



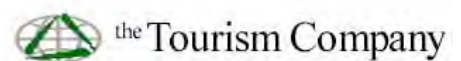
# WATERFRONT MASTER PLAN



September, 2009



Daniel J. O'Brien  
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# BRIGHTON WATERFRONT MASTER PLAN

September 2009

Daniel J. O'Brien & Associates Limited Landscape Architects in association with Meridian Planning Consultants and the Tourism Company with help from both Municipality of Brighton Staff and the Brighton Waterfront Development Committee have completed the final report for the Brighton Waterfront Master Plan. The process has been extensive and included an expanded public consultation process and was greatly assisted by including residents and all of the stakeholders who have participated in this process.

The results of this planning exercise will allow the Municipality of Brighton to move forward with a clear design strategy and master plan, to begin detailed site survey, approvals, construction documentation, and exploration of private sector partnerships. There is a substantial amount of work that can be completed now on approximately three quarters of all the site areas. Brighton is situated on one of the most beautiful nautical embayments along the north shore of Lake Ontario, literally a hidden gem. There is a keen awareness that this community lacks a significant waterfront park and marina that other surrounding communities have realized. With the vision provided in this new plan, Brighton can begin to make significant steps towards a new waterfront for all of the community, including private stakeholders.

The design team wishes to acknowledge the enthusiasm of Brian Ostrander (Chairman Waterfront Committee), all waterfront committee members, Gayle Frost, (Chief Administrative Officer), Vaughn Finch (Community Development Officer), Ken Hurford (Director of Planning & Development), Jim Phillips (Public Works Director), Bill Rutland (Stakeholder) who provided extensive 'local knowledge' and all community members who participated in the public process.

We look forward to seeing the evolution of the Brighton waterfront and participating in the 'next steps' component towards realizing the potential of this important waterfront resource, for the betterment of Brighton.

# **BRIGHTON WATERFRONT MASTER PLAN**

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# BRIGHTON WATERFRONT MASTER PLAN

## 1.0 INTRODUCTION:

In 2008, Daniel J. O'Brien & Associates Limited Landscape Architects in association with Meridian Planning Consultants and the Tourism Company were retained by the Municipality of Brighton to lead a waterfront planning exercise. Under the direction of the waterfront development committee, the consulting team completed a comprehensive public consultation process with a tourism assessment of the existing and potential expansion of marina facilities for both the existing private and public marina services. Please see Appendix 1.

The study area for parklands extended from the Price Street landing in the east along the continuous shoreline to the Ontario Street boat launch in the west, please see figure 1 below. At the outset of the master planning process it was understood that available public parkland for a substantial main public park was limited and that the marina services and dockage were substandard limiting the attraction of boaters to visit and stay along the Brighton waterfront.

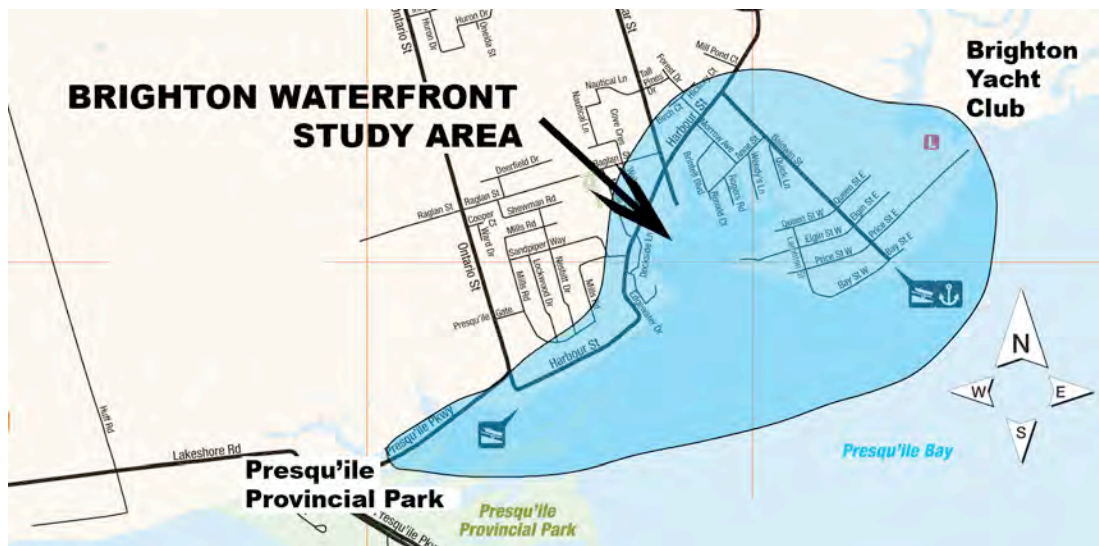


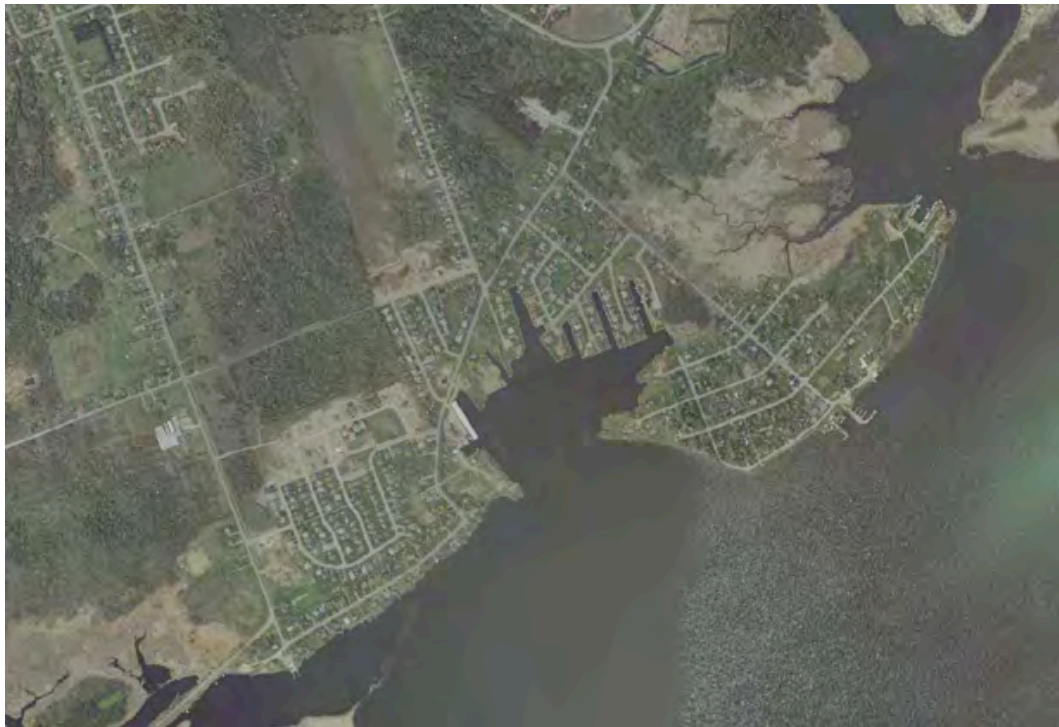
Figure 1



## 2.0 INTENT OF THE STUDY:

As outlined in the project terms of reference, the main objections of the Brighton Waterfront Master Plan Study are the following:

- Examine all existing waterfront lands for suitability for re-development
- Identify lands for possible municipal acquisition in support of park and marina facilities
- Identify optimum docking and related marina servicing at the location of the existing municipal marina at Gosport in consideration of potential partnership with private commercial operations
- Identify economic development variables and tourism opportunities, both land and water oriented
- Calculate order of magnitude cost implications, funding opportunities and possible informal and/or formal partnerships
- Provide a conceptual landscape master plan of the proposed development areas
- Provide development phasing recommendations



Aerial View of the Brighton Waterfront

### **3.0 WORK PLAN AND STUDY PROCESS:**

After introductory meetings with the waterfront committee and informal contacts with some key stakeholders, a comprehensive inventory and analysis of the waterfront lands was undertaken. The following workshops, and waterfront committee/stakeholder contact meetings were hosted by the consultant team with municipal staff assistance.

#### **(A) TOURISM WORKSHOP**

An initial stakeholder workshop was held at the municipal offices and invitations were organized by the waterfront committee. The purpose of the workshop was to solicit input from a diverse group of local stakeholders. This event was hosted by Darcy McKittrick of the Tourism Company and involved a theme of 'what vision do you see for the Brighton waterfront - what is existing - what is missing - what do you want to see happen if five years - in twenty five years'. This was a very insightful meeting with lots of good suggestions and input from this session formed the basics for the beginning of the landscape design process.

#### **(B) PUBLIC MEETING #1**

An initial public workshop was hosted by the consultant team with assistance of municipal staff. This meeting was held at the Legion Hall and was intended to outline the objections of the master planning process and to demonstrate examples of other similar scale projects in the general area as well as again receiving input from the community.

#### **(C) WATERFRONT COMMITTEE MEETING #2**

Upon completion of the public workshop, preliminary concept plans were prepared and presented at this meeting.

#### **(D) PUBLIC MEETING #2**

Hosted at the Brighton Community Centre with master plan concepts.

#### **(E) PUBLIC MEETING #3**

Hosted at Harbourview Marina with master plan concepts.

#### **(F) WATERFRONT COMMITTEE MEETING #3**

To review public input and make final master plan changes.

#### **(G) PRESENTATION TO BRIGHTON MUNICIPAL COUNCIL/ PUBLIC MEETING #4**

A full presentation of draft report, master plan drawings, and tourism assessment was presented and adopted at council.

