



**CUSHMAN &
WAKEFIELD**
Waterloo Region

FOR SALE

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15 MARKET STREET,

PORT ELGIN, ON



DRAFT PLAN APPROVED MIXED-DENSITY RESIDENTIAL COMMUNITY

LAKESIDE DEVELOPMENT OPPORTUNITY



PREMIER 4.2-HECTARE RESIDENTIAL SITE LOCATED 100 METRES FROM LAKE HURON'S SHORELINE

15 Market Street presents a rare draft plan approved residential development opportunity in the highly desirable lakeside community of Port Elgin, Ontario. Situated on a 4.2-hectare (10.38-acre) predominantly wooded parcel just 100 metres from the shores of Lake Huron, the property occupies a premier location at the corner of Market Street and Geddes Street within an established residential neighbourhood.

R2 (Residential Second Density), R4 (Residential Fourth Density) and , and EP, the property represents a significant opportunity for developers and investors to capitalize on the strong demand for housing in one of Southwestern Ontario's most sought-after recreational and retirement destinations. With its strategic location, substantial scale, and proximity to Lake Huron, 15 Market Street is ideally positioned to deliver a landmark residential community in the heart of Port Elgin.

LEGAL DESCRIPTION

PT LT 15 PL 296 PT 1 3R2897, PT 1 3R4879, PT 1 & 2 3R7116; SAUGEEN SHORES

LOT SIZE

4.2-hectare (10.38-acre)

ZONING

R2-17, R4-26-H, R4-27-H, EP & EP-36-H

OF UNITS

12 single-family residential lots and two apartment blocks featuring three four-storey condominium buildings totaling 129 residential units.

SALE PRICE

\$6,000,000

STRATEGIC LAKESIDE LOCATION

A VISION FOR MODERN LAKESIDE LIVING

The approved development concept contemplates a thoughtfully designed residential community comprising 12 single-family residential lots and two apartment blocks featuring three four-storey condominium buildings totaling 129 residential units. Surrounded by mature neighbourhoods, Nodwell Park, Lord Elgin Place, and within walking distance to Port Elgin's renowned beaches and waterfront amenities, the site offers an exceptional blend of natural beauty and urban convenience.



PRIME WATERFRONT SETTING



LOCATION HIGHLIGHTS

Premier Lakeside Location – Just 100 metres from the shores of Lake Huron, offering easy access to Port Elgin's beaches, waterfront, and recreational amenities.

Established Residential Neighbourhood – Located at the corner of Market Street and Geddes Street within a mature neighbourhood, ideal for a thoughtfully planned residential community.

Walkable Amenities – Minutes from downtown Port Elgin, with convenient access to shopping, restaurants, schools, parks, and everyday services.

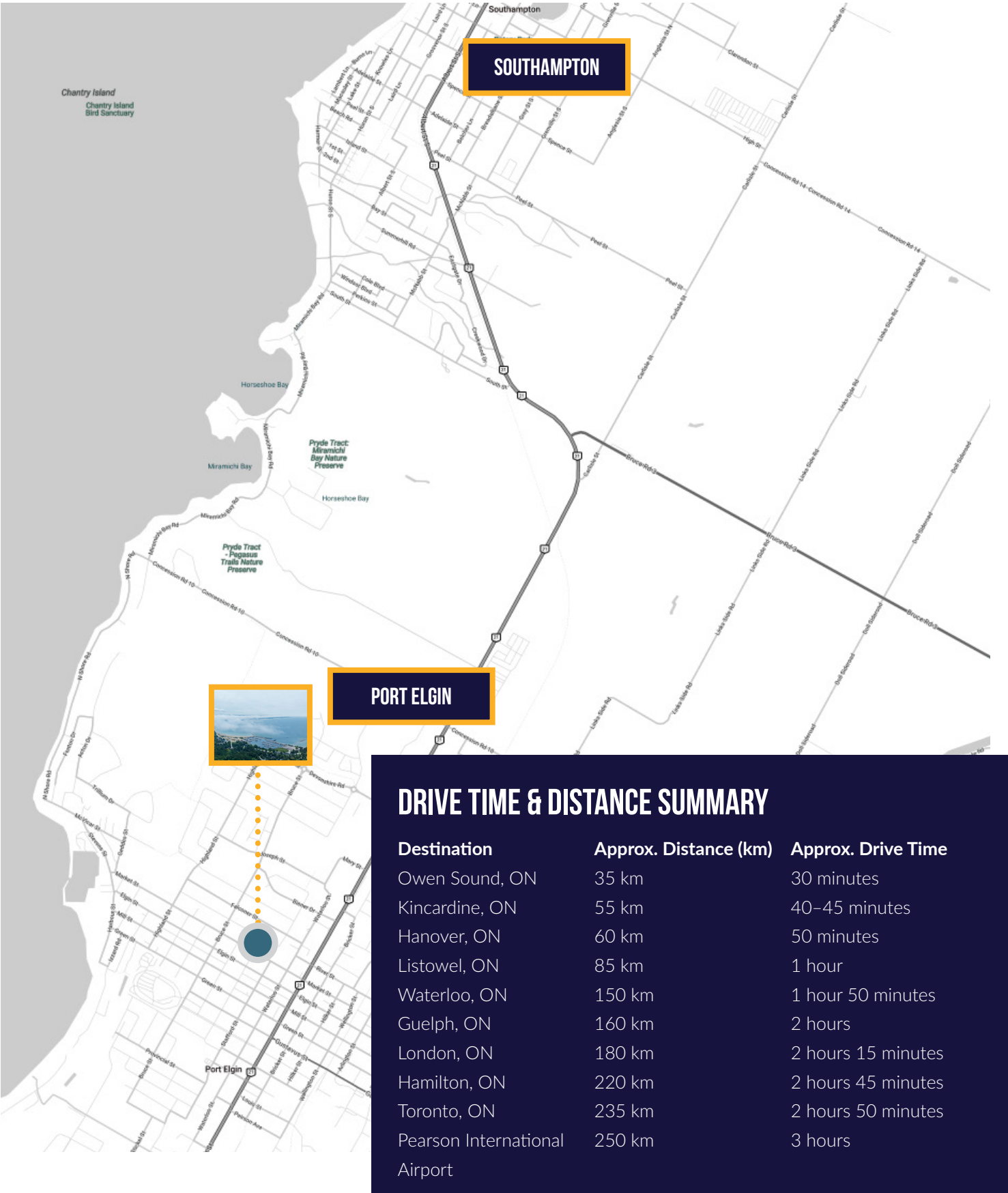
Strong Lifestyle Appeal – A highly desirable community known for its small-town charm, waterfront lifestyle, and year-round recreation.

