

The background of the page is a photograph of a community meeting. Several people are seated at long tables, engaged in conversation. The room has a white wall with a clock and an "EXIT" sign. The image is overlaid with a semi-transparent green filter. The text "Visioning Workshops" is written in a white, sans-serif font, and "WHAT WE HEARD REPORT #1" is written in a larger, white, sans-serif font, both centered over the image.

Visioning Workshops
WHAT WE HEARD
REPORT #1

November 26, 2018



SHELBURNE

COMMUNITY IMPROVEMENT PLAN

1.0 INTRODUCTION

The Town of Shelburne is preparing a **Community Improvement Plan** (CIP) for the entire Town. It will provide a vision for the Downtown and other key areas in Shelburne that **need improvement**.

A revitalization strategy and financial incentives will promote improvements and beautification of Shelburne's **streets, parks, and buildings**.

Breakfast Meeting for Businesses

Friday, November 2nd 2018

The Breakfast Meeting for businesses took place on November 2nd, 2018 at the Mel Lloyd Centre Auditorium (167 Centre Street) from 7:00-8:30am. Approximately 35 people participated. The meeting began with a brief presentation by The Planning Partnership that provided an overview of the work program, previous studies, existing conditions, and opportunities for improvement in each character area (Appendix A). Following the presentation, members of the business community were invited to contribute to a vision statement for the Town of Shelburne Community Improvement Plan, and discuss issues and potential strategies.

Design Workshop

Saturday, November 3rd 2018

The Design Workshop took place on November 3rd, 2018 at the Mel Lloyd Centre Auditorium (167 Centre Street). Approximately, 16 people participated. Following a brief presentation (Appendix B), participants were invited to contribute to a vision statement for the Town of Shelburne Community Improvement Plan, and to discuss issues and potential strategies. They then joined a member of the Project Team to discuss ideas for the public and private realm looking at different areas in the Town.



CIP Team

The CIP Team comprising Town Staff and members of the business community will provide input on the project and raise the interests of the discipline/group/organization that they are representing. The following members attended the events.

Staff

- Denyse Morrissey, Chief Administrative Officer, Town of Shelburne
- Carey Holmes, Treasurer, Town of Shelburne
- Jim Moss, Director, Development and Operations, Town of Shelburne
- Carol Maitland, EDC/Marketing Coordinator, Town of Shelburne
- Melissa Kenney, Reception & Administrative Assistant, Town of Shelburne

Community and Economic Development Committee member

- Andrew Lewis



Meeting + Workshop

35

Participants at the Breakfast Business Meeting

16

Participants at the Design Workshop

2.0 VISION STATEMENT

As the first exercise to both breakfast meeting and public workshop, participants were asked to review the vision statement created through the Economic Development Strategy (EDS) 2015-2019. People were asked to identify words and phrases that should be reflected in the vision statement.

What We Heard?

Use the Town's moto: A People Place, A Change of Pace

Historic Town of Shelburne

Heritage Features and Attractions

Green Space

Growing Economy

Connected community

Accessible / For all ages

Vibrant and diverse

Missing Social Aspect

Sustainable Development

Welcoming

local businesses and employment opportunities

Change -> improve

Delete "supports"

Delete "satisfy"

Complete Communities

Balanced growth

Cultural

Need to encompass entire Town

EDS Vision Statement

The Town of Shelburne is a progressive and increasingly diverse community that is welcoming of new populations and customs.

Our economic base supports a vibrant and diverse economy, local employment opportunities, and the necessary physical and social infrastructure that encourages and supports future growth.

Our attractive and liveable downtown area features a range of retail and service offerings with interesting and unique attractions and meeting places that satisfy residents and visitors alike.



New Vision Statement

The historic Town of Shelburne is a progressive and diverse community that is friendly, welcoming, and inclusive. Development is sustainable and accessible with parks, recreation facilities and trails that encourage a healthy lifestyle.

Shelburne has a vibrant and growing economy with local businesses and employment opportunities that enhance its heritage. Our businesses are supported with physical and social infrastructure that encourage and support a balanced growth.

Shelburne is attractive and liveable with a range of shops and services with interesting, unique, and cultural attractions and meeting places for residents and visitors.

*Shelburne is a **people place, a change of pace.***



2.0 ISSUES & STRATEGIES

As the second exercise to both breakfast meeting with businesses and public workshop, participants were asked to discuss issues and potential strategies to address each issue. The following is a summary of the discussions.

Issue	Assumptions	Strategies
Problematic downtown façade/frontage inconsistencies (signage, colouring, facade design)	Absentee landlords, don't care, they can do whatever they want No guidelines, no incentives	Establish guidelines, budgets. Set by council Look at success of other municipalities
Maintain improvements street sign, mural	Once done not maintained	Signs that are sustainable, be careful what is installed
Ugly crosswalk solution	Safety is important – overrides aesthetics	Architectural feature or lights
Heavy trucks on heritage streets	Truck driver: saves me time so I will go on whatever street is a shortcut	No heavy trucks signs, weight limits
Homeowners need resources for what to do to keep older buildings looking their best	I do whatever is cheap/economical/ energy saving etc.	Inform residents Offer incentives
Pedestrians not aware of traffic	Drivers are always at fault	Inform public, schools. Drivers need to obey, yield, STOP, as indicated
Back laneways – not attractive, graded properly, treated like dumping grounds	Doesn't matter	Bylaw enforcement, access to businesses, laneway activation program, laneway housing
Heritage integrity	Developer can build anything	Set guidelines especially in heritage neighbourhoods, but not exclusively – set image of town For new housing developments, set guidelines for aesthetics in keeping with older century homes
Housing for seniors	Aging population	More affordable housing close to amenities/ accessibilities
Storefront vacancy and appearance	Leased (some are absentee landlords) Novice business owners	Reintroduce and simplify façade improvement program Signage bylaw
Accessibility into stores and along streets		AODA compliance for public realm expense borne by building owners
Downtown is not a destination	No attractions Service based commercial No commodities	Programming of events/spaces Redevelop town owned assets including specific parks, buildings, streetscapes Promotion of events
Traffic - trucks	Noisy and polluting Safety, crossing street Vibration affecting older buildings	MTO needs to be involved Re-routing of traffic
Parking	Permits Trades use parking spots Parking lots off of laneways but need to walk around to Main St. businesses	Inform business owners of permit system
Accessibility downtown streets	Seniors have difficulty with accessibility	Include property tax
Truck traffic!	More welcoming Downtown	Work with MTO
Streetscape / built form -> introduce articulation in the streetscape to create interest	Downtown is loud with truck traffic Buildings could use facade improvements	Architectural design guidelines: awnings, facade, public art (refer to Centre Wellington CIP)



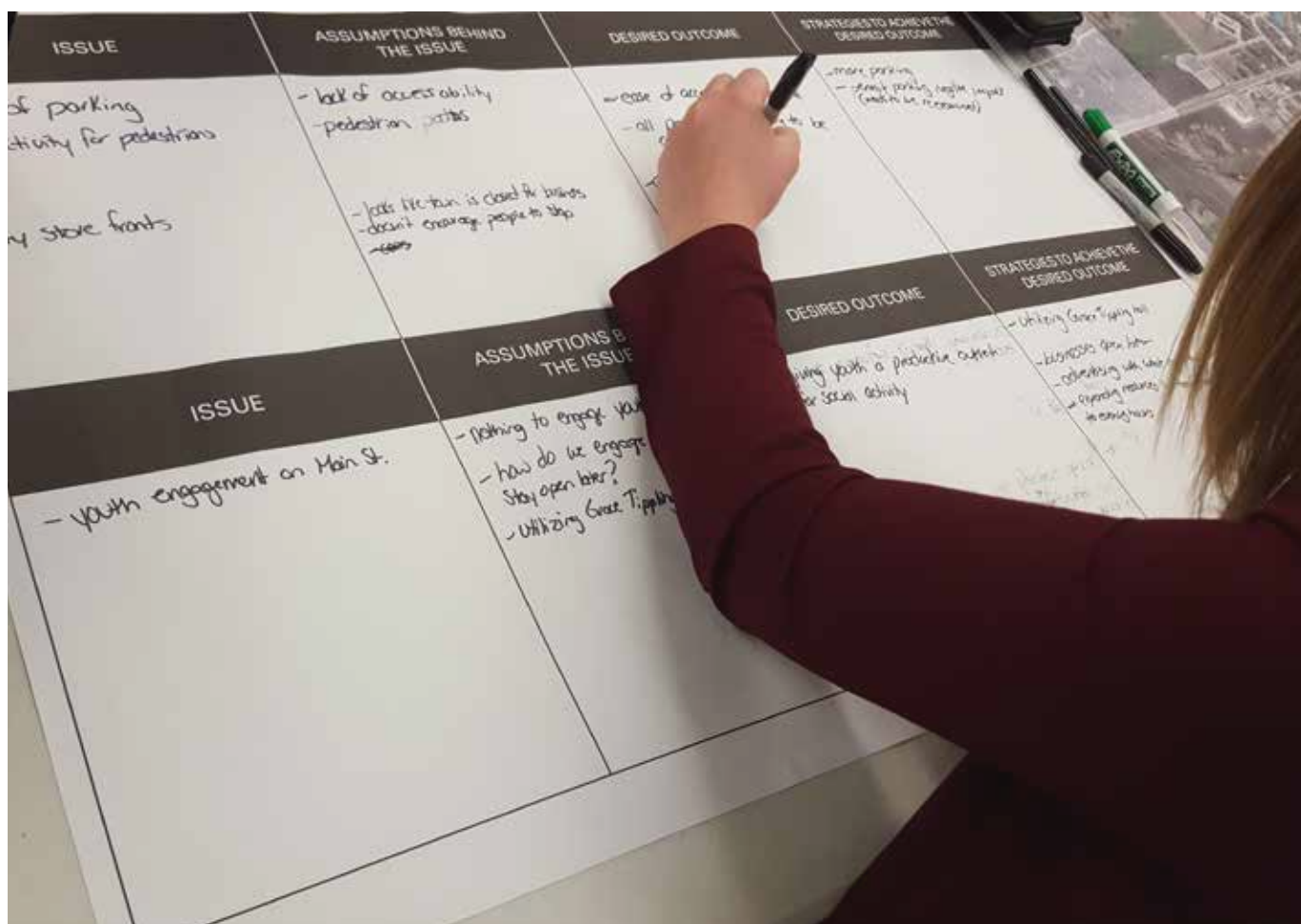
Issue	Assumptions	Strategies
Parking not enough spaces	Business owners parking on street	Purchasing land for more spaces
Lack of Active Transportation infrastructure (bike lanes, parking, walkways)	No easy connectivity from back parking to Main Street	Partnership with private sector
Truck on Main Street	Lack of Enforcement	Enhanced relations with Provincial Ministries - Truck By-pass, sidewalks on Route 124, etc..
Too many services, not enough retail	Back parking - signage lighting beautification	
Facade Improvement - Insufficient money, need clear communication	Lack of education	Incentive for owner to participate
Red Tape	Owners need clear idea about the grants Communication!! Lack of Accountability by both Town / Land owners / Tenants	Easier process
Fiddle Park (114 ac) - not well used, not well connected to rest of Town	Town wanted to sell - community said NO, employment area said NO. Council not pursuing	Permanent recreation More facilities Music Festivals
Accessibility – sidewalks one side only, condition of sidewalks Disconnected ill maintained trails (not paved and flooding issues) Downtown closes early, needs revitalization, poor condition Disconnect with community – need engagement Alleys/Lanes are not well Main Street Truck Route Emergency Services - Need Updating / Expanding	MTO control of main street Lack of pride of ownership re: ill kept laneways and rear yards DCs are too low	Town currently implementing 2 sidewalks on new subdivision along major streets Moving towards AODA standard Incentivize downtown businesses Reach out to newcomers, info about the community through rotary club, builders welcome package, working on town web site to include more community information sidewalks on new subdivision along major streets
Parking (lack of spaces)	Is there enough parking spaces?	Planning approvals to encourage design standards
Lack of alternative modes of transportation	More connectivity	Include property tax
Snow clearing - maintenance of sidewalks and roads (all season)	Discourages pedestrian in inclement weather	
Traffic too heavy on Main St (transport trucks / summer cottage traffic)	High Volume Don't want to stay in Town	Alternate truck route dead end at William & Main St
Lack of recreational amenities - basketball court; splash pad, outdoor pool, seniors day programs	Only one park for utility - big enough for bball	More recreational facilities Fairgrounds as a more public More green space in older residential areas
No "inviting" place to park your car		Parking signs
Parking - Downtown	New apartment being built - where is the parking?	Make sure new residential properties and commercial provide parking, by working with developers



Issue	Assumptions	Strategies
Main St streetscape + facade	Owners are absentee - don't care People don't understand precedents for before + after	More conditions when you get a permit for construction Facade improvement program
Poor business mix	Too many pizza places	Look at models to attract diverse businesses to Downtown Study what we need
Choice Development	Plan doesn't reflect its important gateway location	Careful review of plans
Engage all Downtown business owners	Not interested	Emphasize financial benefits
Lack of pedestrian crossings Traffic management vs attracting people to Downtown area	No parking when Main St is full	More pedestrian crossings Study the feasibility of a traffic / truck by-pass
Lack of local area transportation both within community or travel to other towns / cities / communities in the area Lack of local family physicians / doctors	No bus service = No mobility ? Only 1 clinic (walk-in) in Shelburne	Look at what Town of Innisfil is doing => uber Work with the County to incorporate area ride share program Work with Dufferin Area Physician Recruitment Committee
No entertainment or places for residents to "hang out"	No youth engagement outside of school	Full-time youth centre => a place to go
Lack of parking	Lack of accessibility	More parking Permit parking negative impacts (to be reexamined)
Connectivity for pedestrians	Lack of pedestrian paths	Connect all parts of Shelburne Wider, flat sidewalks for wheelchair
Empty store fronts	Looks like Town is closed for business Doesn't encourage people to stop	Advertising what businesses could look like in empty storefront windows instead of paper
Maintaining historical integrity of downtown	All of the current construction with white siding	Architectural guidelines facade
Youth engagement on Main St	Nothing to engage youth after 6 pm How do we engage businesses to stay open later Utilizing Grace Tippling Hall	Utilizing Grace Tippling Hall Business Open Later Advertising with what are offered for teens Expanding resources we have throughout the day to evening hours
Active transportation - connectivity to amenities such as parks, retail to Downtown and the towns limit	There is no existing bikelanes and nothing for children	This is a zoning issue! Ask builder for money for children park activities
We need transportation to Orangeville (GO Bus) to connect to the larger city Business downtown stay open longer - residents shop later		Look into grants for improvement



Issue	Assumptions	Strategies
Business Centres don't reflect Shelburne's diversity	Crossing main st (busy)	By-pass or alternate routes
Truck traffic	Back-up of traffic	Fill empty spots with specialty stores & increased advertising on what downtown has to offer
Lack of specialty shops (ie home decor, cafe, gift shops)	Not attracting out-of-towners and residents to shop downtown	
Safe routes to school, active or walking	Safety of kids when so many vehicles waiting at school	Need transit and bike lanes - walking trails, use of fiddle park, more use
Downtown needs a facade improvements, clean up -> add surcharge taxes for dumpy looking businesses		Create program with colour, design and style for all store fronts and signs
Truck traffic - bypass		
Communities in bloom		
BIA expansion!	We need to clean up and receive financial support	All participate with BIA to achieve a beautiful downtown to shop and work.
Open up back lanes and clean up area!		



