

Canada FedNor



Township of  
Georgian Bay

*Final Report for*  
**Master Plan and Design Guidelines**  
**Honey Harbour**  
*Township of Georgian Bay*  
May 2011



EDA

Collaborative Inc.







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## ACKNOWLEDGEMENTS

The Master Plan and Design Guidelines for Honey Harbour is the product of collaborative input from Township of Georgian Bay staff, local land owners, public participants and key stakeholders. These dedicated individuals addressed important concerns and issues surrounding the development of a master plan for this small community within the northern portion of the Township of Georgian Bay.

Those who made an effort to participate in the public and stakeholder meetings and workshops will have a greater sense of ownership and pride, as it is these individuals who have helped shape the Master Plan design, guidelines and recommendations for Honey Harbour. The future design of the community are the ideas of staff, land owners and stakeholders combined with the expertise of the consultants which has resulted in a practiced Master Plan to be used to guide future development within Honey Harbour.

### Consultants

EDA Collaborative Inc. commenced work on this study in January 2010. This document summarizes the design framework and vision, community structure components, streetscape and built form guidelines, and sustainability measures for implementation. EDA provided the overall project management, streetscape and open space design components, built form and urban design elements, and worked with PSI for the public and stakeholder consultation.

Planning Solutions Inc. (PSI) provided the public and stakeholder consultation and facilitation expertise for this study.

### Township of Georgian Bay

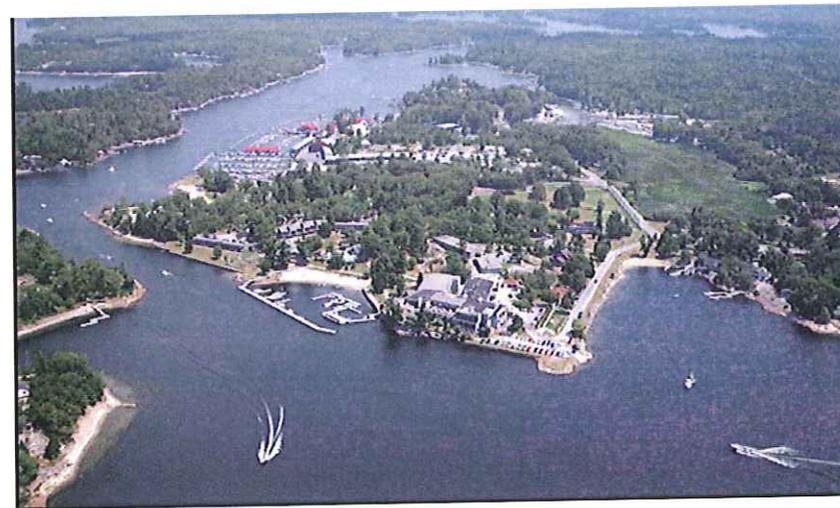
The Honey Harbour Master Plan and Design Guidelines would not be possible without the support, expertise and input from the Mayor, Council and Staff members of the Township of Georgian Bay.

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# 1.0 INTRODUCTION

Honey Harbour is a launching point to the 30,000 islands that comprise the Georgian Bay geography. A unique community, Honey Harbour serves a small number of year round residents and acts as a service centre and transition point for seasonal cottagers. Honey Harbour is also a destination for tourists who come to enjoy the amenities of the Delawana Inn and the Georgian Bay Islands National Park.

In almost direct contrast to the mental image that emerges of Honey Harbour, the community is a working landscape – a working community – a service centre that performs vital services for residents and for the cottaging population that it serves. For many, the economic cycle of Honey Harbour is tied to the cycle of the cottagers. With its small grocery store located in the Hamlet core, Honey Harbour enjoys some basic service amenities including a post office, liquor store, bakery, Catholic Church and school, a public elementary school and several small craft stores as well as the Delawana Inn. The waterfront landscape of Honey Harbour however is dominated by marinas – 17 in and around the Honey Harbour area – evidence of its importance to the island cottaging community.

As a community 'at the end of the road' Honey Harbour is the launching ramp to Georgian Bay. It is a unique and special place – one of three key settlement areas in the Township of Georgian Bay. It has a long and interesting history that, from an aesthetic and visual perspective, have captured the likes of the Group of Seven and inspired many since then to reflect upon its unique natural setting.

This Master Plan and the associated Urban Design Guidelines reflect the values of the community and at the same time, incorporate the unique community attributes and heritage features that make Honey Harbour unique. Recognizing the important elements that define Honey Harbour, the master plan includes two key components:

- **Physical Plan** – overall vision and concept plan including its structural elements, major features, other components and development/design guidelines; and an
- **Implementation Plan** – priorities, costs, timing, partners, funding sources and the like.

The Physical Plan consists of a Master Site Plan and a set of Urban Design Guidelines. The Master Site Plan consists of a visual graphic and schematic representation that identifies a blueprint and framework for the community as a whole. It will identify where the specific features will be located. The Urban Design Guidelines will emphasize aesthetics and will 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 will identify 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.

Viewed together, the Master Plan and Urban Design Guidelines will provide the community of Honey Harbour with a strategic blueprint for community growth. It will offer a graphic and textual description of how the community wants to develop in the future and, as such, it will act as a key foundation document for assessing development applications and proposals. Components of the Master Plan will also migrate into the new Township Official Plan, a process that is presently ongoing.

## 1.1 Purpose and Approach

### 1.1.1 Purpose

This Master Plan and Urban Design Guidelines document provides Council, staff and the community with a direction and vision for future development in Honey Harbour. The final Master Plan summarizes the relevant policy instruments and broader public policies that form an integral part of the process; documents the community engagement process and the key findings that emerged from consultations with key informants and community members; and identifies development priorities, conceptual plans, and guidelines within Honey Harbour.

The development of the Master Plan and Urban Design Guidelines is an initiative that has been community-driven. While facilitated by the Consulting Team, the process itself has been driven by the Township and premised on effectively engaging those who work, live and recreate in Honey Harbour. In addition to promoting an open, inclusive and transparent process, information secured from the community has formed the backbone for the analytical work completed by the Consulting Team. This Master Plan will allow the community to determine the future for Honey Harbour directing change in a planned and strategic manner.

### 1.1.2 The Approach—A Model in Collaborative Planning

Work to develop the Master Plan for Honey Harbour has its genesis in the master planning initiative launched for Port Severn and completed in July 2009. Initiated largely in response to a Strategic Planning process that commenced in 2005 which resulted in the culmination of a community-wide vision that same year, the master plan process was initiated in Port Severn in response to unprecedented development proposals and lack of a clear and comprehensive community development vision. There was little argument that the process to complete a master plan for Honey Harbour was needed – members of the community have been calling for an alignment of thinking about Honey Harbour's future for some time and Township staff recognized this, aware of the opportunities that a strategic blueprint and Master Plan can provide.

From its inception, the approach has been based on an inclusive and 'whole team' philosophy with the Consulting Team working hand-in-hand with Township staff and community members at every step in the process. Premised on a transparent, open and collaborative planning model, a detailed community engagement process was formulated to involve the community from the very start. The initial community meeting garnered attendance from more than 100 community members. The process has remained iterative, with a total of four community meetings held in March, May, June and September 2010. Each meeting built on the progress achieved at previous sessions and involved open and inclusive sessions including an opportunity for more than 100 community members to participate in an interactive design charrette that saw the development of eight (8) community design plans emerge. These eight plans developed by the community were examined and blended with inputs from Township staff and the Consulting Team to create the final Master Plan for Honey Harbour.

## 2.0 CONTEXT

### 2.1 Location

Honey Harbour is a small community located in the southwestern portion of the Township of Georgian Bay within the District of Muskoka. Strategically situated on the shore of Georgian Bay, it is a transition point – a gateway and a launching point to the 30,000 Islands of Georgian Bay. One of three communities in the Township, Honey Harbour is the only settlement area in the Township without full municipal services. This is the Canadian Shield where granite offers an imposing natural impediment to the construction of municipal infrastructure. Honey Harbour is a naturally protected and safe harbour, therefore making it an ideal place for people to live, vacation and visit.

Defining the community of Honey Harbour presented some initial challenges for the study team. Because of its importance as a service centre, many cottagers and full time residents located significant distances from Honey Harbour proper, identify with the community. An Official Plan Amendment, prepared in years past by the Honey Harbour Association (HHA), provides guidance on a definitive study boundary. For the purposes of the Master Plan, the study area boundaries built on this early work by the HHA and are depicted in the following schematic.

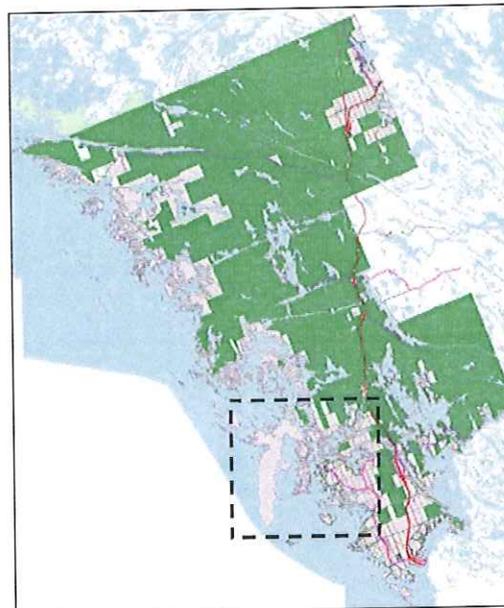


Figure 1: Study Area Location within Township of Georgian Bay

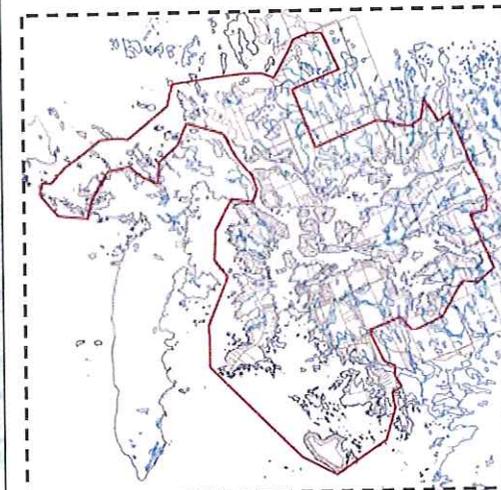


Figure 2: Honey Harbour Study Area

## 2.2 Historical Background

Honey Harbour has a vibrant and rich history and the origins of its name are well documented in folkloric literature. Some of the early literature points to the evolution of settlement first by Huron Indians who are believed to have found wild bees and honey in abundance here. For the lumbermen who came to Honey Harbour in the nineteenth century, the area was said to have contained vast quantities of honey – found as the pine trees in the area were harvested.

This unique landscape has been home to a number of settlers over time. Evidence of Aboriginal inhabitants in the area, particularly on Beausoliel Island, dates back 7,000 years to the Middle Archaic period. Several different Aboriginal cultures inhabited the area over time, until the Ojibwa from the Great Lakes arrived in the area in the early 18th century. With traditional trading and travelling routes being eliminated to allow for routes of defense during the War of 1812, an Ojibwa Reserve was established on Beausoliel Island under the leadership of Chief John Assance. This Reserve was operational between 1836 and 1856 at the site of what is now Cedar Spring. The settlement had 16 log houses, a church, two barns and more than 80 hectares of cleared land for agricultural purposes, particularly growing corn and potatoes. The island's sandy soil was not the ideal farming condition causing the band to move west to another island in Georgian Bay, Christian Island, taking with them the name Beausoliel First Nation.

The importance of the fur trade factored prominently in the early settlement of Honey Harbour, as did the growing importance of the Roman Catholic Church and the work of early missionaries. In the summer of 1615 Samuel De Champlain arrived in Huronia and explored the Georgian Bay coast line. He landed and set up camp on Royal Island, immediately across from the Delawana Inn, the same lands that would later house the Royal Muskoka Hotel.

Tourist and vacationers began to flock to the area when the Victoria House-Cottage Hotel was built on the Delawana Inn site by the Nickerson family in 1897. At this time, access was limited to boat access, and a steam boat ran from Victoria Harbour to Honey Harbour and the Victoria House Hotel.

The Royal Muskoka Hotel, a formal luxury resort on Royal Island, was built in 1901 by Didace Grise of the Muskoka Navigation Company. The hotel was destroyed by fire in 1952 and was not rebuilt; instead, the land was divided into lots and sold to cottagers. The Grise family also took over ownership and operation of the Victoria Hotel and renamed it the Delawana Inn.

Like many of the settlement areas of Georgian Bay Township, the early development of Honey Harbour is linked to the lumbering industry and its value largely seen through the dense pine forests that covered this part of the province. Ship building interests predominated and the pines provided a perfect medium for much needed ship masts and construction materials. Its proximity to the water made Honey Harbour an ideal location for timber production and the expansion of the lumber industry which in turn, resulted in transportation and communication enhancements throughout the Township and beyond.



