Town of Wasaga Beach

Official Plan Review

Commercial, Retail and Tourism Discussion Paper

December 2018
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1. Introduction

Creation of a new Official Plan for Wasaga Beach is underway...

An Official Plan is...

❖ A forward-looking document that describes the community’s long-term vision and sets out related goals and policies for directing land use and development.

❖ A comprehensive planning tool that establishes policies and criteria to be considered in the review of development proposals within the Town to promote positive community growth and improvement. An Official Plan provides direction related to:
  ► Population and housing;
  ► Employment, tourism and economic development;
  ► Transportation and infrastructure;
  ► Environment and resources; and,
  ► Public health and safety.

❖ A legal document and decision-making guide for Town Council. All by-laws passed, and all public works undertaken by the Town must conform to the Official Plan.

Preparing for continued growth and change in Wasaga Beach to the year 2031...

Wasaga Beach has experienced rapid population growth, with the latest census data indicating a 2016 population of 20,675, a 17.9% increase from 2011 and 27% from 2006, and has more than tripled in the last 25 years going back to 1991.¹ The Growth Plan and County Official Plan forecast a population of 27,500 and 3,500 jobs for Wasaga Beach within the 2031 planning horizon.

Population and employment forecasts to the year 2041 are available in the Growth Plan for the County but have not yet been allocated by the County to each local municipality.

Shaping a renewed strategy for growth and development...

With continued growth and development, Wasaga Beach is also shifting from a primarily tourism-based community to a more balanced and complete urban system. A renewed vision for the community will reshape the direction of future growth to concentrate development and redevelopment within nodes and corridors, with a particular focus on the redevelopment of the downtown area. The new Official Plan should recognize the nodes, downtown and beach areas as important locations for intensification as well as public and private investment.

The new Official Plan will provide a new, comprehensive framework to guide the continued evolution of Wasaga Beach as a growing and complete community. The process of developing the new Official Plan will build on the results of previous planning initiatives, community visioning and engagement, research and analysis, and evaluation of land use and policy options, while addressing legislative requirements.

Meeting Provincial requirements...

The 2004 Official Plan (the “2004 Plan”) is currently the primary local land use plan and policy instrument that guides and directs growth and development in Wasaga Beach. The 2004 Plan has been subject to numerous amendments but has not been comprehensively reviewed to

address the current requirements of the Province. Under the Ontario Planning Act, the Town’s Official Plan is required to:

✓ Be consistent with the Provincial Policy Statement (2014) (PPS);
✓ Conform to the Growth Plan for the Greater Golden Horseshoe (Growth Plan); and,
✓ Conform to the County of Simcoe Official Plan (County Official Plan).

Key directions of these Provincial and County planning documents, and what they mean for Wasaga Beach, are being reviewed within a series of Discussion Papers.

A community-based approach…

The process of creating a new Official Plan begins with a series of consultation initiatives and the preparation of topic-specific Discussion Papers (Phase 1) to set the stage for preparing the draft Official Plan and reviewing it with the community in 2018 (Phase 2).

To learn more about upcoming events and for further information, please visit the project web page: www.wasagabeach.com/town-hall/planning-development

Discussion Papers

The results of the research, consultation and information collected during Phase 1 of the project is summarized in a series of Discussion Papers:

2. Growth Management Discussion Paper (December 2017)
3. Commercial/Retail/Tourism Discussion Paper (this document)
4. Transportation & Infrastructure Discussion Paper
5. Community Facilities Discussion Paper
6. Resource Conservation Discussion Paper
7. General Policy Discussion Paper

The purpose of the Commercial, Retail and Tourism Discussion Paper is to summarize current policies and outline options for managing commercial, retail and tourism growth and development. The results of related studies and initiatives, and the analysis of available data are used to identify and evaluate alternatives for growth and development and to consider implications for the new Official Plan.
2. Planning Context

2.1 Location and Regional Context

The Town of Wasaga Beach is in the north-western part of Simcoe County, at the south end of Georgian Bay and is one of the most pristine and accessible bodies of fresh water in the Great Lakes system. It is known for its stunning natural landscape and unique geographical formations, namely its 14km sand beach, associated dune system and extensive adjacent parkland and Nottawasaga River. These elements drive tourism interest and have made Wasaga Beach into a prominent summer vacation destination. Being so close to the GTA markets, the Town attracts close to 2 million visitors annually\(^2\). In addition to its geographical landmarks, Wasaga Beach is also geographically located within a significant growth area known as the Greater Golden Horseshoe (GGH) and is becoming an increasingly desirable area to live, work and retire.

Wasaga Beach is the third largest urban area by permanent population (20,675) in the County, after Bradford (29,862) and Collingwood (21,793).\(^3\) Population growth has been high in Wasaga Beach, averaging 3.6% per year from 2001 to 2016, compared to the County’s average of 1.5% per year.

As the population grows, so does the need for commercial services to support that population such as retail, medical and professional offices, personal care, restaurants, banks and many other types of businesses. Growth in these types of services provides additional jobs in the community and this form of employment is referred to as “population-related” employment. In recent years, Wasaga Beach has experienced an increase in population-related employment growth with the introduction of several large format retail stores including national retail chains such as Wal-Mart, Canadian Tire, Real Canadian Superstore and Shoppers Drug Mart. These and other commercial and service related businesses help to satisfy the day-to-day needs of residents as well as the many visitors to Wasaga Beach.

Although there is a significant amount of retail in Wasaga Beach relative to the current population. In 2008 full time residents were spending approximately $110 million annually in areas outside of Wasaga Beach on items such as automotive sales and service, furniture, home improvement, apparel and restaurants\(^4\). Although this number may have declined in more recent years, there are still opportunities for growth in specific untapped retail sectors.

As the main economic driver of the area, tourism is significantly linked to the growth and prosperity of Wasaga Beach. With a surge of economic activity in only a few months of the year, tourist-focused businesses (activity/entertainment, retail, or accommodation based) may find it challenging to generate income outside the summer season. The need for year-round income together with the need for affordable rental housing has also led to some tourism accommodations being used for housing where the rooms or buildings are not designed or safely equipped to be occupied as permanent year-round dwellings. In October 2018 it was announced that Wasaga Beach has been selected for a new casino and entertainment complex which will generate new opportunities for year-round tourism. A specific site location has not been identified.

The following subsections will provide background information about the commercial, retail and tourism sectors of Wasaga Beach and how they are expected to grow in relation to the anticipated population and employment growth. It will also outline opportunities and strengths of

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\(^3\) Statistics Canada, 2016 Census Profiles.

these sectors and discusses potential policy changes to be considered in the new Official Plan (OP).

2.2 Provincial Planning Direction

Planning policies start at the provincial level and work their way down through the upper-tier municipalities, to lower-tier municipalities. The two primary provincial planning documents in Ontario are the Provincial Policy Statement (“PPS”) and the Growth Plan for the Greater Golden Horseshoe (the “Growth Plan”).

The **Provincial Policy Statement (PPS)** is issued under the authority of Section 3(1) of the Planning Act and came into effect on April 30, 2014. It provides policy direction on matters of provincial interest related to land use planning and development.

Key policy directions related to long-term economic prosperity are found in Section 1.7.1 of the PPS and summarized in Figure 1 below.

**Figure 1: Supporting Long-term Economic Prosperity, PPS**
The Province encourages healthy active communities to plan for a full range, and equitable distribution of publicly accessible facilities including, parks, public spaces, open spaces, trails, water-based resources and linkages throughout (s.1.5.1b). The PPS also encourages public access to shorelines and the recognition of provincial parks, conservation reserves and other protected areas (s.1.5.1c and d), which is highly attributable to Wasaga Beach. Planning of public spaces, facilities and streets to be safe, foster interaction and facilitate active transportation and community connectivity are also requirements of the PPS (s. 1.5.1a). The implementation of the Town’s Downtown Development Master Plan (DDMP) will help achieve these goals by facilitating more connected public spaces and a more walkable, pedestrian friendly core.

The PPS outlines several other policies that may affect future development or redevelopment including:

- Infrastructure and public service facilities are to be developed near community hubs to promote cost-effectiveness and service integration (s. 1.6.5).
- Sewage and water services shall be directed to accommodate expected growth using financially viable options that come from reliable and safe sources (s. 1.6.6.1).
- To reduce the length and frequency of vehicle trips and to promote transit and active transportation, higher density and a mix of land uses should be promoted (s. 1.6.7.4).
- To minimize risk and to ensure compatibility between major facilities or sensitive land uses and surrounding uses buffering, and separation need to be considered (s. 1.2.6.1).

Municipalities are also required to promote economic development and competitiveness by:

- Providing for a mix of employment and institutional land uses to meet long-term needs;
- Providing opportunities for a diversified economic base;
- Taking into account the needs of existing and future businesses;
- Encouraging compact and mixed-use development; and,
- Ensuring the necessary infrastructure is available to support both current and projected needs (s. 1.3.1).

Future growth and development is also restricted for the protection of natural heritage, water, agriculture and cultural heritage areas because of their environmental, social or economic benefits. Policies have also been established to protect against natural or human-made hazards.

The Growth Plan for the Greater Golden Horseshoe (the “Growth Plan”) first came into effect on June 16, 2006 under the enabling legislation, the Places to Grow Act, 2005. The Growth Plan provides a framework for accommodating forecasted growth in the GGH region to 2041 and prescribes specific policy direction for managing growth and development in the plan area to support the achievement of complete communities. Key policy directives and guiding principles of the Growth Plan related to economic growth and development are summarized in Figure 2.

The Growth Plan outlines special policies related specifically to the Simcoe Sub-area, which is made up of the County of Simcoe, the City of Barrie and the City of Orillia. This area is recognized for its vitality and mix of urban and rural communities. Due to the unique features and historical growth patterns of this area, the Simcoe Sub-Area has been assigned alternative targets as well as specific forecasts for lower-tier municipalities.
In addition to growth targets, the Growth Plan sets out policies that promote “Complete Communities”. These are areas with high quality urban form and public open spaces that support walking, cycling and transit-supportive development and that provide a diverse range and mix of housing options. Similar policies promoting complete community will be incorporated into the new OP.

Although residential growth is discussed in more detail in the Growth Management Discussion Paper, housing is also uniquely linked with tourism accommodation in Wasaga Beach as certain accommodation properties are being used for residential housing, some housing is used for short-term tourism accommodations, and some areas of Wasaga Beach such as the waterfront include a mix of residential, commercial and tourism-oriented land uses. Overall, the Growth Plan promotes the inclusion of second units and affordable housing options and requires that municipalities accommodate the needs of all household sizes, ages and incomes which (s. 2.2.1.4c). The diversification of housing types may help to alleviate some of the conversion issues that have arisen in the tourism accommodation areas.
Figure 3: Town of Wasaga Beach location within the Greater Golden Horseshoe

Implications for Official Plan:

► The Town’s Official Plan is required to be consistent with the PPS and to conform to the policies of the Growth Plan.

► The implications of growth forecasts and targets on the commercial and tourism industry need to be carefully considered to ensure adequate services can be made available to meet the demand resulting from anticipated growth.

► Strategic Growth Areas (nodes and corridors, including the downtown area) should be identified in the new OP, with policies related to mixed use and higher density options.

► Special attention should be given to ensure public spaces are well integrated and connected to foster interaction and encourage active transportation.
2.3 County Planning Direction

Simcoe County Official Plan

The Simcoe County Official Plan (SCOP) was adopted by Simcoe County Council on November 25, 2008. The final consolidation of the SCOP was approved by the Ontario Municipal Board (OMB) on December 29, 2016. Several site-specific appeals of the SCOP remain, none of which are within the Town of Wasaga Beach. Figure 4 identifies the location of the Town of Wasaga Beach in the context of the SCOP.

It is a goal of the SCOP to further community economic development to promote economic stability. Outlined below are some of the County’s basic strategies for growth (s. 3.1, 3.5):

1. Direct a significant portion of growth and development to Settlement Areas (including Wasaga Beach), where it can be serviced;
2. Enable and manage resource-based development, including tourism and recreation;
3. Protect and enhance the County’s natural heritage system and cultural features; and,
4. Develop communities with diversified economic functions and opportunities, and a diverse range of housing options.

Local municipalities are expected to work with the County to ensure there is sufficient land for residential, commercial, industrial, institutional and recreational growth for up to 20 years (s. 3.5.23). Specific provisions for commercial development are required to be addressed in local Official Plans.

The conversion of tourist accommodation lands to residential or other commercial uses is not specifically addressed in the SCOP. However, the SCOP’s housing related policies may help to reduce the need to accommodate long-term housing in tourism accommodation areas. The County has set a target of a minimum of 10% of all new housing units created each year to be affordable housing. This is to be achieved with the support of the local municipality in revising local official plans and bylaws.
Figure 4: Simcoe County Official Plan – Simcoe Sub Area Map

SOURCE: County of Simcoe Official Plan
County Land Budget

In 2016, the County initiated an update to their Land Budget to inform the distribution of anticipated growth among local municipalities. As a part of this process, land budget information has been collected for individual municipalities in the County, providing insight into the capacity for growth in specific areas.

Wasaga Beach is expected to have a sufficient supply of residential units to accommodate growth up to 2031, with a surplus of 4,377 units. Adjustments were made in the land budget to account for units not occupied by permanent residents, including seasonal and recreational dwelling growth as 28% of the units are seasonal/vacant land.

The Land Budget anticipates the current ratio of seasonal to permanent dwellings will be maintained in the future. However, this ratio should be further examined for the purpose of the Wasaga Beach’s OP update as this ratio has been trending downward over time as existing cottages and other seasonal dwellings are being converted to year-round use.

From an employment perspective, the Growth Plan sets a forecast of 3,500 jobs for Wasaga Beach. This forecast has already been exceeded and was updated through the land budget analysis to 5,402 jobs by 2031. This equates to an increase of 1,660 jobs between 2011 and 2031.

The employment forecast is further divided into three land use-based categories, as illustrated in Figure 5. Wasaga Beach’s primary employment type is population-related employment (PRE). Of the total forecasted job growth, 1,369 jobs (82%) are expected to be PRE and 292 jobs (18%) are expected to be more traditional employment, as shown in Figure 6.

Figure 5: Types of Employment

<table>
<thead>
<tr>
<th>STORE</th>
<th>Population-related Employment (PRE): jobs that serve the resident population including retail, education, healthcare and local government. (In Wasaga Beach this sector is the largest portion of employment largely due to the tourism-related activity)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rural-based Employment: jobs scattered throughout the rural area related to agriculture and primary industries.</td>
</tr>
</tbody>
</table>
PRE growth is expected to be predominantly located outside of industrial employment areas. The distribution of expected PRE job growth among commercial, institutional, work-at-home and employment lands is shown in Figure 7.

The County also completed a basic commercial land needs assessment. Based on the historical distribution of job types and amount of population-related jobs anticipated (1,369), there was found to be an estimated need for 622 commercial-oriented jobs between 2011 and 2031. Using an employment density of 50 jobs per hectare, the 622 commercial-oriented jobs would require up to 12 hectares of land to accommodate anticipated commercial growth.

As part of this Discussion Paper, the land budget information has been further analyzed and updated, and the land inventory information has been mapped to further evaluate the capacity for retail, commercial and tourism growth within Wasaga Beach. This analysis can be found in Section 4.
2.4 Local Planning Direction

Wasaga Beach Official Plan

The current Town of Wasaga Beach Official Plan (the “2004 Plan”) was approved by the County of Simcoe in June of 2004. The 2004 Plan was amended in June 2018 with the addition of Official Plan Amendment 52 (OPA 52), which implemented policies from the Downtown Development Master Plan. OPA 52 was adopted by Wasaga Beach Council and approved by the County of Simcoe in 2018, and is subject to one site-specific appeal to the Local Planning Appeals Tribunal (LPAT).

