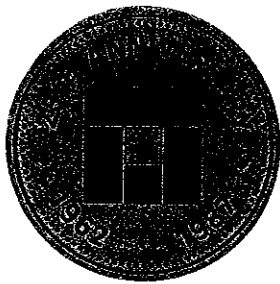


**DESERONTO
WATERFRONT
STUDY**



totten sims hubicki associates



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Deseronto Waterfront Advisory Committee,
Town of Deseronto,
331 Main Street,
DESERONTO, Ontario.

Attention: Mrs. L. Johnstone, AMCT,
Clerk-Treasurer.

January 30, 1987

Dear Mrs. Johnstone:

Re: Deseronto Waterfront Study, Final Report.

Totten Sims Hubicki Associates are pleased to submit the final report for this study. It has been an interesting and constructive undertaking and we are confident that the recommendations herein will set the stage for exciting revitalization in the Waterfront area.

A special thanks is extended to the Clerk for her support and also to the members of the Waterfront Advisory Committee for their guidance throughout the study. We would be pleased to assist the Town of Deseronto in forwarding its objectives regarding the Deseronto Waterfront.

Yours truly,

Bob Clark, MCIP,
Project Manager.

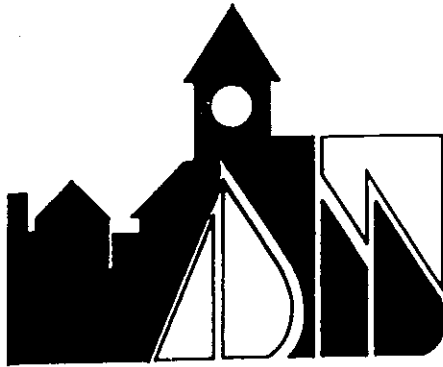
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**DESERONTO
WATERFRONT
STUDY**

Committee Members

Dennis Tompkins - Mayor
Samuel Knapp - Reeve
William Higgins - Deputy-Reeve
Brian Floyd - Councillor
Douglas Meredith - Councillor
Wayne Cassidy - Councillor
Ian Miller - Councillor
Linda Johnstone - Clerk-Treasurer

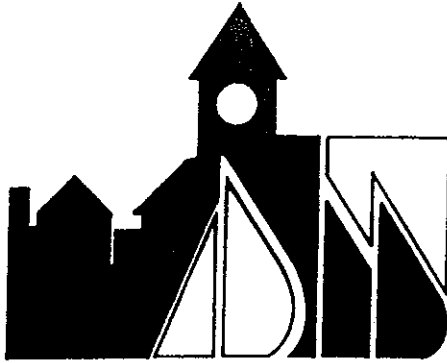


**DESERONTO
WATERFRONT
STUDY**

Study Team

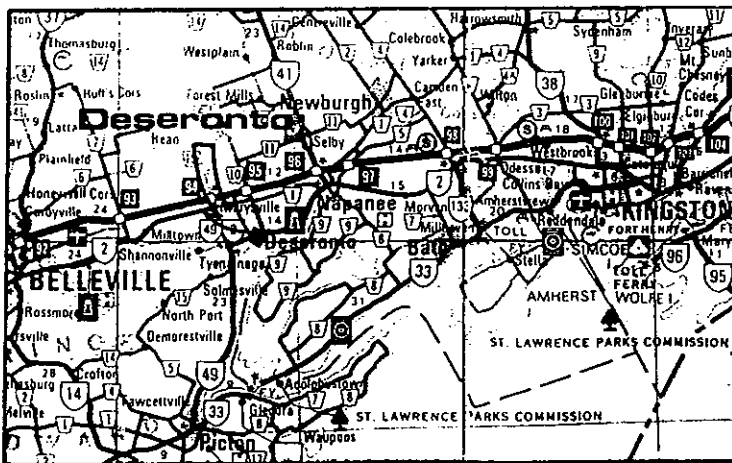
Dusan Marucelj, P.Eng. - Director-in-Charge
Bob Clark, M.Sc., B.Sc., MCIP - Project Manager
Ken Tamminga, B.L.A., M.Pl. - Landscape Architect/Planner
Kristine Gourley, B.L.A., B.Sc., OALA - Landscape Architect
Miriam Mutton, B.L.A., OALA - Graphics
Bob Zavislake, B.Comm., M.Sc. - Real Estate Consultant,
Realty Research Group Ltd.

Project No. 24-7109
November 3, 1986.



DESERONTO WATERFRONT STUDY

Location Map



DESERONTO WATERFRONT STUDY

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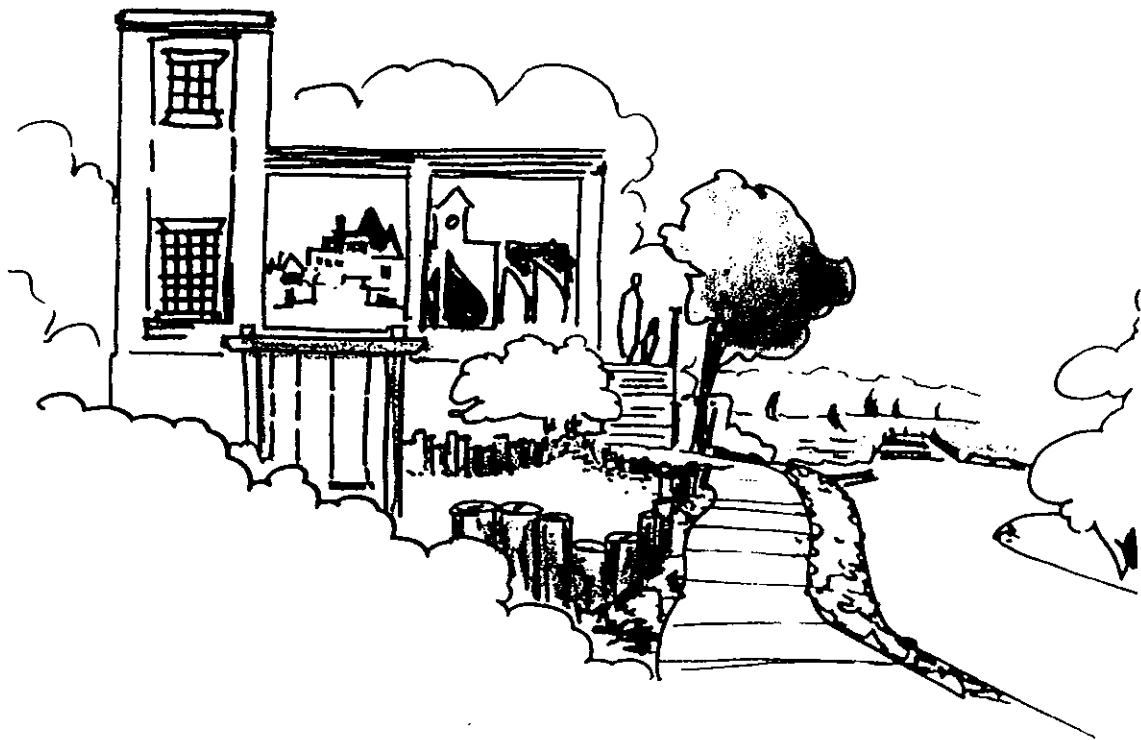
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- Appendix D - Public Consultation
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FOREWORD

The Deseronto Waterfront Study was initiated in 1986 by the Town of Deseronto. The Town proposed a program of water oriented facilities aiming to revitalize and re-establish development along the waterfront. This program was subsequently expanded to include an account of all background documentation, an appraisal of the physical and cultural conditions and a public consultation program. With this added scope a report and study have been prepared based on sound planning principles and landscape design practices.

Totten Sims Hubicki Associates were retained to prepare a background report and a land use planning study. The purpose of the Report and the following Study is to provide directives for the orderly, productive development of Deseronto's waterfront. The Study strictly maintains the goal of the Town of Deseronto to initiate revitalization and redevelopment of their waterfront area.



DESERONTO WATERFRONT · OLD TRANSFORMER BUILDING

SUMMARY OF RECOMMENDATIONS

Following an extensive investigation of potential development and revitalization opportunities along Deseronto's waterfront, a list of recommendations have been produced, listed within general timelines, from immediate actions to long-term possibilities. It is hoped that these recommendations would form the basis for real and positive change towards a more vibrant and exciting waterfront.

Immediate

1. Pass a resolution endorsing the adoption of the Official Plan Amendment by the County of Hastings (see Appendix F). This will initiate the process of revising land use planning documents to allow for appropriate redevelopment along the waterfront and create a more receptive atmosphere for waterfront revitalization.
2. Concurrent with the Official Plan Amendment, and subject to its approval, pass a by-law to amend Zoning By-law No. 2-78 (see Appendix F). This will begin the process of implementing the intent of the amended Official Plan.
3. Resolve to increase the enforcement levels of Property Standards By-law No. 25-77 as it applies to exterior maintenance of private lots. Actions include removal of debris, cutting of grass and eradication of noxious weeds, removal and grading of fill, etc. This will greatly improve the image of the Town, both to residents, tourists and possible investors. In particular, the Arctic Gardens lands could benefit from the application of this by-law through the removal of packing crates and derelict machinery on both sides of Mill Street. Subject to the provisions of the Property Standards By-law, lack of action by the Owner would give the Town leave to initiate clean-up efforts.
4. Initiate a comprehensive improvement program regarding deficiencies in the physical, economic and social infrastructure of the entire community. A study will be required as a basis for community improvement policies. These policies must be incorporated into the Official Plan by amendment prior to PRIDE funding (see Appendix C). The Town should investigate the funding of such a study under the Ministry of Municipal Affairs Community Planning Study Grants program.
5. Approach owners of the Arctic Gardens lands to negotiate the purchase of the "old steam boat" dock lands at the foot of Mill Street. This small parcel of land could form a key public access focal point along the Deseronto waterfront. Reduction of the current level of municipal tax arrears could form the basis of a transaction.

Within Two Years

6. Organize a Waterfront Development Committee to initiate and promote waterfront development opportunities and events. A Tourism Development Sub-committee should focus on tourism, as per the requirements of the Ministry of Tourism and Recreation Destinations East program. The committee should be comprised of several Council members and interested individuals from the community.
7. Continue efforts to improve the basic physical image of the town. Open spaces (public and private) and vacant lots should be neat and green in appearance. To accomplish this might include:
 - obtaining a short term easement on vacant lots to clean debris, apply/grade topsoil (if required) and seed;
 - planting more shade trees along waterfront municipal road right-of-ways, or, if possible, just within private lot boundaries;
 - requesting the Ministry of Environment to screen the water pollution control plant with mixed coniferous and deciduous plantings;
 - negotiating with the Deseronto Yacht Club to allow Town assistance in the on-going improvement (grading, seeding and planting) of the peninsula, with the eventual aim of full pedestrian access/picnicking along the south shore.
 - offering support and/or financing of the upgrading or redevelopment of unsafe buildings, sheds and boathouses on private lands which are in high visibility areas along the waterfront.
8. Implement Site Plan Control, under Section 40 of the Planning Act. This useful development control tool could be used to ensure the appropriateness of many elements of development proposals. Site plans could range from simple sketches for modest undertakings to full engineering drawings for a complex proposal. Council will make the final determination as to the detail required.
9. Initiate contact with the CN Real Estate Department regarding the disposal of the recently abandoned CNR right-of-way through the Town of Deseronto. The Town should consider acquiring lands to accommodate the full construction of Second Street, and to provide public open space and parking.
10. Continue to monitor the status of the Arctic Gardens lands.

11. Undertake a Marina Feasibility study for expansion of transient marina facilities. The preliminary results of this study reveal a regional demand exists, but detailed information is needed regarding the precise extent of demand, methods of penetrating the transient market and means of implementation. The feasibility study should investigate the possibility of joint private/municipal efforts to expand and upgrade the existing private marina. The Ministry of Tourism and Recreation's Destinations East - Planning and Feasibility Studies Program provides 50% grants up to a maximum \$25,000 contribution for this type of study.
12. Improve Centennial Park. Investigate possible funding under the Parks Assistance Act administered by the Ministry of Natural Resources. The design concepts included herein should suffice in applying for "approved park" status. Approach community service groups and local industries to implement smaller improvement options: tree planting, ornamental gardens, benches, playground equipment, etc.
13. Obtain a road widening to construct Water Street to full MTC standards between Mill Street and Fourth Street. This will improve access to Quinte Marina as well as stimulating redevelopment along the core waterfront area and expansion of downtown business establishments southward.
14. Increase the promotion of the fishing derby (both spring and ice fishing). The household survey revealed a sizeable demand, and several Ministry studies show a consistent yearly increase in fishing in the Bay of Quinte. Suggestions for improvements included larger and more prizes and better advertising. This type of event would likely qualify for Destinations East - Festivals and Special Events program, which would cover 50% of costs to a maximum contribution of \$50,000 funding.
15. Improve boat launching and car/trailer parking opportunities in Deseronto. Reorganize boat launching in Centennial Park and build one other launch point, either at the foot of Mill Street or on the Town-owned transformer station property in the east end. Access would require upgrading as well.
16. Continue to actively solicit private sector investment into Deseronto's waterfront. The Destinations East - Investment Sourcing program provides up to 75% grants to a maximum contribution of \$50,000 for tourism related investment promotion, investment missions and related costs. Industrial investment could be assisted by the Eastern Ontario Development Corporation.

Within Five Years

17. Encourage the acquisition or granting of easements along all waterfront lands to accommodate a pedestrian walkway linking various activities along the water. A comprehensive design scheme would ensure a walkway would be built in a consistent manner over time as right-of-ways become available. Funding for some sections may be available from the PRIDE program or local service groups. Larger waterfront redevelopment proposals could be required to implement pedestrian walkways as part of the development approval process.
18. Support and/or implement some of the special improvement projects which may not be eligible for PRIDE, Destinations East, or other government funding. These projects, such as the painting of a mural on the old locomotive shop wall, could be realized through a combination of private landowner, service group and municipal efforts.
19. Consider reintroduction of the powerboat races which used to be held in Deseronto, subject to a review of the costs and benefits of such an event. A Tourism Development Sub-committee could initiate a revival of this event. Other possibilities for water-based activities could include invitational sailing regattas, visits by local and regional tour boats, and an increase in charter fishing activities.
20. Instigate an on-site archeological investigation of the shorezone area to determine the presence of significant artifacts or features of the heritage of Deseronto. Possible findings could form the core for a museum or tourist attraction. Items currently distributed amongst various holders (Lennox and Addington County Museum, Deseronto Library, private residents, etc.) should be gathered into a permanent community display. Potential support might be gained from local and regional historical societies, the Ministry of Citizenship and Culture, or interested universities.

DESERONTO WATERFRONT STUDY

1.0 INTRODUCTION

1.1 Study Goals

- a) To review and assess all existing information relating to Deseronto's waterfront area.
- b) To document and review the attitudes and ideas of local residents, interest groups and agencies.
- c) To inventory and analyse existing land use and ownership patterns.
- d) To address immediate opportunities for enhancement and beautification (improvement) of the waterfront area.
- e) To explore and recommend feasible short term and long term waterfront uses that stimulate orderly and productive development.
- f) To present a recommended development program that can be phased as funds become available and as circumstances warrant.
- g) To provide information on funding sources and assist initial liaison proceedings.

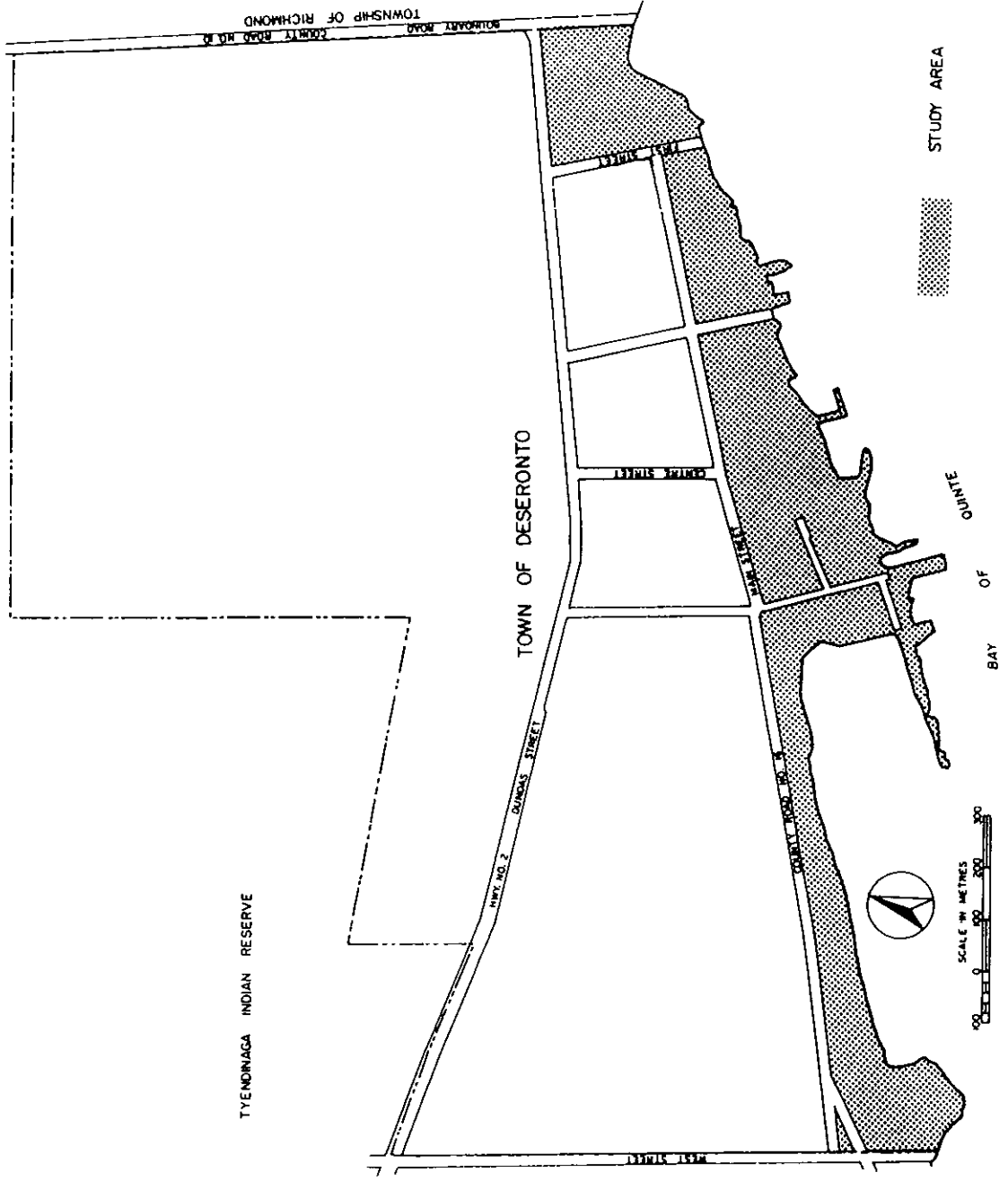
1.2 Background Documentation and Study Scope

The scope of this study covers the Deseronto Waterfront shown on Plate 1. The outside boundaries are the Town limits to the east and west; the northern boundary is Main Street (County Road 16) to First Street stretching north to Highway No. 2 or Dundas Street and east to Boundary Road. The southern boundary follows the shoreline along the Bay of Quinte.

This study contains background information, reviews the socio-economic conditions of Deseronto and the residents views and ideas concerning the existing and future development of the waterfront. Special groups having a key interest in the Waterfront (e.g. the Lion's Club, Lioness Club, Deseronto Yacht Club, etc.). have been interviewed for their input into this study. All contacts have been listed in Appendix E. Also, each property within the study area, was inventoried and analysed for existing conditions, land ownership and development potentials/limitations.

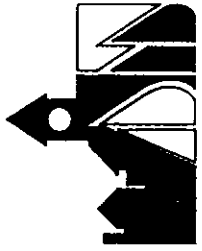
From these discussions, two sets of criteria emerged that formed the basis of the land use planning and development program policies and recommendations. The land use and planning development program are also supported by phasing and funding programs.

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STUDY AREA

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DESERONTO
WATERFRONT
STUDY

PLATE 1 DESERONTO WATERFRONT STUDY AREA

2.0 POLICIES

The Official Plan for the County of Hastings was approved in 1985. It contains two parts: The County Official Plan (also called the General Plan) and a series of Secondary Plans prescribing more detailed land use policies for urban centres, which includes the Secondary Plan of the Deseronto Urban Centre. Both documents contain goals and objectives as well as land use policies and permitted uses for various land use classes. Generally, the Secondary Plan contains a more restricted list of permitted uses than those listed in the General Plan.