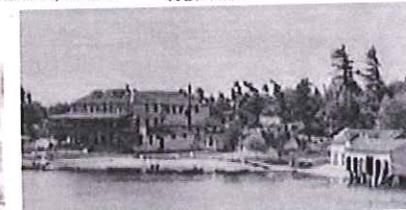
Men on the Shore of Honey Harbour, c.1915



Sea Flea at Honey Harbour, 1920-1930



Delawana Inn between 1910-1930



Royal Hotel, c.1915

Source for Pictures: Ontario Archives Website, [www.archives.gov.on.ca](http://www.archives.gov.on.ca)

## 2.3 Significant Natural Areas, Features and Functions

As the southern gateway to the world's largest freshwater archipelago, the 30,000 Islands, Honey Harbour is an important launching point to Georgian Bay. The area is ecologically distinct and boasts a number of significant natural features and functions. Geologically, the landscape surrounding Honey Harbour is part of the Canadian Shield, made up of Precambrian rock that is formed into clusters of low-lying islands that rise up out of the water.

The 30,000 Island region of Georgian Bay is home to a wide variety of wildlife, including moose, deer, black bear, wolves, foxes, osprey, blue herons, Musk turtle, Spotted turtle, Eastern Fox snake, Hognose snake, and the Eastern Massasauga rattlesnake—one of few places in Canada this venomous snake is found.

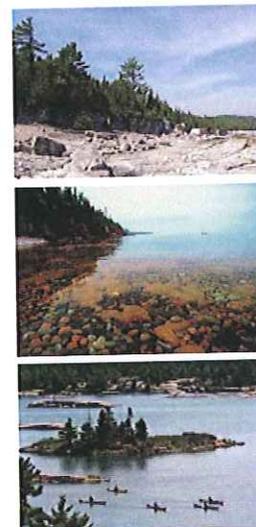
Located centrally within the Hamlet of Honey Harbour is a wetland locally referred to as the "Lily Pond". This area provides a significant habitat for fish and contributes to the Hamlet's overall natural character.

Honey Harbour is located in the southern region of the Georgian Bay Biosphere Reserve. The Biosphere Reserve covers 347,000 hectares of shoreline ecosystem from the Severn River to the French River. This immense area makes the coast one of the longest and largest corridors of almost continuous protected landscapes 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—preserve genetic resources, species, ecosystems and landscapes;
- A development function—foster sustainable economic and human development; and
- A logistic support function—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 is currently one of only 15 within Canada, and is organized into three interrelated zones—the core zone, the buffer zone and the transition

zone. Honey Harbour lies in the outer transition zone at the southern end of the Biosphere Reserve. These outer transition zones are areas 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 a significant opportunity for Honey Harbour to foster economic and human development due to the high quality environment that is present for tourism-based jobs, scientific research, educational activities and healthy lifestyle choices.



Georgian Bay Biosphere Reserve Landscape

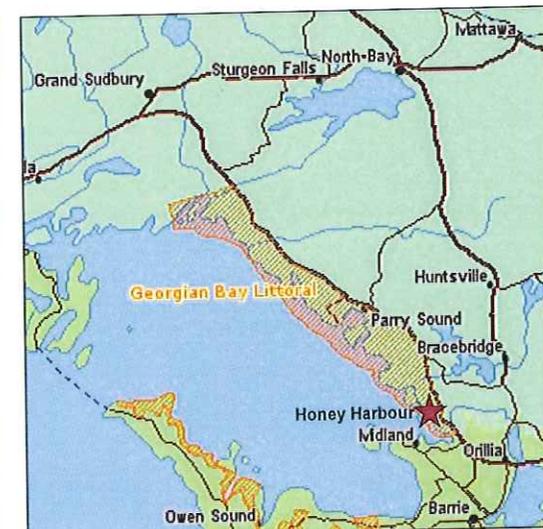


Figure 3: Georgian Bay Biosphere Reserve

Honey Harbour is also the launching point to the Georgian Bay Islands National Park, accessible only by boat. The Park is made up of 63 dispersed islands and shoals, Beausoleil Island being the largest (see Figure 4). The Park offers tent camping, day and overnight docking, heritage educational programs and a large network of hiking trails. This Park forms a core protected area of the Georgian Bay Biosphere Reserve.

The islands that comprise the Park lie on the edge of the Canadian Shield, providing a unique mix of coniferous and hardwood forest known as the Great-Lakes-St. Lawrence Forest Region, a transition zone between the hardwood forests extending into the United States and the boreal forest of Northern Canada. This "edge zone" is home to an incredible variety of both northern and southern species of plants and animals. Major habitats found within the Park include open exposed areas such as rocky outcrops and beaches and disturbed areas; wetlands such as marshy and shoreline, bogs and beaver ponds, swamps and wet forests; mixed forests; and the outer islands, which are isolated and have severe conditions causing little life to be found there.



Scenic Areas of the Georgian Bay Islands National Park

**LEGEND**

- Georgian Bay Islands National Park
- Provincial Park
- Muskoka Road 5
- Highway

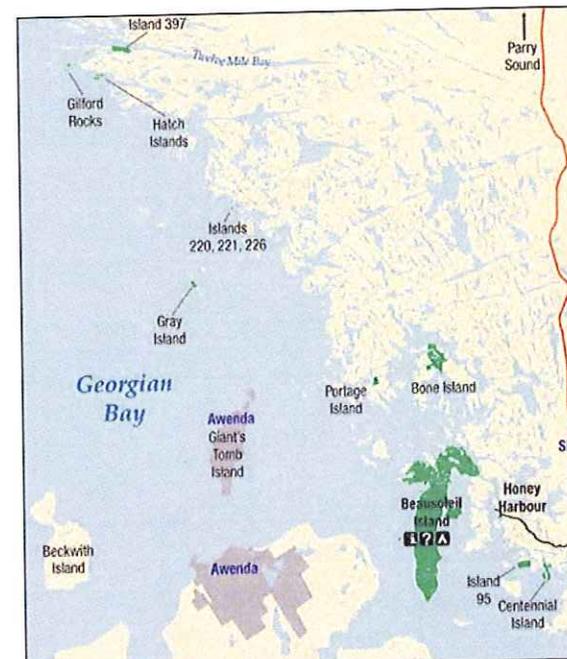


Figure 4: Georgian Bay Islands National Park Location

## 2.4 Community Profile

Honey Harbour has long been known as a cottage and resort town; a place for cottagers to launch off to their summer homes in the 30,000 islands and for travelers to begin a cruise or kayaking trip through this beautiful area. The fact that Honey Harbour is a celebrated summer haven presents an interesting demographic for the community. While this Hamlet is considered a seasonal place by some, there are many permanent residents that call Honey Harbour home year-round. There are families who have resided or vacationed in the area for over 100 years, while there is also evidence of new retirees and others from the larger urban centres who are looking for a more peaceful place to call home.



Current Conditions within Study Area

## 2.5 Planning Context

Developing a Master Plan and Design Guideline document for Honey Harbour begins with an in-depth understanding of existing planning policies and guidelines. A number of reference materials and documents were researched and analyzed 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. 12
- Township of Georgian Bay Zoning By-law 91-19
- Township of Georgian Bay Parks & Recreation Master Plan

### *Other Organizations*

- Georgian Bay Islands National Park Management Plan
- Muskoka Tourism Strategic Plan
- It's All About the Water

A summary of these documents can be found in Appendix 1.

## 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 5) 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 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 (District Municipality of Muskoka and the County of Simcoe), although this strictly reflects the permanent resident population, not accounting for seasonal residents or cottagers.

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 5: Demographics Overview Table

### 3.0 COMMUNITY ENGAGEMENT PROCESS

Having a Master Plan and Urban Design Guidelines in place for Honey Harbour allows a common and broadly supported community vision that is strategic in focus, to emerge. The Master Plan in essence, creates a roadmap or a blueprint that can be used when new development is proposed. For many reasons, developing a Master Plan and Urban Design Guidelines for Honey Harbour is both timely and important. Members of the community are looking for and supporting enhancements at the community level. They have recognized that Honey Harbour holds tremendous promise – from the perspective of waterfront enhancements, downtown core enhancements, aesthetic enhancements and community service enhancements. The Master Plan – supported by the community – will enable Honey Harbour to direct change and incorporate these enhancements in both a proactive and a strategic way.

Honey Harbour has remained relatively unchanged over time. The sense of peacefulness and tranquility is important for those who have elected to live, recreate and work here and so change of any kind must fit in with the community that Honey Harbour has become. It must also align with the kind of community that its residents – seasonal and permanent – would like to see develop.

The Master Plan process is one that has been driven by the community. Given the level of interest and support, the Master Plan process necessitated a community-based partnership at the outset. Township staff were unwavering in their commitment to engage the community and to work actively to ensure that the process was reflective of those issues of importance to those who live, work and recreate here. In short, the process of developing the Master Plan was as important as the product that is emerging. The process has been evolutionary, inclusive and inviting. In fact, the master plan process was premised on a 'whole team approach' that looked at creating a sense of community ownership from the beginning. To say the interest from Honey Harbour has been high from the outset is an understatement. Meetings have been extremely well attended. More than 100 community members participated in the first community meeting and attendance has been well above 80 participants at each of the three community meetings since.

Information secured from the community over the course of the master plan process has formed the backbone for the analytical work completed by the consulting team. Throughout the process, information was shared, ideas were generated and concepts were validated. The process moved forward incrementally, building from some early visioning work to the development of key master planning concepts and ideologies. Each community meeting was tabled as a 'listening session.' The process emerged as a model of collaborative planning, with community design charrettes and validation meetings occurring at regular intervals in the process. The process commenced with a number of one-on-one interviews with key contacts and evolved through community meetings and design charrettes. Each step in the process built on the foundation that had been established from the outset and in fact, many of the community members who were actively involved in the creation of the Master Plan continued to be involved throughout the process.

At each stage, information was exchanged through an open dialogue with the community; information and ideas were generated and taken by the consulting team and further refined, only to be presented back to the community for validation. The Master Plan that has emerged is a testament to the commitment of the community to make Honey Harbour a better, more enhanced and more inviting place to live. This is their document – their plan for their future.

### 3.1 Phases of the Consultation Process

The Consultation Process unfolded through a series of three distinct phases or stages:

- Information & Data Gathering Phase
- Community Design Phase
- Validation Phase



Figure 6: Phases of the Consultation Process

### 3.1.1 Information & Data Gathering Phase

Working with a community to develop a Master Plan and Urban Design Guidelines requires an in-depth knowledge of the place. It requires an unwavering commitment to work collectively with those who live, work and recreate in the community. It requires an affirmed commitment to learn from those who know their community best. To develop a better understanding of Honey Harbour, the Consulting Team, with direction from the Township, developed a stakeholder engagement strategy that combined a number of key elements:

- One-on-one Strengths-Weaknesses-Opportunities-Threats Interviews with External Clients & Partners;
- One-on-one Strengths-Weaknesses-Opportunities-Threats Interviews with key Community Members;
- Focus Sessions with Township Staff and Members of Council;
- Community Listening Sessions Involving Two-Way Communication; and,
- Community Design Charrette with diverse representation from Township staff, community members and special interests.

The process began with Township staff developing a list of key stakeholders and contacts – individuals and organizations who were believed to offer specific insights about the strengths, weaknesses and areas of opportunities in Honey Harbour. Members of the Consulting Team contacted and completed twenty (20) one-on-one interviews with key stakeholders. Meetings were held with some members of Township Council as well as Township staff. In addition, numerous individuals submitted additional ideas about the future of Honey Harbour. The key informant interviews allowed members of the consulting team to understand the issues and areas of opportunity from the lens of individual community members. Despite the diversity in perspective, many of the same suggestions for change emerged from these individual dialogues.

### 3.1.2 Community Design Phase

Given the commitment to and the interest from the community in a collaborative planning model, a number of opportunities were provided throughout the process to allow members of the community to come forward and make their thoughts known. From the initial start up meeting on March 27<sup>th</sup> 2010, the value of working collectively was discussed. The very first meeting provided an opportunity to explain the value of master planning and the relationship between master plans and the key planning documents (Official Plans & Zoning By-laws) that are endorsed by Council. The work that is ongoing to update the Township's Official Plan was also discussed and the linkages between master planning and the Township's Official Plan were explained. A Master Planning Fact Sheet was developed and distributed to all in attendance and individual templates were provided to participants with a request to provide any additional thoughts or perspectives on strengths, weaknesses and areas of opportunity.

Every community meeting was an open meeting and every effort was made to ensure that meetings were held at a time and on a day that would encourage community attendance. The structure of the meetings were kept informal with two-way information exchange being promoted.

The first community meeting generated a great deal of interest and dialogue. Members of the Consulting Team heard about the generations of families that have vacationed in Georgian Bay and the commitment by residents to offer a range of services to the cottaging community. The cultural and ecological importance of the area was also noted as were a number of concerns respecting the carrying capacity of the environment and the need to be aware of future impacts on water quality. Honey Harbour faces a number of unique challenges, not the least of which is the lack of municipal servicing. There are fractured views within the community about what the future holds for Honey Harbour: some feel the community should retain its current character with no growth taking place, while others feel more controlled growth and an enhanced community and retail service base is needed. Others feel full servicing that would support a build out of the community is in order. It was agreed at the outset that the Master Plan would make every effort to focus on those elements that are broadly supported by all members of the community.

