



PHASE 2 REPORT: VISION STATEMENT, PRINCIPLES AND OBJECTIVES

YONGE STREET & DAVIS DRIVE STREETScape MASTER PLAN



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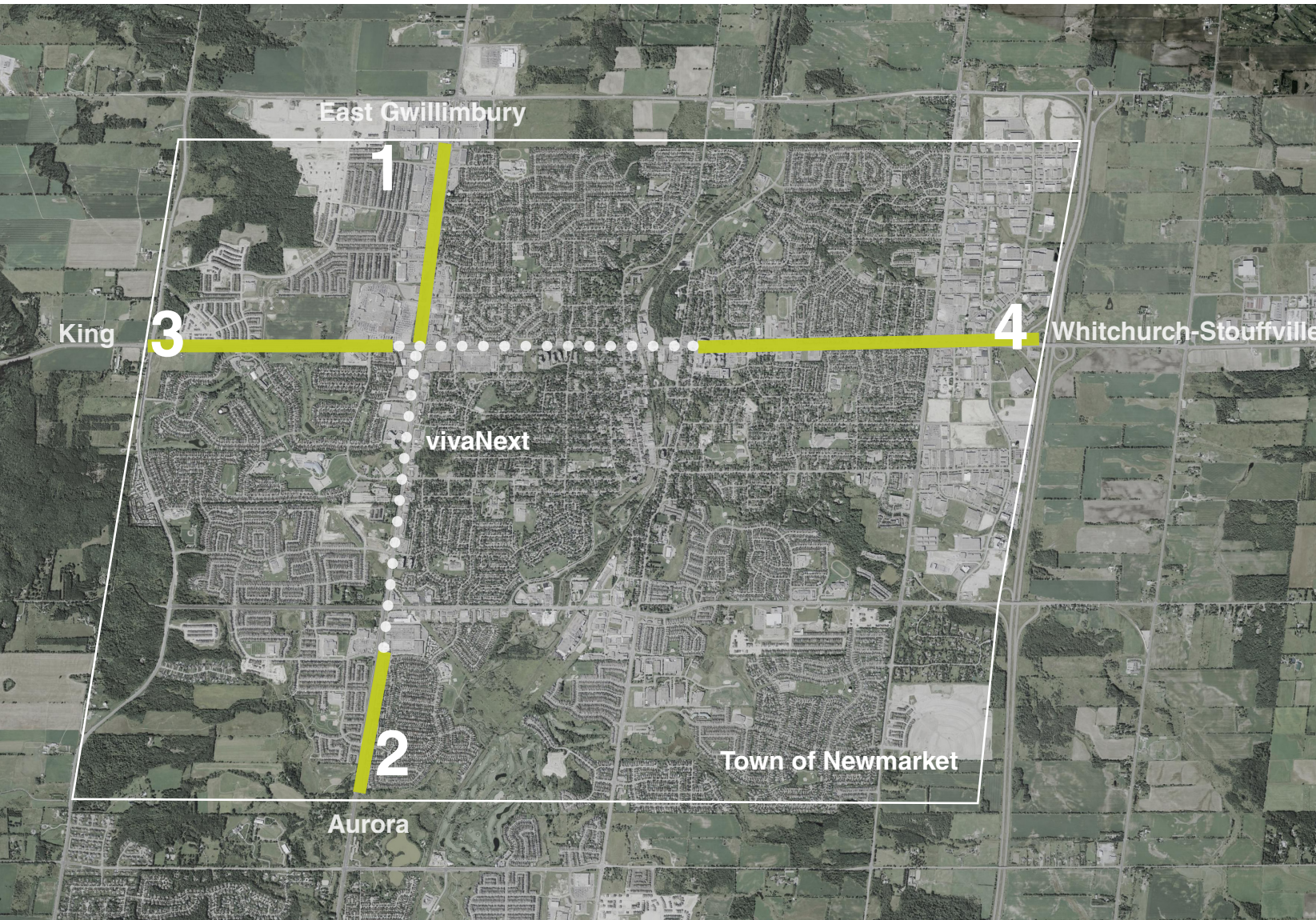
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STREETSCAPE DESIGN PRINCIPLES

EXECUTIVE SUMMARY

Project Background

Within the Town of Newmarket and The Regional Municipality of York, the Yonge Street and Davis Drive corridors have been identified as key locations for intensification, growth and development. With public and private sector projects already in the works, a major transformation of these corridors is imminent. In response, the development of the Yonge Street and Davis Drive Streetscape Master Plan study will define the vision's key design principles. The Streetscape Master Plan will transform the streetscape from a primarily car-oriented corridor to a walking, cycling and transit oriented public realm. The Master Plan will guide streetscape development and provide recommendations to strengthen and reinforce the sense of place. The plan will contribute to a unique atmosphere that is livable and promotes lively social interaction and community engagement. The Yonge Street and Davis Drive Streetscape Master Plan is divided into the following four segments:



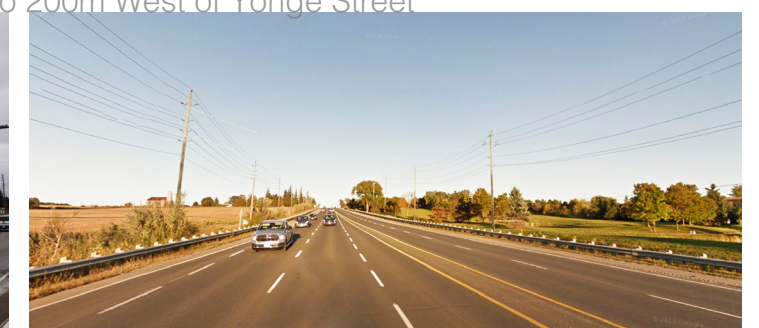
1 Yonge Street North Town Boundary to Davis Drive



2 Yonge Street South Sawmill Valley Drive to Town Boundary



3 Davis Drive West Bathurst Street to 200m West of Yonge Street



4 Davis Drive East Highway 404 to Patterson Street



Visioning Workshop

A Visioning Workshop was held to discuss local municipal and Regional priorities for the Yonge Street & Davis Drive Streetscape Master Plan Vision. The aim of the workshop was to develop a clear and united Master Plan vision informed by the objectives of the Region and Town. The Stakeholders discussed key issues pertaining to urban design, green infrastructure and active transportation.

The Visioning Workshop presentation examined the project background, varying land uses and contexts in the four corridors, Regional and municipal plans, future projects in the area, active transportation precedents and streetscape best practices. If you would like to receive a copy of this presentation please contact the Streetscape Program Manager at York Region.

During the Visioning Workshop the Stakeholders formed two groups: Group 1: Yonge Street and Group 2: Davis Drive. The groups each created a vision for the future of the streetscape, that were combined to create an overall Streetscape Vision.

The focus at this stage is to develop a streetscape vision for Yonge Street and Davis Drive that builds upon the transformation of the public realm through a placemaking approach incorporating urban design principles that:

- Foster a lively and livable street
- Inspire high quality design
- Embrace art and culture
- Create a climate of economic success
- Cultivate a sustainable environment



YONGE STREET & DAVIS DRIVE VISION



- VIBRANT
- GREEN
- ACTIVE

The Yonge Street and Davis Drive Vision together with the streetscape design principles will inform the Streetscape Master Plan in Phase 3 of the project.



1.0 VISIONING WORKSHOP



The Project Core Team

York Region
 Town of Newmarket
 York Region Rapid Transit Corporation (YRRTC)
 York Region Transit (YRT)

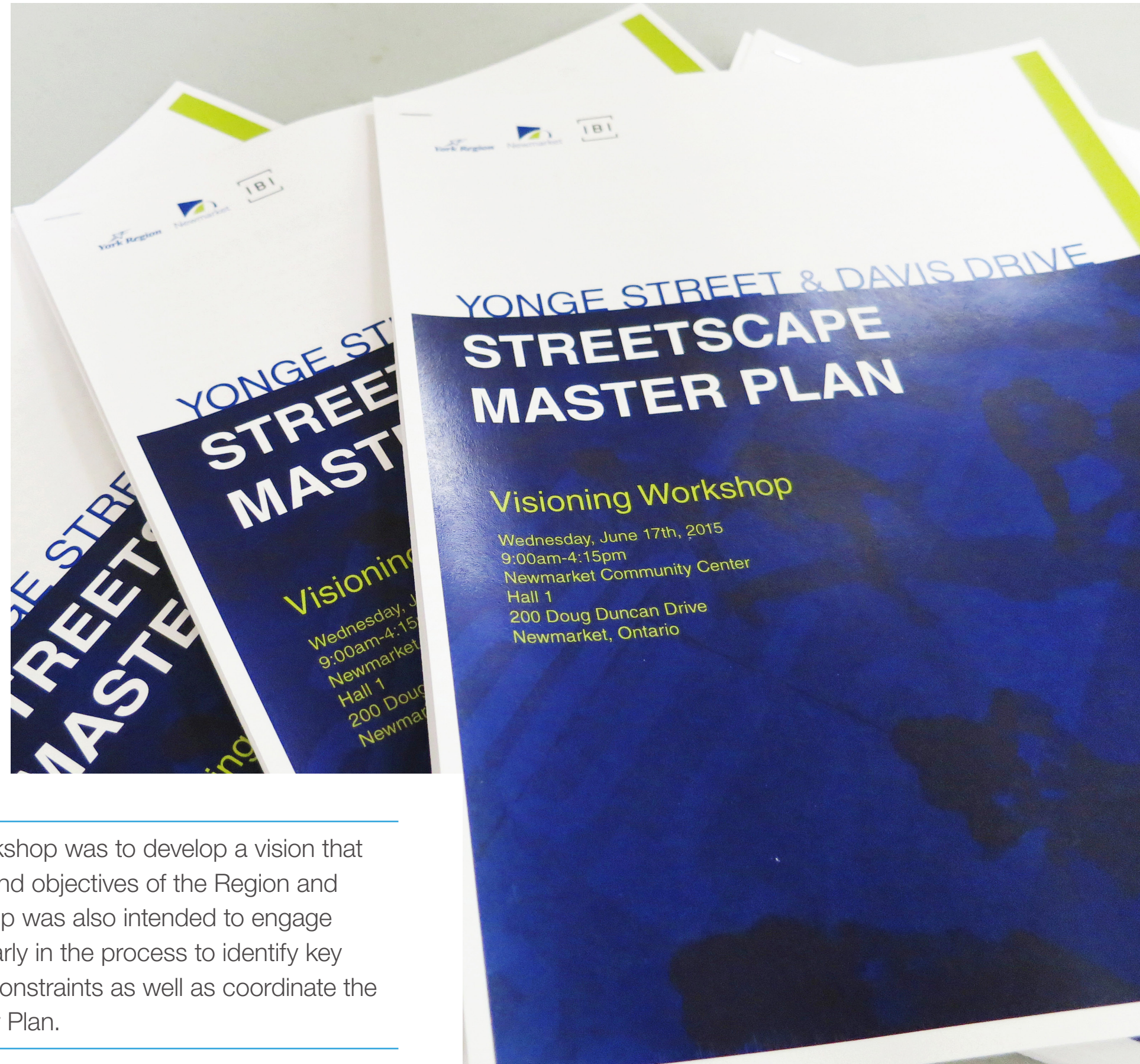
1.1 Visioning Workshop Executive Summary

On June 17, 2015, the Project Core Team, supported by the Town Mayor, Public Works Commissioner and York Region Transportation Services Commissioner, hosted a Visioning Workshop to discuss local and Regional priorities for the Yonge Street & Davis Drive Streetscape Master Plan Vision.

