

DRYDEN WATERFRONT Sustainable Waterfront Development Plan



I.0 BACKGROUND



Project Site

CITY OWNED LANDS



Top Left: looking back from the dock



Top right: Looking west from Van Horne Avenue



Bottom Left: Looking east from site



Bottom right: Looking west from Van Horne Avenue terminus

CLAYBANKS MARINA



Top Left: looking
north



Bottom left and right:
looking south

NATURE'S INN



Top and Bottom Left:
Looking west from
within site.

Top and Bottom Right:
Looking east into site.



MNR SITE



Top Left: looking north across open field

Top Right: Existing buildings on site.



Bottom Left: Looking east from buildings.

Bottom Right: Looking west across open field towards Van Horne Avenue.

PILOT'S LANDING



Top Left: looking south
to Pilot's Landing B&B

Bottom Left and Right:
Pilot's Landing B&B



VAN HORNE AVENUE



Top: Looking north from
Claybanks Road



Bottom: Looking north from the
terminus of Van Horne Avenue

LAURA HOWE MARSH



Top Left: looking north-east across marsh

Top Right: looking west from lookout



Bottom Left: Looking east across marsh

Bottom Right: Laura Howe Marsh Trail

2.0 CONSULTATION PROCESS

FRAMEWORK PLAN 2008



- | | | |
|---------------------------------------|----------------------------------|---|
| 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.”



Dryden's Destination Place
Van Horne Waterfront Park



DRYDEN WATERFRONT Sustainable Waterfront Development Plan

WORKSHOP - JULY 2009

Ten stakeholders involved in the development of the Dryden Waterfront joined the consultant team in Winnipeg for a workshop.

The purpose of the workshop was to evaluate the Framework Plan against the community's objectives and to critique the components with consideration to financial, social, environmental viability and sustainability, as well as potential synergies and phasing requirements.

Outcomes were several main themes and development principles brainstormed by the group that would eventually become the basis for the upcoming conceptual plans.



WORKSHOP - JULY 2009

Themes:

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

WORKSHOP - JULY 2009

Development Principles:

- Public investment in land assembly and infrastructure, site enhancements and public amenities;
- Ensure public access to the lake;
- 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...

Dryden Tourism Development Strategy and Implementation Plan



Photo taken by Dennis C. Boyd, Otter on Robinson River



Photo taken by Anne Gies, Robinson Lake



Photo taken by Brent Wesley, Robinson First Nation Powwow



Photo taken by Dennis C. Boyd

March 27, 2009

By:

McSweeney Associates
MANAGEMENT CONSULTANTS

IMPLEMENT TOURISM DEVELOPMENT STRATEGY

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

The proposed development plan provides:

- Other things to see and do for “sports events” and “business travelers”;
- Centre of activity for “active outdoor travelers”; and
- Entrepreneurial, institutional, and private sector opportunities;

It could also contribute to the success of 17 of 26 of the recommendations of the *Dryden Tourism Development Strategy*.

OPEN HOUSE - OCTOBER 2009

- 62 people attended the Open House in Dryden;
- Various discussions were held regarding the proposed concept plan; 13 written comments were received in the weeks following the event;
- The concept plan illustrated gradual growth over four stages of development; and
- The majority of comments received were regarding the initial need for municipal servicing to spur on development, increased amenities, and enthusiasm about slow growth. Boat Launch & Ice Road as a priority.



2.0 DESIGN DEVELOPMENT

DEVELOPMENT COMPONENTS

- Development is composed of many component parts.
- Development is expected to be on 3 levels:
 - I. Infrastructure - Municipal
 - II. Local & Regional Attractions - Partnerships
 - III. Destination Attractions - Private Sector

