



Muskoka Wharf Revitalization Plan

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Glossary

Action: Specific activities designed to achieve the objectives of the plan

BIA: Gravenhurst Business Improvement Area

Chamber: Gravenhurst Chamber of Commerce

CIP: Community Improvement Plan

Downtown: The central area or main business and commercial area of a town or city

Downtown Revitalization: A program developed by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

Goal: Broad qualitative statements describing the desired result

MSDC: Muskoka Steamships & Discovery Centre

Muskoka Wharf: A mixed-use development located on 89 acres of waterfront on Lake Muskoka in the Town of Gravenhurst (see p. 17 for a Map of the Wharf illustrating the boundaries of the site and the study zones)

Objective: Quantitative elements required to achieve the goals

Off season: November through April

OMAFRA: Ontario Ministry of Agriculture, Food and Rural Affairs

Peak season: May through to the week after Thanksgiving (as defined by businesses and stakeholders)

Resident, permanent: A person who lives in Gravenhurst year-round

Resident, seasonal: A person who lives in Gravenhurst one or two seasons a year (see summer season below), or that uses a secondary residence year-round

Timeframe: Short-term (year 1-2); Medium-term (year 3-5); Long-term (year 5+)

Tourist: A person who travels to a destination outside of their usual environment (Note: other Town documents refer to this group as visitors)

Visitor: A person that visits the Muskoka Wharf (whether they are a tourist, permanent resident or seasonal resident)



Executive Summary

VISION

The Muskoka Wharf will become a year-round shopping and recreation destination for tourists and residents

MISSION

Increase number of visitors, stays, and spending by situating the Wharf as a tourism destination and integral part of Gravenhurst's commercial core

GOALS

- Increase number and types of businesses
- Create more things to do and reasons to visit
- Reduce seasonality and extend hours of operation
- Revitalize physical layout and appearance
- Enhance on-site experience and increase promotion
- Strengthen two-way links to other areas of Gravenhurst
- Unify leadership and management

OBJECTIVES

- Attract more retail and restaurants
- Increase density of buildings
- Support existing & develop new events and attractions
- Animate public spaces
- Increase recreational opportunities
- Redevelop landscaping, public waterfront areas, and parkland
- Make public spaces inviting and accessible
- Increase efficiency of traffic flow and parking
- Encourage improvements to privately-owned buildings
- Comprehensive wayfinding and placemaking signage
- Enhance existing connections and encourage movement of people (on-site and to other parts of Gravenhurst)
- Promote the Wharf as a destination
- Establish sustainable model for leadership & management of the Wharf

64 actions support these objectives

Introduction

Background

Located on 89 acres of waterfront and boasting over 2000 feet of public boardwalk, the Muskoka Wharf is a mixed-use development combining retail, food service, residential, and accommodation. The Wharf is anchored on either end by the Muskoka Steamships & Discovery Centre and hosts many festivals and events.

The existing Wharf development was first envisioned in 1987 as a multi-use tourism and cultural development. The project represented a public-private partnership between the Town of Gravenhurst, the Muskoka Steamships & Discovery Centre, and land developer Evanco Corp. By the time the \$170 million development was underway in 2005 it was projected to increase tourism to the area by one million visits per year and create an annual economic impact of \$78 million. (Adelle Larmour, Gravenhurst to see \$670M worth of development," *Northern Ontario Business*, November 2005)

Why Revitalize the Muskoka Wharf?

Although the Wharf has recently experienced some exciting retail development as well as significant investment by the Muskoka Steamships & Discovery Centre, overall, the site has fallen short of the ambitious goals established when it was built 15 years ago.

