

# DESTINATION WASAGA MASTER PLAN

SEPTEMBER 2026



**WASAGA**<sup>TM</sup>

# ACKNOWLEDGMENTS

## LAND ACKNOWLEDGMENTS

The Town of Wasaga Beach acknowledges it is located upon the traditional territory of the Anishnaabe people of the Three Fires Confederacy. We also acknowledge that the people of the Wyandot Nation also inhabited these lands.

We acknowledge that these nations were sovereign nations existing before the arrival of settlers.

We respect the spiritual interconnection among these nations to the land and to the water.

We also acknowledge that waterways near us have a long history predating European arrival. Since time immemorial, waterways were the lifeblood of the Indigenous people by trade and hunting routes.

We are dedicated to inclusivity of First Nations, Inuit and Metis people in our future stewardship of the land and the longest freshwater beach in the world. In the spirit of reconciliation, we welcome the opportunity of learning to be sustainable caretakers of the land and waterways for all future generations.

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## FUNDING FOR THE DESTINATION WASAGA MASTER PLAN PROVIDED BY









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# 1.0 INTRODUCTION

This document is the culmination of a master planning process initiated by the Town of Wasaga Beach in 2025, with support from the Government of Ontario. Developed with broad community input, it sets out a bold vision and detailed strategy for transforming the town into an internationally recognized four-season destination offering an unparalleled quality of life for residents.

# 1.1 PURPOSE OF THE MASTER PLAN

Wasaga Beach is at a defining moment in its history.

Located on the world's longest freshwater beach and recognized as one of Ontario's most popular summer destinations, Wasaga Beach has long been shaped by its extraordinary natural setting and iconic waterfront. After a fire in 2007 destroyed many businesses on the town's Main End waterfront, the community has worked to rebuild and reposition the beachfront while responding to significant population growth and changing visitor expectations.

Wasaga Beach now welcomes more than two million visitors annually, while the town's permanent population has grown significantly, reaching approximately 29,000 residents in 2026. As a mature municipality, the Town continues to expand services for residents while supporting a local economy driven by tourism. The opportunity is to build on Wasaga Beach's traditional summer appeal and create a stronger four-season destination — attracting more visitors in shoulder seasons and overnight stays, while enhancing the waterfront experience for residents year-round.

That transformation is already underway.

The Town has begun acquiring and assembling strategic waterfront lands, advancing the reconstruction of Beach Drive, and supporting new private-sector

investment. Major developments include the Main End redevelopment, continued residential and commercial investment, and new accommodation projects that will strengthen the visitor economy and help create a more complete destination.

In 2025, the Province of Ontario committed approximately \$38 million to support Destination Wasaga, including investment in infrastructure and the redevelopment of Nancy Island Historic Site. Ontario will also soon begin the process of transferring to the Town Beach Areas 1 and 2. These were removed from Wasaga Beach Provincial Park in order to support their integration into the broader development of Destination Wasaga, under the condition that the beach remains public.

The Destination Wasaga Master Plan responds to these changes and provides a long-term framework for the evolution of the waterfront. Its purpose is to guide future public investment, private development, policy decisions, and partnerships over time.

The plan establishes long-term direction through a vision, guiding principles, goals, and implementation plan. These are supported by a concept plan that illustrates the potential transformation of the waterfront and identifies a series of priority initiatives intended to be pursued and implemented over the next 10 to 15 years.

The master plan is not intended to prescribe a final design for every site. Rather, it provides a flexible roadmap that can guide future detailed planning, design, approvals, investment, and implementation as opportunities emerge.

Building on Wasaga Beach's unique identity and natural assets, the plan identifies opportunities to enhance the waterfront, create a more vibrant downtown, support tourism, attract investment, diversify housing opportunities, improve public spaces and protect significant natural features.

At its core, the master plan is about turning long-term vision into action — creating a destination that serves residents first, welcomes visitors year-round, strengthens the local economy, attracts investment, and is worthy of Wasaga Beach's extraordinary natural assets.



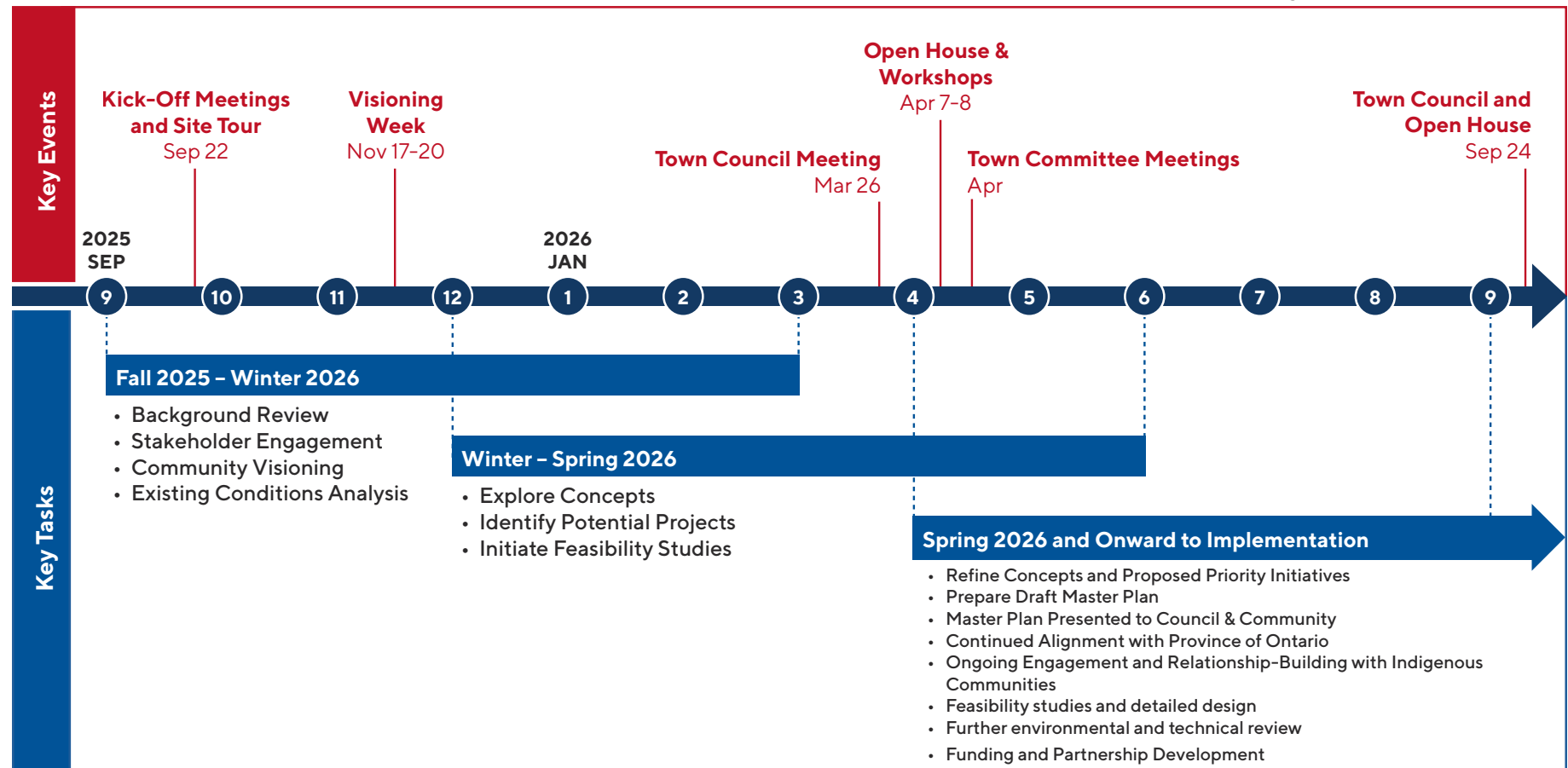
# 1.2 PLANNING PROCESS

The Destination Wasaga Master Plan is the result of a highly consultative planning process that reached out broadly to ensure that the vision, concept plan, and priority initiatives put forth in this document reflect the community's aspirations. A multi-disciplinary team of consultants led by Urban Strategies Inc. was retained to prepare the plan, working closely with Town staff.

The project team reviewed background materials, engaged with various knowledge keepers and stakeholders, and undertook research and analysis to understand Wasaga's history, existing conditions, and the opportunities and challenges the master plan needed to address.

Various aspects of the downtown and core waterfront were studied, including natural heritage and natural hazards, land use, mobility, connectivity, streetscapes, parks and open spaces, demographic and tourism trends, and real estate market conditions.

Fig 1. Process overview and timeline





Public engagement for the Destination Wasaga Master Plan kicked off in November 2025 with Visioning Week—four days of public meetings, workshops, open houses, focus groups, interactive activities and one-on-one conversations designed to encourage residents and stakeholders to think boldly and share their ideas for the future of Wasaga Beach.

More than 500 residents, business owners, community organizations, provincial partners and stakeholders participated. Through hands-on mapping, visioning boards, comment stations and facilitated discussions, participants identified priorities, explored opportunities and considered how the waterfront, downtown and other parts of the community could evolve.

Discussions were organized around six themes: **Places to Protect, Places to Live, Places to Play, Places for Culture and Entertainment, Places to Stay, and Connecting Places.** Together, they encouraged participants to consider how Wasaga Beach could protect and celebrate its natural assets, expand recreation and cultural experiences, strengthen connections between places, provide more diverse housing and accommodations, and become a more vibrant four-season community and destination.



**Fig 2.** A series of thematic roundtable discussions were held in November 2025 and again in April 2026.



Public and stakeholder input from the first phase of engagement informed an emerging Concept Plan and potential projects, which were presented during a second round of engagement in Spring 2026, with several hundred residents participating in the open house and workshop series. The emerging direction received largely positive feedback, alongside suggestions and concerns that helped refine the concepts and priorities.

In March 2026, more than 200 Grade 6 and 7 students from Wasaga Beach's four local elementary schools participated in dedicated workshops and were asked to imagine the future of Wasaga Beach. Students shared ideas about protecting the natural environment, creating more fun and family-friendly places, improving recreation and public spaces, and building a community they would be proud to inherit.

Their input helped inform the planning process and inspired the Destination Wasaga Imagine Mural. The permanent 40-foot mural was unveiled at Wasaga Stars Arena in June 2026 as a lasting reminder that the voices, hopes, and ideas of Wasaga Beach's next generation helped shape Destination Wasaga.



**Fig 3.** In Spring 2026, the Town hosted events at four local schools to have younger Wasagans imagine their community's future.



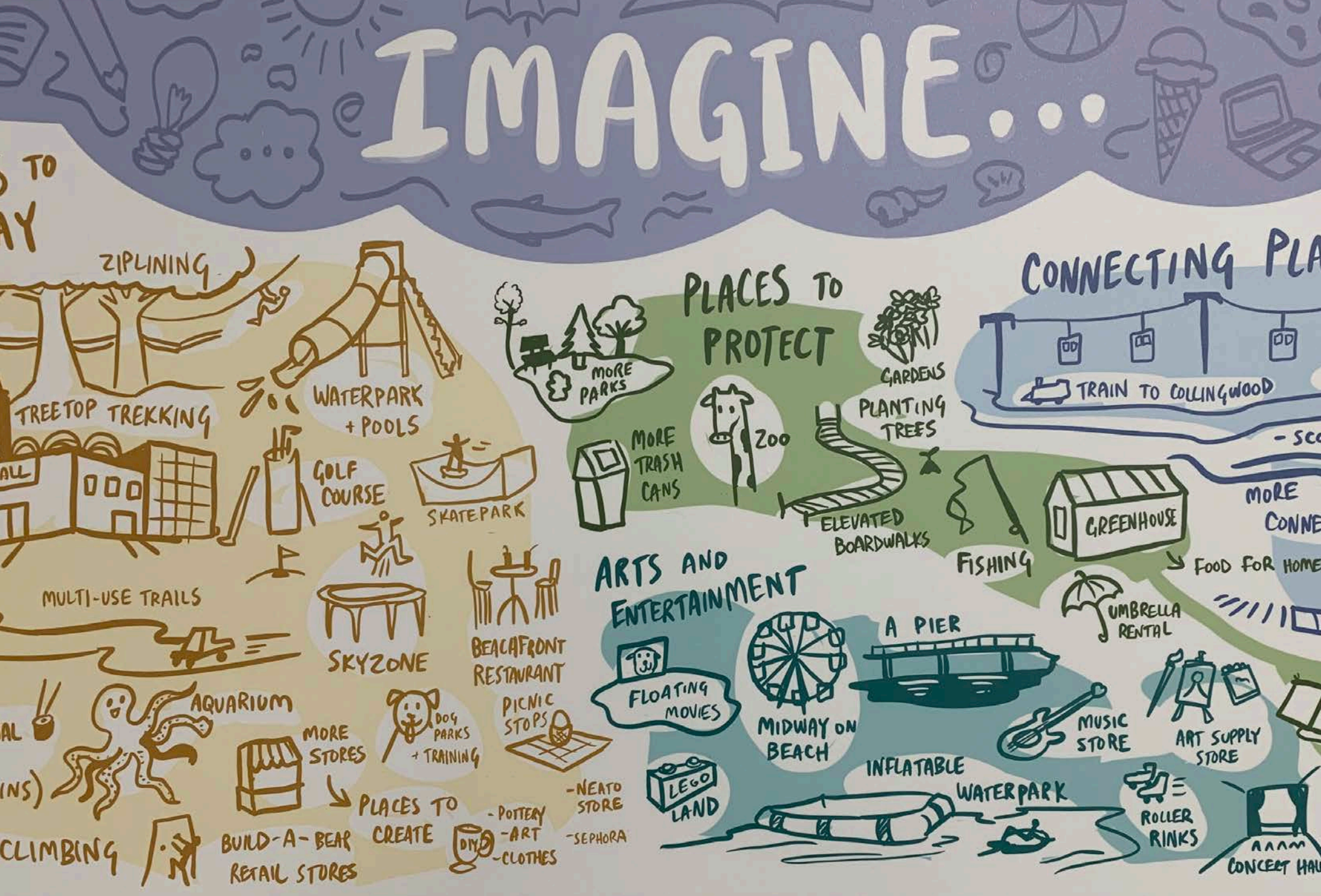
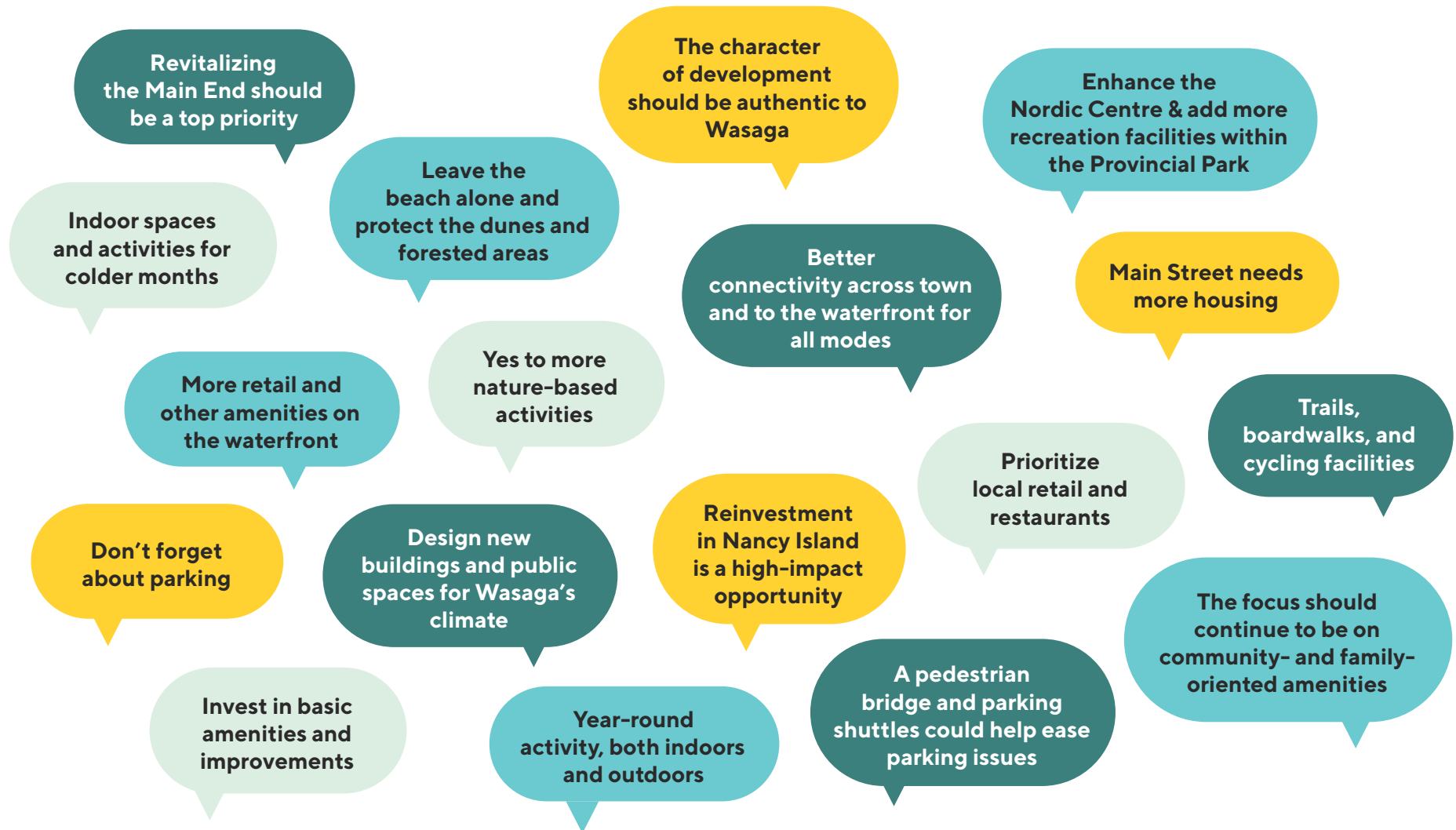


Fig 4. A graphic artist captured the input of local elementary school students.



## What we heard from the community

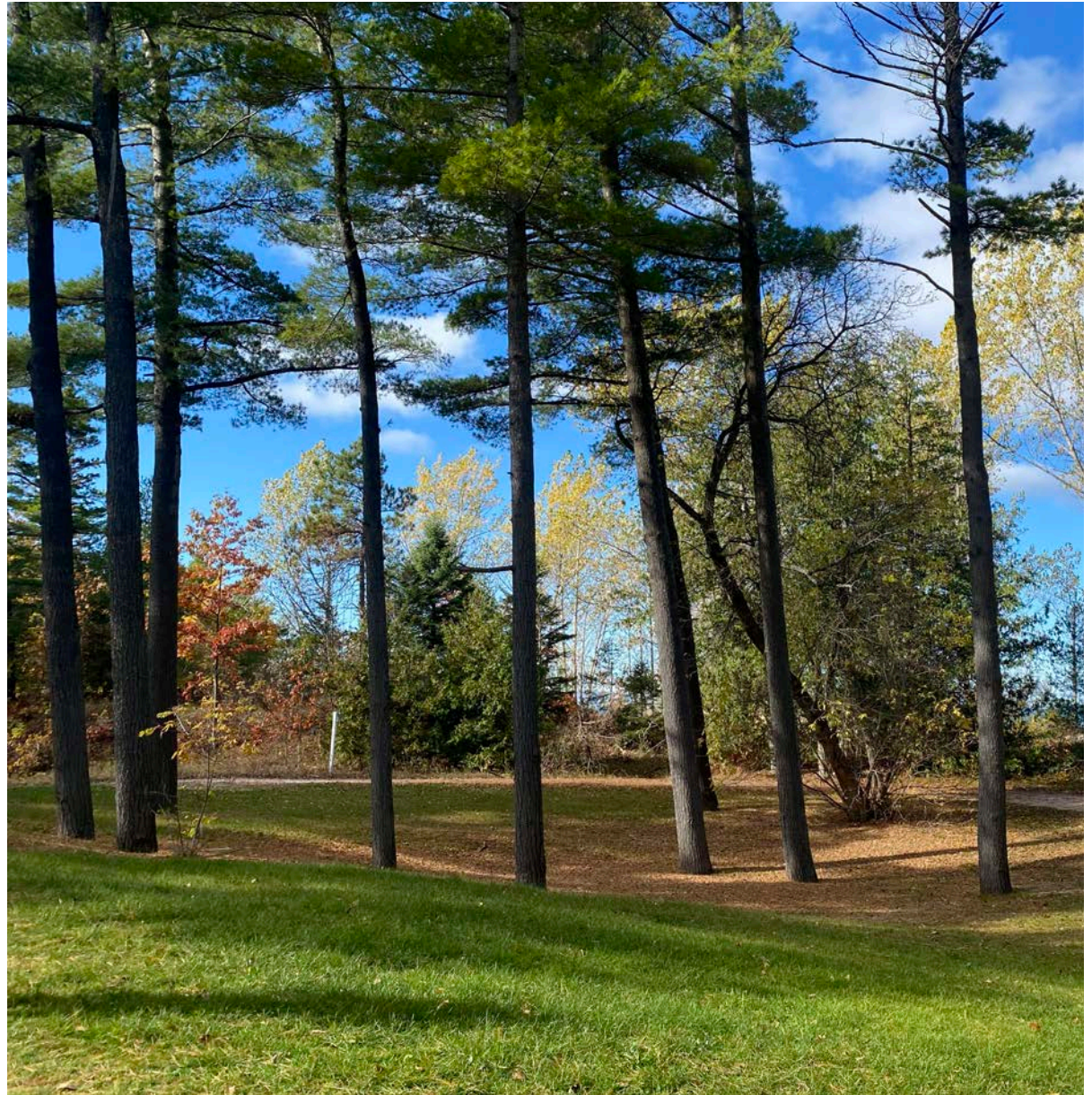


## Indigenous Engagement & Relationship-Building

Meaningful engagement with Indigenous communities is an important part of the next phase of Destination Wasaga. Initial outreach has begun, and the Town is committed to long-term relationship-building through ongoing dialogue and meaningful participation opportunities as the master plan moves from vision to implementation.

The master plan establishes a long-term framework; it is not intended to predetermine how individual projects will ultimately take shape. As projects advance through feasibility, design and implementation, engagement will create opportunities for Indigenous history, culture, language, knowledge and perspectives to inform environmental and cultural stewardship, placemaking, interpretation, storytelling, public art and public-space design.

The nature and scope of participation will be shaped respectfully through ongoing engagement with Indigenous communities and through applicable project-specific consultation and approval processes.





# 1.3 HOW THE PLAN IS ORGANIZED

**As described below, the master plan has several components, from an overview of the physical, socio-economic, and policy context for the plan to assessments of its expected impacts and strategies for implementation. In between, the plan's vision, structuring elements, concepts, and priority initiatives are described and illustrated.**

## **Chapter 2: Planning Context**

This chapter sets the stage for the master with an overview of the factors and conditions that will influence changes to the core waterfront, downtown, and Wasaga Beach more broadly, including the town's history, natural environment, growth trends, existing land uses, current initiatives, planning policy, and tourism opportunities.

## **Chapter 3: Vision, Principles & Goals**

This chapter articulates the long-term vision for Destination Wasaga, reflecting the community's values and aspirations. Five principles build on the vision and provide the framework for the goals that provided direction for the elements of the plan and can also be used to evaluate its achievements.

## **Chapter 4: Framework for Transformation**

This chapter identifies the big ideas behind the master plan. These are followed by a series of structure plans addressing land use, the public realm, transportation and parking, and servicing infrastructure. Together, the structure plans provide a framework to guide public and private investments that over time will collectively implement the big ideas.

## **Chapter 5: Concept Plan**

The Concept Plan illustrates and describes the potential to transform Wasaga's core to realize the vision and big ideas behind the plan. It identifies a series of initiatives to be pursued over the next decade through coordinated efforts that will lead to new anchor destinations, a variety of new visitor accommodations, residential development, and commercial amenities, all nestled with an enhanced and interconnected public realm and natural environment.

## **Chapter 6: Proposed Priority Initiatives**

This chapter zooms into the initiatives identified in Chapter 5, describing and illustrating them in greater detail and outlining strategies to advance and implement them. The proposed priority initiatives turn the vision and concepts into actions intended to attract and guide investments and generally maintain momentum behind transformation.

## **Chapter 7: Impact Assessments**

This chapter summarizes the potential economic impacts of the proposed changes reflected in the concept plan and captured by the priority initiatives. It also includes an assessment of potential impacts on significant natural features and functions and considers how the proposed changes may improve residents' quality of life and social wellbeing generally.

## **Chapter 8: Implementation Plan**

This chapter provides a roadmap for implementation of the master plan, including phasing considerations, potential partnerships and funding opportunities, policy changes, governance considerations, and other actions required to realize the vision.

## 1.4 HOW TO USE THE PLAN

The Destination Wasaga Master Plan is intended to guide the long-term transformation of Wasaga Beach, with a focus on the waterfront and downtown, into a more complete community and four-season destination. It is both a vision for the future and a practical tool for decision-making, recognizing change will occur gradually over time and through a combination of public and private initiatives.

The master plan should be used by Council, Town staff, landowners, developers, community organizations, funding partners, and residents to inform future investments, development proposals, public realm improvements, policy updates, and community initiatives. With more than 16,00 residents and visitors having participated in the planning process, this document reflects a shared direction for change.

The master plan is not intended to serve as a prescriptive blueprint for every project. Instead, it provides a framework and general guidance for evaluating opportunities and making decisions that contribute to the broader vision, principles, and goals of the plan. Over time, individual initiatives in the plan may evolve and take on a different shape or purpose than what the master plan suggests. Unexpected opportunities may also come forward. The role of the master plan is to ensure that, despite changing conditions, the projects that do advance continue to align with the vision, principles, and goals.

The recommendations contained in this document should be considered collectively. While individual projects and initiatives can generate benefits on their own, the underlying premise of a

master plan is that the greatest impact will be achieved through the coordinated implementation of improvements. Decisions regarding individual projects should therefore be evaluated not only on their immediate and isolated benefits but also on their ability to support and complement, and not compromise, the long-term vision and broader opportunities identified in the master plan.

Like all places, Wasaga Beach will continue to evolve. The master plan should be reviewed and updated periodically to reflect changing conditions, emerging opportunities, completed projects, and new community priorities.





## 2.0 PLANNING CONTEXT

The Destination Wasaga Master Plan builds upon the history of Wasaga Beach and responds to current physical and socio-economic conditions. This section summarizes key facts, data, policies, and opportunities that have informed the plan.

## 2.1 A RICH HISTORY

**Planning the future of Wasaga Beach starts with understanding its history as a destination and gathering place. While the goal of the master plan is to transform the town's core to make it a four-season destination and a complete downtown for residents, the town's history will play an important role in reinforcing and broadening Wasaga's distinct identity and character.**

### **A place of Indigenous gathering, travel, and cultural exchange**

Wasaga Beach and the surrounding region have been a place of gathering, travel, and cultural exchange for Indigenous peoples for thousands of years. The area sits within the traditional territories of the Anishinaabe and the Wendat Nation, and was later occupied by the Haudenosaunee Confederacy during the Beaver Wars (1649 – ca. 1700). The landscape of Wasaga Beach, including its shoreline, dunes, wetlands, and the river system, has long supported Indigenous communities through travel, fishing, hunting, ceremony, and trade. Archaeological evidence demonstrates continuous Indigenous presence dating back at least 11,000 years.

The Nottawasaga River was a place of interaction between neighbouring Indigenous groups. Archaeological sites concentrated around the winding river and dunes show evidence of seasonal encampments, trade networks, and village sites dating from approximately 100 BCE through the sixteenth century. The presence of burial grounds along the banks of the river demonstrates the cultural and ceremonial importance of the landscape. During the Late Woodland Period (ca. 1,000 – 1650 CE), the broader Georgian Bay region was home to larger, more complex, and more sedentary Indigenous communities, including the Wendat and Tionontaté peoples.

The 17th century brought profound disruption to Indigenous communities. During the Beaver Wars, widespread conflict between Indigenous nations was compounded by European colonial expansion and competition for hunting and trapping territory. This resulted in shifted alliances, violence, and displacement. Between 1649 and 1650, the Wendat and Tionontaté peoples were dispersed from their homelands following attacks by the Haudenosaunee, who occupied the region until approximately 1700, when allied Michi Saagiig and other Anishinaabeg nations, together with French allies, pushed them from the area.

Wasaga Beach is located within Treaty 18, the Lake Simcoe–Nottawasaga Treaty of 1818. The treaty negotiations occurred during a period of increasing colonial expansion, settler encroachment, and significant hardship for Indigenous communities resulting from disease, displacement, and the erosion of traditional hunting and fishing territories.

Today, Wasaga Beach exists within an active and evolving Indigenous cultural landscape. Contemporary Indigenous communities maintain enduring connections to the lands and waters of Georgian Bay.

**As Destination Wasaga moves from planning to implementation, this history provides an important foundation for ongoing engagement and relationship-building with Indigenous communities. Individual projects will create opportunities for Indigenous history, culture, language, knowledge and perspectives to inform environmental and cultural stewardship, storytelling, interpretation, public art, placemaking and the design of public spaces. These opportunities will be explored respectfully with Indigenous communities as projects advance.**



## The HMS Nancy and the defense of the Upper Great Lakes

The same waterway and landscape features that supported Indigenous gathering, travel, and cultural exchange for thousands of years later made Wasaga Beach strategically important during periods of colonial conflict and expansion. During the War of 1812, Wasaga Beach and the Nottawasaga River formed part of the British supply route connecting Upper Canada to the Upper Great Lakes and Fort Mackinac. The HMS Nancy, originally built in 1789 for the fur trade, was requisitioned for military service. Following the British defeat at the Battle of Lake Erie in 1813, the Nancy became the sole surviving British ship on the Upper Great Lakes.

In the summer of 1814, while hidden several kilometres up the Nottawasaga River, the vessel was discovered and attacked by American forces. Faced with overwhelming odds, Lieutenant Worsley chose to destroy the ship rather than allow it to be captured. The Nancy burned and sank into the river, and shifting silt and sand gradually formed Nancy Island around its remains. The hull was discovered in 1924 and later raised and placed on the island in commemoration.



**Fig 5.** The hull of HMS Nancy is on display at Nancy Island



**Fig 6.** Main Street in the 1940s



**Fig 7.** John McLean opened the Capstan Inn in 1915 and the Dardanella Dance Hall in 1918



**Fig 8.** Playland Park operated in Wasaga Beach from 1932 to 1985



**Fig 9.** Cars on the beach 1960s

## From logging outpost to summer community

Wasaga Beach remained sparsely populated by Europeans throughout the 19th century, the sandy soil being unsuitable for cultivation. While neighbouring communities developed as agricultural and industrial centres, Wasaga Beach emerged as a small lumber town, with logs floating down the Nottawasaga River to sawmills and ports along the bay.

In the early 20th century, Wasaga Beach began its evolution into a summertime tourism destination. Visitors were drawn to the sandy shoreline for picnics and holidays, staying first at seasonal cottages before major beachfront hotels were built in the 1910s following construction of a steel bridge over the river. Amusement attractions like Playland Park and venues like the Dardanella Dance Hall enhanced Wasaga Beach as one of Ontario's emerging resort towns, with hard-packed sand allowing visitors to drive and park on the beach.



**Fig 10.** Many hotels lined the beachfront before the provincial park was established





**Fig 11.** Trail of the Caribou took flight from Wasaga Beach in 1934



**Fig 12.** Main Street in the 1960s



**Fig 13.** Parking lot built in the 1970s after cars were prohibited on the beach

In 1934, the town made national headlines when a plane named *Trail of the Caribou* used the beach as a makeshift runway for the first overseas flight from mainland Canada across the Atlantic Ocean to England.

During the 1940s, soldiers and other military personnel stationed at nearby Base Borden routinely visited Wasaga Beach, making it a destination known across the country. Following the Second World War, tourism and seasonal recreation continued to shape the town's identity and growth. Wasaga Beach Provincial Park was created in 1959 to ensure there are many places where the public could easily access the beach. Cars were prohibited on the beach beginning in 1973, necessitating construction of a large parking lot on the point east of the Main End as well as Beach Drive.

Several historic hotels disappeared when the province expropriated land to create the provincial park, and Playland closed in 1985, replaced for a period by two water parks. Wasaga's gradual decline as a summertime destination toward the end of the 20th century culminated in a devastating fire in November 2007 that destroyed nearly all the buildings and about 17 businesses along the Main Street pedestrian mall. Despite the loss, the town has continued to attract millions of visitors annually over the past

two decades, with the COVID pandemic encouraging Ontarians to discover or rediscover Wasaga's natural wonders.

**The proposed transfer of Beach Areas 1 and 2 by the Province to the Town could create new opportunities for visitor accommodations, attractions, entertainment and other tourism uses—including new experiences and the traditional amusements that have entertained generations of visitors.**

**As Wasaga Beach evolves into a more complete four-season destination, its history should be woven into the design, programming and interpretation of new places. People are drawn to places with a strong sense of identity, and celebrating local heritage can deepen the visitor experience while building community pride.**

**This could also include opportunities, developed through continued engagement and relationship-building with Indigenous communities, for Indigenous history, culture, language, knowledge and perspectives to inform storytelling, interpretation, public art, placemaking and the design of public spaces, where appropriate.**

## 2.2 A REMARKABLE NATURAL ENVIRONMENT

**Georgian Bay, the Nottawasaga River, dunes, wetlands, woodlands, and wildlife. Nature is central to the identity of Wasaga Beach, and the area's remarkable natural features and functions form part of a sensitive and dynamic natural system. In addition to having immense ecological value, these natural features help distinguish Wasaga Beach as a great place to live and visit.**

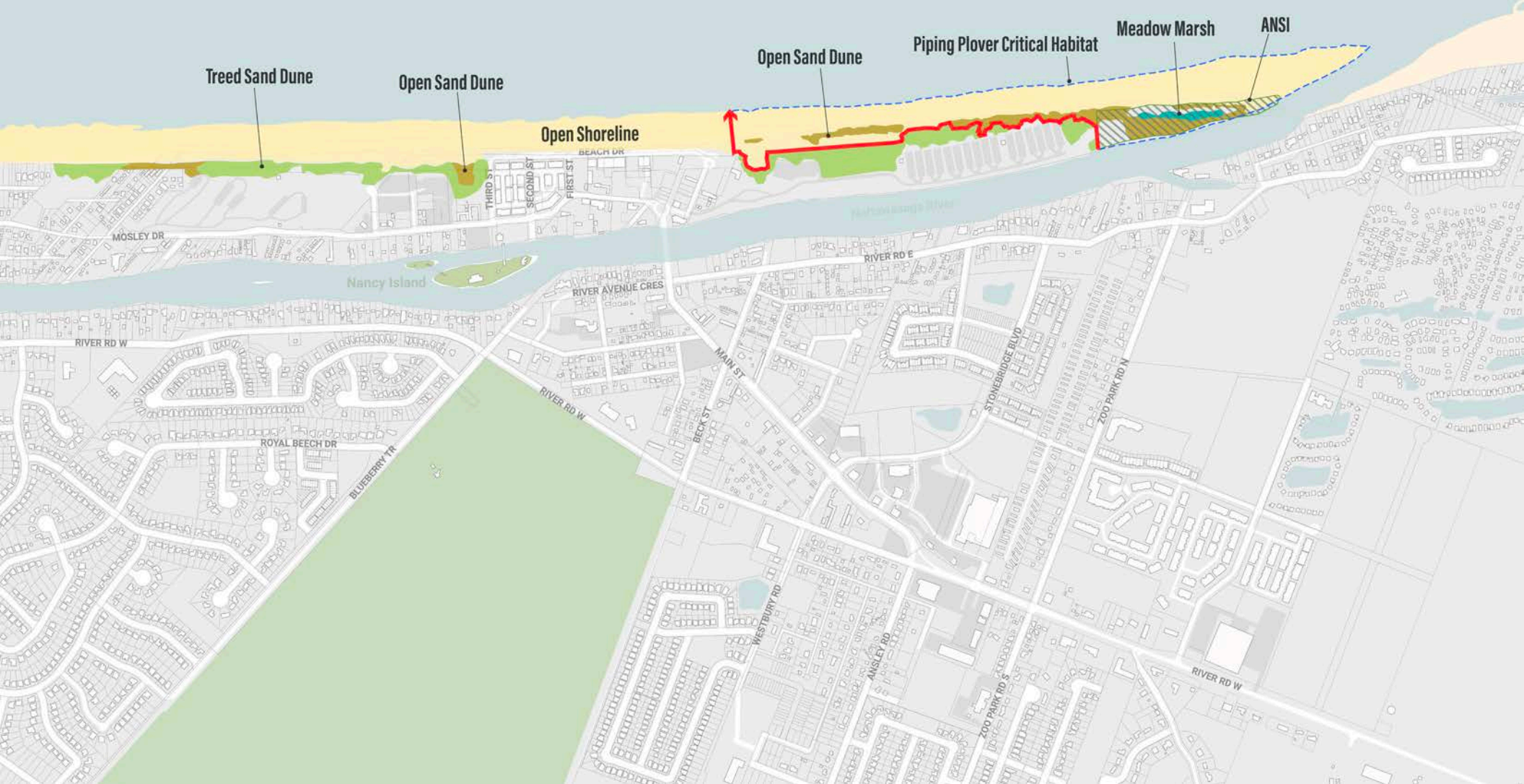
### **Understanding natural heritage features**

The master plan process began with an understanding of the natural heritage features on the core waterfront and how future change can be planned responsibly. This work included a review of significant features as defined by federal and provincial planning policy, including wetlands, Significant Woodlands, Significant Valleylands, Significant Wildlife Habitat, Areas of Natural and Scientific Interest (ANSIs), fish habitat, and habitat for Species at Risk (SAR) protected under *Ontario's Species Conservation Act, 2025 (SCA)* and/or the *Federal SARA*. The study also identified requirements for natural heritage

protection, mitigation measures to reduce development pressures upon natural features, and permitting requirements from regulatory agencies.

Azimuth Environmental Consulting conducted a detailed background resource review to understand the location, extent, and character of natural features and functions known to occur on the waterfront. An initial field study occurred in the fall of 2025, before snow cover, that inventoried terrestrial and aquatic ecological features and conditions to inform an initial assessment of natural heritage constraints. More detailed "in-season" field studies were undertaken in the spring and early summer of 2026 to refine the preliminary conclusions.





**Fig 14.** Natural Features and Environmental Constraints

- Legend**
- Open Shoreline
  - Open Sand Dune
  - ANSI
  - Meadow Marsh
  - Treed Sand Dune
  - Limit of High Environmental Constraints

## A dynamic beach and dune landscape

Beach Areas 1 and 2, previously within the boundaries of Wasaga Beach Provincial Park, occupy a unique shoreline landscape. While portions of these areas have been used for recreation, parking, access, and visitor amenities for generations, they are also part of a broader sand dune system that is dominated by uncommon and rare species, vegetation communities, and wildlife habitats. This landscape includes a range of dune conditions, from natural treed dune, shrub dune, and open dune types proximal to more dynamic systems along the water's edge subject to active shoreline processes. The shoreline generally west of Spruce Street, including Beach Area 2, is actively managed for public recreation; whereas the open shoreline east of Spruce Street is more naturalized.

Beach Area 1 includes some of the most intensively used parts of the waterfront, including parkland, access routes, picnic shelters, washrooms, and large parking areas. It also contains some of the study area's most sensitive natural features.



Fig 15. Piping Plover Critical Habitat on Beach Area 1





**Fig 16.** Beach Area 2



**Fig 17.** Beach Area 2 features large areas of treed parkland

The Nottawasaga River Spit Life Science Area of Natural and Scientific Interest (ANSI), located east of the main parking and parkland areas, includes a complex of treed dune, shrub dune, open dune, and meadow marsh wetland communities that remain relatively undisturbed. Along the northern shoreline of Beach Area 1, open beach and foredune areas transition inland toward treed dune communities, creating a natural gradient that runs parallel to the water.

Significant natural heritage features confirmed or likely present in and around Beach Area 1 include habitat for endangered and threatened species, such as Piping Plover, Lake Sturgeon, and endangered

bats; unevaluated meadow marsh wetland; significant wildlife habitat for shorebirds, sand barrens (dune systems), and rare wildlife species; Barn Swallow foraging habitat; Bank Swallow; and coldwater fish habitat associated with the Nottawasaga River and Georgian Bay.

Beach Area 2 has a linear foredune system composed primarily of treed dune extending along the southern edge of the beach. Much of the area is characterized by treed parkland with mature mixed tree cover, including White Pine, Sugar Maple and oak species. These areas support public recreational uses, including picnic areas, shelters, washrooms, open lawn and parking.

Natural heritage features confirmed or likely to be present in and around Beach Area 2 include endangered bat roosting habitat, significant wildlife habitat associated with sand barrens (dune systems), and coldwater fish habitat associated with the Nottawasaga River and Georgian Bay

## The Piping Plover and other species at risk

The waterfront includes habitat that supports several species at risk, including Piping Plover, Lake Sturgeon, endangered bats, Barn Swallow, and Bank Swallow. These species and their habitats are subject to federal and/or provincial protections, and may trigger specific review, mitigation, or permitting requirements as projects move forward.

The Piping Plover is particularly important in the context of Beach Area 1. Although the Piping Plover is no longer listed on the Protected Species in Ontario list under Ontario Regulation 60/26, and therefore does not receive provincial protections, it remains listed as Endangered under the federal Species at Risk Act (SARA). This small, endangered shorebird relies on wide, sandy, sparsely vegetated beaches and freshwater dune systems for nesting, foraging, shelter, and camouflage. Suitable habitat typically includes natural or naturalized shoreline areas with sand, gravel, pebbles, cobble, driftwood, and other natural debris. Federal guidance identifies important habitat features as including backshore areas, foredunes, beach ridges, spits, bars, gently sloping open beach, and connected open dune communities.

The unmanaged shoreline in Beach Area 1 as habitat is an established breeding

population of Piping Plover. Nesting has been recorded near the western end of the unmanaged shoreline and at the eastern point of Beach Area 1, near the mouth of the Nottawasaga River. These nesting areas are located approximately 1.3 kilometres apart, meaning that the habitat associated with each nesting area overlaps across much of the unmanaged beach.

Federal and provincial guidance for Piping Plover critical habitat generally identifies a continuous one-kilometre section of beach around a nest site as necessary to support the species' life processes. This habitat extends from the water's edge inland to the upper edge of the open beach or connected open dune communities. The entire unmanaged shoreline in Beach Area 1, together with connected open dune communities, is understood to function as critical habitat for Piping Plover.

The precise boundaries and protection requirements for Piping Plover habitat may require further confirmation with federal representatives. Nevertheless, the presence of this habitat has been a major consideration for the Destination Wasaga Master Plan. Future improvements in and around Beach Area 1 have been planned carefully to avoid or minimize impacts to the unmanaged beach, open dune communities, and the shoreline processes that support this sensitive species.

**The master plan places a high priority on protecting significant natural features, including Piping Plover critical habitat, while recognizing that some concepts may require further study. The plan also explores design and infrastructure as part of the conservation strategy. Improved boardwalks, pedestrian bridges, designated pathways, viewing areas and clearly defined access points would be intended to guide people through and around sensitive areas, concentrate activity on designated routes, reduce trampling and informal access, and help protect habitat and natural processes.**

**Individual projects proposed in or near sensitive natural areas would be subject to detailed environmental study, careful design and applicable regulatory approvals. The objective will be to avoid or minimize adverse impacts and, where possible, use infrastructure and design to improve access while strengthening long-term stewardship of the beach, dunes, shoreline and other natural features.**



## 2.3 A GROWING AND EVOLVING TOWN

**Wasaga's unusual history of population and physical growth has created the opportunity to build new urban districts in the heart of the town with a mix of uses that will make it more complete and more attractive, for residents and visitors. As the town continues to grow and the demographics shift, the residential market will need to respond with more housing options, and the demand for a broader range of retail and service uses will increase.**

### From backwoods village to mature town

As a destination for logs floating down the Nottawasaga River in the 19th century and as summertime destination for beachgoers beginning in the early 20th century, the community of Wasaga Beach was a village with a permanent population in the hundreds until the mid-1960s. That's when it annexed Oakview Beach from Sunnidale Township. Other communities along the bay were annexed when Wasaga was incorporated as a Town in 1974, increasing the population to more than 4,000.

