



# Staff Report

## Administration – Chief Administrative Officer

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**Report To:** COW- Admin, Corp and Finance, SI, Comm. Services  
**Meeting Date:** January 13, 2025  
**Report Number:** ADM.25.002  
**Title:** Campus of Care Update  
**Prepared by:** Adam Smith, Acting Chief Administrative Officer

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### A. Recommendations

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THAT Council receive Staff Report ADM.25.002, entitled “Campus of Care Update”;

### B. Overview

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The report serves as follow-up to the November 25, 2024 Special Meeting of Council in which there was direction to provide additional information related to the Campus of Care.

### C. Background

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At the November 25, 2024 Special Meeting of Council, [Staff Report FAF.24.144](#), entitled “Termination of 125 Peel Street Campus of Care Negotiations” was presented and Council provided staff with the following direction regarding this report:

**THAT Council receive Staff Report FAF.24.144, entitled “Termination of 125 Peel Street Campus of Care Negotiations”;**

**AND THAT Council by way of this report formally provides notice to the Community and its residents that no further advancement of the 125 Peel Street Campus of Care project will be considered and that the project is therefore terminated;**

**AND THAT Council formally invites peopleCare directly to review alternative municipally owned properties that could provide opportunities to see that the 160 Long Term Care Beds allocated to peopleCare directly will remain within The Town of the Blue Mountains.**

A subsequent motion was also passed at the November 25, 2024 Special Meeting of Council which provided staff with the following direction:

**THAT, with respect to Staff Report FAF.24.144, entitled “Termination of 125 Peel Street Campus of Care Negotiations”, Council direct staff to review the Campus of Care communications provided to the public to date regarding the termination of the 125**

**Peel Street Campus of Care project and determine if additional information can be provided to the public;**

**AND THAT Council direct that a followup staff report be provided to the first available meeting in 2025.**

Following the resolution of Council, a press release has been issued that highlights the significant amount of effort by all parties to realize a vision for the project that was economical and provides significant community benefit. This effort was reflected in the eighteen (18) different versions of the draft agreements.

Since 2022, the Town has sought to deliver a Campus of Care at 125 Peel Street. The driver for the project has been the allocation of 160 long-term care beds. A unique approach has been taken where a licensee has not been selected yet but will occur once a partnership has been established. From the inception of the project the long-term care facility would 'anchor' the development with complementary uses such as retirement living, workforce housing, daycare and multi-family units. Approximately 160 units of the 712 total units/beds envisioned were to be dedicated to attainable workforce housing.

Securing the attainability of the workforce units was of importance to all parties given the employment needs of the institutional uses such as the long-term care home facility and daycare. However, in facilitating this new community, came the need to ensure the long-term fiscal sustainability of new municipal services. In 2024, rates associated with the Town's Development Charge By-law increased to reflect upon growth patterns in the municipality and higher costs associated with the construction of new services. Subsequently, the vision for the Campus of Care as presented to Council through Staff Report [FAF.23.085](#) became difficult to realize.

## **D. Analysis**

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As illustrated in the Town's 2023 Housing Needs Assessment, bridging the gap between the market rates for rentals and home ownership with what is to be considered affordable in The Blue Mountains is extremely challenging. Affordable rental rates are defined to be \$1,160/per month in the Town which would require an income of \$46,400. In understanding salary trends in the long-term care sector, workforce housing would have to align with this sector. The challenge, however, is that there is very limited stock in the Town of The Blue Mountains and across both Grey and Simcoe counties that would maintain this rental rate.

The Campus of Care project at 125 Peel Street was an innovative project in which there was a committed effort by all parties to embed affordability into the project design but challenged immensely by rising development costs.

In 2025, staff are keen to support Council in crafting a new vision in addressing long-term care needs in the community. Currently, there are ongoing discussions with PeopleCare Communities on a refocused project centered on the 160 long-term care beds. PeopleCare Communities has a proven track record of delivering projects in Grey County and across the

Province including Peterborough, Tillsonburg, Stratford, Meaford, Delhi, Tavistock and Kitchener. Demand for new long-term care options in the community will continue to grow as 34 percent of the population is within the 65+ age bracket relative to a provincial average of 18.5 percent. In the absence of these facilities, members of the community may need to seek supportive housing options elsewhere.

Alongside exploring this partnership opportunity, staff are committed to providing Council with options to address barriers to creating a diverse range of housing stock across the spectrum. This includes a proposed review of the Town's Housing Within Reach Community Improvement Plan (CIP) and identifying revenue sources to maximize the impact of the grants and programs contained within the Plan. The municipality is currently constrained under the Municipal Act to provide financial incentives beyond what is approved through the CIP.

## **E. Strategic Priorities**

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### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

## **F. Environmental Impacts**

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N/A

## **G. Financial Impacts**

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N/A

## **H. In Consultation With**

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Senior Management Team

## **I. Public Engagement**

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The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, Chief Administrative Officer [cao@thebluemountains.ca](mailto:cao@thebluemountains.ca).

**J. Attached**

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N/A

Respectfully submitted,

Adam Smith  
Acting Chief Administrative Officer

For more information, please contact:  
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**Report Approval Details**

Document Title:	ADM.25.002 Campus of Care Update.docx
Attachments:	
Final Approval Date:	Jan 3, 2025

This report and all of its attachments were approved and signed as outlined below:

**No Signature - Task assigned to Shawn Everitt was completed by delegate Adam Smith**

**Shawn Everitt - Jan 3, 2025 - 12:50 AM**