3.0 DESIGN SESSION

As the final exercise to the public workshop, participants were asked to join a member of the Project Team to brainstorm ideas to improve the public and private realm in four areas of focus:

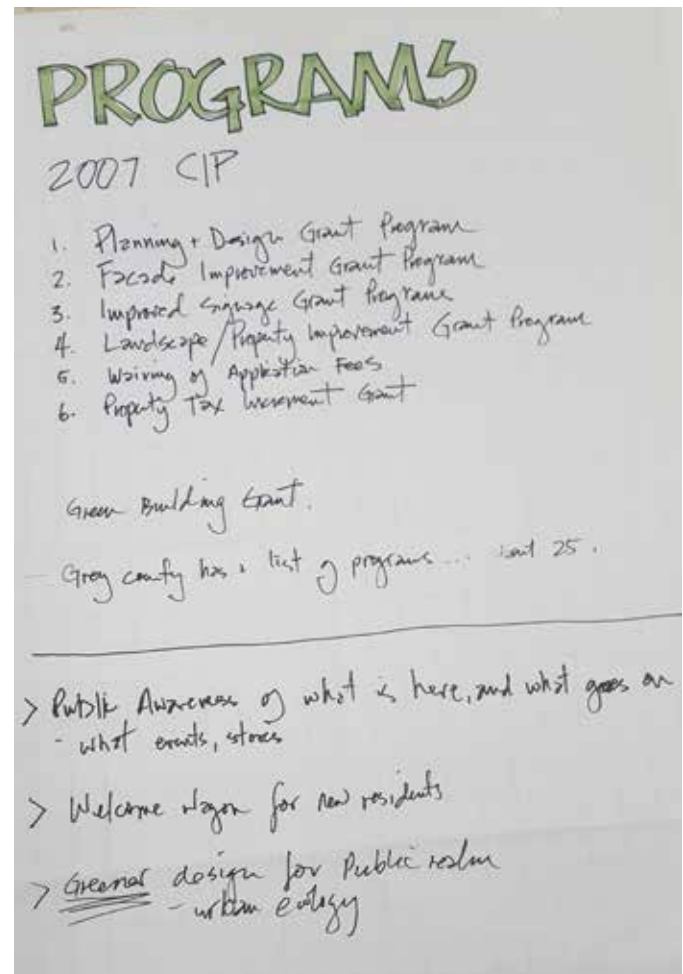
- **Group 1:** Town-Wide Connectivity + Programs
- **Group 2:** Downtown Residential Neighbourhood + Parks
- **Group 3:** Downtown, Facades + Landscape Treatment
- **Group 4:** East Commercial Corridor

The following is a summary of the discussion in each group.

Group 1: Town-Wide Connectivity + Programs

New Programs

- Green Building Grant
- Programs offered by Grey County
- Public awareness of what is here and what goes on, what events, stores, etc..
- Welcome wagon for new residents
- Green design for public realm with urban ecology



Town-wide connectivity

- Need to ensure connectivity to major destinations (ie parks, river valley, churches, key medical facilities, etc..) without the need to drive
- Black lines represent proposed planned trails
- Red lines represent trails that connect the proposed trail to existing trails and whereby it is located on road, sidewalk should be provided on one side
- Primary roads should have separated bike lane
- Sidewalks on both sides of the street in Downtown
- On local roads, cyclists can be mixed with cars
- Within the five minute walking radius around Town, connectivity needs to be prioritized
- Sidewalks and trails should be accessible to improve mobility for strollers & wheelchair
- On-street parking act as the best traffic calming measure creating a buffer between traffic and sidewalk
- This connectivity plan reinforces the walkable nature of the town and can be done incrementally



Group 2: Residential Neighbourhoods + Parks

Group 2 looked at public realm improvements in the downtown residential neighbourhood.

Gateways

- Welcome signs at appropriate locations combined with landscaping, seating and lighting with design consistent with Town's wayfinding and reduced speed

Greenwood Park

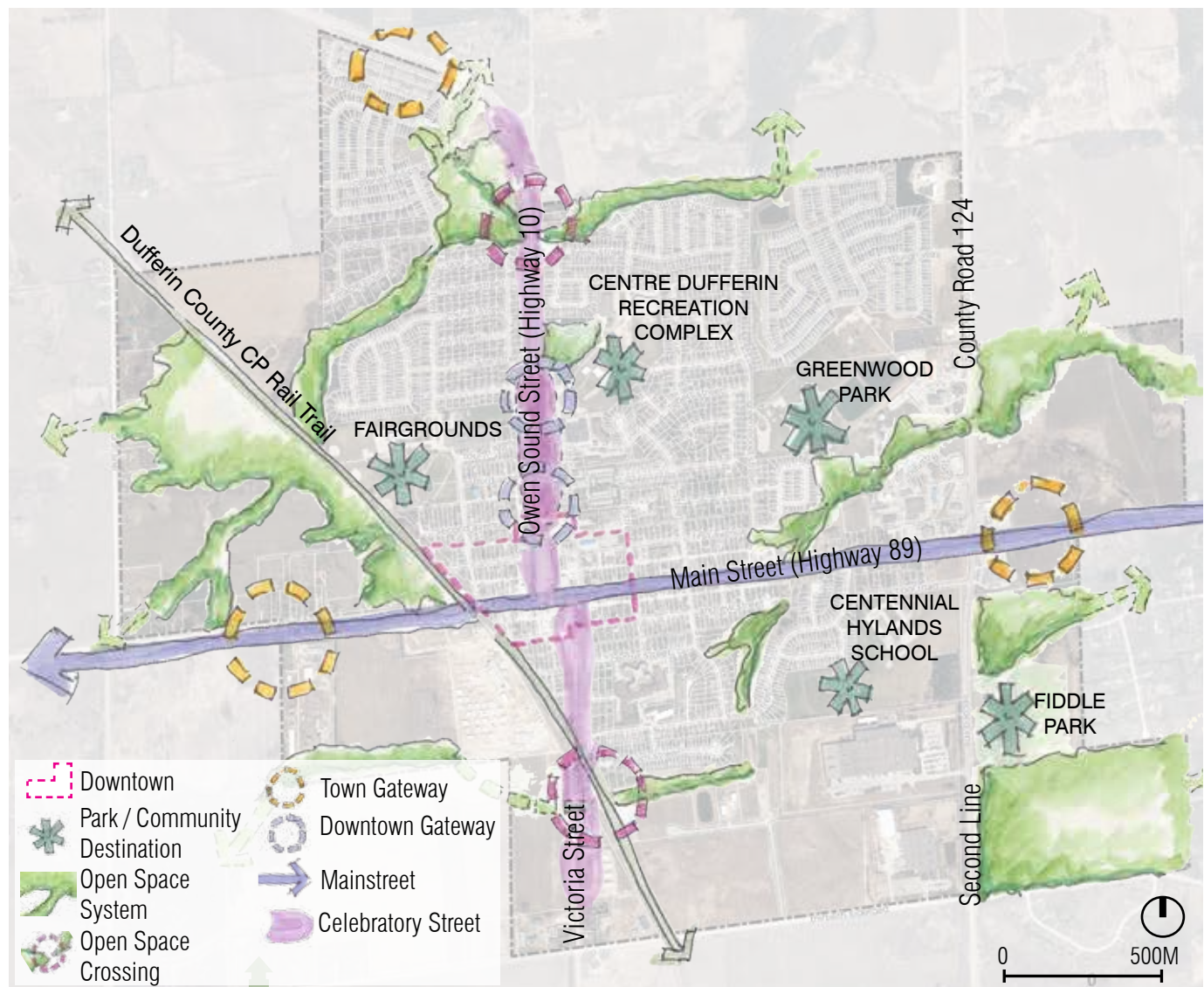
- Additional trails and trees to become community park

Fairgrounds

- Ideal location for community centre

Dog park next to KTH Park

- Perfect location for dog park
- Will not encroach on surrounding neighbourhoods because of landscape - just need fences



Fiddle Park

- Park has great potential to become the heart of Shelburne and provide green space to everyone, being at the periphery of the Town
- The proposed lake is a sustainable alternative to a splash pad and can be used for canoe and can provide opportunity for skating rink
- Community gardens proposed for frontage
- Opportunity to expand the building
- Reforestation and opportunities for education
- Area for picnicking and large events where everyone can celebrate
- Opportunity for programming through partnerships



Jack Downing Park

- Heart of Downtown with potential to host events
- Opportunity to extend park onto parking lot
- Opportunity for a pavilion oriented to Main Street
- Lawn area at the front with landscape to block noise and enhance safety
- Opportunity for special treatment on William Street to close and share for special events



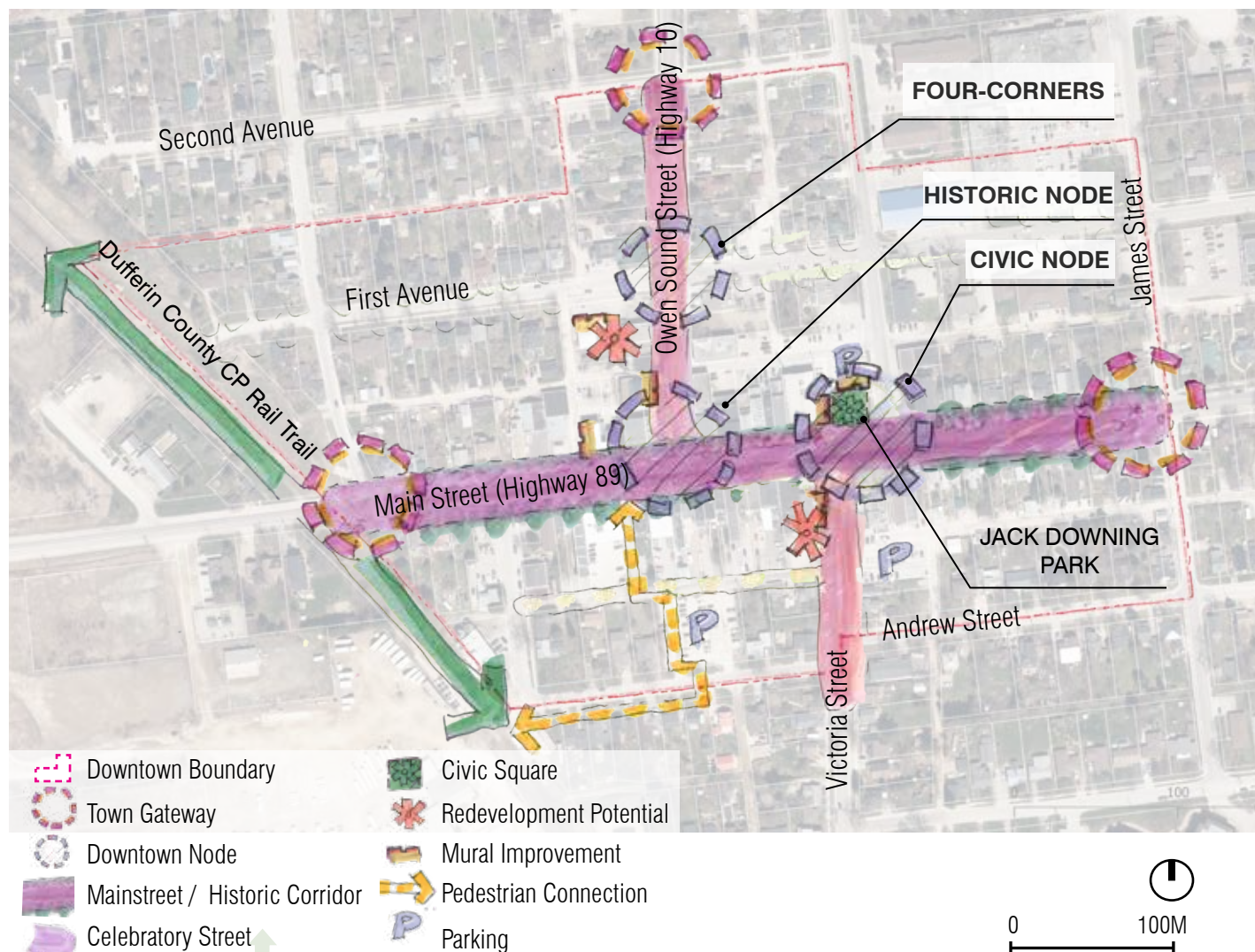
Group 3: Downtown, Facades + Landscape Treatment

Group 3 looked at public realm improvements in the Downtown area and private realm improvements looking at landscape treatment and facade improvements.

