

# **DOWNTOWN GEORGETOWN PLANNING STUDY**



*Destination*  
DOWNTOWN

---

**Technical Advisory Committee Meeting**

**Steering Committee Meeting**

**Community Workshop #3**

Thursday, May 24, 2018

**The Planning Partnership**

# OVERVIEW OF STUDY, PROCESS & MILESTONES

We are here



# 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



# Input from today will inform the Secondary Plan



# PUBLIC ENGAGEMENT SO FAR:

1

## Downtown Visioning Session

February 20, 2018



Technical Advisory Committee Meeting



Steering Committee Meeting



Public Workshop



One-on-One Interviews

2

## Design Summit

April 4, 2018



Roving Information Station Interviews



On-line Surveys



Group Discussions on the Draft Vision Statement



Group Discussions on the Draft Guiding Principles

# DRAFT VISION STATEMENT

Downtown Georgetown is a **vibrant destination** that serves the residents of Georgetown and Halton Hills and **draws visitors** from all corners of the Greater Golden Horseshoe Area.

Development will build on the **rich natural and cultural heritage** that makes Downtown Georgetown **unique** and so cherished by all who live there and visit.

Through **sustainable development** and **enhanced public realm** initiatives, Downtown Georgetown will continue to grow and offer an increasingly diverse range of places to **live, work, shop, be entertained**, and enjoy **community life** in a setting that artfully integrates old and new development into a picturesque landscape.



# DRAFT GUIDING PRINCIPLES

- 1**  Ensure new development celebrates and protects the existing **built heritage character** of the downtown.
- 2**  Establish a variety of beautiful **public gathering spaces** to support cultural events, festivals and community life throughout the year.
- 3**  Create **vibrant, safe and comfortable pedestrian-oriented streets** that enhance mobility for pedestrians, cyclists and drivers and support existing and future transit.
- 4**  Promote a **mix of uses** in a variety of **building forms**, including a range of housing types and opportunities for retail, commercial and community uses.

# DRAFT GUIDING PRINCIPLES

- 5  Protect and enhance **natural features** while broadening opportunities for public access, enjoyment, education and stewardship.
- 6  Demonstrate **high-quality design** in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods.
- 7  Incorporate **sustainable development and construction** practices to maximize resource conservation.



## DESIGN SUMMIT: WHAT HAPPENED?

- April 4, 2018 at the Mold-Masters SportsPlex
- Two design sessions: 3:00-5:30 pm & 6:30-9:00 pm
- Participants joined a member of the Project Team to prepare an Alternative (concept) for the study area using a specific design program
- The Alternatives were developed with the Vision Statement and Design Principles in mind.
- The Design Summit resulted in the development of 8 different Alternatives for the study area



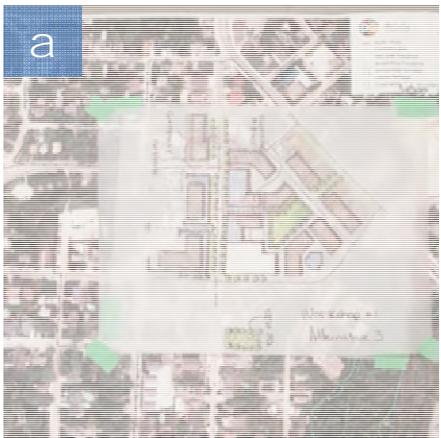


# DESIGN SUMMIT: DEVELOPMENT PROGRAMS

	Alternative 1	Alternative 2	Alternative 3	Alternative 4
VARIABLE				
# of Units	450	450	650	800
Type of Built Form	Townhouses	Townhouses & Mid-rise	Mid-rise	All forms
Building Height	3	3-6	8	3-10+
Public Realm / Parks	Existing park	One central urban park	Urban square with each development	Parks and urban squares
Heritage	Conserved	Integrated	Integrated	Conserved
Main Street ROW	Shared 'ROW' Vehicles and bicycles share existing lanes	Dedicated Lanes 1 lane for vehicles; 1 lane for bikes and transit	Remove Street Parking Create enhanced bike lanes	Shared 'ROW' Vehicles and bicycles share existing lanes



# DESIGN SUMMIT: ALTERNATIVE 1

Development Program		Alternative 1		Refined Alternative	
Development Program		Design Summit		Refined Alternative	
# of Units	450				
Type of Built Form	Townhouses				
Building Height	3				
Public Realm / Parks	Existing park				
Heritage	Conserved				
Main Street ROW	Shared 'ROW' Vehicles and bicycles share existing lanes				



# DESIGN SUMMIT: ALTERNATIVE 2

## Alternative 2

Development Program		Design Summit	Refined Alternative
# of Units	450		
Type of Built Form	Townhouses & Mid-rise		
Building Height	3-6		
Public Realm / Parks	One central urban park		
Heritage	Integrated		
Main Street ROW	Dedicated Lanes 1 lane for vehicles; 1 lane for bikes and transit		
			



# DESIGN SUMMIT: ALTERNATIVE 3

## Alternative 3

### Development Program

# of Units	650
Type of Built Form	Mid-rise
Building Height	8
Public Realm / Parks	Urban square with each development
Heritage	Integrated
Main Street ROW	Remove Street Parking Create enhanced bike lanes

### Design Summit



### Refined Alternative





# DESIGN SUMMIT: ALTERNATIVE 4

## Alternative 4

Development Program		Design Summit	Refined Alternative
# of Units	800		
Type of Built Form	All forms		
Building Height	3-10+		
Public Realm / Parks	Parks and urban squares		
Heritage	Conserved		
Main Street ROW	Shared 'ROW' Vehicles and bicycles share existing lanes		
			



# EXPLORING THE ALTERNATIVES



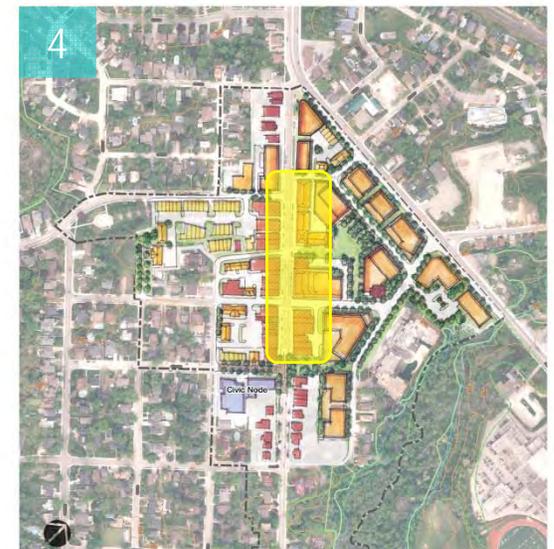
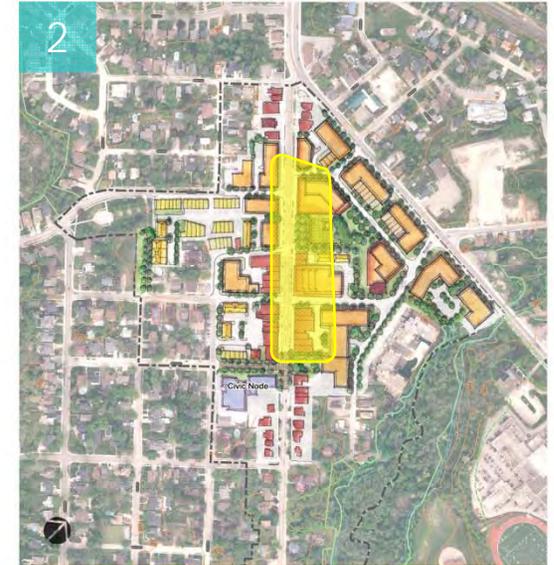
## PRINCIPLE 1: Ensure new development celebrates and protects the existing built heritage character of the downtown

- a. **Protect the heritage character of Main St, in particular the buildings in the block north of McGibbon on the east side of Main St**

Rear additions to existing buildings on Main St

Consider designation of Main Street between James and Church Street as a Heritage Conservation District

Conserve the massing of each building in the block north of McGibbon, east side of Main St (with stepback to new building behind) – no alternatives do this





## PRINCIPLE 1: Ensure new development celebrates and protects the existing built heritage character of the downtown

### b. Conserve key heritage buildings on Mill St

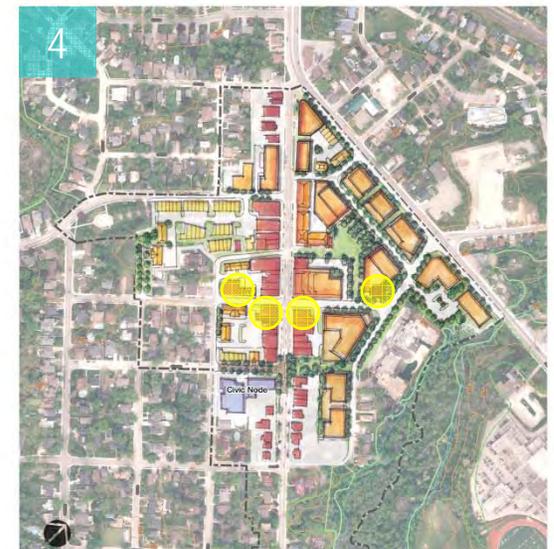
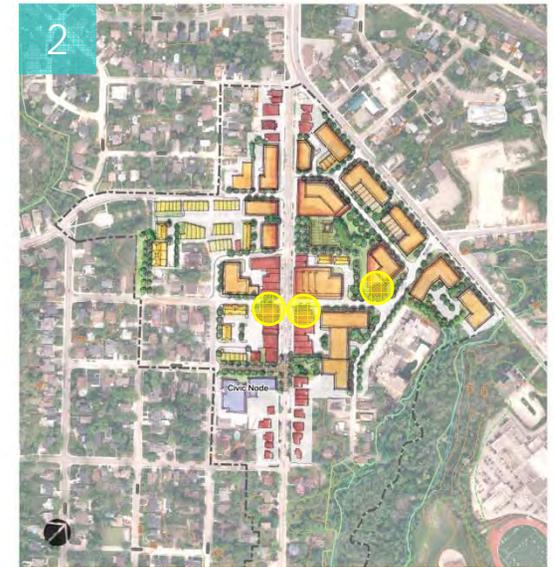
Conserve 70 Mill Street – Old Post Office as an anchor to the street

Conserve 120-134 Mill St  
Replace 2 banks at the corner of Main St and Mill St with 2-3 storey buildings in keeping with Main Street character

Also consider:

Conserving 75 Mill Street (the 'Birches')

Conserving 72 Mill Street (old theatre)



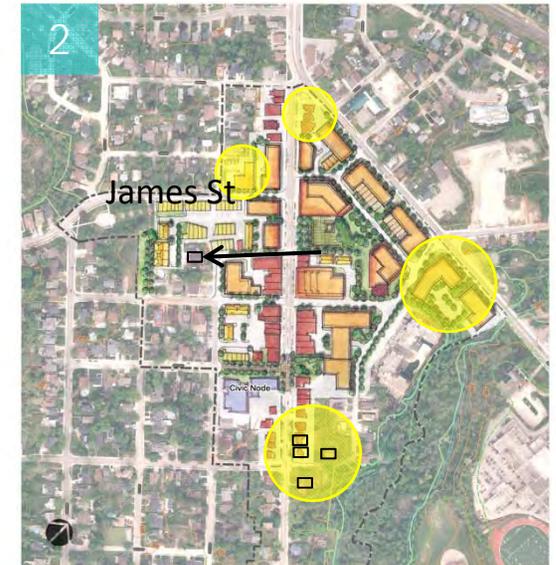


## PRINCIPLE 1: Ensure new development celebrates and protects the existing built heritage character of the downtown

### c. Conserve key buildings on Guelph St

Retain corner house at Main St and Guelph St and incorporate landscaped forecourt design

