

A Vision for Picton Harbour

January 2017



Acknowledgements

The Picton Harbour Development Vision was prepared through a collaborative and consultative process involving the Picton Harbour Development Subcommittee, County staff, stakeholders and members of the community.

Subcommittee Members

- **Treat Hull**, Councillor, Ward 1, Picton
- **David Dodd**, Citizen Member
- **Christine Winiarz Searle**, Vice-Chair, CEDC
- **Gordon Phillips**, Citizen Member
- **Brian Clark**, Citizen Member
- **Steven Burr**, Citizen Member
- **Lyndsay Richmond**, Picton Business Improvement Area

County Staff

- **Neil Carbone**, Director of Community Development
- **Grace Nyman**, Community Development Coordinator

Vision without action is merely a dream.

Action without vision just passes the time.

Vision with action can change the world.

- **Joel A. Barker**

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1. Introduction



Executive Summary

Picton Harbour has long been considered a key asset for Prince Edward County – attracting boating, fishing and sailing tourism and providing the quality of life and amenities that have attracted many residents to the County.

In developing this vision, the Picton Harbour Development Subcommittee considered the historical, cultural and socio-economic value of the Harbour to the Town of Picton and to the broader County – recognizing its potential as a hub of activity that could help address a variety of challenges including but not limited to:

- Downtown viability and support for existing small business
- Tourism and visitor amenities in areas not previously addressed
- Improved amenities for current residents and visitors as well as watercraft users
- Development of varied housing options in the Picton settlement area
- Creation of new business opportunities/jobs
- Celebration of the County's storied nautical history and loyalist origins

Through extensive research, public consultation and data analysis, the Subcommittee has developed 23 priorities to guide the future development of Picton harbour. From these priorities, four key themes emerged which formed the basis for the structure of this report:

- 1. Quality of Place**
- 2. Accessibility**
- 3. Amenities**
- 4. Activities**

These themes also provide context for how the recommended priorities address issues which may have impeded past harbour development attempts.

The realised vision of Picton Harbour contemplates a bustling hub of pedestrian and boater activity where a growing number of residents and visitors congregate to partake in live entertainment, eateries and outdoor markets; it sees Picton Harbour as an extension of Picton's commercial core where new and expanding businesses and public/private amenities cater to the

needs of a growing number of harbour residents, families, visitors, recreational boaters and fishermen; it envisions a gathering place where local culture and history are celebrated through art, architecture and interpretive elements that help define a uniquely Prince Edward County sense of place; and it seeks to strengthen the sense of community through improved accessibility and linkages with trails and public space, neighbourhoods, schools and community groups – with each helping to animate the jewel that is Picton Harbour.

Building on the success of the 2012 Age in Place Development Concept, this Picton Harbour Development Vision serves as a means of engaging stakeholders, identifying land needs and best uses, determining priority of infrastructure and amenities, and providing a foundation from which to solicit private, public, volunteer and not-for-profit interest and investment in this important Prince Edward County asset.

The Subcommittee feels privileged to have been given the opportunity to develop this important tool; I encourage our decision-makers to leverage this Vision as the basis for future incentives, budgetary allocation and land acquisition, and I urge stakeholders to share and promote this Vision for Picton Harbour to foster belief and excitement in the potential it holds for Prince Edward County.

Sincerely,

Treat Hull
Councillor, Ward 1 Picton
Chair, Picton Harbour Development Subcommittee

“This Picton Harbour Development Vision serves as a means of engaging stakeholders, identifying land needs and best uses, determining priority of infrastructure and amenities, and providing a foundation from which to solicit private, public, volunteer and not-for-profit interest and investment in this important Prince Edward County asset.”

*- Treat Hull, Chair
Picton Harbour Development
Subcommittee*

1.1 Objectives

The primary objective of the Vision for Picton Harbour was to advise the Community and Economic Development Commission and County Council on business, tourism and residential development opportunities, potential land acquisition, access requirements and needed amenities in and around the Harbour.

These objectives initially stem from the **Community Development Strategic Plan** (2014) which established two priority action items relating to Picton Harbour under its *Goal 1: A Vibrant and Beautiful Community*:

- 22.1 *Developing a concept plan for Picton Harbour for approval. Pursue land acquisition / access if necessary and determine needed amenities.*
- 22.4 *Consider water access opportunities for public recreation, tourism development and quality of place enhancement.*

Creation of the Vision was further supported by the Plan's *Goal 2: An Iconic Rural Brand* with the objective to build greater awareness of the County's lifestyle and visitor experience, and *Goal 3: A Supportive Environment for Business and Investment* with the objective to enhance the County's competitive advantage for attracting and retaining business and investment.

Building on those priorities, in 2016 County Council established a **Corporate Strategic Plan** which reinforced the objective of the Picton Harbour Vision through two of its five priority areas: *Goal 2: Business Friendly Environment* with the objective to continue to grow and diversify our economy into areas where we have used a competitive advantage and unused capacity; and *Goal 3: Maintain Rural and Historic Character* with the objective of maintaining the rural and historical character of the County through good planning processes.

Ultimately, this Vision is a means of engaging stakeholders, identifying land needs and best uses, determining priority of proposed infrastructure and amenities, and providing a foundation from which to solicit investment interest while reinforcing land use and other policies governing development in the County.

*In 2016 County Council established a **Corporate Strategic Plan** which reinforced the objective of the Picton Harbour Vision through two of its five priority areas: Goal 2: A Business Friendly Environment and Goal 3: Maintain Rural and Historic Character.*

1.2 Picton Harbour Development Subcommittee

The Picton Harbour Development Subcommittee was established by the Community Economic & Development Commission (CEDC) for the sole purpose of developing this Vision for Picton Harbour and seeing the plan through to endorsement by County Council.

The subcommittee is comprised of seven members, selected by the CEDC on the basis of their knowledge, experience and organizational representation related to Picton Harbour and/or broader community development.

Subcommittee Duties:

- Conducting stakeholder consultation (private and public sector)
- Conducting market analysis/competition
- Assessing current infrastructure/life cycle
- Identifying required amenities
- Identifying desired land needs/uses
- Identifying high-level phasing of development
- Identifying potential service delivery agents
- Obtaining high level cost estimates

1.2.1 Subcommittee Members

Lyndsay Richmond, Manager of Picton Business Improvement Association and a strong advocate on behalf of the downtown Picton businesses. Lyndsay has been involved with many downtown revitalization initiatives over the years.

Treat Hull, Councillor, Picton Ward 1, a Licensed Realtor and a Management consultant. Treat has a background in marketing and business analysis and has the ability to look for and focus on market requirements.

Steven Burr, Army Retiree, lives in the North-End of the County, and is on the Executive of the Royal Canadian Legion Branch 99 in Belleville. Steven owned a business in the recreational marine industry, is an avid sailor and very interested in the history of the County and the Picton Harbour.

Gord Phillips, partner of The Economic Planning Group of Canada Tourism Consultants in Nova Scotia and Ontario. Gord has spent his entire career in tourism including the operation of a cruise ship. He has a great deal of experience with resident and visitor attraction and programming to make a community a viable tourism destination. He lives in Picton and is a member of the Prince Edward Yacht Club.

David Dodd has been on the board of the Prince Edward Yacht Club for 10 years. David came to Picton in the 70's staying at the yacht club each year and moved to Prince Edward County in 2002. He is a Chemical Engineer and spent his career working in Ontario Hydro's Research Division.

Brian Clark is a registered architect and has been a resident of Prince Edward County for 29 years and involved in the design of about 400 projects of which one-half were built.

Christine Winiarz Searle is a citizen member Vice-Chair of the Community and Economic Development Commission. She is a CPA with more than 32 years of public service and currently lives in Wellington. Christine is also an avid sailor and former board member of Ontario Sailing and Sail Canada. As a race official, Christine participated in regattas in many harbours throughout Canada and the U.S. over the past 20 years.

Staff Resources:

Neil Carbone, Director of Community Development

Grace Nyman, Community Development Coordinator

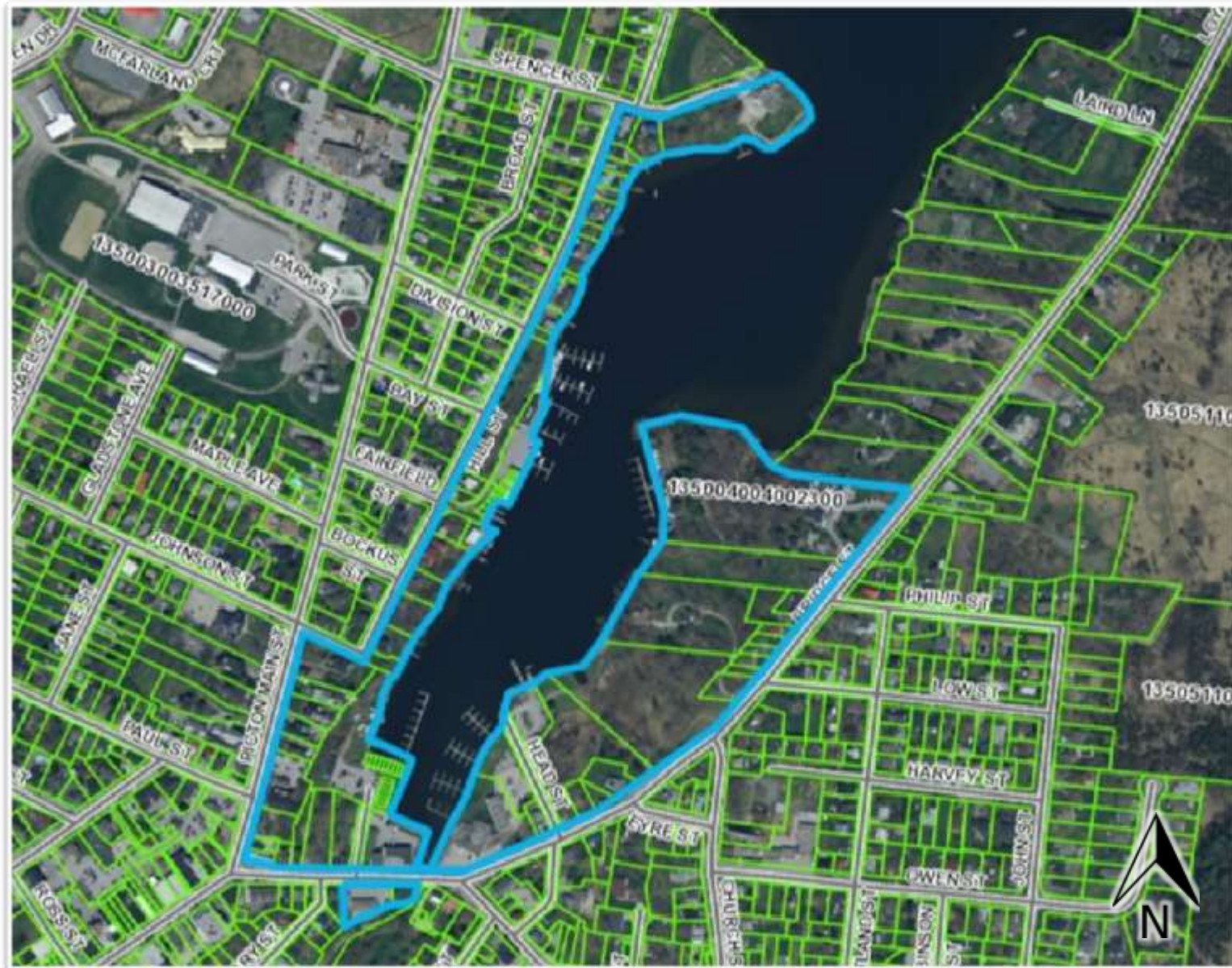
1.3 The Development Area

The Picton Harbour development area was defined at the beginning of the project as the harbour waters, shoreline and backshore areas bounded generally by Bridge Street on the south and east, Hill and Front Streets on the west and the Town of Picton limits to the north.

