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# MISSISSAUGA BUSINESS CASE

## Future Marina 1 Port Street East

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November 24, 2015  
Community Meeting

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# Marina Business Case And City Master Plan Team

Glenn Pincombe, Touristix

Jane Graham, Shoreplan

Ron Palmer, The Planning Partnership

Donna Hinde, The Planning Partnership

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# Lead up to Concepts for Marina

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- Review of all marinas on North Shore of Lake Ontario
- Review of marinas in Northern North America and Northern Europe
- Interviews with current tenants and users of Port Credit Harbour Marina
- On-line survey of Mississauga residents and boaters
- Review of all potential on-site marina and marina-related uses



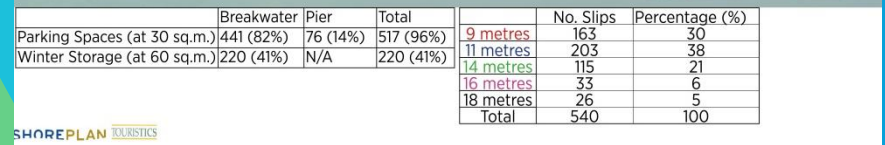
# Concepts

- Sustainable Marina Components
- Eleven concepts were generated
- Three exclusively tied to the West Wharf (as in current operation)
- Eight involve use of the East Breakwater and a portion of the West Wharf





\$20M



# Comparison of Concepts

## Components for all Concepts

Seasonal and transient slips	All
Slips 30 feet (9 metres) to 60 feet (18 metres)	All
Fuel dock and pump-out station	All
Charter fishing boat operators	All
Limited live-aboards	All
Marina office	All
Chandlery	All
Boat brokers, boat sales	All
Off-site winter storage	All
Public Access	All

# Comparison of Concepts

## Components for some of the Concepts

Access to raised viewing platform	Eight
Net profit at end of Year 10	Eight
Net profit each year (Year 1 through 10)	Seven
On-site winter storage	Six
Repair shop	Six

# Comparison of 11 Concepts

## Economic Analysis

Factors	Range
Number of slips	472 to 540
Capital cost including contingencies, site approvals and new equipment	\$20,000,000 to \$50,000,000
Capital cost per slip	\$31,000 to \$74,000
On-site winter storage for Revenue	0 to 220
Number of New jobs created on and off site	115 to 163
Total direct expenditures over first ten years (economic impacts)	\$114,000,000 to \$167,000,000



# Factors Used in Assessing Concepts

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- Capital Cost per slip
- Approvability (External Agencies)
- Full Service Marina facilities
- Total direct expenditures (Economic impact)
- Views and vistas
- Number of jobs created
- Compatibility with planned development
- On-site winter storage
- Net profit at end of Year 10
- Enhancement of public waterfront access

