

THE TOWN OF WASAGA BEACH

COMMUNITY HUB PUBLIC NEEDS ASSESSMENT PRESENTATION

FEBRUARY 8, 2018

PROJECT TEAM:



AGENDA

1. Welcome – Mayor Smith
2. Introduction – Chris Roos
3. Background – Andrew McNeill
4. Engagement Feedback and Community Hub
Massing Concepts – Forrec/CBRE

PRESENTATION

1. What is a Community Hub?

2. Resident & Stakeholder Input

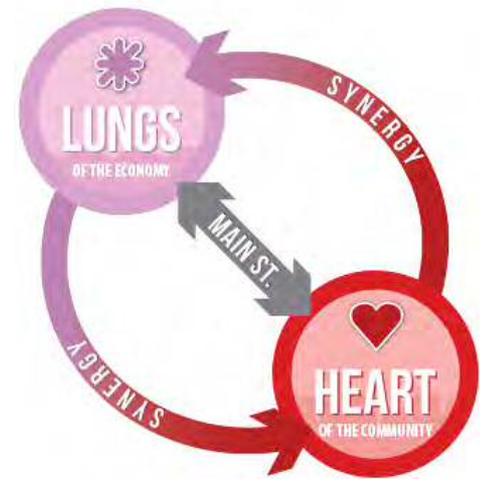
- Importance & Satisfaction with Current Facilities
- Interest in Facilities & Activities for Community Hub
- Stakeholder Groups

3. Preliminary Programming & Concepts

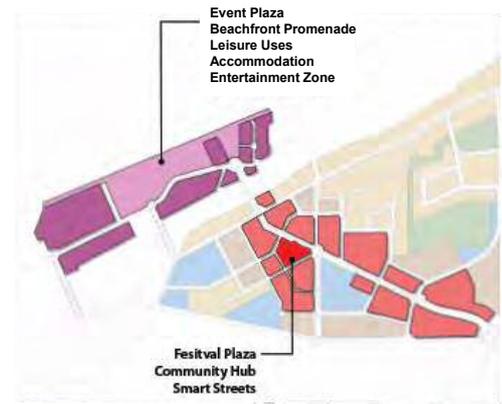
DOWNTOWN DEVELOPMENT PLAN LAND USE STRATEGY



PARADIGM



LAND USE PLAN



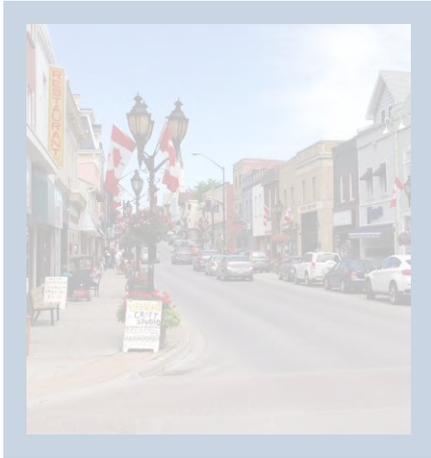
THE WASAGA BEACH DOWNTOWN DEVELOPMENT MASTER PLAN

THE BEACH

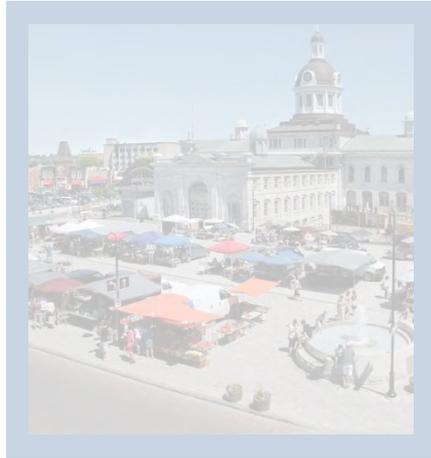
LOWER MAIN



DDMP BUILDING BLOCKS



STREETS

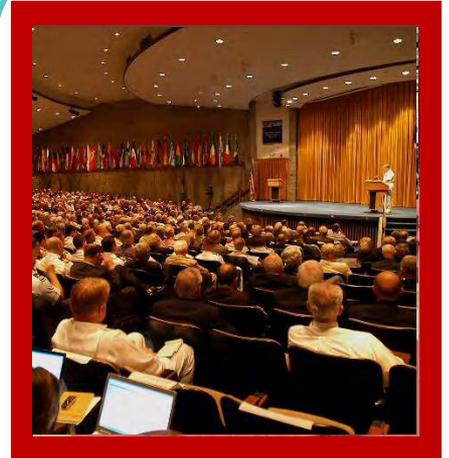


PARKS & OPEN SPACES



BUILDINGS

COMMUNITY HUB!



ANCHORS

DOWNTOWN DEVELOPMENT MASTER PLAN LOWER MAIN PRIORITIZED AREAS

ANCHOR
DEVELOPMENT



TOWN SQUARE

STREETSCAPE

COMMUNITY HUB



WHAT IS A COMMUNITY HUB?

“Community hubs provide a central access point for a range of needed health and social services, along with cultural, recreational, and green spaces to nourish community life.”

- Community Hubs in Ontario: A Strategic Framework And Action Plan



WHAT IS A COMMUNITY HUB?

“The whole is
greater than the
sum of its
parts.”

- Aristotle



PICKING THE INGREDIENTS FOR A HEALTHY HUB

Box
ally



COMMUNITY HUB OVERALL PROCESS

1. DISCOVER

Comparables Research

Stakeholder Interviews
August – September 2017

Online Public Survey
*September – December
2017*

2. EVALUATION AND PROGRAMMING

Data Evaluation

Preliminary Programming

Stakeholder Review of
Preliminary Programming
Public Presentation
February 8, 2018

3. REFINEMENT AND DOCUMENTATION

Program and Concept
Refinement

Operating and Economic
Implications

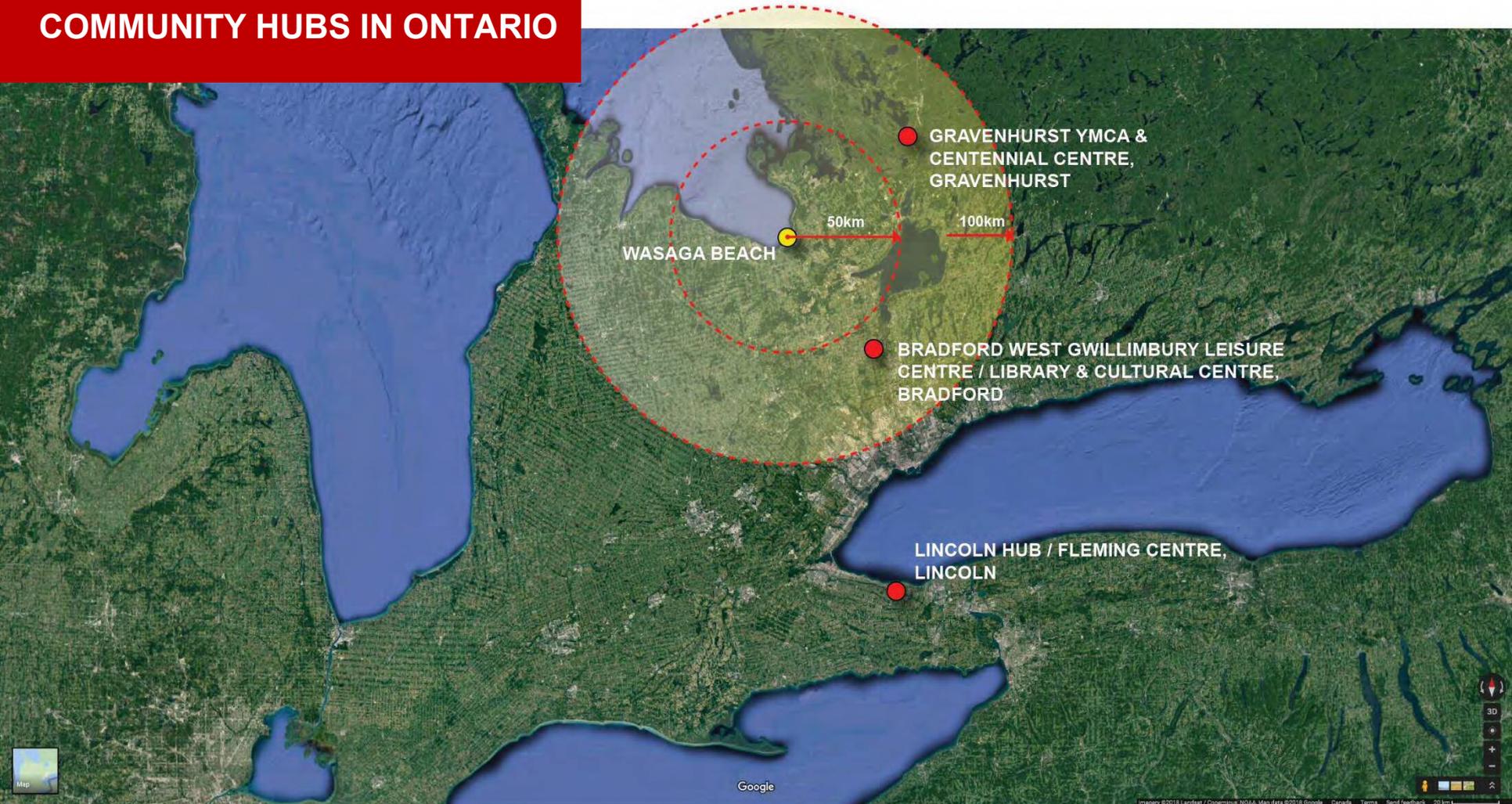
Final Public Needs
Assessment Presentation
TBD 2018

4. TO POSITION THE TOWN OF WASAGA BEACH FOR AN RFP

To Inform Land
Acquisition

To Inform Council
Decision Making

COMMUNITY HUBS IN ONTARIO



COMMUNITY HUBS IN ONTARIO

YMCA and Centennial Centre



- Auditorium and Multipurpose Room



- Child Care Services

Gravenhurst

Population: 12,310
Total GFA: 6,410 sq.m
(69,000 sq.ft)

Distance to major intersection: 550m



- Gymnasium
- Aerobic / Dance Studios



- Aquatic Facility
- Ice Rink (700 Seats)

COMMUNITY HUBS IN ONTARIO

Lincoln Hub / Fleming Centre

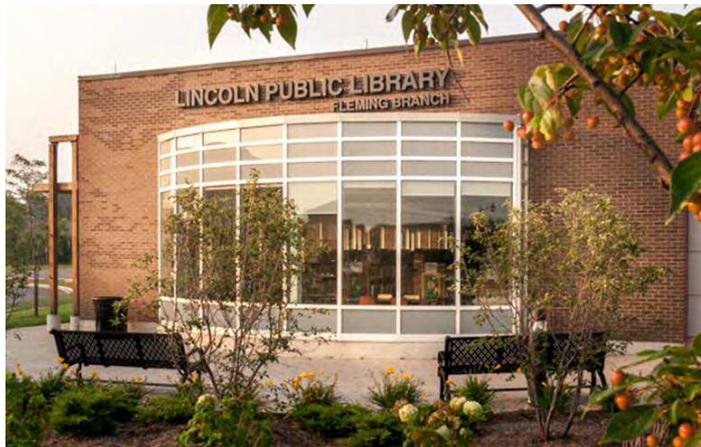
Lincoln

Population: 23,787

Total GFA: 6,225 sq.m

(67,000 sq.ft)

Distance to major intersection: 350m



- Ice Rink (500 Seats)
- Indoor Walking / Running Track



- Library (835 sq.m)



- Meeting Rooms

COMMUNITY HUBS IN ONTARIO

West Gwillimbury Leisure Centre / Library & Cultural Centre

Bradford

Population: 35,325

Total GFA:

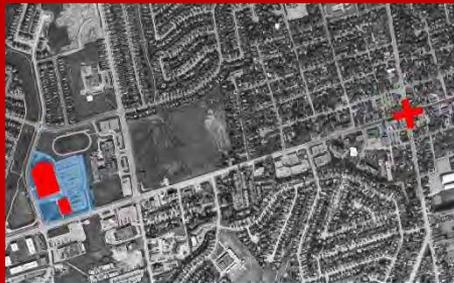
Leisure 15,235 sq.m

(164,000 sq.ft)

Culture 3,715 sq.m

(40,000 sq.ft)

Distance to major intersection: 1.5km



- Preschool, Youth/Teen & Adult Recreation Programs
- Canadian Immigrant Integration Program



- Meeting Rooms
- Library
- Gallery
- Lecture Hall
- Arts, Cultural and Education Programs



- 2 Ice Rinks (900 Seats)
- Gymnasium
- Pool

A DIFFERENT TYPE OF COMMUNITY HUB

"By designing a library that is adaptable we embrace multiple functions to ensure that the library will meet the needs of the community into the future. People should see this building not only as a library but as a free public space in the heart of the city."

Chris Hardie, schmidt hammer lassen architects



A DIFFERENT KIND OF HUB

Central Library

Halifax

Population: 403,130

Total GFA: 10,115 sq.m
(108,900 sq.ft)

Distance to downtown: 0



- Local History and Genealogy Centre
- Technology and Innovation Centre
- Dedicated space for adult literacy classes
- First Nations reading circle
- Boardrooms for local entrepreneurs

- Auditorium (250 seats)
- Meeting Rooms
- Adult / Teen / Children Services
- 300-seat performance space
- Two cafés
- Gaming stations
- Music studios

An aerial photograph of a city, likely Toronto, showing a dense urban area with a mix of modern and older buildings. A large body of water, possibly Lake Ontario, is visible in the background. The sky is clear and blue. The text is overlaid on the image in a dark blue font.

“No community hub is like another, as each brings together a variety of different services, programs and / or social and cultural activities to reflect local community needs. It is this diversity of activity that allows community hubs to play a critical role in building economic and social cohesion in the community.”

