



THE TOWN OF WASAGA BEACH

Downtown Development Master Plan

Committee of the Whole Presentation
January 26th 2017

“...Uses within this designation should reflect a dependence on tourism as opposed to the permanent population of the Town”

Section 7.2.2 Tourism Commercial, Official Plan of the Town of Wasaga Beach

“...the predominant use of land in this area shall be to provide accommodation for the traveling public and accommodation for seasonal residents.”

Section 7.2.1, Official Plan of the Town of Wasaga Beach

“...no new areas have been designated for future permanent residential use nor is any such use contemplated...”

Section 7.3.10, Official Plan of the Town of Wasaga Beach

AGENDA

- The Process
- The Strategy
- The Master Plan
- The Action Plan



THE PROCESS



An opportunity to improve the quality of life in Wasaga Beach by creating a vibrant main street and leveraging world class natural assets.



Downtown Development Timeline

- *Downtown Core Established as a Priority by Council: February 2015*
- *Public Meeting seeking Input for Downtown Location: November 2015*
- *Council Approved Main Street as Downtown Location: December 2015*
- *Downtown Official Plan Amendment Adopted: May 2016*
- *County Approved Amendment #42: October 2016*



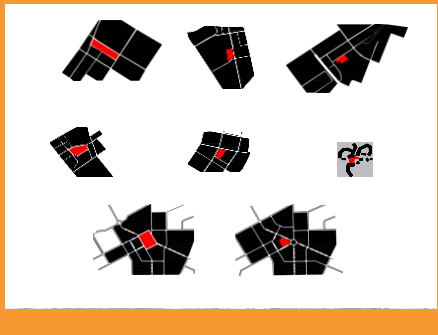
COMMUNITY ENGAGEMENT

DISCOVER



AUGUST 2016

DESIGN



SEPTEMBER 2016

DOCUMENT



NOVEMBER 2016

MOVING FORWARD

CONTINUATION OF DOCUMENT

IMPLEMENTATION

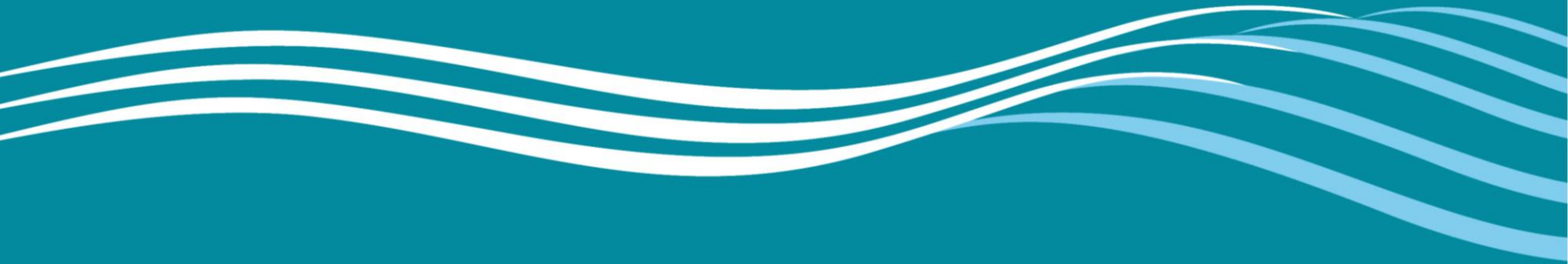
- **Council Input**
- **Action Plan**
- **Final Report**
- **Council Approval**
- **On-Going Council Input**
- **On-Going Community Engagement**
- **Determine Priorities**
- **Studies and Approvals**
- **Detailed Technical Design**

The Provincial Policy Statement (PPS) applies province-wide and provides clear policy direction on land use planning to promote strong communities, a strong economy, and a clean and healthy environment

- Focus on Creation of Complete Communities
- Compact, Mixed-use Development is Encouraged
- Intensification makes Better Use of Existing Infrastructure
- More Efficient for the Delivery of Municipal Services
- The DDMP Conforms to Provincial Direction



