

Jackson's Point

Redevelopment Plan



What We Heard Report

June 2017



GEORGINA

The Planning Partnership

N Barry Lyons Consultants
TOURISTICS
SCS Consulting Group Limited
Golder Associates
Baird
Poulos + Chung
Plan B Natural Heritage
Ontario Water Centre

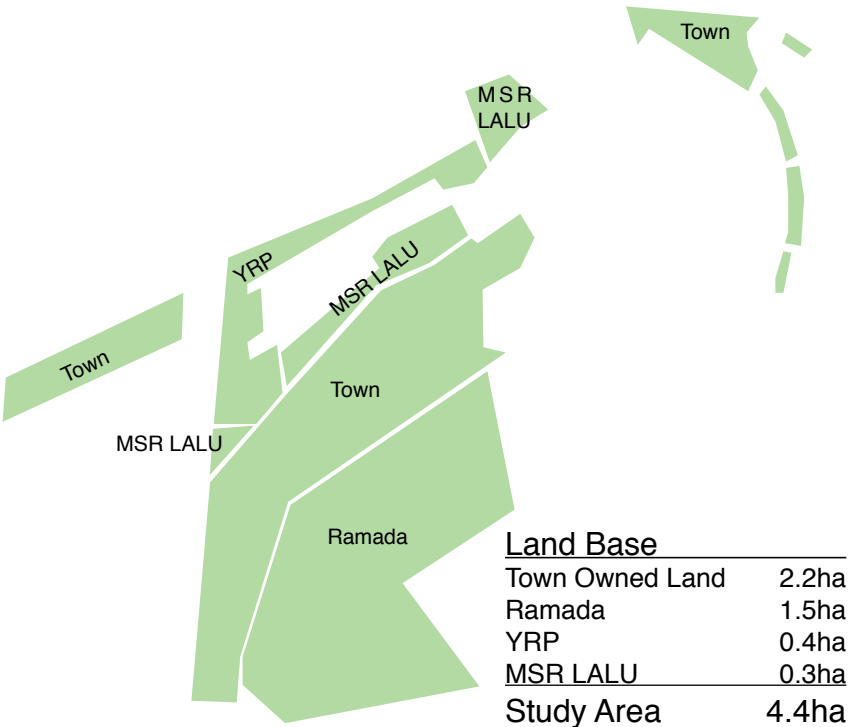


“ It would be great if we could increase publicly available waterfront access ”



Introduction

Over the course of June 8th and June 10th, 2017, The Planning Partnership and the Town of Georgina held the first Public Workshop Event for the Jackson’s Point Harbourfront Redevelopment Plan. The purpose of this event was to report out on the background research conducted to date, gain input from community members on what is important with respect to a redevelopment plan, and begin the preparation of design concepts in cooperation with the community. In the days leading up to the first Public Workshop Event, The Planning Partnership also conducted dozens of one-on-one interviews with interested individuals and stakeholders, which provided background information on the use of the park and its opportunities.



45+ one-on-one interviews

One-on-one interviews took place with members of The Planning Partnership on May 29th, May 30th and June 8th, either at the Jackson's Point Ramada or in Toronto. Several one-on-one interviews were also conducted by telephone in the period leading up to June 8th, 2017.

Key messages from one-on-one interviews

The importance of boating



- Need additional slips, including deeper slips for sailboats and dedicated slips for transient boaters, explore floating docks
- Catering to boaters requires access to gas, pump out, water, power, and boat ramp
- Provide for a small-scale concession
- Marina generates income for the Town, and boaters spend money at local businesses
- Town should ensure marina can accommodate sail boats by keeping a depth of 4-5 feet clear of weeds for the entire season
- Jackson's Point is one of few destinations along the south shore
- Nothing to do in Jackson's Point, boaters go to Barrie and Orillia
- Extend pier into Ramada property
- Stronger role and responsibility for Sail Georgina

Commemorate the site history



- Town should explore acquiring heritage marina building, create a local history museum
- Plaques, boards, murals etc. to pass on stories of the site
- Educate / preserve underwater marine railway
- Area had an important historic role as entertainment hub
- Important railway link between Lorne Park and Bonnie park

Develop a destination



- Focus on attracting visitors to the area (by both land and boat)
- Support and complement local businesses
- Create a mixed use hub in cooperation with MSR and Ramada
- High end development with public waterfront and boating access
- Direct visitors along Lorne Street to link up waterfront and local businesses through corridor improvements, gateway features
- More services and amenities for visitors and residents: restaurants, patio, rental watercrafts, skating rink in harbour
- Heights should be appropriate for area, focus on boutique-scale
- Connectivity (by road and boat) with other nearby destinations
- Create jobs
- Housing options for seniors and young families
- Area needs a large-scale event venue

Keep the park, a park



- Critical waterfront access and green space for community
- Beach is important to residents without waterfront property
- Must maintain grassy picnic area, playground, and pavilion
- Only minor changes are necessary
- Provide vehicle access for ice fishing
- Maintain all greenspace - habitat restoration/ green corridor opportunities

- Town needs to undertake more background studies to ensure no negative impacts would result from site alteration

Reimagine the parkland



- The park and Malone Wharf both need upgrading
- Town must demonstrate “pride of ownership” for public spaces
- Upgraded washroom facilities are needed in both spaces
- Link breakwall with a walkway (may have to be seasonal)
- Increase the quality and amenities of the parks
- Explore increasing public waterfront access through agreements with Ramada and/or MSR
- Support low impact users with interpretive material and birding structures

Work within the community context



- Prioritize the needs of the community for a green space and waterfront access – tourism shouldn’t be sole focus
- Maintain cottage feel and character
- Respect and maintain existing and historic uses of the land
- Ensure new development doesn’t impact public access or use
- Incorporate active living amenities and recognize needs of growing cycling community
- Any new development should be low rise and small scale

- Focus on public space rather than introducing commercial, send users up to the existing businesses
- Maximize visits by transient boaters to support local economy

Interest in developing new housing



- MSR Holdings are interested in developing new housing with some commercial and retail uses on the ground floor
- Ramada has expressed interest in replacing the north wing of hotel rooms with residential uses in the near term
- Other property owners in the immediate area have identified an interest in infill residential development

