

WEST WASAGA SECONDARY PLAN

OUR ASK

That the Province supports the Town of Wasaga Beach's West Wasaga Secondary plan by:

- **Collaborating** with the Town to re-imagine Beachwood Road so that it can become more urban and more compatible with the vision that the Town has for this once thriving corridor.
- **Providing** capital funding to fix flooding issues along Beachwood Road that were caused by the Highway 26 By-Pass.

Why is this important?

Wasaga Beach is one of Ontario's fastest growing municipalities. Provincial support for the Town's West Wasaga Secondary Plan will accommodate future growth in a strategic, coordinated way that will help the Town develop into a complete community, attract jobs and investment, and protect the Town's only Employment Lands. This will achieve the shared goals of the Town and Province to attract jobs and investment, meet bold housing targets and build a stronger Ontario.

Our Opportunity

- In 2003 the Province began construction on the Highway 26 By-Pass between Collingwood and Wasaga Beach which was opened in 2012. The By-Pass has resulted in flooding and economic losses – in some cases bankruptcy – for small businesses located on the former highway.
- We would like to collaborate with the Province to fix flooding issues that have resulted from the construction of the Highway 26 By-Pass, and change standards along Beachwood Road to help the Town develop it in a way that aligns with the West Wasaga Secondary Plan.
- Beachwood Road is now an urban corridor, not a major highway, and it needs to be re-imagined and re-designed as such. The Town wishes to collaborate with the Province to achieve this.
- The West Wasaga Secondary Plan is a holistic plan that will support the economic revitalization of this once economically thriving area that connected tourism and traffic traveling from the GTA through Wasaga Beach and on to Collingwood. With provincial support, it will breathe new life into the Beachwood Road corridor to make it more vibrant and urban in nature, and more compatible with the Town's vision for these lands as we work to build a more complete community.

Our Challenges

- Because Beachwood Drive is under MTO jurisdiction, the Town cannot proceed without MTO planning and approvals support.
- Development charges (DCs) will cover some of these costs. The Town is seeking other funding sources to cover the balance.

NOTE: The project cannot be initiated without confirmation of external funding and MTO support.

