From:	Cheryl Shindruk <cheryls@geranium.com>
Sent:	July 15, 2025 6:45 PM
To:	Mathieson, Dan (MMAH); Jeffrey.schelling@ontario.ca
Cc:	Jennifer Coughlin; George Cabral; Matt Garwood; Danielle Alexander; Brad Thompson; Anita Moore; Phil Fisher; Clerk's Department; Renee Ainsworth; Trevor Harvey; Chris Russell; warden@simcoe.ca; mark.aitken@simcoe.ca; Elliott, Rob; Nathan.Westendorp@simcoe.ca; nancy.huether@simcoe.ca; doug.downey@pc.ola.org; Brian.Saunderson@pc.ola.org; Daniel Steinberg
Subject:	Bayfield Street Corridor, Township of Springwater
Attachments:	Memo - Economic Analysis - Bayfield Corridor Full Report - June 25 2025.pdf; 2025 06 19 Geranium Letter to OPLDF.pdf

Good afternoon Messrs Mathieson and Schelling,

I am writing further to our June 19, 2025 correspondence wherein we noted that the detailed economic impact analysis for the Bayfield Street Corridor would follow under separate cover.

Please find enclosed the detailed economic impact analysis prepared by Keleher Planning & Economic Consultants (KPEC), dated June 25, 2025.

As we have noted in our submissions, servicing the Remington and Sadlon developments, at the south end of the Bayfield Corridor, via the Midhurst water and wastewater servicing infrastructure will help Springwater to realize economic benefits from development in the corridor, which include but is not limited to the following:

$1.5 billion in property assessment value;
$15.5 million in annual property taxes (for the Township, County and education);
$127 million in development charges (for the Township, County and education);
1,172 jobs; and
$135.5 million annual retail spending.

Trusting you will find the details in the enclosed analysis helpful in your deliberations.

Yours very truly,

CHERYL SHINDRUK, MCP, MCIP, RPP
Executive Vice President
Mobile: 416-723-0225 | **Teams:** 647-925-5634
3190 Steeles Avenue East, Suite 300, Markham, ON L3R 1G9

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SUMMER HOURS: **Please note that our Head Office will close at 12:00PM every Friday, from May 16 to August 29, 2025.**

WORKING HOURS: At Geranium, we respect work and life balance. As my hours may look different from yours, there is no obligation to respond outside of your normal working hours.

June 25, 2025

Memorandum to: Daniel Steinberg
Trustee, Midhurst Landowners Group
130 Adelaide Street West, Suite 2800, Toronto ON, M5H 3P5

From: Daryl Keleher, MCIP, RPP, Principal
Keleher Planning & Economic Consulting Inc.

Re: Bayfield Corridor – Economic Benefits
Our File: P1210A

Keleher Planning & Economic Consulting Inc. was retained by the Midhurst Landowners Group ("Landowners") to assess and estimate the impacts of the development of a prospective Minister's Zoning Order (MZO) and other development on Bayfield Street in the Township of Springwater (the "Township") on the finances and economy of the Township and Simcoe County.

The table below summarizes the economic benefits generated by the development of the subject lands as broken down into lands owned by Remington/Sadlon and other lands within the Bayfield Corridor.

Summary of Estimated Economic Impacts by Area

	Bayfield Corridor	Remington Lands	Sadlon Lands	Total
Assessment Value	$ 675,416,852	$ 101,631,000	$ 770,120,000	$ 1,547,167,852
Annual Property Tax Revenues (note 1)	$ 6,813,657	$ 1,809,342	$ 6,850,726	$ 15,473,724
Development Charges (note 1)	$ 54,320,405	$ 15,318,417	$ 57,534,290	$ 127,173,112
Job Generation	700	472	-	1,172
Construction-Related Impacts				
Output ($m)	$ 1,339	$ 301	$ 1,464	$ 3,104
GDP ($m)	$ 696	$ 156	$ 757	$ 1,609
Labour Income ($m)	$ 420	$ 94	$ 455	$ 969
Jobs (Person Years)	6,197	1,389	6,763	14,350
Development Characteristics				
Residential Units	1,800		2,000	3,800
Institutional Beds (LTC, Retirement, Hospice, LLA)		471		471
Commercial GFA (m2)	42,000			42,000
Retail Spending	$ 60,116,850	$ 8,683,545	$ 66,796,500	$ 135,596,895