Boundaries:

- **North:** Town of Picton limits / Water Treatment Plant (Chimney Point)
- **West:** Hill Street South to Johnson Street, Main Street South of Shire Hall and adjacent parkette
- **East:** Bridge Street East properties to Claramount Inn & Spa
- **South:** Bridge Street West including the Municipal trail and parkette, and commercial plaza on south side

Picton Harbour Vision Development Area



2. Background



Source: The Maritime History of the Great Lakes site managed by Walter Lewis. Since 2005 this site has been the prototype for the digital collection management tools built for the Our Digital World (formerly the Our Ontario project of Knowledge Ontario.)



2.1 History of Picton Harbour

Picton Harbour is located at the head of Picton Bay and comprises a water area of approximately 50 acres within the Town of Picton. Historically the harbour provided the original impetus for settlement and development of the Town of Picton (incorporated in 1837), due to its importance as a terminus and trans-shipment facility catering to the lumber trade initially and later to grain shipments destined for New York State breweries. Picton Harbour was also an important factor in the success of Prince Edward County's canning industry and today it continues to serve as an essential recreational resource for the community and as a tourism asset of regional significance.

The original importance of the harbour related to its strategic position on the Bay of Quinte, one of Upper Canada's major commercial waterways, and its proximity to the larger markets in New York State. Although its commercial importance has declined significantly from earlier days, Picton Harbour continues to be a natural and safe harbour at the heart of the Bay of Quinte recreational cruising grounds and an ideal stopover for boaters transiting to the Thousand Islands.

2.2 Prior Studies & Reports

Despite the potential for increased community and economic benefit, there has been little in the way of strategic development efforts in this area save for a few completed town house developments and the repurposing of the old *Tip of the Bay* hotel building to house doctors' offices and the Prince Edward County Innovation Centre (venture capitalist firm).

2.2.1 Town of Picton Harbour Planning Study (March 1989)

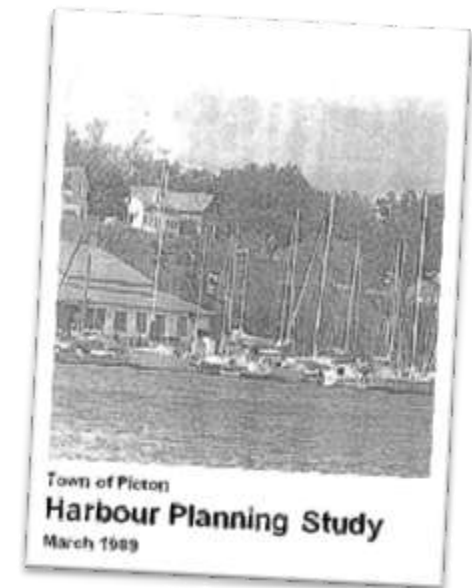
A Town of Picton Harbour Planning Study was conducted in 1989 by the Town of Picton. Although the information is somewhat dated, it contains many recommendations supporting improved boating facilities and connections between the downtown and the harbour.

The Picton Harbour Planning Study made a number of recommendations which continue to resonate today, including:

- Preservation of Existing Character
- Improved Transient Boater Visitation
- Improved Waterfront Accessibility
- Improved Visitor Awareness
- Improved Waterfront Development Standard
- Improved Surface Water Aesthetics
- Development of Municipal Facilities including:
 - Expansion of transient docking capacity at the Harbour Park Marina.
 - Acquisition of Chimney Point (Water Treatment Plant Property) for multi-use recreation area.
 - Re-develop the area of the existing boathouses adjacent to the federal government docks as passive waterfront park.
 - Consider the development of an in-water or floating pedestrian walk system to provide pedestrian access across the front of residential properties.
 - Implement a streetscape improvement program on Bridge Street adjacent to the head of the harbour;
 - Develop co-ordinated street and pedestrian signage to provide directional and promotional information of the harbour.
 - Develop information kiosks at key locations.
 - Explore the development of a self-guided interpretive tour based on the historical aspects of the Picton Harbour.
- Land Use and Legislative Control through creating a “Harbour Precinct” designation to establish a special policy area and acquiring public waterfront access and open space through site development agreements.

*[Consider] Land Use and
Legislative Control through...
acquiring public waterfront
access and open space through
site development agreements.*

*Town of Picton
Harbour Planning Study (1989)*



There is a disconnection between Main Street and the Harbour resulting from Bridge Street which is very steep and busy with few public amenities.

- A Strategic Action Plan for Downtown Picton (2005)



2.2.2 Strategic Action Plan for Downtown Picton (July 2005)

A Strategic Action Plan for Downtown Picton 2005 noted that one of the most defining features of the Town of Picton is the Harbour. The study noted 1) the private ownership of land in the Harbour as a challenge which limits opportunities to dramatically improve public access to this amenity in the short-term and 2) there is a disconnection between Main Street and the Harbour resulting from Bridge Street which is very steep and busy with few public amenities.

The Action Plan for Downtown Picton also recommended the following:

- Improving sight lines and views of the Harbour at different vantage points
- Signage on main street and on Bridge Street
- Increased activities on the Harbour that connect with Downtown
- Shuttle/trolley service between the public boat launch, yacht club, and along Main Street
- That the Picton BIA assist as required on connecting Downtown to the Harbour, begin a relationship with the harbour and work cooperatively with the Harbour Committee.
- That the Picton BIA assist as required in planning (e.g. where to put directional signage) for parks.

2.3 Community Context

Prince Edward County is a unique place in Ontario. It is the only municipality in the Province nearly self-contained as an island encompassing approximately 1,050 square kilometers and boasting over 800 kilometers of shoreline with geological phenomenon like Sandbanks and Lake-on-the-Mountain Provincial Parks and growing number of wineries and restaurants which attract considerable and expanding tourism traffic during the summer months.

Due to its proximity to Kingston, Ottawa, Montreal and the Greater Toronto and Hamilton areas, Prince Edward County has attracted new residents and investors to the region bringing with them new business ventures including restaurants, artisan products, unique retail experiences and a burgeoning culinary sector based on a popular local food movement and growing wine, craft beer, cider and spirits industry.

People choose to live and visit Prince Edward County because of its natural charm, its extraordinary *farm to table* movement, its entrepreneurial spirit and its talented artistic community. They are here for authenticity and to immerse themselves in the opportunities this region provides.

Based on 2011 Municipal Property Assessment Corporation estimates, 5,767 residents out of 32,017 residents were seasonal with 9/10 vacation homes being owned by urban households and an average homeowner age of 52.

The County is being impacted by a demographic shift towards an older population that has resulted from natural, generational aging and the attractiveness of the region to early retirees. In the last census period from 2006 to 2011, there was an above average increase in the 50+ age category and this reflects the community's attractiveness to seniors and retirees.

Recent improvements in telecommunication infrastructure are attracting individuals working in knowledge-based employment sectors.

Industry Projections 2014-2020	
<i>INCREASE IN JOBS: EMPLOYEES & SELF EMPLOYED</i>	
Industry	#Jobs
Health Care	+ 89
Accommodation and Food Service	+ 69
Agriculture	+ 48
Manufacturing	+ 31
Professional, Scientific and Technical Services	+ 28
Construction	+ 25
Other Services	+ 18
Retail	+ 14
<i>Based on North American Industry Standards Code (NAICS Code) EMSI 2015.1</i>	

Average Household Income and Dwelling Value		
Municipality	2016 Weighted Mean Value of Dwelling	2015 Est. Avg. Household Income
Prince Edward County	\$251,783	\$90,878
Belleville	\$192,308	\$73,285
Quinte West	\$195,449	\$81,208
Kingston	\$259,570	\$87,259
Source: BMA Management Consulting Inc. 2016 Municipal Study		

While the 50+ age group continues to grow, it is expected that the rate of home-based employment will increase as semi-retired residents seek lifestyles allowing them to work in *footloose* industries on a full-time or part-time basis.

The County is also enjoying a renaissance of young professionals with families and young creative class workers migrating to the area seeking authentic living opportunities. This is beginning to balance out the population demographics, creating a truly dynamic and diverse environment.

The County’s estimated 2015 average gross household income of \$90,878 is higher than both Belleville (\$73,285) and Quinte West (\$81,208) which reflects the influx of wealth associated with the increase in retirees.

2.4 Economic Context

Prince Edward County’s agricultural roots date back more than 200 years, as evidenced in its landscapes and local economy. However, recently the county has seen the emergence of a more integrated rural economy that supports a broad range of small-scale, knowledge-based businesses, with notable strengths in agri-business, tourism, commerce, niche manufacturing, and arts and culture enterprises. Although much of the business and entrepreneurial activity takes place in the commercial cores of the County’s largest settlement areas including Picton, Bloomfield, Wellington, Consecon and Rossmore, local business growth is increasing in homes and on farms; a trend consistent with the experience of many small urban and rural communities across the province.

The County attracts considerable tourism traffic during the summer months, initially due to the presence of Sandbanks Provincial Park and more recently bolstered by the County’s growing profile as a food and wine destination – adding a level of vibrancy and activity unique in Eastern Ontario. However, it is the County’s quality of place and proximity to Kingston, Ottawa, Montreal and the Greater Toronto and Hamilton Area that has provided the draw for new residents and investors to the region.

This has resulted in new business ventures including restaurants, artisans, unique retail experiences and a burgeoning culinary sector based on a popular local food movement and a growing wine industry. While much of the small business economy is still dependent on the influx of tourists and seasonal residents, the County's shoulder tourism seasons have expanded in recent years. Still, the nature of these sectors means that many businesses must still plan for reduced activity during the non-peak months.

Notwithstanding the strong evidence of a creative rural economy, the County's demographic shift towards an older population, coupled with the departure of youth for educational pursuits or employment opportunities, has created an imbalance in the County's demographic profile which could impact its ability to create and sustain economic growth over the long term. Combined with broader provincial trends such as the shift towards a service and knowledge based economy, the general decline of manufacturing and the increasing cost of entry in the agricultural sector, the recent repositioning of the County's economy with an emphasis on family and footloose professional attraction, workforce development, ICT infrastructure expansion and continued tourism promotion was a warranted shift.

In this context a Picton Harbour Development Vision can act as a guide for municipal staff, citizens and prospective developers/investors in shaping Picton Harbour in a manner that supports Picton and the County's broader economic development priorities and opportunities.

The Community Development Strategic Plan of 2014 cited a number of priorities bringing together the aspirations of the community with economic and political realities to shape the County's path to sustainable economic growth and prosperity for the next five years and beyond. Among those priorities it recognized the need to continue expanding community assets to attract new business and investment – giving consideration to the County's 800km of waterfront and enabling limited waterfront development in the form of improvements to existing marinas, new marina development and more waterfront based activities and amenities.

Additionally, through the 2016 Downtown Revitalization Project there has been a focus on creating vibrant downtowns with the Picton Business Improvement Area identifying the need for an enhanced streetscape, improved walkability and better connections with the harbour.

