

PRESENTATION and PRESS RELEASE BY THE PHOENIX GENESIS GROUP

Most people are aware that the "Downtowns" of many North American cities have been decimated over the last decade by retail factors beyond their control.

This started with indoor shopping malls, these overtaken by big box stores, Walmart, Winners etc. Online shopping is vogue and who knows where this will lead.

Many indoor shopping centres may be repurposed for Residential and Commercial usage. The Northumberland Mall could someday be a little village totally self-contained, residential/commercial development.

Cobourg is no exception to this trend and we have seen a continued decline in retail establishments in the downtown core. From the slides now on the screen, you will see store after store have closed. Phoenix between 2004 and 2009 tried to revitalize an entire block, from 79 to 91.5 King Street West. This is the only substantial example of rebuilt Heritage Construction.

During this time, Phoenix has refurbished the Old Cobourg Jail into a restaurant & downtown hotel (with a museum) at no cost to the tax payer. We converted a Bell Canada Building on Ontario Street into a French fry plant and built 31 Condominiums in the King George Mews and 35 in the first part of development at the old Gillbard School.

The latter has been stalled by problems beyond our control but we intend to finish this project as Mansions on James with 36 more units in the near future with the help of Council.

We have been doing our part, without outside financial support but the council has been slow to forge ahead with other revitalization as they have continually promised.

A few Building Owners have sporadic efforts in the Downtown and finally the CIP is having an effect with a long overdue Loan and Grant Program.

In the 20 years that we have been investing in this town, there have been various Economic Development Officers in Cobourg, but there has been little lasting effect.

We need to put more effort into making downtown Cobourg, a shopping experience to attract locals & tourist visitors from far and wide

We need an attractive downtown core, restaurants, boutiques and unique stores, not offered elsewhere.

No small shop owner can compete with Walmart. Downtown Cobourg needs a variety of eclectic or speciality stores and it needs them now; not in 2028. It also needs a mid-sized downtown grocery store.

Unfortunately council allowed the liquor store to move to help the struggling Northumberland Mall, which was a huge negative for the downtown.

In the medium-term, the existing liquor store at Albert/3rd will close. Cobourg had a fully enforceable, by-law requiring the LCBO to stay downtown which was not enforced. Supposedly the LCBO threatened to completely move out of Cobourg if they could not build at the Northumberland Mall. Now the old downtown store has limited hours is under stocked and clearly in long term decline. The LCBO was the downtown anchor and it is slipping away.

Presently we have a downtown which has made some progress but has a long way to go, with a strange mixture of heritage and other concepts.

As designed, the Shoppers Drug Mart, right out of suburban GTA, should never have been allowed. Heritage By-Laws must be enforced.

To be a heritage town, we MUST be consistent. Heritage is after all our big advantage.

We could start the heritage theme at the Downtown gateways on Division and William Streets.

Heritage architecture could be gradually evolved south from Elgin with a gradual progression to the Lake.

In the core it makes no sense to give grants to buildings to improve their street level facades and allow the upper windows to be painted white & boarded up like the Chessler building. Clearly windows on King St. need to be replaced to improve the appeal of King Street all the way from Durham Street to Victoria Park.

We need to bring all the areas south of King to the lake into a heritage district. Surprisingly, east of the jail and south on Albert including the harbour is NOT Heritage.

Moving north of the harbour we need to urgently improve the look of buildings and streets, particularly Albert and Covert Streets both of which need to be revamped.

Parking in Cobourg is controversial but if we want the downtown to boom we need more.

Frankly the parking meters were a mistake especially on weekends and counterproductive for revitalization.

We need to think about more parking. The first obvious spot is to move ahead with the Covert street lot, possibly on a multi-level basis and also behind King on Orange.

We need more people living downtown by kick starting more residential development. Cut red tape to build out the vacant lots as the town did to encourage the harbour developments.

All the vacant land in the downtown core must be filled in to bring hundreds of new condo owners to patronize and revitalize the downtown stores.

We need to encourage the downtown merchants to extend their opening hours, particularly on Sundays, just as they do in Port Hope. We need our Economic Development officers to get out of Cobourg and visit other successful towns, to see if they can entice successful businesses to Cobourg, much like Kingston, St. Jacobs and Niagara on the Lake have already done. None of those towns have the same advantages that Cobourg already has. Kingston has the architecture and the harbour, neither St. Jacobs nor Niagara on the Lake has these advantages.

What truly sets us apart are our transportation links. We have the 407 opening up to Highway 35/115 and the Go-Train coming to Bowmanville. Presumably Go-Buses will soon spread east.

We already have the VIA Rail and highway 401. We have advantages over other towns.

Cobourg has the opportunity to leap ahead. We will need a substantial amount of money to make Cobourg the premiere tourist 4 season town in Ontario, which we have talked about for many years. Actions speak louder than words. We need big thinking, and businesslike action to

fulfill the promise of Cobourg. **If the town really wants economic development and new JOBS we need to use our natural and financial assets.** Here are some answers:

- The Mayor has stated that the debt free Northam Industrial Park is worth \$30,000,000. This should be sold to private enterprise.
- Cobourg is one of the small towns that retained its hydro company when most were sold off. If Lakefront Utilities was sold this could be worth \$70,000,000+ to the town. We do not need financial Investments: **we need Economic Development and Jobs.**
- The more attractive we are the better the lifestyle and greater likelihood of businesses of ALL KINDS locating here.