The amendment was created based on extensive consultation and analysis through the Downtown Development Master Planning process. The Downtown Development Master Plan (DDMP) and the resulting OPA 52 create new designations and built form policies to create and revitalize Downtown Wasaga Beach. New schedules, including a Land Use Plan, were approved along with the supporting policy framework.

Some key trends and factors identified through the DDMP process include:

- Wasaga Beach has become appealing to retirees;

- Some of the historical commercial tourism accommodation is now being used as rental/affordable housing in the off-peak seasons or year-round;

- The stock of tourism accommodations is eroding quickly and not positioned to attract modern demand; and

- Demand in the resale market for beachfront homes for both seasonal and permanent residents remains strong.
Ultimately, the policies of OPA 52 are intended to enhance the economic competitiveness of Wasaga Beach, improve the tourism economy, and promote economic diversification. As a significant landowner in the downtown, the Town is well-positioned to initiate short term change.

The DDMP provides some retail, commercial and tourism context as well as a strategy to encourage and direct specific types of development/redevelopment to specific locations in the downtown. By and large, the policies and designations used in the amendment will be used to direct future change and organization in the new Official Plan, particularly as it relates to commercial, tourism and mixed-use development.

The major policies and directions of the DDMP and OPA 52 that will have implications on any new commercial and tourism related Official Plan policies in Downtown Wasaga Beach (the “Downtown”) are summarized as follows:

- A Community Improvement Area has been established around the Downtown to stimulate investment in redevelopment of existing buildings and uses;
- Section 22.1 establishes the Downtown as the primary intensification node in the hierarchy of intensification areas of the Town:
  - As a primary node this area, more specifically Main Street, is intended to be the focus of future intensification and higher-density development;
  - The concentration of development is intended to create social and cultural focal point and a more complete community, where people can live, work, learn and play;
  - Mixed-use development is to be encouraged in specific districts within the Downtown;
- Specific goals and objectives related to the Downtown have been set in Section 22.2;
- New land use categories have been created to establish the following districts within the Downtown:
  - The Beach – the entertainment and activity centre of Wasaga Beach;
  - Downtown Core – the centre of Wasaga Beach’s year-round residential population, expected to serve as the community’s social gathering place;
  - Downtown Gateway – a transition area from the suburban areas of town along River Road West and Stonebridge, where mixed-use development is encouraged;
  - River Road East Corridor – an area of transition with a mix of residential and tourism accommodation uses;
  - Neighbourhood – intended to support retail and commercial uses along Main Street and the Beachfront;
- Urban design policies in Section 22.3.2 have been established for the Downtown to support a high level of urban design and pedestrian amenity;
- Economic development policies in Section 22.3.3 are intended to enhance economic competitiveness and bolster the tourism economy while providing for economic diversification;

Additional policies regarding residential density (22.3.4), parks and open spaces (22.3.5), sustainability (22.3.6), infrastructure (22.3.7), natural heritage (22.3.8), natural hazards (22.3.9), holding zones (22.5.3) and bonusing (22.5.4) have all been provided to further guide and facilitate implementation and to support the goals and objectives of the Downtown. The policies provided in OPA 52 for the Downtown will ultimately form the basis for most policies throughout the Town in the Official Plan update. Although there will certainly be areas, like mature neighbourhoods, that will have less of a focus on mixed-use and intensification, other policies related to parks, natural heritage, natural hazards etc can be used to establish similar Town-wide policies.
Wasaga Beach Official Plan, 2004 (before OPA 52)

The 2004 Plan assumes that pressures on residential and economic growth will continue, and that the Town will continue to act as an important recreation and tourism centre. Many of the goals and objectives of the plan related to retail commercial and tourism are still relevant and applicable, such as:

- Maintaining natural amenities and protecting natural heritage and water related resources;
- Developing tourism areas that serve as the focus for significant tourism activities in the Town;
- Providing a plan for the staging of commercial, residential and employment development that maintains flexibility;
- Establishing and developing centralized areas for commercial centres to provide maximum accessibility recognizing patterns of residential development and transportation facilities;
- Plan for public streets, spaces and facilities that are safe, accessible and that facilitate pedestrian movement;
- Promoting the development, maintenance and enhancement of a recreational trails system.

Similarly, some growth-related policies in the 2004 Plan are still applicable, including:

- Encouraging the development and expansion of an active transportation network and recreation trails system, particularly in new developments (s. 4.10).
- Promoting the aesthetic improvement of the main vehicular and pedestrian entrances of the Town with urban design elements that will help to establish view corridors and are encouraged to promote the Town as a unique tourism destination (s. 4.24).
- Requiring the creation of Secondary Plans within specific areas, prior to new urban development being approved, to ensure future development proceeds in an orderly and satisfactory manner (s. 5.5.2);
- Promoting the distribution of commercial facilities to ensure an adequate level of service in all portions of the municipality (s. 6.1.3);
- Encouraging the growth of winter tourism and the extension of the summer season (s. 7.1.5).

**Commercial**

Section 6 of the 2004 Plan provides guidance regarding commercial lands uses. The main objectives include (s. 6.1):

- Providing an array of commercial facilities and services for permanent and seasonal residents and visitors;
- Reducing market leakage by recognizing the under-supply of certain commercial services and deficiencies in the commercial space available;
- Ensuring there is adequate land available for new commercial development in appropriate locations; and,
- Promoting infilling between existing commercial uses to establish commercial nodes.

Figure 8 outlines the intended use of all four commercial designations of the 2004 Plan.

**Figure 8: Commercial Land Use Designations**

<table>
<thead>
<tr>
<th>Local</th>
<th>District</th>
<th>Service</th>
<th>Recreational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving the day-to-day needs of adjacent residential areas. Permits local retail, personal service, restaurants and offices.</td>
<td>Providing commercial uses with a range of cultural, retail, personal service, tourism accommodation, automotive, institutional, office and accessory residential uses.</td>
<td>Providing service uses such as business offices, commercial schools, workshops, light manufacturing, motels, warehousing and storage, automotive, etc, and are encouraged to group together.</td>
<td>A broad designation permitting a variety of recreational uses such as sporting or game facilities, club houses, parks and playgrounds, etc.</td>
</tr>
</tbody>
</table>

Although current policies of this section encourage the replacement of properties containing cabin courts and other dwellings in commercial areas with more appropriate commercial uses (s. 6.3.2) and allow for the consideration of mixed-use development, there has not been a significant amount of redevelopment in these areas. The planned function for each of the designations outlined in Figure 8 could be redefined in a way that outlines each area’s intended role and focus as part of an overall commercial structure that contributes to complete community development. For example, each designation may have different land use permissions for commercial, tourism and mixed-use, provide for different scales and forms of development, and require different criteria to be met, etc.

**Tourism**

Section 7 of the 2004 Plan provides policies and land use designations for tourism land uses, the main objectives of which are outlined below (s. 7.1):

- Promote major tourism facilities, attractions and support uses and establish a tourism destination of Provincial significance;
- Promote Wasaga Beach as a tourism center by improving that image in areas designated for Tourism uses and group these uses together;
- Establish areas for tourism where there are facilities appropriate for their function that are also compatible with the surrounding area;
- Create a more diverse tourism base and encourage increased seasonality; and,
- Develop a recreational community that will serve residents and tourists alike.
Figure 9 outlines the intended use of the three tourism designations in the 2004 Plan.

**Figure 9: Tourism Land Use Designations**

- **Tourism Accommodation**: Temporary accommodation for the traveling public and seasonal residents, including motels, hotels, motor courts, rental cabins and cottages, time shares, bed and breakfasts and accessory uses.

- **Tourism Commercial**: Tourism uses such as: entertainment facilities, service uses, accommodation, athletic and recreation facilities, open space uses and uses permitted under the Recreation Commercial designation.

- **Campground Commercial**: Tents, trailers, motor homes, structural accommodation (motels, cabins, hotels etc) and recreation facilities for patron use. Theme park uses also permitted (theaters, zoos/wildlife areas, water rides etc) and accessory retail/restaurant uses.

Policies of this section of the 2004 Plan direct the use and development of tourism lands. The concentration of these types of uses is encouraged to provide a high level of service (s. 7.3.1). Although the redevelopment of dwellings and cabin courts to new commercial uses is encouraged (s. 7.3.2), there has not been a significant amount of redevelopment in these areas. Also, there are currently no policies for the conversion of Tourism Accommodation lands to a residential use; that change would require an Official Plan Amendment under the 2004 Plan.

Since there can be significant overlap between tourism and commercial uses, it may be appropriate to consolidate the commercial and tourism designations. Broadening the scope of permitted uses in the tourism areas may make them more attractive for redevelopment and to better establish the intended role of these areas to support multiple objectives including efficient, compatible and complementary land use, economic development and diversification, year-round tourism, and overall complete community development. This may also help to focus tourism uses in the downtown area, which is a goal of the DDMP.

The development of campground commercial uses is limited to designated areas; this precludes any development of new campsites in the beach, or commercial and residential areas of the Town (s. 7.3.14). There are also more specific restrictions related to use and accommodation, such as section 7.3.15, which states that:

>“Park model trailers are designed and intended for long-term use and site occupancy. It is a policy of this Plan that sufficient campsites should be made available for transient users to support and enhance the recreational and vacationing aspects of the Town. To this end and as a general rule, the occupancy of campground sites by park model trailers should not exceed 40% of the available sites within a campground.”
The 2004 Plan also encourages pedestrian-oriented streetscape and façade design in tourism areas to create a comfortable pedestrian environment, including on-street parking, street trees, seating areas, signage and traffic calming measures (s. 7.3.4).

Policies regarding land use compatibility can also be found throughout the 2004 Plan. As an example, the area described as Lots 24 to 27, Concession IX as highlighted in Figure 10, is subject to compatibility policies as follows (s. 7.3.10):

“No new areas have been designated for future permanent residential use nor is any such use contemplated. This is due to the possible incompatibility of this type of land use with the major commercial uses intended for the area. Only accessory residential uses to permitted uses, in the form of staff accommodation, may be permitted.

In order to ensure that sufficient lands are reserved to accommodate future tourism demands and to prevent the inappropriate scattering of tourism type uses throughout the Town any application for an Official Plan Amendment to convert lands designated “Tourism Commercial” to non-tourism related uses must be accompanied by sufficient planning rationale demonstrating:

a) The subject lands are not suitable for development in accordance with the “Tourism Commercial” designation; and,

b) The removal of lands from the “Tourism Commercial” designation will not have a deleterious impact on the availability or planned function of the balance of similarly designated lands.”

(Notwithstanding the above regulations, areas designated “Low Density Residential”, Medium Density Residential” and “High Density Residential” in Lots 26 and 27, Concession IX are not subject to the policies in Section 7.3.10.)

Figure 10: Lots 24-27, Con IX from Schedule ‘A-7’

Summaries of other site-specific designations related to the development of tourism areas in Wasaga Beach can be found in Appendix A.
Open Space

Wasaga Beach’s main attractions are its natural features, which are primarily designated as Open Space in the 2004 Plan. These areas permit active and passive recreational uses as well as conservation, and may accommodate leisure activities, trails, scenic vistas and access to waterfront along the beaches and river (s. 11.1-11.2). The Town intends to develop a system of open spaces linking the beach, river and dune areas (s. 11.3.1).

The 2004 Plan outlines a desire to establish and maintain a trails system that encourages regional linkages that will help in maintaining a competitive position in attracting tourist visits (s. 11.4.1). The trails system should promote more year-round use and include walking, biking and cross-country skiing trails as well as paths for snowmobiling, in conjunction with the necessary separation and safe guarding of environmental protection areas (s. 11.4). Similar policies should be included in the new Official Plan as the general goals and direction for establishing and maintaining trail and open spaces has not changed significantly, although additional direction and emphasis should be provided to plan for an integrated trails, active transportation and open space system.

Natural Hazards

The Natural Hazards designation in the 2004 Plan is intended to prevent loss of life, minimize property damage, reduce private and public expenditures related to emergency measures and ultimately direct development away from areas of risk (s. 12.1). These areas consist of floodplain lands, erosion hazards, high lake level areas, dynamic beach features and unstable soil (s. 12.2). Although development is not permitted in these areas, under certain circumstances, there are opportunities for passive and active recreation including golf courses, public or private parks, and playing fields. Wildlife management areas, flood and erosion control, conservation and existing agricultural uses are also permitted (s. 12.3).

Natural Heritage lands adjacent to commercial, open space or tourism lands is to be safeguarded against incompatible development and site alteration that would negatively impact the heritage feature or system (s. 13.2.5). Additional policies are provided in the 2004 Plan that outline how specific hazard types and areas are to be protected, delineated and managed.

General Policies

The 2004 Plan contains additional policies that provide direction for commercial, retail and tourism land use as outlined below:

- The Town structure is intended to provide separation between residential communities from industrial and tourism areas (s. 5.1.2); however, the Plan also recognizes the importance of providing diversity in tourism accommodation opportunities by allowing for bed and breakfast uses in single-detached dwellings in the Low Density and Country Club Community designations if they meet certain criteria, including the requirement for business licencing (s. 5.2.1.3.1.1). This will serve as a means of attracting a broader range of accommodation choice while considering a trip to Wasaga Beach.

- Access is deemed a critical component of successful tourism and/or commercial areas. Transportation objectives outlined in Section 16 guide the use and development of transportation systems and corresponding parking areas in a manner that will support existing and future development of all kinds, including retail, commercial and tourism uses.

- The Wasaga Beach Provincial Park includes both the beach area and an inland area. They represent significant resources for recreation and tourism but also include fragile
environmental resources that require protection (s. 16.3.4).

- Specific implementation policies have been established to limit severances within tourism and commercially designated lands if it has the potential to prevent the efficient and appropriate present and future development of those lands (s. 19.4.3).

While some policies of the 2004 Plan are still applicable, several others are no longer appropriate or should be changed/updated to reflect the current planning framework and/or to better reflect market conditions and demands. Table 2-1 summarizes examples of policies that could be updated to better reflect the current and future needs of Wasaga Beach.

Table 2-1: Potential Policy Changes – Commercial, Retail & Tourism

<table>
<thead>
<tr>
<th>Current Policy</th>
<th>Potential Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 5.2.5.5a encourages medium density residential development (not exceeding 37 units per hectare) in Tourism Commercial and Tourism Accommodation areas.</td>
<td>New medium density housing should be flexibly permitted in key intensification areas (e.g. nodes and corridors) and in new residential development areas (e.g. greenfields). Density permissions should be reviewed and updated where necessary.</td>
</tr>
<tr>
<td>Section 6.1.1 and 6.1.2 set out to provide a wide range of commercial facilities and services and to recognize the existing under-supply of commercial services and reduce the deficiency of commercial space.</td>
<td>Based on the current inventory of commercial uses in the Town and the results of past market studies, there appears to be an adequate supply of retail uses. A shift in policy may be required to focus on smaller scale retail growth in mixed use settings where niche retailers can be accommodated more easily, helping to reduce the amount of leakage in resident spending.</td>
</tr>
<tr>
<td>Section 6.1.3 encourages the distribution of commercial facilities to ensure an adequate level of service in all portions of the municipality.</td>
<td>The distribution of commercial lands should be focused and balanced among the Downtown as the primary commercial and mixed-use centre and the nodes and corridors which have specific roles and functions in serving community and local neighbourhood needs. Consideration should be given to allowing small scale local commercial uses, such as corner stores, childcare facilities, and personal services as a permitted use in residential designations subject to certain criteria to ensure the development is of an appropriate scale to serve local day-to-day needs in the neighbourhood, promotes walkability and accessibility, and does not detract from the intended concentration of commercial uses in the Downtown or nodes and corridors.</td>
</tr>
<tr>
<td>Section 7.1.3 sets out to establish areas for tourism that are appropriate to their function while also being compatible with surrounding areas.</td>
<td>There may be an opportunity to restructure the tourism and commercial designations to better address potential compatibility issues and to outline more clearly the permitted uses of specific designations. There may also be opportunities to re-designate tourism lands to residential or other land uses to focus and direct population growth within or near the nodes and corridors to support the planned function of these areas.</td>
</tr>
<tr>
<td>Current Policy</td>
<td>Potential Changes</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Section 7.1.8 promotes the development of beach areas 1 and 2 as the main destination for year-round tourism activity.</td>
<td>Given the results of the approved Downtown Master Plan, this policy should recognize the entire downtown area as a destination and focal point for commercial and tourism activity.</td>
</tr>
<tr>
<td>Section 7.3.10 limits residential uses in the historic ‘Tourism Development Area’.</td>
<td>The Downtown Master Plan and associated land use policies encourage a mixed-use downtown that include a broad range of uses including residential, to support a vibrant Town Centre. This policy should be revised to continue this policy direction.</td>
</tr>
</tbody>
</table>

**Implications for Official Plan:**

► Policies in the 2004 Plan encourage a variety of uses to be located within Tourism designations. This may need to be refined to more specifically limit or permit specific uses in these areas. The Downtown policies can be used as a guide in the creation of this policy framework.