Based on the as-built master plan there are still six undeveloped parcels (representing approx. 28,747 sq. ft.), businesses are not thriving, and the increase in service-based businesses means that the current retail, food, and recreational offerings do not attract the number of visitors needed to create a substantial economic impact. If the Muskoka Wharf was effectively positioned to attract 50,000 additional visitors, Gravenhurst could see a direct economic impact in excess of \$8 million. (Based on data from the Gravenhurst Visitor Survey, 2019)

Furthermore, the vision, mission and goals outlined in this Plan support the vision identified in the Town of Gravenhurst Strategic Plan: "Gravenhurst will be the Muskoka destination. The most innovative community in Ontario – clean, green, intelligent and sustainable." In addition to alignment with the primary vision, implementation of the Wharf Revitalization Plan will help to support a number of specific goals in the Strategic Plan:

- A more diverse economy with more year-round employment opportunities
- Increasing the Town's profile and visibility with more effective marketing
- Creating better movement of people and linkages between the 3 commercial districts in Gravenhurst and investment in walking, hiking and biking trails
- Building cultural capital by valuing cultural and heritage assets and working with partners to make existing cultural and heritage features stronger and more attractive to visitors and residents



2

Businesses at the Wharf between 2015 and 2018 experienced:

- Higher turnover
- Lower than average (business) satisfaction rate when compared to the rest of the Town and Province
- A feeling of disconnect from the downtown
- Less business reinvestment
- Consistent challenges with seasonality

(Town of Gravenhurst Annual Business Review Survey)

Methodology

Downtown Revitalization

Gravenhurst’s Downtown has benefited from a successful revitalization process. Based on these best practices, a modified version of OMAFRA’s Downtown Revitalization Program was used to develop this plan. The Muskoka Wharf is a tourism development, not a downtown by definition, but many of the program tools were used to inform data collection and strategy development.

Community Engagement and Communication

The Wharf Revitalization Project was formally launched at a public meeting held in September 2019. A dedicated webpage on the Municipal site was established to provide information about the project and ongoing updates were issued via media release as well as a monthly newsletter. Specific project updates were promoted on social media as well as through the local newspaper.

The community engagement for this plan was completed prior to the Covid-19 pandemic. The pandemic has highlighted opportunities to improve services and facilitates to support safe reopening and usage of the wharf now and in the future. Revisions to the plan have been completed to incorporate such measures and will be considered ongoing as individual actions are implemented.

Public Meeting - Project Launch

- September 2019
- Over 120 people attended
- Key-note presentations by: Your Town Rising
- Interactive engagement:
 - ✓ Postcards from the future
 - ✓ 24 hours at Muskoka Wharf
 - ✓ Community chalkboards



Original Vision

“To create a visitor destination with significant impact and year-round appeal that will provide substantial economic development benefits for the region, and help attract visitors to the Ontario marketplace and to Northern Ontario in particular.”

(Muskoka Wharf Project - Business Case, 2001, p. 8)

Consultation and Data Collection

The consultation process incorporated a range of tools including on-site surveys, an online survey, one-on-one interviews, email exchanges, and social media monitoring. Consultation occurred between August and November 2019.

Summary of Data Collection Tools

Item	Description
Business Mix Analysis	Businesses were assigned to a category and plotted on a map to create a visual representation of the current business types and locations.
24 Hours at the Wharf	Participants were asked to identify the activities taking place at the Wharf at various times throughout the day and to note seasonal differences.
Visioning Exercise	Participants were given the opportunity to write a "Postcard from the Future" detailing their vision for the Wharf.
Community Chalkboards	Participants were asked to complete the following statements: "...brings me to the Wharf" and "I love the Wharf because..."
Trade Area Analysis	Postal codes provided by visitors during on-site surveying were used by OMAFRA to define the Trade Area for the Muskoka Wharf.
On-Site Survey	Visitors to the Wharf were intercepted in a variety of locations and during different times of the day. Two separate, four day sessions were held in August and October. 285 surveys were completed with a total of 730 suggestions were collected.
Online Survey	The survey included questions to determine why residents do or do not visit the Wharf, as well as demographic information. Respondents were given the opportunity to provide suggestions for improvement. 460 surveys were completed and over 1300 specific suggestions and ideas were provided.
Business Owner and Stakeholder Consultation	Twelve business owners were interviewed as well as event organizers, the Chamber of Commerce, and staff from the Muskoka Steamships & Discovery Centre. In addition, input was requested from the remainder of the businesses and the resident associations. The draft plan was circulated for comment to the following stakeholders: <ul style="list-style-type: none"> • Town of Gravenhurst staff • Muskoka Wharf Association • Muskoka Steamships & Discovery Centre Board
Social Media and Other Informal Feedback	Comments related to this project that appeared on social channels (Municipal and local media) were monitored. Feedback received by the project coordinator via telephone, email and conversation was also tracked. All relevant comments were considered in the development of this plan.



