

# PROMINENT INFILL DEVELOPMENT OPPORTUNITY

RIVER ROAD W & WESTBURY ROAD, WASAGA BEACH  
MINUTES FROM BEACH AREA 1 REVITALIZATION



POSITIONED FOR USERS, INVESTORS & DEVELOPERS  
WIDE RANGE OF MIXED USE POSSIBILITIES PERMITTED

# THE OFFERING

## RIVER ROAD W, WASAGA BEACH

CBRE's Land Specialists are pleased to offer for sale a 2.44-acre development opportunity in the heart of Wasaga Beach. The Property is well located along River Road West at Westbury Road, within the Town's primary commercial and downtown area. A residential development concept has been proposed for the Site, titled Riverwoods, which contemplates a five-storey building comprising approximately 69,881 square feet of gross floor area, 70 residential units, and 100 surface parking spaces. In addition, the Site benefits from strong long-term development potential due to its current Downtown Core zoning designation, which permits a wide range of commercial and retail uses. The Property is less than a five-minute drive from Beach Area 1, which is currently undergoing a significant revitalization initiative. Backed by provincial funding and a municipally envisioned master plan, several substantial developments are underway in this area, most notably by Sunray Group and Stonebridge Building Group, together introducing new live-work, commercial, and hotel uses. Wasaga Beach is a well-known tourist destination and vibrant beachside community, offering pristine beaches along Georgian Bay, expansive provincial parklands, and an extensive network of recreational and hiking trails.

|                     |                                                                                                                 |
|---------------------|-----------------------------------------------------------------------------------------------------------------|
| Main Intersection   | River Rd W & Westbury Rd                                                                                        |
| Total Land Area     | ± 2.44 acres                                                                                                    |
| Zoning              | Downtown Core                                                                                                   |
| Development Concept | Proposed Residential Development<br>5 stories, 70 units, 100 at-grade parking spaces,<br>total GFA of 69,881 SF |
| Servicing           | Municipal Servicing                                                                                             |



### BEACH AREA 1

Walking distances to Beach 1, Georgian Bay & forest trails



### DOWNTOWN CORE

Prominent location within the main area of Wasaga Beach



### DEVELOPMENT

Highly-efficient residential development concept with substantial work completed



### REVITALIZATION

Significant investment & development in the immediate vicinity



### WELL CONNECTED

Less than a 20-min drive to Hwy 400 & 26 offers regional connectivity



### EXCELLENT ACCESS

To nearby amenities: grocery, restaurants, banks, shopping, schools etc.