► It may be appropriate to re-designate some tourism properties to residential uses to direct population growth to areas within or near the nodes and corridors to support their planned function. Guidance should be taken from the approved Downtown policies related to this type of transition and implementation.

► A range of policies influence how tourism and commercial areas function throughout the community, including those to accommodate future residential and employment growth, the conservation and enhancement of natural heritage features, the avoidance of hazard lands and transportation and servicing. Linkages between these policies as well as the policies already established through OPA 52 will need to be considered to ensure there are no conflicting directions. The tourism and commercial land use designations and policies in the 2004 Plan overlap in many ways and the restructuring and consolidating of these designations would help to establish a strong land use structure that clearly articulates the planned role and function of distinct areas. A revised commercial structure comprised of new designations should be considered to clearly outline permitted uses and intentions of different areas with specific permission for overlap or blending of specific uses, where appropriate. Where possible, ties should be made with the Downtown Districts established through OPA 52 to maintain consistency throughout.

**Nodes and Corridors Strategy**

The Nodes and Corridors Strategy Staff Report (2015) outlines the Town’s proposed growth management approach, which is consistent with Provincial and County planning policy direction. It outlines two main priorities: the development of a ‘Main Street’ into a downtown core; and, achieving a greater variety of housing types.

Staff proposed targeting nodes and corridors for intensifying growth and encouraging mixed-use activity to focus development efforts in desirable focal points for public and private investment:

- Nodes were defined as places where people and transportation routes congregate due
to the concentration of commercial, employment and other service-oriented activities that bring people together.

- Corridors were defined as important transportation routes that connect the nodes and incorporate a mix of retail, employment, and residential uses along arterial/collector roads and transit routes.

Five nodes were identified in the Report, including the Downtown/Main Street Area, Old Mosley Village, Schoonertown Area and 45th Street/Mosley Street. The fifth node is in the area of Mosley Street and Highway 26/Beechwood Road/Lyons Court and has potential as an emerging node. The boundaries of these nodes have been refined through the Official Plan update process and are outlined on Maps 1 to 3, attached.

The amount, type, and timing of retail, commercial and tourism development within these nodes and corridors, and their boundaries, will require further investigation as part of the remaining stages of the Official Plan update and/or through future more detailed secondary plans. Policy direction and criteria for development in each of the nodes and corridors should be established through the new Official Plan, Secondary Plans, implementing zoning and design guidelines to set parameters for commercial floor spaces, built form and building orientation, and integration of commercial and other land uses.

### Implications for Official Plan:

- The new Official Plan will identify and refine the boundaries of the nodes and corridors as part of a new Community Structure Plan. Related policies, a framework for the hierarchy of the nodes, and anticipated timing for the development/redevelopment of the nodes will also need to be established.

- As recommended by the report, each node is to be assessed for opportunities to encourage the development of compact, walkable urban spaces that provide an array of services, housing types and employment options. In some cases, more detailed secondary plans, community improvement plans, design studies or other tools and initiatives should be considered for these areas.

- Overall, the policies of the Official Plan should be updated and strengthened to encourage compact, mixed-use development and provide guidelines for the transition of development along the interface of nodes and corridors and existing neighbourhoods.

- Parameters specifically related to commercial floor space and built form in nodes and corridors should also be established to ensure an appropriate mix of uses should other land use options, such as residential uses, be permitted.

- A new/revised commercial structure should be established in the new Official Plan that aligns the planned role and function of specific commercial land use designations with the nodes and corridors community development structure.
2.5 Past Tourism and Commercial Related Reports

Retail, Commercial and Tourism Related Reports and Studies

Since the approval of the current 2004 Plan, the Town has initiated various reports and studies to inform planning for future growth and development.

Figure 11: Summary of Key Documents

Several recurring retail, commercial and/or tourism-related issues and priorities emerge from the review of these reports, including:

- The Town’s seasonality and the lack of alternate indoor attractions;
- Transportation opportunities;
- Quality accommodations and food services;
- Image as a party town;
- Conflicts between local community and tourists; and,
- Conflicts with tourism accommodation being used for long-term housing.

Key information and recommendations concerning accommodation, commercial/retail and entertainment from have been extracted from these documents and summarized in the following subsections.

Tourism Accommodation Conversion

One of the main issues facing Wasaga Beach is the use of tourism accommodations as long-term housing (stays over 31 days). They are being used to supplement summer income in low
A town-wide assessment was completed to determine how many properties were affected and of 106 Tourism Accommodation properties assessed, 36 (containing roughly 485 units) were found to have been operating in contravention of applicable zoning requirements in varying degrees of conversion\(^5\). The Tourism Accommodation Conversion (TAC) program was initiated to guide the proper conversion of these properties, ensuring they were being kept at an acceptable standard for long-term residential use. The Town also initiated a temporary exemption to the Business Licencing By-law for identified tourism accommodation properties operating outside of the Zoning By-law permissions.

Figure 12 highlights key questions from the July 2013 TAC Discussion Paper.

**Figure 12: Questions on TAC issues, TAC Discussion Paper (2013)**

- Is the 31-day limit on tourism accommodations appropriate?
- It is appropriate to change a commercial use to residential?
- Should long term residential uses be permitted in Tourism areas?
- What is the Town’s role in regulating accommodations?
- Is the Town taking away valued tourism lands by allowing conversions to residential?

The 2013 TAC Discussion Paper outlines criteria that could be implemented in the Official Plan to evaluate proposals for the conversion of tourism accommodation properties:

- Does the property provide access to commercial and recreation facilities, transit and community amenities?
- Is the proposed land use compatible with surrounding areas?
- Is the building type suitable for full-time residential use and what is the extent of improvements required (e.g. full kitchen, winterized building, meets building and fire code requirements and residential amenities like play areas are provided)?
- What is the highest and best use of the property currently and in the future beyond the life of its current structures?

While there may be opportunities for conversion of tourism accommodation to help fill the need for affordable housing, the reasons for the conversion may be changing as outlined in the Figure 13.

\(^5\) Long-term Residential Use of Tourism Accommodation Establishments Discussion Paper, Town of Wasaga Beach, July 2013
Tourism Accommodations

A tourism accommodation inventory was completed in 2016 as part of the Downtown Development Master Planning process and is summarized in Table 2-2. The tourism accommodation options in Wasaga Beach consist of mostly cottage cabin courts, motels, and campgrounds. No major hotel chains are available in the Town, although there has been some investment in smaller scale hotels.

In 2016 there were 114 motel/cottage properties, totalling 1,047 rooms. Just over 50% of those properties are open year-round\(^6\). With many of these properties being used for long-term housing, the quality of the buildings is diminishing quickly.

<table>
<thead>
<tr>
<th>Accessory Units</th>
<th>Unit Type Variety</th>
<th>Downtown Plans</th>
<th>Market Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessory rental units are more prevalent, 20 to 30 units have established between 2014 and 2017.</td>
<td>A broader range of unit types are being developed, 38% of housing starts between 2012 and 2017 have been townhomes(^6).</td>
<td>Implementation of the Downtown Development Master Plan may trigger opportunities to attract new hotel developments.</td>
<td>There may be a change in the resort/tourism market from single detached seasonal to turn-key style options.</td>
</tr>
</tbody>
</table>

### Table 2-2: Tourism Accommodation Inventory, Downtown Master Plan 2016

<table>
<thead>
<tr>
<th>Type of Accommodation</th>
<th>Number of Properties</th>
<th>Number of Rooms/Sites/Slips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Motel/Cottage</td>
<td>61</td>
<td>579</td>
</tr>
<tr>
<td>Seasonal Motel/Cottage</td>
<td>53</td>
<td>468</td>
</tr>
<tr>
<td><strong>Total Motel/Cottage</strong></td>
<td><strong>114</strong></td>
<td><strong>1,047</strong></td>
</tr>
<tr>
<td>Permanent Campgrounds</td>
<td>1</td>
<td>149</td>
</tr>
<tr>
<td>Seasonal Campgrounds</td>
<td>6</td>
<td>1,045</td>
</tr>
<tr>
<td><strong>Total Campgrounds</strong></td>
<td><strong>7</strong></td>
<td><strong>1,194</strong></td>
</tr>
<tr>
<td>Permanent Marinas</td>
<td>1</td>
<td>80</td>
</tr>
<tr>
<td>Seasonal Marinas</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total Marinas</strong></td>
<td><strong>2</strong></td>
<td><strong>105</strong></td>
</tr>
</tbody>
</table>

The implementation of the DDMP is expected to catalyze development in the downtown and beach areas, attracting more people and businesses to Wasaga Beach. The DDMP also includes a strategy to incorporate an 80-room boutique hotel to attract more over-night visitors.

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\(^6\) CBRE, Wasaga Beach Accommodation Development Plan – Market and Financial Analysis, 2016
Commercial/Retail

As a linear community with no historic pedestrian-oriented downtown core, retail commercial growth is largely dispersed in Wasaga Beach. Commercial centres vary in size and are located at Mosley and 45th Street, Mosley Street and River Road West (Schoonertown), Mosley Street between 18th and 22nd Streets (Mosley Village), the tourist area on Main Street and River Road East. The location and current function of these areas with concentrations of commercial activity provide part of the rationale for the delineation of the nodes and corridors as identified on Maps 1-3, attached.

Within these nodes are multiple chain retailers such as Wal-Mart, Canadian Tire, Real Canadian Superstore, Shoppers Drug Mart and various restaurants along with smaller scale strip mall developments serving most of the basic day-to-day commercial needs of the community.

As of 2017, the Town’s retail commercial market was found to be over-saturated with large format retail development. Background information collected for the DDMP determined that even with the retail market beyond saturation, a larger portion of resident spending still escapes to surrounding communities. Opportunities exist to fill these gaps by providing retail options for specialty gifts, apparel and middle to upper income products. Lengthening or broadening the seasonality of the tourism market was also seen as a critical aspect for creating a healthier business climate with more consistent revenues that may be able to support these niche retailers.

In addition to serving the community from a consumer perspective, commercial uses are also a prevalent source of employment in Wasaga Beach. The Development Charges Background Study from 2015 estimates that 74% of employment growth between 2015 and 2031 will be population-related employment growth, which includes commercial and retail type uses. The dominance of locally-serving and tourist-oriented population-related employment is further demonstrated in Table 2-3, from the 2014 Employment Land Needs Study.

<table>
<thead>
<tr>
<th>Employment Types</th>
<th>2011</th>
<th>2031</th>
<th>2011-2031</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population-related: Local</td>
<td>2,410</td>
<td>3,250</td>
<td>840</td>
</tr>
<tr>
<td>Population-related: Tourism</td>
<td>740</td>
<td>890</td>
<td>150</td>
</tr>
<tr>
<td>Employment Land Employment</td>
<td>590</td>
<td>740</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>3,740</td>
<td>4,880</td>
<td>1,140</td>
</tr>
</tbody>
</table>

Table 2-3: Forecast Employment Growth by Type, Wasaga Beach

Entertainment

It is well known that the Town’s main tourism attraction is 14 kilometers of freshwater beach, but Wasaga Beach also has several other important attractions such as the Nottawasaga River, the Nancy Island Historic Site, trail systems for biking and hiking, a Provincial Park and several community events. In 2007, the Town completed a Tourism Strategy which provides data and recommendations for tourism growth and development.

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7 Wasaga Beach Downtown Master Plan, March 2017
8 J.C. Williams Group, Downtown Wasaga Beach: Retail-related Program, January 2017
9 Development Charges Background Study, Hemson Consulting Ltd., November 2, 2015
In 2007, almost half of visitors to the Town were coming from the GTA and 47% of all visitors stayed overnight. Of the overnight visitors, 17% did not stay in Wasaga Beach, the majority of which went to Blue Mountain or Collingwood to seek overnight accommodation\(^\text{10}\). Figure 14 outlines some priority items for boosting tourism, as suggested in the Wasaga Beach Tourism Strategy (2007).

**Figure 14: Priority items for Boosting Tourism - Wasaga Beach Tourism Strategy (2007)**

The Tourism Strategy also suggests other ways in which the OP update could help improve tourism, by:

- Identifying areas that offer opportunity for new tourism development;
- Locating underutilized lands designated for Tourism uses that might benefit from land assembly;
- Possibly altering the permitted used in the District and Recreation Commercial designations to permit tourism-type uses\(^\text{10}\);
- Determine if it is warranted to protect larger land holdings with the potential to accommodate more land-extensive tourism uses like theme parks or if they would be more beneficial as commercial or residential development; and,
- Identify ways of incorporating or improving alternative transportation options as traffic congestion is very high in the summer months.

While transportation was identified in the Tourism Strategy as an important issue, the Transportation Study Update (2013) determined that road improvements to accommodate summer weekend conditions were not economically feasible. Weekday peak periods were used for design as summer weekend traffic was considered extreme and outside the design traffic volume\(^\text{11}\).

With approximately 70% to 80% of commercial properties in Beach Areas 1 and 2 under municipal ownership, the Town has the control to try to attract specific uses and to implement specific design elements. The Town intends to redesign Beach Drive to be pedestrian-focused so that it can be closed to traffic if appropriate, redesign parking, create a new festival square, improve connectivity, create a new performance venue and create an entertainment zone to broaden the appeal.

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\(^{10}\) Wasaga Beach Tourism Strategy, the Tourism Company in association with IBI Group, 2007

\(^{11}\) Town of Wasaga Beach 2012 Transportation Study Update, Ainley Group, January 2013
Implications for Official Plan:

► Recommendations from retail, commercial and tourism related studies outlined above should be further considered and implemented into the new OP, where appropriate, including but not limited to:

  o Encouraging a greater range of indoor activities to increase year-round attractions;
  o Minimizing impacts to neighbourhoods and potential for land use conflicts;
  o Allowing for the controlled conversion of tourism accommodations to residential uses based on clear criteria to reduce the reliance on tourism accommodation for long-term housing needs;
  o Alter permitted uses in existing commercial designations to allow for greater flexibility related to tourism development; and,
  o Incorporate transportation options into the plan that will help get people to commercial and tourism areas easily using alternative modes of transportation.

► Questions from the various retail, commercial and tourism related studies noted above should be considered further with appropriate analysis and thought to ensure issues are addressed through policy, where appropriate.

