

The Corporation of the City of Kawartha Lakes

Council Report

Report Number ED2017-012

Date: June 27, 2017

Time: 2:00 p.m.

Place: Council Chambers

Ward Community Identifier: 14, 15

Subject: Omemee Streetscape and Façade Design Guidelines

Author/Title: Bob Minhas, Economic Development Officer- Community

Recommendation(s):

RESOLVED THAT Report ED2017-012 **Streetscape and Façade Design Guidelines**, be received;

THAT the Streetscape and Façade Design Guidelines for Omemee attached as Appendix A to Report ED2017-012 be approved; and

THAT consideration is given to the recommendations contained in the Streetscape and Façade Design Guidelines by the municipality, downtown landowners and local organizations when conducting future work and planning.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

At the March 4, 2014 meeting of Council the following resolution was adopted (CR2014-228):

RESOLVED THAT Report ED2014-002, Rural Economic Development (RED) Fund, be received;
THAT Council accept matching funding totalling \$245,500.00 to implement projects in Coboconk-Norland, Fenelon Falls, Lindsay, Omeme, Bobcaygeon and Woodville totaling \$491,000.00;
THAT Council authorizes the Director of Economic Development to work with Human Resources staff to recruit a temporary, full time Downtown Revitalization Coordinator to work with the Ministry of Rural Affairs' Downtown Revitalization Program for up to a 24 month period; and
THAT Council approve the City's contribution of \$245,500.00 to come from the Economic Development Reserve.

At the January 26, 2016 meeting of Council, the following was received (CR2016-078):

RESOLVED THAT Report ED2016-001, Streetscape and Facade Design Guidelines, be received;
THAT the Streetscape and Facade Design Guidelines for Coboconk/Norland, Fenelon Falls and Lindsay, attached as Appendix A, B and C to Report ED2016-001, be approved; and
THAT consideration is given to the recommendations contained in the Streetscape and Facade Design Guidelines by the municipality, downtown landowners and local organizations when conducting future work and planning.

Staff, stakeholders, and residents participated in Community Design Workshops to provide input into draft Guidelines. These drafts were then presented to Omeme community's Downtown Revitalization Advisory Committees (DRAC) for feedback. Revised final drafts were then presented to the Committees, stakeholders and residents at Public Meetings for final comments prior to presentation to Council.

Rationale:

Merchants, property owners, residents, visitors, community organizations and local government all benefit from healthy, vibrant downtowns. Downtown revitalization focuses on managing and improving on the economic, physical and social well-being of a community's traditional town center. Ways that this is accomplished include creating enjoyable yet functional public streets and spaces while maintaining cohesive and aesthetically pleasing downtown building facades.

The Streetscape and Façade Design Guidelines provide a tangible vision for streetscape and façade design recommendations based on community consultation and input from the established Omeme Downtown Revitalization Advisory committee. Once approved by Council, the Guidelines will be considered during area-specific Downtown Revitalization strategic planning for each of the communities. As such, the Guidelines are not binding, but offer recommendations as to theme and style when preparing detailed designs for future improvement and development projects for downtown landowners and business owners, as well as the municipality. There are options to be considered and will be simply a guide to inform specific choices made in the future projects.

Other Alternatives Considered:

None

Financial Considerations:

There are no direct costs associated with adopting the guidelines as no action is being recommended at this time. The Demonstrations provided within the document are suggestions and there is no indication that examples provided must be implemented.

The City has previously applied for the Ministry of Transportation Connecting Links yearly funding program to undertake work in Omeme and was unsuccessful. The City will continue to apply to this program and when successful the Streetscape and Design recommendations would be incorporated into that project when it happens.

Relationship of Recommendation(s) To Strategy Map:

The City's Strategy Map outlines Council's Vision of a Community Pursuing Prosperity, Quality of Life and a Healthy Environment. The Streetscape and Façade Design Guidelines align with the Corporate Strategy Map:

- Goal 1 – A Vibrant and Growing Economy
- Goal 2 – An Exceptional Quality of Life

Review of Accessibility Implications of Any Development or Policy:

The design guidelines consider accessibility needs; however future specific projects would be required to meet accessibility regulations current at the time.

Servicing Comments:

Not applicable.

Consultations:

Ontario Ministry of Agriculture, Food, and Rural Affairs
Downtown Revitalization Advisory Committee
Stempski Kelly and Associates Inc. (design consultants)
Richard Holy, Manager of Policy Planning
Michael Farquhar, Supervisor of Technical Services
Rebecca Mustard, Manager of Economic Development
Community Design Workshops for residents of Omeme

Attachments:

The following attached documents may include scanned images of appendixes, maps, and photographs. If you require an alternative format, please call Bob Minhas, Economic Development Officer – Community (705) 324-9411 ext. 1396.

Appendix A: Omeme Streetscape and Façade Design Guidelines



Omeme
Streetscape and Façade

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