



THE CORPORATION OF THE TOWN OF WASAGA BEACH BEACHFRONT DEVELOPMENT OPPORTUNITY

REQUEST FOR PROPOSALS FOR SALE OF LAND
#EDO2024/01 – BEACHFRONT DEVELOPMENT OPPORTUNITY



Issue Date: October 10, 2024
Submission Deadline: 4:00pm, November 7, 2024
Request To: Experienced Mixed-Use Developers

TABLE OF CONTENTS

A. REQUEST FOR PROPOSALS.....	3
B. INTRODUCTION.....	4
C. PROJECT BACKGROUND.....	7
D. LOCATION.....	8
E. DOWNTOWN WASAGA BEACH BOUNDARY.....	9
F. TOWN-OWNED LANDS IN THE DOWNTOWN.....	10
i. FIGURE 1 – TOWN-OWNED LANDS	
G. THE OPPORTUNITY.....	11
i. FIGURE 2 – SUBJECT LANDS	
H. STREET IMPROVEMENTS – DEVELOPABLE AREA.....	12
i. FIGURE 3 – DEVELOPABLE AREA	
ii. FIGURE 4 – BEACH DRIVE CONCEPT DESIGNS	
I. WHAT THE TOWN IS LOOKING FOR.....	14
J. SUBMISSION REQUIREMENTS.....	14
K. SUBMISSION REVIEW PROCESS.....	15
L. NEXT STEPS.....	16
M. BACKGROUND STUDIES.....	16

A. REQUEST FOR PROPOSALS



THE CORPORATION OF THE TOWN OF WASAGA BEACH NOTICE OF REQUEST FOR PROPOSALS BEACHFRONT DEVELOPMENT OPPORTUNITY

The Corporation of the Town of Wasaga Beach (hereinafter referred to as “the Town”) is currently accepting proposals for:

#EDO2024/01 – SALE OF LANDS/BEACHFRONT DEVELOPMENT OPPORTUNITY

The Town is seeking proposals from experienced mixed-use developers to purchase and develop Town-owned lands at Beach Area One. The land that is subject to this RFP is bounded by 1st and 3rd Streets, as well as Beach Drive and Mosley Street (approx. 4.86 acres).

The above mentioned Request for Proposals (RFP) will close at **4:00 pm local time on Thursday, November 7, 2024.**

For additional information, please contact Andrew McNeill, Chief Administrative Officer by phone at 705-351-4112 or email at andrew.mcneill@wasagabeach.com

Dated at the Town of Wasaga Beach this 10th day of October, 2024.

B. INTRODUCTION

General

This Request for Proposals ('RFP') is issued by the Town and is Step One in the process to find a development partner(s) with whom the Town will work to redevelop Town-owned lands identified in Section G. Following selection of a preferred development partner, the Town will enter into Step Two – negotiating relevant agreements that will include, but not be limited to, an Agreement of Purchase and Sale (APS), at a reasonable price reflective of market value of the lands, as well as obtaining Site Plan Approval. Should the development proposal exceed current planning entitlements additional steps may be required. The Bidder shall bear all costs of participating in this RFP.

Lands Subject to this RFP

Only the lands identified in Section G are included within the scope of this RFP.

Disclaimer

The Town does not represent or warrant the accuracy or completeness of any information set out in the RFP Documents, any background information, or any other background or reference information or documents prepared by the Town, its employees, directors, officers, agents, representatives or by any third parties and which may be made available to Proponents or Proponent Team Members by or through the Town. Proponents and Proponent Team Members shall make such independent assessments as they consider necessary to verify and confirm the accuracy and completeness of all such information as any use of or reliance by Proponents or Proponent Team Members on any and all such information shall be at the Proponents' and Proponent Team Members' sole risk and without recourse against the Town or its Advisors.

In no event shall the Town or any of its employees, directors, officers, agents, representatives, any third parties, or elected officials, be liable to the Bidder for any damages, losses, costs, liabilities, expenses, claims or actions whatsoever which may arise directly or indirectly from any use of, reliance on, adoption of or application of the information in this document or in participating in this RFP.

MFIPPA

Those responding to the RFP are hereby advised that the Town is subject to the requirements of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.45, as amended.

