

Waterfront redevelopment in small town Ontario; a case study

A presentation by
Sandra S. Lawn
March 27, 2007
amended May 8, 2012
July 19, 2016 and
September 27, 2016

Overview of presentation

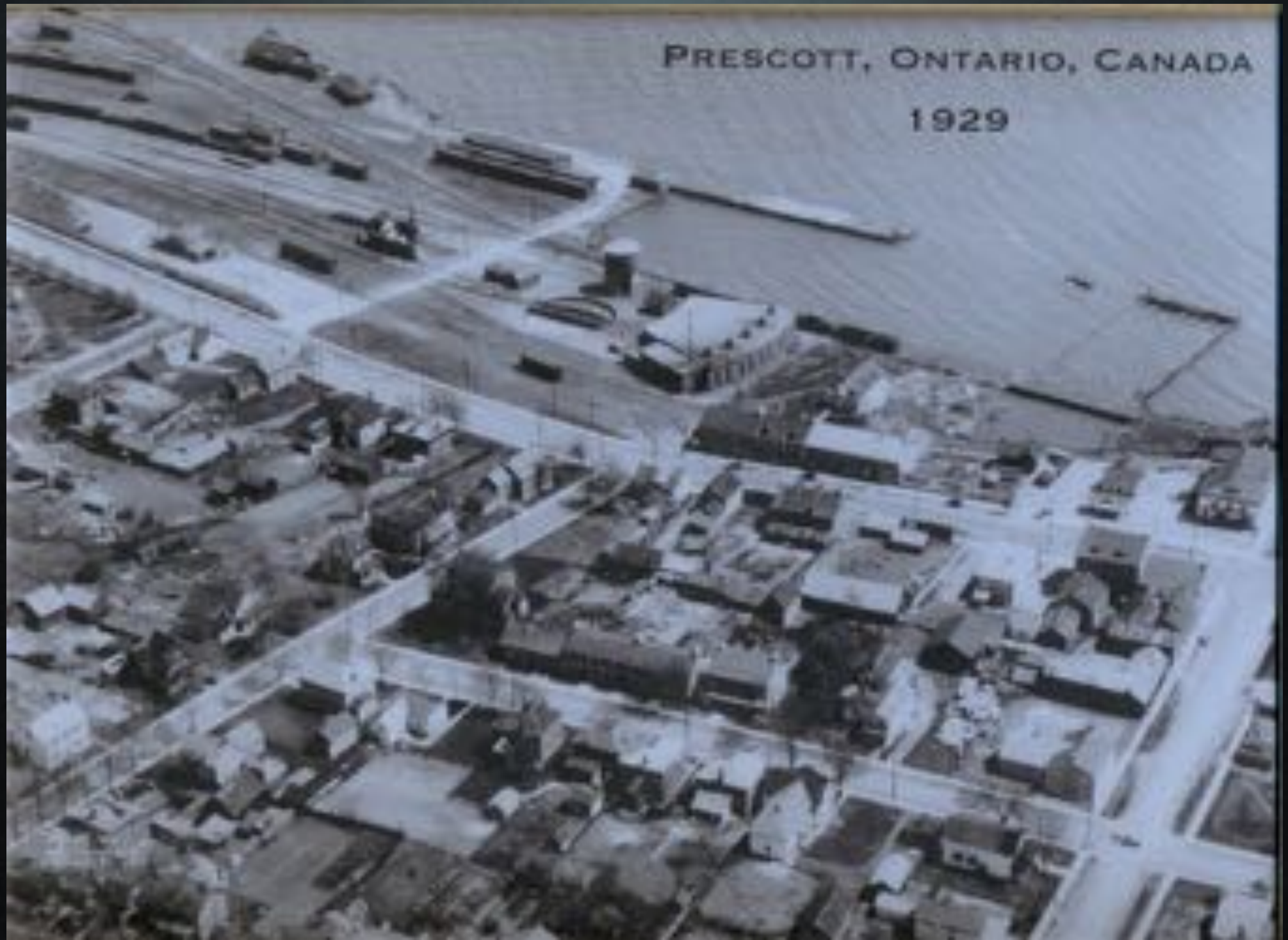
- Historic context
- Almost 200 years later
- the challenging legacy of a *really* brownfield
- Planning and Policies
- Getting the community on-side

First Occupants

- 2000 years and more ago
- The Haudenasaunee and the St. Lawrence
- The Europeans
- The Loyalists
- The Seaway
- Changing face of industry

PRESCOTT, ONTARIO, CANADA

1929



only the coal remained





The legacy - in 1971

- Railway
- Landuse practices
- Industry
- Fill - new land/
old waters
- Dumping
ground
- Industry



A picture is worth a thousand words



35 years ago...



