



THE CORPORATION OF THE TOWN OF COBOURG

MEDIA RELEASE

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Town of Cobourg Developing Sustainable Neighbourhood Master Plan for Tannery District

(Cobourg, ON) May 2, 2017 – The Town of Cobourg is initiating a project to develop a Sustainable Neighbourhood Master Plan and an implementing Secondary Plan and Zoning By-law for the Tannery District (refer to Key Map attached). The Town's first ever Sustainable Neighbourhood Master Plan (SNMP) will integrate four fundamental pillars of sustainability -- society, environment, economy and culture -- into a state-of-the-art long range vision aimed at promoting and facilitating the sustainable re-development and revitalization of the Tannery District brownfield lands.

The preparation of a master plan for the Tannery District lands is an action item on the Town of Cobourg Strategic Plan for 2015 – 2018. In December of 2016, the Town of Cobourg issued a Request for Proposal (RFP) to solicit applications from qualified candidates to develop a SNMP for the Tannery District and corresponding Secondary Plan and Zoning By-law. A multi-disciplinary project consulting team led by FOTENN Planning and Design (FOTENN), an award-winning planning, urban design and landscape architecture firm, was awarded the contract by Council in March of 2017.

The SNMP for the Tannery District will build upon the sustainability goals of the Official Plan to establish a long range vision for sustainability and quality of life in the Tannery District. The final product will provide a strategic policy, governance and implementation framework to appropriately guide future development and decision-making and, ultimately, facilitate the revitalization of the Tannery District into a model sustainable neighbourhood. The SNMP for the Tannery District will also consider relevant additional lands outside of the Tannery District and will examine inter-relationships and linkages between other neighbourhoods and destinations in the community such as the downtown, waterfront, midtown and open spaces.

“The objective of the Sustainable Neighbourhood Master Plan is to develop a comprehensive plan to achieve a healthy, vibrant and sustainable neighbourhood in the Tannery District,” said Aaron Burchat, Coordinator of Planning and Development Services. “As the Town's first ever Sustainable Neighbourhood Master Plan this is an important milestone for the Town of Cobourg. We are very eager to engage the public on this significant project so that the final product is one that most benefits the neighbourhood and community as a whole.”

The estimated project cost for the SNMP for the Tannery District is \$100,000. The project was approved by Council based on the condition that the Town obtain 50 per cent of funding from an external funding source. In the fall of 2016, the Town of Cobourg applied to the Federation of Canadian Municipalities (FCM) Green Municipal Fund for funding within the scope of a sustainable neighbourhood action plan. Town staff worked in collaboration with the Tannery District Citizens Group, the Planning and Sustainability Advisory Committee and Sustainable Cobourg to obtain letters of support and assist in the preparation of the grant application. In December of 2016, the Town of Cobourg received notice from FCM that they were successful in receiving a commitment for 50 per cent funding, up to a total of \$50,000, to apply to the SNMP for the Tannery District.

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The Government of Canada endowed the Federation of Canadian Municipalities (FCM) with \$550 million to establish the Green Municipal Fund™. An additional \$125 million top-up to this endowment was also announced in Budget 2016 and will be added to the Fund in 2017-18. The Fund supports partnerships and leveraging of both public and private sector funding to reach higher standards of air, water and soil quality and climate protection.

"The Green Municipal Fund was developed for just this type of initiative that plans for a sustainable future while addressing some of today's biggest environmental challenges," said Kim Rudd, Parliamentary Secretary to the Minister of Natural Resources. "The Government of Canada is proud to help improve the quality of life for the Tannery District and the Town of Cobourg."

"FCM is proud to help communities like Cobourg lead the way on environmental, social and economic sustainability. Today's investment will lead to a better quality of life for local residents. At the same time, this is the kind of local innovation that can inspire other communities on the path to a greener Canada", said Clark Somerville, president of the Federation of Canadian Municipalities.

Public and stakeholder involvement will be key to the success of the SNMP for the Tannery District and a number of community engagement strategies will be employed to ensure two-way communication with members of the public throughout the project. The first Public Open House is tentatively scheduled for the end of May or early June, 2017. Further details will be announced as soon as they are available.

