

What We Heard

Downtown Georgetown Planning Study

The Planning Partnership

March 7, 2018



Destination
DOWNTOWN

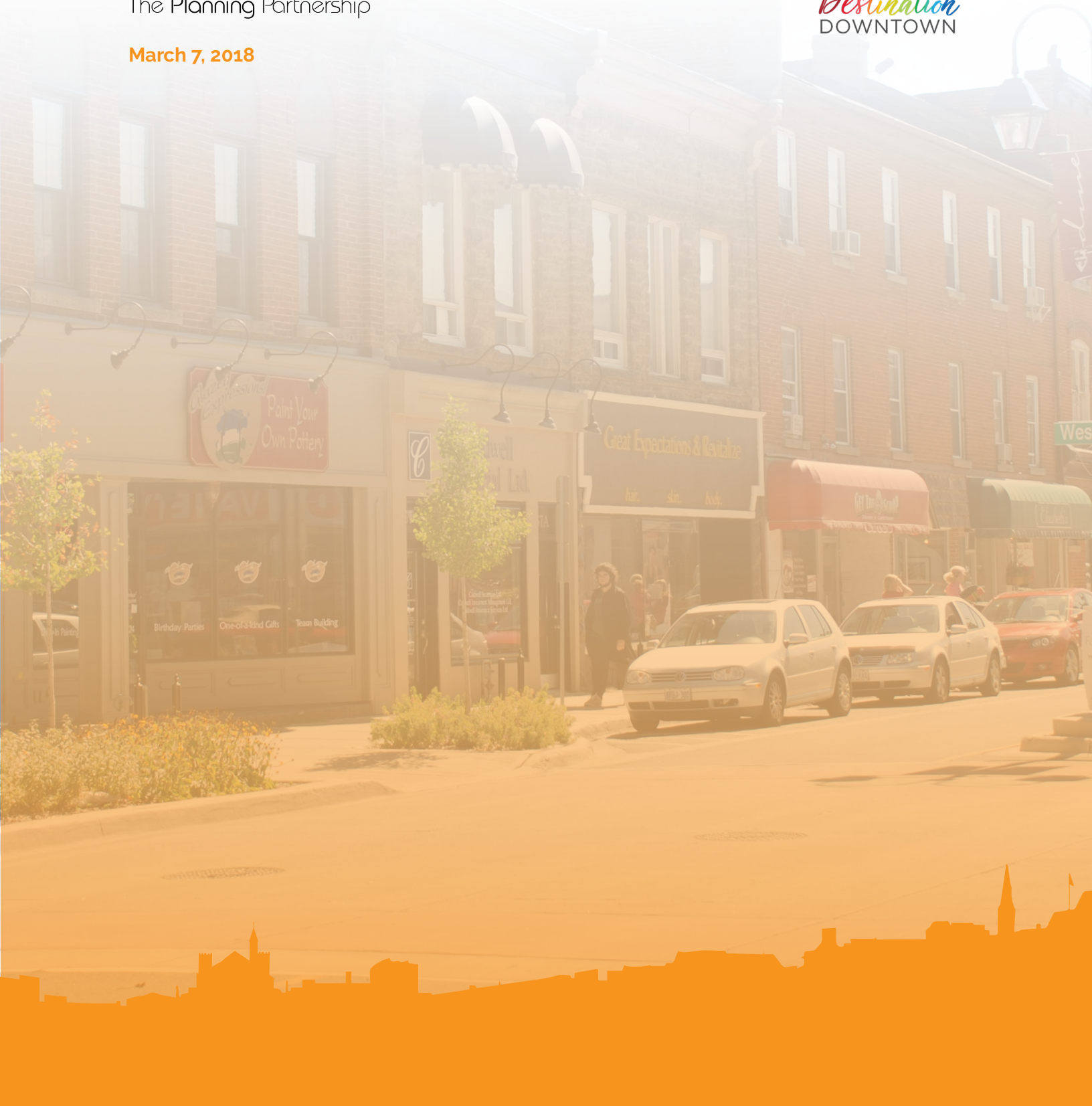


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Introduction

The Downtown Georgetown Planning Study will guide growth and development in the downtown over the next 20 years, to continue its evolution as a culturally and economically vibrant destination for residents, workers, and visitors.

Through development of the Plan, a clear vision for Downtown Georgetown will be developed as well as updated policies related to land uses, building heights, density and urban design. The study will consider the historic character, natural areas, housing, business and public spaces that make Downtown Georgetown great today, and how they can be enhanced in the future.

Meaningful and interactive public and stakeholder engagement and participation will form the foundation of the Downtown Georgetown Planning Study.

Public Visioning Session

February 20, 2018

The Public Visioning Session took place on Tuesday, February 20, 2018 and included multiple ways to connect with community members and collect input for the Downtown Georgetown Planning Study.

The main goal for the Visioning Session was to gather input and ideas for the creation of a Vision Statement and Design Principles.

The Visioning Session included the following events:

1 Technical Advisory Committee Meeting

The Technical Advisory Committee provides technical review and analysis and includes representatives with technical expertise in:

- Planning
- Heritage Planning
- Economic Development
- Engineering
- Transportation
- Parks and Open Space
- Conservation
- Utilities/Hydro

2 Steering Committee Meeting

The Steering Committee is tasked with providing input and raising the interests of the groups they represent. The Committee includes representatives from:

- Town Council
- Downtown Business Improvement Area
- Halton Hills Chamber of Commerce
- Halton Hills Heritage Committee
- Halton Hills Cultural Roundtable
- Halton Hills Library
- Halton Hills Hydro
- Sustainability Implementation Committee
- Active Transportation Committee
- Downtown Residents
- Downtown Business/Land Owners

3 Public Consultation Event

Each of these meetings began with a presentation (attached) followed by round table discussions to obtain input on a Vision Statement, Design Principles and preferences (based on photos) for Downtown Buildings, Public Space, and Streets/Streetscaping.

This report summarizes what we heard during the multiple consultation events on February 20, 2018 as well as a summary of the Downtown Design Tour.



Downtown Design Tour

Approach

On January 5, 2018 The Planning Partnership lead a Bus Tour of downtowns in the Greater Toronto Area for the Steering Committee, the Technical Advisory Committee, Town Council, and Town staff. The purpose of the tour was to assist in visualizing potential outcomes and learn about lessons/best practices from other downtown areas relevant to this study.

The Bus Tour departed from Georgetown and made stops in Downtown Port Credit (Mississauga), Oakville, and Guelph.

The tour highlighted key elements of built form and public realm design. Participants were encouraged to share their impressions, thoughts and suggestions on these elements and how they might be applicable to downtown Georgetown.

The following summary includes comments heard during the tour and comments received after via email.



Participants at the Downtown Design Tour

What We Heard

Port Credit – Mississauga

Like the urban square, mix of building types and styles

Like Tall Oaks Park along the waterfront

Dislike the buildings on the north side of Lakeshore Road and, in particular their design and their potential shadow impact

Downtown Oakville

Like the urban square

Loved the look of the blend of old and new buildings in Oakville’s downtown

There were no tall buildings looming over the street

Downtown Guelph

Like the winter animation provided by the skating rink

Like the shared street and the angled parking

Dislike the angled parking

The presence of the civic building in Downtown Guelph was nice, it confirms the support and future of the downtown area



Roving Information Station

Approach

On February 20, 2018 a member of The Planning Partnership team visited numerous locations in Georgetown to speak with people directly, and find out which aspects of the downtown they love and what elements could make Downtown Georgetown even better.

Summary

Participants were passionate about the Farmers' Market and the many festivals held in Georgetown throughout the year. Participants also valued Georgetown's sense of community and local businesses.

With respect to what could improve Downtown Georgetown, participants showed a desire for an improved public realm, additional open space and new businesses and community amenities.

10 participants provided input

What We Heard

What do you love about Downtown Georgetown?

