

**Town of Port Severn
TOWNSHIP OF GEORGIAN BAY**

MASTER SITE PLAN AND URBAN DESIGN GUIDELINES

FINAL REPORT

July 2009

Port Severn
Harbour

PORT SEVERN HARBOUR RD

Gates of
Muskoka

HWY 400

Town of Port Severn
TOWNSHIP OF GEORGIAN BAY
MASTER SITE PLAN AND URBAN DESIGN GUIDELINES
FINAL REPORT

July 2009

Submitted By:



In association with:



Prepared For:



ACKNOWLEDGEMENTS

The Master Plan and Urban Design Guidelines for the Town of Port Severn is the product of collective input from Township of Georgian Bay staff, local residents, council members and key stakeholders. These dedicated individuals addressed important concerns and issues surrounding the development of a master plan to guide the future of Port Severn.

Those who made a concerted effort to participate in the public meetings and design charrettes will have a greater sense of ownership and pride, as it is these individuals who have helped shape the Master Plan and Urban Design Guidelines for Port Severn. The future design of Port Severn is a culmination of the ideas of staff, land owners, and stakeholders combined with the expertise of the consultants which has resulted in a practiced Master Plan and Urban Design Guidelines to be used to guide the future development within Port Severn.

Consultants

EDA Collaborative Inc. commenced work on this study in August 2008. This document summarizes the planning and community engagement process, design vision and principles, master plan concept, land use planning strategy, urban design guidelines, sustainability criteria and implementation strategy. EDA provided the overall project management, streetscape, open space, built form and urban design components.

Planning Solutions Inc. provided the consultation expertise for this study. Community engagement was an integral component throughout the entire process from inception to the development of the final master plan and urban design guidelines.

J.H. Stevens Planning & Development Consultants provided the planning expertise for this study paying particular attention to the land use strategy and the urban design guidelines.

TCI Management Consultants provided the market review and demographic analysis.

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1.0 INTRODUCTION AND BACKGROUND

1.1 Introduction

The community of Port Severn is geographically located in the Township of Georgian Bay within the District of Muskoka. Strategically situated at Lock 45 on the Trent Severn Waterway, Port Severn acts as the community connection between the Trent Severn Waterway and the entrance to Georgian Bay. One of three communities in the Township of Georgian Bay, Port Severn enjoys full municipal services. Spatially bisected by Highway 400 and by the water highway, it is an urban water-based community that is within easy commuting distance of Barrie, Midland, Orillia and the Greater Toronto area. Together with the communities of Honey Harbour, and MacTier, Port Severn acts as a service centre for the Township.

In few words, Port Severn is an opportunity waiting to happen. Rich in history and strategically located at the juncture of the Trent Severn Waterway and Georgian Bay, Port Severn is a community with a great deal to offer seasonal and permanent residents as well as visitors to the area. Its attractiveness has not gone unnoticed and increasing pressure to develop the area is acting as a catalyst for community change. Responding to development pressure in a fragmented and piecemeal fashion has prompted Township Council to focus strategically on community growth and change and to develop a community-based vision, captured in a Master Plan and updated Urban Design Guidelines that enshrines the values of those who call Port Severn home.

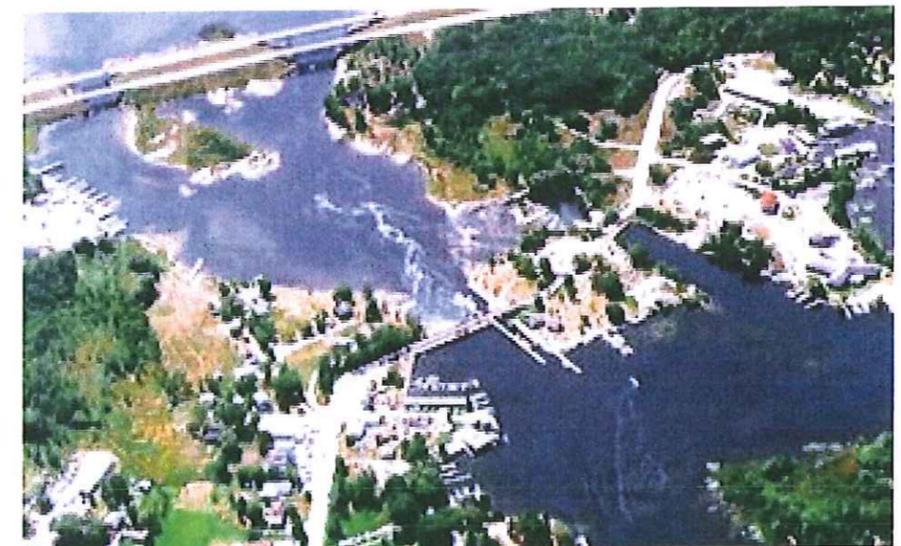
Having a Master Plan in place that has a broad base of community support will enable Port Severn to direct change in a proactive and strategic manner. It will allow the community to determine the future of Port Severn and to identify those community attributes and characteristics that need to be protected, preserved and enhanced.

1.2 Inspiration for the Plan

Inspiration for the Master Plan and Urban Design Guidelines can be traced back to 2005 when the Township of Georgian Bay embarked on a strategic planning process to define a community vision. That vision calls for the Township of Georgian Bay to understand the challenges and build on the areas of opportunity from an economic, community and social service, marketing, physical planning and design perspective. The Strategic Plan received Council approval in September 2005. Since then, Port Severn has come under pressure from a number of sources. An increased interest in the area by the development community has resulted in exponential development pressure. New and continually evolving provincial planning policies have placed additional pressure on the community from a land use and planning perspective. Without a Council endorsed Master Plan and Urban Design Guidelines, development in the community is being assessed in a piecemeal and reactive manner. Council, under the direction of Mayor Walden has taken the initiative to develop a strategic framework for managing growth and ensuring that it reflects the goals, objectives and strategic vision of the entire community.

The Master Plan and Urban Design Guidelines have brought government, industry and community members together to define a vision for the future development of Port Severn. The Master Plan will be used as a strategic blueprint to guide future growth and development and, as such, will enable decisions to be made to ensure Port Severn remains a cohesive, well planned and sustainable community that meets the needs of those it serves.

To this end, Mayor Walden and members of Township Council saw the need for a Master Plan but at the same time recognized the importance of developing the Master Plan with the community. From the inception, the process has not been one of simply consulting with the community, but a far more rigorous community engagement initiative that has involved government, the business sector and members of the community in actively planning for the future of Port Severn.



Lock 45 at Port Severn

1.3 Opportunities

The Physical Plan consists of two component pieces: a Master Site Plan and an updated set of Urban Design Guidelines. The Master Site Plan reflects a visual graphic and schematic representation that identifies a blueprint and framework for the community as a whole. It identifies the community centre and associated land uses in Port Severn. The updated Urban Design Guidelines emphasize aesthetics and include those critical components that define the public realm – the streetscapes, squares, parks and open spaces as well as built form as it relates to the definition of the streets and public spaces. The Guidelines define the community fabric – vehicular and pedestrian circulation, key nodes and focal points, views and vistas, road hierarchies, parks and open space hierarchy, trails, streetscape cross sections, built form including height, massing and facades and related items at key locations.

In combination, the Master Site Plan and Urban Design Guidelines provide the community of Port Severn with a strategic blueprint for community growth. They offer a graphic and textual description of how the community will develop into the future and as such, provide a decision making framework for assessing development proposals by staff, proponents and members of Council. The direction contained in the Master Plan and Urban Design Guidelines will be incorporated into the Township's Official Plan when work commences to update the Official Plan next year.

Port Severn is perfectly poised to take advantage of its strategic location, abundant natural resources, important cultural and ecological features and strong sense of community. From its early roots as a lumbering town, Port Severn has changed little with the passing of time. Strategically situated at Lock 45, Port Severn is the southern entrance to Muskoka and enjoys high visibility from Highway 400 as well as superb water access via the Trent Severn system. Ecologically, Port Severn is unique. The presence of a distinctive geological formation known as a limestone outlier has created habitat for several species of snakes in the community. Culturally, the importance of the area can be traced to aboriginal people.

While the community has retained its historic fabric, Port Severn is unique in that there are few vestiges from today's modern era of fast food outlets and mini malls. With a virtually blank slate, Port Severn has the capacity – unlike many other communities across Ontario's landscape – to plan for growth that is in keeping with an original and unencumbered vision



2.0 CONTEXT

2.1 Location

Port Severn is a community located in the southern portion of the Township of Georgian Bay within the District of Muskoka. Strategically situated at Lock 45 on the Trent Severn Waterway, Port Severn acts as the community connection between the Trent Severn Waterway and the entrance to Georgian Bay. One of three communities (Honey Harbour, MacTier and Port Severn) in the Township of Georgian Bay, Port Severn enjoys full municipal services. Spatially bisected by Highway 400 and by the waterway, it is water-based community that is within easy commuting distance of Barrie, Midland, Orillia and the Greater Toronto area. Together with the communities of Honey Harbour, and MacTier, Port Severn acts as a service centre for the Township.

The market area of Port Severn extends into the County of Simcoe and specifically into Tay Township and Severn Township. For the purposes of this study, however, only that portion of Port Severn located in the Township of Georgian Bay has been considered. The study area boundaries are depicted in Figure 2.

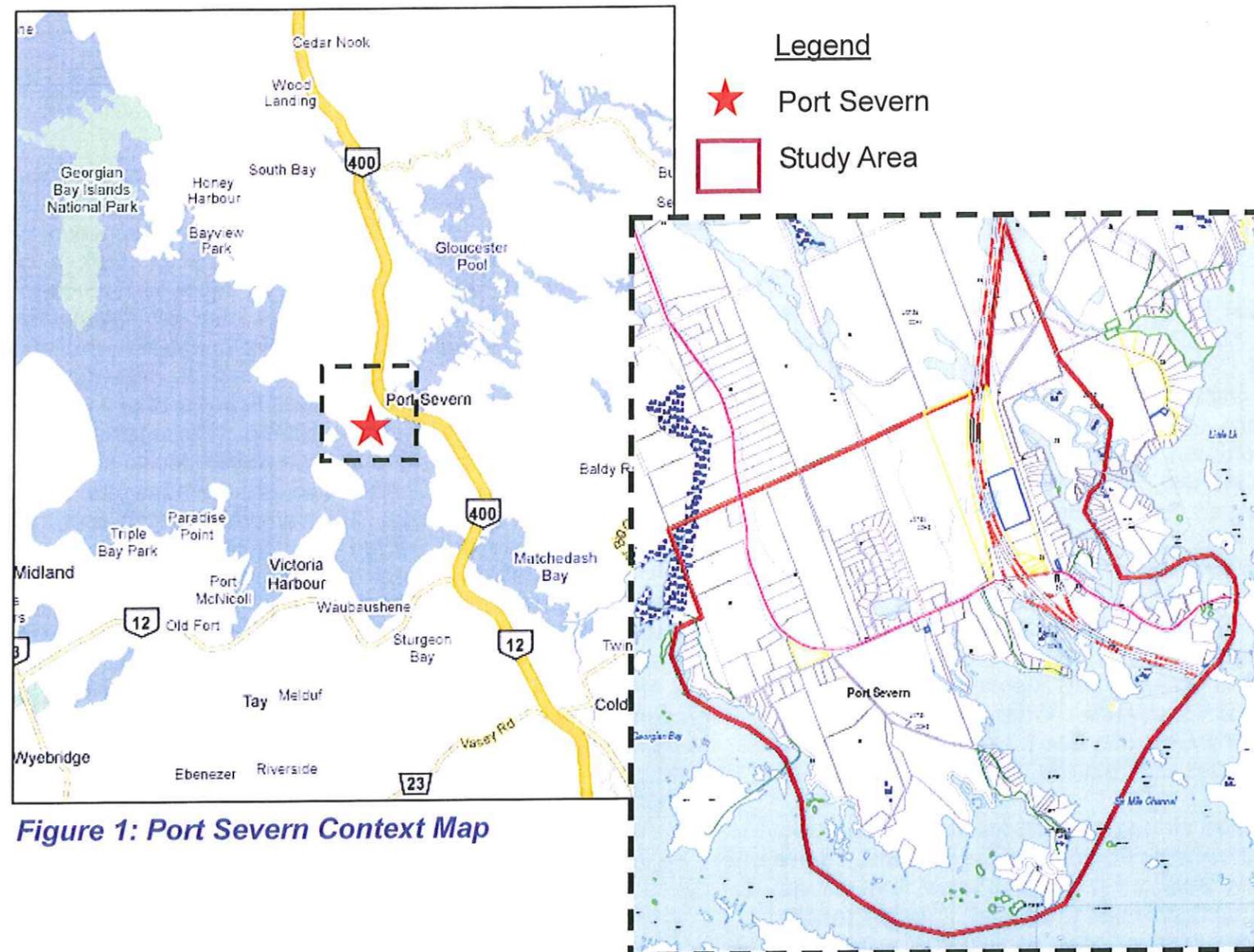


Figure 1: Port Severn Context Map

2.2 Historical Background

Originally known as Severn Mills, the construction of an initial sawmill in 1830 by the Government of Upper Canada (now Ontario) was built to offer income for First Nations living on the nearby Coldwater reserve. The distance to settlement however proved problematic and that initial sawmill sat idle for a number of years before being sold. An early fire in 1857 eradicated much of this early history but over time, the sawmill would be rebuilt by Christie and eventually sold to Dodge, a lumberman from the United States.

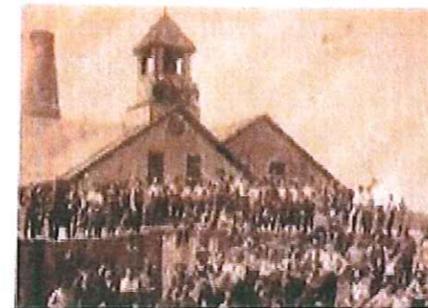
Over time, the lumber industry would attract early settlers to the area - initially Quebec lumbermen who traversed the landscape from the Ottawa Valley in search of work in the thriving lumbering industry. At that time, lumber was transported by steam ship and Port Severn soon became established as a Company Town. Although the village was formally established in 1868, it was largely in response to the creation of the Georgian Bay Lumber Company in 1875 that Port Severn enjoyed robust growth as a major lumber producer in the Severn River watershed.

During Dodge's era, The Port Severn mill ran exclusively on water power and lumber went by barge to Waubauskene for export on the Midland Railway to American cities such as Buffalo, Cleveland and Tonawanda. When the market picked up during the 1880s the Georgian Bay Lumber Company built a network of dams, slides and retaining booms on the Severn River

to facilitate the passage of logs. During the time Dodge was the predominant land owner in Port Severn the population grew to over 500 people in 1895, most of which were Anglophone residents. As settlement continued to expand, a robust service sector emerged in the form of retail stores and a hotel, to

support the lumber industry. Despite its early and prosperous beginnings, little remains of this rich history as fire would once again transform the landscape and eradicate much of those historical beginnings.

In 1896 the mill house was struck by lightning, burned and was never rebuilt, mainly due to the fact that the timber supply in the area had largely been utilized. From the construction of the first sawmill in 1830 until the great fire of 1896, it is estimated that 230 million board feet of pine logs passed down the Severn River. After the mill fire, the local population was forced to look for work elsewhere and the population dropped to about 110 people. Large scale capital infrastructure projects that offered work to locals had the effect of bringing an end to the Depression of the early 1900s. The construction in 1910 of the Big Chute power plant, the Severn locks and other capital projects on the Trent Canal are perhaps the most notable initiatives of the day. The completion in 1915 of the Trent Severn Waterway served to shift the economic focus away from lumbering and toward tourism. Vigorous advertising by the Ontario Government in the 1920s promoted the recreational value of the area and cottage development and summer hotels began to emerge on the landscape. From the 1930s until well into the 1950s, Port Severn enjoyed a predominantly Francophone population and today, there remain many remnants of that early history in the form of generations of families who have continued to live in Port Severn.



Port Severn Mill, 1890



Rawley Lodge, 1925



Road maker's camp near Port Severn

Source for pictures: Ontario Archives Website, www.archives.gov.on.ca

2.3 Significant Natural Features and Functions

Port Severn contains a number of significant natural features and functions. As the Gateway to the Trent Severn Waterway and to Georgian Bay, Port Severn is the western entrance to Muskoka. The area is ecologically unique and contains a number of significant natural features and functions. The Trent Severn Waterway empties into Severn Sound, a protected body of water that forms part of Georgian Bay at Port Severn. Environmentally significant from both a federal and provincial vantage point, Severn Sound is renowned as a world class fish nesting, spawning and walleye fishing area. In addition, the shoreline areas surrounding Potato Island (outside of the study area but an important contextual element) have been identified as a provincially significant wetland.

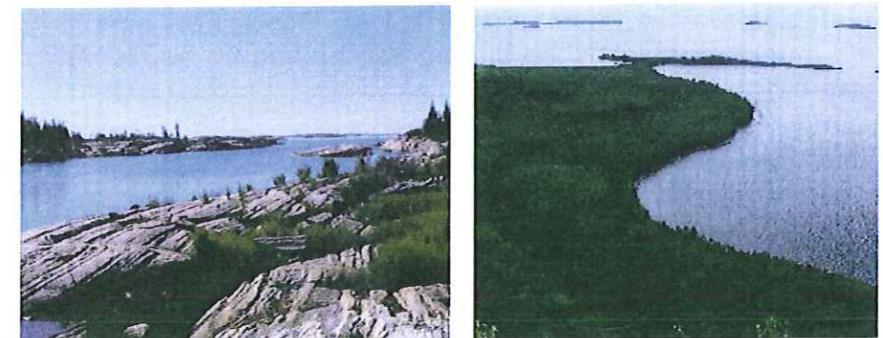
In the centre of the community of Port Severn, there is a significant geological feature identified as a limestone outlier. Habitat for Eastern Hog-nosed snake and Mississauga Rattler, this area offers both a constraint and an opportunity for the community.

The community of Port Severn is the southern limit of the Great Lakes Heritage Coast, a provincial initiative that emerged under the Ministry of Natural Resources' Living Legacy project designed to complete Ontario system of parks and protected areas. As a Living Legacy Signature Site, the Great Lakes Heritage Coast consists of a geographic region that stretches from Port Severn in Georgian Bay across the North Channel of Lake Huron, around the north shore of Lake Superior and ending at the international border southwest of Thunder Bay.

The Great Lakes Heritage Coast has been identified as having a range of highly significant values that warrant special strategies, including cultural significance and a key area for

Aboriginal peoples and early explorers. The 2900 kilometres of shoreline that comprises the Great Lakes Heritage Coast begins at Port Severn and encompasses 'some of the best, if not *the* best, freshwater boating in the world'.

The provincial strategy for the Heritage Coast covers 1.1 million hectares of land and water and offers, for the first time, a holistic approach to protecting the features that make this area so unique. The strategy identifies a number of Land Use Designations and Enhanced Management Areas focused on retaining and enhancing the special characteristics of the area. This area also has extremely significant tourism and recreational potential that warrants increased planning, management and promotion. Capitalizing on the rich resources and features of the area offers Port Severn a tremendous opportunity from an economic, ecological and social perspective.



Scenic coastal areas of the Great Lakes Heritage Coast

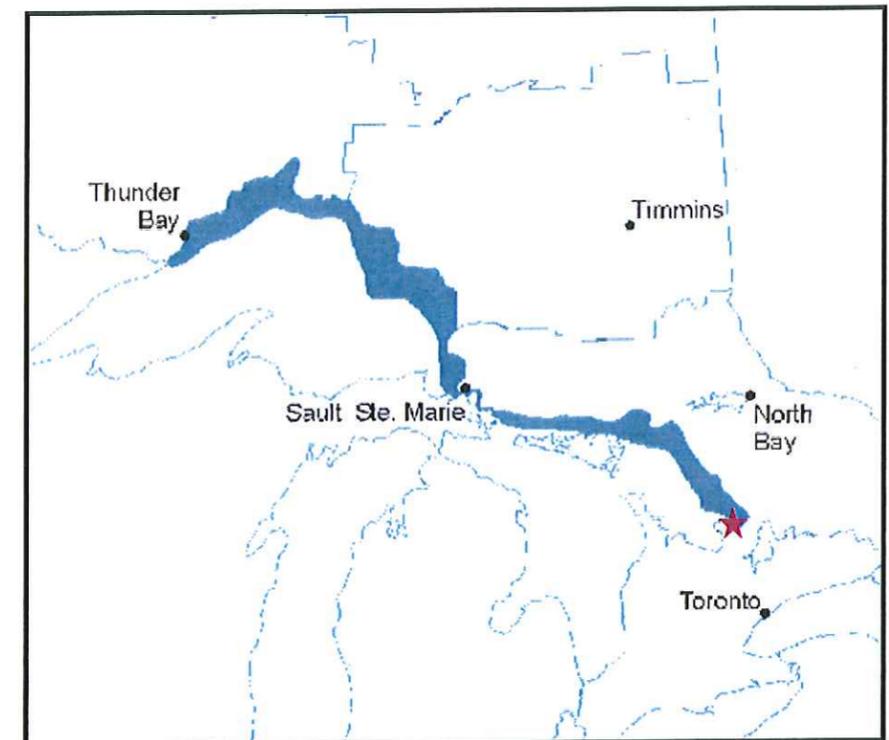


Figure 2: The Great Lakes Heritage Coast

In addition to the Great Lakes Heritage Coast, Port Severn is the launching point to the 30,000 Islands and to the Georgian Bay Biosphere Reserve.

The Georgian Bay Biosphere Reserve covers 347,000 hectares of shoreline ecosystem from the Severn River to the French River, making the coast one of the longest and largest corridors of almost continuous protected landscape in south-central Ontario. It is home to over 100 species of animals and plants that are at risk in Canada, including unique reptiles and amphibians. The Biosphere Reserve is premised on fulfilling three key functions:

- A conservation function – to preserve genetic resources, species, ecosystems and landscapes;
- A development function – to foster sustainable economic and human development; and
- A logistic support function – to support projects, environmental education / training and research and monitoring of local, national and global issues of conservation and sustainable development.

The Georgian Bay Biosphere Reserve, currently one of only 13 in Canada, is organized into three interrelated zones, the core area, the buffer zone and the transition area. Port Severn lies at the southern end of the outer transition area for the Biosphere Reserve. This area is where local communities, conservation agencies, scientists, community groups, private enterprises and other stakeholders must work together to manage and sustainably develop the area's resources for the benefit of the people who reside there. There is great potential to foster economic and human development because of the high quality environment for tourism-based jobs, scientific research, educational activities and healthy lifestyles.

Specific conservation objectives for the Georgian Bay Biosphere Reserve include the following:

- To conserve the high level of biodiversity of ecosystems, species and genes within the biosphere, especially species at risk;
- To facilitate and promote long-term conservation of an ecologically functioning landscape along the coast of Georgian Bay, as well as intact natural linkages;
- To facilitate and promote a living laboratory for long term environmental research and monitoring as well as a laboratory for education and training;
- To model and foster practical approaches and activities that integrate ecosystem conservation with sustainable development.

There is a significant opportunity for Port Severn to function as an important gateway to this significant resource area

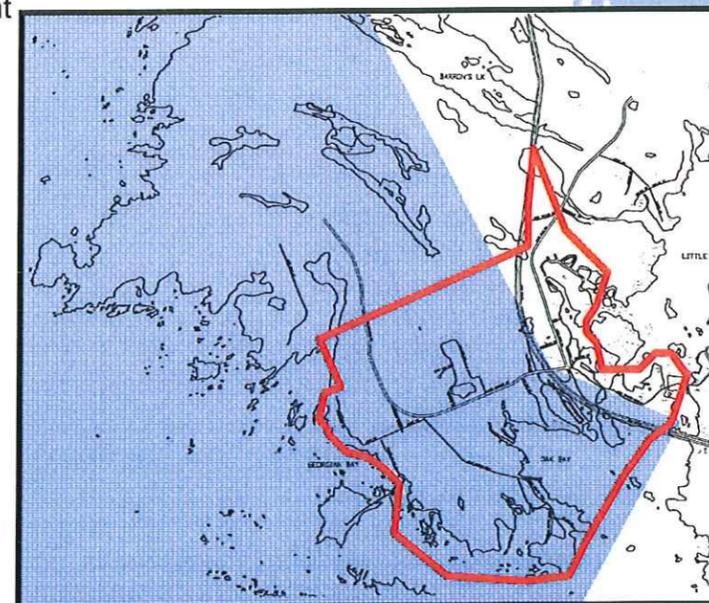


Figure 3: The Georgian Bay Biosphere Reserve

2.4 Community Profile

From a demographic perspective, the Township of Georgian Bay is home to 2,340 permanent residents according to 2006 Census Data. The Township, like many areas within commuting distance of the Greater Golden Horseshoe, is growing.

There is an interesting demographic in Port Severn. Full time residents mix with seasonal cottagers, both mainland and island cottagers who enjoy the advantages of boating and recreational swimming in the summer with snowmobiling and winter season pursuits. There are families who have resided in Port Severn for generations and some evidence of newly arrived retirees and transplants from the City who are seeking the solace that Port Severn living offers.

2.5 Planning Context

A solid foundation for developing a Master Site Plan and Urban Design Guidelines for Port Severn involved a comprehensive understanding of existing planning policies and guidelines as well as an understanding of the community itself from an economic, demographic, socio-cultural and environmental perspective. To secure more in-depth knowledge of the community of Port Severn, census and other statistical data were compiled utilizing 2006-07 baseline data; this data can be found in the Master Site Plan and Urban Design Guidelines Background Report. A number of reference material and documentation were used in the community analysis including:

District Municipality of Muskoka

- District of Muskoka Official Plan
- District of Muskoka Growth Strategy, Phase 1
- Muskoka Economic Strategy, Phase 1

Township of Georgian Bay

- Township of Georgian Bay Official Plan Amendment No. 11
- Township of Georgian Bay Zoning By-law 91-19
- Township of Georgian Bay Parks & Recreation Master Plan

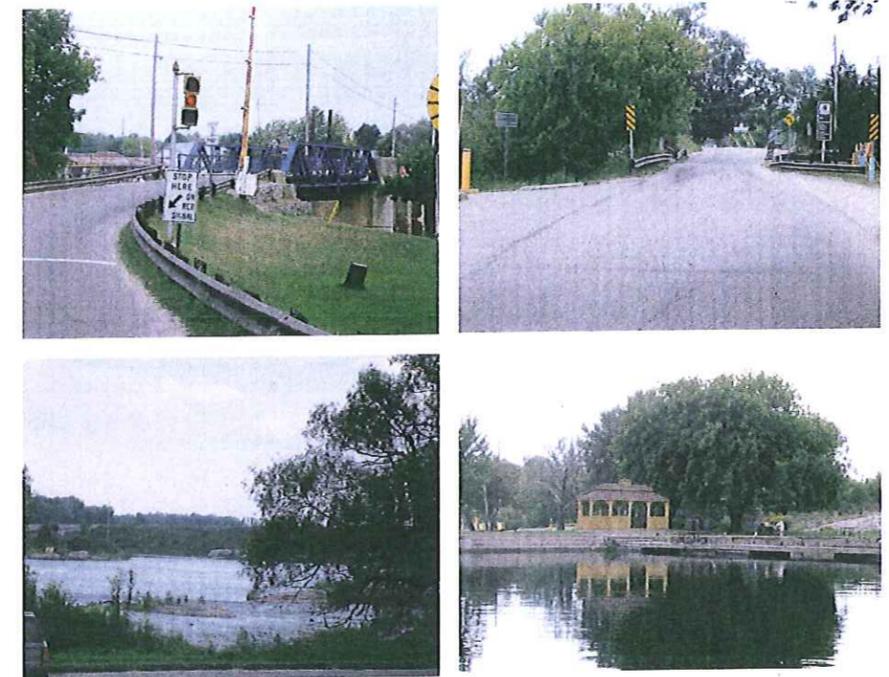
Community of Port Severn

- Port Severn Strategic Plan
- Port Severn Architectural and Landscape Guidelines

Community Organizations

- Muskoka Tourism Strategic Plan
- It's All About the Water

These documents have been summarized in Appendix 1 of this report.



Current condition of areas near Lock 45 at Port Severn

2.6 Demographic Context

Compared to the District Municipality of Muskoka, the Township of Georgian Bay is noticeably different in many interesting dimensions. The adjacent table (Figure 7) shows selected comparison statistics from the 2006 Census, showing how the Township of Georgian Bay compares to the District Municipality of Muskoka (of which it is a part), the County of Simcoe (immediately to the south) and the Province of Ontario overall.

