

LONG RANGE STRATEGY

This is a long term strategy and not all decisions have to be made today.

The goal is to provide a framework to help the Town of Georgina evaluate opportunities and redevelopment in Jackson’s Point consistent with the vision and principles.

This is not an exercise aimed at achieving developer objectives, but rather, the intent is to ensure that there is an excellent public park and appropriate lake-related facilities in the context of potential development or redevelopment opportunities.

There are three decision streams, related to Bonnie Park, the Hotel, the former Marina lands and the Town’s boat slips.

Decisions can be made independently in each stream, however there are implications on each other.

ASSUMPTIONS

The “Do Nothing” scenario in which existing property boundaries remain as-is and no land exchange or acquisition is pursued, means:

Loss of the Bonnie Boats marina is a given

- Loss of the boat launch
- Loss of gas dock
- Loss of covered slips

Unknown outcome for MSR-Lalu lands along channel’s edge

- Limited development potential
- Liability issues may lead to fencing
- YRP facility is proposed

The Town of Georgina currently does not have funds allocated for significant capital improvements to Malone Wharf, Bonnie Park/Lorne Park, the grassed right-of-way, and the existing Town slips

MSR-Lalu lands along the channel’s edge have limited development potential and carry costs related to remediation of the shoreline, and potentially soil

Town-owned land in Bonnie Park is more valuable than MSR-Lalu land because of its greater suitability for development. Therefore consideration for a land exchange is not on a 1:1 basis

VISION

Jackson’s Point Harbour is a Redevelopment Opportunity Area. The Sutton/Jackson’s Point Secondary Plan provides the planning framework to accommodate a mixed density residential community that includes primarily **medium and higher density housing** and a **hotel/resort**.

These uses, with **public parkland/open space**, the **marina** and associated **boating facilities** can combine to create a **waterfront redevelopment** that is enjoyed by **residents, and tourists**.

PRINCIPLES

Developed based on input received over the last 3 months

1. CREATE A GREAT PARK

- No net loss of parkland
- More public access to the water’s edge
- Enhanced park facilities and amenities
- Balance of water-based and land-based recreation
- Enhance the landscape

2. BE FISCALLY RESPONSIBLE

- Balance costs and revenue
- Must generate revenue for park enhancements and/or marina facilities either from development, or the Town’s other revenue sources
- Consider implications of capital cost and operational cost

3. BE ENVIRONMENTALLY RESPONSIBLE

- Ensure changes are consistent with the Lake Simcoe Protection Plan
- Rehabilitate natural features
- Restoration and enhancement of the shoreline, where appropriate and feasible
- Protect fisheries/aquatic habitat
- Ensure there are no off-site impacts
- Manage stormwater quality

4. PROMOTE ECONOMIC DEVELOPMENT

- Create a destination for residents, visitors and boaters
- Link/gateway to Main Street Jackson’s Point
- Tell the story of the history of the area
- Buildings and landscape design should celebrate the history of the area

5. WORK TOWARDS A LONG-TERM STRATEGY

- Promote flexibility to respond to opportunities over time
- Recognize the potential of incremental implementation
- Understand the implications of doing nothing

6. BE COMPATIBLE WITH THE JACKSON’S POINT COMMUNITY

- Ensure new buildings are compatible in scale
- Ensure excellence in design of new buildings
- Ensure new buildings complement the park and water’s edge
- Ensure public parking accommodates park related activities