



GEORGINA

Town of Georgina's

Willow Beach Park Revitalization Project

Project Update for the Georgina Environmental Advisory Committee

Presented by:

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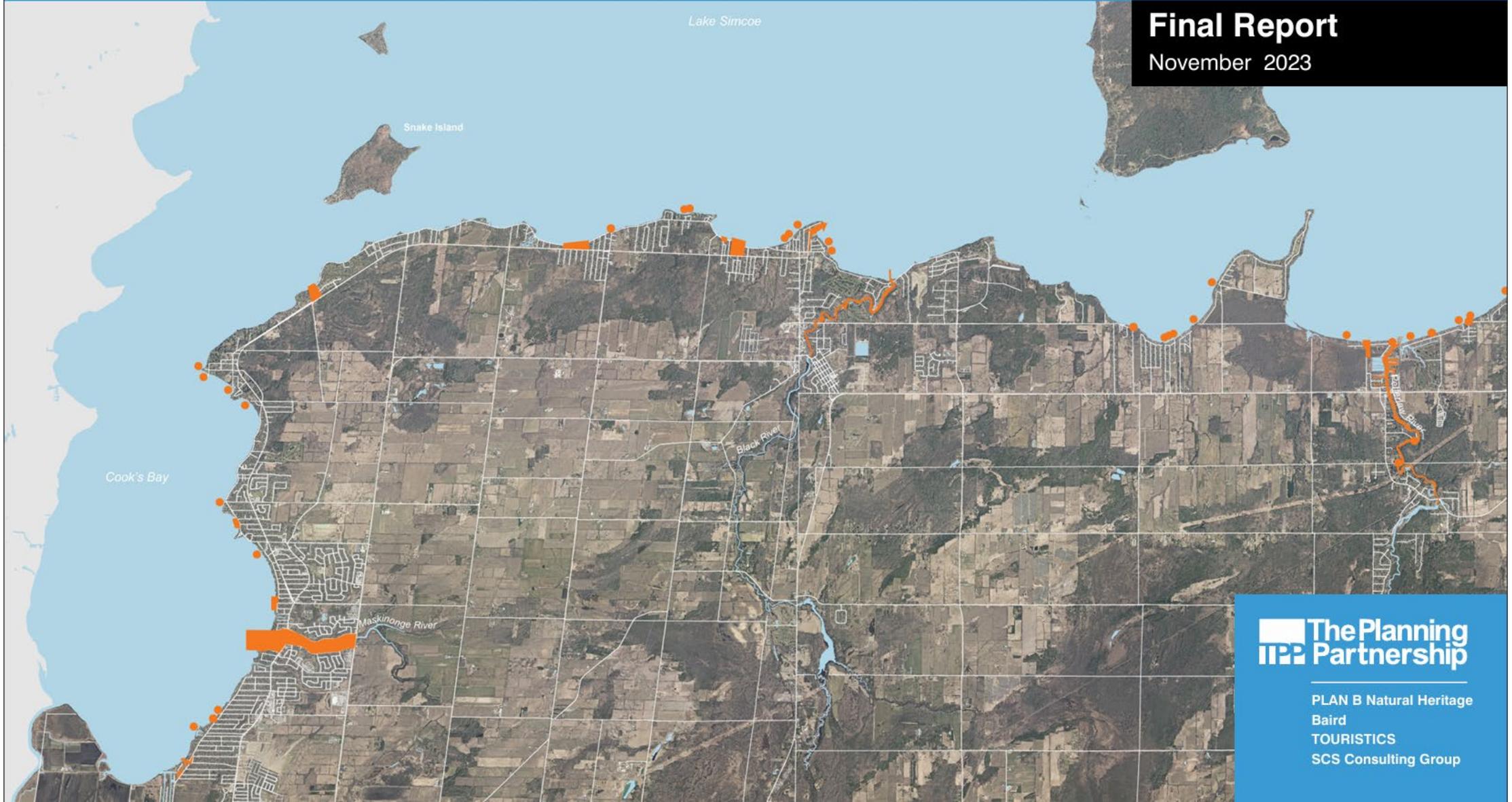
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July 8, 2025

Town of Georgina

Waterfront Parks Master Plan

Final Report
November 2023



 **The Planning
Partnership**

PLAN B Natural Heritage
Baird
TOURISTICS
SCS Consulting Group

1 Why was a master plan needed?



2 What were the goals of the project?



Waterfront Parks Master Plan Principles

Connect to the Water



Pedestrian Priority



Safety for Park Users



Tourism & Economic Development



Variety of Activities/
Flexible Spaces



Clear Organization



Georgina's Waterfront Parks At a Glance

52km
of Shoreline

16
Waterfront Parks

43
Locations for Public
Access to the Water's
Edge

93 Acres
of Waterfront Parks

27
Road Ends



Implementation Priorities: How were projects assigned a priority ranking?