THE STRATEGY



PLANNING PRINCIPLES



- Rebrand Wasaga Beach to promote a more inclusive, family-friendly identity;
- Revamp the existing planning policy framework to encourage private sector investment while transforming the Downtown into a place for both residents and visitors;
- Encourage medium density mixed-use housing forms in the downtown that will increase the quality of short-term accommodations and improve the urban realm;
- Deliver a critical mass of development around both the Festival and Town squares as priority first moves including an 80 room boutique hotel adjacent to the Festival Square;
- Focus on unique and authentic small businesses that grow and sustain jobs within the community;
- Position short block retail density with low rental rates around pedestrian friendly public plazas;
- Activate the Festival Square and Town Square with programmed events, festivals and activities throughout the year that reinforce the Wasaga Beach brand;

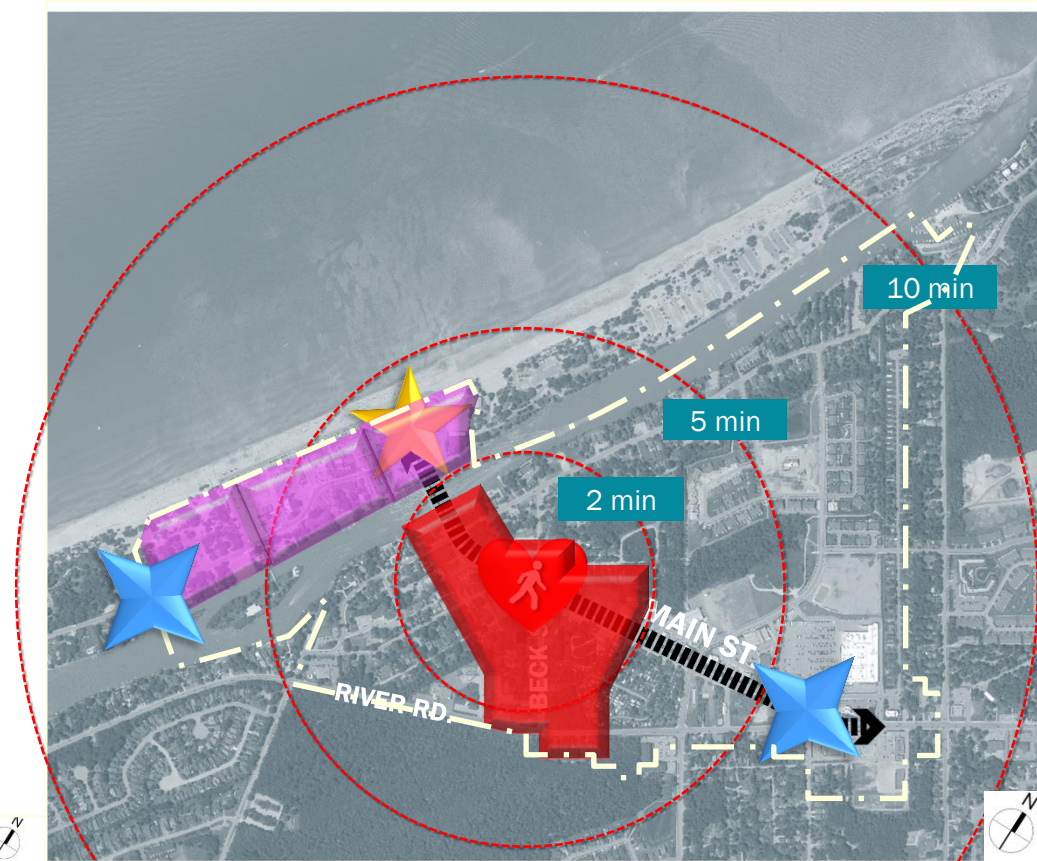
WHERE IS DOWNTOWN?

