

Investment Opportunity

# Severn Lodge

Gloucester Pool, District of Muskoka, Ontario, Canada

Historic All-Inclusive Waterfront Resort

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# A Premier Destination in the Muskoka Region

Colliers is pleased to offer for sale one of the Muskoka region's most historic and iconic resorts - Severn Lodge. Established as a logging camp owned by the Georgian Bay Logging Company in the mid-1800s, Severn Lodge's lush landscape and picturesque shoreline has been welcoming guests for over 150 years. The Property is located on Gloucester Pool, south of Muskoka's Big Three Lakes (Rosseau, Joseph, Muskoka) and near the end of the world-famous Trent-Severn Waterway.

Severn Lodge is situated on almost 79 acres of land with over 1,200 feet of waterfront, and features 48 guest rooms and cabins, a historic dining room, a lakeside pool and sandy beach. It is one of the last few Muskoka destinations still operated as an all-inclusive family resort. With its charming facilities and endless recreational activities set against the magnificent beauty of Muskoka's lake country, Severn Lodge is a truly unique offering.

Severn Lodge has been attracting leisure and business travelers from around the world for over a century. Now the time has come for the family to pass on stewardship of this landmark resort to a new generation, either to continue existing operations or with a permitted expansion of the resort by 42 additional new units.

Interested parties also have the opportunity to separately acquire an adjacent 5-acre peninsula, further adding to the development potential of the Lodge. The peninsula is currently divided into three parcels with breathtaking views on all sides, and a total of 6,000 feet of waterfront. Alternatively, the peninsula also presents the potential to be developed into up to one, two, or three extraordinary cottage lots.





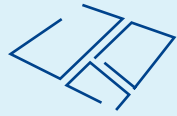
# A Waterfront Destination Steeped in History

Originally serving as headquarters for the Georgian Bay Lumber Company, Severn Lodge was purchased by a wealthy social club based in Pittsburgh, Pennsylvania in the late 1800s. In response to increasing tourism in the area in the early 1920s, a group of investors acquired the resort and opened it to the public under the name Severn Lodge, allowing countless travelers the opportunity to experience the unique and breathtaking Muskokas.

The Resort was purchased by William H. "Bill" Breckbill in 1936 and has been in the family since. To this day, it continues to be a premier Muskoka destination for family vacations, romantic getaways, meetings and conferences, weddings and more.



# Investment Highlights



79.086-acre seasonal, owner-operated all-inclusive resort in excellent condition



48 guest rooms (45 standard rooms and 3 cottages with full kitchens)



Wide array of resort facilities for numerous indoor and outdoor activities



Increasing revenues and net income with recurring and loyal clientele



Zoning allows an additional 42 accommodation units



Easily accessible, just 5 kilometres east of Highway 400 and 90 minutes away from Toronto



Ideally located in the world-famous Muskoka District, in the Township of Georgian Bay



