

Olde Sandwich Towne Strategies & Actions (DRAFT): Appearance and Community Image Committee

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Improve the visual and perceived appearance of Sandwich through the use of existing and new innovative programming.				
1. Work with the Planning Department and Corporate Cultural Affairs Department to investigate the possibility of designating Sandwich as a "Heritage District", for the 1797 Olde Sandwich Towne Proper and Rosedale areas.				
2. Undertake a study to identify whether additional structures within the project area should be elevated to the Windsor Heritage Inventory and have the potential obtain designation under the Ontario Heritage Act.				
3. Develop urban design guidelines and performance standards for each target area to build-on the existing historic character in the Olde Sandwich Towne Area and protect significant views and vistas in the area.				
4. Maintain and enhance visual sight lines (vistas) of the Detroit River through design guidelines and performance standards.				
5. Reclaim riverfront lands for recreational purposes wherever possible, consistent with the Parks and Open Space Strategy.				
6. Educate city officials, media, realtors, youth and the public at large regarding the perceived bad reputation of the "west end", and request all authorities to refer to Sandwich as "Olde Sandwich Towne" instead of the "west end".				
7. Request the City of Windsor to assign a by-law enforcement officer to the Olde Sandwich Towne area to enforce existing by-laws regarding maintenance and upkeep of private properties and the illegal use of property. Develop a photographic log of areas that require special attention with regard to property condition, in the Olde Sandwich Towne Area.				
8. Investigate modifying plans for the new plaza at Sandwich and Mill to better suit the area. Investigate the possibility if using the TD Bank façade from the former Richmond block as part of the development.				
9. Develop a signage study, guidelines and standards for the Olde Sandwich Towne area that accurately reflects the boundaries of the entire area. (i.e.. Welcome to Olde Sandwich Towne signage)				
10. Identify and request that streets named after historical figures/events be marked with special Sandwich "signage".				
11. Adopt the Sandwich "Bicentennial logo" as the permanent logo for Olde Sandwich Towne.				
12. Ensure that the exterior of any future housing ventures in Sandwich should have elements of an historical nature, letting them "blend in" with the existing architectural styles. (For designated heritage area/ main street)				
13. Require that repairs and/or renovations to any existing structure are compatible with the historical character of Sandwich. (Bylaw enforcement to enforce gross abuses of bylaws regarding) property.				
14. Locate and restore existing trolley tracks and restore service on a limited basis. (Possible tourist attraction)				
15. Consult with city planners and identify a "major draw" for the Olde Sandwich Towne Area. (24-7 multipurpose activity)				
16. Expand the existing mural project and establish Olde Sandwich Towne as "the mural capital of Southwestern Ontario". (Add flavour to historical background)				
17. Contact the Ministry of Correctional Services and the Court System to identify projects, which could be completed by offenders sentenced to community service. (Should take advantage of the free work available. Proper supervision needed to watch over offenders participating in community service)				
18. Program a town beautification project and contest and include horticultural societies and private interests				
19. Develop streetscape standards and repair/ replace the existing streetscape in target area 1. (Sidewalk pavements in the business area need to be repaired, as they are tripping hazards, especially for the elderly.)				
20. Identify and protect the few remaining Mission Pear Trees in the Olde Sandwich Towne area and investigate the possibility of repatriating Mission Pear trees from Harrow Research Station.				
21. Develop a web site with links to all businesses and groups in the Olde Sandwich Towne Area with the specific intent of promoting the Olde Sandwich Towne area and dispelling the myth regarding crime and promote the viability of the community. (Go beyond Olde Sandwich Towne. Develop tourist website for Sandwich)				

Olde Sandwich Towne Strategies & Actions (DRAFT): Commercial Development Committee

