

PARRY SOUND

FEBRUARY 2025

WATERFRONT MASTER PLAN

DRAFT



Acknowledgements

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

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

Land Acknowledgement

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

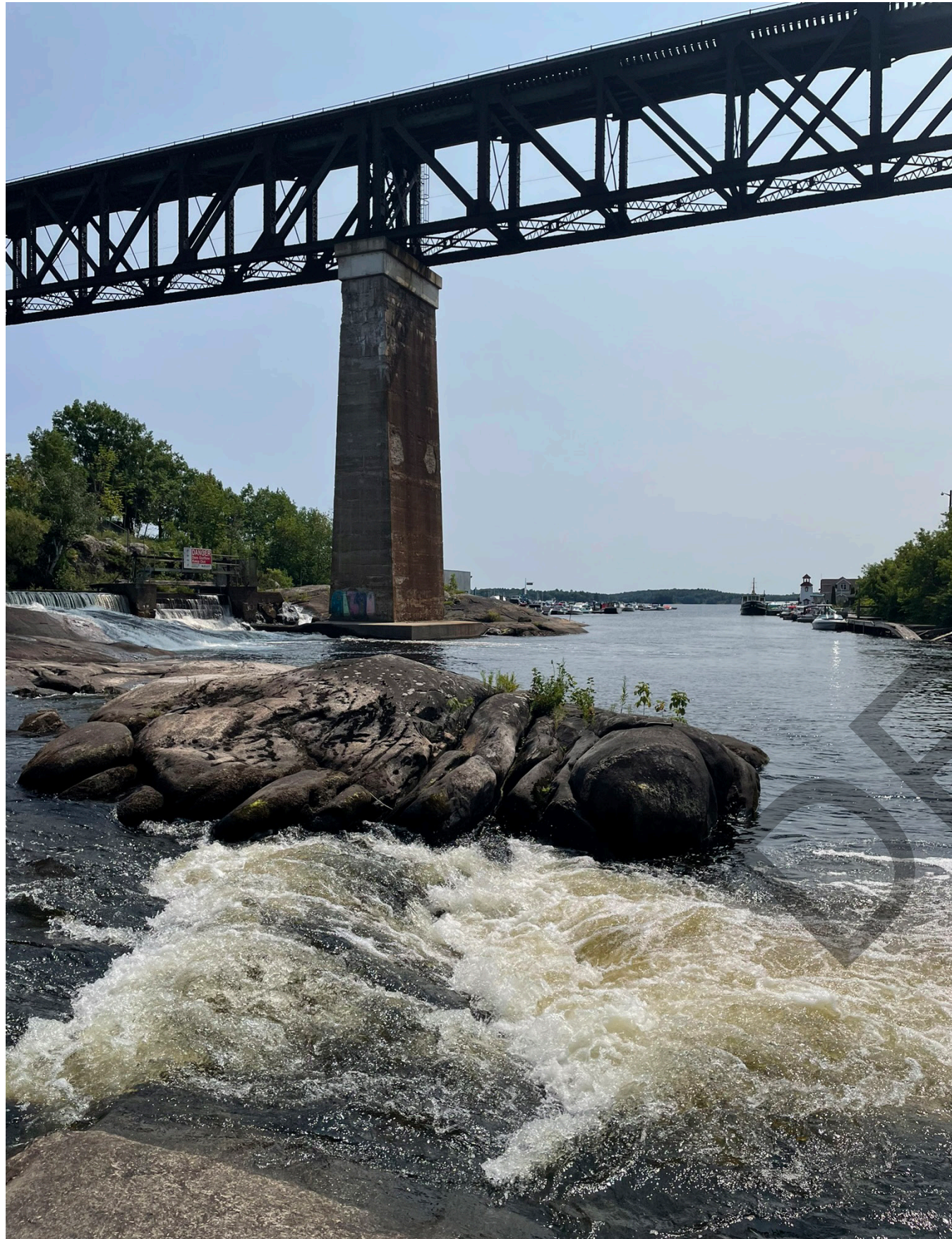


Prepared by



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1.0 INTRODUCTION

1.1 PROJECT BACKGROUND

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

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

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

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

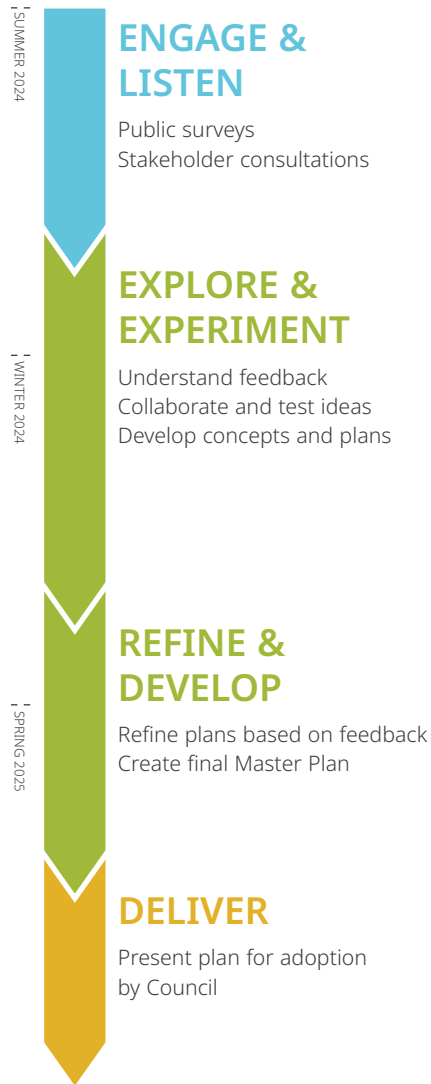
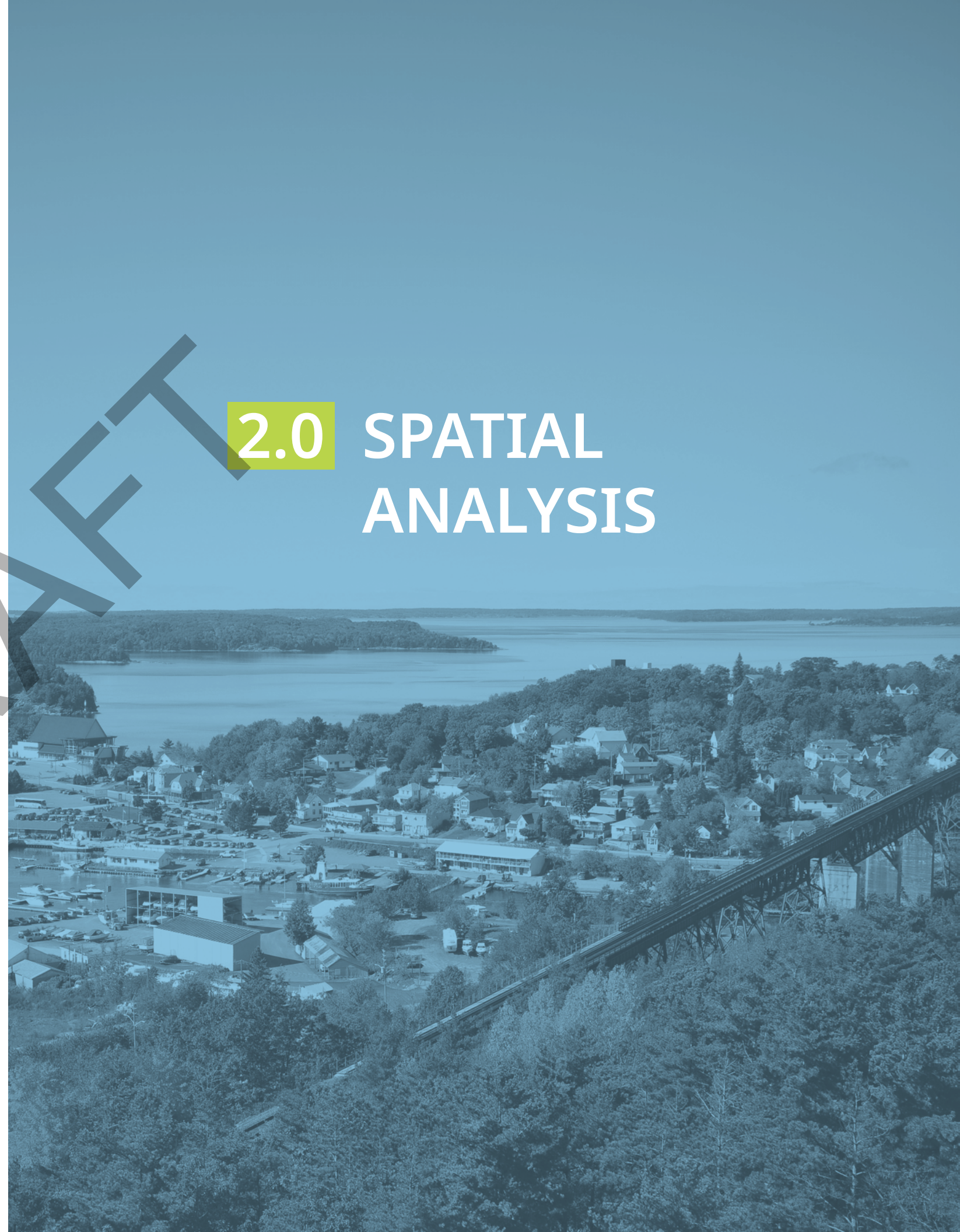
The plans and policy documents form the basis of the physical and planning framework in Parry Sound and will be integrated into the Master Plan where suitable.

The Master Plan is being developed in stages, with this background report marking the completion of the first phase. This report includes:

- A review of the spatial context surrounding the waterfront
- A summary of the public consultation conducted so far; and,
- An analysis of the background research and proposed vision statement and goals.

The next stage centres around the preparation of a draft concept plan that embodies the vision and findings of this report.

