

July 30, 2025

**Attention: Jeff Healey, Supervisor of Development Planning &  
The Mayor and Town Council**

Town of Georgina

via: [jhealey@georgina.ca](mailto:jhealey@georgina.ca)

**Re: City File No.:** ZBA-2025-002

Zoning By-law Amendment for 61, 75 and 95 Holmes Point Road, Pefferlaw

**On behalf of:** Rosanna and Cosimo Casale, 162 Holmes Point Road

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**Dear Mr. Healey,**

Please accept this submission as our comments in response to the Application to Zoning Bylaw No. 500 of the Town of Georgina to rezone from Rural (RU) zone to Site-Specific Tourist Commercial (C5-XX) zone, made by 1000679027 ONTARIO INC concerning their property at 61, 75 and 95 Holmes Point Road (Subject Lands).

We have been long-time residents, and believe the development as proposed will have significant negative impacts to the neighbourhood in its current iteration. We offer the following comments and mitigation measures for the Council's consideration.

Our primary concern is related to public safety, increase to an existing problematic congestion issue and the accumulating impact this will have on the neighbourhood from the additional traffic that will be generated by adding another non-residential development without correcting existing problems created by the public beach. We also have several additional land use planning concerns that are outlined in this letter. We sincerely believe that the traffic and other concerns expressed in this letter due to the nature of the use and, the proposed intensity can be mitigated by site plan suggestions that the proponent can implement; in addition there are also measures the Town are able and must take to correct significant existing neighbourhood issues created by the public beach which can open the capacity to allow for responsible well planned new developments to properly co-exist within an existing old residential community.

It is our belief from many years of experience in this community that the proposed Marina, with the contemplated intensity is inappropriate for the area if it is not mitigated with the suggestions provide herein. We ask that Council request the zoning amendment in its current iteration of the proposal be amended to include our suggestions. Should the Council nevertheless believe that the proposed Marina is appropriate for the area, the proponent should be required to redesign the proposal to a significantly lower intensity and adjust the entrance as suggested herein.

## **TRAFFIC CONCERNS**

Holmes Point Road is a non-arterial road that was originally meant to service the residents along this street and provide access to the waterfront. The road geometry was not designed for non-residential land-uses along this dead-end street to a growing number of non-residential traffic-generating land uses especially due to the impacts of the existing public beach and event hosted thereto.

Holmes Point Road is a "U" shaped road with a single entry and exit from Highway

48. The road terminates at a dead end and does not have other exits for any traffic generated along this street to exit or disperse through a connected road network. All traffic generated along this narrow route must enter and exit back to Highway 48 for the same entry point.

Many of the existing traffic issues are created by the public beach whereby users enter Holmes Point Road at Highway 48 only to find the beach parking full when they then proceed to search for parking elsewhere along Holmes Point or Donna Drive and where many illegally park on the grass boulevards or solicit home owners to park on their property which only adds to traffic congestion as these vehicles mill around aimlessly only to eventually turn around and proceed to exit the neighbourhood from the same entryway at Highway 48.

### **Traffic Volume**

There are a number of recurring instances when Holmes Point Road traffic is backed up and even dead locked. In those instances, public safety is a major concern for fire truck or emergency vehicle access. As shown in the images of weekend traffic on Holmes Point Road, the traffic can create severe backup especially during good weather when visitor traffic is at peak. Even residents using Holmes Point Road to run errands or walk to enjoy their property and neighbourhood are unable to do so due to the volume of traffic on this narrow local street.



*Image of Holmes Point Road Showing Traffic Congestion During a Weekend Afternoon*

### **Sidewalks**

Traffic on Holmes Point Road is currently problematic due to several existing significant traffic-generating land uses in addition to the residents that this road originally was meant to serve. There are no sidewalks for pedestrians and the existing traffic load on this street is already creating an unsafe environment for pedestrians, especially along the stretch between Highway 48 and the public beach since in addition to the significant growing traffic on this non arterial road, there is a large pedestrian traffic with no sidewalks. The Town should consider installing a sidewalk from Highway 48 to the public park.

## **Non-residential Uses**

The non-residential uses along the Holmes Point route include: 1. a private Marina and boat launch at the Holmes Point south East dead end, 2. the public boat launch ramp, 3. the Peninsula Resort and 4. the public beach. Adding yet another non-residential traffic generating land use in the form of the proposed Marina, at the proposed intensity of use, without sufficient mitigating measures will clearly exacerbate an already over-loaded residential street.

We acknowledge, and have confirmation from the proponent at their public information meeting held earlier this month, that they would work with neighbours directly and through resident associations on an ongoing basis to manage problematic Marina members in order to control or eliminate their contribution to neighbourhood nuisances such as noise, light pollution and traffic.