There were a number of common elements that, despite the difference in perspective, offered an alignment of thinking on key issues. Building on what is already there was a common theme that emerged from the community at large. Enhancing the existing docking area, building stronger alliances with Parks Canada, capitalizing more effectively on the natural and ecological features of the area and developing more of a year-round and full-time resident focus were all suggestions that were agreed upon by the majority of master plan participants.

Input secured from the community suggests that Honey Harbour is a community that faces a number of critical challenges. It is a community that sits at the end of a road and yet, it is a key transition point to the Georgian Bay Islands National Park and to the 30,000 islands of Georgian Bay. It is the only one of the three settlement areas in the Township of Georgian Bay without municipal services. Parks Canada has a major investment in Honey Harbour as do the local school boards and the Roman Catholic diocese.

Building on the momentum of the initial Community Listening Session, a Workshop and hands-on Design Charrette was convened on Saturday May 1<sup>st</sup>, 2010. The second community meeting was organized as an interactive Design Charrette that allowed participants to develop their own Concept Plan for Honey Harbour. Eight teams went to work and eight plans emerged from the Design Charrettes – most with amazing similarities.



Sampling of illustrations done by students at Honey Harbour Public School—Common theme among illustrations was enhanced park facilities.

### 3.1.3 Validation Phase

Throughout the master planning process, the Consulting Team and Township staff checked in with the community to ensure that their suggestions were incorporated and ideas were understood. Using the input secured from the community and from key stakeholders, a Preliminary Concept Plan was prepared for Honey Harbour and validated at a June 26th, 2010 meeting. Although there was a broad base of support for the general concepts that came forward in the preliminary plan, there were a number of concerns that were expressed about the notion of off-water boat storage. The suggestion was made to reflect the need for greater public waterfront access and in recognition of the large number of marina facilities that exist in and around Honey Harbour. Storage of boats off-water would have provided greater options for enhancing the waterfront area. While the notion was not discounted, there was an overwhelming concern that the idea of off-water boat storage could result in the marinas closing, which was never the intention. The notion of off-water boat storage did not move forward into the Master Plan as a result.

From this session, a master plan was developed by the Consulting Team in collaboration with Township staff. This final Master Plan was presented to the community for validation at a fourth session held on September 25th, 2010. The final Master Plan was overwhelmingly supported and endorsed by the community.



Honey Harbour Community Design Charrette, May 1st, 2010

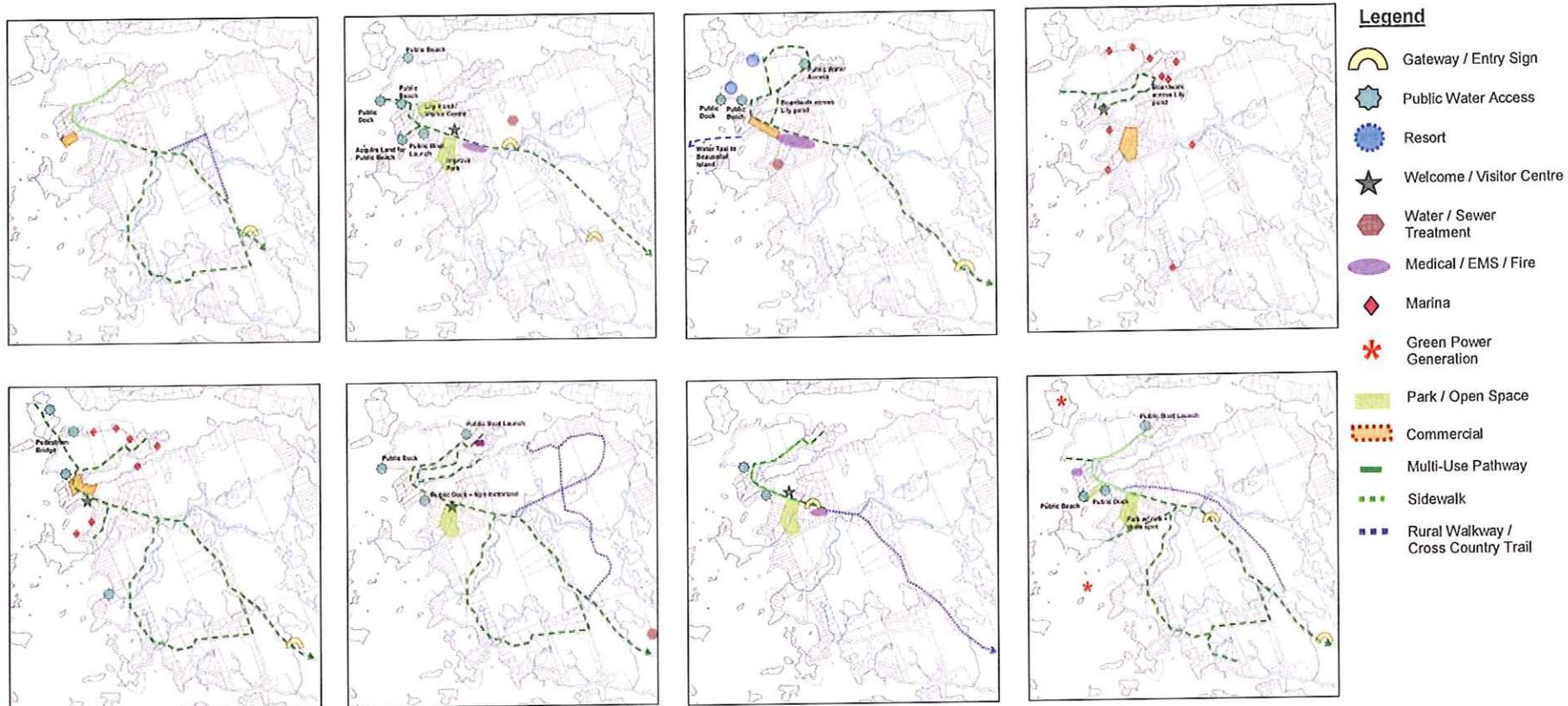


Figure 7: Results from May 1st Community Design Charrette

## 3.2 Key Findings: Strengths, Weaknesses, Opportunities and Threats (SWOT)

The input obtained from members of the community, both individually and collectively, have offered an important insider's perspective into the community of Honey Harbour. These discussions – one-on-one interviews, the facilitated dialogues, the community meetings and the Design Charrette have enabled members of the Consulting Team to better understand the issues and the opportunities for Honey Harbour.

There are differences of opinion about what the future should hold for Honey Harbour. The issue of municipal infrastructure and servicing was discussed and the community remains divided on the issue – some in strong support, others firmly against and some undecided.

For full time residents, community amenities and services are badly needed. Safe walkways that lead from the public school to the waterfront library and in particular, access to the water and to Georgian Bay was identified as a specific point of interest. Creating more of a year-round community was desired by those who live in Honey Harbour. Building on the platform of existing services that are found in Honey Harbour, it was suggested that there must be an opportunity to create more variety in the housing stock and more opportunities for year-round employment. Even having a formal place to meet as a community was identified as an issue. For seasonal cottagers, access to existing marina facilities is critical and the view among many cottagers was that the existing marina facilities must be preserved. Access to cottage properties – in particular, access to island cottage properties – is wholly dependent on having marina access.

Several suggestions were made that provisions should be placed in the plan to prevent marina operations from closing. This issue was raised on a number of occasions and it was reiterated that there are no formal provisions available in a Master Plan or otherwise, to prevent existing marina facilities from closing or from changing to another form of land use. This reinforced the importance of considering the future of Honey Harbour and planning strategically for the range of possible outcomes that may emerge in the future. Even more reason to consider the future of Honey Harbour and the need to build in options that look at protecting the important services that the community provides presently.

### 3.2.1 Community Strengths

Community members were in agreement that Honey Harbour has a number of critical strengths including:

- a strategic location
- sense of community among full time residents
- physical aesthetics
- an abundance of historical and cultural features.

#### Strategic Location:

Honey Harbour is the Gateway to Georgian Bay and to the many water-access cottages that are located throughout the 30,000 islands. It is the gateway to the Georgian Bay Biosphere Reserve and to the Georgian Bay Islands National Park. It is a protected harbour, situated within close proximity to Highway 400, to the community of Port Severn and within easy commuting distance of the Greater Toronto Area and the larger urban-based centres of Orillia and Midland.

#### Sense of Community:

For those who reside year-round, Honey Harbour is a close knit community with a strong sense of well being and belonging. The community exudes a 'maritime' feel and there are a number of basic services in the community including a grocery store, LCBO, two schools, library and Roman Catholic Church.

#### Physical Aesthetics:

It is a unique landscape – picturesque and stark – that has inspired many, not the least of which includes the Group of 7. Surrounded by water and trees this rocky landscape is special for residents and visitors alike.

#### Historical and Cultural Features:

There is a strong aboriginal as well as early settler history and an abundance of cultural sites that reflect this early and ongoing heritage.

### 3.2.2 Community Challenges

At the same time, the community faces a number of challenges including the following, as described below:

#### Image, Identity and Accessibility:

Perhaps most noticeably, Honey Harbour lacks a community centre or community 'hub.' There are few finite community boundaries and no clearly identified community perimeter. Development appears somewhat haphazard with a blend of uses. There is, as a result, continued debate about where Honey Harbour actually is – does it consist of the hamlet? does it consist of the broader area that is serviced by Honey Harbour? The image of Honey Harbour is very different from the way in which the community actually appears. In addition, it is situated at the end of a dead end road, some 13 km distance from Port Severn. Those who come to Honey Harbour are here because they have a reason to be.

#### Servicing:

Perhaps one of the biggest challenges is the lack of infrastructure servicing. For some, this is seen as a major impediment to growth and development and large scale change. Community opinion, as referenced earlier, is divided on the issue of servicing.

#### Community Services:

For many who reside here full time, the issue of community-based services is a concern. There is a need for upgraded and / or additional recreational services, facilities and amenities. There is also a need for safe walking, biking and hiking trails, and integration with other service providers including Parks Canada. There are some basic retail services but no ancillary or support services including picnic areas, covered gazebos to invite people to stay, places to sit in the existing 'core area', an absence of boat launch and boat docking facilities, no facilities to launch non-motorized watercraft and no local community centre or gathering place. Technological limitations offer an additional impediment to high speed telecommunications and there are no medical facilities or banking services here. The community, as a physical place, lacks inviting places and spaces. There are few benches to sit; no signage for visitors, no public viewing areas or opportunities for picnics and beach-based activity. There are few points of integration

between public amenities and these issues, in combination, present a place that lacks public appeal.

#### Land Tenure and Ownership:

Public land ownership, particularly along the waterfront is lacking and the absence of a public beach makes access to Georgian Bay problematic for those who do not own cottage properties. Land ownership is fragmented in Honey Harbour particularly along the waterfront and very few large land holdings in the community with the exception of the Delawana Inn and Parks Canada site.

#### Geography:

Geographically, the community is predominantly water-focused. Bedrock and the presence of the Canadian Shield makes construction both difficult and expensive. A number of concerns have been expressed about water quality – an issue that has continued to emerge over time. Some issues around water levels and flows were also noted.

#### Geo-Politics:

There is great diversity among residents – year round permanent residents as well as seasonal residents. There are generational differences as well as those who have lived their whole lives in the community as well as recent retirees. Year round residents consist for the most part of mainland residents but there are some year round cottage residents in the area. Seasonal residents consist of both mainland cottagers and island based cottagers. There exists an abundance of resort and marina operators in particular – evidence of the important role that the marinas play in sustaining the community of Honey Harbour. The diverse constituency that exists in Honey Harbour has resulted in different philosophies about future growth and development.

### 3.2.3 Opportunities

Despite the challenges described above, there were a number of areas of opportunity that were identified for Honey Harbour:

- Make Honey Harbour 'A Destination of Choice'
- Retain marina facilities and services
- Promote both a local and a regional identity (Portfolio Communities)
- Further develop Honey Harbour as a Gateway/Hub
- Promote Year Round Use
- Green Community
- Avoid large scale waterfront/condominium development

A number of specific suggestions emerged for Honey Harbour from the community at large. These included building on what is already here, building on the history, enhancing facilities for passive and active recreational use, and considering new opportunities.

It was noted that the Master Plan must take into account the range of services and facilities that exist in other nearby communities – Port Severn for example – so that services already in place and available are not replicated in Honey Harbour.

The Master Plan will focus on enhancements that can be made to the existing public land holdings in Honey Harbour as these may serve as a catalyst for additional aesthetic improvements.