The Visioning Workshop was attended by Town and Regional stakeholders representing a range of disciplines such as policy and planning, urban design, transportation planning, transit, operations/maintenance, and economic development.

The aim of the workshop was to develop a clear and united vision informed by the objectives of the Region and Town. By engaging stakeholders early in the process, IBI Group was able to identify opportunities and constraints and coordinate the Streetscape Master Plan with other Regional and municipal projects and processes.

The workshop included an interactive presentation by York Region, Town of Newmarket and IBI Group, including a discussion on best practices for streetscape and active transportation as well as opportunities for improvement. Following the presentations, the workshop attendees were divided into two groups for a design charette: Group 1: Yonge Street and Group 2: Davis Drive. The design charette and break out session was initiated as an opportunity to discuss and develop a cohesive vision for both major corridors.



The aim of the workshop was to develop a vision that fits with the goals and objectives of the Region and Town. The workshop was also intended to engage key stakeholders early in the process to identify key opportunities and constraints as well as coordinate the Streetscape Master Plan.



1.2 Workshop Purpose

The visioning workshop facilitated the creation of the framework for planning and development of the Streetscape Master Plan. IBI Group has been retained to develop the Streetscape Master Plan.

Together, the vision and Master Plan will provide detailed guidance on how the public realm design will be implemented through development and Capital projects. The Master Plan is intended to become a comprehensive design tool to guide York Region and the Town of Newmarket as well as private developers on public realm design.

The focus at this stage is to develop a streetscape vision for Yonge Street and Davis Drive that builds upon the transformation of the public realm through a placemaking approach incorporating urban design principles that:

- Foster a lively and livable street
- Inspire high quality design
- Embrace art and culture
- Create a climate of economic success
- Provide for environmental sustainability

1.3 How Do We Create a Vision?

Over the next 25 years, Yonge Street and Davis Drive corridors will transform from a suburban past to an urbanized future. This transformation will build on the strategic vision set out in the Town of Newmarket's Official Secondary Plan and planning initiatives.

The transformation will also incorporate transit initiatives by the Province and Metrolinx such as the vivaNext BRT which is planned for construction on Yonge Street and is currently under construction on Davis Drive, going through the Town of Newmarket urban centre. The Streetscape Master Plan will provide an agreeable transition from the vivaNext Streetscape on Yonge Street and on Davis Drive through gradually shifting streetscape geometries and street furnishings.

Once the streetscape vision for the corridors has been established, regulatory tools and policies will be developed to ensure that the vision can be implemented.



1.4 What We Heard

The stakeholder group raised a number of key comments and questions following the presentations delivered by the Project Core Team. These questions and comments are summarized on this page. IBI Group will consider and address these critical issues through the upcoming phases of the study.

The following summary highlights the key themes arising from these discussions:



URBAN DESIGN

- Design and plan for the future;
- Animate the street;
- Consider space between the (future) building and the public right-of-way (ROW);
- Maintain an appropriate setback condition in order to provide opportunities to animate the street;
- Consider pilot projects to initiate big change;
- ‘Borrow’ on-street parking spaces for urban patio space;
- Provide for the most vulnerable of society (i.e. young, elderly, disabled, visually impaired);
- Seamlessly transition the streetscape design into the transit network streetscape;
- Address the dominant presence of hydro poles;
- Incorporate strategies in policy to accommodate undergrounding of hydro by private developers (Newmarket Secondary Plan calls for a 3-5m easement/setback for hydro burial);
- Utilize Hendrix cables to allow for the planting of large trees under hydro wires;
- Consider ways to reduce the visual scale of the ROW;
- Consider maintenance/operations in urban design;
- Create an animated/pedestrian scale environment to engage pedestrians and cyclists and avoid the ‘Runway Effect’;
- Maximize animation of the streetscape in order to minimize potential monotony;
- Incorporate publicly accessible WiFi in public plazas and open spaces to attract an educated workforce with high quality engagement;
- Consider the possibility that Davis Drive and Yonge Street could be used for public events (i.e. street fairs, parades).



GREEN INFRASTRUCTURE

- Consider new alternatives/opportunities for stormwater management (SWM) strategies and incorporate this into policy;
- Reduce hard impervious surfaces to redirect runoff;
- Consider permeable paving options;
- Increase softscape to decrease stormwater runoff;
- Consider climate change impacts;
- Design for Low Impact Development (LID);
- Consider SWM alternatives (i.e. bioswale, cisterns, rain gardens);
- Consider aesthetics of sustainable initiatives;
- Proactively reduce the heat island effect;
- Rethink SWM ponds to create community amenity space;
- Consider putting utilities in municipal areas (i.e. community parks);
- Consider park locations/linkages where there are opportunities for intensification;
- Provide sufficient soil volumes to support the growth of large trees.

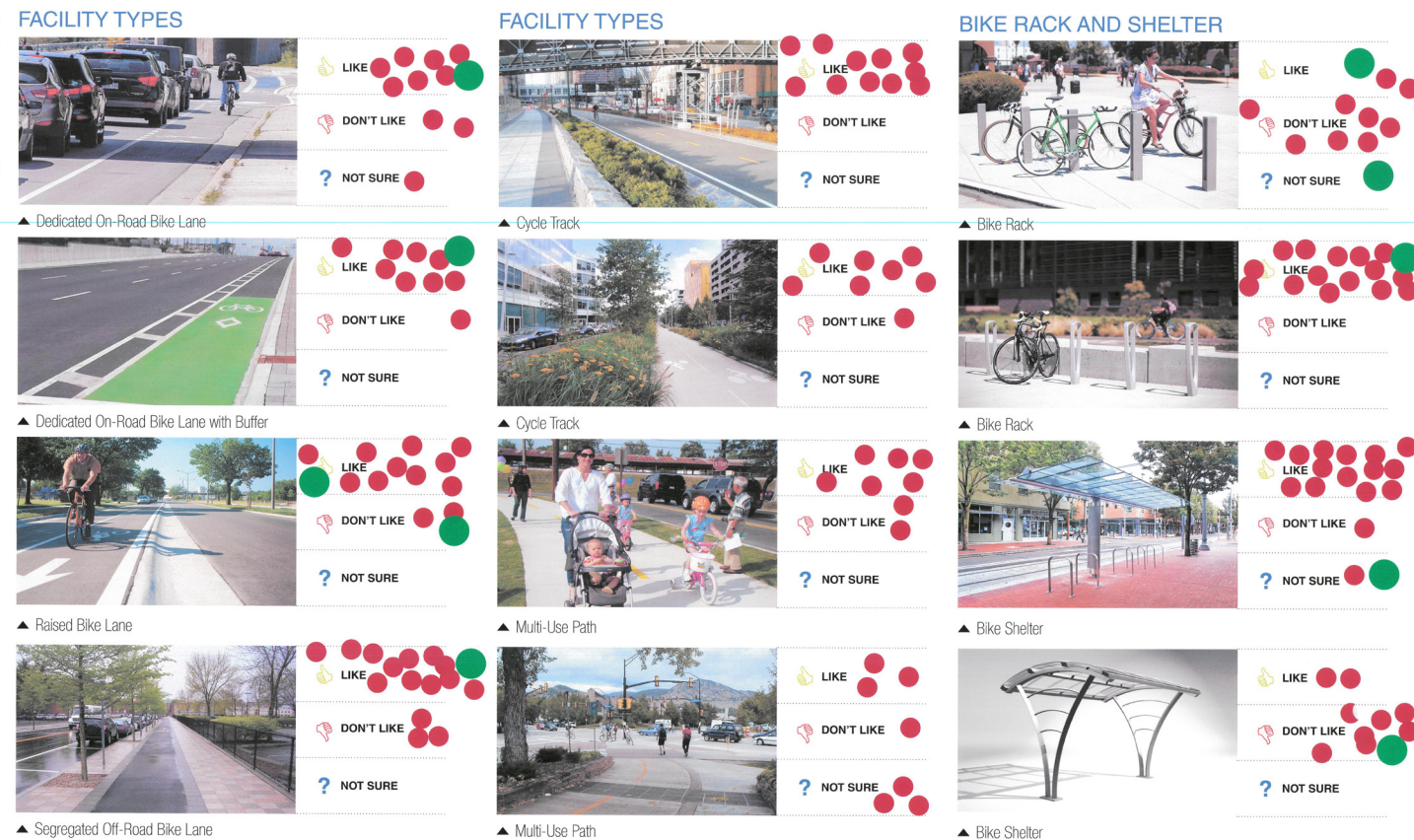


ACTIVE TRANSPORTATION

- Provide safe and accessible infrastructure for pedestrians in order to make them a priority;
- Recognize that the future urban grid will provide more pedestrian and cyclist connections;
- Provide comprehensive pedestrian and cycling routes to local destinations (i.e. Davis Drive, Main Street);
- Develop context sensitive active transportation;
- Break up the street grid to improve active transportation;
- Incorporate accessibility and AODA compliance.