2.0 SPATIAL ANALYSIS



2.1 OVERALL STUDY AREA & EXISTING CONDITIONS

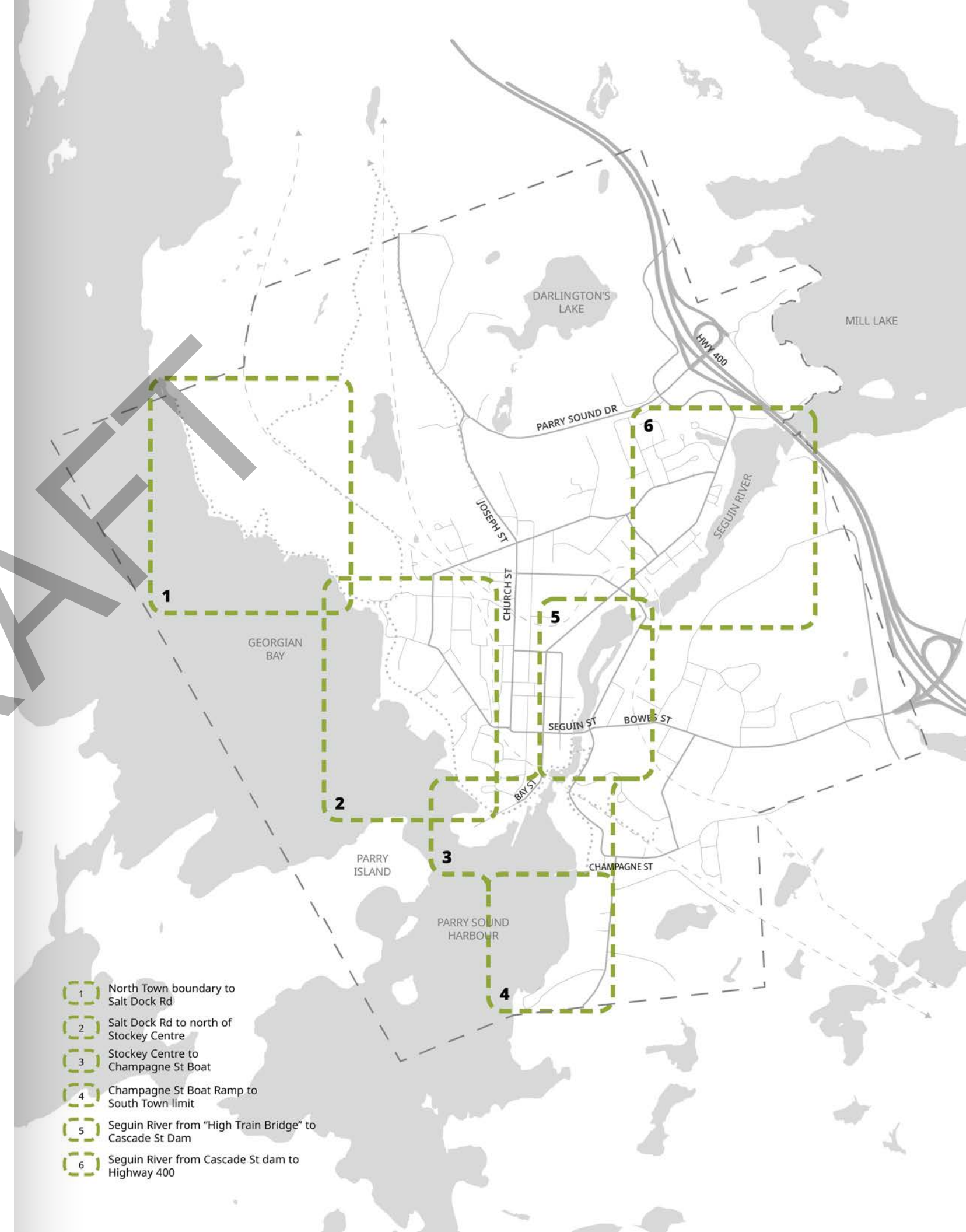
The Parry Sound waterfront is made up of over 25 kilometres of shoreline along Georgian Bay and the Seguin River. The waterfront includes a variety of conditions, including rugged shoreline, marinas, beaches, industrial docks, and a commercial core. Recognizing the distinct characters along the shoreline,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

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

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



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



Zone 1

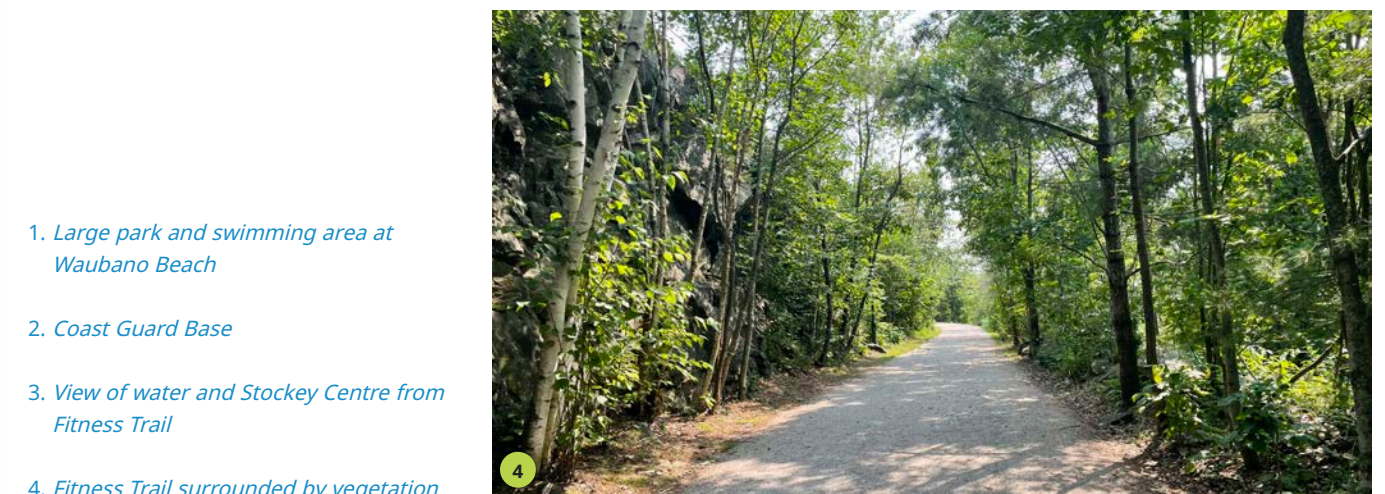
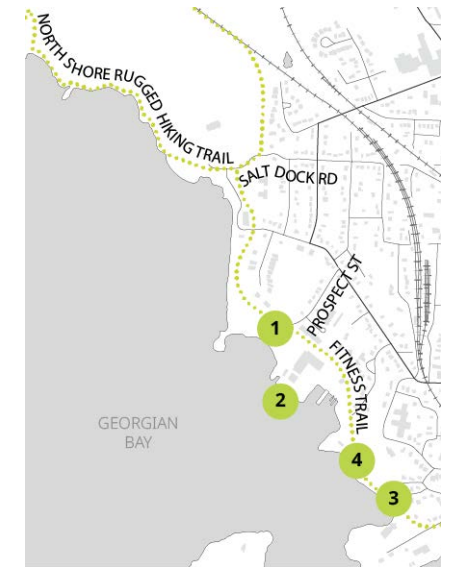
Zone 1 is the most natural of the six zones and is characterized by the rugged Georgian Bay shoreline. The waterfront is currently undeveloped, though future development is anticipated on the Beatty Lands. A trailhead at the foot of Salt Dock Road serves as the southern terminus of the Northshore Rugged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



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

Zone 2

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



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

Zone 3

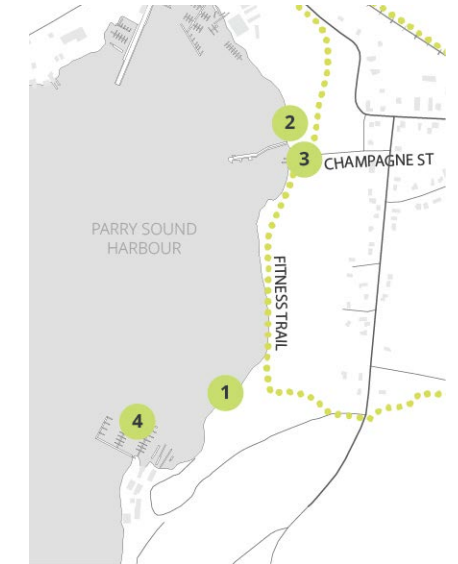
Zone 3 is the central waterfront area and is the most urban zone. This area is a key destination for residents and tourists and sees high volumes of visitors during summer months and key events. The Bay Street corridor includes the Stockey Centre and a number of commercial and residential uses. Zone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



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

Zone 4

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

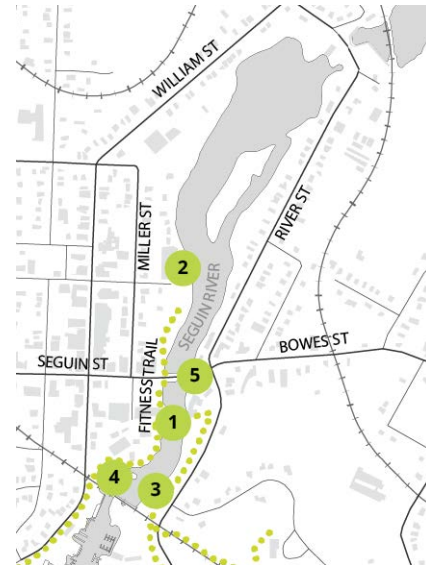


1. Large salt dock on former industrial lands
2. Parking area at the foot of Champagne Street
3. Southern terminus of the Fitness Trail
4. Sound Boat Works and natural, sloping shoreline



Zone 5

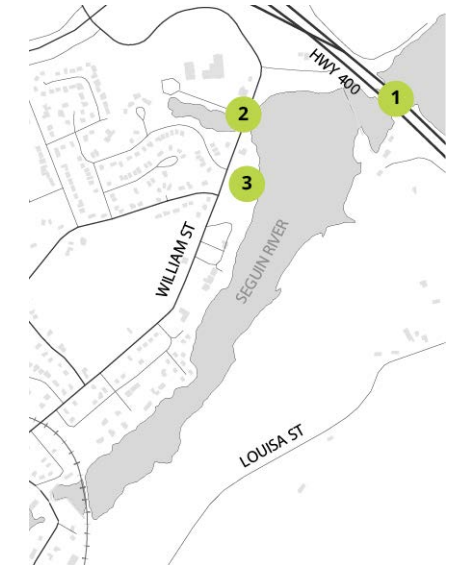
Zone 5 lies east of the Downtown. The southern portion contains a mix of commercial and employment uses, while the northern portion is largely residential. The Fitness Trail connects across the Seguin River south of Bowes Street, with an extension north to the Bobby Orr Community Centre. The Community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



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

Zone 6

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



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

2.2 CIRCULATION

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

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

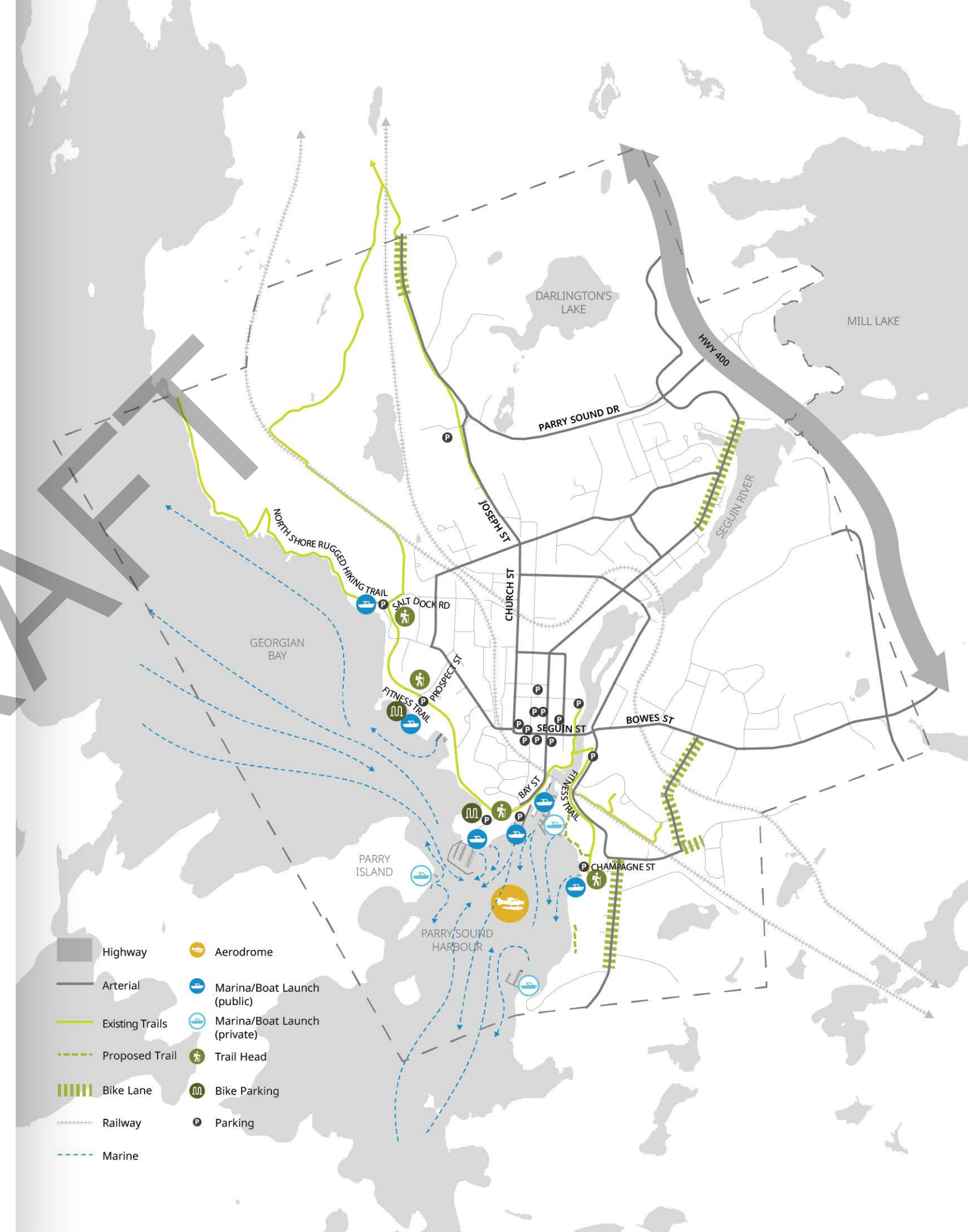
Zones 2 to 5 are connected to the Fitness Trail, the primary active transportation route along the waterfront, linking with a number of key destinations. Trailheads are provided at four locations and include parking and wayfinding signage. The Fitness Trail is finished with a gravel surface and includes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