DEVELOPMENT COMPONENTS

Levels of Development

Level One

Municipal Infrastructure

Internal Roads

Water & Wastewater

Municipal Amenities

Van Horne Streetscape

Shoreline Development

Site Preparation and Development

Public Parking

Boat Launch / Ice Road

Laura Howe Marsh Enhancements

Trails

Festival Park

Level Two

Outdoor Education Centre

Restaurant

Marina

Museum

RV Park

Level Three

Hotel & Spa

Mixed Use

OEC Expansion

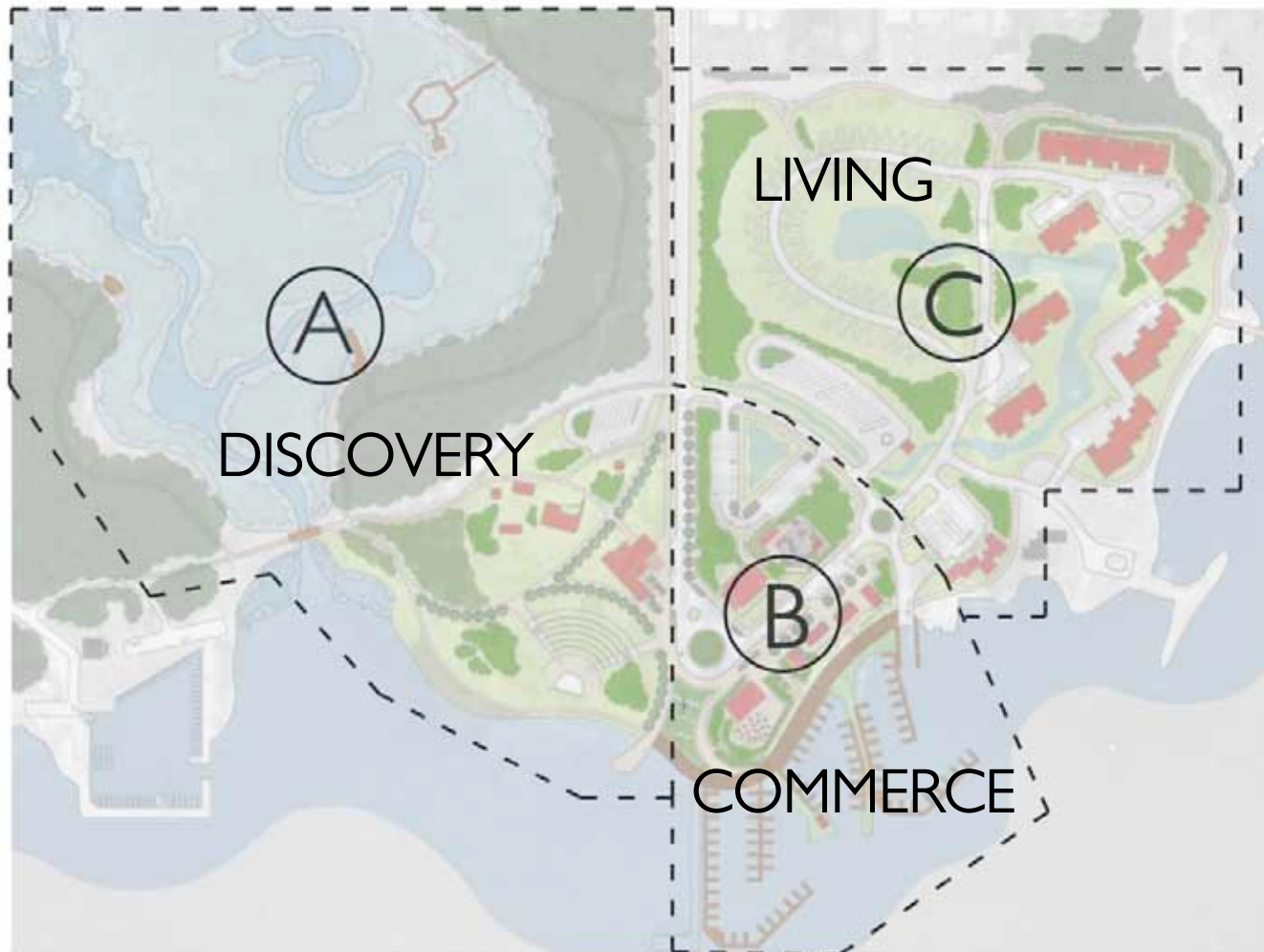
Residences

DEVELOPMENT PLAN



DRYDEN WATERFRONT Sustainable Waterfront Development Plan

DEVELOPMENT ZONES



Discovery Zone

Primarily 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
2. Restaurant/Café
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



DEVELOPMENT 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.