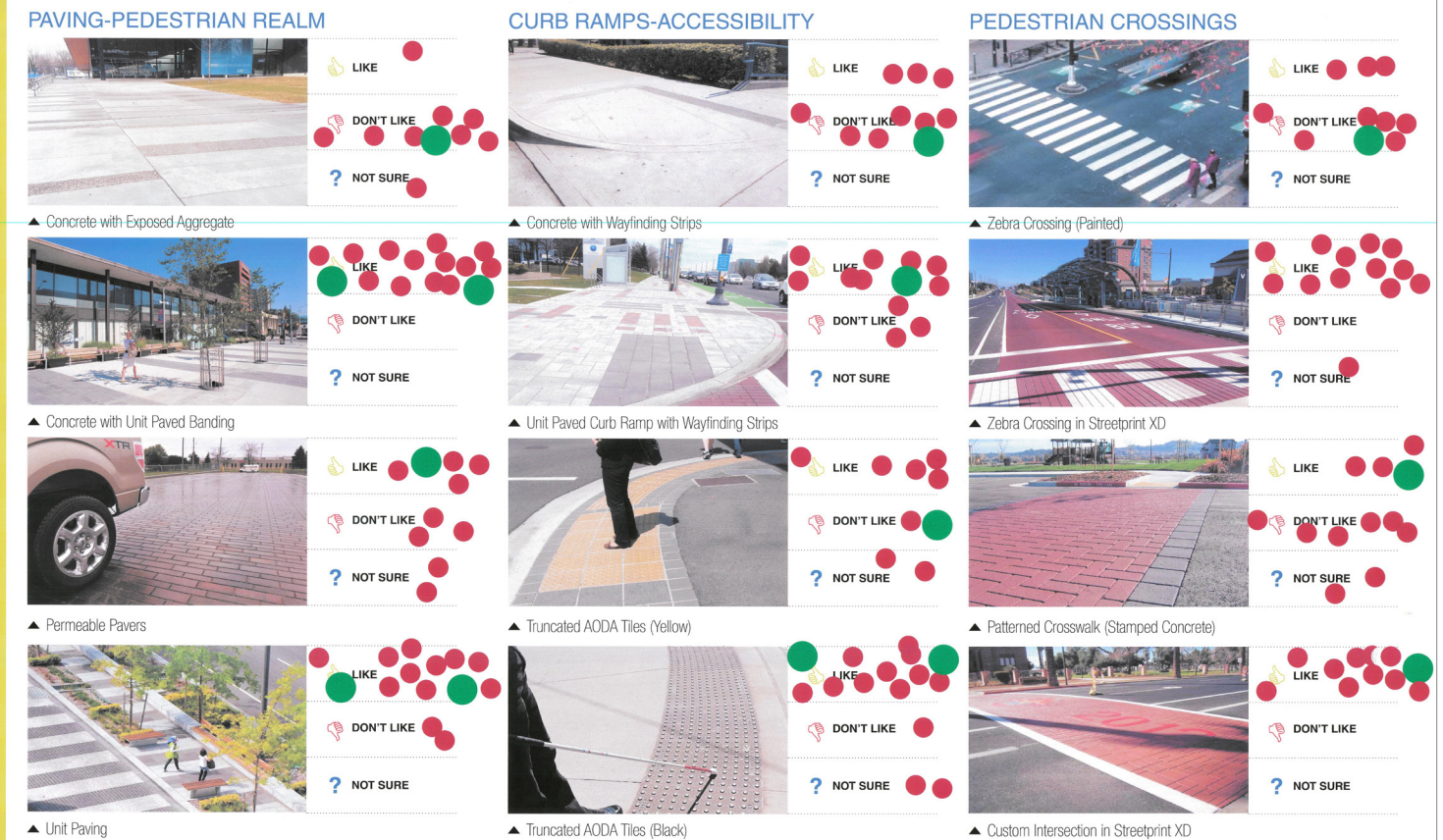


Visual Preference Survey - Active Transportation - Bike



Yonge Street and Davis Drive Streetscape Master Plan

Visual Preference Survey - Active Transportation



Yonge Street and Davis Drive Streetscape Master Plan



1.5 Visual Preference Survey

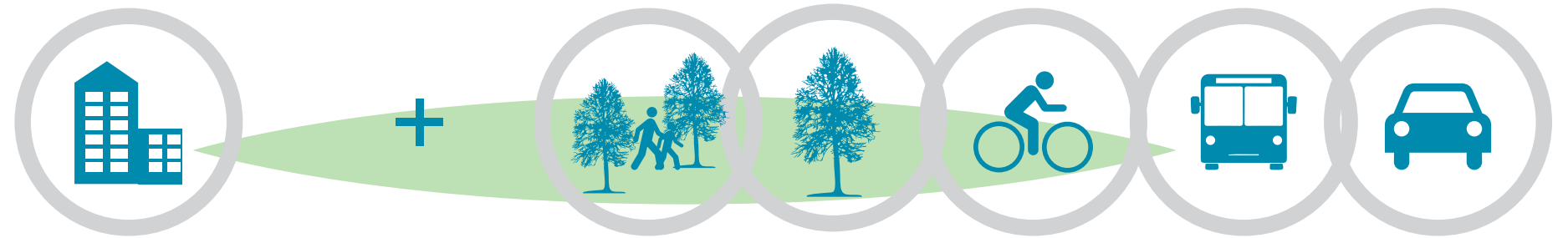
A visual preference survey was conducted where we asked the workshop participants to indicate their personal preference on streetscape elements including lighting, furniture paving, public art and bike lane facilities. Categories included *Like*, *Don't Like*, and *Not Sure*. Above are a sample of the visual preferences of the stakeholder group.

1.6 Design Charette: Working Session

The stakeholders were divided into two groups: Group 1: Yonge Street and Group 2: Davis Drive. The workshop deliverables for each group included creating a vision statement and a concept plan. We also asked each group to brainstorm about what they want to see for the future of these critical corridors in the heart of the Town of Newmarket. The results are included in the following sections.



1.6.1 Group 1: Yonge Street Vision



Yonge Street is a vibrant green ribbon of urban infrastructure balancing the multi-modal needs of the community.

BRAINSTORM SESSION : WHAT WE HEARD

COMMUNITY

1. Create an Urban Lab in the public realm;
2. Promote community intensification and vary the community experience;
3. Activate the street as a “living room” for residents of higher density areas;
4. Create physical anchors at north and south ends of the Yonge Street corridor;
5. Create a sense of place;
6. Ensure intersections have an identity, and character zones look and feel different;
7. Create a place where people walk for enjoyment;
8. Provide vendor friendly spaces;
9. Expand on York Region Capital projects on Yonge Street;
10. Balance function with design and aesthetics.

GREEN SPACE

11. Create a programmable linear park that incorporates movement, expands the pedestrian experience and establishes a cohesive interface.

TRANSPORTATION


12. Develop a hierarchy of transportation modes for local trips;
13. Implement high quality segregated cycle tracks for cyclists to improve safety;
14. Decrease through traffic volumes in favour of destination traffic;
15. Provide physical access through residential areas;
16. Ensure harmonious implementation of various transportation modes including transit, vehicles, cyclists and pedestrians.



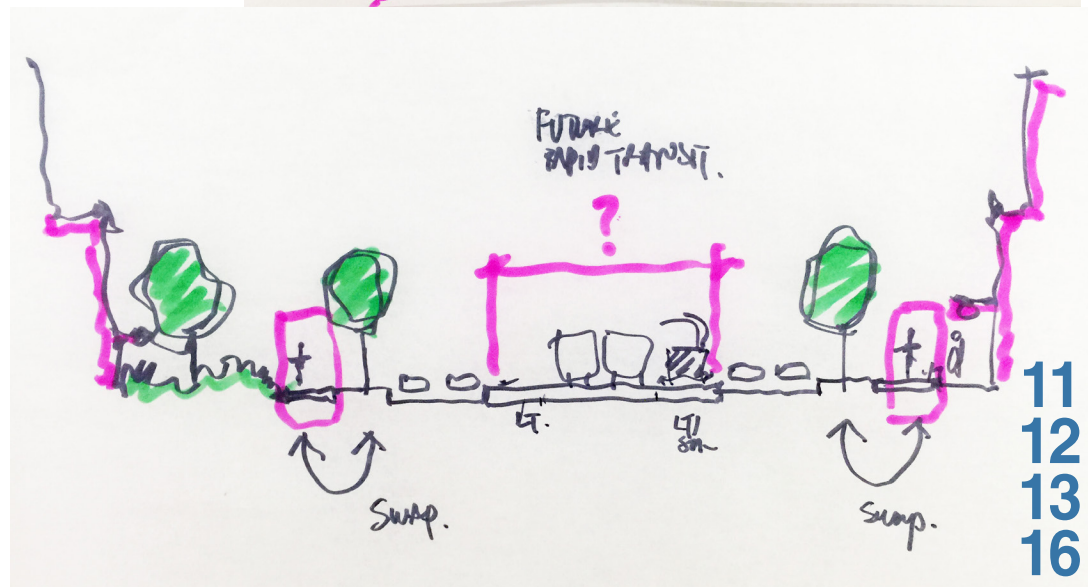
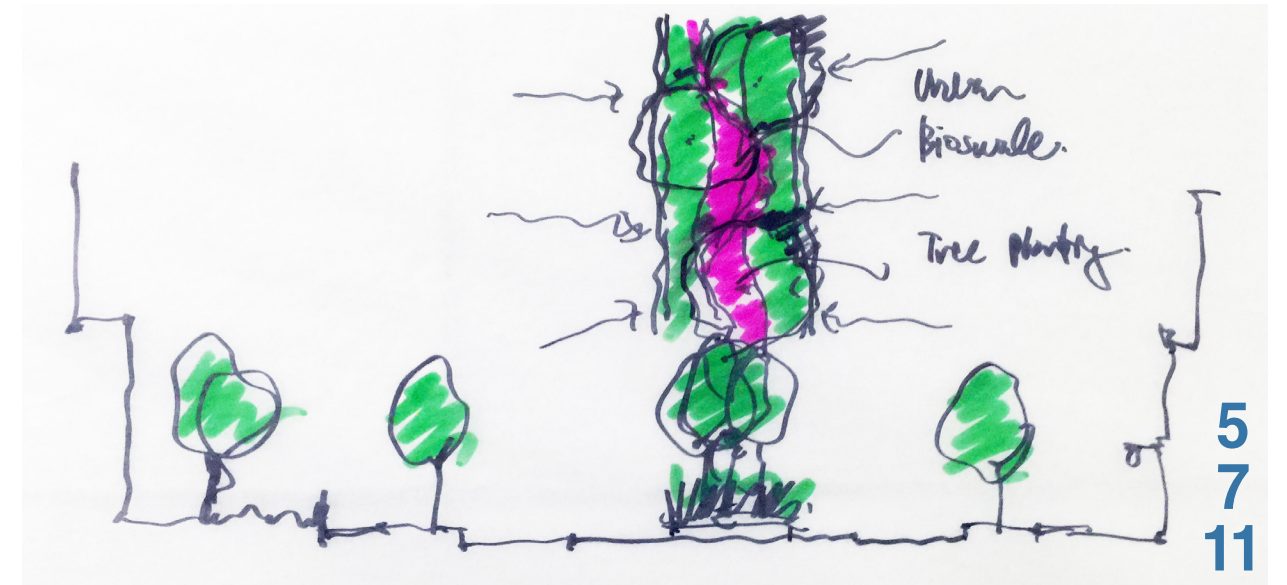
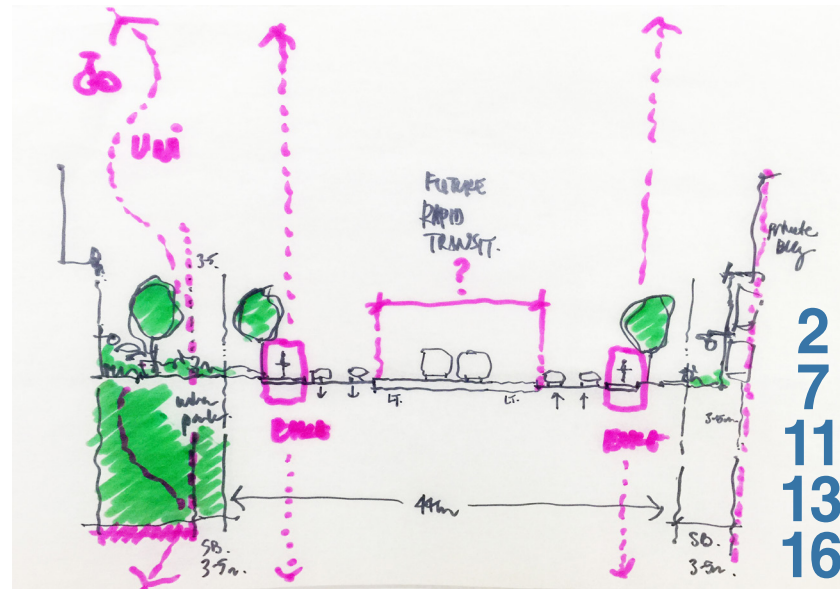
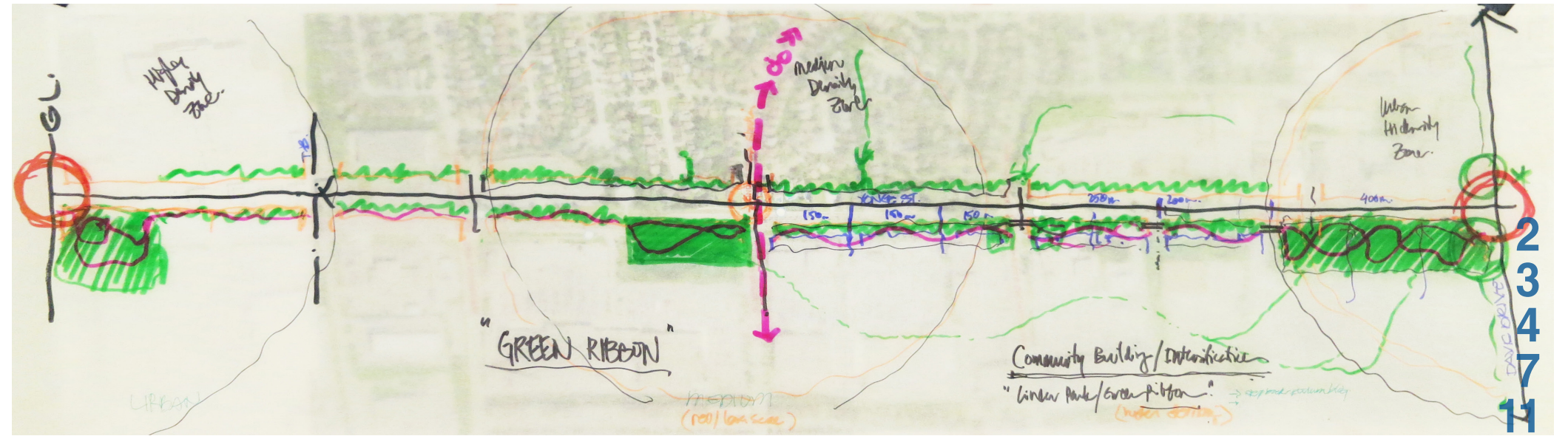
Concept sketches produced by **Group 1: Yonge Street** during the workshop