#### 4.0 BRIGHTON WATERFRONT OVERVIEW:

Early in the study the consulting team prepared a draft overview of the Opportunities and Challenges facing Brighton and the development of a comprehensive public waterfront.



Our Initial Opportunities and constraints identified the following points:

##### OPPORTUNITIES

- Scenic quality of Presqu'ile Bay
- Large numbers of boaters travel past Presqu'ile Bay
- Presqu'ile Provincial Park draws a large number of visitors
- Reputation as a birding destination is a significant draw
- Touring traffic along Hwy 2 is significant in summer
- Presqu'ile Bay is a safe anchorage on North Shore of Lake Ontario
- Presqu'ile Bay sheltered and appropriate to a variety of small craft sports
- 

##### CHALLENGES

- Small “public” parcels with big separation distances
- Separation of Downtown from Waterfront
- Lack of amenities on waterfront for boaters
- Reputation of Presqu'ile Bay as un-safe
- Access of waters edge is largely privatized
- Knowledge of where waterfront is from downtown is difficult for a visitor to perceive
- The Provincial Park, the Brighton Waterfront and the Brighton Downtown are distanced enough to create a disjoint between the three

## 5.0 WHAT OTHER COMMUNITIES ARE DOING

### 5.1 TOWN OF COBOURG

Daniel J. O'Brien Associates completed a waterfront master plan for the community of Cobourg. The implementation of this plan began with the public edge along the beach and marina and has now reached a point as of this date where Cobourg has one of the most successful waterfronts in southern Ontario. The elements that make the Cobourg waterfront a success are:

- The amount of publicly accessible land at the waters edge
- A large public sand beach
- The proximity of the downtown to the waterfront
- A successful Marina operation that attracts a great number of boaters
- The quality of the public space
- Interactive children's play areas
- Other community organizations are located on the water front
- The festivals and celebrations programmed to occur on the waterfront
- The quality of the Lake Ontario waterfront in this location
- Community engagement and involvement / pride
- Mixture of land uses in the waterfront area (residential, commercial, public, recreational)





## 5.2 TOWN OF PORT PERRY

Successful Components of the Port Perry Waterfront:

- Continuation of an on-going process of downtown waterfront improvements over the last 25 years
- Promoting mix use activities
- Upgrading marina facilities in association with private sector tenant
- Proposed 'old mill' private property key to future waterfront land use
- Renovation of library on waterfront and existing streetscape
- Enhancing shoreline naturalization



## 5.3 CITY OF PICKERING

Successful Components of the Pickering Waterfront:

- Collaboration with private sector on new community enclave of 'live/work' units on main access street at waterfront
- Development of waterfront trail and urban parkette
- Children's spray pad and creative play area on beach



## 5.4 TOWN OF BELLEVILLE

Successful components of the Belleville Waterfront:

- Have developed an extensive network of waterfront and downtown trails with various amenities
- Upgraded marine and boat launch facilities
- Provided concession and washroom building
- Undertaken extensive storm water and shoreline naturalization
- Have emphasized civic beautification through extensive gardens and features



## 5.5 CITY OF PETERBOROUGH

Successful components of the Peterborough Waterfront:

- Renovated a derelict waterfront area in the downtown into a award winning waterfront
- Extensive trail, urban park, and riverfront naturalization
- High quality waterfront pavilion with area for performing arts and multi-purpose public assembly
- Extensive interpretive gardens celebrating the history of the community and native peoples





## 6.0 OTHER IMPORTANT DESIGN CONSIDERATIONS

### 6.1 MIXING LAND USES

An understanding of the importance of mixing land uses has become fundamental to designing and developing vibrant exciting environments. Mixed land uses may include retail with residential or retail and entertainment with residential and often includes office uses and service uses. In order to attract significant enough people to keep even a small business area healthy it is important not only to include a variety of uses but also thoughtful site planning and laying out of facilities. The following images demonstrate some of the generic character traits that mixed use environments share.

#### Qualities Of The Mixed Use Environment Include:

- Well defined building entrances;
- Convenient parking;
- Building edges are located close to the street edges and public spaces;
- Things to do, places to shop, meet, play and eat.





## 6.2 Qualities of Mixed Use Waterfront Villages Include:

- Convenient water access;
- Destinations on land for boaters;



- Shopping, dining and entertainment venues;
- Scenic Views to water;
- A defined waters edge;
- Green space and trails.





## 7.0 BRIGHTON WATERFRONT STUDY AREAS:

The following component park areas comprising the waterfront plan are individually analyzed and assessed based on current site conditions with a detailed explanation of the design rationale for each area. The main component areas are the following:

### 7.1 Harbour Street/Ontario Street/Presqu'ile Parkway Boat Launch and Parkette

- The Harbour Street/Ontario Street/Presqu'ile Parkway (HOP) Boat Launch & Parkette site is the westerly limit of the study area. Currently the site contains a double boat slip with associated dockage which are in reasonably good working condition. The balance of the site area is an unorganized parking area (part gravel and part asphalt). Existing vegetation is naturalized deciduous trees with this area having a nice native grassed shoreline that bounds well into the abutting Presqu'ile Park marsh. Immediately across Harbour Street are three residential homes with Harbour Street terminating at the west limit of this park redevelopment. An existing informal pathway connects this open space area to the entrance of Presqu'ile Park.

Presqu'ile Parkway Boat Launch
- The proposed design (to be read in conjunction with drawings) common to all the new park areas is the proposed use of masonry piers and wall sections with built-in signage. At this location the masonry work identifies the boat launch facility and physically re-organizes the entrance and exit laneways. Upon entering the site a lay by staging zone is provided which allows for launch preparation outside of the actual boat ramp, as well as a washroom facility being located adjoining the staging area. The internal staging and parking area is organized with provision for 16 vehicle and trailer parking spots. The roadway section of Harbour Street past Ontario Street is noted for upgrading with a new configuration of parking spaces at the west limit. Between Harbour Street and the existing shoreline are a proposed timber landing overlook with an attached shade pergola, a trail connection, additional naturalization and tree planting, and fixed picnic table locations. With the above upgrades this feature parkette will be a recognized municipal facility and an asset to the aesthetics of the neighbourhood. Additionally the parkette is a natural staging area for visitors to the Brighton waterfront and Presqu'ile Park. Please see Appendix 2.

### 7.2 Harbour Street Parkette

- This small undeveloped waterfront parkette presently is used as a car lay by parking area of unstructured gravel among randomly spaced mature deciduous trees. Other than a newer park sign, this area appears unstructured and non residents would be confused as to actual property boundary.

- The parkette is uniquely located centrally along Harbour Street. The new design has a masonry entry wall/gate with boundary gardens of hardy shrubs and perennials, a central brick walkway leading to a timber landing and gazebo, and would be regraded and sodded. The existing parking is located outside of the park in the lay by stalls along the roadway. The park signage can be re-installed or permanently integrated into the masonry wall. This approach to the landscaping will provide a passive, protected park experience with attractive park features in scale with the neighbourhood, and will be easily recognized as a high quality municipal parkette. Please see Appendix 2.



### 7.3 Price Street East Landing

- This termination of Price Street is the easterly extent of the waterfront master plan. The existing condition is a public open space, partly on unused road allowance with surrounding open space. Currently the area is an informal boat launch for small paddle craft or light duty power boats with the surrounding shoreline being heavily naturalized. The site is bounded by the last residential lot on the Bay and the Brighton Yacht Club. The landform is relatively flat but has panoramic views eastward over the existing Bay.
- This parkette re-design has the entrance defined by the oversized pillars with the roadway being extended eastward and paved with 5 parking spaces. A meandering pathway leads to an elevated timber overlook with a shade pergola. The boat ramp is proposed to be gravel only to deter large craft launching and the overall area would be substantially planted with native trees and shrubs. Please see Appendix 2.



## 7.4 Presqu'ile Landing

- At Presqu'ile landing marina the landscape along Harbour Street widens and offers interesting views over the marina basin and the Bay beyond. This central site location along the waterfront provides an opportunity to build a landscape streetscape feature that compliments the existing restaurant and marina. This landscape feature contains masonry walls, shade pergola, brick landing, planting, lighting, and potential signage. This work would involve an agreement between the Municipality and property owner, as a portion of the developed area is on private property. Please see Appendix 2.





## 7.5 Gosport Area Master Plan

The proposed site area at Gosport offers the only reasonable location to assemble a parcel of property that provides an expanded marina and a community wide waterfront park with supporting infrastructure. Due to the shortage of available public lands, private property is included in this concept plan. A creative and dynamic concept plan is proposed that provides economic opportunities for all stakeholders, as there are many unique features and services proposed in this long term vision that are explained in detail in the attached master plan drawings and summarized below.

### 7.51 HARBOURVIEW MARINA AND RESTAURANT (existing status):

- At the end of Baldwin Street is the presently constructed Harbourview Restaurant and Marina services facility. This new complex is a high quality, aesthetically pleasing building and represents the only significant improvement in this area. The related Marina infrastructure has some modest exterior upgrades but overall is lacking in function and visual appeal. The existing dockage for approximately 25 boats is susceptible to inclement weather due to an insufficient break wall groin. Dockage is limited due to shortage of water edge and is reported as not meeting potential demand.



Harbour View Marina and Restaurant



Harbour View Marina and Restaurant

## 7.52 BRIGHTON MARINA (existing status):

- Adjoining Harbourview Marina with a mutual groin municipally owned is a modest dockage area for approximately 9 small craft in the 6.0m range. This groin and dockage is municipally constructed with poor appeal and security.