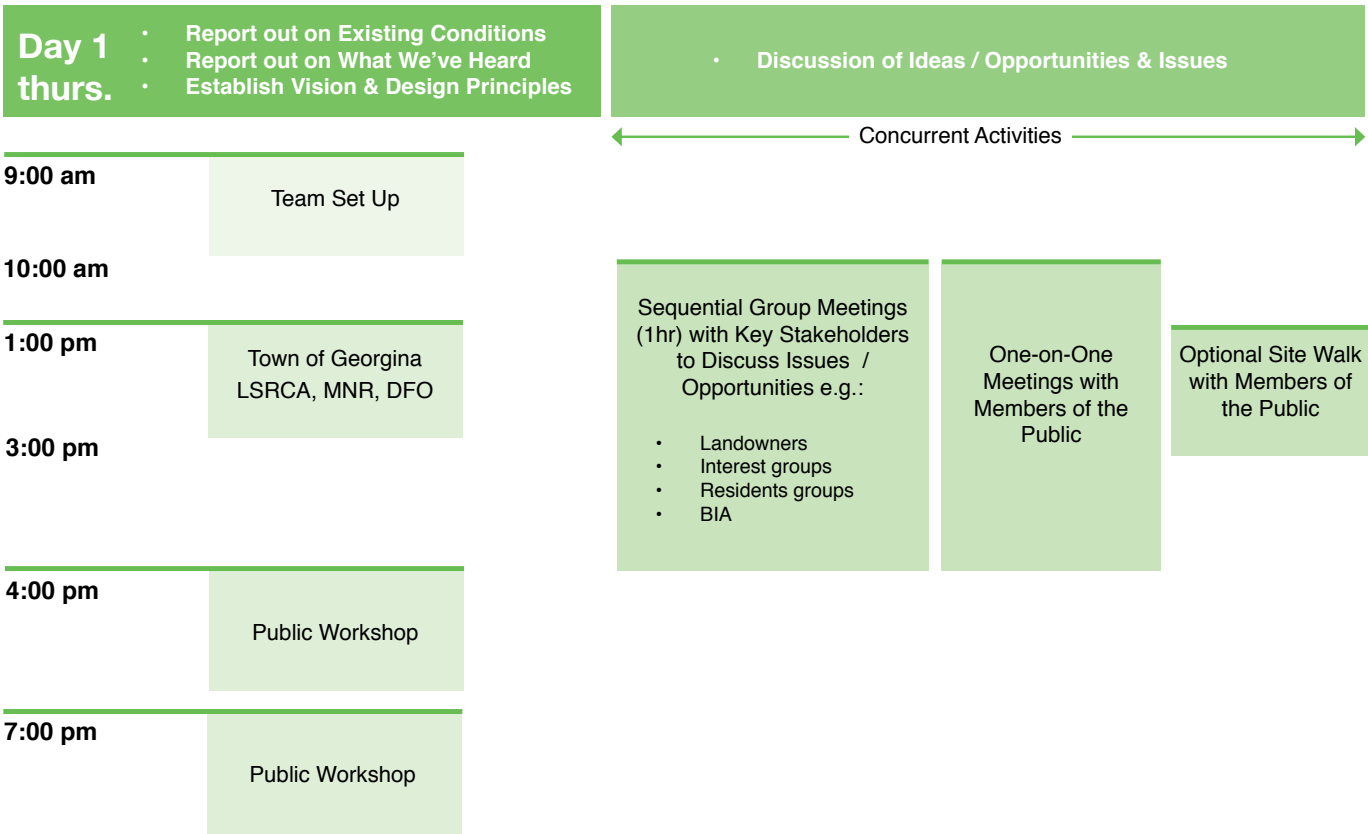
“ *It needs to be a park
but we really need
to do something to
bring people* ”



Jackson's Point Harbourfront

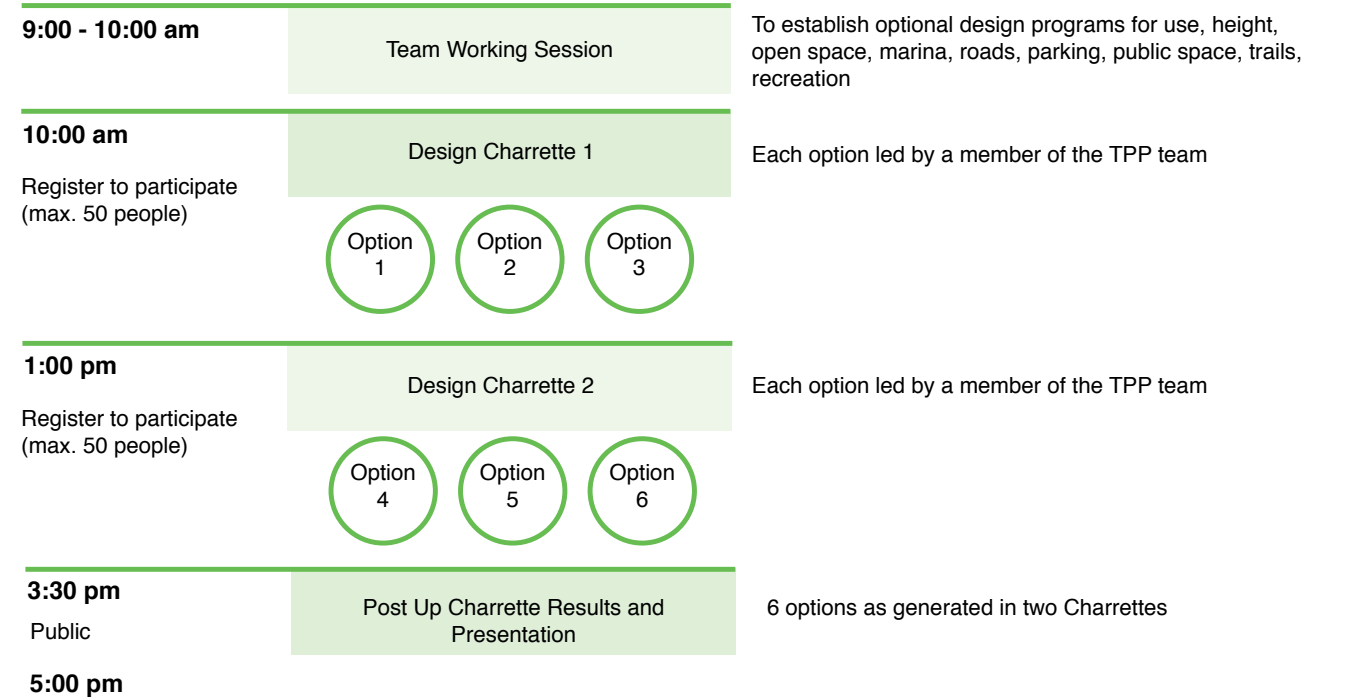
Redevelopment Plan

Agenda



Day 2 - saturday

Design



Day 1: June 8th, 2017

During the late morning and afternoon of Day 1, The Planning Partnership conducted additional one-on-one interviews (results included above), met with a group of Jackson's Point residents, led a walkshop and met with representatives of the Town and relevant agencies. Following these concurrent activities, two Public Workshops were held at 4:00pm and 7:00pm.

Throughout the day, The Planning Partnership team was based in the Jackson's Point Ramada, allowing community members to easily find and speak with members of the team and take part in various activities.

Meeting with Jackson's Point residents

The small group setting for this meeting created a lively discussion around what should be considered in the redevelopment plan for Jackson's Point Harbourfront.

