

For Sale

Approved Residential Development Opportunity



646 RIVER ROAD WEST, WASAGA BEACH, ON



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Investment Highlights



Strategic Wasaga Beach Location

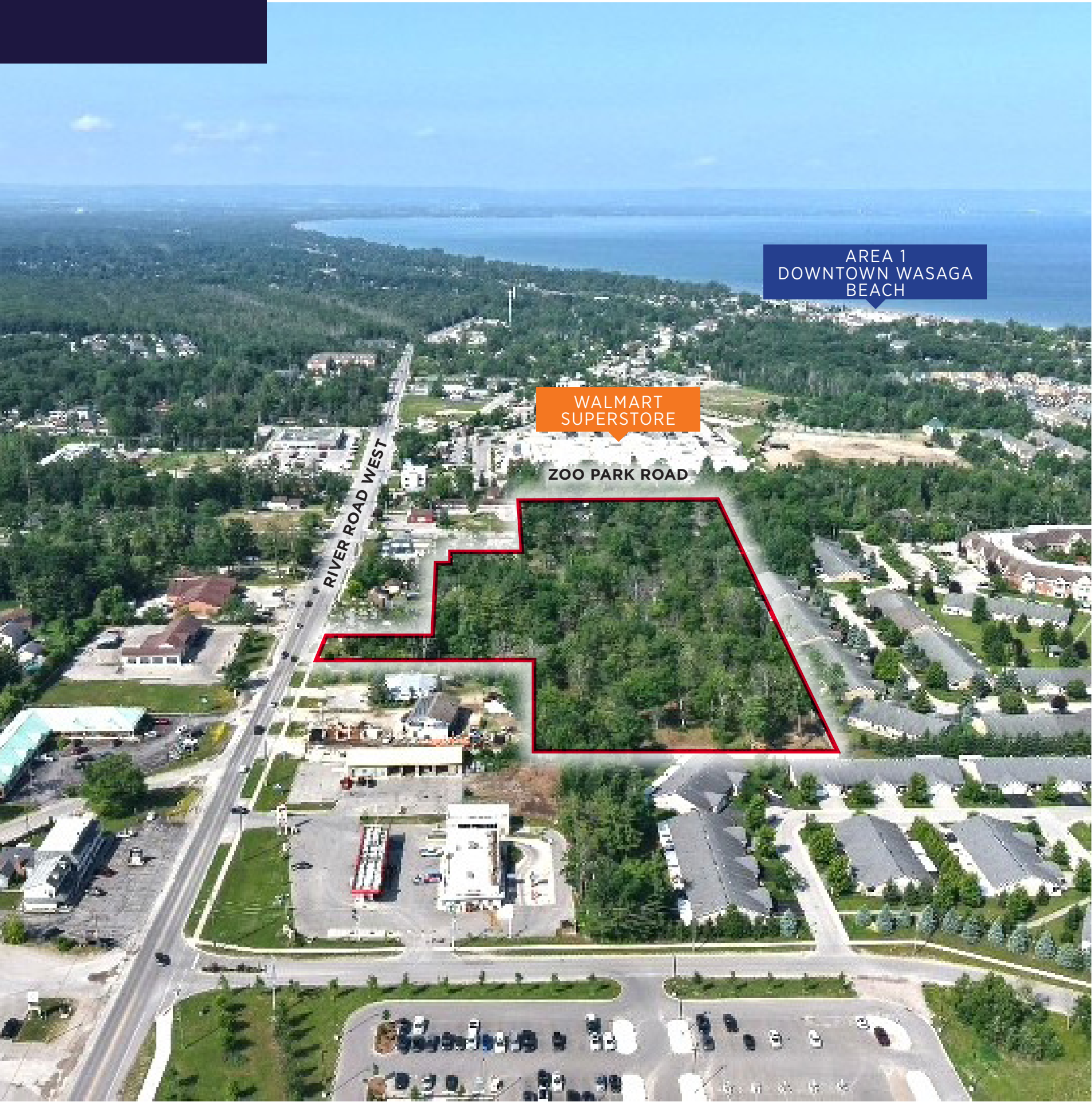
The Property is situated in a desirable area of Wasaga Beach that offers an attractive balance of residential living, recreational amenities, and convenient access to commercial services. Positioned just minutes from the Town’s primary retail node along Mosley Street and River Road West, residents benefit from a wide range of grocery stores, restaurants, cafés, shopping, and everyday services. The Property is also within close proximity to Wasaga Beach’s renowned waterfront, including the iconic Beach Area 1 and the world’s longest freshwater beach, providing year-round recreational opportunities such as swimming, boating, hiking, cycling, and winter activities. Surrounding neighbourhood amenities include schools, parks, community centres, golf courses, healthcare services, and the Wasaga Beach Provincial Park trail network. While nearby Highway 26 provides convenient connections to Collingwood, Stayner, and the broader Southern Georgian Bay region. The combination of established neighbourhood amenities, strong recreational appeal, and excellent access to retail and regional transportation makes this location highly desirable for both permanent residents and seasonal visitors.



