



#MyWaterfront

Port Perry Waterfront *Action* Plan



Final Report

March 2021

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Executive Summary

The Port Perry Waterfront Action Plan makes recommendations for short, medium and long term actions for recreation, natural and cultural heritage features, economic development and tourism on the 17 hectare waterfront area that stretches from the boat launch close to the Rowing Club to Highway 7a on the south. The three-phase project was completed within the framework of community engagement. The team met four times with the Waterfront Liaison Committee consisting of a variety of interests in the waterfront. Community engagement occurred in many ways including one-on-one conversations, face-to-face and online workshops, surveys, youth focused sessions, presentations, social and traditional media and email. The community was invited to participate and share their thoughts at each touch stone in the process.

Key issues and opportunities for change were explored through the first phase. This background and context provided direction for establishing the parameters for three concept options. An important foundation of all concepts was a number of givens including maintaining and re-purposing the Old Mill, incorporating a new urban square at the foot of Queen Street, identifying a location for the William Lishman sculpture, relocation of the Regional sanitary pumping station, implementation of the Lake Scugog Enhancement Project, integration with Queen Street "open streets" and removal / relocation of the Latcham Centre in the medium to long term.

Three options were developed through a community workshop where residents were invited to join a member of the consulting team, and in small groups, develop the framework for a concept option. Over the course of the workshop, three different working sessions

resulted in nine versions of the concept options. Through consolidation of the workshop input, three concept options were put out to the community in an online survey that asked whether survey participants agreed or disagreed with the various components of each option. In addition, one-on-one conversations, pop-up information sessions, a workshop with students, conversations with the Mississaugas of Scugog Island First Nation and input through email and social media provided insights to help the team determine the preferred components of each option.

The Preferred Plan brings together the components and features from all three concept options and presents a sound framework for guiding detailed design of 50 component projects. The Preferred Plan can be used for capital planning and budget setting over the next several years.

The north section of the waterfront is envisioned as the focus for boating activity with an expanded marina, improved boat launch, launch for small kayaks and canoes and space for tie up of transient boats. Pedestrian access is improved with a new sidewalk on Old Rail Lane and improved trails through Birdseye Park to connect with the water's edge boardwalk through the marina. Waterside terraces at the library, a new community facility, urban square, together with the Old Mill, will provide a great hub for activities.

The central portion of the waterfront brings a balance of space for active and passive recreation, cultural events, walking and nature interpretation. Palmer Park is enhanced with a stepped stone wall for seating and viewing events. A new year-round children and youth focused activity zone brings young people to

the centre of the waterfront. The opportunity for active sports is maintained with the pickle ball courts, tennis and softball baseball diamond. New washrooms and shelters can be designed as jewels in the landscape providing amenities for all park users.

The southern portion of the waterfront provides an important green link along the water's edge from Palmer Park, along the soon to be created wetland, to Highway 7a. This is the southern gateway and identifier of Port Perry's waterfront and includes clearly defined public access. Direction is provided to guide the long term redevelopment of lands on the north side of Highway 7a (Scugog Street), and along the west side of Water Street when and if owners choose to consider redevelopment with buildings and uses that front, face and feature the waterfront.

There are two categories of economic benefit that will accrue to the Township through the types of development envisaged in this Waterfront Action Plan. Direct economic benefits will accrue as a result of the redevelopment of the parking lot at Water and North Streets, revenue from rental of space in the new community building at the marina and long term private development of lands on the north side of Highway 7a and the west side of Water Street. Indirect economic benefits will result from expansion of the marina and enhancement of the waterfront that will attract additional visitors traveling by boat and vehicle that will spend more at the shops and restaurants downtown. New businesses will be attracted to Port Perry given the highly attractive waterfront and market of residents and visitors.

Phasing of the key components of the Preferred Plan has been identified with projects, such as upgrading the north boat launch and a sidewalk on Water Street and Old Rail Lane implemented within 5 years. A number of projects will depend on removal of the north ball diamond including the addition of pickle ball courts, the splash pad, and the new hard surface activity court. Projects that depend on the relocation of the Regional sanitary pumping station include the urban square, stone terraces in Palmer Park and re-organization of the library parking lot. Long term projects beyond 10 years include the new marina/community centre and shoreline enhancement in Palmer Park.