#### **7.53 MARINA RE-DEVELOPMENT PROPOSAL:**

- The master plan proposed to integrate both marina areas into one re-configured basin, which can be accomplished by relocating the existing municipal groin area to the open gap at Harbourview. This new basin conceptually increases the combined slippages from approximately 36 to 75, essentially doubling capacity and within this capacity allocating slips for large craft. A substantial pedestrian promenade is proposed along the shoreline of the marina basin with lighting, seating, handrail and landscaping. North of the promenade, east of Harbourview Restaurant is a proposed drop-off circle for Marina users. Please see Appendix 3.

#### **7.54 PARK DEVELOPMENT:**

- The existing linear park block east of Baldwin Street and south of Price Street, known as Montgomery Park, is added to the new waterfront commons that extends to the shoreline. This new park area is 100.0 x 80.0m +/-, not including the proposed parking area. Key features of this park area children's spray pad and creative play area, with a patio/seating area located between these features. Associated with the play areas is a central park pavilion building proposed to contain a service room for spray pad equipment, washrooms, optional concessions, and a covered stage at the south facade for hosting of outdoor concerts, performing arts activities and announcements for waterfront festivals. The balance of park area would be an open multi-purpose lawn 70.0 x 70.0m for passive assembly, picnicking or programming activities. Please see Appendix 3.

#### **7.55 WATERFRONT ENCLAVE:**

- This concept envisions the redevelopment of the commercial fishery and waterfront building land areas into a small, specialty village of live/work units. These units contain a main level business opportunity of approximately 1000 sq. ft. with associated residential living space above of approximately 1500 sq. ft., and this enclave could be developed under a plan of condominium. The units would be arranged around a common public square and may include waterfront access with docking. Vehicle access and parking is proposed off Price Street and would require agreements on property overlaps with the Municipality of Brighton. The purpose of this concept is to provide various services to boaters and land based local residents and tourists. Examples of services can range from food and beverage, retail, specialty arts and crafts, and nautical sales. This creative approach to land use in this section would enrich property values and encourage private sector stakeholders to be involved in the waterfront redevelopment. Please See Appendix 3.



## **8.0 Gosport Area Phase One Plan “Getting Started”**

- It is the experience of the consultant team that previous very successful waterfront developments rely on the vision, enthusiasm, management and financial commitment of the sponsoring municipality.
- At the outset of this study, the possibility of generating these concept plans seemed insurmountable; however considerable effort by the waterfront committee, consultant team, municipal staff, and stakeholder input has provided this comprehensive master plan.
- It is recognized that the eventual success of this plan relies on most of the features being developed and that they be high quality, architecturally appealing and environmentally sound.
- This document also recognizing the complications regarding private property and the overlapping interests. This “Phase One” plan for Gosport concentrates on the current public lands and indicates what can now be developed respecting the long term potential.
- Phase One demonstrates an alternative to the original marina basin with the extension of the outward groin westward to protect the basin in front of the Harbourview Marina. This concept and the original marina basin concept are subject to further, more detailed engineering design. Please note that the basin configuration on the master plan can apply to this “Phase One” plan. Please see Appendix 4.
- Other features of this “Phase One” plan are as follows:
  - The proposed entry at the Baldwin/Price Street intersection has a substantial masonry entry structure
  - Baldwin Street to Harbourview indicates modest streetscape improvements
  - The circular landing drop-off and pedestrian promenade are also included
  - The beginnings of the parking area on the east side of Baldwin Street, the children’s spray pad and creative play area are included
  - The park pavilion building is not included
  - The entire Bay Street West trail concept can be constructed

## **9.0 Trail Linkages/Connections To Downtown Brighton**

- Throughout the study it was recognized that in the future it will be important to connect all of the public parts of the waterfront together. Through the design details that are presented in the appendices to this report a consistent use of planting masonry and signage is proposed to increase the visibility and recognition of the public waterfront.
- Trail linkages are also proposed to increase the accessibility of the waterfront for pedestrians and cyclists. It will be important to identify on and off road bike paths and to improve the sidewalk system to ensure the waterfront is linked together seamlessly.
- It is also recommended that a future trails master planning study be undertaken to look at the feasibility of developing a multiuse pathway between downtown and the waterfront. This pathway would allow cyclists, in line skaters, joggers and walkers to share one facility that would promote both active living and improved access to the waterfront.

## 10.0 Next Steps

Identified below is a draft outline of the recommended strategy the Municipality of Brighton take in the long range phased approach to developing a revitalized public waterfront.

1. The waterfront Development Committee and a Staff Project Manager should Identify the main principles for a successful public waterfront for Brighton and use these as a reference for making decisions regarding the implementation of these plans on an ongoing basis, including:
  - the waterfront must be public,
  - the waterfront must be easily identified and connected to downtown,
  - the community should be encouraged to participate in and develop ways to celebrate the waterfront through festivals and other yearly events,
  - mixed land use should be encouraged including, retail, restaurant, office and residential,
  - additional land is required to develop an appropriate sized public waterfront for Brighton,
  - long term dedication to the vision presented in the attached master plan drawings is required,
  - flexibility to work with the development community will be required,
  - a larger easily accessible green space at the water is required,
  - a small public square where events can occur is encouraged,
  - connections with the rest of the community using trails, signage, shuttles and other mechanisms should be explored.
2. A staff person should be identified to manage the phasing of the new waterfront master plan. A phasing plan for the implementation of this master plan should be created by the staff project manager and the waterfront development committee that is realistic and aimed at first completing some of the smaller improvements, including the smaller public parks and boat launch master plans, while building momentum and buy in for the larger and more comprehensive Gosport project.
3. Yearly ongoing public investment by the municipality is required to build momentum so that the private sector will gain interest in the area. Council should be presented with a yearly budget request for waterfront improvements geared towards the implementation of this plan.
4. The smaller public parks and boat launch area master plans can be implemented early in the life of the waterfront plan, prior to significant and costly in water works and land acquisition.
5. Streetscape works and trail links can be completed prior to significant and costly in water works and land acquisition.
6. Celebrate all of the successfully implemented waterfront projects with the community and regularly organize events to bring people to the Brighton Waterfront.

## **Appendix A**

### **Brighton Waterfront: Tourism Market Assessment 1. Scope of Assessment**

This tourism market assessment was undertaken as part of the Brighton Waterfront Plan.

The geographic area assessed is the Brighton waterfront, which comprises the northern shore of Presqu'ile Bay from the eastern end of Price Street to the western end of Harbour Street in Gosport.

Tourism occurring along, or generated by, the Brighton waterfront is the focus of the assessment. In this context, tourism includes travel by residents of Canada (domestic visitors) as well as travel by residents of other countries (International visitors). Domestic tourism is defined by Statistics Canada as:

- Overnight trips by visitors from "out-of-town" which means away from their usual environment;
- Same day trips by visitors from "out-of-town", with a minimum travel distance of 40 km one way.

Opportunities and issues related to enhancing tourism experiences -- and hence increasing the economic benefits of tourism within the Brighton area economy -- were examined for three categories of tourists or visitors traveling for pleasure and/or to visit friends and relatives:

- Visitors arriving at the Brighton waterfront by boat;
- Visitors arriving at the Brighton waterfront by land with the primary purpose of engaging in water-based activities; and
- Visitors arriving at the Brighton waterfront by land with the primary purpose of engaging in land-based activities.

## ***2. Sources of Information***

Sources of information used in this assessment include, but are not necessarily limited to, the following:

- Notes from a Brighton tourism industry stakeholders meeting held November 14, 2008;
- Interviews with operators of tourism related facilities and services currently operating within the study area, including Brighton Yacht Club; Dougall's on the Bay Restaurant; Harbourview Cafe, Marina and Motel; Presqu'ile Landing Marina; and, Town of Brighton Public Docks;
- Interview with Presqu'ile Provincial Park Superintendent;
- Ontario Ministry of Tourism Regional Tourism Profiles 2006 for Northumberland County; and
- Vessel traffic statistics for the Murray Canal provided by Parks Canada Trent-Severn Waterway.



### 3. Tourism Infrastructure

#### 3.1 Study Area

##### 3.1.1 Marina Facilities

Figure 1 summarizes information about marina facilities located and currently operating within the study area.

| <b>Figure 1: Brighton Waterfront Study Area Marina Inventory 2008</b> |                                                                                                                                                     |                                                                                                                                  |                                                                                                                                 |                                                                        |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>Facility Name &amp; Location</b>                                   | Brighton Yacht Club<br>Price Street East                                                                                                            | Harbourview Marina<br>Bay Street                                                                                                 | Presqu'ile Landing Marina<br>Harbour Street                                                                                     | Town of Brighton Docks<br>Bay Street                                   |
| <b>Type</b>                                                           | Private Membership                                                                                                                                  | Commercial                                                                                                                       | Commercial                                                                                                                      | Public                                                                 |
| <b>Season</b>                                                         | May 1 -- mid-October (150 days)                                                                                                                     | May 1 -- October 1 (140 days)                                                                                                    | May 1 -- mid-October (150 days)                                                                                                 | mid-May -- mid-October (160 days)                                      |
| <b>Draught</b>                                                        | 5 ft.                                                                                                                                               | 7 ft.                                                                                                                            | 6 ft.                                                                                                                           | 7 ft.                                                                  |
| <b>Capacity</b>                                                       | 42 slips<br>6 moorings<br>1 visitor dock (reciprocal clubs)                                                                                         | 26 slips<br>6 tie ups (outside dock wall)<br>4 moorings                                                                          | 35 slips<br>6 tie ups (shore wall)                                                                                              | 12 slips                                                               |
| <b>Dock Characteristics</b>                                           | length -- all slips 30 ft.                                                                                                                          | length -- all slips 28 ft<br>power -- mostly 30 amp, some 50 amp                                                                 | length -- 6 @ 18 ft., 10 @ 30 ft, 13 @ 40 ft.<br>power -- 10 @ 20 amp, 13 @ 30 amp                                              | length -- all 30 ft.<br>power -- all 30 amp                            |
| <b>Docking Fees</b>                                                   | initiation fee plus annual membership                                                                                                               | seasonal -- \$32/ft (minimum \$850)<br>transient -- \$1.25/ft per night                                                          | seasonal -- \$33.50/ft<br>transient -- \$1.25/ft. per night                                                                     | seasonal -- \$26.25/ft<br>transient -- \$1.05/ft per night             |
| <b>Level of Use</b>                                                   | seasonal -- 48 (100% -- 100 members, waiting list of 10)<br>transient -- occasional visitors                                                        | seasonal -- 26 of 26 (100%)<br>transient -- 400 of 1,400 boat nights (29% occupancy)                                             | seasonal -- 23 of 29 (79%)<br>transient -- 35 of 1,800 boat nights (2% occupancy)                                               | seasonal -- 10 of 10 (100%)<br>transient -- unknown of 320 boat nights |
| <b>Other Boater Facilities &amp; Services</b>                         | portable pumpouts winter storage (outdoor) launch ramp clubhouse (unlicensed) with washrooms/showers, lounge area, kitchen member events & regattas | sewage pumpouts fuel sales (gasoline only) launch ramp winter storage (outside) for 15 vessels washrooms, showers and laundromat | sewage pumpouts launch ramp winter storage (minimal) summer storage -- 8 canoes/kayaks, 8 trailered boats washrooms and showers | launch ramp washrooms                                                  |
| <b>Changes Since 2003</b>                                             | clubhouse built in 2007                                                                                                                             | upgraded most slips added 3 slips and 4 mooring balls                                                                            | discontinued kayak rentals (2004) reconstructed shore                                                                           | slip enhancements added washrooms                                      |