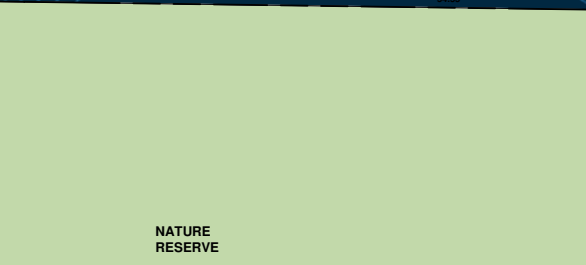


# DEVELOPMENT CONCEPT

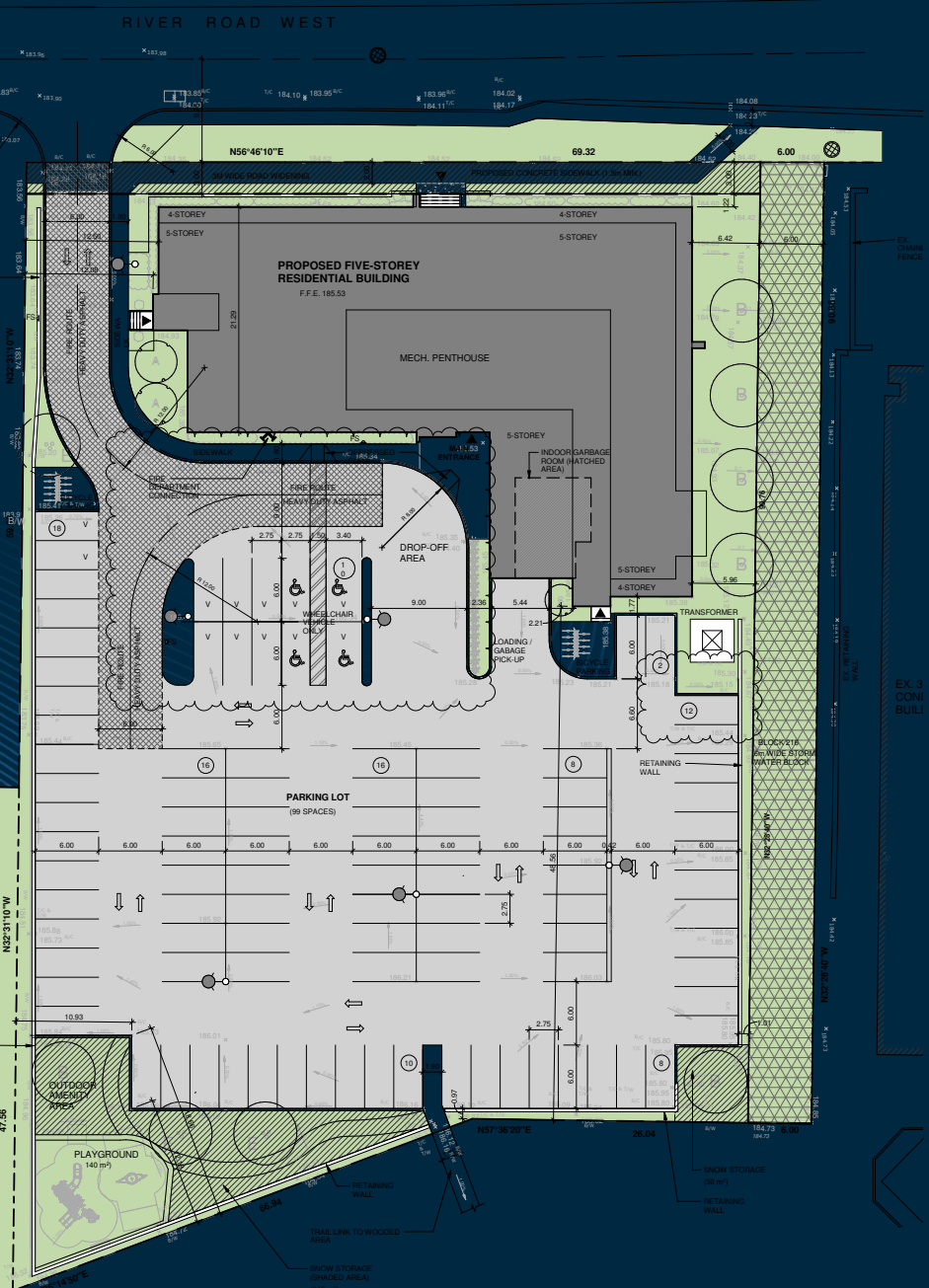
## PROPOSED RESIDENTIAL BUILDING, RIVERWOODS

The proposed concept is designed with efficiency and practicality in mind, balancing strong design with ease of construction, cost control, and livability. The layout, building footprint, and amenity spaces have been planned with the highest-efficiency. A significant amount of background and technical work has already been completed, which helps reduce risk and allows a future developer to move more quickly toward construction. The Site also benefits from Downtown Core zoning, permitting a wide range of uses and giving developers flexibility to adapt the project to their specific needs and market demand.

|         |                                    |                |                                     |
|---------|------------------------------------|----------------|-------------------------------------|
| GFA     | ± 69,881 SF                        | Unit Breakdown | 1 Bed: 14; 1 Bed+Den: 33; 2 Bed: 23 |
| Units   | 70                                 | Density        | 72 Units per Hectare                |
| Storeys | 5                                  | Lot Coverage   | 13.8%                               |
| Parking | 100 (at-grade)                     | Amenity Space  | 6,953 SF (total)                    |
| Status  | Substantial due diligence complete |                |                                     |