The Port Perry Waterfront Action Plan is the result of hundreds of inputs to the plan over the last year and half. The Waterfront Liaison Committee volunteered over 100 hours during the course of this three-phase study. Township staff worked hand in hand with the team through the inventory, generation of concepts, development of the Preferred Plan and determining implementation to ensure that the Action Plan sets a framework for decisions on the waterfront over the short, medium and long term.

The Port Perry waterfront is arguably the most visited and iconic location in the entire Township. Accordingly, efforts spent at beautifying and maintaining the area to the highest standards should be seen as an investment in the overall image and brand of the municipality, rather than simply a cost. This philosophy should be top of mind as the Action Plan is implemented.



Study Area

- Study Area Size: 17 ha (42 acres)
- 6 ha (14.5 acres) of public parks
- 1.5km of shoreline
- 670m of trails

1 Introduction

The Port Perry Waterfront Action Plan makes recommendations for short, medium and long-term actions for recreation, natural and cultural heritage features, economic development and tourism on the waterfront. The overarching goal is for Port Perry to continue to be a vibrant and thriving community for residents and visitors.

Study Area

The Waterfront Action Plan's study area includes 17 hectares of lands that stretch from the Township boat launch and Birdseye Park in the north, the lands along the waterfront east of Water Street, including the Library, the Marina, the Old Mill, Palmer Park, Joe Fowler Park, Baagwating Park, and the business area lands along the north side of Highway 7A/Scugog Street.

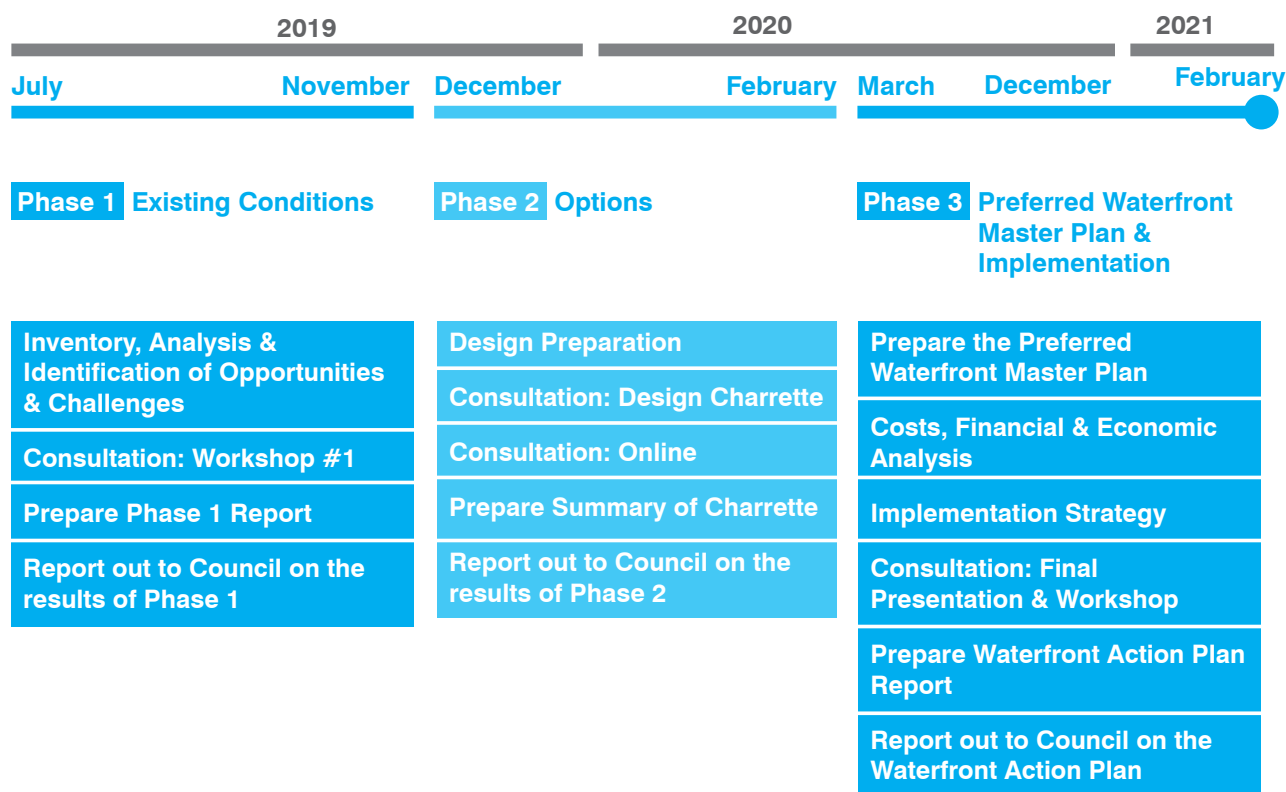
Work Program

The Waterfront Action Plan was prepared in three phases. During Phase 1, the team completed an inventory and analysis of existing