As shown, the Township of Georgian Bay is quite different from its surrounding region and certainly the province overall, in several respects. The Township of Georgian Bay's population growth has been very high (17.5 percent), approximately three times the growth rate of the province overall.

Over three quarters of all dwellings in the Township are seasonal in nature (i.e. cottages), implying that the population swells considerably during the peak summer months – substantially higher than the District Municipality average of 48.1%. There is also a significant shift for the permanent resident population which has shifted to a much older age group. Proportionately, there are fewer people under age 20 than compared to the Province or the District of Muskoka, and proportionately many more people over age 65 – approaching double the provincial average.

The population base in the Township of Georgian Bay reflects many fewer immigrants than the Ontario average, only has about one third the proportion of the province overall. This is reflected in a zero percentage of visible minority population in the Township. Contrary to this, there is a relatively high aboriginal population – 10.7 percent compared to only 2 percent province-wide.

When considering the labour force and household incomes, a significantly higher proportion of the labour force works at home which is approximately double the provincial average. The median household income is significantly lower than the provincial average, or the average in the two surrounding regions (DM of Muskoka and the County of Simcoe), although this strictly reflects the permanent resident population, not accounting for seasonal residents or cottagers.

The most interesting and significant differences are highlighted in yellow on the adjacent Demographic Overview Table.

Demographic Dimension	Georgian Bay Township	Muskoka DM	Simcoe County	Province of Ontario
Population, 2006	2,340	57,563	422,204	12,160,282
Population Growth Rate, 2001 - 2006	17.5%	8.4%	12.0%	6.6%
Total Dwellings	4,519	44,634	180,071	4,972,869
Permanent Dwellings	1,018	23,151	156,688	4,554,251
% Dwellings that are Seasonal Residences	77.5%	48.1%	13.0%	8.4%
% of Population (permanent resident) under age 20	14.5%	21.7%	26.2%	25.0%
% of Population age 65+	23.7%	19.8%	14.0%	13.6%
% of dwelling units single detached units	93.2%	82.4%	75.0%	56.1%
% of dwelling units in apartment buildings, 5+ storeys	0.0%	0.4%	3.3%	15.6%
% of dwellings owned	87.3%	82.6%	81.2%	68.6%
Average value of owned dwelling (2006)	\$256,668	\$295,728	\$273,992	\$297,479
Median household income (2005) – all families	\$49,454	\$61,159	\$62,328	\$60,455
% of population speaking English only	89.7%	93.0%	87.9%	68.4%
% of population who are immigrants	9.6%	8.4%	12.3%	28.3%
Mobility status: lived at the same address 1 year ago	92.9%	89.4%	86.1%	86.6%
% of population who are Canadian citizens	98.0%	97.9%	97.2%	92.5%
% of population aboriginal	10.7%	2.5%	3.1%	2.0%
% of employed labour force working at home	13.7%	8.7%	7.5%	7.1%
% visible minority population	0.0%	1.5%	4.0%	22.8%
% of persons in 'low' income bracket	9.9%	7.5%	9.3%	14.7%

Figure 4: Demographic Overview Table

2.7 Market Analysis

As the growth rate indicates, there are an increasing number of people choosing the Township of Georgian Bay as their primary place of residency. If this growth trend continues, in 10 years time the resident population of Port Severn will be approximately 3,200 people. Assuming that half the growth rate of the resident population transfers to the seasonal population, it will reach a number somewhere between 5,000 and 6,000 people. This means that a peak summer resident population could be anywhere up to about 10,000 people.

With this expected growth in Port Severn's population, there are a number of implications for the next 10 years that can be drawn from this. There will be a need for 400 new permanent homes, this is assuming that half will be conversions through winterization (at a rate of 20 per year), and half will be from new construction (at a rate of 20 per year). This growth will also produce the need for an additional 600 seasonal residences (at a rate of 60 per year). With this growth, there will need to be commercial facilities to support a peak population of 10,000 people.

2.7.1 Boaters (2003 estimates, based on Parks Canada statistics, and estimates from marinas)

With approximately 8,000 boats going through Lock 45 (both ways) annually, there is great potential for Port Severn to develop in a way that will attract boaters to dock and enjoy the town before continuing on their journey. It is estimated that 4,000 boats turn around at Lock 45 to head back east, never passing through the Lock yet coming very close to Port Severn. There are also an estimated 12,000 to 14,000 boats passing by Port Severn along Georgian Bay annually. These groups of boaters all have easy access to and visibility of Port Severn, therefore there is an overall boating market of approximately 25,000 boats each year.

2.7.2 Tourists

According to 2003 Ministry of Transportation estimated statistics, an average of 12,000 vehicles pass Port Severn each day on Highway 400. For the purpose of this study, it is assumed that half are local and regional populations and half of the remainder is truck traffic, therefore the number of tourists passing Port Severn each day is 3,000. This number, extrapolated over a year, equals a pleasure tourist market of approximately 1 million people.

2.7.3 Snowmobilers

While there is no concrete data available on snowmobilers, for the purpose of this study, it is assumed that there are 50 rooms available for rent during the winter months and are occupied at an average rate of 25%. This number times an average of a 100 day season totals an estimate of 1,200 winter tourists annually.



Port Severn has the potential to offer a diverse range of activities and services to residents, visitors and tourists

3.0 PLANNING PROCESS AND COMMUNITY ENGAGEMENT

3.1 Planning Process

There are many stakeholders who have an interest in the future development of Port Severn. Government, industry and members of the community share a common interest in ensuring that the community of Port Severn develops as a healthy and sustainable place to live, work and recreate.

Developing a Master Plan and Urban Design Guidelines for Port Severn required that the community be engaged at the outset. The process was as important as the product that has emerged. While the process to develop the Master Plan and Urban Design Guidelines was Township led, it was community driven. From its inception, the approach was based on promoting inclusion and engaging members of the community in productive dialogue. The process was premised on a 'whole team approach' that fostered a sense of community ownership. Given the important role that the Master Plan and Urban Design Guidelines will play now and into Port Severn's future, community leaders elected to develop the documents using a transparent, open and collaborative planning model. Community interest has been high from the very beginning of the process, with more than 108 community members coming out to attend the first planning meeting on a Saturday afternoon in October 2008. Throughout the planning process, the process has continued to engage stakeholders in an iterative and evolutionary way.

Information secured from the community formed the backbone for the analytical work completed by the consulting team. Throughout the process, information was shared, ideas were obtained and ground truthed. Guiding principles and fundamental design elements emerged from the community through a number of focused listening sessions and design charrettes. The Master Plan and Urban Design Guidelines have been developed by the community for the community of Port Severn.

3.2 Phases of the Work Program

The Work Program unfolded through an evolutionary and iterative manner. At the outset, the process involved information and data gathering. The second phase involved community input into the design of the plan and at each phase, the process was iterative with members of the team reporting back to the community to ensure input was interpreted accurately and community ideas offered a foundation for moving forward.

Information and Data Gathering Phase

As noted and from its early beginnings, the Master Plan and Urban Design Guidelines process has promoted a collaborative planning model of engagement – one in which every member of the community can participate. Early on, consideration was given to creating a Stakeholder Advisory Panel. Township staff and the Consulting Team discussed the relative merits of the approach but opted to take this to the community for discussion – was there support for a diverse constituency of community interests to meet on a regular basis to discuss the details of Port Severn's future or was the community more supportive of an open, transparent, all inclusive process that would instead allow all members to offer their input. Overwhelmingly, the community opted for an inclusive, community-wide process that would continue to allow all stakeholders with an interest in the process to continue to participate and remain engaged. This is the model that has been developed and one that will continue to be followed as this initiative advances.

Given the importance of a community-driven approach, it was felt that a number of opportunities needed to be provided to allow members of the community to come forward with their ideas concerning the strengths, weaknesses and areas of

opportunity for Port Severn. From the initial start up meeting on September 3rd, members of the Consulting Team worked collaboratively with Township staff to design an effective engagement process at the community level. The community engagement strategy that emerged was one that combined a number of critical component pieces that included:

- One-on-One SWOT Interviews w/ Internal Staff, External Clients and Partners
- Stakeholder and Community Leader Focus Group Sessions
- Open Houses & Community Round Table Discussions
- Design Charrette with Diverse Representation from External Partners & Clients, Landowners, Township Staff and Members of the Public



Public Presentation and Design Charrette, October 4th, 2008

At the very outset of the process, members of the Consulting Team met with Township staff and were provided with a list of key community informants – individuals who had and continue to play a critical role in the community from an economic, environmental, social and cultural perspective. A standard list of interview questions was developed in conjunction with Township staff and administered in one-on-one interviews by members of the Consulting Team. Those interviewed are listed in Appendix A, attached hereto.

In brief, key informant interviews were conducted with twenty-five (25) individuals (see Appendix 2 for list of interviewees). These interviews allowed specific individuals to share their views regarding the strengths, weaknesses, opportunities and threats facing Port Severn. Those interviewed included prominent members of the business community, community leaders, staff in adjacent municipalities, environmental interests, representatives of both school boards, resident and cottagers association representatives, government staff and members of Port Severn's development community. These key informant interviews offered an initial glimpse of the issues and opportunities for Port Severn from an individual vantage point.

Community Design

Following the key informant interviews, the Consulting Team conducted a number of focused dialogues. These larger group sessions were designed to capture the collective views of Township staff and community leaders as well as members of the business community and the broader public at large. Individual facilitated sessions were held with Township staff, Township Council, members of the Chamber of Commerce and a Public Opening House and Listening Session was held on a Saturday afternoon, October 4th. That initial Listening Session drew 108 people – all with an interest in the future of Port Severn.

The individual interviews and the focused facilitated sessions provided the Consulting Team with a number of stellar insights into the issues and the opportunity areas for Port Severn.

Generally speaking, input secured from the community suggest that Port Severn is a community in transition. There is a noted shift occurring from rural to urban with the infusion of new residents and newcomers who are moving from the Greater Toronto Area to the Port Severn community, either as recent retirees or new families. It is, for many reasons, a community that is spatially hard to define, noting that it spawns two administrative units: the District of Muskoka and the County of Simcoe. This fractured jurisdictions has, as was noted by many, created some challenges in the past and will no doubt offer a number of challenges moving forward. It is a dichotomous community - a blend of old and new, seasonal and permanent and rich and poorer. As such, it offers great demographic diversity.



Public Design Charrette, November 20th, 2008

Community members noted that their community faces a number of inherent challenges.

Identity Port Severn lacks an identity. There is confusion about what Port Severn is and where it is actually located: part is located in Simcoe County, part in the District of Muskoka. Some see Port Severn as 'the locks', others see Port Severn as encompassing a larger area and included the serviced portion of the community, north of the Locks.

Infrastructure Lacking The existing single lane bridge impedes traffic flow. There are virtually no safe pedestrian walkways. No places to sit along the waterfront, enjoy the vista or watch the boating traffic.

Land Ownership There is little publicly owned land along the waterfront. Much of this is in private ownership that is fractured among landowners.

Environmental Features & Functions The presence of key features and functions limit/restrict the developable area. Examples include the limestone outlier in the community although these features and functions can be turned into an opportunity with proper signage and a unique shoreline.

No Community Draw At the present time, Highway 400 bisects the community and offers little to the traveling motorist to get off the highway and stay for awhile.

Spatial Fragmentation The community is fractured by the water and bisected by the highway and consists of several disparate parts that need to be integrated.

No Community Hub/Heart There is no community centre or hub. No basic services (medical, retail, etc.) exist here. Residents, both seasonal and permanent are required to travel elsewhere for groceries and for basic amenities. Existing commercial establishments are situated in Severn Township with only a few commercial operations in Port Severn. There is tremendous opportunity to increase the retail draw.

Lack of Recreational Services & Facilities Despite the tremendous potential, there is a lack of walking, hiking and biking trails. In addition, municipal infrastructure and community services are lacking. There is no library or medical facilities or services, no bank, no free public beach or public boat launch and there is no free public water access.

Water Levels Current water levels are not conducive to development. This, combined with the underlying bedrock is problematic from a construction and development perspective.

Water Quality There are concerns with maintaining water quality.

Validation Phase Throughout the master planning process, Township staff and members of the consulting team checked in with the community to ensure that suggestions were incorporated and ideas were understood. This process of continued validation allowed not only the community to remain involved but also continually kept apprised of the consulting team's progress.

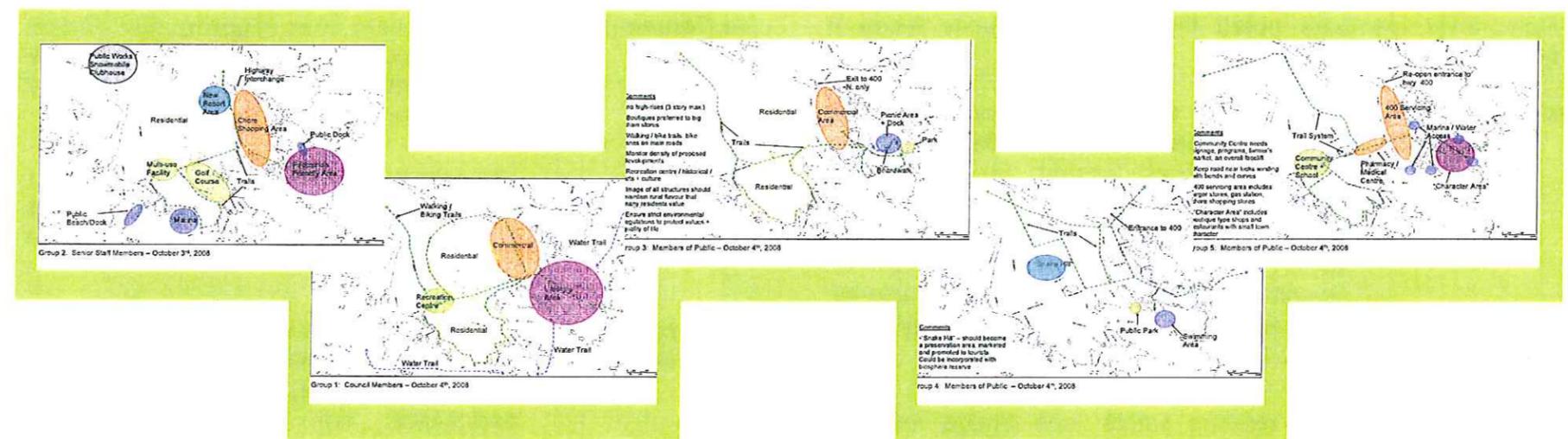
A fourth community meeting was held on Saturday July 11th, 2009 to present the final Master Plan and Urban Design Guidelines and receive feedback and comments from the community. A summary of the meeting proceedings and comments are provided in Appendix 3.



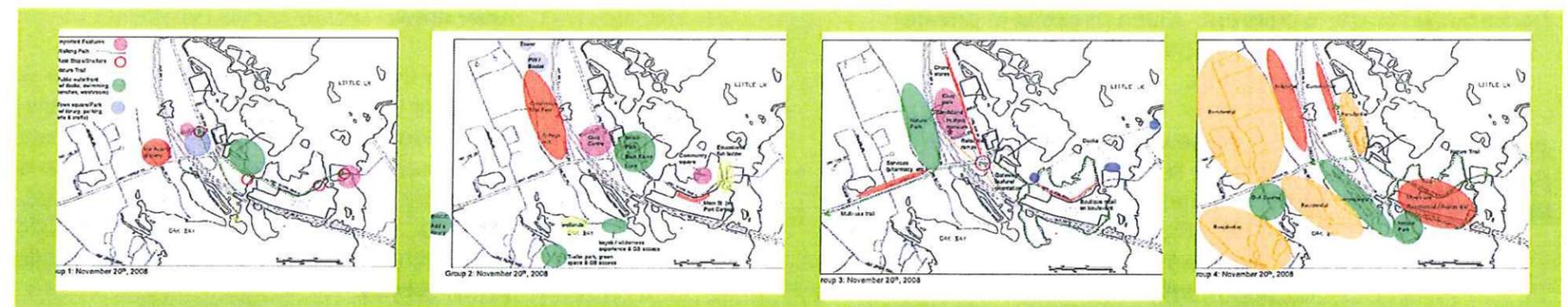
3.3 Opportunities and Outcomes

Despite the challenges, Port Severn remains unique: a rich history, unspoiled by the passing of time and with a potentially vibrant and thriving future. It is a fully serviced community that is readily awaiting development opportunities. It has a rich though not necessarily visual history that connects the community to its early logging and French Canadian historical roots. Its rural personality, its strategic location vis-à-vis the gateway it offers to Northern Ontario, to cottage county and to Muskoka as well as to Georgian Bay and the Trent Severn System offer tremendous opportunities for economic growth and development. Its unique geography and special ecological features in combination with the community's water base make it an ideal tourist draw. Its connection with the water, often perceived as a dividing factor, should be utilized as a unifying factor linking land parcels and areas.

Building on the strengths and in an effort to overcome the commonly noted limitations, a design workshop was held with interested community members who took the time to develop preliminary design plans for Port Severn. Not surprisingly, the design sessions produced a number of illuminating drawings with many similarities.



Results from October 3rd and 4th Focus Groups and Public Design Charrette



Results from November 20th Public Design Charrette

Figure 5: Community Design Charrette Results

Looking at these issues from the vantage point of opportunities, there are a number of urban design fundamentals that emerge.

Capitalize on Port Severn's serviced status and its strategic location and use its strategic location to advantage. Recognize that it is the entranceway to many key place and spaces and that it is a critical interface between water and the land. Recognize that its proximity to the Greater Toronto Area, to Orillia, Barrie and Horseshoe Valley, to Muskoka, to the near North, to the Georgian Bay Biosphere Reserve and the Great Lakes Heritage Coast should be used to advantage.

Build on and integrate the key environmental features and functions that make Port Severn unique. Integrate key environmental features and functions into the community design (e.g. limestone outlier, walleye spawning areas, provincially significant wetlands, etc.)

Create a community hub or heart with a definable core.

Promote the unique cultural and historical features and build on the French Canadian and aboriginal history of the area.

Include design elements that promote small-scale, intimate and aesthetically appealing streetscapes.

Create community linkages with the effective use of public spaces, trails and walkways. Create visual appeal with tree plantings and rest stops along the waterfront.

Create chore shopping and tourist appeal. Consider two distinct commercial centres – chore shopping on or near Lone Pine Road that will provide basic amenities for local residents and a hub or centre of activity near the locks. Consider boutiques or higher end speciality shops to draw a tourism base.

Acquire waterfront land for public purposes. Create opportunity for free public beaches, boat launching and boat docking facilities.

Consider the need for adequate parking as well as existing road use patterns to promote ease of access to any community core.

Looking to the future, residents and community leaders alike identified a number of elements that in combination, would promote an ideal community. Taken collectively, it was particularly apparent that Port Severn should contain an identifiable core. It should be pedestrian friendly and it should attract a dynamic demographic (it should offer something for people of all ages and stages in life.) It should contain areas of public interest like picnic areas and it should be attractive to both road-based traffic and water-based traffic. It should contain a blend of housing mix in a range of residential form and function and the community should be linked with recreational trails that encourage walking, hiking and biking as well as trails that will be utilized year round by other interests including snowmobile clubs. The community should be surviving and thriving. There is opportunity for both chore shopping and tourism-based shopping. Wayfinding in the community should be easy and it should encourage visitors and residents to stay, play and work here. Recreational

tourism should be promoted and there should be a range of eateries that support boating traffic, tourists as well as year round and seasonal residents. A free public beach and public boat launch facilities are needed and the community should become known for its annual festivals and special events. Port Severn is perfectly positioned to become a truly remarkable place. Designed properly, Port Severn neighbourhoods have an intimate feel and the overall scale is people friendly. Lighting and streetscape design promote a safe, cozy and intimate feel and there are meandering walkways that link and integrate the community together. The environment factors prominently here and the shield is an intricate part of the community's design. Highway 400 has been used to its advantage and instead of separating the community has served to integrate its disparate parts. The ideal Port Severn is safe, sustainable and a green community that links environmental sustainability with community viability and vitality.



Participants at the Public Design Charrette, November 20th, 2008

3.4 Key Directions

Throughout the community engagement process, it became apparent that three key elements needed to form the foundation for the Master Plan and Urban Design Guidelines. These three fundamental pillars focused on creating a strong and integrated linkage between economic growth and development, environmental / ecological health and social sustainability.

Several key components were identified in association with these integrated objectives:

Environmental

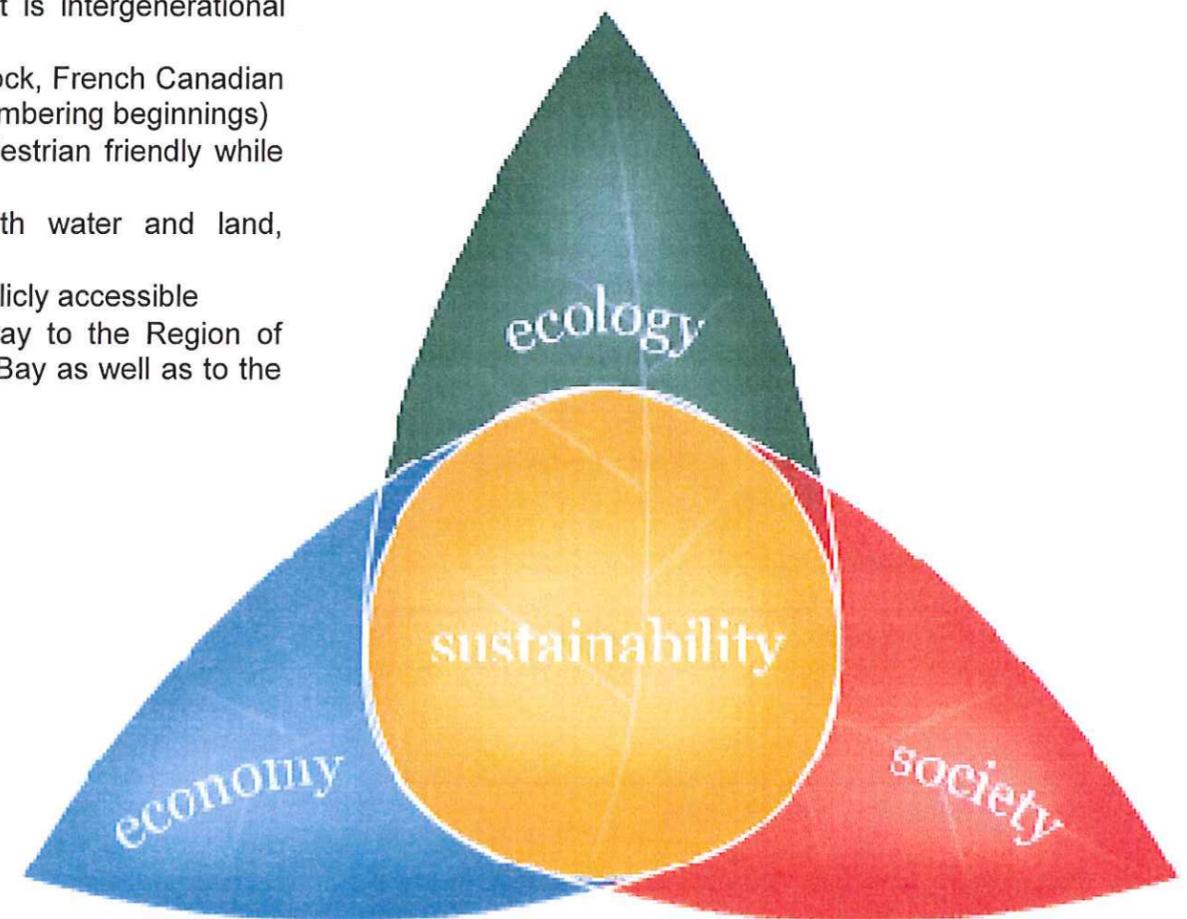
- Integrate a green framework
- Enhance connectivity
- Embrace the interface between land and water
- Protect and enhance natural features

Economic

- Capitalize on the strategic location of Port Severn relative to the tourist industry
- Make Port Severn a destination of choice
- Ensure it is a welcoming point as well as a sending-off point
- Establish a balanced economy with year-round uses and sector diversity
- Ensure there is synergy within the economy
- Capitalize on the servicing and infrastructure that exists

Social

- Ensure that the spatial extent is defined with a community focus/village centre
- Ensure a dynamic demographic that is intergenerational with a diverse range of interests
- Embrace the rich cultural heritage (Lock, French Canadian history, Aboriginal connections and lumbering beginnings)
- Ensure Port Severn is safe and pedestrian friendly while maintaining a small village scale
- Incorporate trails and links by both water and land, encouraging active transportation
- Create a vibrant waterfront that is publicly accessible
- Build upon Port Severn as a gateway to the Region of Muskoka, the Township of Georgian Bay as well as to the water.



4.0 VISION AND PRINCIPLES

4.1 Vision

A vision for the community was developed based on this alignment of environmental, economic and social objectives:

“The Master Plan for Port Severn will guide its development as a safe, healthy and sustainable community by establishing a strong sense of place and identity that is inspired by its unique natural and human heritage, untapped economic development opportunities and a renewed sense of community.”

From the three key directions, a number of community design principles emerged:

Defined Village Square

Create a community hub area that is spatially and architecturally defined.

Access to the Water

Create a network of continuous public access to the water.

Strong Pedestrian Linkages

Establish an integrated pedestrian network.

Significant Features

Protect, preserve and enhance natural, cultural and historic features.

Community Gateways

Establish a hierarchy of gateways and directional signage.

Focus Points & Special Places

Ensure that places of high visibility and interest are managed with care.

Community Character

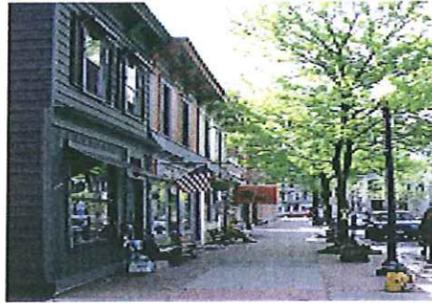
Ensure that the form and scale of new development is consistent with the community vision.

Economic Development

Identify and promote all economic development opportunities to further encourage Port Severn's growth.

The Master Plan for Port Severn that has emerged has taken all of these key community essentials into consideration. A Preliminary Concept Plan was prepared and presented initially to Township Council in December 2008 and to the broader community in early 2009. There was overwhelming community support for the preliminary concept plan.

4.2 Community Design Principles



Defined Village Centre

Create a community hub area that is spatially and architecturally defined.

Developing a central area that will act as the “village centre” enables residents and visitors to associate a distinct identity with Port Severn. This hub will provide an area to shop, eat, gather and relax in a central community setting. This area will be vibrant, safe and have unique streetscapes to encourage visitors to shop and boost the economy while enriching the lives of local residents.



Access to the Water

Create a network of continuous public access to the waterfront.

Establishing a continuous pathway along the waterfront in specified areas for the public to enjoy ensures that all people, visitors and residents can take advantage of the water surrounding Port Severn. Providing the public with a number of options for interacting with the water is also important and therefore this access may take many forms. These options depend on the activities in which they wish to partake and include a public boat launch, public boat docking facilities, public beach area and / or a public “boardwalk”.



Strong Pedestrian Linkages

Establish an integrated pedestrian network.

Developing a pedestrian network within Port Severn will create more opportunity for active transportation. Pleasant pedestrian links and trails will encourage more people to use them, creating less reliance on the automobile. This pedestrian network will connect various community facilities and special places with the residential and commercial areas of Port Severn.



Significant Features

Protect, preserve and enhance natural, cultural and historic features.

Identify, revitalize and promote key heritage elements within Port Severn. Ensuring that the significant natural heritage features, as well as cultural and historic features are embraced within Port Severn will enable the Town to pride itself on these features that are an important part of its history.



Community Gateways

Establish a hierarchy of gateways and directional signage.

Creating a system of gateways and signage will allow visitors to become easily oriented and have a greater sense of place. Gateways will indicate arrival to and departure from the Town, while directional signage throughout Port Severn will allow people to understand the locations of the various features and how to get to them.



Focal Points and Special Places

Ensure that places of high visibility and interest are managed with care.

Places that are highly visible within Port Severn should be treated uniquely. Lock 45, areas that can be seen from Highway 400 and the recently acquired parkland at Secret Harbour are among those sites that need particular attention as these sites will convey a sense of identity for Port Severn.



Community Character

Ensure that the form and scale of new development is consistent with the community vision.