Residential Development of Scale

The current lands have received Draft Plan of Subdivision, Official Plan Amendment (OPA) and Zoning By-Law Amendment (ZBA) approval to permit the development of 122 Townhouses and a 4 story, 30-unit apartment building on the lands know municipally as 602, 612, 630 & 646 River Road West and described as Part Lot 25, Concession 9, Town of Wasaga Beach. The subject lands have a total area of 3.4 hectare (8.4 acres), with a combined frontage of 61.8 metres (202.7 feet) on River Road West and 91.6 metres (300.5 feet) on Zoo Park, in the town of Wasaga Beach.

The lands will be developed in two interconnected parts, one being a common element freehold townhouse development and the second being a multi-unit apartment building. The approved development consists of 17 blocks of townhouses with 122 units, each having 2 parking spaces. The apartment development consists of a 4-storey building with 30 units including covered parking at grade.



Property Details

Location: Located 1.4kms from the shores of Wasaga Beach, the Property is on the northwest side of River Road West and Zoo Park Road. It is midway between Walmart Superstore and the new Arena/Library and high school (est 2027 completion).

Directions: Short walk down Main Street to the Town of Wasaga’s Beach Area 1, the property is a rare infill opportunity within this growing community. Regionally connected by HWY 26 to access neighboring municipalities of Collingwood, Clearview and beyond with convenient access to the Highway 400 corridor to the Greater Toronto Area.

PINs	583370269, 583370270, 583370271 and 583370272
Land Area	8.28 acres
Services	Water, Sewer, Gas and Hydro* available at the lot line <i>*Hydro capacity requires upgrades to satisfy the future development</i>
Zoning	R3H(42, 43), R4 H(8)
Official Plan	District Commercial
Proposed Development	122 townhomes with +/- 183,000 SF of GFA 4 storey, 30-unit apartment building with +/- 22,000 SF of GFA and surface parking
Asking Price:	Contact Listing Agents



Location Overview

The Subject Property is located along River Road West in Wasaga Beach, one of Ontario’s fastest-growing waterfront communities and a highly desirable recreational and year-round residential destination. Positioned within the Town of Wasaga Beach, the Property benefits from a peaceful setting while remaining within close proximity to the area’s primary commercial and tourism corridors. The surrounding area is characterized by a mix of established residential neighbourhoods, seasonal accommodations, recreational amenities, and natural open spaces, with convenient access to Mosley Street, Main Street, and County Road 92, providing efficient connections throughout Wasaga Beach, Collingwood, and the southern Georgian Bay region.

The Property is well connected by regional transportation infrastructure, with Simcoe County LINX transit providing service between Wasaga Beach and neighbouring communities, including Collingwood and Barrie, where residents can access expanded regional transit services and GO Transit connections. County Road 92 and nearby Highway 26 offer convenient east-west access along Georgian Bay, while Highway 400 is approximately 30 minutes to the southeast, providing direct connectivity to Barrie and the Greater Toronto Area.

The location offers an excellent range of amenities, with numerous retail centres, restaurants, cafés, grocery stores, pharmacies, financial institutions, and everyday services located throughout Wasaga Beach’s commercial core and along nearby Mosley Street. The Property also benefits from proximity to major recreational attractions, including Wasaga Beach Provincial Park, the world’s longest freshwater beach, golf courses, marinas, and year-round outdoor recreation. The surrounding community is supported by public and catholic schools, healthcare services, and a growing population driven by both permanent residents and seasonal visitors, reinforcing Wasaga Beach’s reputation as one of Ontario’s premier lifestyle and recreational destinations.