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

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



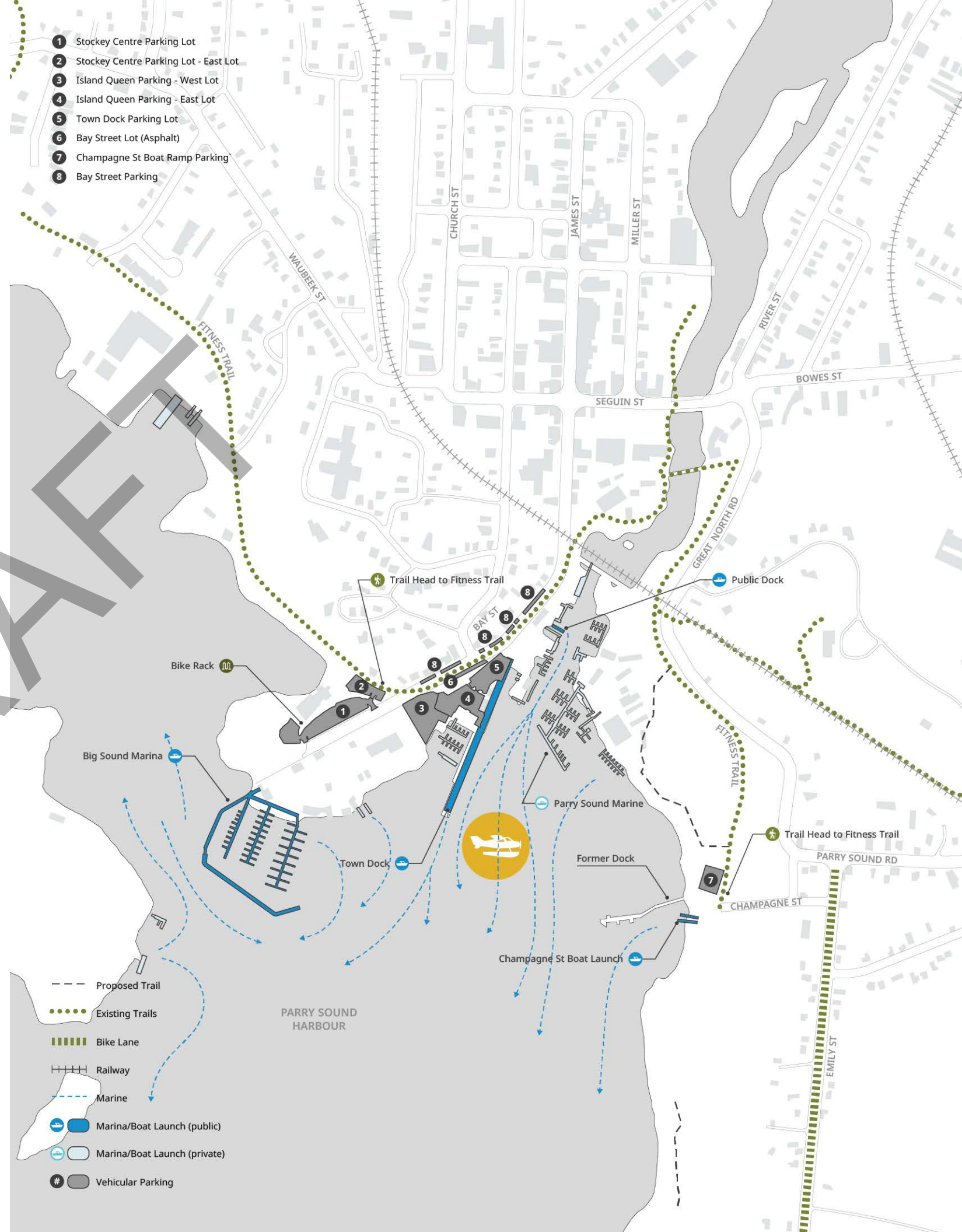
Visitors to the waterfront arrive by car, trail, boat, and plane



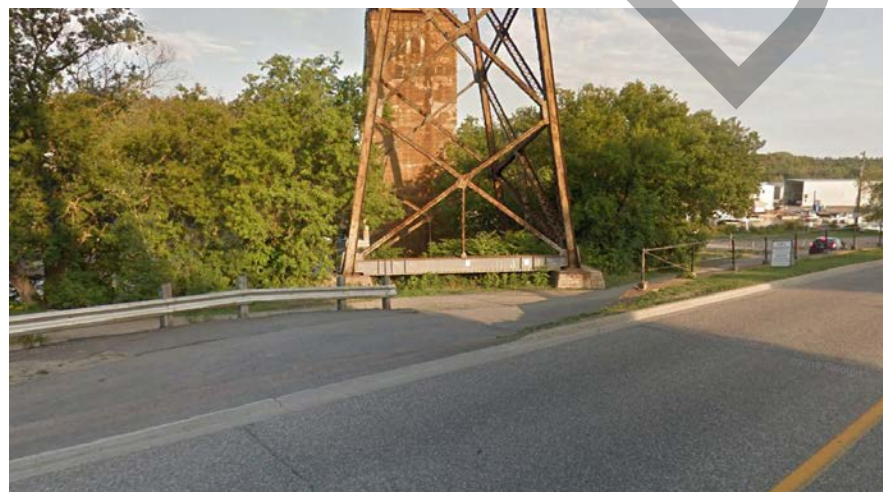
Zone 3

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

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



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



2.3 OWNERSHIP & DEVELOPMENT

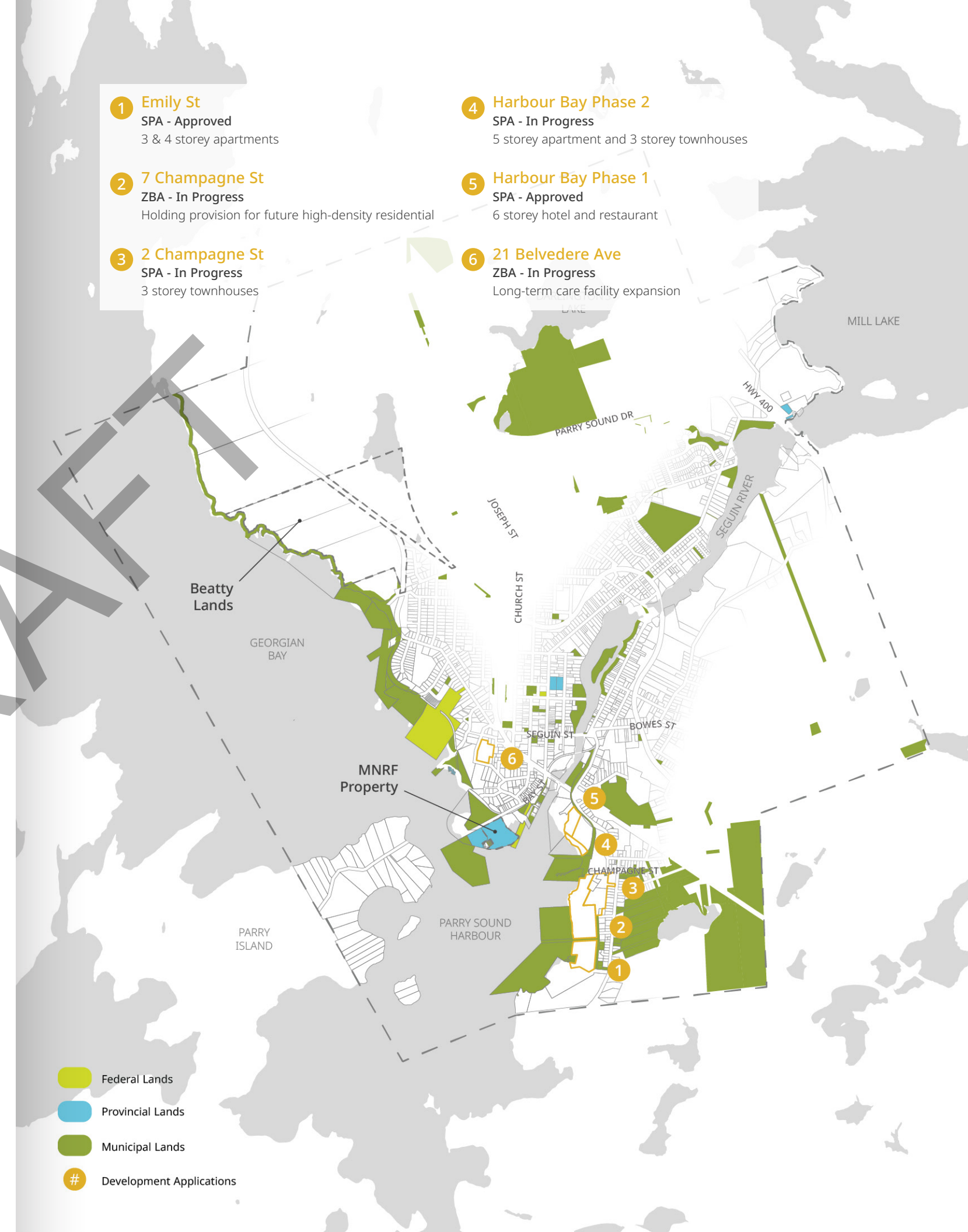
Lands along the waterfront are owned by a variety of public and private stakeholders, including the Federal Government (Town Dock and Coast Guard base), Provincial Government (MNRF lands next to the Town Dock), Town of Parry Sound (Salt Docks, Waubano and Old Town Beaches, Stockey Centre, Champagne Street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

Portions of the waterfront are also seeing development. As of November 1, 2024, six development applications are proposed or approved, with five along the southern waterfront in Zones 3 and 4, and one in from the shoreline in Zone 2. These applications propose a mix of residential and hotel uses, as well as the expansion of an existing long term care facility. Additional lands are anticipated to develop in the future. The owners of the Beatty Lands in Zone 1 have indicated an intent to develop a residential community, but no formal applications have been submitted. In Zone 3, the MNRF lands are planned to be vacated and declared surplus, offering an opportunity for the Town to purchase.