Note (1): includes tax/DC revenues for Township, County and education

Source: Keleher Planning & Economic Consulting Inc. based on Township and County DC/tax information, Statistics Canada Input-Output Model

Overview of Proposed Development

The subject lands along the Bayfield Corridor are estimated to be developed across three different components:

- Bayfield Corridor: The subject lands along the Bayfield Corridor are estimated to be developed with 1,800 housing units (apartments), which would accommodate a population of 2,950 persons. The non-residential lands would provide for 42,000 square metres of retail space, which would generate approximately 700 jobs at a rate of 60 square metres per job.
- Remington/Sadlon Lands: These lands are estimated to be developed with 2,115 housing units ranging from single-detached, semi-detached, small homes, townhouses of various types, stacked apartments, life lease apartments and mixed-use buildings. The lands would also include retirement home, long-term care and hospice care elements. There would also be a community building constructed.

Figure 1

Summary of Development, Bayfield Corridor

Residential Units by Type	Share of Units by Type	Units	Persons Per Unit	Persons
Singles/Semis	40%	96	3.31	318
Townhouse	45%	318	2.40	763
Apartments	15%	3,386	1.64	5,553
Total		3,800		6,634

Other	Gross Floor Area (ft2)	Units	Persons Per Unit	Persons
Retirement Home	12,000	145	1.10	160
Long-Term Care	12,692	160	1.00	160
Hospice Care	4,199	51	1.00	51
Life Lease Apartments	8,876	115	1.64	189
Subtotal	37,767	471		559

Non-Residential	FSW Factor	Jobs	GFA (note 1) (m2)
Retail	60	700	42,000
Community Building	65	45	2,913

Source: Plans provided by client

CONSTRUCTION-RELATED BENEFITS

Development Charge Revenues

Based on the proposed redevelopment, and the DC/EDC rates in effect as of the writing of this memorandum, the development would generate a total of $127.2 million, including $64.8 million for the Township of Springwater, $38.5 million for Simcoe County, and $23.9 million for local school boards through the EDC.

The long-term care and hospice units are defined as Institutional in the Township's DC by-law and imposed a DC equivalent to the "Other Multiple" dwellings and charged on a per-unit basis. However, Bill 17 would make such types of development exempt from DCs.

Estimated DC Revenues, Bayfield Corridor

	Township	County	Education	Total
Bayfield Corridor	$ 27,589,207	$ 16,409,714	$ 10,321,484	$ 54,320,405
MZO Remington/Sadlon	$ 37,172,441	$ 22,131,773	$ 13,548,493	$ 72,852,707
Total	$ 64,761,648	$ 38,541,487	$ 23,869,977	$ 127,173,112

Source: Keleher Planning & Economic Consulting Inc. based on DC rates effective January 1, 2025

Construction-Related Economic Activity

The construction of the residential and non-residential buildings within the proposed development will generate substantial activity in the construction sector, as well as sectors that provide services and materials to the construction sector.

Using Statistics Canada Input-Output multipliers that converts dollars of input into estimated output, including directly in the construction of the development, indirectly in businesses that provide materials and services to the construction industry, and induced within the broader economy via spent wages and income, in total, the development would generate through the construction of the proposed development:

- $3.1 billion in Gross Output;
- $1.6 billion in GDP;
- $969 million in income and wages;
- 14,350 person-years of employment.