Since then, the town's natural wonders and quality of life have fueled steady growth. Between 2011 and 2021, the town's population increased 42% from 17,500 to 24,900 residents, outpacing Simcoe County (+20%) and Ontario (+11%) during the same period. It is estimated the population has grown by approximately 4,000 since 2021. This growth trend reflects Wasaga's emerging role as a lifestyle-oriented community within the broader region. The County projects there will be more than 38,000 residents by 2051, which may prove to be a conservative estimate if the town is successful in diversifying its economy, in part by becoming a four-season tourist destination.

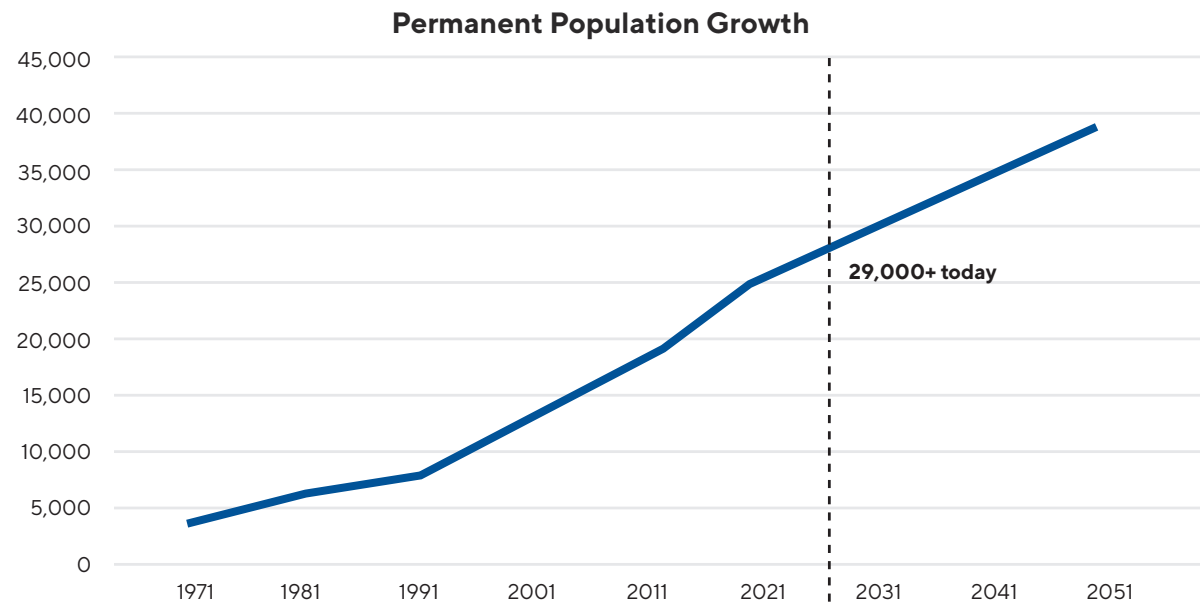


Fig 18. Permanent Population Growth

## Toward more balanced demographics

Wasaga Beach being a popular retirement destination, its population is notably older: more than 51% of residents are above the age of 55, a significantly greater proportion than Simcoe County (34%) and Ontario (32%). There are signs, however, that younger people are moving to Wasaga Beach. While only 33% of residents are currently under the age of 40, that cohort

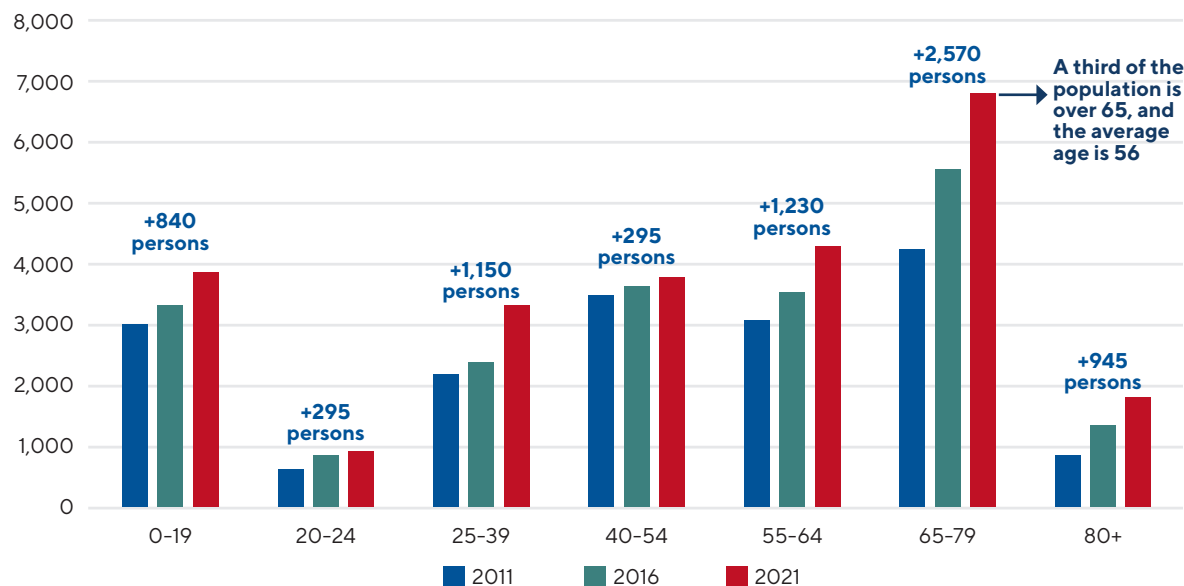
made up a much larger share of migrants of the past years (42%) and past ten years (45%). This suggests the local population will become more balanced over time, with younger households contributing to sustained future growth. This trend could be further influenced by recent and upcoming investments in community infrastructure, such as the new Wasaga Stars Arena and the two high schools, and by an increasing range of job opportunities.

## More permanent residents

While Wasaga Beach has historically had a high proportion of seasonal residents, new residential development over the past 10-15 years has been focused on end-users, resulting in a growing proportion of permanent residents in the town. The share of dwellings occupied by usual residents has risen from 65% in 2011 to 79% in 2021. This transition from a seasonal resort community to a more complete, year-round town is expected to generate more demand for year-round businesses, services, amenities, and programming.

At the same time, the potential for new townhouses and apartments in the downtown and beachfront area will likely drive some interest from buyers seeking a secondary home or recreational property, especially given the town's proximity to the Greater Toronto Area. A beachfront condominium or townhouse could be an affordable alternative to a traditional lakefront cottage for buyers who are priced out of the traditional cottage market or those seeking a lower-maintenance option.

**Population Growth by Age Group**  
Town of Wasaga Beach: 2011 to 2021



**Fig 19.** Population Growth by Age Group, Town of Wasaga Beach: 2011 to 2021



## The full housing opportunity

With its population expected to reach at least 38,000 and potentially up to 50,000 by 2051, Wasaga Beach will require a substantial amount of new housing: 8,000 to 14,000 new homes, or about 270 to 465 homes annually. The waterfront and downtown area may absorb up to 15% to 20% of total residential growth in Wasaga Beach, equating to about 40 to 90 dwelling units annually.

Residential construction activity in Wasaga Beach over the past two decades has consisted primarily of low-rise housing types. This has led to a lack of housing diversity that can otherwise ensure that residents can move through the housing continuum as their needs change. An increase in condominium and rental apartment units would provide more options for younger people, a more affordable price point, and a downsizing option for older residents. Greater downsizing options can in turn make single-family homes available to larger households.

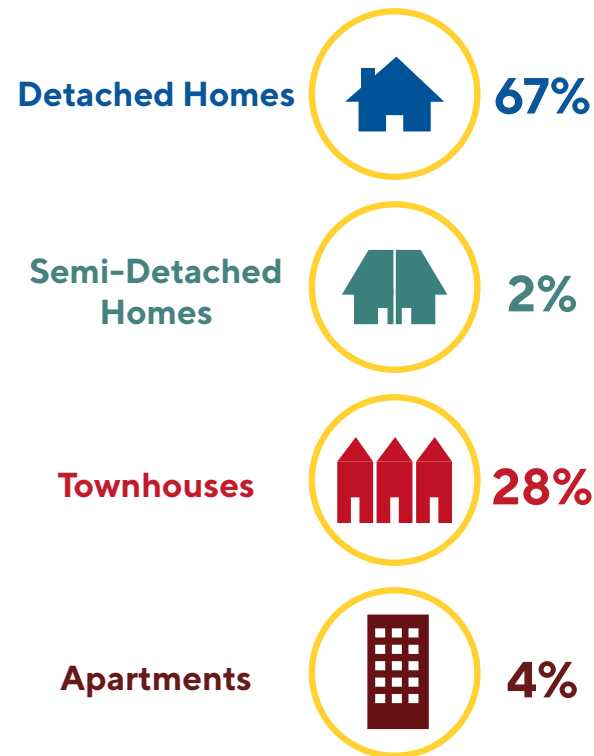


Fig 20. Housing Starts in Wasaga Beach 2005-2024



Fig 21. New residential development in Wasaga



Fig 22. Rendering of The Breakers in the Main End

## A unique urban structure

As a town stretched out along Georgian Bay, more recently expanding to the south and east, Wasaga required multiple car-oriented commercial nodes along Mosley Street and River Road West. Residents are also served by retail options in nearby communities, namely Collingwood and Barrie. The town hasn't had the opportunity to establish a central business district, i.e., a true downtown beyond a seasonal, tourist-oriented Main Street in the Main End. Consequently, residents and visitors seeking the experience and commercial offerings of a traditional downtown head to Collingwood, Midland, or Orillia.

With so much underutilized land in the Main End and along the full length of Main Street, and the goal of becoming a more complete community and four-season destination, comes the opportunity to create a town centre that reflects the cultures, values, and aspirations of the Wasaga Beach community. The key will be to cluster shops, restaurants, and services around inviting, walkable streetscapes and encourage high- and medium-density housing, as well as visitor accommodations, above and behind commercial uses.

## The retail challenge

Retail growth in the town is expected to be incremental and largely driven by population and tourism growth. Given the current seasonality of the downtown and beachfront and the lack of a critical mass of residents, targeted incentives from the Town may be needed to encourage retail growth, allowing retailers to benefit from strong summer months and survive the slower winter months. In the long term, sustaining a lively shopping and dining environment in the downtown and the Main End likely will depend on a much bigger population in the core and many more visitors in the shoulder and winter seasons.

## Toward a more complete economy

While the Destination Wasaga Master Plan focuses on developments and other improvements intended to grow and diversify the community as a place to live and visit, it is also a strategy to encourage economic development and diversification more broadly. Wasaga Beach's economy remains largely oriented towards tourism,

retail, and service industries, sectors in which jobs are often lower-paying and seasonal. Limited employment opportunities are partially offset by the town's unique demographic profile (i.e., retirees and seasonal residents), and by the opportunities available in nearby centres like Collingwood, Orillia, and Barrie. Diversifying Wasaga Beach's local economy is an opportunity to grow the local tax base, create more stable, year-round jobs, attract working-age people and their families, and generate more support for local businesses and services.

**The Destination Wasaga Master Plan sets a bold course for Wasaga's next stage of physical and economic evolution by seeking to attract more businesses and private investment, while creating more reasons for the millions of people who already know and love Wasaga Beach to stay longer, return throughout the year and spend more in the local economy. A compact and vibrant downtown that brings together a mix of uses, often in the same building, will be critical to redefining the town as a place to live, work, and play.**



## 2.4 THE WATERFRONT AND DOWNTOWN TODAY

**Wasaga Beach's long history as a summertime destination with a permanent population under 1,500 prior to the Town's incorporation in the 1970s meant its core developed differently than those of towns with an industrial past. On the one hand, the waterfront is unencumbered by active or abandoned industrial uses; on the other hand, Wasaga lacks a true downtown. This creates both opportunities and challenges for establishing a four-season destination and traditional mixed-use town centre.**

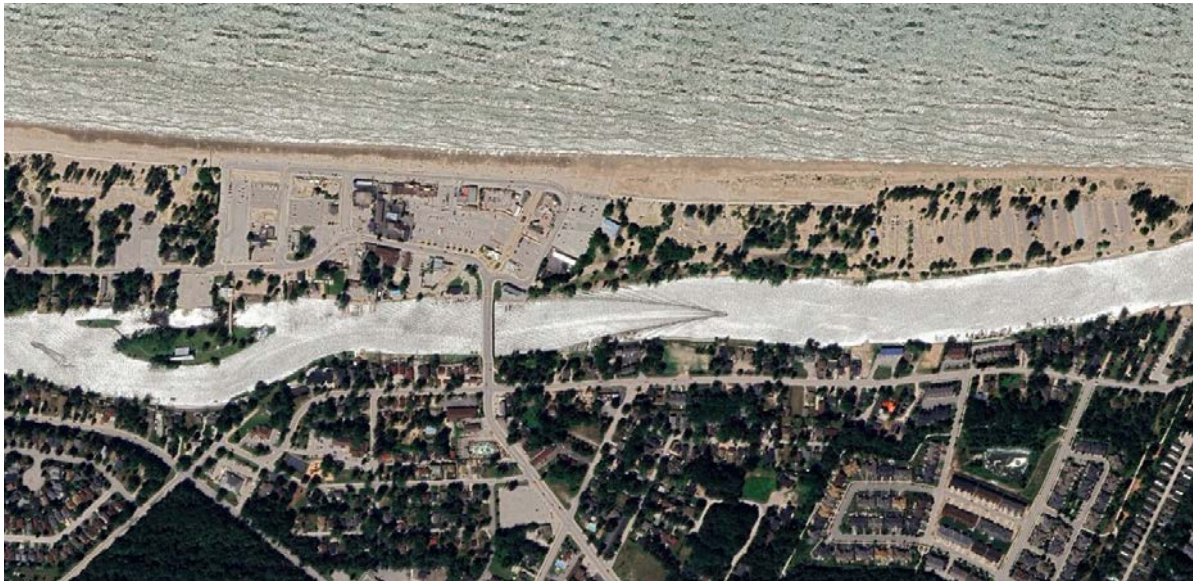
### **A waterfront shaped by the automobile**

Most visitors to Wasaga Beach arrive by car and likely will continue to do so, making parking a critical piece of destination infrastructure. When cars were prohibited from the beach beginning in 1973, large surface parking lots were created nearby to preserve convenient public access. That model served generations of visitors, but today approximately 42% of the Main End study area is devoted to surface parking—fragmenting public spaces and occupying some of the most valuable waterfront land in the community.

The master plan takes a more strategic approach: preserve convenient public access while using waterfront land more efficiently. Parking cannot simply disappear. Instead, the plan proposes moving more parking vertically and distributing it across the downtown, allowing surface lots at the Main End to be repurposed over time for public spaces, attractions, businesses, accommodations and other uses that support a stronger year-round destination.

Improved pedestrian connections, shuttles and other mobility options will help connect parking areas with the waterfront and the Main End. In this way, parking remains essential to the visitor experience, but no longer defines the most valuable parts of the waterfront.

Main Street will continue to serve as the primary route into downtown and the waterfront. A planned new bridge at 18th Street, midway between the River Road West bridge and Main Street, will provide an additional connection and help relieve congestion during busy summer weekends and major events.



**Fig 23.** Approximately a third of the core waterfront today is used for parking





**Fig 24.** A 2007 fire destroyed several buildings at the Main End. In 2015, the Town purchased a number of aging seasonal commercial properties that had suffered repeated flood damage and were not built for year-round use. In 2025, the buildings were demolished in preparation for the reconstruction of Beach Drive and future development.

## Limited commercial activity and park amenities

Many of the amusements and businesses that contributed to Wasaga's popularity as a summertime destination are gone, having ceased operations, been destroyed in the 2007 fire, or been removed to make way for redevelopment. Even when the Main End was a bustling place, most businesses were seasonal, shutting down when summer turned to fall. With redevelopment comes the opportunity to accommodate a variety of new uses—hotels, shops, restaurants, entertainment, and housing—that, tied

together with an attractive public realm, will establish a year-round destination for both out-of-town visitors and local residents.

South and north of the Main End, dunes and wooded areas among parking lots provide a natural backdrop to the beach, but the existing picnic shelters and tables and the boardwalks that line the beach have not been well maintained over the years. With the proposed transfer of Beach Areas 1 and 2, the Town could explore new opportunities to improve existing facilities and introduce new amenities that will enhance the waterfront as a summertime destination and

encourage more use in the colder months. These should include expanded boardwalks, including along the river, that provide space not just for strolling but also sheltered outdoor rooms for gatherings and where visitors can learn about Wasaga's natural and cultural heritage.

Spaces within the waterfront's open spaces could accommodate concerts and other events as well as fun commercial attractions compatible with the natural setting. As existing parking is relocated, there may be room for unique year-round visitor accommodations.





**Fig 25.** Existing Land Uses

**Legend**

- Mixed Use
- Commercial
- Accommodation (Hotel, Motel & Resort)
- Residential
- Institutional / Civic
- Service / Utility
- Provincial Parkland
- Other Parks and Open Spaces
- Pond

## An atypical main street

Tourist-oriented businesses in the Main End formed a seasonal main street for much of the town's history. Unlike Collingwood, Midland, Creemore, and many other towns in Ontario, however, Wasaga Beach doesn't have a concentration of year-round businesses and institutions centred on a traditional main street. Rather than a continuous streetwall of commercial block buildings with ground floor shops and residential or office uses above, the long stretch of Main Street from River Road West to the Nottawasaga River reflects Wasaga Beach's distinct evolution as a recreational destination. Its character is defined by an eclectic mix of building types, setbacks, scales, and uses, including commercial businesses, services, homes, accommodations, and seasonal attractions. The eastern end of Main Street transitions to contemporary shopping plazas and underutilized lands at River Road West.

Transforming Main Street to support a more vibrant downtown where people live, work, shop, dine, and gather will take time, and the mix of future uses and building types can enhance its eclectic character while contributing to a more pedestrian-friendly streetscape. More apartment buildings along the corridor, most with active uses on the ground floor, will accommodate a permanent population that supports local businesses and brings life to the public realm year-round.

In the near term, Main Street can be strengthened by working with the existing building fabric and filling in gaps with new commercial and mixed-use buildings. Improvements to existing buildings and the streetscape would contribute to a more cohesive and attractive corridor. The redevelopment of larger vacant or underutilized parcels could be a catalyst for broader intensification.



Fig 26. Main Street at Beck Street



Fig 27. Main Street in the Main End was turned into a pedestrian mall in the 1970s



## Connecting the provincial park

Beyond the beachfront, Wasaga Beach Provincial Park contains approximately 18 square kilometres of forests, wetlands, parabolic dunes and an extensive four-season trail network. Despite its scale, natural beauty and recreational value, much of this landscape remains relatively unknown to residents and visitors, and disconnected from the waterfront and downtown. The master plan identifies an opportunity to work with the Province to

better showcase this extraordinary natural asset and position it as a major recreational anchor within the broader destination.

The long-term vision explores opportunities to enhance the Nordic Centre and trail network, improve educational wayfinding and accessible boardwalks, and explore camping and glamping, wellness, adventure activities, winter recreation, paddle-in and ski-in experiences, and a new viewing experience at Monument Hill. These ideas would build on the park's existing strengths while respecting its natural

features and would require further work with the Province, environmental study and applicable approvals.

Stronger connections are also central to the vision. Improvements such as a multi-use connection along Blueberry Trail and the broader Discovery Corridor could link the provincial park and Nordic Centre with the Nottawasaga River, Nancy Island, downtown and the beachfront—encouraging residents and visitors to explore more of Wasaga Beach and experience its natural landscapes in every season.



Fig 28. The provincial park is a popular cross-country skiing destination

**Creating more things to see and do throughout the community—and more reasons to visit outside the peak summer months—can encourage longer stays and greater local spending. As one of Wasaga's greatest existing assets, the provincial park is a natural place to consider how the tourism offering can be expanded, both in terms of accommodations and recreational activities. These investments could strengthen the year-round tourism economy while helping make Wasaga Beach a more complete place to live, work, and visit.**

## 2.5 CURRENT INITIATIVES

Several significant initiatives currently underway in Wasaga Beach are beginning its transformation into a four-season destination and making the town a more complete community. These projects set the stage for further private and public investments and will set the tone for the Main End's future identity and character.

### Beach Drive: The climate-resilient backbone of Destination Wasaga

The reconstruction of Beach Drive is a foundational Destination Wasaga infrastructure project and an important first step in unlocking the long-term potential of Beach Area 1. By raising the roadway approximately 1.2 metres and rebuilding the underlying water, stormwater and sanitary infrastructure, the Town is creating a more

climate-resilient waterfront designed to withstand changing lake levels and extreme weather, reduce the risk of flooding that has historically disrupted businesses, tourism and community access, and unlock future development on adjacent lands.

The investment is also laying the groundwork for new housing, hotels, shops, restaurants and other mixed-use development—helping diversify the local economy, create jobs, strengthen the commercial tax base and support a more vibrant year-round beachfront.

But Beach Drive is more than an infrastructure project. The new street has been designed to create a better connection between the beach, public spaces and future development, with generous pedestrian areas, distinct paving, new trees and landscaping, street furniture and improved connections to the waterfront. Beach Drive will remain open to vehicles most of the time, while providing the flexibility to become a pedestrian-focused space during peak periods and special events.

Together, these improvements will make the waterfront more resilient and welcoming, unlock adjacent lands for redevelopment, and help attract new private investment to the Main End.



Fig 29. The reconstructed Beach Drive will address lake-level changes and improve the Main End's interface with the beach



## Sunray Group Hotel Development & Festival Square

The Sunray Group hotel development represents one of the most significant private-sector investments for the Main End. In March 2025, the Town entered into an agreement with Sunray Group for the redevelopment of Town-owned lands along Beach Drive, advancing a long-standing Town objective to introduce a hotel at the beachfront. The first phase of development includes a full-service, Marriott-branded resort hotel with 160 rooms, a year-round restaurant, event, meeting, and wedding facilities, wellness amenities, and ground floor commercial uses to activate its Beach Drive frontage.

The hotel is the first phase of a broader multi-phase development planned by Sunray Group, with later phases anticipated to introduce additional accommodations, residences, and commercial amenities in the heart of the Main End, along with a new parking structure.

As part of the development, Sunray will also design and construct Festival Square, investing \$1.5 million in a new, public space that will act as the civic heart of the Main End, designed to support existing and new festivals and other events throughout the year.

The development is expected to play a critical role in the transformation of the Main End. A full-service hotel will expand and diversify accommodations along the waterfront, support multi-day visitation, and introduce amenities and activity that operate beyond the summer beach season. The project is anticipated to support more than 100 local jobs while strengthening the commercial tax base and generating spin-off benefits for local restaurants, shops, and attractions, and potentially catalyzing future private-sector investment.

Together with the reconstruction of Beach Drive and the Stonebridge mixed-use development, the Sunray project establishes a foundation for the master plan's vision of the Main End as a more active, mixed-use and year-round destination.



**Fig 30.** Rendering of the new Marriott Resort & Spa that is proposed for Beach Drive. A full-service hotel on the waterfront will expand and diversify Wasaga Beach's accommodations offering.



## Stonebridge mixed-use development

Stonebridge's multi-phased mixed-use development, currently under construction, marks another significant step in the revitalization of the Main End. Occupying the lands between 1st Street and 3rd Street, north of Mosley Street, the project will introduce approximately 150 residential units and 31 commercial units as part of live-work spaces, along with an enhanced design for 1st Street.

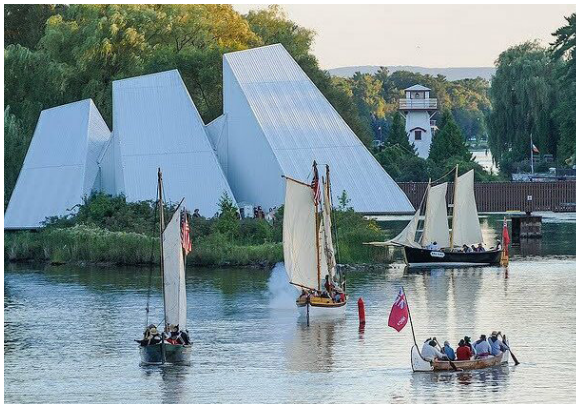
Housing and mixed-use development are important to creating a complete, year-round waterfront because successful destinations need people living, working, shopping, dining and spending time there every day—not just visiting in the summer. Bringing homes and businesses together at the Main End will create steady foot traffic, support shops and restaurants, improve activity and safety throughout the week, and help give the waterfront the year-round economic stability that seasonal tourism alone cannot provide.



**Fig 31.** The Stonebridge development will add more people and amenities to the Main End

## Nancy Island improvements

As part of its investment in Destination Wasaga, the Government of Ontario is investing \$25 million to improve the Nancy Island Historic Site and has transferred oversight of the site to the Ministry of Tourism, Culture and Gaming through Huronia Historical Parks. Planning and design are underway and are expected to include a new museum building, upgrades to existing buildings and bridges, and landscape improvements. This major investment will re-establish Nancy Island as an anchor destination, joining Discovery Harbour in Penetanguishene and Sainte-Marie among the Hurons in Midland as must-see places in the Southern Georgian Bay region.



**Fig 32.** The Province has committed to a major reinvestment in the Nancy Island Historic Site

## Upgrades to Main Street and Mosley Street

The section of Main Street south of the river was recently improved to make it a more comfortable environment for pedestrians and cyclists. The number of lanes was reduced from four to three, including a centre turn lane, and bike lanes were added. Future improvements may include bump-outs, on-street parking, wider sidewalks, cycle tracks, and tree planting. Since a right-of-way widening is required between Beck Street and the river, it is expected the full vision for Main Street will be implemented in conjunction with future developments. Similar improvements are planned for Mosley Street, east of 3rd Street, and will be implemented through a widening of the right-of-way to 23 metres as adjacent lands are redeveloped or improved. The improvements to both Main and Mosley streets will enhance mobility and connectivity for all road users while also creating a more attractive public realm environment for future developments.

## Wasaga Beach's first long-term care facility

In June 2026, the Province of Ontario announced that a 288-bed long-term care home would be constructed on Stonebridge Boulevard. This will be Wasaga Beach's first long-term care home and the largest in the South Georgian Bay region. The \$100 million investment will have impacts beyond increasing access to senior care. A local facility will allow residents of Wasaga Beach to age in their community, along with their families and support networks. The project is also expected to create approximately 350 jobs.

**The master plan builds upon ongoing initiatives beginning to transform the Main End and downtown, positioning them within a holistic vision and framework. Future priority initiatives include further developments along Beach Drive that will put a new face on the waterfront and potential new connections and open spaces that will link Nancy Island Historic Site to the beachfront and downtown.**



## 2.6 LAND USE POLICIES

The Town of Wasaga Beach's new Official Plan was approved by Council in November 2025. Policies in the plan, particularly regarding growth management, land use, and the natural environment, have provided a foundation and direction for the Destination Wasaga Master Plan. They anticipate and encourage significant change in Downtown and the Main End while reinforcing the need to protect sensitive and significant natural areas.

### Planning for growth

The Official Plan projects that Wasaga Beach's significant growth over the past three decades will continue, with the Town expected to accommodate more than 10,000 additional residents and exceed a population of 38,000 by 2051. Employment is expected to more than double to 8,500 jobs. The Official Plan establishes the land use framework to guide growth, identifying Neighbourhood Areas intended for mostly low-rise residential development, Employment Areas for industrial uses, and Strategic Growth Areas (SGAs) for a mix of commercial, residential, and other uses.

SGAs, which include Downtown and the Main End, are areas where commercial activity in the town has historically been concentrated. They will be the focus of residential intensification at medium and high densities while continuing to

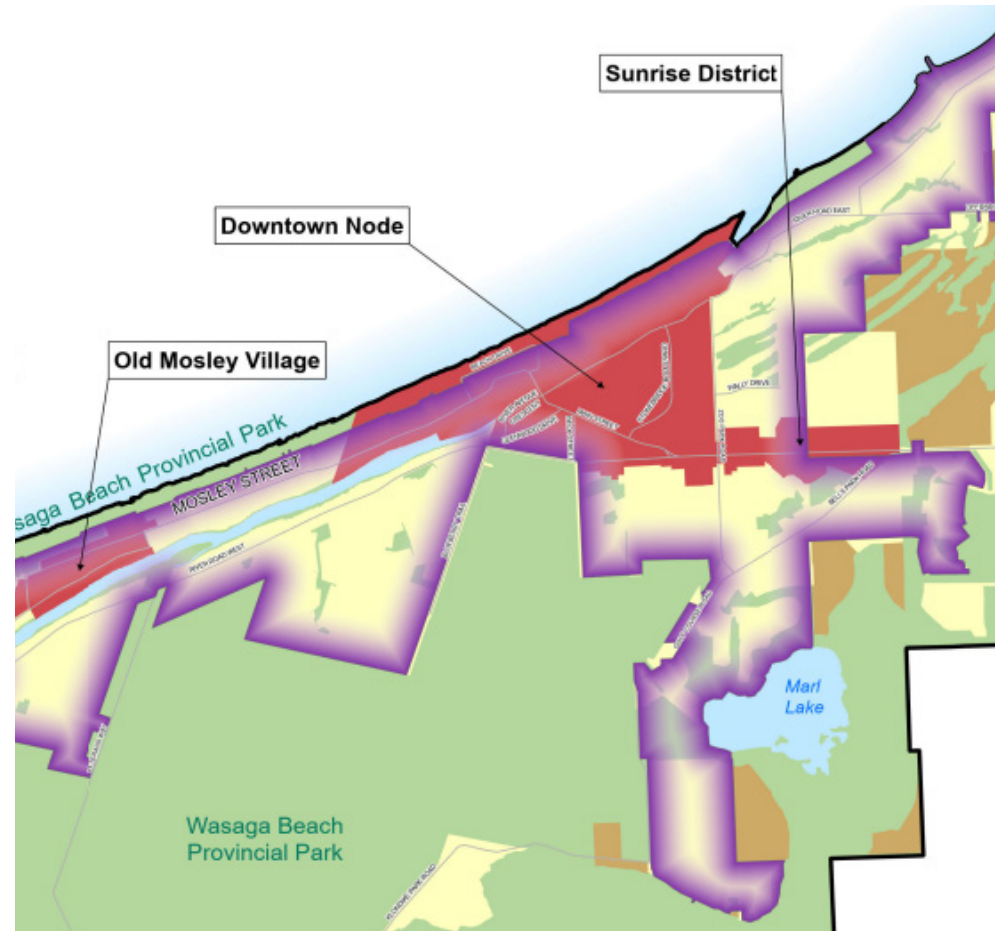


Fig 33. Excerpt from Schedule A: Community Structure Plan

accommodate commercial and office-based employment. SGAs are intended to become vibrant places for people to live that can also serve as active destinations for people to work, explore, and create memorable experiences. General policies for SGAs

call for them to incorporate urban squares, parkettes, and transit stations or stops, and the Town encourages water-oriented uses, such as marinas, and land uses that promote year-round tourism opportunities and especially winter tourism.

## Downtown Strategic Growth Area

Downtown, including the Main End and Beach Areas 1 and 2, is the town's primary intensification node and principal SGA. It is intended to accommodate higher-density development and broad mix of uses in a compact built form. Intensification will primarily be directed to occur along Main Street to promote the development of a complete community.

Objectives for Downtown include the following:

- Accommodate a variety of entertainment activities that contribute to activity day and night throughout the year;
- Achieve a high standard and quality of design in the built environment that will position Wasaga Beach as a unique beach community;
- Ensure Downtown is accessible for everyone;
- Facilitate pleasant and safe movement for active transportation users;
- Provide access to and from the beach, the Nottawasaga River, and core natural heritage features;
- Protect and enhance natural and cultural heritage features and functions.

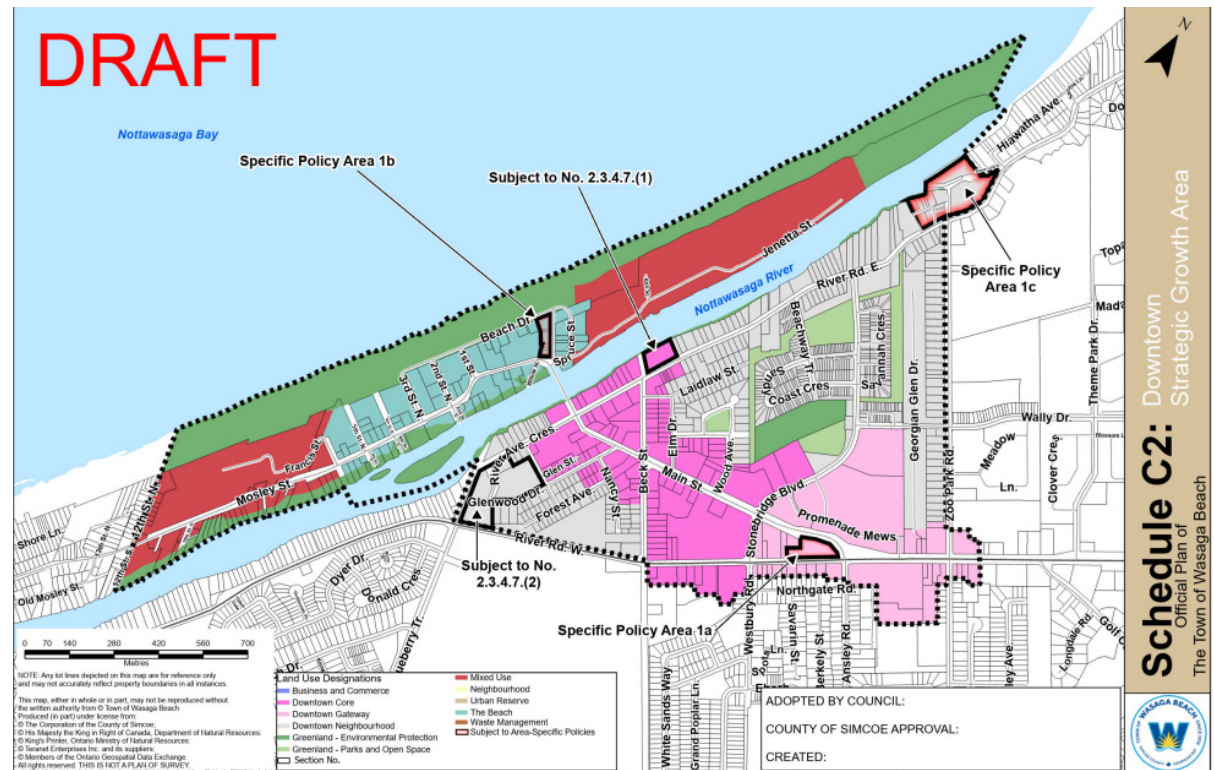


Fig 34. Schedule C2: Downtown Strategic Growth Area



The Downtown SGA comprises five land use designations:

The **Downtown Core** area is envisioned as the primary activity centre and social gathering space for the town's year-round residential population. Permitted uses include medium-density and high-density residential, a full range of commercial and institutional uses, and cultural and entertainment uses.

The same uses are permitted in the **Downtown Gateway** area, where development is expected to provide a transition between the higher-density core and the lower-density uses along River Road West.

The **Downtown Neighbourhoods** generally are intended to maintain their low-rise form while incorporating compatible forms of medium-density residential development, such as townhomes. Neighbourhood commercial uses are also permitted.

The **The Beach** designation recognizes the Main End as the entertainment activity centre of Wasaga Beach. The vision for the Beach District is to diversify entertainment and recreation uses to make Wasaga Beach an attractive year-round destination that

balances the needs of residents and visitors. Besides tourism-oriented commercial uses, medium-density and high-density residential uses are also permitted.

The Official Plan designates Beach Areas 1 and 2 as **Mixed Use**, which also applies to other SGAs. It currently permits a range of commercial uses, including commercial recreation establishments and accommodations, as well as short-term accommodations, and public service facilities, such as parks and other community facilities.

**Greenland - Environmental Protection areas**, which include the beach, the ANSI, and hazard lands along the river, are part of the town's larger natural heritage system. They are intended to be conserved and protected from development or site alteration. Policies call for careful management of natural features to ensure the growth does not adversely affect the natural heritage system.

The **Greenland - Parks and Open Space** designation applies to neighbourhood parks and other public open spaces in the Downtown SGA intended for a diverse range of leisure activities for residents and visitors.

**The Destination Wasaga Master Plan brings clarity, further guidance, and implementation strategies to the Town's Official Plan objectives and policies for Downtown and the adjacent waterfront. It describes and illustrates an approach to the gradual intensification of Main Street; how a diverse mix of entertainment, cultural, residential and visitor accommodation uses can be accommodated in the Main End; the impact of high-quality open spaces and streetscapes; and how significant natural features across the waterfront can be protected.**

## 2.7 TOURISM TRENDS AND OPPORTUNITIES

**Tourism has been central to Wasaga Beach’s identity, economy, and sense of place for much of its history. Beyond the beach itself, tourism is supported by a range of natural, cultural, recreational, and community assets, including the provincial park, and Nordic and Trail Centre, Nancy Island Historic Site, Wasaga Stars Arena, Klondike Park, local businesses, festivals, and other events.**

**Wasaga Beach is also strategically located within the broader South Georgian Bay region. Located approximately two hours north of downtown Toronto, the Town sits between established visitor hubs, including The Blue Mountains and Collingwood to the west and Midland and Penetanguishene to the northeast. This gives Wasaga Beach access to large regional visitor markets, while also creating opportunities to strengthen its role and collaborations within a broader network of destinations.**

### **A strong visitor base to build on**

Wasaga Beach already has what many destinations are working to build: a large and loyal visitor base. More than two million people visit each year, and recent data show continued strength in both unique and repeat visitation. This provides a strong foundation for growing the visitor economy—not simply by attracting more people, but by creating more value from the millions of visitors who already know and love Wasaga Beach.

The opportunity is to give people more reasons to stay longer, return throughout the year and spend more with local businesses. New and enhanced accommodations, attractions, events, public spaces and nature-based experiences can help turn more day trips into overnight stays, encourage repeat visits and extend activity beyond the traditional summer peak. This approach is consistent with the Town’s broader Destination Wasaga strategy.

Wasaga Beach already draws visitors from a broad geography. From January to August 2025, 40% of unique visitors traveled between 91 and 160 kilometres to reach the Town, while a further 22% traveled between 41 and 90 kilometres. This demonstrates that many visitors are already willing to travel meaningful distances—and suggests an opportunity to convert more of those trips into overnight or multi-day stays when the right accommodations, amenities and experiences are available.

Most visitors are Ontarians, with major points of origin including Toronto, Peel Region, Vaughan, Hamilton, London, Kitchener-Waterloo, Guelph, Grey County, Ottawa, Sudbury and Kawartha Lakes. This reinforces the importance of strengthening Wasaga Beach’s position within the Ontario market, while identifying longer-term opportunities to broaden its appeal to visitors from elsewhere in Canada and nearby U.S. markets.

|                 | 2023      | 2024      | 2025, mid-year |
|-----------------|-----------|-----------|----------------|
| Unique Visitors | 180,000   | 238,000   | 212,000        |
| Daily Visits    | 1,986,000 | 2,335,000 | 2,061,000      |

**Table 1.** Wasaga Beach Visitation, 2023-2025 (visits that originated from 40-160 kilometres away).





**Fig 35.** More than two million people visit Wasaga Beach each year, mostly for day trips during the peak summer period.

## A highly seasonal destination

Wasaga Beach's visitation pattern remains strongly seasonal. Daily visits begin to increase in April, peak in July, and decline significantly through August and September. From September to April, visitation remains relatively steady but much lower than during the summer months.

This seasonality is one of the central challenges and opportunities for Wasaga Beach. The Town already has a strong summer peak, but there is potential to grow visitation in the warmer months before and after July, as well as during the winter and shoulder seasons. Doing so will require more than marketing alone. It will depend on developing tourism products, public spaces, accommodations, events, indoor and outdoor attractions, and business offerings that give people reasons to visit throughout the year.

## Tourism as community development

Tourism shapes many aspects of community life—from employment, business development and infrastructure to public spaces, amenities and the way Wasaga Beach is experienced by residents and visitors.

Destination Wasaga therefore treats tourism as a tool for community development, not an end in itself. Growth should strengthen the community while managing its impacts, guided by three priorities: extending the tourism season; ensuring tourism is led and informed by the community; and advancing sustainable tourism development.

This reflects the Town's community-first approach: tourism should support local businesses and jobs, strengthen the commercial tax base, improve quality of life and help create a more complete year-round community. As Destination Wasaga has been guided from the outset, a place where people love to live is a place people will want to visit.

## Extending the tourism season

Wasaga Beach remains a highly seasonal destination. Visitation rises through the spring, peaks in July and declines through late summer and fall, while activity from September through April remains considerably lower.

This seasonality represents one of Destination Wasaga's greatest economic opportunities. Wasaga Beach does not need more visitors on its busiest summer days as much as it needs to attract people to visit in the spring, fall and winter, stay overnight and spend more time in the community.

Extending the season will require more than marketing. It will depend on new tourism products, accommodations, events, indoor and outdoor attractions, public spaces and businesses that are open and active throughout the year. More year-round visitation can support stable employment, stronger local businesses, greater use of community amenities and a more resilient visitor economy.



**Fig 36.** Sunnd Nordic Eco Resort, Batchawana Bay, Ontario



## Tourism led and informed by the community

As destinations across Ontario respond to concerns about overcrowding, affordability, gentrification, and other local impacts of tourism, there is a growing emphasis on involving residents, businesses, and tourism operators in decisions about tourism development, management, and marketing. For many destinations, community sentiment and community benefit are becoming important measures of tourism success.

For Wasaga Beach, this means creating regular and meaningful opportunities for residents and industry members to help shape the future of tourism. It also means working with the community to identify ways to manage potential negative impacts, such as dispersing visitors to different parts of the destination, supporting workforce housing, managing short-term rentals, and balancing visitor growth with livability. Destinations that plan for these issues are better positioned to remain resilient as visitor markets and external conditions change.

## Sustainable tourism and resilience

Sustainable tourism considers the economic, social, and environmental impacts of tourism, while addressing the needs of visitors, the tourism industry, the environment, and host communities. This is increasingly important as destinations face changing environmental risks, including extreme heat, drought, ticks, reduced water quality, and unpredictable weather.

For Wasaga Beach, sustainable tourism means thinking beyond visitor numbers and tourism spending alone. Measures of success should also consider community well-being, ecosystem health, and resilience. Investments that serve both residents and visitors will be especially important, including public spaces, walking and cycling paths, multi-purpose cultural venues, public transit and shuttles, and climate-responsive public realm improvements such as shade, cooling areas, water stations, seating, and beautification.



**Fig 37.** Bike paths are good for the community and good for tourism



**Fig 38.** Wasaga Beach bus

## Prospective visitor markets

Understanding current visitation is important, but so is understanding who might be interested in visiting Wasaga Beach in the future. If new tourism products, experiences, accommodations, and marketing are aligned with emerging visitor interests, Wasaga Beach could strengthen its appeal to several prospective markets, the following in particular:



### **Domestic travelers:**

Ontarians looking for easy, familiar getaways that can be packaged as weekday visits, weekend trips, stay-cations, and family-friendly outings.



### **Skip-generation and multi-generational travelers:**

Families and groups looking for shared experiences, flexible accommodations, and activities that bring different generations together.



### **Political and climate-conscious travelers:**

Visitors seeking destinations that feel safe, resilient, inclusive, and prepared for changing environmental and social conditions.



### **Solo travelers:**

Individuals looking for a change of scenery, personal reflection, remote-work flexibility, and experiences that feel comfortable and easy to navigate alone.



### **Soft travelers:**

Visitors drawn to simple, restorative, low-pressure experiences that allow them to slow down, disconnect, and explore at their own pace.



### **Luxury travelers:**

Visitors seeking higher-quality accommodations, memorable experiences, and animated destinations with a strong sense of place.



## A tourism economy with great potential to grow and evolve

Wasaga Beach already has the foundation of a successful tourism destination: a remarkable beach, strong regional recognition, a large Ontario visitor base, and a growing number of daily visits. The opportunity now is to evolve from a highly seasonal beach destination into a more complete, resilient, and year-round destination.

This does not mean moving away from the beach as the defining attraction. Rather, it means building around that strength with new accommodations, events, cultural attractions, public spaces, local businesses, trails, mobility options, and visitor experiences that extend the season, increase length of stay, support local residents, and strengthen the broader community. If managed carefully, tourism can help support Wasaga Beach's economic development, community identity, environmental resilience, and quality of life.