- Main St: Spine of the Community
- Create Memorable Gateways
- 2 Important Civic Space Anchors
- Walkability Key to Success
- Concentrate Development for Synergies



 **Town Square**

 **Festival Square**

 **Gateways**



IMPLEMENTATION FOCUS

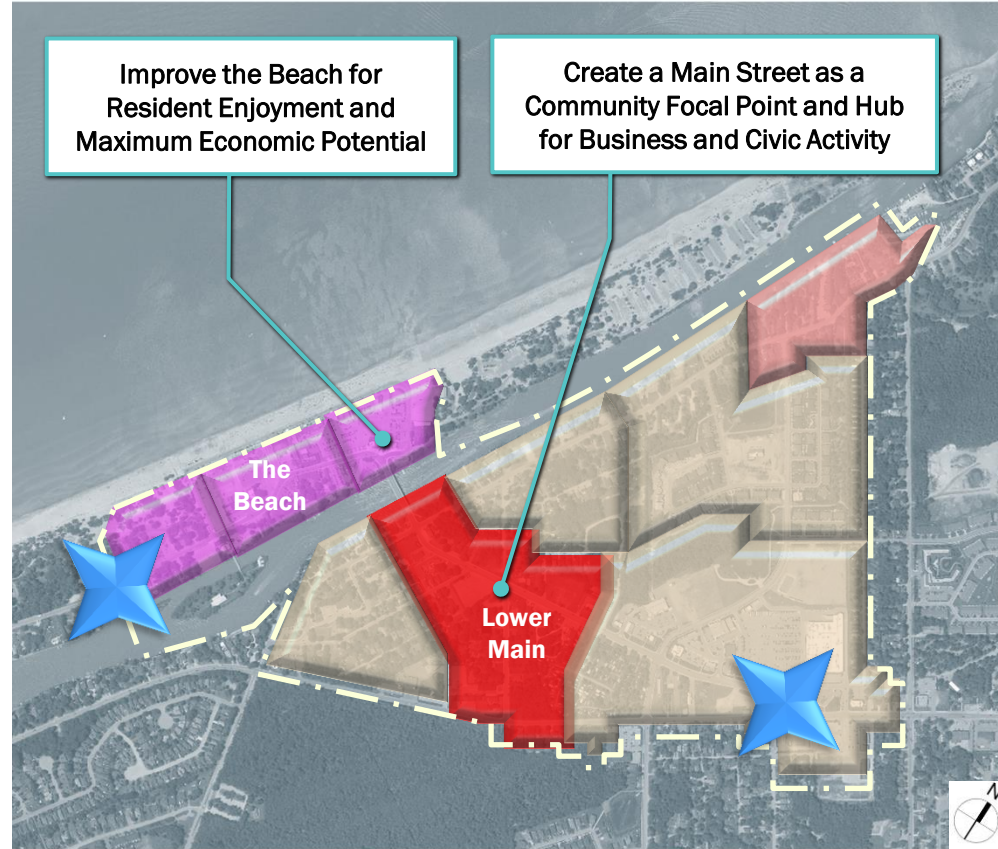
  } **Focus for Implementation**

 **Supporting Neighbourhoods**

Policy Changes to guide ongoing development in support of the plan but no immediate development focus

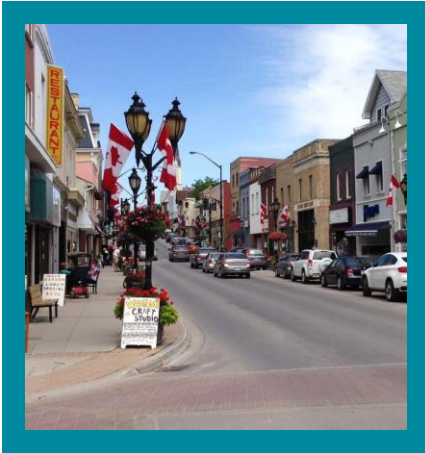
 **Future Development Node**

The Marina area has great potential as hub of activity and development, but Lower Main and The Beach should be prioritized.