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



Parry Sound Waterfront Master Plan



2.4 EVENTS, DESTINATIONS & WATERFRONT USE

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

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

PARRY SOUND EVENTS

FAIR / FESTIVAL

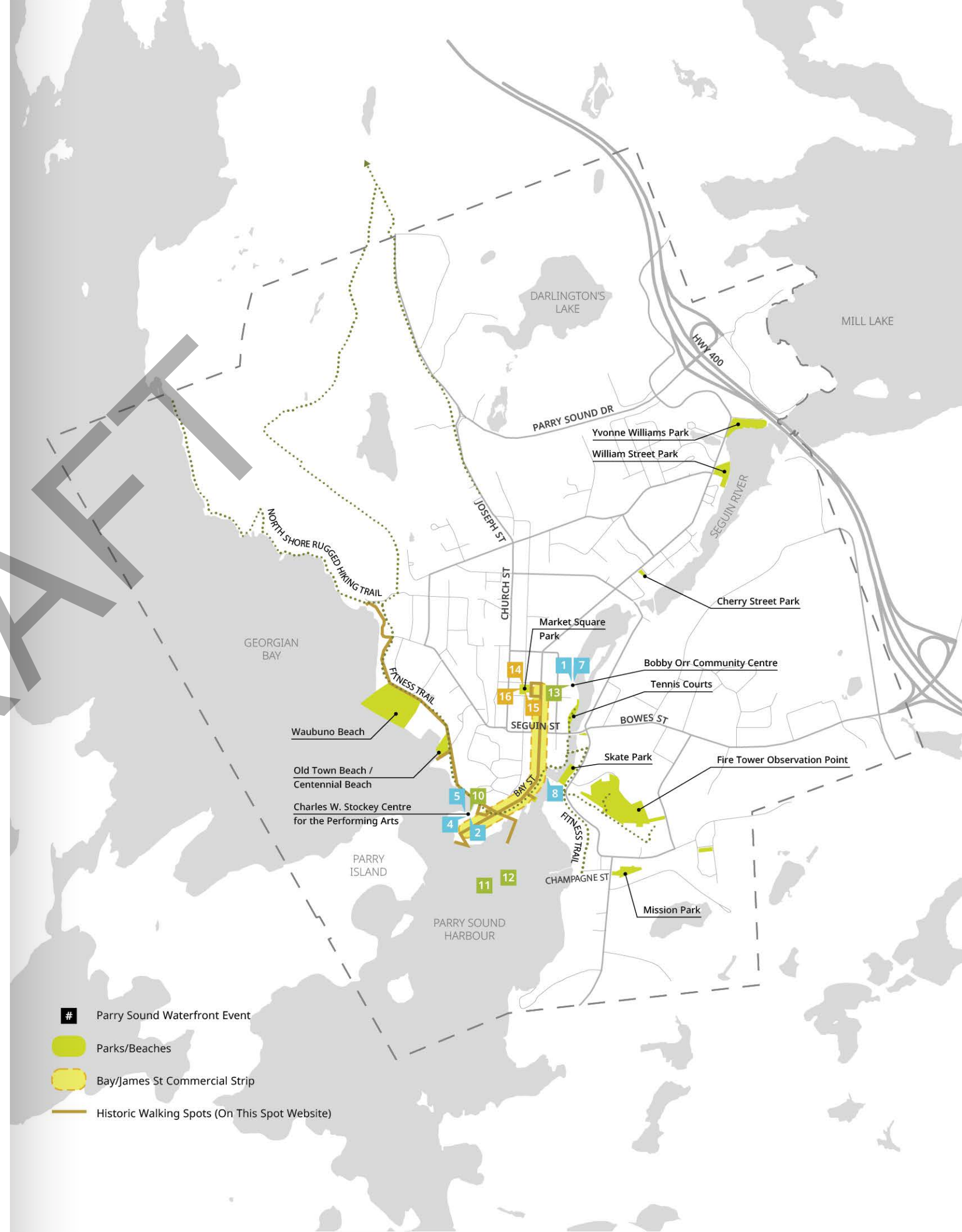
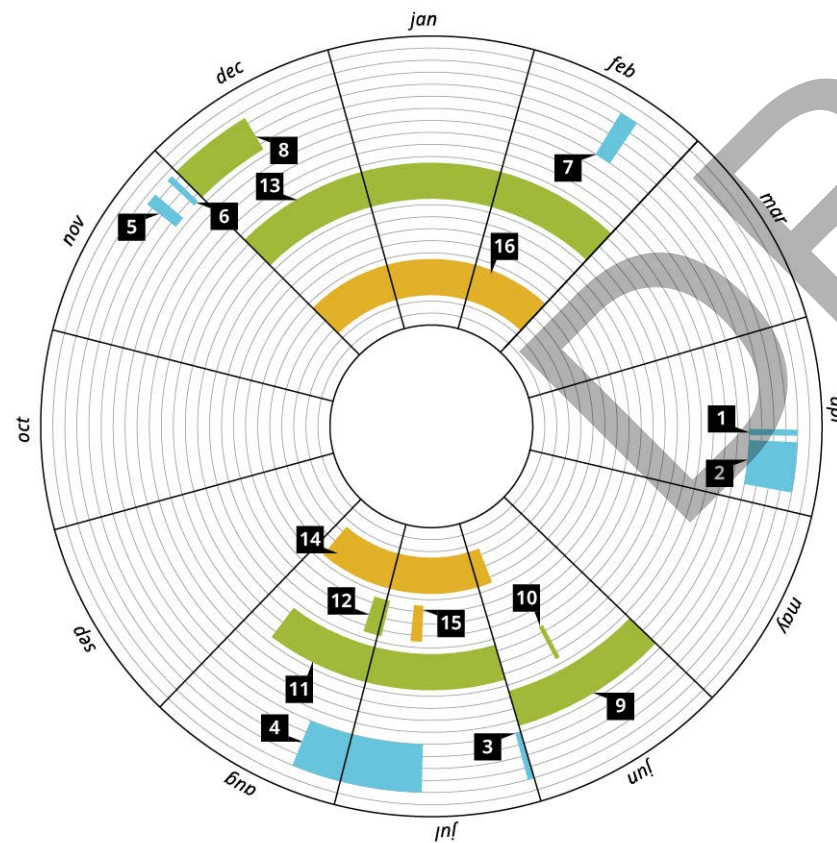
- 1** Sport, Rec & Leisure Fair
- 2** Earth Day
- 3** Canada Day
- 4** Festival of the Sound
- 5** One of a Kind Show
- 6** Santa Claus Parade
- 7** Snowfest
- 8** Santa Claus Parade + CPKC Holiday Train

SPORTS / RECREATION

- 9** Parks & Recreation Month
- 10** Bobby Orr Hall of Fame Induction Ceremony
- 11** Sail Parry Sound
- 12** Georgian Bay Regatta
- 13** Holiday Family Skate

DOWNTOWN

- 14** Summer Market
- 15** Art in the Park
- 16** Light up the Park





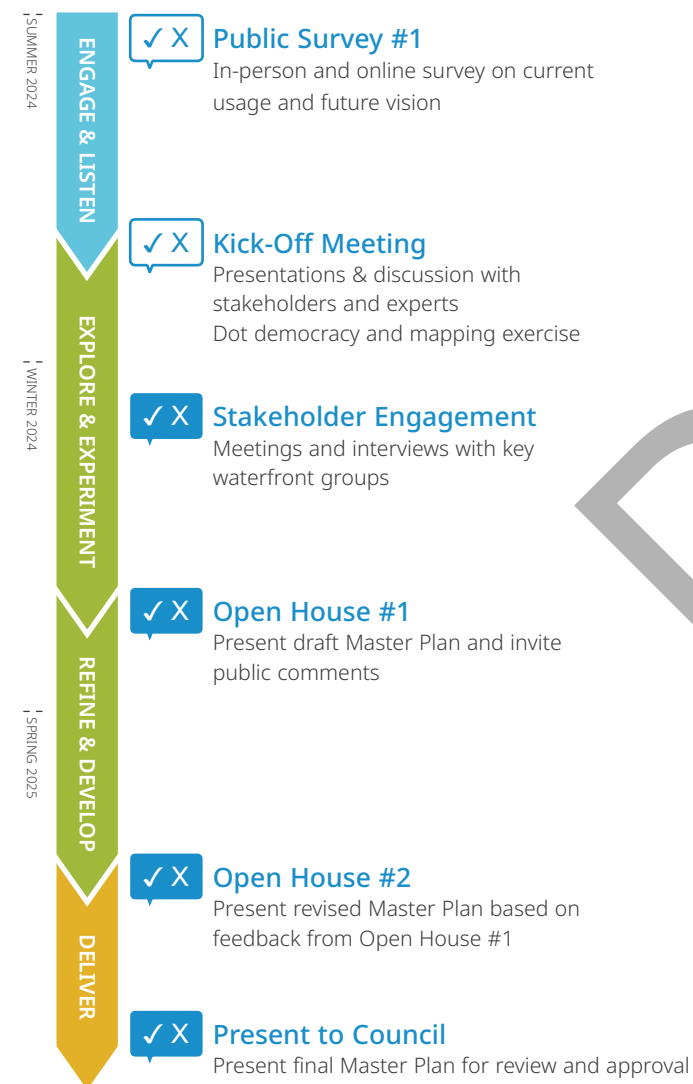
3.0 WHAT WE HEARD



3.1 CONSULTATION OVERVIEW

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

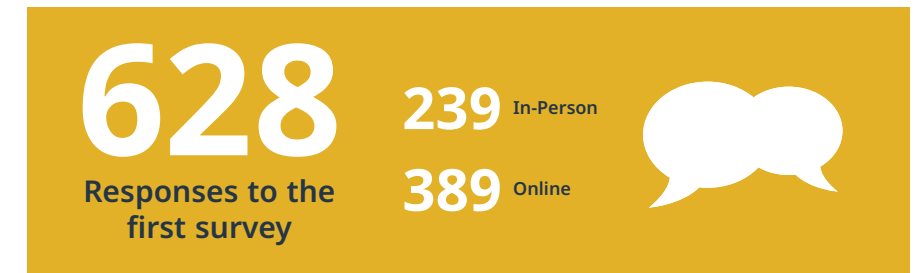
The consultation involves a number of in-person and online initiatives at different stages of the Master Plan process. As of November 1, the Waterfront Survey and Kick-Off Meeting have been completed, with the remaining consultation opportunities following in 2025. The following pages outline the results and findings from the consultation so far.



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3.2 WATERFRONT SURVEY

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



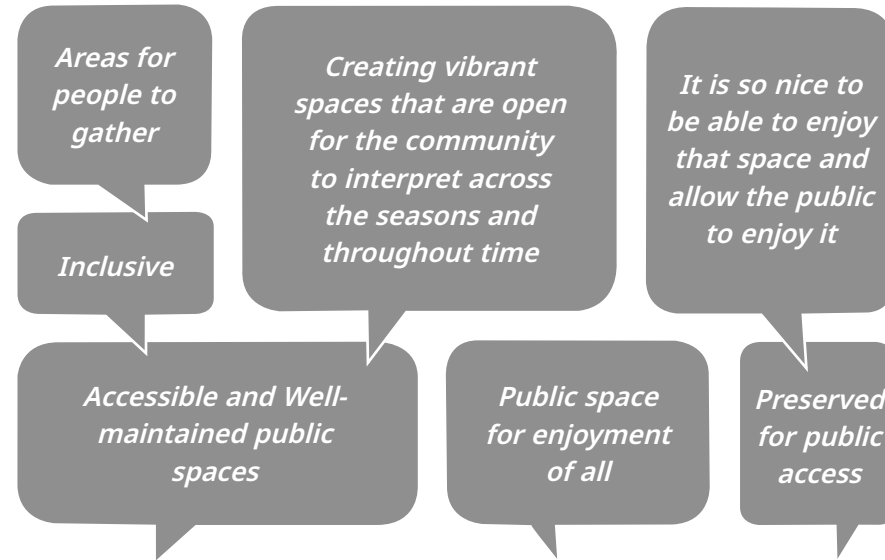
Today, Parry Sound’s waterfront is well used and well loved by residents and visitors. A high percentage visit the waterfront daily or weekly and typically arrive by car or via the Fitness Trail. While there, people take part in a wide range of activities. The largest percentage revolved around recreation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