Community members made a number of important suggestions including:

*Retaining existing charm and scale Recognize existing environmental and servicing limitations Encourage economic / employment opportunities Enhance existing environmental features Consider community safety need for safe access Reclaiming the water's edge where possible Consider key waterfront purchases for public ownership Public boat docking and launch Promote linked walkways along the water's edge Address infrastructure limitations Servicing Sidewalks (safe communities) Creating better & uniform signage and way finding Build on shipbuilding and aboriginal history Visitor's Learning Centre & Gift Shop Land-based trail to link Honey Harbour with Port Severn Profiling the Group of 7 Georgian Bay Islands National Park Upgrade existing ice surface Information / Visitor's Centre Revisit Reptile Museum Benches, Picnic Tables, Horseshoes Attract 'transient' boaters (boat launch and docking) Improve facilities for paddlers New shops (bookstore, etc.) Emergency Services Depot More dynamic housing stock Water Quality Research Station Environmental Curriculum — Outdoor Education.*

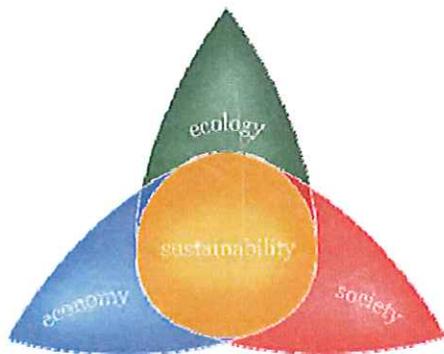
## 4.0 VISION AND DESIGN PRINCIPLES

### 4.1 Vision

Using the input offered throughout the process, the Consulting Team developed a vision for Honey Harbour that honours the importance of the community for seasonal and year round residents.

*Create a sense of community in and of itself that respects the dual character of Honey Harbour which on the one hand is a rustic, peaceful and serene natural place where “time stops here” and on the other hand is an industrial landscape and working waterfront where “time never stops”.*

The Master Plan is premised on the concept of sustainability and looks at creating a harmonized balance between ecological interests, economic gain and social sustainability.



#### 4.1.1 Objectives—Pillars of the Plan

The Plan has three fundamental missions or pillars:

*Seasonal Residents*  
Protect and enhance the service centre transitional character.

*Permanent Residents*  
Clarify and enhance the community character as a place to live.

*Visitors*  
Provide suitable amenities and services that will attract visitors.

## 4.2 Community Design Principles



### Environment

*Protect and enhance environmental features and functions.*

Honey Harbour should be promoted as a green sustainable community. Enhancing "ecological literacy" within the community will enable Honey Harbour to pride itself on the unique environmental features that are an important part of the community. Raising the profile of the Georgian Bay Islands National Park and the Georgian Bay Biosphere Reserve will help to further enhance Honey Harbour as a green community.



### Accessibility and Safety

*Improve community accessibility and safety.*

Investigate road loop possibilities to improve overall community accessibility. The integration of Emergency Medical Services (EMS) functions related to the water accessibility to islands and community is important for community safety. Transitions from car to boat and boat to community are a reality here and should be improved and supported in any way possible and to the fullest extent.



### Access to Waterfront

*Improve public access to the water's edge.*

Provide places for public swimming, boat launching and docking, as well as places for passive recreational uses including picnicking, viewing and informal games at the water's edge. Consider opportunities to increase public access points to the water and reduce the industrial impact of storage along the shoreline.



### Defined Community Core

*Create an identifiable community core area.*

Provide areas for community meeting and social gathering places. Expanding the range of uses in the core area and improving the streetscape, including walkways, lighting street furniture, etc. will attract visitors, boosting the local economy and enrich the lives of both permanent and seasonal residents.



### Recreation Facilities

*Provide multi-use community recreation facilities.*

Develop a number of facilities that will create the opportunity for active transportation and recreation. These facilities include a multi-use trail system within the community with connections to surrounding open space and Port Severn; an expanded community park with improved facilities; and a boardwalk around the Lily Pond to provide a connection between the Public School and the Library.



### Economic Development

*Create and promote a sustainable year-round labour market.*

Identify the need for and develop a diversified housing strategy that addresses young families and seniors needs. This population will help to sustain businesses throughout the year. Providing support to appropriate private sector development is also important to enhance the economy within Honey Harbour.



## 5.0 CONCEPT DEVELOPMENT

### 5.1 Concept Plan

The concept plan for Honey Harbour is based on the findings and values expressed during the community engagement process together with the analysis work completed by the Consulting Team. It recognizes Honey Harbour's unique location and role as a point of transition to the Georgian Bay Islands. Honey Harbour is well positioned to serve the community as a service centre for those residents on Georgian Bay as well as an access point to the Georgian Bay Islands National Park. Developing a multi-use waterfront and increasing economic development within Honey Harbour are key elements of the plan.

The concept includes several key structuring elements:

#### Waterfront Features

- Develop various multi-use features on the waterfront for use by visitors and residents alike. Features may include upgraded boat launch, enhanced beach area, boardwalks, interpretive signage, picnic areas, and lookout / viewing areas.



#### Core Area Improvements

- Further develop and improve upon the existing commercial area on Honey Harbour Road. The village centre is envisioned to contain a mix of uses including low density commercial, service and institutional uses with a strong public open space system.
- Improvements to the streetscape are envisioned to create a safe pedestrian realm.



#### Park Enhancements

- Develop and enhance the Harbour Green Park to create a well designed multi-use public space and include a wide variety of recreational facilities. Features may include skateboard area, covered multi-use court / rink, picnic area, play areas, splash pad, enhanced naturalized wetlands area, and upgrades to existing small community centre.
- Integrate streetscape and pedestrian improvements along Honey Harbour Road with the Harbour Green Park area.



#### Wetland Educational Area on Lily Pond

- Establish a natural environment wetlands preserve on the Lily Pond with pedestrian access from the Library, the two schools and Honey Harbour Road.
- Features may include boardwalks, interpretive and educational signage, and wildlife viewing.



#### Gateway Identity Feature on Honey Harbour Road

- Develop special landscape treatments including planting, signage and related features within the road right-of-way on Honey Harbour Road located near the Honey Harbour boundary.



*Defined Public Open Space / Consolidated Park Lands on Parks Canada site, Church Property and Municipally Owned Lands.*

- Establish a well designed public space at this scenic spot with interpretive signage, waterfront boardwalk, benches, picnic area, trail links, boat docking, launch ramp, and tree plantings to enhance views to Georgian Bay.



*Streetscape Improvements along Honey Harbour Road*

- Develop a unique streetscape corridor with enhanced public walkways, sitting areas, links to waterfront areas and points of interest, street tree planting, special lighting, banners and other features unique to Honey Harbour.

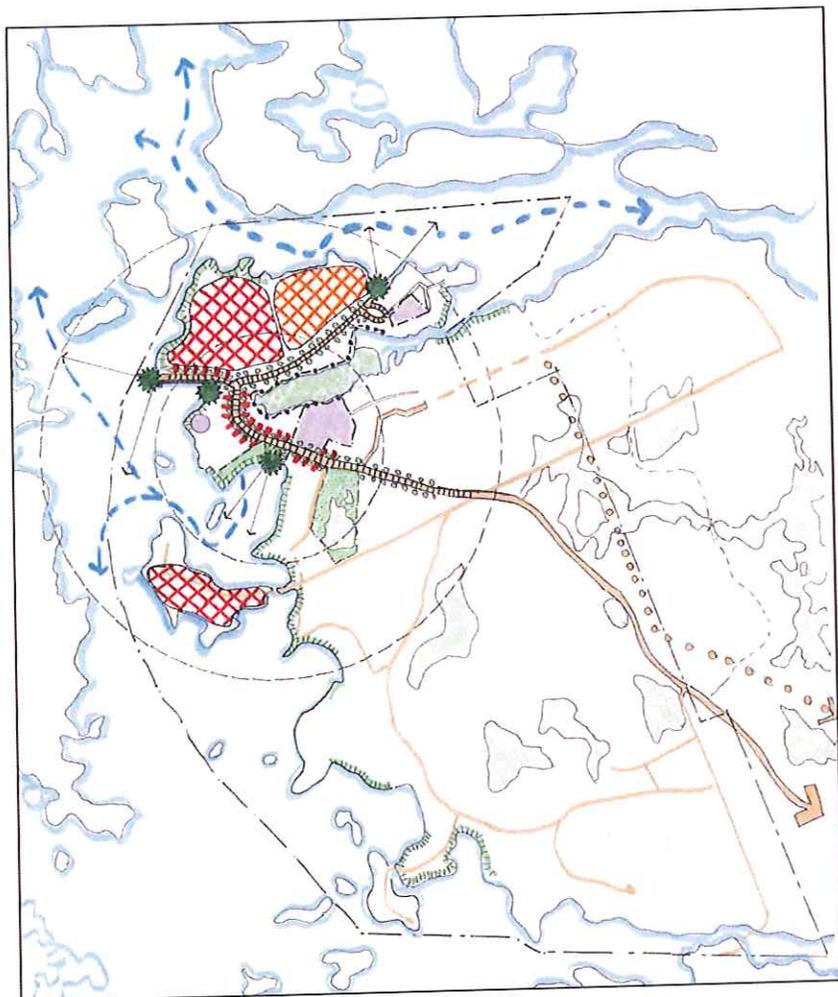


*Directional Signage and Wayfinding Systems at Key Decision Points*

- Locate specially designed directional signage approaching and within the Core Area providing direction to key community facilities and points of interest.

These key elements were then refined and the final Master Plan was created (see Figure 9). Within the Master Plan there are a number of fundamental components, highlighted





**Legend**

-  Waterfront Feature
-  Emergency Medical Services
-  Wetlands
-  Park Enhancement / Facility upgrades
-  Waterfront Easement
-  Streetscape Improvements
-  Village Centre / Streetscape Upgrades
-  Tourist Commercial
-  Major Marina
-  Schools / Institutional
-  Dock / Boardwalk
-  Boardwalk
-  Water Access
-  Multi-Use Trail
-  District Road
-  Local Road
-  Road Connection

Figure 8: Honey Harbour Concept Plan

## 5.2 Master Plan

### Legend

1. Terminus/Roundabout w/signage, lighting and gardens
2. Harbour Pier Promenade w/Lighting, tree planting, benches, lookout and gazebo
3. Enhanced Beach Area
4. Streetscape Improvements including tree planting @ 10 m spacing, lighting and sidewalks
5. Streetscape Improvements including Tree Planting @ 15m spacing
6. Boardwalk w/Lighting, tree planting, benches, lookout and gazebo
7. Harbour Centre:
  - Combined Public Lands; Parks Canada/Township/Church
  - Visitor Information
  - Non-motorized Boat Launch
  - Picnic Area
  - Enhanced Public Park Space
  - Emergency Depot
8. Active Recreation Area w/Junior/Senior Play, Splash Pad
9. Skateboard Spot
10. Covered Multi-use Hard court/Ice Rink
11. Picnic Area w/Gazebo, Trails and Multi-use Spaces
12. Naturalized Wetland Area
13. Lily Pond
14. Elevated Boardwalk
15. Boat Launch w/turn-around and trailer parking

