**Table of Contents**

Section 1: Introduction 1
   1.1 Project Introduction 1
   1.2 Document Structure 1
   1.3 Developing a New Mixed-Use Community 2

Section 2: Design Principles 4

Section 3: Master Plan Considerations 6
   3.1 Design Opportunities 6
   3.1 Design Constraints 7

Section 4: Master Site Plan Summary 8
   4.1 Rendering of Prince Arthur’s Landing 8
   4.2 Master Site Plan 10
   4.3 Summary of Expanded Park Area 12
   4.4 Summary of Recommended Uses and Locations 14

Section 5: Urban Design Guidelines 18
   5.1 Key Design Guidelines Considerations 18
   5.2 Summary of Essential Design Guidelines 19
   5.2 Summary of Urban Design Recommendations 20
   5.3 Park Trails 20
   5.4 Buildings and Structures 22
   5.5 Potential Building Designs 24
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**Section 1: Introduction**

1.1 Project Introduction

In January 2006, City Council endorsed the findings of Olympia and York's Highest and Best Use Study for Marina Park. The study recommended a new mixed-use village at the base of Red River Road that included recreational, office, retail and residential uses. The study also strongly recommended that the existing park and recreational program be retained, expanded and blended with the new village area. This relationship between park spaces and urban areas was developed to expand the viability of the area as a year-round recreational destination.

Further to endorsing the study, the City of Thunder Bay retained the consultant team of Brook McIlroy Planning and Urban Design/Pace Architects (Project Lead), MSAi Architects, Urban Marketing Collaborative and Noel Harding Studio to develop a more detailed vision for Marina Park. Under the direction of the Waterfront Development Committee, and with input from City Staff and local stakeholders, the team has developed a Master Site Plan and Urban Design Guidelines to guide the transition of Prince Arthur’s Landing at Marina into a vibrant mixed-use urban park.

1.2 Document Structure

The Master Plan and Urban Design Guidelines document is organized into five (5) sections. They are as follows:

- Section 1 identifies the scope, intent and background for developing a Master Site Plan and urban design guidelines for the Prince Arthur’s Landing Project;
- Section 2 outlines the Design Principles which begin to establish the desired outcome of the project, which in turn form the foundation of the design guidelines;
- Section 3 outlines the existing development constraints, the recommended development areas for Prince Arthur’s Landing and preferred locations for new land-uses;
- Section 4 provides an overview of the Master Site Plan and provides a summary of the recommended park programming and expansion; and,
- Section 5 contains the Design Guidelines that are applicable to all new buildings proposed for Prince Arthur’s Landing at Marina Park.
1.3 Developing a New Mixed-Use Community

A mixed-use area is a development that is people-friendly, visually inviting and diverse in building forms and functions. It mixes traditional design with innovation to create a safe, convenient and attractive neighbourhood. The new Prince Arthur’s Landing mixed-use area will also integrate the expanded recreational activities recommended for Marina Park.

The Prince Arthur’s Landing Project will help to reinforce existing and proposed linkages from Lake Superior to the downtown and the City of Thunder Bay as a whole. The new development will support year round activities in the park as well as provide a new multi-use, pedestrian-oriented area. The Prince Arthur’s Landing Design Guidelines and Site Master Plan clearly describe the desired criteria for establishing this new pedestrian friendly, recreational centre, park-oriented expansion of the Port Arthur downtown.

The following Section outlines the essential elements to be considered in establishing a new mixed-use project at the Prince Arthur’s Landing Project. These elements provide the initial starting point for the project.

1.3.1 Expanding and Improving Marina Park

Marina Park is a valued recreational centre for Thunder Bay residents and any changes to the park itself need to be carefully considered. Key criteria established early in the process was that there was to be a gain of public space. It also became clearly apparent that the existing trail system is highly valued by the community. For these reasons the Waterfront Development Committee determined that any proposal would need to improve the existing system by expanding the choice of routes and diversifying the types of trails available.

