



peopleCare LTC Development

FREQUENTLY ASKED QUESTIONS

Updated: August 11, 2026

Q: What is peopleCare's experience with Long-Term Care (LTC)?

A: peopleCare Communities is a Canadian, family-owned and mission-driven leading developer and operator of senior living communities, with more than 55 years of experience. peopleCare currently manage and operate nine senior living communities in Ontario, inclusive of long-term care (LTC), retirement, assisted living and memory care.

peopleCare's innovation and leadership have earned Accreditation Canada Exemplary Status and Canada's Best Managed Companies Platinum designation. peopleCare's vision is to change the world of senior living with a focus on transforming experiences, designing vibrant communities, innovating for tomorrow, and having a lasting positive impact in communities. Learn more by visiting www.peoplecare.ca.

Q: How was peopleCare selected for this partnership?

A: At the November 25, 2024, Special Meeting of Council, Council directed staff to review municipally owned properties that could provide an opportunity to ensure the long-term care (LTC) beds allocated to peopleCare remain within the Town of The Blue Mountains. Based on this direction, staff continued to work with representatives from peopleCare to identify a suitable location and advance the proposed LTC home.

Q: Does this proposal use the previously allocated beds granted to the Town by the Ministry of Long-Term Care?

A: peopleCare has been allocated long-term care beds to be built in the Town of The Blue Mountains. The proposed site is large enough to accommodate a home with up to 192 beds.

Q: Where is the proposed peopleCare Long-Term Care home located?

A: In April 2026, the Town announced that the proposed peopleCare Long-Term Care home, previously planned for the former Tee's Please property, would be relocated to Town-owned lands adjacent to the new Craigleith Fire Hall site, located south of 796511 Grey Road 19.

Town staff have undertaken a site feasibility review and worked with peopleCare to refine the site concept to ensure the proposed LTC home could advance without impairing the functionality of the new firehall. The location also supports an efficient approach to servicing, including water, wastewater and stormwater infrastructure.



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Q: Why was the proposed LTC home moved from the former Tee's Please property?

A: The former Tee's Please property is no longer being pursued as the location for the proposed LTC home. As the project moved forward, the Town and peopleCare completed additional review of site suitability, servicing, infrastructure, access and overall development requirements for the proposed LTC facility. Through this review, the Town-owned lands adjacent to the future Craigleith Fire Hall were identified as a more appropriate location for this specific project.

The former Tee's Please property remains Town-owned, and the change in location does not mean the property is undevelopable. Future opportunities for the property may continue to be considered through separate Town processes.

Q: What other properties were investigated for use?

A: In partnership with peopleCare, the Town reviewed suitable municipally-owned lands that could accommodate the proposed LTC home. While the former Tee's please property was initially identified as a potential location, further review identified environmental constraints that would impact the suitability of the land for a LTC home.

The Town-owned property adjacent to the new Craigleith Fire Hall site was subsequently identified as a suitable alternative based on site feasibility, access to municipal servicing and the ability to accommodate the proposed facility while maintaining the functionality of the future fire hall.

Q: What is the status of the land sale to peopleCare?

A: In April 2026, Council approved the conditional sale of Town-owned land adjacent to the new Craigleith Fire Hall site to peopleCare Communities to support development of the proposed LTC home. The sale is conditional upon completion of the Town's required planning and development review and approval processes.

Q: How many stories will the LTC home be?

A: The proposed LTC home is three storeys with a partial basement and a maximum building height of 12 metres. The proposed height exceeds the Official Plan target of 11 metres and is being considered as part of the current planning application.

Q: Will the property be serviced?

A: Yes, the proposed LTC home will be fully serviced with municipal water and wastewater infrastructure. The concurrent review of the peopleCare and MacPherson Rental Housing development applications provides an opportunity to coordinate servicing and infrastructure requirements for both sites.



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Q: Does the new LTC project include workforce or attainable housing?