“The whole is greater than the sum of its parts”

Aristotle



STREETS



**PARKS &
OPEN SPACES**

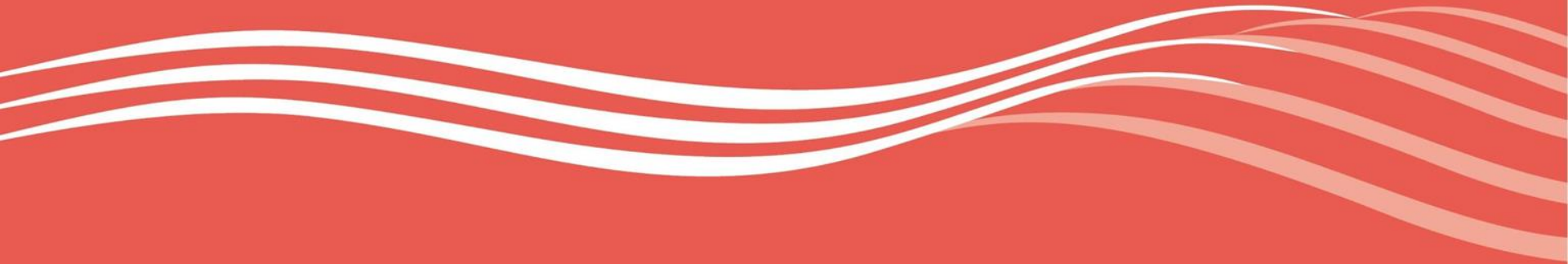


BUILDINGS



ANCHORS

THE MASTER PLAN

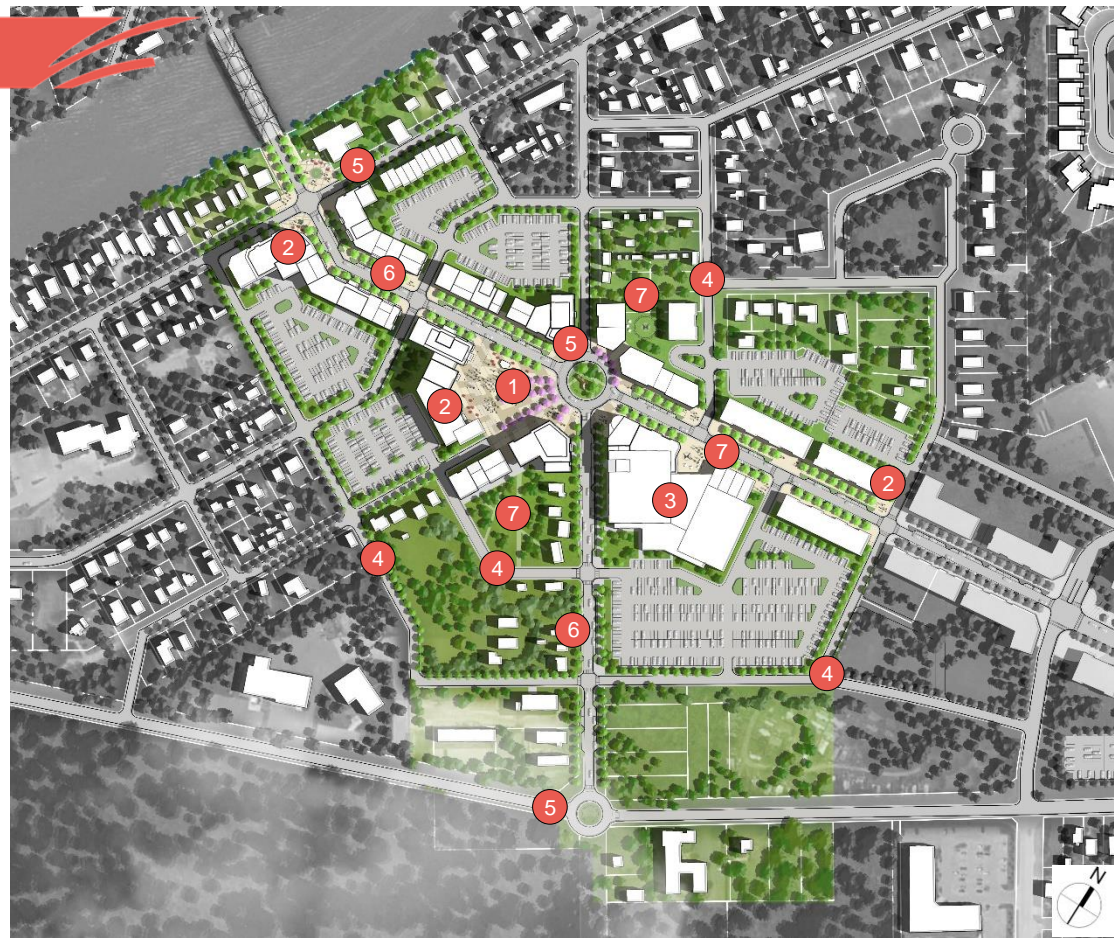


LOWER MAIN

Potential Build Out Figures:

- Total GFA: 76,500 sq.m
- Residential Units: 560
- Residential Population: 900
- Retail Units: 60
- Jobs: 300 - 400

- ① Town Square
- ② Anchor Development
- ③ Community Hub
- ④ Fine Grain Streetscape Network
- ⑤ Roundabouts / Gateways
- ⑥ On-Street Parking
- ⑦ Open Space (Public / Private)



ARTIST'S IMPRESSION



THE BEACH



THE BEACH

Potential Build Out Figures:

- Total GFA: 124,000 sq.m
- Residential Units: 1,200
- Residential Population: 1,700
- Retail Units: 80
- Jobs: 800 - 900

- 1 Festival Square
- 2 Beach Boardwalk
- 3 Retail/Boutique Hotel/Indoor Entertainment
- 4 Restaurant/Residential
- 5 Townhouses
- 6 Performance Venue
- 7 Entertainment Zone / Public Space
- 8 Water Park
- 9 Beach Gateway
- 10 Resort Residential



ARTIST'S IMPRESSION



POTENTIAL ECONOMIC IMPACTS



POTENTIAL ECONOMIC IMPACTS

POTENTIAL ECONOMIC IMPACTS OF WASAGA BEACH DOWNTOWN MASTER PLAN

CAPITAL INVESTMENT

CATALYST PHASE
Initial 5 to 10 Years

FULL BUILD OUT
20+ Years

CAPITAL DEVELOPMENT EXPENDITURES

\$200 Million

\$625 Million

SIMCOE COUNTY IMPACTS

| | | |
|----------------------|--------------|---------------|
| Direct GDP | \$66 Million | \$158 Million |
| Direct Labour Income | \$50 Million | \$110 Million |
| Direct Jobs | 600 | 1,300 |
