

NOVEMBER 2001



NEWMARKET HISTORIC DOWNTOWN COMMUNITY IMPROVEMENT PLAN

**GHK INTERNATIONAL (CANADA)
MARKSON BOROAH HODGSON ARCHITECTS LTD.
TSH ASSOCIATES**

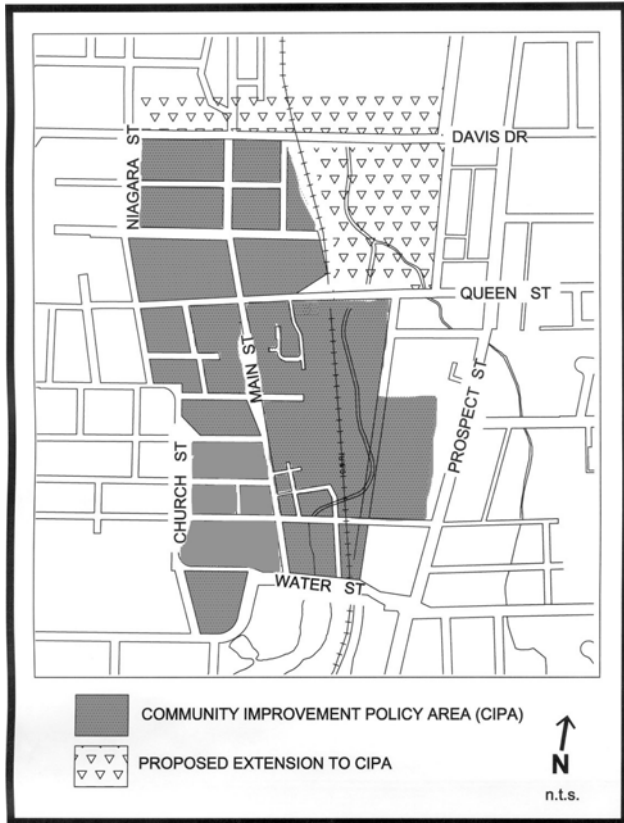
1 - INTRODUCTION	2
2 - BACKGROUND AND AREA CONTEXT	
2.1 BACKGROUND	3
2.2 AREA DESCRIPTION	3-4
2.3 RECENT REDEVELOPMENTS	4
2.4 AREA CONTEXT	4-5
3 - DEMOGRAPHIC PROFILE	
3.1 POPULATION AND HOUSEHOLD CHARACTERISTICS	6-7
3.2 THE IMPLICATIONS OF DEMOGRAPHICS ON URBAN PLANNING AND DESIGN	8
4 – COMMUNITY PERSPECTIVES	
4.1 REVITALIZATION SURVEY RESULTS	9-12
4.2 YOUTH PERSPECTIVES	13
4.3 PROPERTY OWNERS PERSPECTIVES	13-14
5 - ISSUES	
5.1 CONTEXT	15
5.2 ECONOMIC VITALITY	15-16
5.3 RETAIL ISSUES	16-19
5.4 MARKETING MAIN STREET	19-20
5.5 STREETScape/APPEARANCE	20
5.6 TRANSPORTATION/PARKING	21
5.7 LINKAGES TO SURROUNDING AREAS	21
5.8 CULTURE/RECREATION	21-22
6 - THE COMMUNITY IMPROVEMENT PLAN FRAMEWORK	
6.1 THE COMMUNITY PARTICIPATION PROCESS	23
6.2 STRENGTHS WEAKNESSES OPPORTUNITIES AND THREATS	23-27
6.3 A VISION FOR MAIN STREET	27-29
6.4 STRATEGIC DIRECTIONS	29-30
7 - THE COMMUNITY ACTION PLAN	
7.1 CREATING AN IMPLEMENTATION FRAMEWORK	31-32
7.2 BUILDINGS	32-33
7.3 REDEVELOPMENT	33-34
7.4 ACTIVITIES	34-35
7.5 STREETScape IMPROVEMENTS	35-36
7.6 OPEN SPACES AND LINKAGES	36
7.7 TRANSPORTATION AND PARKING	37
8 - CONCLUSION	38
APPENDIX 1: STUDY TEAM	39
APPENDIX 2: ACTION PLAN SUMMARY	40-46
APPENDIX 3: SURVEY RESULTS	47-52
REFERENCES	52

1.0 INTRODUCTION

The following Community Improvement Plan for Downtown Newmarket is the result of a community consultation process over a six-month period which included five public workshops and two open houses. The overall objective of this exercise was to create a revitalization plan for the downtown area with Main Street as its focus. The Community Improvement Plan under Section 28 of the Planning Act includes proposals to create an effective implementation vehicle, changes to land use regulations, capital improvements as well as a range of financial tools and other incentives for property owners and residents. Throughout the document there are references to a companion document the “Newmarket Historic Downtown Community Improvement Plan – Design Guidelines” which provides details on many of the physical improvements proposed for the area.

The study leading up to this plan was initiated in the Spring of 2001 by the Town of Newmarket, in association with the Main Street Network. The impetus for the study was to build on strengths of the district, while addressing the need to revitalize business activity and to create a unifying theme or center. A major issue regarding the district was that it suffers from being cut off from the surrounding areas; it has turned its back on Holland Creek, it has no presence on Davis Drive, it is missing a strong public presence, and it seems to lack a sense of community. It needs to find a focus, connect better with the surrounding areas including natural features and provide people with a reason to come to Main Street.

The area covered by this study is identified on Schedule 6 of the Official Plan as the Community Improvement Policy Area Plan. It is bounded by Davis Drive on the north between Niagara Street and the Go Tracks, on the east along the Go Tracks down to Queen Street and over to just west of Prospect Street between Queen Street and Water Street, Water Street on the south between Prospect Street and Church Street and on the west along Church Street and Niagara Street (see map 1). It is recommended in this Plan that this area be extended to include properties fronting along both sides of Davis Drive between Niagara Street and Bayview Parkway and the area south of Davis Drive between Charles Street, Queen Street and the GO/CNR Tracks.



Map 1: The Community Improvement Plan Policy Area

2.0 BACKGROUND AND AREA CONTEXT

2.1 BACKGROUND

Newmarket’s Main Street has historically represented the Town Centre. It was the earliest commercial strip in Newmarket providing the local population with a wide range of goods and services, including institutional services. It had remained the social and economic center of the Town until the post-war era, when lifestyle changes and automobile dependence started to change the physical form of North American cities. With the rapid growth of the Town’s population in recent years, and its dispersal further and further away from the center, new commercial areas have sprung up along the major arterials in many other parts of the Town. These represent car oriented shopping strips, while Main Street was developed before the automobile was widely used.

As a result, the nature of activity along Main Street has been undergoing constant change over the past few years. Historically, this area has been supported in part by the civic and institutional uses that were located along Main Street. Recently, however, many of these offices and institutional uses have relocated to the new business districts where there is space for expansion. This departure has left Main Street with a number of empty, but architecturally sound and significant buildings. On the other hand, new activities have relocated onto Main Street and plans are underway for additional changes to replace departing uses.

Unfortunately, decreased local activity and the relocation of the civic offices and the Post Office from Main Street have created concern among local business owners regarding the continued viability of the historic downtown. Currently, the retail mix along Main Street is not focused to create a local or a regional draw, and therefore it is struggling in the face of competition from other large scale, highly visible retail areas.

2.2 AREA DESCRIPTION

Downtown Main Street is located along a gently rolling series of hills with prominent views from central locations. As the first commercial center in Newmarket, it includes some of the oldest and most attractive historical buildings in Newmarket, including a number of handsome churches, which visually break the street into segments that are easily walkable. Main Street has a rather intimate atmosphere with, for the most part, grade related retail uses and non-



Historic buildings and attractive view corridors make Newmarkets Main Street a unique place to shop and explore.



Community gatherings like this Canada Day celebration link culture and retail activities along Main Street.

retail uses above grade. Main Street provides a shopping experience that cannot be found in the nearby malls.

Surrounded by a stable residential community, and several high-traffic streets, Main Street has the potential to be a thriving commercial and community area for Newmarket. The challenge for the future is to address the changing nature and role of Main Street in order to ensure that this attractive and historic area remains a vital and vibrant part of Newmarket.

The Main Street study area has four general areas: Main Street south of Millard to Water; Main Street north of Millard to Davis; the residential neighbourhood west of Main Street; and the study area east of Main Street. Smaller lots characterize the retail strip along Main Street, from Water Street to Millard Avenue and slightly higher densities than are found in surrounding areas. From Millard Avenue to Queen Street the lots are larger, with wide setbacks, giving this stretch of Main Street a residential feel. This residential scale is carried across Queen Street to Davis Drive, the nearest thriving shopping street, with the introduction of some smaller retail uses closer to Davis Drive. However, the main retail strip of Main Street, from Water Street to Millard Avenue, is not visible from Davis Drive and the lack of visibility provides Main Street with a limited presence in Newmarket.

2.3 RECENT DEVELOPMENTS

Reinvestment plans for Main Street have been a contentious issue over the last fifty years, with several “downtown” organizations evolving and dissolving in new attempts to preserve the existing business interests. Most recently, local businesses and concerned citizens are committed to streetscape improvements in the area and have formed the Main Street Network. This organization has been active for the past two years, promoting various improvements to Main Street. To capitalize on the momentum generated by this group, the Town Council decided to pursue the preparation of the Main Street Revitalization Plan and Community Improvement Plan under the direction of a steering committee which includes Councilors, the Main Street Network, local businessmen and community representatives.

2.4 AREA CONTEXT

Newmarket is a rapidly expanding town, with a growth rate substantially above average for York Region. In addition, with over 30 percent of residents under the age of 19, the population is quickly outgrowing the existing recreational and cultural facilities within the Town. A strategy for preserving and promoting activity along Main Street could incorporate additional cultural and entertainment uses not found elsewhere in Newmarket. Planned re-development projects,

including the King George Hotel redevelopment, the land adjacent to the city-owned Office Specialty building (All our Kids Playground) and the reuse of turn-of-the-century buildings such as the Post Office, could anchor these uses along Main Street.