Have your Say: The majority of responses from the on-site survey were from tourists. It is evident from the surveys, as well as general observation during site visits to the Wharf, that the primary users of the site are tourists. Conversely, over 60% of responses to the online survey were from permanent residents. Both surveys received a similar amount of responses from seasonal residents. The key findings take into account the themes where these distinct groups overlap and where they differ.

SWOT Analysis

Strengths

- Geographic location (close to downtown, proximity to GTA; Hwy 169 corridor)
- Natural beauty
- History/Heritage – Muskoka Steamships & Discovery Centre
- Events
- Farmers' Market
- Boardwalk and trails
- Ample parking
- High occupancy rate in buildings
- Muskoka Steamships & Discovery Centre expansion

Weaknesses

- Overgrown vegetation (limits water view and overall attractiveness of site)
- Seasonality
- Not all property use supports tourism
- Not enough to do (to draw people or extend stays)
- Lack of recreational opportunities
- Inadequate signage
- Site is divided by Hwy 169
- Parking challenges during events
- Docking policies

Opportunities

- Undeveloped land (third condo site and six privately owned parcels)
- Private investment to increase retail, food, and attractions
- Increase events and programming Nov-Apr
- Promote connectivity (transportation and signage)
- Community Improvement Plan to encourage improvements to privately-owned buildings
- Encourage recreational experiences
- Marketing campaign to situate the Wharf as THE Muskoka destination

Threats

- Competition from more vibrant waterfront attractions
- Perception that the Wharf is disconnected from other parts of Gravenhurst
- Changing demands and demographics of tourists
- Lack of ongoing re-investment from owners
- Limited business hours of operation and seasonal closures
- Perception from residents that the Wharf is only attractive to tourists
- Wharf Association unable to build capacity



Key Findings

This section presents the key findings based on the feedback received from the entire consultation process. To develop the goals, objectives, and actions in this plan, data was collected to help answer a series of guiding questions.

Guiding Questions

- Why do people visit the Wharf?
- Why don't people visit the Wharf?
- How often do people visit, and when?
- How do they get there?
- What businesses, services, and amenities are available?
- How can the Wharf be improved?
- What new businesses do people want to open at the Wharf?

Why do people visit the Wharf?



People go to the Wharf to...

- Attend an event or festival
- Shop for specialty items
- Access professional services
- Sightsee & for recreation
- Experience unique dining options
- Visit Muskoka Steamships & Discovery Centre

Why don't people visit the Wharf?



A very small number of people (5% of responses or about 23 people) that responded to the online survey stated that they never visit the Wharf. When asked why, the answer was generally that there was nothing to draw them there. 18 of these responses were from permanent residents. Considering the Wharf is primarily a tourism destination this reply is not unexpected, however it does suggest there is an opportunity to grow a secondary market which targets permanent residents.



Ready for Revitalization: The Muskoka Wharf is well positioned for improvement. A busy event schedule attracts many visitors throughout the summer season and a wide-range of people take advantage of the scenic vistas and public boardwalk and trails. "Watershed Wonders" opened at the Discovery Centre in 2018 creating an enhanced on-site visitor experience.