By creating an updated set of urban design and architectural guidelines, Port Severn will be designed to the highest standard. This will ensure that the form and scale of the streetscape and buildings is in harmony with the community's ideals.



Economic Development

Identify and promote all economic development opportunities to further encourage Port Severn's growth.

Encourage businesses to locate in Port Severn that will boost the economy and be an asset to the permanent and seasonal residents. Creating synergy between these business and services will allow for an inviting community for both residents and visitors.

5.0 MASTER PLAN CONCEPT

5.1 Concept Plan

The concept plan for Port Severn is based on the findings and values expressed during the community engagement process together with the technical analysis work completed by the consultants. It recognizes the strategic location of Port Severn relative to the Trent Severn Waterway, Georgian Bay Biosphere Reserve and the Thirty Thousand Islands. As such, Port Severn is in the midst of a vast "Water/ Land Park Setting" and is well positioned to serve as a service centre and access point to these three significant environmental and adventure recreational resource areas. Access to the water is a key element of the plan and serves to link the actual settlement area with the outlying islands and water-based resources nearby.

The concept includes several key structuring elements:

Identity features along Highway 400

- Develop special landscape treatments including planting, signage and related features within the highway right of way at interchanges in coordination with MTO.



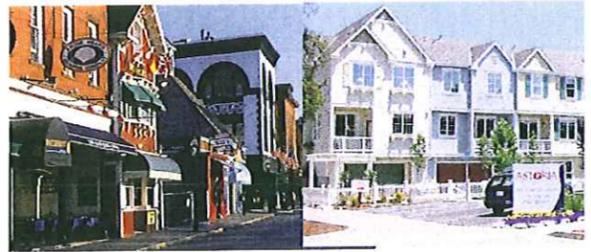
Green buffer systems along Highway 400 frontage

- Establish a minimum development setback that preserves existing trees and vegetated buffer along the highway frontage.



Defined urban village centre focused on the Trent Severn Waterway

- Establish a defined village centre along the Lone Pine / Port Severn Road corridor between the Highway 400 interchange and Lock 45.
- The Village Centre is envisioned to contain a mix of uses including medium-high density residential, retail, commercial and institutional uses as well as a strong public open space system.
- Possible site for a Georgian Bay Biosphere / Great Lakes Heritage Coast Interpretive Centre.



Directional signage and way-finding systems at key decision points

- Locate specially designed directional signage at the terminus of off-ramps from the Highway 400 providing directions to key community facilities and points of interest.



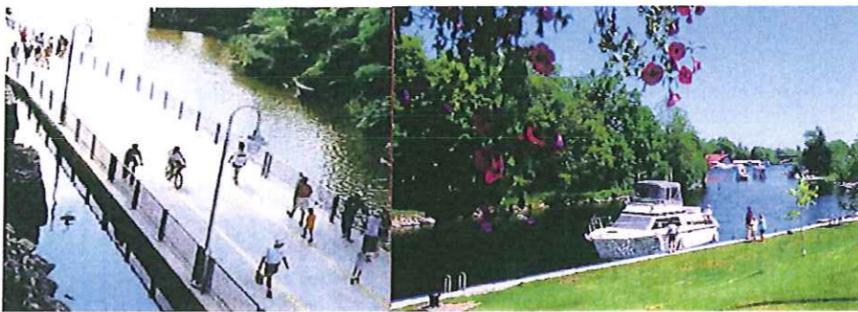
Natural environmental preserve on the Georgian Bay waterfront

- Establish a green park / natural environmental preserve along the Georgian Bay waterfront with pedestrian access from the Village Centre (under Highway 400) with potential low impact boating access to adjacent natural wetland areas.
- Features may include interpretive trails, boardwalks, bird watching blinds, interpretive signage and canoe / kayak docking.



Continuous public trail access to the waterfront – where possible

- All proposed development lands should be required to allocate a minimum waterfront right of way and trail linkage along the waterfront connecting existing and future waterfront parks and other community features.



New public waterfront facilities on Minten's Lane site

- The recently acquired lands on the Minten's Lane site should be developed as public waterfront uses with a variety of features and facilities that may include a public beach, boat launch for small craft, picnic shelter, washroom, change rooms, etc., and associated commercial uses.



Defined Civic / Village Square on Lone Pine Road

- Establish a well designed multi-use public space with a distinct civic and heritage character adjacent to the existing municipal building and Bressette House Visitor Centre.
- Integrate the streetscape and pedestrian improvements along Lone Pine Road with the Minten's Lane open space area.
- Additional commercial and related tourist uses are envisioned to add positively to this focus of activity.



Defined Public Open Space / Park located on the south side of Port Severn Road at the Parks Canada Lock 45 site, south of Christie's Mill

- Establish a well designed public space / look out at this scenic spot with interpretive signage, benches, trail links and tree planting to enhance views to the waterfall.



Central amenity features along Port Severn Road with possible direct public access to the waterfront

- Encourage development of a central village amenity space or spaces as part of the streetscape development midway between the Minten's Lane property and the Lock 45 site.
- A variety of features and uses may include gardens, interpretive features, look out and sitting areas, etc.

Enhanced multi-use trail linking east and west sides of Highway 400

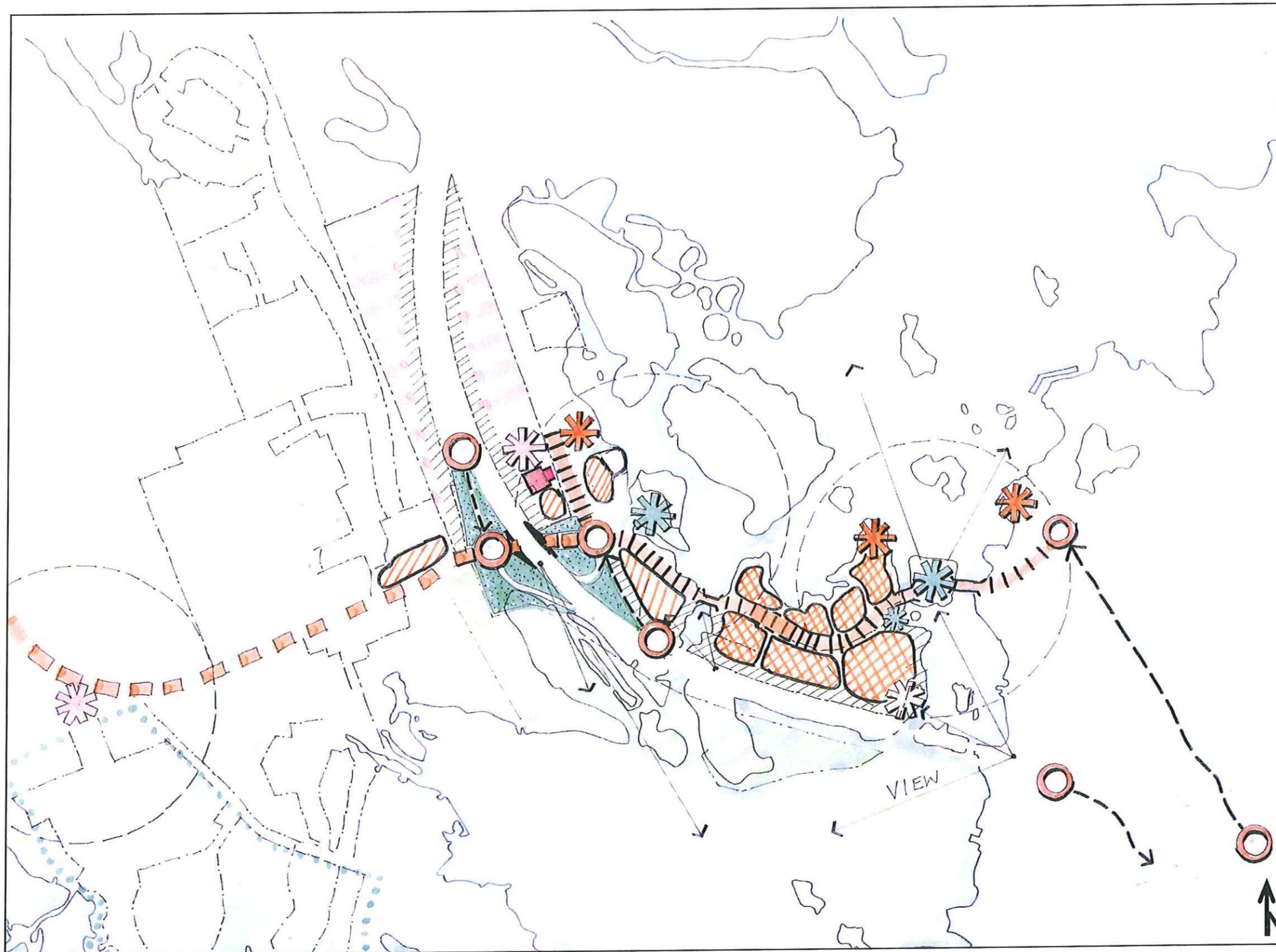
- Establish a multi-use (pedestrian /cycling) trail with in the right of way connecting Port Severn Road with Honey Harbour Road under the Highway 400 overpass.
- Special underpass treatments and interpretive features highlighting the rock outcrops and geological features.

Streetscape enhancements along the Lone Pine Road / Port Severn Road corridor connecting with Lock 45 and potentially further into Severn Township

- Develop a unique streetscape corridor with enhanced public walkways, sitting areas, links to the waterfront parks, street tree planting, special lighting, banners, and other features unique to Port Severn.

These key elements were then refined and the final Master Plan was created (see Figure **). Within the Master Plan there are a number of fundamental components; these are highlighted on pages 17 through 21 of this report.





Legend

-  Key Decision Point
-  Existing Development
-  Waterfront Features
-  Community Facilities
-  High Profile Site
-  Mixed Land Use
-  Commercial Land Use
-  Environmental Preserve
-  Open Space System
-  Gateway Landscaping
-  Municipally Owned Lands
-  Village Streetscape
-  Lifestyle Streetscape
-  Trail
-  Highway 400 Green Buffer
-  Access from Highway 400
-  5 Minute Walk Radius
-  Village Square

Figure 6: Concept Plan

5.2.1 Waterfront Park

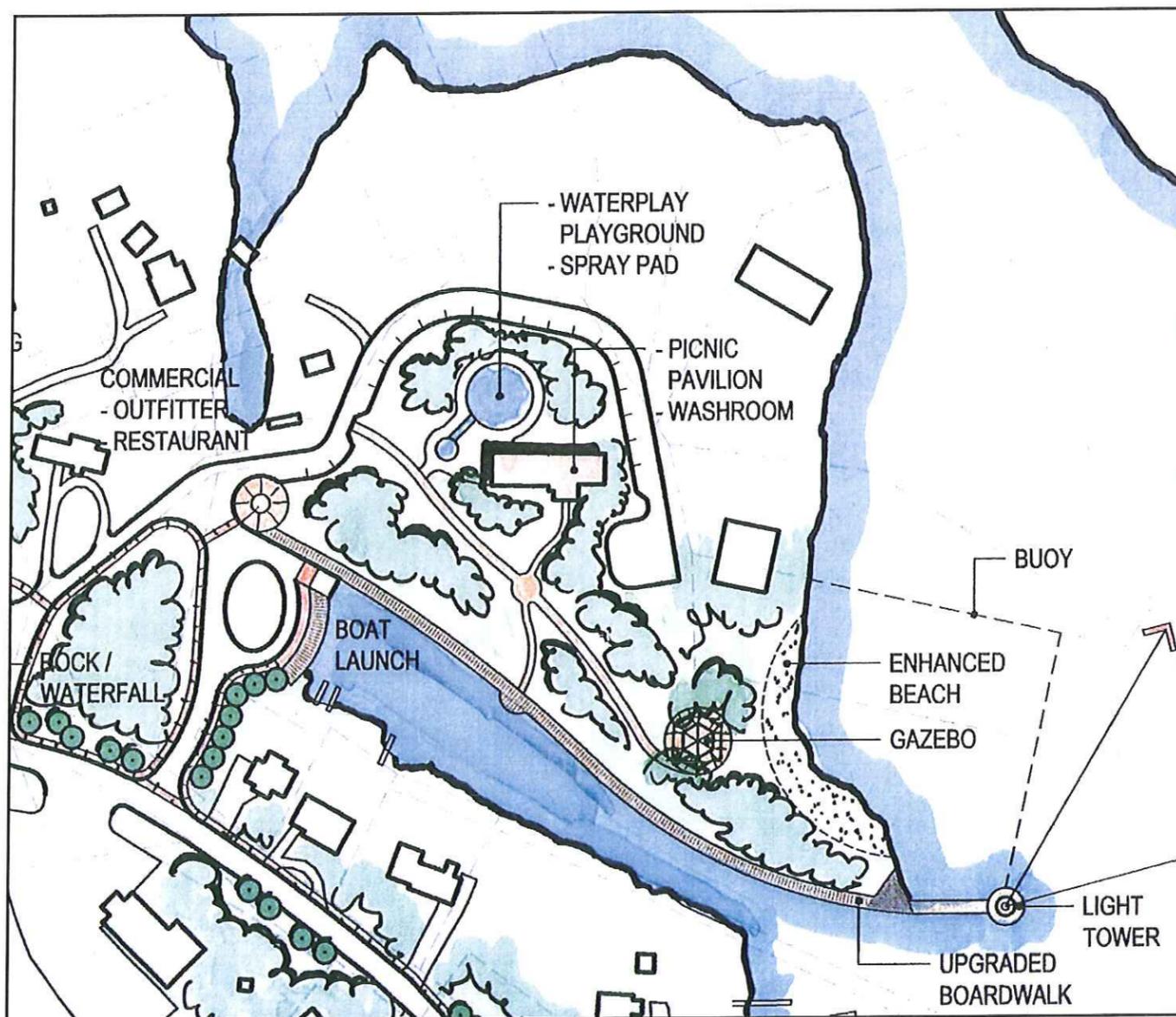
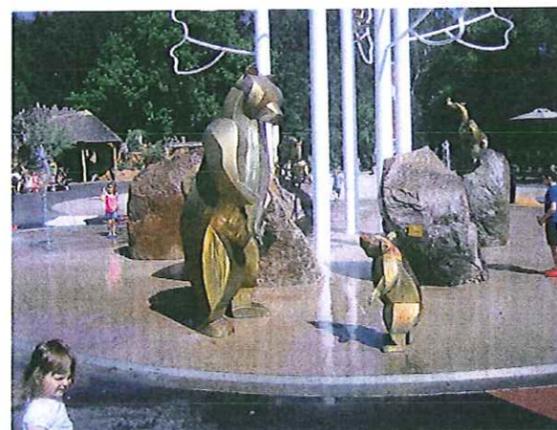
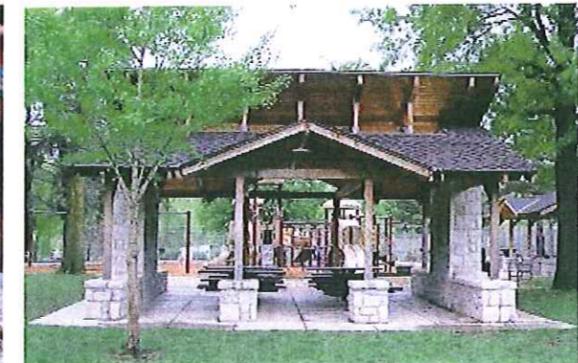
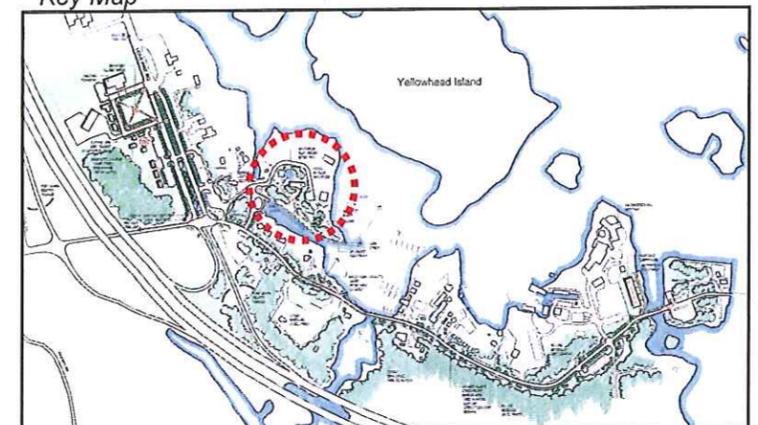


Figure 8: Waterfront Park

Key Map



Imagery of Waterfront Park Elements

5.2.2 Village Square

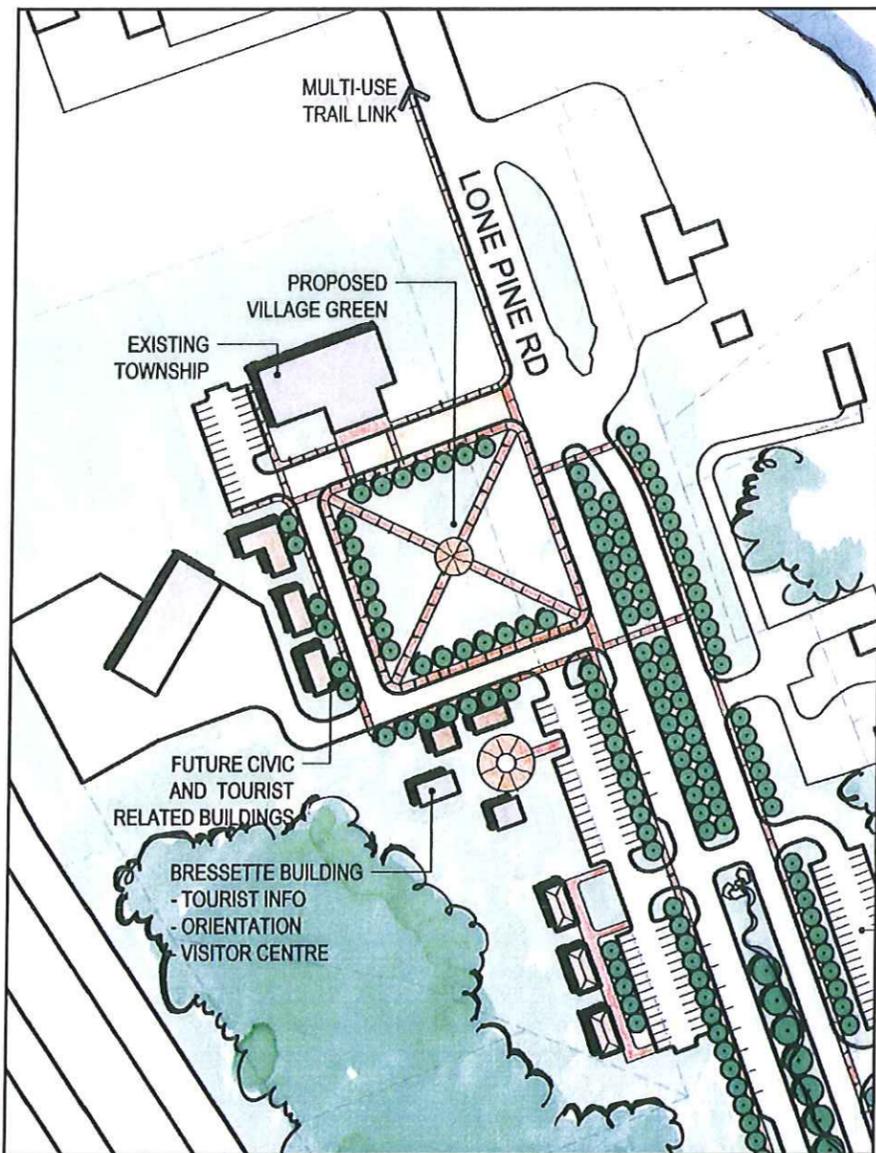
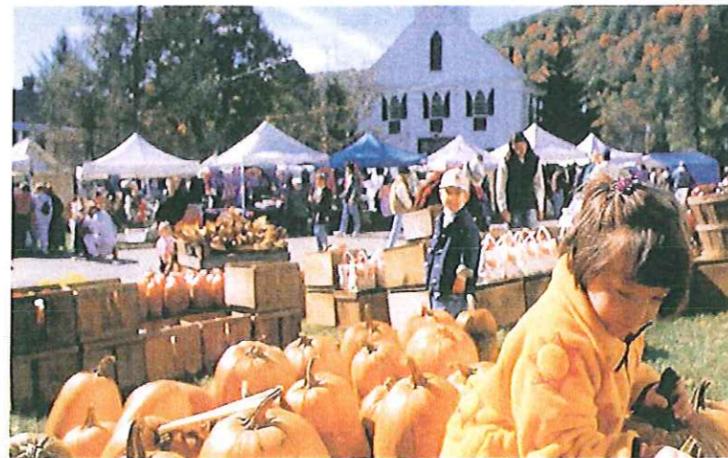


Figure 9: Village Square

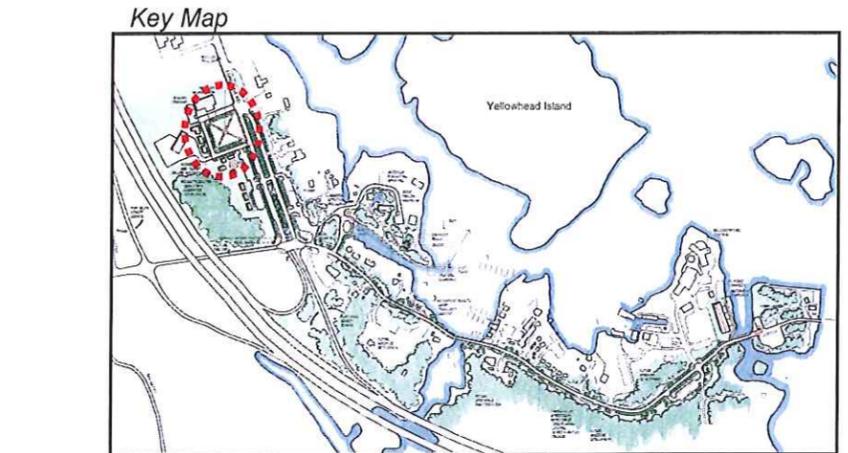


Farmer's Market

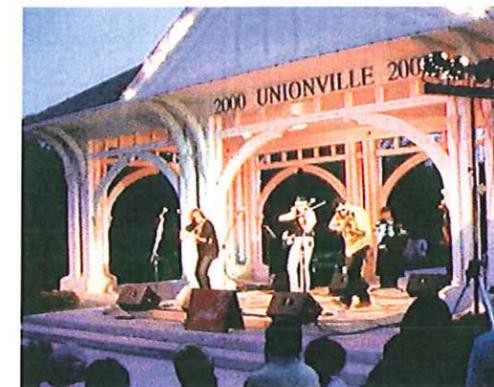


Gazebo

Imagery of Village Square



Bressette House



Bandstand

5.2.3 Gateway Feature

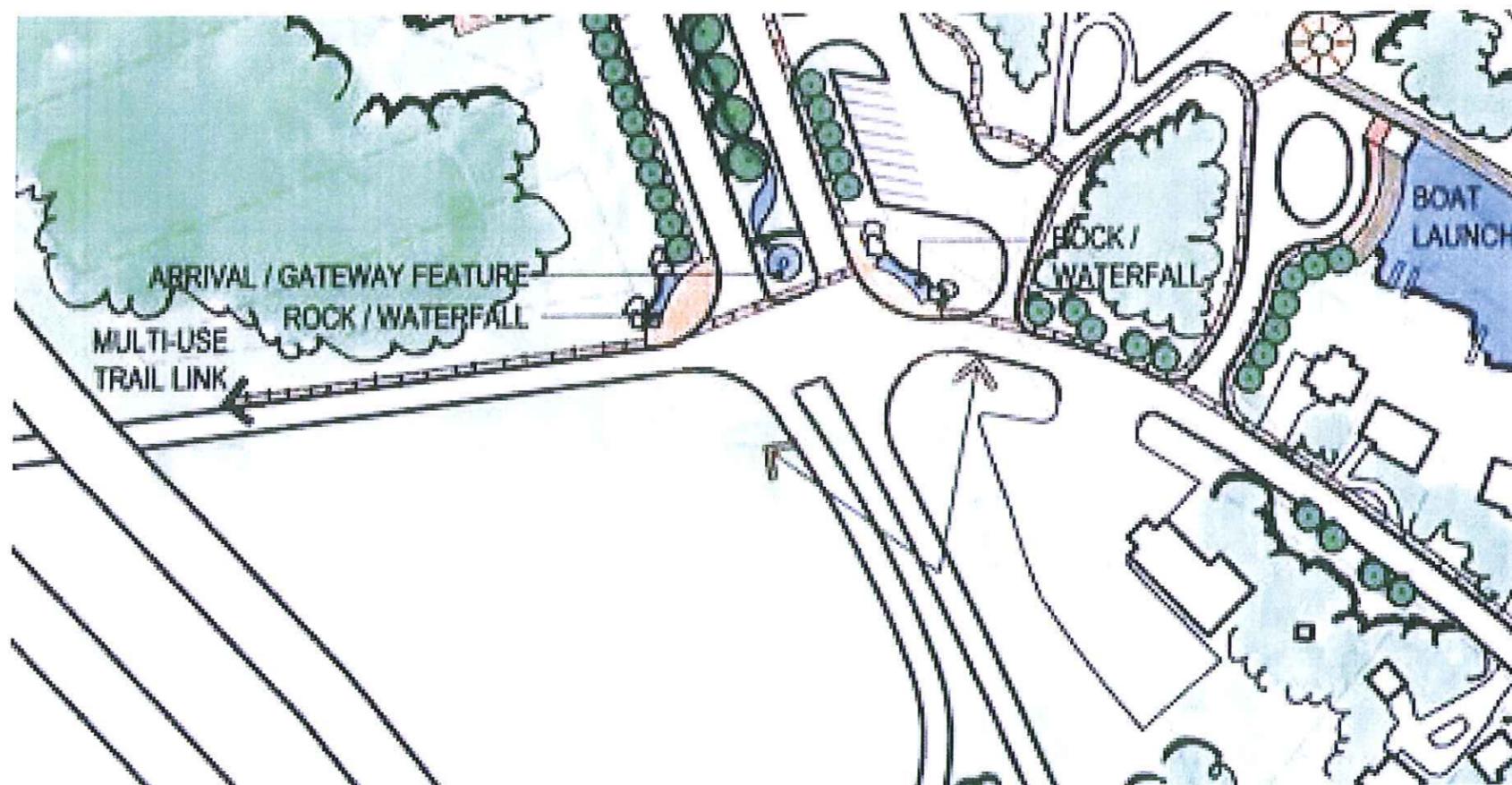
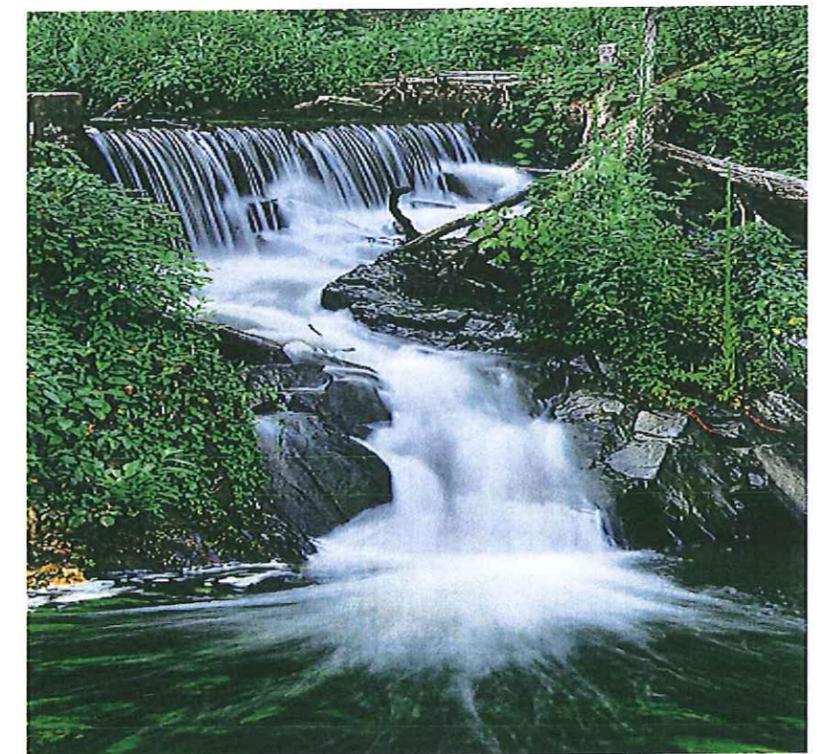
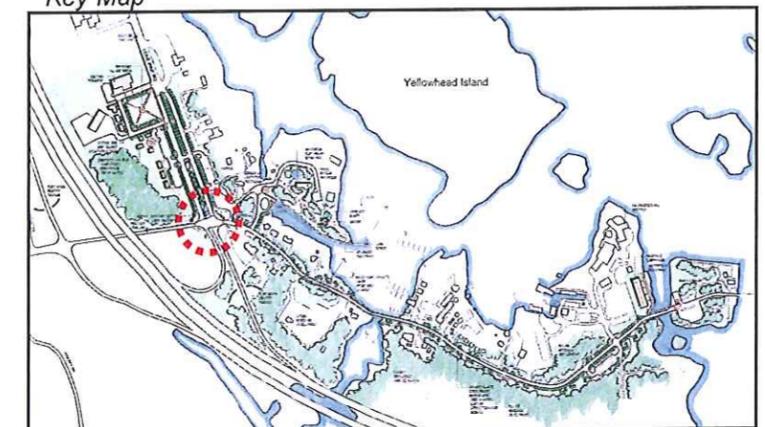