We applaud the proponent in making this commitment but we would insist, as they agreed, that the Town includes these measures where appropriate in the proponents zoning bylaw and/or site plan agreement. To be clear, we wish to ensure there is no ambiguity, we feel the Town must acknowledge and make improvements to existing problems on Holmes Point and thereby balancing the addition of a new non-residential land use into an existing residential neighbourhood which was not designed for commercial traffic. The Town investing to improve existing issues on Holmes Point will make this new development more acceptable.

## **Access**

The proposal currently contemplates access to the Marina from Holmes Point Road. We recommend that access instead be relocated to Mooring Drive. This change would provide a buffer zone for Marina users to move off Holmes Point Road without causing traffic congestion.

If relocating access to Mooring Drive is not feasible and access must remain on Holmes Point Road, we strongly recommend the implementation of a dedicated skip lane in front of the proponent's property. This would at least allow vehicles accessing the Marina and its locked gate to pull off the road, preventing traffic from queuing on Holmes Point Road.

## **Parking**

The applicant is proposing significantly less parking than required by the Bylaw. We recommend that the staff and Council insist on adherence to the bylaw regarding slip number versus parking spaces ratios and reconsider the conclusion of the parking study. In our opinion the parking study should be revisited; we disagree that a traffic study is not warranted and feel that the study must include a wider area review of each Marina studied relating to the traffic context of the neighbourhood. We believe that Homes Point Road is different to the other Marinas reviewed due to the elements described, such as the public beach and single access/egress.

The slip to parking ratio required in the zoning bylaw should be respected or the proposed intensity in terms of the number of slips not be permitted, at least until additional parking can be created and traffic mitigation measures on Holmes Point Road addressed. Some suggestions can include the Town's review of the public beach and leasing part of their parking to the proposed Marina to allow more slips. This would assist the proposed Marina to open more slips, but also assist by reducing the public beach capacity. This suggestion would also increase revenue to the Town through parking fees from the Marina and assist with management of the significant issues created by the public beach.

Given these existing concerns regarding traffic on Holmes Point Road, we recommend that the applicant, at the least, conduct a comprehensive traffic study with the involvement of local residents perhaps by establishing workshop session(s) in order to assess the application with respect to the traffic conditions on Holmes Point Road, and allay the concerns of all residents regarding the potential impacts the proposed development may cause.

## **ADDITIONAL LAND USE PLANNING CONCERNS**

In addition to the primary traffic issue, our other comments are identified in summary below along with suggested actions that the applicant can take to provide additional information and present expert analysis for consideration by the Council, staff and stakeholders.

### **Appropriateness of the Intensity of Use Proposed**

The proposed level of use, including the number of slips, volume of vehicular traffic, and seasonal demand, should be evaluated in the context of the local road capacity, residential setting, and environmental sensitivity. A Marina of excessive intensity risks overburdening local infrastructure, disrupting community quietude, and harming ecological stability. The proposal should provide rationale for why the scale of development is appropriate for the area, ideally supported by traffic studies, environmental reviews, and compatibility with local zoning intent. We continue to indicate that we believe this can be mitigated with the suggestions made herein and of the Town can balance this by implementing improvements to the existing public beach issues.

### **Needs Analysis for the Proposal at the Proposed Intensity of Use**

A needs assessment will assist to determine whether there is sufficient demand for a Marina of the proposed size in the area. This should include data on current Marina usage, waiting lists for slips in the region, and projections of future demand based on boating trends, tourism growth, or population increases. Without clear evidence of unmet demand, the justification for a high-intensity development weakens, especially if the proposal introduces notable impacts to a small or already burdened community.

### **Appropriateness of the Proposed Buffers and Setbacks Along the Road Frontage**

Adequate buffers and setbacks are essential to minimize the impacts of the Marina on adjacent roadways and residential properties. This includes physical separation through green space, vegetation, fencing, and visual screening to soften the transition from public roads to commercial activity. The proposal should demonstrate that these setbacks are sufficient to reduce noise, light spillover, and traffic disturbance, and conform to best practices for rural or semi-rural waterfront development.

### **Visual Impact Analysis and Justification**

A visual impact analysis should assess how the proposed Marina development will alter the current character and viewsheds of the surrounding area, particularly for nearby residential properties and natural waterfront vistas. This includes evaluating the visibility of docks, boats, lighting, fencing, and any associated structures from both land and water. The proposal must justify how it mitigates visual intrusion, whether through architectural design, low-profile structures, vegetative screening, or other methods to preserve the area's aesthetic and natural character.

## **Analysis of Impacts of Noise and Spillover Lighting from the Proposed Development**

At the recent public open house, the proponent was asked whether they would maintain communication with the community through local beach associations to address ongoing concerns related to Marina patrons, such as noise and light pollution. The proponent indicated that they would not object to including such commitments in the zoning bylaw and incorporating these measures into their parent bylaws.