SUSTAINABILITY SUMMARY

- Various components on site could be sustainably built and powered by green energy;
- Increased opportunities for active transport (biking, canoeing, etc.) have been included with the design of the site;
- Outdoor Education Centres create opportunities for real-life application of learning. Making the connection to the natural environment fosters responsibility, empathy, and leadership.
- Stormwater on site would be managed by constructed wetlands, which mimic the function of natural wetlands and cost 50-90% of conventional costs.



3.0 PROPOSED IMPLEMENTATION

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.

PHASING STRATEGY - PHASE ONE

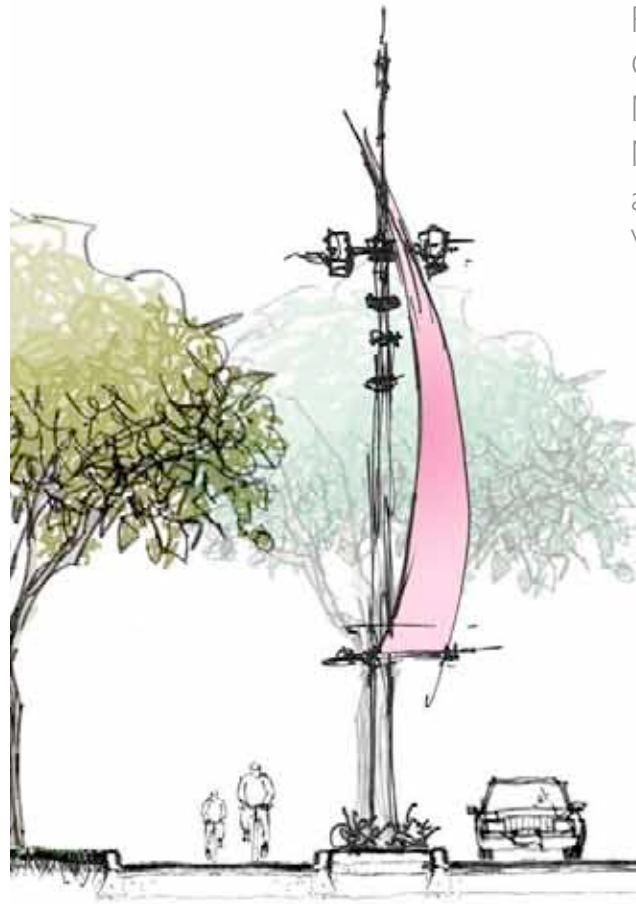
Objective:

- 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
- Land assembly and enhancements

PHASING STRATEGY - PHASE ONE



PHASING STRATEGY - PHASE ONE



Phase One includes:
Festival park
Outdoor Education Centre
Marsh Enhancements
Marsh Trails
and
Van Horne streetscaping.

PHASING STRATEGY - PHASE ONE

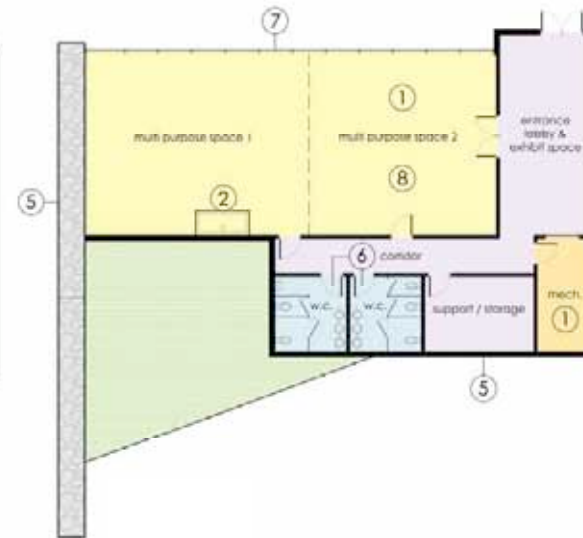
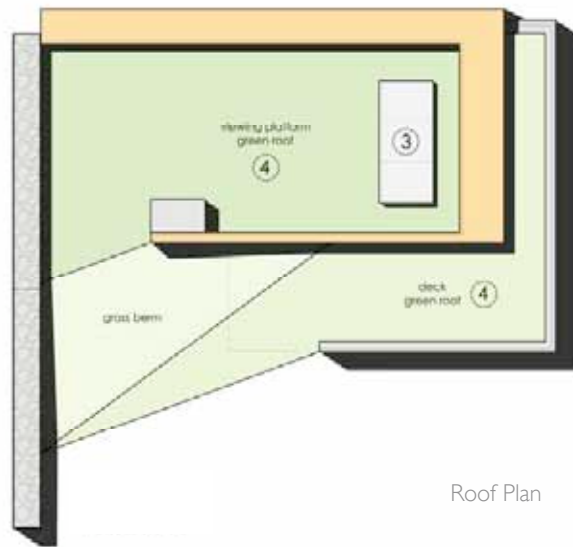
Outdoor Education Centre

address a number of community objectives:

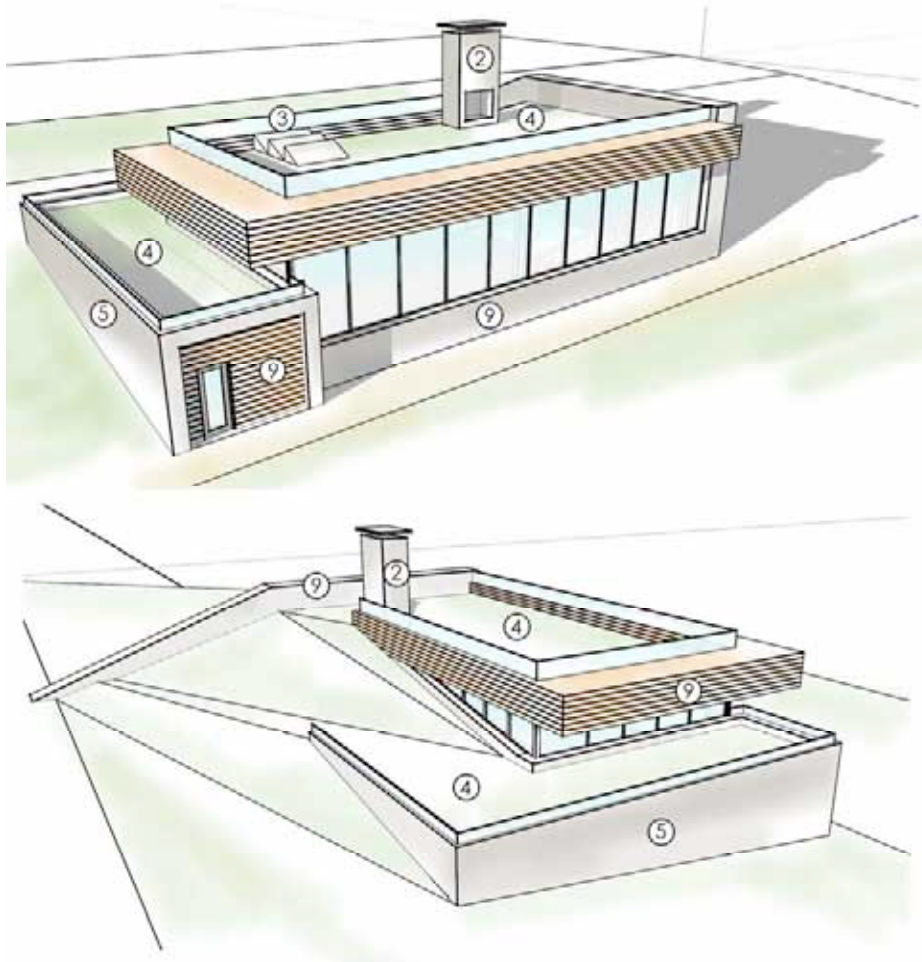
- Provide a purpose build venue for the delivery of outdoor and experiential education;
- Provide convenient access to the natural resources of Laura Howe Marsh and Wabigoon Lake;
- Facilitate the delivery of year round programming for local and regional residents;
- Facilitate the delivery of programs to the regions existing tourist community;
- Offer potential to develop a tourism destination based on experiential tourism;
- Create employment and leadership development opportunities for youth;
- Foster a love for the regions landscapes with youth to encourage long term retention;
- Occupy and animate the waterfront as the anchor for future development.