Area Amenities

- WASAGA BEACH PROVINCIAL PARK:** Wasaga Beach Provincial Park is home to the world’s longest freshwater beach, stretching over 14 kilometres along the shores of Georgian Bay. As one of Ontario’s premier recreational destinations, the park attracts millions of visitors annually and offers sandy beaches, hiking trails, picnic areas, and year-round outdoor activities, making it a defining amenity for the surrounding community.
- STONEBRIDGE TOWN CENTRE:** Stonebridge Town Centre is Wasaga Beach’s primary retail destination, offering a wide range of national retailers, grocery stores, restaurants, financial institutions, and everyday services. Anchored by major tenants including Walmart and Canadian Tire, the centre serves as the community’s principal shopping hub and provides convenient access to daily necessities for both permanent residents and seasonal visitors.
- WASAGA BEACH AREA 1:** Area 1 serves as the town’s primary beachfront destination, featuring the iconic beachfront, boardwalk, restaurants, cafés, shops, and seasonal events. The area functions as the social and tourism heart of Wasaga Beach, drawing both local residents and visitors throughout the year while supporting a vibrant waterfront atmosphere.
- BLUE MOUNTAIN RESORT:** Located approximately 25 minutes west of the Property, Blue Mountain Resort is Ontario’s largest four-season mountain resort and a major tourism destination. The resort features downhill skiing, golf, mountain biking, hiking trails, conference facilities, and the vibrant Blue Mountain Village, attracting visitors year-round and supporting the broader regional economy.





Area Amenities

- 1 Walmart Supercentre
- 2 Stonebridge Town Centre
- 3 Pet Value
- 4 Chuck's Roadhouse Bar & Grill
- 5 Foodland
- 6 Boston Pizza
- 7 McDonald's
- 8 Dollarama
- 9 Anytime Fitness
- 10 Wendy's
- 11 Firehouse Subs
- 12 Pizza Hut
- 13 Domino's Pizza
- 14 Stacked
- 15 Shoppers Drug Mart
- 16 Tim Hortons
- 17 Starbucks
- 18 Real Canadian Superstore
- 19 A&W
- 20 Canadian Tire

Parks & Leisure

- 1 Marlwood Golf & Country Club
- 2 Wasaga Beach Arena
- 3 Wasaga Beach, The Beach
- 4 Wasaga Beach Provincial Park