## RIVERWOODS RENDERING



RIVERWOODS SITE PLAN

5 STOREYS

The proposed Riverwoods development consists of a 5-storey building

70 RESIDENTIAL UNITS

Designed to include a unit-type mix of 1 bed, 1-bed+den & 2 bed units

69,881 SF GFA

Attainable scale of development minimizes absorption risk

AT-GRADE PARKING

100 surface level parking spaces are lend to the efficiency of the design

## FLEXIBLE DEVELOPMENT OPTIONALITY

In addition to the proposed development, the Site benefits from a wide variety of permitted uses under the existing Downtown Core (DC) Zoning Bylaw designation.

The Downtown Core designation is intended to support a compact, pedestrian-oriented, mixed-use downtown, permitting a broad range of commercial, residential, institutional, and tourism-related uses.

Downtown Core (DC) Primary Permitted Uses

- Residential Uses:
  - Apartment dwellings
  - Residential uses within mixed-use buildings (typically above-grade commercial)
  - Live-work units
- Commercial & Retail Uses:
  - Retail stores and shops
  - Personal service shops (e.g., salons, spas)
  - Restaurants, cafés, and take-out establishments
  - Bars, taverns, and lounges
  - Convenience stores
  - Grocery and specialty food stores
- Office & Professional Uses:
  - Business and professional offices
  - Medical and dental offices
  - Financial institutions (banks, credit unions)
- Hospitality & Tourism Uses:
  - Hotels and boutique accommodations
  - Inns and tourist establishments
  - Conference and meeting facilities
- Entertainment & Cultural Uses:
  - Art galleries and studios
  - Cinemas and theatres
  - Cultural and exhibition spaces
  - Fitness centres and recreational facilities
- Institutional & Community Uses:
  - Daycare and child-care centres
  - Places of worship
  - Community centres
  - Educational and training facilities
  - Public and municipal buildings
- Accessory & Supporting Uses:
  - Parking structures and surface parking
  - Outdoor patios accessory to permitted uses
  - Accessory retail and service uses

# DEVELOPMENT

## SIGNIFICANT INVESTMENT & DEVELOPMENT ACTIVITY

### DESTINATION WASAGA MASTER-PLAN

TOWN OF WASAGA

STATUS: DRAFT | 2<sup>nd</sup> ROUND OF PUBLIC ENGAGEMENT

In April 2026, the Town of Wasaga Beach unveiled its draft Master Plan titled 'Destination Wasaga'. This Master Plan includes a 10 and 20 year envisioned framework to ensure development, revitalization and transformation occurring in the Town is cohesive and supportive of community priorities. These include keeping the beach public, protecting provincial parkland, and keeping nature & sustainability at the forefront, while supporting growth and development in the area to ensure Wasaga is a balanced year-round destination with a thriving economy for locals and for tourists. This Master Plan is supported by a \$38 million investment from the Province of Ontario.

### WATERFRONT HOTEL & DEVELOPMENT

DEVELOPER: SUNRAY GROUP

STATUS: APPROVED | PRE-CONSTRUCTION

The Sunray Group Waterfront Hotel Development is an approved, pre-construction project located on approximately 1.5 acres of prime, Town-owned land overlooking Beach Area 1. The proposed development will introduce a full-service waterfront hotel (~120 units) complemented by ground-floor commercial and food-and-beverage uses, with below-grade parking designed to support a highly pedestrian-focused public realm. With an estimated project value of approximately \$45 million, construction is required to commence by September 2026, with substantial completion targeted for Fall 2029. Envisioned as a flagship anchor for Beach Area 1, the project is intended to address long-standing accommodation limitations, strengthen the area's tourism infrastructure, and support longer visitor dwell times while activating the waterfront with vibrant hospitality and commercial uses.

