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**Appendix A:** Consultation Summaries

**Appendix B:** Municipal Servicing Cost Estimates
EXECUTIVE SUMMARY

Collingwood’s waterfront will offer balanced access to the shoreline and the water, protecting sensitive shoreline habitats while offering an increasingly diverse set of land and water activities with something for everyone. Rejuvenated public spaces will support Collingwood’s existing strengths - natural beauty, a historically significant harbour, a vibrant commercial downtown and an active community life.

The Waterfront Master Plan provides a long-term, comprehensive plan for the Town of Collingwood’s waterfront, focusing on the area from Hen and Chickens Island to Sunset Point Park, where the majority of public spaces and mixed-use activity is located.

Investment in the waterfront prioritizes a complete, off-road trail network, mixed-use activity in the Downtown waterfront and on the Pier, enhanced recreational amenities in Sunset Point Park and Harbourview Park and new facilities for motorized and non-motorized boating. The Waterfront Master Plan is supported by a detailed implementation plan.

Development of the Waterfront Master Plan supports the Community Based Strategic Plan, completed in 2015, which identified “public access to a revitalized waterfront” as one of the Town’s 5 top goals for the next 20 years. The Waterfront Master Plan was developed in collaboration with numerous stakeholder and waterfront user groups, and approximately 1,800 community and youth participants.
1. Painted bike lanes
2. New bridge over Black Ash Creek
3. Replace viewing platform in Western Fens
4. Off-leash dog park
5. Skating Trail with Splash Pad / Skating Rink and Indigenous Gathering Place
6. New kayak/canoe dock with wheelchair transfer station
7. Park Pavilion and Boat Storage Building
8. Retain one multi-purpose grass field
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36. Extend east end of park
T Trail Improvements / New Trail Sections
B Boardwalk Improvements / New Boardwalk Sections
D All Blue Buildings - Updated development standards and Design Guidelines
P Reorganized or New Parking
1.0
INTRODUCTION
Looking southeast over Sunset Point Park, 2016
1.1 THE COLLINGWOOD WATERFRONT

Located on Georgian Bay, the Town of Collingwood has a shoreline that is more than 50 kilometres long. This spectacular asset, along with a vibrant downtown, active harbour, and year round outdoor activities, contributes to Collingwood’s reputation for offering a high quality of life.

The waterfront is highly diverse along its more than 50 kilometre length. In the central area, the approximately 8 kilometres from Hen and Chickens Island to Sunset Point Park, the largest area of land in public ownership as well as the highest intensity of uses is found. Outside of this area, much of the waterfront is privately owned.

Within the central waterfront, some of the Town’s most popular parks, including Sunset Point Park, Harbourview Park and Millennium Park draw many visitors at all times of the year. In addition, the active harbour hosts the Collingwood Yacht Club, the Canoe and Dragon Boat Club, the Rowing Club and the Collingwood Sailing School. The Pier, with the iconic Terminal buildings, and the Side Launch and Dry Dock Basins, hearken back to Collingwood’s vibrant history in shipbuilding and shipping throughout the Great Lakes. The heritage Downtown along Hurontario Street ends at the waterfront, tying together the land and water experience.

Recognizing the importance of these spectacular assets, the Town has embarked on several waterfront master plans and related studies in the past several decades. Previous plans, including a Waterfront Master Plan in 1989 and the Shipyards Community Master Plan, have helped to shape the waterfront as it is today. However, ongoing change and evolution means that a new plan is needed to meet the needs of the Town’s current residents, rejuvenate public spaces and further enhance public access to the water and shoreline.

This Waterfront Master Plan provides a long-term vision, along with specific recommendations for land uses, future building development, open spaces and parks, trails and water-based activities.
1.2 STUDY OVERVIEW

The Waterfront Master Plan seeks to enhance public access to the waterfront and rejuvenate public spaces through a long-term implementation plan.

The Collingwood Waterfront Master Plan emerged from the Town’s Community Based Strategic Planning (CBSP) process, which concluded in 2015. In that process, “public access to a revitalized waterfront” was one of the 5 Goals identified by residents of the Town. Preparing a Waterfront Master Plan is in fact the first Action Item for this Goal.

The Waterfront Master Plan was developed through a highly consultative process between February and November 2016. It builds on conversations that occurred during the CBSP process and depended on engagement with the community, waterfront user groups, stakeholders and Town staff.

This study is intended to guide a long-term implementation process that may take decades to complete. It includes recommendations for phasing and high level cost estimates to assist in prioritization of projects. It is expected that implementation will involve a number of partners, including all three levels of government, private donors, and community groups, all of whom will work towards a common vision.


**Study Timeline**

### PHASE 1
**BACKGROUND AND VISIONING**
- Review of background material
- Analysis of existing conditions, opportunities and constraints
- Identify community vision and priorities for the waterfront

**FEBRUARY - APRIL 2016**
- **Council Tour**
- **Stakeholder Interviews**
- **Online Survey #1**
- **Public Workshop #1**
  - April 18, 2016
- **Youth Sessions**
  - April 19, 2016

### PHASE 2
**DEVELOPMENT OF CONCEPT PLANS**
- Development of options and concepts for the master plan based on the vision and priorities

**MAY - JULY 2016**
- **Stakeholder Interviews (as needed)**
- **Public Workshop #2**
  - July 12, 2016
- **Online Survey #2**

### PHASE 3
**PREFERRED PLAN AND FINAL REPORT**
- Development of preferred plan
- Development of implementation and phasing plan

**AUGUST - OCTOBER 2016**
- **Stakeholder Interviews (as needed)**
- **Council Presentation**
  - Nov 14, 2016
- **Public Workshop #3**
  - Oct 3, 2016
- **Online Survey #3**
1.3 CONSULTATION OVERVIEW

The Waterfront Master Plan process included three phases of consultation involving more than 1,800 participants.

Phase 1

Phase 1 focused on extensive information gathering and background research to understand how the waterfront is being used today and identify key opportunities and constraints. Consultation activities focused on brainstorming a future vision for the waterfront and providing input on overall priorities that should guide the development of the Waterfront Master Plan. These priorities serve as a ‘check and balance’ for the preparation of the Master Plan, ensuring that final recommendations meet key community requirements.

Consultation activities, summarized below, included public workshops, youth workshops, interviews with a range of stakeholders and waterfront user groups, workshops with Town staff and an online survey.

• Stakeholder Interviews with approximately 30 groups or individuals
• Two Public Workshops with approximately 135 people
• Two Youth Workshops with approximately 50 youth
• Three Town Staff Workshops including the Accessibility Committee
• Online Survey with 755 responses

The top three priorities for the waterfront identified in this phase were:
1. Cycling and walking connections
2. Public facilities supporting outdoor recreation (e.g. washrooms, pavilions, etc)
3. Environmental and ecological health

Phase 2

Phase 2 focused on preparation of guiding principles and concepts plans for each area of the waterfront based on all of the ideas, priorities, opportunities and challenges heard in Phase 1. Consultation activities focused on discussion of the guiding principles and draft concept plans, and providing feedback to guide refinement of the plans.

Consultation activities focused on public workshops, meetings with stakeholder groups and an online survey.

• Two Public Workshops with approximately 125 people
• Online Survey with 265 responses

Survey responses in Phase 2 indicated that the majority of people generally supported the guiding principles and the key initiatives proposed for each area of the waterfront.

<table>
<thead>
<tr>
<th>Area</th>
<th>Guiding Principles</th>
<th>Key Initiatives</th>
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<tbody>
<tr>
<td>Sunset Point Park</td>
<td>90%</td>
<td>90%</td>
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<tr>
<td>Eastern Fens</td>
<td>92%</td>
<td>89%</td>
</tr>
<tr>
<td>Collingwood Pier</td>
<td>90%</td>
<td>86%</td>
</tr>
<tr>
<td>Downtown and Ridgeline</td>
<td>90%</td>
<td>86%</td>
</tr>
<tr>
<td>Harbourview Park</td>
<td>93%</td>
<td>89%</td>
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<tr>
<td>Western Harbour</td>
<td>91%</td>
<td>87%</td>
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Phase 3

In Phase 3, the final plan was updated and refined based on comments heard in Phase 2 and shared for a final round of feedback. Two public meetings were held as well as a final online survey.

- Two Public Meetings with approximately 200 people
- Online Survey with 288 responses

Survey 3 provided the refined Vision and Key Initiatives for each area of the waterfront and the trail network, and respondents were asked whether they generally support, feel neutral or do not support them. The majority of people indicated their support for all of the areas.

### Overall Feedback

The most common comments heard throughout the process are summarized below. These comments have guided the development of key initiatives and recommendations in the master plan.