Town-wide

- Identified some existing gateways including commercial area, Town Hall, Owen Sound St / Main St, First Ave / Owen Sound St, and Gordon St / Main St
- Opportunity to improve overall connectivity to Main St

- Opportunity to use blank walls for murals such as the blank wall by the urban square
- Could implement a mural program and partner with Museum of Dufferin
- Opportunity to extend Town Hall parking south with enhanced landscape
- Need to improve connectivity from Green P Parking to Main St:
 - Lighting;
 - Visual interest (ie public art + wayfinding);
 - Green wall;
 - Paving; and,
 - Seating.



- Need to enhance pedestrian safety at main crossing (ie Owen Sound St / Main St) such as through narrowing road width to slow vehicles down

Streetscaping within residential neighbourhoods

- Need for consistent streetscapes
- Plant native trees
- Add decorative fencing that is heritage-themed

Downtown Buildings

- Opportunity for redevelopment to maintain characteristics of Downtown architecture
- Enhanced signage and fenestration
- Perpendicular benches
- Enhance landscape treatment
- Residential with commercial at grade

Introducing trees in retail section

- Plant trees
- Need to understand where hydro poles are, and whether salt is a problem
- Use pavement treatment that would slow traffic down and be aesthetically pleasant



Group 4: East Commercial Corridor

Group #4 looked at public realm improvements in the East Commercial Corridor looking at both connectivity and streetscape improvements.

Connectivity

- Opportunity for multi-use trails in both natural settings (ie along creek and throughout the natural heritage system north of Fieldgate site), on the south side of Main St east of County Rd 124, and along County Rd 124 to connect new residential subdivision north of site
- Opportunity for sidewalks on other side of multi-use trails, and wherever lacking (eg across Fieldgate site)
- Opportunity to intensify parking lots

Intersections

- Pedestrian crossing with special treatment at key locations (ie new intersection east of Town, Main St / County Rd 124 and new intersection at County Rd 124 and new rd from Fieldgate site)
 - Reduced road widths for speed reduction
 - Special pavement
 - Vegetation (careful consideration for salt)
 - Elevated medians with public art





APPENDIX A - BREAKFAST MEETING PRESENTATION



SHELBURNE
COMMUNITY IMPROVEMENT PLAN

BUSINESS BREAKFAST MEETING
Friday, November 2nd 2018

The Planning Partnership

7:00	Registration
7:15	Welcome and presentation on what we've learned about Shelburne and some of the biggest opportunities for change
7:45	Table Group Discussion Help us understand the needs of the business community in Shelburne
8:30	Wrap up and next steps



The Town of Shelburne is preparing a **Community Improvement Plan** for the entire Town. It will provide a vision for the Downtown and other key areas in Shelburne that **need improvement**.

A revitalization strategy and financial incentives will promote improvements and beautification of Shelburne's **streets, parks, and buildings**.



PHASE 1 background review + boundary

september

october

november

december

january

february

march

background review

- policy review
- existing conditions
- financial programs
- case studies

BUSINESS
MEETING +
DESIGN
WORKSHOP

WE ARE
HERE!

online survey

refinement of
boundary

background
report

PHASE 2 public realm plan

public realm plan

- streetscape
- trails
- open spaces/parks

OPEN
HOUSE

PHASE 3 final report

CIP final report

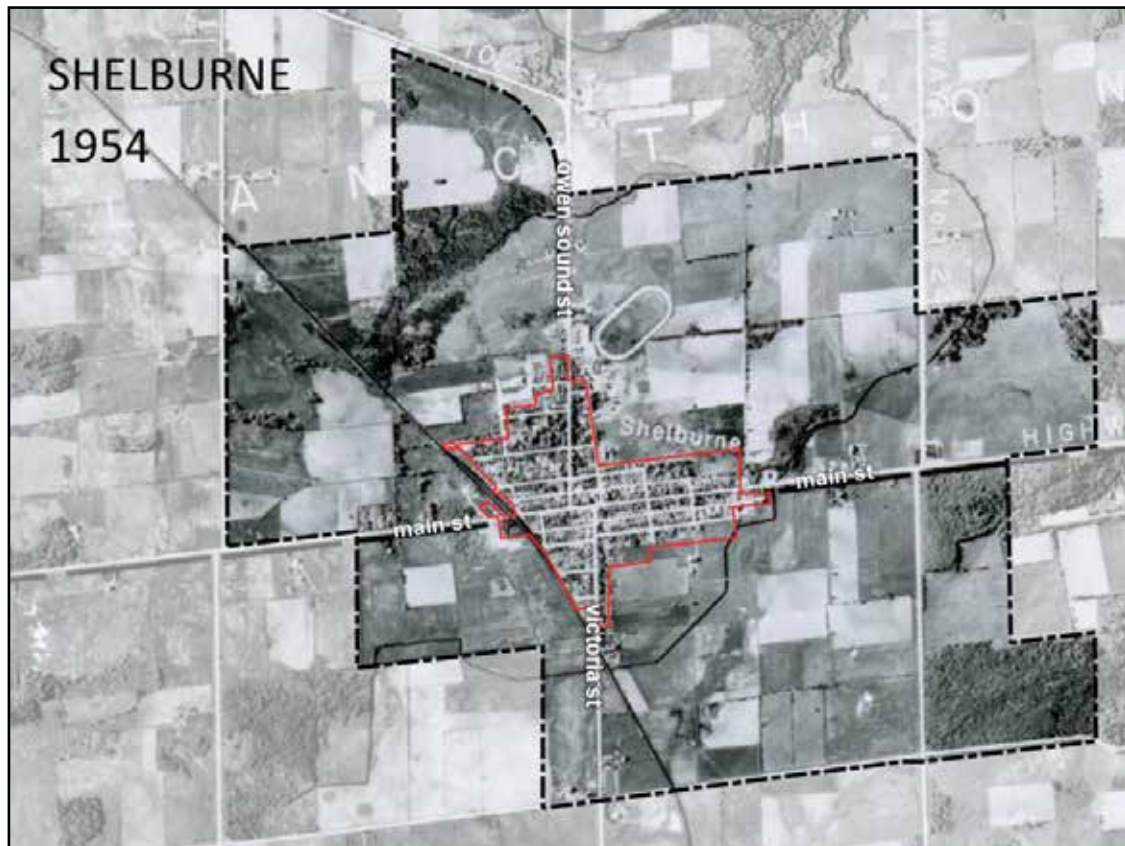
supporting documents

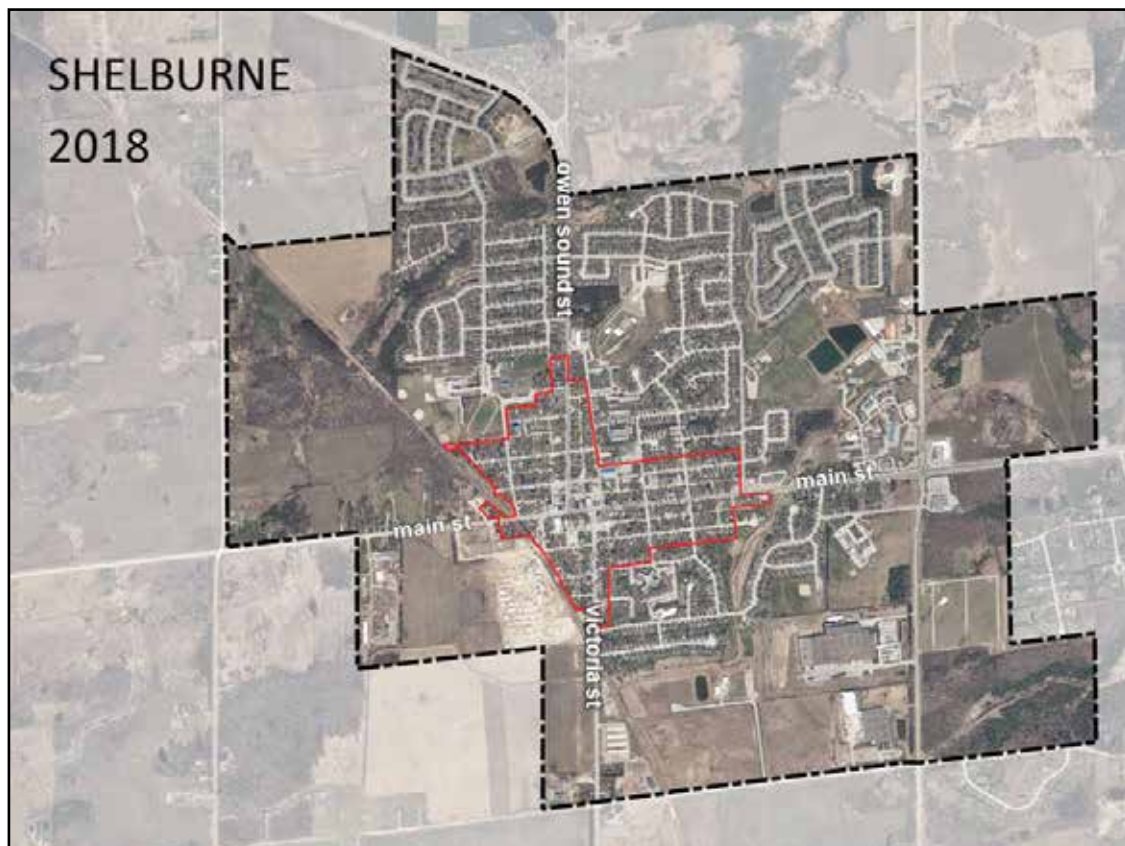
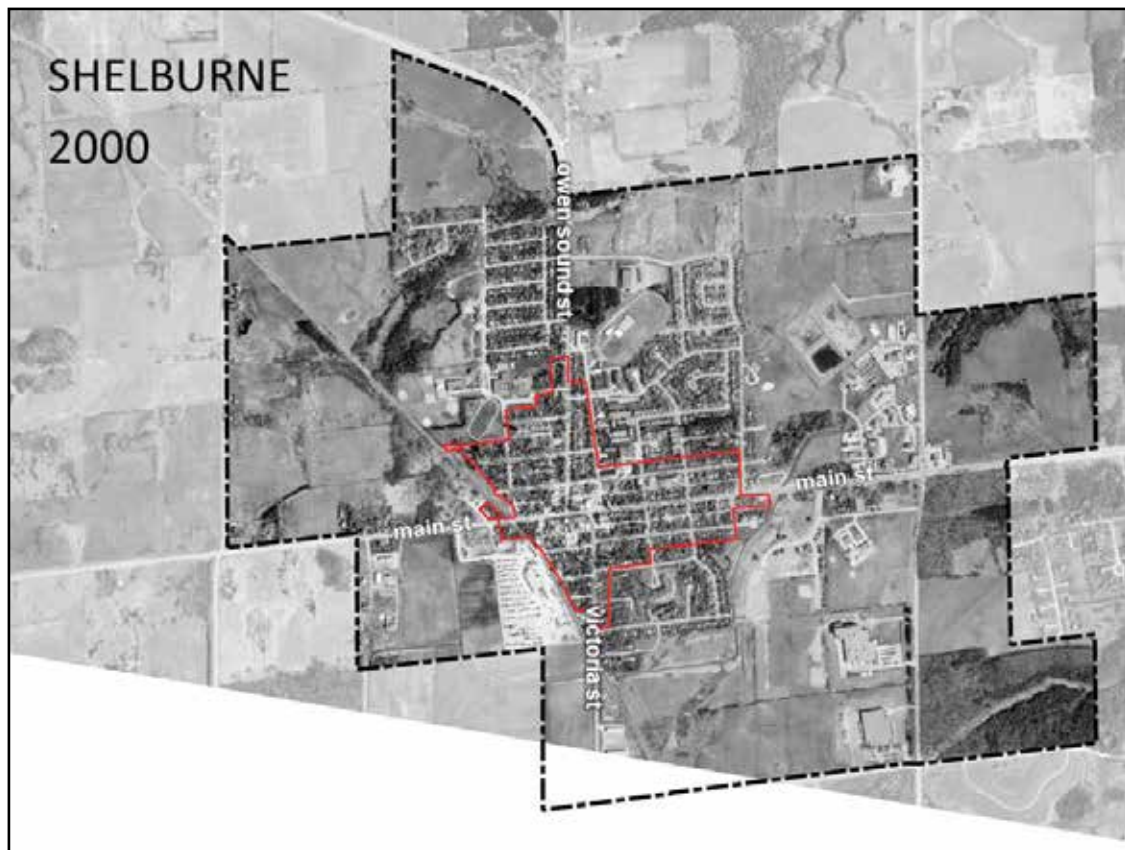
PUBLIC
MEETING