| Direct Taxes | \$29 Million | \$77 Million |

INCREMENTAL NEW VISITOR SPENDING

INITIAL 5 TO 10 YEARS

TOTAL DEVELOPMENT

SIMCOE COUNTY IMPACTS

| | | |
|---|--------------|--------------|
| Incremental New Visitors to Wasaga Beach | 200,000 | 500,000 |
| % Increase in Overnight Visitation to Wasaga Beach | 33% | 45% |
| Incremental Annual New Visitor Spending to Wasaga Beach | \$34 Million | \$90 Million |
| Direct GDP | \$15 Million | \$36 Million |
| Direct Labour Income | \$10 Million | \$24 Million |
| Direct Jobs | 260 | 660 |
| Direct Taxes | \$7 Million | \$17 Million |

THE ACTION PLAN



IMPLEMENTATION



GUIDE

- Official Plan
- Design Guidelines
- Codes and By-Laws



BUILD

- Streets
- Parks and Open Spaces
- Public Realm
- Civic Facilities



MANAGE

- Management Board
- BIA
- Programming
- Landlord

PARTNERSHIPS

LOWER MAIN – THE DOWNTOWN



LOWER MAIN PRIORITIES



ANCHOR
DEVELOPMENT

TOWN SQUARE

STREETSCAPE

COMMUNITY HUB

“...there can be a positive correlation between the siting of such facilities and corresponding future investments in residential, retail / entertainment and other commercial development; additional evidence suggests that this investment has helped energize city cores, broaden a municipality’s tax base and create attractive and pedestrian-friendly neighbourhoods”

Thunder Bay Event Centre Phase 2 Feasibility Study, 2012 w/ re: Sports Arena Placement



MAIN END – THE BEACH



BEACH PRIORITIES

“A visit to the Main End was often the highlight to a summer stay in Wasaga.”