It is expected that the Tannery District Sustainable Neighbourhood Master Plan & implementing Secondary Plan and Zoning By-law will be completed and presented to Council by spring 2018.



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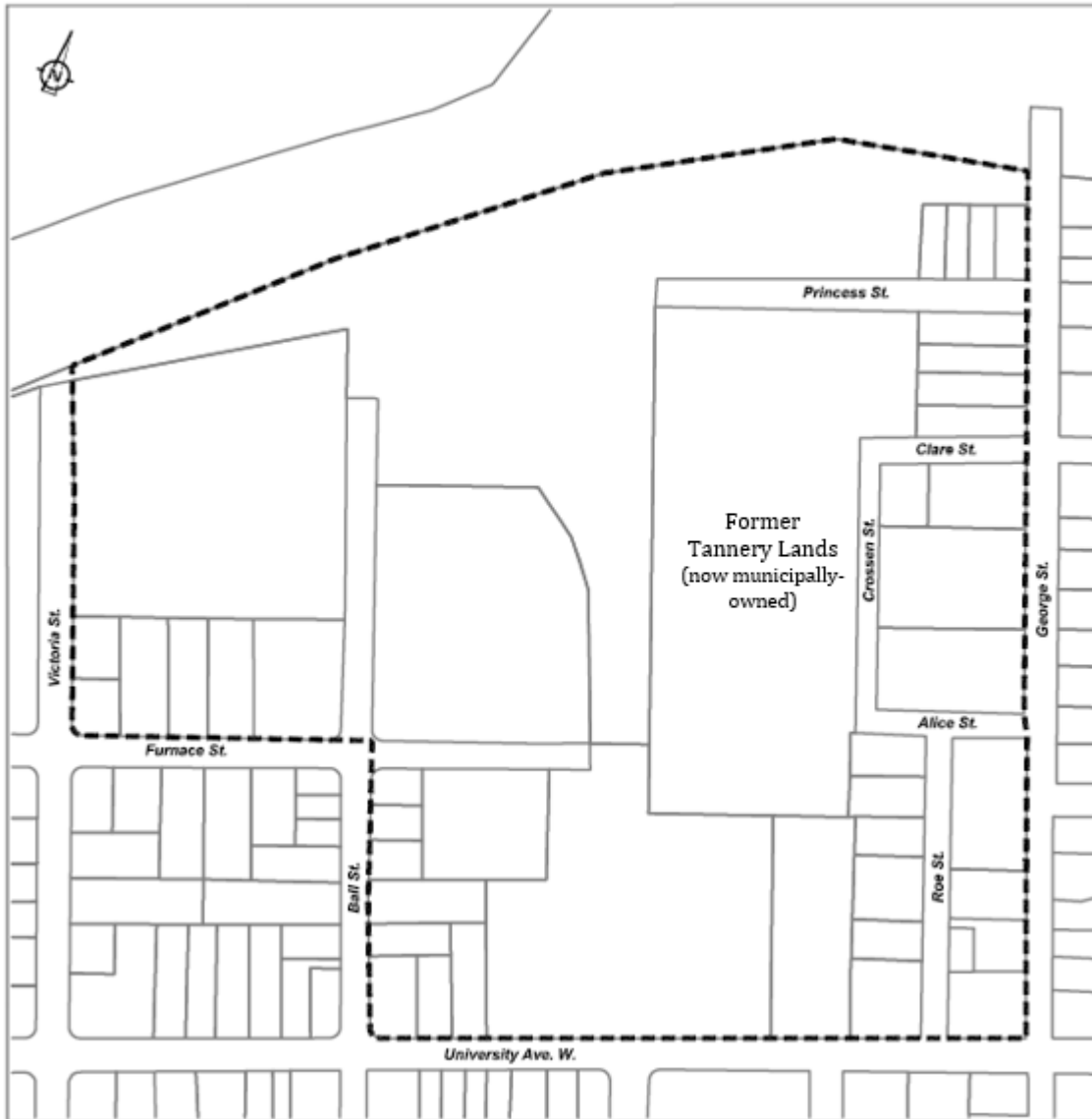
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Tannery District Primary Study Area



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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.



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