

February 8, 2010



Investing in Ontario
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DRYDEN WATERFRONT

Sustainable Waterfront Development Plan



ADD A FEW SLIDES

- City Land
- Claybanks Marina
- Natures Inn
- MNR
- Pilot's landing
- Van Horne
- Marsh

Framework Plan 2008

The framework plan is based upon the contributions of the charrette participants and the values and guiding principles as listed in the *Sustainable Waterfront Development Plan*.



- | | | |
|---------------------------------------|----------------------------------|---|
| 1 Van Horne & Gateway | 7 Seasonal RV Park - Interim Use | 13 Mixed Use Development - Tourism |
| 2 Mixed Use Development - Residential | 8 Wabigoon Lake Art Centre | 14 Lighthouse |
| 3 Pedestrian only | 9 Public Shoreline | 15 Dryden Centennial Festival Park |
| 4 Tourism | 10 Residential | 16 Wabigoon Lake Interpretive Centre |
| 5 Public/Private Club Facilities | 11 Boat Launch | 17 Water Park |
| 6 Keel Boat Marina Expansion | 12 Public/Private Marina | 18 Waste Water Treatment
& Engineered Wetland Displays |

DRYDEN WATERFRONT

Sustainable Waterfront Development Plan

The Van Horne waterfront area will be the four-season destination for citizens, visitors and tourists. It is our wilderness in the city and our jumping off point to access the wilderness of Wabigoon Lake and the surrounding boreal forest landscape.

Development will celebrate the cultures, diversity, products and beauty of the boreal forest (The Great Canadian Experience). These values will be expressed in the design and construction of buildings, sites and infrastructure. Development will also incorporate the highest standards of sustainable design and will be a showcase for rural communities in Canada.

WORKSHOP JULY 2009

- Purpose
- Who attended
- outcomes

II. PRELIMINARY SYNTHESIS

Proposed Development Program

In late July of 2009 the consultant teamed with various stakeholders involved in the development of the Dryden Waterfront for a one day workshop. Through brainstorming sessions the below development themes, principles, and program elements arose. These would later be used as a framework for the concept plans.

Themes

- Wilderness in the City
- Sustainable Living in the North
- Lifelong Learning
- Linkages to Wabigoon Lake
- Dryden's Gathering Place and Must See Destination

Development Principles

- Public investment in land assembly and infrastructure development - municipal services, site enhancements and public amenities;
- Entrepreneurial, institutional, and private sector opportunities;
- Synergies between enterprises;
- Appropriate level of public support to nurture private enterprise;
- Relationship with regional lodge & accommodation industry; and
- Phasing and growth - Implement, test, modify, implement...

Development Program Elements

- Smart growth principles (active transportation, density, and municipal services)
- Laura Howe Marsh protection and enhancement
- Candidate parking
- Municipal museum and interpretive centre
- Walkways and trails
- Bridge at causeway to complete connection of marsh to lake
- Bike and sidewalk connection to downtown
- Public park - events venue
- Non-motorized boat access
- Commercial services and retail sites focused on local products
- Commercial restaurant focused on local foods
- Commercial marina and marine services
- Winter village
- Visitor accommodation (scale and type to be determined)
- Support existing Yacht Club
- Support existing B&B
- Residential development or seasonal RV based on market conditions
- Centre for Outdoor Education and Sustainable Living



Background

Themes

- Wilderness in the City
- Sustainable Living in the North
- Lifelong Learning
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Background

Development Principles

- Public investment in land assembly and infrastructure, site enhancements and public amenities;
- Entrepreneurial, institutional, and private sector opportunities;
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Background

Implement Tourism Development Strategy

The Dryden Tourism Development Strategy (March 2009) focuses attention on 3 target market segments.

This plan provides:

- Other things to see and do for “sports events” and “business travelers”;
- Centre of activity for “active outdoor travelers”

This plan can contribute to the success of 17 of 26 of the recommendations of the Tourism Development Strategy.

OPEN HOUSE

- OCTOBER 2009
- Invite
- Photos
- Concept Plan
- How many attended
- Summary of comments

Development Concept - Phase 3

Development Strategy

Objective: Increase commercial utilization in outdoor education and other destination attractions. Support expanded use with additional public amenities and programming.

- Nurture development of destination attraction such as a spa;
- Relocate municipal museum to site to provide a complimentary attraction;
- Continue to expand and develop outdoor education as a tourist attraction in addition to its role as a local service; and
- Consider market conditions and timeliness of offering development sites for sustainable market housing oriented to local or distant markets - or consider interim use as seasonal RV accommodation.

Management and Governance Strategy

- Requirement for negotiation of land arrangements with developers and attracting developer; and
- Increased sophistication in programming and marketing.



