



**CORPORATE REPORT**  
**The Corporation of the Town of Wasaga Beach**  
**Meeting Date: 2/13/2025**

**DATE:** 2/10/2025

**SUBJECT:** Municipal Services Corporation – Build Wasaga

**CONTACT:** Andrew McNeill, CAO

**REPORT NUMBER:** 2025/02/13-29

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**RECOMMENDATION:**

1. **THAT** the report titled: Municipal Services Corporation – Beachfront Development, to the Council meeting of February 13, 2025, be received;
2. **THAT** Council adopt the Business Case for “Build Wasaga” as presented at the January 30, 2025 Council meeting; and
3. **THAT** Council direct staff to proceed to incorporate “Build Wasaga” as a Municipal Services Corporation.

**EXECUTIVE SUMMARY:**

- **A Business Case for “Build Wasaga” was presented at the January 30, 2025 Meeting of Council.**
- **A public comment period has been provided on the Engage Wasaga site.**
- **Four residents submitted comments.**

**BACKGROUND:**

At the January 30, 2025 meeting of Council meeting, the following recommendations were approved:

1. **THAT** the report titled: Business Case – “Build Wasaga” Municipal Services Corporation, to the Council meeting of January 30, 2025, be received; and
2. **THAT** Staff be directed to work with legal counsel to begin preparations to incorporate the “Build Wasaga” Municipal Services Corporation.

**DISCUSSION:**

At the January 30<sup>th</sup> meeting, staff presented the Business Case for Build Wasaga. In addition, a public feedback portal was created on the Engage Wasaga platform. Comments were received from four members of the public. Attached as Appendix A is a list of the comments received.

The comments touch on very important themes, such as: limiting liability of the Town (taxpayers), ensuring locals have convenient access to Beach Area One and necessary amenities (such as parking, shops/restaurants and washrooms), and ensuring that we deliver on a high-quality place. Staff share common goals and understand the areas of concern. Staff have been working diligently with legal counsel to address the issues pertaining to liability and limiting the Town's exposure. Staff are comfortable that subsequent agreements with Sunray and the agreement with Stonebridge do just that.

As the development unfolds, the Town, and Build Wasaga, will work with developers to deliver the elements that the community is looking to see. Change is difficult and there is natural tension present in some of the comments. On the one hand, the four residents indicate that they want the Town to be hands off and arms length from the development to limit exposure. On the other hand, they provide a detailed list of things they want included in the development. The best way for the Town to reconcile this is to play a pseudo Master Developer role – overseeing the development, while limiting exposure by having developers build the development. This goes beyond a conventional planning approvals role to being a limited partner able to bring creative solutions to the table to unlock lands for development in a much quicker manner. Given the track record or failed redevelopment attempts, this is the most prudent path for Wasaga Beach.

## **CORPORATE IMPLICATIONS:**

### Financial Implications:

There are no specific financial implications associated with this report, however, some legal costs will be incurred to structure the organization.

### Term of Council Priorities:

This report furthers TOCP's # A1 – Secure a private development partner and A3 – Redevelop the Beachfront.

## **CONCLUSION:**

Valid concerns are raised by the four resident respondents that will be taken into consideration as agreements are finalized and as development unfolds. Staff recommend proceeding with implementation of Build Wasaga (Municipal Services Corporation).

Authored by:

Andrew McNeill,  
CAO

**Appendices:** Appendix A: Comment Matrix

### APPENDIX 'A' Comment Matrix

Individual	Comments	Feedback
Resident 1	<p>I don't believe the town council should be doing this at all. The elected councillors ran in the election on the basis that they were going to be the most transparent council. It turns out that they are the least transparent. We have no idea whether the music corporation is profitable or not. We now don't get to see the cheque registers to have any idea of how our money is being spent. Now council wants to hide even more money behind yet another private corporation. We won't know what lands are being sold or for how much. We won't know what types of deals are being made and we will not have any say in any of it.</p> <p>I strongly disagree with this. If council goes ahead with this they can be sure they will only be a one-term council. They will have proven themselves to be liars who care nothing about the wants and needs of the taxpayers who they were elected to represent and they will not be re-elected. Please listen to the taxpayers!</p>	Build Wasaga will retain public disclosure.
Resident 2	<p>I am completely against accepting any offer from anyone who has the taxpayers on the hook. We should not be paying for a mortgage at the time loosing the interest we could be making if we had the money. If a developer wants to build they pay for the property before a shovel goes in the ground. We have so much infrastrure that needs completed now, not in several years. I cannot walk on my street during the winter because the plough cannot plough the snow down to the pavement. The sewers are raised and there are big dips all thru the road. The first layer was down before we moved to Wasaga in 2011 with no final layer completed. The snow piles up, melts, freezes and you have a very chunky ice rink. Walking is one of my favorite activities but I take my life in my hands trying maneuver thru our street.</p> <p>I completely disagree with townhouses on the</p>	<p>The Town, and residents, will not be on the hook for millions if something is to go wrong and development does not proceed. Exposure is limited and the plan is to be phased.</p> <p>The approach that is being taken will see money flow to the Town much quicker than if an outright sale had occurred and if money was required upfront.</p>

	<p>beach taking up our tourist area.</p> <p>I completely disagree with the Town using our taxes to build private homes.</p> <p>I am appalled the Town would even consider putting the residents of our Town at risk, until or even IF the development is completed. if anything goes wrong WE not this council or developer will be on the hook for millions of dollars!</p> <p>We are a Town not a corporation in business. You are using OUR hard earned money and while you put all the risk on us you have none!</p> <p>Nobody knows what Trump will do and it could cost us trillions of dollars. Our jobs, our homes could be threatened. Prices may rise exponentially. This is not the same market it was nine months ago. The residents do not need to add worrying if the developer is able to complete the job after digging up the beach. Look for partners using their money leave our taxes to be used to better the Town for all.</p>	
Resident 3	<p>I would like to say that I am very pleased with the work of Council and the CAO; with two new high schools, Costco, a hotel and beach front development coming. I am very pleased that Fram's wish to take over Beach Two was turned down.</p> <p>In developing Beach One, let us not forget why residents and tourists go there. They go to the beach to soak up the sun, swim and play in the Bay and enjoy the outdoors.</p> <p>Here's what I can presently do as a resident:</p> <ul style="list-style-type: none"> <li>. drive and park for free at Beach 1</li> <li>. drive and park for free at Beach 2</li> <li>. have access to public washrooms</li> <li>. have an inexpensive lunch at the Dardenella or Bananas or enjoy inexpensive refreshments at any of the take outs</li> </ul>	<p>It is anticipated that a redeveloped Beach Area will be more popular. Whether or not free parking is preserved at the Beachfront will be a decision for future Council's to make.</p> <p>There will be new shops and restaurants and it is anticipated that there will be options for every budget.</p> <p>There will be a need for new public washrooms to be constructed. Options are being considered.</p> <p>There will be a need for new public parking facilities, including a structure, in the</p>