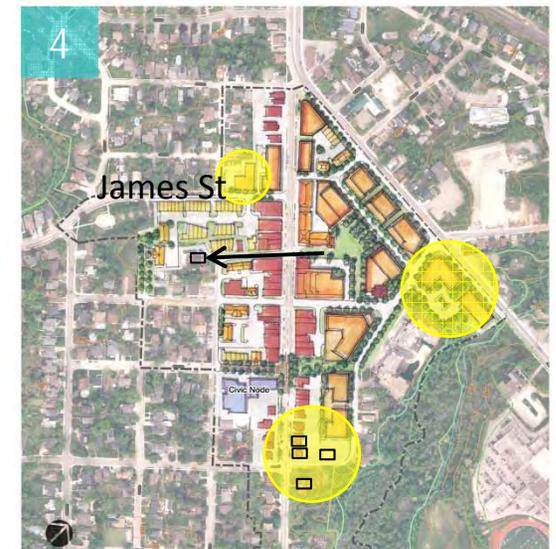
Incorporate the Carpet Barn on Guelph St as part of new development



### d. Retain #8 James St

### e. Maintain views along Wesleyan to the former chapel

### f. Conserve cluster of buildings on Park Ave at Main St

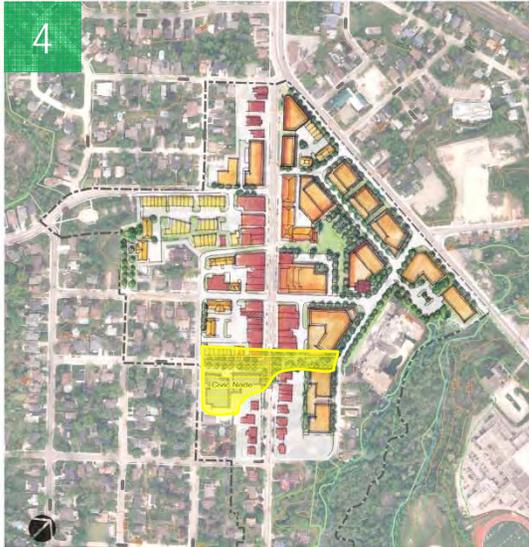
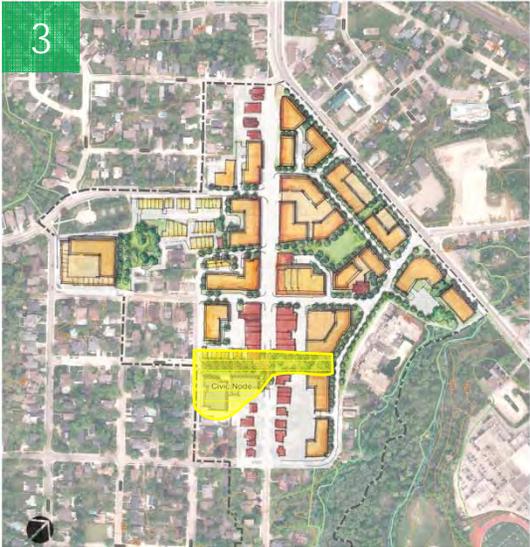
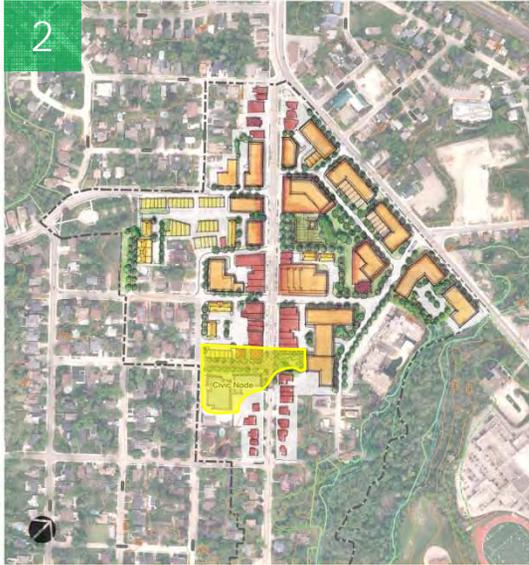
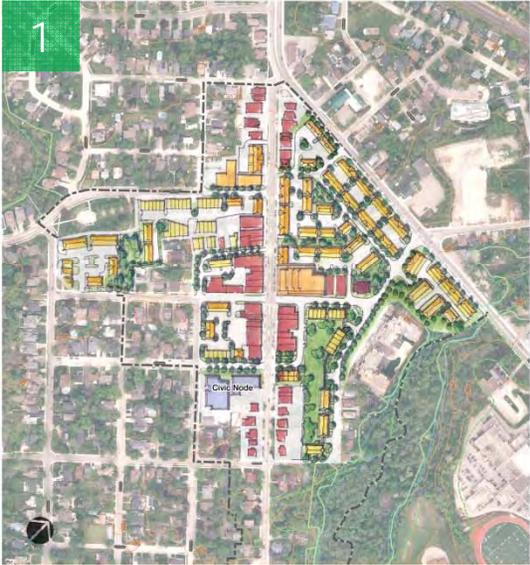




# PRINCIPLE 2: Establish a variety of beautiful public gathering spaces to support cultural events, festivals and community life throughout the year

## a. Provide an enhanced cultural and civic node

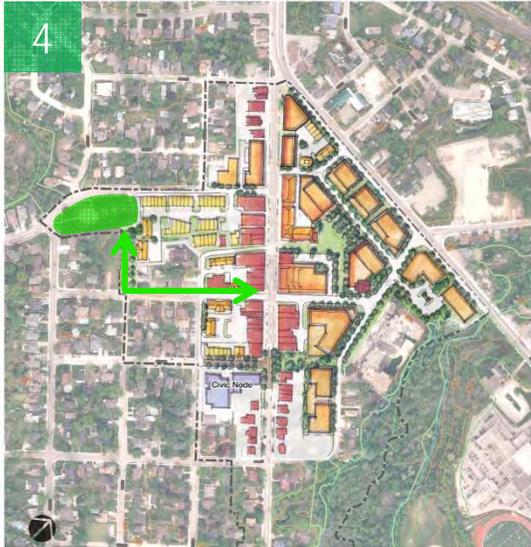
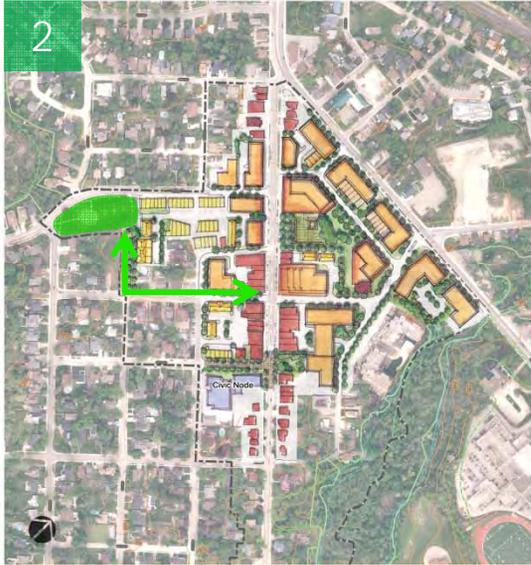
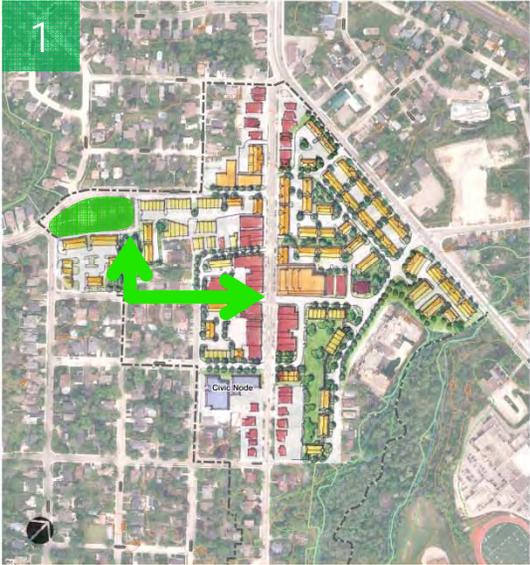
Enhance the Library and Cultural Centre





# PRINCIPLE 2: Establish a variety of beautiful public gathering spaces to support cultural events, festivals and community life throughout the year

b. Improve the connection to Remembrance Park

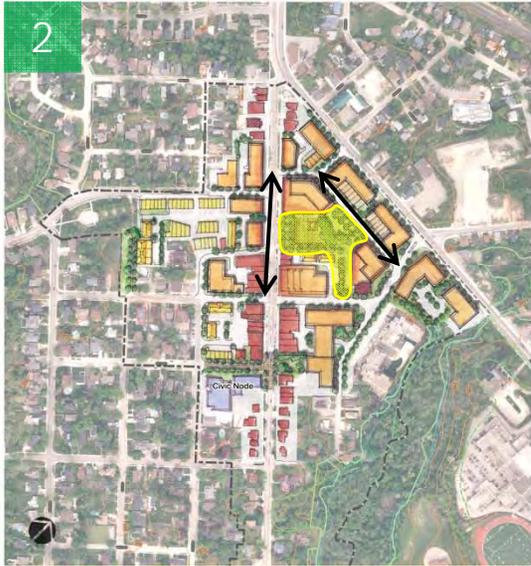
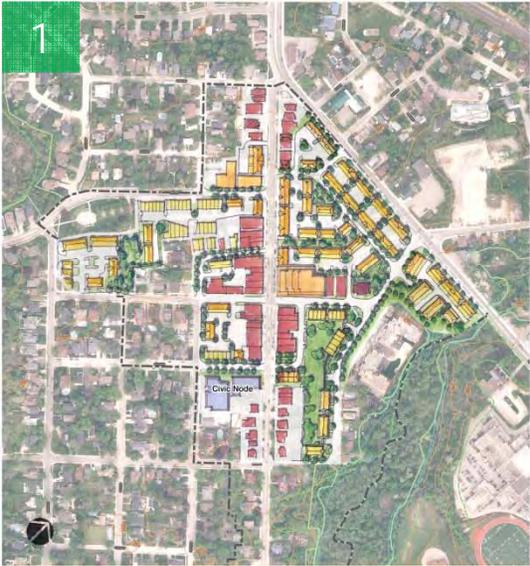




# PRINCIPLE 2: Establish a variety of beautiful public gathering spaces to support cultural events, festivals and community life throughout the year

c. Provide a range of publicly accessible parks and open spaces, including animated and prominent public space

New central public space has:  
Frontage on Main St  
Exposure on multiple streets  
Active uses on all sides





## PRINCIPLE 3: Create vibrant, safe and comfortable pedestrian-oriented streets that enhance mobility for pedestrians, cyclists and drivers and support existing and future transit

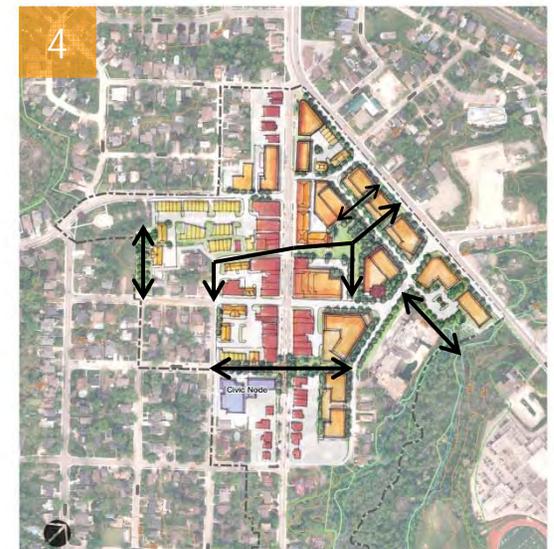
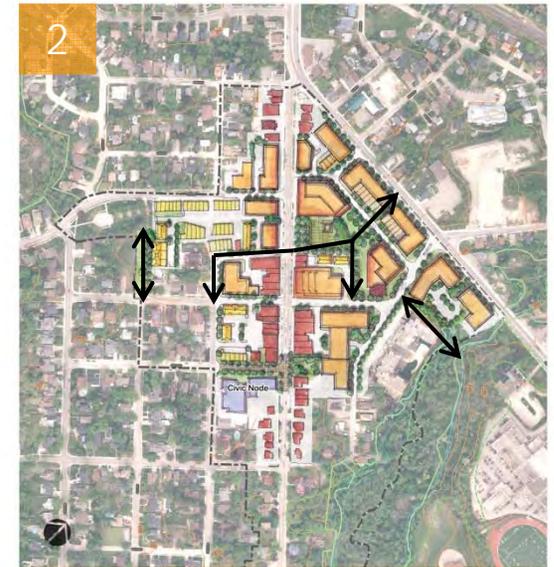
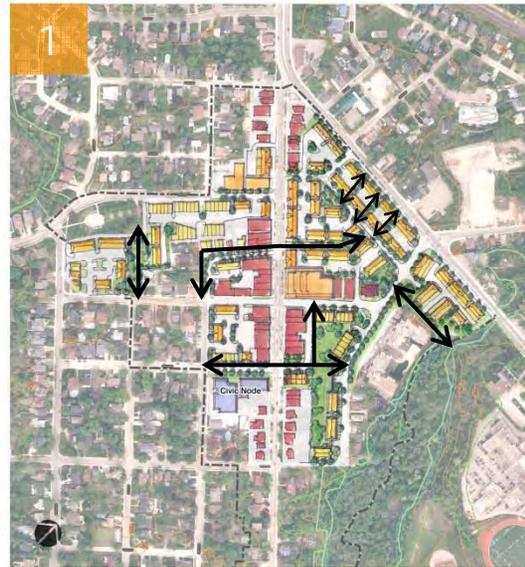
### a. Provide more ways to walk to Downtown and to the GO Station