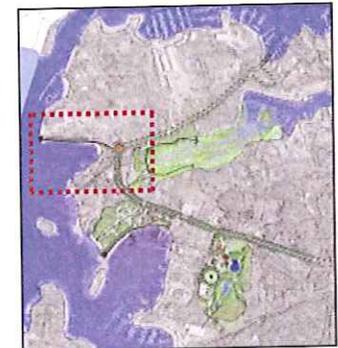


Figure 9: Honey Harbour Master Plan

5.2.1 Harbour Promenade



Figure 10: Harbour Promenade



Key Map

### 5.2.2 Harbour Centre

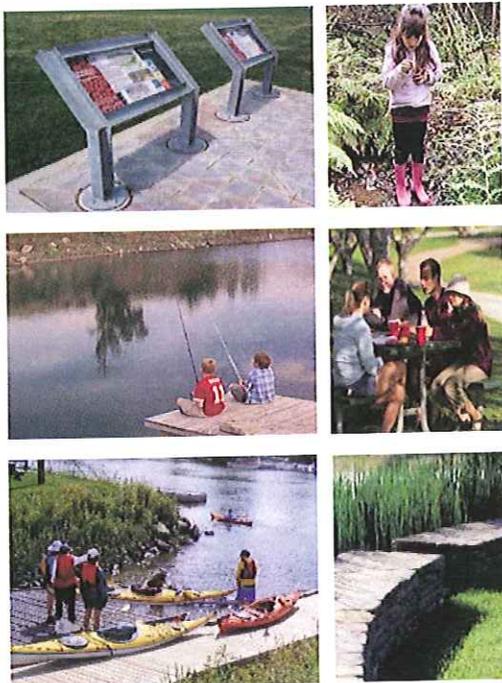


Figure 11: Harbour Centre



Key Map

### 5.2.3 Lily Pond Area

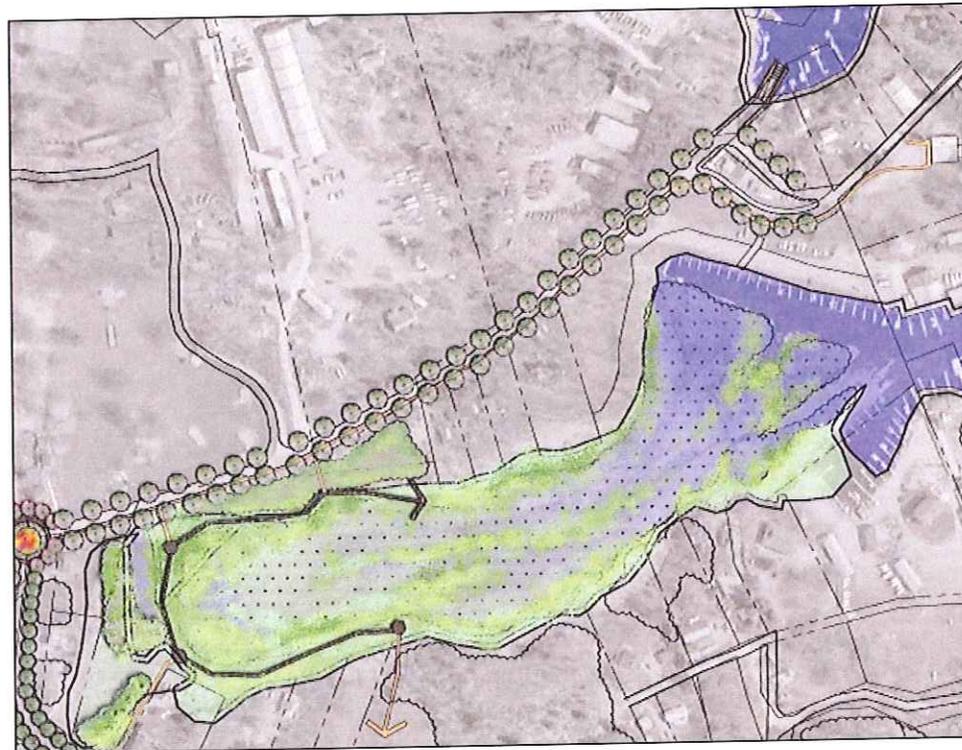


Figure 12: Lily Pond Area



Key Map



5.2.4 Harbour Green Park

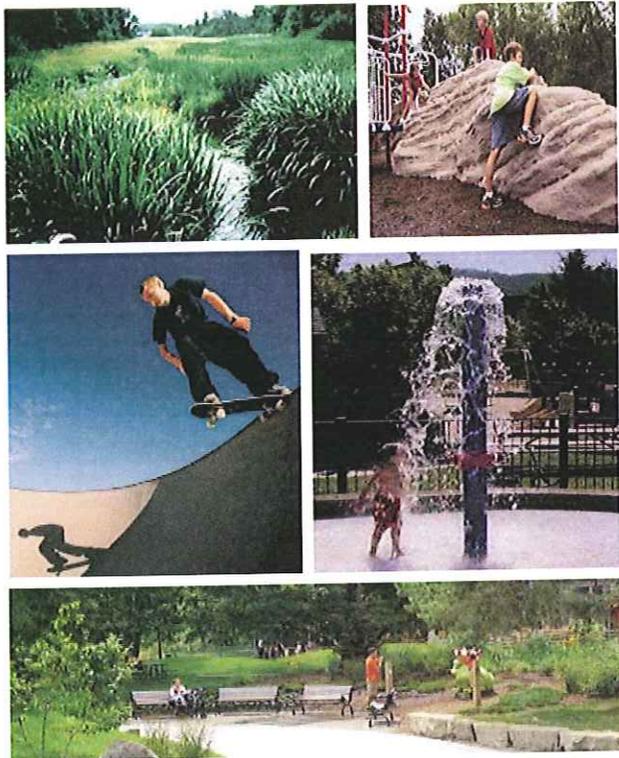


Figure 13: Harbour Green Park



Key Map

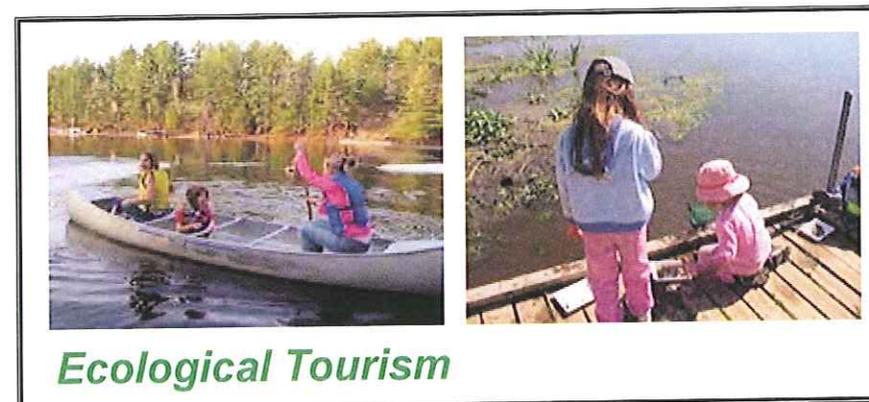
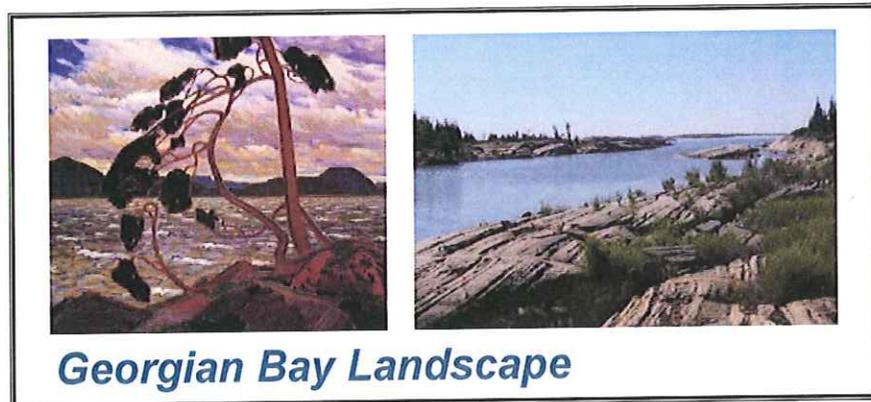
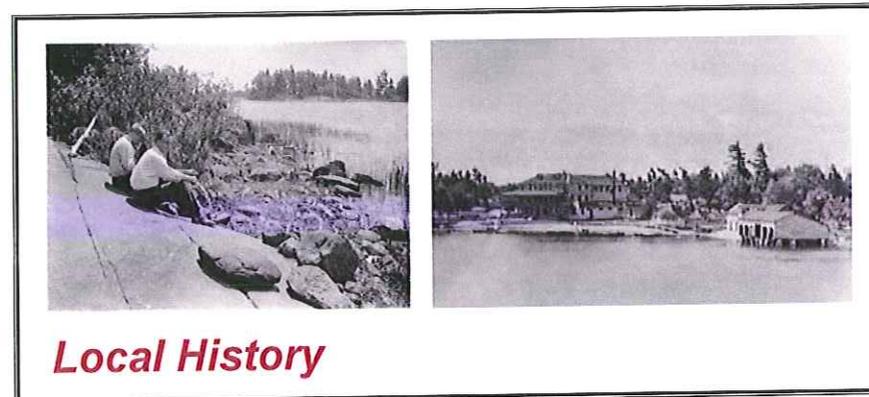


## 6.0 DESIGN GUIDELINES

### 6.1 Design Themes

Design themes that are rooted in natural and cultural history of the place are the most genuine and valid. Many of these design themes can be found in the local landscape. Honey Harbour has an extensive cultural history, a beautiful and apparent landscape of water, rocks and trees as well as the presence of ecological tourism opportunities, including the Georgian Bay Islands National Park.

These design themes will be incorporated into the streetscape, parks, open space and built form guidelines for Honey Harbour. This will reinforce and enhance the character and identity of the community.



## 6.2 Streetscape Design

Designing an appealing streetscape for Honey Harbour will strengthen the current road system and improve the community's overall quality of life. Well designed streetscapes can provide improved circulation, pedestrian and vehicular movement, wayfinding and orientation, provide public gathering spaces for the community to interact and socialize, and can promote the image of Honey Harbour as an exciting and unique community.

This section of the report provides design guidelines for all streets within Honey Harbour. Various streetscape elements imperative to street character and guidelines for these elements are presented below. These streetscape guidelines are intended to create a pedestrian-oriented, visually attractive and well-coordinated design that is compatible and complementary with adjacent land uses and built form.

### 6.2.1 General Guidelines

The streetscape zone is that area between the building face and the curb. This area shall be designed with consideration for the elements within the right-of-way as well as the built form or uses adjacent to the streetscape zone.

#### Streetscape Elements

Developing a coordinated set of streetscape elements is imperative to portray the identity of the place. Reinforcing the underlying character while ensuring the safety, comfort and accessibility of pedestrians, cyclists as well as motorists are important considerations within streetscape design. Streetscape elements shall be complementary in design and shall be consistent with the unique design vision established for Honey Harbour.

Streetscape elements include:

- Street lighting
- Site furniture
- Signage

#### Street Lighting

Street lighting provides both vehicular and pedestrian safety and is functional as well as aesthetic. The street lighting design shall be consistent with the overall character of Honey Harbour, and shall provide adequate lighting for the roadway as well as the sidewalk for pedestrians.

#### Guidelines:

- Street lighting should be located in line with street trees where appropriate;
- Specialty light fixtures may be used along Honey Harbour Road and the Harbour Promenade to highlight these areas;
- Light standard styles and types should be coordinated with site furniture;
- Light standards should be designed to accommodate pedestrian lighting and street banners;
- All lighting shall be dark sky friendly.



Potential Street Lighting

### Site Furniture

Street furnishings will unify and enhance landscape elements within the pedestrian realm. These furnishings will be consistent in design and be functional as well as reinforce the overall streetscape character of Honey Harbour. The placement of attractive site furniture enhances the public realm as well as improves the general use of public space.

#### Guidelines:

- Colours, materials, forms and styles of the site furniture shall be complementary and reinforce the overall theme for Honey Harbour;
- Placement and arrangement of site furniture should encourage pedestrian safety and reinforce the streetscape identity.

#### Criteria:

- Street furnishings shall contribute to the overall identity and character for Honey Harbour in combination with other elements;
- Subtle design variations to street furnishings are acceptable for special areas, such as within the Core Area;
- Furnishings should be tied together by a common theme and colour palette to avoid visual clutter;
- Street furnishings should be low maintenance, vandal-resistant and easily replaceable.

#### 1. Benches

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

#### 2. Waste Receptacles / Recycling Bins

- Durable waste containers;
- Containers should be equipped with plastic liners, rain proof tops, and easily accessible for emptying;

#### 3. Bicycle Racks

- Embedment mounting;
- Locate near points of interest, attractions and within the Core Area.

#### 1. Planters

- Consistent design style with benches and waste receptacles;
- Change plant material seasonally to provide visual interest;
- Locate on sidewalk within the Core Area and on the Harbour Promenade.

### Signage

Upgrading the current signage scheme will create a more significant arrival into Honey Harbour and provide orientation and wayfinding to pedestrians and vehicles. A hierarchy of signage components provides visitors and residents alike assistance to locate points of interest and attractions within Honey Harbour.

#### Guidelines:

- All signage shall be consistent in terms of overall design and lettering;
- Signage should incorporate community identity such as Township logo and community name on appropriate signs;
- Guidelines shall apply to all elements such as park signs, trail signs / markings, environmental signage and educational signage.

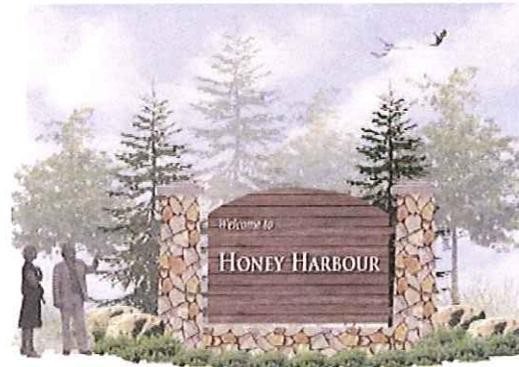
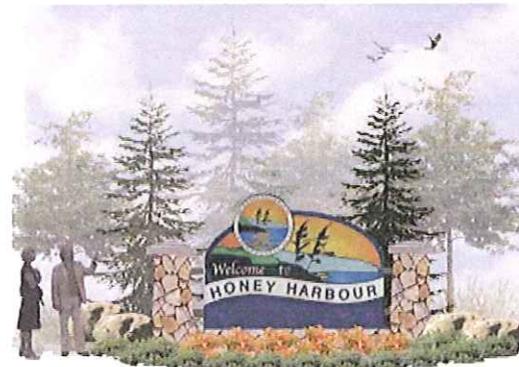


Figure 14: Community Gateway Sign Options

### Community Gateway Sign

A community gateway sign on Honey Harbour Road will provide a distinct sense of arrival for those entering Honey Harbour from Port Severn. This sign is recommended to convey Honey Harbour's natural heritage using stone and wood materials.



### Major Pedestrian Gateway

The opportunity for a major pedestrian gateway is present within Honey Harbour guiding people to the waterfront or any other attraction. This gateway sign will provide a clear sense of direction and entry for visitors and residents to access special places. The opportunity for a major pedestrian gateway sign exists at the entrance of the proposed Harbour Promenade at Honey Harbour Road.



### Directional Signage

This type of signage can be useful for both vehicles and pedestrians. This directional signage should be located at strategic decision points throughout Honey Harbour. This signage will provide information and direction related to parking areas, attractions and parks and waterfront access within Honey Harbour.



### Interpretive Information

Due to the extensive natural and cultural history within Honey Harbour, the opportunity exists to introduce interpretive elements throughout. These signs may include information related to the resort history, ecological tourism and the natural history of Honey Harbour.