Surrounding development meets with two barriers to the east of Main Street. Land owned by Go Transit and the Holland River both prevent further expansion. While access to the Holland River has the potential to be a local draw for Main Street, the existing pattern of development ignores the river, and the undeveloped land has allowed for few connections to the east of Main Street. While the GO tracks many continue to be a barrier, the Holland River banks can provide a connection to a potential Newmarket-wide pedestrian trail. Although the frequency of these eastern connections cannot be increased due to environmental constraints, the existing roads should provide access and visibility to the Main Street area.

Several areas around the town center have been identified for natural conservation, and studies of the Holland River are currently underway. Environmental issues, particularly concerns regarding the Holland River flood plain, are of primary importance when planning for development along Main Street. Any new programs for revitalization will have to work closely with appropriate agencies to ensure conservation of these environmentally sensitive areas.



Flowers and historic light fixtures add character to the retail environment along the southern part of Main Street.

3.0 DEMOGRAPHIC PROFILE

3.1 POPULATION AND HOUSEHOLD CHARACTERISTICS

The Town of Newmarket is currently growing at a significant rate. The following table reveals the 1996 population followed by growth estimates over the next few decades.

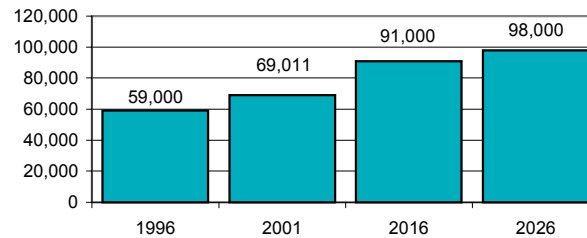


Figure 1:
Newmarket Population Growth Projections
Source: York Region Population, Household and Employment Forecasts to 2026, 2000

In 1996, 25-45 year olds, the “baby boomers” were 47.5 percent of the population. As this age cohort grows older, household size decrease. According to census projections, Newmarket’s household size will decrease from 3.10 persons per household on average in 1996, to 2.90 in 2016 and 2.77 in 2026.

Census figures for York Region paint a similar picture of an aging population with fewer children and smaller households. Overall, the seniors population in York Region will increase from 8 percent of York’s total population to 20 percent. Household size will decrease from 3.31 persons per household in 1996, to 3.25 in 2006, 3.08 in 2016 and 2.91 in 2026.

The following figure compares the age breakdown between Downtown Newmarket census tracts and the rest of Newmarket. This figure clearly indicates the high proportion of “baby boomers” that fall within the 25-54 year range as well as the “echo generation” of 0-14 year olds in Newmarket.

This figure also reveals that the downtown census tracts are home to a slightly higher number of seniors than other areas in Newmarket. As the population ages, this pattern will intensify and there will be an increased need for shops and services to cater to seniors.

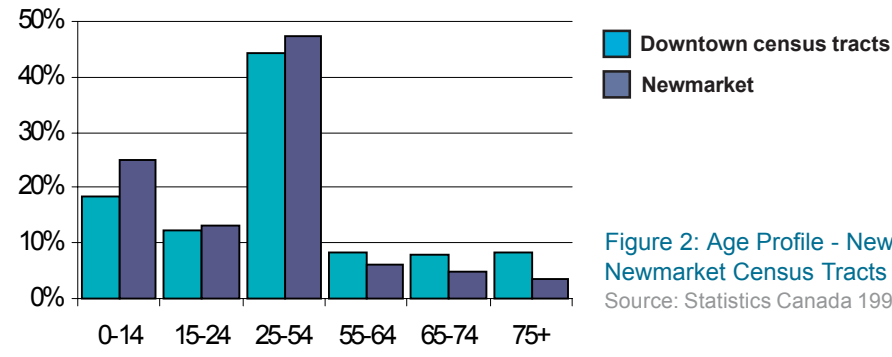
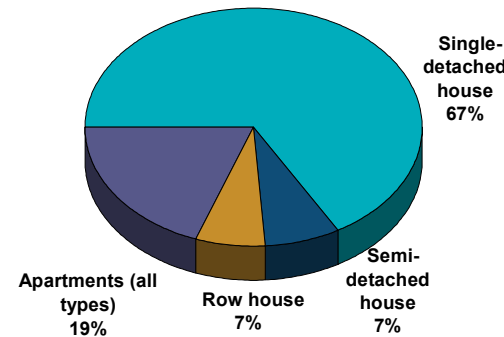
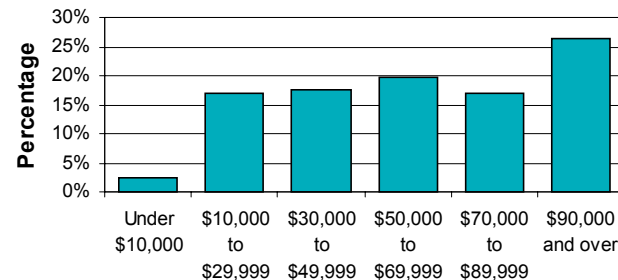


Figure 2: Age Profile - Newmarket and Downtown Newmarket Census Tracts
Source: Statistics Canada 1996 Census



There are a high proportion of single family homes in Newmarket. On the other hand, there are many semi-detached, apartments and row-houses clustered in the Main Street area. In order to sustain a vibrant Main Street and meet changing demographic needs, it will be important to encourage a broad mix of housing types.

Figure 3: Distribution of Households by Dwelling Type, Newmarket
Source: Statistics Canada 1996 Census



According to the 1996 Census, the average household income for Newmarket was \$74,619. The following figure presents the income distribution.

Figure 4: Income Distribution in Newmarket
Source: Statistics Canada 1996 Census

3.2 THE IMPLICATIONS OF DEMOGRAPHICS ON URBAN PLANNING AND DESIGN

Studies on changing demographics in North American towns and cities profile an aging population and shrinking household size. These demographic shifts will have an effect on land use patterns, economic development and consumption.

With regards to land use, the aging population will likely rely less on cars to do errands resulting in a decline in households with two cars (Adams: 1997). This will occur because older people tend to be more frugal, want to pay less monthly insurance costs, and will find it difficult to drive in congested traffic. With these changes it is expected that there will be more of an emphasis on higher density living and increased transit use.

Less car reliance may also result from a desire to interact more in public spaces with a range of activities. In the 1980's, young children and large amounts of personal debt made it difficult for baby boomers to go out a lot (Foot: 2000). In this period, technology (TV in particular) and video rentals became the main entertainment media. According to Foot, the biggest generation in history left its action years behind and moved into its family years in the 1980's and 90's. Not surprisingly, cocooning at home with the family emerged as a new social trend. Because many people were in their family formation years and spent more time at home, rental housing, movie theatres and take-out restaurants experienced much slower growth and, in some cases, decline. Now that children are leaving home, parents are finding they have more time and money and people are looking for ways to participate in their communities, connect with neighbours, shop and get exercise.

These needs will encourage the continuing resurrection of city streets and a renewed concern for communities. Walking paths, outdoor music events, theatre and public meeting spaces are becoming and will continue to become more popular as people move from a "cocooned" isolation of staying at home for entertainment, to walking or taking transit to more public events.

In parallel with these social patterns, the higher proportion of "echo generation," or children of younger baby boomers reveal that there is still a need for interesting family and youth oriented services and activities on and around Main Street. While some baby boomers are reaching retirement age and have access to more disposable income due to their children moving out, there is a significant cohort of younger baby boomers with children. This higher proportion of youth evident in Newmarket as shown in figure 2 will need to be considered while developing planning policies and marketing strategies.



Demographic shifts will shape future retail activities and land use patterns on Main Street

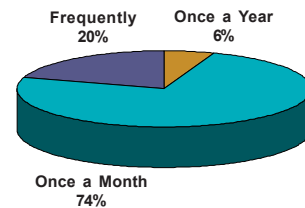
4.0 COMMUNITY PERSPECTIVES

4.1 REVITALIZATION SURVEY RESULTS

A survey of Newmarket residents' attitudes about Main Street provides additional useful information on the current state and possible future policy directions for Newmarket's Main Street. The Survey was conducted in July 2001 by distributing questionnaires to people in stores on Main Street, at the GO bus and train stops, through Ratepayer Associations, at the Farmer's Market and through the Library, Museum, Community Centre and Municipal Office. A total of 456 people completed the surveys about historic downtown Newmarket, a high response rate out of the 2,000 surveys. Newmarket's residents revealed a strong interest in a vibrant pedestrian oriented Main Street with unique restaurants, boutiques and essential services. The surveys reveal that Newmarket residents already appreciate Main Street as a place to shop and walk.

The Figures below summarize the results for each of the questions.

Question 1: How often do you visit Newmarket's Main Street?

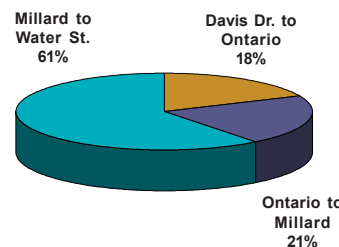


The fact that 74 percent of survey respondents indicated that they visited Newmarket's Main Street once a month and 20 percent frequently, reveals a degree of loyalty to Main Street as a good base to build towards the future.

Figure 5:

Source: Newmarket Main Street Revitalization Questionnaire, 2001

Question 2: Which part of Main Street do you visit?

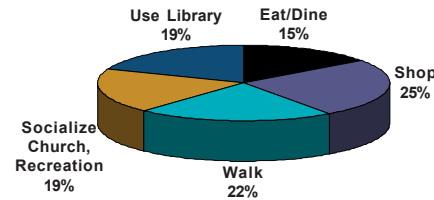


According to survey respondents the most frequently visited part of Main Street is the Millard to Water Street portion followed by Ontario to Millard then Davis Drive to Ontario Street.

Figure 6:

Source: Newmarket Main Street Revitalization Questionnaire, 2001

Question 3: Why do you come to Main Street?



According to survey respondents, the two most common reasons for visiting Main Street are to walk and to shop. These responses reveal possibilities for future support for Main Street business initiatives and pedestrian-oriented design.

Figure 7:
Source: Newmarket Main Street Revitalization Questionnaire, 2001

Question 4: What are some of the existing features of Main Street that you use when you visit?