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

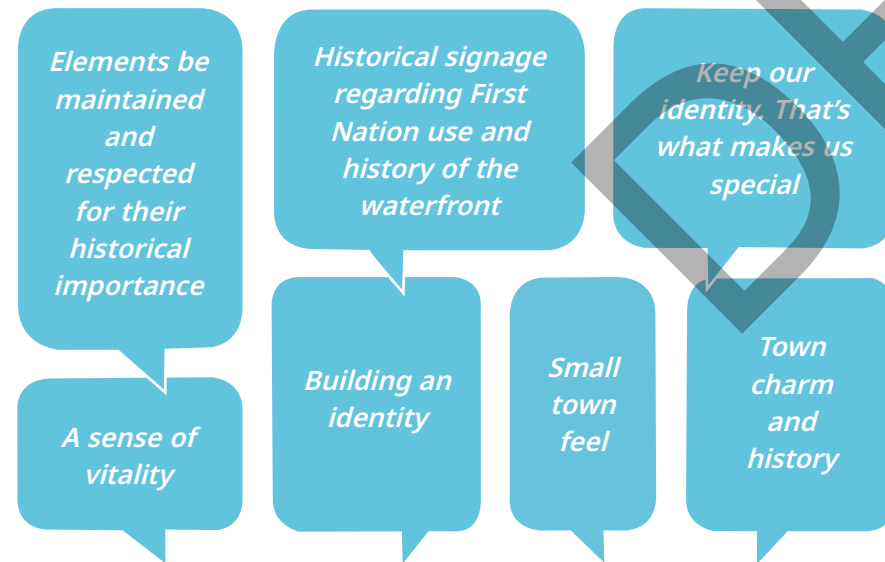
Public Space & Public Access

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



Preserving the Town's Identity

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



Nature Appreciation

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



Events and Activities

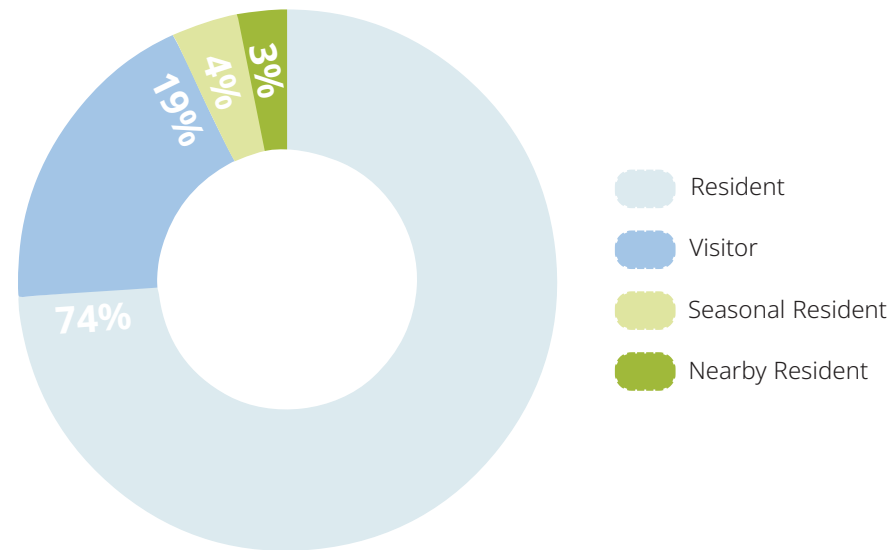
- Wide range of interests related to events and activities
- Recreational opportunities, including splash pads, extended walking trails, and small boat rentals
- Four season events and spaces to provide a vibrant waterfront throughout the year
- More opportunities for local business, including restaurants,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



Question 1

Are you a resident?

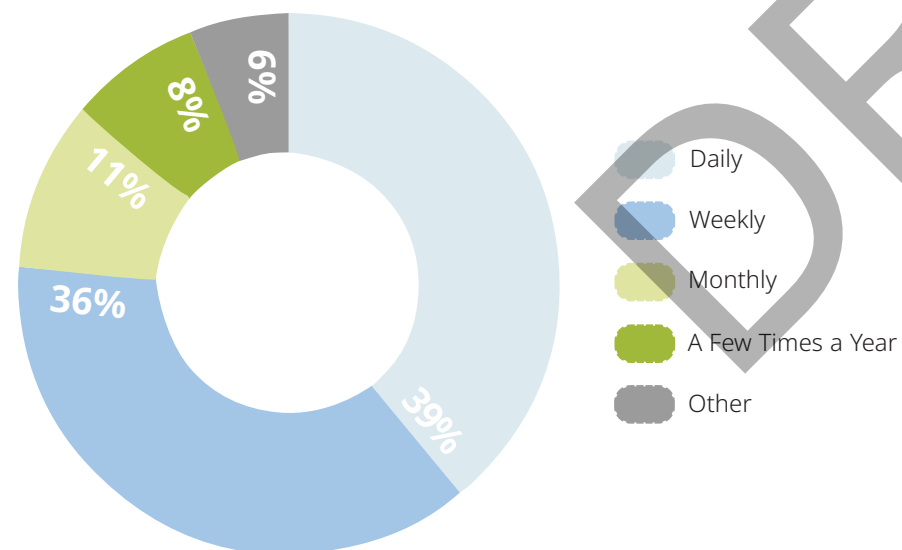
- 74% of respondents are residents of Parry Sound.



Question 2

How often do you visit the waterfront?

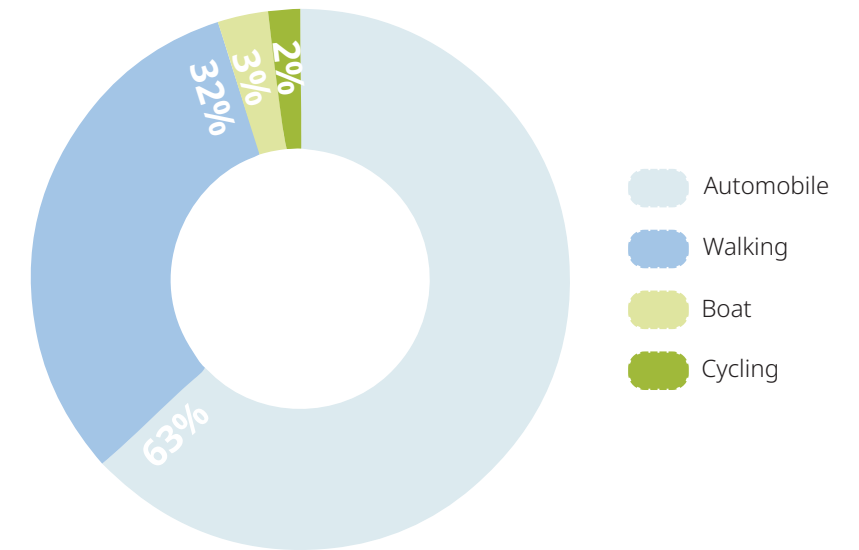
- The majority of respondents visit the waterfront daily or weekly.



Question 3 & 4

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

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

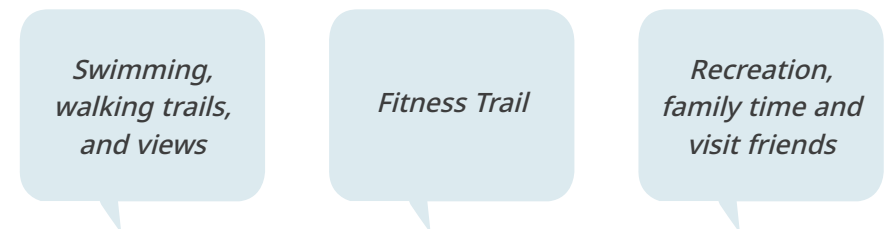
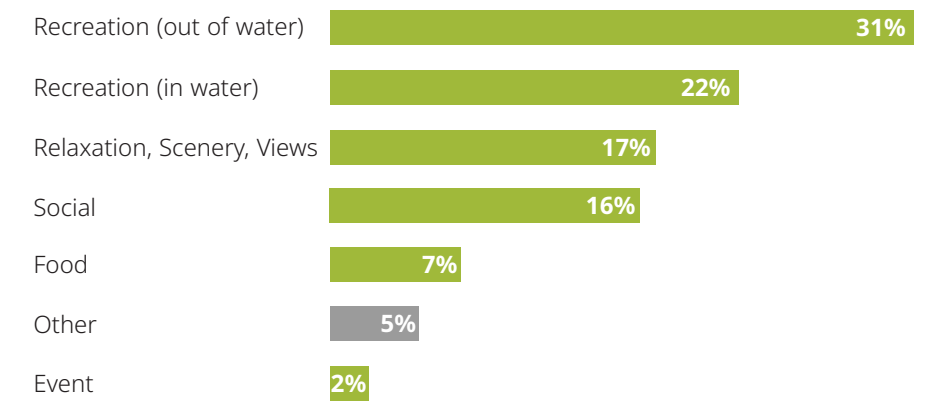


61% of respondents think there's enough parking

Question 5 & 6

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

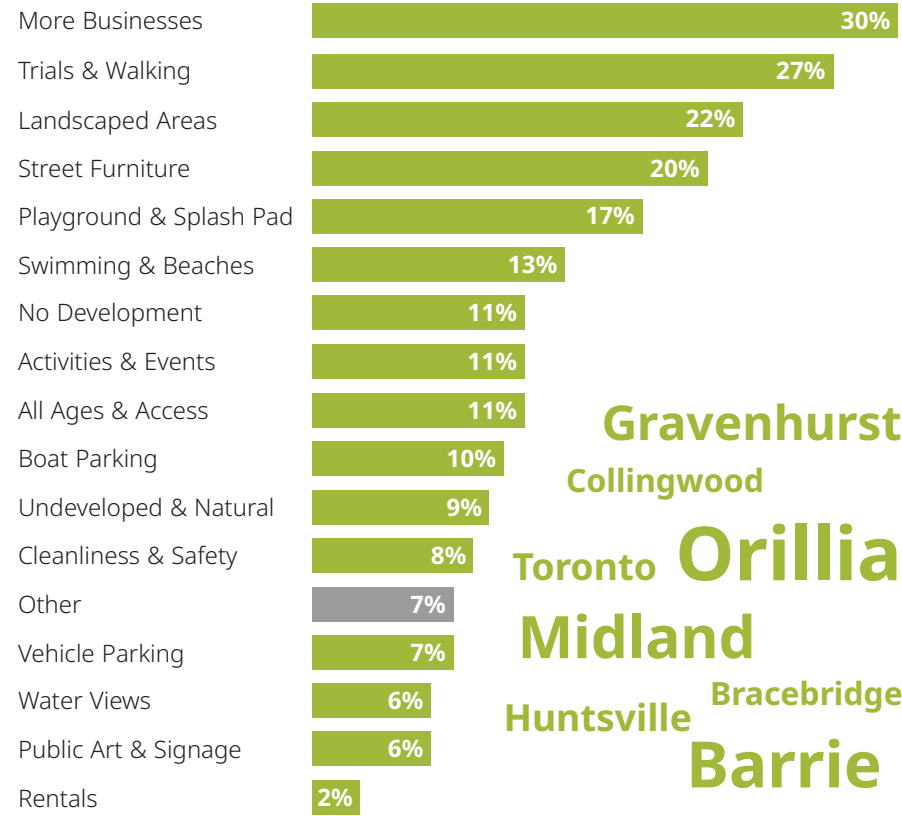
- Amongst respondents, recreation (both in and out of water) is the main purpose for visiting the waterfront. Relaxation, scenery and views is also valued.
- Protecting and enhancing these features would bring respondents back to the waterfront.



