



CORPORATE REPORT
The Corporation of the Town of Wasaga Beach
Meeting Date: 8/22/2024

DATE: 8/7/2024

SUBJECT: West Wasaga Secondary Plan (WWSP) Update

CONTACT: Matt Ellis, Senior Planner
Mark Bryan, Manager of Planning
Trevor Houghton, Director of Planning

REPORT NUMBER: 2024/08/22-17

RECOMMENDATION:

1. **THAT** the report titled: West Wasaga Beach Secondary Plan (WWSP) Update to the Council meeting of August 22, 2024, be received for information.

EXECUTIVE SUMMARY:

- Town staff and retained consultants are actively working to complete the West Wasaga Secondary Plan (WWSP) with an anticipated final document for Council consideration and adoption in January 2025.
- To engage with the community and augment the WWSP process, the Town retained Toole Design Group to host a four-day charrette in June 2024 with the participation of Town staff, interested stakeholders and the general public.
- Using information gained from this charrette, Toole Design prepared a memorandum (provided as Appendix 1), with certain recommendations regarding the long-term planning for the west end of Town.
- The memorandum has been provided to WSP, the consultant retained by the Town for the overall WWSP project, for incorporation into the first draft of the secondary plan policies and schedule.
- The WWSP, once adopted by Council, will form an integral part of the Town's new Official Plan, which is also being completed at this time.

BACKGROUND:

The Town initiated the West Wasaga Secondary Plan (WWSP) in September 2021 to provide more detailed land use guidance for the future development and design of the area than would be possible as part of the new Official Plan currently being drafted. Work has advanced on the project, as led by the Town's planning consultant, WSP, including completion of various background studies (e.g., residential and commercial analyses) and consultation initiatives.

To augment the WWSP path towards eventual completion, the Town retained Toole Design Group (hereafter referred to as Toole Design) to host a four day charrette in June 2024 (Monday June 10th through Thursday June 13th, 2024). The charrette included participation with Town staff, interested stakeholders and the general public to formulate potential recommendations regarding the long-term planning direction for the west end of Town.

There will be additional engagement opportunities for the public in upcoming stages of the project, including a future open house and the statutory public meeting. The charrette was intended to engage and unite the west end community in a single visioning process that is efficient, inclusive and collaborative amongst all stakeholders.

Toole Design Group was selected due to their extensive multidisciplinary experience in leading large and meaningful engagement sessions that assist communities across North America with a focus on desirable public/private spaces, such as streets, neighbourhoods, trails, parks, and plazas. The recommendations formulated as a result of the community input gathered from the charrette are attached to this report as Appendix 1.

As described in the summary of Appendix 1 the four-day charrette consisted of three intersecting phases as described below:

- i) **Discovery Phase** (Monday June 10 and Tuesday June 11). Monday June 10 included a presentation with Town Council and staff, an area site visit with Town staff and a public visioning session held in the evening. The visioning session included attendees at 20 tables with five to eight persons per table. Each group table collaborated to develop answers to four questions related to the west end:
 - a) "What do you like and wish to see preserved?"
 - b) "What do you dislike and wish to see changed?"
 - c) "What is missing that you would like to see created?" and,
 - d) "What are the key values that you feel should shape the streets?"

Tables were randomly selected to present their answers to the rest of the room. Tuesday June 11 included interviews with affected stakeholders and an open design studio into the evening. At this phase, Toole Design became familiar with the west end, learned about development proposals within the area and an appreciation of residents' values, concerns and hopes for the area.

- ii) **Design and Discussion Phase** Wednesday June 12 Toole Design applied their expertise to the public and stakeholder received input to develop basic ideas and concepts for the future design of the area, including a "pin-up" display and recap discussion with Town staff.

- iii) **Documentation Phase** Thursday June 13 Toole Design refined their ideas and concepts into a series of sketches, maps and slides which were then presented back to the community that evening.

Each of the public facing events were well attended indicative of the passion that the community has for the “West End” and their desire for this part of the Town to reach its full potential. Some common themes heard from the community throughout the charrette included the need to preserve the small-town character of the Town’s west end, preservation of natural areas, enhance walkability and connectivity of the overall area and the need to attract more community amenities (grocery store, various retail options, a school, etc.).

DISCUSSION:

Toole Design took the information gained from the charrette and developed their recommendations for the WWSP area. These recommendations are contained in their memorandum and are summarized in following sections of this report. WSP, the Town’s lead consultant for the WWSP, is currently reviewing the Toole Design memorandum to help create an overall land use concept and implementing policy comprising of a first draft of the WWSP. Once the WWSP is adopted by Council, and is approved by the County of Simcoe, it will form an integral part of the new Town Official Plan, which is also being completed at this time.

New Roads/Roundabout Intersections

Recommended road improvements, including new roundabout intersections within the WWSP area, are shown in Figure 9 of the memo.