Figure 2

Estimated Economic Benefits and Impacts of Construction, Bayfield Corridor

	Direct	Indirect	Induced	Total
Bayfield Corridor				
Output ($m)	$ 750	$ 366	$ 223	$ 1,339
GDP ($m)	$ 363	$ 181	$ 152	$ 696
Labour Income ($m)	$ 240	$ 118	$ 62	$ 420
Jobs (Person Years)	3,269	1,770	1,158	6,197
Remington/Sadlon				
Output ($m)	$ 989	$ 487	$ 290	$ 1,765
GDP ($m)	$ 476	$ 239	$ 198	$ 913
Labour Income ($m)	$ 312	$ 156	$ 80	$ 549
Jobs (Person Years)	4,302	2,346	1,505	8,152
Total				
Output ($m)	$ 1,738	$ 853	$ 513	$ 3,104
GDP ($m)	$ 838	$ 420	$ 350	$ 1,609
Labour Income ($m)	$ 552	$ 274	$ 142	$ 969
Jobs (Person Years)	7,571	4,116	2,664	14,350

Source: Keleher Planning & Economic Consulting Inc. based on Statistics Canada Input-Output Multipliers

ON-GOING IMPACTS

Property Tax Revenues

The figure below shows the estimated amount of assessment value that the proposed residential and non-residential elements of the development would generate, which will generate property tax revenue for the Township, County and public education system and publicly-funded schools. Assessment values are based on roughly estimated hard construction costs for each type, as reported by the Altus Group Cost Guide 2023, and assumed unit sizes for each unit type.

In total, it is estimated that the residential and non-residential uses would generate $6.95 million per year in property taxes for the Township, as well as $4.76 million per year for the County and $3.76 million for education.

Figure 3

Estimated Annual Property Tax Revenue Generated, Bayfield Corridor

Sector	Assessment	Town	County	Education	Total
Bayfield Corridor	$ 675,416,852	$ 3,039,873	$ 2,083,065	$ 1,690,718	$ 6,813,657
Remington/Sadlon	$ 871,751,000	$ 3,908,881	$ 2,678,550	$ 2,072,636	$ 8,660,067
Total	$ 1,547,167,852	$ 6,948,754	$ 4,761,616	$ 3,763,355	$ 15,473,724

Source: Keleher Planning & Economic Consulting Inc.

Retail Spending

The residents living in the residential elements of the development lands would spend money at local stores, service-providers and businesses. Based on Statistics Canada Survey of Household Spending and making adjustments to reflect the anticipated share of spending within each category of spending likely to be spent at local businesses, it is estimated that each household would spend an average of $33,400 per year at local establishments. In total, the proposed development and those occupying the units would generate $135.6 million per year in retail spending for the local community.

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June 19, 2025

Via email to OPLDF@ontario.ca

Mr. Dan Mathieson, Chair
Mr. Jeffrey Schelling, Deputy Facilitator
Office of the Provincial Land and Development Facilitator
Ontario Ministry of Municipal Affairs and Housing
Suite 2302
777 Bay Street
Toronto, Ontario
M7A 2J3

Dear Messrs. Mathieson and Schelling,

Re: Facilitated Discussions concerning Barrie-Springwater-Oro-Medonte Boundary Adjustments

We are writing to correct the record with respect to recent statements regarding the Midhurst WWTP.

In a recent CBC interview Mayor Coughlin noted that it would be at least a decade before the Remington lands could be serviced by Springwater and that the existing Midhurst wastewater treatment plant is a "temporary" facility. These statements are not accurate.

The Midhurst Landowners Group is the group responsible for financing and constructing the Midhurst Wastewater Treatment Facility, as well as managing allocation of capacity in that facility. As the Member of the MLG holding the majority allocation, we can advise that there will be capacity for the Remington development when construction of the Phase 2 Expansion is complete in 2028. The Sadlon lands, too, can be serviced by the Midhurst plant. Building permits could be issued in connection with that capacity in 2027, with occupancy permits forthcoming in 2028, commensurate with commissioning of the expanded facility.