Questions 7 & 8

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

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

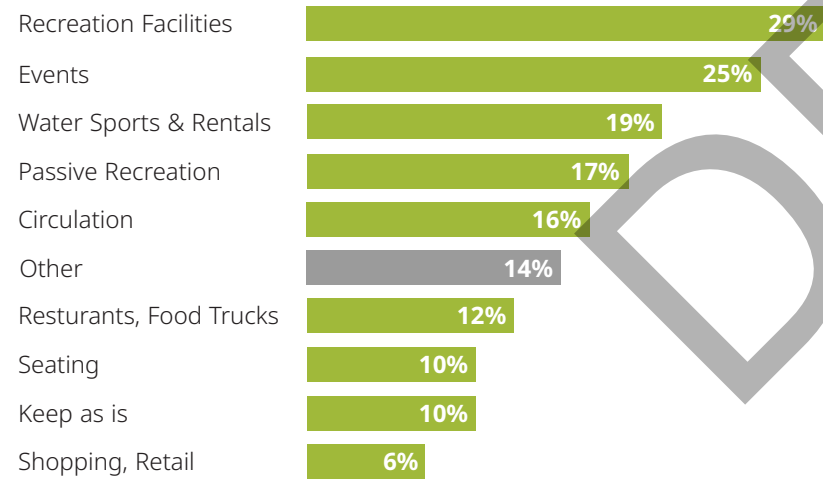


Gravenhurst
Collingwood
Toronto
Orillia
Midland
Huntsville
Bracebridge
Barrie

Question 9

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

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



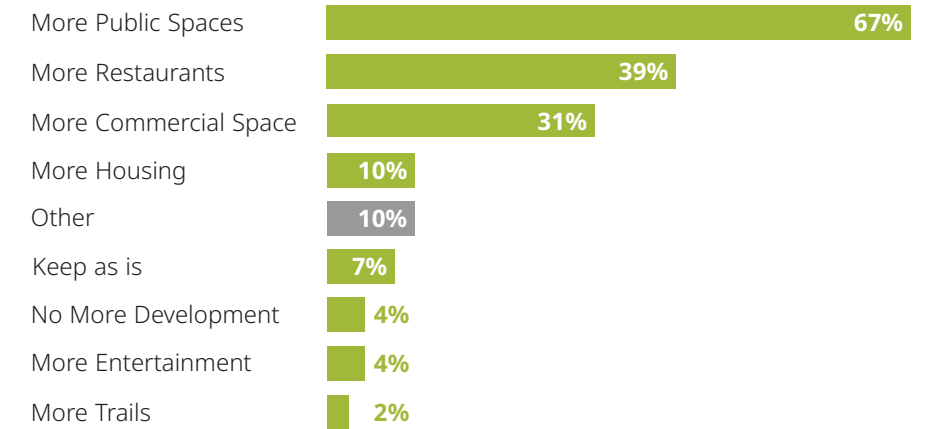
Walking trails, swimming, picnicking, family gatherings

Community activities that foster connection

Question 10

How would you like to see the waterfront develop?

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



More public spaces

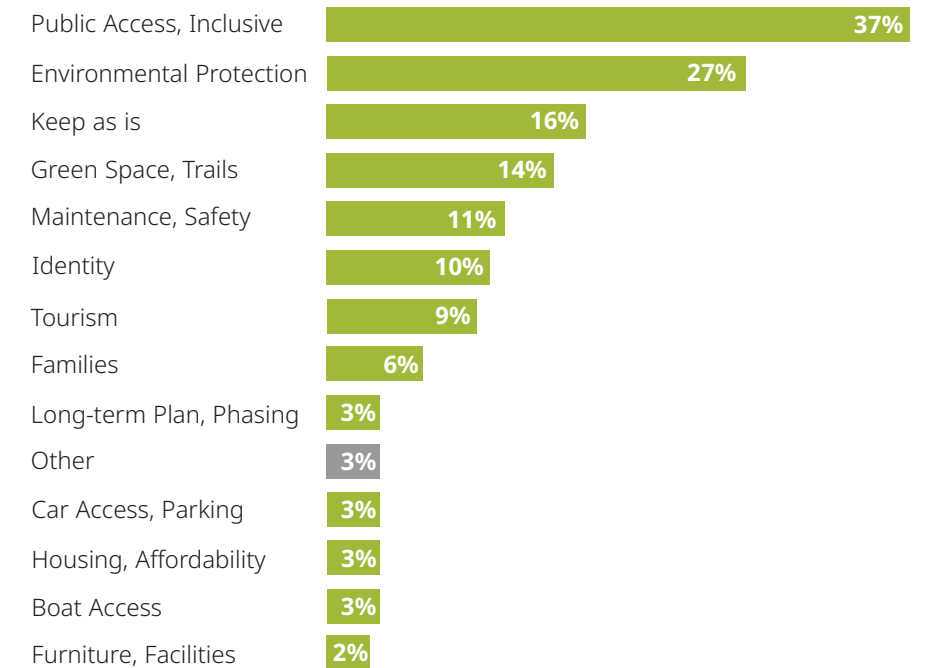
Public enjoyment

Adaptation to growing future

Question 11

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

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



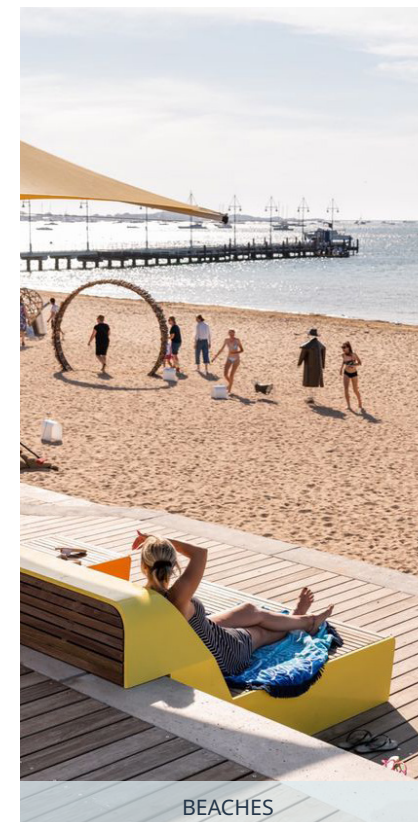
3.3 KICK-OFF MEETING

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

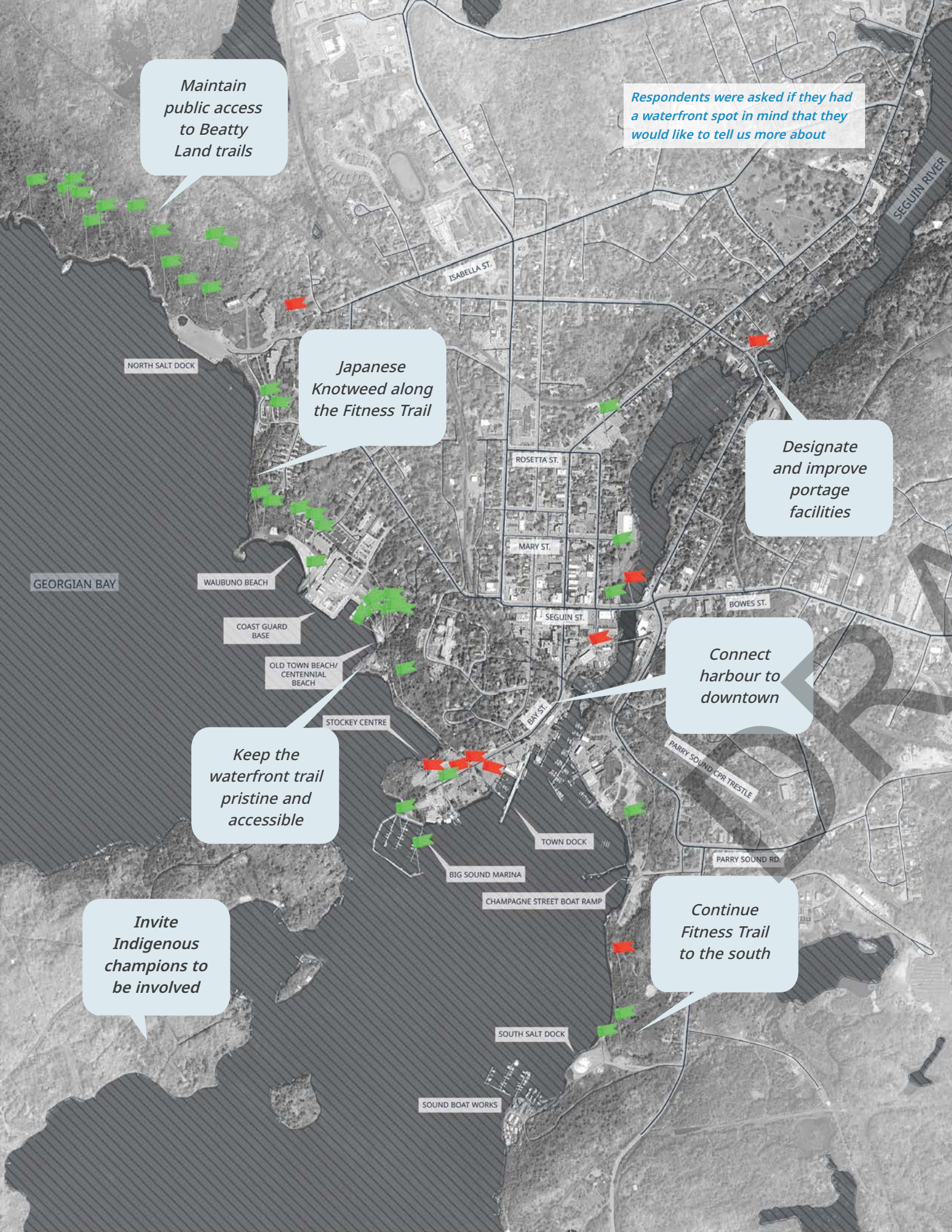
The presentations focused on ideas and proposals for key areas of the waterfront, as well as the lessons learned from the implementation of the City of Orillia's Waterfront Master Plan. A panel discussion followed the presentations and allowed attendees to ask questions of the presenters and key project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

