

Deseronto Waterfront Study

Town of Deseronto

March, 2005



CLARK
CONSULTING SERVICES

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Town of Deseronto

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Prepared for: Town of Deseronto

Prepared by: Clark Consulting Services in association with
Basterfield and Associates
DM Wills Associates

1. INTRODUCTION

Clark Consulting Services was retained to prepare a marketing strategy and land use planning report for the waterfront of the Municipality of Deseronto. The consulting team included Basterfield and Associates who prepared the Opportunities Assessment and D. M. Wills Associates who prepared the Infrastructure Assessment. The consulting team worked closely with Municipal Staff, Council and representatives from the County Planning Department.

2. OBJECTIVES OF ASSIGNMENT

The assignment objectives were outlined in the Terms of Reference and include requirements for direction in future development, increasing physical and visual access to the waterfront, enhancing the appearance of the existing waterfront and creating a strong commercial linkage between the waterfront and downtown. Previous studies provide a foundation to analyse the current conditions in the waterfront.

The focus of this study is to provide a land

use/ landscape design and marketing development strategy for the lands over the next 20 years.

3. PROCESS

The assignment was organized in a series of tasks. These tasks are outlined below.

3.1 Project Initiation

The project was initiated with a meeting on October 20, 2004. Subsequent site visits were made on October 27, 2004 and November 15, 2004. The project team also conducted a series of interviews which contributed vital information to understanding the unique character of the Town and concerns about the waterfront and its future.

3.2 Review of Available Information

The basemapping used for this assignment was provided by the County of Hastings Planning Department. This mapping included the assessment mapping of all parcels in Deseronto.

Aerial photos of Deseronto from the early

1990s were made available by the Quinte Conservation Authority and were subsequently used as part of the basemapping.

3.3 Evaluation

The project team presented their preliminary findings at the public consultation sessions.

3.4 Public Consultation

3.4.1 Visioning Workshop

A workshop was held on the afternoon of February 15, 2005 at the Lion's Club in Deseronto. Approximately 20 individuals were invited to participate in the visioning session with the project team. The participants were asked to identify key critical events and turning points that helped to create the unique character of Deseronto and worked to identify objectives and tasks. There was an open discussion among the community members which afforded the project team the opportunity to present and collect suggestions for the waterfront.

3.4.2 Public Information Session

A public information session held on the evening of the February 15, 2005 at the Lions Club provided residents an opportunity to comment on the ideas concerning Deseronto's Waterfront. At this session the findings from the workshop were presented. Those attending participated in a question and answer session at the end of the presentation.

Several participants from the afternoon session attended the evening session to ask further questions. New issues were

identified in this forum that were not discussed in detail in the afternoon. For example, the role of the yacht club was discussed at the evening session.

3.5 Analysis/Synthesis

Further analysis was conducted based upon the preliminary assessments and input from the Public Consultation. The results of this work were compiled to form the Action Plan included in this report.

3.6 Report

The Deseronto Waterfront Study was presented to Council. It was presented at a Public Meeting on _____, 2005.

4. DESCRIPTION OF AREA

4.1 Study Area

The area of study encompasses the entire Deseronto Waterfront. The outside boundaries are the Town limits to the east and past the Town limits to the end of the Mohawk Bay Trailer Park to the west. (This trailer park is located on the south side of Main Street within Tyendinaga Township between the Tyendinaga Mohawk Territory and the Town.) The northern boundary is Main Street and the Downtown area while the southern boundary follows the shoreline along the Bay of Quinte. The waterlots (private ownership) extending into the Bay are included.

The Study Area is shown on *Figure 1*.

4.2 Regional Setting

The Town of Deseronto is located in the southeast corner of the County of Hastings, on the Bay of Quinte, which is part of Lake



Ontario. The Bay of Quinte is noted for its boating and fishing. The regional setting is illustrated in *Figure 2*. Tyendinaga Township is located to the west and north, as is the Tyendinaga Mohawk Territory. The County of Lennox and Addington and the Municipality of Greater Napanee are located to the east.

The major centre of Belleville is located 30 kms to the west. The Town of Greater Napanee is approximately 14 km northeast of Deseronto and the City of Kingston is nearly 49 km east on the 401.

Although Deseronto is located on the former Highway No. 2, this highway bypasses the downtown. Deseronto is accessible from both Highway 401 and Highway 2 which are major regional east west traffic links. County Rd 49 passes 2 km east of Deseronto and links Picton with the 401. Improving linkage to Downtown Deseronto from major traffic routes such as County Rd. 2 and 49 as well as more direct road links to the Downtown core have been identified as an important Action item.

4.3 Existing Land Use

The Waterfront Study Area comprises 34.6 hectares (85.56 acres). Of this area, vacant land accounts for 19.4 hectares or 56% of the total land area excluding road allowances. These vacant lands represent a significant opportunity for development. The existing land use is illustrated in *Figure 3*.

The Waterfront is closely associated with the Downtown. The close proximity and the readily available access opportunities make linkage between the Downtown and the Waterfront possible. There are residential uses in the east and west precincts of the waterfront. These are composed of small

enclaves of single detached dwellings, many with water frontage or views of the Bay.

Centennial Park is a formal active park with play structures and a boat launch. Other Town owned lands on Mill Street are used for less formal temporary recreational purposes.

Existing land uses adjacent to the study area are predominantly residential in character.

The downtown area contains both commercial and institutional uses. The area north of the Main Street is predominately low density residential with some medium density residential and commercial uses.

4.4 Physical Description

The Town of Deseronto is located on the Bay of Quinte with direct linkage to Lake Ontario. The Bay was created by advancing and receding glaciers gouging a line of valleys in a "Z" formation. The valleys filled with water, rising to a series of ponds and bays creating the unusual Bay of Quinte formation. The land forms around Deseronto are characterized by flat open fields dotted with the occasional drumlin.

Inland from the waterfront are stepped terraces falling to a large flat plateau in the centre of the study area, directly below the downtown core. The waterfront area was altered with the introduction of industry in the early 1830s.

4.5 Bedrock

Ontario Geological Survey Maps identify this site as part of the Verulam Formation, which consists of biocalcarenite, limestone, and shale. The unconsolidated material in the Deseronto area consists of Phanerozoic, Cenozoic, Quaternary and Pleistocene deposits described



as either till, silty to sandy and moderately stony, or glacio-lacustrine deeper water deposits with massive to varved or laminated silt or clay. The surface geology of the site is described as Palaeozoic, with middle Ordovician which is exposed or with less than a metre of drift cover.

4.6 Soils

The Soils Survey Report No. 27 for the County of Hastings indicate that the Town of Deseronto waterfront area consists of Waupoos soil. This soil is a Gray-Brown Podzolic and typically has good drainage. However, these surface soils also contain clay with poorer drainage. In the northern portions of Deseronto, the soil is Otonabee, within the Brown Forest Great Group and is characterized by loam and good drainage.

4.7 Shoreline

Much of the shoreline has been substantially modified by past industrial uses. The 1985 waterfront study observed that the Deseronto waterfront and particularly the pond area in front of Centennial Park suffered from the effects of phosphate pollution. Rapid increase in algae resulted in drastic changes to the wildlife habitat. In addition, the algae inhibited other aquatic plant growth and subsequently led to a reduction in the aesthetic look of the bay.

Since this assessment, the Bay of Quinte Remedial Action Plan was enacted to clean up the water in the Bay and shoreline. The first and second stages of the clean up were completed in 1990 and 1993. During the third stage in 1997, Environment Canada became involved with the Remedial Action Plan. Since then over 40 km of bay shoreline has been planted with native trees, shrubs and

grasses to reduce erosion and improve habitats.

4.7.1 Flood Prone Areas

The waterfront area is subject to flooding from the Bay of Quinte to an elevation of 75.4 m. In addition, development along the shoreline needs to incorporate appropriate setbacks to allow waterfront access and to protect from wave action during high water levels.

Section 9 of this report will examine the application of a Special Policy Area to allow development and ensure that new construction incorporates flood proofing.

4.7.2 Water Lots

The bed of the Bay of Quinte is under the jurisdiction of the Federal Government. Any use of the bed of the Bay requires permission from the Federal Government and is subject to a variety of approvals for matters including navigation, fisheries and environmental impacts. Along the Deseronto Shoreline individual owners have what are called "waterlots". This refers to a right of use, either historic or specifically granted by the Federal Government. Most waterlots refer to the use the Bed of the Bay. Usually the nature of the use is specified and is limited to the use for which approval was requested. In some historic cases the ownership is of a general nature and the limitation is based on Federal jurisdiction.

Waterlot potential must be evaluated relative to the rights assigned. In most cases the waterlot is for the establishment of a dock for either public or private use. Municipal planning cannot usurp Federal jurisdiction. It has been our practice to



limit uses on waterlots to those which are water related such as docks usually associated with on-shore facilities.

4.8 Contaminated Sites

Due to past industrial and commercial uses on the waterfront, redevelopment will need to incorporate specific soil analysis to test for possible contaminants in order to ensure that new development will meet current standards.

As an example of this approach, Malroz Engineering Inc., was retained in 2003 to perform an environmental investigation at the former Arctic Gardens property. The objective of the work was to refine the extent of Polycyclic aromatic hydrocarbon (PAH) contamination on this site. Soil and groundwater sampling revealed the presence of metals, petroleum hydrocarbons, benzene, toluene, ethyl benzene and PAHs.

It was concluded in the soil and groundwater investigation that concentrations of PAHs were a problem, particularly in the northwest corner of the site. It was estimated that approximately 240 cubic metres of contaminated soil was present in 3 areas. Malroz recommended that excavation be performed to remove the contaminated soils and dispose of them at a licenced facility.

A University project by Gambl Environmental reviewed phytoremediation as another possible alternative. Gambl introduced the idea of treating contamination in place which would reduce the cost of excavating and disposing of the contaminated soil and the associated disruption.

Modeling activities demonstrated the potential ability of prairie grass to create an *aqueous phase contaminant capture zone*. This

could provide hydraulic control, drawing all on-site and some off-site groundwater into the phytoremediation zone.

According to Gambl, modeling completed to evaluate the effect of phytoremediation on the existing site hydrology was an overall success. This type of remediation provides a promising alternative for the removal of the contamination.

This is an example of the type of review required prior to redevelopment. The Planning Documents should require such a review as part of the site approval process as provided for in Section 6.3.12 of the Hastings Official Plan. Although some anecdotal evidence suggests there may be other isolated sites of contamination, only site specific testing will provide details of the type of contamination and the best means of remediating the contamination.

Brownfield sites may not attract developers or lenders based on the liability and uncertainty of the contamination and clean up involved. The provincial government recently passed Bill 56, which amended seven acts concerning Brownfield development to allow incentives for developers and lenders. Part of this legislative package included the adoption of Ontario Regulation 153/04 which establishes the rules for the creation of Records of Site Conduction and a system of recording and tracking site assessments, and setting standards for remediation. Remediation must comply with this regulation. The municipality may wish to explore incentives of this type of work and will need to retain expertise to peer review the remediation plans. Funding for "Brownfield Redevelopment" has been proposed by both the Provincial and Federal governments.

Tools to encourage redevelopment in the



waterfront area with possible remediation requirements include the following:

Remediation and Design Guidelines - The Municipality should prepare clear guidelines for remediation and design to ensure that all properties will be required to meet minimum environmental and design standards.

Tax Incentives - In Community Improvement Areas established in accordance with Section 28 of the Planning Act, the Municipality can grant tax relief, perhaps on a sliding scale, to encourage redevelopment. Taxes could be imposed slowly to full taxation in 10 years.

Application Fee Waiver - The Municipality, in their Tarrif of Fees By-law, can waive fees on lands within a redevelopment area as a means of encouraging development. In our review of the Planning Documents we have suggested amendments that should reduce the number of applications required. However, there will still be the need for some applications such as removal of Holding Provisions, Site Plan approval and possibly Minor Variances, Zoning By-law and Official Plan amendments. Waiving fees or offering a reduced fee for applications would indicate the Municipality's support for development.

Development and Renovation Loan Programs - Some Municipalities have offered to offset interest on loans for predetermined renovation and remediation projects. Should Council wish to pursue this option they should consult with the Ministry of Municipal Affairs in order to find funding sources and examples of other municipalities that have used this approach.

Flexible Parking Standards - The requirement for parking is often a serious limitation to redevelopment as it increases the size of the project. The Municipality can assist by

considering shared parking to meet the parking requirements for development. Other options might include cash in lieu of parking.

Parkland Dedication - In a similar manner to the parking standards, the Municipality could waive all or a part of the parkland dedication requirement. We do not recommend waiving this dedication but rather offering to accept public access to waterfront and dedication of trail/pedestrian linkages as part of the parkland dedication.

Development Charges Exemption/Credit - Where Municipalities have Development Charges By-laws in effect they can be used as an incentive for development through exemptions and credits for remediation.

Lease Arrangements on Municipal Lands - We recommend that the Municipality retain ownership of the waterfront lands and explore lease arrangements for development. These lease arrangements can include payment schedules that will assist and encourage redevelopment.

4.9 Vegetation

In the 1985 evaluation of the flora and fauna in the Waterfront area, an emphasis was placed on the industrial influence on the natural environment. According to the original Waterfront study, the landscape had only small pockets of unexploited and regenerating habitats, and there were no concerns relating to shoreline habitat.

During the site visit on October 24, 2004, many mature trees we observed on the shoreline, usually one tree deep. This is consistent throughout the waterfront study area. Park and Vacant lands have maintained lawns, with the exception of the marina lands



south of Water Street.

4.10 Fisheries

Aquatic habitats are vital to supporting and complementing potential developments in and around the Deseronto Waterfront.

A recent Ministry of Natural Resources (MNR) Report on the Lake Ontario Near-shore habitat and fish community, highlighted some concerns about fish populations in the Bay of Quinte area. Fish population data is relevant to this study as recreational boating and angling has been an attraction to Deseronto and the greater Quinte area.

This 2001 report which analyzes commercial and recreational fisheries in the Bay of Quinte area, specifically looks at the changes that have affected these fisheries as well as the relative abundance of different species of fish that reside and spawn in the Bay.