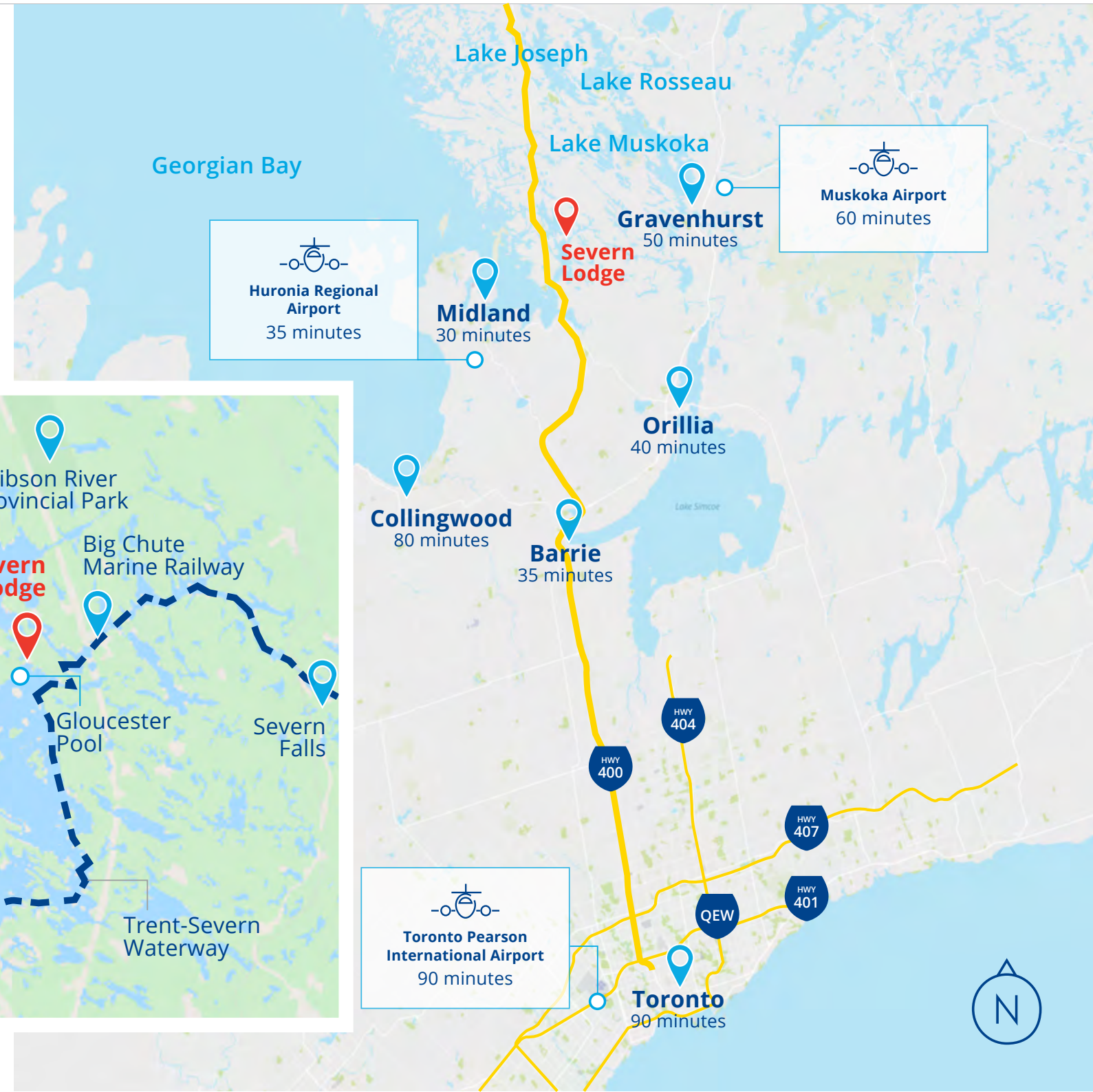
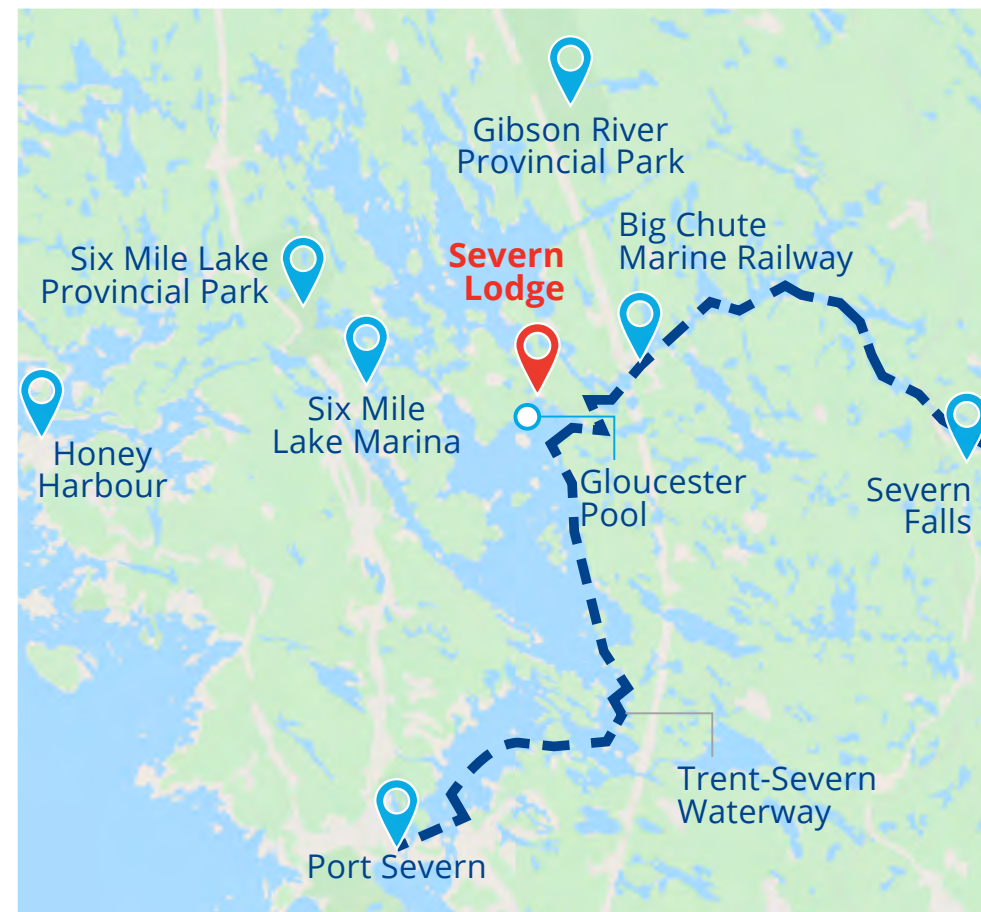
Potential opportunity to acquire a 5.084-acre peninsula



