



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Tony Boutassis, Director of Economic Development

DATE: April 7, 2026

REPORT NO.: CSE-2026-010

SUBJECT: Guelph Street Revitalization Plan

RECOMMENDATION:

THAT Report No. CSE-2026-010, dated April 7, 2026 regarding the “Guelph Street Revitalization Plan”, be received;

AND FURTHER THAT Council endorse the implementation of the Guelph Street Revitalization Plan.

KEY POINTS:

The following are key points for consideration with respect to this report:

- The redevelopment of main streets and commercial corridors is an opportunity to encourage redevelopment, beautification, retain and grow existing businesses, and to attract new investments and mixed-use developments and associated revenues and local jobs.
- This report outlines a multi-phased and multi-year Guelph Street Revitalization Plan to deliver impactful near- and mid- term revitalization actions that will help attract investment and translate into physical improvements.
- Revitalization Plan implementation is organized into three phases – actions underway, initiatives starting in 2026, and longer- term actions for post- 2026 that are dependent on the outcomes of the Secondary Plan and/or future resources.
- The Revitalization Plan delivers on Council’s Thriving Economy Strategic Plan priority.
- The Plan is guided by the Guelph Street Revitalization Committee/Task Force and is being advanced in close coordination with the Secondary Plan project.

- The Plan emphasizes practical and implementable actions that leverage existing resources wherever possible, previously approved projects, partnerships, and cross-departmental coordination - with the Economic Development Division being the lead for the Revitalization Plan. Planning and Development is the lead for the Guelph Street Secondary Plan project.
- Subject to Council endorsement, the Plan will proceed with the implementation of Phases 1 and 2 through 2026, including planned Committee/Task Force meetings, and the identification of budget needs for 2027 and beyond.

BACKGROUND AND DISCUSSION:

1. Context and Strategic Alignment

The redevelopment of major mixed-use corridors has the potential to generate significant community and economic benefits. Redeveloped and enhanced corridors can create vibrant mixed-use neighbourhoods, expand housing options, create new pedestrian and community amenities, strengthen the vitality of existing businesses, attract new businesses and investment, create local jobs, support intensification, increase municipal revenues, and raise the overall quality of life.

As noted in Report No. [ADMIN-2024-007](#) (April 3, 2024), the Guelph Street Revitalization Committee/Task Force is one of three special priority areas identified by the Mayor that supplement the work of the Growth and Infrastructure Committee and the Healthy Environment and Community Committee. A key goal of the Guelph Street Revitalization Committee/Task Force is to: *“To develop an aspirational long-term vision and develop a strategy for redevelopment and revitalization of the Guelph Street corridor in Georgetown for input into the Secondary Plan.”* To help achieve this goal, the proposed Guelph Street Revitalization Plan was presented to the Guelph Street Revitalization Committee/Task Force at its December 9, 2025 meeting, following by further discussion at the Committee/Task Force’s March 10, 2026 meeting. The Committee/Task Force provided positive feedback. An update on the Revitalization project was also provided at the February 2026 meetings of the Growth and Infrastructure and Healthy Environment and Community committee meetings.

The Revitalization Plan focuses on near- and mid-term physical improvements and investment attraction initiatives along the corridor, while the Secondary Plan will establish the long-term land use and policy framework. Both initiatives are being advanced concurrently and in close coordination to ensure alignment and mutual reinforcement.

2. Approach

The development of the Guelph Street Revitalization Plan was guided by the following principles:

- Supplement the development of the Guelph Street Secondary Plan.

- Leverage the Guelph Street Revitalization Steering Committee Project Charter (e.g. business consultation, redevelopment & revitalization strategy, advance priority short-term opportunities).
- Advance Council's Strategic Plan priority of Thriving Economy.
- Attract and fast-track revitalization and economic development.
- Develop an implementable multi-year plan with incremental and deliberate actions that can start to be implemented with existing resources.
- Leverage existing and already planned projects and Business Plan connections, wherever possible.
- Maximize opportunities for engagement with Committee/Task Force members.
- Leverage opportunities for partnerships and collaboration with internal and external stakeholders.
- Include flexibility in order to be able to respond to unplanned challenges and leverage any additional opportunities (e.g. grants).
- Tailor scope to reflect available resources and future resource planning.
- Leverage the Economic Development division to lead the development and implementation of the Revitalization Plan.

The project includes short-term actions that can be advanced with limited existing resources, while leveraging already approved and/or planned projects, partnerships and ongoing initiatives. Full implementation of the Plan, beyond 2026, will require additional resources and funding.