|                           |                         |                                                       |                                                                                                      |                                   |
|---------------------------|-------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>Changes Since 2003</b> | clubhouse built in 2007 | upgraded most slips added 3 slips and 4 mooring balls | discontinued kayak rentals (2004) reconstructed shore wall, installed new docks, dredged (2005-2006) | slip enhancements added washrooms |
| <b>Possible</b>           |                         |                                                       | add up to 40 slips                                                                                   |                                   |

*Source: the Tourism Company, 2008*

The consultants are not aware of any proposals or plans for the establishment of new marina facilities within the study area at this time.

### 3.1.2 Other Visitor Facilities & Services

Figure 2 summarizes information about other visitor facilities and services currently operating within the study area.

| Figure 2: Brighton Waterfront Study Area Visitor Facilities and Services |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Arts, Entertainment & Recreation                                         | <ul style="list-style-type: none"> <li>Public boat launch and day-use parking at intersection of Ontario and Harbour Street</li> <li>Public boat launch at end of Price Street Parkette</li> <li>Public park with park bench at Harbour Street Parkette</li> <li>Annual waterfront festival attended primarily by local/regional residents (discontinued in 2008)</li> <li>Annual Walleye Sport Fishing Derby in Bay of Quinte includes Presqu'ile Bay -- many boats launched from Ontario Street boat launch</li> <li>Dragon boat team practices in Presqu'ile Bay from dock at Harbourview Marina</li> </ul> |
| Food & Beverage                                                          | <ul style="list-style-type: none"> <li>Harbourview Cafe -- licensed for alcoholic beverage sales; on Bay Street at Harbourview Marina; 48 seats inside, 50 on patio; open year round</li> <li>Dougall's on the Bay -- licensed for alcoholic beverage sales; on Harbour Street adjacent to Presqu'ile Landing Marina; 174 seats inside, 74 on patio (capacity for 208)</li> </ul>                                                                                                                                                                                                                              |
| Transportation                                                           | <ul style="list-style-type: none"> <li>Public roads along waterfront -- eastern end of Price Street, Bay Street West, western portion of Harbour Street</li> <li>Footpath/trail along western portion of Harbour Street between street and shore</li> <li>Taxi service in Brighton that serves waterfront</li> </ul>                                                                                                                                                                                                                                                                                           |
| Retail & Other                                                           | <ul style="list-style-type: none"> <li>1 retail/variety store on Baldwin Street at Bay Street West</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

Source: the Tourism Company, 2008

## 3.2 Presqu'ile Bay

### 3.2.1 Marina Facilities

In addition to the marina facilities identified in Figure 1, above, the only other similar facility currently operating on Presqu'ile Bay is the "Government Dock", located on the north shore of Presqu'ile Point adjacent to Presqu'ile Provincial Park but operated by the Town of Brighton. Land access to the dock is from Bayshore Road. From early May through mid-October, the dock provides 4 tie-ups to a cement pier for transient boats at a cost of \$1.05/ft per night. Power is not available on the dock. Portable toilets are maintained on the shore.

### 3.2.2 Other Visitor Facilities & Services

The most prominent visitor facility on Presqu'ile Bay is Presqu'ile Provincial Park, located on a spit of land approximately 937 hectares in size that forms the western and southwestern shores of the Bay. It is described by Ontario Parks as: "*A mecca for birdwatchers in spring and fall....*"<sup>1</sup> The Park is open from late April through mid-October for day use activities and overnight camping. Facilities and services provided by the Park include:

- 394 campsites -- 118 with electricity;
- group camping area;
- sand beach swimming areas;
- Kite boarding and boardsailing area;
- outdoor amphitheatre;
- Park store (camping supplies, beach accessories, groceries, snacks, ice, firewood, bait and souvenirs);
- Nature Centre and Lighthouse Interpretive Centre with natural/cultural programs;
- Bicycle paths and nature/walking areas including a marsh boardwalk of approximately 1 km. in length and featuring wildlife viewing stands that is nearing completion (Spring 2009);

| <b>Figure 3: Adjacent Area Marinas</b>                                     |                                                                  |                                                                |
|----------------------------------------------------------------------------|------------------------------------------------------------------|----------------------------------------------------------------|
| <b>Name &amp; Location</b>                                                 | <b>Draft &amp; Dock Capacity</b>                                 | <b>Facilities &amp; Services</b>                               |
| Baycrest Lodge Marina<br>Demorestville<br>Bay of Quinte                    | 5 ft. draft<br>45 docks -- some transient<br>max length 40 ft    | fuel (gas & diesel)<br>pumpout<br>showers/washrooms/laundromat |
| Cobourg Marina<br>Cobourg<br>Lake Ontario                                  | 11 ft. draft<br>197 docks -- some transient<br>max length 40 ft. | fuel (gas & diesel)<br>pumpout<br>showers/washrooms/laundromat |
| Glenora Marina<br>Picton<br>Lake Ontario/Bay of Quinte                     | 9 ft. draft<br>transient docks (number n/a)<br>max length (n/a)  | fuel (gas)<br>washrooms                                        |
| Waupoos Marina<br>Picton<br>Lake Ontario                                   | 10 ft. draft<br>120 docks -- some transient<br>max length 80 ft. | fuel (gas & diesel)<br>pumpout<br>showers/washrooms/laundromat |
| Picton Harbour<br>Picton<br>Lake Ontario/Bay of Quinte                     | draft n/a<br>transient docks (number n/a)<br>max length n/a      | information n/a                                                |
| Bay Marine<br>Trenton<br>Bay of Quinte                                     | 8 ft. draft<br>50 docks -- some transient<br>max. length 60 ft.  | pumpout<br>showers/washrooms                                   |
| Wellington Harbour<br>Wellington<br>Lake Ontario                           | 5 ft. draft<br>14 docks -- some transient<br>max. length 40 ft.  | fuel (gas)<br>pumpout<br>showers/washrooms/laundromat          |
| Fraser Park Marina<br>Trenton<br>Bay of Quinte/Trent-Severn<br>Waterway    | draft n/a<br>transient docks (number n/a)<br>max length (n/a)    | information n/a                                                |
| Robert Patrick Marina<br>Trenton<br>Bay of Quinte/Trent-Severn<br>Waterway | draft n/a<br>transient docks (number n/a)<br>max length n/a      | information n/a                                                |
| Bay of Quinte Yacht Club<br>Belleville<br>Bay of Quinte                    | draft n/a<br>mostly seasonal docks<br>max length n/a             | clubhouse<br>winter storage                                    |



|                                                                       |                                                                 |                                                     |
|-----------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------|
| Myer's Pier Marina<br>Belleville<br>Bay of Quinte                     | draft n/a<br>transient docks (number n/a)<br>max length n/a     | fuel (gas & diesel)<br>pumpout<br>showers/washrooms |
| Sandy's Marina/Belle<br>Harbour Marina<br>Belleville<br>Bay of Quinte | draft n/a<br>250 docks - some transient<br>max length n/a       | club facilities                                     |
| Hastings Marine<br>Hastings<br>Trent-Severn Waterway                  | 7 ft. draft<br>46 docks<br>max. length 40 ft.                   | showers/washrooms                                   |
| Hastings Village Marina<br>Hastings<br>Trent-Severn Waterway          | 7 ft. draft<br>64 docks -- some transient<br>max. length 70 ft. | pumpout<br>showers/washrooms                        |

- Special event weekends including the Waterfowl Festival (2 weekends in March), Warbles and Whimbrels Weekend (May), History Weekend (August), Monarchs and Migrants Weekend (August) and Christmas at Presqu'île (December).

In addition to the Park, there is a mini-golf attraction and convenience store located to the west of the study area near the entrant to Presqu'île Provincial Park. To the east of the study area is a marsh that is not marketed as a visitor attraction but does provide opportunity for waterfowl, bird and wildlife viewing.

The Bay itself is a productive sport fishery yielding large size and quantity of popular freshwater sport fishing species such as bass and walleye. Also located at the mouth of the bay is the site of the sinking of the HMS Speedy.