A Picton Harbour Development Vision can act as a guide for municipal staff, citizens and prospective developers and investors in shaping Picton Harbour in a manner that supports Picton and the County's broader economic development priorities and opportunities.

2.5 Real Estate

With considerable potential and need for residential and/or mixed-use development in and around Picton Harbour, the real estate market in Prince Edward County is of considerable importance to the overall vision for the harbour lands and will greatly influence the volume and type of development pressures the County will face in the coming years.

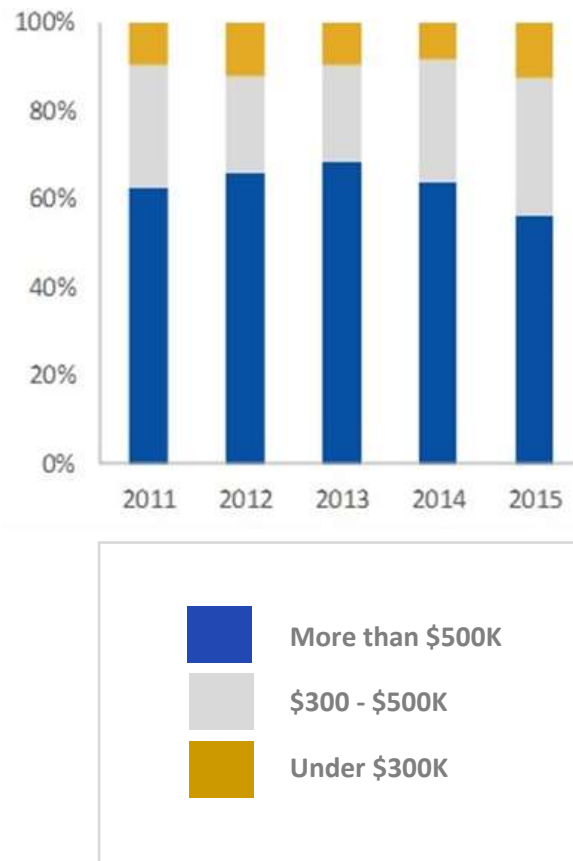
Until recently, the majority of the County's newcomers were seniors, either retired or on the cusp of retirement. Recently, with the increase in the number of people working from home and the arrival of rural, high-speed internet, an increasing proportion of new arrivals are mid-career professionals and entrepreneurs. These developments are reflected in the County residential real estate market where there are two broad segments, each with its own dynamics.

The market for homes under \$300,000 is predominantly made up of long-time residents. The most important sectors of the local economy including agriculture, tourism and retail provide relatively low wage employment, limiting the local demand for more expensive homes.

Purchasers of homes over \$300,000 are predominantly new arrivals, drawn largely from the GTA.



Prince Edward County Real Estate Product Mix



Detached Home Sales (MLS) and Product Mix charts are printed with permission from Treat Hull and Associates

The County offers a variety of amenities which have a strong appeal for mid-career professionals and retirees including:

- *Natural beauty.* The County offers an unspoiled, pastoral countryside and, with 800 km of shoreline, extensive water views.
- *Local food.* There is a strong local food scene, with fresh produce readily available from local farm stands and markets, and a variety of contemporary dining opportunities.
- *Wineries.* In addition to moderate temperatures, the County also has limestone soils and latitude similar to Burgundy in France. From a single winery in 1993, the County now boasts over 40 wineries.
- *Arts scene.* With numerous artist's studios, a professional theater company, jazz and classical music festivals, etc., the County offers a vibrant arts scene.
- *Outdoor recreation.* The County offers a wide variety of outdoor recreational choices including trails, biking, swimming, sailing and fishing.
- *Toronto access.* Central Toronto is 200 km by car. In addition, there are six trains daily from Belleville, making Toronto readily accessible for work, entertainment or family.
- *Attractive values.* As described in greater detail below, real estate prices in the County offer very good value when compared to large urban areas.

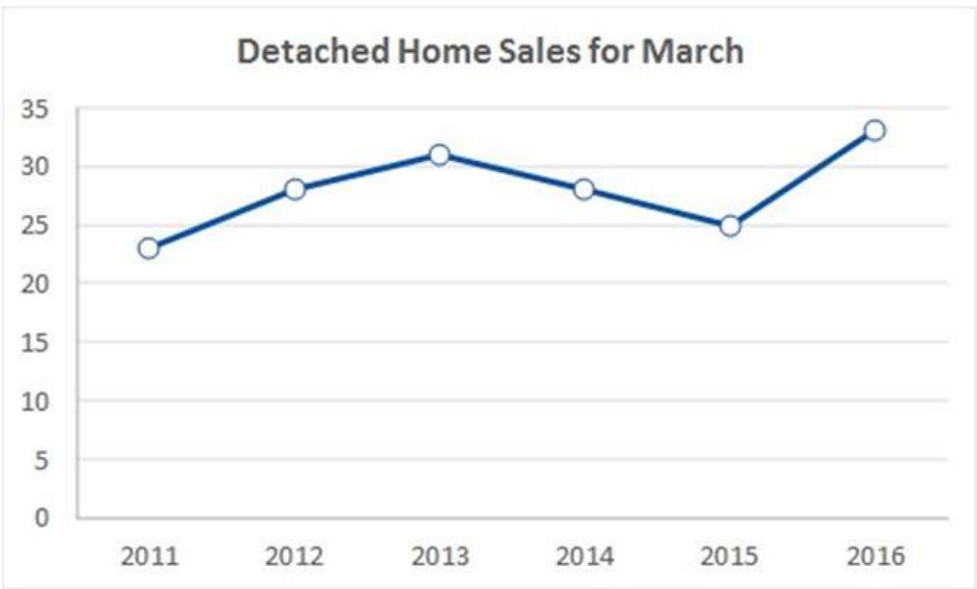
Demographics strongly suggest that demand for County real estate will continue to grow for an extended period, particularly for homes over \$300,000.

As noted earlier, seniors from the GTA are the major source of demand for such homes.

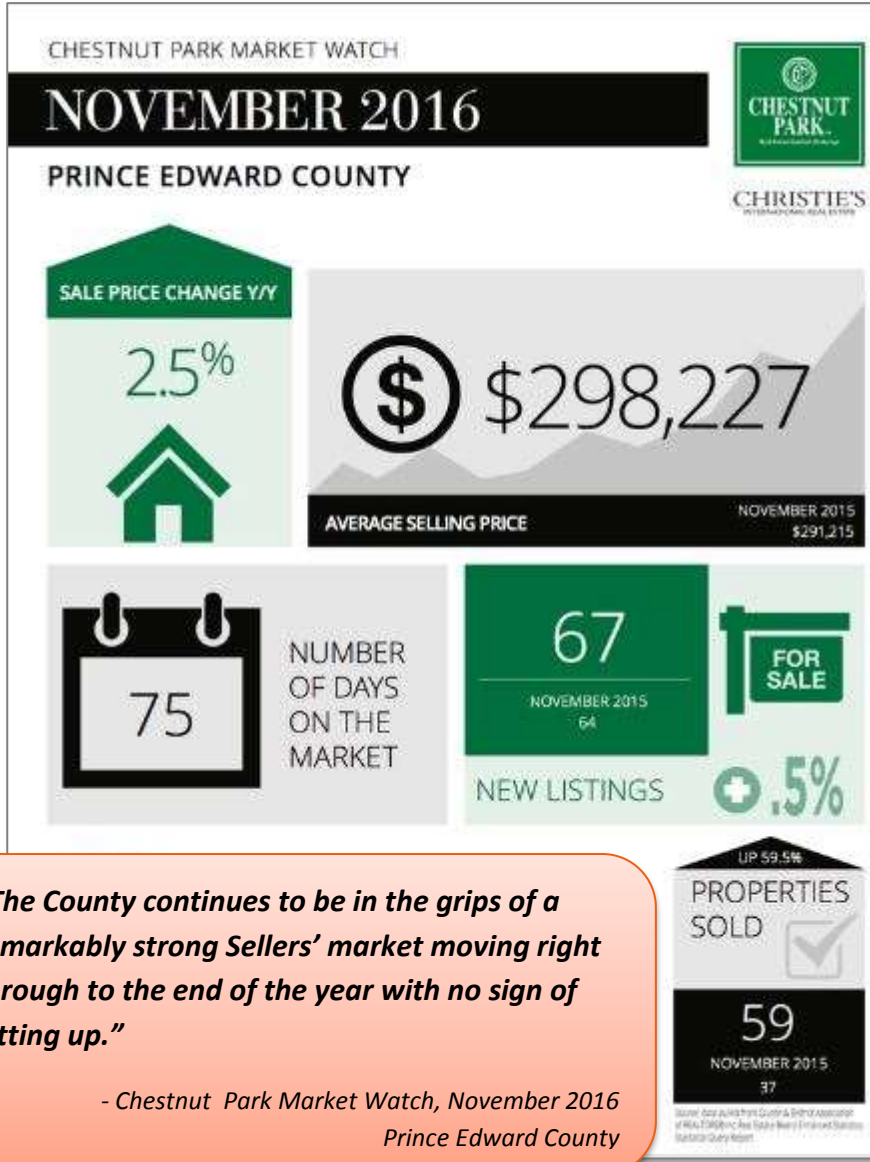
The “baby boom” in Canada occurred later than in the US and the number of people turning 60 each year will continue to increase for another decade. Even after the boom peaks, seniors will continue to enjoy many years of active life after turning 60.

Similarly, telecommuting is expected to continue to grow, widening the appeal of the County to mid-career professionals.

Comparing like-for-like homes, the County offers marked superior value compared to the GTA and other nearby urban centres; however, the issue of too many buyers chasing too few properties has recently manifested in the County.



Detached Home Sales (MLS) and Product Mix charts are printed with permission from Treat Hull and Associates



Printed with permission from Chestnut Park Real Estate Ltd.

This shortage of new and active listings combined with strong demand for properties is creating strong competition, upward pressure on prices, and frustrating buyers who are increasingly losing out when they do not act quickly to secure the latest desirable property which comes onto the market. Multiple offers on properties selling within days of being listed are increasingly commonplace in the County.

As the number of sales surge and prices continue to escalate in nearby urban centres, properties in the County are being snapped up at a swift rate when they come on the market, and at prices close to, and sometimes exceeding list price. This trend is likely to continue due to a lack of new inventory.

Generally, the County's real estate market should prove to be very robust and vibrant for the foreseeable future, assuming that more properties come onto the market. The County has much to offer those seeking a more relaxed rural lifestyle with extensive amenities and attractive property values and this bodes particularly well for residential development in and around Picton Harbour.

In the context of the Picton Harbour Development Vision, the current market conditions mean an ideal environment for residential development in and around the harbour given the availability of land, proximity to core community services and amenities, the demographics of new residents and the looming upward pressure on real estate prices.

2.6 Land Use Planning

The Picton Harbour Development Area is affected by three major policy documents: **1) the Picton-Hallowell Urban Centre Secondary Plan, 2) the Picton Main Street Heritage Conservation District Plan, and 3) the Intake Protection Zone.**

The Subcommittee relied on assistance from the County's Planning office to ensure that the Vision's direction aligned with these existing land use policies. Two policy areas from the Picton-Hallowell Urban Centre Secondary Plan in particular helped to inform the Subcommittee's Vision, as summarized below:

TOP-OF-THE-HILL/SHIRE HALL (Section 2.12.1.2 of the Picton-Hallowell Urban Centre Secondary Plan)

The Top-of-the-Hill/Shire Hall location provides a unique opportunity to address a number of community planning goals associated with both the Downtown and the Harbour. A town square in this location could serve as a gateway feature for the community while providing a visual connection between Downtown and the Harbour. Improved physical connections between the two areas would benefit both residents and visitors alike by providing easier access to the often overlooked Harbour area. Finally, the potential to integrate the grounds of Shire Hall and the adjacent parkette make this town square location attractive.