## Factors were ranked as to

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Most Preferred



Intermediate Preferred



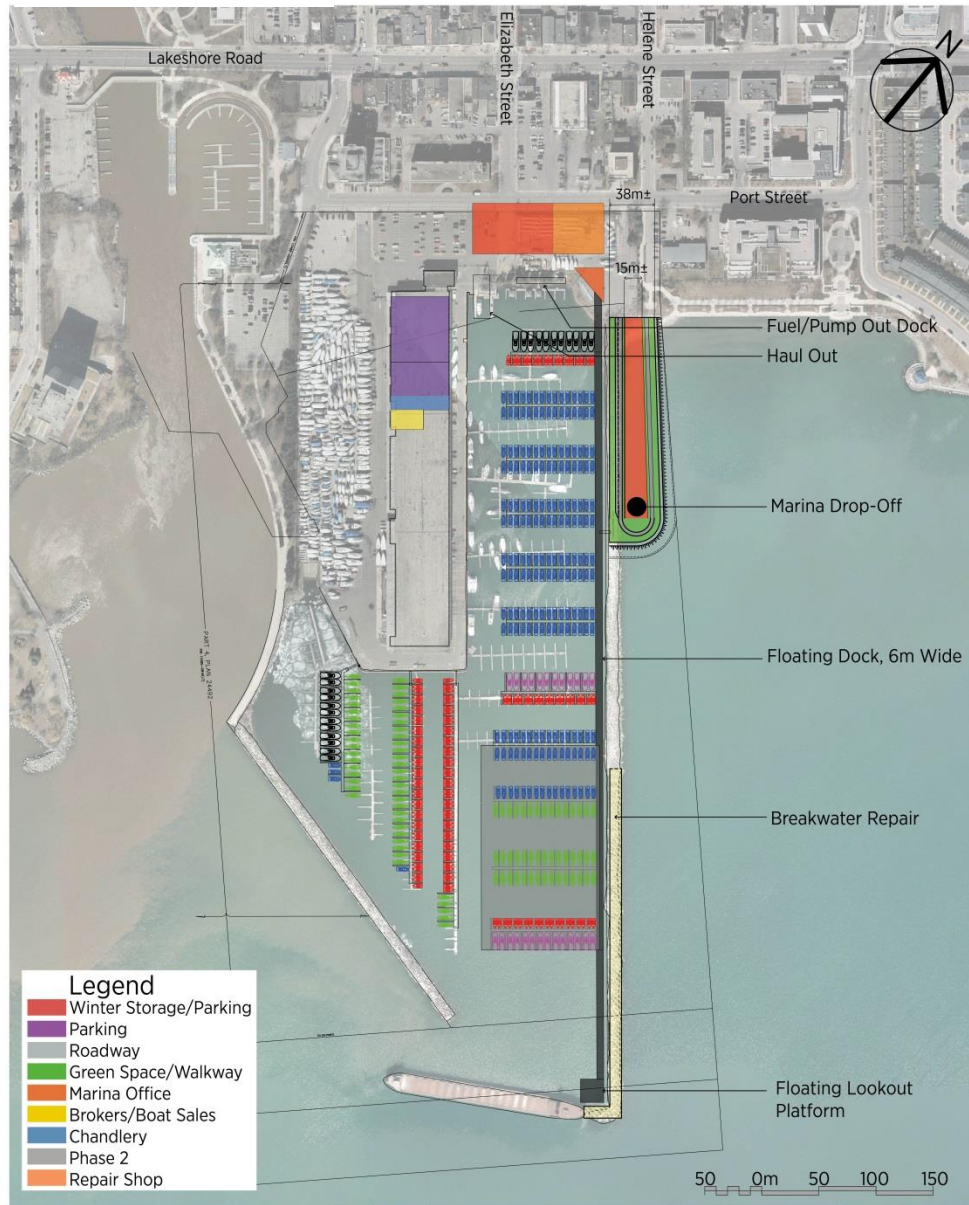
Not Preferred



# Concept A

- Public access along 6 m wide floating dock inside the basin
- Viewing platform at south end of floating access dock
- Improvements to the outer part of east breakwater
- Service dock along north shore
- Marina Office at northern base of main access dock
- No on-site winter boat storage

# Concept B



	Breakwater	Pier	Total
Parking Spaces (at 30 sq.m.)	100	141	241
Winter Storage (at 60 sq.m.)	50	50	100

Phase	No. Slips			Percentage		
	1	2	T	1	2	T
9 metres	116	20	136	31	18	28
11 metres	170	32	202	46	29	42
14 metres	50	45	95	13	40	20
16 metres	12	14	26	3	13	5
18 metres	23	-	23	6	-	5
Total	371	111	482			100

- Expanded base of existing east breakwater for approximately 200 m
- Public access along 6 m wide floating dock inside the basin and expanded breakwater
- Viewing platform at south end of access dock
- Improvements to the outer part of east breakwater
- Service dock and haul out along north shore
- Marina office at base of main access dock
- On-site boat storage on expanded breakwater and along north shore
- Repair Shop along north shore
- On-site boat storage limited to 100 boats in support of repair shop

