



**GEORGINA**

**Town of Georgina's**

# **Willow Beach Park**

# **Revitalization Project**

Project Update for the Georgina Environmental Advisory Committee

Presented by:

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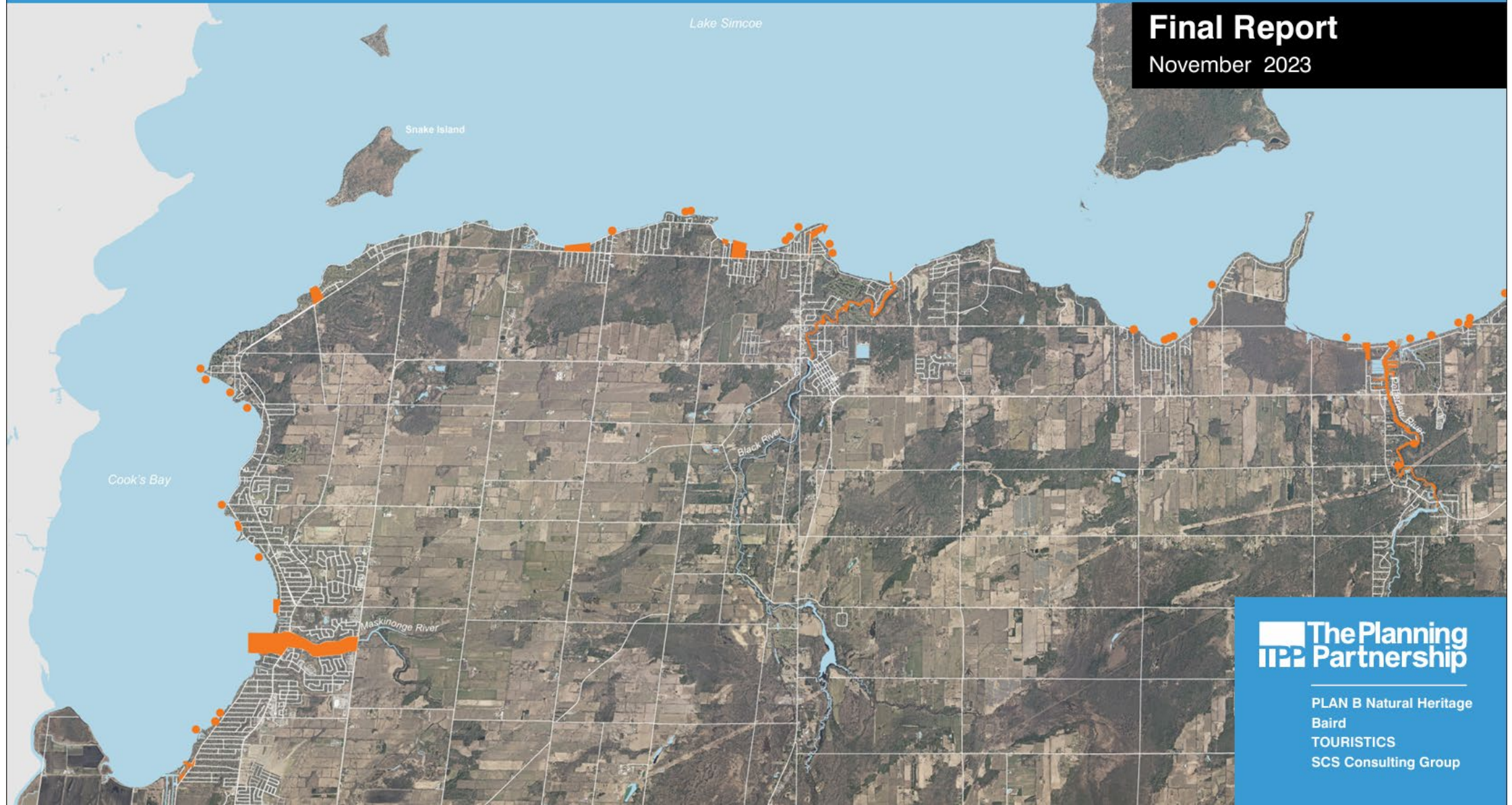
July 8, 2025