Fine grain network of walkways / landscaped areas

New lane/street behind Main St, between Church and Mill St

Direction from planning policy (provincial, regional, local):

Promote healthy, active communities by planning public streets, spaces and facilities to be safe, meet the needs of pedestrians, foster social interaction and facilitate community connectivity

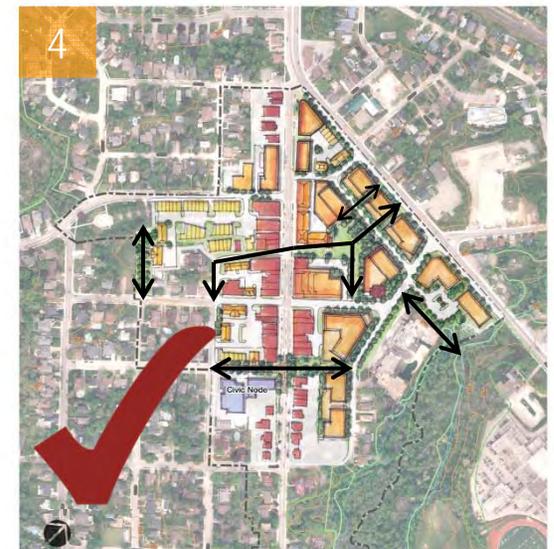
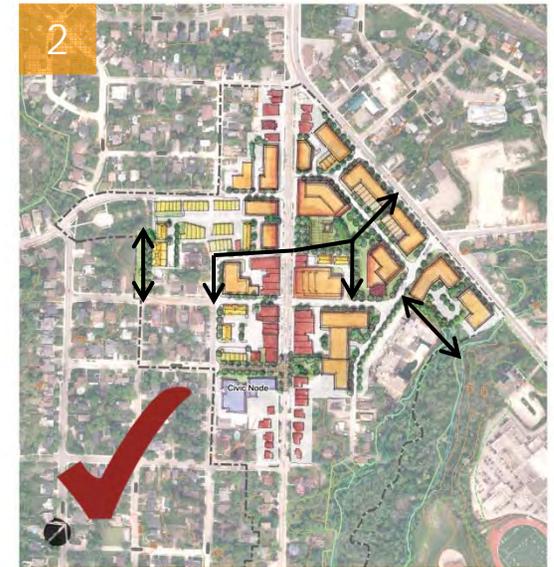
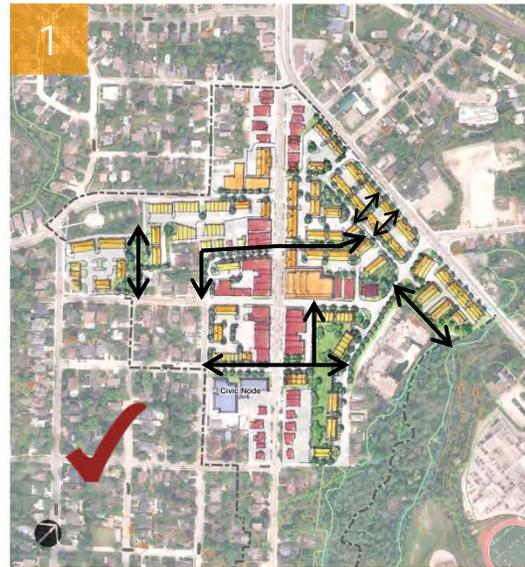




## PRINCIPLE 3: Create vibrant, safe and comfortable pedestrian-oriented streets that enhance mobility for pedestrians, cyclists and drivers and support existing and future transit

### b. Support current and future transit and active transportation

Alternative 4 has the highest number of units and multiple access routes





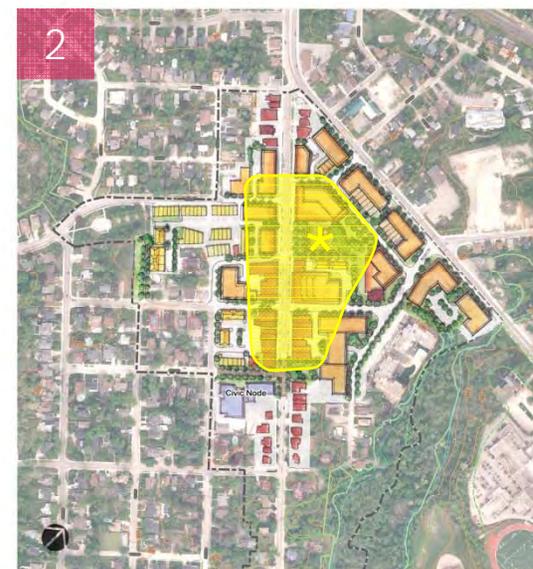
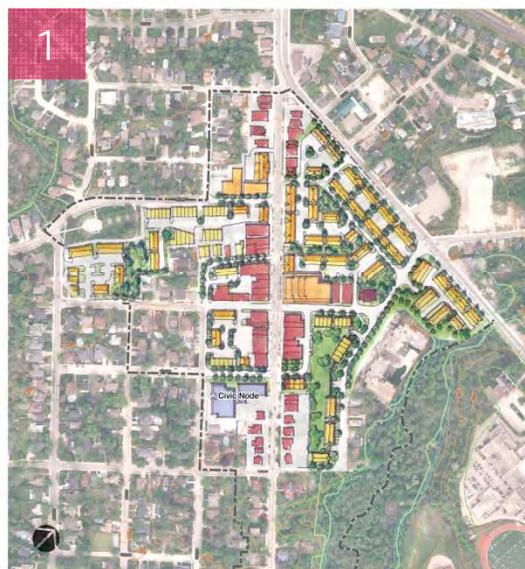
## PRINCIPLE 4: Promote a mix of uses in a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses

### a. Encourage investment while retaining the character and scale of Downtown

Encourage vibrant retail

Provide space for programmed events / gathering space with exposure on Main St

Design routes, destinations, attractions to increase foot traffic





## PRINCIPLE 4: Promote a mix of uses in a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses

### b. Provide opportunities for a diverse mix of housing to enhance absorption rates (purchases and rentals)

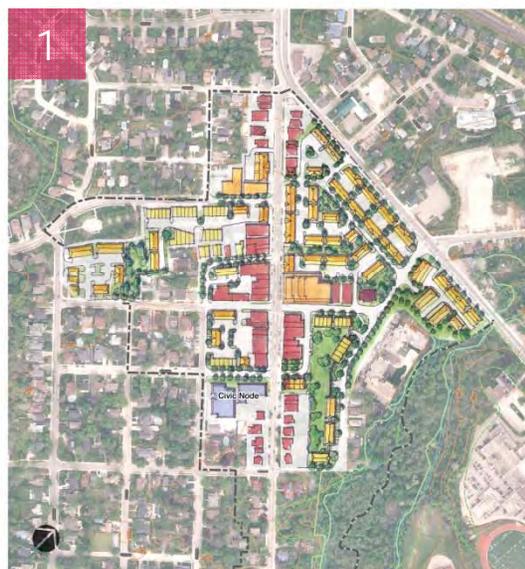
Considerations:

Assembling land to create larger parcels for re-development of higher density buildings

Significant development would only result in nominal increase in retail demand; Downtown is primarily a destination retail market

Developer interest in building taller buildings

Competition with increased density of development planned in the GO Station Area

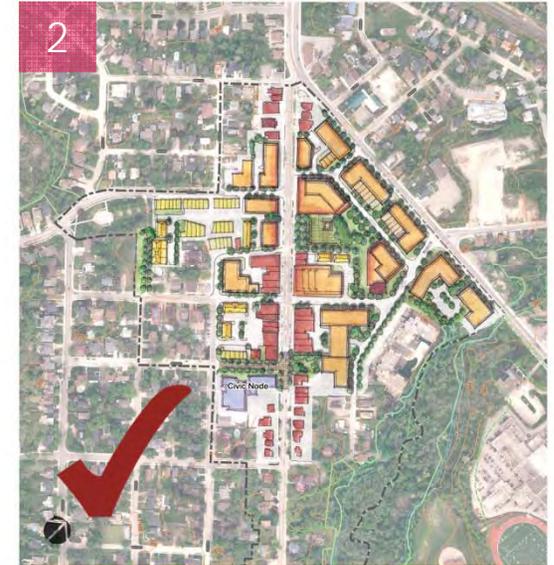




## PRINCIPLE 4: Promote a mix of uses in a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses

### c. Support mixed use and compact growth

Alternative 4 incorporates highest density development and greatest variety of housing

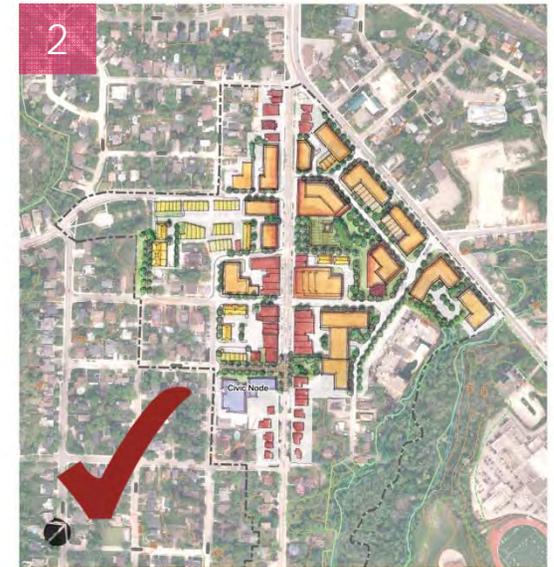




## PRINCIPLE 4: Promote a mix of uses in a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses

### d. Promote employment opportunities

Alternatives 3 and 4 have the most mid-rise buildings that support larger retail space – more jobs

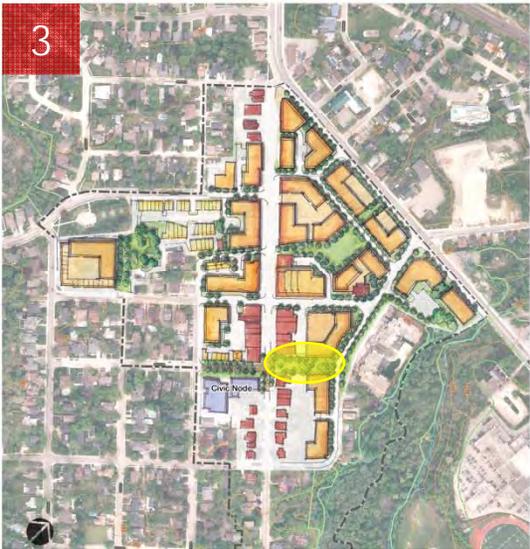
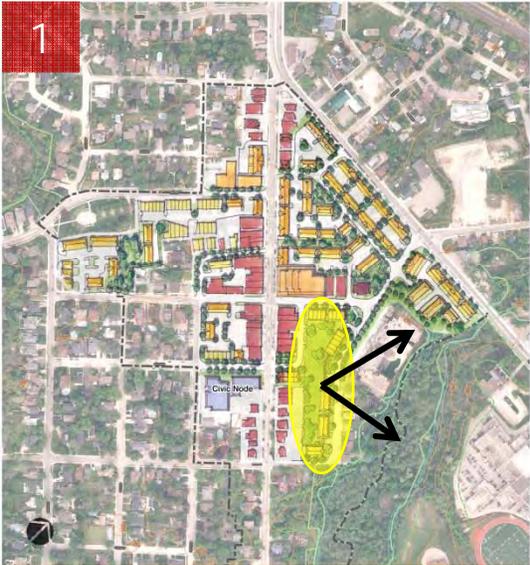