The MSDC has made significant investments in marketing and is currently undertaking a substantial expansion to create new exhibits which will feature the Wanda III, the Stanley Meek Steam Era Exhibit, and an Indigenous Gallery. Fostering the existing partnerships between the Town, the MSDC, Wharf businesses, and other stakeholders will be critical in leveraging these assets.

How often do people visit, and when?

The online survey indicated that most people visit the Wharf once per month or twice per year. Diversifying the products and experiences available would not only draw more people, but also increase the frequency of visits from the existing customer base.



17 out of 23 businesses at the Wharf operate year-round, however 10 of these are in the service-based sector (i.e. medical and financial).



12 of the 23 businesses at the Wharf directly support tourism. Of these, only half are open year-round. While most are open at least one day of the weekend, none are open mornings before 9am and only half are open after 6pm. Limited business hours are a barrier to growing the tourism market and this reinforces the perception from permanent residents that the Wharf is a seasonal destination.



In the online survey, 33% of people said they would likely visit the Wharf between November and April if more businesses were open and 31% said they would use extended hours (after 6pm).

How do they get there?



73% of people that responded to the survey said they primarily travel by car to visit the Wharf.

Encouraging active transportation and two-way links between the Wharf and other parts of Gravenhurst would alter the perception that the Wharf is disconnected from the Town and address parking congestion.

Note that although a parking study conducted in 2019 concluded that the current parking system is sufficient to accommodate typical peak parking demand, consideration should be given to forecasting future requirements based on development actions proposed in this plan.

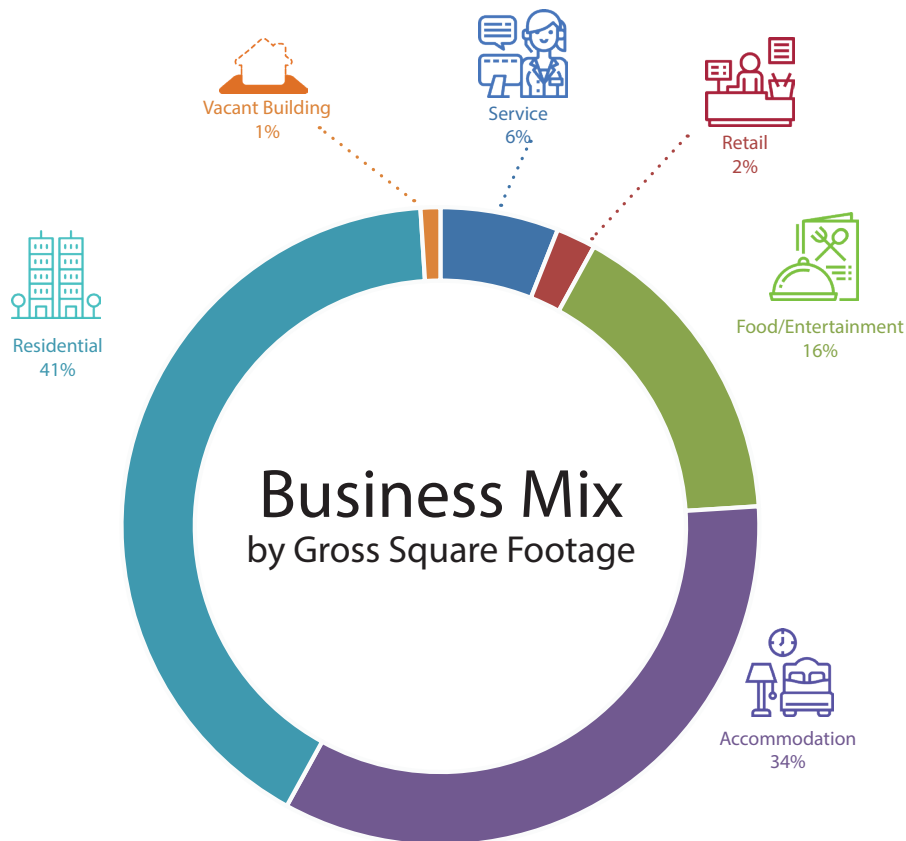


What businesses, services, and amenities are available?