► Proposed OP policies and designations outside of the DDMP should support the intent of the DDMP, specifically those related to retail, commercial and tourism uses.
3. Planning Analysis

3.1 Land Needs Assessment

Land Inventory

This section compiles information assembled from the current Official Plan and Zoning By-law, the TAC properties list and Municipal Property Assessment Corporation (MPAC) land use data with property information such as individual property areas, frontages and addresses. The purpose of this review is to determine:

A. How much land is designated for commercial and/or tourism land uses and where are they located?

B. Is the land identified well-suited for the Official Plan designation currently assigned; and,

C. What are the opportunities for change in the new Official Plan to simplify interpretation and implementation?

More detailed land inventory information is summarized in Appendix C.

Distribution of Commercial or Tourism Properties

There are approximately 900 properties in the Town with some form of commercial/tourism designation. For the most part, these properties can be found in clusters within the nodes and corridors. Table 4-1 describes the designation and general uses found in each of these nodes and corridors.

Table 4-1: Summary of Designations and Uses in Nodes and Corridors

<table>
<thead>
<tr>
<th>Highway 26 &amp; Mosley St</th>
<th>45th St &amp; Mosley St</th>
<th>Schoonertown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designated Service Commercial along Highway 26, District Commercial at the Mosley St and Beechwood Rd intersection and includes a Campground Commercial site. This area is predominantly vacant with some existing commercial/employment uses and some existing residential.</td>
<td>Designated primarily District Commercial as it includes several large format retail stores. There are some smaller parcels of vacant lands remaining and planned for development.</td>
<td>Designated District Commercial and is made up of large format retail and some strip mall type buildings with a variety of retail and service commercial type uses.</td>
</tr>
</tbody>
</table>
**Mosley Street Corridor**

Designated District Commercial and is primarily occupied by existing strip mall type buildings mixed with small scale accommodations and a few residential lots.

**Mosley Village**

Includes both Tourism Commercial and Tourism Accommodation designations, however many of the uses along Mosley Street are not geared towards tourists (i.e. law firms, physiotherapists etc.).

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**River Road West**

Includes a variety of designations including Recreation, District & Campground Commercial and Rural, together with Tourism Commercial. There are some commercial uses established along the corridor closer to the downtown area but there is limited development beyond Theme Park Dr.

**Downtown**

The downtown area is intended to be the primary node. Its current designations a mixed use downtown core and revitalized beachfront.
There are also a few areas outside of the nodes and corridors designated for commercial and tourism uses, as shown on Maps 1 to 3. These areas should be assessed and, where appropriate, incorporated into proposed new land use designations in the new Official Plan. Uses that are more local in nature and that do not fit any of the proposed commercial/tourism designations may be better suited to a residential designation that permits local commercial uses in specific areas. Areas located on main streets like Beachwood Road or Mosley Street but not located within an identified node or corridor boundary should be considered as areas for potential mixed use redevelopment if commercial uses already exist.

When looking at individual properties more closely one can see that there are several instances throughout the Town were designations do not follow property lines, creating several split designations. The splitting of these designations can make it difficult to determine if the lands are intended to support a tourism use meant primarily for visitors, or a commercial use meant primarily for day to day use of local residents, or a combination of the two.

In the Downtown area, as implemented by OPA 52, land use designations have been redefined and split designations have been eliminated. This should be carried forward throughout the Town as the simplification of the land use designations will make the intended use clearer and could help reduce the potential for land use conflicts in the future.

**MPAC Land Use Comparison**

MPAC data was used to compare the Official Plan designations and the current land use on each property. Maps 1 to 3 provide locations of properties identified as having tourism or commercial uses, based on MPAC data, overlaid on the Official Plan designations.

Thirteen (13) general use categories were identified to organize the MPAC data, as shown in Figure 15. Overall 900+ tourism and commercial properties were examined.

![Figure 15: General Land Use - MPAC](image)

Ultimately, it was found that 33 percent of the properties identified were being used for some form of residential use predominantly single detached residential and a small percentage were
identified as townhomes. It is likely that the majority of this discrepancy can be attributed to transition areas where the designations were implemented to facilitate the change of use in that area over time. However, this should be examined more closely as it can also be an indication that change has not been occurring as intended or that a mix of uses is desirable in that location to reflect existing land use patterns while not hindering the potential for future redevelopment.

Furthermore, using a combination of MPAC data together with a visual assessment of available aerial imagery, approximately 200 properties throughout Wasaga Beach were identified as vacant. Of the 200 vacant properties identified, 80% are within the Built Boundary. Of the properties identified, nearly 60% are designated for a tourism use. Overall this demonstrates the opportunity for future infill and redevelopment, the use of which should be more closely reviewed and refined through the Official Plan process based on the location, size and other characteristics of the properties and their surroundings.

**Implications for Official Plan:**

► Residential uses can be found throughout each of the commercial and tourism designations. A new land use plan, commercial structure and designations should be developed that will reflect appropriate locations for various housing types and densities for residential and mixed-use development more clearly so that it aligns with the overall community structure plan.

► There are a number of vacant properties, the majority of which are designated for a tourism use. The location of these vacancies should be examined more closely to determine if consolidation options might be available and to determine which areas might be good for continued tourism growth or if the land use should be changed to residential, or other types of land uses to better meet market demands.

► Establish new designations to consolidate commercial and tourism uses, reducing redundancies and reducing the number of properties with split designations to simplify implementation.

► Permitted uses can be allowed or limited in specific nodes and corridors to suit the vision and intended role and function of each area based on a new commercial structure aligned with the nodes and corridors community structure and with the Downtown designations already established.

► Recognize and support areas with existing concentrations of commercial/tourism uses in nodes and corridors as they are intended to be focal points. Examine opportunities to limit the development or growth of commercial and tourism uses outside of these areas, either through redesignation or the creation of specific policies.
Public Consultation

As outlined in the *Community Engagement and Consultation Summary Report* (available separately), the main tourism and commercial related ideas and priorities identified through public consultation to date are as follows:

- Provide for and encourage year-round attractions and activities;
- Plan for destination functions that promote longer stays and new accommodations;
- Improve wayfinding to recreation and local destinations;
- Conserve environmental features and promote local ecology and education;
- Maintain tree cover with new development and encourage the addition of more trees;
- Encourage more specialized / boutique retail;
- Plan for residents, not only tourists;
- Introduce a Community Hub for services, cultural/ event venue, recreation, education, multi-use and multi-generational; and,
- Focus on creating experiences, place-making.

**Implications for Official Plan:**

► Given the desire for specialized retail, there may be opportunities to limit or encourage new development in specific areas to smaller format commercial spaces that would better suit these types of uses.

► In establishing new tourism and commercial designations it will be important to recognize that there are some established neighbourhoods that may be better serviced by commercial rather than tourism uses or commercially designated land that may be appropriate for tourism to cluster similar and complementary uses together and to minimize the potential for land use conflicts.
3.2 Market Opportunities

N. Barry Lyon Consulting Limited (NBLC) prepared a report to accompany this Discussion Paper examining the existing retail and tourism market conditions of Wasaga Beach. The report also outlines barriers to retail and tourism growth as well as potential future needs.

Figure 16: Barriers to Tourism Growth

- Seasonality
- Traffic Congestion
- Alternative Attractions
- Limited Dining Options
- Accommodation Quality
- Reputation/Marketing
- Lack of a Sport Tourism Strategy

The conclusions of NBLC’s analysis are summarized as follows:

- It is not recommended that commercial designations be expanded, new development should be concentrated in existing commercial areas;
- Consider increasing flexibility in the mix of commercial uses to allow residential uses on upper levels that could support the commercial use;
- Keep tourism uses and attractions close together near the beach and downtown area;
- Allow for a greater mix of uses with higher densities and increase height maximum to encourage development/redevelopment of the downtown and beach areas;
- The Downtown area needs to be the primary destination for new retail and tourism-related growth in the future except for large scale retail, which may be more suitable near 45th Street, the Mosley and Highway 26 area, or possibly along the River Road West/Highway 92 corridor; and,
- A parking strategy for commercial and retail growth is needed as the majority of visitors are likely to arrive by car and will need somewhere to park.

Additional context and analysis can be found in the full report which is found in Appendix B.
3.3 Policy Options & Directions

The land needs analysis has been broken down into three main categories: commercial/retail, entertainment/activities, and accommodations. For each category, this subsection will explore the goals for Wasaga Beach based on the results of consultation, policy review and research completed to date, possible ways to achieve the goals, and a brief description of the rationale for Official Plan policy and land use changes that should be considered (Table 5-1). The analysis will discuss land use designations, permitted uses and individual policies drawing on the findings of each of the previous sections of this report.
Table 5-1: Land Needs Analysis

<table>
<thead>
<tr>
<th>Use</th>
<th>Goals</th>
<th>Ideas and Options</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial/Retail</td>
<td>Maintain existing commercial uses and allow for greater redevelopment opportunities.</td>
<td>Implement new, appropriate, designations that recognized and encompass existing commercial uses while encouraging the desired redevelopment options.</td>
<td>Implementing new designations will provide an opportunity to reset the land use structure, enabling the Town to direct development and redevelopment into strategic growth areas. Specific development criteria can be customized to allow or limit development to varying degrees based on geographic location, scale and/or type of land use and can direct appropriate staging/timing.</td>
</tr>
<tr>
<td></td>
<td>Allow for the transitioning of uses from one form to another.</td>
<td>Establish development criteria for the conversion of new uses to determine if conversion is appropriate. Consider redesignations to and from commercial to implement growth management land use strategy.</td>
<td>Adding specific criteria to the OP policies will help clarify, guide and, in some cases, limit conversion proposals in the future. Decisive criteria will help reduce the risk of land use conflicts when considering a conversion.</td>
</tr>
<tr>
<td></td>
<td>Capture niche markets without designating significant additional land for commercial use.</td>
<td>Add policy to key commercial areas that would limit large format commercial development and encourage smaller commercial/retail units. Provide policy direction for permitted uses, scale and other criteria for zoning implementation. Diversify commercial designations to include emerging commercial sectors such as medical, green economy, energy, high-tech, creative economy etc.</td>
<td>The market report and past background research identify an over-saturation of large format retail development in the Town. By limiting the maximum size of individual commercial units in key areas, smaller stores may become more prevalent creating space for niche retail shops and restaurants to establish.</td>
</tr>
<tr>
<td></td>
<td>Incorporate options for mixed use development in strategic locations to support commercial growth.</td>
<td>Locate options for mixed use development and establish complementary policies and guidelines to direct how these areas are to be developed and what mix would be permitted. Determine appropriate nodes and corridors for mixed use growth.</td>
<td>The mixing of residential uses with commercial/retail uses will help support existing or future commercial uses. Policies regarding this mix of uses will speak to transition and compatibility to ensure existing uses are not negatively affected by new development. Staging policies may be required to ensure the Downtown area is the focus of development followed by nodes and corridors.</td>
</tr>
<tr>
<td></td>
<td>Ensure employment lands are maintained for future employment uses.</td>
<td>Change the Service Commercial designation to better reflect its intended use as an employment designation.</td>
<td>By changing the title of Service Commercial lands, its intended function will be more apparent. This may help in attracting future employment development to these areas and will ensure that they are not converted</td>
</tr>
<tr>
<td>Use</td>
<td>Goals</td>
<td>Ideas and Options</td>
<td>Rationale</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>▪ Create more opportunities for tourism ventures in strategic locations.</td>
<td>▪ Downtown areas and nodes are recognized as areas for a mix of commercial and tourist commercial uses. Criteria should be developed to ensure the appropriate use, development, and redevelopment of these areas. There may also be pockets of tourism/commercial lands that should also be identified or permitted to grow and develop for tourism use, if certain criteria can be met.</td>
<td>▪ Tourism uses should be promoted as tourism is a staple of the economic prosperity of the Town; however, incorporating tourism uses should only be considered in appropriate areas where the uses are compatible and where they are near other such uses in accessible locations.</td>
</tr>
<tr>
<td></td>
<td>▪ Encourage access to more local servicing and convenience commercial uses in established or new neighbourhoods.</td>
<td>▪ Add policies to the residential designations to permit small scale, local commercial uses such as convenience stores, daycare facilities and personal services. Establish criteria to limit where they are permitted. ▪ Expand home-based business opportunities.</td>
<td>▪ Incorporating local-serving, convenience commercial uses to an established neighborhood contributes to complete community development, pedestrian orientation and access. These uses provide opportunities for people to walk or bike to the store instead of making a longer trip by car outside of their neighbourhood for small items.</td>
</tr>
<tr>
<td>Entertainment/Activities</td>
<td>▪ Promote year-round activities.</td>
<td>▪ Broaden the permitted uses in commercial and tourism designations and re-examine the policies that implement them to ensure there are opportunities for indoor and outdoor uses.</td>
<td>▪ Adding to the list of permitted uses may help spark interest and eliminate potential barriers to specific types of year-round development opportunities in strategic locations meant for tourism and recreation.</td>
</tr>
<tr>
<td></td>
<td>▪ Encourage entertainment/activities to be located within or near the downtown.</td>
<td>▪ Align the proposed designations with those established in the DDMP and determine appropriate designations for other nodes. ▪ Provide criteria for development and redevelopment in specific designations to ensure the changes proposed are appropriate in the context of the existing neighbourhood and align with the vision for the area.</td>
<td>▪ By creating a primary and some secondary nodes, the planned role and function of specific locations where development and redevelopment will be concentrated can be clearly expressed to support complete community development. ▪ Higher density development and diverse housing options within or near the downtown can also help to support year-round entertainment uses.</td>
</tr>
<tr>
<td>Use</td>
<td>Goals</td>
<td>Ideas and Options</td>
<td>Rationale</td>
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<tr>
<td></td>
<td>▪ Focus the development of entertainment/activity uses to the downtown area but allow for some development of these uses in other areas of the Town, where appropriate.</td>
<td>▪ Establish clear criteria for establishing new uses in areas outside the downtown area so that the use can be considered elsewhere if it is compatible but may not be permitted as of right. The criteria should also align with the direction and language proposed in the Downtown Official Plan Amendment.</td>
<td>▪ Currently the range of permitted uses in the various designations is broad. By limiting designations for entertainment/activity type uses to specific areas using specific criteria, the Town can ensure the concentration of these types of uses in strategic growth areas. With the concentration of these uses, there is greater potential for creating an attractive, walkable commercial core. ▪ It may also be beneficial to allow some of the existing tourism and commercial lands to be converted into residential designations to help direct and focus entertainment uses to the downtown.</td>
</tr>
<tr>
<td></td>
<td>▪ Protect large land holdings for large-scale entertainment uses, like amusement parks.</td>
<td>▪ Maintain a special designation for lands of this variety and establish policies that would allow for the conversion of these lands. ▪ Consider adding an overlay for the transition of specific lands in the east end north of Highway 92 which could potentially be developed for a large format entertainment type use in the future.</td>
<td>▪ It is difficult to acquire land suitable for large scale entertainment uses, however there may be other opportunities for large entertainment lots that will benefit the Town that should also be considered.</td>
</tr>
<tr>
<td>Accommodation</td>
<td>▪ Ensure conversions of accommodation properties to housing meets applicable standards for housing and is appropriately located.</td>
<td>▪ Provide clear policy direction to permit, encourage or limit the conversion of properties from tourist accommodation to residential uses in specific areas, where appropriate. ▪ Establish policies and criteria for built form, public health and safety standards, and property/area context to guide where conversion may be considered</td>
<td>▪ Residential needs are paramount to the prosperity of the community; however, commercial and tourism uses are also integral to economic development. ▪ Given that there are changes being made in other sections of the OP that will support a greater range of housing types and densities, there may be less need for the conversion of accommodation properties. ▪ Policies on where and how these conversions can take place should address public health and safety standards and may help mitigate against the potential for land use conflicts.</td>
</tr>
<tr>
<td></td>
<td>▪ Diversify the accommodation product available to tourists.</td>
<td>▪ Expand on the types of accommodation permitted, in particular Bed and Breakfast, and turn-key style options as recommended in the DDMP. ▪ Add different accommodation types to the permitted uses in appropriate designations, focused in the downtown area.</td>
<td>▪ The market will dictate what types of accommodation are feasible. ▪ Official Plan polices should be flexible enough to accommodate changes in market demand over time while limiting the development to areas that are appropriate and desirable for accommodations. ▪ Attract a broad range of demographics and income groups.</td>
</tr>
<tr>
<td></td>
<td>▪ Focus large scale accommodations to the</td>
<td>▪ The downtown area should permit the development of short-term accommodations throughout, with specific</td>
<td>▪ By incorporating more flexibility in the downtown area, it may become easier to attract development/redevelopment of accommodation uses. ▪ Since not all visitors are looking for the same experience, other short-</td>
</tr>
<tr>
<td>Use</td>
<td>Goals</td>
<td>Ideas and Options</td>
<td>Rationale</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>downtown area.</td>
<td>criteria added to ensure appropriate location and accommodation types are implemented.</td>
<td>term accommodation options should be considered in strategic areas outside the downtown areas on a smaller scale.</td>
<td></td>
</tr>
</tbody>
</table>
| • Concentrate accommodations to not interfere with residents living in established neighbourhoods. | ▪ Establish locations specifically geared towards tourism accommodation and limit tourism accommodation outside those areas.  
▪ Bed and breakfast uses could still be permitted outside of these areas if certain criteria can be met. | ▪ Land use conflicts between tourism uses and established neighbourhoods can be minimized by concentrating tourism accommodations to specific locations.  
▪ Bed and breakfast uses are typically incorporated into the existing home and can be more compatible within existing residential areas, where appropriate, contributing to housing affordability, local employment, tourism and marketing. |                                                                          |
| General for All Uses                     | ▪ Encourage connectivity between uses and areas to support walkability and economic development.  
▪ Establish policies and guidelines that require trails and connections for development or redevelopment based on an overall trails and active transportation plan, identified future routes, and public transit. | ▪ Community design policies and guidelines, transportation policies and general development policies that require the consideration and implementation of trail connections and sidewalks and cycling opportunities and facilities would help to establish these as safe, attractive and convenient travel options for residents and tourists alike.  
▪ The inclusion of these types of uses throughout the Town can help reduce the number of vehicle trips taken and reduce traffic congestion. |                                                                          |
| ▪ Protect Natural Heritage features.    | ▪ Current natural heritage policies should be updated to reflect the current Provincial and County policies and mapping information. | ▪ Wasaga Beach has many natural heritage features that can be enjoyed by residents and visitors alike. In order to ensure their continued protection and growth, appropriate policies need to be implemented that will strictly prohibit incompatible development in specific locations. The policies should also establish permitted outdoor recreation, education, conservation and tourism uses that may be permitted within the limits of Provincial and County policies for the applicable natural heritage features. |                                                                          |
Overall, the intent of each designation should be clearly outlined and criteria for specific development and redevelopment proposals should be established to support complete community development and the planned role and function of each area while minimizing the potential for land use conflicts. While blending of permitted uses should be incorporated to ensure the policies are flexible enough to encourage development, they also need to be prescriptive enough so that the designations remain reflective of the uses therein.