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Attract a diversity of retail business that provide essential goods and services geared to the Olde Sandwich Towne neighbourhood, while preserving and enhancing our historical setting.				
1. Develop a market study and determine the types of businesses that are needed and could be sustained in this area.				
2. Hire an urban planner/designer to develop a plan for façade improvements, signage, lighting and other quality streetscaping ideas.				
3. Preserve and maintain historical buildings and structures in the Olde Sandwich Towne area by encouraging owners of heritage buildings/structures to apply for heritage designation, and through the establishment of heritage district(s).				
4. Continue communications with financial institutions to locate a branch in the Olde Sandwich Towne BIA.				
5. Provide free, convenient, safe and well lit customer parking by encouraging businesses to share parking areas by sharing the expense lot maintenance and investigate the possibility of developing a shared parking area behind area store fronts. (Enhancing the main street with a more pedestrian friendly environment and locate parking at the rear)				
6. Work with public works-traffic division to investigate the possibility of designating a community safety zone in the BIA. (Traffic calming along Sandwich St.)				
7. Eliminate commercial vacancies and underutilized/vacant land by attracting new businesses to the Olde Sandwich Towne Area through marketing and business incubators.				
8. Re-open the Old Robinet Winery Building and retrofit it to attract a new use to the site.				
9. Introduce Olde Sandwich Towne Dollars to attract more visitors, and to encourage residents to shop in Olde Sandwich Towne. (Possibility of using it for fund raising, Sandwich festival, donation, raffle, etc... similar to Downtown Dollars)				
10. Develop a marketing program to promote Olde Sandwich Towne related to its retail establishments, variety of housing types, places to see sports, arts & music, historical theme (ex. full colour brochure, television, radio, etc.)				
11. Expand on the existing Olde Sandwich Towne Festival through joint participation of businesses, residents, schools, churches, councillors, and local media to create a positive image of our community.				
12. Adopt the 10 Principles of Rebuilding Neighbourhood Retail				
13. Create a stop & shop concept in Sandwich by attracting specialty shops, such as fair trade clothing, coffee shops, where people can sit and relax. (More shops are needed for people to stop.)				

**Olde Sandwich Towne Strategies & Actions (DRAFT):
Communications Committee**

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Improve Communications among residents and expand on neighbourhood traditions in the Olde Sandwich Towne Area				
1. Develop a monthly independent newspaper to be made available in the official languages and top 5 non-official languages as identified by Statistics Canada for the Olde Sandwich Towne Area. (Include French)				
2. Provide a Language Line Service at all Community Facilities and local commercial establishment in the form of Language Identification Cards.				
3. Identify translators who can be available to provide translation services to the top 5 non-official languages in the Olde Sandwich Towne Area				
4. Build upon the success of the Olde Sandwich Towne Festival and identify new programming opportunities through festivals and events that celebrate the uniqueness of Olde Sandwich Towne (military re-enactments, haunted Sandwich Towne, pub crawls, open marketplace, etc.)				

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**Olde Sandwich Towne Strategies & Actions (DRAFT):
Health Care, Education and Community Needs Committee**

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Improve and expand on existing health care facilities within the physical boundaries of Sandwich Towne				
1. Obtain funding through Ministry of Health to develop a new Sandwich Health Centre located within the Sandwich CDC physical boundaries, adjacent to or in the commercial area.				
2. Obtain property within the approved CDC boundaries for a clinic				
3. Try to combine varying uses (walk in clinic, SHC) with school facilities.				
4. Work with the Sandwich Medical recruiter to attract more doctors and/or specialists for scheduled clinic days to service existing and new Canadians migrating to the Sandwich Area.				
5. Support and retain ongoing activities of the SHC and other agencies for the elderly.				
6. Develop and support mechanism for welcoming assessment for needs of new comers and immigrants to the area by attracting and retaining funding from the Ministry of Health (Medical needs of newcomers need to be met)				
Support and find opportunities to expand existing schools and education resources in Sandwich (Schools enrich communities, communities enrich schools – Community based schools)				
1. Promote the programs (compensatory, etc) in the exiting schools in Sandwich by attracting and retaining funding from Ministry of Education.				
2. Ensure that any new school that is replacing an existing school is built within the Sandwich CDC physical boundaries.				
3. Advocate that any former schools with excess space be utilized for other purposes (arts, residential, heritage, commercial etc.) New schools should be multi-use facilities (police, library, school)				
4. Partner with the Boards of Education to plan programs specific to the needs of Sandwich including history programs that instil a sense of pride in the community. (Greening of community for school playgrounds)				

