

## Coboconk-Norland Downtown Revitalization Action Plan Report

February 2022

### Goal 1: The City of Kawartha Lakes will continue to take ownership of the Downtown Revitalization project working in partnership with the Coboconk, Norland and Area Chamber of Commerce and the greater community to implement the Actions identified to revitalize Downtown Coboconk and Norland

Activity	Tasks	Evaluation	Status	Notes
1.1 Establish a management committee to meet quarterly consisting of the Downtown Revitalization Advisory Committee, the Coboconk, Norland and Area Chamber of Commerce, Municipal Staff and Key Community Stakeholders	Identify and invite key stakeholders and business owners to sit on Management Committee	Committee established with appropriate representation of the Fenelon Falls business community. Work plan and meeting schedule established for first year of committee	Complete	<p>DRAC was formed in November 2017 with 2 members from each of the DR communities and 2 councillors, along with an OMAFRA rep and staff rep.</p> <p>A Coboconk/ Norland Working Group formed and had their first meeting in early 2018 with over 20 community members in attendance to find out what was planned for the DR activities. Moving forward, only the 2 DRAC reps, Chamber, OMAFRA and staff reps continued to participate with the working group.</p> <p>2020/21 COVID 19 compounded the challenges of the community to have in-person working group sessions. Chair (Dinah) has remained engaged in the process and communicates the priorities of DRAC with many community organizations in Coboconk and Norland and continues to report back to the Committee of Council.</p>
1.2 The Coboconk, Norland and Area Chamber of Commerce act as a conduit of communication to businesses and the community	Recruit, share and develop content to communicate the progress, successes and challenges of downtown revitalization	<p>Community engaged and informed in Downtown Revitalization implementation process.</p> <p>Community is supportive of program, and partnerships identified for implementation of strategic plan.</p>	Complete	Needs to be celebrated after 5 years.
1.3 Develop an annual report card to identify the progress and success of the Downtown Revitalization project	Annual update on progress and implementation; highlight successes and challenges and future steps of process	<p>Report Card distributed to all local business owners, community and City Council annually.</p> <p>Effectively communicate the progress of the DR implementation.</p>	Complete	<p>OMAFRA Reports Annually 2017-2019</p> <p>Annual reports to Council as part of the Committee of Council</p> <p>Issue a 5 year report to celebrate the achievements of the DR program 2017-2021.</p>

**Goal 2: Address and improve the current Downtown business mix by refining and promoting identified business opportunities**

Activity	Tasks	Evaluation	Status	Notes
2.1 Attract developers and business owners to inject new ideas and uses into Coboconk and Norland Downtowns	Work to attract unique/specialty retail and service businesses	Track new development and business interest in Downtown(s)	Complete	Downtown Dreams program; Invest Ontario Dragons Event in 2016 to pitched properties in Coboconk to potential investors.
	Using business opportunities identified in the Market Area Data report, assist new and existing businesses on establishing, expanding or refocusing new opportunities.			Market area data and Downtown Revitalization data shared with potential businesses and investors in the community.
	Develop relationships with local Realtors, help promote Downtown Revitalization research, Streetscape and Façade Design Guidelines and CIP to clients.			Local Intel developed to promote local land uses and links off to local realtor sites with commercial properties for sale. Link: <a href="https://kawarthalakes.ecdev.org/available-properties">https://kawarthalakes.ecdev.org/available-properties</a>
	Update and maintain building and business inventory	Building inventory complete and updated regularly.	Complete	Collected annually. Launched 2021 Business Count program. An annual program that includes the data from the building and business inventory. This will provide the capabilities to report aggregate business data per community.
2.2 Work with Municipal Staff to identify and promote market ready properties to potential investors.	Building inventory with zoning, usage, permitted allowances, and property tax information	Property listing complete and maintained regularly.	Complete	Building Count program will capture the property information. This can be used in conjunction with the Local Intel program data. 2021 Workforce/Marketing attraction program will help to attract investment and these tools can be used in conjunction with each other.
	Develop and market a "Toolkit for New Businesses"			Local Intel developed to promote local land uses and links off to local realtor sites with commercial properties for sale. Link: <a href="https://kawarthalakes.ecdev.org/available-properties">https://kawarthalakes.ecdev.org/available-properties</a>
2.3 Coordinate a public information session to educate local businesses on market area data and reports developed through the Downtown Revitalization project.	Identify and invite key stakeholders, local business owners and councillors to special meeting	Local businesses and property owners engaged in supporting the implementation of the Downtown Revitalization Strategic Plan.	Complete	Complete: Public meeting was held on Feb 15/18.
	Develop presentation and prepare summary for strategic plan for attendees			Public meeting was held on Feb 15/18.
2.4 Establish a process to allow for the removal of derelict buildings that will not prohibit future development.	Identify properties of concern, including necessary information from Planning re: zoning, uses, and MTO setback allowances.	Derelict buildings removed by property owner with the opportunity for re-development.	Complete	Properties identified however, this needs to be dealt with on a property-to-property basis. Able to move the bar as far as possible to this date.
	Register buildings on Derelict Buildings Registry			Derelict Building Registry is currently part of our Property Standards bylaw. Once in the registry owners are charged a yearly fee until the building is either removed or occupied.
	Work with Planning to develop a process to allow for buildings to be removed that will not prohibit future development			This needs to be dealt with on a property-to-property basis. Able to move the bar as far as possible to this date.

