

Bay Beach Master Plan: Key Directions

1 Re-create Community Focus

- » Re-establish the site as a community focus
- » Window on the water
- » Green space/gateway to the water
- » Public asset for all to enjoy

2 Enhance Public Access

- » Direct view to the beach from Erie Road
- » Universal access (for those with disabilities)
- » Connect to cycling trails and sidewalks

3 Enhance the Beach Experience

- » Public buildings to house beach amenities on the south side of Erie Road
- » An **enhanced and safe beach experience** considering:
 - improved washrooms*
 - change rooms*
 - picnic pavilion*
 - boardwalk*
 - remove concrete walls and remnants*
 - beach events*
 - no vendors on the lower beach*
 - seasonal retail/food vendors on the upper beach*
 - continuing security*
 - possibly lifeguard*
 - heritage interpretation (interpretive panels, interpretive display)*
 - community space, community/tourist information*

4 Preserve and enhance the natural environment

- » restoration of dune(s)
- » Restoration/protection of Fowler's Toad habitat
- » environmental stewardship
- » Possible Blue Flag designation

5 Optimize Return on Investment to Enable Improvements

- » Dollars
 - sell land on the north side, generate taxes from new development*
 - enhanced parking revenues*
 - permits for seasonal retail, lockers*
 - charge beach admission for non residents of the Town*
 - increased taxes from enhanced property values*
- » economic revitalization of Crystal Beach community
- » value of increased beach enjoyment opportunities for residents

6 Infill the Neighbourhood (in association with a parking strategy)

- » Two parking lots on the north side may be used for **small scale in-character buildings** (for residential, retail, community uses)
- » Infill must be consistent with overall **scale and character of rest of Crystal Beach**:
 - architectural style*
 - 3, 4, 5 (?) stories*
 - creates a vibrant street edge*
- » Infill must **enhance the pedestrian / walkability experience** of users

7 Parking Will be Accommodated

- » **integrated parking solution/strategy**:
 - parking on one or both of the parcels north of Erie Road: interim or ultimate*
 - two tier parking fee (premium pricing for parking closest to beach access, premium weekend pricing)*
 - greater enforcement*
 - shuttle (possibly paid) using other lots throughout community (e.g. Crystal Ridge Community Centre)*
 - partnership with landowners to provide parking on private property within walking distance of the Beach*

8 Enhance Tourism in the Crystal Beach Area

- » The Master Plan will be an **integral element of the revitalization of Crystal Beach overall**
 - pedestrian linkages to the Village Centre*
 - integrated parking solution*
 - no commercial activities that would 'cannibalize' the downtown*
- » **Tourism strategy for Crystal Beach**
 - 'brand' improvements*
 - improved marketing*
 - product development: range of accommodation (B&Bs, boutique hotel) festivals / events; retail & restaurants*
 - investment attraction*
 - fit with Regional tourism priorities*