The walleye fishery brings sport fisherman to this area as well as providing for the aboriginal spear and unregulated aboriginal gillnet fishing in the Bay of Quinte. This fishery, once very abundant has seen a drastic decline. Yellow perch, a competitor species, increased during the 1990s while the walleye decreased in number. Yellow perch is the most common species caught in MNRs netting surveys and are a very important commercial species. (Appendix A -graph 1). According to MNR, the change in the fish populations is due to their altered habitat. The increase in water clarity, due in part by the Bay of Quinte Clean Up's reduction in phosphorus emissions, has led to a decrease in the density of aquatic vegetation which walleye prefer. The yellow perch has taken over the walleye habitat as the water becomes clearer. In addition to this environmental factor, the decline in walleye

populations also coincided with the invasion and proliferation of dreissenid (zebra) mussels in the early and mid 1990s, which aggressively affected many of the Bay of Quinte fish and marine vegetation species.

The spawning of adult walleye occurs in the Bay of Quinte area and populations migrate to the open waters of Lake Ontario. Juvenile walleye tend to remain in the Bay year round. This life history is important because it influences the size and age of walleye available seasonally for harvest in the Bay of Quinte. Walleye abundance, having recovered to very high levels throughout the 80s and early 90s has declined in recent years. The total annual walleye harvest peaked early in 1991 with 220,000 fish. In 2001, the number of walleye's harvested from ice fishing was down 90% compared with the previous years. Although alternative species appear to be increasing in abundance most anglers have yet to target species other than walleye.

Recreational Walleye Fishery Graphs are attached as *Appendix A*.

5. HISTORY OF COMMUNITY

The diverse and unique character of Deseronto is built upon the broad social and economic history of the community.

According to Archivist Ken Brown, the history of Deseronto as a settlement began when Chief Aaron Hill, Isaac Hill and Capt. John Deserontoyou brought the Mohawk people to the Bay of Quinte. Their community was called *Tyendinaga* after the Mohawk leader Joseph Brant (Thayendanegea). Later, the grandson of John Deserontoyou, John Culbertson, bought the land west of the Napanee River and settled it in the name of his grandfather. The current land claim is on a portion of the Town,



east of Mill Street, which relates to this early settlement and forms the basis for the land ownership. The Town have been advised that settlement will not affect current ownership or plans.

Hugo Rathbun of New York, saw the potential for timber resources and purchased lands from John Culbertson in 1840. It was this transaction that initiated the catalyst for modern Deseronto. The name of the town was in constant transition from Mill Point to Deseronca and finally Deseronto in 1881. Significant transformations were initiated by the Rathbuns who introduced the telephone and railway lines, thereby modernizing the small town. The demand for lumber nationally and internationally created a booming business for the timber rich area. This modernization initiated a time of prosperity in the town that lasted a half-century. This is illustrated in *Figure 4*.

When the easily accessible lumber supplies were exhausted at the turn of the century, the Rathbun dynasty went into decline. The Rathbuns were not the only force causing change in the Town. In 1896 and in 1906, fire spread throughout the Town leaving almost nothing in its path. In concert with the decline of the lumber economy, the fire caused a serious decline in the Town fortunes.

Other significant turning points include the presence of two military air fields during the first and second world wars. Both Camp Rathbun and Camp Mohawk sustained some of the resources created by the Rathbuns but when the war was over, like many other bases in Canada, they eventually closed down. It was also at this time that the CPR spur line that connected the Bay of Quinte rail lines to the rest of the national railways closed, further limiting access to the Town. This

transportation and communication decline continued in Deseronto to an eventual loss of the intercity bus line that connected it to larger centres like Kingston and Belleville.

The period between 1976 and 1981 saw a significant decline in population, nearly 12%, which can be attributed to a loss of employment. The smaller industries that replaced the Rathbun industries made their mark on the Town. These included Arctic Gardens, Milliken, and Canadian Optical; all of which are closed. Currently, the largest employer in Deseronto is Bridgeline Ropes. This international distributor specializes in nautical rope.

Deseronto's interesting heritage has remained largely unexploited. From this rich history, themes and attractions can be drawn which highlight the truly unique character of Deseronto and provide an interesting experience for visitors and residents.

A detailed record of the area's history helps to recognize the forces that have helped to create the community as it is today. Honouring and protecting the physical elements that remain will enhance the unique community character. All redevelopment should require an archaeological and heritage assessment to identify and preserve resources.

6. INFRASTRUCTURE

6.1 Sanitary Sewers

The Deseronto Sewage Treatment Plant (STP) is located on the waterfront below Water Street between Mill and Fifth Streets. (*Figure 5*). There are two pumping stations, one at the end of First Street and one at the end of Fourth Street. The outfall from the plant extends 154.4 metres into the Bay south of the



shoreline.

The sewage flows to the plant have increased during the last thirty years and the Sewage Treatment Plant is now at capacity. In 2001, the Town commissioned a ballasted sand enhanced sedimentation process to provide tertiary phosphorus removal in order to meet the objectives of the Bay of Quinte Remedial Action Plan. "The Big Clean Up" involved the upgrading of a series of sewage treatment plants along the Bay of Quinte area. Since 1986, municipal sewage treatment plants have reduced phosphorous loads into the Bay by over 50%.

In addition to the reduction in treatment capacity caused by aging equipment, the available capacity has declined due to increased standards for effluent treatment and increases in flows as a result of a deteriorating collection system with increased infiltration.

In order to provide capacity for new development DM Wills and Associates outlined a series of options.

(1) Upgrade Sewage Treatment Plant (STP)

One of the options presented by DM Wills & Associates was the expansion of the current STP's capacity. Expansion could provide potential for the increase flows. This would require an assessment of the current plant to determine how best to upgrade or replace existing treatment components. Council have, in conjunction with the MBQ, initiated such a review.

(2) Reduce Inflow

The reduction in infiltration into the collection system and the repair or

replacement of sanitary sewers would free up treatment capacity.

(3) Limit flows from Outside the Community

The current plant treats sewage from the Mohawks of the Bay of Quinte and the Mohawk Bay Trailer Park. In order to reduce or eliminate these flows, current users would have to redirect their flows to a different treatment facility. Information from the Mohawks of the Bay of Quinte indicate that they are conducting a study to evaluate the economic feasibility for building their own STP. The results of this study could potentially lead to the creation of an independent Sewage Treatment Plant and Water Treatment Plant for the Mohawks of the Bay of Quinte or a possible partnership with the Town of Deseronto. The results are due early this spring.

In other communities, strategies with specific initiatives to design projects that will free up capacity in the most effective and cost efficient manner have been successful. This approach would review improvements to the sewage treatment plant to identify a program of upgrades while identifying and reducing infiltration. In this way additional capacity could be made available in an incremental manner providing the basis for growth.

6.2 Water Servicing

The Water Treatment Plant (WTP) is located on the same site as STP along the waterfront below Water Street. (*Figure 6*). The raw water pump house is at the south end of Mill Street near Yacht Club Lane. The water intake is located 487.68 metres off shoreline.



In the 1985 TSH study the water mains were determined to be adequate, able to support new development or re-opening of industrial uses on the waterfront.

In 1997, a Drinking Water Surveillance Program (DWSP) for Ontario released a report on the water quality for the Deseronto WTP. This report described the Deseronto operation as a conventional plant that treats water from the Bay of Quinte. The treatment is accomplished through coagulation, flocculation, clarification, filtration, pH control and disinfection. Granular activated carbon contractors (GAC) are used for taste and odour control. The rated capacity of the plant is $2.9 \times 1000 \text{ m}^3/\text{day}$.

At the time of this study the Deseronto WTP served a population of approximately 2,300. In 1996 and 1997 a total of 1,827 tests were performed in 5 sample events from Deseronto WTP. No health related guidelines were exceeded during this testing period.

Since this time more stringent water treatment standards have been established. There is a need to reassess the water treatment plant and distribution system to determine the extent of improvements required and the capacity available to support new development. The entire waterfront is currently serviced by the water distribution system. The WTP, however is at or near capacity.

As with the STP there are several options for expanding capacity through incremental improvements to the existing plant. Improvements to the distribution system may also add capacity. Council should review their on-going program of water distribution upgrades.

6.3 Storm Drainage

Since the 1985 Waterfront Study report increased emphasis has been established for the treatment of storm water. A map of the Stormwater Management is illustrated in *Figure 7*. Currently, there are a variety of storm water systems serving the urban area. Many of these systems are dated and provide rudimentary drainage for storm water with little treatment.

Current standards for storm water drainage would require treatment for water quality. Since discharge is directed into the Bay of Quinte, water quality controls would not be required. Effective water quality treatment can be provided along the collection, transport and discharge routes. Usually the most effective and least expensive treatment facilities are located on site before the drainage enters the storm system. Treatment facilities at the point of discharge are often larger, more complex and correspondingly more costly. Since much of the Waterfront area has direct access to the Bay, we expect that on site facilities would be sufficient to meet current quality standards for the discharge into the Bay. This is a matter to be reviewed on a site basis as part of the site plan approval process.

6.4 Streets and Sidewalks

The 1987 TSH Community Improvement report indicated that of the total roadway length of 12.3 km within the town boundaries, 4.1 km were assessed to be in poor condition, .9 km in fair condition and 7.3 km in new or adequate condition. This system is illustrated in *Figure 8*.

In DM Wills and Associates assessment of the roads, it was identified that the Deseronto road network is, for the most part, in place with paved surfaces.



Many of the roads are not developed to an urban standard with curbs and sidewalks. The industrial parcels along the waterfront are accessible. Improvements to the road system can be phased to coincide with development and other infrastructure improvements. In addition several road extensions have been identified in Section 7 of this report. These could see Water Street and Main Street extended easterly to provide a more direct linkage to Dundas Street.

Eventually all downtown streets should be upgraded to a standard width of 8.5 m of pavement with curb and gutters, storm sewers and catch basins.

The upgrades could be funded through either Development Charges or the Site Plan approval process.

6.5 Utilities

As with the other infrastructure, gas, telephone, cable and electricity services are currently available throughout the waterfront. Improvements and service capacity extensions may be required.

Electricity is provided to the Municipality by Hydro One. The current distribution centre is located on the northeast corner of Water and Mill Streets. The noise emitted from the distribution centre would appear to be incompatible with potential community facilities suggested its immediate area.

Hydro One has confirmed that the relocation of this facility would be both impractical and costly. The site is centrally located which is important for the even flow of voltage to all homes in the Town.

We recommend that adjacent development

explore noise buffering techniques as part of their development plans.

7. OPPORTUNITIES

Basterfield and Associates conducted a review of the waterfront area with a view to provide an assessment of development and redevelopment opportunities. The graphical analysis is provided on *Figure 9*. The following is a general description of opportunities identified.

7.1 Entrance Points

The community currently lacks a clear entry point. Although there is signage at the entrance to the community this is not effective in identifying the distinct nature of the Deseronto and does not encourage individuals to explore the Waterfront and Downtown areas. During our interviews and in the public workshops, a number of individuals commented on the fact that many people who live close to Deseronto were unaware of the Downtown or the Waterfront areas despite the fact that they travel regularly through the community. Establishing entry points which will encourage people to explore the waterfront and the downtown area is critical to the on-going redevelopment of these areas. Both the East and West entry points present challenges.

7.1.1 East Entry Point

The East entry point has no obvious direct link to Main Street. We would propose to modify the road system to direct traffic to Main Street. In addition, signage and landscape features would create a clear entrance. Such an entry point should be consistent with the historic industrial theme of the Town. There will need to be some discussion and approval from the Road Authorities for the road design.



7.1.2 West Entry Point

The West Entry Point suffers from a location away from County Rd. 49 which is the principal traffic arterial between the 401 and the County of Prince Edward. The suggestion has been made that a more obvious entry to the village could be established at Centennial Park. This could combine the Centennial Park Lands and develop signage and landscape character consistent with the historic industrial theme. Such a feature would not redirect traffic coming from the West along Dundas Street or (County Rd. 2) to the Downtown or the Waterfront area. Alternatives to this include a second entry point feature on the Dundas Street entrance outside the community on County Rd. 49 or the opening and construction of West Street to act as a traffic corridor to direct traffic from Dundas Street to Main Street. With this final option the entry point would be either at the intersection of West Street and Main Street or in Centennial Park.

7.2 Downtown Precinct

The Downtown Precinct is the centre of the community. It contains commercial and institutional uses, and is a focus for the provision of services such as medical service. This area can be further strengthened in its role as a retail district through a combination of both niche retail use and service uses, such as restaurants. Strengthened points of entry would make the commercial downtown a unique area. There is a good stock of historic buildings in this area which should be maintained, improved and redeveloped or renovated to continue to function. They can provide valuable on-going functions to the community.

The Downtown is excellently juxtaposed with the Waterfront. There are many opportunities for visual connections. Pedestrian and vehicular traffic can access both areas. Commercial uses can effectively serve the Waterfront area due to its close proximity.

The commercial area is large enough to allow for a combination of uses to serve tourists and residents. There are several constraints, including the reliance on private ownership and private property owners to establish some of these linkages.

7.3 Connecting Trails

There are a number of opportunities for trail connections. The presence of large areas of Municipally owned land increases the opportunity to establish trails to the shoreline. Redevelopment of privately held lands will also offer an opportunity for trail linkages. Trails should encourage both residents and visitors to experience the Waterfront in a direct way.

7.4 Interpretative Opportunities

Figure 9 illustrates proposed trail locations and opportunities for interpretative centres. These interpretative centres would reveal the rich history of the community, particularly its industrial past and its linkage to native history and culture.

7.5 Waterfront Precinct

The most critical portion of the Waterfront Study area is the Main Waterfront Precinct. The opportunities in this area relate to its large size which allows multiple types of sustainable waterfront development. These uses include residential uses, parklands, marina, yacht club uses and small commercial operations consistent with the waterfront plan and



shoreline naturalization or enhancement.

This area is part of the historic industrial waterfront, a theme which should be used through the redevelopment of this area. The large vacant land areas for an advantage in that there is little or no displacement of other uses and therefore no need to redevelop these uses or accommodate them in the design.

One of the principal recommendations is the consideration of an expanded marina opportunity, perhaps in conjunction with the Yacht Club, which would see the re-establishment of the Mill Street Town Dock and an opportunity for docking of larger draft boats such as sailboats and larger power boats in this vicinity. By establishing the marine and boating connection, this area will become more interesting and encourage residents of the community as well as visitors to experience and explore it. In turn, this connection will create opportunities for gathering places, meeting areas, modest commercial uses and community events.

