



Haldimand County Lakescape Action Plan

Final Report | November 2011

Prepared by



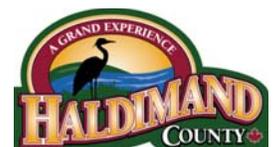
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	Page Number
1.0 INTRODUCTION	1
1.1 Background and Purpose	3
1.2 Goals and Objectives	4
1.3 Study Area	5
2.0 CONTEXT	7
2.1 Location	9
2.2 Community Profile	9
2.3 Historical Context	10
2.4 Natural and Cultural Features	12
2.5 Planning Framework Review	14
2.6 Demographic Context	15
2.7 Market Analysis	16
3.0 COMMUNITY ENGAGEMENT PROCESS	21
3.1 Overview	23
3.2 Phases of the Community Engagement Process	24
3.2.1 <i>Information and Data Gathering Phase</i>	25
3.2.2 <i>Community Design Phase</i>	26
3.2.3 <i>Validation Phase</i>	26
3.3 Key Findings	27
3.3.1 <i>Community Strengths</i>	27
3.3.2 <i>Community Challenges</i>	28
3.3.3 <i>Key Findings Overview</i>	29
4.0 VISION AND DESIGN PRINCIPLES	31
4.1 Vision	33
4.2 Design Principles	34
5.0 ACTION PLAN CONCEPT	37
5.1 Concept Plan	39
5.2 Development Nodes Concepts	42



Table of Contents

	Page Number
6.0 KEY NODE DESIGN GUIDELINES	47
6.1 Design Themes	49
6.2 Port Maitland	50
6.3 Summerhaven Area	52
6.4 Featherstone Point Beach	54
7.0 IMPLEMENTATION STRATEGY	57
7.1 Implementation Priorities	59
7.2 Development Costs	60
7.2.1 Port Maitland Preliminary Order of Magnitude Estimates	60
7.2.2 Summerhaven Preliminary Order of Magnitude Estimates	62
7.2.3 Featherstone Preliminary Order of Magnitude Estimates	63
Appendix 1 - Planning Framework Review	65
Appendix 2 - Demographic Profile and Market Analysis	85



Introduction

1.1 Background and Purpose

As identified in the Haldimand County Official Plan of 2006, a guiding principle for the Lakeshore is to “plan for the north shore of Lake Erie in Haldimand County to ensure it remains an asset for all residents of the County and potential tourists to the Lakeshore area”. The Lakescape Action Plan builds upon the vision established for the Lakeshore area in the County’s Official Plan.

The purpose of this plan is to provide a focused ten-year integrated strategy identifying key issues, development opportunities and constraints along Haldimand County’s Lake Erie shoreline. It will focus on design strategies, tourism and recreation and sustainable growth management.

The Action Plan is a detailed, visionary paper addressing the balance between local interests and product development. The scope of this project does not extend further than county-owned land to increase and promote sustainable tourism, while improving quality of life for residents.

The Lakescape Action Plan will identify key issues, development opportunities and constraints along Haldimand County’s Lake Erie shoreline.

1 Introduction

1.2 Goals and Objectives

The Lakescape Action Plan sets out the strategies, infrastructure requirements and supporting policies that will develop sustainable tourism and recreation opportunities along the shoreline.

Design Strategy

- Shoreline enhancement opportunities
- Gateways, public access, vistas and scenic views
- Public open space development, place-making and beautification
- Waterfront trail development, rest rooms and parking

Tourism and Recreation

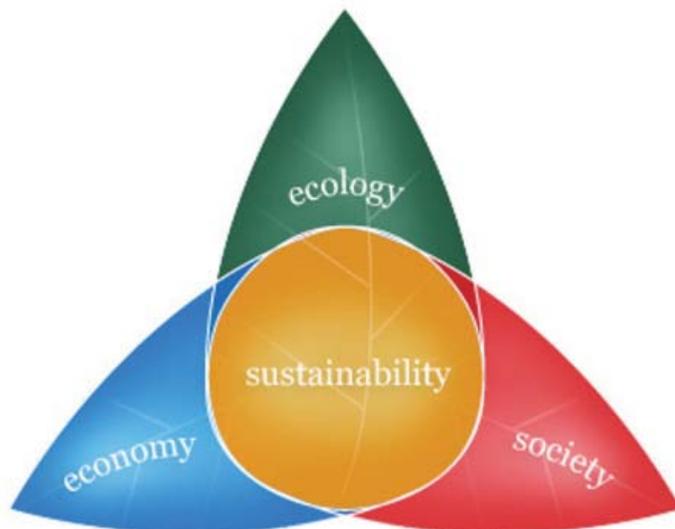
- Sustainable tourism development
- Recreational tourism nodes
- Employment and market opportunities

Growth Management

- Economic opportunities
- Infrastructure requirements and servicing
- County land development



Study Inspiration



1.3 Study Area

The Lakescape Action Plan study area is bounded by the north shore of Lake Erie to the south, Regional Road No. 3 and Canal Bank Road to the north, the Regional Municipality of Niagara to the east and Norfolk County to the west. The study area is 87 kilometres in length and is located approximately 110 kilometres southwest of Toronto. Haldimand County includes the communities of Caledonia, Cayuga, Dunnville, Hagersville and Jarvis.



Lakescape Action Plan Study Area within Haldimand County



Context

2.1 Location

Haldimand County is situated in southern Ontario on the north shore of Lake Erie, just south of Hamilton, Ontario. The County is bordered by Norfolk County, the County of Brant, Six Nations of the Grand River Territory, City of Hamilton, and the Regional Municipality of Niagara. The County is spatially bisected by the Grand River, and is within easy commuting distance of Hamilton, Brantford, St. Catharines and the Greater Toronto Area.



Location in Southern Ontario



Haldimand County Location Context

2.2 Community Profile

The County has an economy spanning from agriculture to health care. The 4 main areas of industry concentration in the County include heavy industry, food and food processing, transportation, mining and processing.

Haldimand is well connected by highway transportation routes. The area is also well serviced by aircraft with Hamilton International Airport 15 minutes from Haldimand’s northern border, Toronto Pearson International Airport 90 minutes from Haldimand and the Dunnville Airport, servicing smaller aircrafts.

Haldimand County is well connected by highway transportation routes and aircraft facilities.

Residents of Haldimand County enjoy a comfortable quality of life. Located within the County are 2 hospitals, 3 public pools, 4 public arenas, 500 acres of County-operated parkland, and 20 community halls among other public amenities.

2.3 Historical Context



Children at Fisherman's Point, Lake Erie, near Dunnville, 1898



Methodist Church, Nanticoke, 1910



Port Maitland, near Dunnville, Ont.

Haldimand County is named for Sir Frederick Haldimand who was the Governor of Quebec from 1777 to 1789. The County was incorporated on January 1, 1800 and remained part of the Niagara District until 1850. In 1974 the County was amalgamated with Norfolk County and became known as the Regional Municipality of Haldimand – Norfolk. In 2001 the regional municipality was abolished, and the local municipalities of Dunnville, Haldimand and part of Nanticoke were amalgamated into a single-tier authority. Haldimand County has a rich natural, cultural and human history.

The Grand River, a central feature of Haldimand County, was designated as a Canadian Heritage River in 1994 due to its extensive natural and cultural history. Native cultures have been present in the watershed for over 10,000 years, while in more recent years, settlers navigated the River in search of land for agriculture. Today the River has preserved pieces of this history with 19th Century foundries, mills and factories still present on the banks.

Haldimand County was first inhabited by a native tribe known as the Neutrals or Attiwandaronk circa 1600. This tribe was known as Neutrals due to the fact that they traded with both the Iroquois and the Huron, maintaining neutrality during battles fought between these two tribes. There were thought to have been as many as 40 Neutral villages in the general area, one of the largest of these villages is believed to have been built on the Grand River, near to the current settlement of Caledonia. Around 1650, the Iroquois attacked, wiping out the Neutral tribe and destroying a number of Huron villages in the area.

Over the next century a number of groups are thought to have been in the Haldimand County area including transient Chippewas (Mississaugas), French explorers and Jesuit missionaries; however, no real attempt to settle the land was made by any of these groups. The first white settlement within the County is thought to have been established in 1784.

The Lakeshore area of Haldimand County (the study area for the Lakescape Action Plan) has an impressive history as well. The village of Port Maitland, at the mouth of the Grand River possessed the best harbour on the north shore of Lake Erie, and was home to the first settlers in the area. At one time the Welland Canal was connected to the Grand River by a canal, making Port Maitland an

ideal place to serve as a Royal Navy depot during the War of 1812; it continued to serve as this for some time after the end of the conflict. In the event of war, this depot was intended to accommodate three frigates and 1,000 men, though the base actually supported only four schooners which made up the British naval force on Lake Erie. The Rush-Bagot Agreement of 1817 severely limited naval activity on the Great Lakes, and the depot was therefore staffed by small detachments of soldiers. In 1827 the wharf and four buildings were washed away in a storm, and the remaining buildings had fallen into ruin by 1834, when the Royal Navy establishment was completely abandoned. The lighthouse, originally established in 1830, marks the passageway from the Grand River to Lake Erie.

In 1850 Canadian steamer ship *Commerce*, bound for Port Stanley, was hit by another steamer that mistook it for a schooner heading into the Grand River. Thirty four people perished in the wreck.

Another node along the Lakeshore area with historical significance is the area of Mohawk Point and Lowbanks. The Gull Island Lighthouse (now called Mohawk Island Lighthouse) is located 1.5 kilometres off the north shore of Lake Erie near the community of Lowbanks. This lighthouse, a stone tower and keeper's residence, was built in 1848 on a small island to guide ships to Port Maitland and the Welland Canal. By the 1930's, the lighthouse was not as important as it once had been, because the feeder route of the Welland Canal to the Grand River was destroyed and not rebuilt; therefore shipping traffic was greatly reduced, which led to the lighthouse being decommissioned in 1969. Today, Mohawk Island is a National Wildlife Area important for nesting and migrating birds, where human visits are not encouraged and are strictly prohibited during nesting season (April 1 to July 31).



Ruined Lighthouse, Port Maitland, c. 1902



Mohawk Island (formerly Gull Island) Lighthouse, built in 1848



Car Ferry in Grand River - Port Maitland

2.4 Natural and Cultural Features

Natural Features



Selkirk Provincial Park

Haldimand County, and the Lakescape Action Plan study area in particular, contains a number of natural heritage features. As part of the southern coast of Ontario and the northern coast of Lake Erie, the Lakeshore area is a gateway to Haldimand County and Ontario for those travelling by water. The entire area is ecologically unique and contains a number of significant natural features and functions. Throughout the Lakeshore area there are a number of natural environmental areas designated as provincially significant wetlands.

Selkirk Provincial Park, located in the western portion of the study area, boasts extensive marshes and meadows by Spring Creek; this large area is designated as a provincially significant wetland. Here, a banding station records migrating birds, including sandpipers, kingfishers, ducks and herons. The shore of Selkirk Provincial Park once sheltered fishing boats and today has countless perch, smallmouth bass, sheepshead, pike and channel catfish in its waters.



Rock Point Provincial Park

Another area designated as a provincially significant wetland is the James N. Allan Provincial Park, located between Blott Point and Grant Point, approximately seven kilometers southwest of Dunnville. This Provincial Park is currently non-operational; however it boasts a vast amount of forest and wetlands, as well as one undeveloped kilometre of pebble beach and 100 metres of fine sandy beach.

The Grand River is a major natural feature of the Lakeshore area and Haldimand County as a whole. The river has a number of provincially significant wetlands along its banks throughout the County as well as on portions of its banks at its mouth on Lake Erie.



Featherstone Point Beach

The eastern portion of the study area is characterized by wooded areas, wetlands, sand dunes and beaches. Rock Point Provincial Park is located in this area which is a tract of former farmland on a peninsula of Lake Erie. This area is also home to a variety of wildlife and acts as a migratory resting spot for monarch butterflies. This portion of the study area is particularly unique in that fossils have been found imbedded in the limestone shelves along the shore, signifying corals, bryozoans and other reef organisms were present here during the Devonian geological period, approximately 350 million years ago.

Another significant feature within the Lakeshore area is the Mohawk Island National Wildlife Area. This two hectare rocky island, located in Mohawk Bay, southeast of Rockhouse Point near the mouth of the Grand River, boasts an old stone lighthouse. Much of the island is exposed rock, with a small portion covered with shrubs, willow clumps, sedges, grasses and mosses. Mohawk Island is an important nesting area for colonial birds, which nest in large groups for protection; the island provides refuge from predators for the young nestlings. The island also acts as a resting spot for migrating birds.

Cultural Features

A number of cultural features are present within the Lakescape Action Plan study area. As mentioned in the previous section, there are three Provincial Parks located along the shoreline, Selkirk, James N. Allan and Rock Point Provincial Parks, as well as Haldimand Conservation Area. There are numerous campgrounds within the study area, mainly concentrated along the shoreline. Some of these campgrounds are temporary (i.e., overnight) accommodations, while many provide semi-permanent accommodations (i.e., RV parks). There are also a number of accommodations present along the Lakeshore and within the County in general, however the accommodation types are not specified. There are many bed and breakfasts located within Haldimand County as well, however it is unclear whether bed and breakfasts fall under the general accommodation category.

Another prevalent cultural feature within the study area is golf courses, seven of which are located here, many in proximity to the Lakeshore. A number of County-owned parks are also located within the study area, however only one is located directly on the Lakeshore at Port Maitland, the remainder are located inland.



Double-crested Cormorants nest on Mohawk Island



Esplanade Park, Port Maitland

2.5 Planning Framework Review

A solid foundation for developing a Lakescape Action Plan for the Lakeshore Area of Haldimand County involves a comprehensive understanding of existing planning policies and guidelines as well as an understanding of the community itself from an economic, demographic, sociocultural and environmental perspective. A number of reference materials and documents were researched and analyzed including:

- Haldimand County Official Plan (2006)
- Trails Master Plan and Partnership Framework Study (2009)
- Strategic Master Plan for Leisure Services and Facilities (2006)
- Economic Development Strategic Plan (2006)
- Premier Ranked Tourist Destination Framework (2007)
- The Lakeshore Area Study (2004)

A summary of these documents can be found in Appendix 1.

2.6 Demographic Context

The following review of demographic information is primarily derived from the Statistics Canada 2006 and 2001 Census. For details, please refer to Appendix 2.

The latest census statistics show Haldimand County with a population of 45,212, representing a population growth of 3.4% over the 2001-2006 census periods. Population growth in Haldimand County has been slower than growth in the Province as a whole, however, the pace of growth remains faster than neighbouring Norfolk County between the 2001-2006 Census periods.

As part of the 2010 Community Profile document released by the Haldimand County, forecasts for the population of the urban areas found within the County were provided. The urban areas of Haldimand County are estimated to grow at a rate of approximately 2 percent annually.

According to the 2006 Census, there were a total of 18,386 total private dwellings in Haldimand County in 2006. Of this total, 16,306 dwellings (88.7% of the total) were occupied by usual residents. Compared with Norfolk County as well as the Province as a whole, Haldimand County has a significant proportion of dwellings which can be classified as secondary residences.

An analysis of the total labour force by industry shows that the majority of the labour force in Haldimand County is concentrated in Manufacturing, Business Services and Other Services. Of significance is the relatively larger proportion of the population in Haldimand employed in Agricultural, Manufacturing, Construction and Health Care relative to the Provincial average.

In 2005, the median income in Haldimand was \$26,360, closely comparable to the Provincial average of \$27,258 (representing 96.7% of the median income for the Province of Ontario).

Compared with Norfolk County as well as the Province as a whole, Haldimand County has a significant proportion of dwellings which can be classified as secondary residences.

2.7 Market Analysis

Below is a brief overview of the current market conditions within Haldimand County. For a full description and analysis, please refer to Appendix 2.

Resident Profile

It is understood that the housing and cottage market in the study area includes a significant proportion of secondary homes (home not a primary residence for the owner). A significant portion of secondary property owners in Haldimand County originate from the Hamilton area as well as the Greater Toronto Area. Of note is the interrelation of Haldimand County to Hamilton both in terms of property owners as well as visitation.

A significant majority of visitation is from the Hamilton-Wentworth area (over 30%).

Based on our situational assessment of the tourism visitation patterns to the area, which included face to face meetings with management staff of the three provincial parks in the study area, this breakdown of origin also reflects the wider in-province visitor profile. As it relates to the key public areas – and the provincial parks in particular – the opportunity is based on visitors largely originating from west of the GTA (west of Peel Region).

Visitor Profile: Regional Tourism Profiles

The following analysis is derived from the Regional Tourism Profile for Census Division 28 (Haldimand-Norfolk). Comparable information is available for years 2006-2008. Given methodological changes in the new Travel Survey of Residents of Canada, 2006-2008 data cannot be compared to earlier years.