# A Well-Connected Location in the Thriving Muskoka Region

Severn Lodge is located near the hamlet of Port Severn, on Gloucester Pool in the southern part of the Muskoka Lake District. Hospitality has been a way of life in the area since the first resorts and boat liveries sprang up in the area more than a hundred years ago. Rich in history, the region was dominated by the lumber industry in the 1800's and became a thriving tourist community with easy boat access from Georgian Bay to the Trent-Severn Waterway, bustling with fishing groups, tourists and barges filled with lumber and supplies for the growing cottage communities along the water. Today, the Muskoka region is world renowned as a vacation paradise. Its pristine lakes, hundreds of miles of shoreline, and rich recreational amenities attract countless tourists to the area every summer.

Severn Lodge's strategic location makes it easily accessible from the Greater Toronto Area and Pearson International Airport. Nearby regional airports at Midland (Midland Regional Airport) and Gravenhurst (Muskoka Airport) also provide excellent accessibility for private aircraft and scheduled regional flights. Muskoka Airport offers Canada Customs clearance for private international flights. In addition, the Lodge is just a short drive from the local growing communities of Gravenhurst, Honey Harbour, Midland, Orillia, Collingwood, and Barrie.

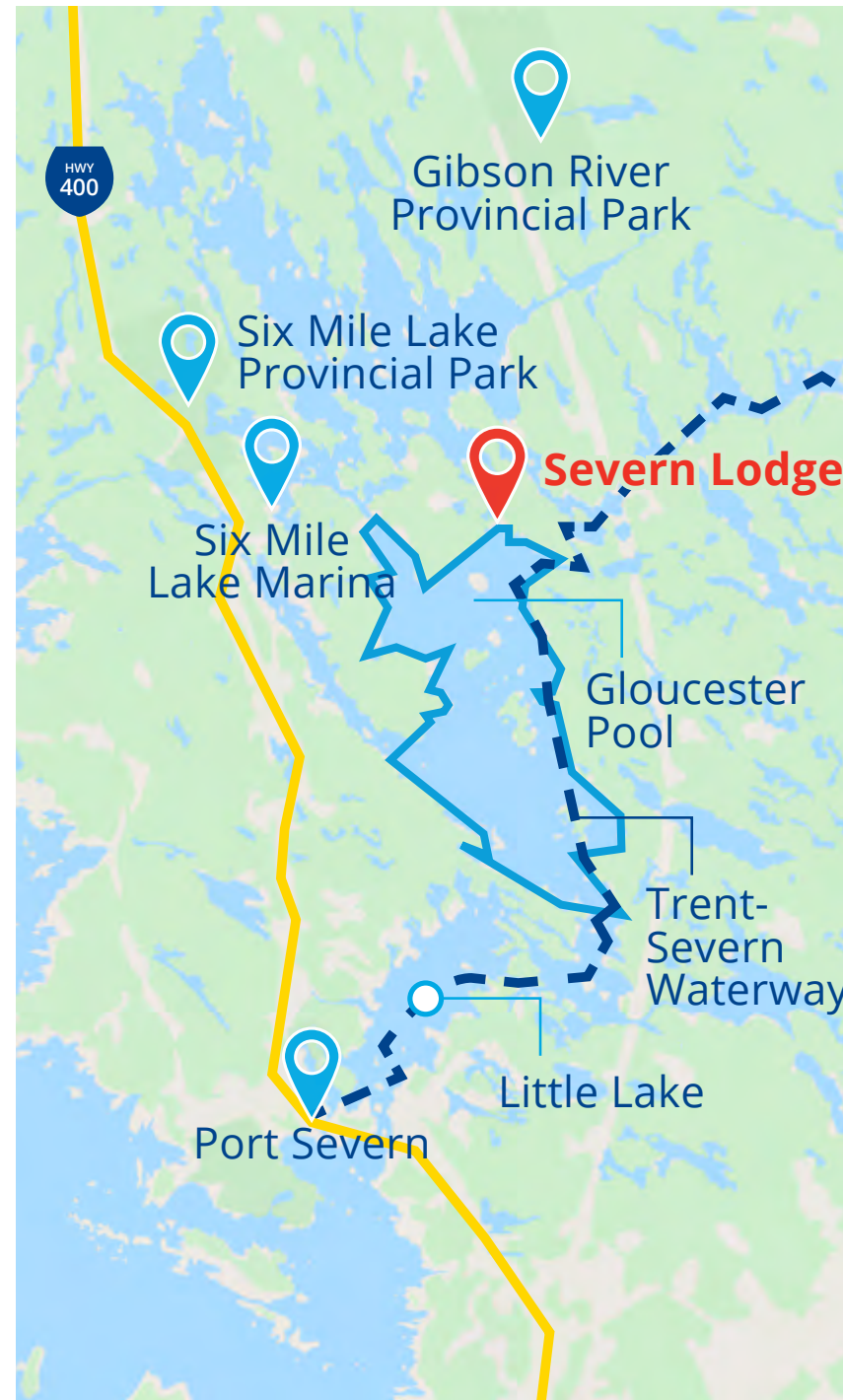


# A Four-Season Lake Country Landmark

Severn Lodge is located in Ontario's most desirable cottage and resort tourist vacation area – The Muskoka Lakes and Southern Georgian Bay region. For over one hundred years this beautiful lake district has been a popular Ontario vacation destination for family holidays, couples getaways, tour groups and visitors from around the world.

The Lodge itself is located on Gloucester Pool which is an integral part of the Trent -Severn Waterway system and directly connected to Georgian Bay and Lake Huron. Gloucester Pool is well known as a boater's paradise as well as home to some of the Muskoka's most beautiful lake front cottage properties.

Home to some of Ontario's most picturesque lakes, scenic stone outcroppings and pristine wilderness, Muskoka and Georgian Bay also offers visitors a wide variety of exciting activities for all to enjoy year-round. The region offers fantastic outdoor recreational activities such as boating, fishing, mountain biking, skiing, hiking and so much more. Along with welcoming towns, resorts and great events, the region is truly a four-season playground.