GREEN RIBBON

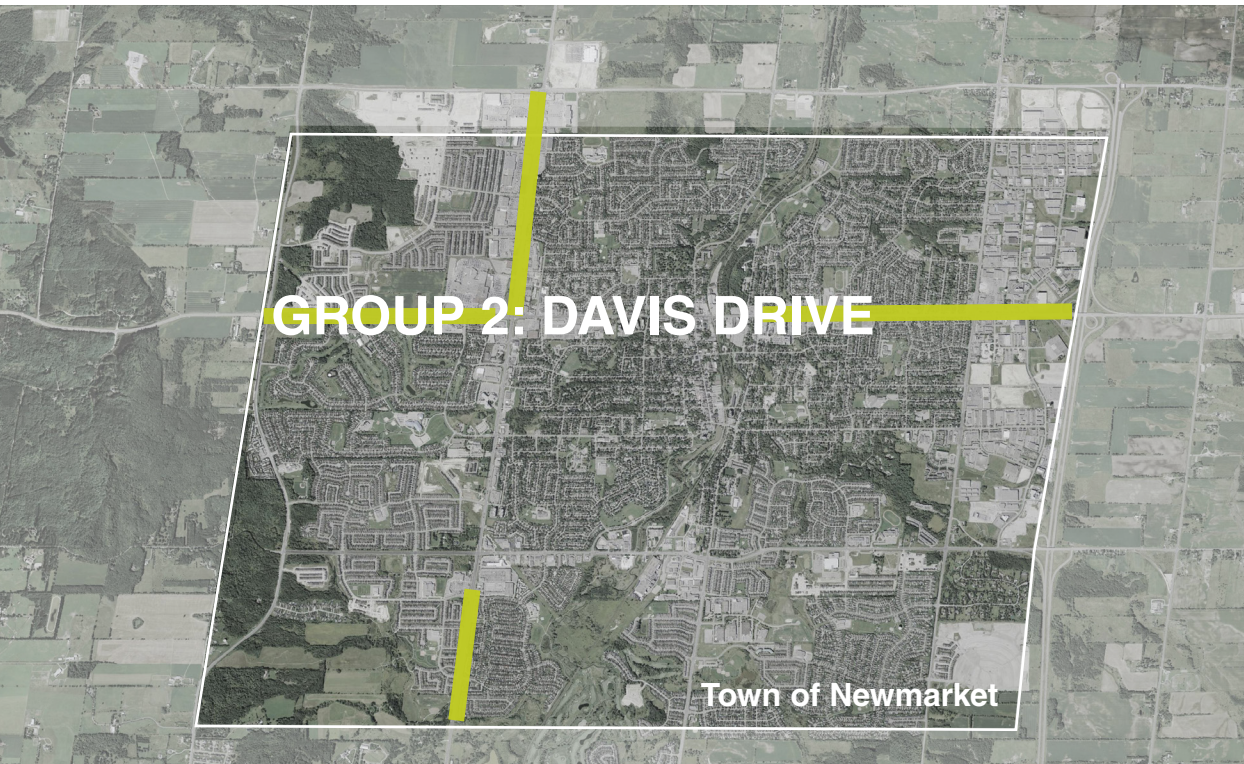
Community Intensification.

- o Expand upon Existing Plan
- o Add Linear Park
 - Movement
 - experience
 - variety
 - programmed uses.
 - focus for a "sense of place".
- o Urban Lab/ Partnership
- o function  density/height

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* Numbers correspond to the Brainstorm Session: What We Heard concepts from the previous page.



1.6.2 Group 2: Davis Drive Vision



Vision Statement: Davis Drive as a balanced, multi-modal green corridor.

BRAINSTORM SESSION: WHAT WE HEARD

SUSTAINABLE DESIGN

1. Incorporate context sensitive principles of Low Impact Development (LID);
2. Maximize all opportunities to increase the urban tree canopy;
3. Capture surface drainage to irrigate trees;
4. Connect the new gateway at Yonge Street and Davis Drive with the future proposed linear park;
5. Utilize the hydro corridor as a green trail link;
6. Consider the use of permeable paving with input from the Operations and Maintenance departments.

STREET TYPOLOGIES

7. Create context sensitive streetscape typologies for Davis Drive including: Gateway, Urban Street, Green Street, Window Street and Viva Transition;
8. Consider jurisdictional conflicts;
9. Consider LID for Window Street streetscape typology;
10. Consider an off-street multi-use trail east of Bathurst Street: 3m wide with a generous landscape buffer;
11. Continue the vivaNext streetscape language west of Yonge Street to Eagle Street for continuity and appropriate transition;
12. Consider on-street parking near the GO Station transit hub near Davis Drive and Eagle Street;
13. Control traffic infiltration through low density neighbourhoods;
14. Prioritize active transportation.

COMMUNITY TYPES

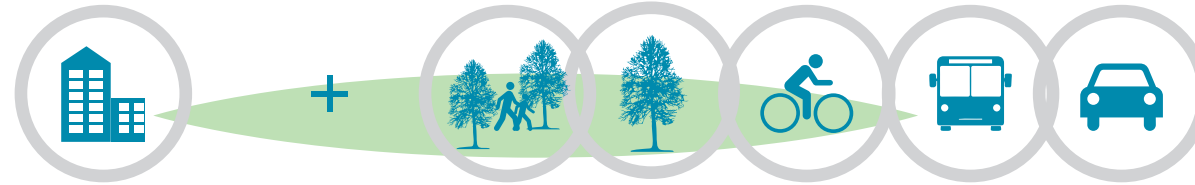
15. Consider multi-use developments that include residential at Leslie Street and Davis Drive;
16. Foster a family oriented neighbourhood west of Eagle Street;
17. Establish the Yonge Street and Davis Drive intersection as an urban node;
18. Maintain stability of low density residential neighbourhoods.



1.7 Vision Summary

The final Yonge Street & Davis Drive Streetscape Master Plan Vision is a culmination of the Yonge Street Vision, the Davis Drive Vision and the York Region Transportation Services Vision.

Yonge Street Vision



Yonge Street is a vibrant green ribbon of urban infrastructure balancing the multi-modal needs of the community.



Davis Drive Vision



Davis Drive as a balanced, multi-modal green corridor.



York Region Transportation Services Vision
Connecting strong, caring and safe communities.



Yonge Street & Davis Drive Streetscape Master Plan Vision



VIBRANT

GREEN

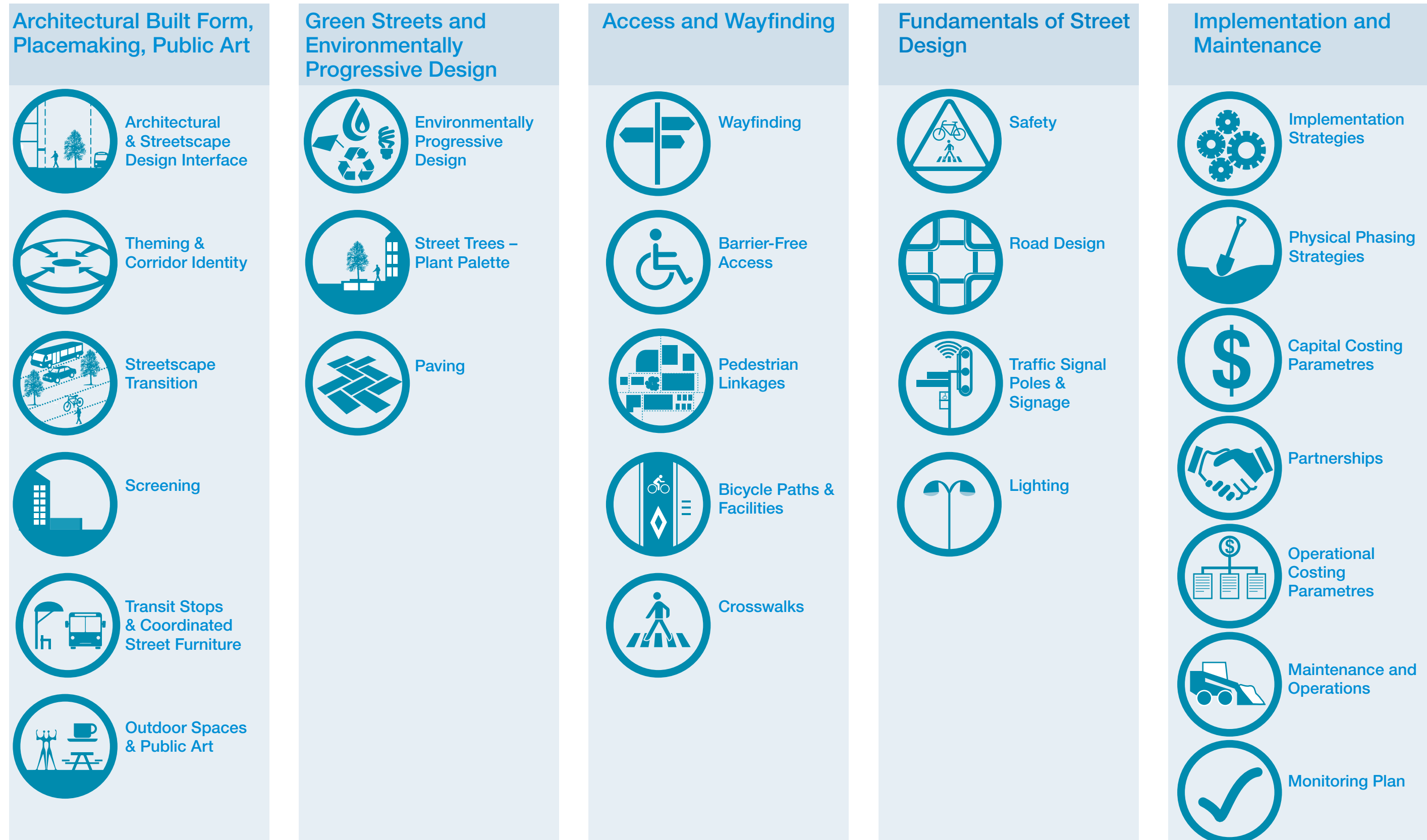
ACTIVE

2.0 STREETScape DESIGN PRINCIPLES



2.0 Streetscape Design Principles Overview

The following Streetscape Design Principles outline the Streetscape best practices that will inform the Yonge Street & Davis Drive Streetscape Master Plan.



2.1 Architectural Built Form, Placemaking, Public Art

2.1.1 Architectural & Streetscape Design Interface



Buildings should be placed near streets, not behind parking areas, to better define the street. At grade streetfront retail should be provided to humanize the building wall and animate the sidewalk. Building entrances should be close to transit entrances or bus stops where feasible.