Events and Festivals

Farmers' Market

Rib-Fest and Fall Fair in the Fairgrounds

Winter and Scottish festivals

Car shows during Father's Day

Halloween Festival

When Main Street is closed to cars

Amenities

Gellert Community Centre and Mold Master SportsPlex Park are great for community initiatives

Variety of restaurants

Services offered at the downtown Cultural Centre and Library

Feeling

Downtown Georgetown is calm and relaxing

Feels safe, welcoming and there is a sense of community

Sense of community and like how welcoming residents are with new, local businesses

Small town feel

Smaller community

Value the local community and artisan/local businesses

Built Form

Love that it is mostly low-rise

Like that the McGibbon Site is using geothermal energy and the development is bringing young families to Georgetown

Open Space

Cedarvale Park is great for tubing during the winter

What would make downtown Georgetown even better?

Events and Festivals

Want more music festivals

Amenities

More businesses tailored to young professionals

Lots of residential development, but not enough businesses to support residential growth

Modern businesses in Downtown Georgetown

Something similar to the Alpine Centre in Milton

Movie theatre

Amenity spaces

Create a pedestrian area with restaurants, similar to The Distillery District

Parking and Transit

More reliable transit usage (a more frequent GO Train)

More parking spaces (currently hard to find any, especially when you have a toddler)

Open Space

Park spaces

Space where young people can hang-out. Silvercreek used to be tailored for a younger crowd, but has since switched to an older crowd

Parkettes for patio space and/or park space

Pond should be revitalized

Public Realm

More walkable spaces and improved public realm

More patio space for businesses during the summer



Visual Preference Survey

Approach

On February 20, 2018 participants at the Public Visioning Session were asked to complete a Visual Preference Survey. The survey consisted of a series of images that participants marked with a sticker to indicate preference and relevance for Downtown Georgetown.

Images were organized into three categories:

1. Downtown Buildings
2. Downtown Public Space
3. Streets/Streetscaping

What We Heard

The following images received the highest number of stickers (dots) in each category:

1. Downtown Buildings



21 dots



20 dots



13 dots

2. Downtown Public Space



17 dots



13 dots



13 dots

3. Streets/Streetscaping



22 dots



15 dots



15 dots



Vision Statement Input

Technical Advisory Committee

The Technical Advisory Committee met for a second time on February 20, 2018 to help shape the Vision Statement for the Planning Study. The meeting included a presentation from the project team followed by table group discussions. Committee members were asked for key words or phrases that should be captured in the Vision Statement.

What We Heard

Transportation

All modes of transportation

Active transportation and complete streets

Natural Environment

Opportunities for environmental enhancement

How do we improve the quality of the water that is going into the creek, on an individual site by site development basis?

How to improve current practices?

Need to assess the wooded areas on developable tableland, and whether they meet the criteria for definition of woodlots

Built Form

The current Official Plan encourages intensification (it is already permitted)

Some community members were not supportive of the increased height for the McGibbon (11-storeys); some even questioned the 8-storeys that was permitted

Heritage

Need to provide guidance to the community to understand what they love about the heritage in Downtown Georgetown

Define the character and maintain the elements that are key to it

There is no historic, civic focus anymore, which is unusual

Study should determine if there is an appetite for a Heritage Conservation District (HCD) for the 2-3 blocks of historic Main Street

Heritage Conservation District is part of the tool kit

Could mimic historic architecture or introduce high quality architecture that complements heritage buildings

A portion of the community preferred that the upper floors of the McGibbon be fully brick traditional architecture

Public Realm

Having a vision for parks would be desirable

Reconcile how the parks just outside of the study area are related/connected to the Downtown

There was a vision/concept for the public space at the cultural centre/ church, however it was never acted upon due a funding issue

What type of parks are needed downtown?

Redevelopment will generate parkland or cash-in-lieu



Vision Statement Input

Steering Committee

The Steering Committee met for a second time on February 20, 2018 to help shape the Vision Statement for the Planning Study. The meeting included a presentation from the project team followed by table group discussions. Committee members were asked for key words or phrases that should be captured in the Vision Statement.

What We Heard

Community

People centered

Cultural

Creative, lively centre

Family-friendly and multi-generational

Public amenities

Thoughtful planning that benefits the community

Benefits people that are already there (not being ignored) and that development is welcoming, beautiful, special and draws people in

Downtown could be the centre of something, not just a quaint place to shop, but a great neighbourhood

Vibrant meeting place

Farmers market on Saturday (does not happen in the Winter, no indoor venue large enough within the BIA to accommodate)

There is a holiday market in December

Streetscape

Pedestrian oriented
Walkable environment
Pedestrian and bicycle connections

Natural Features

Environmental Sustainable
Reconnection with Silver Creek

Businesses

Diverse, a source for many things

There are empty stores now
(may be a combination of factors:
increased rents, retired shop owners,
McGibbon development)

In order to be vibrant, the stores
need to be part of every day life (not
just specialty boutiques)

How to attract businesses downtown
– create a great downtown and they
will come

Marketing Strategy for the interim
while development is happening

Heritage

Historic Historic character

Open Space

Great central place to gather and meet

Could have a great new public square
behind the McGibbon (stratified park
agreement)

Built Form

Live, work, play

Healthy mix of residential types

The Legion property has the potential
to be redeveloped. There may be an
opportunity for joint ventures.

Characteristics

Relevant	Relaxing
Affordable	Memorable
Entertainment	Distinct



Vision Statement Input

Public Consultation Event

The Visioning Session's Public Consultation Event included a presentation from the project team followed by table group discussions. Participants were asked to discuss and write down words and phrases that should be captured in the Vision Statement.

What We Heard

Natural Features

Lots of greenery Trees
Natural space Park like setting

Open Space

Meeting and gathering place
Gathering centre 'People places'
Public open space Public space
Places to socialize
Parkettes

Built Form

No overbearing buildings
Historic style design
Appropriate sized buildings
Controlled facade
Preserve the scale
Relate to buildings at ground level

Streetscape

Walkable Awnings
Slow traffic down Signage
Focus on pedestrians, not cars
Integrate cars and pedestrians
Historic streetscape

Community

Welcoming
Community benefits
Protect and enhance small town feel
'A town within a town'
Preserve central hub

Amenities

Services for local residences
Place to live, work and play
Parking garage Park like setting

Characteristics

Classic Sustainable
Vibrant
Unique Attractive
Safe
Variety Sense of place
Unique Cultural gem
Character Draws people in
Destination

Heritage

Gateway to history Historic
Timeless preservation
Maintain the historic character
Preserve heritage (if worth saving)
Heritage facade Retain heritage

Businesses

Night life Business
Independent businesses



Design Principles Input

Technical Advisory Committee

During the Technical Advisory Committee meeting participants were also asked to discuss and write down words and phrases to create Design Principles (building blocks of the planning and design for Downtown Georgetown).

What We Heard



Buildings

Vertical and horizontal articulation

Variety

Reflect the existing scale (podium) and massing

Sustainable from all aspects



Public Space

Acquisition (what are the acceptable tools to be used?)

Town is open to the full spectrum of tools

Civic Square

Cash-in-lieu may be used to acquire parts of greenlands

Get greenlands into public ownership

Character Districts could be defined by various physical elements: setbacks, types of landscaping, lot fabric, trees, sidewalks



Streets

Complete streets

Residential streets are spacious with mature planting

Overhead wires conflicts with the desire for large canopy street trees. Have co-existence of both within the right-of-way (reference Goderich strategy)

Steering Committee

The Steering Committee meeting was identical to the Technical Advisory Committee meeting and also included an opportunity to contribute to the creation of Design Principles.

What We Heard



Buildings

Beautiful, character buildings with a scale that fits within the downtown

BIA wants quality, interesting buildings (not necessarily all traditional designs)

Zoning isn't flexible (height, massing, setbacks)



Public Space

Distinctive, quaint, compact

Vignette settings

Small, outdoor cafes

Temporary cafes/parklets on parking spaces

Accessibility is an issue downtown



Streets

Active Transportation committee considering share-o, down the centre of the right-of-way (cycling)

Closing a street to pedestrians only, can be detrimental to businesses (Sparks Street, Ottawa)

Guelph Street is the one east-west collector and Main Street is used to as an alternate to by-pass this heavily used route

Other

How do you ensure we get what we've asked for during implementation?