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

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



Selection of the most popular images from the dot democracy exercise



4.0

SUMMARY & FINDINGS

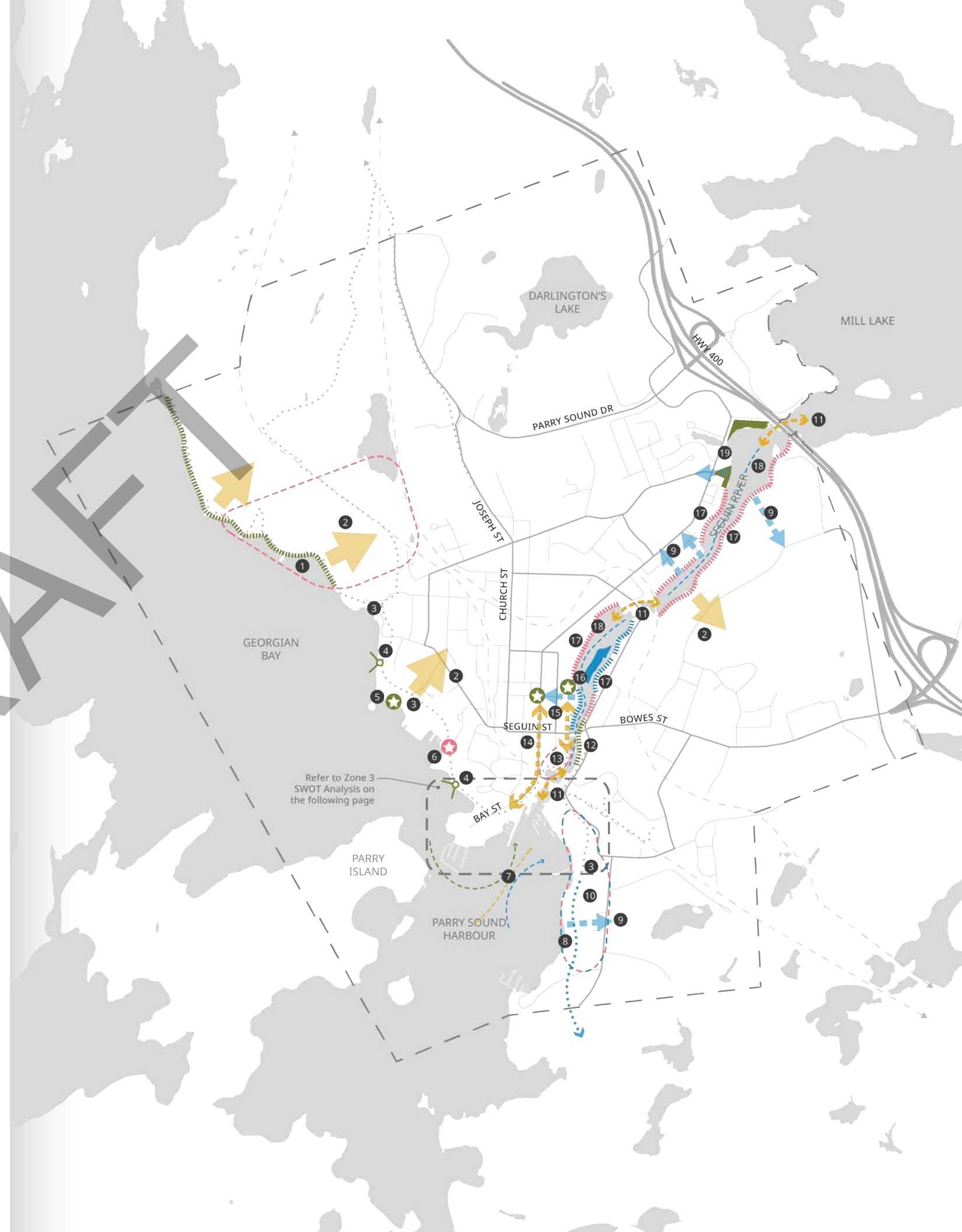


4.1 SWOT ANALYSIS

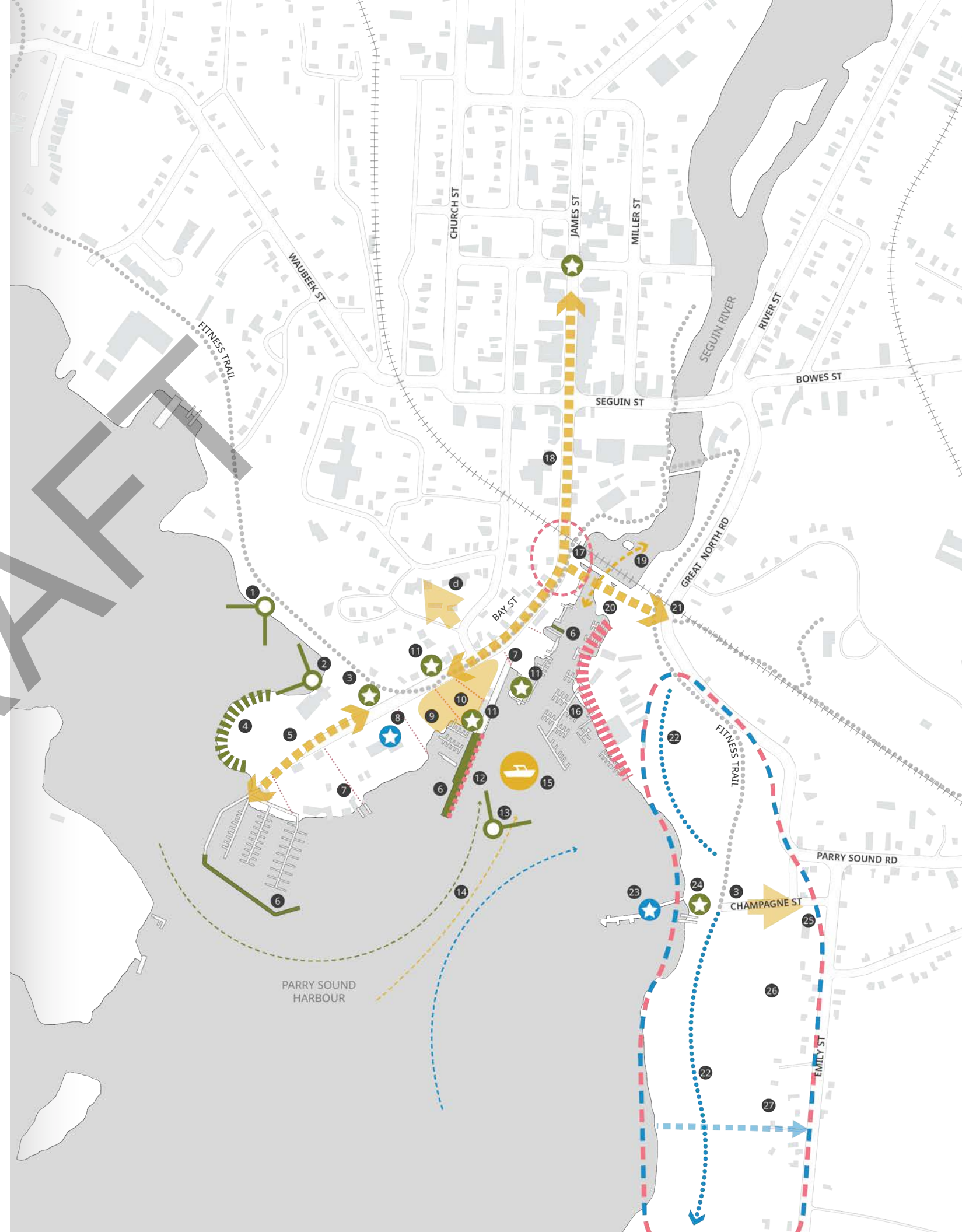
The SWOT analysis combines the findings of the spatial analysis and public consultations to provide a list of strengths, weaknesses, opportunities, and threats. These findings, listed below, will inform the vision and goals and serve as the basis for the development of the Master Plan in the next stage.

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

Zones 1, 2, 4, 5, 6



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



4.2 DRAFT VISION & GOALS

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

Vision Statement

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



Parry Sound Waterfront Master Plan

welcoming destination for all.

Goals

Create a waterfront that prioritizes public space and public access

The Master Plan will establish vibrant public spaces, improve access to the water, and foster an environment that caters to the needs of all

ages and abilities.

Preserve and enhance the natural identity of the waterfront

The Master Plan supports preserving the natural identity of the waterfront and protecting its ecosystems and scenic character. New and

existing spaces will prioritize planting, shade, and natural landscapes, and invasive species will be managed to improve biodiversity.

Expand connections between the waterfront and key destinations

The Master Plan seeks to improve connections to downtown Parry

Sound, expand and enhance trail networks, and better integrate the waterfront with existing the fabric of the Town.

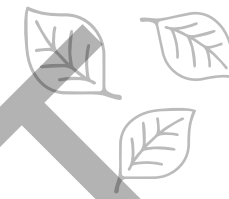
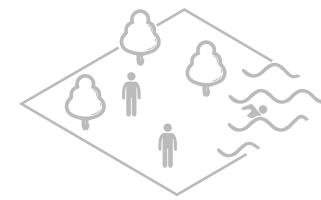
Utilize a balanced approach to economic development

The Master Plan recognizes the importance of context-sensitive

development. New housing, business, and tourism opportunities will be encouraged to strengthen the economic potential of the waterfront while balancing the existing character and natural environment.

Encourage waterfront activation through events and recreation opportunities

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



Parry Sound Waterfront Master Plan

page included as a place holder, new photo being prepared

5.0 MASTER PLAN

DRYFET

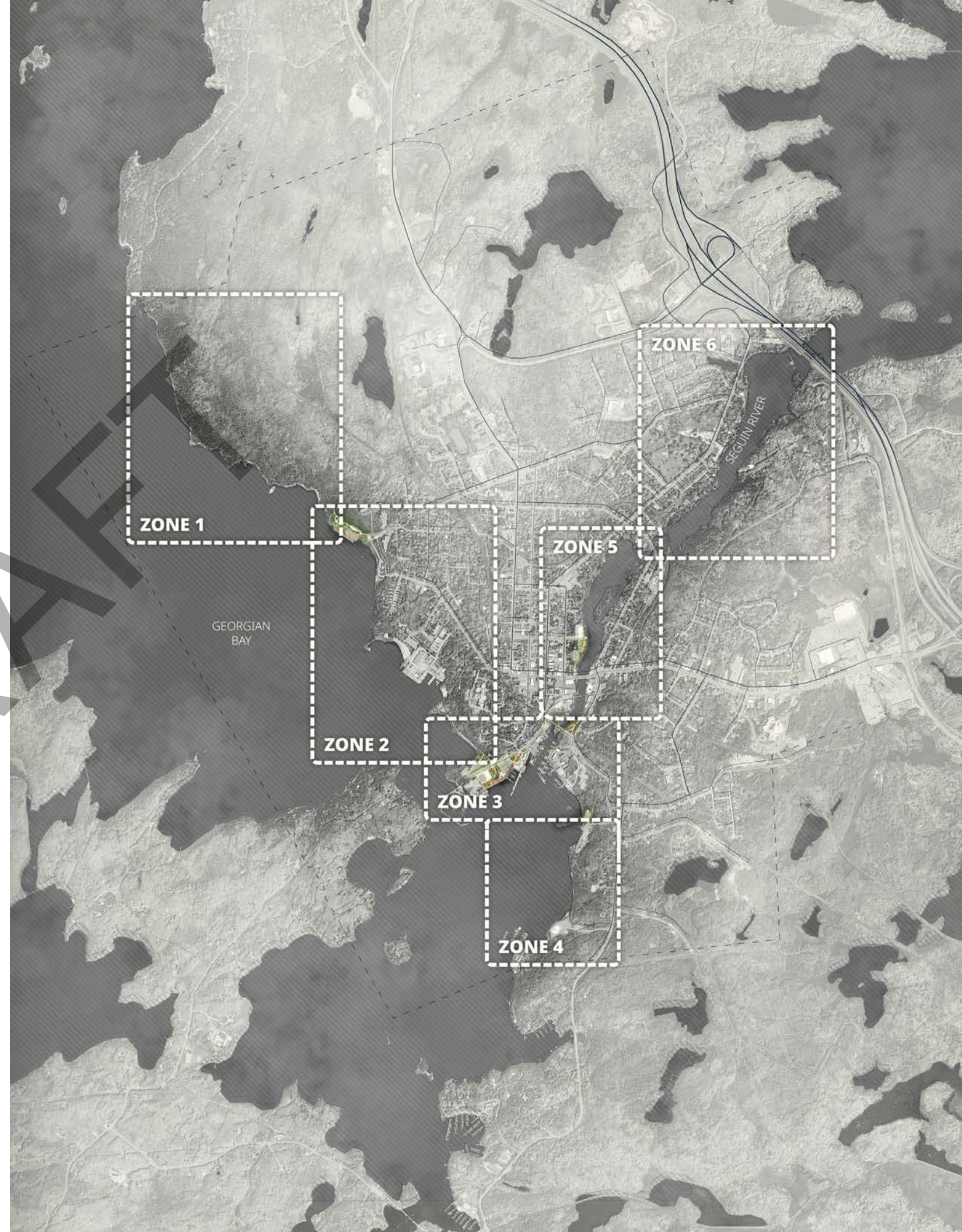


5.1 MASTER PLAN OVERVIEW

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

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

Town-Wide Recommendations



5.2 ZONES 1 & 2

The master plan recommends several key actions in Zones 1 and 2 to enhance waterfront access and amenities in Parry Sound, as outlined in the chart below. In Zone 1, the underutilized North Salt Dock area will be transformed into a vibrant public space, strategically positioned at the intersection of the Fitness Trail and the North Shore Rugged Trail. This space will serve as a central hub for both recreational opportunities and environmental and historical preservation. These improvements align with Parry Sound's five core waterfront goals, emphasizing the activation of the waterfront, enhanced public access, and strengthened connections to key destinations.