# Property Overview

## Salient Facts

79 acres of land

Over 1,200 feet of lake frontage

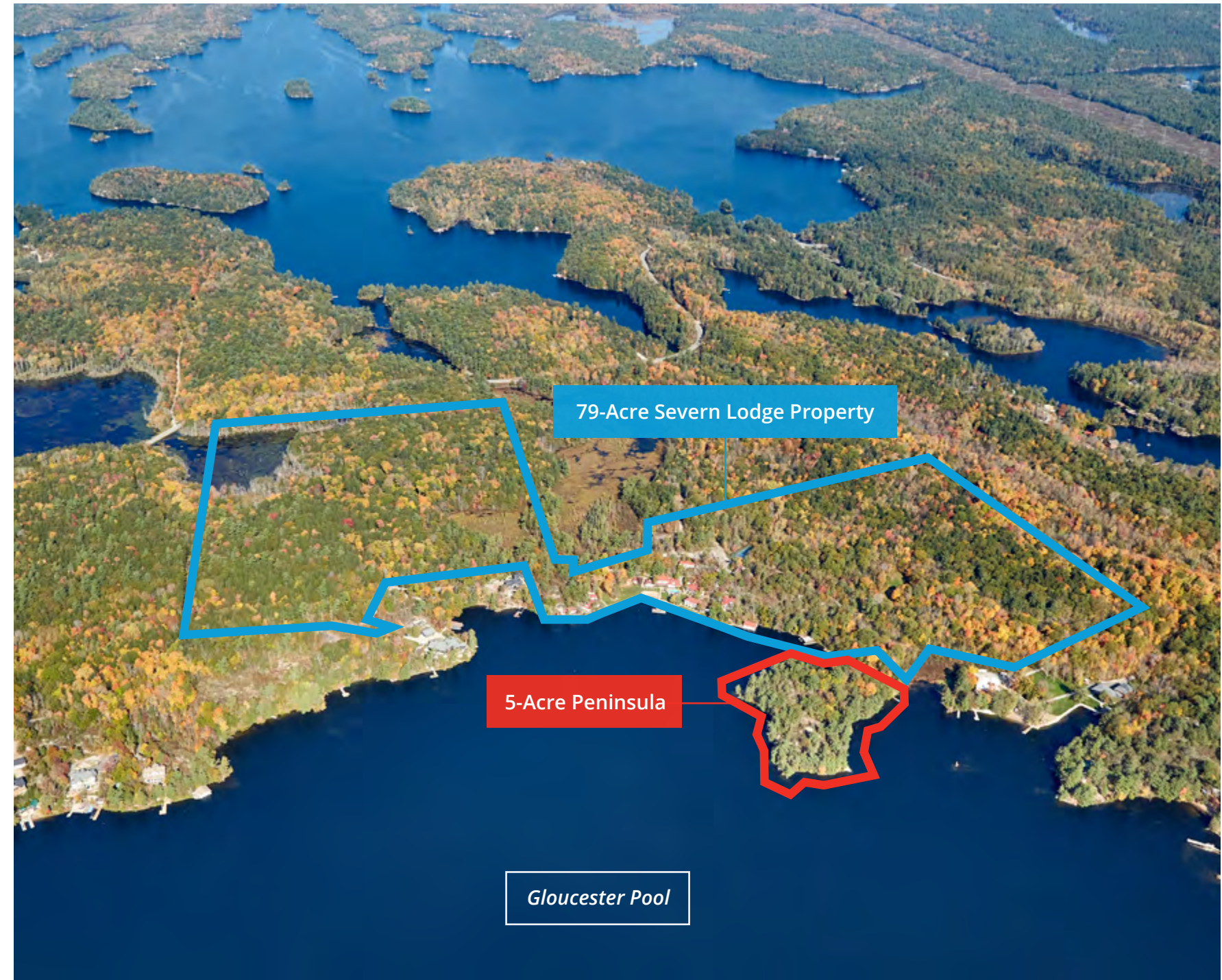
Four distinct land titles

48 units guest accommodation

Historic dining room and main lodge

Extensive amenities including heated lakefront pool, tennis court, private sandy beach, biking, private moorage, and hiking trails for all levels.

Contact the Listing Agents to inquire about the potential to acquire the contiguous 5.084-acre peninsula



# Resort Amenities and Activities

## Swimming

- Sandy beach
- Lake water swimming
- Heated outdoor swimming pool
- Whirlpool spa

## On-Water Activities

- Canoes
- Pedal boats
- Kayaks
- Stand up paddleboards
- Water skiing & banana boating\*
- Boat cruises
- Outboard fishing boat / motor rentals
- Fishing - large/small mouth bass, northern pike, muskie, pan fish
- Jet-ski rentals (extra cost)

## Resort Activities

- Tennis
- Shuffleboard
- Badminton
- Horseshoes
- Basketball
- Volleyball
- Mountain bikes
- Wooded hiking trails
- Supervised kids activities
- Evening entertainment - summer

## Resort Amenities

- Wireless Internet
- In-house movie channel





# Zoning and Land Use

Severn Lodge is in a rural part of the Muskoka Region of Ontario. Relevant land use policies and controls fall under the Provincial Policy Statement Under the Planning Act as well as the Official Plans for the District of Muskoka and Township of Georgian Bay and the Township of Georgian Bay Zoning Bylaw 2014-75.

