



The George, a sustainable business with economic benefits for the Town of Gibsons

The George represents a major private investment in Gibsons — creating jobs, generating ongoing tax revenue, upgrading infrastructure and delivering new public waterfront amenities, all funded by the developer.

\$54M*

Construction
wages
generated

\$10M*

Annual
operational
payroll

\$1.5M*

Annual
Property Tax
Revenues

\$7.2M*

Public
waterfront and
infrastructure
improvements

\$3.6M*

Development
fees and charges
paid to support
Gibsons

Jobs & Economic Impact

\$17M* in visitor spend flowing into local business every year.

250* person-years of construction employment, generating an estimated **\$54 million** in construction wages.

130* full-time and seasonal jobs once operational, representing about \$10 million in annual payroll.

\$1.5M* annually in property taxes to municipal, regional and school authorities — equivalent to roughly **\$625 per Gibsons household each year.**

\$975,000* annually in PST and GST, helping fund healthcare, education, transportation and other public services — equivalent to the annual cost of approximately **12 teachers or nurses.**

Public Waterfront & Infrastructure Improvements

More than \$7.25M* in public infrastructure and waterfront amenities, constructed and funded entirely by the developer:

\$2.0M* Waterfront Seawalk

A new public waterfront walkway, including Crown Land approvals and construction costs. A Statutory Right of Way will guarantee permanent public access.

\$2.25M* in Utility Upgrades

Essential improvements to local municipal infrastructure, funded by the developer.

\$3.0M* Public Plaza

A new civic plaza with lighting, signage and an elevator providing universal access to the waterfront seawalk. Ongoing maintenance and renewal are legally guaranteed by the developer.

Direct Contributions to Gibsons

The George will contribute approximately \$3.65M* in development fees and charges, including:

\$2.3M* in Development Cost Charges

\$1.35M* in building permit fees

Additional community benefits include:

41 public parking spaces within the parkade, representing an investment of more than \$5 million.

73 bicycle spaces, including 10 dedicated to bike sharing.

**Approximate amounts*

For more indepth information visit us at:
GeorgeMarineResortandResidences.com





We've heard the public's concerns and would like to respond.

The George is too big!

Public Concern

The George exceeds the height and massing guidelines in the new Official Community Plan.

Response:

The building height has been lowered 11.5 feet, to a 5 story building, from the initial plan and complies with the zoning currently in place. The key question is whether the additional height is justified by the benefits it enables.

To operate successfully year-round, The George needs facilities such as a conference centre, chapel, wellness centre and event spaces. These uses require additional floor area that helps attract visitors beyond the summer season. The Sunshine Coast currently lacks facilities large enough for major conferences, indoor weddings and events, and organizations that have often been turned away as a result.

The additional height helps make possible:

- a viable year-round hotel
 - 130 full time jobs (approx)
 - \$10 M in annual payroll
 - ongoing tax revenue
- conference and event facilities not currently available at this scale on the Sunshine Coast.
- new public waterfront amenities and infrastructure.

The George will impact the Aquifer!

Public Concern

Excavation could penetrate the aquitard in one area, creating concern about possible impacts on the aquifer.

Response

The George development is working with The BAUER Group a global leader in specialized foundation engineering, diaphragm walls, and complex deep shoring systems. They have been brought into the planning and technical scoping to implement specialized, low-impact groundwork and soil-stabilization methods that safeguard the aquifer while anchoring the concrete parkade and multi-story hotel.

Excavation will proceed in controlled 15-metre sections using cutter soil technology to create protective concrete walls before soil is removed and replaced with engineered fill. Independent professional reviews have concluded the project can be built safely. Construction will be centrally coordinated to ensure careful monitoring and rapid response if required.

The 'Underground' Parking will Flood

Public Concern

Underground parking on a low-bank waterfront site could increase flood and groundwater risk.

Response

The parkade is above the natural ground level. It is designed at existing grade and above the king-tide level, reducing exposure to tidal flooding.

The George will Impact Winegarden Park

Public Concern

Construction could encroach on Winegarden Park, affect mature trees and restrict public access.

Response

The development itself remains entirely within its property lines. A stream along the shared boundary must be relocated fully within the park, requiring removal of some trees. The affected area will be restored and landscaped at the developer's expense. Winegarden Park will not be used for construction staging

It impacts Gibsons Village Character

Public Concern

The project's scale could change the small-town waterfront character of Lower Gibsons and affect existing views.

Response

The design has been revised to create a public view corridor through the plaza and improve access to the waterfront and seawalk. The objective is to strengthen the waterfront as a public destination while adding hotel, conference and community amenities that support year-round activity.

Loss of Public Parking

Public Concern

Additional public parking may not fully account for existing street spaces lost through redevelopment and the Winn Road closure.

We've heard the public's concerns and would like to respond.

Response

An independent parking review identified the loss of approximately 12 existing street spaces. These are replaced, with an **additional 41 parking spaces** available for public use.

The Environmental impact on Remediation

Public Concern

Past industrial activity has left contaminated soil and sediment, raising concern about disturbance during construction.

Response

Updated environmental work has been completed and remediation must comply with provincial and federal requirements. Contaminated material from previous uses will be removed and disposed of appropriately. The current project no longer includes marine construction.

The real Development Cost Charges

Public Concern

Development Cost Charges (DCC) are mandatory and should not be presented as voluntary community contributions.

Response

Correct. DCCs are required development charges. They are nevertheless an important source of funding for the infrastructure needed to accommodate growth and are directed to designated transportation, water, sewer and drainage improvements.

Local disruption from construction

Public Concern

Several years of construction could affect nearby residents, businesses, traffic and pedestrian access in Lower Gibsons.

Response

Construction activity will be contained within the development site wherever possible. A construction-management plan and designated haul routes will be used to reduce impacts on Lower Gibsons businesses, residents and waterfront traffic.

Impact on local Traffic

Public Concern

Additional hotel guests, residents, employees and service vehicles could add congestion to roads that already have limited capacity.

Response

An independent traffic study assessed the additional vehicle movements and concluded they can be accommodated by the existing road network and proposed improvements.

Municipal Services & Emergency Response

Public Concern

A larger development will place additional demands on municipal services, police and fire protection.

Response

The developer will invest approximately \$2.25 million in storm, sewer, road, water and electrical upgrades that also support Lower Gibsons and future growth. The project is

also expected to generate approximately \$1.5 million annually in property tax revenues, helping fund ongoing municipal and regional services.

No quality jobs created by the George

Public Concern

Hotel development can create seasonal or lower-wage service employment rather than stable year-round jobs.

Response

The George is designed as a year-round hotel and conference destination, not a seasonal resort. It is projected to create more than 100 direct local jobs, along with additional economic activity for local restaurants, shops, suppliers and service businesses.

The Hotel's Consumption of our local water

Public Concern

A 114-room hotel, restaurants and wellness facilities will increase demand on Gibsons' drinking-water supply.

Response

A 2022 Waterline study commissioned by the Town concluded that the aquifer could conservatively support the water needs of a community of approximately 10,000 people, more than twice Gibsons' current population. The project's water demand should be considered within that broader capacity assessment.