A: The proposed peopleCare LTC home does not include workforce or attainable housing. However, in May 2026, MacPherson Home Builders submitted a separate Zoning By-law Amendment Application to advance a purpose-built rental housing development on adjacent lands within the Home Farm development. The proposal development includes 112 rental units (1 bedroom units and 3 or 4 bedroom units) within townhouse-style buildings, providing a mix of flexible rental housing options for workers, families and other residents.

While the peopleCare LTC home and MacPherson rental housing development are separate proposals, the applications are being considered concurrently to support coordinated planning, shared infrastructure and alignment between the developments. Both applications remain subject to the Town's standard planning review, public consultation and Council decision-making process.

Q: Will there be a public consultation process?

A: Yes, A statutory Public Meeting for the peopleCare LTC and MacPherson rental housing applications was held on Tuesday, June 23, 2026. The meeting provided residents with an opportunity to learn more about the proposed developments and provide comments. Residents may continue to submit written comments to the Town while applications are under review.

As part of the Town's planning process, public comments received will be considered alongside studies and technical materials submitted by the applicant as the Town continues its review and prepares recommendations for Council consideration.

A Council Decision on the Zoning By-law Amendments is expected by this fall, followed by a Site Plan Approval process that will include the detailed engineering design and construction details.

Q: What relation does the new LTC project have with the MZO/CIHA that was previously approved?

A: The new LTC project will be proceeding through the Town's standard planning process, which does not involve an MZO/CIHA. For reference, MZO refers to a Minister's Zoning Order, and CIHA refers to a similar expedited provincial level approval tool known as a Community Infrastructure and Housing Accelerator Order that is now no longer available in the province.

Q: If approved, when will construction begin?

A: The timing of construction is dependent on the completion of the Town's planning and development review processes and required approvals. Further information regarding the anticipated construction schedule will be provided as the project advances.



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Q: If built, what will the Town's involvement with the LTC home be?

A: peopleCare will own and operate the home. The Town will not be involved in the ownership or management of the home. The Town's role includes reviewing the proposed development through the municipal planning and development approval processes and facilitating the conditional sale of the required Town-owned lands.

Q: How will the new LTC home be staffed?

A: peopleCare will be responsible for recruiting and staffing the proposed long-term care home. peopleCare has established recruitment strategies that have supported their development projects across the province, including partnerships with academic institutions to help train future healthcare workers.

The Town continues to actively pursue opportunities to diversify local housing options, including rental and workforce housing. If approved, the separate 112-unit purpose-built rental housing development proposed by MacPherson Home Builders would provide additional rental options to help meet the broader housing needs of the community, including workers, families and other residents.

Q: What impact will the new LTC home have on local LTC home(s)?

A: There is a large and growing waitlist for LTC across Ontario. The new LTC home will serve the community and help meet the care, support and housing needs of seniors and their families. It will also ease pressures on local LTC homes and hospitals for acute care.

Q: Will Town of The Blue Mountains residents receive priority for the LTC beds?

A: Long-term care (LTC) homes are licensed and regulated by the Ministry of Long-Term Care, with admission supported by Ontario Health atHome care coordinators. The province has specific laws and regulations for admission to LTC homes that are designed to ensure fairness and equity in the system. Throughout Ontario, there are some beds available specifically for veterans, reuniting spouses who both require LTC and for those with religious, cultural or language preferences. To learn more, visit: www.ontariohealthathome.ca/long-term-care. Accommodation rates (and available rate reductions for individuals) are determined by the Ministry, and more details are available on their website: www.ontario.ca/page/paying-long-term-care.

Q: What services will the proposed LTC home provide and to who?

A: LTC homes are residential homes that provide ongoing care to patients whose care needs cannot be met in the community. Care and services include help with most or all daily activities and access to 24-hour nursing and personal care. People may require this level of support due to advancing age, disability or declining health. LTC homes in Ontario are regulated and funded by the Ministry of Long-Term Care, with admission supported by Ontario Health atHome care coordinators.

For more information, please visit www.thebluemountains.ca/LTC.