This discussion included the following key points:

- providing the appropriate facilities for marina function
- maintain existing small-scale and heritage character, limit change
- attract change, support local businesses, create destinations
- don't touch park, low residential condo on Ramada property would be fine
- retain heritage features: rail lines, shelters, area history
- aim to maintain continuous parkland flow
- improve park maintenance, programming
- don't remove greenspace
- mini marina with services, amenities and additional slips
- the importance of disclosure and transparency in the process

Walkshop

The Walkshop activity allowed interested community members to walk around the project site with a member of The Planning Partnership

team to discuss the strengths of the site, opportunities for improvement and how new development could complement the public open space. The informal and organic format of this activity allowed participants to speak with the consultant representative, as well as have discussions with each other, thereby facilitating information sharing among those who may have differing views. Participants were also asked specific questions as they made their way through the site to generate discussion and to encourage thinking about different aspects of the project.

Key feedback received through the Walkshop includes:

- no problems with the playground equipment, but poor location next to pumping station
- tree health an issue
- minor modifications/upgrades to the washroom building, including concessions, reference to area heritage, water tap and patio space
- one-room museum or "heritage trail"
- would rather have a wider park with more waterfront, than current deep park
- flexible furniture to move around and more shelters
- bbq pits vs. restaurant use
- extend waterfront in cooperation with Ramada



- need more slips
- mixed use vs. only residential
- the orientation of future Ramada development needs careful consideration - limit to two storeys
- increase/improve interface with Ramada
- more programming/events in the park - increase level of activity
- beach maintenance
- need to make for efficient use of marina area - work with Sail Georgina to ensure no waste space
- miniature marina with concession, services etc.
- link breakwall with bridges
- sailboats vs. motor boats
- consider sloping land, lighting and other potential impacts if proposing parking in right-of-way
- maintain as much vegetation as possible in right-of-way
- improved facilities at Malone Wharf, including washrooms, pay and display machine, signage, waste receptacles and seating
- consider additional slips and launch ramp at Malone Wharf
- Town should buy remaining MSR-owned land



Evening public workshops

Two evening Public Workshops were held at 4:00pm and 7:00pm. Community members attended whichever session they chose. The identical sessions began with a presentation by the consultant team, outlining the project process and schedule, introducing the project team and establishing the project context. The presentation

also outlined the findings from the consultation activities to date and the technical research that had been undertaken. Attendees were asked to participate in small table group discussions to articulate their vision and guiding principles for redevelopment.

Think about redevelopment opportunities.

What is important to you when you think about: new housing, green space, boating, the waterfront and other uses

new housing

- architectural design: quaint, cottage, warm
- swap Lorne Park for more waterfront land - could put townhouses here
- townhouses or low rise condo on Ramada facing park
- 2-storey development appropriate
- residential uses not compatible with public space

green space

- maintain green space
- nice places to sit for those who don't want to swim
- splash pad (especially if beach is eliminated)
- adult exercise equipment and recreation space (i.e. Tai Chi, Yoga)
- bicycle facilities
- maintenance
- animate the public space (activities, outdoor theatre, food)
- useful green space
- patio
- maintain playground use

boating

- more/maintain services for boaters (launch, gas, pump out, supplies, W/R, showers)
- more transient slips, larger slips
- boat tour/theatre
- slips off of Malone Wharf
- need to become a boating destination
- need parking
- can be the water gateway to Jackson's Point
- reconsider arrangement with Sail Georgina

the waterfront

- prioritize beach over boats, or both
- maintain both public beach and boat slips
- clean up beach, better water quality
- fishing walkway along breakwall
- boardwalk along waterfront
- explore having a beach north of the breakwall
- Sugar Beach inspiration
- public pier
- support fishing
- Town should acquire more waterfront land

other uses

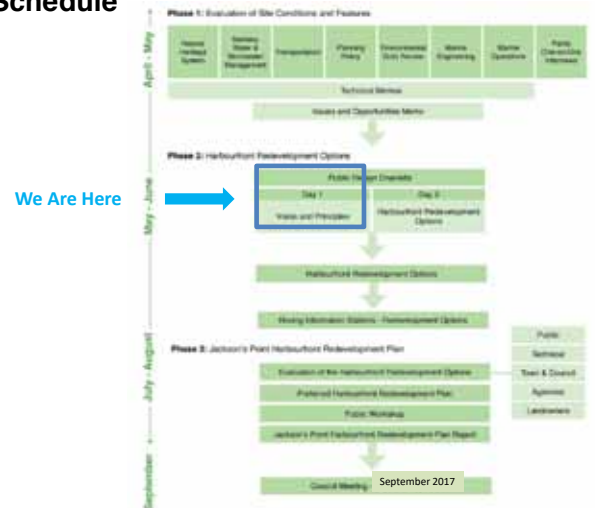
- protection of marine railway
- how to connect to other Jackson's Point destinations, including wayfinding
- links to hotel - waterfront food options and other services
- parking in old right-of-way
- unique and local retail businesses
- mixed-use, retail draw - reason to visit
- Town should purchase MSR-owned land
- swap Lorne Park for mixed-use or commercial development