	<p>Here's what I will be able to do after Beach 1 is developed by Sunray and Stonebridge</p> <ul style="list-style-type: none"> <li>. take a taxi to Beach One which will cost me about \$30 to \$40 one way because there will be no free parking there and I cannot walk to the end of my street to take a public bus with my beach chair, towels, cooler etc. OR PAY \$25 AN HOUR AT THE NEW HOTEL IF THERE ARE ANY PARKING SPOTS THERE AT ALL</li> <li>. not have access to any public washrooms. Washrooms will be available only for hotel guests.</li> <li>. have an expensive lunch at the reservations' only restaurant at the new hotel because there will be few take out restaurants as they will not be able to afford the expensive store rents.</li> </ul> <p>The Clerks' office told me that there are currently 864 parking spaces at Beach One on the beach side. After development, there will not be 1 public parking space. IF YOU ARE INTENDING TO BUILD A PARKING GARAGE AS THIS IDEA WAS FLOATED AT A PUBLIC MEETING: FEW PEOPLE, ESPECIALLY SINGLE WOMEN, WANT TO PARK IN A PARKING GARAGE, EVEN IF IT IS ABOVE GROUND AS THEY ARE NOT SAFE. NO WOMAN WANTS TO GO TO THE FUTURE STORES AT BEACH ONE AND THEN WALK BACK TO THE PROVINCIAL PARKING LOT EAST OF BEACH 1. IT IS NOT SAFE TO WALK BACK TO THIS AREA ALONE SO PLEASE CONSIDER OTHER PARKING AREAS SUCH AS USING THE PRESENT MUSEUM SITE AREA FOR PARKING.</p> <p><u>HERE'S WHAT I THINK WILL HAPPEN REGARDING YOUR LACK OF PARKING IN THE PLANS OF SUNRAY AND STONEBRIDGE:</u> THERE ARE CURRENTLY EMPTY PRIVATE LOTS ALONG MAIN STREET. ONCE SUNRAY AND STONEBRIDGE START TO DEVELOP THEIR SITES PEOPLE OWNING THESE EMPTY LOTS MAY BE INCLINED TO SELL. I BELIEVE THAT THE Town MAY BE</p>	<p>medium to long term. Options are being considered.</p> <p>Both Stonebridge and Sunray have indicated a desire to limit, if not prohibit, Air B&amp;B.</p>
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FORCED TO BUY UP THIS LAND AT INFLATED PRICES, ALL BECAUSE THEY ARE IN NEED OF PARKING SPACES FOR ALL OF THE TOURISTS THAT WANT TO COME AND SEE THE NEW DEVELOPMENT. WHY DIDN'T THE Town SELL ONLY PART OF THE LOTS TO SUNRAY AND STONEBRIDGE SO THAT SOME OF THE LAND WAS LEFT FOR PARKING?

HERE'S WHAT I DON'T UNDERSTAND: You sold ALL of the lot between First and Third Streets and didn't consider parking. Now that you have sold all of the Beach 1 land to Sunray and Stonebridge, I heard that you are in negotiations with the Province so that their parking lots can be used. WHY DIDN'T YOU ALLOW FOR PARKING FIRST? AFTER ALL, ONE OF THE INTENTIONS OF REDEVELOPING THE BEACHFRONT IS TO BRING TOURISTS THERE. WHERE ARE THEY SUPPOSED TO PARK?

No family wants to load up their kids, baby stroller, wagon, tent, cooler, beach toys, food and hop onto a shuttle bus. That is out of the question. As a person with a bad foot and knee and other friends with various disabilities, where will parking for people with disabilities be? The bus service in Wasaga, although adequate for the young is not adequate for seniors, who comprise 50% of the population. Look at the streets that run off of River Road and Mosley. They are very long streets – Veterans, Blueberry Trail, Oxbow. Seniors are not able to walk the distance along these streets to catch a bus on River Road or Mosley to the beach. Few can afford the expensive taxi fares there. YET AS RESIDENTS WE ARE STILL PAYING HUGE RESIDENTIAL TAXES IN WASAGA!

SO GO BACK TO THE DRAWING BOARD AND CONSIDER PARKING. YOUR PLANNING HAS BEEN BACKWARDS. Why does Whistler Village work? Because there are multiple parking lots and street

parking. Why does Friday Harbour work? Because they allowed a large parking lot for visitors. Why does Blue Mountain Village get lots of tourists? Because they have lots of parking. In the winter, even the large parking lots that they presently so not provide enough spaces, especially over the Christmas holidays. Look at the parking lots at the Barrie Beaches in the summer. You are lucky to find one parking spot.

Yes, in an ideal world we would all be taking the bus. But that is unrealistic to ask because when people go to the beach they pack many items for the day. Will there be charging stations at Beach 1 for seniors' scooters? I thought about the idea of wanting to go to Beach 1 and not being able to park. How would I get there? Well I could buy a motorized scooter. That's only good if there are charging stations as it is a very long distance to travel and how would I get home on a scooter that had lost its charge?

I am happy that we are getting a hotel. The people of Wasaga should know what else Sunray is building. Other hotels, condos? Why have we been kept in the dark?