OUR ASK

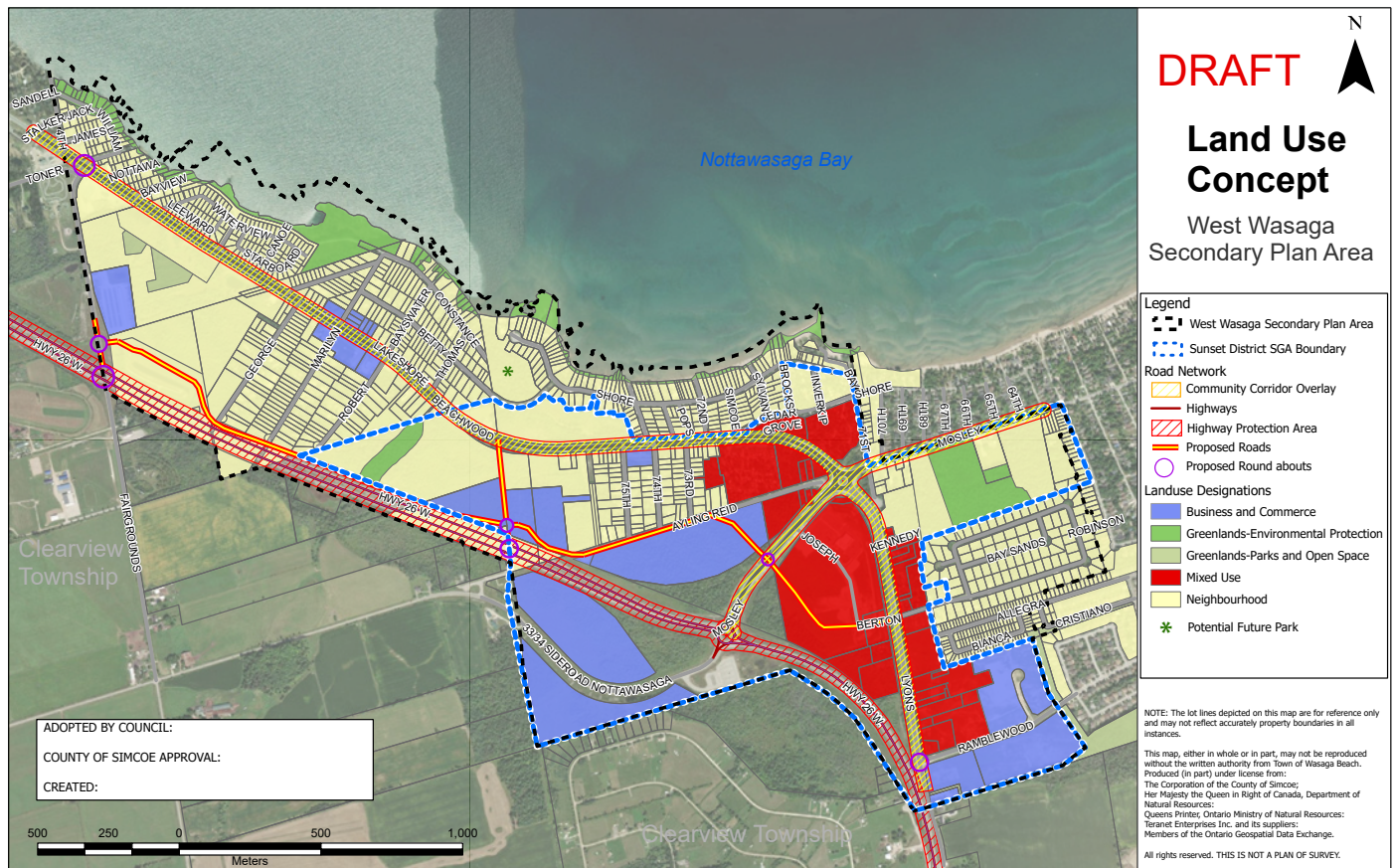
That the Province and Minister of Transportation support the Town’s West Wasaga Secondary Plan and efforts to attract jobs and investment, by saying “no” to any future By-Passes that could sterilize the Town’s only Employment Lands and negatively impact jobs and economic opportunities in our community.

Our Opportunity

- The Town is in the process of developing its Business Park and has an application for a new major employer that could bring more than 350 jobs and other economic spin-offs to Wasaga Beach.
- The Town is concerned about the impact of any potential new By-Pass that may impact the Employment Lands where this new employer is considering investing.

350

A new major employer plans to bring more than 350 jobs to Wasaga Beach



Our Challenges

- The Town is aware that the South Georgian Bay Mayors and CAOs Forum is advocating for an MTO study regarding the feasibility of a second By-Pass that could impact the Town of Wasaga Beach.
- The Town of Wasaga Beach is a member of the South Georgian Bay Mayors and CAOs Forum, however, we do not support any further By-Passes within Wasaga Beach or within proximity to Wasaga Beach that will result in negative impacts for our municipality.
- We are aware that one of the paths for a second, proposed By-Pass would, if approved, sterilize the Town's only Employment Lands and negatively impact jobs and economic opportunities in our community.
- The Town is deeply concerned about further By-Pass discussions and wants to ensure that no further highway expansions will occur in the vicinity of the Town's Business Park or Employment Lands that will negatively impact the employment vision of the Town or the Town's business attraction efforts.

Total Impact

Provincial support to re-imagine Beachwood Road, fix the flooding issues, and say "no" to any new By-Passes that would divert more people and investment away from Wasaga Beach, will:

- **Help** revitalize the Town's once thriving, now derelict Beachwood Road corridor.
- **Strengthen** the local economy and local employment for current and future residents and businesses.
- **Protect** the Town's only Employment Lands.
- **Help** attract millions in new investment and over 350 jobs within the next 12 months.
- **Support** the Province's Greater Golden Horseshoe Growth Plan by mitigating negative environmental, economic and human health impacts associated with uncoordinated growth.
- **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 priority of job creation, building a stronger economy and investing in infrastructure that will ensure municipalities can continue to support Bill 23 and future growth.

