



Report

Subject: Humber Lands Primacare Update

Department: Administration

Division: CAO

Report #: CAO-2025-007

Meeting Date: 2025-07-14

Recommendations

That report CAO-2025-007, Humber Lands Primacare Update, be received.

Overview

Council directed the CAO (INS-2021-053) to pursue negotiations with Primacare for Primacare to purchase up to one half of the municipally owned Humber Lands for fair market value to facilitate a proposed development.

The proposed development included a Long Term Care facility, cooperative space with a post secondary institution, a satellite Hills of Headwaters Ontario Health Team medical centre, related amenities and a range of housing options geared to seniors.

Despite a series of meetings with Primacare to advance the project, due to a variety of issues, Primacare is no longer actively pursuing this opportunity.

This report is to officially update Council, formally end the project and return the property to the Town's land inventory for consideration of other uses.

Background

This report is not intended to be a fulsome planning report but rather a project status update and closure report.

Located on the east side of Veteran's Way (County Road 16), north of Hansen Blvd, the "Humber Lands" is the Town's last remaining significant block of property. It is approximately 12 ha (29.78 acres) with approximately 552 m of road frontage and is currently designated "Institutional" in the Town's Official Plan and zoned "Development" in the Town's Zoning By-Law. The reference to "Humber" is related to a previous vision of a college campus proposal on the site.

In 2021 the following resolution was passed.

2021-320

Moved: Mayor Brown

Seconded: Deputy Mayor Macintosh

That report INS-2021-053, Humber Lands, Primacare Proposal and Options for Determining Future Land Use(s), be received;

And that Council direct staff to proceed with Option 1 as outlined in report INS-2021-053 to pursue discussions with Primacare to facilitate a proposed development concept for the Humber Lands;

And that Council direct the CAO to pursue negotiations with Primacare for the purchase of up to one half of the Humber Lands

for fair market value and to report back to Council on the progress of these negotiations.

Throughout 2023 and 2024 the CAO met with Primacare representatives regularly to advance the proposal. The proposal was called “Headwaters Seniors Campus” and various iterations included in the proposed development were a long term care facility, retirement home, senior’s apartments, townhomes, bungalows and teaching facilities. Due to a number of market, funding and post-secondary landscape changes in Ontario, Primacare will no longer be advancing this proposal within the foreseeable future.

The review process was collaborative and positive yet by mutual agreement, Primacare is unable to advance at this time. Primacare will be interested in future development opportunities in Orangeville and are currently developing 515 Broadway. Their vision for the site was well thought through and addressed many issues.

Analysis/Current Situation

It is recommended that this effort be officially ended to conclude the Council direction, and the land be returned to the municipal land inventory for development consideration. Economic Development and Planning staff will determine highest and best use options, taking into consideration the Strategic Plan, Official Plan, current priorities, zoning, servicing and market conditions before reporting back to Council for direction.

Corporate Implications

This report will not generate direct implications. If future actions related to this report will have a corporate impact, a report will be presented to Council for approval, if required.

Conclusion

The proposed development on the Humber Lands will not be advancing. The property will be returned to the municipal land registry for future development considerations.

Strategic Alignment

Strategic Plan

Strategic Goal: Economic Resilience

Objective: Readiness

Sustainable Neighbourhood Action Plan

Theme: Land Use and Planning

Strategy: Manage and direct land use that creates healthy, livable, and safe communities

Notice Provisions

Not applicable

Respectfully submitted,

David Smith
Chief Administrative Officer

Prepared by:

David Smith,
Chief Administrative Officer