**Goal 3: Improve the visual appearance and functionality of the public realm to create a year round cottage community for residents and visitors to enjoy**

Activity	Tasks	Evaluation	Status	Notes
3.1 Engage the Ministry of Transportation Ontario in supporting the Downtown Revitalization through permissions to implement signage and the Streetscape and Façade Guidelines.	Arrangement of encroachment allowances from MTO for Coboconk, Norland	MTO allowance to implement signage and public aspects of streetscape guidelines	Complete	Multiple conversations have been had. Businesses who are interested in signage will be required to go through the sign permit process. Economic Development available to support process if requested. Streetscape improvements would be required to go through approval process between Engineering and MTO. Streetscape would be considered beautification upgrades and elements would have to be approved upon design.  MTO not amenable to painting parking spots on side of highway.
	Work with senior officials of MTO and political officials.			
3.2 Research viability of a downtown public Wi-Fi program that allows all visitors to connect online	Identify local Wi-Fi internet providers (i.e. EastLink, CableCable, Nexicom)	WiFi access available	Complete	Completed in partnership with Nexicom.
	Set up meeting with appropriate Municipal Departments, Chamber of Commerce and internet provider			
	Determine operational logistics and set up agreement			
3.3 Install public washrooms close to Coboconk downtown, with easy access for boaters	Explore design options considering economical, cost effective approach	Bathrooms installed and functioning	In Progress	Longer term project. Looking at how to include this through new warf design. Pre-COVID portable washrooms were available at the public access park across from the Warf, accessible to Downtown and boaters.
	Restrooms open during peak season May long weekend through to Thanksgiving weekend each year, 24 hours a day, 7 days a week.			

**Goal 4: Engage business and property owners to enhance utilization of space and visual appearance of properties through a commitment to create a cottage community by implementing the façade guidelines and community improvement plans**

Activity	Tasks	Evaluation	Status	Notes
4.1 Encourage business and building owners to rehabilitate, repurpose and/or develop their land and buildings based on the Streetscape and Façade Guidelines	Include in the planning and building process for the municipality to provide guidelines to permit applications through planning and building.	Downtown buildings rehabilitated following the recommended Guidelines	Complete	Kawartha Lakes Economic Development Strategy established "business pilots" where businesses have one-on-one support from Economic Development during start up or business expansion processes.
	Establish a listing or database of grants or loans that are available to business owners.			2021 COVID-19 Business page promotes the business grants available during COVID-19. Launch of Economic Development newsletter promotes grants available for businesses as they become available.
	Develop a welcome package from the Chamber of Commerce and Economic Development for new businesses in community.			Downtown Revitalization Advisory Committee went with the direction of an online "Toolkit" with Kawartha Lakes Economic Development. Local Intel, link: <a href="https://kawarthalakes.ecdev.org/help">https://kawarthalakes.ecdev.org/help</a>  Tools include: Business Climate, Industry Trends, Customer Demographics, Competition, Land Uses, Environment, Workforce, Community Facilities, Transportation, Utilities, and Available Properties.
	Promotion of Streetscape and Façade Design guidelines and potential funding opportunities to businesses.			Streetscape and Façade Guidelines widely available. Mandated through CIP/Million Dollar Makeover program for privately owned properties.  Funding opportunities for businesses and business organizations promoted frequently via Economic Development newsletter, website, Chamber of Commerce.

**Goal 5: Be recognized as a travel destination of choice**

Activity	Tasks	Evaluation	Status	Notes
5.1 Work with business owners to stay open past 6pm on Fridays	Educate local business owners on consumer demand and advocate for extended hours on Fridays.	Consistent, extended hours in downtowns achieved.	Not Completed	Businesses have different customer base, and their hours are set to accommodate them. Difficult to achieve standardized hours.
	Work with business community to achieve standardized hours for evenings and weekends during the peak season.			
5.2 Product development of natural assets for experiential tourism.	Host a networking session for the businesses and operators in the Tourism sector to connect and discuss experiential product development.	Minimum two "products" developed.	In progress	In 2018/2019 Paint and Paddle on the Gull River in development.  2020-2021 Kawartha Lakes Signature Experience Program opened for businesses to access, this is to develop "Signature" visitor experiences in Kawartha Lakes.
	Support local businesses in combining their products, services, accommodations and activities into tourist packages.			
5.3 Establish a successful marketing and promotions program for experiential tourism and natural assets	Develop a marketing strategy with support from experienced marketing consultant.	Marketing Strategy and evaluation developed	Complete	2021 Summer Tourism Enhancement Program supported development of new website, virtual tourism elements and social media strategy.
	Access funding to support development of marketing strategy, and the development of marketing products.	Engagement of promotions through print media, website(s) and social media, etc.		
5.4 Create a vibrant weekend atmosphere for visitors	Bring businesses, local organizations and churches together to plan interactive weekends throughout the peak season May –August	More active weekends and weekend population growth	In Progress	