Municipal Discretion and Authority

The issuance of this RFP and receipt of responses to this RFP does not in any manner fetter the discretion or rights of the Town under any legislation including, but not limited to, the *Municipal Act, 2001*, S.O. 2001, c. 25, the *Planning Act*, R.S.O. 1990, c. P.13. Nothing in this RFP obligates the Town to enter into any contracts, agreements, or arrangements with any person or body that submits a response to the RFP and no contract, agreement or arrangement is created between the Town and any person or body that submits a response to the RFP by way of making such submission. The Town, in its sole discretion, may decide that it does not wish to proceed with any project identified in this RFP.

Non-Binding Process

This is a non-binding bidding process and no legal obligations regarding the procurement of any good or service will be created until the Town and the selected Bidder have confirmed a contract for the goods and services. The Town may choose to select or not select any Bidder or the highest scoring Bid and may cancel or modify the terms of this RFP at any time. A Bidder may withdraw its proposal at any time before confirming acceptance of the contract.

Bidder Conduct Prior to and During Bid Process

The Town may set aside any proposal of a Bidder that has a history of poor performance, is not in good standing with the Town, does not maintain minimum standards of conduct, or does not comply with the Supplier Code of Conduct. Any violation of these standards may lead to disqualification.

Pre-Contract Verification

Prior to finalizing the contract with the selected Bidder, the Town may verify the information provided in the selected Bidder's proposal including verifying references provided or contacting third parties for references. The Town may choose not to contract with the selected Bidder if it is not in the best interest of the public or the Town to award the contract to the highest Bidder, such as where there is evidence of criminal activity, professional misconduct, insolvency, or a history of significant or persistent deficiencies in performance.

Bidder Acknowledgments

The Bidder acknowledges that the RFP process is non-binding and does not create contractual obligations between the Town and the Bidder. There is no intention to enter into what is commonly referred to as "Contract A", and no contractual relationship will be formed until the Town enters into contract with a Developer. The Bidder acknowledges and agrees to comply with and be

bound by the terms of this RFP and the Supplier Code of Conduct available at: <https://www.wasagabeach.com/en/business-and-development/bid-opportunities.aspx>

Confidentiality and Conflicts

The information provided by or obtained from the Town in any form in connection with this RFP is confidential and cannot be disclosed without authorization, unless such information is already in the public domain.

The Bidder represents and warrants that there is no actual, potential, or perceived conflict of interest in submitting a response to this RFP.

The Bidder represents and warrants that any of its advisors, employees and representatives have not discussed or communicated, directly or indirectly, with any other Bidders, any information regarding this RFP in a manner that would contravene any governing laws.

The Bidder agrees to provide submissions, including pricing, independently and without any connection, knowledge, comparison of information or arrangement, direct or indirect, with any other Bidders and shall not take any action for the purpose of restricting competition in connection with this RFP.

C. PROJECT BACKGROUND

The Town of Wasaga Beach completed a Downtown Development Master Plan (the “DDMP”) in 2017. The DDMP was commissioned by the Town with the goal of creating a pragmatic and sustainable plan for the future of Downtown Wasaga Beach. The DDMP is designed to promote the evolution of a livable, compact, accessible and sustainable downtown for the entire community. This will enhance the economic competitiveness of Wasaga Beach to not only improve the Town’s tourism economy, but also plant the seeds for economic diversification. Town Council approved the DDMP on March 28, 2017. A copy of the plan can be found on the Town of Wasaga Beach website at:



www.wasagabeach.com/downtownplan

The Town is a significant landowner in the downtown, particularly at the beachfront (Beach Areas One and Two) where it owns approximately 80% of the land shown in Section F. Through this RFP, the Town is interested in seeing a portion of those lands developed.

Proponents are also advised that the Town has entered into a Letter of Intent (LOI) with a developer (Sunray Group) to redevelop the former Playland Parking Lot property into a mixed use residential development, high quality hotel and public square.