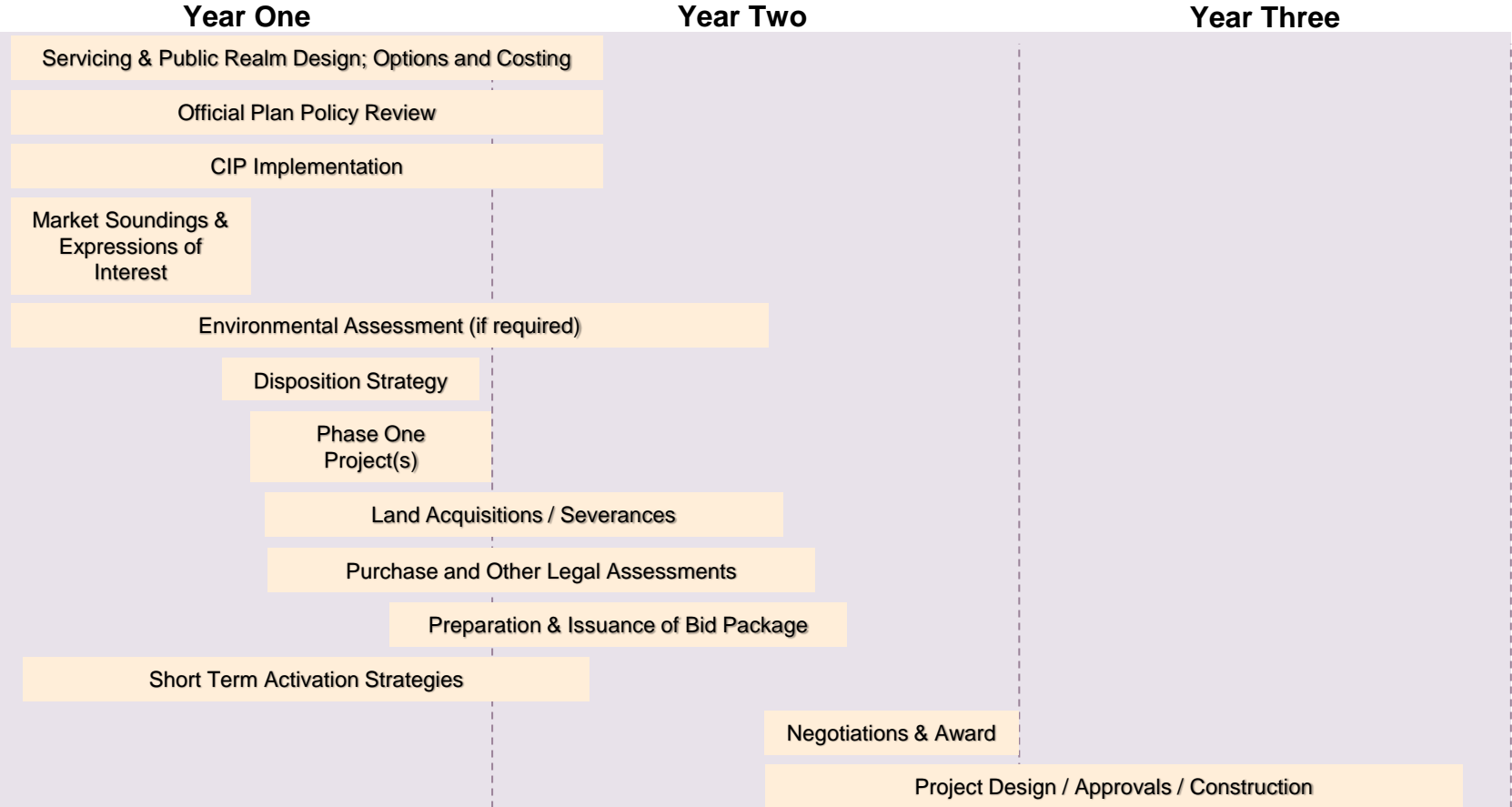
Sharing Memories: Stories of Wasaga's Past, 2013



