



MEDIA RELEASE

Downtown Coalition Advisory Committee Hosts Progress Update on Downtown Projects *Downtown billboard will receive update to showcase goals achieved and momentum gained.*

(Cobourg, ON) October 20, 2017 – The Town of Cobourg’s Downtown Coalition Advisory Committee will be holding an event open to the media and public that will provide a progress update on 11 major downtown projects that the Downtown Vitalization Action Team began in 2014.

Cobourg's Downtown Vitalization Action Team was established in order to revitalize the central downtown business district for the Town of Cobourg. The team worked in partnership with the Downtown Business Improvement Area (DBIA) and the Northumberland Central Chamber of Commerce. The Cobourg Downtown Vitalization Initiative underwent a series of strategic planning sessions from which 11 major projects were fashioned to build a successful downtown including the refurbishment of downtown heritage properties, second and third floor living space and enhanced tourism assets to support downtown retail.

One of the communication projects completed for the Downtown Vitalization Initiative was the installation of an 8 x 20 foot billboard within Cobourg’s Downtown district. This billboard, located at the corner of King Street and Division Street, provided Cobourg citizens with a visual timeline for each of the Downtown Vitalization Initiative projects. The Downtown Coalition would like to host an event to provide the public with an update on these 11 major projects.

Event: Status Update on Downtown Vitalization Project Billboard

Date: Monday, October 23, 2017

Time: 10 a.m.

Location: Corner of King Street and Division Street

“All Downtown Vitalization projects on the billboard have now been addressed,” said Carol McCann, Chair of the Downtown Coalition Advisory Committee. “Furthermore, eight additional Vitalization projects have since been identified by the Downtown Coalition Advisory Committee, and are either completed or in progress.”

Please find below a list of the 11 major Downtown Vitalization projects with a progress update for each:

1) Street Light Enhancement

To increase illumination of the downtown through the replacement of current pole top light fixtures giving the downtown a warmer feeling at night. Six new 100 Watt LED street lights installed July 2014.

Start Date: May 2014

Status: **COMPLETE**

2) Closed Circuit Security Cameras

Installation of three CCTV Cameras along King Street and monitored by the Cobourg Police Services.

Start Date: Summer 2013

Status: **COMPLETE**

3) Vehicle Way Finding Signs

Installation of vehicle way finding signs every 0.5 kilometers along William and Division Streets directing vehicular traffic to the downtown core.

Start Date: May 2014

Status: **COMPLETE**





4) Gateway and Parking Signs

Gateway arches will be installed at the East and West entrances to Downtown in order to provide definition to entering the downtown core. New parking lot signs are under currently review.

Project Start Date: Spring 2015

Status: **COMPLETE**

5) Henley Arcade

This project included the reconditioning of Henley Arcade to improve lighting, signage, landscaping, walkway design and include a mural on the east wall resulting in a safe and well defined connection between King Street and the Covert Street parking lot.

Project Start Date: May 2014

Status: **COMPLETE**

6) Cobourg's Community Improvement Venture Initiative

This initiative included various financial-building improvement tools for prospective building owners to leverage. This project will consist of marketing materials, a new website and a planned web based 3D Virtual Tour of Downtown and an inventory of heritage building assets. Armed with funds from the Town of Cobourg as well as financing from other sources, the goal is to see heritage buildings improved, encourage new upscale retail businesses and the renovation and reclamation of residential units on upper floors.

Timeline: Phase I, Legal: Completed, Phase II, Business Plan - Completion Deadline: November 2014

Status: **PENDING SUCCESS OF COMMUNITY IMPROVEMENT PLAN.**

7) Cobourg Youth Entrepreneurship Pilot Project (YEP)

The goal of the YEP program was to provide youth of all skill levels, between the ages of 18 and 29 with an educational entrepreneurship experience. Through mentorship and support the entrepreneurs were given opportunities to enhance their skills and knowledge in order to successfully operate a new and/or expand an existing business in Downtown Cobourg.

Project Start Date: March 2014

Status: **COMPLETE**

8) Building Asset Study

The goal of this project is to assist building owners in the assessment of their downtown heritage buildings. The project will provide an opportunity to review current assets and plan for future development and conservation of buildings on King Street from Spring Street to McGill Street. The study may include an assessment of the age and condition of a building's infrastructure and structure, and an inventory of such attributes as exterior construction material, type of roof, type of windows, heating and electrical systems, total building size, commercial space vs. residential units, etc. Once complete, this information may be added to the 3D Model and then converted to a web-based virtual tour for marketing downtown properties to potential commercial business recruits, developers and new residents.

Project Start Date: July 2014

Status: **COMPLETE**

9) Heritage Master Plan

The development of a Heritage Master Plan for the Town of Cobourg will provide the tools to identify, protect and celebrate Cobourg's rich and diverse heritage. It will provide comprehensive guidance for the management of heritage resources, including Heritage Conservation Districts, individually designated heritage properties and non-designated properties that are included on the Municipal Register of Properties of Cultural Heritage Value and Interest. The Heritage Master Plan will create policies and guidelines that





leverage the unique and distinct character of Downtown Cobourg to support businesses, economic development and the goals of the Downtown Vitalization Initiative.

Program Start Date: October 2014

Status: **Complete**

10) Tourism Asset Feasibility Study

As a component of the Downtown Master Plan, the Tourism Asset Feasibility Study will concentrate on the value and potential uses of town-owned lands and buildings that may be developed to create a four-season destination in downtown Cobourg and the positive impact of such a destination on overnight visitation and spending.

Timeline: Phase 1 Completion Deadline: September 19, 2014, Phase 2 Completion Deadline: Pending Waterfront Master Plan

Status: **Complete (Phase 1)**

11) Marketing & Communications Plan

The Marketing and Communications plan was designed to keep citizens and key stakeholders updated on the Downtown Vitalization initiative through a multi-faceted campaign.

Timeline: June 2014

Status: **Complete**

For additional information on the Downtown Vitalization Initiative and project updates please visit the Municipal Website www.cobourg.ca and search 'Downtown Vitalization'.

About the Downtown Coalition Advisory Committee

The Downtown Coalition Advisory Committee is a partnership of residents, the Downtown Business Improvement Area (DBIA), Northumberland Central Chamber of Commerce, Cobourg Council and Town staff and was established to guide the implementation of vitalization initiatives on behalf of Cobourg Council.

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Media Contacts

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About The Town of Cobourg

The Town of Cobourg is a lakeside community (population 19,440) located on the north shore of Lake Ontario halfway between Toronto and Kingston and has been recognized multiple times by MoneySense Magazine as "One of Canada's Best Places to Live" in populations under 25,000.

Founded in 1798, Cobourg is rich in heritage offering a vibrant downtown, sophisticated small town atmosphere and renowned waterfront that serves as a popular getaway destination. As the largest town in Northumberland County, Cobourg is personified by historic Victoria Hall, hosts a 27.4 million community centre, an educated and skilled labour force, flourishing commercial sector and supportive municipal government. Cobourg has received the Federation of Canadian Municipalities Sustainable Communities Award, accolades from the Accessibility for Ontarians with Disabilities Act Alliance, and multiple heritage, environmental, and event awards.