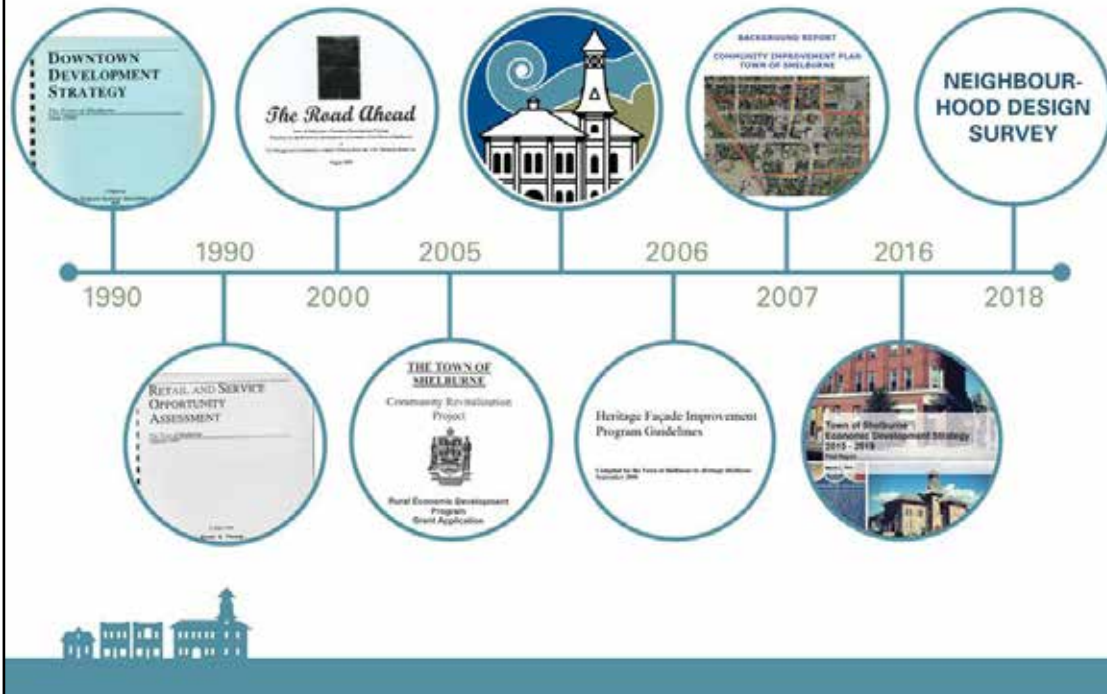
 Design Workshop November 3rd	 Business Breakfast Meeting	 Web site
 Kick-off Presentation	 Roving destination downtown discussions	 Open House (January 2019)
 Online Survey	 Interactive displays at consultation events	 Public Meeting (March 2019)
 Table Group Discussions	 Social media	 Wrap up presentation
		 Displays of work in progress

 @ShelburneTown	 @thetownofshelburne
 edc@shelburne.ca	 townofshelburne.on.ca



PAST INITIATIVES

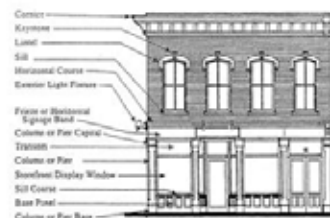


Heritage Façade Improvement Program Guidelines

- Establishes a vision for Downtown's buildings' façade

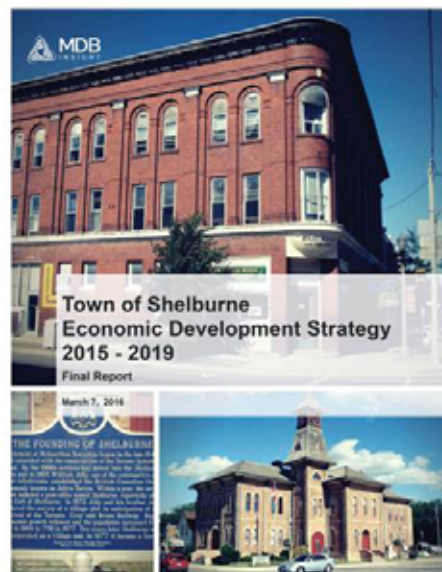
2007 Community Improvement Plan

- Programs
 - Planning and Design Grant Program
 - Building Façade Improvements Grant Program
 - Improved Signage Grant Program
 - Landscaping and Property Improvement Grant Program
 - Waiving of Application Fees
 - Property Tax Increment Grant
- Issues
 - Complicated application process
 - Ineffective promotion within the business community
 - Limited focus - downtown-specific
 - Only singular run of program – no iterations



Economic Development Strategy 2015-2019

- Establish a Dedicated Economic Development Function within the Town
- **Undertake a Comprehensive Downtown Revitalization Program – Community Improvement Plan**
- Implement an Integrated Infrastructure and Growth Planning Initiative
- Create an Economic Development Communications Program
- Develop a Quality of Place Initiative Focused on Community Building
- Increase Entrepreneurship and Small Business Support Programming



Neighbourhood Design Survey (May 14 2018 – July 2 2018)

Wellington-Dufferin-Guelph Public Health

- 91% prefer mixed use neighbourhoods
- 79% think connected neighbourhoods encourage healthy behaviours
- 70% feel it is important to be actively travelling to community life destinations
- Majority feel natural, social, and active transportation features are important
- 54% spend once a week or more Downtown
- Residents would like the following services for Downtown: Bakery (63%), Family Dining (62%), Clothing Store (53%), Café (46%) and Fine Dining (43%)
- Business Owners would like the following services for Downtown: Family Dining (67%), Bakery (57%), Specialty Food Shop (57%), Medical Services (50%) and Clothing Store (47%)