Policy is statutory while guidelines are inherently flexible – need to decide at the end of this process where to 'put the teeth'



Design Principles Input

Public Consultation Event

The Public Consultation Event also included an opportunity to contribute to the creation of Design Principles. Participants wrote input onto note-taking panels with six categories:

1. Buildings
2. Public Space
3. Streets
4. Use
5. Heritage and Cultural Features
6. Natural Features

Summary

Should preserve and celebrate the Downtown's heritage buildings. New buildings should step back from the street and accommodate mixed-use

Create a central space for people to gather and for events (markets). Introduce more seating and patios

Streets should have special (cobblestone) paving, be pedestrian friendly, active, and 'green' (lots of trees and plantings)

Support the feeling of 'community' (cultural amenities, public art, public space)

Enhance natural features and green space, increase connectivity to the trail system and promote sustainable initiatives

What We Heard



Buildings

Heritage

Maintain historic character

Preserve historic facades where appropriate

Use traditional building materials

Buildings should have heritage style design

New buildings should reference Georgetown's history

New buildings should be complementary in character

Signage on storefronts should have a heritage 'standard'

Height

Would prefer a maximum of 2-3 storeys on Main Street

Maximum three storeys at street level, higher storeys should have a set back (and should set a maximum height)

Appropriate size buildings (maximum 6-7 stories)

Varied building heights

Buildings should be set back

Preserve the scale of the existing buildings

Building Use

Encourage affordable housing

Building should be mixed-use

Retail space, including electronic and hardware stores

Need a grocery store downtown

Need more restaurants



Public Space

Central Square

Create a new central square between Back Street, Mill Street, and Main Street (with underground parking)

A central square could serve as a gathering space and a farmers' market

Have a town square

Need meeting and gathering places

People places

Seating / Patios

Create a seating area behind the McGibbon, on top of a parking garage

Have temporary patios (parkettes)

Need more patios downtown

Need more patios

Need more places to sit

Greenspace

Maintain the existing greenspace

Introduce trails by the river

Amenities

Performance centre

Free WIFI

Outdoor chess set

Other

Enhance the existing sense of community

Promote 'sense of place'

The downtown should be attractive and vibrant

Create an indoor market space



Streets

Pedestrian Realm

Pedestrian friendly

Walkable

Safe crosswalks

Slow traffic down

Streetscaping

Enhance the streetscape on Main Street from James to Church Street and on Mill Street from Market to Park Avenue



Design Principles Input

Expand Main Street further down

Maintain view of streetscape

Bury power and telephone lines

Have more space for outdoor dining and patios

Have outdoor art displays and activities

Currently have beautiful street plantings

Have lots of trees and flowers

Attractive parking spaces (with trees)

Street Treatment

Cobblestone and brickwork

Cobblestone crosswalks

Consider special paving on Main Street and shut down the street for special events

Create new, single loaded street parallel to Main Street with frontage on a new public square



Use

Retail and Commercial

Create a balance of uses

Have more mixed-use retail space

Encourage independent businesses

Service local residents

Need a grocery store in the downtown

Different uses than the mall

Uses that draw people to visit

Residential

Build high-rises behind the downtown

Places to live, work and play

Open Space

Meeting and gathering places

Public events (farmers' markets)

Relocate municipal/civic uses adjacent to the new central square

Places to socialize

Connectivity

Parking lot off Mill and Edith Street should have more direct pedestrian connections to Main Street

Community

Community uses

The downtown should feel welcoming

Should feel like a town within a town



Heritage & Cultural Features

Heritage

Keep all of the heritage buildings

Retain the current heritage buildings

Maintain the heritage facades

Preserve historic buildings where appropriate

Consider a 'Heritage Conservation District' on Main Street (Church to James Street) and Mill Street (Mill to Park Avenue)

Heritage plaques would help to tell the area's story

Store signage should look old fashioned (signage with goose neck lighting or channel lettering)

Downtown is a 'gateway to history'

No more stucco buildings

Amenities

Performance Centre and Cultural Centre

Theatre

Art gallery

Public art and murals

Building Use

Have mixed-use buildings with retail below and apartments above



Natural Features

Trails

Connections to the trail system

Walking trail in the valley

Trail to the ravine connecting to Cedarvale and the south

Trees

Keep the trees

Have more trees and plantings

Have planters

Lots of greenery

Shade

Open Space

Green space

Parks and ponds

Create a park like setting

Sustainability

Green roofs

Environmentally friendly

Eco-friendly land uses



Map Comments

Comments

At the Visioning Session the following comments were recorded onto aerial maps of Downtown Georgetown:

Replace the Royal Canadian Legion building and parking lot with a new Town Square

Have a cinema beside the old post office

Park Avenue, Mill Street, Back Street and Cross Street should be a new boulevard

Have a park at the corner of Mill Street and Guelph Street

Create a trail from Park Avenue and Mill Street along the ravine to the 'Hollow'

Sidewalk along Market Street (between Maple and Park Avenue)

Have an ice rink, splash pad band shell etc. in the parking lot behind the McGibbon Hotel



Online Comments & One-On-One Interview Comments

Comments

The following is a collection of comments received during one-on-one interviews and via email after the February 20, 2018 Public Visioning Session.

Concerned about impacts on Market Street and on the entire park area as a result of inappropriate development Downtown

Avoid projects that place no value on existing heritage, disregard the existing Official Plan and encourage development that is insensitive to what is a beautiful, fragile and significant area of the Town

The name “Destination Downtown” implies that the Town wishes to encourage a stampede of development proposals without regard for obvious infrastructure limitations including but not limited to existing roads, intersections and parking in the study area

Support “sense of community, community events, and small town feel” in tangible ways:

- Include infrastructure that supports people gathering in large and small groups and large-scale community events (ensure there is enough parking)
- Incorporate branding, reflective of ‘who we are’ as a community and heritage into new built structures (similar to the bronze leaves at the Dominion Gardens splash pad). Include local artists in doing this

Do not see how tall buildings would be compatible in our downtown setting

Development should be encouraged on the side streets along Main street

The large parking lot behind Main and Mill streets would make a lovely amphitheatre, skating rink, wading pool and park

All development plans should benefit the community as a whole

How will the people who live in the area be affected?

How long is a reasonable construction period?

Is there some kind of compensation available to people that are subjected to unreasonable and lengthy construction periods (i.e. property tax reduction, payments for developer)?

What infrastructure investment and changes are in place to support the increase in population?

No fantastic architecture in Downtown Georgetown, it’s the scale of the street that gives it its strength

Redevelopment opportunities off of Mill Street

Prefer to see mid rise development over townhouses

Not enough parking downtown

Accessibility is an issue

Need more clearly defined bike access

Great markets in Downtown Georgetown bring lots of people

Need dramatic marketing to clarify a single identity for Georgetown

Need an urban plaza as a focus for Downtown



Visual Preference Survey Panels

The following panels were displayed at the Visioning Session. Participants were encouraged to add a sticker to images with elements they liked.

Visual Preference Survey: Downtown Buildings

DG Downtown Georgetown Planning Study
Downtown Visioning Workshop #1

Visual Preference Survey: Downtown Public Space

DG Downtown Georgetown Planning Study
Downtown Visioning Workshop #1










Visual Preference Survey: Streets / Streetscaping


 Downtown Georgetown Planning Study
 Downtown Visioning Workshop #1



Design Principles Panel

The following panel was distributed at the Visioning Session. Participants recorded words and phrases for each of the six categories.