### 3.3 Adjacent Areas

The central business district of the Town of Brighton is located 2-3 km. immediately north of the study area.

Waterfront communities that attract water and land-based visitors located within 50 km of the study area include:

- Trenton and Belleville on the Bay of Quinte, and Wellington and Picton in Prince Edward County on Lake Ontario
- Cobourg and Port Hope on Lake Ontario to the west; and
- Hastings, Trent River, Campbellford and Frankford located along the Trent-Severn Waterway to the north and west.

#### 3.3.1 Marina Facilities

Figure 3 summarizes available information about marina facilities in communities within 50 km. of Brighton.

*Source: Ontario Marine Operators 2008 Marina Directory; the Tourism Company 2008*

## 4. Market Demand

### 4.1 Visitors Arriving by Boat

Based on transient docking activity reported by the two commercial marinas and the public dock located within the study area, during 2008 the volume and characteristics of visitors

arriving at the Brighton waterfront by boat include the following:

- Approximately 235 boats staying a total of approximately 450 nights;
- Average length of stay of 2 nights, although many 1 night stays and some week long stays;
- Most of the visitors were Ontario residents arriving from the west and stopping overnight enroute to eastern Lake Ontario, the Trent-Severn Waterway and the Thousand Islands/St. Lawrence River as their cruising destination -- many stopped overnight on their return trips to the GTA; and
- Some visitors were U.S. boaters crossing the lake from New York State, particularly Rochester, for overnight stops enroute to eastern Lake Ontario, the Trent-Severn Waterway and the Thousand Islands/St. Lawrence River as their cruising destination.

During 2008, the Government Dock located on the south shore of Presqu'ile Bay recorded an average of 2 to 3 transient boats/night during July and August, with an average of 1 boat/night in May, June and September. This equates to an additional 210 to 270 boats staying overnight in Presqu'ile Bay. Combined with the number of transient boats staying at marinas in the study area, the estimated total number of transient boats docking at least overnight in Presqu'ile Bay during 2008 is between 445 and 505.

Based on the observations of marina and dock operators on Presqu'ile Bay (including the study area), It can reasonably be assumed that transient boats staying overnight in Presqu'ile Bay are either going to or returning from the Murray Canal, which provides the most sheltered and direct route for cruising to the Trent-Severn Waterway, Eastern Lake Ontario and the Thousand Islands/St. Lawrence River. Therefore, the total potential overnight transient docking demand in Presqu'ile Bay is likely to be close to the total number of vessels traveling through the Murray Canal.

Figure 4 summarizes total vessel traffic at bridges #1 (Brighton Road) and #2 (Carrying Place) on the Murray Canal as provided by Parks Canada Trent-Severn Waterway<sup>2</sup>. Vessels are counted whenever the bridges must be raised to allow their passage, regardless of which direction they are travelling. Bridge #1 is raised whenever vessels require clearance of more than approximately 10 ft. (which would include most boats suitable for sleeping on-board overnight or longer) while bridge #2 is raised whenever vessels require clearance of more than approximately 4 ft. (which would include many so-called "runabouts", typically not suitable for sleeping on-board overnight). The bridges are generally operated from early May through mid-October, but in 2008 the canal was closed during May and June.

| Figure 4: Vessel Counts at Bridges 1 & 2 on the Murray Canal |                   |                   |
|--------------------------------------------------------------|-------------------|-------------------|
| Season                                                       | Bridge #1 Vessels | Bridge #2 Vessels |
| 2005                                                         | 2,927             | 3,968             |
| 2006                                                         | 2,588             | 3,392             |
| 2007                                                         | 2,755             | 3,154             |
| 2008                                                         | 2,319             | 2,812             |

Source: Parks Canada Trent-Severn Waterway, December 2008

By comparing recorded vessel traffic at bridge #1 in the Murray Canal with transient overnight docking in Presqu'ile Bay, a capture rate of between 16%(445 of 2,812) and 18% (505 of 2,812) of total potential transient docking demand can be calculated for Presqu'ile Bay.

Total current capacity for transient docking in Presqu'ile Bay is approximately 18 slips/night, or 2,970 slip nights over a 165 day season from early May through mid-October. For the so-called

"prime time" when 80% of transient docking demand occurs, which is from the first of July through Labour Day weekend (approximately 65 days), Presqu'ile Bay capacity is approximately 1,170 slip nights.

Theoretically, in 2008 Presqu'ile Bay transient docking capacity exceeded vessel traffic on the Murray Canal by 158 vessel nights or almost 6%. Prime time transient docking capacity is approximately 52% of estimated prime time transient demand (80% of 2,812 or approximately 2,250 slip nights). Although apparent prime time demand far exceeded capacity in 2008, it should be noted that transient docking occupancy during prime time was approximately 35% (maximum of 404 vessel nights if 80% all vessels stayed overnight in prime time).

The 2008 transient docking activity level within Presqu'ile Bay was generally unchanged or up modestly from previous years. The marina operators within the Bay expect future demand for transient overnight docking to grow modestly once current economic turmoil abates and fuel prices stabilize.

## **4.2 Visitors Arriving by Land for Water-Based Activities**

Accurate counts of visitors to the study area arriving by land for water-based activities during 2008 (or previous years) are not available. Types of visitors, however, that would be captured in such a number include but are not necessarily limited to:

- Boat owners from outside of the Brighton area who moored their boats at marinas in the study area for the season;
- Participants in the annual sport fishing derby, and other sport anglers from outside of the Brighton area who launched their boats at one of the study area's launch ramps; and,
- Members of the Brighton area Dragon Boat who live outside of the Brighton area and attend practices in the study area.

The Ontario Ministry of Tourism reported 1.45 million visits to Northumberland County for pleasure or visiting friends and relatives during 2006, the most recent year for which visitor statistics are available. Approximately 450,000 were overnight visits, while 1 million were same-day visits. Some of these visits would have been land-based visits to the study area for water-based activities.

A partial estimate of visitors to the study area can be derived based on the number of boat owners from outside of the study area who moored their boats at marinas in the study area for the season.

In 2008, study area marinas offered a total of 55 slips for seasonal moorings, of which 49 were occupied. Of these, operators estimate that as many as 6 slips were rented by Ontario residents who lived outside of the Brighton area and could be considered visitors. In addition, of the 100 current members of the Brighton Yacht Club, management estimates that as many as 10% or 10 members are live outside of the Brighton area.

Assuming that for each seasonal slip rented by residents from outside of the Brighton area during 2008, 2 persons visited their boat 1/week over a boating season of 20 weeks (May through September), and each out-of-town member of the Brighton Yacht Club during 2008 also visited their boat 1/week over a boating season of 20 weeks, an estimated total of approximately 440 person visits would have occurred during 2008.

## 4.3 Visitors Arriving by Land for Land-Based Activities

Accurate counts of visitors to the study area arriving by land for land-based activities during 2008 (or previous years) are not available. Types of visitors, however, that would be captured in such a number include but are not necessarily limited to:

- Persons staying overnight or longer at the Harbourview Motel any time during the year;
- Persons from outside of the Brighton area visiting the waterfront during the spring, summer or fall for part or all of a day to dine at the Harbourview Cafe or Dougall's on the Bay Restaurant -- some of these visitors would have stayed overnight or longer at commercial accommodation in the Brighton area including Presqu'ile Provincial Park, while others would have travelled from and returned to their place of residence during the day;
- Persons from outside of the Brighton area traveling through the study area during the spring, summer or fall while touring in south central Ontario -- most likely traveling by auto, motorcycle or bicycle along the Lake Ontario shoreline's Waterfront Trail; and
- In the winter, persons from outside of the Brighton area traveling through the study area on snowmobiles using local snowmobile trails.

Some of the approximately 1.45 million visits to Northumberland County for pleasure or visiting friends and relatives during 2008 would have been land-based visits to the study area for land-based activities.

Figure 5 summarizes information on the annual numbers of visitors to Presqu'ile Provincial Park from 2005 through 2007. As illustrated, the number of visitors to the Park increased between 2005 and 2007 to almost 200,000 visitors. It is likely that some of these visitors, particularly overnight campers, visited the study area for land-based activities such as dining and/or attending the Waterfront Festival.

| Figure 5: Presqu'ile Provincial Park Annual Attendance 2005-2007 |         |         |         |
|------------------------------------------------------------------|---------|---------|---------|
|                                                                  | 2005    | 2006    | 2007    |
| Total Visitors                                                   | 197,194 | 197,408 | 199,410 |
| Campers                                                          | 39,459  | 32,302  | 34,742  |

Source: Ontario Parks 2008

Information provided by the owners of the Harbourview Motel suggests that between 650 and 875 persons (assuming an average of 2 persons/motel room staying an average of 2 nights) visited and stayed overnight or longer in the study area during 2008. Motel occupancy has been declining annually over the past few years.

Information provided by the owners of Dougall's on the Bay restaurant suggest that as many as 12,000 persons from outside of the Brighton area visited the study area and dined at Dougall's during 2008. Most of those visits occurred between mid-May and mid-October. The overall level of business in 2008 was down marginally from previous years.

## 5. Marina Industry Trends

### 5.1 Marina & Slip Inventory Shrinking

Increasing waterfront land values and decreasing profitability from marina operations is



combining to put downward pressure on the supply of marinas in Ontario. According to the OMOA, the total number of Ontario marinas has declined by 5% since 2007.

There is little or no expectation of a material increase in marina supply over the next 5-10 years. In fact, the outlook is for further reduction in marinas and slips leading to upward pressure on slip rental fees, as well as increased dry stacking (storing boats on land during the boating season) and use of trailers as land-based slips.

