Capital business case

26-CI-CS-05

Request: Willow Beach Park construction

Department: Community Services

Division: Parks

Budget request: $8,367,800

Funding source: $5.6M DC, $1.4M Cash in lieu of parkland, $1.4M discretionary reserve

Project highlights:

What: Construction of Willow Beach Park

Why: To revitalize the Willow Beach Park and meet the growing needs of the Town

When: Q1 2026 to Q4 2027

Where: Willow Beach Park

Project details and justification:

Willow Beach Park has been identified as a flagship revitalization project in the Town of Georgina's Waterfront Parks Master Plan, with design targeted for 2026.

The construction will incorporate key components outlined in the master plan, including items such as a lakefront pedestrian and cycling promenade, a widened beach, and reimagined pedestrian-priority streets that improve connectivity to Joel Avenue and Jacksonville Road. The plan also includes relocating parking to the west side of the park, screened with trees, and introducing new amenities such as kayak storage, a basketball/play court, expanded playgrounds, and adult fitness stations. A central plaza will support seasonal pop-up retail and food trucks, while new washroom and changeroom facilities will improve visitor comfort.

The revitalization emphasizes year-round use, with designated lake access for snowmobiles and ice fishing huts in winter. Guided by the principle of "parks for people, not cars," the project prioritizes pedestrian access, environmental sustainability, and

community wellness. This transformation will create a safer, more inclusive, and vibrant waterfront destination that supports both residents and tourism.

Nature of initiative/review factors:

☐ Legislative ☒ Growth ☐ Risk management ☐ Service level change

☒ Strategic priority ☐ Efficiency ☐ Adopted plan/study

☐ Other (please specify):

Link to Strategic Plan, Departmental Business Plans or other plans:

- Creating a vibrant, healthy and safe community for all:
  - Enhances access to high-quality outdoor recreation and promotes active lifestyles
- Waterfront Parks Master Plan (2023)
- Lake Drive Shoreline Action Plan
- Lake Drive One-Way Project
- Economic Development and Tourism Strategy (2024-2029)
- Climate Action Plan (2025)

Financial impact:

The total cost for the project is estimated to be at $8.7M, with part of the design costs previously approved and already underway, as outlined below. The total funding for this project at $8.7M is via development charges 66.67%. The remainder $2.8M is funded equally between parks cash in lieu and discretionary reserve at $1.4M each. The total budget requested as part of this business case is $8,367,800.

Total design cost	$985,000
Less: 2025 Capital request 25-CI-CS-02	$300,000
Remainder design cost, requested in this business case	$685,000
Add: Construction costs, requested in this business case	$7,682,800
Total project cost	$8,367,800