**Developed with input from thousands of Wasaga Beach residents to ensure it reflects their values and aspirations, the Destination Wasaga Master Plan is a critical step in the evolution of Wasaga Beach's tourism economy. It identifies the investments and improvements needed to extend the tourism season, attract visitors from a broader geography and for longer stays, and, most important, make the town an even better place to live.**



Fig 39. SnowmanMania, Wasaga's winter festival, celebrated 21 years in 2026





## 3.0 VISION, PRINCIPLES, AND GOALS

The Master Plan establishes a clear and actionable vision to transform Wasaga's waterfront and downtown into a vibrant year-round destination for residents and visitors. A series of principles and targeted goals help to bring the vision to life. The goals of the Master Plan are interdependent and mutually reinforcing and therefore should be pursued concurrently. Together, they provide a framework for investment and decision-making, helping to ensure individual projects contribute to a shared and cohesive vision of Destination Wasaga.



## 3.1 VISION STATEMENT



Wasaga Beach is one of the world's great waterfront destinations — a place where nature, culture, heritage, and community come together to create an extraordinary quality of life for residents and memorable experiences for visitors.

Anchored by the world's longest freshwater beach and the breathtaking beauty of Georgian Bay, Destination Wasaga is a place where people come to relax by the water or at a spa, explore the trails and streets, have fun at a concert or on a zip line, and discover a great place to stay — for a weekend, for a week, or for good.

Diverse economic opportunities, housing options, and amenities underpin Wasaga's sustainable growth, while its distinct character, natural beauty, vibrant festivals and events scene, and many recreation opportunities draw millions of visitors year-round. Destination Wasaga builds on the town's authentic beach-town legacy while creating more reasons for residents and visitors to enjoy Wasaga Beach in every season.

”





## 3.2 PRINCIPLES & GOALS

### Principle 1

## Protect, enhance, and promote Wasaga's extraordinary natural environment



### Goals

- a) Limit and manage human activities in areas of significant natural features and functions
- b) Protect the critical habitat of the Piping Plover and grow their population
- c) Provide new opportunities for people to experience the dunes, forests, wetlands, the Nottawasaga River, and Georgian Bay in ways that respect and protect them
- d) Increase the public's understanding about Wasaga's natural environment with places for interpretation and education
- e) Integrate renaturalized open spaces in waterfront parks





## Principle 2

# Recognize and celebrate the area's rich cultural heritage

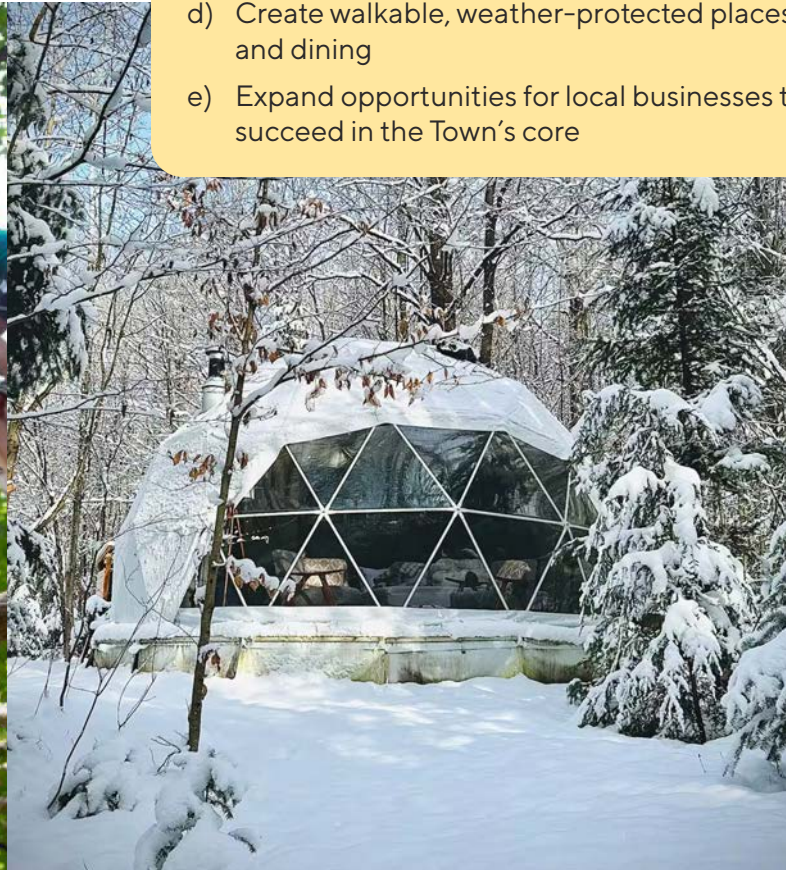
### Goals

- a) Increase the public's understanding about the region's Indigenous history with places for celebration and education
- b) Enhance the Nancy Island Historic Site and increase awareness of its significant role in Canada's early history
- c) Interpret Wasaga's history as a destination and community in elements of the public realm
- d) Restore Wasaga's historic identity as a music destination with new venues and programming
- e) Include amusements and other features that recall Wasaga's history in future development



### Principle 3

## Establish Wasaga as a unique, four-season destination



### Goals

- a) Provide a full range of hotels and other accommodations at varying price points and offering a variety of experiences
- b) Expand and promote cold weather outdoor recreation opportunities
- c) Establish new indoor facilities for entertainment and education that attract people of all ages year-round
- d) Create walkable, weather-protected places for shopping and dining
- e) Expand opportunities for local businesses to find space and succeed in the Town's core





#### Principle 4

## Expand the town's range of recreational and cultural experiences

#### Goals

- a) Build boardwalks along the beach and the river where people can walk, gather, and enjoy the waterfront in every season
- b) Work with the Province to explore opportunities to expand the provincial park as a recreation destination
- c) Provide easy and affordable access to equipment and other support for a range of recreational activities
- d) Grow the town's infrastructure and programming for sport training, competitions, and tournaments
- e) Provide flexible spaces where local artists, makers, musicians, and artisans can create, display, and share their work

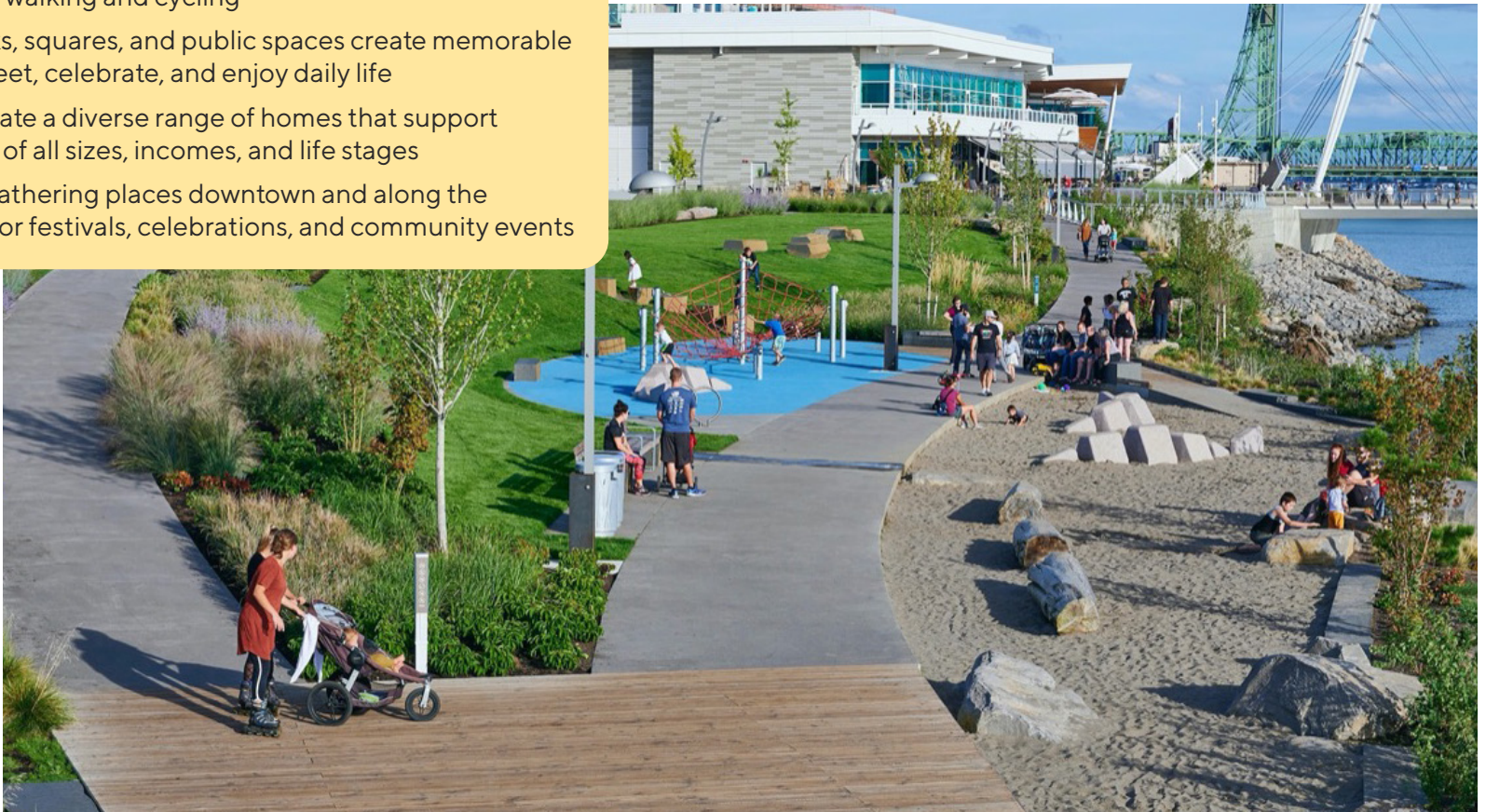


## Principle 5

# Ensure Wasaga is a welcoming, inclusive, and accessible community

### Goals

- a) Improve access to the world's longest freshwater beach for people of all abilities
- a) Establish a network of streets, trails, and paths that encourages walking and cycling
- b) Ensure parks, squares, and public spaces create memorable places to meet, celebrate, and enjoy daily life
- c) Accommodate a diverse range of homes that support households of all sizes, incomes, and life stages
- d) Build new gathering places downtown and along the waterfront for festivals, celebrations, and community events





## 4.0 BIG MOVES & FRAMEWORK PLANS

This section identifies overarching physical changes—“big moves”—for Wasaga’s core waterfront and downtown. Together, they apply the vision, principles and goals in Section 3 and provide high-level direction for the Master Plan. Framework plans for land use, the public realm, transportation and infrastructure build on these moves to guide future investments and decisions and ensure each one contributes to the vision.



## 4.1 BIG MOVES

1.

## Intensify the Main End with new anchor destinations, accommodations and amenities

The Main End has always been the centre of activity in Wasaga Beach, and the stage has been set for it to be re-created as a destination with contemporary hotels and year-round dining, shopping, entertainment, and culture.



## 2.

**Expand and extend boardwalks to support a variety of experiences and help protect natural features**

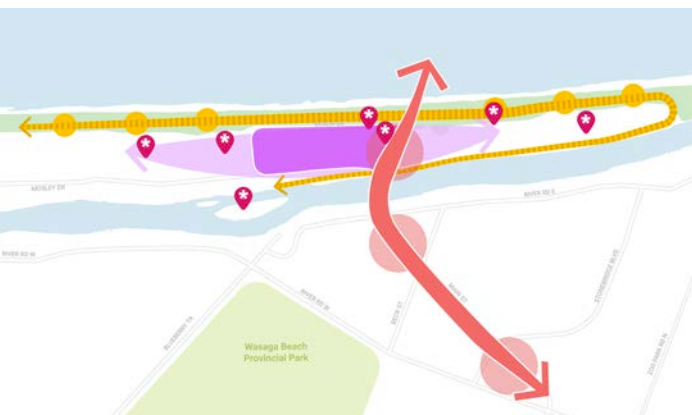
Boardwalks designed for more than strolling would allow Wasaga residents and visitors to enjoy the bay, the river, and the natural features in between in different ways while protecting dunes and wildlife habitats.



### 3.

## Create new places for fun, culture, and learning across the waterfront

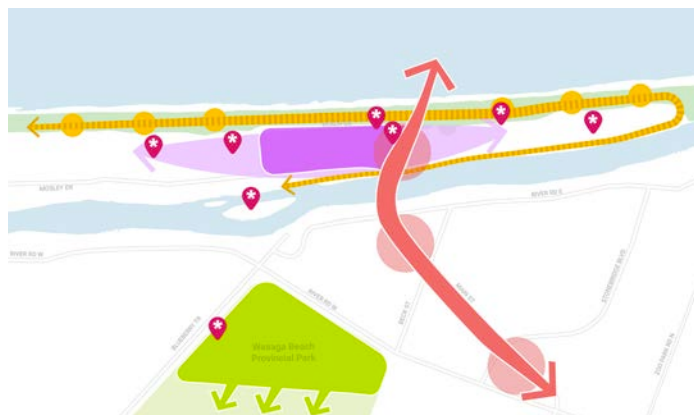
Beach Areas 1 and 2 could accommodate more recreational amenities and gathering spaces compatible with existing natural features as well as places to learn about those features.



4.

### Build up and beautify Main Street with a mix of uses to establish a true downtown

More people living along Main Street and more shops and restaurants, focused in two nodes that complement one in the Main End, will give the core year-round vitality and offer residents and visitors a more complete destination experience.



5.

### Explore opportunities to expand programming in the provincial park to make it a year-round outdoor destination and place to stay

As a recreational park and hidden gem, the 18-square-kilometre provincial park that is separate from the beachfront and south of downtown could provide a greater range of experiences in all seasons, including camping and glamping.



6.

### Establish a green “Discovery Corridor” linking a series of places that celebrate Wasaga’s natural and cultural legacies

From the provincial park to the beach, new parks on either side of the river and an enhanced Nancy Island Historic Site, linked by potential bridges and pathways, could turn a short walk into a journey through Wasaga’s history.



## 4.2 LAND USE PLAN

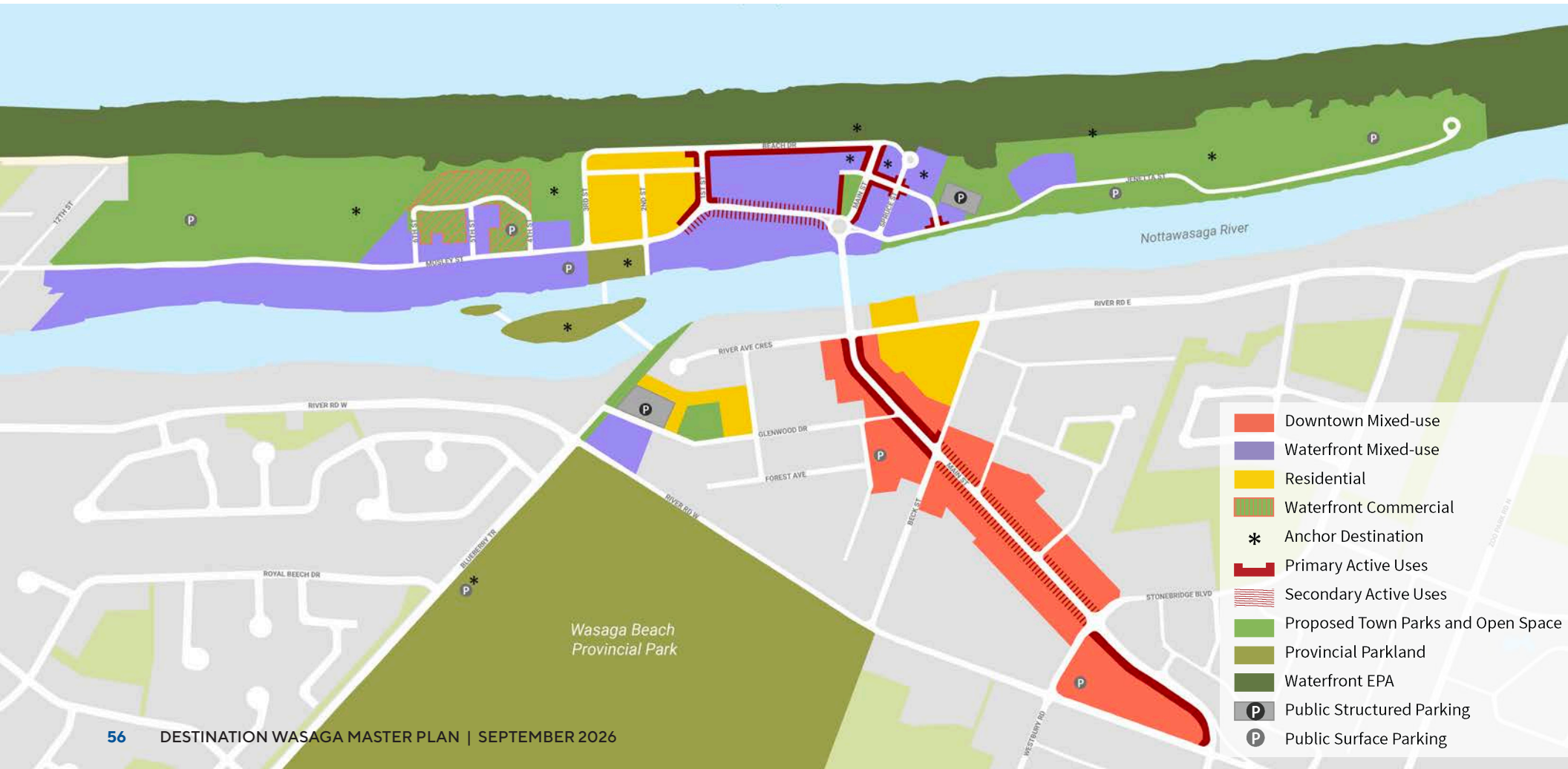
The Land Use Plan (Figure 40) focuses on the core waterfront and areas of downtown where redevelopment or other improvements are encouraged. The appropriate uses under each land use designation are described below.

### Waterfront Environmental Protection Area (EPA)

This area captures the most significant natural features and functions on the waterfront, including the critical habitat for the Piping Plover and the Area of Natural

and Scientific Interest at the end of the Point. Consistent with the Town's Official Plan, no development is permitted in the EPA other than trails, boardwalks, and conservation measures intended to help protect natural features while allowing public access to the area.

Fig 40. Land Use Plan



### Provincial Parkland

Wasaga Beach Provincial Park and the Nancy Island Historic Site are provincial lands where a range of institutional and recreational uses sensitively integrated with the natural and park landscapes will continue to be appropriate. In the provincial park, as described further in Section 6.6, a range of new recreational uses appropriate to the park's classification and its urban and natural setting are encouraged.

### Proposed Town Parks & Open Space

The proposed transfer of Beach Areas 1 and 2 to the Town presents an opportunity to enhance these areas of dunes, green space and parking as high-quality public parkland, managed by the Town as part of the broader Destination Wasaga vision. In addition to typical park uses, such as playgrounds, splash pads, sports courts, and picnic shelters, facilities for cultural programming and other community events are also appropriate uses.

### Waterfront Mixed Use

Consistent with the Big Move to intensify the Main End as the centre of Destination Wasaga, a range of commercial, institutional, and residential uses are planned in the Waterfront Mixed Use area. This area also includes private lands on either side of

Mosley Street west of 3rd Street and a small portion of former Beach Area 1, where an existing parking lot provides an opportunity for unique visitor accommodation integrated with the dune landscape. Uses catering to visitors, including hotels, motels, resorts, retail, restaurants, and entertainment, as well as community and institutional uses, are intended to be the dominant uses in the area; however, residential uses in the form of apartment and mixed-use buildings and townhouses should also be permitted.

To ensure the heart of the Main End has a lively public realm year-round, shops, restaurants, or cultural/entertainment uses should be located on the ground floor of buildings at the edges of properties identified for Primary Active Uses. On the properties identified for Secondary Active Uses, such uses should be encouraged but not required.

### Downtown Mixed Use

The range of uses permitted in the Main End should also be permitted along the Main Street corridor through downtown, the difference being that residential uses, generally in mixed-use buildings, are intended to dominate downtown and therefore should be strongly encouraged. Over time, street-related commercial and institutional uses should extend the vitality of the Main End up Main Street to at least Beck Street.

### Residential

Low-rise apartment buildings, six-plexes, four-plexes, and townhouses that bring more permanent residents to the waterfront and downtown are the most appropriate uses in areas designated Residential. Small-scale commercial uses catering to both local residents and visitors, as planned along 3rd Street, should also be permitted on the ground floor of residential buildings.

### Waterfront Commercial

This overlay designation recognizes the opportunity for Town-owned land west of 3rd Street, mostly used for parking currently, to be improved with commercial uses compatible with the park and beach setting, such as hotels, resorts, and recreation facilities.

### \* Anchor Destinations

Across the waterfront and in the provincial park, the Anchor Destination symbol identifies preferred locations for special institutional or commercial uses and unique public spaces, as described in Sections 5 and 6, intended to play a pivotal role in reinforcing and growing Wasaga as a four-season destination.



## 4.3 PUBLIC REALM PLAN

The Public Realm Plan (Figure 41) highlights the various open spaces, pedestrian connections, and streetscapes that not only provide places for residents and visitors to enjoy all of Wasaga's attractions but also are intended to establish a unifying public realm

network and a framework for future public and private developments.

### Public Beach

Wasaga's most valued public space is the beach, a portion of which is managed for

intensive public use in the warmer months, while portions of Beach Area 1 will continue to be kept natural to protect wildlife habitats, including that of the Piping Plover, and for those who prefer a natural beach.

Fig 41. Public Realm Plan



### ■ ■ Boardwalks and Pedestrian Bridge

Proposed boardwalks extending from both ends of Beach Drive and including a riverfront boardwalk with the potential to extend as far as the Nancy Island Historic Site would function as much more than pedestrian infrastructure. Outdoor living rooms and other bump-outs along the boardwalks would provide space for lounging, heritage and nature interpretation, and small gatherings in all seasons, while discouraging foot traffic on natural features.

Like the boardwalks, a proposed pedestrian bridge from downtown to Nancy Island, and potentially a pedestrian bridge at the mouth of the Nottawasaga River (not shown), would not only serve as connecting infrastructure but also as places to pause and take in the surroundings.

### ■ Proposed Town Parks

Adjacent to the beach, former provincial parkland could become Town parks with enhanced facilities, including washrooms, pavilions for shelter, playground and play elements, other recreational amenities, and parking. The existing boat ramp on the Point is intended to be improved to accommodate more trailer-able boats.

On the south side of the river, part of the Access Road right-of-way is intended to become a linear park providing views over the river and access to a proposed pedestrian bridge to Nancy Island. If Town Hall is relocated, Mills Park may be reconfigured in conjunction with potential

residential uses on the site. A small parkette adjacent to the Main Street Bridge would provide another opportunity for public access to the river.

### ■ Civic Open Spaces

As described in more detail in Sections 5 and 6, five civic spaces are planned along Main Street and its terminus on the waterfront. At River Road West, a gateway landscape feature will mark the main entrance to downtown. A small square with seating and landscaping at Stonebridge Boulevard would complement a potential civic building at this corner. On the south corner of the Main and Beck intersection, a future “village square” framed by mixed-use buildings on both sides of Main Street will reinforce the heart of downtown, providing social space and room for restaurant patios.

Larger civic spaces are planned in the Main End. Festival Square, as the name suggests, will be designed for a range of community events as well as day-to-day enjoyment. The proposed Amusement Deck, over the beach, will accommodate carnival-like rides, kiosks for seasonal vendors, and a variety of shaded and unshaded seating.

### ■ Main End Streets

The Main End streets highlighted in yellow on the Public Realm Plan will be designed for the movement of vehicles, cyclists, and pedestrians but also as public spaces that can be closed to vehicles to accommodate crowds of pedestrians at peak times of visitation and for special events. In this way,

they will effectively expand the function of adjacent open spaces and reinforce the Main End as a people place.

### ■ Mid-block Connections

Pedestrian connections, either on land conveyed to the Town or across easements, would improve connections to the beachfront from Mosley Street and from Mosley to a potential future boardwalk along the river. Similar connections through the Town Hall and former library sites, when redeveloped, would improve access to the river and, in conjunction with a proposed pedestrian bridge, to Nancy Island.

### ■ Provincial Parkland

Nancy Island Historic Site and the provincial parkland south of downtown are vital and undervalued features of the Town’s public realm, where programming improvements can play a significant role in enhancing Wasaga as a year-round destination.

### ● ● ● ● Primary Streetscapes

Streetscape improvements along the primary streets identified in Figure 41, including tree planting, other vegetation, lighting, signage, and consistent street furnishings, will be critical to unifying the various destinations in the town’s core, improving the pedestrian experience, and generally making the area more attractive. Private landscaping in front of buildings and parking lots along these streets will also help to beautify them.



## 4.4 VEHICULAR ACCESS, PARKING AND TRANSIT PLAN

Most visitors to Wasaga Beach will continue to arrive in private vehicles, and most local residents who don't live close to the core will find it most convenient to drive if they

want to enjoy any of its increasing amenities. Access to the Main End and downtown via the roads highlighted in Figure 42 is generally good and will be improved with

construction of an EA-recommended bridge over the Nottawasaga River at 18th Street (a right-of-way on the south side would connect the bridge to River Road West at the Veterans Way intersection).

**Fig 42.** Vehicular Transportation Plan



Although significant changes to the road network are not proposed, three improvements are planned:

- River Avenue Crescent is proposed to be terminated in a cul-de-sac where it meets the existing civic campus to allow for the potential redevelopment of the Town's lands for residential and public uses, if and when Town Hall is relocated.
- Jenetta Street is proposed to be reconstructed as an enhanced park road and realigned to clearly define the boundaries of future uses and separate them from a planned new parking lot.
- As highlighted on the Public Realm Plan, a proposed new "shared street" crossing Main Street and Spruce Street and terminating at Jenetta Street will improve pedestrian connectivity in the Main End and define future development sites. It may also be required for vehicular access to loading areas and private parking.

Other improvements to the road network to accommodate the additional future tourist traffic expected are not practical and would be contrary to making the waterfront and downtown pedestrian friendly. Congestion at peak times of visitation, i.e., summer weekends and when major events are held, will continue to be an unavoidable reality and something visitors will tolerate if it does not delay their arrival by too long. Nevertheless, by distributing public parking across the core, augmenting the existing transit system, and improving the active transportation network, congestion may be alleviated.

Although the Vehicular Transportation Plan focuses on access to and through the core by private vehicles and municipal buses or shuttles, it does not preclude less common transit modes that may distinguish the Destination Wasaga experience. For example, water taxis or small ferries could be used to take people between destinations along the river, from one end of the waterfront to the other. Gondolas are another mode used to traverse natural and urban areas, offering both a direct route between popular destinations and views over the landscape. Water-based and elevated transit options likely will be more viable once planned development has redefined Wasaga as a destination.

## Parking Strategy

Parking is fundamental to the success of Destination Wasaga. The proposed parking strategy maintains convenient visitor access while reducing the amount of valuable waterfront land devoted to surface parking. Through parking consolidation, improved mobility options, and demand management, the strategy supports waterfront revitalization while accommodating future growth.

## Parking Today

Wasaga Beach's waterfront areas rely heavily on surface parking lots distributed across multiple locations. According to the Master Parking Study for the Beachfront Area, there are approximately 2,850 parking spaces within proximity to Beach Areas 1 and 2. This supply includes 1,340 municipal parking spaces (off-street lots and on-street parking), 1,235 spaces within the former provincial park lands of Beach Areas 1 and 2, and 279 spaces in private parking lots.

During peak summer weekends and holidays, demand frequently approaches or exceeds available supply, particularly in preferred waterfront locations. This results in traffic congestion caused by vehicles circulating in search of parking, visitor frustration, and missed economic opportunities.



## The Overall Strategy

This master plan adopts a strategic, phased approach to parking consolidation and rationalization. Rather than accommodating future demand through additional surface parking, the strategy consolidates parking into strategically located structures while maintaining key surface lots where appropriate. This approach replaces parking displaced by redevelopment, reduces the overall land devoted to parking, and unlocks valuable waterfront properties for parks, public spaces, mixed-use development, and new visitor attractions. Parking will always be an essential component of the waterfront, but it should support, not define, the community's most valuable places. With this in mind, the strategy will be adaptive, responding to broader changes and ensuring the parking system is well managed and economically sustainable.

## Strategically Located Parking Structures

### Main End Parking Structure

A proposed 500-space parking structure positioned at the edge of the Main End would serve as an anchor facility of the parking strategy. Located at the heart of Beach Area 1, this structure would replace

many of the displaced public parking spaces distributed across multiple Town-owned surface lots, providing a reliable, year-round supply for beach-goers and other waterfront visitors. It also capitalizes on its proximity to the primary attractions that drive visitor demand, including the beach, waterfront parks, and the concentration of recreational, commercial, and entertainment uses that will define the Main End.

### Town Hall Site Parking Structure

The potential redevelopment of the existing Town Hall site could include a four-level parking structure accommodating approximately 400 spaces, strategically positioned to reduce vehicular traffic in the congested beachfront area. Access via Access Road and Glenwood Drive (which bypass the Main Street and Mosley Street corridors) will provide convenient connectivity to the broader transportation network while steering arriving traffic away from peak congestion zones.

A proposed pedestrian bridge connecting to Nancy Island would situate the structure within short walking distance of the Nancy Island Historic Site, the beach, and other Main End attractions, actively encouraging visitors to explore the destination on foot.

## Reconfiguration of Existing Lots

### Surface Parking Retention

The existing surface parking lots west of 3rd Street will largely be maintained as a stable component of the parking system for the foreseeable future. This includes the parking complex at Beach Area 2, Town-owned lots distributed throughout the area (including those located between 4th and 6th Streets and the Nancy Island Historic Site), and associated private parking areas. These lots serve an important function: they provide visitor parking for the western beach areas, support access to the Nancy Island Historic Site and associated recreational facilities, and offer convenient parking for those exploring the broader waterfront.

The strategy acknowledges, however, that selective redevelopment may occur in this area as the waterfront vision evolves. Should proposed park facilities, public amenities, or compatible commercial development impact existing parking supply, the Town will pursue a "no net loss" parking approach: any displaced spaces would be replaced through strategic expansion of adjacent existing lots, creation of new parking facilities on available public or private land, or construction of parking structures where justified by demand and location.

## Beach Area 1

Beach Area 1 contains two distinct parking areas: a smaller facility of approximately 100 spaces and a more substantial complex comprising eight individual lots, totaling approximately 700 spaces.

The smaller of the areas is proposed to be relocated to a formalized parking lot on the south side of a realigned Jenetta Street. This would preserve the parking supply needed to serve the broader Beach Area 1, free the current lot for development of other uses, and replaces displaced parking with more thoughtfully designed lot that serve community needs.

With respect to the larger parking area, the Master Plan proposes a strategic redefinition and reconfiguration that maintains the majority of the existing parking capacity while creating space for new park uses. This reorganization will provide enhanced public gathering space and accommodate dedicated boat trailer parking to serve an improved boat ramp facility, addressing water-based recreational needs while optimizing land use efficiency. Looking forward, the remaining individual parking lots within the larger area can be consolidated into a unified parking system for operational efficiencies and potentially an increase in overall parking capacity.

## Main Street Corridor Parking

The long-term vision for Main Street is a vibrant, mixed-use corridor where shops, restaurants, cafés, hotels, and new housing create an active and walkable downtown environment. To achieve this vision, parking should support redevelopment without dominating the streetscape. Rather than locating large surface parking lots along Main Street, public parking should generally be provided behind buildings or integrated into new developments where it can serve multiple uses while preserving active commercial frontages.

As redevelopment occurs, the Town should work collaboratively with private landowners to incorporate public parking into new commercial and mixed-use projects through shared parking arrangements or integrated parking facilities. This approach will increase the overall supply of visitor parking while allowing Main Street to evolve into a more attractive, pedestrian-oriented destination.

In addition, daytime parking required to support future civic uses along Main Street should also function as public parking during evenings, weekends, and peak tourism periods. This shared-use model maximizes the efficiency of the parking supply while supporting businesses, restaurants, and attractions along Main Street.

## Demand Management and Operational Strategies

The efficient management of existing and planned parking supply is as important as physical capacity expansion. A comprehensive, integrated approach to demand management will optimize visitor experience, reduce traffic congestion, and ensure the parking system supports rather than constrains the waterfront vision.

### Pricing and Incentive Strategies

Strategic pricing can serve as a powerful demand management tool, leveraging economic incentives to optimize the efficiency of the entire parking system. Rather than relying solely on supply expansion to address congestion, the Town could implement a tiered pricing structure that encourages visitors to choose parking facilities that best balance convenience and cost. Visitors parking at premium locations (i.e., closest to the beach and primary attractions) would pay higher rates reflecting the convenience and desirability of those spaces. Conversely, visitors who choose to park at strategically distributed remote facilities (e.g., the Town Hall Site structure, along the Main Street corridor, or areas beyond) would receive discounted rates that make these options economically attractive.



This differential pricing model encourages visitors to use less congested parking facilities. By distributing parking demand across multiple facilities rather than concentrating it in the congested Main End, tiered pricing reduces traffic volumes circulating through Mosley Street and the beachfront core during peak summer periods. Fewer vehicles searching for convenient spaces means less congestion, shorter travel times, and improved safety for pedestrians and cyclists. The strategy also maximizes utilization of existing and planned parking infrastructure, spreading demand more evenly and reducing the need for additional peak-capacity facilities. Revenue generated through parking pricing should be used to fund and maintain complementary transportation services and public realm improvements.

### **Shuttle Services and Active Transportation**

Remote parking is only viable if visitors have convenient, attractive alternatives to driving between parking and destinations. A dedicated shuttle service could connect public parking facilities throughout the study area (including the Main End structure, Town Hall Site facility, Beach Area 2 lots, and satellite locations) with Main Street amenities, key attractions, and the waterfront. Operating during peak visitation periods, the shuttle would provide frequent,

reliable service with convenient stops and wayfinding, making the choice to park remotely and shuttle more attractive than circulating for closer spaces. The shuttle fleet should be designed to reflect the community's sustainability values, utilizing electric or low-emission vehicles and integrated with mobile technology for real-time tracking and trip planning.

Complementing the shuttle service, the Town should invest in enhanced active transportation infrastructure, as discussed in Section 4.5, to encourage walking and cycling as primary modes between remote parking and waterfront destinations. In addition to improved bicycle facilities, pathways, and wayfinding, a bike share system (including standard bikes and cargo bikes) should also be considered.

### **Demand Monitoring and Adaptive Management**

Parking needs will evolve as the waterfront redevelops and as visitor patterns shift. A robust, data-driven monitoring program will ensure the parking system remains responsive to actual conditions rather than static assumptions. The Town should consider occupancy tracking systems across all major parking facilities, using sensors, mobile technology, or regular manual counts, to capture real-time utilization data. These metrics could be supplemented by

regular visitor surveys capturing satisfaction, parking search times, and awareness of alternative options. This comprehensive data foundation will inform strategic decisions regarding capacity adjustments, pricing modifications, and service enhancements.

Using this intelligence, the Town can pursue an adaptive management approach that responds to peak demand periods and evolving conditions. During peak summer weekends and holiday periods, temporary measures may include permitting additional on-street parking in residential areas, identifying and activating vacant public or private lands as temporary overflow facilities with shuttle service, and increasing shuttle frequency and service hour. Permanent capacity expansions, such as construction of additional parking structures or formalization of satellite lots, can be pursued when monitoring data consistently demonstrates sustained demand justifying the capital investment. This measured, evidence-based approach ensures responsible stewardship of public resources while maintaining visitor access and supporting commercial vitality. The Town should regularly report on parking system performance will be made publicly available, creating transparency and accountability while informing broader transportation and land use planning decisions.

# 4.5 ACTIVE TRANSPORTATION PLAN

Making it easier to get to and around the waterfront and downtown by walking or cycling will enhance Wasaga as a destination since most tourists enjoy exploring a place on foot or by bicycle. A more interconnected

and inviting active transportation network should also make cycling and public transit a more enticing option for local residents seeking alternatives to driving.

Fig 43. Active Transportation Plan





The Active Transportation Plan (Figure 43) highlights different types of infrastructure intended for pedestrians and/or cyclists, excluding sidewalks, which exist on at least one side of most public streets:

- Boardwalks along the beachfront and riverfront are intended primarily for pedestrians but may also accommodate slow-moving cyclists when the waterfront is less busy.
- Multi-use paths are paved, bi-directional paths intended for cyclists and pedestrians. To minimize the potential for conflicts, paths should be striped down the middle and painted to indicate directionality, speed limits for cyclists should be posted, and busy pedestrian crossing points should be clearly marked and signed.
- Bike lanes separated from vehicular lanes exist on Main Street, Stonebridge Boulevard, and River Avenue Crescent. Formal bike lanes and a sidewalk are proposed on River Road East for users of the Shore Lane Trail, which stretches across the Town's entire waterfront.

- Shared streets, described in Section 4.3, will have generous sidewalks and vehicular lanes shared with cyclists. Some of these streets may be closed to vehicles for special events, allowing pedestrians to occupy the full right-of-way; slow-moving cyclists may continue to use them or may be asked to dismount for pedestrian safety.

To further encourage walking and cycling, key streets should have street trees consistently spaced, benches and other furnishings, and bike parking where commercial uses are clustered. Ample covered bike parking should also be located near all public buildings and other anchor destinations. Wayfinding signage throughout the core should be highly visible and visually appealing.

Streets, multi-use paths, and boardwalks must meet provincial standards for universal accessibility. In addition, seasonal, removable boardwalks or mats should be located at popular access points to the beach from the Main End to allow those with mobility aids to reach the shoreline.

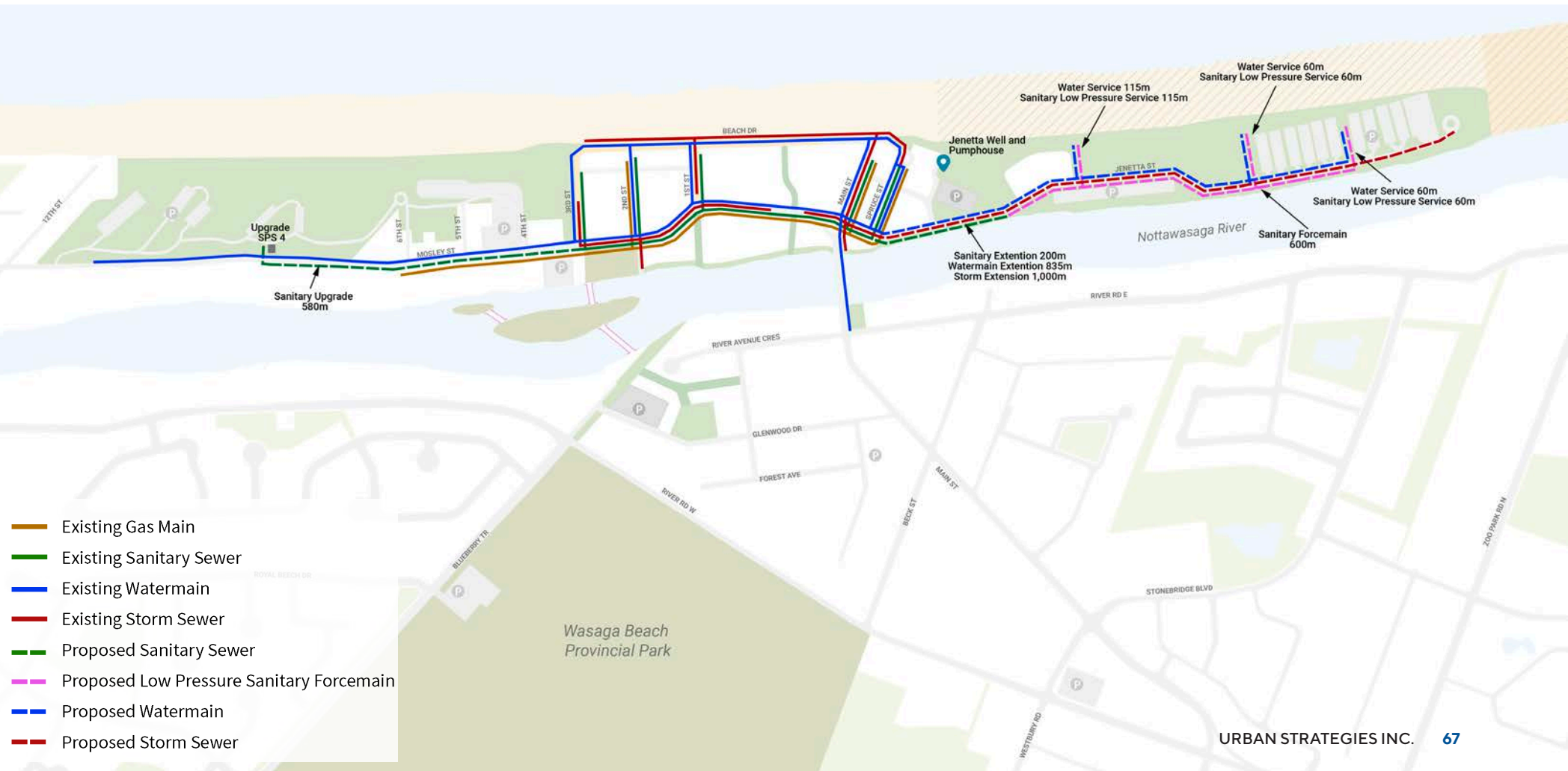
As discussed in Section 4.4, with the incremental dispersal of public parking facilities as the waterfront and downtown are intensified, improvements to the active transportation network will become more critical. In addition to the improvements described above, the Town should consider implementing a bike share system (including standard bikes and cargo bikes suitable for families and recreational equipment) to provide low-cost, flexible access to cycling, particularly for visitors arriving from remote parking facilities.

## 4.6 SERVICING PLAN

The proposed redevelopment of the Main End and improvements along the Point represent a significant intensification of land use that will require upgrades to the existing municipal servicing infrastructure. The current water, sanitary sewer, and

stormwater systems were not designed to accommodate the scale and density of planned development. Targeted improvements to these systems are essential to support the phased build-out.

**Fig 44.** Waterfront Servicing Plan





The servicing strategy has been developed in alignment with the anticipated phasing of development (see Section 8), ensuring that infrastructure upgrades are sequenced to keep pace with growing demand while managing capital costs efficiently over time.

The improvements identified address capacity deficiencies in the existing sanitary pumping and conveyance system, extend servicing to currently unserved areas, and provide the water supply infrastructure necessary to support new development, recreational facilities, and public amenities. Collectively, these upgrades form the foundational infrastructure framework upon which the redevelopment vision will be realized.

### Phase 1

- Upgrade Sewage Pumping Station (SPS) 4 capacity to 65 L/s. The required upgrades will include wet well improvements, generator replacement, pump replacement, and building upgrades. This study has not considered the forcemain from SPS 4 to 16 Street South or the downstream gravity sewer to SPS 3. Based on the Servicing of Wastewater from the Planned Development under the DDMP report produced by Ainley Group in 2017, the existing 200 mm forcemain is expected to have flows greater than 2 m/s during peak times and will likely need to be upgraded, while the downstream gravity sewer and SPS 3 have capacity to accept the increased flows.
- Upsize the existing sanitary sewer from SPS 4 to 1st Street (580 m) to 375 mm diameter to accommodate additional development flows.

### Phase 2

- Upsize the existing sanitary sewer from 1st Street to Main Street (180 m) to 375 mm diameter to accommodate additional development flows, and extend the watermain and sanitary and storm sewer along Jenetta Street (835 m, 200 m, and 1,000 m respectively) to service Festival Park and Phase 3 developments
- Install 600 m of seasonal low pressure forcemain on Jenetta Street and three moderately sized seasonal use pumps. Installing gravity sewers along the entirety of Jenetta Street is not feasible based on the existing topography.