The large areas that are currently available can be developed in the short term for interim or temporary uses which will encourage residents and visitors to use the area. In the longer term, the opportunities exist for more permanent uses such as residential development, commercial development and an investment in community infrastructure to serve the entire community.

7.6 Other Redevelopment Opportunities

There are other redevelopment opportunities along the waterfront area, including the former boat works, and the possibility the redevelopment of a portion of Centennial Park if and when the Mill Street and Main Waterfront Precinct uses begin to conflict

with those uses in Centennial Park. The existing commercial Marina may be developed, although we would recommend that the current docking facilities be maintained. The remainder of the site might be redeveloped to a more residential/commercial type of use. The vacant lands in the eastern edge of the waterfront area labeled on our drawing as the East Waterfront Precinct also offer opportunities for redevelopment as community parkland.

8. ASSESSMENT

8.1 Population

Table 1 compares Deseronto's population trends with its closest neighbours, the County of Lennox and Addington, Prince Edward County, the County of Hastings as well as the province of Ontario for the period 1981-2001. The population of Deseronto grew by 66 people between 1981 and 2001 (3.8%). This growth was not a steady progression. In fact, between 1981 and 1991 the Town grew by 132 people (7.6%) with a decline between 1991 and 2001. Similarly, households increased by 80 between 1981 and 1991 but declined by 20 between 1991 to 2001. Although the County of Hastings and adjacent counties of Lennox and Addington and Prince Edward also showed similar trends in growth they did not experience as serious a decline in the 1991-2001 period.

Tables 2-5 outline the population by age and gender over the twenty year period (1981-2001). The 2001 census breakdown has lumped several age groups together and therefore has left gaps in the distribution of information. This has affected the subsequent projection analysis. This information was transformed into percentages to allow comparison with the larger areas. Prior to 1991



Deseronto's population was younger than either Hastings County or Ontario. Since 1991 the population has aged with a lower percentage in the younger age categories.

Three projections of population were prepared using the age group growth trends for the Town, the County of Hastings and the Province of Ontario. The resulting projections are presented in *Table 6*. As these projections indicate, past trends predict slow growth for the Town. The chart indicates that historic trends for Deseronto predict higher growth in the 45+ age groups. However, if the Hastings County and particularly the Province of Ontario age specific trends were applied, the result would be more rapid growth for the community in the under 45 age categories. Assuming the inherent limits to growth can be resolved, growth at least to the Hastings County rate should be possible and growth to Provincial levels may be reasonable. This would result in growth of between 200 and 535 people in 2011. We recommend that this growth level be adopted as a target for the community.

8.2 Housing

Historic household growth of Deseronto resulted in an additional 70 households in the twenty year period from 1981 to 2001. As *Table 7* indicates there was a slight dip in the number of households in the mid-1990s, which leveled out in 2001. Using the population projections combined with a decline in people/household from 2.64 in 2001 to 2.54 in 2011, results in projected housing growth of between 108 and 236 housing units over the 10 year period to 2011. This would be an annual rate of 11 to 24 housing units per year or growth of 1.6% to 3.5% annually.

Achieving these targets will require a

coordinated effort to overcome infrastructure capacity limitations and create a vision for the community as a vital, exciting and safe place to live and visit. These actions should support a program to market the Town and its waterfront as community that encourages investment and growth.

8.3 Employment

Historically, the community has experienced several employment booms and subsequent declines. Available information on employment is presented in *Tables 8-12*. This information presents a picture of strong out migration of local residents to work in other communities. *Table 11* indicates that of the total workforce, 52.1% leave Deseronto to work elsewhere. Of the remainder only 24.2% live and work in the community. A further 16.4% report no fixed place of employment.

Several unusual factors exacerbate this trend. In addition to the strong competition from regional centres, the local native population have strong incentives to support native businesses. Incentives include recognition of their tax exempt status. They are unlikely to patronize Deseronto businesses.

The challenge for the community is to find sustainable business opportunities that will create local employment. The visioning and public information sessions suggested that tourism and cultural activities should be explored. These recommendations are elaborated on in Section 10 as opportunities in the Waterfront area.

8.4 Tourism

The Canadian Tourism Industry has been adversely affected over the last couple of years. SARS, 9/11 and the subsequent heightened



border security has hindered travel across borders. In view of the obstacles of traveling abroad, there is a renewed focus on local travel.

The Ministry of Tourism guide "Defining Tomorrow's Tourism Product" looks at what consumers desire on a holiday. They suggest that the main focus is the personal experience during a tour. This experience relates to the uniqueness of the area and is enhanced by contact with local people.

There is a demand for travel that offers something different with engaging experiences that go beyond the typical goods and services. The popularity of activities that closely resemble visiting friends and relatives is on the rise as it gives the tourist insights into local everyday life. There seems to be a trend away from cliches and towards authenticity. The guide suggests that this does not mean a re-enactment of the past but traditions and rituals that are practiced by the people today. The educated adventurer is looking for a different hands-on or participatory experience that reflect the destination and the people who live there.

Deseronto is located across the Bay of Quinte from Prince Edward County. This area is an active tourism destination related to and exploiting the small town experience. Deseronto could contribute to the unique the Prince Edward experience and should explore the connection to this established market.

Development in the Waterfront area should incorporate both interpretive elements from the past and opportunities for community events and activities that celebrate the unique character of the area and the community. Specialized business opportunities that compliment and build on these themes

include arts and craft markets and furniture manufacture and sale. Marine themes that echo the past would also add to the experience. Making the area a community gathering place will encourage uses that compliment current community needs.

8.5 Marina Assessment

The 2002 "Ports: The Cruising Guide" indicates that the Deseronto Marina (formerly the Quinte Marina) is a privately owned operation and was open. However, our site visits and local interviews indicate that the facility has been on the decline and was closed last season. Many residents indicated that 20 years ago this facility was well used and provided a full range of amenities for sailors and boaters. Views of the boating routes and facilities are included as *Figure 10*.

The Deseronto Yacht Club is a private club that operates on the peninsula accessible from Mill Street. The Yacht Club has docking facilities on the south side of the peninsula, a launch area at the end of the peninsula and an assortment of boathouses on the north side of the peninsula on the "Pond" area. These facilities are primarily for members only.

Centennial Park, located across from the boathouses, has a well used public boat launch and dock. The public boat launch provides a shallow draft launch for small water craft but is unable to accommodate larger draft boats such as sail boats or power boats.

In the 1985 TSH Waterfront study, a marina inventory was conducted to document the marinas, docking capacity and services in the area. This chart has been updated to include information from the 2002 "Ports: The Cruising Guide", which lists marinas and facilities on Lake Ontario. The updated chart is included



in *Tables 13 and 14*.

Table 13 presents an updated listing of docking opportunities. As the totals indicate there has been virtually no growth in docking opportunities between 1985 and 2002. This conclusion is further supported by a Survey of Marinas/Yacht Clubs and Public Boat Launch Sites for Lake Ontario and the Upper St. Lawrence River conducted for The International Joint Commission. This survey noted little change in the number of docks but a shift in the allocation of these docks to a more transient emphasis.

The updated inventory prepared for this assignment indicates total docking opportunities available between Trenton and Kingston on the north shore of Lake Ontario in 2002 was 2,127. Of these, nearly 30% were available to transient boaters. In contrast, in 1985 the information suggests that there were only 20% of the docking opportunities were available to transient boaters.

Based on our interviews transient boaters require a wider range of services and a larger draft to accommodate the increased size of boats. The trend has been away from smaller fishing boats to larger power and sail boats and emphasizes the importance of having available docking facilities for transient boaters to capture this important recreation activity and to re-connect the Town and its waterfront with the Bay of Quinte. The Bay is one of the preeminent boating areas on Lake Ontario with emphasis on transient and cruising activities.

Boating activities, despite some minor fluctuations, has remained a consistently strong recreational activity in Ontario. The Bay of Quinte is an important boating area. Statistics from the United States National

Marine Manufacturers Association (NMMA) also shows consistency in the North American trends in recreational boating. Participation increased by 3.6 million people from 2001 to 2002 by another 400,000 in 2003. According to U.S. Coast Guard statistics, ownership of both registered and non-registered recreational boats has grown steadily since 1989.

The Economic Impact Analysis of Recreational Boating in Canada, a study by Goss Gilroy Inc, revealed that Ontario makes up just under half of the total gross output of recreational boating at \$3.019 billion. This activity has contributed \$7.1 billion to the Canadian GDP.

Recreational boating has a variety of economic impacts that begin with the boater. The marina as an attraction brings boaters to an area. This marina activity needs to be supported by other amenities that can be provided in Deseronto both adjacent to the waterfront and the nearby downtown. The Goss Gilroy study estimates that recreational boating impacts on tourism and produces gross output in area of \$5.7 billion in Canada. The marina is an attraction that brings non-boaters to the Waterfront and supports the community's economy, particularly through the retail, service and cultural sectors.

A marina facility would generate employment both during construction and operation. It would also provide associated jobs in manufacturing and service sectors. Similar uses have historically existed on the waterfront.

In 1999, the Canadian boat industry consisted of nearly 250 manufacturers and employed about 6,000 people. At that time, Canadians owned 2 million recreational boats including 637,350 canoes, 148,500 sailboats, 349,650 row boats, 823,200 outboards and 120,000 other varieties.



It is our recommendation that Town Council explore a marina location at the former Town Dock at the foot of Mill Street. This historic central docking location is an ideal place to re-establish marine activity on the waterfront. As seen in *Figure 11*, many of the older docking facilities have been eliminated due to infilling or have been allowed to fall into disrepair. A new docking facility has the potential to provide docking for full range of boats. In the past this site has serviced larger boats with heavy drafts. According to a Canadian Hydrographic Service chart of Deseronto and the Long Reach area (*Figure 12*) there are significant depths at the foot of Mill Street which could accommodate these larger vessels assuming redevelopment and improvements to the site through dredging to clear out ruins of the former wharves were completed.

The opportunity exists to use this preeminent location to facilitate connections with the Bay of Quinte and the boaters that travel through this waterway. This will also encourage tourists to visit the downtown precinct to see the marine activity and enjoy the area between Mill Street and the Downtown.

Centennial Park public boat launch and the existing commercial marina would compliment the new facility by providing auxiliary marine docking services.

9. REVIEW OF PLANNING DOCUMENTS

9.1 Existing Documents

9.1.1 Earlier Studies

As a reaction to the declining population and disappearing industry, the Town of Deseronto retained TSH to perform a Waterfront Study in 1985. The results in this report indicated that change was

necessary to create interest in the Town that Town Council needed to take the necessary steps to make improvements to their waterfront in order to revitalize interest. Shortly after that report was published, a second document, the Community Improvement Study was produced by TSH for Deseronto. This was a broader study to show what areas needed to be improved in order to generate a private and public interest in the town.

The recommendations made from these planning reports were taken by Council, but no major changes were initiated as a result. This could have been due to the approach, which was perhaps too expensive or was too specific to tackle. Both studies created amendments to the Hastings Official Plan.

9.1.2 County of Hastings Official Plan Review

The County of Hastings Official Plan was adopted by County Council April 27, 2000 and was subsequently approved by the Ministry of Municipal Affairs and Housing. This Plan is the governing Official Plan for the entire Hastings County. There are no lower tier Official Plans. Specific land use policies for the Town of Deseronto are found in three areas of the Plan; Section 3.5 Urban, Section 9.4 Town of Deseronto Community Improvement Policies, and Section 9.5 Town of Deseronto Waterfront Development Policy.

The entire Town of Deseronto is designated Urban in the Official Plan. Section 5 contains the policies for the Urban Designation. The purpose of the Urban designation is *“to provide detailed urban development policies for all areas*



identified above (Deseronto included)."

The Urban policies replace the Secondary Plans in the previous Official Plan including Deseronto. Land use are broken down in the Urban designation into the following policy areas:

- (1) Urban Recreation
- (2) Urban Residential
- (3) Urban Community Facility
- (4) Urban Commercial
- (5) Urban Industrial

These sections each deal with permitted uses, location criteria and development criteria. These policies are similar to policies contained in other Official Plans. The difference between the approach adopted by the County of Hastings and most other municipalities, is that this approach combines all land uses into one designation, while most Official Plans separate the general land use categories into designations such as: commercial, industrial, residential, institutional and open space. This approach does not provide a Land Use Schedule for the Town of Deseronto or a vision for development within the Town. Instead, location decisions are to be made based on the old Secondary Plan Schedules which are attached to the Official Plan but have to official status. Section 3.5.1 of the Plan states, *"In addition to detailed development policies, local Councils shall be guided by the generalized land use maps included as appendices only to this Plan when considering zoning by-law amendments and development proposals. Amendments to the Official Plan are not required when considering land use changes within the "Urban" designation."* This approach provides a great deal of flexibility if the municipality chooses to alter an established path of development

however, it does not provide a clear and concise picture of where the municipality sees itself in twenty years.

Section 5.2 b) of the old Deseronto Secondary Plan contained specific policies pertaining to development within the Bay of Quinte Floodplain. These policies recognized the floodprone nature of these lands and recommended that they be zoned in a Holding Zone until such time as they could be developed with appropriate flood proofing measures and to approval of the relevant agencies. The new Official Plan does not contain a similar policy for the waterfront.

Section 9.5 of the Official Plan contains the Town of Deseronto Waterfront Development Policy which addresses, in a very general manner, a policy for the Waterfront area. This policy does not address the floodplain or development criteria which must be addressed for development is to occur in the floodplain. These policies are very vague and offer no clear direction for the future of the Deseronto waterfront. The Town needs to develop a clear and concise strategy which can be implemented. Realistic goals must be established together with a strategy to realize these goals. A draft Waterfront Plan is attached to this report. We recommend that this plan be used as the basis for the preparation of a Secondary Plan which will guide the development of Deseronto for the next 20 years. The Secondary Plan would direct commercial, residential, industrial and community uses to specific areas of the Municipality. Because the Municipality is attempting to establish a direction and focus and revitalize the community, the first step being the commissioning of the Waterfront Study, the more structured



Secondary Plan approach would provide a clear plan for the future and provide focus for development interests in the community. It would also provide the basis for the Special Policy area required to address development within the Floodplain and specific community improvement policies required to address site remediation and initiatives discussed earlier.