- Community Hubs in Ontario: A Strategic Framework and Action Plan

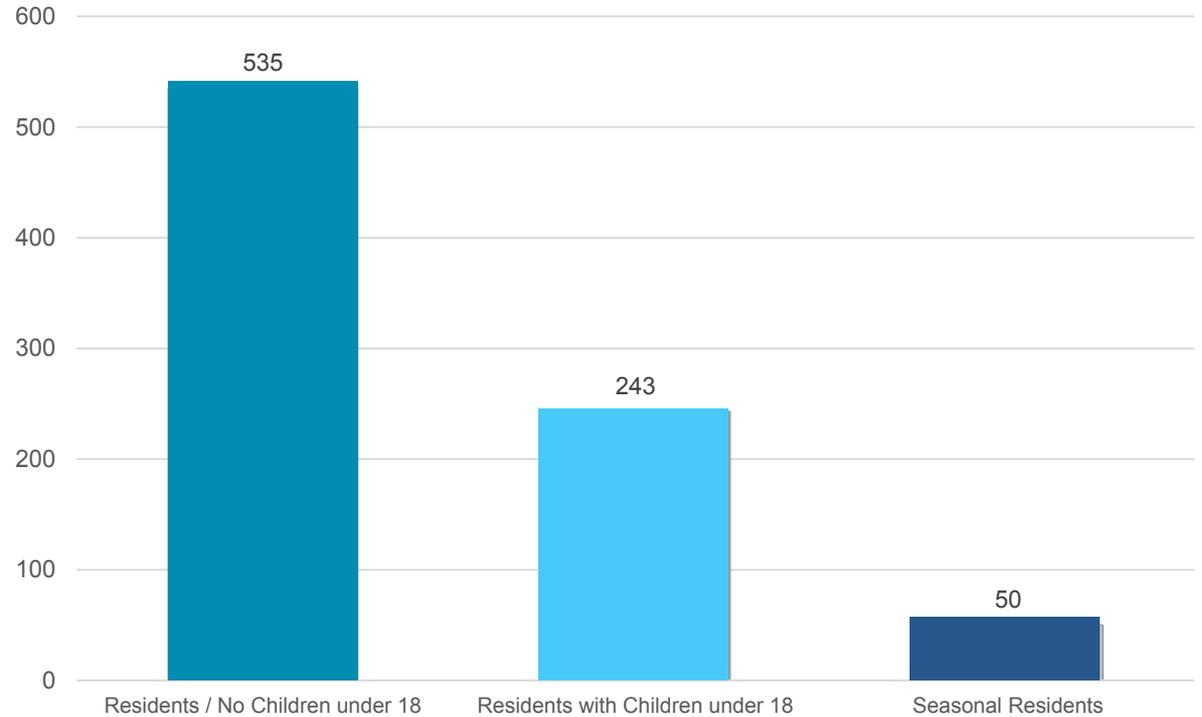
RESIDENT & STAKEHOLDER INPUT



ONLINE SURVEY RESULTS

828 WASAGA BEACH SURVEY RESPONDENTS

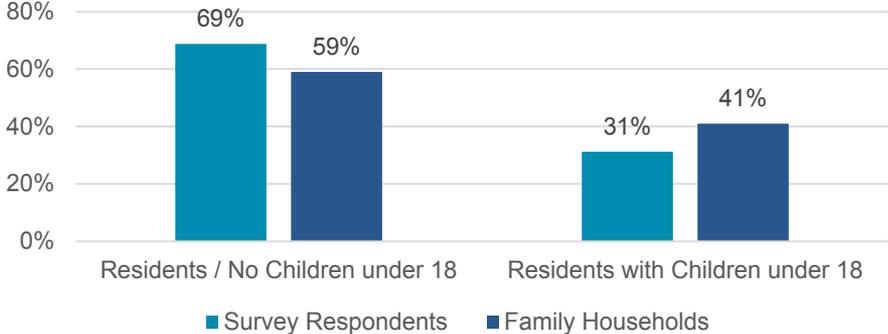
(SEPT – DEC 2017)



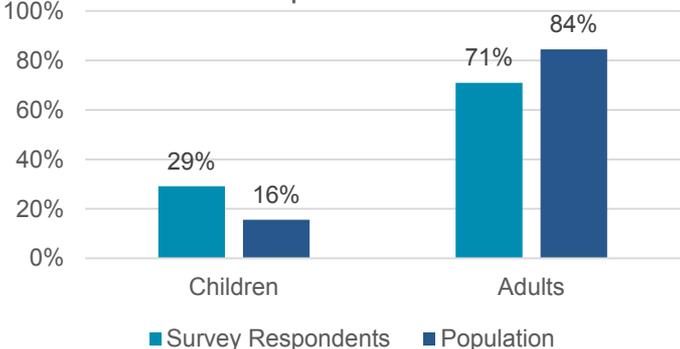
OVERALL SURVEY

SURVEY RESPONDENTS COMPARED TO WASAGA BEACH POPULATION

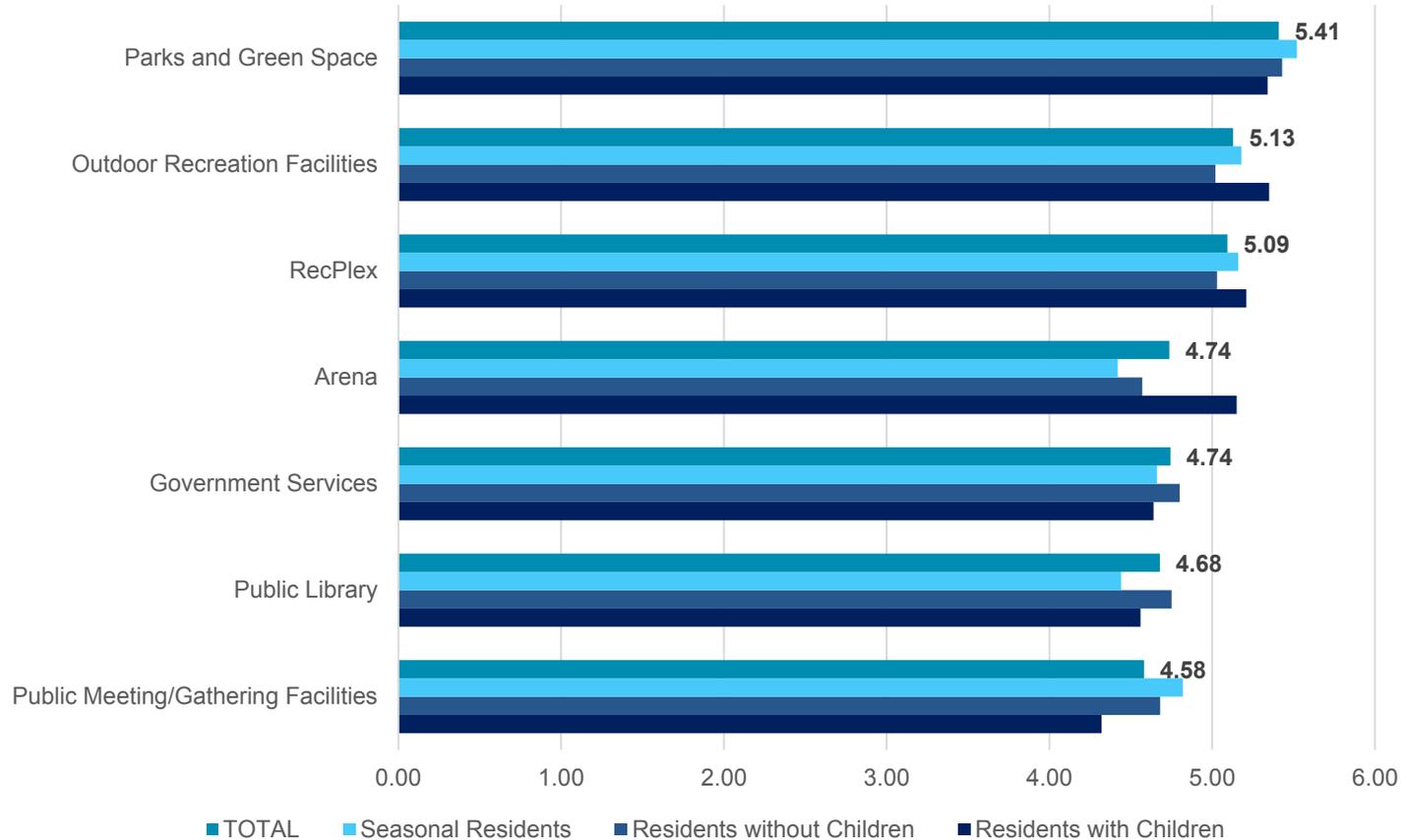
Wasaga Beach Community Hub Survey Respondents Compared to Family Household Composition



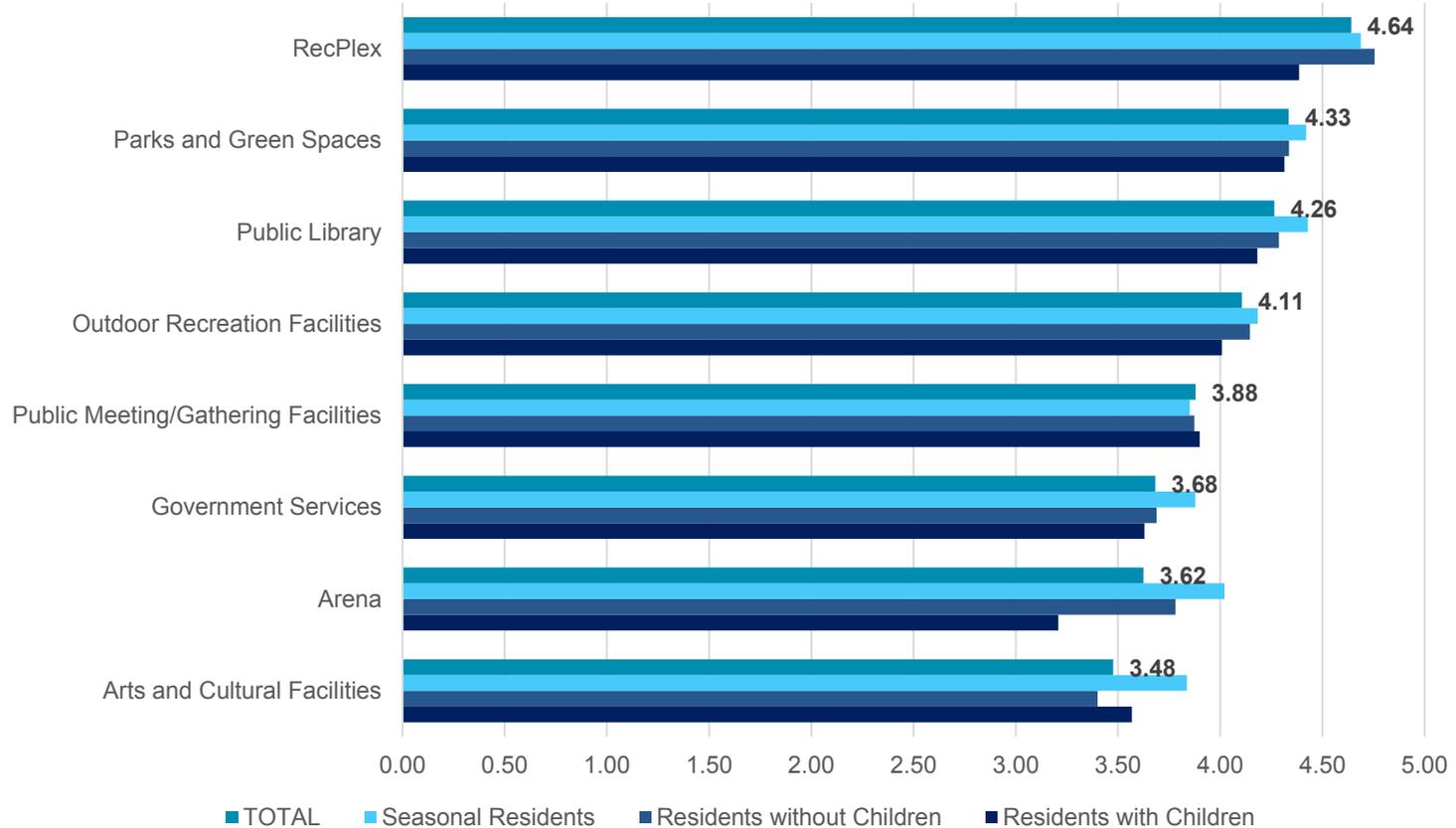
Wasaga Beach Community Hub Survey Respondents Compared to Population



IMPORTANCE OF WASAGA BEACH FACILITIES (RANKING 1 TO 6)

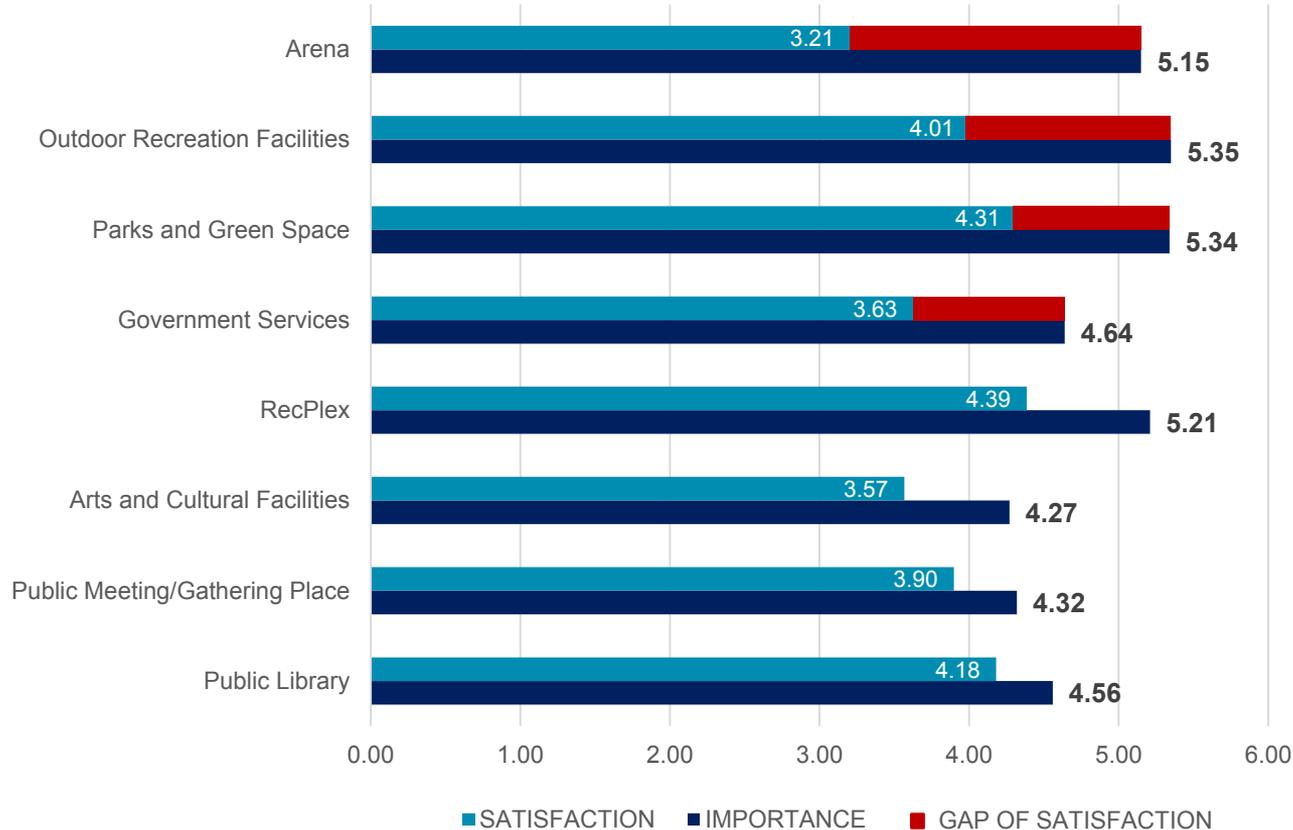


SATISFACTION WITH CURRENT WASAGA BEACH FACILITIES



IMPORTANCE VS SATISFACTION WITH WASAGA BEACH FACILITIES

BY RESIDENTS WITH CHILDREN AT HOME

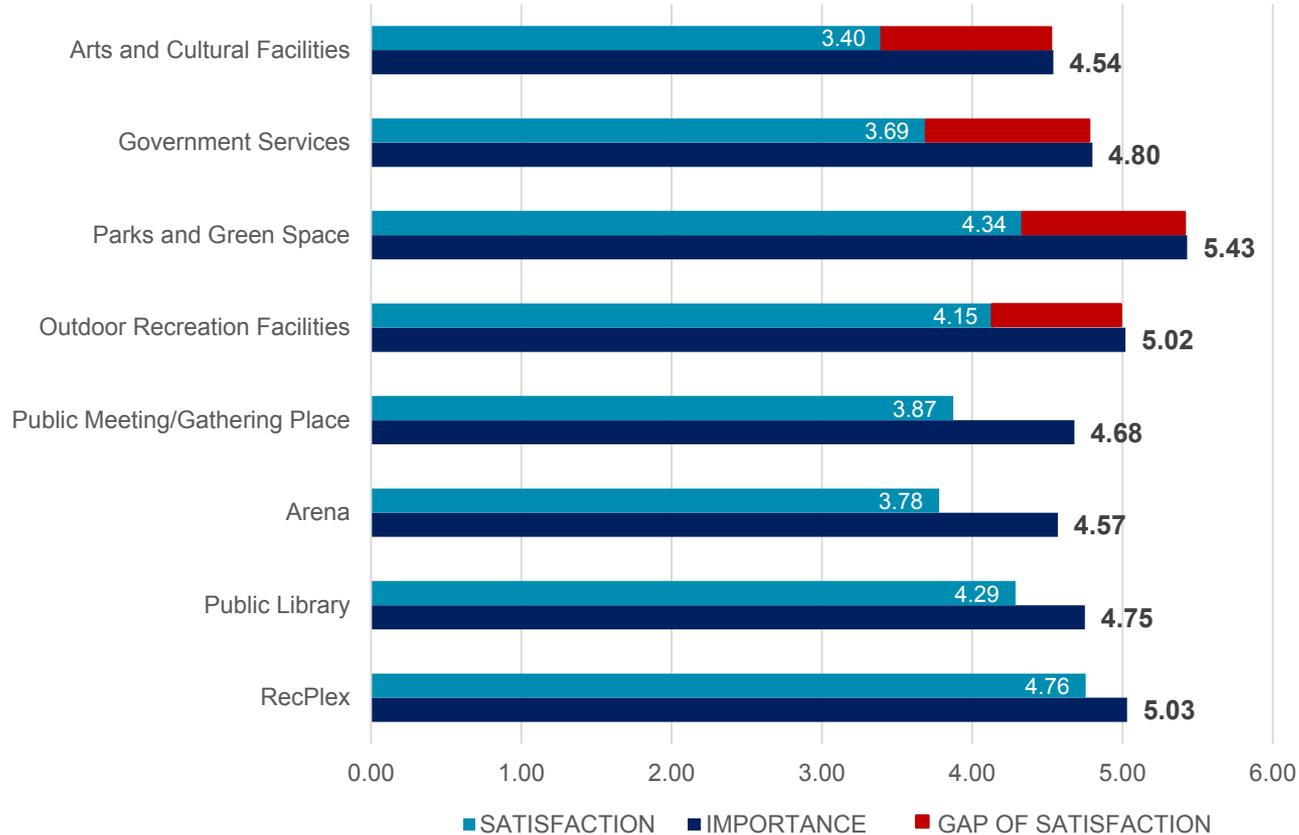


Largest gap between Importance and Satisfaction for Current Facilities:

- Arena
- Outdoor Recreational Facilities
- Parks and Green Spaces
- Government Services

IMPORTANCE VS SATISFACTION WITH WASAGA BEACH FACILITIES

BY RESIDENTS WITHOUT CHILDREN AT HOME

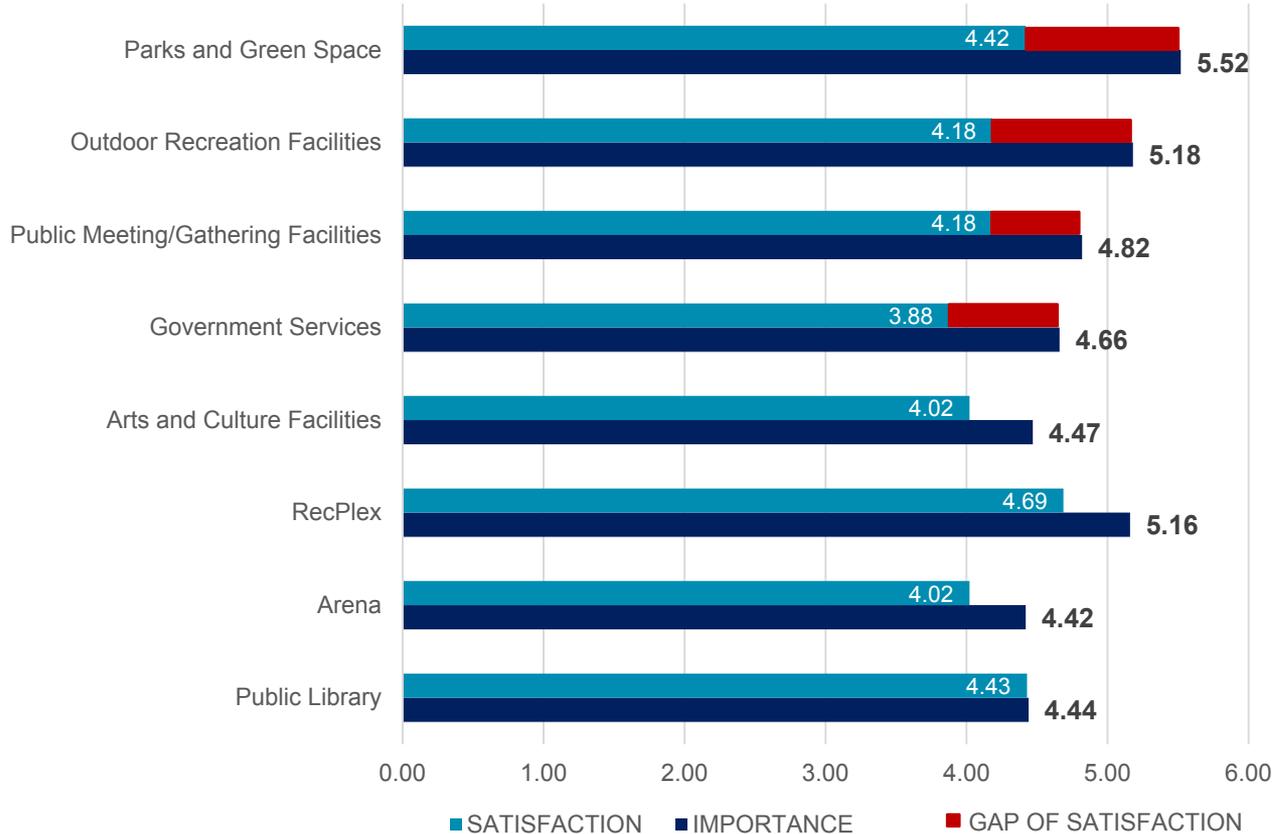


Largest gap between Importance and Satisfaction:

- Arts and Cultural Facilities
- Government Services
- Parks and Green Spaces
- Outdoor Recreation Facilities

IMPORTANCE VS SATISFACTION WITH WASAGA BEACH FACILITIES

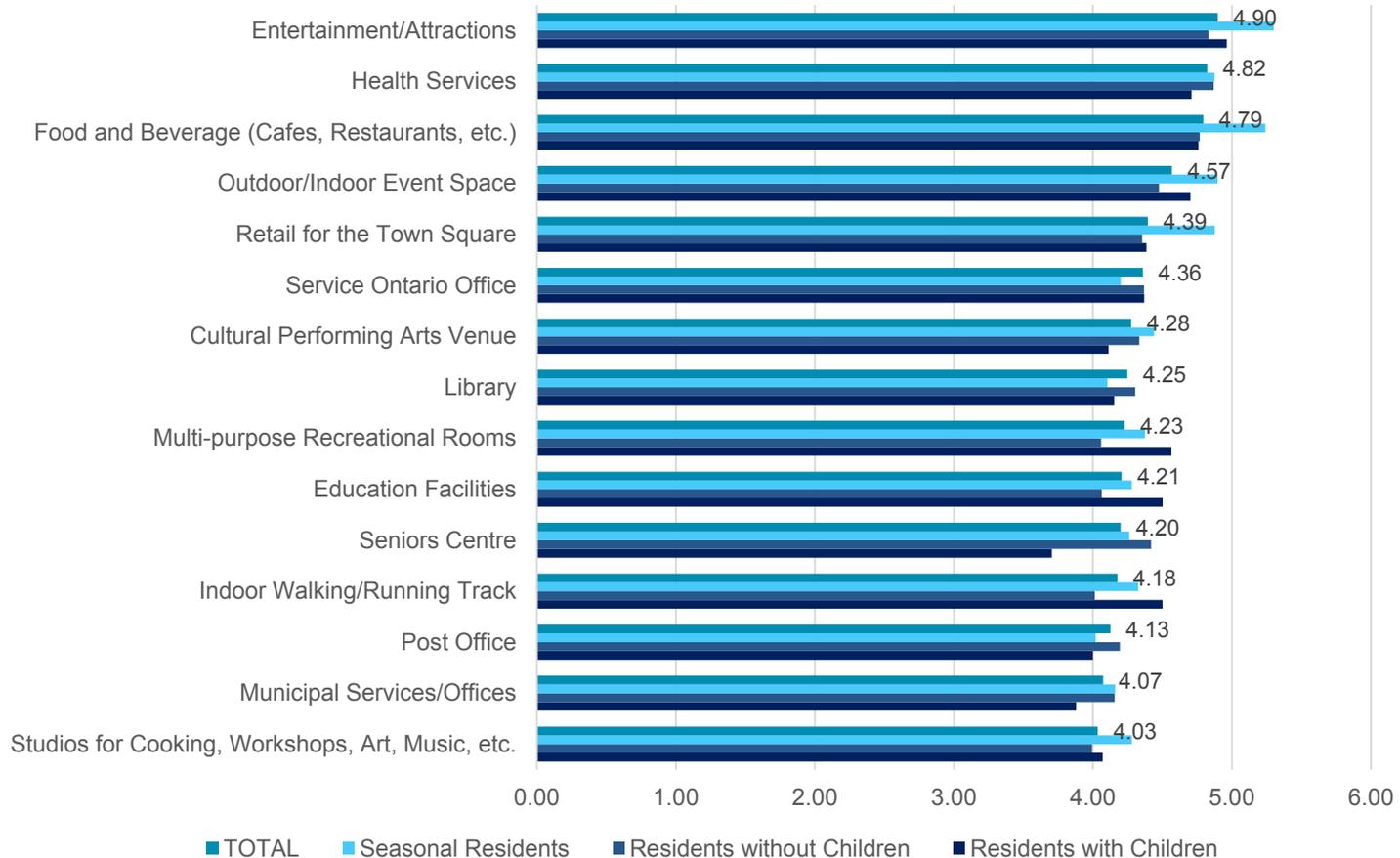
BY SEASONAL RESIDENTS



Largest gap between Importance and Satisfaction:

- Parks and Green Spaces
- Outdoor Recreation Facilities
- Public Meeting/Gathering Facilities
- Government Services

INTEREST IN FACILITIES FOR WASAGA BEACH COMMUNITY HUB WITH 4+ RANKING



INTEREST IN FACILITIES IN THE DOWNTOWN DEVELOPMENT MASTERPLAN

	RESIDENTS WITH CHILDREN AT HOME	RANK	RESIDENTS WITH NO CHILDREN AT HOME	RANK	SEASONAL RESIDENTS	RANK
1	Entertainment/Attraction	4.96	Health Services	4.87	Entertainment/Attraction	5.30
2	Cafes and Restaurants	4.76	Entertainment/Attraction	4.83	Cafes and Restaurants	5.24
3	Health Services	4.71	Cafes and Restaurants	4.77	Outdoor/Indoor Event	4.90
4	Outdoor/Indoor Event Space	4.70	Outdoor/Indoor Event Space	4.48	Health Services	4.88
5	Field House	4.60	Seniors Centre	4.42	Retail for Town Square	4.88
6	Year Round Ice Facilities	4.56	Service Ontario	4.37	Cultural Performing Arts	4.44
7	Multi-purpose Rec. Rooms	4.56	Retail for Town Square	4.35	Multi-Purpose Rec Rms	4.38
8	Educational Facilities	4.50	Cultural Performing Arts	4.33	Indoor Walking/Running	4.33
9	Indoor Walking/Running	4.50	Library	4.30	Educational Facilities	4.28
10	Gymnasium	4.48	Post Office	4.19	Studios for Workshops	4.28
11	Retail for Town Square	4.38	Municipal Services/Offices	4.16	Seniors Centre	4.26
12	Service Ontario Office	4.37	Multi-purpose Rec Rooms	4.06	Service Ontario	4.20
13	Fitness Studio	4.25	Educational Facilities	4.06	Municipal Services	4.16
14	Library	4.15	Indoor Walking/Running Track	4.01	Art Gallery/Public Art	4.12
15	Retail Related to Facility	4.15			Library	4.10
16	Youth Centre	4.12			Fitness Studio	4.10
17	Cultural Performing Arts	4.11			Workspace/Office Space	4.06
18	Studios for Cooking, Workshops	4.07			Post Office	4.02
19	Post Office	4.00				

Yellow indicates Unique to Category

Blue Indicates Common Themes

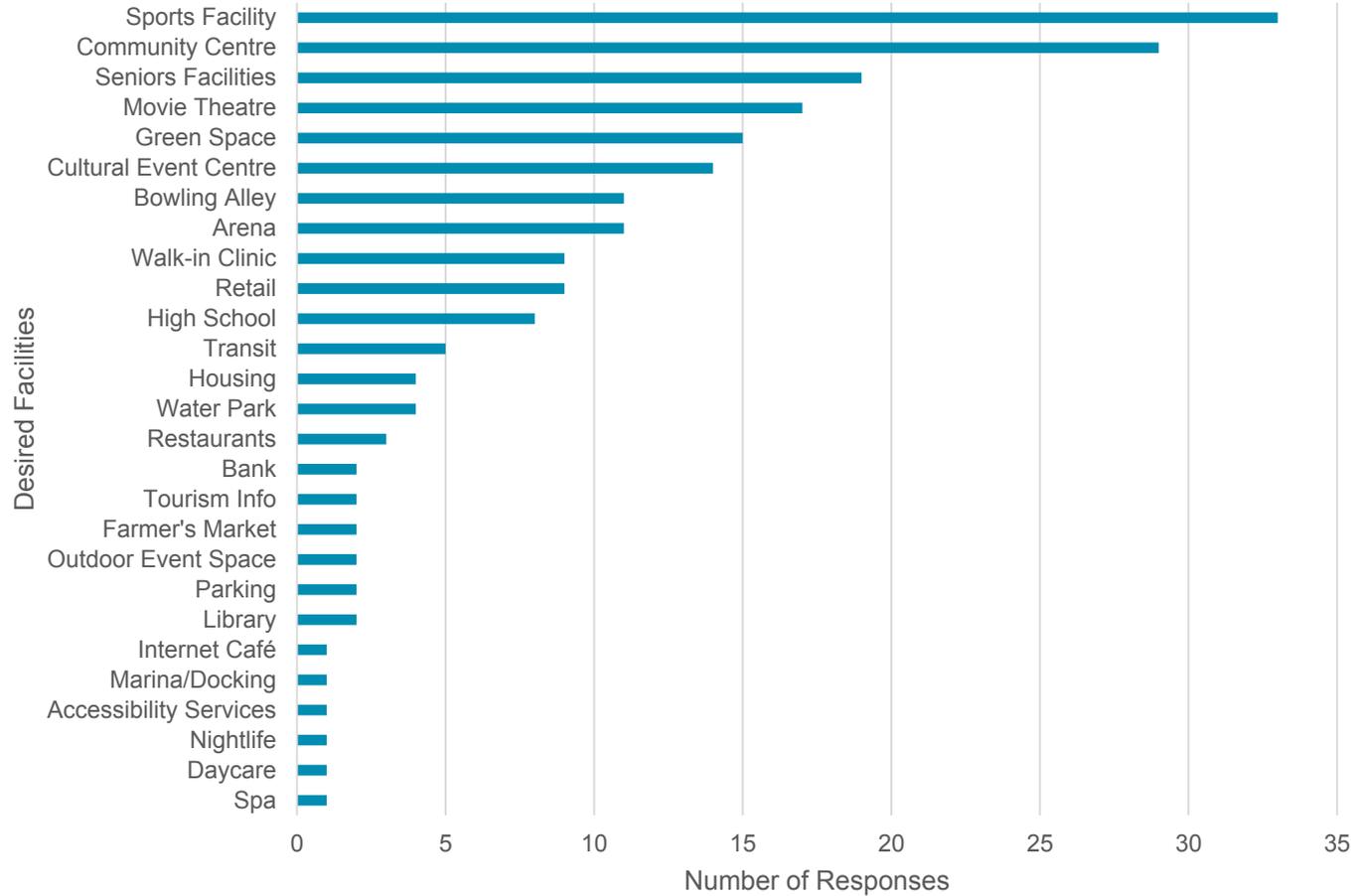
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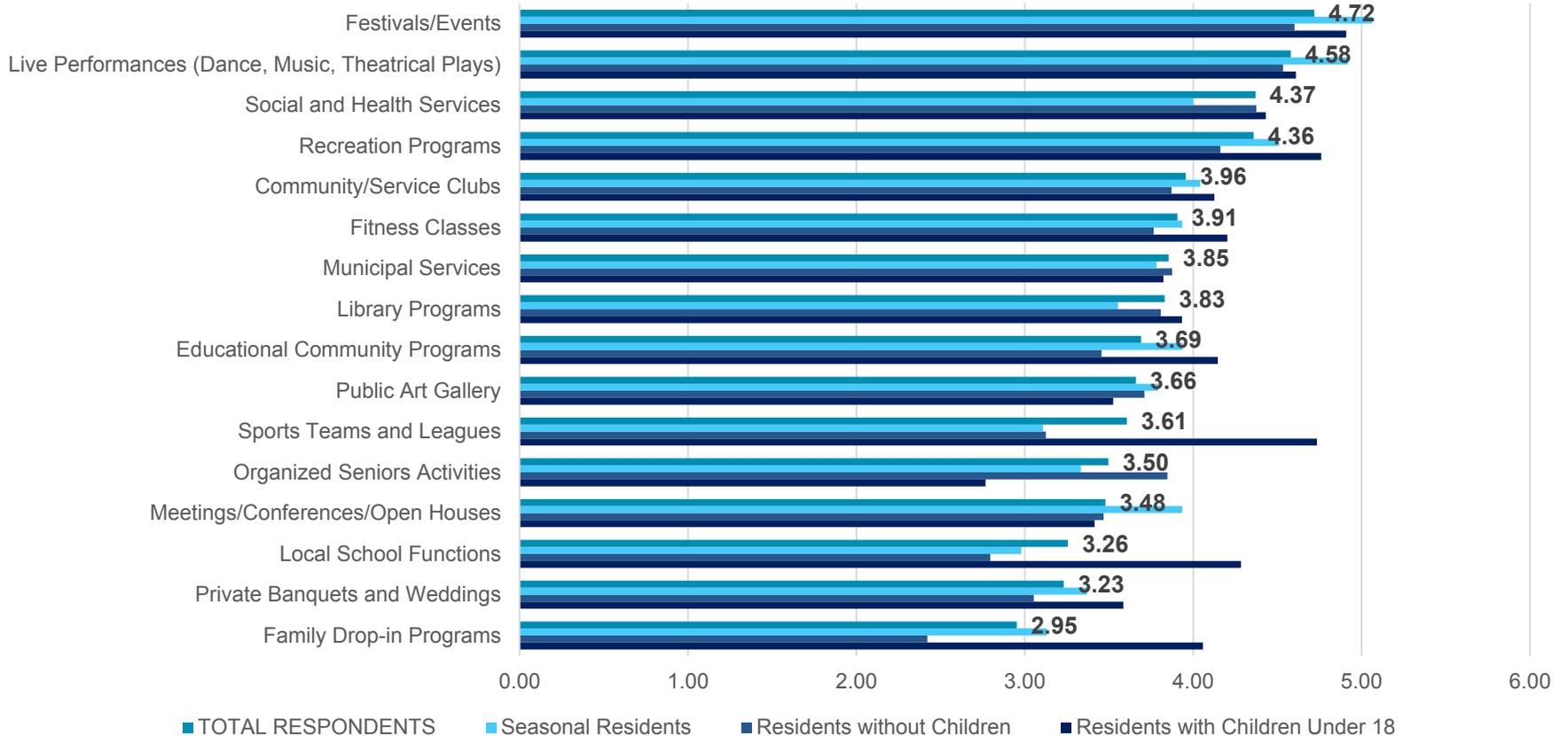
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OPEN ENDED SURVEY QUESTION RESPONSES