RECENT IMPROVEMENTS

BUILT FORM



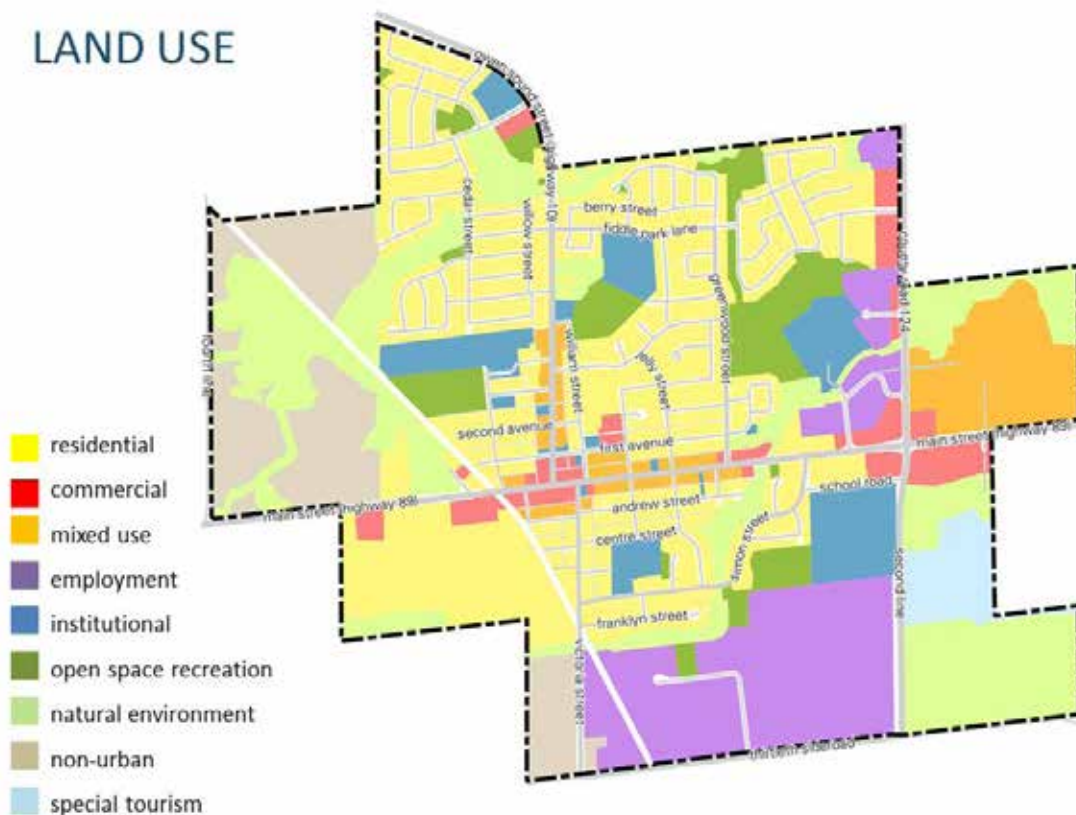
STREETSCAPE



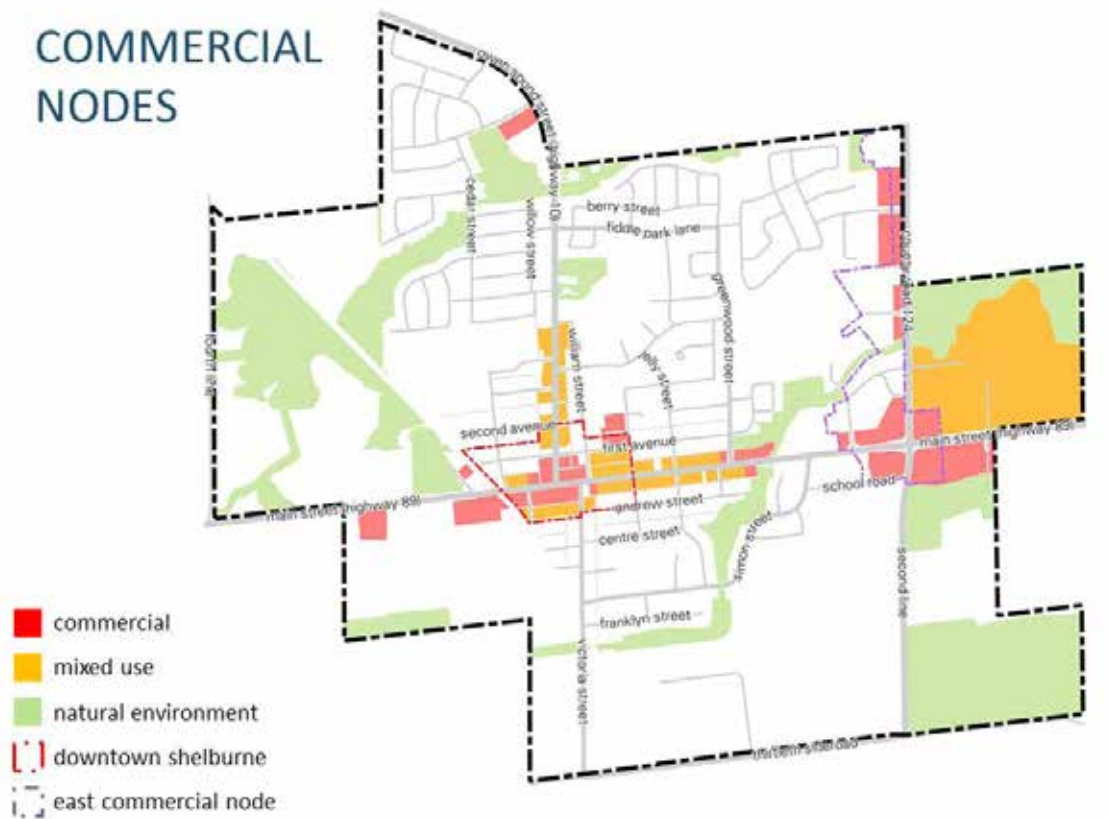
OPEN SPACE / PARKS



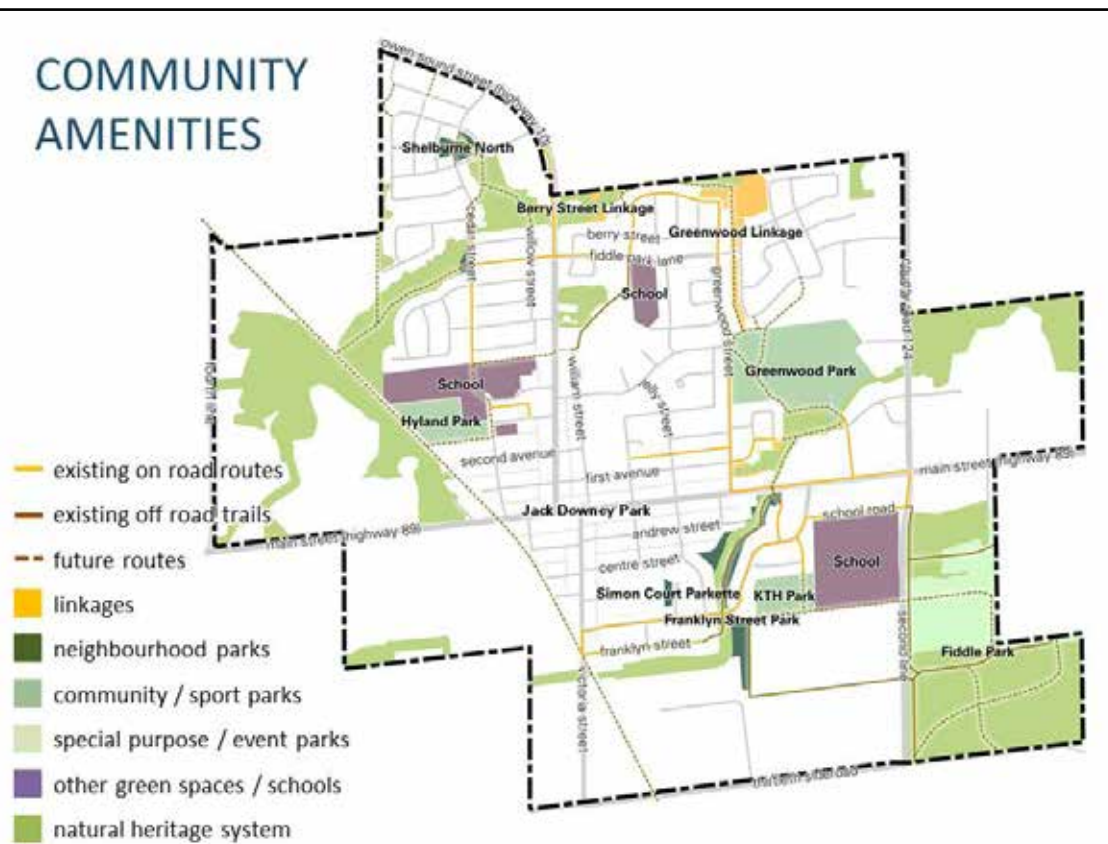
LAND USE



COMMERCIAL NODES

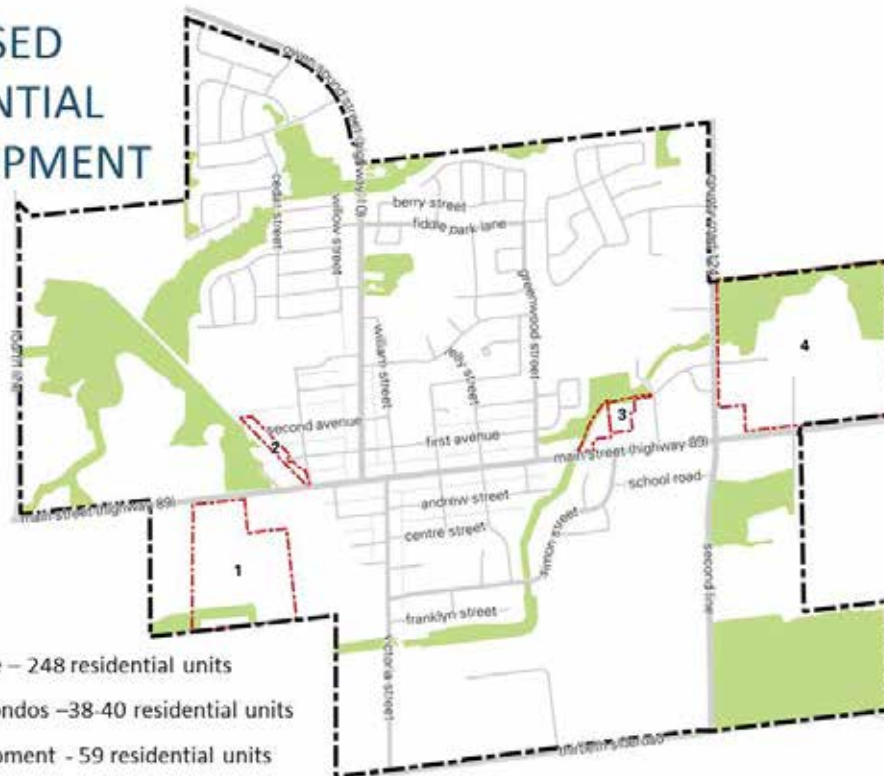


COMMUNITY AMENITIES



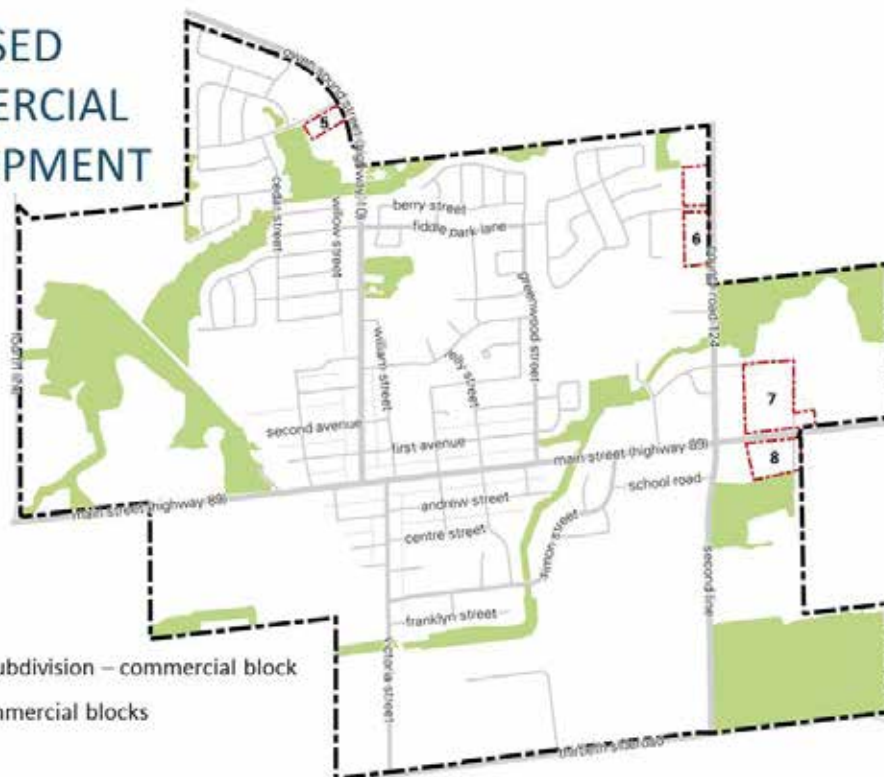
PROPOSED RESIDENTIAL DEVELOPMENT

- 1 Hyland Village – 248 residential units
- 2 Stoneridge Condos – 38-40 residential units
- 3 MDM Development - 59 residential units
- 4 Fieldgate - 320 residential units



PROPOSED COMMERCIAL DEVELOPMENT

- 5 Summerhill Subdivision – commercial block
- 6 Tricap – 2 commercial blocks
- 7 Fieldgate
- 8 Choice Properties



PROPOSED EMPLOYMENT DEVELOPMENT



- | | |
|---------|--|
| 9 | Medicinal Cannabis Production Facility |
| 10 - 12 | Recently Severed Industrial Lots |
| 13 | Proposed Light Industrial/Storage Building |
| 14 - 16 | 3-unit Industrial/Commercial Building |
| 17 | Recently Severed Industrial Lot |
| 18 | Turnstone Industrial Mall |

TRANSPORTATION
IMPROVEMENT

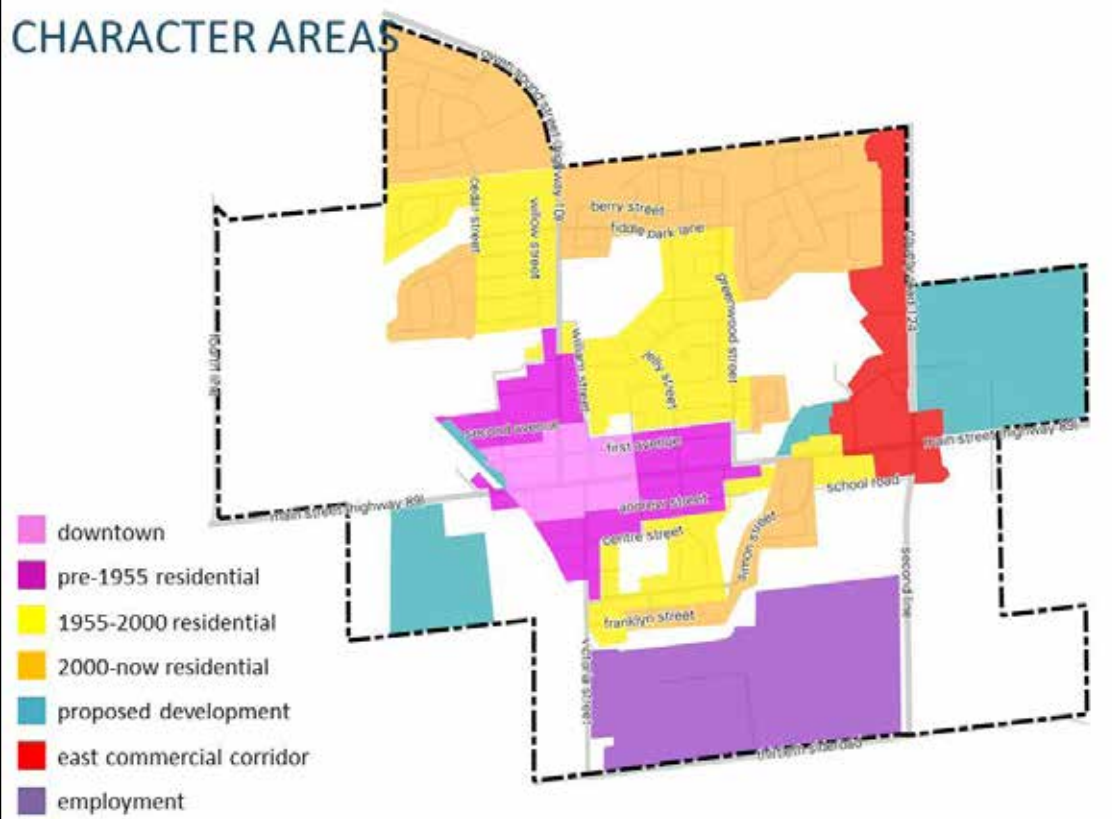
Shelburne East Area Transportation Study

The Study forecasts that traffic will grow by 3% per year on Highway 10/89 and 2% per year on County Road 124/11 from 2012-2022.

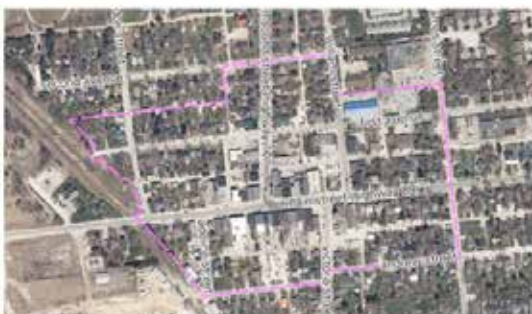
The Study proposes a road concept to mitigate additional traffic caused by proposed development.



CHARACTER AREAS



DOWNTOWN CHARACTER AREA



Infill vacant and underused sites

Mix of uses

Facade improvements

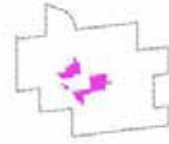
Public realm improvements

Parking

Green buildings



PRE - 1955 RESIDENTIAL CHARACTER AREA



Compatible residential infill

Streetscape improvements

Park enhancements

Active transportation links

Façade improvements

Green buildings



1955 - 2000 RESIDENTIAL CHARACTER AREA



Public realm Improvements

Active Transportation Links



2000 - NOW RESIDENTIAL CHARACTER AREA



New development, little need for improvement

Enhance connectivity: cycling routes, trails



PROPOSED DEVELOPMENT CHARACTER AREA

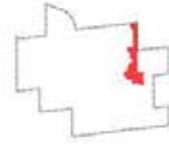


Ensure development connects to existing trail system

Opportunity to create gateways to community



EAST COMMERCIAL CORRIDOR CHARACTER AREA



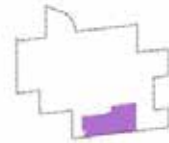
Enhance connectivity: cycling routes, trails

Gateway to Shelburne

Green buildings



EMPLOYMENT CHARACTER AREA



Active transportation links

Gateway to Shelburne

Green buildings



Vision from the Economic Development Strategy

The Town of Shelburne is a progressive and increasingly diverse community that is welcoming of new populations and customs.

Our economic base supports a vibrant and diverse economy, local employment opportunities, and the necessary physical and social infrastructure that encourages and supports future growth.

Our attractive and liveable downtown area features a range of retail and service offerings with interesting and unique attractions and meeting places that satisfy residents and visitors alike.

Key words that are missing in a vision for the Community Improvement Plan?

Words/phrases that should be deleted?



Community Improvement Plan

1. What worked well with the previous Community Improvement Plan?
2. What are the biggest opportunities for improvement in the Town?
3. What's important to be captured in the new Community Improvement Plan?



APPENDIX B - DESIGN WORKSHOP PRESENTATION



SHELBURNE
COMMUNITY IMPROVEMENT PLAN

DESIGN WORKSHOP

Saturday, November 3rd 2018

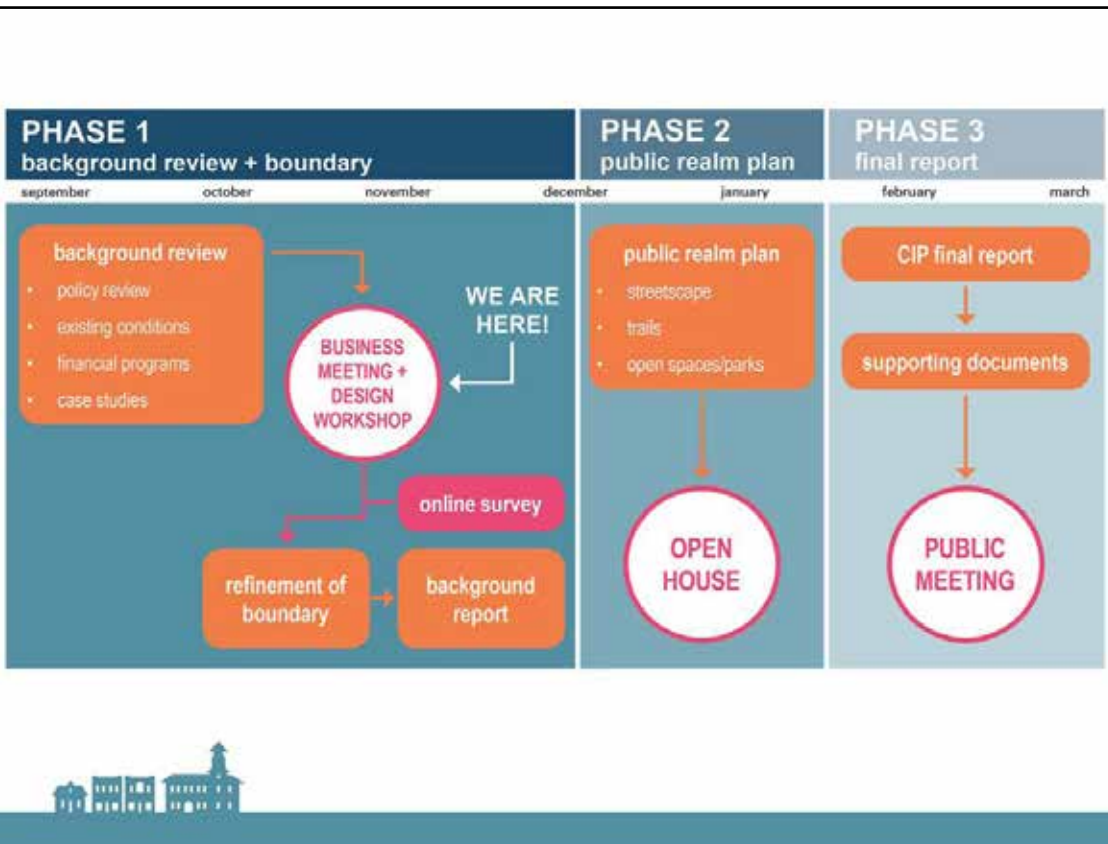
The Planning Partnership
MDB Insight

10:00	Registration
10:15	Welcome and presentation on what we've learned about Shelburne and some of the biggest opportunities for change
11:00	Table Group Discussion Help us write a vision statement for the Community Improvement Plan
12:00	Lunch Break
12:30	Join a design team and work with a designer to explore ideas to improve the Downtown and other key areas
2:00	Present ideas to all workshop attendees
3:00	Workshop wrap up and next steps