Can you believe it?



The challenges

- Intensity of long time use
- Tradition/attitude
- Fragmented jurisdictions
- Official plan/zoning by-laws
- Little equity
 - Human resources



Before.....



and.....



The community's response -

- Organization
HOPE
 - Vision
 - Youth
 - Determination
 - Dedication
- Community self
study
- Town Hall



Community official plan policy reinvented



Community Vision



Emerging commitment

- Senior Citizens
- Neighbourhood Improvement Program
- Norwich Plan
- Prescott Place
- Coast Guard building
- Assembling of land

Equity generated - \$4,528, 419 plus...

- Federal government - \$1,400,000
- Community Initiative Fund (fed)
\$749,910
- Community Economic Transformation
Agreement - Provincial - \$800,000
- Lease for land purchases
- Riprap breakwall, NIP Program -
\$1,000,000

and

- Wintario - approx \$35,000
- Debenture - \$435,000
- Service clubs - \$108,000 and later benefactors
- Heritage landings \$195,730

Equity applied

- Land purchases/shoreline improvements - \$1.0 Million
- Breakwater, dredging - \$1,400,000
- Docks, shore wall, engineering - \$743,000
- Underground servicing, road work, engineering - \$485,151
- Landscaping and engineering -
 - \$331,975

then it all got started



Dredgate delay - no contaminants found



Thousands of tonnes...



Midway.....



Even the naysayers had
to like it!!



Across the lifespan...



Rotary continues to maintain the Light house



Still moving ahead....



Official plan was key to public access



Trail and arboretum



Special stops along the trail





Largest outdoor amphitheatre





Shakespeare on the waterfront for 14 years



Improvements ongoing



moving ahead because of

- Location:
transportation,
access
- Heritage
- River
- Volunteers/people
- Past achievements
- Enthusiastic
newcomers
- Having a VISION



Strong local governance a key -

- ◆ Building on four strategic goals - 2000-2006
 1. safety and health through good governance
 2. community economic development through entrepreneurship
 3. enhanced community image through improvement and maintenance of public assets and
 4. community spirit through recreation, cultural

Momentum generated

- Official Plan
- Magnificent new Visitor Centre at Fort Wellington opening May 19, 2012
- Gun boat of 1812 era preserved
- Cultural and sport tourism
- Waterfront Heritage Trail
- superior senior accomodation -
Mayfield

And also...

- Rotary Pavillion
- Community Improvement Plan
 - Downtown revitalization
 - Façade improvements initiated mostly by BIA
 - Further development needed: Town owned 72 room hotel site on waterfront
 - Financing incentives: tax increment equivalent; savings
- Shakespeare Blossoms - 2007
- Activities at Fort Wellington

Thousands of visitors



1989 to 2012

- Activities in general
 - Professional Shakespeare
 - Sunday night concerts
 - Fishing winter and summer
 - 18 hole golf course
 - Transient boaters
 - Walkers
 - Sightseers, heritage tourists
 - Photographers
 - Weddings
 - Church services and...



A place for all seasons...





The urban forest and relation to the River...



Rotary Lighthouse in 2016 is an icon in need of interior refurbishing, displays and commemoration of the Upper St. Lawrence. BIA and Rotary are spearheading a 2017 project.





RiverWalk Park replaced asphalt parking lot in 2014



Harbour gardens developed to Shakespeare Gardens, 2007-2016



Relationship with the River enhanced



Harbour and Gardens in 2016 - Shakespeare in 14th season





A small town respecting its responsibility toward the River that has given us so much