Between the sales of these two INVESTMENTS we could potentially raise \$120,000,000. The CCC loses \$1,000,000 a year for the Cobourg tax payers, this could be sold to private enterprise to stop the drain on the public purse and reduce Property Taxes. Cobourg may have to accept a small loss on a sale of the CCC but this could come from the sale of Lakefront and Northam Industrial still leaving \$120,000,000 in the Town Bank Accounts.

Let's take at least, 20 million dollars from the pot, and invest it quickly and wisely to re-vamp the downtown. **THIS IS BOLD THINKING.**

Two other no cost suggestions to revitalize the downtown would be to extend the DBIA to all businesses in Cobourg. In essence, create a larger business improvement area, increasing the funding but reducing the levy on the downtown merchants themselves. The BIA Tax could be reduced to an acceptable amount for all of Cobourg merchants. A thriving downtown is a benefit to us all. **BIA's of this nature have been applied to other towns in Ontario. Why not Cobourg?**

We must also be mindful that Cobourg is a small town and we must urgently **put a stop to the SUMMER Ribfest which is draining profits from Cobourg's restaurants by monopolising one of the few weekends of summer.** When Carpet Merchants came several years ago and set up shop in Victoria Hall, this was rapidly halted by other Cobourg businesses. Cobourg business owners pay taxes and employ people on a year round basis. The RIBBERS are a travelling carnival. Most are from the US and do little for Cobourg, except destroy the restaurant industry on that August weekend. A Ribfest may well be fine in larger Cities & towns but they suck the life blood out of small towns like ours. **THIS GOES AGAINST REVITALIZATION!**

I realize the RIBBERS are sponsored by Rotary who have a powerful voice in town but if they insist that Ribfest be continued let it be September/October so that our own merchants can enjoy the full benefit of summer. Are the monies from this event not already sent abroad? Charity begins at home.

In closing, I will leave you with the above few points and we have many, many more.

If council is serious about creating JOBS we have great opportunities to do this and put Cobourg on the map.

Cobourg Council is now almost a lame duck and it may be difficult to make "long term" decisions, but these proposals can be explored and presented as options to the incoming council to take early initiatives in fully revitalizing one of the jewels of Ontario.

Thank you and we are now willing to answer any questions you might have.

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Phoenix Genesis Developments

COBOURG TOWN COUNCIL
PRESENTATION MARCH 19 2018

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Phoenix Genesis Developments

► As for the questions by the Committee as to our experience

- We have built 70 Condominiums to date
- We have built several dozen apartments
- We have built 30+ Pub/Restaurants
- We have rebuilt:
 - Town Halls
 - Jails
 - Schools
 - Spas
 - Industrial Plants & Buildings
- We have installed hundreds of Windows

Presentation to Cobourg Council March 19th 2018

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PHOENIX GENESIS DEVELOPMENTS

The Following Presentation shows a collection of our Cobourg Downtown Developments.



The Cat & Fiddle Pub
 The Cobourg Jail including
 The King George Inn
 The Jailhouse Restaurant
 The Jail Museum
 Marias Quay Townhome Condominiums
 The King George Mews Condominiums
 Mansions on George Condominiums
 Mansions on James Condominiums (underway)
 Heritage Harbour Townhouse Condominiums (underway)
 Proposed New developments on Cobourg Jail lands through to Hibernia Street.

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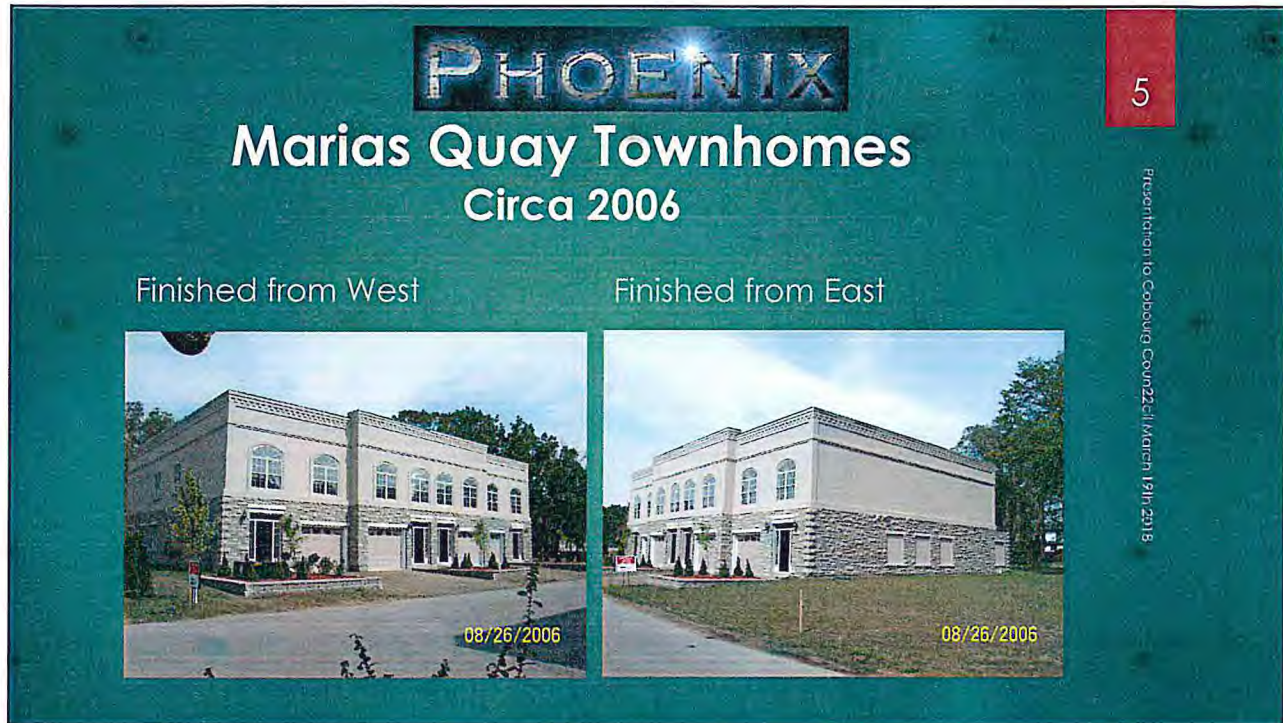
Marias Quay Townhomes under construction

