



town of
GEORGINA

**downtown community improvement plan
for uptown keswick, sutton and jackson's point**

The Planning Partnership



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consultants limited

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1 introduction

1.1 Purpose of the Georgina Community Improvement Plan

1.2 Study Areas

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1.2.2 Downtown Sutton

1.2.3 Downtown Jackson's Point

1.3 Community Improvement Planning Framework

1.4 Consultation Process

1.1 Purpose of the Georgina Community Improvement Plan

A Community Improvement Plan (CIP) is intended to improve a defined area within a community, that has been identified as in need of revitalization. Pursuant to the Planning Act, the intent of this Community Improvement Plan is to articulate visions for Uptown Keswick, Downtown Sutton and Downtown Jackson's Point, and to establish a strategy for their revitalization, including the use of incentives for the private sector to stimulate redevelopment and facilitate property improvements.

This Community Improvement Plan is based on a solid foundation of previous reports and recognizes that the aim is to guide revitalization of the three Community Improvement Areas in Georgina, with consideration for establishing an environment that supports, encourages and promotes community vitality. In this regard, this Plan focuses on a myriad of public realm improvements and private sector property improvements redevelopment opportunities related to urban design and built form. Conceptual illustrations and images provide a potential outlook for each Study Area through future revitalization and re-development.

The primary purpose of this Community Improvement Plan is to establish an environment that can support an evolution in the structure and image of these downtown commercial areas in Georgina. This evolution is necessary to ensure that they can all serve as assets for the entire Town, for their individual communities and to ensure that they achieve their potential to attract tourists and new businesses.

These areas within the Town of Georgina have been selected as candidate areas for revitalization because in general:

- + They include a substantial proportion of existing building stock that is



keswick in 1907 | georgina



historic downtown sutton | georgina

in need of maintenance, rehabilitation or redevelopment.

- + They include a number of heritage buildings which contribute to the cultural heritage of the Town and should be preserved, where possible.
- + They demonstrate opportunities for development and intensification, and are in need of upgrades to increase the vitality of local businesses that contribute to the overall economy of Georgina.
- + They all have deficiencies in the character of the streetscapes, including a lack of street planting, pedestrian amenities such as benches, street lighting and issues related to accessibility and parking.

This Community Improvement Plan is divided into four sections:

- Section 1** Purpose of the Community Improvement Plan, Study Areas, Community Improvement Planning Framework and Consultation Process
- Section 2** Building a Case for Downtown Improvement, Existing Conditions, Land Use, Roads, and Parking Supply
- Section 3** Key Assets/Challenges, Visions, Guiding Principles, Design Frameworks, and Design Guidelines for Uptown Keswick, Downtown Sutton and Downtown Jackson's Point
- Section 4** Formula for Success, Philosophy of Change, Details and Requirements of potential Financial Incentive Programs and Key Recommendations

1.2 Study Areas

There are three Study Areas identified for the Town of Georgina Community Improvement Plan. These areas have the potential for economic development and are identified on the maps on the following page.

1.2.1 Uptown Keswick

The Uptown Keswick Study Area is focused on the commercial areas within the Uptown Keswick Area, as identified in the Keswick Secondary Plan. The Study Area is generally the area bounded by Church Street to the north, Simcoe Avenue to the south, Metro Road to the west and the Queensway to the east. A Business Improvement Area designation is currently being considered for this area.

1.2.2 Downtown Sutton

The Downtown Sutton Study Area is focused on High Street, the 'main street' of Sutton. The Study Area extends from Baseline Road in the west (including the Dalton Road Corridor), east along High Street, over the Black River and southeast to Highway 48. A Business Improvement Area has been established within the Study Area.

1.2.3 Downtown Jackson's Point

The Downtown Jackson's Point Area is focused primarily on Lake Drive East. It represents the historic commercial centre within the Study Area, and it extends from the Harbour/Marina in the north, Hedge Road in the east and Metro Road in the southwest. There is a Business Improvement Area established for this area located within the limits of the Study Area.

Members of the Downtown Sutton Merchants Association BIA

- + Frank Sebo
- + Carolyn Crate
- + Greg Forrest
- + Peter Doern
- + Senna Heath

Members of the Jackson's Point Village Association BIA

- + Janet Mather
- + Andrew Sibbald
- + Diane Josie
- + Kathy Taylor
- + Ken Hackenbrook, Councillor
- + Ronan Woods
- + Scott Davidson
- + Haroon Latif
- + Steve Jacobson



keswick



sutton



jackson's point

Location of Community Improvement Areas

1.3 Community Improvement Planning Framework

Under provincial legislation, planning strategies to promote redevelopment through an incentives program must be facilitated through a Community Improvement Plan. Under Section 106(3) of the Municipal Act and Section 28 of the Planning Act, municipalities are permitted to adopt Official Plan policies that permit the designation of a Community Improvement Project Area through a By-law. Where a By-law designates a community improvement project area, the municipality can then prepare a plan to promote redevelopment through financial incentive programs and/or the development of land.

The Planning Act

The Planning Act provides a definition for "community improvement" as:

"the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefore, as may be appropriate or necessary" (Section 28(1)).

and "community improvement project area" as:

"a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason" (Section 28(1)).

Existing Studies Provide the Foundation for the Community Improvement Plan:

- + Keswick Secondary Plan, Town of Georgina (2004)
- + Socioeconomic Mission and Strategic Plan, Town of Georgina (2009)
- + High Street Preliminary Evaluation as a Heritage Conservation District Under Part V of the Ontario Heritage Act, Town of Georgina (2007)
- + Sutton/Jackson's Point Secondary Plan, Town of Georgina (2010)
- + Business Retention and Expansion Project, Town of Georgina (2010)
- + Municipal Cultural Plan, Town of Georgina (2012)

Town of Georgina Official Plan

Consistent with Section 28 of the Planning Act, Section 4.7 of the Town of Georgina Official Plan permits the Town to designate community improvement project areas by By-law. As stated under Section 4.7.1.2:

Through the identification of Community Improvement Areas with resident and business groups with community improvement objectives, the Town will ensure the efficient use of existing municipal services and will maintain and upgrade public services and utilities.

The Secondary Plans for all of Keswick and Sutton/Jackson's Point identify specific priorities for each of these areas through utilization of the CIP legislation. Part of the priorities include public realm enhancement to stimulate private sector reinvestment and establishing financial incentive programs for property improvement to assist private sector owners (Keswick Secondary Plan, 28; Sutton/Jackson's Point Secondary Plan, 137). The associated Urban Design Guidelines for each of the areas entail specific design strategies and initiatives to help revitalize these areas.

In the Official Plan, supported by the Secondary Plans the Town has appropriately identified, through policy, the ability to prepare Community Improvement Plans for each of Keswick, Sutton and Jackson's Point. With reference to these individual Downtowns, the objectives for developing a Community Improvement Plan include identifying the distinctiveness of each area, providing guidance for future development, preserving historical character buildings, and achieving other objectives and policies of the Official Plan and Secondary Plans.

Municipal Act

The Municipal Act (2001) establishes the ability for community improvement through the adoption of a Community Improvement Plan under Section 28 of the Planning Act. Section 365.1 allows for a reduction in taxes for an eligible heritage property to assist property owners with conserving and maintaining heritage properties.

Ontario Heritage Act

The Ontario Heritage Act (1990) allows for the preservation of heritage resources such as buildings and archeological sites by municipalities and provincial government. Section 39 allows a municipality to provide grants and loans for heritage restoration and improvement under a CIP. A By-law is required to be passed by the municipality to provide grants or loans. This section of the Act will allow the municipality to register the loan as a lien or charge against the land.

Georgina Planning Documents

The goals of this Community Improvement Plan are consistent with, and build upon the goals of the Official Plan, Keswick Secondary Plan, Sutton/Jackson's Point Secondary Plan, and the Georgina Socioeconomic Mission and Strategic Plan. The Strategic Plan calls for revitalization of these Downtown areas through a Community Improvement Program, so that the impression it leaves with first-time visitors is an "immediate 'wow' impact", while "historical site designations also help to stir interest" (Socioeconomic Mission and Strategic Plan, 15). The Official Plan and Keswick and Sutton/Jackson's Point Secondary Plan policies support CIPs through "continued support of existing Business Improvement Areas (B.I.A) and the encouragement of new B.I.A's in the remaining commercial centres in efforts to maintain strong and vital commercial areas".(Sutton/Jackson's Point Secondary Plan, 139). Direction is provided through the associated Secondary Plan policies to prepare a Community Improvement Plan for each of the three areas.

1.4 Consultation Process

The Georgina Community Improvement Plan has been developed in collaboration with Town staff, the business owners/stakeholders and the community was consulted during a two-day workshop held on March 21st and 22nd in 2013. The two-day workshop began with a public workshop, which focused on identifying the purpose of a Community Improvement Plan and potential for a Heritage Conservation District for the area along High Street in Sutton. The evening workshop was designed as a round-table discussion with an opportunity for the public to select a table for discussion specific to Uptown Keswick, Sutton or Jackson's Point.

Three questions were asked to gain feedback from the participants, including:

- + Write a realistic and inspiring "word picture" that describes an ideal future for those live, work and visit Keswick, Sutton and Jackson's Point.
- + What are three most important opportunities for improvement in each of the areas?
- + In 20 years, what is the headline in the newspaper for each of the three areas?

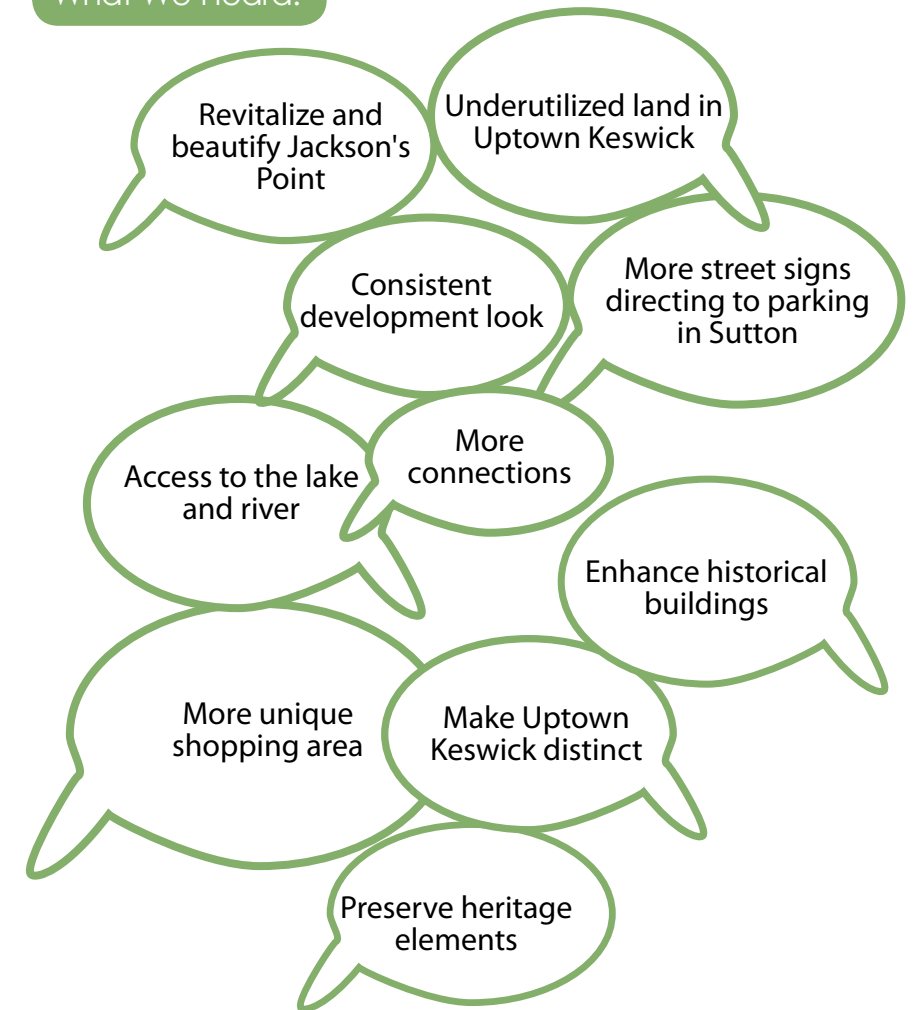
The second day of the workshop consisted of three different focused discussions with stakeholders and business owners in each of the Study Areas. Over the course of the two days, the team met with members of the Heritage Committee, Jackson's Point, Sutton and Keswick Business Associations, business owners, various Councillors and Town staff. In addition, about 20 members of the community came to the evening public workshop to share their experiences and ideas with the team.

Following the two-day workshop, additional comments provided by participants were taken into consideration as the team developed the first draft of the Community Improvement Plan.

The Community Improvement Plan for the three areas builds upon the outcomes of the workshop; incorporates best practices in the fields of

landscape architecture, urban design and planning; and synthesizes shared ideas for pedestrian-scaled streets, the heritage character of Downtown Sutton and Jackson's Point, civic identity, and sense of community expressed in the form and function of Downtowns.

What We Heard:





downtown | uptown keswick, sutton and jackson's point

2 local context

2.1 Building a Case for Ensuring the Success of these Downtowns

2.2 Existing Conditions

2.2.1 Land Use

2.2.2 Roads

2.2.3 Parking Supply



historic downtown jackson's point | georgina

2.1 Building a Case for Ensuring the Success of these Downtowns

Georgina has the potential to be very successful in its three CIP Areas by creating destinations that people look forward to visiting either as residents, or tourists. Implementation of this Georgina Community Improvement Plan will require a commitment from the Town, the BIAs and individual business operators to implement a comprehensive and integrated set of changes that include policy amendments and significant public investments. Georgina as a cohesive and diverse municipality can benefit greatly from lessons learned in other similarly scaled municipalities that have successfully revitalized their downtowns.

While healthy and vibrant downtowns are vital and critical aspects of any great Town, their success hinges on a broadly supported and recognized need to consider challenging development contexts in a unique and exceptional way relative to other parts of the Town. As a preface to the planning and design framework, it is imperative that these downtowns in Georgina be understood in the context of a broad set of factors and considerations that are both unique to this Town and commonly shared with other towns of similar scale and context.



downtown | keswick

The Broad Public Benefits of Successful Downtowns

The exceptional attention and effort that is directed to successful downtowns is rooted in an understanding that the success and health of these areas has far-reaching social, economic, cultural and environmental benefits. Key reasons for implementing this Georgina Community Improvement Plan to support the long-term success of these downtown areas include:

- + **Independent Business & Incubators** - These downtown areas provide ideal locations and environments for independent businesses, new businesses, and entrepreneurs. The mix and density of uses, as well as the variety of building types affords a range of unique spaces and distinctive environments that can enable creative and small-scale businesses to start-up and flourish.
- + **Diversity & Lifestyle Choices** - These downtown areas provide alternative forms of housing, employment, services, products, entertainment and cultural amenities that are very different from those found in suburban environments. Many of these distinct features are made viable by the mix and critical mass of activities and people that are drawn to these more urban environments. Diversity, variety and choice are fundamental to vibrant cultural environments and to attracting and retaining industries of the new economy, including the young and creative demographic strata they rely upon.
- + **Civic Life** - Traditional downtown areas are primary locations for concentrations of civic space and public amenities. These public spaces and amenities provide important forums for community-wide interaction and connection through everyday use, events, and celebrations.

- + **Cultural Heritage** - The Sutton and Jackson's Point Downtowns in Georgina have a concentration of cultural heritage resources. The conservation of the Town's cultural heritage resources is a key factor in creating and supporting healthy and viable communities. These resources are also fundamental to the character and image of Downtowns.
- + **Symbolic Importance & Image** - These downtown areas are an important factor to the initial impression Georgina makes on its visitors. It is a reflection of community accomplishments, community economic health, local quality of life, pride, ideals and values. Most importantly, the image of the entire Town and its quality of life is evaluated on the health and quality of its Downtown areas.
- + **Sustainability** - The revitalization of these traditional downtown areas is consistent with the principles of sustainable development and 'smart growth'. From an infrastructure perspective, Downtown infill and redevelopment projects optimize the use of existing services and community facilities, while delaying the need for urban expansion. Redeveloping these downtowns also reinforces the types of densities and mixed uses that support walking and cycling as viable alternatives to the automobile.

Importance of the Public Realm in Economic Development

Georgina has already demonstrated its commitment to revitalization and ongoing health through its investments in the public realm and public facilities, including libraries, community centres and parks. Continued investment in the public realm will ensure Georgina continues to be a desirable place to live and work, and that it realizes its potential to become a tourist destination that generates new jobs, enhanced business creation, increased property values, and the ability to generate a healthy tax base for its investors. Investment in the public realm is expected to:

- + Enhance the reputation of all three study areas as **destinations** - Tourism will increase throughout Georgina because of the array of facilities, activities and events that are supported by the public sector. These downtown areas have the potential to become tourist draws within the Town and the Region, and their ongoing transformation will enhance the Town's ability to attract tourists and create a truly unique set of experiences.
- + Promote **increased property values and tax assessment** within these downtown areas. Enhanced property values will enrich property tax assessments. An improved overall environment will attract more residential development. Increased residential density will increase the residential property tax base and the commercial success of these Downtown Areas.
- + Promote **reinvestment by the private sector** in a rejuvenated and new building stock within the downtown areas. Experience across North America indicates that public sector investment stimulates private sector investment in new buildings. Creating a beautiful public realm is an investment in the future of Georgina. It is expected that public dollars spent will secure existing tax revenues and will have the potential to generate additional financial returns to all levels of government in the short term;
- + Maintain **existing retailers** and attract new businesses. Traditionally, these downtown areas have been the preferred location for retailers in Georgina. This function has been eroded over time, however, all retail redevelopment attracts shoppers to Georgina. Success breeds success, and an enhanced public realm in these downtown areas will ensure the retention of current tenants and will attract new retailers; and,

+ **Increase activity** in these downtown areas, making them the centre of their respective communities with opportunities for social interaction and engagement. These areas will become an experience that residents and tourists alike are drawn to, along with the other key attractions of the municipality.

Research on the characteristics shared by small- and mid-sized cities revealed the following 10 attributes for Downtown areas:

1. No single organizational model exists for the delivery of services
2. They have multiple traffic generators within short walking distance
3. They are beloved by the citizenry
4. They have been and are continuing to overcome challenges and obstacles, such as competition from large format retail
5. They are walkable and are scaled for the pedestrian
6. They have a commitment to mixed-use development
7. There is broad public and private investment in their future
8. Entertainment is a driving market segment
9. There are adjacent residential neighbourhoods within walking distance
10. Downtown housing is prevalent or under way

Transition of Downtowns in Ontario

The Powerful Downtown – Until 1950's

A recent study on Canadian Downtowns by the Canadian Urban Institute (CUI) provided specific range of years for the transitional periods of downtowns. The downtowns in Georgina followed a similar pattern except with shorter periods of time.

Downtowns had a strong heritage connection with buildings and a large concentration of offices and other services were present. Transportation such as the railway and radial developed during this time which provided access for the import/export of goods. Keswick, Sutton and Jackson's Point served as transportation hubs in the past, facilitating the movement of goods and people through horse drawn wagon's waterways, radial and railway corridors. The radial service was terminated in 1930.



The Declining Downtown – 1950 – 1980's

Economic decline in downtowns occurred during the post war era along with a decline in support of downtowns. Advancements in technology changed the way goods were produced and transported altering the way people moved around the Town. For Sutton and Jackson's Point, the decline started once the rail stopped, which was much earlier than in other downtowns in Ontario. There was limited growth during the next few decades.



The Downtown Renaissance – 1980's – 2000's

The CUI study found that downtowns are going through a period of renaissance. The study notes that downtowns are moving in a positive direction, with innovative partnerships and progressive approaches to urban planning. Long term planning for downtowns is the key to success.

There is value investing in downtowns as they are each unique. There is recognition that the economic health of downtowns increase as major contributions are being made ensuring commitment to the downtowns. People are looking for downtowns to provide a place for a sense of community, that is progressive and that is a hub for activity.

2.2 Existing Conditions

Georgina is the most northerly municipality in York Region. It is one of the nine municipalities located in York Region and is close to Lake Simcoe and Cook's Bay, which offer many recreational options in addition to the Lake Simcoe Trail, Jackson's Point Harbour, and the Black River. Growth within Georgina is forecasted to increase from 44,600 people in 2006 to 70,300 people by 2031 (York Region OP, 2010).

Uptown Keswick is on the western edge of the Town accessed by Regional roads, it is connected to a well established residential community that is within walking distance. Recent residential projects will serve as the building blocks to the ongoing enhancement of Uptown Keswick.

Downtown Sutton is also central to the Town, easily accessed via Regional and Provincial roads and connected to well established residential neighbourhoods through a grid system of streets. The Black River and Mill Pond are identified as important assets in this area.

Downtown Jackson's Point is central to the Town, easily accessed via Regional and Provincial roads and connected to well established residential neighbourhoods. Downtown Jackson's Point is also in proximity to the Lake Simcoe shoreline, De La Salle Park and nearby Sibbald Point Provincial Park; all are major tourist attractions.



context map of study areas

Georgina's Business Climate

In 2010, a Business Retention and Expansion Report completed by Millier Dickinson Blais suggested that there was an overall positive impression of the Town as a good place to do business with 67.2% of the respondents in agreement.

Georgina contains financial and professional services, recreational uses as well as shopping areas. The residential neighbourhoods in turn attract coffee shops, restaurants, entertainment and retail shops. The primary retail district is along Woodbine Avenue in Keswick. The three Downtown areas serve a different function. Uptown Keswick is very local serving with shops and services to meet the needs of residents, while both Downtown Sutton and Downtown Jackson's Point offer opportunities that attract tourists. The proximity to adjacent residential neighbourhoods ensures a mix of convenient amenities that attract both regional residents and visitors, further strengthening the role of each of the three CIP Areas as part of a greater Georgina service centre.

The Status of Georgina's Commercial Core

Commercial development in Georgina's Downtowns, particularly retail, is stable, despite the advent of large-format retailers along Woodbine Avenue in Keswick. While it has been noted that the retail shops have begun to alter their consumer patterns, the strength of the anchor tenants (banks, restaurants and services) have kept, for the most part, Downtown sidewalks busy.

A Shopping Experience that is Unique and Different than Shopping Malls

Shopping in these three Downtowns is a distinctively different experience from regional malls, strip shopping centres or big box retail. Further, each of these Downtown areas is unique from each other, with different issues and opportunities. A strong, visual identity is a vital element of this experience

(historic buildings, attractive public spaces), uniform streetscaping can be further accented through banners, welcome signs, or construction or renovation of key landmarks and natural features unique to the character of each of these Downtown areas.

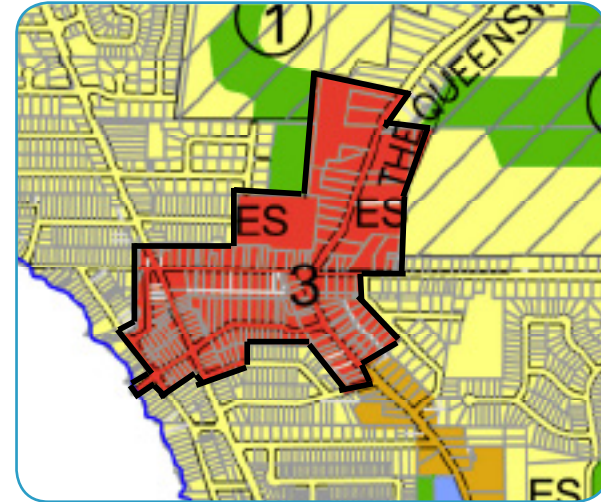
Mixed uses also contribute to a sense of place. Unlike shopping centres where the focus is on retail, these Downtowns might serve multiple purposes in one compact, walkable place. These Downtowns can provide office, retail, dining, services, government, entertainment and cultural activities. Mixed use development and renovation of upper storeys for housing (even in small communities) is on the rise in downtowns across Ontario, contributing to a sense of place and adding life to a business district that might otherwise empty out after hours. Allowing and enabling this form of development also provides for a diverse range of housing options that may appeal to a broader demographic including singles, young families and seniors.