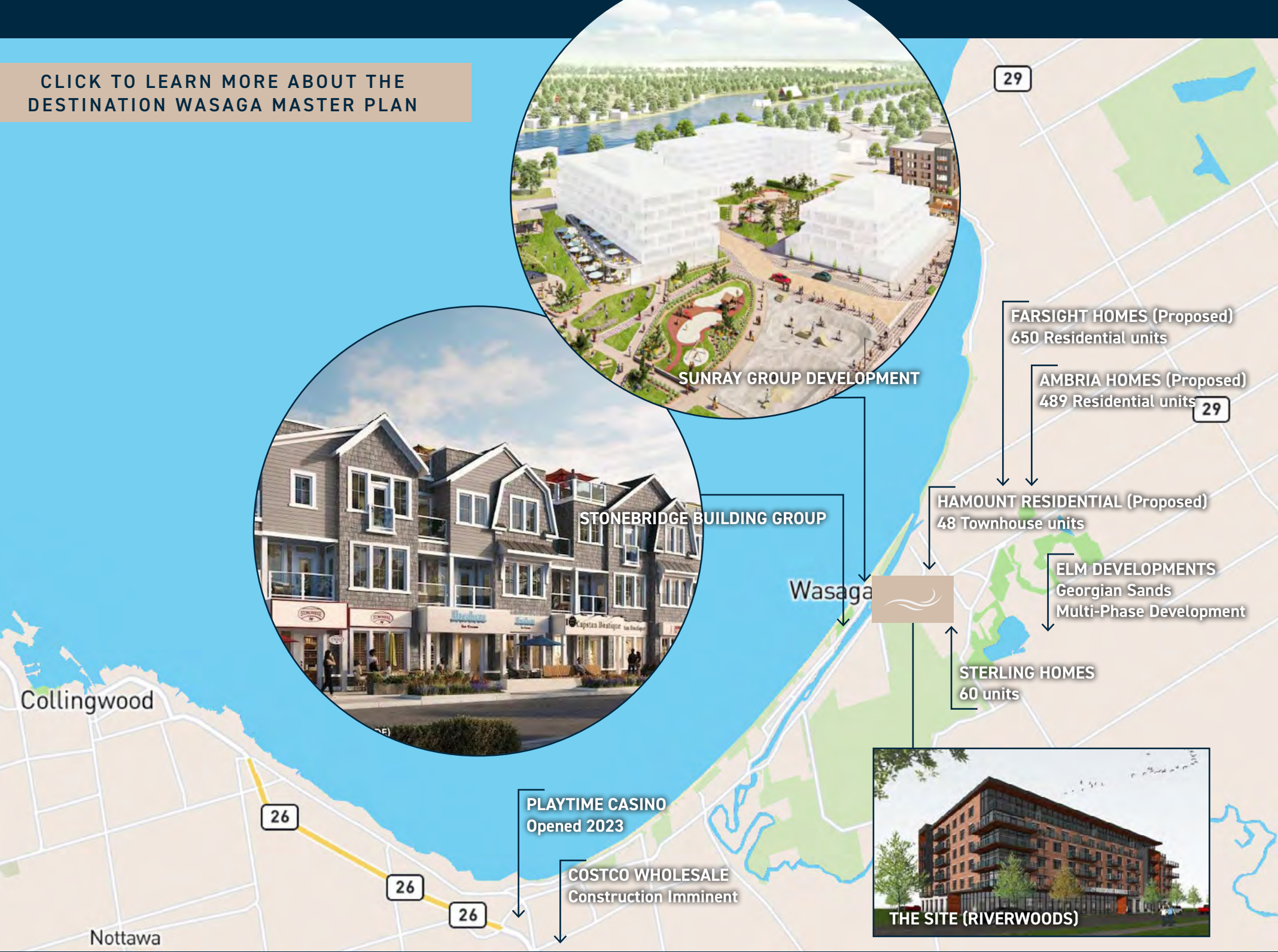
### THE BREAKERS

DEVELOPER: STONEBRIDGE BUILDING GROUP

STATUS: APPROVED | CONSTRUCTION

The Stonebridge Building Group Beach Area 1 Mixed-Use Redevelopment is an active, phased project situated on approximately 5.18 acres between 1st Street and 3rd Street in the heart of Beach Area 1. The large-scale redevelopment of former Town-owned lands will deliver a vibrant mixed-use program comprising over 150 residential units, 31 ground-level commercial units, live-work townhomes, and thoughtfully designed public parkland and landscaped open spaces. The project is planned across five development phases, with Phase 1 construction having commenced in Spring 2025. Once complete, the development is intended to establish a continuous, walkable urban fabric along the main beachfront, supporting retail activation, public realm enhancements, and a year-round residential presence.

