

STAFF REPORT



TO: Committee of the Whole of Council
FROM: Beach Area 1 & 2 Staff Working Group
SUBJECT: Beach Areas One & Two Visioning Implementation Update
DATE: February 4, 2014

RECOMMENDATION:

THAT Committee of the Whole recommend to Council that it receive the update report on the Beach Areas One and Two Visioning Implementation for information.

BACKGROUND:

In October Council approved a work plan for phase three of the Beach Area 1 & 2 Visioning Implementation and allocated a budget of \$50,000 in the Corporate Initiatives Budget to undertake the work. The purpose of this report is to provide Council with an update on the status of the various initiatives being worked on in Phase 3.

DISCUSSION

The following is the list of initiatives and their current status.

- 1. Planning Department to finalize the Official Plan Amendment (OPA), including the Community Improvement Policies (CIP) and the Zoning By-law to implement the vision for Beach Area 1 and 2.**

Policy documents and Zoning By-law 95% complete. On hold until end of June 2014 to allow completion of the Wave Uprush Study. Council just awarded the tender for the Study to be completed and it is anticipated that most of the work to be completed by the end of May. Once accepted by the Nottawasaga Valley Conservation Authority, adjustments can be made to the mapping and the documents can proceed to Council for consideration. Target date: June 24, 2014.

- 2. Working Group to identify, prioritize interim improvements**

Public Works Department has brought forward as part of the 2014 Capital Budget works to be completed to Mosley Street and Spruce Street to make the area more pedestrian friendly. Department is preparing tender documents based on the plans presented to Council in December with the goal of awarding tenders in February/March and having the work fully completed before Canada Day. Working Group will bring individual projects back to Committee of the Whole for Consideration. Target date: March 4, 2014.

- 3. Public Works to generate preliminary infrastructure design/costing of necessary services for Beach Area 1 & 2.**

Preliminary background work has been completed, but further detail on the servicing costs of re-developing the area is required so that developers know the cost up front. This will also give Council an appreciation of the financial assistance that developers may request under the Community Improvement Policies of the Official Plan to redevelop their properties. These policies were developed to give Council the option of providing financial assistance in order to stimulate development. This information will be provided to Treasury so that they can develop options for consideration by Council at a future meeting. Target date: June 24, 2014.

4. Legal Survey work of road allowances in Beach 1 & 2 Area leading to the legal formalization of certain roads (Beach Drive, Spruce Street and Main Street) and the formal stopping up and closing certain roads that intersect the Beach Area 2 property

Survey work being undertaken by Rod Reynolds, OLS. Draft reference plan provided to Town and currently being circulated for comment. Once finalized, it will be registered. By-laws will then come forward for Council's consideration to formally establish certain roads and to formally close certain roads. A formal survey of the Beach Area 2 property will then be prepared and registered so that Town has the exact size of the parcel and a legal description. Target date: March 25, 2014.

5. Identified properties are to be pursued for purchase and possible expropriation

Offers have been created for identified properties and extended to owners who are available. Purchasing actions may move to a holding status due inflated expectations of property owners. As owners return from being out of Town offers will be extended and the CAO will report back to Committee of the Whole. Target date: May 27, 2014.

6. Work with private property owners include the Muzzo Group of Companies

A meeting was held with the property owners in December. The next meeting will be in the early spring. A meeting is to be set up with the representatives of the Muzzo Group to talk about their plans for their buildings and signs for this coming season. Target date for meeting: February 14, 2014.

7. Special Events and Festival Square

Special Event Coordinator is preparing a report outlining events that currently take place in Festival Square and events that could be moved to Festival Square for 2014. Report to go to Community Services Committee on February 18th, 2014. She is also working on a report outlining an event strategy for Festival Square for five years beyond 2014. Target Date: February CSC Meeting.

8. Hotel/Resort Feasibility Study for Beach Area 2 Lands

Discussions have been held with PKF, a renowned hotel consultant about conducting a hotel/resort feasibility study for the Beach Area 2 lands. They are very experienced and knowledgeable about Wasaga Beach, having done three studies for Stonebridge and a study for the former Blue Beach Developments. They have indicated that they no longer have a conflict as they no longer work for Stonebridge or any other developer in Wasaga Beach. Estimated cost is \$15,000. A hotel feasibility study has been identified as a key marketing tool for the Beach Area 2 lands by the Town's Economic Development Officer based on feedback she has received at recent Hotel marketing shows and Don May, Project Manager from conversations he has had with major hotel chains. Target date: February 4, 2014.

CONCLUSION

Work is proceeding on a number of fronts when it comes to implementing Council's vision for Beach Area 1 and 2. Further updates will be provided to Committee as warranted so that Council is kept fully informed.

Respectfully Submitted,

George Vadeboncoeur
Chief Administrative Officer