Along the corridors, it is important to promote a built form that is pedestrian friendly, contains visual variation and is of high quality building materials.

EXISTING CONDITIONS



Within the study area, the architectural built form is currently setback from the street. Within the commercial areas, large asphalt parking lots dominate the streetscape and contribute to the urban heat island effect.

STRATEGIES

1. Create proper edge treatments such as compatible building scale and landscaping between new developments and existing communities to minimize impacts and ensure integration.
2. Locate surface parking lots in the rear of buildings in order to maintain an animated street frontage.
3. Built form should have a strong interface with the pedestrian scale. This can be achieved through appropriate entrances, massing and such techniques as the placement of townhouses at the base of larger buildings.
4. Establish building heights that are informed by the guidelines set out by the Newmarket Urban Centres Secondary Plan in order to achieve the desired neighbourhood characters.
5. Limit the building setback from the road ROW. Locating buildings close to the street will help to create a sense of enclosure and comfort for pedestrians.
6. Ensure height to width ratios create a human scale on the major thoroughfares of Yonge Street and Davis Drive that are comfortable to pedestrians and will encourage walking.
7. Align buildings with the sidewalk and design active uses including access/egress facing the street rather than parking lots.

FUTURE OPPORTUNITIES & PRECEDENTS



* Numbering correspond to strategies.

2.1 ARCHITECTURAL BUILT FORM, PLACEMAKING, PUBLIC ART

2.1.2 Theming & Corridor Identity



Each corridor should possess a unique context sensitive identity that caters to its specific conditions. The corridors' individual streetscape typologies (i.e. urbanized, residential, pastoral) should be informed by existing and future land uses. Their unique identities should be reinforced through streetscape design. These distinctive corridors should work together to establish a unifying theme for the Town of Newmarket. The theme will help strengthen the streetscape's visual continuity and sense of place. A theme can be established based on context, history, or urban aesthetic. Streetscape theming can be reinforced through the use of unifying elements such as paving patterns, street furniture, plant palette, banners, lighting and scale. Presenting a strong theme will amplify an understanding of the Town of Newmarket as a unique and memorable place.

FUTURE OPPORTUNITIES & PRECEDENTS



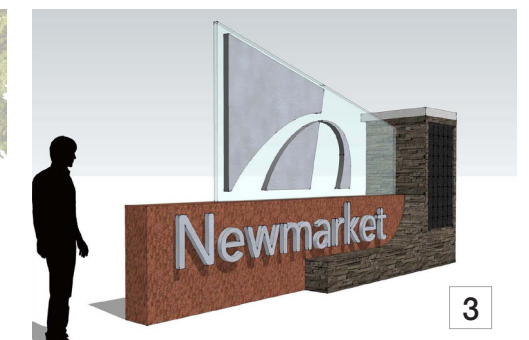
EXISTING CONDITIONS



Within the project area, the existing streetscape lacks a consistent language or vocabulary. The streetscape typologies are very generic. Streetscape furniture, lighting, and paving materials vary within the project area. In contrast, the streetscape treatment in the adjacent vivaNext corridor provides a strong streetscape language that reinforces the Viva brand. Paving materials, plant palette, rapidway pavement markings, scale, street lighting and furniture are consistent throughout the vivaNext corridor on Yonge Street and Davis Drive.

STRATEGIES

1. Unify the overall Town theme through streetscape elements such as paving patterns, distinctive lighting, branding banners and coordinated street furniture in order to establish a stronger sense of place.
2. Use a cohesive and unique plant palette paired with distinctive tree species to aid in presenting a clear theme.
3. Use the Gateways into the Town of Newmarket to establish the Town's theme.
4. Develop identifiable elements that unify the corridors in order to reinforce the Town's theme.
5. Integrate surrounding context including the viva streetscape to create smooth transitions.
6. Draw on the Town of Newmarket's historic context in order to establish a more legible sense of place.
7. Create a unique identity for each corridor informed by the surrounding context.



2.1 ARCHITECTURAL BUILT FORM, PLACEMAKING, PUBLIC ART

2.1.3 Streetscape Transition



Streetscape transition areas are locations where streetscape typology shifts. Transitions can occur from one street to the next or from intersection to midblock. Pedestrians also experience transitions as they travel from the sidewalk to the street. Transitional streetscape design can mitigate these shifts providing a safer and more pleasant experience.

EXISTING CONDITIONS

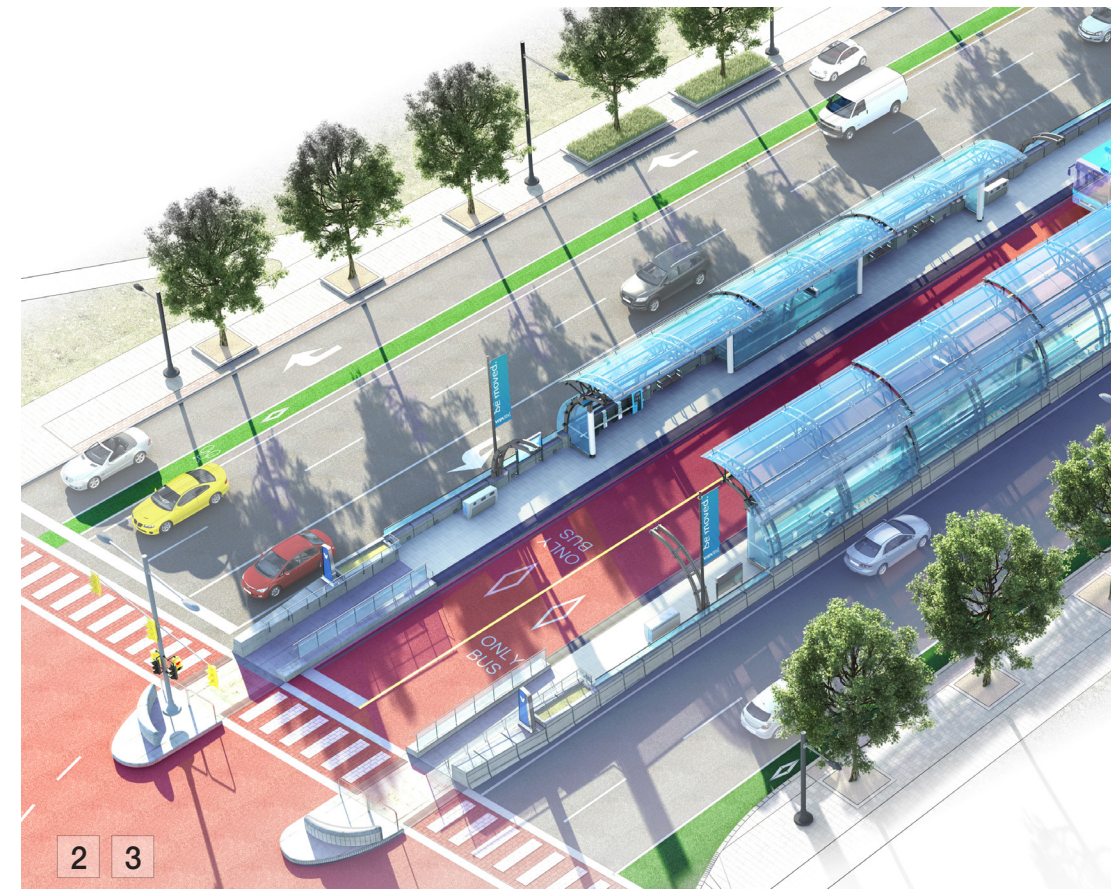


The current streetscape lacks sufficient transition areas. The streetscape typologies along both the Yonge Street and Davis Drive corridors are generic and do not always respond to the local context. There are locations where pedestrian paths of travel are disjointed or non-continuous.

STRATEGIES

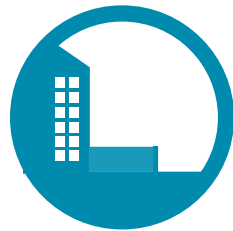
1. Increase the visual importance of intersections through the expansion of paved areas and use of different paving materials such as unit pavers before transitioning into a midblock condition.
2. Transition street tree treatment from planters to grates at intersections to provide more space for increased pedestrian traffic.
3. Establish streetscape transition zones that respond to the local context. Transition zones should continue to a natural point of division such as a driveway, edge of planter or transit stop.

FUTURE OPPORTUNITIES & PRECEDENTS



2.1 ARCHITECTURAL BUILT FORM, PLACEMAKING, PUBLIC ART

2.1.4 Screening



Landscape screening in the public realm should provide a visual buffer to sensitive land uses or unpleasant objects.

EXISTING CONDITIONS



Along the corridor some areas consist of back lotted single family homes with private fences of varying types and materials that face onto the public realm. In the commercial areas, large asphalt parking lots are directly adjacent to the public realm with little to no visual screening.

STRATEGIES

1. Screen private privacy fences with a landscape buffer to provide visual continuity in the public realm.
2. Incorporate living walls or architectural decorative screens to mask unsightly objects adjacent to or within the public realm.

FUTURE OPPORTUNITIES & PRECEDENTS



2.1 ARCHITECTURAL BUILT FORM, PLACEMAKING, PUBLIC ART

2.1.5 Transit Stops & Coordinated Street Furniture



Transit stops will be destinations within the local community and provide opportunities to promote an identifiable service across the Region and Town. The transit stop design, function and furniture will be paramount to ensure a seamless, accessible, and attractive customer environment and experience. The design of the stop and the co-ordinated streetscape furniture should complement each other and contribute to community identity and placemaking within the public realm.

EXISTING CONDITIONS

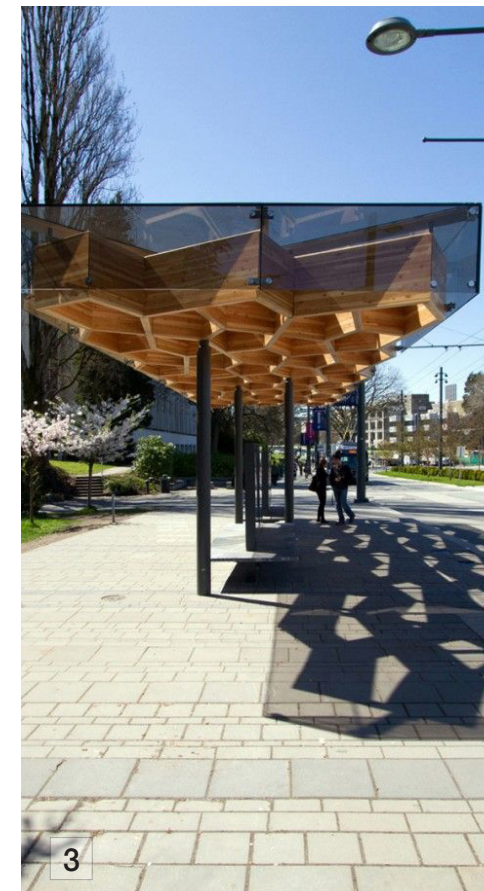
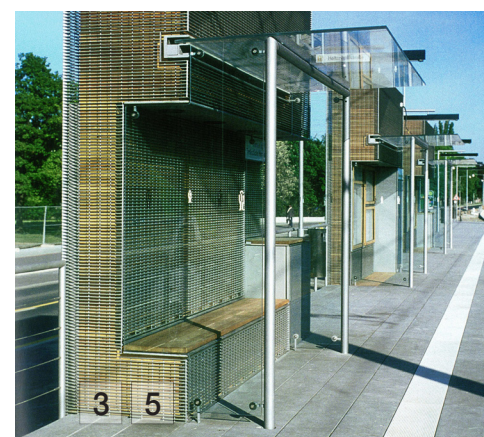


The existing transit facilities within the project area are supplied by York Region Transit (YRT) including bus shelters, transit poles, bicycle racks and waste receptacles. Some of the shelters and furniture are the outdated design and have yet to be updated with the Region's Coordinated Street Furniture Program. There are also a few curbside Viva bus stops as part of the Quick Start program installed along the Yonge Street South segment.