Development Components

- Development is composed of many component parts
- We think we have found the sizes, mix, and interactions between the components that make sense to develop a vibrant waterfront
- Three levels of development
 1. Infrastructure - Municipal
 2. Local & Regional Attractions - Partnerships
 3. Destination Attractions - Private Sector

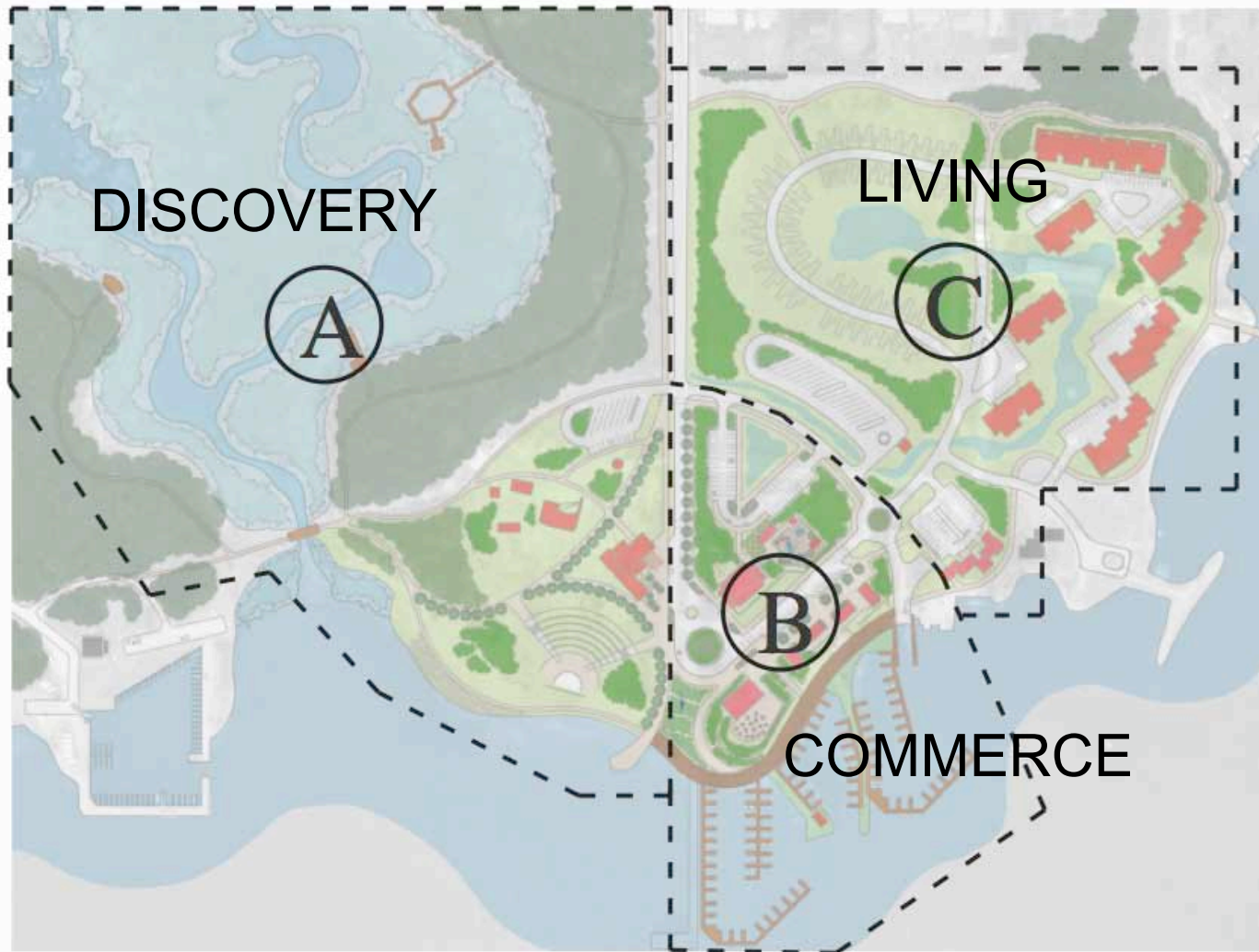
Development Components

LEVELS OF DEVELOPMENT		
Level One	Level Two	Level Three
<i>Municipal Infrastructure</i>	Outdoor Education Centre	Hotel & Spa
Internal Roads	Restaurant	Mixed Use
Water & Wastewater	Marina	OEC Expansion
<i>Municipal Amenities</i>	Museum	Residences
Van Horne streetscape	RV Park	
Shoreline Development		
Site Preparation and Development		
Public Parking		
Boat Launch / Ice Road		
Laura Howe Marsh Enhancements		
Trails		
Festival Park		