conditions along the waterfront, identifying opportunities and challenges. Community engagement was conducted through one-on-one meetings and a public workshop to receive input from stakeholders and the public on the opportunities and challenges on the waterfront. This input helped to shape the various concept options explored in Phase 2 that were developed through a second public workshop. Input received on the various concept options was used to shape the Preferred Plan. The Preferred Plan, costing and phasing were prepared in Phase 3.

The Waterfront Action Plan report is presented in three parts:

- Part One summarizes the consultation, guiding vision and context;
- Part Two describes the three concept options and the preferred elements of each;
- Part Three describes the Preferred Plan, order of magnitude costs, economic benefits and phasing.



2 Consultation

Many events and tools were used to engage the Port Perry community in the evolution of the Waterfront Action Plan over the past year. A list of key engagement tools are listed on the facing page.

The Waterfront Action Plan was prepared through collaboration with a Waterfront Liaison Committee consisting of a variety of interests in the waterfront including::

- Healthy Lake Scugog Committee
- Tourism Advisory Committee
- Scugog Lake Stewards
- Scugog Chamber of Commerce
- Heritage Advisory Committee
- Port Perry Marina
- Port Perry BIA
- Economic Development Advisory Committee
- Port Perry Tennis Club
- Region of Durham
- Kawartha Conservation Authority
- Mississaugas of Scugog Island First Nation
- Port Perry Snowmobile Club

The project began with an open invitation to the Port Perry community to meet with the Waterfront Action Plan's project manager in a 20-minute meeting. The project manager met with 24 people on November 4, 2019 at the municipal building to discuss the preferences, concerns and ideas for change on the waterfront. Another early tool used was a post card distributed to build awareness of the project and ask people to complete the sentence, "My waterfront is...". Approximately 160 post cards were received, most of which were from members of the seniors centre.

The first public workshop was held on November 18, 2019 at the Latcham Community Centre to discuss opportunities for change and a vision statement. Two identical sessions were held at 4:00 pm and at 6:30 pm. Approximately 175 people attended the two sessions. For the full results of the consultation conducted during Phase 1, please refer to the *What We Heard Report #1*.

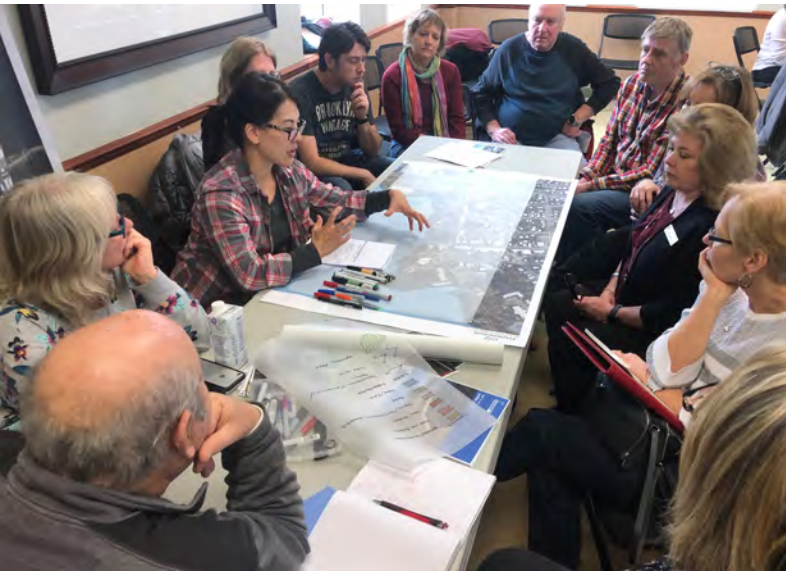
The second workshop was held on February 13, 2020 at the Township of Scugog Council Chambers. The workshop was organized as three interactive design sessions. A total of 90 people participated in the three sessions. During the workshop attendees were invited to work with a member of the consulting team to prepare diagrams that explored three options for the waterfront. For the full results of the consultation conducted during Phase 2, please refer to the *What We Heard Report #2*. Three concept options were posted in an online survey for input on the various components of each option.