Figure 10: Gateway Feature

Key Map



5.2.4 Streetscape

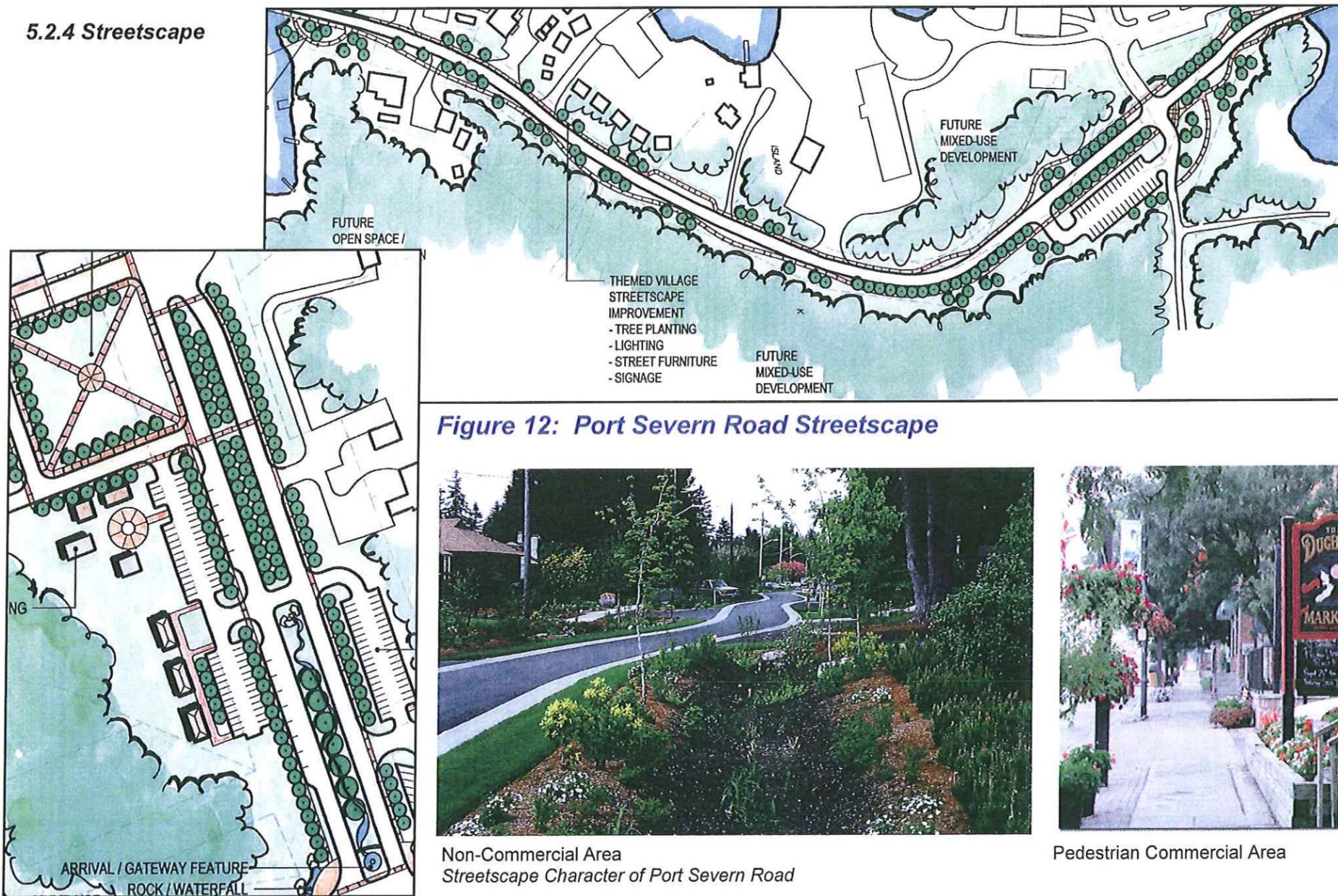


Figure 11: Lone Pine Road Streetscape

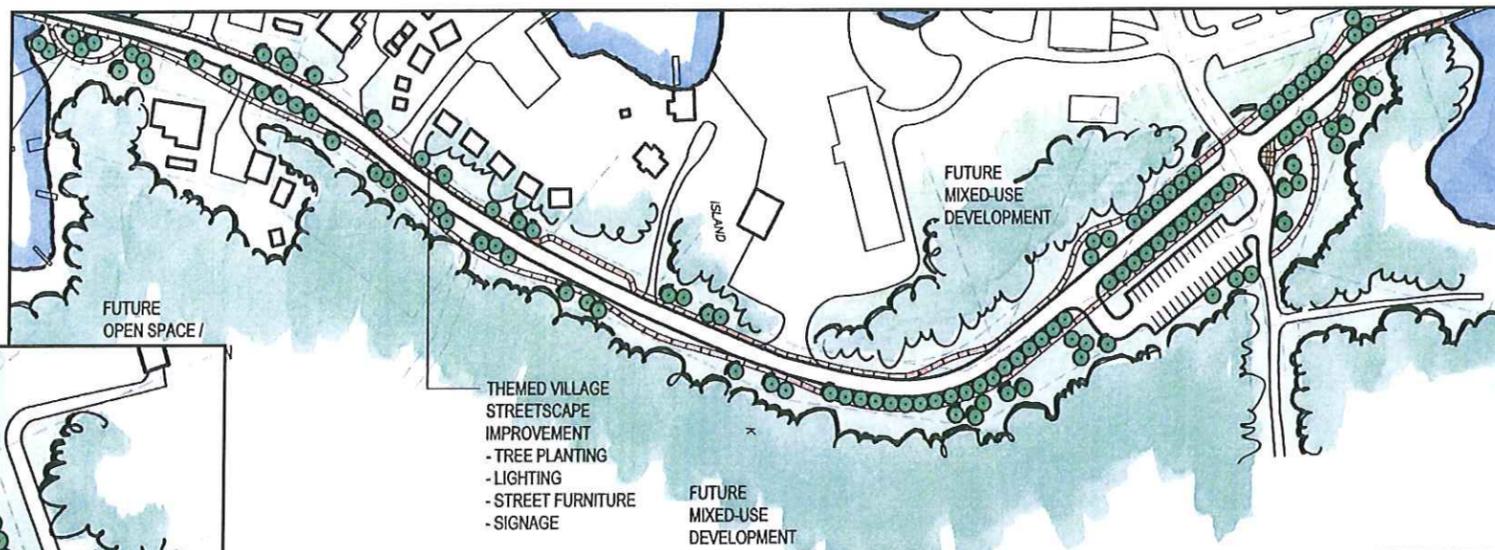


Figure 12: Port Severn Road Streetscape

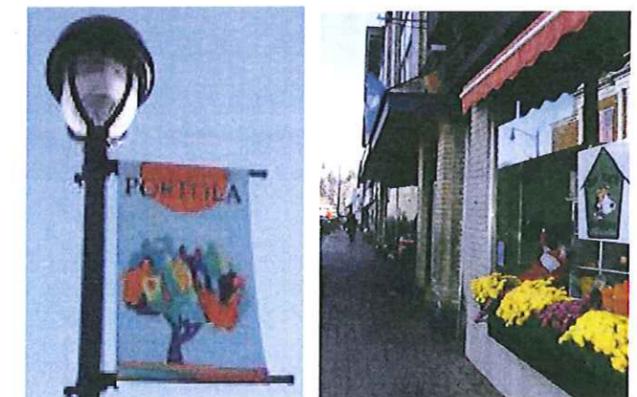
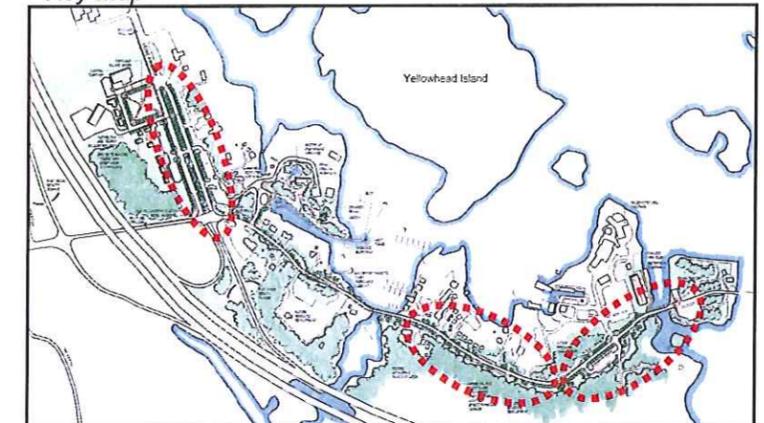


Non-Commercial Area
Streetscape Character of Port Severn Road



Pedestrian Commercial Area

Key Map



Streetscape Elements

5.2.5 Parkettes

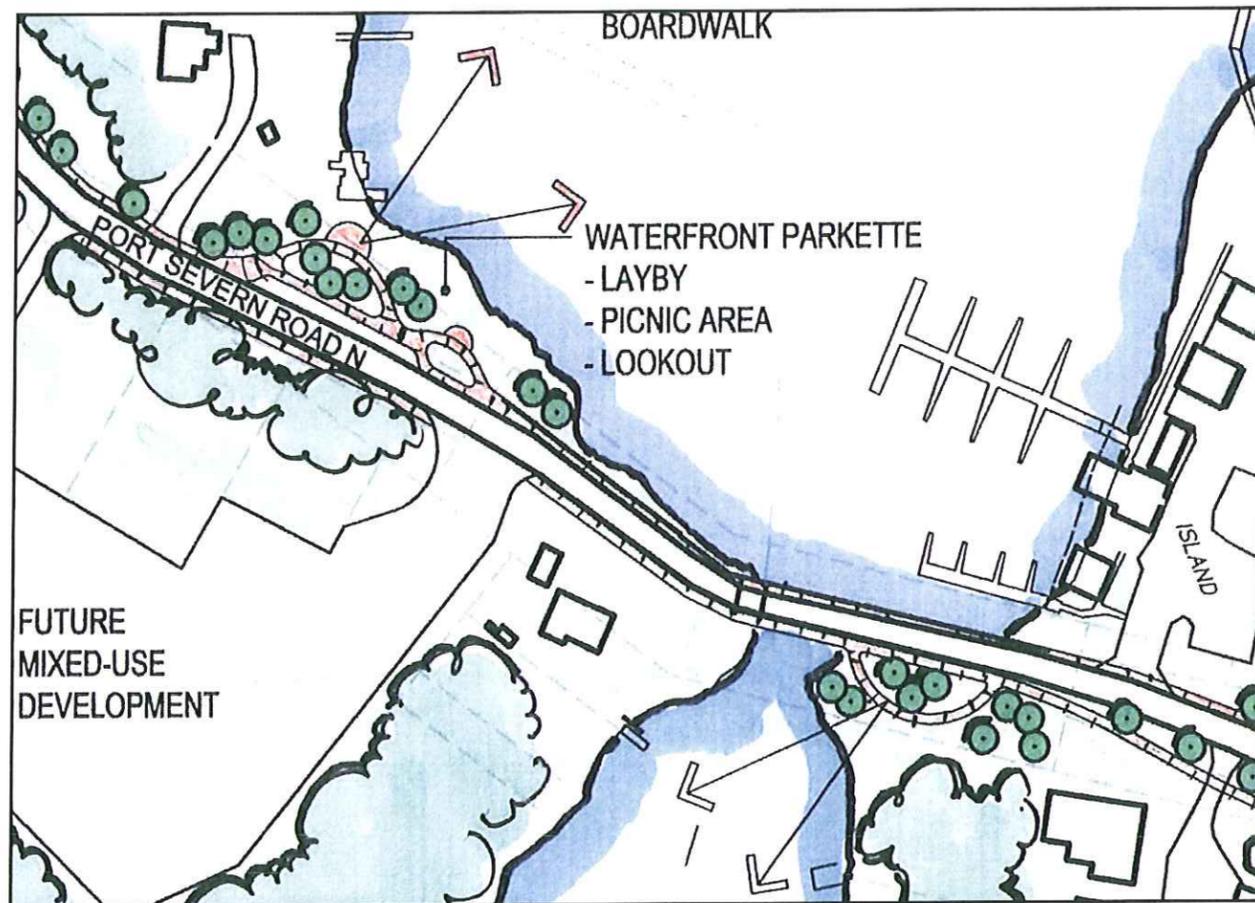
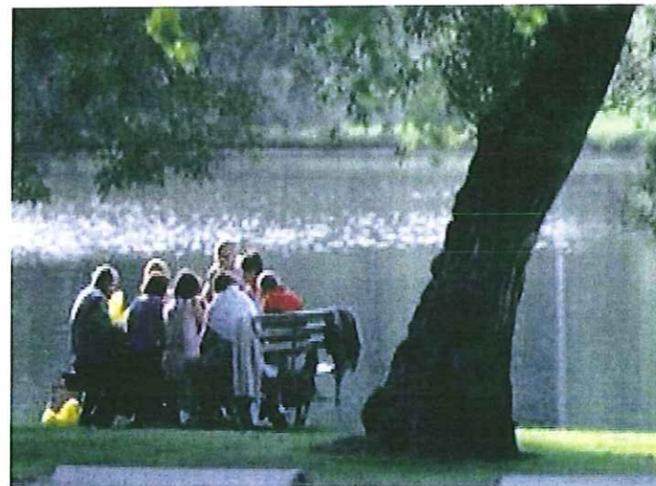
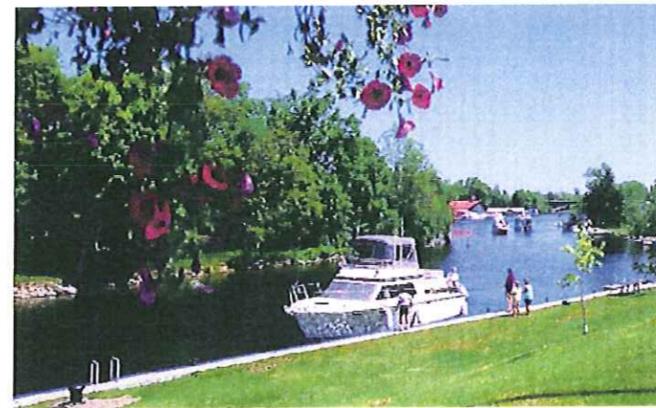
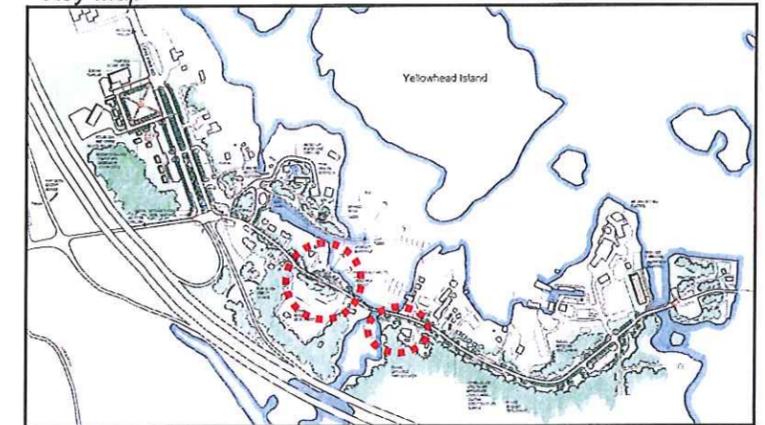


Figure 13: Parkettes

Key Map



Imagery of Parkettes



6.0 LAND USE PLANNING STRATEGY

6.1 Background

The land use planning strategy is aimed at establishing the proper official plan framework to guide private development within Port Severn and ensure that public objectives are achieved as an integral part of private development. Through the technical review and community consultation components of the Master plan study a number of primary objectives have been identified as key to the strategy for Port Severn. These objectives should be integrated into the land use planning framework through the subsequent official plan review process.

6.2 Land Use Planning Objectives

6.2.1 The Village Centre

Define the Village Centre

It is important that Official Plan policy define the Village Centre and establish policies to direct commercial, institutional and a range of residential development forms to the village centre. This is essential in order to create a sense of place that is currently lacking in the community and to establish a critical mass of residential and commercial development that supplements the active tourism component to create the opportunity for a viable year round community.

Enhanced Public Space

Develop Port Severn Road as a unique streetscape corridor with enhanced public walkways, sitting areas, links to the waterfront parks, street tree planting, special lighting, banners, and other features unique to Port Severn.

The opportunity to establish quasi – public amenity areas for pedestrians as an integral part of private development along Port Severn Rd. should be considered as part of any larger development proposal within the Village centre.

Pedestrian Scale Built Form

Development within the village centre should be pedestrian scale consistent with the village character. Density provisions should accommodate two storey buildings adjacent to the waterfront, three storey buildings adjacent to Port Severn Road with the opportunity for four storey buildings between Port Severn Road and Highway 400.

Well designed mixed use commercial buildings with apartments on upper floors should be encouraged along the Port Severn Road within the village centre. These buildings

should be located close to the street to define the street edge and integrate with a pedestrian sidewalk.

Mixed Use Land use

To function as a village centre there needs to be a range and mix of land use. Commercial uses need to provide services to both tourists and seasonal and full time residents. Consequently a wide range of retail, office, restaurants, personal service and tourism commercial uses should be permitted with opportunity for mixed use buildings containing residential apartments on upper floors.

Certain uses, such as uses that require large loading areas, outside storage or automotive uses should be restricted as they are not consistent with the pedestrian focus to the Village centre.

Waterfront Connections

Establishing pedestrian connections to, and along, the waterfront within the Village Centre would create a powerful community amenity for all aspects of the Port Severn Community. The Master Plan identifies a number of connection points. All proposed development lands should be encouraged / required to allocate a minimum waterfront right of way and trail linkage along the waterfront connecting existing and future waterfront parks and other community features.

6.2.2 Residential Neighbourhoods

The Town of Port Severn is expected to experience significant growth at least for the next ten years. It is important for the Township to respond to this growth pressure in a comprehensive manner which recognizes both the diverse, sensitive ecology in the area and the need for additional urban land use designations including residential and commercial within and outside the existing urban settlement boundary.

Two significant residential neighbourhoods are developing west of Highway 400 being the Oak Bay residential lifestyle development and the Port Severn Heights / Hillside Drive developments. Supporting the evolution of these neighbourhoods is important “in both existing and future planning policy.”

Maintain a Comprehensive Approach

The Oak Bay development is a substantial development and benefits from a comprehensive “master planned” approach which has facilitated the development of the golf course development, extensive walking and hiking trails and a cluster form of development which has served to accommodate both a significant number of housing units and the protection of environmentally significant areas.

Reinforcing this approach on the north side of the Honey Harbour Road can help achieve similar benefits. A comprehensive approach requires that the long term residential area be established. Currently within the Port Severn Secondary Plan Area are lands designated as “Restricted Rural” which is stated in the Official Plan to be a “holding category for development within or abutting the outside of the Secondary Urban Community...”. The re-designation of these lands through an official plan amendment and/or a

comprehensive official plan for Port Severn is required. The planning policy should ensure that the area develops based upon a comprehensive plan which defines the limits of environmental protection areas, identifies residential development opportunities, establishes a cohesive road pattern and parks and open space system and other elements pertinent to a well functioning neighbourhood. This comprehensive approach will ultimately serve to maximize both the development potential of the area and the public interest objectives inherent the area such as environmental protection areas, walking and snowboarding trails and public and private open space.

Provide Convenience Commercial Facilities

Lands immediately west of Highway 400 are identified in the Official Plan for commercial purposes. The development of commercial facilities at this location is important for the developing residential neighbourhoods of Oak Bay and Port Severn Heights. The development should be of a local convenience scale focused on providing convenience shopping to the adjacent neighbourhoods and some automotive service to the travelling public. Such uses should be of a size and scale to not compromise the planned function of the Village Centre as the primary commercial area of Port Severn.

Maintain / Enhance the Character of Honey Harbour Road

Honey Harbour Road is characterized by major open space uses, i.e. golf course, community recreation facilities i.e. the Baxter Community Centre and rural landscapes. These attributes reinforce the rural character that make the area desirable for quality residential development. Future development along the Honey Harbour Road should reinforce this character. Preferably new development should incorporate major landscape elements along the road and minimize direct

frontage/access to the road except where access already exists. Commercial development should continue to be restricted to the designated commercial area immediately west of Highway 400.



Residential Development Suitable for Port Severn

6.2.3 Lone Pine Road

Define as a Gateway

The Lone Pine Road / Port Severn Road intersection serves as a gateway and sense of arrival to the Township generally and Port Severn in particular. Land use policies should serve to recognize the area as a formal civic / heritage area capitalizing upon the existing investment in the Bressette House Visitor Centre, the Township's Civic Centre and adjacent Township landholdings.

Any private development occurring within the immediate area should be held to a high standard of design, with architecture complimenting the Bressette house and Civic Centre and landscape and streetscape elements contributing to the overall character. Planning policies should also encourage municipal initiatives in terms of developing streetscape elements to celebrate the entrance to Port Severn together with development of consistent signage to aid the visitor.

Commercial Land Designation to the North

A need exists within the community area for land which could accommodate larger scale commercial or light industrial activities such as home improvement and lumber, automotive repair and other uses requiring outdoor storage and larger truck delivery facilities. The lands on the west side of Lone Pine Road adjacent to Highway 400, north of the Civic centre could fulfill this role.

The success of the area would benefit from the re-establishment of the Lone Pine Road / Highway 400 access which would improve the convenience of the area and serve to limit truck activity at the Lone Pine Road / Port Severn Road intersection. Discussion with the Ministry of Transportation is necessary to determine the potential to re-establish this access location.

6.2.4 Open Space

Designate Parkland and Trail systems in the Official Plan

The Township recently acquired the Minten's Lane property to provide a waterfront park within the village centre area of Port Severn. This achieved an important recommendation of the Parks and Recreation Master Plan. The official plan should designate this park, together with the other parklands and the community centre within as Open Space. The size and location of additional active parkland should be considered concurrent with the potential designation of additional residential lands to the north of the Honey Harbour Road. As a general target parkland should be designed to have one third to one half of its perimeter with frontage on a public road. This provides for proper access, public visibility and safety.

The official plan should also identify the existing and desired trail systems to complement the designation of the various parks and open space areas. Identifying the existing and desired trail connections in the Official plan assists in the achievement of the trail system through the development process or other municipal initiatives.

Maintain a Highway 400 Buffer

Currently Highway 400 enjoys a scenic visual character comprised of views of the Locks and surrounding waterways, rural landscape and a corridor of mature trees. With the potential for increased development within the Village centre and along Lone Pine Rd. it is important that the treed buffer corridor along Highway 400 be protected to help screen the rear of development or areas of outside storage, parking and similar activities.

The official plan should secure the protection of this corridor either through policy provisions or potentially through the

designation of the corridor as environmental protection.

Environmental Protection Area

The Master Plan identifies the area on the south/west side of Highway 400 as Environmental Preserve to reflect the significant wetlands located in the area. Identification of these lands as Environmental Protection in the Official Plan would serve to implement the findings of the Master Plan.



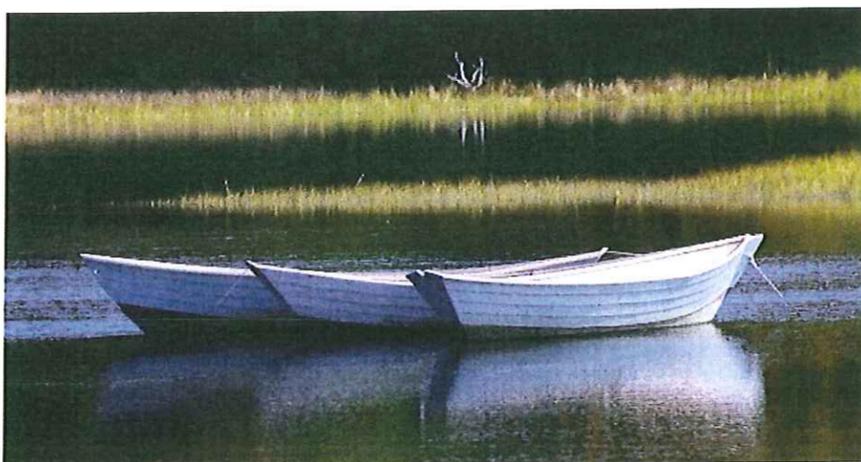
Current Condition: Lone Pine Road at Port Severn Road

7.0 URBAN DESIGN GUIDELINES

7.1 Design Theme Development

The most authentic design themes are rooted in the natural history and the human history of the place. Many of these thematic opportunities are readily apparent in the local landscape. Port Severn is also blessed with a rich variety of thematic opportunities that come from local people's knowledge and perception of their own community. Based on these considerations, we have developed an initial list of key words and images that provide a rich palette as a basis for the development of the design themes for Port Severn.

These key words and images provide the inspiration for the master plan and urban design guidelines relative to selection of materials, spatial relationships, streetscape and built-form character as well as identification of development opportunities.