- Focus on connecting trail networks for cycling and walking
- Strong support for public facilities supporting outdoor recreational activities
- Protect the environment and natural habitats
- Strong desire for splash pad and opportunities to access the water
- Improve facilities and infrastructure to support both motorized and non-motorized boating
- Balance natural spaces with active park spaces
- The focus of urban private development should be the Downtown and Shipyards area
- Retain ownership of existing public land
- Ensure that initiatives are designed to be fully accessible
- Strong desire for a range of waterfront restaurants, markets, local shops
- Update development standards and design guidelines for new development to ensure it is in keeping with the waterfront vision

See Appendix A for a full summary of the public consultation events and feedback related to this study.
1.4 POLICY BACKGROUND

The Waterfront Master Plan has taken direction from various existing policy documents that affect development and planning on the waterfront.

The following key policy documents and studies have provided background understanding and direction for the Waterfront Master Plan. Many other documents were also reviewed in the course of the study.


The Town's Official Plan provides high level guidance on the land uses and types of development that are permitted in different areas of the Town as well as guidance on urban design. Detailed direction on the Shipyards Special Policy Area is also contained in the Official Plan.

The Zoning By-Law provides detailed information on permitted uses and development permissions, including building heights, required setbacks, lot coverage and parking requirements.

2. Town of Collingwood Community Based Strategic Plan (2015)

The Community Based Strategic Plan, completed in 2015, was the result of a highly consultative process to identify the community’s vision and goals for a 20 year horizon. This document directs Council in developing priorities and action items. The five goals included in the Strategic Plan are:

1. Accountable Local Government
2. Public Access to a Revitalized Waterfront
3. Culture and the Arts
4. Healthy Lifestyle
5. Support for Economic Growth

The completion of the Waterfront Master Plan is the key action item identified for Goal 2, though it also supports achievement of the other Goals. The Strategic Plan identifies a scope of work for the Waterfront Master Plan, which includes recommendations to:

- Guide future development;
- Preserve natural and cultural heritage;
- Improve public access; and
- Explore opportunities to connect the downtown and waterfront.


The Shipyards area has been under development since 2004, based on a Community Master Plan and Urban Design Guidelines prepared in 2004 and updated in 2008. This plan identifies permitted land uses, block structure, built form typologies, open spaces and streetscape typologies.

The Shipyards Land Use Plan is included in the Official Plan and has been considered in the development of the Waterfront Master Plan. However, given the age of these documents, the Waterfront Master Plan has considered updates to the existing policies for the Shipyards area.


The Downtown Heritage Conservation District (HCD) includes the area from Hume Street to the waterfront, including the Pier, and approximately from St Paul Street to Pine Street. The Plan identifies Design Guidelines for this area, which include guidelines for buildings, new construction, streetscapes and other elements like street furniture, lighting and signage.

Though not all of the waterfront study area is not included in the HCD, its policies and guidelines are relevant for understanding the connection between the downtown and the waterfront, and its guidelines should be applied to any development on the Pier.
1.5 CONTEXT & KEY OPPORTUNITIES

Collingwood’s waterfront is known for its natural spaces, parks and unique deep water harbour. Many opportunities exist to build on and preserve these assets, while increasing the diversity of activity. These opportunities have been identified through background research, input from waterfront user groups and stakeholders and significant consultation with community members.

STUDY AREA

The Primary Study Area is between Hen and Chickens Island and Sunset Point Park. This area is the heart of the waterfront, containing the largest amount of publicly-owned land, as well as the major public destinations, including the harbour and Downtown. The Secondary Study Area includes the remainder of the Town’s shoreline and adjacent properties, where publicly-owned land primarily consists of streets that end at the water.
**PEDESTRIAN AND CYCLING CONNECTIONS**

The Collingwood Waterfront has an extensive and well-connected trail network within the primary study area. However, some connections take the user away from the shoreline or off a dedicated trail. In other areas, older sections of the trail system require upgrading. The opportunity exists to enhance these portions to create an entire system that is off-road, immersed in a natural experience and is as close to the shore as possible.

- Inadequate trail connections
- Off-road trail opportunities
- Enhance existing routes / trails

**PARKS AND NATURAL SPACES**

Feedback from Collingwood residents clearly demonstrated the high value placed on public parks and natural spaces. There are significant opportunities to diversify the recreational offerings that exist in waterfront parks, including additional support facilities, while also protecting natural habitats and the special wetland areas found along the shoreline.

- Protect important natural areas
- Diversify recreational amenities / programming
- Opportunity for recreational support facility
WATER-BASED OPPORTUNITIES

Enhancing access to the water - for swimming as well as for motorized and non-motorized craft - is a key focus of this study. By improving existing facilities or creating new facilities, the opportunity exists to provide a safer organization of water uses that provides all users with their own space to access and enjoy the water - all the while recognizing that the harbour is a shared amenity that should be available to all users.

Safer swimming
Improve facilities for motorized and non-motorized boating

DEVELOPMENT OPPORTUNITIES

| Key mixed-use opportunities |
| Activate key streets / connections |
| Maintain key views |

There is a significant amount of land in the central waterfront area that is privately owned and designated for a range of uses. As part of the Waterfront Master Plan, the opportunity exists to ensure that future waterfront development is in keeping with the overall waterfront vision, including a focus on increasing vibrancy on the waterfront through mixed-use development.
PARKING OPPORTUNITIES

Intensification and diversification of uses and activities throughout the waterfront will result in additional parking demand. There are a number of opportunities to improve the organization of existing parking areas to accommodate a larger number of vehicles, as well as consideration of some new parking locations to increase supply.

WALKING DISTANCES

A walking distance of 400 metres is generally considered to be approximately a 5 to 10 minute walk. This is a useful way of understanding the waterfront and how it might be used, with the intent that every 5 to 10 minutes of walking, one might be able to find a place to rest, experience a new activity, use a washroom or reach a new destination.
2.0
THE WATERFRONT MASTER PLAN
2.1 VISION AND PRIORITIES

VISION

Collingwood’s waterfront will offer balanced access to the shoreline and the water, protecting sensitive shoreline habitats while offering an increasingly diverse set of land and water activities with something for everyone. Rejuvenated public spaces will support Collingwood’s existing strengths - natural beauty, a historically significant harbour, a vibrant commercial downtown and an active community life.

KEY PRIORITIES

The following key priorities were ranked in order of importance through the first online survey by more than 750 respondents in Collingwood. These priorities have guided the development of the Master Plan.

1. Cycling and walking connections
2. Public facilities supporting outdoor recreation (e.g. washrooms, pavilions, etc)
3. Environmental and ecological health
4. Activities and play areas for kids
5. Arts and culture (e.g. theatre, music, events, festivals etc)
6. High quality, mixed-use development (e.g. restaurant, residential, commercial development, etc)
7. Non-motorized boating opportunities
8. Winter activities (e.g. winter festivals, skating, etc)
9. Celebrating Collingwood’s history
10. Motorized boating opportunities

The images on the right illustrate key elements that consistently emerged in conversations with people in Collingwood as themes, priorities or ideas for the waterfront.
2.2 THE WATERFRONT MASTER PLAN
1. Painted bike lanes
2. New bridge over Black Ash Creek
3. Replace viewing platform in Western Fens
4. Off-leash dog park
5. Skating Trail with Splash Pad / Skating Rink and Indigenous Gathering Place
6. New kayak/canoe dock with wheelchair transfer station
7. Park Pavilion and Boat Storage Building
8. Retain one multi-purpose grass field
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10. Upgrade Expanded seating and amphitheatre
11. Overlook area for events at top of Ridgeline
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36. Extend east end of park
T Trail Improvements / New Trail Sections
B Boardwalk Improvements / New Boardwalk Sections
D All Blue Buildings - Updated development standards and Design Guidelines
P Reorganized or New Parking
3.0
MASTER PLAN RECOMMENDATIONS
3.1 INTRODUCTION

The following sections summarize the key recommendations for each area of the waterfront. See Section 4.0 for detailed implementation strategies and design guidelines for trails, new development, parking areas and public art, which will apply throughout the Waterfront Master Plan area.
3.2 THE WESTERN HARBOUR

Bookending the western end of the central waterfront is a wilderness getaway consisting of Hen and Chickens Island and the Western Fens. Completed trail connections will provide a seamless, immersive experience with viewpoints and carefully planned opportunities to learn about unique habitats.

KEY PRIORITIES

• Complete off-road pedestrian / cycling connections through natural areas and as close to the shoreline as possible
• Promote environmental education
• Prioritize environmental sustainability
• Ensure new development is of a high standard

KEY INITIATIVES

1. New 3.0 metre wide boardwalk connection from existing boardwalk viewing platform to Hen and Chickens Island
2. Extend existing boardwalk approximately 160 metres south to address sections of trail with chronic flooding issues
3. Painted bike lanes on Cranberry Quay and Harbour St East
   • 1.5 metre bike lane on each side of the street connecting the trail entrance to Hen and Chickens Trail to the new Kaufman trail entrance
4. Update development standards and Design Guidelines for development sites (see Section 4.1 and 4.2)
   • Encourage mixed-uses within buildings or within the site
5. New 3.0 metre wide trail connection from Harbour Street East to Black Ash Creek bridge
   • Align trail with existing Town easement
   • Significant tree planting to buffer trail from adjacent uses
6. New pedestrian / cycling bridge over Black Ash Creek
7. New 3.0 metre off-road trail connection from Black Ash Creek Bridge to Georgian Trail
8. Complete boardwalk widening / upgrades through Western Fens (all sections at least 3.0 metres wide)
9. Replace viewing platform in Western Fens
   • Larger platform with integrated seating and shade structure
10. Re-organize parking near Arboretum (approximately 48 spaces)
New Viewing Platform in Western Fens

Existing trails in the Western Harbour
3.3 Harbourview Park

Harbourview Park will offer a diverse set of recreational activities at all times of the year and for all people. This area will also become the non-motorized boating hub for the Town, with new public facilities and highly visible shared club space.