CLICK TO LEARN MORE ABOUT THE  
DESTINATION WASAGA MASTER PLAN



### COSTCO WHOLESALE

\$50 MILLION INVESTMENT | ~370 JOBS

STATUS: APPROVED | CONSTRUCTION

A new \$50-million Costco Wholesale is planned for Wasaga Beach, Ontario, with construction expected to begin in spring 2026 and an anticipated opening as early as fall 2026. The approximately 162,000 sq. ft. warehouse will be located at 345 Lyons Court, near Ramblewood Drive, and will include a 24-pump gas bar, tire center, and seasonal garden center. The development is expected to generate more than 370 jobs and will represent a major retail addition serving Wasaga Beach and the broader southern Georgian Bay region.

### PLAYTIME CASINO WASAGA

\$50 MILLION INVESTMENT | ~370 JOBS

STATUS: COMPLETED

Playtime Casino Wasaga Beach represents a \$34.3-million investment by Gateway Casinos & Entertainment Limited and opened in January 2023 as a year-round entertainment destination for the community. The facility spans approximately 25,000 square feet and features about 250 slot machines and electronic table games, along with Gateway's signature MATCH Eatery & Public House, an Arcade Bar, and a large outdoor patio. The development has created approximately 140 permanent jobs, contributing meaningful year-round employment and economic activity, and strengthening Wasaga Beach's position as a growing regional entertainment and tourism hub.

# LOCATION & AMENITIES

## SURROUNDED BY SIGNIFICANT INVESTMENT, DEVELOPMENT & REVITALIZATION

Wasaga Beach is emerging as one of Ontario’s most compelling development and investment markets, anchored by the world’s longest freshwater beach and a bold, municipally led transformation into a four-season destination community. Located along the southern shores of Georgian Bay within the Greater Golden Horseshoe growth corridor, the Town is benefiting from significant provincial and private-sector investment focused on waterfront revitalization, downtown intensification, and tourism infrastructure.

The Destination Wasaga initiative is re-shaping the beachfront and core with new mixed-use development, hospitality, public realm improvements, and year-round amenities, while maintaining the community’s natural and recreational assets. Supported by a new Official Plan, growing residential demand, and major anchor projects now underway, Wasaga Beach presents developers and investors with a rare opportunity to participate in the evolution of a high-profile waterfront market positioned for long-term growth and institutional-quality development.

With this backdrop of accelerating momentum, the offered development opportunity at River Rd W & Westbury Rd provides a strategic entry point for developers and investors seeking exposure to Wasaga Beach’s next phase of growth.

Source: [wasagabeach.com], [news.ontario.ca], [georgianbaynews.com]



### Abundant Natural Beauty

Wasaga Beach offers the worlds longest fresh water beach, stretching over 14 kms along the shore of Georgian Bay. There are countless forest and waterfront trails offer excellent outdoor recreation in the area



### Revitalization of Beach Area 1

Major development is occurring at Beach Area 1, less than a 5-minute from the Site. These developments will bring new commercial units, residential units, hotel and tourist amenities to the immediate vicinity.



### Close Proximity to Retail Amenities

The Site is adjacent to multiple shopping plazas off of Main Street and Beach Drive which are the Town’s primary tourist and retail corridor. There are a range of retail amenities such as Walmart, Foodland, restaurants, banks and more



### Connectivity to Neighbouring Towns

Direct and quick access along Highway 26 to nearby towns such as Collingwood and Muskoka as well as regional connectivity along Highway 400 to Barrie, and the GTA.