STRATEGIES

1. Provide a unified and cohesive architectural/urban design for the transit shelters, benches, bike racks and waste/recycling units as part of the Regional Coordinated Street Furniture Program.
2. Provide secure and plentiful bicycle parking at stop locations, particularly at signalized intersections or areas of urban intensification.
3. Provide clearly marked and protected access for pedestrians and cyclists at stop locations to minimize conflicts and improve accessibility.
4. Informed by the Regional Coordinated Street Furniture Program, encourage high quality transit station architecture and public realm that is sensitive to the surrounding built context and community vision.
5. Provide amenities to enhance customer comfort, safety, and information.
6. Ensure sufficient lighting around transit facilities.

FUTURE OPPORTUNITIES & PRECEDENTS



2.1 ARCHITECTURAL BUILT FORM, PLACEMAKING, PUBLIC ART

2.1.6 Outdoor Spaces & Public Art



A variety of public open spaces as well as public art at key locations along the corridor will contribute to a sense of place, foster healthy communities, and provide places for social interaction.

EXISTING CONDITIONS

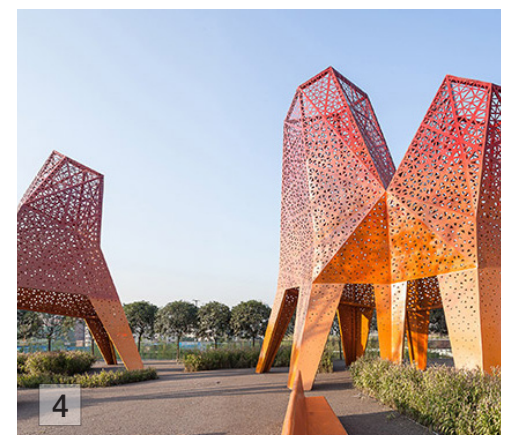


The existing study area lacks useful outdoor spaces that are accessible to the public.

STRATEGIES

1. Provide a high quality and aesthetically pleasing public realm.
2. Provide well defined urban spaces with distinct streetscape elements to promote community identity and celebrate special places.
3. Build healthy communities by creating interactive places, public plazas, markets and parks near public transit nodes and along major corridors planned for urban intensification.
4. Create opportunities within the public realm for the incorporation of public art to celebrate and enhance the historical, cultural and artistic qualities of the Region and Town.
5. Design stormwater management areas as amenity areas that contribute to the community and provide ecological habitat.

FUTURE OPPORTUNITIES & PRECEDENTS



2.2 Green Streets and Environmentally Progressive Design

2.2.1 Environmentally Progressive Design



Strategies for minimizing the environmental footprint should consider how to reduce the urban heat island effect, increase energy efficiency, and reduce stormwater runoff. Equally important is the preservation and enhancement of the natural environment and built heritage.

EXISTING CONDITIONS

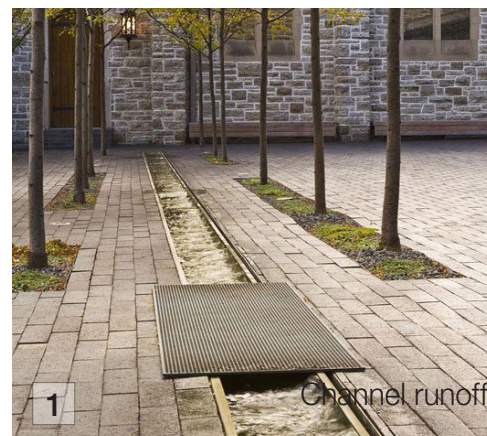


This is an example of an open drainage ditch on Yonge Street north. There are opportunities to improve the stormwater management infrastructure so that it is environmentally efficient and more conducive to an urbanized setting.

STRATEGIES

1. Adopt measures in water management to minimize water consumption and the impact of stormwater runoff in transit stops, urban plazas and the public realm.
2. Landscape and urban design should maximize tree cover, reduce hard surfaces, and minimize the urban heat island effect. Encouraging the use of light coloured materials in the public realm will also minimize the urban heat island effect.
3. Minimize the amount of impermeable surfaces by utilizing permeable pavers and soft landscaped areas.
4. Set water efficiency standards for landscaping and reduce potable water consumption by using recycled water systems for irrigation and high efficiency irrigation technology (i.e. rainwater harvesting, gray water reclamation, drip line system).

FUTURE OPPORTUNITIES & PRECEDENTS



2.2 GREEN STREETS AND ENVIRONMENTALLY PROGRESSIVE DESIGN

2.2.2 Street Trees – Plant Palette



Trees and landscape add visual interest, shade, ornamentation and continuity between urban spaces, while contributing to a reduction of noise and air pollution.

EXISTING CONDITIONS

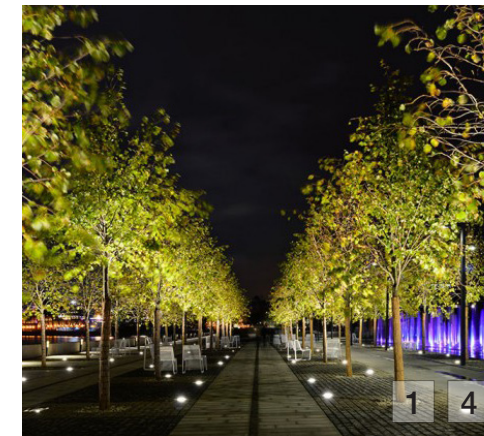


There are minimal street trees planted within the study area, particularly within the commercial areas. The existing overhead power lines create a challenge for the streetscape design since their easements occupy space within the corridor, and hydro regulations do not allow the planting of large trees under hydro lines. These constraints affect tree planting choices and the ability to place trees in an organized manner within the boulevard.

STRATEGIES

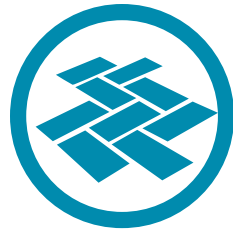
1. Select tree species that are proven top performers in an urban environment.
2. Use non-invasive and drought-resistant species to encourage a healthy ecosystem and minimize the need for irrigation.
3. Promote healthy tree growth through providing substantial topsoil and sufficient soil volume (minimum 30 cubic metres for an individual tree, or 14 cubic metres when soil volume is shared).
4. Reduce the urban heat island effect and mitigate energy costs related to air temperature by planting trees and vegetation.
5. Utilize Hendrix cables to encourage an expansive tree canopy under hydro lines.

FUTURE OPPORTUNITIES & PRECEDENTS



2.2 GREEN STREETS AND ENVIRONMENTALLY PROGRESSIVE DESIGN

2.2.3 Paving



Paving design can improve the quality of urban space and enhance the site features such as transit stations and stops, gateway features, and public open space. Creative paving design can also play a significant role in placemaking.

EXISTING CONDITIONS



The existing concrete paving is utilitarian and lacks visual interest. The paving widths throughout the corridor meet municipal and Regional standards but currently do not respond to areas that have higher volumes of pedestrian traffic or urban intensification.

STRATEGIES

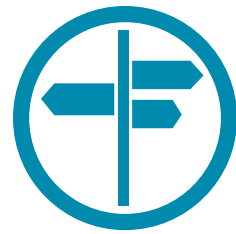
1. Utilize special paving and materials such as pigmented concrete, patterned concrete, decorative unit pavers, or coloured-textured asphalt to identify high pedestrian traffic zones or community elements such as urban plazas, station areas, and parks.
2. Provide opportunities to develop distinctive paving treatment to signify community areas with special character or significance.
3. Comply with current AODA standards for paving material, texture, colour, and size in order to create barrier-free accessibility for all users.
4. Employ feature paving treatments to serve as wayfinding devices for pedestrians.

FUTURE OPPORTUNITIES & PRECEDENTS



2.3 Access & Wayfinding

2.3.1 Wayfinding



Wayfinding helps pedestrians, cyclists and motorists navigate their communities efficiently and safely. Effective wayfinding strategies will help the community know where they are, where they are going and how to get there.

EXISTING CONDITIONS

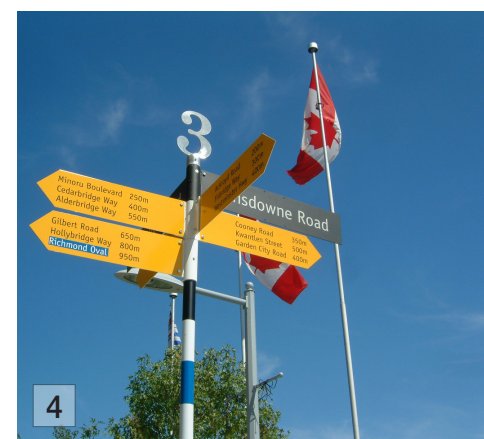
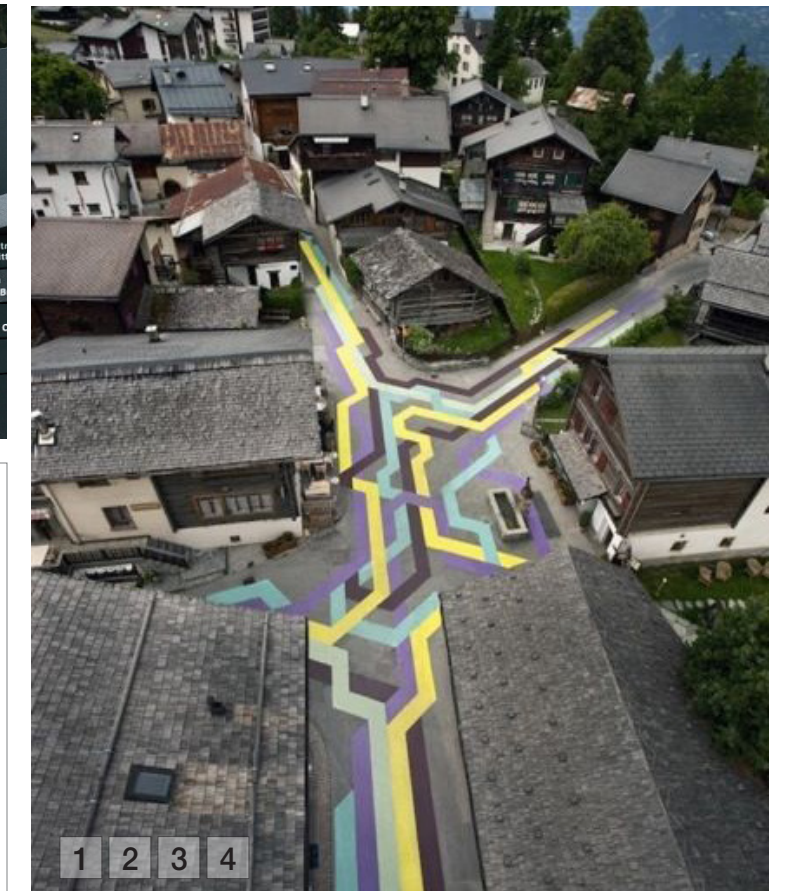


Wayfinding signage within the corridor today is minimal and utilitarian. The signage is standard and does not contribute to a sense of place for individual areas or the Town of Newmarket as a whole. There is a lack of pavement marking for cyclists, discouraging that form of active transportation.