 Downtown Georgetown Planning Study Downtown Visioning Workshop #1	
Input for Design Principles	
Buildings 	
Public Space 	
Streets 	
Use 	
Heritage & Cultural Features 	
Natural Features 	



Presentation

DOWNTOWN GEORGETOWN PLANNING STUDY



Downtown Visioning Workshop #1

Tuesday, February 20, 2018

The Planning Partnership

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INTRODUCTION TO PROJECT

THE TEAM

The Planning Partnership

Meridian Planning Consultants
PLAN B Natural Heritage
Cole Engineering Group Ltd.
Bray Heritage
N. Barry Lyon Consultants Ltd.
SCS Consulting Group

A vision and planning
framework to make
Downtown Georgetown the
best place to **live, work
and play**



2

OVERVIEW OF STUDY, PROCESS & MILESTONES



Purpose of the Study

- To develop a **clear vision and detailed planning framework** (land use and built form) for Downtown Georgetown – next 20-25 years (2041 planning horizon)
- To produce a **Secondary Plan** for Downtown Georgetown as a basis for evaluating the merits of future development applications, particularly intensification proposals, to ensure the heritage character and multi-faceted, mixed use function of the area is protected
- To comprehensively **evaluate the capacity of the area to accommodate intensification** of a magnitude and scale appropriate for the area



Technical Advisory Committee

to provide technical review and analysis

- Senior Policy Planner (Project Manager)
- Heritage Planner
- Development Review Planner
- Manager of Planning Policy
- Economic Development Representative
- Manager of Development Engineering
- Manager of Transportation
- Manager of Parks and Open Space
- Halton Region Planner
- Credit Valley Conservation Planner
- Halton Hills Hydro Representative



Project Steering Committee

provide input and to raise the interests of the groups/organizations they represent

- Mayor Rick Bonnette
- Regional Councillor Fogal (Chair)
- Councillor Kentner
- Councillor Johnson
- Downtown Georgetown BIA
- Halton Hills Chamber of Commerce
- Heritage Halton Hills Committee
- Halton Hills Cultural Roundtable
- Halton Hills Library
- Town Sustainability Implementation Committee
- Halton Hills Hydro
- Active Transportation Committee
- Two Downtown Georgetown Residents
- Downtown Georgetown Business/Land Owner



OVERVIEW OF PUBLIC ENGAGEMENT STRATEGY

- 1** What's important to you?
- 2** Design, design, design
- 3** Downtown Plan
















Three milestones with **20+** ways to share thoughts and get involved




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OPPORTUNITIES TO GET INVOLVED

- | | | |
|---|--|--|
|  Downtown Visioning Workshop
February 20 |  One on one interviews |  Web site |
|  Kick-off Presentation |  Roving destination downtown discussions |  Downtown Design Summit
(April 2018) |
|  Visual Preference Survey |  Interactive displays at consultation events |  Downtown Open House
(June 2018) |
|  Table Group Discussions |  Social media |  Wrap up presentation |
| | |  Displays of work in progress |

 @_HaltonHills @dtowntown

 @TownOfHaltonHills

 tarab@haltonhills.ca

 haltonhills.ca/destinationdowntown

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PUBLIC ENGAGEMENT SO FAR

Ways we connected:



One-on-one conversations at the Georgetown Farmer's Market
(October 7th, 2017)



Handout surveys



Comment postcards handed out at Masquerade on Main
(October 28th, 2017)



The project web page: letstalkhaltonhills.ca



Bus Tour of downtown Guelph, Oakville, and Port Credit
(January 5, 2018)

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WHAT WE'VE HEARD SO FAR

What's important to you:

- Sense of community
- Community events (farmer's market)
- Small town feel
- Variety of restaurants, shops, and local businesses
- Walkability and attractive streetscaping
- Historic charm

What could make Downtown Georgetown even better:

- More restaurants and patios
- More community events (live music)
- Cycling infrastructure
- Heritage preservation
- More public, gathering spaces
- More specialty shops (hardware store, bakery)
- Additional transit and parking options



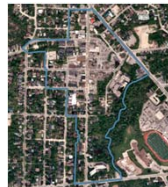
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STEERING COMMITTEE & TECHNICAL ADVISORY COMMITTEE - WHAT WE'VE HEARD

1. Clarification of the **capacity of water and sanitary sewers** to accommodate intensification downtown
2. Ensure **study materials are available online**
3. Ensure that **setbacks to overhead utility wires** are considered when reviewing redevelopment opportunities
4. Clarify **parking available** downtown
5. Consider "**low impact development**"
6. Need to **understand why intensification is required**
7. Intensification must be **balanced** so as not to adversely impact the community
8. Main Street needs to **continue to evolve** - Downtown is the heart of Georgetown
9. Support advancing the Study to incorporate **three consultation events** before June 2018
10. Support **multi-faceted public engagement strategy**

11

Downtown Planning Alternatives (to be developed in next stage of Study)



Alternative 1



Alternative 2



Alternative 3

Many Inputs for Evaluation



Public Input



Technical Evaluation from Project Team



Town Staff Comments



Steering Committee Comments

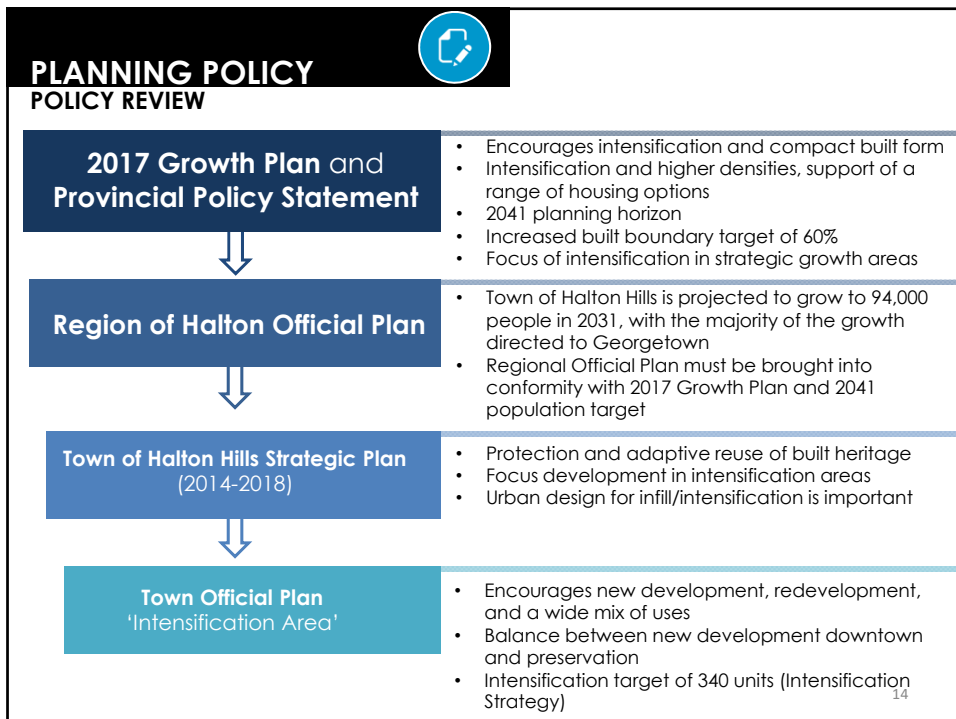


Technical Advisory Committee Comments

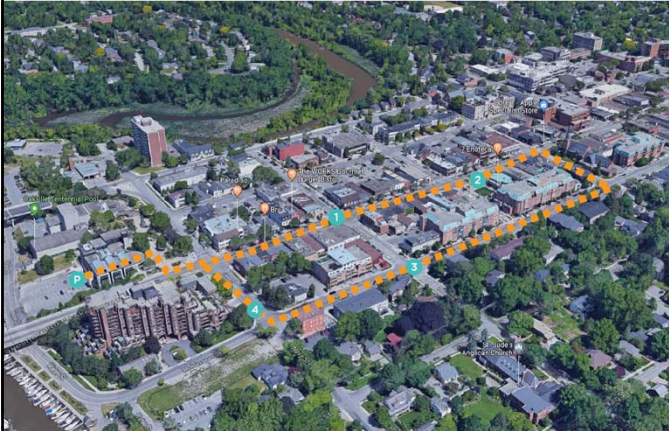
Preliminary Preferred Downtown Planning Alternative



