

In the Town of Prescott, on the St. Lawrence River

HOTEL SITE

November 2015

Background
Information

"No other waterfront site in Eastern Ontario offers the ambience of the subject site" -Market Study and Financial Projections; Proposed Prescott Destination Hotel, Howarth Consultants; May 2000

Historic Downtown Prescott includes a Town-owned hotel site!

The waterfront history of Prescott is rich with tales of Haudinesaunee and Algonquin hunters and farmers, the early French and Loyalist Settlements, the War of 1812, sailing ships, Forwarding Trade and the Grand Trunk and Bytown/Prescott Railways. Historic Downtown Prescott once boasted 23 inns and taverns as its geographic advantage lead to a bustling waterfront commerce.

In the mid 1980s the Town of Prescott in co-operation with the federal and provincial governments, inspired by a visit from Her Majesty Queen Elizabeth II , the Main Street Canada Program and a publicly supported vision, set in place the instruments for the rejuvenation of the waterfront and the creation of what is believed to be the most significant outdoor amphitheatre on the Great Lakes/St. Lawrence system.

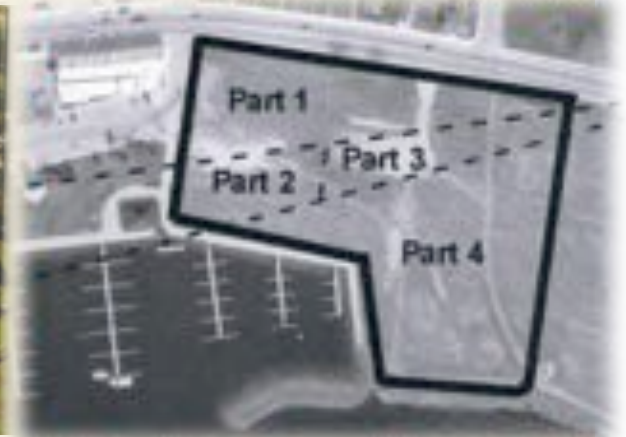
A crucial part of this vision was a destination/resort hotel positioned adjacent to the Harbour and on the waterfront.

The final step in the downtown waterfront, Riverwalk Park is almost complete and the Aquatarium in nearby Brockville poised to build on the strengths of the Upper St. Lawrence River. The stage is newly set!





Hotel site from the air - marked in red



The site itself beside the Harbour

In the mid-1980s we had a renewed vision when

the Federal Crown purchased from Marathon Realities, a large waterfront site (approx. 34 acres). This was intended to ensure the integrity of Fort Wellington National Historic Site and encourage public access to the St. Lawrence River by the Canadian public. The heritage/millennium trail was built through the cooperation of the Town and Parks Canada.

3.85 ACRES

of this purchase were set aside by the Crown to be used only as a “heritage hotel.” (Comprehensive studies were undertaken by firms such as Howarth Consultants and PKF and copies of these studies are available upon request.) Parks Canada folks at Fort Wellington have been strongly

supportive of a waterfront hotel of a high calibre knowing it will be a great complement to the iconic historic site.

Robin Clarke

noted architect from Toronto, in partnership with such credible persons as a former federal minister of Tourism and others began the task of planning, designing and developing a waterfront hotel. Robin’s credibility as designer of the first Four Season Hotel in Toronto, the renovations to the King Eddy and a multitude of other achievements were key.

Timing was not good for this nor for one other credible proposal in about 2008 and the site has sat waiting for the timing and development to be just right. ***That time is now!***

The land is divided into 4 parts with Parts 2 and 3 having a height restriction of 8 and 9 metres respectively. Part 1, of course is the higher limit allowing for more storeys within the limits set by the zoning by-law. Even the height restrictions understandably imposed by Parks Canada on parts 2 and 3 fit easily into Robin’s original design. This land is designated especially for hotel development – as registered by Letters Patent - Instrument 92810.



Collaboration over recent years has created a unique opportunity for a destination hotel

Subsurface Investigation was completed by St. Lawrence Testing & Inspection Co. Ltd., for Clarke Darling Downey Architects in 1988. There have been only surface changes made to the site since then. All services are in place.

The hotel site is also within the BIA and Community Improvement Plan area thus being eligible for special tax incentives – i.e. “forgiveness” of increased municipal taxes for five years. Other benefits exist. The opportunities for international travel, boating, hiking, conferences, business training facilities, tourism, family getaways, sports tourism events, business, scuba diving, fishing (great fishing), family oriented recreation, etc. are convincingly described in the Howarth study and other publications. Since 2000 we have added significant new draws.

The St. Lawrence Shakespeare Festival

in 2015 completed a record setting fifteenth season, winning rave reviews and accolades. In 2014 our festival was chosen as the only Canadian stop of the Globe Theatre’s *Hamlet* world tour. The SLSF award winning productions have to be seen to be believed. The 2015 season included *Romeo & Juliet* and a musical and scandalously funny *Comedy of Errors*. www.stlawrenceshakespeare.ca. A galvanizing community production of *The*



Sound of Music crowned the 2015 season. 2016 will see *Julius Caesar* and *Much Ado About Nothing* grace our stage.

Visits to Fort Wellington National Historic Site

exceeded 10,000 with the new Visitors Centre and the 1812 era gunboat on display www.pc.gc.ca/eng/lhn-nhs/on/wellington. Big plans ahead here too.

The 18-hole meticulously maintained Prescott Golf Club

is yet another asset with 10,000 green fee visitors each year. Opportunities for collaboration with a destination hotel abound.

Decades of careful planning and implementation have set the stage for some incredible opportunities.

In 2012 the BIA Board of Management received undertook a Prescott Downtown Revitalization Project. This includes downtown revival of key heritage properties and most importantly the engagement of John William’s Urban Marketing Collaborative to assist with improvements to retail spaces and the attracting of a downtown accommodation. This work continues with six new enterprises including a full service downtown Shoppers Drugmart and stunning improvements to the Harbour in 2014 and 2015.

Midget Double AA hockey, curling bonspiels, scuba diving, tennis tournaments, garden tours and walking tours on the waterfront create a market for accommodation. Proximity to the U.S., Ottawa and Montréal all create a high demand for conference facilities, high quality accommodation and other amenities.



From the Rotary Lighthouse. you can see for miles - the Upper St. Lawrence River, the Battle of the Windmill Site, Ogdensburg, NY, the International bridge to New York State and some of the best sailing and fishing on the Great Lakes/St. Lawrence system. Within sight is also the Port of Johnstown and the large certified industrial park in the neighbouring Township of Edwardsburgh/Cardinal. And <https://youtu.be/A1PFBTAPXZO> will astound you!

TWO MINUTES FROM THE 401; ON COUNTY ROAD 2

Historic Downtown Prescott and the



The entrance to the highly regarded 148 slip marina beside the hotel site; with a waiting list the management is working on a plan to expand. The nearby Riverwalk park, almost complete, has potential to dock large boats and even small cruise ships.



The Red George Pub is named after Lt. Col. Red George Macdonnell who lead his troops across the St. Lawrence for a surprise assault on Ogdensburg New York and changed the outcome of the War of 1812 -14 - followed by 200 years of friendship; especially with current value of the American dollar we experience today.



“Gregory Hermus, associate director of the Canadian Tourism Research

Institute, said it’s a good time to be investing in Canada’s tourism and hotel industry. His organization predicts that a combination of lower fuel prices and a weak Canadian dollar will entice Americans to take 200,000 more trips to Canada in 2015, with international visitors taking 150,000 additional trips... and Canadians themselves taking 1.1 million more domestic overnight trips.”
Financial Post, January 25, 2015