1

In need of improvement

Degraded landscape

Play equipment in need of repair

Creates a more sustainable space

Creates a safer, more comfortable public place

2

Benefits the most Georgina residents

High number of residents within a 15 minute walk (approximately a 1.2 km radius)

3

Solves a problem

Enhancing the park becomes part of a solution for something bigger (e.g. Lake Drive realignment)

Create more parking

Creates a permanent year round washroom

Improves poor drainage/erosion problems

Mitigates contamination

4

Investment will have an impact on investment, tourism and economic development

Supports nearby businesses, creates opportunities for new businesses

Creates opportunity for new residential development

Creates a highly visible signature waterfront park



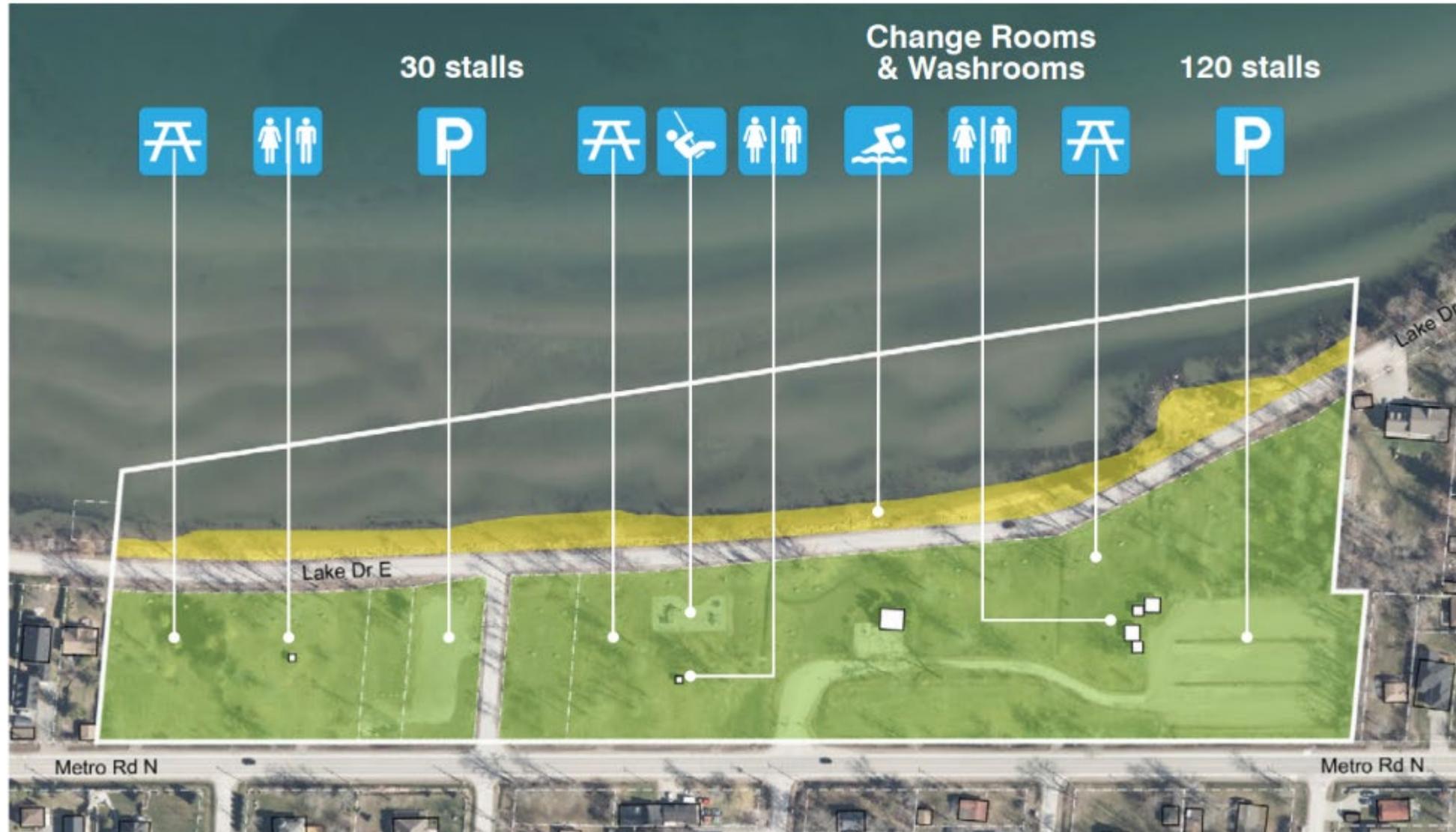


Project Background





Existing Conditions





Metro Road North

Lake Drive East

Willow Beach Park (2023)