2.2.1 Land Use

Uptown Keswick

The Study Area in Uptown Keswick is comprised of one land use designation, Urban Centre - Uptown Keswick Urban Centre (shaded in red) within the Keswick Secondary Plan. The Urban Centre - Uptown Keswick Urban Centre designation permits a mix of low, medium and high density residential uses, retail and service commercial uses, business and professional offices, institutional and community uses and special needs housing. This land use designation establishes an appropriate boundary to this Community Improvement Project Area, as well as an excellent beginning for the establishment of the Uptown Keswick Business Improvement Area.

Future expansion of the Community Improvement Project Area, and the BIA, should be southward along the Queensway, as that important corridor evolves and redevelops over time.



keswick land use, excerpt from schedule F1, keswick secondary plan



keswick study area

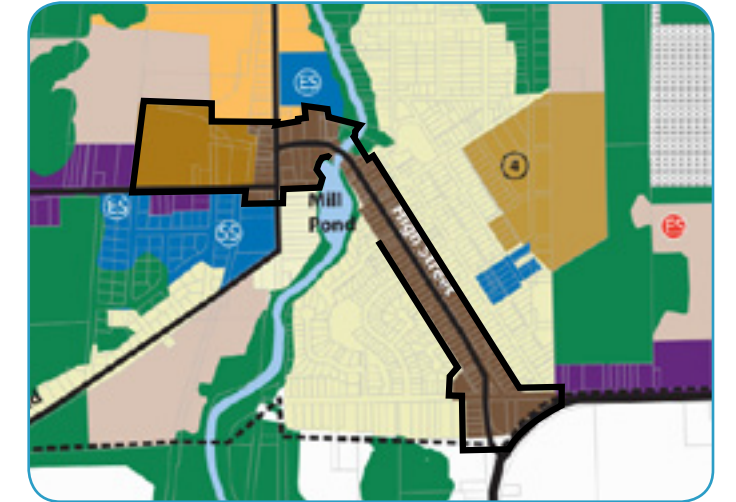
Downtown Sutton

The Study Area in Downtown Sutton is comprised of four land use designations, High Street Historic Centre, High Street Centre Extension and Environmental Protection Area, and Institutional/Community Area as identified in the Sutton/Jackson's Point Secondary Plan. The High Street Historic Centre designation permits medium density residential uses, business and professional offices, restaurants, retail and service commercial uses, hotels, institutional, cultural and recreational uses. The High Street Centre Extension permits institutional, retail and service commercial, hotels, cultural and residential apartment uses. The Environmental Protection Area designation permits uses that will protect and enhance the environmental features and functions that will form a strong and permanent greenlands system. The Institutional/Community Area designation permits a range of institutional and community uses.

The appropriate boundary for this initial Community Improvement Project Area is only the High Street Historic Centre.

Future expansion opportunities for both the Community Improvement Project Area, and the BIA are both westward along the High Street Centre Extension Area designation, as well as northward along Dalton Street. The long-term intent should be to connect the Jackson's Point BIA and the Downtown Sutton BIA along Dalton Road, as this important corridor evolves over time.

Downtown Jackson's Point



sutton land use, excerpt from schedule b, sutton/jackson's point secondary plan



sutton study area

The Study Area in Downtown Jackson's Point is comprised of four land use designations, Stable Residential Area, Jackson's Point/Lake Drive Centre, Dalton Road North Corridor and Redevelopment Opportunity Area as identified in the Sutton/Jackson's Point Secondary Plan. The Stable Residential Area designation permits a mix of low density residential uses, existing medium density residential and local community uses and facilities. The Jackson's Point/Lake Centre designation permits medium density residential, business and professional offices, restaurants and retail and service commercial uses and institutional uses. The Dalton Road North Corridor designation permits low and medium density residential uses, business and professional offices, restaurants and retail and service commercial uses and institutional uses. The Redevelopment Opportunity Area designation permits existing uses and/or uses permitted by the Zoning By-law.

The focus for the designation of the Community Improvement Project Area should be on the Jackson's Point/Lake Drive Centre designation, Redevelopment Opportunity Areas 1 and 3 and the road frontages that connect all of these areas together. This area is generally delineated by the boundaries of the Jackson's Point BIA.

Future expansion of the Community Improvement Project Area should be to the west along Lake Drive, and to the south along Dalton Road. The long-term intent should be to connect the Jackson's Point BIA and the Downtown Sutton BIA along Dalton Road as that important corridor evolves over time.



Jackson's Point land use, excerpt from schedule b, Sutton/Jackson's Point Secondary Plan



Jackson's Point study area

2.2.2 Roads

The road network within the boundaries of the Downtown CIP Areas are comprised of both Regional roads and local roads. There are advantages and limitations for roads controlled regionally versus those owned municipally. The responsibility for maintenance and the design initiatives that can be implemented are different for each level. The posted speed limit in the Downtown areas are 50 kilometres per hour.

Uptown Keswick

The primary roads that serve Uptown Keswick are The Queensway North, and Metro Road, these roads are parallel and provide access to the two intersecting roads, Church Street and Simcoe Avenue in Downtown. These are Regional roads that connect to the Regional road network. There are multiple driveway entrances on Simcoe Avenue which can cause traffic friction. The lanes of traffic in Uptown Keswick are unmarked, with no specific delineation for pedestrian crossings or on-street parking. The introduction of marked pedestrian cross-walks and traffic signals can control vehicles passing through.

Downtown Sutton

The primary regional roads that serve Downtown Sutton are Dalton Road and High Street. Baseline Road is the entry road leading into Downtown Sutton from the west and from the south, Highway 48 provides access to High Street. High Street has a clear role in function as a main street that supports the adjacent retail and services. Historically there has been tremendous traffic friction along High Street because of its dual functions as an important connecting link, and a historic main street.

Downtown Jackson's Point

Lake Drive East a regional road that provides direct access to the lake. The role that it provides is to support the adjacent retail operations and to provide direct access to established residential areas.

The role and function of these roads changes as they leave Georgina and the Downtown areas. The posted speed limit increases from 50 kilometres per hour to 60 or 70 kilometres per hour and very little if any friction is imparted to vehicles. Downtown areas in Georgina have the ability to strengthen the role and function of these primary roads to assist in revitalization efforts.



downtown | sutton

2.2.3 Parking Supply

On-street parking is provided on all 'main streets' in the Downtown areas, and off-street parking is available. Additional parking is located for plazas in Uptown Keswick and Jackson's Point, and a municipal parking lot in Sutton.

An ample parking supply is available to support revitalization efforts. What appears to be lacking is a coherent and visible parking strategy and signage plan to direct patrons to the available parking spaces. Downtowns can benefit from an enhanced parking supply by locating spaces to the side or rear of buildings. Uptown Keswick and Sutton have many driveway accesses, the consolidation of these to shared driveways will reduce vehicular turning movements for a better flow of traffic.

In ensuring an adequate supply of parking is available in all the Downtown areas, an appropriate parking strategy for each area is required to fully assess the number of parking spaces that are actually present in the three CIP Areas compared to existing and anticipated demand.



downtown | jackson's point

3 the plan

3.1 Uptown Keswick

3.1.1 Key Assets/Challenges

3.1.2 Vision

3.1.3 Guiding Principles

3.1.4 Design Framework

3.1.5 Cross Section

3.1.6 Design Guidelines

3.2 Downtown Sutton

3.2.1 Key Assets/Challenges

3.2.2 Vision

3.2.3 Guiding Principles

3.2.4 Design Framework

3.2.5 Cross Section

3.2.6 Design Guidelines

3.3 Downtown Jackson's Point

3.3.1 Key Assets/Challenges

3.3.2 Vision

3.3.3 Guiding Principles

3.3.4 Design Framework

3.3.5 Cross Section

3.3.6 Design Guidelines

Keswick, Sutton and Jackson's Point have existing Secondary Plans and Urban Design Guidelines. The policies in this Community Improvement Plan are more detailed for each Community Improvement Project Area. This part of the CIP has been divided into three sub-sections for each of the Project Areas. The sections for Uptown Keswick, Downtown Sutton and Downtown Jackson's Point are further divided to address:

- + Defining the Community Improvement Project Areas
- + Key Assets to Leverages and Challenges to Overcome
- + Vision
- + Guiding Principles
- + Design Framework for the Public Realm
- + Design Guidelines for Private Development

While the three Areas are uniquely different in context and character, there are some general design policies that apply to all the areas, these policies are highlighted at the end of the chapter for encroachments, signage, street element options, intersection treatments and local streets.

3.1 Uptown Keswick



keswick study area

3.1.1 Key Assets to Leverage and Challenges to Overcome

Uptown Keswick

There are 6 assets that Uptown Keswick can leverage as part of their downtown revitalization. These include:

1. The Downtown is well situated near Cook's Bay and Lake Simcoe
2. The Downtown has a good range of professional services and retail options
3. The Downtown has community facilities available
4. The Downtown has housing for seniors and affordable housing options available
5. The Downtown has stable and appealing neighbourhoods within walking distances
6. The Downtown has room to grow and develop its own identity

There are 6 key challenges to address as part of downtown revitalization. These include:

1. The Downtown lacks a critical mass of retail uses
2. Declining physical environment has signs of neglect of buildings and public spaces
3. Lack of universal physical access to many storefronts
4. Lack of uniformity or façade consistency among the storefronts
5. Lack of consistent streetscaping
6. Lack of cross-block connections and connections to the lake

3.1.2 Uptown Keswick Vision

The vision for Uptown Keswick will ensure a clear understanding of the Town's intent for its design and development for the area over the next 20 years. Experience from other municipalities indicates that a well-defined, and highly supported vision for the future is a fundamental requirement for success. It is the vision that establishes the environment for change, and becomes the focus for political will and administrative support over the long-term planning horizon. All decisions about planning, designing and ultimately revitalizing Uptown Keswick must aim to facilitate rather than obscure the vision.

The intended function of Uptown Keswick is as a small urban core area with a mix of uses, including mixed use buildings with retail at grade and residential or office uses above. In general, buildings in Uptown Keswick do not have a significant historical designation or heritage attributes. As such, there is an opportunity to define a look/feel of the Uptown Keswick that is flexible to make it more distinct in character and design attributes from other small centres within the Town.

Vision: Uptown Keswick is a modern rejuvenated urban centre with unique boutiques that are well-connected to other points of interest in the area. There is a distinct beauty that comes from its non-conventional friendly approach in design that promotes accessibility throughout the Area.

3.1.3 Guiding Principles

The following five guiding principles for the Community Improvement Plan are specific to and important for the revitalization of Uptown Keswick.

1. Encourage a range of uses in Uptown Keswick to attract visitors and extend their stay

Uptown Keswick lacks reasons for people to pass through, as well as attractions to encourage them to stay longer. Residents and business owners found that people already know where they are going in Keswick and only go to that specific store or use that service. There is no desire to stay and go from store to store or explore the area. Opportunities to increase the length of time people spend in Uptown Keswick include:

- + Encouraging a mix of uses with higher density residential uses.
- + Mid-block pedestrian connections linking Simcoe Avenue with Church Street.
- + Improving uniformity in paving selection, distinctive to distinguish Uptown Keswick from other areas.
- + Including more gathering places where people can meet and gather such as parks and parkettes.
- + New connections to access the water's edge, such as the one proposed on Simcoe Avenue.

2. Enhance the pedestrian experience by making walking and moving around the area safe, comfortable and appealing

Pedestrian safety can be improved through traffic-calming (slowing down traffic), for example through design features like road narrowing and on-street parking. Other opportunities to improve safety and accessibility include:

- + Minimizing curb cuts.
- + Articulated crosswalks that clearly identify where pedestrians should cross streets.
- + Coordinated and consistent paving, banners and street furniture can add to the sense of place and distinguish Uptown Keswick from other parts of the Town.
- + Applying CPTED (crime prevention through environmental principles design) to new buildings and redevelopment.

3. Improve accessibility into shops, making barrier-free access a priority

- + Providing ramps where there is a step to enter a building to ensure access for everyone.

4. Facilitate new development by having more attractive streetscapes, attractions and an inviting public realm

To ensure the comfort of pedestrians, enhanced public realm features are required, including direct links and pedestrian amenities such as seating and waste receptacles.

- + Beautiful streetscaping with trees and other plantings along widened sidewalks gives an appealing and spacious feeling for pedestrians. It creates a more inviting space for pedestrians that will in turn animate the street with activity.
- + Interpretative signage, along with public art, can be used to tell the story of Uptown Keswick, thereby increasing the 'sense of place'.

5. Provide More Reasons to Come Downtown

There are a number of possibilities to increase activity within Uptown Keswick to draw more people into the area. For example, providing high quality, mixed-use development will generate the kind of variety that attracts people. Other opportunities include:

- + Formalizing the public square space on Simcoe Avenue (e.g. utilizing the parking lot space for events/markets).
- + Organizing more events and festivals throughout the year.
- + Make walking in Uptown Keswick easy from street to street with good linkages and connections.
- + Promote new development that is well designed and includes good architecture with long-lasting building materials to enhance the quality of place.

Visual connections between people and the physical environment can initially draw them to the area through the use of gateways, signage and landmarks. These elements can reinforce view corridors to spark interest in the area.

Uptown Keswick will be:

- + A thriving community - well known for its mix of residential, retail, professional and commercial services
- + A living community - people live, work, play and shop here
- + A pedestrian friendly community - attractive, animated and well connected streets
- + An integrated community - a fine grain mix of uses and proximity of attractions
- + A community with choices - diverse places to live, visit, shop, eat and ways to easily move about

What inspiring "word picture" describes an ideal future for those who live, work and visit Keswick?



georgina public workshop march 21, 2013

3.1.4 Design Framework for the Public Realm

The Uptown Keswick Design Framework is comprised of a Structure Plan and Streetscape Concept Plan.

Structure Plan

The Structure Plan defines an overarching framework for guiding improvements to the public realm. The Structure Plan is intended to reinforce the area's defining characteristics, including the proximity to Cook's Bay, street edge buildings that define the public space of the street, parkette, post office and commercial plazas that anchors the Area. This Plan serves to coordinate municipal decision-making with respect to important characteristics that development ought to consider.

Gateways

The primary access points into Uptown Keswick are identified as gateways. These locations present opportunities to enhance orientation and civic pride by providing a celebrated sense of entry through distinctive landscape treatment, signage, public art and/or architecture. Uptown Keswick has five identified gateways. There are two gateways that define entries into Uptown Keswick along The Queensway, two other gateways that anchor the east and west entries on Church Street and the fifth at the western entrance along Metro Road South.

Land Use and Built Form

The Structure Plan framework includes the following land use and built form elements:

- + Uptown Keswick has an Urban Centre designation which includes a concentration of a variety of uses including residential (a mix of single detached and apartments) and commercial (mainly one storey buildings)

- + Uptown Keswick currently has one parkette located on the southwest corner of Church Street and The Queensway. There is potential to create three other parkettes on Simcoe Avenue along with a market square to utilize a larger parking lot where the market structure is located.
- + Streetscape improvements are identified for the area along The Queensway, Church Street, Metro Road South and extensively on Simcoe Avenue. Streetscapes are the most important public aspect for shaping and defining the character of the built environment and its impression on residents and visitors. Given that a culture of walking is so fundamental to achieving a successful downtown retail environment, a shift in conventional thinking about street design must take place which favours the pedestrian experience over efficient traffic movement.
- + The waterfront is within walking distance from Uptown Keswick. Improved access can provide another means by which people can enjoy it by creating pedestrian connections to link Uptown Keswick with the water through the creation of a public access point or dock.
- + An underutilized pedestrian path brings people from Church Street to Simcoe Avenue. Opportunities to enhance this path should be considered.
- + Just outside the CIP boundary, a key view to the water is identified at the western end of Simcoe Avenue, which also serves as a terminus site.



- Key Cultural/Civic Buildings
- Gateways
- Primary Intersections
- Key Corners
- Key Views & Termini Sites
- Key Pedestrian Connection
- Key Street Edges
- Key Streetscape Improvements
- Mixed Use Area
- Institutional Area
- Residential Area
- Open Space

Uptown Keswick Structure Plan

Streetscape Concept Plan

Simcoe Avenue and part of The Queensway from Church to Simcoe is the main commercial street in Uptown Keswick. It has the potential to be a great downtown area. The streetscape concept is intended to transform the public realm by creating a place for people - a pedestrian oriented environment that provides for cyclists and vehicles, where people go to shop, eat and gather. Trees should be planted in continuous planting beds, raised or at grade. The trees should be planted at regular intervals to offer pedestrians a degree of separation from traffic. New articulated, pedestrian cross-walks are located at all street intersections along Simcoe Avenue at consistent intervals to ensure pedestrian safety. These cross-walks feature distinct use of pavers or markings from the asphalt. The sidewalk should extend from the building front to the curb.

Metro Road

The intersection at Metro Road South and Simcoe Avenue and Metro Road South and Church Street are significant gateways for Uptown Keswick as entry to the commercial area. Gateway features such as decorative lighting or banners can distinguish the intersection as an entry to the commercial area that visitors may not know existed. The pedestrian environment here is enhanced with street trees that will line the street adding continuity to the streetscape.

Church Street

The streetscape concept illustrates a tree-lined street on the south side through to the residential area in the west with improved pedestrian walkways through the parkette at the southwest corner of The Queensway.

The Queensway

The streetscape concept illustrates widened sidewalks to provide space for a planted boulevard. Sidewalks on both sides of the street support transit. The sidewalks should be paved in a robust decorative paving material, either

poured in place or precast concrete. Bench seating should be incorporated at the intersections where the sidewalks will be bumped out to the edge of the travel lane to create gathering areas. Parking will continue to be provided on both sides of the street.

Consistent street signage should be promoted to link the commercial centre with other areas and to advertise seasonal events.

Simcoe Avenue

This section of Simcoe from Metro Road to The Queensway features the most intensified streetscaping, street trees and plantings are on both sides of the road. One smaller parkette and additional open spaces add to the public realm creating opportunities for people to meet and gather. Simcoe Avenue and part of The Queensway are identified as a pedestrian shopping street



bump out intersection treatment creating areas for gathering

with wider sidewalks and mid-block connections from The Queensway to Simcoe Avenue.

Pedestrian connections and circulation should be made effortlessly with clearly marked paths and crossings. The public realm is more inviting due to the additional plantings along the paths and sidewalks.

The development of surface parking lots in the front of the commercial developments has severely compromised the sidewalk. As a pedestrian, it can be intimidating walking next to a busy street with cars backing in and out of parking lots. Wide curb cuts that provide for a continuous parking edge create an unsafe condition for pedestrians. Shared accesses ensure a better flow of traffic on the road and pedestrian safety and comfort.

Parallel street parking is intended to provide additional parking and reduce the speed of traffic due to the bump-out design concept.



widened sidewalks with distinct paving



view looking east on simcoe avenue, few trees, few pedestrian amenities



Uptown Keswick Streetscape Concept Plan

The Concept Plan for Uptown Keswick shown on the left and close-ups shown on the following pages represent an example redevelopment plan based on some of the comments heard during the consultation process. It represents the kind of public realm enhancement strategy successfully implemented in other communities in Ontario.

Should there be a decision to move forward with this level of improvement, the concept plan will need to be reviewed and adjusted based on the needs and priorities of Keswick's BIA (when established). The BIA (when established), in collaboration with the Town will need to take the ideas presented in this Report and make area specific adjustments, determine a priority and phasing strategy, and develop more detailed cost estimates. This Report also advocates that the improvements can, and should be implemented incrementally over time, and that the responsibility for capital costs and ongoing maintenance costs is to be shared among the Town and the individual BIA (when established).

Pedestrian cross-block connections are identified in three areas. Two of the pedestrian connections are north-south giving access and circulation from Simcoe Avenue to Church Street and the third connection is from The Queensway to the proposed park on Simcoe Avenue.



Streetscape Concept - Pedestrian Shopping Street



market structure examples

A public square is illustrated in the streetscape concept below. The parking area in the Food Basics plaza during off peak parking hours, can be used for festivals and events including a farmers' market. The parking area can be resurfaced in a more pedestrian favourable material such as unit paving or impressed concrete. A structure or canopy can be created in the parking lot that would provide shelter from the elements during meetings or events. A pedestrian lighting approach for the square can support special events during the evenings.



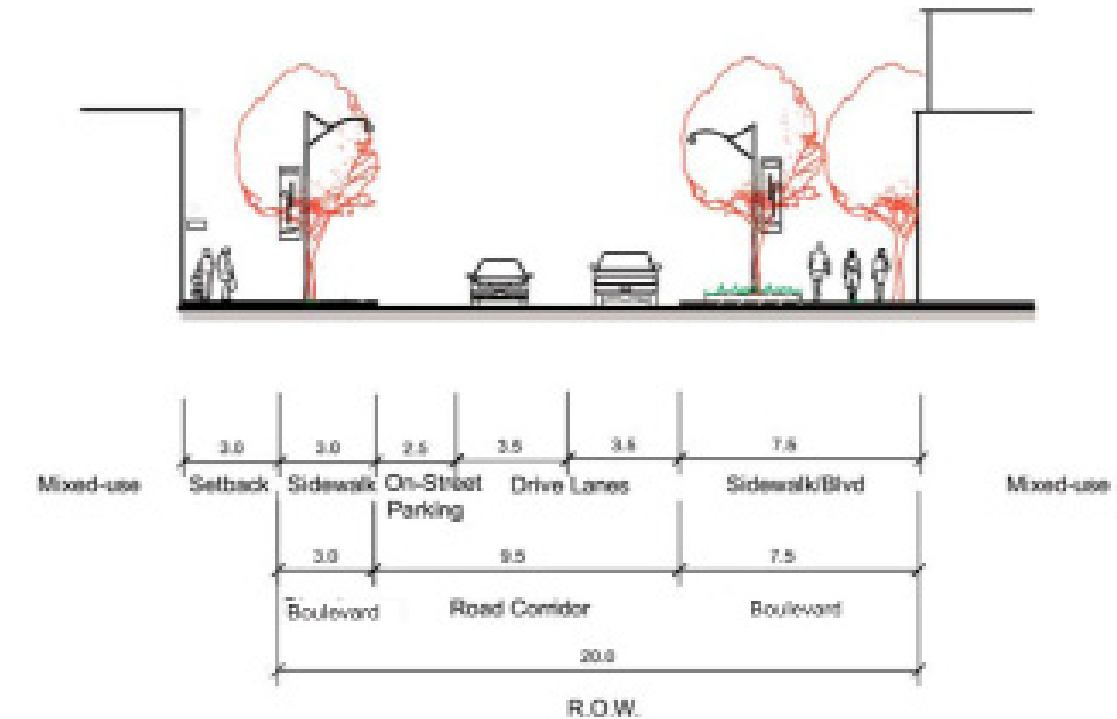
Streetscape Concept - Improved Pedestrian Connections and Circulation

3.1.5 Cross Section

Uptown Keswick

- + Proposed road sections illustrate the configuration of the right of way for The Queensway, Simcoe Avenue and Metro Road South in Uptown Keswick
- + Local streets with two lanes for travel, parking, and sidewalks on both sides
- + Pedestrian-scale decorative lighting and banners on the posts

- + Crosswalks and clear signage at key intersections
- + Trees should be planted in continuous planting beds, raised or at grade
- + 2.5 metre car parking maintained on both sides of the street
- + 3.5 metre travel lane
- + Boulevard and sidewalk combination to enhance the public realm



Uptown Keswick Urban Centre Cross-Section
Excerpt from Keswick Secondary Plan



façade articulated with three-dimensional elements Orlando, Florida, Baldwin Village

3.1.6 Design Guidelines for Private Sector Development

The Keswick Secondary Plan for Uptown Keswick envisions mixed-use development opportunities including new buildings with smaller scale retail and service commercial uses, public facilities and higher density forms of housing. These guidelines will help to guide and shape new buildings and incorporate the distribution height and density along with integration methods among surrounding uses. The guidelines are also intended to provide flexibility to encourage distinction and variety in architectural responses.