INTEREST IN ACTIVITIES AT THE COMMUNITY HUB

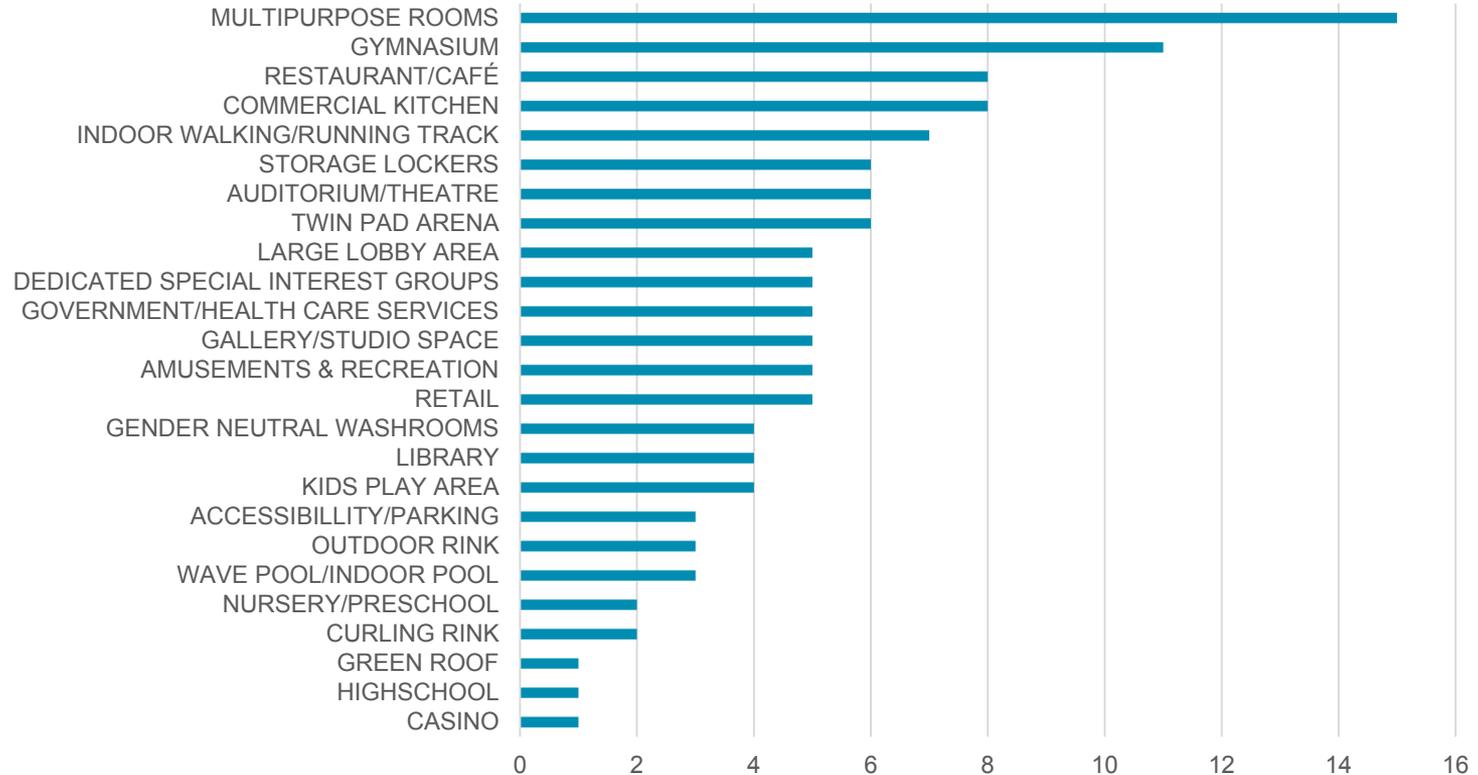


STAKEHOLDER GROUPS

1. WB Minor Soccer
2. WB Minor Baseball
3. Sk8 Georgian Bay
4. WB Facility Staff
5. DDMP Staff Working Group
6. Gardening Club
7. Woodworkers Club
8. Adult Soccer Club
9. Big Brothers Big Sisters
10. Age Friendly
Community Committee
11. WB Figure Skating Club
12. YMCA Staff
13. WB Minor Hockey
Executive
14. Midland Cultural Centre
15. WB Youth Centre Staff
16. Prime Time Club
17. Racqueteers Tennis Club
18. Lamont Creek Tennis Club
19. Netsetters Tennis Club
20. WB Pickle Ball Club
21. Library Board
22. WB Youth Centre
participants
23. WB Artists Group
24. WB Lions Club
25. Probus
26. Recreation Events
& Facilities
27. WB Community Theatre
28. Accessibility Committee
29. WB Society for the Arts

STAKEHOLDER GROUPS

Wasaga Beach Stakeholder Groups (n=18)

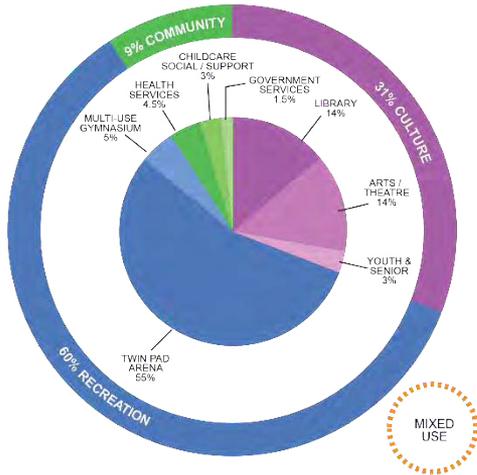


Arena Outdoor Recreation
Parks & Green Space
Government Services **Arts & Culture**

PRELIMINARY PROGRAMMING & CONCEPTS



PRELIMINARY PROGRAMMING



CULTURE		GFA (sqft)	Back of House Circulation (28%)	Total (sqft)	%
		Library	16,000	4,480	20,480
	Arts / Theatre	16,175	4,529	20,705	14%
	Youth & Senior	3,000	840	3,840	3%

CULTURE 45,025 sqft 31%

RECREATION		GFA (sqft)	Back of House Circulation (28%)	Total (sqft)	%
		Twin Pad Arena	65,000	18,200	83,200
	Multi-Use Gym	6,000	1,680	7,680	5%

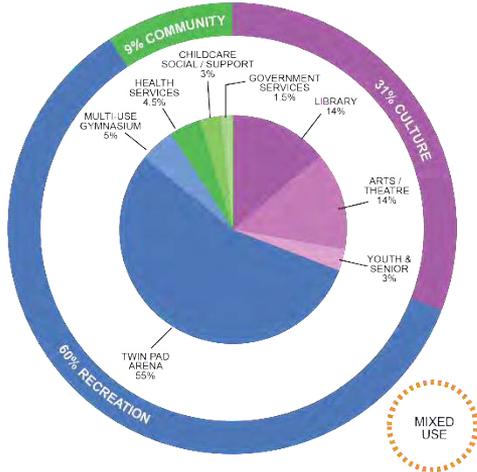
RECREATION 90,880 sqft 60%

COMMUNITY		GFA (sqft)	Back of House Circulation (28%)	Total (sqft)	%
		Health Services	5,300	1,484	6,784
	Childcare, Social / Support	3,950	1,106	5,056	3%
	Government	2,000	560	2,560	1.5%

COMMUNITY 14,400 sqft 9%

TOTAL 150,305 sqft 100%

PRELIMINARY PROGRAMMING

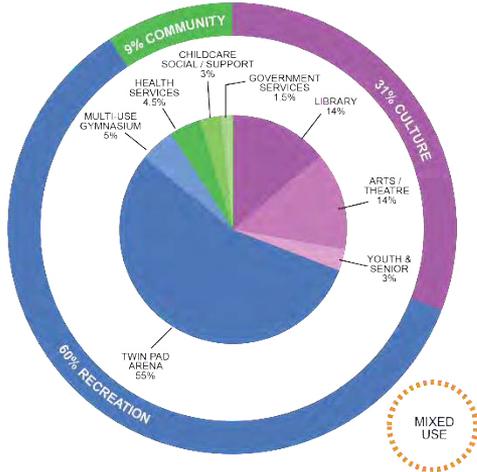


	Single Purpose (Y/N)	Program Consideration			Ranked Best Use Location			GFA (TYPICAL)		
		Expressed Need	Public Request	Ontario Benchmark Comparables	Hub	Main Street	Beach	SQM	SQF	
CULTURE	Library	N	*		2	1	n/a	1,500	16,000	
	Art Gallery	N		*	2	1	n/a	190	2,000	
	Theatre (Live Performance/Events)		Y	*		2	1	n/a	0	
	Auditorium (multi-purpose) - 400 seats	N		*	2	1	n/a	500	5,500	
	Outdoor Theatre	N		+	n/a	n/a	1			
	Education Facilities		N		*	1	2	n/a		
	Educational Community Programs (Classrooms)	N		*	1	2	n/a	130	1,400	
	Youth and Senior Centre								275	3,000
	Youth / Teen Drop In	Y		*		1	2	n/a		
	Youth / Teen Centre (Counsel)	Y			*	1	2	n/a		
	Senior Drop-In	Y			*	1	2	n/a		
	Senior's Café	Y		*		1	2	n/a		
	Hospice Care	N		*		1	2	n/a		m/p
	Senior's Health Programs (Yoga)	N		*		1	2	n/a		
	Retirement Education	N		*		1	2	n/a		m/p
	Studios		N			2	1	n/a	250	2,700
	Performance Studios	N		*		2	1	n/a	250	2,700
	Arts / Crafts Studios	N		*		2	1	n/a	35	375
	Music Studios	Y			*	2	1	n/a		
Food		N		*	1	2	n/a	140	1,500	
Community Kitchen	N		*		1	2	n/a	140	1,500	
SUB TOTAL								3,130	35,175	
Back of House / Circulation (28%)								876	9,849	
TOTAL								4,006	45,024	

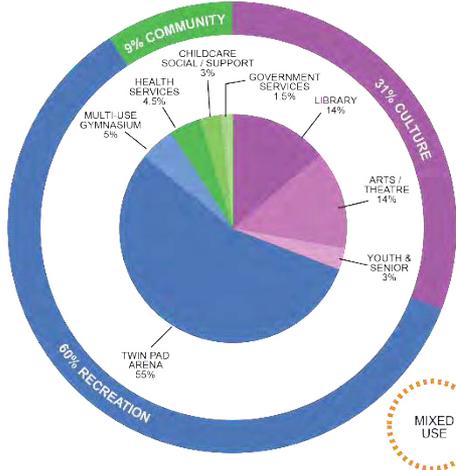
PRELIMINARY PROGRAMMING



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		Expressed Need	Public Request	Ontario Benchmark Comparables	Hub	Main Street	Beach	SQM	SQF	
RECREATION	Twin Pad Arena / Multi-Use Space		N	*	*	1	n/a	n/a	6000	65,000
		Hockey Arena with fixed seating for 1200 & portable 5L100 stage	Y	*	*	1	n/a	n/a		
		Ice Rink / Multi-Use space	N	*	*	1	n/a	n/a		
		Walking / Running Track	N	*	*	1	n/a	n/a		
		Multi-Purpose rooms with commercial kitchen	N	*	*	1	n/a	n/a		
		Changerooms	Y	*	*	1	n/a	n/a		
		Multi-Use Gymnasium	N	*	*	1	n/a	n/a	550	6,000
		95x50' Gymnasium	Y	*	*	1	n/a	n/a		
		36x25' Fitness Studio	N	*	*	1	n/a	n/a		
		SUB TOTAL							6550	71,000
	Back of House / Circulation (28%)							1834	19,880	
	TOTAL							8384	90,880	