Area Demographics - Wasaga Beach



25,800
Total Population



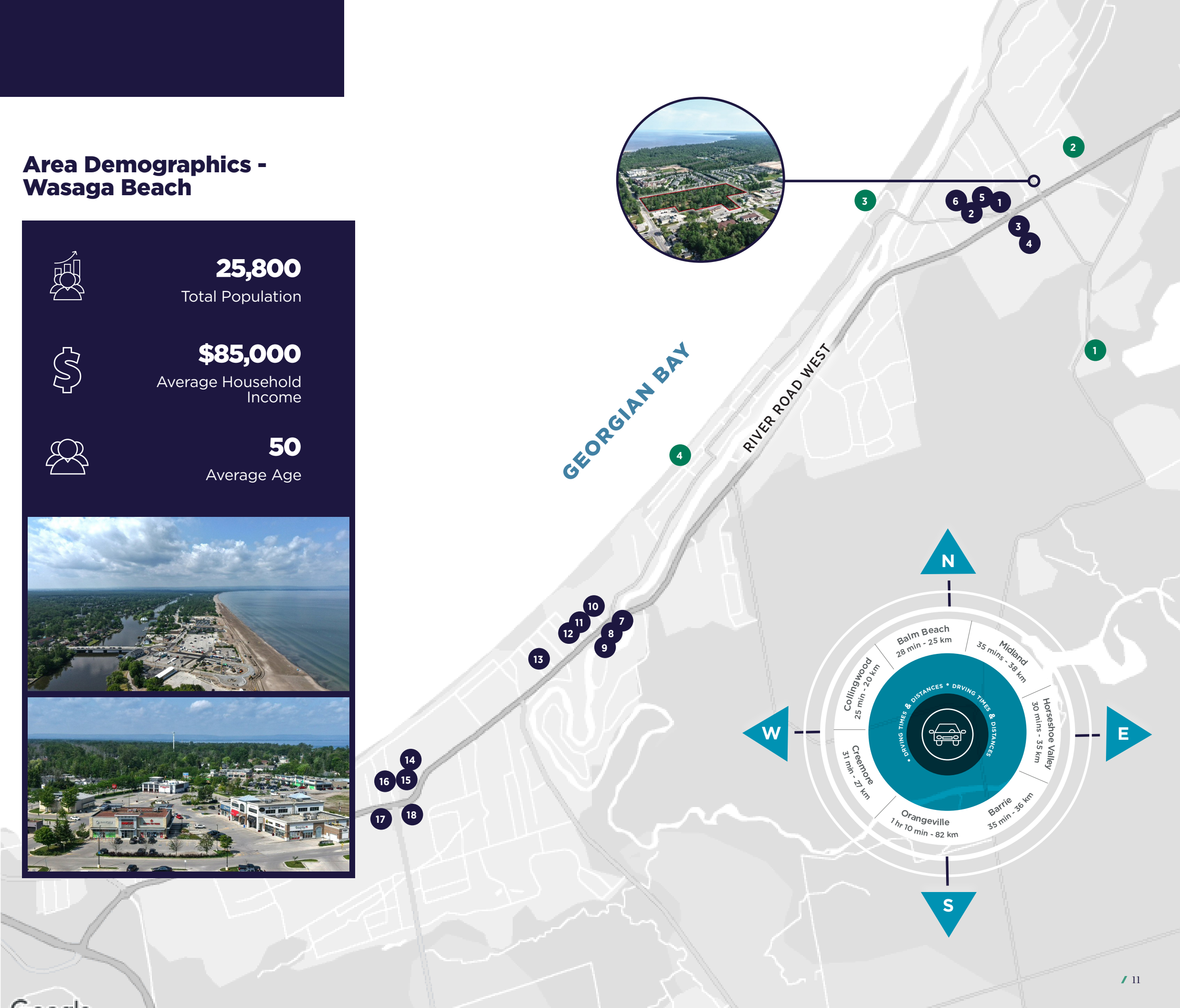
\$85,000
Average Household Income



50
Average Age







Planning Overview

Preliminary review of the relevant land use planning policies impacting the Site are outlined below and further information can be found in C&W online dataroom:

Land Use Policy Context	Designation / Policy	Planning Direction / Relevance
Provincial Planning Statement, 2024	Province-wide planning policy	Encourages efficient development, complete communities, housing choice and infrastructure efficiency.
Growth Plan for the Greater Golden Horseshoe	Settlement Area / Built Boundary	Directs growth to settlement areas through intensification and complete communities.
County of Simcoe Official Plan	Settlement Area	Supports compact urban form, intensification, municipal servicing and housing diversity.
Town of Wasaga Beach Official Plan (Existing)	District Commercial	Commercial designation; standalone residential not permitted.
Official Plan Amendment No. 59	Residential (High Density)	Redesignates lands to permit 122 townhouses and a 30-unit, 4-storey apartment.
Town OP Residential Policies	High Density Residential	Supports higher-density residential subject to compatibility and servicing criteria.
Urban Design Guidelines	Townhouse & Apartment Guidelines	Applies urban design, landscaping and built form requirements through Site Plan.
Site Plan Control	Implementation	Future Site Plan Approval required to implement detailed design and servicing.

Coceptual Site Plan



Submission Guidelines

Cushman & Wakefield ULC has been retained by the Court-Ordered Receiver as exclusive advisor ("Advisor") for the for the sale of the lands located at 646 River Road West, Wasaga Beach, Ontario. Prospective purchasers are invited to submit Offers to Purchase the Property through Cushman & Wakefield for consideration of the Receiver.

The Offers to Purchase are encouraged to be submitted on the Receiver's form of offer, which is available on C&W's virtual data room. Offers will be considered on an as-received basis. Offers to Purchase the Property will be evaluated, among other criteria, based on the purchase price, purchaser's ability and timeliness of closing, and proposed conditions, if any.

Asking Price

Contact Listing Agents



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