Port Severn is a "Gateway"

- Gateway to the north
- Gateway to Georgian Bay & Biosphere
- Gateway to Muskoka
- Gateway to the Trent Severn Waterway

Community Heritage

- Lumbering and saw mills
- Fishing and hunting lodges
- Bressette House

The Landscape

- Water – Georgian Bay / Severn Waterway
- Rock – the Canadian Shield
- Forests and trees

Adventure Tourism and Recreation

- Access to the Biosphere
- Access to the Severn waterway
- Access to outlying islands
- Camping, kayaking and canoeing

7.2 Design Themes

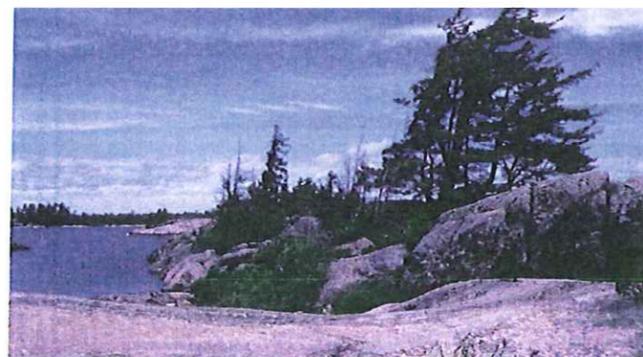
Port Severn is a "Gateway"



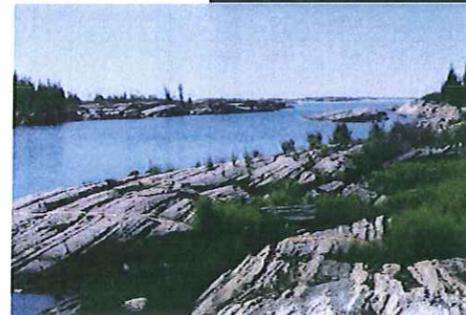
Gateway to the north



Gateway to the Trent Severn Waterway

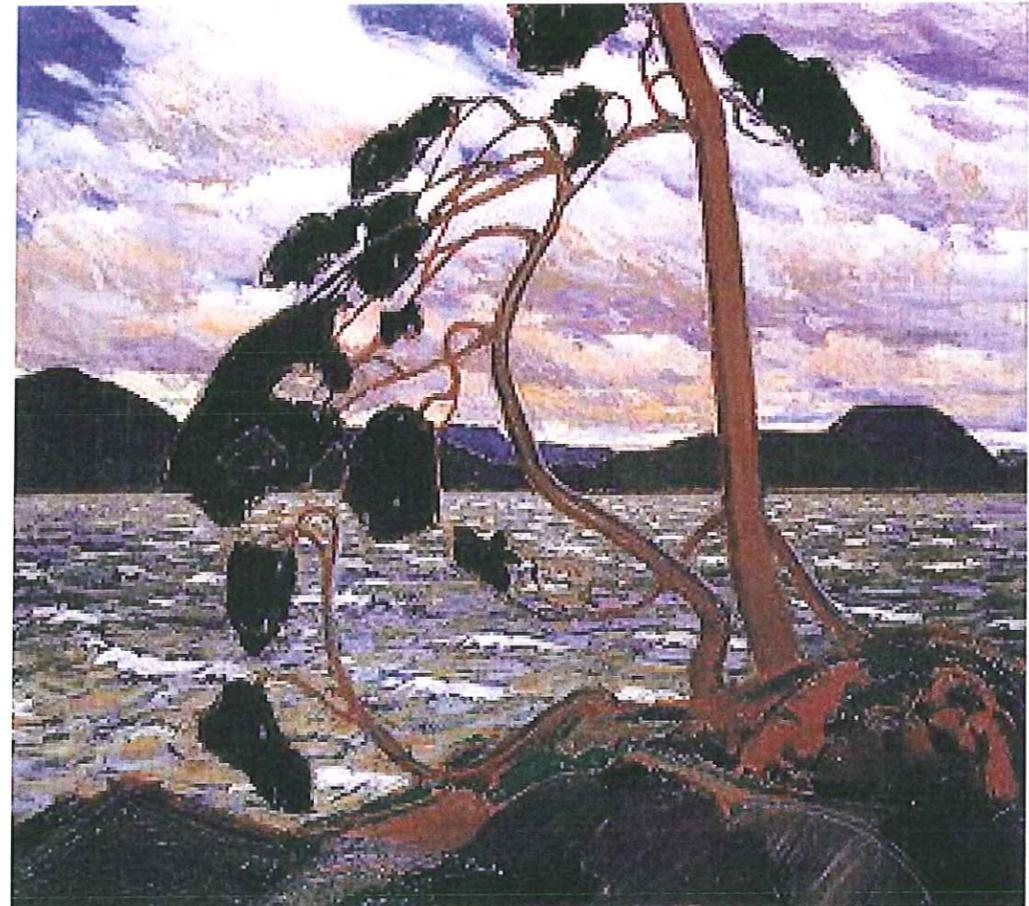


Gateway to Muskoka



Gateway to Georgian Bay and the Biosphere

The Landscape



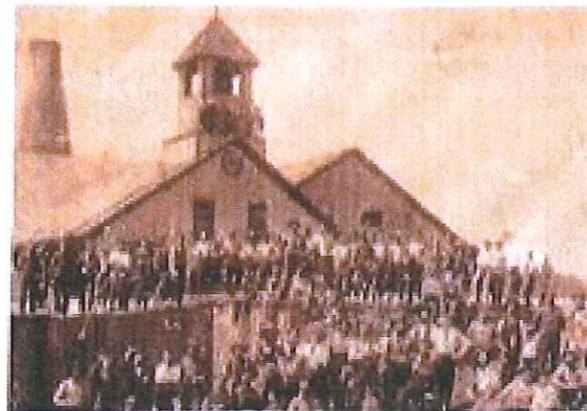
Water, Rocks & Trees



Community Heritage



Camp Rawley, 1925



Port Severn Mill, 1890

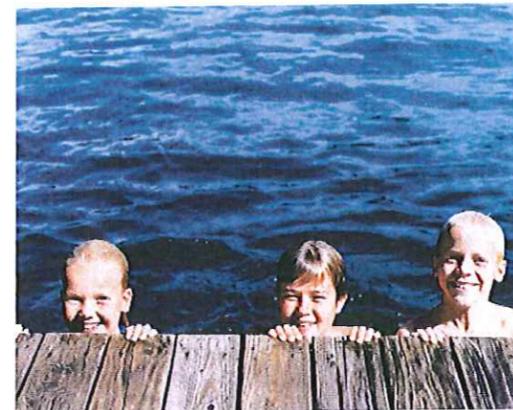


Bressette House



Road Maker's Camp, 1911

Adventure Tourism and Recreation



Swimming



Trail Interpretation



Summer Recreation



Winter Recreation



Canoeing



Fishing

7.3 Streetscape Design

Well-designed and attractive streetscapes will reinforce Port Severn's road system while enhancing the community's quality of life. These streetscapes can provide enhanced circulation, movement, wayfinding and orientation of both vehicular and non-vehicular traffic, provide public gathering places for the community to interact and socialize, and will promote the image of Port Severn as a vibrant and attractive village community.

This section of the report will provide general guidelines for all streets within Port Severn, discuss various streetscape elements that are an essential part of the street character, and present guidelines for major roads within the community including:

- Lone Pine Road - the primary north-south road parallel to Highway 400;
- Port Severn Road - the east-west road crossing the Trent Severn Waterway at the Locks; and
- Honey Harbour Road - the east-west road linking Port Severn with the Honey Harbour community.

The purpose of these streetscapes are to create pedestrian-oriented, attractive and coordinated design that is complementary and compatible with the adjacent land uses and built form.

7.3.1 General Guidelines

The streetscape consists of the zone from a building face to the curb and shall be designed with equal consideration for the elements within the right-of-way and the built form or uses in the adjacent property.

Streetscape Elements

Coordinating streetscape elements is important in conveying the identity of the community, reinforcing its character and ensuring the safety, accessibility and comfort of pedestrians, cyclists and motorists. Design of streetscape elements should complement one another and be consistent with the design vision for Port Severn. Streetscape elements include:

- Street Lighting
- Site Furniture
- Signage

Street Lighting

Lighting provides safety for both vehicles and pedestrians and serves both a functional as well as an aesthetic purpose. The street lighting design shall be consistent with the overall architectural character of Port Severn, providing adequate lighting on the roadway as well as on the sidewalk for pedestrians.

Guidelines:

- Street lighting should be placed in line with street trees where appropriate;
- Specialty lighting fixtures may be used at the Village Centre and along Port Severn Road to highlight these areas;
- Light standard types and styles should be coordinated with other street furniture;

- Lighting standards should be designed to incorporate pedestrian scale lighting and street banners;
- Lighting adjacent to natural features should be downwards oriented, and directional to minimize light intrusion into the adjacent natural area.

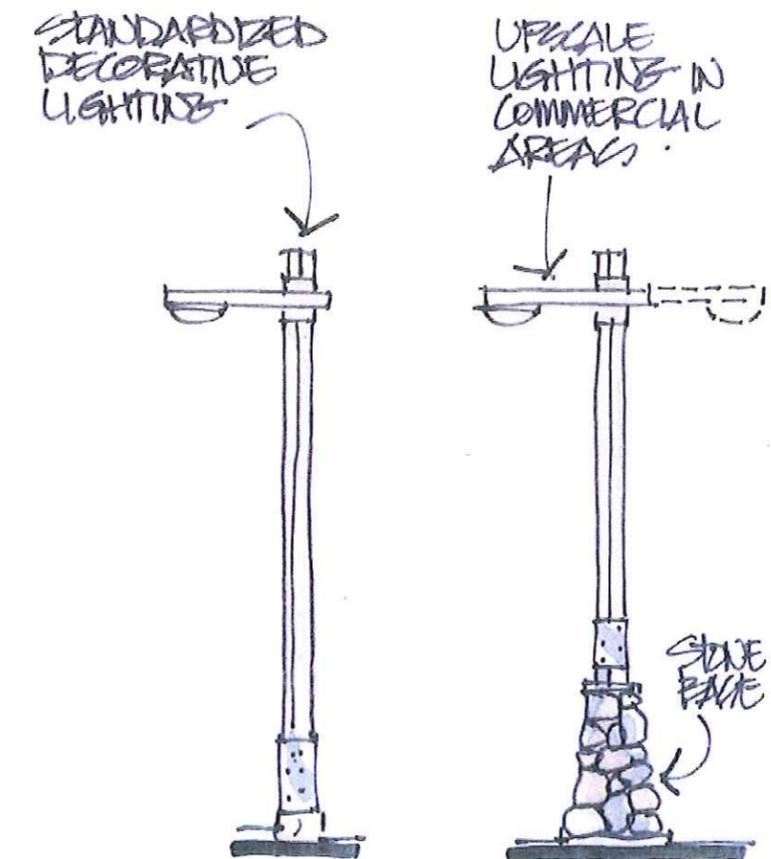


Figure 14: Street Lighting

Site Furniture

Street furnishings will be used to unify and enhance landscape elements within the pedestrian realm. These elements will be consistent in design and not only be functional but also coordinate and reinforce the streetscape character. The inclusion and placement of visually attractive site furniture not only enhances the public realm but also improves the use of public space.

Guidelines:

- Colours, materials, forms and styles of site furniture should be complementary and consistent with the overall theme of the community;
- Placement and arrangement of site furniture should encourage safe use and reinforce the streetscape.

Criteria:

- Along with other elements of streetscape treatment, furnishings will establish an identity for Port Severn;
- Subtle design variations to street furnishings are acceptable for specific spaces such as the Village Centre;
- The range of furnishings should be minimized to avoid visual clutter and be tied together by a common theme and colour palette;
- Furnishings should be low maintenance, vandal-resistant and easily replaceable.

1. Benches

- Durable;
- Benches should be approximately 6 feet in length to accommodate 2 to 3 people comfortably;
- Should have back and arm rests for optimal comfort.

2. Waste Receptacles / Recycling Bins

- Durable waste containers;
- Consistent design style with other site furniture;
- Should be equipped with plastic liners, rain proof tops and be easily accessible for emptying.

3. Bicycle Racks

- Embedment mounting;
- Should be located near points of interest and attractions, as well as in the Village Centre.

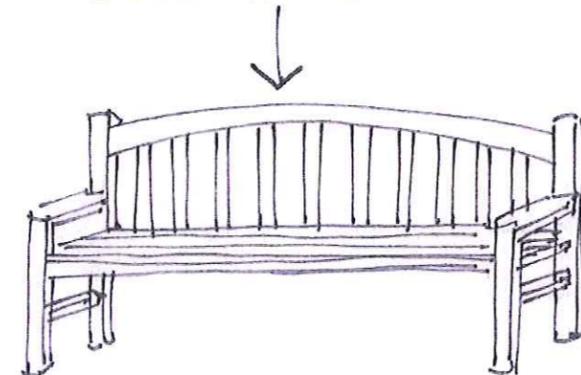
4. Planters

- Consistent design style with benches and waste receptacles;
- Customize plant materials to provide seasonal interest;
- Should be located on sidewalk in commercial areas.

Benches, waste receptacles and planters can all be either wood or faux wood (such as aluminum) finish for greater durability.



BENCHES WITH A STRONG REPRESENTATION OF THE 'WOOD' THEME



WASTE RECEPTACLES IN COMMERCIAL AREAS



WASTE RECEPTACLE OF A MORE DURABLE CONSTRUCTION. FOR USE IN HIGHLY ACTIVE BUT LESS VISIBLE AREAS (PARK SPACES)

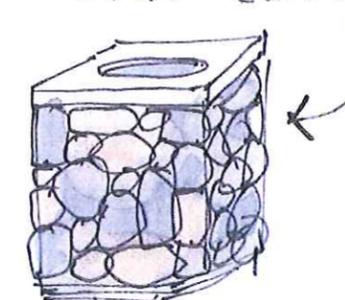


Figure 15: Site Furniture

Signage

Upgrading the current signage scheme will create a more inviting and significant arrival into Port Severn and provide orientation and wayfinding for pedestrians and vehicles. A hierarchy of signage components will assist visitors and residents alike to find points of interest and various attractions within Port Severn.

Guidelines:

- All signage should be consistent in terms of design and lettering;
- Incorporate community identity such as Township logo and community name on appropriate signage;
- Apply to elements such as park names, trail signs / markings, environmental signage and educational signage.

Community Gateway Sign

A community sign at the intersection of Lone Pine Road and Port Severn Road will provide a prominent sense of place and arrival for those entering Port Severn from Highway 400. It is recommended that this be natural rock with metal lettering, accompanied by a natural waterfall feature. This community gateway is described in further detail in section 7.3.2 *Community Gateway*.



Figure 16: Community Gateway Sign



Figure 17: Community Gateway Sign Section



Community Information Sign

The addition of a community information and special events sign placed in a strategic location is recommended. This sign shall be of a consistent design, material, colour and style as the other signs within Port Severn.

Major Pedestrian Gateway

The opportunity is present within Port Severn for a major pedestrian gateway guiding people to the waterfront or any other attraction. These pedestrian gateway signs will provide a clear sense of entry for visitors and residents to access special places.

Directional Signage

Directional signage can be used by both vehicles and pedestrians. This type of signage will direct people to specific attractions within Port Severn. Directional signage should be located in strategic locations throughout Port Severn.

Regulatory Signage

This type of signage includes stop signs and other regulatory signs commonly found on road right of ways. The bases of these signs should be kept consistent with the aesthetic of the other signage to create a cohesive and continuous Port Severn identity.

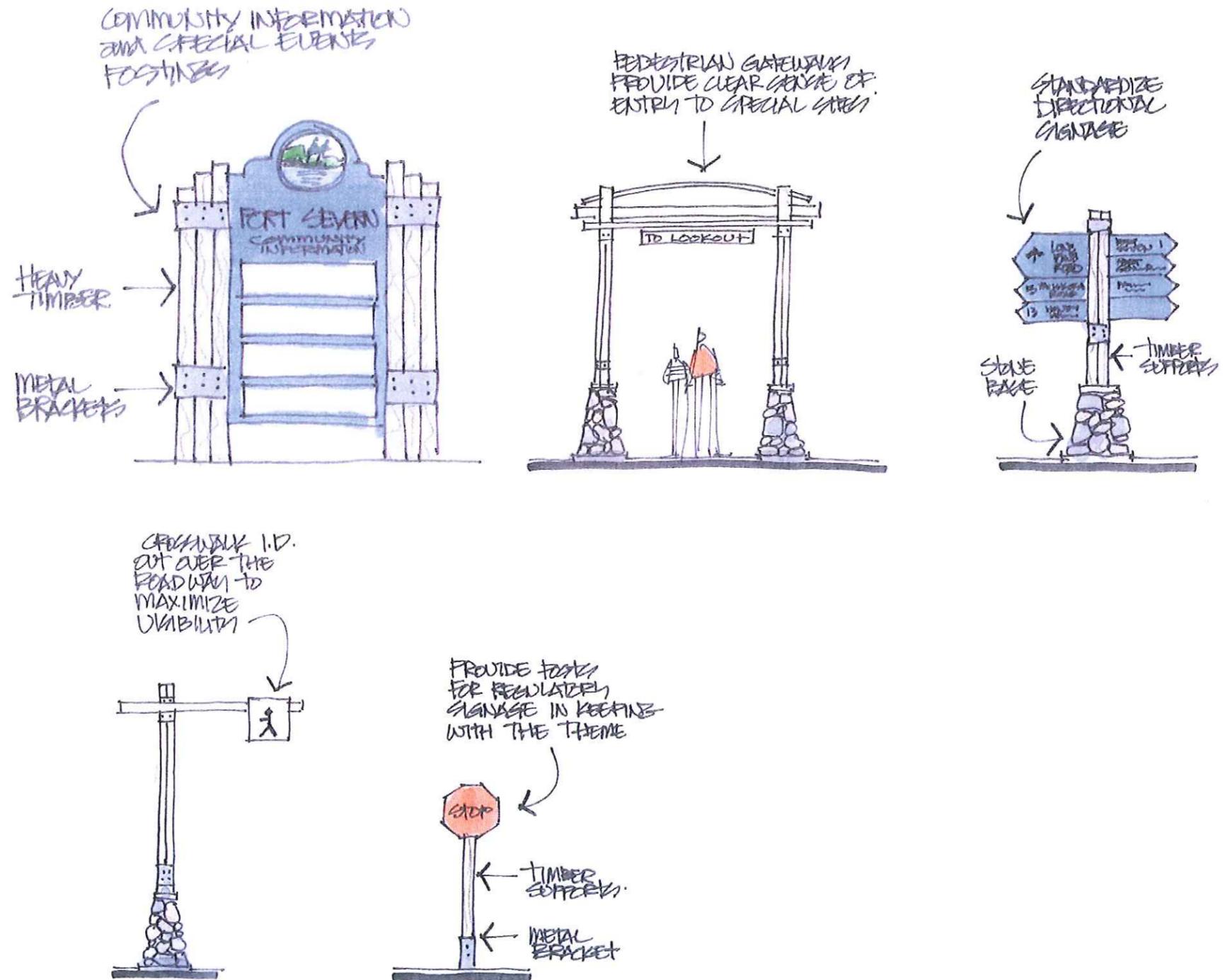


Figure 18: Signage Components

Sidewalks

Sidewalks of 1.5 metres minimum width are recommended at the following locations:

- Both sides of Port Severn Road;
- Both sides of Lone Pine Road; and
- Both sides of Honey Harbour Road.

Sidewalks may increase in width and vary in shape or texture at certain pedestrian activity nodes within Port Severn. The use of specialty paving will be provided at important intersections and / or pedestrian crosswalks to delineate the pedestrian realm. Sidewalks should assume a curvilinear shape in order to preserve rock outcrops and natural features that are present within the Port Severn community.



Curvilinear sidewalks add interest to a streetscape

Street Trees

Street trees provide both a functional and aesthetic value to the character of the street. They play a unifying role in site development and create distinction among streets.

Guidelines:

- A row of street trees should be located between the sidewalk and the curb as appropriate. Variations may occur in response to adjacent land uses such as open space, village spaces, focal points, etc. The objective is a continuous canopy along both sides of the street;
- Preference for street trees should be given to hardy native species or other salt-tolerant, high-branching, deciduous varieties;
- Use species that are relatively low maintenance and non-invasive;
- Trees should be planted in groupings, i.e. along street blocks and at special places and intersections, rather than as single specimen;
- Trees spacing should be approximately 8 –10 metres on centre;
- Street lighting fixtures and utility boxes should be placed in line with street trees unless otherwise specified.



Street trees contribute to the character of pedestrian areas

7.3.2 Community Gateway

This streetscape element will be most prominent when exiting Highway 400 Northbound into Port Severn. It will be located at the intersection of Lone Pine Road and Port Severn Road with an identity sign and rock waterfall. These features convey the *Landscape* design theme making residents and visitors aware of the character of the place.

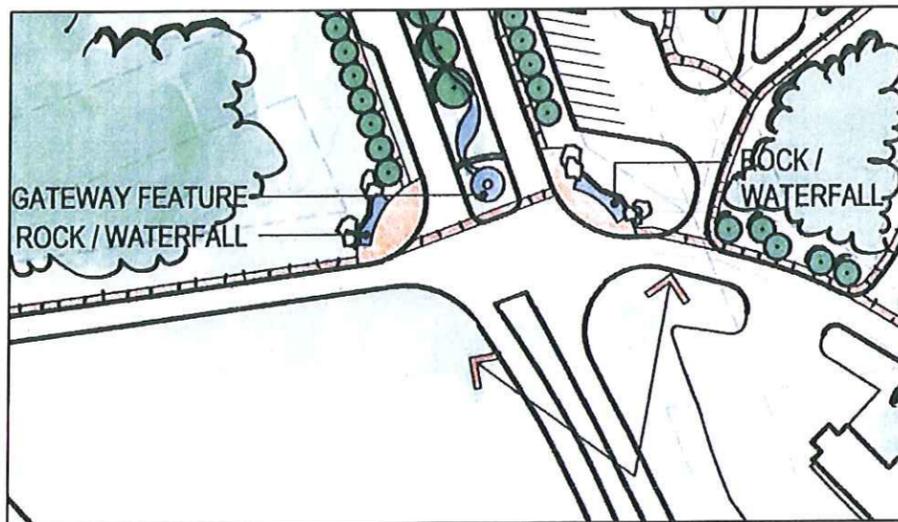
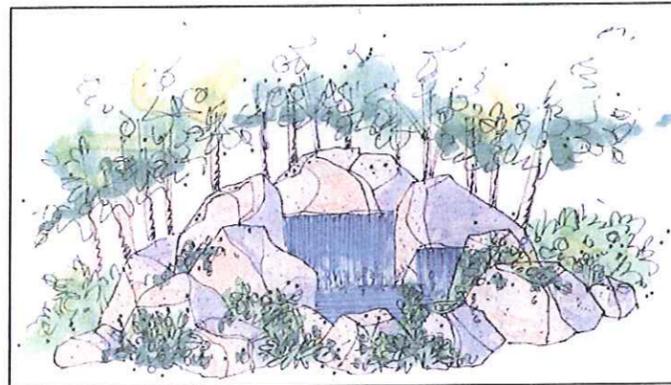


Figure 19: Community Gateway Location



Key Plan

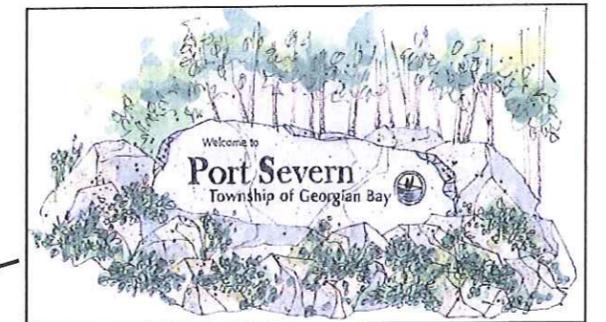
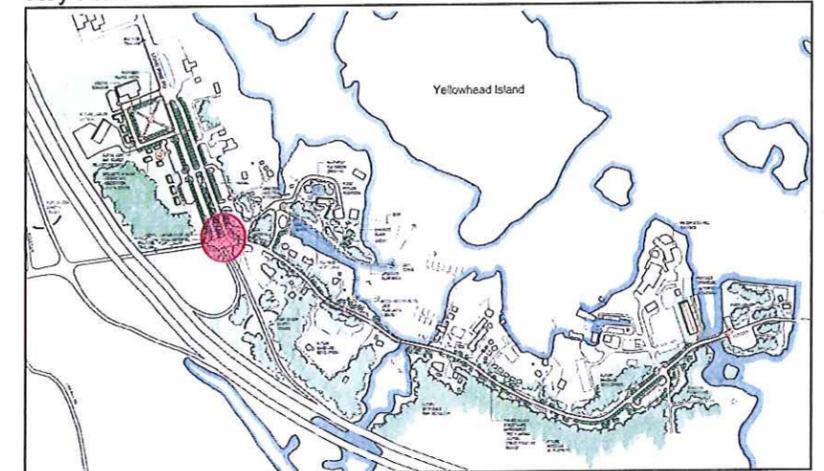


Figure 20: Community Gateway Perspective Drawing

7.3.3 Lone Pine Road

Purpose:

Lone Pine Road is the north-south spine of Port Severn, running parallel to and providing links from Highway 400, and crosses Port Severn Road at one of the key entrance intersections into Town. This road passes through the village centre and provides access to the new municipal park located just north of Port Severn Road.

Features:

- 20 m right-of-way;
- 2 vehicular lanes of 3.5 m width in each direction;
- 6 m boulevard with trees and seasonal plantings;
- 2 m sidewalk and 2 m for lighting, trees, street furniture on west side of street ;
- 2 m sidewalk and 5 m landscaped buffer on east side of street;
- Parking lots beyond buffers on one or both sides of street;

Character:

- Commercial / Civic / Open Space interface;
- Strong gateway design features - large specimen street trees, entry gateway features, paving, boulevard planting;
- Comfortable for people - shade, wind protection and shelter;

Guidelines:

- Sidewalks should be located on the east side of the street, providing access to the Port Severn Road commercial area and the new municipal park;
- Decorative street lighting with pedestrian scale lighting integrated with poles;
- Decorative paving may be introduced here to distinguish the Village Centre from other areas within Port Severn;
- Benches may be provided along this street;

- Design, materials, colours and styles should be consistent with adjacent architecture and with the character of Port Severn;
- Consistent building signage.

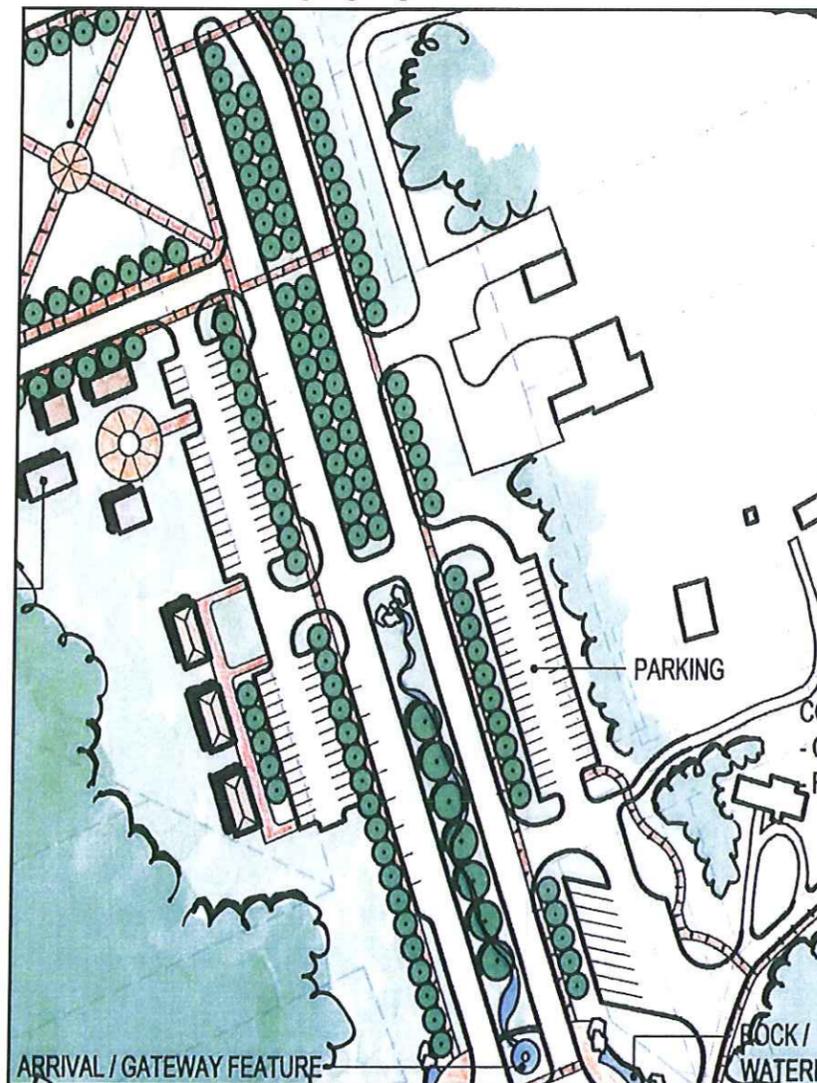
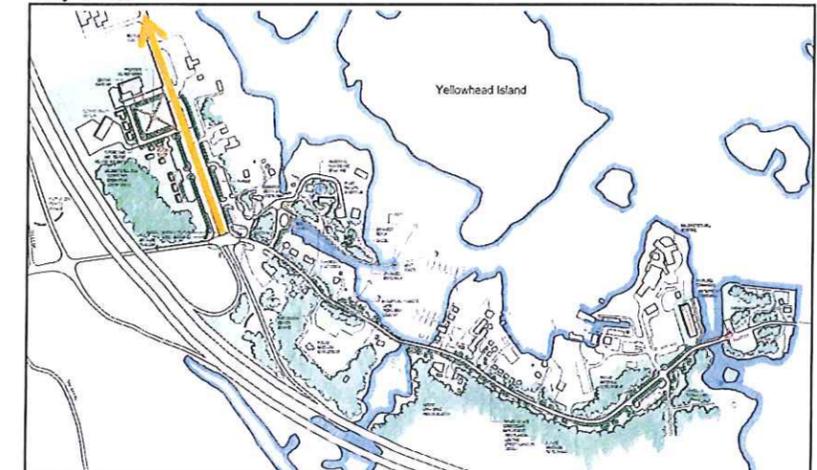