The Severn Lodge Lands are in an area identified as “Rural Lands” in the Provincial Policy Statement and “Rural Area” in the Muskoka Official Plan. These lands are designated as Rural and Waterfront in the Township of Georgian Bay Official Plan. Amongst other rural land uses within these overlapping policy documents, Tourist Commercial uses, such as Severn Lodge are both permitted and encouraged.

The Township of Georgian Bay Zoning Bylaw allocates several different zoning classifications to the Severn Lodge lands, depending on the particular use and characteristics of the lands. The waterfront portions of the lands are zoned Tourist Commercial Type One (CT1-3). Under this zoning designation permitted uses include Hotels, Motels, Marinas, Resorts, Camping Establishments and other related uses. The waterfront portions of the lands also have a site-specific exception (Tourist Commercial Type One Exception Three) that permits the existing uses with a maximum number of accommodations units set at 90 units, a maximum of 50 boat slips and a maximum lot coverage of 20% of the lot area.

The non-waterfront portions of the Severn Lodge Lands include (Environmental Protection – Wetlands (EP-W) and Open Space (OS1) zoning designations that generally permit passive outdoor recreation and conservation.

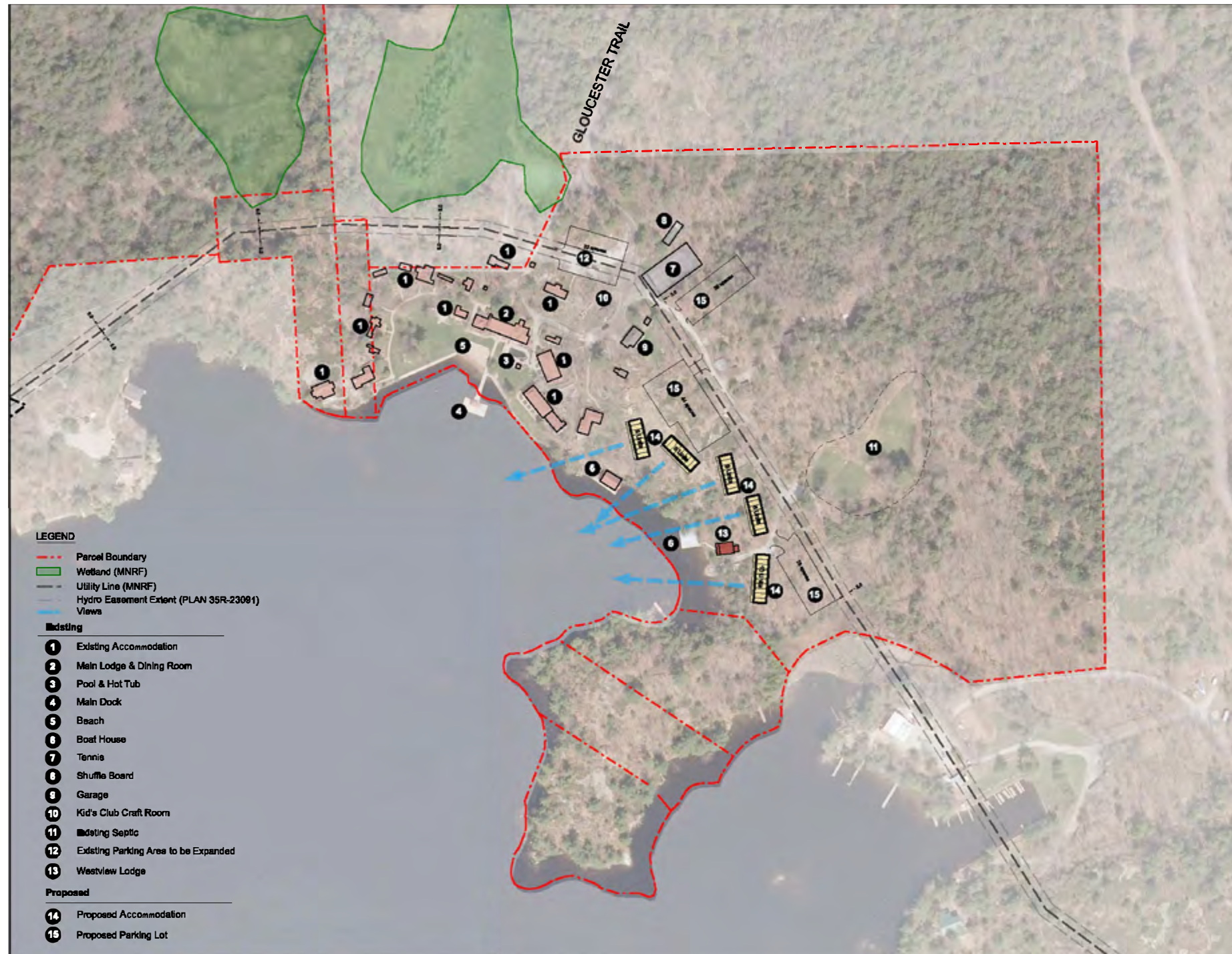
The implications of the various policy documents and the zoning for the Severn Lodge Lands is that there remains significant development potential for the Resort which could include adding up to 42 additional Accommodation Units (which range from hotel style units to fully self-contained condo style units with multiple bedrooms).