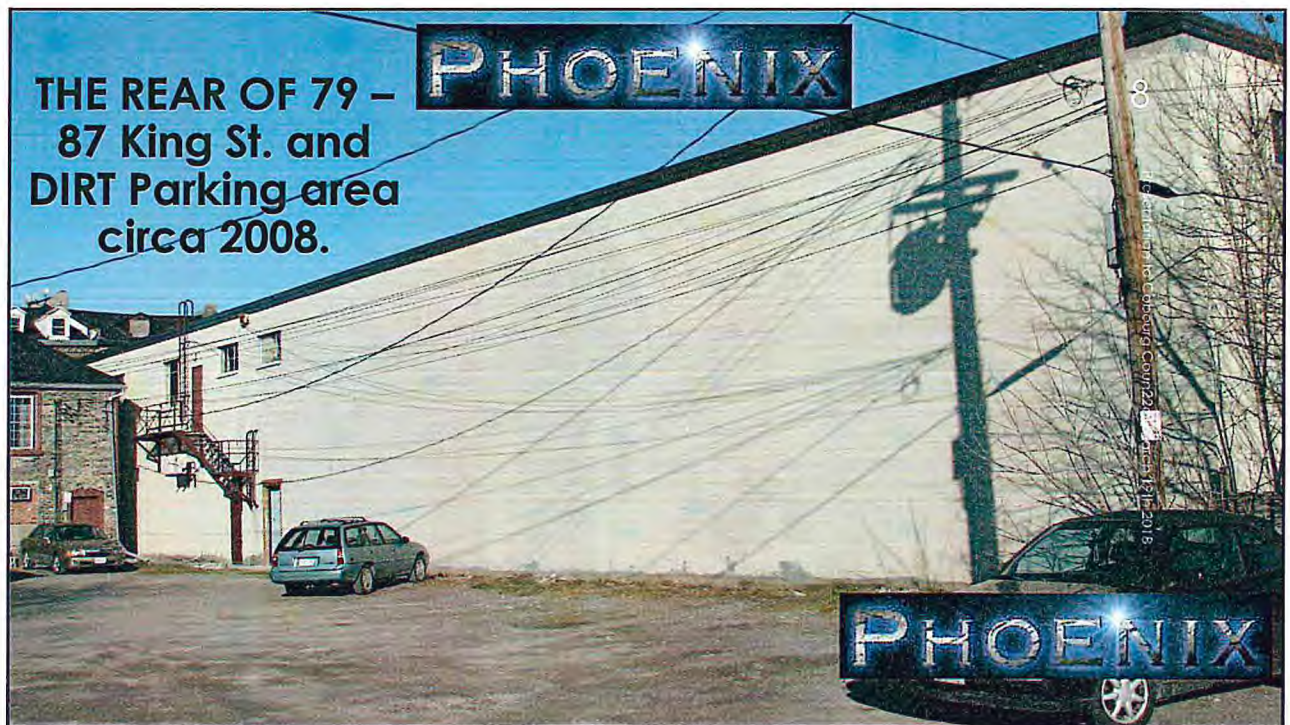
First Floor - Foundations

Partly Finished

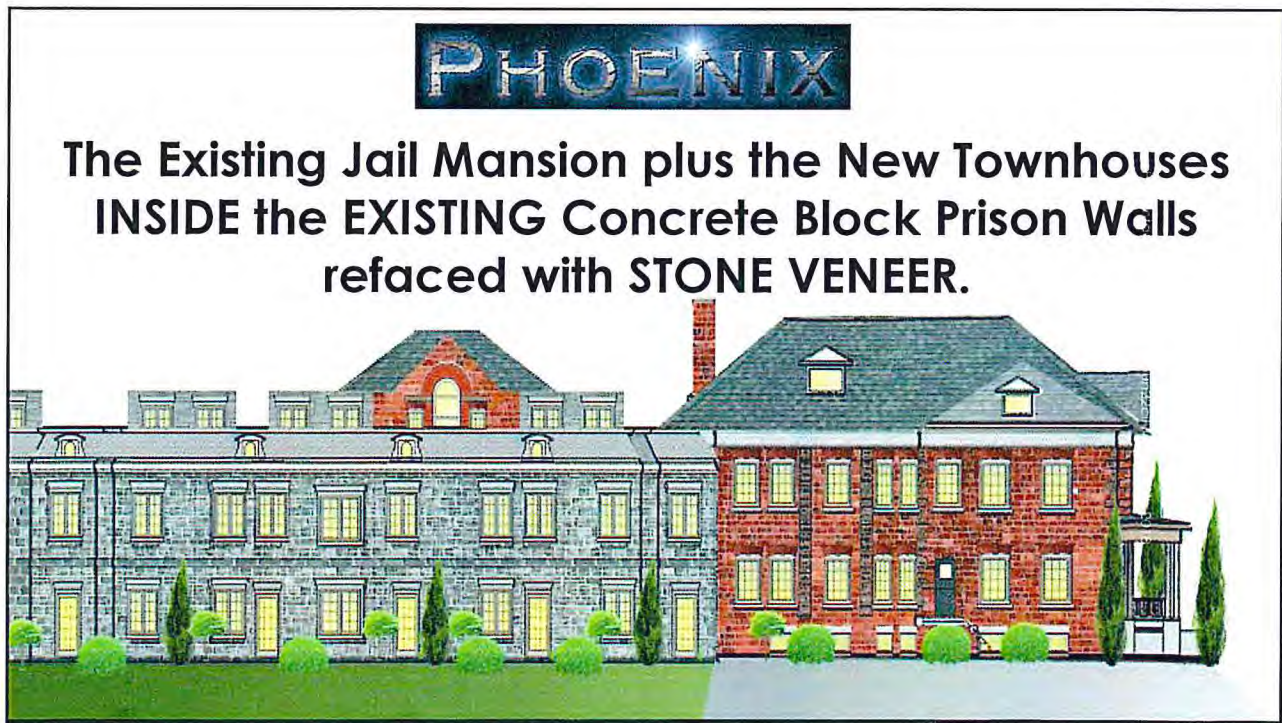


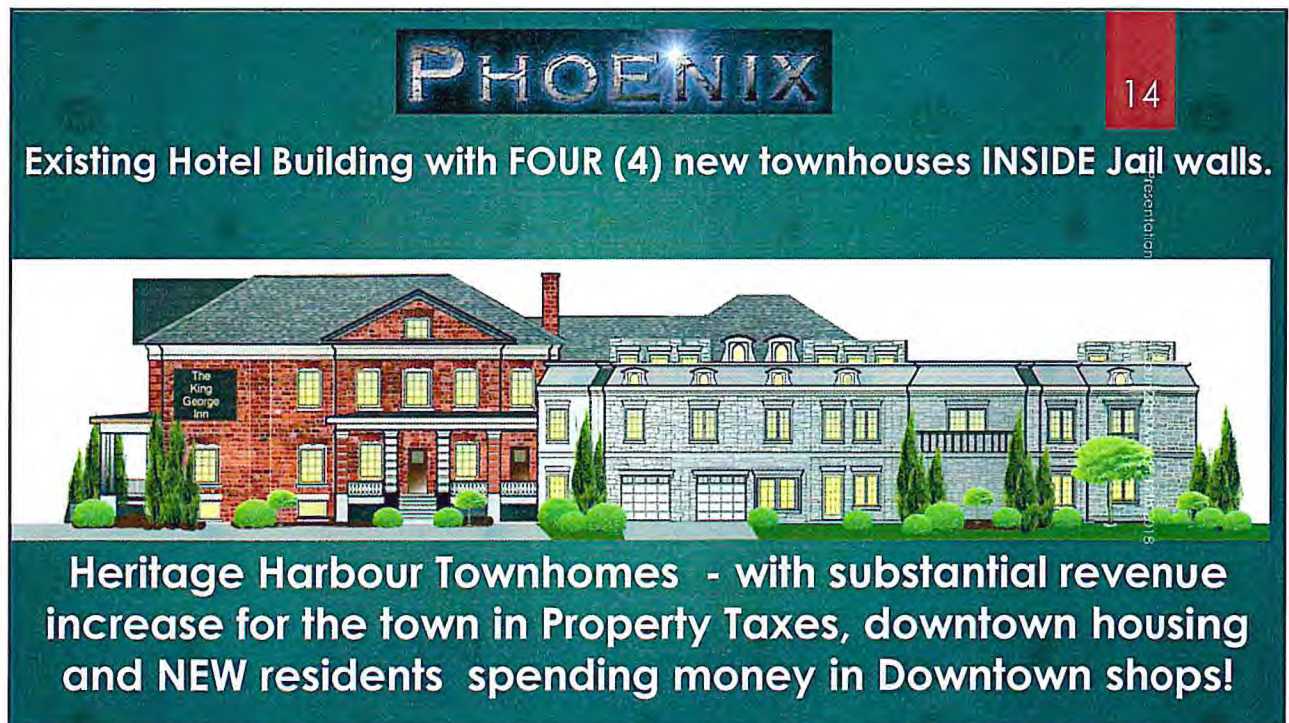
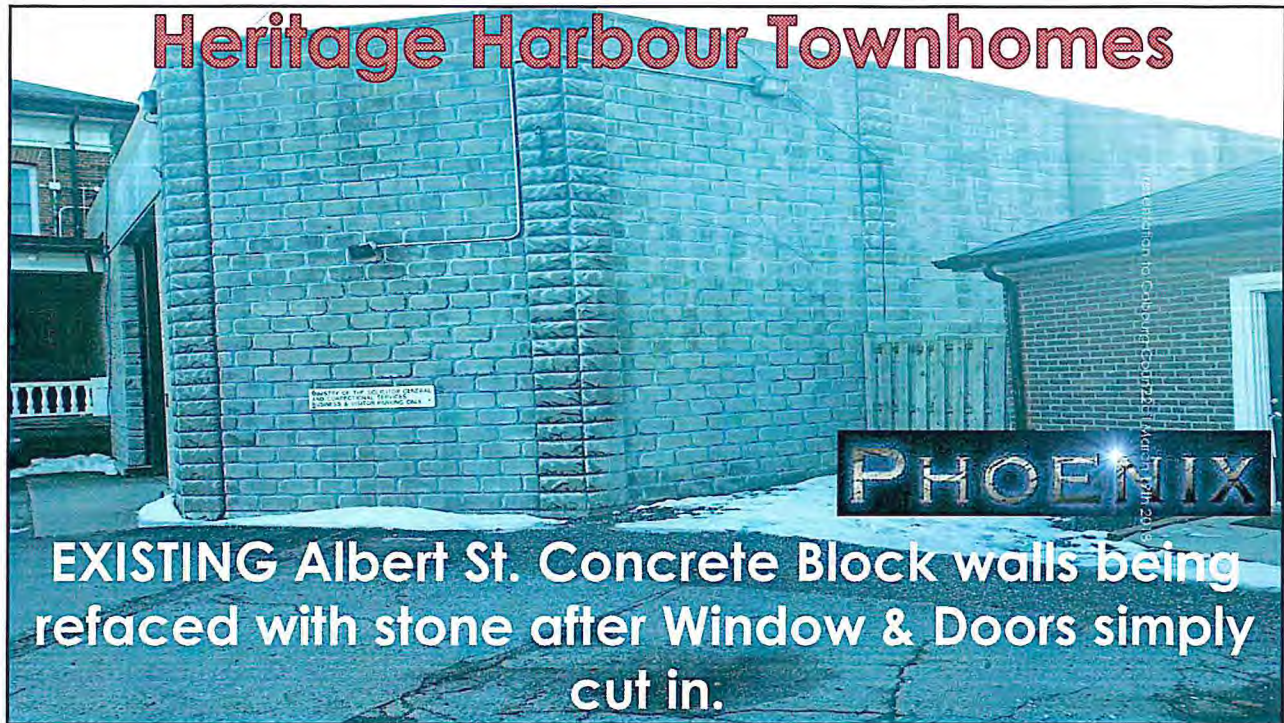