The current businesses operating at the Wharf were categorized according to type as part of a business mix analysis i.e. service, retail, food & entertainment, accommodation, residential or vacant. Calculations do not include undeveloped land, but those lots are noted on the map in Figure 3.

Figure 1 provides the breakdown based on square footage. Figure 2 indicates the mix of building uses by the number of units. Although the majority of the square footage is currently dedicated to accommodation and food/entertainment, the largest category by number of units is service-based businesses. The shift to service-based businesses at the Wharf is further demonstrated on the map in Figure 3 which illustrates the cluster of this category on the West side (especially in study zone 3, see map on page 17).

Figure 1



The heritage anchor attractions (The Muskoka Steamships & Discovery Centre) and accommodations were to be complemented by related retail, food and beverage facilities with a suggested merchandise mix of “equal one-third portions of entertainment, food & beverage, and retail.”

(Muskoka Wharf Project - Business Case, 2001, p. 10, 27)

Figure 2

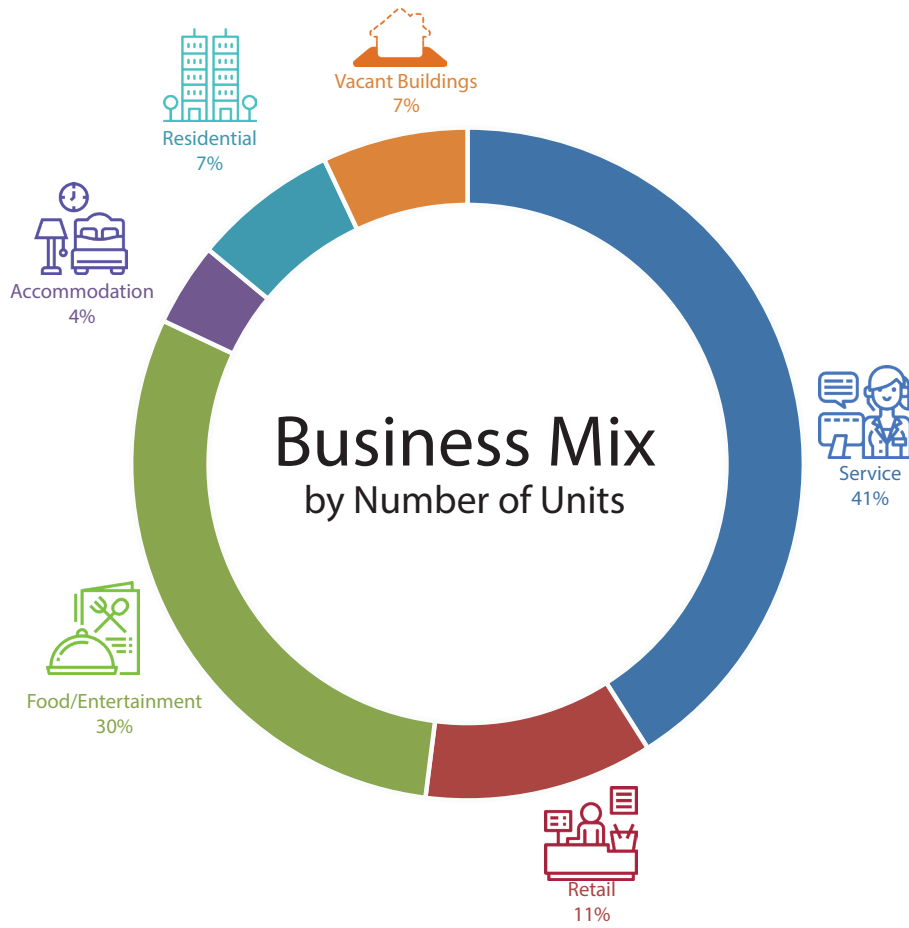


Figure 3



How can the Wharf be improved?