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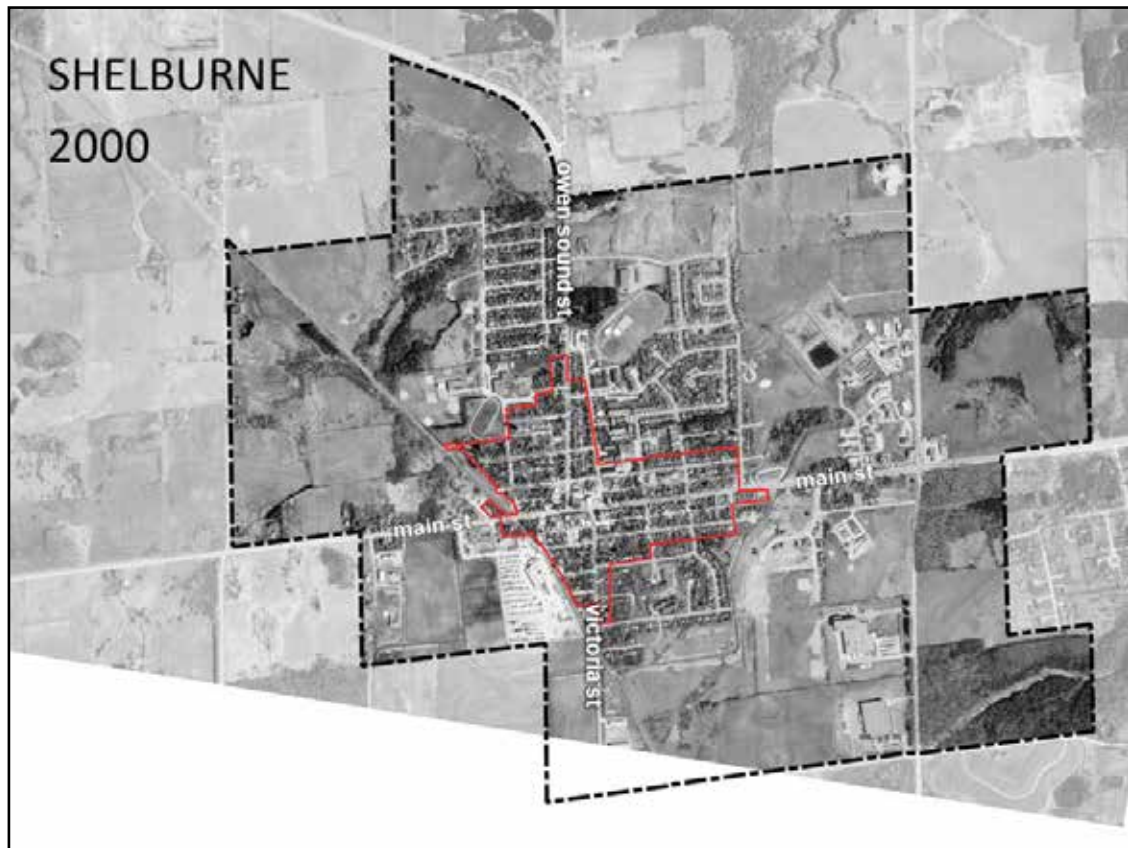
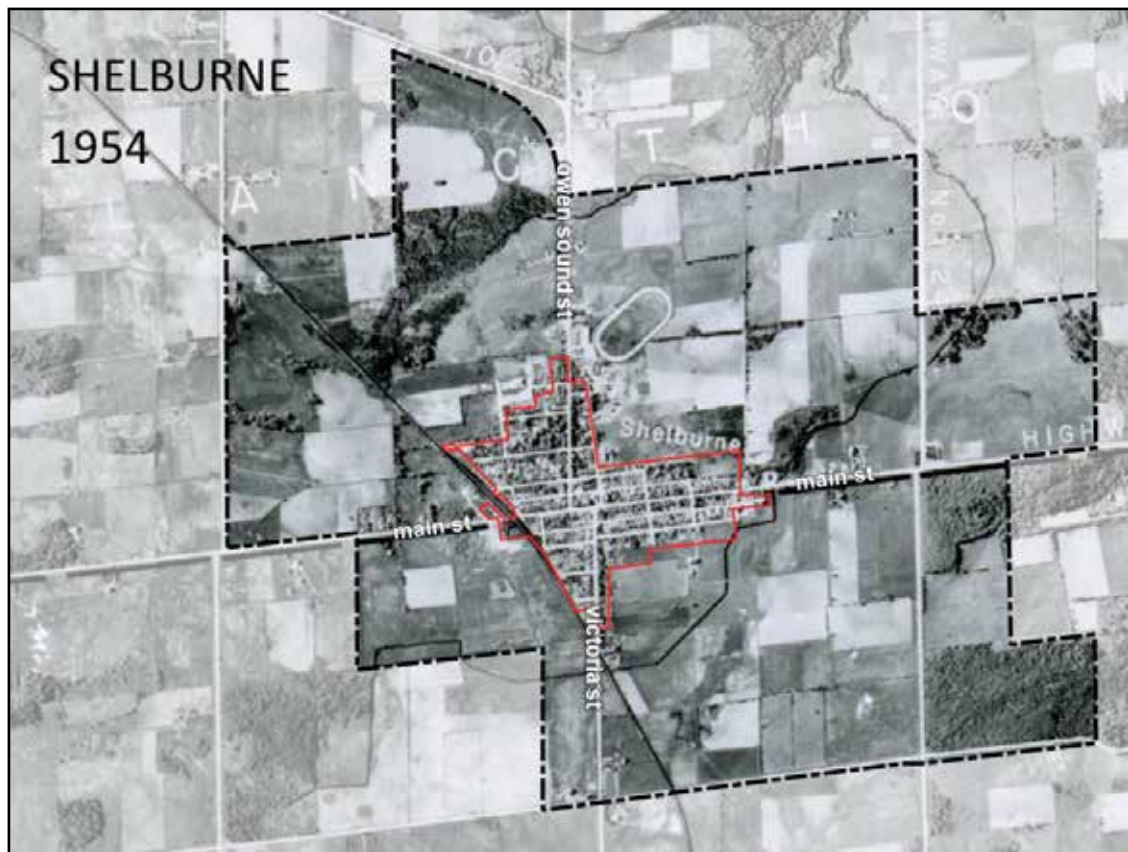
A revitalization strategy and financial incentives will promote improvements and beautification of Shelburne's **streets, parks, and buildings**.



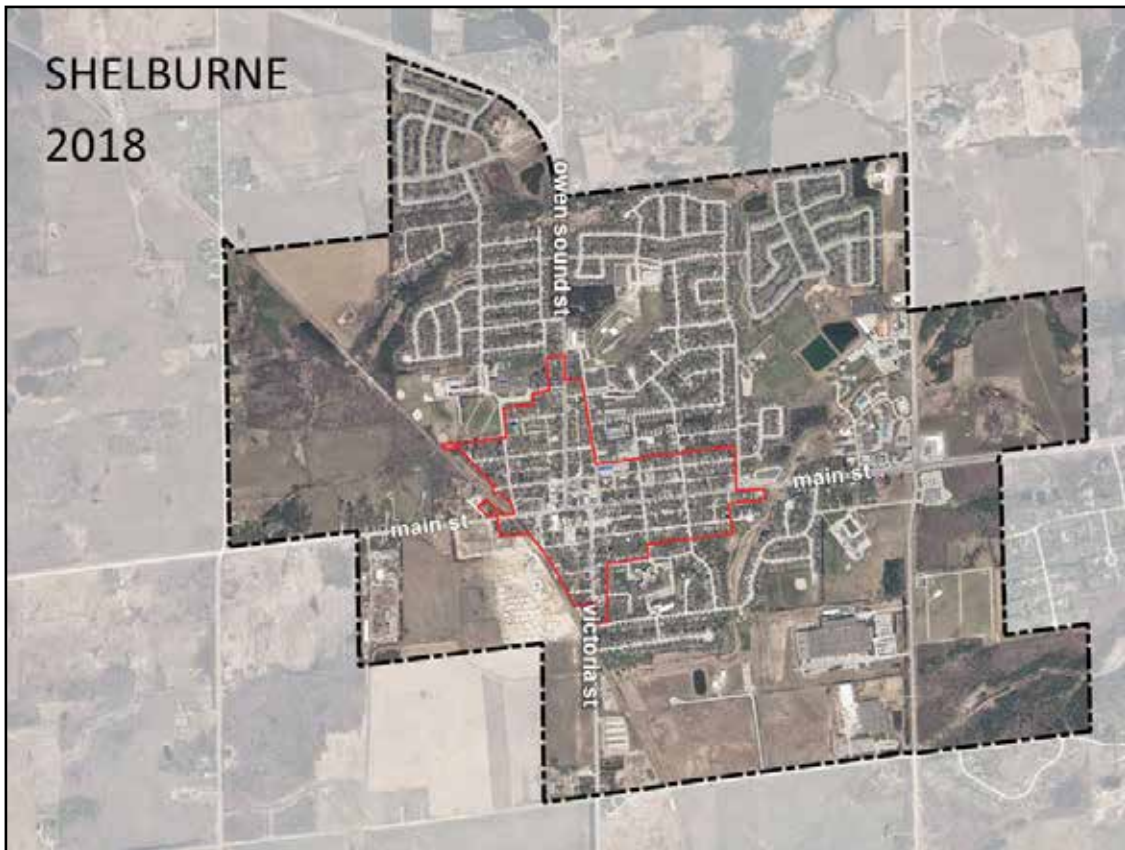
 Design Workshop November 3rd	 Business Breakfast Meeting	 Web site
 Kick-off Presentation	 Roving destination downtown discussions	 Open House (January 2019)
 Online Survey	 Interactive displays at consultation events	 Public Meeting (March 2019)
 Table Group Discussions	 Social media	 Wrap up presentation
		 Displays of work in progress
 @ShelburneTown	 @thetownofshelburne	
 edc@shelburne.ca	 townofshelburne.on.ca	