PICTON HARBOUR (Section 2.12.2 of the Picton-Hallowell Urban Centre Secondary Plan)

Picton Harbour is often overlooked by residents and visitors alike. The lack of visual and physical connections between Downtown and the Harbour is a result of the escarpment that divides the two areas and private ownership of the intervening lands. Without these connections, it is difficult to draw people to the waterfront. During the community planning process, residents indicated that Picton Harbour deserves special attention and provided several suggestions of what could be done here.

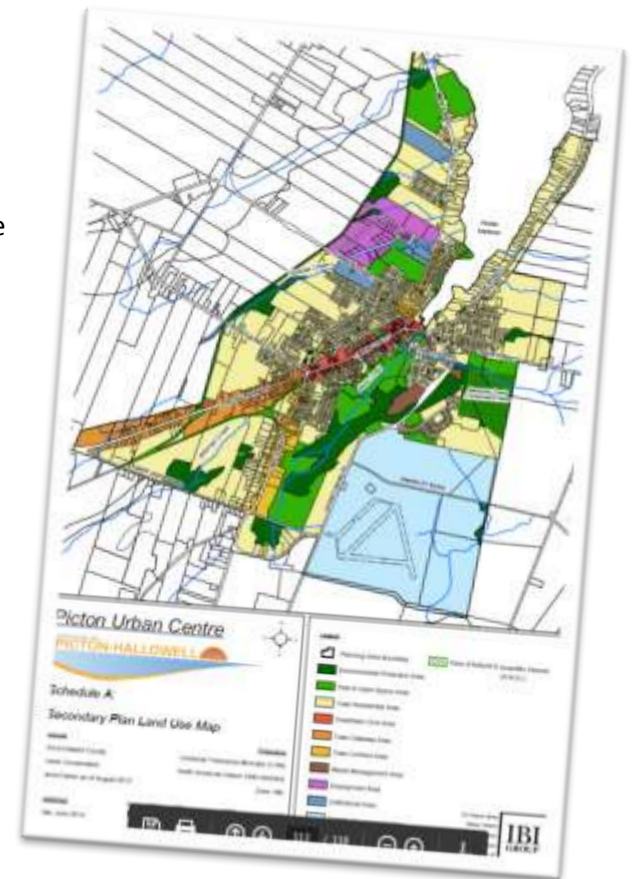
Previous planning, design, and economic studies have identified the Top-of-the-Hill as a suitable location for park or open space that would improve the visual connection with the Harbour, and this concept is supported by this Plan. This Plan also suggests that a physical connection could be made from the town square to the Harbour through the development of terraced stairs and walkways/ramps. These connections, when made in combination of various improvements at the water's edge, will provide an opportunity to enliven the Harbour.

For more information about the Picton Secondary Plan and other land use policies affecting Picton Harbour, see the following links:

- <http://www.thecounty.ca/county-government/departments/planning/>
- <http://www.thecounty.ca/media/pe-county/documents/departments/planning/secondary-plans/Picton-Urban-Centre-Secondary-Plan---Adopted-June-2014.pdf>

Previous planning, design, and economic studies have identified the Top-of-the-Hill as a suitable location for park or open space that would improve the visual connection with the Harbour

- Picton Urban Centre Secondary Plan (2014)



2.7 Current Users / Programming



2.7.1 Prince Edward Yacht Club

Housed in the former electric lighting plant built for the town in 1890, the building was rejuvenated in 1937 by the town council for the Yacht Club for a modest rental fee. The now privately owned club is membership driven with use also extended to reciprocal and non-reciprocal yacht clubs. They offer docks and moorings and rental of the clubhouse is available to members as well as the public for events, meetings and weddings. The Prince Edward Yacht Club also manages the Prince Edward County docks located at the Yacht Club as well as the harbour moorings.



2.7.2 Prince Edward Cruising Club

A privately owned club in operation since 1971 and located at the docks of the historic Claramount Inn & Spa. Cruising Club Members have use of docks, parking, and storage. Visitors to the Claramount Inn & Spa also have access to the docks.



2.7.3 Picton Harbour Inn

Privately owned and operated and situated in a particularly strategic and historically significant location, at the head of Picton Harbour. The Picton Harbour Inn offers rooms for rent, Restaurant, Docks and Boardwalk. Visitors and fisherman stay at the inn and both guests and residents can dine at the restaurant or enjoy the boardwalk.



2.7.4 Innovation Centre Docks

Located at 35 Bridge Street, the former Tip of the Bay hotel houses the Prince Edward Family Health team, The Hastings Prince Edward Counties Health Unit and the Upper Canada Equity Fund Business Incubator. The boardwalk, docks and slips were recently taken over by First Stone Ventures Partners who own and operate the property. Visiting boaters have use of the docks and slips and the boardwalk is open for public use.

2.7.5 Claramount Inn & Spa

Privately owned and operated, the Claramount Inn & Spa lands were purchased in 1904, by Edward M. Young, a lawyer and County Clerk from the estate of Reverend William Macaulay, founder of Picton. Young named the estate for his wife, Clara, who was the daughter of canning magnate Wellington Boulter. The Claramount Inn & Spa features a spa, Inn and Restaurant. Docking is available for its Inn patrons and the Prince Edward Cruising Club.



2.7.6 Royal Harbour Condominiums

The 15-unit Royal Harbour Condominiums is managed by Condominium Corporation. A public boardwalk was built by Royal Harbour Developments Ltd. and was to be maintained for a period of two years after completion at which time the municipality took it over. (By-law 44-1991) Docks are used by condominium owners and were recently replaced in 2015.



2.7.7 Picton Terminals

Picton Terminals is a pre-existing, deep-water marine port facility in Picton, Ontario, Canada. The facility has been dormant for the past 30 years but recently purchased by ABNA Investments in order to develop the property as a commercial marine port. This development has the potential of having a considerable economic impact on Eastern Ontario industries through reduced transport and logistics costs. Compatibility with the natural environment and proximity to proposed non-industrial harbour developments must be considered.





2.7.8 County of Prince Edward Public Dock & Marina

Located at 1 Head Street the Municipal dock and marina is open for public use and features washrooms with showers, freezer, pump out station house, seawall, some supplies, gas and parking. Open from May (Victoria Day) to September (Labour Day).



2.7.9 Water Treatment Plant (Chimney Point)

Located at 30 Spencer Street, the Water Treatment Plant is owned and serviced by the Municipality with users in the Town of Picton and the Village of Bloomfield. This property covers approximately 4 acres of land.



2.7.10 Private Properties

A number of privately owned properties with/without docks as well as privately owned boathouses dot the harbour, with some of the properties encompassing an owned water lot within Picton Bay. These properties present opportunities and restrictions associated with shoreline easements, boardwalk access and potential conflicts with public/commercial uses/activities.

3. Research & Engagement





Cobourg



Lakefield



Kingston

3.1 State of Picton and Regional Harbours

3.1.1 Review of other Harbours

Subcommittee members were tasked with identifying and researching comparable harbours or aspects of harbours that they felt stood as hallmarks of good harbour design and development. A number of marinas/harbours including provincial, national and international sites were presented.

Marinas/Harbours Researched:

- Alvor Harbour, Portugal
- Ashbridges Bay Yacht Club, Toronto, Ontario
- Cobourg Marina, Cobourg, Ontario
- False Creek Harbour, Vancouver, British Columbia
- Geneva Harbour, Geneva, Switzerland
- Gimli Harbour, Gimli, Manitoba
- Kenora Harbour, Kenora, Ontario
- Lakefield Marina, Lakefield, Ontario
- Napanee Marina, Napanee, Ontario
- Nepean Sailing Club – West end of Ottawa.
- Portsmouth Olympic Harbour, Kingston, Ontario
- Port of San Francisco, San Francisco, California
- Port Dalhousie Pier Marina, St. Catharines, Ontario
- Salt Spring Marina, Salt Spring Island, British Columbia
- Victoria Harbour, Victoria, British Columbia

Key attributes that stood out from the various marinas/harbours studied:

1. Accessibility

Harbours and marinas that appealed to the subcommittee members were accessible to both the boaters and the public. Accessibility included boardwalks, parks, washrooms as well as shops and restaurants.

2. Activity and Amenities

What stood out with some of the harbours researched was that they served as a hub of activity. The harbour was a place to meet for guided walks, enjoy the outdoor patios of cafes and restaurants, visit with friends, listen to live music and participate in festivals and events that took place.

3. Reason to come to Harbour

The committee noted that a conscious effort was made by the various communities to ensure the viability of their harbours through establishing them as a destination. Public investment into the facilities, walkways, activities and various connections were made.

4. Water Quality

The effort to maintain water quality in the harbours was seen to be an important factor to ensure the vitality and attractiveness of the harbour. This was handled in some harbours through the use of fountains to give both a visual, creative element to the harbour while keeping the water moving to prohibit weed growth.

5. Scenic Beauty of Harbour

For some communities the focal point of their harbour was its scenic beauty and the attractiveness of nearby property, making people want to spend time there.

6. Additional points that stood out to the committee

Harbours with heritage buildings provided an historic atmosphere and charming ambiance. A critical mass of activity around the harbours including restaurants and cafes, walkers, parks, and the number of boats made harbours feel alive and generated further activity and growth.