2.1 Official Plan Policies

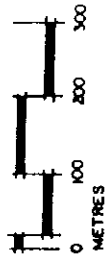
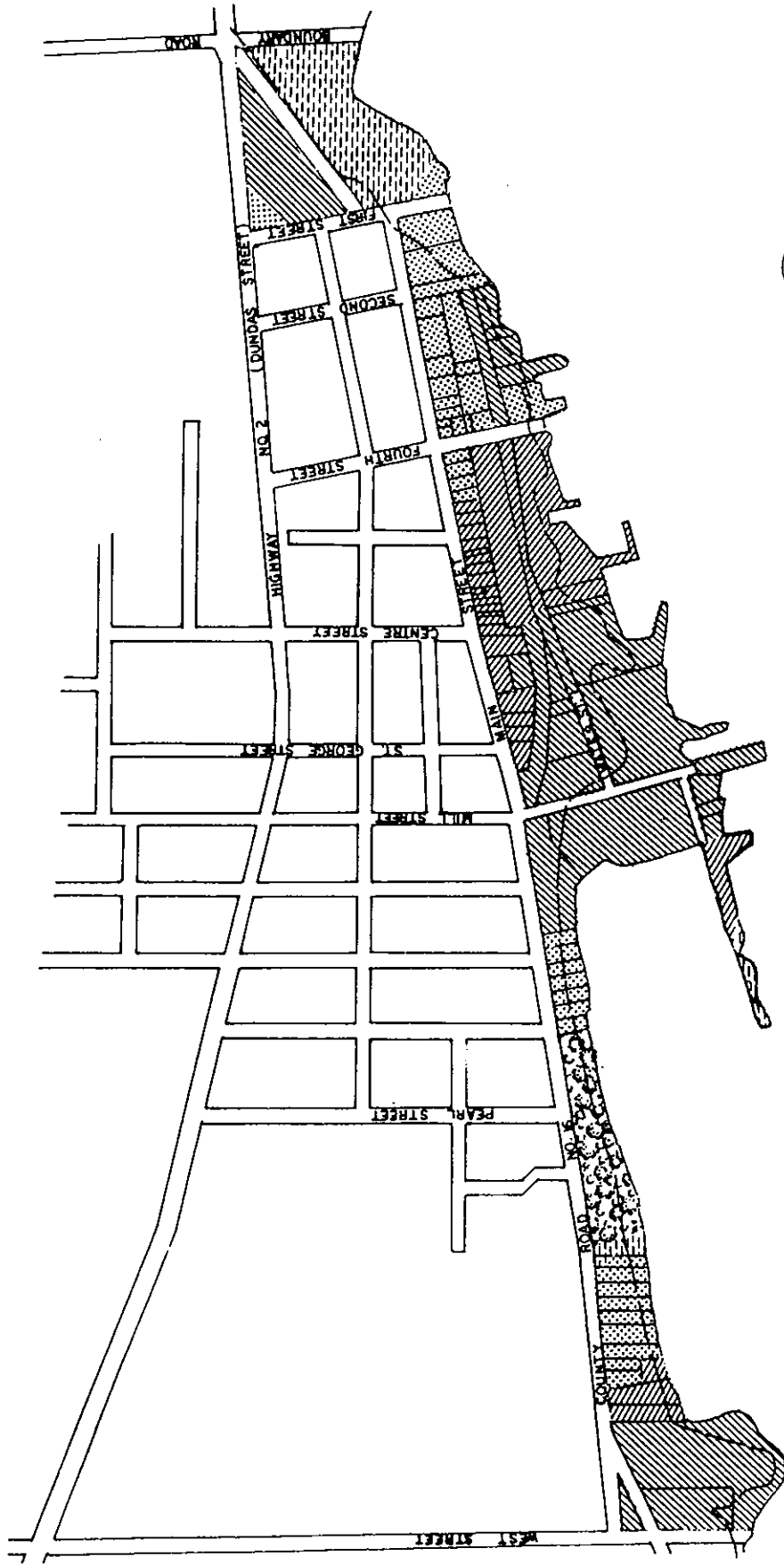
Not all of the issues and policies forwarded in the Official Plan are relevant to the study area. For the purposes of this report, a summary of key planning policies are listed below, following both the General Plan and the Secondary Plan (for more information, reference should be made to the Official Plan). These policies should form the basic framework for planning and design criteria of any waterfront development plan, subject to the findings of this report and the public participation process.

Goals and objectives for future development are an integral part of the municipality's land use policy. These have been summarized in Appendix A, and function in the context of this study as objectives for preparing land use policy amendments later on in the report.

The General Plan and Secondary Plan also contain a number of specific provisions relating to permitted uses and implementing zoning by-laws. Five land use designations are found within the study area (see Plate 2). For a detailed list of permitted uses and provisions, refer to the applicable planning document, as follows:

<u>Land Use</u>	<u>Secondary Plan Section</u>
Hazard	3.2 (and 3.0 of General Plan)
Recreation	3.3
Residential-Low Density	3.4, 3.4.2
Commercial	3.6
Industrial	3.7

Official Plan designations on geographical area basis are discussed in the following Section. Below is a brief outline of the land use designations and their permitted uses.



LAND USE

	HAZARD
	RECREATION
	RESIDENTIAL
	INDUSTRIAL
	COMMERCIAL

BAY OF QUINTE



Hazard:

- uses permitted - recreation, conservation, preservation of natural features and the environment
- provisions set forth in the General Plan Section 3 require development and fill approval by the Conservation Authority within the floodline as shown on Schedule B1 of the Secondary Plan (see Plate 3).
- change in designation requires an amendment to the Official Plan, but minor filling only requires Conservation Authority approval

Recreation:

- uses permitted - recreation, conservation, public parks and associated recreational activities

Residential - Low Density:

- uses permitted - single and two-family dwellings, home occupations, group homes, public and community facilities, churches
- maximum 5 dwellings per net 0.4 hectare with full municipal services; minimum lot area of 0.4 hectare and 150 foot frontage with individual services; maximum 25% two-family dwellings in any Plan of Subdivision, not to exceed 2 units per gross 0.4 ha.

Commercial:

- uses permitted - those which provide for the sale of goods and services to meet the needs of the community and market area, such as retail commercial, service shops, eating establishments, recreational uses and hotels, etc.
- adequate buffer planting or screening required between commercial and residential uses; open storage discouraged
- general commercial to locate in approximate locale of existing central business area to serve pedestrians; infilling encouraged

Industrial:

- uses permitted - manufacturing, storage and waste disposal
- new development encouraged on lots with municipal services
- provisions made for emissions, parking and loading, screening and zoning

Miscellaneous land use policies which are considered relevant to the study area are also contained in the General Plan, as follows:

Special Policy Areas (s.3.8):

- Special Policy Areas may be considered for areas of development where a large component of the community's existing land uses are located in the flood plain
- this designation requires a separate zone classification, an implementing by-law, and MNR/Conservation Authority approval

Municipal Roads (s. 10.3, 10.4):

- minimum right-of-way to be 20 metres (66 feet)
- Council may determine which roads under its jurisdiction are required to meet present and future needs. Council should consider the assumption of rights-of-way that meet MTC standards

Rail Line (s.10.9):

- abandoned rail lines should remain as one holding to the extent possible for possible vehicular, utility corridor or recreational uses

Community Improvement (s.12.11):

- Plan gives recognition to the need to devise community improvement plans as may be determined by local Council, pursuant to Section 28 of the Planning Act, S.O. 1983, which requires an amendment to the Official Plan
- new guidelines for designation of a community improvement area under the Ministry of Municipal Affairs PRIDE program would require a much larger area than the extent of the study area.

Interim Control (s.13.2.2):

- provisions for the passing by local Council of an Interim Control By-law pursuant to Section 37 of the Planning Act.
- note that the Town of Deseronto Council passed such a by-law on October 14, 1986 for the purposes of controlling development in the waterfront area (see Plate 4) for a period of one year, for the undertaking of this study and the revision of land use policies

Site Plan Control (s.13.2.6):

- provisions are made for Council to pass a by-law pursuant to Section 40 of the Planning Act to designate areas of site plan control
- the General Plan has proposed industrial, commercial and residential developments greater than 9 units for site plan control
- Deseronto does not make use of this useful development control tool; see Section 4.0 for recommendations

Property Maintenance and Occupancy By-law (s.13.2.8):

- provisions allowing local Council to pass such by-law to ensure minimum maintenance and condition of properties and structures
- Deseronto has such a by-law: No. 25-77 and 3-78; enforcement being implemented by the Property Standards Officer
- see Section 6.2 for recommendations concerning the utility and application of this land use control mechanism

2.2 Zoning By-law and Secondary Plan Designations

Deseronto's Restricted Area By-law (By-law No. 2-78) was passed in March of 1978, and has since been amended several times. It prescribes detailed provisions and land uses which are meant to implement the Secondary Plan. However, since the County General Plan and the Secondary Plan were approved in 1985, the zoning has become somewhat dated, and does not follow the intent of the County and local planning policy as well as it might.

Within the study area are 10 zone classes, as follows:

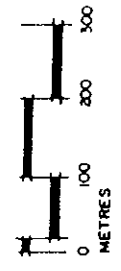
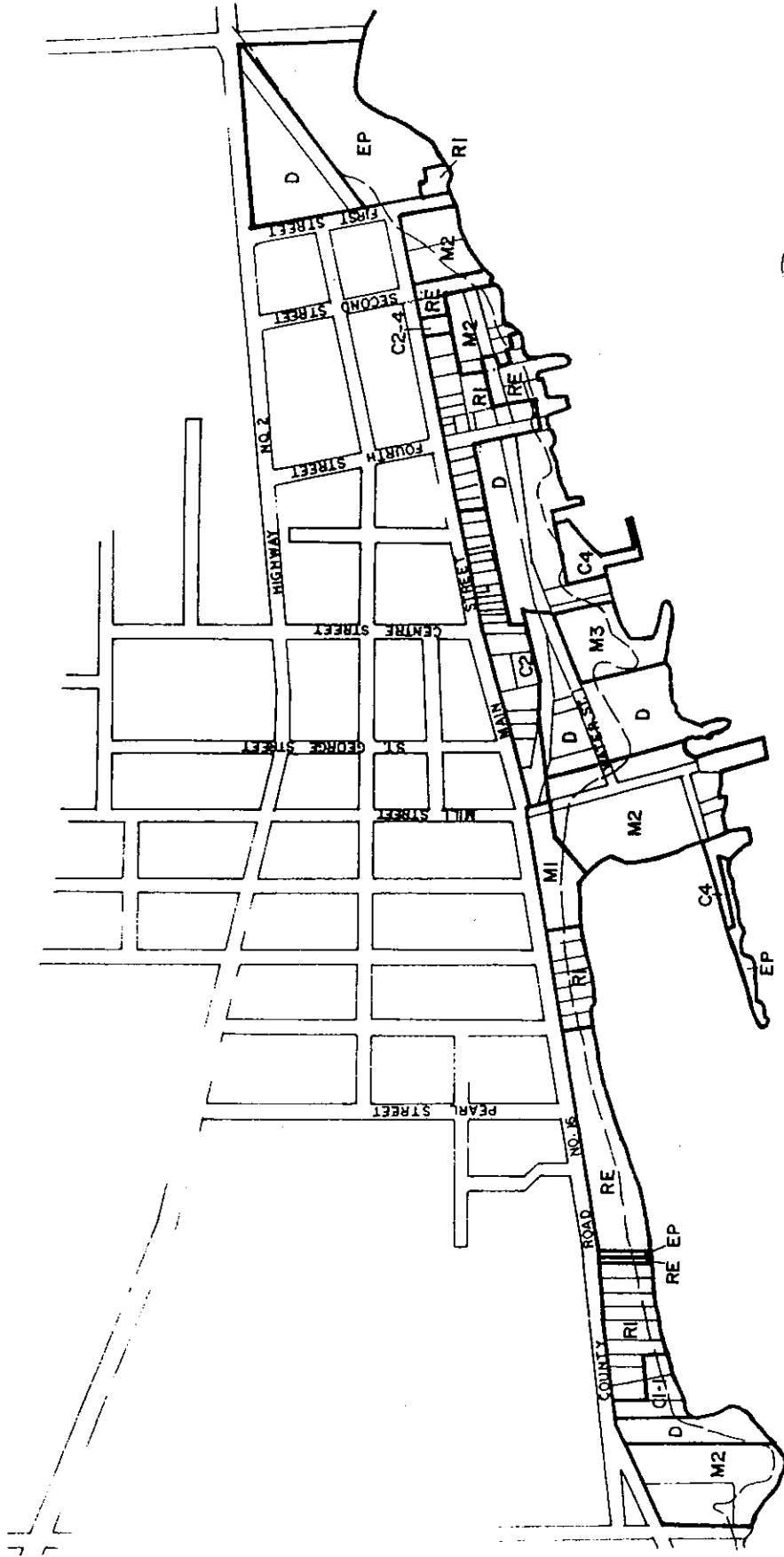
Refer to Plate 3

RE	Recreational and Conservation
EP	Environmental Protection
R1	Residential Type 1
C1	Highway Commercial
C2	General Commercial
C4	Waterfront Commercial
M1	Restricted Industrial
M2	General Industrial
M3	Waste Disposal Industrial
D	Development

A useful way of reviewing zoning is to proceed from west to east within the study area, checking for suitability of zoning provisions as they relate to the physical environment and comparing the zoning to the land use designations of Schedule B1 of the Secondary Plan. For a detailed list of permitted uses within each zone, reference should be made to Plate B of Restricted Area By-law No. 2-78.

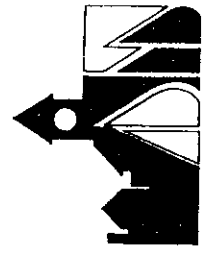
At the western extremity of the study area are the Blakely lands which are zoned M2 and D. The M2 zone recognizes the existing water-related industrial use located at the southerly portion of the property. The D zone, basically limiting the lands to current usage (open field), is apparently a buffer zone to residential land uses to the east. The Secondary Plan designates the whole of this property as Industrial. Since the existing industry appears to require some water frontage, it would be logical to recognize this as a legal use through zoning, and in the long term consider a usage for the remainder of the property more compatible with the Residential - Low Density designations to the north and east.

A small parcel of land to the east of the Blakely property is zoned C1-1: a special Highway Commercial zone with a fairly restrictive permitted use of tourist establishment. Thus, it would appear that a specific development scenario has been forwarded for this land. However, the existing residential nature of this parcel and lands to the east would suggest that low density residential may be a more suitable long term use.



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- RE RECREATIONAL & CONSERVATION
- EP ENVIRONMENTAL PROTECTION
- RI RESIDENTIAL - TYPE 1
- CI-1 HIGHWAY COMMERCIAL EXCEPTION ONE
- C2 GENERAL COMMERCIAL
- C2-4 GENERAL COMMERCIAL EXCEPTION FOUR
- C4 WATERFRONT COMMERCIAL
- M1 RESTRICTED INDUSTRIAL
- M2 GENERAL INDUSTRIAL
- M3 WASTE DISPOSAL INDUSTRIAL
- D DEVELOPMENT



**DESERONTO
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PLATE 3 EXISTING ZONING

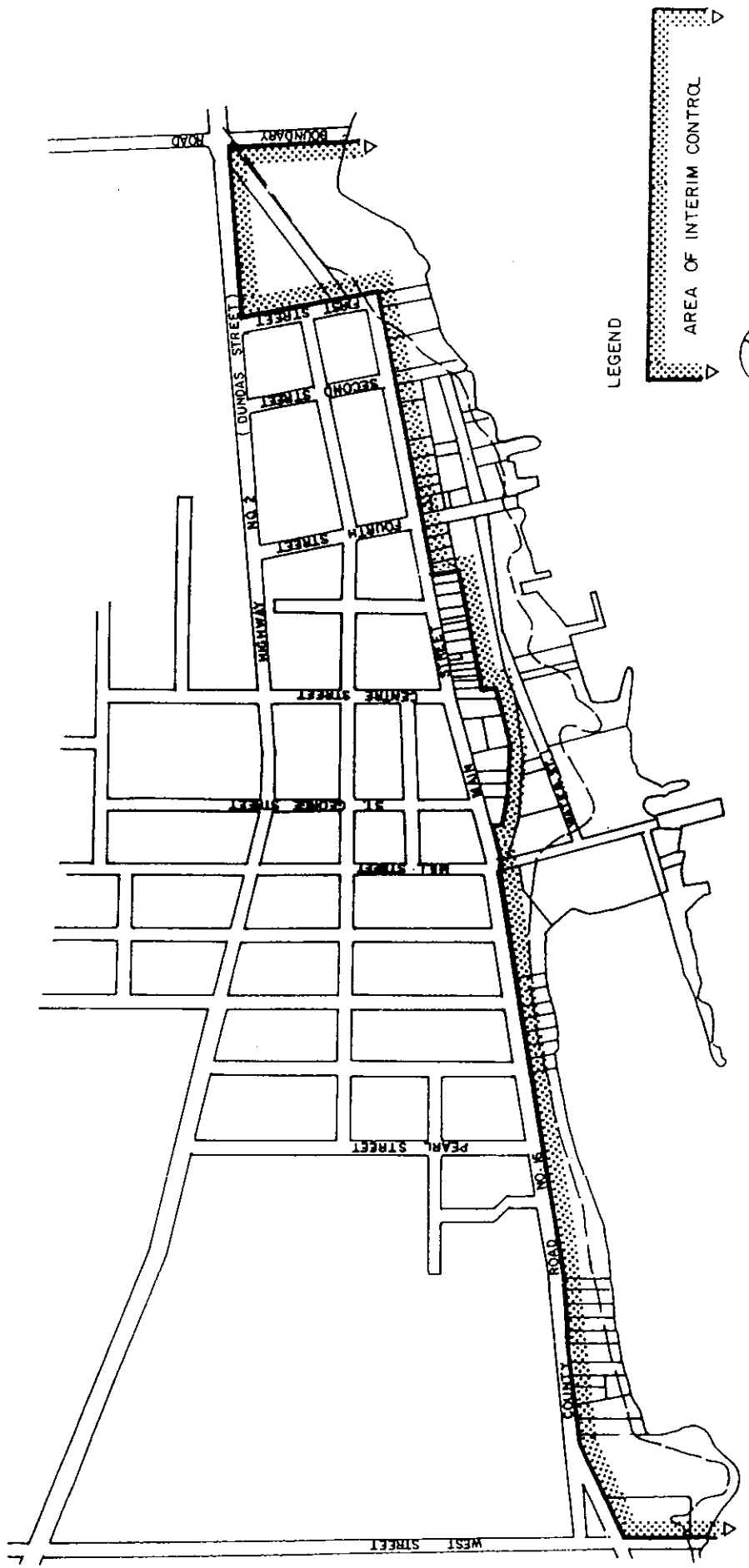


PLATE 4 AREA OF INTERIM CONTROL



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Proceeding easterly are three waterfront land use areas which are considered appropriate, as recognized in both the zoning and the Secondary Plan: two low density residential areas both to the east and west of Centennial Park, zoned R1, with single family residences as the permitted use, and Centennial Park itself, zoned RE. It is anticipated that no changes to planning documents need be considered for these areas.

The downtown core of Deseronto is predominantly zoned C2, which permits a wide range of commercial uses. There appears to be some minor discrepancies between the Secondary Plan and the Zoning By-law as to the extent of the Commercial area. In general, however, the on-going and stable nature of this area is given long term status through the Secondary Plan as recognized by the zoning, and only minor planning document amendments are foreseen.

Surrounding the commercial core to the west and south is a broad band of water-related lands which are of high development potential, and require careful consideration as to directions for future land use. Zoning classes found in this area are M1, M2, D, M3 and C4. At the corner of Main Street and Mill Street is located the Canada Optical lands, zoned M1. This restrictive industrial zone gives consideration to the highly visible location of this property and its proximity to the residential uses further west. It is appropriate that zoning recognize the on-going and compatible nature of this current use. Because of its ideal waterfront location and proximity to the commercial core, consideration should be given to allowing for a larger variety of long term water-related uses.

In a similar vein, the Arctic Gardens properties may not be given adequate recognition in the planning documents for the great potential for redevelopment. The western portions of the Arctic Gardens lands are zoned M2, which permits a range of manufacturing and industrial uses, including some undesirable uses such as bulk storage tanks, contractor's yard, and outside storage. The Secondary Plan also recognizes industrial as a long term use. There are a variety of appropriate waterfront uses which would not meet the permitted uses within the M2 zone, and thus there is a need for a rethinking of the status of these lands.

The peninsula known as the yacht club contains two zonings, EP which recognized flood constraints, and C4 which allows for the Waterfront Commercial use of the yacht club. This appears to be an appropriate land use for this parcel.

