

**Goal 1: Enhance Quality of Place through enhancing physical design & appearance, and through strengthening the existing business base.**

<b>Pillar</b>	<b>Action Item</b>	<b>Short/Medium /Long Term</b>	<b>Lead (L) Support (S)</b>	<b>Timing</b>	<b>Resources Required</b>	<b>Status</b>
Economic Development	1. Make Economic Development the municipal lead for managing and activating Main Street	Immediate	King Township	January 2019	NA	
Physical Design	2. Allocate \$45K from Ontario Main Street Revitalization Initiative as a base budget for significant investment in streetscaping in 2019. Under consideration is street furniture and public art celebrating Schomberg heritage and improving gateway appearance. Leverage other funds where available.	Short term	L - Economic Development	Completed by September 2019	NA	Budget completed & includes: <ul style="list-style-type: none"> <li>• Crosswalk art &amp; installation</li> <li>• Bicycle repair station</li> <li>• Commemorative gateway garden at old railway station site</li> <li>• Brick wall art at 1 Church Street</li> </ul>
Physical Design	3. Update Village Design Guidelines to reflect Main Street Strategy. Update Section 4.2.6 Lighting section includes design standards for illuminating parking lots to enhance pedestrian safety (Core Area Parking Study - CAPS). Create a 3 dimensional visualization of Main Street from Dr Kay to Church Street.	Medium term	L - Planning S - Economic Development	March 2020	TBD - within Planning budget	

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Physical Design	4. Participate in design work for Main Street streetscaping.	Design - Short term Execution – Long term	L - Economic Development L - PRC	Design – 2019/2020 Execute - TBD	NA – within PRC budget	Brooks McIlroy to do design, Ec Dev to assist in their briefing
Physical Design - Street/Public Realm	5. Map out locations for benches including design to complement heritage identity/enhance activation locations – core area.	Short term	L - Economic Development	January 2019	Cost not covered by RED	Can augment base furniture with wrap (Alpine Graphics)
Physical Design - Street/Public Realm	6. Map out locations for banner poles including pole design to complement heritage identity/enhance activation locations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Short term	L - Economic Development	January 2019	NA – within PRC budget	Locations mapped out and handed to PRC. Hardware to be installed May. New banners printed and to be hung early May.
Physical Design - Street/Public Realm	7. Identify strategic placement of planters including planter design to complement heritage identity/enhance activation locations – core area.	Short term	L - Economic Development	January 2019	NA – within PRC budget	Planter map provided to PRC. May not have adequate number planters for 2019 – will assess following installation.
Physical Design - Street/Public Realm	8. Identify strategic placement of waste receptacles including design – core area.	Short term	L - Economic Development	January 2019	NA – within PRC budget	

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Physical Design - Street/Public Realm	9. Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Short term	L - Economic Development	January 2019	NA – within PRC budget	Complete. Hardware & summer banners to be installed beginning of May.
Physical Design - Parking	10. Improve winter maintenance for the Green P parking lot and Main Street.– (CAPS)	Short term	L - PRC	January 2019	NA – within PRC budget	Needs to be linked to parking lot improvement and local development
Physical Design - Parking	11. Annual on & off street public parking stall maintenance, such as line painting and repairing/replacing signage, should be completed. (CAPS)	Short Term	L – EPW S – PRC	June 2019	NA – within EPW Budget	Working with EPW re road painting
Physical Design - Parking	12. King to install a larger signage for the Green P lot as per the requirements outlined in OTM Book 8: Guide and Information Signs document. Signage should be installed along Main Street, north and south of the Core Area, to direct traffic to the Green P lot. (CAPS)	Short term	L - EPW S - PRC	April 2019	NA – within EPW Budget	Looking into revised signage
Physical Design - Parking	13. Designate the parking lot at the Arena as public parking. Allow wayfinding for public parking Parks Depot on Western Avenue. (CAPS)	Short term	L - EPW S - PRC	April 2019	NA	Working with EPW for Green P sign Working with PRC for wayfinding

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Physical Design - Parking	14. Add one accessible parking space in front of the Canada Post Office, where existing on-street parking is available. Add signage and pavement markings to clearly demarcate the space. (CAPS)	Short term	L - EPW S - PRC	April 2019	NA – within EPW Budget	Working with EPW re road painting
Physical Design - Parking	15. Off-street parking lots should be brought up to AODA standards, existing accessible parking spaces should be painted and signed. (CAPS)	Medium Term	L - By-Law Enforcement Services	April 2020	NA – within EPW Budget	PRC considering upgrading arena lot with accessible space at corner 2020/2021
Physical Design - Parking	16. Work with private property owners to move toward AODA compliance, using the CIP Grant program to assist with the associated costs. (CAPS)	Medium Term	L - By-law Enforcement S - EPW S – Economic Development	January 2020	NA	
Physical Design - Parking	17. Explore opportunities to acquire permission for public parking at businesses with under-utilized parking lots (e.g. RONA on Main Street). This would be a low cost measure to increase the public parking supply (CAPS)	Medium Term	L - Economic Development, S - Planning	January 2020	NA	
Physical Design - Parking	18. Install signage along Main Street notifying drivers of the 3-hour maximum duration between 8am and 6pm. (CAPS)	Medium Term	L – By-Law & EPW	March 2020	NA	