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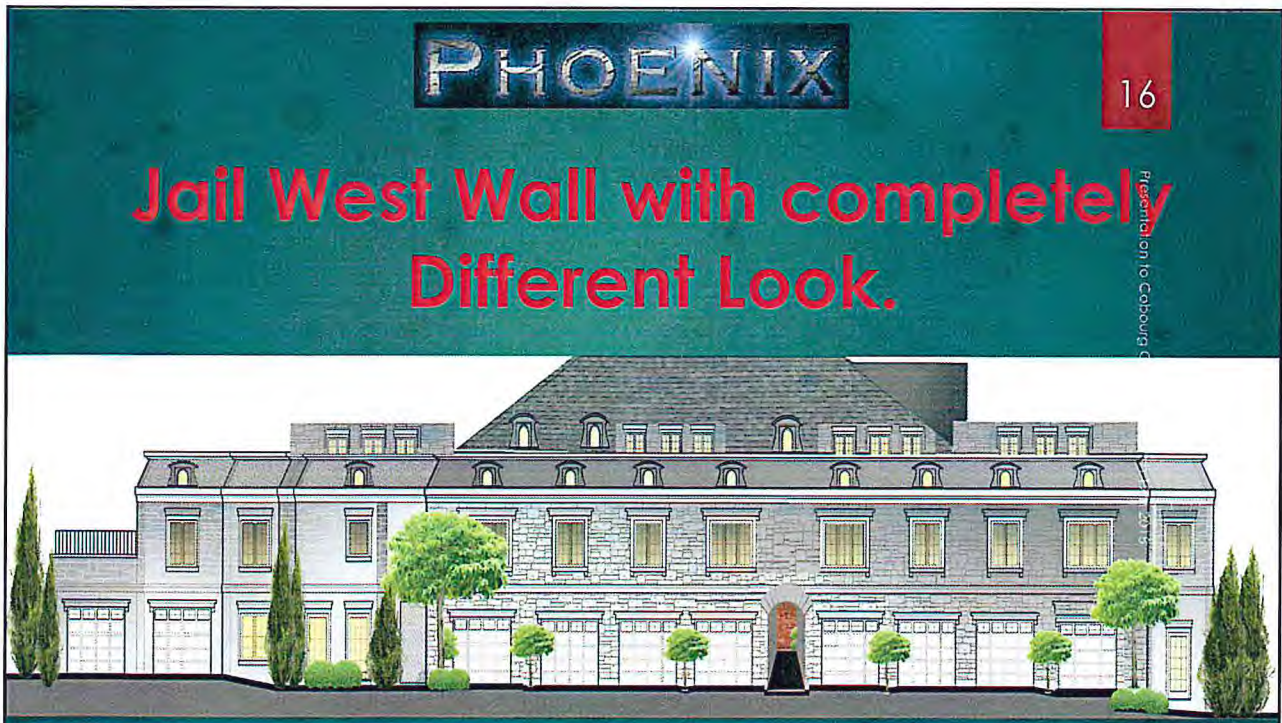














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Heritage Harbour Townhomes


already built Inner Garden Courtyard

Facing North
Facing South



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MANSIONS ON GEORGE

The Gillbard School would have been demolished
if not for Phoenix Genesis intervention.