Day 1 Presentation

Jackson's Point Harbourfront Redevelopment Plan
June 8, 2017



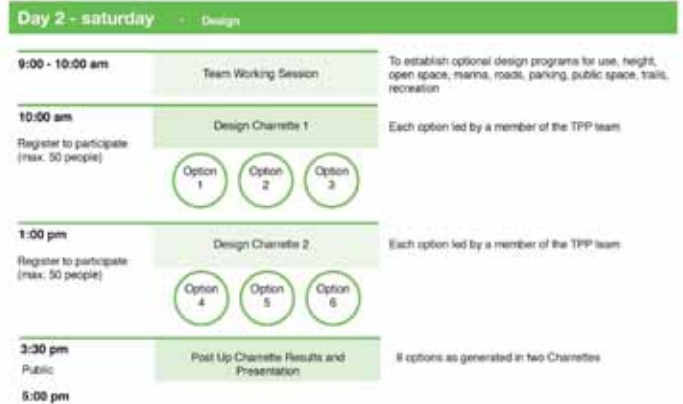
Project Schedule



Workshop Agenda: vision and principles

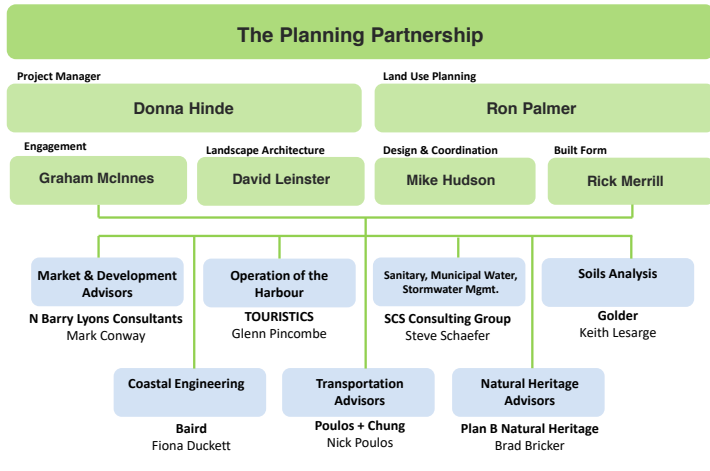


Design Day

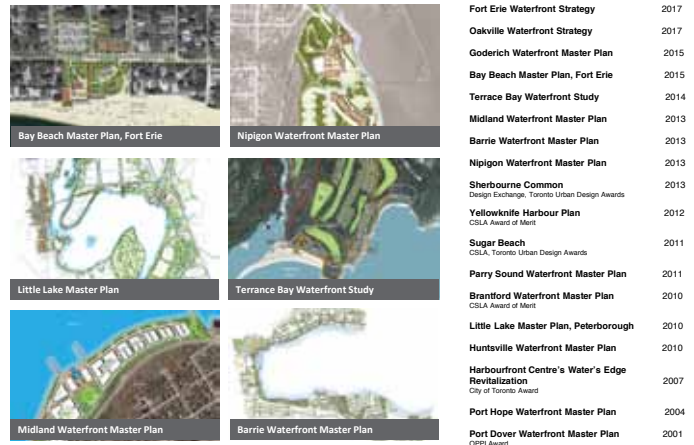


We are asking you to come and have a conversation with our three designers while they generate three options for the site on Saturday.

The Team



Experience in Waterfront Planning & Design



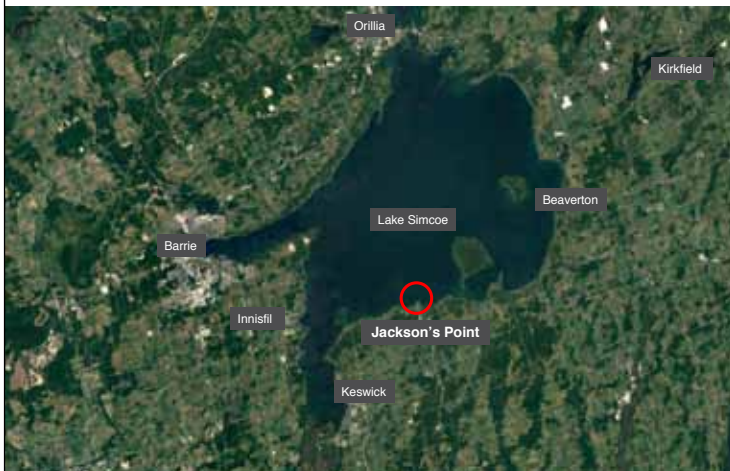
“The best way to predict the future is to invent it”

Steve Jobs

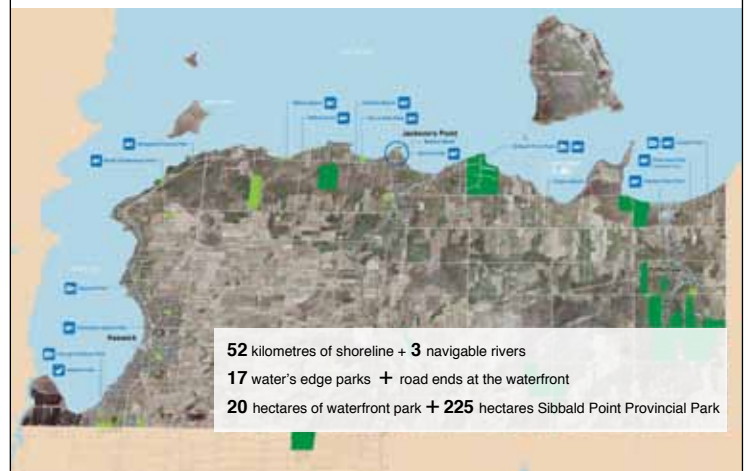
Is the Town of Georgina selling or swapping Bonnie Park?

- Bonnie Park is part of the discussion to learn if there is a way to **improve or enhance the design of the park and public access.**
- Ultimately, any decision on the reconfiguration of park lands would be considered **only if it is for the betterment or improvement of what exists today.**
- The **enhancement of public access and amenities at the Jackson's Point Harbour is one of the key principles in this process.**
- At this point in time, the Town has not sold or swapped the park.** Any decision would be for Council deliberation and decision.

Lake Simcoe Context



Town of Georgina Context



Jackson's Point Context



Jackson's Point Harbour Context



Jackson's Point Harbour Site

Total Site is 4.44 ha (11 ac)

Town owned land (2.2 ha):

Right of Way 0.21 ha (0.5 ac)

Bonnie Park 1.78 ha (3.1 ac)

Malone Wharf 0.23 ha (0.57 ac)



What We've Heard So Far...

40+ interviews **30** email comments **8000** social media

Save Bonnie Park. (also known as Jackson's Point park)

Save Bonnie Park, Ontario



Bonnie Park is not for sale or swap. Bonnie park in Jackson's Point is in trouble! Under the re-development plan being proposed by the Town Council a land swap for Bonnie park has been stated to be **on the table**. We have all enjoyed this park for

PETITION UPDATE

Ninety thousand dollars Later?

SW Jackson Point, Canada

JUN 4, 2017 — After attending the one-on-one meeting Planning Partnership (TPP) one really has to wonder point of this process is all about. Now that half of Bonnie Park property is destined to be a York Region Police Marine channel has been designated for their exclusive use, Remada is open for business (and we wish it success that there will be some positive steps in the works for Park and the concerned residents. The existing boat not yet been secured for public access and we are cc that it may be closed at any time. It is good to see the moving along quickly and hope that everyone gets in share their ideas about what is important to them.

PETITION UPDATE

Campaign to SAVE BONNIE PARK accepted by council

SW Jackson Point, Canada

MAY 25, 2017 — Last evening at council meeting, the campaign to support the SAVING OF BONNIE PARK was submitted to council. The comments were summarized and presented as our collective input to the planning process for the redevelopment plan of Jackson's Point. Council accepted the presentation! We are very glad that council has elected to listen to the voice of the residents/citizens. However this is just the beginning, we need to continue to be involved in all aspects of the "planning process". Please participate in the many opportunities provided. PS: The York Region Police Marine Unit has purchased a portion of Bonnie Boats for their new Marina. To be complete by November 2018.

What We've Heard So Far...

Conducted **40+** interviews received **30** email comments



The importance of boating

- Need **additional slips**, including **deeper slips for sailboats** and **dedicated slips for transient boaters**, explore **floating docks**
- Catering to boaters requires **access to gas, pump out, water, power, and boat ramp**
- Provide for a **small-scale concession**
- Marina generates income for the Town, and **boaters spend money at local businesses**
- Town should **ensure marina can accommodate sail boats** by keeping a depth of 4-5 feet clear of weeds for the entire season
- **Jackson's Point is one of few destinations along the south shore**
- Nothing to do in Jackson's Point, **boaters go to Barrie and Orillia**

What We've Heard So Far...