Figure 15: Signage Hierarchy

### Sidewalks

Sidewalks of 1.5 metres minimum width are recommended for both sides of Honey Harbour Road, particularly within the Core Area. Beyond the Core Area, towards the Harbour Promenade sidewalks are recommended to be located on one side of the street due to restricted road right-of-way width.

Sidewalk widths may vary and increase at special gathering places, seating nodes or activity nodes within Honey Harbour. Specialty paving shall be used to delineate pedestrian crossing and intersections to define and enhance the pedestrian realm. Sidewalks should lend themselves to rock outcrops or other natural features present within the Honey Harbour community, assuming a curvilinear shape as appropriate.



### Street Trees

Street trees provide both an aesthetic and functional value to the street character. They act as a unifier in site development as well as create distinction and develop a hierarchy among streets.

#### Guidelines:

- A continuous row of street trees should be located between the sidewalk and the curb as appropriate. Variations may occur at special areas in response to adjacent land uses, such as the Core Area on Honey Harbour Road and other focal points, etc. The overall objective is a continuous canopy along both sides of the street;
- Hardy native species are preferred, or other salt-tolerant, high branching, deciduous varieties;
- Use species that are non-invasive and low maintenance;
- Trees should be planted in groupings, i.e. along street blocks or in groupings at special places and intersections. Avoid single specimen plantings;
- Trees should be spaced at approximately 10 metres on centre in the Core Area and 15 metres on centre outside of the Core Area;
- Street lighting and utility boxes should be placed in line with street trees unless otherwise specified.



### 6.2.2 Honey Harbour Road (Core Area)

Honey Harbour Road is the central spine of Honey Harbour that connects with Port Severn and Highway 400, terminating at a new residential development. This is the main road within the community providing access to various commercial, residential and marina 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 reflect this vision.

#### Features:

- 20 m right-of-way;
- 2 vehicular lanes of 3.3 m width;
- 2 lay-by parking lanes of 2.5 m width;
- 2 m sidewalk on both sides of street (on one side of street north of round-a-bout);
- Minimum 2.0 m planting strip buffer / snow storage area.

#### Character:

- Commercial / residential interface;
- Active and comfortable pedestrian environment—sun, shade, wind protection and shelter;
- Sustainable growth environment for trees.

#### Guidelines:

- Sidewalks should be located on both sides of the street to provide pedestrians with safe access to existing park, schools, library, new park spaces, and commercial areas;
- Decorative paving should be implemented to define the pedestrian realm, particularly at crossings and intersections;
- Street trees should be a consistent species along length of street.



Figure 16: Honey Harbour Road (Core Area)



Key Map

Pedestrian linkages to special areas and attractions

Specially paving at pedestrian crosswalks and intersections

Consistent street tree species along entire length of street (at 10 m spacing on centre)



Existing conditions of Honey Harbour Road (Core Area)

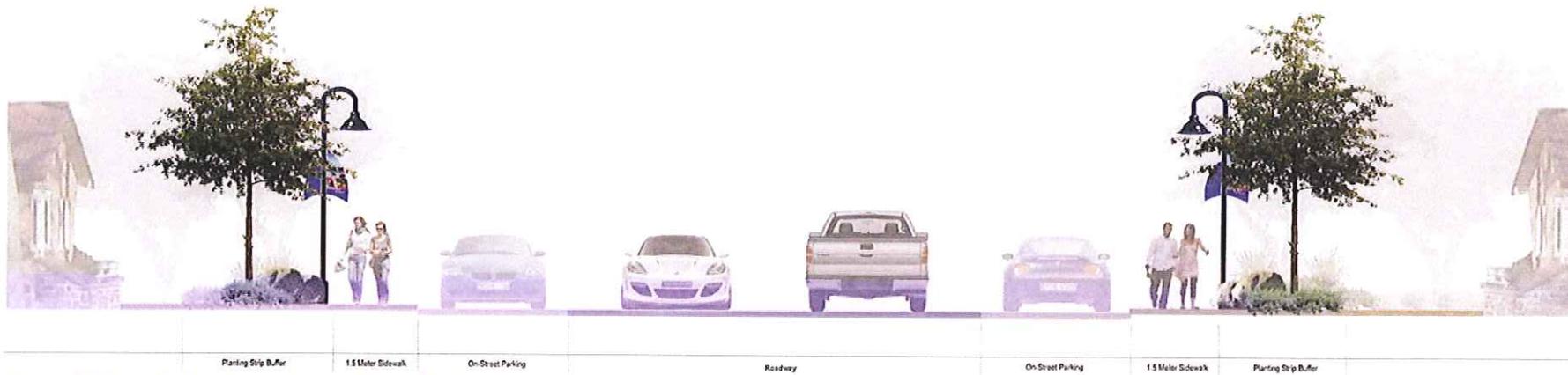


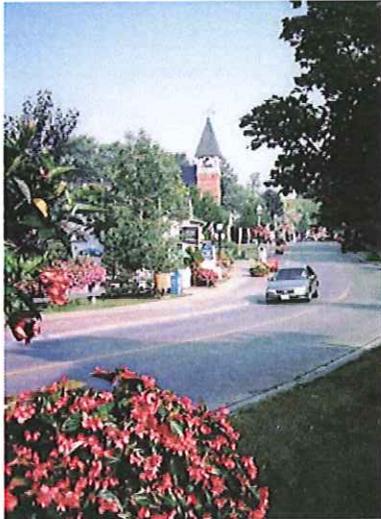
Figure 17: Schematic Cross Section—Honey Harbour Road



*Imagery of safe pedestrian areas*



*Figure 18: Pedestrian Crossing at Church, Honey Harbour Road*



*Imagery of core area streetscape*



*Figure 19: Streetscape Improvements along Honey Harbour Road*

### 6.2.3 Roads Outside of Core Area

There are a number of local roads within Honey Harbour that intersect with Honey Harbour Road. All roads that are not within the Core Area of Honey Harbour, including Honey Harbour Road will generally be characterized with one lane of traffic in each direction.

#### Features:

- 2 vehicular lanes of 3.5 m width;
- 1.5 m wide sidewalk on both sides of street;
- 2 m planting strip buffer on both sides of street;

#### Character:

- Active, comfortable pedestrian environment—sun, shade, wind protection and shelter;
- Sustainable growth environment for trees.

#### Guidelines:

- Sidewalks should be located on both sides of the street where appropriate;
- Street trees should be a consistent species along length of street.



Imagery of local roads

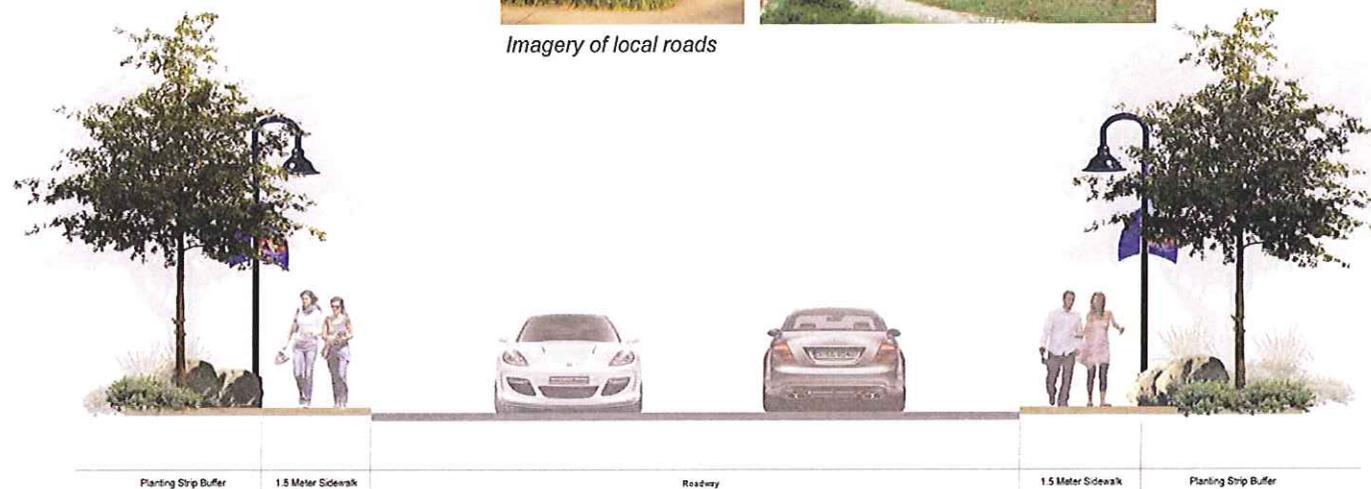


Figure 20: Schematic Cross Section—Roads Outside of Core Area

#### 6.2.4 Harbour Promenade

The Harbour Promenade is a small roadway within Honey Harbour that currently provides access to the Delawanna Inn. This road is accessed from Honey Harbour Road at the proposed terminus / roundabout and will be characterized by one lane of traffic in each direction. The harbour promenade boardwalk will terminate with a lookout and gathering point and gazebo. This waterfront promenade will provide the opportunity to close the road for festivals, and special events, creating a unique and vibrant pedestrian space along the water's edge. An enhanced beach area will further add to the unique character of the harbour promenade area within Honey Harbour.

##### Features:

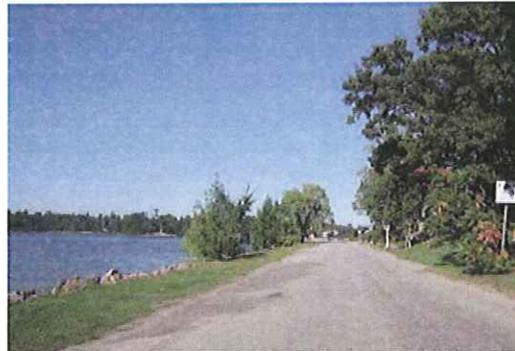
- 18—20 m right-of-way;
- 2 vehicular lanes of 3.3 m width;
- 2 m sidewalk on both sides of street;
- Minimum 2 m planting strip buffer;
- 3 +/- m boardwalk.

##### Character:

- Resort / waterfront interface;
- Active and comfortable pedestrian environment—sun, shade, wind protection and shelter;
- Sustainable growth environment for trees.

##### Guidelines:

- Sidewalks should be located on both sides of the street to provide sufficient pedestrian space;
- Decorative paving should be implemented to define the pedestrian realm, particularly at crossings and intersections;
- Street trees should be a consistent species along length of street.



Existing Conditions of Harbour Promenade



Key Map

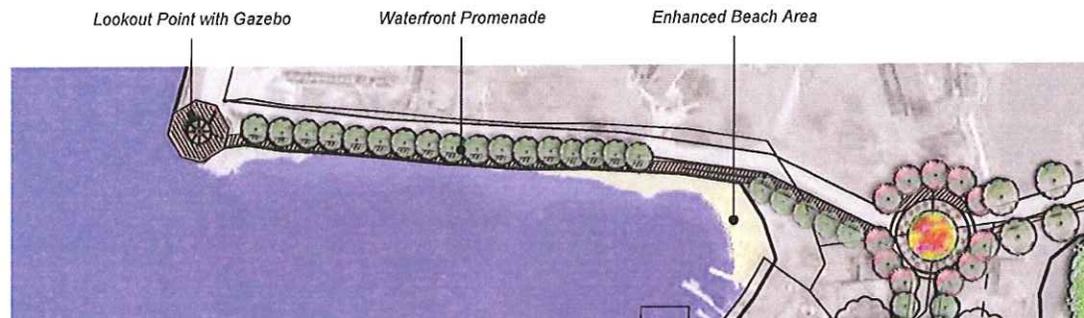


Figure 21: Harbour Promenade



Waterfront Promenade



Lookout Point with Interpretive Signage



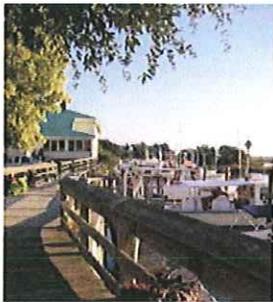
Lookout Point with Gazebo



Enhanced Beach Area



Figure 22: Schematic Cross Section—Harbour Promenade



Waterfront Promenade



Farmer's Market Event



Pedestrian Space at Special Event



Figure 23: Schematic Cross Section—Harbour Promenade During Special Event

### 6.3 Parks and Open Space Design

Honey Harbour has four municipal park sites situated along Georgian Bay that provide a range of recreational activities, totalling 4.39 hectares (ha). These sites include:

- Honey Harbour Landing
- Honey Harbour Park
- Delawana Beach
- Honey Harbour Boat Launch

The Honey Harbour Landing is a 0.2 ha site and provides boat docking facilities, picnic areas boardwalk and parking; these lands also house the Honey Harbour Library.

The Honey Harbour Park (3.73 ha) is currently a passive recreational greenspace which includes an outdoor ice rink, multi-purpose play court and a small playground area.

The Delawana Beach is a 0.1 ha property along Honey Harbour Road that has a sandy beach and a lawn area towards the road. This property is in need of proper Township identification and signage.

The Honey Harbour Boat Launch (0.36 ha) is located at the terminus of a shore road allowance, currently under the stewardship of the adjacent marina operator.