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

Recommendations

page included as a place holder, new figure being prepared



North Salt Dock Concept

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



1 Potential Reuse of Weigh Scale



2 History of Salt Piles



2 Mounds With Natural Planting Inspired by Salt Piles



3 Painted Asphalt



4 Art Installation/Lookout



5 Formalized Trail Head with Seating

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



5.3 ZONES 3 & 4

The Parry Sound Harbour waterfront plan focuses on revitalizing Zones 3 and 4, prioritizing improved connectivity, public access, and economic development, while balancing growth with environmental preservation. Concept designs have been developed for key areas, including the Stockey Centre/MNFR lands, Town Dock, Seguin River Mouth, and Champagne Street.

Public Access
Nature
Connections
Economy
Activation

Recommendations

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





PARRY SOUND HARBOUR

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MNR Lands Concept 1

The Stockey Centre Concept 1 envisions a dynamic, multi-functional space that combines a public plaza, lookout platform, and small parks. North of Bay Street, directly adjacent to the Stockey Centre, visitors will find the lookout, Monument Park, and Music Park (with existing monuments and interactive installations relocated to these parks).

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



1 Interactive & Educational Elements



2 Tree Lined Promenade



5 Lawn & Playground



3 Relocated Market Stalls



4 Steps Down to Water



6 Shallow Fountain/Skating Rink

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



MNR Lands Concept 2

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



1 Interactive & Educational Elements



2 Tree Lined Promenade



5 Lawn & Playground



3 Relocated Market Stalls



4 Steps Down to Water



6 Shallow Fountain/Skating Rink

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

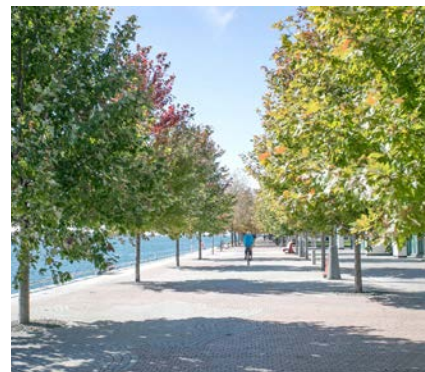


Town Dock Concept

Two design concepts have been developed for the Town Dock, each offering a distinct approach to revitalizing the space. Concept 1 (Interim Option) provides a temporary solution by maintaining the existing driveway and green buffer between the fitness trail and parking area, while introducing temporary enhancements to improve pedestrian access. This concept focuses on quick, low-cost improvements designed to engage the community in the short term. In contrast, Concept 2 (Final Option) presents a transformative long-term vision, featuring a central plaza that steps down to the dock, a woonerf shared street, shade structures, and a continuous promenade. This design prioritizes pedestrian and cyclist accessibility, enhancing the overall waterfront experience. Together, the two concepts balance immediate functionality with a forward-thinking vision for future growth and community engagement.



1 Shade Structure and Lawn



2 Tree Lined Promenade



4 Gateway Sign/ Public Art



3 Tree Lined Fitness Trail

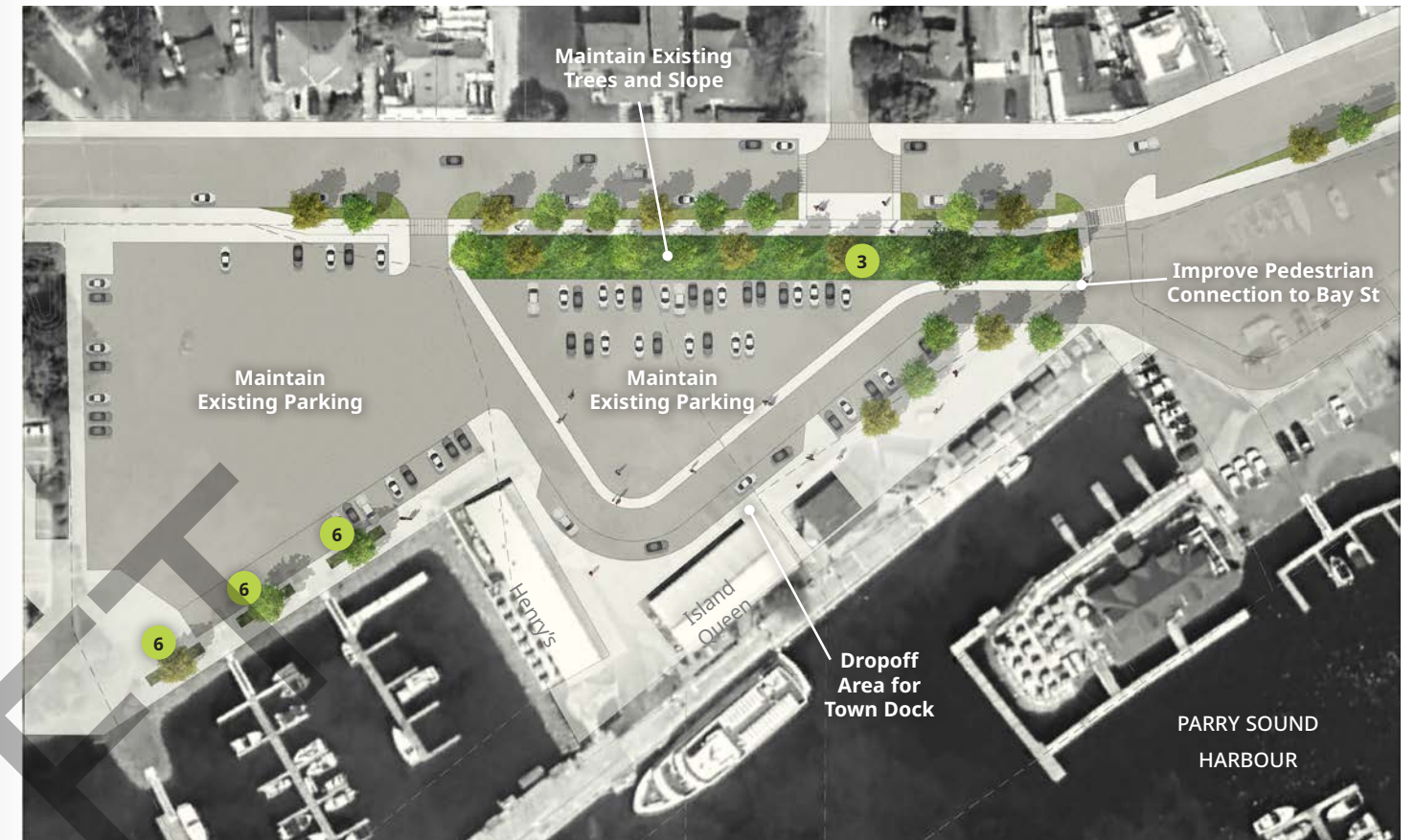


5 Shared Street

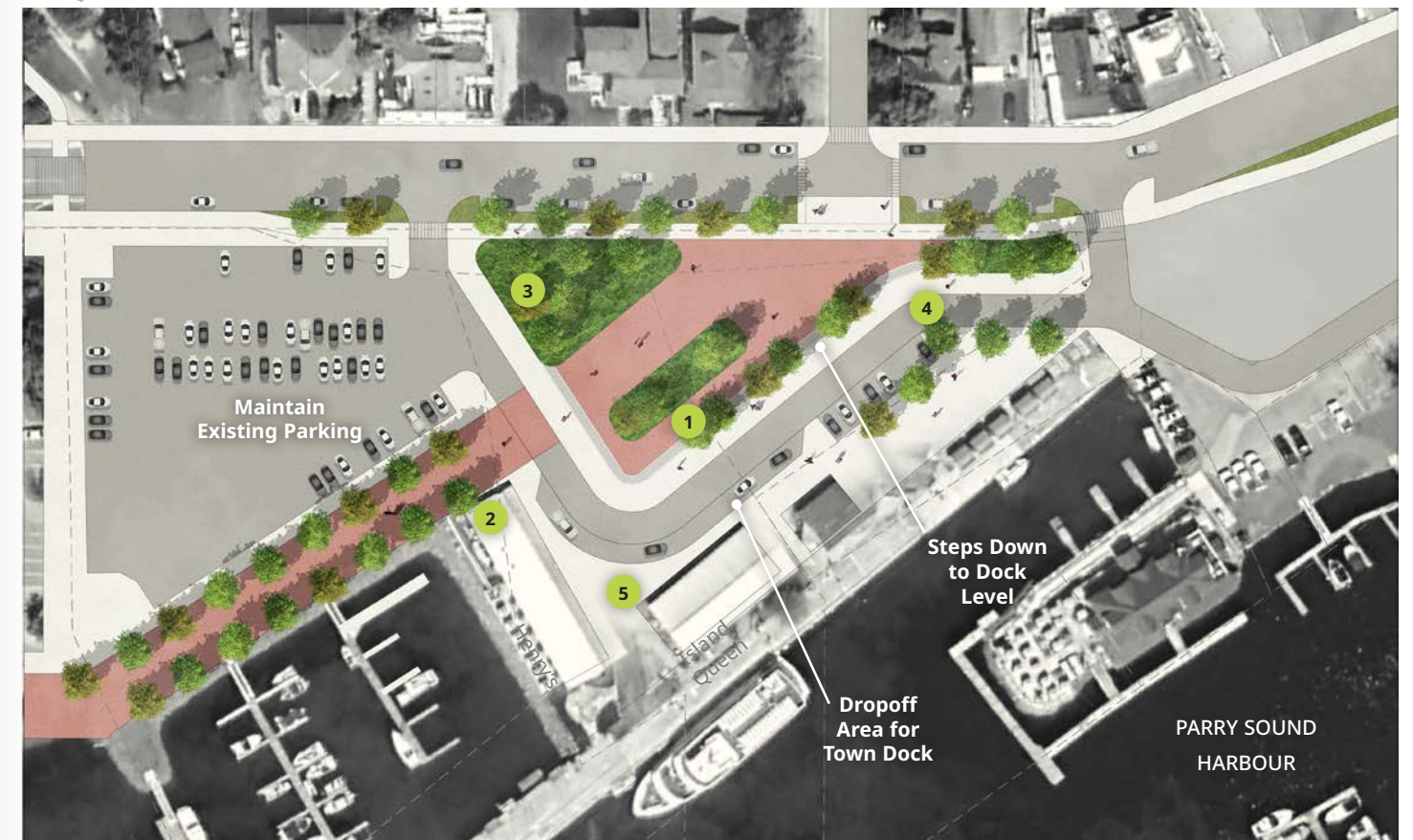


6 Temporary Planters

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



Town Dock, Interim Concept



Town Dock, Final Concept

Seguin River Mouth Concept

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



1 Viewing Platform



2 Revitalized Skate Park



3 Formalized Trail Head



4 Seating Area/Steps

Curated selection of precedent images



Champagne Street Pier Concept

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



1 Picnic Area



2 Seating Area on Pier



3 Formalized Trail Head



4 Reconstructed Pier

Curated selection of precedent images



5.4 ZONES 5 & 6

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

- | | | | | | |
|---|---------------|--------|-------------|---------|------------|
| | Public Access | Nature | Connections | Economy | Activation |
| 1 | ● | ○ | ○ | ○ | ○ |
| 2 | ○ | ● | ● | ○ | ○ |
| 3 | ○ | ○ | ○ | ● | ● |
| 4 | ○ | ○ | ● | ○ | ○ |
| 5 | ● | ○ | ○ | ○ | ● |
| 6 | ● | ○ | ○ | ○ | ○ |

Recommendations

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



Bobby Orr Centre Concept

The proposed expansion at the Bobby Orr Community Centre includes extending the fitness trail to connect key features, such as the Centre, a proposed kayak dock, reconfigured sports court areas, and a boat launch. The new kayak dock will provide easy water access with steps leading down to tie up boats, and a shaded seating area will be added nearby, offering a space to relax and enjoy the surroundings. The sports court will be reorganized to improve functionality, while a formalized parking area will ensure convenient access. To the south of the court, the trail will lead to a passive lawn area and a wooden ramp for the boat launch, enhancing both active and passive recreational opportunities.



1 Picnic Pavilion



2 Seating Overlooking Water



3 Boat Rental



4 Relocated Basketball and Tennis Courts

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



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