PRELIMINARY PROGRAMMING



	Single Purpose (Y/N)	Program Consideration			Ranked Best Use Location			GFA (TYPICAL)	
		Expressed Need	Public Request	Ontario Benchmark Comparables	Hub	Main Street	Beach	SQM	SQF
Health Services	Medical Clinic	Y	*		2	1	n/a	490	5,300
	Support for Mental Health Families	Y		*	1	2	n/a		
	Support for Special Needs Families	Y		+	1	2	n/a		
	Coordinated Care Programs (Multiple Disabilities)	Y		+	1	2	n/a		
	Integration Services (Disabilities)	N		+	1	2	n/a		m/p
	Parent Relief / Respite Programs (Mental/Disability/Health)	N		*	1	2	n/a		m/p
	Health Education	N		+	1	2	n/a		m/p
	Childcare							185	7,000
	Day Care	Y		*	1	2	n/a		
	Drop-in Program	Y		+	1	2	n/a		
Food								rooftop	1,000 sqm
Urban Agriculture	Y		*	1	n/a	n/a			
Social Services	Resident Engagement	N		+	1	2	n/a	60	650
	Computer Access Programs	N		*	1	2	n/a		n/a
	Financial Assistance	N		*	1	2	n/a		m/p
	Emergency Management	N		+	1	2	n/a		n/a
	Legal Services	N		+	1	2	n/a		n/a
	Social Justice	N		*	1	2	n/a		m/p
	Debt Solutions	N		*	1	2	n/a		m/p
	Budgeting	N		+	1	2	n/a		m/p
	Employment Support Services							60	650
	Entrepreneurial / New Business Help	N		*	1	2	n/a		m/p
Career Counseling	N		+	1	2	n/a		m/p	
Employment services	N		+	1	2	n/a		m/p	
Meeting Spaces	N		*	1	2	n/a		m/p	
Integration Support Services	Settlement Counseling	N		+	1	2	n/a	60	650
	Information / Referrals for Newcomers	N		*	1	2	n/a		m/p
	Newcomer Orientation	N		*	1	2	n/a		m/p
	Citizenship Classes	N		+	1	2	n/a		m/p
Government Services	Service Ontario	N		*	2	1	n/a	185	3,000
	Post Office	N		*	2	1	n/a		
SUB TOTAL							1,040	11,250	
Back of House / Circulation (28%)							291	3,150	
TOTAL							1,331	14,400	

COMMUNITY HUB CONCEPTS

1

ALL IN ONE

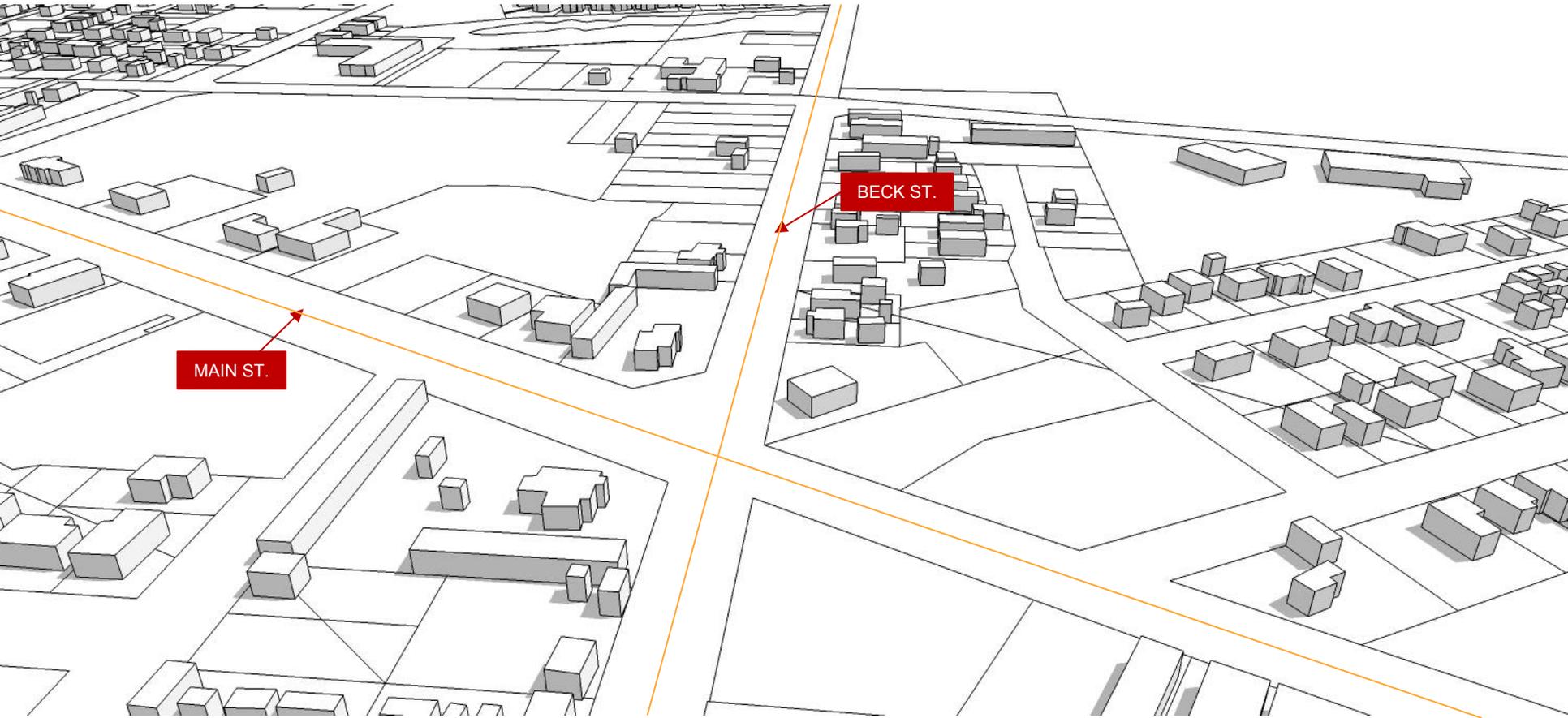


2

CAMPUS



Beck & Main



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING

RECREATION



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING

MIXED USE



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING

COMMUNITY



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING

CULTURE



“ALL IN ONE” CONCEPT – PRELIMINARY MASSING



“ALL IN ONE” OPTION – PRELIMINARY MASSING



“ALL IN ONE” CONCEPT - PLANNING

CULTURE

1. LIBRARY AND YOUTH & SENIOR CENTRE
2. ARTS AND CULTURAL CENTRE
3. PARKING

RECREATION

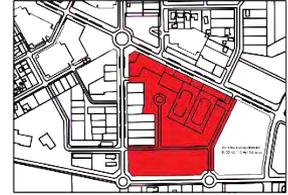
4. MULTI-USE SPACE / ICE RINK
5. HOCKEY ARENA
6. PARKING

COMMUNITY

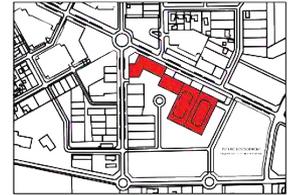
7. HEALTH, SOCIAL & GOVERNMENT SERVICES
8. PARKING

MIXED USE

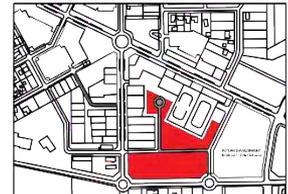
9. SUPPORT RETAIL / MIXED USE



PLOT AREA: 44,830 m² / 4.5 Ha / 11.07 acres



COMMUNITY HUB FOOTPRINT: 12,200 m² / 131,320 ft²
COVERAGE: 27%



TOTAL PARKING AREA: 20,300 m² / 218,500 ft²
COVERAGE: 45%

“CAMPUS” CONCEPT – PRELIMINARY MASSING



“CAMPUS” CONCEPT – PRELIMINARY MASSING

RECREATION



“CAMPUS” CONCEPT – PRELIMINARY MASSING

MIXED USE



“CAMPUS” CONCEPT – PRELIMINARY MASSING

COMMUNITY



“CAMPUS” CONCEPT – PRELIMINARY MASSING

CULTURE



“CAMPUS” CONCEPT – PRELIMINARY MASSING



“CAMPUS” CONCEPT – PRELIMINARY MASSING



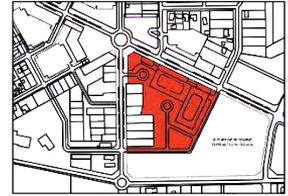
“CAMPUS” CONCEPT – PLANNING / PLOT A

- CULTURE**
 - 1. LIBRARY AND YOUTH & SENIOR CENTRE
 - 2. ARTS AND CULTURAL CENTRE
 - 3. PARKING

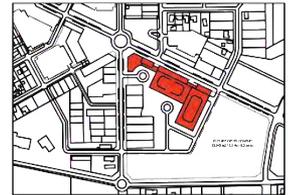
- RECREATION**
 - 4. MULTI-USE SPACE / ICE RINK
 - 5. HOCKEY ARENA
 - 6. PARKING

- COMMUNITY**
 - 7. HEALTH, SOCIAL & GOVERNMENT SERVICES
 - 8. PARKING

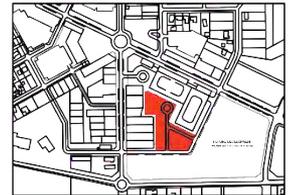
- MIXED USE**
 - 9. SUPPORT RETAIL / MIXED USE



HUB PLOT AREA: 28,650 m² / 2.3 Ha / 7.08 acres



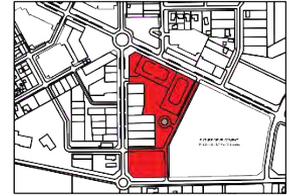
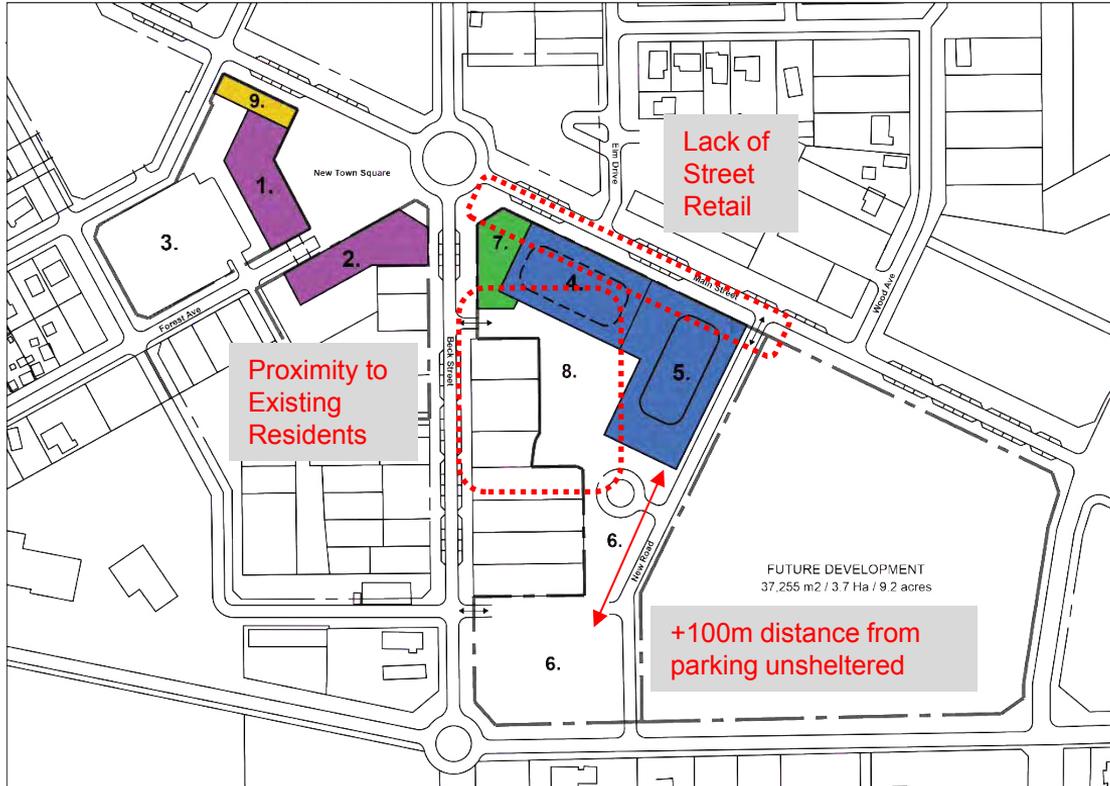
COMMUNITY CENTRE FOOTPRINT: 10,945 m² / 117,810 ft²
COVERAGE: 38%



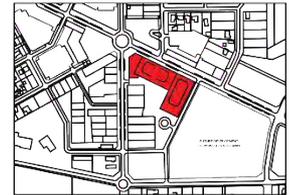
TOTAL PARKING AREA: 8,200 m² / 88,265 ft²
COVERAGE: 29%

COMPRESSED "CAMPUS" CONCEPT – PLANNING / PLOT B STUDY

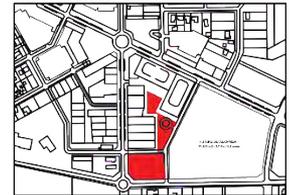
- CULTURE**
 - 1. LIBRARY AND YOUTH & SENIOR CENTRE
 - 2. ARTS AND CULTURAL CENTRE
 - 3. PARKING
- RECREATION**
 - 4. MULTI-USE SPACE / ICE RINK
 - 5. HOCKEY ARENA
 - 6. PARKING
- COMMUNITY**
 - 7. HEALTH, SOCIAL & GOVERNMENT SERVICES
 - 8. PARKING
- MIXED USE**
 - 9. SUPPORT RETAIL / MIXED USE