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Physical Design - Parking	19. One by-law officer should enforce the Core Area during typical commercial business hours (between 8am and 6pm Monday to Friday). (CAPS)	Medium Term	L – By-Law	March 2020	NA	
Physical Design - Parking	20. Maintain existing cash-in-lieu rate for Schomberg. Although no cash-in-lieu fees have currently been collected, any future collected fees should be used to maintain Green P lot and fix damaged bumpouts. King Township should reserve the right to decide whether or not the cash-in-lieu program is acceptable for a given development. (CAPS)	Short Term	L – Planning S – Economic Development	September 2019	NA	
Physical Design - Parking	21. Review the ZBL to explore providing a future shared parking solution for land owners. (CAPS)	Short Term	L – By-Law S – Economic Development	September 2019	NA	

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Physical Design - Parking	22. King to develop and distribute education and awareness materials for businesses located in the Core Area that addresses the importance of on-street parking for businesses and overall health of the Core Areas, encourages business owners to coordinate off-street parking with other neighbouring businesses (shared-use agreement) and to encourage businesses to share the online map with their customers (e.g., link to map on website) (CAPS)	Short Term	L – Communications S – Economic Development	September 2019	NA	
Physical Design - Parking	23. Explore the opportunity with Canada Post to remove the median that is separating the Green P lot from the Post office lot to combine both into one large and open lot. Designate spaces for Post Office use only through the use of signage. Reconfigure the new parking lot to provide the most amount of parking spaces. Install lighting throughout the parking lot. (CAPS)	Medium Term	L – EPW S - Economic Development	January 2021	NA	

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Physical Design Street/Public Realm	24. Improve pedestrian safety through the addition of 3 – 4 crosswalks. Theme crosswalks to fit with village focus.	Short Term	L – EPW S – Economic Development S - PRC	Begin April 2019 & installed by September 2019	NA – Line painting in EPW budget	Call for artists document completed and issued. Deadline for submissions May 28. Expanding to include 4 <sup>th</sup> crosswalk at Western funded by PRC, and raising 2 crosswalks.
Physical Design – Public Realm	25. Create and manage communications of a maintenance schedule for Main Street including street sweeping, flower installation etc that co-ordinates with events and themes.	Short Term	L - Economic Development S – PRC S - Roads	January 2019		PRC has coordinated works, including seasonal banner install with major events.  Banner policy to be updated to reflect Main Street approach.
Physical Design – Public Realm	26. Make Main Street a focus in 2019/2020 for beautification & streetscaping program including Northeast corner of Dr Kay Drive & Main Street to enable a unique gateway approach to this area.	Short Term	L - Economic Development S - PRC	Design - January 2019 Execute - 2019	NA	Summer banners completed.
Physical Design Street/Public Realm	27. Provide Main Street core with free wifi	Short Term	L - Economic Development S – IT/PRC	September 2019	TBD	Bell quote received Securing Vianet quote

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Physical Design – Lions Park	28. Ensure Lion’s Park improvements take into consideration Destination Development Association’s best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Short Term	L – PRC S – Economic Development	Design – 2019  Build 2020	NA – Park improvements included in 2019 budget	Design being done by Thinc design. One passive design and one active design being considered. Design to include electrical. Community consultation planned.
Physical Design – Community Hall	29. Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	Medium Term	L – PRC S – Economic Development	May 2020	NA	Will take place upon completion of interior renovations
Physical Design – Community Hall	30. Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Short Term	L - PRC	Complete by May 2020	TBD	Hall to be closed June 1 2019 for interior renovations.  Outdoor access restrooms under consideration.



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Economic Development	31. Create a pop up shop program for vacant spaces including a booking schedule and lease terms. Meet with owners of vacant space to secure agreement and lease terms. Recruit pop-up vendors that match with the 4 activation themes and economic areas of opportunity.	Short Term	L - Economic Development S – Planning S – By-Law Property Owners	February 2019	NA	Program developed.  357 Main Street participating.  Opportunity on destinationschomberg.ca Ad placed on Kijiji.ca and shared on Schomberg Community page. Showing April 28.
Economic Development	32. Ensure every restaurant, bakery and the Community Hall are Ontario by Bike certified.	Short Term	L – Economic Development	June 2019	NA	
Physical Design - Properties	33. Approach every CIP qualifying property owner to ensure they are aware of the incentives available to them. Work with them to facilitate application and approval process.	Short Term	L - Economic Development – Main Street Coordinator	June 2019	NA	
Physical Design - Properties	34. Create program to dress window of vacant storefronts. Focus on displays that tie into Main Streets 4 activation themes.	Short Term	Economic Development	September 2019	NA	