Secondary plans, Community Improvement Plans, design guidelines and other studies and tools should be implemented in as many of these areas as possible to ensure growth and development is appropriately directed and accommodated. It could be a requirement of the Official Plan to complete a secondary plan process prior to any large proposals being considered in specific nodes and corridors. This approach would allow time for more detailed, area-specific plans and deter premature development while focusing commercial and tourism uses in the Downtown area.

**Potential Commercial Structure and Designations**

**Community Structure**

Through the DDMP process, and in the Nodes and Corridors Strategy (2015), Town Staff have outlined a growth management approach that includes the development of a ‘Main Street’ and downtown core, along with other nodes and corridors. A draft Community Structure Plan is provided in the Growth Management Discussion Paper. The Commercial Structure and the commercial designations should align with and support the overall community structure. Ultimately, the downtown areas will be the focus for commercial, tourism and community services supported by high density residential uses. Nodes and corridors will target the more community level growth and will help meet the day-to-day needs of residents.

This approach is consistent with Provincial and County level policy direction and forms the basis for the land designations shown on Maps 7 to 9. The Downtown area shown on these maps was derived from the Town’s draft Downtown Official Plan Amendment.

**Commercial Structure and Land Use Designations**

Based on the information collected in section 2.4 of this Discussion Paper, there is a need to update current commercial and tourism land use designations. Permitted uses and policies within existing designations allow for significant overlap and has resulted in a mixture of uses and designations that is difficult to follow and/or predict. A new hierarchy of commercial land use designations should be established in the new Official Plan to direct future commercial and tourism land uses and to establish key areas for appropriate development/redevelopment.

A potential commercial structure and land use designations for the new Official Plan is presented below. While these potential designations do not eliminate the overlapping or blending of permitted uses, they have been drafted to incorporate a greater range of permitted uses and to align with community structure focusing future growth and development to the downtown and other nodes and corridors. Clear criteria for establishing or converting specific uses may be required to fully establish the policy direction of the new Official Plan and to provide a basis for zoning implementation and other tools.

Maps 7-9 show a high-level outline of the potential new commercial designations. The majority of the Town’s commercial uses are intended to be concentrated in the Downtown Core. Local day-to-day commercial needs will be accommodated in the Community Core areas. Considering the linearity of the Town, two main corridors have also been identified as essential areas for
commercial development to support the needs of the residents and visitors using those main thoroughfares.

Figure 17 outlines the potential changes to the tourism and commercial land use designations moving from the 2004 Plan to the new Official Plan.

**Figure 17: Draft Commercial Structure and Changes to Commercial/Tourism Designations**

*Potential overlay designation and policies to reflect casino site selection as future regional entertainment complex / destination.

The Downtown OPA provides designations and policies for the downtown area. The proposed designations outside of the downtown are intended to mimic the Downtown OPA formatting and language. The proposed structure and designations recognize and position the Downtown as the primary node for commercial and tourism, including the Beachfront and Downtown Core as the focus of tourism development moving forward.

The chosen location for the casino will impact the planned role and functions of the Town’s tourism and commercial areas by adding a new regional attraction and destination with the opportunity to anchor other complementary and supportive entertainment, retail and service businesses. The new Official Plan should include appropriate designations and policies for potential location options for the planned casino and entertainment complex which will become a significant tourism destination and opportunity for supportive land uses and attractions. Sites previously evaluated and identified by the Town include: Beach Areas 1 and 2 (Downtown); Mosley Street / Highway 26 or Beachwood Drive / Fairgrounds Road (west); or, the north side of River Road West at Theme Park Drive or between Theme Park Drive and Bells Park Road (east). To reflect the potential site locations for the planned casino, consideration should be given to designating a future Regional Entertainment Centre as a destination for entertainment.
and supportive land uses, which may be an overlay designation to supplement other designations in the commercial hierarchy and/or could establish alternative land use options for the area depending on the chosen site.

The Commercial designations recognize other commercial nodes and commercially-oriented transportation corridors outside of the Downtown as Commercial Centres and existing of future Mixed Use Corridors. Alternatively, the designation of these areas could be labelled as Commercial Corridors or Gateway Commercial Areas or similar terminology could be developed. The Beach Village areas are intended to provide for lower density accommodation and commercial tourism development that supports, but does not detract from, the Downtown. The three Beach Village areas identified would be designated as such because of their continued tourism use and their proximity to Beach Areas 2 to 4.

The Tourism-specific designations in the 2004 Plan are proposed to be repositioned and incorporated into the other commercial and recreation designations.

The Recreation and Open Space designations should be positioned to recognize existing and plan for new development of community and tourism-oriented indoor and outdoor recreational facilities and uses, including public and commercial recreation uses and campgrounds. Opportunities for future redevelopment of lands used for existing seasonal campgrounds to other land uses such as residential and mixed use development should also be considered where this would contribute to supporting the revitalization and long-term viability of commercial areas within the Downtown and other nodes and corridors. The new Official Plan should also consider opportunities for resource-based and land-extensive recreational and tourism uses that cannot be accommodated within the Downtown and Commercial designations.

Table 5-2 below outlines the proposed planned role and function and permitted uses for each of the proposed designations in the commercial hierarchy / structure. The policies that accompany each of these designations will be developed in the new draft Official Plan and should generally include similar direction and content as in the Downtown OPA.
### Table 5-2: Description & Intended Uses for Potential Land Use Designations

<table>
<thead>
<tr>
<th>Regional Entertainment Centre</th>
<th>Planned Role &amp; Function: A future Regional Entertainment Centre <em>overlay designation</em> for a larger scale entertainment complex and supportive uses based on the planned casino development (site location to be determined).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Permitted Uses:</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Residential Uses</strong></td>
</tr>
<tr>
<td></td>
<td>- N/A or as permitted by underlying designations</td>
</tr>
<tr>
<td></td>
<td>- Hotels, motels and accessory uses.</td>
</tr>
<tr>
<td></td>
<td>Notes: The location and other details of this potential <em>overlay designation</em> are intended to be considered further based on the results of the casino site selection and other details of the development when known.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial Centre</th>
<th>Planned Role &amp; Function: Commercial Centre areas will function as centralized locations to service the day-to-day needs of residents. Residential uses will be permitted subject to specific criteria to support the commercial uses, which may include vertically integrated mixed-use options in specific nodes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Schoonertown, Mosley &amp; 45th Street, and Mosley/Beachwood/Highway Interchange)</td>
<td><strong>Permitted Uses:</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Residential Uses</strong></td>
</tr>
<tr>
<td></td>
<td>- Existing low density residential uses.</td>
</tr>
<tr>
<td></td>
<td>- Medium density residential uses including low-rise and mid-rise apartment buildings; multiple-attached dwellings and other similar medium density residential buildings, subject to criteria.</td>
</tr>
<tr>
<td></td>
<td>Notes: New development proposals will be required to meet specific compatibility criteria, particularly for mixed use development proposals.</td>
</tr>
</tbody>
</table>
**Mixed Use Corridor**

(Highway 92/ River Road West and Mosley Street (30th to Sunnidale Road) and Beachwood Drive)

**Planned Role & Function:** Mixed Use Corridors are areas in transition that are located along major roads and existing or future transit routes, with a mix of residential and commercial uses. These areas will transition to predominantly commercial uses over time with the potential to incorporate moderate amounts of residential development above the ground floor, where appropriate.

**Permitted Uses:**

- **Residential Uses**
  - Existing low density residential uses.
  - Medium density residential uses above ground-floor commercial uses including low-rise and mid-rise apartment buildings; multiple-attached dwellings and other similar medium density residential buildings, subject to criteria.

- **Commercial**
  - Commercial uses such as business and professional offices, personal services and eating establishments, service and convenience retail, and other similar uses.

- **Community**
  - N/A

**Notes:** New development proposals will be required to meet specific compatibility criteria, particularly for mixed use development proposals.

---

**Beach Village**

(Beach Area 2, Mosley Village (Beach Area 3), and Beach Area 5/6)

**Planned Role & Function:** Beach Village areas will help support The Beachfront District by providing small scale accommodation and tourist commercial uses. These areas are located in close proximity to Beach Areas 2, 3 and 4 and may serve as areas for residents and visitors to enjoy a less intensive scale of amenities, services and attractions. Development in these areas will be designed to be sensitive to neighbouring residential uses.

**Permitted Uses:**

- **Residential Uses**
  - Existing low density residential uses.
  - Medium density residential uses.
  - Apartment hotels (buildings that have both residential and commercial components).

- **Commercial**
  - Small scale commercial uses such as personal service establishments, eating establishments, service and convenience retail, entertainment uses and other similar types of uses.
  - Cabin courts, motels, rental cabins and cottages, time shares, bed and breakfast and accessory uses.

- **Community**
  - N/A

**Notes:** The conversion of these lands to residential will be required to meet specific criteria and would require rezoning.
## Recreation

**Permitted Uses:**

- **Residential Uses**
  - Existing low density residential uses.
  - Medium density residential uses.
  - Apartment hotels (buildings that have both residential and commercial components).

- **Commercial**
  - Campgrounds, motels, rental cabins/cottages, trailers and associated recreation facilities, for patron use.
  - Theme park uses such as theaters, zoo’s, wildlife areas, water rides and accessory retail/restaurant uses; subject to criteria.
  - Outdoor and indoor recreation facilities including water recreation equipment rentals, golf courses, mini golf, go karting and other similar uses.
  - Commercial and retail establishments which are destination-oriented or are intended to serve the travelling public shall be permitted, including gaming facilities, entertainment attractions/facilities, dinner theatres and commercial recreation uses.

- **Community**
  - Paddling clubs and marinas

**Notes:** The conversion of these lands to residential will be required to meet specific criteria and would require rezoning.

**Notes:** Criteria for development within existing recreation areas will require that natural hazard and natural heritage features be avoided.

## Employment

**Planned Role & Function:** Employment areas are to be used for business and industrial uses that may require access to main transportation routes, separation from residential and other sensitive land uses and options for limited amounts of outdoor storage.

**Permitted Uses:**

- **Residential Uses**
  - n/a

- **Commercial**
  - Commercial uses such as business and professional offices, personal services establishments, eating establishments, service and convenience retail that are accessory to the employment use.

- **Community**
  - n/a

**Notes:** A list of specific employment uses will need to be added to this designation.
4. Conclusion

To contribute to achieving the draft community vision and goals, as identified in the Community Engagement and Consultation Summary Report, and align with current Provincial and County planning policies, the commercial and tourism policies of the new Official Plan for the Town of Wasaga Beach should:

► Establish a Commercial Structure Plan by consolidating tourism designations and uses into other commercial designations and restructure the commercial designations to provide for a range and mix of commercial, tourism and recreation uses in strategic areas (see Maps 4 to 6);

► Where appropriate, consider the re-designation of vacant tourism and commercial properties to residential to help focus and direct the majority of commercial, recreation, community service, high density residential and entertainment uses to the downtown area and nodes and corridors to centralize economic growth and development, while accommodating future population growth within and near these areas to support their viability and overall complete community development;

► Phasing policies for the development of the nodes and corridors should be considered to prioritize the development of the downtown area and to enable more detailed planning of other nodes and corridors to direct through secondary planning and other tools;

► Encourage compact, mixed-use development in the downtown to help support a greater range of uses, including year-round commercial and tourism developments;

► Broaden the range of permitted housing types and tenures and encourage their development, reducing the pressure on tourism accommodation properties to house people long-term. Also, allow for the conversion of tourism accommodation use subject to meeting specific criteria;

► Reposition the Service Commercial designation to an Employment designation to address conformity with Provincial and County plans and policies and focus the planned future use of these areas for employment growth in a range of business types and sectors;

► Establish policies for recreational uses to limit the expansion of certain uses and establish criteria that may permit the conversion of these lands, where appropriate. For example, campground commercial uses should be limited as there are already several camping options within the Town, while commercial recreation uses should be promoted, in appropriate areas, to support the tourism industry;

► Encourage more high-end shops and restaurants by limiting new large format retail development and the maximum size of commercial units in the downtown and node areas and promote year-round use by diversifying the permitted uses in commercial and recreation designations.

► Examine the location and size of vacant lands and consider encouraging consolidation/re-designation, where appropriate.