1.3.2 Promoting High Quality Design

There is an opportunity to expand the level of all-season activities in the park through the development of a mixed-use, year-round village. The village is to be designed to enhance the experience of the entire park for both residents and visitors. The Waterfront has a natural beauty and drama that can be highlighted through the introduction of a multi-use village-setting with a balance of public indoor and outdoor activities. New development should be integrated in a manner that maintains view corridors from the downtown, improves access to and from downtown and complements the heritage architecture of the existing Railway Station. It is anticipated that this redevelopment will contribute to the overall revitalization of the downtown Port Arthur neighbourhood and the City as a whole.
1.3.3 Creating a Spectacular Public Realm

New development must be designed in such a way that enhances access to the water’s edge. A high quality public realm can be achieved by providing an attractive and safe circulation network for pedestrians, cyclists and vehicles, integrating parking lots in a manner that complements the natural setting, introducing locally relevant public art, designing high quality streetscaping, landscaping, tree planting, and other public amenities.

1.3.4 Encouraging Economic Renewal

Building on the success of the Marina Park planning undertaken to date, this project is an exciting opportunity for economic renewal in Thunder Bay. Development of the Prince Arthur’s Landing Project at Marina Park will significantly strengthen the sense of community identity and provide a basis for expanded economic growth through tourism, resident retention and other investment attracted to Thunder Bay’s ability to offer a high ‘Quality of Life’.

1.3.5 Moving from Concept to Realization

A key focus of the Prince Arthur’s Landing Project at Marina Park is to take the broad recommendations contained in the Highest and Best Use Study and translate them into a specific Master Site Plan that allows the City of Thunder Bay to begin the process of identifying potential development partners and tenants leading to the commencement of construction.
Section 2: Design Principles

A vision and design principles have been developed by the Waterfront Development Committee to guide the implementation of projects along the 52 kilometres of Lake Superior Waterfront, as well as the design of the Prince Arthur’s Landing Project at Marina Park. The Committee’s vision emphasizes the need for a connected, year-round waterfront that is Thunder Bay’s to celebrate. The design principles based on that vision are outlined below, following each of the 10 design principles are specific design recommendations that relate to the Committee’s overall vision for Thunder Bay’s Lake Superior Waterfront Vision.

1. Priority on the integration of public art into the design and development of the Park

Ours to celebrate – Several high profile locations for landmark art pieces have been identified including the termini of the piers and the entrance to the new marina area. A language or narrative of public art is central to the master plan design (as outlined in the Detailed Master Site Plan Document). This narrative is recommended to highlight key elements of the park including the transition from city to park to waterfront; the integration of water elements; the community heritage and spirit; and, the shipping and rail history of Marina Park.

2. Priority on new public amenities and attractions

Year Round Destination –The range of park uses has been expanded from the existing festivals, passive recreation and boating to include a skating rink/model boating pond, a splash pad, children’s boating area, new markets and shopping. A number of these uses create opportunities for the site to be used year-round.

3. Develop projects to transform the Waterfront

Ours to Celebrate -The Skateboard /BMX plaza and expanded marina will both serve to attract residents, visitors and tourists to the waterfront. Each of these projects has the potential to make the waterfront a destination. In addition, the hotel, condominiums and artisans’ market will draw people to the area throughout the year.

4. Link Waterfront initiatives to economic renewal

Connected -By expanding the range of uses on the site and adding destination activities like the skate park, the waterfront will draw more people to use the area for longer periods of time. Waterfronts the world over have used this strategy to renew downtowns that are located close to waterfronts.

5. A gain of public land and an increase in public park space

Ours to Celebrate - Lake fill and expansion of the land area in front of the CN Station will significantly add to the total area available for public recreation. This contributes to a gain of public land while retaining opportunities to expand the multi-use program of the park.
6. Ensure continuous public access along the water’s edge

Connected - The Master Plan shows a continuous waterfront trail and converts Piers 2 and 3 to public use, which further enhances public access to the water. The design maintains a minimum 20m swath of public open space along the entire length of the Lake Superior shoreline.

7. Improve access and connections from the downtown to the waterfront

Connected - The Master Plan recommends the visual and functional transformation of Water Street as the means to improve linkages to the downtown from the waterfront. This also protects the key existing views from the downtown neighbourhood to the Lake and Sleeping Giant.

8. Create a central pedestrian gateway at Red River Road into the park

Connected - A pedestrian friendly connection at Red River Road is recommended as an important component of the Master Site Plan. Access to the park at the foot of Red River Road is key to creating a gateway to the park that is historically relevant and that will best facilitate connections to the downtown.

9. Transform Water Street into a high quality park edge

Ours to Celebrate - The Master Plan recommends minimizing the traffic impacts on pedestrians by creating opportunities for streetscaping and for reducing the width of pavement and changing the appearance of Water Street to that of a parkway rather than a transportation corridor.

10. Economic and Environmental Sustainability

Ours to Celebrate - The mix of residential and commercial uses, in addition to creating an exciting and dynamic year round public space, will offer opportunities for investment from the private sector and generate taxes for the long term financial sustainability of the project and the future development of the Pool 6 lands.

The Master Plan further recommends treatments for landscaping and built form that ensure environmental sustainability through the use of local materials, recycling and innovative technologies for energy conservation and waste management.

11. Enhance and expand Marina operations

Ours to Celebrate - The expansion of the existing Marina operations builds on an important recreational use within the Park. An expanded and separated Marina provides future opportunities for additional festivals and events, increased visitor operations and new commercial services.
Section 3: Master Plan Considerations

In developing the Master Plan for Prince Arthur’s Landing at Marina Park several site plan configurations were considered and influenced by the existing site conditions and constraints. The key opportunities examined through the design process take into consideration the optimal location to create a mixed-use urban village, where a critical mass of park and retail features would have the most positive influence on the Port Arthur Neighbour and how to improve the existing park uses and events.

3.1 Design Opportunities

The key design opportunities for the Prince Arthur’s Landing Project at Marina Park are listed below.

- Creating a new urban area at the base of Red River Road to extend the downtown towards the waterfront.
- Introducing a mix of new land uses including residential, retail and office to create a year-round destination on the waterfront.
- Expanding the existing park area with a splash pad, model boat/skating rink, public art, skateboard and BMX plaza, children’s boating area, new festival area and other multi-use open spaces.
- Establishing a 20 metre continuous park area along the entire length of the waterfront.
- Developing a flexible plan for the park that accommodates changes in use.
- Making a year-round destination on the waterfront for visitors and residents that can contribute to the revitalization of Water Street and the Port Arthur neighbourhood.
- Designing an urban waterfront area that will become an anchor component to improve connections along the entire 52 kilometres of Lake Superior waterfront.
- Developing a mixed-use waterfront park that is unrivaled in the Great Lakes.

3.1 Design Constraints

The principle design constraints that informed the Master Site Plan are outlined on the map below. These constraints include:

- 30 metre set-back from the rail corridor;
- 300 metre set-back from residential from the Rail Shunting Yards;
- 300 metre restrictive covenant from the industrial lands to the south;
- The existing established green and public spaces; and,
- The existing heritage structures including the CN Rail and Baggage Building.
Section 4: Master Site Plan Summary

This section summarizes the Prince Arthur’s Landing Master Site Plan and identifies the park and mixed-use area program.

Following the Master Plan are the resulting recommended land-use for the Prince Arthur’s Landing Project.

4.1 Illustrations of Prince Arthur’s Landing

Outlined here are some of the key illustrated design recommendations for Prince Arthur’s Landing at Marina Park.

Illustration of the Skating / Model Boat Pond during winter - the Water Garden Pavilion is shown on the left and the Artisan Market is shown on the right.

Illustration of the Market Square - the Artisan Market Building is shown in the centre and the CN Building is shown on the left. The square is designed to be flexible so it can accommodate a mix of potential uses like festivals, markets and parking. The Market Square is shown here as a parking area in the winter months, supporting the year-round feasibility of businesses. In the summer it can be transformed to a public square and market area.
Illustration of a cantilevered boardwalk proposed for Pier 2 – The area provides a quiet place to enjoy the view and the boat races.

Illustration looking towards Prince Arthur’s Landing along Pier 2. The Pier is recommended for updated landscaping and walkways. A new visitors marina is proposed on the right and temporary vending kiosks are proposed along the length of the Pier.
4.2 Master Site Plan

Below is the proposed Master Site Plan for Marina Park and Prince Arthur’s Landing.
Skateboard and BMX Bike Plaza
Children’s Boating Area
Splash Pad Sculpture Garden
Pier 1: Marina Improvements

Executive Summary - Master Site Plan and Urban Design Guidelines
4.3 Summary of Expanded Park Area

An expanded park area was an important requirement of the Master Site Plan for Marina Park. The resulting park area is shown below.

A new Artisan Market Building and Market Square Area introduces new retail opportunities.

Expanded walking and cycling trails begins the process of connecting Thunder Bay’s 52 km of Waterfront.
KEY MASTER SITE PLAN STATISTICS INCLUDE:

- 250% increase in Public Park Area
- 80% of Ground Floor Space accessible to the public
- 2100m² of proposed Commercial and Community Space
- 2.3 km of total Waterfront Boardwalk and Park Paths
- 1.3 km of new Bike Paths
- 17 proposed Park Destinations

A variety of trail types are recommended.
Some signage in Prince Arthur’s Landing can become visible landmarks for the development.
Flexible multi-use parking lots are a central theme of the Master Site Plan.
4.4 Summary of Recommended Uses and Locations

4.4.1 Ground Floor Uses - Prince Arthur’s Landing

A mix of new building uses are recommended in Prince Arthur’s Landing at Marina Park. This mix will help to support a year-round, vibrant urban village on the waterfront. Below is a plan of the recommended ground floor uses.
Executive Summary - Master Site Plan and Urban Design Guidelines

Legend

- Existing Commercial / Mixed-Use Development
- Mixed - Use Development
- Park Facilities
- Private / Public Parking
- Public Parking
- Marina Park Drive Right of Way
- Marina
- Open Space
- Active Street Front

* All ground floor uses along active street fronts should be publicly accessible.
4.4.2 Second Floor and above Uses - Prince Arthur's Landing

Below is a plan of the recommended uses for the second floor and above.
Legend

- Existing Commercial / Mixed-Use Development (Retail, Tourism Related office, Community Uses, Food and Beverage, Artists Retail Studios)
- Mixed - Use Development
- Hotel
- Residential or Live/Work
- Community Programming (Summer Camp Outdoor Centre)
Section 5: Urban Design Guidelines

5.1 Key Design Guidelines Considerations

Key Considerations for Design Guidelines are as follows:

A. Open Spaces and Trails

A unified design for public open spaces and trails within Prince Arthur’s Landing and the surrounding Marina Park is vital to create a connected and accessible waterfront. Open spaces should be centrally located and easily accessible by multiple modes of travel. The trail system should provide a variety of options for moving within Marina Park. Path routes should be designed with different paving materials to demark the hierarchy of paths and trails, and a consistency of materials over the length of paths or trails confirm the continuity of routes for users.

B. Building Height & Massing

The massing, height and arrangement of architectural elements of new buildings should be sensitive to the adjoining park areas and should complement the overall heritage character. The height of taller buildings should be mediated with building step-backs and set-backs. Step-backs provide potential locations for balconies and terraces.

C. Building Orientation

The orientation of buildings and the overall site layout are essential in ensuring an appropriate village feel by relating buildings to the street and to pedestrian activities, intensifying active ground floor building façades, and establishing consistency in set-backs to create public squares and open spaces.

D. Building Façade & Public Ground Floor Design

A sensitive and high quality architectural expression of building façades is essential for all redevelopment. This can be achieved through the careful design of the relationship between the ground floor, streetscape, parks and/or public open spaces through context-based façade detailing and articulation, abundance of glazing and entrances to add visual interest and an integration of functional building elements.

E. Building Rooftops & Rooflines

No single roof type or style is recommended for Prince Arthur’s Landing. Rooflines of new developments should reflect and be sensitive to those of existing built form, while at the same time seek to raise the overall design quality (especially at step-backs) and establish unique building forms along internal and external views and vistas.

F. Building Materials

The use of high quality and durable building materials will promote the feeling of permanence and quality construction. Wherever appropriate, new buildings should reflect (but not necessarily replicate) the building materials used in the existing heritage buildings like the CN Rail Building. Materials such as brick, stone, copper and wood are recommended as primary building finishes. Secondary finishes could also include wood. Aluminium and vinyl siding, concrete block and stucco are not appropriate building finishes for Prince Arthur’s Landing.

G. Building Service Areas

Areas for the provision of deliveries, loading and garbage collection and storage should not be visible from public areas (streets, squares, park areas, etc.). They should not interfere with the visual or functional quality of the public areas.

H. Parking Areas

Many design solutions are available to ensure the provision of adequate parking facilities without creating large expanses of surface parking which would ultimately undermine the character of Marina Park. Where appropriate, on-street parking is recommended to provide parking for convenience-based businesses and as traffic-calming measures to buffer pedestrians on the sidewalks. Parking solutions will range from strategically placed lots with park-like treatments to above- or below-grade parking structures integrated into the development’s design. Surface lots on grade should integrate tree planting, landscaped islands and pedestrian lighting.

I. Pedestrian Areas & Streetscape Elements

A vibrant pedestrian-friendly streetscape is the primary requirement in the creation of a successful mixed-use development. Streetscapes should be easily navigated, and have barrier-free sidewalks, trees, open spaces connections, walkways and well-marked crosswalks. Within Prince Arthur’s Landing special street treatments are recommended that...
are for people and for cars. This road typology is flexible to accommodate the variety of activities that will take place in the waterfront.

**J. Signage**

It is essential that the quality of design, materials, scale, style and technology of signage reflects the desired look and feel of Prince Arthur’s Landing which is a new community development that respects and highlights the existing heritage building styles. Signage throughout the park should be designed to be compatible styles whether as way-finding signage, development identification signage, street signage or business advertising signage.

**K. Environmental Sustainability**

The City of Thunder Bay recognizes the importance of sustainable or “green building” and encourages all new and existing buildings within Marina Park to explore opportunities for achieving sustainable developments. ‘Green’ buildings utilize resources and construction materials efficiently (including recycled, renewable, and reused resources), use less energy, reduce internal and external impacts on the environment, and can reduce operating costs. In addition, existing buildings (such as the CN and Baggage Buildings) provide excellent opportunities for adaptive reuse while retaining their highly valued historic features. New buildings should be designed as LEED certified projects.

5.2 Summary of Essential Design Guidelines

The Urban Design Guidelines have been developed to help achieve the overall design goals and guiding principles for Prince Arthur’s Landing. These strategies are the result of a review of best practices, professional experience and recommendations of various government and non-governmental agencies. They are intended to be a guide – circumstances will influence their relevance and priority in specific cases. Implementation should be stringent and thoughtful.

The full Urban Design Guideline document categorizes guidelines under three main headings: Park Design; Building and Structure Design; and Sustainable Design. Park Design refers to public and open space areas within Prince Arthur’s Landing and the surrounding Marina Park. Building and Structure Design includes all built elements including small and temporary structures. Environmentally Sustainable Design addresses green building considerations. Implementation provides recommended tools to carry out these strategies. For the purpose of this summary the following 12 guidelines have been identified to form the core guideline recommendations for the Prince Arthur’s Landing Project at Marina Park.

1. Access to the shore should be clearly public, continuous for the length of the study area and consist of a park strip of at least 20 metres in width with walking paths, benches and lighting.

2. Roads, pathways and buildings should support convenient, accessible, non-motorized travel including walking and cycling through dedicated bike lanes, weather-protection features for pedestrians such as canopies and washroom facilities.

3. Key views to the lake from downtown streets should be protected through careful siting of buildings, regulated building height, building set-backs and step-backs, and related measures.

4. Material choices for buildings, walkways and other park elements should reflect the local character of Thunder Bay, be of high quality and easily maintained.

5. Park and Village programming and tenancies should be geared to support all-season use.

6. Environmentally sustainable design should be employed wherever feasible including orienting buildings to access natural light and ventilation, integrating infrastructure systems, installing low water and energy-use appliances, selecting native plant species, using permeable paving materials, creating green roofs, and taking advantage of opportunities for alternative energy generation.
7. Flexibility of use should be reflected in the design of all waterfront parks and buildings.
8. Retail uses should be clustered and located near high traffic areas to reinforce economic sustainability.
9. Retail and commercial uses should be located at-grade in multi-storey buildings to support vibrancy.
10. Building massing should mediate between downtown urban conditions and waterfront park conditions.
11. Building orientation, landscaping, signage and circulation patterns should reinforce the clear demarcation and separation of public and private spaces.
12. New buildings shall not have blank facades facing the park, downtown or surrounding public areas.

5.2 Summary of Urban Design Recommendations

The following pages provide a graphic summary of the Urban Design Guidelines for Prince Arthur’s Landing at Marina Park beginning on this page with the proposed trail designs, then providing the key criteria for new development and lastly summarizing the criteria design recommendations to assure the successful implementation of the Prince Arthur’s Landing Project at Marina Park.

5.3 Park Design

The following map summarizes the proposed trail system for Marina Park. The sections to the right demonstrate how the Waterfront Promenade may change in profile throughout the park.
Executive Summary - Master Site Plan and Urban Design Guidelines

1. Saul Laskin Drive reconfigured for one-way traffic and a two-way bicycle path.

2. Skate Boarding Park

   The skate board park program is guaranteed to be a positive generator for Marina Park. The location of the park will be at the base of the waterfront area.

3. Public Art Integration - River Narrative

   This integrated art project will connect the waterfront promenade with the city's cultural heritage.

4. Skate Boarding Park

   The skate board park program is guaranteed to be a positive generator for Marina Park. The location of the park will be at the base of the waterfront area.
5.4 Building and Structure Design

Design guidelines have been created to shape the look and feel of new buildings in Prince Arthur’s Landing at Marina Park. Of the guidelines the most important are those that inform the building massing, locations and form. The sections below identify these key recommendation.
Train Station opens into the Market Square and Waterfront Plaza maximizing views towards the lake beyond. No building should block the primary view from the CN Building to the lake.

Protected View towards Lake Superior

Maximum Redevelopment Envelope

All setbacks that occur above third floor should be a minimum of 2 metres.

Acceptable

Building face adjacent to CN Rail Building to setback a minimum of 3 metres after second floor.

6.5 metres from face of building to angle plane

60 Degree Angle Plane

3 metres setback

Max Redepvelopment Envelope

Min 1m setback

A minimum 30 m setback from rail line is required. No residential buildings are permitted in this area. This is a preferred location for parking.

To occupy the 30 m setback area adjacent to the tracks a crash barrier must be constructed.

Impacts of Rail Corridor must be considered in the design and construction of any new buildings, i.e. sound, vibration, etc.

Existing chain link railway fencing should be replaced with higher quality fencing designed as an integral element of the park setting.

“Grand Boulevard” with street trees, sidewalks, banners and decorative lighting. Water Street must be transformed into a high quality park edge that facilitates connections from the park to the downtown.

Potential Redevelopment in Downtown

10 metres from face of building to angle plane

10 metres from face of building to angle plane

Lake Superior

Pier 2

MARINA PARK VILLAGE

MARINA PARK VILLAGE

Water Street Streetscape Improvements

Executive Summary - Master Site Plan and Urban Design Guidelines
5.5 Schematic Building Designs

Outlined below are the preliminary design concepts for the Mixed-Use Development (residential, hotel, public and/or commercial buildings) and the Artisan Market Building. As shown in the elevation at the bottom of the page, the materiality of the proposed buildings can be coordinated even if the proposed styles are different. This will assist in creating a visually unified waterfront. These renderings show just one of many ways that Prince Arthur’s Landing at Marina Park can be conceived within the Master Site Plan and Urban Design Guidelines included in this summary.
Potential upper floor plan for the residential and hotel components of the mixed-use buildings.

Potential ground floor plan for the mixed-use buildings, with public uses along the active facades and parking against the tracks.