



Imagine our waterfront

The Ojibwe people call this the place of “shining blue sea water.”

Thunder Bay has, quite simply, one of the most beautiful natural settings in the world: Lake Superior, framed by the boreal forest and the ancient Nor-Wester Mountains, watched over by the Sleeping Giant. The lights of the city sparkle like jewels. **How unexpected:** an international port city in the centre of Canada!

Imagine all 52 kilometres of Waterfront developed to its full potential. **Imagine** its unique and breathtaking beauty preserved and protected, for all who live and visit to enjoy and admire.



Imagine our Waterfront:

Connected

Easy to get to and connected from Chippewa Park through Current River to Trowbridge Falls Park.

Accessible to all and for many uses.

Better linked to downtowns, neighbourhoods, attractions and heritage areas.

Year-round

A hub of activities that make the most of each season.

A place to live, work and play.

A people place every day of the year.

Ours to celebrate

The immense power and possibility of the natural setting.

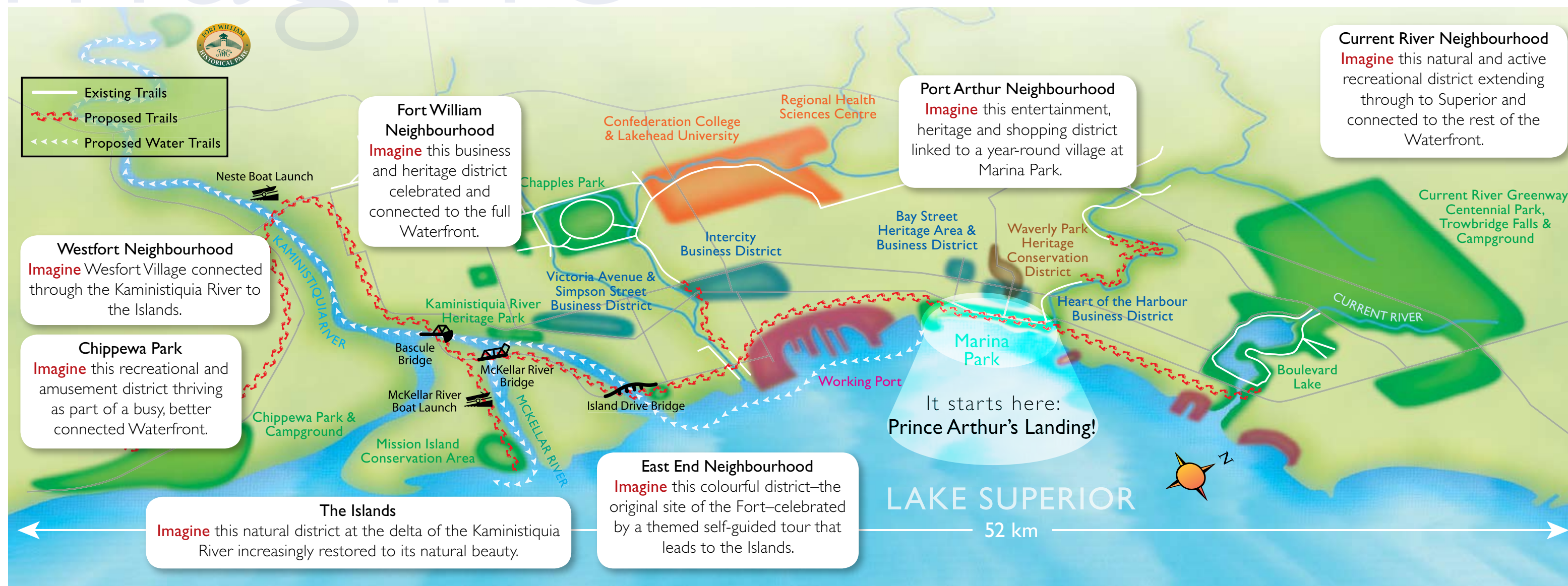
The defining contribution of Aboriginal people.

The living heritage of the Lakehead.



The time is right. **Let's do it!**

IMAGINE our Waterfront... 10 years from now.



Ours to celebrate

Imagine sights, sounds and lots of activities that, each day, **celebrate** the life and history of our community.



Taking your child to the splash pad at the water's edge.

Connected

Imagine our Waterfront **connected** by trails, water trails and themed signage that tells our story.



Taking a water taxi to the Islands for a walking tour to see the deer.



Shopping on Red River Road right through to the Public Pier at Prince Arthur's Landing.



