



THE CORPORATION OF THE TOWN OF PARRY SOUND
RESOLUTION IN COUNCIL

NO. 2026 - 026


DIVISION LIST

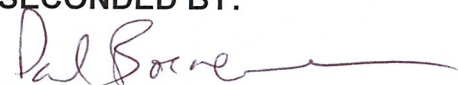
YES NO

DATE: March 17, 2026

- Councillor **G. ASHFORD**
- Councillor **J. BELESKEY**
- Councillor **P. BORNEMAN**
- Councillor **B. KEITH**
- Councillor **D. McCANN**
- Councillor **C. McDONALD**
- Mayor **J. McGARVEY**


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MOVED BY: 

SECONDED BY: 

CARRIED: DEFEATED: _____ Postponed to: _____

That Council approve the Waterfront Master Plan substantially in the form attached and that the Chief Administrative Officer and Director of Development be delegated approval authority for the final document, including finalizing the Land Acknowledgement and reviewing the updated concept plan for the Salt Docks.



Mayor Jamie McGarvey

PARRY SOUND

MARCH 2026

WATERFRONT MASTER PLAN



Proudly Supported by



Federal Economic Development
Agency for Northern Ontario

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Acknowledgements

The project team would like to acknowledge the support of the Town of Parry Sound, Parry Sound Council, and Waterfront Advisory Committee. Their expertise and knowledge have been essential in capturing the Town's history and vision for the future.

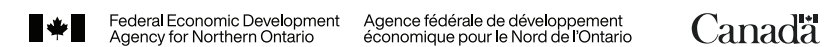
The team would also like to thank the members of the public who have participated in the first phases of the public consultation. Their passion and energy for creating a vibrant, people-centered waterfront was evident through their ideas, observations, and recommendations.

Land Acknowledgement

The Town of Parry Sound is located on the traditional territory of the Anishinabek under the Robinson-Huron Treaty, and the Métis that traveled the waterways of this area.



Proudly Supported by

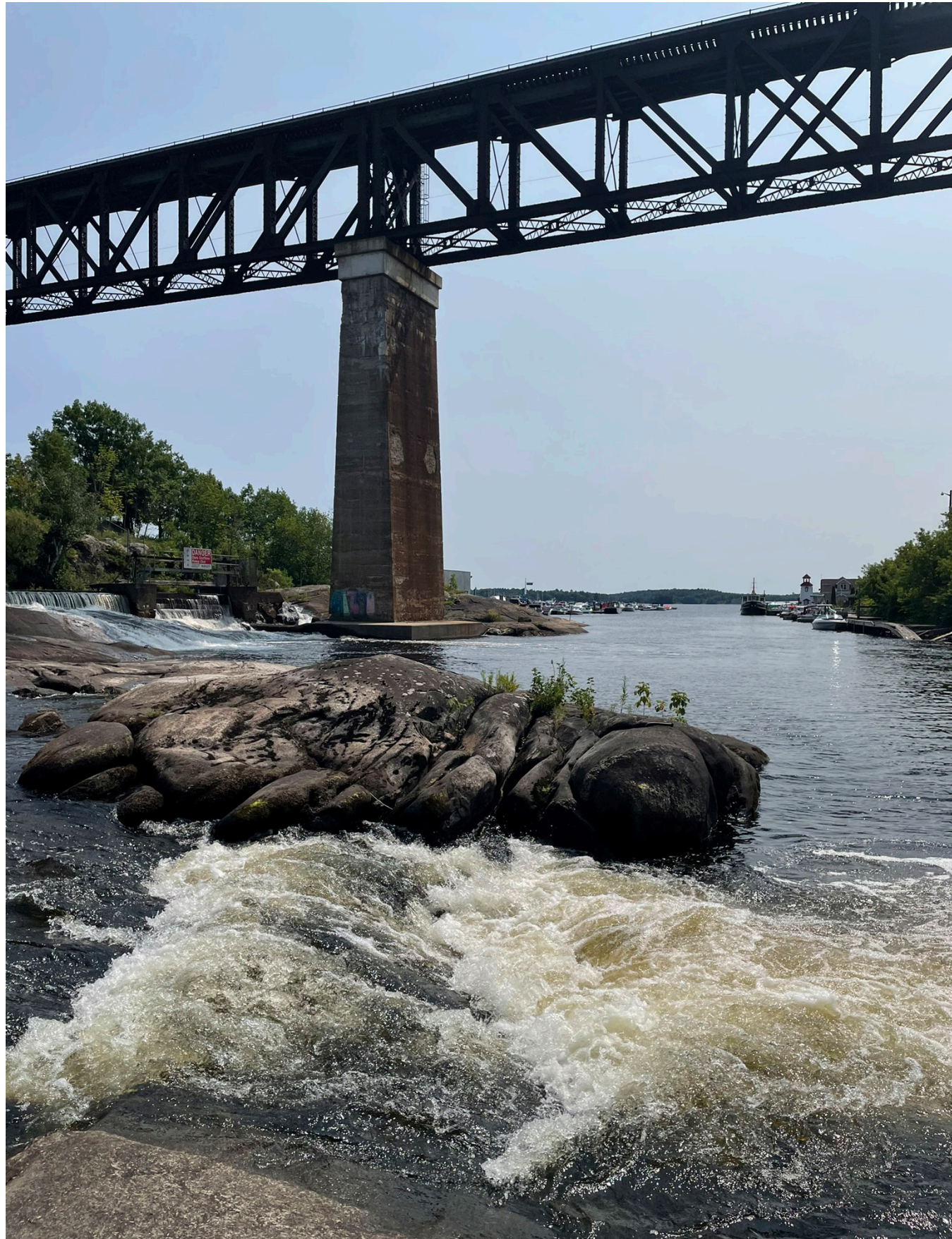


Prepared by



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1.0 INTRODUCTION



1.1 PROJECT BACKGROUND

Centred around the deepest freshwater port in the world, with over 25 kilometres of shoreline along Georgian Bay and the Seguin River, Parry Sound's identity is intrinsically tied to the water.

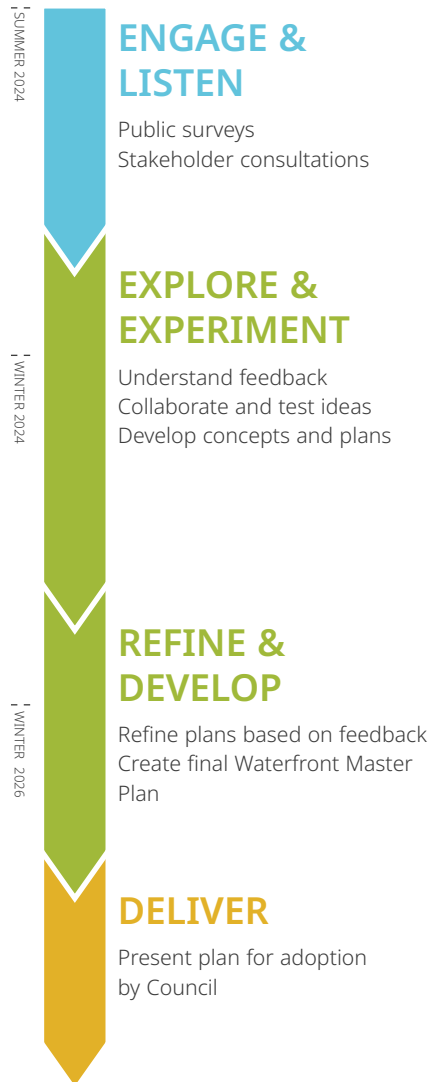
With the transition away from industry and shipping in recent decades, the Town's waterfront has also evolved to become a place for people to live, work, and play. Today, Parry Sound's waterfront includes a number of landmarks and destinations, including cruise ships on the Town Dock, parks and beaches filled with families, concerts and events at the Stockey Centre, the Fitness Trail, and numerous marinas, rowing, and sailing clubs that draw residents, cottagers, and tourists.

The importance of a vibrant, people-centred waterfront has led the Town, with the help of MacNaughton Hermsen Britton Clarkson Planning Limited (MHBC), to develop a bold, inspiring vision for its future. The Waterfront Master Plan combines background research, best practices from other successful waterfronts, and a broad public consultation to create a place where residents and visitors can enjoy and interact with the water and each other. The Waterfront Master Plan guides the long-term enhancement of the waterfront and ensure that future investment and development is working to create a cohesive waterfront that provides recreational and commercial opportunities and access points that together support local residents and local economy.

The Waterfront Master Plan ties in with a number of Parry Sound's existing and in progress plans and policy documents. In preparing the background research for the Waterfront Master Plan, the project team reviewed the Strategic Action Plan; Climate Action Plan; Culture, Parks, and Recreation Master Plan; Draft Official Plan; 1990 Waterfront Development Concept; and 2006 Waterfront Development Concept Update.

Sections 1 through 4 of this document provide the background upon which the Waterfront Master Plan is based, while Section 5 presents the Waterfront Master Plan itself.

2.0 SPATIAL ANALYSIS



2.1 OVERALL STUDY AREA & EXISTING CONDITIONS

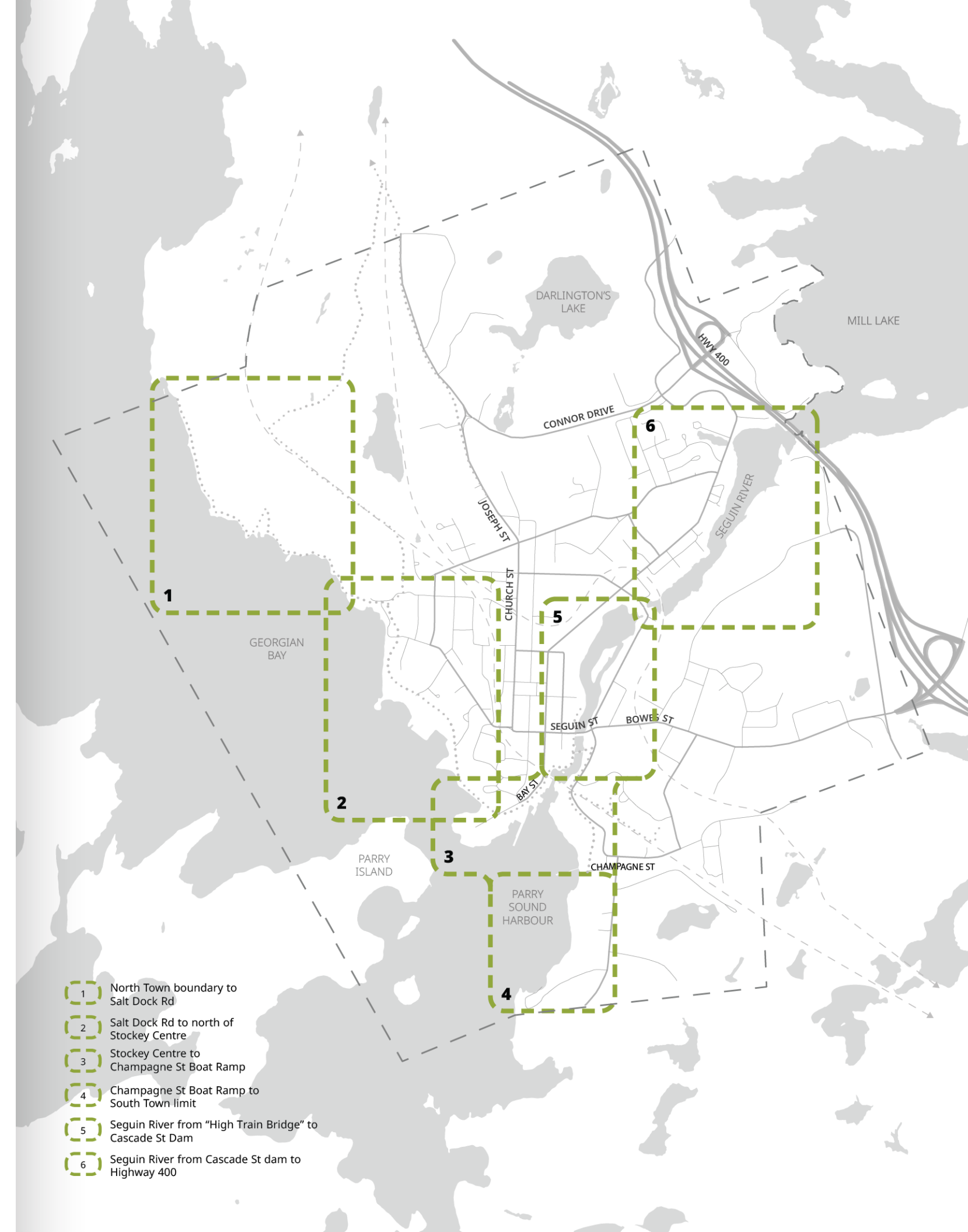
The Parry Sound waterfront is made up of over 25 kilometres of shoreline along Georgian Bay and the Seguin River. The waterfront includes a variety of conditions, such as rugged shoreline, marinas, beaches, industrial docks, and a commercial core. Recognizing the distinct characteristics of the shoreline, the spatial analysis has been divided into six zones. Zones 1 to 4 capture the Georgian Bay shoreline while Zones 5 and 6 capture the Seguin River.

- Zone 1 – Northern Town limit to Salt Dock Road
- Zone 2 – Salt Dock Road to north of the Stockey Centre
- Zone 3 – Stockey Centre to Champagne Street Boat Ramp
- Zone 4 – Champagne Street Boat Ramp to southern Town limit
- Zone 5 – Seguin River from high train bridge to Cascade Street dam
- Zone 6 – Seguin River from Cascade Street dam to Highway 400

The following pages analyse the existing conditions and key points within each zone.



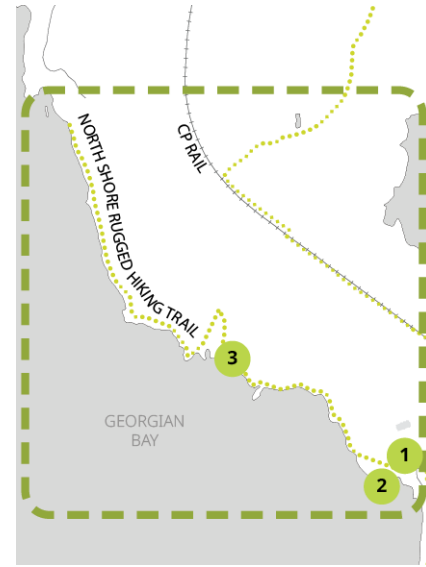
The central waterfront in Zone 3, at the mouth of the Seguin River



- 1 North Town boundary to Salt Dock Rd
- 2 Salt Dock Rd to north of Stockey Centre
- 3 Stockey Centre to Champagne St Boat Ramp
- 4 Champagne St Boat Ramp to South Town limit
- 5 Seguin River from "High Train Bridge" to Cascade St Dam
- 6 Seguin River from Cascade St dam to Highway 400

Zone 1

Zone 1 is the least developed of the six zones and is characterized by the rugged Georgian Bay shoreline. The waterfront is currently undeveloped, though future development is anticipated on the Beatty Lands. A trailhead at the foot of Salt Dock Road serves as the southern terminus of the Northshore Rugged Trail and the northern terminus of the Fitness Trail, both of which parallel the shoreline. A public boat launch is also located next to the North Salt Dock.



1. Trail head and parking at the foot of Salt Dock Rd
2. Swimming area and boat launch
3. Northshore Rugged Trail along the natural shoreline

Zone 2

Zone 2 includes a wide variety of conditions and uses. The shoreline is largely natural between Salt Dock Road and Waubuno Beach, where it transitions to a mix of recreational space and the Coast Guard Base. Waubuno Beach and the Old Town Beach further south are key recreation areas along the waterfront. The remaining shoreline is natural until the Stockey Centre and Zone 3. The northern segment of the Fitness Trail parallels the shore. Portions of the trail provide views of the water, while others are carved into the sloping landscape and surrounded by vegetation. Significant clusters of invasive plant species were found on this section of the trail, including Japanese Knotwood and Buckthorn.



1. Large park and swimming area at Waubuno Beach
2. Coast Guard Base
3. View of water and Stockey Centre from Fitness Trail
4. Fitness Trail surrounded by vegetation



Zone 3

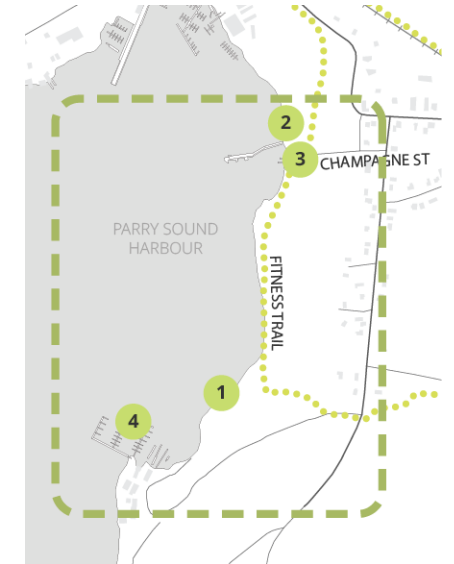
Zone 3 is the central waterfront area and is the most urban zone. This area is a key destination for residents and tourists and sees high volumes of visitors during summer months and key events. The Bay Street corridor includes the Stockey Centre and a number of commercial and residential uses. Zone 3 includes high levels of boat traffic to the Town Dock and various marinas. Large parking areas along Bay Street serve the various businesses and Fitness Trail. The Fitness Trail loops through Zone 3, crossing the Seguin River further north in Zone 5. As with Zone 2, clusters of invasive species were observed along the trail. A number of parcels include active or former employment lands, with several sites along the southern shoreline seeing recent development proposals.



1. Large public and private parking areas between Bay Street and the shoreline
2. Fitness Trail along eastern shoreline
3. Commercial uses along Bay St
4. Island Queen cruise ship at Town Dock

Zone 4

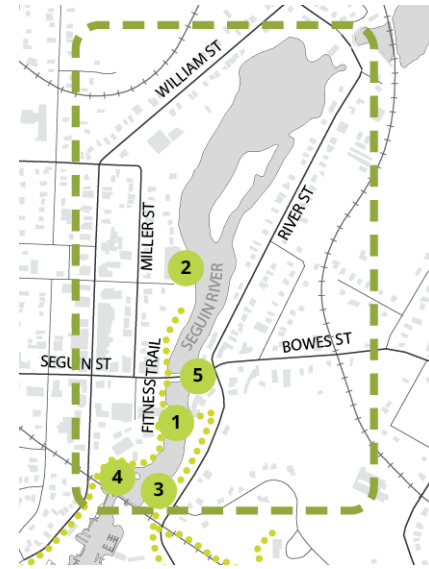
Zone 4 returns to a relatively undeveloped state with a mix of former employment lands and vacant parcels. A number of development applications have been submitted or approved for former employment lands south of Champagne Street. A parking area at the foot of Champagne Street serves a public boat launch and as the southern terminus of the Fitness Trail. Similar to Zone 2, the terrain rises quickly from the water.



1. Large salt dock on former industrial lands
2. Parking area at the foot of Champagne Street
3. Southern terminus of the Fitness Trail
4. Sound Boat Works and natural, sloping shoreline

Zone 5

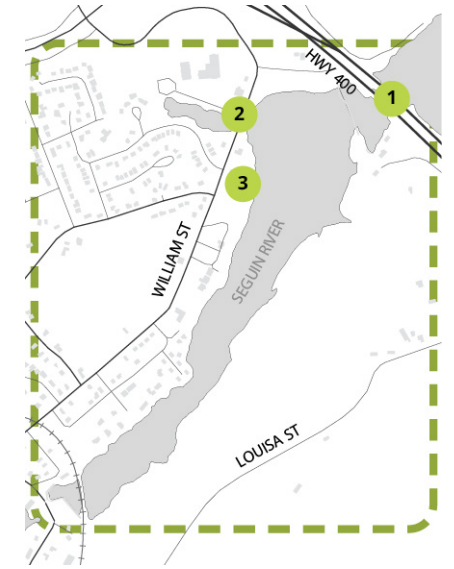
Zone 5 lies east of the Downtown. The southern portion contains a mix of commercial and employment uses, while the northern portion is largely residential. The Fitness Trail connects across the Seguin River south of Bowes Street, with an extension north to the Bobby Orr Community Centre. The Community Centre is a major recreation and event destination within the Town. A skate park is located on the eastern shoreline, next to the Fitness Trail. No public boat access is provided, though a number of residential properties include private docks. The Seguin River is not navigable between Zones 4 and 6 due to the existing dams and rapids.



1. Fitness Trail connection across the Seguin River
2. Bobby Orr Community Centre
3. Skate park between the Seguin River and Fitness Trail
4. Non-navigable rapids at the mouth of the Seguin River
5. Commercial uses along the Seguin River shoreline

Zone 6

Zone 6 is characterized by residential uses on the western shore and natural and rural residential uses on the eastern shore. A number of municipal parks include frontage on the river, however there are no public boat launches. As with Zone 5, there are a number of private docks from the existing residential lots.



1. Looking south from Highway 400
2. Natural shoreline on the east side of the Seguin River
3. William Street Park

2.2 CIRCULATION

Access to the waterfront is provided through a wide variety of modes, including private vehicles, active transportation, boat, and floatplane.

There is limited road access to the waters edge due to the grading and naturalized landscape, with Salt Dock Road, Prospect Street, Bay Street, and Champagne Street being the primary vehicle accesses. A mix of public and private parking areas are provided along each of these roads to facilitate access to major destinations and trailheads.

Zones 2 to 5 are connected to the Fitness Trail, the primary active transportation route along the waterfront, linking with a number of key destinations. Trailheads are provided at four locations and include parking and wayfinding signage. The Fitness Trail is finished with a gravel surface and includes lighting along its length. Due to its history as a rail corridor, portions of the trail are constrained, in particular the high Trestle (train) Bridge and the Bobby Orr Community Centre. North of Salt Dock Road, the Rugged Trail extends north along the waterfront to the Town limit. There is currently no public trail access south of Champagne Street, or along the Seguin River north of the Bobby Orr Community Centre. However, a trail extension is proposed through two development applications south of Champagne Street. With the exception of the trailheads, there is a lack of wayfinding signage throughout the waterfront. This contributes to a lack of connectivity between the trails, circulation routes, and key destinations.

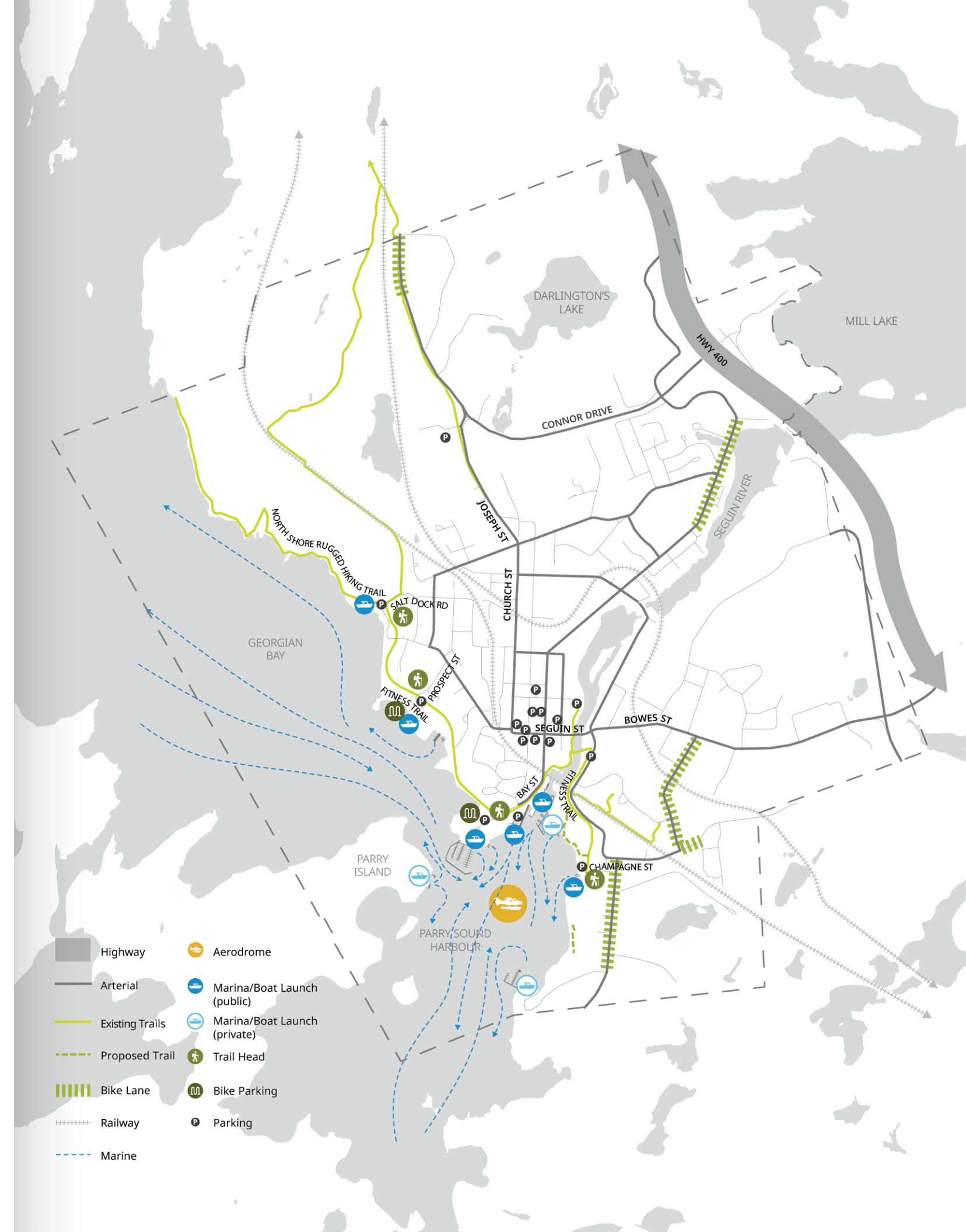
The waterfront includes a number of private and public marinas and boat launches. Large cruise ships, such as the Island Queen, utilize the Town Dock in Zone 3. Public boat launches are located at Salt Dock Road, Waubuno Beach, and Champagne Street, with public docking for smaller boats on McIsaac Way.

The central waterfront also includes a floatplane base, with planes taking off and landing within the Parry Sound Harbour.

Integral to the connections of the waterfront areas of the Town are the connections to surrounding municipalities and their trail networks. These trail networks provide four-season links to neighbouring communities and are important connections for the local economy. The Park to Park Trail and Seguin Trail connections are examples of intercommunity connections that support year-round tourism and the economy.



Visitors to the waterfront arrive by car, trail, boat, and plane



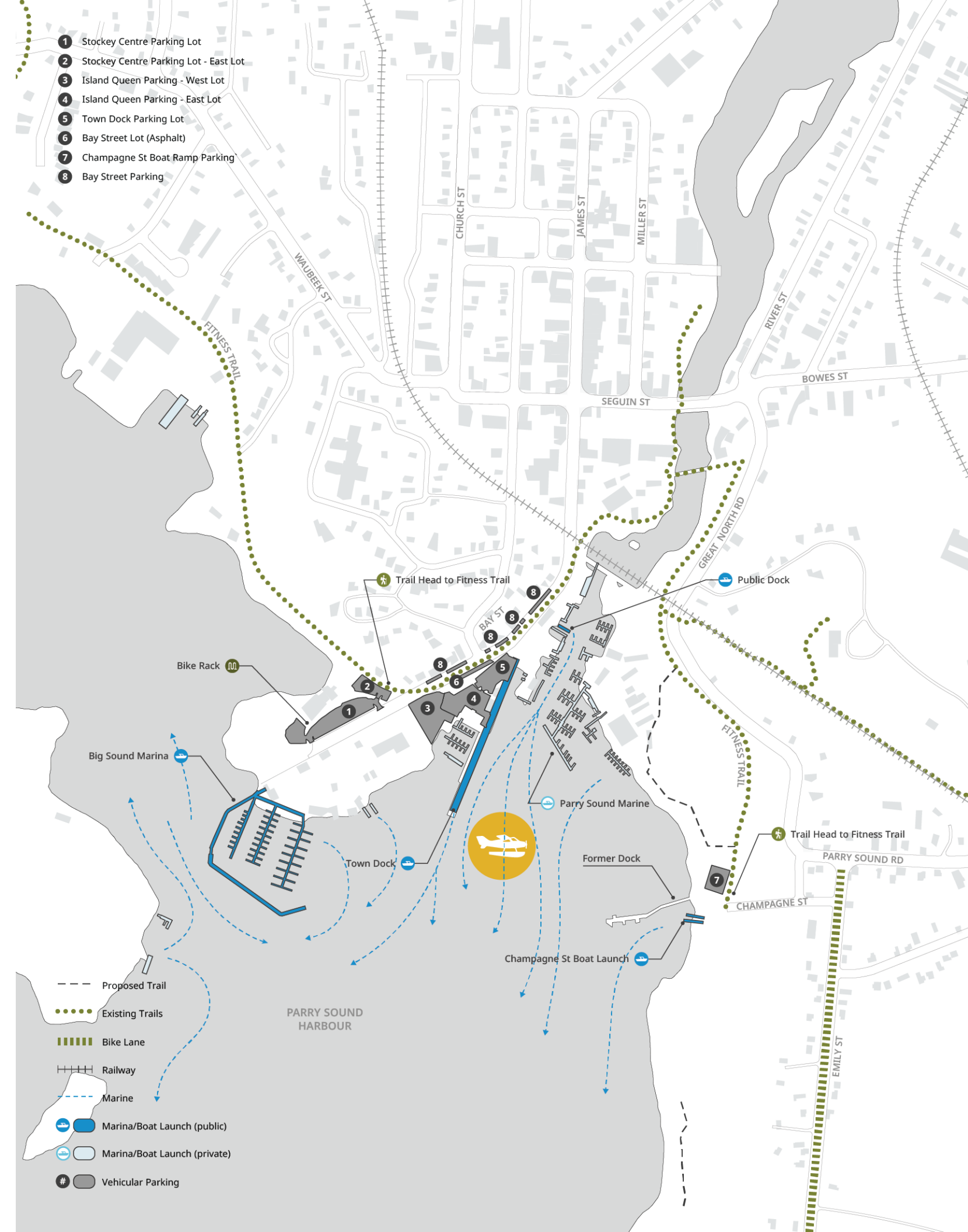
Central Waterfront

The central waterfront sees the highest concentration of circulation routes and activity. Bay Street and the adjacent portion of the Fitness Trail provide a key vehicle and pedestrian connection to the downtown and the broader Town. The area surrounding the Town Dock is dominated by surface parking areas, including large lots for the Island Queen and Stockey Centre. These parking lots interrupt pedestrian flows between Bay Street and the shoreline, with no dedicated pedestrian corridors to the Town Dock (the Island Queen parking lots are privately owned). The trailheads at Champagne Street and the Stockey Centre provide convenient access to the Fitness Trail. However, grading challenges and a constrained corridor create an ambiguous connection across Tribute Road.

Despite the prevalence of marinas, there is a lack of temporary public boat parking in the central waterfront, with only a small dock available along McIsaac Way. Access to the Town Dock can also be restricted for boats and pedestrians when large ships are docked.