Commemorate the site history

- Town should explore **acquiring heritage marina building**, create a local history museum
- Plaques, boards, murals etc. to **pass on stories of the site**
- Educate / **preserve underwater marine railway**
- Area had an important historic role as **entertainment hub**
- Important **railway link** between Lorne Park and Bonnie park



What We've Heard So Far...

Develop a destination



- Focus on **attracting visitors to the area** (by both land and boat)
- Support and complement **local businesses**
- Create a **mixed use hub** in cooperation with MSR and Ramada
- High end **development with public waterfront and boating access**
- Direct visitors along Lorne Street to **link up waterfront and local businesses through corridor improvements**, gateway features
- More services and amenities for visitors and residents: **restaurants, rental watercrafts, skating rink in harbour**
- Heights should be appropriate for area, **focus on boutique-scale**
- **Connectivity** (by road and boat) with other nearby destinations
- **Create jobs**

What We've Heard So Far...



Interest in developing new housing

- MSR Holdings are interested in developing new housing with some commercial and retail uses on the ground floor
- Ramada has expressed interest in replacing the north wing of hotel rooms with residential uses in the near term
- Other property owners in the immediate area have identified an interest in infill residential development

What We've Heard So Far...



Keep the park, a park

- Critical **waterfront access and green space** for community
- **Beach is important to residents** without waterfront property
- Must maintain **grassy picnic area, playground, and pavilion**
- **Only minor changes are necessary**
- Provide **vehicle access for ice fishing**



What We've Heard So Far...

Reimagine the parkland



- **The park and Malone Wharf both need upgrading**
- Town must demonstrate "**pride of ownership**" for **public spaces**
- **Upgraded washroom facilities** are needed in both spaces
- Link **breakwall with a walkway** (may have to be seasonal)
- Increase the **quality and amenities** of the parks



What We've Heard So Far...

Work within the community context



- **Prioritize the needs of the community** for a green space and waterfront access – tourism shouldn't be sole focus
- **Maintain cottage feel and character**
- **Respect and maintain existing and historic uses** of the land
- **Ensure new development doesn't impact public access or use**
- Incorporate **active living amenities** and **recognize needs of growing cycling community**
- Any new development should be **low rise and small scale**
- **Focus on public space** rather than introducing commercial, send users up to the existing businesses
- **Maximize visits by transient boaters to support local economy**



What are some of the trade-offs?

Competing Demands + Limited space and limited funding



Boating

- Transient or Seasonal Boaters?
- Sailing Club or Open Slips?
- Sailboats or Motorboats?
- Marina or Beach?



Park

- Beach or Boats?
- Passive or Programmed?
- Malone Wharf: As-is or Expanded Use?



History

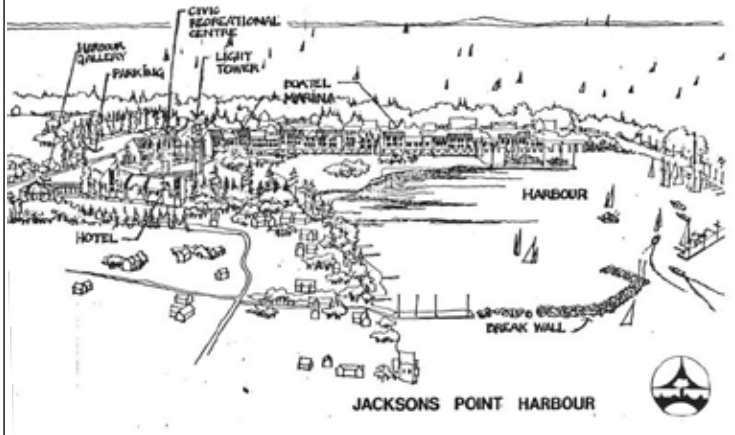
- Rehabilitate Bonnie Boat building for public use vs commemorate and build new



Destination

- Mixed Use: On-site or on Main Street?
- Residential Development or No Development?
- Neighbourhood Node or Town Wide Attraction?

CAUSE Study (1982)

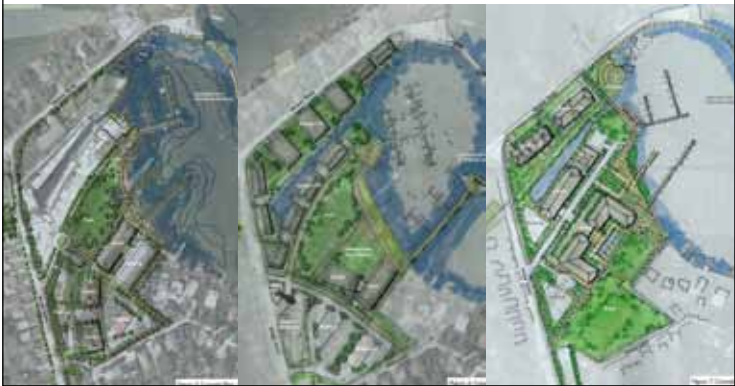


Design Charrette (2009)

1

2

3



Community Improvement Plan (2014)



Planning Policies

From Secondary plan Jackson's Point/Lake Drive Centre: Redevelopment Opportunity Area



- Community focal point

Permitted Uses (to be refined):

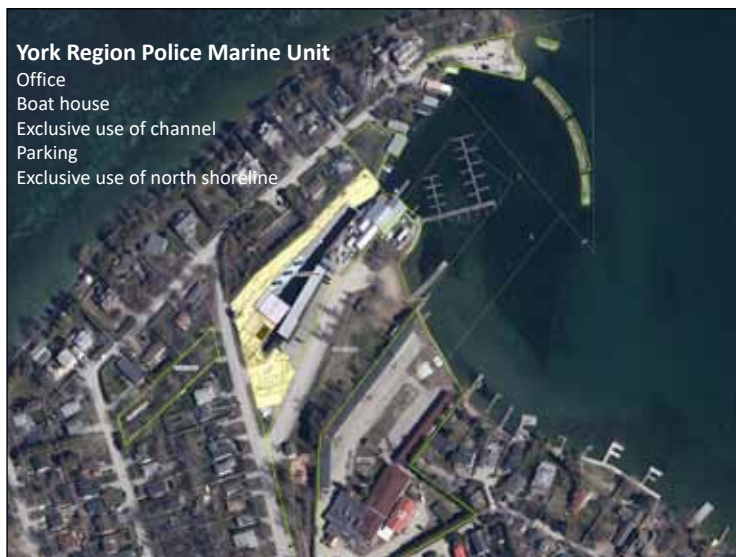


- Medium density residential (townhouses, low apartments)
- Small offices, restaurants, retail
- Hotels
- Institutional uses, parks, infrastructure

Policies:



- Sensitive integration of new development
- 2-4 storeys (14m height limit),
- Additional height may be considered in exchange for community benefits
- Buildings close to the street, parking at side or rear



There are several special permissions for use on the site:

1. Residents on Malone Road are entitled to secure 20 special occasion passes per event for **guest parking on the street allowance between Lorne and Jackson's Point Avenue.**
2. Permission to use **Bonnie Park** for the operation of winter ice huts.
3. Use of **Malone Wharf** to berth an **80ft boat and barge**. When the boat is not docked at the Wharf, it is open to the public for boating on weekends and holidays.
4. **Unimpeded access** from the adjacent residence's lower level green space to **Malone Wharf** through a **sliding fence**.