Figure 21: Lone Pine Road

Key Plan



Current Condition: Lone Pine Road

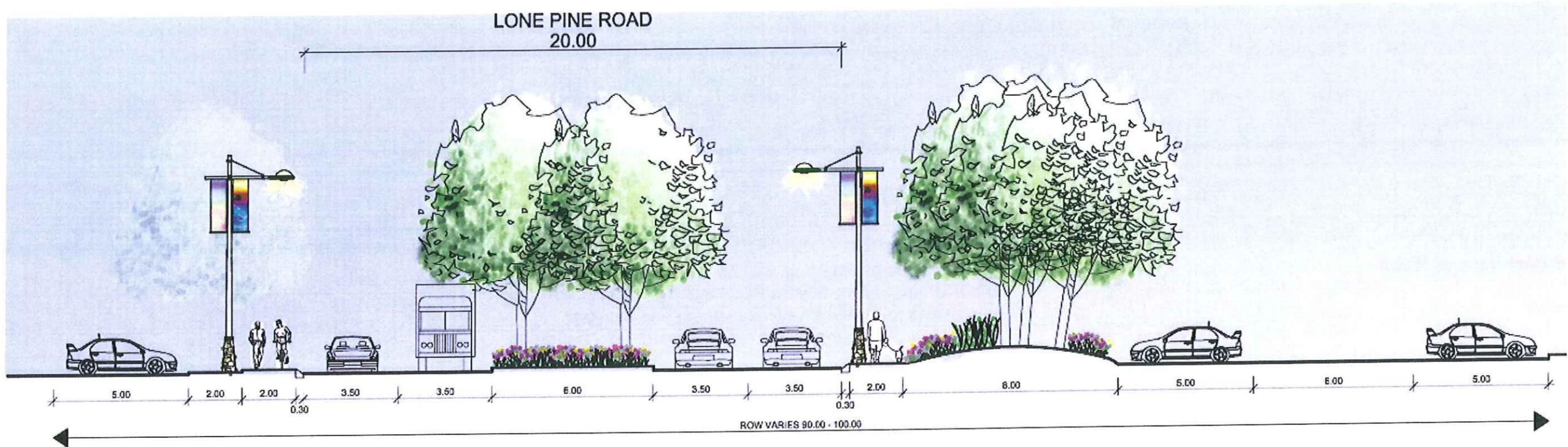


Figure 22: Schematic Cross Section A—Lone Pine Road

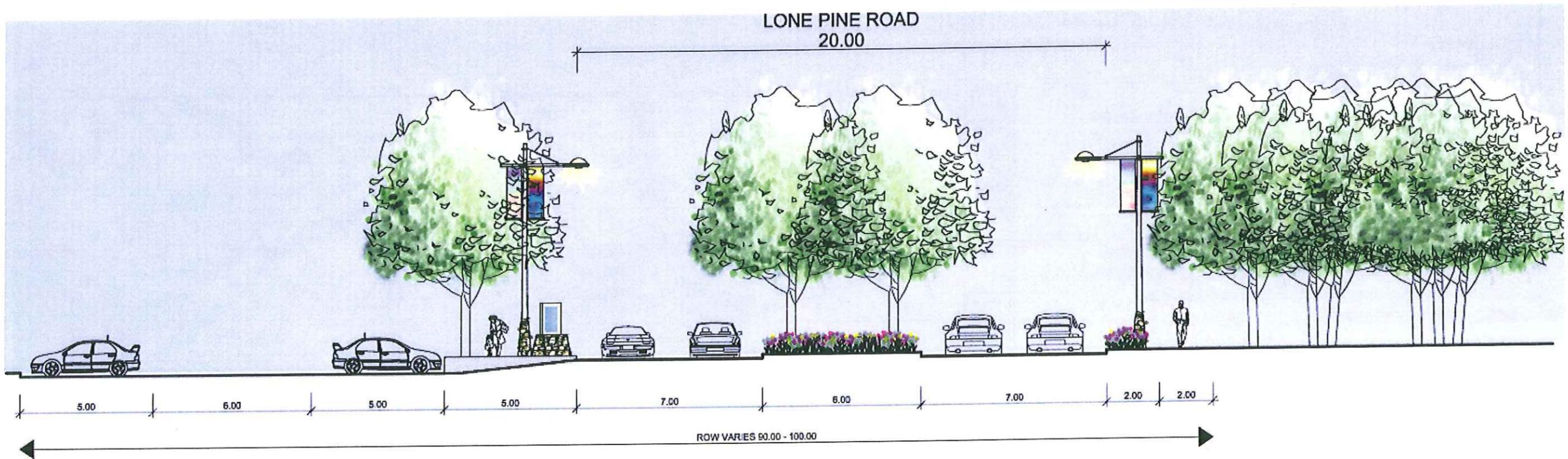


Figure 23: Schematic Cross Section B—Lone Pine Road

7.3.4 Port Severn Road

Purpose:

Port Severn Road is the central east-west spine of Port Severn. This road traverses the Trent-Severn Waterway by means of the Locks and provides access to various commercial and residential properties. This road will be characterized by a single lane of traffic in each direction and lay-by parking on both sides of the street. Streetscape design should support this vision.

Features:

- 20 m right-of-way;
- 2 vehicular lanes of 3.5 m width;
- 1 lay-by parking lane of 2.7 m width;
- 3.0 m off-road trail and sidewalks in non-commercial areas;
- 2.0 m sidewalk separated from road, and 3.4 sidewalk adjacent to buildings with varying setbacks;

Character:

- Commercial / residential interface;
- Comfortable for people - shade, wind protection and shelter;
- Sustainable growth environment for trees - large high quality stock, ease of maintenance, sufficient tree rooting area;
- Active pedestrian environment.

Guidelines:

- Sidewalks should be located on both sides of the street and may include sidewalk cafes and commercial display areas;
- Decorative paving should be introduced to delineate the pedestrian realm, particularly at intersections and crosswalks;
- Street trees should be consistent in species along entire length of street;

- Decorative street lighting will be incorporated along the entire length of Port Severn Road and coordinated with the street trees to ensure proper placement and spacing;
- Pedestrian level lighting will be integrated with the street lighting poles;
- Design, materials, colours and styles shall be consistent with the adjacent architecture;
- Consistent building signage; and
- Sensitive placement of above ground utilities such as hydro transformers. These shall be placed away from pedestrian areas with adequate screening where possible.

Key Plan

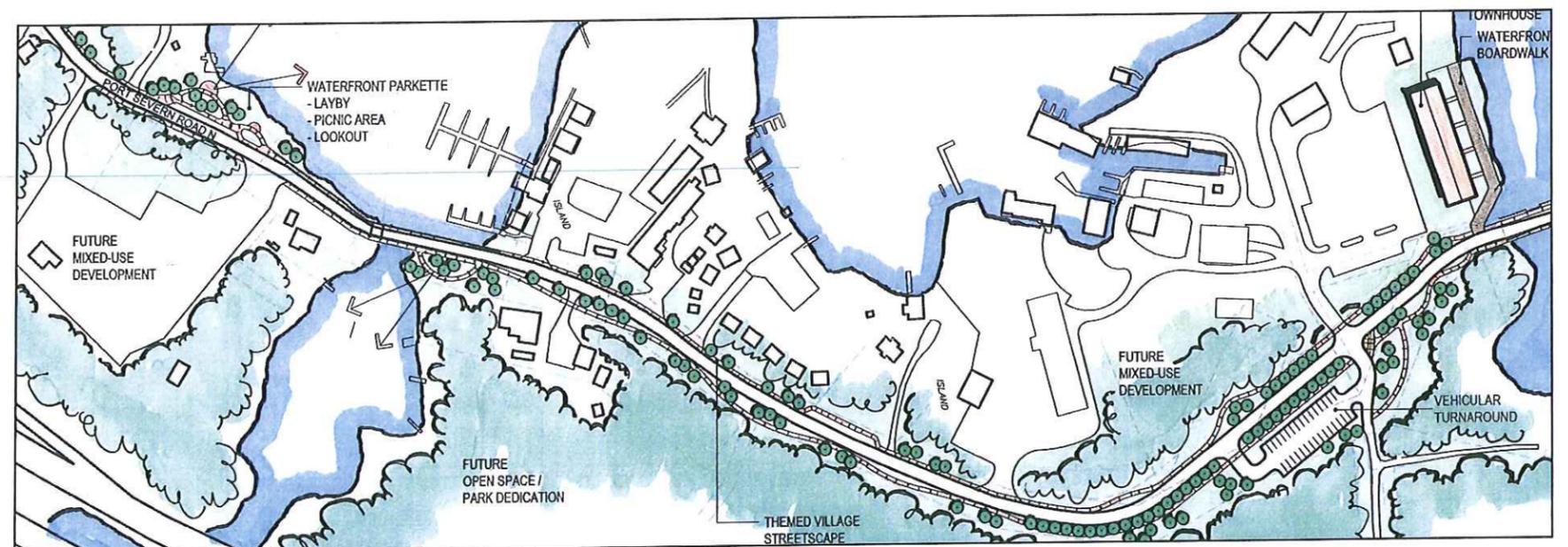
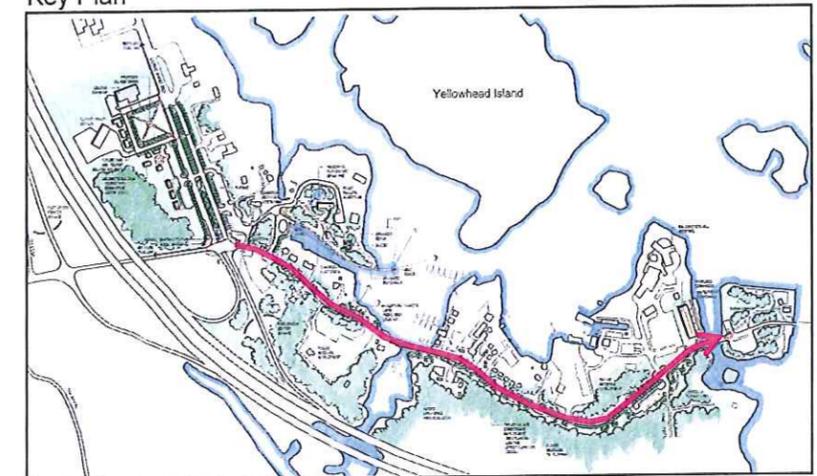


Figure 24: Port Severn Road



Imagery of Pedestrian-oriented Streetscapes

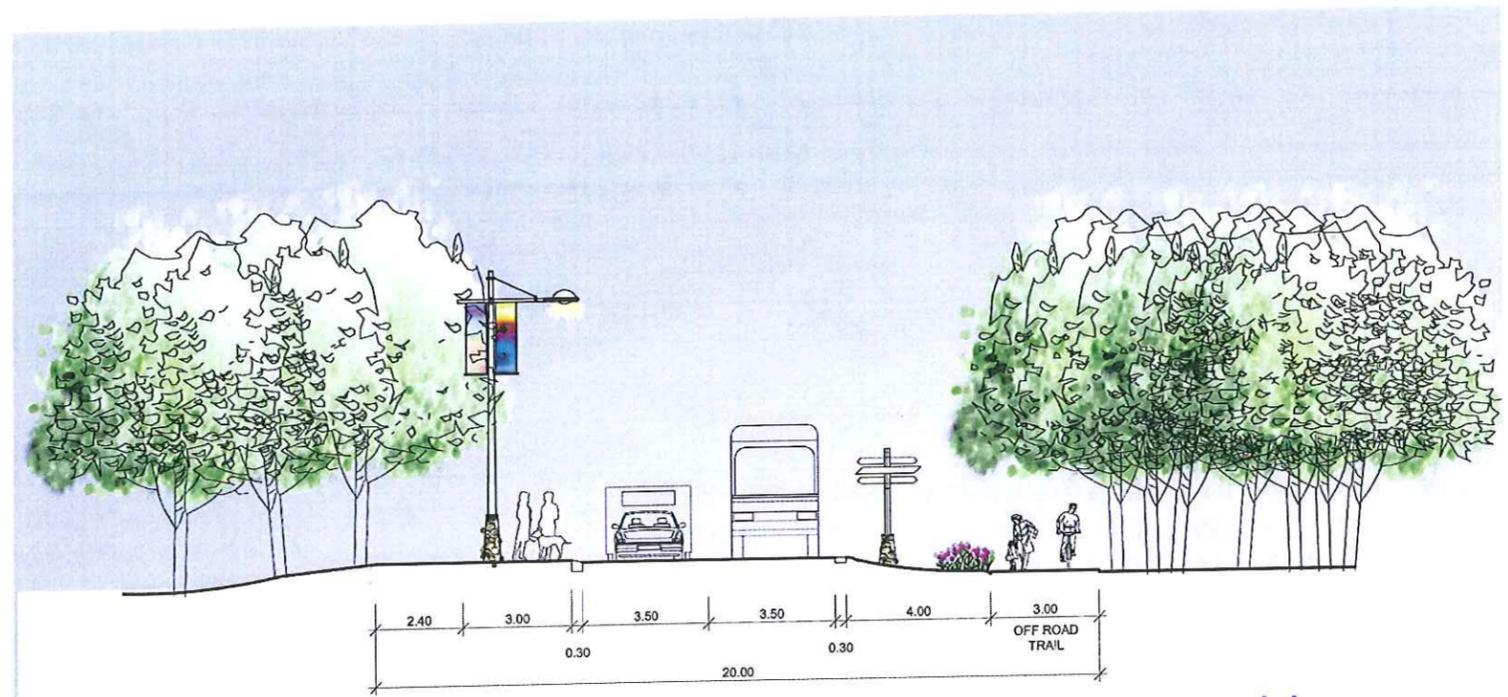


Figure 26: Schematic Cross Section C—Port Severn Road, non-commercial



Figure 25: Port Severn Road Perspective Drawing



Figure 27: Schematic Cross Section D—Port Severn Road, commercial

7.3.5 Honey Harbour Road

Purpose:

Honey Harbour Road is a secondary road within Port Severn, running east-west then north-south towards Honey Harbour. This road provides access to the new development at Oak Bay and other residential areas, as well as to the Baxter Ward Community Centre.

Features:

- 20 m right-of-way;
- 2 vehicular lanes of 3.5 m width;
- 2 m trail on both sides of street;
- 4 m landscape buffer for street trees and plantings;

Character:

- Residential interface;
- Comfortable for people - shade, wind protection and shelter;
- Sustainable growth environment for trees;

Guidelines:

- Multi-use trails should be located on both sides of the street, providing residents with safe pedestrian access to the village centre and commercial areas, crossing under the highway overpass;
- Street trees should be uniform in species along entire length of street;



Current Condition: Honey Harbour Road Highway Underpass

Key Plan

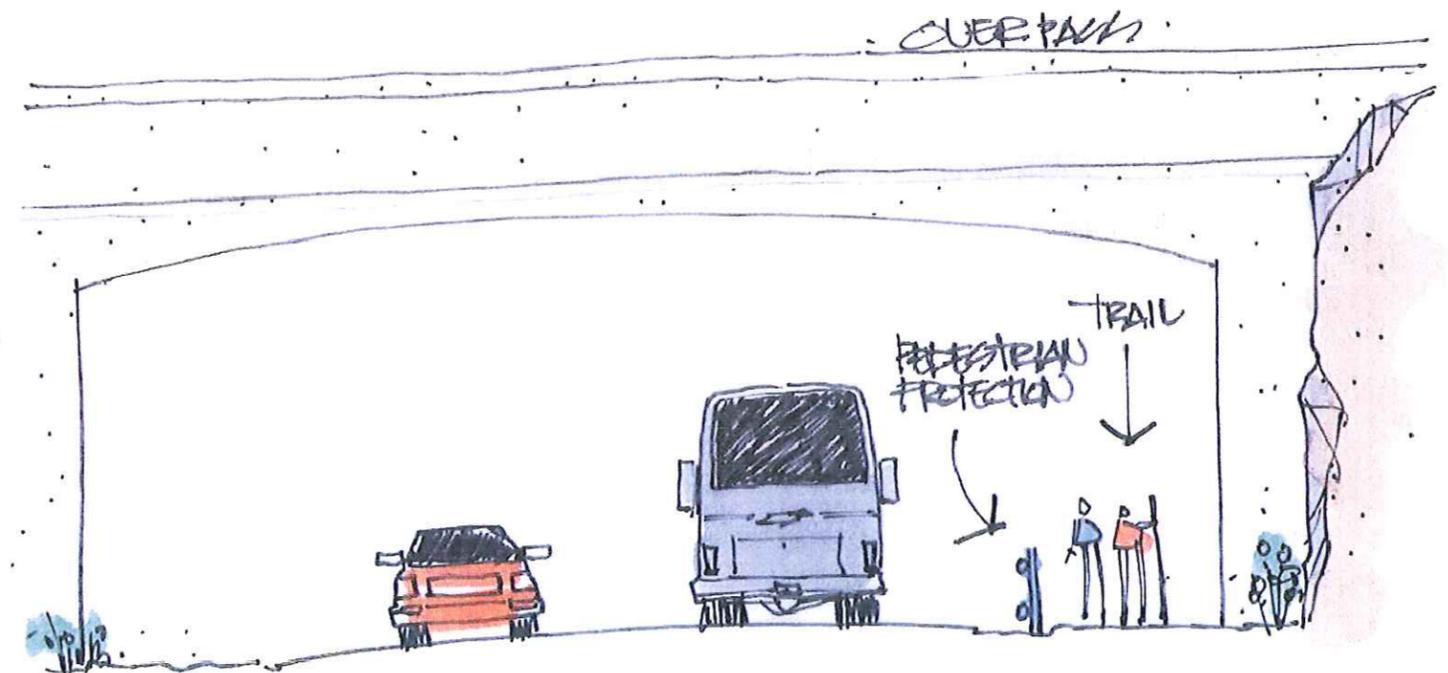
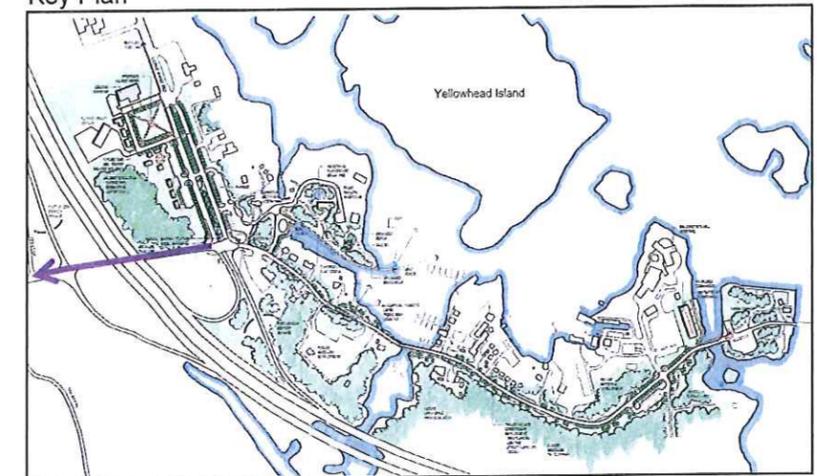


Figure 28: Honey Harbour Road Highway Underpass

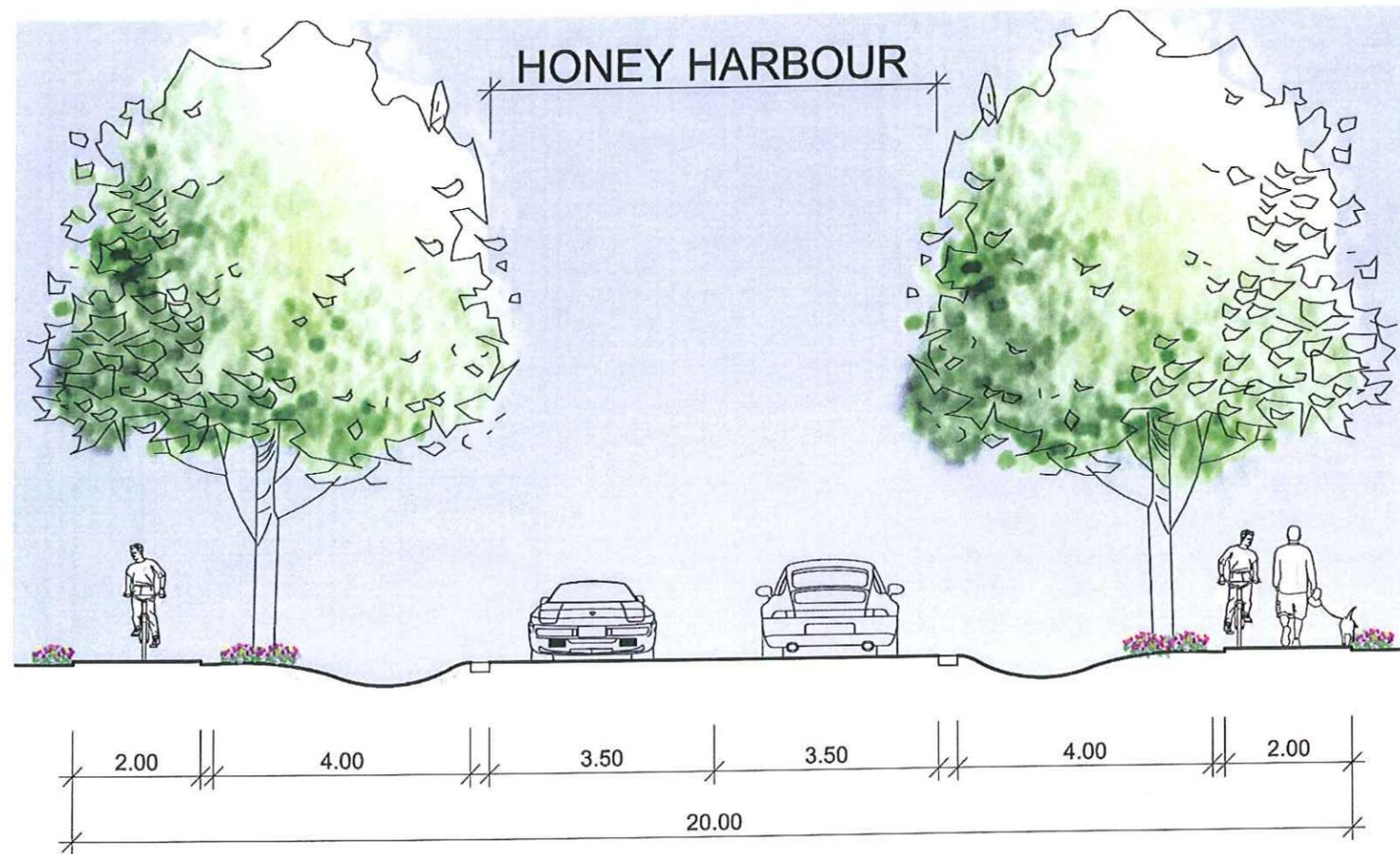


Figure 29: Schematic Cross Section E—Honey Harbour Road

7.4 Parks and Open Space

The Town of Port Severn has five municipal park sites totalling 16.63 acres. The Township of Georgian Bay recently acquired Minten's Lane Waterfront land in order to develop a public waterfront park and docking facility. Parks within Port Severn, as shown in Figure 6, include:

- Baxter Ward Community Centre
- Bressette House / Village Square
- Oak Bay Trails
- Jenmac Park
- Ticknor Park
- Minten's Lane Waterfront Park
- Port Severn Heights Subdivision Park

The Baxter Ward Community Centre is on a small property (2.7 acres) considering the nature of uses and the number of facilities provided. Because of this small size the soccer and baseball fields overlap, which are in need of upgrading. There is an outdoor area with a roof structure acting as a skating rink in the winter and an outdoor picnic / activity area in the summer. The Centre also has an outdoor children's play area. The opportunity to construct new sports fields has arisen in the Port Severn Heights subdivision where there are park dedication lands. This parkland will have ample space for properly sized fields without any overlap.

As the Township of Georgian Bay Parks and Recreation Master Plan indicates, the Township does not have any municipally owned / managed trails within its inventory. However the Oak Bay development has established a trail system and when complete these trails will be under municipal control. There are currently a number of trails operated by non-governmental organizations including Baxter ATV Riders Club and the Ontario Federation of Snowmobilers.

The Parks and Recreation Master Plan specifies that only the Baxter Ward Community Centre and the Bressette House are considered developed; this draws attention to the needs of the increasing population for more areas of recreation. The Township of Georgian Bay's recent acquisition of the Minten's Lane property will address this need.

This section of the report will provide a description and set of guidelines for the development of the Minten's Lane waterfront property as well as for the development of a Village Square to enhance the current Bressette House Park / Open Space.

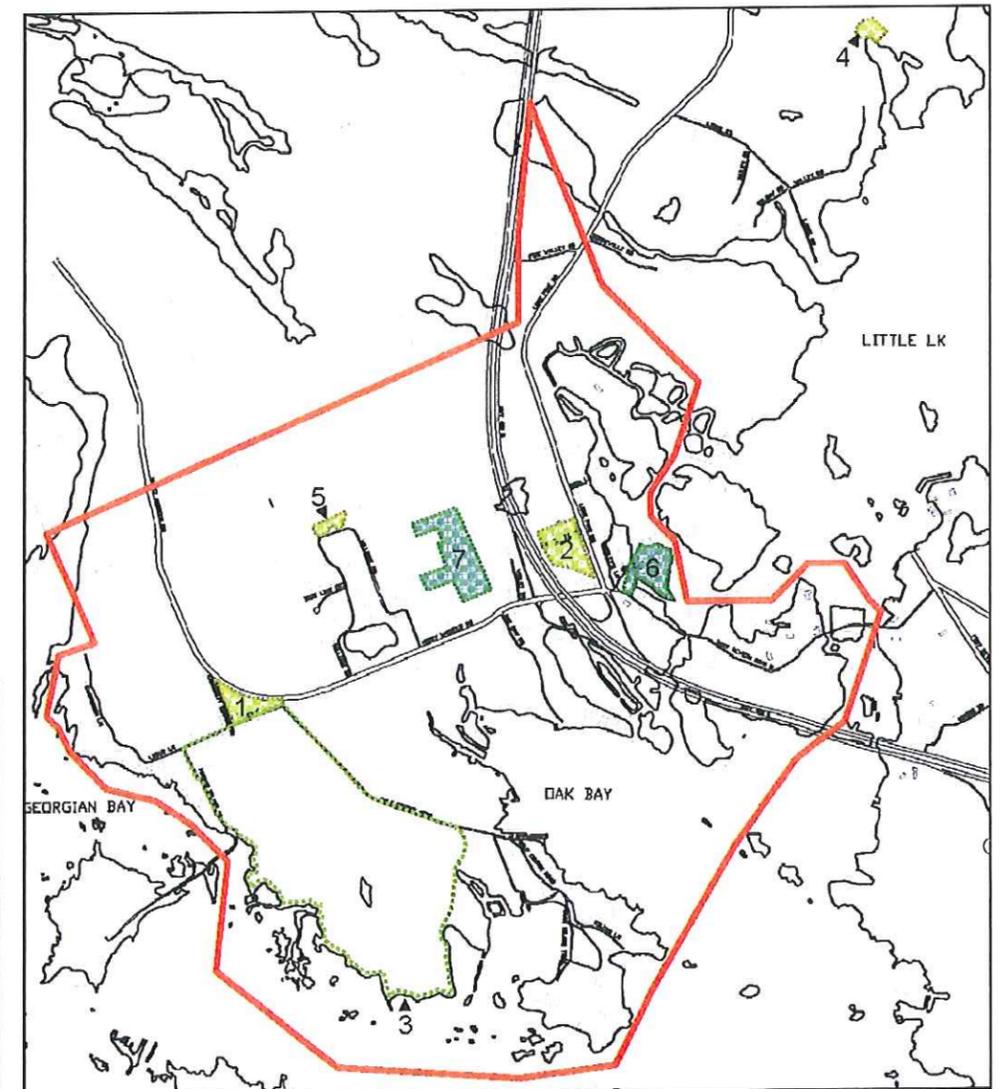
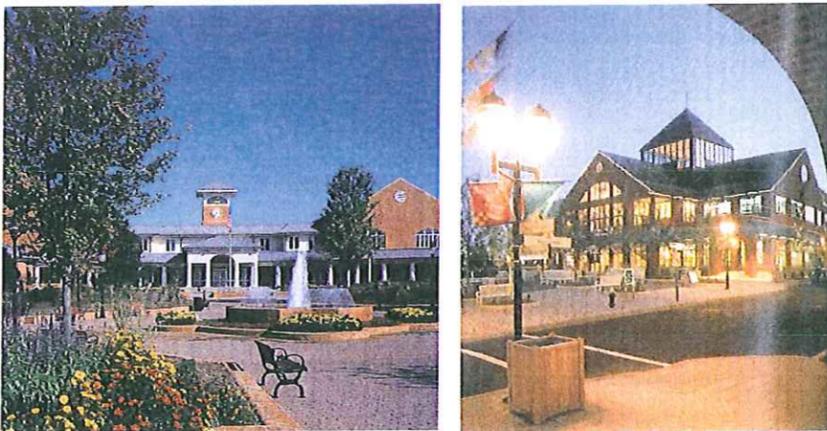


Figure 30: Park and Open Space Inventory within Port Severn

7.4.1 Village Square

The village square, located just off of Lone Pine Road, will become a civic centre within Port Severn and the Township of Georgian Bay. This square should be located in the area between the Bressette House Visitor Centre and the Township Office. There is the opportunity to cluster civic type land uses around the square, such as a library and other civic and tourist related buildings. This square will also provide the opportunity for community activities, farmer's and antique markets and seasonal festivals throughout the year with seating, landscaping and a gazebo or bandstand. Parking will be provided to the south of the square on the west side of Lone Pine Road to accommodate visitors to the square and the waterfront park.