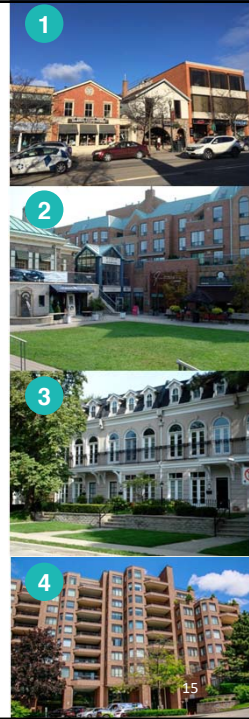
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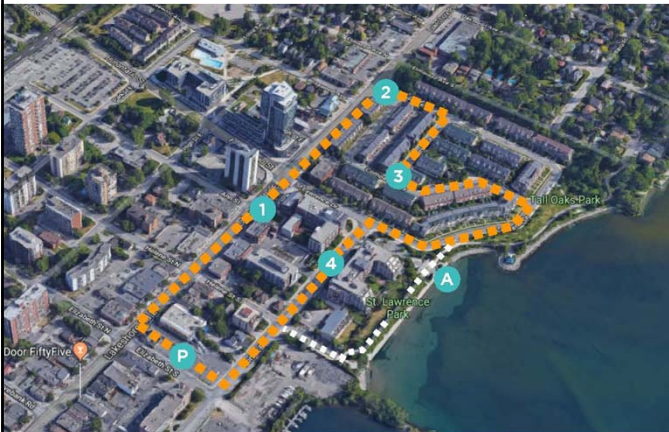
Bus Tour - January 5, 2018 Oakville



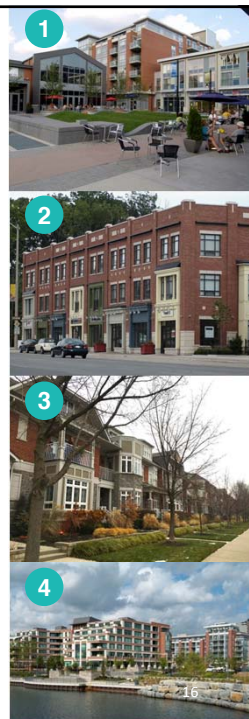
- Town Square park developed in association with 5 storey mixed use building.
- Residential intensification helps to support very successful main street on Lakeshore Road



Bus Tour - January 5, 2018 Port Credit



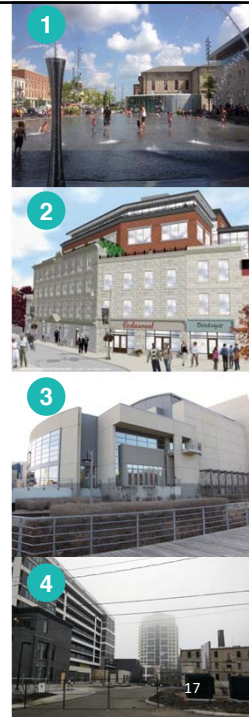
- New Town Square park developed in association mixed use buildings.
- "Live-work" units built on Lakeshore Road – new model for new buildings on a main street



Bus Tour - January 5, 2018 Guelph

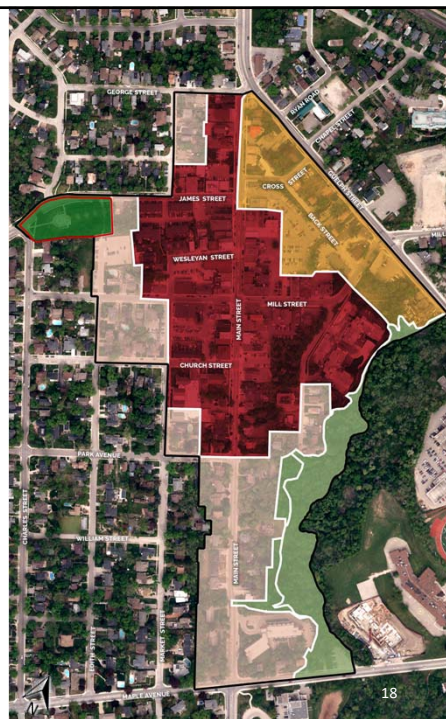


- Parking lot removed in front of City Hall and replaced with a town square
- Residential intensification on brownfield sites



PLANNING POLICY OFFICIAL PLAN - LAND USE

- Downtown Core Sub-Area
- Downtown Complimentary Sub-Area
- Downtown Redevelopment Sub-Area
- Downtown Boundary
- Open Space (Remembrance Park)



PLANNING POLICY
OFFICIAL PLAN – PERMITTED HEIGHTS



Downtown Core Sub-Area

Max Height along Main St: 4 Storeys
 Max Residential Building Height: 8 Storeys
 Max Density: 100 units/ha
 OPA to permit 10 storeys on McGibbon site

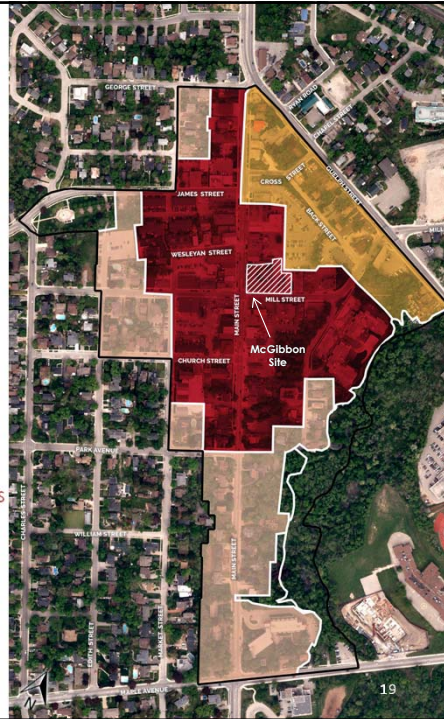
Downtown Complimentary Sub-Area

Max Residential Building Height: 3 Storeys
 Max Density: 30 units/ha

Downtown Redevelopment Sub-Area

Height for High Density Residential: 4-8 Storeys
 Density: 75-150 units/ha for apartments
 Min Density: 21-50 units/ha for townhouses

 Downtown Boundary



PLANNING POLICY
OFFICIAL PLAN – PERMITTED HEIGHTS

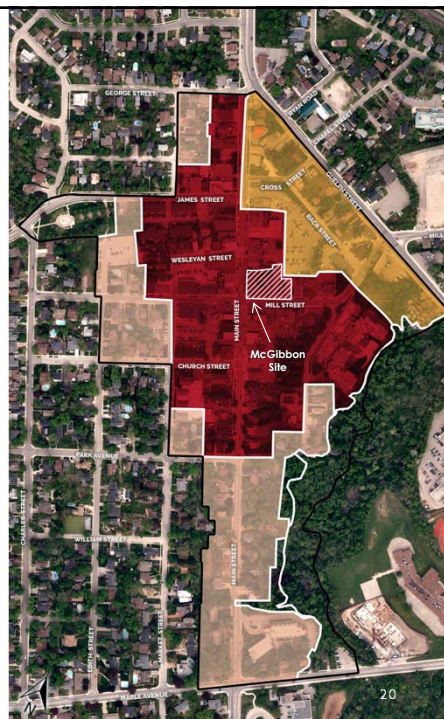


Downtown Redevelopment Sub-Area

Maximum height of buildings subject to Comprehensive Development Plan, which should consider:

- Nature and appropriateness of proposed uses;
- Location of buildings/structures;
- Location of landscaping;
- Location of parking;
- Topography; and,
- Heritage buildings conservation.