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Leadership & Management	35. Create Main Street Business Management Committee consisting of 5 businesses/property owners and 2 community group representatives (SVA, KCC). Committee to meet quarterly with objective of providing oversight to Main Street progress.	Short Term	L - Economic Development S - Community Groups S -Business/Property Owners	February 2019	NA	A number of business/property owners have expressed interest Final team to be assembled once action items are approved
Leadership & Management	36. Create Main Street Ambassador Program consisting of engaged community members and organizations. Ambassadors to promote and champion Main Street initiatives to help “make things happen”.	Short Term	L - Economic Development S - Community Groups	May 2019	NA	Members of project leadership team supportive and happy to take on this role
Leadership & Management	37. Within King Township, assemble a business concierge and planning team to facilitate improvements and approvals for commercial and mixed use properties.	Short Term	L - Economic Development S - Planning S - Clerks S - By-Law S - EPW S - Fire & Emergency Services	September 2019	NA	
Physical Design	38. Amend the sign by-law to restrict mobile signs (see definition 25. in By-Law) within the core area of Schomberg.	Short Term	L – By-Law S – Economic Development	June 2019	NA	

**Goal 2: Attract People through increasing the annual days of activation (2019 – 100 to 2022 – 250) and driving awareness of Main Street as an excellent place to shop, dine or visit.**

Pillar	Action Item	Short/Medium /Long Term	Lead (L) Support (S)	Timing	Resources Required	Status
Physical Design	39. Change wayfinding on Highway 9 and Highway 27 to blue tourism “A” Attraction with signage to Historic Main Street. Secure CCT funding.	Short Term	L - Economic Development	September 2019		
Physical Design	40. Add wayfinding sign to northeast corner of Dr. Kay and Main Street.	Short Term	L - PRC	June 2019		
Marketing & Promotion	41. Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Short Term	L – Economic Development	March 2019	NA – within RED funding	Approved to proceed – conversion underway. All project related content migrated destinationschomberg.ca
Leadership & Management	42. Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups’ events impacting Main Street.	Short Term	L - Economic Development S - Planning S - Clerks S - By-Law S - EPW S - Fire & Emergency Services	March 2019	Salary incorporated into Ec Dev budget	Job description published. Applications now closed and beginning interview process.

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Economic Development – Community Hall	43. Work towards an all year weekly Farmer's Market/Local Makers/Artisans Shoppe located at the Community Hall. Secure vendors and assign the Downtown Coordinator to act as Manager. Develop marketing materials to support, including a website and vendor solicitation documents.	Short Term	L - Economic Development S - PRC S - Vendors	January 2019 – opening June 2019 & ongoing	NA	Current Farmer's Market managers want to remain biweekly.  Hall not available
Marketing & Promotion	44. Create promotional material for the Farmer's Market, rooting it in tradition. Build dedicated website or make it a focal point within <a href="http://www.schombergmainstreet.ca">www.schombergmainstreet.ca</a> . January – April use as vendor recruitment tool, April – December use as promotional tool.	Short Term	L - Economic Development	April 2019	NA	SchombergFarmersMarket.ca purchased and website underway  Schombergmainstreet.ca to be converted into consumer facing website April/May 2019
Leadership & Management	45. Secure alignment with Community groups on calendar of community events (which will act as the foundation for Main Street themes & activities) and Townships role in extending the themes for longer periods of activation.	Short Term	L - Economic Development S - SVA, Schomberg Street Gallery	December 2019 – January 2019	NA	All Community Groups on committee aligned with calendar
Marketing & Promotion	46. Create a 2019 Calendar with a minimum of 100 days of programming that focus on themes and activities versus single day events. Create a 2020 Calendar with 150 days of programming.	Short Term	L - Economic Development	January 2019	NA	Current calendar has 102 days of activation – heavily weighted to Q4 2019