The Plan is being implemented through a project management approach to ensure coordination and effective decision-making. The Director of Economic Development is currently serving as the Project Manager, supported by a cross-departmental core staff team to share implementation progress within a defined workplan scope, and guided by the Guelph Street Revitalization Committee/Task Force.

3. Guelph Street Revitalization Workplan

The proposed workplan consists of three interrelated phases. The status of each of the initiatives outlined below can be found in Appendix A – Status Update Dashboard.

Phase 1 – Actions Already Underway emphasizes initiatives that are already in progress (connected to already approved projects and/or those that were pending 2026 Budget approvals) and/or can be advanced with existing initiatives. These initiatives include:

- A. Tree Planting (Phase 1): Funded by FCM's Growing Canada's Community Canopies grant, incremental tree planting along Guelph Street to improve landscape aesthetic and environmental benefits.
- B. Major Property Owner & Business Interviews: Select interviews with major business/property owners to raise project awareness, gather input on

revitalization opportunities, potential supports/incentives, strengthen relationships for implementation, and share information on related initiatives.

- C. Business Concierge (Phase 1): Leverage the existing Town-wide Business Concierge program to track and/or advance potential redevelopment opportunities while the Secondary Plan is being developed.
- D. Greening Corporate Grounds Program: Engage Credit Valley Conservation (CVC) to expand the promotion of their existing [Greening Corporate Grounds](#) program to property owners along Guelph Street (on private property only, focus on car dealerships).

Phase 2 – Actions Planned to Start by June 2026 is intended to introduce initiatives that are intended to begin before the summer. These initiatives include:

- A. Marketing and Communication Plan (Phase 1): Develop a logo and branding for: “From Corridor to Community”. Leverage it to create and elevate interest in the project and strengthen relationships to support revitalization and economic development.
- B. Tree Planting (Phase 2): Develop an Implementation Plan (in 2026) for the next round of canopy growth and tree planting (2027+). Select number of trees will be planted along Guelph Street. This will build on Tree Planting – Phase 1 by further improving landscape aesthetic and environmental benefits.
- C. Corporate Calling Program & Site Visits: Develop a plan, including messaging, for in-person on-site visits for the Mayor and Committee/Task Force members at key businesses/property owners. Strengthen relationships, create momentum for revitalization, and align with other messaging to businesses/property owners.
- D. Business Forum/Roundtable: Host an in-person event for businesses, property owners, property managers, developers, investors and/or real estate agents and other appropriate stakeholders - to gather input and strengthen relationships to build momentum for revitalization.
- E. New Economic Development Strategy: With 2026 Budget approval, a new Strategy will be developed to provide a multi-year roadmap to advance Council’s Thriving Economy priority. This will be a Town-wide Strategy and will incorporate any relevant recommendations from the Secondary Plan related to Guelph Street revitalization.
- F. Development Charge (DC) Background Study & By-law Update: As part of the ongoing study process, staff will explore potential policy options or other tools for Council’s consideration, which may support revitalization along Guelph Street.

Phase 3 – Actions Requiring Additional Resources (Post 2026) identifies longer term initiatives which require the completion of the Secondary Plan first, and/or additional funding and staffing resources that would be subject to future Council consideration through the 2027 budget and beyond. These initiatives include:

- A. Marketing and Communication Plan (Phase 2): Building on Phase 1, continue to amplify project awareness, community engagement; improve the corridor’s visual appearance/beautification; and encourage revitalization through additional initiatives such as a larger marketing campaign, signage, light post banners, public art installation(s), community events, etc.
- B. Tree Planting (Phase 3): Pending funding, this phase will build on Phases 1 & 2 by focusing on additional tree planting within the municipal boulevard. Will include exploring potential partnerships with CVC, Landscape Ontario, Trees for Halton Hills and the private sector. Prioritize car dealerships and other major property owners.
- C. Business Concierge (Phase 2): An expanded Business Concierge program that would be tailored to identify, support and expedite mixed-use redevelopment, investments and revitalization in mixed-use areas (e.g. Guelph Street) and major intensification areas (e.g. Georgetown GO Station).
- D. Streetscape and Landscape Design Master Plan: Comprehensive plan that will build on the Secondary Plan’s urban design guidelines, road cross sections, MTO input and Phases 1 to 3 of Tree Planting, to achieve a unified landscape design, and streetscape and placemaking improvements to position the corridor as a prime destination for mixed use development, people and investments.
- E. Community Improvement Plan (CIP) Update: Through the development of a new CIP, Guelph Street revitalization objectives and associated potential incentives, will be considered and/or incorporated to encourage and support revitalization and redevelopment, and to facilitate implementation of the Secondary Plan’s vision/recommendations.