# PRINCIPLE 5: Protect and enhance natural features while broadening opportunities for public access, enjoyment, education and stewardship

a. Promote the natural character and context of Downtown and enhance views to Silver Creek

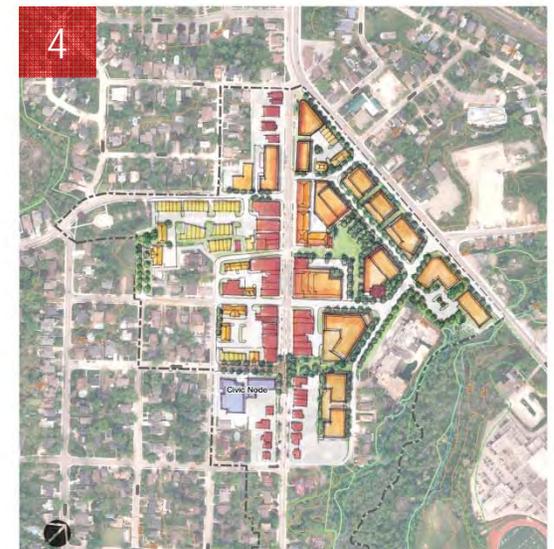
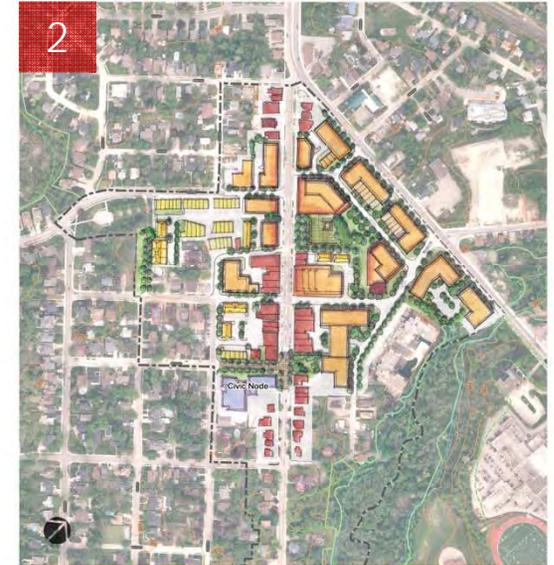
Open up views to valley





## PRINCIPLE 5: Protect and enhance natural features while broadening opportunities for public access, enjoyment, education and stewardship

- b. Provide opportunities to enhance/restore Silver Creek

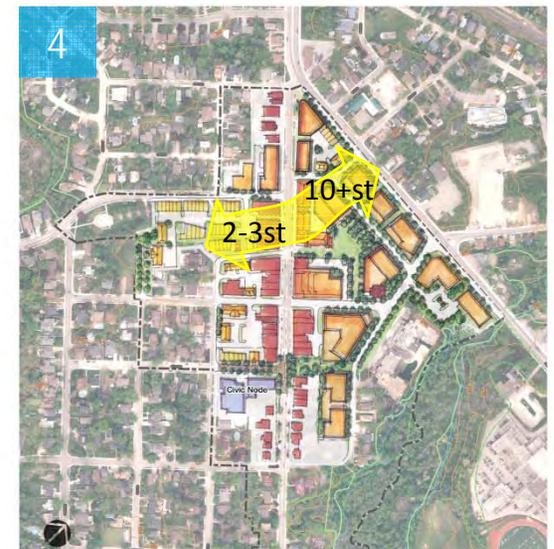
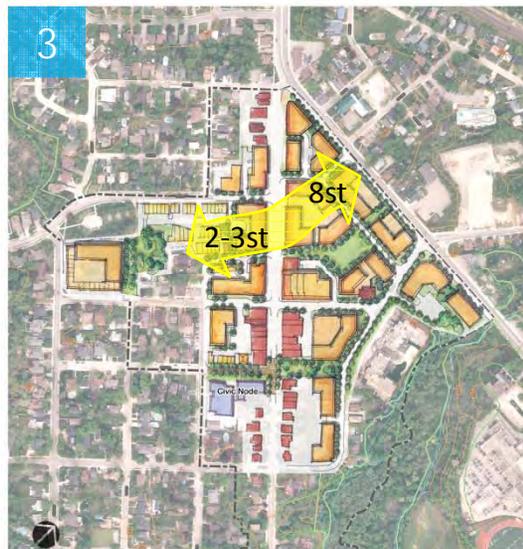
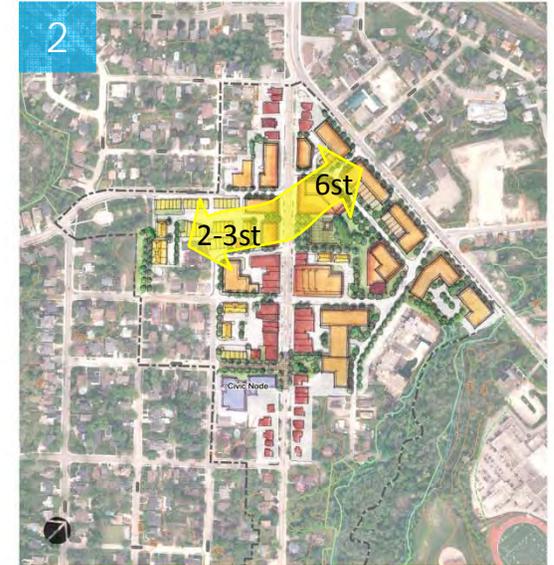
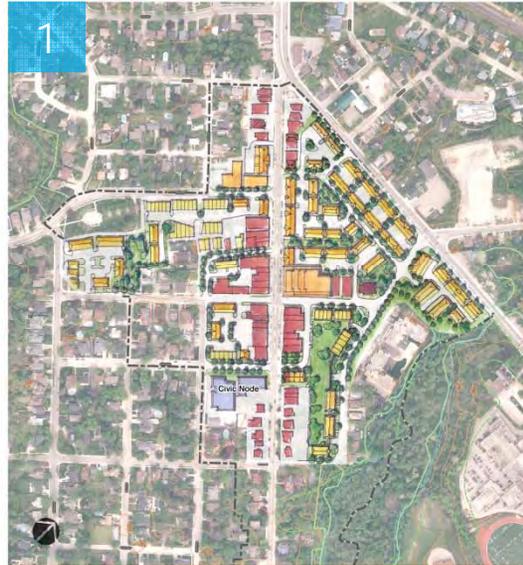




## PRINCIPLE 6: Demonstrate high-quality design in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods

- a. Ensure a gradual transition of building height to adjacent residential neighbourhoods

Protect character and stability of adjacent neighbourhoods



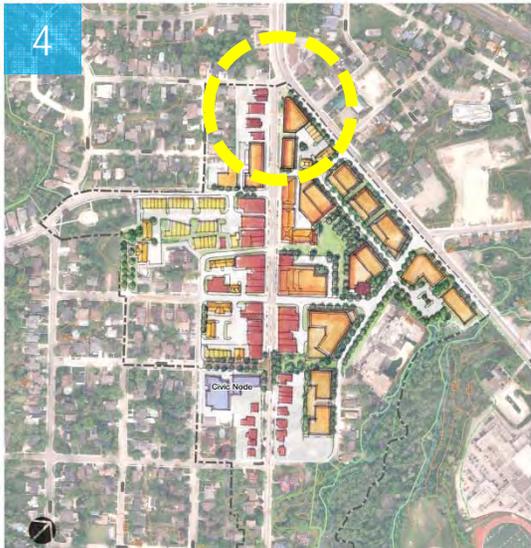
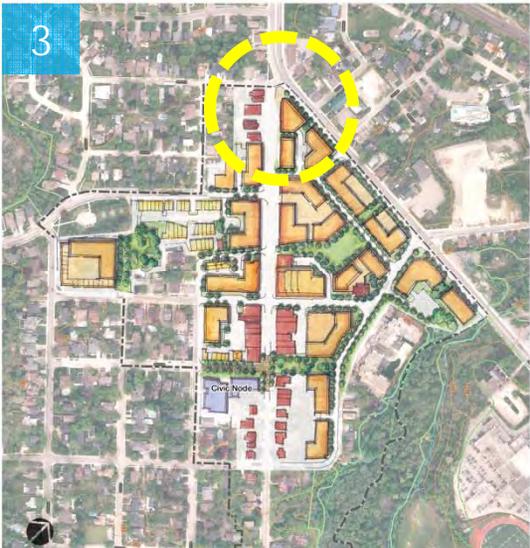


# PRINCIPLE 6: Demonstrate high-quality design in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods

## b. Create landmarks/ gateways to Downtown

Prominent location on Guelph St

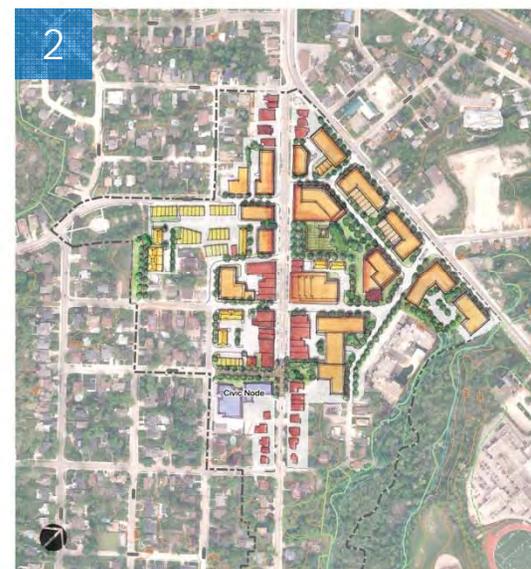
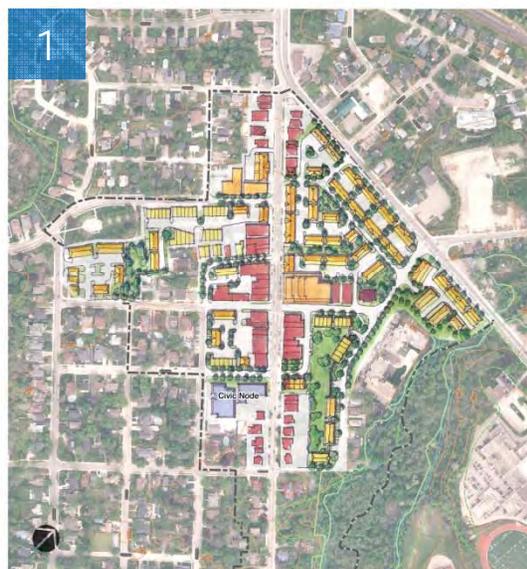
Taller building/special landscape treatment





## PRINCIPLE 7: Incorporate sustainable development and construction practices to maximize resource conservation

- a. Increase pervious areas and green space to increase infiltration to Silver Creek from groundwater





# TECHNICAL ANALYSIS



# TECHNICAL ANALYSIS: SERVICING OPPORTUNITIES

## Water (Regional)

- Provide greater system connectivity
- May include additional watermain or increased pipe sizes to accommodate intensification

## Sanitary (Regional)

- Major regional pipe along Park Ave and bisecting the 'Carpet Barn' site -> locate highest densities here

## Stormwater (Town)

- May require some re-alignment to suit overall redevelopment
- Consider infiltration / filtration, parking lot / underground / roof top storage in planning and design