It was found that 94% of visitation to Haldimand-Norfolk County in 2008 was from travellers residing in Ontario. A significant majority of visitation is from the Hamilton-Wentworth area (over 30%), and other significant visitor origins come from areas adjacent to or within close proximity to Haldimand County including Waterloo Region, Brant County, Niagara Region and the Toronto Metropolitan Area. It should be noted that this profile reflects the entire Census Division which comprises both Norfolk and Haldimand Counties – as such, it includes tourism assets of significance such as Turkey Point and Port Dover. As primary tourism draws, the distribution of visitor origins may be somewhat different than for Haldimand County alone based on its more low-key asset base along the Lakeshore.

An analysis of the main purpose for a visitor's trip to Haldimand-Norfolk shows that almost half of trips are for pleasure and nearly another half are for visiting family and relatives (VFR). Other reasons for travelling to Haldimand-Norfolk include business and personal, however, these categories only represent a small portion of responses. An understanding of the activities in which visitors to the Haldimand-Norfolk area participate is important. Of the activities cited by respondents, almost 27% of activities in the Haldimand-Norfolk area were boating activities.

It became apparent that there is a great importance of water-based and nature based activities to the region as the top 3 activities in which visitors participate are entirely nature-based (boating, fishing, nature parks).

The average length of stay (total nights spent) by overnight visitors to the Haldimand-Norfolk Census Metropolitan Areas (CMA) differ considerably by origin of visitor. Ontario and US visitors tend to make shorter stays, which is expected as they are located in relatively close proximity to the area. Visitors from other parts of Canada stay an average of 17.3 nights and overseas visitors stay an average of 14.1 nights. The trend in visitor spending in Haldimand-Norfolk is encouraging, with total visitor spending growing from \$78,664,000 in 2006 to \$94,237,000 in 2008. The average visitor spending over the 3 years of analysis is also growing from \$60 in 2006 to \$78 in 2008. In comparison to south western Ontario and Ontario as a whole, the average visitor spending per person visit remains relatively low.



Seasonal Cottages along Lake Shore Road

Visitor Activities and Motivations – eTAMS Analysis

The following analysis is derived from the travel activities and motivations survey by the Ontario Ministry of Tourism. The analysis differs from the analysis of visitor profile as eTAMS data primarily illustrates the activities which travellers participated in (activities sought) while travelling in the past two years as well as the motivations for trips (activities as main reasons for trips) developed from a sample of travellers. The data is current as of 2006.

The activity markets which stand out from analyzing this research are swimming, sitting on a beach/sunbathing, wildlife viewing and fishing. In relation to travelers from Hamilton, eTAMS research reveals that the land-based activities (within the range of activities on the chart) that motivate trips (i.e., those where more than 5% indicate the activity motivated some of their trips) were hiking, golfing, nature parks and wildlife viewing. Golfing and nature parks are significantly smaller market segments but they are strong trip motivators.

eTams also reveals that the water-based activities that motivate trips (i.e. those where more than 15% indicate the activity motivated some of their trips) were sunbathing and swimming. Both of these activities represent large markets as well as strong motivators for travelers from Hamilton.

For comparison, the travelers market for Ontario as a whole was also analyzed; the activity markets which stand out from this research are swimming, sitting on a beach/sunbathing, wildlife viewing, hiking and visiting a nature park.

At this time, winter activities do not represent a large segment of the tourism market for Haldimand County. It is still important to note that popular winter activities sought from travellers originating from the main market for Haldimand County (Hamilton CMA) include, skiing, ice-skating, snowmobiling, ice fishing and snowboarding.

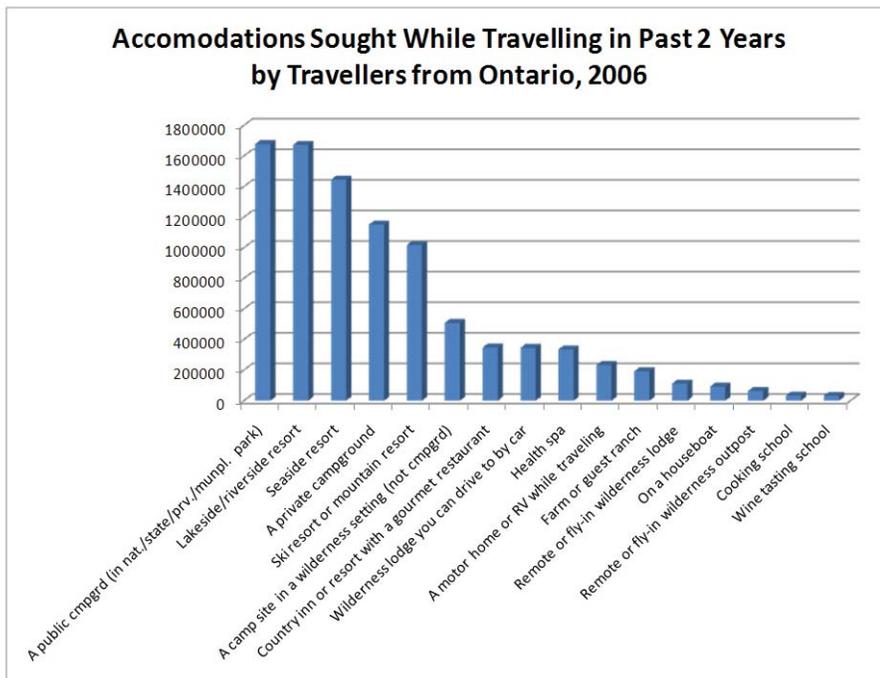
The types of accommodations sought while travelling in the past 2 years by travellers from the Hamilton CMA was also researched. The most significant accommodations sought by Hamilton travellers include: public campgrounds, lakeside / riverside resorts, seaside resort and private campgrounds.

The most significant accommodations sought by Hamilton travellers include: public campgrounds, lakeside / riverside resorts, seaside resort and private campgrounds.

Similarly, the most significant accommodations sought by Ontario travellers include: public campgrounds, lakeside / riverside resorts, seaside resort and private campgrounds.

It is clear that camping at a public campground is largely popular among the Hamilton travellers market as well as the Ontario market as a whole. The type of camping was researched as well; Tent camping is a significantly larger market in both the Hamilton CMA and Ontario as a whole (relative to other forms of camping equipment used), however, the number of travel trailers and motorized homes was similarly significant.

Camping at a public campground is largely popular among the Hamilton travellers market as well as the Ontario market as a whole.



Source: Ontario Ministry of Tourism, eTAMS data, 2006



Community Engagement Process

3.1 Overview

There are many stakeholders who have an interest in the future development of the Lakeshore Area within Haldimand County. Government, industry and members of the community share a common interest in ensuring that the Lakeshore community further develops as a healthy and sustainable place to live, work and recreate.

Developing a successful Lakescape Action Plan for the Haldimand Lakeshore Area required that the community be engaged from the beginning. The iterative process was equally as important as the product that has emerged.

From its inception, the approach to the project was deeply rooted in promoting total inclusion and engaging members of the community in productive dialogue. The process was premised on an 'inclusive approach' that fosters a sense of community ownership and civic pride. The community has shown a great deal of interest from the beginning of the process, with between 30 and 75 community members coming out to attend the first community meetings held on September 1st and 2nd, 2010 in Dunnville, Selkirk and Cayuga. Since the outset, the process has continued to engage stakeholders in an evolutionary way.

Information secured from the community formed the basis for the analytical work completed by the Consulting Team. Throughout the process, information was shared, ideas were obtained and challenges were understood. Guiding principles and fundamental design elements emerged from the community through a number of community listening sessions and open houses.

3

Community Engagement Process

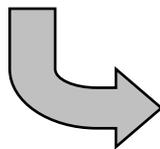
3.2 Phases of the Community Engagement Process

At the outset, the process involved information and data gathering. The second phase involved community input into the design of the plan and at each phase, the process was iterative with members of the team reporting back to the community to ensure that their input was accurately interpreted and community ideas offered a basis for moving forward.

Information & Data Gathering Phase

August - October, 2010

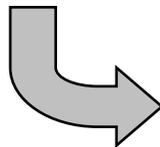
- *Individual Stakeholder Interviews*
- *County Focus Group*



Community Design Phase

September 1st + 2nd, 2010

- *3 Public Listening Sessions*



Validation Phase

June 23rd, 2011

- *Community Review Open House*

Community Engagement Process Diagram

3.2.1 Information and Data Gathering Phase

Given the importance of a community-driven approach, it was felt that various opportunities needed to be provided to allow members of the community to provide their ideas concerning the strengths, weaknesses and areas of opportunity for the Lakeshore Area. From the initial start up meeting on July 23rd, 2010, members of the Consulting Team worked collaboratively with Municipal staff to design an effective engagement process at the community level. The community engagement strategy that emerged was one that combined a number of critical components that included:

- One-on-One Interviews w/ Internal Staff, External Clients and Partners
- Individual Stakeholder Interviews
- Community Listening Sessions
- Open Houses & Community Discussions

At the very outset of the process, Municipal staff provided the Consulting Team with a list of key stakeholder informants – individuals that play a critical role in the community from a cultural, economic, social and environmental perspective. A standard list of interview topics was developed and administered in one-on-one interviews by members of the Consulting Team. These interviews were conducted in October 2010.

These interviews allowed specific individuals to share their views regarding the strengths, weaknesses, opportunities and threats facing Haldimand County's Lakeshore Area. Those interviewed included recreation and service club representatives, business and restaurant owners, representatives from various sectors including education, arts, culture and heritage, marina and tourist operators, and representatives from the recreational facilities community. These key informant interviews offered an initial glimpse of the issues and opportunities for Haldimand from an individual vantage point.

3

Community Engagement Process

3.2.2 Community Design Phase

Following the key informant interviews, the Consulting Team conducted a number of Public Listening Sessions, held on September 1st and 2nd, 2010 in Dunnville, Selkirk and Cayuga. Each of the initial Listening Sessions drew between 30 and 75 people – all with an interest in the future of Haldimand. The County and the Consulting Team then hosted two Community Open Houses on June 23rd, 2011, to build upon the feedback received to date and gain insight into what the community's vision for the future of Haldimand's Lakeshore Area.

The individual interviews, focused facilitated sessions, and community open houses provided the Consulting Team with a number of insights into the issues and areas of opportunity for the Lakeshore Area.

3.2.3 Validation Phase

Throughout the planning process, County staff and members of the consulting team checked in with the community to ensure that suggestions were incorporated and ideas were understood. This process of continued validation allowed not only the community to remain involved but also continually kept up to date on the Consulting Team's progress. Individual feedback and ideas were welcomed via e-mail and through the County web site during the duration of the project.

3.3 Key Findings

The inputs collected throughout the process have enabled the Consulting Team to gain an insider's perspective into Haldimand's Lakeshore Area. A number of community strengths and challenges have been identified, which have enabled the Team to understand the issues and opportunities for the Lakeshore Area.

3.3.1 Community Strengths

Aesthetics

The Lakeshore Area is a beautiful lake setting, with views to and across Lake Erie. There are abundant sandy beaches, with waters warmer than the other Great Lakes. It is a quiet, tranquil and private area, "Ontario's Best kept secret".

Community

The community is filled with friendly people, community spirit and pride. There is a strong history, such as Port Maitland (church). There are a number of cottage associations that contribute to the community feel.

Unique Features

Haldimand County is home to a number of good tourist attractions, such as Cottonwood Mansion, Ruthven, etc. There are exceptional Bed and Breakfasts as well as a variety of other types of accommodations throughout the County. Port Maitland (Lock 27) is an exciting major resource with a deep history in the War of 1812 and the Welland Canal Feeder Route and Lock. The area boasts three Provincial Parks, the Dunnville Dam Lock, the Grand River, Mernam Beach, and it is located in proximity to Toronto and Hamilton.

Recreation

Lake Erie is considered one of the best fishing lakes. There is public right-of-way ownership to lake's edge. There are a variety of easy bicycle routes in or near the Lakeshore Area. There are also good walking routes.

Ecological Features

The Area is located in the Carolinian forest zone. The Lake Erie shoreline is a migration routes for birds providing for a variety of wildlife and habitats, including marshes / wetlands for birding activities.

Strengths of the Lakeshore area include:

- *Aesthetics*
- *Community*
- *Unique Features*
- *Recreation*
- *Ecological Features*

3

Community Engagement Process

Challenges facing the Lakeshore area include:

- *Amenities and Facilities*
- *Property Ownership*
- *Parking and Roads*
- *Maintenance / Enforcement*
- *Services*

3.3.2 Community Challenges

While there are many strengths of the Lakeshore Area, a number of challenges also emerged; these include:

Amenities and Facilities

There is a lack of facilities, amenities and services such as public washrooms, showers and changing facilities along the Lakeshore. In particular, children's facilities are limited. Wayfinding and signage is also in need of improvement.

Property Ownership

There is a limited amount of publicly-owned waterfront land available and / or identified for public use along the Lakeshore Area. There are privacy concerns – with a demand for retaining privacy along the Lakeshore. Property owners near Featherstone Beach have indicated that they have easements to the beach; however, further review of the implications of these easement is necessary before further design work is undertaken.

Parking / Roads

A lack of enforcement and signage regarding parking locations and vehicle speeds along Lake Shore Road has been identified as a challenge, including a lack of parking for waterfront areas. Vehicular traffic can be quite heavy during summer months.

Maintenance / Enforcement

There is concern regarding excessive noise and pollution, while the perceived policing of public lands at Lakeshore is lacking. There is a need for upkeep and maintenance at the Provincial Parks in Haldimand County. Another challenge relates to garbage collection and general maintenance of public land / buildings.

Services

A lack of municipal services in some areas, including water and sewer is a challenge that would improve the Lakeshore Area. Some of the accommodation facilities are out of date and in need of upgrading. While, the quality of services could be improved for Restaurants, Accommodations, etc..

3.3.3 Key Findings Overview

Recognizing the strengths and identifying the opportunities that the challenges offer, a number of specific suggestions and key findings emerged:

A tranquil and quiet community with a strong history Waterfront property ownership is unclear in some areas Partner with Provincial Parks Featherstone Point needs washrooms and change facilities More walking trails Windmill projects are a concern James N. Allan Provincial Park is a “hidden gem” Port Maitland and Lake Erie have extensive history Infrastructure improvements needed We need more rest areas/nodes for public access on Lake Erie Promote tourism for small business development Speed and noise enforcement needed along Lakeshore Beautiful views and vistas Winter tourism Great fishing on Lake Erie More accommodations for visitors Great community pride More signage needed Promote local food and restaurants Fantastic bird watching opportunities Retain privacy Control traffic volumes Noise problems from motorcycles.

In addition, a number of specific suggestions regarding the three key nodes identified by the Consulting Team as an outcome of the Community Open Houses. These included the following opportunities that have been incorporated into the Lakescape Action Plan:

Featherstone Point

- Create a safe, shared Lakeshore Area with walkways and bike access to promote active transportation and traffic calming
- Use native trees (Carolinian) for street tree planting
- Ensure parking area utilizes a permeable surface treatment to mitigate flooding
- Enhance the existing rustic and natural feel of the Featherstone beach area for resident's enjoyment and the preservation of wildlife
- Recognize the carrying capacity of the environment and the existing concerns around water quality
- Improve the local amenities to ensure a high quality beach public area (include more trash / recycling receptacles)

3

Community Engagement Process

- Ensure that public access points to the beach are clearly defined and properly signed to ensure all private property is respected
- Ensure proper retaining measures are implemented along the beach area to prevent any further erosion

Port Maitland

- Create safe bicycle and pedestrian routes (utilizing those routes proposed in Haldimand Trail Master Plan, 2009) to promote active transportation
- Recognize concerns that the water quality and undertow current near the pier are not currently ideal for swimming
- Enhance the existing recreational features and functions (improve facilities – upgraded washrooms, picnic shelter, playground, splash pad, enhanced boat launch and parking area)
- Promote commercial business development (particularly food, retail) • Consider donations for implementing certain aspects of the plan (benches, trees, etc.)
- Ensure safety through enhanced signage and erosion control measures
- Promote the unique cultural heritage of Port Maitland (Church and graveyard, war of 1812 history, Feeder Canal Lock, Grand River navigation, etc.)
- Encourage non-motorized watercraft uses in the Port Maitland Area
- Utilize native trees for street tree planting
- Promote responsible fishing practices on pier and beyond

Summerhaven

- Promote this area for fishing and small boat launching
- Create safe roads with walkways and shared bicycle lanes to promote active transportation
- Improve parking facilities to discourage people from parking on side of road
- Utilize native, non-invasive species for naturalized planting area
- Consider the implementation of a bike route across a rebuild of the old, original bridge
- Promote interpretive and educational elements in this area
- Ensure proper maintenance of this area to discourage dumping



Vision and Design Principles

4.1 Vision

The Lakescape Action Plan was developed through contextual analysis, in consultation with the community, and building upon the vision established for the Lakeshore area in the County's Official Plan (2006). This vision is as follows:

"To Plan for the north shore of Lake Erie in Haldimand County to ensure it remains an asset for all residents of the County and potential tourists to the Lakeshore area."