Figure 8 illustrates the frequency of peoples’ visits to various destinations on and near Main Street. The darkest portions of this figure indicate a higher frequency of use and the lighter portions indicate minimal to no use. According to respondents, shops, services and Fairy Lake are the most frequently visited features. Alternatively, close to 30 percent of respondents have never visited the Arena or the Holland River. These frequency rates indicate a need to improve linkages to the Holland River and recreation activities.

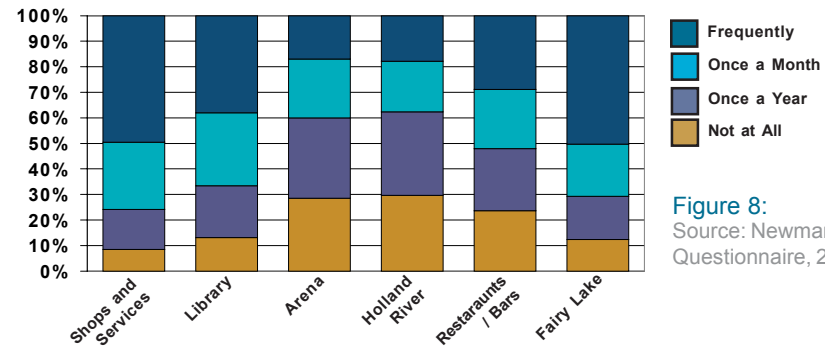
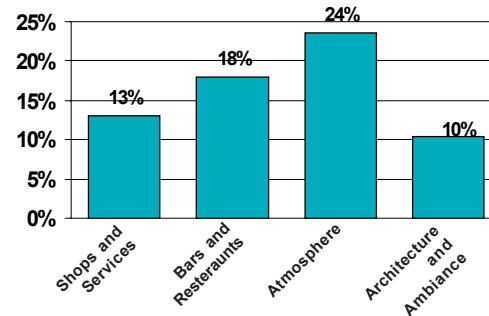


Figure 8:
Source: Newmarket Main Street Revitalization Questionnaire, 2001

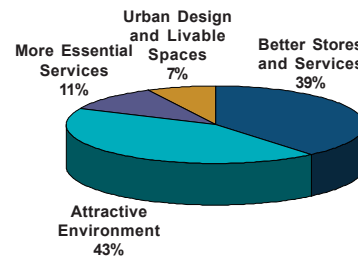
Question 5: What do you not like about Main Street?



The following figure highlights what respondents dislike about Main Street. According to additional written comments, the category “Atmosphere” includes sense of safety, the appearance of buildings and the general feel of the Main Street area.

Figure 9:
Source: Newmarket Main Street Revitalization Questionnaire, 2001

Question 6: What would turn Main Street into more of a destination for you?



According to respondents an attractive environment, followed by better stores and services would turn Newmarket into a more of a destination. These responses indicate a desire for more pedestrian-oriented spaces and shops and services and correspond to question 3 where respondents indicate Main Street is a place to walk and shop.

Figure 10:
Source: Newmarket Main Street Revitalization Questionnaire, 2001

Question 7: Is there anything you can think of which would turn Main Street into a stronger neighbourhood community?

Written Responses for this question include:

- *Urban Design ideas* (some examples include: more pedestrian access, improve building facades, covered sitting areas, benches and street furniture) – 11 percent;
- *Special Events* (some examples include: children’s festivals, improve farmer’s market, theatre, arts and craft fairs) – 8 percent; and
- *Focus on resolving social issues* (some examples include: move youth center, a concentration of halfway houses, too many bars, loiterers) – 7 percent.

Question 8: What would you like to see on Newmarket's Main Street 20 years from now?

Written responses for this question include:

- Urban Design and creating livable spaces (some examples include: pedestrian only street, more benches, more trees, bike paths, restore old architecture, more planters, more wheelchair accessible) – 15 percent;
- Stores and Restaurants (some examples include: more upscale restaurants, family restaurants, unique shops, more essential services) – 11 percent; and
- Emphasize heritage and make it similar to Unionville, Port Hope, Kingston – 10 percent.

Question 9: What is your age?

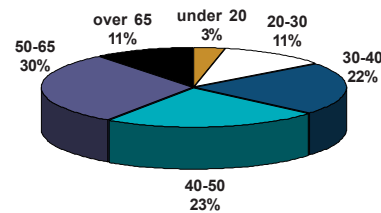


Figure 11:
Source: Newmarket Main Street Revitalization Questionnaire, 2001



Many survey respondents mentioned that the Newmarket farmer's market is a popular gathering place that strengthens a sense of community.

Additional Comments:

Several survey respondents provided additional written comments at the end of the survey. These comments have been allocated into the following theme groups:

- Urban design and creating livable spaces (answers include: bike paths along river, close street for pedestrian use only, more outdoor sitting areas, more trees and shade, keep street clean, restore buildings) – 12 percent;
- Social Planning, community services and the arts (answers include: move youth center, extend library hours, more art galleries, more accessible services for seniors) – 9 percent; and
- Shops and Services (answers include: more essential services, more upscale restaurants, encourage a heritage theme) – 8 percent

4.2 YOUTH PERSPECTIVES

Because there were a minimal number of responses from youth in this survey, a separate youth workshop was held on September 16, 2000 at the Newmarket Youth Center.

According to the youth who attended this workshop, the following are issues on Main Street:

- Main Street is not clean enough;
- Main Street does not feel safe at night;
- There is a problem with drug dealing;
- There is a lack of infant day care;
- There are not enough good restaurants;
- There are not enough cheap apartments;
- There is a lack of recreation and gym space like a YM-YWCA; and
- There are not enough trees and flowers.

4.3 PROPERTY OWNERS PERSPECTIVES

Property owners from Main Street made their views known about the issues and potential for revitalization at a meeting with Town officials and politicians on October 31, 2001. Major concerns raised at this meeting were:

- Vandalism;
- Rowdiness caused by drunkenness;
- Drug dealing;
- Landlords who have allowed their properties to deteriorate;
- Negativity on the part of some retailers;
- The Youth Centre—in particular the crowds it attracts outside of the building; and
- An inability of retailers to work together causing a defeatist attitude.

On the other hand the property owners expressed support for the revitalization initiatives, particularly if there is a signal from the Town that it is serious about revitalization. Specific suggestions included:

- Removing paid parking meters;
- Creating a system of one way streets west of Main Street to create additional opportunities for on street parking spaces;
- Creating a “critical mass” of retail activity to the east of Main Street, perhaps by enhancing the rear of buildings as retail frontages (particularly possible along Cedar Street); and Using Town owned property to attract business activity.

At the conclusion of the meeting most participants expressed their commitment to continue with the process and to participate on the board of a community development corporation, should one be established.



Property owners have shown an interest in improving the appearance of buildings on Main Street.

5.0 ISSUES

5.1 CONTEXT

Downtown Newmarket contains an impressive diversity of people and activities within walking distance of one another. There are four seniors apartments, a number of daycare centres and schools, the Youth Centre, low-income residents on Main Street and high-income residents in century homes.

In addition to the stores and services on Main Street, there are historic neighbourhoods with turn of the Century houses to the east and west, a number of historic churches, the arena/Community Centre, tennis courts, library, Fairy Lake, Holland River, and GO Station, all within a few blocks of one another. No other part of Newmarket can come close to matching this variety and intensity.

Over the past few years many changes have had an impact on the Main Street area. Many long established activities have moved away. The nature of retailing has changed. Many new people, who may not know about Main Street, have moved to Newmarket. Technology has brought the world closer, while creating possibilities for developing a stronger sense of place.

In many towns and cities across North America, mix and diversity within communities is considered healthy and vibrant. The critical issue is how to make the mix of people and activities work better in Newmarket so that this community can become and remain economically vibrant, architecturally unique and socially cohesive in the face of a changing world. The questions that follow capture the range of sub issues that need to be considered in order to successfully tackle revitalizing Main Street.

5.2 ECONOMIC VITALITY

The first issues that need to be addressed are how can the size of the Main Street market be increased and how can Main Street businesses attract customers from Newmarket and the surrounding regions? In order to establish a vibrant Main Street, economic vitality depends on long range plans to encourage business linkages with the local arts, culture, historical and environmental sectors. Also connected to the issue of sustaining economic vitality are land use questions regarding methods for encouraging more people to live within walking distance of Main Street, providing parking spaces where people can leave their cars and walk to businesses, and utilizing urban design principles that foster window shopping, walking and

enjoying the public realm. Barriers to embracing new ideas in land use and business plans (both physical and psychological) need to be assessed and, in some cases, removed or transformed to allow dynamic possibilities.

Situated in an attractive setting with historical buildings, leafy trees and a meandering river, Newmarket's Main Street has a marketing edge over strip commercial areas. Some possibilities for creating economic sustainability include capitalizing on the attractive natural and historical resources in the area, and strengthening linkages to the surrounding natural areas. As the riverfront trail is developed and a design emphasis on pedestrian activity is established, environmental enterprises, may provide a business niche with interesting potential. These businesses can range from providers of environmentally friendly building materials to education and policy consultants.

The unique historical buildings and the farmer's market in the area provide opportunities as well. Promoting "Historic Newmarket" can provide a focus for advertising and signage and businesses can also collaborate with the local churches and historic homes to promote walking tours. Local business organizations could explore how the farmer's market impacts the businesses on Main Street and how the Saturday market can better connect with local businesses. Part of this strategy can include exploring methods for improving the farmer's market. Finally, business strategists for Newmarket may want to consider establishing an additional "anchor" or centre to generate activity. The former Post Office and the Office Specialty redevelopments provide a good start in this direction.

Business plans need to address changing demographic and market conditions and consider what types of businesses Main Street should be attracting to be economically viable in this Century. As more people work flexible hours from home, live-work possibilities may provide interesting business and housing options. Live-work housing may encourage the high tech sector as people work on-line and from home. As well, the live-work homes will ensure that Main Street will be home to more residents who will shop and use essential services in the area. In order to encourage this, design and planning goals need to provide flexibility in land-use patterns and address barriers to development.