Front – Circa 2003
Rear – Circa 2003




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MANSIONS ON GEORGE

under construction

Installing Fourth Floor




Installing Roof




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MANSIONS ON GEORGE

Circa 2009

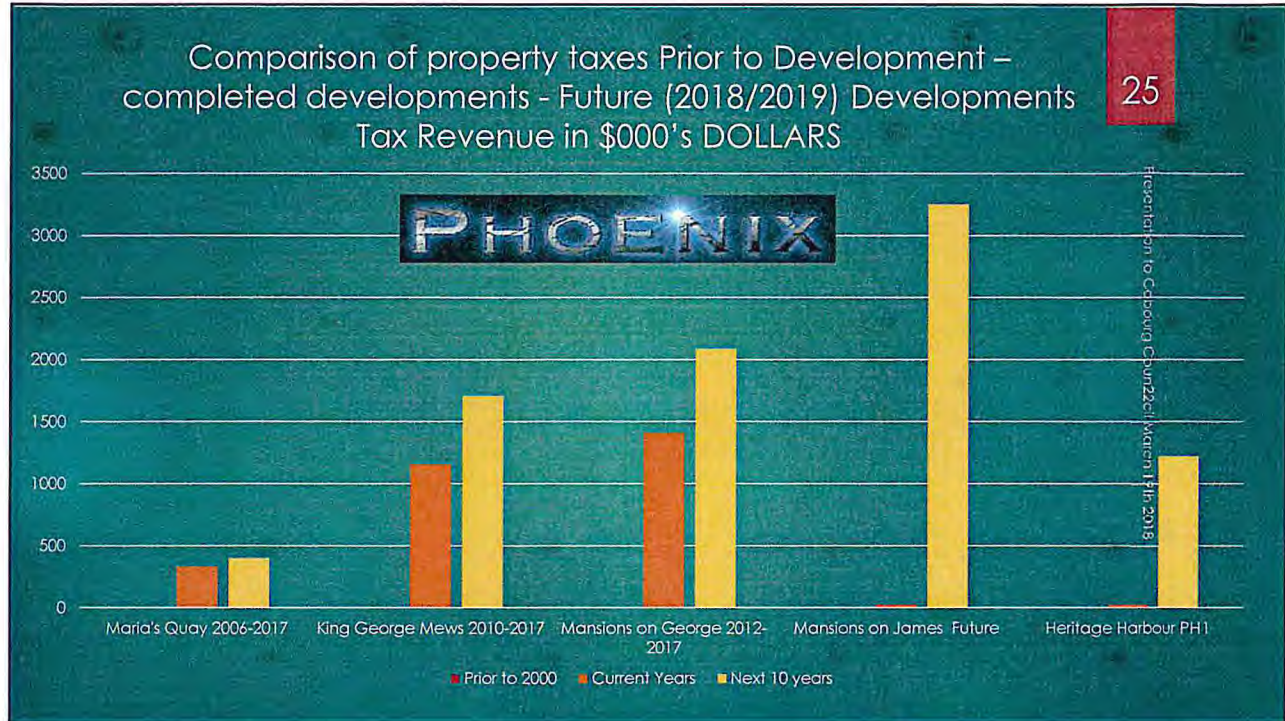


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Heritage Harbour has been our vision since 1999

THE TOWNHOMES ARE INFILL and easy to build. Why is there so much red tape compared to other projects?

The Remainder of a further 100 unit Condo complex COULD follow

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We are the ONLY developers and builders that are currently putting people DOWNTOWN !!
Other developers have bought land, rezoned it and then marketed the re-zoned land for Sale. The Old Curling Club, Old Hardware Store lands and others.

WE PLAN & THEN BUILD.

Between Marias Quay, King George Mews, the finalization of 323 George and the first part of Heritage Harbour there will be over 200 additional residents in DOWNTOWN Cobourg.

+

South & West of Jail we have outline plans for another 80 – 100 dwellings.

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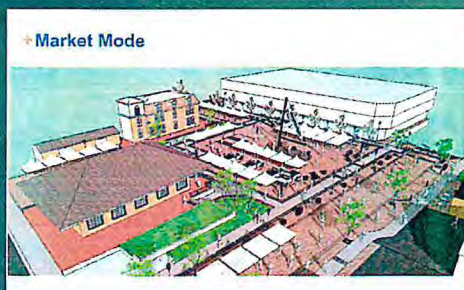
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WHY NO CHIA REQUIRED HERE?

TOWN OWNED

MARKET SQUARE




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WHY NO CHIA REQUIRED HERE?