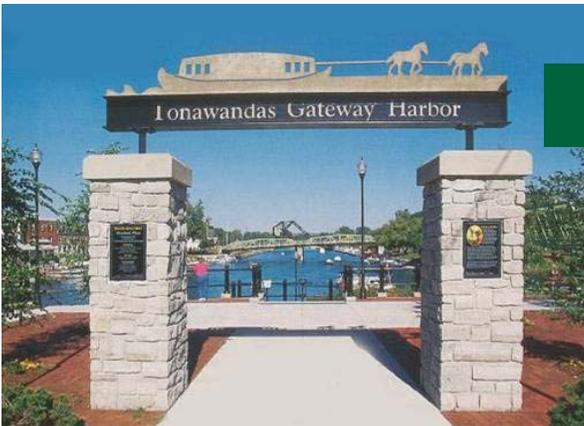


Study Inspiration

4 Vision and Design Principles

4.2 Design Principles

Based on existing conditions analysis and inputs from the community, a number of design themes have emerged that will guide the overall vision for Haldimand's Lakeshore Area. These principles are as follows:



Identity

Promote a unique and significant identity.

Promote a unique and significant identity that builds on the important natural environmental and cultural heritage features of the Lakeshore Area. Aesthetic improvements to develop a unique design theme for parks and open space, streetscape, etc., is important for overall community beautification. Creating a consistent theme to include wayfinding, signage and street furniture, etc will define and unify the community character.

Recreational Facilities

Provide multi-use community recreational facilities and amenities.

Develop a number of facilities that will create the opportunity for active transportation and recreation. These facilities include a multi-use trail system along the lakeshore with connections to surrounding open space, points of interest and local communities; upgraded facilities at Port Maitland; enhancements at Featherstone Beach for public enjoyment; and organized fishing area at Summerhaven.



Vision and Design Principles **4**



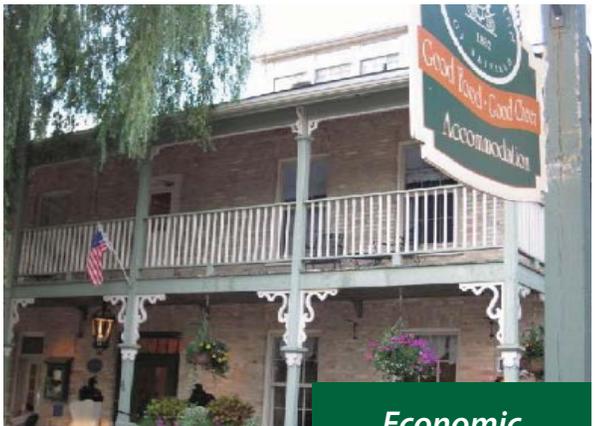
Sustainable Tourism

Protect and enhance environmental features.

Haldimand County's Lakeshore Area has a number of excellent natural features and Conservation Areas. These assets could be leveraged to attract and promote sustainable tourism within the area including bird watching, bicycling, etc., consistent with the County's focus on protecting and managing the natural environment.

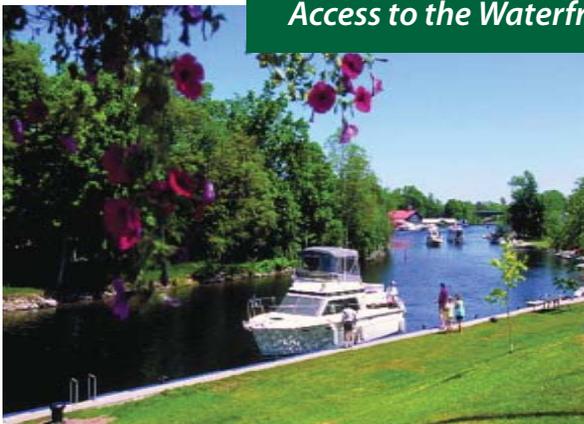
Improve public access to the water's edge.

Provide places for public swimming, boat launching and fishing, as well as places for passive recreational uses including picnicking, viewing and informal play at the water's edge. Consider opportunities to increase public awareness of access points to the water on County-owned properties.



Economic Development

Access to the Waterfront



Identify and promote year-round economic development opportunities to encourage future growth.

Diversification of the employment base to include more year-round employment opportunities is important to economic prosperity. Promoting tourism development, such as accommodations, services and amenities will not only provide jobs but will increase tourism and visitors to Haldimand County and the Lakeshore Area in particular. Promote increased community partnerships between various publicly- and privately-owned entities and businesses to further enhance business development.



Action Plan Concept

5.1 Concept Plan

The conceptual plan for the Lakeshore Area is based on the findings and values expressed during the consultation process. It recognizes the Lakeshore's unique seasonal demographic and location relative to the Greater Toronto-Hamilton Area (GTHA) and Lake Erie. The Lakeshore is well positioned to serve as an access point to the Great Lakes and the Grand River. Encouraging public access and usage of the Lakeshore area in suitable areas and encouraging economic development are key aspects of the plan.

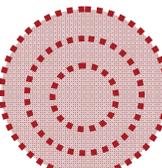
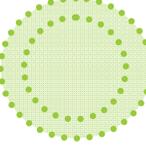
The Concept for the Lakescape Action Plan identifies existing service centres, potential development nodes, gateway locations, bicycle routes (as proposed in the Trails Master Plan and Partnership Framework Study), as well as linkages to the rest of the County. The potential development nodes identified are publicly-owned lands and are categorized into primary, secondary and tertiary nodes. The primary node (Port Maitland) provides ample opportunity to create a community recreational focal point within the Lakeshore Area. Secondary nodes include Featherstone Beach (also known as California Beach), Summerhaven Area as well as the Provincial Parks and Conservation Area. These nodes provide the opportunity to rejuvenate areas that are currently being utilized by the public, and in the cases of Featherstone Point Beach and Summerhaven Area, create beautified and organized areas for the public to enjoy Lake Erie.

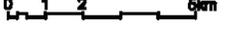
5 Action Plan Concept



Lakescape Action Plan – Conceptual Diagram

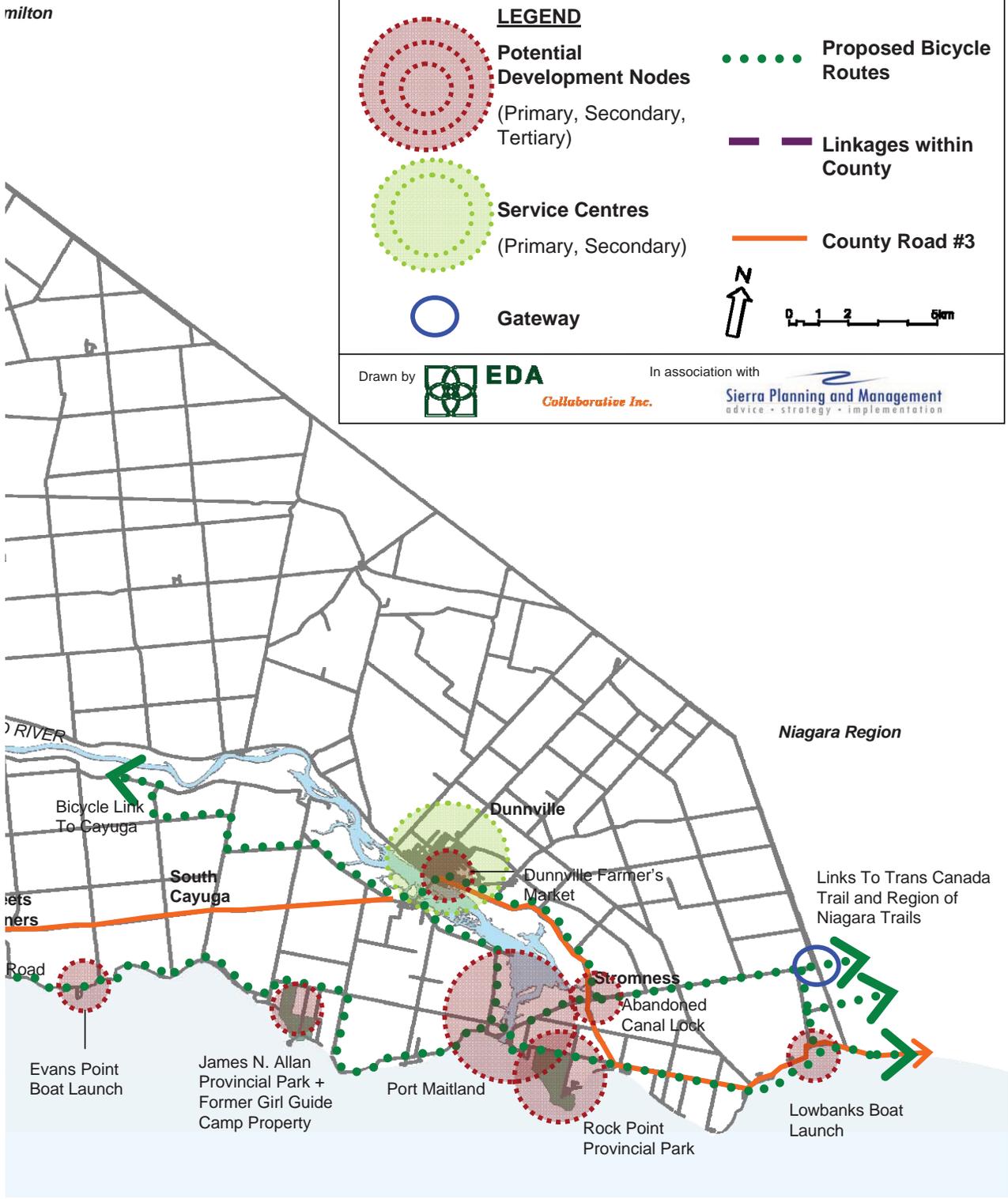
LEGEND

-  **Potential Development Nodes**
(Primary, Secondary, Tertiary)
-  **Service Centres**
(Primary, Secondary)
-  **Gateway**
-  **Proposed Bicycle Routes**
-  **Linkages within County**
-  **County Road #3**

Drawn by  **EDA Collaborative Inc.**

In association with  **Sierra Planning and Management**
advice • strategy • implementation



5 Action Plan Concept

5.2 Development Nodes Concepts

The Action Plan concept includes several key elements:

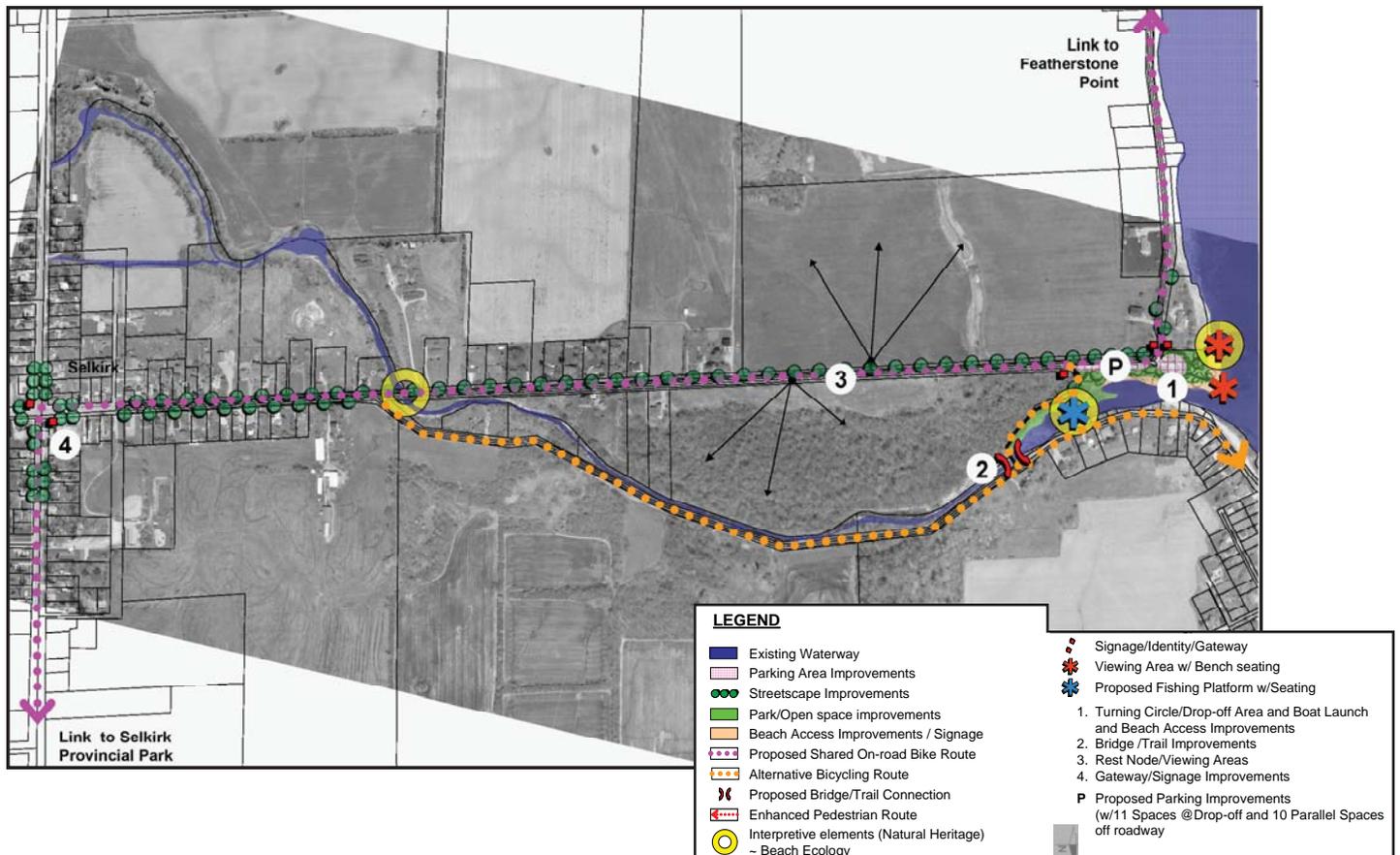
Port Maitland Improvements

- Provide enhanced community access points to the beach, park and pier from the street and parking area
- Promote a civic identity and sense of pride
- Enhance the parking area, boat launch and beach access points
- Improve the beach facilities to include washrooms and change rooms
- Improve the park facilities to include new and / or upgraded playground, picnic shelter, boardwalk, seating areas, etc.
- Provide interpretive signage regarding the historical value of the area



Summerhaven Area Improvements

- Provide improved public vehicular and boat trailer parking area
- Ensure improved public access and passive recreation facilities
- Provide enhanced viewing points / rest nodes and improved beach access
- Enhance facilities for small craft boat launch, picnic area, fishing platform
- Include interpretive signage for educational value



5 Action Plan Concept

Featherstone Beach Improvements

- Enhance public parking area through formal organization
- Include designated public pedestrian access points through signage and pedestrian crossing zones
- Enhanced viewing points / rest nodes
- Improve beach access for public use
- Provide interpretive signage

LEGEND

- Parking Area Improvements
- Streetscape Improvements
- Deciduous Tree Planting
- Flowering Tree Planting
- Beach Access Improvements / Signage
- Proposed Shared On-road Bike Route
- Enhanced Pedestrian Route
- Interpretive elements (Natural Heritage) – Beach Ecology
- Signage/Identity/Gateway
- Rest Node w/ seating
- 1. Pedestrian Link to Parking
- 2. Pedestrian Link to Community
- P Proposed Angle Parking (20 Spaces)




Streetscape Improvements at Key Nodes

- Defined walkway area and crosswalk demarcations for pedestrians
- Provide street lighting and banners, where appropriate
- Include street tree planting, where appropriate
- Enhance shared on-road bicycle route

Defined Gateways and Lakeshore Signage

- Provide entry gateway feature identification near the east and west limits of the County's Lakeshore Area
- Include consistent signage for the identification and delineation of County-owned lands available for public use

These concepts were presented to the community and further refined to develop the fundamental components of the Action Plan, as described within this report.



Key Node Design Guidelines

6.1 Design Themes

Design themes that are deeply rooted in the natural and cultural heritage of the place are most relevant and valid. Many of these design themes can be found locally in the landscape. The north shore of Lake Erie and the Grand River both have an extensive cultural history, apparent natural beauty as well as sustainable ecological tourism opportunities. Based on these thematic opportunities unique to Haldimand's Lakeshore Area, the Consulting Team has developed a list of words and imagery that provides a palette as the basis for developing the design themes.

Natural Environment

- Lake Erie
- Grand River
- Conservation Areas



Local History

- Fishing + Boating
- War of 1812
- Lighthouse + Pier



Ecological Tourism

- Trails
- Bird watching
- Wetlands



6 Key Node Design Guidelines

6.2 Port Maitland

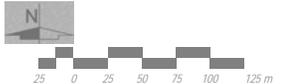
Port Maitland is centrally located within the Lakeshore Area at the mouth of the Grand River. This area is currently used for a number of both passive and active recreational activities. Port Maitland is envisioned to have enhanced facilities including splash pad and play area, changeroom and washroom facilities, concession stand, upgraded boat launch, picnic areas, boardwalk and a re-organized parking area.