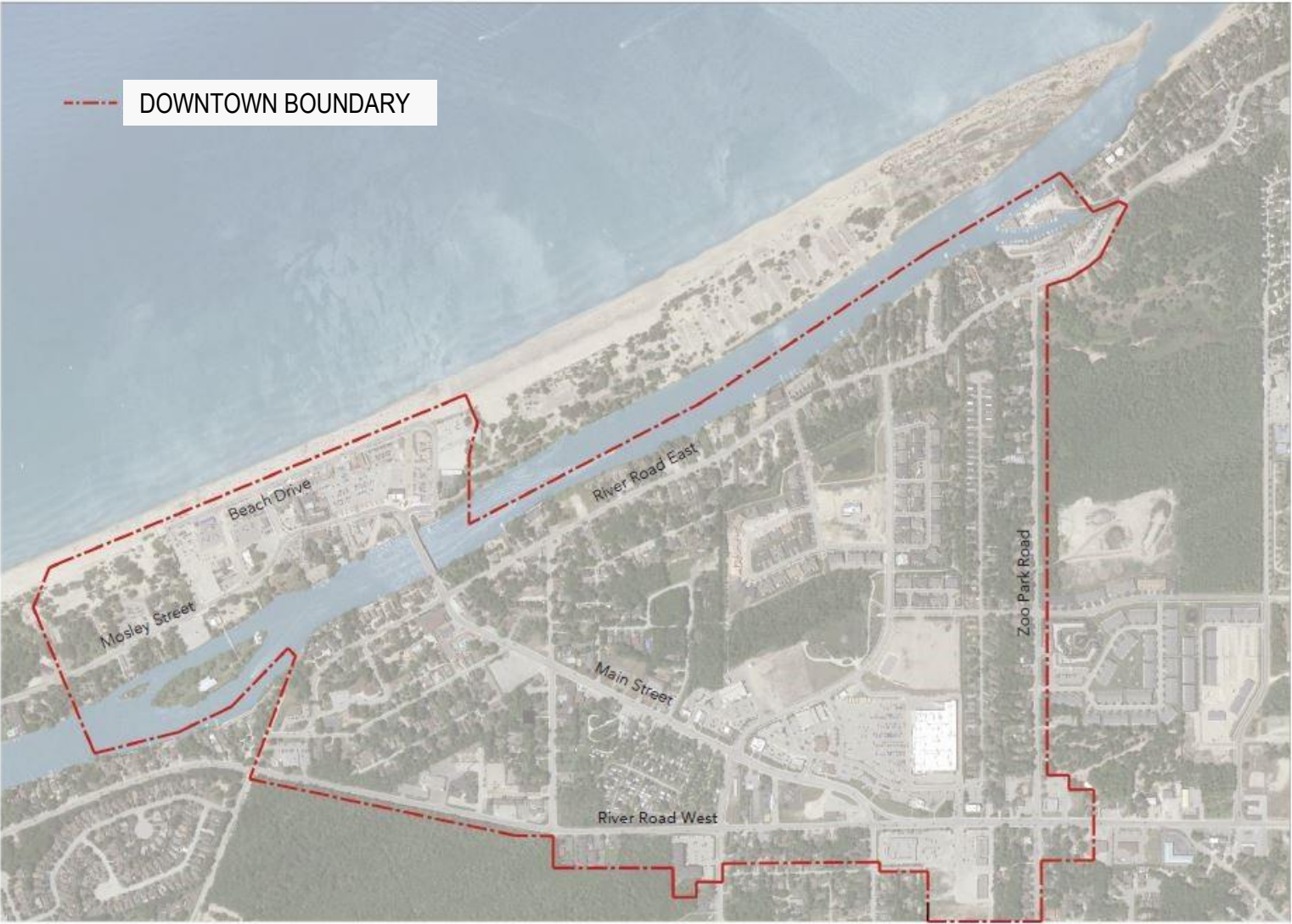
D. WASAGA BEACH LOCATION



Population 2021: 25,000
Projected Population 2051: 50,000

Tourists 2023: 2,000,000

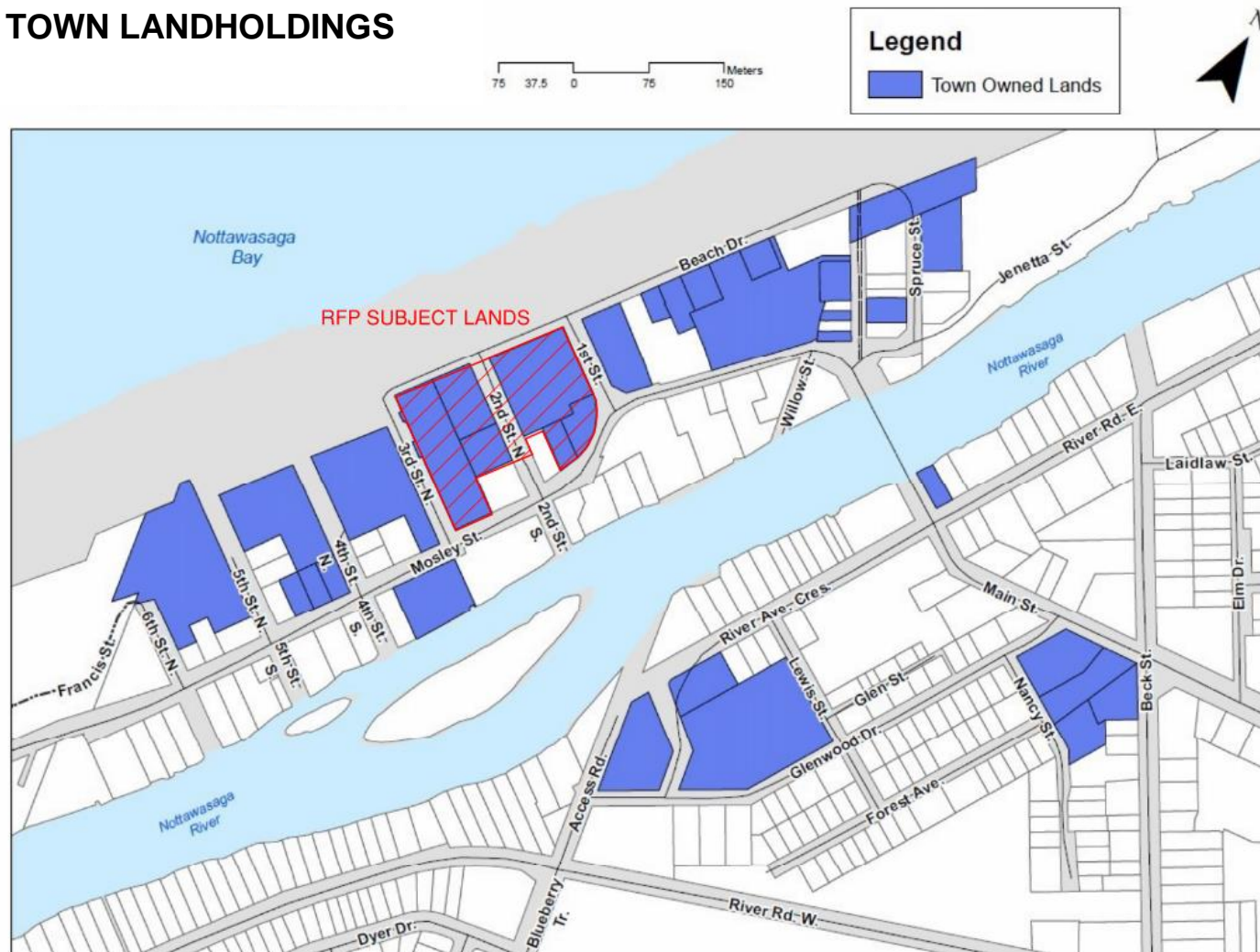
E. DOWNTOWN WASAGA BEACH BOUNDARY



F. TOWN-OWNED LANDS IN THE DOWNTOWN

In addition to beachfront lands that the Town currently owns, the Town has landholdings within the larger downtown. Figure 1 illustrates the Town's landholdings.

FIGURE 1 – TOWN LANDHOLDINGS



G. THE OPPORTUNITY

The approximate area of the lands that are the subject of this RFP are identified in Figure 2 below. The lands are bounded by 1st Street to the north, 3rd Street to the south, Beach Drive to the west and Mosley Street to the east. 1st and 3rd Streets are to remain open as public streets. Proponents have flexibility with respect to how they treat 2nd Street; however, accommodation must be made with respect to maintaining access to the LCBO and Beer Store.

FIGURE 2 - RFP Subject Lands



H. STREET IMPROVEMENTS – DEVELOPABLE AREA

The Town will commence improvements to Beach Drive, 3rd Street and Spruce Street early in 2025. Figure 3 below illustrates the developable area (in hatching) of the subject lands. The approximate developable area is 19,600 square metres (4.86 acres). The unhatched lands are not owned by the Town and are currently used as an LCBO and a Beer Store. A CADD version of this base plan is available to all proponents upon request. Improved Streetscaping and the reconstruction of Beach Drive will include shoreline protection and flood hazard protection to facilitate development (raised approximately 5 feet). Figure 4 shows the conceptual design of Beach Drive.