Large portions of waterfront lands between Mill Street and Fourth Street are zoned D, which reflects the vacant and vague potential of these lands. The Secondary Plan generally splits these lands into Industrial to the west and Commercial to the east. Note that a large part of these lands are owned by CN Rail; the Canadian Transport Commission has recently given approval to CNR to abandon this spur line. In keeping with the overall intent of deindustrializing the waterfront over the long term, capitalizing on tourist commercial potential, and connecting the downtown core with the waterfront, a water-related commercial zoning may be more appropriate.

Two other major parcels of waterfront land remain to the south of the commercial core: the water pollution control plant, zoned M3; and the Quinte Marina property, zoned C4. These zones implement the Secondary Plan, and are seen as longterm uses which are appropriately recognized in planning policy.

Lands to the east of the commercial core contain a variety of land use classifications. Proceeding easterly along the waterfront, the zoning and Secondary Plan recognize a large single family residence at the foot of Fourth Street. Adjacent to this is a cottage which has legal non-conforming status and is zoned RE. Both of these existing uses have potential for long term redevelopment to a higher density residential use. Further along is the old transformer station, owned by the Town, and the Hawley Brothers factory lands, both zoned M2. The transformer station lands are designated Industrial in the Secondary Plan, but would appear to have little potential as an industrial use; a recreational or residential use may be more appropriate. The Hawley Brothers lands are designated Residential-Low density in the Secondary Plan, but consideration should be given to increasing the density somewhat due to the prime waterfront location.

To the north along the south side of Main Street is the periphery of a stable single family residential neighbourhood, zoned R1 and designated Residential - Low density in the Secondary Plan. This land use is seen as appropriate in the short term, but infilling or redevelopment would be desirable over the longer term.

East of First Street is a large block of vacant land extending to the east boundary of the study area, and bisected by the CNR line. The northerly portion is zoned D and designated Industrial. A more appropriate long term use may be residential, since the existing use to the west is single family residential, and the Secondary Plan envisions lands on three sides as Residential - Low density. South of the CNR line are lands constrained by the floodline, zoned EP and designated Hazard, as shown in Plate 3. While this land use is seen as appropriate, there may be long term potential for filling above the floodline, as approved by the Conservation Authority. A significant stretch of waterfront lands could be retained as a recreation/conservation land use. Lastly, a single family residence and cottage located near the foot of First Street are recognized residential uses in both zoning and the Secondary Plan.

2.3 Summary and Implications

The foregoing review of current planning policy reveals both strengths and weaknesses. Following are some notable conclusions and implications:

- Official Plan goals and objectives appear to be consistent with the views of Town Council and residents of Deseronto. They can effectively serve to guide in the preparation of planning policy revisions and waterfront development plans.

- In several extensive and key waterfront areas, current planning policy does little to encourage tourism and water-related activities; it facilitates the propagation of undesirable industrial uses which are not necessarily water-related and could be located in other more suitable and accessible sites within the Town of Deseronto.
- There are numerous instances where Official Plan goals and objectives are contradicted by land use designations.
- Official Plan and zoning by-law policies relating to development control within the floodline are ambiguous and need to be clarified.
- There are few controls or indicators as to the quality or form the development is to take in the waterfront area. Consideration should be given to zoning powers, site plan control, and development guidelines as a means of ensuring proper implementation of development initiatives.

Specific observations in this policy review are utilized in conjunction with the findings of the physical analysis and public participation process to determine the detailed land use options described in Section 4.0.

3.0 EXISTING CONDITIONS

3.1 Historical/Heritage Implications

An inventory and analysis of the existing conditions, based on the goals and objectives of the report, will reveal the constraints and potential opportunities for the revitalization and redevelopment of Deseronto's Waterfront.

At the turn of the 18th century, Deseronto was a wild, uncharted territory. The first recorded inhabitants were Mohawk Indians, Loyalists from New York State, U.S.A. They came at a time when the northern shores of Lake Ontario had begun to be settled and homesteaded by other Loyalists seeking a new home and a new life. This part of the Dominion of Canada was called Upper Canada.

Chief Aaron Hill, Issac Hill and Captain John Deserontyou were the leaders that brought the Mohawks to the Bay of Quinte. They called their new home Tyendinaga. Fifty years later, an Indian named John Culbertson inherited a tract of land west of the Napanee River in memory of the efforts of his grandfather John Deserontyou. Here, he wished to begin a new settlement.

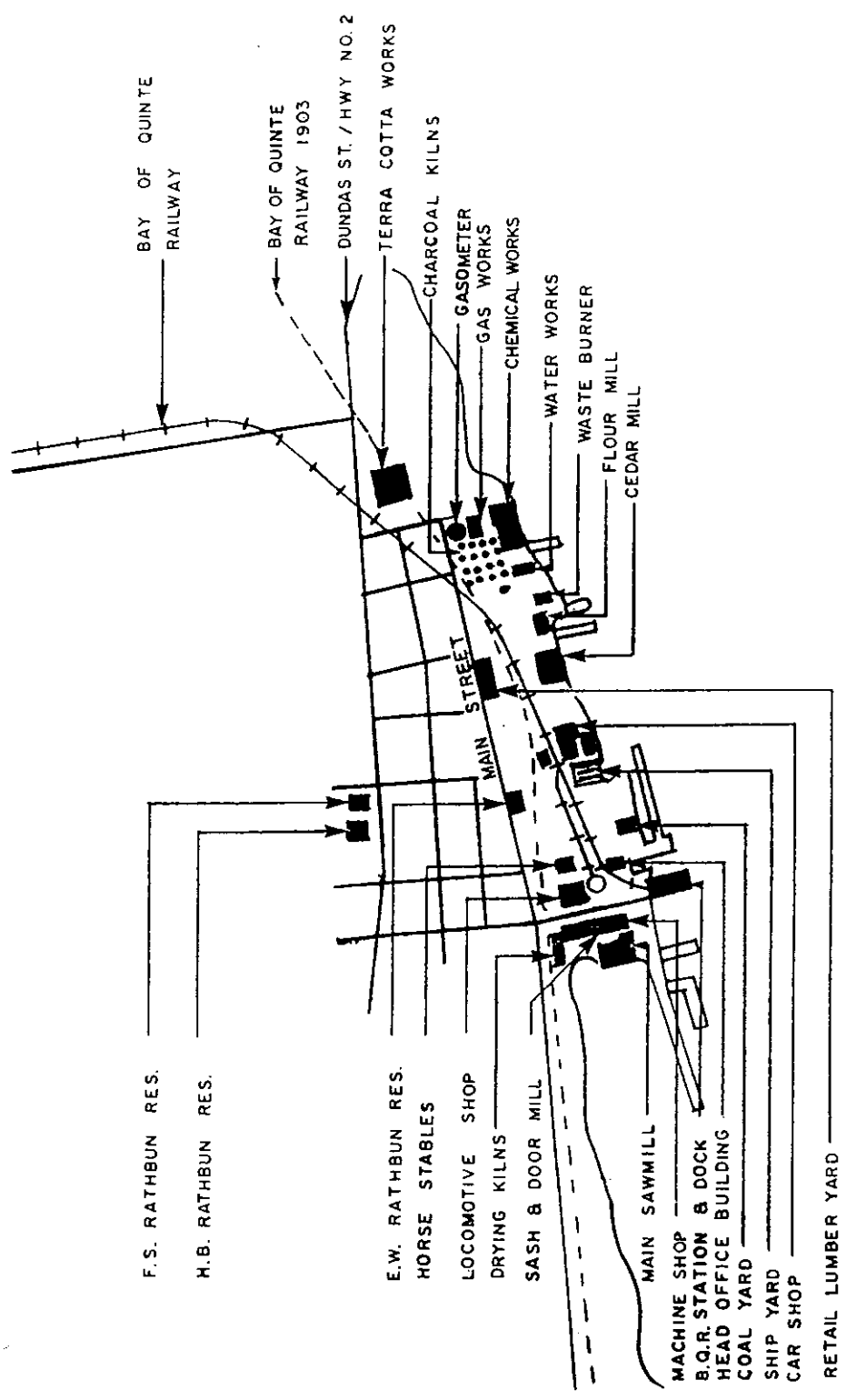
A New Yorker named Hugo Rathbun recognized the economic potential of harvesting the seemingly limitless timber resources of Upper Canada and exporting them to the markets in the U.S. and Europe. He purchased lands from John Culbertson and established a place of business in what was to become the beginnings of the Town of Deseronto around 1840. This initiated half-a-century of great prosperity and expansion for Mill Point, later Deserona, later Deseronto in 1881.

The Rathbuns built a saw mill in a sheltered bay called the 'log pond', known today as the 'pond'. The demand for timber was very high for new construction and railway expansion. This led to the economic success of the sawmill and the Rathbun's expansion into forest by-products. The land around the first mill site began to fill with a sash and door mill, a chemical works (producing wood alcohol), a cedar mill, a terra cotta works and a ship building and maintenance centre.

Edward Wilkes Rathbun was the person that led the way with the latest in technology, business practices and any new idea that would help his Company; for example, he began the first telephone company in Deseronto.

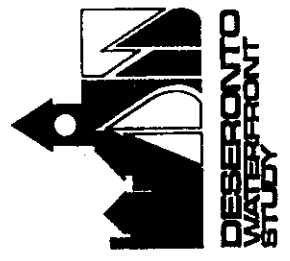
What remained at the centre of Edward Rathbun's empire was exporting lumber. He required a good and reliable supply of timber. Water was the usual way of transporting timber, but winter freeze-ups closed down operations. To remedy this situation, Edward expanded into the railroad and locomotive building operations, based in Deseronto.

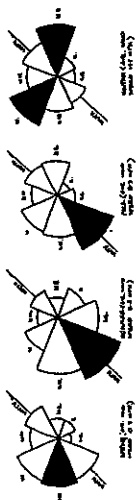
Deseronto has had a colourful history of waterfront activity that has unfortunately become dimmed with the decline of the Rathbun lumber



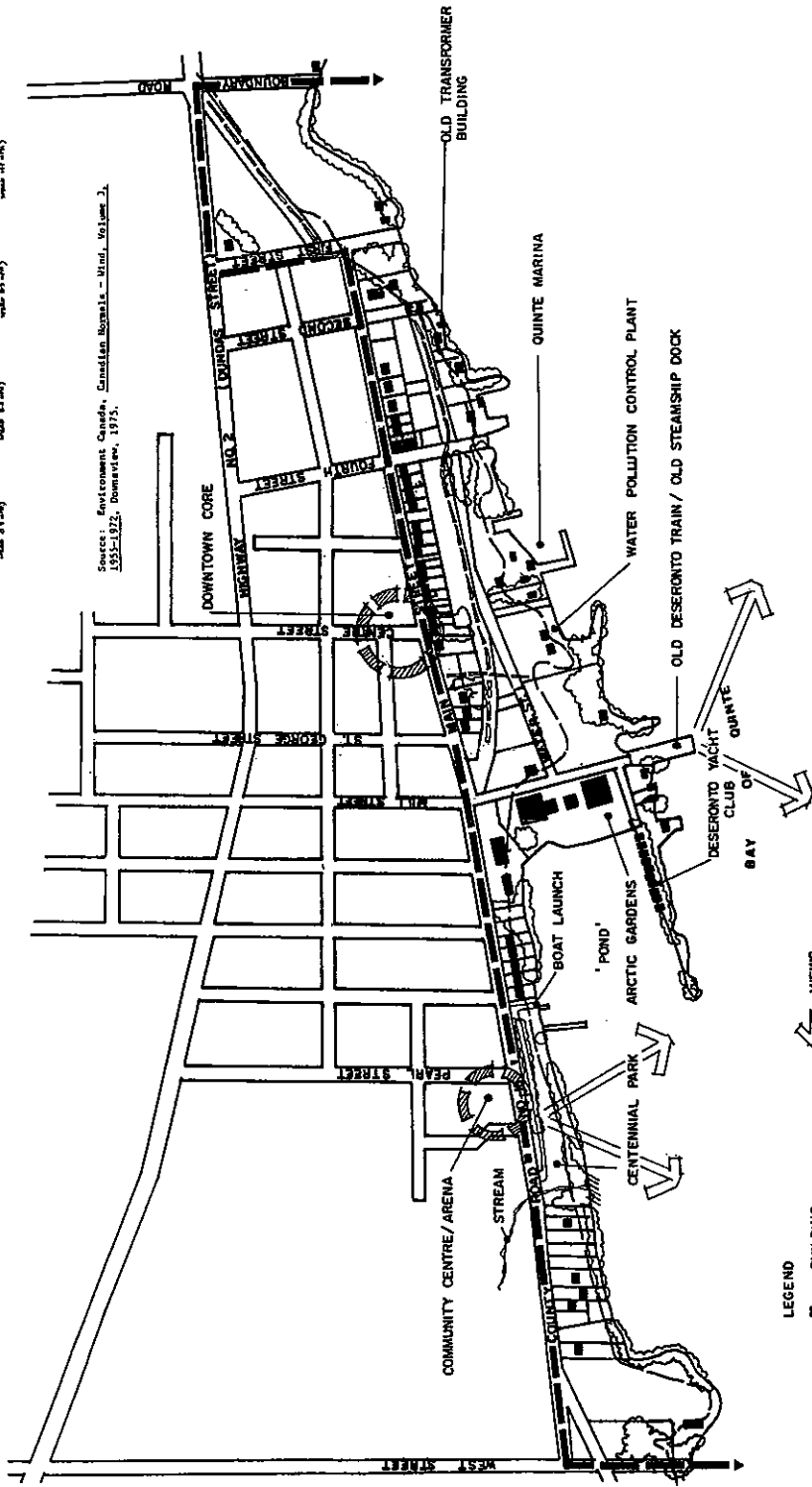
25. Wilson, Donald M., *Lost Horizons The Story of the Rathbun Company and the Bay of Quinte Railway.* Belleville, Ontario: Mika Publishing Company, 1983, Page 49.

DRAWING NOT TO SCALE



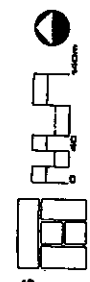


Source: Environment Canada, Canadian Normals - Wind, Volume 2, 1953-1972, Downsview, 1975.



EXISTING CONDITIONS

- LEGEND**
- BUILDING
 - EXISTING TRAIL
 - - - FLOODLINE
 - FILL LINE
 - //// SHORELINE EROSION
- ↔ VIEWS
- STUDY BOUNDARY



business. This history can provide the necessary identity or theme that can be used to unite the various sections of the waterfront and dictate the character of new development proposals. The theme of Deseronto's waterfront will come from the "Confederation Industrial Era". How this theme can be used is found in Section 5.2.

Plate 5 shows Deseronto at its industrial height in 1896.

3.2 Socio-Economic Profile

In order to appreciate the social and economic context of the Town of Deseronto a socio-economic profile of the community has been prepared. This profile assesses population, housing, labour force and income levels. This profile makes use of available Census data from the 1981 Census of Canada.

Population Structure -

In the period between 1976 and 1981 the Town saw a significant decline in population of 12%. This is attributed to the decline in employment opportunities. Despite this decline, the population structure remains balanced when compared to the provincial averages by age group. There is a moderately higher percentage of people in the youth age groups and in the elderly age group with lower than average percentage in the working age group. (see Table 3.1)

In the recent population projections prepared by the County as part of the Official Plan Review the population projections for the Town of Deseronto are characterized as likely to experience little change. It would appear that this projection will depend to a great extent on the local and regional labour and housing market.

The size of households by persons is presented in Table 3.2. Like the population structure by age, the households are evenly distributed with in excess of 45% accommodating more than 2 individuals.

TABLE 3.1
POPULATION BY AGE STRUCTURE

	<u>Deseronto</u>				<u>Ontario</u>		<u>Deseronto-</u> <u>Ontario</u>
	1976	1981	%	1981-1976	1981	%	1981-1976 %
TOTAL	1890	1730	100.00	-160	8625106	100.00	
0-4	180	135	7.80	-45	593031	6.88	0.93
5-9	170	140	8.09	-30	617295	7.16	0.94
10-14	195	155	8.96	-40	676340	7.84	1.12
15-19	185	165	9.54	-20	808865	9.38	0.16
20-24	155	140	8.09	-15	789695	9.16	-1.06
25-34	270	255	14.74	-15	1456270	16.88	-2.14
35-44	180	170	9.83	-10	1073160	12.44	-2.62
45-54	185	175	10.12	-10	936930	10.86	-0.75
55-64	165	170	9.93	5	805325	9.34	0.49
65-69	65	65	3.76	0	305500	3.54	0.22
70+	<u>140</u>	<u>160</u>	<u>9.25</u>	<u>20</u>	<u>562695</u>	<u>6.52</u>	<u>2.72</u>
TOTAL	1890	1730	100.00	-160	8625106	100.00	

TABLE 3.2
HOUSEHOLD SIZE
TOWN OF DESERONTO

<u>No. of Persons</u> <u>per Household</u>	<u>No. of Households</u>	<u>Percentage</u>	<u>Ontario %</u>
1	125	20.49	20.58
2	185	30.33	29.09
3	100	16.39	17.33
4-5	170	27.87	27.96
6-9	30	4.92	7.92
10+	<u>-</u>	<u>0.00</u>	<u>0.12</u>
TOTAL	610	100.00	100.00

Source: Statistics Canada, 1981

Housing Tenure -

Housing tenure statistics are available from the 1981 Census. Table 3.3 shows that 67.2 percent of all residential units were owner occupied in 1981.

TABLE 3.3
HOUSING TENURE
TOWN OF DESERONTO

<u>Tenure</u>	<u>Number</u>	<u>Percentage</u>
Owned	410	67.2
Rented	<u>200</u>	<u>32.8</u>
TOTAL	610	100.0

Source: Statistics Canada, 1981

Labour Force Activity -

In 1981, the Town of Deseronto had a labour force unemployment rate of 12.4% compared to the provincial average of 5.6% (refer to Table 4). The work force constituted 55.2% of the Town population as compared to 67.1% for the Province of Ontario.

TABLE 3.4
LABOUR FORCE ACTIVITY
TOWN OF DESERONTO

	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>Deseronto %</u>	<u>Ontario %</u>
Employed	425	245	670	87.6	94.4
Unemployed	<u>65</u>	<u>30</u>	<u>95</u>	<u>12.4</u>	<u>5.6</u>
TOTAL	490	275	765	100.0	100.0

Source: Statistics Canada, 1981

Labour Force Commuter Activity -

The commuter activity of the local labour force as reported by the most current data available from Statistics Canada (1981) is detailed on Tables 3.5, 3.6 and 3.7. As of 1981, those people living and working within the Town represented approximately 42.5% of the resident employed labour force. The remainder commuted to other areas, primarily Napanee and Belleville. The total number of in-commuters was virtually the same as the total number of out-commuters in 1981. A significant number of in-commuters, approximately 34%, originated from the Tyendinaga Indian Reserve.

TABLE 3.5
LABOUR FORCE COMMUTER ACTIVITY
TOWN OF DESERONTO
1981 (1)

	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>%</u>
<u>Resident Employed Labour Force</u>	425	245	670	100.0
1. Living and Working in area (2)	155	130	285	42.5
2. Working outside area	270	115	385	57.5
<u>Employed Labour Force Working in Area</u>	305	325	630	100.0
1. Living in area	155	130	295	45.2
2. Commuting into area	150	195	345	54.8

(1) Source: Statistics Canada, 1981 Census

(2) Note: Persons living and working in area includes persons working at home.

TABLE 3.6
LABOUR FORCE OUT-COMMUTER ACTIVITY
TOWN OF DESERONTO
1981 (1)

<u>Out-Commuter Destination</u>	<u>Average Commuting Distance</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>		<u>% of R.E.L.F.</u>
				<u>No.</u>	<u>%</u>	
Napanee	14	105	45	150	39.5	22.4
Belleville	30	60	45	105	27.6	15.7
Kingston	49	25	0	25	6.6	3.7
Ottawa	220	0	15	15	3.9	2.2
Other		70	15	85	22.4	12.7
Total Out-Commuters		260	120	380	100.0	56.7

TABLE 3.7
LABOUR FORCE IN-COMMUTER ACTIVITY
TOWN OF DESERONTO
1981 (1)

<u>In-Commuter Origination</u>	<u>Average Commuting Distance</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>		<u>% of L.F. Working in Area</u>
				<u>No.</u>	<u>%</u>	
Belleville	30	0	15	15	4.2	2.4
Napanee	14	50	10	60	16.9	9.5
N. Fredericksburgh Twp.	10	30	5	35	9.9	5.6
S. Fredericksburgh Twp.	15	0	15	15	4.3	2.4
Richmond Twp.	10	10	15	25	7.0	4.0
Tyendinaga Twp.	10	5	10	15	4.2	2.4
Tyendinaga Indian Reserve	5	50	70	120	33.8	19.0
Other		35	35	70	19.7	11.1
Total In-Commuters		180	175	355	100.0	56.4

Source: Statistics Canada, 1981 Census

Income -

The most recent documentation regarding average household income was compiled by Statistics Canada in 1981. According to that source, the average household incomes for Ontario and the Town of Deseronto were as follows:

Town of Deseronto	\$17,219.00
Province of Ontario	\$25,577.00

As the above figures indicate, the average household income for the Town of Deseronto is below the provincial level. Although the figures are from 1981, it is reasonable to assume that this interrelationship has remained relatively stable despite the rise in incomes.