Stonebridge's plans for row upon row of ugly townhouses looks awful. Stonebridge currently has a great looking community in Wasaga. Their Beach 1 townhouse elevations look awful. Dull grey – that should draw the tourists and future buyers! I am not totally against the townhomes but why can't Stonebridge come up with a more imaginative placement of these townhouses to form a village look like Whistler did? Some of Whistler Village has condos above the stores but the stores are arranged in such a way as to form winding streets - a European look. Blue Mountain Village works because there is a town square. Whistler also has a Town square for events. Obviously there isn't the room for a town square for Stonebridge, but they could still incorporate gardens with benches or a parkette. And change the

colours. Think of the coastal colours of Florida, the Caribbean, Virginia's Outer Banks.

I am in the dark about everything that will be built at Beach 1, as is everyone else. I should be able to pick up a copy of Stonebridge and Sunray's plans at the Municipal Building. When will these be available?

When Slate presented their plans to the last Council, everyone had a chance to see their letter of intent. Yes, the letter of Intent was changed and no one was happy about it. But at least we got to see it.

Am I happy that there will be a hotel and some changes at Beach 1? Yes, I am. Am I happy about not knowing what else Sunray is building? No, I am not. Am I happy with the style and arrangement of Stonebridge's townhomes? No, I am not. The elevations aren't bad, but lose the gambrel shaped lines because no one cares that there was a former Wasaga building with these lines. Barn lines are not beach, coastal lines. I would be happier with the present Stonebridge townhome plans at Beach 1, at least the incorporated some nautical features such as belvederes.

As far as allowing some townhomes to be Air B & B's – I owned a condo at Friday Harbour. I had a view of the harbour and I was right at centre pier in a Boardwalk building. The Boardwalk buildings have stores underneath and are on the promenade. Why did I move from Friday Harbour? Because the condos all around me were rented out for Air B & B people who did not respect my privacy, made noises at all hours of the night, knocked on my door several times for various reasons, left garbage around and were generally annoying to people that owned condos and paid a lot of money for monthly fees.

YOU HAVE ONE CHANCE TO GET BEACH ONE RIGHT BECAUSE WHAT WILL BE BUILT AT BEACH ONE WILL BE THERE



	<p>FOR 100 YEARS. IT WILL BE THERE WHEN MY GRANDCHILDREN ARE OLD AND THEIR GRANDCHILDREN ARE ADULTS.</p> <p>THE TOWN CAN AND SHOULD SET GUIDELINES FOR THE DEVELOPERS WHICH WILL CREATE A VISION THAT THE TOWN WANTS. YOU CAN ALSO LET THE DEVELOPERS DO WHATEVER THEY WANT WHICH IS WHAT SEEMS TO BE HAPPENING BECAUSE THE TOWN SEEMS TO BE WALKING ON EGG SHELLS, WONDERING IF YET ANOTHER DEVELOPER WILL WITHDRAW.</p> <p>SET STRICT RULES AND REGULATIONS FOR THESE TWO DEVELOPERS AND PLEASE, ALLOW FOR PARKING CLOSE TO THE BEACH SOMEWHERE!!!!!!!!!! WE SHOULD NOT LOSE ONE PARKING SPOT FROM THE 864 CURRENT SPOTS!!!!</p>	
Resident 4	<p>I think the joint venture is a mistake the liability is to great. I also feel that a proper assessment needs to take place before 1Sq ft is sold - also no one wants town houses on the beach. There are many other options that are being utilized on Canadian beach front properties that make more sense- the lack of insight into combining the need for residential &amp; commercial - tourist requirements - needs of our community &amp; environmental symbiosis is great and not present in the options provided- a fire sale of properties in order to get it done is wrong .</p>	<p>The deals with Sunray, and with Stonebridge, have been structured to limit exposure through a phased process. Further the JV limits municipal exposure. Phases do not proceed unless satisfactory performance on previous phases. The Town retains significant control through this process.</p> <p>The project is mixed-use with a variety of housing options including Townhouses, Live-Works and multi-storey.</p> <p>It is critical to combine residential and commercial to create a successful place.</p> <p>The Town is being careful to balance local and tourist needs as part of the redevelopment. The Town is not engaged in a "fire sale."</p>