Our recommended approach is the same as the approach previously taken by the County in the 1983 Official Plan. We discussed the dramatic shift in planning philosophy with the County Planner. Apparently the change in approach resulted from comments and concerns from frustrated local municipalities who were experiencing difficulties with the amendment process for development applications. For example, municipalities were upset with the need to amend the Official Plan for a change from Low Density to Medium Density Residential. In response the County drafted text policies which are quite general in nature and eliminate the need for Official Plan Amendments. We understand the benefits of a general policy approach but believe that in this case, a more directed approach is warranted.

9.1.3 Town of Deseronto Comprehensive Zoning By-law

The Town of Deseronto Zoning By-law was adopted by Council in December 1993. Since the adoption of this By-law, numerous changes have occurred in Deseronto such that "Plate A" Zone Map, no longer reflects the land use in the community. Changes to the Zoning By-law are required in order for it to correctly

reflect the existing land uses. The Canadian Optical property located at the south west corner of County Road No. 16 and Mill Street is no longer used for an industrial purpose and is in fact occupied by a flea market.

The Arctic Gardens food processing plant formerly operated on Mill Street with frontage also on the Bay of Quinte. This operation closed in the 1980's. All of the buildings have been removed and it is currently zoned Waterfront Commercial. The Waterfront Commercial Zone is not inappropriate in this area but this zoning will need to be adjusted to implement the recommendations of this Waterfront Study.

A boat building facility as formerly operated on a property located on the shore of the Bay of Quinte at the western municipal boundary has also been closed. However, the industrial zoning has been retained.

The zone regulations contained in the existing Zoning By-law are adequate to accommodate the proposed uses for the Town. Consideration should be given to the development of a Waterfront Residential zone which contains regulations specifically for residential development along the Bay of Quinte waterfront. Also, while the existing Zoning By-law contains a Waterfront Commercial Zone, the policies and permitted uses in this zone should be carefully reviewed to see if they accurately reflect the uses the Municipality would like to see in these areas.

For a Municipality with such a wonderful waterfront resource, there is very little land zoned for community uses along the waterfront. Once the Town has prepared a Secondary Plan containing specific land use



policies, a comprehensive review of the Zoning By-law should be undertaken to implement the directions established in the Official Plan and this Waterfront Study.

10. IMPLEMENTATION

10.1 Vision

Figure 13 presents a land use plan based upon the above analysis. This plan has been prepared using the land use categories and definitions used in the Hastings County Official Plan.

The critical changes from the Secondary Plan included as Appendix F in the current Official Plan are:

- (a) extension of the plan to include the Mohawk Bay trailer park as residential;
- (b) revision of Main Street to remove Industrial Use;
- (c) suggestion of Commercial use along the water on the former boat building site;
- (d) retain Centennial Park;
- (e) extend commercial along Main Street to include the current Flea Market;
- (f) create a large Community Facility designation to include the marina, yacht club and community gathering area east of Mill Street and south of Water Street;
- (g) adjust the road pattern for the eastern entry point.

Figure 13 forms the basis for a new Secondary Plan.

Using representative yields, preliminary

calculations have been prepared that estimate the potential from vacant and redeveloped lands. These yields are indicated in *Table 15*. The total residential yield is 673 units. These are proposed in a variety of forms. The commercial yield has been based on total redevelopment. These yields indicate that the area can provide development well beyond the projected 10 year population and employment forecasts outlined in Section 8. The plan represents a long range plan for development and illustrates the considerable potential available on the Waterfront lands.

10.2 Action Plan

In order to provide Council and the community with a listing of actions and tasks an Action Plan has been prepared and is included as *Table 16*. This Action Plan is built from the analysis and the public meeting/visioning session. The Action Plan presents the recommendations with a description and a suggested priority. Responsibility is assigned for the action and notes and status comments are provided to elaborate on the item. The Action Plan is intended to provide a tool to assist Council with Implementation. Some 30 Action Items have been included. Fourteen of these Items are short term and 12 are medium term with the remainder either on-going or long term. These items have been highlighted on three corresponding maps. (*Figures 14, 15 and 16*)

The following is a brief description of these Items listed by categories.

10.2.1 Infrastructure

One of the most critical issues facing the Municipality is the upgrade and expansion of their infrastructure capacity. The Municipality is currently working on studies relating to the capacity of their Water



Treatment and Sewage Treatment Plants and the upgrade of their distribution and collection systems. These are priorities. It is also possible that through phased implementation they can free up additional capacity to accommodate interim development.

With respect to roads, the opportunity exists for improvements to Downtown streets and Waterfront streets as development occurs. An on-going Master Plan should be created which will ensure that all infrastructure improvements are co-ordinated to avoid duplication of effort or a phased efficient implementation strategy.

10.2.2 Boating and Marina

We are suggesting that the Mill Street extension should be the location for a marina docking facility. This would enable the Municipality to re-establish their connection to the Bay of Quinte and provide an opportunity for boaters to visit the Town and in particular the Downtown area. Adding water access to this particular location is a benefit because of its central proximity and the short distance to the Downtown area. Adding modest boating related commercial uses to this area would further enable and encourage marina uses. With the re-establishing of this area through improvements to docking and the possible dredging of the area, the Municipality could explore opportunities for leasing lands to an operator who may also participate in the improvements. Creative leasing arrangements could encourage long term operation. On-going Municipal involvement should be a cornerstone for this development in order to ensure that

the Municipality can always enforce a minimum standard of performance on the operation and maintenance of the waterfront areas.

The Municipality should also explore co-operation among other waterfront owners, including the Yacht Club. The Yacht Club may be interested in a co-operative effort for redevelopment and operation and maintenance.

10.2.3 Community and Cultural Facilities

Our review suggests that introducing community facilities into the open area between Mill Street and the Sewage Treatment Plant south of Water Street is a unique opportunity which will encourage activities by community members and visitors. Programming which would encourage visitation to this area and demonstrate its wide range of opportunities could be an initial marketing strategy for the redevelopment of the waterfront area. In conjunction with the improvement in docking facilities at the foot of Mill Street, this area would form the focus for waterfront and community activities throughout the Town.

The initial work has been laid for the establishment of cultural activities. The Marina site and the associated lands could form an important focus for these activities. Satellite locations in other points along the waterfront and throughout the community are also possible. Establishing a strong cultural base within the community would enable the community to present a unique experience not only to its visitors but also to its own residents. Theatre, art displays, special events and concerts are all possible in this location with minimal improvement.



10.2.4 Residential/Commercial Development

As our Vision Plan (*Figure 13*) illustrates that there are a number of residential and commercial development opportunities. These represent development and redevelopment of existing parcels along the waterfront area. There does not need to be a specific phasing of development as services are generally available throughout the area however, co-ordination of development through design guidelines would be beneficial to ensure that the objectives of good quality waterfront development are achieved.

10.2.5 Community Marketing

Marketing the community to the broader region requires that there be a deliverable product. At the present time this product is limited, however, the suggestions made above to establish events and to provide facilities related to these events, even on an interim basis, will introduce the possibility of broader marketing opportunities. Generally, there are existing vehicles available by which the Municipality can market itself. These include established tourism marketing efforts, such as the marketing of Prince Edward County to tourists visiting small town venues. Other marketing efforts related to cultural events could co-operate with similar events in the larger area such as summer theatre, cultural events, heritage celebrations and concerts would highlight and attract attention to the unique opportunities and experiences available. Residential and retail marketing opportunities are also available. Real estate and retailers should be encouraged to consistently identify Deseronto in their

advertising. The Municipality should look to partner with development interests in order to market the Municipality most effectively. Establishing a theme and a consistent marketing strategy for all of the marketing efforts of the community will be beneficial as it presents itself to the broader area.

10.2.6 Management

In the on-going items listed in our Action Plan, we have suggested the formation of a Waterfront Committee. We believe that this committee is important to monitoring the actions and approvals which are required as part of the implementation process. Having a specific committee with responsibility in this area will enable Council to focus on the individual and longer range policy issues. We see the opportunity for the committee to evaluate actions and promote the interests of the broader community.

Of similar importance is the necessity to revise the planning documents in order to reflect the results of this study. This is a matter to be reviewed with the County Planning Department.

11. CONCLUSION

Our analysis of the Deseronto Waterfront indicates that there are very real opportunities for development and redevelopment. We have identified an Action Plan which outlines the number of critical items that need to be addressed in order to capture this potential. We believe that the future of Deseronto hinges on being able to effectively make use of the interest of the community in capturing the potential that is available through a co-ordinated effort which will ensure that



individual actions fit into a strategy and achieve the longer range objectives of the community in establishing Deseronto as a unique community which is vital and can play a critical role in the broader area.

Respectfully submitted,



Bob Clark, P.Eng., P.Ag., R.P.P.
President

Attachments:

Appendix A - Fish Population Information

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Appendix A

Fish Population Information

Appendix A Recreational Walleye Fishery Graphs

Waterfront Study

Town of Deseronto

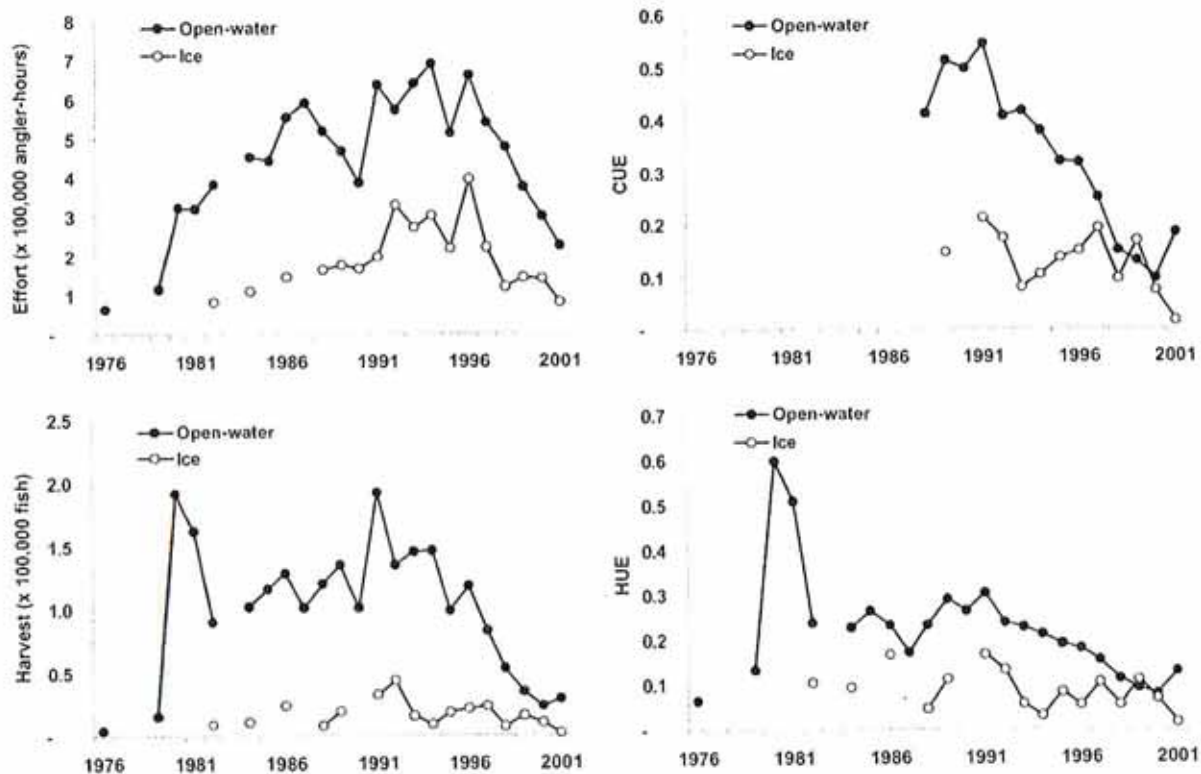


FIG. 2. Walleye angler effort, harvest, catch-per-unit-effort (CUE) and harvest-per-unit-effort (HUE) during the Bay of Quinte ice and open-water recreational fisheries, 1976 to 2001.

The above Fig 2 is an excerpt from 2001 Annual Report of the Lake Ontario Management Unit, Chapter 7- Bay of Quinte Recreational Fishery. Both effort by anglers and number of walleye harvested have seen a dramatic decrease in the Bay of Quinte area.

Appendix B

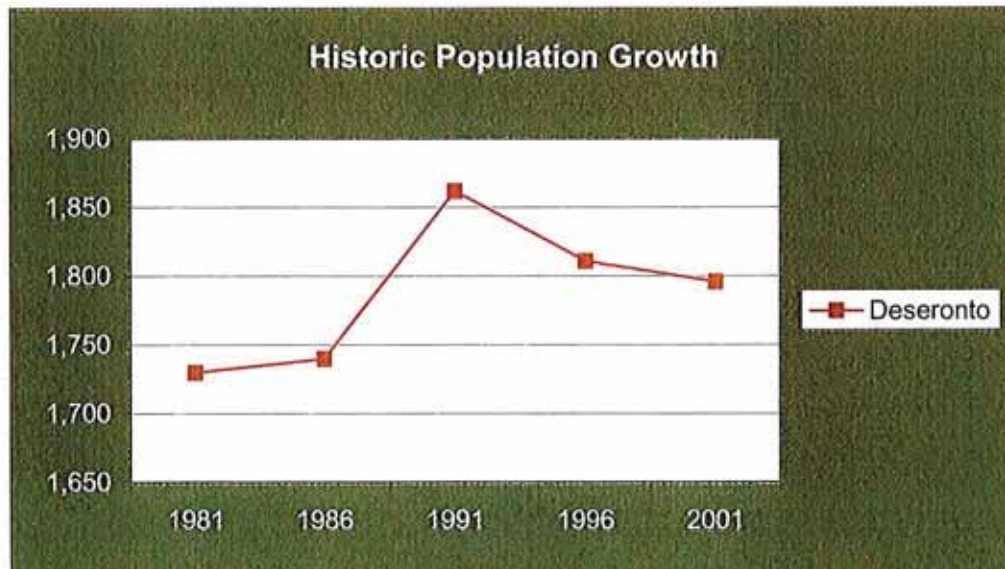
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Table 1 Population Statistics