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Development Zones

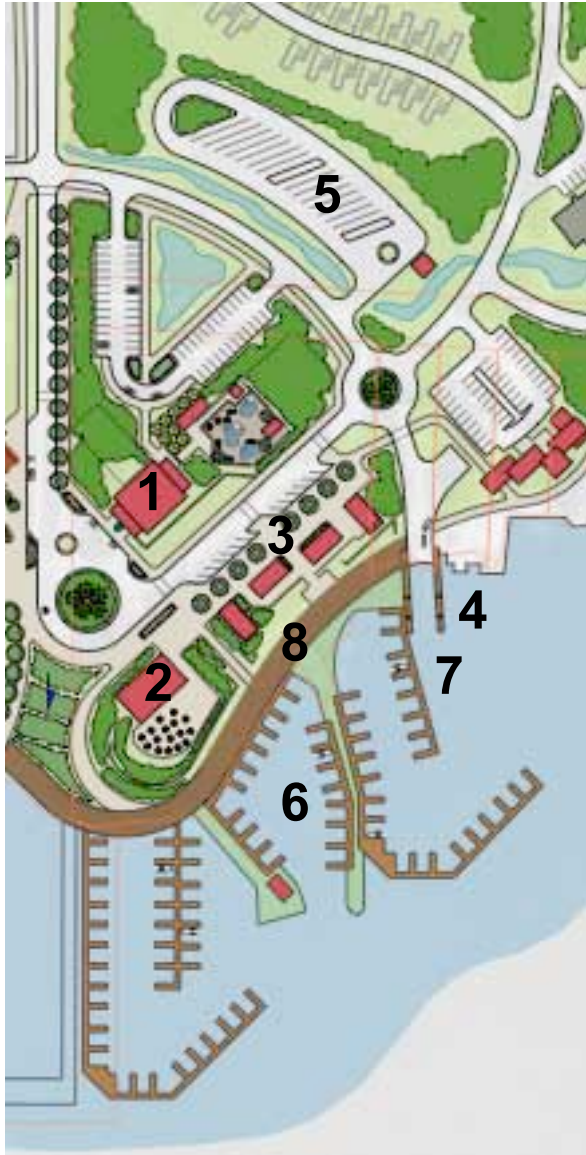




Discovery Zone

Mostly Community Infrastructure

1. Outdoor Education Centre
2. Laura Howe Marsh Trail
3. Marsh Enhancements
4. Festival Park (Amphitheatre & Promenade)
5. Museum
6. Lake Access - non-motorized



Commercial Zone

Significant Community Infrastructure
To Support Private Sector Investment

1. Boutique Hotel/Spa
2. Restaurant/Cafe
3. Mixed-Use Development
4. Boat Launch
5. Trailer Parking
6. Marina
7. Ice Road Access
8. Shoreline Promenade



Living Zone

Minimum Additional Community Infrastructure
To Support Private Sector Investment

1. RV Seasonal Lots
2. Condominium/Medium Density Housing
3. Stormwater Management
4. Trails

Summary

Is development potentially viable:

- Our approach has been to conduct initial assessments of the viability and determine to what extent we believe these initiatives can sustain themselves with conservative assumptions.
- We think we have found the sizes, and mix, and interactions between the components that make sense to develop a vibrant waterfront.
- This gives us the confidence that as the business components and markets become more fully developed and refined for each of the commercial components, we believe even greater opportunities will emerge to increase the attractiveness of the commercial components to private investment.

Phasing Strategy

- Initiatives are interdependent:
 - OEC needs the Marsh development, parking, infrastructure, waterfront improvements etc. to all come together.
 - Probably doesn't make sense to build the boutique hotel without the spa and restaurant available.
 - Marina needs some connection with the RV park and/or maybe the yacht club to sustain active operations.
 - Condos need the critical mass of activities to create a "life style" attraction to the area.
- Doing a good job and creating success in the early phases will be critical to create the momentum necessary to attract the later phases of development.

