



February 2015 Newsletter - Issue 1 . Volume 2 . February 2015

Downtown News to 'Feel Good' About



The Importance of Heritage Conservation in Downtown Cobourg

We asked Alison Torrie Lapaire, Planner for The Town of Cobourg to speak to us about why our downtown is so important, what it brings (and can bring) to the economy and why special attention needs to be given to the preservation of its heritage. Here's a great article that she wrote on just that.

Perhaps the best indication of a town's economic and cultural health is the vitality of its downtown commercial district. A thriving downtown is critical to the attraction of new residents and tourists alike, and is essential to attracting new investment and business.

The conservation of heritage resources plays an important role in the economic vitality of a commercial district. The designation of a Heritage Conservation District allows a municipality to protect the unique character of a neighbourhood. Older buildings that contribute directly to the historic built fabric of the area are protected, and newer development can be guided to ensure it is compatible with the architecture and urban design of the neighbourhood.

When considering alterations to buildings and new development in historic neighbourhoods, it is important to understand that heritage conservation does not mean that everything must freeze in time. Downtowns are living, evolving neighbourhoods. The sustainable and responsible conservation of heritage resources is achieved when a balance is found between preservation and innovation. A Heritage Conservation District is one of the most effective tools not only for historic conservation, but also for achieving good urban design. Today, the restoration of a historic building requires the consideration of a variety of issues, from Fire Code and Building Code requirements, to accessibility, environmental sustainability, Zoning By-law provisions, and energy efficiency. Heritage conservation, therefore, is not as straightforward as simply saving an old building. Heritage conservation requires that the character-defining elements of a building and a neighbourhood are recognized, prioritized, and preserved, while adapting to allow new uses and ideas.

An approach to downtown vitalization that recognizes the importance of heritage conservation will successfully generate economic and cultural interest and investment. The Town of Cobourg's Downtown Vitalization Action Plan highlights the conservation of our historic downtown as a key pillar to the success of the initiative. Heritage values and the conservation of our Town's unique built heritage are integrated into the various projects that comprise the Downtown Vitalization initiative. A Heritage Master Plan for the Town of Cobourg is targeted for completion in 2016, and will update the guidelines for alterations and development in Cobourg's historic downtown.

In 1831, William Cattermole wrote the following about our town: *"Cobourg is a handsome and thriving place. Has its stores in abundance; its post office; printing-office, with a newspaper; its churches, chapels, wharfs; lawyers, blacksmiths; inns and innkeepers; hatters, shoe-makers, and every other convenience which a wealthy, grain-purchasing, money-making generation could desire."*

By prioritizing the conservation of our heritage, Cobourg's strategy for Downtown Vitalization is committed to the conservation of our town as a handsome and thriving place.

For more information on Cobourg's Downtown Heritage district contact Alison Torrie Lapaire, Planner I at The Town of Cobourg by calling 905-372-1005 ext. 4455 or emailing atorrie@cobourg.ca.

News: Town of Cobourg Installs Way Finding Signs Directing Traffic Downtown

(Cobourg, ON) January 22, 2015 – As part of the next steps for Cobourg's Downtown Vitalization initiative, the Town of Cobourg Engineering Department has installed way finding signs within the Town limits. The way finding signs are part of the 12 major projects identified through strategic planning sessions for the Cobourg Downtown Vitalization Initiative to assist in the revitalization of the central downtown business district for the Town of Cobourg.

Part of Cobourg's Downtown Vitalization Initiative was to form a Physical Improvement Team. The goal of the Physical Improvement Team was to assist the Downtown Vitalization Task Force assess work to be done to help improve Cobourg's Downtown. During the assessment, the Physical Improvement Team worked with GSP Group who developed a report with the objective of identifying opportunities to improve signage and way finding to both the Downtown and from the Downtown to the Waterfront that will enhance the public realm and instill a sense of place and memorable identity for local residents and visitors.

Economic Development Officer, Wendy Gibson states "these signs will assist in drawing attention to the downtown and provide clear direction for out-of-town vehicular traffic. It is also one more step



toward fulfilling our commitment as set out in the Downtown Cobourg Vitalization Action Plan" GSP Group's report included sample design renderings for the own's consideration. The Downtown Vitalization Task Force hosted two public meetings where the design renderings were on display at Victoria Hall and the public were able to provide written comments and feedback and ask questions. The design rendering were also uploaded to the Municipal website for public review.

Using public input The Physical Improvement Team decided on design renderings that were endorsed by the Task Force and became part of the final Action Plan that was approved by Council where the report was further accessible to the public. In September of 2014, Cobourg Town Council authorized the Engineering Department to tender for the supply of vehicle way finding signs including the concrete base.

The approved budget for design and installation of the way finding signs was \$40,000, sourced from the Downtown Vitalization Capital Budget which is funded through the Economic Development department. Ten way finding signs were approved, of which nine have been installed on town owned boulevards. The design of the signs was completed by the GSP Group, and Cobourg's Public Works Department installed the cement bases and signs.