The incidence of low income is a further indication of economic performance for a given population. The incidence of low income is calculated by Statistics Canada for two population distributions; (i) all economic families and (ii) all unattached individuals.

The computation of the low level income cut-off incorporates several variables including size of urban centre.

Table 3.8 presents the incidence of low income for Ontario, Hastings County and Deseronto for 1981. The incidence of low income among economic families in Deseronto is significantly higher than Ontario and Hastings. The incidence among unattached individuals appears representative.

TABLE 3.8
INCIDENCE OF LOW INCOME
TOWN OF DESERONTO
1981

	<u>Ontario</u>	<u>Hastings Co.</u>	<u>Deseronto</u>
All Economic Families	2,284,840	29,005	515
Low Income Econ. Families	261,255	3,795	105
Incidence of Low Income	11.4	13.1	21.0
All Unattached Individuals	831,900	9,155	115
Low Income Unattached Ind.	295,285	3,925	50
Incidence of Low Income	35.5	42.8	40.9

3.3 Visual Resources

Visual resources are taken in this context to mean scenic or aesthetic characteristics in Deseronto's urban landscape and adjacent waters. Visual resource opportunities and constraints abound within the study area, with extreme contrasts evident from site to site. Visual characteristics can be conveniently divided into types of views: framed views, panoramic vistas, focused views and contained views. Depending on one's vantage point, a single landscape element may exhibit a number of different viewing potentials.

One of the most dominant visual elements influencing the aesthetic character of Deseronto is the Bay of Quinte. Water is inherently attractive to most people - its preservation as a prime visual resource will grant long term paybacks in terms of tourist attraction, waterfront ambience and general community well-being.

The character of shoreline is also important, both as a visual element itself and as a backdrop or frame to the water. Specific elements in this category include waterfront vegetation, shoreline material and topography and structures. Lastly, there are a number of elements further inland which have a direct impact on the visual nature of the waterfront, such as building masses and vertical built forms.

A general principle in considering development along the waterfront is that positive visual elements should be retained, upgraded and accentuated. At the same time, visual access to these resources should be recognized and strengthened. A number of key issues are listed below. Detailed assessments of the visual character of the study area is given in Appendix B.

The north-south network of roads that culminate at the water's edge all have long sight lines to the Bay to some degree - in particular, Mill Street, Fourth Street and First Street. Efforts should be made at preserving these views which help to connect the core area with the waterfront.

Sight lines from the downtown core directly south to the waterfront exist at several locations:

- the right of way between the Legion building and Carload Grocery
- the laneway beside the Canadian Imperial Bank of Commerce (part of closed Sixth Street)
- the laneway between the vacant bowling alley and 360 Main Street
- Fifth Street (unopened, gravel access from Main Street to rear of lots)
- at several locations on Main Street between Mill and Centre Streets.

From a water-based vantage point and some shoreline locations, the towers of the Town Hall and the Post Office are highly visible and contribute immensely to the Town's recognizable silhouette. From the Bay they serve as a beacon and give the Town a sense of place relative to the open water. Building locations and heights should be controlled so as not to unduly impede visual access to these features.

There are several areas where shoreline trees serve a useful purpose in screening waterfront residences, vacant industrial lands, and the water pollution control plant from water vantage points. These trees also contribute to a park-like setting and should be retained and revitalized as much as possible.

Debris and algal bloom in the Bay, and especially the pond and shoreline areas, detract from the aesthetics of water and land. Efforts should be continued and renewed to maintain the visual quality of the water itself.

Panoramic vistas out over the Bay of Quinte toward Lennox and Addington and Prince Edward Counties exist at several key points along the waterfront: along the Centennial Park shoreline, at the extremity of the Yacht Club lands, at the end of Mill Street (old steamboat docks), at the small peninsula of the MOE plant lands, and in several other shoreline vantage points to the east end of the study area. Efforts should be made to continue to pursue public access to these points, in conjunction with related waterfront recreational activities (see Plate 6).

Focused views to the Bay of Quinte and the pond area are available from several points along Main Street, particularly between Mill Street and Mechanic Street. These sight lines provide almost a parkway-like setting to the motoring public, and strengthen the psychological connection between the Town and the many recreational opportunities available on the Bay. Screening of these views should be discouraged, and development control tools should be used to ensure such views are retained by any future development.

Several industrial and water-related land uses have a strong negative visual impact on the waterfront area from a variety of vantage points: near and distant and water and land based. The Arctic Gardens lands are a notable case in point: pallet boxes, high chain link fences, rusting mechanical equipment and several small disintegrating sheds litter this property. Although not currently in active use, these lands should be cleaned up and maintained as neat grassed lots, which would add greatly

to the aesthetic appeal of the entire waterfront. Planning controls could be used to revitalize these lands upon redevelopment. A number of options are open to initiate cleanup and revitalization efforts, as further described in Section 5.2.

There are several longterm uses which could benefit from some sensitive landscaping and facade treatment. The MOE plant should be screened with evergreen plant materials to lessen its visual prominence. The rear facades of the commercial buildings along the south side of Main Street, elevated above the floodplain of the core waterfront area, are generally uninviting due to rear exits, service bays and a haphazard parking layout. On-going and recent efforts at facade beautification, notably the Canada Optical factory and the yacht club's boathouses, should be supported.

3.4 Land Use Characteristics

Deseronto's waterfront consists of approximately 34.6 hectares containing ten different types of land uses. Four of these categories describe vacant or abandoned land types. Unused land along the waterfront accounts for 19.4 hectares or 56% of the total land area excluding road allowances. The midsection of the study area is the focus for commercial and institutional activities. Residential uses dominate east and west arms of the waterfront. Two properties being used for industrial/public utility purposes are located in the southwest corner of the midsection and to the east and west extremities of the study area.

The recreation/open space areas are centred around the 'pond' in the western section. Existing land uses adjacent to the study area are not as scattered.

North of the west section, Deseronto is basically residential in character with a grouping of institutional, recreational lands and industrial lands. In the core area commercial and institutional uses take place along Main Street and again the predominantly low density residential type uses characterize the northern and the eastern sector of Deseronto..

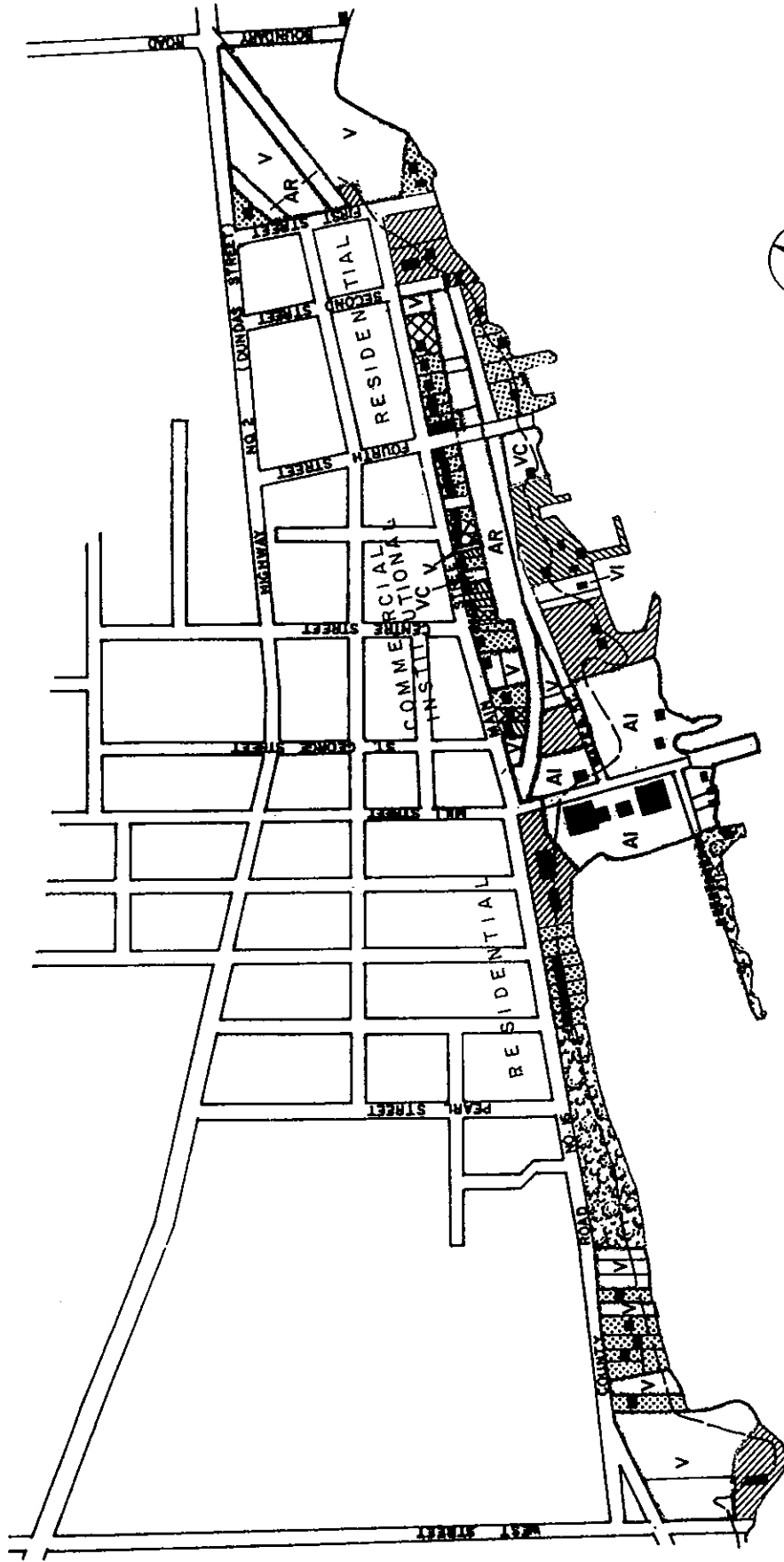
Refer to Plate 7 for Existing Land Use.

3.5 Municipal Infrastructure

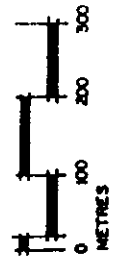
The Deseronto waterfront maintains all services required for development. Site specific requirements will necessitate further investigation as they relate to location, size and capacity. Refer to Plate 8.

Utilities available along the waterfront include:

Hydro: A major hydro line runs the length of the study area. This main line is 44,000 volts and connects to a hydro substation on the northside



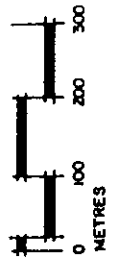
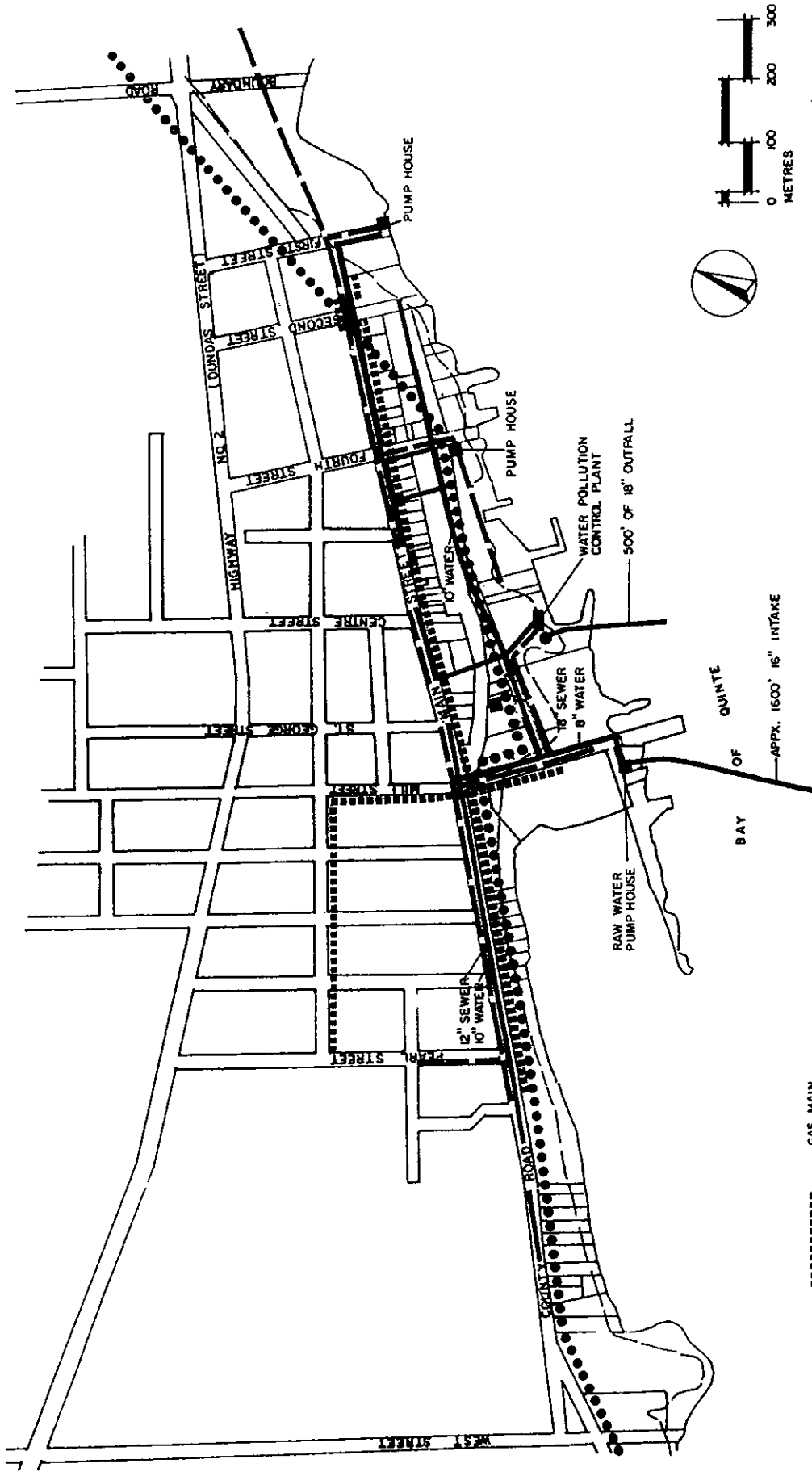
BAY OF QUARTE



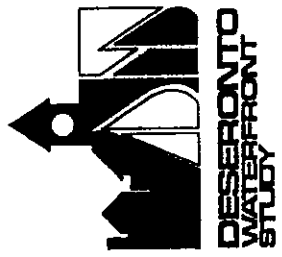
- LAND USE**
- V VACANT
 - AR ABANDONED RAIL LINE
 - AI ABANDONED INDUSTRIAL
 - VI VACANT INDUSTRIAL
 - VC VACANT COMMERCIAL
- COMMUNITY-INSTITUTIONAL FACILITY**
- [Cross-hatch] RECREATION
 - [Stippled] RESIDENTIAL
 - [Diagonal lines] INDUSTRIAL
 - [Cross-hatch] COMMERCIAL

— FLOODLINE





- GAS MAIN
- SEWER LINE
- 44 KV HYDRO LINE
- WATER MAIN
- FLOODLINE



of Water Street west of Mill Street. Future works will see a 4,000 volt extension between Walnut Street and Pearl Street on the south side of Main Street, at Centennial Park.

Sanitary Sewers: As shown on Plate 8 two pumping stations appear at the end of First Street and Fourth Street and a Water Pollution Control Plant south of Water Street, east of Mill Street. The sewage treatment plant was upgraded (1977) to control phosphorous and nitrogen pollution in the Bay of Quinte. Outfall from the plant is located 152.4 metres south of the shoreline.

Gas mains: Natural gas is supplied to the study area along Main Street and Mill Street.

Watermains: The water intake for Deseronto is located 487.7 metres, southwest of a pumphouse, located at the end of Mill Street. Watermains then distribute drinking water east through the middle of the study area and down the centre of Main Street. The existing system has adequate capacity to support any new development or the reopening of existing industrial establishments.

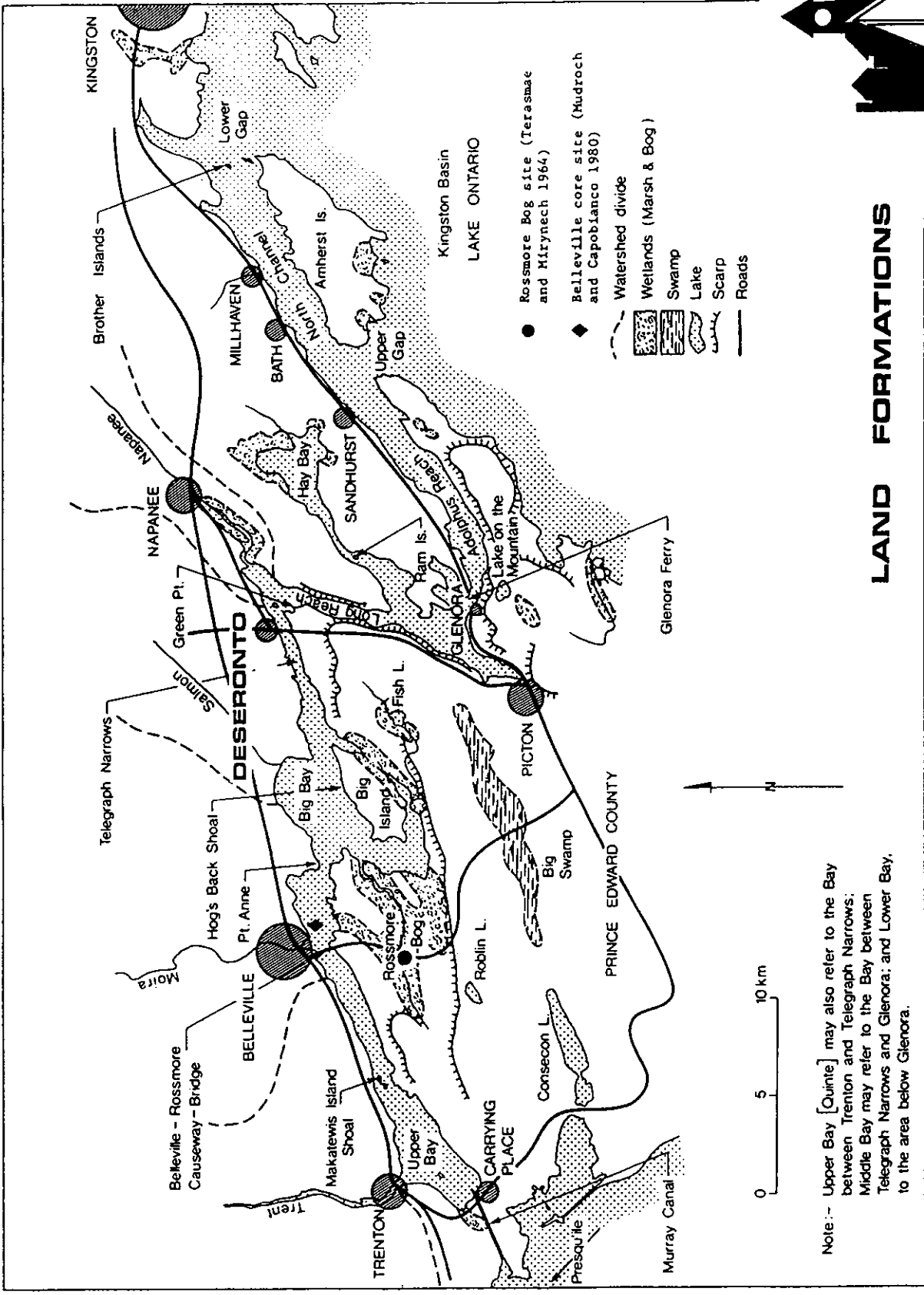
3.6 Soils and Landforms

The Town of Deseronto is situated on the northeast elbow of the Bay of Quinte. The Bay of Quinte was formed by advancing and receding glaciers gouging a line of valleys in a 'Z' formation. The valleys filled with water, rising to a series of ponds and bays creating the unusual Bay of Quinte formation. In Mohawk Bay, west of the Napanee River the Town of Deseronto sits on a northern shore. The bedrock here represents the limestone Ordovician period. Surface soils are made up of a clay plain; alluding to poor drainage. Since about 1830 the shoreline has been drastically altered. New land formed piers and old lands removed to form slips. It is readily assumed that filled areas contain a mix of boulders and extraneous materials requiring a detailed soil analysis prior to any development proposal. Refer to Plate 9.