New buildings on lots within Uptown Keswick will act to establish the streetscape and reinforce street edge conditions and set the tone for architecture. All new development within Uptown Keswick will be of high quality design and consider the relationship to existing buildings, that set the tone for establishing and enhancing the character of Uptown Keswick.

This section provides general building guidelines for Uptown Keswick.

All new development/redevelopment Downtown shall be based upon and approved after the careful consideration of the concept of "Compatible Development". Compatible Development is defined as follows:

"Compatible development is development that is not the same as, nor necessarily similar to existing development in the vicinity. Compatible development is development that enhances the character of the community without causing any undue adverse impacts on adjacent properties in the vicinity."



traditional buildings in St. Louis, USA include weather protection



buildings in Perth, ON include weather protection elements

General Building Guidelines

1. All new development in Uptown Keswick should be compatible with the character and context of the Area. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.
3. New building design shall:
 - + Create an improved image for Uptown Keswick and corridor, contain the street, and accentuate intersections.
 - + Be barrier free.
 - + Have a textured architectural quality that can be achieved by introducing variation in certain elements of the façade treatment.
 - + Provide a maximum amount of ground floor coverage.
 - + Face the street.
 - + Provide entrances to the building from the front sidewalk.
 - + Include windows that look out onto the street.
 - + Employ architectural details and/or a step-back at the upper storeys that is established in the implementing Zoning By-law.

- + Enclose and define a pedestrian street space that will include pedestrian weather and sun protection systems such as awnings, canopies, colonnades, or front porches along the sidewalk edge of important pedestrian roads and adjacent to the urban squares and at entrances to buildings.
- + Shall be located within 0-4 metres of the edge of the right-of-way of The Queensway.
- + Have any visible mechanical equipment appropriately screened and located in a manner that has a minimal physical and visual impact on public sidewalks and accessible open spaces.
- + Where feasible, have all transformers and other above ground utilities located within the building, or on private property located away, and/or screened, from public view.

Infill Buildings

There is opportunity to develop new and infill uses in Uptown Keswick. The intention is to promote development close to the street line, with parking to the side or rear of the lot, the issue of frontage plays a crucial role in the redevelopment strategy, primarily because of the need to gain vehicle access to the rear yard parking areas. Its design should be sensitive and complementary to buildings in the immediate area. The new building should contribute, not detract from the unique character of Uptown Keswick.

Height and Massing

Building heights play an important role and can impact the character and quality of the street experience. The height and mass of buildings ensures visual continuity and maintain the pedestrian scale at the street.

1. Where new buildings or new additions to buildings exceed the height of adjacent buildings, the additional height should be set back behind the prevailing façades a minimum distance of 3 metres to reinforce the street wall height while allowing additional height.
2. New development in Uptown Keswick should be a minimum of 2 storeys and maximum of 6 storeys with a maximum 3.0 FAR.

Façade Articulation

New buildings should:

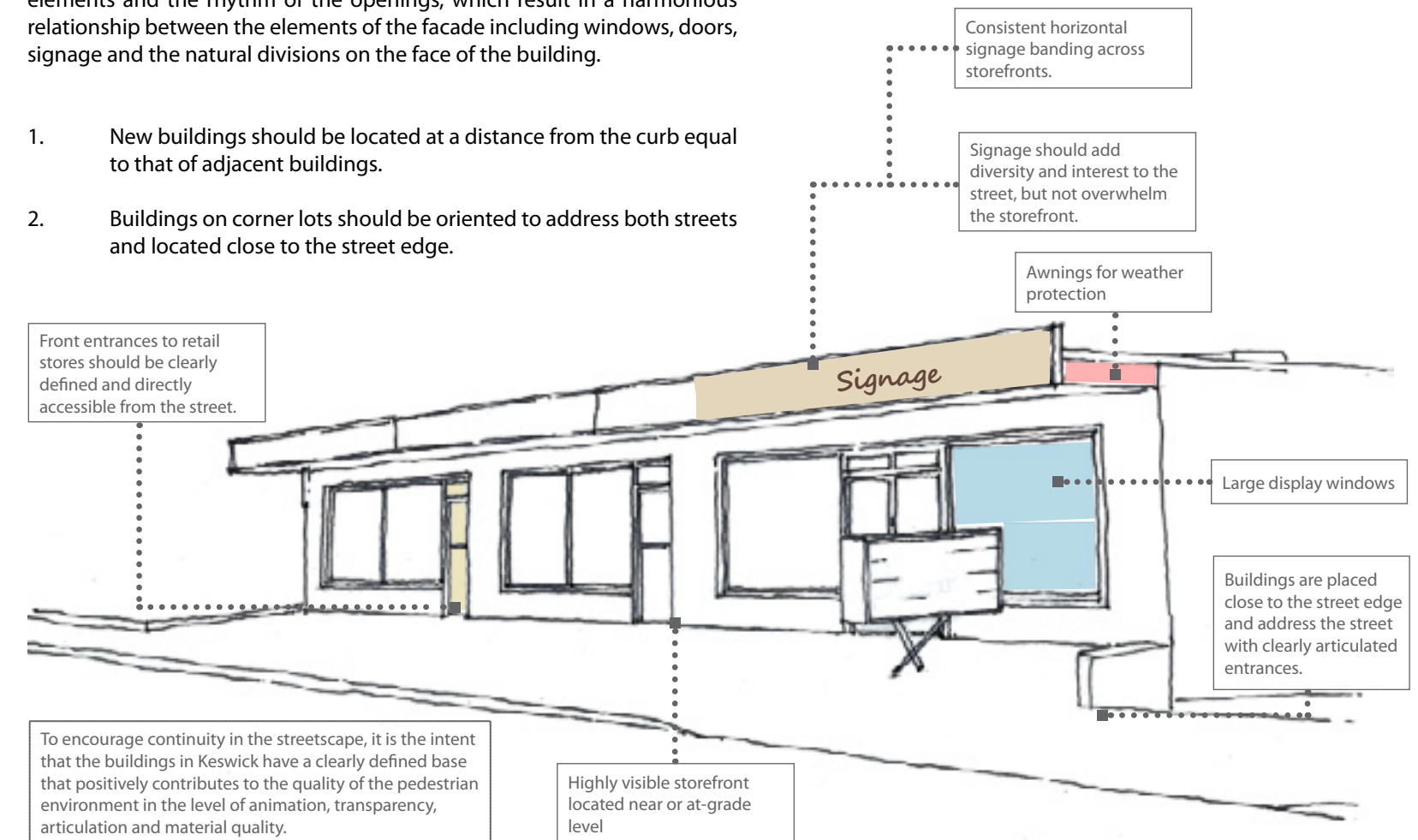
1. Consider and respect the height and massing of adjacent buildings reflecting the base, middle and top of those buildings.
2. Respect the pattern of façade division by ensuring the horizontal and vertical architectural orders are aligned with neighbouring buildings.
3. Create a continuous frontage close to the edge of the Right-of-Way along the street.
4. Should locate windows to be vertically aligned from floor-to-floor and horizontally aligned with the neighbouring buildings.
5. Have entries and display windows at regular intervals consistent with the established pattern on the block.

Orientation and Placement of Buildings

Orientation and placement of buildings along the street helps to create an improved image for the street, contain the street and accentuate intersections.

The key components of the building façades are the repetitive horizontal elements and the rhythm of the openings, which result in a harmonious relationship between the elements of the facade including windows, doors, signage and the natural divisions on the face of the building.

1. New buildings should be located at a distance from the curb equal to that of adjacent buildings.
2. Buildings on corner lots should be oriented to address both streets and located close to the street edge.



3. Provide a maximum amount of ground floor coverage - up to 75% lot coverage at grade.
4. Along the length of The Queensway, buildings should together create a continuous frontage close to the edge of the right-of-way. The front and exterior side walls of buildings should be located within a defined zone on the lot, as prescribed in the Zoning By-law.
5. New development should incorporate significant pedestrian amenities along building façades.

Storefronts

Well-proportioned and designed storefronts can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entrances, signage, weather protection and lighting are all elements of successful storefronts. New development should reinforce these characteristics according to the following guidelines:

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.
 - + Storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation.
 - + Clear glass should be used for wall openings (e.g., windows and doors) along the street-level façade. Dark tinted,
2. To ensure an attractive visual presence on the street and a high quality retail space at grade level:
 - + reflective or opaque glazing should be discouraged for storefronts.
 - + An identifiable break or gap should be provided between the street-level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape.
 - + On corner sites, storefronts should address both street frontages through entries or glazing.
 - + Storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape.
 - + To reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale.
 - + Weather protection for pedestrians is encouraged through the use of awnings and canopies.
 - + Where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.



enhanced pedestrian environment



weather protection elements

Materials

New development should be mindful of ensuring consistency in architectural design and in the use of high-quality materials, particularly at street-level. A key objective of the Design Guidelines is to achieve a balance

between consistencies in design quality and street interface, while enabling individual expression in new developments.

1. New buildings should respect the materials of adjacent buildings and develop a the palette of materials and colours evident in nearby existing buildings that is representative of Uptown Keswick.
2. Building materials should be chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability.
3. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
4. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.

Doors and Windows

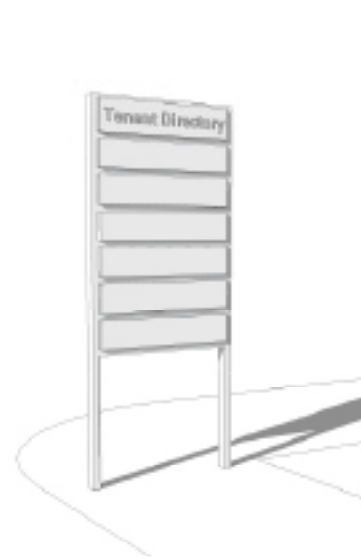
1. Doors and doorways should be designed to reflect and be consistent with the scale of the buildings found in Uptown Keswick. They should complement the building style.
2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. The materials and surrounds of new windows should be in harmony with adjacent buildings.
4. The scale of new windows should be in proportion to the windows on adjacent buildings.

Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:

Sign Placement

1. Signs should be placed in a consistent location on all building façades. Generally, it should be located above the storefront windows or on canopies over the storefront.
2. Signage should not obscure windows, cornices or other architectural elements.
3. To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes.
4. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
5. Highly animated and illuminated digital signage should not be permitted where residential uses can be impacted.
6. All signage should conform with By-laws and regulations.
7. Signage should aid pedestrians and drivers in navigating the area, especially at night.
8. Signs should be well maintained and constructed using high quality materials.



tenant directory



movable sign



awning placement on storefront



store signage



projecting sign



projecting signs add character



signage should not obscure window

Sign Types

1. Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged.
2. Projecting/hanging signs should be permitted to encroach over the streetline provided that they do not project more than 1.0 metre from the building, and they have a minimum 3.0 metre clearance between the bottom of the sign and grade.
3. Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible, but are permitted to encroach onto public property provided that they provide a 1.5 metres of unobstructed sidewalk space. Special conditions include:
 - + Must be moved inside after business hours.
 - + Must be protected against movement by wind.

Encroachments

Encroachments ensure a comfortable pedestrian environment part of that comfort is weather protection. It is important to promote the provision of building elements that provide shade and/or shelter from the rain through permissions for encroachments into the pedestrian realm. In addition, street cafés and outdoor seating for restaurants should be considered. Subject to the approval of Council:

1. Awnings or canopies may be permitted to encroach into the public pedestrian realm.
2. Outdoor cafés and seating for restaurants may be permitted to encroach into the public pedestrian realm.
3. Semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building may be permitted to encroach into the public pedestrian realm.
4. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.



outdoor cafés with weather protection

Streetscape Element Options

A coordinated system of streetscape elements is important in establishing a uniform identity for all downtown areas. In addressing the furniture typology in the public realm for all three areas, a selected palate of streetscape furniture has been recommended for Uptown Keswick and Downtown Sutton to complement the furniture recommended for Jackson's Point by the Revitalization Project and Branding Plan. These elements can be matched by colour and coordinated to each area's character to add variety to the streetscape.

Elements of the furniture typology :

- + Litter/recycling receptacles should be located at all intersections at opposite corners.
- + Pedestrian lighting should accommodate banners and flower baskets.
- + Narrow slender black steel planters should be located along the street. The planters should be spaced 5.0 metres (maximum) apart.
- + Benches should be placed in points of interest, places of gathering and along the streetscape within the public realm.

Local Streets

Green streets contribute to the Town's overall tree canopy cover. In supporting the Town's mandate to increase canopy trees, a number of species have been selected in Section 4.3; all of which are suitable for Georgina's growing climate. It is often misunderstood that trees are difficult to maintain, it is not the case if the right type is planted. With such a large variety available (from heights to leaf types) and depending on what the planting constraint may be (overhead wires, building visibility, soil type or space available), proper selection based on the condition can ensure longevity and survival of the trees.

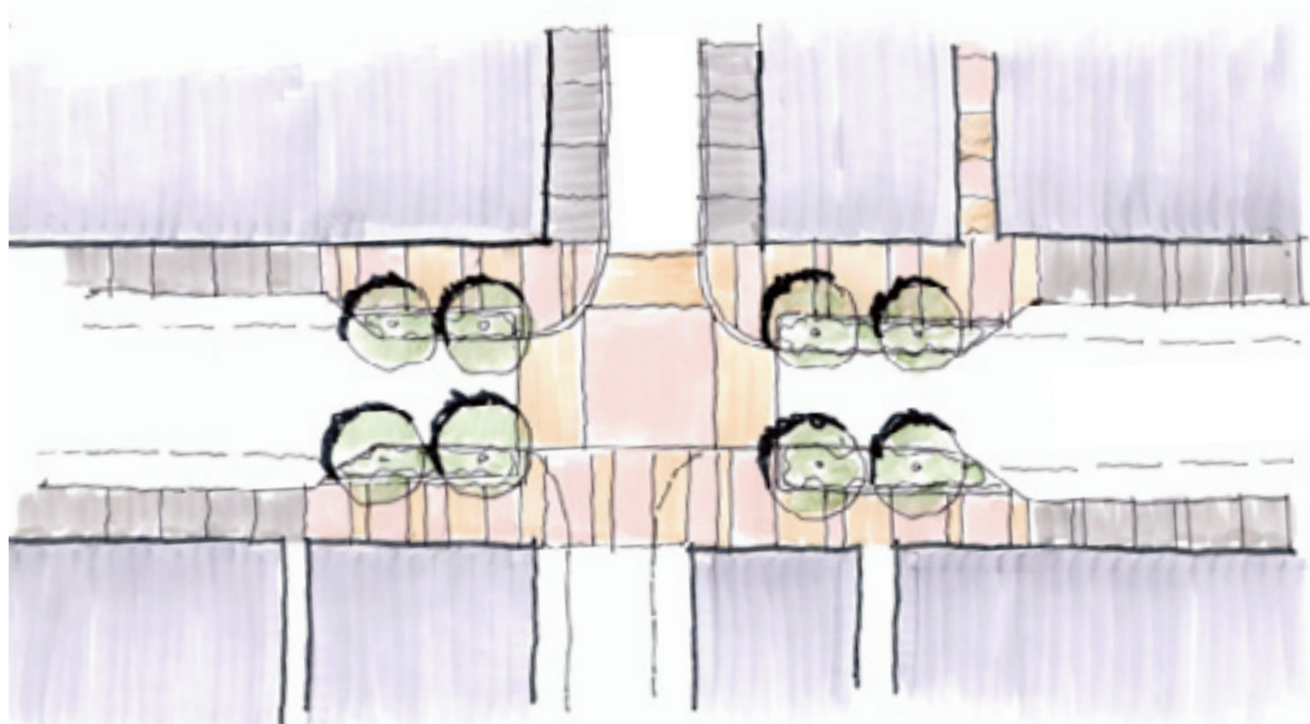
A strategy to green the neighbourhood streets and encourage walkability will be introduced. It will include establishing a street tree planting program managed by the Town staff, and include the optional planting of one street tree per lot at the homeowners request. The street trees will be planted on municipal property and will be owned and maintained (i.e. pruned) by the Town. The homeowner will be responsible for watering the trees. Wherever possible, in coordination with road construction, there will be sidewalks on both sides of the street in the Downtown cores. The objective is to create a safe walking and bicycling environment for families, and especially children, to access community facilities.

Intersection Treatments

The design of intersection treatments can be aesthetically pleasing and also have the potential to improve the safety for pedestrians and cyclists, while allowing for efficient movement of automobiles limiting potential conflicts between the different modes of transportation.

Below is an example of possible intersection treatments that can be applied for Simcoe Avenue in Keswick, High Street in Sutton and Lake Drive East in Jackson's Point where greening is an important feature of these areas. It features the narrowing of the intersection with a wider sidewalk and a

bump-out which naturally slows traffic down to look at what is on the corner. Planting options during the phasing of these treatments include temporary portable planters that can be stacked and stored during the winter months until more permanent plantings are phased in. Portable planters can also be used throughout the streetscape on other streets identified for streetscaping for more greening in addition to permanent plantings.



Intersection Treatment

3.2 Downtown Sutton



sutton study area

3.2.1 Key Assets to Leverage and Challenges to Overcome

Downtown Sutton

There are 9 assets that Sutton can leverage as part of their downtown revitalization. These include:

1. The Downtown is well situated centrally in Georgina
2. The Downtown has a BIA presence and the relationships between them and the Town should be strengthened
3. The Downtown has natural assets to be preserved such as the Black River and Mill Pond
4. The Downtown has a significant arts and culture presence
5. The Downtown has a rich history and heritage resources
6. The Downtown has an authentic "Main Street"
7. The Downtown has stable and appealing neighbourhoods within walking distance
8. The Downtown has room to grow and prosper
9. The Downtown already has an identifiable and distinct "sense of place" an image that can be reinforced and leveraged

There are 5 key challenges to address as part of downtown revitalization. These include:

1. The Downtown lacks a critical mass of retail and commercial uses
2. Declining physical environment has signs of neglect of buildings, heritage resources and public spaces
3. Lack of access to the river and park
4. Lack of public realm
5. Lack of barrier free accessibility to buildings
6. Multi-level communication between the different tiers of government and the BIA

3.2.2 Downtown Sutton Vision

The vision for Downtown Sutton will ensure a clear understanding of the Town's intent for its design and development over for the next 20 years.

Downtown Sutton has a number of extraordinary heritage attributes that can and should be used to create an outstanding regional and local destination. A crucial factor for retaining visitors, ensuring that the benefits are passed on to the citizens of Sutton and for the longevity of the attraction, is in making a place that is diverse, well connected, beautiful and authentic.

It is the intent of the Town that individual buildings of heritage significance will continue to be protected but High Street would not be subject to the HCD designation. The Urban Design Guidelines for this Plan will be more heritage based to protect individual properties with significant heritage attributes. Preservation of these attributes on an individual basis can be protected through designation under Part IV of the Heritage Act.

Vision: Downtown Sutton is a vibrant historic commercial centre with a small town charm, making it an ideal place to live, work and play. It is accessible for pedestrians, day trippers and boaters alike with a high level of connectivity through walking paths and bike lanes. Many people choose Sutton to visit for its unique, central shopping and dining experiences, and beautiful façades that represent its historic roots.

3.2.3 Guiding Principles

The four guiding principles for the Community Improvement Plan are specific to and important for the revitalization of Downtown Sutton.

1. **Make Coming and Staying Downtown an Easier Choice (circulation, connections, amenities)**

Downtown Sutton has potential to be an area that is cohesive, inviting and well connected both visually and physically to other parts of the community. An opportunity is available to link Downtown to a new trail system and provide an access point to the river. Another opportunity is through creating mid-block connections to the river.

Improving connections to neighbourhoods with sidewalks will provide route options for pedestrians. Amenities that would attract more people to Downtown include providing bike storage and public washrooms.

2. **Enhance the Pedestrian Experience by Making Walking Safe, Comfortable and Appealing**

Pedestrian safety can be improved through traffic-calming (slowing down of traffic), for example through design features like road narrowing. Other opportunities to improve safety and accessibility include:

- + Minimizing curb cuts.
- + Consolidating rear parking to reduce conflicts between cars and pedestrians.
- + Eliminating front steps leading into businesses to improve access for elderly people and people on scooters or in wheelchairs.
- + Articulated crosswalks that show where pedestrians should cross streets.

- + Enhanced pedestrian lighting to improve the visibility and safety of pedestrians at night.

- + Applying CPTED (crime prevention through environmental principles design) to new buildings and redevelopment.

To ensure the comfort of pedestrians, enhanced public realm features are required, including direct links, protection from weather elements through the use of awnings, and pedestrian amenities such as seating.

Beautiful streetscaping with widened sidewalks give an appealing spacious feeling for pedestrians.

3. **Provide More Reasons to Come Downtown (stimulate traffic, intensify/critical mass of activity and attractions)**

There are a number of possibilities to increase activity within Downtown Sutton to draw more people into the area. For example, providing high quality, mixed-use infill development and façade treatments will generate the kind of variety that attracts people. Other opportunities include:

- + Focus on the river, creating access and a place to enjoy the river such as a boardwalk will draw people to venture into the Downtown.
- + Have visually appealing public art to draw attention to certain areas on the street.
- + Organizing more events and festivals throughout the year through the BIA (e.g. River Appreciation Day).
- + Wayfinding signage for ease of navigating Downtown and finding parking.

- + Providing amenities and spaces for people to gather.

People can also be drawn further into Downtown Sutton with visual connections, which can be established through the use of gateways and signage that pique interest into the area.

4. **Celebrate the History of the Downtown**

An attractive environment has the ability to strengthen pride within Downtown Sutton. The uniqueness of buildings within the Downtown area represent the history and local architectural style. Other opportunities include:

- + Enhancing the historic character of the downtown, while protecting key cultural heritage components.
- + Incorporating feature lighting (i.e. uplighting) to accentuate the key architecture of a building.
- + Interpretative signage, along with public art, can be used to tell the story of Sutton, thereby increasing the 'sense of place'.
- + Banners, street trees, landscaping and enhanced maintenance can also make Downtown aesthetically appealing and inviting.
- + Coordinated and consistent paving and furnishing Downtown adds to the sense of place and distinguishes Downtown from other parts of the Town.

Downtown Sutton will be:

- + A community with memory - protecting, enhancing and showcasing the area's key heritage attributes and history
- + A connected community - choice of trails to different attractions and linking the community to the water from different access points
- + A walkable community - the comfort of pedestrians is ensured through direct accessible links in pathways making walking easier than driving
- + A community with a strong sense of place - key features anchor the area that residents and visitors alike can identify with as part of a community. Making the Black River an important part of Sutton.
- + A community with a busy commercial area - range of shops and services

What inspiring "word picture" describes an ideal future for those who live, work and visit Sutton?



georgina public workshop march 21-22, 2013

3.2.4 Design Framework for the Public Realm

The Sutton Design Framework is comprised of a Structure Plan and Streetscape Concept Plan.

Structure Plan

The Structure Plan defines an overarching framework for guiding improvements to the public realm. The Structure Plan is intended to reinforce the area's defining characteristics, including the proximity to the Black River, a well connected grid pattern of streets, street edge buildings that define the public space of the street, that anchors the area. This Plan serves to coordinate municipal decision-making with respect to important characteristics that development ought to consider.

Gateways

Gateways are identified at the primary access points into Downtown Sutton. They represent an opportunity to enhance orientation and civic pride by providing a celebrated sense of entry through distinctive landscape treatment, signage, public art and/or architecture. The Sutton framework identifies three gateways, the first at Baseline Road and Dalton Road, the second at High Street and Dalton Road and the third at High Street and Highway 48.