Skating, then warming up with a hot chocolate by the fire pit.



Lunching at Bay and Secord, then strolling down to the Waterfront.



Living on the Waterfront by the downtowns.



Relaxing with a cup of coffee or a cold drink and enjoying a great view.



Sharing a picnic at the mouth of the Current River.



Hiking from Chippewa to the Current River to Chapples on a trail that links to all of Canada (Trans Canada Trail).



RVing and making the Waterfront your vacation destination.



Exploring our wetlands and meeting birders from around the world at Mission Marsh.



Celebrating the contribution of our elevators to Thunder Bay's growth and the success of the Seaway.



Skateboarding or the thrill of spectating.



Enjoying all kinds of adventures whether you are an outdoor – or armchair – enthusiast.



Enjoying new festivals that celebrate the water: kayaking? sailing? fishing? ice climbing? recreational activities of all kinds!

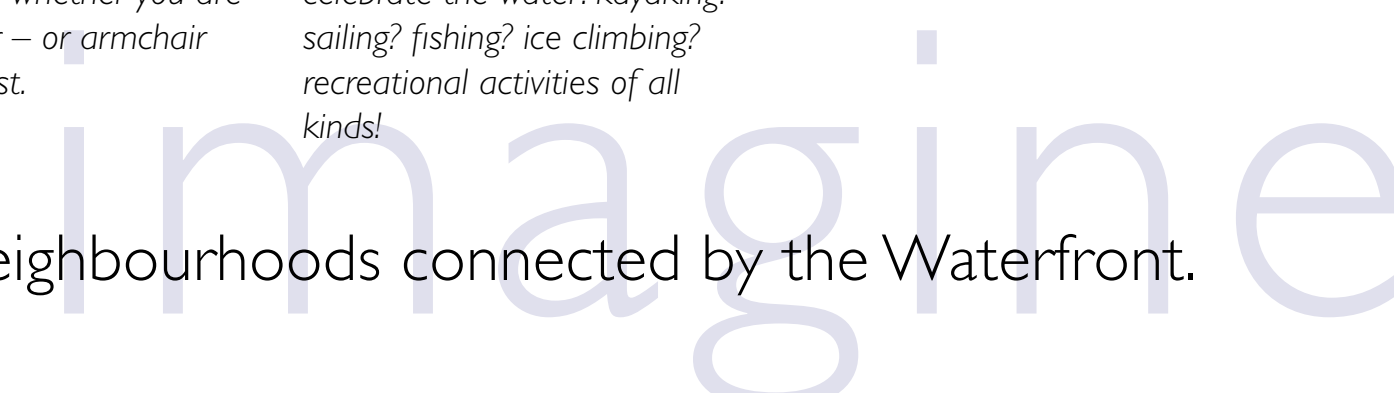


Walking or jogging the Waterfront trail.

Year-round

Imagine you are drawn **year-round** to our Waterfront when you want something to do—whatever your age or interest.

Imagine a City of neighbourhoods connected by the Waterfront.



Is it right for our Waterfront?

As the Waterfront Development Committee evaluates projects, **we ask:**

- Does it tell a story about us?
- Does it integrate local art, crafts, themes and imagery?
- Does it use materials and designs that reflect us?
- Does it enhance connections between our major attractions, our neighbourhoods and our Waterfront?
- Does it improve accessibility?
- Does it increase public open space, parkland and activities?
- Does it increase public ownership or access to the Waterfront?
- Does it bring us together as a Community and increase public participation?
- Is it as green as it can be?
- Is it financially viable and sustainable?
- Does it contribute to the economy?
- Is it a partnership or collaboration?

Is it consistent with the **Vision?**

This Vision document features photos by **Lori Fox Rossi** of Thunder Bay



Waterfront Development Committee

City Council established the Waterfront Committee in December 2005 to develop a vision for the future of the Waterfront, consult with stakeholders, and to recommend strategies to develop the Waterfront to its full mixed use potential, starting with Marina Park.

Mayor

Lynn Peterson

Councillors

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Aldo Ruberto
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Citizen Members

Brian Babcock
Cameron Clark, Vice Chair
Donna Gilhooly
Norm Lavoie
Trina Rawn

As trustees of the Waterfront, the Members of the Waterfront Development Committee take this work very seriously. We appreciate the trust placed in us to represent the public and, on your behalf, to make recommendations to City Council.

Stay up to date and have your say www.thunderbay.ca/waterfront



The time is right. It starts at Prince Arthur's Landing at Marina Park!