Growing Market – Benefiting from continued population growth and sustained housing demand within Saugeen Shores.

Major Employment Base – Close proximity to Bruce Power, supporting long-term residential demand and economic stability.



LOCATION MAP



PORT ELGIN, ONTARIO

A THRIVING LAKESIDE COMMUNITY OFFERING EXCEPTIONAL LIFESTYLE AND LONG-TERM GROWTH

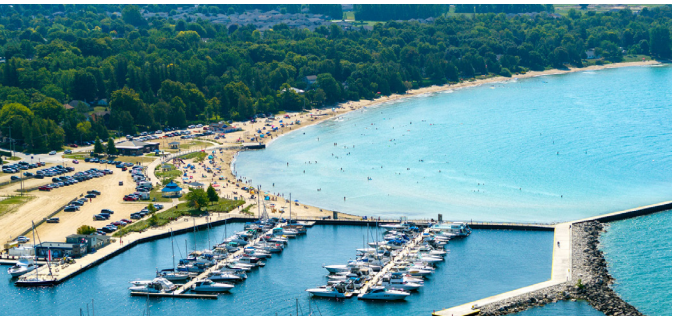
Located on the shores of Lake Huron in the Municipality of Saugeen Shores, Port Elgin is one of Southwestern Ontario's most desirable waterfront communities. Renowned for its award-winning beaches, vibrant downtown, and exceptional quality of life, the community has become a preferred destination for families, retirees, seasonal residents, and professionals alike.

Supported by one of the province's strongest regional economies, Port Elgin benefits from its proximity to Bruce Power, a major employment hub that continues to drive population growth, housing demand, and long-term economic stability. The community also offers excellent schools, healthcare facilities, recreational amenities, and year-round outdoor activities, creating a well-rounded environment for residents of all ages.

With continued investment in infrastructure, sustained residential growth, and increasing demand for new housing, Port Elgin has emerged as one of Ontario's premier lakeside communities, presenting a compelling opportunity for residential development and long-term investment.

MARKET HIGHLIGHTS

- 16% population growth between 2016 and 2021—one of the fastest-growing communities in Bruce County.
- Home to one of Ontario's premier Lake Huron waterfront communities, attracting permanent residents, retirees, and seasonal visitors.
- Strong housing demand supported by the continued expansion and long-term employment base of Bruce Power.



- Year-round tourism, recreational amenities, and a growing service sector continue to support economic growth.
- Recognized as one of Southwestern Ontario's most desirable communities for lifestyle, retirement, and residential investment.

A GENERATIONAL ECONOMIC ENGINE

THE BRUCE C NUCLEAR EXPANSION — A ONCE-IN-A-GENERATION CATALYST FOR SAUGEEN SHORES

On May 7, 2026, the Government of Ontario directed the IESO to enter a cost-sharing agreement enabling Bruce Power to advance the Bruce C Project – the province's first large-scale nuclear build in over 30 years. Located approximately 20 km from Port Elgin, the proposed 4,800 MW expansion would make Bruce Power the largest nuclear generating facility in the world, driving unprecedented long-term employment and housing demand into the Saugeen Shores market.



Illustration: Bruce Power's Bruce A & B Nuclear Generating Stations on the Lake Huron shoreline, Kincardine – site of the proposed Bruce C expansion.

18,900
jobs/year during
construction

6,700
permanent jobs once
operational

\$238B
added to Canada's
GDP over its life

Provincial estimates, Bruce C Project – Government of Ontario / Bruce Power (May 7, 2026).

DIRECT IMPACT ON THE LOCAL ECONOMY

An independent Ontario Chamber of Commerce analysis quantifies the benefit flowing directly into the surrounding Bruce, Grey and Huron County communities:

\$2B average annual contribution to LOCAL GDP	\$427M in annual labour income to the region
3,400 full-time jobs in surrounding communities	\$55M annual municipal tax revenue (Clean Energy Frontier)
15,900 of the construction jobs based in Ontario	95% of Bruce Power's spending stays in Canada

Saugeen Shores has already recorded 16% population growth (2016–2021) – among the fastest in Bruce County – and Bruce C will add thousands of skilled workers and their families to an under-supplied housing market. Bruce Power is entering funding agreements with the Town of Saugeen Shores to plan for pressure on housing, infrastructure and services, and independent polling found 91% of residents believe the project will be good for the community. For a shovel-ready, mixed-density site 100 metres from Lake Huron, 15 Market Street is exceptionally positioned to capture this sustained, long-horizon demand.





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