**Key Priorities**

- Establish as a year round destination with winter and summer activities
- Diversify public and family-oriented recreational activities
- Prioritize environmental sustainability
- Promote safe access to the water for non-motorized boating
- Recognize 10,000 years of Indigenous presence with an outdoor Gathering Place

**Key Initiatives**

1. New 3.0 metre granular trail connection on east side of Arboretum
2. New dock for kayaks, canoes, dragon boats
   - Potential for wheelchair accessible boat launch
3. Park Pavilion and Boat Storage Building
   - Pavilion (approximately 745 square metres) includes public facilities, restaurant/cafe, skating lounge and boater’s club area
   - Building can also host nature education programs and camps in association with the Arboretum
   - Boat Storage Building (approximately 325 square metres and 25 metres long)
   - Hardscaped space for outdoor seating adjacent to building
   - Locate buildings within the Recreation Land Use area (not Environmental Protection area)
4. 333 metre long skating trail / running path with adjacent skating rink / summer splash pad
   - Surface is artificially cooled
   - Zamboni garage and chiller plant included in design of Park Pavilion
   - Plant trees around the loop, leaving the views to the north exposed
   - Connect skating trail to Georgian Trail at south end for summer use
5. Indigenous Gathering Structure on existing hill
   - Can include winter fire pit
6. Off-leash dog park with shade trees
7. Parking Area for Park Pavilion (approximately 38 spaces)
   - Provides access for boat drop-off/pick-up and loading and servicing for Pavilion, as well as accessible parking
- Include electrical hook-ups to accommodate occasional markets / festivals / events
8. Retain one multi-purpose grass field for informal use, pick-up sports, camps, soccer games, etc
9. Additional tree planting along Georgian Trail
   - Potential opportunity to install fitness equipment along trails in Harbourview Park
10. Visual buffer planting around Treatment Plant - double row of columnar oaks along Birch Street
11. Retain existing small sandy beach
12. Upgrade existing boat launch
13. Additional landscaping, public art feature and/or signage identifying Harbourview Park and boating facility
   - Particularly at Birch Street, Oak Street and Hickory Street
Park Pavilion and Skating Trail
Potential Park Pavilion Building Plan
Top: Summer Splash Pad
Bottom: Winter Skating Rink and Trail
3.4 THE RIDGELINE

The Ridgeline offers a unique outdoor experience right next to the Downtown, with the potential to accommodate occasional Town events.

KEY PRIORITIES

- Retain wild and passive nature
- Facilitate use for Town events and community gatherings
- Reduce impact of Treatment Plant with buffer planting

KEY INITIATIVES

1. Expanded seating and amphitheatre
   - Seating area can be expanded to the east and west, and to provide one additional row of seating higher up the Ridgeline
   - In the long-term, a new amphitheatre stage and/or structure may be added
2. Overlook area at top of Ridgeline, with electrical supply for temporary events and gatherings
3. Re-grade pathways along existing Ridgeline slopes to address erosion, along with naturalized planting
4. Columnar oaks planted as buffer along east side of Treatment Plant
5. Columnar oaks planted as buffer along north edge of gravel parking lot

The Treatment Plant is expected to remain in this location for the foreseeable future. Odour mitigation strategies are planned by the Town of Collingwood’s Public Works Department over the coming years which will help to address some of the odour issues, but will not be able to resolve the issue completely. The gravel parking lot of the north end is within the Treatment Plant property, and can be used for public parking for the time being; however, this area may be used for expansion of the Treatment Plant in the long-term if required.
The Ridgeline today
3.5 DOWNTOWN AND SHIYARDS

The Downtown is the focal point of mixed-use activity within Collingwood, the civic heart of the Town and an urban destination. The waterfront in this area will offer high quality public spaces, along with new mixed-use development opportunities that will strengthen the connection between the downtown and the water and foster increasing local commercial activity.

Design standards for new development and the redevelopment of key sites are required to transform this area from its current suburban, auto-oriented nature to a more pedestrian-friendly, urban character.

KEY PRIORITIES

- Focus urban activity and mixed-use development in this area
- Strengthen the connection between the waterfront and the downtown
- Provide key public Piazza linking the downtown and waterfront
- Ensure continuous public access along the shoreline
- Promote distinctive waterfront design and high quality developments in keeping with updated policy
- New development and redevelopment to minimize surface parking
- New development to provide storefront commercial uses lining all sidewalks

KEY INITIATIVES

1. Extend transient and tour boat docking in Side Launch and Dry Dock Basins
   - Extend docking along west side of both basins, including a section of lower docks for kayaks and canoes
   - Include water and electrical services for boats
   - Permit establishment of tour boat kiosks, ensuring they do not encroach on the pedestrian movement areas of the Promenade or sidewalks along Side Launch Way

2. Extend Pedestrian Promenade around the remainder of the Side Launch and Dry Dock with consistent treatment
   - Should be constructed in tandem with new development

3. Enhanced treatment of Side Launch Way and north block of Hurontario Street
   - Remove angled parking on Hurontario Street and widen sidewalk, landscape and furnishing areas
   - Street design should consist of special paving, upgraded furnishings, street tree planting, etc
   - Street and sidewalk paving may use permeable materials
   - Consider catenary lighting over Hurontario Street
   - Design street with potential to be closed for pedestrian-only events
   - Create vehicle parking lay-bys on both sides of the Side Launch Way for on-street parking when street is open to vehicles
• Consider burying hydro line along Side Launch Way to facilitate new development and improved pedestrian experience

4. Enhanced pedestrian treatment for crossings of First and Huron Streets at Hurontario Street and Ste Marie Street/St Paul Street
   • Extend distinctive paving treatment from Side Launch Way and Hurontario Street into intersection to denote pedestrian priority
   • Consider pedestrian-activated crossing signal at Ste Marie/St Paul Streets connecting the Piazza to the Museum
   • Consider gateway feature signifying entry into the Downtown, in coordination with the BIA

5. New public Piazza with water feature
   • Retain views from First Street through the Dry Dock to the Terminals
   • Consider water feature with art piece reflecting Collingwood’s shipbuilding history

6. All blue buildings in plan: Update development standards and Design Guidelines for development sites (see Section 4.1 and 4.2)
   • At least one level of underground parking is required with redevelopment / new development
   • Residential uses within the Shipyards should conform to the existing Shipyards land use plan
View of long-term redevelopment opportunities in the Downtown and Shipyards
Piazza
3.6 THE COLLINGWOOD PIER

The Pier is Collingwood’s landmark feature, with the Terminals and marina signaling arrival to the Town from land or water. Introduction of a range of destinations and activities will improve the walking experience for pedestrians and create functional and comfortable spaces for hosting Town events. New facilities to support local and visiting boaters will contribute to an increasingly active harbour.

KEY PRIORITIES

- Complete off-road pedestrian / cycling connections as close to the shoreline as possible
- Encourage safer access to the water
- Provide infrastructure to expand and improve marina services
- Provide infrastructure to facilitate events and activities in Millennium Park
- Animate the walking journey along the Pier
- Activate Pier with public uses year-round
- Maximize public park space while providing adequate supply of parking
Adjustable Swimming Dock

Calm Water

Rough Water

Re-purpose Terminal Support Buildings
eg. Brew Pub

Millennium Park
KEY INITIATIVES

1. Swimming dock
   - Retractable design allowing for lowering during the summer months and with calm water, and raising during the winter and with rough water
   - Provides alternative to swimming on west side, though swimming on west side is still possible

2. Artificial beach area next to swimming dock
   - Sandy area with hammocks and umbrellas
   - Some tree planting to buffer wind

3. Parking lots can become event staging and concert areas
   - Provide electrical hook-ups for food trucks, stage, lighting, etc

4. Slope Millennium Park lawn for viewing events and plant windbreak of trees at edge, while maintaining views to the north and west

5. Re-purpose Terminal support buildings for restaurant (eg. Brew Pub)
   - Includes outdoor patio seating areas

6. Terminal Building
   - Conduct structural assessment and prepare plan for maintenance and upkeep

7. Three seating / fishing docks
   - Wooden docks cantilevered from Pier
   - Additional landscaping around each dock

8. Extend Heritage Drive Trail to end of Pier
   - 3.0 metre wide trail with tree planting as buffer between the roadway and the trail
   - Over time, the granular trail could be upgraded to an asphalt multi-use trail

9. Rebuild Heritage Drive and add on-street parking where road is widened
   - Utilize oil-grit separators to treat stormwater run-off from the roadway

10. Potential for additional docks in Marina
    - Additional docks in Inner Basin and south of the Marina Services Building

11. Watt’s Wharf seasonal shops
    - Create cluster of seasonal shops on extended wooden decking
    - Relocate Watt’s Boathouse southward towards cluster of seasonal shops and re-purpose as museum (with potential to house the Endurable)
12. Create fuel dock and pump-out station with small kiosk for attendant
   • Retain existing boat launches
13. New Marina Services Building
   • Includes laundry, showers for boaters, concession with outdoor patio space, etc
   • Includes space for the Sailing School
14. New 3.0 metre concrete walkway on west side of Heritage Drive to the Marina Services Building

Marina Docks:
The docks shown in this plan are illustrative and the ultimate number and allocation of docks may be refined over time, depending on further studies, water levels, demand and the development of a marina management strategy/business case.