### Phase 3

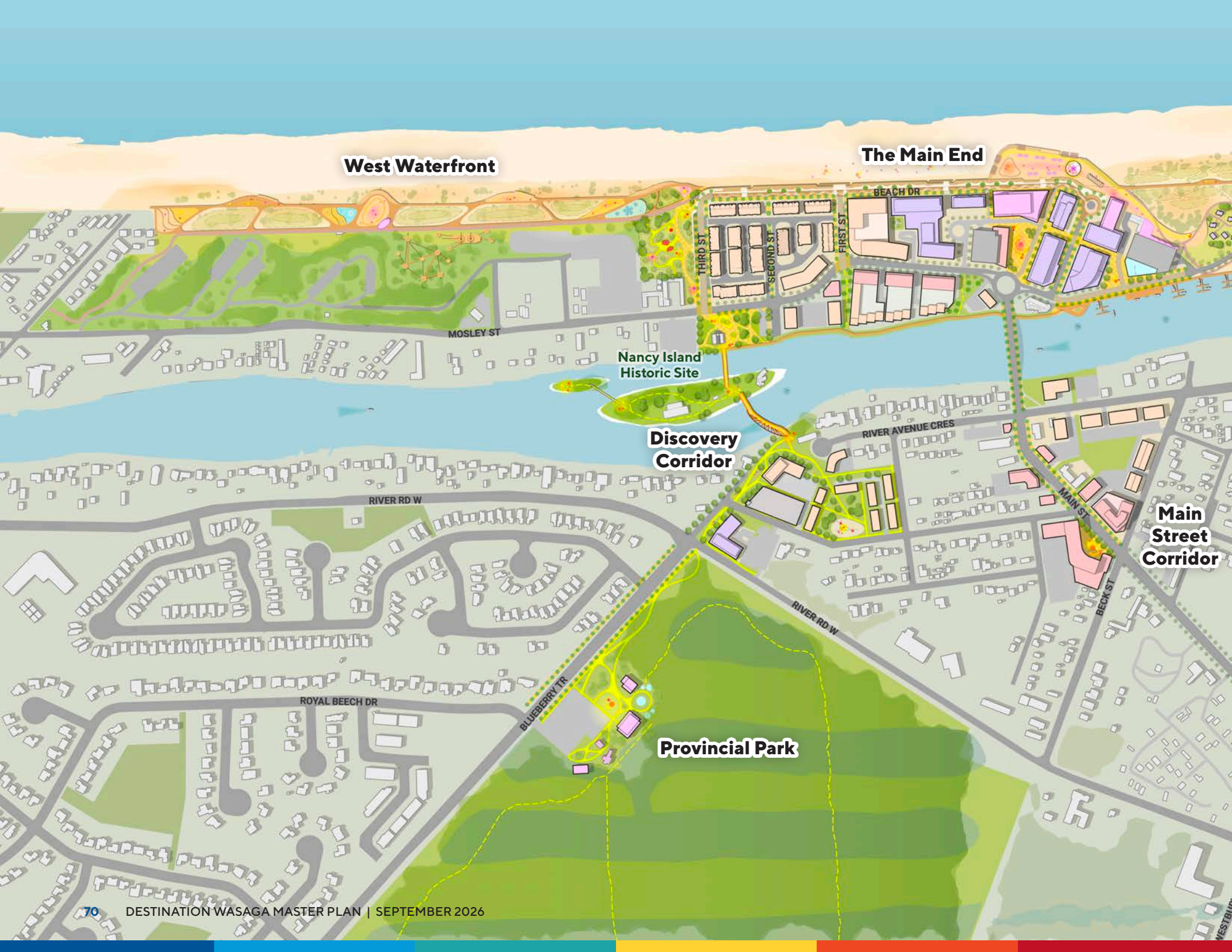
- Install watermain and low pressure forcemain services to connect to the mains on Jenetta Street (235 m each).
- Replace the Chlorine Contact Chamber connected to the Jenetta Well and Pumphouse.



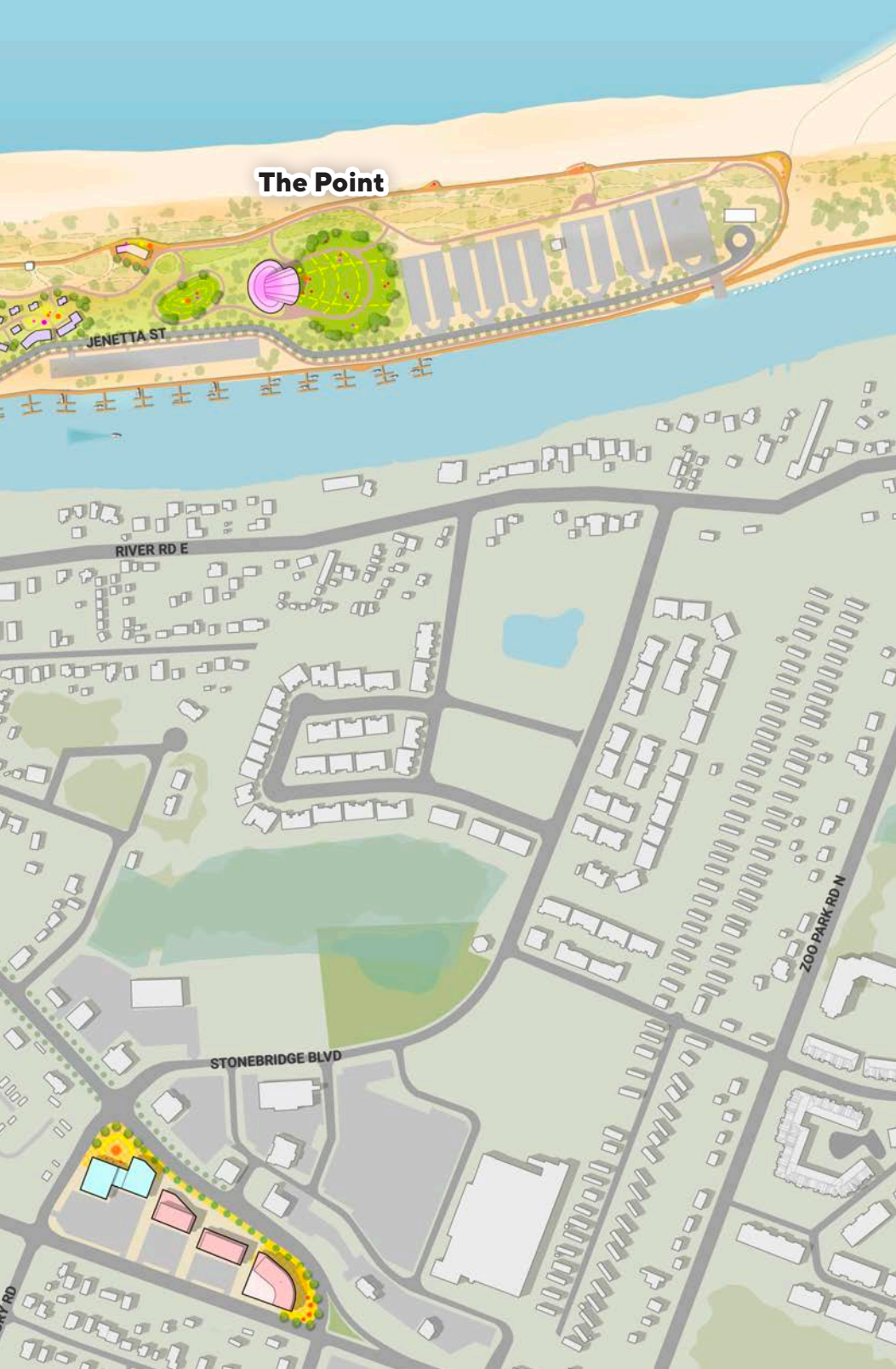
## 5.0 CONCEPT PLAN

The Concept Plan illustrated and described in this section shows the potential to transform Wasaga Beach into a more diverse, four-season destination and a more complete, sustainable community over the next 10-15 years. Guided by the Big Moves and Framework Plans in Section 4, the Concept Plan identifies a series of initiatives intended to achieve the Vision, Principles, and Goals in Section 3. While focusing on the core of Wasaga, the Concept Plan also identifies initiatives beyond the core.









The Concept Plan divides Wasaga's core into six distinct but overlapping areas, each of which plays a distinct role in Destination Wasaga.

**The Main End** – The energetic heart of Wasaga Beach, where hotels, entertainment, restaurants, shops, markets, and festivals will bring life to the streets and open spaces throughout the week and in all seasons.

**The Point** – Where ongoing environmental protection and stewardship would enhance the setting for eco-tourism and new park facilities and programming.

**West Waterfront** – A diverse landscape offering opportunities for both fun and relaxation linked by a roomy boardwalk that encourages activities in all seasons.

**Discovery Corridor** – A series of places to enjoy the natural wonders of Wasaga and learn about the region's history, cultural heritage, and ecology, connected by pedestrian bridges and pathways.

**Main Street Corridor** – A mixed-use spine and neighbourhood where clusters of commercial uses extend the vibrancy of the Main End into the heart of downtown.

**Provincial Park** – Where accommodations, new recreation opportunities, and ecological interpretation could attract more visitors seeking adventure, learning, and connection to nature in all seasons.

Each area plays a distinct role, but together they will create a destination and a community greater than the sum of their parts: a waterfront and a downtown where there is always something going on and where residents and visitors are encouraged to explore.



## 5.1 THE MAIN END



**Fig 46.** Rendering of Main End Vision

### The Vision

The Main End is the beating heart of Wasaga Beach, where the energy of the waterfront comes alive throughout the day and into the evening. Families wander between lively public spaces, beachside attractions, shops, and restaurants before making their way

onto the beach or gathering for a concert or community event. Children laugh from the amusement deck overlooking the shoreline while visitors linger over meals on patios along Beach Drive and around Festival Square. Boutique hotels, a landmark entertainment venue, and new attractions create reasons to visit well beyond the

summer months, making the Main End a destination in every season. Throughout the area, distinctive architecture, high-quality public spaces, and landscape design rooted in the character of Wasaga Beach create a waterfront experience that is authentic and memorable.





- Priority Initiatives:**
1. New Dardanella
  2. Amusement Deck
  3. Arts Hub and Market Building
  4. Games Hall
  5. Festival Square
  6. Hotels
  7. Transient Marina
  8. Parking Structure

**Fig 47.** Main End Concept Plan

# The Concept

As the historic heart of Wasaga Beach, the Main End has long been the community’s primary gathering place and the centre

of its tourism economy. It also represents the single greatest opportunity for revitalization. Significant public and private investments are already underway, including the reconstruction of Beach

Drive, Stonebridge’s new mixed-use neighbourhood, and construction of the Marriott Hotel. The Concept Plan builds on these investments to re-establish the Main End as a vibrant, year-round destination.





**Fig 48.** Rendering of the concept for the proposed Dardanella from Beach Drive

At the centre of this transformation is the proposed **Dardanella**, a contemporary reincarnation of the legendary dance hall that helped define Wasaga Beach's identity for generations. More than a performance

venue, the proposed Dardanella is envisioned as a flexible cultural destination capable of hosting concerts, theatre productions, community celebrations, conferences, weddings, and other events of all sizes throughout the year.





**Fig 49.** Rendering of the proposed Dardanella's second floor music hall looking out to Georgian Bay

The second floor of the new Dard would feature an adaptable black box for shows with their own stage backdrop while providing the option to open up one side to allow the western sky and Nottawasaga Bay to become the backdrop.

Restaurants on the ground floor and rooftop would give the Dardanella constant life, and as a landmark framed by Festival Square, Beach Drive, and Main Street, it would anchor a network of public spaces.





**Fig 50.** Rendering of the proposed Amusement Deck from Beach Drive

Expanding the Beach Drive promenade at the foot of Main Street, the proposed **Amusement Deck** would provide a platform for midway attractions, including an indoor carousel and seasonal vendors, for which Wasaga Beach was long known.

The deck would also have a variety of seating and steps down to the beach for watching people, the water, and the sunset.





**Fig 51.** Rendering of a mid-block mews

**Mid-block connections** like the mews shown above would provide sheltered spaces for some shops and restaurants, making the Main End more inviting and comfortable on cold, windy days.

The interconnected public realm would encourage residents and visitors to explore the waterfront and make new discoveries each time they come.





**Fig 52.** Rendering of the proposed Arts Hub and Market Building concept from the Amusement Deck

Across Main Street from the proposed Dardanella, the proposed **Arts Hub and Market Building** would provide studios and other production space for local and visiting

artists of all kinds. Flexible event space on the ground floor would accommodate all types of markets and other programming that supports Wasaga’s annual festivals.

Over time, the Main End will accommodate a variety of **hotels** to meet the needs of all types of visitors. Most will be in mixed-use buildings with shops and restaurants on the ground floor.





**Fig 53.** Rendering of the proposed Games Hall concept and Amusement Deck

Completing the cluster of destinations that make up the “fun zone,” the proposed **Games Hall** would be a year-round, family-oriented attraction with modern arcade games, virtual reality simulators, and table games, as well as play-and-learn areas for young children.

A proposed multi-storey **parking structure** at the eastern edge of the Main End would support its transformation by freeing up existing parking lots for new anchor destinations, hotels, amenities, and public

spaces. Recreational elements such as a climbing wall could be integrated with the structure, and other facades can become canvases for public art.



At the heart of the Main End, **Festival Square** will provide a space for community events and be enlivened day-to-day, in all seasons, by people enjoying restaurants and shops on either side of the square.

Some visitors coming for the day or longer could arrive by boat and dock at a full-service **transient marina** on the Nottawasaga River. The marina, with up to 50 slips connected to a riverfront boardwalk, would bring life to this side of the Main End.

These investments, together with ongoing projects and other public realm improvements, could establish the Main End as a unique and complete waterfront village where visitors and local residents would have many choices beyond the beach for entertainment, culture, hospitality, and relaxing. Lively public spaces, distinctive architecture, and a dynamic mix of experiences would keep people coming back, sustaining the Main End as the unmistakable heart of Wasaga Beach.



**Fig 54.** Rendering of the proposed transient marina and riverfront boardwalk



**Fig 55.** Rendering of the Festival Square concept, looking west to the proposed Dardanella







## 5.2 THE POINT



**Fig 56.** Rendering of The Point Vision, illustrating long-term opportunities

### The Vision

The Point offers a distinctly different experience from the Main End: an immersive journey into Wasaga Beach's extraordinary natural environments. Here,

recreation is woven carefully into the beach and dune landscape. Visitors wander along an elevated boardwalk through rolling sand dunes and shaded woodlands, pausing to enjoy sweeping views over Georgian Bay, watch birds along the shoreline, or learn

about one of Ontario's most significant coastal ecosystems. As evening approaches, spectators gather beneath the trees at Festival Park to enjoy a concert, while others settle into cabins at an eco-resort or stroll along a riverfront boardwalk.





- Priority Initiatives:**
1. Elevated Boardwalk
  2. Eco-Resort
  3. Eco-Centre
  4. Festival Park
  5. Upgraded Jenetta Street and Riverfront Boardwalk
  6. Boat Launch

**Fig 57.** The Point Concept Plan, illustrating long-term opportunities

## The Concept

The Point occupies a remarkable landscape, where Georgian Bay, the Nottawasaga River and coastal dunes come together to create habitat for a variety of wildlife, including a small breeding population of endangered Piping Plovers. The Point typically sees one

or two nesting pairs visit Wasaga Beach between May-August. Protecting this habitat is an important consideration in the planning and design of the area.

The Concept Plan protects and enhances significant natural features while sensitively introducing new experiences that allow people to engage with nature in different

ways and in all seasons. New attractions are carefully integrated with the existing landscape, broadening the community's tourism offering while promoting environmental stewardship. Together with the Main End, the Point becomes a defining component of a connected, diverse waterfront that balances conservation with active and passive recreation.





**Fig 58.** Rendering of the proposed Eco-Centre

A proposed **Elevated Boardwalk**, from the Main End to the edge of the ANSI at the east end of the Point and looping around to follow a new river's edge, would allow people to experience the natural environment without unnecessarily treading on it. Conceived as a conservation tool as much as a recreational amenity, the boardwalk would include outdoor rooms that provide opportunities

for interpretive stations and seating that encourages gatherings of friends and family. A complementary multi-use path looping around the Point would allow cyclists to safely access existing and new facilities.

Partway along the beachfront boardwalk, the proposed **Eco-Centre** could have displays about Wasaga's natural and cultural heritage and offer other opportunities for guided programs and environmental education.

An existing parking lot toward the south end of the Point provides a potential opportunity for a low-impact **Eco-Resort** that introduces a context-sensitive form of accommodation to Wasaga Beach. Designed to blend into the surrounding landscape through sensitive siting, modest building forms, and natural materials, these accommodations would provide immersive nature-based experiences unlike traditional beachfront hotels or cottages.





**Fig 59.** Rendering of the proposed Festival Park

Centrally located within the boardwalk loop, the proposed **Festival Park** is a flexible event space capable of accommodating concerts and festivals of varying sizes. Between events, the park could function as picnic grounds and space for passive recreation. Anchored by the Wasaga Shell performance venue, the park could accommodate the Town's larger outdoor events, complementing indoor venues elsewhere along the waterfront and expanding Wasaga Beach's capacity to host major cultural events in the warmer months.

To support the proposed changes on the Point, **Jenetta Street** could be upgraded in conjunction with construction of the riverfront boardwalk. Near the east end of Jenetta Street, a permanent **boat launch** could be built, with trailer parking accommodated.

Public and private investments on the Point will reinforce Wasaga as a unique Ontario destination. Nature-based accommodations, outdoor entertainment, educational experiences, and enhanced

public access broaden Wasaga Beach's tourism offering while ensuring the area's ecological integrity remains at the forefront of every investment. Complementing the energy of the Main End, the Point offers visitors a more immersive and restorative experience, reinforcing Wasaga Beach's identity as a destination where vibrant waterfront experiences and exceptional natural environments exist side-by-side.



At the tip of the Point is an opportunity, currently being considered, to explore three pieces of infrastructure that could strengthen Wasaga Beach as a destination while improving access, navigation and environmental conditions at the mouth of the Nottawasaga River:

- **Groynes** to help stabilize the river mouth, maintain a more reliable navigation channel and potentially support long-term habitat enhancement;
- A **seasonal marina** with approximately 250 slips, potentially expanding to 400, to respond to demonstrated demand for seasonal slips in southern Georgian Bay; and
- An **iconic pedestrian and cycling bridge** over the river mouth that would, for the first time, connect all 14 kilometres of Wasaga Beach's shoreline—creating a continuous waterfront journey from end to end while becoming a landmark destination and new place to experience Georgian Bay.

The Town has initiated pre-feasibility work to explore these ideas through an environment-first approach. Any proposed infrastructure at the river mouth would require detailed environmental, engineering and technical study, with particular attention to the Area of Natural and Scientific Interest, Piping Plover critical habitat, fish habitat and the natural processes that shape the river mouth.

The objective is not simply to limit environmental impacts, but to determine whether infrastructure can be designed to work with natural processes, protect and potentially expand or augment habitat, improve public access and produce a net environmental benefit. Federal and provincial ministries, regulatory agencies and other authorities with jurisdiction over the land and water would be engaged before detailed planning or design proceeds.



**Fig 60.** Preliminary concept plan for the tip of the Point and river mouth (subject to ongoing study)





**Fig 61.** Rendering of the potential pedestrian and cycling bridge over the mouth of the Nottawasaga River.



## 5.3 WEST WATERFRONT



**Fig 62.** Rendering of the West Waterfront Vision, illustrating long-term opportunities

### The Vision

Against the backdrop of treed dunes, an expanded boardwalk provides a platform for a variety of amenities and experiences across the West Waterfront. Locals and visitors can choose an outdoor room of their liking or take a stroll, moving from nodes of

activity to places for relaxation. A welcoming plaza at the north end with plenty of seating offers great views of the sunset and marks the transition from the lively atmosphere of the Main End to the generally calmer character of the West Waterfront. Farther west, children climb, splash, and explore in nature-inspired play spaces while their

parents watch from a shaded seating area, sipping a cold or warm beverage. A central gathering plaza accommodates seasonal vendors, small events, and wellness programming. Beyond the boardwalk, kids and adults challenge themselves on an aerial adventure course that blends with the area's many tall trees.





**Fig 63.** West Waterfront Concept Plan, illustrating long-term opportunities

## The Concept

Beach Area 2 offers an opportunity to create a fun and relaxing waterfront experience that complements the Main End. Improving the boardwalk and adding recreational facilities could reinforce the area as a popular destination for residents

while giving visitors more reasons to explore beyond the Main End and experience a quieter part of the beach. The emphasis is on everyday use through enhanced public spaces, nature-based play and family-oriented amenities that encourage people to enjoy the waterfront in every season.

The Concept Plan enhances the West Waterfront by sensitively integrating new spaces and amenities while protecting the dune landscape and valued trees within the existing parkland. Together, these improvements would create new beachfront experiences that encourage visitors to stay longer and experience more of Wasaga.



An **enhanced boardwalk** could form the backbone of the West Waterfront concept, providing a universally accessible route through the sensitive dune landscape while helping guide people along designated routes and reduce impacts on natural features. The boardwalk itself could become a sequence of destinations, with viewing platforms, sheltered seating areas and seasonal fire pits, children's play spaces and informal gathering areas offering new ways to experience the waterfront beyond the sand.

Centrally located along the boardwalk, a flexible **Community Deck** could provide a civic gathering space at the beach. Food trucks and kiosks could offer food and beverages throughout the year, with tables and seating encouraging people to stay and enjoy the waterfront. A pavilion could accommodate small concerts, weddings and community programming, with additional space for scheduled group activities.

An outdoor **Adventure Park** is proposed within the treed landscape, set back from the beach. Designed sensitively within its natural setting, potential experiences could include elevated canopy walks, aerial trekking, ziplines, climbing and a gondola connection—giving residents and visitors new ways to experience the forest and surrounding landscape.

Together, these investments would reinforce Wasaga Beach as a family destination and the West Waterfront as a community gathering place. By combining welcoming public spaces, nature-based recreation and thoughtful environmental stewardship, the area could offer more reasons to explore, play and gather throughout the year.



Fig 64. Rendering of the proposed boardwalk concept







## 5.4 DISCOVERY CORRIDOR

### The Vision

The Discovery Corridor would weave together many of Wasaga's popular destinations through a memorable sequence of public spaces, cultural attractions, and natural landscapes. The journey could begin at an enhanced Nordic Centre, where visitors would set out to explore Wasaga Beach Provincial Park before returning to relax at a proposed thermal spa or enjoy a drink by a fireplace.

From there, a walk down Blueberry Trail could lead to a linear park overlooking the Nottawasaga River and a proposed landmark pedestrian bridge to Nancy Island and onward to Beach Area 2, offering views of boating activity and the evolving Main End. Significant new investments in the Nancy Island Historic Site could result in new facilities, displays, and experiences that share the story of HMS Nancy and the War of 1812.

Every stop along the Discovery Corridor would offer fresh perspectives on Wasaga's natural and cultural history, turning a walk or bike ride into an exciting journey.



Fig 65. Rendering of Discovery Corridor Vision, illustrating long-term opportunities



## The Concept

The Discovery Corridor would be a connective spine within the overall Concept Plan. While Wasaga Beach already possesses an extraordinary collection of cultural, recreational, and natural assets, many of them function independently. The Discovery Corridor would physically and experientially connect several distinct places through a continuous network of high-quality public spaces, trails, and other pedestrian connections that encourage visitors to explore more than one destination.

By linking Wasaga Beach Provincial Park, the Nordic Centre, Green Pier Park, Nancy Island Historic Site, the Cultural Park, and the beach, the Discovery Corridor would create a seamless visitor experience where every destination reinforces the next. The result is a waterfront that encourages longer stays, supports year-round visitation, and transforms movement between destinations into a memorable experience. The Discovery Corridor would also play a key role in the mobility and parking strategy for Wasaga's core, providing an active transportation connection between a future parking facility on the current Town Hall lands and the waterfront.



Fig 66. Discovery Corridor Concept Plan





**Fig 67.** Rendering of the proposed pedestrian bridge concept

At the south end of the Discovery Corridor, a proposed **enhanced Nordic Centre** could establish a welcoming gateway to Wasaga Beach Provincial Park and the extensive trail network beyond. Building on its existing role as a destination for skiing, hiking, and other outdoor recreation, the centre could act as a year-round hub offering expanded

services and amenities, wellness facilities and experiences, and new opportunities to connect with nature.

**Green Pier Park** would provide places to sit and enjoy the river and could also be a landing point for the proposed **pedestrian bridge to Nancy Island**. More than a piece

of infrastructure, the proposed bridge would become one of Wasaga Beach's defining public spaces and a destination. Its distinctive architecture would announce arrival at the waterfront and allow people to pause as they cross to take in the views up and down the river.





**Fig 68.** Rendering of the proposed Culture Park concept, subject to Indigenous engagement and partnership discussions

Revitalization of the **Nancy Island Historic Site** will reinforce it as the Discovery Corridor’s centrepiece and a premier year-round destination. Refurbished buildings, a new museum building, and landscape improvements would celebrate the nationally significant story of HMS

Nancy and the War of 1812 while expanding the site’s potential for education, other programming, and community events.

In the proposed **Culture Park**, dunes, vegetation, and pathways would provide the setting for public art, Indigenous

place-keeping, nature-based play, cultural programming, and passive enjoyment. The park’s natural and cultural elements would come together to create an enriching and fun destination on the waterfront.





**Fig 69.** Proposed boardwalk where the proposed Culture Park meets the West Waterfront

The broader Discovery Corridor also creates an opportunity, through meaningful engagement with Indigenous communities, to recognize and interpret the much longer history of the Nottawasaga River and surrounding landscape as a place of Indigenous travel, gathering, cultural exchange and connection to land and water.



# 5.5 MAIN STREET CORRIDOR



**Fig 70.** Rendering of the proposed Village Square mixed-use anchor development

## The Vision

Main Street has begun its evolution into a vibrant, mixed-use street with the characteristics of a traditional main street. New homes above shops and restaurants bring more people downtown to live, support local businesses, and contribute

to lively streetscapes. Residents meet friends for dinner on a patio overlooking Village Square, shop for things they can't find elsewhere in town, or simply enjoy a stroll beneath an expanding tree canopy. Attractive streetscapes, parking tucked behind or at the side of buildings, and

new housing encouraging "eyes on the street" make Main Street feel comfortable and inviting for people of all ages. At the eastern gateway to downtown, civic and mixed-use buildings and landscaped plazas signal to visitors they have arrived at Destination Wasaga.



## The Concept

Intensifying Main Street with a mix of uses and making it pedestrian-friendly will be a gradual process that unfolds over many years through redevelopment of key sites and ongoing public investment. Focusing on desired change over the next decade, the Concept Plan highlights two mixed-use nodes where developments in the near term would help catalyze broader change and demonstrate the type of development envisioned elsewhere on Main Street.

West of Beck Street, **Village Square** will become the heart of a new mixed-use neighbourhood, framed by six-storey buildings with apartments above shops and restaurants. The square will provide an intimate gathering place where people can enjoy a coffee, beer, or meal on a patio, or simply relax on a comfortable bench under a tree.

Together, the **anchor mixed-use developments** framing the square will establish precedents for future development along Main Street, demonstrating through their massing, articulation, and materials how higher-density housing can contribute to an attractive streetscape and a distinct Wasaga identity.



Fig 71. Main Street Corridor Concept Plan

West of Village Square, where the size and shapes of lots along Main Street vary widely, the Concept Plan anticipates modest mixed-use and commercial buildings nestled among existing development. Distinctive facades and landscaping in front of buildings would contribute to Wasaga's small-town feel, and a broader mix of retail offerings could make this stretch of Main Street an extension of the Main End or its own destination.

At the west end of Main Street, the **Civic Gateway** could cluster institutional, residential, and commercial uses to mark the entrance to downtown and complement Stonebridge Centre. A plaza with iconic signage and colourful landscaping at the River Road West and Main Street intersection would reinforce the gateway and set the tone for the experiences visitors and residents can expect as they approach the beach and other destinations. A second plaza at the west end of the block would provide an intimate space to hang out and enjoy take-out from one of the nearby establishments.



Fig 72. Mixed-use building in Westbrook Village, Vancouver



Fig 73. Beach towns like Toffino can have a varied character and still be charming and walkable.



## 5.6 PROVINCIAL PARK

### The Vision

The expansive provincial park on the south side of town could grow as a destination for year-round adventure, learning and connection to nature. Working with the Province, new experiences—from a forest skate trail and tree-top trekking to camping, wellness and ecological interpretation—could give residents and visitors more ways to enjoy the landscape in every season.

A wider range of accommodations could create new opportunities to become immersed in nature. Access improvements and new facilities could invite visitors to Monument Hill to take in panoramic views and zip-line across the parabolic dunes or the oxbows of the Nottawasaga River, with Georgian Bay and the Niagara Escarpment on the horizon. A potential visitor centre could help introduce the park's natural and cultural features to the public, while an enhanced Nordic and Trails Centre could anchor the north end of the park with expanded food services, equipment rentals and other amenities.

### The Concept

Wasaga Beach is best known for the world's longest freshwater beach, yet one of its most extraordinary assets lies just south of the Nottawasaga River. Tucked behind the Town's iconic 14-kilometre shoreline is approximately 18 square kilometres of forests, dunes, wetlands and trails that remain largely unknown and under-leveraged as part of the destination and visitor experience.

Already a four-season recreation destination, Wasaga Beach Provincial Park features an extensive network of trails for hiking, cycling, skiing and snowshoeing, along with landmarks such as Monument Hill, which offers sweeping views across the landscape toward Georgian Bay.

The Concept Plan recognizes the provincial park's extraordinary natural features and functions as fundamental to Wasaga Beach's identity, and their protection as critical to strengthening Destination Wasaga. At the same time, the Town would

like to work with the Province to explore how thoughtful investment in this recreation-class park could create more reasons to visit, stay longer and return to Wasaga Beach in every season.

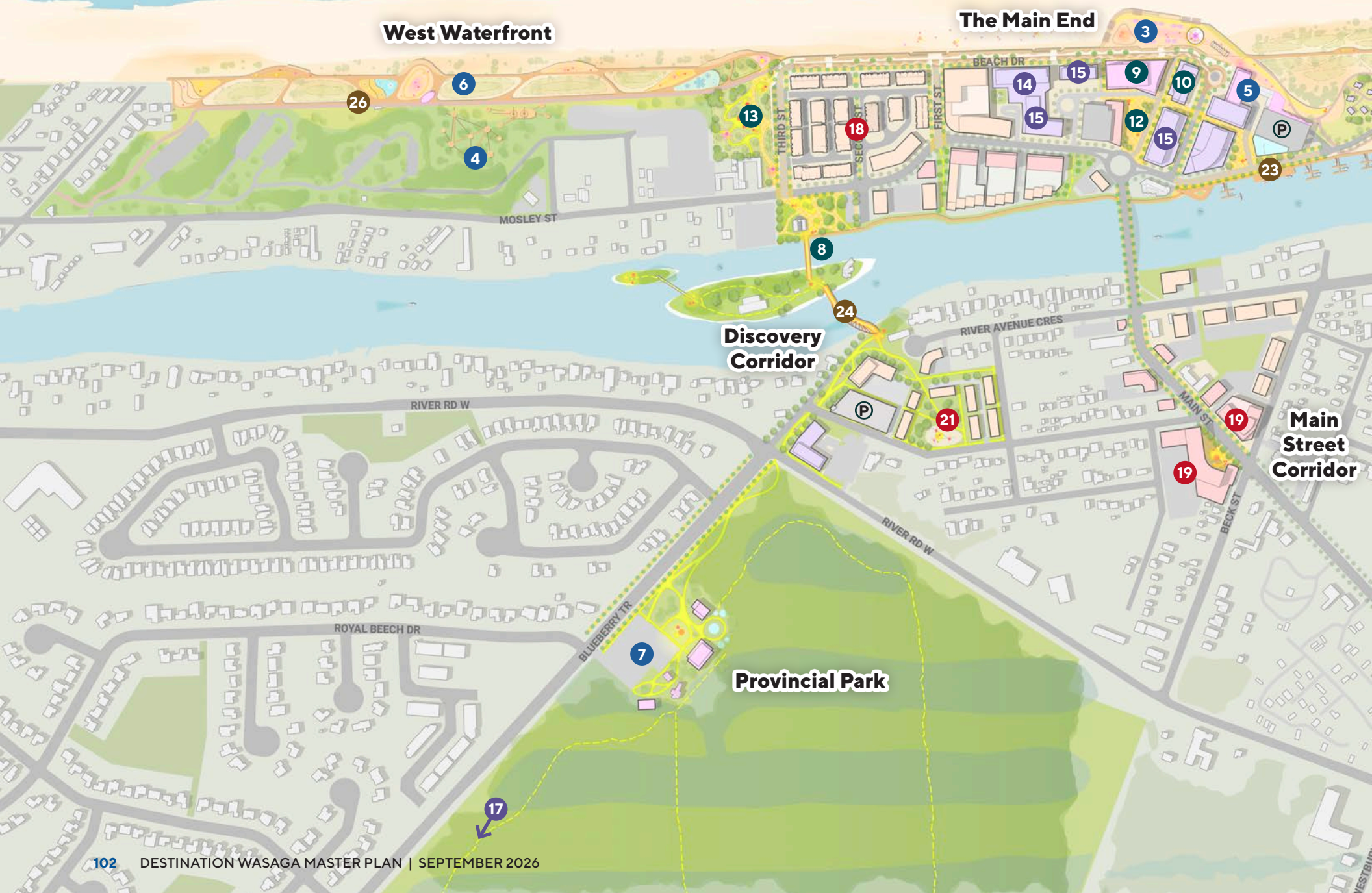
These are some of the conceptual ideas that could be explored with the Province to expand the role of the park and the town as a destination:

- An enhanced Nordic Centre with more amenities for skiers and hikers, including food services, lounge spaces and equipment rentals;
- Permanent or seasonal wellness facilities, such as a spa or saunas;
- Drive-in, hike-in, paddle-in and ski-in campsites, including shelters for year-round glamping;
- An adventure park sensitively integrated with the forest environment, with tree-top trekking and a zipline;
- A skate trail;
- An observation tower; and
- Stations and other facilities for interpretive displays and environmental education.

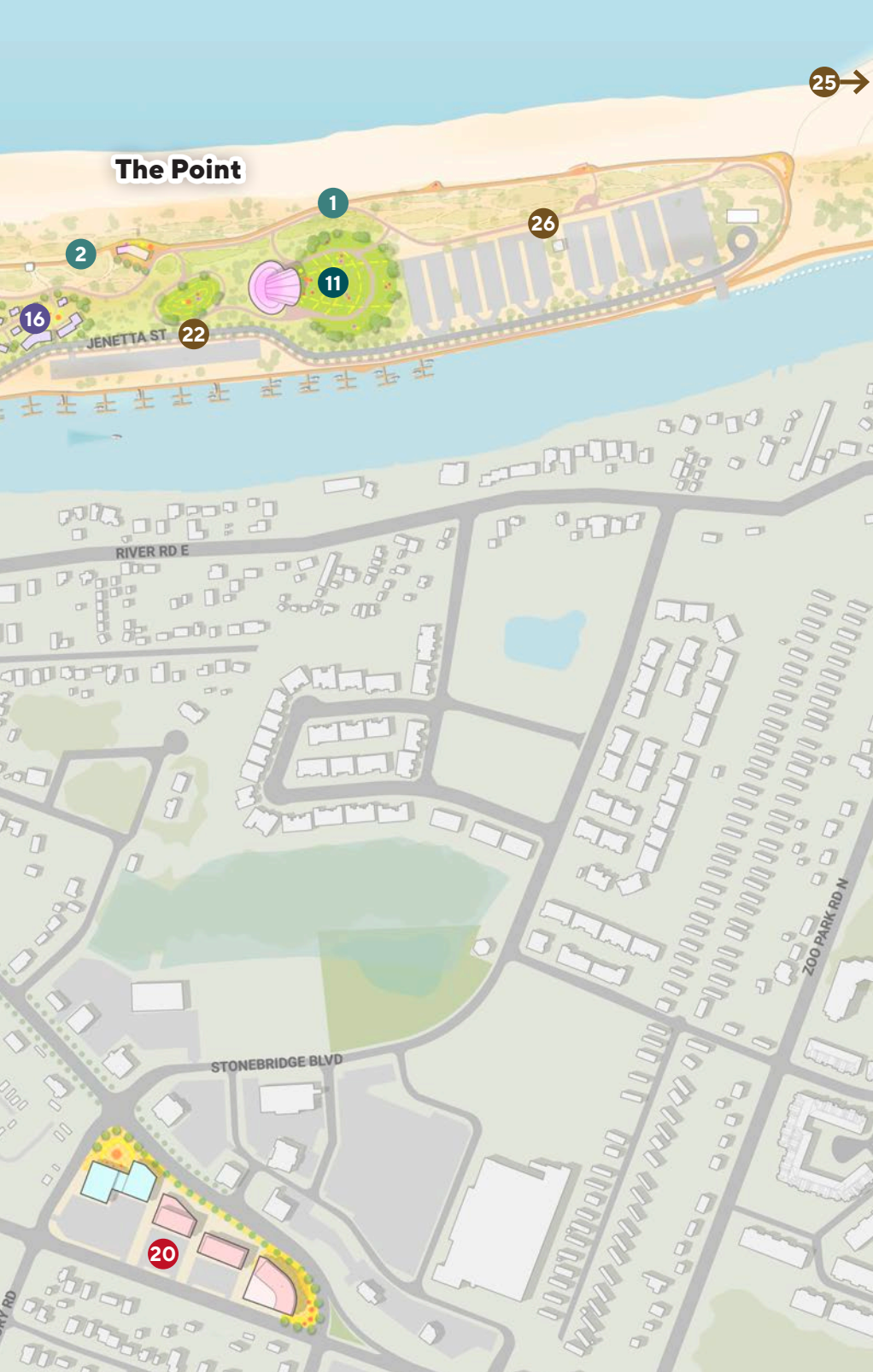




# 5.7 OVERALL CORE CONCEPT PLAN







## The Concept Plan by Theme

### Places to Protect

- 1 Point Boardwalk
- 2 Eco-Centre

### Places to Play

- 3 Amusement Deck
- 4 Adventure Parks
- 5 Games Hall
- 6 West Waterfront Boardwalk
- 7 Enhanced Nordic Centre

### Places for Culture and Entertainment

- 8 Nancy Island Historic Site
- 9 New Dardanella
- 10 Arts Hub and Market
- 11 Festival Park
- 12 Festival Square
- 13 Culture Park

### Places to Stay

- 14 Marriott Resort Hotel
- 15 Other Main End Hotels
- 16 Eco-Resort
- 17 Camping and Glamping

### Places to Live

- 18 Stonebridge Neighbourhood
- 19 Village Square
- 20 Civic Gateway
- 21 Town Hall Site Redevelopment

### Connecting Places

- 22 New Jenetta Street
- 23 Transient Marina
- 24 Nancy Island Pedestrian Bridge and Green Pier Park
- 25 Potential Seasonal Marina and Pedestrian Bridge
- 26 Bike Paths

Fig 75. Overall Core Concept Plan



## The Concept Plan by the Numbers



**4.5**  
kilometres  
of proposed  
boardwalk



**3.2**  
kilometres of new  
bike paths



**800+**  
hotel and resort  
rooms



**850+**  
apartments and  
townhouses



**600–800**  
capacity of the  
proposed  
Dardanella



**850**  
spaces in proposed  
parking structures



**~250ha**  
of existing and  
proposed waterfront  
parkland



**7**  
destinations along  
the Discovery  
Corridor



**13,000sm**  
space for new shops  
and restaurants



**10,000**

capacity of the  
proposed Festival  
Park amphitheatre



**100**

percentage of Piping  
Plover critical habitat  
to be protected



**250-400**

slips in the potential  
seasonal marina



**30-50**

slips in the  
proposed transient  
marina



## 5.8 CONNECTIONS

The Concept Plan focuses on Wasaga's core waterfront and downtown area since it is the centre of the town's tourism economy and needs much investment to create a four-season destination and more complete community. How residents and visitors access the core and other destinations is also an important consideration, as is the experience of visitors when they arrive in Wasaga.

Although not illustrated in the Concept Plan, the supporting initiatives and proposals summarized below and described in more detail in Section 6 are key components of the overall Destination Wasaga Master Plan.

### Road Network

The journey to a destination is an important part of the visitor experience. Safe, efficient, and attractive streets not only improve mobility but also shape first impressions and influence how people experience a community. As Wasaga Beach continues to grow, strategic transportation investments will play an important role in improving access to downtown and the waterfront while supporting redevelopment and enhancing the public realm.

The Master Plan reinforces previously identified transportation initiatives, including the proposed 18th Street Bridge and the reconstruction of Mosley Street between Main Street and 3rd Street. These projects will improve traffic circulation, reduce congestion, create safer and more comfortable environments for pedestrians and cyclists, and establish attractive streetscapes that support new investment and strengthen the overall visitor experience.

### Active Transportation Network

Many towns and cities have significantly improved their network of cycling routes to make destinations more accessible without driving and generally support sustainability and a high quality of life for residents. In addition, cycling has become one of the fastest-growing forms of outdoor recreation and tourism, with travelers increasingly seeking destinations that offer safe, connected, and memorable cycling experiences. Wasaga Beach is well positioned to capitalize on this trend through its central location within Simcoe County's and the Georgian Bay region's growing network of cycling routes and trails.

Connections from Wasaga to regional cycling routes are not always direct, and navigating through Wasaga Beach itself can be challenging due to fragmented and indirect local routes. The Master Plan proposes a series of improvements to Shore Lane Trail to create a continuous cross-town cycling route that makes it easier to access the Town's core from the west and east and generally improves connectivity. The improvements will also encourage visitors to experience more of Wasaga Beach. Improved connections to regional bike routes are also proposed.

## Gateways & Approaches

For a tourist destination like Wasaga Beach, attractive gateways and approaches communicate a strong sense of arrival, reinforce community identity, and build anticipation for the experiences ahead.

The town's main routes of arrival from the east and west, River Road West and Mosley Street, respectively, would benefit from beautification through tree planting and other landscaping adjacent to development and improved signage/wayfinding. Buildings and commercial signage along these routes should be held to a high standard of design. The look of buildings, parking lots, and streetscaping along the main roads into town can contribute to community pride and a memorable, welcoming environment.



**Fig 76.** Simcoe County has several scenic cycling routes.



**Fig 77.** Niagara-on-the-Lake recently improved Niagara Stone Road, one of its main entry roads, with sidewalks, decorative light standards, trees, and furnishings.





## 6.0 PROPOSED PRIORITY INITIATIVES

The transformation of Wasaga's core to make the town more complete as a year-round destination and community will entail the ongoing pursuit and coordination of many initiatives—infrastructure upgrades, public realm improvements, and both private and public development projects. This section further describes the initiatives introduced in Section 5 and provides directions for their design and implementation.



# 6.1 THE MAIN END

## Proposed Priority Initiatives



- 1 Build the **New Dardanella** overlooking the bay
- 2 Build a **Public Parking Structure** to serve destinations in the Main End
- 3 Design **Festival Square** as a flexible gathering space for events and day-to-day activities
- 4 Create an **Arts Hub** with flexible space for community programming as part of a larger redevelopment with a hotel
- 5 Build an **Amusement Deck** with an indoor carousel, other rides, vendors, and steps to watch the sunset
- 6 Pursue a **Games Hall** for family-oriented fun in conjunction with a new hotel
- 7 Build a **Transient Marina** along the river with slips and amenities for visiting boaters



## 6.1.1 New Dardanella

Built in 1919, the original Dardanella played a significant role in establishing Wasaga Beach as an entertainment destination. In the 1920s, 30s and 40s, it was a popular dance hall that hosted all the big bands of the time. In the 1950s, it was expanded and altered to accommodate a bowling alley, soda bar, lunch counter, tea room, and beauty parlour. In the latter decades of the 20th century, it was a popular venue for rock concerts and operated as a nightclub.

The old Dard provides inspiration for the proposed new Dardanella—a multi-purpose concert venue and events centre overlooking the beach, with bars, restaurants, and other businesses. The new Dard would reinforce and grow Wasaga as a music destination while providing the Town with a facility that can accommodate all types of performances and private events and includes leasable spaces for commercial uses. Designed for adaptability and engagement with its surroundings, the new Dard would have the flexibility to host a wide range of programs and activities, from music concerts and theatre performances to weddings, business meetings, and conventions.

As a high-priority project, the new Dard would also intended to establish a striking architectural landmark on the waterfront, a building that joins ongoing developments in highlighting the start of Wasaga's new era as a place and a destination.