Market Analysis, Waterfront Study
Deseronto

	Deseronto	Lennox and Addington Cty.	Prince Edward Cty.	Hastings Cty.	Ontario
1981					
Population	1,730	33,040	22,336	106,883	8,625,107
Households	610	10,745	7,615	37,070	2,969,785
1986					
Population	1,740	34,354	22,427	109,352	9,101,694
Households	660	11,590	7,905	39,475	3,221,730
1991					
Population	1,862	37,243	23,763	116,434	10,084,885
Households	690	12,990	8,675	43,550	3,638,365
1996					
Population	1,811	39,203	25,046	126,099	10,753,573
Households	670	14,015	9,555	45,950	3,924,510
2001					
Population	1,796	39,461	24,901	125,915	11,410,050
Households	680	14,655	9,880	50,265	4,556,240

Growth					
1981 - 1991	7.63%	12.72%	6.39%	8.94%	16.92%
1991 - 2001	-3.54%	5.96%	4.79%	8.14%	13.14%
1981 - 2001	3.82%	19.43%	11.48%	17.81%	32.29%



857/excel sheets/857-projection/Table 1

Table 2. Population by Age and Gender

1981	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	70	65	3,770	3,540	303,725	289,305
5 to 9	80	60	4,010	3,805	317,335	299,960
10 to 14	85	70	4,370	4,125	346,655	329,685
15 to 19	75	90	5,480	5,230	413,355	395,510
20 to 24	75	65	4,785	4,605	392,665	397,030
25 to 34	115	140	7,830	8,045	715,890	740,380
35 to 44	90	80	6,160	6,160	538,700	534,460
45 to 54	80	95	5,795	5,780	472,035	464,895
55 to 64	80	90	5,135	5,795	384,535	420,790
65 to 69	30	35	2,100	2,335	141,140	164,360
70+	65	95	3,270	4,740	220,750	341,945
Total	845	895	52,715	54,170	4,246,785	4,378,320

1986	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	95	65	3,940	3,535	323,295	308,095
5 to 9	70	65	3,925	3,685	311,390	296,770
10 to 14	80	75	3,985	3,810	323,545	306,325
15 to 19	95	65	4,325	4,035	352,730	336,435
20 to 24	85	85	4,535	4,515	408,595	406,015
25 to 34	150	145	8,550	8,640	778,825	804,195
35 to 44	125	125	7,210	7,245	654,460	662,450
45 to 54	75	85	5,615	5,690	475,930	474,160
55 to 64	70	95	5,420	5,990	428,175	457,610
65 to 74	55	85	4,105	4,870	269,910	332,700
75 +	35	70	2,130	3,605	140,935	249,155
Total	935	960	53,740	55,620	4,467,790	4,633,910

1991	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4					362,870	344,725
5 to 9					353,490	335,890
10 to 14					337,515	320,745
14 to 19					349,015	330,045
20 to 24					370,570	370,525
25 to 34					901,455	918,395
35 to 44					787,475	810,890
45 to 54					550,085	549,220
55 to 64					447,240	461,255
65 to 74					320,015	393,585
75 +					173,335	296,535
Total					4,953,085	5,131,610

Note: 1991 Census did not have a breakdown, only 20% of sample data was made available.

1996	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	60	65	3,975	3,705	370,050	356,255
5 to 9	70	60	4,270	4,060	360,125	342,985
10 to 14	70	65	4,345	3,940	406,205	378,605
14 to 19	70	70	4,040	3,940	357,805	320,625
20 to 24	50	50	8,165	3,455	351,765	370,900
25 to 34	125	145	9,160	8,410	905,465	929,785
35 to 44	140	145	7,255	9,380	807,940	853,035
45 to 54	120	110	5,210	7,365	585,205	578,815
55 to 64	80	85	4,020	5,845	550,780	591,765
65 to 74	60	80	3,690	5,730	362,500	430,965
75 +	30	65	2,135	4,850	200,070	340,565
Total	875	940	56,265	60,880	5,257,910	5,494,300

2001	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	65	40	3,405	3,275	343,340	327,905
5 to 9	150	135	8,885	8,280	400,675	380,070
10 to 14					400,670	380,075
14 to 19	65	65	4,565	4,255	394,915	374,500
20 to 24	55	50	3,560	3,510	359,645	358,775
25 to 34	260	275	16,915	17,685	910,850	936,545
35 to 44					813,685	856,935
45 to 54	130	125	8,875	9,140	801,540	833,740
55 to 64	70	80	6,510	6,820	520,565	543,430
65 to 74	65	75	5,375	5,800	383,625	434,545
75 +	35	60	3,390	5,665	247,525	406,475
Total	895	905	61,460	64,430	5,577,035	5,632,995

Note: Deseronto data due to its small size may be an unreliable source for population projections.

Table 3. Percentage of Population by Age and Gender

1981	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	4.02%	3.74%	3.53%	3.31%	3.52%	3.35%
5 to 9	4.60%	3.45%	3.75%	3.56%	3.68%	3.48%
10 to 14	4.89%	4.02%	4.09%	3.86%	4.02%	3.82%
15 to 19	4.31%	5.17%	5.13%	4.89%	4.79%	4.59%
20 to 24	4.31%	3.74%	4.48%	4.31%	4.55%	4.60%
25 to 34	6.61%	8.05%	7.33%	7.53%	8.30%	8.58%
35 to 44	5.17%	4.60%	5.76%	5.76%	6.25%	6.20%
45 to 54	4.60%	5.46%	5.42%	5.41%	5.47%	5.39%
55 to 64	4.60%	5.17%	4.80%	5.42%	4.46%	4.88%
65 to 69	1.72%	2.01%	1.96%	2.18%	1.64%	1.91%
70+	3.74%	5.46%	3.06%	4.43%	2.56%	3.96%
Total	48.6%	50.9%	49.3%	50.7%	49.2%	50.8%

1986	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	5.01%	3.43%	3.60%	3.23%	3.55%	3.39%
5 to 9	3.69%	3.43%	3.59%	3.37%	3.42%	3.26%
10 to 14	4.22%	3.96%	3.64%	3.48%	3.55%	3.37%
14 to 19	5.01%	3.43%	3.95%	3.69%	3.88%	3.70%
20 to 24	4.49%	4.49%	4.15%	4.13%	4.49%	4.46%
25 to 34	7.92%	7.65%	7.82%	7.90%	8.56%	8.84%
35 to 44	6.60%	6.60%	6.59%	6.62%	7.19%	7.28%
45 to 54	3.96%	4.49%	5.13%	5.20%	5.23%	5.21%
55 to 64	3.69%	5.01%	4.96%	5.48%	4.70%	5.03%
65 to 74	2.90%	4.49%	3.75%	4.45%	2.97%	3.66%
75 +	1.85%	3.69%	1.95%	3.30%	1.55%	2.74%
Total	49.3%	50.7%	49.1%	50.9%	49.1%	50.9%

1991	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4					3.60%	3.42%
5 to 9					3.51%	3.33%
10 to 14					3.35%	3.18%
14 to 19					3.46%	3.27%
20 to 24					3.67%	3.67%
25 to 34					8.94%	9.11%
35 to 44					7.81%	8.04%
45 to 54					5.45%	5.45%
55 to 64					4.43%	4.57%
65 to 74					3.17%	3.90%
75 +					1.72%	2.94%
Total					49.1%	50.9%

1996	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	3.31%	3.58%	3.40%	3.17%	3.44%	3.31%
5 to 9	3.88%	3.31%	3.65%	3.47%	3.35%	3.19%
10 to 14	3.86%	3.58%	3.72%	3.37%	3.78%	3.52%
14 to 19	3.86%	3.66%	3.45%	3.37%	3.33%	2.98%
20 to 24	2.75%	2.75%	6.98%	2.95%	3.27%	3.45%
25 to 34	6.89%	7.99%	7.83%	7.19%	8.42%	8.65%
35 to 44	7.71%	7.99%	6.20%	8.02%	7.51%	7.93%
45 to 54	6.61%	6.06%	4.46%	6.30%	5.44%	5.38%
55 to 64	4.41%	4.68%	3.44%	5.00%	5.12%	5.50%
65 to 74	3.31%	4.41%	3.16%	4.90%	3.37%	4.01%
75 +	1.65%	3.58%	1.83%	4.15%	1.86%	3.17%
Total	48.2%	51.8%	48.1%	51.9%	48.9%	51.1%

2001	Deseronto		Hastings		Ontario	
	Male	Female	Male	Female	Male	Female
0 to 4	3.61%	2.22%	2.70%	2.60%	3.01%	2.87%
5 to 9	8.33%	7.50%	7.06%	6.58%	3.51%	3.33%
10 to 14	0.00%	0.00%	0.00%	0.00%	3.51%	3.33%
14 to 19	3.61%	3.61%	3.63%	3.38%	3.46%	3.28%
20 to 24	3.06%	2.78%	2.83%	2.79%	3.15%	3.14%
25 to 34	14.44%	15.28%	13.43%	14.05%	7.98%	8.21%
35 to 44	0.00%	0.00%	0.00%	0.00%	7.13%	7.51%
45 to 54	7.22%	6.94%	7.05%	7.26%	7.02%	7.31%
55 to 64	3.69%	4.44%	5.17%	5.42%	4.56%	4.76%
65 to 74	3.61%	4.17%	4.27%	4.61%	3.36%	3.81%
75 +	1.94%	3.33%	2.69%	4.50%	2.17%	3.56%
Total	49.7%	50.3%	48.6%	51.2%	48.9%	51.1%

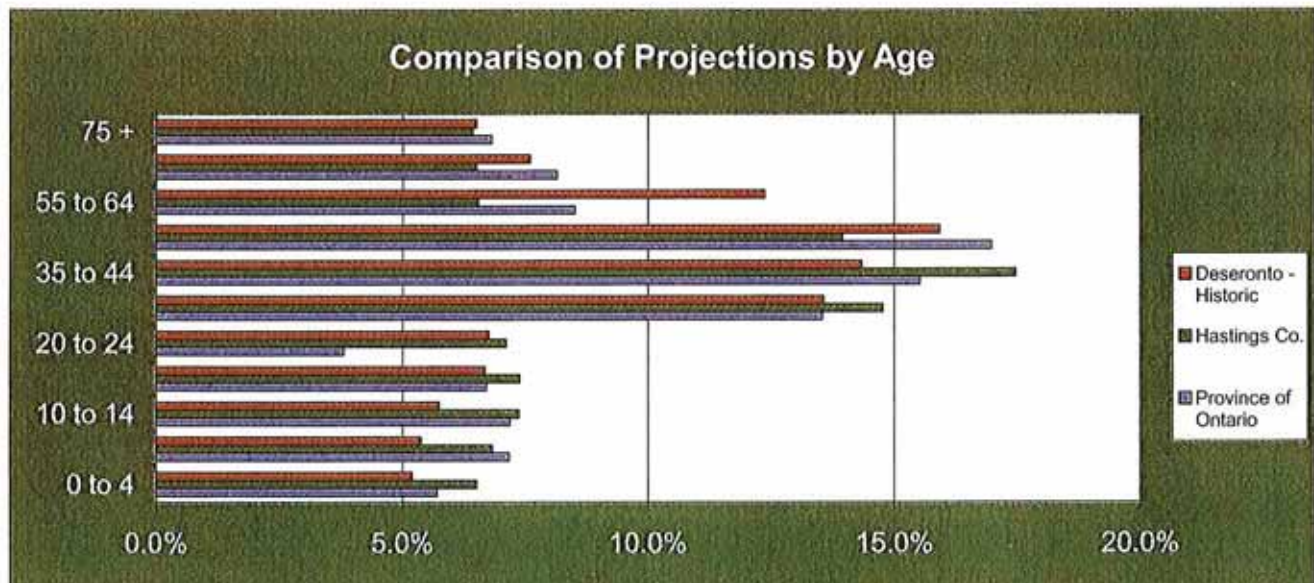
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Table 4 Population by Age Projections

	1996 Deseronto Population		2011 Population - Deseronto		2011 Population - Hastings Model		2011 Population - Ontario Model		
	Male	Female	Male	Female	Male	Female	Male	Female	Total
0 to 4	60	65	27	65	61	70	64	69	133
5 to 9	70	60	70	53	79	69	90	77	167
10 to 14	70	65	57	52	79	68	87	81	167
14 to 19	70	70	42	78	63	68	78	78	156
20 to 24	50	50	19	19	110	32	44	44	88
25 to 34	125	145	94	145	138	139	146	169	315
35 to 44	140	145	165	180	141	209	174	188	362
45 to 54	120	110	228	159	107	159	202	193	396
55 to 64	80	85	97	72	49	82	97	101	198
65 to 74	60	80	68	73	51	101	85	104	190
75 +	30	65	24	58	30	99	53	106	159
Total	875	940	891	953	909	1,096	1,120	1,210	2,331