LEGEND

-  Existing Wetlands
-  Boardwalk
-  Streetscape Planting
-  Deciduous Tree Planting
-  Flowering Tree Planting
-  Park/Open space Improvements
-  Beach Improvements
-  Proposed Shared On-road Bike Route
-  Enhanced Pedestrian Route
-  Interpretive elements (heritage) – War of 1812, Grand River, etc
-  Signage/Identity/Gateway
-  Parking ?Boat Launch Kiosk
-  Proposed Concession Improvements w/ Washrooms/ Change room
-  Proposed Bench Seating
-  Proposed Group Seating w/Tables

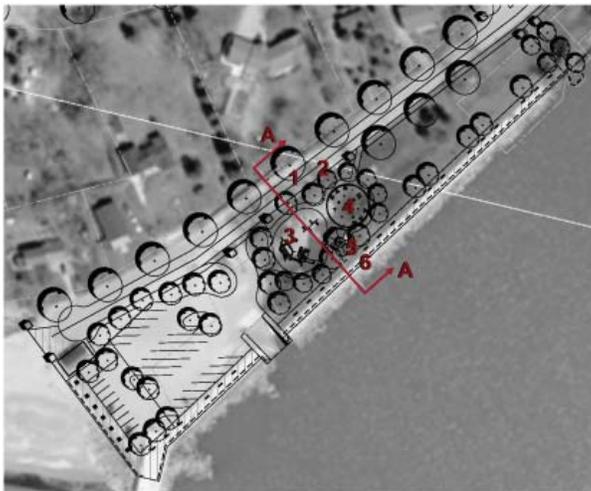
1. Senior /Junior Playground improvements
2. Waterplay Area
3. Picnic shelter
4. Boat Launch Improvements
5. Viewing Platform w/Seating and Interpretation Signage
6. Beach Enhancements: cleanup

P Proposed Parking Improvements (@25 Spaces) w/Pull Through Spaces for Boat Trailers (@5 Spaces)






Precedent Images



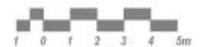
KEY PLAN

LEGEND

1. Street Tree Planting
2. R.O.W and Road w/Shared On-road Bike Route
3. Senior /Junior Playground improvements
4. Waterplay Area
5. Picnic shelter
6. Boardwalk



SECTION A-A THROUGH R.O.W / PARK



6 Key Node Design Guidelines

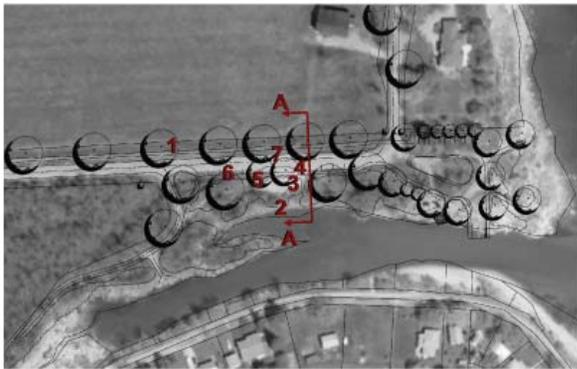
6.3 Summerhaven Area

This area, located at the mouth of Selkirk Creek, is currently used as a popular fishing and boat launching area. The proposed design for this key node will provide overall organization of space and re-naturalization of the open area. Create an organized vehicle and boat trailer parking area near the upgraded boat launch, develop boardwalk pathways for access across the naturalized areas to the lookout points and beach area, and incorporate site furnishings will enhance the overall character of the development node. It is noted that not all land in the proposed development node is in public ownership at the present time, some land acquisition would be required.





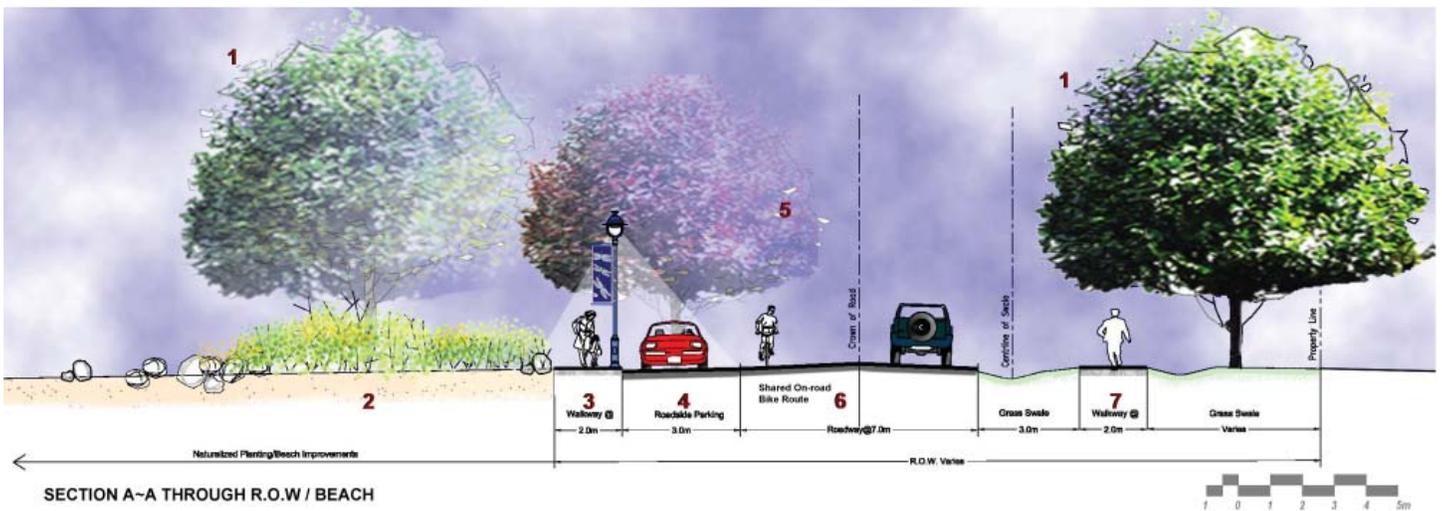
Precedent Images



KEY PLAN

LEGEND

1. Street Tree Planting
2. Naturalized/Native Planting/
Beach Improvements
3. Pedestrian Walkway w/
Lighting/Banners
4. On-street Parking
5. Flowering Trees
6. R.O.W and Road w/Shared
On-road Bike Route
7. Pedestrian Walkway



SECTION A-A THROUGH R.O.W / BEACH

6 Key Node Design Guidelines

6.4 Featherstone Point Beach

This area, located to the west of Featherstone Point between Lakeshore Road and Lake Erie, is currently used by local residents and the public as a swimming beach. The proposed design for this area will formalize and organize the public parking area, clearly demarcate public walkways to the beach including pedestrian crosswalks, and improve access and signage. Other improvements include streetscape enhancements with pedestrian walkways and street tree planting, lookouts / rest nodes with views to the Lake, interpretive elements related to heritage features of the area and Lake Erie, and identity / area gateway signage.

It was noted during the consultation process that property owners near Featherstone Beach indicated that there are private easements to the beach; however, further review of the implications of these easement is necessary before further design work is undertaken.

LEGEND

-  Deciduous Tree Planting
-  Flowering Tree Planting
-  Beach Access Improvements / Signage
-  Proposed Bicycling Route
-  Enhanced Pedestrian Route
-  Interpretive elements (heritage) – War of 1812, Grand River, etc
-  Signage/Identity/Gateway
-  Rest Node w/ seating

1. Pedestrian Link to Parking
2. Pedestrian Link to Community
3. Potential Pedestrian Node w/Flowering Trees
4. Wood Deck Rest Node/Viewing Platforms w/bench seating

P Proposed Angle Parking (20 Spaces)





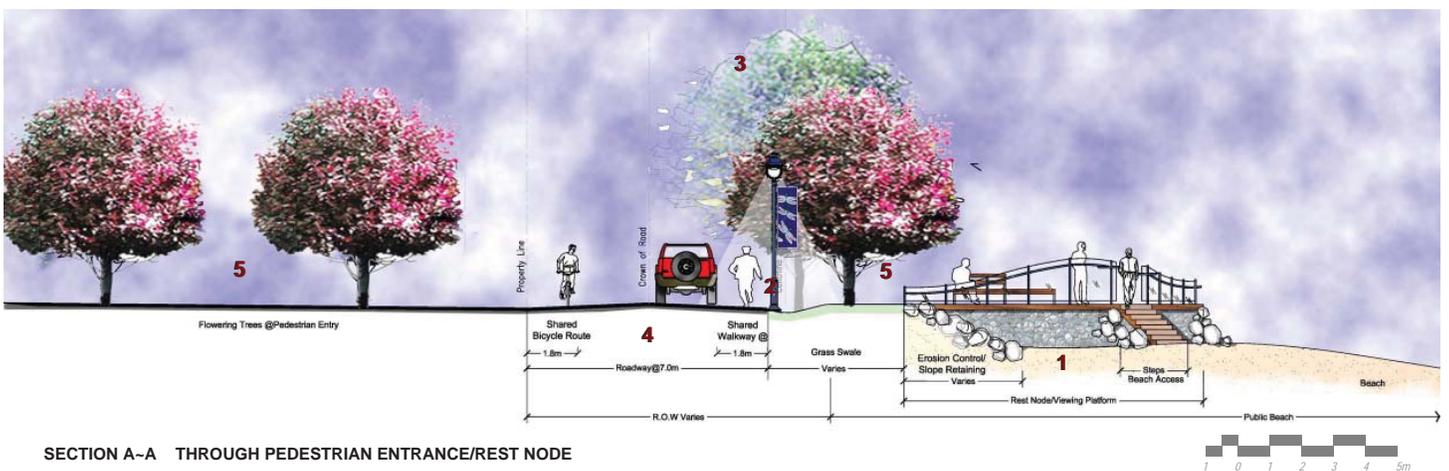
Precedent Images



KEY PLAN

LEGEND

1. Rest Node/Viewing Platforms w/bench seating
2. Shared Walkway
3. Street Tree Planting Along Beach Frontage
4. R.O.W and Road w/Shared Bicycle Route
5. Flowering Trees @ Pedestrian Entrance Nodes



SECTION A-A THROUGH PEDESTRIAN ENTRANCE/REST NODE



Implementation Strategy

7.1 Implementation Priorities

In total, three site development plans were prepared by the Consulting Team. High levels of support were expressed by the public at the Open House Meeting, held on June 23rd, 2011, for the development plans proposed at Port Maitland and Summerhaven. Suggestions and refinements for these areas have been incorporated into the plans (see Report Section 5.0 and 6.0 for details). Concerns were expressed about beach development at the Featherstone Beach (California Beach) area. As was noted during the consultation process, property owners near Featherstone Beach indicated that there are private easements to the beach; therefore, further review of the implications of these easement is necessary before further design work is undertaken.

Based on this feedback, two priority projects were identified at Port Maitland and Summerhaven. The Port Maitland Waterfront Park, represents a major investment (\$1.5 - 2.0 million), and will require some time and significant capital funding to achieve. However, the concept plan does allow for phased implementation to occur so that key components can be build over a multi-year development program.

The Summerhaven Park site also represents a significant capital program, but is achievable over a shorter multi-year period. Priorities here include a major site clean-up and development of the organized parking, boat launch, fishing pier, and day-use areas. It is noted that not all land in the proposed development node at Summerhaven is in public ownership at the present time, and some land acquisition would be required.

Development of the public beach facilities at Featherstone Beach (California Beach) is a lower priority.



Implementation Strategy

7.2 Development Costs

7.2.1 Port Maitland Preliminary Order of Magnitude Estimates

	Development Area/Item	Quantity	Unit	Unit Cost	Total
1.0	Signage/Identity/Gateways				
1.1	Minor Gateway	2	ea	\$ 3,000.00	\$6,000.00
1.2	Identity Signage	2	ea	\$ 5,000.00	\$10,000.00
1.3	Interpretive Signage	2	ea	\$ 2,500.00	\$5,000.00
				Area Total	\$21,000.00
2.0	Streetscape Works:				
2.1	<i>Major Streets (@ two sides)</i>				
2.1.1	Asphalt Sidewalk	2000	lm	\$ 36.00	\$72,000.00
2.1.2	Lighting	20	ea	\$ 5,000.00	\$100,000.00
2.1.3	Banners	20	ea	\$ 250.00	\$5,000.00
2.1.4	Trees	84	ea	\$ 300.00	\$25,200.00
				Area Total	\$202,200.00
2.2	<i>Minor Streets (@ one side)</i>				
2.2.1	Asphalt Sidewalk	1000	lm	\$ 36.00	\$36,000.00
2.2.2	Lighting	10	ea	\$ 5,000.00	\$50,000.00
2.2.3	Banners	10	ea	\$ 250.00	\$2,500.00
2.2.4	Trees	40	ea	\$ 300.00	\$12,000.00
				Area Total	\$100,500.00
3.0	Beach Access Improvements:				
3.1	Parking Improvements (@10 spaces)	450	m ²	\$ 35.00	\$15,750.00
3.2	Interpretive/Signage	2	ea	\$ 2,500.00	\$5,000.00
3.3	Picnic tables/benches	8	ea	\$ 1,500.00	\$12,000.00
3.4	Trash/Recycle	2	ea	\$ 1,250.00	\$2,500.00
3.5	Bike Storage	2	ea	\$ 1,000.00	\$2,000.00
3.6	Trees	8	ea	\$ 300.00	\$2,400.00
				Area Total	\$39,650.00

4.0	Park Improvements:				
4.1	Parking Area Improvements (Granular)	2500	m ²	\$ 35.00	\$87,500.00
4.2	Identity/Interpretive Signage	3	ea	\$ 2,500.00	\$7,500.00
4.3	Boardwalk	1500	m ²	\$ 300.00	\$450,000.00
4.3.1	Pier/Viewing Platform	1	ea	\$ 20,000.00	\$20,000.00
4.4	Parks Facility Building/Concessions	1	ea	\$ 500,000.00	\$500,000.00
4.5	Boat Launch Improvements	1	ea	\$ 30,000.00	\$30,000.00
4.6	Asphalt Walkway	240	lm	\$ 36.00	\$8,640.00
4.7	<i>Site Furniture</i>				
4.7.1	Benches	15	ea	\$ 1,750.00	\$26,250.00
4.7.2	Cluster Seating/Sun Shades	5	ea	\$ 2,500.00	\$12,500.00
4.7.3	Trash/Recycle	4	ea	\$ 1,250.00	\$5,000.00
4.7.4	Bike Storage	2	ea	\$ 1,000.00	\$2,000.00
4.8	Gazebo	1	ea	\$ 50,000.00	\$50,000.00
4.9	<i>Play Areas</i>				
4.9.1	Junior/Senior Play Area	1	ea	\$ 75,000.00	\$75,000.00
4.9.2	Water Play Area	1	ea	\$ 150,000.00	\$150,000.00
4.10	<i>Trees</i>				
4.10.1	Trees (@Parking Area)	15	ea	\$ 300.00	\$4,500.00
4.10.2	Trees (@Play Area)	30	ea	\$ 500.00	\$15,000.00
				Area Total	\$1,443,890.00
5.0	Other Site Improvements:				
5.1	Enhanced Dock Area	1	ea	\$ 50,000.00	\$50,000.00
5.2	Look-out/Viewing Platform	4	ea	\$ 20,000.00	\$80,000.00
5.3	Benches	8	ea	\$ 1,750.00	\$14,000.00
5.4	Trash/Recycle	4	ea	\$ 1,250.00	\$5,000.00
5.5	Bike Storage	8	ea	\$ 1,000.00	\$8,000.00
				Area Total	\$157,000.00
				Sub-Total	\$1,964,240.00
				HST (@13%)	\$255,351.20
					\$2,219,591.20