Lighting associated with Marina use—particularly at night—can significantly impact local wildlife, dark-sky preservation, and residential tranquility. The proposal should include a detailed lighting plan showing fixture type, intensity, and shielding measures to minimize light trespass beyond the site. An analysis of potential impacts on neighbouring properties and sensitive natural areas is necessary, as well as a commitment to dark-sky compliant fixtures where feasible.

## **Will the Boats and Slips Be Used for Long-Term Stay**

It is important to clarify whether the Marina will accommodate live-aboard boats or long-term overnight stays. Such usage introduces different regulatory and servicing requirements (e.g., waste disposal, water access, security). If long-term occupancy is proposed, the plan must address health and safety standards, parking capacity, and the cumulative impact on local infrastructure and housing. If not, the proposal should include restrictions or enforcement strategies to prevent unauthorized long-term use.

## **Analysis of Economic Benefits of the Proposal vs. Impacts Due to the Proposal**

An objective cost-benefit analysis should be provided, detailing the economic gains from the Marina (e.g., tourism, job creation, increased tax revenue) against the environmental, social, housing, and infrastructural impacts (e.g., noise, traffic, strain on local services). The analysis could include input from local business stakeholders, tourism bodies, and environmental consultants. A compelling economic justification must outweigh potential long-term negative externalities for the community to support the project. This can provide the proponent an opportunity to address the cost benefit of this proposal versus the Town's investment to implement the mitigation measures we suggested herein to correct the public beach issues.

## **Security and Policing of the Proposal and the Burden on Municipal Resources**

The proposal must demonstrate how issues related to security, crowd control, and enforcement will be addressed without placing undue burden on local policing and municipal services. Proactive strategies might include private security, controlled access points, surveillance systems, and defined rules for patrons. Any increased need for emergency response, noise enforcement, or illegal parking mitigation should be recognized and planned for, ideally with input from local law enforcement and community services.

## **Conclusion**

Apart from any impacts the proposed development may have due to the intensity of the proposed use, we believe a significant portion of the existing traffic issues on Holmes Point Road are related to the public beach. We recommend reducing the beach's capacity limit to help alleviate traffic congestion. Additionally, an electronic sign should be installed at Highway 48 to indicate when the public beach has reached capacity. Also we recommend that the Town significantly change the practice of the public beach to reflect a different model similar to

camp grounds. For example, the spots available to the public for public beach access be restricted to paid reservations made ahead of time online. This would control the number of people entering Holmes Point for the beach, limit the capacity of the beach and deter uncontrolled traffic from people entering the beach area. This would be a source of revenue for the Town to assist with its management efforts for the beach while mitigating uncontrolled access to Holmes Point Road, which should be maintained predominantly as a residential road servicing existing residents contributing through their municipal taxes.

There are frequent instances where visitors continue to access the beach even when the parking lot is full, often parking illegally on residents' boulevards or private property. Reducing beach capacity, working with a reservation system and installing a digital sign at Highway 48 to alert drivers when no parking is available would help address these ongoing issues. Further measures can include the Town taking measures to not allow functions at the beach or the waterfront that can only be described as daytime RAVEs with loud music and what is in our opinion a commercial activity. These activities create uncontrolled traffic, noise and potential life-safety issues that should not be allowed in a residential neighbourhood. These activities seem to occur without police or coastguard presence, no lifeguards and no other measures of control to maintain public peace and safety to prevent a clear violation to the resident's enjoyment of property. The Town should not issue permits for such activities/events, deter and prevent such activities/events if they are occurring without Town permits. The public beach should be a place for a reasonable number of families to enjoy, under controlled conditions such as a reservation system suggested, any other activities/events are not appropriate in a residential neighbourhood.

In conclusion, we believe with certain conditions and implementation of mitigations measures suggested, we believe the proposed Marina may be a suitable land use to add to this neighbourhood as a contributing member of the community as offered and promised by the proponent, if the Town balance the issues from a new development by making the needed provisions to fix the existing significant issues created by the public beach.

Should you have any questions, please do not hesitate to contact us. We are happy to speak to the Planning staff and/or the Council to discuss our concerns.

Thank you for your attention.

*Sincerely,*

**Rosanna Casale &  
Cosimo Casale, P.Eng., MCIP RPP PLE**  
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*Disclaimer & Disclosure: Cosimo Casale is the Principal/Owner of an independent planning, engineering and development consulting firm. He is a registered engineer, professional planner and land economist in the Province of Ontario. He and his wife are residents in the community of Pefferlaw and the comments provided in this letter are provided strictly in their personal capacity as a resident and neighbour, and should not be construed as views expressed by a professional planner.*