The emerging Preferred Plan was presented at three online workshops on November 24, 2020 using the GoToMeeting platform. Approximately 70 people participated in the online meetings. The presentation included a summary of the three concept options, the input received through the online survey and the emerging preferred plan. For the full results of the consultation conducted during Phase 3, please refer to the *What We Heard Report #3*.

In addition, Township staff held pop up information sessions (prior to March 2020 and public health direction during the Covid 19 pandemic) and youth focused engagement meeting face-to-face and online. Township staff also had ongoing liaison with representatives of the Mississaugas of Scugog Island First Nation.

Summary of community engagement over the course of the preparation of the Waterfront Action Plan

Public Workshop #2 at the Township of Scugog Council Chambers



Public Workshop #1 at the Latcham Centre



-  **24** interviews with residents
-  **3** workshops with **8** sessions
 - 175** people Workshop #1 - opportunities for change
 - 90** people Workshop #2 - design options
 - 70** people Workshop #3 - emerging preferred plan
-  **160** post cards “my waterfront is...”
-  **200** responses to picture survey
-  **548** responses to concept options survey
-  **120** people at pop up information session
-  **3** youth-focused sessions
-  **2** rounds of interviews with councillors
- 3** council presentations
-  **4** meetings Waterfront Steering Committee
-  Ongoing liaison with Mississaugas of Scugog Island First Nation
-  Press releases, web news, radio announcements
-  Input through social media
-  Emails and telephone calls



3 Guiding Vision

Based on input received during the visioning component of Workshop #1, a draft Vision Statement and design principles were prepared.

Port Perry's Waterfront will be a welcoming, inclusive and accessible waterfront for people of all ages, with a focus on parkland and natural heritage

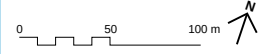
Design Principles

- 1 Public access to and along the waterfront**
- 2 Accommodate a diversity of water and land based recreation uses**
- 3 Protect natural heritage**
- 4 Restore the environment**
- 5 Accommodate year round use**
- 6 Something for everyone**
- 7 Pedestrian priority**
- 8 Recognize indigenous culture and heritage**

Land Uses (Official Plan)

Legend

- Parks
- Open Space
- Hazard Lands
- Main Central Area
- Corridor Commercial
- Residential
- Study Area
- Potential Development Sites



4 Background Information

Land Uses

The Township of Scugog Official Plan shows primarily Parks and Open Space and Hazard Lands along the waterfront, in addition to the Main Central Area designation in the area around the VOS' Independent grocery store. There is a parcel in the south end and the public parking lots on North Street that have been identified by the Township as potential development sites. The Hazard Lands identified in the Official Plan vary from the Hazard Limits as set out by Kawartha Conservation and shown in the Natural Heritage & Hazards section of this report.