Opportunity to link Village Square with present and future adjacent buildings

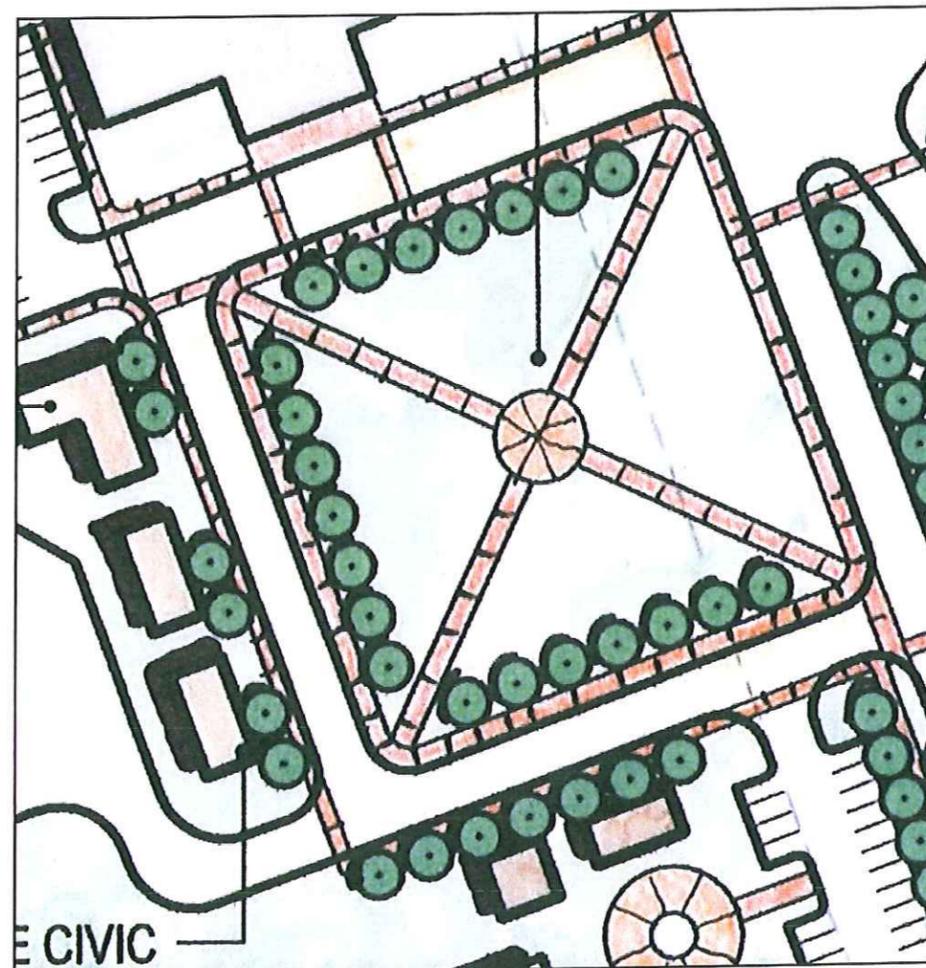
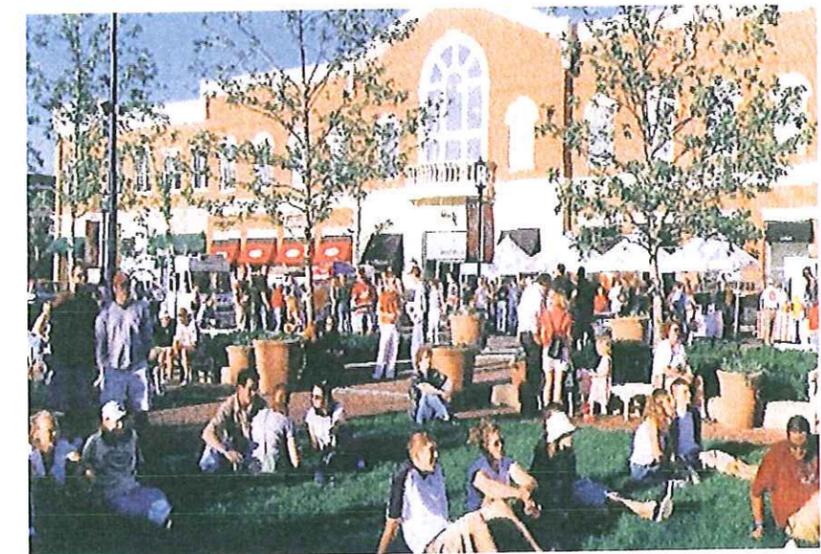
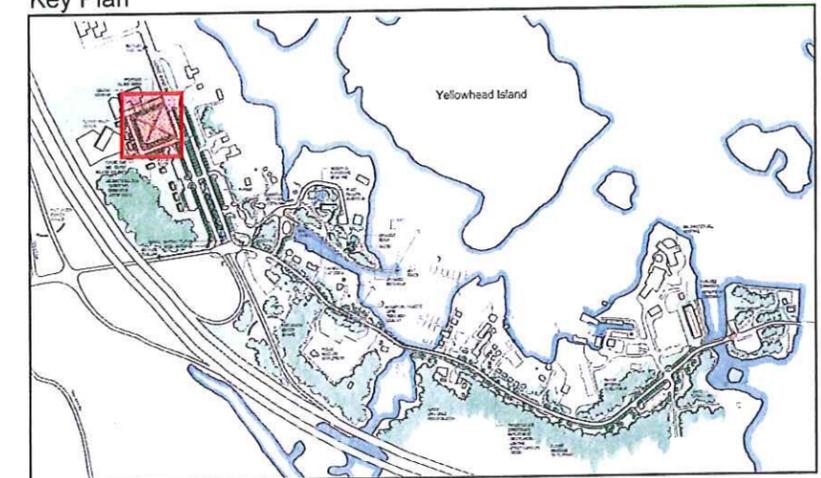


Figure 31: Conceptual Diagram of Village Square

Key Plan



Community use and special events

7.4.2 Minten's Lane Waterfront Facility

This recently acquired waterfront park facility will become a central feature within the Town of Port Severn. It will provide residents and visitors a number of exciting elements throughout the year. These elements may include a waterplay / splash pad, enhanced beach facilities, playground area, lookout tower, gazebo and picnic pavilion, boardwalk, docking facilities, washrooms, boat launch ramp and views to the Trent Severn Waterway.



Boardwalk with Docking Facilities



Boat Launch

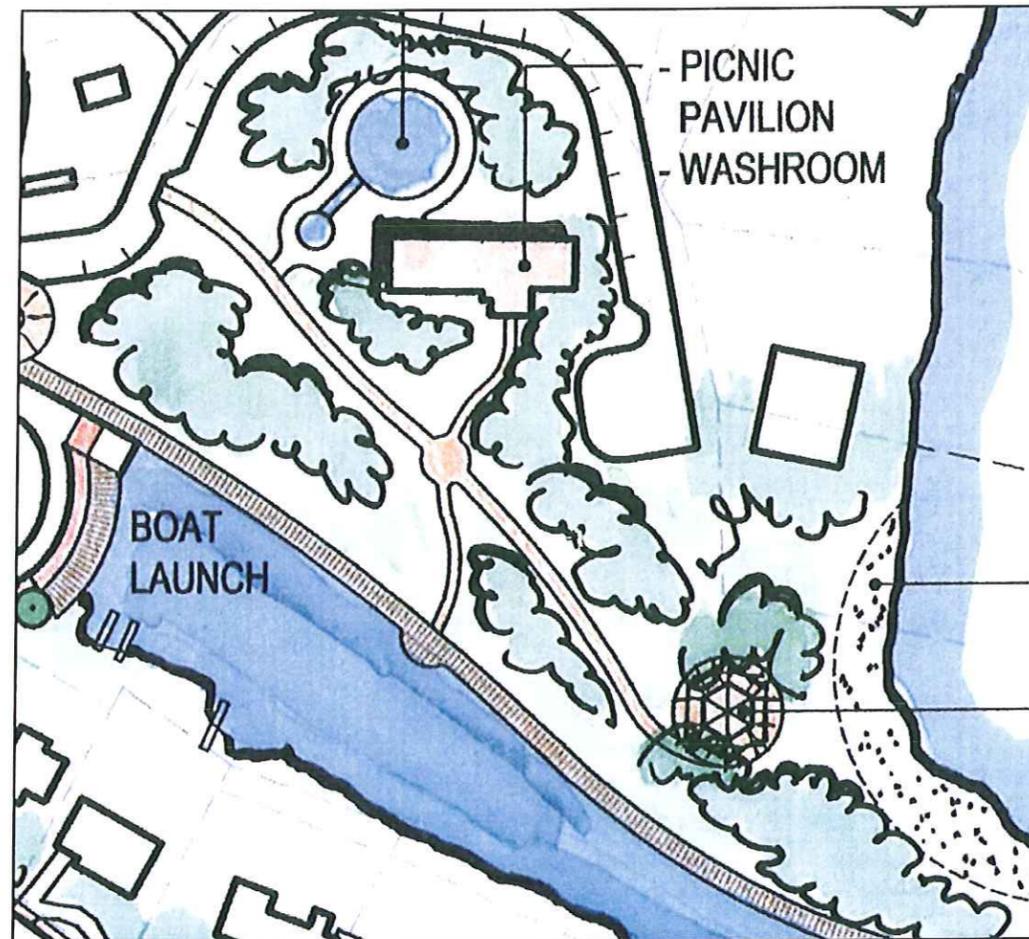
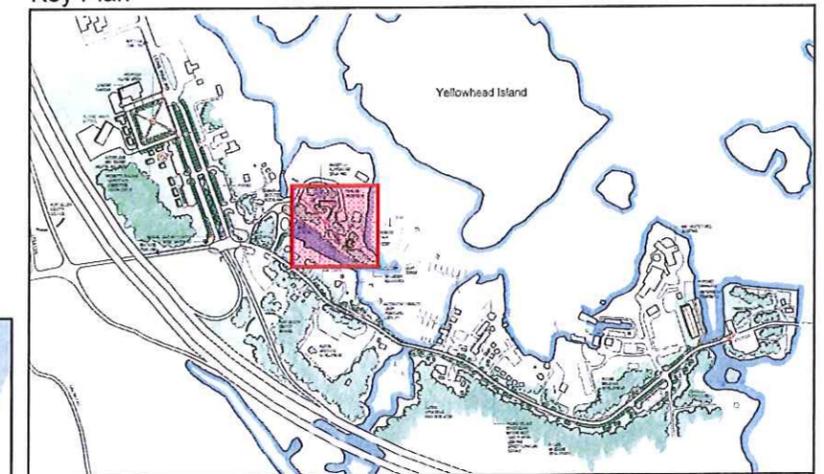


Figure 32: Conceptual Diagram of Waterfront Facility

Key Plan



Waterplay Area



Enhanced Beach Area



OPPORTUNITY TO GET UP HIGH FOR ENHANCED VIEW OUT TO THE WATER.

FORMERLY A FEATURE VISIBLE FROM THE WATER TO DRAW BOATS INTO THE COMMUNITY.

VIEWPOINT TOWER
 IS THE STYLE AND FORM OF
 THE TOWER OF THE
 FORT SEVERN MILL (CIRCA 1800)

Figure 33: Viewpoint Tower

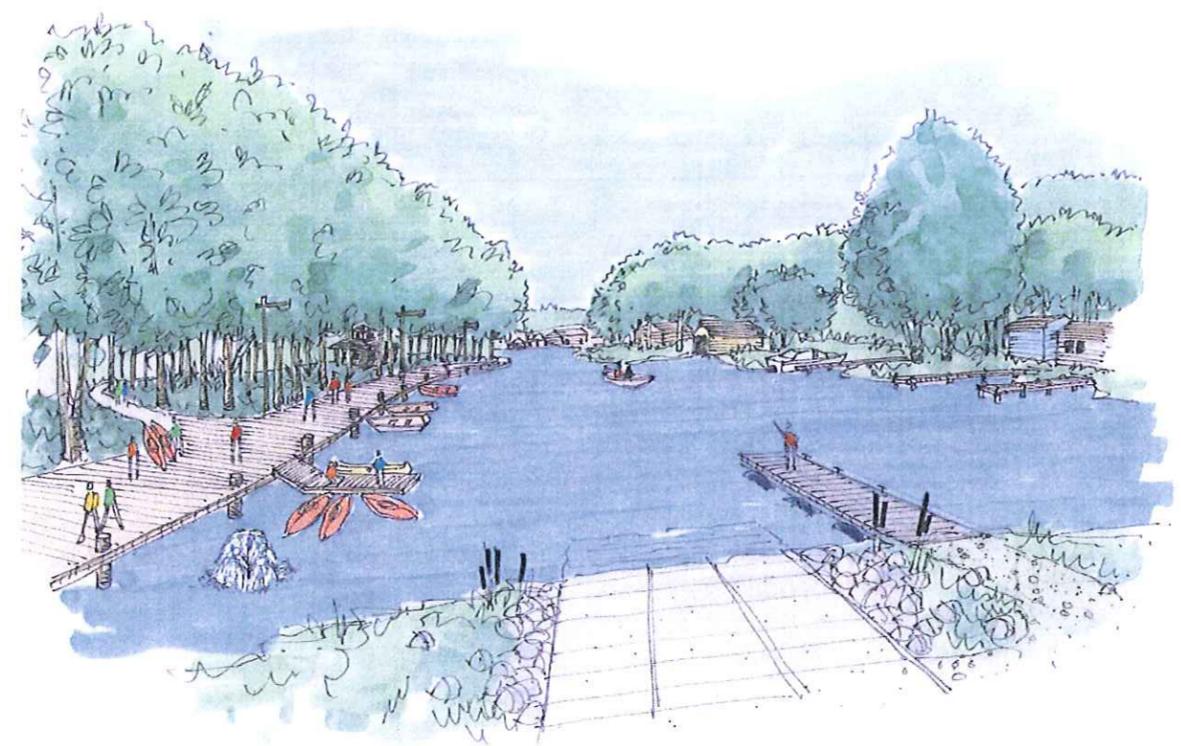


Figure 34: Park Inlet Perspective Drawings- Summer and Winter

7.5 Built Form Guidelines

The following built form guidelines are intended to provide a strong framework for the development of a sense of place, identity and character for the Town of Port Severn. These guidelines are meant to supplement / update the guidelines set out in the Port Severn Architectural and Landscape Guidelines Report (1998), an overview of which is provided in Appendix 1. This report will build on the design principles presented in that report while describing the recommended built form of three key areas within Port Severn - Port Severn Road Pedestrian Commercial Area, Lone Pine Road Highway Commercial Area and the Waterfront areas of Port Severn.

General Guidelines:

- Encourage medium density development to locate in and near the Port Severn Road Pedestrian Commercial Area;
- Waterfront buildings—2.0 storeys;
- Street related buildings—3.0 storeys;
- Non-street related buildings—4.5 storeys;
- Built form should be characterized architecturally by Port Severn's logging, summer resort and French-Canadian traditions.

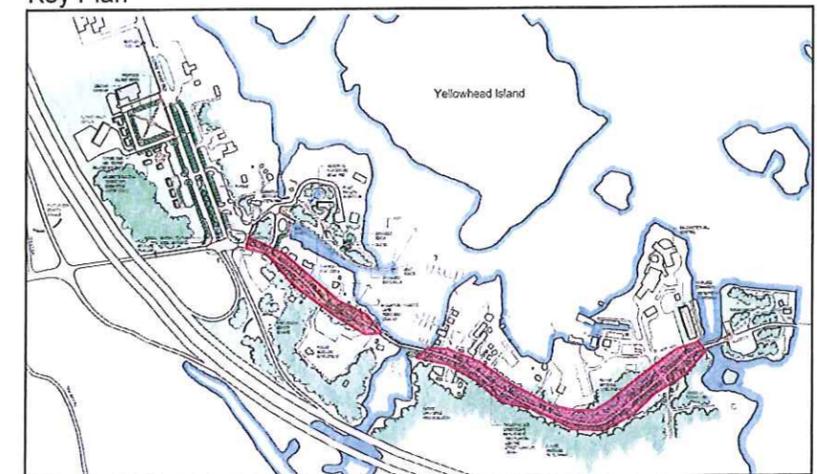
7.5.1 Port Severn Road Pedestrian Commercial Area

This is envisioned to be a pedestrian-oriented area with a small town feeling. It will have traditional resort architecture sited along tree lined pedestrian streets. Buildings in this area will be mixed-use with retail on ground level and may have commercial office, services or residential uses on the upper floors. Streetscapes and building will be inviting, expressing the historical importance of the area.

Guidelines:

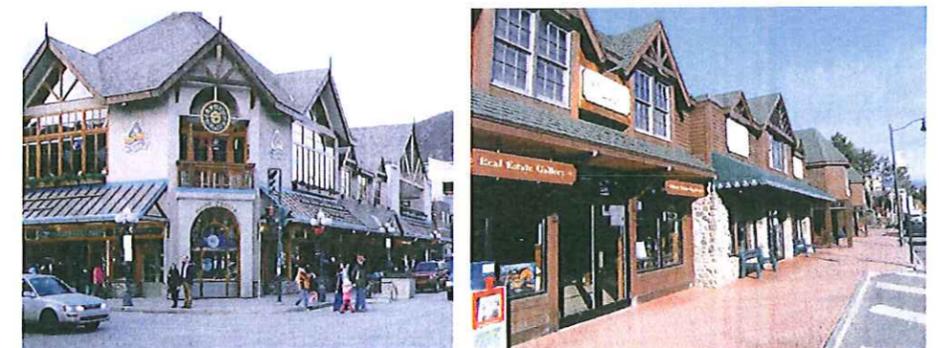
- Architectural cues will be taken from local history including saw mills and resorts that have a strong history in the area. The building forms and façade treatments within this pedestrian area will be highly articulated;
- Architectural form, style and expression will combine with streetscape elements to create an animated, pedestrian-oriented commercial street for Port Severn;
- Lay-by parking and parking at the rear of buildings will allow the detailed architecture form of the buildings to visually dominate the streetscape;
- Buildings with retail, service or office at street level and residential above should be built in this area;
- Buildings may be free standing or built into a block design, complementary to the streetscape scale of this area;
- Rear servicing should be provided to all stores and restaurants;
- Street level façade enforcement is recommended in order to ensure that the streetscape is visually pleasing with attractive awnings, inviting store fronts, attractive signage. Enrichments of this type are to be allowed;
- Commercial and mixed-use buildings will be a minimum of 2 storeys and maximum of 4.5 storeys in height and may have a minimal setback to visually connect the buildings to

Key Plan



the street;

- Weather protection is to be considered along street frontages to provide adequate coverage to main entry points;
- Upper storeys are not to be setback from the ground floor building wall unless it can be demonstrated that upper floor step-backs will enhance the streetscape.



Architectural cues shall be taken from local history

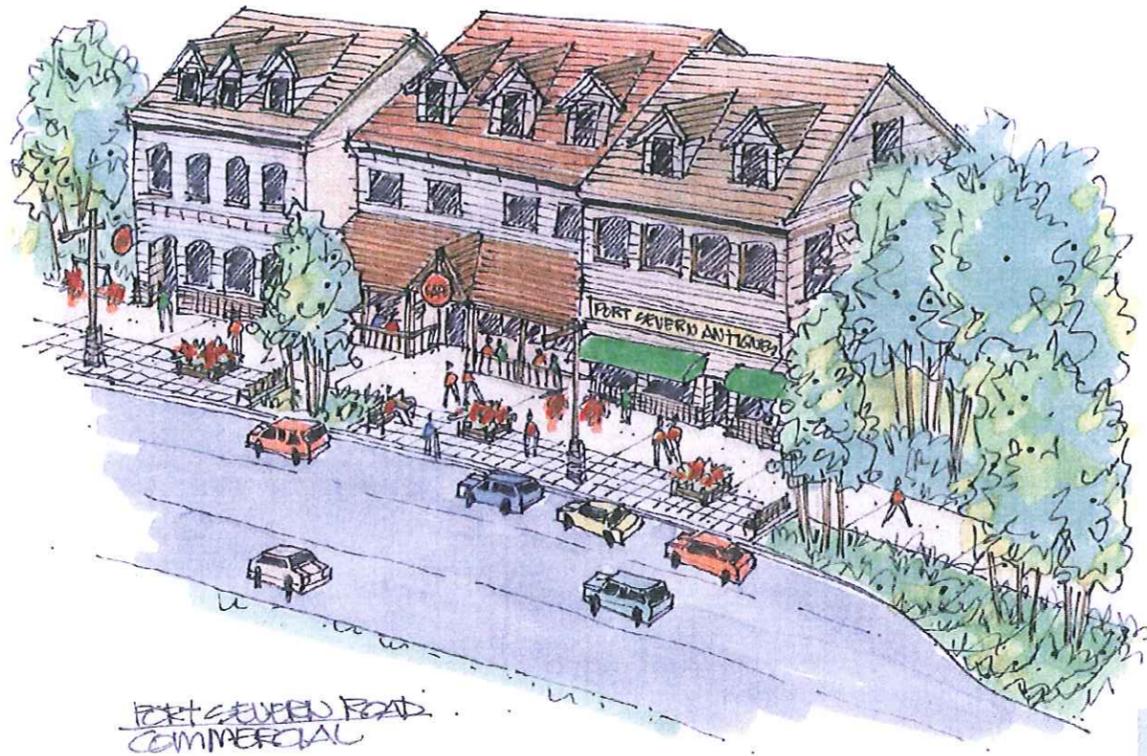
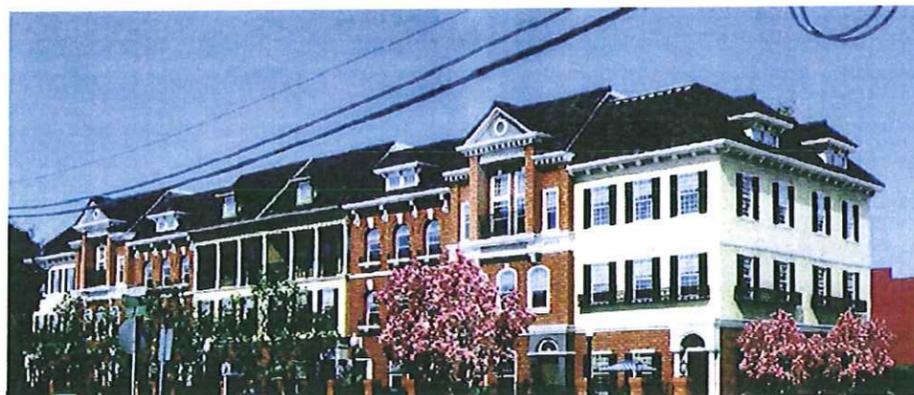


Figure 35: Port Severn Road Pedestrian Commercial Area Perspective Drawing



Mixed-use built form



Three storey mixed-use building

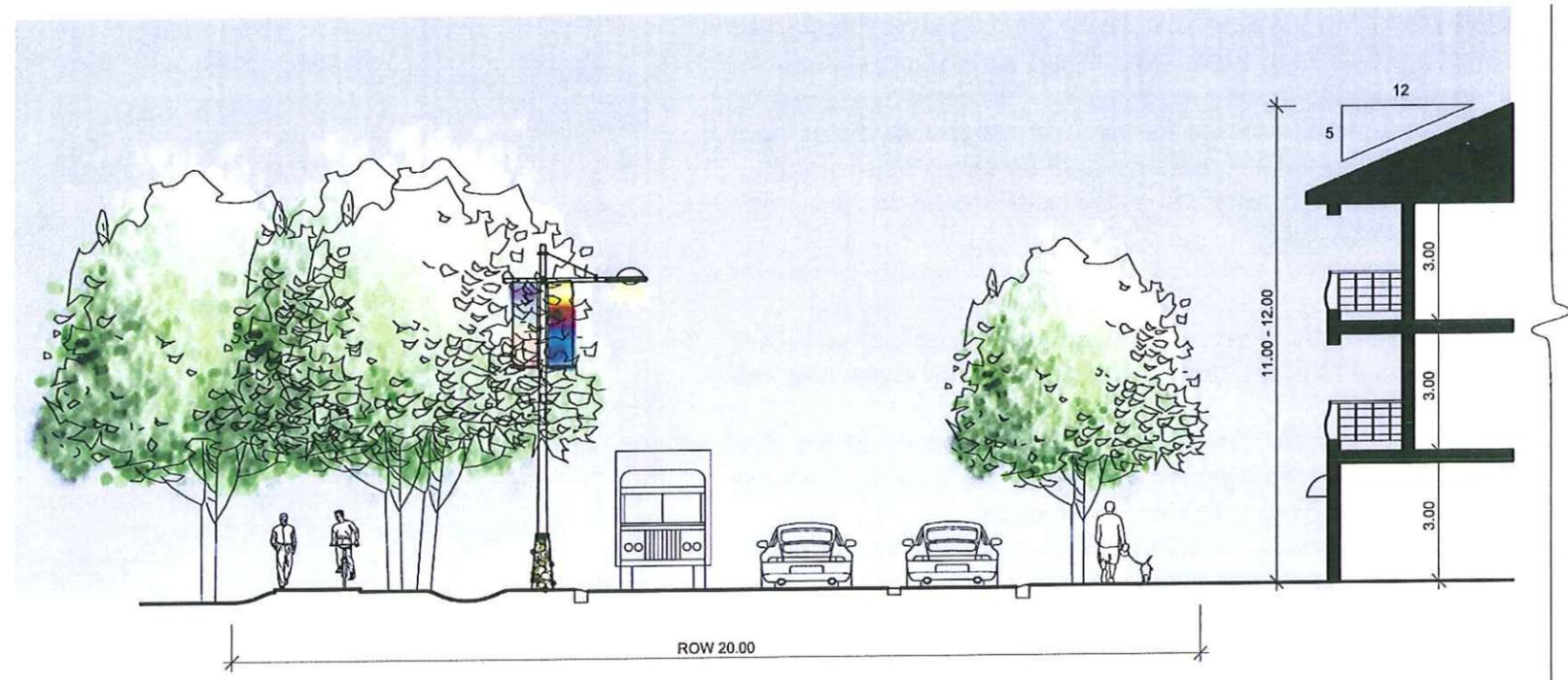


Figure 36: Port Severn Road Street Related Buildings Section

7.5.2 Lone Pine Road Highway Commercial Area

Located from the gateway north, this area is envisioned to be commercial providing chore shopping services for those travelling on Highway 400 as well as local residents. This area will also have a Civic Square flanked by the Bressette House Visitor Centre and Township of Georgian Bay Municipal Office. The architecture of the buildings in this area shall adhere to the guidelines described in the Port Severn Architectural and Landscape Guidelines Report, while incorporating the following urban design objectives and guidelines.

Design Objectives:

The design of development within this area must respond to visibility from both the Highway and the local roads. Generally the buildings will face Lone Pine Road to present a positive, high quality image to the community. However, a prestige image is also needed for the building design that is visible from Highway 400, this will be characterized by appropriate signage, high quality building materials and the minimization of service and loading dock areas.

Guidelines:

- Site design shall have regard to compatibility with adjacent residential and open space uses present and those planned for the future;
- Building placement shall allow for parking to be at the side of buildings to minimize the setback of the building from the street, establishing a defined street edge;
- Building placement, massing and design shall be combined with landscape elements to uphold the natural green setting prevalent in Port Severn, enhancing the area's character and identity;
- The building frontage on Lone Pine Road shall be designed with pedestrian-scale architectural elements and features;

- Buildings should be visually appealing in terms of interesting facades and creative use of materials, colours, styles and forms;
- Develop a building design that is primarily in line with the architectural style determined for Port Severn, while maintaining the franchise or store identity secondarily.