\* All options have opportunities





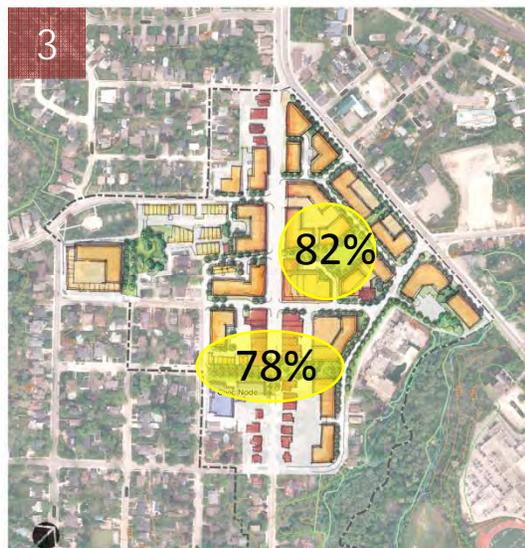
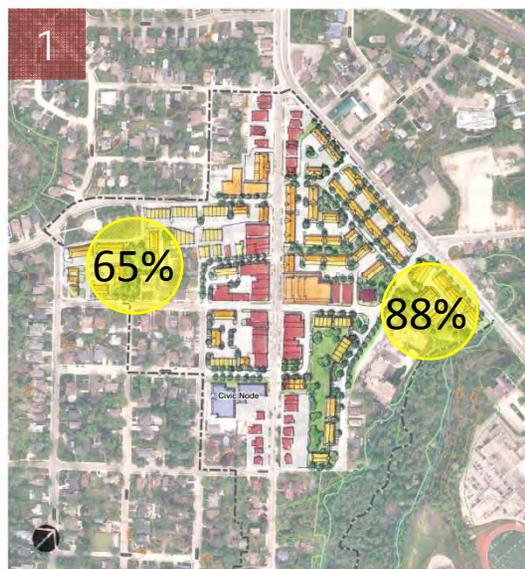
## METROQUEST SURVEY

223 respondents as of  
May 23, 2018



# METROQUEST SURVEY: PUBLIC SPACE

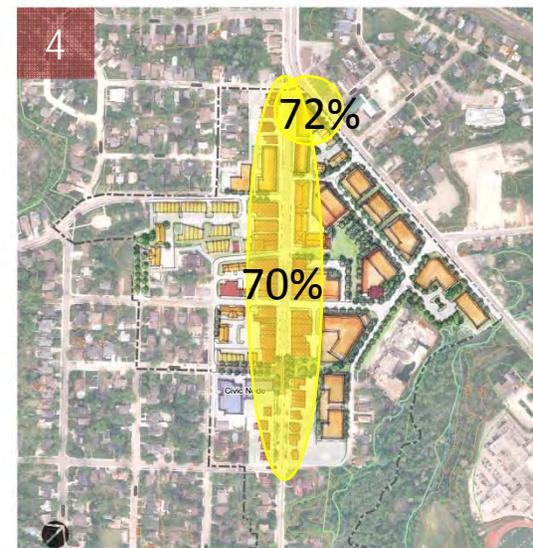
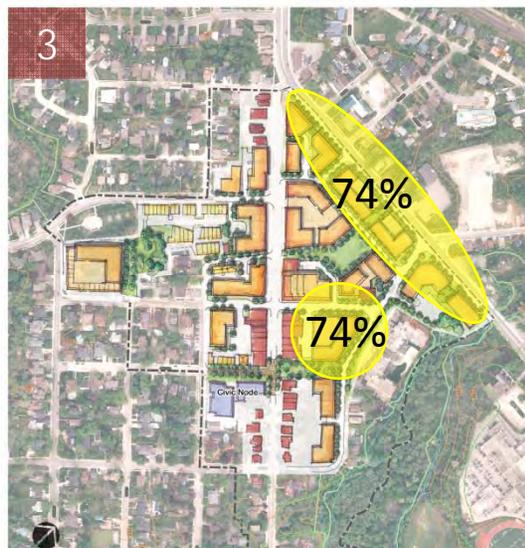
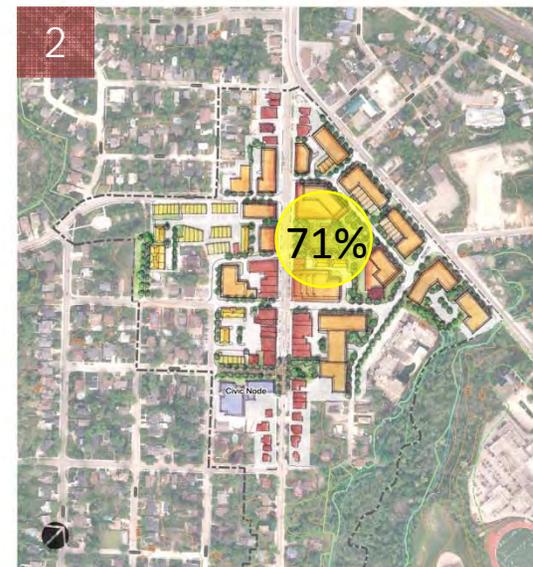
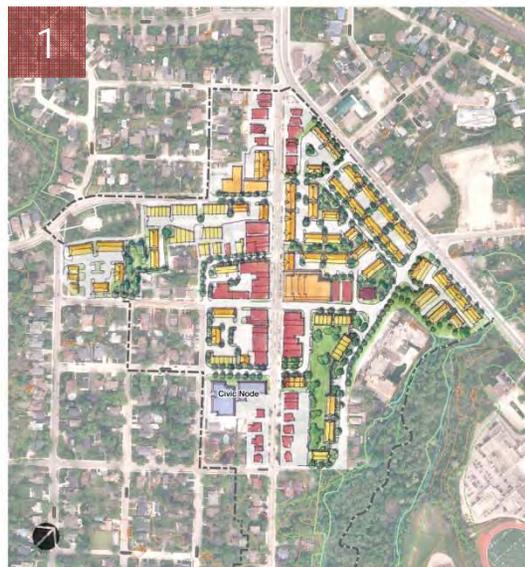
- Expand Remembrance Park over roof of new parking structure (#1)
- Access at end of Back St to greenlands (#1)
- Create an urban square fronting onto Main St between James and Wesleyan St (parking underground) (#2)
- Green space / urban square at foot of Church St with a pedestrian connection from Main St down to Park Ave (#3)
- Public space in front of historic post office (#4)





# METROQUEST SURVEY: BUILDINGS

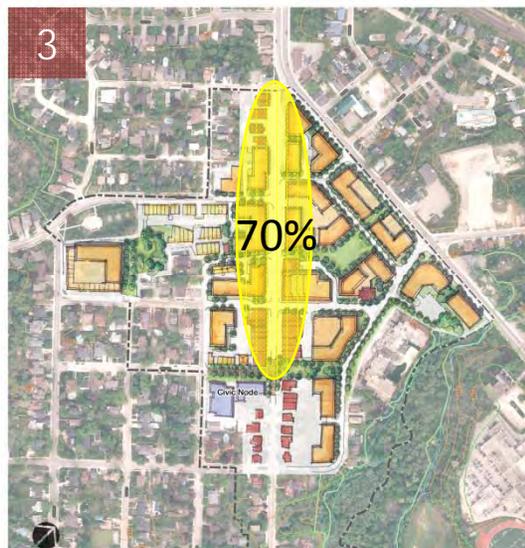
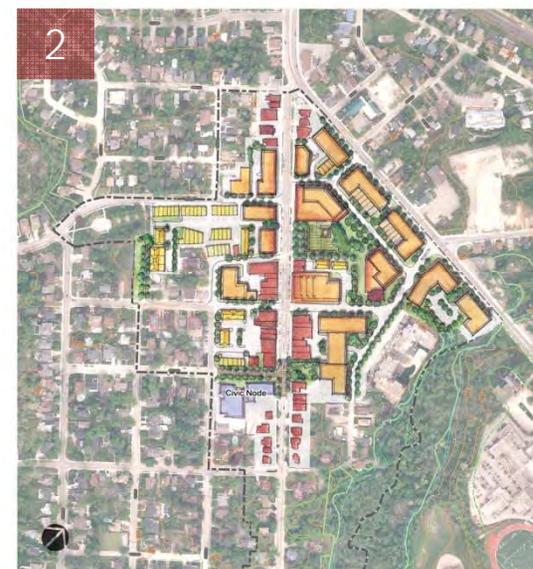
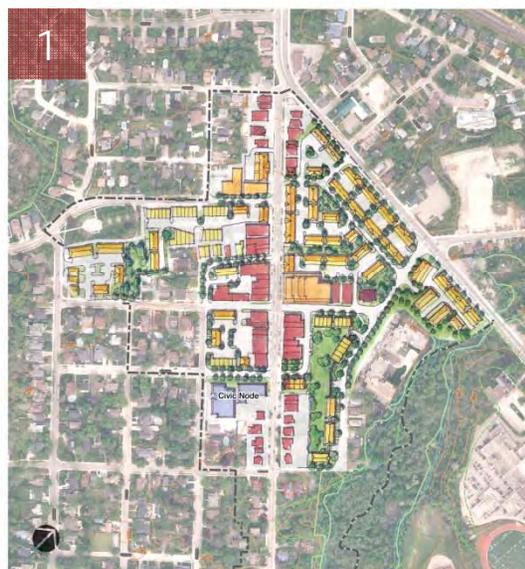
- Open a portion of Main St to create a new urban square surrounded with new retail space and 3-6 storey buildings (#2)
- Locate tallest buildings on Guelph St (#3)
- 3-6 storey buildings built into the slope behind the existing parking lot to maintain open view to greenlands (#3)
- Establish 3 storey height limit along Main St, stepping back to 8 storeys (#4)
- Landmark building at Main St / Guelph St (#4)





# METROQUEST SURVEY: ACCESS

- Designate bike routes through Downtown on local streets parallel to Main St, Market St and Park St (67%)
- Remove landscape centre median and on street parking on one side of Main St to create a wider sidewalk and space for outdoor patios (#3)
- Provide some parking adjacent to park on west side of McGibbon (#4)





PRELIMINARY PREFERRED ALTERNATIVE



# PRELIMINARY PREFERRED ALTERNATIVE



Alternative 1



Alternative 2



Alternative 3



Alternative 4

Inputs for Evaluation



Online survey



Project Team's  
Evaluation

Preliminary Preferred  
Downtown Planning  
Alternative



# PRELIMINARY PREFERRED ALTERNATIVE :



## MOBILITY:

roads, parking, bike routes,  
pedestrian connections

## PUBLIC REALM:

parks, squares,  
streetscapes, public art

## BUILDINGS:

commercial, mixed-use,  
residential



# PRELIMINARY PREFERRED ALTERNATIVE

## MOBILITY: **Parking**



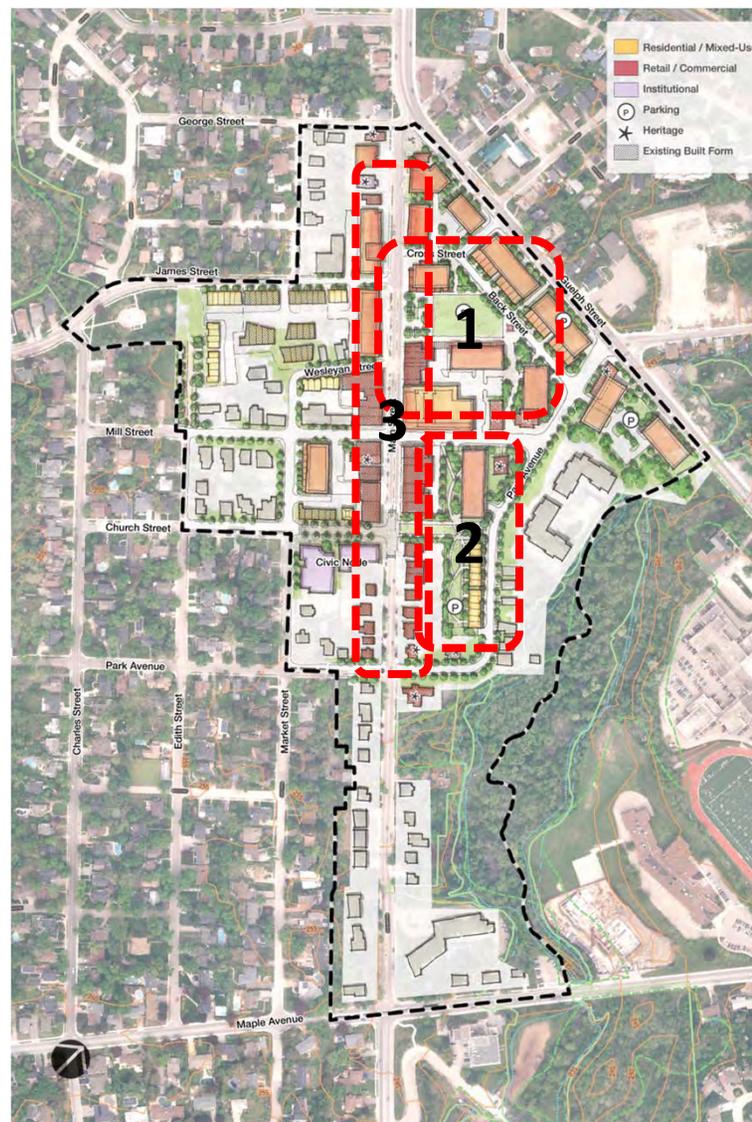
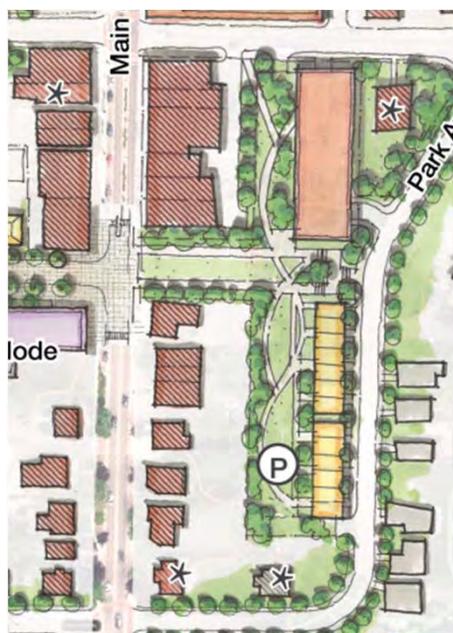
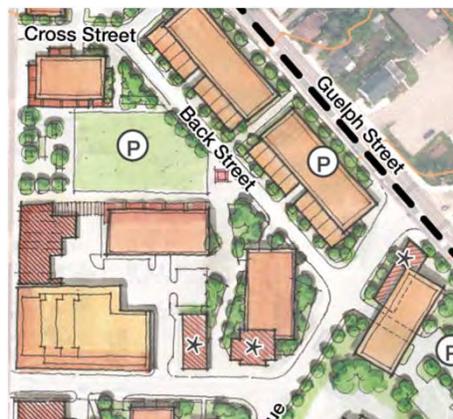
1 Underground / Surface