STRATEGIES

1. Develop wayfinding standards that are universally accessible such as urban braille.
2. Consider the human factor in the design.
3. Integrate wayfinding strategies, such as signage or paving, into the design language and aesthetic of the streetscape.
4. Integrate the wayfinding design philosophy into the Regional branding.
5. Incorporate wayfinding strategies into Intelligent Transportation Systems and Smart technology.

FUTURE OPPORTUNITIES & PRECEDENTS



2.3 ACCESS & WAYFINDING

2.3.2 Barrier-Free Access



Barrier-free access within the public realm will provide continuous, safe and unobstructed paths of travel to local destinations and transit stops to facilitate greater independence of not only persons with a disability and the elderly but also people with other forms of physical limitations such as pregnant women and families with young children.

EXISTING CONDITIONS



The public realm is currently not compliant with AODA standards particularly at pedestrian crossings where pedestrians are most vulnerable as they transition from the sidewalk into the roadway. Currently there are disjointed pedestrian paths in some sections of the study area which require rectification.

STRATEGIES

1. Clearly separate all pedestrian routes from vehicular routes and give pedestrians the priority where pedestrian and vehicular circulation overlaps.
2. Pedestrian clearways should be free of obstructions to promote accessibility and circulation.
3. Establish pedestrian priority with continuous sidewalks through driveways.
4. Ensure the streetscape design and public realm is AODA compliant, including implementation of warning domes and tactile strips.
5. Use tonal contrasts in paving to delineate paths of travel.

FUTURE OPPORTUNITIES & PRECEDENTS



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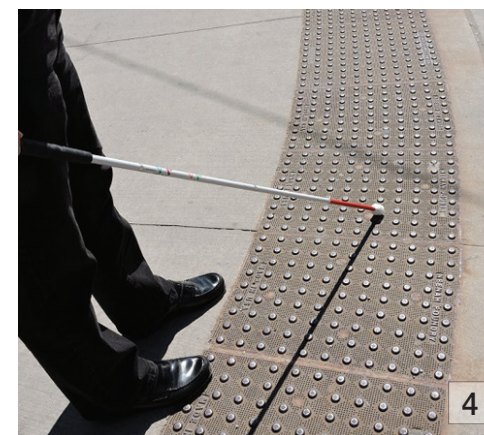
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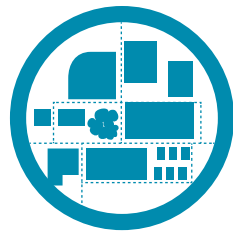
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2.3 ACCESS & WAYFINDING

2.3.3 Pedestrian Linkages



Pedestrian-friendly environments allow walking to be a pleasant, safe, accessible and an efficient alternative to the automobile. This includes design features such as safe crossing points at intersections and near transit stations and stops, shaded pedestrian routes, and continuous unobstructed pedestrian sidewalks that are linked with the broader community.

EXISTING CONDITIONS

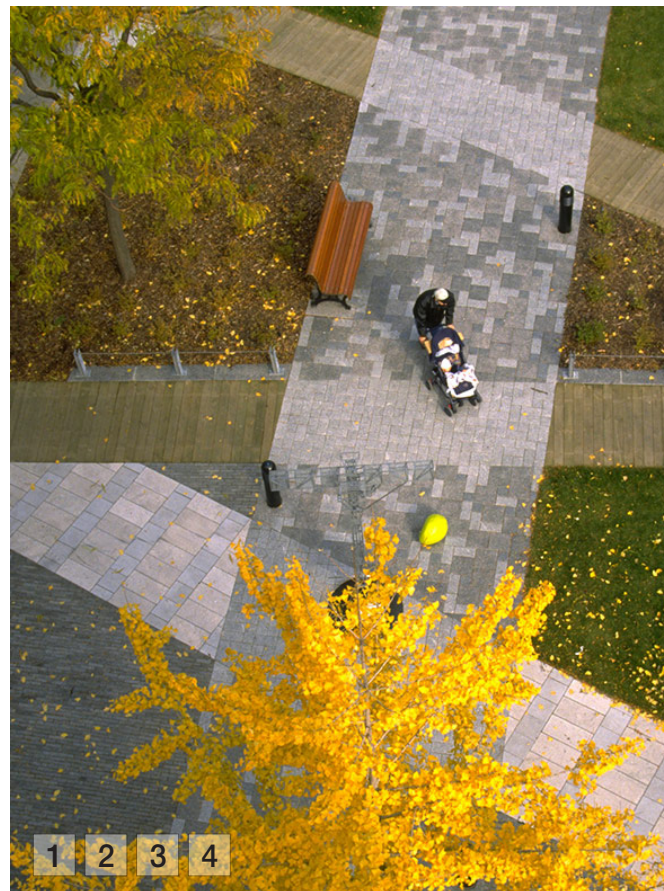


Generally, the municipal sidewalks within the study area provide a linear path of pedestrian circulation within the public ROW which are connected to the local neighbourhoods. It should be noted however that there are areas where the pedestrian routes are disjointed as discussed in the Phase 1 report.

STRATEGIES

1. Create convenient, comfortable, direct and safe pedestrian routes in the public realm that link to the local community.
2. Provide an attractive pedestrian environment with a high level of pedestrian priority, safety, accessibility and amenities.
3. Build or retrofit a network of complete streets to create a balance between the movement of pedestrians, cyclists, transit, and vehicles.
4. Design and plan pedestrian networks to provide attractive, direct routes between transit stops and area destinations such as urban parks and community facilities.

FUTURE OPPORTUNITIES & PRECEDENTS



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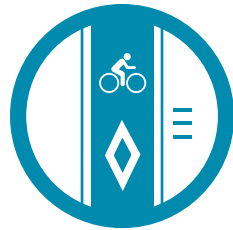
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2.3 ACCESS & WAYFINDING

2.3.4 Bicycle Paths & Facilities



Cycling creates an opportunity for increased active transportation, reducing automobile traffic and contributing to a healthier community. Bicycle lanes, bicycle routes, and secure bicycle parking make cycling an easy option for commuters and the local community.

EXISTING CONDITIONS



The study area currently lacks sufficient bicycle infrastructure. Bicycle lanes are not protected from automobile traffic and do not provide continuous routes for cyclists.

STRATEGIES

1. Create prioritized, safe and direct cycling routes along the corridor that link to transit stations and stops, major destinations and Regional cycling networks.
2. Provide a sufficient amount of secure bicycle parking along the corridor with additional amenities at high volume locations and transit stations and stops.
3. Ensure cycling facilities are designed to a high standard of safety, security, and comfort.
4. Located bicycle parking in secure, well-lit and visible areas for increased safety.
5. Ensure bicycle parking does not conflict with vehicular traffic or pedestrians.

FUTURE OPPORTUNITIES & PRECEDENTS



2.3 ACCESS & WAYFINDING

2.3.5 Crosswalks



Pedestrians are at risk every time they transition from the sidewalk into the roadway. This is particularly true for the vulnerable members of our society such as the visually impaired, the young and the elderly. Creative design strategies will mitigate that risk and improve accessibility.

EXISTING CONDITIONS



The crosswalks within the study area meet the Regional and Provincial safety and geometric standards. However, they are very utilitarian in nature. Due to the expansive turning radii, pedestrians must travel a substantial distance at crosswalks.

STRATEGIES

1. Incorporate current AODA standards in crosswalk design, including the use of waning plates.
2. Provide opportunities for diverse and vibrant crosswalk patterns to highlight significant character zones or areas of special interest.
3. Utilize paving materials that are visually and physically distinct from the adjacent roadway. This will define the pedestrian path of travel and contribute to visual continuity.
4. Consider durable materials such as pigmented stamped concrete or textured pigmented asphalt.

FUTURE OPPORTUNITIES & PRECEDENTS



2.4 Fundamentals of Street Design

2.4.1 Safety



Developing active transportation infrastructure that maximizes safety and security will encourage the community to use modes of transportation other than the automobile.

EXISTING CONDITIONS



Along the corridor there are areas that lack natural surveillance. This photo shows a sunken parking lot with a lack of lighting and passive surveillance from the roadway. This may contribute to a sense of perceived danger by pedestrians, particularly at night.

STRATEGIES

1. Locate community gathering areas where good natural surveillance and access control enables such areas to be more active and likely to support positive activity.
2. Locate vulnerable activities in safe locations with good natural surveillance and street-level activity, such as along mixed-use streets or retail plazas. The controlled atmosphere deters potential offenders and provides security to those using the public space.
3. Design the environment to optimize natural surveillance by providing adequate site lighting and implementing mixed-use development with retail at grade.
4. Avoid blank walls and low level fencing or vegetation that might block visual surveillance of semi-private areas and parking lots.
5. Provide clearly marked transitional zones. Transitional zones are a form of boundary definition and access control (i.e. at station stops). It should be clear and visible when someone is crossing the boundary into controlled space, thereby clarifying ownership and reducing the potential for undesired uses.

FUTURE OPPORTUNITIES & PRECEDENTS



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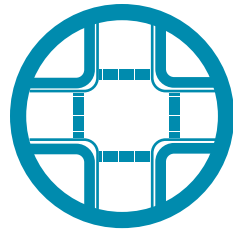
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2.4 FUNDAMENTALS OF STREET DESIGN

2.4.2 Road Design



There are opportunities to improve the urban environment through creative road design that fosters a balanced approach to various modes of transportation including pedestrians, cyclists, transit users and motorists.

EXISTING CONDITIONS



The corridor currently supports vehicular use and lacks cycling infrastructure. Davis Drive is the primary route for emergency vehicles. There are opportunities to efficiently utilize the road real estate to accommodate multiple modes of transportation.

STRATEGIES

1. Reduce turning radii at intersections to reduce the speed of cars making right turns and shorten the crossing distance for pedestrians.
2. Add on-street parking to support local retail uses along the street as well as providing a buffer for pedestrians.
3. Eliminate right turn lanes to provide more space in the boulevard.
4. Reduce car travel lane widths to provide more space for bicycle lanes, bus lanes and boulevard.
5. Implement median planters to control traffic flow and provide greenery.

FUTURE OPPORTUNITIES & PRECEDENTS



2.4 FUNDAMENTALS OF STREET DESIGN

2.4.3 Traffic Signal Poles & Signage



Traffic infrastructure is a necessary component of urbanized streets. There are opportunities to aesthetically incorporate this into the urban streetscape vocabulary.