Land Use and Built Form

The Structure Plan also includes the following land use and built form elements.

- + Downtown currently has one park, Mill Pond Park and one river, the Black River which runs under High Street. There is the potential to create a boardwalk along the river at the back of the buildings that front High Street to create a short path system and public access points to the river.

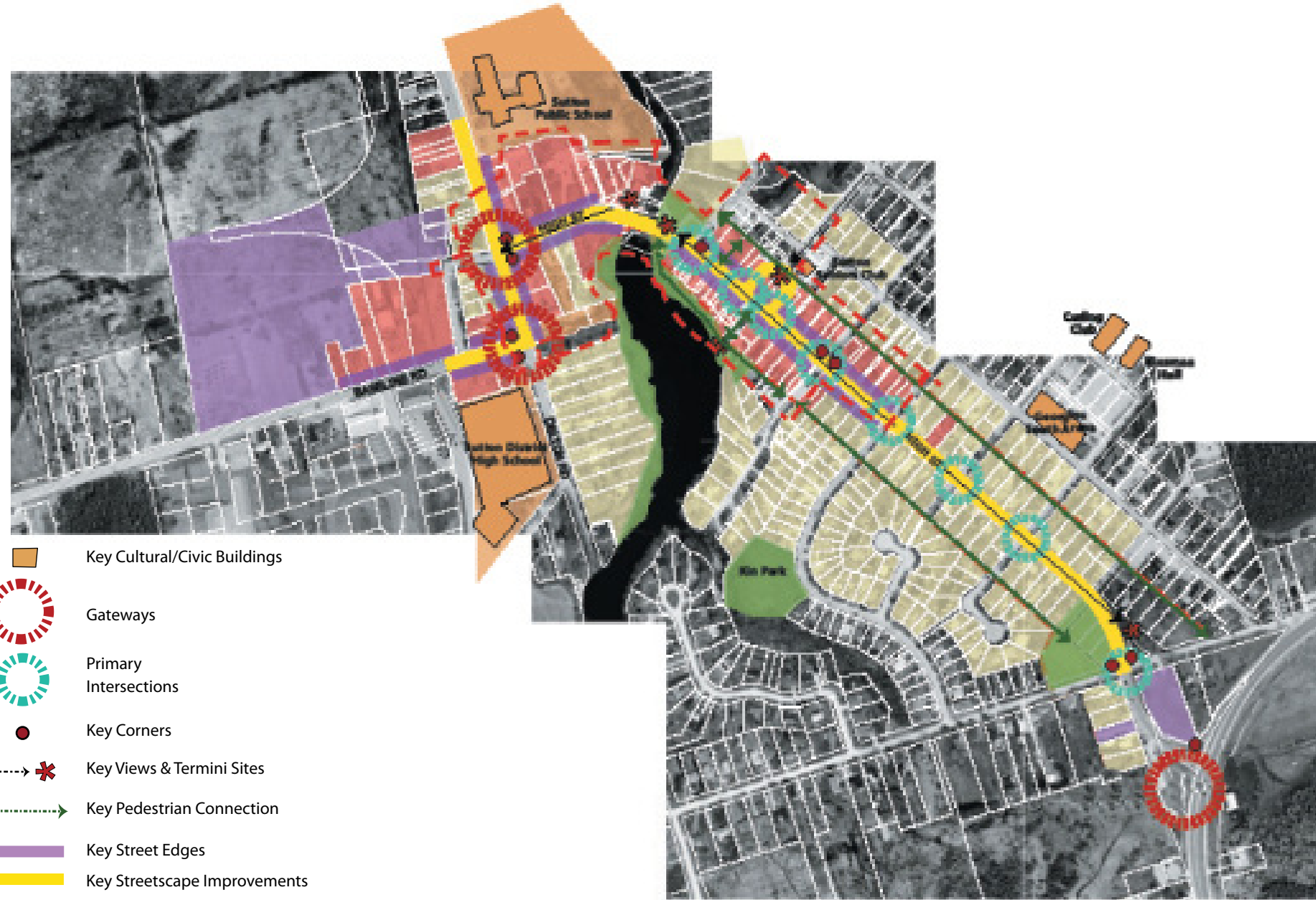
- + Streetscape improvements have been identified for the length of Downtown along High Street, Baseline Road, and Dalton Road. The majority of the streetscape improvements are focused around the river and along High Street and Dalton Road creating continuity in the Downtown. Streetscapes are the most important aspect for shaping and defining the character of the built environment and its impression on residents and visitors. Given that a culture of walking is so fundamental to achieving a successful downtown retail environment, a shift in conventional thinking about street design must take place which favours the pedestrian experience over efficient traffic movement. All streetscapes for the identified streets are described in the following section.

- + Key pedestrian connections are identified to link the Downtown with the river and parks along High Street. Pedestrian walkways are identified between the new parks.

- + Five key views/termini sites are identified. Two of them are on either side of the river on High Street, the next two link the north part from Market Street to the pier/boardwalk south of High Street. The last site is located at the southeast end of High Street.

- + Primary intersections identified are important to the activation of the public realm. These primary intersections should be articulated and have streetscape treatments applied.

- + The appeal of High Street is due to the continuity and animation of the street wall, as defined by a continuous built edge with consistent setbacks. This consistent condition, is a defining characteristic of Downtown that should be protected and reinforced where new developments occur. Important key street edges define the articulated façades on High Street. A landscaped edge at the street will make it a more pleasant experience for pedestrians.



Sutton Structure Plan

Streetscape

High Street, the 'Main Street' in Sutton has the potential to be a truly great street. Framed by historic buildings through Downtown, the street is naturally imbued with the small town charm that many Ontario towns have capitalized on to create destination spaces for those who live, work and visit there. The streetscape concept is intended to transform the public realm by creating a place for people - a pedestrian oriented environment that provides for cyclists and vehicles. Key streetscape improvements are identified for the length of High Street, part of Dalton Road and part of the Baseline Road which intersects with Dalton Road.

The intersection at Dalton Road and High Street is a significant gateway for Sutton as it is the main entry into the Area. The vehicular requirements are significant, however the pedestrian environment will be enhanced with the introduction of a coordinated palette of street furniture and paving that is reflective of the character of the area. That treatment will extend west to Dalton Road, and will include the introduction of street trees where possible starting on Baseline Road. Streetscaping features shall include enhanced landscaping and coordinated decorative street lighting to incorporate banners and seasonal displays to signal the importance of this precinct as a gateway to the Downtown area. The quality of the pedestrian environment will be improved with the development to improve access to the river over time.

There is an opportunity to explore the potential of connecting the street network to a short trail system along the Black River to Mill Pond Park across the street. The trail is a valuable community resource that should be made as accessible as possible.

Baseline Road

The streetscape concept illustrates street trees planted in beds that are decorated for seasonal interest. Tree species could include oaks, maples, elms and other urban hardy species. The planting beds will contain large volumes of soil to ensure that the trees can reach maturity. Shrubs, spring bulbs, summer flowers, winter garlands and lighting in the trees will beautify

the street during all seasons and times of the year, day and night.

The streetscape concept illustrates widened sidewalks to provide space for the planters between a narrow curb edge walk and the sidewalk along the edge of the buildings. The sidewalks should be paved in a robust decorative paving material, either poured in place or precast concrete.

Dalton Road

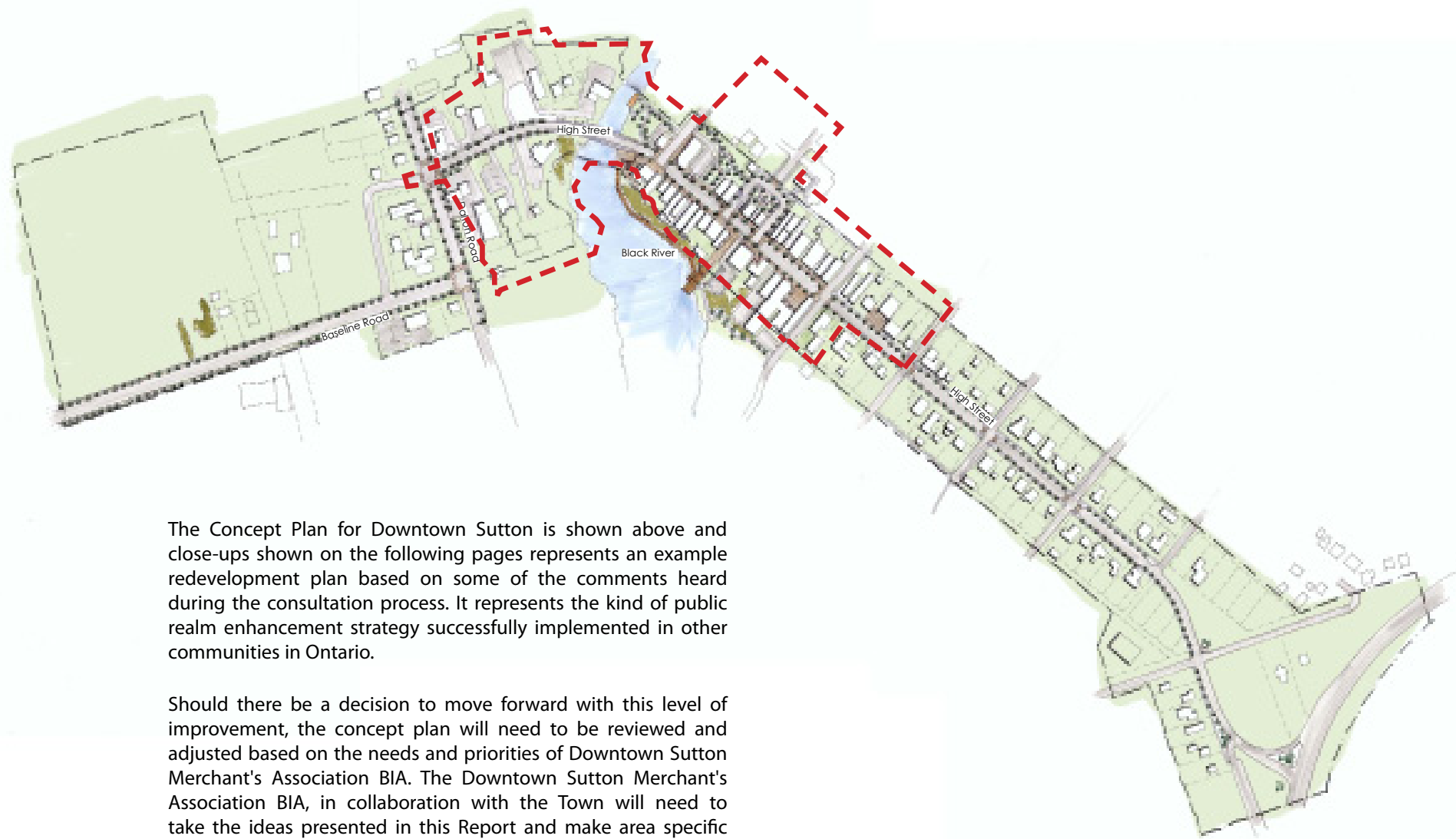
Dalton Road is the connecting corridor between Sutton and Jackson's Point and serves as the gateway into Downtown Sutton. The streetscape concept illustrates street trees on both sides of the road that continue from Baseline Road. It also illustrates defined pedestrian cross-walks at street intersections.

High Street

The streetscape concept illustrates street trees lining both sides of the street. Landscaping is encouraged along High Street. Trees, shrubs and vegetation selection should be tolerant to urban conditions, giving preference to native species where possible.



articulated cross-walks and landscaped bump-out parking



The Concept Plan for Downtown Sutton is shown above and close-ups shown on the following pages represents an example redevelopment plan based on some of the comments heard during the consultation process. It represents the kind of public realm enhancement strategy successfully implemented in other communities in Ontario.

Should there be a decision to move forward with this level of improvement, the concept plan will need to be reviewed and adjusted based on the needs and priorities of Downtown Sutton Merchant's Association BIA. The Downtown Sutton Merchant's Association BIA, in collaboration with the Town will need to take the ideas presented in this Report and make area specific adjustments, determine a priority and phasing strategy, and develop more detailed cost estimates. This Report also advocates that the improvements can, and should be implemented incrementally over time, and that the responsibility for capital costs and ongoing maintenance costs is to be shared among the Town and the Downtown Sutton Merchant's Association BIA.

Downtown Sutton Streetscape Concept Plan



Streetscape Concept - High Street

Parallel parking is anticipated on High Street with bump-outs at intersections, the condition would allow for mountable curbs, giving pedestrians the option to access more of the public realm. Planters and trees will be planted at the intersections giving it visual interest.

The consolidation of parking areas behind buildings backing onto the river is illustrated to provide more places to park and be a more distinct parking area that can be easily found by those visiting Sutton. Consolidation of parking will also provide for pedestrian safety as there will be one driveway into the parking area.

Bench seating should be incorporated in the parkettes and at the intersections where the sidewalks will be bumped out to the edge of the travel lane to create gathering areas. Parking will continue to be provided on both sides of the street.

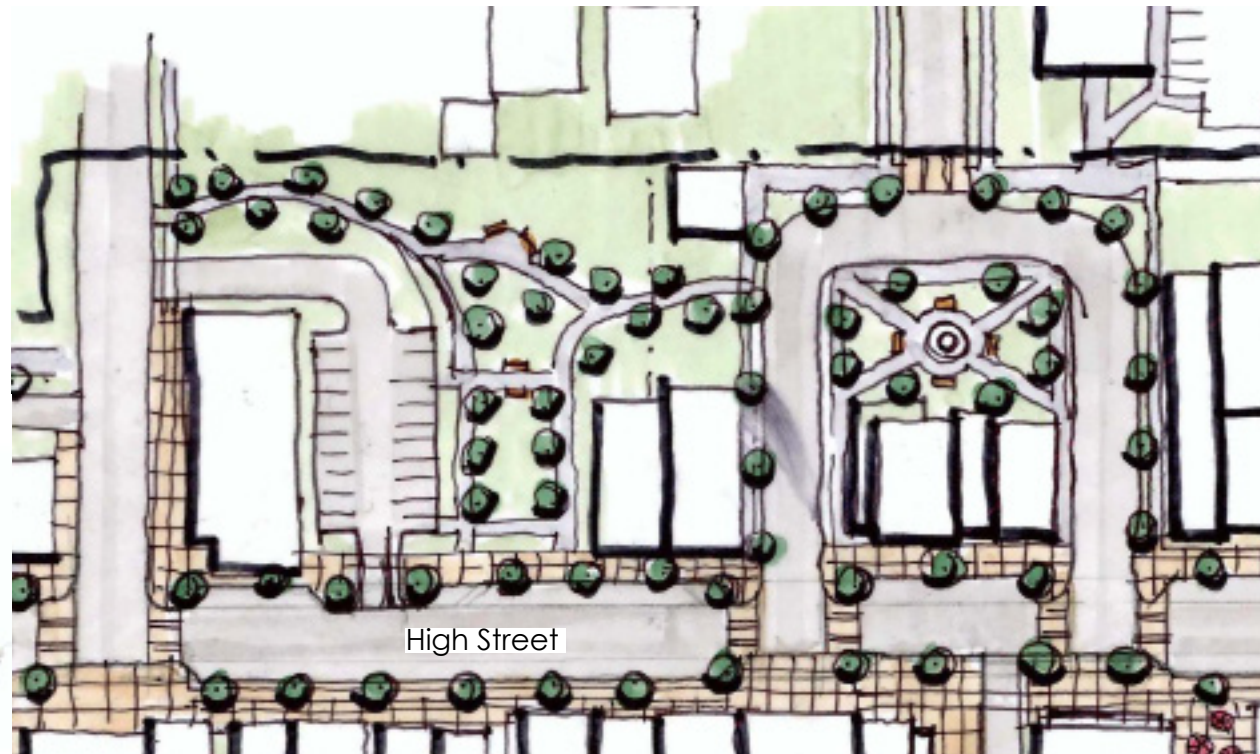
It is anticipated that the additional sidewalk space will provide for street animation such as cafés or outdoor retail displays. Improved connections are made between the river and the street.



landscaped intersection treatment with bump-out parallel parking

A small parks system connects the enhanced Mill Pond Park with the Downtown area through a defined streetscape on High Street. It also connects the smaller parkettes parallel to High Street through pedestrian paths. There is the possibility of this space to become a linked event/festival/market space to serve the larger community. It can be a smaller space or expanded between the other parkettes, if needed. It is envisioned that Market Square Crescent can be closed for pedestrian access only during events, allowing for temporary structures to be placed. The crowd can be enticed from High Street, Market Street and the adjoining parkettes. These parkettes will add additional places to meet and gather and serve as points of interest with a variation of plantings that visitors can also enjoy.

Public art and other features like small fountains can serve as focal points within the parkettes. In addition, there is an opportunity to provide a gazebo type bandshell structure similar to the one in Jackson's Point in the larger parkette. An example of this is illustrated in the Streetscape Concept - Parkettes (below).



Streetscape Concept - Parkettes



pier/boardwalk examples

The boardwalk concept behind the buildings provide public access to the river through two pedestrian only walkways on High Street. The first access is located from the bridge, where there is an extension of the public realm from an enlarged outdoor patio from the café/restaurant. Pedestrians will be able to access the boardwalk through this shared space. The path system along the river will connect pedestrians from the bridge to Middle Street, giving the full experience along the river.

The second access to the river brings people from across the street from Market Street/Market Square Crescent to the pedestrian walkway that leads directly to the pier and boardwalk. This walkway is located between two buildings. The access path to the river should be paved in the same material as the widened sidewalks on High Street to ensure continuity in the public realm vernacular.

In addition, other improvements that are identified for the streetscape include opportunities for an expanded public realm through sidewalk cafés. There is potential to animate the rear façades and rear yards of the properties facing the river.



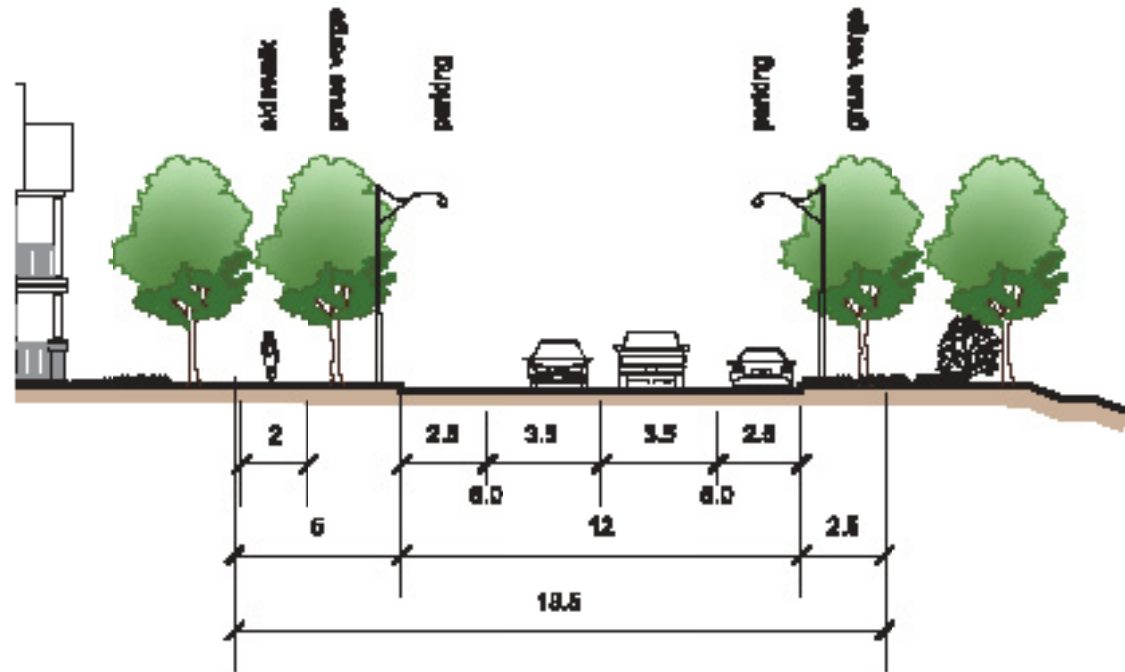
Streetscape Concept - Boardwalk

3.2.5 Cross Section

Downtown Sutton

- + 2.5 metre car parking maintained on both sides of the street
- + In retail areas, the sidewalks should provide space for outdoor cafés and retail uses. Visual and textured materials should be considered for pedestrian paving to clearly delineate the pedestrian thoroughfare for the visually impaired and to help limit encroachments.
- + Local streets with two lanes for travel, parking, cycling and sidewalks on both sides
- + Pedestrian-scale decorative lighting
- + Crosswalks and clear signage at key intersections

- + Paving of the parking is the same as the pedestrian sidewalk in an identifiable paver which distinguishes it from the asphalt road
- + A mountable curb is introduced where cars will have the ability to park on this part of the pedestrian zone. When it is not used for parking, it becomes an extension of the sidewalk.
- + 3.5 metre travel lane



Typical Cross Section of High Street Excerpt from Sutton/Jackson's Point Secondary Plan



mountable curb providing additional pedestrian realm



mountable curb in Quebec

3.2.6 Design Guidelines for Private Sector Development

The design framework for Downtown Sutton envisions new development that will have high regard for the existing built form context and address architectural compatibility and streetscapes. A high quality public realm and private realm is what the guidelines seek to achieve along with a more compact and connected community while remaining compatible with the existing heritage character. The guidelines are also intended to provide flexibility to encourage distinction and variety in architectural responses.

New buildings on lots within Downtown Sutton will act to complete the streetscape and reinforce the street edge conditions. A key consideration for new development is the relationship to existing buildings, in particular the existing buildings of heritage value that set the tone for the architecture of Downtown Sutton.

This section provides general building guidelines, followed by guidelines for changes to existing buildings with heritage value and guidelines for infill buildings within a heritage context in the Downtown Sutton.

All new development/redevelopment Downtown shall be based upon and approved after the careful consideration of the concept of "Compatible Development". Compatible Development is defined as follows:

"Compatible development is development that is not the same as, nor necessarily similar to existing development in the vicinity. Compatible development is development that enhances the character of the community without causing any undue adverse impacts on adjacent properties in the vicinity."

General Building Guidelines

1. All new development in the Downtown Sutton should be compatible with the character and built form of Downtown Sutton. High Street is comprised of one and two storey gable end, frame shops, 19th Century dwellings, minor industrial and small commercial buildings with transitions to two storey brick commercial blocks. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.
3. New building design shall:
 - + Provide opportunities for visual overlook through natural surveillance, and for the ease of physical access to adjacent roads and parks.
 - + Enhance and reinforce the existing character of the High Street Historic Centre through architectural expression, scale and use.
 - + Be barrier free.
 - + Have a textured architectural quality that can be achieved by introducing variation in certain elements of the façade treatment.
 - + Be oriented parallel to its lot lines, in a manner similar to existing building orientation, not at an angle. The primary façade shall be oriented toward the street.

- + Create a street space that is scaled to the pedestrian and is organized to present an appropriate façade to all adjacent public roads to provide interest and comfort at ground level for pedestrians. Primary pedestrian entrances shall provide direct and universal access to the public sidewalk.
 - + Have a façade that is articulated with three-dimensional elements, such as balconies, bay windows and porches, cornices, window trim, entrances, canopies and the articulation of the building mass.
 - + Employ architectural details and/or a step-back at the upper storeys that is established in the implementing Zoning By-law.
 - + Include pedestrian weather and sun protection systems such as awnings, canopies, colonnades, or front porches along the sidewalk edge of important pedestrian roads and adjacent to the urban squares and at entrances to buildings.
 - + Have any visible mechanical equipment appropriately screened and located in a manner that has a minimal physical and visual impact on public sidewalks and accessible open spaces.
 - + Where feasible, have all transformers and other above ground utilities located within the building, or on private property located away, and/or screened, from public view.
4. In the design of development that includes a heritage resource, the compatible use of significant cultural heritage buildings shall be encouraged, while not adversely affecting the character of the building or surrounding area. Significant heritage resources, including buildings and associated landscapes shall be developed in conformity with the heritage policies of this Plan.