This section of the report provides a description and set of guidelines for the development of these park sites.

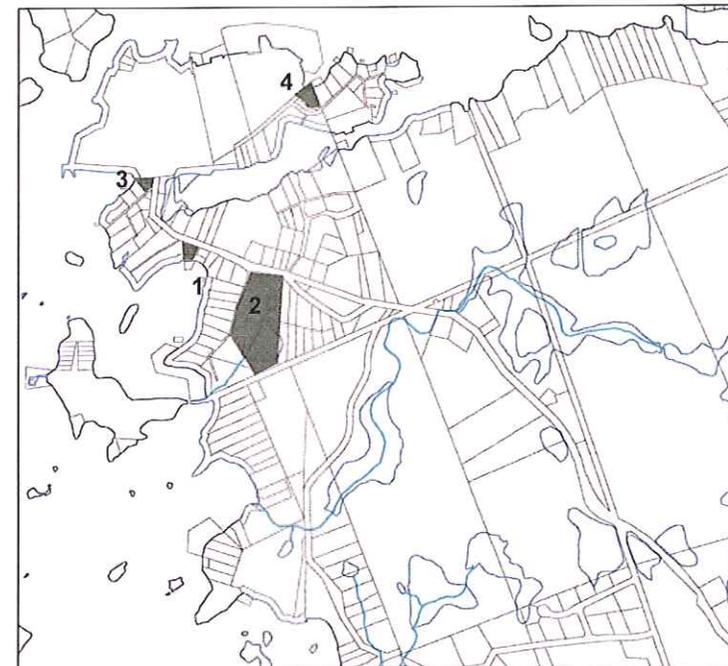


Figure 24: Parks and Open Space within Honey Harbour

#### Legend

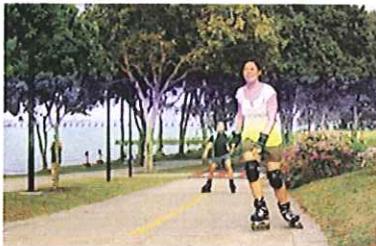
- Existing Park /Open Space
- 1 Honey Harbour Landing
- 2 Honey Harbour Park
- 3 Delawana Beach
- 4 Honey Harbour Boat Launch

### 6.3.1 Harbour Centre

This park will combine the waterfront lands owned by the Township of Georgian Bay, Parks Canada and Our Lady of Mercy Church into one cohesive open space. Elements may include streetscape improvements, boardwalk, picnic area, non-motorized boat launch, enhanced public park space, interpretive / educational centre / signage and water access to Georgian Bay Islands.



Boat Launch Ramp



Pedestrian Trail



Figure 25: Conceptual Diagram—Harbour Centre



Key Map



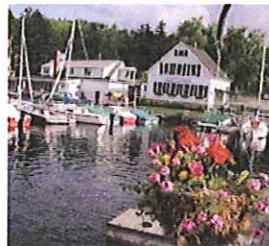
Picnic Area



Waterfront Boardwalk



Open Space on Waterfront



Boat Docking Facilities



Lookout Point with Interpretive Signage



Figure 26: Schematic Cross Section—Harbour Centre Boardwalk



Figure 27: Schematic Cross Section—Harbour Centre Boardwalk with Interpretive Panels

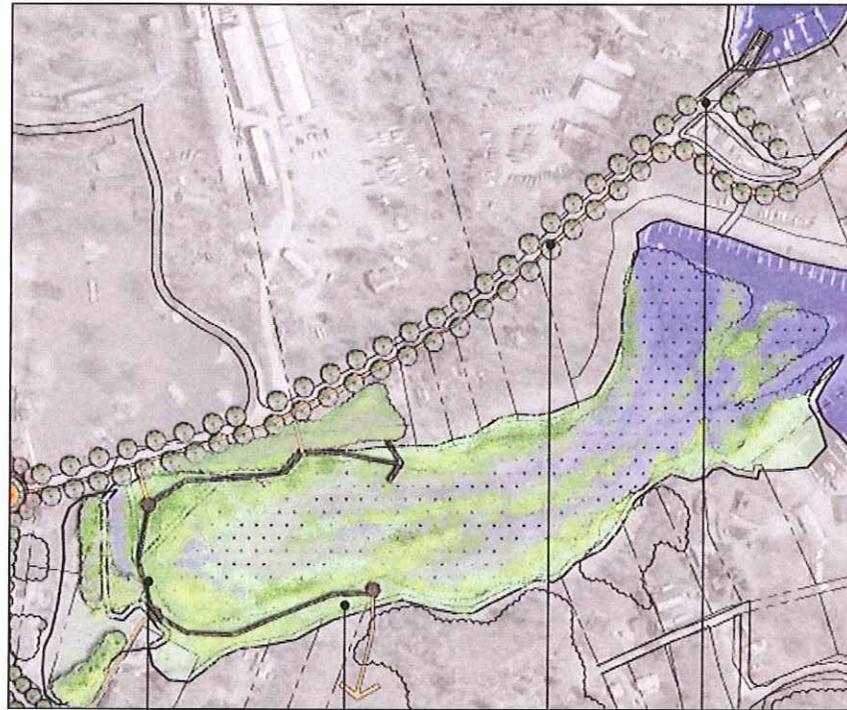
### 6.3.2 Lily Pond Area

The Lily Pond, located to the southeast of the Core Area of Honey Harbour, is a great location for nature viewing. Creating a community focal point on the Lily Pond will provide the opportunity to include an elevated boardwalk with interpretive and educational panels. The Lily Pond is in proximity to two elementary schools and Honey Harbour Library and can provide a safe pedestrian walkway between the north and south sides of the community.

There is the opportunity to enhance the current boat launch facility, located to the northeast of the Lily Pond area. This would include upgrades to the existing ramp as well as creating a turnaround for trucks and trailers.



Wetlands with Interpretive Signage



Elevated boardwalk  
 Interpretive and educational panels along length of boardwalk  
 Pedestrian connection to public school  
 Boat launch and turnaround



Key Map



Boardwalk with Educational Opportunities

Figure 28: Conceptual Diagram—Lily Pond Area



## 6.4 Built Form

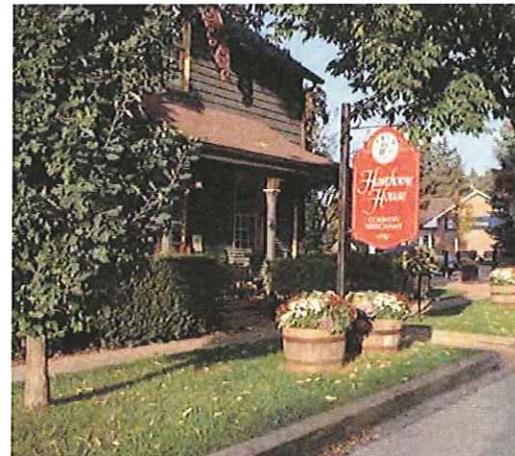
Built Form guidelines are intended to provide a strong framework for the development of a sense of identity, place and unique attractive character for Honey Harbour that reflects the resort and natural heritage themes of the community. The following guidelines will describe the recommended built form for the Core Area within Honey Harbour.

### 6.4.1 Honey Harbour Road Core Area

These guidelines will reinforce this area as the main service centre for the land and water-based community.

#### Guidelines:

- Encourage strong architectural tradition upon the resort and natural character upon which the community was built;
- Encourage consistency in design of facades to accomplish an integrated and cohesive identity for the Core Area as the main commercial area within Honey Harbour;
- Promote consistency in design and signage while recognizing the need for diversity and creativity;
- Natural materials in signs with external lighting is preferred, and signs that enhance the overall architectural characteristics of the building are encouraged;
- Promote the removal of materials such as vinyl or aluminum siding and encourage the use of siding made of a natural material to ensure the original form and scale of the Core Area is maintained.



*Low density commercial development should occur in the Core Area*

## 7.0 SUSTAINABILITY CONSIDERATIONS

### 7.1 Sustainability Criteria and Performance Measures

Honey Harbour will further evolve as an exciting 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; and,
- 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.



## 8.0 IMPLEMENTATION STRATEGY

### 8.1 Implementation Priorities

The following chart provides proposed projects identified within the master plan for implementation. Priority for implementation will be determined through consultation with Township Council and the community.

Project	Location	Development Components	Costs*	Comments
Harbour Green Park	Currently known as Honey Harbour Park, on District Road 5	Covered multi-use hard court / ice rink, naturalized wetlands, junior / senior play areas, splash pad, gazebo / picnic shelter, skate spot, parking areas and pathways.	\$650,000 – \$1.17 million	Costs are order of magnitude based on concept plan only (allows 20% contingency). Cost does not include roof over ice rink / court surface. Site conditions relative to drainage, bed rock and soil conditions will be contributing factors to the final estimates (further technical investigation required).
Harbour Centre	Waterfront lands owned by Township of Georgian Bay, Parks Canada and Our Lady of Mercy Church	Boardwalk with interpretive / educational signage, boat docking facilities, non-motorized launch ramp, picnic area, lookout points and pathways.	\$725,000 – \$1.35 million	Costs are order of magnitude based on concept plan only (allows 20% contingency).
Lily Pond Area	Southeast of Core Area	Elevated boardwalk, interpretive / educational panels, pedestrian connections.	\$320,000	Costs are order of magnitude based on concept plan only (allows 20% contingency).
Gateway and Streetscape Upgrade	Honey Harbour Road – Core Area	Specialty paving on sidewalks and pedestrian crosswalks, street trees planted at 10 metres spacing on centre, street lighting and furniture.	\$532,000	Costs are order of magnitude based on concept plan only (allows 20% contingency).
Harbour Promenade	Along shoreline, just south of Delawana Inn property	Boardwalk, paving, street trees, specialty street lighting and street furniture	\$550,000	Anticipated future project in conjunction with redevelopment of Delawana Inn property.

\*NOTE: Costs indicated in this report are defined as approximate anticipated order of magnitude costs based on conceptual drawings prepared for illustrative purposes only. No design work has been carried out for any of the proposed projects.

### 8.2 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; and, Contract administration.

### 8.3 Community Priorities

The final community open house and listening session for the Honey Harbour Master Plan and Design Guidelines took place on May 7, 2011 at 1:30 pm at the Township of Georgian Bay Municipal Offices. The final draft plan was presented by the consultants and was strongly supported by the community as a vision for the future of Honey Harbour.

Based on the conversations that took place and the priority rankings by individuals attending the meeting a set of priorities were established that placed emphasis on environmental quality, safety, beautification and recreational amenities for children. Key issues and development components include:

- Water quality in Church Bay / Marina Bay remains a top priority for the community.
- Parking in the core area and as part of the Harbour Centre redevelopment.
- Playground, covered multi-use space and park improvements at the Harbour Green Park.
- Safe pedestrian walkway connecting to the Public School.
- Improved sidewalks, beautification and lighting in the core area.
- Wayfinding and signage in the core area.
- Trail connections between Honey Harbour and Port Severn.



# APPENDIX

Appendix 1—Review of Planning Documents

Appendix 2—List of Key Informants





## Appendix 1—Review of Planning Documents

### *District of Muskoka Official Plan (2008)*

The District of Muskoka Official Plan was originally approved in 1991 and has been updated through a number of amendments, most recently in 2008. The Plan is a strategic upper tier document addressing general issues of a broad nature, providing the framework necessary for Area Municipal level governments to develop their detailed planning policy documents. It outlines a number of policies and principles that are imperative to the future development of Honey Harbour. Designation as a "community" in the District Official Plan implies that Honey Harbour is "a small development node generally functioning as a service centre for the immediate rural and waterfront areas". These communities are expected to grow at a slower rate than designated urban centres, such as Port Severn or MacTier, and at a density that can be serviced through private, individual services.

### *District of Muskoka Growth Strategy Report, Phase 1 (2008)*

This report estimates that the seasonal and permanent populations in the District of Muskoka are expected to increase from approximately 135,000 in 2006 to between 156,500 and 185,900 in 2031. The report identifies that 568 dwelling units were in the "development process" at the time of writing the report.

### *Muskoka Economic Strategy, Phase 1: Background Report (2008)*

This report describes a number of population, demographic, employment, education and income statistics that are discussed in further detail in the Demographic Context section of this report (section 2.6).

#### **Population**

Between 1986 and 1990 the population of the District of Muskoka grew at an average annual rate of 4.0 percent, higher than that for Ontario (2.2 percent). Since 1990, Muskoka's population has grown at an average annual rate of 1.1 percent compared to 1.3 percent for the province. As Ontario continues to grow at this rate, Muskoka is growing at a lesser rate of 0.8 percent annually. These numbers may not reflect those for Honey Harbour, as no specific data is available for the community.

In 2006, there was an average of 2.49 permanent residents living in each permanent dwelling within Muskoka, and the permanent population was 57,563. It is estimated that Muskoka's seasonal population exceeds its permanent population by about one third, making the seasonal population about 79,300 people in 2006.