## **5.2 Changes to Marina Facilities and Operations**

Larger slips (more than 35 feet in length), increased slip power (50 amps) and rental fees based on the length of the slip rather than the length of the boat are some of the facility and operational changes being undertaken by progressive Ontario marinas.

## **5.3 New Types of Marinas Emerging**

As a response to the increasing value of waterfront property, a new type of marina popular in the southern U.S. is beginning to appear in Ontario - “dockaminiums”. With this type of operation, the slips are owned rather than rented by boaters while the shore-based facilities and the marina business are owned and operated by the marina owner.

## **5.4 Boating Demand**

Key observations on the past, current and expected future market demand include the following:

- In general, demand for transient slip rentals at Ontario marinas outside of Region 1 (Thousand Islands/St. Lawrence) was down approximately 25% from 2007;
- In general, cruising power boaters are tending to take shorter duration and distance trips. Increasingly, on longer duration trips more time is spent moored at destination marinas while less time is spent cruising;
- In general, boaters are tending to spend more time on their boats at marinas than cruising, increasingly treating the boats as “floating cottages”;
- Over the past few years, approximately 15,000-20,000 boats were purchased and put into service annually in Ontario;
- In 2008, Ontario households spent a total of \$344.6 million on boat purchases - assuming no change in average household spending patterns, by 2013 as much as \$370.4 million is expected to be spent annually on boat purchases.
- Currently, approximately 60% of boats sold annually are sail boats, 40% power boats;
- Compared to 2007, in 2008 (through mid-September):
  - The volume of sales of pre-owned boats was unchanged while sales of new boats were down;
  - Sales of power boats under 30 feet in length were down, while sales of power boats over 30 feet in length were up.

## **6. Assets & Opportunities**

### **6.1 Substantial Untapped Visitor Demand**

Currently there is substantial untapped demand from all three types of waterfront visitors -- those arriving by water, those arriving by land for water-based activities and those arriving by land for land-based activities.

Of the approximately 2,800 vessels that used the Murray Canal, it appears that less than 20% docked at marinas in the study area.

Assuming the level of visitors to Northumberland County changed little between 2006 and 2008, it is likely that approximately 1.45 million visitors visited the County in 2008. Although accurate counts of land-based visitors to the study area are not available, based on available data it would seem that a very, very small proportion of Northumberland County visitors visited the study area:

- As many as 12,000 may have dined, while less than 900 stayed overnight or longer at commercial accommodation;
- Another approximately 440 visits may have been generated by residents from outside Brighton how moored their boats at study area marinas or the Yacht Club for the season;
- Additional visitors (number unknown) likely launched boats to participate in the annual sport fishing tournament and/or casual sport fishing in general;
- Some visitors (number unknown) may have toured by auto, motorcycle or bicycle along the Waterfront Trail; and
- Some visitors (number unknown) may have travelled through the area on snowmobiles during the winter.

It is unlikely that the total number of visitors arriving by land in 2008 exceeded 30,000 or 2% of total County visits.

Finally, almost 200,000 visitors were attracted to Presqu'ile Provincial Park, located adjacent and close to the study area. Based on the estimate of no more than 30,000 visitors to the study area, it is apparent that a large number of potential visitors arriving on the study area's "doorstep" are not currently being enticed to visit.

### **6.2 Unused Marina Capacity**

Both commercial marinas and the public docks within the study area reported unused transient docking capacity during 2008, while one marina reported unused seasonal docking capacity. In addition, one of the commercial marinas has expansion potential for up to 40 new slips. This unused capacity existed in spite of the apparent substantial untapped demand as measured by Murray Canal traffic and the overall decline in available slips in Ontario outside of the Thousand Islands/St. Lawrence area.

### **6.3 Natural and Cultural Heritage Resources**

Situated on Presqu'ile bay, the study area is blessed with high quality natural and cultural heritage resources to support the development of sustainable tourism attractors. These include, but are certainly not limited to:

- The protected, aesthetically pleasing and environmentally healthy Presqu'ile Bay;

- The marshes -- which provide high quality wildlife habitat -- located within the Bay to the west and east of the study area;
- Nearby Presqu'ile Provincial Park;
- The site of the sinking of the HMS Speedy in October 1804; and
- History as a port used in "rum running" across Lake Ontario to New York State during US prohibition.

## **7. Liabilities & Issues**

### **7.1 Role of Public Marina**

Collectively the marinas, public docks and Yacht Club located on Presqu'ile Bay operate as an interrelated marine industry. Actions by any of the industry players with respect to changing the number and type (transient vs. seasonal) of slips offered, docking prices charged, or boater facilities and services offered affect the operating environment for the others. In this type of industry situation, it is generally prudent for the public sector to develop and operate docking/marina facilities in a way that does not negatively impact the business conditions for private sector operators. Marina development and operating activities by the Town of Brighton that would create hardship for the private marina operators (and to a lesser extent the Brighton Yacht Club) include:

- Expanding the number of seasonal slips available for rent; and/or
- Charging transient and seasonal docking prices that are less than that charged by the private commercial marina operators.

Actions that the Town could take to enhance the Bay's marine industry and benefit the regional economy include:

- Creating a waterfront park and water-based activity staging area of sufficient size to host water-based events (Dragon Boat Races, Waterfront Festival, regattas, etc.);
- Converting existing seasonal slips at the public dock to transient slips; and,
- Leading the formation of a marketing partnership with waterfront businesses and Presqu'ile Provincial Park to raise awareness of Presqu'ile Bay and the Brighton waterfront as a destination for land and water-based visitors.

Whereas private marina operators look to operating revenues as the primary method for generating a return on their investment, the Town of Brighton and its regional economy can realize returns on public investment in the form of enhanced economic contributions through increasing the number of waterfront visitors and their spending.

### **7.2 Lack of Compelling Waterfront Attraction**

In general, the Brighton waterfront is relatively undeveloped as a tourist destination, in particular lacking a compelling waterfront attraction or attractions to generate interest and visits among current and potential visitors to Northumberland County. The infrastructure that is currently in place -- including marinas, restaurants, commercial accommodation and retail -- is of a support nature and limited in size.

At a minimum enhanced entertainment and recreational activity opportunities are required to raise the appeal of Brighton's waterfront to potential visitors. Once these are in place, economic opportunities for enhancement and/or development of new support infrastructure can be expected to arise.

### **7.3 Weak Market Awareness/Presence**

There is little evidence that the Brighton waterfront is well known as a destination for either water-based or land-based visitors. Certainly among land-based visitors it does not have the profile of its neighbour Presqu'ile Provincial Park, while there is some anecdotal information suggesting that to the extent it is known by boaters, Presqu'ile Bay is considered difficult to navigate with shallow draft at the marinas.

With the exception of Waterfront Trail signs that are neither numerous or easily seen, there are few roadside or shoreline signs in high traffic locations to entice visitors or provide direction.

### **7.4 Potential for Changing the Character of Gosport**

At the current time, Gosport can be characterized as a generally quiet residential community attracting substantial numbers of pre-retirement and retirement age homeowners. Even during the prime tourist months of July and August, there is little indication that the community is a busy or crowded place to be.

To the extent that future waterfront development is successful in growing the number of visitors to Gosport, the character of the community is likely to undergo a significant change at least seasonally from May through the end of September.

### **7.5 Apparent Disconnect Between Waterfront and Central Business District**

Although not a long distance, the approximately 3 km between the waterfront and Brighton's central business district creates a sense of disconnect, with the study area appearing to be a geographically separate and independent area. Given that it is highly unlikely and largely undesirable that commercial development on the scale of the central business district occur within the study area, a stronger link between the two areas is required to enhance the study area's attraction as a tourism destination.

### **7.6 Difficult Short Term Economic Outlook**

The current economic downturn in Ontario, the rest of Canada and the U.S. can be expected to dampen tourism activity over the short term (2009-2010) at least. Fewer U.S. visitors are expected to travel to Ontario by land or by water, while Ontario residents traveling within Ontario are expected to be traveling shorter distances and spending less during their travel.

This does not create a favorable situation for destinations that are relatively undeveloped and seeking to develop and grow. It is likely that the level of tourism activity on the Brighton waterfront will be less in 2009 (and possibly 2010) than in 2008, potentially leading to a reduction in available tourism infrastructure.

However, the medium to long term outlook for southern Ontario's tourism economy, including boating, is positive given the substantial population base in the region and the proximity to one of North America's premier freshwater boating environments (the Great Lakes).

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1. pg. 81, Ontario Parks: Parks Guide 2008

2. Telephone interview with Mike Jamieson, acting Operations Manager, Parks Canada Trent-Severn Waterway, December 3, 2008.