Fig 78. Rendering of the proposed Dardanella: View from Main Street





**Fig 79.** Rendering of the proposed Dardanella: View from Beach Drive



## Guidelines: Uses

The ground floor should contain uses that help to enliven the surrounding public spaces: shops and restaurants along Beach Drive; a box office and lobby on the south side; and a transparent public “living room” oriented to Festival Square, Main Street, and Beach Drive. Complementing Festival Square, the living room should welcome residents and visitors, telling stories of Wasaga’s history, accommodating community events, and providing a warm space to enjoy the beachfront on cold days.

The second floor should be dedicated to performance and other event space. A black box for concerts and theatre, with a minimum capacity of 600 seated spectators, should have the flexibility to open on one side for views to the bay. Space over the public living room below should look out over the beach and Festival Square and be adaptable to a range of events, including weddings, meetings, and intimate concerts. Like the old Dard, a second-floor patio on the west side should allow uses and people to spill out to enjoy the views.

The third floor should accommodate a destination restaurant with a generous rooftop terrace. The restaurant will make the building a place to gather even when no event is taking place.

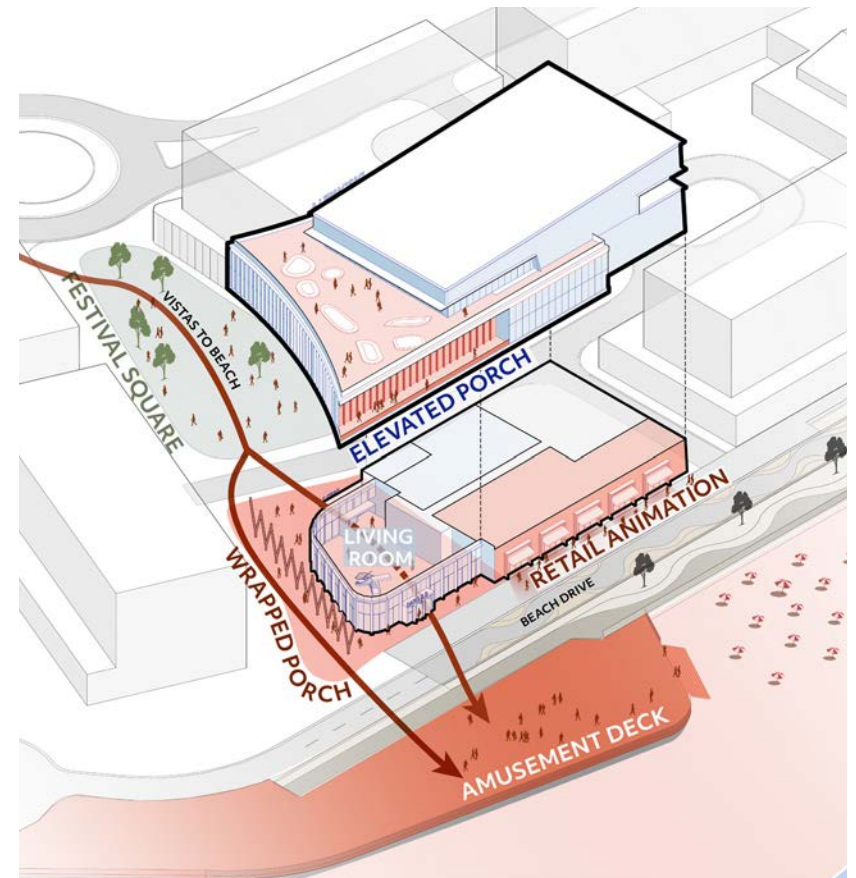


Fig 80. Dardanella Program Diagram (Conceptual)

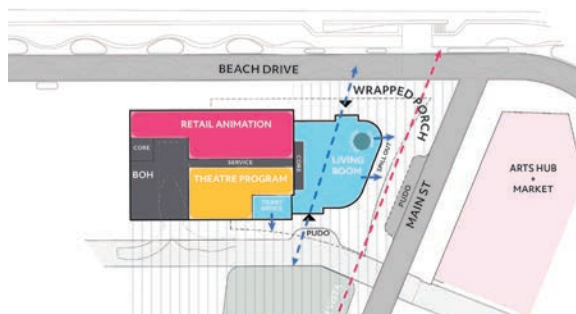


Fig 81. First Floor Plan



Fig 82. Second Floor Plan

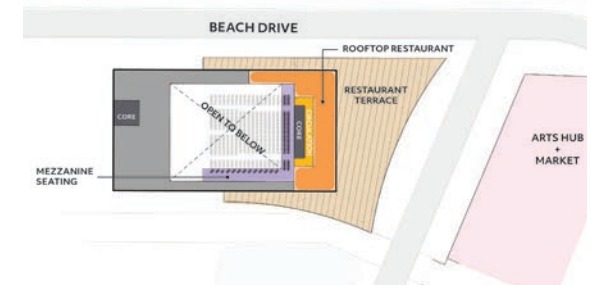


Fig 83. Third Floor Plan



**Fig 84.** Rendering of the proposed Dardanella: View from Festival Square

### Guidelines: Design Approach and Massing

The design of the proposed Dardanella should reflect the three strata that defined the original Dard:

- A ground plane with frontages that are permeable, accessible and animated;
- A second floor that extends the ground floor animation and leverages the grand vistas to the bay; and
- A distinctive roof line.

The ground floor should be set back from Main Street to create a generous overhang “porch” that will provide shelter and protection in inclement weather while maintaining views of the water from Festival Square. The second-floor volume should reach out towards Festival Square and Main Street; curves should be considered to reflect a softer and more dynamic view of the structure. With the second floor programming, massing, and transparency intended to draw attention, the roofline should be kept simple but not flat in response.





**Fig 85.** Rendering of the proposed Dardanella: Interior View

### Guidelines: Materiality

The building's material, tone, and palette should be inspired by the vernacular of many historic North American coastal towns, defined by wooden slats, shiplap shingles, and warm metal. This tactile texture can be created using robust and contemporary material, such as stone and fiber cement panels with coloured metal.

The building's interior should be warm, intimate, and accessible. Wood should be used for both finishes and as structure. From the beach and the bay at night, the building should emit a warm glow.

### Forecasted Events

Based on an analysis of competitive venues in Central Ontario and the advantages of the proposed Dardanella, it is forecast to host 68 live performance events, 53 meetings and conferences, and 40 social events, attracting 38,600 attendees, generating an estimated \$2.5 million in topline revenue in its first year of operation (projected to be 2029). The forecast increases to 214 events, attracting 52,300 attendees, and upwards of \$3.7 million by 2033. Rent revenue from the proposed restaurant and other commercial spaces should offset any operational subsidies the facility may require, which are common for such venues. Regardless, the significant economic spin-offs of the Dardanella are expected to make any subsidies worthwhile.



**Fig 86.** Rendering of the proposed Dardanella: View from Georgian Bay

## Implementation

Unlike the old Dardanella, the proposed new Dard would be a public building owned by the Town and managed by either the Town or a commercial partner. It would be a provincially significant facility considered fundamental to attracting visitors to Wasaga year-round and enhancing the larger southern Georgian Bay region. As such, it would require significant funding from the Province and potentially the federal government, and philanthropists should be encouraged to contribute to its construction. As a first step, the Town should undertake a feasibility study to confirm the viability of such a facility.

The Town may wish to both own and operate the proposed Dard, hiring a management team for the latter. This may be necessary in the facility's early years, as it establishes itself in the Ontario entertainment market and becomes profitable. At any stage, the Town may wish to partner with a commercial operator with proven experience successfully running comparable concert venues. In this scenario, the Town may wish to retain control of the smaller event facilities in the building to maintain programming flexibility.



## 6.1.2 Public Park-and-Play Structure

A multi-storey public parking structure close to the planned fun zone in the Main End would be critical to its revitalization and long-term economic development since it would free up land for anchor destinations, hotels, and other uses. A seven-level parking structure accommodating a minimum of 500 spaces is proposed immediately east of the existing Jenetta Well and Pumphouse and washroom building at the east edge of the Main End. In this location, the structure would serve multiple destinations within the Main End and on the Point, allowing the heart of the Main End to evolve as a vibrant, pedestrian-oriented district.

The proposed location is immediately accessible to arriving motorists, minimizing circuitous navigation, and providing direct pedestrian access to the beach and major attractions, enabling the “park once” model that reduces continued vehicular circulation.

### Guidelines

As a building, the parking structure should accommodate more than parking spaces and be designed by an architect. The west corner should be built as an observation tower accessible by elevator and stairs, from which the public can enjoy views in all directions. The north façade should be designed to accommodate a climbing wall, built either with the structure or added later. To mitigate its visual impact, the other facades should be screened with metal architectural panels with a distinctive treatment or on which public art can be installed, such as a mural. Locating the first level of the structure fully or partially below grade would also help to reduce its perceived mass.

The potential for a future building to serve a transient marina in the river to abut the parking structure on the south side should be considered in its design.

### Implementation

The proposed parking structure is essential to achieving the vision for the Main End since it would unlock existing parking lots for higher and better uses. Given the significant role the structure would play in transforming the waterfront as a destination, provincial funding in the form of a grant or loan should be sought for its design and construction. Alternatively, if revenues are projected to be sufficient and depending on the Town’s debt capacity, it may be possible for the Town to borrow funds to cover the capital costs, paying them back from parking revenues and the indirect impacts from development of existing parking lots.



**Fig 87.** Proposed Park-and-Play Structure Concept Plan



**Fig 88.** Proposed Park-and-Play Structure Rendering



## 6.1.3 Festival Square

As the Main End intensifies with new buildings accommodating a range of destination uses, it will need a gathering space to accommodate community events and define the waterfront's civic heart. Festival Square, adjacent to Main Street and

the proposed new Dardanella, will support existing and new festivals and other events throughout the year. Framed by buildings with restaurants, shops, and other active uses on the ground floor, the square will be lively throughout the week and in all

seasons. Sheltered from the harsh winds that often blow across Georgian Bay, the square's microclimate much of the year will be conducive to restaurant patios and regular cultural programming.



Fig 89. Rendering of Festival Square



By creating a memorable public space set within the renewed Main End, Festival Square will help shift the waterfront from primarily a beach destination to a more diverse, walkable, and complete place. Complementing the more open spaces of Beach Drive and the Amusement Deck, and linked to them via Main Street, the square will be both a departure point and place of arrival for those exploring the shops, restaurants, and other attractions on the waterfront. To support larger events, the square will effectively be expanded when Main Street is closed to vehicles.

The success of Festival Square depends substantially on being enclosed by pedestrian-scale buildings with active uses at grade. Depending on the timing of surrounding development, the Town should consider installing temporary structures suitable for seasonal and event vendors. Small pavilions or shed structures accommodating food vendors, cafés, local retailers, visitor information, or community uses will help create a sense of enclosure, enliven the public realm, and establish Festival Square as a destination until the adjacent lands are fully redeveloped.



Fig 90. Festival Square Concept Plan



## Guidelines

- Festival Square should be framed by active uses on all sides to enliven it throughout the day and into the evening. Restaurants, cafés, shops, and cultural or visitor-serving uses should be encouraged to spill onto the square through patios, displays, seating, and seasonal activations.
- Along the west edge, planters, street furniture, and patio zones should create an attractive and comfortable frontage for retail and restaurant uses. This edge should support slower movement, outdoor dining, window shopping, and informal gathering.
- The centre of the square should remain open and flexible to accommodate a range of events and activities, including market stalls, small stages, and seasonal installations. Servicing requirements for events, such as power, lighting, water supply, tent/canopy tie-downs, and space for temporary infrastructure, should be considered as part of the design.
- The interface with Main Street should mark the transition into

Festival Square through lighting, shade structures, paving treatments, and low landscape elements, while remaining highly permeable. During larger events, the square and Main Street should be able to function as one continuous, pedestrian-oriented public space.

- In terms of paving materials, colour palette, street furniture, and curbs, the design of Festival Square should be consistent with the surrounding public realm, including Main Street and other new connections within the Main End.
- Removable or retractable bollards should be provided to allow for street closures while ensuring the edge of the square is well defined when Main Street is open.
- The square should be designed for year-round comfort, with particular attention to wind, sun, shade, and winter use. Opportunities for seasonal lighting, warming elements, durable seating, and weather-protected edges should be explored to ensure Festival Square remains inviting beyond the summer months.

## Implementation

It is anticipated Festival Square will be built as part of the second phase of the Sunray Group development, expected to include a second hotel, private parking structure, and retail space fronting Festival Square. The landscape architect for the square should be selected through a competitive RFP process. The square will be owned and programmed by the Town.

## 6.1.4 Arts Hub and Hotel

A vibrant waterfront depends on more than hotels, restaurants, and commercial attractions; it also needs places where creativity, culture, and community life can flourish. A proposed Arts Hub, together with the proposed new Dardanella across the street, could become the creative heart of the Main End, supporting local artists, makers, entrepreneurs, and community organizations while providing a year-round destination for residents and visitors. By incorporating a flexible space for markets and other community programming, the Arts Hub would help enliven the public realm, strengthen Wasaga's cultural identity, and provide another all-season attraction.

The Arts Hub should take the form of a pavilion or shed-style building that opens directly onto Main Street and Beach Drive through large operable doors, allowing activities to spill seamlessly between indoor and outdoor spaces. At its core should be a large, adaptable gathering space capable of hosting markets, exhibitions, workshops, community events, performances, and festivals throughout the year.

Supporting spaces within the building may include affordable artist studios, workshops and other maker spaces, galleries, classrooms, incubator spaces, and a community kitchen that can be leased to local artists, craftspeople, and creative businesses, and community groups. Together, these spaces would foster local entrepreneurship, provide opportunities for creative production, and contribute to a lively and authentic waterfront experience. The market space could become a permanent home for the Wasaga Beach Farmers' Market and would accommodate art fairs, craft markets, and similar programming as well as vendors at events being held in Festival Square.

The Arts Hub is intended to be part of a larger redevelopment of the block between Main Street and Spruce Street that also includes a hotel facing Festival Square and one level of underground parking across the whole block to serve the hotel.



Fig 91. Proposed Arts Hub Key Plan





Fig 92. Wychwood Barns, Toronto



Fig 93. Workshop in The Exchange, Niagara Falls

## Guidelines

- The studio, workshop, and exhibit spaces in the Arts Hub should be adaptable to a variety of media and artist needs.
- The proposed Arts Hub should be 1-2 storeys, with a full or partial second storey intended for administrative spaces and studios. A dwelling unit for visiting artists should be considered in the design.
- The building should be capable of accommodating a café or other small food and beverage establishment as well as small retail businesses. These spaces should be oriented to Beach Drive, Main Street, or the mid-block mews off Main Street.
- Incorporate large operable doors and generous outdoor spill-out areas that allow activities to extend onto Main Street, Festival Square and Beach Drive.
- The market space should have a high floor-to-ceiling height and provide vendors with convenient access to utilities.
- The hotel proposed for the block should be 4-6 storeys and have active ground-floor commercial uses intended to help enliven Main Street, Festival Square, and the mid-block mews through the block.
- Servicing access for each building and parking access for the hotel should be located on Spruce Street.
- The proposed Arts Hub should have distinctive architecture that complements other new buildings on the waterfront.





**Fig 94.** Rendering of the proposed Arts Hub

## Implementation

The Town should work with the local arts community to establish a non-profit entity responsible for advancing the proposed Arts Hub with grants from multiple levels of government and donations from philanthropists and the public. Alternatively, the Town may decide to establish an arm's-length corporation with the same mandate.

Leveraging its land ownership on the block, the Town should pursue a

development partnership agreement with a private developer to enable the Arts Hub and hotel to be designed and constructed as a single integrated project. Under this model, the Town would fund the construction of the Arts Hub while the private developer would be responsible for delivering both the municipally funded Arts Hub and the privately financed hotel through a single coordinated construction program. This approach would ensure coordinated site planning and architectural integration while reducing construction costs and disruption.

A non-profit operating model for the Arts Hub should inform its design. Partnerships with local arts organizations, other community groups, school boards, and market organizers will likely be critical to maximizing use of the facility year-round.

Active programming of the Arts Hub will be key to its success. A year-round calendar of markets, exhibitions, workshops, performances, community events should be developed to ensure the Arts Hub becomes an active destination for both residents and visitors.



## 6.1.5 Amusement Deck

Fun has always been central to Wasaga Beach's identity. For generations, the Main End has been associated not only with sun and sand, but with the lively atmosphere of a classic beach town: midway rides, cotton candy, music, arcades, and the simple pleasure of strolling the waterfront with family and friends. As the waterfront evolves, these traditions should be carried forward in ways that feel contemporary and welcoming to all ages. The proposed Amusement Deck reintroduces this spirit of play as a permanent part of the waterfront

experience, with the flexibility to be programmed and used in different ways over the four seasons.

Locating the deck at the convergence of Main Street, Beach Drive, and the boardwalk would position it as a central platform for everyday gatherings and special events, as well as a gateway to the beach. Alongside other proposed public realm elements, the deck would contribute to a sequence of connected destinations that support high-energy entertainment events and everyday activity.

The Deck should include a mix of permanent and flexible, ever-changing features. An enclosed carousel should serve as an anchor attraction, providing a nostalgic destination that can operate beyond the summer season. Shade structures, seating areas, lighting, and open areas should support a wide range of uses, from casual everyday visits to temporary carnival activations. During big events, the proposed Amusement Deck should be designed to accommodate additional amusements, food vendors, and pop-up programming that contribute to a carnival atmosphere.



Fig 95. Proposed Amusement Pier Concept Plan

## Guidelines

- The Amusement Deck should be designed as an inclusive and accessible public space. It should have a curbless interface with Beach Drive and promenade, and should include at least one accessible ramp connection to the beach. Its design should also consider changing water levels, ensuring that access to and across the deck remains functional during high-water conditions.
- The overall form of the deck should help frame views while considering broader circulation patterns along the boardwalk, beach, and in the Main End generally. A boomerang-shaped configuration can optimize sunset views and create a distinctive waterfront edge without extending unnecessarily far into the beach.
- Durable shade structures should be located along the deck's south and west edges.
- The deck's southwest edge should feature broad steps that can double as informal seating, allowing people to gather comfortably for sunset viewing, performances on the beach, or everyday people-watching.
- Other seating on the deck should include benches and movable chairs and tables and could include sculpted lounge chairs mounted to the deck.
- The indoor carousel should be treated as a year-round anchor that gives the deck identity and activity in all seasons. Its architecture should feel playful, transparent, and inviting, contributing to the character of the Main End day and night.
- Vendor spaces should be concentrated along the interface with Beach Drive, where they can enliven both the street and the deck. Utilities to support vendors should be considered in the deck's design.



Fig 96. Amusement Deck Precedent (Long Branch Pier, NJ)



Fig 97. Amusement Deck Precedent (Rockingham Beach, Australia)





**Fig 98.** Rendering of the proposed Amusement Deck

### Implementation

The core public infrastructure of the proposed Amusement Deck – the structure, utilities, lighting, seating, and landscaping – as well as the carousel building, should be delivered as a municipal public infrastructure project, pursued through a combination of municipal capital funding and senior

government funding opportunities that support tourism infrastructure development.

The revenue-generating attractions and amenities, such as the carousel and other amusement rides and food and beverage concessions could be delivered through partnerships with private operators under lease or concession agreements.

This approach allows the Town to retain ownership of the public space while leveraging private investment to enliven the waterfront and offset long-term operating and maintenance costs. The Town should issue an Expression of Interest (EOI) seeking qualified operators to install, operate, and maintain the amusement rides.

## 6.1.6 Games Hall and Hotels

The new “fun zone” in the Main End would not be complete without an indoor facility for family-oriented fun and games—a place that recalls the video and pinball arcades of yesteryear with a modern version catering to today’s youth (and adult gamers). A Games Hall is proposed on Town-owned land east of Spruce Street, to be built in conjunction with, and potentially part of, a family-oriented hotel.

The Games Hall would be designed to accommodate a full range of popular arcade games as well as ping-pong and pool tables.

It should also include a play area for small children with climbing structures and tactile games that combine playing with learning. It may have a second storey to accommodate hotel amenities and potentially a bar or restaurant overlooking the beach.

The Games Hall, whether standalone or part of a mixed-use hotel, is expected to be a commercial development built in conjunction with a hotel, which will allow for the construction of one level of underground parking across the entire block to support the hotel.



Fig 99. Proposed Games Hall and Hotel Key Plan

### Guidelines

- The Games Hall could be shed-like in its massing but should be built with durable materials that reflect those used in other new buildings along Beach Drive, including metal, glass, and wood. If attached to the hotel, the overall development should have a cohesive look in terms of materials, colour, and architectural details.
- The Games Hall should open up on the north and west sides to help bring life to the adjacent public realm of the beachfront. These facades should feature large doors that slide or roll up and large windows for transparency in all seasons. Awnings or canopies and seating at the edges of the buildings should provide hang-out space.
- The interior of the Games Hall should be adaptable to a range of games and other entertainment.
- The servicing area for the Games Hall should be accessed on the east side or incorporated within the hotel.
- The hotel should be 4–6 storeys and have its main entrance at the corner of Spruce Street and the planned mid-block mews. Loading and servicing areas should be located on the east side of the building, accessed from Jenetta Street via the mews.





Fig 100. Proposed Games Hall Ground Level Rendering



## Implementation

When the lands on either side of Main Street in the Main End are substantially redeveloped and there is demand for more hotels, the Town should secure a private developer for both the proposed Games Hall and hotel through a competitive request for proposals (RFP) process.



Fig 101. Proposed Games Hall Aerial View



## 6.1.7 Transient Marina

Arriving by boat directly into the heart of Wasaga Beach is an experience the Town cannot currently offer. A transient marina proposed within the Nottawasaga River, adjacent to a Main End reinvigorated with new anchor destinations, would draw recreational boaters from across southern Georgian Bay.

A marina market analysis undertaken to inform the master plan identified a growing market for transient boating. Within 80 nautical miles of Wasaga Beach there were approximately 5,400 boats in 2025 capable of generating more than 26,000 transient boater days annually, with demand projected to increase to approximately 34,500 boater days by 2040. The success of transient marinas depends heavily

on proximity to restaurants, shops, and other attractions that are within easy walking distance—once those uses are re-established in the Main End, a transient marina should be pursued to encourage boaters to come for the day or a weekend.

The Town should build a transient marina, initially with 30 slips for boats up to 26 feet and expandable to 50 slips, east of the Main Street bridge. Slips should be built parallel to the river, three or four deep, accessed by secure gangways connected to the planned riverfront boardwalk. A marina service building with washrooms, showers, a boaters' lounge, administrative space, and potentially a shop selling basic provisions should be built adjacent to the planned parking structure on the north side of Jenetta Street.

### Guidelines

- Design the proposed transient marina to allow for incremental expansion over time.
- Connect the marina directly to the heart of the Main End via the planned mid-block mews between Jenetta Street and Festival Square and other well-signed pedestrian routes.
- Consider a design that minimizes the potential impact on aquatic species (e.g., design with piles and/or floats).
- Ensure the proposed boardwalk by the marina is well lit and gangways to the slips are secure.



Fig 102. Proposed Transient Marina Key Plan





**Fig 103.** Rendering of the proposed transient marina and riverfront boardwalk

### Implementation

Once the Main End has re-emerged as a walkable destination with amenities for boaters and other things to see and do, the Town could proceed with more detailed planning and design for the transient marina. The Town should also undertake further investigation to

confirm navigation conditions, dredging requirements, environmental impacts, servicing requirements, and construction, operating, and maintenance costs.

Based on an understanding of the construction, operating, and maintenance costs associated, the Town should undertake a feasibility study to confirm a transient marina makes economic sense.

Engagement with the Ministry of Natural Resources and Fisheries, the Department of Fisheries and Oceans, and the Nottawasaga Valley Conservation Authority will be required to understand, advance, and secure the necessary permits for in-water works. The Town should build and own the marina but may seek an outside organization to operate it.



## 6.2 THE POINT

### Proposed Priority Initiatives



- 1 Rebuild **Jenetta Street** as the spine of the Point
- 2 Build an **enhanced boardwalk, bike path, and eco-centre** along the beachfront
- 3 Create a **nature-forward eco-resort** integrated into the landscape
- 4 Build a distinctive, flexible **Festival Park** for outdoor concerts and recreation
- 5 Explore the opportunity to **stabilize the mouth of the river** and build a **pedestrian bridge**

## 6.2.1 Jenetta Street

As the Town plans for the future of the Point, the reconstruction of Jenetta Street would be a critical enabling project. Beyond its current role as an access road to existing parking areas, Jenetta Street would be a complete waterfront corridor that includes a multi-use path and riverfront boardwalk on one side and municipal services underground to support future destinations.

Jenetta Street is proposed to be realigned as generally shown on the map on the facing page. Shoring and fill should be used to stabilize the river's edge and allow the two-lane road, along with a multi-use path and boardwalk to be accommodated between the river and existing and planned development west of the road. Once past the proposed parking structure,

the road and multi-use path should bend to accommodate a new parking lot along the river, with the boardwalk continuing at the river's edge. Once past the proposed parking lot, the road and path should return to the edge and remain there until the road terminates at a turnaround in generally the same location where one currently exists. The path and boardwalk, along a reinforced river's edge, should continue and connect with the planned beachside boardwalk and multi-use path to create a complete loop around the Point for pedestrians and cyclists. As shown in Figure 104, landscape strips or distinctive paving should separate the multi-use path from the boardwalk for safety.

Near the terminus of Jenetta Street, the existing informal boat ramp should be upgraded in conjunction with the rebuilding of the street. Paved space for vehicles to back up when boats are unloaded and reloaded should be added, the turnaround should be enlarged, and trailer parking should be accommodated in the existing parking lot.

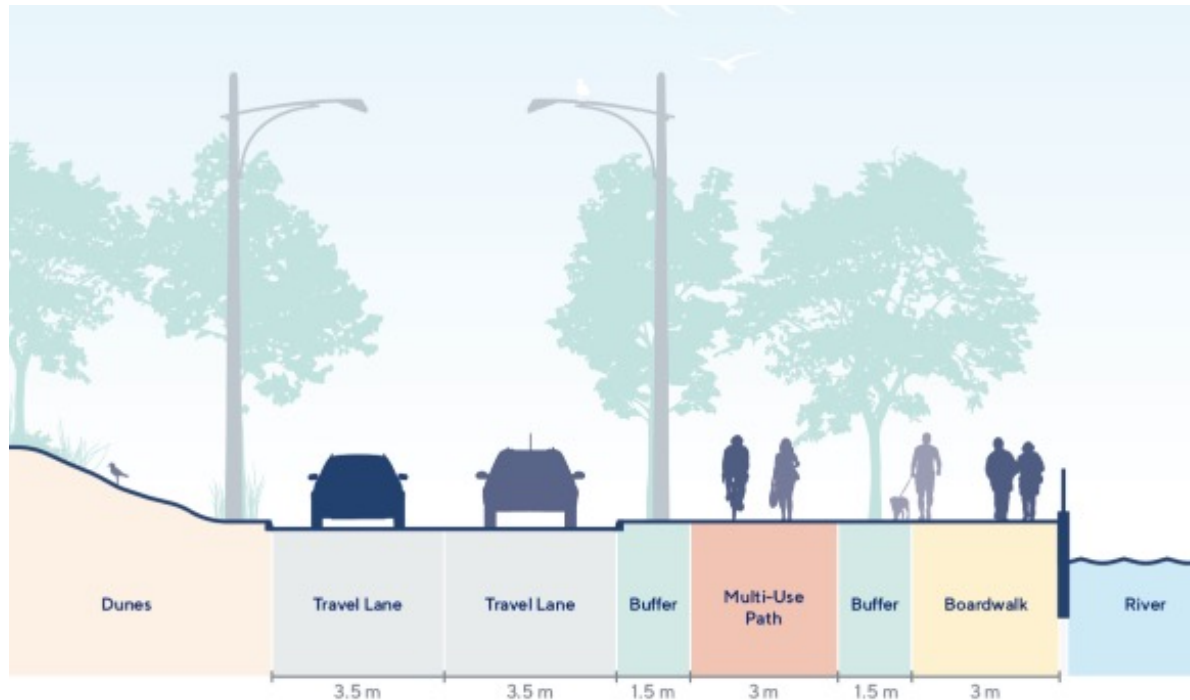


Fig 104. Jenetta Street Cross-section



As outlined in Section 5.5, the utilities to be located under the upgraded Jenetta Street should include water, wastewater, and electricity with capacity to support washrooms and lighting, in addition to future buildings, including the proposed Eco Resort, Eco Centre, and Festival Park.

The proposed parking lot on the realigned Jenetta Street should be designed as a modern, efficient facility with improved traffic flow, wayfinding, and landscape integration. Future phases may incorporate additional parking to serve the proposed Eco-Resort operations and the proposed Festival Park. The specific number and allocation of parking spaces would be determined during detailed development design, allowing flexibility to respond to actual operational needs and ensuring efficient use of limited waterfront land.

### Guidelines

- Integrate shoreline stabilization with a continuous riverfront boardwalk that connects to the beachfront boardwalk to establish a continuous waterfront promenade.
- Design the corridor as an attractive public realm through coordinated tree planting, lighting, seating, and other streetscape improvements.
- Size underground municipal infrastructure to accommodate the ultimate build-out of the Point, including future public amenities and destination development.
- Maintain convenient public access to the beach through strategically located parking areas while supporting the long-term transition away from large surface parking lots.
- Landscape zones, as generally shown in Figure 104, should separate active transportation facilities from vehicle traffic while providing opportunities for tree planting, lighting, seating, and other streetscape improvements that reinforce the recreational character of the corridor.

### Implementation

The reconstruction of Jenetta Street should be undertaken in two phases. The first phase, from Spruce Street to the proposed parking structure, would be required to provide access to the parking structure, which is a short-term priority project given its role in unlocking underutilized lands. This segment of Jenetta Street should therefore be reconstructed concurrently with the parking structure. Municipal services should also be installed as part of this phase and terminated in a manner that allows them to be readily extended as future development occurs on the Point, avoiding the need to reconstruct the roadway a second time. The second phase, from the parking garage to the boat launch, could be upgraded, when necessary, coordinated with the delivery of the proposed Eco-Resort and/or Festival Park.

Given the reconstructed street's role as enabling infrastructure for numerous public and private investments, the Town should pursue senior government funding to support the reconstruction, recognizing its contributions to tourism, active transportation, waterfront revitalization, and economic development.

## 6.2.2 Enhanced Boardwalk, Bike Path, and Eco-Centre

The existing boardwalk east of the Main End currently terminates at the main Beach Area 1 parking lots and was designed primarily for strolling along the beach. Portions of the boardwalk are also approaching the end of their useful life and will require replacement.

The proposed elevated boardwalk is intended to offer multiple experiences along the beach and through the broader foredune landscape as it extends to the ANSI before turning to connect with the planned riverfront boardwalk. It would allow residents and visitors to view Wasaga Beach's most sensitive beach environments while helping to protect it. Elevated above the sand and carefully aligned to avoid the most sensitive areas, it is intended to reduce trampling of dune systems and habitat

while allowing people to appreciate the ecology. The proposed boardwalk should have a minimum width of three metres and widen at points along the way to provide "outdoor rooms" for seating, shelters, and interpretive displays.

Separate from the boardwalk, a winding multi-use path is also proposed through the Point, behind the foredunes and connecting to the path planned along the river's edge. As it improves connectivity across the Point, the path would offer cyclists and pedestrians a different experience of the natural environment than the boardwalk.

Approximately 300 metres from the Main End, an Eco-Centre is proposed along the boardwalk. Intended to provide an

introduction to the significant ecological features of Wasaga Beach and the broader Georgian Bay region, the Eco-Centre would include indoor and outdoor exhibits, including ones that highlight the Point's dune ecology, shoreline processes, and Piping Plover habitat. The centre would also have a flexible indoor space designed to accommodate education programs, school groups, guided nature experiences, and volunteer stewardship initiatives, making it a destination for nature-lovers across the region and beyond. Through meaningful engagement with Indigenous communities, the Eco-Centre could also create opportunities for Indigenous knowledge and perspectives to inform environmental education, cultural interpretation and stewardship of the land and water.



Fig 105. The proposed Boardwalk and Eco-Centre Concept Plan illustrating long-term opportunities.



## Guidelines

- The proposed boardwalk should be designed to be continuous, universally accessible, and elevated, with a minimum width of three metres.
- The alignment should avoid sensitive dune systems, significant vegetation, and wildlife habitat, including identified Piping Plover Critical Habitat. Where appropriate, signs and/or rope barriers should be used to prevent/discourage people from walking across dunes and other sensitive areas, including known Piping Plover nesting areas, which may require additional barriers.
- Benches and other durable seating, such as Muskoka chairs, along with canopies or shelters for shade and weather protection, should be provided where the boardwalk is expanded. Fixed tables and seating should also be considered, and the installation of fire tables or raised fire pits should be considered during cooler months.
- The multi-use path should be paved and have a minimum width of three metres. Where the path intersects with pathways to parking lots or destinations, paving and signage should signal to cyclists the need for caution, slower speed, or yielding to minimize conflicts.
- The proposed Eco-Centre should demonstrate best practices in sustainability and resilience. Wood should be a dominant material, and the use of stone should be considered. While responding sensitively to the natural setting, the building's architecture should create a landmark along the boardwalk.
- The Eco-Centre may include sheltered outdoor areas for exhibits and viewing. The indoor space should be winterized for year-round visitation and programming.

## Implementation

The proposed enhanced boardwalk, multi-use path, and Eco-Centre would play a significant role in strengthening Wasaga as a four-season destination, and funding from provincial or federal grants likely would be required to realize them. Alternatively, the projects could be phased and implemented by the Town as a series of municipal capital projects.

In addition to potential infrastructure and tourism funding from senior governments, opportunities should also be explored to leverage environmental and conservation funding where the project contributes to habitat protection, dune restoration, shoreline resilience, and improved public access to sensitive natural areas.

The Eco-Centre should be developed in collaboration with organizations that have expertise in environmental education and stewardship, including Ontario Parks, conservation organizations, post-secondary institutions, and First Nations. The Town should establish an operating model early in the design process to identify programming partners, educational opportunities, and long-term operational considerations, ensuring the facility functions as an active year-round destination and not simply a static interpretive centre.





Fig 106. Rendering of the proposed Eco-Centre



## 6.2.3 Eco-Resort

The Point's remarkable landscape and ecology, combined with the planned amenities in the Main End, create the setting for a unique and quieter accommodation experience. An intimate, low-impact resort sensitively integrated with the existing landscape would appeal to those seeking a relaxing break from urban life, where they can commune with nature. By offering an experience grounded in the natural environment of the Point, an "eco-resort" would help to broaden Wasaga Beach's identity and appeal. The proposed resort has the potential to attract new visitor markets, including nature enthusiasts, birdwatchers, and wellness travelers.

The existing parking lot at the south end of the Point would be an appropriate site for an eco-resort, and the development could take different forms. It could be single, low-rise hotel or lodge building within an ecological landscape or consist of a collection of cabins or geodesic domes and a central amenities building, or it could be a hybrid of the two.

The operator of the eco-resort could collaborate with the proposed Eco-Centre nearby to offer nature-based programming, including birding or guided tours, dark-sky stargazing, and environmental restoration. The eco-resort could do more than offer a unique place to stay and relax; it could help guests understand, appreciate, and care for one of Wasaga's most significant and valued natural assets.



Fig 107. Proposed Eco-Resort Key Plan



Fig 108. Glamping Tent



Fig 110. Eco-Resort Precedent (Kunming, China)



Fig 109. Eco-Resort Precedent (Sweden)

## Guidelines

- The design of the proposed eco-resort should be landscape led. Regardless of its form, its architecture should be subtle, with lines, articulation, and materials that help the building(s) blend into the landscape.
- Buildings should be set back from sensitive ecological areas and buffered from public areas within the surrounding park. Tree planting should be used to mitigate sound impacts from the nearby Festival Park and Wasaga Shell.
- Buildings on stilts and raised boardwalks between buildings should be encouraged to mitigate the impacts of the resort and its guests.
- Parking should also be integrated into the landscape. The removal of trees for parking should be minimized, and parking surfaces should be permeable. There may be an opportunity to accommodate some or all of the required parking in the planned parking lot east of Jenetta Street, through an agreement with the Town.
- All aspects of the development should demonstrate best practices in environmental design and reliance.

## Implementation

The Town should seek a qualified private developer for the eco-resort, who would lease the site. This approach would allow the Town to maintain long-term control over the site while leveraging private investment for tourism growth. To initiate this process, the Town should undertake a feasibility study that would demonstrate to potential developers that the eco-resort makes economic sense, with consideration for forecasted tourism and visitation statistics.

The Town could then issue an Expression of Interest (EOI), followed by a Request for Proposals (RFP), inviting proponents to submit innovative, low-impact resort concepts that demonstrate excellence in sustainable design, environmental stewardship, and guest experience. The procurement process should establish clear expectations regarding building footprint, ecological protection, public access, sustainability, and integration with the broader vision for the Point.

Prior to issuing the RFP, the Town should prepare a development framework for the site that identifies the preferred development area, environmental constraints, servicing strategy, public access requirements, and design parameters. The Town should require the selected operator to demonstrate a commitment to environmental education and stewardship by integrating nature-based programming, sustainability initiatives, and partnerships with the proposed Eco-Centre and other local organizations.



## 6.2.4 Festival Park

Wasaga Beach has a history of bringing people together through concerts, festivals, and community celebrations. The proposed Festival Park would build on this tradition by creating a major civic gathering place that expands the community's capacity to host outdoor events while also functioning as a beautiful public park every day of the year.

The concept for Festival Park is sensitively integrated into the surrounding landscape through preserved tree cover, new landform berms, generous lawns, and native planting. It should be designed to feel like a natural extension of the Point, with the event infrastructure woven into the landscape. When concerts or festivals are not taking

place, the great lawn would become a place for picnicking, informal recreation, and enjoying the natural setting, ensuring the space remains active and welcoming throughout the year.

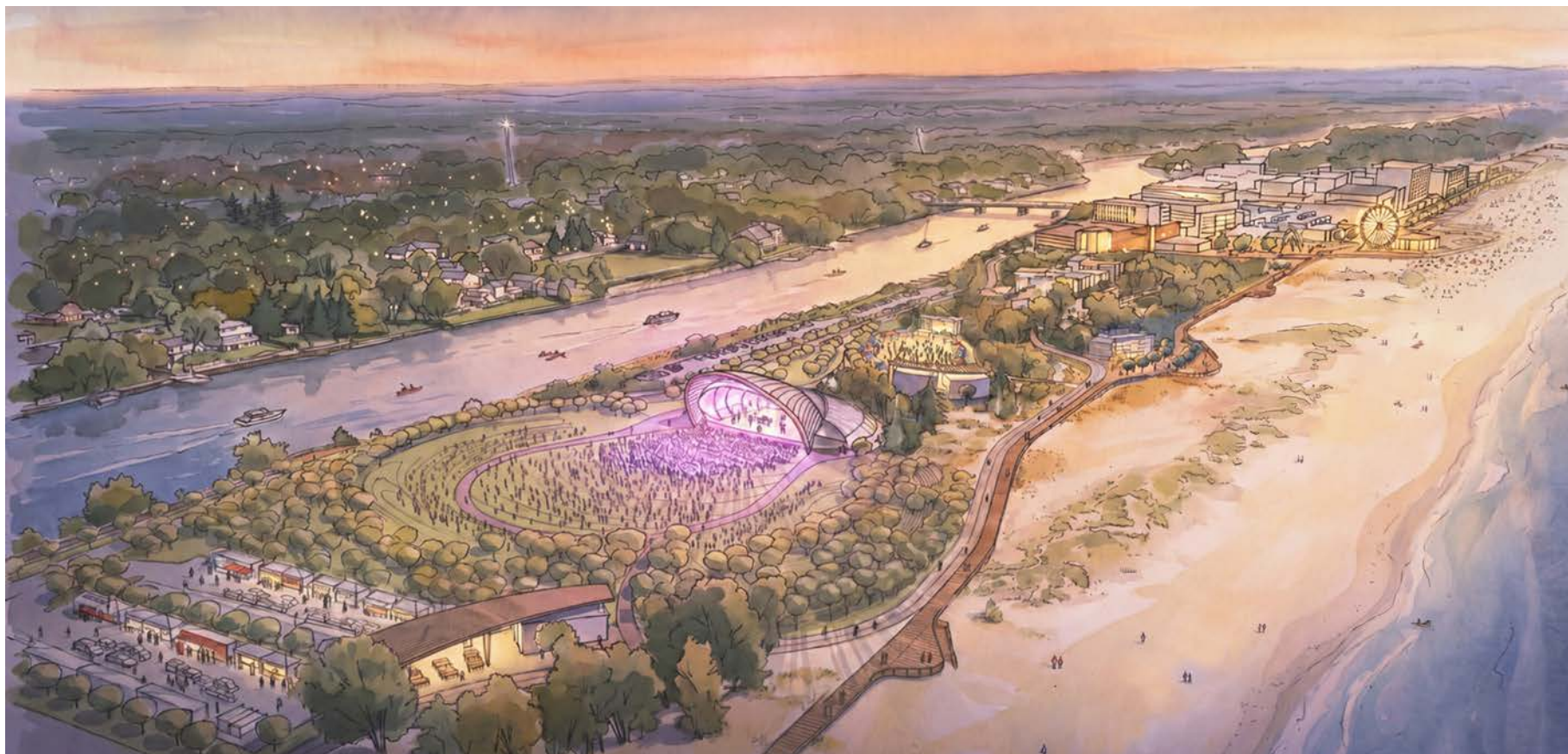


Fig 111. Bird's-Eye Rendering of Festival Park, illustrating long-term opportunities

Anchoring the park is the proposed Wasaga Shell, a permanent, architecturally significant stage that would become an icon for the Town and establish Festival Park as the region's premier outdoor performance venue. A building behind the stage would contain green rooms, storage space, servicing areas, and administrative space.

With a great lawn designed for audiences of up to 10,000, the shell would provide the flexibility to host major concerts, festivals, outdoor films, cultural celebrations, and other community events. Landform berms and strategically planted trees should further define the performance space, improve acoustics, and create a comfortable microclimate for performers and audiences during the shoulder seasons. Supplementary

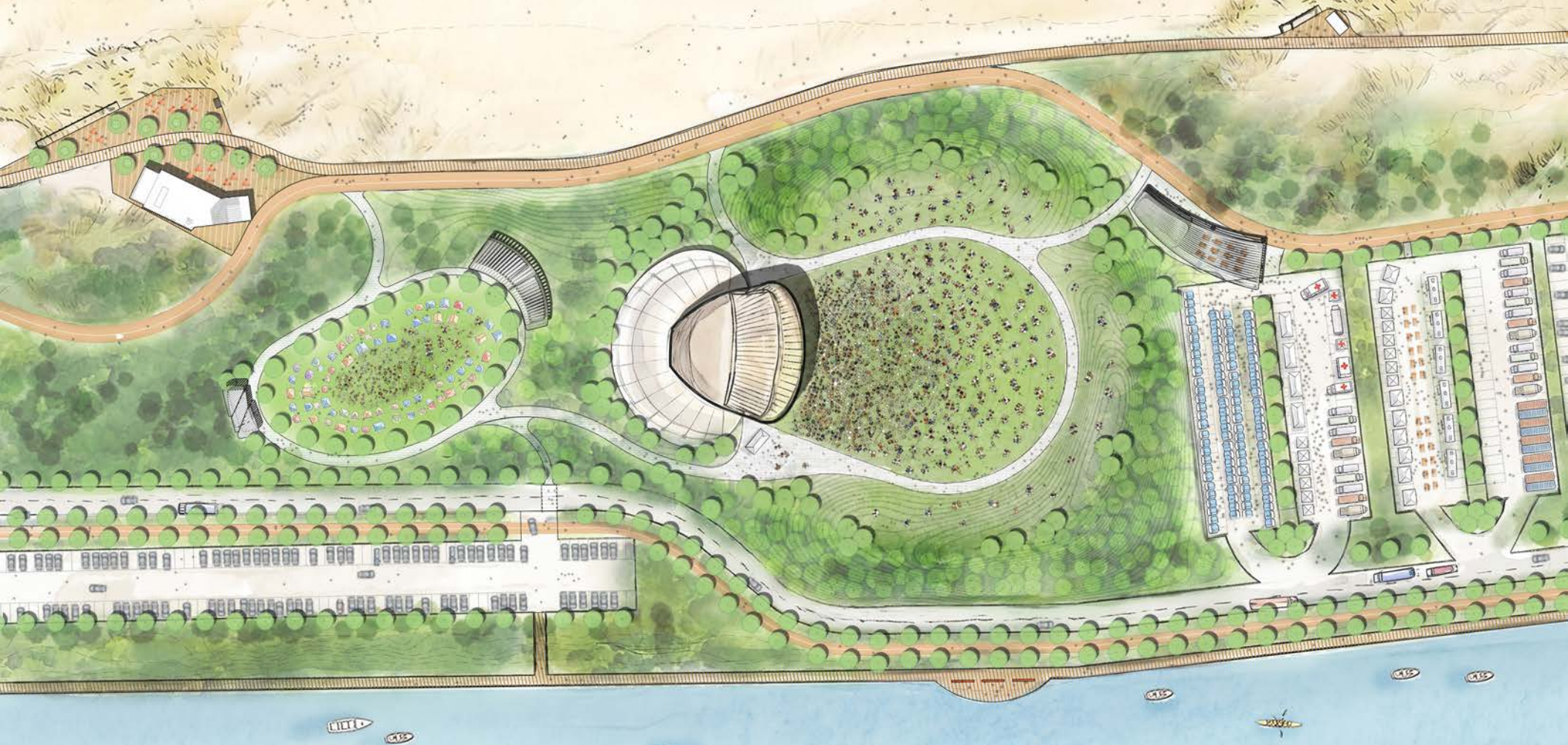
lawn areas and overflow parking spaces could be temporarily repurposed to accommodate festival infrastructure, markets, food trucks, and event servicing, maximizing the use of the site while maintaining its role as a public park.