Natural Environment

Key Features

- **Lake Simcoe and shoreline** – mostly developed up to the water's edge
- **Bonnie Park** – beach, manicured park with planted trees
- **Bonnie Boulevard** – grassed laneway with hedgerows
- **Lake Simcoe supports a diverse fish community, including habitat for species at risk**



Natural Environment Key Considerations

- **Development setbacks** –from edge of shoreline or high water mark for Lake Simcoe to be determined through detailed studies and must confirm to policy document
- **Buffer width** may be reduced subject to meeting certain policy tests (i.e. Lake Simcoe Protection Plan, LSRCRA Regulations)
- **Environmental Impact Study (EIS) and Natural Heritage Evaluation (NHE)** will be required for future development applications
- **Future development** must demonstrate how Lake Simcoe and the shoreline setback area will be **protected, restored and enhanced for the long-term**
- **Future development must meet the water quality protection targets** of the Lake Simcoe Protection Plan

Marine Operations

- **High demand** for slips (28-30')
- **Considerations** for marina: converting shorter docks to 28-32' docks, provide water, power, gas, pump out; transient versus seasonal slips
- Enhancements to the marina will require **partnership**
- Suggest **upgrading washroom and shower facilities**
- Consider replacing the **launch ramp**
- Review the **current management model** (with Sail Georgina) to confirm operating efficiency



Boating Facilities on Lake Simcoe

20
locations
fuel is
available on
the lake
10 on
the south
shore

Marina	Fuel	Launch Ramp	Pump Out
VIRGINIA BEACH MARINA & RESTAURANT	Gas	yes	yes
PENINSULA RESORT		yes	
FLYING BRIDGE MARINA		yes	yes
EVERGLADES MARINA	Gas, Diesel	yes	yes
Lagoon City Marina	Gas, Diesel, Propane	yes	yes
Starport Marina	Gas, Diesel	yes	yes
Blue Beacon Marina	Gas	yes	yes
Bridge Port Marina	Gas, Diesel	yes	yes
Hammock Harbour RV Park		yes	yes
Ojibway Bay Marina	Gas	yes	yes
McGregor on the Water	Gas	yes	yes
Port of Orillia		yes	
City of Barrie Marina	Gas	yes	yes
Brentwood Marine	Gas	yes	yes
Friday's Harbour	Gas, Diesel	yes	yes
Lake Simcoe Marine		yes	
Monte Reno Marina	Gas	yes	yes
Lafroy Harbour Resorts	Gas, Diesel		yes
Kon Tiki Marine	Gas, Diesel		yes
Cooks Bay Marina		yes	yes
South Simcoe Marina	Gas	yes	yes
South Bay Harbour Marine		yes	
Holland River Marina	Gas	yes	yes
Albert's Marina	Gas, Diesel	yes	yes
KING DRAGON MARINA AND RESORT	Gas	yes	
KRATES MARINA LIMITED	Gas, Diesel, Propane	yes	yes
IRI AND GROVE 1 ANCHING & MARINE	Gas, Propane	yes	

Coastal Engineering

Key Coastal Features



Coastal Engineering

Issues

- The boat launch will **no longer be available** for public use.
- Some coastal structures will **require maintenance**
- The **beach is in the marina** – potential for safety and water quality issues

Constraints

- The potential marina size is a function of the breakwaters
- Permitting requirements are important to recognize
- The Regulation Limit is a consideration for future development

Coastal Engineering

Unknowns

- The **condition of the offshore breakwaters** (a detailed underwater inspection and survey is beyond the scope of this project)
- **Effectiveness of breakwaters** (discussion with operator and users will provide useful information)
- Possible issues related to **sedimentation**
- **Condition of other coastal structures** (docks, seawalls)

Opportunities

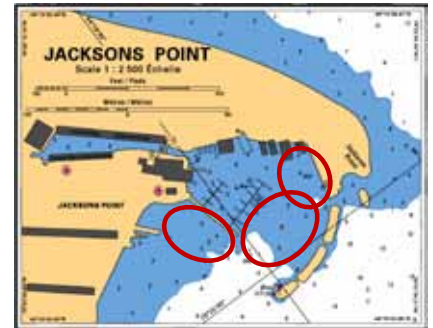
- Possible additional boat slips
- New public boat launch
- New edge treatments

Coastal Engineering

Marina: Expand Slips

Questions for marina expansion:

- Economic viability
- Condition of existing structures
 - Breakwaters
 - Docks
- Available depth, sedimentation, wave exposure
- Available space, use conflicts



Coastal Engineering

Regulatory Framework

- Lake Simcoe Protection Plan (2009)
- Provincial Policy Statement 2014
- Ontario Regulation 179/06 (LSRCA)
- Canadian Environmental Assessment Act
- Federal Fisheries Act
- Navigation Protection Act
- Public Lands Act
- Lakes and Rivers Improvement Act

Coastal Engineering

Regulation Limit

Ontario Regulation 179/06 applies to hazardous lands.

These lands could be unsafe for development due to flood, erosion, wetland, dynamic beach, unstable soil or rock.

Development and site alteration requires a permit.

Lake Simcoe Protection Plan.



Areas regulated by LSRCA under Ontario Regulation 179/06 are shown in yellow.

Servicing

- Limitations in sewer capacity
- Some existing infrastructure is old and will require upgrades
- Future development will only come on line in association with available servicing capacity

Transportation

- Approximately **50** parking spaces at **Bonnie Park**
- Some **bicycle parking** has been provided
- Summer and weekend parking is in **high demand**
- Road capacity is not anticipated to be a constraint



Transportation - Georgina Trails Map



Table Group Discussions



The Site is identified as a **Redevelopment Opportunity Area** in the Secondary Plan

The York Region Police Marine Unit will be built

Think about redevelopment opportunities

What is important to you when you think about:

New housing
Green space
Boating
The waterfront
Other uses

Day 2: June 10th, 2017

Day 2 of the Public Workshop Event consisted of the 'design' day, where community members and stakeholders were invited to sign up for one of two design charrettes, held at 10am and 1pm. During each charrette, three designers worked on concepts for the study area, each based on a design program specifying assumptions and priorities. During the 10am session, a fourth group was added at the request of participants to provide an opportunity to reimagine the study

area based on participants' preferred combination of the design programs. Community members were invited to participate in a Visual Preference Survey and speak with and provide input to the designers as they worked, having direct input into the concepts.