# Comparison of Concepts A and B

Factors	A	B
Number of slips	482	482
Capital cost including contingencies, site approvals, new equipment, standard architecture	\$24,499,520	\$33,478,000
Capital cost per slip	\$38,000	\$50,000
Net Profit at end of Year 10	\$4,038,140	\$4,009,300
Number of new jobs created on and off-site	116	142
Total direct expenditures over first ten years (economic impacts)	\$116,624,010	\$144,233,420

# Comparison of Concepts A and B

Factors	A	B
Approval Process	Multiple Approvals	Multiple Approvals
On-site winter storage	0 boats	100 boats
Full Services Marina Facilities	No repair shop	Full Service
Views and Vistas	Full views	Marina Facilities impact views
Compatibility with Mixed Use	Yes	Potential for Impact
Public Waterfront Access	Yes Floating Dock	Yes Floating Dock & Expanded Breakwater



# Conclusions

- Marinas require heavy investment and have high fixed costs
- On going high occupancy and revenue producing components are crucial to financial success

Key revenue producing components are:

- Large number of seasonal slips
- Winter storage on and off-site
- High speed fuel pumps

Supportive revenue components:

- Repair services
- Chandlery (boat supplies store)



# Conclusions

As a stand alone facility, none of the eleven marina concepts would be attractive to the private sector.

To protect the future of a marina on the 1 Port Street East site as a stand alone marina operation, expect that the municipality would need to be involved through ownership and/or operation

# Conclusions

A future marina at 1 Port Street East is an economic, recreational and cultural heritage imperative and of strategic importance to Port Credit and the City.

City to consider leading viable solution e.g. land/waterlot, partnership, Federal and Provincial funding, Planning Act, “City Building” project

## Community Objectives/Benefits

*1 Port Street East to be a destination:*

- sustainable marina
- marina marketplace
- a place to live work, make and play
- views and vistas
- marine heritage
- natural environment

## Opportunities to Achieve Benefits

- Section 40 - Parking
- Section 42 – Parkland Dedication
- Section 37 – Height/Density Bonus
- Development Charges
- Negotiated Agreements
- Government Funds

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# Issues for the Master Plan

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- Appropriate balance between development and the potential to generate lands/funds/benefits
- Community objectives and benefits priorities
- Phasing of the community objectives/benefits

# Next Steps

- Work towards a City Master Plan
- Community Workshop
  - Wed Dec 2 - Refine design framework with Marina; explore site development options
  - Thurs Dec 3 - Input on development options to create a preferred master plan
- February 2016 – Community Meeting to review Draft Master Plan

# Master Plan Workshop

## Community Workshop Schedule

### Wednesday, Dec 2<sup>nd</sup>: Day 1

12:00pm		
1:00pm		
2:00pm	Drop-in Discussion with Team: Confirm Design Parameters with Modeling and Illustration	Focus Group Meetings Confirm Design Parameters re: Marina & Jobs
3:00pm		Focus Group Meetings Confirm Design Parameters re: Parks, Built Form, Land Use, Mobility
4:00pm		
5:00pm		
6:00pm		
7:00pm	Presentation by Consultant	
8:00pm	Table Group Discussion on Principles and Options	
9:00pm		

### Thursday, Dec 3<sup>rd</sup>: Day 2

12:00pm		
1:00pm		
2:00pm	Drop-in Discussion with Team: Comment on Emerging Concept with Modeling and Illustration	Focus Group Meetings Comment on Emerging Concept re: Marina & Jobs
3:00pm		Focus Group Meetings Comment on Emerging Concept re: Parks, Built Form, Land Use, Mobility
4:00pm		
5:00pm		
6:00pm		
7:00pm	Concept Testing Workshop - Comment on Emerging Concept	
8:00pm		
9:00pm		

**Location: Clarke Memorial Hall**

161 Lakeshore Road West

Visit [www.inspirationportcredit.com](http://www.inspirationportcredit.com) to Register!



The background is a solid blue color. In the top-left corner, there is a semi-transparent light blue circle containing the text 'Thank You' in white. A thin, horizontal yellow line spans the width of the image, passing through the circle. A large, dark blue triangular shape points upwards from the bottom-left corner, partially overlapping the circle and the yellow line.

Thank  
You

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