Phase One

Objective:

Gain a foothold and begin to attract use

Prepare the site for long-term ambitions

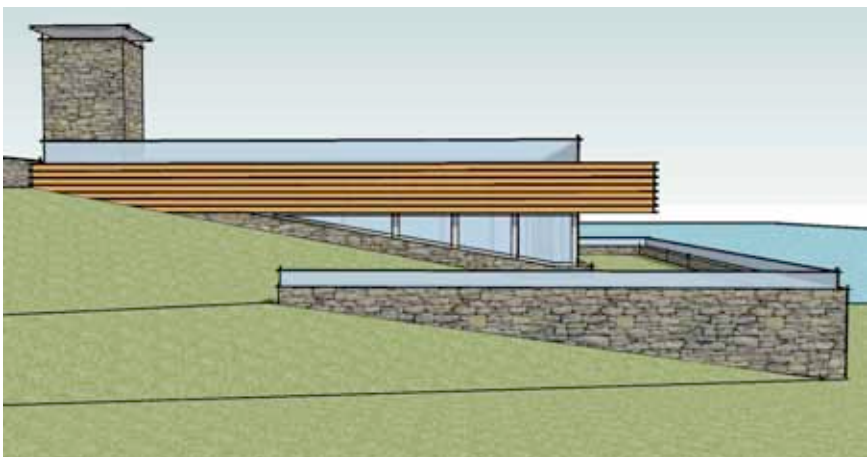
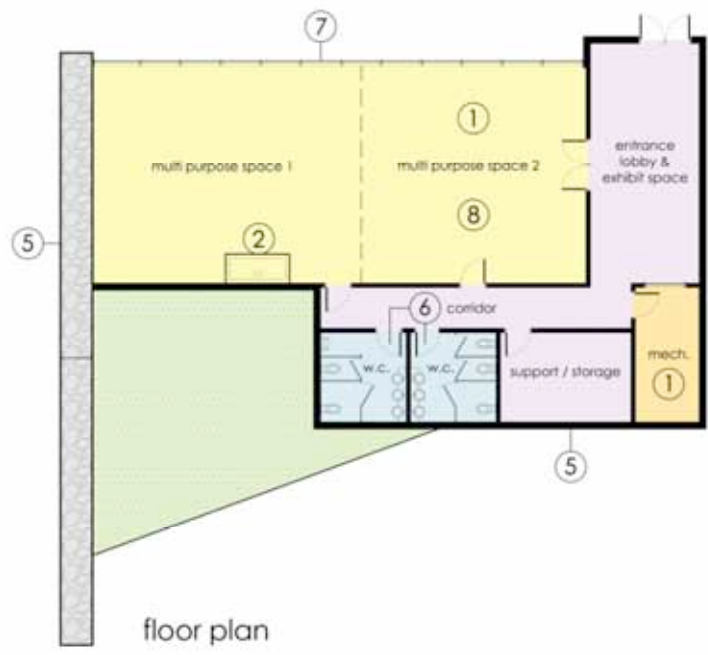
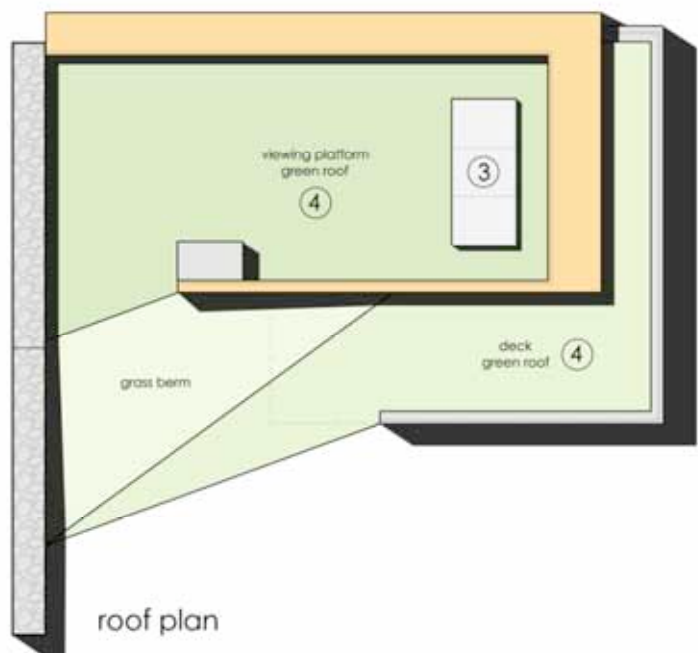
- Establish basic public amenities and venue for outdoor education programming;
- Basic outdoor education facility for community and school use;
- Land assembly and enhancements.



