

Consultation Summary
Orillia Downtown Tomorrow Community Improvement Plan
Information Session & Workshop, July 14, 2015

Question	Group 1	Group 2	Group 3	Group 4	Group 5
1. Most important community improvement needs in Downtown Orillia?	<ul style="list-style-type: none"> • More people living Downtown with more disposable income and spending • Engaged residents who live, work and spend in Downtown • More services and retail to support new residents, e.g., grocery store, deli • Pedestrian friendly infrastructure (sidewalks, paths, bike racks, alleys) • Pedestrian oriented open spaces and market areas • A public “celebration space” for festivals and gatherings • Better wayfinding signage from parking lots to main streets/shopping area • Better connections to secondary streets such as Colborne • More parking to accommodate new residents • Good alternative transit options to support new residents • Consistent and extended store hours 	<ul style="list-style-type: none"> • More people living Downtown • Connect Downtown to Waterfront • Improve Waterfront • Improve brownfield sites • Façade improvement, especially side and rear facades • Abandoned and derelict buildings • More affordable housing • More jobs Downtown • More upscale development • More tourists • Reduce absentee landlords • Longer store hours of operation, especially in evening • Stronger visual identity through signage • Shared urban squares 	<ul style="list-style-type: none"> • More people • Better lake views • Better public areas/spaces with seating • Improved sidewalks, roads and public spaces • Repair and renovate derelict sites • Redevelop vacant sites • Free parking • More parking for residents • Better wayfinding signage • People space on Waterfront such as bike racks/rentals, canoe/kayak racks/rentals 	<ul style="list-style-type: none"> • More younger people (19-30) Downtown to live/work/play • Development that better connects Downtown and Waterfront (consistent feel) • More parking (underground?) • Improve accessibility • Restore and enhance view scapes • Better wayfinding signage • Better branding 	<ul style="list-style-type: none"> • More people living Downtown • Restore derelict buildings • Redevelop brownfield sites • Repair and improve deteriorated Downtown sidewalks • Building improvements along Colborne and Coldwater Streets • Urban squares and parkettes • Better municipal parking signage
2. Most significant opportunities for and desired types of community improvement in Downtown Orillia?	<ul style="list-style-type: none"> • Pedestrian and bike friendly development • Rooftop patios and cafes 	<ul style="list-style-type: none"> • Vacant properties present significant opportunities • Development for and marketing to retirees • Waterfront hotels and restaurants • Year round market showcasing local foods, crafts and arts • Partnerships with local educational institutions in the Downtown, e.g., target design schools, cooking schools, etc... to locate Downtown 	<ul style="list-style-type: none"> • Residential condominiums • Rehabilitate and reuse upper stories of building for residential and offices • Redevelopment of derelict properties • Restaurant and retail development at Waterfront • Opportunity for City to buy and sell land • Pre-zoning of sites and remove barriers to development 	<ul style="list-style-type: none"> • Restore existing vacant housing stock and build new residential units • Opportunities for light industrial in Hospital District and Barrie Road areas • Partnerships with local educational institutions and business sector to stimulate employment 	<ul style="list-style-type: none"> • Underutilized and vacant sites provide opportunities for apartment residential • Public realm improvement on the Waterfront • Use new Recreation Centre project as a “catalytic project” • Formal meeting place, e.g. Library Square

Consultation Summary (Cont'd)
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3. Types of financial incentives that would work best in Downtown Orillia?	<ul style="list-style-type: none"> • Façade improvement grant/loan • Building retrofit/rehabilitation grant/loan • Initial design/marketing study grant • Tax increment grants that are performance based • Grant/loan for landscaping/property beautification • Incentives should target specific uses and services needed in the Downtown • Incentives should promote collaborative uses through partnerships and shared space, e.g., business incubator • Incentives for development that provides community/gathering/entertainments space • Incentives for development that attract visitors in shoulder area/off season • Make sure incentive programs are properly evaluated to determine ROI 	<ul style="list-style-type: none"> • Tax increment grants • Incentives for affordable housing • Targeted incentives for specific uses, e.g., mixed use • Grants for signage upgrading • Reduced development charges 	<ul style="list-style-type: none"> • Development charge reduction • Scalable grants • Sizable loan limits • Incentive programs should be stackable • Incentives for study area outside commercial core important 	<ul style="list-style-type: none"> • Tax increments grants • Grants/loans to repurpose upper floors for uses such as residential, office, etc... • Affordable housing grant/loan • Education and marketing important for all incentives to be put in place 	<ul style="list-style-type: none"> • Façade improvement grants/loans for both heritage and non-heritage • Signage grant – revisit funding formula • Development charge reduction • Ensure façade and signage sensitive to heritage – use design guidelines
4. Other key ideas/suggestions for community improvement in Downtown Orillia?	<ul style="list-style-type: none"> • Expand affordable parking • More reliable and frequent public transit • Electric shared car opportunities • Bike sharing 	<ul style="list-style-type: none"> • Eliminate paid parking • Better links to Downtown from other areas • Build Orillia's identity as a recreational and cultural hub • Promote active transportation • Partnerships with local educational institutions in the Downtown • A boater's directory and pamphlet 	<ul style="list-style-type: none"> • Reduce red tape/barriers to development • Enhance links between Downtown and Waterfront 	<ul style="list-style-type: none"> • Promote active transportation • Updated transit hub that does not cause intersection congestion 	<ul style="list-style-type: none"> • Streamline development approvals process