Limited public boat docking (top left). Large surface parking areas along Bay St (top right). Poor trail crossing at Tribute Rd (bottom left)



2.3 OWNERSHIP & DEVELOPMENT

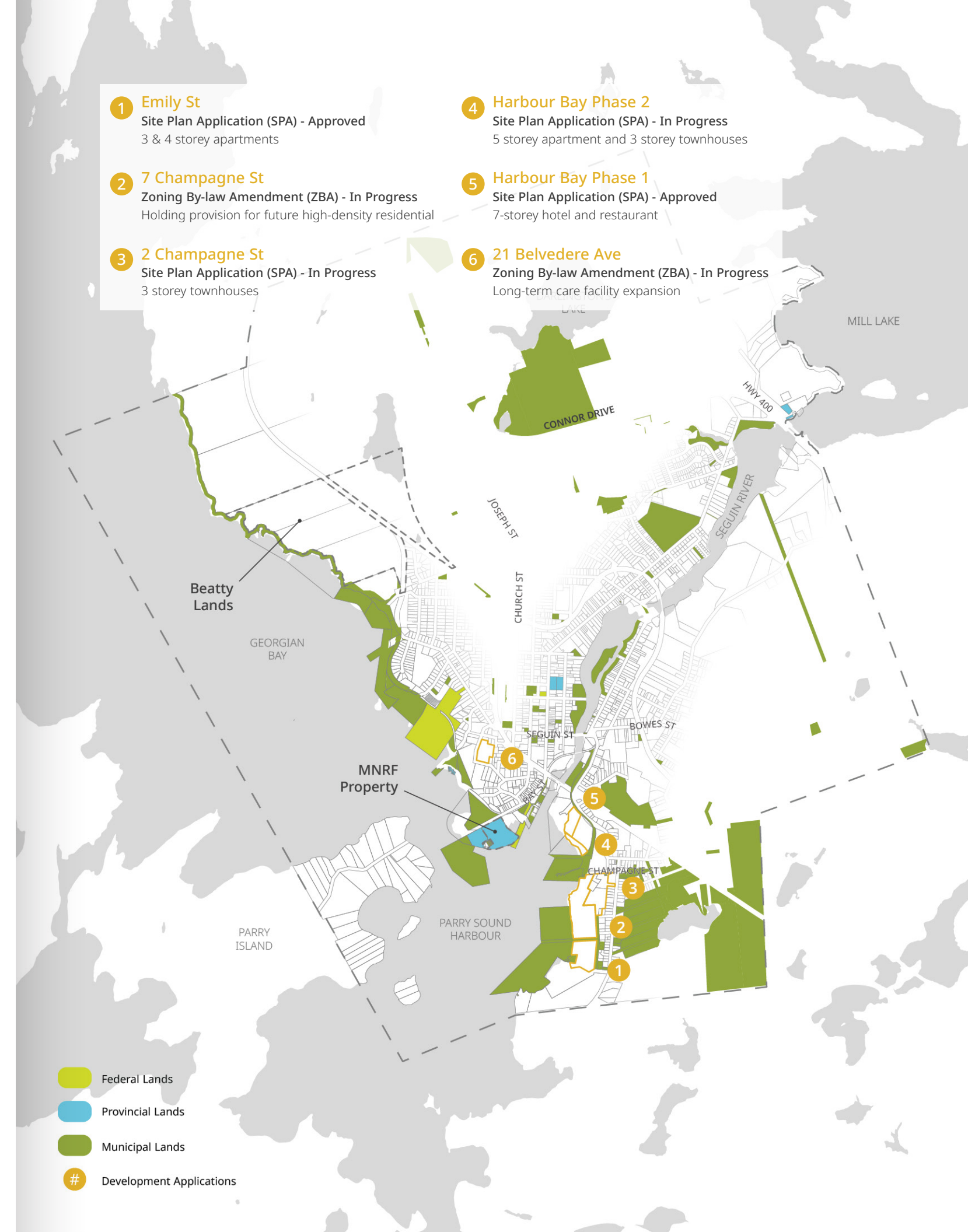
Lands along the waterfront are owned by a variety of public and private stakeholders, including the Federal Government (Town Dock and Coast Guard base), Provincial Government (MNR lands next to the Town Dock), Town of Parry Sound (Salt Docks, Waubuno and Old Town Beaches, Stockey Centre, Champagne Street Boat Launch, Fitness Trail, Bobby Orr Community Centre, among others), and a number of private entities (such as Harbour Bay Lands, Shell Lands, Beatty Lands, Bobs Point, and the Island Queen parking lots). The various landowners have the potential to constrain the spatial aspects of the Waterfront Master Plan, such as where public spaces or new waterfront access points can be located. This is particularly notable in Zone 3.

Portions of the waterfront are also seeing imminent development. As of June 1, 2025, six development applications are proposed or approved, with five along the southern waterfront in Zones 3 and 4, and one in from the shoreline in Zone 2. These applications propose a mix of residential and hotel uses, as well as the expansion of an existing long term care facility. Additional lands are anticipated to develop in the future. The owners of the Beatty Lands in Zone 1 have indicated an intent to develop a residential community, but no formal applications have been submitted. In Zone 3, the MNR lands are planned to be vacated and declared surplus, offering a potential opportunity for the Town to purchase.

Future development across the waterfront will be guided by the Town's new Official Plan, which is currently in progress. The draft Official Plan designates Zones 3 and 4 as Waterfront/Harbour Area, which allows a mix of residential and commercial uses as well as gathering spaces and public access opportunities. Redevelopment of brownfield and underutilized sites is encouraged in a way that respects the physical landscape and existing views from the water. The remaining Zones have a mix of Living Area, Downtown Area, Economic/Mixed Use Area, and Natural Area designations, which support a range of uses and forms.



Proposed development at Harbour Bay Phase 2 (left) and the existing MNR lands in Zone 3 (right)



2.4 EVENTS, DESTINATIONS & WATERFRONT USE

The waterfront is home to a variety of fairs, festivals, and recreation events throughout the year. Summer represents the peak time for events and waterfront usage, owing to the influx of cottagers and tourists and the seasonal nature of many outdoor events. A number of winter events are also held, with additional tourism draw during the early fall. Events are primarily held in three locations: the Stockey Centre, the Bobby Orr Community Centre, and on the water, in addition to those held downtown in places such as Market Square.

The waterfront also includes a number of important destinations that draw residents and visitors. The Fitness Trail and various parks and beaches are popular destinations for active and passive recreation. The James Street/Bay Street between Downtown and the waterfront also hosts a variety retail and commercial services. Historic sites are also popular destinations, with a number of guided walking tours and photo overlays hosted by the On This Spot app.

PARRY SOUND EVENTS

- FAIR / FESTIVAL
- SPORTS / RECREATION
- DOWNTOWN

SUMMER

- 9 Parks & Recreation Month
- 10 Bobby Orr Hall of Fame Induction Ceremony
- 14 Summer Market
- 3 Canada Day
- 11 Sail Parry Sound
- 4 Festival of the Sound
- 15 Art in the Park
- 12 Georgian Bay Regatta

WINTER

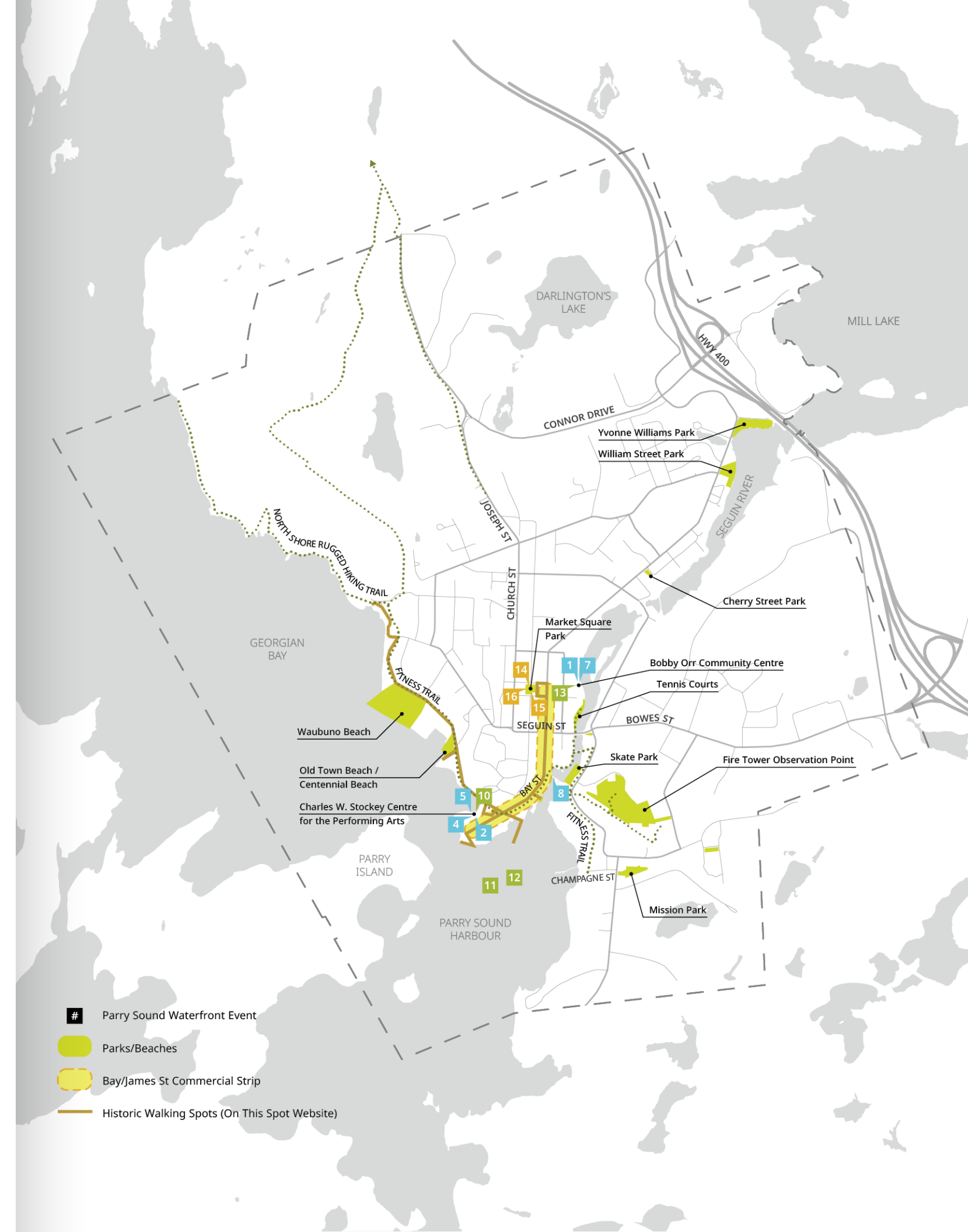
- 8 Santa Claus Parade + CPKC Holiday Train
- 13 Holiday Family Skate
- 6 Santa Claus Parade
- 7 Snowfest
- 16 Light up the Park

FALL

- 5 One of a Kind Show
- 6 Santa Claus Parade

SPRING

- 1 Sport, Rec & Leisure Fair
- 2 Earth Day





3.0 WHAT WE HEARD



3.1 CONSULTATION OVERVIEW

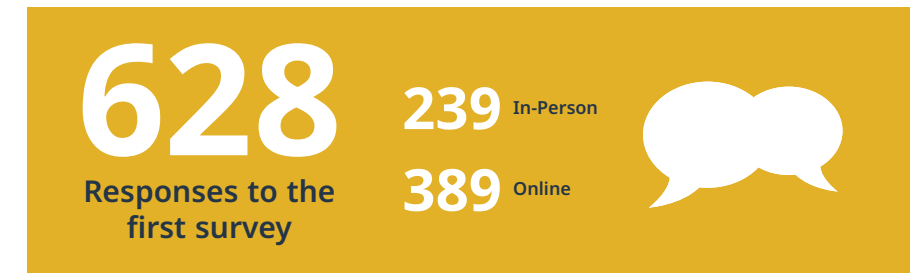
The Town and Waterfront Master Plan team have conducted a multi-stage public consultation process to gather input on the future of the waterfront. The consultation process ensured that the Waterfront Master Plan represents the needs, desires, and challenges of the Town. The team recognizes the importance of creating a waterfront for residents and visitors that incorporates a mix of land uses that improve the quality of life for local residents while providing opportunities for economic stimulus, including tourism. While also taking advantage of local knowledge to create a unique Plan for Parry Sound.

The consultation included a range of in-person and online initiatives conducted at various stages of the Waterfront Master Plan process. Engagement activities completed to date include a Waterfront Survey, a Kick-Off Meeting, and Open Houses. The following pages summarize the results and key findings from the consultation.



3.2 WATERFRONT SURVEY

The first stage of the consultation was held over summer 2024 as a combined online and in-person survey. The survey received 628 responses and provided valuable insight into the needs and wants of residents.



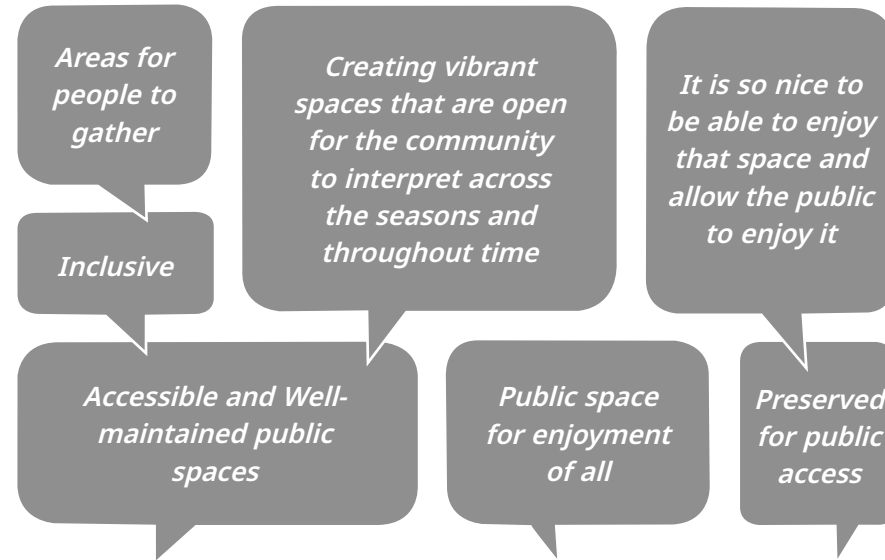
Today, Parry Sound’s waterfront is well used and well loved by residents and visitors. A high percentage visit the waterfront daily or weekly and typically arrive by car or via the Fitness Trail. While there, people take part in a wide range of activities. The largest percentage revolved around recreation in and out of the water, including swimming at the beaches, boating, volleyball, and walking the Fitness Trail. Many people also come to the waterfront to socialize with friends and family and to relax, be in nature, and enjoy views of the water.



When asked about the vision for the future of Parry Sound’s waterfront, survey respondents focused on four major themes: **Public Space & Public Access, Nature Appreciation, Preserving the Town’s Identity, and Events and Activities.** The four themes and responses to the individual survey questions are shown on the following pages.