These questions represent the core of the consultation process. They were included explicitly as questions in the on-line survey, the customer origin survey, and the business and stakeholder interviews. Answers were also inferred from the other data collection exercises and from social media comments.

Based on all of these sources, these are the most repeated suggestions for improvement:



A greater number and variety of shops and restaurants



Enhancing the gardens and landscaping




More events and activities to do year-round

Note the themes remain consistent when the data is broken down by tourists, permanent residents, seasonal residents, and businesses/stakeholders. This suggests that actions designed to grow the site as a tourist destination would also benefit residents and business owners. See Figure 4 below.


Figure 4

Tourists




- More shops, restaurants
- Great as it is (general positive comments)
- Large playground, more things for kids
- Landscaping maintenance
- Extended hours

Permanent Residents


- More shops, restaurants
 - Landscaping maintenance
 - Open year-round
 - More affordable shops, events
 - Less focus on tourists
- 

Seasonal Residents



- More shops, restaurants
- Pop-up retail
- Animate spaces, workshops, experiences
- Great as it is (general positive comments)
- Landscaping maintenance

Businesses/Stakeholders

- Open year-round
 - More shops, restaurants
 - More off season events
 - Extended hours
 - Landscaping maintenance
- 

The most repeated suggestions for new businesses based on all data sources:

1. Café, coffee shop
2. Clothing store
3. Grocery store, market
4. Brewpub, brewery, distillery
5. Entertainment, music venue
6. Convenience store
7. Art Gallery, antiques, artisans, studios
8. Outfitter (water sports/bicycles)
9. Bakery, desserts
10. Gifts, souvenirs



What new businesses do people want to open at the Wharf?

Based on all of the sources, these are the new businesses that would have the biggest impact:



Café, coffee shop



Grocery store, market



Outfitter

It is notable for this question (as in the previous question), that there is a consistency of suggestions across the diverse stakeholder groups surveyed for the plan. Although some businesses identified in Figure 5 below specifically support the tourism market (such as an outfitter, which makes the top 5 for tourists and business owners), many of the suggestions would support the growth of all markets (i.e. café/coffee shop, grocery store/market, or a brewpub).

Figure 5



The Plan

Vision

The Muskoka Wharf will become a year-round shopping and recreation destination for tourists and residents

Mission

Increase number of visitors, stays, and spending by situating the Wharf as a tourism destination and integral part of Gravenhurst's commercial core

Goals



1. Increase number & types of businesses



2. Create more things to do & reasons to visit



3. Reduce seasonality & extend hours of operation



4. Revitalize physical layout & appearance



5. Enhance on-site experience & increase promotion



6. Strengthen two-way links to other areas of Gravenhurst



7. Unify leadership & management

Market Position

When it was originally developed, the Muskoka Wharf was intended to function primarily as a tourist destination that would "capitalize on the potential spending of seasonal residents and tourists, as well as trade area permanent residents." (*Gravenhurst Harbour Study*, pp. 27-28)

On-site surveying and observation indicated that tourists are the primary users of the site; yet recently, little effort has been made to actively cultivate this market. This is further evident in the shift to service-based businesses occupying the buildings on the West side of the site. This plan identifies tourists as the primary market for the Muskoka Wharf while acknowledging residents as an important secondary market. Goals in this plan support the revitalization of the Muskoka Wharf as a vibrant four-season tourism destination attractive to tourists and residents.



Rationale: The themes expressed most often during the consultation process were that people want more to do at the Wharf year-round and that their experience would be greatly enhanced if the site were more attractive and easy to navigate. Business owners and stakeholders indicated that those same themes would help reduce their barriers to success by drawing more people to the Wharf and in turn increasing their customer base, reducing seasonality, and encouraging people to stay longer and spend more. The seven goals proposed in this plan were developed by incorporating these themes, the market position outlined above, and economic development best practices.