Table 5 Percentage of Population by Age Projections

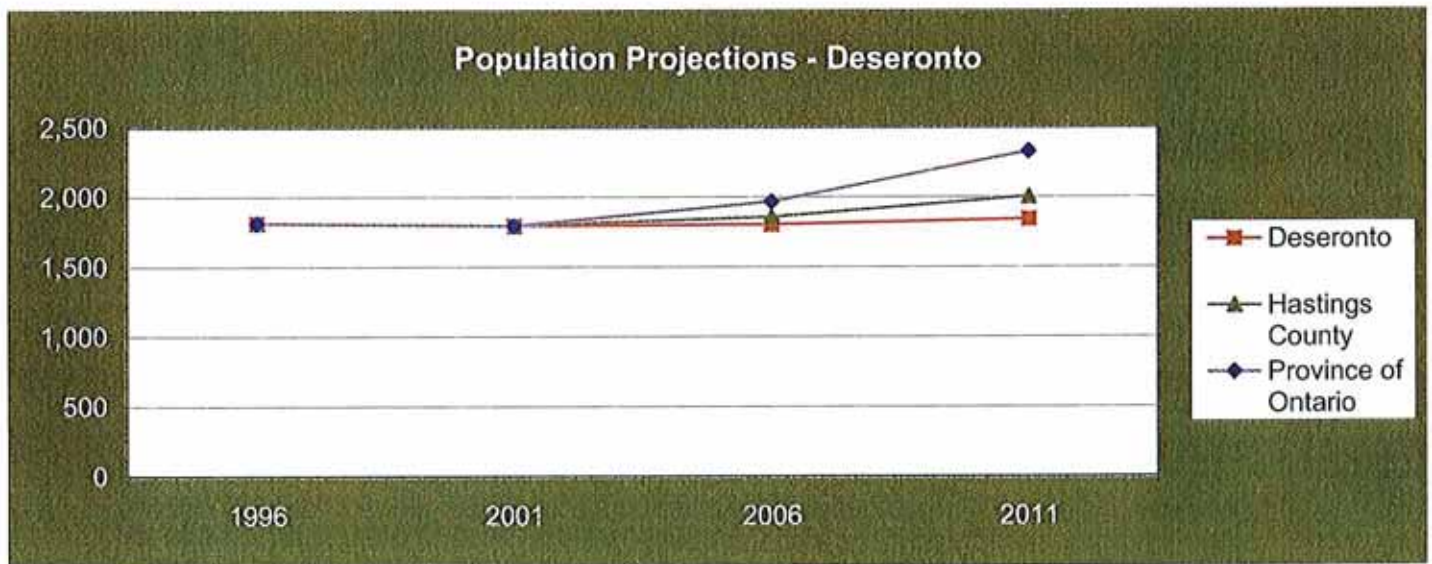
	1996 Deseronto Population		2011 Population - Deseronto		2011 Population - Hastings Model		2011 Population - Ontario Model		
	Male	Female	Male	Female	Male	Female	Male	Female	Total
0 to 4	3.3%	3.6%	1.5%	3.5%	3.0%	3.5%	2.7%	3.0%	5.7%
5 to 9	3.9%	3.3%	3.8%	2.9%	4.0%	3.4%	3.9%	3.3%	7.2%
10 to 14	3.9%	3.6%	3.1%	2.8%	4.0%	3.4%	3.7%	3.5%	7.2%
14 to 19	3.9%	3.9%	2.3%	4.2%	3.1%	3.4%	3.4%	3.3%	6.7%
20 to 24	2.8%	2.8%	1.0%	1.0%	5.5%	1.6%	1.9%	1.9%	3.8%
25 to 34	6.9%	8.0%	5.1%	7.9%	6.9%	6.9%	6.3%	7.2%	13.5%
35 to 44	7.7%	8.0%	9.0%	9.7%	7.0%	10.4%	7.5%	8.0%	15.5%
45 to 54	6.6%	6.1%	12.5%	8.6%	5.3%	7.9%	8.7%	8.3%	17.0%
55 to 64	4.4%	4.7%	5.3%	3.9%	2.4%	4.1%	4.2%	4.3%	8.5%
65 to 74	3.3%	4.4%	3.7%	4.0%	2.5%	5.0%	3.7%	4.5%	8.1%
75 +	1.7%	3.6%	1.3%	3.1%	1.5%	4.9%	2.3%	4.6%	6.8%
Total	48.2%	51.8%	48.7%	51.7%	45.4%	54.6%	48.1%	51.9%	100.0%



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Table 6 Population Projections

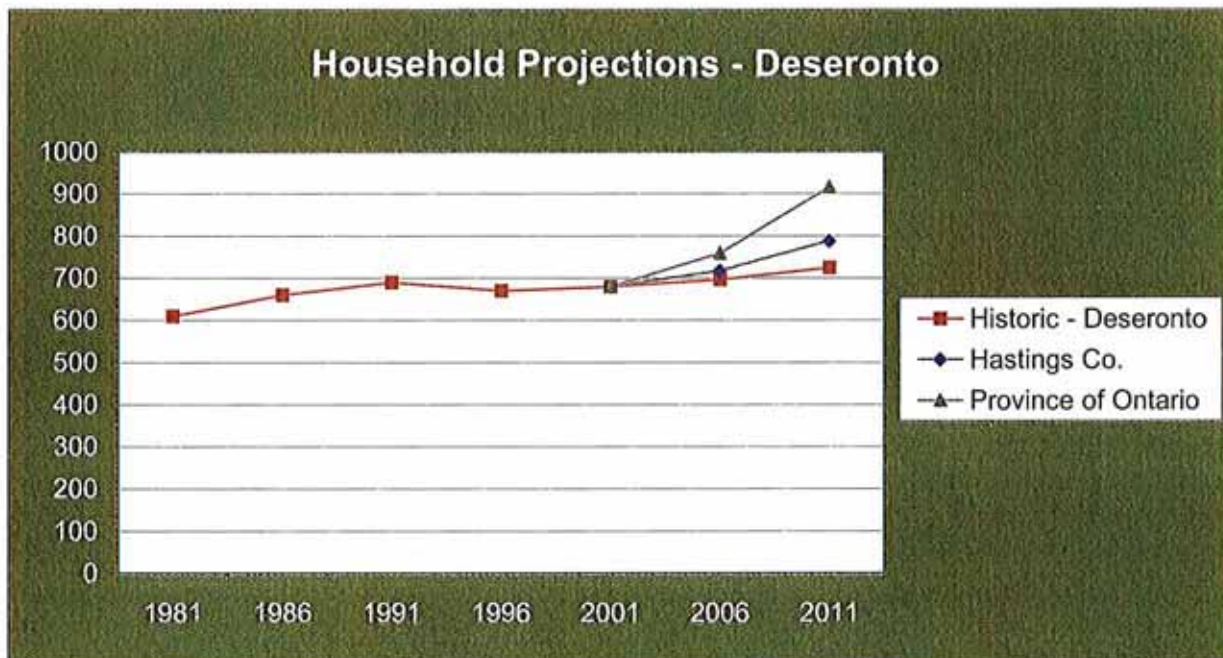
	1996	2001	2006	2011	Change in Population	
					2011-1996	5 year
Deseronto	1,815	1,796	1,806	1844	29	10
Hastings County	1,815	1,796	1,859	2,005	190	63
Province of Ontario	1,815	1,796	1,968	2,331	516	172



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Table 7 Household Projections

Population	1981	1986	1991	1996	2001	2006	2011	Growth
Deseronto	1730	1740	1862	1811	1796	1859	2005	209
Projections for Deseronto								
Deseronto Rate						1806	1844	48
Hastings Rate						1859	2,005	209
Ontario Rate						1968	2,331	535
Households								
Deseronto	610	660	690	670	680	717	788	108
Growth								
Deseronto		50	30	-20	10	37	71	108
Projections for Deseronto								
Deseronto Rate						697	725	45
Hastings Rate						717	788	108
Ontario Rate						759	916	236
Persons per Household								
Combined	2.84	2.64	2.70	2.70	2.64	2.59	2.54	



857estofour study-8577Projections(households)

Table 8 Labour Force Out-Commuter Activity
Town of Deseronto

Out-Commuter Destination	Male	Female	Total	%	% of Workforce
Kingston	15	10	25	5.8	3.3
Loyalist (TP)	10	10	20	4.7	2.6
Greater Napanee	75	35	110	25.6	14.4
Tyendinaga (TP)	25	10	35	8.1	4.6
Belleville	70	130	195	45.3	25.5
Quinte West	25	0	25	5.8	3.3
Prince Edward	0	20	20	4.7	2.6
Total Out Commuters	220	215	430	100.0	56.2

Source: Statistics Canada, 2001.

Table 9 Labour Force In-Commuter Activity
Town of Deseronto

In Commuter Destination	Male	Female	Total	%	% of Workforce
Belleville	25	10	35	12.3	4.6
Greater Napanee	15	50	60	21.1	7.8
Deseronto	95	90	190	66.7	24.8
Total In Commuters	135	150	285	100.0	37.3

Source: Statistics Canada, 2001.

Table 10 Place of Work Status
Town of Deseronto

	Male	Female	Total
No fixed workplace	95	40	135
Work at usual place	325	305	630
Total Employed Labour Force 15 and over	420	345	765

Source: Statistics Canada, 2001.

Table 11 Employment Base

Total in Labour Force	825		100.0%
Total Employed Labour Force	765		92.7%
Out commuters		430	52.1%
No fixed workplace		135	16.4%
Work and live in community		200	24.2%
Total Unemployed Labour Force	60		7.3%
Not in Labour Force	565		
Total Population			1390

Source: Statistics Canada, 2001.

Table 12 Employment Percentages

	Deseronto	Hastings	Ontario
Participation rate	59.20%	61.30%	61.50%
Employment rate	55.20%	56.70%	57.60%
Unemployment rate	7.30%	7.60%	6.50%

Source: Statistics Canada, 2001.

Table 13
Update of Marina Inventory
Deseronto Waterfront Study

		DOCKING OPPORTUNITIES							
		seasonal berths		transient berths		No. on waiting list		split: power/sail	
1985	2002	1985	2002	1985	2002	1985	2002	1985	2002
Trenton		86	n/a	20	45	n/a	n/a		
†	†	Fraser Park Marina	0		25				
†	†	Robert Patrick Marina	80	20				50/50	
*	*	The Canadian Forces Base Yacht Club	0						
*	*	Bay Marine	6		20			100% power	90/10
*	*	Wharf/Launch Ramp							
Belleville		478	528	80	57	62	n/a		
*	*	Morch Marine	260	200	25	30	7		30/70
*	*	Bay of Quinte Yacht Club	0		5	4			
†	†	Meyers Pier Marina	110	150	10	18	30		65/35
*	*	Pilot's Marine and Sports	0						
†	†	Victoria Park Marina	108	128	20	none	25		65/35
†	†	government							
*	*	Still Water Basin		50		5			
Demorestville/Big Island		30			6				
*	*	Bay Crest Marina	30			6			60/40
Deseronto		42		25					
*	*	Quinte Marina/Deseronto Marina	42		25				30/70
†	†	Centennial Park launch ramp			several				power
Bath		100		20					
*	*	Loyalist Cove Yacht Club	100		20	5			20/80
Picton		185	118	193	65	30			
*	*	Prince Edward Yacht Club	65	68	20	2	30		90/10
		near government docks management							
†	†	Picton Harbour Park	0		120	6			
*	*	Picton Bay Motel	120						50/50
*	*	Tip of the Bay	0	40	33	25			
*	*	Prinyer's Cove Marina	0	10	20	10			50/50
*	*	Glenora Marina				4			
*	*	Prince Edward Cruising Club				16			
*	*	Picton Harbour Inn				2			
Kingston		510	594	100	348	140			
†	†	Portsmouth Olympic Harbour	300	220		25	100		50/50
†	†	Confederation Basin Marina	70	100	100	300			50/50
†	*	Kingston Dry Dock/Kingston Marina	40	95		10	30		50/50
*	*	Kingston Yacht Club	100				10		10/90
*	*	Rideau Marina		104		10			
*	*	Music Boats		75		3			
Collins Bay		220	278		88				
*	*	Collins Bay Marina	220	220		80			25/75
*	*	Collins Bay Yacht Club							
*	*	Blue Woods Marina		58		8			
Totals		1671	1518	438	609				

Legend - † Municipal Marina
* Private Marina

Table 15 Deseronto Vision - Areas and Yields

Note:*See Figure 13*

	Total Area (ha)	Useable %age	ha	acres	Commerical coverage (sq. ft)	Residential Units
<u>Area 1 Old Ship Building Yard</u>						
Residential	6.26	80%	5.01	12.37		186
Commerical	6.26	20%	1.25	3.09	33,700	
<u>Area 2 Centennial Park</u>						
Open Space	3.08	100%	3.08	7.61		114
<u>Area 3 Flea Market</u>						
Residential	1.40	50%	0.70	1.73		17
Commerical	1.40	50%	0.70	1.73	18,800	
<u>Area 4 Arctic Gardens</u>						
Residential	3.29	100%	3.29	8.13		81
Commerical	3.29	100%	3.29	8.13	88,500	
<u>Area 5 Yacht Club/Boathouses</u>						
Community Facility	2.00	25%	0.50	1.24	13,455	
<u>Area 6</u>						
Marina & support	0.33	25%	0.08	0.21	2,240	
<u>Area 7 Deep Water Marina</u>						
Community Facility	1.53	25%	0.38	0.95	10,300	
<u>Area 8</u>						
Community Facility	2.28	100%	2.28	5.63	61,331	
<u>Area 9</u>						
Residential	1.37	80%	1.10	2.71		41
Commerical	1.37	20%	0.27	0.68	7,373	
<u>Area 10 Downtown Retail</u>						
Commerical	1.80	100%	1.80	4.45	48,437	
<u>Area 11 Commerical Marina</u>						
Commerical	2.00	100%	2.00	4.94	53,818	
<u>Area 12</u>						
Residential	1.22	80%	0.98	2.41		24
Commerical	1.22	20%	0.24	0.60	6,566	
<u>Area 13</u>						
Residential	2.25	100%	2.25	5.56		83
<u>Area 14</u>						
Community Facility	0.27	100%	0.27	0.67		
<u>Area 15</u>						
Community Facility	1.04	100%	1.04	2.57		
<u>Area 16</u>						
Residential	0.28	100%	0.28	0.69		10
<u>Area 17</u>						
Residential	0.86	100%	0.86	2.13		32
<u>Area 18</u>						
Residential	3.49	80%	2.79	6.90		85
<u>Area 19</u>						
Park lands	3.64	100%	3.64	8.99		
Totals	51.93	1755%	38.08	94.11	344,519	673

Table 16 Action Plan
Deseronto Waterfront Study

Note*See Figures 14-16*

<p>Priority and Timing Short Term = 1-3 years Intermediate = 3-5 years Long Range = 5-10 years</p>	ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
	Form a Waterfront Committee	<p>A Waterfront Committee would review individual actions and approvals which are being sought.</p> <p>As well as coordinating the actions of groups and individuals who affect the waterfront.</p>	On-going	<ul style="list-style-type: none"> Municipality interested individuals businesses 	<ul style="list-style-type: none"> Form a Waterfront Committee and initiate a series of regular review sessions in order to evaluate the actions being taken to promote the broader interest in the Waterfront. This would provide input to Council and other bodies with respect to how various approvals and projects could further enhance the Waterfront.
	Arena	on-going program of recreation and cultural programming	On-going	Municipality	<ul style="list-style-type: none"> an opportunity to supplement the adjacent waterfront and downtown activities
	Revise Planning Documents	As part of this project we have reviewed the Official Plan of the County of Hastings and the Municipal Zoning By-law. A number of amendments are being suggested.	Short Term	<ul style="list-style-type: none"> Municipality County Planning Department 	<ul style="list-style-type: none"> Review the recommended changes and initiate the planning amendments as required
	Increase Infrastructure Capacity	Upgrade and expand water treatment and sewage treatment plant capacities. Upgrade distribution and collection systems	Short Term	Municipality	Study Underway