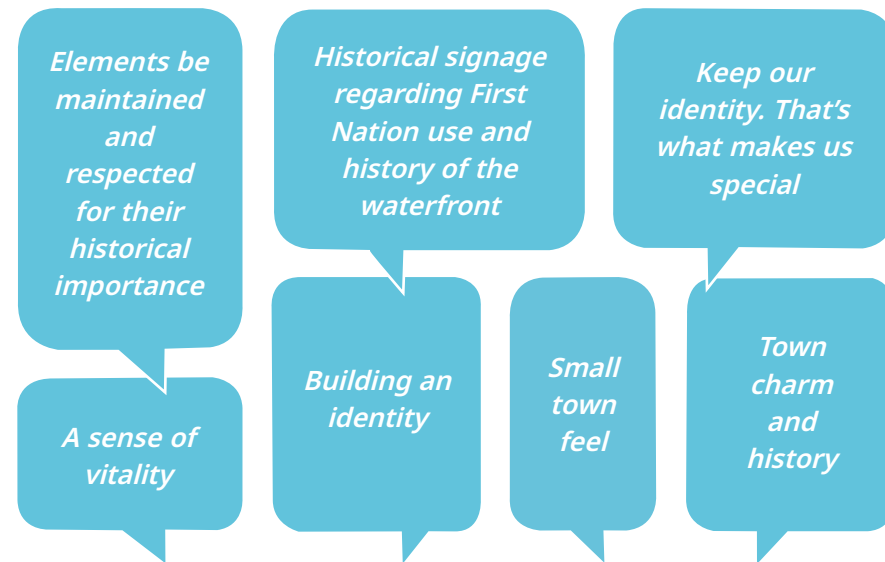
Public Space & Public Access

- 67% wanted to see more public space
- Providing an inclusive waterfront for all
- Improved access to and from the water
- Concerns around the privatization of the waterfront



Preserving the Town's Identity

- Celebrating the history of the Town
- Ensuring sensitive, balanced development of the waterfront
- Maintaining the current small-town feel
- Linking the waterfront with the downtown to strengthen the Town's core



Nature Appreciation

- Natural landscape seen as a key feature of the waterfront
- Maintaining views to the water
- Considering environmental protection and stewardship



Events and Activities

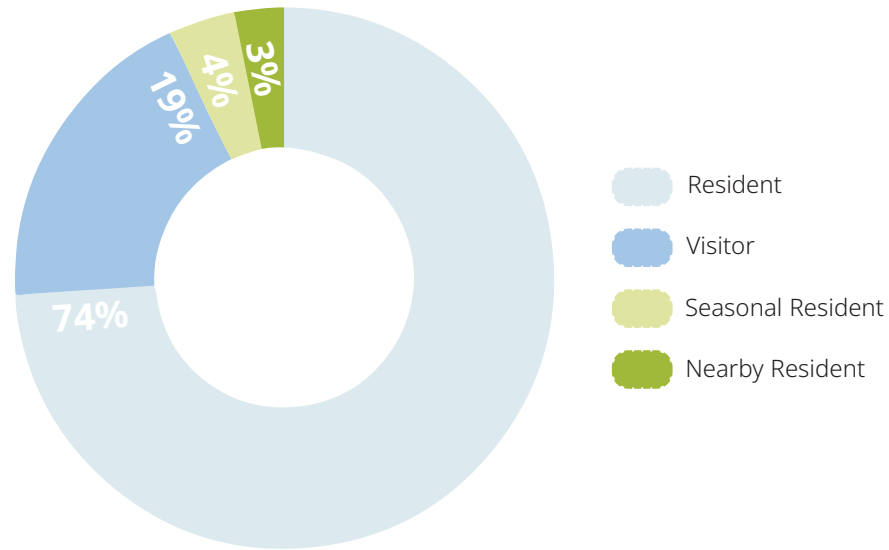
- Wide range of interests related to events and activities
- Recreational opportunities, including splash pads, extended walking trails, and small boat rentals
- Four season events and spaces to provide a vibrant waterfront throughout the year
- More opportunities for local business, including restaurants, food trucks, local artisans, and markets



Question 1

Are you a resident?

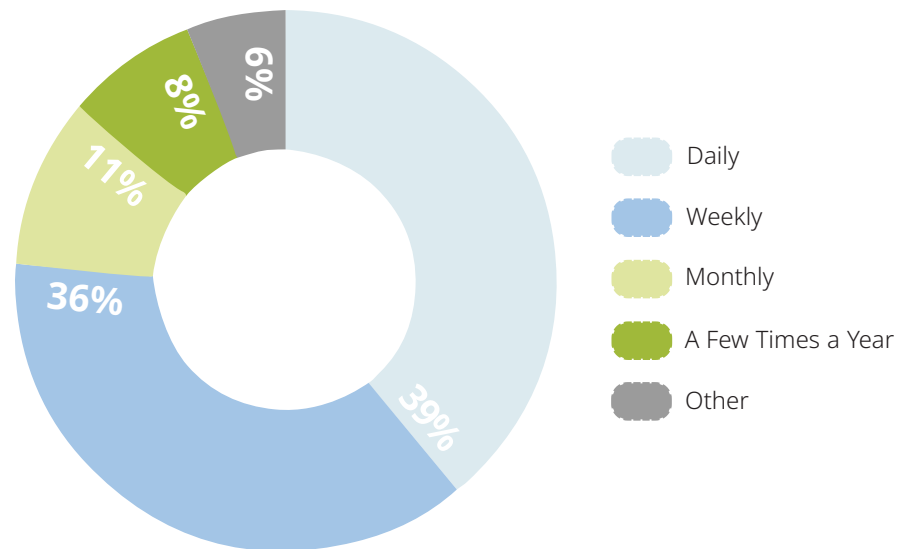
- 74% of respondents are residents of Parry Sound.



Question 2

How often do you visit the waterfront?

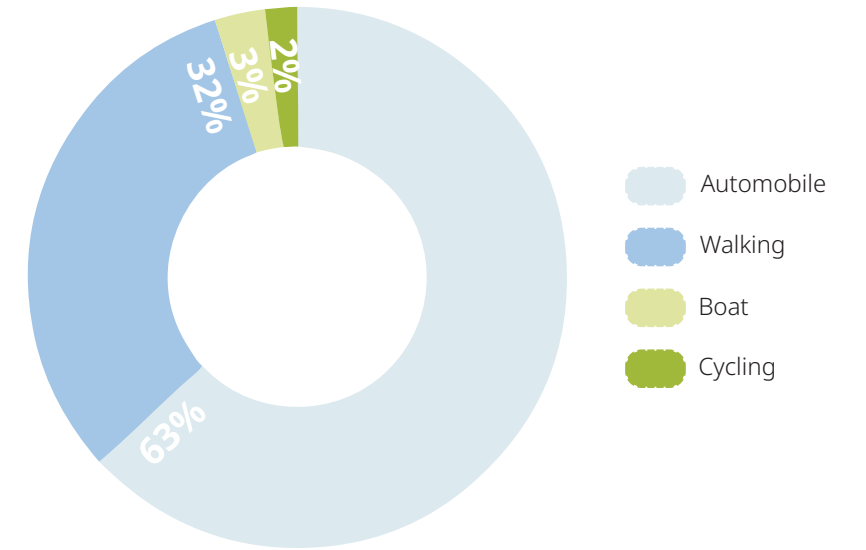
- The majority of respondents visit the waterfront daily or weekly.



Question 3 & 4

How did you get to the waterfront today? Do you think there is enough parking around the waterfront?

- Most respondents traveled to the waterfront by automobile and believe there is enough parking around the waterfront.

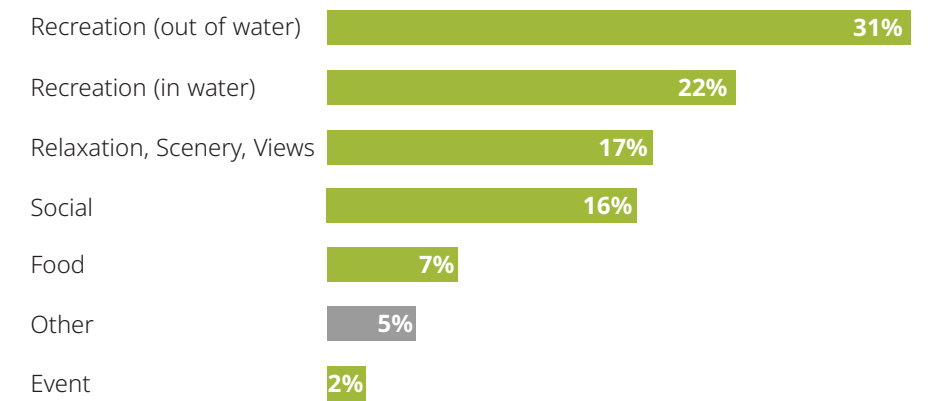


61% of respondents think there is enough parking

Question 5 & 6

What is the purpose of your visit here today? What would bring you back?

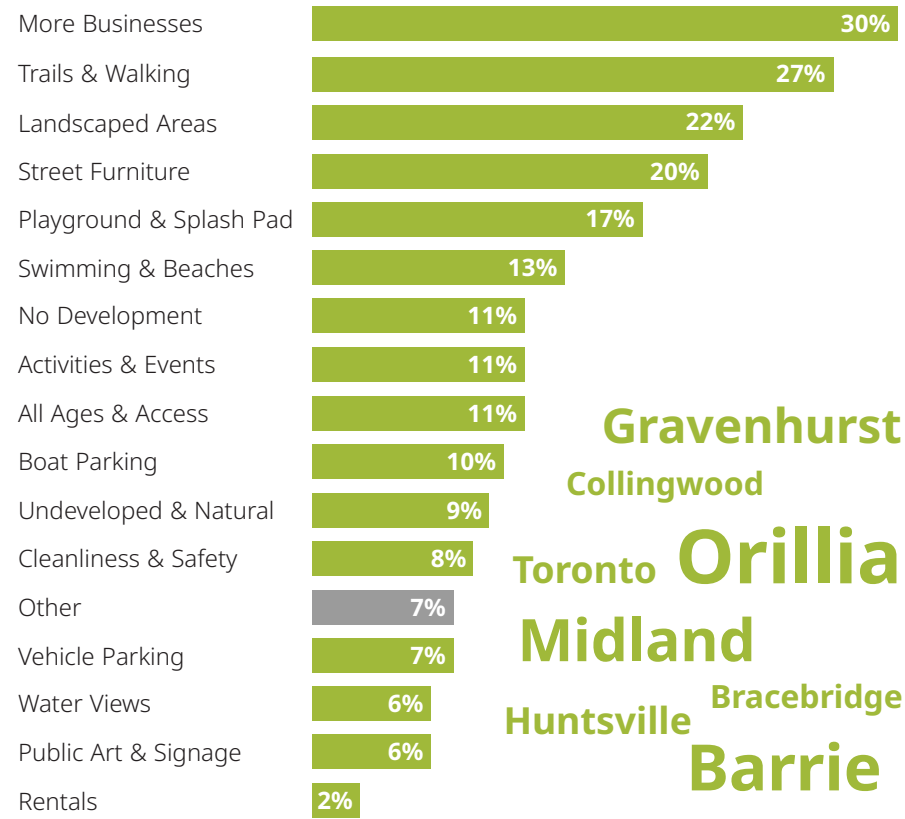
- Amongst respondents, recreation (both in and out of water) is the main purpose for visiting the waterfront. Relaxation, scenery and views is also valued.
- Protecting and enhancing these features would bring respondents back to the waterfront.



Questions 7 & 8

What other waterfront communities have you visited that you have enjoyed? What features or aspects of those waterfronts would you like to see in Parry Sound?

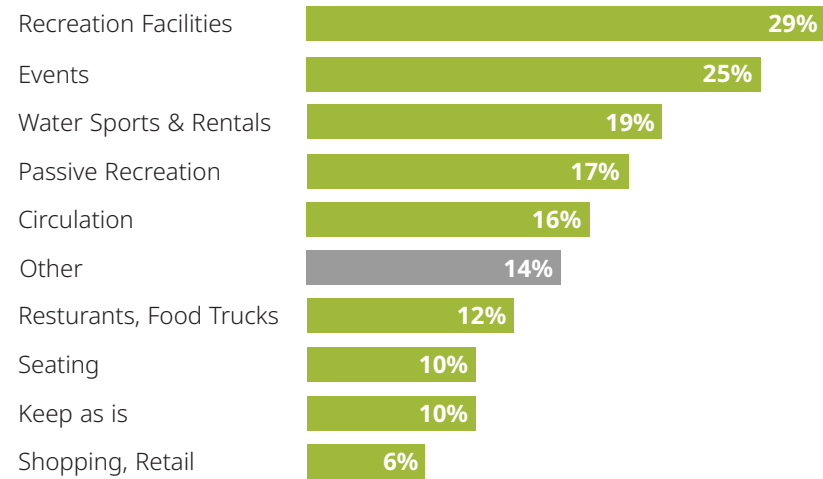
- Orillia, Barrie, and Midland are other popular waterfront communities.
- Businesses, trails, and landscaped areas are inspiring features.



Question 9

What kinds of activities would you like to see at the waterfront?

- Recreation facilities, events, water sports and rentals are key activities respondents hope to see at the waterfront.



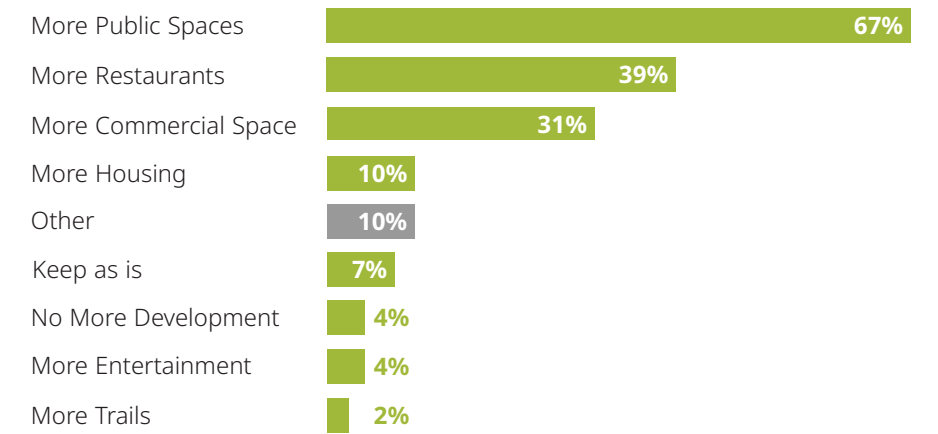
Walking trails, swimming, picnicking, family gatherings

Community activities that foster connection

Question 10

How would you like to see the waterfront develop?

- The majority of respondents would like to see more public spaces on the waterfront.



More public spaces

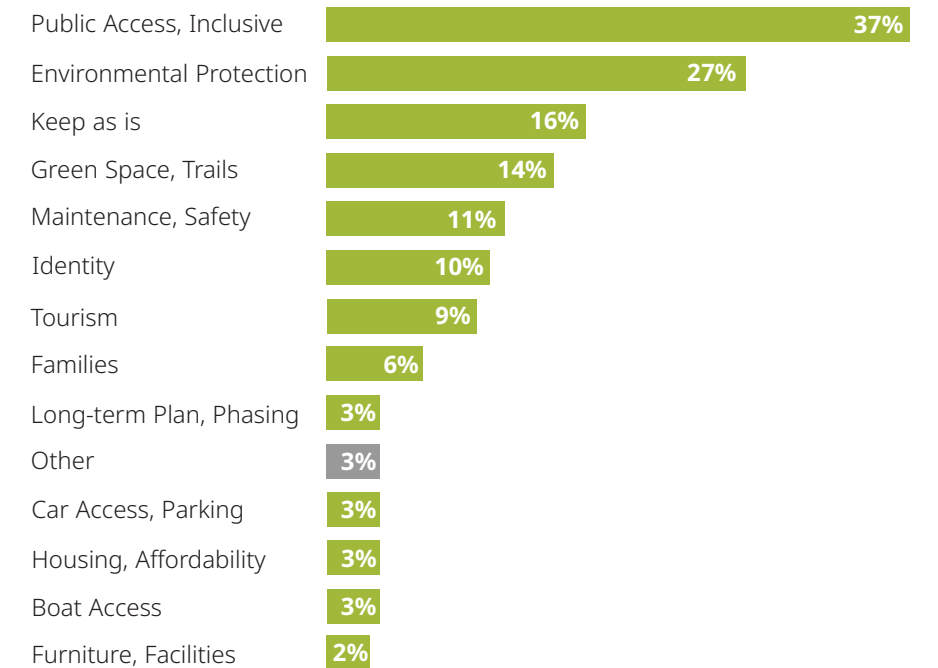
Public enjoyment

Adaptation to growing future

Question 11

What is the most important thing for Parry Sound to keep in mind when creating a plan for the future of the waterfront?

- According to respondents, public access, inclusivity, and environmental protection are important characteristics for Parry Sound to keep in mind when creating a plan for the future of the waterfront.



3.3 KICK-OFF MEETING

A Kick-Off Meeting was held October 7, 2024 at the Stockey Centre to formally begin the Waterfront Master Plan process. The event was hosted by the project team and Waterfront Advisory Committee and included a number of speakers, a panel discussion, and a public consultation. The event was very well attended, with nearly a full house in the theatre.

The presentations focused on ideas and proposals for key areas of the waterfront, as well as the lessons learned from the implementation of the City of Orillia's Waterfront Master Plan. A panel discussion followed the presentations and allowed attendees to ask questions of the presenters and key project staff. The evening concluded with a public engagement session. The engagement posters included the results of the waterfront survey, an interactive map, and a number of dot democracy posters.

The key theme of the event was making a unique Waterfront Master Plan for the people of Parry Sound. Attendees highlighted the importance of creating a waterfront for everyone through extensive consultation and providing open spaces and amenities to serve the Town's growing population.