(Town OP, D2.5.1.6.5)



PLANNING EXISTING BUILDING HEIGHTS



-  Under Construction
-  1 Storey
-  2 Storeys
-  3 Storeys
-  4 Storeys
-  11 Storeys
-  Downtown Boundary



URBAN DESIGN



KEY STRENGTHS TO BUILD ON



01
Main street with a mix of local businesses, with few vacancies



02
Grid of streets create a very walkable neighbourhood



03
Location on a minor arterial road



04
Convenient on street and off street parking

URBAN DESIGN

KEY STRENGTHS TO BUILD ON



Cultural facilities



Rich **heritage**, good **scale**,
consistency in built form



Adjacent to beautiful **river valley**



An active **Business Improvement Area Association**

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URBAN DESIGN

KEY STRENGTHS TO BUILD ON

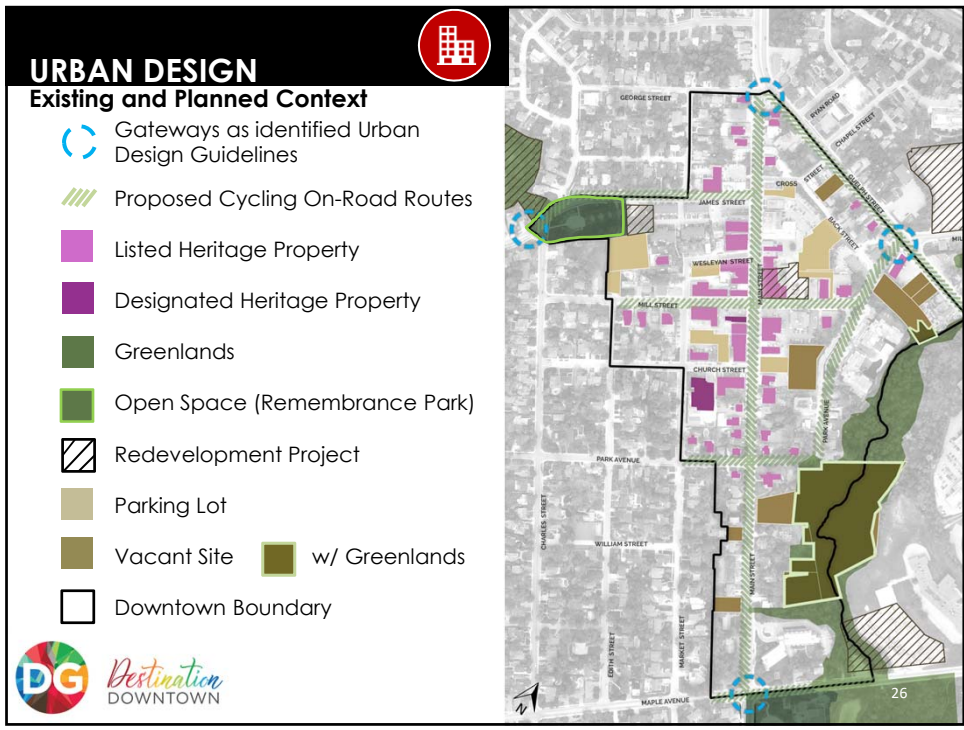
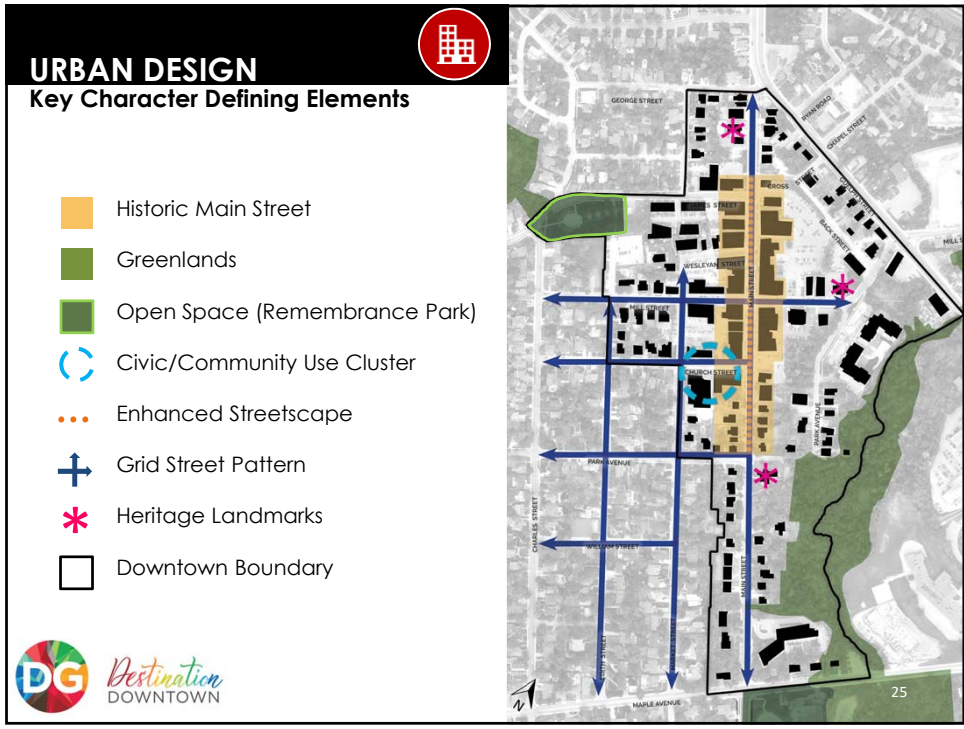


Lots of **events and festivals**



Beautiful streetscape










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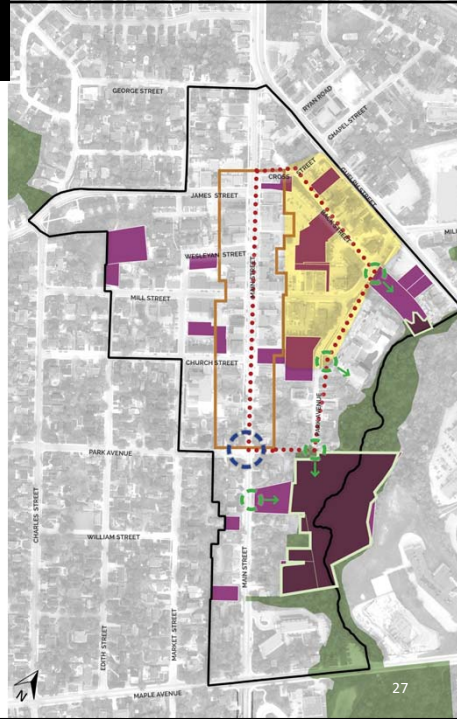


URBAN DESIGN



Opportunities

-  Potential Downtown Gateway
-  Downtown Walking 'Loop'
-  Mixed-Use/Transit Supportive Node
-  Public Realm Improvement and/or Potential Infill Opportunity
-  w/ Greenlands
-  Vistas to Greenlands
-  Greenlands
-  Main Street
-  Downtown Boundary

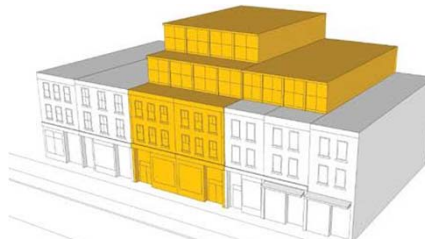


URBAN DESIGN



HEIGHTS

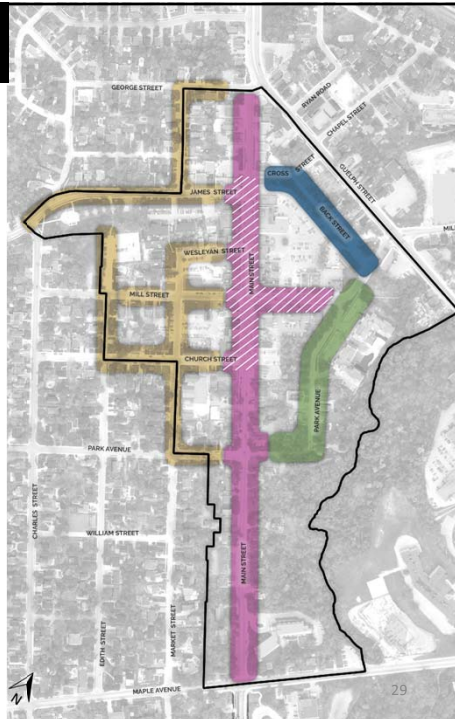
- Sites abutting Guelph Street are appropriate for intensification to support GO Station
- Market demand is shifting to higher forms of development and the Downtown is an ideal location for a variety of residential uses
- Use angular plane and stepbacks is essential to determine the appropriate height and density



