

# DOWNTOWN REDEVELOPMENT MASTER PLAN

Re-Imagining Our Beachfront  
To Strengthen Our Economy  
And Ignite Tourism in Ontario

## OUR ASK

That the Province supports the Town of Wasaga Beach's efforts to build homes, attract investment and grow tourism by providing financial assistance to rebuild critical road infrastructure and resolve flooding issues on Beach Drive.

### Why now?

Wasaga Beach is home to the longest freshwater beach in the world, and our iconic Beach Drive has been a magnet that helps draw almost 2 million visitors to our community each year. The approximately 556 metre long Beach Drive runs parallel with the beach at Beach Area 1 and it is the main commercial area which includes the Town's iconic wayfinding WASAGA sign, shops, food trucks, restaurants and live music venues that cater to summer tourists.

It continues to be prone to repeated, severe flooding damage. Recent headlines:

- [Wasaga Beach plans to close Beach Drive after storm damage](#)
- [High water levels swallow up Wasaga Beach's main strip](#)
- [Record high water levels on Georgian Bay cause damage along waterfronts](#)

The Town is now seeking to redevelop this commercial area and Town-owned lands at its beachfront through joint venture partnership with FRAM Building Group and Sunray Hotel Group. The Town must raise Beach Drive approximately five feet to mitigate flooding issues at a cost of \$20M. This will achieve the shared goals of the Town and Province to attract jobs and investment to build stronger, economically resilient communities and grow tourism.

# \$584M

in economic development  
activity unlocked within  
South Georgian Bay  
and Simcoe County

## Our Opportunity

- This critical infrastructure project will support the Town's efforts to attract jobs and investment and grow tourism.
- Raising Beach Drive approximately five feet will resolve recurring flooding issues. It will also support the implementation of the Town's Downtown Development Master Plan and immediately unlock more than 1,000 residential units, an award-winning beachfront hotel and multimillion dollar commercial development to assist in the revitalization of the Town's tourism economy.
- This is not a pipe project, it is a road project. It is shovel ready – construction is ready to begin next spring.

**\$625M**

of mixed-use redevelopment

**500K**

additional tourists

## Our Challenges

- The project budget for this critical road infrastructure will be one of the most significant investments the Town will make in the next 10 years.
- The Town must raise Beach Drive approximately five feet to mitigate flooding issues at a cost of \$20M.
- Further works are required to upgrade water/sewer and adjacent streets to facilitate development. Total costs for all of this work is approximately \$40M.
- Development charges (DCs) will cover some of these costs. The Town is seeking other funding sources to cover the balance.



## OUR ASK

That the Minister of Infrastructure collaborates with MMAH and MECP to provide the Town with an update on the status of the review of provincial land holdings in the Town of Wasaga Beach, including a review of the Wasaga Beach Provincial Park boundary.

The Town requests that the Minister collaborates with the Town, MECP and MMAH to achieve the following:

- **Ensure** that vacant and underutilized lands not critical to the functioning of park areas be deemed surplus, and that opportunities for affordable and workforce housing – or new provincial park amenities – be pursued on surplus lands.
- **Remove** all lands not owned by the Province from the provincial park boundary – or collaborate with the Town to modify the park boundary – so work on the Downtown Redevelopment Master Plan and downtown redevelopment project can proceed.



## Our Opportunity

- The Province owns approximately 25% of the geographic land area of Wasaga Beach.
- A significant portion of vacant, provincial land holdings are simply empty, cleared residential lots and old, overgrown parking lots. This land is not providing any return to the Province or Town.
- Without compromising the integrity of park areas, there is an opportunity to free up vacant, derelict and underutilized provincially-owned lands for higher and better uses.
- Much of this land is fully serviced.
- This supports the government's priorities to build more homes faster.
- As part of the Downtown Development Master Plan, the Town is also seeking to develop 1,000+ residential units and an award-winning hotel – in a joint venture partnership with FRAM Building Group and Sunray Group of Hotels on Town-owned lands at the beachfront.

**\$45M**

in increased provincial revenue

**1,300**

jobs

**1,200**

housing units

## Our Challenges

- In 1995, the Province drew a provincial park boundary over top of Town-owned lands that is preventing the Town from moving forward.
- The Town is seeking assistance from the Minister to have the provincial park boundary adjusted so the project can proceed. This will create jobs, housing and economic opportunities in our community.

## Total Impact

**Provincial funding to make Beach Drive flood-resilient, and collaborating with the Town to declare some provincially-owned lands surplus will unlock the Town's Downtown Development Master Plan.**

**This will immediately:**

- **Help** build affordable, attainable and work force housing that is much needed.
- **Secure** millions in new investment including the Town's first award-winning/ year-round beachfront hotel, hundreds of jobs and 1000+ homes – shovels can get in the ground within the next 12 months.
- **Support** the province's priorities to build more homes faster and help municipalities build more flood- and climate-resilient infrastructure.
- **Generate** revenue for the province for the proceeds of sales of surplus land.
- **Strengthen** the Town and Province's tourism economy.
- **Increase** the Town and Province's property tax assessment base.
- **Ensure** the Town remains open for business.