Additional information and perspectives will be considered to fully round out the commercial and tourism approaches that will ultimately come together to shape the policy framework for the new Official Plan, including transportation and servicing information, the location and implications of natural heritage and hazard lands and other more general policy requirements, as well as further community engagement.
Appendix A

Summary of Site-Specific Tourism Uses
Site Specific Tourism Policy Summary

The following is a summary of Site Specific Tourism policies throughout Wasaga Beach. The following legend applies to each of the Schedule excerpts below.

**Dunes Gateway** (Section 7.4.1, Schedule “A-7”)

Permits Tourism Commercial uses that are appropriately designed to incorporate topographical and vegetative features.

The design, particularly inland from River Road West, is to be low density such as cluster or attached developments to retain natural features and provide generous buffers.

Appropriate studies will be required to identify and locate certain features and to make recommendations for appropriate development constraints and design features required.

**Mosley Village** (Section 7.4.2, Schedule “A-3”)

The vision for the area is to develop as a village centre theme around commercial businesses that provide a unique variety and spatial arrangement.

Commercial development may include retail, business, hospitality and personal service uses catering to local residents and tourists. The intent it to attract boutique/specialty stores. Residential uses, particularly medium density uses, are encouraged in this area including residential uses above commercial uses. The style and design are encouraged to follow the village theme.

Institutional and government uses supportive of the village theme are encouraged to encourage the focus on community. Open space uses are critical.
for all users and pedestrian linkages between developed areas and the waterfront are encouraged. The development of a village square or green should be considered as part of the overall design. Transportation and pedestrian facilities should be improved to support business activity areas. Parking may not be required on site to encourage development or redevelopment; however appropriate off-street parking lots should be made available to support businesses.

The Town may assist in the implementation of schemes or programs to develop the village theme, recognizing the importance of the area. Municipal lands may be converted for housing purposes to support the theme. Other design standards have been set out to guide development towards the main theme, as outlined in section 7.4.2.11.

The Section shown as 7.4.2.12 on the excerpt is designated specifically for high density development to a maximum of fifteen street townhomes in a common element condominium.

**West Wasaga Lifestyle Community** (Section 7.4.4, Schedule “A-1”)

The lands located at 2315 Fairgrounds Road have been designated to accommodate a mix of medium and high density residential, commercial and open space uses.

The commercial spaces may include a spa, convention centre, local convenience, restaurants, fitness facilities and a hotel and are to cater to tourists as well as local residents.

The High Density Residential uses may be for partial ownership, whereby the owners may provide units back to the hotel operator for periods of time to be used as a rental accommodation or the units are owned by multiple individuals for seasonal use only.

Lands designated for Tourism Commercial may be developed by way of consent and notwithstanding this policy, shall be designed comprehensively with the other subject lands within the lifestyle community.
Appendix B

NBLC Report

Tourism and Commercial Market Opportunities
Town of Wasaga Beach

Retail and Tourism Discussion Paper

Wasaga Beach Official Plan Review

June 2018

N. BARRY LYON CONSULTANTS LIMITED
Town of Wasaga Beach

Retail and Tourism Discussion Paper

Wasaga Beach Official Plan Review

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2.0 Wasaga Beach Retail Market .................................................................................................................... 2
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4.0 Retail and Tourism Policy Considerations ............................................................................................... 12

Disclaimer:

The conclusions contained in this report have been prepared based on both primary and secondary data sources. NBLC makes every effort to ensure the data is correct but cannot guarantee its accuracy. It is also important to note that it is not possible to fully document all factors or account for all changes that may occur in the future and influence the viability of any development. NBLC, therefore, assumes no responsibility for losses sustained as a result of implementing any recommendation provided in this report.

This report has been prepared solely for the purposes outlined herein and is not to be relied upon, or used for any other purposes, or by any other party without the prior written authorization from N. Barry Lyon Consultants Limited
1.0 Introduction

The Town of Wasaga Beach is preparing a new Official Plan. It will provide a new, comprehensive framework to guide the continued evolution of Wasaga Beach as a growing and complete community. The process of developing the new Official Plan will build on the results of previous planning initiatives, community visioning and engagement, research and analysis, and evaluation of land use and policy options, while addressing legislative requirements. The new Official Plan will provide a new, comprehensive framework to guide the continued evolution of Wasaga Beach as a growing and complete community.

The process of creating a new Official Plan begins with a series of consultation initiatives and the preparation of topic-specific Discussion Papers (Phase 1) to set the stage for preparing the draft Official Plan and reviewing it with the community (Phase 2).

The results of the research, consultation and information collected during Phase 1 of the project is summarized in a series of Discussion Papers:

1. Community Engagement & Consultation Summary Report
2. Growth Management Discussion Paper
3. Commercial/Retail/Tourism Discussion Paper (this document)
4. Transportation & Infrastructure Discussion Paper
5. Community Facilities Discussion Paper
6. Resource Conservation Discussion Paper
7. General Policy Discussion Paper

The purpose of this document is to summarize current policies and directions related to the retail and tourism markets in Wasaga Beach, as well as the results of related studies and initiatives. It will also explore market opportunities related to these two markets and implications for the new Official Plan.
2.0 Wasaga Beach Retail Market

In 2016 and 2017, J.C. Williams Group (JCWG) was engaged by the Town of Wasaga Beach to undertake a municipal-wide retail study with a view to identify the character and magnitude of demand for the full range of retail uses. While the primary purpose of this work was to provide guidance with respect to the development of the Downtown Development Master Plan (DDMP), it provided a comprehensive outlook that is useful in developing new policies for the Official Plan. Given the recent nature of this research we carry forward much of this work into the current analysis.

2.1 Existing Conditions

2.1.1 Wasaga Population and Employment Conditions

Overall, the population in Wasaga Beach is older and has lower incomes, and, as such, less spending power per household than average in Ontario. This is not to say that the community is less affluent, rather as people age and retire income reporting becomes a less accurate measure of wealth as people shift to retirement savings. Older populations typically spend less per household on food, clothing and other goods compared to young families for example.

As Table 1 indicates, the average household income in Wasaga Beach is 24% lower than the provincial average. Part of this is the nature of the employment available within the community and its seasonality but it is also a function of the older demographic, many of whom are retired and on fixed incomes. As of the 2016 Census, half of all residents in Wasaga Beach were 55 years of age or older compared to just 30% across Ontario. Wasaga Beach has become a popular place for seniors and retirees in recent decades, spurring very high population growth (17.9%) relative to the province (4.6%) between 2011 and 2016.

<table>
<thead>
<tr>
<th>Table 1</th>
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</thead>
<tbody>
<tr>
<td><strong>Wasaga Beach and Ontario</strong></td>
</tr>
<tr>
<td>Total Population</td>
</tr>
<tr>
<td>Population Growth (2011-2016)</td>
</tr>
<tr>
<td>Population above 55</td>
</tr>
<tr>
<td>Avg. Household Income</td>
</tr>
</tbody>
</table>

PRIZM5 classifies populations into 68 categories based on geographic, demographic and psychographic data. Table 2, on the following page, identifies the top five PRIZM5 segments in Wasaga Beach representing 93% of the local population.

The PRIZM5 data indicates that more than 70% of the population falls within a lower to middle income category. This information, combined with the below average income data from the 2016 Census and
the aging population confirms that Wasaga Beach residents generally have lower spending power than average for Ontario. This has an impact on how much retail space the local population can support.

Apart from the brief but powerful summer seasonal activity, there is no significant economic employment engine in Wasaga Beach. The largest employment category is retail and service, and given the nature of these positions, many people in this sector are employed part-time. While tourism is a significant economic driver for the Town, jobs associated with this industry in Wasaga Beach are also often part-time or seasonal. This employment profile contributes to the lower than average incomes and spending power in Wasaga Beach.

Table 2

<table>
<thead>
<tr>
<th>PRIZMS Segment</th>
<th>Description</th>
<th>% of Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Town Living</td>
<td>Small town, blue collar, traditional</td>
<td>34.8%</td>
</tr>
<tr>
<td>Heartland Retirees</td>
<td>Lower-middle income, unpretentious housing</td>
<td>33.4%</td>
</tr>
<tr>
<td>Country Acres</td>
<td>Middle-age and older, more affluent, rural</td>
<td>11.9%</td>
</tr>
<tr>
<td>Empty Nesters</td>
<td>Upper-middle income, in houses</td>
<td>6.7%</td>
</tr>
<tr>
<td>Serenity Springs</td>
<td>Over 55/65, small town, lower-middle income</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

Source: Environics Analytics, Sitewise 2016

2.1.2 Existing Retail Conditions

Wasaga Beach is currently well-served by powerful chain retailers (Wal-Mart, Canadian Tire, Real Canadian Superstore, McDonald’s, Tim Hortons’s, Shopper’s Drug Mart, etc). Given this, it would be very difficult for new stores serving the “mass, middle market” to enter the Wasaga Beach market to compete against these national chains.

The Town is built in a linear fashion, providing next to no residential centrality. This has led to the creation of a number of large-scale suburban-style, retail plazas at several nodes within Wasaga Beach, in addition to some smaller retail businesses located sporadically throughout the community. The current built form of the Town does not provide enough density in a single given place to support a core retail area, hurting the overall retail market and its potential for commercial diversification.

Based on local demographics and resident spending power, the retail market in Wasaga Beach is currently over-saturated, according to JCWG’s research. In 2016, it was estimated that the Town of Wasaga Beach had an excess of 162,000 square feet (sf) of retail space. This over-saturation is primarily in the form of the aforementioned large-scale retailers.

Notwithstanding this, the beach and its attraction as a tourist destination is a significant bonus for Wasaga Beach’s retail market given that it attracts as many as 2,000,000 visitors annually that spend money and support the retail market. However, the seasonal nature of tourism in Wasaga Beach limits

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1 J.C. Williams Group, Downtown Wasaga Beach: Retail and Retail-related Program, January 2017
2 Ibid.
the impact of tourists for smaller retailers who have trouble staying in business year-round and competing with the larger chains.

Despite JCWG’s evaluation of the Wasaga Beach market being oversupplied from a retail perspective, the most recent Development Charges Background Study completed by Hemson Consulting in 2015 forecasts that Wasaga Beach will experience growth of nearly 500,000 sf of non-residential space between 2016 and 2031. Approximately 370,000 sf of this total is anticipated as “population-related” growth, with the remainder expected as part of employment land growth. Hemson considers population-related growth to consist largely of retail and institutional space, in addition to space related to those who work from home.

While Hemson’s forecasts seem to run counter to J.C. Williams Group’s findings, it is possible that the amount of retail and commercial space will grow in the coming years despite the current oversupply. As the population continues to grow, and if the numbers of visitors continues on an upward trajectory, demand for additional non-residential space, whether retail or otherwise, could grow, particularly for retail offerings that are not extensively available in the community today. An oversupply does not prevent the entry of retail functions currently not in the local market.

### 2.2 What is missing in Wasaga Beach’s retail market?

While there are some smaller retailers spread throughout Wasaga Beach, the Town has a limited supply of retail store categories such as specialty gift shops, specialty apparel, etc. There is also a limited supply of middle and upper-middle products which reflects the local population / demographics and the fact that the Town must compete with retail offerings in Collingwood, Blue Mountains, and Barrie.

The Town of Wasaga Beach also currently lacks a central core / Downtown retail area, particularly since a fire destroyed much of the Main Street and beachfront shopping area in 2007. This has led to a lack of concentrated small-scale retail that is common in other similar-sized Towns, as well as in nearby communities like Collingwood, Meaford, or Stayner.

Successful small-town Downtown retail areas provide diversity to fill the different needs that residents and visitors will have and keep people in the trade area, removing any reason for them to go elsewhere. These small-town Downtown areas also include unique offerings that draw people in and make the burden of a longer trip worth the benefit of finding something unique. This is lacking in Wasaga Beach, and will continue to represent a void in the retail market until progress is made on plans for Downtown and Main Street (via the DDMP).

Based on the existing mix of retail, there are niche opportunities in Wasaga Beach that will suit a small-town Downtown area quite well. This includes specialty shops and services such as personal services (beauty salon, optometrist, etc.), eating and dining establishments (bakery, deli, café, restaurant, etc.), ethnic retailers, and cultural retailers (craft or art gallery), among others.
There are also other commercial uses that are missing in Wasaga Beach that will be important to provide in the future as the Town grows and the Downtown is built out. Office space is particularly lacking in Wasaga Beach, potentially leading to missed opportunities for business investment and employment. The Downtown should provide an opportunity for Wasaga Beach to meet some of this demand for office uses, and could include space meant for both permanent businesses as well as flexible, shared office space for start-ups and residents who run their businesses from home.

2.3 What does the future of retail in Wasaga Beach look like?

As indicated by recent Census data, Wasaga Beach has been growing rapidly and is expected to have solid growth potential into the future. However, any growth in the retail market will need to be supported by significant, concentrated residential growth. Given this, and the fact that the Town is already oversupplied in terms of larger retailers, the Downtown area is a logical destination for much of Wasaga Beach’s future retail expansion. This new retail would aid in executing the vision set out in the DDMP.

Retail development follows people. The Town of Wasaga Beach needs to create a pedestrian traffic base in the Downtown that will generate enough shopping and spending to support small businesses. This will require adjacent residents who will frequent these businesses, as well as a location that is convenient and attractive for tourists and residents from elsewhere in Wasaga Beach. The DDMP recognizes this and looks to create a mixed-use area that will be supportive of new retail uses. As the retail environment becomes more attractive, it should support demand for additional residential units, in turn increasing the population to support the nearby businesses. An attractive, concentrated retail environment in the Downtown, in proximity to the beach, could also have a positive impact on tourism.

Retail is a fragile industry, and even more so in a small town like Wasaga Beach where the population is relatively low and the tourism industry is highly seasonal. The creation of a Downtown, in proximity to the beach, will improve the likelihood of businesses thriving. It will be crucial to ensure that the initial businesses in the Downtown area are concentrated together rather than built out in a disjointed manner in order for them to provide the feel of a retail district, offer efficient and easy shopping, and encourage purchases at multiple businesses in a single visit.

New retail growth in the future is likely to be in the form of unique cafes, restaurants, boutiques, and services that serve both residents and visitors, rather than large-scale retail. This new retail will have to find gaps in the current offerings that people either cannot currently find and therefore go elsewhere for, or that they do not buy at all. There also needs to be something that will generate visits from mid to upper-market people in the shoulder and off-seasons rather than just current demographics. This could aid the Town in its attempt to transform from a summer attraction to a four-season destination.

The Downtown is the logical place for this type of retail given the potential for concentrated residential development and its location next to the primary tourist attraction. Commercial areas outside of the Downtown, such as at Mosley Street and Highway 26 or Mosley Street and 45th Street, are unlikely to
attract this type of retail. They are better suited for the type of larger format retail that is already oversupplied in Wasaga Beach. The status of the existing commercial plazas in Wasaga Beach, whether large or small, is unlikely to change in the future, though some may grow or contract depending on the quality of tenants and demand in the immediate area. They will continue to be popular and serve specific needs of residents as Wasaga Beach will remain an auto-centric community for the foreseeable future.

Areas in between the Downtown and the existing retail plazas may be attractive locations for some smaller-scale, neighbourhood-oriented retail. However, given the number of residents required to support retail businesses\(^3\), the lack of residential centrality in Wasaga Beach, and the existence of large-format retail that provides convenience and siphons demand from these types of smaller businesses, they may not be suitable locations for more than one or two businesses. The Downtown will be the primary location for smaller-scale retail businesses.

Concentrated retail in the Downtown could also have a positive impact on the viability of office uses. Workers like to be close to retail so weak or no retail context in the Downtown, or elsewhere, will discourage development of office-based businesses.