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Marina Expansion at Mill Street	With the current uncertainty surrounding the commercial marina the Town does not have a guaranteed marina to serve local and visiting boaters. The waterfront at the foot of Mill Street has been an important water access point for the Town. With the reconstruction of the docks and the establishment of docks suitable to larger draft boats including sail boats this important entry to the Town would be re-established	Short Term	<ul style="list-style-type: none"> Municipality with participation from Yacht Club representatives of downtown business 	<ul style="list-style-type: none"> explore cost to establish docking review management and on-going operational issues explore possibility of a cooperative marina operation with Town and Yacht club
West Entry Point	Establish the west entry point through signage and kiosk. This should be a functional use that clearly identifies the entrance to the Town and offers an opportunity to stop and get information on activities, events etc.	Short Term	Municipal with business support	<ul style="list-style-type: none"> prepare design and budget to implement and maintain
Interim use of Head of the Pond site	Continue the use of concrete slabs for farmer's market/events to promote activity and interest in area. Explore outdoor/tent theatre opportunity	Short Term	<ul style="list-style-type: none"> Municipality cultural groups 	<ul style="list-style-type: none"> review temporary site improvements to make site suitable for outdoor events such as landscaping and access
Water Quality in the Pond	develop a program of shoreline improvement to address water quality in the Pond including stormwater runoff outfalls and water circulation improvements. This might include temporary measures to test alternative approaches and strategies	Short Term	Municipality with participation from adjacent owners	<ul style="list-style-type: none"> set out a program of improvements and phase in these improvements including incentives to private property owners to participate
Municipal Boundary Adjustment	extend boundary to west to include Township lands that are not part of MBQ	Short Term	Municipality	<ul style="list-style-type: none"> arrange mtg to review benefits; set out process

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Improvement to Boat docking and Boat launch at foot of Mill Street	The existing docking facilities are not satisfactory for an on-going marina operation. The establishment of a variety of boat docking and boat launch facilities would provide a focus for boating activity which is in close proximity to the downtown area.	Short Term	<ul style="list-style-type: none"> • Municipality • Yacht Club • Private Business 	<ul style="list-style-type: none"> • Review and evaluate the cost to re-establish boat docking and launching facilities in the area from the Sewage Treatment Plant and to and including the Yacht Club Property.
Community Space at Mill and Water Street	The open area between Mill Street and the Sewage Treatment Plant, South of Water Street represents a unique opportunity for a community space. This could encourage gathering of the community and also incorporate some services related to these gathering opportunities.	Short Term	<ul style="list-style-type: none"> • Municipality & Businesses • Community Representatives 	<ul style="list-style-type: none"> • Develop a concept plan with ideas for community gathering locations and design. • Explore phasing of these improvements.
Downtown Improvements - streetscape - entrances - infill	The Downtown area is an integral part of the waterfront area and is closely associated with the waterfront. Streetscape improvements can link and create an sense of excitement. The entrance to the Downtown should be marked so that individuals coming into the Downtown will understand that they are entering a commercial area. There is also an opportunity for infill and extension of the Downtown which should be protected in the planning documents.	Short Term	<ul style="list-style-type: none"> • Municipality in association with Downtown merchants 	<ul style="list-style-type: none"> • Explore the nature of improvements which will help to identify and delineate the Downtown area. • Develop a program with costing for the improvements. • Review planning documents.
Downtown links to Waterfront	There are a number of opportunities for pedestrian and vehicular linkages between the Downtown and the Waterfront. Access and building openings provide a view of the waterfront area. These links should be protected in the planning documents and any improvements made in these areas should encourage pedestrian and vehicular movement.	Short Term	<ul style="list-style-type: none"> • Downtown in association with private land development 	<ul style="list-style-type: none"> • Review planning documents to include policy related to protecting these views and vistas and these connections.

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Waterfront Trail	This trail has been developed in pieces. It needs to be a comprehensive trail that will link the various elements of the Deseronto Waterfront and other points on either side of the Waterfront.	Short Term	Municipality in association with Land Development Interests	<ul style="list-style-type: none"> Develop a plan for the Waterfront Trail. The Waterfront Committee to initiate negotiations and establishment of the new patrons of the Trail. The Trail can be established in short pieces as long as there is an overall plan for the Trail.
Artisans Craft Market	There are several buildings within the Waterfront area and the Downtown which could form important artisan and craft markets. Emphasis on woodworking furniture and lumbering. These craft markets could be permanent commercial opportunities with buildings such as the Flea Market which currently operates in this area or they could be cooperative efforts by local artisans. The Municipality could assist by providing space and opportunities for these markets. An open air market could be established during the summer months.	Short Term	Municipality in association with businesses and artisan groups	<ul style="list-style-type: none"> Form an artisan/craft market group to promote and advance the artisans craft market opportunities within Deseronto and market these to the broader area.
East Entry Point	The entry point of the Town of Deseronto at the eastern municipal limit does not provide direct access to the Waterfront area. It is important this entry point be identified as an entry to Deseronto. One of the principal means will be through road re-design, there also needs to be a clear delineation of this as an entry feature.	Short Term	<ul style="list-style-type: none"> Municipality County Downtown Business 	<ul style="list-style-type: none"> Create a concept which will compliment the western entry point in order to provide a clear delineation of the entrance and the means of access to the downtown and reflecting the opportunities available in the Downtown for visitors to the area.
Open West Road	negotiate road construction and maintenance on West Road to create an entrance and link to Dundas Street.	Intermediate	Council/MBQ/ adjacent owners	<ul style="list-style-type: none"> prepare cost estimate and review cost allocation and benefits

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Residential Redevelopment - Boat Building Site	Opportunity for medium to high density residential development associated with commercial waterfront development.	Intermediate	Owner of lands	<ul style="list-style-type: none"> review municipal planning designate for development
Head of the pond Redevelopment(Flea Market/Arctic Garden Site)	Mixed Use development including commercial and residential development. Requires clean up of site and adjacent Pond.	Intermediate	Municipality to provide lands on lease or lease to purchase arrangement	<ul style="list-style-type: none"> planning approvals review options for land lease, lease to purchase initiate cleanup
Yacht Club redevelopment	While acknowledging that the Yacht Club is privately owned it occupies a very visible location on the waterfront. Its redevelopment as part of a larger marine complex would enable the community to capture a larger proportion of the boating activity on the Bay of Quinte and create an exciting activity area to stimulate visitors.	Intermediate	Yacht Club and Municipality	<ul style="list-style-type: none"> Explore redevelopment opportunities in concert with the establishment of a larger marine facility at the foot of Mill Street.
Centennial Park	review programming and adjust to reflect changes in other waterfront areas	Intermediate	Municipality	<ul style="list-style-type: none"> as other waterfront areas develop there may be uses that can be phased out of this park like the boat launch. The park itself may be reduced in size based on a long term plan for the waterfront.
Roundhouse lands Redevelopment	The Roundhouse lands located north of Water Street and East of Mill Street, represent a unique opportunity for commercial and residential development which is more closely associated with the Downtown. This area is an important link between the waterfront and the Downtown area. Its redevelopment should encourage pedestrian movement to the waterfront area and the downtown.	Intermediate	Municipality on either a land lease or land purchase basis	<ul style="list-style-type: none"> Explore opportunities for land lease redevelopment of this property.

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Water Street redevelopment	Water Street will provide an important pedestrian and vehicular linkage for the waterfront area. Water Street should be redeveloped on a phased basis as the underground infrastructure and the adjacent lands are improved in order to provide a formal vehicular and pedestrian linkage for the waterfront area.	Intermediate	Municipality with Public Works and Utilities	<ul style="list-style-type: none"> Develop a long term plan for infrastructure improvement including Sewage Treatment, Water and the road on the Water Street right of way.
Marina re-development	The existing private marina is an important component and historically represents the principal means of access from the Bay of Quinte. Its redevelopment into a more commercial/residential form would afford an opportunity to provide residential opportunities on the Bay. Retaining the marina operation or at least the docking opportunities will be important to maintaining a presence for boaters on the Bay.	Intermediate	Private Land Owner	<ul style="list-style-type: none"> Review planning policies in order to encourage retention of the marine docking facilities and the marina, but to offer an opportunity for redevelopment for residential usage.
Transformer Site Redevelopment	The lands located at the foot of _____ is the former Transformer Site. This site affords and opportunity for a small community or neighbourhood park, right on the water with an historic component. This could be a park that caters to locals .	Intermediate	Municipality and adjacent Redevelopment opportunities	<ul style="list-style-type: none"> Develop a concept plan for this site.
Main Street/Dundas Street connection	With the redevelopment of lands in the vicinity of Dundas Street and the rail corridor, there will be an opportunity to establish a new linkage to the Downtown This would direct west bound traffic to use Main Street, rather than the Dundas Street. It would encourage travelers to visit Downtown Deseronto.	Intermediate	Municipality with adjacent Land Owners	<ul style="list-style-type: none"> Include this as an important project in the planning documents. Prepare a preliminary cost estimate for the establishment of this road. Include this as a capital project in the municipality's budgeting.

ACTION	Description	Priority/ Timing	Responsibility	Notes/Status
Eastern Parkland	The lands south of the rail corridor in the Eastern Waterfront Precinct of the Municipality represent an excellent opportunity for Parkland Development which could be part of broader Trail initiative and also would be part of the entrance to the community.	Intermediate	Municipality in association with Waterfront Committee	<ul style="list-style-type: none"> Prepare a concept plan for the redevelopment of this park to incorporate an trail, an entrance feature and active and passive parkland facilities as deemed appropriate.
Dundas Street Residential development	The lands located between Dundas Street and Main Street extension represent an opportunity for residential development. This development will enable the municipality to capture some residential opportunities.	Intermediate	Private Land Owner	<ul style="list-style-type: none"> Ensure the planning documents include this as an opportunity and provide the planning rationale and approvals necessary to advance this project.
Commercial Development - former boat works	Opportunity for commercial development subject to remediation (prior to remediation the site could be used for active or passive parklands/open space)	Long Range	Owners of lands	<ul style="list-style-type: none"> requires environmental scan to ensure any contamination is remediated
Development lands north of Main Street	explore as possible business park	Long Range	Owners of lands	<ul style="list-style-type: none"> currently designated for residential development, requires justification

2014-2015 Strategic Plan

Appendix C

List of Figures

Figure 1
Study Area
 Waterfront Study
 Town of Deseronto

Legend

□ Study Area

--- Township Boundaries

Scale:



Notes:



CLARK
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Date: March 2005

File: 857Fig 1 - StudArea

Figure 2

Regional Setting

Waterfront Study
Town of Deseronto

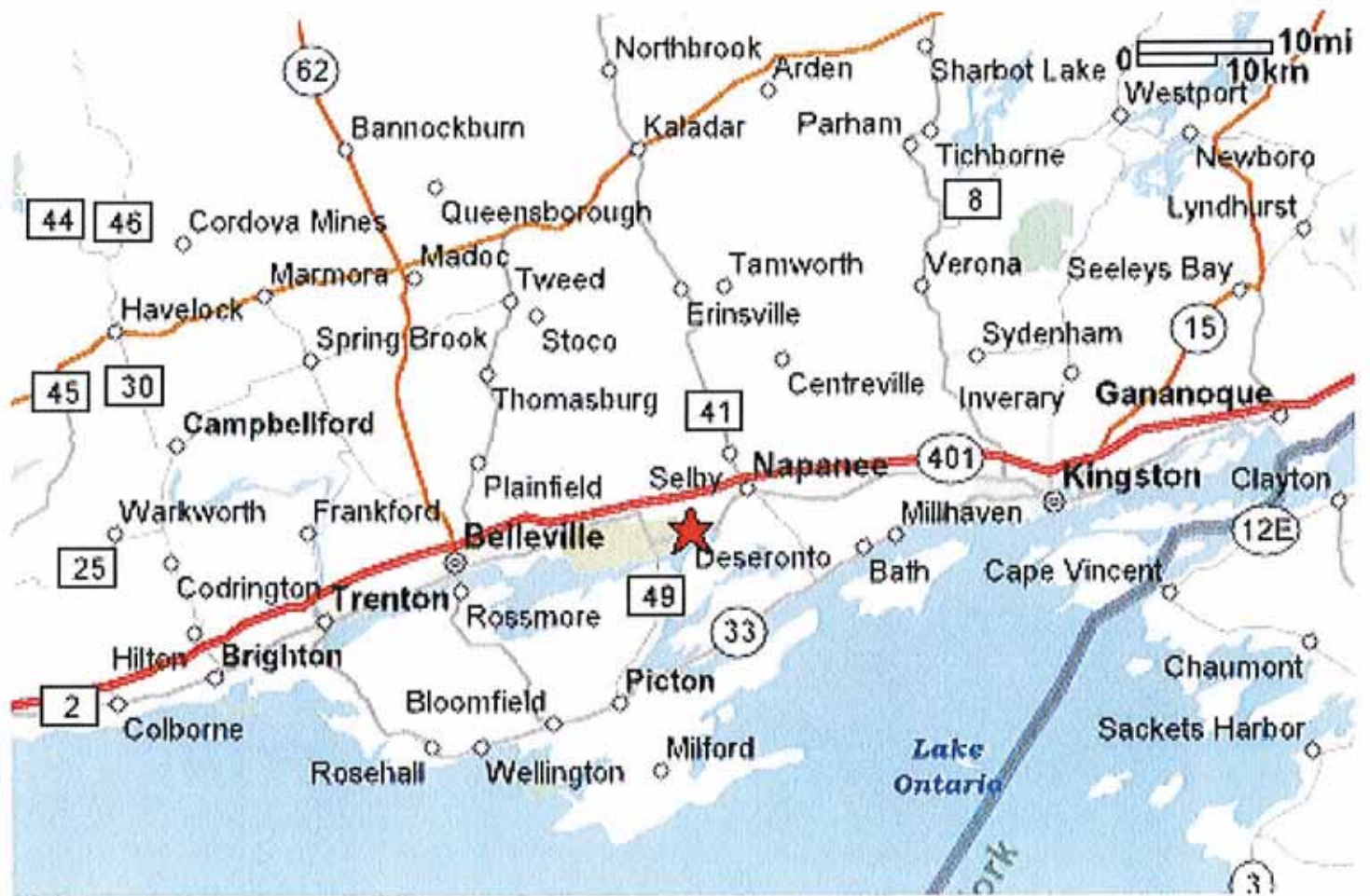


Figure 3
Existing Land Use
 Waterfront Study
 Town of Deseronto



Legend

- Residential low density
- Residential medium density
- Residential high density
- Waterfront Residential
- Commercial
- Industrial
- Community
- Park
- Hazard
- Vacant Land
- Flood Line