FIGURE 3 – Developable Area

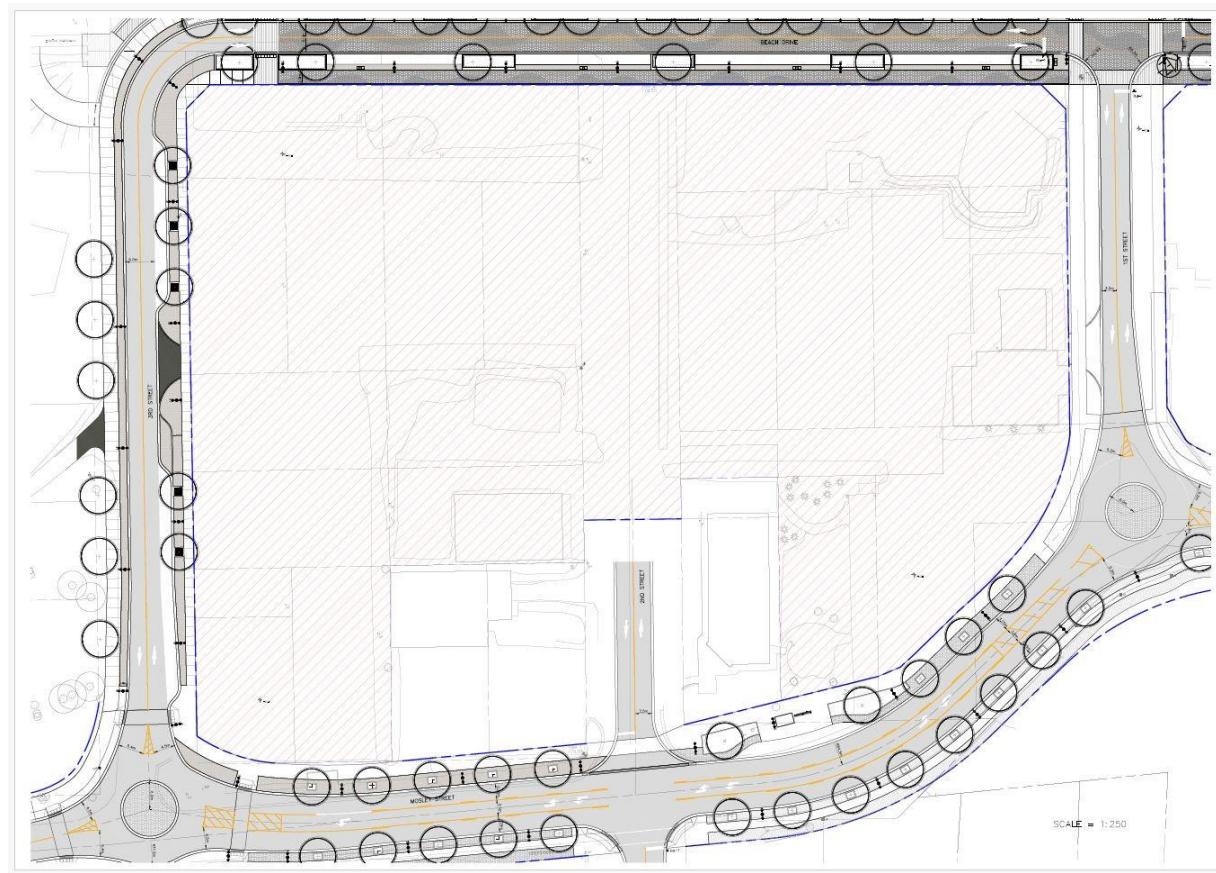


FIGURE 4 – Beach Drive Concept Designs



I. WHAT THE TOWN IS LOOKING FOR

The Town is looking to respect the principles of the DDMP and advance a mixed-use development vision on its lands. Proponents are asked to give consideration to the following:

- Mixed-use development;
- At-grade commercial uses along Beach Drive with additional opportunities along 1st Street and Mosley Street;
- Identification of anchor uses that can drive year-round visitation;
- High quality place-making;
- Contextually appropriate architecture;
- Public/pedestrian access between Mosley Street and Beach Drive;
- A development that will appeal to longer stay families – through ownership, rental or short-term accommodation;
- Any affordable or attainable units should be specified in proposals;
- Any required relief from the Town’s Official Plan or Zoning By-Law should be specified;
- The Town is receptive to relocating or removing the existing 2nd Street right-of-way and considering parking below streets;
- Where parking is proposed below streets, preference is for private streets with public easements; and
- Beach Drive should be thought of as a flexible street that can be opened or closed to traffic and function as a pedestrian promenade when closed to vehicular traffic.