Parking Strategy:
This plan provides adequate parking for Marina uses and other destinations on the Pier, with the potential for approximately 456 total spaces including trailer parking. The parking area within the Collingwood Yacht Club should be designed to ensure that it can accommodate winter boat storage. The specific allocation of parking in the Marina Services Building lot can be re-organized to ensure that there is an adequate balance of vehicle and trailer parking for marina users.

A  Millennium Park Roundabout (approximately 28 spaces)
B  On-street parking on Heritage Drive (approximately 22 spaces north of Terminals)
C  Lot north of Terminal (approximately 54 spaces)
D  Collingwood Yacht Club lot (approximately 62 spaces)
E  Watt’s Wharf Lot (approximately 34 spaces)
F  On-street parking on Heritage Drive (approximately 135 spaces south of Terminals)
G  Marina Services Building lot (approximately 109 vehicle spaces and 12 trailer spaces)

Servicing Strategy:
Prior to any additional work being undertaken on the Pier, a phasing strategy for supplying services to the Pier should be prepared. The first phase should bring services to the location of the Marina Services Building and the second phase can bring services to Millennium Park.
Marina Services Building

Proposed Marina Services Building Plan
3.7 THE EASTERN FENS

There is a significant opportunity in the Eastern Fens to provide a new off-road boardwalk connection exposing users to a special and globally rare shoreline habitat. This boardwalk should be designed and located to minimize impact on a sensitive ecosystem.

GUIDING PRINCIPLES

- Complete off-road pedestrian / cycling connections through natural areas and as close to the shoreline as possible
- Promote environmental education
- Prioritize environmental sustainability
- Ensure new development is of a high standard

KEY INITIATIVES

1. Connect boardwalk from Heritage Drive to Sunset Point Park
   - Move boardwalk as close to the shore as possible depending on property ownership
   - Specific location and route should minimize impact
   - Create connection from Minnesota Street to the main boardwalk
2. Create viewing platform
   - Promote environmental education (eg. bird nesting boxes, interpretive / educational signage)
3. Update development standards and Design Guidelines for development sites (see Section 4.1 and 4.2)
   - Prioritize views over the Fens
The Eastern Fens today
Sunset Point Park is one of the most popular waterfront destinations in Collingwood, with its water access, passive recreation space, trails, the EnviroPark and beach volleyball courts.

Sunset Point Park will maintain its passive character, with improvements to existing facilities, extension of the park space to the east and additional amenities to support existing uses. The Waterfront Master Plan also seeks to create other public park spaces along the waterfront that will replicate the success of Sunset Point Park.

GUIDING PRINCIPLES

- Retain passive recreation character of Sunset Point
- Revitalize natural play experience in EnviroPark
- Enhance community gathering spaces
- Provide protection from the elements
- Promote direct water access for swimming and boating

KEY INITIATIVES

1. Widen trail to 4.5 metres with dedicated space for cyclists / pedestrians
2. Create canoe/kayak launch in the basin
3. Shade structure with seating overlooking park and basin
4. Strategic shade tree planting pockets
   - Develop planting strategy to ensure survival of trees over the long-term
   - Locate and select tree varieties that will minimize interruption of views while providing shade
   - Locate picnic tables / seating near shade tree planting
5. Raised (humped) crossing at St Lawrence Street from the Chipper to the EnviroPark
6. New EnviroPark washroom
7. Update EnviroPark equipment
   - Park theme should relate to sustainability and/or ecology
   - Include diverse pieces of equipment for all ages and abilities
   - Protect cedar grove
   - Provide additional seating and community gathering space in cedar grove (eg. harvest table)
   - Retain cluster of beach volleyball courts on east side of park
8. Provide accessible ramp to East Beach
9. Potential for habitat islands to improve swimming and fishing conditions
   - Requires further study to determine feasibility and impact
10. Shade structure with seating at terminus of Raglan Street
11. Naturalize eastern end of Water Filtration Plant to extend park space
    - Retain fishing posts in this area
12. Formalize parking at the Water Filtration Plant (approximately 60 spaces)
    - Avoid expansion of parking elsewhere along St Lawrence Street
13. Long-term: Option for parking at EnviroPark if needed in future (approximately 53 spaces)
3.9 ADDITIONAL RECOMMENDATIONS

In addition to site specific recommendations, there are a number of further initiatives that affect the entire Waterfront Master Plan area.

KEY INITIATIVES

Water Safety
The Town of Collingwood should continue to implement recommendations for water safety as per the Aquatic Safety Audit Report: Millennium Park Pier and Sunset Point Park Beach, August 2015. Some recommendations have already been implemented by the Town, including the installation of lifesaving equipment at Sunset Point Park and the Pier, posting of signage, and painting a bright line along the edge of the Pier.

Additionally, it is recommended that frequent lake water testing is conducted in collaboration with the Simcoe-Muskoka District Health Unit, with results posted publicly.

Accessibility
Ensuring full accessibility throughout the waterfront is a key guiding principle behind all of the recommendations contained in this document. All public spaces and buildings should be designed to meet the standards of the Accessibility for Ontarians with Disabilities Act (AODA). Key standards are found in the Design of Public Spaces in the Built Environment and the Ontario Building Code.

Trail Network
A complete and connected trail network for cyclists and pedestrians was identified as a top priority for the community through the Waterfront Master Plan. Sections 3.2 to 3.7 have identified specific enhancements to existing trails and new connections to be created. However, additional recommendations for signage and furnishings will contribute to enhancing the usability of the trail network and enriching the experience for users.

Key initiatives include:
- Implement a contemporary signage and wayfinding strategy
- Highly visible and consistent elements should identify the waterfront trail network, including routes and distances between destinations
- Include updated and consistent identification signage for Town parks and natural areas
- Locate new maps and update existing maps in locations of high use, such as the entrance to Hen and Chickens Trail, Harbourview Park, the Piazza, Watt’s Wharf, Millennium Park and Sunset Point Park
- Install interpretive signage at relevant locations, including:
  - Signage related to globally rare coastal marshes and the wildlife that inhabits the Eastern and Western Fens
  - Signage related to the Shipbuilding history in the Shipyards area, Watt’s Wharf and/or the Piazza
  - Indigenous history along Georgian Bay near the Indigenous Gathering Place and/or Sunset Point Park
- Implement a coordinated strategy for furnishings
  - Furnishings may be tailored to respond to the varied waterfront contexts (e.g. urban vs. natural)
  - Expand the existing BIA program handpainted Muskoka chairs found throughout the Downtown to park and trail locations
  - Promote additional opportunities for local artists to create functional pieces, like the seating that exists along the boardwalk in the Western Fens
Connections to Other Trails
On-Road Waterfront Connections
Dedicated Waterfront Trails
Connections to Other Trails

Furnishings created through the Collingwood Public Art Program
(Left image source: http://collingwoodinfo.com/collingwood-public-art/)
3.10 REMAINDER OF THE WATERFRONT

Though the area between Hen and Chickens Island and Sunset Point Park is the focus for the Waterfront Master Plan, the Town has a much larger shoreline, where pockets of public access exist. Throughout the remainder of the waterfront, visibility of public access points should be enhanced, the shoreline should be protected and connectivity for active transportation should be improved wherever possible.

GUIDING PRINCIPLES

- Enhance visibility and public character of waterfront access points
- Enhance active transportation connectivity
- Prioritize environmental sustainability

PUBLIC STREETS AND TRAILS

Key locations where public access to the water is possible outside of the Central Focus Area are the Princeton Shores Public Tennis Courts, the trails along White’s Bay, the mouth of the Pretty River and the Bay Loop Trail. In a number of other locations, public streets end at the water, offering a view or, in some cases, an informal boat launch.

Connected trails along the waterfront are limited outside the Central Focus Area, as much of the shoreline is privately owned. However, in some areas, on-street routes running parallel to the shoreline have been identified. Connectivity is stronger on the southeast side of the Downtown than the northwest side, where roads running parallel to the water are more limited. As new development or redevelopment takes place near the water, opportunities to strengthen the cycling and walking network, as close to the water as possible, should be pursued.