7.2.2 Summerhaven Preliminary Order of Magnitude Estimates

Development Area/Item		Quantity	Unit	Unit Cost	Total
1.0	Signage/Identity/Gateways				
1.1	Minor Gateway	1	ea	\$ 3,000.00	\$3,000.00
1.2	Identity Signage	2	ea	\$ 5,000.00	\$10,000.00
1.3	Interpretive Signage	2	ea	\$ 2,500.00	\$5,000.00
				Area Total	\$18,000.00
2.0	Streetscape Works:				
2.1	<i>Major Streets (@ two sides) (@500 lm)</i>				
2.1.1	Trees	80	ea	\$ 300.00	\$24,000.00
				Area Total	\$24,000.00
3.0	Beach Access Improvements:				
3.1	On-street Parking (@10 spaces)	380	m ²	\$ 35.00	\$13,300.00
3.2	Identity Signage	2	ea	\$ 2,500.00	\$5,000.00
3.3	Beach Clean-up	1	ea	\$ 5,000.00	\$5,000.00
3.4	Naturalized Planting	250	m ²	\$ 40.00	\$10,000.00
3.5	Trees	7	ea	\$ 300.00	\$2,100.00
				Area Total	\$35,400.00
4.0	Drop-off/Parking Improvements:				
4.1	Parking Area Improvements (Granular)	1250	m ²	\$ 35.00	\$43,750.00
4.2	Identity/Interpretive Signage	3	ea	\$ 2,500.00	\$7,500.00
4.3	<i>Walkway</i>	365	lm	\$ 15.00	\$5,475.00
4.3.1	Viewing/Fishing Platform	1	ea	\$ 20,000.00	\$20,000.00
4.4	Boat Launch Improvements	1	ea	\$ 30,000.00	\$30,000.00
4.5	<i>Site Furniture</i>				
4.5.1	Benches	8	ea	\$ 1,750.00	\$14,000.00
4.5.2	Picnic tables/benches	9	ea	\$ 1,500.00	\$13,500.00
4.5.3	Trash/Recycle	3	ea	\$ 1,250.00	\$3,750.00
4.5.4	Bike Storage	2	ea	\$ 1,000.00	\$2,000.00
4.6	Naturalized Planting	250	m ²	\$ 40.00	\$10,000.00
4.70	Trees (@Parking Area)	16	ea	\$ 300.00	\$4,800.00
				Area Total	\$154,775.00
5.0	Other Site Improvements:				
5.1	Bridge Connection	1	ea	\$ 50,000.00	\$50,000.00
5.2	Benches	4	ea	\$ 1,750.00	\$7,000.00
5.3	Trash/Recycle	2	ea	\$ 1,250.00	\$2,500.00
5.4	Bike Storage	2	ea	\$ 1,000.00	\$2,000.00
				Area Total	\$61,500.00
				Sub-Total	\$293,675.00
				HST (@13%)	\$38,177.75
					\$331,852.75

7.2.3 Featherstone Beach Preliminary Order of Magnitude Estimates

Development Area/Item		Quantity	Unit	Unit Cost	Total
1.0	Signage/Identity/Gateways				
1.1	Minor Gateway	2	ea	\$ 3,000.00	\$6,000.00
1.2	Identity Signage	2	ea	\$ 5,000.00	\$10,000.00
1.3	Interpretive Signage	1	ea	\$ 2,500.00	\$2,500.00
				Area Total	\$18,500.00
2.0	Streetscape Works:				
2.1	<i>Minor Streets (@one side) (@350 lm)</i>				
2.1.1	Trees @Key Points	20	ea	\$ 300.00	\$6,000.00
				Area Total	\$6,000.00
3.0	Beach/Access Improvements:				
3.1	Directional Signage	2	ea	\$ 2,500.00	\$5,000.00
3.2	Rest Node w/Shoreline Protection	3	ea	\$ 40,000.00	\$120,000.00
3.3	Beach Clean-up	1	ea	\$ 5,000.00	\$5,000.00
3.4	Benches	6	ea	\$ 1,750.00	\$10,500.00
3.5	Trash/Recycle	2	ea	\$ 1,250.00	\$2,500.00
3.6	Bike Storage	2	ea	\$ 1,000.00	\$2,000.00
				Area Total	\$145,000.00
4.0	Parking Improvements:				
4.1	Parking Area Improvements (@20 spaces)	750	m ²	\$ 35.00	\$26,250.00
4.2	Lighting	4	ea	\$ 5,000.00	\$20,000.00
4.3	Identity/Interpretive Signage	1	ea	\$ 2,500.00	\$2,500.00
4.4	Bike Storage	1	ea	\$ 1,000.00	\$1,000.00
4.5	Naturalized Planting	750	m ²	\$ 40.00	\$30,000.00
4.6	Trees (@Parking Area)	14	ea	\$ 300.00	\$4,200.00
				Area Total	\$83,950.00
				Sub-Total	\$253,450.00
				HST (@13%)	\$32,948.50
					\$286,398.50



Appendix 1 - Planning Framework Review

A1.1 Haldimand County Official Plan (2006)

The Haldimand County Official Plan was prepared by the County's Planning and Economic Development Department. It was adopted by council on June 26, 2006 and was provincially approved on June 8, 2009. The Official Plan lays out the framework for land use changes within the County to 2026. This framework focuses on protecting and managing the natural environment, directing growth patterns and facilitating the vision of the County, as expressed through its residents. The Plan is based on six strategic directions with principles for each theme including:

The Official Plan focuses on protecting and managing the natural environment, directing growth patterns and facilitating the vision of the County, as expressed through its residents.

Environment

- Natural environmental areas form part of three watersheds, all significantly tied to Lake Ontario and Lake Erie.
- Develop strategic partnerships with government agencies, conservation groups, land trusts and property owners to support future management, preservation and enhancement of the natural landscape and beauty.

Economy

- Maintain, stimulate and expand appropriate sectors of the County's economy to ensure strong corporate community.
- Stimulate commercial and industrial interests / areas for growth (i.e., tourism), through allocation of resources for a strong, diverse economy.

Growth Management

- Enhance growth opportunities while maintaining / enhancing appropriate level of service (physical infrastructure and social services).

Community Building

- Encourage residents and corporate citizens to work cooperatively to create a great place to live, work and play.

Leisure, Culture and Heritage

- Establish opportunities (for residents and visitors) for leisure and exploring County's heritage and history.
- Strategically maximize built and natural leisure resources.

Health and Social Services

- Promote inter-relationship of health and social agencies within and outside of County.

Each of these strategic directions has a number of policies related to it as well. A summary of the environmental policies as they relate to the Lakeshore area follows:

- Development adjacent to Haldimand County's watercourses should only be permitted if it will not have significant impact on the watershed, including cross-jurisdictional and cross-watershed impacts.
- No new development or site alteration shall be permitted within a Provincially Significant Wetlands (PSW) except those uses which are sustainable, compatible and complimentary to the wetlands and its functions.
- Permitted uses for Natural Environment Areas that are not Provincially Significant Wetlands or Habitat of Endangered and Threatened Species and on those lands adjacent to these Natural Environment Areas, shall be limited to the following:
 - a) established agricultural operations on existing cleared areas;
 - b) forestry and facilities for the production of maple syrup;
 - c) existing residences;
 - d) construction of a dwelling or structure on an existing lot of record subject to the relevant policies contained in this Plan, and an Environmental Impact Study requiring conservation authority approval that ensures the residence is located, designed and constructed so that no negative impacts on the natural features or their ecological functions occur;
 - e) wildlife, wetland or fishery management projects;
 - f) outdoor education or research activities; and
 - g) recreational activities which do not require site alteration such as buildings/structures, landscaping, grading, filling or the removal of natural vegetation so that no negative impacts on the natural features or their ecological functions occur.
- Enhance a regional natural environment system by linking it with local public open space through trails and corridors.

Interim policies relating to the Lakeshore area are as follows:

- Preserve open nature of the Lakeshore by limiting development to designated areas. Scenic roads, public vistas and landscapes along the shore will be identified and protected.
- Maintain public access and usage of the Lakeshore area.
- Recreation and public open space shall be encouraged along the Lakeshore, in suitable areas. These recreational resources should be protected and enhanced.
- Public access to public beaches should be encouraged where appropriate.
- Residential development should occur in designated nodes and should generally be seasonal rather than year-round. Small-scale, resort-oriented commercial facilities will also be allowed.

Policies relating to parks and open space include:

- Encourage private recreational development, such as Lakefront parks to compliment County recreational opportunities.
- Encourage development of pedestrian and non-motorized trail system to connect parks and open spaces to transportation corridors and other natural areas.
- Protect public vistas to Lake Erie and the Grand River by imposing appropriate setbacks and open corridors and preserving existing public land along strategic location on the shoreline for scenic views.

Key Policies:

- *Scenic roads, public vistas and landscapes along the shore will be identified and protected.*
- *Maintain public access and usage of the Lakeshore area.*
- *Public open space is encouraged along the Lakeshore in suitable areas.*
- *Public access to public beaches should be encouraged where appropriate.*

The overall vision for trails in Haldimand County is “a continuous network of trails connecting people and places of interest in Haldimand County”.

A1.2 Trails Master Plan & Partnership Framework Study (2009)

The Haldimand County Trails Master Plan and Partnership Framework Study was completed in June 2009 by Stantec and Monteith Brown Planning Consultants. This Study provides the framework for an integrated trail network and to guide the County towards linking trail systems within the Trans Canada Trail system and establishing priorities for trail locations and development and partnerships for community stakeholders. This plan will guide trail development and establish priorities for trail development over the next 10-15 years. As noted in the Study, Haldimand County contains over 30 kilometres of registered Trans Canada Trail, however, they are not yet formally developed as active trails. The overall vision for trails in Haldimand County is “a continuous network of trails connecting people and places of interest in Haldimand County”.

The trail network concept or hierarchy proposed within this Study consists of three levels:

- County-Wide Route;
- Local System Route; and
- Special-Use Route.

The Trail Network Concept depicts a proposed Special Use Route along a majority of the length of Lake Shore Road. Special-Use Routes include routes in locations that may require special design treatment due to site conditions, such as ecological sensitivity or they cater to specific uses. These routes, when on-road would typically consist of signed recreational / scenic cycling routes on low volume, low speed rural roads; this is the condition found along Lake Shore Road.



Recommended Trail Network: Lakeshore Area

One of the key routes within the proposed trail system is described as follow “a scenic on-road cycling route generally following the north coast of Lake Erie from Lowbanks to Port Maitland, northwest into Dunnville, across the Grand River, south to the Lake Erie Coast, westerly along the coast to Selkirk, along Rainham Road, then along New Lake Shore Road into Port Dover”. The document specifies that prior to establishing the Lakeshore Trail, an assessment of the road conditions and safety will be undertaken.

The document outlines the Recommended Trail Network and Implementation for a number of special areas, one of which is the Port Maitland Area. The trail network in the Port Maitland area consists primarily of scenic cycling routes that are part of the overall network for Haldimand County. Key routes within Port Maitland are:

- A terminus for the Grand River water route at the public boat launch off Port Maitland Road.
- A local loop on the west side of the Grand River using Port Maitland Road, Dover Street and Kings Row which provides access to the public boat launch and beach at the mouth of the Grand.
- A local route on the east side of the Grand River using Feeder Canal Road, Grand River Line, Becky Line, Erie Line, and Siddall Line.



- Route along Feeder Canal Road providing interpretive access to abandoned Canal lock near intersection of Feeder Canal Road / Siddall Line.
- Route along Niece Road providing access to Rock Point Provincial Park.
- A Mouth of the Grand Route using Haldimand Road 3, Feeder Canal Road, a water route/water taxi from the mouth of the Feeder Canal to the public boat launch on the west side of the River, and Port Maitland Road north into Dunnville.

The priorities for implementation are:

- Completing the connection to the existing Wainfleet Trail (Trans Canada Trail) via a route along Canal Bank Road.
- Enter into discussions with the Region of Niagara about including the route along Canal Bank Road and Feeder Canal Road to the confluence with the Grand River as part of their Welland Canal trail system.
- Using Niagara Region’s Port Robinson Ferry as a model, investigate the potential to provide a seasonal water taxi (private entrepreneurial opportunity) from the terminus of the Feeder Canal to the public boat launch on the west side of the Grand River.
- Work with Ontario Parks to develop trail connections to Provincial Parks (Rock Point east of Port Maitland, James N. Allan west of Port Maitland).



Recommended Trail Network: Port Maitland

Maintenance requirements and partnership opportunities for County trails are described within this study as well.

A1.3 Strategic Master Plan for Leisure Services & Facilities (2006)

The Strategic Master Plan for Leisure Services and Facilities for Haldimand County was completed by Monteith Brown Planning Consultants and The JF Group, and was approved by County Council in June 2006.

The Strategic Master Plan defines current and future leisure program, service and facility needs to the year 2021, identifying what Haldimand County should be providing, where these facilities should be located, when they will be required, and how they should ultimately be delivered and implemented.

"Provide appropriate public access to the water so that everyone can safely enjoy these natural features"

A number of guiding principles are defined and are intended to guide the development and implementation of the Plans' recommendations. Some of these guiding principles are described below:

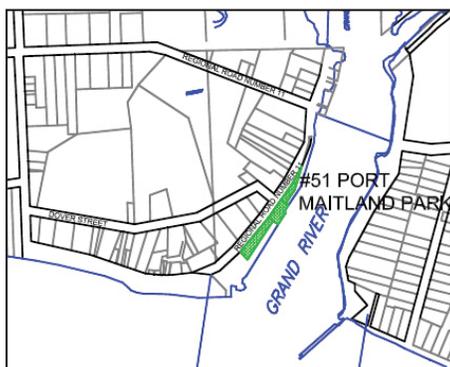
- Waterfront – Protect the Grand River and Lake Erie shorelines and provide appropriate public access to the water so that everyone can safely enjoy these natural features that define the County;
- Tourism – Promote the beauty of Haldimand County to others by enhancing the abundant natural amenities, developing an infrastructure capable of providing a pleasurable tourist experience and marketing opportunities to non-residents;
- Connectivity – Identify and capitalize upon opportunities that would improve physical connectivity within and between communities (and along the waterfront), such as the establishment of a comprehensive trail network.

"Promote the beauty of Haldimand County to others"

"Improve physical connectivity within and between communities and along the waterfront"

Section 8.6 of the Strategic Master Plan is dedicated to the assessment of Waterfront Areas and Boat Launches. Within this section it is suggested that the County should "consider developing its waterfront infrastructure to place boat launches, piers, beaches, etc. in suitable locations in order to encourage use of the water". Currently, within the Lakescape Action Plan study area there are two public boat launches, both located in Port Maitland; one at Port Maitland Esplanade Park, the other at Port Maitland East Park. A commercial boat launch is located within the Haldimand Conservation Area as well.

There are four officially recognized public beaches with the study area, along the Haldimand County shoreline; these are found at Rock Point Provincial Park, James N. Allan Provincial Park, Haldimand Conservation Area, and a



Esplanade Park Location, Port Maitland

small beach located on the west side of the mouth of the Grand River in Port Maitland. This Master Plan recognizes that there is limited direct access to the waterfront, inadequate parking facilities, and increased traffic volumes.

The Strategic Master Plan also recognizes the need for proper signage to identify public open spaces. It is a recommendation of the Plan to develop consistent signage for County parks and install signs at each public access point, park and trailhead.

The only park facility identified within the Strategic Master Plan located on the shore of Lake Erie is Esplanade Park at Port Maitland. This is classified as a Neighbourhood Park and is passive in nature. This park currently has the following amenities: portable washroom facility, playground, creative play, pathways, parking, boat launch and swings. There is a concrete boardwalk that turns into a pier that leads to the lighthouse.

WATERFRONT AREAS

66. Strategies to improve public access to the waterfront and Grand River should be identified through the Lakeshore Master Plan and in consultation with the public. This could include exploring strategic partnerships with agencies that manage shoreline properties to better coordinate the protection and promotion of the County's shoreline. Improving parking at public beaches, as well as access to boat launch facilities in the Caledonia area should also be priorities, the latter possibly being achieved through improvements at Lafortune Park.

SIGNAGE

67. Develop consistent signage for County parks and install signs in each public access park and trailhead.

Recommendations from the Strategic Master Plan relative to the Lakeshore area

A1.4 Economic Development Strategic Plan (2006)

In 2002, a corporate strategic plan was completed for Haldimand County. In 2004, Haldimand County Council endorsed the Haldimand County Community Strategic Directions document.

The Haldimand County Community Strategic Directions document includes six core themes with directions for the following: Environment; Economy; Growth Management; Community Building; Leisure; and Health and Social Services. In 2006, the Planning and Economic Development Department moved the Haldimand County Community Strategic Directions one step further as the Tourism, Economic Development, and Heritage and Culture divisions each undertook specific strategic plans to advance the directions of their specific focus within Haldimand County.

The Economic Development Strategic Plan, completed in 2006, consists of a focus statement and five overall goals representing the key areas of the economy (agriculture, commercial/retail, education, industry and transportation). The focus statement of the Economic Development Strategic Plan is as follows: "Haldimand County is committed to protecting and building its diverse local economy by creating an environment where valuable employment opportunities for both current and future residents exist."

"Haldimand County is committed to protecting and building its diverse local economy by creating an environment where valuable employment opportunities for both current and future residents exist."

Three phases were undertaken in the development of the plan:

Phase 1: Background Report which provided a current snapshot of the local economy. The Background Report was completed in May 2005 and formed the basis for the decisions made in phase two of the Economic Development Strategic Plan process.

Phase 2: Draft Economic Development Strategic Plan. The draft Economic Development Strategic Plan provided a focus statement, goals, objectives and action plans including lead agencies and partners to strengthen the local economy of Haldimand County.