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Marketing & Promotion/ Physical Design	47. May – August - Adopt Spring/Summer theme annually for Main Street. Align business décor with the annual theme, as well as street beautification. 2019 theme – Love of Nature. Plan plantings, bee demonstrations, etc. Link to annual Garden Tour.	Short Term	L - Economic Development	May 2019	Within RED activation funding	Banners completed.  Exploring purchasing bee hotels and having them painted to complement new garden installation. Looking into business specific bird feeders.
Marketing & Promotion/ Physical Design	48. September – Adopt Art theme annually for the month of September. Use existing Street Gallery banners. On non Street Gallery weekends, bring in street artists, wood carvers, potters etc. Sidewalk chalk. Encourage artists to occupy pop up locations.	Short Term	L - Economic Development S – Schomberg Street G	September 2019	Within RED activation funding	
Marketing & Promotion/ Physical Design	49. October - Adopt Scarecrow theme annually for the month of October for Main Street. Use all 25 scarecrow banners. Align business décor with the theme, as well as street beautification. Create significant scarecrows on all public property on Main Street.	Short Term	L - Economic Development S – SVA S – LRA & Historical Society	October 2019	Within RED activation funding	Proposing Lloydtown Rebellion scarecrow re-enactment in Lion's Park
Marketing & Promotion/ Physical Design	50. December – Become known for holiday spirit by extending festive theme from A Main Street Christmas through month of December. Utilize Lions Park for a 4 week light sculpture. Include activities such as ice carving on weekends.	Short Term	L - Economic Development S - SVA	September 2019	Within RED activation funding	Planning a 4 week snowglobe selfie station and photo contest.

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Physical Design – Lions Park	51. Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Short Term	L - Economic Development S - Clerks	May 2019 – December 2019	Within RED activation funding	Summer activation kit developed. Plan to activate alternate Saturdays to farmer’s Market.
Leadership & Management	52. Create a 4 year Main Street volunteer program for high school students led by Downtown Coordinator. Student responsibilities to increasing over time (e.g. from cleaning to building scarecrows to ambassadors walking in period costumes)	Short Term	L - Economic Development S - PRC	Planning January – June 2019 Launch September 2019	NA	
Economic Development	53. Leverage relationship with Central Counties to secure matching funding.	Short Term	L - Economic Development	January 2019		Have met with CCT re funding for wayfinding.
Leadership & Management	54. Compile a comprehensive history of Schomberg, including key stories, properties and events. Secure old photographs that could be used for enhancing the sense of place. Explore storytelling and bringing local stories and residents to life for visitors. Drive social media popularity with “fun facts” – Hurricane Hazel, movie locations etc.	Medium Term	L – Economic Development S – Historical Society	April 2020	NA	Will accelerate railroad history to allow for commemorative plaque

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Marketing & Promotion	55. Develop On This Spot or matching app materials to promote Main Street as a “walkable heritage site”	Medium Term	L – Economic Development	April 2020	TBD	First stop to be gateway garden and interpretive plaque at old railway station
Marketing & Promotion	56. Increase promotion of Main Street and Schomberg Cycling Routes (Village Roundabout York Loop, Greenbelt Route) to cyclists.	Short Term	L – Economic Development	April 2019	NA	
Leadership & Management - Church	57. Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	Short Term	L – Economic Development	April 2019	NA	Unpluggeonmain.ca website built First concert scheduled

**Goal 3: Attract More Business that fit with Main Street’s focus.**

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Economic Development	58. Measure and track traffic on Main Street. Develop system to track postal codes to measure impact on trade area. Include postal code collection during major events.	Short Term	L – Economic Development	September 2019	NA	Data to be collected during Street Gallery  Analysis to be provided by CCT
Economic Development	59. Establish a tracking system to measure the number of businesses and jobs on Main Street. Include business mix analysis. Track the number of jobs on Main Street by Full time, part time and temporary.	Short Term & Ongoing (annual)	L – Economic Development	January 2019	NA	Tracking system established and posted on project portion of destinationschomberg.ca
Economic Development	60. Work in advance to remove barriers – permitting, parking, building codes, signage, licensing, façade improvements for subject vacant properties. Develop a concierge approach to act as a single point of contact for new businesses wanting to locate on Main Street.	Short Term	L – Economic Development S – Planning S – Clerks S – Fire & Emergency Services	January 2019	NA	
Leadership & Management	61. Assemble Business Attraction team that includes a Recruiter, SVA rep, Ec Dev, Real Estate Agent, Banker, Council Member & Property Owner if there is a specific subject property.	Short Term	L – Economic Development	June 2019	NA	EDO & coordinator actively making connections between property owners and interested parties for several properties.



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Marketing & Promotion	62. Build www.destinationschomberg.ca for business attraction to the Greater Schomberg Area. Include all vacant properties. Include business park in website.	Short Term	L – Economic Development	January 2019	NA	Website complete
Economic Development	63. Create an updated Schomberg Community Profile. Profile to include all of Schomberg.	Short Term	L – Economic Development	June 2019	Within Ec Dev Budget	To be completed in 2019
Economic Development	64. Create a Development Opportunities brochure, to include quick statistics such as demographic profile, catchment area, current listings.	Short Term		June 2019	Within Ec Dev Budget	To be completed in 2019
Economic Development	65. Create a Main Street specific investment profile.	Short Term		June 2019	Within Ec Dev Budget	To be completed in 2019

**Short Term – begins in 2019**

**Medium Term – begins in 2020 – 2022**

**Long term – begins 2023 & afterwards**