The implementation of Festival Park would require the removal of two bays from the Beach Area 1 parking lot. The remaining Point parking lots, including the new lot proposed along Jenetta Street, and the proposed parking structure at the eastern edge of the Main End would serve events in the park, and shuttles can bring people from distant parking lots. The proposed beachside boardwalk, riverfront boardwalk, and multi-use path would make arriving to Festival Park on foot or bicycle an attractive option.

## Guidelines

- Festival Park should be designed first and foremost as a public park, ensuring it remains an attractive and functional landscape when events are not taking place.
- The Wasaga Beach Shell should serve as an iconic architectural landmark while providing excellent acoustics and protection from the elements.
- Landform berms, preserved vegetation, and new coniferous tree planting should define the performance space, improve audience comfort, and integrate the venue into the surrounding landscape.
- The great lawn should be designed to accommodate audiences of approximately 8,000 to 10,000 people while remaining suitable for informal recreation and passive use throughout the year.
- The park should include flexible servicing infrastructure, including power, lighting, water, and event support areas capable of accommodating temporary stages, markets, food vendors, and festival operations.
- Connections to the beachfront and riverfront boardwalks, Jenetta Street, and nearby parking areas should prioritize pedestrian movement and support efficient event operations.





**Fig 112.** Proposed Festival Park Concept Plan, illustrating long-term opportunities

### Implementation

The proposed Festival Park is intended to become the top outdoor venue for concerts, festivals, and other events in the southern Georgian Bay region, a can't-miss stop for popular musicians. As a significant addition to Ontario's cultural infrastructure, it would require provincial

funding to be built as envisioned. Private sponsors may also provide a funding source.

The design of Festival Park should be coordinated with the design of the new Jenetta Street (including municipal services) and the proposed beachfront boardwalk and multi-use path. With

development of the park, the remaining Beach Area 1 parking lots should be improved for adaptability and efficiency. Combining the individual lots into a single, well-designed facility would introduce design and operational efficiencies (improved traffic flow, clearer wayfinding, better enforcement) and potentially increase overall surface parking capacity.





**Fig 113.** Rendering of the proposed Wasaga Shell at Festival Park



## 6.2.5 River Mouth Stabilization, Marina, and Pedestrian Bridge

### Bold ideas for further exploration

The mouth of the Nottawasaga River is a highly dynamic environment shaped by natural processes, including sedimentation from both upstream and Georgian Bay, wave action, storms, changing lake levels and more extreme weather. The shallow areas and shifting sandbars created by these forces make navigation difficult and unpredictable, posing long-term challenges for existing marinas within the river as well as the proposed transient marina east of the Main Street bridge.

Exploring ways to stabilize the river mouth presents an opportunity to improve navigation while also strengthening the resilience of the shoreline and river mouth as environmental conditions continue to change.

One potential solution would be the construction of two groynes extending approximately 530 metres into Georgian Bay. These structures could define and protect a more reliable navigation channel, limit movement of the river entrance and reduce sediment accumulation within the channel. Continued dredging may still be required, but stabilization could provide greater certainty for recreational boating and marine investment while improving resilience to changing lake levels, storms and other extreme weather.

This infrastructure could, in turn, create other opportunities that would reinforce Wasaga Beach as a destination.

### A landmark pedestrian bridge

The groynes could be used to support an iconic pedestrian and cycling bridge spanning the river mouth and, for the first time, providing continuous connectivity along all 14 kilometres of Wasaga Beach.

The potential bridge would be designed as both a transportation link and a landmark destination and symbol of Wasaga Beach, providing views over Georgian Bay, the river, boating activity and the surrounding natural environment. Viewing areas, seating, interpretive features and distinctive architecture would make the bridge a memorable public experience.

### A seasonal marina

Stabilizing the river mouth may also make it possible to establish a seasonal marina in the bay, either within the channel created by the groynes or with construction of a third groyne for protection. An ongoing Marina Pre-Feasibility Study has identified current demand for approximately 1,200 new seasonal slips within Wasaga Beach's broader market area, increasing to 2,100 slips by 2040. Based on this assessment, a potential seasonal marina in Wasaga Beach with approximately 250 slips likely would be viable, with the potential to expand to 400 slips over time.



Fig 114. The mouth of the Nottawasaga River today.





**Fig 115.** Render of the potential River Mouth Stabilization, Marina, and Pedestrian Bridge



## More than connectivity

The proposed bridge at the mouth of the Nottawasaga River should be approached as more than a transportation connection. Located within one of Wasaga Beach's most environmentally sensitive and culturally significant landscapes, the bridge presents an opportunity to demonstrate how thoughtfully designed visitor infrastructure can improve public access and experience while advancing environmental and cultural stewardship.

The ideas identified above would require rigorous environmental study and a planning, design and engineering approach that works with natural processes and seeks to enhance the natural environment. Exploration of these opportunities through a detailed feasibility study should begin from the principle that any new infrastructure and increased public access should seek to produce an environmental gain, rather than simply limit harm. The study should also consider how potential infrastructure could improve the long-term resilience of the river mouth and shoreline to climate change, changing lake levels and more extreme weather.

The study could also explore whether engineered or augmented habitat—designed to respond to changing lake levels, storms and other climate-related pressures—could help create more resilient habitat conditions and support better long-term outcomes for Piping Plovers at Wasaga Beach.



Fig 116. Potential River Mouth Stabilization and Bridge Concept Plan

The bridge and associated pathways, lookouts and interpretive elements should be carefully designed to guide movement, minimize disturbance and deepen understanding of the river mouth, shoreline and surrounding landscape. Through ongoing dialogue and meaningful

engagement with Indigenous communities, opportunities should be explored for Indigenous knowledge, history, culture and perspectives to inform interpretation, storytelling, design and long-term stewardship of the area.

Among the questions the study should address are:

- Could groynes be located, designed, and constructed to avoid significant impacts on existing critical habitat for the Piping Plover and expand or augment critical habitat over time?
- Could engineered or augmented habitat form part of a broader climate-resilience strategy to improve long-term habitat conditions for Piping Plovers at Wasaga Beach?
- What impacts would channelizing the mouth of the river have on fish habitat and migration for Lake Sturgeon and migratory salmonids? How might adverse impacts be mitigated or offset?
- How would pedestrians and cyclists access the pedestrian bridge without adversely affecting the ANSI or Piping Plover Critical Habitat? Would an elevated boardwalk be sufficient?
- Since road access directly to a seasonal marina may have unacceptable environmental impacts, would electric shuttles running on elevated boardwalks be sufficient for providing access from a marina building and parking located outside the ANSI and Piping Plover Critical Habitat?
- How can the ANSI's dune and wetland landscape be protected and enhanced?

Federal and provincial ministries and regulatory agencies with jurisdiction should be fully engaged in the feasibility study to ensure their concerns are addressed from the outset and for collaboration on potential design and management solutions

to mitigate adverse impacts and enhance natural heritage features where possible.

## Implementation

Further exploration of the ideas for the mouth of the river should begin with completion of the Marina Pre-Feasibility Study currently underway, which includes a high-level assessment of marina concepts, including demand and financial projections and economic impacts. The development of marina concepts should consider the significant environmental issues to be addressed, specifically opportunities to protect and enhance natural features. However, the question of whether the issues can be fully addressed to the satisfaction of the regulatory and permitting agencies should be set aside for the purposes of assessing the business case for a marina. The assessment should account for estimated costs associated with the groynes and dredging and assumed costs associated with the principle of "net environmental benefit." A business case for the potential pedestrian bridge may not be required, but a rough

order-of-magnitude cost for the bridge and the necessary supporting groynes should be determined.

If a marina proves feasible and is pursued, the Town may qualify for federal or provincial grants for the required groynes at the river mouth if significant economic, social, and environmental benefits have been demonstrated. It should be assumed the Town would be responsible for all other costs associated with construction of the marina. If built, the Town could manage the facility or partner with an experienced commercial operator.

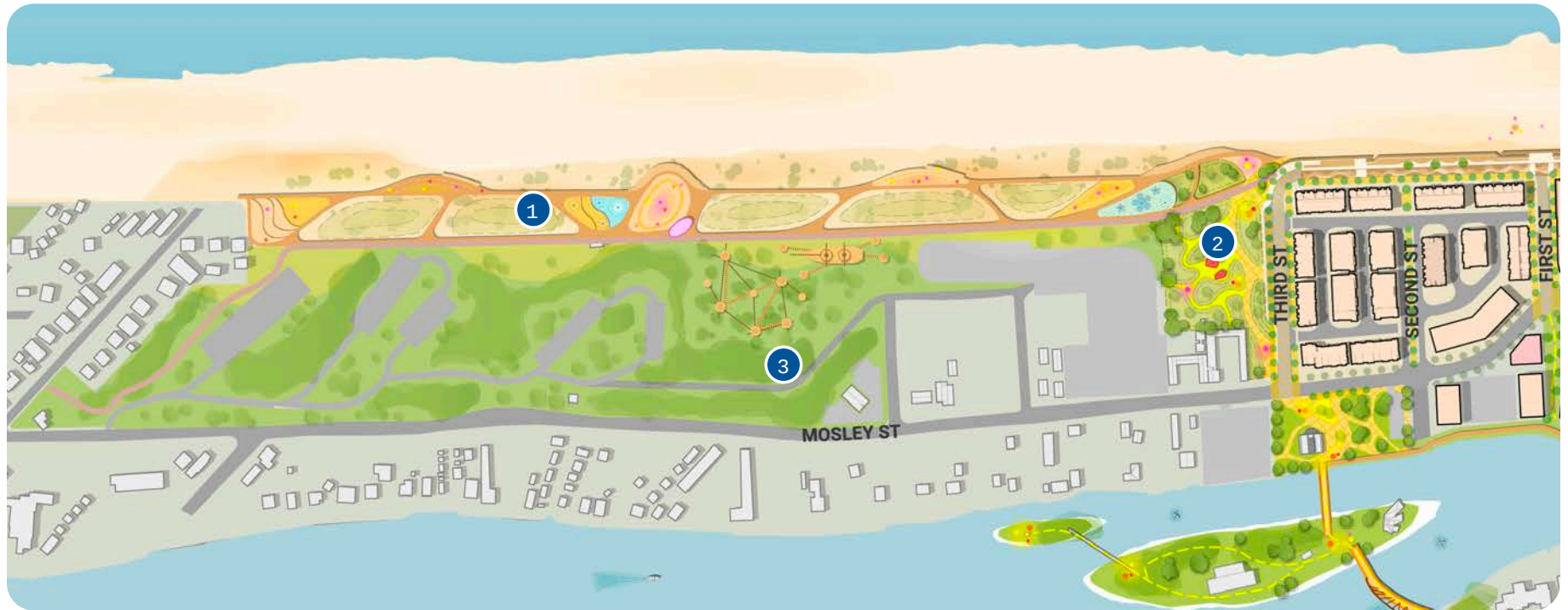
The pedestrian bridge, if feasible, may also qualify for infrastructure grants.

Future design should be informed by environmental study, Indigenous engagement and applicable regulatory approvals, with the objective of creating a landmark visitor experience that also strengthens protection and understanding of the river-mouth landscape.



## 6.3 WEST WATERFRONT

### Proposed Priority Initiatives



- 1 Build an **enhanced boardwalk and bike path** along the beachfront
- 2 Create a **culture park** with opportunities for public art and Indigenous placekeeping and a plaza that overlooks the beach
- 3 Create a **nature-based adventure park** including aerial ropes courses, tree-top trekking, zip lines, and/or other family-friendly outdoor recreation

## 6.3.1 Culture Park

The sloped dune landscape between 3rd Street and 4th Street has the potential to become a park space that complements the neighbourhood being built immediately to the north, the Nancy Island Historic Site, and the larger Main End as it terminates the proposed Discovery Corridor. The proposed Culture Park would be a place that balances nature and culture, inviting people to stroll, explore, gather, and engage with the stories that have shaped Wasaga Beach.

The proposed park is envisioned as a richly layered public space that reflects the region's history and cultures. Subject to

continued engagement and relationship-building with Indigenous communities, opportunities for Indigenous history, culture, language, knowledge and perspectives to help shape the park could be explored through landscape design, storytelling, public art, planting, interpretation, and spaces for gathering and cultural expression. Throughout the park, public art, interpretive features, seating areas, native planting, and views to Nottawasaga Bay could create a sequence of spaces that invite exploration while strengthening Wasaga Beach's identity as a place with a rich and evolving history.

Beyond its cultural role, the proposed park would establish inviting connections between the revitalized Nancy Island Historic Site and the beach and between the Stonebridge mixed-use development and the West Waterfront's amenities. In doing so, it transforms what is today a physical barrier into a welcoming public space that reinforces the Discovery Corridor as a connected network of recreational, cultural, and educational destinations.



Fig 117. Rendering of the proposed Culture Park, subject to Indigenous engagement and partnership discussions



## Guidelines

- The proposed Culture Park's design and ongoing programming could be informed by continued engagement and relationship-building with interested Indigenous communities with ties to the southern Georgian Bay region.
- Opportunities for Indigenous history, culture, language, knowledge and perspectives to help shape the park could be explored through storytelling, public art, interpretation, landscape design and spaces for gathering and cultural expression, where appropriate and developed in partnership with Indigenous communities.
- The park could also accommodate contemporary public art by Indigenous and non-Indigenous artists and, over time, could evolve into a sculpture park or host temporary exhibits that reinforce Wasaga Beach as a cultural destination.
- Native planting, seating, river overlooks, and flexible gathering spaces should support both everyday use and cultural programming. Benches, some under shade structures, should be located throughout the park.
- The centre of the park should feature an intimate gathering space for cultural programming and everyday enjoyment.



Fig 118. Proposed Culture Park Detailed Plan





## Implementation

The Town should lead the planning and implementation of the proposed Culture Park in partnership with interested First Nations and organizations representing the regional arts community. Indigenous communities should be engaged throughout planning, design, and implementation to ensure the park authentically reflects Indigenous histories and perspectives. A public art strategy should be prepared early in the design process to guide artist selection, interpretation, and opportunities for temporary and permanent installations.

Funding for the park should come from the Town's capital budget, but provincial and federal grants for the park's cultural elements should be pursued.

**Fig 119.** Bird's-Eye Rendering of the proposed Culture Park



## 6.3.2 Enhanced Boardwalk and Bike Path

The existing boardwalk extends from the Main End along the beach before terminating about halfway along Beach Area 2. A proposed longer boardwalk, expanded in places, would strengthen the West Waterfront as a destination for recreation, wellness, and everyday community use. While the proposed boardwalk on the Point emphasizes environmental interpretation and passive enjoyment, this proposed boardwalk is envisioned as a more active and family-oriented public space that complements the energy of the Main End.

Rather than following a single, linear alignment, the concept for the proposed boardwalk wraps around the protected dune landscape, allowing people to engage with the dunes from different vantage points while protecting these sensitive natural features through carefully managed access points. The varied alignment would also create opportunities for a sequence of public spaces and activity nodes that encourage people to stop, play, gather, and enjoy the waterfront throughout the year.

Along its length, the proposed boardwalk should incorporate a variety of recreational amenities, including a nature-based playground and other play elements, one or two splash pads, and space for sitting and wellness programming. Two larger gathering places are proposed: At the north end, adjacent to the proposed Culture Park, a playground and splash pad are proposed next to a deck with different types of seating, where parents could watch their kids or anyone can enjoy views of the bay. Centrally along the boardwalk, a generous platform between dunes would have flexibility and facilities to accommodate cultural programming, including a small stage and large canopy for shade and weather protection. Space for food trucks or concession stands should be provided, and tables and seating would allow the space to be used for picnicking day-to-day. During the colder months, these spaces could feature seasonal lighting, warming shelters, and fire tables (or raised fire pits), reinforcing the waterfront as a year-round destination.

For improved connectivity for cyclists, a multi-use path is proposed generally parallel with the boardwalk, replacing the existing path through the Beach Area 2 parking lots and parkland and formalizing a critical link within the town-wide Shore Lane Trail. At the south end of Beach Area 2, the path would split to follow the existing trail to 12th Street, with the other leg joining an extension of the boardwalk to Town-owned open space south of 13th Street, where the path would continue to Shore Lane.





**Fig 120.** Rendering of the West Waterfront, illustrating long-term opportunities including the proposed boardwalk



## Guidelines

- The proposed boardwalk should be elevated above the beach, and its alignment should respond to the dune landscape, allowing for continuous strolling along the beach while providing pathways through and around the dunes.
- One or two playgrounds and splashpads, and potentially other play elements, should be integrated with the boardwalk's design.
- A variety of furnishings should be provided in the outdoor rooms and larger gathering spaces along the boardwalk, including benches, Muskoka chairs, moveable tables and chairs, and, in cooler months, raised fire pits.
- Materials, furnishings, lighting, and planting should contribute to a cohesive sense of place along the boardwalk and complement the natural character of the waterfront.
- The existing parking lot at the south end of Beach Area 2 would need to be reduced in size to accommodate the boardwalk and multi-use path as conceptualized.
- The proposed multi-use path should be paved and have a minimum width of three metres. Where the path intersects with pathways between parking lots and the boardwalk, paving and signage should signal to cyclists the need for caution, slower speed, or yielding to minimize conflicts.



Fig 121. Water play elements can take different forms



Fig 122. Playground along a boardwalk





## Implementation

The proposed boardwalk and multi-use path would contribute to strengthening Wasaga as a four-season destination, and funding from provincial or federal grants likely would be required to fully realize them. Alternatively, the projects could be phased and implemented by the Town as a series of municipal capital projects.

**Fig 123.** Rendering of the proposed West Waterfront boardwalk



## 6.3.3 Nature-based Adventure Park

Expanding the range of fun experiences beyond the beach is essential to strengthening Wasaga Beach's draw as a destination and encouraging longer stays. Beach Area 2 provides an ideal setting for a low-impact, nature-based adventure attraction that would appeal to a wide range of ages and abilities. Sensitively integrated into the existing landscape of trees and parkland, a commercially-operated aerial adventure park or other aerial attraction would introduce a distinct recreational experience that complements the surrounding natural environment while optimizing Beach Area 2 as a family destination.

The preferred location for a nature-based adventure park is south of 6th Street. Potential activities in the park could include aerial ropes courses, tree-top trekking, zip lines, and/or other family-friendly outdoor recreation experiences compatible with the existing park environment forest. The West Waterfront may also be an appropriate location for a gondola ride.

### Guidelines

- Development of the proposed adventure park and its ongoing operations should minimize impacts on existing mature, healthy trees and other valued natural features.
- While the adventure park's facilities should be concentrated within its site, zip lines that terminate outside the park site should be considered, provided their alignment and landing do not conflict with other planned activities in the West Waterfront.
- Parking for the adventure park should take advantage of existing public parking lots.

### Implementation

The Town should pursue a commercial developer and operator for the aerial adventure park initially through a request for expressions of interest (RFEOI) process. The RFEOI should establish clear parameters that prioritize family-friendly, nature-based experiences, environmental stewardship, and compatibility with the surrounding landscape while allowing flexibility for proponents to bring forward creative concepts and business models. Following the EOI, the Town may proceed with a competitive procurement or sole-source lease agreement process to secure an operator responsible for the detailed design, construction, operation, and long-term maintenance of the attraction.



**Fig 124.** Zipline and Ropes Course (Jones Beach, NY)



**Fig 125.** Aerial Ropes Course, Treetop Trekking (Barrie, ON)



**Fig 126.** Treewalk Village (Stouffville, ON)

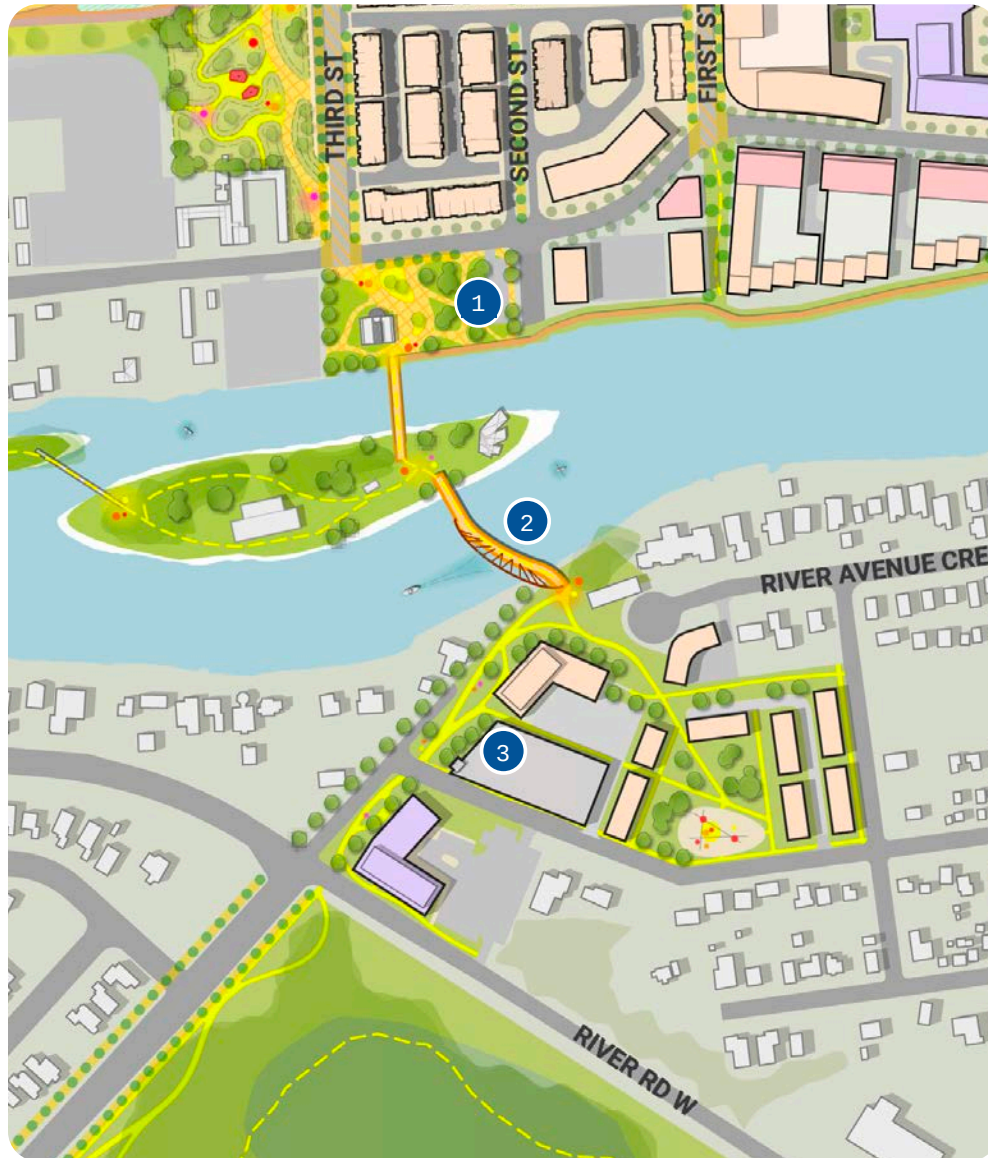


**Fig 127.** Aerial Ropes Course, Treetop Trekking (Barrie, ON)



## 6.4 DISCOVERY CORRIDOR

### Proposed Priority Initiatives



- 1 Support the **revitalization of the Nancy Island Historic Site**
- 2 Explore opportunities for a **pedestrian bridge** over the Nottawasaga River
- 3 **Redevelop the existing civic campus** as an extension of the surrounding neighbourhood

## 6.4.1 Revitalization of Nancy Island Historic Site

The Province has committed \$25 million to revitalizing the Nancy Island Historic Site, and the Huronia Historic Parks (HHP) will continue to operate it as a standalone destination that complements Discovery Harbour in Penetanguishene and Ste-Marie among the Hurons in Midland. The repair and upgrading of existing buildings and bridges on the site and the construction of a new building provide an opportunity to update and reinforce the site's educational role through immersive experiences and an enhanced environment. As an interactive destination with more to see and do and year-round events, the site will play a pivotal role in establishing Wasaga as a four-season destination.

The Town should continue to actively support the revitalization of the Nancy Island Historic Site and ensure improvements are fully integrated with the broader public realm vision for the Discovery Corridor. As plans for the site advance, the Town should work collaboratively with HHP to coordinate the design of potential public spaces, pedestrian and cycling connections, wayfinding, and visitor amenities.



**Fig 128.** Remnants of RMS Nancy, on Nancy Island





**Fig 129.** Bird's-eye Rendering of Nancy Island , illustrating long-term opportunities

### Implementation

Although the revitalization of Nancy Island Historic Site is being led by HHP, the Town has an important supporting role in ensuring the investment realizes its full potential as part of Destination Wasaga. As part of its role, the Town should:

- Establish a formal coordination process with HHP throughout the planning and implementation of improvements to ensure alignment as the various relevant initiatives evolve.
- Work collaboratively with HHP to identify and streamline municipal approvals and permits required for the revitalization.
- Encourage a high standard of architectural and landscape design that reflects the significance of the site.
- Continue to advocate for complementary Provincial investments that strengthen connections between the Nancy Island Historic Site and Wasaga Beach Provincial Park.
- Support efforts to reduce parking on the site by providing access to nearby Town-owned parking lots through a shared use agreement.



## 6.4.2 Proposed Green Pier Park and Pedestrian Bridge to Nancy Island

A pedestrian bridge to Nancy Island from downtown has been considered since at least 1978, when the Province prepared the original Master Plan for Wasaga Beach Provincial Park. At the time, a pedestrian bridge was seen as an opportunity to alleviate parking and traffic pressures along the waterfront while improving access to Nancy Island Historic Site and the beach.

Today, with visitation to Wasaga Beach continuing to grow, the need for a new pedestrian crossing is even greater. The proposed pedestrian bridge would help support a more efficient transportation network by encouraging visitors to park outside the busiest areas of the waterfront and complete their journey on foot. It is also positioned to tie together several transformative initiatives underway or proposed for the Discover Corridor, including the proposed Culture Park, the revitalization of the Nancy Island Historic Site, the potential redevelopment of the Town Hall Site (which includes a public parking structure), and proposed improvements to the provincial park both

for the short and long term. These initiatives would magnify the impact of a pedestrian bridge, which in itself could become a destination.

Concept-level engineering has confirmed three technically feasible bridge alignments for further investigation, each capable of accommodating motorized navigational requirements and accessible connections. The preferred concept is a single curved bridge spanning the east channel of the Nottawasaga River. Responding to the geometry of the site, the proposed bridge would create a distinctive and elegant crossing that establishes a memorable landmark. While this option would require a more complex structural solution and a higher capital investment, it would offer the opportunity to create an iconic piece of civic infrastructure.

Two additional concepts could also be considered: a single-span bridge connecting to Nancy Island, with pedestrians continuing across the existing bridge to the north shore; and a two-span crossing that provides a

direct connection between the mainland and the north shore. All three concepts have been designed to accommodate a minimum navigational envelope 30 metres wide and 3.0 metres high over the east channel to maintain motorized boating access. Given the low elevation of the island, an accessible switchback ramp from the bridge deck would be required.

On the south shore, the potential pedestrian bridge would land in a proposed public open space, Green Pier Park, within the Access Road right-of-way (access to existing private driveways would be maintained). The proposed park should be built in conjunction with the potential bridge, not only as a landing place but also as a green space that offers views over the river and a connection to Mills Park.

Beyond its transportation and placemaking functions, the proposed bridge may also provide an opportunity to accommodate electrical infrastructure needed to increase servicing capacity within the waterfront. Integrating hydro infrastructure into the bridge could provide a more cost-effective and less environmentally intrusive solution than either installing new services beneath the river or constructing overhead lines.



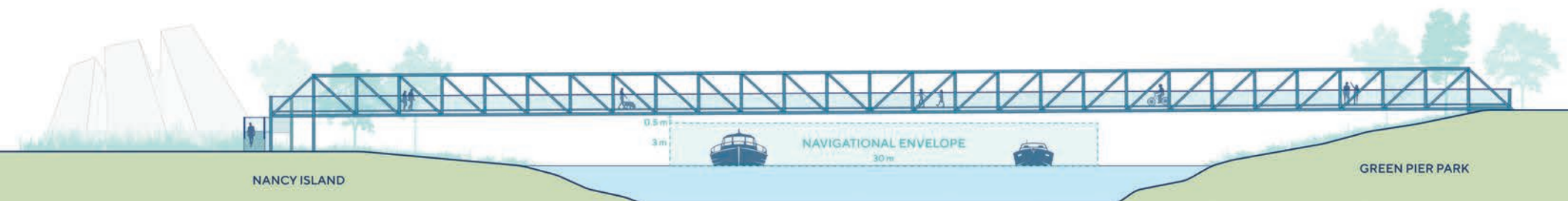


Fig 130. Single-Span Box Truss Conceptual Elevation

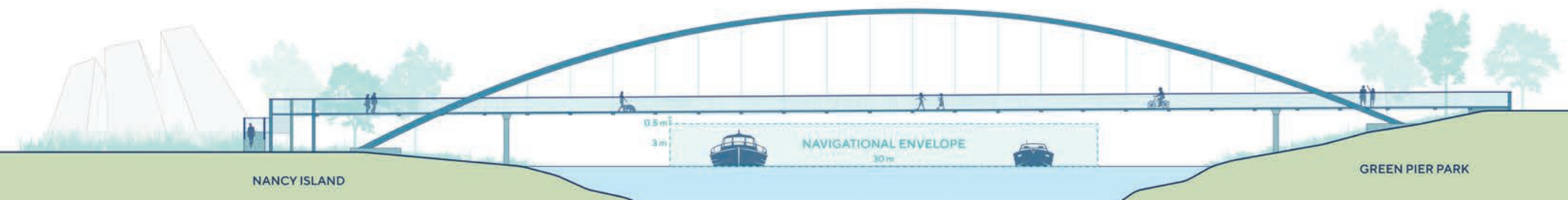
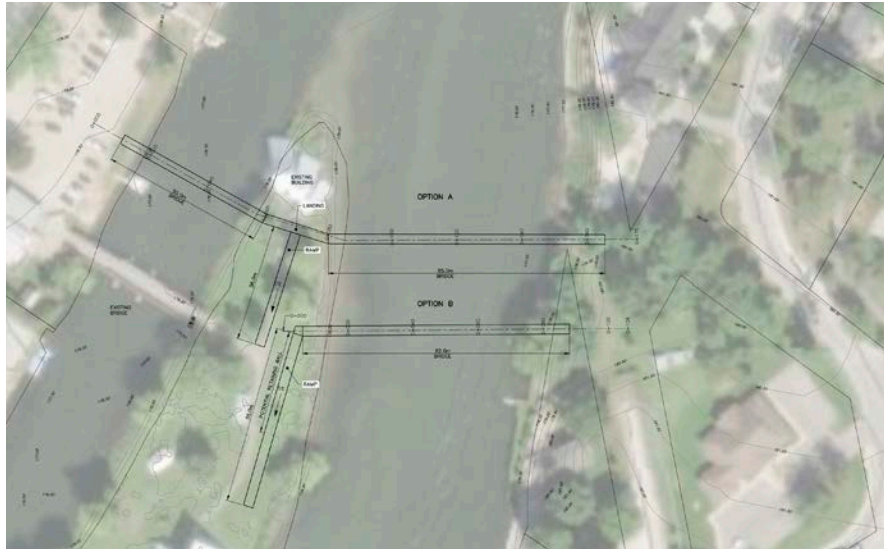
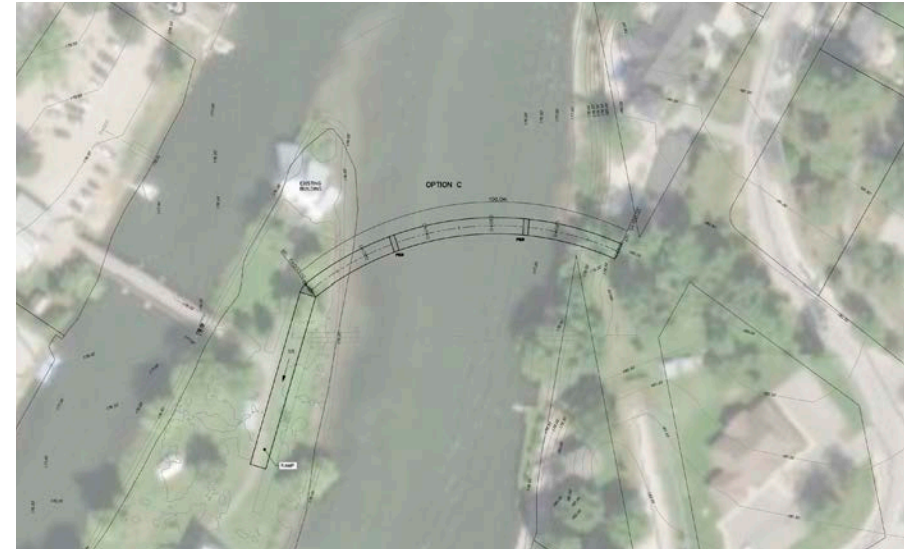


Fig 131. Single-Span Arch Bridge Conceptual Elevation



**Fig 132.** Bridge crossing alternatives A and B



**Fig 133.** Bridge crossing alternative C (preferred)

## Guidelines

- The proposed bridge should be designed as a memorable public space. Its architecture should establish a distinctive visual identity that can be recognized from along the river, reinforcing Wasaga Beach's image as a premier destination. The crossing should invite people to slow down, pause, and experience the river through viewing areas, interpretive elements, and integrated lighting.
- If the existing bridge to Nancy Island from the north shore is maintained, the distance between it and the landing for the proposed bridge should be minimized for the shortest possible route from the downtown side to the north shore. Fencing and a gate between the two bridges may be required if access to the island is by paid admission only.
- Green Pier Park should be landscaped with trees, other vegetation, benches, lighting, and wayfinding.
- The design of the proposed park must maintain vehicular access to the two residential properties with driveways off the existing right-of-way.

## Implementation

The Town should lead the planning, design, and delivery of the proposed pedestrian bridge, recognizing it as a foundational piece of proposed infrastructure that supports the broader implementation of the master plan. Given the bridge's multiple functions as transportation infrastructure, tourism asset, and potential utility corridor, the Town should pursue a collaborative funding strategy involving senior levels of government and potential infrastructure partners (e.g., Wasaga Distribution).

Design, construction, and maintenance of the proposed bridge will require close collaboration with HHP. This should include consideration of how to manage access to areas for paid admission. The bridge's design will also need to be informed by an understanding of the archaeological resources that exist on Nancy Island.

If the recommended iconic curved bridge proves too difficult to fund, a single truss bridge would be feasible and a more affordable alternative.





**Fig 134.** Rendering of the proposed Nancy Island pedestrian bridge



## 6.4.3 Town Hall Lands Redevelopment

It is anticipated Wasaga Beach will soon require a new Town Hall in a new location to meet the needs of a growing community. Following the relocation, the Town should comprehensively redevelop the existing Town Hall lands, including the former library building, as an extension of the surrounding neighbourhood, integrating a new public parking facility to served the waterfront and downtown.

River Avenue Crescent currently divides the civic campus. A segment of this street is proposed to be closed to consolidate the lands into a single parcel, creating greater flexibility in how it can be redeveloped. River Avenue Crescent would be reconfigured into a cul-de-sac to provide vehicular access to existing properties along the street and to new development.

The east half of the Town-owned land is proposed to be developed with approximately 44 three-storey townhouses in up to eight blocks with frontage on River Avenue Crescent, Lewis Street, and a reconfigured Mills Park. In the west half of the site, adjacent to the proposed Green Pier Park, an apartment building of

4-5 storeys would accommodate 40-50 additional units suitable for seniors, young professionals, and other smaller households. The new housing options would support the Town's intensification goals for downtown, and the additional population would support downtown businesses.

The west half of the site could also accommodate a five-storey public parking structure containing approximately 360 spaces for visitors to downtown and the waterfront. With construction of a proposed pedestrian bridge to Nancy Island, the proposed parking structure would become an important peripheral parking hub, allowing visitors to park outside the busiest areas of the Main End and complete their journey on foot. At peak times of visitation, a shuttle could provide an alternative means of accessing the waterfront and downtown. Access to the parking structure would be via Access Road and a segment of Glenwood Drive, and visitors would be required to use the same roads when leaving, preventing traffic infiltration in the existing neighbourhood.



Fig 135. Town Hall Lands Key Plan





**Fig 136.** Bird's-Eye Rendering of the potential Town Hall Lands Redevelopment

### Guidelines

- Buildings should be oriented to existing streets, Mills Park, or the proposed Green Pier Park.
- Blocks of townhouses should not exceed eight units to break up the overall massing of development.
- Parking should be located at the rear of townhouse units and the proposed apartment building.
- The reconfigured Mills Park should have facilities the same as or like those in the existing park (playground and tennis court).
- A publicly accessible multi-use path should connect the proposed pedestrian bridge to Nancy Island with Mills Park.
- The design of the parking structure should be compatible with the neighbourhood. The facades should be articulated to break up the building's perceived mass, and cladding materials should be high-quality and have a light neutral colour.



## Implementation

Any redevelopment of the Town Hall lands should only be considered the Town determines that the site is no longer required for its current municipal use. At this time, there is no approved plan for a new Town Hall. If redevelopment is pursued, the Town could seek a private developer for proposed residential uses on the site through an RFP process. The RFP could include clear objectives and design guidelines illustrated with concepts for how the site could be reconfigured with residential buildings and new open spaces.

Given the strategic importance of these lands, the Town should retain ownership through the planning process and undertake any necessary Official Plan and Zoning By-law amendments, facilitate any required road closure, and initiate a plan of subdivision. Advancing

these processes prior to land disposition would provide greater certainty that the long-term vision for the site is realized regardless of the pace or sequencing of redevelopment.

A public parking structure could be planned in coordination with any future residential development, although the two components could be built independently. Construction of the parking structure should also be coordinated with the proposed Green Pier and Nancy Island pedestrian bridge to ensure it is well used once the pedestrian connection is in place. Public parking on the site could be phased, beginning with a surface lot and later replaced with a parking structure if warranted by demand. If portions of the site are eventually sold for residential development, proceeds could be considered as a potential source of funding for the parking structure.

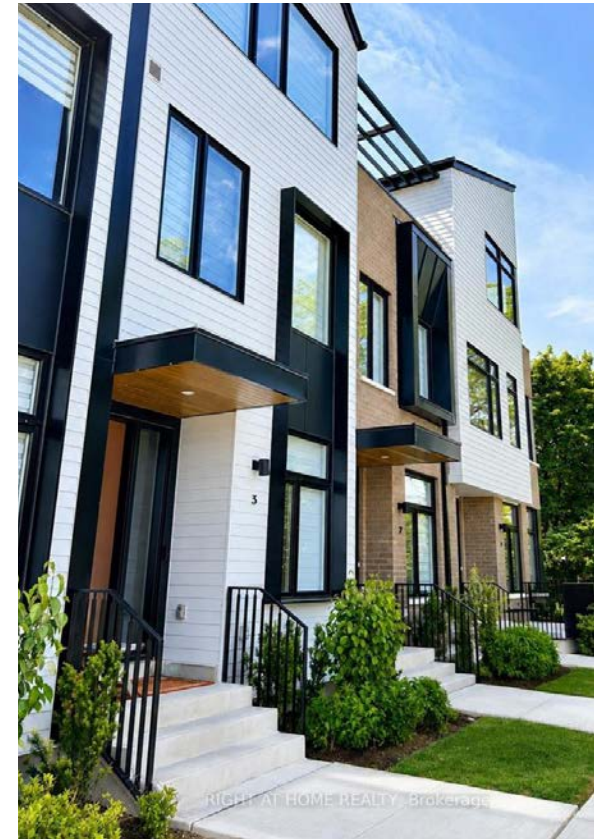


Fig 137. Townhouse Precedent



## 6.5 MAIN STREET CORRIDOR

### Proposed Priority Initiatives



- 1 Build a high-quality, mixed-use **village square anchor development** to define the heart of Main Street
- 2 Create a **civic gateway** in a campus-like setting as the entrance to downtown

## 6.5.1 Village Square Anchor Development

The lands at the southwest corner of Main Street and Beck Street represent one of the most significant redevelopment opportunities downtown. As a large municipally owned property, the site has the potential to establish a village-like commercial node and catalyze further intensification along Main Street. A high-quality, mixed-use development could add new residents to downtown, increase year-round foot traffic, support local businesses, and demonstrate the type, scale, and character of development appropriate for Main Street. Combined with streetscape improvements, the project could set the tone for future public and private investments along the corridor.

The Village Square site is envisioned to accommodate a six-storey mixed-use building with active commercial uses at grade and residential units above. Shops, restaurants, cafés, and other services should be encouraged along ground floor to help enliven Main Street and provide amenities for downtown residents and visitors. To facilitate this initiative, a new home for the Wasaga Beach Archives would need to be identified.

The size of the property also creates the opportunity for a public square to reinforce the civic heart of the envisioned Main Street Village. The square's landscaping would help to beautify the streetscape and include seating to encourage hanging out and socializing. Restaurants and shops would have space for patios and retail displays.

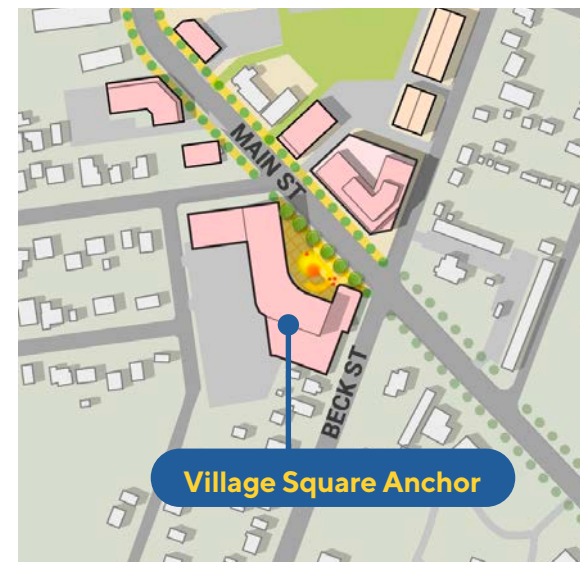


Fig 138. Village Square Anchor Key Plan

### Guidelines

- The building's ground floor along Main Street should be transparent and dominated by commercial spaces but may also accommodate the residential lobby and common amenity space.
- Incorporate canopies above the ground floor spaces for weather protection.
- Parking, loading and servicing areas should be located at the rear of the building, accessed from Beck Street, Glenwood Street, or Nancy Street, to minimize impacts on the public realm. Loading and servicing areas should be fully enclosed within the building.
- Balconies on the building's Main Street façade should be inset to avoid private amenity space dominating the building's appearance.
- The proposed village square on Main Street should be a primarily hard-surface space with trees, planters, benches, bike parking, pedestrian-scale lighting, and potentially public art. Moveable tables and chairs should also be considered.