St. Catharines



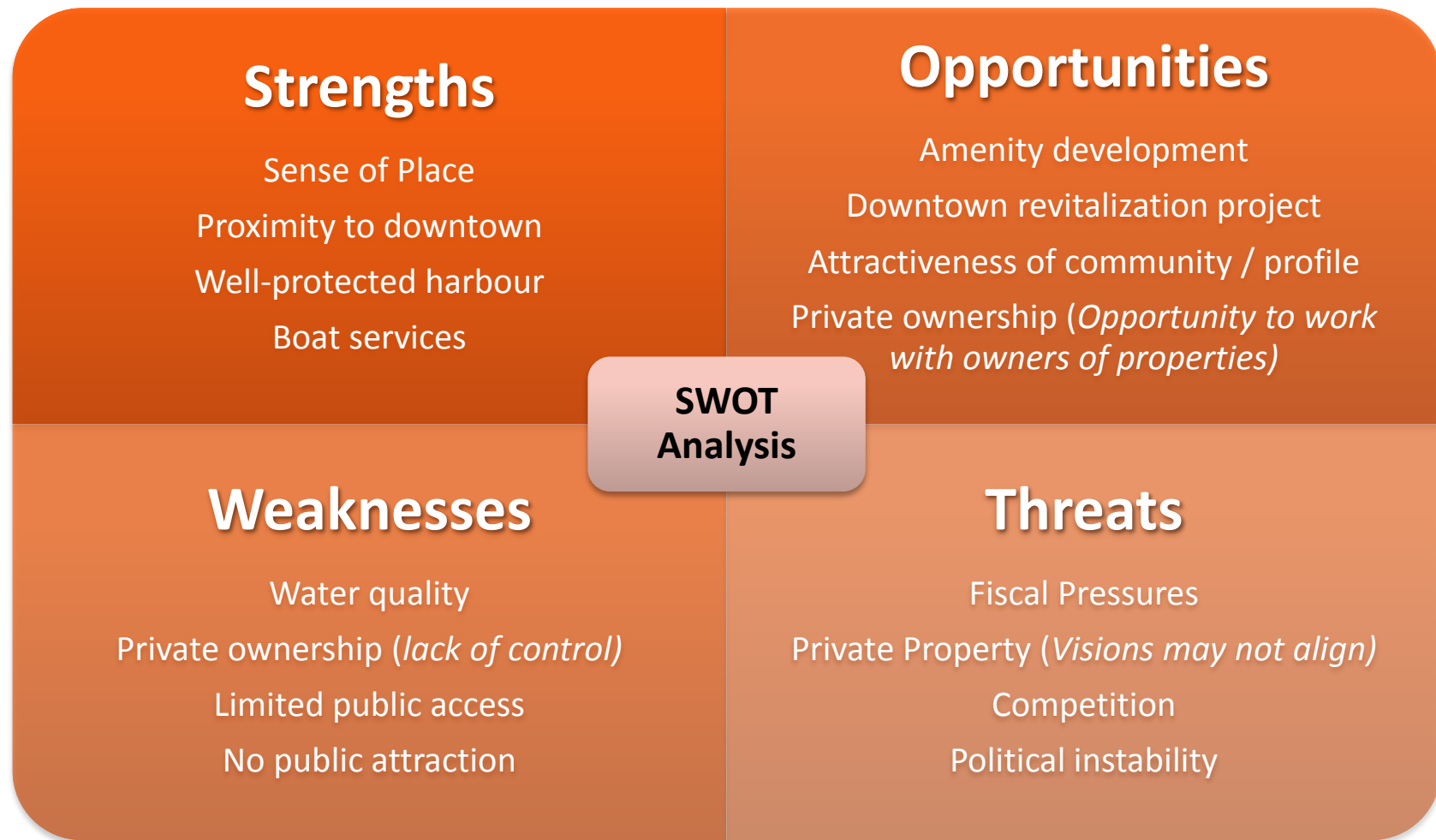
Napanee



Nepean

3.1.2 SWOT Analysis

The subcommittee undertook a lengthy SWOT analysis to identify the key Strengths, Weaknesses, Opportunities and Threats related to the Picton Harbour. The top four in each category are listed below:



3.1.3 Visits to Local Harbours

As part of our research, the sub-committee toured the Picton Harbour, Picton Yacht Club and the new Trent Port Marina in Trenton. The following were their observations and comments.

Picton Harbour Tour

The committee members engaged in a boat tour of the Picton Harbour to experience the harbour from the water and identify opportunities or challenges.

Highlights:

- Limited public access
- Hidden from downtown
- Boardwalk in disrepair
- Entrance to harbour not very inviting
- No public space



Trent Port Marina Tour

Mayor Jim Harrison of Trenton, hosted the committee on a walking tour of the new Trent Port Marina.

Highlights:

- Some great assets including meeting space, public washrooms, trail, canteen, location and accessibility to the public and residents.
- Size and scope are not in line with what we could, or would need to do in Prince Edward County.





While its use has grown in recent years, the Prince Edward Yacht Club presents the community with an alternative venue in a unique setting at which to host the increasing number of special events taking place in the County.

Prince Edward Yacht Club Tour

Highlights:

- Great asset to the community with an active membership base
- Facilities are in good condition with some updates being performed recently; older ascetic remains however
- Not easily visible to the public
- Could benefit from better signage and visibility to encourage public use
- While its use has increased in recent years, the Prince Edward Yacht Club continues to present the community with an alternative venue in a unique setting at which to host the growing number of special events taking place in the County.

3.2 Surveys

Surveying visitors and stakeholders of Picton Harbour to gather both qualitative and quantitative data, was important to gauge public and user opinions, and to understand the competition Picton Harbour faces as well as the potential opportunities and/or barriers to future development. Timing of the surveys was important in order to reach the harbours varying user groups.

3.2.1 Stakeholder Surveys

The Subcommittee identified the following current or potential stakeholder groups to participate in this initial survey:

- Picton Business Improvement Association businesses
- Picton Recreation Committee
- Picton Harbour Inn
- First Stone Venture Partners
- Royal Harbour Condominiums
- Merland Park Cottages
- Various commercial fishermen and charters
- Sightseeing Boat Tour Companies

- Prince Edward Cruising Club
- Prince Edward Yacht Club
- Museums of Prince Edward County
- Claramount Inn and Spa

Stakeholder Surveys were distributed during the period of May to August, 2015, door to door, in hard copy and in electronic format resulting in 51 responses.

Key themes emerging from the Stakeholder Surveys included:

- Greater access to the harbour for residents and all visitors to the County
- Improvement and installation of:
 - Restaurants
 - Park
 - Accessibility
 - Docking
 - Trails and Walkways
 - Boardwalks
 - Entertainment
 - Wayfinding Signage
 - Marketing
 - Parking

The complete Stakeholder Survey findings are included as **Appendix A**.

Picton Harbour Stakeholder Survey <i>based on 51 survey responses</i>	
Stakeholders felt the following were the top amenities NEEDED in the Picton Harbour	
39%	Restaurants
33%	Park
33%	Accessibility
25%	Docking
18%	Trails and Walkways
18%	Boardwalks
16%	Entertainment
11%	Wayfinding Signage
11%	Marketing
10%	Parking

Picton Harbour Visitor Survey <i>based on 71 responses</i>	
Visitors LIKED the following about the Picton Harbour	
66%	Friendly and helpful staff in the harbour and downtown businesses
27%	The atmosphere and the setting of the harbour
21%	The proximity of the harbour to the town is within walking distance
10%	Great restaurants
8%	Excellent shopping
Visitors DISLIKED the following about the Picton Harbour	
24%	Docks require repair
24%	Shuttle service needed
13%	More activities around the harbour
13%	WIFI needed.
8%	Boardwalks require attention.

3.2.2 Visitor Boating Surveys

Visitor Surveys were distributed between May and August of 2015 in hard copy and electronically through the Prince Edward Yacht Club, Cruising Club, Innovation Centre, Picton Harbour Inn, County docks, Prince Edward County Chamber of Tourism & Commerce and through private boat charters.

There were 72 respondents to the visitor survey.

Based on the 72 respondents to the visitor survey, it was evident that visitors to the Picton Harbour enjoyed the friendly staff at the harbour. They come to the harbour to enjoy shopping, the restaurants, the atmosphere of the town and its proximity to the harbour. It is a close walk to everything. The well sheltered nature of the harbour is also a key draw.

However, visitors would like to see improved access to the town by way of shuttle bus as the town hill is too much of a climb, especially for some of the aging boaters. Boardwalk repairs, additional and better docks, WIFI and more electrical hookups as well as marine supplies, activities and entertainment and safe crosswalks were some of the recommendations for improvement.

The complete Visitor Survey findings are included as **Appendix B**.

3.3 Asset Inventory & Relationship Mapping

As part of the research and data collection, a comprehensive inventory of public and private infrastructure and operational assets was compiled.

The inventory included available facilities and services such as buildings, docks, haul-out and launch services, storage, cranes, parking lots, refuse receptacles, fees and other services such as WIFI availability, grilling stations, picnic tables, public and privately owned lands, public access and easements and other features. Assets associated with the following businesses/land owners were included:

- Municipal Docks and Launch
- Royal Harbour Condominiums
- First Stone Venture Partners (Innovation Centre)
- Picton Harbour Inn
- Prince Edward Yacht Club
- Prince Edward Cruising Club/Claramount Inn & Spa
- Various privately owned vacant/development lands

This process was instrumental in establishment of the SWOT analysis and surveys, and shed light on the potential opportunities and challenges that existed with development based on the number, ownership, location, regulation or control of services, physical infrastructure or real property.

The asset inventory was also leveraged through a *relationship mapping* exercise that looked at the number and strength of the *connections* between the various assets and the Subcommittee's identified SWOT, thus providing justification for prioritizing investment or action in certain areas.

The complete Asset Inventory is attached as **Appendix C** and the Relationship Mapping exercise as **Appendix D**.

4. Approach to Development



Photo by Mike Johnston

4.1 A Foundation for Decision Making

The Subcommittee's vision, values and guiding principles made up the foundation for decision making by building common beliefs and understanding of the rationale for their priorities and recommendations. By implementing a clear vision and detailed values, the committee was able to ensure that decision-making was consistent and that key interests were being considered with each discussion.

4.1.1 Vision Statement

A vibrant waterfront meeting place for residents and visitors that contributes significantly to the social, cultural and economic fabric of Picton and the broader County.

4.1.2 Values & Guiding Principles

- Ecological sensitivity and restoration
- Recreation (water and non-water related)
- Accessibility (watercraft, pedestrian)
- Connecting with Picton downtown
- Growth & Economic Development/housing developing
- Preserve and leverage existing waterfront assets, character & historical/maritime significance
- Community involvement/guidance

4.1.3 Identified Character Attributes

The Picton Harbour is a well-protected and sheltered, deep natural harbour with safe approaches that are easy and well-marked. Good docking facilities and mooring field make it attractive to boaters. Its proximity to downtown is ideal and its deep rooted history gives the harbour a unique feeling adding to the Sense of Place.

A vibrant waterfront meeting place for residents and visitors that contributes significantly to the social, cultural and economic fabric of Picton and the broader County.

*- Vision Statement for
Picton Harbour*

4.2 Physical Linkages

The following physical linkages were considered as the basis for accessing Picton Harbour, by land and water. Each was considered for how it could be developed to improve access while providing new opportunities for visitors and residents while improving much needed connections to nearby businesses, open space and other Picton amenities.

4.2.1 Boardwalks

- Expanding the boardwalk to circle the entirety of the Harbour would encourage visitors and locals to enjoy a walk and take in the scenery.
- Aide visiting boaters and residents to get from one side of the harbour to the other without having to walk through parking lots or back on to the sidewalk.
- Encourage a greater number of events and the possibility of additional businesses within the harbour development area.
- Increase the attractiveness for boating visitors to stay at the harbour as well as residents and other visitors to Prince Edward County.
- Provide for alternative connections to Main Street through adjacent lands.
- Contributes to a sense of place.

Complete Picton Harbour Vision Mapping is attached as **Appendix E**.



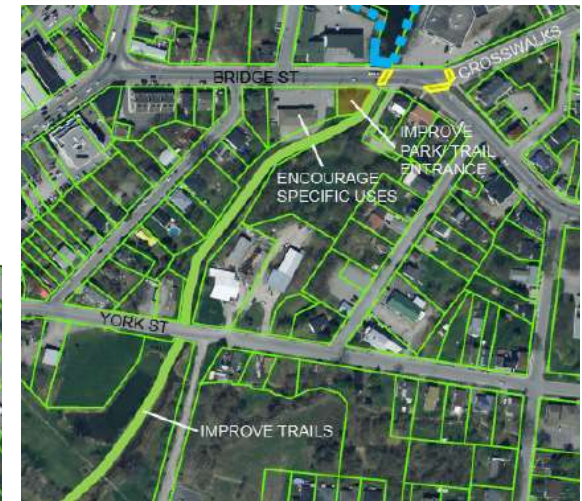
- ■ ■ ■ ■ Existing Boardwalks
- Proposed Boardwalks
- Existing/Proposed Trail Connections

4.2.2 Trails

- Would encourage foot and cycle traffic to and from the Harbour.
- Act as an alternative pedestrian and cycling connection to the downtown.
- Act as a connection to other trails such as the Millennium Trail.
- Give visiting boaters as well as harbour area residents an activity to explore, walk pets and connect to the Prince Edward Dog Park, enjoy the history of the Glenwood Cemetery, access recreation amenities in Delhi Park and provide another alternative route to the downtown.
- Give residents an opportunity to enjoy a walk or cycle to the harbour, take in the view or access the boardwalks and future activities at the harbour.