4. Next Steps

Subject to Council’s endorsement of the Guelph Street Revitalization Plan, the following are key next steps:

- Proceed with the continued implementation of Phase 1 and Phase 2 initiatives.
- Additional meetings of the Guelph Street Revitalization Committee/Task Force.
- Bring forward any required resource and/or funding requests through the Town’s 2027 budget process.
- Provide Council with annual project status updates.

STRATEGIC PLAN ALIGNMENT:

This report identifies a thriving economy as one of the Town's Strategic priorities. The Revitalization Plan is designed to support investment attraction, assist new and existing businesses, and enhance the corridor's visual character through incremental, strategic and impactful actions.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement has been undertaken through a targeted and coordinated approach:

- The Guelph Street Revitalization Committee/Task Force has been engaged on the details of the Revitalization Plan at its two most recent meetings – December 2025 and March 2026.
- Seven stakeholder interviews have been conducted with key businesses and major property owners along the Guelph Street corridor.
- Additional engagement will be completed through the upcoming Business Forum/Roundtable, Corporate Calling Program and site visits.
- Extensive community input has also been gathered through the Guelph Street Secondary Plan process, including a project website, two public open houses, pop-up engagement activities, and online surveys.

INTERNAL CONSULTATION:

Management of the Guelph Street Revitalization Plan is being led by the Economic Development Division within the Community Services Department. Given the project's scope, implementation requires a coordinated and cross-departmental approach. Collaboration is underway with Planning, Parks, Community Development and Environment, Development Engineering, Communications, and Finance.

FINANCIAL IMPLICATIONS:

This report has the potential to require funding in a future budget year and therefore needs to be referred to budget committee for tracking purposes.

The Revitalization Plan acknowledges current resource and budget constraints. Full and successful implementation beyond 2026 will require additional financial and staff resources.

Reviewed and approved by,

Damian Szybalski, Commissioner of Community Services

Chris Mills, Chief Administrative Officer

APPENDIX A: GUELPH STREET REVITALIZATION PLAN - STATUS UPDATE DASHBOARD

GUELPH STREET REVITALIZATION PLAN - STATUS UPDATE DASHBOARD				
Phase 1 - Actions Already Underway				
ID	Action	Project Lead	Current Status	Next Steps
1A	Tree Planting (Phase 1)	Parks, Community Development & Environment	In Progress	Spring 2026 planting event
1B	Major Property Owner & Business Interviews	Economic Development	Complete	Summary of results provided at Task Force Meeting (March 10, 2026)
1C	Business Concierge (Phase 1)	Economic Development	In Progress	Monitor Guelph Street-related economic development inquiries
1D	Greening Corporate Grounds Program (CVC)	Mayor	Pending	Discuss options with CVC
Phase 2 - Actions Planned to Start by June 2026				
ID	Action	Project Lead	Current Status	Next Steps
2A	Marketing and Communication Plan (Phase 1)	Communications	In Progress	Logo complete. Spring 2026 planting event
2B	Tree Planting (Phase 2)	Parks, Community Development & Environment	Pending	Scope program accordingly with approved funding
2C	Corporate Calling Program and Site Visits	Economic Development	Pending	Scope to be developed
2D	Business Forum/Roundtable	Economic Development	In Progress	Plan complete. Scheduling for June 2026
2E	New Economic Development Strategy	Economic Development	In Progress	Develop Terms of Reference for the new Strategy
2F	Development Charge Review	Finance	Pending	Discuss integration into the scope of the DC Study
Phase 3 - Actions Requiring Additional/New Resources, Post-2026				
ID	Action	Project Lead	Current Status	Next Steps
3A	Marketing and Communication Plan (Phase 2)	Communications	Projected, pending Budget	2027 Budget consideration
3B	Tree Planting (Phase 3)	Parks, Community Development & Environment	Projected, pending Budget	2027 Budget consideration
3C	Business Concierge (Phase 2)	Economic Development	Projected, pending Budget	2027 Budget consideration
3D	Streetscape and Landscape Design Master Plan	Parks, Community Development & Environment	Projected, pending Budget	2027 Budget consideration
3E	Community Improvement Plan (CIP) Update	Economic Development	Projected, pending Budget	2027 Budget consideration