The dot democracy panels asked attendees to rate photos from a number of different themes, focusing on the specific character and form of waterfront spaces. The most popular images are shown on the opposite page and will guide the future detailed design process. Finally, the interactive mapping exercise (both in person and online) highlighted the value placed on the Town's beaches and natural areas. Interest was also shown in the potential of the central waterfront, including the future of the provincial lands next to the Town dock. The combined result of the in-person and online mapping exercise is shown below.



EVENTS AND MARKETS



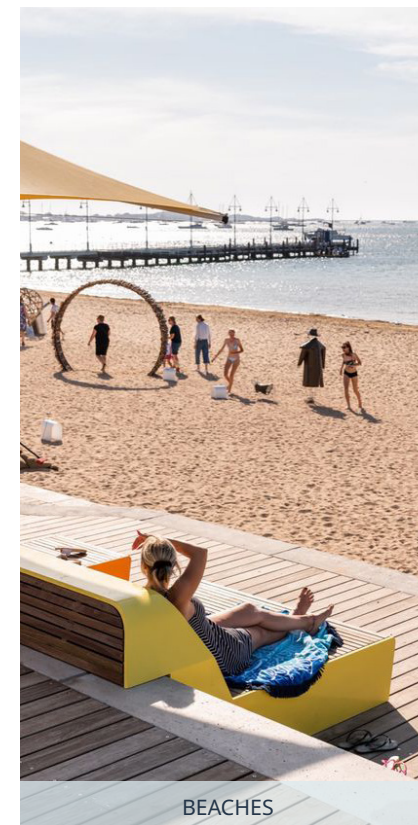
FIXED TABLES AND CHAIRS



GREEN AND NATURAL SPACES



MULTI USE PATHWAYS



BEACHES



NATURALIZED TRAILS



LARGE CANOPY TREES



EDUCATIONAL SIGNAGE

Selection of the most popular images from the dot democracy exercise



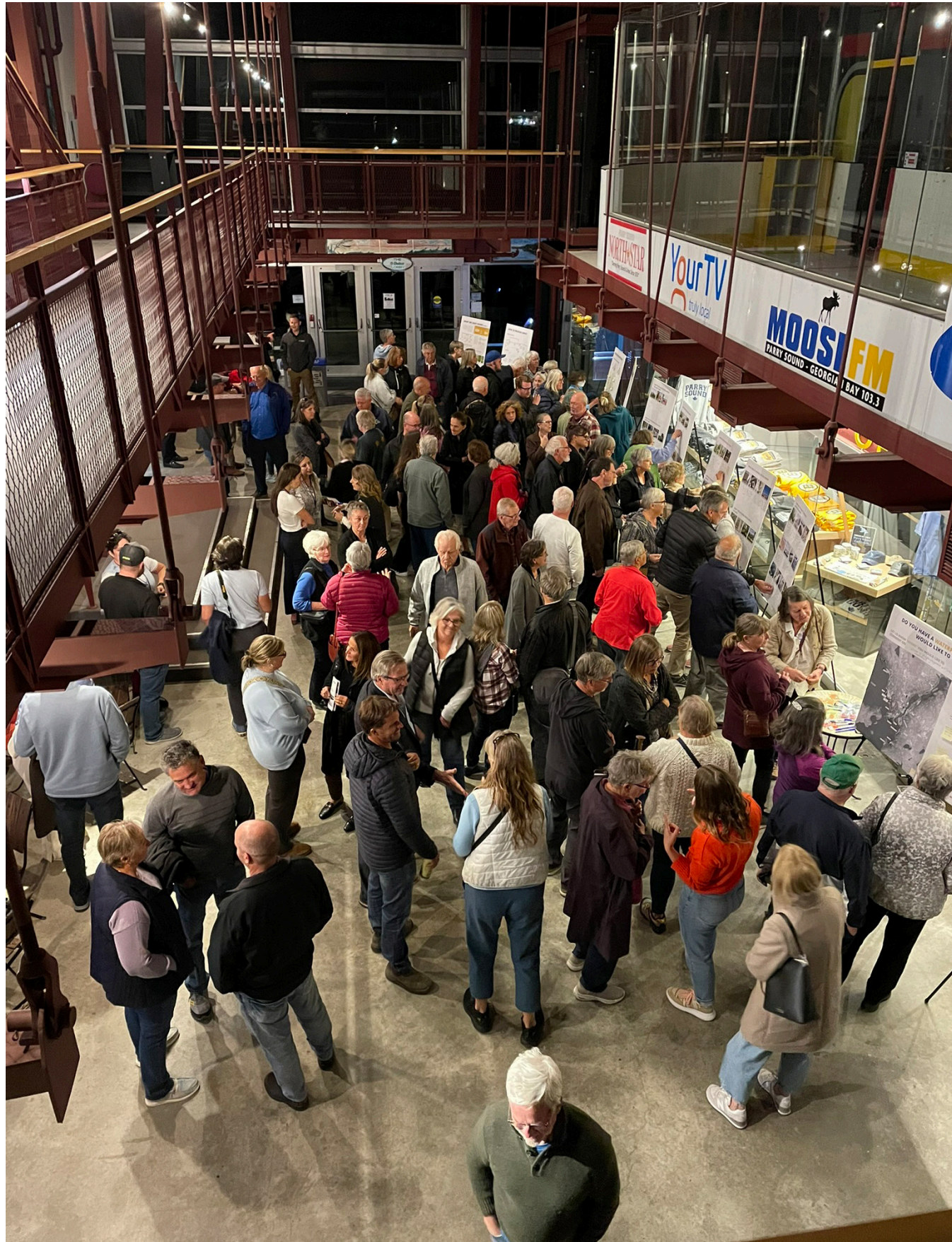
3.4 OPEN HOUSE MEETINGS

An Open House Meeting was conducted on March 19, 2025 at the Stockey Centre. The Open House meeting included an informal review area where residents and business owners could review draft concepts for the various study areas along the waterfront as well as a formal presentation and Question and Answer period with the consultant team. Key themes arising from the comments provided as part of the Open House meeting included providing recreation opportunities for all ages, improving connections, providing economic development initiatives, connecting the harbour to downtown, ensuring there is sufficient parking to meet demands, leveraging history and culture of the area including Indigenous presence, providing enhanced parking opportunities for transient and day use boating.

The Town of Parry Sound has also consulted with the Wasauksing First Nation on the development of the Waterfront Master Plan. As the waterfront redevelops, the Town will consider opportunities for interpretive signage and public space in order to detail First Nation History in the Area.

A second Open House Meeting was held on June 25, 2025. During this meeting the draft policies to be incorporated into the Official Plan were presented to the public. Flowing from this Open House a number of comments were provided by various members of the public. These comments have been considered in the preparation of this Waterfront Master Plan. A comment summary table has been included as part of the staff report provided to Town Council.

In summary, the Open House Meetings were well attended and valuable comments were provided for consideration in the establishment of the Waterfront Master Plan.



4.0 SUMMARY & FINDINGS

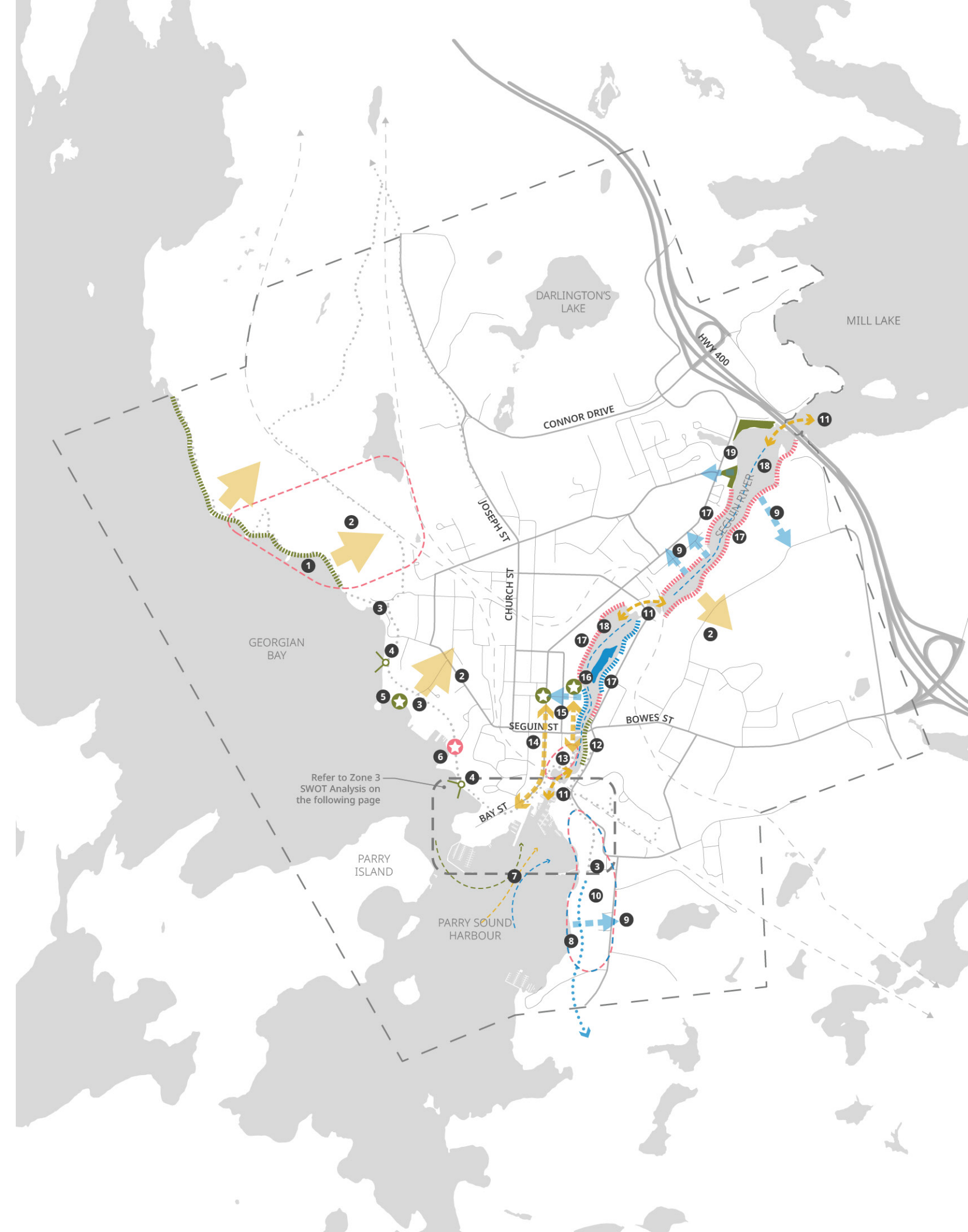


4.1 SWOT ANALYSIS

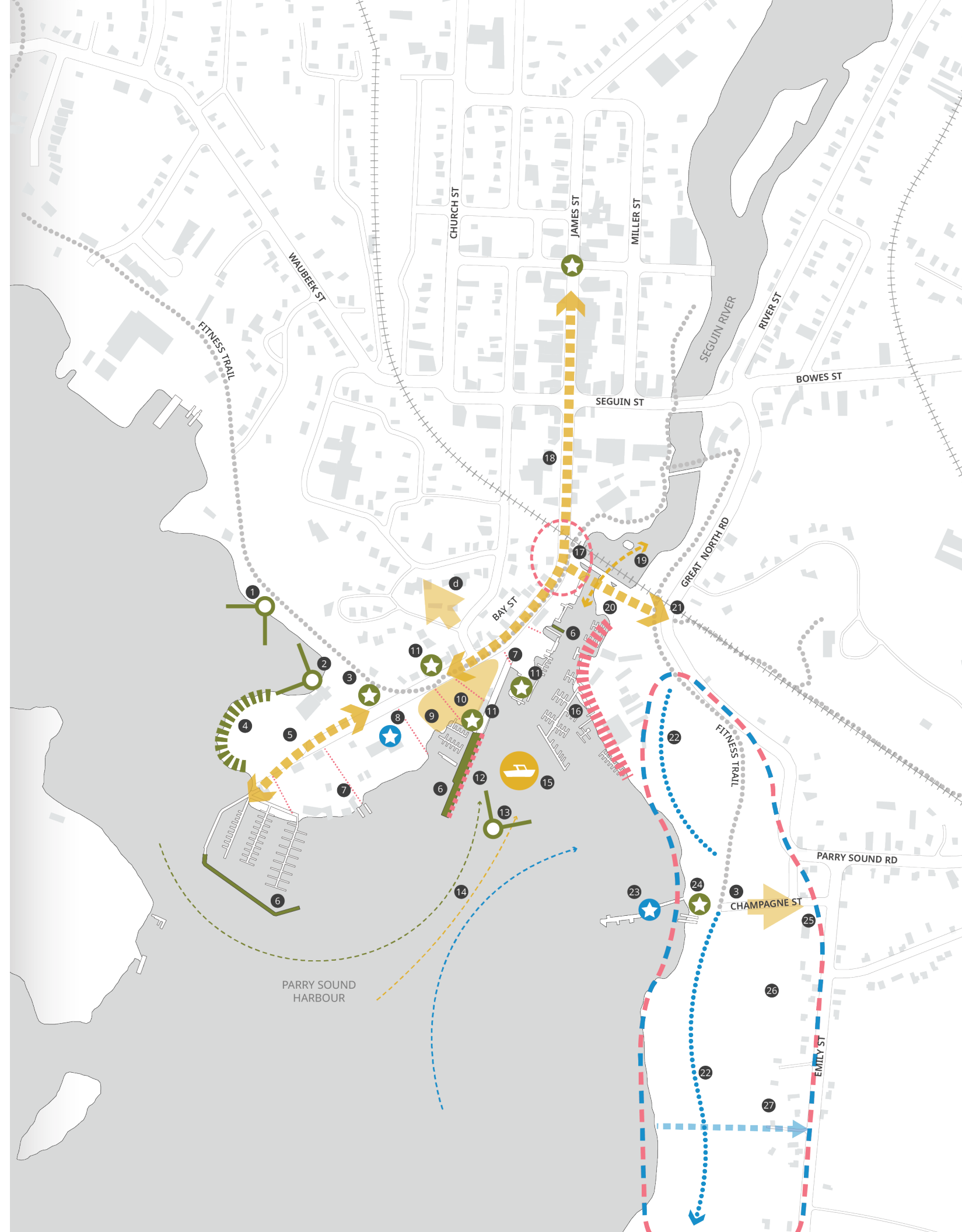
The SWOT analysis combines the findings of the spatial analysis and public consultations to provide a list of strengths, weaknesses, opportunities, and threats. These findings, listed below, will inform the vision and goals and serve as the basis for the development of the Waterfront Master Plan in the next stage.