2 Underground / Surface



3 On street





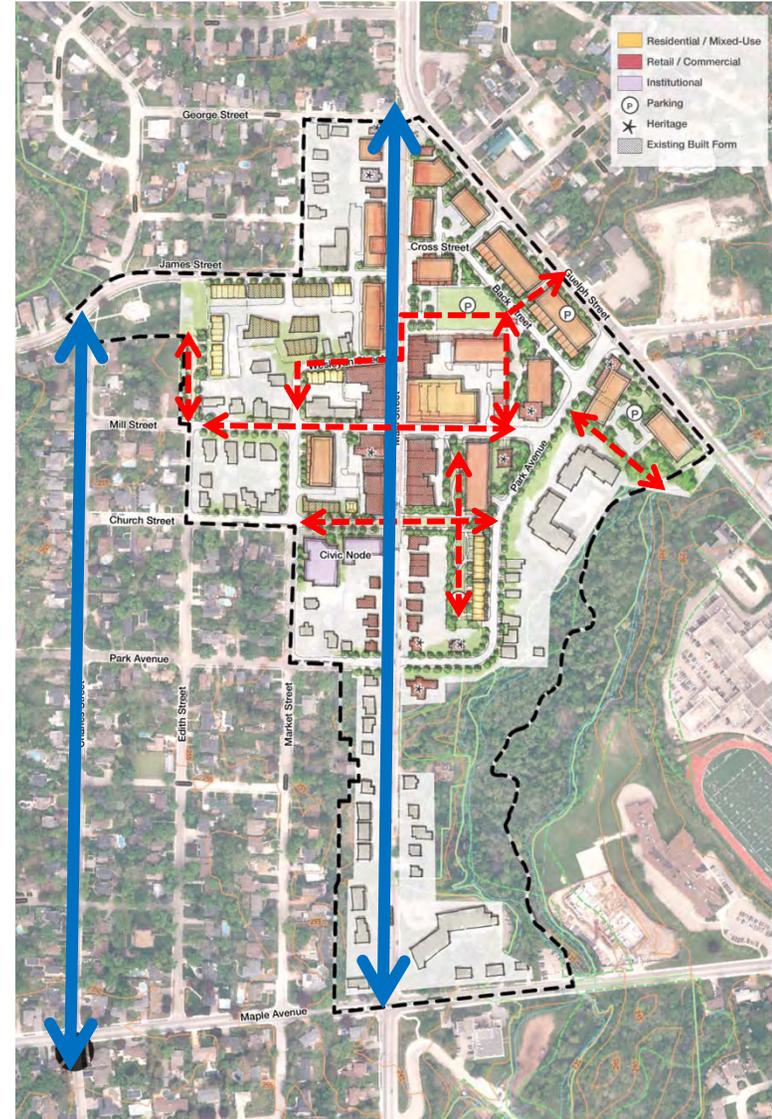
# PRELIMINARY PREFERRED ALTERNATIVE MOBILITY: Active Transportation



Designated bike routes through Downtown on local roads parallel to Main Street (i.e. Market Street and Park Avenue)