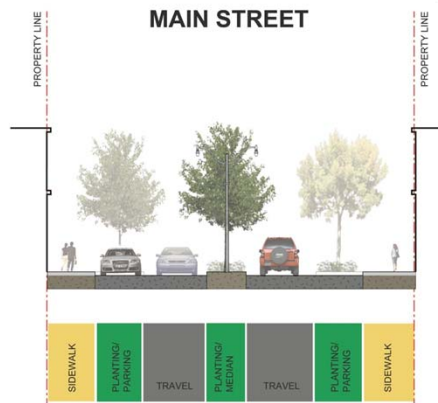
URBAN DESIGN CHARACTER AREAS - Streetscape



- Main Street – Residential
- Main Street - Retail
- Residential Streets
- Park Avenue
- Back Street
- Downtown Boundary



URBAN DESIGN CHARACTER AREAS |



To consider in preparation for the Design Summit:

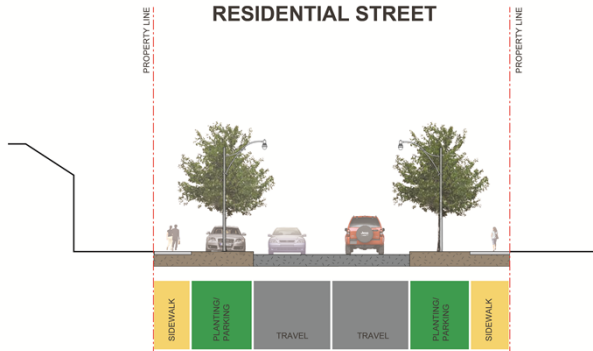
- Expanded streetscape planting
- Wider sidewalks
- Temporary outdoor patios
- Dedicated cycling lanes
- On street parking



**URBAN DESIGN
CHARACTER AREAS |**



RESIDENTIAL STREET



To consider in preparation for the Design Summit:

- Expanded streetscape planting
- Wider sidewalks
- Dedicated cycling lanes
- On street parking



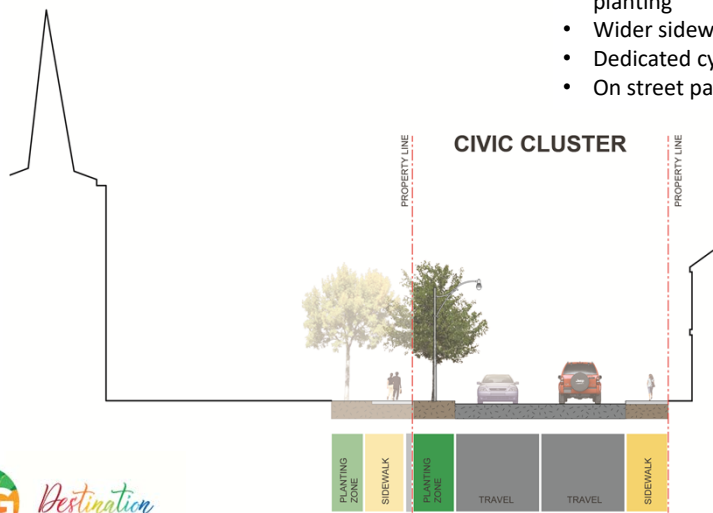
**URBAN DESIGN
CHARACTER AREAS |**



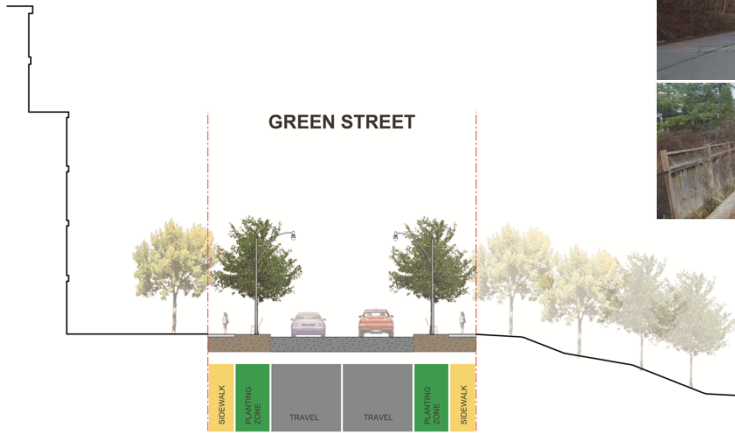
To consider in preparation for the Design Summit:

- Expanded streetscape planting
- Wider sidewalks
- Dedicated cycling lanes
- On street parking

CIVIC CLUSTER



**URBAN DESIGN
CHARACTER AREAS**



**PLAN B Natural Heritage
NATURAL ENVIRONMENT
NATURAL SYSTEM**



PLAN B Natural Heritage
NATURAL ENVIRONMENT
GREEN SPACE



- Major Parks
- Greenlands
- Wooded Area
- Watercourse
- Downtown Boundary

- Silver Creek Valley is identified in the Greenbelt Plan
- It provides an important corridor and link between the Niagara Escarpment and the Credit River Valley



PLAN B Natural Heritage
NATURAL ENVIRONMENT
NATURAL FEATURES



- Sensitive habitats in proximity to Downtown; Silver Creek supports a highly sensitive cold water fishery that is sensitive to change in groundwater and surface runoff
- Level 1 - High Priority Forest habitat abuts Main Street and Park Avenue



Bray Heritage
CULTURAL HERITAGE
HERITAGE PROPERTIES



- Many Listed buildings; few Designated
- Good examples remain of different building types
- Most of the undeveloped sites have archaeological potential (former industrial uses)
- 2 former ponds appear in many early photos, maps and personal accounts

- | | | | |
|--|-------------|--|----------------------|
| | Designated | | Wooded Area |
| | Listed | | Watercourse |
| | Major Parks | | Former Pond Location |
| | Greenlands | | Downtown Boundary |



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Bray Heritage
CULTURAL HERITAGE
HERITAGE RESOURCE GROUPINGS



- Sector 1:** ties together key civic, industrial, transport, residential and natural elements
- Sector 2:** highlights main industries in the creek valley, includes examples of later housing, civic and commercial buildings
- Sector 3:** represents the residential and cultural character of downtown Georgetown at the height of its economic success
- Sector 4:** includes former commercial, industrial and institutional elements of 19th century downtown
- Sector 5:** contains historic centre of downtown commercial and community functions



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Bray Heritage
CULTURAL HERITAGE



OPPORTUNITIES

- Analyze former industrial sites/areas of archaeological potential
- Interpret layers of history, adding local voices from oral histories and interviews
- Integrate significant heritage buildings within new development
- Link natural areas with heritage resource groupings
- Focus redevelopment on properties of low heritage significance outside of the heritage resource groupings and on undeveloped sites that have been cleared of having archaeological potential
- Highlight the visual bookends of the downtown core (church, Post Office, Berwick Hall, Remembrance Park)



Main and Mill Street intersection
 (Orange parade, July 12, 1961) (credit: Rowe, 2006, p. 74)



Wilbur Lake (former mill pond in Silver Creek valley) 39
 (credit: Rowe, 2006, p. 51)