The landforms around Deseronto are characterized by flat open fields dotted with the occasional drumlin. Inland from the waterfront are stepped terraces falling to a large flat plateau approximately on centre of the study area and directly below the downtown core. The landforms reflect the desired southern exposure requirements of previous industrial use: a gradual sloping grade, sheltered water, stable shorelines and visually below the grade of the town proper. This low area allows a variety of developments once floodproofing measures have been secured and soil tests meet minimum standards.

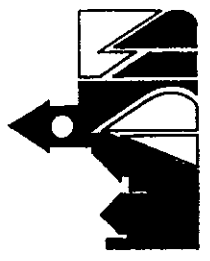
3.7 Climate and Microclimate

Kingston's climatic data was used to analyse the large scale weather patterns for Deseronto.



Note: - Upper Bay [Quinte] may also refer to the Bay between Trenton and Telegraph Narrows; Middle Bay may refer to the Bay between Telegraph Narrows and Glenora; and Lower Bay, to the area below Glenora.

LAND FORMATIONS



**DESERONTO
WATERFRONT
STUDY**

Project Quinte: Point Source Phosphorus Control and Ecosystem Response in the Bay of Quinte, Lake Ontario, Edited by C.K. Minns, D.A. Hurlley and K.H. Nicholls. Canadian Special Publication of Fisheries and Aquatic Sciences 86, Department of Fisheries and Oceans, pg. 8.

Generally, climate conditions for the past century have remained steady and this trend will likely continue. The long range forecast is expected to remain stable with fluctuations normally characteristic of local weather patterns.

Lake Ontario and the Bay of Quinte moderate the weather of the cities and towns along the shoreline. Deseronto is connected by water to Lake Ontario but separated by Prince Edward County, this location effectively reduces the moderating effect of the Lake. The Bay of Quinte will moderate the Town of Deseronto to some extent, especially along the water's edge. This will effectively cool the temperatures in the study area during the summer. In the winter moderating effects will be lost as soon as the Bay freezes. This usually occurs about December 16 to 31. Thawing occurs around March 16 to 31.

3.8 Water Quality

The Bay of Quinte has recently begun recovering from the effects of severe phosphate pollution. This type of contamination causes a rapid increase in alga growth, a loss in clarity, the disappearance of various water plants, a change in the fish species and a reduction of the Bay as an attractive recreation/vacation area. An improvement in treatment of municipal wastes brought about a 50% decrease in the amount of phosphates discharged from Water Pollution Control Plants. At this point in time the Bay of Quinte is recovering and showing signs of acquiring vestiges of its previous natural state of equilibrium.

Deseronto's Sewage Treatment Plant was updated to reduce phosphate discharge by 1977. The plant is situated in the study area on the low lying plateau below the commercial core. The Town's water supply is located just west of the treatment plant, also within the study area boundaries.

3.9 Flora and Fauna

The waterfront's long history of industrial, commercial and, more recently, residential development has resulted in a shoreline environment which is far removed from its natural state. In its place is a man-dominated land/waterscape which supports small pockets of vestigial and regenerating habitats. From a provincial agency point-of-view, no concerns were raised about shoreline habitat. The Ministry of Natural Resources related that there are no major fish spawning areas in the study area.* However, following are some observations worthy of consideration when devising waterfront development strategies.

Shoreline trees provide aesthetic and erosion control benefits, as well as defining spaces, moderating microclimate and providing habitat for songbirds. Significant stands are found along Centennial Park (Black

* Personal correspondence from the Ministry of Natural Resources
Napane District, September 16, 1986

Willow and Poplar), Canada Optical shoreline (Black Willow), the Yacht Club (Willow and Manitoba Maple), Arctic Gardens property east of Mill Street and the MOE plant (Poplar, Manitoba Maple, Willow, Ash), and the shoreline in general between Fourth Street and Boundary Road (mostly Black Willow, Poplar and Manitoba Maple). Plantings on public lands are to be encouraged, and private redevelopment efforts should include a logical planting scheme.

There is evidence of recent beaver activity at the foot of Mill Street; a number of poplar have been felled. This activity should be monitored and controlled if necessary.

The water around the Mill Street extension (old steamboat docks) and the small bay formed by the spit of the MOE plant lands support some emergent and submergent vegetation which would provide forage and shelter for fish and small aquatic organisms. Both of these areas provide shoreline fishing opportunities.

3.10 Pedestrian and Vehicular Access

Pedestrian Access -

Pedestrian use of the waterfront area occurs at a high level along Main Street between Mill and Fourth Streets. Here the intent varies from visiting retail shops, services, residences, social assemblage to passive and active recreation, i.e. strolling, jogging and cycling.

Centennial Park attracts pedestrians to the west end for recreation pursuits and viewing water activities. There are no pathways here; a wide gravel drive along the north boundary is used for vehicular access.

The mid-section of the study area contains a number of worn pathways leading to the waterfront from Main Street. Intent of use here most likely results from the natural attraction of water and boating activities with interest focusing on access to water and Quinte Marina.

Transient boaters and seasonal boaters also utilize these pathways as a short cut to Deseronto's downtown area.

Vehicular Access -

Deseronto is located on Highway No. 2, approximately 8 kilometres south of Highway 401. This locale allows quick and easy arrival and departure from the study area.

With a one hour travel time of Deseronto the following municipalities are easily reached: Kingston (population 60,408), Belleville (36,720), Trenton (15,068), Napanee (4,452), Gananoque (4,844) and Picton (4,177).

Within the waterfront study area north-south access is provided by Mill Street, Fourth Street and First Street. The roads at the present time are granular surfaces, one to two lanes wide and provide access to private residences, marina facilities, a boat club, public utility buildings and abandoned or vacant industrial lands.

East-west vehicular access is not provided for as Main Street has adequately served present demand.

Lack of existing land use in the study area core has not required the upgrading of roadways.

3.11 Marine Activities

The Town of Deseronto has an optimum location for boating-related activities on the Bay of Quinte. To the north-west lies the outlet of the Trent-Severn Waterway. At the Trenton Lock Station the boat traffic has been steadily increased by 13.4% since 1978; the 1985 summer season saw 1,844 boats go through the station. The Trent-Severn Waterway Update, November 13, 1985 also indicated that boaters visit to the Lock Station was one of several stops. A large percentage of boats using the system are cruisers 5.5 m (18') long and over, only 3% of the boats here were sailboats with motors. According to Update statistics, the main reason for using the docks at Trenton was to use the dock, picnic and rest. To the south lies Lake Ontario where sail boating is very popular.

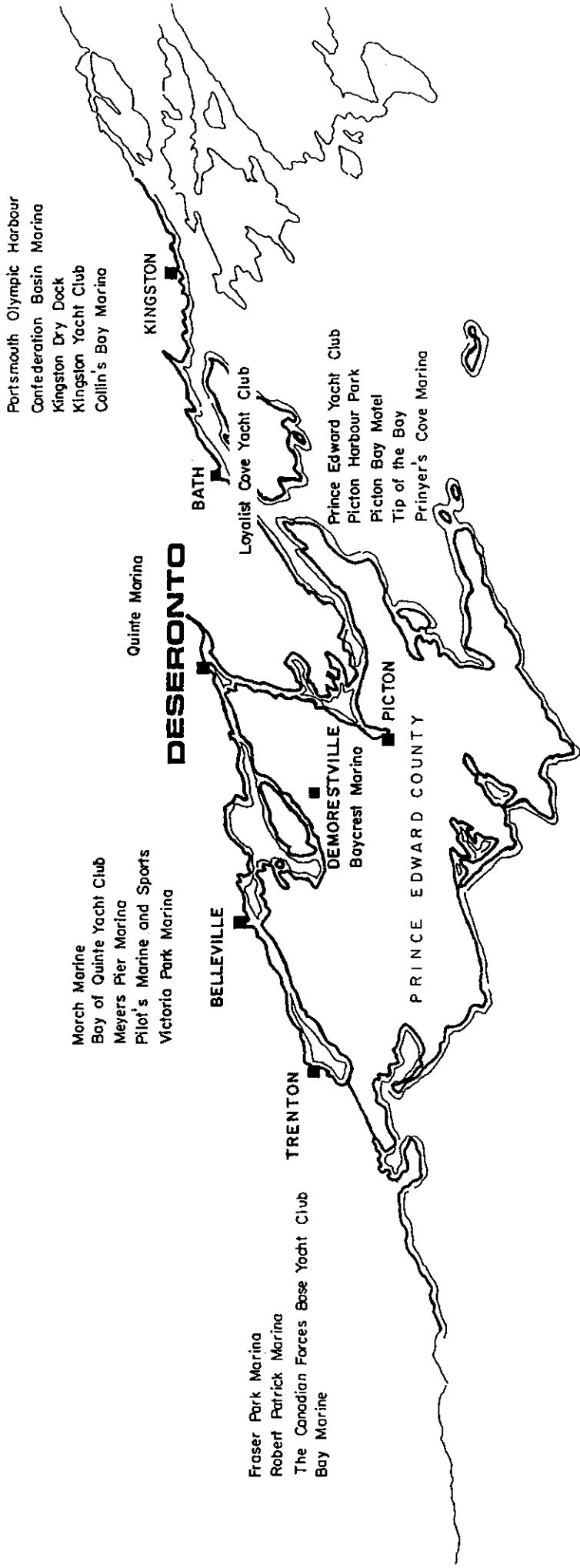
A recent report on recreational boating in Ontario has shown a moderately high growth in berth supply of 21% between 1979 and 1985 for the Eastern Lake Ontario region (Kingston-Quinte region), to a current total of 3,962 berths. Boat ownership (of all types) also increased in the same period in Eastern Ontario by 18.2%, with a projected increase of 21% between 1985 and 1990*. The estimated 1985 deficit in this region is only 50 berths, with a projected deficiency in supply of berths by 1990 of 630 berths. ** TSH survey of marine facilities (Plate 10 and Table 3.9) also reveals an extremely low marina vacancy rate at a peak period during the 1986 boating season. The only substantial proposed increase in those marinas surveyed was increase in dockage space of Kingston's municipally-owned marinas. Several other commercial marinas indicated they were considering expanding the number of docks in the near future.

The Kingston and Belleville survey (Appendix D) revealed that although there is substantial boat traffic between Kingston, Picton and Belleville, few cruisers are actually stopping in Deseronto. Many had never even heard of Deseronto, or were not aware of its existing marina facilities. Of those who had stopped in Deseronto, length of stay was usually only one night. The open ended questions revealed that although marine facilities were perceived as adequate, there were few other attractions to increase length of stay.

The waterfront at Deseronto maintains one marina, a yacht club and a public boat launch and dockage.

* Hough Stansbury & Associates Ltd. Recreational Boating in Ontario, an update to 1985. Page 6, Table 2.3, 3.3

** Ibid., Page 13



Portsmouth Olympic Harbour
 Confederation Basin Marina
 Kingston Dry Dock
 Kingston Yacht Club
 Collin's Bay Marina

Morch Marine
 Bay of Quinte Yacht Club
 Meyers Pier Marina
 Pilot's Marine and Sports
 Victoria Park Marina

Fraser Park Marina
 Robert Patrick Marina
 The Canadian Forces Base Yacht Club
 Bay Marina

Loyalist Cove Yacht Club
 Prince Edward Yacht Club
 Picton Harbour Park
 Picton Bay Motel
 Tip of the Bay
 Prinyer's Cove Marina

L A K E O N T A R I O

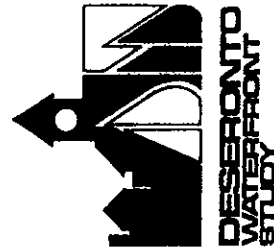


TABLE 3.9

	PILOT'S MARINA AND SPORTS, BELLEVILLE	PICTON BAY HOTEL, PICTON	TIP OF THE BAY, PICTON	PRINCE'S COVE MARINA, PICTON	LOYALIST COVE MARINA, PICTON	FRASER PARK MARINA, BATH	ROBERT PATRICK MARINA, TRENTON	THE CANADIAN MARINA, TRENTON	BAY MARINE, TRENTON	SPORTSMOUTH OLYMPIC HARBOUR YACHT CLUB, TRENTON	CONFEDERATION BASH MARINA, KINGSTON	OPICTON DRY DOCK, KINGSTON	PRINCE EDWARD PARK MARINA, PICTON	MORCH MARINE CLUB, KINGSTON	ONEYER'S PIER MARINA, BELLEVILLE	VICTORIA PARK MARINA, BELLEVILLE	BAY OF QUINTE YACHT CLUB, BELLEVILLE	COLLIN'S BAY MARINA, BELLEVILLE	BAYCREST MARINA, KINGSTON	QUINTE MARINA, DEERESTVILLE	QUINTE MARINA LIMITED, DEERESTVILLE	
120' DOCKING		33	100		80		6	300	70	40		65	100	260	110	108	220	30	42			
TOTAL		20	20		20				100		80	20		25	30	20	5					25
LONG																						
NO. ON WAITING LIST								100	30	30		30	10	7	25-30	25						
SPLIT: POWER/SAIL		50/50	24/60		50/50		100% POWER	50/50	50/50	50/50	50/50	100/0	30/70	45/55	60/40		20/80	60/40	30/70			
GAS FUEL																						
DIESEL																						
TRAVEL LIFT														25t								24t
CRANE												RENT	2 RAIL	FORE LIFT			RENT					
MAST HOIST																						
LAUNCHING RAMP		1						3			1	DRY SAIL	POOR				1	1				
BOAT REPAIRS																						
BOAT SALES																						
BOAT RENTALS																						
PRIVATE CHARTERS			2					THE					2					1				
HYDRO DOCK SERVICE													100%	24			SOME ON SHORE					
WATER		ICE	ICE	ICE	ICE						HOSE		100%	24								
PUMP OUT																						
WASHROOM																						
SHOWERS																						
LAUNDRY	NEAR	NEAR			NEAR																	TOWN
RESTAURANT									NEAR	NEAR			2									
SNACK BAR																						
DRY SAIL												200					EACH	20 SMALL				
COMMENTS								MINOR PROJECTS														

FEATURES

MARINAS
 O MUNICIPAL • PRIVATE



The Quinte Marina at Deseronto provides most of the amenities required by both sail and motorized boaters. To the west of the marina the Deseronto Yacht Club is an assortment of boathouses catering to smaller motorized boats of members only. Across from the Yacht Club the public boat launch and docks are located.

Community support for boating activity on the waterfront was also quite high. Fifty five percent of respondents in Deseronto (see Appendix F) were in favour of a marina, although actual support for seasonal wet berths would be expected to be low, since only 5.5% of the respondents owned large sailboats (over 5.5 m or 18 feet) and inboard/outboards requiring wet berths.

In general, there appears to be potential for expanded wet berth facilities in Deseronto, but the majority of demand would be expected to be transients, or seasonal users from outside of the municipality. Current impediments to realizing this demand are the unsightliness of the waterfront, lack of attractions and inadequate public information.

Most of the boating activity at Deseronto attests to the use of Mohawk Bay and the Bay of Quinte for sport fishing. Fishermen coming for the day launch at the public dock or use the trailer campground facilities to the east and west of the Town limits. Mohawk Bay is ideal for small craft use due to the absence of large recreation boats. The Bay is shallow and swampy at the north end, ideal for northern pike and yellow perch while the deeper waters of the Bay of Quinte allude to the increasing harvest of walleye and small mouth bass. The waterfront at Deseronto also contains the underwater remnants of man-made piers which the large boat operators regard as hazards upon approach and departure.

Fishing Derbies have been very succesful in the past and should continue.

Upgrading of marina facilities is required in order to attract seasonal and transient boaters. A regional demand exists as shown by Table 3.9 and the near zero vacancy rates of local marinas. The interest is there as noted by transient boater surveys (see Appendix D.) This matter should be investigated further.

3.12 Public Consultation

Public Consultation was initiated as part of this study to allow residents an opportunity to express their views and opinions concerning Deseronto's Waterfront.

Surveys were also conducted among boaters in selected areas to determine the demand for marina facilities and related services. The three points of survey were marinas in Belleville, Kingston and Deseronto. Refer to Appendix D.

Questions asked of transient boaters in Belleville (10 surveyed) and Kingston (27 surveyed) were directed in finding out boating patterns with respect to boat size and type, duration of trip and direction of travel;

and more directly, how boating patterns related to Deseronto as a destination point. Visiting boaters in Deseronto (20 surveyed) were asked questions about their impression of Deseronto and what features would be most desirable in a marina.

All households within the Town of Deseronto were the target of a door-to-door administered questionnaire. The purpose of the survey was multi-fold:

- to surface public opinion
- to develop community support and stimulate action
- to help define and solve problems
- to assist Town Council (and planning agents)
- to provide accountability when approaching government agencies for assistance
- to develop short and long range plans

The survey objectives were formulated to:

- determine the community's usage patterns related to the waterfront
- determine the community's needs and preferences
- determine the community's attitudes to future waterfront development
- determine the socio-economic characteristics of the community

The response rate of the household questionnaire was 65%, representing 423 households.

A telephone survey was also conducted of Quinte Region boating facilities such as marinas and marine-oriented services in order to better gauge what facilities were already available for boaters and to determine what facilities/services were in demand. This information would assist in planning potential development along the Deseronto Waterfront as it may pertain to marine-oriented activities.

A public meeting was held on September 24, 1986 to allow the Deseronto community access into the direction of the study to date and to voice any opinions or concerns which may have arisen.

(a) following the household survey.

(b) The findings of all surveys, site analysis, and preliminary land use alternatives and waterfront development options were displayed.

(c) Approximately 50 individuals attended the Open House, and 14 respondents submitted comment sheets relating to potential waterfront development.

3.13 Economic Development

The analysis of the study area has resulted in the identification of a number of opportunities and constraints related to the economic development of the area. The following is an economic overview of the

study area with comments related to the municipal role and the process required to capture the opportunities identified.

a) Opportunities

The following significant development opportunities have been identified, namely:

1. Use of Arctic Gardens buildings for industrial or commercial operations.
2. Expanded marina facilities for both transient and resident boaters.
3. Water-related commercial and industrial development.
4. Maintenance of ongoing viable industrial operations.
5. Support an enlargement of the downtown commercial activities.

These opportunities were identified as a result of the analysis which has been conducted for this study. No indepth marketing or feasibility has been conducted, however, certain indications have been provided with respect to the market and demand for these uses. In particular demand has been related to the following elements:

1. Boating:

The study area is located on a major boating water with high levels of traffic in the summer and the potential for expansion of the boating activities.

2. Automobile Traffic:

The study area is on a major heritage route and affords an opportunity to view good examples of early Ontario architecture within easy access of major and populated centres such Kingston, Belleville and ultimately Toronto, Ottawa and Montreal.

3. Bus Tours:

The area is located in close proximity to the Highway 401 corridor which represents the major transportation corridor in Ontario joining Montreal and Toronto. The possibility exists for attracting large groups of people in the form of bus tours. Obviously the facilities are not of sufficient capacity to cater to this demand at this time.

4. Local Resident Market Potential:

The residents both of the Town of Deseronto and surrounding municipalities represent an important market for the ongoing commercial activities with the municipality. This is also true for support of any new recreation and commercial activities. The local

market is not substantial, however, it can draw from a larger market located in fairly close proximity in the Belleville/Napanee areas.

5. Tourists:

The area is currently a destination area for tourists as evidenced by the trailer parks located on both sides of the municipality. Other tourists already visit the area on a regular basis and these tourists represent a market for future tourism and commercial opportunities.

b) Community Image

As identified in our survey of boaters and from interviews of residents in the community it would appear that the Town of Deseronto needs to consider methods of changing the current image of the community both among its existing residents and among those who are familiar with the community. Perceptions of the transient boater population in particular indicated a less than desirable image. Methods of changing this image would include community improvement projects to improve the publicly owned areas such as the streets and existing park and recreation facilities. We also perceive a very real opportunity to stimulate local pride in the history of the community through activities and projects, such as special events and mural painting, and the establishment of a museum to commemorate the extraordinary history of the community.

c) Municipal Role

The municipality can play several roles in encouraging economic development throughout the study area. The roles include economic development, regulation of land use and provision of services.