5.3 RETAIL ISSUES

Survey respondents reveal an interest in the development of high quality restaurants, unique bistros and better stores. These interests are similar to Main Street revitalization trends throughout North America as people are seeking unique experiences in a pedestrian friendly atmosphere. Some demographers link these desires to an aging population, which is affecting



Main Street's attractive historic buildings provide interesting potential for a range of retail activities.

consumption and land use trends. As already mentioned, according to demographers Foot and Adams, the consumption patterns of baby boomers are shifting with lifestyle changes, and an increase in disposable incomes. After years of paying off their loans and mortgages, and with grown up children leaving the family nest, baby boomers are entering a period of more financial freedom. In reaction to this, retailing has to evolve towards an emphasis on quality and service with less emphasis on price. Now manufacturers and retailers are finding that those who emphasize quality will maintain market share.

In the 60's and 70's anything that could lower the average cost of production thereby reducing the price to the consumer was important. This environment enabled big retail malls to thrive, making it possible for stores to lower costs and pass the savings on to customers. Malls will not disappear, but according to Foot, "their glory days are over" (Foot: 2000). In the 20 years to come, the demographic shift will favour a revival of neighbourhood specialty stores supported by loyal customers, for whom price is no longer the most important factor in making a purchase decision. To this emerging cohort of customers, a unique experience and quality service is key.

Part of this shift is linked to the premise that retired baby boomers will not want to roam through miles of aisles to find products. As quality becomes more important than quantity, a pleasant shopping experience will be considered more important than buying large quantities in stores that lack personal character. This means that smaller stores will regain some market share from big box retailers. According to Foot, by 2021, smaller stores will have regained some of the market share they lost with the arrival of the big boxes in the 1990's.

To be more specific, aging baby boomers are making purchases based on health needs, hobbies and communications. The following are examples of services that have been highlighted as potential growth areas for small businesses:

- **A range health services and health and organic food stores** - Older people, strongly aware of their mortality, are more health conscious. By 2021, natural and organic foods will be big business, and small businesses as well as major supermarket companies will have set up stores specializing in this market.
- **Stores and services catering to leisure and hobbies** – Gardening, one of the favourite activities of middle-aged and older people, will continue to grow in popularity. This includes information on more environmentally friendly gardening techniques that include local plants and bird and butterfly gardens. Camping and travel equipment stores, specialty video rental stores and art supply shops are also examples of retail opportunities that cater to people with hobbies while providing a unique experience.

- **Convenient and quality food shops** – Adams forecasts that aging baby boomers will rediscover home cooking, and cooking courses will be packed with students in their 60's. He predicts that they will also want access to fresh ingredients, high quality take out and healthy pre-prepared food products such as homemade pasta, pesto and locally grown products.
- **Computers and Electronic Equipment** - Today, some baby boomers are beginning to take severance packages and many of these people will work from home offices. Because of this trend, stores that market computers, faxes, and diskette/CD-ROM storage and attractive furniture may be on the increase.

These studies on shifting consumption patterns and the residents' responses in the Newmarket Survey present exciting opportunities for the future of Newmarket's Main Street. The Greater Toronto Area is currently growing at a fast pace and increasingly people are looking for unique places to shop, spend time, explore and relax. Newmarket's Main Street is in an excellent position to take advantage of its attractive river front, heritage buildings, leafy trees and rolling hills. By providing a range of retail opportunities from artistic boutiques, quality food stores and one of a kind clothing stores to basic services, combined with an attractive pedestrian realm, Newmarket's Main Street has a potential to be a unique destination in the Greater Toronto Area.

In the Newmarket Main Street Survey, many respondents referred to examples of successful Main Streets such as Unionville and Kingston. These are communities that have taken advantage of their attractive natural settings and heritage buildings while providing a range of services and retail experiences. By encouraging the types of retail opportunities and services that meet shifting demographic trends and a vibrant pedestrian environment, Newmarkets' Main Street entrepreneurs have an excellent opportunity to create an attractive and economically sustainable area.

An inventory of Newmarket's Main Street businesses highlights possibilities for diverse activities. The following are services that we believe could foster a bustling Main Street business community:

- Interesting Cafes – (unique places that serve brunch, local wine, bistro meals);
- Quality food stores - (delicatessens, cheese shops and take home pasta and sauce shop);
- Hardware and gardening store;
- Quality one of a kind clothing stores;
- LCBO;
- Farmer's market on the street as in Provence, Tuscany and the Napa Valley (possible consideration for the future); and
- Specialty antique markets - i.e. antique silver or jewellery market
- An Environmental Education Centre.

5.4 MARKETING MAIN STREET

In order to realize a vision for a vibrant Main Street area, businesses will need to think holistically. For example a resident of Newmarket could spend a weekend morning in Newmarket having brunch at a local bistro on an attractive back patio, walking along the farmer's market on the Main Street to buy the week's locally grown vegetables then drop in to the local book store to purchase a newspaper or a novel. As the Greater Toronto Area grows in population and congestion increases, there is no reason why Newmarket residents should have to drive a distance for a relaxing morning when an attractive Main Street, riverfront and lakeside park is in close proximity.

A range of possibilities can unfold in the few streets that make up the Main Street area. The farmer's market alone has excellent potential to draw people to Newmarket. Building on the existing market, some more ideas include, marketing local crafts, jewellery, sauces, breads, produce, juice and cheese. This market could be complemented by musicians, art in the park events, information tables on local events, history, chef's demonstration tables, and information on how to prepare local produce. The local businesses can create marketing plans along with the farmer's market to encourage business opportunities and special events.

Shifting the farmer's market on to Main Street itself would require a leap of imagination. But such a move would be unprecedented in this part of Ontario; it would make Newmarket a unique place, unlike any in the Greater Toronto Area.



Plans to revitalize the parking lot across from the Old Town Hall could provide dynamic marketing opportunities.



Widening sidewalks, planting trees and placing banners on lampposts helps create an attractive pedestrian realm.

A long-term marketing strategy must be created by Main Street businesses in order to pull individual business needs together. In order to compete with the big box commercial developments, Main Street businesses need to emphasize their current strengths while encouraging a higher quality shopping experience that attracts investors.

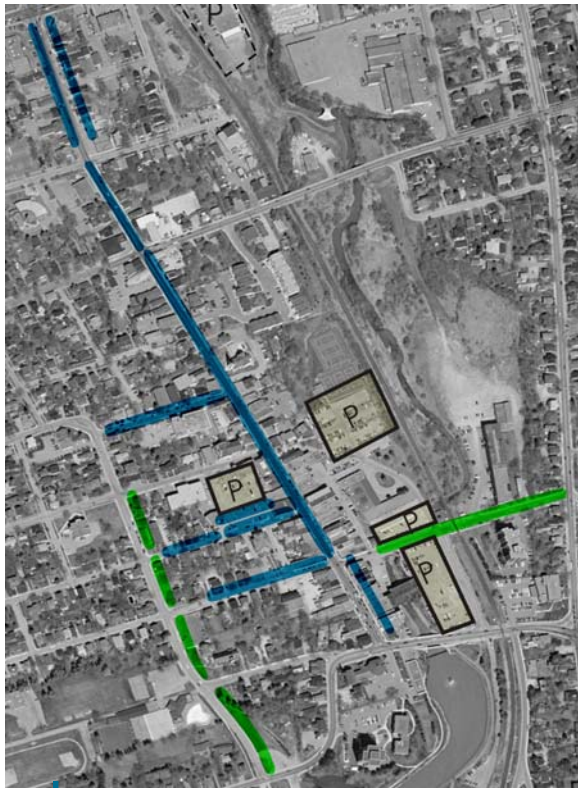
This Main Street strategy must also focus on more than business opportunities. It is important that Main Street businesses link with the Holland River initiatives, heritage organizations, the farmer’s market committee and the local arts community when creating long term business strategies. Plans should emphasize culture, walking, heritage tours, as well as shopping for both basic needs and speciality items.

One organizational structure that can encourage these types of partnerships is a *Downtown Development Corporation*. The City of Edmonton, for example has followed this model and has encouraged linkages between private businesses and developers, public service providers, the arts community and the farmer’s market association. Through these networks, this corporation has defined a long-term vision for the community as a whole, and developed interesting methods for leverage funds to direct into public-private partnerships for development.

5.5 STREETSCAPE/APPEARANCE

Connected with economic vitality are streetscape and appearance issues on Main Street. These issues range from widening the sidewalks for pedestrians to establishing general streetscape planning goals that address things like view corridors to Fairy Lake, taking advantage of the topography and protecting heritage features. In order to create and sustain a coherent Main Street image, signage and building facades should follow some coherent guidelines agreed upon by local businesses and planners. Servicing goals need to address garbage pickup and basic road clean-up as well. The back parts of buildings, to the east of Main Street, also offer a unique opportunity for connecting to the Holland River and expanding the retail experience to include Cedar Street.

A range of stakeholders representing building owners, landlords, engineers and planners need to collaborate on these streetscape and appearance issues. Some of these issues include addressing building facade maintenance, avoiding road-construction disruptions on Main Street, garbage pick up and basic street and sidewalk cleanliness.



This map indicates that there already is ample parking near Main Street. Improving signage to identify this parking is an important goal.

5.6 TRANSPORTATION/PARKING

Main Street revitalization plans have to focus on issues regarding transportation and parking. With regards to transit, the planning process needs to explore methods for encouraging linkages from the Main Street area to public transit routes. If more people eventually live and work in this area, how can better linkages be made with the GO station and broader public transit improvements?

Another transportation issue that should be addressed is whether or not a growing population will bring more cars and traffic into the Main Street area. If there is a projected increase in car volume, then future plans will have to address traffic flows and potential impacts on the neighbourhoods surrounding the Main Street area.

With regards to parking, attention must be paid to on-street parking and how it should be paid for and enforced. Exploring time limits and parking meters may solve some of these issues. A plan to improve parking signage is also a priority to assist visitors to Main Street to park and walk to services and amenities.

5.7 LINKAGES TO SURROUNDING AREAS

The area surrounding Main Street has many attractive features and amenities. To take advantage of this, methods will need to be identified for linking land use plans and economic development policies with the natural areas of the Holland River system and Fairy Lake with Main Street will need to be addressed. Issues regarding how to link amenities and services such as the arena, tennis courts and library also need to be addressed.

5.8 CULTURE/RECREATION

Culture and recreation issues provide an important additional dimension to Main Street. Interesting activities, festivals and meeting places for recreation can help create an environment that blends residents, merchants, arts, culture, and faith communities together. As already mentioned, Newmarket has a unique history that can play a vital role in promoting the Main Street area. Linking Newmarket's Quaker past to today's Newmarket plans provides some interesting opportunities. Buildings like the Old Town Hall hold a lot of potential for a variety of services and amenities, and are a link to Newmarket's unique history.