Phase 3: Formalization and Implementation of the Economic Development Strategic Plan.

The goals and objectives outlined by the economic development strategic plan are as follows:

Agriculture

Goal - Revitalize the agricultural industry and community in Haldimand County.

Objectives:

- Ensure that ongoing dialogue exists between the County and the agricultural community
- Encourage the continued development of value-added agriculture and specialty crops
- Encourage future employment in agriculture
- Promote the local and global selling of agricultural products

Commercial/Retail

Goal - Enhance retail and commercial opportunities in Haldimand County.

Objectives:

- Maintain a communications network that promotes the free flow of information between local businesses and Haldimand County
- Create Haldimand Downtown Community Improvement Plans
- Enhance business retention and expansion programs
- Support initiatives to enhance telecommunications in Haldimand County
- Support initiatives for affordable housing in Haldimand County
- Continue to market Haldimand County as a venue for filming

Education

Goal – Encourage and support the availability of a comprehensive education network for Haldimand County residents.

Objectives:

- Continue to promote life-long learning in Haldimand County
- Promote local employment opportunities in Haldimand County

Industry

Goal - Foster healthy and vibrant industrial activities in Haldimand County.

Objectives:

- Retain and assist existing industries
- Assist with developing appropriate infrastructure and facilities for industrial lands within Haldimand County
- Attract new industries
- Promote all industrial lands within Haldimand County
- Support the development of environmentally responsible industries
- Develop an inventory of all industrial brown fields

Transportation

Goal - Improve transportation linkages inside and outside Haldimand County.

Objectives:

- Improve Highway 6 transportation corridor
- Support initiatives for a Greater Toronto Area (GTA) to Niagara transportation corridor
- Assist with development of Freight Ferry in Nanticoke
- Improve road signs in Haldimand County
- Support current and future rail corridors into industrial areas
- Explore economic opportunities to and from the Hamilton and Dunnville Airports
- Improve Haldimand Road 3 transportation corridor
- Create an inventory

The plan outlines a number of action items and identifies the partners involved in realizing each of these actions. The plan also sets out a time frame and schedule of activities from year 1 of the plan (2006) to year 10 (2015).

Recent successes derived from the strategic planning process include a Downtown Financial Incentives Community Improvement Plan, Harvests of Haldimand, Tourism Product Development and the Caledonia Farmers Market.

The value of the economic development strategy process to the current exercise at the Lakeshore is demonstrated through these goals and actions – the Lakeshore is a key asset, underutilized from a County economic development perspective, complicated with a mix of property rights, easements and historic patterns of use by residents and visitors, and lacking key nodes of activity along its entire length. However, beyond this micro- assessment of the study area, an effective tourism strategy for the study area cannot be divorced from the broader strategy which has taken shape in recent years for the County as whole:

- The focus on downtown reinvestment through community improvement planning;
- The commitment to marketing the brands that exist within the County as a whole – the Grand River, the food and agricultural products sector, and events and festivals - is essential to the success of the investments which can occur along the Lakeshore.

Beyond the County, there are important questions related to how the newly formed Regional Tourism Zone 1 (RT1) can contribute to the development of tourism in Haldimand County as part of a larger offering of tourism experiences in Southwestern Ontario. Phase 2 of the Lakescape Plan which will address development and product options, will include an assessment of how the different levels of strategic planning should be integrated to ensure that the improvement of the Lakeshore is part of a zero sum game between the different jurisdictions within the broader region.

A1.5 Premier Ranked Tourist Destination Framework (2007)

The Premier Ranked Tourist Destination program was an initiative developed by the Ontario Ministry of Tourism in 2001. The Ministry of Tourism established the Premier Ranked Tourist Destinations Framework tool to assist municipalities with assessing and developing their tourism product. Premier Ranked is not a formal tourism designation but rather is an internal tourism goal for a destination to work towards as it relates to becoming “better than the rest”.

Premier Ranked is not a formal tourism designation but rather is an internal tourism goal for a destination to work towards as it relates to becoming “better than the rest”.

This framework assists jurisdictions in assessing their tourist assets, attractions and amenities and allows them to identify opportunities in tourism development. A partnership approach between Haldimand County, Norfolk County and the St. Thomas-Elgin Tourist Association established in order to successfully complete this project.

The study includes an assessment of three specific dimensions of tourism:

1. The product dimension
2. The performance dimension
3. The futurity dimension

The common core and supporting attractors identified regionally include:

1. Outdoor recreation
2. Small towns, villages, rural landscapes
3. Water based experiences, Lake Erie coast
4. Heritage
5. Agri-tourism

Some of the core attractors specific to Haldimand County include:

1. Autoracing and motor sports
2. Outdoor recreation: canoeing / kayaking, birding
3. Heritage: Historic Sites and Events

A number of issues for tourism attraction and operation have been identified as generally common throughout the region, these include:

1. Attractors have limited appeal to guests beyond Ontario’s borders
2. Most tourism experiences are not available on a year-round basis
3. Few dining establishments have name recognition outside of the area
4. Most shopping experiences in the region do not have name recognition beyond the region

5. Transportation options other than a personal vehicle are limited
6. Survey data of visitor opinion is limited

The three partnering counties recognize the benefits of a collective approach to tourism planning and development. As such, the lead Destination Management Organizations (DMO) in the area have identified three fundamental objectives for furthering the future of tourism:

1. Increase the total number of visitors who come to the Elgin, Haldimand and Norfolk area by 2% by 2011 (40,000 visitors)
2. Increase the total tourism receipts generated from visitors to the area by 3% by 2010 (\$2.3 million)
3. Using the information found in this report, develop two new product / experience initiatives that will be “market ready” and can go to market by January 2009

As a result of the assessment, four recommendations and strategies were derived in order to meet the objectives illustrated above. These recommendations and strategies are as follows:

1. Norfolk, Elgin and Haldimand Counties must agree to and adopt a long-term and flexible working relationship in order to achieve individual and collective goals of the region’s tourism industry.
2. Focus attention on developing the unique agri-tourism and culinary tourism experiences that are available in the area over the next 18 months and develop a series of new or enhanced agri-tourism and culinary tourism experiences.
3. Grow the accommodation options – continue to encourage development of new roofed accommodations and capitalize on the camping and RV accommodation options available in the area by encouraging enhancement to existing product and encouraging the development of new operations.
4. With input from existing advisory bodies and stakeholder, collectively analyze the opportunities in focusing specific attention to the rubber tire tourism market and specifically identify and determine what is required from a product enhancement perspective to attract more of this market to the three county areas.

Each of the recommendations and strategies is supported by recommended actions and considerations as well as data in support of the recommendation.

A1.6 The Lakeshore Area Study (2004)

The Lakeshore Area Study, completed by Haldimand County's Department of Planning and Economic Development, is intended to determine the general profile of the north shore of Lake Erie within Haldimand County, to plan the shoreline appropriately for residents and visitors. This report provides a comprehensive overview of the Lakeshore area background, issues and options and recommendations for the future.

Currently, there are three County parks within the Lakeshore area-Lakeshore Park, Selkirk Park and Esplanade Park; 1 conservation area-Haldimand Conservation Authority Park; and 3 Provincial parks-Rock Point, Selkirk and James N. Allan. The study notes that it is important to consider the following assets when developing the Lakeshore:

- The range of conservation areas and provincial parks along Lakeshore;
- The open vistas; and,
- The pier and recreational opportunities at Port Maitland.

Preservation and development of the Lakeshore as an asset is an issue identified in the study. Encouraging facilities and services that will draw tourists to the area and maintaining / providing public access to the lakefront is important.

Recommendations for this issue include:

- Enhance strategic partnerships with agencies managing conservation areas and provincial parks along Lakeshore;
- Direct additional accommodation opportunities to Lakeshore nodes, communities and significant sites;
- Protect vistas from development to maintain open space and scenic character for public travelling along routes lining the Lakeshore;
- Encourage the use and development of County owned beaches in Lakeshore area;
- Encourage the redevelopment of Port Maitland to include significant recreational uses.

There are no public washrooms in the Lakeshore area, with the exception of four portable washrooms at Port Maitland public beach area. These are provided on a seasonal basis.

The Lakeshore Area Study is intended to determine the general profile of the north shore of Lake Erie within Haldimand County, to plan the shoreline appropriately for residents and visitors.

The Lakeshore Area Study discusses the feasibility of establishing Lake Shore Road as a “Scenic Drive” for sightseeing, hiking and biking, this scenic drive would use the existing road right-of-way to accommodate these uses.

It is noted within the report that the Niagara Peninsula Conservation Authority, Grand River Conservation Authority and Long Point Conservation Authority could assist with establishing park / open space connections, if the County chooses to extend parkland where appropriate.

The shoreline has 4 officially recognized public beaches:

1. Rock Point Provincial Park
2. James N. Allan Provincial Park
3. Haldimand Conservation Area
4. Port Maitland (small beach on west side of Grand River)

With increased popularity and increased tourism to the area, there is concern over inadequate public parking facilities.

There are four marinas identified along the shoreline in the Lakeshore area; the report does not specify if these are private or public facilities (it is assumed that they are private facilities).

A1.7 Summary of Key Findings and Opportunities

In summary, support for protecting public access, views, vistas and nodes along the Lakeshore is evident in the various documents reviewed within this section. Encouraging better parking and access to public Lakeshore facilities and including significant recreational uses on the Lakeshore at public areas are other policies that are supported.

Incorporating an integrated trail network into the Lakeshore area is also a key direction that is supported. This will provide better public access to the Lakeshore area, and potentially promote active transportation modes, reducing automobile traffic along Lake Shore Road where the volume of vehicular traffic is currently a concern.

Protecting natural features, such as Provincially Significant Wetlands (PSW) and natural beaches, and heritage features, such as Port Maitland pier and lighthouse, are important considerations as the project moves forward. Policies related to encouraging economic development and supporting tourism related destinations within Haldimand County was prevalent in many of the documents reviewed as well.



Appendix 2 - Demographic Profile and Market Analysis

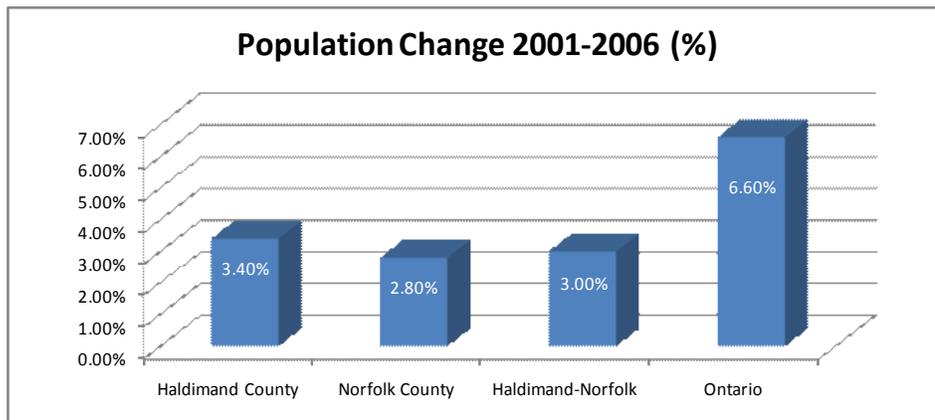
A2.1 Demographic Context

The following review of demographic information is primarily derived from the Statistics Canada 2006 and 2001 Census. Note that the area of Haldimand County refers to the census subdivision, the area of Norfolk County refers to the census subdivision while the area of Haldimand-Norfolk refers to the census division. The latest census statistics show Haldimand County with a population of 45,212, representing a population growth of 3.4% over the 2001-2006 census periods.

POPULATION	Haldimand County	Norfolk County	Haldimand-Norfolk	Ontario
Population in 2006	45,212	62,563	107,812	12,160,282
Population in 2001	43,728	60,847	104,670	11,410,046
Population Change 2001-2006 (%)	3.40%	2.80%	3.00%	6.60%

Source: Statistics Canada, Canadian Census 2001 and 2006

Population growth in Haldimand County has been slower than growth in the Province as a whole, however, the pace of growth remains faster than neighbouring Norfolk County between the 2001-2006 Census periods.



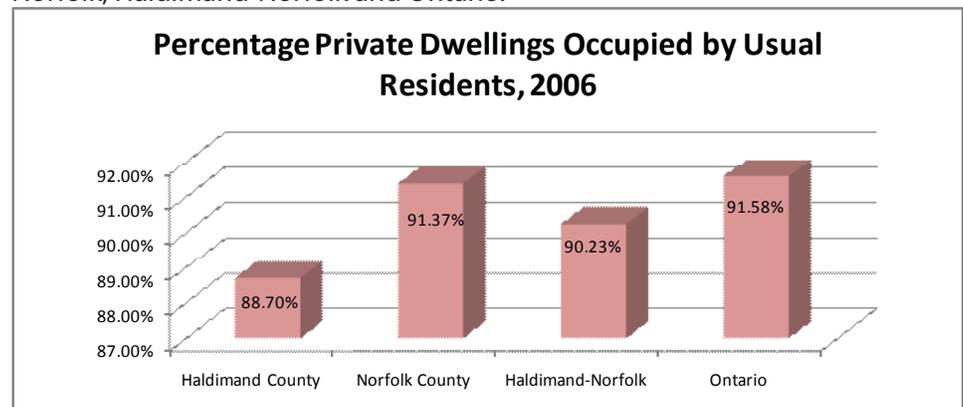
Source: Statistics Canada, Canadian Census 2001 and 2006

As part of the 2010 Community Profile document released by the Haldimand County, forecasts for the population of the urban areas found within the County were provided. The urban areas of Haldimand County are estimated to grow at a rate of approximately 2 percent annually.

Urban Area Population Forecasts				
	2006	2011	2016	2021
Caledonia	10,460	11,710	13,065	14,380
Cayuga	1,870	2,040	2,215	2,690
Dunnville	5,910	6,150	6,420	6,715
Hagersville	3,265	3,690	4,135	4,580
Jarvis	1,455	1,515	1,585	1,655
Townsend	1,570	1,985	2,410	2,810
Total	24,530	27,090	29,830	32,830

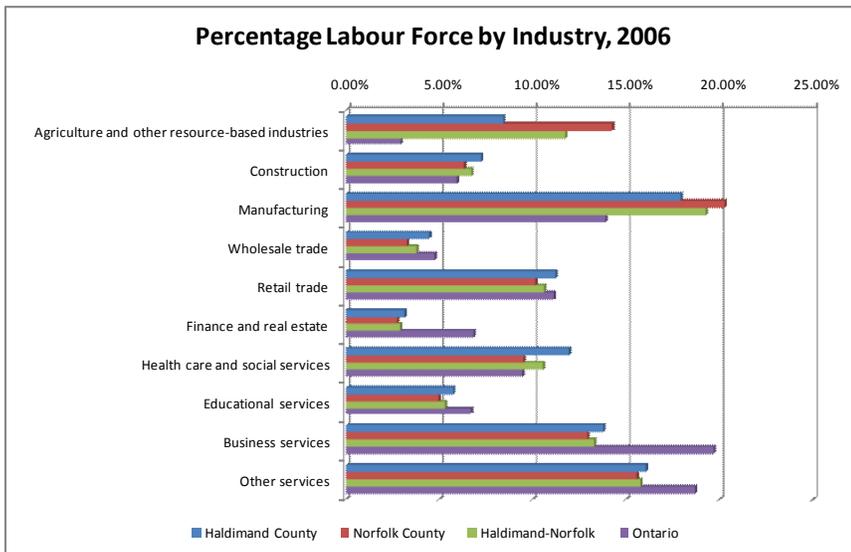
Source: Haldimand County, Haldimand County Community Profile 2010

According to the 2006 Census, there were a total of 18,386 total private dwellings in Haldimand County in 2006. Of this total, 16,306 dwellings (88.7% of the total) were occupied by usual residents. Compared with Norfolk County as well as the Province as a whole, Haldimand County has a significant proportion of dwellings which can be classified as secondary residences. The figure below shows the percentage of private dwellings occupied by usual residents in 2006 in Haldimand, Norfolk, Haldimand-Norfolk and Ontario.



Source: Statistics Canada, Canadian Census 2006

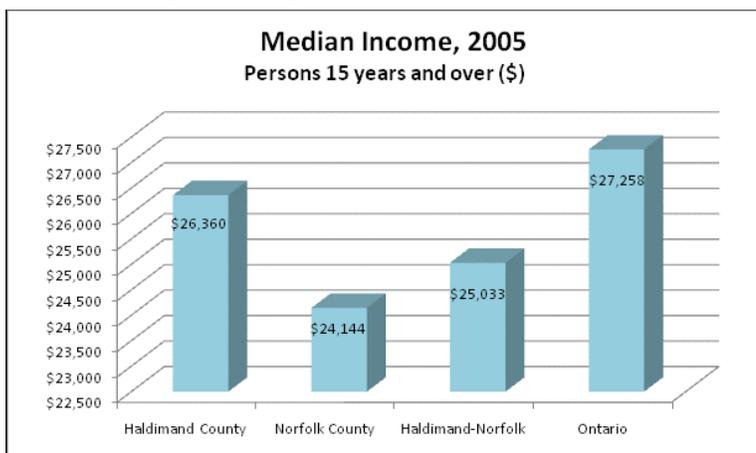
An analysis of the total labour force by industry shows that the majority of the labour force in Haldimand County is concentrated in Manufacturing, Business Services and Other Services. The figure below illustrates the labour force by industry represented as a percentage of total industries in Haldimand, Norfolk, Haldimand-Norfolk and the Province of Ontario.