PLOT AREA: 24,745 m² / 2.5 Ha / 6.11 acres



COMMUNITY / REC CENTRE FOOTPRINT: 9,200 m² / 99,000 ft²
COVERAGE: 37%



TOTAL PARKING AREA: 8,700 m² / 93,845 ft²
COVERAGE: 35%

COMMUNITY HUB CONCEPTS

1

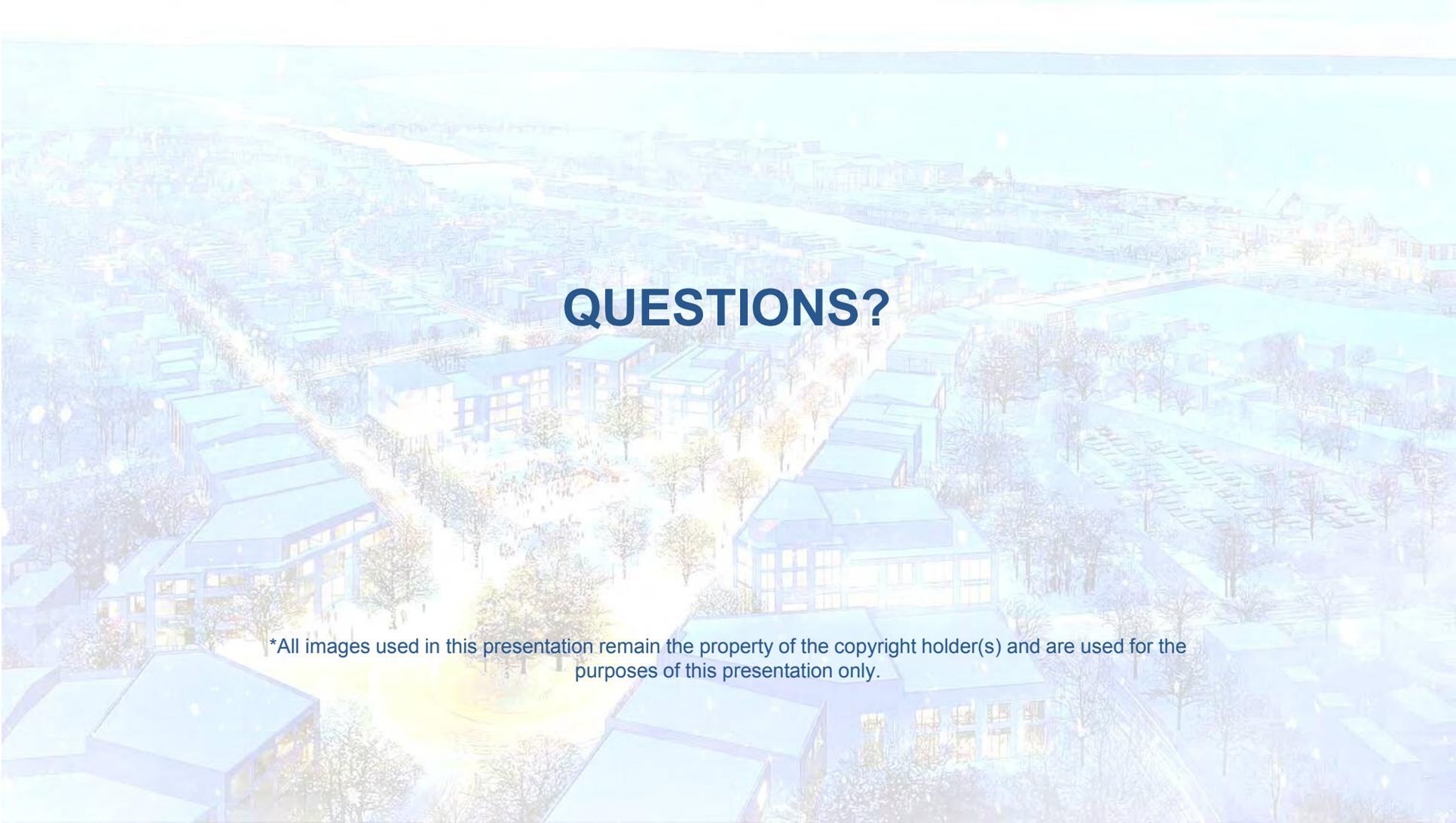
ALL IN ONE



2

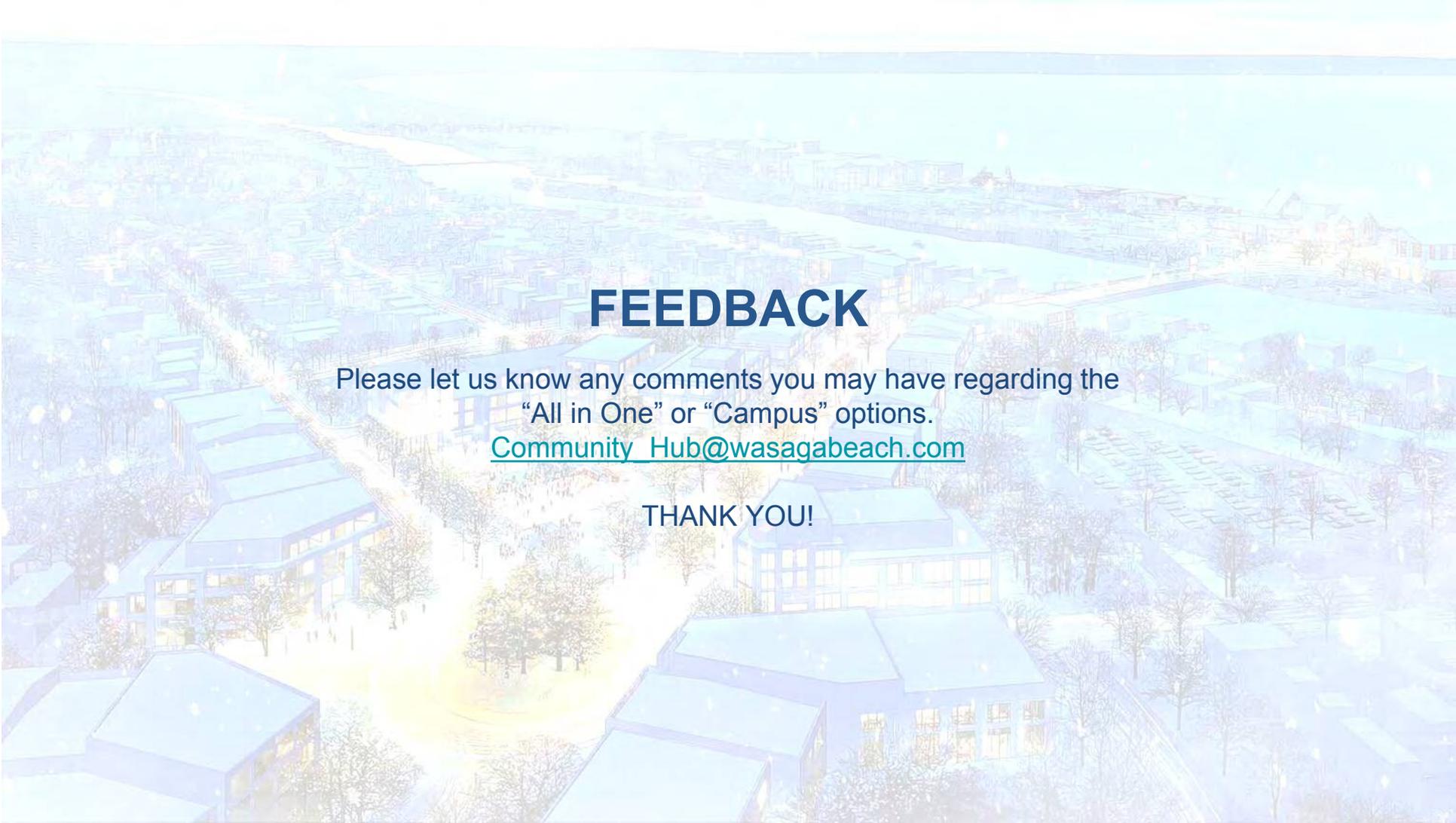
CAMPUS



An aerial architectural rendering of a modern urban development. The scene shows a dense cluster of multi-story buildings with large windows and flat roofs, interspersed with trees and pedestrian walkways. A large parking lot is visible on the right side. In the background, a body of water stretches across the horizon under a clear sky. The overall aesthetic is clean and contemporary.

QUESTIONS?

*All images used in this presentation remain the property of the copyright holder(s) and are used for the purposes of this presentation only.

An aerial architectural rendering of a coastal development. The scene shows a dense cluster of modern, multi-story buildings with large windows and flat roofs, interspersed with trees and walkways. In the background, a large body of water is visible under a clear sky. The overall aesthetic is clean and contemporary.

FEEDBACK

Please let us know any comments you may have regarding the
“All in One” or “Campus” options.

Community_Hub@wasagabeach.com

THANK YOU!

Recreation, Events & Facilities Department

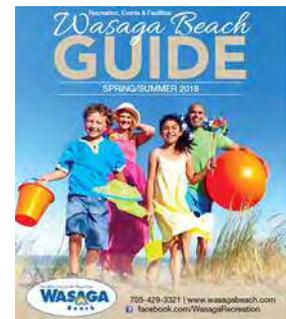


Recreation, Events & Facilities Department

- 13 FT staff
- 23 PT and contract staff & instructors
- **Customer Service**
 - 2017 billed over \$700,000 room, ice and field bookings as well as registrations
 - administrate concessions, advertising, and department office/financial management
- **Special Events**
 - 2017 had over 70,000 participants at 37 events
- **Facility**
 - Maintain Arena and RecPlex as well as many additional Town owned facilities
- **Youth**
 - 457 current members with roughly 30 visitors daily
- **Recreation**
 - 1600 registered participants in 16+ seasonal programs
 - Provided 68 volunteer opportunities



Stakeholder Groups



Department Collaboration

LIBRARY

- 4500 square foot building
- Board of 10 volunteers
- 3 FT and 8 PT staff
- 54,000 visitors
- Loan 96,000 items
- 6000 computer logins
- 4000 minutes of tech help
- 25,000+ circulating items

ARTS & CULTURE

- WB Community Theatre
- Wasaga Artists Group
- Film Festival
- WB Society of the Arts
- Performing Arts Camp & Programs
- Jazz in Park

ECONOMIC DEVELOPMENT

- Downtown Development Master Plan
- Tourism
- Destination/Branding Strategy
- Tourism & Events Advisory Committee



Feature Components

RECREATION

- Large rink with fixed seating
- Walking track
- Large multi-use space court/field house
- Gymnasium
- Multi-purpose dividable rooms for fitness and meetings
- Community Kitchen
- Lobby/Gathering Space

LIBRARY

- Collection Stacks
- Seating Areas
- Staff
- Board Rooms
- Children's Space
- Computer lab
- Maker Space
- Digital Lab
- Study Rooms

CULTURE

- Purpose Built Theater
- Art Gallery
- Studios
- Lighting and A/V Equipment
- Volunteer Staffing
- Broadcast Grade Connectivity



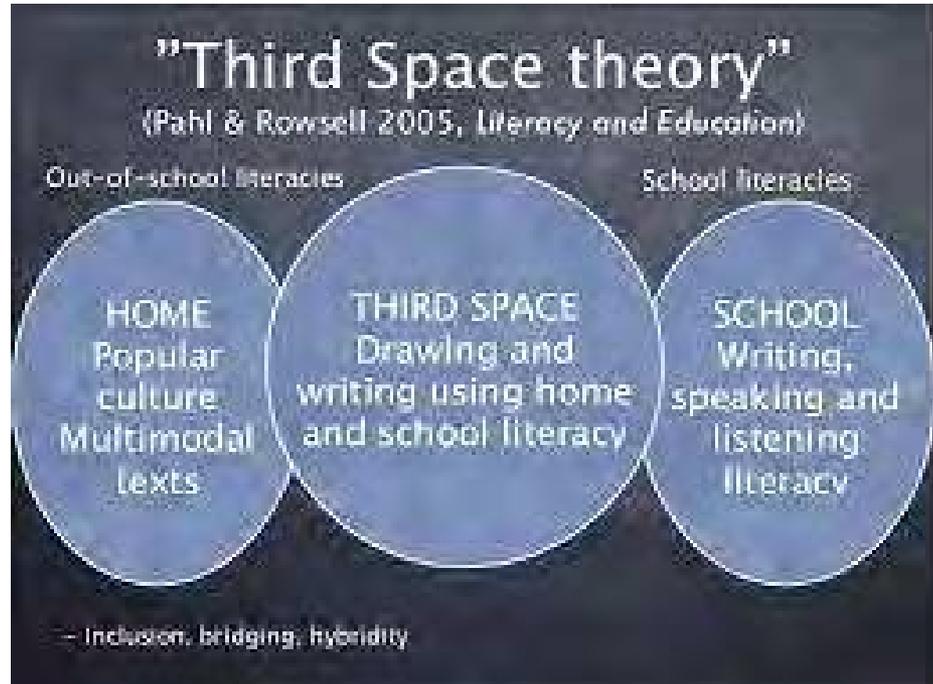
Community Hub Steering Committee



The Community Hub Steering Committee provides advice to staff and Council to assist with the planning of a new arena, multi-use space and library facility building project for occupancy by the fall of 2020



Community Fabric Rationale



Physical Literacy

Physical literacy

is the...



 **Sport for Life**

...to be
active for life

 **Engagement in physical activities for life** (Behavioural)
Engagement in physical activities for life refers to an individual taking personal responsibility for physical literacy by freely choosing to be active on a regular basis. This involves prioritizing and sustaining involvement in a range of meaningful and personally challenging activities, as an integral part of one's lifestyle.

Physical literacy:

- is an inclusive concept accessible to all
- represents a unique journey for each individual
- can be cultivated and enjoyed through a range of experiences in different environments and contexts
- needs to be valued and nurtured throughout life
- contributes to the development of the whole person



Definition of Physical Literacy

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

International Physical Literacy Association, May, 2014



Project Timing

Initiatives	Jan' 18	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan' 19	Feb	Mar	Sep '20
Public Meeting	■																
Needs Assessment Report		■															
Site Confirmed		■															
Steering Committee Struck		■															
Land Acquisition			■	■													
Tender Project Management			■														
Begin Design Process					■												
Cost Building							■										
Seek Government Funding								■									
Demolition									■								
Site work										■							
Tender General Contractor													■				
Ground Breaking															■		
Best Case Opening Date																	■



Recreation, Events & Facilities Department

Thank-you!



Why was a Main Street built in Wasaga?



The Main End of Wasaga Beach circa 1940

Why was a Main Street built in Wasaga?

To facilitate social and economic exchange



The Main End of Wasaga Beach circa 1940

To Facilitate Social & Economic Exchange

Requires access to people, goods and services

A



Wasaga today - Schoonertown

B



The Main End of Wasaga Beach circa 1940

Which option better facilitates social & economic exchange?

To Facilitate Social & Economic Exchange

Requires access to people, goods and services

A



Wasaga today - Schoonertown

B

Pedestrians



The Main End of Wasaga Beach circa 1940

Which option better facilitates social & economic exchange?

What People Have Been Offered in Wasaga Beach

Insular Single-Use Destinations



Vehicular-Oriented Environments



What People Actually Desire

People-Oriented Mixed-Use Places



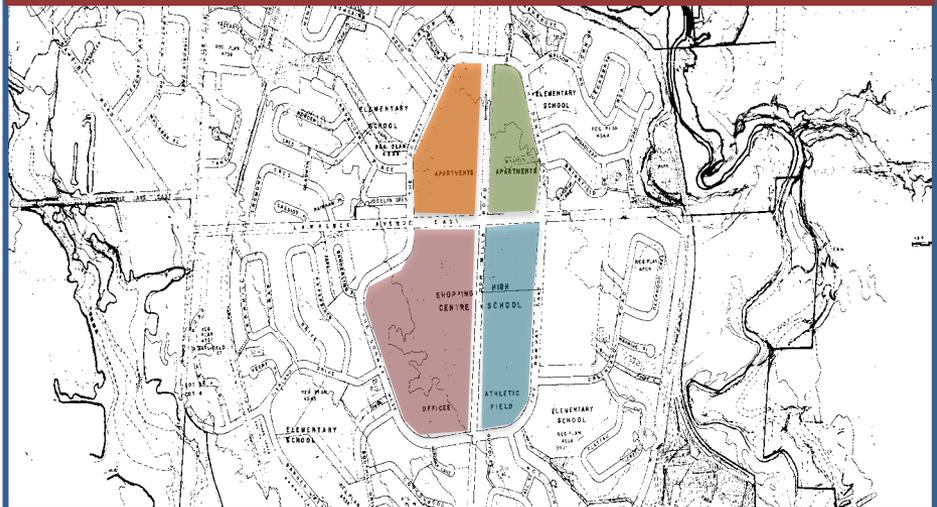
The Benefits of Mixed-Use



Urban Growth Patterns

Post-war Planning

Segregated Uses



Urban Sprawl



How Towns & Cities Are Growing Today

Mixed-Use Development

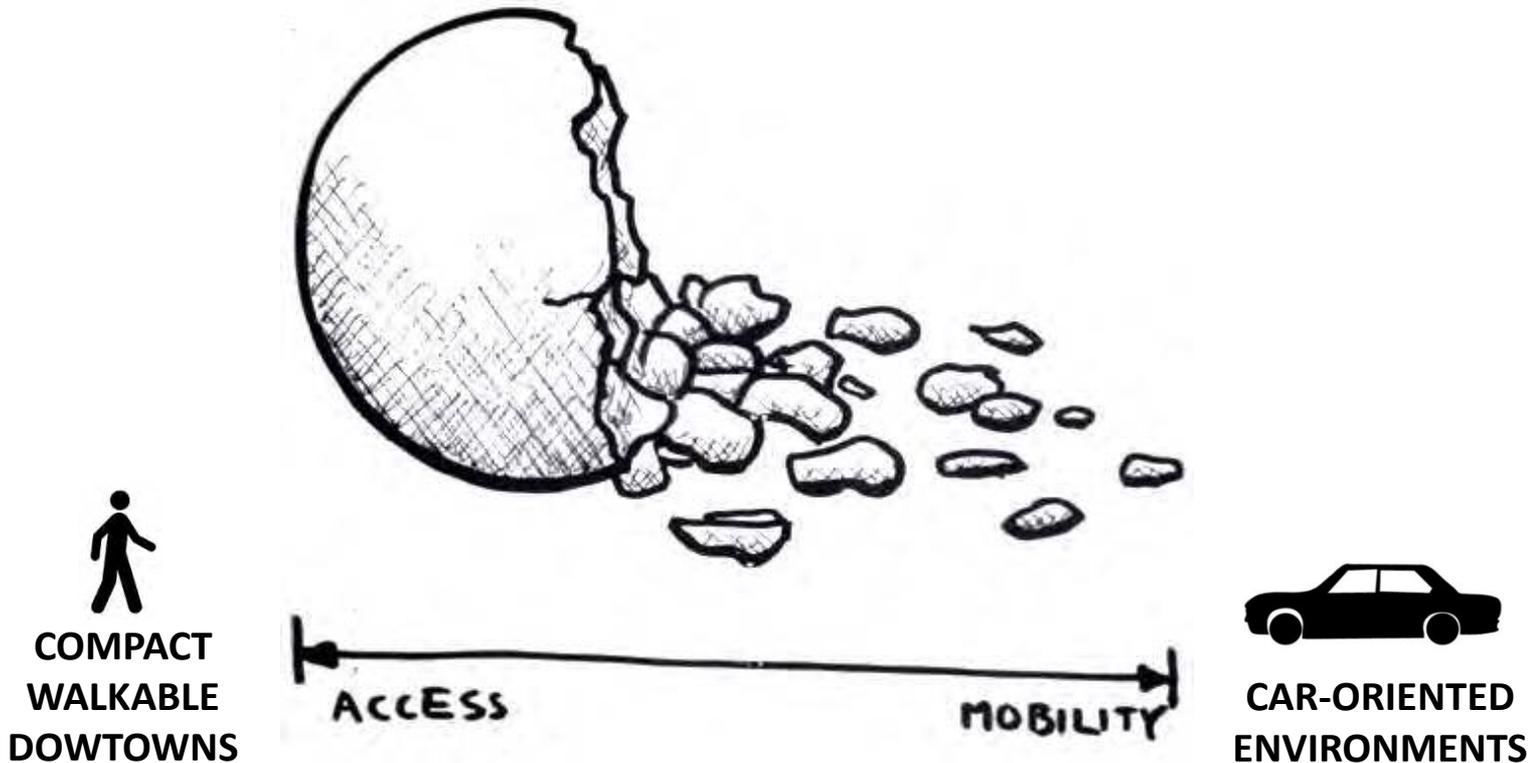


Downtown Revitalization



To Facilitate Social & Economic Exchange

Requires access to people, goods and services



News Release

Ontario Revitalizing Main Streets, Helping Small Businesses Grow

January 23, 2018

Province Helping Boost Tourism, Create Jobs, Enhance Economic Growth

Ontario is helping rural communities attract investment and tourism, create jobs and enhance regional economic growth by supporting the revitalization of downtown and main streets across the province.