In the role of economic development the municipality has the opportunity to do promotion of the municipality as a whole as well as individual aspects of the municipality. In addition, coordination and facilitation of development applications can greatly assist in encouraging new uses and expansion of existing uses and facilities. There is a significant role to be played by community improvement in the way of improving municipal properties and facilities as a means of encouraging private development throughout the area. This can also take the form of municipal participation in land acquisition and assembly. The municipality can play the role of a land developer, however, we view this as only to be contemplated as a last resort after all other means of encouraging private investment have been explored and discarded. Finally, the municipality can play an important role in strategic planning by careful consideration of development proposals and through an appropriate level of preliminary planning. This will provide encouragement for appropriately scaled and designed proposals which have the maximum potential to achieve success.

In the role of regulator the municipality must adopt a consistent carefully documented philosophy of planning which relies on all planning tools to encourage appropriate good quality development. The municipality

must increase their efforts to ensure maintenance of existing development to standards which will support the municipality's objectives with respect to community development.

Finally the municipality is in a fortunate position of being able to offer a complete range of services to most parts of the study area for which development is contemplated. The municipality should seek through community improvements to maintain the level of the services and create further improvements which act to stimulate economic regeneration.

d) Municipal Capability

There are two aspects which we have reviewed to determine the capability of the municipality to sponsor economic development opportunities. The first of these is the role of administration and management. In our opinion the municipal administration is a capable one but has limited staffing and it does not have extensive experience in the areas of economic development. Council must therefore consider additional costs related to the expansion of municipal staff in order to undertake an active role in development and facilitation of municipally owned projects.

The second aspect of municipal capability relates to municipal finances.

The municipality currently operates on an annual budget of approximately \$1,000,000. In 1985, \$642,500 of this budget was derived from taxation of which \$312,200 were represented by requisitions from the School Boards and the County. This leaves the municipality with a revenue source through taxation of \$330,300. The remainder of the budget sum \$660,000 is derived from grants and other sources. The average household tax burden in the Town is \$670.00. In order to make a direct municipal expenditure of \$100,000. the municipality must, without other sources of funding, raise the tax burden on each household by \$150.00. Debenturing is possible but will ultimately result in approximately the same level of burden for each household, and will commit the municipality to prolonged rates of return unless sources of revenue related to the investment can be identified.

The municipality currently have a low level of long term liabilities in the order of \$70,000. This low level of liability means the municipality could have access to funds through debenturing subject to Ontario Municipal Board approval.

e) Timing and Process

Based upon the socio-economic background and the planning information which has been assembled it is unlikely that rapid growth of economic development would occur. A 10 to 20 year time frame for development would not be unrealistic. Our feeling is that an important initial step involves the combination of image building for the community and a series of community improvement activities, particularly related to the financial capabilities of the municipality. We further believe that a planning process initiated by the study is important. The first step is

community goal setting which will be required to ensure the ongoing support of the community to economic, social and physical development of the waterfront area.

3.14 Summary of Existing Policies and Conditions

a) Existing Policies - Official Plan

1. does little to encourage tourism and water-related activities
2. expand on floodline policies
3. update development quality and form indicators

b) Existing Conditions

1. proposed development to allude to a 'Confederation Industrial Era'
2. over all visual resources require upgrading
3. slightly below average household income
4. high number of commuters, in and out ratio the same
5. maintain views of water along existing north/south road allowances, and from key points such as Confederation Park and Mill Street Wharf.
6. study area maintains all services required for development. Site specific requirements will necessitate further investigation.
7. climate, soils and landforms are adequate for any proposed development, specific site requirements needed.
8. water quality improving
9. promote the use of vegetation to control erosion and provide aesthetic benefits.
10. pedestrian access to waterfront area requires upgrading, propose shoreline walk.
11. vehicular access to waterfront requires upgrading, propose opening of Water Street road allowance.
12. boating is an important seasonal activity, promote boating by upgrading facilities.
13. explore marina expansion.
14. day sport fishing is an extremely important waterfront use
15. promote a new image of Deseronto's waterfront.

3.15 Criteria to Evaluate the Land Use Plan

A series of criteria were developed which are used to evaluate all background information. These form the basis for the land use plan presented.

1. The realities of the market place and the ownership patterns must be recognized;
2. the plan must encourage development of water oriented activities and facilities;
3. all lands shall be dealt with in a consistent and equitable manner;

4. there shall be minimal adverse impact on property owners and occupants in the surrounding area;
5. costs or expenditures by the Town should be minimized;
6. the acquisition and development of public waterfront access shall form part of the plan;
7. private market forces shall be encouraged within the context of the plan;
8. the plan shall be sufficiently flexible to allow for changing markets;
9. the plan should not force the Town to become a developer.

3.16 Criteria to Evaluate the Development Plan

Based on the proceeding appraisal and on communications with the Client, the following design criteria have been identified. Their purpose will be to serve as a monitor and checklist of key design issues. They will also serve as an appropriate tool by which both the Consultant and Client may assess the scope and quality of design solutions and priorities. The categories that have been formed are: Traffic, Parking, Infrastructure, Heritage, Pedestrian, Aesthetic, Maintenance and Management. The following list is not presented in order of priority.

1. Traffic
 - a) to accommodate existing access to individual properties;
 - b) to encourage through traffic from origins outside the area to destinations outside the area;
 - c) to minimize pedestrian/vehicular conflict;
 - d) to avoid traffic movements which are complex and confusing to drivers;
2. Parking
 - a) to accommodate existing and future parking needs;
 - b) to minimize the distance between the parking facility and the activity;
 - c) to provide parking facilities which are convenient for vehicular operations;
3. Infrastructure
 - a) to meet minimum acceptable standards for sidewalks, drainage, sewage disposal, water supply, lighting and roads;
 - b) to obtain maximum benefits for the minimal cost;

4. Heritage
 - a) to provide for a heritage character that corresponds with the "Confederation Industrial Era" of Deseronto's Waterfront;
5. Pedestrian
 - a) to provide public access to the waterfront;
 - b) to encourage and accommodate pedestrians within a safe and barrier-free environment;
 - c) to provide a pedestrian environment which is comfortable and attractive;
6. Aesthetics
 - a) to accommodate and enhance visual resources;
 - b) to buffer unattractive uses;
 - c) to maintain sight lines to the waterfront;
7. Maintenance
 - d) to limit maintenance requirements;
8. Management
 - a) to assure that the design can be implemented;
 - b) to incorporate flexibility into the design;
 - c) to incorporate long term renewal into the design;
 - d) to allow phased construction.

4.0 WATERFRONT LAND USE

The objective of this section is to develop a land use strategy which would best guide future development along Deseronto's waterfront. From the foregoing review of planning documents, analysis of the study area, and discussion with the Town and its residents, land use issues have been identified, as measured against the goals and objectives of the Official Plan (see Appendix A) and the criteria prepared in Section 3.15.

Suggested planning policy amendments to meet the near and long term planning objectives of the community are discussed in the following text. These will serve as a framework and guide to future development, and will help to facilitate private and public development initiatives. Refer to Plate 11 (Proposed Land Use) and Plate 12 (Proposed Zoning) for a graphic summary regarding proposed future land uses. Draft planning document amendments are detailed in Appendix F.

4.1 Future Land Use

Following is a review of possible land use changes on an area-by-area basis, proceeding generally from west to east across the study area.

a) Lands West of Centennial Park:

- recently installed municipal services allow for higher density development.
- existing industrial use on the Blakely property should be encouraged to relocate over the long term, but should be given conforming status through retention of the General Industrial (M2) zoning in the area of currently active uses; Development (D) zone should be expanded to remainder of site.
- Highway Commercial (C1-1) zone further east should remain to allow recent development possibilities to be recognized, but long term use should be consistent with objectives to concentrate commercial uses nearer the urban core.
- residential and vacant lots further east have infill potential since new services no longer limit residential lot size to 0.4 ha. (1 acre).
- Official Plan designation of Residential - Medium density would be flexible in allowing a range of densities, from single family to a maximum density of 20 dwelling units per net 0.4 ha (1 acre). Any commercial uses would need to be strongly justified through an Official Plan amendment.
- area north of Main Street designated Residential - Low density in the Secondary Plan; a medium density use would provide a good transition to more valuable waterfront lands.

b) Canada Optical Lands:

- a viable, well-maintained industrial use; should be given recognition as such by maintaining the Restricted Industrial (M1) zone.
- proposed Official Plan designation of Waterfront Development takes into account highly visible waterfront location, vicinity to commercial core, and existing industrial infrastructure. Designation encourages existing use to locate elsewhere in Town when market conditions warrant redevelopment to a higher and better use.
- Waterfront Development designation will permit a flexible range of mixed use (marina, specialty shops, dining establishments, medium density residential/condominiums as accessory uses, light marine industry, boat sales, parkland, etc.), with the prime objective of orientation to the water and interconnection to the commercial core.

c) Arctic Gardens Lands (west of Mill Street):

- lands west of Mill Street have high potential for adaptive reuse, taking into account location relative to water and commercial core.
- previous vegetable processing plant an outdated and inappropriate use; Waterfront Development designation encourages long term redevelopment, similar to Canada Optical lands.
- industrial uses would be permitted within the existing structure of the Arctic Gardens plant, under the proposed Waterfront Commercial - Special (C4-1) zone.

d) Commercial Core Area:

- suggested Commercial designation shows a logical extension of the commercial core area to Water Street. General Commercial (C2) zone expanded to include Arctic Gardens lands (east of Mill Street) and CN Rail lands.

e) Arctic Garden Lands (southeast of Water/Mill Street intersection):

- vacant land; proximity to commercial core, accessibility along Mill Street, and highly visible waterfront location adjacent to old steamboat docks imply high commercial development potential.
- recommend current Industrial designation and M2 zoning be amended accordingly to Commercial land use and Waterfront Commercial (C4) zoning.
- in anticipation of possible mixed-use waterfront developments, it is recommended that the range of permitted uses in the Waterfront Commercial zone (see Plate B of the zoning by-law) be expanded to include such uses as hotel, place of entertainment, retail

commercial, community centre, high density residential (accessory use), marine dealer, public park, etc.

f) Lands Immediately East and West of Quinte Marina:

- vacant lands; good waterfront exposure and accessibility to downtown core and proximity to Quinte Marina suggest a Commercial designation and C4 zoning (expanded format, see s.4.e); this would encourage expansion of the marina or other compatible private development initiatives.
- lands immediately east of Quinte Marina may have potential as a senior citizens complex; to support this possibility, a special provision should be included in the Official Plan identifying the applicable land area not requiring an Official Plan amendment.

g) Lands Bounded by Fourth, Fifth, Water and Main Streets:

- recommended Residential - High density land use and RM2 zoning would permit development of at a density of 20 to 50 units per net 0.4 ha (1 acre), the highest density currently permissible in the Secondary Plan.
- Since commercial development is being encouraged to deepen towards the waterfront (rather than string out along Main Street to the east), higher density residential would be ideal as a transition to existing residential land uses further east and in adding a secure residential presence to the core area.
- note in s.3.4.4 of the Secondary Plan that Residential - High density does not allow for lower density residential uses; we propose to amend this section to drop the minimum density provision so that this land use would be more flexible to market conditions. At such time as the Town undertakes a zoning update, the RM2 zone may be amended to permit aggregated density zoning for a wider range of housing densities.

h) Lands Bounded by Main, Fourth, Water and Second Street:

- the proposed Residential - Medium density designation envisions the on-going nature of single family residences along Main Street with an expansion of medium density residential (to 20 dwelling units per acre) to the south on the CNR lands and Town-owned property.
- would serve as a transition to the stable single family residence to the north, while permitting lower density development or redevelopment, depending on market demand; future residents would be ideally located between the core area, waterfront and parkland and existing residential land uses.
- existing residential and medical centre would retain current zoning.

i) Waterfront Lands Between Fourth Street and the Old Transformer Station Lands:

- existing single family residence recognized through retention of current zoning; adjacent cottage use continued as a legal non-conforming use, but both uses allowed through the Residential - Medium density designation to increase density in time through appropriate rezoning.
- proposed land use would complete the desired pattern of connectivity between water and residential areas further inland and close proximity of higher density residential to commercial core.

j) Town-owned Old Transformer Station Lands:

- small land base, prime waterfront location, and proximity to expanding residential land uses combine to discourage industrial land use.
- could more appropriately function as a neighbourhood oriented (as opposed to tourism/commerce oriented) waterfront recreational focal point for residents of Deseronto's east sector.

k) Hawley Brothers Lands:

- a viable, well-founded industry which should be recognized through rezoning from General Industrial (M2) to a restricted industrial zone with a suitable special provision: Furniture Manufacturing (M1-1).
- proposed designation of Residential - Medium density would effectively de-industrialize the waterfront in this area, while still permitting a variety of housing forms to occur.

l) Lands East of First Street:

- as discussed in Section 2.2, proposed Residential - Medium density designation would be compatible with residential lands to the west and lands currently designated Residential - Low density to the north of Highway No. 2; it should be stressed that single family residences remain a permitted use under this land use designation.
- abandoned CNR lands could permit an expansion of residential development towards the water; Conservation Authority approval required to fill.
- the remainder of the undeveloped flood plain would preferably be recreation-oriented to ensure sufficient dispersion of recreation opportunities across the study area; physical characteristics of land (mature trees, long shoreline) suggest passive future use.

- clarification is required in the Secondary Plan (compare Section 3.1 and 3.2) regarding lands that are within the floodplain and require fill/flood control approval by the Conservation Authority. It should be made explicit in the Secondary Plan that restrictions apply to all land uses within the floodline.
- the single family residence and cottage at the base of First Street are given conforming status through zoning.

4.2 Site Plan Control

Site Plan Control is a very useful planning tool in ensuring that waterfront development attain the desired qualities and conditions deemed suitable by the Town of Deseronto. It can be used to control the positioning of structures, access points, landscape features and maintenance of new development, and require the owner to enter into an agreement with the municipality which may be registered against the land. Note that height or density is not subject to site plan control.

It is recommended that the Town of Deseronto enact a site plan control by-law, pursuant to Section 40 of the Planning Act and s. 13.2.6 of the General Plan. It is proposed that lands to be designated under the site plan control by-law be all lands within the study area, save and except for single and double family residential units and accessory uses. Council may also see fit to extend such designation to the whole of the municipality.

The County of Hastings Planning Department has indicated that it is prepared to assist in the preparation and implementation of appropriate policies in these regards.

4.3 Implications and Summary

The foregoing text clearly illustrates that a number of amendments must be made to the Official Plan and the zoning by-law to facilitate the type and variety of land use and quality of future development envisaged along Deseronto's waterfront.

The land use concept as depicted in Plate 11 is the result of a detailed area-by-area inventory and analysis which has been integrated into an overall comprehensive program to guide future development. It attempts to balance the criteria of flexibility, recognition of property owner's rights, and attainment of stated planning goals and objectives for the waterfront area.

It is recommended that Council adopt the detailed policy amendments to the Town's planning documents (Appendix F), with full provision for public participation and agency input.

5.0 WATERFRONT DEVELOPMENT PROGRAM

The goals and objectives for the development of Deseronto's Waterfront are based on the goals and objectives of the study and the design criteria formulated for the study area. Direction has also been obtained through interviews, public response and background documentation.

a) Goals -

1. To revitalize and re-establish development along Deseronto's waterfront.
2. To promote tourism through marine oriented facilities and recreational activities.

b) Objectives -

1. To recommend improvements to existing water oriented facilities and explore the possible locations and demand for a municipal marina facility.
2. To upgrade pedestrian and vehicular access which meet minimum standards.
3. To provide directions that will visually unify the character of the study area and improve the aesthetic appeal and preserve visual resources.

5.1 Scope of the Development Program

Throughout the inventory and analysis of this study, it becomes increasingly evident that to initiate revitalization of the waterfront area, the Town must attempt to maintain a greater influence on the area's overall look and appeal. To attain greater control some key properties are recommended for purchase or easements instated for public use and promotion.

Properties included in the Development Program include:

- a) Southern end of Mill Street and part of adjacent properties in the vicinity of the old steamboat docks.
- b) A strip of land from Main Street to the waterfront just west of the Quinte Marina and east of the Water Pollution Control Plant.
- c) A 20 m strip of land along the waterfront at the site of Arctic Gardens, along the southern half of the Deseronto Yacht Club property, vacant lands east of the Quinte Marina and along the waterfront of the properties owned by the Hawley Brothers Limited.
- d) Part of CN lands above the Quinte Marina.

- e) Hazard lands south of the CN abandoned rail lands, owned by Gaylord Enterprises.
- f) Lands contain part of the remaining "Old Locomotive Shop".

5.2 Proposed Development

The following are recommended physical upgrading projects that will serve as catalysts towards revitalizing Deseronto's waterfront. This program will help change people's impressions and attitudes towards the study area and the Town of Deseronto itself.

a) Water Oriented Facilities and Recreational Activities

The intensive use of the existing public boat launch and local marina indicates that water oriented facilities are an important asset to the community and should be part of the long term development program for the study area.

The objective to provide and upgrade water oriented facilities is limited by the amount of publicly owned land with adequate water frontage. These facilities should: be compatible with the existing and proposed uses of adjacent properties; attempt to compliment and enhance existing waterfront facilities; be within 200 metres (maximum walking distance) from goods and services found in the downtown core; allow public onshore opportunities to view boats.

The most desirable water oriented activity is a municipal marina. Plate 13 shows possible locations for marina facilities. A marina with adequate facilities and pleasant environs will attract transient and seasonal boaters as indicated by the waiting lists of nearby marinas. Generally, the closer the proposed marina is to the downtown core the better transient boaters will be served. The Ministry of Natural Resources has indicated that of the five possible breakwater locations, number five is preferable because of existing facilities and proximity to the downtown core. It was also noted that a floating or porous breakwater system would be preferable to an earth/rock fill breakwater. This would reduce the impact on water circulation in this pollution-susceptible area.

It is important that a comprehensive marina feasibility study be initiated to determine the extent of demand for a marina, the specific location and size of facilities to be offered by the proposed marina development.

The existing public boat launch does not adequately provide car/trailer parking close to the launch ramp area nor recognizes the needs of the adjacent land uses. Limited space requires users to park at arena facilities across the street. Centennial Park facilities should remain for the exclusive use of park users. The location of the launch requires pedestrians to cross this busy area when entering or leaving the park, this being especially hazardous to children using the play structures.

Proposed alternative locations for a public boat launch are shown on Plate 14. The recommended location Option 2 (see Plates 16 and 17) uses properties associated with the "Old Transformer Building". There is available land for parking (Town owned) north of the Water Street road allowance.

An alternate location is at the west end of the Centennial Park, see Plate 15, requiring designated park lands to provide parking. This option would take away from a community park atmosphere, since this is a regional activity.

The existing docks would remain to provide opportunity for sunbathing, fishing and non-motorized boating such as canoeing, boardsailing and paddleboating.

At the most southern tip of Mill Street, the Deseronto Train Station and Old Steam Boat Dock stood serving as a break-of-bulk-point. This was where loading and unloading raw and finished materials, supplies, and travellers departed for ports along Lake Ontario, the St. Lawrence River and Erie Canal system.

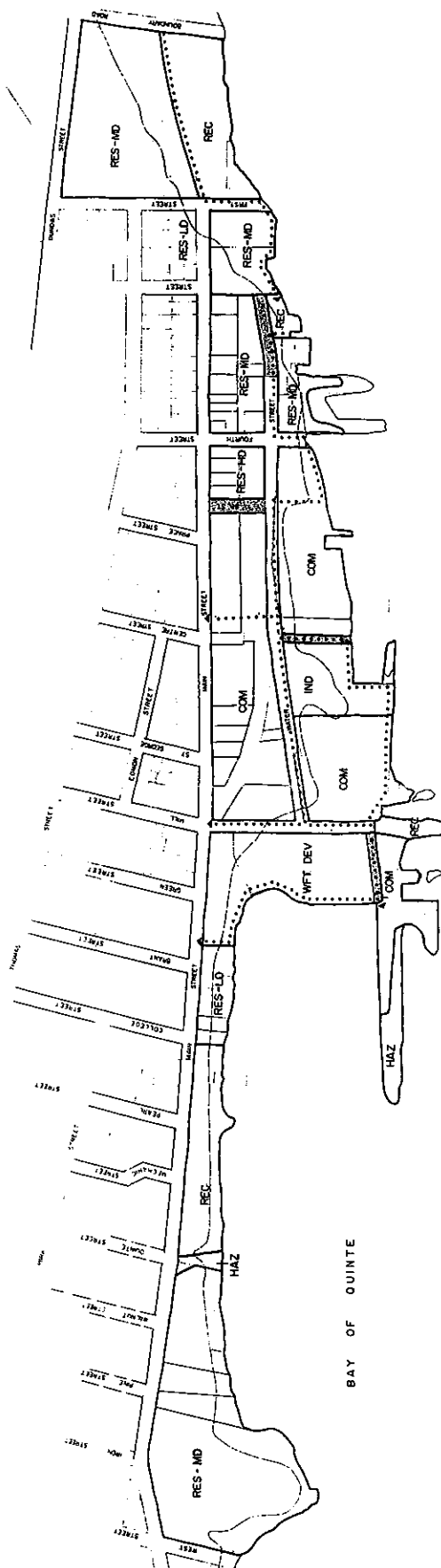
Being at the centre of the waterfront area, this location could become the focal point in terms of viewing waterfront activities and relating the saga of Deseronto. Lands required for this facility are the Mill Street wharf and slip and part of the Arctic Gardens lands for a parking lot. This location could be called Mill Point, one of Deseronto's prior titles. See Plates 18 and 19.

b) Pedestrian and Vehicular Access

A shoreline walkway should entail a hard surface and suitable width to allow for cyclists and pedestrians, with minimal maintenance. Other features may include viewing decks, lighting, benches, waste receptacles and be barrier free. The possible location for a shoreline walkway is shown on Plate 13.