Changes Since 2008 *Downtown Development Strategy*

Roundabout at Water & North Streets 2011

Scugog Library Expansion 2011

New Boardwalk 2010

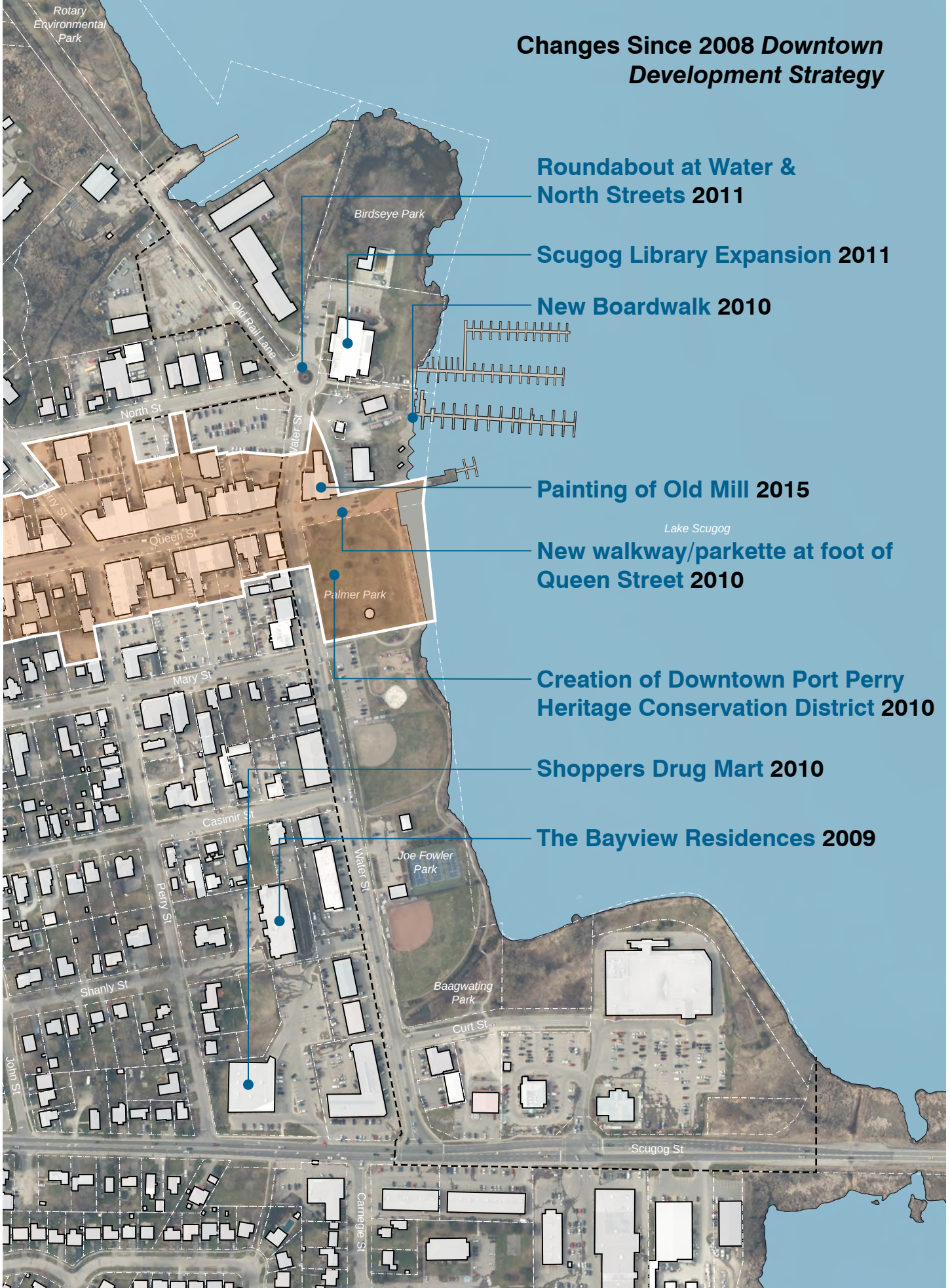
Painting of Old Mill 2015

New walkway/parkette at foot of Queen Street 2010

Creation of Downtown Port Perry Heritage Conservation District 2010

Shoppers Drug Mart 2010

The Bayview Residences 2009



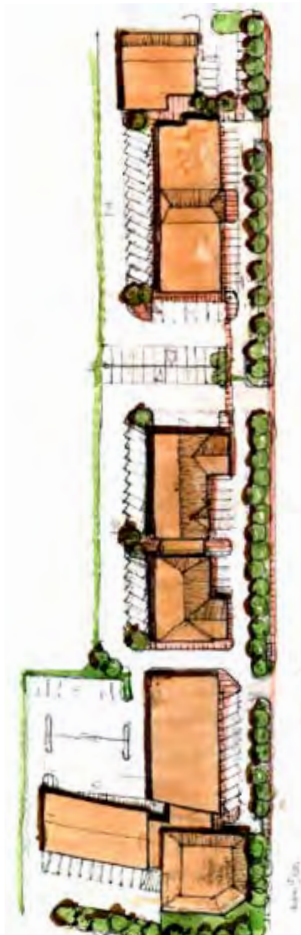
2008 Downtown Development Strategy

The Port Perry Downtown Development Strategy was approved by the Township of Scugog Council in 2008. The Strategy provided an overarching framework to guide future development, preservation and investment initiatives within the Downtown area, combining elements of a Heritage Conservation District Plan, Urban Design Guidelines and Community Improvement Plan into a comprehensive enhancement program. Development of the Strategy was coordinated with the 2007/2008 Township of Scugog Official Plan Update and formed an integral component of that process.