**Goal 6: Better utilization of existing parking assets, and identification of potential parking space on public and private land.**

Activity	Tasks	Evaluation	Status	Notes
6.1 Enhance the visibility of the municipal parking lot in Norland using the Streetscape and Design Guidelines	City to establish a 5 year Capital Asset Improvement Plan for Coboconk and Norland, including parking assets, and identify necessary budget and process requirements	Increased use and visibility of the parking lot.	Complete	Signage installed, parking lot cleaned up, flowers containers installed.
6.2 Identify and mark parking spaces in Coboconk.	Engage with Ministry of Transportation Ontario and City of Kawartha Lakes Public Works department to receive appropriate permissions necessary.	New spaces identified and painted in the downtown	Not Completed	Spoke with MTO. Not authorized. Perhaps can be advocated for again with beautification of street.
	Engage with business owners to identify available parking for staff off of the main street.	Alternative parking identified and utilized for staff	Complete	Not an issue as of 2021

**Goal 7: Develop and implement a signage plan that supports the community, businesses, recreation and tourism.**

Activity	Tasks	Evaluation	Status	Notes
7.1 Advocate with the Ministry of Transportation Ontario to allow for businesses to advertise along Highway 35 and in the downtown core(s).	Identify and engage with appropriate representatives to obtain necessary permissions for sign installations.	(not identified in plan)	Complete	Multiple conversations have been had. Businesses who are interested in signage will be required to go through the sign permit process. Economic Development available to support process if requested. Signage for public assets part of a larger signage project for the City.
	Identify necessary way finding needs for local businesses and community assets, in addition to larger highway signage.		In Progress	Community and public wayfinding signage project to be completed as a future project. New Coboconk sign installed
7.2 Conduct sign inventory to identify redundant signs, necessary upgrades and new signage opportunities	Coboconk, Norland and Chamber of Commerce to conduct signage inventory	Signage inventory completed.	In Progress	Sign inventory was completed in early 2017. Sign project from municipality a large project that needs to be undertaken.
	Support from City of Kawartha Lakes staff to upgrade and install new and necessary signage.			
7.3 Install way finding signage for recreation facilities, businesses off of main street, parking and public infrastructure.	Identify funding opportunities for signage	New signage installed.	In Progress	Sign project from municipality a large project that needs to be undertaken.
	Use developed sign inventory to guide installation.			
7.4 Upgrade or install new community entrance and event signs and downtown gateway signage	Identify a new process for community signage in Kawartha Lakes in partnership with Asset Management to ensure life cycle of new and existing signage is mapped and monitored.	Signs installed	Complete	New Coboconk sign installed

**Goal 8: Enhance recreation opportunities in Coboconk and Norland**

Activity	Tasks	Evaluation	Status	Notes
8.1 Assess current recreational programs, social and capital infrastructure and identify recreational gaps	Coboconk, Norland and Area Chamber of Commerce establish a sub-committee to oversee community and recreation assets.	Recreational gaps are identified, with recommendations for enhancing and expanding infrastructure and programs.	In Progress	Parks and Recreation Staff regularly investigate programming opportunities throughout the municipality. Multiple staff sit on Kawartha Lakes Sport and Recreation Council to feed into initiative.
8.2 Increased utilization of recreation facilities by increased programming, enhanced promotions of facilities and activities, events and use by community groups and visitors.	Increased programming in community, with support from Parks, Recreation and Culture.	(not identified in plan)	In Progress	Parks and Recreation Staff regularly investigate programming opportunities throughout the municipality. Multiple staff sit on Kawartha Lakes Sport and Recreation Council to feed into initiative.
	Identify funding and partnership opportunities to leverage existing resources.			Ward Park in Norland has new Management Committee. Have seen winter skating, ball diamond, horseshoe pits being used.
	Work with Kawartha Lakes Small Business and Entrepreneurial Centre to identify potential Summer and Starter Company Businesses.			Coboconk - is a work in progress. Looking to get phragmites removed from the ditch blocks the view of the fields and the Community Centre sign. Tennis Courts are being actively used.
	Engage with Kawartha Lakes Sport and Recreation Council to host a recreation registration fair.			
8.3 Explore funding for recreational capital project needs and bring partners together to operationalize.	Initialize the below projects, and research further needs: <ul style="list-style-type: none"> <li>- Install walking and ice rink trail;</li> <li>- Enact Phase 2 of the Norland;</li> <li>- Community Centre and Arena upgrade including the outdoor ice surface;</li> <li>- Increase, install and upgrade boat docking and launch amenities in Coboconk, Norland and Rosedale.</li> </ul>	Increased and improved recreational capital assets.	Complete	Norland Recreation centre had significant improvements. Docking and launching initiatives have been completed.