Where possible, encourage pedestrian access along the shoreline by public or semi-public means; outright land acquisition or obtaining an easement from private landowners.

Overall upgrading of existing roads and extension of Water Street are required to provide for any new development and improve the overall appearance of the waterfront area. Provisions will be made to allow the continuation of the Water Street road allowance as a utility corridor for Deseronto.



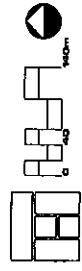
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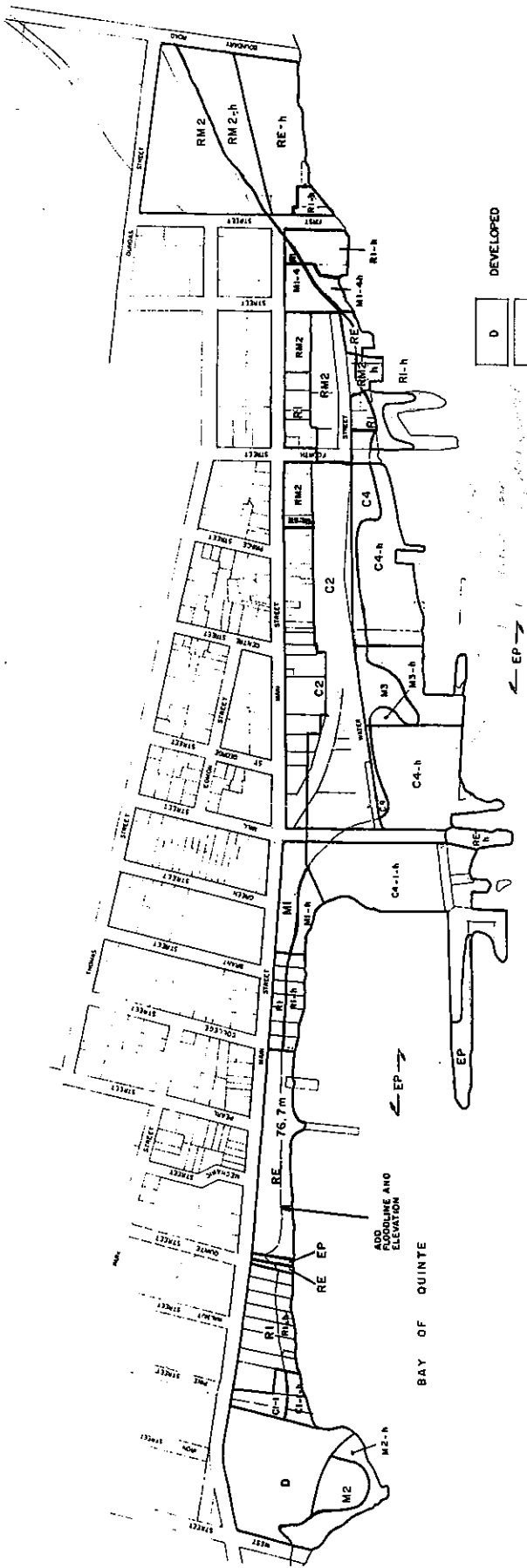
LEGEND

- | | | | |
|---------|------------------------|--------|------------------------------|
| HAZ/REC | HAZARD / RECREATION | RES-LD | RESIDENTIAL - LOW DENSITY |
| IND | INDUSTRIAL | RES-MD | RESIDENTIAL - MEDIUM DENSITY |
| COM | COMMERCIAL | RES-HD | RESIDENTIAL - HIGH DENSITY |
| WFT DEV | WATERFRONT DEVELOPMENT | | PROPOSED PEDESTRIAN WALKWAY |
| | FLOODLINE | | |

LAND USE PROPOSED

totten sims hubicki associates
CONSULTANTS





h Holding zone, requiring flood reduction measures prior to development or redevelopment!

LEGEND

RE	RECREATIONAL & CONSERVATION
EP	ENVIRONMENTAL PROTECTION
RI	RESIDENTIAL TYPE 1
RM1	RESIDENTIAL MULTIPLE TYPE 1
RM2	RESIDENTIAL MULTIPLE TYPE 2

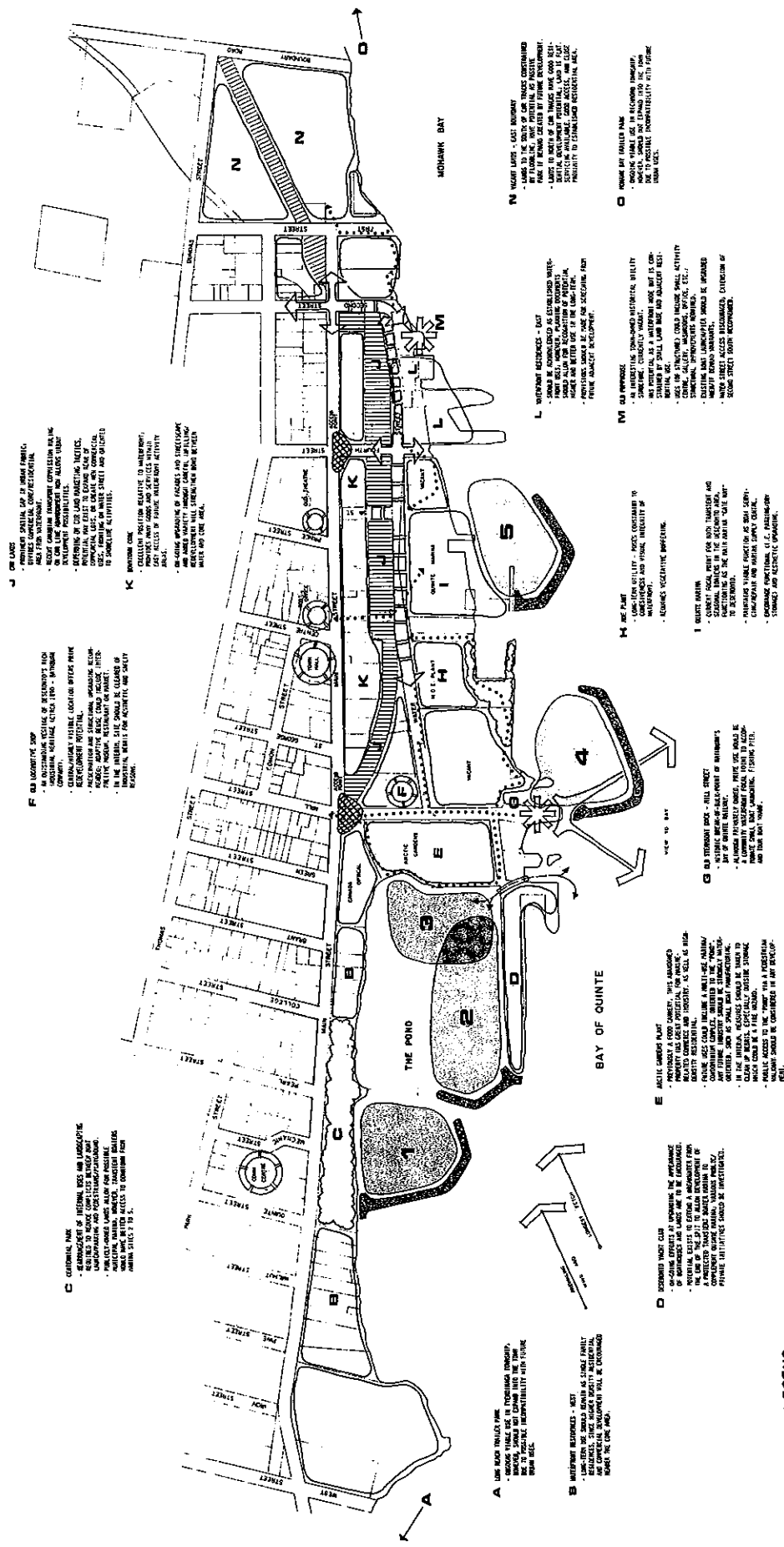
D	DEVELOPED
MI	RESTRICTED INDUSTRIAL
MI-4	FURNITURE MANUFACTURING
M2	GENERAL INDUSTRIAL
M3	WASTE DISPOSAL INDUSTRIAL
CI-1	HIGHWAY COMMERCIAL
C2	GENERAL COMMERCIAL
C2-4	MEDICAL CLINIC
C4	WATERFRONT COMMERCIAL

ZONING

PROPOSED

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A LOW RISE TRAVEL TIME
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

B WATERFRONT RESOURCES - WEST
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

C CATERING PARK
 - REORGANIZATION OF EXISTING LOTS AND DEVELOPING
 - REORGANIZATION OF EXISTING LOTS AND DEVELOPING
 - REORGANIZATION OF EXISTING LOTS AND DEVELOPING.

D DESIGNATED TRAIL CORridor
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

E JACILE MARKET PLACE
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

F OLD INDUSTRIAL ZONE
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

G OLD STEWARDS WALK - FULL STREET
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

H THE PLAZA
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

I MARKET WALK
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

J OLD LAKE
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

K MARKET WALK
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

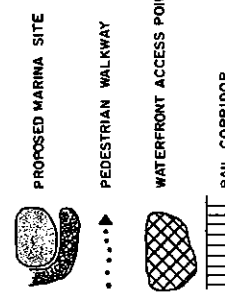
L WATERFRONT RESOURCES - EAST
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

M OLD FERRIS
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

N MARKET WALK - EAST BOUNDARY
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.
 - ADVANCE TRAVEL TIME TO THROUGHOUT DISTRICT.

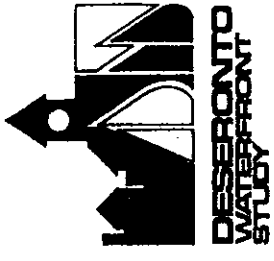
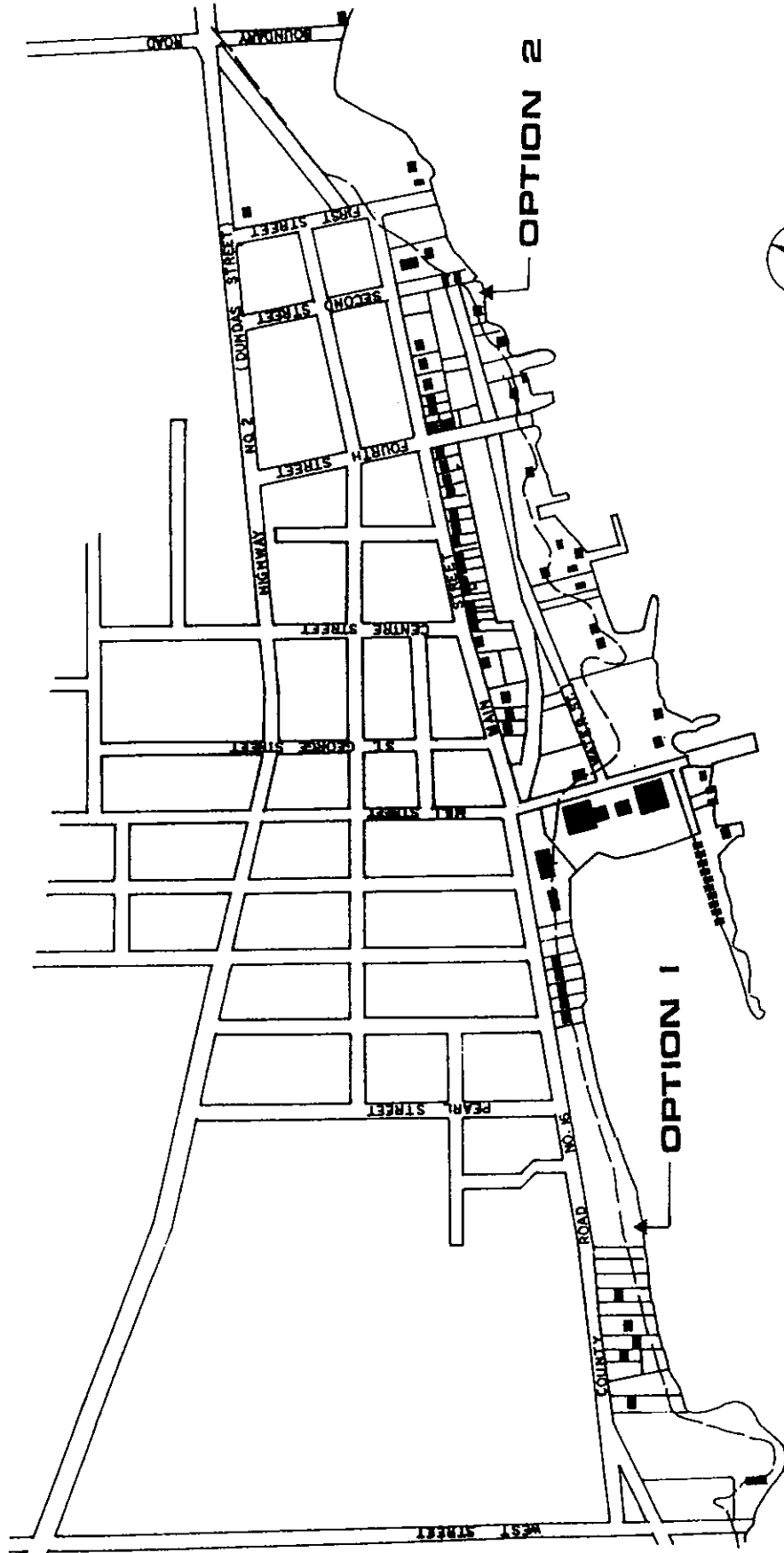
WATERFRONT MASTER PLAN

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 CONSULTANTS



LEGEND

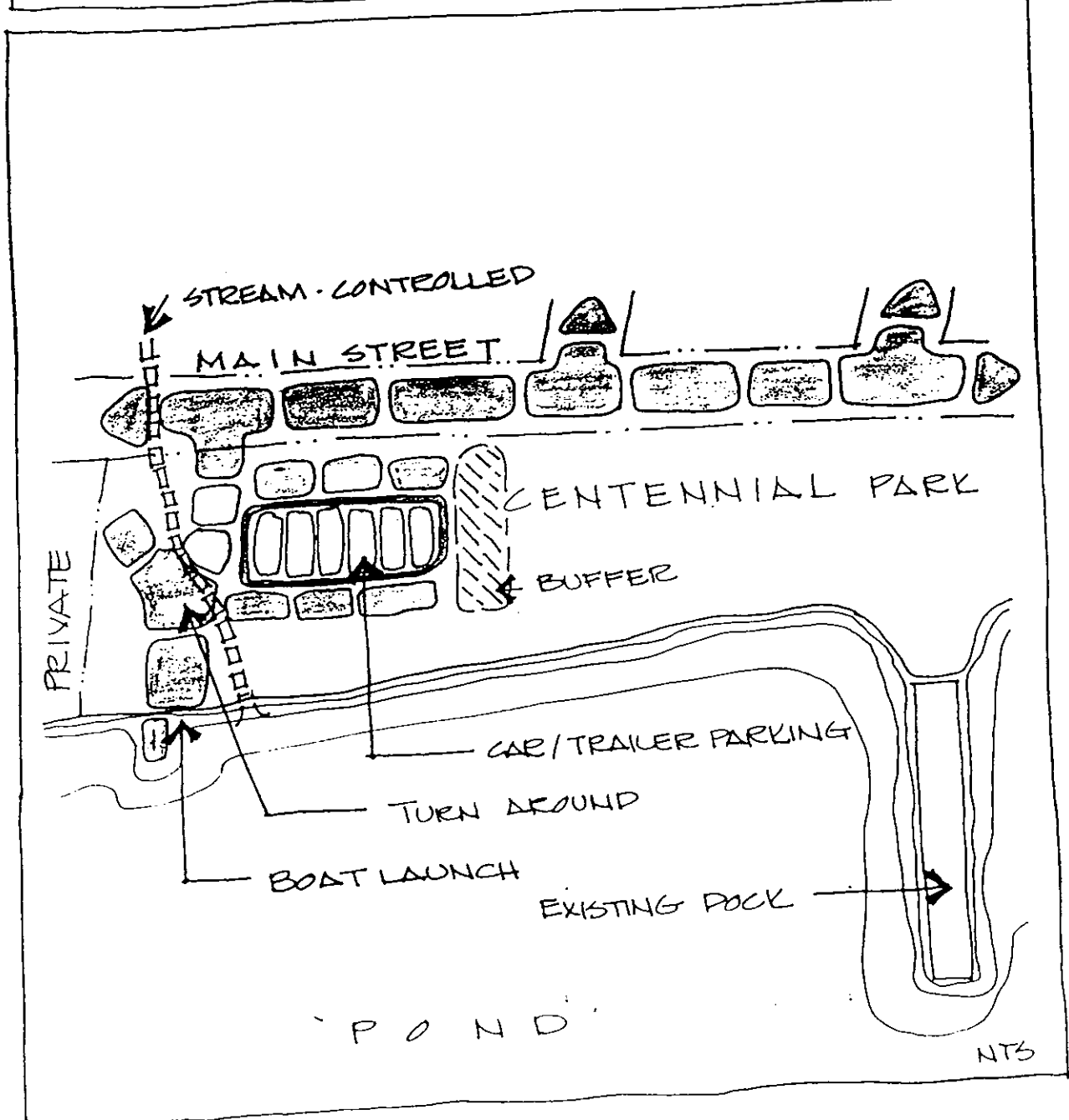
PROPOSED MARINA SITE
 PEDESTRIAN WALKWAY
 WATERFRONT ACCESS POINT
 RAIL CORRIDOR