- | | strength | weakness | opportunity | threat | |
|----|----------|----------|-------------|--------|--|
| 1 | ● | ○ | ○ | ● | Northshore Rugged Trail provides waterfront access and natural trail that is threatened by development on the Beatty Lands |
| 2 | ○ | ● | ○ | ○ | Pedestrian corridors run parallel to waterfront without formal connections from water to urban area |
| 3 | ● | ○ | ● | ○ | Trailheads offer access to Fitness and Rugged Trails |
| 4 | ● | ○ | ○ | ○ | Preserve and enhance views from the Fitness Trail to the water |
| 5 | ● | ○ | ○ | ○ | Waubuno Beach is key waterfront amenity and is well connected |
| 6 | ○ | ○ | ● | ● | Historic bridge at Old Town Beach is in need of repair and present opportunity for preservation and education |
| 7 | ● | ○ | ● | ● | High volume of boat traffic presents opportunity for increased tourism but may dissuade water use and access for some |
| 8 | ○ | ○ | ● | ○ | Extensions to Fitness Trail being proposed along southern waterfront |
| 9 | ○ | ○ | ● | ○ | Opportunity for connections to water using existing road allowances and parks |
| 10 | ○ | ○ | ● | ● | Development applications along the southern waterfront |
| 11 | ○ | ● | ○ | ○ | Non-navigable waterways without clear portages between Mill Lake and Georgian Bay |
| 12 | ● | ○ | ○ | ○ | Businesses provide activation along Seguin River |
| 13 | ○ | ○ | ○ | ● | Narrow trail corridor, partially hidden behind the commercial building, raising potential CPTED concerns for safety and visibility |
| 14 | ○ | ● | ○ | ○ | Poor connection between central waterfront and downtown |
| 15 | ○ | ● | ○ | ○ | Fitness Trail ends before reaching Bobby Orr Community Centre |
| 16 | ○ | ○ | ● | ○ | Town-owned shoreline and island next to Bobby Orr Community Centre |
| 17 | ○ | ○ | ● | ● | Mix of private ownership and shore road allowances along Seguin River resulting in lack of connections |
| 18 | ○ | ○ | ● | ○ | Calm waterways for people that are not comfortable with high levels of boat activity |
| 19 | ● | ○ | ○ | ○ | Public parks along Seguin River |

Zones 1, 2, 4, 5, 6



- Zone 3**
- | | strength | weakness | opportunity | threat | |
|----|----------|----------|-------------|--------|---|
| 1 | ● | ○ | ○ | ○ | Preserve and enhance views from the Fitness Trail to the water |
| 2 | ● | ○ | ○ | ○ | Views to water from Stockey Centre |
| 3 | ● | ○ | ● | ○ | Trailheads offer access to Fitness and Rugged Trails. Maintain and improve amenities (e.g. signage, waste, washrooms) |
| 4 | ● | ○ | ○ | ○ | Naturalized edge along Bob's Point |
| 5 | ○ | ● | ○ | ○ | Poor connection between Bay Street and Big Sound Marina |
| 6 | ● | ○ | ○ | ○ | Public docks for boaters |
| 7 | ○ | ○ | ○ | ● | Fragmented ownership across the central waterfront makes comprehensive planning and public access difficult |
| 8 | ○ | ○ | ● | ○ | Potential to acquire MNR lands by Town for community use |
| 9 | ○ | ● | ○ | ○ | Lack of public outdoor event spaces in central waterfront |
| 10 | ○ | ● | ○ | ○ | Large parking area limits pedestrian access to the water |
| 11 | ● | ○ | ○ | ○ | Restaurants on waterfront activate space throughout the day and season |
| 12 | ○ | ○ | ○ | ● | Cruise ships require temporary closures of Town Dock and limit use |
| 13 | ● | ○ | ○ | ○ | Iconic views to landmark high train bridge |
| 14 | ● | ○ | ● | ● | High volume of boat traffic presents opportunity for increased tourism but may disuade water use and access for some |
| 15 | ○ | ● | ○ | ○ | Lack of short term public boat parking in central waterfront |
| 16 | ○ | ○ | ○ | ● | Private marina blocks waterfront access |
| 17 | ○ | ● | ○ | ● | Ambiguous trail crossing and constrained corridor at Tribute Street and James St |
| 18 | ○ | ● | ○ | ○ | Poor connection between central waterfront and downtown |
| 19 | ○ | ● | ○ | ○ | Non-navigable waterways without clear portages between Mill Lake and Georgian Bay |
| 20 | ○ | ● | ○ | ○ | No connection between north and south portions of Fitness Trail in central waterfront |
| 21 | ○ | ● | ○ | ○ | No clear connection between Fitness Trail and Tower Hill Path |
| 22 | ○ | ○ | ● | ○ | Extensions to Fitness Trail being proposed along southern waterfront |
| 23 | ○ | ○ | ● | ○ | Potential to rehabilitate former dock at Champagne Street |
| 24 | ● | ○ | ○ | ○ | Champagne Street boat launch and parking provide access to central waterfront |
| 25 | ○ | ● | ○ | ○ | Pedestrian corridors run parallel to waterfront without formal connections from water to urban area |
| 26 | ○ | ○ | ● | ● | Development applications along the southern waterfront |
| 27 | ○ | ○ | ● | ○ | Opportunity for connection along existing road allowances |



4.2 DRAFT VISION & GOALS

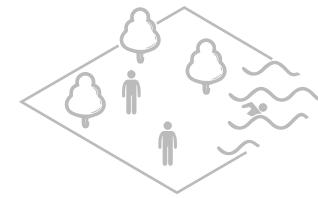
A draft vision statement and set of goals has been prepared to guide the preparation of the Waterfront Master Plan in the next project phase.

Vision Statement

By preserving and enhancing natural identity, expanding links to key features and amenities, and encouraging diverse activities, the Parry Sound Waterfront Master Plan aims to balance economic development with recreation and environmental stewardship, ensuring the waterfront is a dynamic, accessible, and welcoming destination for all.



Goals



Create a waterfront that prioritizes public space and public access
The Waterfront Master Plan will establish vibrant public spaces, improve access to the water, and foster an environment that caters to the needs of all ages and abilities.



Preserve and enhance the natural identity of the waterfront
The Waterfront Master Plan supports preserving the natural identity of the waterfront and protecting its ecosystems and scenic character. New and existing spaces will prioritize planting, shade, and natural landscapes, and invasive species will be managed to improve biodiversity.



Expand connections between the waterfront and key destinations
The Waterfront Master Plan seeks to improve connections to downtown Parry Sound, expand and enhance trail networks, and better integrate the waterfront with existing the fabric of the Town.



Utilize a balanced approach to economic development
The Waterfront Master Plan recognizes the importance of context-sensitive development. New housing, business, and tourism opportunities will be encouraged to strengthen the economic potential of the waterfront while balancing the existing character and natural environment.



Encourage waterfront activation through events and recreation opportunities
The Waterfront Master Plan aims to draw residents and visitors to the waterfront through a mix of formal and informal programming. Existing and new amenities will be maintained to a high standard to create a safe, clean, and inviting waterfront.



5.0 MASTER PLAN



5.1 MASTER PLAN OVERVIEW

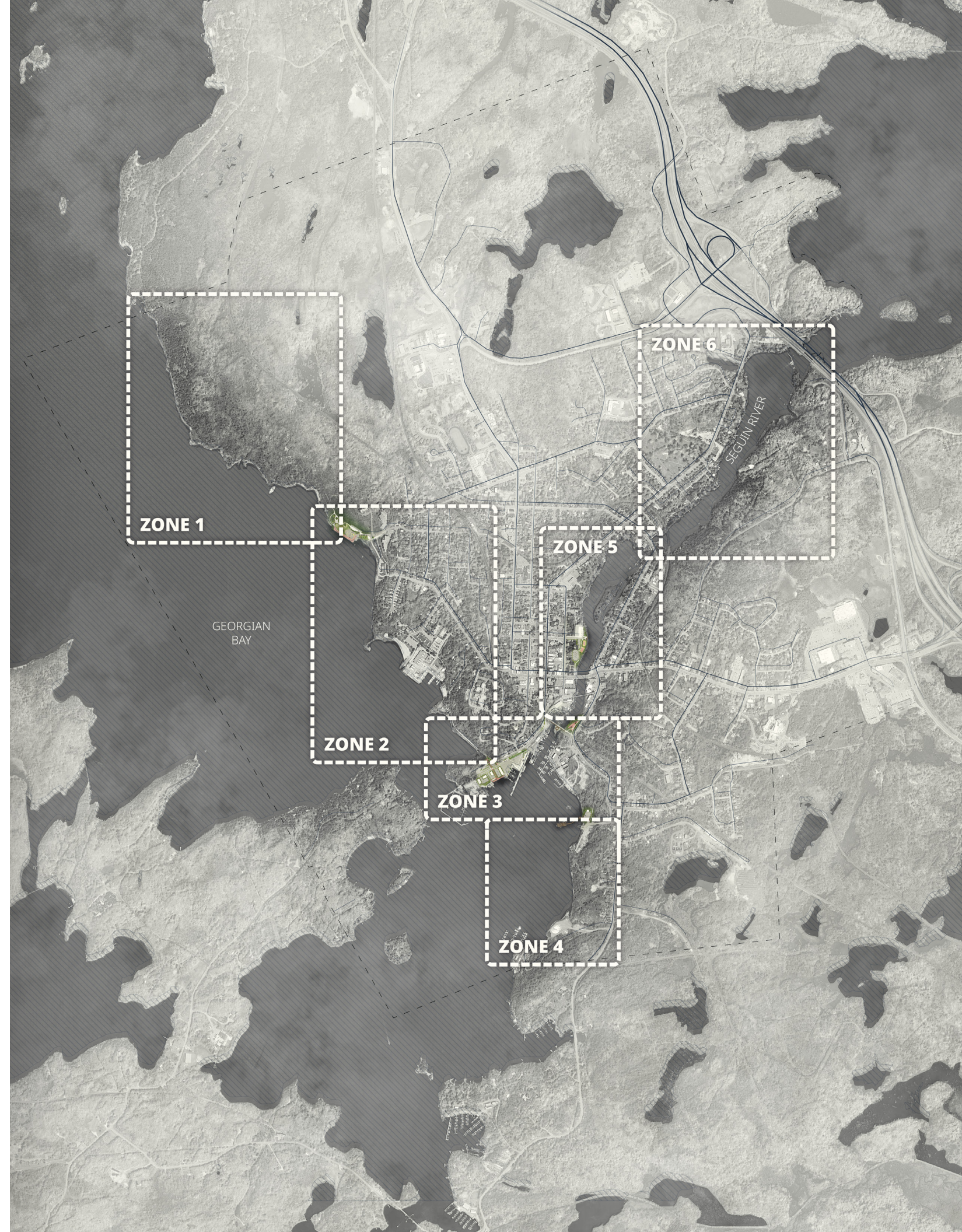
This section presents a comprehensive master plan for the revitalization of Parry Sound's waterfront. The plan is organized around the six zones discussed earlier, each designed to enhance the overall waterfront experience in line with the five core goals outlined in the previous section. The document begins with broad recommendations for the town as a whole, followed by design concepts and specific recommendations for each paired waterfront zone. These guidelines provide a strategic framework for future development, with a more detailed implementation plan to be outlined in the final report.

This area has the potential to be developed as open space and event space, taking advantage of the site's open character and unique views.

Public Access
Nature
Connections
Economy
Activation

Town-Wide Recommendations

- 1 ● ● ● ● ● Establish new corridors to connect streets and neighbourhoods with the shoreline. Utilize sidewalk improvements, wayfinding signage, existing road allowances and municipal lands, and easements as necessary and surrounding areas
- 2 ● ● ● ● ● Improve existing trailheads along the Fitness and Rugged Trails with seating, waste disposal, updated signage/wayfinding, and formalized parking
- 3 ● ● ● ● ● Create policies that require public waterfront access along the Georgian Bay shoreline through the development approval process. Work with existing landowners to provide or improve access, where feasible
- 4 ● ● ● ● ● Create minor trail heads with signage, waste disposal, and seating where the Fitness Trail branches or intersects with a major street
- 5 ● ● ● ● ● Maintain vegetation and add lighting to improve safety and views to the water along the Fitness Trail
- 6 ● ● ● ● ● Remove invasive species along Fitness Trail to improve biodiversity
- 7 ● ● ● ● ● Encourage new developments to integrate with and enhance the shoreline's natural identity by maintaining existing views, topography, and significant environmental features
- 8 ● ● ● ● ● Improve biodiversity and ecology through native plantings, shoreline restoration, and protecting existing natural areas
- 9 ● ● ● ● ● Investigate naturalization strategies in existing parks and public spaces to enhance the Town's natural identity

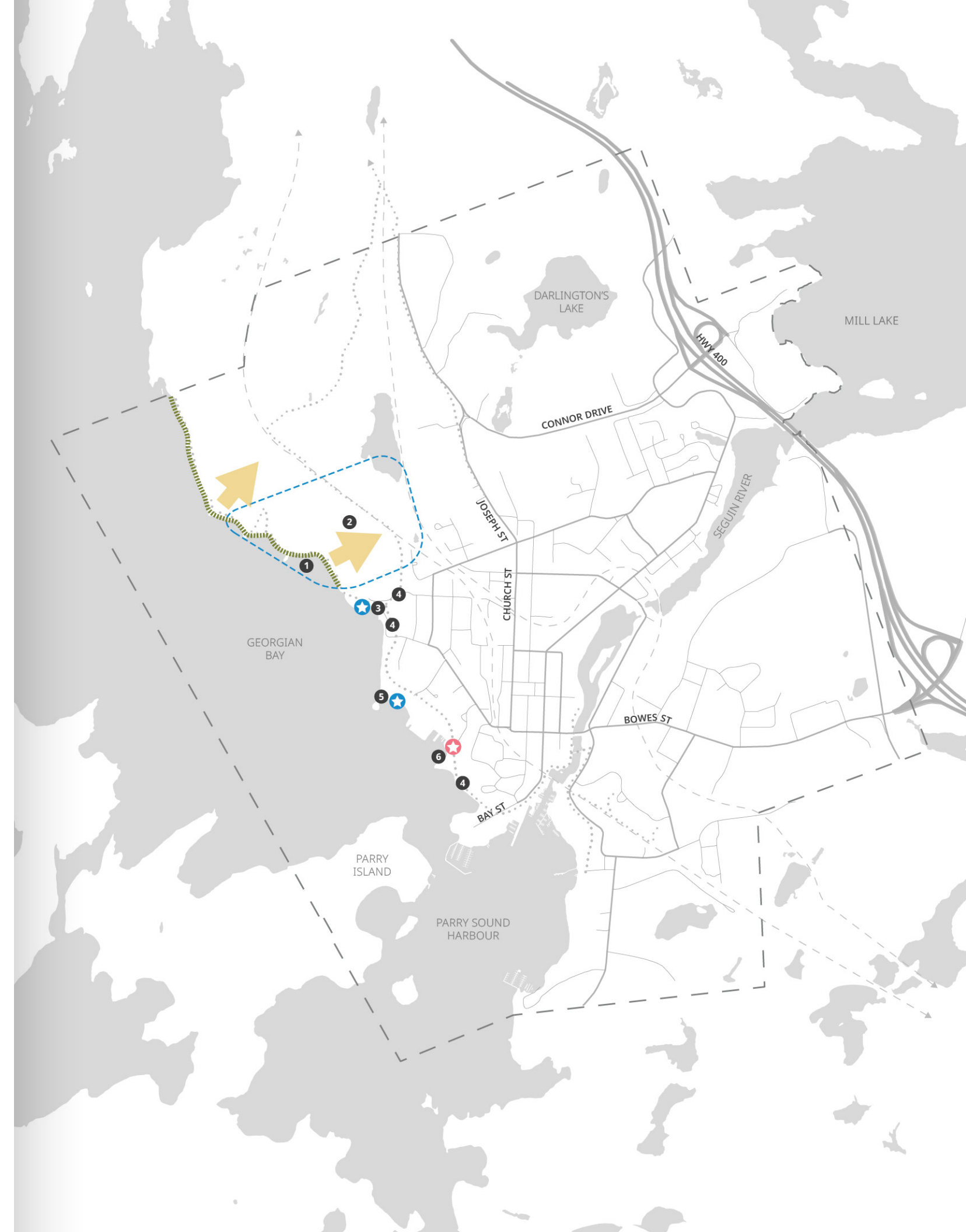


5.2 ZONES 1 & 2

The Waterfront Master Plan recommends several key actions in Zones 1 and 2 to enhance waterfront access and amenities in Parry Sound, as outlined in the chart below. In Zone 1, the underutilized North Salt Dock area will be transformed into a vibrant public space, strategically positioned at the intersection of the Fitness Trail and the North Shore Rugged Trail. This space will serve as a central hub for both recreational opportunities and environmental and historical preservation. These improvements align with Parry Sound's five core waterfront goals, emphasizing the activation of the waterfront, enhanced public access, and strengthened connections to key destinations. It is important that future development connect to, and protect, the existing trail networks in the area. The future design of these areas should consider incorporating elements of the history of the area into the design.