Another link with the history of the area can be created through arts and cultural activities. Already home to a few interesting community theatre venues and community gatherings like “Art in the Park,” arts and culture can attract unique business niches and visitors and create artistic and vibrant community spaces.

With respect to recreation, the issues are what activities can be enhanced in the area and whether or not a YM-YWCA type organization that draws people of all ages should be established.

The youth center has become a lightning rod for conflict on Main Street. Public meetings, discussions and survey responses highlight conflicting views about the youth center that need to be mediated. Some of the survey respondents raised concern about perceptions that the centre is situated on Main Street and that it was not a safe place for the communities’ youth and the surrounding businesses and residents. In contrast, some of the youth who utilize the center raised their concerns in a Main Street revitalization workshop. In this workshop the youth participants expressed their frustration with intoxicated people harassing them when leaving the drinking establishments on Main Street. To these participants, the Youth Centre is like a sanctuary where they learn new hobbies and skills, feel respected and spend time with their peers.

In order to encourage dialogue about the Youth Centre, a task force is already exploring youth issues in Newmarket and should connect with the business community to examine how this center can better service the Newmarket community. At this point, removing the youth center without a clear plan for establishing a new location would be unwise. However, if the community center were to be redeveloped, moving the youth center to this space may be an appropriate future option.



The alleyways leading off Main Street provide linkages to the Holland River and Community Centre.

6.0 THE COMMUNITY IMPROVEMENT PLAN FRAMEWORK

6.1 THE COMMUNITY PARTICIPATION PROCESS

Community input has been a vital component of the Main Street Revitalization process. By gathering with various community members in a series of workshops, the community has been able to provide input into the process to shape the future of Newmarket's Main Street. The following is a synopsis of the five workshops that have attempted to link the community with the revitalization process. Complementing these workshops, smaller meetings and workshops have also been held to link community groups into this process. These include a small workshop with the youth center, a meeting with the Main Street business association, and a meeting with Main Street property owners.

6.2 STRENGTHS WEAKNESSES OPPORTUNITIES AND THREATS

Residents identified some of the key strengths, weaknesses, opportunities and threats affecting Newmarket's Main Street at a workshop held in May 2001 when representatives from community organizations and businesses came together to discuss potential opportunities for the future of Main Street, as well as threats that may hinder the street's potential. The participants raised points to describe how they felt about the present state of Main Street and future possibilities for revitalization. These points were then organized into groups according to the following themes.

Strengths

- *"Main on the Holland"*
 - Fairy Lake
 - The Holland River eco-system
 - The unique and attractive geography
 - The adjacent natural features
 - The interesting topography
 - The surrounding area



Old Town Hall; a focus of historic downtown Newmarket

- *“Heart and Soul”*
 - Diversity of community residents
 - Visible and invisible heritage
 - Community events that draw people downtown
 - Area feels like a “Village Sanctuary”
 - Main Street is unique because it is the only Main Street in Newmarket
- *“An Uncommon Marketplace”*
 - Variety of shops on the Main Street
 - Specialty shops that offer unique products and services
- *“Buildings I have Known”*
 - Historic architecture; historic character and feel of the area
- *“Accessibility”*
 - Main street is not a thoroughfare or like Yonge Street
 - Ample parking

Weaknesses

- *“Lack of Economic Wizardry”*
 - There is a lack of a major draw to Main Street.
 - “Why Main?” There is a lack of marketing (the business community is not creating a cohesive image).
 - There has been too much “donut development” (a lack of continuity between urban and strip commercial in areas of Newmarket and too much emphasis on sprawl pulling services and businesses out of downtown).
 - The market is slow.
 - There is a lack of economic, social and environmental sustainability.
 - There is a lack of a “greenhouse for opportunity.”
 - There are some under-developed and “dead” areas (South-end, Eastside of Main).

- *“Barriers”*
 - The area is not pedestrian-friendly (small sidewalks)
 - There is a lack of parking.

- *“Obscure and Inaccessible”*
 - There is a lack of signage or identifiers to draw people to Main Street from the North End.
 - The area feels “off the beaten path.”
 - There is a lack of public transit.
 - There is an obstruction of walkways to the east.

- *“The Missing Link”*
 - There is a lack of historical continuity.
 - The area lacks linkages between the three main parts of Main Street.
 - There are inadequate linkages to the natural environment (the area turns its back on the Holland River).
 - There is a lack of linkages connecting Main Street to adjacent areas.
 - There is a lack of design consideration for the backsides of buildings.

- *“Physical Condition and Maintenance”*
 - There is a problem with absentee landlords.
 - There is a problem with street garbage.
 - There is a problem with the condition, maintenance and upkeep of some of the buildings and properties.
 - The infrastructure is aging.

- *Other “Weaknesses”*
 - Location of the Youth Centre a weakness: does not fit with a “business atmosphere.”
 - Negative and apathetic attitude/mindset of the local residents and businesses.
 - There needs to be a better mix of housing.



Before



After

Wider sidewalks create a pedestrian friendly environment.



The Office Speciality building has interesting potential for revitalization near Main Street and the Holland River.

Opportunities

- *“Natural environment”*
 - Developing linkages between buildings and natural spaces (water and green spaces).
 - Encouraging and honouring safe, green spaces.
- *“Business Opportunities”*
 - The “ New Entrepreneurial Breed” bringing new ideas to the business community.
 - Businesses that support families, health and nature.
 - To market to new residents.
 - To exploit the uniqueness of the area.
 - To take advantage of the low property values of the area.
- *“New Partnerships – New Directions”*
 - To create attractions using existing facilities and public-private partnerships.
 - To utilize the energy, knowledge and skills of the youth in the area
 - To create a sense of belonging, a sense of identity, home, roots. These can be manifested in meeting places through the Revitalization Plan.
 - Town Council can take advantage of opportunities, to become more “flexible.”
- *“The Built Environment”*
 - To utilize uncommitted spaces where parking is currently located.
 - When Main Street is dug up in 2003 there may be opportunities for creating better services and streets.
 - To become the living heart of York Region.

Threats

- *“Land Use and Planning Issues ”*
 - Continuous construction occurring in the Main Street Area.
 - The possible incompatibility of the Official Plan with Main Street Revitalization Plan.
 - Poor planning.
 - Community members may underestimate the current situation.
 - Banks moving off Main Street

- *“Social & Community Interaction”*
 - Vandalism
 - Crime
 - An over concentration of group homes
 - Some senior citizens feel intimidated by youth who may attend the youth centre
 - The youth centre may not fit in with the retail sector
 - The segregation of the community into exclusive groups
 - Divisions into “us” and “them”
 - Lack of respect for different opinions.

- *“Governance and Financial Support”*
 - An over reliance on government to solve the issues
 - The lack of commitment and follow through (funding from businesses and government)

6.3 A VISION FOR MAIN STREET

Residents, businesses and representatives from community organizations attended the second workshop on Main Street Revitalization in June 2001 to identify a “framework for the future” for Newmarket’s historic downtown community. The following practical framework for a future for Downtown Newmarket was produced at the workshop.

A downtown community which is:

- Welcoming, historic, beautiful
- A bustling beehive of activity
- Filled with quality outdoor places to celebrate community spirit
- Connected to the Holland River and Fairy Lake,
- With attractive, renovated buildings, a reinvigorated Old Town Hall and a mix of housing
- A meeting place for Newmarket
- And a community that works collaboratively to make it happen



Before



After

A parking lot can be transformed into a more vibrant, pedestrian - friendly space with banners and landscaping.



A riverfront walkway and park linking residential areas to Main Street will connect Newmarket's natural beauty with Main Street's activities.

Source: Earth Tech Inc.

- ***A welcoming, historic, beautiful downtown:***
 - With improved streetscaping- playful art forms, trees, creative furnishings, coordinated signage, lighting, canopies and paint
 - A cohesive street pavement texture (possibly including a cobblestone road from Millard to Fairy Lake to calm traffic)
 - Pedestrian friendly (possibly by narrowing street)
 - Improved gateways and linkages with defined entrances at both ends of Main Street
 - Incorporating a heritage theme

- ***A bustling beehive of activity:***
 - With a diversity of business/community activity
 - Based on rediscovering its roots – a self-sufficient community with a butcher, grocery store, hydro building converted into an Inn
 - Including specialty shops and cafes

- ***A downtown full of outdoor places to celebrate community spirit:***
 - With romance, adventure, music
 - Cafes, outdoor seating, courtyards, public open spaces
 - Open air facilities – a market square (a permanent shelter for farmer's market), performances, outdoor skating

- ***Connected to the Holland River and Fairy Lake:***
 - Including a completed Holland River Walkway System – bike paths, parkland, well lit walking trails
 - Better connections to Fairy Lake (Hydro building gone)
 - Links from Superior Street to downtown core to encourage further pedestrian traffic
 - Connecting paths to senior's centre
 - A waterway for functional recreational uses

- ***With attractive renovated buildings, a reinvigorated Old Town Hall and a mix of housing:***
 - With plenty of mixed use buildings and the office specialty building converted to housing
 - A renovated Old Town Hall – for theatre, wedding chapel, living arts centre, food bank, community theatre, green space in back lane, summer kiosks
 - New design guidelines for renovations of commercial and residential buildings to maintain heritage
 - Rear facade clean up

- ***A Meeting Place for Newmarket:***
 - Full of people, people and more people – where children are active and respected members of the Main Street community
 - With many more pedestrians
 - And destination activities such as a dance hall, restaurants, farmer’s market
 - A trolley loop for moving people downtown
 - And a “Y” located downtown

- ***A community that will work collaboratively to make it happen:***
 - Projects implemented through partnerships, on schedule and within budget with progress monitored by community

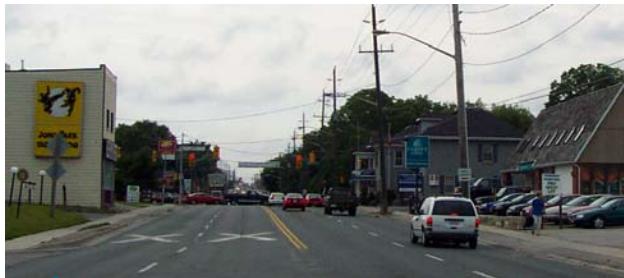
6.4 STRATEGIC DIRECTIONS

Over thirty people arrived at the Community Centre in August 2001 to roll their sleeves up and work together to develop different strategies for addressing Downtown’s key issues. The workshop covered the six areas of activity established in the ‘framework for the future’: streetscaping, land uses, outdoor places, linkages, buildings and other strategies to improve the Downtown’s destination potential. These were discussed based on the three ‘character’ areas of Main Street (Davis to Ontario, Ontario to Millard, Millard to Water).