Pedestrian connections to and from public spaces





# PRELIMINARY PREFERRED ALTERNATIVE MOBILITY: **Walkability**

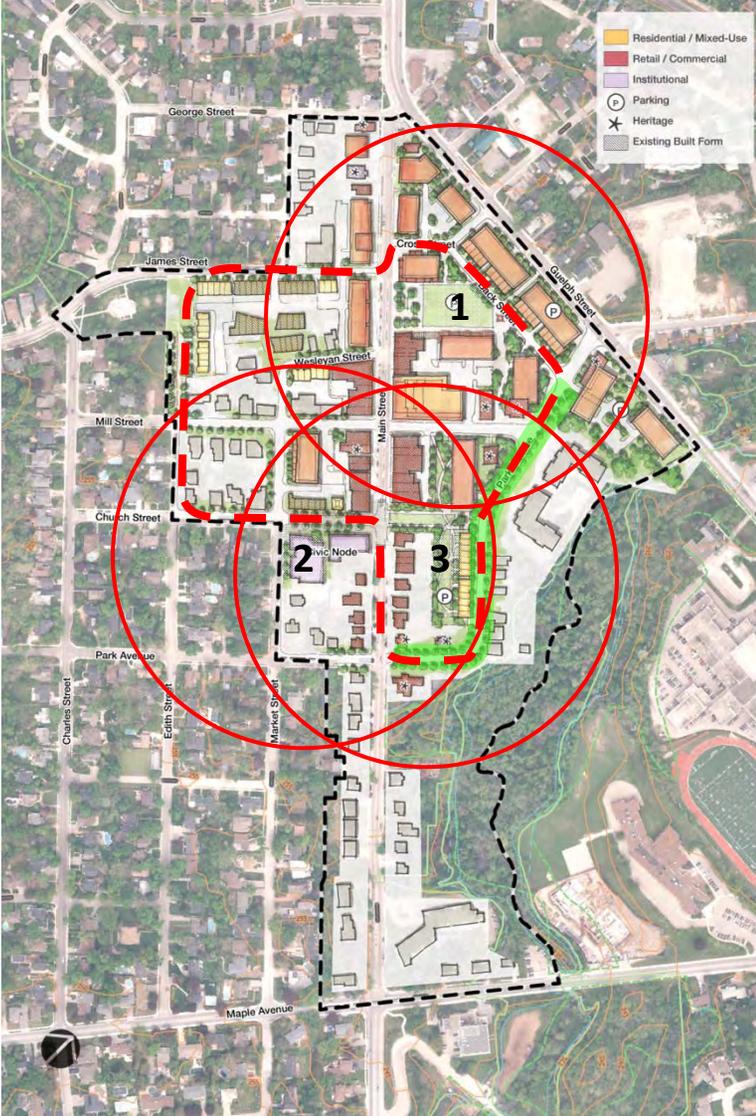
Green Street



Downtown Heritage Loop

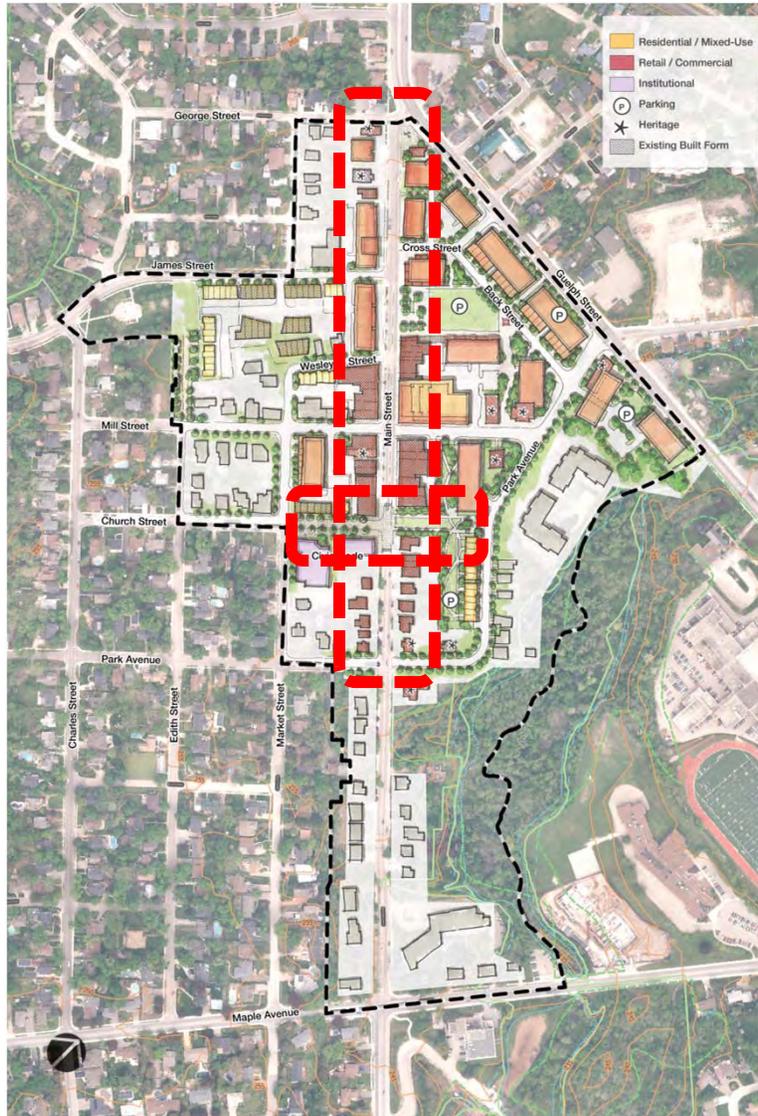


200m radius



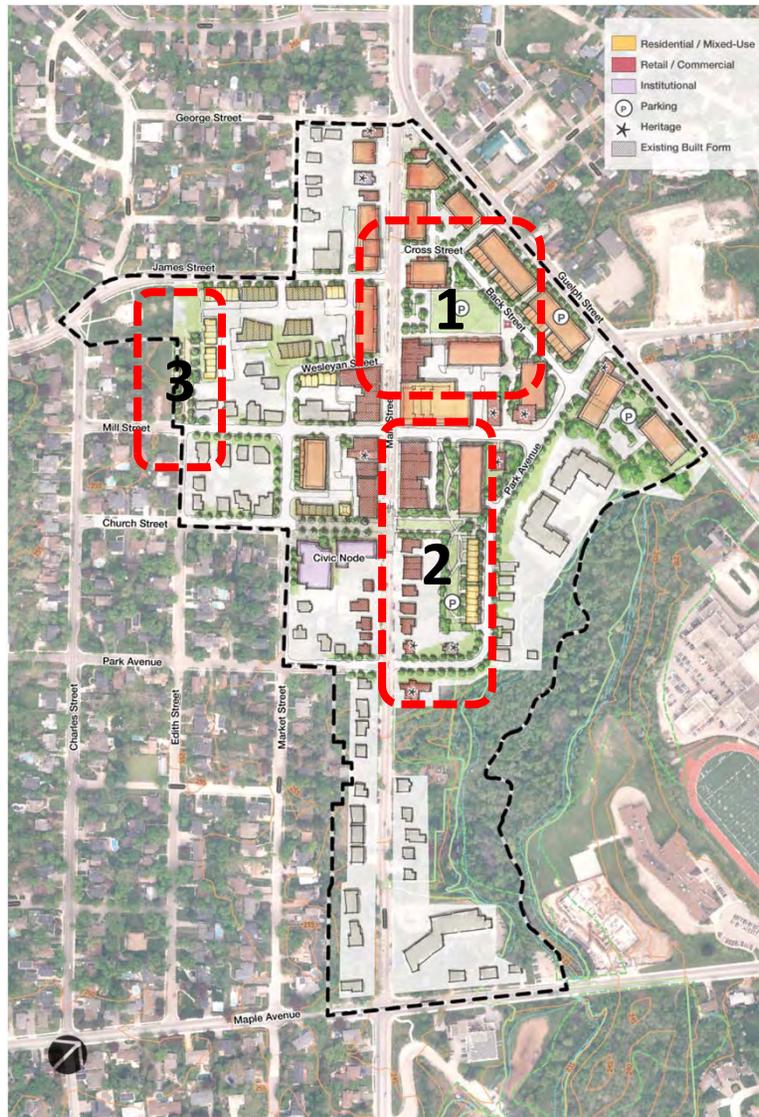


# PRELIMINARY PREFERRED ALTERNATIVE PUBLIC REALM: Main Street Streetscape

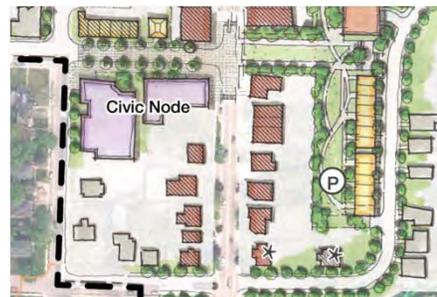




# PRELIMINARY PREFERRED ALTERNATIVE PUBLIC REALM: **Public Space**



**1 Downtown Square** - extent of frontage on Main Street to be determined



**2 Civic Square / Linear Park**



**3 Park Link**





# PRELIMINARY PREFERRED ALTERNATIVE BUILT FORM: Heritage Buildings

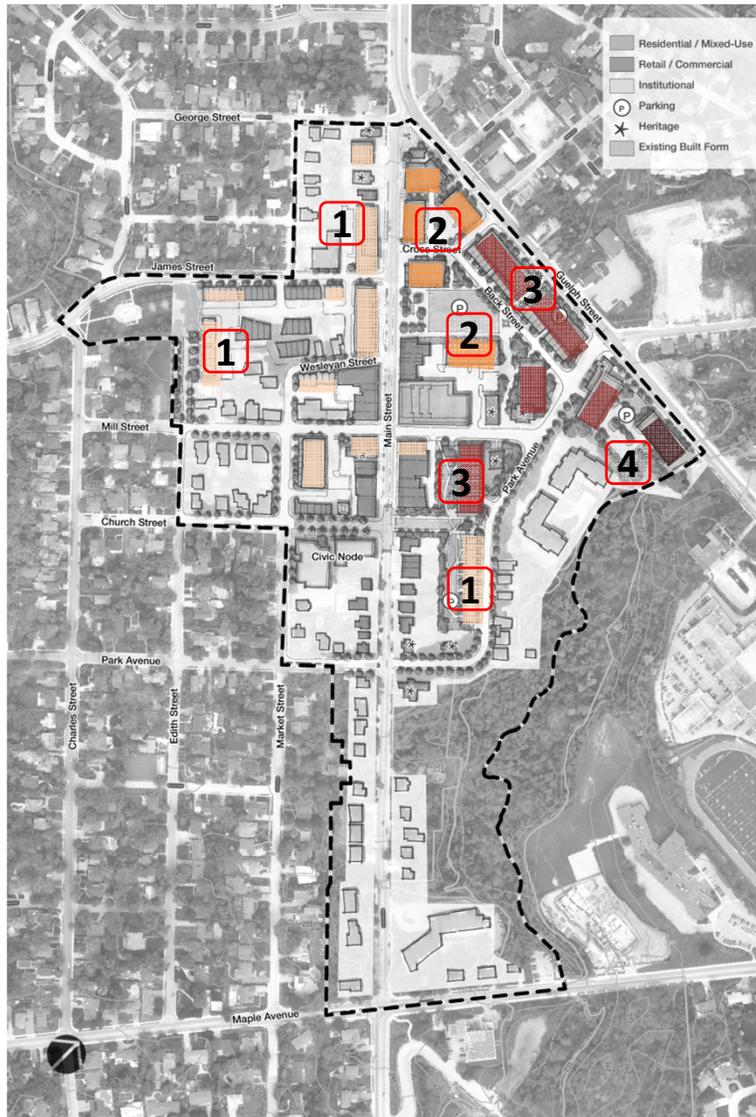


Key listed heritage buildings and groups of buildings to be considered for preservation and integration with development, to 'Tell Stories'.