Key recommendations for trails and public streets ending at the water outside the Central Focus Area are as follows:

- Significant development or infrastructure is not recommended at locations where public streets meet the water.
- In some locations, a bench for viewing and waste receptacles may be provided. Waste receptacles should be maintained on a regular schedule.
- Consistent signage directing users from Highway 26 to public streets that lead to the water should be installed.
- Signage should be consistent with signage in the Central Focus Area and should be highly visible at highway speeds.
- Signage should be posted to indicate where boat launching is or is not permitted.
- Over time, boat launches may require upgrading to reduce shoreline erosion and address changing water levels.
- Over time, complete gaps in the cycling network parallel to the shoreline and create off-road alternatives in busy sections.
- New developments along the waterfront should be encouraged to include connected public streets that will provide a cycling route parallel to the shoreline.

OTHER SITES

Two other significant sites along the waterfront requiring consideration are the Nottawasaga Island Lighthouse and the Silver Creek Wetland.

Town Council has supported the protection of the Silver Creek Wetlands Complex, managed through the Nottawasaga Valley Conservation Authority. The Town should continue to work with the NVCA and other relevant agencies to determine an appropriate management and access plan for this area.

The Town should also continue to work with the
Nottawasaga Island & Lighthouse

Silver Creek Wetland

Princeton Shores Public Tennis Courts

White’s Bay

Mouth of the Pretty River

Bay Loop Trail

Map of the Collingwood Waterfront

Waterfront Master Plan Central Focus Area

Town-Owned Land: Environmental Protection Land Use

Town-Owned Land: Recreation Land Use

Public Streets with Access to the Water

Public Streets with Boat Launch Facility

Trails

On-Road Bicycle Routes

Designated Bike Lanes

Town of Collingwood Boundary

Bay Loop Trail

November 2016
4.0
IMPLEMENTATION STRATEGIES & DESIGN GUIDELINES
4.1 INTRODUCTION

Section 4.0 contains Implementation Strategies and Design Guidelines to assist in the design of common elements like trails and parking areas, the design and review of new buildings, and the implementation of a public art strategy.
4.2 UPDATED DEVELOPMENT STANDARDS

The Master Plan includes several significant private development sites, as well as some new buildings located on public land. Though existing development standards are generally appropriate, some minor adjustments are recommended.

DEVELOPMENT STANDARDS

The following updates to the Zoning By-Law are recommended. Refer to the Official Plan and Zoning By-Law for additional development standards related to height, setbacks, building frontage, building depth and parking requirements.

These updates apply only to the blocks identified in the Key Map below.

Updated Building Heights

- In the Downtown and Shipyards area, all buildings should have a minimum height of 6.0 metres (Update required for Block # 3, 4, 5 & 6; Block #1 & 2 are already required to have a minimum height of 6.0 metres).
- The ground floor of buildings with commercial and live/work units should have minimum height of 4.5 metres.

Updated Building Setbacks

- On Hurontario Street north of First Street, buildings must maintain a consistent setback with frontages south of First Street (Blocks 2 & 3).
- A maximum front and/or exterior side setback of 3.0 metres is required on frontages on the south side of Side Launch Way and facing the Piazza (affects Block # 1, 2, 3 & 4). This setback area will accommodate spill-out spaces and create a consistent setback.
- The restaurant use at the north end of Block 5 must be set back a minimum of 5.0 metres from the water’s edge on all sides.
- On Blocks 3 & 4, building setbacks must be aligned with the edges of the rights-of-way along St Paul and Ste Marie Streets to maintain clear views through the Dry Dock.
- Depending on the ground floor uses and site plan for Block 5 and 6, an additional building setback from the edge of the Promenade may be required.

Other Requirements for Site Plan Approval

- No driveway access is permitted to Blocks #1, 2, 3 & 4 from First Street or Huron Street.

Key Map showing Development Blocks
4.3 BUILDING AND SITE DESIGN GUIDELINES

All new development on the waterfront should be designed to address adjacent streets, public spaces and the water, promote transparency and connectivity, and reflect a high quality of design.

**DESIGN GUIDELINES**

The following Design Guidelines should be applied to all new buildings proposed in the Waterfront Master Plan area.

**Site Design, Uses and Organization**
- With the exception of Recreation areas, sites should contain mixed uses, including residential uses. Uses may be mixed within the development block, for larger sites, or within buildings.
- Buildings should be oriented to address public streets, public spaces, natural areas and the water. Blank facades shall be avoided on these frontages.
- Where more than one building is located on a site, arrange them to define outdoor spaces, view corridors and parking areas.
- Consider solar access on open spaces, interior courtyards and the public realm when arranging and orienting buildings.
- At least one level of underground parking is required for new development or redevelopment in the Downtown and Shipyards area.
- Provide pedestrian pathways a minimum of 2.0 metres in width through larger sites.
- Blocks between First/Huron Streets and Side Launch Way:
  - Building frontages should address each of the adjacent streets, with primary store and building entrances providing access directly from the surrounding sidewalks.
  - Small surface parking areas are permitted, but should be primarily located internal to the block.
  - Secondary store or building entrances should be provided facing internal surface parking areas.

- Buildings should maintain a consistent street edge.
- Loading and service areas shall not face natural areas, the Piazza or the water’s edge. They should be accessed from internal parking areas, where possible, or, where this is not possible, screened from view from surrounding streets and sidewalks.

**Architectural Character**
- Though only the Pier is within the Heritage Conservation District area, all new buildings are encouraged to be complementary to guidelines contained in the Heritage Conservation District Plan, including the use of materials, facade rhythm, storefront proportions and signage design.
- Contemporary interpretations of traditional building styles and architectural features are encouraged rather than replication of historical styles.

**Ground Floor Design**
- Signage, windows, doorways and awnings as well as architectural elements (eg. eaves, cornices, roof lines, etc) should have careful detailing to contribute to a rich visual composition of lower building storeys.
- The ground floor of buildings facing Side Launch Way, Hurontario Street, the Piazza, natural areas and the water should consist of active, publicly accessible uses.
  - Ground floors should be designed with significant glazing.
  - Materials and facade design should create a human-scale.
  - These buildings are encouraged to include spill-out retail spaces for patios, seating, displays, etc.
Live/work units can accommodate flexible uses over time.

Buildings should address natural amenities and the water.

Utilize materials traditionally found on waterfront buildings, like wood, brick, glass and metal.

Spill-out spaces along public streets, public spaces and the water are encouraged.

- Where a commercial ground floor is required or encouraged, the ground floor height should be a minimum 4.5 metres in height. This height allows for flexibility and evolution of uses over time.
- Buildings with commercial ground floors or live/work units are encouraged to include retail frontage sizes and frequent storefront entrances in keeping with the rhythm of Hurontario Street south of First Street.
- Ground floor units fronting onto public streets must have individual entrances.

Upper Levels
- Upper levels should have an abundance of windows looking onto open spaces to promote a sense of safety and connectivity.

- Balconies and terraces on the upper levels are encouraged, and should be sensitively integrated into the massing of the building.

Rooftops and Building Materials
- Utilize cladding materials that are traditionally found on waterfront buildings, including brick, stone, metal, wood, glass and concrete. Materials should be used in their natural state and should be selected for durability and compatibility with surrounding buildings.
- Materials including stucco, vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.
• Within a single building or development, the number of different types of building materials used shall be limited in favour of achieving a unified building design.
• Materials used for visual screening should be of a high quality and complementary to the overall building materials.
• All mechanical equipment should be screened visually and acoustically. Such screening should be integral to the architectural design of the building.

**Landscaping and Sustainability**
• Incorporate sustainability measures into building design, including solar panels, green roofs, low-flow plumbing equipment and motion sensor lights, hand dryers and water taps.
• Incorporate low-impact development techniques to help in managing stormwater on-site.
• Native plant materials should be used wherever possible as they require less maintenance, watering and fertilization.
• Existing significant trees, tree stands and vegetation should be protected and incorporated into site design and landscaping. Provisions should be made to protect such trees from construction if development occurs in close proximity.
• Landscape design should incorporate a range of strategies to minimize water consumption, e.g. native species, use of mulches and compost, alternatives to grass and rainwater or greywater collection systems.
4.4 DESIGN GUIDELINES FOR TRAILS

A well-connected trail network was one of the top priorities identified through the Waterfront Master Plan process. The design of trails should prioritize accessibility, durability and usability.

