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Date: July 31, 2017
To: Mayor and Council
Author: Peggy Van Mierlo-West, CAO
RE: Cedar Beach and Marina Action Plan
Report No.: CAO 2017-009

AIM

To provide Council with the Cedar Beach and Marina Action Plan for review and approval.

BACKGROUND

The Cedar Beach and Marina Action Plan represents a guide to the development and operation of the municipal marina and Cedar Island Beach area. The Plan was developed in partnership with various stakeholders including, homeowners, community groups and Council. It will help ensure the viability of the marina, which in turn will have a positive economic impact for the community. Through public meetings, online surveys and meetings with stakeholders the plan recommends Short, Medium and Long Term goals. These goals follow the SMART principle of planning.

DISCUSSION

The Town of Kingsville Committee was established as a forum to provide advice and direction to the Municipal Council on issues affecting the municipal marina and beach area. The Committee is comprised of two Councilors' and the Mayor. Public stakeholder sessions occur on an annual basis. Members invited to these meetings include individuals who own property adjacent to the area, recreational boaters who dock within the marina, representatives of the yacht club, and owners of private businesses who have an interest in harbour operations.

As a part of its mandate, the Town of Kingsville Council tasked the Committee with the following areas of responsibility:

- Review the scope of short and long term harbour plans.
- Develop overarching principles to guide the evolution of the harbours.

- Develop partnerships and collaborative approaches to issue resolution.
- Improve Stakeholder engagement.
- Identify needs of various marina and beach users.
- Seasonal and transient docking options.
- Review of the necessity for gas services.
- Response to low water conditions.
- Explore possible avenues for harbour funding programs.
- Explore changes to business operations

To further these goals, the Committee initiated a Community Consultation exercise with a purpose to develop a long range planning document to advise Council on short and long term goals for the Municipality's marina and beach area.

The Committee undertook a methodical approach, and completed a seven step process to develop a Plan for the municipal marina and upstream harbour areas. These steps included:

- Readiness assessment and planning.
- Review and clarify committee mandate.
- Review and determine the mission and values.
- Internal and external environment scan/SWOT analysis.
- Detailed review of strategic issues.
- Strategy development.
- Draft plan.

The Draft plan was made available online for 2 weeks. It was advertised on social media, email and electronic sign. There were three comments received from the public regarding the draft plan.

These comments included;

"I'm a Kingsville (Heritage Road) resident. I was on the Town website this afternoon and saw the Cedar Island Beach And Marina Action Plan. I had a quick look at it and have a few comments. I wonder if the SWOT analysis fails to recognize 'beach closures' as a significant weakness for Cedar Island Beach? Or, at the very least, as an external threat? Addressing non-point sources of pollution, like failing septic, and point sources, like combined sewer overflows, and better understanding the reasons for high e-coli counts at local beaches should be a priority for the Town of Kingsville - and all Essex County municipalities - at least in the long-term. Both 'beautiful beaches' and 'fishing' are identified as strengths but, currently, there are unsafe swimming condition warnings at both Cedar Beach and Cedar Island Beach. This seems contrary to the mission statement that the 'Town of Kingsville will provide safe, functional, and attractive Marina and beach area'."

The Town did complete its sewer separation program in 2016. As discussed with the Health Unit there are a few points that impede on water quality, such as wind direction, air and water temperature, agriculture run off etc.

"Just looking at the action plan for the marina. Does engineering of the road include the parking lot. Some order might be nice considering the length of the space"

required for a truck with a trailer in tow. Plus this would prevent destruction of the ground during wetter weather. Better lighting demarcating the corners of the ramp for hauling boats out after dark”

The consultant who will be completing the proposed masterplan will be provided this report and comments from the input sessions.

“It is wonderful to know that Kingsville is going to be making an effort to improving the Marina area. The concerns we have are the public safety as there are numerous families that walk to the marina on the side of the road and have witnessed the traffic literally racing over the bridge, perhaps a speed bump could help. As the bridge is in need of repair not to mention the noxious weeds growing out of control. We turn to go down the road into the Marina and the road is in such bad repair that the water laying over the road makes it very difficult to get around but also allowing this to become a breeding ground for mosquitoes, could be a potential health issue. We also question why there are permanent buildings(a bar and sun shelter) allowing to remain there, we have observed partying and drinking done on Kingsville property, as far as we have seen none of this is allowed in any other marinas. We also noticed that some of the boat slips across the canal from the beach area have slowly deteriorated from not being used. The beach area could use a pavilion for family gatherings but we do appreciate the barbeques and the fantastic new washrooms! We are very proud to be living so close to the marina here in Kingsville, hopefully some of the concerns I have mentioned may take place and spruce up this diamond in the rough! Oh yes the people who are maintaining the area a big “THANK YOU” it has been kept so clean making the garbage in the canal less and less each year.”

Safety and traffic will be reviewed through the masterplan development.

The attached document proposed Short, Medium and Long Term planning for the area. These were also developed from requests from the comments received.

LINK TO STRATEGIC PLAN

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

FINANCIAL CONSIDERATIONS

The attached action plan will be incorporated within the annual operational and capital budget for discussion.

CONSULTATIONS

Stakeholders
Manager of Facilities and Properties
Manager of Programs
Marina Committee

RECOMMENDATION

That Council approve the attached Cedar Beach and Marina Action Plan and that the plan be incorporated within the upcoming budget discussions.

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer