



**GEORGINA**

## Media Release

Town of Georgina Communications Division  
communications@georgina.ca



For Immediate Release

Thursday, April 18, 2019

### **Town takes action on waterfront concerns**

**Georgina, ON** – Responding to concerns raised during the hot summer of 2018 surrounding waterfront parks, Council has endorsed several actions as a ‘pilot’ to improve experiences for both visitors and area residents for this year’s beach season.

“Our waterfront parks are a key asset in our community, whether you live here or are visiting,” said Mayor Margaret Quirk. “With more people coming to Georgina every year, the demand for access to our beaches and waterfront parks will only continue to grow. We need to find a balance between using our waterfront parks as a tourist destination, while also ensuring the quality of life for our residents is at the forefront. Council is committed to exploring different solutions and we feel this plan will help address concerns that were raised last summer.”

Complaints from the summer of 2018 included beach overcrowding, lack of available parking, traffic flow and parking violations, garbage, and washroom facilities. A working group made up of staff from parks, recreation, economic development and municipal law enforcement, as well as representatives from York Regional Police, made a number of recommendations to address concerns for this year.

Actions that will be implemented for the 2019 season include:

- Increase in the areas of police visibility, garbage collection and maintenance of washroom facilities
- Reassign Municipal Law Enforcement staff to specific locations to improve visibility during peak periods
- Erect A-frame signs at key areas within the municipality to give advance notice that beachfront parking facilities are at capacity, and to assist with deterring overcrowding and overflow onto roads
- A progressive parking enforcement approach to escalate promptly and to ensure the towing of vehicles in situations where emergency vehicle access is impacted
- No cannabis or vaping signage added to existing no smoking signage

Council has approved spending an additional \$70,000 that will be included as an operating increase in the 2020 budget to support additional parking enforcement, increased garbage collection and enhanced maintenance of washrooms.

A newly formed sub-committee consisting of three members of Council will review and develop further details of the planned actions. Dedicated resident-only parking spaces at all pay-and-display waterfront parks was not approved. However, this sub-committee was tasked with further analysis looking at loss of revenue, traffic flow, accessible parking provisions, and the health and safety of staff if a number of dedicated spots were to be recommended. A previous motion that was requesting the north parking lot at De La Salle Beach become a dedicated resident-only parking lot was also referred to the sub-committee for discussion.

Residents are reminded that their residents parking pass is valid at any Town pay-and-display parking lot.

Staff were also asked to look into the potential of a tow truck licensing by-law and to review parking fines with both Town and Regional roads to ensure consistency. Staff will also be reaching out to the Lake Simcoe Region Conservation Authority with respect to opportunities with Willow Beach Park. An update on the planned actions will be provided to Council before the May long weekend.

A comprehensive Waterfront Strategy will be undertaken to provide a thorough review of the Municipality's waterfront assets along with recommendations to address substantial impacts that overcrowding creates on waterfront parks and beaches, operations, roadways and area residents.

This 'pilot' action plan for 2019 will serve as a component of the larger strategy, which is expected to be completed in 2020.

-30-

**Media Contact: Tanya Thompson | Communications Manager | Office of the CAO**

Phone: 905-476-4305, Ext. 2446 | Email: [tathompson@georgina.ca](mailto:tathompson@georgina.ca) | [georgina.ca](http://georgina.ca)