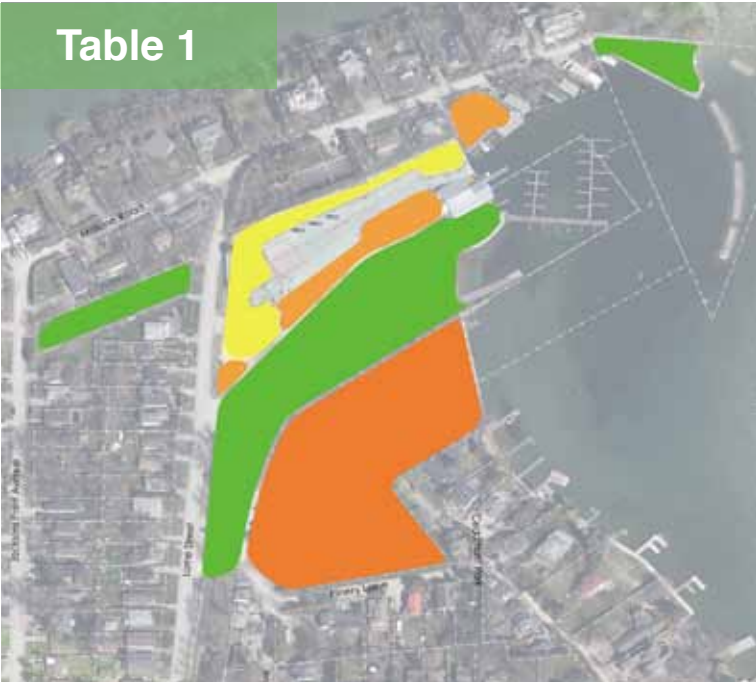
At the conclusion of both design charrettes, an overview of the work was provided.

Existing Conditions



Design Programs

Table 1



- No change in property boundaries
- No change in location or configuration of park
- Consider development at north east corner of Lorne Road and entrance to Bonnie Park in association with parking required for YRP
- Add a public boat launch

Table 2



- Relocate park to channel side, maintain same area
- Consolidate development on south side of park
- Expand the boat slips
- No boat launch

Table 3



- Relocate park to extend full width of lake front including access to Ramada waterfront, maintain same area
- Development consolidated in centre of site west of park
- Boat launch, expanded docks, gas pump

Table 4



- Free choice of variables from any of the three teams to create a fourth option
- *10am session only

Table 1



Basis for designs

Morning Session

Afternoon Session



Bonnie Park, Malone Wharf and the beach are maintained with minor upgrades and a new swimming dock is provided in cooperation with Ramada. The marina is reconfigured to allow a boat launch, new Sail Georgina facility and additional slips. New development can include inward-facing townhouses on the Ramada property and a hotel expansion, with no internal connections to Bonnie Park.



Bonnie Park is maintained with a new transient boat dock, a boardwalk along the channel and a restaurant developed on the MSR property. The Ramada property will accommodate new development and the boat launch will be relocated to Malone Wharf.

Table 2



Basis for designs

Morning Session

Afternoon Session



Bonnie Park is shifted north and the Bonnie Boats building is maintained for community use. Public boardwalks are provided along the channel and the Ramada property, and the Ramada will develop a 4-storey apartment building. Malone Wharf will get a boardwalk and permanent washroom facilities and infill townhouses will be built on Malone Road.



Bonnie Park is shifted north, a new wider beach is provided along the Ramada property and a restaurant/brew pub with boardwalk is established on the waterfront. New development includes a mixed use building on the Ramada property and townhouses along Lorne Street. Boating facilities will be provided off Malone Wharf and an expanded breakwall shelters additional slips.

Table 3



Basis for designs

Morning Session

Afternoon Session



Bonnie Park is shifted to the waterfront with boating uses to the north and beach uses to the south. The marina includes a new boat launch and public pier, and transient slips are provided off Malone Wharf. New development faces onto the park.

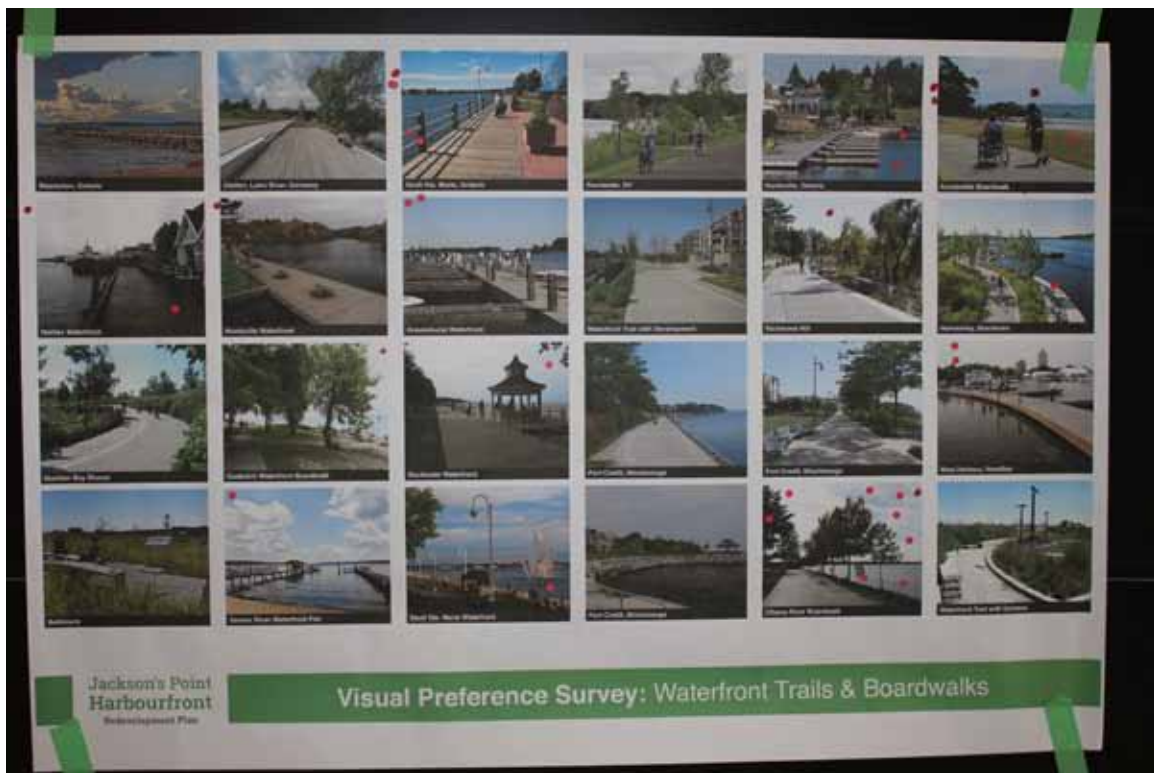


Bonnie Park is shifted to the waterfront with an expanded marina to the north and a naturalized waterfront to the south. The marina would include a new pier and the potential to maintain the Bonnie Boats building. Transient slips and a pier would be provided at Malone Wharf. New development would face onto the park. New townhouses face Malone Road.