- New frontage street (or service road) that runs roughly parallel and between the existing Highway 26 and Beachwood Road from Fairgrounds Road to Ayling Reid Court; and for the purposes of this report, referred to as Ayling Reid Place
- New road connection from Ayling Reid Court to new roundabout intersection on Mosley Street;
- New road connection between Highway 26 and Beachwood Road west of the Town’s proposed west end water tower and Public Works depot; and for the purposes of this report, referred to as Water Tower Street
- New road connection, as an extension of Berton Avenue to Mosely Street
- New roundabout intersections at
 - Highway 26/Lyons Court/Ramblewood Drive
 - Highway 26/Water Tower Street
 - Highway 26 /Water Tower Street
 - Highway 26/Fairgrounds Road
 - Mosley Street/Berton Avenue/Ayling Reid Place
 - Water Tower Street/Ayling Reid Place
 - Ayling Reid Place/Fairgrounds Road
 - Fairgrounds Road/Toner Street/Beachwood Road

Active Transportation Improvements

- Shared use paths along:
 - Ayling Reid Place
 - Beachwood Road

- Berton Avenue
- Lyons Court
- Fairgrounds Road (within Town boundaries)
- Mosley Street
- Nottawasaga Sideroad 33/34 from north of Highway 26 to the Town's shared boundary with the Township of Clearview
- Trails in select locations to address existing gaps in the Town's trails network within WWSP area.
- Trails/paths are also recommended outside of the Town's boundaries along Fairgrounds Road and Nottawasaga Sideroad 33/34 to connect to the existing Clearview-Collingwood Rail Trail further to the south.

Streetscape Improvements

- To provide the active transportation improvements along the streets noted above, a recommended cross section was prepared based on an available 20 metre or 30 metre right-of-way, as shown in Figures 10 and 11 of the memo. Both cross sections include:
 - One vehicular lane each way
 - A two way centre left turn lane
 - A shared and separated multi-use path on one side of the street
 - A separated pedestrian sidewalk on the side of the street opposite of the side mentioned above
 - Landscaped boulevards with street lights and trees between the shared multi-use path and sidewalk on both sides

Commercial Node Built Form Improvements

Toole Design recommends improvements for the "Phase Two" of the commercial node along Mosely Street between Lyons Court and Highway 26 to enhance the walkability of the development. Phase Two development consists of two hotels, a strip-mall type multi-tenant retail building, three restaurants with drive-through lanes and a gas bar with convenience store. Recommended changes, as shown in Figure 13 of the memo include:

- Extension of Berton Avenue, as mentioned above, with 60-degree angled parking
- Orienting the proposed buildings to be directly adjacent to and facing the streets and placing parking spaces, garbage collection areas and drive aisles to the rear of the buildings
- Orienting some of the buildings, such as the hotels, around an internal central public plaza

Land Use Changes

On the opposite side of Mosley Street from the commercial node potentially a 2.8 to 3.0 hectare school site, as shown in Figure 13 of the memo.

Road Improvements Outside of Town boundaries

The transportation issues that affect the WWSP Area cannot be completely addressed within the Town's boundaries. Therefore, Toole Design recommends a number of longer-term improvements for roads outside of the Town's borders, including:

- Continuation of the frontage street (Ayling Reid Place) west of the Town's boundary beyond Fairgrounds Road to the Highway 26 roundabout in the Town of Collingwood (as shown in Figure 9 of the memo)
- Extension of County Road 64 to intersect with County Road 7 (45th Street South within Town boundaries) in the Township of Clearview (as shown in Figure 14 of the memo)
- Realignment of 27/28 Sideroad Nottawasaga and Concession 12 Sunnidale so both intersect with County Road 7 at 90 degrees (as shown in Figure 14 of the memo)

It is suggested the above-mentioned road improvements would collectively benefit Town of Wasaga Beach, Town of Collingwood and Township of Clearview residents.

One-Year Moratorium on Development in WWSP Area

Successful implementation of some recommendations requires collaboration amongst several groups including the Ministry of Transportation (MTO), other external municipal partners (ex. Conservation authorities) property owners and developers. Toole Design recommends that Council could consider a moratorium on development within the WWSP area if necessary.

Miscellaneous Recommendations

Other recommendations mentioned in the memo pertaining to a number of areas for consideration, including:

- Preparation of a background report or similar document addressing misconceptions regarding the design and appearance of higher-density development.
- Implementation of urban design guidelines that influence built form. It is noted the first draft of the Town's new Official Plan (in Section 6) provides a framework for detailed urban design guidelines in the future.
- Consideration of required parking reform, such as tailoring parking requirements for medium and high-density development.
- Consideration of acquiring property north of Bay Street/end of 71st Street and consolidating it with existing public lands to create a public beach/public beach access.
- Consideration of allowing land in proximity to the WWSP area for affordable housing opportunities.

Next Steps

Planning staff anticipates completion of the first draft of the WWSP in October 2024.

Subsequent feedback from this first draft will inform the refinement of a second draft of the WWSP which will serve as the basis for an open house and statutory Public Meeting, as required under the Planning Act, in November and/or December 2024.

When the WWSP is adopted by Council, and approved by the County of Simcoe, it will be consolidated in the Town's new Official Plan, which is also being completed.

CORPORATE IMPLICATIONS:

Financial Implications:

The Town's remaining budget as of June 30, 2024 for the WWSP is \$104,000.00.

The Town's ten-year (10-year) Capital Forecast has minimal infrastructure works included in the forecast with regards to the significant infrastructure outlined in this report.

Term of Council Priorities:

After review of the Term of Council Priorities (TOCPs), the WWSP will be broadly consistent with the identified strategic pillars of change and supportive of the implementation actions. More specifically, as they pertain to the WWSP area most of the priorities under the categories listed below are applicable:

- D. Pursue Complete Streets
- F. Improve Community Parks & Recreation
- H. Pursue Housing for All
- O. Grow Tourism
- W. Improve the Public Realm
- X. Pursue Green Initiatives

CONCLUSION:

Planning staff continue to finalize a draft West Wasaga Secondary Plan (WWSP) complete with policies that reflect the key drivers and structuring elements identified above, and that will support the community's development/redevelopment aspirations for the area.

It is anticipated that a final draft of the WWSP will be brought before the Council for consideration and adoption in January 2025.

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Appendices:

Appendix 1: West Wasaga Beach Summary Memorandum- Toole Design Group