Picton Trails Vision



4.2.3 Roads/Sidewalks

- Safety crosswalks were considered integral to pedestrian access to the harbour near the top and bottom of the Town Hill on Bridge Street, and to help control traffic during the busy tourism season
- Wayfinding signage would greatly assist motorists and pedestrians in identifying access points to the harbour and directing them to unseen services and amenities
- Shuttle bussing was discussed as a potential means of alternative access for boaters and visitors in particular who may not have access to a vehicle and who may be touring other parts of the County. Existing public transit operators and/or bus tour providers could establish new stops at the Harbour
- Cycling, scooter and car rental potential also exists

4.2.4 Water

- Ensuring the water quality is looked after adds to the attractiveness of the harbour and prevents odours and other issues which could deter access.
- A warm and inviting welcome at the mouth of the harbour including proper signage would add to the charm and sense of place while aiding in wayfinding and informing visitors of amenities.
- Growth in the Prince Edward Yacht Club membership and transient boater business suggested that Prince Edward County's growing profile as a tourist and retirement destination, coupled with Picton harbour's proximity to the expanded Trent Port Marina in Trenton and other nearby harbours, was fueling greater demand despite an overall industry decline.

A warm and inviting welcome at the mouth of the harbour including proper signage would add to the charm and sense of place while aiding in wayfinding and informing visitors of amenities.

4.3 Operational & Partnership Linkages

4.3.1 Picton Business Improvement Association

Partnership would be beneficial in such areas as developing efficient and effective wayfinding signage from the town to the harbour and the harbour to the town. The PBIA could also serve as a liaison between new and existing businesses and opportunities at the harbour involving the municipality and/or private land owners. The PBIA also has experience running events and marketing programs which could be leveraged or extended to the harbour development lands.

4.3.2 Prince Edward Yacht Club

Partnership currently involves an agreement with the Municipality to maintain the municipal docks in the harbour until 2019. Continued partnership to improve use of facilities by the public, bring entertainment to the harbour, and gather statistical data etc. would be beneficial. Engagement of younger generations was seen by the Subcommittee and PEYC representatives/respondents as being imperative to future viability of the club. The Club has seen increased use in recent years but represents a unique alternative location for various events and activities currently taking place elsewhere in the County. Increased promotion could bring new patrons to the harbour. The PEYC could also work with the County and the private sector in the delivery of in-demand services/amenities for visiting boaters.

4.3.4 Picton Harbour Inn

The Picton Harbour Inn's sea wall and boardwalk represent a key connecting link between the east and west portions of the harbour boardwalk that are either owned by the Municipality or over which the municipality has an easement. This link is integral to providing the desired public access to the harbour and its facilities/amenities/residences, and to facilitate a connection to Picton Main Street via Shire hall property. The Picton Harbour Inn also has the potential for expanded restaurant services and other services and amenities.

4.3.5 First Stone Venture Partners

There is an existing partnership is regarding the boardwalk easement/development agreement registered to FSVP's property. Under that agreement, future improvements will include a new boardwalk with lighting, rest and entry locations and garbage receptacles. FSVP also owns vacant land currently utilized for parking for the various tenants/companies located at the Innovation centre. There may be other partnership potential and/or consideration given to the tenants of the Innovation Centre given their potential to attract residents to the area to procure services.

4.3.6 Royal Harbour Condominiums

There is a current agreement with the Royal Harbour Condominiums relating to the use and maintenance of the municipal boardwalk in front of their property. Future boardwalk expansion and/or second phase condominium development may present additional or alternative partnership options.

4.3.7 Claramount Inn & Spa

The Picton Harbour Vision sees the east portion of the boardwalk extending along the private, undeveloped land to connect with the existing docks at the Claramount Inn & Spa. This may present an attractive connection from the harbour and downtown to the services and amenities (including a restaurant) at the Claramount and to any new residential or commercial development along the boardwalk extension

4.4 Development Types

The Subcommittee identified a number of specific development types which were supported by land use policies and aligned with the developing vision for various properties. The following is a list of the Subcommittee's considerations for each of those development types.

4.4.1 Residential

- The price of shore land would necessitate higher density and higher cost of housing.
- Higher density would bring more people down to the harbour and the need for activities and resources would develop due to demand.
- The Picton Secondary Plan supports residential development at the harbour.
- Residential development at the harbour would mean additional service connections (water/waste-water), which is desirable given low user-base and high cost of the system.
- Additional residential development at the harbour would benefit from walkability and proximity to the downtown services and businesses.
- More dense residential such as apartments/townhouses would address the need for additional housing for seniors and waterfront demand, with potential for an affordable housing component to such denser developments.

4.4.2 Recreational

- Recreational activities would appeal to visiting boaters who often don't stray too far from the harbour.
- County tours and other transit options/activities would appeal to visiting boaters who don't have the means of getting around.
- Recreational activities would lend well to the proximity of schools and youth clubs and bring more vibrancy and youthfulness to the harbour.
- Public space could be utilized by food trucks, events, music and other performing arts currently utilizing less ideal outdoor venues further from the downtown core.
- Recreational space could and should be used in conjunction with open space at the Harbour, integrating nearby parks and trails.

4.4.3 Trails

- Well-maintained and lighted trails would provide an alternative pedestrian and cycling connection to the downtown.
- Would provide visitors and residents (including seniors) with an active means of getting out and enjoying a safe walk to the harbour.
- Provide an opportunity to highlight the history of the harbour and the town through interpretive signage, sculptures, installations and other elements.
- Additional pedestrian/cycling access reduces parking demands.
- Trail connectivity would push visitors and residents further into Picton, promoting better awareness of businesses, services, and other County activities.
- Trail connectivity would highlight assets of the community that are not as visible. Assets such as cemeteries, parks, community gardens, dog parks, etc.

4.4.4 Open Space

- An open space park would be a destination for those who are biking or walking the connecting trails. It would be appealing for families, residents and visitors wishing to enjoy a picnic or a stroll at the harbour or business employees wanting to spend a lunch hour enjoying the outdoors and taking in the scenery.
- Open space combined with recreational activities and trails would create the connections to the downtown and other trails, and provide an overall enjoyable experience for the user.

4.4.5 Commercial

- Commercial businesses with various amenities would service the visitor boaters, visitors and residents around the Picton Harbour.
- Commercial businesses would attract more resident and visitor users of the harbour. Businesses such as restaurants, boat rentals.
- Commercial businesses would encourage longer stays for boaters. If there are more commercial options/amenities available at the harbour the likelihood of moving on to the next harbour is decreased.
- Having a variety of commercial options promotes vibrancy of the harbour.

4.4.6 Parking

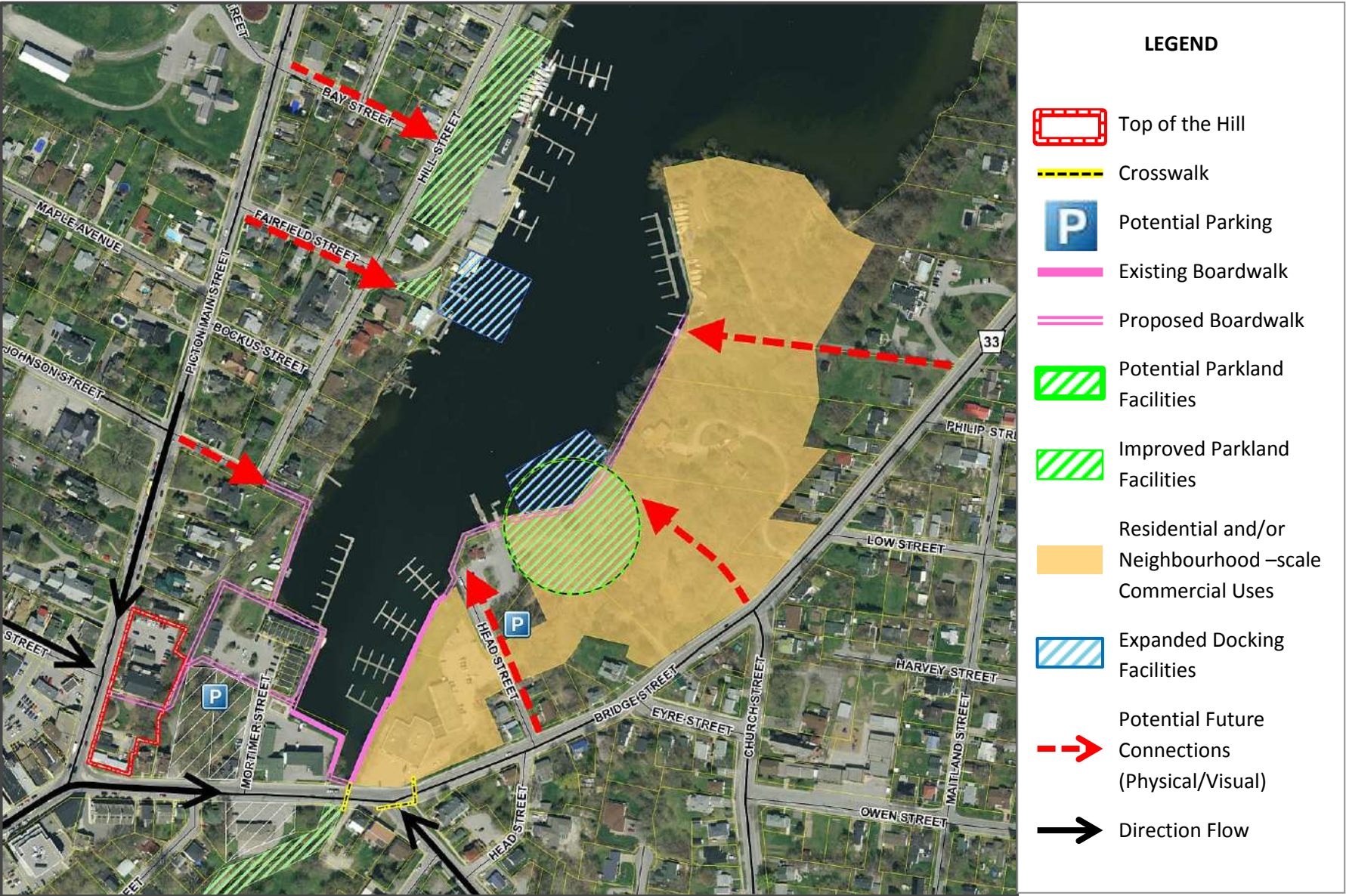
- Additional parking would be required to service boaters with trailers.
- Visitors with mobility challenges who must drive will be able to access the harbour.
- Visitors attending events such as concerts, plays or farm markets will be able park.
- Vendors or event organizers at the harbour would also benefit from parking.

4.5 Conceptual Organization of Uses

In consideration of existing land use policies and zoning, the Subcommittee worked with the County's Planning office to conceptualize the various uses and their location within the development area.