Visual Preference Survey: Results

As the various design concepts were being developed, community members were also invited to participate in a Visual Preference Survey. The Visual Preference Survey consisted of a series of images representing key elements of the design concepts, where participants could indicate with stickers which images best represented their vision for the study area. The results of this survey, including the most frequently selected photos, are illustrated on the following pages.





Most Frequently Selected: Waterfront Trails and Boardwalks





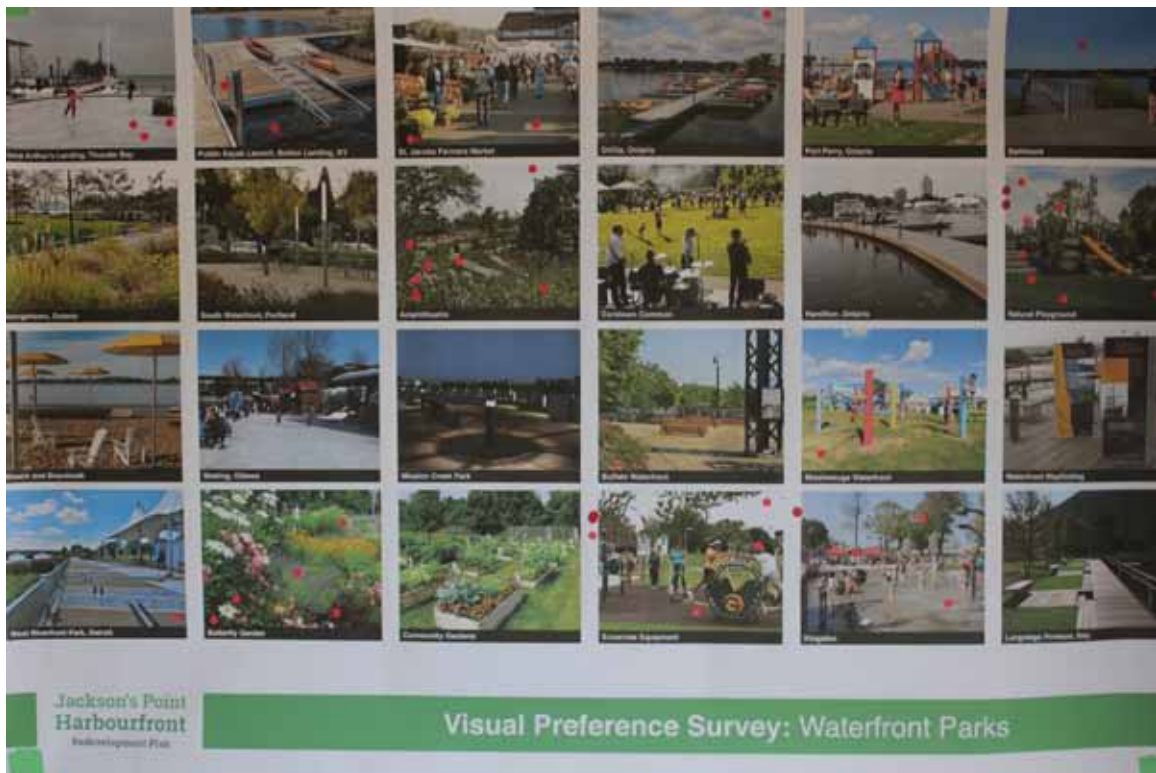
Most Frequently Selected: Waterfront Pavilions





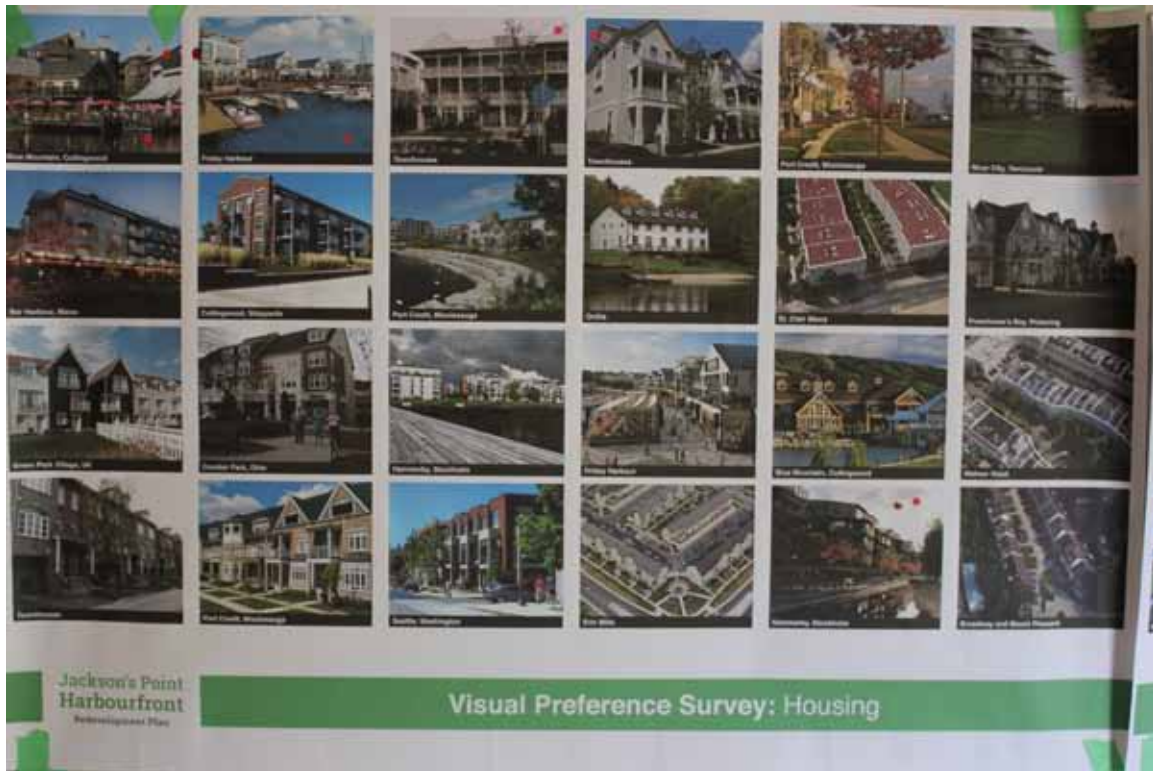
Most Frequently Selected: Waterfront Events, Shops & Restaurants





Most Frequently Selected: Waterfront Parks





Most Frequently Selected: Housing



“ Objectives for the Town-owned land should be to **revitalize tourism, keep it as a waterfront and boating destination and promote healthy active living.** ”