### Residential & Institutional

There are numerous new residential developments coming to the area, in addition to a new school that is backed by provincial funding which is planned to bring 1,008 student spaces and planned to open around 2027



### Master-Planned for Growth

Regional and Municipal planning initiatives and commitments, such as the Destination Wasaga Master Plan, are guiding growth and development to ensure that Wasaga is a year-round community with a thriving local economy.

### POPULAR TOURIST DESTINATION

Source: tripadvisor.ca



### NANCY ISLAND HISTORIC SITE

Source: doorsopenontario.on.ca



### SHOPPING & RETAIL PLAZAS NEARBY

Source: stonebridgetowncentre.ca



### PLAYTIME CASINO WASAGA

Source: wikimedia.org



### WASAGA BEACH PROVINCIAL PARK TRAILS

Source: explorewasagabeach.com



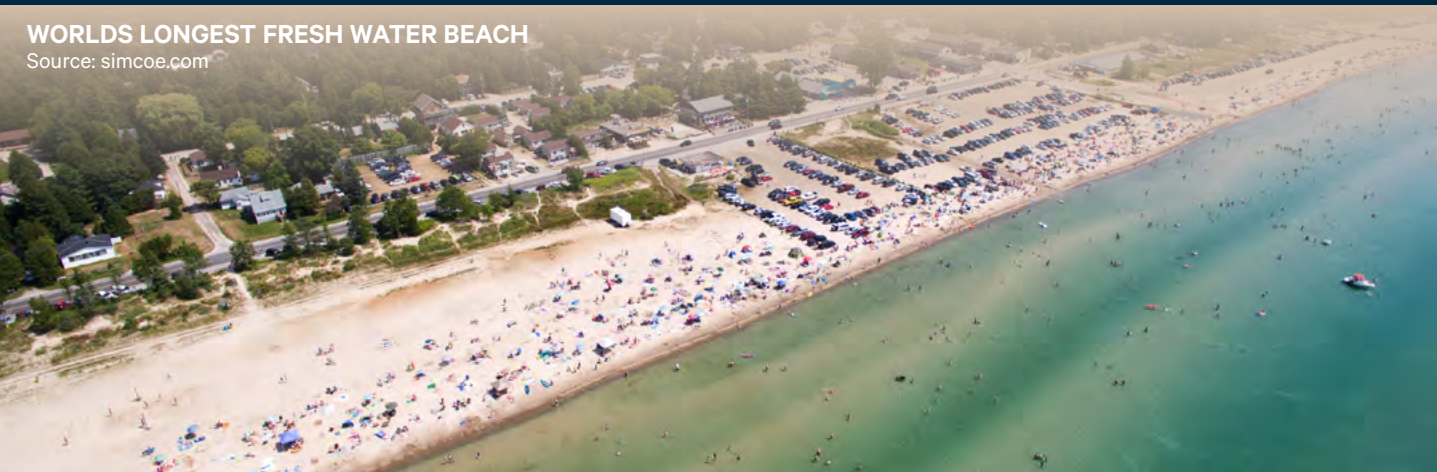
### PROXIMITY TO COLLINGWOOD & BLUE MOUNTAIN

Source: bluemountain.ca



### WORLDS LONGEST FRESH WATER BEACH

Source: simcoe.com



ASKING PRICE: \$2,490,000



## DEVELOPMENT ACTIVITY

### PROPERTY LIBRARY & CA

Supporting material that is relevant to this Offering has been made available in CBRE's confidential online property library. Prospective purchasers seeking access are required to complete this offering's Confidentiality Agreement (CA), using the submission button below:

[SUBMIT CONFIDENTIALITY AGREEMENT](#)

### AVAILABLE DUE DILIGENCE

- Architectural Plans & Drawings
- Engineering & Servicing Reports
- Environmental Impact Study
- Tree Inventory Report
- Planning Justification Report
- Planning Amendment Applications
- Survey

## OFFERING PROCESS

Offers are to be submitted electronically to Torey Ferrelli at [torey.ferrelli@cbre.com](mailto:torey.ferrelli@cbre.com) | Full contact information is below. Offers will be reviewed upon receipt.

## LISTING TEAM

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\*Sales Representative | All Outlines Are Approximate

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