



Heritage NL

Carbonear “Putting Heritage to Work” Session

5 November 2018

Princess Sheila Seniors Club Building

Preliminary Report

Introduction

The Town of Carbonear is continuing with work to revitalize its historic business district. On Monday, 5 November 2018, Heritage NL facilitated a workshop in partnership with the Town of Carbonear to discuss a multi-faceted approach to revitalizing the downtown core and waterfront with a particular focus on utilizing the community’s cultural assets. Heritage and cultural assets are some of the strongest elements that a community has to: define its unique character; create new economic opportunities; and enhance the quality of life for residents and instill local pride.

These notes represent the outcome of the half-day session held with business owners, heritage enthusiasts, students, and local citizens, while local entrepreneurs gave insight into their inspirations and challenges. The workshop comprised two parts: I) a vision session where people identified what they would like to see in the Carbonear heritage district of the future; and II) a session to explore what is needed to develop local heritage and business assets. Participants were in agreement they would like to see more business development, and more economic growth in the community.

Part 1

Vision for Downtown Carbonear -- what people would like to see in the historic core of Carbonear

Vibrant Downtown

A place for shopping, walking, talking

More accessible

Outdoor spaces to socialize, eat

Free public wifi

Activities and spaces for youth

Gathering place for locals

Vibrant evenings

Harmonious town

Active Heritage Waterfront

Boardwalk

Yacht club

Harbour activity w/ boats coming in & out

Dress up breakwater -walkway

Water taxi

Landscape to encourage visitors to go to waterfront boardwalk

Restore/access welcoming sea access < for getaways local & tourism

Diverse Downtown Business Sector

More vendors

Businesses to cater to basic needs - groceries, dry goods, pharmacy

Market space

Artisanal shops

“Handy Andy” - general store

Signs and Promotions

Good signage get people downtown

Point people to an information centre

Good promotion of what is here - directory/events calendar

Promotion/community board

Bring Back Historical Celebration/Events

Historic celebrations, festivals (eg: Stationers Festival, World Cup of Tiddly, Car Show)

Create a new saltfish food festival

Ongoing events downtown utilizing boardwalk and pergola

Themed window displays

Town Infrastructure Improvements

Green spaces with trees, benches, flowers

Street lighting

Garbage pickup/street cleaning

Planning for driverless vehicles

Public transportation

Public Washroom facilities (T.S., Rorke bldg, stone jug, Main Street Ret, coffee shop, post office bldg)

Good streets and pedestrian/wheelchair friendly sidewalks

Telling the Stories of Carbonear

More historical interpretation using Carbonear stories

Digital apps, such as “Inside Outside Battery” by Chris Brookes

Historic plaques

Stories about the streets running up off water

Someone asked - Who changed "drung" to street?

History boards

Historical street mapping & interpretation

Attracting & holding attention of youth re historic interpretation

Better marketing of downtown Carbonear as an historic district

More digital approaches to promoting local heritage

Information about historical uses of downtown buildings

Heritage Buildings Conservation

See facades/storefronts restored

Housing, condos, and a mix of residential & commercial

Affordable housing

Well-designed infill buildings

Beautiful buildings and aesthetic appeal shown off

Grants for facade restorations?

Work on derelict buildings

Occupation of buildings gives a sense of vibrancy to the town

Arts and Culture

Art installations - across beach breakwater

Breakwater mural

Active theatre

Gazebo

Live music and art

Public Events

Places to go/things to see

Opportunities for Tourism Businesses/Experiences

Adventure tourism

Walking tours and tour guides

Year-round events

Museums open on weekends

Hotel

Summer rental properties

Part 2

What is Needed to Realize Vision for Downtown Carbonear?

Have a plan with: action items; timelines; assigned leads

Define identity/brand

Take risks -try things out and learn from experience

Transparent/accountable

Build trust amongst local business community

Leadership (answerable to the community)

Town Infrastructure

Public washrooms

Good parking a plus

Enhanced signage

Communication Between Partners

Greater communication between town & community partners

Website updating town & region

Get out positive messages/ public awareness campaign

Recruit more volunteers

Central info source - portal

Networking Support

Strengthen downtown business assoc.

Create a forum to bring all community together

Community-wide effort -partnerships

Think tanks - creative ideas generation

Networking sessions

Business mentoring program (confidential)

Marketing the Heritage District

Inventory what exists in terms of historic resources

Create packages about and for business & local heritage groups

Draw on local heritage & culture for entrepreneurial ideas

Use heritage as a marketing tool

Accessible, shareable information

Information on Funding Sources

Business community come together -> ACOA support

Business support groups eg. for start-ups

Need to know what support programs exist, share info on support for business development

Approach town expats for funding - Ches Penney - Elinor Gill-Radcliffe

Reduce entry risk for new enterprise, eg create affordable space (Bonavista model)

Create a plan to revitalize older buildings, with grants/grant information

Next Steps

Participants noted that any plan needs buy-in/commitment from community. A follow-up meeting will be held at the Princess Sheila Seniors Club Building, Water Street, Carbonear, on Wednesday, December 5th, at 6pm.

The goals of the follow up meeting will be to:

- communicate/share ideas collected at the last meeting
- prioritization of opportunities
- Identify local leadership -> who will take the ball and run with it?

This event is free, and open to anyone who is interested in the heritage and business development of Carbonear. Tea/coffee will be available!

You can register online at:

<https://www.eventbrite.ca/e/carbonear-putting-heritage-to-work-followup-meeting-tickets-53098066747>