DESIGN GUIDELINES

Boardwalks and Trails
- Boardwalks should be a minimum of 3.0 metres wide.
- Asphalt, concrete and granular trails should be a minimum of 3.0 metres in width where they are shared by pedestrians and cyclists.
- Asphalt trails should be a minimum of 4.5 metres in width where dedicated space is identified for pedestrians and cyclists.
- The Promenade should be a minimum of 5.0 metres in width. Design should be consistent with existing sections.
- Ensure that location and design of boardwalks maximizes protection of habitats and ecosystems.
- Boardwalk decking should consist of durable, low-maintenance and long-life materials. Preference is given to Forestry Stewardship Council certified wood.
- Design boardwalks to avoid need for railings where possible.
- Where railings are required, design them to maximize views, particularly from a seated position (eg. mesh material).
- Primary trails should be maintained in winter. In the Shipyards area, clearing of the Promenade may be the responsibility of building owners. Alternatively, sidewalks on Side Launch Way may provide a trail connection in winter in place of the Promenade.
- Trails through Sunset Point Park, along the Pier, the Promenade and Harbourview Park should be lit to extend the hours of potential use and enhance safety.

Boardwalks and trails through natural areas should not be lit.
- Where on-street painted bike lanes are provided, they should be a minimum of 1.5 metres wide.

Signage and Furnishings
- Wayfinding, identification and directional signage should be designed as a family to be instantly recognizable and create an identity for the waterfront.
- Interpretive signage may have a unique design in keeping with the narrative it conveys or its unique context.
- A consistent palette of furnishings should be identified including benches, waste receptacles, light standards, bollards, bike rings, etc.
- Some elements of this palette may vary depending on location on the waterfront, however, they should remain complementary (eg. Downtown / Shipyards versus park / natural context).
- Furnishing materials should be chosen for year-round usability.
- Use simple, natural and durable materials that reflect the waterfront context, like metal and wood.
- Locate ample bicycle parking near key public buildings and destinations.
- Consider integrating embedded text, poetry or imagery into functional elements and furnishings.
Consistent signage helps to create an identity for the waterfront.

Use Wayfinding Signage that is simple and easy to interpret.

Interpretive Signage should enrich the experience of being on the waterfront.

Interpretive Signage may be uniquely designed to impart a specific narrative.

Where possible, boardwalks should be designed without railings.

Trails with dedicated space for cyclists and pedestrians should be a minimum 4.5 metres wide.

New sections of the Promenade should be consistent in design.

Furnishings should be made of simple, natural materials.

Furnishings may vary depending on location on the waterfront.

A consistent palette of furnishings should include waste receptacles, light standards, bike rings, etc.
4.5 PARKING STRATEGY AND DESIGN GUIDELINES

To accompany new activities and destinations along the waterfront, opportunities for additional parking have been identified. All parking areas should demonstrate best practices in sustainability and low impact development.

As part of an overall parking strategy, however, access by alternative modes of transportation is integral to implementation of the Waterfront Master Plan.

PARKING STRATEGY

Parking is accommodated throughout the waterfront in a variety of configurations. In many places, additional parking is accommodated by formalizing and reconfiguring existing gravel parking areas. This simple solution will result in additional parking stalls in areas that already provide parking. In some locations, new lots are identified to accommodate additional parking, and on-street parking is recommended in suitable locations, like the Downtown and Shipyards and along Heritage Drive.

Within the Shipyards and Downtown, new development will be required to provide at least one level of underground parking. Some surface parking is permitted, but must conform to the design guidelines contained in this section. The existing pattern of large surface parking lots lining streets along Side Launch Way and First Street detracts from the continuity of the street wall, compromises the Downtown pedestrian experience and results in an inappropriately ‘suburban’ and auto-oriented character.

Combined, these strategies will provide a significant increase in the supply of vehicle parking. However, it must be recognized that the parking supply should not be designed to accommodate all parking in peak periods. This balanced approach responds to the desire expressed by many participants in the development of the waterfront master plan that parking should not be increased at the expense of public park space.

In addition to vehicular parking, alternative modes of movement should be prioritized through the following:

- Completion of the connected trail network and provision of bike lanes where off-road trails cannot be connected
- Provide ample bike parking at public buildings and destinations.
- Transit routes should be adjusted to provide direct access to Harbourview Park and Heritage Drive. Stops should be located as close as possible to key destinations and program areas.
- Consider shuttle service from the Museum or other location to Millennium Park during festivals and events, when parking is discouraged or not possible

DESIGN GUIDELINES

- Bicycle parking areas should be well-lit, highly visible, close to building entrances and include a combination of sheltered and unsheltered racks.
- All new or upgraded parking lots should incorporate significant landscaping and low impact development techniques (eg. tree planting in islands, permeable paving where sub-surface conditions allow, rain gardens and bioswales on islands or around lot edges, etc).
- Permeable paving materials should be considered for on-street parking spaces.
- Where sustainability and low impact development measures are implemented, consider integrating educational signage to raise awareness and knowledge among the community.
- Parking areas should be screened with vegetation to reduce their visual impact but screening should be designed to preserve sight lines to program areas and the water.
- Consider extension of the existing Downtown pay parking policies to on-street parking locations in the Shipyards as well as new lots and on-street spaces on the Pier.
Example of parking lot screening that maintains sightlines

Ample bike parking should be provided near building entrances, including some sheltered parking

Permeable paving for parking areas

Tree planting and low-impact development integrated in parking lot islands

Educational signage
4.6 PUBLIC ART STRATEGY

Public Art contributes to creating an identity and a sense of place, conveying local stories in creative ways and providing opportunities for local artists to share their talents with the community.

PUBLIC ART STRATEGY

Public art should contribute to developing a sense of place and a cultural richness along the waterfront.

A range of public art opportunities exists throughout the Collingwood waterfront. Some specific locations are identified in the plan for landmark or stand-alone pieces of art, while, in other locations, art may be integrated into functional elements, like furnishings or shade structures.

The Waterfront Public Art Strategy encourages a diversity of public art types from stand-alone pieces that refer to a site’s context, to integrated elements like embedded poetry, prose or imagery. Waterfront structures themselves may be artistic interpretations of local or waterfront themes.

The following principles should be followed in the selection and siting of art throughout the waterfront.

- **Contribute to a Sense of Place:** Public art should creatively express the history, landscape or identity of Collingwood, the waterfront or the Georgian Bay shoreline more broadly. It should create a visual anchor and a place of activity.

- **Diversity:** Public art should embody the richness of community life, appearing in diverse scales, types and forms. A mix of temporary and permanent artworks, and highly visible and hidden pieces, is also encouraged.

- **Context-Specific:** Public art should be designed to fit within its context, through appropriate scale, materiality, theme, etc.

- **Publicly Accessible:** Art should be located in public locations where there is significant pedestrian movement, though some pieces may be bold and highly visible, while others may be more subtle, to be discovered over time.

- **Interactive:** Public art should encourage interactive experiences and exploration, like climbing, touching and manipulation, especially when located in parks.

Other considerations for implementation of the Public Art strategy include:

- Artists may be included on the design team in detailed design stages, particularly for public realm and park projects.

- Engage local artists through the Collingwood Public Art program.

- Create a public art walking guide for the waterfront (example in Thunder Bay: http://www.thunderbay.ca/Assets/Living/Artwork/PAL+Tour+Guide.pdf)
Public art integrated into a park shelter

Temporary winter warming station

Text embedded into a park bench

Public art as a trail wayfinding feature

Interactive water feature

Public art encouraging climbing and play
5.0 IMPLEMENTATION
5.1 INTRODUCTION

The Implementation Plan identifies next steps to move forward with the Waterfront Master Plan, including further studies, approvals and review processes and potential funding and implementation partners. This section also identifies a recommended phasing plan, accompanied by high level cost estimates for each initiative identified in the Plan.
5.2 FURTHER STUDIES, APPROVALS & REVIEW

FURTHER STUDIES

Some of the recommendations in the Waterfront Master Plan may require further studies to determine a course of action or inform detailed design. The following studies have been identified through the course of developing the Waterfront Master Plan, however, others may emerge or become necessary through detailed design and next steps. Further studies that are recommended at this time are identified below:

- A structural assessment was undertaken in 1996 of the Terminals which identified no significant structural concerns. However, an updated study, which includes the piles and wharf structure underneath the Terminals should be undertaken, especially in light of the potential effects of changing water levels.
- Further study the feasibility and/or need for dredging within the Inner Basin for marina expansion
- Prepare a business case for Marina operations, considering a range of public and private ownership and management models
- Environmental and feasibility study of habitat islands in Sunset Point Park
- Prepare a strategy for tree planting in difficult conditions, including Sunset Point Park and Millennium Park
- Ongoing water testing with posted findings in swimming areas in coordination with the Simcoe-Muskoka District Health Unit

APPROVALS

This section provides an overview of the necessary approvals and coordination that will be required to implement the Waterfront Master Plan. Typically, designs that effect change to the shoreline, Environmental Protection lands, streams and river banks and adjacent sensitive lands may require special permits from conservation authorities for specific projects and may also be subject to a formal Environmental Assessment. In addition, the normal municipal approval processes are required for zoning amendments, site plan approvals and building permits.

Town of Collingwood

Existing Zoning By-Law provisions are generally appropriate for new development on the waterfront, however, the Waterfront Master Plan does recommend some updates which should be undertaken as soon as possible.