Key Plan

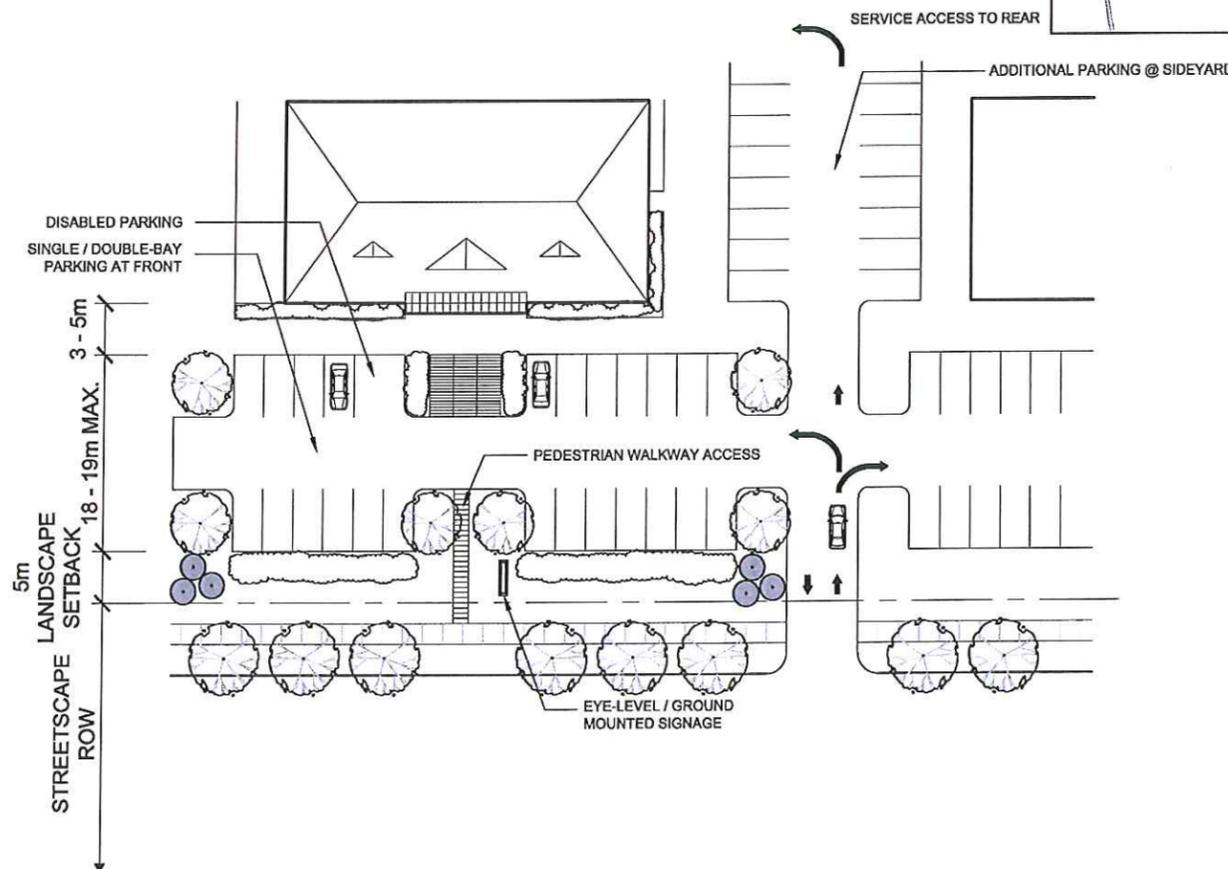
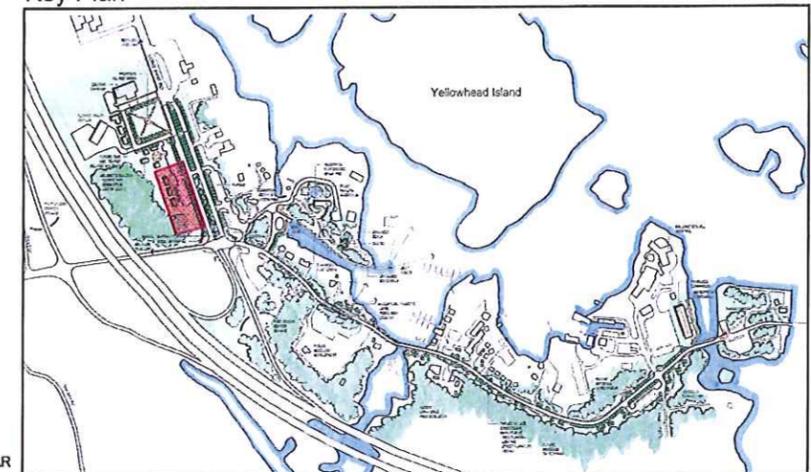


Figure 37: Typical Highway Commercial Site Plan Guideline



Imagery of Highway Commercial Building Typology

7.5.3 Waterfront Areas

These areas are envisioned to be the reinforcing element between Port Severn and the waterways. The area near Lock 45, the smaller weir to the west, and those properties fronting the Trent Severn River to the north are the areas that these guidelines shall primarily address. Each of these waterfront sites has the opportunity to integrate the Town with the water creating a unified character and identity.

Guidelines:

- Building scale within these areas will convey an inviting and intimate feeling, keeping with the logging, summer resort, and French-Canadian traditions;
- Styles, materials, colours and building footprints shall be consistent with those outlined in the Architectural and Landscape Guidelines;
- It is recommended that a continuous public boardwalk or trail be established along the water's edge with several access points at various locations;
- Buildings are to be 2 storey maximum in height with varying setbacks dependant on the boardwalk configuration;
- Porches, large windows, canopies and large doors that can open are recommended in these areas for the seamless transition between Port Severn and the water's edge.



A continuous public boardwalk should be established



Porches, canopies and large doors connect buildings with the water's edge

Key Plan

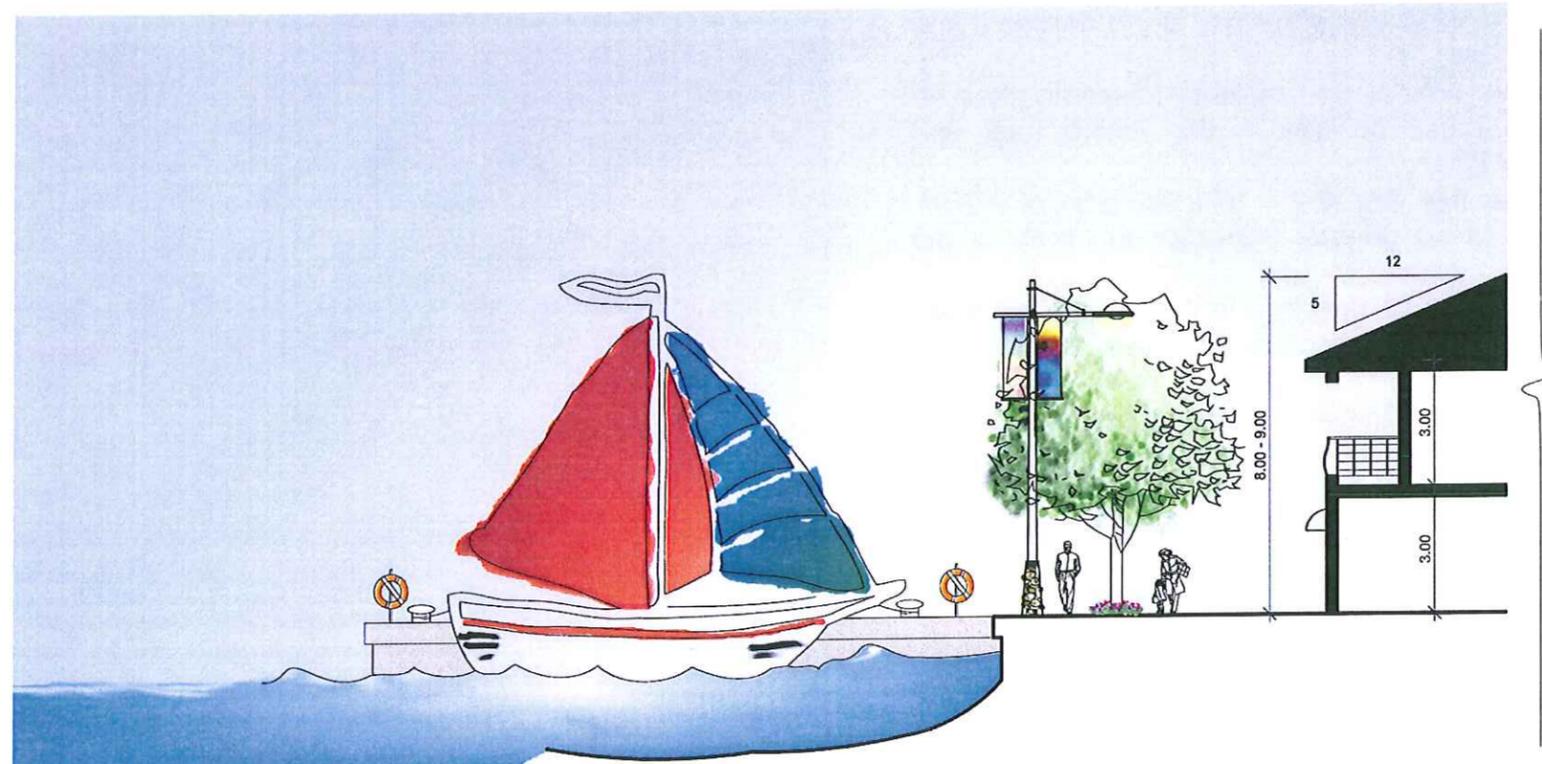
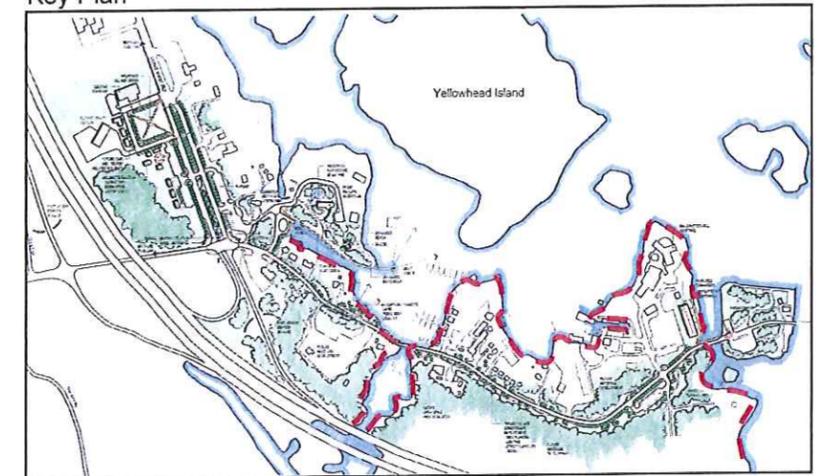


Figure 38: Waterfront Areas Section

7.5.4 Non-Street Related Buildings

Located around the Village Centre are residential areas that contain medium density development. These buildings will not face Port Severn Road, but will be located between Port Severn Road and Highway 400, on smaller local roads.

Guidelines:

- Architectural cues will be taken from local history including saw mills and resorts that have a strong history in the area. The building forms and façade treatments within this residential area will reflect this history;
- Traditional, natural architecture shall be integrated into all housing design to create an attractive, highly desirable and vibrant community;
- Styles, materials, colours and building footprints shall be consistent with those outlined in the Architectural and Landscape Guidelines;
- Buildings may be free standing or built into a block design, complementary to the general character and scale of the area;
- The maximum height for buildings in this area is generally 4.5 storeys, and shall incorporate balconies, porches and decks;
- Buildings located in visually prominent positions in the community, such as at corner lots, park side lots and those visible from Highway 400 shall have a more detailed façade to highlight the character and quality of the community.



Imagery of non-street related building typology

Key Plan

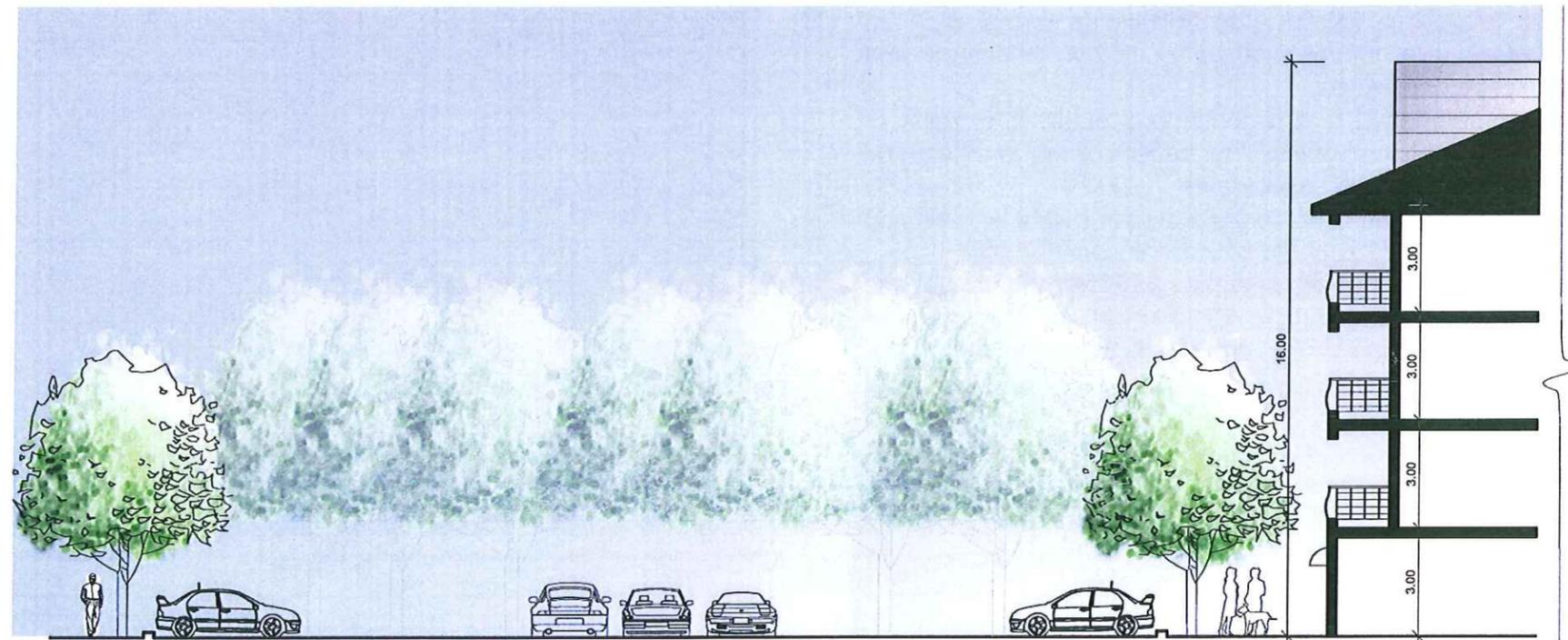
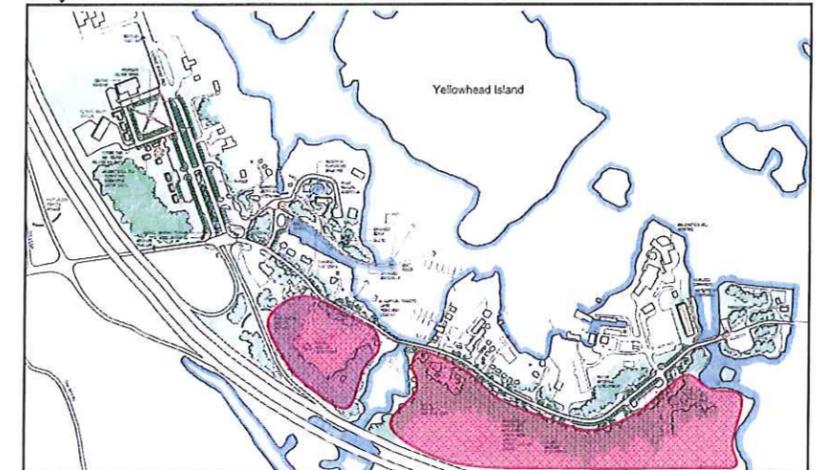


Figure 39: Non-Street Related Buildings Section

8.0 SUSTAINABILITY CONSIDERATIONS

8.1 Sustainability Criteria and Performance Measures

The Town of Port Severn will become a vibrant place to live, work and play. Encouraging development that is environmentally sustainable is an important element to achieve this vision. There are a number of performance measures that can be utilized by the Township of Georgian Bay to ensure that any future development adheres to the overall objective of sustainability.

The following guidelines and benchmarks serve as incremental steps to help transform traditional land development and management practices toward sustainability. These guidelines are meant to encourage site designers and developers to allow natural and built systems to work together to improve the long-term health of the environment and of socially and economically viable communities.

The measures listed below have been adapted from the criteria established by the American Society of Landscape Architects Sustainable Sites Initiative (2008) and are intended to supplement the Canada Green Building Council's LEED Rating System. These measures are as follows:

Site Selection Considerations

- Preserve threatened or endangered species habitat;
- Protect and restore floodplain functions of riparian and coastal zones;
- Limit disturbance of unique soils and soils of provincial importance;
- Select brownfields or greyfields for redevelopment;

Pre-Design Assessment and Planning Considerations

- Conduct a pre-design site assessment to inform decisions and guide design, construction, and maintenance;

- Use an integrated design process;
- Develop a program plan with site performance goals; and,
- Engage users and stakeholders in significant participation in the site design process.

Ecological Considerations

- Control and manage invasive species to limit damage to local ecosystems;
- Use appropriate non-invasive plants in order to support biodiversity, reduce pesticide use and water conservation;
- Preserve special status trees, including those designated for tree size, age, species, ecological value, location, etc.;
- Minimize or eliminate potable water consumption for landscape irrigation;
- Preserve and restore plant biomass to enhance ecosystem service benefits provided by vegetation;
- Preserve and restore native wildlife to promote biodiversity;
- Minimize building heating and cooling requirements with vegetation / vegetated structures in strategic locations around / on roof of buildings to reduce energy consumption;
- Reduce urban heat island effects on microclimate and human and wildlife habitat by strategically using vegetation and reflective materials;
- Promote a sense of place and regional identity with vegetation native to the ecosystem;
- Preserve and restore native wildlife habitat to promote biodiversity;
- Protect and restore riparian and wetland buffers to improve flood control and water quality services, stabilize soils and provide natural habitat;
- Repair and restore damaged or lost streams, wetland and coastal habitats to enhance recreational opportunities;

- Preserve all existing healthy soils;
- Preserve existing topography by minimizing grading;
- Cleanse and manage water on-site by treating water run-off and replicating the natural hydrology (infiltration, run-off and evapo-transpiration) to improve water quality downstream; and,
- Eliminate potable water use in ornamental or stormwater features and minimize (no more than 50%) use of potable water in water features for full human contact.



Human Health Considerations

- Promote equitable site design, construction and use to ensure that surrounding communities share in the benefits of the development;
- Provide for best possible site accessibility, safety and wayfinding;
- Promote sustainable awareness and education by revealing processes that show the sustainability of the site;
- Provide views of natural environment to building occupants;
- Provide opportunities for outdoor physical activity, social interaction and mental restoration to improve human health;
- Connect site to surrounding resources, amenities and services for pedestrians, cyclists and other non-motorized users, increasing the opportunity for active living;
- Protect and promote unique cultural and historical site attributes to enhance the community's sense of place and historic model of sustainability; and,
- Prevent sensory stress, including excessive light, noxious odours, wind and noise to minimize negative effects on human health.

Material Selection Considerations

- Eliminate use of lumber from threatened tree species;
- Support sustainable practices in plant production and materials manufacturing;
- Re-use all possible on-site structures, hardscape and landscape amenities;
- Integrate salvaged and recycled content materials into site design;
- Use certified wood to encourage exemplary forest management practices;
- Use products designed for reuse and recycling to minimize

future energy consumption for deconstruction;

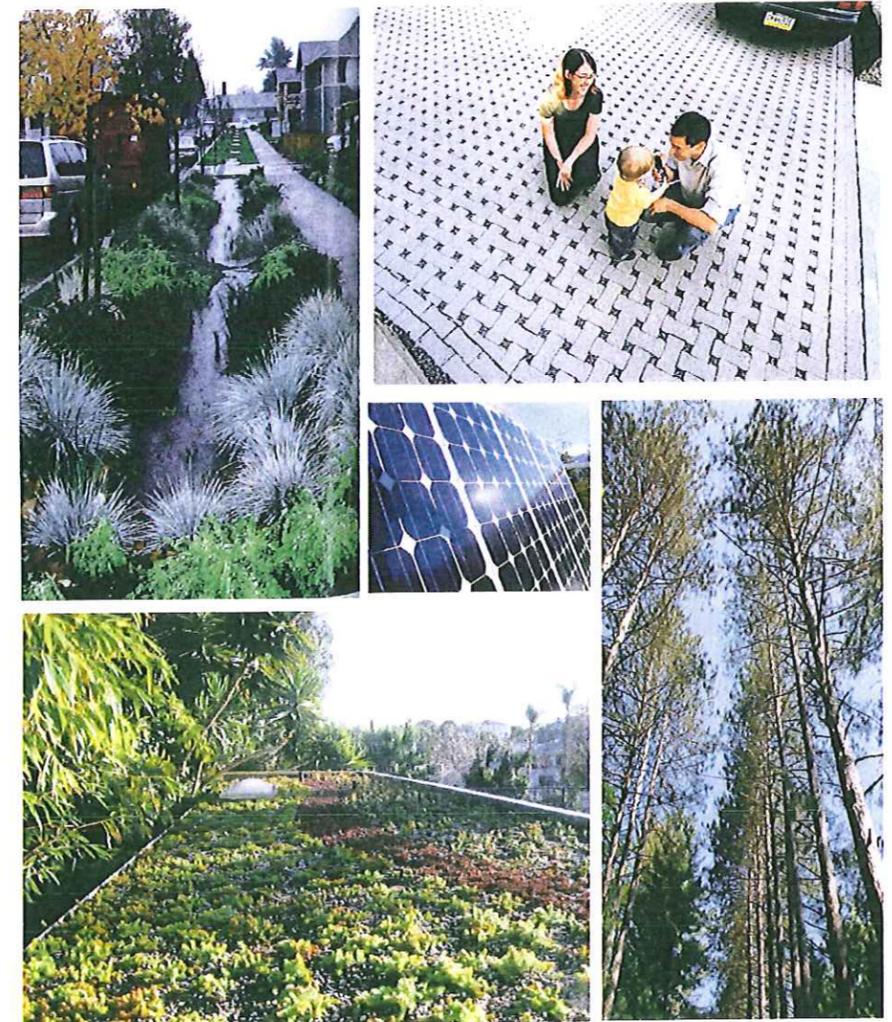
- Use adhesives, coatings, sealants and paints with reduced volatile organic compound (VOC) emissions; and,
- Conduct a life cycle assessment to reveal environmental and human effects throughout the life of the material.

Construction Considerations

- Create a soils management plan to communicate grading, construction and landscape intentions;
- Restore soils disturbed by construction;
- Achieve a carbon-neutral site by decreasing energy consumption and provide carbon sinks to effectively offset the carbon balance of the site;
- Divert demolition and construction materials from disposal;
- Minimize the discharge of construction pollutants to water bodies during construction; and,
- Use excess vegetation, rocks and soils generated during construction to achieve a net zero-waste site.

Operation and Maintenance Considerations

- Plan for sustainable landscape maintenance;
- Minimize exposure to localized air pollutants;
- Recycle organic matter generated during site operation and maintenance as compost to improve soil health;
- Provide for storage and collection of recyclables; and,
- Use renewable energy sources for outdoor electricity.



9.0 IMPLEMENTATION STRATEGY

9.1 Funding Sources

The full build-out of the master plan will take several years to accomplish and will depend to a great extent on the development of the private lands within the study area.

Publicly funded projects of this nature often have several sources of potential funding. At the present time (summer 2009), there are several possible sources of funding that will apply to the public realm projects outlined in the Master Plan. These include:

G8 Summit Development Funding – The federal government has allocated \$50 million to the Muskoka Region (and beyond) for numerous infrastructure upgrades and community amenity enhancements in preparation for the G8 Summit to be held in the Region of Muskoka in the summer of 2010. The Township of Georgian Bay has been allocated \$2.0 million from this source of funds. These funds represent 100% funding – i.e. the municipality is not required to provide matching funding.

Canada's Economic Action Plan provided \$500 million over two years for the creation of the **Recreational Infrastructure Canada (RInC)** program to support upgrading and renewal of recreational facilities in communities. The federal allocation for Ontario for the current construction season is \$68 million. Funding over the next two years will be allocated based on applications submitted from Ontario communities. Projects will be selected on the basis of merit and construction readiness. The Government of Canada can fund up to one third of a project's total eligible cost up to a maximum of \$1 million per project, with recipients providing the remaining balance. The Government of Ontario committed funding as part of its provincial budget to match that allocated as part of Canada's Economic Action Plan, which includes funding for the RInC Program in Ontario.

The **Building Canada Fund (BCF)** will total \$8.8 billion over seven years. The BCF will focus on projects that deliver economic, environmental, and social benefits to all Canadians. The priority funding categories for the fund will be Core National Highway System (NHS) Routes, Drinking Water, Wastewater, Public Transit and Green Energy. Other eligible investment priority areas include environmental projects (Solid Waste Management), projects that support economic growth and development (Short-line Rail and Short-sea Shipping, Connectivity and Broadband, Tourism and Regional and Local Airports), as well as projects that contribute to the ongoing development of safe and strong communities (Disaster Mitigation, Culture, Sport, Local Roads and Bridges, and Brownfield Redevelopment). Funding will be used to support public infrastructure owned by provincial, territorial and municipal governments and entities, as well as private industry, in certain cases. Funding will be allocated for projects in the various provinces and territories based on their population (as of the 2006 Census). The program will operate through two components: the Major Infrastructure Component (MIC) and the Communities Component. All projects will be cost shared, with the maximum federal contribution to any single project being 50 percent. However, generally speaking, municipal infrastructure projects will be cost-shared on a one-third basis. For projects where the asset is owned by a private entity, the maximum federal contribution will be 25 percent.

The **Municipal Rural Infrastructure Fund (MRIF)** has been helping to support smaller scale municipal infrastructure such as water and wastewater treatment, or cultural and recreation projects, for smaller and First Nations communities. In May 2007, the Government of Canada announced an additional \$200 million to top up the initial \$1 billion program.

The **Rural Economic Development (RED)** Program is a community development initiative that helps rural communities remove barriers to community development and economic growth, and develop the tools and flexibility they need to become strong rural communities. Through the program, rural residents, business people and municipal leaders can coordinate their activities, resources and expertise to work towards common community development goals. The coordinated actions undertaken as a result help to build revitalized rural communities that work better for the people who live in them. The objectives of the RED program are to create diversified business climates in rural Ontario; the creation and retention of long term jobs; a strategic and coordinated local and regional approach for economic development, the creation of alliances and partnerships; and the development of information, tools and resources to enhance rural economic development. In 2003, the program focused on three priorities – *community downtown revitalization*; improved access to health care services; and skills training and enhancement. Projects are cost shared with the Provincial government investing up to 50% of the eligible project costs.

These and other programs will be considered for application to the projects that emerge from this study. It is anticipated that future funding programs will become available from time to time that may also be applicable to these projects.

9.2 Implementation Priorities

Based on eligible project criteria, community needs and available funding, the Municipality has identified the following components of the Master Plan for implementation in the short term – i.e. 2009-2010:

- **Gateway and Entrance Features** - \$860,000 – including rough grading, pavement improvements, parking lot and local access roads, soft landscape new entrance signage waterfall, lighting and site furniture.
- **Waterfront Park** - \$975,000 – including site grading and restoration, parking lots, docks and walkways, landscape development, children's playground, beach enhancements, boat launch, site furniture, lighting, amenities and washrooms building.
- **Streetscape and Linear Park (Port Severn Road)** - \$530,000 – including site preparation, walkways, drainage improvements, landscape development and site furniture and amenities.

9.3 Development Process

The development process required to undertake these projects involves a detailed design, tendering and construction process including:

- Design development
- Working drawings and technical specifications
- Preparation of contract documents
- Tendering
- Selection of Contractor
- Initiation of Construction
- Contract Administration

The intent is to have the noted projects completed during the 2010 construction season.