Changes to Existing Buildings with Heritage Value

In general, the original, distinctive qualities and character of a historic building, such as bulkhead details, piers, windows, transoms, entrances, cornices and various façade accessories, shall be preserved. The removal or alteration of any historical materials or distinctive features shall be avoided. In instances where removal is required due to damage or deterioration, the materials shall be replaced with the same material or with materials that are compatible and/or complementary to the original design.

Changes to a building of heritage value should:

1. Treat distinctive stylistic features or examples of skilled craftsmanship with sensitivity.
2. Repair or replace missing architectural features with an accurate duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural design on the availability of different architectural elements for other buildings or structures.
3. Respect changes to a historic building or resource which may have taken place over the course of time and may have acquired significance in their own right. The valid contributions of all periods to a historic building or resource should be respected.
4. New buildings should avoid historical misrepresentation. Buildings tell the story of historical development of the area. It is important that the historical record does not get confused through the mimicry of past architectural styles.
5. New buildings should be designed so that they do not appear to have been constructed earlier than they were.

- The selection of windows should be undertaken in a manner that the materials and surrounds should be based on those of the original building. The type of window (double hung etc.) and the resulting profile should reflect that of the original building.

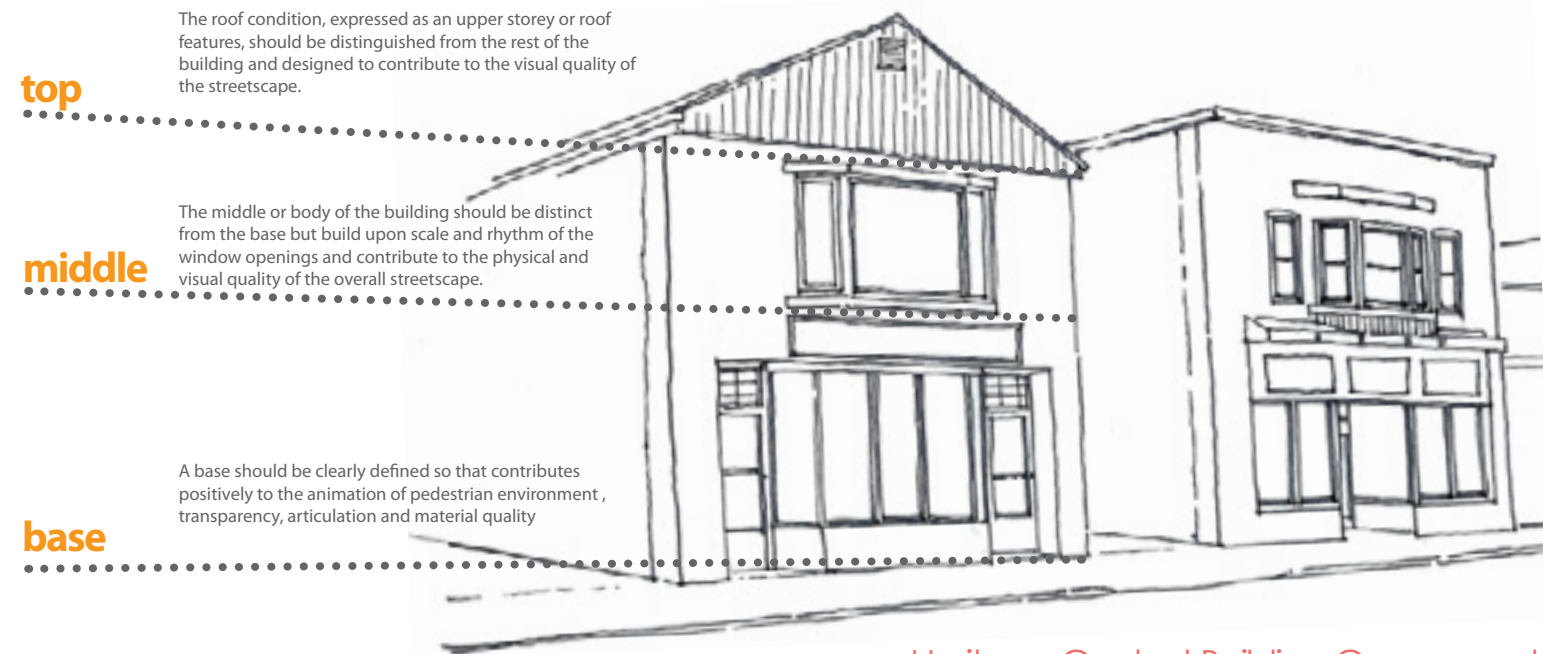
Infill Buildings within a Heritage Context

Where infill development is proposed on High Street, its design should be sensitive and complementary to buildings in the immediate area. The new building should contribute, not detract from the distinct character of main street Sutton. New buildings should respect the general conditions of the top, middle and base of existing buildings in the immediate context of the infill.

To encourage continuity in the streetscape and to ensure horizontal 'breaks' in the façade, buildings should be designed to reinforce the following key elements through the use of setbacks, extrusions, textures and materials.



high street buildings | sutton



Heritage Context Building Components

The Improvements to the façades can be made by one of these approaches.

Redesign - This entails evaluating the potential to re imagine the façade in a manner that respects the nature of the building and results in a new facade. This is most common when the original building is a residential one that is being re purposed to retail uses. It requires good design and usually a large budget.

Restoration - This is required where the building has some historic significance. The design approach revolves around bringing the façade back to the period of time when it was originally constructed.

Renovation - For the majority of building façades on High Street, this design approach is appropriate. Some of the buildings have heritage importance and, since the structures were not originally meant to be used for retail/commercial establishments, the logical approach is to renovate the building façade based on the elements that represent its original character. The original architecture is maintained in a new and improved state. This is a relatively inexpensive design approach and can be improved with the additional funds from a grant (see Financial Incentives on page 106).

Height and Massing

Building heights play an important role and can impact the character and quality of the street experience. The height and mass of buildings ensures visual continuity and maintain the pedestrian scale at the street.

- Where new buildings or new additions to buildings exceed the height of adjacent buildings, the additional height should be set back behind the prevailing façades a minimum distance of 3 metres to reinforce the street wall height while allowing additional height.

Façade Articulation

New buildings should:

- Consider and respect the height and massing of adjacent buildings reflecting the base, middle and top of those buildings.

- Respect the pattern of façade division by ensuring the horizontal and vertical architectural orders are aligned with neighbouring buildings.
- Generate a consistent horizontal pattern by aligning sign bands, storefront windows, and the base element.
- Locate windows to be vertically aligned from floor-to-floor and horizontally aligned with the neighbouring buildings.
- Entries and display windows to be at regular intervals consistent with the established pattern on the block.
- Large blank façades along the face of a road shall be avoided. Enhanced building elevations with special architectural massing or detail on special priority lots which are located in prominent public view shall be provided.
- At the base and middle of the building façade, align windows to those of adjacent buildings to ensure consistency.

Orientation and Placement of Buildings

Orientation and placement of buildings along the street helps to reinforce the public realm by enhancing the pedestrian environment by creating a sense of enclosure. This is achieved by framing the street with parallel aligned buildings.

- New buildings should be located at a distance from the curb equal to that of adjacent buildings.
- Buildings on corner lots should be oriented to address both streets and located close to the street edge.
- New buildings should be designed to occupy the highest portion of the street frontage as is possible to establish a continuous street wall condition.



architectural variety is crucial in creating a visually stimulating environment

4. A relatively consistent building edge is important to provide spatial definition and containment to the street. The front and exterior side walls of buildings should be located within a defined zone on the lot.

Storefronts

Well-proportioned and designed storefronts at a scale that does not overwhelm the pedestrian can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entrances, signage, weather protection and lighting are all elements of successful storefronts. New development should reinforce these characteristics according to the following guidelines:

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.
2. Storefront entrances should be highly visible and clearly articulated. Entrances should be located at or near grade. Recess entries to reinforce their importance on the street and to generate a true sense of entry. Split-level, raised or sunken entrances are strongly discouraged.
3. To ensure an attractive visual presence on the street and a high quality retail space at grade level:
 - + Storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation.
 - + Clear glass should be used for wall openings (e.g., windows

and doors) along the street-level façade. Dark tinted, reflective or opaque glazing should be discouraged for storefronts.

- + An identifiable break or gap should be provided between the street-level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape.
- + On corner sites, storefronts should address both street frontages through entries or glazing.
- + Storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape.
- + To reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale.
- + Weather protection for pedestrians is encouraged through the use of awnings and canopies.
- + Where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.

Materials

New development should be mindful of ensuring excellence in architectural design and in the use of high-grade materials, particularly at street-level.



doors and doorways should reflect the scale and character of Sutton



windows, materials and surroundings should be based on those of the original building in Sutton



A key objective of the Design Guidelines is to achieve a balance between consistencies in design quality and street interface, while enabling individual expression in new developments.

1. New buildings should respect the materials of adjacent buildings and consider the palette of materials and colours evident in nearby existing buildings.
2. Building materials should be chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability.
3. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
4. In general, the appearance of building materials should be true to their nature and should not mimic other materials.
5. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.

Doors and Windows

1. Doors and doorways should be designed to reflect the scale and character of those found in Sutton.
2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. The materials and surrounds of new windows should be in harmony with adjacent buildings.
4. The scale and alignment of new windows should be in proportion to the windows on adjacent buildings.



doors and windows should reflect scale and character of Sutton

5. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
6. Where a historic building is being restored, the selection of windows, the materials, surrounds should be based on those of the original building.

Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:

Sign Placement

1. Signs should be placed in a consistent location on all building façades. Generally, it should be located above the storefront windows or on canopies over the storefront.
2. Signage should not obscure windows, cornices or other architectural elements.
3. To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes.
4. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
5. Highly animated and illuminated digital signage should not be permitted where residential uses can be impacted.



tenant directory



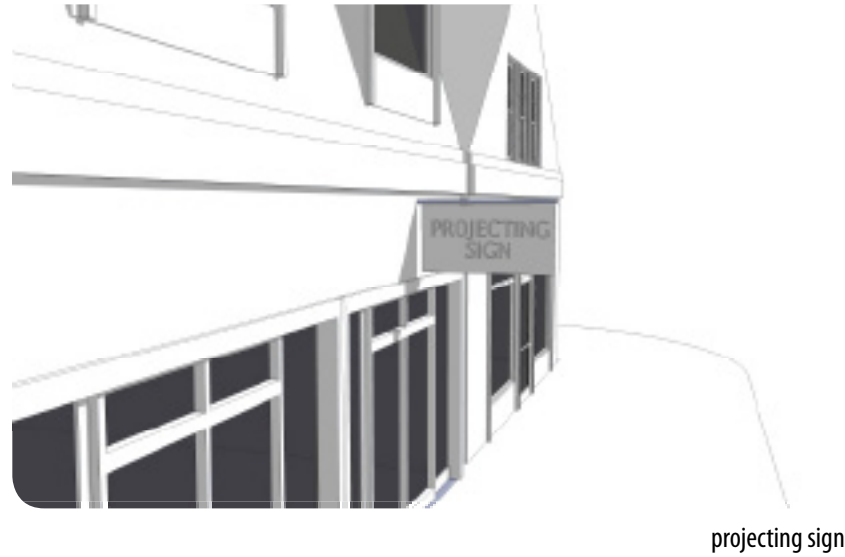
movable sign



awning placement on storefront



store signage



6. All signage should conform with By-laws and regulations.
7. Signage should aid pedestrians and drivers in navigating the area, especially at night.
8. Signs should be well maintained and constructed using high quality materials.

Sign Types

1. Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged.
2. Projecting/hanging signs should be permitted to encroach over the streetline provided that they do not project more than 1.0 metre from the building, and they have a minimum 3.0 metre clearance between the bottom of the sign and grade.
3. Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible, but are permitted to encroach onto public property provided that they provide a 1.5 metre of unobstructed sidewalk space. Special conditions include:
 - + Must be moved inside after business hours.
 - + Must be protected against movement by wind.



projecting signs add character in Savannah, GA USA



signage should not obscure window in Boston, MA USA

Encroachments

Encroachments ensure a comfortable pedestrian environment part of that comfort is weather protection. It is important to promote the provision of building elements that provide shade and/or shelter from the rain through permissions for encroachments into the pedestrian realm. In addition, street activity/animation is promoted. Street cafés and outdoor seating for restaurants should be considered. Subject to the approval of Council:

1. Awnings or canopies may be permitted to encroach into the public pedestrian realm.
2. Outdoor cafés and seating for restaurants may be permitted to encroach into the public pedestrian realm.
3. Semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building may be permitted to encroach into the public pedestrian realm.
4. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.



outdoor cafés with weather protection

Streetscape Element Options

A coordinated system of streetscape elements is important in establishing a uniform identity for all downtown areas. In addressing the furniture typology in the public realm for all three areas, a selected palate of streetscape furniture has been recommended for Uptown Keswick and Downtown Sutton to complement the furniture recommended for Jackson's Point by the Revitalization Project and Branding Plan. These elements can be matched by colour and coordinated to each area's character to add variety to the streetscape.

Elements of the furniture typology :

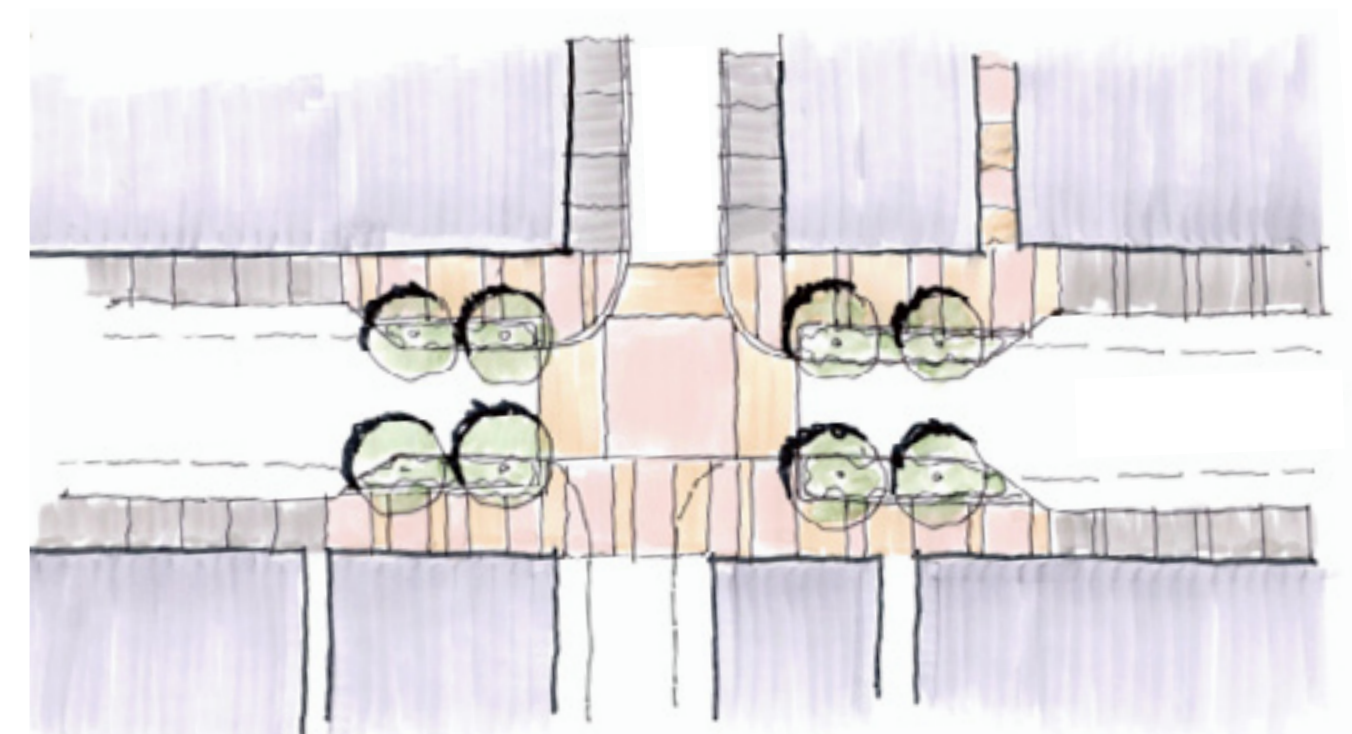
- + Litter/recycling receptacles should be located at all intersections at opposite corners.
- + Pedestrian lighting should accommodate banners and flower baskets.
- + Narrow slender black steel planters should be located along the street. The planters should be spaced 5.0 metres (maximum) apart.
- + Benches should be placed in points of interest, places of gathering and along the streetscape within the public realm.

Local Streets

A strategy to green the neighbourhood streets and encourage walkability will be introduced. It will include establishing a street tree planting program managed by the Town staff, and include the optional planting of one street tree per lot at the homeowners request. The street trees will be planted on municipal property and will be owned and maintained (i.e. pruned) by the Town. The homeowner will be responsible for watering the trees. Wherever possible, in coordination with road construction, there will be sidewalks on both sides of the street in the Downtown cores. The objective is to create a safe walking and bicycling environment for families, and especially children, to access community facilities.

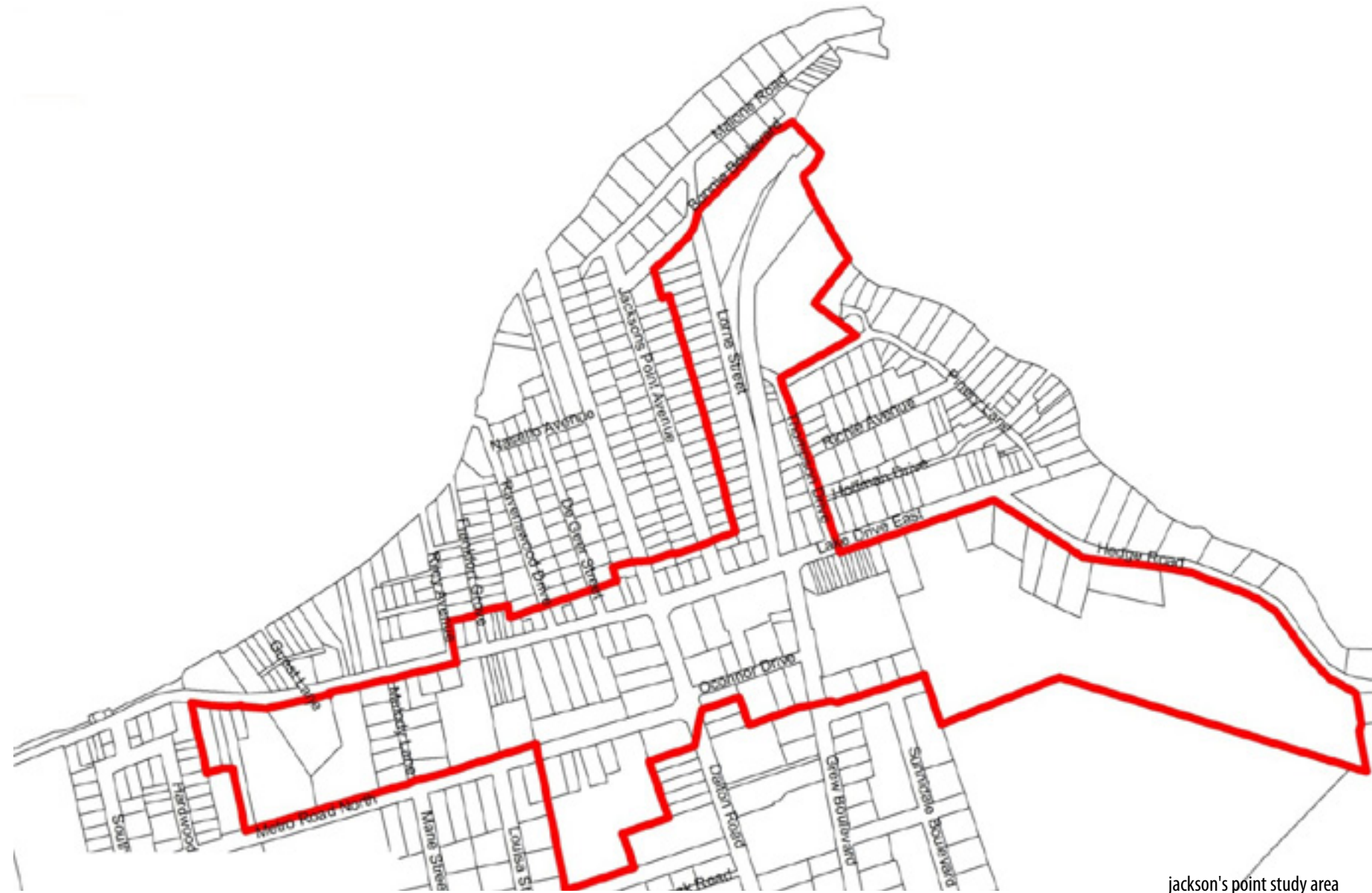
Intersection Treatments

An example of possible intersection treatments is shown for Simcoe Avenue in Keswick, High Street in Sutton and Lake Drive East in Jackson's Point where greening is an important feature of these areas. It features the narrowing of the intersection with a wider sidewalk and a bump-out which naturally slows traffic down to look at what is on the corner. Planting options during the phasing of these treatments include temporary portable planters that can be stacked and stored during the winter months until more permanent plantings are phased in. Portable planters can also be used throughout the streetscape on other streets identified for streetscaping for more greening in addition to permanent plantings.



Intersection Treatment

3.3 Downtown Jackson's Point



Jackson's Point Study Area

3.3.1 Key Assets to Leverage and Challenges to Overcome

Downtown Jackson's Point

There are 8 assets that Jackson's Point can leverage as part of their downtown revitalization. These include:

1. The Downtown is well situated by Lake Simcoe and is a destination
3. The Downtown has a strong BIA presence
4. The Downtown has existing parks and other recreational areas
5. The Downtown has an authentic "Main Street"
6. The Downtown has major recreational uses including the marina and a golf course in proximity
7. The Downtown has room to grow and prosper
8. The Downtown already has an identifiable and distinct "sense of place" an image that can be reinforced and leveraged

There are 6 key challenges to address as part of downtown revitalization. These include:

1. The Downtown lacks a critical mass of retail and commercial uses
2. Declining physical environment has signs of neglect of buildings and public spaces
3. Lack of universal physical access to many storefronts
4. Lack of streetscaping
5. Lack of wayfinding signage connecting pedestrians/tourists to the waterfront
6. Lack of pedestrian/cycling trails to nearby parks - De La Salle Park and Sibbald Point Provincial Park
7. Strengthen the relationship between the BIA and the Town and consider coordinating with the BIAs of Sutton and Uptown Keswick (when established)

3.3.2 Downtown Jackson's Point Vision

The vision for Downtown Jackson's Point will ensure a clear understanding of the Town's intent for its design and development over for the next 20 years. Experience from other municipalities indicates that a well-defined, and highly supported vision for the future is a fundamental requirement for success. It is the vision that establishes the environment for change, and becomes the focus for political will and administrative support over the long-term planning horizon. All decisions about planning, designing and ultimately revitalizing Downtown must aim to facilitate rather than obscure the vision.

Downtown Jackson's Point has a number of extraordinary attributes that can and should be used to create an outstanding regional and local destination. A crucial factor for retaining visitors, ensuring that the benefits are passed on to the citizens of Jackson's Point and for the longevity of the attraction, is in making a place that is diverse, well connected, beautiful and authentic. Understanding that Jackson's Point is a beach community with little cottages, the planning and designing with only tourists in mind only benefits tourists. There is a small resident community that lives in Jackson's Point year round and are an important part in the planning.