Suggestions for the north section focused on enhancing the mixed-use character of the area, including the encouragement of high-quality office uses with condominiums above. Creating an effective ‘gateway’ at Davis Drive, redeveloping the old Co-op site, and improving the streetscaping were among the primary strategies proposed for this Main Street entrance area.

Discussions on the middle section included improving linkages to the Holland River and adjacent residential areas; accommodating high-tech and other innovative commercial uses; and encouraging sympathetic new development among the historically significant buildings located in the area. The middle section was perceived as a transitional area from the historical architectural character of the south and the Davis Gateway, requiring strong streetscaping and directional elements to tie the Main Street together.

The south section working group were focussed primarily on dealing with parking and traffic issues; pedestrian access and safety; enhancing the existing outdoor places; capitalizing on its built heritage and improving merchant facades and display windows. Other ideas included improving the Old Municipal Office steps, encouraging consistent business signage and extending the visual aspects of Main Street to the Library. The input received through the workshop provided the foundation for the next step in the study process – to develop a ‘preferred’ strategy for revitalization of the Downtown area.



At the intersection of Davis Drive and Main Street there is no indication of Historic Main Street around the corner.

7.0 COMMUNITY ACTION PLAN AND RECOMMENDATIONS

The following action plan is a culmination of ideas gathered from the SWOT, Visioning and Strategic Directions Meetings, as well as the survey results. The stakeholders and resources required to implement this action plan and the timeline needed to acquire these recommendations are highlighted in figures in Appendix One. The action plan summarizes strategies and initiatives that may be pursued through this Community Improvement Plan to foster downtown Newmarket revitalization. It is not intended to be exclusive or exhaustive but it is intended to provide a framework for revitalization.

Each initiative is intended to be developed on its own merit and taken through the appropriate approval and funding process, including Standing Committee and Council where required.

7.1 CREATING AN IMPLEMENTATION FRAMEWORK

⇒ *Amend Official Plan to expand Community improvement Area*—That the Town of Newmarket amend Schedule 6 of its Official Plan to include within the Community Improvement Policy Area, the lands along the north side of Davis Drive from Niagara Street to Bayview Parkway and from the south the lands west of Charles Street from Davis Drive to Queen Street.

⇒ *Downtown Community Development Corporation*—That the Town of Newmarket establish a Newmarket Downtown Community Development Corporation as an arms length non profit organization to assist with the implementation of this plan and in particular, to initiate and take advantage of development and marketing opportunities to promote and enhance the area. The Board of the Corporation should be composed of a high profile committee of decision makers including politicians, business people, senior municipal staff and community representatives. One of the first tasks of the Corporation would be to establish a strategic plan for moving ahead including raising funds through Federal, Provincial and Regional programs, as well as identifying and acting upon development opportunities. Specifically the Board should have:

- The ability to borrow money/promote incentives;
- The ability to enter into contracts;
- The authority to purchase, own or lease property (subject to approval by City Council if debt financing is required); and
- Ability to levy and receive grants.

⇒ *Implementation Committee*—That the Town of Newmarket establish an “Implementation Committee” to monitor and assess at regular intervals the success towards achieving the action items of the Community Improvement Plan.

7.2 BUILDINGS

⇒ *Façade and Rear Building Improvement Program*—That the Town of Newmarket establish an interest free loan program part of which may be forgivable and which may be administered by the Downtown Community Development Corporation, for façade, signage and rear improvements for buildings along Main Street, between Davis Drive and Water Street. The recipients of the loans will be expected to make a contribution towards the improvement and will agree to submit their drawings to a review committee to be set up by the Town or the Development Corporation to review applications and ensure compliance with review guidelines as outlined in the “Downtown Newmarket Revitalization Plan—Physical Improvements”. In the case of historically designated buildings, the review will involve LACAC.

⇒ *Rental Upgrading Program*—That the Town of establish an interest free loan program to provide financial assistance to property owners to either create apartments above stores or to bring deteriorated apartments into compliance with Property Standards and the Fire Code and that the Town explore funding and/or program assistance for this program with York Region and/or the Province. This program may be established and administered by the Newmarket Downtown Development Corporation on behalf of the Town.

⇒ *Signs*—That the Town of Newmarket review its Bylaw regulating signs to permit attractively designed, non-illuminated, non-obstructive, harmonized, protruding signs from the front walls of storefronts along Main Street, south of Millard, provided the owners agree to enter into encroachment agreements with the Town and that these agreements specify the nature of the signs to be permitted in accordance with the guidelines prepared as part of the “Downtown Newmarket Revitalization Plan—Physical Improvements”.

⇒ *Realty Tax Rebate Grants for Improved Properties*—That the Town of Newmarket establish a program to provide grants to property owners to rebate realty tax increases resulting from property and building improvements within the Community Policy Area. This program would offer grants on a declining basis over a 10 year period to rebate Town taxes received on increased assessed values after the improvements (100 percent of the increased tax revenues in year 1, 90 percent in year 2, etc.).



Main Street stores should attempt to provide signage following a consistent theme.

- ⇒ *Committee to monitor property standard compliance*—That the Town of Newmarket establish a committee to work with landlords to ensure that all properties along Downtown Main Street are brought into compliance with the Building Code, the Fire Code and the Property Standards Bylaw.

7.3 REDEVELOPMENT

- ⇒ *Amend Official Plan to expand the Downtown Main Street Designation*—That the Town of Newmarket amend Schedule 1 of its Official Plan to re-designate as part of the “Downtown Main Street District” the lands along the north side of Davis Drive from Niagara Street to Bayview Parkway and south of Davis Drive between Superior Street and Charles Street and west of Charles Street from Davis Drive to Queen Street.

- ⇒ *Amend Official Plan Regarding Heights*—That the Town amend the last sentence of Section 6.3.2.10 of its Official Plan to delete the sentence “Building heights along Main Street shall not exceed 10.7 metres”.

- ⇒ *Rezone Davis Drive lands to C7*—That the Town of Newmarket amend its Zoning Bylaw to re-zone the lands fronting along the north side of Davis Drive from Main Street to Bayview Parkway and the lands along the south side of Davis Drive from Superior Street to Charles Street “C7”.

- ⇒ *Amend Zoning Bylaw for C7 districts*—That the Town of Newmarket replace Section 27.2 (1) (c) of its Zoning Bylaw with the following “Building Specifications Gross Floor Area (maximum) 200 percent; Building Height (maximum) 6 storeys”.

- ⇒ *Amend Zoning Bylaw To Change Parking Requirements*—That the Town of Newmarket amend Section 6.25 of its Zoning Bylaw to reduce the on site parking requirement for changes in use in existing buildings below 200 square metres in size along Main Street between Davis Drive and Water Street, where the new use would result in a larger parking requirement than the previous use and where this additional parking could not be provided on site.

- ⇒ *Amend The Zoning Bylaw To Allow Live Work Space In C7 Zones*—That the Town of Newmarket amend its Zoning Bylaw to add a new definition as follows: “*live work unit* means a dwelling unit that is also used for work purposes, provided only the resident or residents of such accommodation work in the dwelling unit” and further that the Zoning Bylaw be amended to include a “live work” unit as a permitted use in C7 zones and that the parking provisions in Section 6.25 be amended to require parking for live work units at the same rate as for dwelling units.



New buildings near Davis Drive and Main Street provide opportunities for mixed-use retail and commercial development.

⇒ *Amend Parking Requirements For Temporary Or Seasonal Patios*—That the Town of Newmarket amend Section 6.25 (5) of the Zoning Bylaw to eliminate the requirement to provide on site parking facilities for the space devoted to temporary or seasonal outdoor patios associated with restaurants.

⇒ *Fee Rebates*—That the Town of Newmarket offer fee rebates to encourage development and redevelopment along Main Street between Davis Drive and Water Street and along Davis Drive from Niagara Street to the CNR tracks, to include:

- Town and Regional Development Charges
- Zoning By-law amendment fees
- Fees for applications for Minor Variances
- Site Plan Application Fees
- Building Permit Fees
- 5 percent Parkland Dedication Fees for residential uses and 2 percent for industrial and commercial uses

7.4 ACTIVITIES

⇒ *Strategy to attract niche retailers*—That the Town of Newmarket and the Downtown Newmarket Business Community Association design a strategy to attract “niche” retailers including for example, high end clothing stores, specialty food stores, gardening and specialized hardware stores to the Main Street area and that the availability of 546 parking spaces within less than a minute walk from Main Street be prominently featured in promotional material.

⇒ *Environmental Centre for Main Street*—That the Town of Newmarket work to establish an interactive environmental and energy conservation information centre to serve York Region on or adjacent to Main Street.

⇒ *Program for the Redevelopment of the Community Centre*—That the Town of Newmarket prepare a program for the redevelopment of its community centre and arena including investigating the prospect of public private partnerships to achieve its objectives. The program should include such considerations as moving the arena to another location, incorporating recreational facilities such as a swimming pool which is accessible to Town residents, moving the youth centre to this location, incorporating community meeting rooms as well as arts and cultural activities. The design guidelines for this facility should incorporate respect for sightlines towards the downtown from Prospect Street and Water Street, respect for the historic character of the surrounding buildings, locating the building and the main

entrance along the Timothy Street frontage and creating a special space along the Cedar Street frontage.

⇒ *Main Street as focus for arts and culture*—That the Town of Newmarket work towards establishing the Main Street area as the focal point for arts and cultural activities by supporting and encouraging a wide range of arts and cultural activities to locate in the Main Street area, and in particular to consider making arts and cultural activity a focus for the revitalization of the Old Town Hall.