Police Station existing Police Station as proposed



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**WHY NO CHIA REQUIRED HERE?
POLICE STATION PARKING LOT**



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List of requirements for 15 UNIT Heritage Harbour Townhomes Pt. II

- ▶ **Landscape Plan** prepared by a qualified Landscape Architect (O.A.L.A.) is required to depict landscape elements, location/distribution, plant lists and details, construction requirements, decorative landscape features and site furniture;
- ▶ **Development/Condominium Phasing Plan** is required to accurately illustrate the staging of development and condominium approvals. It is highly unlikely that the condominium would be approved with the phasing configuration as shown;
- ▶ **Architectural Elevation/3D Massing/Perspective Drawings** (in black and white and colour) are required to accurately illustrate all existing and proposed buildings and structures, including building materials, dimensions, colours, profiles, specifications, grades, etc. Additional information associated with the re-development of the existing residences along Albert Street is required;
- ▶ **Tree Inventory & Assessment (Arborist Report)** by a qualified arborist is required to assess existing vegetation resources on the site and within 6.0m of the property lines and recommend protection and/or re-planting measures. The development area contains existing tree resources which need to be identified and evaluated;

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List of requirements for 15 UNIT Heritage Harbour Townhomes Pt. I

- ▶ **Architectural Site Plan** prepared by a qualified architect/designer illustrating all buildings/accessory structures, parking areas, driveways, loading/service facilities, fire routes, setbacks, full dimensions, etc. complete with detailed Ontario Building Code (O.B.C.) and zoning By-Law Compliance Matrices. The site plan we have on file would be best characterized as a "basic" plan and requires more detail, including additional dimensions on parking spaces, setbacks, an O.B.C. Matrix, and a Zoning By-Law Compliance Matrix;
- ▶ **Servicing and Grading Plans** and supporting technical report documentation (i.e. geo-tech, storm water management brief, servicing brief) prepared by a qualified engineer are required to meet the Municipality's engineering design standards and G.R.C.A. storm water management specifications. The Grading Plan that you supplied following our meeting does not illustrate any method accommodating storm water, other than via a drainage spillway, nor are there any supporting materials to demonstrate compliance with the G.R.C.A.'s standards or accepted storm water management practices. Contact should be made with Public Works and G.R.C.A. staff to obtain information on the scale and scope of information required;

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List of requirements for 15 Unit Heritage Harbour Townhomes Pt. III

- ▶ **Traffic Impact Brief** by a qualified transportation engineer or similar qualified professional is required to assess potential impacts of the development on the Town's transportation system. Contact should be made with Heritage Planning staff to obtain information on the scale and scope of information required;
- ▶ **Cultural Heritage Impact Assessment (CHIA)** by a qualified heritage professional to identify and assess potential impacts of development on the existing on-site heritage resources and adjacent designated heritage properties and demonstrate that the heritage attributes of the protected heritage resources will be conserved in accordance with the Provincial Policy Statement, 2014 and Council's direction. Contact should be made with Heritage Planning staff to obtain information on the scale and scope of information required;
- ▶ **Environmental Impact Studies and Record of Site Condition (RSC)** by a qualified environmental professional may be required for the Phase 2 lands to confirm that the site meets Provincial criteria for soils, based on its proximity to former industrial uses to the south and the future intended residential use on the Subject Land;

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List of requirements for 15 Unit Heritage Harbour Townhomes Pt. IV

- ▶ **Electrical Site Plan** by a qualified electrical consultant is required which identifies electrical site servicing, transformation and site lighting (including a technical assessment that the proposed lighting will not negatively impact adjacent properties);
- ▶ **Topographical Survey** illustrating existing grades and site features of the subject site and adjacent lands is recommended to provide baseline data;
- ▶ **Site Plan Approval Procedures Guide** is available on the municipal website (<http://www.cobourg.ca/en/resources/Devanne/Guide-for-Applicants---Site-Plan-Approval-FULL.pdf>) and should be referenced for other complete application submission requirements and the municipal approval process;
- ▶ **Legal Documentation** from a solicitor including but not limited to: a letter confirming title, ownership and encumbrances for all of the landholding, a legal description and survey for the Subject Lands and registration particulars.

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FORMER List of Requirements for 31 Unit, King George Mews Condominium

- ▶ Tree Inventory & Assessment (Arborist Report) - **NOT REQUIRED**
- ▶ Architectural Site Plan - **YES REQUIRED**
- ▶ Servicing and Grading Plans - **YES REQUIRED**
- ▶ Landscape Plan **NOT REQUIRED**
- ▶ Development/Condominium Phasing Plan - **NOT REQUIRED**
- ▶ Architectural Elevation/3D Massing/Perspective Drawings - **NOT REQUIRED**
- ▶ Traffic Impact Brief - **NOT REQUIRED**
- ▶ Cultural Heritage Impact Assessment (CHIA) - **NOT REQUIRED**
- ▶ Environmental Impact Studies and Record of Site Condition (RSC) - **NOT REQUIRED**
- ▶ Electrical Site Plan - **NOT REQUIRED**
- ▶ Topographical Survey - **NOT REQUIRED**
- ▶ Site Plan Approval Procedures Guide Legal Documentation - **YES REQUIRED**

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List of requirements for 4 UNIT Maria's Quay Townhomes