Vision: Downtown Jackson's Point is a walkable waterfront destination where visitors and residents have access. It is connected between water, resorts and the business area drawing in day trippers and those who pass through for the boutique shopping experience. The well preserved heritage elements are reflected in the revitalized streets.

3.3.3 Guiding Principles

The four guiding principles for the Community Improvement Plan are specific to and important for the revitalization of Downtown Jackson's Point.

1. **Connect Jackson's Point with other assets in the area, make coming and going easy**

Presently, Downtown Jackson's Point lacks visual cohesion and is difficult to visually navigate. Downtown Jackson's Point will be an area that is cohesive, inviting and well connected both visually and physically to other parts of the community. An opportunity is available to enhance linkages from Downtown to a park and path system that will lead to the Harbour providing pedestrian access to the lake. Further connections can be made to De La Salle Park in the west and Sibbald Point Provincial Park in the east through a trail system .

Improving connections to neighbourhoods with sidewalks will provide route options for pedestrians. Amenities that would attract more people to Downtown include providing bike storage and public washrooms. Regularized business operation hours that are consistent will attract more customers as they are able to plan their trip accordingly. As well as having stores that service the community year round.

2. **Enhance the pedestrian/cyclist/tourist experience by creating an environment that is safe, comfortable appealing and vibrant**

Pedestrian safety can be improved through traffic-calming (slowing down of traffic), for example through design features like road narrowing. Other opportunities to improve safety and accessibility include:

- + Minimizing curb cuts.
- + Consolidating rear parking to reduce conflicts between cars and pedestrians.

- + Articulated crosswalks that show where pedestrians should cross streets.
- + Enhanced pedestrian lighting to improve the visibility and safety of pedestrians at night.
- + Applying CPTED (crime prevention through environmental principles design) to new buildings and redevelopment.

To ensure the comfort of pedestrians, enhanced public realm features are required, including direct links, protection from weather elements through the use of awnings, and pedestrian amenities such as seating.

Beautiful streetscaping with widened sidewalks give an appealing spacious feeling for pedestrians. Combined, these amenities and traffic improvements will draw more pedestrians, who will animate the street.

3. **Strengthen the identity of Jackson's Point**

There are a number of possibilities to increase activity within Downtown to draw more people into the area. For example, providing high quality, mixed-use infill development will generate the kind of variety that attracts people. Other opportunities include:

- + Formalizing an event/market space in Jackson's Point (e.g. the Jackson's Point Parkette).
- + Organizing more events and festivals throughout the year.
- + Providing amenities for families with children, such as a playground/splash pad.

People can also be drawn further into Downtown with visual connections,

which can be established through the use of gateways and signage that pique interest into the area, and landmarks that reinforce key view corridors.

4. Market the uniqueness of Jackson's Point to other destinations to draw them in

The uniqueness of buildings within the Downtown area represent the history and local architectural style. Other opportunities include:

- + Incorporating feature lighting (i.e. uplighting) to accentuate certain buildings' architecture.
- + Interpretative signage, along with public art, can be used to tell the story of Jackson's Point, thereby increasing the 'sense of place'.
- + Banners, street trees, landscaping and enhanced maintenance can also make Downtown aesthetically appealing and inviting.
- + Coordinated and consistent paving and furnishing Downtown adds to the sense of place and distinguishes Downtown from other parts of the Town.
- + Protecting and enhancing the environment by ensuring that all significant natural heritage features and their associated functions are protected and enhanced.

Downtown Jackson's Point will be:

- + A multi-seasonal community with year round activities to satisfy those who live, work, play, shop and visit
- + A connected pedestrian-oriented community, with well connected trail/path system
- + A community with identity, gateways and signage people can associate with Jackson's Point
- + A community that is easily walkable to other attractions in the area
- + A community with roots - letting visitors and residents reflect on Jackson's Point's past through public art and other means such as museums or special displays

What inspiring "word picture" describes an ideal future for those who live, work and visit Jackson's Point?



georgina public workshop march 21, 2013

3.3.4 Design Framework for the Public Realm

The Jackson's Point Design Framework is comprised of a Structure Plan and Streetscape Concept Plan.

Structure Plan

The Structure Plan defines an overarching framework for guiding improvements to the public realm. The Structure Plan is intended to reinforce the area's defining characteristics, including the proximity to the Lake Simcoe, well connected streets, street edge buildings that define the public space of the street, that anchors the area. This Plan serves to coordinate municipal decision-making with respect to important characteristics that development ought to consider.

Gateways

A gateway is identified at the primary access point into Downtown Jackson's Point. It represents an opportunity to enhance orientation and civic pride by providing a celebrated sense of entry through distinctive landscape treatment, signage, public art and/or architecture. The Jackson's Point framework identifies two gateways, one at Metro Road North and Dalton Road and the second at Lake Drive East and the lake.

Land Use and Built Form

The Structure Plan also includes the following land use and built form elements.

- + The Downtown is generally comprised of two distinct land use and built character areas: Mixed-Use Areas that include a concentration of a variety of uses and Residential Areas that are located Downtown and along Lorne Street.
- + Downtown currently has one open space that is Jackson's Point

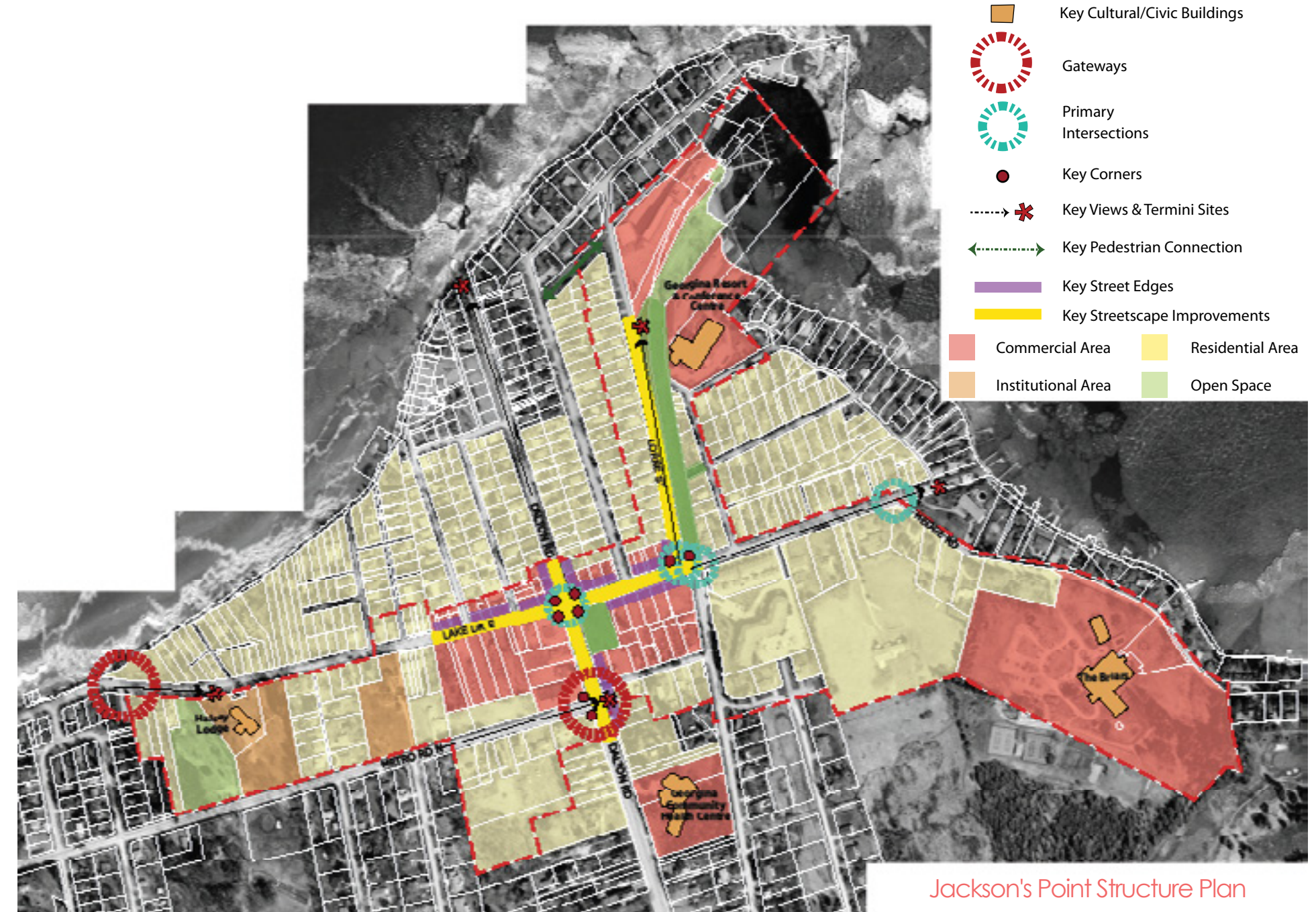
Parkette. Improvements to the park and gazebo are planned. Opportunities to capitalize on this asset are crucial.

- + Streetscape improvements have been identified for Dalton Road, Lake Drive East, and Lorne Street. Streetscapes are the most important aspect for shaping and defining the character of the built environment and its impression on residents and visitors. Given that a culture of walking is so fundamental to achieving a successful downtown retail environment, a shift in conventional thinking about street design must take place which favours the pedestrian experience over efficient traffic movement.
- + Five key views/termini sites have been identified, which connect the Downtown area to the lake or other points of interest. Two key views from the west end of Lake Drive East and Metro Road North, bring people into the Downtown Area from other parts of the Town, the gateways that anchor these points will serve to anchor these entrances. The three other key views/termini sites lead people to the lake.
- + Primary intersections are identified along Lake Drive East. These primary intersections lead to the key views/termini sites.

Streetscape

Lake Drive, the main street of Downtown Jackson's Point, has the potential to be a truly vibrant street. The Jackson's Point BIA Revitalization Project and Branding Plan has identified a list of 11 streetscape improvements for the Area, which include details such as a marine theme, design styles and colour palettes. The identified improvements include:

1. Marine theme bench design
2. Waste receptacles
3. Bicycle rings



Jackson's Point Structure Plan

4. Bollards
5. Light standards
6. Light bracket luminaries
7. Tree LED lighting
8. Jackson's Point Marine Clock Tower
9. Christmas lighting program
10. Christmas bracket program
11. Tree planting program

Six additional mid term improvements are also identified:

1. Heritage Light Improvement Program
2. Heritage Retrofit Light Program
3. Tree Planting Program
4. Clock Tower Program in Core Area
5. Waterfront Improvement Program
6. Park Gazebo Project

Metro Road North

The intersection at Metro Road North and Dalton Road is a significant gateway entrance to Downtown Jackson's Point. Metro Road North will have street trees on both sides of the road leading up to the gateway feature.

Dalton Road

The intersection at Dalton Road and Metro Road North is the gateway entrance to Downtown Jackson's Point. This entrance will feature an enhanced streetscape presence with street trees on both sides of the road, articulated pedestrian cross-walks and a planted median.

Lake Drive East

Lake Drive East will continue to be developed as a focal point for the community. The streetscape concept illustrates sidewalks that are defined on the north side of Lake Drive East and should be paved in a robust decorative paving material, either poured in place or precast concrete. The sidewalks on this side of the street are widened. Bench seating should be incorporated at the intersections where the sidewalks will be bumped out to the edge of the travel lane to create gathering areas. Improved pedestrian crossings at intersections add to the public realm.

The Village Square Park at the corner of Lake Drive East and Dalton Road will continue to be an important gathering and meeting place for the community. It will continue to be programmed for events, concerts and festivals and be augmented by connected walking paths. It will be maintained to the highest standards to reflect the value the community places on the importance of its civic spaces.

Lorne Street

Street trees will be planted on both sides of the road. A park and path system is proposed on this street connecting the Downtown with the Harbour creating a pedestrian oriented and more appealing environment for walking. Coordinated wayfinding signage for attractions and places of interest in the Downtown will make navigating the Area easier for visitors.



The Concept Plan for Downtown Jackson's Point is shown above and close-ups shown on the following pages represents an example redevelopment plan based on some of the comments heard during the consultation process. It represents the kind of public realm enhancement strategy successfully implemented in other communities in Ontario.

Should there be a decision to move forward with this level of improvement, the concept plan will need to be reviewed and adjusted based on the needs and priorities of Jackson's Point Village Association BIA. The BIA, in collaboration with the Town will need to take the ideas presented in this Report and make area specific adjustments, determine a priority and phasing strategy, and develop more detailed cost estimates. This Report also advocates that the improvements can, and should be implemented incrementally over time, and that the responsibility for capital costs and ongoing maintenance costs is to be shared among the Town and the Jackson's Point Village Association BIA.

Downtown Jackson's Point Streetscape Concept Plan

An enhanced pedestrian street is illustrated in the concept below on the north side of Lake Drive. The public realm is planted with street trees to provide shade in the summer, and decorated in the winter. It is also enlarged with wider sidewalks including a distinctive sidewalk treatment making the space inviting for pedestrians to shop and walk.



Streetscape Concept - Pedestrian Street

Articulated pedestrian crossings are introduced at four street intersections in the Study Area, making it safer for pedestrians. These crossings are highly visible to drivers and cyclists encouraging slower speeds as the crossings are approached. The surface can be treated with distinct pavers/materials and/or illuminated with reflective markers making it easily noticeable in low light.



Streetscape Concept - Pedestrian Crossings



existing conditions | jackson's point



potential improvements to the streetscape

3.3.6 Design Guidelines for Private Sector Development

The design framework for Downtown Jackson's Point envisions a community that with a well designed and high quality public and private realm. The guidelines will help to guide and shape new buildings. All new development proposed for these areas will have regard for the existing built form context and shall address architectural compatibility and streetscapes.

New buildings on lots within the Downtown area will act to complete the streetscape and reinforce the street edge conditions. All new development within Downtown Jackson's Point is, by definition, infill development. As a result, a key consideration for new development is the relationship to existing buildings, in particular the existing buildings of heritage value that set the tone for the architecture of Downtown Jackson's Point.

This section provides general building guidelines, followed by guidelines for changes to existing buildings with heritage value and guidelines for infill buildings within a heritage context in the Study Area.

General Building Guidelines

1. All new development in Downtown Jackson's Point should be compatible with the character and context of the surrounding area. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.
3. New building design shall:
 - + Be barrier free.
 - + Have a textured architectural quality that can be achieved by introducing variation in certain elements of the façade treatment.
 - + Traditional Ontario heritage brick colours (i.e. red, brown and buff) and historically and contextually appropriate materials, such as applied stucco and wood cladding, shall be used along Lake Drive.
 - + Create a street space that is scaled to the pedestrian and is organized to present an appropriate façade to all adjacent public roads to provide interest and comfort at ground level for pedestrians. Primary pedestrian entrances shall provide direct and universal access to the public sidewalk.
 - + Have a façade that is articulated with three-dimensional elements, such as balconies, bay windows and porches,



buildings in jackson's point

cornices, window trim, entrances, canopies and the articulation of the building mass.

- + Employ architectural details and/or a step-back at the upper storeys that is established in the implementing Zoning By-law.
- + Include pedestrian weather and sun protection systems such as awnings, canopies, colonnades, or front porches along the sidewalk edge of important pedestrian roads and adjacent to the urban squares and at entrances to buildings.
- + Have any visible mechanical equipment appropriately screened and located in a manner that has a minimal physical and visual impact on public sidewalks and accessible open spaces.
- + Where feasible, have all transformers and other above ground utilities located within the building, or on private property located away, and/or screened, from public view.

4. In the design of development that includes a heritage resource, the compatible use of significant cultural heritage buildings shall be encouraged, while not adversely affecting the character of the building or surrounding area. Significant heritage resources, including buildings and associated landscapes shall be developed in conformity with the heritage policies of this Plan.

Changes to Existing Buildings with Heritage Value

In general, the original, distinctive qualities and character of a historic building, such as bulkhead details, piers, windows, transoms, entrances, cornices and various façade accessories, shall be preserved. The removal or alteration of any historical materials or distinctive features shall be avoided. In instances where removal is required due to damage or deterioration, the

materials shall be replaced with the same material or with materials that are compatible and/or complementary to the original design.

Changes to a building of heritage value should:

1. Treat distinctive stylistic features or examples of skilled craftsmanship with sensitivity.
2. Repair or replace missing architectural features with an accurate duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural design on the availability of different architectural elements for other buildings or structures.
3. Respect changes to a historic building or resource which may have taken place over the course of time and may have acquired significance in their own right. The valid contributions of all periods to a historic building or resource should be respected.
4. New buildings should avoid historical misrepresentation. Buildings tell the story of historical development of the area. It is important that the historical record does not get confused through the mimicry of past architectural styles.
5. New buildings should be designed so that they do not appear to have been constructed earlier than they were.
6. The selection of windows should be undertaken in a manner that the materials and surrounds should be based on those of the original building. The type of window (double hung etc.) and the resulting profile should reflect that of the original building.

Infill Buildings within a Heritage Context

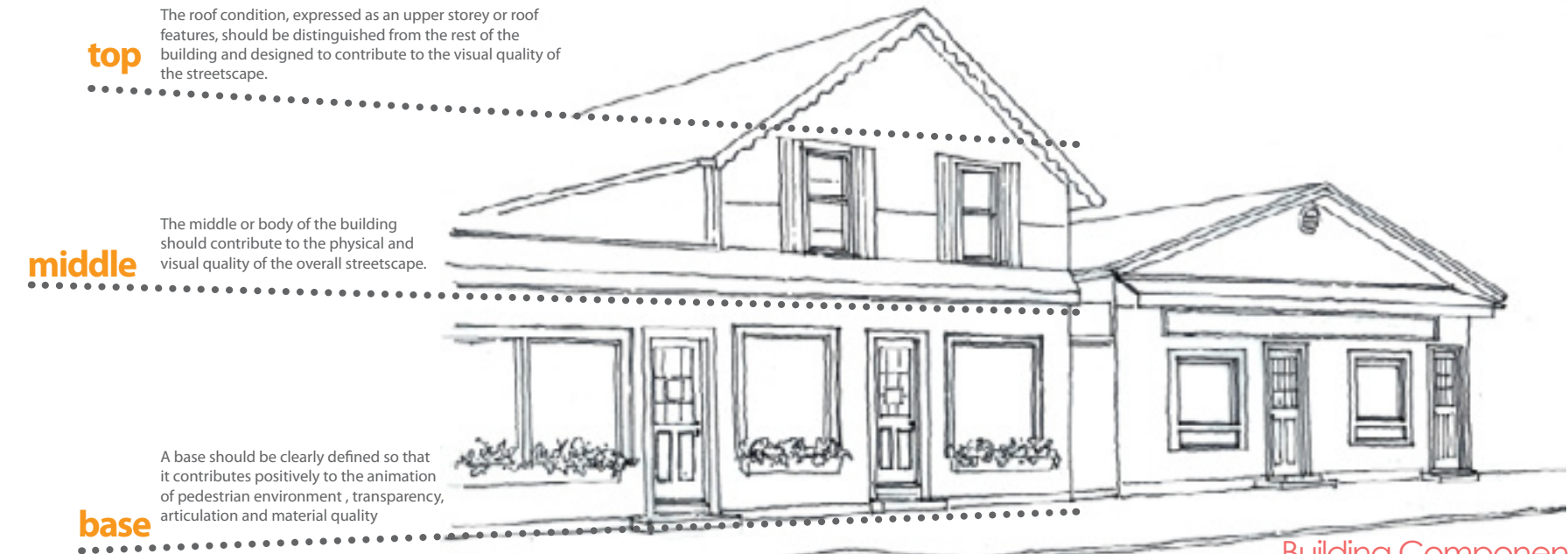
The cottage built form represents buildings that were built for residential purposes but have been re-purposed for commercial uses as Jackson's Point has expanded. In most cases the buildings have been renovated to allow retail uses on the ground floor.

The architecture of the buildings reflects its early use in that the roof lines are generally sloped and the retail space has been added to the front. To reinforce the retail nature of new façades, the base of the building should always incorporate large display windows and predominant entries. As a result of the residential nature of the bulk of the building, the base of building, the sign band and the scale of windows on the upper levels should be carefully considered in any renovations that occur.

Where infill development is proposed on Lake Drive East, its design should be sensitive and complementary to buildings in the immediate area. The new building should contribute, not detract from the distinct character of main street Jackson's Point. New buildings should respect the general conditions of the top, middle and base of existing buildings in the immediate context of the infill.



complementary building façades



Building Components

Height and Massing

Building heights play an important role and can impact the character and quality of the street experience. The height and mass of buildings ensures visual continuity and maintain the pedestrian scale at the street.

1. Where new buildings or new additions to buildings exceed the height of adjacent buildings, the additional height should be set back behind the prevailing façades a minimum distance of 3 metres to reinforce the street wall height while allowing additional height.

Façade Articulation

New buildings should:

1. Consider and respect the height and massing of adjacent buildings reflecting the base, middle and top of those buildings.
2. Respect the pattern of façade division by ensuring the horizontal and vertical architectural orders are aligned with neighbouring buildings.
3. Have windows when façades overlook roads and open spaces. Reflective mirror glass should not be used for windows at grade.
4. Should locate windows to be vertically aligned from floor-to-floor and horizontally aligned with the neighbouring buildings.
5. Have entries and display windows at regular intervals consistent with the established pattern on the block.

Orientation and Placement of Buildings

Orientation and placement of buildings along the street helps to reinforce the public realm by enhancing the pedestrian environment by creating a sense of enclosure. This is achieved by framing the street with parallel aligned buildings.

1. New buildings should be located at a distance from the curb equal to that of adjacent buildings.
2. Buildings on corner lots should be oriented to address both streets and located close to the street edge.
3. New buildings should be designed to occupy the highest portion of the street frontage as is possible to establish a continuous street wall condition.
4. A relatively consistent building edge is important to provide spatial definition and containment to the street. The front and exterior side walls of buildings should be located within a defined zone on the lot.

Storefronts

Well-proportioned and designed storefronts can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entrances, signage, weather protection and lighting are all elements of successful storefronts. New development should reinforce these characteristics according to the following guidelines:

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.
2. To ensure an attractive visual presence on the street and a high quality retail space at grade level:
 - + Storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation;

- + Clear glass should be used for wall openings (e.g., windows and doors) along the street-level façade. Dark tinted, reflective or opaque glazing should be discouraged for storefronts;
- + An identifiable break or gap should be provided between the street-level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape;
- + On corner sites, storefronts should address both street frontages through entries or glazing;
- + Storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape;
- + To reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale;
- + Weather protection for pedestrians is encouraged through the use of awnings and canopies; and;
- + Where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.

Materials

New development should be mindful of ensuring excellence in architectural design and in the use of high-grade materials, particularly at street-level. A key objective of the Design Guidelines is to achieve a balance between consistencies in design quality and street interface, while enabling individual expression in new developments.

1. New buildings should respect the materials of adjacent buildings and consider the palette of materials and colours evident in nearby existing buildings.
2. Building materials should be chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability.
3. Jackson's Point has a rich history of architectural styles, colours, and material quality from which to draw from. New developments should seek to contribute to this mix and variety.
4. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
5. In general, the appearance of building materials should be true to their nature and should not mimic other materials.
6. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.

Doors and Windows

1. Doors and doorways should be designed to reflect the scale and character of those found in Jackson's Point.



tenant directory



movable sign



awning placement on storefront



store signage

2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. The materials and surrounds of new windows should be in harmony with adjacent buildings.
4. The scale of new windows should be in proportion to the windows on adjacent buildings.

Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:

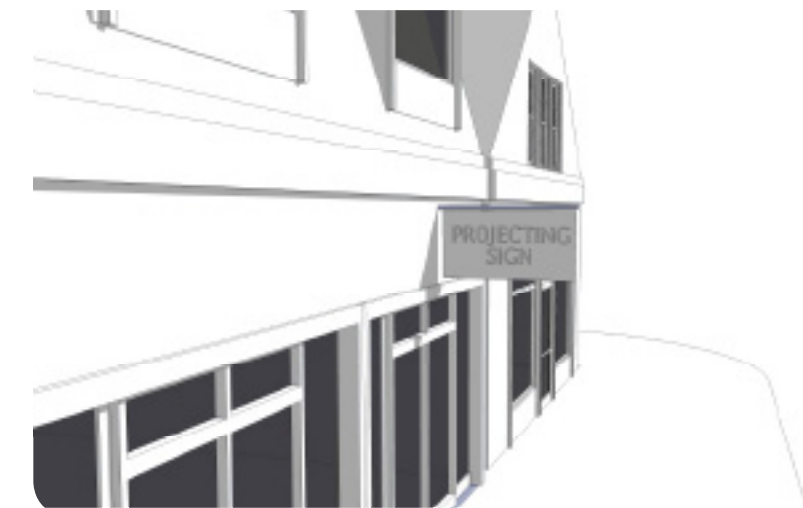
Sign Placement

1. Signs should be placed in a consistent location on all building façades. Generally, it should be located above the storefront windows or on canopies over the storefront.
2. Signage should not obscure windows, cornices or other architectural elements.
3. To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes.
4. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
5. Highly animated and illuminated digital signage should not be permitted where residential uses can be impacted.

6. All signage should conform with By-laws and regulations.
7. Signage should aid pedestrians and drivers in navigating the area, especially at night.
8. Signs should be well maintained and constructed using high quality materials.

Sign Types

1. Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged.
2. Projecting/hanging signs should be permitted to encroach over the streetline provided that they do not project more than 1.0 metre from the building, and they have a minimum 3.0 metre clearance between the bottom of the sign and grade.
3. Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible, but are permitted to encroach onto public property provided that they provide a 1.5 metre of unobstructed sidewalk space. Special conditions include:
 - + Must be moved inside after business hours.
 - + Must be protected against movement by wind.



projecting sign



projecting signs add character



signage should not obscure window



outdoor cafés with weather protection

Encroachments

Encroachments ensure a comfortable pedestrian environment part of that comfort is weather protection. It is important to promote the provision of building elements that provide shade and/or shelter from the rain through permissions for encroachments into the pedestrian realm. In addition, street activity/animation is promoted. Street cafés and outdoor seating for restaurants should be considered. Subject to the approval of Council:

1. Awnings or canopies may be permitted to encroach into the public pedestrian realm.
2. Outdoor cafés and seating for restaurants may be permitted to encroach into the public pedestrian realm.
3. Semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building may be permitted to encroach into the public pedestrian realm.
4. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.

Streetscape Element Options

A coordinated system of streetscape elements is important in establishing a uniform identity for all downtown areas. In addressing the furniture typology in the public realm for all three areas, a selected palate of streetscape furniture has been recommended for Uptown Keswick and Downtown Sutton to complement the furniture recommended for Jackson's Point by the Revitalization Project and Branding Plan. These elements can be matched by colour and coordinated to each area's character to add variety to the streetscape.

Elements of the furniture typology :

- + Litter/recycling receptacles should be located at all intersections at opposite corners.
- + Pedestrian lighting should accommodate banners and flower baskets.
- + Narrow slender black steel planters should be located along the street. The planters should be spaced 5.0 metres (maximum) apart.
- + Benches should be placed in points of interest, places of gathering and along the streetscape within the public realm.

Local Streets

A strategy to green the neighbourhood streets and encourage walkability will be introduced. It will include establishing a street tree planting program managed by the Town staff, and include the optional planting of one street tree per lot at the homeowners request. The street trees will be planted on municipal property and will be owned and maintained (i.e. pruned) by the Town. The homeowner will be responsible for watering the trees. Wherever possible, in coordination with road construction, there will be sidewalks on both sides of the street in the Downtown cores. The objective is to create a safe walking and bicycling environment for families, and especially children, to access community facilities.



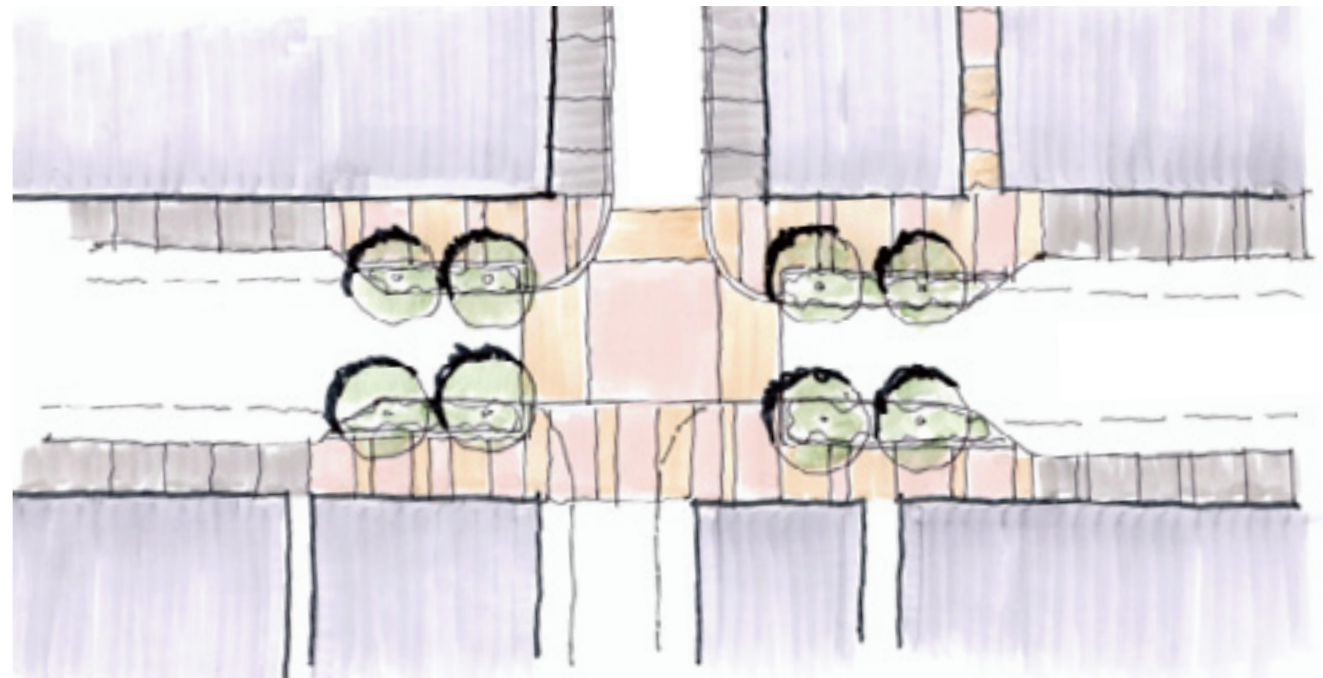
neighbourhood green street

Intersection Treatments

An example of possible intersection treatments is shown for Simcoe Avenue in Keswick, High Street in Sutton and Lake Drive East in Jackson's Point where greening is an important feature of these areas. It features the narrowing of the intersection with a wider sidewalk and a bump-out which naturally slows traffic down to look at what is on the corner. Planting options during the phasing of these treatments include temporary portable planters that can be stacked and stored during the winter months until more permanent plantings are phased in. Portable planters can also be used throughout the streetscape on other streets identified for streetscaping for more greening in addition to permanent plantings.



temporary portable planters



Intersection Treatment

4

implementation strategy

4.1 Formula for Success

4.2 The Philosophy of Change

4.3 Seven Key Recommendations

4.4 Quick Wins and Short-Term Priorities

4.1 Formula for Success

Ongoing change is a positive sign of a healthy community. In order for the Town of Georgina to continue to be successful - economically, aesthetically and in terms of quality of life - these three Downtown areas that include and support businesses, administration, culture, social activities and community events, with a focus on pedestrians, must be promoted and, more importantly, improved.

Variety of Tools to Achieve Success

There are a variety of tools that have been used to help stimulate downtown redevelopment. Across North America, various levels of government have used a vast array of planning, financial and other tools to facilitate the desired mixed-use, pedestrian-friendly environments. However, success is usually a result of a combination of tools and circumstances, as opposed to one critical action. Typically, government intervention beyond infrastructure investment, for example through building programs, incentives and permissive planning policy regimes, is seen as a key development catalyst that can influence private sector investment decisions.

Change Takes Time

Despite the significant change that has already occurred in the community, improving these established Downtown areas will take time and will occur incrementally. It is not anticipated that wholesale changes to these Downtown areas can occur overnight in Georgina, and without a focused and sustained effort by the Town, the BIA's and the business owners themselves.

Cooperation and Commitment are Required

It is critical that all appropriate private sector redevelopment initiatives within each of these Downtown areas be supported by a reciprocal commitment among the Town, the

BIA's and other public agencies to create components of the road system, the pedestrian realm, public buildings and infrastructure. The improvements to the pedestrian realm and public infrastructure must be developed in coordination with private sector investment.

Three Actions to Stimulate Change

Previous sections of this report have identified three different visions for the Downtown areas in Uptown Keswick, Sutton and Jackson's Point, and have provided guidance on facilitating public realm improvements and private realm built form redevelopment. Experience in other jurisdictions across Ontario, combined with observations in the Town of Georgina, suggests that a strategy for the successful implementation of the visions for these Downtown areas requires that the Town focus their activities into three basic categories. In a general sense, starting and sustaining the successful evolution of these Downtown areas will require that public sector partners lead the way. The private sector will respond only when a clear and substantial level of commitment is established by the public sector. There are typically three crucial elements of public sector commitment that are required (these actions are summarized in the diagram on the following page):

1. Establish the Environment for Change

Establishing the environment for change begins by having a clearly stated and supported "vision" for the future. Public sector investment in streetscape improvements and the building of public buildings and facilities also sends an important message of commitment to the development industry. A supportive administrative structure helps remove confusion, and supports the environment for change. The Town must:

- + Support the visions that are codified within the Keswick Secondary Plan, the Sutton/Jackson's Point Secondary Plan and this Community Improvement Plan.

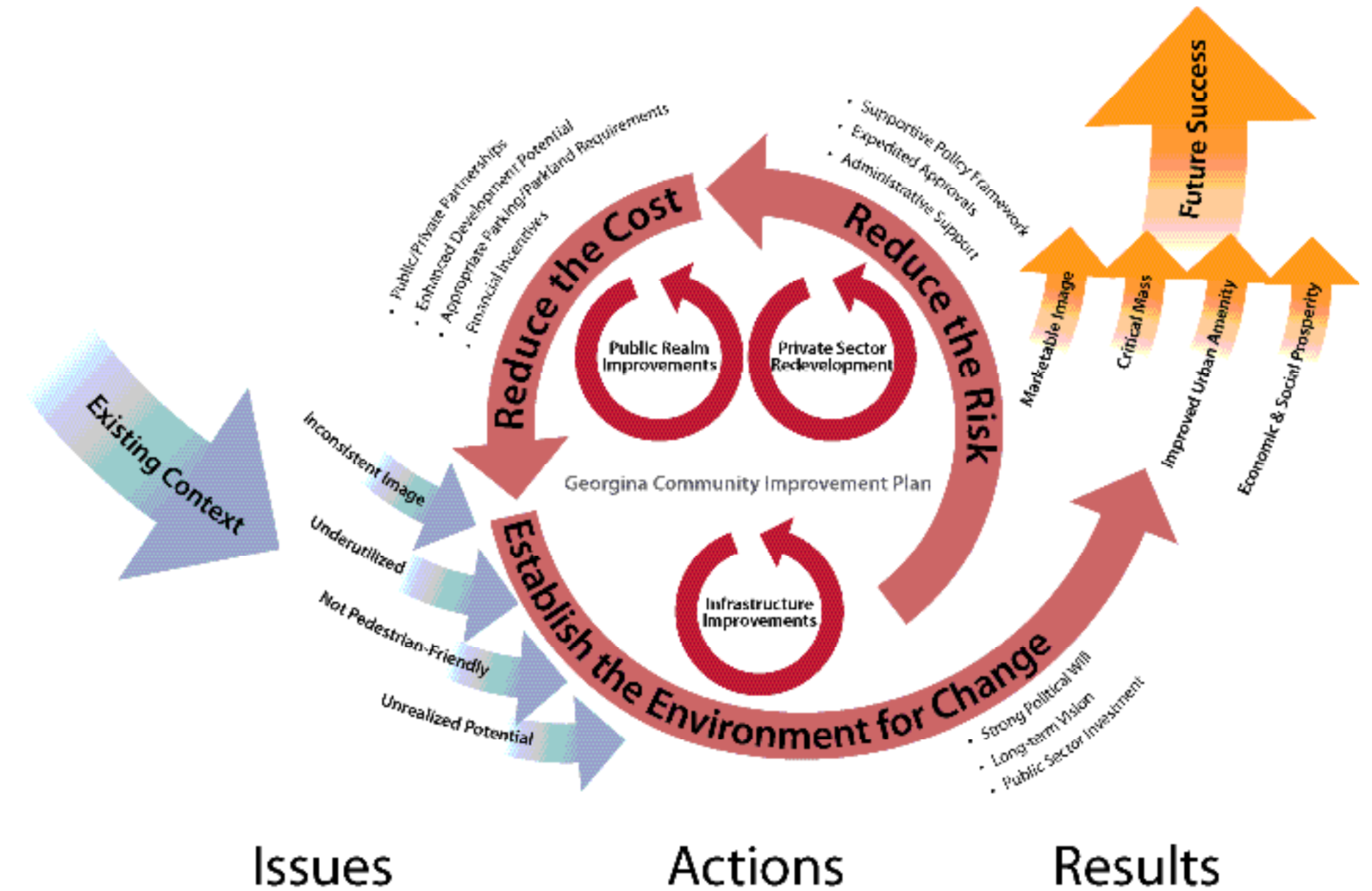
- + Identify and prioritize public realm improvements and include these in the annual capital improvements plan.
- + Leverage planned infrastructure and streetscape improvements within the Region of York and work with the Region to coordinate implementation on Regional roads.
- + Articulate objectives for private sector development and prepare a strategy to facilitate improvements.
- + Develop a marketing and branding strategy specific for each of the Downtown areas that coordinate with each other and with strategies being proposed for the rest of Georgina. Jackson's Point already has a Plan for revitalization and branding where elements from this plan should be coordinated with in the strategies for the two other downtown areas.

2. Reduce the Risk of Development

Reducing the inherent risks of the planning approvals process is necessary because developers are typically conservative, and averse to risk. The public sector including the BIA's need to promote and champion private sector redevelopment that achieves the vision. As-of-right planning approvals, created and promoted by the public sector (for example, pre-zoning), will reduce the time and risk of the planning approvals process, and will be seen as a key redevelopment incentive. The Town must ensure political will and administrative support for development.

3. Reduce the Costs of Private Sector Development

Reducing the costs of private sector development is required because in many instances, existing planning and fiscal policy makes redevelopment costly. Indirect cost savings should be promoted within some areas of Downtown including reduced parking and parkland standards. More direct financial incentives can include direct grants or loans for appropriate forms of development, as well as façade and landscape improvement grant programs.



Actions to Stimulate Change

Implementation

Implementation of this CIP will be through the provisions of Section 28 of the Planning Act, Section 365.1 of the Municipal Act and Section 4.7 of the Town of Georgina Official Plan. In addition, implementation will also be keeping with the policies of Section 9.1.7.21 of the Keswick Secondary Plan and Section 9.2.9.3.1 of the Sutton/Jackson's Point Secondary Plan.

Notwithstanding those technical requirements, the true success of this Community Improvement Plan process will be revived, revitalized and successful Downtown areas in Keswick, Sutton and Jackson's Point. This success will not be achieved easily. It will require a focused and long-term commitment by the Town, the BIA and individual owners and business operators. It is a joint responsibility, and the Town alone cannot, and should not shoulder the burden of implementation. The Town can lead, but the private sector must respond to the challenge. Collaboration and cooperation are the keys to success.

4.2 The Philosophy of Change

This Community Improvement Plan represents the ongoing process of establishing these Downtown areas as three distinct key locations for mixed use development and tourist activity in the Town.

Success will take time and come from a series of activities

These three Downtown areas are small, diverse and unique. This Community Improvement Plan has identified a broad array of public sector initiatives and private sector redevelopment opportunities, for Uptown Keswick, Sutton and Jackson's Point within a vision unique to each Area. The success of this Plan is not related to one specific action, or the development of one large project. It is a series of activities that can be completed over a long period of time. Incremental success will be achieved in direct relation to the ability of the municipality and its partners to invest in public infrastructure and supportive programs, and the ability of the private sector to respond to market demands for redevelopment.

Sustaining strategic partnerships will be crucial

This Plan is intended to identify the implementation toolbox that will assist the municipality in achieving the visions for the three Downtown areas. The role of the public sector is extremely complex. The promotion of the vision will require a high degree of cooperation and leadership in order to achieve success. Key players will include, most directly, the Town of Georgina and the BIA's. The importance of establishing and maintaining a strategic relationship cannot be overstated.

As key landowners and funding partners, the activities of the Town and the BIA's will dramatically influence the long-term evolution of these Downtown areas into successful commercial districts, tourist destinations, and great neighbourhoods. Other government agencies will also play a role in the evolution, either as funding partners for key initiatives, or as promoters in other complementary infrastructure components.

4.3 Key Recommendations

The following implementation recommendations are crucial actions the Town should consider. All of these actions are interrelated and are required, to establish a comprehensive, and ultimately successful transformation of the Downtowns from their derelict current state to vibrant, walkable, bicycle friendly and accessible mixed-use areas. Recommendations for financial incentives are included in this chapter.

Public Realm Improvements

1 Streetscapes

Green Streets

- + Plant large canopy street trees along identified main streets
- + Ensure that there are adequate soil volumes in the tree planters, approximately 15 cubic meters per tree in combination pits.
- + Plant a diversity of trees to ensure that there is natural disease resistance built into the scheme.
- + Plant hardy perennials in the planting beds and consider directing storm water from the sidewalks into the planting beds.
- + Ensure that the trees and beds are irrigated.

Increase the Width of the Sidewalks

- + Widen the sidewalks to provide more space for pedestrians to improve the overall public realm experience. A minimum of 2 metre of sidewalk space is required.

Trees and shrubs for planting in the Downtowns:

Streets

- + *Ulmus americana* - DED Resistant White Elm
- + *Celtis occidentalis* - Common Hackberry
- + *Quercus macrocarpa* - Bur Oak
- + *Quercus rubra* - Red Oak
- + *Tilia cordata* - Little Leaf Linden
- + *Quercus alba* - White Oak
- + *Acer rubrum* - Red Maple

Parks/Gardens - Trees

- + *Ceris canadensis* - Eastern Redbud
- + *Amelanchier canadensis* - Juneberry
- + *Acer griseum* - Paperbary Maple
- + *Betula nigra* - River Birch

Parks/Gardens - Shrubs

- + *Chaenomeles japonica* - Japanese Quince
- + *Hamamelis virginiana* - Witch Hazel
- + *Aronia melanocarpa* - Black Chokeberry
- + *Hydrangea quercifolia* - Oak-Leaved Hydrangea

- + Create bump-outs at intersections to reduce the width of the crossing distance and to provide additional space for small gathering areas that incorporate planting and seating. Increase the width of the sidewalk to the edge of the travel lane.

Improve Accessibility to the Buildings

Some stores on The Queensway in Keswick, High Street in Sutton and Lake Drive East in Jackson's Point have a step up into the store or multiple steps without ramp access, which poses to be an issue for accessibility when entering and leaving the buildings.

- + Prioritize which buildings most need of a ramp (e.g. buildings with multiple steps) which would be the hardest to enter for seniors, those in wheelchairs/scooters.
- + Consider temporary ramps until permanent ones are able to be put in place to assist with providing accessibility immediately for the short-term.
- + Provide an "Accessibility Enhancement Grant" as part of this Community Improvement Plan.

Beautify

- + Develop a seasonal planting and decorating program for the planting beds along the 'main streets'.
- + Jackson's Point Revitalization Project and Branding Plan recommends the Shademaster honey locust trees for the Downtown.
- + Uptown Keswick and Sutton should select species from the recommended planting list on the previous page that are best suited for each Downtown Area.

- + Consider year round interest, not only during the summer months.
- + Develop a complementary lighting program to illuminate the trees, vegetation and building façades.
- + Provide a "Landscape Enhancement Grant" as part of this Community Improvement Plan.

Create Space for Public Squares, Cafés and Outdoor Street Edge Retail

- + Allocate a section of the widened sidewalk for an outdoor retail and café space directly adjacent to the buildings.
- + Provide an opportunity for seasonal cafés (May through October) to be developed in the parking spaces adjacent to restaurants.
- + During off peak parking hours, program the parking area in Uptown Keswick that can be used for festivals and events including a farmers market.
- + Resurface the parking area in a more pedestrian favourable material

How to ensure longevity of street trees:

- + Choose the right tree
- + Adequate soil volume
- + Well watered
- + Fertilized
- + Pruned
- + Salt tolerant

such as unit paving or impressed concrete.

- + Create a structure in the parking lot identified in Keswick that would provide shelter from the elements during community gatherings or events.
- + Include urban public squares in Sutton and Jackson's Point such as those identified in the streetscape concepts in Section 3.
- + Develop a pedestrian lighting approach for the squares that supports special events and promotes safety at night.

Maintain and Program the Parks for Community Events

- + Continue to program the Park in Jackson's Point to draw people to the Area
- + Develop integrated programs with the proposed Public Squares in all three CIP Areas.

Phasing and Costs

- + Phasing and cost estimates are provided in Appendix I.

Transportation Improvements

2 Parking Strategy

There is ample parking available in the Downtowns with a parking supply of off-street and on-street parking spaces. The parking supply and design can be improved by:

- + Maintaining on-street parking along the main streets in locations that maximize the supply, while permitting proper intersection operations.

- + Introducing mountable curb option (Sutton) and bump-outs at intersections to reduce the speed of traffic and improve the visual appeal.
- + Implementing a signage plan to direct patrons to the available parking spaces.
- + Consolidating adjacent parking areas to reduce the number of driveways to make parking easier.

3 Amend Parking Standards

The Town must provide appropriate parking standards in the Zoning By-law and related design policies that are consistent with enhanced pedestrian activity. Parking standards for Downtown must ensure that parking is neither under, nor over-supplied, and provide opportunities to reduce the cost to the private sector.

It is recommended that the Town, include policies to waive parking requirements and accept cash-in-lieu payments for all non-residential development within the Downtown.

For residential development, the following parking standard should be implemented:

- + For residential development that creates five or more new dwelling units, a minimum of 0.75 parking spaces per unit and a maximum of 1.0 parking spaces per unit must be provided, in combination with traditional cash-in-lieu payments.
- + For residential development that creates five or less new dwelling units, cash-in-lieu of parking is acceptable.

4 Amend Parkland Standards

Parkland standards must be established by the Town to ensure that the existing public parkland is appropriately augmented by well-designed urban open spaces, and to provide an opportunity to reduce the cost of development. It is recommended that the Town waive the parkland requirement for all non-residential development projects.

Further, for residential development, the parkland conveyance requirement should be capped at 5 percent of the net developable land area.

5 Update the Zoning By-law

Update the Zoning By-law to conform and expand upon the new planning regime provided in the Keswick Secondary Plan and the Sutton/Jackson's Point Secondary Plan. Pre-zoning for the desired types/forms of development transfers the risk of development approvals process to the municipality, in concert with the development industry. The pre-zoning exercise should include land use and built form controls and should clarify municipal development objectives.