	Public Access	Nature	Connections	Economy	Activation	
1	●	●	●	○	○	Maintain municipal ownership of shore road allowance for use by Northshore Rugged Trail
2	●	○	●	●	○	Collaborate with Beatty Lands developers to provide public trail access
3	●	○	○	○	●	Establish new public space at North Salt Dock once operations have concluded
4	●	○	●	○	●	Improve connection and wayfinding between Fitness Trail and North Shore Rugged Trail
5	●	○	○	○	●	Maintain high standard of care for Waubuno Beach to protect key amenity space
6	○	○	●	○	●	Consider preservation or commemoration for historic train bridge at Old Town Beach

Recommendations

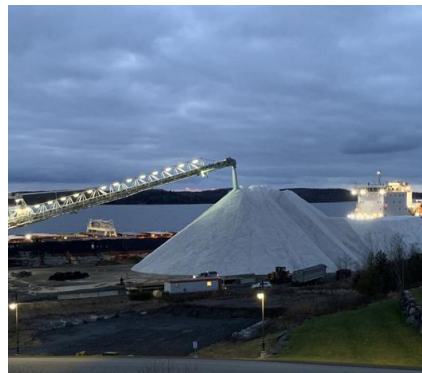


North Salt Dock Concept

The North Salt Dock Concept Design reimagines the site as a vibrant, accessible public space that honours its industrial past while integrating modern amenities and natural beauty. Through future study, the Town may determine if the boat launch is to remain. Key features could include the preservation of the existing boat launch and the maintaining of the deepwater port, with designated parking for boats, trailers, and trailhead users. A waterfront walkway could connect the parking area, providing easy access for visitors. A new, organized trailhead entry plaza could link the two sections of the Northshore Rugged Trail and create a formal connection between the Northshore Rugged Trail and the Fitness Trail. A large open lawn could accommodate community events. The historic salt dock could be symbolized through berms and tree plantings that evoke the salt piles. The site could also feature space for art installations and interpretive signage to educate visitors on the site's natural and industrial history. The existing weight scale structure could be repurposed as a cultural attraction, similar to the Gasoline Grill in Copenhagen. Additional amenities may include a dedicated fishing platform, enhancing recreational access to the water. This design aims to create a dynamic and sustainable waterfront destination, connecting people to both nature and the site's rich history.



1 Potential Reuse of Weigh Scale



2 History of Salt Piles



2 Mounds With Natural Planting Inspired by Salt Piles



3 Painted Asphalt



4 Art Installation/Lookout



5 Formalized Trail Head with Seating

Design inspiration for conceptual development, derived from a curated selection of precedent images



5.3 ZONES 3 & 4

The Parry Sound Harbour Waterfront Plan aims to revitalize Zones 3 and 4 by enhancing connectivity, public access, and economic development, while balancing growth with environmental preservation. Concept designs focus on key areas including the Stockey Centre/MNR lands, Town Dock, Seguin River Mouth/Seguin River Parkette, and Champagne Street.

Recommendations

- | | Public Access | Nature | Connections | Economy | Activation | |
|----|---------------|--------|-------------|---------|------------|---|
| 1 | ○ | ○ | ○ | ○ | ○ | Expand pedestrian facilities and add navigational elements (wayfinding signage, public art, visual landmarks) to draw people from downtown to the central waterfront |
| 2 | ○ | ● | ○ | ○ | ○ | Improve connection between the Stockey Centre, Fitness Trail, and shoreline. Consider policies that maintain the natural shoreline along the Bob's Point |
| 3 | ○ | ○ | ○ | ○ | ○ | Consider reconfiguration or closure of Bay Street and Tribute Street intersection to improve pedestrian safety and eliminate Fitness Trail gap |
| 4 | ○ | ○ | ○ | ○ | ○ | Establish policies to preserve and enhance views from Parry Sound Harbour and the Town Dock toward the high train bridge |
| 5 | ○ | ○ | ○ | ○ | ○ | Establish new Seguin River crossing at the high train bridge to connect the Fitness Trail within the central waterfront |
| 6 | ○ | ○ | ○ | ○ | ○ | Provide a safe crossing of Great North Road to link the Fitness Trail with the Tower Hill Path. Create minor trailhead where Tower Hill Path meets Great North Road |
| 7 | ● | ○ | ○ | ○ | ○ | Widen connection between Bay Street and the Big Sound Marina to improve public access through a sidewalk and expanded driveway |
| 8 | ● | ○ | ○ | ○ | ○ | Expand temporary public docking options in the central waterfront |
| 9 | ● | ○ | ○ | ○ | ○ | Utilize existing concrete footings for new pier and docking facilities at the foot of Champagne Street |
| 10 | ● | ○ | ○ | ○ | ○ | Formalize parking and trailhead at the foot of Champagne Street in conjunction with new pumping station construction |
| 11 | ● | ○ | ○ | ○ | ○ | Plan for formal extension to the Fitness Trail south of Champagne Street. Balance shoreline access, topography views, and variety |
| 12 | ● | ○ | ○ | ○ | ○ | Create a new public plaza on the MNR lands to host outdoor events and support the Stockey Centre |
| 13 | ● | ○ | ○ | ○ | ○ | Add pedestrian connections from Bay Street to the Town Dock |
| 14 | ○ | ○ | ○ | ○ | ○ | Encourage new retail and restaurant uses along Bay Street and surrounding the Town Dock through Official Plan policies, Community Improvement Plans, and other public investments |
| 15 | ● | ○ | ○ | ○ | ○ | Work with the Island Queen and Department of Fisheries and Oceans to allow for public access to the Town Dock during cruise ship operations |
| 16 | ○ | ○ | ○ | ○ | ○ | Adopt policies to preserve the South Salt Dock as a key industrial site |
| 17 | ● | ○ | ○ | ○ | ○ | Maintain Sound Boat Works and nearby area to support waterfront access and related construction services. |





PARRY SOUND HARBOUR

MNR Lands Concept 1

The MNR Lands Concept envisions a dynamic, multi-functional space that combines a public plaza, lookout platform, and small parks. North of Bay Street, directly adjacent to the Stockey Centre, visitors could find the lookout, Monument Park, and Music Park (with existing monuments and interactive installations relocated to these parks). The future vision of this area provides options of a mix of public spaces and commercial space to attract residents and visitors to the waterfront throughout all four seasons.

To the south of Bay Street, a proposed plaza could feature a centrally located fountain that can accommodate seasonal programming—such as a skating rink in winter and a fountain in summer. Nearby amenities could include a stage for concerts and a facility housing washrooms, changing rooms, and a mechanical room. The informal driveway west of the plaza could provide service access to the stage and washroom building. Berms could be integrated around the park to block prevailing winds and noise. Steps and platforms could allow limited access to the waterfront without disturbing the shoreline, drawing inspiration from projects like Kroyer Plads and Sandkaj. The park could also feature small shops to support local vendors. The design prioritizes easy circulation, with clear pathways connecting the lookout platform, parks, plaza, and the water's edge, creating a balanced environment for relaxation, play, and cultural engagement.

The boathouses along the waterfront are a unique characteristic. Future redevelopment of this area could need to consider whether these boathouses remain intact, whether they are repurposed or removed.



1 Interactive & Educational Elements



2 Tree Lined Promenade



3 Retail Space



4 Steps Down to Water



5 Lawn & Playground



6 Shallow Fountain/Skating Rink

Design inspiration for conceptual development, derived from a curated selection of precedent images



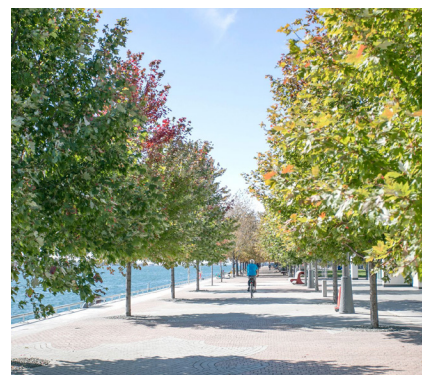
MNR Lands Concept 2

The possible design envisions a plaza carved from a dynamic, natural landscape, featuring expansive planting beds, lawns, and smaller garden areas that seamlessly integrate built and green spaces. The future vision for this area could include a blend of public spaces and commercial uses designed to attract both residents and visitors to the waterfront year-round.

A winding trail, inspired by projects in Bracebridge and Arrowhead Park, could offer year-round recreational access, with the option of being frozen in winter for skating. Strategically placed berms could provide shelter from wind, parking areas, and roads. A naturalized riverwalk, with an organic shoreline and native plantings, could run along the water's edge, promoting ecological integrity. At the southwestern edge, a natural play area could encourage interaction with the environment, surrounded by trees and open spaces. Market stalls could be incorporated into the site, providing spaces for local vendors during community festivals. Throughout the plaza, naturalized plantings could dominate, emphasizing sustainability and low-maintenance care, while a few flexible lawns could offer spaces for events and informal gatherings. The overall concept fosters a sense of tranquility and play, ensuring the plaza is functional and inviting throughout the year.



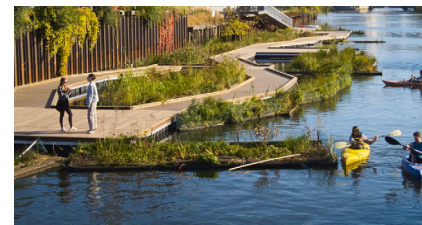
1 Interactive & Educational Elements



2 Tree Lined Promenade



3 Retail Space



4 Steps Down to Water



5 Hotel Adjacent Near Waterfront



6 Boat Docking

Design inspiration for conceptual development, derived from a curated selection of precedent images



Town Dock Concept

A concept has been developed for the Town Dock to support the revitalization of the space. It offers a temporary solution that retains the existing driveway and the green buffer between the Fitness Trail and the parking area, while introducing targeted enhancements to improve pedestrian access. The concept emphasizes quick, low-cost improvements intended to activate the site and engage the community in the short term, while creating potential for future, long-term enhancements.



1 Gateway Sign/ Public Art



2 Trees Along Promenade



3 Temporary Planters



4 Tree Lined Fitness Trail

Design inspiration for conceptual development, derived from a curated selection of precedent images



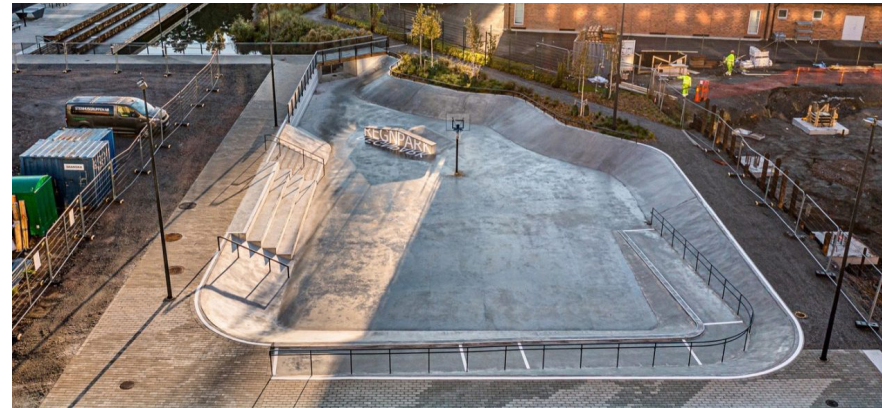
Seguin River Mouth Concept

The design concept establishes a seamless connection between two sections of the Fitness Trail, incorporating a boardwalk and skatepark as central features. The 2.5-metre-wide boardwalk leads to a circular lookout that provides gathering and seating opportunities, while also stepping down to a rocky area ideal for exploration. The skatepark is bordered by dense plantings, which preserve views while offering a natural buffer. Adjacent to the skatepark, a central plaza serves as a hub where the two paths of the Fitness Trail converge. An amphitheatre, utilizing the natural slopes of the landscape, provides tiered seating next to the skatepark. The design emphasizes ecological preservation, clear signage, and spaces for relaxation and exploration, creating a harmonious connection between the skatepark, Fitness Trail, and the surrounding environment.

This concept also encourages improvements to the Seguin River Parkette. Improvements could include the use of this space for local vendors or updates to the landscaping features of the parkette.



1 Viewing Platform



2 Revitalized Skate Park

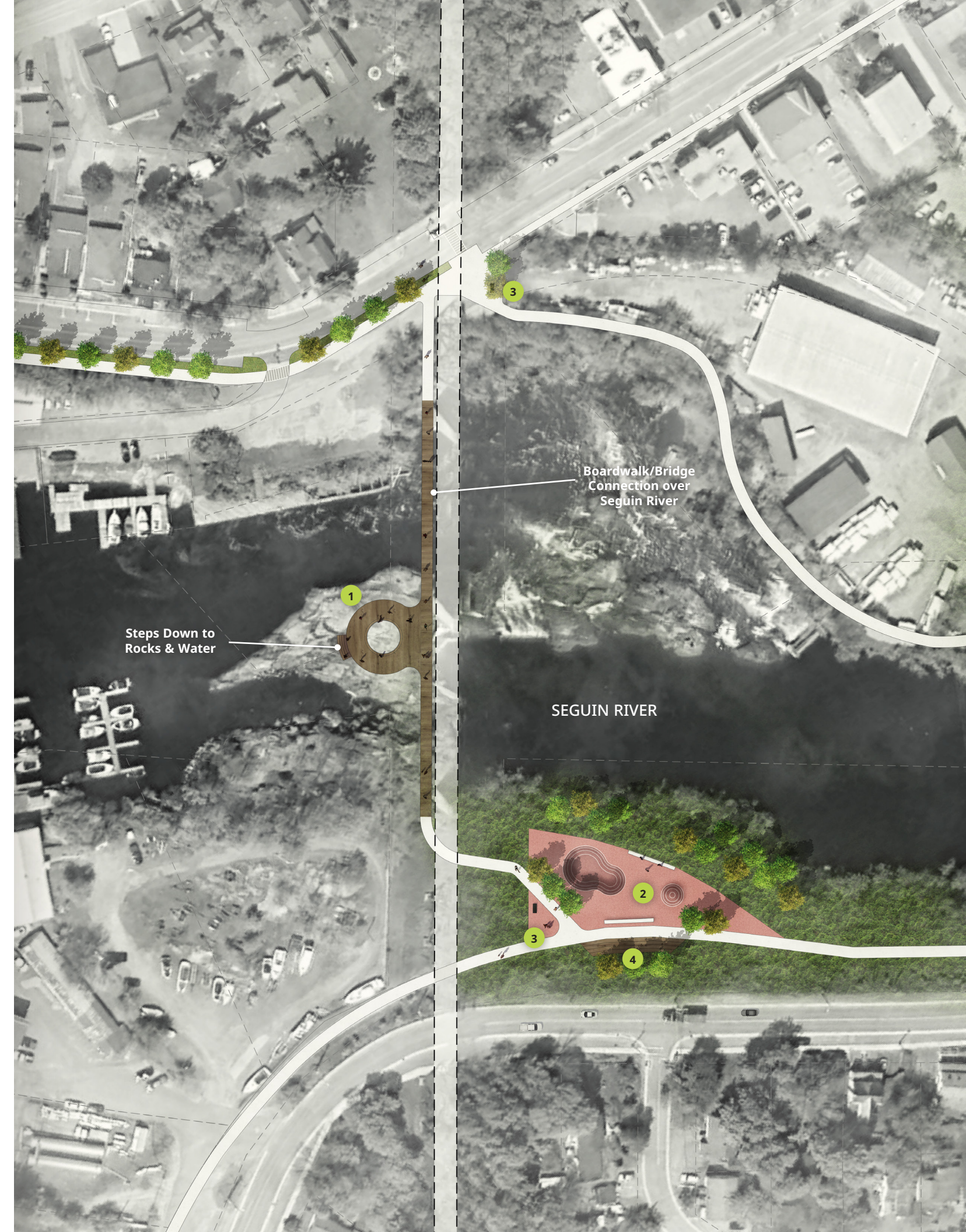


3 Formalized Trail Head



4 Seating Area/Steps

Curated selection of precedent images



Champagne Street Pier Concept

The concept design for the Champagne Street Pier seeks to transform a historic industrial site into a vibrant community space by repurposing the existing piers and creating a large viewing platform offering scenic views of boats and planes. The design incorporates shoreline naturalization, improved access to a future pumping station, a boat slip for parking, and enhancements to the Fitness Trail trailhead. An interactive history board and educational signage could highlight the site's past as an oil drop-off location and showcase the environmental remediation efforts, fostering a deeper connection to the area's history while promoting ecological restoration and community engagement. This area was once a key location for ships to reprovision and take on supplies with a number of commercial businesses operating in the area.