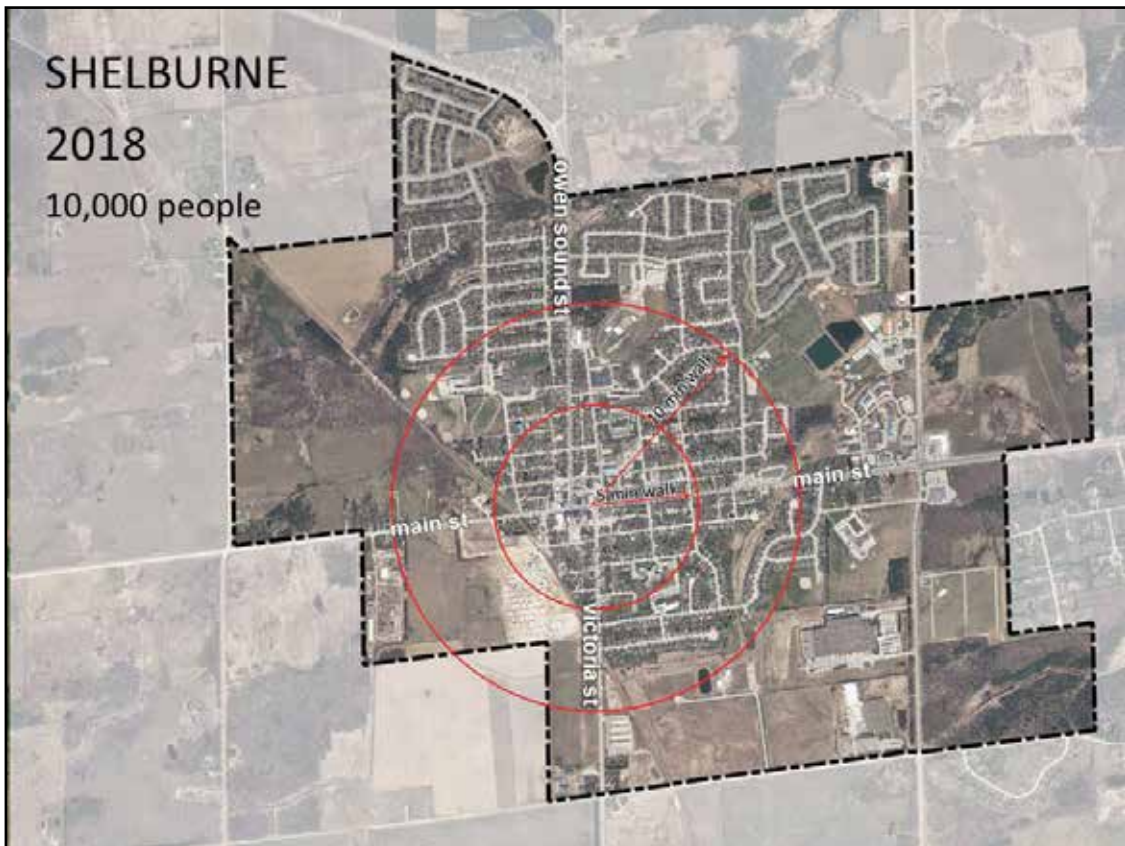




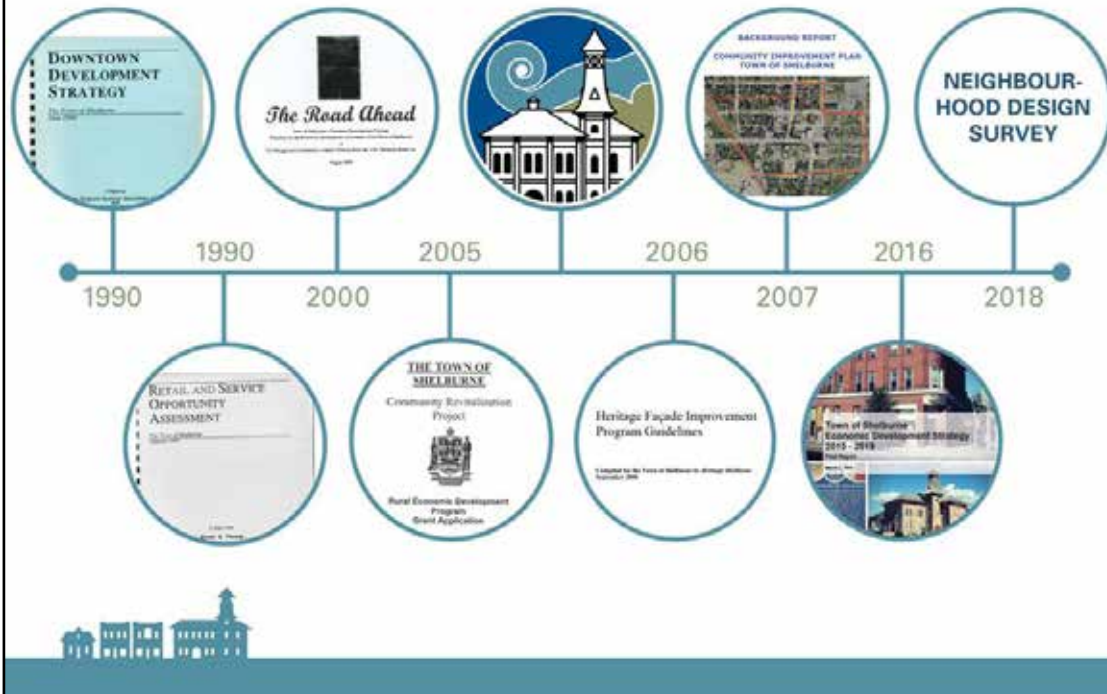
SHELBURNE
2018



SHELBURNE
2018
10,000 people



PAST INITIATIVES

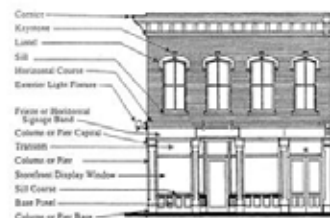


Heritage Façade Improvement Program Guidelines

- Establishes a vision for Downtown's buildings' façade

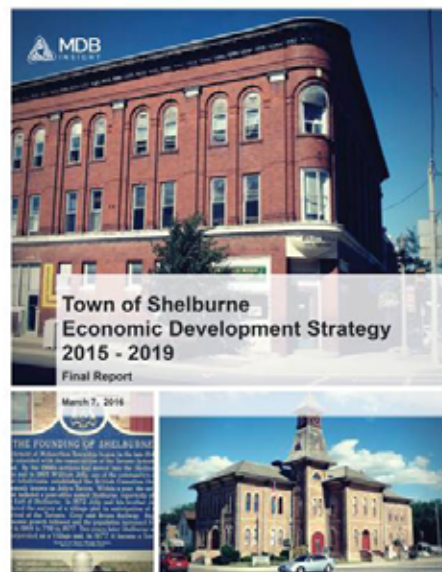
2007 Community Improvement Plan

- Programs**
 - Planning and Design Grant Program
 - Building Façade Improvements Grant Program
 - Improved Signage Grant Program
 - Landscaping and Property Improvement Grant Program
 - Waiving of Application Fees
 - Property Tax Increment Grant
- Issues**
 - Complicated application process
 - Ineffective promotion within the business community
 - Limited focus - downtown-specific
 - Only singular run of program – no iterations



Economic Development Strategy 2015-2019

- Establish a Dedicated Economic Development Function within the Town
- **Undertake a Comprehensive Downtown Revitalization Program – Community Improvement Plan**
- Implement an Integrated Infrastructure and Growth Planning Initiative
- Create an Economic Development Communications Program
- Develop a Quality of Place Initiative Focused on Community Building
- Increase Entrepreneurship and Small Business Support Programming



Neighbourhood Design Survey (May 14 2018 – July 2 2018)

Wellington-Dufferin-Guelph Public Health

- 91% prefer mixed use neighbourhoods
- 79% think connected neighbourhoods encourage healthy behaviours
- 70% feel it is important to be actively travelling to community life destinations
- Majority feel natural, social, and active transportation features are important
- 54% spend once a week or more Downtown
- Residents would like the following services for Downtown: Bakery (63%), Family Dining (62%), Clothing Store (53%), Café (46%) and Fine Dining (43%)
- Business Owners would like the following services for Downtown: Family Dining (67%), Bakery (57%), Specialty Food Shop (57%), Medical Services (50%) and Clothing Store (47%)