PHASING STRATEGY - PHASE ONE

Outdoor Education Centre



PHASING STRATEGY - PHASE ONE



OEC Sustainability Components

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

PHASING STRATEGY - PHASE ONE

	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Water & Wastewater	\$13,000			
Van Home Streetscape		\$613,600		
Public Parking		\$208,000		
Boat Launch/Ice Road		\$606,000		
Marsh Enhancements		\$455,000		
Marsh Trails		\$435,000		
Festival Park		\$1,079,000		
Outdoor Education Centre			\$1,262,000	
Marina			\$182,000	
TOTAL	\$13,000	\$3,396,600	\$1,444,000	



PHASING STRATEGY - 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; and
- Attract hotel/spa developer

PHASING STRATEGY - PHASE TWO



PHASING STRATEGY - PHASE TWO



Phase Two includes:
municipal services
hotel/spa,
Restaurant,
marina expansion
and promenade.

Dryden Waterfront Site Servicing - Phase 2



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PHASING STRATEGY - PHASE TWO

	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Roads	\$2,838,000			
Water & Sewer	\$1,410,000			
Shoreline development		\$1,675,000		
Public Parking		\$142,000		
Restaurant			\$1,572,000	
Marina			\$227,500	
Hotel/spa				\$4,722,000
Mixed Use				\$558,000
OEC Expansion				\$468,000
TOTAL	\$4,248,000	\$1,817,000	\$1,799,500	\$5,748,000



PHASING STRATEGY - 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;
- Expand basic municipal services;
- Develop on site Stormwater management
- Expand public amenities including marine access;

PHASING STRATEGY - PHASE THREE



PHASING STRATEGY - PHASE THREE



Phase Three includes:
Commercial/mixed use
Expansion, Seasonal RV
lots, Stormwater
Management and
Expanded Trail Systems.

PHASING STRATEGY - PHASE THREE

	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Roads	\$497,300			
Water & Sewer	\$152,400			
Site Preparation & Stormwater		\$1,245,000		
Trails		\$253,500		
RV Park			\$517,200	
Mixed Use				\$1,805,000
TOTAL	\$649,700	\$1,498,500	\$517,200	\$1,805,000



PHASING STRATEGY - 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; and
- Additional tourist/visitor accommodation

PHASING STRATEGY - PHASE FOUR



PHASING STRATEGY - PHASE FOUR



Phase Four includes:
Museum,
Condominium housing,
and expanded
Commercial/mixed use
Development.

PHASING STRATEGY - PHASE FOUR

	Municipal Infrastructure	Municipal Amenities	Partnership	Private Sector
Water & Sewer	\$772,200			
Public Parking		\$301,500		
Museum			\$3,926,000	
Marina Expansion			\$513,500	
Mixed Use				\$2,132,000
Medium Density Residential				\$22,000,000
TOTAL	\$772,200	\$301,500	\$4,439,500	\$24,132,000



DEVELOPMENT PLAN



DRYDEN WATERFRONT Sustainable Waterfront Development Plan

PHASING STRATEGY - INVESTMENT SUMMARY



	Phase 1	Phase 2	Phase 3	Phase 4	TOTAL
Public Investment	\$3,396,000	\$6,065,000	\$2,148,200	\$1,073,700	\$12,683,500
P3 Investment	\$1,444,000	\$1,779,500	\$517,200	\$4,439,500	\$8,180,200
Private Investment	\$13,000	\$5,748,000	\$1,805,000	\$24,132,000	\$31,698,000
TOTAL	\$4,853,600	\$13,592,500	\$4,017,650	\$29,645,200	\$52,561,700

DEVELOPMENT SUMMARY

Is development potentially viable?

- Initial critical pressure tests indicate that development is worth pursuing, and can be sustainable with conservative assumptions;
- Finding and illustrating 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; and
- As these become timely - full feasibility and business planning will be necessary to attract proponents.

DEVELOPMENT SUMMARY

The development of The Forks (over 20 years) took **\$56.1 M PUBLIC INVESTMENT** and **\$42.2 M PRIVATE INVESTMENT**



DRYDEN WATERFRONT Sustainable Waterfront Development Plan

4.0 CONCLUSION

NEXT STEPS TO COMPETE THIS PHASE OF WORK

Documentation

- Continue to refine viability assessment and document;
- Develop architectural illustrations;
- Incorporate survey data;
- Obtain soil investigations; and
- 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; and
- 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 One 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; and
- Initiate approvals with MNR and DFO on permitting requirements for marsh development.



DEVELOPMENT PLAN



DRYDEN WATERFRONT Sustainable Waterfront Development Plan