Source: Statistics Canada, Canadian Census 2006

Of significance is the relatively larger proportion of the population in Haldimand employed in Agricultural, Manufacturing, Construction and Health Care relative to the Provincial average.

The following figure illustrates the median income of persons 15 years of age and older in Haldimand, Norfolk, Haldimand-Norfolk and the Province of Ontario. In 2005, the median income in Haldimand was \$26,360, closely comparable to the Provincial average of \$27,258 (representing 96.7% of the median income for the Province of Ontario).

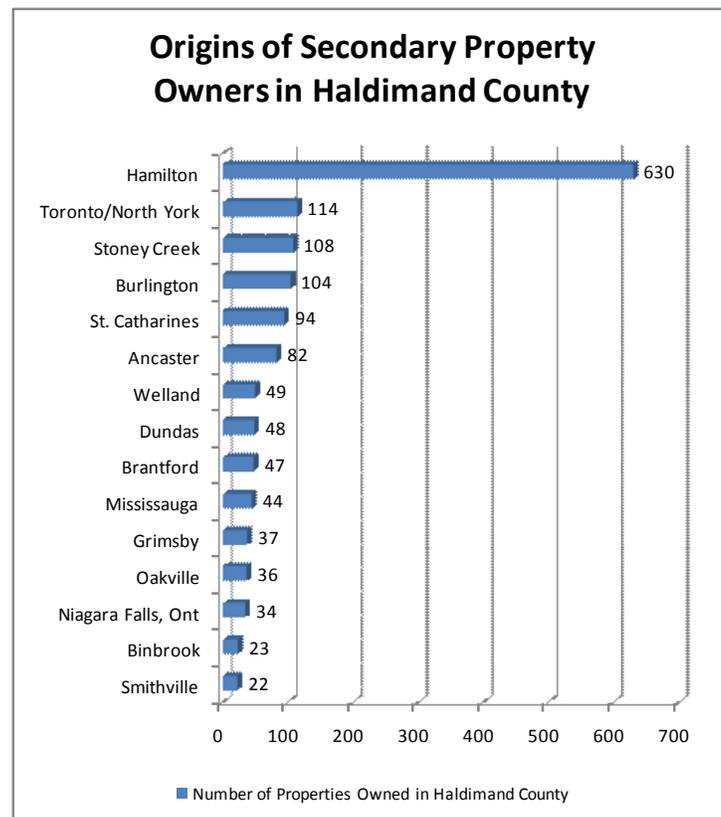


Source: Statistics Canada, Canadian Census 2006

A2.2 Market Analysis

Resident Profile

It is understood that the housing and cottage market in the study area includes a significant proportion of secondary homes (home not a primary residence for the owner). The chart which follows represents the origin of secondary property owners on the Lakeshore of Haldimand County. The information is derived from an assessment of primary mailing addresses (what we refer to loosely as origin of owners) of properties along the Lakeshore in Haldimand County. Primary mailing addresses located within the County are assumed to represent primary residences and are therefore excluded from the analysis. The chart does not represent a comprehensive list of secondary property owners, only origins with over 20 owners are shown.



Source: Sierra based on data from Haldimand County, Economic Development and Tourism Division

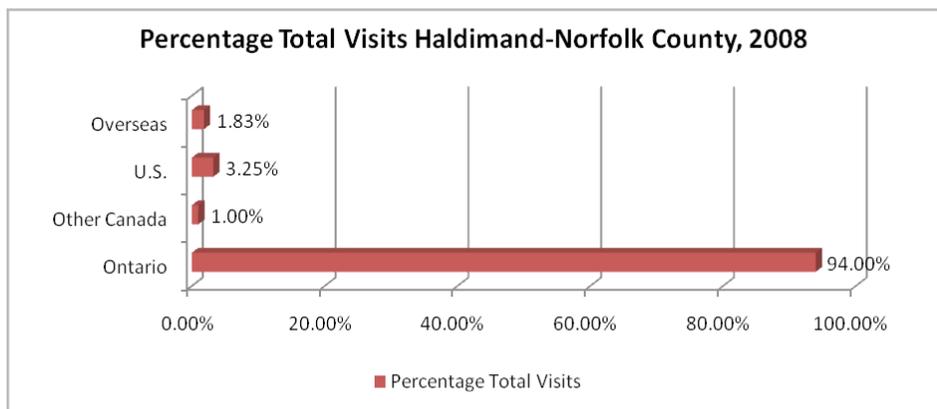
A significant portion of secondary property owners in Haldimand County originate from the Hamilton area as well as the Greater Toronto Area. Of note is the interrelation of Haldimand County to Hamilton both in terms of property owners as well as visitation.

Based on our situational assessment of the tourism visitation patterns to the area, which included face to face meetings with management staff of the three provincial parks in the study area, this breakdown of origin also reflects the wider in-province visitor profile. As it relates to the key public areas – and the provincial parks in particular – the opportunity is based on visitors largely originating from west of the GTA (west of Peel Region).

Visitor Profile: Regional Tourism Profiles

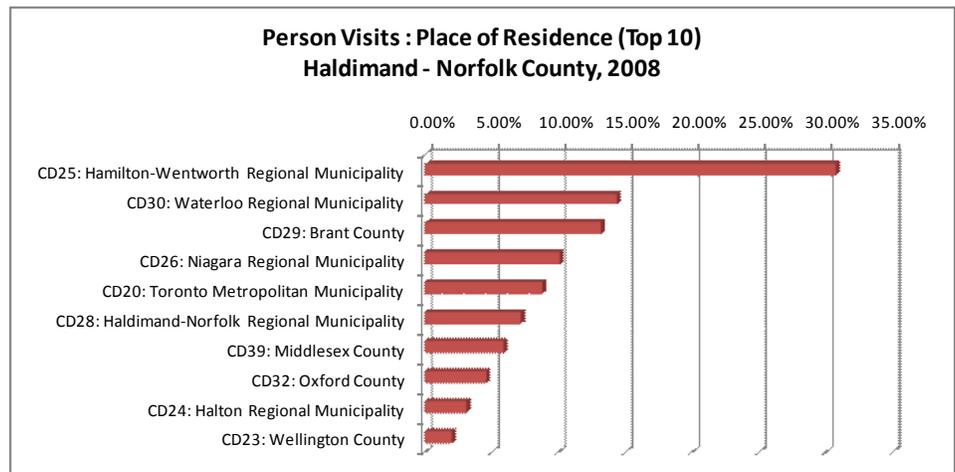
The following analysis is derived from the Regional Tourism Profile for Census Division 28 (Haldimand-Norfolk). Comparable information is available for years 2006-2008. Given methodological changes in the new Travel Survey of Residents of Canada, 2006-2008 data cannot be compared to earlier years.

As illustrated below, 94% of visitation to Haldimand-Norfolk County in 2008 was from travellers residing in Ontario.



Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2008

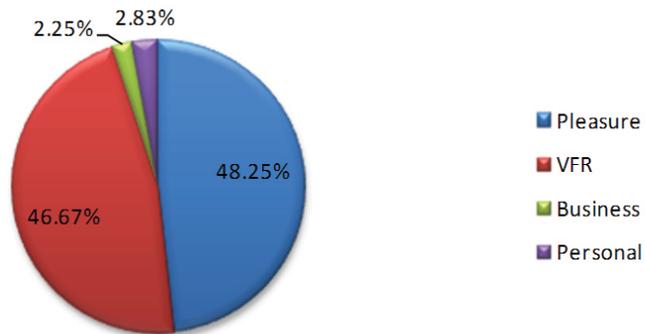
Further, the top 10 places of residence of visitors to Haldimand County are represented in the chart below. A significant majority of visitation is from the Hamilton-Wentworth area (over 30%), and other significant visitor origins come from areas adjacent to or within close proximity to Haldimand County including Waterloo Region, Brant County, Niagara Region and the Toronto Metropolitan Area. It should be noted that this profile reflects the entire Census Division which comprises both Norfolk and Haldimand Counties – as such, it includes tourism assets of significance such as Turkey Point and Port Dover. As primary tourism draws, the distribution of visitor origins may be somewhat different than for Haldimand County alone based on its more low-key asset base along the Lakeshore.



Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2008

An analysis of the main purpose for a visitor’s trip to Haldimand-Norfolk shows that almost half of trips are for pleasure and nearly another half are for visiting family and relatives (VFR). Other reasons for travelling to Haldimand-Norfolk include business and personal, however, these categories only represent a small portion of responses.

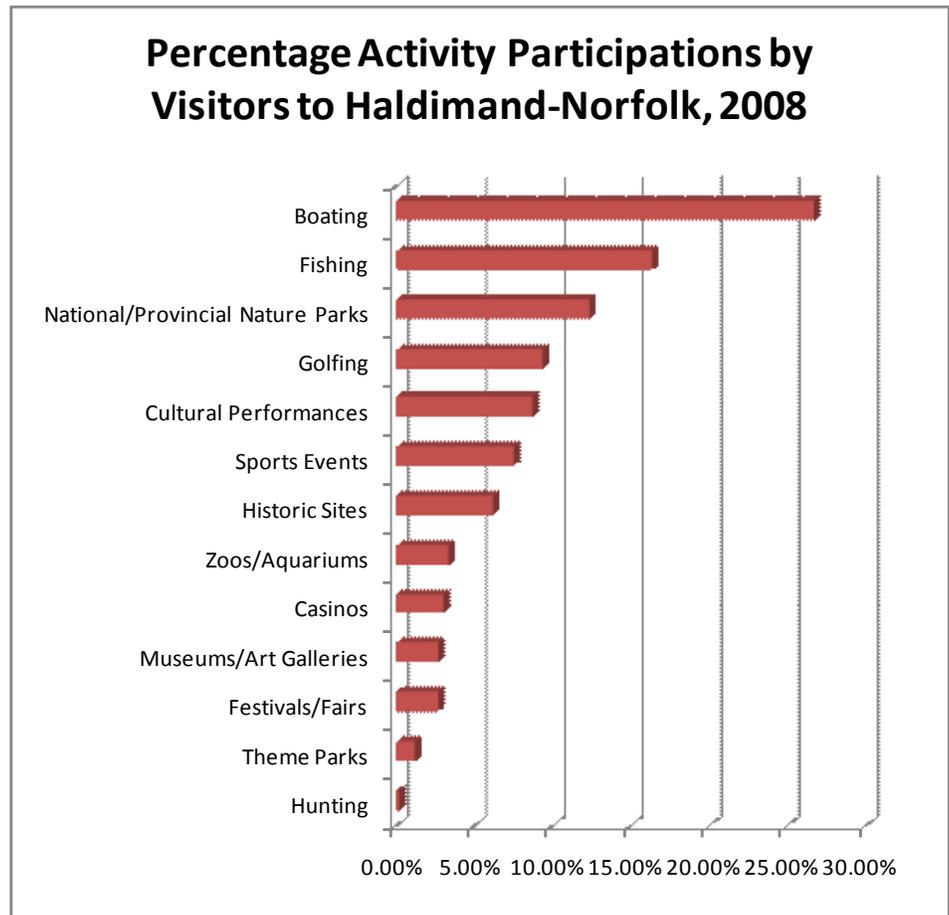
Person Visits: Main Purpose of Trip Haldimand-Norfolk County, 2008



Source: Ontario Ministry of Tourism, *Regional Tourism Profiles, 2008*

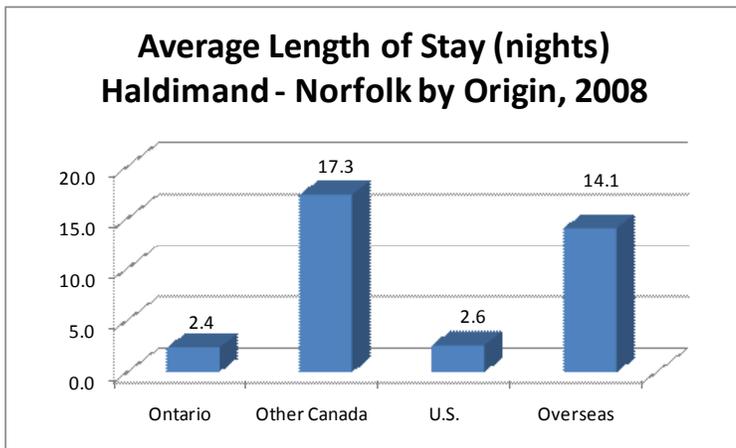
An understanding of the activities in which visitors to the Haldimand - Norfolk area participate is important. The following chart shows the activity participations by visitors to Haldimand-Norfolk in 2008 by relative percentage. Of the activities cited by respondents, almost 27% of activities in the Haldimand-Norfolk area were boating activities.

The chart also illustrates the importance of water-based and nature based activities to the region as the top 3 activities in which visitors participate are entirely nature-based (boating, fishing, nature parks).



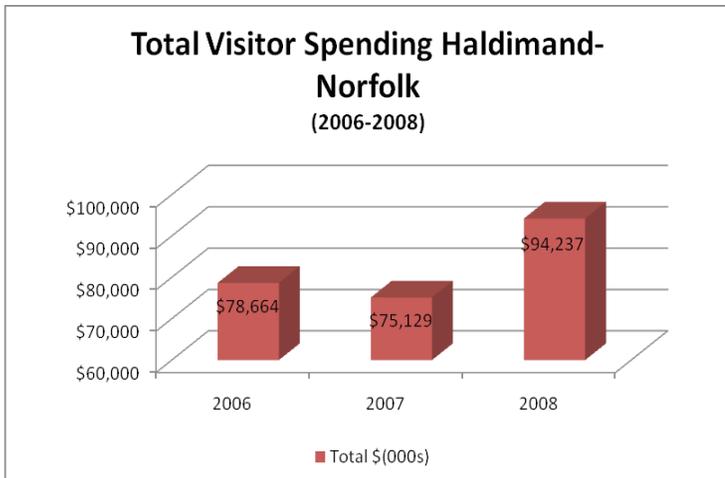
Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2008

The average length of stay (total nights spent) by overnight visitors to the Haldimand-Norfolk Census Metropolitan Areas (CMA) differ considerably by origin of visitor. Ontario and US visitors tend to make shorter stays, which is expected as they are located in relatively close proximity to the area. Visitors from other parts of Canada stay an average of 17.3 nights and overseas visitors stay an average of 14.1 nights.



Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2008

The trend in visitor spending in Haldimand-Norfolk is encouraging, with total visitor spending growing from \$78,664,000 in 2006 to \$94,237,000 in 2008.



Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2008

The average visitor spending over the 3 years of analysis is also growing from \$60 in 2006 to \$78 in 2008. In comparison to south western Ontario and Ontario as a whole, the average visitor spending per person visit remains relatively low.

Average Visitor Spending per Person Visit (includes overnight)			
	2006	2007	2008
Haldimand - Norfolk	\$60	\$64	\$78
All Ontario	\$167	\$165	\$175
South Western Ontario	\$101	\$99	\$112

Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2006-2008

Of note is the difference in average visitor spending per person visit by origin of visitor. Overseas and visitors from parts of Canada outside of Ontario tend to spend much more per person visit. This may be attributed to longer stays by these groups of visitors.