#### **Demographics**

The permanent population of the District of Muskoka is considerably older than that of the province as a whole. In 2006, 39.6 percent of the population of Muskoka was 50 years of age or older. This can be compared to the provincial percentage of 30.1. The share of the population over 65 years of age is also higher than the provincial statistic by 6 percent. The District of Muskoka also has fewer inhabitants that are under 20 years of age (23.7%) compared with the province (26.2%). This age distribution reflects Muskoka's appeal as a place to retire and a potential source of growth for Honey Harbour.

#### **Education**

The share of the population within Muskoka that have attained less than a high school diploma was higher in Muskoka, 24 percent compared with 20 percent provincially. The

share of the population having attained a university certificate or degree in Muskoka (14%) considerably lower than the provincial share of 24 percent.

#### **Income**

The average household income in Muskoka (\$52,422) is considerably lower with a gap of about 21 percent than that of the province (\$66,893). These differences can be partly attributed to the fact that there is a large share of the population over 50 years of age in Muskoka, particularly those over 65 years of age. These disparities can also be explained by the number of jobs in the accommodation, food service and retail sectors.

#### **Employment**

Muskoka's employment profile has shifted between 1981 and 2001. The experienced labour force has grown by over 50% in this period from about 17,380 to 26,160 people. Primary sector jobs have fallen, manufacturing, finance, insurance and real estate jobs have increased, while jobs in wholesale and retail, construction and services grew substantially. It was estimated that the labour force grew by 3,070 between 2001 and 2006 and that the service industry accounts for most of the District's overall growth. Muskoka's high proportion of accommodation, arts, entertainment, recreation services, retailers, and food services suggests that tourism is an important driver of Muskoka's economic base and will influence development in Honey Harbour.

#### **Economic Growth Projections**

If the District of Muskoka continues to grow at its current rate, the employment in Muskoka is forecasted to grow from 28,360 jobs in 2006 to 39,300 jobs by 2031. However, despite overall growth, employment is expected to decline in the primary and manufacturing sectors in Ontario over the next few decades. Therefore, there is limited opportunity to expand these sectors in Muskoka. The number of jobs in business services is low suggesting that when expertise is required by permanent residents or businesses they obtain services elsewhere.

#### **Economic Sector Profiles**

**Tourism:** The tourism sector's employment is projected to increase from 4,530 jobs in 2001 to 7,530 jobs in 2031. Recently, a combination of large scale resorts with condominium components and / or fractional ownership have emerged. None of these are currently located in Honey Harbour.

**Natural Resources:** The forestry industry has little prospect for growth due to a declining stock of marketable timber. The presence of the Canadian Shield means that much of Muskoka's terrain is rocky with shallow and infertile soils. Therefore, the employment and business opportunities are aggregate extraction and specialized agricultural products.

**Manufacturing and Transportation:** Prospect for keeping up operations and output growth are good if manufacturers can adjust their operations to meet competitive pressures. Employment growth in the transportation and warehousing sectors indicate the opportunity for lower tier municipalities to provide lands for these uses.

**Construction, Real Estate and Business Services:** This sector is projected to have strong employment growth by 2031, one third of which can be accounted for by the construction industry. By 2031, retail trade jobs are projected to increase to 6,240 jobs.

**Public Sector:** The highest rate of employment in the public sector is in health care and social assistance. The aging population will create an increased need for these services in the future. Employment opportunities are favourable in educational services, specifically post-secondary institutions.

As is apparent from this report, the District of Muskoka has some unique demographic traits which contribute to Honey Harbour's ability to thrive economically. These must be paid close attention during the development of the Master Plan and Urban Design Guidelines.

*Township of Georgian Bay Official Plan Amendment No. 12 (2001)*

There are a number of principles within this Official Plan Amendment that are of particular importance for the Master Site Plan. Honey Harbour is designated as a "Hamlet" which recognizes its historic role as a tourism, recreation, service and residential centre. It is also an access point for the Honey Harbour Waterfront Area and provides associated and necessary recreational, commercial, community and light industrial facilities and services.

The official plan amendment calls for development within the Hamlet to take the form of infilling, or controlled and phased, in-depth expansion immediately adjacent to the built up area of Honey Harbour, in order to facilitate the growth of the Hamlet in a defined manner. Policies for the Core Area includes a mix of uses and shall act as the primary retail and service commercial centre of Honey Harbour, as well as a focus area for community, business, institutional and recreational facilities; residential uses are discouraged. Pedestrian walkways between docking facilities and other public open space along the shoreline and the Core Area shall be encouraged.

To achieve the official plan objective of establishing Honey Harbour as a tourism and recreational service centre for the surrounding area of the Township it is important to ensure that the official plan and implementing zoning by-law include the necessary provisions to foster a successful Hamlet core. The core area of most prosperous villages includes a healthy mix of commercial uses including retail, restaurants, personal service uses, tourist commercial and commercial facilities. This mix of uses ensures that the village centre is dynamic, serving a range of customers from full time residents seeking day to day needs, to seasonal residents with more specific needs and visitors seeking tourist focused services. The collective range of uses creates a synergy which is mutually beneficial for all uses.

The official plan policies recognize the importance of preserving and enhancing the character of the Hamlet and protecting the integrity of the natural environment and landscape; It also calls for the enhancement of the Hamlet core area.

*Township of Georgian Bay Zoning By-law 91-19 (1991, consolidated 2006)*

Within the general "Core Area" of Honey Harbour a majority of the lands are designated C-2, restricted commercial. This zoning designation permits accessory dwellings, banks / financial institutions, business or professional offices, day nurseries, max. 2 dwelling units located on second storey, personal services establishments, post office, retail stores, clinic, and place of entertainment. The waterfront areas of Honey Harbour are primarily zoned CT-1 (Tourist Commercial), CM-1 (Marine Commercial) and R-1 (Residential).

It will be important to consider the amount of lands zoned for commercial purposes to ensure the proper synergy for a vibrant core area. Consideration should be given to promoting commercial development within the core area while reserving larger scale industrial development along inland roads for space extensive uses. These uses may require open storage or uses which are not inherently compatible with village commercial uses or tourist commercial, such as boat storage and service facilities.

*Township of Georgian Bay Parks and Recreation Master Plan (January 2008)*

Within this plan the Township identifies 75.44 acres of land as municipal parks. These 31 sites range in size from under 0.25 acres to almost 20 acres, and are comprised of parks with sports facilities and undeveloped passive open space with some water-oriented facilities.

The Hamlet of Honey Harbour has four municipal park sites situated along Georgian Bay that provide a range of recreational activities, totalling 10.84 acres. These sites include the Honey Harbour Landing, Honey Harbour Park, the Delawana Beach and the Honey Harbour Boat Launch.

The Honey Harbour Landing is a 0.49 acre site and provides boat docking facilities, picnic areas boardwalk and parking; these lands also house the Honey Harbour Library.

The Honey Harbour Park (9.2 acres) is currently a passive recreational greenspace which includes an outdoor ice rink, multi-purpose play court and a small playground area. As indicated in this Parks Plan, the ice rink is in need of upgrading.

The Delawana Beach is a 0.25 acre property along Honey Harbour Road that has a sandy beach and a lawn area towards the road. This property is in need of proper Township identification and signage.

The Honey Harbour Boat Launch (0.9 acres) is located at the terminus of a shore road allowance, currently under the stewardship of the adjacent marina operator.

As this Plan indicates, the Township does not have any municipally owned / managed trails within its inventory. However, there are currently a number of trails operated by non-governmental organizations including Baxter ATV Riders Club and the Ontario Federation of Snowmobilers.

Some of the recommendations included in the Parks and Recreation Master Plan are as follows:

- Ensure that each permanent settlement area has adequate and appropriate parks and amenities such as playgrounds, sports fields, access to the waterfront and trails that serve each community.
- Ensure that water access points have proper Township identification signage and amenities to serve seasonal residents and visitors.
- Undertake long-range park plans for major sites, including Honey Harbour Landing and Honey Harbour Park.
- Seek to retain all publicly owned right-of-ways, corridors, portage routes and open space lands for the provision of future trail development.
- Investigate interest in expanding programming in a number of areas, including active living, adult general interest programming, arts & culture programs, outdoor recreation / environment, and youth programming.



### *Georgian Bay Islands National Park of Canada Management Plan (2010)*

The Georgian Bay Islands National Park (GBINP) Management Plan presents an overall park vision supported by four key strategies and related objectives and actions. The four key strategies underpinning the vision are as follows:

1. Windswept White Pines and Rocky Shores: The Iconic GBINP Experience
2. Thinking Long-term: Protecting a Symbolic Canadian Landscape
3. Reaching Out: Building a Constituency for GBINP and Parks Canada
4. Honouring the Past for Future Generations: Cultural Resource Management

Area specific strategies were also developed to detail how the key strategies listed above will be applied throughout the GBINP, including the small land base located on Honey Harbour's waterfront. Most operational infrastructure will be relocated to the mainland from Beausoleil Island, reducing the infrastructure footprint and returning more land to a natural state for a more natural visitor experience. A number of area specific strategies relate directly to Honey Harbour. These include the following:

- Redesign of the visitor experience to be more seamless and intuitive including providing GBINP orientation in Honey Harbour;
- Generate greater awareness of the northern islands through a variety of media and at Midland, Honey Harbour and Lock 45;
- A new Operations Facility constructed in Honey Harbour with a redesign of the property to improve visitor experience with better parking, washrooms, trails and picnic areas, boat docking and interpretive media;
- Maintain one third of the property in a natural state for visitors to experience a taste of Georgian Bay from the mainland; and
- Buffer visitor areas from park operation areas for pleasant visitor experience.

This plan states that the Park will work with the Township of Georgian Bay and the community to define the visitor experience, develop interpretive messaging that conveys local cultural connections, and improve the public spaces.

### *Muskoka Tourism Strategic Plan (2000)*

Within this document there were a number of initiatives proposed that would cause the Muskoka region to be more accessible and easy for tourists to navigate. Some of the highlights of this report are discussed below.

A fair percentage (60%) of Muskoka's overnight tourists comes from Muskoka's neighbouring regions, York (24.3%), Peel (11.6%) and Simcoe (8.2%). Tourism within Muskoka has been increasing over the years from 599,983 tourists in 1991 to 1,012,300 tourists in 1998, an increase of 69 percent. With this increase in tourists and seasonal population, there is a corresponding increase of total expenditures and employment as a result of these visitors.

Suggested Strategic Investment Opportunities for Muskoka Tourism (including Honey Harbour) include:

- Produce a membership brochure;
- Undertake an image development & marketing review;
- Create destination marketing and advertising;
- Enhance trade and consumer participation;
- Expand tourist information centre operations; and
- Identify and prioritize organization's initiatives.

### *It's All About the Water (March 2008)*

This study was initiated by the Panel on the Future of the Trent Severn Waterway and provides an in-depth look at all aspects affecting the waterway in the future. Honey Harbour lies on the north western edge of this waterway system, therefore, recommendations and features set out in this document are relevant and important for Honey Harbour's future. Some important features of the report are highlighted as follows:

- The Waterway is Canada's largest national historic site / region in geographic terms.
- Most land along the Trent-Severn shore is privately owned. The existing public recreational areas are at their optimal carrying capacity, as demand increases.
- There is also no personal interpretation system for people to learn about the Trent Severn Waterway system.
- National Geographic included the Waterway among its "World's 500 Greatest Trips".
- The District of Muskoka has adopted rigorous policies that tie development intensity to the sensitivity of individual lakes.

Recommendations within this report include:

- Assure the future of our water by paying attention to development near the water, better understanding the state of the watershed environment, and reinventing how we manage and value water throughout the watershed.
- Plan for future places to live and enjoy along the waterway by enhancing regional identity, prepare for demands of growing population seeking the amenity of water, encourage communities to make waterfronts great public assets and develop green energy potential without degrading natural and cultural values.
- Protect, present and enjoy cultural heritage through broadening understanding of water-related heritage, protecting related cultural and scenic resources and respond to the needs of those that use the lock station for enjoyment.
- Improve condition of waterway infrastructure by providing appropriate funding, enhancing engineering and maintenance capacity, implement balanced asset management programs for protection of historic assets and renovate facilities to respond to current and future needs.
- Provide sustainable funding through increased federal appropriations in support of the waterway and increase revenue from users and beneficiaries.



## Appendix 2—List of Key Informants

Number	Name	Affiliation
1	Allan Curran	Principal, Our Lady of Mercy Catholic School
2	Lorne Cameron	
3	Armin Grigaitis	Georgian Bay Cottages
4	John Eby	Honey Harbour Co-op
5	Cass Bell	Lawyer
6	Curtis Sallows	Honey Harbour Boat Club
7	Bart Carswell	Carswell Planning & Mapping
8	George Jones	Honey Harbour Public Library
9	Bernie Nicholson	Honey Harbour Historical Society
10	Menno Van Harten	
11	Morris Fischstein	Delawana Inn
12	Kevin Datema	Township of Georgian Bay
13	Allan Hazelton	Honey Harbour Association
14	Marianne Braid	Chamber of Commerce
15	Craig Bowden	Cognashene Cottagers Association
16	Tom Clarke	Madawaska Club
17	Frank Spangenburg	
18	Don Batten	Gazette
19	Paul Herriott	Baxter Snowriders
20	Denise Shelley	Honey Harbour Public School
21	Bill Hull	Picnic Island