Several elements of the Development Strategy were implemented, including the roundabout at Water & North Streets, painting of the Old Mill, the new walkway/parkette at foot of Queen Street, and the creation of Downtown Port Perry Heritage Conservation District in 2010.

A demonstration of a revitalized streetscape treatment along Water Street was included in the Strategy, the graphics for which are reproduced below.

Water Street streetscape vision from the 2008 Downtown Development Strategy



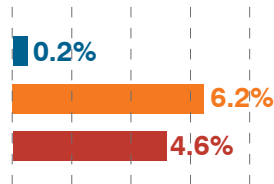


Demographics

Population Growth

Population growth in the Township over the 2011 to 2016 period (2016 is the data of the most recent Census) was essentially static, compared to significant growth in the Region and Province overall. Compared to the Region of Durham, Scugog has a somewhat higher base of seasonal users, with an estimated 5% of all households being seasonal or cottage residents (i.e. not permanent).

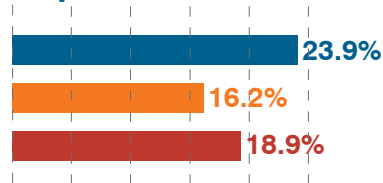
Growth



Age Distribution

The population base of Scugog shows an older community, with a significantly higher median age, and higher proportion of population over 65 (and even over age 85).

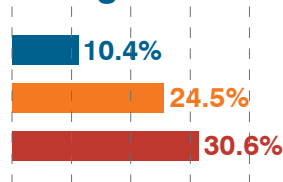
Population 65+



Immigration

Only about 10% of Scugog residents are immigrants to Canada (i.e. not born in Canada) compared to much higher proportions in the Region and Province overall. Moreover, most immigrants are now longer-term residents of Canada, having arrived in the country before 1981, with comparatively smaller proportions having arrived since 2001. The major source countries for immigrants in the Township are European countries with the UK by far the largest single point of origin for immigrants.

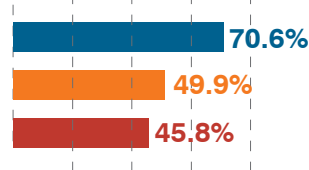
Immigration



Generational Status

Reflecting the immigration statistics, the proportion of residents who describe themselves as first generation immigrants to Canada is much lower than in the Region or Province. Most residents describe themselves as third generation (or older) Canadians, compared to less than half of residents in the Region or Province:

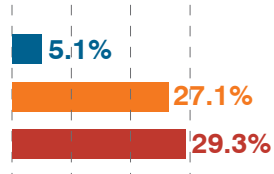
Third Generation or More



Visible Minority Population

The Township shows less diversity than either the Region or the Province with significantly lower proportion of visible minority population:

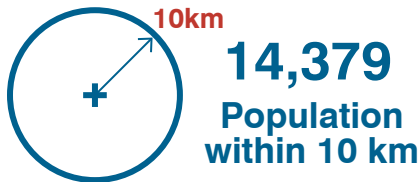
Visible Minorities



Key Demographic & Economic Findings

Population Within 10km

The population within 10km of the Port Perry area is 14,379.



Income

Average family income in the Port Perry area is \$131,835 (11% higher than the national average).



11% higher than national average

Household Expenditure

Annual average household expenditure in the Port Perry area is \$96,113 (14% higher than the national average). Total expenditure by households within the area is \$526 million.



14% higher than national average

Home Ownership

The home ownership rate in the Port Perry area is 85%.



While there has been stagnant population growth in the Township in the past, Scugog is poised for significant population growth in the future, with most of this growth expected to occur in the Port Perry Urban Area (an estimated 1,200 units between now and 2027).

The population base within the immediate area of Port Perry (within a 10 km radius of the downtown) is relatively well-off, with income and expenditures significantly above national averages. At present, this localized population is older and less diverse (i.e. more traditional and homogeneous) than elsewhere in the Region or the Province; however with the future population influx, this may change over the coming decade.

The growth in the resident population of the Township plus the Region overall implies a growing demand for recreational and waterfront activities. Tourism from elsewhere in the GTA (and beyond) is expected to increase, with particular niches of tourism where Port Perry may have a competitive advantage such as fishing, indigenous tourism, sports tourism, and potentially boating.

Recognizing the potential for increased tourism to the area, there is a hotel under construction on Scugog Island and another hotel proposed in the area but not within the study area.