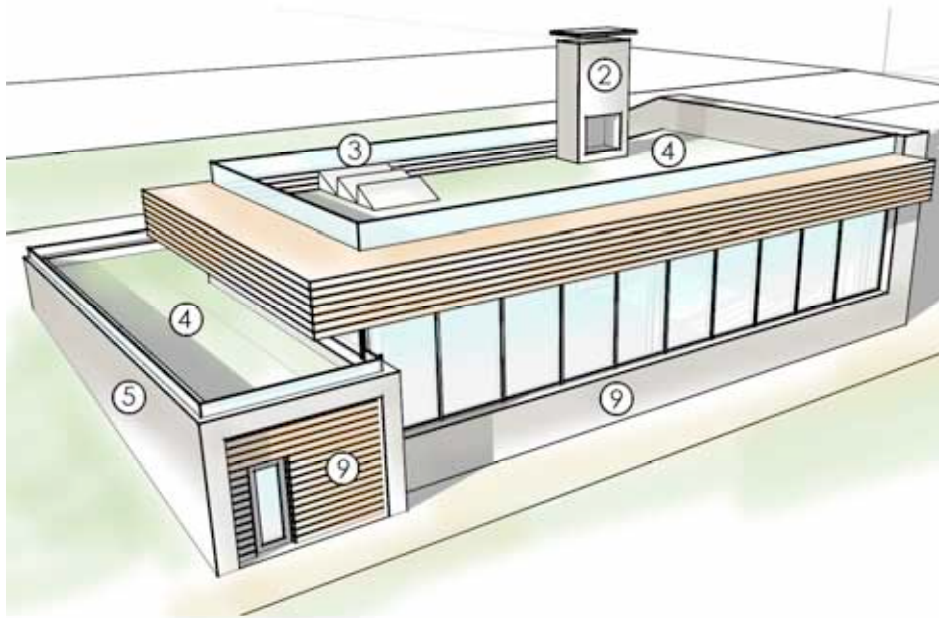
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Add images for Phase 1

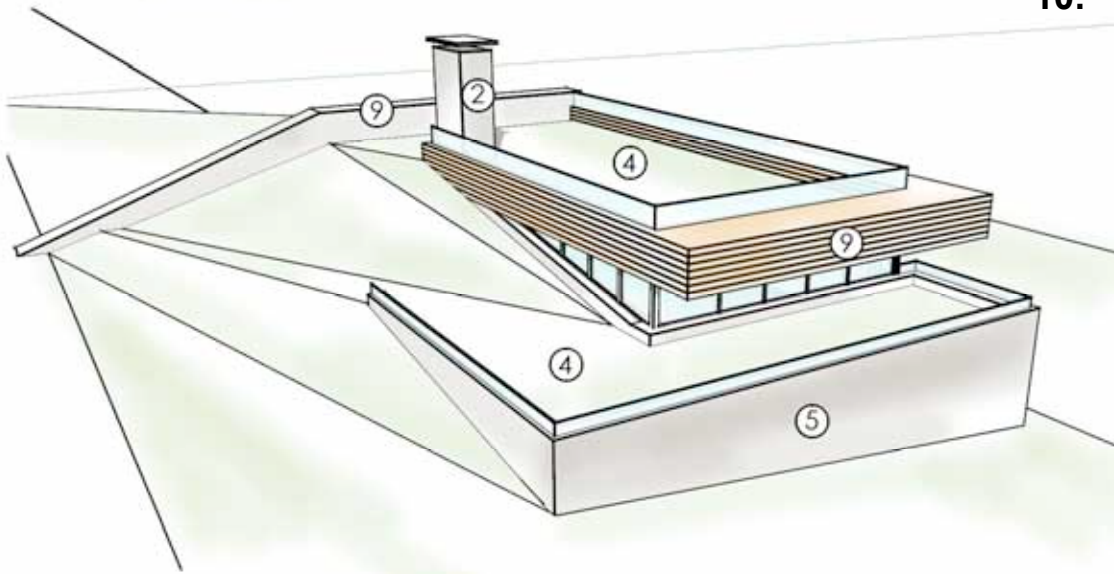
- OEC
- Marsh
- Park
- Van Horne



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1. **Geothermal Ground Source Heating**
2. **Wood Burning Stove**
3. **Photovoltaic Panels**
4. **Green Roof**
5. **High Performance Building Envelope**
6. **Reduce Building Water Consumption**
7. **Day Lighting Strategies**
8. **Recycled Materials**
9. **Local and Regional Materials**
10. **Natural Ventilation**





	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Van Home Streetscape		\$613,600		
Public Parking		\$208,000		
Boat Launch/Ice Road		\$507,000		
Marsh Enhancements		\$455,000		
Marsh Trails		\$435,000		
Festival Park		\$1,079,000		
Outdoor Education Centre			\$1,262,000	
Marina			\$182,000	
TOTAL		\$3,297,800	\$1,444,300	