As noted in the MLG submission of June 13, 2025, servicing the Remington and Sadlon lands through the Midhurst WWTP will have the added benefit of servicing the Bayfield Street Corridor in Midhurst, which Council has identified as a priority having commissioned a study that was completed by WSP in 2021. Council endorsed that study which identifies Bayfield Street as a mixed-use main street focal point for the community.

The benefits associated with this development scenario have been estimated by Keleher Planning and Economic Consultants and are set out in the table below. Detailed memorandum to be provided under separate cover.

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Summary of Estimated Economic Impacts June 2025				
	Bayfield Street Corridor(1)	**Remington (2)**	**Sadlon (3)**	**Total Bayfield Corridor**
Property Assessment	$675MM	$101MM	$770MM	$1.5B
Annual Property Taxes	$6.8MM	$1.8MM	$6.8MM	$15.5MM
DCs	$54MM	$15MM	$57MM	$127MM
Jobs	700	472	--	1,172
Annual Retail Spending	$60MM	TBD	TBD	TBD
Construction-Related Jobs	6,197	1,389	6,763	14,350

Source: Keleher Planning & Economic Consultants, June 2025.

Notes:

(1) Based on Township of Springwater Bayfield Street Corridor Study by WSP, 2021, and as presented to Council on June 4, 2025 during WSP's Growth Management Update.

(2) Based on information presented by Remington to Springwater in the request for Council support for MZO, which support was given unanimously by Council on December 6, 2023.

(3) Based on information presented by Sadlon to Springwater in the request for Council support for MZO, which support was given unanimously by Council on December 20, 2023.

The existing Midhurst wastewater treatment facility is in fact a permanent structure that has been incorporated into the Phase 2 expansion.

Furthermore, the Phase 2 expansion is fully funded by a combination of funds from the Midhurst Landowners Group and the Provincial Housing Enabling Water Systems (HEWS) fund. As you know, the Province established the HEWS funding specifically to "unlock more housing" to "support the Province's growing population", "to protect communities" and to "enhance economic growth". The contract for the Phase 2 expansion has been awarded to Kenaidan Contracting Ltd. Value engineering with Kenaidan and the Midhurst WWTP technical team is currently underway.

For additional clarity, servicing capacity for non-residential lands like the Community Hub and employment lands is factored into the planned capacity at the WWTP.

For at least the last year, the MLG has been on the record in support of the Township of Springwater request for wastewater services for the Community Hub at the northwest corner of Bayfield Street and Snow Valley Road. As noted on the Township of Springwater website, immediate plans for the 50-acre Hub property include a new fire station, a new recreation centre with arena, a new library, meeting and

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activity space, active and passive recreation (trails and sport fields), and a new Simcoe County EMS station.
At the June 18th Springwater Council meeting, Deputy Mayor Cabral raised questions about the impact of Barrie's proposed annexation on the taxpayers of Springwater. We will be providing additional information that responds to that question under separate cover.

In the meantime, we trust this letter will be helpful in the facilitated discussions.

Yours very truly,

GERANIUM

[redacted] [redacted]

Mario Giampietri
President & CEO

Cheryl Shindruk
Executive Vice President

Copy to:
All Members of Springwater Council
All Members of County Council
Rene Ainsworth, Deputy CAO, Township of Springwater
Trevor Harvey, Director of Engineering, Township of Springwater
Chris Russell, Director of Planning, Township of Springwater
Mark Aitken, CAO, County of Simcoe
Rob Elliott, General Manager, Engineering, Planning & Environment, County of Simcoe
Nathan Westendorp, Chief Planner, County of Simcoe
Nancy Huether, Director, Economic Development & Airport Services
Jeffrey Schelling, Deputy Chair, OPLDF
Daniel Mathieson, Chair, OPLDF
Hon. Doug Downey, MPP
Brian Saunderson, MPP
Daniel Steinberg, Trustee, MLG
Members of the MLG:
- Brookfield Residential
- Countrywide Homes
- Sundance Homes
- Melrose Investments
- Ballymore Homes
- Rose Corporation
- Harbour Equity
- Cedar City Developments

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