The peninsula lands adjacent to the Severn Lodge offering are zoned Shoreline Residential Type 1 (SR1). Under this designation permitted uses include detached dwellings and home occupations. It is possible, however, that a rezoning application could be pursued that would allow for the expansion of the tourist commercial zoning into this area to accommodate a more significant expansion of the Resort. While the Peninsula Lands are not part of the Resort, they could be made available as part of a separate transaction through a related party.

A more detailed Planning Opinion consultation was recently undertaken on behalf of the Resort owners to best understand the zoning and land-use potential of the site. The report, prepared by Weston Consulting is available to interested and qualified parties.



# Planning Option 1



**Development Statistics:**

Total Units:	90 units
Existing Units:	48 units
Proposed Units:	42 units
Estimated Proposed Unit Size:	27.2 m <sup>2</sup> (293 ft <sup>2</sup> )
Total GFA Addition:	27.2x42=1,142.4 m <sup>2</sup> (12,296.7 ft <sup>2</sup> )
Required Parking:	135 ap
1.5 ap/dwelling unit:	
Parking Provided:	135 sp

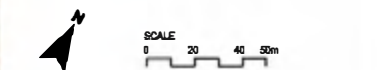
**Notes:**

- Property Boundary is approximate based on GeoWarehouse property boundary digitizing and subject to confirmation by survey.
- Not based on engineering, floodplain or grading analysis.
- Contour, Wetland, Wooded Area and Watercourse data retrieved from Ontario GeoHub Open Data Catalogue (courtesy of Ministry of Natural Resources and Forestry), September 2021.
- Areas and dimensions are approximate and subject to confirmation by survey.
- All photos from First Base Solutions Inc., 2006 image.