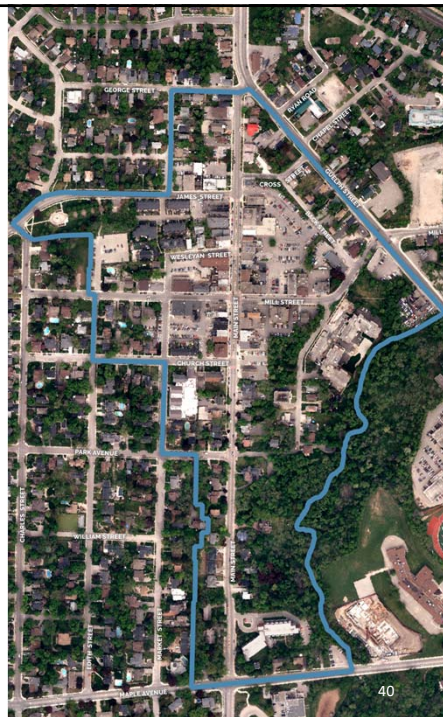


SCS Consulting Group
**ENGINEERING
 SERVICING**



OPPORTUNITY

- Water: By 2021, areas south of Hungry Hollow (Silver Creek) will be serviced by a lake based system; providing additional capacity
- Sanitary: By 2021, areas south Hungry Hollow (Silver Creek) will be serviced by a trunk sewer to the South Halton system; providing additional capacity in the existing system
- Enhanced stormwater quality control via:
 - oil and grit separators and infiltration/filtration facilities
 - parking lot, underground and/or roof top storage
- Erosion control via stormwater re-use for irrigation, green roof systems and underground storage





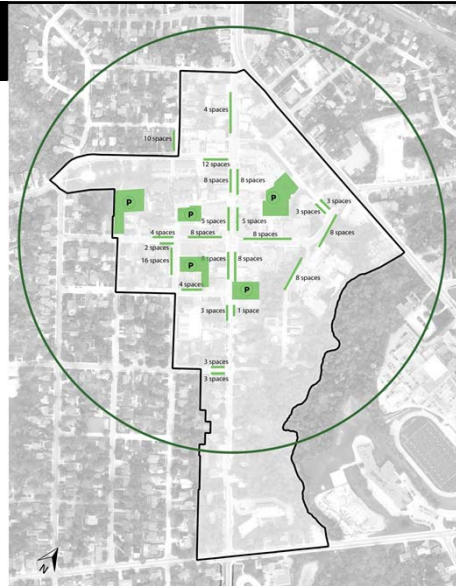
TRANSPORTATION PARKING - Existing

Off Street Parking

- Five surface parking lots with approximately 367 parking spaces

On Street Parking

- Street parking on Mill Street, Church Street, and Park Avenue.
- Approximate parking availability for on street parking in the downtown area is 134 spaces
- Parking, both public and private, is a challenge for new Downtown development

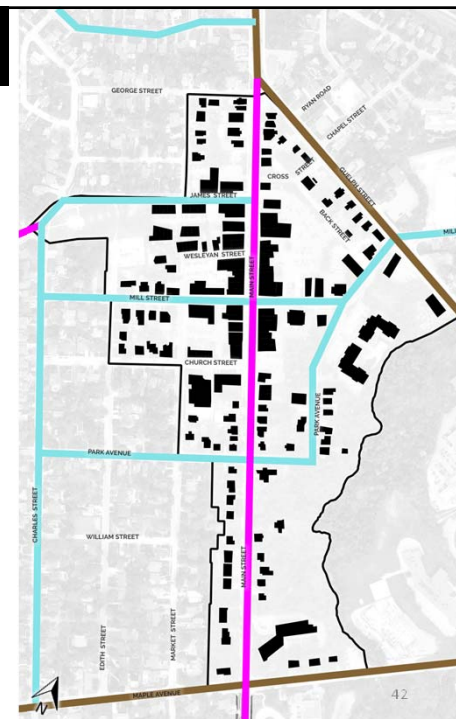


TRANSPORTATION HALTON HILLS CYCLING MASTER PLAN



OPPORTUNITIES

- Opportunities for improvements through "complete streets"
- Improve access and connections to the GO Station through bike lanes, shuttles, expanded ActiVan services



MARKET ANALYSIS



- Availability of land for development and land assembly is a challenge due to large number of narrow lots and multiple land owners
- Sites for new development include surface parking lots, vacant sites and underdeveloped properties
- The Urban Expansion Area will accommodate more than half of all future housing growth and three quarters of new retail space
- Downtown is missing a grocery store

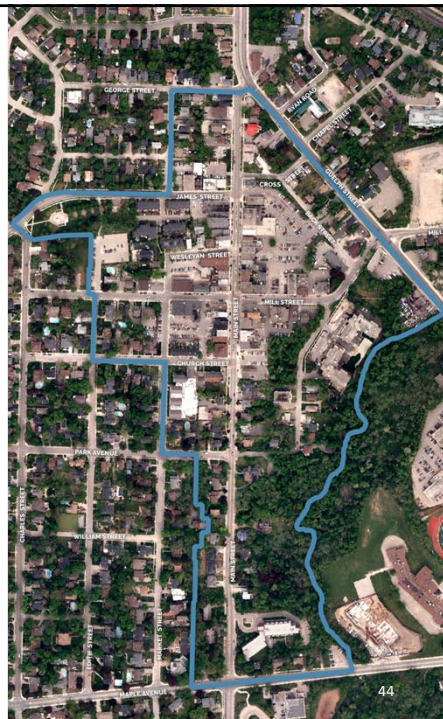


MARKET ANALYSIS



OPPORTUNITIES

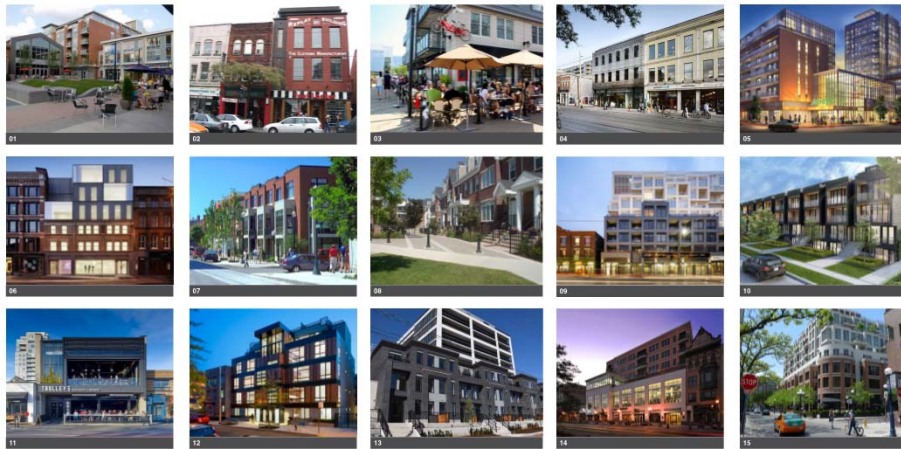
- The retail/commercial market is very stable, with little turnover, niche market to differentiate downtown from other retail areas in Halton Hills
- Great location for higher density housing and townhouses
- Great location for intensification to help support GO Transit
- Increasing demand for residential units in this area as indicated by strong buyer response to the Residences of the Hotel McGibbon
- Co working spaces may attract entrepreneurs and younger working age population
- Temporary or pop-up businesses for underused or vacant units or spaces



Next steps: Design Summit April 2018

- Location to be confirmed
- Register to participate in one of two design sessions:
3:00 – 5:30 pm OR 6:30 – 9:00 pm
- Join one of three design teams led by a designer from The Planning Partnership to develop an alternative for Downtown Georgetown: new buildings, public space, streets
- Drop in at 8:00 pm to preview the alternatives generated at the Design Summit

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Visual Preference Survey: Downtown Buildings



Downtown Georgetown Planning Study
Downtown Visioning Workshop #1

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Table Group Discussions

A **vision statement** is a “word picture” that describes a preferred future condition or aspirational future for Downtown Georgetown – *what does it look like, what’s it like to be there, how does it feel....*

Talk with others at your table.

Write a list of key words or phrases that should be captured in a vision statement.



Table Group Discussions

Design principles are the building blocks of the planning and design for Downtown Georgetown. Principles direct, for example, the design of buildings, streets, public spaces, uses, and enhance natural and heritage features.

Talk with others at your table.

Using the note taking template, write the key words or phrases that should be captured in design principles that will direct the exploration of design alternatives for Downtown Georgetown.