MOVING FORWARD

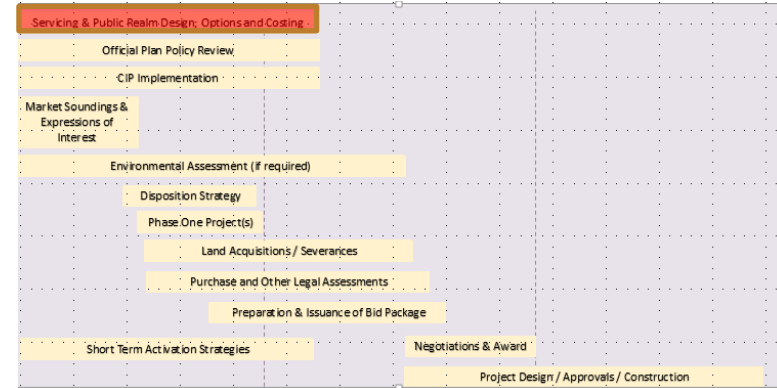
- Municipal Leadership
 - ...best approach to capture financial **and** public benefits*
- Understand the costs and benefits.
 - ...refine development plan – identify initial projects*
- Reduce uncertainties, costs, approvals.
 -minimize negotiations – improve value of asset*
- Plan for the efficient use of Limited Public Dollars.
 - ...phasing that aligns public costs with benefits*

IMPLEMENTATION – First 36 Months

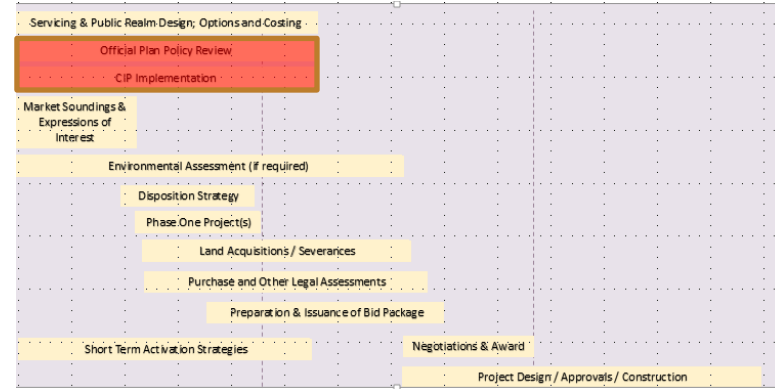


Servicing and Public Realm Design: Options and Costing

1. Undertake Technical Assessment of Design
2. Identify Design Approaches and Costing Implications
3. Determine More Accurately Required Lands
4. Assess Need for Environmental Assessment
5. Funding and Financing Approaches
6. Refine Phasing Plan



1. Reposition Existing Plan to Accommodate the Long Term Vision
2. Address Key Policy Issues
3. Lay the Framework that will Attract and Guide Investment
4. Consider the Role of the Community Improvement Plan
5. Should Incentives be Considered?

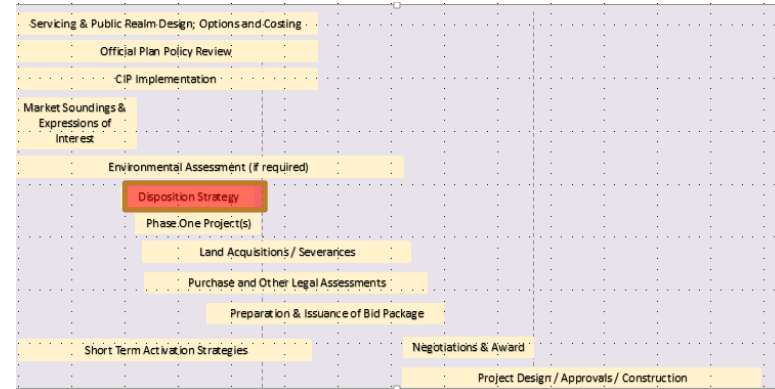


MARKET SOUNDINGS AND EXPRESSION OF INTEREST

1. Test Design Concepts with the Market
2. Identify Approach – Large Land Offering Versus Small – Pros And Cons
3. Launch Request for Expressions of Interest to:
 1. Confirm Market Interest
 2. Identify Potential Development Partners
 3. Solicit Input in the Process
4. Adjust Disposition Approach Based on the Above