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

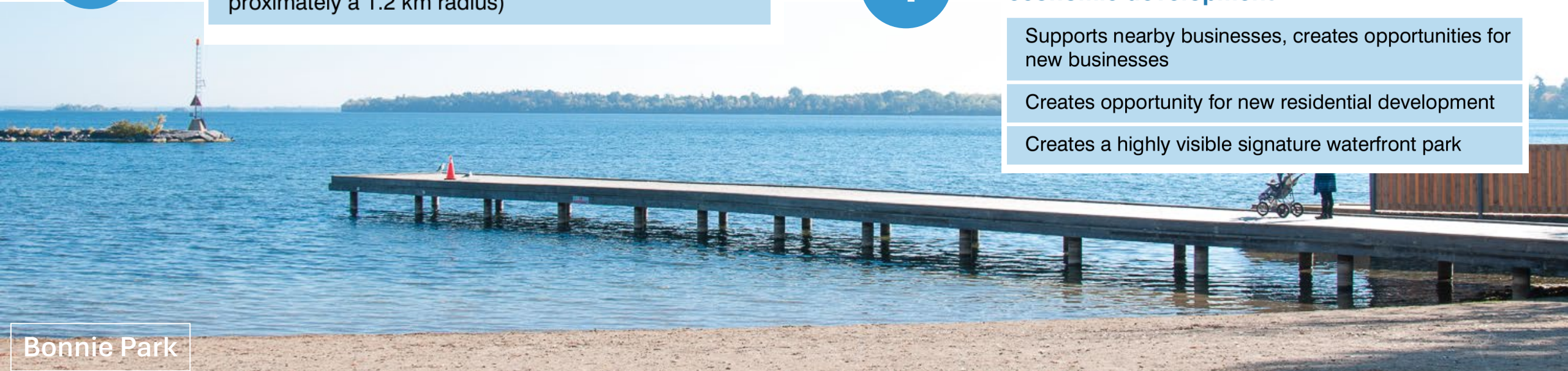
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## Investment will have an impact on investment, tourism and economic development