LEGEND:

- 1

VEHICLE/TRAILER PARKING AREA
- 2

VEHICLE/TRAILER LAYBY STAGING AREA
- 3

ENHANCED LANDSCAPE BUFFER PLANTING
- 4

CONNECTION TO PRESQU'ILE PARK TRAIL
- 5

DIRECTIONAL SIGNAGE LOCATION
- 6

EXISTING VEGETATION (TYPICAL)
- 7

EXISTING NATURALIZED PLANTING ZONE (TYPICAL)
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PRICE STREET EAST BOAT LAUNCH LANDSCAPE MASTER PLAN ENLARGEMENT 'C'

HARBOUR STREET/ONTARIO STREET/PRESQU'ILE PARKWAY BOAT LAUNCH LANDSCAPE MASTER PLAN ENLARGEMENT 'B'

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TIMBER DOCK ACCESS
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HARBOUR STREET PARKETTE LANDSCAPE MASTER PLAN ENLARGEMENT 'D'



REVISIONS:

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the Tourism Company

MERIDIAN

LANDSCAPE ARCHITECTS

LANDSCAPE ARCHITECTS

LANDSCAPE DESIGN, PLANNING & PROPERTY MANAGEMENT

**DANIEL J. O'BRIEN**  
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MISSISSAUGA, ONTARIO  
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PROJECT:

BRIGHTON WATERFRONT  
(AT GOSPORT)

DRAWING:

LANDSCAPE MASTER PLAN  
ENLARGEMENTS

DATE: JULY 2008

DESIGNED: GJM

DRAWN: HPS

CHECKED: BHL

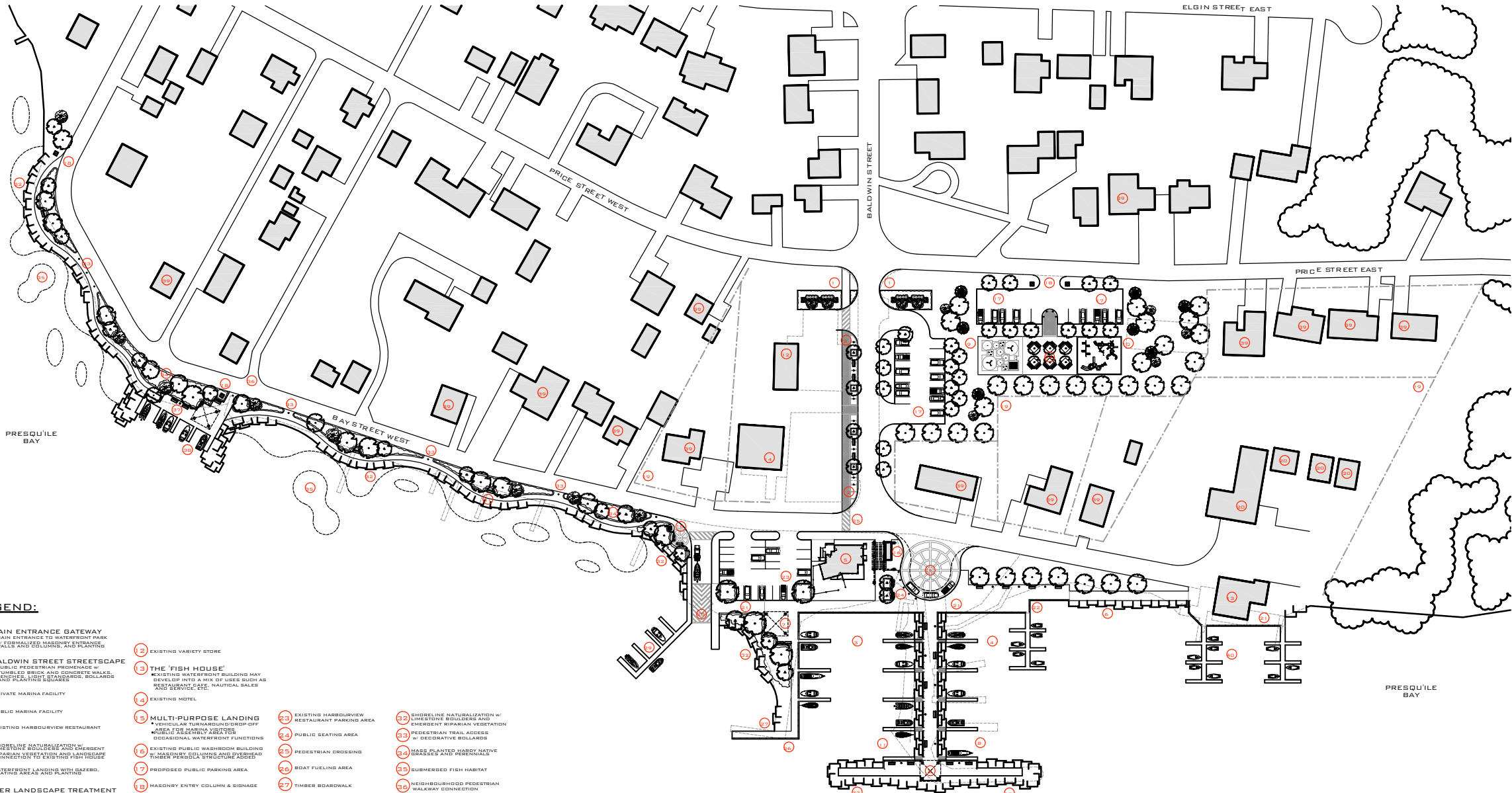
SCALE: 1:300

PROJECT NO: 2008-27

DRAWING NO: L2 OF 2







**LEGEND:**

- 1 MAIN ENTRANCE GATEWAY  
MAIN ENTRANCE TO WATERFRONT PARK  
W/ FORMALIZED MASONRY ENTRANCE  
WALLS AND COLUMNS, AND PLANTING
- 2 BALDWIN STREET STREETScape  
PUBLIC PEDESTRIAN PROMENADE W/  
TIMBER BRICK AND CONCRETE WALKS,  
RENDERED LIGHT CONCERES, BOLLARDS  
AND PLANTING SQUARES
- 3 PRIVATE MARINA FACILITY
- 4 PUBLIC MARINA FACILITY
- 5 EXISTING HARBOURVIEW RESTAURANT
- 6 SHORELINE NATURALIZATION  
LIMESTONE BOLLARDS AND EMERGENT  
RIPARIAN VEGETATION AND LANDSCAPE  
CONNECTION TO EXISTING FISH HOUSE
- 7 WATERFRONT LANDING WITH GAZERBO,  
SEATING AREAS AND PLANTING
- 8 PIER LANDSCAPE TREATMENT  
CENTRAL TIMBER BOARDWALK, LIGHTS,  
BENCHES, METAL RAILING, GAZERBO  
AND PLANTING
- 9 CHILDREN'S CREATIVE WATER PLAY AREA
- 10 CHILDREN'S CREATIVE PLAY AREA
- 11 DIER EXPANSION AND FORMALIZATION  
OF DOCKS
- 12 EXISTING VARIETY STORE
- 13 THE 'FISH HOUSE'  
EXISTING WATERFRONT BUILDING MAY  
DEVELOP INTO A MIX OF USES SUCH AS  
RESTAURANT CAFE, NAUTICAL SALES  
AND SERVICE, ETC.
- 14 EXISTING MOTEL
- 15 MULTI-PURPOSE LANDING  
VEHICULAR TURNAROUND/DROP-OFF  
AREA FOR MARINERS  
PUBLIC ASSEMBLY THEATER  
OCCASIONAL WATERFRONT FUNCTIONS
- 16 EXISTING PUBLIC WASHROOM BUILDING  
W/ MASONRY COLUMNS AND OVERHEAD  
TIMBER PERGOLA STRUCTURE ADDED
- 17 PROPOSED PUBLIC PARKING AREA
- 18 MASONRY ENTRY COLUMN & SIGNAGE
- 19 APPROXIMATE LOT LINE LOCATION
- 20 EXISTING BUILDING
- 21 MAIN PEDESTRIAN WATERFRONT  
PROMENADE
- 22 PROPOSED VERTICAL FENCE OF BUILT WALL  
CONSTRUCTION BUILT DOWNWARD OF  
EXISTING SHORELINE
- 23 EXISTING HARBOURVIEW  
RESTAURANT PARKING AREA
- 24 PUBLIC SEATING AREA
- 25 PEDESTRIAN CROSSING
- 26 BOAT FUELING AREA
- 27 TIMBER BOARDWALK
- 28 BOAT LAUNCH FOR  
MARINA SERVICES
- 29 ADDITIONAL TRANSIENT  
DOCKAGE (EIGHT SLIPS)
- 30 MEANDERING PEDESTRIAN  
WATERFRONT TRAIL (11.5M WIDE)
- 31 SEATING NODE W/ BENCH

- 32 SHORELINE NATURALIZATION W/  
LIMESTONE BOLLARDS AND  
EMERGENT RIPARIAN VEGETATION
- 33 PEDESTRIAN TRAIL ACCESS  
W/ DECORATIVE BOLLARDS
- 34 MASS PLANTED HARDY NATIVE  
GRASSES AND PERENNIALS
- 35 SUBMERGED FISH HABITAT
- 36 NEIGHBOURHOOD PEDESTRIAN  
WALKWAY CONNECTION
- 37 TIMBER DECK OVERLOOK W/  
FURNITURE, BENCHES AND  
LIGHT STANDARDS
- 38 PROPOSED NEIGHBOURHOOD  
LANDING WITH DOCKAGE (3)
- 39 EXISTING RESIDENCE (TYPICAL)
- 40 POSSIBLE KAYAK/CANOE  
DOCKAGE & RENTALS

| REVISIONS |      |    |          |
|-----------|------|----|----------|
| NO.       | DATE | BY | REVISION |
|           |      |    |          |
|           |      |    |          |
|           |      |    |          |
|           |      |    |          |
|           |      |    |          |



|                                           |           |              |  |
|-------------------------------------------|-----------|--------------|--|
| PROJECT:                                  |           |              |  |
| BRIGHTON WATERFRONT<br>(AT GOSPORT)       |           |              |  |
| DRAWING:                                  |           |              |  |
| OVERALL MASTER PLAN<br>(PHASE ONE/AREA A) |           |              |  |
| DATE:                                     | JULY 2008 | PROJECT NO.: |  |
| DESIGNED BY:                              | GBM       | 2008-27      |  |
| DRAWN BY:                                 | RPS       |              |  |
| CHECKED BY:                               | GBM       | DRAWING NO.: |  |
| SCALE:                                    | 1:400     | L1 OF 1      |  |

