



MEDIA RELEASE

Town of Cobourg Launches Waterfront User Needs Assessment and Detailed Design
Comprehensive Community Engagement process will ensure members of the public are well informed and involved in the process

(Cobourg, ON) March 15, 2017 – The Town of Cobourg Recreation and Culture Division is embarking on a project to develop and implement a comprehensive waterfront design. Following an inclusive community engagement process the final plan will balance community use and natural heritage consideration with visitor related economic objectives.

Cobourg municipal Council has identified the development and implementation of a Community Waterfront District as a strategic objective in the 2015 – 2018 Strategic Plan. This Waterfront District also represents the first phase of implementation of the Town's Parks Master Plan. Over the past 25 to 30 years, a variety of plans and studies related to various components of the community's waterfront have been prepared and a number of visions have been presented. The current study will consider the best of all that has gone before and, with extensive community engagement, will arrive at a comprehensive waterfront design to present to Council for its consideration.

"The waterfront is a unique asset to local groups and users as well as an economic driver for the Town. The plan will address the needs of the community now and will guide decision making regarding development, improvements and enhancements over the long term," said Brian Darling, Coordinator of Parks and Recreation Services. "Council is committed to public engagement and will ensure that members of the community are well informed and are given the opportunity to express their individual needs and suggestions for this project."

Town staff presented a detailed Community Engagement Strategy to Council at the March 13th Regular Council Meeting. Working with consultants from thincdesign, the Community Engagement Strategy outlined the steps that will be taken to ensure members of the public are well informed and are given opportunities to participate in the process. Multiple community engagement tactics have been proposed including public open houses, workshops, design charrette, on-line surveys and social media. Each of these activities will investigate the community's interests and needs for the future of the Town's waterfront and how these can be integrated into a design that responds effectively and aesthetically to the range of confirmed requirements.

The plan will include Cobourg Harbour, Cobourg Beach and Victoria Park as well as Peace Park, Donegan Park, Lucas Point Park and other outer waterfront areas. Included in the community engagement process will be the opportunity for members of the public to submit suggestions for these identified areas or recommend a parcel of land to be incorporated into the plan. At the end of the project, consultants from thincdesign will provide Council with design solutions that will further enhance Cobourg as a premier community waterfront destination. The final report will also include next steps to guide the implementation of the recommendations, so the Town can move on to budgeting and tendering for specific improvement projects.

Due to the long-term impact this project will have on the community, a steering committee has been formed to oversee the progress and completion. The Town of Cobourg Parks and Recreation Advisory Committee has been appointed to act as the steering committee to provide advice and guidance on this project. The Steering Committee will provide input and advice to staff and consultants and will ensure that community perspectives help guide the project planning process.



THE CORPORATION OF THE TOWN OF COBOURG

Corporate Communications Department

Telephone (905) 372-4301

Toll Free 1-888-972-4301

Fax (905) 372-7421

Email: communications@cobourg.ca

Notices regarding public meetings and information sessions will be posted to the municipal website www.cobourg.ca. The Town of Cobourg will also utilize social media, and the Town of Cobourg Ad Block, published in the Thursday edition of Northumberland Today to update citizens on the latest information and upcoming public engagement opportunities.

The following are recommended dates and time for Community Engagement tactics for the Waterfront User Needs Assessment and detailed project plan. Please note some dates may be subject to change. Please reference www.cobourg.ca for final dates and information.

For additional information please contact Teresa Behan, Manager of Parks, Recreation and Culture Division at 905-372-8641.

Public Engagement Tactic	Date
Interactive Public Open House - Review of background material - Tabletop map exercise	April 4, 2017 - Cobourg Community Centre, Cameco Room - Starting at 5:00pm
Interactive pre-charrette workshops - Individual working meetings with members of community groups who have a key interest in the waterfront's development	April 10 th and 11 th - 9am – 8pm - Citizens Forum
On-line Resident Survey	Launch April 24
On-line Community Group/Stakeholder Survey	Launch April 24
Interactive Public Open House - Update on process and progress - Public feedback and input from the community	May 10 th
Interactive Community Design Charrette - Presentation and workshop style activities	May 31 st
Interactive Public Open House - Update on process and progress - Public feedback and input from the community	June 27 th
Interactive Public Open House - Presentation of final products/options - Request for input on preferences	September 27 th

-30-

Media Contacts

Kara Euale
 Communications Officer
 Town of Cobourg
 p: 905-372-4301 x 4105
 e: keuale@cobourg.ca

For more information visit Cobourg.ca, 'like' us on Facebook, follow us on Twitter and watch us on YouTube.





THE CORPORATION OF THE TOWN OF COBOURG

Corporate Communications Department

Telephone (905) 372-4301

Toll Free 1-888-972-4301

Fax (905) 372-7421

Email: communications@cobourg.ca

About The Town of Cobourg

The Town of Cobourg is a lakeside community (population 18,500) 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.



For more information visit Cobourg.ca, ‘like’ us on Facebook, follow us on Twitter and watch us on YouTube.