Supports nearby businesses, creates opportunities for new businesses

Creates opportunity for new residential development

Creates a highly visible signature waterfront park





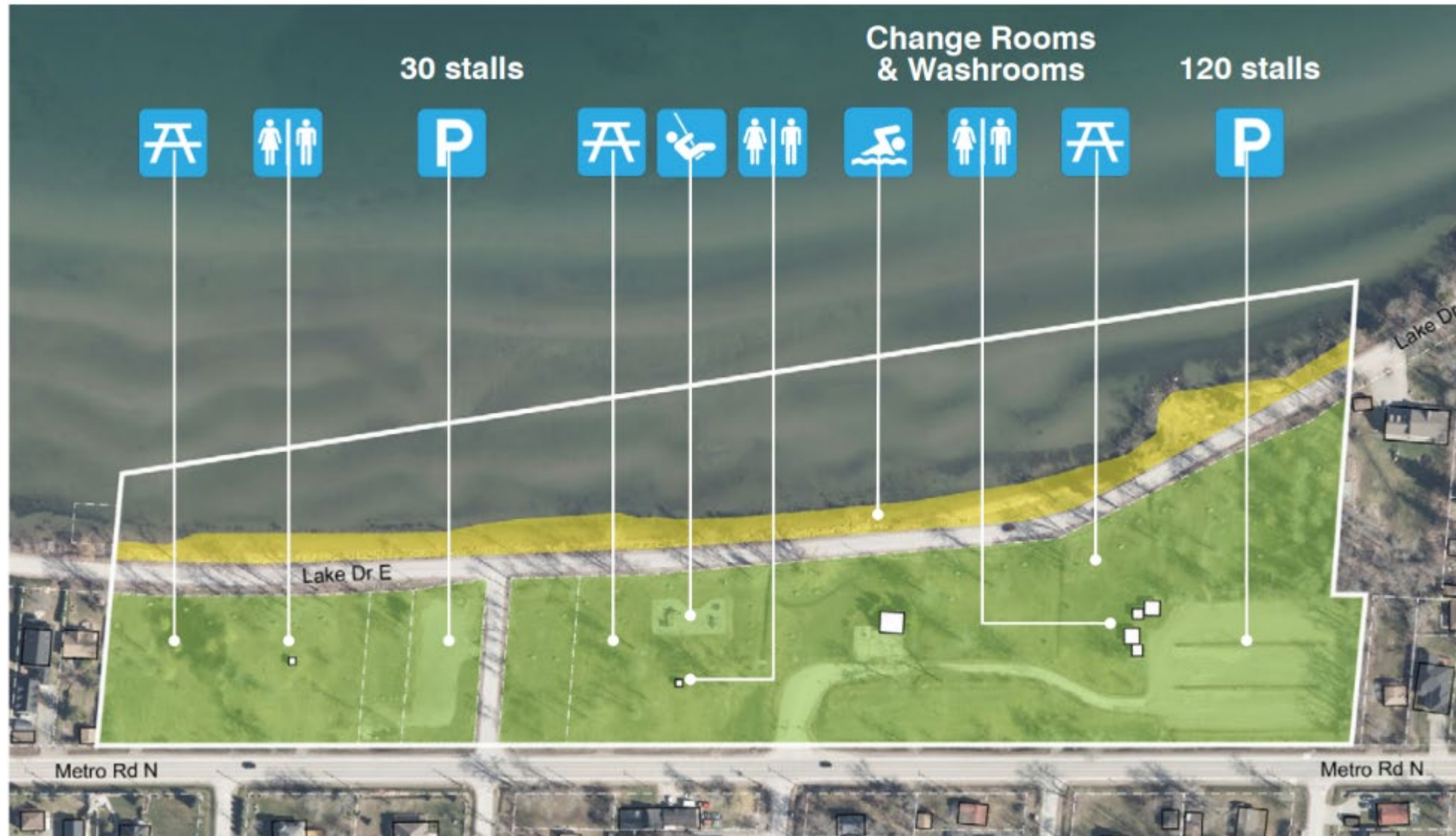


# Project Background





# 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.



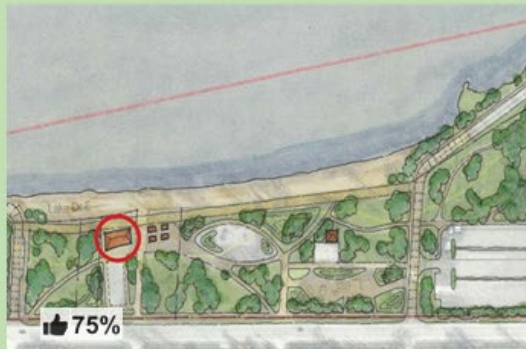
### Make Lake Drive One-Way

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



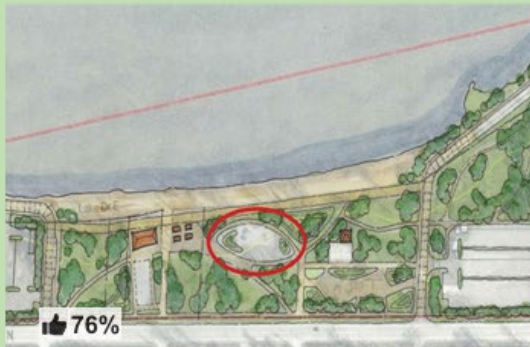
### Winterized Washrooms

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)



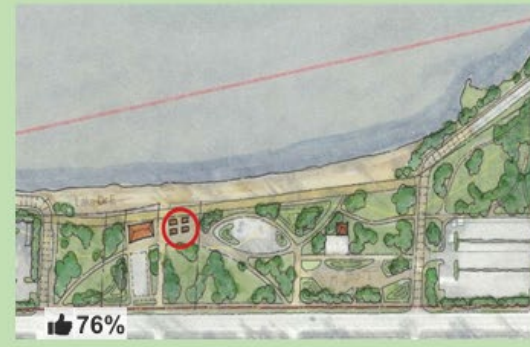
### Upgrade Playground

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

Design Concept Rendering

- 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 greenish lake. A park area with a playground and a small green building is visible. The middle ground shows a residential street with houses and trees. The background is a dense forest of green trees under a clear sky.

Thank you