7.5 STREETScape IMPROVEMENTS

⇒ *Improve Pedestrian and Walking Environment*—That the focus of all streetscape improvements in the downtown area be designed to improve the pedestrian and walking environment within the downtown and to adjacent natural areas. This may include widening sidewalks, improving linkages to adjacent areas, establishing new pedestrian walkways, or instituting a coordinated awning/canopy program along Main Street south of Millard to provide protection for pedestrians from inclement weather. The idea of programming a regularly scheduled community evening or weekend “promenade” along Main Street and into the adjacent natural areas to encourage fitness and strengthen the sense of community should also be explored.

⇒ *A Plan for Downtown Newmarket Street Improvements*—That the Town of Newmarket include as part of its capital budget, a five year to ten year plan for Downtown Newmarket Streetscape Improvements identifying which improvements identified in the companion “Downtown Newmarket Revitalization Plan—Physical Improvements” can be realistically achieved in the context of other budgetary requirements to include widening the sidewalks along Main Street, south of Millard Street, as well as decorative paving, historic pedestrian lighting, benches, banners reflecting historic themes and tree planting along Main Street as a first priority, along Water, Timothy, Queen and Davis Streets from Church to Prospect Streets as a second priority, and along Simcoe, Ontario, Millard, Park and Botsford Streets for the areas immediately adjacent to Main Street as a third priority.

⇒ *Design of Main Street Banners*—That the Town of Newmarket initiate a competition to be adjudicated by an independent third party committee, for the design of banners along Main Street.



Banners and widened sidewalks create an attractive pedestrian environment both on Main Street and side residential streets.

⇒ *Public Art Program*—That the Town of Newmarket establish a “Public Art” program for Downtown Newmarket to include a Public Art Advisory Committee responsible for setting up competitions and review procedures.

7.6 OPEN SPACES AND LINKAGES

⇒ *Improve Parking Lot Across from Old Town Hall*—That the Town of Newmarket include in its capital budget consideration of improving the parking lot across from the Town Hall including landscaping and lighting in accordance with the Downtown Newmarket Revitalization Plan.

⇒ *Improve steps to east parking from Main Street*—That the Town of Newmarket include in its capital budget, a plan to improve the steps leading to the parking areas east of Main Street across from Park Avenue as illustrated in the in the Downtown Newmarket Revitalization Plan.

⇒ *Create an Outdoor Plaza at foot of Main Street*—That the Town of Newmarket explore the possibility of demolishing the Hydro building south of Water Street at the south end of Main Street while retaining the historic structure to the rear to improve the visibility of Main Street from Fairy Lake, and to explore a design that would incorporate an outdoor plaza at this location and a café/restaurant adjacent to Fairy Lake in the remaining historic structure, as illustrated in the Downtown Newmarket Revitalization Plan. Until the building are removed the Town should pursue interim uses for the site in accordance with this Plan.

⇒ *Create a Pedestrian Link across the Railway Tracks*—That the Town of Newmarket explore with GO the possibility of creating a pedestrian crossing across the railway tracks between Queen Street and Timothy Street to provide better access to Main Street.

⇒ *Entrance to Holland River Trail from Davis Drive*—That the Town of Newmarket create a highly visible entranceway to the Holland River walkway system from Davis Drive adjacent to the Seniors Centre.

⇒ *Mid Block Connections From Main Street to Holland River*—That the Town of Newmarket and/or the Downtown Newmarket Development Corporation explore opportunities for providing additional mid block connections from Main Street to the Holland River.



The residential streets link Main Street to natural areas, services and amenities.

7.7 TRANSPORTATION AND PARKING

- ⇒ *Left hand Turn at Davis and Main*—That the Town of Newmarket approach the Region of York to explore options for adding a left hand turn lane from Davis Drive south onto Main Street.
- ⇒ *Continue GO stop at Davis Drive*—That the Town of Newmarket approach GO Transit to request that a GO stop continue to be provided in the future at its current location at Davis Drive and the GOTracks.
- ⇒ *Public Parking*—That the Town of Newmarket request the Downtown Newmarket Development Corporation to investigate options for managing the parking supply in the Downtown Main Street Area including potential for revenue generation, exploring options regarding metered parking, implementing a display ticket parking system or instituting a system of self administered time indicators on car dashboards.
- ⇒ *More On-Street Parking*—That the Town of Newmarket create additional on-street parking along Timothy Street, Church Street and adjacent side streets provided that safety and emergency access considerations are complied with.
- ⇒ *Public Parking Adjacent to Seniors Centre*—That the Town of Newmarket create a public parking facility adjacent to the Seniors Centre south of Davis Drive.

8.0 CONCLUSION

The approval of the Newmarket Historic Downtown Community Improvement Plan will provide a legislative basis and context to foster downtown revitalization. The Plan brings these initiatives together within one document to ensure that the downtown area is dealt with in a comprehensive and coordinated manner and that all the separate initiatives work together towards community improvement. As already stated, each initiative is intended to be developed and evaluated on its merits and taken through the appropriate approval and/or funding process including Standing Committee and Council where required.

As these projects are approved they will be attached as further appendices to this document without requiring amendment to the Community Improvement Plan.



APPENDIX 1: STUDY TEAM

NEWMARKET MAIN STREET REVITALIZATION STEERING COMMITTEE MEMBERS:

Councillor Tony Van Bynen, Chair Main Street Revitalization Committee
Mayor Tom Taylor
Councillor Diane Springstein
Councillor Tom Vegh
Dennis Perlin, Chief Administrative Officer
Robert Shelton, Director Public Works and Environmental Services
Rick Nethery, Director of Planning
Jason Unger, Acting Deputy Planner
Cindy Wackett, Senior Planner
Jackie Playter, Downtown Newmarket Business Representative
Hillary Van Welter, Main Street Network

NEWMARKET MAYOR & MEMBERS OF COUNCIL:

Mayor Tom Taylor
Councillor Tony Van Bynen
Regional Councillor Diane Humeniuk
Councillor Dave Kerwin
Councillor Diane Springstein
Councillor Victor Woodhouse
Councillor Bob Scott
Councillor Ray Snow
Councillor Tony Van Bynen
Councillor Tom Vegh

CONSULTANTS:

John Gladki, GHK International (Canada)
Heather McLean, GHK International (Canada)
Ronji Borooh, Markson Borooh Hodgson
Mike Hubicki, TSH Associates

APPENDIX 2: ACTION PLAN SUMMARY

1. General Recommendations			
Action	Stakeholders	Responsibilities/Resources	Timeline
Amend Official Plan to extend Community Improvement Area		Planning Department	3 months
		Town Council	
Downtown Community Development Corporation	Property owners	Town Council	3 months
	Downtown Newmarket Business Association	Implementation Committee	
	Residents and churches	Need champions in leadership, contacts in the community, real estate knowledge	
	Chamber Reps		
	Town Council		
	Commercial real estate		
	Police		
	Local Architectural Conservation Advisory Committee (LACAC)/ Historic Society		
Implementation Committee	Residents with concerns	Town Council	Immediate
	Businesses	Continuation of Revitalization Committee	
	Senior Town staff		
	Councillors		

2. Recommendations Regarding Buildings				
Action	Stakeholders	Responsibilities/Resources	Timeline	
Façade and Rear Building Improvement Program	Building owners	Implementation Committee	9 months to 1 year	
	Owners who have already improved buildings	Downtown Newmarket Development Corporation		
	LACAC/Historic Society			
	Buildings and by-laws			
Rental Upgrading Program	Landlords	Implementation Committee	9 months to 1 year	
	Tenants	Downtown Newmarket Development Corporation		
	Local residents association			
	York Region Housing Corporation			
Sign bylaw amendment	Downtown Newmarket Business Community Association (DNBCA)	Town Council	3 month to 6 months	
	LACAC	Planning and engineering		Ongoing
	Planning and engineering			
Tax grants	Property taxpayers	Downtown Newmarket Development Corporation	9 months to 1 year	
	Finance – Treasury	Town Council		
	Legal	Finance		
Committee to Monitor Property Standard Compliance	Residents	Town Council	Immediate	
	Downtown property owners	Implementation Committee		
	Town Council	Downtown Newmarket Business Community Association		
	Building and by-laws			
	DNBCA			
	Fire Department			

3. Recommendations Regarding Development			
Action	Stakeholders	Responsibilities/Resources	Timeline
Amend Official Plan to expand downtown Main Street designation	Town and Region	Town staff	Community Improvement Plan - Complete Early 2002
	Businesses	Town Council	
	Residents	Residents/business	
	Lake Simcoe Region Conservation – Authority (L.S.R Conservation Authority)	Region (Approval Authority)	
	Utilities		
Amend Official Plan regarding heights	Town and Region	Town Staff	CIP Complete Early 2002
	Business	Town Council	
	Residents	Residents/Business	
	L.S.R Conservation - Authority	Region (Approval Authority)	
	Utilities		
Rezone Davis Drive lands to C7	Town and Region	Town Staff	CIP Complete Early 2002
	Business	Town Council	
	Residents	Residents/business	
	L.S.R Conservation - Authority	Region (Approval Authority)	
	Utilities		
Amend Zoning by-law for C7 districts	Town and Region	Town Staff	CIP Complete Early 2002
	Go/CNR	Town Council	
	Business	Residents/business	
	Residents	Region (Approval Authority)	
	L.S.R Conservation - Authority		
	Utilities		
Amend Zoning by-law to change parking requirements	Town, Region and Staff	Review appropriateness of parking reductions	2002
	Ratepayers		
	Public Works		

Appendix 2: Action Plan Summary Newmarket Historic Downtown Community Improvement Plan

Amend zoning by-law to allow live/work space in C7 zones	Town, Region and Staff	Review appropriateness of loft, live/work idea	2002
	Ratepayers		
	Public Works		
Fee rebates	Town – Treasury	Council Staff	Early 2002
	Planning fees		
	Building permit fees		
	Development charges		