EXISTING CONDITIONS

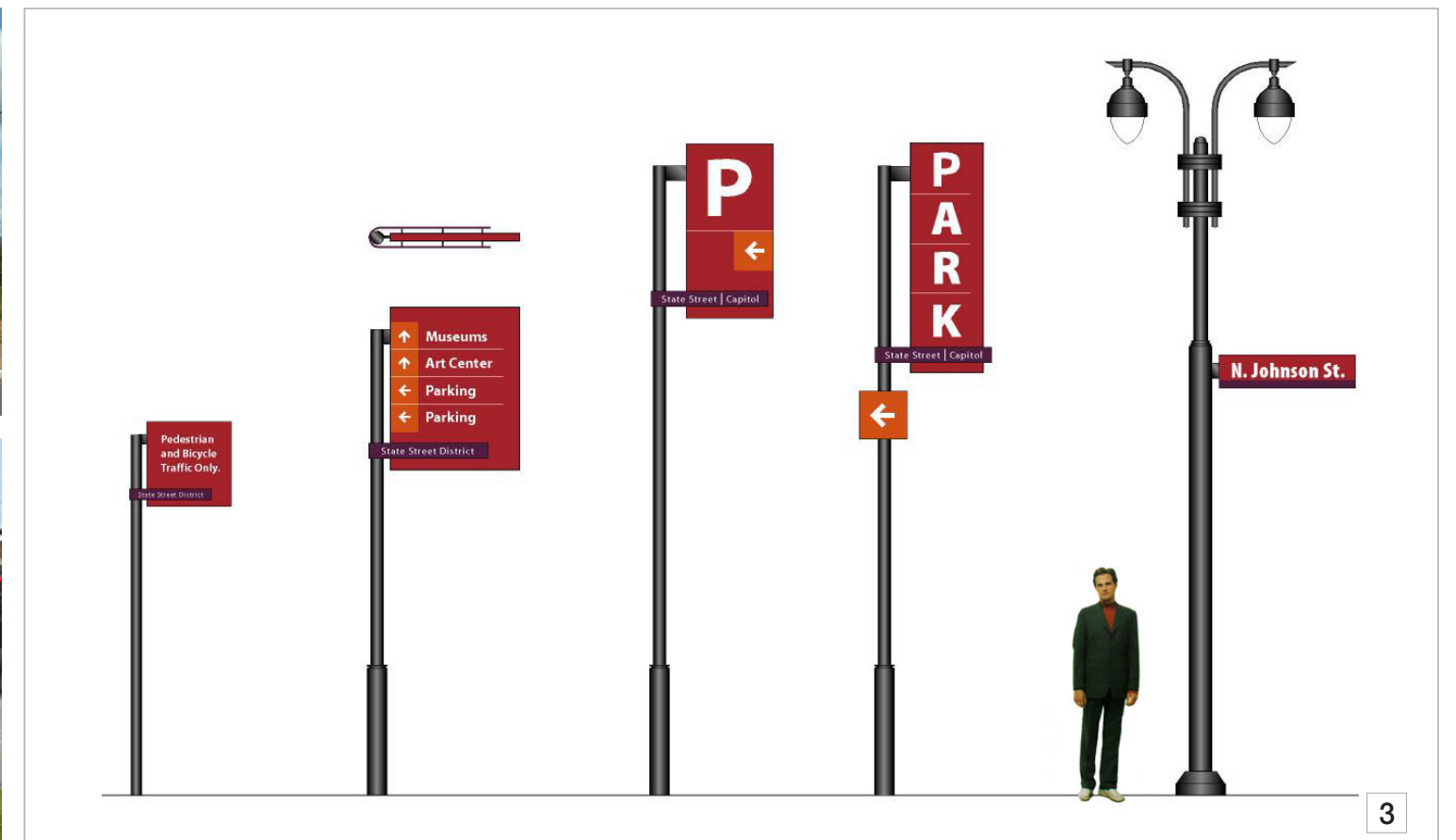


There is a dominance of utilitarian poles, traffic control boxes and guy wires at intersections that lack aesthetic quality.

STRATEGIES

1. Integrate traffic pole design into the streetscape aesthetic through pole shape, colour and decorative base shroud.
2. Consider consolidation of traffic and pedestrian signal poles to minimize pole clutter at intersections.
3. Employ an urban aesthetic for standardized municipal signage.

FUTURE OPPORTUNITIES & PRECEDENTS



2.4 FUNDAMENTALS OF STREET DESIGN

2.4.4 Lighting



Lighting design is a very important element in the streetscape. It makes people feel safe, provides ambiance, and contributes to placemaking. Street lighting is a key organizing element that defines the visual environment at night and adds a prominent visual characteristic during daylight hours.

EXISTING CONDITIONS

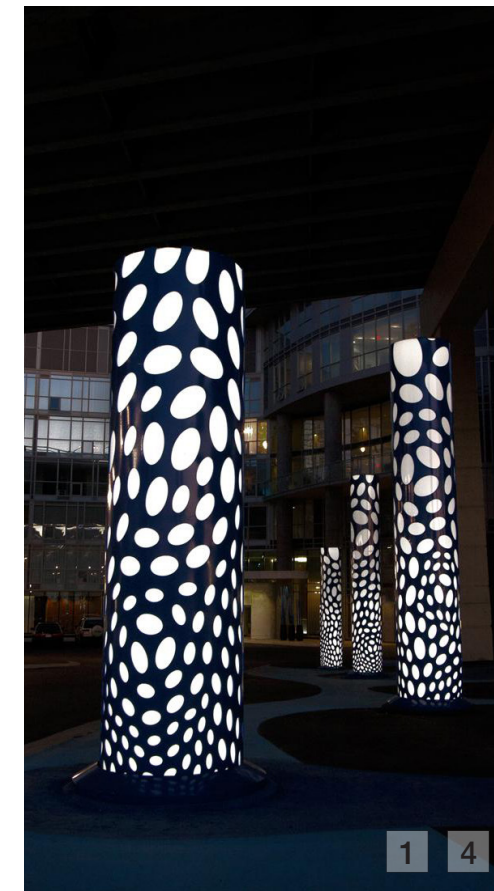


The cobra head street lights in place along the corridor are utilitarian in nature and require high energy output. There is a lack of pedestrian lighting along the corridors, and the existing lighting does not contribute to a unique sense of place.

STRATEGIES

1. Coordinate the design vocabulary of the lights with the design aesthetic of the streetscape.
2. Develop lighting hierarchy to satisfy the needs of all users in various contexts.
3. Consider energy efficient technology such as LED.
4. Provide accent lighting to highlight areas of interest or high pedestrian activity.

FUTURE OPPORTUNITIES & PRECEDENTS



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2.5 Implementation Strategy and Maintenance

An effective implementation strategy and maintenance plan are integral to the success of the Yonge Street and Davis Drive Streetscape Master Plan. The Streetscape Master Plan will benefit from developing an implementation strategy, a physical phasing

strategy, capital costing parameters, partnerships, operational and costing parameters, maintenance and operations and a monitoring plan early in the Master Planning process.



2.5.1 Implementation Strategy



2.5.2 Physical Phasing Strategy



2.5.3 Capital Cost Parameters

OBJECTIVES AND STRATEGIES

1. Develop Financial Requirements

- Identify funding requirements for public infrastructure at the Federal, Provincial, Regional and Local levels;
- Budget for funding requirements at the Regional and local level to ensure implementation through partnerships.
- Prioritize capital investment (i.e. hydro line burial);
- Coordinate with the private sector to augment and build upon public investment to realize the benefits and create a complete streetscape.

2. Formulate Policy Requirements

- Align statutory plans- confirm zoning to support densities and link the “value capture” opportunities relative to area specific Development Charges and Section 37;
- Ensure conformance to the Streetscape Master Plan through municipal and Regional level development review prior to site plan approval;
- Adopt and modify existing mechanisms (if any) that will provide funding associated with Capital projects related to Transit-Oriented Development (TOD).

3. Define Functional Requirements

Coordinate streetscape implementation with Capital projects and vivaNext construction and related requirements including:

- Establish new infrastructure thresholds (i.e. burying overhead wires);
- Identify ROW boundaries required, develop strategy for land assembly, assess opportunities for public spaces within major private sector development projects at street edge, rationalize the purchase of land, and buy land where appropriate;
- Establish curb locations to accommodate ultimate streetscape configurations.

OBJECTIVES AND STRATEGIES

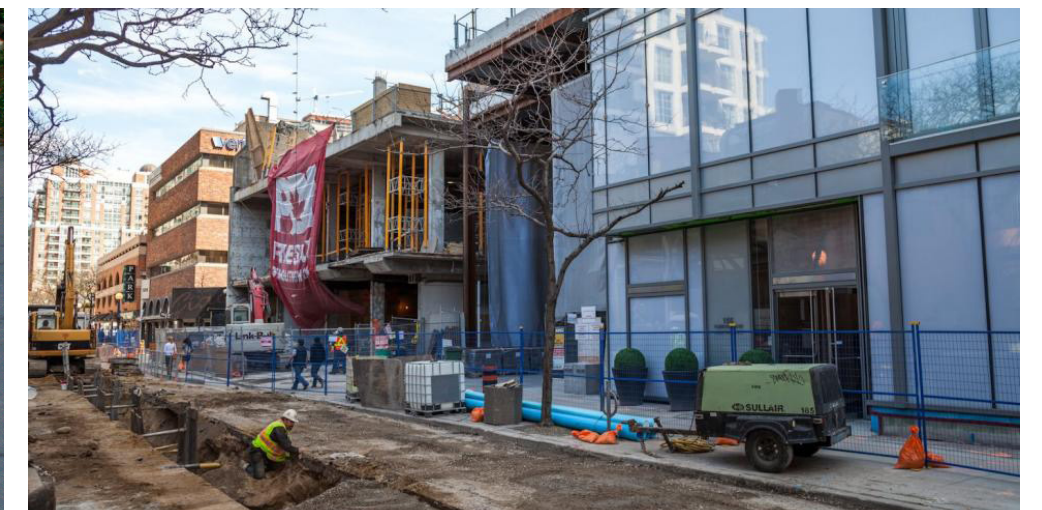
1. Identify Phasing Strategies

- Determine the necessary phasing and a strategic time line for project completion;
- Prioritize the major urban centre gateway at Yonge Street and Davis Drive in order to commence at a point of high impact;
- Focus on areas where development is already planned or underway and areas where investment in the streetscape is certain and will be less impacted by future development;
- Coordinate streetscape design approach with upcoming Capital projects such as Yonge Street North. Plan a phased approach for projects that are pending funding approval such as the vivaNext Bus Rapid Transit.

OBJECTIVES AND STRATEGIES

1. Establish Capital Cost Parameters

- Develop a priority phasing plan and associated preliminary estimates of probable costs for the preparation of capital budgets and budget forecasting. The costs will be broken out accordingly to anticipated phasing and/or likely packages of construction;
- Estimates of costs will be based on unit costs from recent similar project tenders from within the local municipalities, Region and GTA together with appropriate project adjustments as well as a range of assumptions to be developed.



2.5 IMPLEMENTATION STRATEGY AND MAINTENANCE



2.5.4 Partnerships

OBJECTIVES AND STRATEGIES

1. Develop Partnerships

- Develop partnerships for the fundamental success of the Streetscape Master Plan including upper and lower tier jurisdictional partnerships as well as public and private sector partnerships;
- Establish quick start initiatives for capital streetscape improvements to be done in partnership with high profile pieces of the streetscape and visible portions of the plan;
- Facilitate partnerships through clarity of funding associated with transit-oriented development as well as timing and staging of vivaNext construction.



2.5.5 Operational and Cost Parametres

OBJECTIVES AND STRATEGIES

1. Calculate Lifestyle Costs

- Disclose realistic accounts for capital costs and forecast for life-cycle costs and integrate this into the operations budget.

2. Prepare a Sustainable Program

- Investigate the impact of on-going operating and capital costs with a focus towards developing a sustainable operational program.



2.5.6 Maintenance and Operations

OBJECTIVES AND STRATEGIES

1. Specify Responsibility Division

- Identify a clear allocation of responsibility for maintenance and operational activities including, but not limited to, the local municipalities, the Region and private sector.

2. Plan for Seasonal Maintenance

- Develop a seasonal maintenance program including costing that addresses maintenance requirements for trees and planting;
- Develop a system for snow removal and snow storage management.



2.5.7 Monitoring Plan

OBJECTIVES AND STRATEGIES

1. Create a Monitoring Plan

- Develop a monitoring plan to ensure adherence to the Streetscape Master Plan design and provide sufficient maintenance.



3.0 Process and Next Steps

Through stakeholder engagement, a vision was created to inform the Yonge Street & Davis Drive Streetscape Master Plan. This vision was generated through the incorporation of Streetscape Best Practices and context-specific design in order to inform two streetscape design options in Phase Three of this study.