Scale:



Notes:



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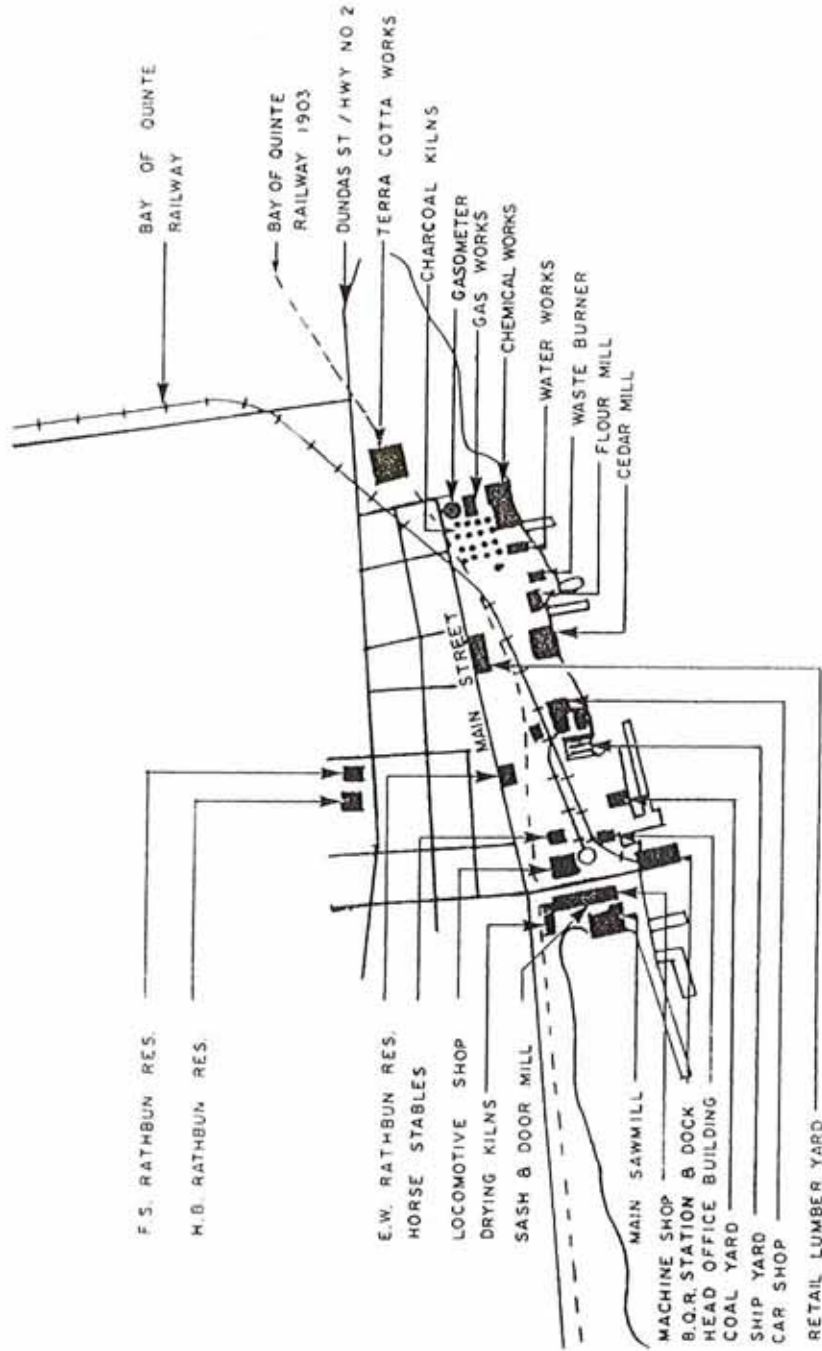
Figure 4 Historic Industrial Land Use Waterfront Study Town of Deseronto

Legend

Notes:

Source:
Wilson, Donald M. *Lost Horizons: The Story of the Rathbun Company and the Bay of Quinte Railway*. Belleville, Ontario: Mika Publishing Company, 1983, pg 49.

N.T.S.



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Date: March 2005

File: Fig 4 - 1896map.dwg

Figure 5



Figure 6



Figure 7



Figure 10

Views of the Boating Routes and Facilities

Waterfront Study

Town of Deseronto



View from Mohawk Bay of the public boat launch at Centennial Park and the Deseronto Marina locations

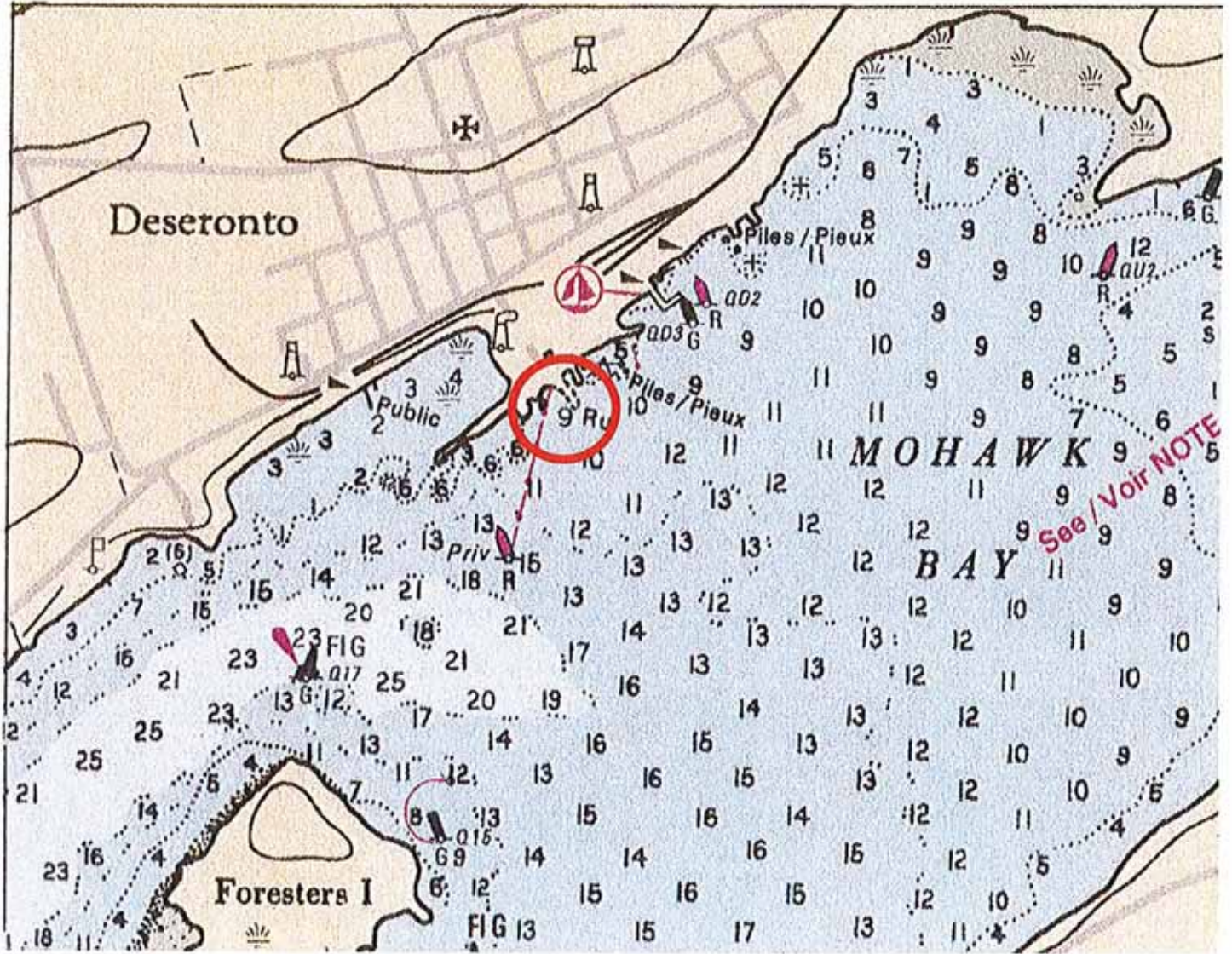


View of the Hwy 49 bridge to Prince Edward County and Forrester's Island, as well as the Long Reach.

Figure 12

Nautical Depths Chart

Waterfront Study
Town of Deseronto



The circle indicates the depth at the foot of Mill Street which would accommodate the increase in drafts from larger boats



Figure 13
Vision
 Waterfront Study
 Town of Deseronto

Legend

- Residential
- Waterfront Residential
- Commercial
- Industrial
- Community Facility
- Environmental Protection
- Open Space
- New Road
- Special Policy
- Yields

Scale:



Note:

*See Table 14



Date:

File: 857 Vision



Area and Yields

	Area 1	Area 3	Area 4	Area 5	Area 6	Area 7	Area 9	Area 11	Area 12	Area 13	Area 16	Area 18
# Residential Units	186	17	81				41		24	83	10	85
Retail Floor Area (sq.ft.)	33,700	18,800	88,500	13,455	2,240	10,100	7,373	53,800	6,500			

Figure 14
Short Term Action Plan
Waterfront Study
Town of Deseronto

Notes

*see Table 15

Scale:

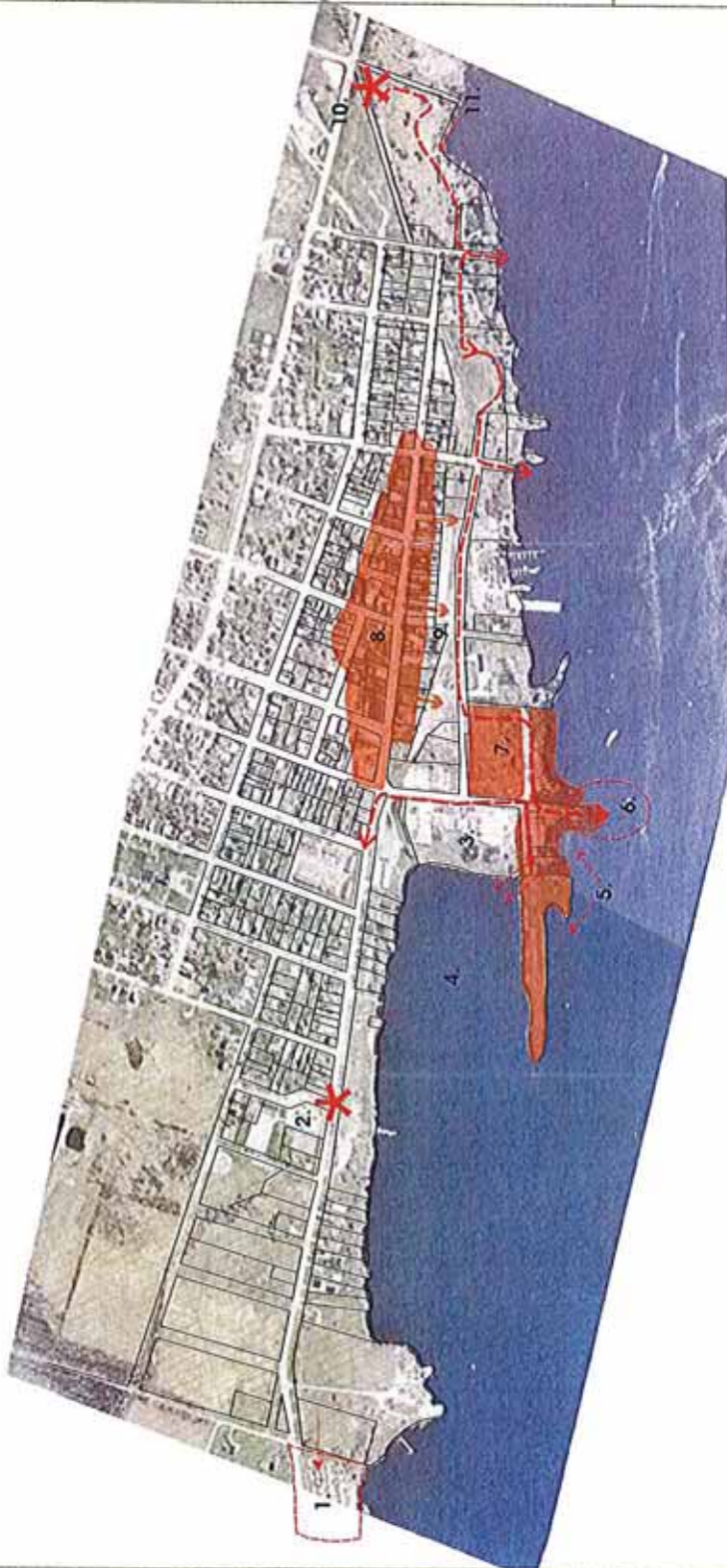


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File: 857Fig 14-shortterm.pdf



**Short Term
 Action Plan
 Legend :**

1. Boundary Adjustment of West End of Town to include the Swimming Lanes	2. Location of West Entry Point	3. Interim use of Head of Pond Site	4. Improve Quality in the Pond	5. Access Expansion at Mill Street including lands from the 319 to Youth Club	6. Improvement to Mill Street and foot path at foot of Mill Street	7. Community Space at Mill Street and Water Street	8. Downtown Improvements - shops - entrances - fill	9. Downtown Link to Waterfront	10. Location of East Entry Point	11. Waterfront Trail
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Figure 15 Intermediate Action Plan Waterfront Study Town of Deseronto

Notes

*See Table 15

Scale:



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File: 857657-Fig15.mxd.ctb



Action Planning Legend:

1. Open West Boat	2. Residential	3. Conferred Park	4. Head of the Pond	5. Yacht Club	6. Roundhouse/Lunch	7. Water Street	8. Abandoned	9. Abandoned	10. Main Street	11. Dundas Street	12. Eastern
Redevelopment Site	Redevelopment Site	Park	Pond	Redevelopment	Redevelopment	Redevelopment	Redevelopment	Redevelopment	Redevelopment	Residential Development	Parkland

Figure 16
Long Range/On-going
Action Plan
Waterfront Study
Town of Deseronto

Notes

*See Table 15

Scale:



Long Range/ On-going
 Action Plan Legend:

- 1. Commercial Development - former Building boat works
- 2. Development Lands North of Main Street
- 3. On-Going program for Cultural and Recreation Programming At Avena



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