Each sign notes the distance to Cobourg's downtown at the top of the sign and an arrow directing people to the waterfront and downtown area. Way finding signs are common within other Municipalities and the Downtown Vitalization Task Force is confident that the addition of the way finding signs in Cobourg will promote additional traffic to Cobourg's Downtown attractions.

The way finding signs have been installed at the following locations:

- Burnham Street at Depalma Drive
- Burnham Street at Elgin Street West
- Elgin Street West, west of William/Burnham
- William Street at Harden Street
- William Street at University Avenue West
- William Street at King Street West
- HWY 45 at Densmore Road
- Division Street at Elgin Street
- Division Street north of Ewart Street
- King Street East at Coverdale Avenue

A tenth sign was to be installed on Division Street at Spencer Street however, a large gas main was found at that location so the Town of Cobourg is currently researching a new location.

For questions and/or requests for additional information please feel contact the Town of Cobourg's Engineering Department at 905-372-4555.



New Business is Brewing with William Street Beer

We chat with Sean Walpole, Owner of William Street Beer on the opening of the store in Cobourg, goals being brewed for 2015 and the type of audience he's after. Cheers!

Q. Tell us about William Street Beer and how you got started.

A. William Street Beer was founded in 2013 as a natural evolution in a very long term passion for beer, brewing and the promotion of handcrafted ales in a variety of styles. We secured our location on December 1st of 2013 and launched our brewing operations in April of 2014.

We opened our retail store onsite at 412 William Street on April 26th.

Q. Why did you decide to set up shop in Cobourg?

A. We actually selected Cobourg for both sentimental and pragmatic reasons. My mother grew up in this area and my grandmother lived on Ball St. for the majority of my childhood, so I spent a great deal of time here as a kid. We were very excited to return to the area.



From a business perspective, I was very drawn to the deep enthusiasm that residents and business owners have for this community and their dedication to their neighbours. Buy Local is certainly not just a fad or catch-phrase in this area. This in combination with the fabulous seasonal calendar of events and the natural draw of the waterfront were very appealing to us.

Q. Have you always been an entrepreneur?

A. For sure, although not always as a business owner. My professional background is in Sales, Marketing and Operational Consulting for small business in the recreation and hospitality sector.

Q. What are some of your goals for 2015?

A. Our primary goal for 2015 is to implement sufficient growth to ensure that we can meet consumer demand during the busy summer months. We struggled with that in 2014. That really is a process of adding vessels and some automation in packaging.

Increased capacity will also allow to start marketing our products more vocally and start the process of adding new distribution channels.

Q. If you had to describe your business in one word what would it be?

A. Craftsmanship

Q. What type of consumer does William Street Beer appeal to?

A. We have two key types of beer consuming customer. First is the Craft Beer Enthusiast who is already educated and excited to try something new. The second is the casual beer consumer who is interested, but requires some education and experience before becoming a regular visitor. Both are exciting and rewarding but we thrive on the opportunity to expose people to something truly new.

Q. What sets you apart from your competitors?

A. Firstly, I would clarify that the Ontario Craft Beer Industry is unique (and awesome) due to the cooperative, collaborative and supportive relationship which we enjoy with other brewers. Some of our biggest early hurdles were cleared with the assistance of more established breweries in Northumberland, Durham and Peterborough.

That being said, we take a lot of pride in our focus to educate and serve Cobourg, Port Hope and the surrounding area first and foremost.

Q. Tell us about any sales, specials or events coming up at William Street Beer.

A. The holiday season was a whirlwind for us and we are currently working feverishly to replenish our supply and get back on track. However, we will be promoting our 1.9L Refillable Growlers for Super Bowl Parties and we are working on a very special Chocolate Cherry Stout for Valentines Day.

Welcome to Cobourg William Street Beer!

For more information on William Street Beer visit the store at 412 William Street, go to www.williamstreetbeer.com or call (905) 377-9090.

BREWERY STORE HOURS: Wednesday, Thursday and Friday: 12-6 Sat. 10-5





News: Paid Parking at Parking Meters Downtown Cobourg Enforced February 2, 2015

(Cobourg, ON) January 30, 2015 – Starting Monday, February 2, 2015 the Town of Cobourg will begin enforcing paid parking at the parking meters installed downtown Cobourg. The Town of Cobourg will provide a one week grace period during which time individuals who run over their paid parking time limit will not receive a parking ticket from Town By-law enforcement officers.

The Town of Cobourg Engineering staff installed parking meters downtown Cobourg on Wednesday, January 14, 2015. Parking meters have been installed on King Street from McGill Street to Hibernia Street, Second Street, Third Street and Division Street from Charles Street to Albert Street. The price for parking is \$1 per hour, or 25 cents for every 15 minutes of time. For individuals who do not wish to pay for a full hour, as little as a nickel (5 cents) can be placed in the meter which would provide three minutes of parking.