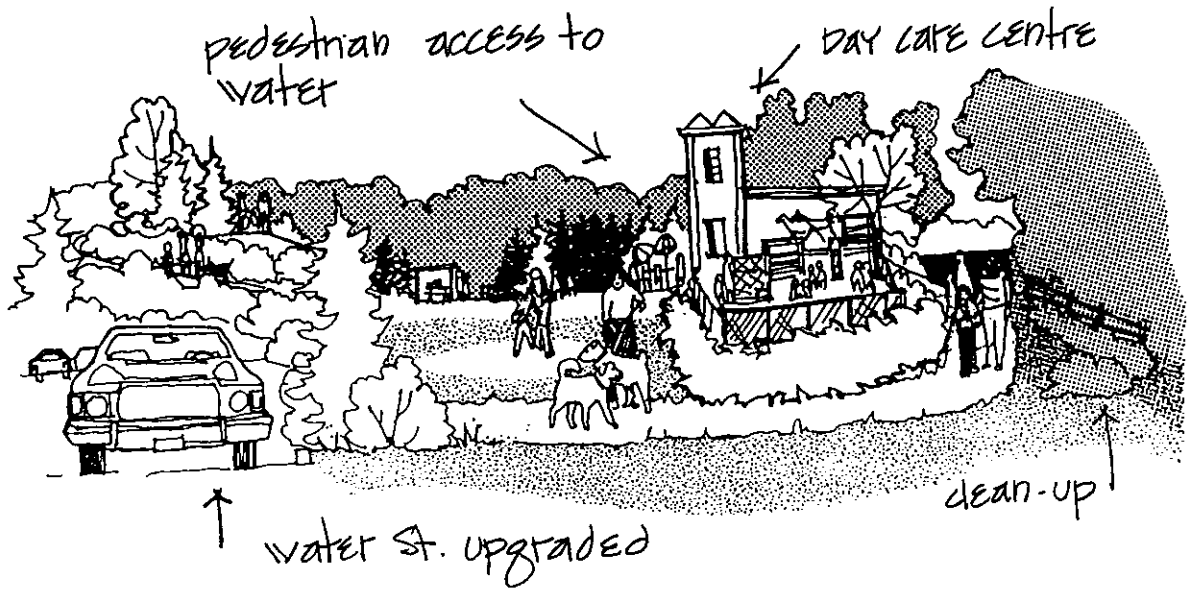
DEVELOPMENT PROGRAM

BOAT LAUNCH
CENTENNIAL PARK

OPTION #1



DEVELOPMENT PROGRAM

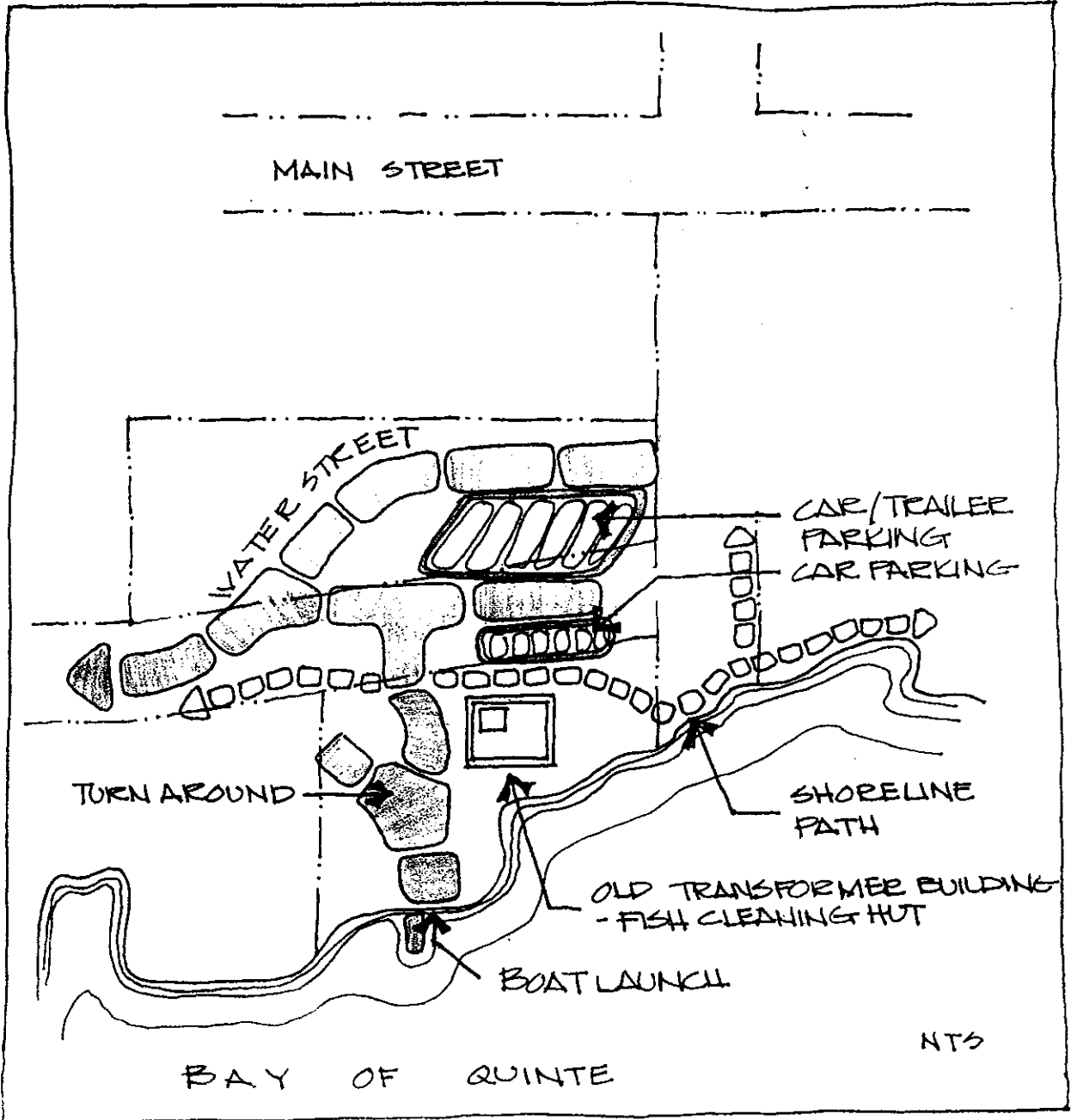


OLD TRANSFORMER BUILDING

DEVELOPMENT PROGRAM

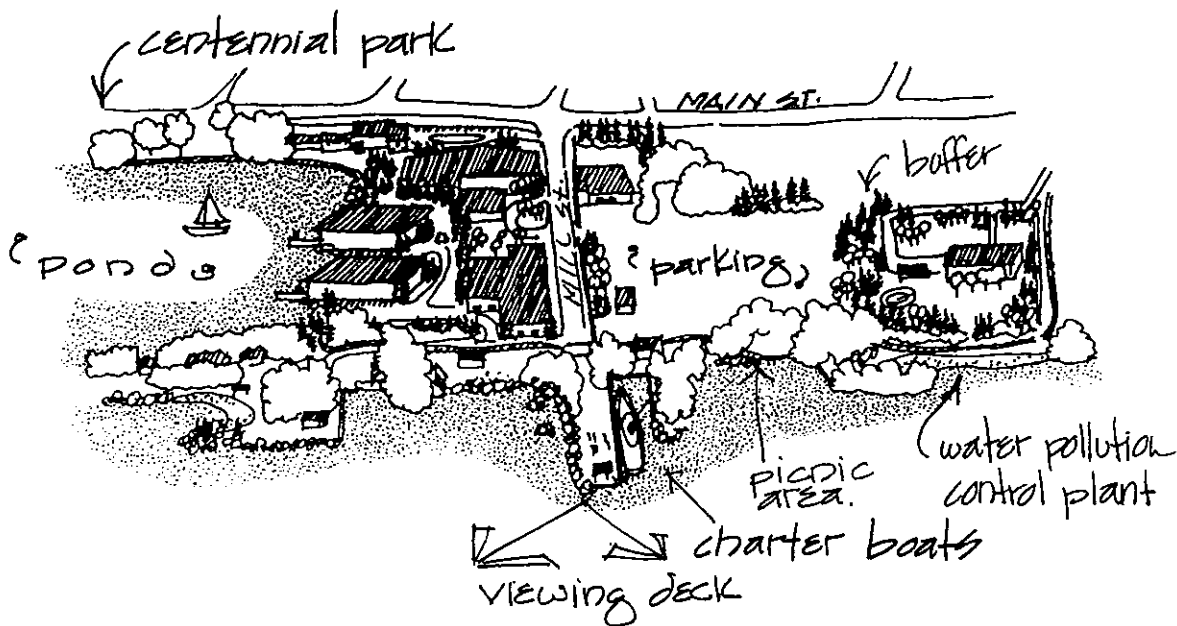
BOAT LAUNCH OPTION #2

OLD TRANSFORMER BUILDING



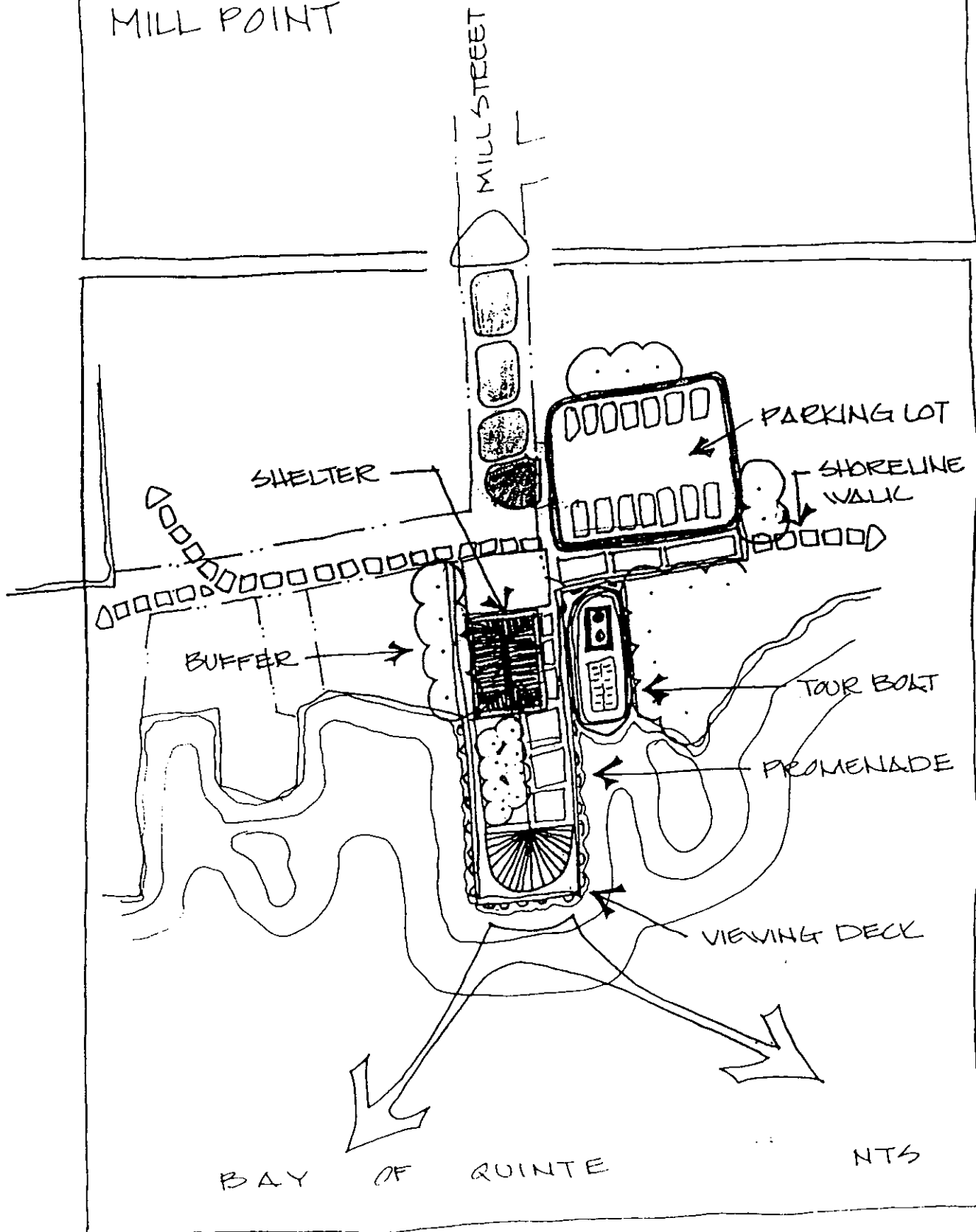
DEVELOPMENT PROGRAM

MILL POINT - Aerial View



DEVELOPMENT PROGRAM

MILL POINT



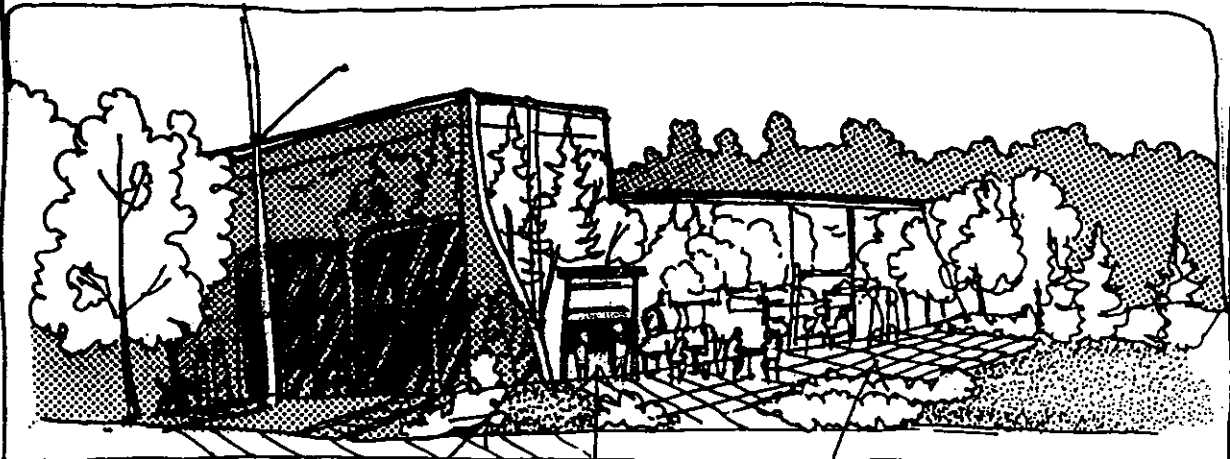
c) Character and Aesthetics

All new buildings, parking lots, amenities, etc. will attempt to recreate and reinforce the 'Confederation Industrial Era'; this will give the study area a much needed unifying character. Landscape and architectural elements that characterize this era include strong lines, long curves, plain facades, only basic and limited use of vegetation, peak roofs, painted or rough cut wooden buildings and of course, Edward Wilkes Rathbun's painted utility poles. See Plate 20 for area around the Old Locomotive Shop.

An immediate improvement to the waterfront's visual resources requires a general cleanup. Plantings should be started to provide screening and enhancing around the Water Pollution Control Plant and in Centennial Park. Improved washroom facilities are required at the park along with a reorganization of the parking lot to discourage car/trailer parking by users of the boat launch and improved pedestrian access is required. See Plates 21 and 22.

DEVELOPMENT PROGRAM

OLD LOCOMOTIVE SHOP



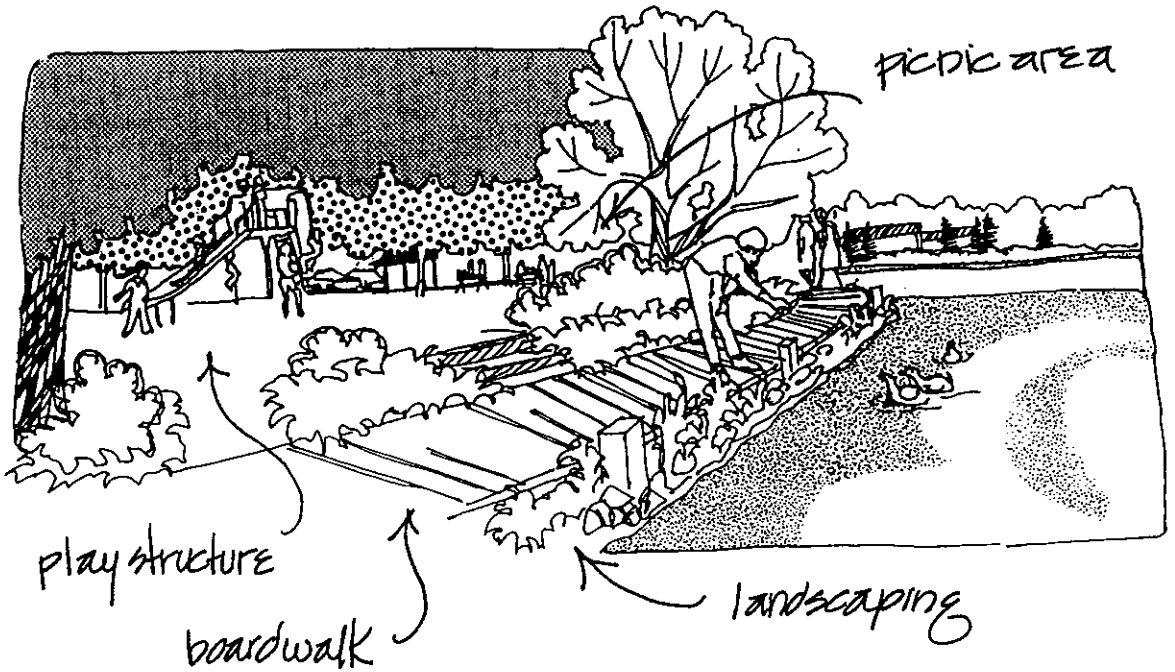
wall mural

stores

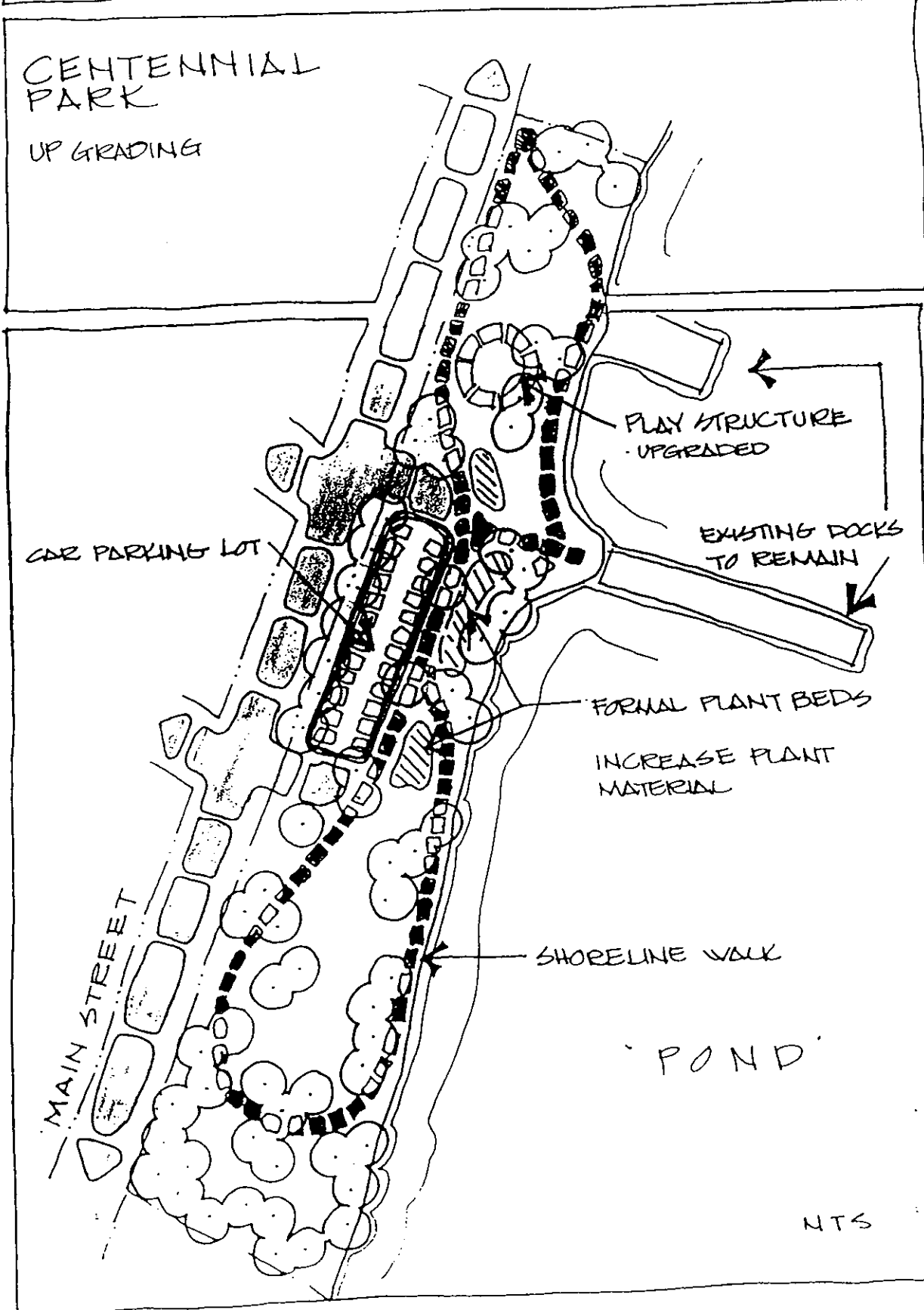
patio

DEVELOPMENT PROGRAM

CENTENNIAL PARK



DEVELOPMENT PROGRAM



6.0 IMPLEMENTATION STRATEGIES

The foregoing study has revealed that there is great potential for revitalization and adaptive reuse of lands along Deseronto's waterfront. However, full potential can only be realized when all of the various actors affecting these lands (both public and private) make greater efforts to work towards the common goal of an improved waterfront. These include the municipality and other tiers of government, community service groups, businesses and industries, landowners and private individuals.

It is clear that the Town of Deseronto must initiate an energetic and optimistic program which includes revision of current planning policy, initiation of public improvements, increased interaction with both government funding agencies and private investors. The Town must also continue its efforts for greater community involvement in facilitating waterfront projects and activities. A list of recommendations has been included at the beginning of this report, formed on the basis of interaction with the Town, its residents and various government agencies and through extensive analysis. The implementation of these suggestions will begin the process of waterfront revitalization which will be of lasting benefit to the community.

Lastly, shifts in priorities and unforeseen opportunities will require a continual reassessment of the objectives regarding waterfront development and the means to achieve these objectives. Although this study is only one important initial step, it is hoped that it will provide timely support and guidance in the on-going effort to improve Deseronto's waterfront.