**Olde Sandwich Towne Strategies & Actions (DRAFT):
Parks & Open Space & Neighbourhood Land Use Committee**

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Expand the parks and open space system and improve existing open space areas throughout the Olde Sandwich Towne Community				
1. Work with owners of industrial sites along the waterfront to improve their properties and develop a "Working Waterfront Port" theme. (Improve visual appearance of waterfront area)				
2. Acquire private riverfront property when it is available as per Council Resolution M89-82				
3. Work with Parks Development and Urban Design and Community Development to improve the safety and recreational uses in Bradley Park				
4. Work with Parks Development and Urban Design and Community Development to Improve Patterson Park, Mckee, and Mill parks and the links between these parks as a "parks triangle and gateway" into the community.				
5. Work with Parks Development and Urban Design and Community Development to provide active recreational uses as part of the redevelopment of Crowley Park and City owned lands along the Essex Terminal Rail (ETR)				
6. Expand the existing Greenway system for the Olde Sandwich Towne Community along Crowley Park, City owned property, and seek easements through private property and along the Essex Terminal Rail to link the Greenway System with the landscape setbacks and Public Open Space corridor as identified in Section 1.2 Huron Church Road Corridor policies of Vol. II of the City's Official Plan.				
7. Work with the City to improve the area under the bridge with landscaping/murals, gateway signage, etc.				
8. Prioritize funding for the redevelopment of the following parks throughout the 2006 through 2012 (life of Community Planning Study) Capital Budget and other funding sources: <ul style="list-style-type: none"> · Mill · McKee · Paterson · Bradley · Crowley · Bradley · Brock 				
9. Develop design elements (ex. on street parking, bike lanes, landscape and urban design elements, crosswalks, etc.) to reduce vehicular traffic speeds and improve safety from the Ambassador Bridge to Detroit Street				
10. Extend the Riverwalk and Recreation way as identified in the Central Riverfront Implementation Plan				
11. Develop a master plan for both private and public waterfront lands that can be amended or consistent with the Central Riverfront Implementation Plan and Official Plan. (The plan should include limited retail opportunities, such as concessions, artist walks, etc.)				

Olde Sandwich Towne Strategies & Actions (DRAFT): Safety & Crime Committee

STRATEGY & ACTIONS (DRAFT)	VISION PRIORITY			LEAD ORGANIZATION(S)
	Short Term Year 1	Intermediate Term Year 2 - 3	Long Term Year 3 - 5	
Enhance community pride in the Olde Sandwich Towne area through innovative methods designed to increase community pride, law enforcement, as well as utilizing resources already available.				
1. Request the Crime Prevention Committee of Windsor and the Neighbourhood Watch Committee to increase coverage in the Olde Sandwich Towne area and publicize their actions.				
2. Sponsor a newsletter for the Olde Sandwich Towne area partnered with area organizations (i.e.. SHOUT, STAG, Crime Prevention Committee, Neighbourhood Watch Committee) that includes information on area crime and prevention.				
3. Develop a "Safe House" program, whereby designated homes would receive some sort of mark, letting it be known that victims of crime could safely seek refuge.				
4. Develop a closer affiliation with the Crime Stoppers Program and alleviate the perceived notion that people in the west side of Windsor support crime by refusing to reveal information pertaining to criminal activity.				
5. Through programming identify methods to request input from young people in the community to foster a sense of ownership of the Community Planning Study.				
6. Sponsor dinners and youth dances. Sponsor movie nights for Sandwich youth, with reduced pricing. Train teens to act as Sandwich tour guides, allowing them a sense of responsibility. (Creates a sense of ownership)				
7. Investigate the possibility of installing security cameras especially in localized "hot spots" for criminal activity. (Similar to downtown. It's important to let people know that they are there if installed)				
8. Improve existing illumination levels in the Olde Sandwich Towne area and install new lighting in unlit areas. (i.e.. end of Mill St.)				
9. Request Windsor Police Services to conduct a Crime Prevention Through Environmental Design Audit of the Olde Sandwich Towne Area.				
10. Install a permanent attraction in Bradley Park, with input from neighbours, youth, and the community at large with a Community Mobilization Grant through the Department of Justice. This would alleviate the reported crime problems in this area. (Problem with youth crime in Bradley Park. There is significant history linked to Bradley Park as it was built by residents/kids in the neighbourhood. Don't want to lose it or see it closed by the city. Opportunity to redesign the park)				
11. Redevelop Mill Park (Queen's Dock Parkette) and install lighting to alleviate illicit (unlawful) sexual activity.				