Objectives and Summary of Strategic Actions

Objectives	Goals	Actions	Timeline
1. Attract more retail and restaurants	1, 2, 3	1.1 Targeted investment attraction campaign (year-round businesses)	Short-Term
		1.2 Re-evaluate Wharf Zoning to ensure site is used to its full potential	Short-Term
		1.3 Promote smaller retail areas	Medium-Term
		1.4 Pilot pop-up style retail and restaurants	Short-Term
2. Increase density of buildings	1, 2, 3, 4	2.1 Attract developers for vacant land	Short-Term
		2.2 Implement tax increment financing program to encourage development	Short-Term
		2.3 Advocate for development of third condo site	Short-Term
		2.4 Identify Municipally-owned land at the Muskoka Wharf suitable for development that meets the objectives of this plan	Medium-Term
3. Support existing & develop new events and attractions	2, 3, 5	3.1 Include a phased-in reduction option in the facility rental fee reduction application for public events scheduled at the Muskoka Wharf between November 1 and April 30	Short-Term
		3.2 Licence designated areas of the Wharf for public consumption of alcohol (align with Provincial Liquor reforms)	Short-Term
		3.3 Develop and pilot new signature events (focus on Nov-Apr)	Medium-Term
		3.4 Seek organizations/businesses to develop new events	Short-Term
4. Animate public spaces	2, 3, 5	4.1 Develop and pilot unique programming and/or placemaking at the Wharf (focus on Nov-Apr)	Short-Term
		4.2 Create a fund to support businesses or community organizations to create programming in public spaces	Medium-Term
		4.3 Define additional categories in the Municipal Events Application for small-scale recurring programming	Short-Term
		4.4 Develop public art policy to support initiatives that would increase visitation	Medium-Term



5. Increase recreational opportunities	1, 2, 3	5.1 Support existing and develop more Municipal programs and activities at the Wharf	Short-Term
		5.2 Attract operators to offer recreational experiences and rentals (four-season)	Short-Term
		5.3 Amend Wharf By-law to create more consistency across the Municipality	Medium-Term
		5.4 Install new children's playground	Long-Term
		5.5 Assess feasibility of creating a skating experience at the Wharf	Short-Term
		5.6 Extend marina season (year-round) to increase visitation	Short-Term
6. Redevelop landscaping, public waterfront areas, and parkland	2, 4, 5	6.1 Contract landscape architect to develop new manageable landscape design	Short-Term
		6.2 Assess feasibility of creating a swimming area	Medium-Term
		6.3 Develop consistent picnic areas	Medium-Term
		6.4 Extend trails to access the rock outcropping beside event field	Long-Term
7. Make public spaces inviting and accessible	3, 4, 5	7.1 Add more seating options	Medium-Term
		7.2 Re-assess docking policies	Short-Term
		7.3 Review the frequency and maintenance schedule related to town owned lights throughout the development	Short-Term
		7.4 Review winter maintenance guidelines specific to the Wharf	Short-Term
		7.5 Extend public washroom access past Thanksgiving (Lions)	Short-Term
		7.6 Audit washroom facilities and assess need for additional	Medium-Term
8. Increase efficiency of traffic flow and parking	4, 5	8.1 Redesign layout of parking spaces with reference to the 2019 parking study	Medium-Term
		8.2 Annually review traffic flow and parking during events	Short-Term
		8.3 Require consistent shuttle for events with high attendance	Short-Term
		8.4 Adjust facility rental guidelines to provide designated parking spaces for business owners during events	Short-Term
		8.5 Investigate post-development parking needs	Long-term



"If locals aren't hanging out in your downtown, neither will visitors.

They go where you go."