## BRIGHTON WATERFRONT

Daniel J. O'Brien & Associates Limited Landscape Architects

**Landscape Cost Estimate (Preliminary)**

**May-09**

**Note:** The following landscape cost estimate is based on the following:

**Drawing:** Landscape Concept Plan

**Project #:** 2008-27

**Drawing #:** L1-L2

**Date:** Feb 2009

**Plot Date:** 13/02/09

| <u>No.</u>                                                   | <u>Item</u>                                                                         | <u>Estimated<br/>Units</u> | <u>Unit Cost (\$)</u> | <u>TOTAL</u>         |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------|-----------------------|----------------------|
| <b><u>(A) Harbour Street/Ontario Street Boat Launch:</u></b> |                                                                                     |                            |                       |                      |
| 1.1                                                          | Site Preparation (Demolitions/Rough Grading)                                        |                            | Allowance             | \$ 15,000.00         |
| 1.2                                                          | Washroom Building (with associated sanitary, water & hydro services)                |                            | Lump Sum              | \$ 150,000.00        |
| 1.3                                                          | Vehicular Asphalt Paving:                                                           |                            |                       |                      |
| 1.3.a                                                        | (a) roadway and turning circle                                                      | 1536.2 m2                  | 50.00 m2              | \$ 76,810.00         |
| 1.3.b                                                        | (b) parking and launching area                                                      | 1037.4 m2                  | 45.00 m2              | \$ 46,683.00         |
| 1.4                                                          | Pedestrian Asphalt Paving                                                           | 746.4 m2                   | 35.00 m2              | \$ 26,124.00         |
| 1.5                                                          | Entry Masonry Columns, Walls, & Sign                                                |                            | Lump Sum              | \$ 25,000.00         |
| 1.6                                                          | Timber Landing with Overhead Shade Pergola Structure and Temporary Seasonal Dockage |                            | Lump Sum              | \$ 30,000.00         |
| 1.7                                                          | Picnic Tables with Concrete Pads                                                    | 4.0 ea                     | 1500.00 ea            | \$ 6,000.00          |
| 1.8                                                          | Security Lighting (one light std/luminaire)                                         |                            | Allowance             | \$ 3,500.00          |
| 1.9                                                          | Planting (60 +/- trees)                                                             |                            | Lump Sum              | \$ 30,000.00         |
| 1.10                                                         | Sodding (incl. topsoil & fine grading)                                              | 1906.0 m2                  | 7.00 m2               | \$ 13,342.00         |
| 1.11                                                         | Naturalization Area, Native Grasses, and Wildflowers                                |                            | Lump Sum              | \$ 7,500.00          |
| <b>(A) Subtotal:</b>                                         |                                                                                     |                            |                       | <b>\$ 429,959.00</b> |
| <b><u>(B) Price Street East Boat Launch:</u></b>             |                                                                                     |                            |                       |                      |
| 2.1                                                          | Site Preparation (Demolitions/Rough Grading)                                        |                            | Allowance             | \$ 5,000.00          |
| 2.2                                                          | Vehicular Asphalt Paving:                                                           |                            |                       |                      |
| 2.2.a                                                        | (a) roadway, parking and launching                                                  | 687.6 m2                   | 50.00 m2              | \$ 34,380.00         |
| 2.3                                                          | Pedestrian Asphalt Paving                                                           | 74.3 m2                    | 35.00 m2              | \$ 2,600.50          |
| 2.4                                                          | Entry Masonry Columns                                                               | 2.0 ea                     | 3000.00 ea            | \$ 6,000.00          |
| 2.5                                                          | Timber Landing with Overhead Shade Pergola Structure                                |                            | Lump Sum              | \$ 30,000.00         |
| 2.6                                                          | Picnic Tables with Concrete Pads                                                    | 5.0 ea                     | 1500.00 ea            | \$ 7,500.00          |
| 2.7                                                          | Security Lighting (one light std/luminaire)                                         |                            | Allowance             | \$ 3,500.00          |
| 2.8                                                          | Planting (30 +/- trees)                                                             |                            | Lump Sum              | \$ 15,000.00         |
| 2.9                                                          | Sodding (incl. topsoil & fine grading)                                              | 887.7 m2                   | 7.00 m2               | \$ 6,213.90          |
| 2.10                                                         | Naturalization Area, Native Grasses, and Wildflowers                                |                            | Lump Sum              | \$ 5,000.00          |
| <b>(B) Subtotal:</b>                                         |                                                                                     |                            |                       | <b>\$ 115,194.40</b> |

**(C) Harbour Street Parkette:**

|                      |                                                                                 |          |           |           |                  |
|----------------------|---------------------------------------------------------------------------------|----------|-----------|-----------|------------------|
| 3.1                  | Site Preparation (Demolitions/Rough Grading)                                    |          | Allowance | \$        | 5,000.00         |
| 3.2                  | Tumbled Brick Walkway                                                           | 36.0 m2  | 200.00 m2 | \$        | 7,200.00         |
| 3.3                  | Entry Masonry Columns, Walls,<br>Signage and Metal Fencing                      |          | Lump Sum  | \$        | 20,000.00        |
| 3.4                  | Timber Deck Landing with Gazebo                                                 |          | Lump Sum  | \$        | 25,000.00        |
| 3.5                  | Temporary Dock & Shoreline Landing                                              |          | Lump Sum  | \$        | 12,000.00        |
| 3.6                  | Security Lighting (one light std/luminaire)                                     |          | Allowance | \$        | 3,500.00         |
| 3.7                  | Planting (incl. trees, shrubs, perennials,<br>groundcovers, planting mix/mulch) |          | Lump Sum  | \$        | 15,000.00        |
| 3.8                  | Sodding (incl. topsoil & fine grading)                                          | 878.2 m2 | 7.00 m2   | \$        | 6,147.40         |
| 3.9                  | Naturalization Area (enhanced<br>Shoreline with native shrubs)                  |          | Lump Sum  | \$        | 3,000.00         |
| <b>(C) Subtotal:</b> |                                                                                 |          |           | <b>\$</b> | <b>96,847.40</b> |

## BRIGHTON WATERFRONT

Daniel J. O'Brien & Associates Limited Landscape Architects

**Landscape Cost Estimate (Preliminary)**

**Sep-09**

### Note:

The Gosport area section of development represents the largest area for capital investment. The master plan proposes redevelopment that may take many years if all aspects are implemented. Substantial areas of change involve the private sector and depending on how this sector reacts to the opportunities recommended will affect the timing and amount of financial commitments from the public sector. Due to this issue the capital budgeting for the Gosport Master Plan is order of magnitude estimation and would require refinement of each work section as the scope of work and cost sharing arrangements are determined.

**Note:** The following landscape cost estimate is based on the following:

**Drawing:** Landscape Concept Plan

**Project #:** 2008-27

**Drawing #:** L1-L2

**Date:** July 2009

**Plot Date:** 14/07/09

| <u>No.</u>                                                    | <u>Item</u>                         | <u>Estimated<br/>Units</u> | <u>Unit Cost (\$)</u> | <u>TOTAL</u>           |
|---------------------------------------------------------------|-------------------------------------|----------------------------|-----------------------|------------------------|
| <b><u>Gosport Area Master Plan</u></b>                        |                                     |                            |                       |                        |
| 4.1                                                           | Groin Adjustment and Expansion      |                            | \$                    | 500,000.00             |
| 4.2                                                           | Pedestrian Promenade                |                            | \$                    | 396,000.00             |
| 4.3                                                           | Dockage (75 slips)                  |                            | \$                    | 375,000.00             |
| 4.4                                                           | Bay Street West Shoreline           |                            | \$                    | 475,000.00             |
| 4.5                                                           | Children's Spray Pad                |                            | \$                    | 150,000.00             |
| 4.6                                                           | Children's Creative Play Area       |                            | \$                    | 100,000.00             |
| 4.7                                                           | Common Patio Area                   |                            | \$                    | 50,000.00              |
| 4.8                                                           | Park Pavilion                       |                            | \$                    | 350,000.00             |
| 4.9                                                           | Multi-Purpose Lawn                  |                            | \$                    | 75,000.00              |
| 4.10                                                          | Parking Area (60 cars)              |                            | \$                    | 150,000.00             |
| 4.11                                                          | Masonry Entry Feature               |                            | \$                    | 30,000.00              |
| 4.12                                                          | Baldwin Streetscape                 |                            | \$                    | 75,000.00              |
| 4.13                                                          | Light Standards (30)                |                            | \$                    | 135,000.00             |
| 4.14                                                          | Circular Drop-off Landing At Marina |                            | \$                    | 150,000.00             |
| <b>(A) Subtotal (plus engineering, contingencies, taxes):</b> |                                     |                            |                       | <b>\$ 3,011,000.00</b> |

### **Gosport Area Master Plan "Phase One - Getting Started"**

|                                                               |                                     |  |    |                        |
|---------------------------------------------------------------|-------------------------------------|--|----|------------------------|
| 5.1                                                           | Groin Adjustment and Expansion      |  | \$ | 300,000.00             |
| 5.2                                                           | Pedestrian Promenade                |  | \$ | 350,000.00             |
| 5.3                                                           | Dockage (36 slips)                  |  | \$ | 180,000.00             |
| 4.4                                                           | Bay Street West Shoreline           |  | \$ | 475,000.00             |
| 5.5                                                           | Children's Spray Pad                |  | \$ | 150,000.00             |
| 5.6                                                           | Children's Creative Play Area       |  | \$ | 100,000.00             |
| 5.7                                                           | Parking Area (36 cars)              |  | \$ | 90,000.00              |
| 5.8                                                           | Baldwin Streetscape                 |  | \$ | 50,000.00              |
| 5.9                                                           | Circular Drop-off Landing At Marina |  | \$ | 150,000.00             |
| <b>(B) Subtotal (plus engineering, contingencies, taxes):</b> |                                     |  |    | <b>\$ 1,845,000.00</b> |