

## COMMUNITY BEAUTIFICATION & REVITALIZATION PLAN

**Project Lead:** Senior Economic Development Officer

Responsible for coordination of project components and implementation of the plan.

### PHASE 1: 2025-2026

	ELEMENT	DESCRIPTION / CONSIDERATIONS
1	Identify Priority Locations within each Hamlet / Create a public open spaces inventory	<p>Align this work with recommendations from the growth plan, putting a priority on our Hamlets. Start with community cores or “main streets” within each of our Hamlet areas – Hubbards, Village of Chester and Periphery, Chester Basin, New Ross, and Western Shore.</p> <p>Where are the public spaces that can attract people and cause them to linger? What spaces exist that can be activated and facilitate programming either for municipal programs or for community groups?</p> <p>Identify key locations throughout the municipality that are (or will be) the key places that can attract people and entice them to get out and enjoy the area. Where should these be located if none currently exist? This can also align with the community asset mapping work underway in our Arts &amp; Culture Strategy and priorities identified within the Recreation &amp; Active Living Strategic Outlook.  <b><i>Places not located within a Hamlet area would be included for consideration in Phase 3 of this plan.</i></b></p>
2	Identify local partners	Confirm the interest of existing groups in each area (Hamlet) that could support the work. Engage these local “champions” to assist in the work of planning and implementing beautification and activation of public spaces.
3	Leadership & Co-Creation	Work with key partners in each Hamlet to develop plans for public spaces. Municipal work would focus on creating a program that is consistent across the municipality while also being responsive to local context. The consistent

		<p>questions that would be asked in all contexts could include:</p> <ul style="list-style-type: none"> <li>• Will this make the area more attractive?</li> <li>• Will it cause people to linger?</li> <li>• Can we keep this going? Can we build upon it in future years?</li> <li>• Is it affordable – both to install and maintain?</li> <li>• Is it inclusive, safe, and welcoming?</li> </ul>
4	Cheap & Cheerful – Quick Wins	<p>Identify and put plans in place for “cheap &amp; cheerful” tactics to implement Spring/Summer 2026. This could include:</p> <ul style="list-style-type: none"> <li>• Paint, rocks, flowers, native species, and food forests.</li> <li>• Street furniture.</li> <li>• Landscaping.</li> <li>• Lighting (canopies, string lights, etc.).</li> <li>• Activation (potential partnership with Recreation and/or community groups).</li> </ul> <p>This initial work would be designed to build momentum and would consider multiple uses for the spaces and how we can incorporate basic placemaking concepts, including having multiple things to attract and keep people in key, priority spaces. We want residents to feel pride in their communities and visitors to be attracted to spend more time here.</p>
6	Design business façade program for Council approval	<p>Conduct an environmental scan and design a business façade program that will assist in improving the attractiveness of businesses and storefronts in Hamlet areas. Focus on walkability and celebrating heritage.</p>

PHASE 2: 2026-2027		
	ELEMENT	DESCRIPTION / CONSIDERATIONS
1	Implement Quick Wins	Implement plans outlined in Phase 1.
2	Develop Long-Term “Master” Plans	Develop long-term beautification plans for each Hamlet as well as a vision for public spaces within each Hamlet area. Develop budget and funding plans that build on initial momentum and progressively improve the spaces over time. The aim is focusing on a natural, phased approach to improve public spaces.
3	Develop standards for public investments	The development of long-term plans for each Hamlet will inform work to create standards for public investments moving forward. This will both identify what makes a public space eligible for beautification investments and create minimum standards for this investment.
4	Implement business façade program	Once approved by Council, promote and administer the business façade program.
5	Streetscaping consultation	<p>Begin engagement with each community identified in the Growth Plan to look at implementing a complete streets approach to the Hamlet areas where traffic is impacting walkability within the community core.</p> <p>Initiate consultation with the Province to develop plans to implement traffic calming and improve the infrastructure as needed.</p>
6	Focus on Small-Medium Sized Events	Identify public spaces that could host small-medium sized events either as they currently exist or with infrastructure improvements. This aligns with recommendations within our Arts & Culture Strategy and would assist in further developing the tourism sector within MOC. Prioritize the development of the identified spaces.

7	Connections / Planting “Breadcrumbs”	<p>One of the key contributors to an areas ability to attract people is connectivity. How can people get to and navigate the space? Consider multiple methods for people to access priority spaces that are welcoming and accessible.</p> <p>Develop a system to place “breadcrumbs” that will encourage people to remain in the area longer by making connections to other key spaces simple and obvious. The focus should be on encouraging people to explore additional places within the community from a single stopping point. This can be done by nudging people toward other attractions and locations within the community.</p>



**PHASE 3: 2027-**

	ELEMENT	DESCRIPTION / CONSIDERATIONS
1	Public spaces plan implementation	Implement the master plans that have been developed in collaboration with community partners.
2	Chester waterfront redevelopment	Develop and implement plans related to the increased public space(s) created by the relocation of the Tancook ferry from the Chester waterfront.
3	Identify new spaces with potential for further beautification and activation	Major changes, such as the relocation of the Tancook ferry to Blandford, may create new opportunities to develop public spaces in key areas within MOC. Identify these spaces and follow the existing process of working with community partners to develop plans to improve and activate the spaces in ways that attract people and encourage them to stay and use the space.
4	Implement streetscaping plans	Implement streetscaping plans developed in partnership with the Province and supported by community.

5	Ongoing activation of public spaces	
6	Wayfinding	<p>Once a network of activated public spaces is developed, consider implementing a wayfinding program that incorporates Gateway Signage, directional signage to point people to our key public spaces/destinations, and kiosks with additional community information to encourage people to stay longer in our community cores and visit local businesses.</p> <p>Plans to implement a wayfinding program would be brought forward for Council's direction.</p>