4. Recommendations Regarding “Activities”			
Action	Stakeholders	Responsibilities/Resources	Timeline
Strategy to attract niche retailers	Chamber of Commerce	Downtown Business Association	2002 – Start and implement plan soon
	Farmer’s Market	Downtown Re- development Corporation	
Environmental Centre for Main Street	School Board	Town Council	Number One Priority – Create in the short term
	Scouts	Downtown Re-development Corporation	
	Youth Centre	Donations, fundraising campaign	
	Organic food companies		
	Universities		
	Health organizations		
	Landscaping and construction companies		
	Chamber of Commerce		
	Churches		
	Cable channel		
	Girl Guides and Boy Scouts		

Program for the re-development of the Community Centre	YM-YWCA	Implementation Committee	Long – term
	Soccer, hockey and other sports associations	Town Council	
	School Board	YM- YWCA	
	Youth Centre Task Force	Parks, Recreation and Culture Department	
	Girl Guides and Boy Scouts		
	Parks, Recreation and Culture Department		
Main Street as focus of arts and culture	Ontario Society of Artists	Parks, Recreation and Culture Department	5 to 10 years
	York Region	Arts Council	
	Kleinberg Art Gallery	Town Council	
	Government agencies	Downtown Re-development Corporation	
	Parks, Recreation and Culture Department		
	Town Council		
	"Art in the Park"		
	Theatre on the Main		
	Heritage tours		
	Historical Societies		
	Library		
Potters Guild			

5. Recommendations Regarding Streetscape Improvements			
Action	Stakeholders	Responsibilities/Resources	Timeline
Improve	Citizens of Newmarket	Town of Newmarket	2002 – Link Seniors center to Timothy (include bridge crossing and lighting)
Pedestrian and walking environment	York Region	Service groups	2003- Completion of trail at Senior's Centre to Davis Drive
	Environmental groups	Donations	2005 – Underneath Davis Drive bridge
	Historical Society	A liason committee needs to be established	
A plan for downtown Newmarket street improvements	Merchants	Need liason committee for design, construction and staging construction	2003 - Main – Millard to Water
	Town Works Department	Merchants, residents and utilities	
	Hydro and other utilities	Street light, Ontario to Millard to be same as the rest	
	Residents in area		
	Property owners		
	Residents outside area		
	Historical Society LACAC		
Design of Main Street banners	Merchants	Implementation Committee	Consider with streetscape improvement program 5 to 10 years
	Town Works Department		
	Hydro and other utilities		
	Residents in area		
	Landlords		
	Residents outside area		
	Historical Society		
	LACAC		
	York Region School Board		
	Arts organizations in Newmarket		
Public art program			

6. Recommendations for Open Spaces and Linkages			
Action	Stakeholders	Responsibilities/Resources	Timeline
Improve parking lot across from Old Town Hall	Call it Town Hall Square	Town	Next 5 years
	Landowners	Landowners	
	Library	Library	
	Merchants	Merchants	
	Residents	Tenants	
		Public/private partnership Development Corporation	
Improve steps to East parking from Main Street	Arts people	Town	5 to 10 years Redesign with community center
	Church	Public/private partnerships	
		Service organizations Donations	
Create an outdoor Plaza at south end on Main Street	Holland River Committee	Town Council	5 to 10 years
	Parks, Recreation and Culture Department		
Create a pedestrian link across the railway tracks	CN Rail	Parks, Recreation and Culture Department	2010
Entrance to Holland River Trail from Davis Drive			2003 to 2005
Mid block connections from Main Street to Holland River			

7. Recommendations Regarding Transportation and Parking			
Action	Stakeholders	Responsibilities/Resources	Timeline
Left Hand turn at Davis and Main	Region	Region	5 to 10 years
	Town	Town	
	Landowners	Development Corporation	
	Merchants	Implementation Committee	
Continue GO stop at Davis Drive	GO	GO	
	Town of Newmarket	CN	
More on-street parking	Merchants	Residents	Tied to infrastructure
	Landlords		
	Residents		
	Town		
Public parking adjacent to senior's centre	Holland River trail	Town Council	2003 to 2005
	Town		
	Seniors		

APPENDIX 3: SURVEY RESULTS

ORIGIN OF RETURNED QUESTIONNAIRES:

Origin of Survey Returns	Better Stores/ Services	Attractive Environment	Total Responses
Shops	17%	20%	36%
Ratepayers	2%	2%	3%
Community Services &	19%	20%	39%

QUESTION 1: HOW OFTEN DO YOU VISIT NEWMARKET'S MAIN STREET?

Origin of Survey Returns	Not at All	Once a Year	Once a Month	Frequently	Total Responses
Shops	0%	1%	30%	5%	36%
Ratepayers	0%	1%	3%	1%	5%
GO Transit Riders	0%	2%	10%	5%	17%
Community Services & Farmers Market	0%	2%	31%	10%	42%
Total Responses	0%	6%	74%	20%	100%

QUESTION 2: WHICH PART OF MAIN STREET DO YOU VISIT? ¹

	Davis Drive to Ontario	Ontario to Millard	Millard to Water Street	Total Responses
Shops	5%	6%	23%	33%
Ratepayers	1%	1%	3%	5%
GO Transit Riders	6%	5%	10%	21%
Community Services & Farmers Market	7%	10%	25%	41%
Total Responses	18%	21%	60%	100%

QUESTION 3: WHY DO YOU COME TO MAIN STREET? ¹

Origin of Survey Returns	Shop	Eat/Dine	Use Library	Recreation/ Church/ Socialize	Walk	Total
Shops	10%	6%	6%	6%	8%	36%
Ratepayers	1%	0%	1%	1%	1%	3%
GO Transit Riders	4%	3%	4%	3%	3%	16%
Community Services & Farmers Market	11%	6%	9%	9%	10%	45%
Total Responses	25%	15%	19%	19%	22%	100%

¹ Some of the answers for questions 3 to 10 present the third and fourth most popular responses.

² Some of the answers for questions 3 to 10 present the third and fourth most popular responses.

QUESTION 4: WHAT ARE SOME OF THE EXISTING FEATURES OF MAIN STREET THAT YOU USE WHEN YOU VISIT?

Origin of Survey Returns	Shops and Services				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	3%	4%	9%	23%	39%
Ratepayers	1%	1%	1%	1%	5%
GO Transit Riders	4%	3%	6%	6%	19%
Community Venues	1%	8%	10%	20%	38%
Total Responses	9%	16%	26%	50%	100%
Origin of Survey Returns	Library				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	6%	7%	11%	8%	31%
Ratepayers	1%	2%	2%	3%	8%
GO Transit Riders	4%	3%	5%	5%	17%
Community Venues	3%	9%	10%	23%	44%
Total Responses	13%	20%	29%	38%	100%
Origin of Survey Returns	Arena				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	9%	8%	8%	7%	32%
Ratepayers	1%	2%	1%	1%	6%
GO Transit Riders	7%	6%	3%	1%	17%
Community Venues	12%	16%	12%	7%	46%
Total Responses	29%	31%	23%	17%	100%

Origin of Survey Returns	Holland River				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	9%	8%	8%	7%	33%
Ratepayers	2%	2%	1%	2%	6%
GO Transit Riders	7%	6%	3%	2%	18%
Community Venues	12%	16%	8%	7%	44%
Total Responses	30%	33%	20%	18%	100%
Origin of Survey Returns	Restaurants/Bars				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	8%	4%	3%	4%	18%
Ratepayers	3%	0%	0%	2%	5%
GO Transit Riders	5%	6%	5%	8%	23%
Community Venues	9%	15%	16%	15%	54%
Total Responses	24%	24%	23%	29%	100%
Origin of Survey Returns	Fairy Lake				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	2%	9%	8%	19%	37%
Ratepayers	1%	1%	0%	3%	4%
GO Transit Riders	4%	3%	2%	4%	13%
Community Venues	3%	9%	14%	20%	46%
Total Responses	9%	22%	24%	45%	100%
Origin of Survey Returns	Fairy Lake				
	Not at all (1)	Once a Year (2)	Once a Month (3)	Frequently (4)	Total
Shops	5%	7%	5%	22%	38%
Ratepayers	1%	0%	1%	2%	4%
GO Transit Riders	1%	5%	4%	8%	18%
Community Venues	6%	5%	10%	19%	41%
Total Responses	12%	17%	21%	50%	100%

QUESTION 5: WHAT DO YOU NOT LIKE ABOUT MAIN STREET?

Origin of Survey	Shops and Services	Library	Arena	Holland River	Restaurants and Bars	Fairy Lake	Ambience and Architecture	Atmosphere	Distance	Inconvenience
Shops	4%	2%	2%	3%	7%	4%	5%	8%	3%	4%
Ratepayers	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%
GO Transit Riders	2%	1%	1%	1%	2%	1%	1%	5%	3%	2%

Written responses include:

- Concern with youth center (fix it up, relocate it, concerns with loitering youth) – 11%
- Parking (lack of parking and problem with parking meters) – 9%,
- Stores (lack of variety, need for upscale stores, limited store hours, more essential services) – 7%

QUESTION 6: WHAT WOULD TURN MAIN STREET INTO MORE OF A DESTINATION FOR YOU?

Origin of Survey Returns	Better Stores/ Services	Attractive Environment	Total Responses
Shops	16.60%	19.80%	36.40%
Ratepayers	1.60%	1.80%	3.40%
GO Transit Riders	10.40%	10.70%	21.10%
Community Services & Farmers Market	19%	20.10%	39.10%
Total Responses	47.60%	52.40%	100%

Additional written responses for question 6 include:

- More essential services (banks, corner stores, pharmacies, extend business hours) – 13%
- Urban design & creating liveable spaces (close streets for pedestrians only, more eateries with patios, encourage bikes, improve accessibility for children and seniors) – 9%

QUESTION 9: WHAT IS YOUR AGE?

Origin of Survey Returns	Under 20	20-30	30- 40	40-50	50-65	Over 65	Total Responses
Shops	2%	6%	7%	9%	10%	4%	38%
Ratepayers	0%	0%	2%		1%	0%	4%
GO Transit Riders	0%	2%	4%	5%	7%	1%	18%
Community Services & Farmers Market	1%	3%	9%	9%	12%	6%	41%
Total Responses	3%	11%	22%	23%	30%	11%	100%

REFERENCES:

Adams, Michael, Sex in the Snow: Canadian Social Values at the End of the Millennium, Viking: 1997

Foot, David, “The Toronto that will be”, Toronto Life, January 2000