

- Need for a new parking structure downtown
- Important for parking structure to front onto the street with at-grade retail or other active uses
- Need to provide more parking for bicycles in the downtown
- Need to discourage non-pedestrian forms of movement along the sidewalks in the downtown

Heritage

- Protect the heritage character of the downtown
- Heritage should be used as one of the key features of promoting the city centre

Downtown Administration

- Need to improve the maintenance and upkeep of the downtown
 - Paint or renovate storefronts
 - Increase street cleaning
 - Make repairs to broken light standards
 - Hire students during the summer for increased maintenance
- Need to Increase Police presence in the downtown
 - Loitering should be discouraged
- Better management of the downtown retail areas
 - Need to coordinate store hours in the downtown
 - Customer service workshops for storeowners in the downtown (etc informing clerks of which stores carry what, encouraging businesses to cooperate)
 - Coordinate special events among store owners
 - Uniform welcoming signage and store hour signage
- Important to start recognizing the down town as a living working neighbourhood
- Increase the draw of the market and better utilisation of the space
 - Sell a greater range of goods, fruits and vegetables
 - Provide seasonal shelter for the winter months
 - Develop greater programming for off market days
- Provide more activities for youth downtown
 - A skate park
 - All ages venues
- Consider relocating the drug clinic to the hospital

Marketing & Promotion

- Coordinate advertising for the downtown
 - Important to advertise downtown from off the 401
 - “Belleville on the Bay”
 - Advertise services available along Front St at each block in the waterfront trail
 - Create a tourist information centre close to the highway
 - Target more arts and cultural businesses and visitors
- Retailers should be consistently rotating displays
- Need to ensure that media, city hall and citizens are communicating a positive image about the nature of the downtown
 - Businesses such as Cogeco Cable and the intelligencer should interact more with the downtown ala City TV
- City should actively pursue government agencies to locate / relocate in the downtown
 - Provincial Courthouses
 - Ministry of Environment is currently considering relocating from the Bayview Mall
- Erect Public Maps throughout the downtown to highlight amenities and services
- Develop some greater incentive / disincentive programs
 - Promote new residential units in vacant buildings
 - Greater incentives to develop vacant lots
 - Increased by-law enforcement
 - Encourage landowners to fill vacant stores
- Desired Services
 - A grocery store
 - A liquor store
 - Downtown amenities
 - Washrooms
 - A bike rental - at the waters edge
 - A Tim Hortons or Starbucks

Feedback on approach

- Workshops were well run and very informative
- Suggestions and recommendations were well liked
- Decision makers have to be on board so that the plan gets implemented
- Ensure a phasing strategy which does not take away from the business of the downtown.
- Concentrate money on meaningful projects that will make a difference instead of frills
- It is important to identify projects and finish them before continuing on with newer projects
- Important to look at best practices
- Need to profile the downtown and develop an economic strategy
- The role of the four corners as the centre of business in the downtown should be greater highlighted

Suggested Precedents

- Port Hope
- Cobourg
- Brockville
- Prescott
- Bloomfield

The second Open House was attended by over 100 people, all of whom had the opportunity to peruse the panels on display, watch a 45 minute presentation on the Draft Master Plan and ask questions to members of the team. Overall the feedback recieved was very positive, people were excited about many elements of the plan and much of the discussion revolved around identifying further initiatives to improve the downtown.

Below is a summary of the feedback that was recieved at Open House Two

Elements of the Master Plan that recieved strong support

- The new pedestrian footbridge
- The plan's direction on height, higher residential densities and green areas
- The implementaion of crosswalks at strategic intersections
- Filling the existing gaps in the downtown

Elements of the Master Plan that were questioned

- The Waterfront Trail should be lined with more natural elements and not buildings
- The North Gateway Park seems unreasonable. It is unlikely the government would give up their building

Further Suggestions

Implementation

- Important to realise some of the first projects suggested in the plan in order to generate excitement and but-in by the rest of the city.
- The City needs to be able to enforce their by-laws more rigorously
- Political will be needed to get this accomplished
- What about Tax Incremental Finance as a way to fund initiatives?
- People will be wary of investing until the flooding issue is resolved
- Need for better events programming

Safety

- More surveillance in the downtown to increase safety
- More police are needed in the downtown
- Crosswalks need to be improved. Current courtesy Cross Walks are not working

Attractions & Amenities

- Provide a glass cover over Bridge Street to provide a weather proof shopping area
- What about developing a memorial square behind the armouries?
- There should be some more child specific uses identified in the plan in order to attract more families to the downtown, perhaps a children's water park.
- The Old Library could become a museum to the City's history
- The City could erect a coffer dam to maintain water levels in the Moira River
- The City should consider a pedestrian pathway along Catherine Street leading from the pedestrian bridge
- The City could put a new footbridge across from City Hall
- The plan should address the need for bike routes throughout the downtown

Uses

- Renovate more buildings in the downtown to provide greater accommodation for seniors
- Provide more café's restaurants and stores and services
- Provide more residential units in the downtown



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