Existing Conditions

What people want

- A park without large poorly drained areas
- Healthy trees
- Safe access down to water
- Place to launch canoes/kayaks, place for dogs, place for residents only at the water's edge
- Buoys to keep boats away from swimming, life guard station
- Signage of what you can and can't do
- More parking, better managed
- More facilities like an exercise circuit, splash pad, bigger playground, skate park, sports fields and storage racks for canoes/kayaks
- Better washrooms and change rooms
- Make sure we can accommodate ice fishing, snow machines, ATVs, space for events, place for community activated public art
- Widened beach



Lake Drive in front of Willow Beach Park



Cars parking on the beach along Lake Drive for ice fishing



Existing playground in Willow Beach Park



Existing washrooms/change rooms in Willow Beach Park

Willow Beach Survey Results



Redirect Lake Drive

Permanently transform Lake Drive at Willow Beach to create a widened beach. Add a pedestrian promenade and cycling route. New driveways take traffic to Metro Road N



Seasonal Closures

Close Lake Drive along the Park to cars for the summer and redirect cars to adjacent streets. Use the road for pedestrians and cyclists only in the summer. Beach remains as is.



Make Lake Drive One-Way

Make Lake Drive one-way eastbound, use other lane for pedestrians and cyclists only. No change in beach



Leave Lake Drive As Is

No change to Lake Drive and no seasonal closures. It would remain open to cars. No change in the beach



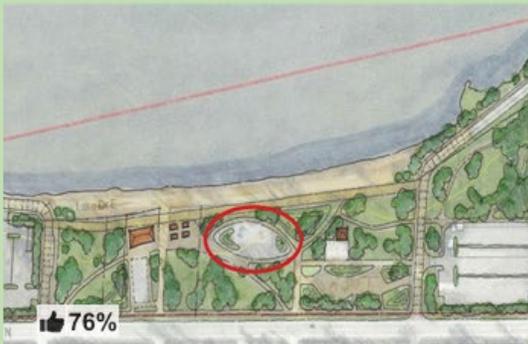
Winterized Washrooms

Build new winterized washrooms that can be used in all four seasons



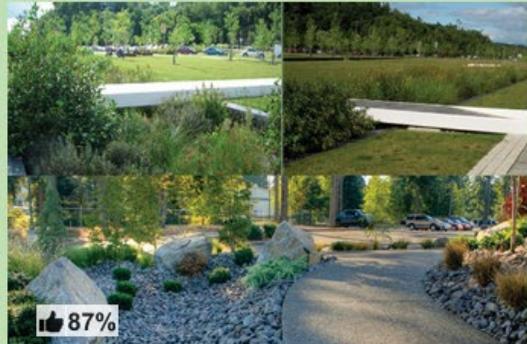
Adventure Playground

Add a new adventure playground in the area on the north side of Metro Road North (number 7 on the concept plan)



Upgrade Playground

Expand and upgrade the existing playground



Improve Drainage

Improve the drainage in the Park to create level and drier areas for picnicking



Pop-Up Commercial Space

Include an area for pop up and/or seasonal commercial uses.



Problem Statement

▶▶▶ Park amenities & infrastructure are **at the end of their service life**. Improvements are needed to revitalize this waterfront park

▶▶▶ Lake Drive East bisects the parklands and separates park users from Lake Simcoe. Pedestrians and cyclists **must cross the Lake Drive right-of-way** to access the narrow beach and shoreline.

▶▶▶ Persistent **stormwater management issues** limit the enjoyment of the space and affect how the park can be programmed





Project Objectives



Redevelop Willow Beach into a lakefront destination with **new park amenities** and recreation opportunities to meet current and future needs of the community



Prioritize pedestrian safety by separating pedestrians from vehicular traffic. Connect the park's green space directly to the water's edge by **redirecting Lake Drive East** to Metro Road North



Stormwater management improvements will **eliminate localized flooding** and reduce phosphorus runoff into Lake Simcoe



Willow Beach Park – Design Concept

- 1 Lakefront pedestrian / cycling promenade, widened beach
- 2 New pedestrian priority streets connecting to Joel Ave and Jacksonville Rd
- 3 McNeil Road as pedestrian zone
- 4 Walkway along Metro Rd. N
- 5 Parking on the west side (screened with trees) / Kayak storage area
- 6 Multi-use play court on relocated parking lot
- 7 Adventure play/ adult fitness stations built into existing berm
- 8 Expanded playground
- 9 Plaza area for 'pop up' commercial / food trucks
- 10 New washroom and change room
- 11 Regraded lawn, new trees, picnic tables
- 12 New Walkways
- 13 Lake access for snow mobiles and fishing huts



An aerial photograph of a suburban neighborhood. In the foreground, a paved road runs along a rocky shoreline of a large body of water. A park area with green grass, trees, and a playground is visible. In the middle ground, several houses with dark roofs are scattered among more trees. The background shows a dense forest of trees under a clear sky.

Thank you