Roger Brooks

9. Encourage improvements to privately-owned buildings	1, 4	9.1 Amend Sign By-law to prohibit illuminated signs at the Wharf and in the Bay Street corridor	Short-Term
		9.2 Implement façade design guidelines developed for downtown	Short-Term
		9.3 Designate the Muskoka Wharf as a special zone within the CIP Project Area	Short-Term
		9.4 Develop a plan to adapt to and/or mitigate the effects of seasonal flooding of Lake Muskoka at the Wharf	Short-Term
		9.5 Develop a process to shift adjacent land to building owners and developers	Medium-Term
		9.6 Actively work to re-acquire privately-owned parcels at Wharf	Long-Term
		9.7 Advocate for redevelopment of the Ditchburn Boathouses	Short-Term
10. Comprehensive wayfinding and placemaking signage	4, 5, 6	10.1 Install new welcome sign	Short-Term
		10.2 Develop signage to identify key businesses and attractions	Medium-Term
		10.3 Develop effective way-finding signage (on-site & in Town)	Short-Term
		10.4 Develop and/or coordinate interpretive signage to enhance visitor experience and extend stays	Medium-Term
11. Enhance existing connections and encourage movement of people (on-site & to other parts of Gravenhurst)	5, 6	11.1 Encourage movement of people between event field and waterfront (through programming as well as increasing the visibility and safety of highway crossing)	Long-Term
		11.2 Improve landscaping at Lions Lookout Park to enhance view of the Muskoka Wharf	Medium-Term
		11.3 Designate the Bay Street corridor as a special zone within the CIP Project Area	Short-Term
		11.4 Implement streetscape improvements or programs to animate route on Bay St between downtown and the Wharf	Long-Term
		11.5 Develop and promote walking/cycling routes	Medium-Term
		11.6 Advocate to District to add bike lanes on Bay Street	Short-Term
		11.7 Implement bike or scooter rental program	Short-Term
		11.8 Assess feasibility of shuttle	Long-Term
		11.9 Develop & promote Gravenhurst-wide shopping	Medium-Term



12. Promote the Wharf as a destination	5	12.1 Develop coordinated marketing campaign focusing on the Muskoka Wharf as a tourist destination	Medium-Term
		12.2 Re-allocate funds for TODS signs to other advertising	Short-Term
		12.3 Identify points of interest to encourage social sharing	Medium-Term
		12.4 Determine most efficient means of providing visitor information at the Wharf	Medium-Term
13. Establish sustainable model for leadership and management of the Wharf	7	13.1 Develop terms of reference and implement staff working group to guide Wharf projects and operations	Short-Term
		13.2 Develop a more formal governance structure to ensure that stakeholders for the Wharf are able to actively participate in governance	Long-Term
		13.3 Allocate sources of revenue for maintenance and new projects at the Wharf	Short-Term
		13.4 Educate merchants on the pros and cons of a BIA for the Wharf	Medium-Term

Conclusions

Key Performance Indicators

- Number and type of businesses at the Wharf (Business Mix Analysis)
- Things to do/businesses open November to April
- Number of undeveloped lots/vacant buildings

Next Steps

This document will provide a guide for Council and staff to implement the actions required to revitalize the Muskoka Wharf. Following approval of this report, the action items will be added to the relevant departmental work plans (as indicated in the detailed action plan) led by the Economic Development, Marketing and Tourism Division:

- Initiate short term actions identified in the detailed action plan
- Identify sources of funding to support implementation of the plan
- Educate and motivate stakeholders to support the plan
- Review the plan on an annual basis and report to Council regarding the status of the implementation of the plan



Call to Action: Implementation of this plan is critical to ensure that the Wharf receives strategic and focused efforts to revitalize the site and effectively situate it for future growth. This will require strong leadership and effective partnerships. Although improvements will occur incrementally, together the actions will help achieve the vision for the Wharf to become a year-round shopping and recreation destination for tourists and residents.

Muskoka Wharf Map



Study zones were identified to facilitate the on-site surveys as well as to observe potential patterns in the way people congregate and move throughout the Wharf site. Although an important part of the Wharf, the condominiums (adjacent to Zones 3 and 4) were not identified as a specific study zone because on-site surveys were not undertaken in that location.

For more information on this and other projects visit www.Gravenhurst.ca or contact the Economic Development Team at 705-687-3412



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