1 Picnic Area



2 Seating Area on Pier

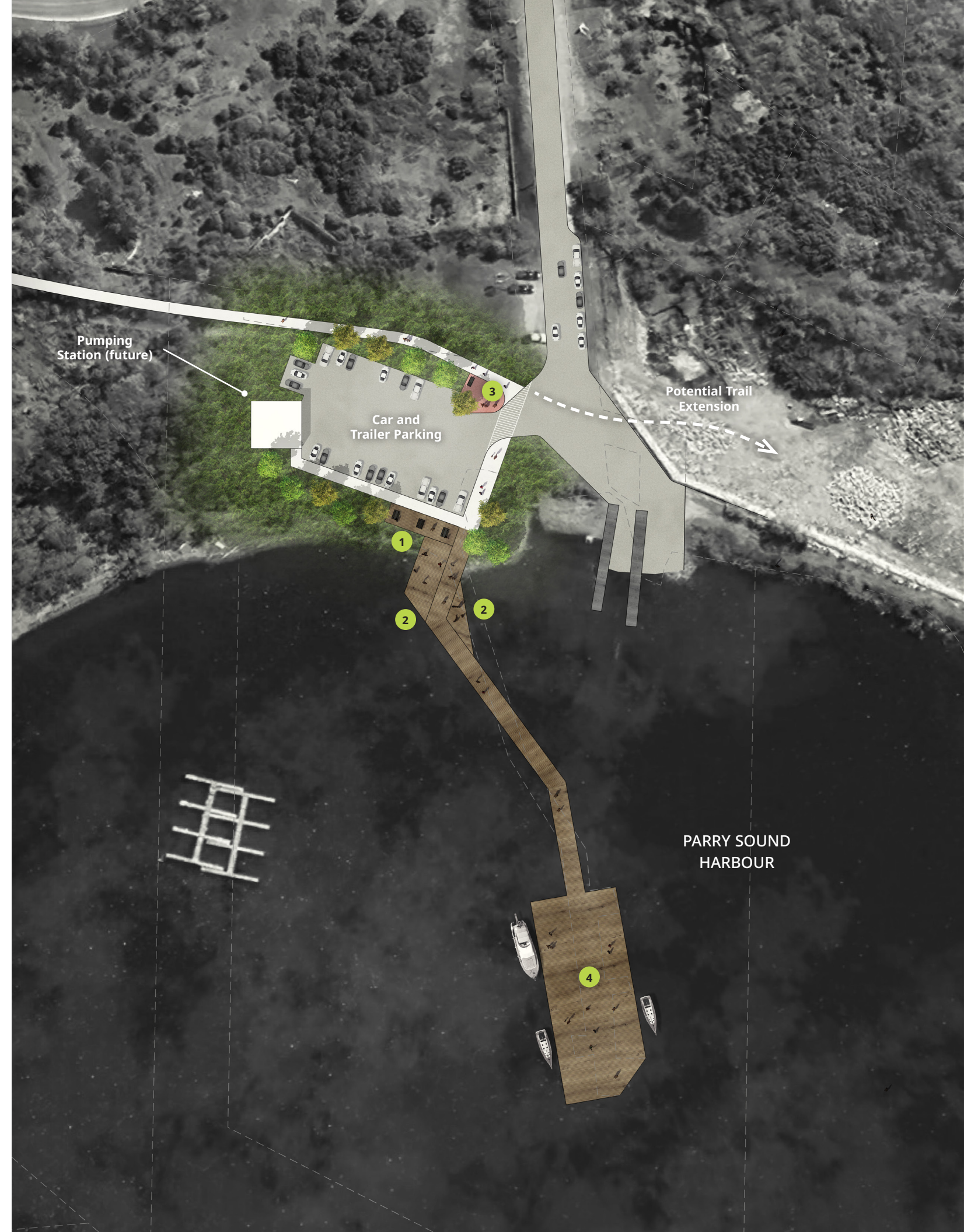


3 Formalized Trail Head



4 Reconstructed Pier

Curated selection of precedent images



5.4 ZONES 5 & 6

The recommendations for Zones 5 and 6, including the Bobby Orr Community Centre, focus on enhancing public access to the Seguin River and improving recreational opportunities. At the Bobby Orr Community Centre, the existing Fitness Trail will be extended from the Centre to the Seguin River walking bridge, connecting residential areas with the Centre and the Waterfront. Additionally, a public boat launch and rental facilities will be developed at the Centre to improve river access. In Zone 6, which currently lacks public boat launches, new access points and boat rental services will be introduced. Both zones will feature improved waterfront amenities, such as enhanced water access points, upgraded portage connections, and waterfront businesses, all designed to respect the natural and residential landscape. These enhancements aim to foster greater community engagement, promote outdoor recreation, and strengthen the connection to the Seguin River.

- | | Public Access | Nature | Connections | Economy | Activation |
|---|---------------|--------|-------------|---------|------------|
| 1 | ● | ○ | ○ | ○ | ○ |
| 2 | ● | ○ | ○ | ○ | ○ |
| 3 | ○ | ● | ● | ○ | ○ |
| 4 | ○ | ○ | ○ | ● | ● |
| 5 | ○ | ○ | ● | ○ | ○ |

Recommendations

- 1 Consider improvements to William Street Park and Yvonne Williams Park encourage access to the river, such as docks, rafts, or swimming areas
- 2 Improve access to the Seguin River at the Bobby Orr Community Centre through boat launch and/or boat rental facilities
- 3 Explore easements or property acquisition to improve portage connections between Mill Lake, the Seguin River, and Georgian Bay
- 4 Encourage business along the Seguin River to address the river through patios, signage, and docking facilities
- 5 Extend Fitness Trail from Seguin River overpass to Bobby Orr Community Centre



Bobby Orr Community Centre Concept

The proposed expansion at the Bobby Orr Community Centre includes extending the fitness trail to connect key features, such as the Centre, a proposed kayak dock, reconfigured sports court areas or enlarged parking areas, and a boat launch. The new kayak dock will provide easy water access with steps leading down to tie up boats, and a shaded seating area will be added nearby, offering a space to relax and enjoy the surroundings. The sports court and tennis court will either be reoriented or removed and parking increased. If removed, the courts will be relocated to another park in the Town. To the south of the court, the trail will lead to a passive lawn area and a wooden ramp for the boat launch, enhancing both active and passive recreational opportunities.



1 Picnic Pavilion



2 Seating Overlooking Water



3 Boat Rental



4 Relocated Basketball and Tennis Courts

Design inspiration for conceptual development, derived from a curated selection of precedent images





6.0 IMPLEMENTING POLICIES



6.1 DRAFT OFFICIAL PLAN POLICY

Section Numbers

2.2 Principles

- 2.2.1 The vision statement is supported by several principles that help to underpin the policies of this Official Plan and guide decision-making to align with the vision. These principles are presented in no priority order and are considered of equal importance:
- The Town will continue its commitment to develop, maintain and enhance an active and vibrant commercial core that is pedestrian oriented and integrally linked with the harbour area and waterfront.
 - The waterfront and harbour area will be a vibrant and active gathering space with a mix of residential, tourist, commercial, entertainment and recreational uses and facilities, developed in a way that is complementary to the natural setting and physical surroundings
 - Public access to the waterfront will be maintained and pedestrian access will be improved through enhancing active transportation connections.

2.3 Community Character

- 2.3.3 Parry Sound is a community of distinct neighbourhoods that were formed because of the topography and the placement of iconic infrastructure elements such as railway lines and bridges as well as a road network that provides access to and through the Town. The downtown remains an important area for government services and commerce both locally and regionally. Meanwhile, the waterfront and harbour areas are expected to see significant change in part because of redevelopment of former industrial sites left vacant for years. The waterfront and harbour areas will continue to play an important role as a major destination and provide gathering spaces where residents and visitors can enjoy the amenities and activities. There are broader global forces influencing other aspects of the Town's evolution including changes in the retail industry and the public's desire to combat climate change which factor into the policy approach in this Plan. As the waterfront redevelops, the Town shall consider opportunities for interpretive signage in order to detail First Nation History in the Area. In addition, the opportunity for ceremonies such in areas such as the Seguin Parkette and areas adjacent to the Pegahmagabow Statue.

3.5 Harbour Area

- 3.5.1 The Harbour Area is an important foundational and character-defining element of the Town's structure and helps to identify the geographic

importance of the Town's location on Georgian Bay, as well as the role of the waterfront and harbour lands as a major destination for residents and visitors, and for public and private development interests and place making opportunities. The Harbour Area will provide an inviting gathering space and function as a destination for tourism-related activities and facilities. The Harbour Area will include lands that allow for residential, retail, commercial, accommodation, tourism, and cultural/entertainment uses and open spaces. Gaming facilities, including casinos, slot parlours, and other gambling establishments, are not permitted within the Harbour Area.

- 3.5.2 The Town will support the implementation of the Waterfront Master Plan with a focus on the Harbour Area. The Waterfront Master Plan provides a greater level of detail to describe the future vision and uses in the Harbour Area, aligned with the Vision and land use designations of this Official Plan.
- 3.5.3 The Harbour Area will support a mix of residential, accommodation, retail and service uses geared to the year-round population as well as tourists. The Harbour Area will also contain tourist attractions, and public gathering spaces and parkland, while maintaining overall public access opportunities to the water and waterfront.
- 3.5.4 Strong physical and visual connections to the Central Commerce Area will be made through upgraded active transportation connections between the Harbour Area and the Central Commerce Area as well as way-finding signage.
- 3.5.5 Public docking facilities and boat launch facilities will be maintained and enhanced to provide greater opportunities for the public to access the Town from the water and for access to Georgian Bay from the land.
- 3.5.6 The redevelopment of underutilized or brownfield properties will be encouraged to the highest and best use in keeping with the vision of the waterfront expressed through this Official Plan and further through the Waterfront Master Plan.
- 3.5.7 Although the Harbour Area is expected to accommodate some of the tallest buildings in Town, new development will respect the topography and important views and vistas to ensure buildings integrate into the surrounding uses and do not project higher than the surrounding physical landscape and maintain the opportunities for panoramic views of the harbour, Georgian Bay and to the Town from the water.
- 3.5.8 Public access to all areas of the waterfront in the Harbour Area will be maintained including the continuation of the Fitness Trail, park system, and Town dock(s). Future development applications must provide opportunities for continued connection of the linear trail networks in the Harbour Area.
- 3.5.9 Public art and casual gathering spaces including along the linear trails and park system, will be encouraged in the Harbour Area to enhance the sense of place and experience-making opportunities.

- 3.5.10 The Town will strive to provide public access to waterfront lands.
- 3.5.11 The accommodation of the need for parking and traffic management will be explored through the potential for parking structures in strategic locations and limiting vehicular access to certain areas in order to promote active transportation and a more pedestrian-friendly environment.
- 3.5.12 The Town supports the maintenance and expansion of existing marinas in the Harbour Area to support those that rely marinas and launches for access to water access only lots. The Town also supports the location of strategic industrial uses in the southern portion of the Harbour Area to support industries that require access to Georgian Bay.
- 3.5.13 The Town will consider opportunities to build public/private partnerships in the Harbour Area to implement the policies of this Plan including those related to parking, connections, place-making and community building.
- 3.5.14 Development of lands within the Harbour Area will consider opportunities to educate and showcase the areas history including First Nation history.
- 3.5.15 With access to Georgian Bay, the Harbour Area provides a direct link to ecological and cultural important areas along Georgian Bay's eastern coast. This Plan supports education and research opportunities within the Harbour Area.

4.9 Central Mixed-Use

- 4.9.3 The Central Mixed-Use designation will be planned to:
 - a) Integrate with the harbour and waterfront areas through place making, signage and active transportation links.

4.10 Harbour Mixed-Use

- 4.10.5 Standalone residential uses may be considered through a site-specific Amendment to this Plan and the proponent shall demonstrate, to the Town's satisfaction:
 - a) The development includes measures to scale the building height and massing in keeping with the character of the waterfront and harbour; and
 - b) Public access is maintained to the waterfront and linkages are provided to the public trails and active transportation infrastructure.
- 4.10.10 Hotels, lodges or resorts which are oriented towards the waterfront shall provide public access to the waterfront and may contain docking facilities for recreational boat traffic. Restaurants and other uses as part of an accommodation use or stand-alone use shall be oriented to the waterfront to attract and service visitors and tourists to the area.
- 4.10.11 Lands within the Harbour Mixed-Use designation may be zoned to allow

- a maximum building height appropriate to the context. Buildings or structures in excess of three (3) storeys may be permitted by way of a Zoning By-law Amendment, subject to the following criteria:
 - a) the maintenance of waterfront vistas from private and public lands;
 - b) demonstration of how the proposed structure fits in with the surrounding uses and the natural terrain and addresses the adjacency policies of section 5.6; and
 - c) the use of site buffering and landscaping treatments to minimize the visual impact of such a structure.

- 4.10.12 The operation and expansion of the existing and/or new marinas is supported.
- 4.10.13 Developments which support the resort and tourist attraction theme of this area of the waterfront including condominium and time-sharing residential development may be permitted and will be subject to Site Plan Control.
- 4.10.14 Parking and traffic flow are important considerations in the Harbour Mixed-Use designation. It is a policy of this Plan that:
 - a) Parking areas supporting uses and activities in the Harbour Mixed-Use designation area shall not be permitted directly adjacent to waterfront, rather they shall be located away from the water.
 - b) Large surface parking lots shall be discouraged. Where surface parking lots exist, they should be divided into smaller and more defined sections using landscape strips, islands and/or pedestrian walkways.
 - c) Structured parking facilities will be given consideration by the Town either on public lands or in partnership with private developers with consideration given for street level and pedestrian impacts including factors related to safety and visual impact.
 - d) Large vehicle parking should be accommodated outside of the Harbour Mixed-Use designation area through arrangements for shuttle services from larger parking areas elsewhere in the municipality.
 - e) Vehicular traffic flow and safe accommodation of pedestrian traffic into and within the Harbour Mixed-Use designation area shall be prioritized by ensuring there are continuous sidewalk and trail connections and easily identifiable pedestrian walkways through parking areas.

4.11 Industrial

- 4.11.12 Existing industrial uses along the waterfront area are recognized as important employment generators in the Town and region. While the eventual transition of industrial uses to other uses more compatible with the adjacent designations is expected on some sites, their

continued use is encouraged and permitted. The Town will ensure that proposed development of sensitive land uses adjacent to such existing uses will only be permitted if potential adverse affects to the proposed sensitive land use are minimized and mitigated, and potential impacts to the industrial uses are minimized and mitigated in accordance with provincial guidelines, standards and procedures.

4.13 Open Space

4.13.9 The Town will require the extension of the Algonquin Regiment Fitness Trail and connection to it for continuous public use, by new development and/or redevelopment proposals with frontage on the waterfront of Georgian Bay.

5.2 Focus on Housing

5.2.4 The provision of housing units near employment opportunities and services that meet the daily and weekly needs of the population, will assist the Town in creating the framework for a public transit system focused along the Arterial roads, as well as within the central core and waterfront areas.

5.4.4 Dark Sky Considerations

5.4.4.1 Light pollution can affect people and other living creatures. Despite being an urban community, Parry Sound is situated on the shores of Georgian Bay and surrounded by more rural environments where there is very little ambient light from development. The Town recognizes the value of a clear view of the night sky and wishes to encourage sensitivity to maintaining a dark sky as much as possible through the following measures:

- a) Preservation of the waterfront and rural character and existing environment shall be facilitated through the use of dark sky lighting.

7.0 IMPLEMENTATION



7.1 IMPLEMENTATION OF WATERFRONT MASTER PLAN

The Waterfront Master Plan has been prepared to guide development in the waterfront areas of the Town of Parry Sound. The implementation of the Waterfront Master Plan will occur over time and will involve a number of mechanisms including the municipal budget process, the Official Plan and partnerships. The Official Plan will include policies that implement the concepts established in the Waterfront Master Plan while the building out of the various elements of the Waterfront Master Plan will largely be contingent on public/private partnerships and particularly the build out of private developments in the Harbour Area.