1. What is the Best Approach to Extracting Value?
2. Development Models
 - Sell Parcels
 - Joint Venture
3. “In House” or Municipal Development Corporation (MDC)
 - *If MDCBusiness Case and Public Consultation is Required*
4. Request for Proposal Process – Structure



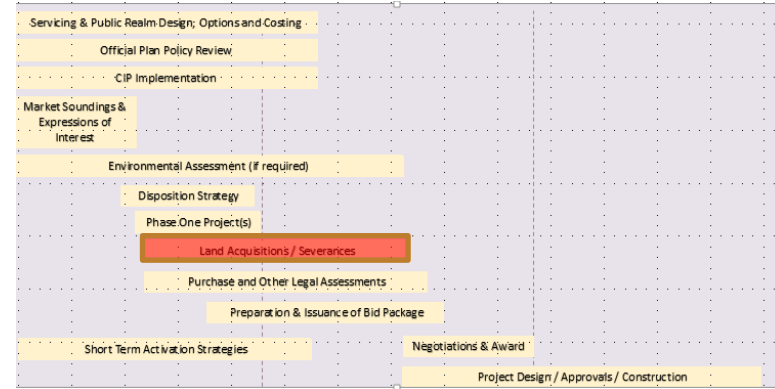
PHASE ONE PLAN

1. Based on the Above Assemble Detailed Phase One Plan
2. Identify Land Areas
3. Development Objectives
4. Development Parcels – Required Assemblies, Severances etc.
5. Identify Servicing and Infrastructure Costs
6. Ideal Deal Structure - Financial Strategy



SEVERANCES AND CONSOLIDATIONS

1. Identify Lands Required for Assembly in Phase One
2. Identify Severances Required – Easements – etc. to:
 - Facilitate New Roads
 - Development Parcels



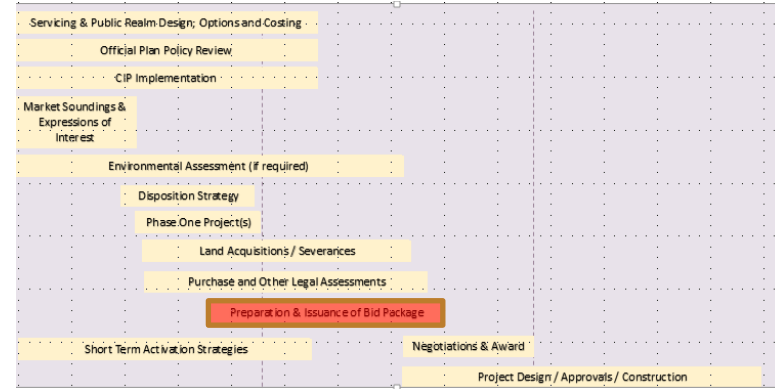
PHASE 1 – PURCHASE AND OTHER LEGAL AGREEMENTS

1. The Town Should Develop its Own Form of Purchase Agreement for RFP
2. Use and Maintenance of Public and Private Open Spaces
3. Joint Venture Agreements?



PHASE 1 – PREPARATION AND ISSUANCE OF BID PACKAGE

1. Assemble Above Material into Bid Package
2. Design Marketing – Outreach – National – International?
3. Establish Project Web Site that Contains all Material
4. Establish Protocol for Communications, Questions etc.
5. Establish Evaluation and Scoring Criteria



An aerial night rendering of a modern city with a river and snow. The scene is dominated by blue and white tones, with snow falling from the sky. The city features a mix of modern, multi-story buildings with large windows and traditional-style houses. A river winds through the city, and a large parking lot is visible on the right. In the center, a circular plaza is illuminated with warm yellow lights, and a small market or festival is taking place. The overall atmosphere is serene and futuristic.

QUESTIONS?