## Implementation

The Town should seek a private developer for the Village Square project, ensuring development aligns with both the master plan and the Town's Official Plan. Agreements with the developer should secure the square itself as an unencumbered public space. The Town should ensure there is adequate parking for proposed commercial uses and should permit additional public parking on the site, if a partnership with the Town can be arranged.



**Fig 139.** Rendering of the potential Village Square Anchor



## 6.5.2 Civic Gateway Redevelopment

The vacant and underutilized lands bounded by Main Street, River Road West, and Stonebridge Boulevard form the first impression of downtown Wasaga. The Town should encourage and facilitate mixed-use redevelopment of this prominent block as a civic gateway. It would be an ideal location for a new Town Hall or other civic building, should such a facility be needed, with the remainder of the block accommodating mixed-use buildings with commercial uses on the ground floor and apartments above. Framed by attractive streetscaping and potentially a civic square, redevelopment could form a third commercial node along Main Street, the other two planned in the Main End and west of Beck Street.

A new civic building is envisioned at the west end of the block, where such a building, together with associated parking and a

small gathering space can comfortably be accommodated. The parking lot would be available to downtown and waterfront visitors in the evening and on weekends. Mid-rise, mixed-use buildings on the remainder of the block could accommodate at least 100 apartments, and commercial uses on the ground floor would complement the stores and restaurants of Stonebridge Town Centre across the street and help make the east end of Main Street more vibrant.

The future building at the corner of River Road West should be designed as a landmark with high-quality materials, and it should be set back from the corner to accommodate a complementary landscaped open space that further enhances the gateway.



Fig 140. Civic Gateway Key Plan

### Guidelines

- Design any civic building on the block as an architectural landmark with an inviting plaza for small gatherings and day-to-day enjoyment.
- Ensure all buildings provide active ground floor uses along Main Street.
- Mixed-use buildings should form a pedestrian-friendly streetwall along Main Street with a setback that allows for a generous pedestrian zone, tree planting, street furniture, and other landscaping.
- Locate parking behind buildings fronting Main Street, accessed from River Road West, Stonebridge Boulevard, and/or a single shared driveway mid-block along Main Street. Underground parking should be encouraged.
- The building located at the point of the gateway block should be designed as a landmark building that reflects the Town's identity, with high-quality materials and a generous landscaped open space at the corner.





**Fig 141.** Mixed-Use Building Precedent (Westbrook Village, Vancouver)



**Fig 142.** Mixed-Use Building and Square Precedent (Westbrook Village, Vancouver)

## Implementation

The potential redevelopment of the Civic Gateway in alignment with the vision will require cooperation among property owners and potentially development partnerships to create viable parcels for civic uses and mixed-use buildings. Interest in building a new Town Hall or other municipal building on the block could be the trigger for a comprehensive development strategy. A coordinated, holistic approach will help ensure consistency in how buildings relate to the surrounding streets and the quality of the public realm, which will be critical to establishing a strong and appealing arrival experience.

## 6.6 PROVINCIAL PARK

Wasaga is best known for its beach, but one of the town's most extraordinary natural assets lies just east of the Nottawasaga River. Wasaga Beach Provincial Park is already a four-season destination, with an extensive trail network that supports hiking and cycling in the warmer months and skiing and snowshoeing in the winter. The park is also home to a distinctive landscape of parabolic dunes, including Monument Hill, which offers elevated views across the park landscape toward Georgian Bay and the Niagara Escarpment.

Despite its scale, beauty, and year-round recreational value, the portion of the provincial park east of the river is not yet widely known among tourists and locals. The master plan positions the park as a major recreational anchor for both tourists and locals, linked to the waterfront and other destinations through the Discovery Corridor. With stronger connections, programming, and amenities, the park could offer additional nature-adventure experiences that complement the beach and broaden Wasaga's appeal as a four-season destination.

The master plan's vision for the provincial park aligns with the objectives of the Wasaga Beach Provincial Park Master Plan published in 1978 and not updated since. The objectives of the latter, which refers to the almost 1,200 hectares (3,000 acres) of parkland on the east side of town as the "Dunes Area," include:

- To provide the opportunity for extensive and space requiring recreation activities, in the "Dunes Area," in recognition of the natural significance and fragility of the area.
- To attract tourists and day visitors to the Wasaga Beach community, help sustain their interest, possibly prolonging their visit, or encouraging their return.
- To expand the seasons of use of the Wasaga Beach community changing the "peak weekends in summer" to a year round recreation community.

The Provincial Park Master Plan recommended much of the Dunes Area be treated as a nature reserve while identifying three development zones, one intended for a visitor centre and group camping, one planned for 300 automobile campsites, and one planned for 25 walk-in campsites.

The Town should continue to advocate strongly for the Ministry of the Environment, Conservation and Parks and Ontario Parks to update the 1978 park master plan, carrying forward the three objectives above, updating the assessment of areas suitable for development and natural areas to be protected, and identifying the types of recreation amenities appropriate in each development zone. The following recreation amenities should be considered by a new park master plan or be explored individually based on a current understanding of natural features and functions.





**Fig 143.** Ideas for the massive, 18-square-kilometres of provincial park that sits south of downtown and separate from the beachfront

## Potential Initiatives

- An expanded Nordic Centre should be explored as a home base for year-round outdoor activity. The facility could include expanded equipment rentals, a café or snack bar, and flexible rooms that can be used as fireplace lounges or ski waxing areas.
- A spa or other wellness facility close to the Nordic Centre or elsewhere in the park could offer plunge pools, saunas, and quiet outdoor relaxation areas as a distinctive four-season experience in an incredible natural setting.
- In the core of the park, away from environmentally sensitive areas and potentially accessible from Blueberry Trail, sites for low-impact car camping and glamping could offer different types of accommodation experiences, from traditional tent pads and yurts to geodesic domes and treetop suites. Park lands west of Klondike Park could remain appropriate for car camping.
- Along the river, paddle-in campsites could allow canoeists and kayakers to experience the park from the water and extend their journey through the Nottawasaga landscape.
- At the top of Monument Hill, one or more viewing platforms with benches and interpretive signs, would allow climbers to rest, have a snack, and learn about what they're seeing in the distant views.
- On the former racetrack lands or elsewhere off Veterans Way, more active recreation uses could also be considered, such as obstacle courses, aerial adventure courses, and a skate trail.



Fig 144. Ski-In Cabins



Fig 145. Paddle-In Campsite



In addition, a visitor centre and/or educational programming in areas throughout the park would help visitors appreciate its flora, fauna, and unique geomorphology. New amenities and other attractions in the park should be supported by improved signage, wayfinding, and interpretation.

## Implementation

Improvements to the provincial park would rely on an ongoing commitment from the Province to the goals for Destination Wasaga and meeting the growing demand province-wide for more camping and other recreation

opportunities in provincial parks. Beyond advocating for an update to the park master plan and implementation of new amenities, the Town should be prepared to support the Province with data to inform future programming, community engagement events, and promotion of park improvements.



**Fig 146.** Wellness Spa Precedent (Vetta Spa, Oro Medonte)



**Fig 147.** Glamping Dome (Otter Pointe Resort, Calvin, ON)

## 6.7 IMPROVING CONNECTIONS

### 6.6.1 Crosstown Cycling Route

Wasaga Beach is centrally located within the regional network of cycling routes, including the Great Lakes Waterfront Trail. Despite these strong regional connections, travelling through Wasaga Beach can be challenging due to gaps in the local active transportation network. Along some segments, trail users are directed onto busy arterial roads, while other sections include unpaved or lower-quality surfaces, limited wayfinding, or discontinuous active transportation facilities. These conditions can make the route less comfortable and more difficult to follow, particularly for visitors and other users unfamiliar with the community.

The Town should establish a continuous crosstown cycling route, generally following Shore Lane Trail, that provides a more connected, intuitive, and comfortable route not only for cyclists wishing to ride through Wasaga but also for residents living east/north or west/south of downtown wanting to access the existing and planned amenities in the town's core by bike or on foot. The route should be implemented through a combination of new and upgraded multi-use trails, trail surface improvements, enhanced signage and wayfinding, and pavement markings where the route follows local roads. The following

proposed improvements would strengthen connections between existing trail networks while improving active transportation opportunities for both recreational users and residents.

- Along River Road East, the existing paved shoulders should be modified to function as bike lanes through removal of the existing rumble strips, localized widening where required, and the addition of appropriate pavement markings and signage.
- If a pedestrian bridge over the mouth of the Nottawasaga River were to prove feasible and be built, the section of Shore Lane Trail between the Main End and John Street could be bypassed via the multi-use path planned on the Point, the new bridge, and a short section of boardwalk along New Wasaga Beach to John Street.
- Through the Main End and the West Waterfront, cyclists would be directed to Beach Drive and a planned new multi-use path west of 3rd Street.
- West of Beach Area 2, the preferred route would generally follow local roads through shared on-road facilities, primarily along Shore Lane. These segments would require pavement marking and signage upgrades to better identify the route as a shared space and improve safety and awareness for all road users.
- Several gaps west of Beach Area 2 are currently served by informal or gravel trails. These sections should be upgraded and paved to provide formal connections between the on-road portions of the route. As these linkages are located through provincial park property, land availability is not anticipated to be a significant constraint.
- At the western end of Town, the route would continue along existing roads through on-road facilities, with key connections provided through unopened Town rights-of-way and Town-owned open space blocks. The route would ultimately connect with Beachwood Road and continue to the town boundary at Fairgrounds Road. Beachwood Road currently includes paved shoulders and provides an important connection to Collingwood.



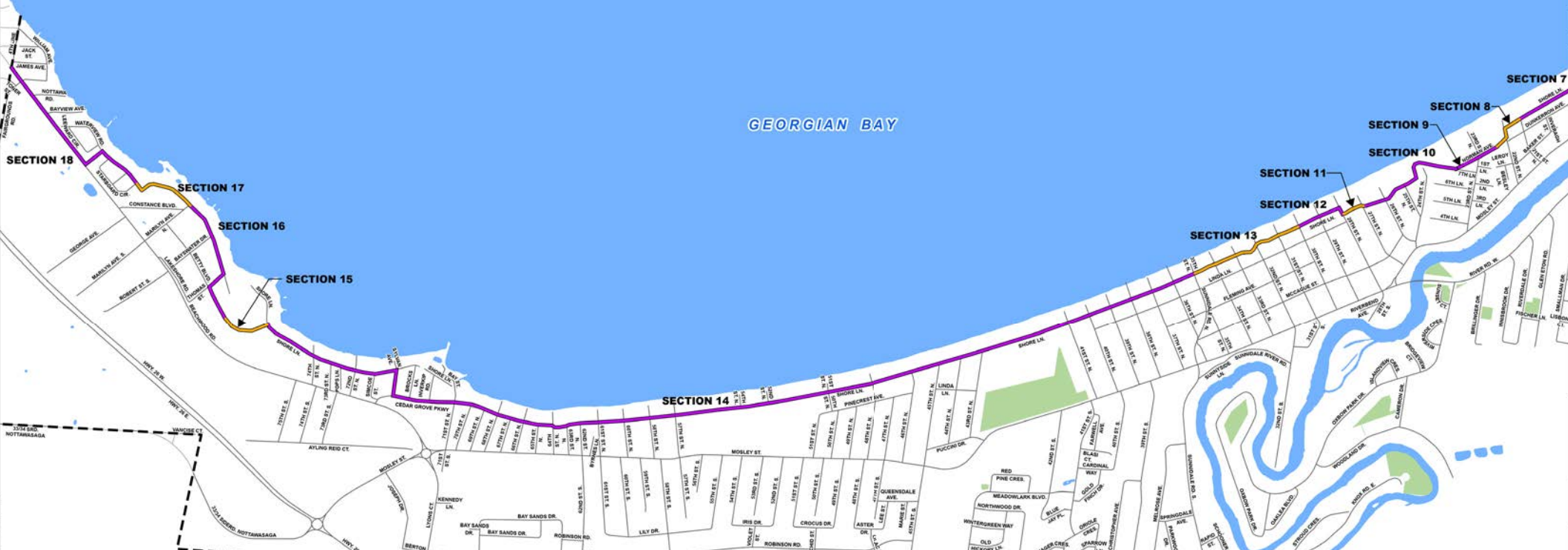


Fig 148. Proposed Crosstown Cycling Route

# Implementation

The proposed improvements to formally establish a crosstown cycling route should be implemented in phases based on an annual allocation of funds from the Town’s capital budget for active transportation improvements. Several components of the route would require coordination with Ontario Parks where trail improvements are proposed within provincial park lands. In addition to addressing gaps in the existing crosstown route, future improvements should include prominent signage, pavement markings, and wayfinding measures generally in all segments of the route.

## LEGEND

- WATERBODY
- ROAD
- TOWN OF WASAGA BEACH BOUNDARY
- WASAGA BEACH MUNICIPAL PARKS AND RECREATION AREAS
- PROPOSED IMPROVEMENT
  - ON ROAD SHARED BIKE FACILITY / PAVED SHOULDERS
  - ON ROAD BIKE LANES
  - ASPHALT TRAIL
  - PEDESTRIAN/CYCLING BRIDGE
  - BOARDWALK
  - ROUTE AS IDENTIFIED IN WASAGA BEACH WATERFRONT MASTERPLAN
  - POTENTIAL FUTURE ALTERNATIVE ROUTE VIA ASPHALT TRAIL, BOARWALKS AND PEDESTRIAN BRIDGE



Fig 149. Proposed Crosstown Cycling Route



Fig 150. Cyclists on the boardwalk in Wasaga



Fig 151. One of Simcoe County’s well-used cycling routes



## 6.7.1 Gateways and Approaches

River Road West and Mosley Street are the main roads into Wasaga Beach and provide the first impression for many visitors arriving from the east and west, respectively. As the town continues to grow and evolve as a community and a destination, these corridors should project a welcoming image that reflects the quality of the waterfront.

The character of River Road West will be significantly enhanced through redevelopment of the Civic Gateway block, introducing new buildings, a civic plaza, and landscaped streets at the entry to the heart of town. Beyond this catalytic initiative, the Town should pursue opportunities to incrementally enhance the River Road West

corridor where the right-of-way allows, beginning as far east as the Wasaga Stars Arena and future high schools. Establishing a consistent rhythm of street trees would help visually narrow the wide roadway, better define the public realm, and create a stronger sense of continuity along a corridor that today is characterized by varied building forms, setbacks, and land uses.

Similarly, Mosley Street should evolve over time into a more attractive entry road and approach to the Town's core. As improvements are made to infrastructure within the right-of-way and commercial sites along the corridor, the streetscape should be enhanced with trees and other landscaping should be added to the boulevards and generous landscape buffers should be required at the edges of commercial, institutional, and multi-unit residential properties. The commercial node west of the Schoonertown Bridge, at the Mosley/River Road West intersection, is a key location to promote the Town's identity through streetscape improvements.



Fig 152. Key Gateways and Approaches for Improvements

## Guidelines

Potential improvements to both gateway corridors include:

- Prominent directional and distance signs designed to reflect the town's identity;
- Street tree planting and coordinated landscape treatments;
- Sidewalks or multi-use paths where right-of-way conditions permit and there are none currently;
- Enhanced pedestrian amenities, including seating, lighting, and shelters at transit stops;
- Reduced visual prominence of surface parking through landscaping; and
- High-quality architecture, site design, and coordinated signage for new development.



**Fig 153.** Street trees and private landscaping can significantly improve the experience of driving along a major road.

## Implementation

Given the largely built-out nature of the main corridors into town and their sheer length, gateway and approach improvements should be implemented incrementally through various initiatives, including Town-led streetscape projects targeted to areas in most need of beautification and future road reconstruction projects. Site plans for future commercial development along the corridors should include generous landscape buffers between parking lots and the right-of-way.



**Fig 154.** Directional signage should be clear and hard to miss.



## 6.7.2 18th Street/Veterans Way Bridge

With vehicular access to the core waterfront limited to Main Street and Mosley Street, the former being most heavily used by out-of-town visitors, the Town has long recognized the need to consider a third bridge crossing over the Nottawasaga River to relieve congestion created by the growing number of visitors at peak times.

In 2015, the Town of Wasaga Beach Nottawasaga River Crossing Class Environmental Assessment (EA) was completed, the purpose of which was to investigate and consider long-range planning for the possible future construction of a new bridge crossing to ease anticipated future traffic congestion in the Town. Beyond addressing vehicular traffic issues, the study also evaluated how a new bridge could accommodate pedestrian traffic and recreational use, while providing the community with an alternative route and improved connectivity across the river.



Fig 156. 18th Street Bridge Key Plan



Fig 155. 18th Street Bridge Environmental Assessment Alignment

The EA identified a preferred alignment which involves realigning Veterans Way and modifying the River Road West intersection to allow a straight bridge alignment (angled to the river) directly connecting to 18th Street. This alignment minimizes the acquisition of developed properties compared to other options, reducing relocation impacts and associated costs.

The preferred configuration proposes a phased approach to bridge development: Phase 1 ( $\pm 10$  years) involves construction of a three-metre-wide multi-purpose bridge accommodating pedestrians, cyclists, and other recreational users. Phase 2 would introduce a 2-lane vehicle bridge ( $\pm 30$  years). This staged approach would allow the Town to address recreational and active transportation needs in the near term while deferring the significant capital investment of the full traffic bridge to a later date.

A vehicular bridge at this location would provide direct traffic relief from beach areas to Veterans Way and onward to Highway 26 via Klondike Park Road. Beyond vehicular benefits, the Veterans Way site aligns with recommendations from the Town's Active Transportation Plan, which had specifically identified this location as a preferred crossing point for a pedestrian bridge.

In essence, the potential pedestrian and vehicular bridges would enable growth in the beach areas by improving accessibility, reducing traffic congestion on existing routes, enhancing active transportation connectivity, and making the beach areas more accessible to the expanding developments on the south side of the Nottawasaga River throughout the Town.

## Implementation

With the number of visitors to Wasaga anticipated to increase significantly over the next decade, the Town should include a vehicular and pedestrian bridge at 18th Street/Veterans Way in its 10-year Capital Plan and should pursue infrastructure grants from senior levels of government for the project.



## 6.7.3 Mosley Street Improvements

Mosley Street is one of the principal gateways to the waterfront and in several places is lined with commercial uses serving residents and visitors. While it functions as an important transportation corridor, it also forms part of the public realm experience for people arriving at the waterfront. As the waterfront evolves into a more vibrant, mixed-use destination, Mosley Street will need to become a more pedestrian-oriented street.

The reconstruction of Mosley Street, from the Main Street/Spruce Street roundabout to Third Street, has been identified through the Main Street and Beach Areas 1 & 2 Improvements Class Environmental Assessment and is a critical component of broader waterfront revitalization. The reconstruction is intended to create a safer and more balanced street that accommodates all users. Narrower travel lanes will help calm traffic while maintaining sufficient capacity to accommodate future growth. The centre turn lane will improve traffic flow and reduce delays by removing turning vehicles from through traffic. At the same time, wider pedestrian areas, enhanced landscaping, and opportunities for patios and retail spill-out will strengthen the public realm, support local businesses, and encourage new mixed-use infill development along the corridor.

### Guidelines

The preferred cross-section includes one travel lane in each direction (3.25 metres), a centre turn lane to improve traffic operations and safety (3.5 metres), generous sidewalks separated from traffic by landscaped amenity boulevards (1.8

metres each), and additional space for outdoor patios and commercial activity (2.4 metres). Where opportunities exist, pedestrian refuge islands, landscape medians, and localized street narrowings can further enhance pedestrian comfort and create a greener streetscape.



Fig 157. Mosley Street today

## Implementation

The Town should continue advancing detailed design and implementation of the Mosley Street reconstruction in coordination with phased redevelopment of the Main End and Beach Areas 1 and 2, including necessary servicing upgrades

to support redevelopment. The timing of reconstruction should minimize impacts to local businesses during the peak tourism season. Detailed design should include landscaping of the boulevards that encourages street life—paving, lighting, trees, and furnishing.

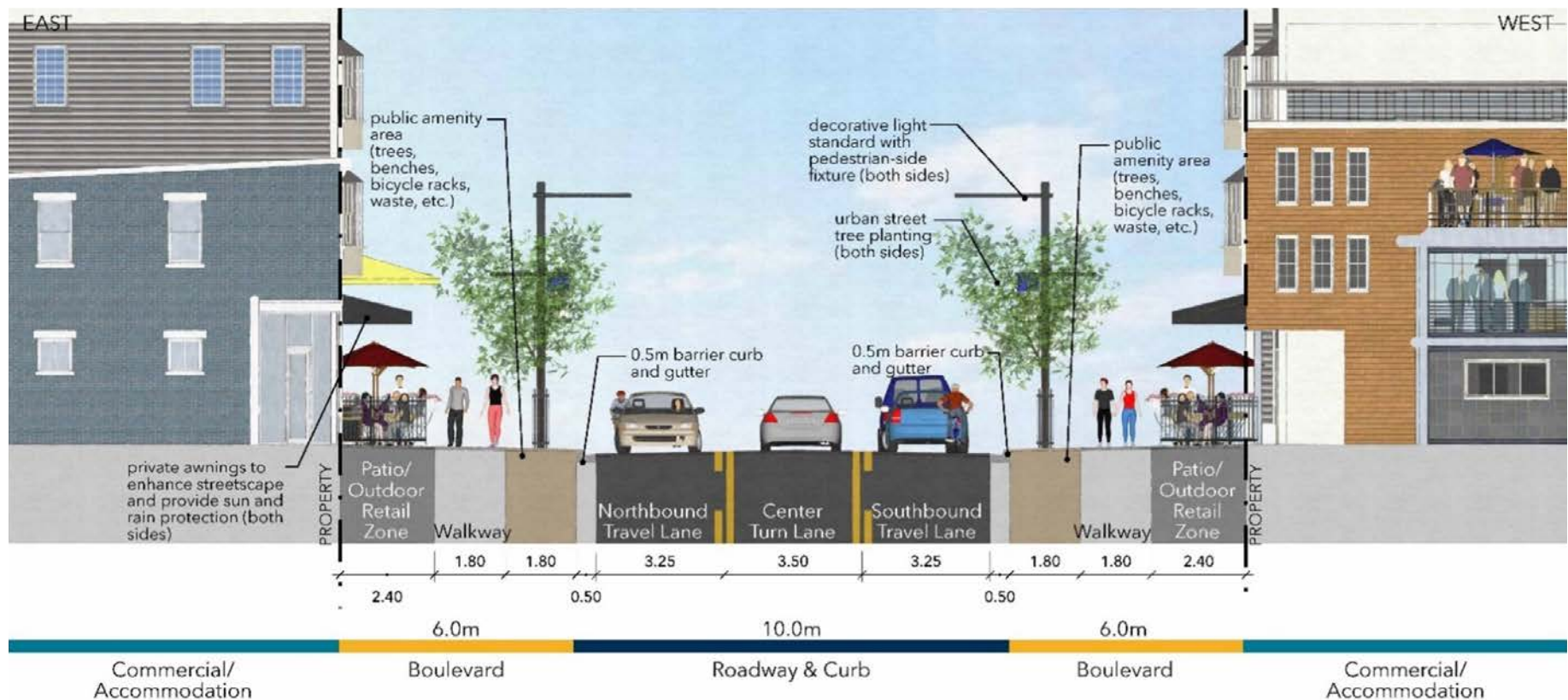


Fig 158. Mosley Street Cross Section





## 7.0 IMPACT ASSESSMENTS

The significant changes proposed for Wasaga, guided by the vision, principles, and goals in Section 3, are intended to protect and promote the town's remarkable natural environment; to increase visitation, create jobs, and generally boost the local, regional, and provincial economies; and to create a more complete community offering a high quality of life for everyone. This section summarizes assessments of the master plan's potential environmental, economic, and community impacts.



# 7.1 ENVIRONMENTAL IMPACTS

An Environmental Impact Study (EIS) was prepared by Azimuth Environmental Consulting to assess the potential impacts of the master plan on the significant natural heritage features and ecological functions of Beach Areas 1 and 2. As described in Section 2.2, the waterfront contains a diverse and sensitive natural environment associated with Georgian Bay, the Nottawasaga River, and Wasaga's beach and dune system. Key features include Critical Habitat for the Piping Plover (Endangered); the Nottawasaga River Spit Life Science ANSI, which contains an unevaluated Great Lakes Coastal Meadow Marsh wetland; significant wildlife habitat and rare vegetation communities; and fish habitat and staging areas/migration corridors within Georgian Bay and the Nottawasaga River, including habitat associated with Lake Sturgeon (Endangered).

## Overall Assessment

The EIS assesses the master plan based on the greatest extent of future site works contemplated by the concept. Overall, the EIS concludes that the plan is not expected to negatively impact the ecological functions of wetlands, the ANSI, and Significant Wildlife Habitat within the study area, provided that suitable mitigation,

design considerations, and compensation/offsetting are implemented. Similarly, the master plan is not expected to negatively impact Species at Risk (SAR) subject to provincial protections or the following migratory SAR bird species documented within the study area, including Bank Swallow (Threatened), Chimney Swift (Threatened), Barn Swallow (Special Concern), or Eastern Wood-pewee (Special Concern).

## Impacts to Critical Habitat of the Piping Plover

With regard to Piping Plover (Endangered) and associated Critical Habitat, the EIS identifies three aspects of the master plan that have a direct impact. The proposed Amusement Deck, the proposed boardwalk and trail system, and the proposed Eco-Centre slightly encroach within the mapped Critical Habitat. The EIS concludes that, given the conceptual nature of the master plan, the general location of these projects remains feasible, with opportunities to refine the footprints and alignments through detailed design to avoid or further minimize encroachment. Overall, the EIS concludes that the master plan is considered feasible in a manner that would demonstrate conformity to the federal Species at Risk Act as it relates



Fig 159. A Piping Plover and its chick.

to Piping Plover, provided conformity to the specific measured outlined in the EIS is demonstrated. This outcome is achieved in part through the planning and design strategy that focuses the highest proposed intensification close to existing urbanized areas, whereas lands adjacent to a given segment of Critical Habitat would not be subject to an acute change in current land use. Ongoing consultation with the Canadian Wildlife Service/Environment and Climate Change Canada is recommended to verify the proposed Critical Habitat boundary amendments are acceptable, and proposed mitigation measures and recommendations are in accordance with federal requirements under the Species at Risk Act.



## Impacts to Fish Habitat and Staging Areas

The EIS also assesses the in-water development activities proposed in the master plan for their impacts on fish habitat and staging areas/migration corridors within Georgian Bay and the Nottawasaga River, including proposed improvements to the boat launch, the proposed pedestrian bridge to Nancy Island, and the proposed transient marina within the Nottawasaga River. The EIS concludes that the proposed in-water works can largely be completed in accordance with applicable Fisheries and Oceans Canada (DFO) Codes of Practice, which outline how to mitigate impacts to fish habitat during routine in-water work projects.

Permitting from DFO, Ministry of the Environment, Conservation and Parks (MECP), and the Ministry of Natural Resources (MNR) may be required where any extensive in-water works are proposed (e.g., channel infilling, pier construction, retaining walls), but the proposed in-water works as per the master plan are not anticipated to significantly alter fish habitat or disrupt the migration corridor of Lake Sturgeon or salmonids. A fisheries screening by a qualified fisheries ecologist shall be completed at detailed design to review the in-water and near-water work plans to identify potential impacts, mitigation requirements, and necessary permitting from DFO, MECP, and MNR.

## Opportunities for Environmental Enhancement

The EIS notes that the master plan also presents opportunities to improve existing environmental conditions and better manage the recreational pressures already occurring along the waterfront. Formalizing pedestrian movement through the proposed boardwalk and trail network could reduce informal access, trampling, and disturbance within sensitive beach and dune environments. Elevated boardwalks, strategically located access points, barriers, wayfinding, and environmental education could concentrate visitor activity in appropriate locations while allowing surrounding habitat and natural dune processes to continue. Azimuth notes that these measures have the potential to provide a net benefit to habitat function in areas currently experiencing unmanaged recreational use.

Other opportunities include restoring and enhancing vegetation communities where disturbance occurs, removing invasive species, and introducing native planting, providing compensatory habitat for bats, and improving degraded shoreline conditions along the Nottawasaga River.



**Fig 160.** The Lake Sturgeon is the largest and one of the oldest native fish species in the Great Lakes.

In particular, redevelopment associated with the proposed transient marina provides an opportunity to replace or rehabilitate existing degraded retaining walls using approaches such as natural stone armouring, riparian planting, and vegetated buttresses, potentially improving shoreline fish habitat while accommodating the proposed use.

## Conclusion

Overall, the EIS establishes a pathway for the initiatives proposed in the master plan to proceed in a way that protects the ecological functions that make the Wasaga Beach waterfront distinctive. As individual projects move from concept to detailed design, environmental considerations will need to remain integrated into their planning and implementation, including through project-specific environmental review, agency consultation, construction timing and mitigation measures, and refinement of development footprints where necessary. At the same time, implementation provides an opportunity to go beyond impact mitigation by better managing visitor activity, restoring disturbed areas, enhancing habitat, and improving the relationship between recreation and the waterfront's natural environment.



**Fig 161.** Dunes along Beach Area 1.



## 7.2 ECONOMIC IMPACTS

N. Barry Lyon Consultants Limited (NBLC) prepared a Preliminary Economic Impact Assessment to estimate the potential economic and municipal revenue impacts associated with implementation of the master plan. The assessment considers both the one-time economic activity generated through construction of the proposed master plan projects and the ongoing economic activity that would result from the new development tied to net new employment, tourism activity, and tourism spending.

Collectively, the proposed public investments in infrastructure, public spaces, and civic and recreational facilities, together with anticipated private development, are intended to strengthen Wasaga Beach as a year-round destination, attract additional visitation and tourism spending, support new employment, and expand the Town's assessment and revenue base.

### Construction Impacts

Implementation of the master plan is estimated to generate nearly **\$2 billion in construction spending** through full build-out, expressed in future dollars. The bulk of this, more than \$1.8 billion, is associated with civic, cultural, and recreational facilities,

hotels and housing, and other development, with the balance associated with public realm and infrastructure projects.

This investment would generate economic activity extending beyond the initial construction expenditures themselves. NBLC estimates that the nearly \$2 billion in construction spending would generate just over **\$2.05 billion in direct, indirect and induced GDP impacts across Ontario**, equivalent to approximately \$1.04 in GDP for every \$1.00 of construction-related spending.

#### Estimated GDP Outputs from Construction Spending

**Direct** activity from spending on contractors, trades, professional services, and materials: **\$976 million**

**Indirect** activity generated through further supply-chain purchases: **\$575 million**

**Induced** activity generated when workers engaged through direct and indirect activity spend their earnings in the broader economy: **\$505 million**

Construction is estimated to support approximately 2,670 full-time-equivalent jobs over the development period, or an average of approximately 140 jobs per year. These jobs are estimated to generate an average of about **\$2.4 million in income tax revenue each year throughout the construction period**, \$1.7 million in federal income tax and \$700,000 in provincial income tax.

### Tourism and Visitor Spending

A central objective of the master plan is to leverage public investment and new anchor destinations to increase visitation, encourage longer stays, and strengthen Wasaga Beach as a year-round tourism destination. Based on tourism forecasts provided by CBRE, annual **visitation could increase from approximately 2.0 million visits in 2026 to 2.6 million by 2035**, representing approximately 600,000 additional annual visits. These forecasts assume the supporting infrastructure and private development contemplated by the master plan proceed as planned.

This additional visitation is estimated to generate approximately **\$91 million in additional annual tourism spending**, in present dollars, within Wasaga Beach by 2035. NBLC estimates this spending would generate approximately \$59 million in additional annual GDP within Ontario Tourism Region 7, which encompasses Bruce-Grey-Simcoe, including approximately \$41 million in direct GDP associated with spending within Wasaga Beach itself. The increased tourism activity is also estimated to support approximately **620 additional jobs across the region, including 500 jobs within Wasaga Beach**, which is projected to result in an uplift of approximately \$32 million in labour income, including \$21 million retained within the town.

### **Estimated Full-Time-Equivalent Jobs**

**Construction: 2,670**

**Tourism-related: 620 (500 in Wasaga Beach)**

**Other Permanent: 580**

## **Permanent Employment and Municipal Revenues**

Beyond tourism-related employment, the new commercial and other non-residential development contemplated by the master plan is estimated to support approximately 580 permanent jobs at full build-out.

Implementation would also generate significant revenues for the Town and other levels of government. Through full build-out, development is estimated to generate approximately \$100 million in municipal and education development charges, planning application fees, and building permit fees.

At the year of full built-out, new development is estimated to generate approximately **\$23.1 million in property taxes**, expressed in future dollars, including approximately **\$11.1 million for the Town of Wasaga Beach**, \$4.8 million for the County, and \$7.2 million for education. When expressed in present dollars and compared against existing property tax revenues, this represents an estimated net annual gain to the Town of approximately \$4.6 million, together with net gains of \$1.8 million to the County and \$3.3 million for education. These recurring revenues represent an important long-term fiscal benefit of transforming currently underutilized waterfront lands into productive residential, commercial, tourism, and recreational uses.

## **Conclusion**

Overall, the Preliminary Economic Impact Assessment demonstrates that implementation of the master plan has the potential to generate positive economic benefits for Wasaga Beach and the broader region. Public investment in destination anchors, infrastructure, and the public realm will not only generate immediate construction activity but will also create the conditions for a potential increase in visitation and further private-sector investment over time. In turn, new tourism, residential, and commercial development would support permanent employment, increased visitor spending, and an expanded municipal tax base.

These findings should be understood as high-level estimates rather than precise forecasts. They assume that the master plan is implemented generally as proposed and rely on development, construction cost and visitation forecasts that will inevitably be influenced by changing economic conditions, market demand, political priorities and development interests over the approximately 15-year implementation period. Nevertheless, the assessment illustrates the scale of the economic opportunity associated with implementation of the master plan and the potential for early public investment to catalyze broader and longer-term economic benefits.



## 7.3 SOCIAL BENEFITS

Section 7.2 quantifies the estimated economic benefits of the development proposed in the master plan, in terms of increased visitation, jobs, spending, tax revenues, and other important metrics. Equally significant, implementation of the plan will have a range of positive impacts on the quality of life offered by Wasaga Beach and the community's overall social wellbeing. Residents and visitors alike will benefit from improved and new parks and recreation facilities and new year-round entertainment venues. In addition, the proposed enhancements to the Town's mobility network will improve access to the core waterfront, downtown, and other destinations. Planned residential development will grow and diversify the town's housing supply.

This section summarizes how the Priority Initiatives in the master plan support six dimensions of social wellbeing.



## 1. Accessibility and Mobility

The ability to access daily needs by walking, cycling, or using public transit contributes to a more complete and equitable community—not everyone can drive or has access to a personal vehicle. The proposed vehicular access, parking and active transportation plans described in Section 4 are intended to guide improvements to the mobility network in the core. More than five kilometres of new paths for cyclists and pedestrians are planned to extend and interconnect the existing network. The proposed accessibility and mobility enhancements will promote physical and mental wellbeing by supporting active lifestyles and improving access to services and amenities. Relevant Big Moves and Priority Initiatives include the following:

- Proposed boardwalks on The Point and West Waterfront and a new riverfront boardwalk, coupled with improved and extended multi-use paths.
- Proposed parking structures and improvements to existing public parking lots on the waterfront.
- The Discovery Corridor, connecting the beachfront to the provincial park via proposed pathways and bridges linking destinations.
- Proposed improvements to Shore Lane trail to establish a continuous crosstown cycling route.

## 2. Access to Parks and Recreation Opportunities

Access to parks and open space is known to enhance one's sense of belonging in a community by offering opportunities for casual social interaction and connection to nature. Parks also support participation in recreational activities, which has positive physical and mental health outcomes. The master plan maintains and enhances 250 hectares of parkland on the waterfront and supports personal and community wellbeing with a number of initiatives that will result in more barrier-free opportunities for recreation, social connection, and interaction with nature. These include:

- New open spaces within the Discovery Corridor—the proposed Culture Park and Green Pier Park.
- A proposed aerial adventure park offering physical challenges and fun.
- The proposed Amusement Deck, which will accommodate traditional midway rides and other play elements.
- Playgrounds and splash pads within and adjacent to the proposed West Waterfront boardwalk, and a Community Deck, a central gathering space along the boardwalk with room for wellness programming.
- Village Square, an intimate, programmable open space for day-to-day enjoyment and community events.
- Planning for enhancements to the potential Nordic and Trails Centre and other recreation amenities in the provincial park.



### 3. Access to Cultural Spaces and Facilities

Access to cultural spaces enriches a community by showcasing creativity, providing opportunities to experience and participate in the arts, and bringing residents and visitors together for celebrations and other events. The master plan includes several initiatives focused on culture and entertainment, including:

- The proposed new Dardanella, a multi-purpose event centre for concerts and other performing arts as well as community programming and personal celebrations.
- The proposed Arts Hub and Market building, which would contain studios, workshops, and a flexible space where artists can display and sell their work.
- Festival Square, a central gathering space framed by hotels, restaurants, and shops to give it life day-to-day and with capacity for modest community programming throughout the year.
- Festival Park, a proposed outdoor venue for music festivals, other concerts, and other community events.
- The proposed Culture Park, intended for permanent and temporary public art installations.

### 4. Access to Commercial Amenities

One of the goals of the master plan is to expand the range of commercial amenities for residents and visitors—include retail, restaurants, services, and entertainment. With a full range of amenities, residents are less likely to leave the community for different places to dine and shop and different experiences. Many of the planned commercial amenities are expected to be accommodated in mixed-use developments, where those living in dwelling units or staying in hotel rooms above commercial uses will help to sustain them through frequent patronage. Commercial spaces and attractions in the master plan include:

- Up to 140,000 square feet of new commercial space in the Main End and downtown for shops, restaurants, and services that contribute to retail diversity.
- The proposed Games Hall, a facility with a variety of arcade and table games and other amusements for both residents and visitors of all ages. Opportunities for seasonal vendors in the Main End and on the West Waterfront.

### 5. Access to Educational Opportunities

Wasaga Beach is rich in natural and cultural heritage. Through the master plan, there are opportunities to leverage the town's unique geography and history to create place-based learning experiences. Improving community access to these experiences can support social wellbeing by strengthening connections to place and fostering an understanding and appreciation of Wasaga Beach's special characteristics and unique history. Priority Actions under this theme include:

- The revitalization of Nancy Island Historic Site to celebrate the nationally significant story of HMS Nancy and the War of 1812 while expanding the site's potential for educational programming and community events.
- The proposed Culture Park, which would create an enriching destination for public art, Indigenous place-keeping, nature-based play, and cultural programming.
- The larger Discovery Corridor, which will feature other interpretive elements.
- The proposed Eco-Centre, where the public and school groups could learn about Wasaga's remarkable natural environment and where guided programs and environmental education can start.

## 6. Access to Diverse Housing Options

More people living downtown and on the core waterfront will give it more life and help to sustain businesses day-to-day. And providing more housing choices will allow residents to find options that fit their needs, including young people starting their adult life and downsizing seniors. By integrating housing, services, and amenities in the same areas, residents can spend less time commuting, thus leaving more opportunities to participate in community life. The plan promotes the development of much needed apartments and townhomes which will help meet the housing needs of an increasingly diverse workforce. Planned residential development includes:

- Mixed-use buildings on Main Street downtown, including on the Village Square site and on the Gateway Civic site.
- Strategic redevelopment of older motel and other commercial sites on the waterfront and downtown.
- The potential redevelopment of the current Town Hall site to accommodate townhomes and small apartment buildings.

Since everyone's needs for a high quality of life vary widely based on a number of factors, objectively assessing the community benefits can be a challenge. Nevertheless, the criteria above are broadly supported as key indicators of social and personal wellbeing and reflect best practices.





## 8.0 IMPLEMENTATION

The Destination Wasaga Master Plan proposes bold but realistic concepts for transformation of the town's core, and it will take bold and steady actions to achieve them. This section proposes a phasing strategy for the Proposed Priority Initiatives and provides guidance for implementing each one, including potential funding sources, potential partners, and next steps. The master plan concludes with general recommendations to support implementation with necessary resources, policies, and incentives.

# 8.1 PHASING STRATEGY

The Concept Plan and Potential Priority Initiatives at the centre of the master plan were developed with the goal of implementing them over a period of 10–15 years through a coordinated series of public and private investments. The phasing strategy focuses on establishing new anchor destinations and delivering key infrastructure early on to strengthen Wasaga Beach as a more diverse year-round destination and create the market demand for new private investment to come in later phases.

The phasing plan identifies the anticipated timing for each initiative to be constructed; however, construction represents the endpoint of years of effort and coordination. Many initiatives will require further technical study, environmental approvals, detailed design, partnership development, and funding before they can proceed. The Implementation Table in Section 8.2 identifies the key actions steps required to move each initiative from concept to reality.

While the phasing plan focuses on major capital projects, there are many smaller improvements the Town can undertake immediately and on an ongoing basis to demonstrate stewardship of its newly acquired waterfront lands and build momentum for revitalization. Maintenance of parking areas, repair and replacement of aging park amenities, and expanded event programming will improve the visitor experience in the near term while reinforcing confidence in the Town's long-term vision.

## Building Destination Anchors

The first phase of implementation focuses on delivering destination anchors – signature attractions and experiences that strengthen Wasaga Beach's appeal as a tourism destination. These investments are intended to attract new visitors, encourage longer stays, and expand visitation beyond the traditional summer season.

Proposed projects such as the new Dardanella and the Amusement Deck, along with the enhanced Nancy Island Historic Site are critical to establishing a package of attractions needed to reposition Wasaga as a more complete destination. By increasing visitation, encouraging overnight stays, and extending the tourism season, these early investments help create the market conditions necessary to support private-sector investment in complementary uses, including new hotels, mixed-use development, and destination-oriented commercial amenities, generally expected to be delivered in the medium and longer terms.

In turn, increased visitation and new private investment will strengthen the economic rationale for subsequent public investments in infrastructure, parks, other public realm improvements, and community facilities, creating a cycle of revitalization that builds momentum over time.

## Delivering Enabling Infrastructure

Several projects are foundational to the successful implementation of the broader master plan because they unlock opportunities for future investment and redevelopment. They therefore should be prioritized during the early phases.

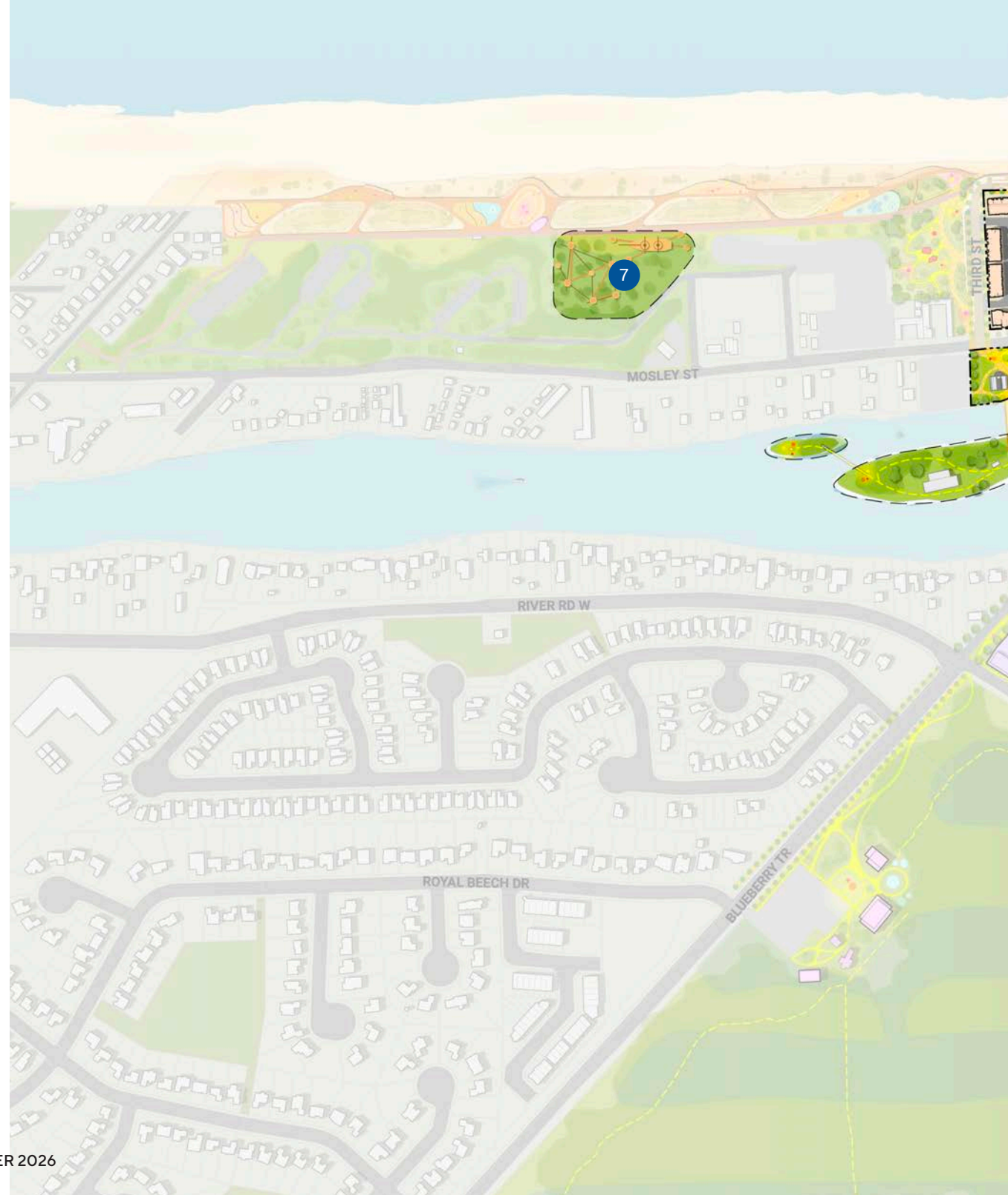
Foremost among these is the parking structure proposed for the Main End. By consolidating parking into a compact, vertical form, the parking structure would unlock valuable waterfront lands currently occupied by surface parking for new destinations, hotels, mixed-use development, and enhanced public spaces. Similarly, the reconstruction of Jenetta Street unlocks opportunities in both the Main End and The Point.