### ALIGNING WITH PROVINCIAL PRIORITIES

Supports the Province's budget commitment for infrastructure projects, and is in alignment with the government's priorities of growing tourism, building a stronger economy, building more homes faster, and investing in climate-resilient infrastructure that will ensure municipalities can continue to support future growth.



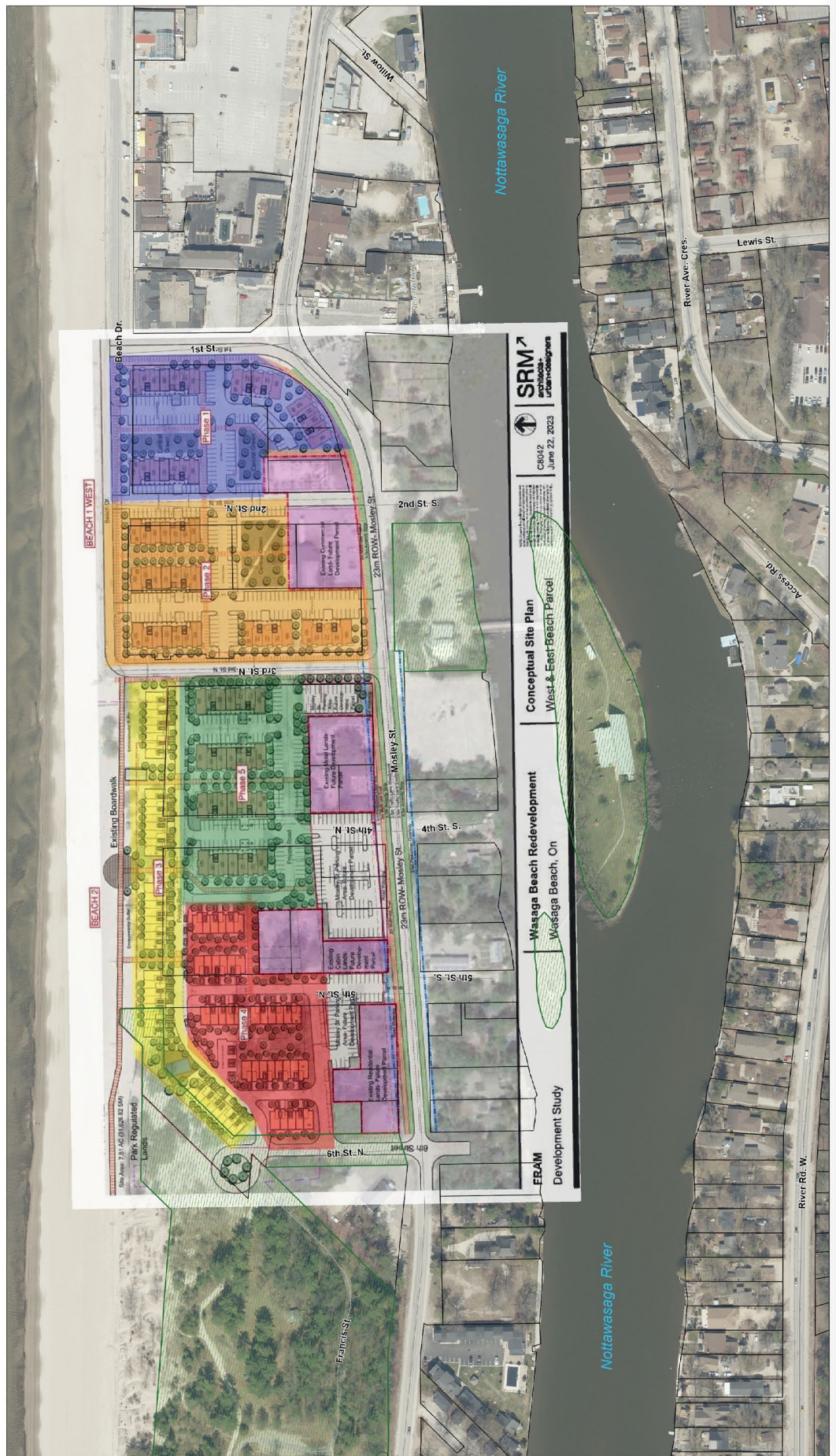
# DOWNTOWN REDEVELOPMENT MASTER PLAN



## Town of Wasaga Beach

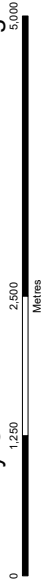


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**Town of Wasaga Beach**  
Provincially Owned Lands Within Town of Wasaga Beach



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