Jeff Leal, Minister of Agriculture, Food and Rural Affairs and the Minister Responsible for Small Business, made the announcement today at the Rural Ontario Municipal Association conference in Toronto.

Vibrant main streets help attract visitors, create jobs and increase the competitiveness of small businesses, which are the backbone of small, rural communities. That's why the province is helping municipalities enhance and revitalize their downtown and main streets through improvements such as the installation of pedestrian crosswalks or landscaping. Municipalities can also direct funding to local businesses to improve the appearance of their storefronts by installing lighting or new signage.

Supporting small businesses and communities across the province is part of Ontario's plan to create fairness and opportunity during this period of rapid economic change. The plan includes a higher minimum wage and better working conditions, free tuition for hundreds of thousands of students, easier access to affordable child care, and free prescription drugs for everyone under 25, through the biggest expansion of medicare in a generation.

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Successful Downtowns

Have anchor uses that activate their downtown

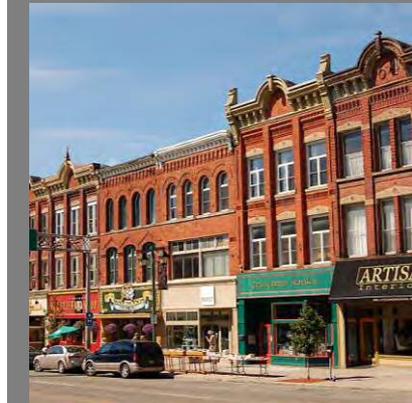
Downtown Building Blocks



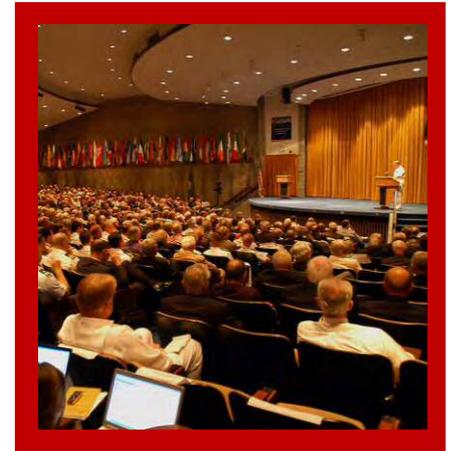
STREETS



**PARKS &
OPEN SPACES**



BUILDINGS

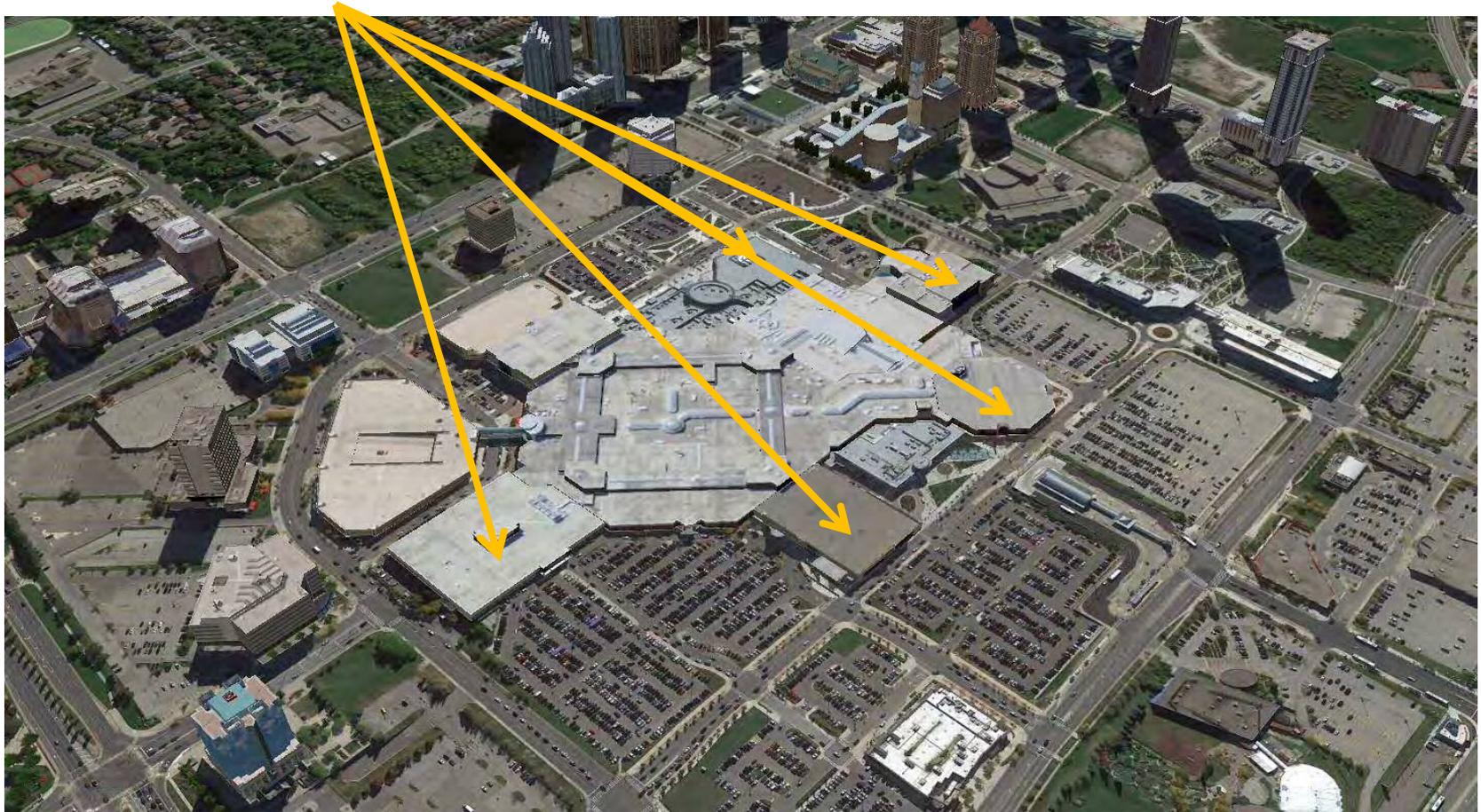


ANCHORS

Shopping Malls

Have anchor uses to attract people (5 minute walk)

Retail Anchors

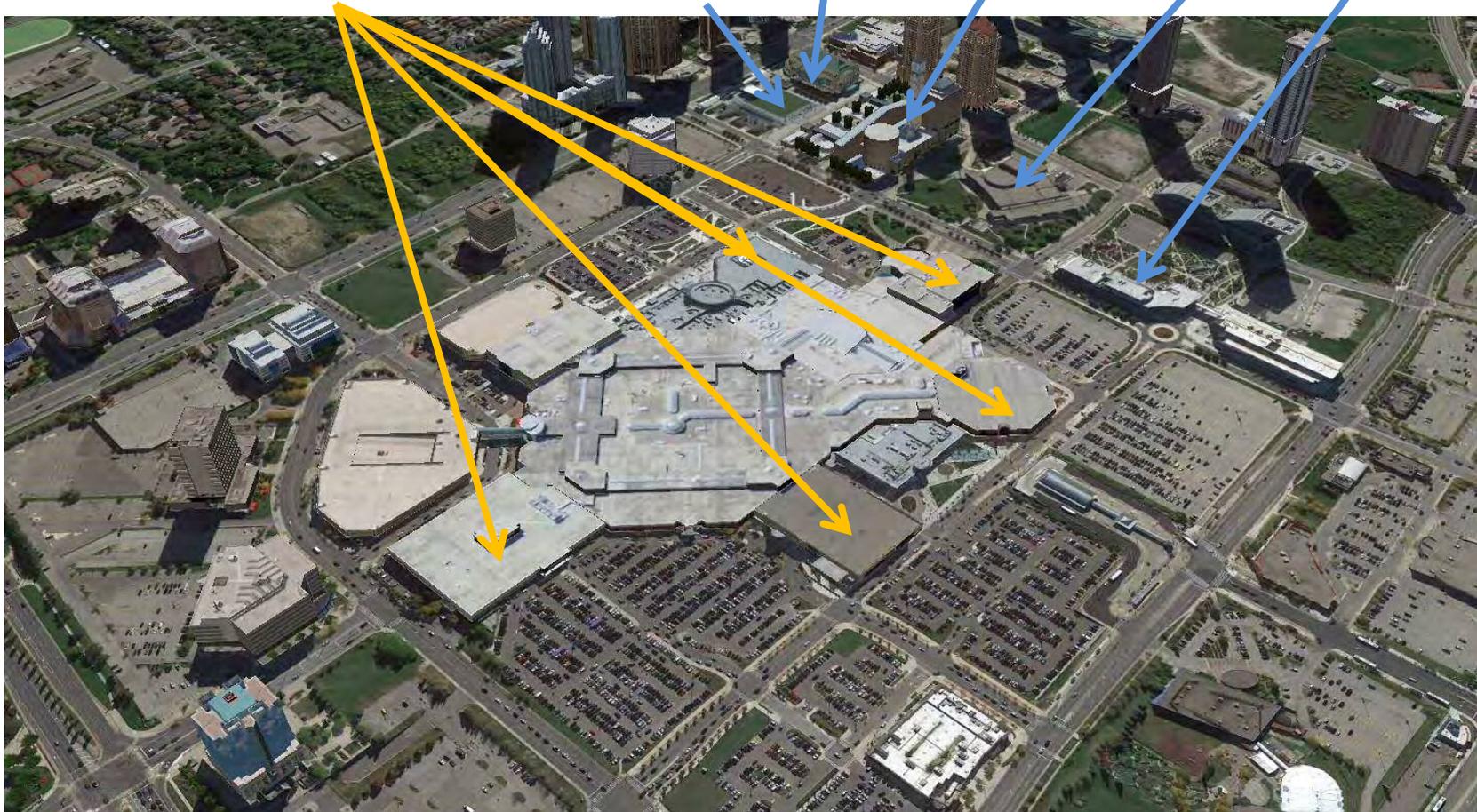


Square One Shopping Mall

Successful Downtowns

Have multiple anchor uses to activate their downtown

Retail Anchors Celebration Sq. Library City Hall LAC Sheridan

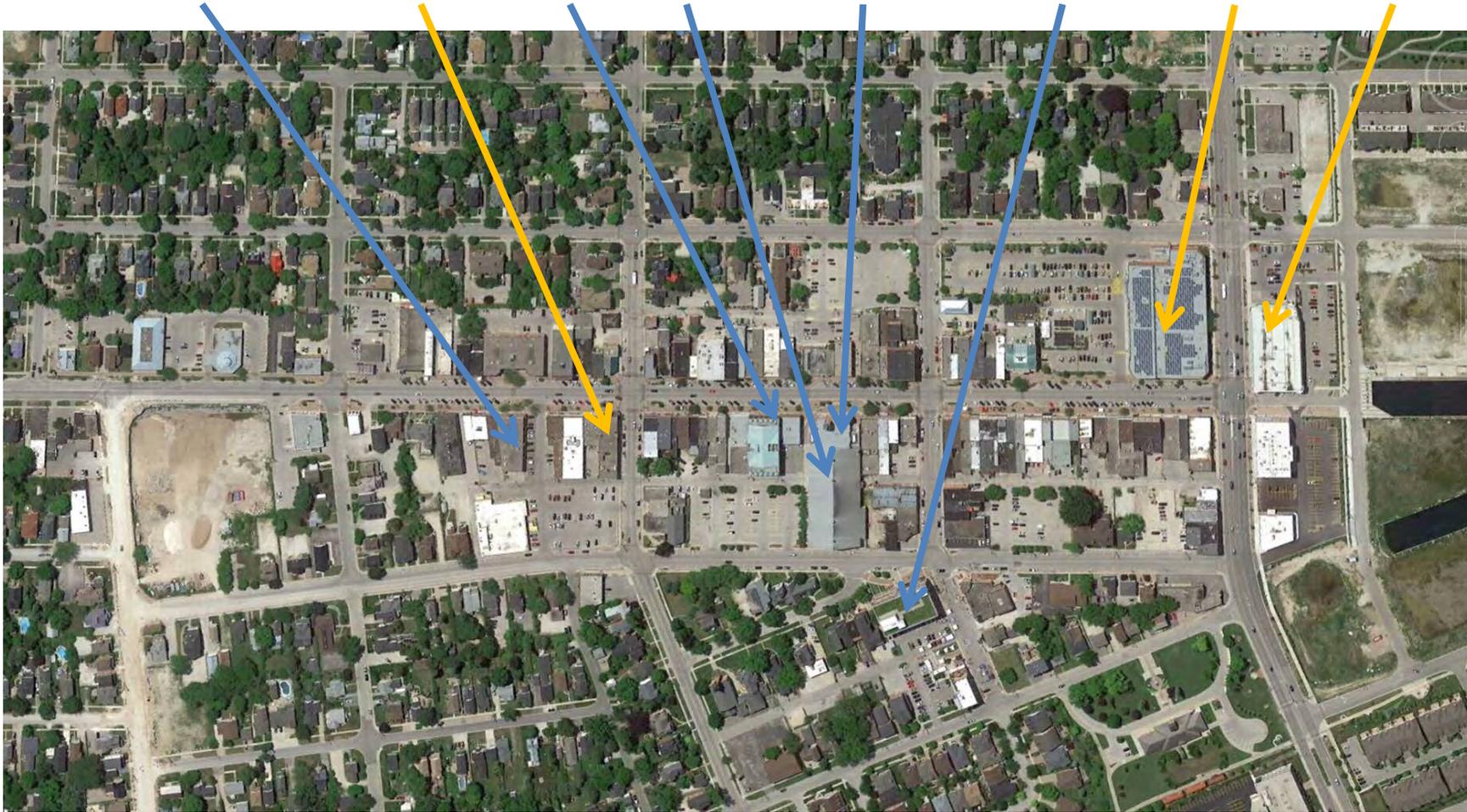


Downtown Mississauga

Collingwood Downtown Anchors

Contributes to main street vibrancy

Service Ontario Theatre BDC Arena Town Hall Library Grocery LCBO



Downtown Collingwood

Wasaga Beach Civic Anchor Buildings

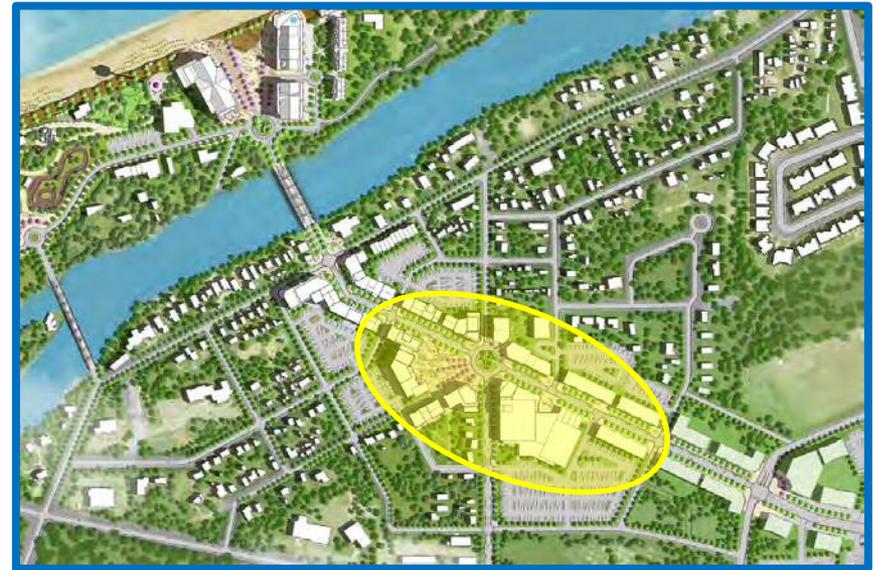
Spread-out vs. Compact

A



Continue to dot civic uses throughout town

B



Concentrated – walking distance

Which option better facilitates social and economic exchange?