- ▶ Tree Inventory & Assessment (Arborist Report) - **NOT REQUIRED**
- ▶ Architectural Site Plan - **YES REQUIRED**
- ▶ Servicing and Grading Plans - **YES REQUIRED**
- ▶ Landscape Plan **NOT REQUIRED**
- ▶ Development/Condominium Phasing Plan - **NOT REQUIRED**
- ▶ Architectural Elevation/3D Massing/Perspective Drawings - **NOT REQUIRED**
- ▶ Traffic Impact Brief - **NOT REQUIRED**
- ▶ Cultural Heritage Impact Assessment (CHIA) - **NOT REQUIRED**
- ▶ Environmental Impact Studies and Record of Site Condition (RSC) - **NOT REQUIRED**
- ▶ Electrical Site Plan - **NOT REQUIRED**
- ▶ Topographical Survey - **NOT REQUIRED**
- ▶ Site Plan Approval Procedures Guide Legal Documentation - **YES REQUIRED**

Presentation to Cobourg Council March 19th 2018

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List of requirements for 15 UNIT Heritage Harbour Townhomes Pt. I

- ▶ **Tree Inventory & Assessment (Arborist Report)** by a qualified arborist is required. **LANDSCAPING ALREADY EXISTS SEE FOLLOWING SLIDE**
- ▶ **Architectural Site Plan** prepared by a qualified architect/designer **AGREED NOT DISPUTED.**
- ▶ **Servicing and Grading Plans** **ADVISED BY TOWN STAFF AT OUTSET NOT REQUIRED FOR THIS PROJECT**
- ▶ **Traffic Impact Brief** by a qualified transportation engineer or similar qualified professional. 87 & 93 Albert existing since 1850. **JAIL WALLS CURENTLY PART OF RESTAURANT/INN & LICENSED FOR 180 PEOPLE! IN OTHER WORDS LESS TRAFFIC!**
- ▶ **Cultural Heritage Impact Assessment (CHIA)** by a qualified heritage professional to identify and assess potential impacts of development on the existing on-site heritage resources and adjacent designated heritage properties **NOT REQUIRED BY TOWN OFFICIAL PLAN WHEN THIS PROJECT PROPOSED IN 2016. OFFICIAL PLAN SINCE CHANGED IN 2017.**
- ▶ **Environmental Impact Studies and Record of Site Condition (RSC)** **ADVISED BY TOWN STAFF AT OUTSET NOT REQUIRED FOR THIS PROJECT**
- ▶ **Electrical Site Plan** **NOT REQUIRED FOR KING GEORGE MEWS PROJECT**

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Heritage Harbour Townhomes

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LANDSCAPE already built Inner Garden Courtyard

Facing North

Facing South



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List of requirements for 15 Unit Heritage Harbour Townhomes Pt. IV

- ▶ **Topographical Survey** illustrating existing grades and site features of the subject site and adjacent lands is recommended to provide baseline data; **STRUCTURES ALREADY BUILT GRADES ESTABLISHED.**
- ▶ **Legal Documentation** from a solicitor **AGREED**

PLEASE BEAR IN MIND THAT THE PHYSICAL BUILDINGS, APART FROM GARAGES, ARE IN PLACE AS THEY WERE AT KING GEORGE MEWS & MORE RECENTLY 394 COLLEGE ST. COBOURG.

394 College St. has 5 units in conversion. Heritage Harbour has 10 more & King George Mews had 26 more.

NONE OF THESE ARE BIG PROJECTS.

Presentation to Cobourg Council March 17th 2018

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Our office is directly across the street from Victoria Hall.
We are very accessible and available for questions and answers.

~
The various merchants and their stores would undoubtedly be quite happy to have some new customers.

~
The Town of Cobourg undoubtedly has many projects that could be funded with increased tax revenue.

~
WE would be happy in 2018/2019 to finish 323 George with the Mansions on James portion of that building as well as Heritage Harbour!

Presentation to Cobourg Council March 17th 2018

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\$900,000 dollars in projected ANNUAL Tax revenue from our Groups existing projects for the local Municipalities.

Will 400 new residents in the downtown make a difference.

Why have Neither the Mayors office nor any of the town councillors EVER asked us a question about these projects.

The Mayor twice in 2016 promised "to hold our feet to the fire". Why? And what did that mean?

Why are we bogged down continuously with red tape more than other projects(Including our own previous developments).

We need support **& less RED TAPE** from the town or should we "get out" and leave Cobourg as instructed in 2013 by a Town Economic Development Officer.

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The town loves the tourist aspect of the warmer seasons but....

The Downtown Merchants NEED sustainable YEAR ROUND customers.

A FOUR SEASON TOWN WITH MORE JOBS.

Cobourg NEEDS a revitalised downtown. More residents will help this a reality.

Is some one else clamouring to make this happen?

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WE WILL!

PHOENIX

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Phoenix Genesis Developments

1. WE NEED	LESS BIAS AGAINST OUR GROUP.
2. WE NEED	LESS RED TAPE.
3. WE NEED	A LEVEL PLAYING FIELD.
4. WE NEED	A MORE POSITIVE APPROACH TO OUR PROJECTS.
5. WE NEED	HELP NOT HINDERANCE.

**COBOURG TOWN COUNCIL
PRESENTATION MARCH 19 2018**