Average Visitor Spending per Person Visit by Origin (includes overnight)			
Year	2006	2007	2008
Total Average	\$60	\$64	\$78
Ontario	\$55	\$56	\$70
Other Canada	\$263	\$390	\$320
U.S.	\$78	\$73	\$94
Overseas	\$354	\$418	\$361

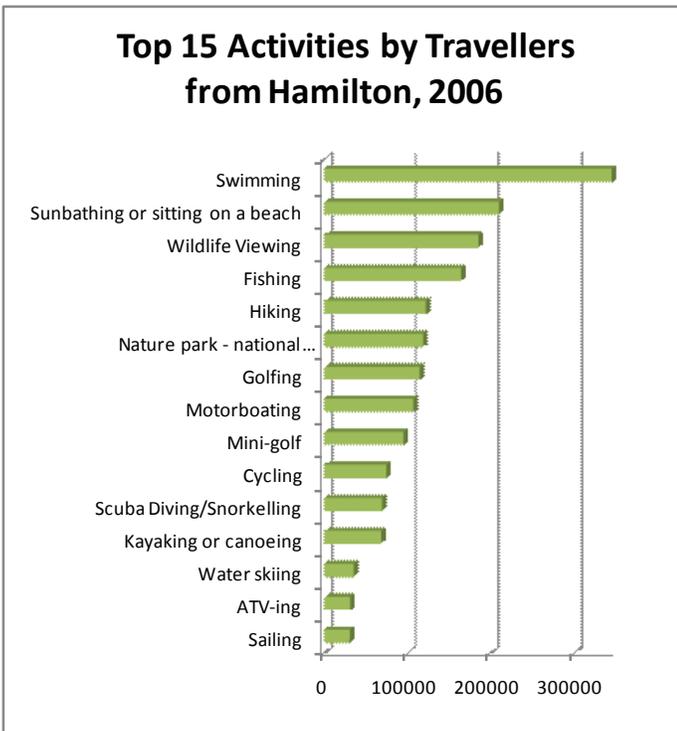
Source: Ontario Ministry of Tourism, Regional Tourism Profiles, 2006-2008

Visitor Activities and Motivations – eTAMS Analysis

The following analysis is derived from the travel activities and motivations survey by the Ontario Ministry of Tourism. The analysis differs from the analysis of visitor profile as eTAMS data primarily illustrates the activities which travellers participated in (activities sought) while travelling in the past two years as well as the motivations for trips (activities as main reasons for trips) developed from a sample of travellers. The data is current as of 2006.

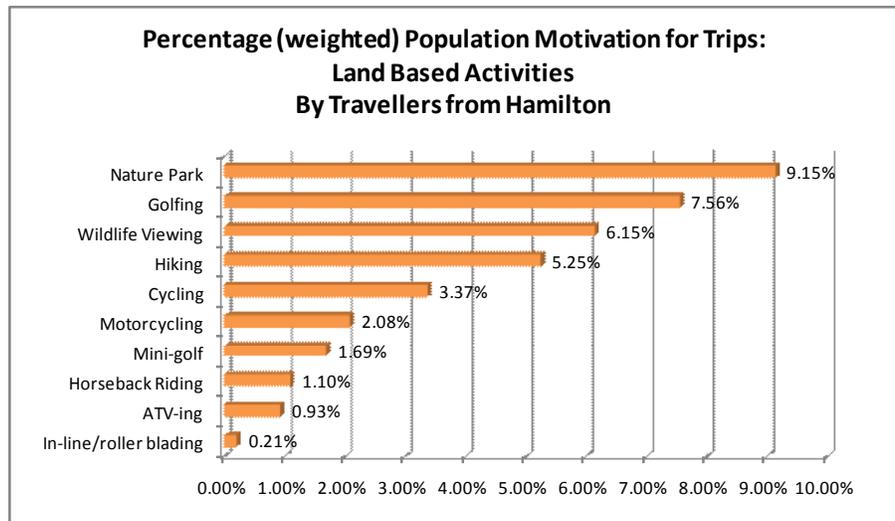
The following charts illustrate the range of activity markets that Haldimand County could potentially capitalize on. The numbers of travelers participating in each of the activities based on the TAMS research provide some sense of the relative scale for these activity markets within the Ontario and specifically Hamilton travelers market.

The activity markets which stand out from this research are swimming, sitting on a beach/sunbathing, wildlife viewing and fishing.



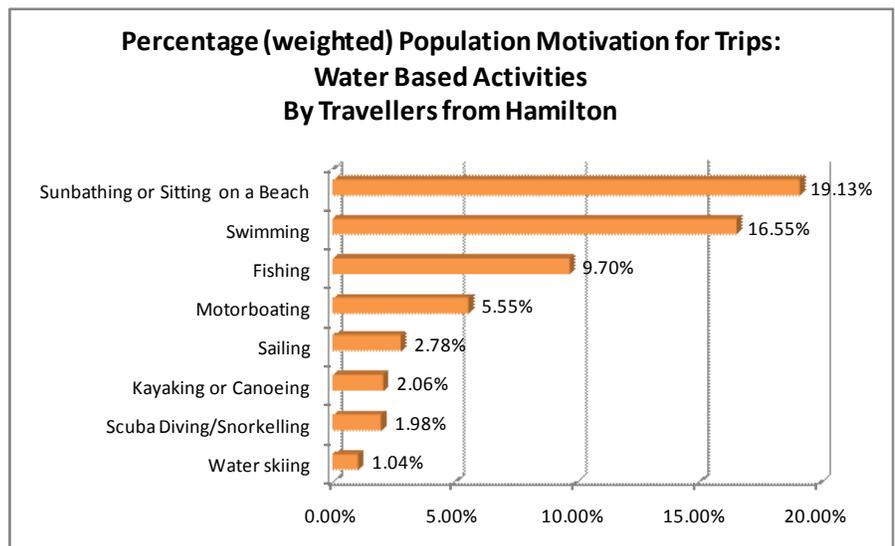
Source: Ontario Ministry of Tourism, eTAMS data, 2006

In relation to travelers from Hamilton, eTAMS research reveals that the land-based activities (within the range of activities on the chart) that motivate trips (i.e., those where more than 5% indicate the activity motivated some of their trips) were hiking, golfing, nature parks and wildlife viewing. Golfing and nature parks are significantly smaller market segments but they are strong trip motivators.



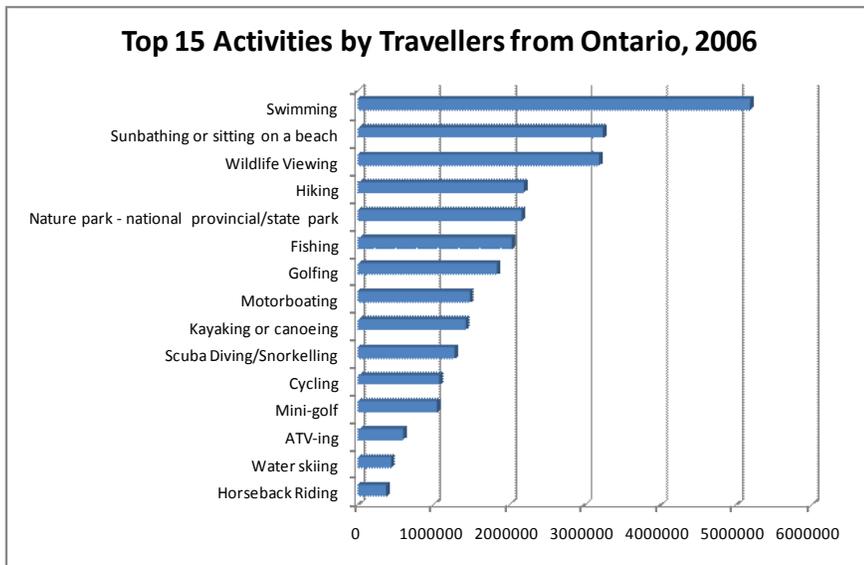
Source: Ontario Ministry of Tourism, eTAMS data, 2006

eTams also reveals that the water-based activities (within the range of activities on the chart) that motivate trips (i.e. those where more than 15% indicate the activity motivated some of their trips) were sunbathing and swimming. Both of these activities represent large markets as well as strong motivators for travelers from Hamilton.



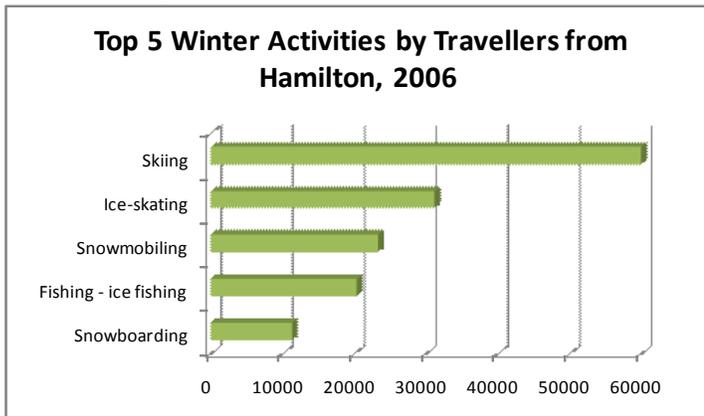
Source: Ontario Ministry of Tourism, eTAMS data, 2006

For comparison, the travelers market for Ontario as a whole is analyzed in the chart below. The activity markets which stand out from this research are swimming, sitting on a beach/sunbathing, wildlife viewing, hiking and visiting a nature park.



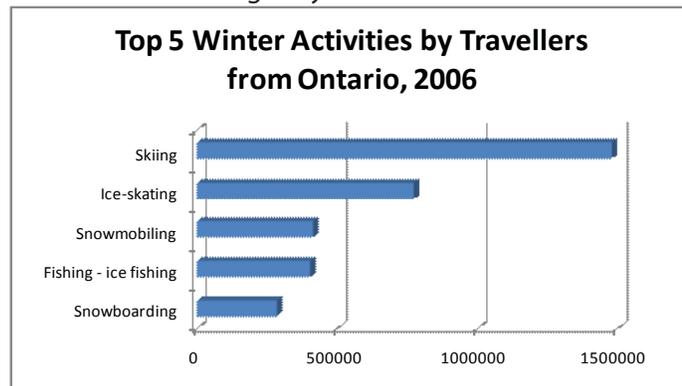
Source: Ontario Ministry of Tourism, eTAMS data, 2006

At this time, winter activities do not represent a large segment of the tourism market for Haldimand County. It is still important to note that popular winter activities sought from travellers originating from the main market for Haldimand County (Hamilton CMA) include, skiing, ice-skating, snowmobiling, ice fishing and snowboarding.



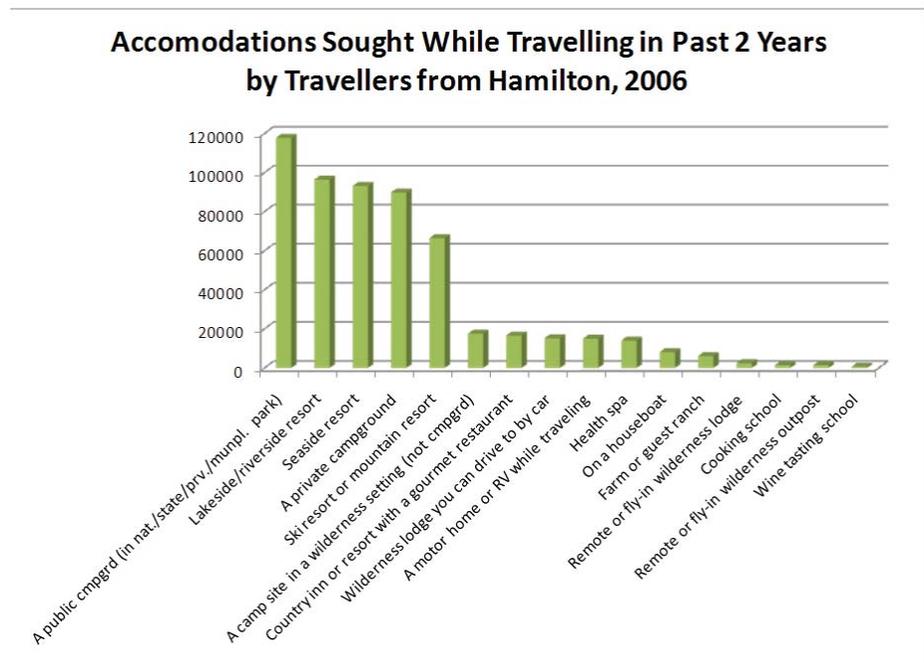
Source: Ontario Ministry of Tourism, eTAMS data, 2006

The same is true of the Ontario travellers market as a whole in terms of popular winter activities sought by travellers.



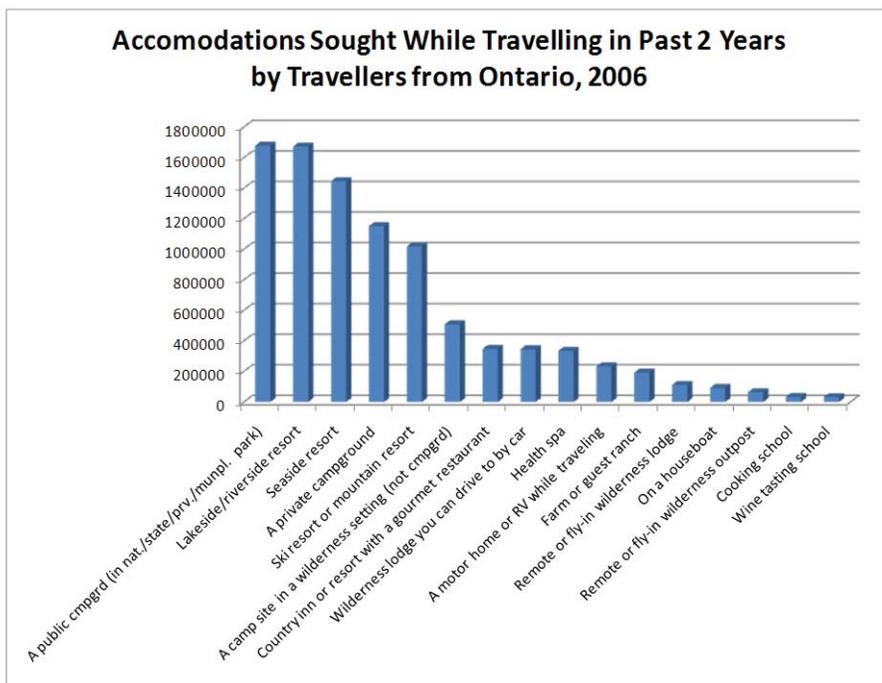
Source: Ontario Ministry of Tourism, eTAMS data, 2006

The chart which follows represents the accommodations sought while travelling in the past 2 years by travellers from the Hamilton CMA. The most significant accommodations sought by Hamilton travellers include: public campgrounds, lakeside / riverside resorts, seaside resort and private campgrounds.



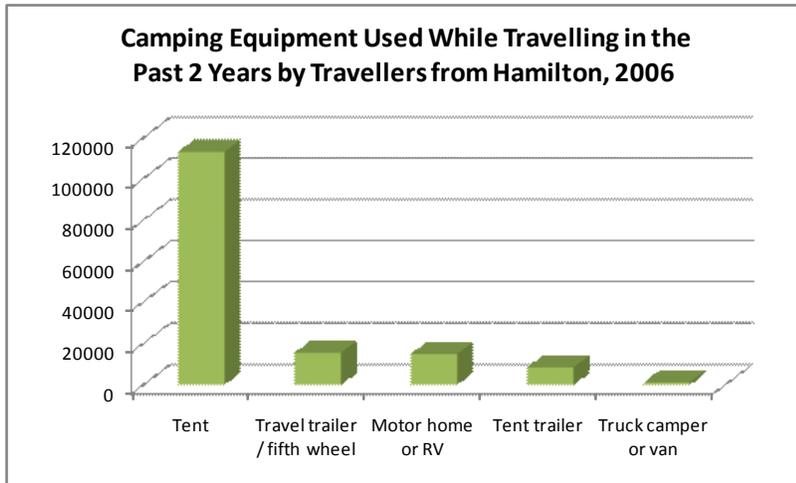
Source: Ontario Ministry of Tourism, eTAMS data, 2006

Similarly, the most significant accommodations sought by Ontario travellers include: public campgrounds, lakeside / riverside resorts, seaside resort and private campgrounds.

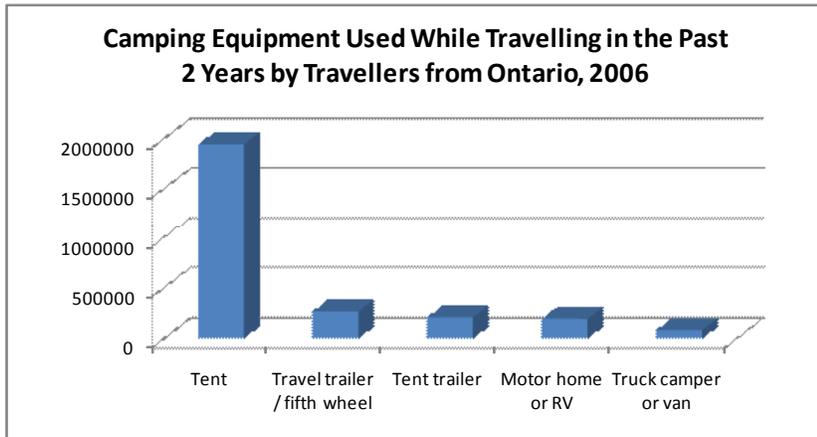


Source: Ontario Ministry of Tourism, eTAMS data, 2006

It is clear that camping at a public campground are largely popular among the Hamilton travellers market as well as the Ontario market as a whole. The two charts which follow show the type of camping equipment used while travelling. Tent camping is a significantly larger market in both the Hamilton CMA and Ontario as a whole (relative to other forms of camping equipment used), however, the number of travel trailers and motorized homes similarly significant.



Source: Ontario Ministry of Tourism, eTAMS data, 2006



Source: Ontario Ministry of Tourism, eTAMS data, 2006