# PRELIMINARY PREFERRED ALTERNATIVE BUILT FORM: **New Buildings**



1 Townhouses / Commercial Mixed-Use

2-4 storeys



2 Low-rise Mixed-Use Apartments

4-6 storeys



3 Mid-rise Apartments

6-8 storeys



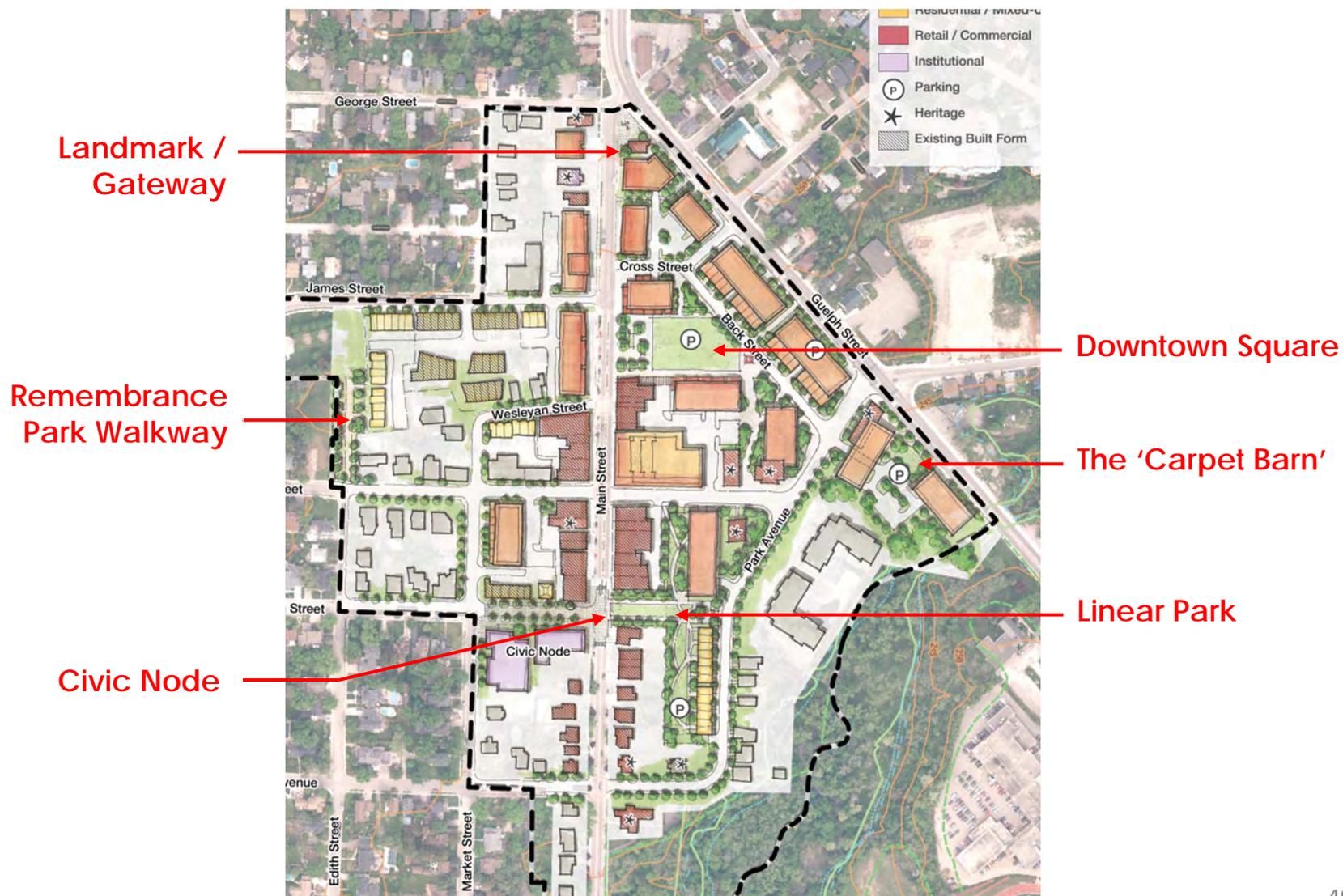
4 Mid-rise Apartments

8-10 storeys



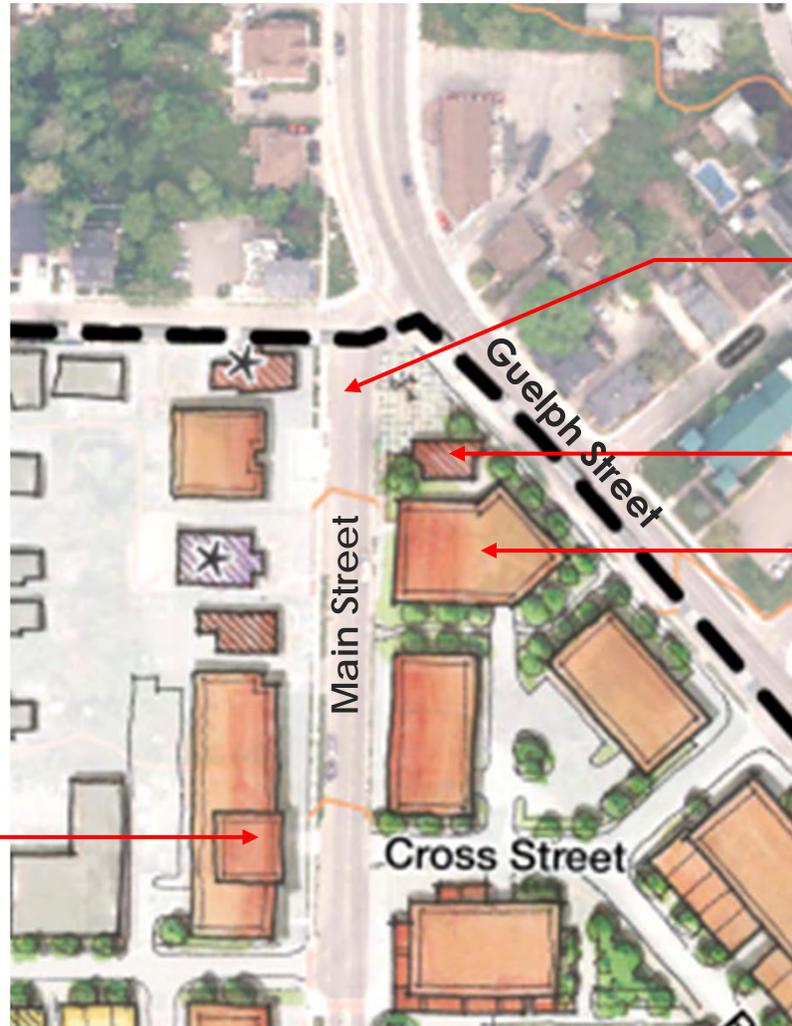
## PRELIMINARY PREFERRED ALTERNATIVE

# Give us your thoughts of these Key Elements:





# PRELIMINARY PREFERRED ALTERNATIVE Landmark / Gateway:



New Building with  
Taller Element

Landscaped Forecourt /  
Opportunity for Public Art

Conserve 2 Guelph Street  
heritage building

New 4-storey Building

\* Heritage Buildings



# PRELIMINARY PREFERRED ALTERNATIVE Remembrance Park Walkway:



Access from Existing /  
Future Laneway

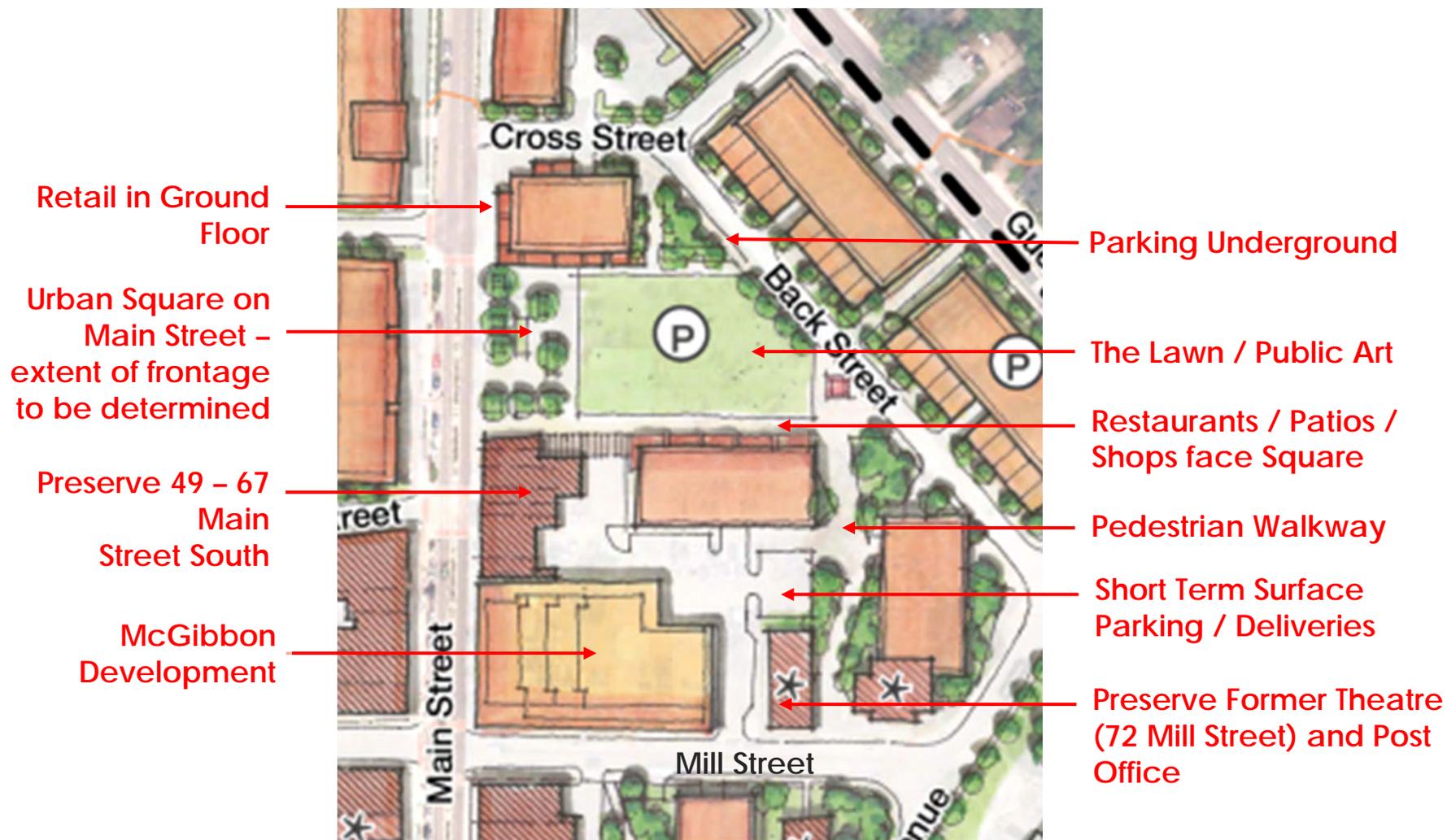
New Townhouses  
(structure parking?)

New Public Walkway

Walkway Entrance on Mill  
Street



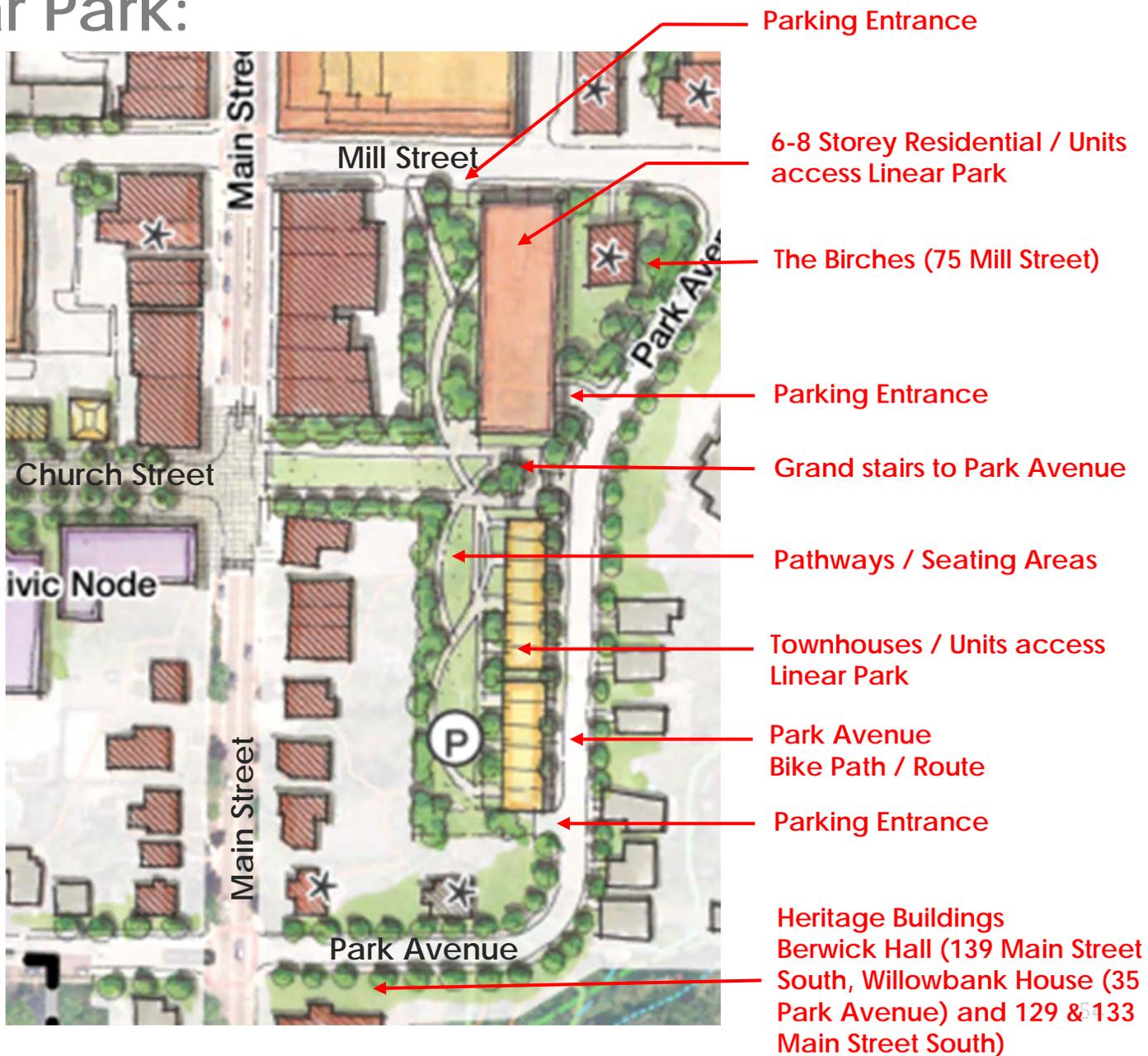
# PRELIMINARY PREFERRED ALTERNATIVE Downtown Square:





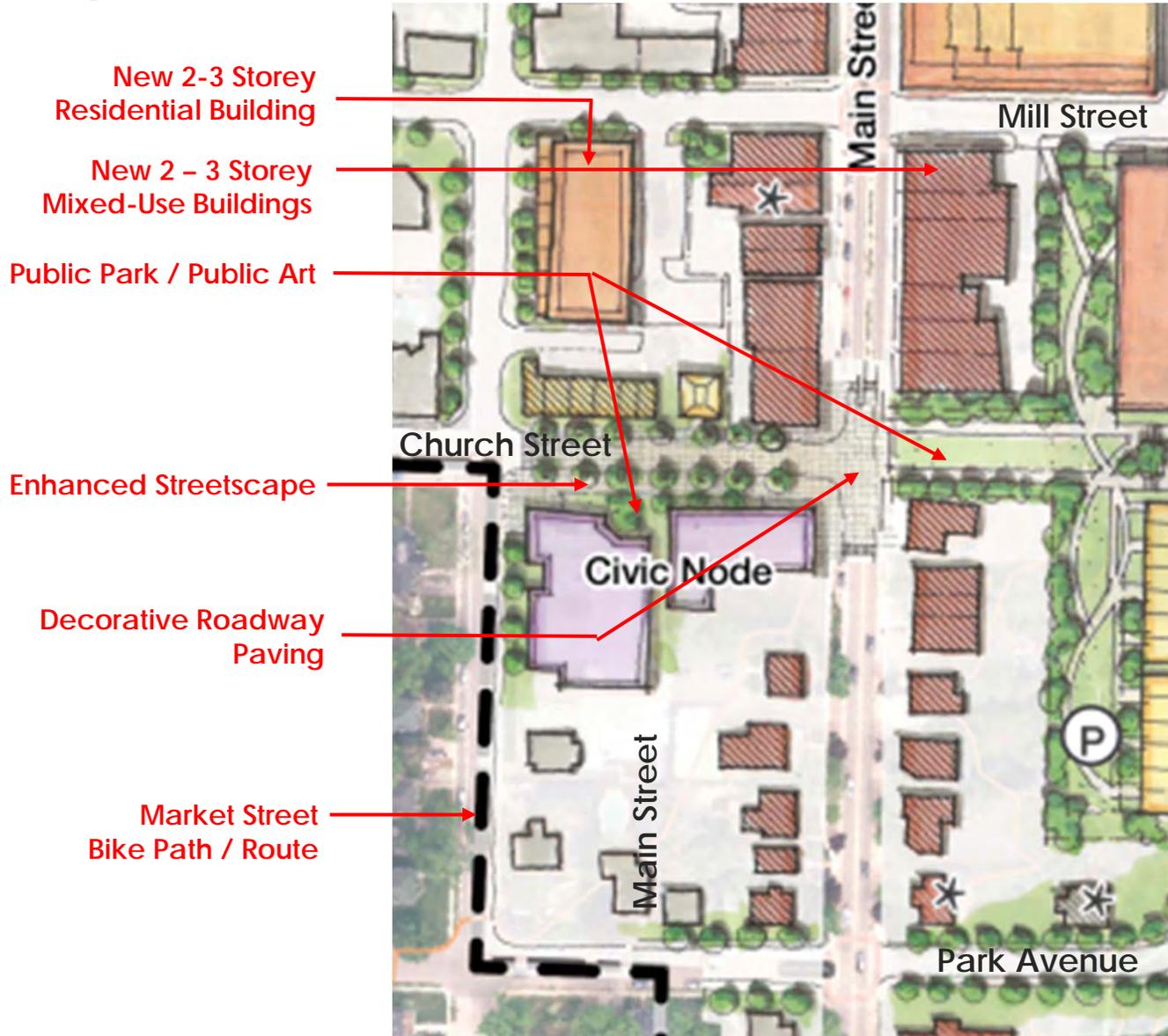


# PRELIMINARY PREFERRED ALTERNATIVE Linear Park:





# PRELIMINARY PREFERRED ALTERNATIVE Civic Node:



# Next Steps

- Provide Council Update on results of today's meetings and Preliminary Preferred Alternative
- Prepare Final Preferred Alternative
- Prepare specific supporting studies/key directions for:
  - Heritage Conservation Strategy
  - Scoped Natural Heritage System Assessment
  - Scoped Fiscal Impact Assessment
  - Water, Sanitary Servicing and Stormwater Management Plan
  - Mobility
  - Parking
  - Sustainability
  - Urban Design
- Prepare Draft Secondary Plan, Zoning By-law (if necessary) and implementation strategy



# OVERVIEW OF STUDY, PROCESS & MILESTONES

We are here





*Destination*  
DOWNTOWN