As described in Section 4.6, improvements to servicing infrastructure will also be required to support increased visitation and new accommodations. Early investments include upgrades to the sewage pumping station and sanitary sewer network; longer-term improvements include additional water and wastewater infrastructure upgrades and replacement of the chlorine contact chamber associated with the Jenetta Street Well and Pump House. Phasing these projects with or in advance of development allows the Town to manage costs efficiently while ensuring servicing capacity is available when required.



## Phase 1: 2-5 Years

The first phase focuses on establishing the foundation for long-term revitalization by delivering key destination anchors and enabling infrastructure. By the end of this phase, the Main End will offer a more diverse and livelier waterfront, and critical infrastructure projects and improved market conditions will position the Main End for future private investment.





### Projects Currently Underway

- ① **Stonebridge Mixed-Use Development**
- ② **Sunray Hotel Development (Hotel 1 & 2, Parking Structure)**

### Proposed Priority Initiatives

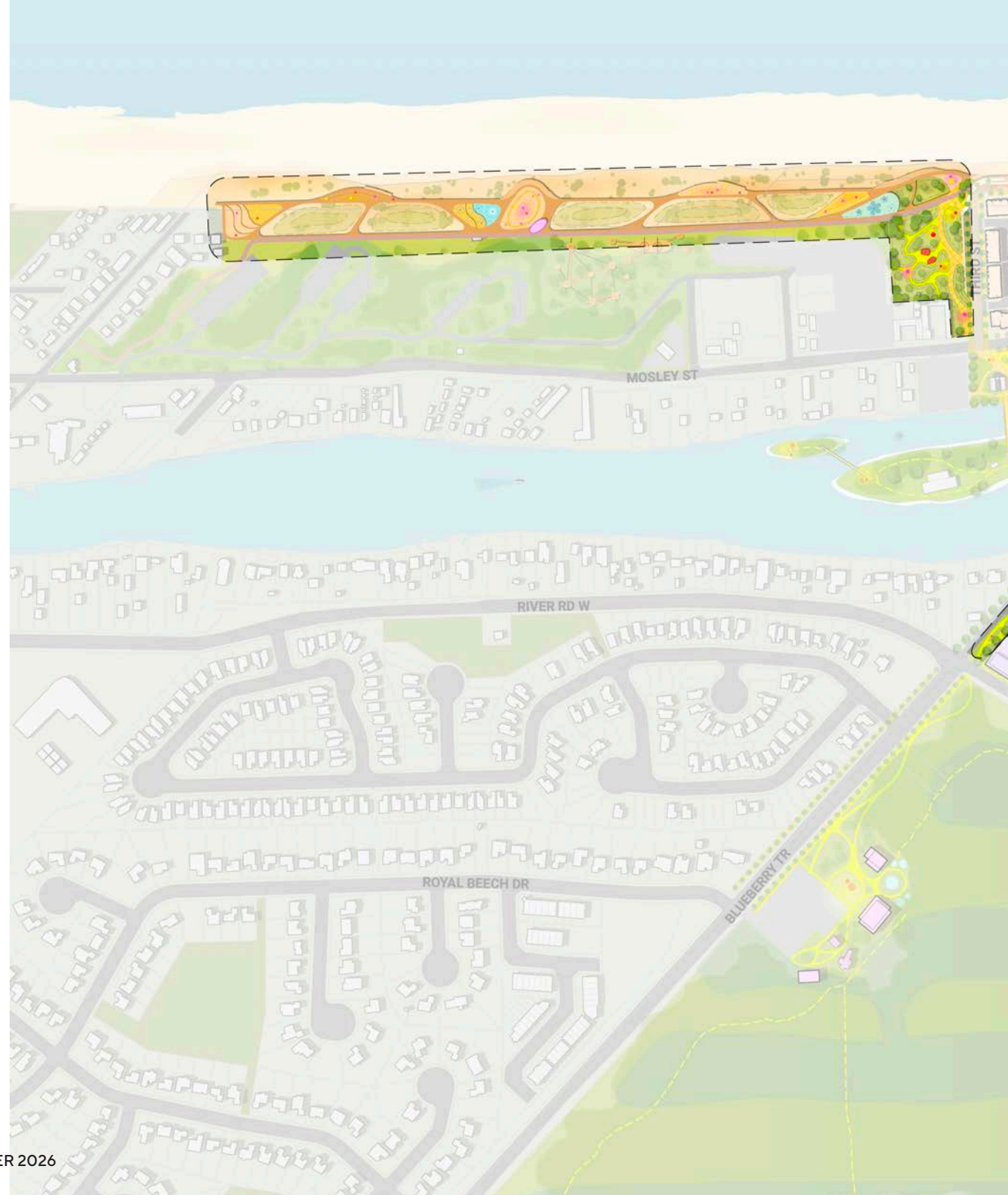
- ① **Dardanella 2.0**
- ② **Park-and-Play**
- ③ **Festival Square**
- ④ **Amusement Deck**
- ⑤ **Jenetta Street Upgrade & Realignment**
- ⑥ **Village Square Mixed-Use Anchor**
- ⑦ **Nature Adventure Park**
- ⑧ **Nancy Island Historic Site**
- ⑨ **Civic Gateway Block**



## Phase 2: 6-10 Years

With destination anchors established and supporting infrastructure in place, the second phase focuses on introducing new mixed-use development, hotels, and complementary commercial uses that continue to transform the Main End into a more complete, year-round destination. Building on the expected success of early proposed initiatives, additional public investment towards new and enhanced parks, the proposed Nancy Island pedestrian bridge, and proposed boardwalks will encourage longer visitor stays while adding new amenities and experiences for Wasaga residents.

Some public investments, such as the boardwalks, can be delivered incrementally to manage capital costs and reinforce the ongoing commitment to consistent improvements. By the end of phase two, as the Main End continues to build out, it will begin to feel like a complete and cohesive destination.





### Proposed Priority Initiatives

- 1 Sunray Hotel 3
- 2 Arts Hub & Hotel
- 3 Enhanced Boardwalk and Eco Centre
- 4 Festival Park
- 5 West Waterfront Boardwalk
- 6 Culture Park
- 7 Nancy Island Pedestrian Bridge
- 8 Town Hall Lands Neighbourhood
- 9 Civic Gateway Block

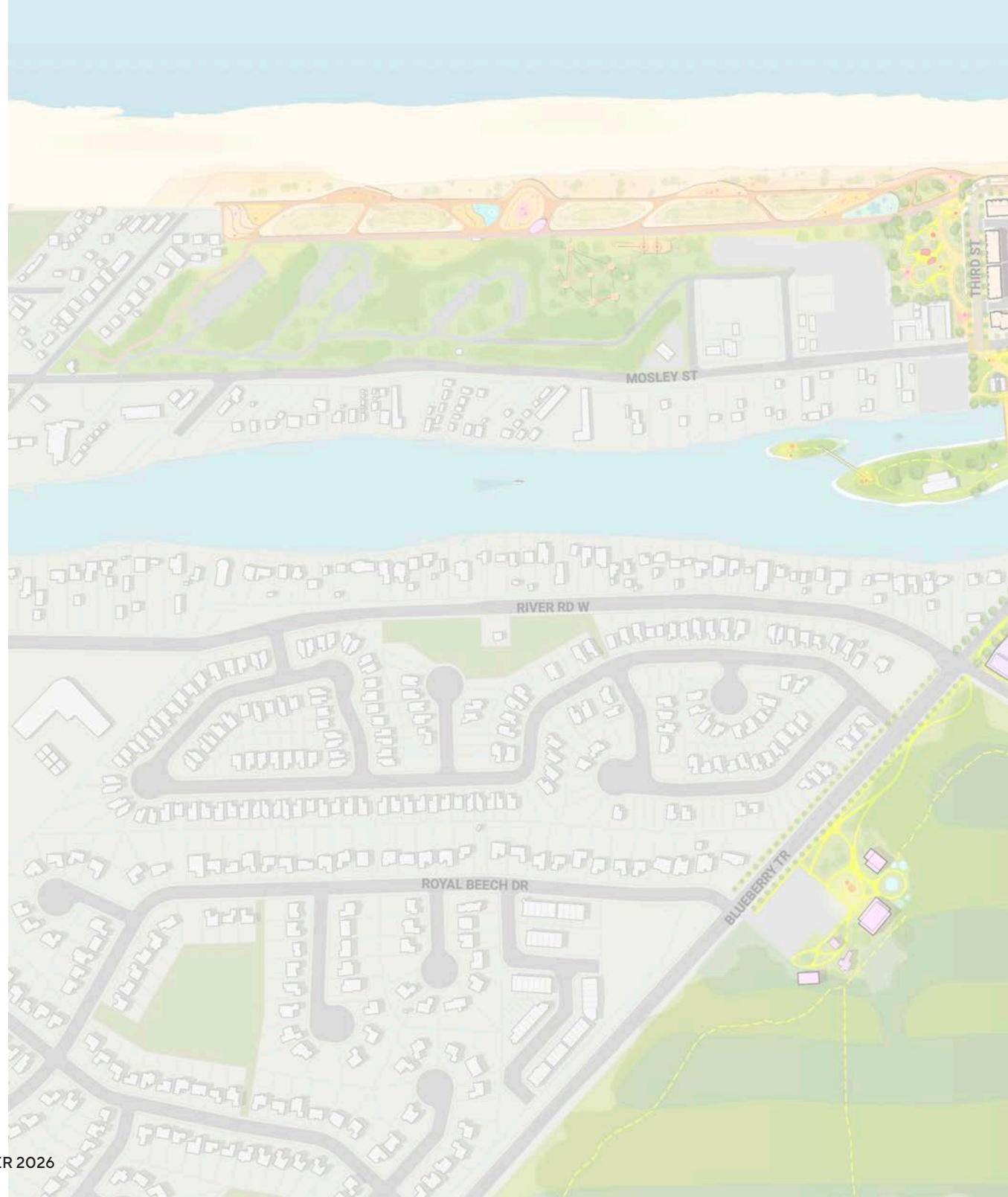


### Phase 3: 11-15 Years

The final phase focuses on completing key elements of the long-term vision for Destination Wasaga. The remaining development opportunities are realized and waterfront destinations become fully integrated. By this stage, the Main End has evolved into a vibrant mixed-use district with a diverse range of attractions, accommodations, public spaces, and recreational experiences that reinforce Wasaga Beach as one of Ontario's premier four-season tourism destinations.

Strategic opportunity sites on the opposite side of the Nottawasaga River – the Town Hall Lands, Main Street Village, and the Civic Anchor – have been fully developed, introducing new residents and businesses to downtown, and setting the stage for further private investment along Main Street.

As illustrated in the overall Concept Plan, the redevelopment of private properties not included in a proposed initiative is expected to occur incrementally over the next 15 years and beyond, continuing the transformation and ensuring Wasaga remains a dynamic destination and community.





### Proposed Priority Initiatives

- ① Games Hall and Hotel
- ② Transient Marina
- ③ Eco-Resort
- ④ Town Hall Lands Neighbourhood



## 8.2 SUMMARY OF PROPOSED PRIORITY INITIATIVES

Section 6 generally describes the implementation strategy for the Proposed Priority Initiatives. This section brings the initiatives together in a table to clearly outline how each one is intended to be implemented.

The table identifies who may join the Town in advancing a project and where the Town and its partners may turn to for design and construction funding. Estimated order-of-magnitude costs are included for many of the public projects, while the costs for others will require further study. Potential partners who may play a key role in designing or developing the program for a project, or who may operate a public facility once it's built, are also identified. Enabling projects identified in the table refer to infrastructure improvements to be implemented before the proposed initiative is built.

Finally, the table lists the next steps to be taken to advance each initiative. Many projects will require detailed feasibility

studies to confirm their financial viability, clarify programming and the associated space needs, and assess the impacts they will have on the environment and community. These studies may affect the timing of some initiatives, their costs, and their design. Other initiatives that have been previously studied can proceed directly to the stages of securing funding and detailed design.

The Proposed Priority Initiatives focus on potential projects for the Town to lead, since achieving the Destination Wasaga vision will require significant upfront investments by the Town, the Province, and/or the Federal government to build new anchor destinations and other uses intended to unlock private investment in new hotels, new housing, and a broader range of commercial uses. Although private investment is a priority and is expected to occur in the early phases of implementation, it will take time to achieve the balance of public and private initiatives so critical to creating an exciting destination and sustainable community.

### Leveraging Municipal Land Assets

The Town has demonstrated the important role that strategic land ownership can play in catalyzing change on the waterfront. Since 2015, the Town has acquired multiple properties in the Main End with the intent of stimulating redevelopment. The results to date, now under construction, have been significant: a partnership with Sunray Group to develop new hotels and complementary uses, beginning with a Marriott resort hotel; and The Breakers mixed-use development by Stonebridge. This strategic approach of leveraging municipally owned land to attract investment, improve the public realm, and achieve development outcomes that might not otherwise occur will be critical to implementing the master plan.

The Town continues to own land in the Main End and Downtown, and the Province has stated it will begin the process of transferring a portion of provincially owned beachfront to the municipality. The master plan considers how each property can be strategically leveraged to advance the broader vision for Destination Wasaga and puts the Town in the driver's seat for implementation, as reflected in the lead proponent column of the Implementation Table.

As a major landowner, the municipality's lead role will vary depending on the site, the nature of the initiative, and the desired outcome. In some cases, the Town may take a property directly to market through a Request for Expressions of Interest (RFEI) and/or Request for Proposals (RFP) process, establishing clear expectations for the type and quality of development sought while allowing respondents to propose how the objectives for the site can best be achieved. For many such initiatives, particularly those for which market demand is uncertain, feasibility studies will be required to confirm the likely viability of the proposed use and to encourage proposals.

For some initiatives, the Town may choose to take a more active role in reducing development risk before seeking a private-sector partner. This could include completing technical studies, preparing a development concept, or securing planning and other regulatory approvals in advance. Although this requires greater upfront effort and investment on the part of the municipality, this approach can provide greater certainty to prospective developers, potentially improve the marketability of a property, and allow the Town to establish key development parameters before transferring control of the lands.

Where the site for a proposed initiative has multiple owners, including the Town, the municipality may use its holdings to facilitate land assembly and a development agreement that benefits all owners. This can create opportunities for comprehensive development, coordinated infrastructure, improved access and circulation, and better planning and design outcomes overall. Alternatively, as it has in the past, the Town may seek to acquire land to create viable and optimal redevelopment sites, using the expropriation process when necessary for a public use.

When the Town acquires, sells, or leases land to advance redevelopment and revitalization, the goal in most cases should not be to directly profit financially from the exchange or agreement, either at the time or in the future. Land cost is only a small part of the overall cost of most developments, and discounting the cost or negotiating mutually beneficial land exchanges under the provisions of a Community Improvement Plan may be necessary to making redevelopment viable. The economic and other positive impacts of redevelopment, some of which will flow directly or indirectly to the municipality, should make the leveraging of public land worthwhile.

## Ongoing Indigenous Engagement & Relationship-Building

Implementation of the Proposed Priority Initiatives of Destination Wasaga will include ongoing meaningful engagement and relationship-building with Indigenous communities. As individual projects move from concept to feasibility, design and implementation, the Town will create opportunities for participation and collaboration appropriate to each project.

This work may inform environmental and cultural stewardship, interpretation, public art, placemaking, programming and public-space design. The nature and scope of participation will be shaped respectfully through ongoing engagement with Indigenous communities and will evolve as projects advance.



| Proposed Priority Initiative                     | Construction Timing |            |             | Delivery Model                                                     | Lead Proponent(s)    | Potential Funding Partners                                                                                                                                                  | Potential Project Partners                                                                                             | Enabling Project(s)                        | Next Steps                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|---------------------|------------|-------------|--------------------------------------------------------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                  | 2-5 Years           | 6-10 Years | 11-15 Years |                                                                    |                      |                                                                                                                                                                             |                                                                                                                        |                                            |                                                                                                                                                                                                                                                                                                                      |
| The Main End                                     |                     |            |             |                                                                    |                      |                                                                                                                                                                             |                                                                                                                        |                                            |                                                                                                                                                                                                                                                                                                                      |
| Dardanella 2.0 (purpose-built performance venue) | ✓                   |            |             | Town-led capital project with senior government support            | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Province</li><li>• Federal grant</li><li>• Town capital budget</li><li>• Corporate Sponsorship</li><li>• Philanthropy</li></ul>     | Event centre operator                                                                                                  | Beach Drive and Main Street reconstruction | <ul style="list-style-type: none"><li>• Secure site control</li><li>• Prepare business case</li><li>• Secure senior government funding commitment</li><li>• Launch fundraising campaign (if necessary)</li><li>• Establish operating model</li><li>• Prepare detailed design</li><li>• Tender construction</li></ul> |
| Public Park-and-Play Structure                   | ✓                   |            |             | Town-led capital project preferably with senior government support | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Province</li><li>• Federal grant</li><li>• Town capital budget (loan)</li></ul>                                                     | Commercial operator (recreation components)                                                                            | Partial reconstruction of Jenetta Street   | <ul style="list-style-type: none"><li>• Secure funding</li><li>• Prepare business case</li><li>• RFP to secure partner (recreation component)</li><li>• Prepare detailed design</li><li>• Tender construction</li></ul>                                                                                              |
| Festival Square                                  | ✓                   |            |             | Development agreement                                              | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Developer contribution</li><li>• Town capital budget for landscape enhancements, if necessary (community benefits charge)</li></ul> | <ul style="list-style-type: none"><li>• Sunray Group (construction)</li><li>• Temporary concession operators</li></ul> | Main Street reconstruction                 | <ul style="list-style-type: none"><li>• Prepare detailed design, ensuring coordination with the surrounding public realm</li><li>• Tender construction</li><li>• Acquire/lease temporary structures for commercial uses</li></ul>                                                                                    |
| Amusement Deck                                   | ✓                   |            |             | Town-led capital project with senior government support            | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Province</li><li>• Federal grant</li><li>• Town capital budget (community benefits charge)</li></ul>                                | Commercial operator (amusements)                                                                                       | Beach Drive reconstruction                 | <ul style="list-style-type: none"><li>• Secure funding</li><li>• RFEOT to attract ride and concession operators</li><li>• Prepare detailed design</li><li>• Tender construction</li></ul>                                                                                                                            |

| Proposed Priority Initiative | Construction Timing |            |             | Delivery Model                                          | Lead Proponent(s)                        | Potential Funding Partners                                                                                                                                           | Potential Project Partners                                                                        | Enabling Project(s)                                  | Next Steps                                                                                                                                                                                                                                                                                                   |
|------------------------------|---------------------|------------|-------------|---------------------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | 2-5 Years           | 6-10 Years | 11-15 Years |                                                         |                                          |                                                                                                                                                                      |                                                                                                   |                                                      |                                                                                                                                                                                                                                                                                                              |
| Arts Hub and Hotel           |                     | ✓          |             | Public-private partnership (partial land lease or sale) | Town of Wasaga Beach and hotel developer | Arts Hub:<br>• Town capital budget (community benefits charge)<br>• Province<br>• Federal grant<br>• Philanthropy<br>Hotel:<br>• Private capital (hotel and parking) | • Non-profit community arts organizations<br>• Commercial operators (café, gallery, market space) | Servicing upgrades                                   | <ul style="list-style-type: none"> <li>• Prepare feasibility study</li> <li>• Secure site control</li> <li>• RFEOI and RFP to secure development partner (hotel)</li> <li>• Develop Arts Hub governance and operating model</li> <li>• Secure arts hub funding</li> <li>• Prepare detailed design</li> </ul> |
| Games Hall and Hotel         |                     |            | ✓           | Private development (land lease or sale)                | Town of Wasaga Beach and hotel developer | • Private capital                                                                                                                                                    |                                                                                                   | Servicing upgrades                                   | <ul style="list-style-type: none"> <li>• Prepare feasibility study</li> <li>• RFEOI and RFP to select developer</li> <li>• Support required approvals, ensuring coordination with the Main End public realm plan</li> </ul>                                                                                  |
| Transient Marina             |                     |            | ✓           | Town-led capital project                                | Town of Wasaga Beach                     | • Town capital budget<br>• Province                                                                                                                                  | Commercial operator                                                                               | Jenetta Street and riverfront boardwalk construction | <ul style="list-style-type: none"> <li>• Complete Marina Feasibility Study</li> <li>• Prepare business case</li> <li>• Prepare detailed design</li> <li>• RFP to identify potential operator</li> <li>• Secure required regulatory approvals and permits</li> </ul>                                          |



| Proposed Priority Initiative                                           | Construction Timing |            |             | Delivery Model                                          | Lead Proponent(s)                         | Potential Funding Partners                                                                                                                                                   | Potential Project Partners                                                                                                                                                                                 | Enabling Project(s)           | Next Steps                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------|---------------------|------------|-------------|---------------------------------------------------------|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                        | 2-5 Years           | 6-10 Years | 11-15 Years |                                                         |                                           |                                                                                                                                                                              |                                                                                                                                                                                                            |                               |                                                                                                                                                                                                                                                                    |
| The Point                                                              |                     |            |             |                                                         |                                           |                                                                                                                                                                              |                                                                                                                                                                                                            |                               |                                                                                                                                                                                                                                                                    |
| New Jenetta Street (including riverfront boardwalk and multi-use path) | ✓                   |            |             | Town-led capital project with provincial support        | Town of Wasaga Beach                      | <ul style="list-style-type: none"><li>• Province</li><li>• Town capital budget</li></ul>                                                                                     | TBC                                                                                                                                                                                                        |                               | <ul style="list-style-type: none"><li>• Initiate a Municipal Class Environmental Assessment</li><li>• Prepare detailed design</li><li>• Tender construction</li></ul>                                                                                              |
| Enhanced Boardwalk and Eco-Centre (including multi-use path)           |                     | ✓          |             | Town-led capital project with senior government support | Town of Wasaga Beach                      | <ul style="list-style-type: none"><li>• Province</li><li>• Federal grant</li><li>• Town capital budget (community benefits charge)</li></ul>                                 | <ul style="list-style-type: none"><li>• Ministry of Environment, Conservation and Parks</li><li>• Nottawasaga Valley Conservation Authority</li><li>• Environmental non-government organizations</li></ul> |                               | <ul style="list-style-type: none"><li>• Establish a working group to determine the programming of the eco-centre</li><li>• Secure funding</li><li>• Prepare detailed design</li><li>• Tender construction</li></ul>                                                |
| Festival Park                                                          |                     | ✓          |             | Town-led capital project with senior government support | Town of Wasaga Beach                      | <ul style="list-style-type: none"><li>• Province</li><li>• Federal grant</li><li>• Town capital budget (community benefits charge)</li><li>• Corporate sponsorship</li></ul> | Commercial operator                                                                                                                                                                                        | Jenetta Street reconstruction | <ul style="list-style-type: none"><li>• Prepare feasibility study and business case</li><li>• Secure funding</li><li>• Establish operating model</li><li>• Prepare detailed design, ensuring coordination with new Jenetta Street and enhanced boardwalk</li></ul> |
| Eco-Resort                                                             |                     |            | ✓           | Private development (land lease)                        | Town of Wasaga Beach and resort developer | <ul style="list-style-type: none"><li>• Private capital</li></ul>                                                                                                            | Undertake feasibility study                                                                                                                                                                                | Jenetta Street reconstruction | <ul style="list-style-type: none"><li>• Prepare feasibility study</li><li>• Identify developer through RFEOI and RFP</li><li>• Execute long-term lease</li><li>• Support required approvals</li></ul>                                                              |

| Proposed Priority Initiative             | Construction Timing |            |             | Delivery Model                                           | Lead Proponent(s)    | Potential Funding Partners | Potential Project Partners | Enabling Project(s)           | Next Steps                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------|---------------------|------------|-------------|----------------------------------------------------------|----------------------|----------------------------|----------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                          | 2-5 Years           | 6-10 Years | 11-15 Years |                                                          |                      |                            |                            |                               |                                                                                                                                                                                                                                                                                                                                                         |
| River Mouth Marina and Pedestrian Bridge |                     |            | ✓           | Town-led capital projects with senior government support | Town of Wasaga Beach |                            | Commercial marina operator | Jenetta Street reconstruction | <ul style="list-style-type: none"> <li>• Complete Marina Feasibility Study</li> <li>• Prepare marina business case</li> <li>• Initiate Municipal Class Environmental Assessment</li> <li>• Engage government and agency partners on environmental plan</li> <li>• Secure funding</li> <li>• Secure required regulatory approvals and permits</li> </ul> |



| Proposed Priority Initiative                  | Construction Timing |            |             | Delivery Model                                          | Lead Proponent(s)                                         | Potential Funding Partners                                                                                           | Potential Project Partners                                                                 | Enabling Project(s) | Next Steps                                                                                                                                                                                         |
|-----------------------------------------------|---------------------|------------|-------------|---------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                               | 2-5 Years           | 6-10 Years | 11-15 Years |                                                         |                                                           |                                                                                                                      |                                                                                            |                     |                                                                                                                                                                                                    |
| West Waterfront                               |                     |            |             |                                                         |                                                           |                                                                                                                      |                                                                                            |                     |                                                                                                                                                                                                    |
| Aerial Attractions                            | ✓                   |            |             | Private development (land lease)                        | Town of Wasaga Beach and adventure park builder/ operator | • Private capital                                                                                                    | • Private Builder/ Operator                                                                |                     | • Identify potential proponents through RFEOI<br>• Prepared detailed design<br>• Execute development, operations and lease agreement                                                               |
| Enhanced Boardwalk (including multi-use path) |                     | ✓          |             | Town-led capital project with senior government support | Town of Wasaga Beach                                      | • Province<br>• Federal grant<br>• Town capital budget (community benefits charge, cash-in-lieu parkland dedication) |                                                                                            |                     | • Secure funding<br>• Prepare detailed design<br>• Tender construction                                                                                                                             |
| Culture Park                                  |                     | ✓          |             | Town-led capital project                                | Town of Wasaga Beach                                      | • Town capital budget (cash-in-lieu parkland dedication, community benefits charge)<br>• Province<br>• Federal grant | • First Nations in Southern Georgian Bay Region<br>• Local and regional arts organizations |                     | • Secure funding<br>• Prepare detailed design through meaningful engagement with Indigenous communities and explore opportunities to involve Indigenous design expertise.<br>• Tender construction |

| Proposed Priority Initiative                                   | Construction Timing |            |             | Delivery Model                                                                                | Lead Proponent(s)                              | Potential Funding Partners                                                                 | Potential Project Partners | Enabling Project(s) | Next Steps                                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------------------------|---------------------|------------|-------------|-----------------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | 2-5 Years           | 6-10 Years | 11-15 Years |                                                                                               |                                                |                                                                                            |                            |                     |                                                                                                                                                                                                                                                                                                                                                |
| Discovery Corridor                                             |                     |            |             |                                                                                               |                                                |                                                                                            |                            |                     |                                                                                                                                                                                                                                                                                                                                                |
| Revitalization of Nancy Island Historic Site                   | ✓                   |            |             | Ministry of Tourism, Culture and Gaming (MTCG) initiative with Huronia Historical Parks (HHP) | Huronia Historical Parks                       | • MTCG; HHP                                                                                | TBC                        |                     | • Explore opportunities to coordinate design and programming plans with proposed Discovery Corridor and pedestrian bridge                                                                                                                                                                                                                      |
| Proposed Green Pier Park and Pedestrian Bridge to Nancy Island |                     | ✓          |             | Town-led capital project with senior government support                                       | Town of Wasaga Beach                           | • Province<br>• Federal grant<br>• Town capital budget                                     | Wasaga Distribution        |                     | • Initiate Municipal Class Environmental Process<br>• Secure funding<br>• Prepare detailed design, coordinating with Nancy Island improvements<br>• Tender construction                                                                                                                                                                        |
| Town Hall Lands Redevelopment                                  |                     | ✓          | ✓           | Town-led capital project (parking structure) and private development (land sale)              | Town of Wasaga Beach and residential developer | Parking structure:<br>• Town capital budget<br>• Province<br>Housing:<br>• Private capital | Residential developer      |                     | • Prepare development options illustrating alternative housing mixes and layouts<br>• RFP to select preferred residential developer<br>• Execute development agreement and land sale<br>• Facilitate approvals for residential development<br>• Prepare business case for parking structure<br>• Prepare detailed design for parking structure |



| Proposed<br>Priority<br>Initiative      | Construction<br>Timing |               |                | Delivery<br>Model                                 | Lead<br>Proponent(s)                                                                 | Potential Funding<br>Partners                 | Potential<br>Project<br>Partners         | Enabling<br>Project(s) | Next Steps                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------|------------------------|---------------|----------------|---------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------|------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | 2-5<br>Years           | 6-10<br>Years | 11-15<br>Years |                                                   |                                                                                      |                                               |                                          |                        |                                                                                                                                                                                                                                                                                                                       |
| Main Street Corridor                    |                        |               |                |                                                   |                                                                                      |                                               |                                          |                        |                                                                                                                                                                                                                                                                                                                       |
| Village Square<br>Mixed-Use<br>Anchor   | ✓                      |               |                | Private<br>development<br>(land lease or<br>sale) | Town of<br>Wasaga<br>Beach and<br>Mixed-use<br>Developer                             | • Private capital                             | Mixed-use<br>developer                   |                        | • Negotiate land sale and<br>development agreement,<br>including the detailed design<br>of public square<br>• Facilitate planning approvals                                                                                                                                                                           |
| Civic Gateway<br>Block<br>Redevelopment | ✓                      | ✓             | ✓              | Public-<br>private<br>partnership                 | Town of<br>Wasaga<br>Beach and<br>private<br>landowner(s)                            | • Town capital<br>budget<br>• Private capital | • Mixed-use<br>developer<br>• Landowners |                        | • Assess need for new civic use<br>• Facilitate land assembly<br>• Collaborate on comprehensive<br>development and financing<br>strategy<br>• Execute partnership<br>agreement<br>• Facilitate planning approvals<br>• Select design team for civic<br>projects                                                       |
| Provincial Park                         |                        |               |                |                                                   |                                                                                      |                                               |                                          |                        |                                                                                                                                                                                                                                                                                                                       |
| Provincial Park<br>Improvements         | ✓                      | ✓             |                | TBD                                               | Ministry<br>of the<br>Environment,<br>Conservation<br>and Parks and<br>Ontario Parks | • Province                                    |                                          |                        | • Propose inter-governmental<br>working group to study<br>and advance short-term<br>improvements<br>• Collaborate with Ontario<br>government to update the<br>Wasaga Beach Provincial<br>Park Master Plan to identify<br>appropriate longer-term<br>improvements<br>• Continue advocating for<br>ongoing improvements |

| Proposed Priority Initiative   | Construction Timing |            |             | Delivery Model                                          | Lead Proponent(s)    | Potential Funding Partners                                                                                              | Potential Project Partners | Enabling Project(s) | Next Steps                                                                                                                                                                                                                                                                                  |
|--------------------------------|---------------------|------------|-------------|---------------------------------------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | 2-5 Years           | 6-10 Years | 11-15 Years |                                                         |                      |                                                                                                                         |                            |                     |                                                                                                                                                                                                                                                                                             |
| Connections                    |                     |            |             |                                                         |                      |                                                                                                                         |                            |                     |                                                                                                                                                                                                                                                                                             |
| Great Lakes Trail Improvements | ✓                   | ✓          |             | Town-led capital projects                               | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Town capital budget</li><li>• Province</li><li>• Simcoe County grants</li></ul> |                            |                     | <ul style="list-style-type: none"><li>• Prepare phasing plan for improvements</li><li>• Prepare detailed design for each project</li><li>• Secure funding to begin implementation</li><li>• Upgrade signage along trail and update municipal and regional cycling network mapping</li></ul> |
| Gateway Improvements           | ✓                   | ✓          |             | Town-led capital projects                               | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Town capital budget</li><li>• Province</li></ul>                                |                            |                     | <ul style="list-style-type: none"><li>• Identify priority locations for streetscape improvements on River Road West and Mosley Street</li><li>• Prepare detailed designs</li><li>• Secure funding through capital budget</li></ul>                                                          |
| Mosley Street Improvements     |                     | ✓          |             | Town-led capital project with senior government support | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Town capital budget</li><li>• Province</li></ul>                                |                            |                     | <ul style="list-style-type: none"><li>• Prepared detailed design, coordinating with servicing upgrades and approved plans on adjacent lands</li><li>• Tender construction</li></ul>                                                                                                         |
| 18th Street Bridge             |                     |            | ✓           | Town-led capital project with senior government support | Town of Wasaga Beach | <ul style="list-style-type: none"><li>• Town capital budget</li><li>• Province</li></ul>                                |                            |                     | <ul style="list-style-type: none"><li>• Secure funding</li><li>• Prepare detailed design and phasing plan</li></ul>                                                                                                                                                                         |



## 8.3 ADMINISTRATIVE AND POLICY SUPPORT

The Town of Wasaga Beach has focused resources on the transformation of the Main End over the past several years, with significant results. Implementing the Destination Wasaga Master Plan over the next 10–15 years will require a sustained commitment of human and capital resources, strong internal coordination, and continued partnerships with other levels of government, the private sector and community organizations. The Town's Community Improvement Plan should also be updated to support the master plan.

### Organizational Capacity

Successful implementation of the Master Plan will require a collective effort involving the Province, potentially the Federal Government, regulatory agencies, landowners, businesses, community organizations and other partners. The Town will play a central role in advancing and coordinating many initiatives, with implementation requiring contributions from across the organization, including External Affairs, Planning, Engineering, Public Works, Parks and Facilities, Finance, Legal, Information Technology and other municipal services as individual projects move forward.

The Town has already established an integrated organizational structure that brings together the key functions needed to advance Destination Wasaga, including economic development and tourism, government relations, communications, destination programming and marketing, investment attraction and partnership development. Ensuring this structure is adequately and sustainably resourced over the long term will be critical to successful implementation of the master plan and to maintaining the capacity needed to move priority projects from vision to reality.

Executive leadership will drive implementation through coordinated work across the organization. The Town will require dedicated capacity to support implementation of the master plan, coordinate the development of new tourism products and experiences, advance feasibility and development work, and track destination-wide performance across projects, events, marketing and other tourism initiatives.

For new public facilities, open space improvements and infrastructure projects, the Town will help move projects from concept through feasibility, design, approvals and construction while coordinating funding, partnerships and environmental and regulatory requirements. As projects are completed, the Town will determine the appropriate ownership, operating, programming and partnership model for each facility or public space.

With the proposed transfer of provincially owned beachfront to the Town, appropriate resources will be required to support stewardship, operations, and management of the waterfront and its natural heritage features.

## Development Coordination

Many of the master plan's priority projects will require years of coordination before construction can begin. This will include identifying and securing project funding, cultivating partnerships, commissioning feasibility studies and detailed design work, and coordinating implementation across various municipal departments and external agencies.

Clear executive leadership and a coordinated cross-departmental approach will be important to keeping projects moving and ensuring that individual investments contribute to the broader Destination Wasaga vision.

## Destination Programming and Management

Several priority projects will depend on ongoing programming and active management to achieve their intended purpose, including the proposed Dardanella, Festival Square, the proposed Amusement Deck, the proposed Arts Hub and Festival Park. The Town may partner with commercial or non-profit operators to operate major facilities such as the proposed Dardanella

The Town, through the Department of External Relations, already plays a central role in developing and managing the destination through events, programming, partnerships, marketing and day-to-day coordination. As Destination Wasaga moves into implementation, the Town will need to play an even greater role in bringing these functions together across new facilities, public spaces and tourism experiences so they operate as part of a cohesive year-round destination.

The Town has also recently adopted a Municipal Accommodation Tax and Use Policy that will provide an important source of funding to support destination development, tourism programming, events and marketing, and help reinvest visitor-generated revenues back into the experiences and infrastructure that strengthen the destination.

This work should be closely connected to tourism product development and destination performance measurement so the Town can understand how projects, events and marketing are contributing to visitation, overnight stays, local spending and other Destination Wasaga objectives.

Working closely with local hotels, tourism organizations, businesses, community groups, event organizers and other partners will help ensure that individual investments reinforce one another and that Wasaga Beach offers a varied and continually evolving range of experiences throughout the year.

## Environmental Planning Capacity

Environmental stewardship will remain a central consideration throughout implementation. Many proposed projects will require environmental review, permitting, habitat management, and ongoing coordination with agencies such as Canadian Wildlife Services, Ministry of Natural Resources, Fisheries and Oceans Canada, Environment and Climate Change Canada, and the Nottawasaga Valley Conservation Authority. Given the ecological sensitivity of the waterfront, the Town should consider expanding its environmental planning capacity.



## Community Improvement Plan

Following adoption of the 2017 Downtown Development Master Plan, the Town prepared a Community Improvement Plan (CIP) for downtown and the Main End with incentive programs intended to help reduce the cost of redevelopment and catalyze new development and investment until a strong real estate market has been established. The CIP programs, renewed in 2024, include a Residential / Mixed-Use Development Incentive Program; a Tax Increment Equivalency Grant Program; a Municipal Application Fee Rebate Program; and Parking Ratio Exemption. In addition to supporting the Sunray Group and Stonebridge waterfront developments underway, the CIP also facilitated the Town's acquisition of private lands to allow these developments to proceed.

Following adoption of the Destination Wasaga Master Plan, the Town should update the CIP to better align it with the Concept Plan. While the current incentive programs should be maintained, the boundaries of the CIP area should be revised to capture all properties on both sides of Mosley Street, east of 6th Street, and properties on both sides of Main Street, between the Nottawasaga River and River Road West, as well as the current Town Hall lands. This change will encourage redevelopment and residential intensification over a broader area of the town's core, supporting both the Official Plan and the Destination Wasaga Master Plan.

## Monitoring the Master Plan

The master plan establishes a vision, concept, and framework to guide the evolution of the waterfront over the next 10-15 years. While it identifies a series of priority initiatives and a logical sequence for implementation, it is not intended to be a fixed blueprint. The purpose of the plan is to provide clear direction while retaining flexibility to respond to new opportunities, changing market conditions, emerging technologies, funding programs, and evolving community priorities without compromising the integrity of the overarching vision.

As implementation progresses, the Town should periodically monitor the status of the master plan, tracking projects that have been completed, those that are underway, and those that may no longer be appropriate or feasible. This ongoing review will help ensure that implementation remains aligned with the broader vision while allowing the Town to capitalize on opportunities that may not be foreseeable today. In a decade, if not sooner, the Town should consider undertaking a formal review and refresh of the master plan to reflect completed projects, changing conditions, and new opportunities, while reaffirming the long-term vision for Destination Wasaga.

## 8.4 22 THINGS TO DO IN THE NEXT TWO YEARS

The master plan proposes a range of initiatives that together would transform Wasaga Beach as a place to live and visit in all seasons. Where should the Town begin?

Below are 22 actions for the Town to focus on over the next two years to advance many of the proposed initiatives described in Section 6. These include “quick wins” that will have an immediate impact and build confidence and excitement around the plan, as well as actions that lay the foundation for complex projects that will take time to implement.

1. **Confirm a cross-departmental implementation structure** with clear executive leadership to coordinate master plan projects, secure funding and partnerships, and advance feasibility and design studies.
2. **Advance Indigenous engagement and relationship-building.** Continue engagement with Indigenous communities and establish opportunities for collaboration as priority projects move into feasibility, design, and implementation.
3. **Undertake a waterfront infrastructure maintenance blitz** that upgrades the amenities in Beach Areas 1 and 2 and demonstrates stewardship, pending proposed transfer, including repairs or replacements of picnic shelters, tables, and waste/recycling bins and parking lot, boardwalk, and washroom maintenance.
4. **Prepare a Beach Management Strategy for Beach Area 1** to confirm best practices for protecting Piping Plover Critical Habitat and other natural heritage features, considering environmental education, public access, and opportunities to enhance natural features and functions.
5. **Secure one or more partners to develop aerial attractions** that complement, and are compatible with, Wasaga’s natural environment, such as a tree-top adventure park, zip line, and/or gondola ride.
6. **Facilitate implementation of improvements to the Nancy Island Historic Site,** collaborating with MTCG and Huronia Historical Parks.
7. **Secure funding and advance plans for the proposed new Dardanella.** A business case should be prepared to help secure provincial and/or federal grants, assessing capital costs, projected revenues, and potential operating partners based on market demand. Schematic and detailed design should follow.
8. **Update the Town’s Official Plan and Community Improvement Plan** to align with the Destination Wasaga Master Plan.
9. **Secure funding and advance plans for a proposed public parking garage in the Main End.** Prepare a business case and detailed design for the structure based on the master plan concept.
10. **Implement the water and wastewater infrastructure upgrades** required to support the early phases of redevelopment in the Main End.



- 11. Initiate a Municipal Class Environmental Assessment for river shoreline and related infrastructure improvements on The Point** to advance the proposals for an upgraded/realigned Jenetta Street, a multi-use path, and a riverfront boardwalk.
- 12. Initiate detailed design and prepare a budget for the proposed Amusement Deck**, informed by viable options for rides and concessions.
- 13. Approve Phase 2 of the Sunray Group development and design Festival Square.** Consider installing temporary pavilions or shed structures for seasonal/event vendors on or adjacent to Main Street prior to, and during, Phase 2 construction.
- 14. Facilitate the Village Square Mixed-Use Anchor Development** by negotiating a land sale and development agreement and streamlining the necessary planning approvals.
- 15. Develop a phasing plan, detailed designs, and a budget for proposed improvements** to Shore Lane Trail to establish a continuous crosstown cycling route.
- 16. Pursue an inter-governmental working group** to study and advance proposed improvements to Wasaga Beach Provincial Park.
- 17. Work with landowners on the Civic Gateway Block** to develop and implement a comprehensive development strategy.
- 18. Complete the pre-feasibility study for a potential marina and pedestrian bridge at the mouth of the Nottawasaga River** and engage provincial and federal agencies/regulators on more detailed planning for the area.
- 19. Initiate a Municipal Class Environmental Assessment** for the proposed pedestrian bridge to Nancy Island or vicinity.
- 20. Initiate detailed design for the enhanced boardwalk and the Eco-Centre on The Point**, informed by the Beach Management Strategy and the input of a working group that includes potential partners in the Eco-Centre. The process should include development of a mandate, operating model, and programming plan for the proposed Eco-Centre.
- 21. Initiate a feasibility study for the proposed Arts Hub and a hotel** on the east side of Main Street and support the establishment of a local arts organization responsible for advancing plans for the Arts Hub.
- 22. Work with private landowners in the Main End to negotiate agreements** that facilitate redevelopment aligned with the master plan.







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