Recognizing that the build-out of the Downtown is a long-term objective, consideration could be given to providing flexible or pop-up space in the near-term for commercial uses, particularly during peak tourism seasons. This could be similar to the Main Street market that was put in place in Summer 2016. For longer term growth, Wasaga Beach must find an attraction that will draw people and shoppers. This could be a type of product (e.g. art, food), service (e.g. spa), or attraction (e.g. music festival, beach event, entertainment park).

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\(^3\) As an example, a 1,500 sf to 3,000 sf retail unit (such as a corner store) could require as many as 1,000 households to be supported (Source: https://www.cnu.org/publicsquare/primer-retail-types-and-urban-centers)
3.0 Wasaga Beach Tourism Market

In 2016 and 2017, CBRE was engaged by the Town of Wasaga Beach as part of the DDMP process. CBRE’s role focused primarily on the tourism market and the potential for new tourism accommodation development. While the primary purpose of CBRE’s work was to provide guidance with respect to the DDMP, it provided a comprehensive outlook of the tourism industry that is useful in developing new policies for the Official Plan. Given the recent nature of this research we carry forward much of CBRE’s work into the current analysis.

3.1 Tourism Overview

Wasaga Beach has a history as one of Ontario’s premiere summer tourist destinations, dating back to the 19th century. Tourism is the primary economic driver of the community.

Currently, tourism in Wasaga Beach is highly seasonal, concentrated between Victoria Day and Labour Day. Unlike nearby communities such as Collingwood and the Town of the Blue Mountains, Wasaga Beach has yet to successfully evolve into a four-season destination.

Wasaga’s 14 kilometres of freshwater beach, the longest in the world, is the primary attraction for tourists. However, there are other secondary attractions such as the Nottawasaga River, a natural dune system, recreational facilities, the Nancy Island Historic Site, trail systems for hiking and cycling, and events such as the Wasaga Beach Blues Festival and the Wasaga Beach Motorcycle Rally (30,000 riders in 2016).

Visitation to Wasaga Beach in 2016 was estimated at 1,800,000 visitors. This represented a 7% increase from 2015, and growth from approximately 1,100,000 visitors in 2013 and 2014. On a busy weekend, with good weather conditions, Wasaga Beach attracts an estimated 30,000 to 40,000 visitors per day. Visitation to Wasaga Beach is heavily influenced by weather conditions, so a rainy summer season can have significant negative impacts on businesses and the local economy. This weather-dependency is one of the key reasons that Wasaga Beach needs to diversify its tourism offerings.

3.1.1 Existing Tourism Accommodation Options

Tourism accommodation options in the Town of Wasaga Beach are largely comprised of relatively dated cottage cabin courts, motels, and campgrounds. In 2016, there were a total of 114 motel / cottage properties, with a combined total of 1,047 rooms. However, just 61 of these properties, with a total of 579 rooms, remain open on a permanent, year-round basis. The Town of Wasaga Beach does not currently have a major brand name hotel. However, there has been a small amount of new investment in recent years, most notably with the completion of the Riverdocks Hotel.

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5 CBRE, Wasaga Beach Accommodation Development Plan – Market and Financial Analysis
6 Ibid.
During non-peak periods, many of these accommodation properties convert into low-income rental housing units, resulting in extensive wear in many cases, lowering the quality level of these accommodations further.

Between 2014 and 2016, occupancy rates for Wasaga Beach accommodations were in the 40% to 50% range, at an average daily rate of $120 to $135\(^7\). Assuming the average accommodation unit attracts four people for a two-night stay, overnight visits to Wasaga Beach are estimated to be in the range of 115,000 to 145,000 person visits, according to CBRE. With 1.8 million visitors to Wasaga Beach in 2016, approximately 6% to 8% stay overnight in the Town’s commercial accommodation units, indicating that the Town is largely a day-trip destination.

Wasaga Beach also has seven campgrounds, one of which is permanent, totalling a combined 1,194 camp sites\(^8\). These camp sites attract seasonal residents as well as younger visitors.

Wasaga Beach has also become an increasingly popular location for seasonal / secondary homes. More than 3,500 dwelling units are believed to be used for seasonal homes or short-term accommodations, adding as many as 9,000 seasonal residents to the local population during peak tourism seasons\(^9\).

### 3.2 Barriers to Tourism Growth

Despite Wasaga Beach being able to attract nearly 2,000,000 visitors annually, there are several factors that play a role to limit the Town’s potential growth as a tourism destination. These factors include the following:

- **Seasonality:** Current tourism attractions are based almost entirely around the beach, which is limited in terms of the time of year that it is able to draw visitors. The Town is in need of a more diverse set of attractions that would draw people in shoulder and off-peak seasons.

- **Lack of Alternative Attractions:** Beyond the beach, the other tourism attractions are seasonal as well and provide limited appeal for visitors. None of the other attractions are likely to draw visitors to Wasaga Beach on their own.

- **Accommodation Quality:** In general, the quality of tourism accommodation options in Wasaga Beach is low. As such, the Town loses much of its potential overnight demand to nearby areas like Collingwood and the Town of the Blue Mountains, or visitors choose to simply make a day trip instead of staying overnight. Typically, overnight visitors tend to spend more money on their visit, so Wasaga Beach is missing out on economic opportunities due to the low quality of the tourism accommodation supply.

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\(^7\) CBRE, Wasaga Beach Accommodation Development Plan – Market and Financial Analysis

\(^8\) Ibid.

\(^9\) Ibid.
Traffic Congestion: During the peak season, traffic congestion problems can occur due to increased visitation from tourists, the influx of seasonal residents, and a lack of suitable road infrastructure. The limited access points to the main beach area for vehicles is also a contributing factor to traffic issues in the summer months.

Limited Inventory of Eating Establishments: Wasaga Beach has a limited inventory of food and beverage establishments, particularly mid to high-quality establishments. Much of the current inventory, particularly in proximity to the beach, consists of fast food (Tim Horton’s, Subway) or national chains (Boston Pizza, Wild Wing). Due to a lack of adult or family-focused restaurants, it is likely that Wasaga Beach loses potential food and beverage business to restaurants in and around Collingwood or Blue Mountain Village.

Reputation / Branding / Marketing: Wasaga Beach is currently perceived as an “economy” destination for tourists. It also has a reputation as a party town for teenagers. This perception/reputation limits the Town’s appeal to certain groups.

There may also be an opportunity to better market Wasaga Beach’s alternative attractions (dune system, trails, etc.). While they do not currently act as drivers for tourism, many visitors, and even residents, are unaware that some existing attractions exist. Better marketing could improve their appeal, particularly if they could be marketed as an all-season attraction (e.g. trail systems for cycling in summer, cross country skiing in winter).

Sports Tourism: There is currently little or no concentrated strategy in place to attract sports tourism to Wasaga Beach despite the presence of several recreational facilities. Notwithstanding this, the Town does host a number of tournaments and camps that see visitation from the wider region. However, a broader strategy could increase the appeal of Wasaga Beach as a destination for this type of tourism.

It is also notable that interviews with local accommodation operators in 2016 indicated that they are losing overnight demand related to sports tournaments to the newer, higher quality branded hotels in the Collingwood and Blue Mountain markets.

3.3 Tourism Accommodation Development

The Town of Wasaga Beach has been unsuccessful in its efforts to attract a major hotel developer to improve the quality of the tourism accommodation supply.

Since the Main Street fire in 2007, there have been a number of plans and studies which have examined various levels of hospitality and tourism development initiatives for Wasaga Beach. This includes a 2009 proposal, known as the Blue Beach Avenue Development, which called for a $500 Million, 15-

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10 CBRE, Wasaga Beach Accommodation Development Plan – Market and Financial Analysis
11 Ibid.
year development program that included a waterpark hotel, a full service resort hotel, a family entertainment attraction, retail and foodservice uses, and a resort residential development. Proponents of the project purchased many of the existing businesses in the main beach area in order to develop the lands, however, they ran into financial difficulties and filed for bankruptcy in 2010\textsuperscript{12}.

CBRE Hotels also completed a number of studies on behalf of the Town of Wasaga Beach and private sector operators in recent years which have considered a standalone branded hotel, a mid-scale extended stay hotel, and a mixed-use resort\textsuperscript{13}.

CBRE’s findings at the time indicated that a stand-alone hotel or resort would not be able to support its development costs off cashflow due to the highly seasonal nature of tourism in Wasaga Beach. The equity requirements for the project would need to be mitigated by other sources of revenue (such as the sale of adjacent resort residential units) to meet the return expectations on the project as a whole for the developer\textsuperscript{14}.

In 2015, the Town of Wasaga Beach purchased over 70% of the commercial properties in the Beach 1 and 2 area, and engaged in an extensive community consultation process which resulted in the DDMP. Purchasing this land provides them with more control over how their primary tourism destination will be developed over time.

In the DDMP, a 250-unit resort hotel featuring a 60,000 sf indoor waterpark, restaurants, meeting space, arcade and retail amenities has been proposed as part of a Resort District on Beach 2. This development opportunity is seen as a major attraction for Wasaga Beach, which will generate year-round demand for the community, inducing increased levels of visitation, particularly from the family market with young children, as well as the meeting/conference segment.

However, CBRE found that the capital costs for this type of development will be significant, and as such, this development will likely have economic and investment challenges. Unless this waterpark hotel development is a significant catalyst to sell additional residential units in the Resort District, it is not seen as a short term initiative, but rather a long-term development opportunity.

An 80-room boutique hotel as part of a mixed-use development adjacent to the public square in the Beach 1 area is also proposed as part of the DDMP. It is seen by CBRE as a development opportunity which has a higher likelihood of being realized in the near to mid-term due to its requirement for a much lower equity investment from a private sector operator.

\textsuperscript{12} CBRE, Wasaga Beach Accommodation Development Plan – Market and Financial Analysis
\textsuperscript{13} Ibid.
\textsuperscript{14} Ibid.
However, as indicated in past research by CBRE, the seasonal nature of the Wasaga Beach tourism market will still make this type of development a challenge without some sort of incentive to the private sector or a more diverse, four-season offering of tourism attractions.

In addition to the hotel uses, an entertainment zone has been proposed for the central core of the beachfront, between the boutique hotel and the Resort District.

All three of these initiatives will be a challenge to get off the ground so long as Wasaga Beach remains a seasonal destination. However, having a plan in place for these types of tourism uses is a good first step as the Town looks to evolve its offerings in the future.

3.4 Tourism and the Sharing Economy

While the current stock of tourism accommodations is generally of low-quality, and the development of a new hotel appears to be a challenge, the sharing economy provides opportunities for more diverse accommodation options.

Services like Airbnb and Homeaway have become very popular in recent years in any market that is popular for tourists. Wasaga Beach is no exception, with more than 300 listings on Airbnb as of May 2018.

These short-term accommodations have created some controversy in recent years in Wasaga Beach, given that many have been rented out within residential neighbourhoods where residents do not appreciate the transiency that is associated with them. They are also popular with younger demographics who come to Wasaga Beach to party, disrupting residents in the neighbouring properties.

The Town has worked towards balancing the need for tourism accommodations versus the desire of residents to live in a quiet neighbourhood. The Town requires that anyone who is renting out their home as a short-term accommodation must have a business license and appropriate zoning (Tourism Commercial or Tourism Accommodation). Fines are given to anyone found to be operating short-term accommodations outside of these rules.

It is likely that any new development in the Beach and Downtown areas will attract investor interest for the purpose of renting on a short-term basis. A new condominium apartment building in proximity to the Downtown and the beach would provide prospective visitors with a higher quality accommodation option than the existing motels and cottage courts. Until it becomes financially viable to construct modern, high-quality hotel uses, new condominium apartment buildings in the future provide the Town with an opportunity to attract visitors who expect higher quality accommodations and who may be choosing instead to stay in Collingwood / Blue Mountains, or not visit Wasaga Beach at all.
4.0 Retail and Tourism Policy Considerations

For the most part, the existing location of commercial and tourism land use designations in Wasaga Beach are considered appropriate to maximize future market opportunities. However, some adjustments could be considered.

Commercial land use designations are primarily located in and around the Town’s main nodes. Several of these commercial areas have room for growth and development in the future, particularly those areas at the west end of Wasaga Beach and near the Downtown. Given the oversupply of retail in the market currently, it is not recommended that the commercial land use designations be expanded. Instead, any new development should be concentrated in the existing areas.

Careful consideration could also be given to increasing the flexibility of some of these commercial areas in order to diversify the mix of uses in the community. In many municipalities, commercial operators are seeking opportunities to diversify the uses on their properties to include residential units that will support the existing commercial uses. It is possible that some commercial areas could provide an opportunity for some residential or other development to support existing uses.

However, this should be undertaken with caution and should not be allowed on every commercial property. It will be important to demonstrate that any new use will not negatively impact the existing commercial uses on site or upset the existing commercial hierarchy. It may also be prudent to ensure that ground floor retail uses are included in any new residential development on these existing properties in order to knit the new development into the existing fabric.

Tourism land use designations are primarily concentrated near the beach areas, as well as within and surrounding the designated Downtown area. Given that the majority of Wasaga Beach’s tourist attractions are related to the beach, this is the most logical place for this type of designation. It is also logical to keep as many current and future tourist attractions as close together as possible. If a visitor has to get in their car to move between attractions, they will be disincentivized from visiting.

Like the commercial areas, there remains opportunities in these tourism designated areas for future growth and development, particularly in and around the Downtown and in the main beach area where the DDMP envisions significant redevelopment.

As mentioned in the Growth Management Discussion Paper, the tourism designations in the Downtown area will need to be adjusted in order to support the DDMP vision. This includes allowing high-density, mixed-use residential development, which is currently prohibited in tourism designations. New mixed-use residential development is not considered to be in conflict with tourism uses as anyone living in the Downtown Wasaga Beach area will be expecting to be surrounded by tourism attractions and located “in the action”. New mixed-use residential development in the Downtown and beach area, including ground floor retail space, would likely be supportive of current
and future tourism uses and help Wasaga Beach become a more complete community and attractive destination.

As with new residential uses, the Downtown area needs to be the primary destination for any new retail and tourism-related growth in the future. If growth in these sectors is concentrated elsewhere, it could siphon market demand from the Downtown, putting the DDMP vision at risk, or extending the timeline for full build out even further.

Where possible, new commercial development – whether in the form of retail, office, or institutional uses – should be pushed towards the Downtown. The lone exception would be any future large-scale retail uses, which may be best suited towards 45th Street or the Mosley Street and Highway 26 area. However, given the existing over-supply of large-scale retail uses in Wasaga Beach, this type of retail development should be somewhat discouraged in the near-term so as to not pull near-term demand away from any smaller scale retail development in the Downtown or elsewhere.