RECENT IMPROVEMENTS

BUILT FORM



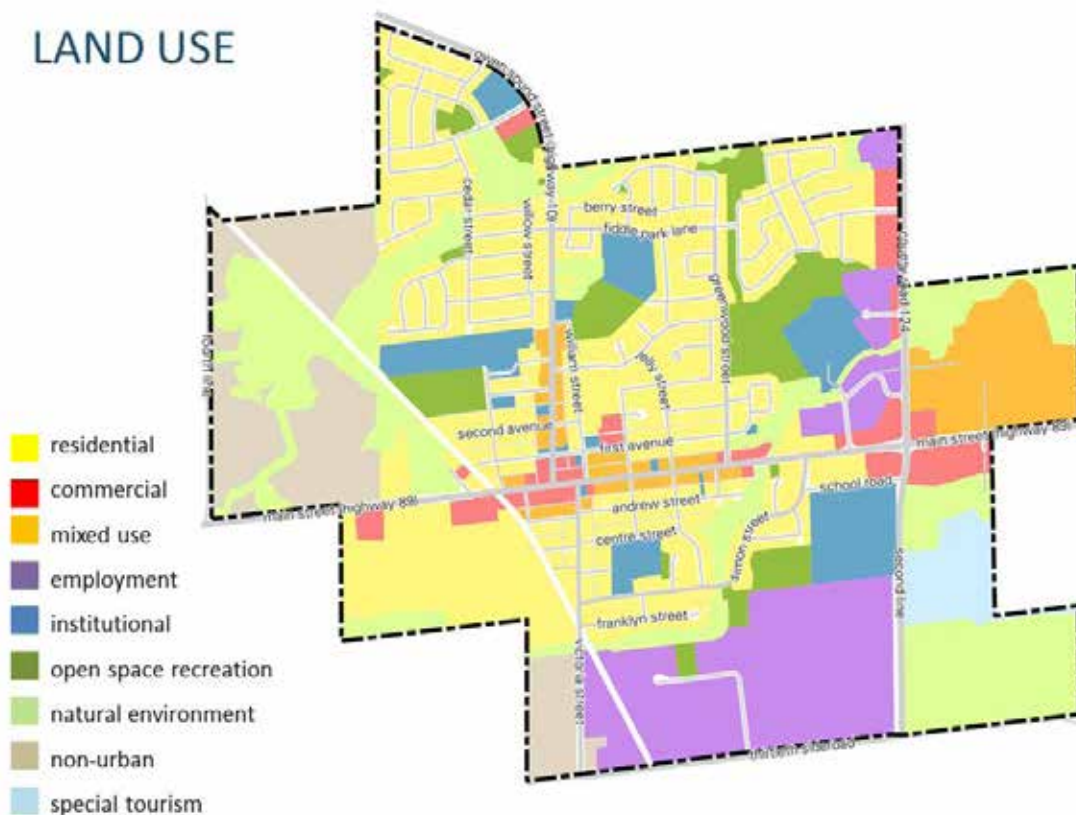
STREETSCAPE



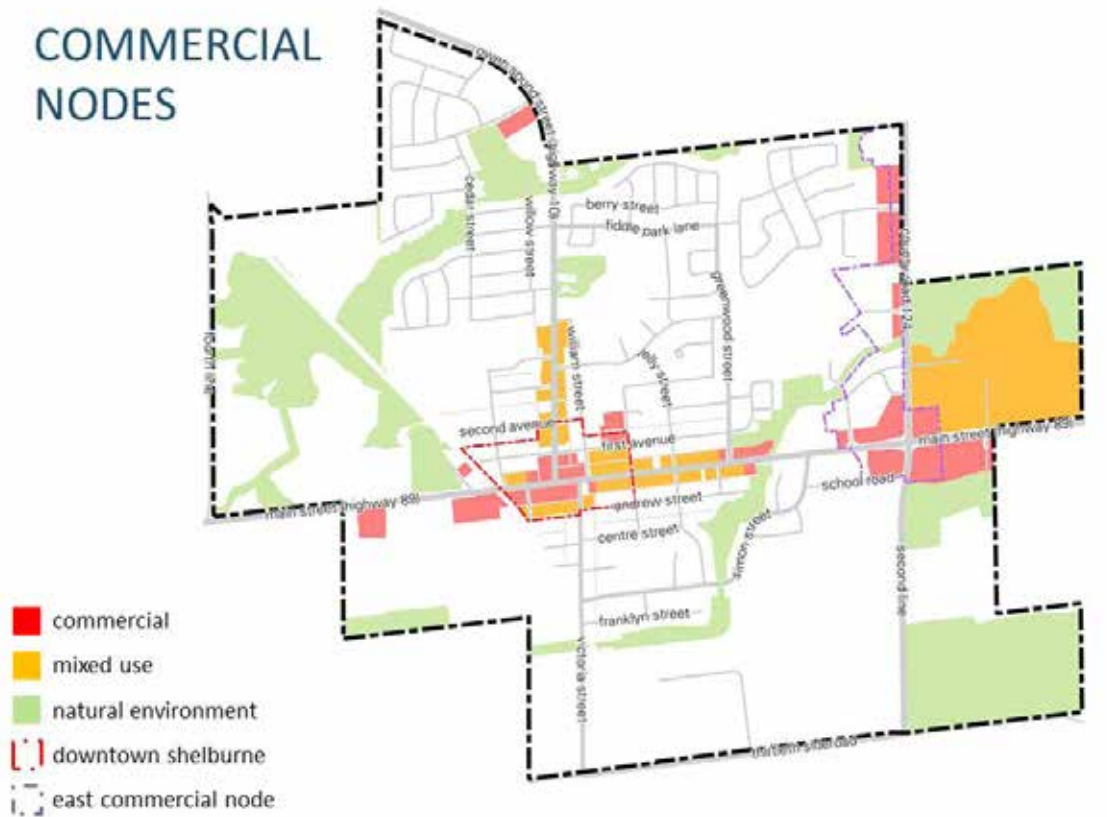
OPEN SPACE / PARKS



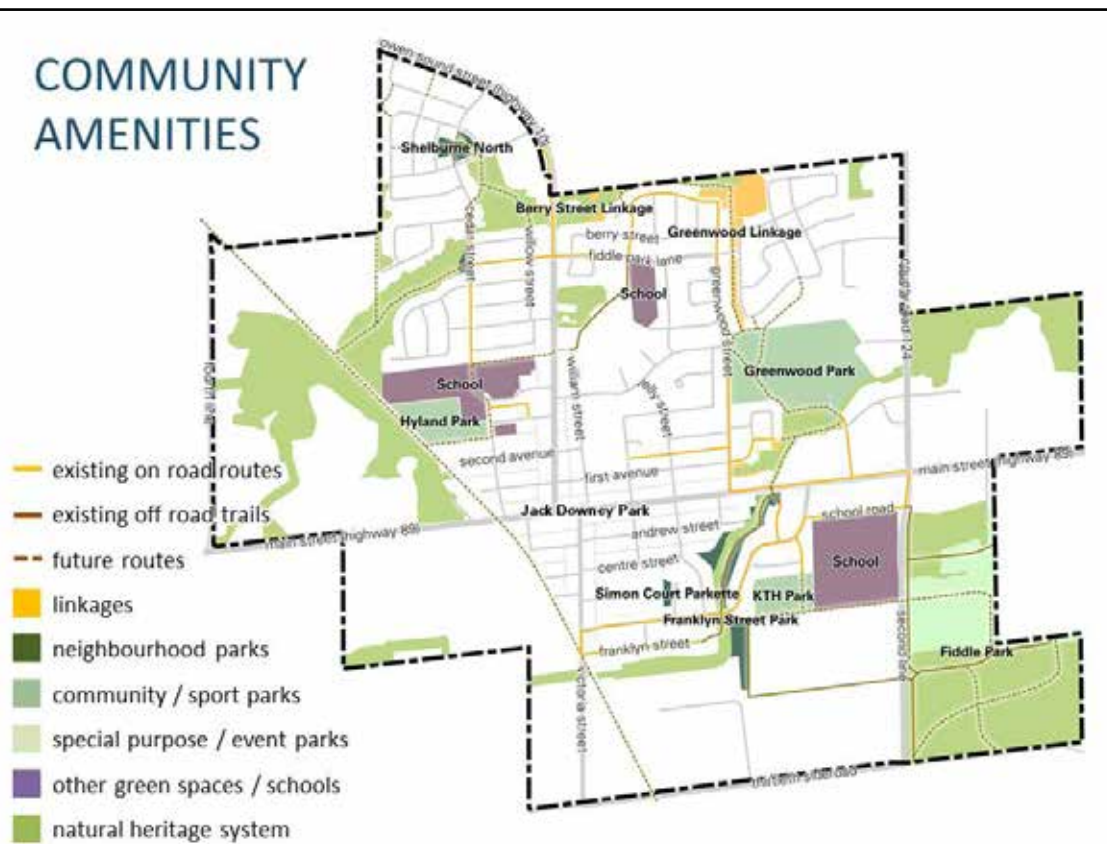
LAND USE



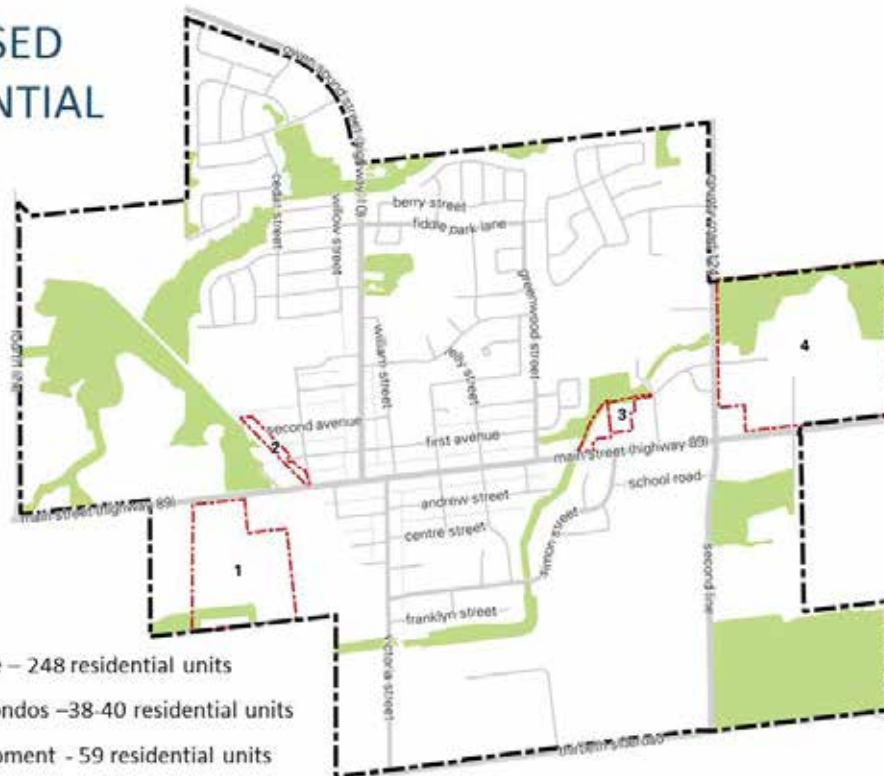
COMMERCIAL NODES



COMMUNITY AMENITIES

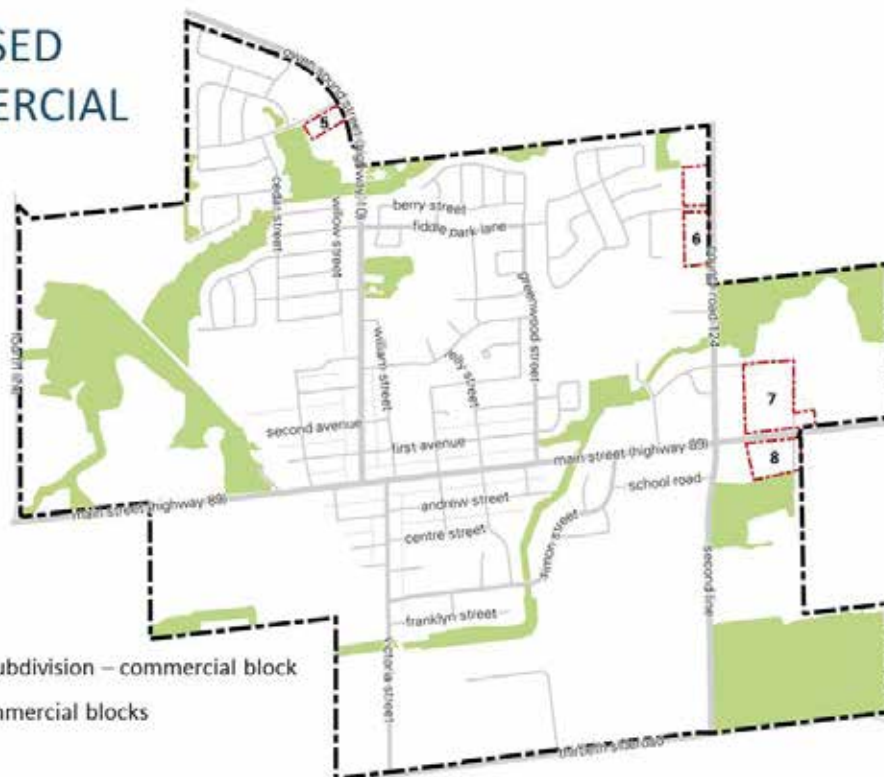


PROPOSED RESIDENTIAL



- 1 Hyland Village – 248 residential units
- 2 Stoneridge Condos – 38-40 residential units
- 3 MDM Development - 59 residential units
- 4 Fieldgate - 320 residential units

PROPOSED COMMERCIAL



- 5 Summerhill Subdivision – commercial block
- 6 Tricap – 2 commercial blocks
- 7 Fieldgate
- 8 Choice Properties

PROPOSED EMPLOYMENT

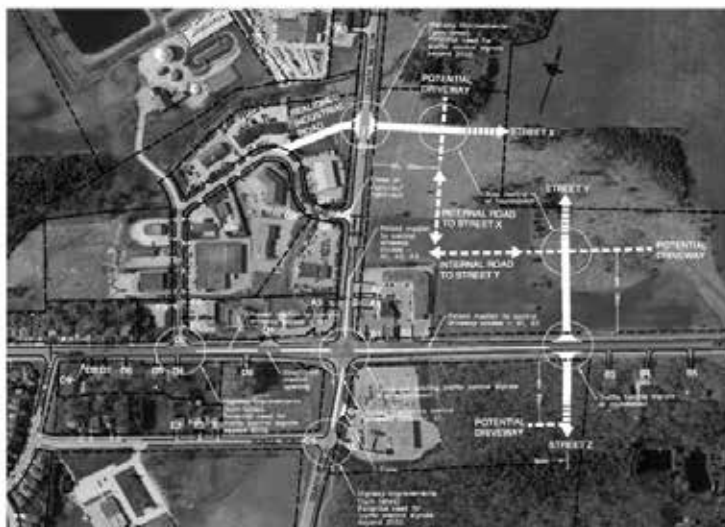


TRANSPORTATION IMPROVEMENT

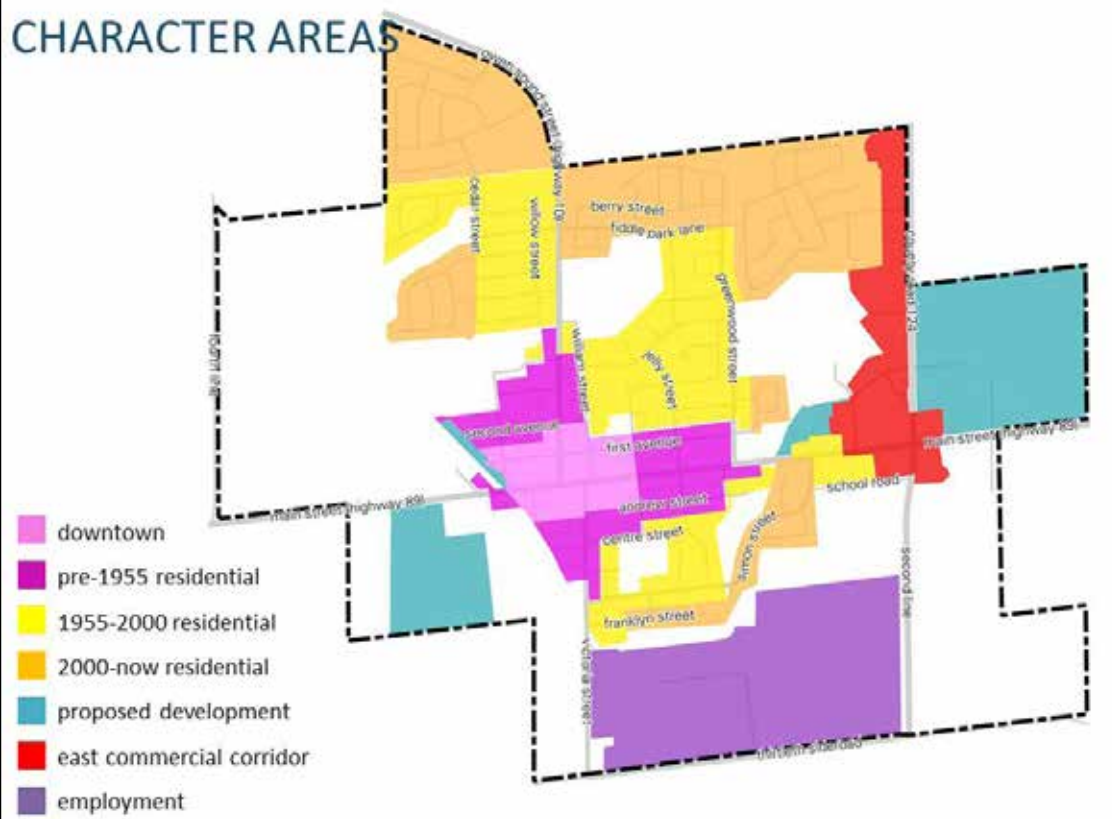
Shelburne East Area Transportation Study

forecasts traffic will grow by 3% per year on Highway 10/89 and 2% per year on County Road 124/11 from 2012-2022.

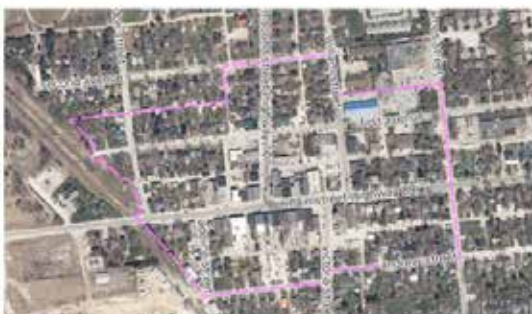
proposes new road connections for proposed development



CHARACTER AREAS



DOWNTOWN CHARACTER AREA



Infill vacant and underused sites

Mix of uses

Facade improvements

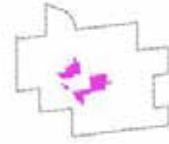
Public realm improvements

Parking

Green buildings



PRE - 1955 RESIDENTIAL CHARACTER AREA



Compatible residential infill

Streetscape improvements

Park enhancements

Active transportation links

Façade improvements

Green buildings



1955 - 2000 RESIDENTIAL CHARACTER AREA



Public realm Improvements

Active Transportation Links



2000 - NOW RESIDENTIAL CHARACTER AREA



New development, little need for improvement

Enhance connectivity: cycling routes, trails



PROPOSED DEVELOPMENT CHARACTER AREA

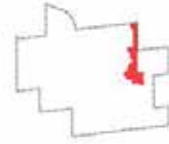


Ensure development connects to existing trail system

Opportunity to create gateways to community



EAST COMMERCIAL CORRIDOR CHARACTER AREA



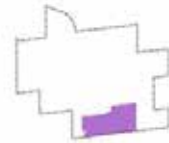
Enhance connectivity: cycling routes, trails

Gateway to Shelburne

Green buildings



EMPLOYMENT CHARACTER AREA



Active transportation links

Gateway to Shelburne

Green buildings



Vision from the Economic Development Strategy

The Town of Shelburne is a progressive and increasingly diverse community that is welcoming of new populations and customs.

Our economic base supports a vibrant and diverse economy, local employment opportunities, and the necessary physical and social infrastructure that encourages and supports future growth.

Our attractive and liveable downtown area features a range of retail and service offerings with interesting and unique attractions and meeting places that satisfy residents and visitors alike.

Key words that are missing in a vision for the Community Improvement Plan?

Words/phrases that should be deleted?



Satisfy

Change of Pace People's Place

Local employment and business opportunities

connected

Quaint

Historic



SATURDAY'S DESIGN TEAMS

Michael Sraga

Downtown

- Façade
- Streetscape
- Infill

Wai Ying DiGiorgio

Downtown Residential

- Streetscape
- Parks
- Infill

Ron Palmer

Town-wide

- Connectivity
- Mix of Uses
- Programs

Vincent Racine

East Commercial Corridor

- Connectivity
- Streetscape