Due process for Zoning By-Law amendments, whether initiated by the Town or an applicant, includes a formal Public Meeting as per the Planning Act and adoption by Town Council. An informal Community Meeting may also be held to give stakeholders and the public more time to comment. The statutory Public Meeting is typically held during a scheduled Town Council meeting. The matter then proceeds to the Development & Operations Services Standing Committee and final approval is given by Council. Council’s final decision may be appealed to the Ontario Municipal Board.

Site Plan Approval should be required for all projects falling within the Waterfront Master Plan Study Area. This step is mostly administrative in nature but does require approval of Council. A coordinator is assigned to each Site Plan Application and is responsible for deciding which departments must be on the circulation list for plans. Each department will review and comment on the site plan. The proponent is then expected to address the comments and resubmit revised plans. If satisfactory,
approval is granted which allows the proponent to seek a building permit. A more intensive than normal Site Plan review process may be required to ensure that proposed developments conform to the new Design Guidelines contained in this document.

Design Review Process

The Town should consider the appointment of a volunteer Design Review Panel comprised of professional architects, landscape architects and planners to serve as a third party review for development applications in the waterfront area. The Panel’s area of focus should be the Shipyards, the interface between the Downtown and the waterfront along Huron Street and First Street from Niagara Street to Hickory Street, and on Balsam Street on either side of Black Ash Creek. The Panel would serve an advisory role to Council and Administration regarding development applications within the Waterfront Master Plan area, however Council would remain the approval authority.

A typical Terms of Reference for a Design Review Panel in Ontario includes the following responsibilities:

• The Panel is an advisory body and makes recommendations only. It does not replace the development approval process or the role of Town Council.
• The Panel should give independent design advice and make recommendations to staff, the applicant and their consultants. It should foster an effective working relationship with the development industry.
• The Panel should promote the understanding of design quality and give advice on physical and aesthetic impacts of proposed buildings, structures, landscapes, streetscapes, parks and the public realm.

In some municipalities, complex projects are required to be reviewed at the Panel twice. The first schematic review takes place during the initial functional design phase, to allow for significant change if required. The second review is held after revisions are made to provide advice on the detailed design process.

The Design Review Panel should include an odd number of members (likely less than 10 members in total), including architects, landscape architects, urban designers and engineers. Panel members are generally required to have full membership in a professional design association in Ontario, and a minimum number of years experience may be a selection criteria The Panel may also require that at least one member is a LEED accredited professional.

Federal and Provincial Consultation & Approvals

Approval may be required from Federal and Provincial Agencies and Ministries where waterfront initiatives take place in areas with Federal or Provincial jurisdiction. Key initiatives that will be affected include:

• Approval will be needed from the Department of Fisheries and Oceans (DFO), the Ministry of Natural Resources and Forestry (MNRF) and/or the NVCA for all initiatives affecting Georgian Bay or fish and aquatic habitats, including the potential habitat islands in Sunset Point Park, proposed boardwalks, the addition of marina slips and new docks, etc.
• The proposed fuel and pump-out station on the Pier will require appropriate engineering design (containment) following prescribed requirements as outlined by Transport Canada, as well as approval from DFO.
• Issues with land ownership at Sunset Point Park may need to be resolved prior to undertaking major work.
• There are Town-owned water lots on the eastern side of the Collingwood Pier. The Master Plan does not recommend any new use of these lots at this time; however any future uses being considered would require approval from DFO, MNRF and the NVCA.

Nottawasaga Valley Conservation Authority (NVCA)

The NVCA was consulted during the development of the Waterfront Master Plan, at which point no significant issues were raised. However, the NVCA must be involved in the review and permitting of initiatives affecting the
shoreline and watershed, including the following key initiatives:

- As the Pier is within the Intake Protection Zone for the Town of Collingwood’s drinking water, this initiative would also need to be reviewed with respect to the Source Water Protection Act. The NVCA can provide advice related to fuel tank capacity and engineering requirements.

- Review boardwalk and look-out locations with NVCA to identify minimum impact routes and recommended design, especially within the Eastern Fens, Western Fens and Hen and Chickens Islands. The NVCA is looking at some of these key areas as part of its recently approved nearshore biodiversity Clean-Up Fund project.

- Appropriate permitting for shoreline restoration works

- Review stormwater management implications of recommendations with NVCA to ensure appropriate design given natural features and hazards present

- Coordinate with NVCA on their biodiversity Clean-Up Project

- Engineering considerations and review will be required to address lake flooding, erosion and wave activity impacts upon any trail connection with an understanding that mitigation and hazardous event procedures should be in place to limit public use at times.

- Collaboration on phragmites removal programs

- Collaboration with the NVCA is also recommended to prepare interpretive information and awareness-raising information related to the shoreline, habitats and low-impact development/sustainability initiatives.

Environmental Assessments

The Environmental Assessment Act requires all public undertakings which affect the environment to undergo a formal Environmental Assessment (EA), unless specifically exempted by Regulations or Ministerial Order. The word “environment” is broadly defined to encompass ecological, social, economic and cultural factors.

The EA process consists of a rational analysis of proposed projects, called “undertakings”, which includes:

- A clear description of the project purpose and rationale

- A definition of the affected environment, potential environmental effects and likely actions needed to mitigate the effects

- Identification of preferred and alternative undertakings, as well as alternative methods of carrying out each of the possible undertakings

- An evaluation of advantages and disadvantages of the alternatives

- Thorough documentation of the public, stakeholder and expert consultations.

REVIEW OF THE WATERFRONT MASTER PLAN

It is recommended that the Cost Estimates and Phasing Plan be reviewed annually as part of regular municipal budget processes. This will ensure that the Town can take advantage of synergies in project implementation and make adjustments to priorities depending on evolving funding opportunities and Town needs.

An annual report should also be made to Council summarizing progress of implementation of the Waterfront Master Plan. A more significant review of the Master Plan is recommended every 5 years to ensure that the content of the Plan and its recommendations are still relevant and in keeping with the Town’s broader policy directions.
5.3 FUNDING & IMPLEMENTING PARTNERS

Implementation of the Waterfront Master Plan will take place over many years, and will involve multiple partners, including all three levels of government, private developers, not-for-profit groups, volunteer organizations and private donors. Through the development of the Waterfront Master Plan, a number of partnerships and potential funding opportunities were identified. This section outlines those findings but anticipates that as funding programs and partnerships evolve, other opportunities may become available.

Establish a Community Foundation

Many communities establish a Community Foundation as a way to harness the private donations of local residents or individuals towards community-based projects. Community Foundations are not-for-profit charitable organizations that pool the charitable gifts of many donors into a community endowment fund or funds. The Foundation works with individual donors to match their interests with community needs. The Foundation then distributes grants within the community in a variety of areas, including arts and culture, education, recreation, health, social services or the environment. It acts as a granting organization for implementing partners.

There are currently 191 Community Foundations in Canada, with an established system and governance structure that provides donors with confidence about the use and distribution of donations.

Partnerships with Local Organizations and Groups

Collingwood is lucky to have a number of very active community organizations and local and regional groups that are involved in project implementation and programming of waterfront spaces. This community commitment can be directed in support of the waterfront vision outlined in this Master Plan. Partnerships may take many forms, including consultation and collaboration on detailed design, fundraising, project implementation or programming.

Examples of partnerships with local or regional groups that should be pursued include, but are not limited to:

- Collaborate with the Nottawasaga Valley Conservation Authority (NVCA) and Environment Network, as well as other environmentally focused groups / organizations to develop interpretive signage and information related to shoreline habitats, ecosystems, sustainability features, etc
- Collaborate with residents’ groups and the Environment Network to apply for grants to replace equipment in EnviroPark
- Collaborate with the Downtown Business Improvement Association (BIA) on design and implementation of upgraded streetscape for Hurontario Street and Side Launch Way
- Coordinate with the Trails Committee on the design and implementation of new trails and/or maintenance work on existing trails
- Coordinate with the Collingwood Yacht Club (CYC) on the future of the CYC leased land and the Inner Basin
- Coordinate with boating groups on development of a management plan for the Marina
- Coordinate with the Rowing Club and the Canoe and Dragon Boat Club to ensure that the new Park Pavilion, Boat Storage Building and dock configuration meet boater’s needs and offer appropriate shared facilities for non-motorized boating clubs
- Collaborate with local Indigenous groups to confirm a site and design an Indigenous Gathering Space or Structure
- Work with community groups, the BIA and local businesses to program key event and public spaces, including the Piazza, Side Launch Way, the Ridgeline and Millennium Park
- Collaborate with the Blue Mountain Foundation for the Arts on the implementation of the Public Art Strategy
Partnerships with the Local Development Community and Business Owners

The local development and business communities will be critical implementation partners, ensuring that new developments support the vision of the Waterfront Master Plan and commercial activity animates park and waterfront spaces. For example, the Town will have to work with and support these partners to ensure that:

• New buildings conform to the updated development standards and Building and Site Design Guidelines contained in this Master Plan
• Additional mixed-use activity is accommodated within the Downtown and Shipyards area
• Opportunity is provided to local entrepreneurs to fill key commercial spaces identified in new publicly owned facilities, like the re-purposed Terminal Support Buildings, the Marina Services Building and the Harbourview Park Pavilion

Funding Mechanisms at the Municipal, Provincial and Federal Level

Funding mechanisms and programs exist at all levels of government which may assist in implementation of initiatives contained in the Waterfront Master Plan. Opportunities include, but are not limited to, the following:

• Provincial and Federal Governments - funding programs exist, or may be announced, to support communities with a wide range of investments (eg. Grants Ontario, Infrastructure Canada Funds, Canada 150 Fund, etc)
• Granting agencies - various groups award grants to local communities for project implementation (eg. Ontario Trillium Foundation, Regional Tourism Organization 7, etc)
• Development approvals process - the Town can also make use of municipal funding mechanisms through future development on the waterfront (eg. cash-in-lieu parkland dedication, Development Charges, Section 37 benefits, additional tax base, etc)

The Waterfront Master Plan and its associated visualizations will be critical for the Town in pursuing these funding opportunities.
The Waterfront Master Plan is recommended to be implemented in three phases. It is envisioned that implementation will take place over a 15-year period from 2017 to 2034, with each phase building on previous initiatives. Priority is given to projects that:

- Have the greatest impact community-wide;
- Have strategic importance for achieving key goals of the Master Plan;
- Logically set the stage for future phases of implementation; and
- Have the potential to leverage funding.

An overview of the Phasing Plan, below, is followed by Cost Estimates for each phase.

**Immediate Recommendations**

Some of the recommendations included in the Waterfront Master Plan are already underway, including the completion of the Heritage Drive Trail and ongoing upgrades to the boardwalk in the Western Fens.

It is recommended that the following three initiatives, which do not involve capital costs, be undertaken as soon as possible.

1. Establish a Collingwood Community Foundation
2. Update the Zoning By-Law
3. Establish a Design Review Panel for the Waterfront Master Plan area

**Phase 1: 2017-2022**

Phase 1 focuses on the transformation of key waterfront parks. Completion of initiatives in Harbourview Park is a top priority, as this is the Town's largest public space on the waterfront, with the most significant potential to provide new, diverse activities for the entire Collingwood community.

Undertaking initiatives in Harbourview Park as a first priority is also strategically important to the overall plan. It assists in taking some of the pressure off of Sunset Point Park as the most heavily used waterfront park in Collingwood. It will also establish a new non-motorized boating hub, relocating these uses away from the Pier. This is essential for Phase 2, which will focus on improving infrastructure to support motorized boating and marina services on the Pier.

In preparation for additional investment on the Pier in Phase 2, it is recommended that the extension of municipal services and the enhancement of Heritage Drive are completed in Phase 1.

Given the popularity of Sunset Point Park and the age of the playground, it is also recommended that equipment is replaced and a new washroom is constructed as part of Phase 1.

Finally, Phase 1 identifies a number of quick impact projects, which will meet key goals with minimal capital cost. These include:

- Completion of some key off-road trail connections along the waterfront, including the Eastern Fens Boardwalk.
- Installation of additional transient docks along the western edge of the Side Launch Basin providing additional capacity prior to major investment on the Pier.

**Phase 2: 2023-2028**

Phase 2 focuses investment on the Collingwood Pier, the remainder of Sunset Point Park and the connective spaces between the Downtown and the waterfront.

Completion of initiatives on Collingwood Pier will establish the Pier as a unique destination with a range of mixed-use amenities and an active marina. With the relocation of non-motorized boating uses to Harbourview Park in Phase 1, investment in marina infrastructure is possible in this phase.

Initiatives in Sunset Point Park (beyond the EnviroPark) are also identified in Phase 2 to enhance existing uses and amenities and expand the park eastward, providing upgrades to a park that will continue to be very popular.
In this Phase, enhancements are recommended to spaces that connect the Downtown to the waterfront - including the north block of Hurontario Street and the Piazza. These initiatives will serve to establish an enhanced quality and character for the waterfront area, create new public gathering spaces, and increase the visibility of the waterfront. The Piazza and Hurontario Street are also prioritized over other initiatives in the Downtown area as they are not tied to future adjacent private development.

Important enhancements to trail connections in Phase 2 include new trails in the Western Harbour, a bridge over the Black Ash Creek and a new viewing platform in the Western Fens. Additional quick impact projects that will improve the usability of existing spaces include the creation of an event space at the top of the Ridgeline and upgrading the boat launch at the north end of Birch Street.

Phase 3: 2029-2034

Phase 3 includes initiatives that will be completed in tandem with private development in the Downtown and Shipyards area, such as burying the hydro line, enhancements to Side Launch Way, completion of the Promenade, and installation of docks in the Dry Dock. Though these initiatives are recommended for Phase 3, it is possible that development of the remaining sites within the Shipyards area may occur quickly, in which case the Town may consider completing these initiatives on an alternative timeline.

Other initiatives recommended for Phase 3 are those that may be undertaken based on demand, such as expansion of the amphitheatre and the additional parking lot in the EnviroPark.

**COST ESTIMATES**

High level Class C cost estimates have been prepared based on the Phasing Plan. Costs are identified for planning purposes and have been developed through assumed unit costs. Refined costing will be required as part of the detailed design and tender process. Costs may change depending on the size of structures, materials used, level of finish and other factors.
# Town of Collingwood Waterfront Master Plan

## PHASE 1 (2017 - 2022)

**TOTAL ESTIMATED COST:** $20,556,411

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<th>Area</th>
<th>Description of Work</th>
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<th>Quantity</th>
<th>Unit price ($)</th>
<th>Total Cost ($)</th>
<th>Type of Work</th>
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## Costing Summary

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Total Site Development Expenditures $14,275,286

Permitting and Consulting (20%) $2,855,057
Contingency (20%) $3,426,069
Total Estimated Cost $20,556,411

November 2016
## PHASE 2 (2023 - 2028)

**TOTAL ESTIMATED COST: $21,952,627**

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# Costing Summary

**Phase 2 (2023 - 2028)**

**Total Estimated Cost:** $21,952,627
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<tr>
<th>Area</th>
<th>Description of Work</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit price ($)</th>
<th>Total Cost ($)</th>
<th>Type of Work</th>
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Total Site Development Expenditures: $15,244,880

Permitting and Consulting (20%): $3,048,976

Contingency (20%): $3,658,771

Total Estimated Cost: $21,952,627
## PHASE 3 (2029 - 2034)

**TOTAL ESTIMATED COST: $8,041,723**

### Costing Summary

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<td>$60,000</td>
<td>Landscape</td>
</tr>
<tr>
<td>11.0 Downtown / Shipyards</td>
<td>Street trees in Soil Pit</td>
<td>each</td>
<td>40</td>
<td>$10,000</td>
<td>$400,000</td>
<td>Landscape</td>
</tr>
<tr>
<td>12.0 Downtown / Shipyards</td>
<td>Bury Hydro Line</td>
<td>lump</td>
<td>1</td>
<td>$1,536,540</td>
<td>$1,536,540</td>
<td>Infrastructure</td>
</tr>
<tr>
<td>13.0 Downtown / Shipyards</td>
<td>Upgrade Amphitheatre seating</td>
<td>m2</td>
<td>1,000</td>
<td>$15</td>
<td>$15,000</td>
<td>Landscape</td>
</tr>
<tr>
<td>14.0 Ridgeline</td>
<td>Grading</td>
<td>linear m</td>
<td>150</td>
<td>$300</td>
<td>$45,000</td>
<td>Landscape</td>
</tr>
<tr>
<td>15.0 Ridgeline</td>
<td>Seating Extension</td>
<td>m2</td>
<td>90</td>
<td>$1,000</td>
<td>$90,000</td>
<td>Landscape</td>
</tr>
<tr>
<td>16.0 Ridgeline</td>
<td>Upgrade Amphitheatre Stage (not including canopy structure)</td>
<td>each</td>
<td>2</td>
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<td>$20,000</td>
<td>Landscape</td>
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<tr>
<td>17.0 Western Harbour</td>
<td>Public Art Pieces</td>
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**Total Site Development Expenditures** $5,584,530  
Permitting and Consulting (20%) $1,116,906  
Contingency (20%) $1,340,287  
**Total Estimated Cost** $8,041,723

**Costing Notes:**
- taxes not included
- estimate is based on concept plan and all prices are subject to revision depending on final landscape plans, building sizes and use, selection of materials, etc
- estimate exclusive of shoreline rehabilitation, geotechnical, survey and remediation measures, if required
- estimate exclusive of municipal or agency approvals and coordination costs for required permits
- demolition/removals not included
- does not include costs associated with dredging the harbour
- does not include the cost of relocation of Watt’s Boathouse
- does not include costs associated with additional studies
- does not include cost of potential habitat islands in Sunset Point Park