Phase One

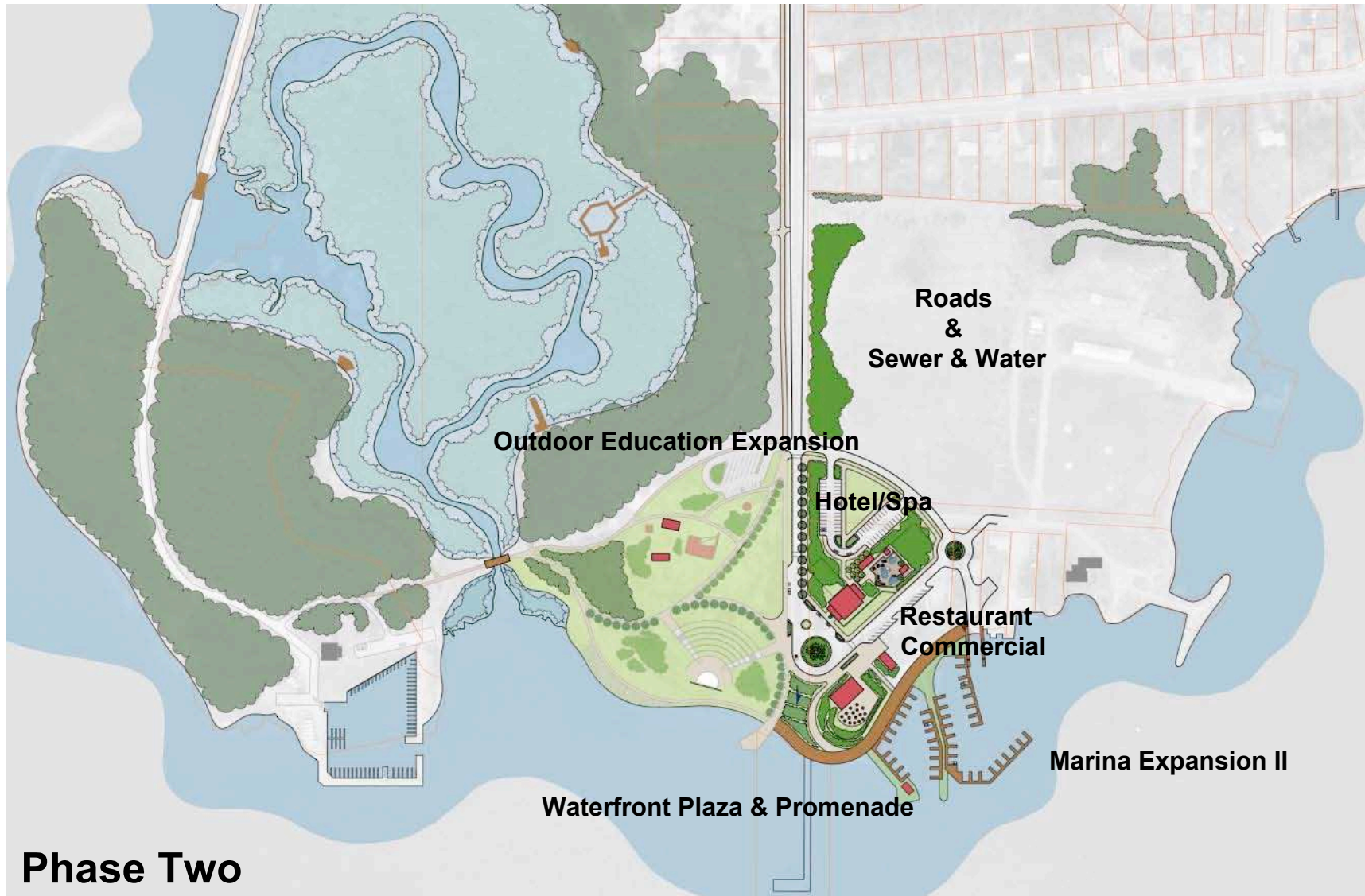
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Phase Two

Objective:

Grow phase one activities based on experiences and opportunity to expand attraction and utilization.

- Establish basic municipal services;
- Expand public amenities including marine access;
- Expand and commercialize outdoor education programming;
- Nurture waterfront restaurant and commercial development;
- Attract Hotel/Spa developer



Phase Two

DRYDEN WATERFRONT Sustainable Waterfront Development Plan



	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Roads	\$2,762,000			
Water & Sewer	\$1,388,400			
Shoreline development		\$1,625,000		
Public Parking		\$117,000		
Restaurant			\$1,547,000	
Marina			\$227,500	
Hotel/spa				\$4,621,500
Mixed Use				\$533,000
OEC Expansion				\$468,000
TOTAL	\$4,150,900	\$1,742,000	\$1,774,500	\$5,622,500