J. SUBMISSION REQUIREMENTS

Proponents should submit a .pdf digital copy of their RFP submission to:

Andrew McNeill
Chief Administrative Officer
Town of Wasaga Beach
30 Lewis Street, Wasaga Beach
ON L9Z 1A1
Tel: (705)351-4112
Email: andrew.mcneill@wasagabeach.com

Complete Submission

A complete RFP submission should contain, at minimum, the following:

- Cover Letter;
- Table of Contents;
- Proponent's Team and Organizational Chart;
- Key Personnel Experience and Qualifications;
- Examples and statistics of similar (completed) mixed-use developments, both locally and across Ontario;
- Conceptual proposal for redevelopment of Town-owned lands between 1st and 3rd Streets;
- Conceptual Phasing Plan;
- Development pro forma with number of units and GFA for both residential and non-residential uses;
- Confirmation by the Proponent that they are willing to negotiate in good faith with the Town for a purchase price that is reflective of fair market value for the lands;
- Confirmation by the Proponent that they are committed to move forward in a timely manner;
- Indicative Pricing, being the value in dollars submitted as a price that the Bidder guarantees to provide to the Town under this RFP; and
- Confirmation of Bidder Acknowledgement noted in Section B.

Submission Deadline

The deadline for this submission shall be **4:00 pm local time on Thursday, November 7, 2024**. Submissions shall be valid for one hundred and eighty (180) days.

K. SUBMISSION REVIEW PROCESS

The Town of Wasaga Beach will assemble an evaluation team consisting of the following:

- CAO
- Deputy CAO
- General Manager of Infrastructure Services
- Chief Financial Officer

- General Manager of Legislative and Development Services
- Director of Planning
- Chief Building Official

The evaluation Team will make a recommendation to Council for Council's consideration.

Evaluation Criteria

The criteria for reviewing the submissions are as follows:

- Development Team and Experience (15 points);
- Local Wasaga Beach development experience (15 points);
- Quality of Proposal & Alignment with Town objectives for the Downtown and Waterfront (45 points);
- Financial Implications for the Town including a review of the Indicative Pricing (25 points).

L. NEXT STEPS

Following selection of a preferred proposal, the Town will work with the selected proponent to negotiate and prepare an Agreement of Purchase and Sale as well as any other required agreements. During negotiations the Bidder will be allowed to submit revised pricing, but will not be allowed to submit pricing below its Indicative Pricing as submitted with its proposal. If negotiations are not successful with the preferred development partner, the Town, in its sole discretion, may conduct negotiations with subsequent negotiation partners.

M. BACKGROUND STUDIES

The following background information is available upon request:

- Municipal Class Environmental Assessment - Main Street and Beach Areas One & Two improvements (Road Allowances)
– Environmental Study Report (ESR) and Addendum
- Beach Area One Functional Road Layout (Preliminary)
- Geotechnical Investigation
- Zoning Map (2013)
- Land Use Map

- Easements
- Wasaga Beach Downtown Development Master Plan
- Official Plan
- Urban Design Guidelines
- Downtown Community Improvement Plan
- Sewage Model Update - Servicing of Wastewater from the Planned Development under the DDMP (Draft June 2017) describes the assessment of sanitary sewer collection and downstream treatment systems associated with the build-out and density projections of the DDMP
- Water Model Update - Water Servicing Assessment for Planned Development under the Downtown Development Master Plan (Draft June 2017) - Describes the assessment of water supply and distribution capacity based on the build-out and density projections of the DDMP
- Electrical Power Mapping - The proposed lands for development presently have an 8,320-volt primary looping system that would allow for a total connected load of 3,000 kW. If the redevelopment of the area will require a load system that exceeds 3,000 kW, Wasaga Distribution Inc., would need to extend the existing 44kV hydro and build a new 44kV to 8kV station in the area.
- Parking Study
- Heritage Considerations - Beck Square commemorates the founding of the Town, early municipal buildings and an early family. Designated by By-law 2007-60