Wasaga Downtown Anchors – Community Hub

What are the needs of our community?

Recreation



Arts / Culture



Library



Services



Health



Institutional



Evaluation Criteria

1. Ease of Development – How quickly/easily can development happen on the site?
2. Land Ownership – Does the Town own the land or is acquisition required?
3. Multi-modal Site Access – Is the site easily accessed by pedestrians, cyclists, cars and transit?
4. Parking – is there the ability to provide convenient parking?
5. Economic Impact – Will development on the site benefit adjacent businesses?
6. Vision (Planning Objectives) – Does development on the site support the planning objectives of the Town, County and Province?
7. Funding Opportunities – Can development of the site be positioned for partnership funding with the province and federal governments?
8. Town Building – Will development of the site act as a catalyst to other development?
9. Tourism Potential – Does development of the site support Wasaga's tourism industry?
10. Efficient use of Infrastructure – Does development of the site make efficient use of existing infrastructure (water, sewer, etc.)?

Community Hub – Location Options

Option One - Sports Park



Sports Park (37 acres)

PROS

- Large parcel of Town-owned land
- Ample land for convenient parking
- Three access/egress routes for cars
- Synergies with existing sports facilities (creates a sports campus)



CONS

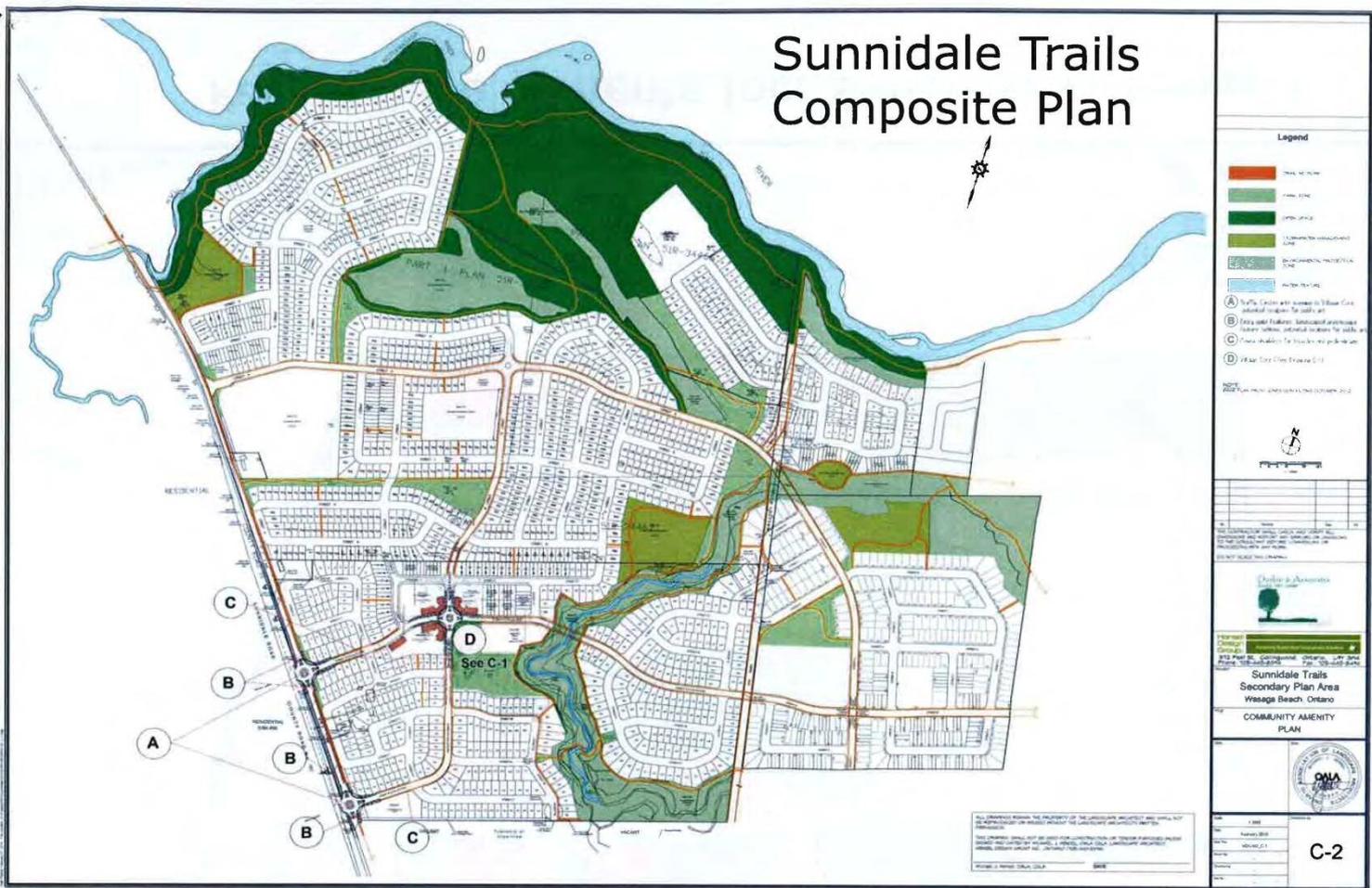
- NVCA – Within the Meander Erosion Hazard of the Nottawasaga River
- Minimal opportunities for multi-modal site access (cycling)
- Isolated location – no economic spin-offs (access to hotels, restaurants, retail, etc.)
- Does not support the planning objectives of the Town, County or Province (Growth Plan)
- Sprawl versus mixed-use downtown
- Not ideally suited for a multi-purpose community hub – (instead likely a single-use recreation facility)
- Questionable funding partnership opportunities when not in the downtown
- Not likely to catalyze further development
- Limited tourism opportunities
- No services currently in place – design underway
- Road improvements necessary – design underway

Community Hub – Location Options

Option Two - Sunnidale Trails (Pacific Homes)



Sunnidale Trails



Sunnidale Trails



Sunnidale Trails (X acres)



Sunnidale Trails (approx. 7.2 Acres)

PROS

- Co-operative developer has identified potential site
- Developer contribution of \$1M + 2.3 acres of land
- Future multi-modal access within the neighbourhood but currently no connections beyond
 - Convenient parking is available
- Potential to create economic spin-offs for adjacent neighbourhood businesses
- Mixed-use neighbourhood centre
 - Community facilities in neighbourhood centres is a positive (opportunity to discuss scale – branch library/covered rink)
- Will assist in selling homes (building tax base)
- Once services are extended it is using them more efficiently
 - Infrastructure to be extended by developers



CONS

- Services do not currently exist and moving forward requires working with the developer to extend
- Requires additional land beyond donation
- Remote location in town – limited access/egress (Sunnidale)
- It is a neighbourhood centre not a downtown
- Would place a major community facility in a neighbourhood facility area (normally within a community there would be a hierarchy of facilities in town – downtown should be the location for major facilities with smaller scale facilities in neighbourhood centres.
- Potential funding partnership opportunities may be limited when not in the downtown
- Limited tourism opportunities
- Lack of proximity to hotels, restaurants, etc.

Community Hub – Location Options

Option Three - Current Arena Site



Current Arena Site (approx. 21 acres)

PROS

- Town-owned land so we could move forward quickly
- Available land for surface parking
 - Uses existing infrastructure
- High visibility at major gateway to town
- Transit available to current arena

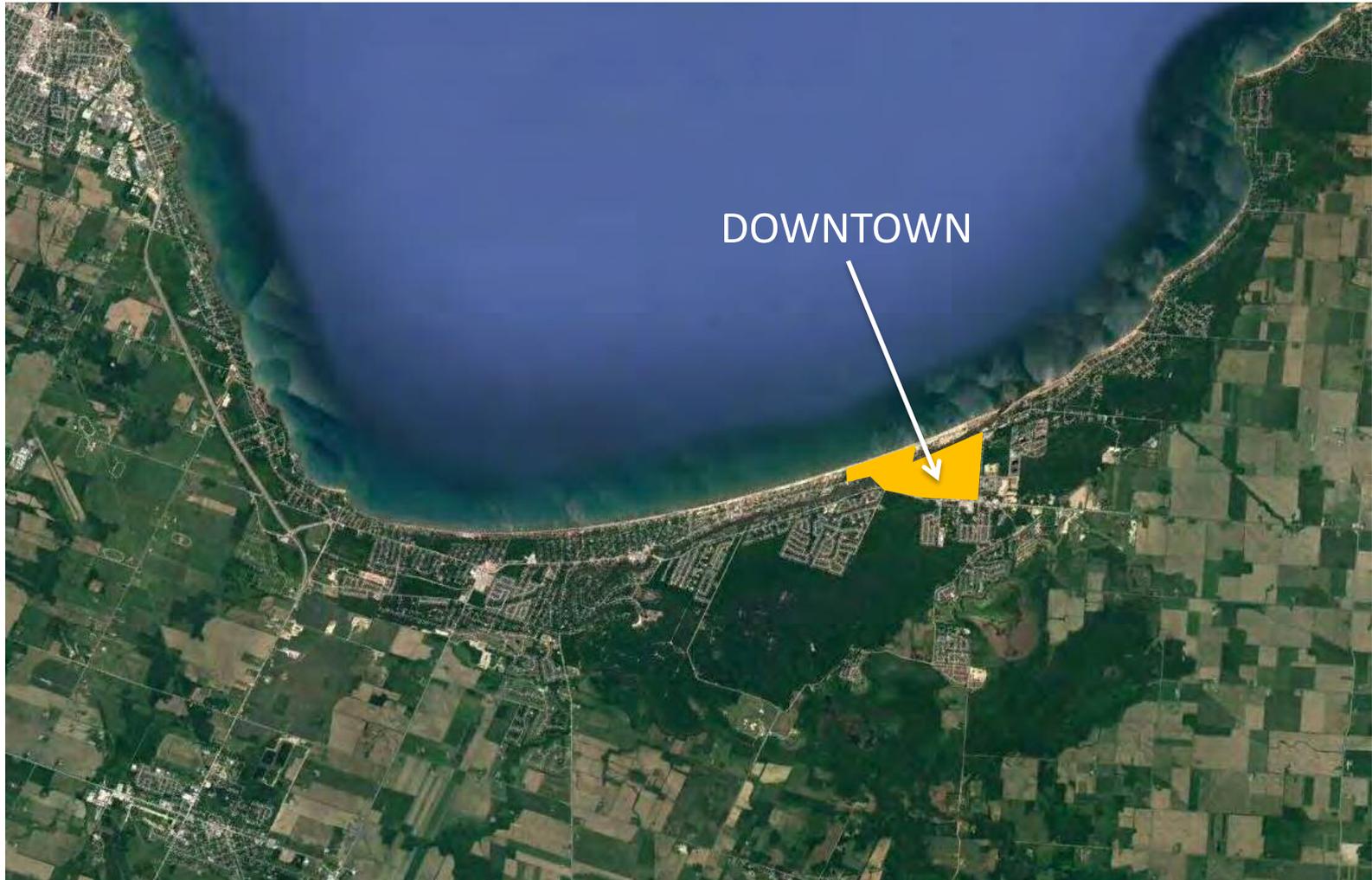


CONS

- Construction staging would be an issue
- Not all of the land is developable
- Limited accessibility by car (one route in and out – very sparse road network – River Road West only)
- Remote location on periphery of town
- Limited economic spin-offs - no close access to hotels & restaurants, etc.
- Not supportive of Town, County or provincial planning objectives
- Questionable funding partnership opportunities when not in downtown
- No synergy with downtown or any other node
- Limited tourism opportunities
- Not ideal location for a community hub – likely to be single recreation use

Community Hub – Location Options

Option Four - Downtown



Downtown 'A' - Stonebridge (approx. 5 acres)

PROS

- Vacant land (fairly easy to develop)
 - Fully serviced
 - Multi-modal access opportunities
- Land for convenient parking
- Potential to benefit adjacent businesses
- Within the downtown area, close to restaurants and shopping
- Some tourism opportunities
- Potential funding partnership
- Positive working relationship with the landowner



CONS

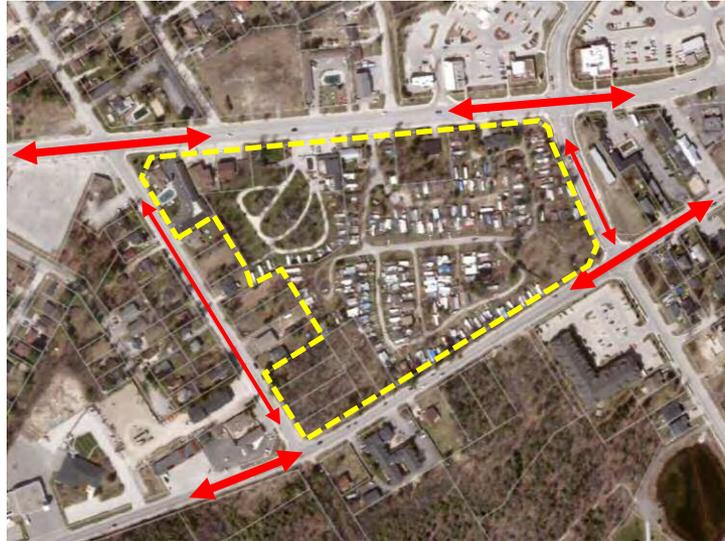
- Requires acquisition from private owner
- Site cannot be expanded (not large enough for the entire community hub – likely arena only)
- Relatively sparse road network (Stonebridge and Wally Drive)
- Limited economic spin-offs with downtown heart and beachfront entertainment district
- Access to hotels, accommodation is limited
- Not support the vision of the DDMP
- Not as strong potential for catalytic town building

Community Hub

Downtown 'B' – Mainstreet Hub (approx 15 acres)

PROS

- Large block of land with full services
- Multiple road access/egress points
 - Multi-modal access (walkable location, cycling, transit, car)
- Sufficient land for convenient parking
 - Good economic spin-offs with proximity to heart of downtown and entertainment district businesses
- Supports planning objectives of the Town, County and Province (Growth Plan)
- Places a major community facility in DT core
 - Community Hubs in DT's are supported by the province
- Positioned well for Community Hub funding opportunities
 - Ideal location for tourism opportunities (event/conference/convention sport tourism) – proximity to beach and future hotels and restaurants
- Catalytic town-building potential
- Flexible site – all in one or campus style buildings
- Residential on Beck not required



CONS

- Several privately owned lands within the block would need to be purchased
- Several businesses would be impacted
- Two tourist facilities would be impacted – campgrounds
- Acquisition could be contentious (displaced landowners)