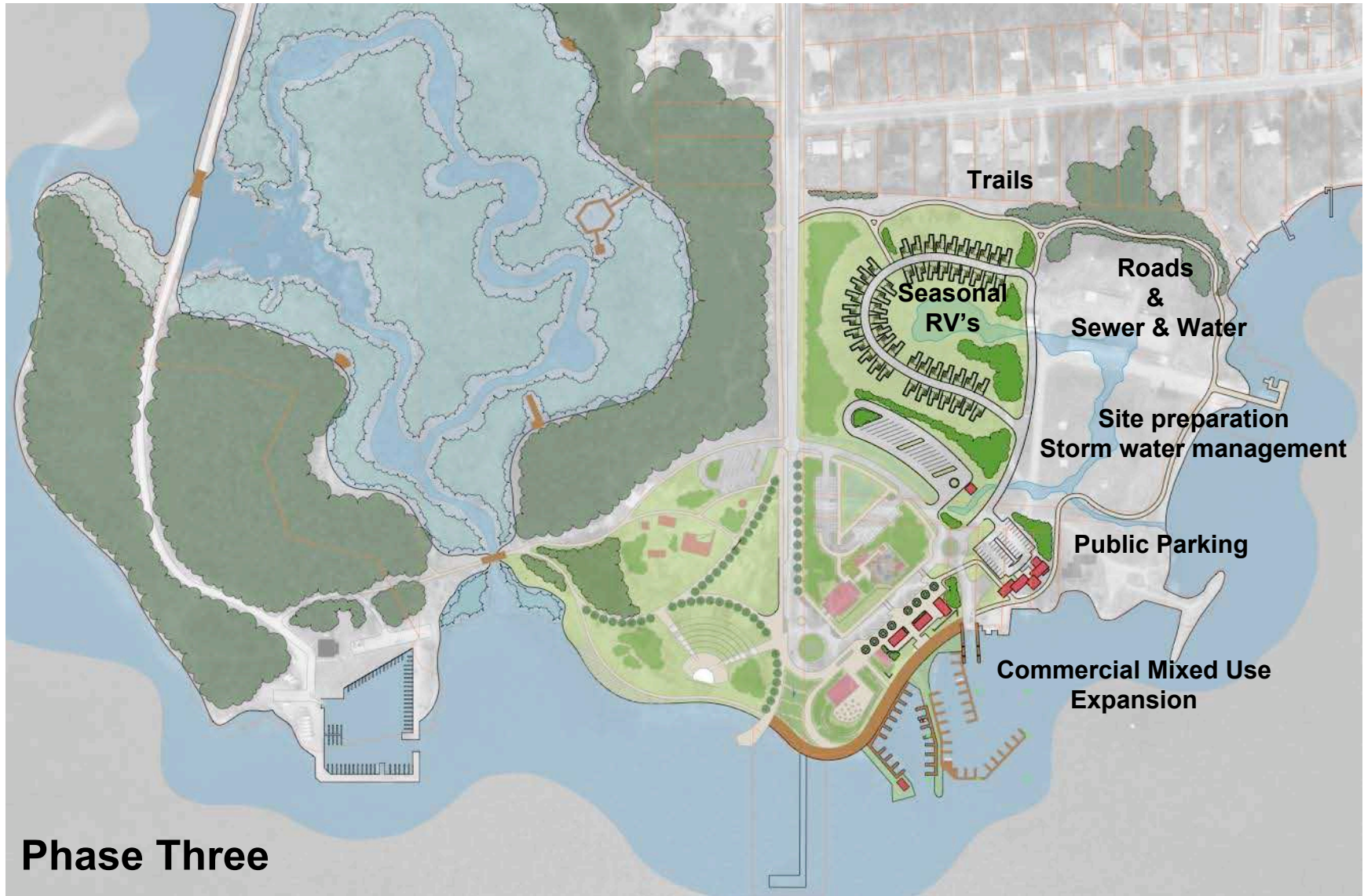
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Phase Three

Objective:

Increase commercial utilization in outdoor education and other destination attractions. Support expanded use with additional public amenities and programming.

- Continue to expand and develop outdoor education as a tourist attraction in addition to its role as a local service
- Consider seasonal RV accommodation
- Expand mixed use development



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	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Roads	\$497,200			
Water & Sewer	\$149,700			
Site Preparation & Stormwater		\$845,000		
Trails		\$253,000		
RV Park			\$517,100	
Mixed Use				\$1,755,000
TOTAL	\$647,000	\$1,098,000	\$517,100	\$1,755,000

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Phase Four

Objective:

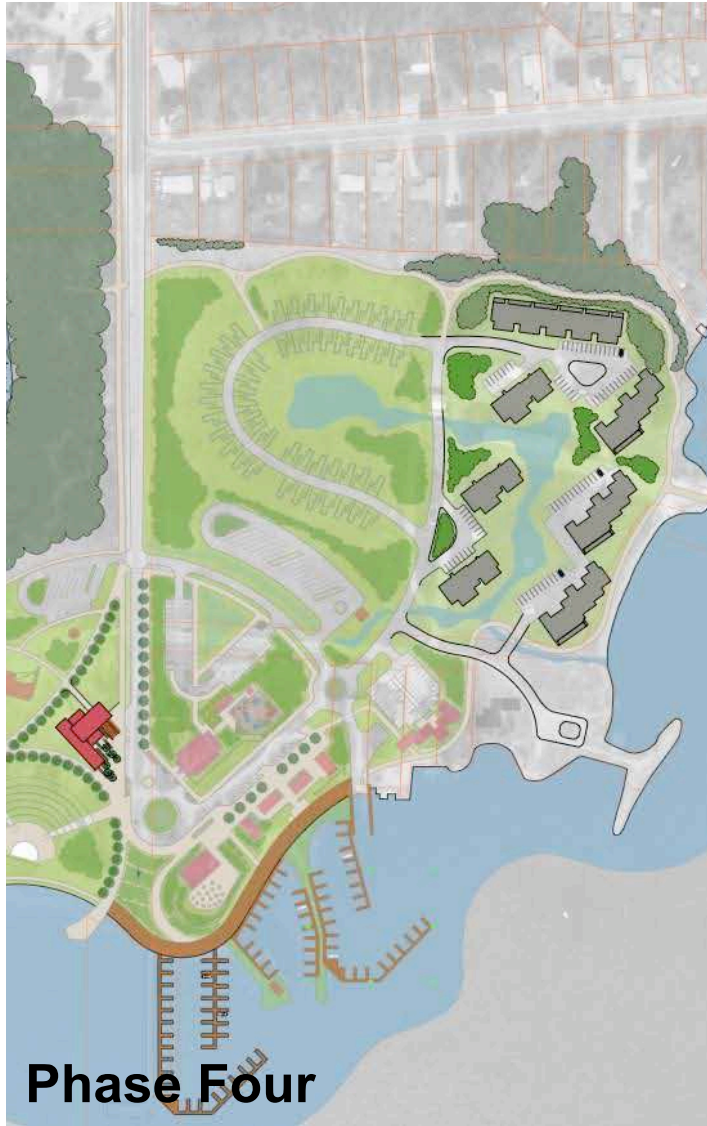
Expand private sector offering in response to market conditions.

- Additional commercial development;
- Additional market housing or RV development;
- Consider relocation of Museum
- Additional tourist/visitor accommodation



Phase Four

DRYDEN WATERFRONT Sustainable Waterfront Development Plan



	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Water & Sewer	\$772,200			
Public Parking		\$201,000		
Museum			\$3,926,000	
Marina Expansion			\$513,000	
Mixed Use				\$2,132,000
Medium Density Residential				\$22,000,000
TOTAL	\$772,200	\$201,000	\$4,439,500	\$24,132,000

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Investment Summary



	Phase 1	Phase 2	Phase 3	Phase 4	TOTAL
Public Investment	\$3,297,800	\$5,892,900	1,745,500	\$973,700	\$11,686,000
P3 Investment	\$1,444,300	\$1,774,500	\$517,100	\$4,439,500	\$8,175,400
Private Investment	\$0	\$5,622,500	\$1,755,000	\$24,132,000	\$31,509,500
TOTAL	\$4,742,140	\$13,289,900	\$4,017,650	\$29,545,200	\$51,594,900

Summary

Is development potentially viable:

- Initial critical pressure tests indicate that development is worth pursuing, and can be sustainable with conservative assumptions
- Findings illustrate sizes and models that are doable given interactions between components and markets that make sense to contribute to a vibrant waterfront
- Future detailed analysis will probably improve
- Hotel spa needs more complete in depth feasibility and business planning work
- As these become timely - full feasibility and business planning will be necessary to attract proponents

Next steps to complete this phase of work

Documentation

- Continue to refine viability assessment and document
- Develop architectural illustrations
- Incorporate survey data
- Obtain soil investigations
- Prepare preliminary environmental statements for City property

Reporting

- Present findings to date to City Council - February 8, 2010
- Present findings to KPDSB
- Present to the Community - March 1, 2010
- Consolidate final report and submit

Next steps to commence implementation

- Adoption by DDC of the Development Plan as its working document and development direction
- Identify funding and implement phase 1 activities
- Develop formal partnership between City of Dryden and KPDSB for implementation of Outdoor Education Centre (OEC). Flesh out complete business plan.
- DDC long term investment strategy for site
- Continue efforts to acquire MNR fire base
- Initiate approvals with MNR and DFO on permitting requirements for marsh development



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