Finally, it will also be important to consider parking when planning for future commercial and tourism growth, particularly in the Downtown area. There needs to be a balance between the design of the Downtown and beach area and the provision of parking. It will be important to integrate adequate parking supply while also maintaining walkability and a small-town Downtown feel given that the large majority of visitors and residents coming to the Downtown and beach area are likely arriving via car. If there is nowhere to park, they will not come.
Appendix C

Land Inventory Data Summary
## Summary of all Tourism & Commercial Uses

(including 41 additional properties not designated but identified through MPAC use)

### General Use Breakdown

<table>
<thead>
<tr>
<th>#</th>
<th>General Use Description</th>
<th>#</th>
<th>MPAC Seasonal vs SFD</th>
</tr>
</thead>
<tbody>
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<td>Accommodation Commercial</td>
<td>234</td>
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<td>Government Residential</td>
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### Simplified OP Designation Breakdown

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### Local Commercial & Residential Use

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SEASONAL DWG - 2ND TIER
SEASONAL DWG - 2ND TIER

CA
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v com
23
seas dw
N
Y
CTH-18
0.08
0.11
seas dw
0.19
ta & FP
CA
Y
OTHER
N

66 BAKER ST
SEASONAL DWG - NO WATER\FRTG
s seas dw 0.09
1 ta TA R1
Y Seasonal N

178 BOREH LANE
SEASONAL DWG - 1ST TIER
RECREATIONAL DWELLING UNIT
s seas dw 0.11
1 ta TA & FP CA-3
Y Seasonal N

43 RIVER AVENUE CRES
SEASONAL DWG - 1ST TIER
RECREATIONAL DWELLING UNIT
s seas dw 0.10
1 ta TA CA-3
Y Seasonal N

65 2ND ST N
RISKING COTTAGES NO AMERPLN
RECREATIONAL DWELLING UNIT
s seas dw 0.19
1 ta TA CA Y OTHER N

8 SANDPIPER LANE
RISKING COTTAGES NO AMERPLN
RECREATIONAL DWELLING UNIT
s seas dw 0.16
1 ta TA & FP CA Y OTHER N

8 SANDPIPER LANE
RECREATIONAL DWELLING UNIT
s seas dw 0.11
1 ta TA & FP CA Y OTHER N

185 DUNKERKON AVE
COMMUNICATION BUILDINGS
u utility 0.81
1 ta TA
Y OTHER N

17TH ST S
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.08
1 ta TA & FP R1
Y OTHER Y

116 MOSLEY ST
MUNICIPAL PARK
VACANT LAND
v v com 0.81
1 ta TA & FP CTH-18 Y OTHER Y

12 ZOO PARK RD N
VACANT RES LAND NOT ON WATER
VACANT LAND
v v res 0.04
1 ta TA R1
Y OTHER Y

109 RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.09
1 ta TA R1
Y OTHER Y

154 MOSLEY ST
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.08
1 ta TA CTH-18 Y OTHER Y

154 RIVER RD E
VACANT LAND PARCEL ON WATER RESIDENTIAL UNIT
v v com 0.70
1 ta TA R1
Y OTHER Y

163 MOSLEY ST
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.15
1 ta TA & FP CTH-18 & CTHF-18 Y OTHER Y

176 MOSLEY ST
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.03
1 ta TA CTH-18 Y OTHER Y

2 BROWNS LANE
VACANT LAND PARCEL ON WATER
REPLACEMENT UNIT
v v com 0.05
1 ta TA R1-10 Y OTHER N

20 12TH ST N
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.04
1 ta TA R1-10 Y OTHER Y

21ST ST N
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v v res 0.07
1 ta TA R1
Y OTHER Y

21ST ST N
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VACANT LAND
v v com 0.25
1 ta TA & FP CA & CAP Y OTHER Y

229 RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.14
1 ta TA CA Y OTHER Y

277 MOSLEY ST
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.08
1 ta TA CA Y OTHER Y

28 RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.08
1 ta TA R1
Y OTHER Y

2 ZOO PARK RD N
VACANT LAND PARCEL ON WATER REPAIR PARKING UNIT
v v com 0.17
1 ta TA R1-10 Y OTHER Y

419 BOREH LANE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.46
1 ta TA R1
Y OTHER Y

419 BOREH LANE
VACANT LAND PARCEL ON WATER
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v v com 0.64
1 ta TA & FP CTH-18 Y OTHER Y

419 ST N
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.08
1 ta TA CTH-18 & CTHF-18 Y OTHER Y

5 5TH ST N
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 1.16
1 ta TA, OS & FP OS, EP & CTH-18 Y OTHER Y

66 RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.32
1 ta TA CA-11 Y OTHER N

79 35 RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.14
1 ta TA CA-11 Y OTHER N

88 RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.21
1 ta TA CA-11 Y OTHER N

BEACHWAY TRAIL
VACANT RES LAND NOT ON WATER
VACANT LAND
v v res 0.06
1 ta TA & OS OS Y OTHER Y

DUNKERKON AVE
VACANT RES LAND NOT ON WATER
VACANT LAND
v v res 0.05
1 ta TA R1
Y OTHER Y

DUNKERKON AVE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.11
1 ta TA R1 Y OTHER Y

MOSELY ST
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.08
1 ta TA CTH-18 Y OTHER Y

RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.02
1 ta TA CA & EP Y OTHER Y

RIVER RD E
VACANT COMMERCIAL LAND
VACANT LAND
v v com 0.18
1 ta TA CA & EP Y OTHER Y

RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.03
1 ta TA R1
Y OTHER Y

RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.03
1 ta TA R1
Y OTHER Y

RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.07
1 ta TA R1
Y OTHER Y

RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.01
1 ta TA & OS R1
Y OTHER Y

RIVER RD E
VACANT LAND PARCEL ON WATER
VACANT LAND
v v com 0.05
1 ta TA R1
Y OTHER Y

SHORE LANE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.07
1 ta TA R1
Y OTHER Y

SHORE LANE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.05
1 ta TA R1
Y OTHER Y

SHORE LANE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.02
1 ta TA R1
Y OTHER Y

SHORE LANE
SECOND TIER VACANT LOT
VACANT LAND
v v com 0.08
1 ta TA R1
Y OTHER Y

SHORE LANE
SECOND TIER VACANT LOT
VACANT LAND
v v res 0.23
1 ta TA & FP CA-9 Y OTHER N

b 0.22
1 ta TA & FP CA-9 Y OTHER N

b 0.31
1 ta TA, OS & FP R3 Y OTHER N

b 0.35
1 ta TA R3 Y OTHER N

b 0.23
1 ta TA CA-9 Y OTHER N

b 0.19
1 ta TA R3 Y OTHER N

b 0.30
1 ta TA R3 Y OTHER N

165 RIVER RD E
MOTEL
a motel 0.26
1 ta re TA, RE & OS CA Y ZC OTHER N

12 LAKEWAY RD
SINGLE FAMILY NOT ON WATER
RESIDENTIAL UNIT
r single 0.04
1 ta re TA & RE R1 Y SFD N

12 RIVER RD E
SINGLE FAMILY NOT ON WATER
RESIDENTIAL UNIT
r single 0.09
1 ta re TA & RE R1 Y SFD N

135 RIVER RD E
SINGLE FAMILY NOT ON WATER
RESIDENTIAL UNIT
r single 0.08
1 ta re TA & RE R1 Y SFD N

175 RIVER RD E
SINGLE FAMILY NOT ON WATER
RESIDENTIAL UNIT
r single 0.06
1 ta re TA & RE R1 Y SFD N
112 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.10  1  b  TC  CT  Y  OTHER  N
113 MAIN ST  RETAIL ONE STOREY < 10000 SF  c  com  0.06  1  b  TC  CT  Y  OTHER  N
117 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.26  1  b  TC & FP  CT & R1  Y  OTHER  N
118 MOSLEY ST  RETAIL ONE STOREY < 10000 SF  c  com  0.09  1  b  TC  CT  Y  OTHER  N
198 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.11  1  b  TC  CT  Y  OTHER  N
207 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.11  1  b  TC  CT  Y  OTHER  N
25 MAIN ST  RETAIL ONE STOREY < 10000 SF  c  com  0.06  1  b  TC  CTH-18  Y  OTHER  N
25 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.16  1  b  TC & FP  CTH-18 & CTH-18  Y  RC  OTHER  N
28 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.16  1  b  TC & FP  CTH-18 & CTH-18  Y  RC  OTHER  N
28 MAIN ST  RETAIL ONE STOREY < 10000 SF  c  com  0.03  1  b  TC  CTH-18  Y  OTHER  N
298 MAIN ST  RETAIL ONE STOREY < 10000 SF  c  com  0.15  1  b  TC  CT-1  Y  OTHER  N
304 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.71  1  b  TC  CT-1  Y  OTHER  N
31 BEACH DR  RETAIL ONE STOREY < 10000 SF  c  com  0.10  1  b  TC & FP  CTH-18  Y  OTHER  N
32 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.03  1  b  TC  CTH-18  Y  OTHER  N
35 DUNDERRRIO AVE  RETAIL W/RES UNITS < 10,000  c  com  0.13  1  b  TC  CT  Y  OTHER  N
35 MOSLEY ST  RETAIL ONE STOREY < 10000 SF  c  com  0.36  1  b  TC & FP  CTH-18 & CTH-18  Y  OTHER  N
41 BEACH DR  RETAIL ONE STOREY < 10000 SF  c  com  0.11  1  b  TC & FP  CTH-18  Y  OTHER  N
41 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.05  1  b  TC  CT  Y  OTHER  N
48 19TH ST N  RETAIL W/RES UNITS < 10,000  c  com  0.74  1  b  TC  CT  Y  OTHER  N
45 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.36  1  b  TC & FP  CT-10, CT-1 & CTY  Y  OTHER  N
47 BEACH DR  RETAIL ONE STOREY < 10000 SF  c  com  0.12  1  b  TC & FP  CTH-18  Y  OTHER  N
53 19 MOSLEY ST  RETAIL ONE STOREY < 10000 SF  c  com  0.56  1  b  TC & FP  CTH-18 & CTH-18  Y  OTHER  N
59 19TH ST N  RETAIL W/RES UNITS < 10,000  c  com  0.05  1  b  TC  CT  Y  OTHER  N
59 BEACH DR  RETAIL W/RES UNITS < 10,000  c  com  0.06  1  b  TC & FP  CTH-18  Y  OTHER  N
60 19TH ST N  SMALL OFFICE < 7500 S.F.  c  serv.com  0.07  1  b  TC  CT-19  Y  OTHER  N
75 THEME PARK DR  SMALL OFFICE < 7500 S.F.  c  serv.com  1.26  1  b  TC  CT  Y  OTHER  N
816 MOSLEY ST  NEIGHBORHOOD SC ANCHOR  c  serv.com  0.29  1  b  TC  CT  Y  OTHER  N
815-82 MOSLEY ST  NEIGHBORHOOD SC ANCHOR  c  serv.com  0.34  1  b  TC  CT-14  Y  OTHER  N
82 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.03  1  b  TC  CT  Y  OTHER  N
85 MAIN ST  RETAIL W/RES UNITS < 10,000  c  com  0.07  1  b  TC  CT  Y  OTHER  N
85 MOSLEY ST  AUTO DLX INDEPENDENT VEH  c  serv.com  0.13  1  b  TC  CTH  Y  OTHER  N
925 MOSLEY ST  BANKS < 7500 S.A  c  serv.com  0.24  1  b  TC  CTH-18  Y  OTHER  N
95 MOSLEY ST  FREESTOG BEER OR QBNO NO SC  c  com  0.10  1  b  TC  CTH-18  Y  OTHER  N
95 MAIN ST  SPEC AUTO SHOP/REP/COLL WASH  c  d  0.12  1  b  TC  CT  Y  OTHER  N
95 MOSLEY ST  SMALL OFFICE < 7500 S.F.  c  serv.com  0.25  1  b  TC  CT-19  Y  OTHER  N
98 MOSLEY ST  OFFICE USE (CONVERTED HOUSE)  c  serv.com  0.06  1  b  TC  CT  Y  OTHER  N
99 MOSLEY ST  RETAIL W/RES UNITS < 10,000  c  com  0.06  1  b  TC  CT  Y  OTHER  N
110 MOSLEY ST  MUSEUM AND/OR ART GALLERY  g  gov  0.47  1  b  TC & FP  DIS & DISF  Y  OTHER  N
16 2ND ST N  FIRE HALL  g  local.government  0.16  1  b  TC  CTH-18  Y  OTHER  N
108 1ST N  WHACKLAND PARCEL ON WATER  g  local.government  0.07  1  b  TC  CTH-18  Y  OTHER  N
109 1ST N  PLACE OF WORSHIP NO CLOTHING  l  i  0.14  1  b  TC  CT  Y  OTHER  N
109 MAIN ST  COMMUNITY CENTER  g  gov  1.50  1  b  TC  CT  Y  OTHER  N
102 MOSLEY ST  FREESTOG BEER OR QBNO NO SC  p  parking  0.16  1  b  TC  CTH-18  Y  OTHER  N
128 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.31  1  b  TC  CT  Y  OTHER  N
17 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.06  1  b  TC  CTH-18  Y  OTHER  N
19 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.04  1  b  TC  CTH-18  Y  OTHER  N
20 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.12  1  b  TC  CTH-18  Y  OTHER  N
26 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.10  1  b  TC  CTH-18  Y  OTHER  N
64 MOSLEY ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.09  1  b  TC  DIS  Y  OTHER  N
811 MAIN ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.15  1  b  TC & FP  DIS & DISF  Y  OTHER  N
834 MOSLEY ST  SURFACE PARKING LOT EXCL. FAC  p  parking  0.15  1  b  TC & FP  DIS & DISF  Y  OTHER  N
1 2ND LANE  SINGLE FAM DET NOT ON WATER  r  single  0.16  1  b  TC  CTH  Y  SFD  N
1034 MOSLEY ST  SINGLE FAM DET NOT ON WATER  r  single  0.13  1  b  TC  CT-16  Y  SFD  N
1029 MOSLEY ST  SINGLE FAM DET NOT ON WATER  r  single  0.06  1  b  TC  CTH  Y  SFD  N
1092 MOSLEY ST  SINGLE FAM DET NOT ON WATER  r  single  0.07  1  b  TC  CTH  Y  SFD  N
1102 MOSLEY ST  SINGLE FAM DET NOT ON WATER  r  single  0.04  1  b  TC  CTH  Y  SFD  N
112 BECK ST  SINGLE FAM DET NOT ON WATER  r  single  0.06  1  b  TC  CT  Y  SFD  N
113 MOSLEY ST  SINGLE FAM DET NOT ON WATER  r  single  0.06  1  b  TC  CT  Y  SFD  N
115 29RD ST N  SINGLE FAM DET NOT ON WATER  r  single  0.06  1  b  TC  CT  Y  SFD  N
117 BECK ST  SINGLE FAM DET NOT ON WATER  r  single  0.05  1  b  TC  CT  Y  SFD  N
119 29RD ST N  SINGLE FAM DET NOT ON WATER  r  single  0.04  1  b  TC  CT  Y  SFD  N
121 BECK ST  SINGLE FAM DET NOT ON WATER  r  single  0.03  1  b  TC  CT  Y  SFD  N
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<th>Address</th>
<th>Type</th>
<th>Size</th>
<th>Age</th>
<th>Code</th>
<th>Price</th>
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<td>Y</td>
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<tr>
<td>65 20TH ST N</td>
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<td>133 MOSLEY ST</td>
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<td>135 WALLY DR</td>
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<td>137 MOSLEY ST</td>
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*Note: Sizes and locations are approximate and subject to change.*
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<th>Address</th>
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<td>63 BECK ST</td>
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<td>Recreational Dwelling Unit</td>
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Maps 1 to 8
The image shows a map titled "Schedule 1 to OPA No.52" with a focus on "Nottawasaga Bay." The map is part of the Town of Wasaga Beach Official Plan Review, Retail, Commercial & Tourism Discussion Paper by GSP Group Inc. | December 2018.

The map is labeled "SCHEDULE 'A-10' Land Use Plan" and indicates various areas such as "Special Policy Area (See Section: 22.5.1)," "Future Study Area (See Section: 22.5.2)," "The Beach," "Downtown Core," "Natural Hazards Neighbourhood," "Natural Heritage Category 1," and "Open Space."
PROPOSED LAND USE (Map 6)
Town of Wasaga Beach Official Plan Review
Retail, Commercial & Tourism Discussion Paper
GSP Group Inc. | December 2018
PROPOSED LAND USE (Map 7)
Town of Wasaga Beach Official Plan Review
Retail, Commercial & Tourism Discussion Paper
GSP Group Inc. | December 2018