



Report n° COMDEV2023-03

Date: 2023-05-10

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Subject: Clarence-Rockland's Waterfront Vision

Nature/Goal

The goal of this report is to present Clarence-Rockland's waterfront vision.

Directive/Previous policy

N/A

Department's recommendation

WHEREAS waterfront development has been a key priority for the City and its residents for many years, and also identified in the City's current strategic plan as well as in the recreation and parks master plan and the economic development strategy;

BE IT RESOLVED THAT Council hereby agrees with the Guiding Principles of the *Propelling the Transformation of Clarence-Rockland's Waterfront Vision* as outlined in report COMDEV2023-03.

ATTENDU QUE le développement du secteur riverain est une priorité clé pour la Ville et ses résidents depuis de nombreuses années, et également identifiée dans le plan stratégique actuel de la Ville ainsi que dans le plan directeur des loisirs et des parcs et la stratégie de développement économique;

QU'IL SOIT RÉSOLU QUE le conseil accepte par la présente les principes directeurs de la vision Propulser la transformation du secteur riverain de Clarence-Rockland tels que décrits dans le rapport COMDEV2023-03.

Background

Waterfront development has been a key priority for the City and its residents for many years. It has been identified in our current strategic plan, recreation and parks master plan and in our recent economic development strategy.

The City has been investing in its waterfront by increasing its usage through various initiatives, programs and events. The City recognizes that these efforts have had a positive impact on the community, but that more needs to be done in order to make Clarence-Rockland a waterfront community. Du Moulin Park is the only municipal waterfront property the city currently owns. Although Du Moulin Parc is essential to Clarence-Rockland's identity, it's limited size and limited accessibility has made it hard for the city to fully develop a waterfront lifestyle for our community.

Clarence-Rockland has a strong comparative advantage over surrounding municipalities. Our waterfront is close to the city, while still

possessing enough space over a 7 km stretch within our urban boundary to be developed. Additionally, Clarence-Rockland is strategically placed between Ottawa and Montreal, making it an attractive catchment area for sports, recreation, culture, and shopping.

Recently, the City has engaged with many stakeholders, local businesses and partners about the desire and interest in creating a waterfront lifestyle. We believe that there has been no better time than now to embark in this endeavour. Many factors such as our over 7 km of river front within the urban boundaries, a strong willingness from developers to partner with the City in developing the waterfront and the City's Organizational Review that aligned the required mix of skills and capacity to undertake such an initiative are all coalescing in making this vision possible.

In order to effectively transform Clarence-Rockland's waterfront and create meaningful change, a holistic and strategic approach is required. This is why the City is developing its ***Propelling the Transformation of Clarence-Rockland's Waterfront Vision***.

Discussion

The city of Clarence Rockland has a unique opportunity to develop its over 7 km of waterfront within its urban boundaries. In order to strategically develop these properties, the city is developing its ***Propelling the Transformation of Clarence-Rockland's Waterfront Vision***.

Our Vision

We will propel the transformation of our riverfront into a vibrant, sustainable, and connected community space that fosters a strong sense of belonging, drives economic growth and promotes environmental stewardship.

Harnessing the potential of our waterfront, we will create a riverside lifestyle and community destination that:

- enriches health, well-being and quality of life for all.
- Celebrates our natural heritage.
- Generates prosperity.
- Attracts visitors from near and far.

We believe that this vision is a long-term aspiration and will require many years to fully materialize. However, at its full potential this will be a superb asset for our community and businesses. It will enable waterfront living and provide collective economic benefits.

The residents of Clarence Rockland have already expressed their interest in the development of the waterfront to establish recreational amenities and increase access to water-related activities. Many of our strategic studies have identified that a well-developed waterfront can draw both residents and visitors for sports, recreation, shopping, art, culture, and entertainment.

In order to guide this vision to its full potential, the following guiding principles are proposed;

Our Guiding Principles

Accessible, Enjoyable, and Quality-of-life-driven

- Prioritize the creation of community destinations.
- Increase access to the riverfront for a variety of activities, such as watersports, hiking, biking, shopping, art, culture, and food.
- Integrate accessibility into the design.
- Create opportunities to connect with and learn about the historic and scenic Ottawa River.

Collaborative and Community-Oriented

- Embrace the community's voice.
- Ensure that the waterfront reflects the identity and aspirations of Clarence-Rockland.
- Forge strong collaborations with stakeholders, including public-private partnerships, to unlock the full potential of the waterfront.
- Develop a transparent and effective communication channel, and accessible information to foster trust and openness among stakeholders.

Prosperous, Fiscally Responsible and Environmentally Sustainable

- Energize the local economy.
- Offering new and existing businesses ample opportunities to flourish.
- Implementing strategies, such as densification and integrated recreation, cultural and commercial zoning
- Leverage financing support from other government tiers.
- Preserve the ecosystem of the riverfront, protect natural habitats, and promote environmental stewardship.

Integrated and Future-Oriented

- Weave the waterfront into the fabric of Clarence-Rockland.
- Facilitating access to and from the waterfront district, downtown district, and surroundings districts.
- Reinvest in carefully planned infrastructure, programs and services throughout the community.

This vision along with its strong guiding principles will ensure that our community as well as visitors are able to fully enjoy the beauty of Clarence-Rockland's waterfront lifestyle.

This report to council along with the presentation marks the first steps in creating this vision. Below are the steps that we will take moving forward to confirm and redefine the vision. This will be done through;

- Foster relationships with stakeholders interested in the Waterfront Development to lay the foundations for collaborations and partnerships.
- Position the waterfront development as a key pillar of the City's new Strategic Plan, ensuring that it reflects the community's views and aspiration and is integrated with the City's other priorities.
- Formulate a Waterfront Development Master Plan, which will guide the actualization of the development, while ensuring its alignment with the City's other planning documents (Strategic Plan, Economic Development Plan, Parks and Recreation Master Plan).

[Consultation](#)

The City has consulted stakeholders on waterfront development a number of times through the development of its strategic studies. The City recognizes that more consultation is required.

[Recommendations or comments from committee/ other departments](#)

N/A

[Financial impact \(expenses/material/etc.\)](#)

N/A

[Legal implications](#)

N/A

[Risk management](#)

N/A

Strategic implications

Waterfront development is a strategic pillar in the City's current strategic plan. The City wants to do more to propel the transformation of our riverfront into a vibrant, sustainable, and connected community space that fosters a strong sense of belonging, drives economic growth and promotes environmental stewardship.

Supporting documents

Presentation - Propelling the Transformation of Clarence-Rockland's Waterfront Vision