The map on the following page illustrates the Subcommittee's vision of those development types and associated uses, and how those varying uses align and connect with one another.

Conceptual Organization of Uses



5. Priorities and Recommendations



5.0 Priorities & Recommendations

The culmination of the Subcommittee's efforts is a series of 23 priorities/recommendations that can facilitate development of Picton Harbour in a way that addresses resident and visitor needs, promotes connections with Picton's downtown businesses and celebrates the Harbour's rich history and cultural value, while maintaining alignment with existing land use policy.

The following recommendations are organized by on the basis of the four aforementioned themes, **1) Quality of Place, 2) Accessibility, 3) Amenities, and 4) Activities**. Within each of these, the highest priority items have been identified.



5.1 Quality of Place

5.1.1 Entrance Sign at Harbour

The Community Development Department and Picton Business Improvement Association should spearhead the process of updating/installing welcome signage at key entrances to the Harbour.

5.1.2 Public Art Display

The Community Development Department and Operations Department should work with the arts community to develop public art displays on public and/or private lands at the harbour.

5.1.3 Beautify Water Treatment Plant

An attractive screen/barrier at the Water Treatment Plant could welcome boaters coming in to the harbour while masking the unattractive facade of the facility. The Community Development Department and Operations Department could work with arts and heritage stakeholders to develop attractive mural screens or other façade treatments.

5.1.4 Park

The Municipality should secure/and or identify lands for public open space (park land). This could be completed in conjunction with development of additional parking or through Cash in Lieu of Parkland or other agreements with private developers.

5.1.5 Claramount Inn & Spa Connection

Work with the Claramount Inn & Spa to develop a stronger connection to the harbour by way of a boardwalk that runs the length of the easterly shore of the Harbour, by way of a boardwalk extension across the neighbouring private undeveloped lands.

5.1.6 Development of Water Treatment Plant Property

Develop Chimney Point Park at the Water Treatment Plant for additional docking, public open space and other shoreline amenities; a tourist boat watching attraction could include a viewing station. Small cruise vessel docking may also be possible at this location.



5.2 Accessibility

5.2.1 Wayfinding Signage

The Picton Business Improvement Association and Community Development Department should work together to develop signage to direct people between the downtown and the Harbour; wayfinding should include nearby trail connections, boardwalks, parking, amenities and other key locations.

5.2.2 Boardwalk

Develop a fully lit boardwalk around the entire perimeter of the harbour. Community Development Department and Development Services Group should work with private property owners to maintain/fix existing boardwalks to a design standard and to expand boardwalks through acquisition of easements and cost-sharing agreements when opportunities arise.

5.2.3 Trails/Pathways, Parkette

The Municipality should improve the parkette and entrance to the trail across from the Picton Harbour. Improve and continue trail through Delhi Park with the possibility of continuing through Glenwood Cemetery to the Rotary Park eventually connecting with the Millennium Trail.

5.2.4 Parking

The Community Development Department and Development Services Group should work toward securing additional lands for parking near the harbour to facilitate development of nearby lands which will not have sufficient space for on-site parking, and in anticipation of growing visitor and resident access to the harbour for boating, fishing, events and other amenities.

5.2.5 Safe Crosswalk

The Development Services Group and Operations Department should investigate the potential for a safe pedestrian crossing to and from the harbour from the south side of Bridge Street (bottom of the town hill).

5.3 Amenities

5.3.1 Public WIFI

Public WIFI should be put in place throughout the harbour (and throughout downtown Picton) for residents, boaters and visitors to access.

5.3.2 Car/Bike/Canoe & Kayak Rentals

The Community Development Department should promote the need for car/bike/canoe/kayak rentals in and/or near the harbour for visiting boaters as well as locals and other visitors to Prince Edward County. This service could be integrated with cycling routes to/from the Harbour.

5.3.3 Docks

Promote and assist businesses located at the harbour wanting to add additional docks to accommodate larger and additional watercraft; increase current rates for, and the number of, docking permits being issued to help offset operating costs.

5.3.4 Food Truck/Food Boat

The Community Development Department in consultation with Building/By-Law Department to develop a plan to attract and incorporate food truck/food boat businesses in and/or near the Picton Harbour as an attraction for residents and visitors.

5.3.5 Enhance Marina Building

The Operations Department and Community Development Department should develop a longer term plan to upgrade washrooms and other existing facilities at the marina, while considering contracting operations in order to grow revenue and enhance other marina services offered at the Harbour.

5.3.6 Chandlery

The Community Development Department and Picton Business Improvement Area should promote and encourage the development of a chandlery business near the Harbour.



5.3.7 Food Store/Groceries

Subject to market demand, the Community Development Department could encourage development of a grocery store/farm stands that could feature Prince Edward county products including fresh and frozen foods for visiting boaters – potential in conjunction with another Harbour business.

5.3.8 Restaurants/Bars

The Community Development Department and Development Services Group should work with local businesses/land owners to support the development of waterside restaurants/bars.

5.3.9 Development of nearby properties

The Community Development Department, Development Services Group and Council should encourage and incentivize the development of housing/amenities in the harbour on private lands.

5.4 Activities

5.4.1 Outdoor Events – concerts – music- entertainment

The Community Development Department, Picton Business Improvement Association and The Prince Edward Yacht Club in cooperation with other County Organizations, should encourage and develop events at the harbour to generate more local/visitor traffic and better awareness of opportunities for events/activities.

5.4.2 Farm & Artisan Market

The Community Development Department and Building/By-law department should work with local businesses/farmers to secure a suitable location for a regular Farm & Artisan Market(s).

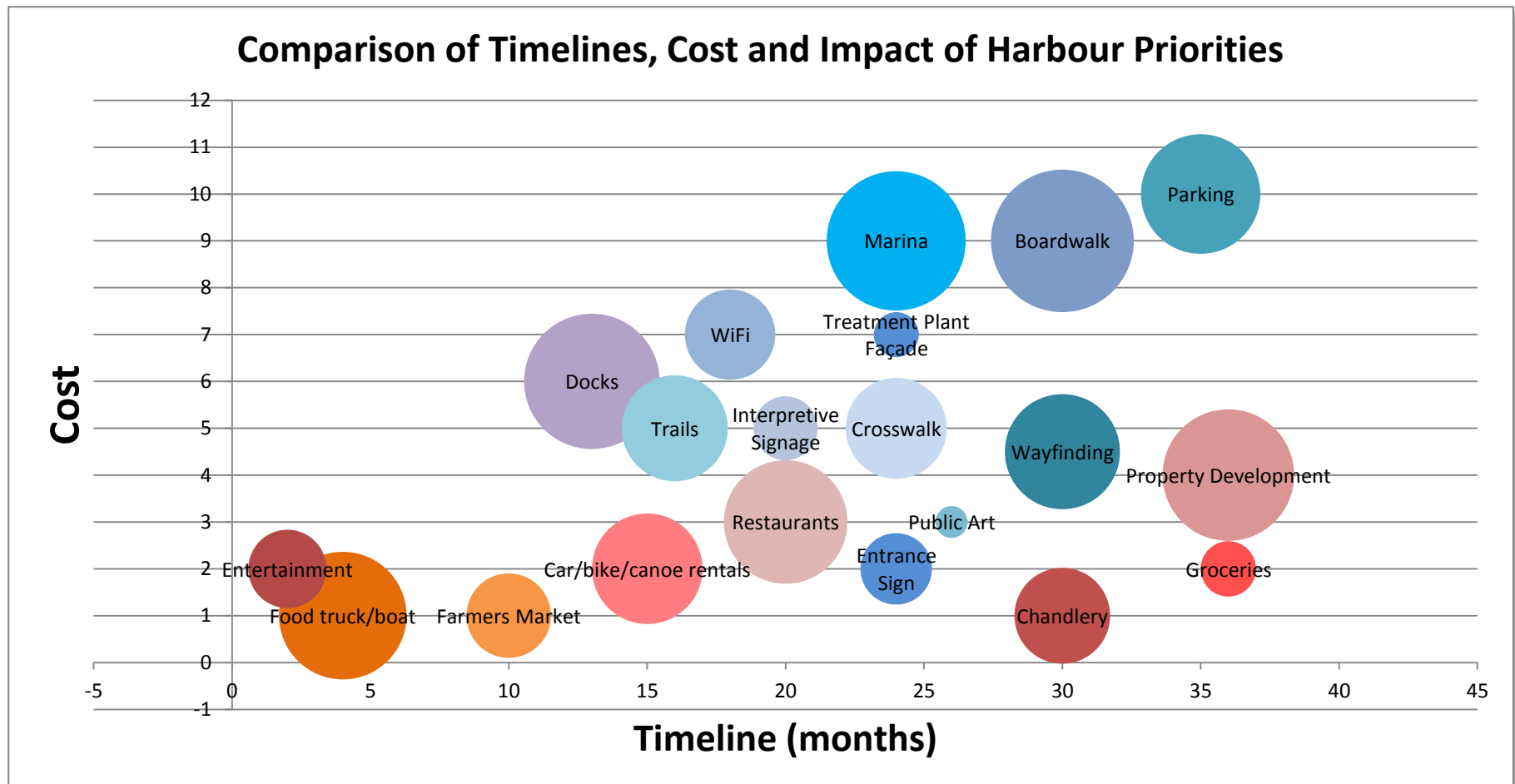
5.4.4 Historic/Interpretive signage along trails/boardwalks

The Museums of Prince Edward County in conjunction with the Operations Department, Community Development Department and Heritage Advisory Committee, should develop and install historic and interpretive signage along the trails and boardwalks.



5.5 Priority Identification

To determine the initial priorities within the recommendations above, the Subcommittee considered cost, impact, implementation time and degree of Municipal influence relative to one another. In the graph below, each bubble's size represents its impact on the overall Vision (ranked 1-20), and the colours of the bubbles represent the degree of Municipal influence with **blue/cool** representing a high level of influence and **warm/red** representing a lower level of influence. Priorities were then marked with a ★ in the Action Plan matrix (opposite).



5.6 Action Plan

The following action plan outlines the priority level, leads, considerations, budget and timelines for the Subcommittee's recommendations.

Picton Harbour Development Vision							
Priorities/Recommendations		Priority	Lead / Groups	Consultations, Policies, Permits	Considerations/ Requirements	Budget	Target/ Timelines
1	Quality of Place						
1.1	Entrance Sign at Harbour Update welcome sign at the mouth of the Picton Harbour.		Picton BIA & Community Development	building permit; minor heritage permit	Quinte Conservation; sign by-law, HCD	PBIA, County of PE, possible fundraising; \$5,000	6 months / 1 year
1.2	Pubic Art Display Opportunity for local artists to be showcased; art competition potential; potential collaboration with private sector or obtain easement over private lands		Community Development; PECAC; PBIA	Public Art Agreement; Policy	Could have rotating art sculptures etc.; Could be competition-based; land availability	Commissioned work; donors; NFP funding opportunities \$5,000	short/medium
1.3	Treatment Plant Façade Attractive barrier or façade at Water Treatment Plant that is welcoming to boaters coming in to the harbour.		Community Development; PBIA; Artists; Operations	Building permit; public art agreement/policy	Arts Council involvement potential	\$20,000	1 to 2 years
1.4	Park Location for public park		Community Development & Development Services	Development Review	Could be incorporated with additional parking and new washrooms.	Purchase/Exchange / Donation of Land	1 to 3 years
1.5	Claramount Connection Encourage or work with land owners/developers to establish connection to the harbour such as a boardwalk		Community Development & Development Services	Development Review	Adjacent marsh area; development approvals/easement process	Private/Public; \$300,000 - \$500,000	1 to 3 years
1.6	Development of the Water Treatment Plant with heritage façade to include an observation deck or restaurant on the roof, installation of commercial dock for tour boats, dinner cruises & fishing charters		Community Development/ Development Services	Development Review/lease agreement with potential tour operators	C of A through MOE should be considered; private sector partner ideal for initial investment	\$500,000 - \$1,000,000	2 - 5 years

Picton Harbour Development Vision

Priorities/Recommendations		Priority	Lead / Groups	Consultations, Policies, Permits	Considerations/ Requirements	Budget	Target/ Timelines
2	Accessibility						
2.1	Wayfinding Signage Develop signage to move people from the downtown to the Harbour and from the Harbour to the downtown, trails and key locations.		Picton BIA & Development Services	Consultation with Operations Department & Development Services	HCD and MTO	Picton BIA, Museums, County of PE, etc.	6 months
2.2	Boardwalk Develop boardwalk with lighting around the entirety of the harbour. Possible Floating. Work with Private Properties to maintain/fix existing boardwalk. Work with new and existing owners to expand boardwalk.		Community Development Department & Development Services	Quinte Conservation; Planning Department; Private Property Owners; Operations	May not get approval from private land owners. Need to check how far into the water private land owners own.	\$500,000; Private Investment; development permit process	ongoing
2.3	Trails - Pathways - Parkette Improve the parkette and entrance to trail across from the Picton Harbour. Improve and continue trail through Delhi Park, Glenwood Cemetery, to Rotary Park and eventually end up at the Millenium Trail.		Community Development/ Picton BIA/Operations	Consult with Glenwood Cemetery Board to see how we can connect.	Currently no path from Delhi through Glenwood Cemetery.	Possible fundraising; Service Clubs; PEC Trails Committee; \$50,000	1 to 3 years
2.4	Parking Work toward accessing land to open up and expand parking the harbour.		Community Development & Development Services	Development Review; Quinte Conservation; Source Water Protection	Could be incorporated with park and new washrooms; land availability	\$600,000+	1 to 3 years
2.5	Safe Crosswalk - Bridge Street Require a safe location for visitors to and from the harbour to cross Bridge Street. Stoplights on Bridge and Union Street		Community Development/ Planning/ Operations	Possible Traffic Study	Coincide with future development adjacent sites	\$25,000 - \$50,000	1 to 5 years

Picton Harbour Development Vision

Priorities/Recommendations		Priority	Lead / Groups	Consultations, Policies, Permits	Considerations/ Requirements	Budget	Target/ Timelines
3	Amenities						
3.1	WIFI Open up WIFI for public use at the harbour.		Community Development; IT; PBIA	HCD; PBIA approval	Policy for use and management	\$50,000	short-term
3.2	Car/Bike/Canoe & Kayak rentals Develop plan to promote the need for new business in and/or near the harbour for both visitors to the Harbour and Prince Edward County.		Community Development	Zoning	Business data; accessibility	Private Investment	6 months / 1 year
3.3	Docks Additional docks to accommodate more and larger boats.		Based on location	Operations Department, Quinte Conservation, Building Department	Private Ownership; Mgmt of additional public docks? Revenue Generation	\$100,000 - \$200,000; Private & Public Investment potential	short-term to long term
3.4	Food Truck/Food Boat Business Attraction Develop plan to incorporate a food truck/food boat in and/or near the Picton Harbour.		Community Development & Development Services/By-Law	Food truck permit & Zoning & Development Services/By-Law	Location of vehicle/installation	Private Investment	short-term
3.5	Enhance Marina Building Upgrade washrooms, registration room, snack bar, tourism information		Community Development/ Operations	Building Permits; EOI for Marina Operations; HCD	Art Opportunity; heritage design considerations	Access tourism funding; Possible heritage dollars; \$50k - \$500k?	medium term
3.6	Chandlery Encourage development of a chandlery business near the harbour.		Community Development	Zoning	Marina activity; business data; HCD; accessibility	Private Investment	medium term
3.7	Grocery Store Encourage development of a frozen food and Prince Edward County products food business near the harbour. Similar to County Traders/M&M's but could incorporate more.		Community Development & Development Services	Zoning	Business data; HCD; accessibility	Private Investment	medium term
3.8	Restaurants/Bars: Work with local businesses to aide in development of waterside Restaurant/Bar.		Community Development & Development Services	Development Review	Development Applications; HCD	Private Investment	medium term
3.9	Development of Nearby Properties: Encourage & incentivize to develop housing, amenities etc. Work to encourage eventual shift in use with Innovation centre, and encourage residential development.		Community Development & Development Services	Development Services, Council, Community Improvement Plans (CIP)	CIP Implications / Development Applications	50% development charge reduction. Possible CIP incentives. Will require actual \$ estimate eventually.	Long Term

Picton Harbour Development Vision

Priorities/Recommendations		Priority	Lead / Groups	Consultations, Policies, Permits	Considerations/ Requirements	Budget	Target/ Timelines
4	Activities						
4.1	Outdoor Events - concerts - music - entertainment. Encourage the development of events at the Harbour.		Picton BIA, Markets, Arts Council, Yacht Club, Community Development	Insurance; Permit; Noise Bylaw; Zoning	Parking	Privately Run? County Sponsored?	6 months / 1 year
4.2	Farm and Artisan Market. Location for farm and artisan market.		Community Development & Development Services	Permit may be required. Insurance for land owner.	Need to source location with parking available. (i.e. Innovation Centre Parking Lot).	Private Investment	6 months / 1 year
4.3	History/interpretive signage along trails/boardwalks		Museums; PEHAC; PEC Trails Committee	HCD implications/ Minor Heritage Permit?		Stark Foundation? Museums of PEC	1 to 3 years

6. Next Steps



6.1 Adopt Concept as a Framework Document

The Picton Harbour Development Vision provides the community with a tool to build awareness, attract and guide investment, promote community interest and involvement, and ultimately to ensure that the development of Picton Harbour remains true to the needs of the community – in supporting Picton and the County’s long term viability, sustainability and quality of place.

It is recommended that the Community and Economic Development Commission and Council adopt this Picton Harbour Development Vision as a framework document to serve as a guide for both public and private investment opportunities as they arise.

6.2 Undertake Studies and Business Plans

A number of additional technical studies and plans will be required as various development projects take place. These will include but are not limited to:

- Parking lot design and guidelines
- Illumination plan for the boardwalk to establish compelling and cohesive pedestrian access that ties in well with existing a future access points to the harbour
- Boardwalk designs that consider live loads; slip resistance; durability; construction materials and methods and life-cycle cost analysis
- Traffic Impact Study (TIS) to demonstrate how the transportation impacts of a proposed development or redevelopment can be mitigated and addressed
- Permits necessary from Ministry of Environment and Department of Fisheries and Oceans where applicable

6.3 Develop Partnership Arrangements

Picton Business Improvement Association

A partnership between the Municipality and the PBIA would be beneficial in such areas as developing effective wayfinding signage between the downtown core and the harbour. The BIA can also serve as a liaison between its members and the Municipality in relaying new opportunities for business within the harbour development area.

Prince Edward Yacht Club

Partnership currently includes an agreement with the Municipality to maintain and manage the municipal docks until 2019. Continued partnership to improve use of facilities by the public, bring entertainment to the harbour, and gather statistical data, etc would be beneficial. Engagement of a younger generation of residents and visitors will be important for the PEYC's long term viability. The PEYC can also assist in the promotion of longer stays and better access to County amenities from visiting boaters.

Picton Harbour Inn

The Municipality should endeavour to establish public access across the seawall/boardwalk at the Picton Harbour Inn to facilitate the connection of the east and west portions of the harbour's current and future boardwalks. As a harbour property owner and established accommodation and restaurant business, the Picton Harbour Inn is in an ideal position to be a catalyst for a number of recommended development activities including additional docking, parking, pedestrian access to harbour facilities, bar/restaurant services and other desired programming and amenities. The Municipality should encourage and where appropriate, consider partnering with the Picton Harbour Inn to facilitate these developments.

First Stone Venture Partners

The Innovation Centre currently houses the largest number of daytime employees through various start-up companies being funded by the Upper Canada Equity Fund, the Prince Edward Family Health Team and Hastings Prince Edward Public Health. These employees represent customers and patrons for future services, amenities and events. As the owners of the property, FSVP has an existing agreement with the Municipality concerning the redevelopment of the boardwalk along their property and manages a series of docks on the east part of the harbour. FSVP represents a future partner in expanded docking, boardwalk connections, parking opportunities, marina and launch considerations, and the creation of public/open space that could allow for farmers markets and other events. As a large land owner at the tip of the bay, their property also contributes significantly to the esthetic quality of the harbour; the Municipality should consider opportunities to encourage or work with them on beautification initiatives.

Royal Harbour Condominiums

The Royal Harbour Condos represent the largest current residential development along the harbour, and as such should be consulted as the harbour's redevelopment takes shape. A second phase of the Picton Harbour Condos was contemplated during the initial construction so additional residential development may be possible on these lands – especially given current market pressures. Continued partnership with the condos on the use and maintenance of the adjacent boardwalks would be important to facilitate connections with other boardwalk sections and with a potential pedestrian connection to Main Street via Bridge street and Shire Hall lands.

Claramount Inn & Spa

A Partnership opportunity exists to facilitate greater linkage via boardwalk to the harbour from the Claramount Inn. This would be beneficial for patrons of the Claramount but would also tie the Cruising Club and Claramount's services and amenities to the rest of the harbour. Easements could be sought as the vacant lands between the marina and the Claramount are developed, facilitating that linkage. Pedestrian access to the Inn also tie's their restaurant into the harbour, making it more accessible to locals and visitors (including boaters) traversing the harbour.

6.4 Investigate the Acquisition of Land

Access to or development of land plays a role in each of the Visions four overarching themes of this Picton Harbour Vision.

To facilitate a number of the recommendations in this plan, the Municipality should strongly consider the acquisition of land and/or the right to utilize private lands for public access and amenities through easements or other agreements for the following purposes.

Municipal Marina Expansion

The Vision calls for the Municipality to explore ways of enhancing the current Marina – its facilities and services – which could require the identification of additional land for expansion or other services/amenities to be located. Contracting of Marina operations should also be considered insofar as it could accelerate the development of this asset while maintaining a degree of Municipal control, including the ever-important public access (and affordability) to the Harbour.

Shoreline Easements/Boardwalks

As new developments come forward, the Municipality will have an opportunity, through the development permitting process, to acquire funding and/or land or land rights dedication. These could take the form of parkland or shoreline easements that would facilitate boardwalk development around the Harbour which is a central tenant of the accessibility theme of this Vision.

Additional Parking

The Municipality should strongly consider the acquisition/identification of land for additional parking in and around the Harbour. As development pressures increase, there are a number of green and brownfield development lands that may require additional parking for residents

patrons and employees. In 2015 a Cash in Lieu of Parking By-Law was adopted which allowed for developments to be relieved of their on-site parking requirements in exchange for a cash contribution to the Municipality where appropriate. These funds must be used to develop public, centralized parking lots to accommodate non-residential parking demands. Further, as this vision is realized and activity at Picton Harbour increases, more visitor and boater parking will also be required. Proactive investment in and/or identification of public parking opportunities will be necessary if these new developments are to move forward.

7. Appendices