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15 DEC 2021	Final Draft
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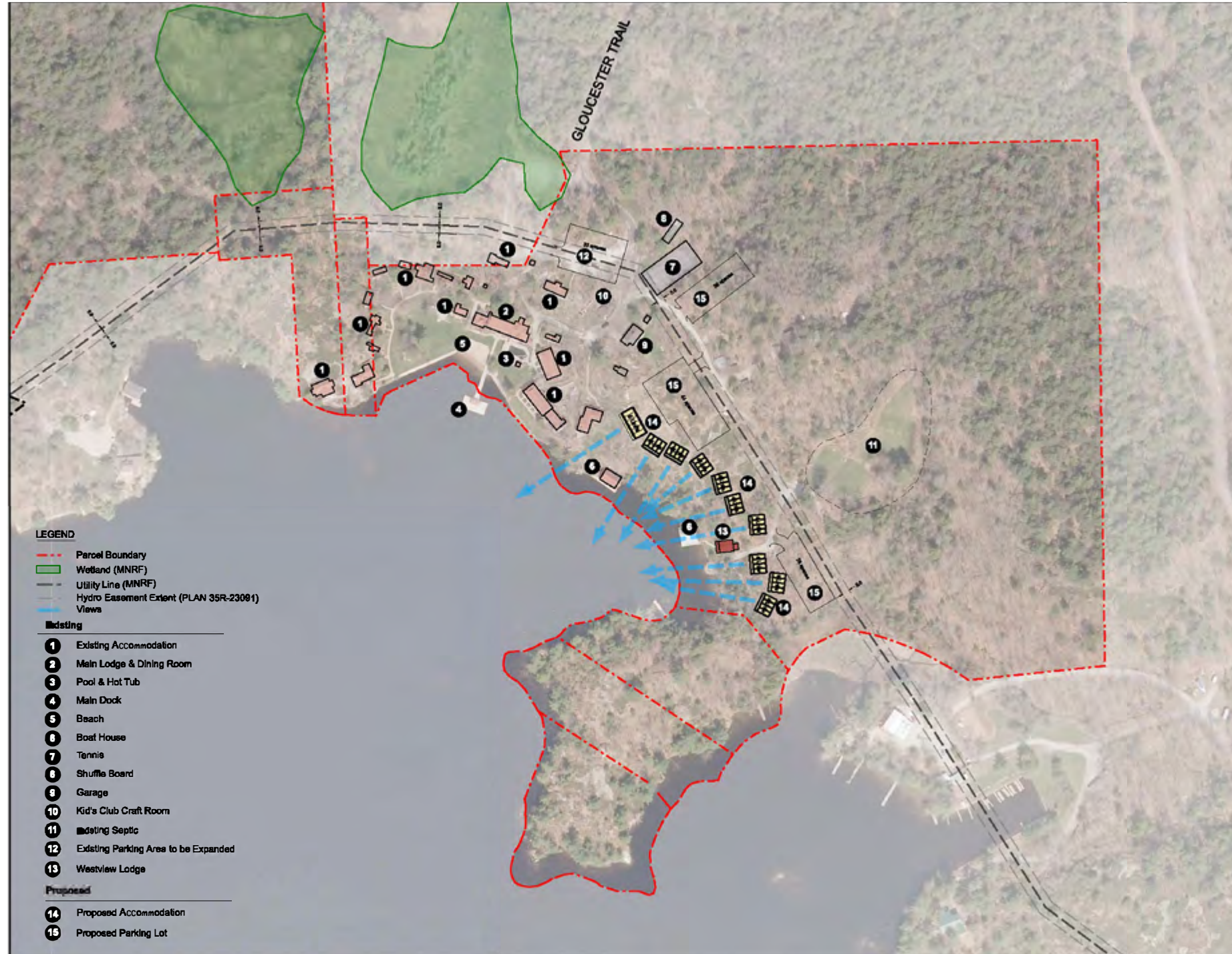
**DEVELOPMENT CONCEPT**  
 116 GLOUCESTER TRAIL  
 TOWNSHIP OF GEORGIAN BAY  
 DISTRICT MUNICIPALITY OF MUSKOKA



File Number: 10858  
 Date: 2021-12-15  
 Drawn By: ALAM  
 Planner: MQNR  
 CAD: 10858conceptual\_2021-12-15.dgn

**C1**

# Planning Option 2



**Development Statistics:**

Total Units:	90 units
Existing Units:	48 units
Proposed Units:	42 units
Estimated Proposed Unit Size:	27.2 m <sup>2</sup> (293 ft <sup>2</sup> )
Total GFA Addition:	27.2x42=1,142.4 m <sup>2</sup> (12,296.7 ft <sup>2</sup> )
Required Parking:	135 sp
1.5 sp/dwelling unit:	
Parking Provided:	135 sp

- Notes:**
- Property Boundary is approximate based on GeoWarehouse property boundary digitizing and subject to confirmation by survey.
  - Not based on engineering, floodplain or grading analysis.
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  - Areas and dimensions are approximate and subject to confirmation by survey.
  - Air photo from First Base Solutions Inc., 2006 image.

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18 DEC 2021	Final Draft

**DEVELOPMENT CONCEPT**  
 116 GLOUCESTER TRAIL  
 TOWNSHIP OF GEORGIAN BAY  
 DISTRICT MUNICIPALITY OF MUSKOKA



File Number: 10959  
 Date: 2021-12-15  
 Drawn By: ALMH  
 Plotted: MQNR  
 CAD: 10959/concept/C2\_2021-12-15.dgn

**C2**

# Gallery

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# Gallery



# Gallery

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# Data Room Access

Financial and other confidential information is available to qualified parties upon execution of a non-disclosure agreement. Please contact the Listing Agents for the NDA and any additional information.



Non-Disclosure Agreement



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