Cobourg Town Council approved that all of the new parking meters be set up to include free time at the end of the paid parking time. Individuals who put \$1 into the meter will receive 60 minutes on the meter plus an additional 15 minutes at the end of their paid time. Therefore a total of 75 minutes will be given. Individuals who put 50 cents into the meter will receive 30 minutes on the meter plus an additional seven minutes at the end of their paid time, a total of 37 minutes. Individuals who put 25 cents into the meter will receive 15 minutes of time on the meter plus an additional 4 minutes at the end of their paid time, a total of 19 minutes. The price of a parking ticket for individuals who exceed this time is \$20.

Two and three hour free parking is also available in parking lots surrounding the downtown. Free parking is available at the Albert Street Parking Lot, Third Street Parking Lot, Second Street Parking Lot, Hibernia Street Parking Lot, Victoria Hall Parking Lot, Covert Street Parking Lot and Trinity Parking Lot.

The Town of Cobourg has worked closely with the Cobourg Downtown Business Improvement Area (DBIA) on the introduction of paid parking in Cobourg. The Town is confident that paid parking downtown Cobourg will provide both locals and visitors with appropriate time to enjoy the shops and restaurants downtown without the worry of going over the one hour time limit that was previously enforced.

“The DBIA Board of Directors supports the Town of Cobourg’s implementation of user-paid parking solutions in Downtown Cobourg,” says Andrew Hall, Events and Business Coordinator, Cobourg DBIA. “While the ‘Feel Good’ experience Downtown is different for everyone, we want residents and visitors alike to immerse themselves in that experience without being rushed by parking time-limits of only one hour. With a user-controlled meter system for on-street parking we’re looking forward to fewer parking tickets, longer visits, and a greater ‘Feel Good Downtown’ experience, overall.”

To provide appropriate timing for public awareness and usage of the parking meters, the Town of Cobourg will be offering a one week grace period. During this grace period individuals who exceed the time on the paid parking meter will not get a ticket from the Town By-law enforcement officers.

The Town of Cobourg has received many comments from citizens and tourists that the one hour parking downtown Cobourg is not enough time for them to run their errands or enjoy a meal with friends. “The Town of Cobourg reviewed paid parking practices in other Municipalities before bringing a report to Council,” says Forrest Rowden, Cobourg Town Councillor. “The amount being charged at the Cobourg parking meters is less than what similar sized Towns are charging. By providing patrons with the ability to choose a specific amount of time they would like to park downtown we are confident that more individuals will be able to enjoy extra time enjoying the shops and restaurants downtown Cobourg.”

The parking By-law (By-law No 080-2014, Part IX, Parking Meters and Parking Permits, s.21) states that the Town of Cobourg can enforce paid parking at the meters seven days a week from 8:00am to 6:00pm.

If you have any questions regarding the parking meters please feel free to contact the Town of Cobourg's Engineering Department at 905-372-4555.

Citizen Feedback - We Are Listening!

The Downtown Vitalization team is happy to hear your suggestions on how Downtown Cobourg can be improved. Please send us your thoughts and ideas and we'll review and respond in our next eNewsletter.

Suggestion #1 | Citizen: Douglas Gellatly

Topic: In the way of helpful hints towards revitalizing downtown Cobourg here are three easy suggestions...

1. Clean pigeon wastes from front of Victoria Hall;
2. Seal the open windows on the second floor of King/Division building which is having paint removed;
3. Paint the front exteriors of the five attractive small shops located to the east of the King/Division building. i.e. Corfu +. Select five historically interesting colours to make the small retail shops "boutique" attractive and inviting.

Thank you for writing in and offering these great suggestions Doug. These have been forwarded onto the Downtown Vitalization Action Committee for review and a response will be posted in March's 'Downtown News to Feel Good About' eNewsletter.

If you have a suggestion please email us at communications@cobourg.ca



Open House: Landscape Master Plan

The Town of Cobourg has an exciting opportunity to create a naturalized trail and open space area on lands south east of King Street West and Tremaine Street (municipally known as 405 King Street West).

The Town of Cobourg is hosting an informal drop-in Open House to gather input and feedback from residents and interested parties regarding the proposed Landscape Master Plan.

When: Thursday, February 12, 2015

Time: 4 p.m. - 7 p.m.

Where: Citizen's Forum (2nd Floor, West Wing) at Victoria Hall, 55 King Street West, Cobourg

For further information please click [here](#).

Cobourg Winter Festivities

Cobourg Tourism kicks off another season of Winter Festivities with an exciting lineup of events that will prove there is nothing drowsy about winter in Cobourg.

When: Family Day weekend: February 14-16, 2015.

Lineup of Events:

- Two professional ice carvers will compete in the 'Battle of the Chainsaws
- Moving showings
- Live DJ at the outdoor rink
- Horse drawn wagon rides
- Interactive ice sculptures
- Curling
- Cookie decorating, hot chocolate and a maple candy station and more!

For a full list of Winter Festivity events including **Savoury Celebrations & The Winter Photography Contest** visit www.cobourgtourism.ca or access the [press release](#).