6 Financial Incentives - Promoting Improvements

Façade Improvement Grant Program – a program to promote the sensitive redesign of existing building façades to enhance the existing image of the area. This program is intended to provide existing building owners/business operators with a financial incentive to improve the appearance of existing building façades. All applications for this grant program will be considered subject to the availability of funding. Program eligibility will be determined by Staff, in consultation with the Economic Development Committee and Executive Committee of the Business Improvement Area

Grants approved under this program would be provided to owners/business operators following the submission of the final invoices for the renovation work completed, indicating that the suppliers/contractors have been paid in full.

- + The Town should set aside an annual limit on expenditures on these grants at \$40,000 subject to approval by Council. These grants will be up to \$5,000 or 50 percent of the cost of the renovation, whichever is less.

Program Requirements

All building owners/business operators who are members in good standing with the Business Improvement Area are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council:

- + Any property owner/business operator wishing to be considered for a grant under this program must complete and submit a Façade Improvement Grant Application Form to the Town, including a design concept and colour scheme, prior to the start of the project.
- + Business operators are eligible to apply for a Façade Improvement Grant only if they can provide written consent to conduct the improvements from the owner of the property.
- + The façade improvement must conform to any design guidelines approved by the Town.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any grant money.

Heritage Building Improvement Grant Program – a program to provide existing building owners/building operators with a financial incentive to improve the appearance of existing building façades. All applications for this grant program will be considered subject to the availability of funding. Program eligibility will be determined by staff, in consultation with the Economic Development Committee and Executive Committee of the Business Improvement Area.

Grants approved under this program would be provided to property owners/business operators following the submission of the final invoices for the renovation work completed, indicating that the suppliers/contractors have been paid in full.

- + The Town should set aside an annual budget of \$40,000, subject to approval by Council. The grants will be up to \$5,000 or 50 percent of the cost of the renovation, whichever is less.

Program Requirements

All building owners/business operators who are members in good standing of the Business Improvement Area are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council:

- + Any property owner/business operator wishing to be considered for a grant under this program must complete and submit a Façade Improvement Grant Application Form to the Town, including a design concept and colour scheme, prior to the start of the project;
- + Business operators are eligible to apply for a Façade Improvement Grant only if they can provide written consent to conduct the improvements from the owner of the property.
- + The façade improvement must conform to any design guidelines approved by the Town.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any grant money.

Landscape Improvement Grant Program – a program to promote the establishment of enhanced landscaping to improve the existing image of the area. All applications for this grant program will be considered subject to the availability of funding. Program eligibility will be determined by Staff.

Grants approved under this program would be provided to property owners/business operators following the submission of the final invoices for the renovation work completed, indicating that the suppliers/contractors have been paid in full.

- + The Town should set aside an annual budget of \$20,000, subject to approval by Council to provide financial assistance to those who want to improve the appearance of their properties through landscape plantings. The planting program would be subject to approval by the Town. The grants will be up to a maximum of \$2,000, or 50 percent of the cost of the improvement, whichever is less.

Program Requirements

All building owners/business operators who are members in good standing with the Business Improvement Area are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council:

- + Any property owner wishing to be considered for a grant under this program must complete and submit for Town approval a Landscape Improvement Grant Application Form to the Town, including a Landscape design concept, prior to the start of the project.
- + The landscape improvement must conform to any design guidelines approved by the Town.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any grant money.

Accessibility Improvement Grant Program – a program to promote improved accessibility to existing buildings within Downtowns in Georgina. All applications for this grant program will be considered subject to the availability of funding. Program eligibility will be determined by Staff.

Grants approved under this program would be provided to property owners/business operators following the submission of the final invoices for the renovation work completed, indicating that the suppliers/contractors have been paid in full.

- + The Town should set aside an annual budget of \$20,000, subject to approval by Council to provide financial assistance to those who want to improve the accessibility of their buildings in accordance with the Ontarians with Disabilities Act. The grant would be a matching grant, up to a maximum of \$2,000, or 50 percent of the cost of the improvement, whichever is less.

Program Requirements

All building owners who are located within the CIP Area are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council:

- + Any property owner wishing to be considered for a grant under this program must complete and submit for Town approval a Landscape Improvement Grant Application Form to the Town, including a Landscape design concept, prior to the start of the project.
- + The landscape improvement must conform to any design guidelines approved by the Town.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any grant money.

7 Financial Incentives - Facilitating New Development

Redevelopment Tax Rebate Program – a program where the municipality provides a per-unit cash incentive for the development of new residential apartment units within the Downtown Community Improvement Plan

Areas. It is intended to provide financial relief in the form of tax rebates to property owners who undertake redevelopment of their properties in the CIP Areas. This program mitigates the tax increase that results when a property is redeveloped with a higher value land use/project. However, this program would not exempt property owners from an increase/decrease in municipal taxes due to a general tax rate increase/decrease, or a change in assessment for any other reason.

- + In order to minimize cost and financial risk to the Town, this program can be structured as a “pay-as-you-go” program - where the property owner/developer first pays the total taxes owing annually, and then receives a grant from the Town based upon the incremental increase in taxes that results from the redevelopment project. The Redevelopment Tax Rebate Program will commence on or after the date of approval of an appropriate Community Improvement Plan, and should be available for a period of approximately ten (10) years. Grant applications will not be accepted after the identified time period, but grants that have been approved will continue to be paid out according to the details of each individual agreement.

As early as possible in the development approvals process, a property owner would register their intent to participate in the Redevelopment Tax Rebate Program by filing an application with the Town. The application will then be evaluated by a staff committee that will be responsible for evaluating and recommending applications for approval based on the program requirements specified in the Community Improvement Plan.

All Redevelopment Tax Rebate Applications and implementing agreements must be approved by Council. Based on that approval, staff will then negotiate the required implementing agreements with the applicants. The implementing agreement will specify the terms of the tax rebate, such as the total amount of the rebate, the duration of rebate, the owner’s obligations should the owner default on the Agreement, and any other requirements specified by the Town.

The Town will review the redevelopment proposal, suggest modifications, consult with the Property Assessment Office (as necessary regarding an estimated post-project revaluation) and determine an estimated rebate amount.

Program Requirements

All owners of properties within the CIP Areas are eligible to apply for funding under this program, subject to the following requirements, and availability of funding as approved by Council:

- + Any property owner wishing to be considered for a grant under this program must complete and submit a Redevelopment Tax Rebate Application Form to the Town prior to the commencement of any works and prior to application for building permit.
- + As a condition of the grant application, the Town may require the applicant to submit a report from the planning department indicating the proposal's conformity with the goals, objectives and policies of the Official Plan and the urban design guidelines found within the Community Improvement Plan.
- + The property shall be redeveloped such that the amount of work undertaken is sufficient to result in an increased revaluation by the Property Assessment Office and further, the total value of the tax rebate provided under this program shall not exceed the total value of work done under eligible program costs.
- + Eligible program costs include the costs of:
 - Site preparation including construction/improvement of on-site public works;
 - Demolition; and,
 - Reconstruction.

- + Actual costs for any or all of the eligible items may be subject to independent audit, at the expense of the property owner.
- + All property owners participating in this program will be required to enter into a Redevelopment Agreement with the Town which will specify the terms of the tax rebate. All Redevelopment Tax Rebate Applications and implementing agreements must be approved by Town Council.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any tax rebate money.
- + All redevelopment proposals will conform to all applicable Town policies and procedures.

Planning and Development Fees Rebate Program – a program that provides grants/rebates of various municipal development application fees to offset the cost of specific planning and development fees for qualifying redevelopment projects to stimulate new investment in the CIP Areas.

- + The rebate will apply to most municipal fees for planning and development applications (except for the building permit fee itself). The rebate of these fees will be paid to the property owner, regardless of who pays the fee. All property owners within the CIP Areas will be eligible for program participation, subject to program requirements. Payment of fees will be required by the Town at the application stage for planning approval(s) and demolition permits. Upon final inspection of the completed and occupied project, a rebate will be provided in an amount equal to all eligible fees collected from the property owner.
- + This program does not apply to any performance or maintenance guarantees (i.e., letters of credit) posted by the proponent, required professional studies, or expenses, including deposits incurred by the applicant because of the Town’s participation at the Ontario Municipal Board or Court proceedings.

Program Requirements

All owners of properties within the CIP Area are eligible for grants equivalent to the amount of qualifying planning and development fees under this program, subject to the following requirements, and availability of funding as approved by Council:

- + Only fees paid for the following types of applications are eligible:
 - Official Plan Amendment;
 - Zoning By-law Amendment;
 - Minor Variance;
 - Site Plan Application;
 - Demolition Permit; and/or
 - Building Inspection Fee.
- + To be eligible, the redevelopment proposal must conform with the goals, objectives and policies of the Official Plan and the urban design guidelines included within the Community Improvement Plan.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any fee-related grant/rebate.

Residential Unit Development Grant Program – a program to stimulate new investment in the CIP Areas through provision of a grant to stimulate the development of new residential units. The grant will apply to any mixed use development that includes new residential dwelling units in a form that conforms with the policies of the Official Plan, Secondary Plan and implementing zoning bylaw. The grant will be paid to the property owner, regardless of who develops the property. All property owners within the CIP Areas will be eligible for program participation, subject to program requirements and the required payment of any/all application fees for planning approval(s) and/or demolition permits.

- + The Town should provide funding of \$100,000 per year for this program. Upon final inspection of the completed and occupied project, these grants will be up to \$5,000 for each new stand alone residential dwelling unit produced by the development, up to a maximum of \$25,000 per project.

Program Requirements

All owners of properties within the CIP Area are eligible for grants, subject to the following requirements, and availability of funding as approved by Council:

- + To be eligible, the redevelopment that includes the new residential units must conform with the goals, objectives and policies of the Official Plan and the urban design guidelines included within the Community Improvement Plan.
- + Each residential dwelling unit must be new (did not exist prior to the adoption of the Community Improvement Plan), and be a self contained unit under the definitions of the zoning By-law.
- + The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled, prior to the disbursement of any fee-related grant/rebate.

Administrative Responsibilities

It is important to establish mechanisms to manage change within the entire Downtown. Further, the entire community needs to work together to establish a strategy to achieve common objectives.

- + The Town and the existing BIA's must collaborate, and assign responsibilities for management and financial contributions, including:
 - Marketing Downtown's uniqueness;

- Increasing the rate of investment in the Downtown;
- Contributing to capital improvements; and,
- Establishing and managing programs to maintain the physical appearance of its streets and other public spaces.

8 Seek or Establish Sources of Revenue for Capital Projects

Historically, the Provincial and Federal governments have provided financial assistance to municipalities for the purposes of implementing downtown improvement and/or infrastructure projects just like what this Plan is proposing for Georgina. Typically, this form of financial assistance came in the form of matching grants, where the government agency matched a municipal contribution, or where grants came if matched by the municipality and the private sector in equal increments. The following are some relevant example programs that are, or have recently been offered:

Rural Economic Development (RED)

The Rural Economic Development (RED) program assists with the costs of projects that benefit rural Ontario. In today's economic climate, municipalities can no longer rely on their traditional strengths and advantages to stay competitive in the global market. Communities that succeed in the new economy are those that can attract and retain creative individuals-innovators in technological, cultural and social enterprises. As a province, there is a shared common goal: to create and retain jobs, to revitalize communities, and to train and develop the skills of the workforce. The priorities of the RED program are:

- + Support the food processing sector.
- + Community revitalization.

- + Improve access to skills training and enhancement.

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) is not currently accepting applications to the Rural Economic Development Program. However, there has been a strong demand for its continuation, reflecting the benefits of this initiative for the food and agriculture sectors, rural economies and Ontario families.

Business Retention and Expansion Program (BR+E)

OMAFRA also supports local businesses through its Business Retention and Expansion (BR+E) Program that builds locally-based strategies to support businesses, retain and create new jobs and grow opportunities in Ontario's rural communities.

BR+E is a fourteen-step program that provides a structured approach to assist communities with:

- + Building relationships with existing business.
- + Building relationships with key organizations.
- + Addressing urgent business issues.
- + Retaining businesses and jobs, and supporting business expansions.
- + Developing and implementing effective business, economic and community development strategies.

OMAFRA's regional teams support the implementation of BR+E projects in Ontario's rural communities and they may also be able to help secure funding assistance through the RED program.

Ontario Trillium Foundation

The Ontario Trillium Foundation may also be an option, but it has a broad reach. One sector this program focuses on is Arts and Culture and aims to:

- + Preserve, promote and celebrate diverse cultures and heritages.
- + Broaden participation and engagement in arts and culture.
- + Foster and strengthen the capacity, vibrancy and growth of the artistic and cultural community.
- + Leverage the power of the arts for positive social change, community building or economic impact.

The Federal Infrastructure Program was also an excellent source for funding that would have assisted in the implementation of this Plan, but there does not seem to be an appetite for its continuation at this time.

Overall, at this moment in time, and while the Provincial government is in transition, there are no apparent financial assistance programs that could be directly sourced to assist the Town in implementing this Plan. However, the funding context at the Provincial and Federal levels is in constant flux, and sources of revenue could appear at any time. The identification and sourcing of these funds when they become available will require both diligence and patience, and cooperation from your local partners who represent various Provincial and/or Federal government agencies or departments.

Municipal Financial Tools

In terms of working with the financial tools that are available at the municipal level, the Plan may be implemented by any number of, or combination of the following sources:

- + Funds allocated in the Town's budget, or dedicated reserves.

- + Implementation of a Special Downtown Improvement tax levy.
- + Funds generated from the sale of Town-owned lands.
- + Donations, gifts, bequests from individuals, corporations or service clubs.
- + Funds generated through Section 40 of the Planning Act (cash-in-lieu of parking).
- + Funds generated through Section 42 of the Planning Act (cash-in-lieu of parkland).
- + Funds generated through use of the Town-owned Downtown facilities themselves (e.g. parking charges).
- + Collaboration with the BIA's and between the BIA's.

In terms of collaborating with the BIA's, there are recent examples where agreements were put in place where the municipality up-fronts the costs for improvements, and the BIA agrees to repay all or some component of that cost through the Downtown Improvement Area tax levy. This approach is popular because it shares the costs of the improvements between the municipality and those who stand to benefit the most from the improvements. In some instances, the municipality covers the up-front cost, and the BIA repays the entire amount, plus interest over a set timeframe. This approach is generally seen as a positive one because there is shared cost, and an understanding that the funds for the improvements are at least partially recovered.

9 Establish an Oversight Committee to Implement this Plan

This Plan was developed through a collaborative process involving Council, BIA, Staff, input and feedback from the community and various stakeholders. The recommendations represent their collective visions for the Downtowns. To ensure the successful implementation of these visions, as well as the continued engagement of stakeholders, a Project Oversight Committee that is dedicated solely to the realization of this Plan should be established. The Project Oversight Committee should include members of staff, the BIA, and the Economic Development Committee.

10 Support ongoing volunteerism

Based on the interest and enthusiasm encountered at the workshops, there is an existing core of dedicated individuals who have a keen interest in the future success of the Town of Georgina in general, and Downtown more specifically. The Town needs to recognize and support these individuals and organizations that are working to improve their community. The revitalization of Downtown will need to rely very heavily on the existing and, hopefully, expanded contingent of dedicated volunteers.

11 Prepare a maintenance framework

An initial task of the Town, in collaboration with the Sutton and Jackson's Point's BIA's should be to identify a framework to guide maintenance in Georgina. The framework should identify the full spectrum of components/elements, desired state of maintenance and responsibilities. The framework should include everything from clearing snow from the road and sidewalk, to emptying waste receptacles, sweeping and cleaning sidewalks to planting. The responsibilities for maintenance should be distributed among the broad range of stakeholders including the Sutton BIA, Jackson's Point BIA, individual shop owners and local volunteers.

Maintenance/Operations

The Downtown shops and businesses and their maintenance are also a reflection of how the owners and residents feel about the place where they live, work and play. Enhancing and maintaining Georgina's downtowns should be considered a priority for the community as it impacts the viability of the whole community.

Responsibility for maintenance of the public realm does not solely belong to the Town - it is a shared responsibility among the Town, the BIA, individual business owners and residents. There are many opportunities for sharing maintenance. By taking pride of Downtown as a community, it exemplifies a unified approach to maintaining not only the properties and neighbouring properties, but also Downtown as a whole.

12 Funding for Ongoing Maintenance

Maintenance costs are typically to be funded through:

- + Funds allocated in the Town's budget, or dedicated reserves.
- + Revenue generated through use of Downtown facilities themselves.
- + Collaboration with the Georgina Downtown Improvement Areas.

In addition to those traditional funding sources, the Town may pursue a host of other, more innovative approaches to reducing maintenance costs through:

Design for Lower Maintenance

Urban streetscaping, due to its complexity can be expensive to maintain. The Town should promote sustainable streetscapes and parks in the Downtown that require less maintenance over time. These facilities can be designed with relatively low maintenance paving materials, furniture and plant materials.

Plant material in an urban setting is crucial and requires special attention for maintenance, for example:

- + Selection of plant species that are drought tolerant once their root systems are established is one example of reducing the maintenance requirements for water.
- + Understanding the role of soil chemistry, soil volumes and soil types is also important to support lower maintenance plant material and must be specified in tandem with plant material.
- + Pruning requirements of plant material can also be taken into consideration in the design process, to reduce maintenance.

The maintenance requirement for watering of plant material is important to consider early in the design process. Designers can work to identify opportunities for water sources from adjacent buildings, for example, such as recycled rain water from roof tops (which provide the cleanest source of rainwater) that can be stored in cisterns, filtered and reused for irrigation.

Even drought tolerant plant material needs irrigation to become established (the first year or two) and maintenance plans also need to prepare for extended drought periods to keep planted areas healthy and attractive.

The Role of the BIA

The Town may not be in a position to provide ongoing streetscape and park maintenance in the Downtown to the standard that the BIA requires. This will have a tremendous impact on the appearance, and ultimately the property values in proximity.

The existing BIA's and future BIA's, as part of their mandate, assist the Town with the ongoing maintenance within their respective Downtown areas. Certainly the Sutton BIA and Jackson's Point BIA can work with the Town's maintenance staff to augment the maintenance protocols of the Town. At the very least, the BIA and its constituent business owners should be asked to assist in maintaining adjacent public realm components as part of

their property maintenance procedures. Maintenance is a team effort. All Downtown stakeholders have a role to plan in keeping the area looking and feeling clean.

Adopt-a-Park/Street Program

Local service clubs, school groups, horticultural societies or interested citizens/citizen groups may wish to become involved in specific park/streetscape maintenance events, and/or for ongoing maintenance responsibilities.

The Town should consider establishing an adopt-a-park/street program within the Downtowns, where individuals or groups can become the guardian of a specific park or street. The Town would need to establish an individual protocol, and prepare agreements to facilitate this type of intervention. The program could simply be to raise funds to retain a maintenance team, or there could be a strategy to utilize the sweat equity of these groups. Nonetheless, the Town would need to retain management control, while harnessing the tremendous enthusiasm and potential of service clubs, school groups, horticultural societies or interested citizens/citizen groups.

Marketing Strategy

The vision and goals contained in the Town of Georgina's Community Improvement Plan could be further supported through the development of a marketing strategy. This strategy should convey the messaging and imaging that Georgina's Downtowns are unique heritage communities with a high quality of life for residents and strong appeal for businesses. A marketing strategy can be an effective roadmap for a community and its partners (private, non-profit, public sector) illustrating how they can work together to enhance employment, investment and quality of life opportunities that benefit the entire region.

A marketing strategy will enhance recognition of the Downtown as a special destination. Shoppers, new retail businesses and new residents

must be attracted to help sustain the business area. As popularity grows, supporting facilities, such as parking and pedestrian amenities will require enhancement.

13 Complete a First Impressions Downtown Report for Uptown Keswick

In 2005, the Ontario government created the First Impressions Community Exchange (FICE) program through OMAFRA. FICE was created to help communities learn about their strengths and challenges as seen through the eyes of first-time visitors. The program provides an opportunity for communities to learn about these first impressions and receive feedback on opportunities to improve. Since 2005, FICE has been successfully implemented in more than 150 communities in Ontario. The average FICE client's satisfaction has been above 85 percent.

FICE works in a straightforward and structured community process following these five steps:

1. FICE will first orient the program to the community.
2. FICE will identify a partner community traditionally 2-3 hours away to participate in the exchange of impressions.
3. FICE will create a visiting team of 5-6 community residents with a mix of backgrounds, occupations, ages, etc. It is important to have a diverse group of volunteers who can assume different roles and assess the exchange community from a variety of perspectives.
4. The team travels together to the exchange community and spend several hours gathering information individually or in pairs, then return to their own community. The visit may include an overnight stay to assess the community's night life and accommodation services.

5. The team then prepares a report and presents it to the exchange community. The exchange community reciprocates with a similar visit and report-back.

Depending on the interest of the two communities, FICE is available in three versions:

- + First Impressions Full Picture is designed as a comprehensive guide to help the visiting team evaluate the overall community aspects. This includes entrances, housing, education, health services, businesses, environment, welcoming new residents, etc..
- + First Impressions Tourism is focused on tourism attractions, services, amenities, environment and welcoming to tourists, etc.
- + First Impressions Downtown is focused on downtown revitalization, downtown appearance, downtown businesses and infrastructure, entertainment and recreation, etc.

A First Impressions Community Exchange was completed for Sutton/Jackson's Point recently with the report to be completed soon. A summary of findings was provided and the FICE ranked the Area's performance in a number of categories, such as Community Entrances and Local Economy.

Sutton and Jackson's Point did not rate highly for these two categories. For Community Entrances they received a rating of 4 (needs improvement) and for local economy a rating of 6 (satisfactory) It was noted that the Downtown area was lacking signage, sidewalks and parking along the waterfront, and façade improvements for some buildings.

The opportunities for growth for Sutton and Jackson's Point that were identified include:

- + Improve gateway and directional signage.
- + More tourism signage directing tourists to attractions.

- + Encourage events and festivals to join together to draw on larger crowds.
- + Public washrooms in downtown areas.
- + Add garbage and recycling bins in downtown areas.
- + Develop local image and tag lines for local business areas.
- + Highlight the relationship between the communities of Sutton and Jackson's Point.

For the purpose of Georgina's Downtown revitalization, a First Impressions Downtown Report is recommended for Uptown Keswick, similar to the one completed for Sutton/Jackson's Point.

14 Prepare Marketing Materials

In order to be 'market ready,' all municipal departments and relevant government groups including Council, must be prepared to deal with any expected market demand. Since little has been done to outwardly market the Downtown area in the past, it is natural to suggest that there may need to be a more responsive mechanism to cope with potential new growth and attraction to Downtown.

The level of need is evaluated as part of a self-assessment test that assists communities to identify investment readiness gaps, determine the effectiveness of existing planning and economic development processes and identify ways to add value to those processes.

Tools such as a web-based resources should be developed to profile the quality of Downtown, the retailers, the size of the service area, the investment made by the public and private sector, the consumer profile, and prospectus of being a business in Downtown. Such web materials provide an effective way to engage prospective business owners and investors.

It is recommended that Georgina develop a specialized toolkit of web-based resources to assist companies considering these Downtown areas as a potential destinations.

15 Branding

There is power in branding. Branding can create excitement and renew the community's energy for a project. It can kick-start a vision, and it can effectively position an area to become what it envisions. But branding needs to be supported on many fronts, and the effort expended on implementation over the long term needs to be as great or greater than the effort expended on the initial development.

Branding is not an isolated activity and does not start and end with a logo design. Effective branding occurs when multiple disciplines work together to achieve a clear and focused vision and when visual elements and graphics are applied professionally and effectively with an emphasis on continuity.

To successfully promote, grow and brand Uptown Keswick, Downtown Sutton and Downtown Jackson's Point it will be necessary to recognize and endorse its individual character (this involves improving façades, signs, streetscapes, festivals and events activities and marketing and promotional efforts). It is recommended that a distinct brand be developed to effectively reflect the character and identity of the downtown and the community as a whole.

It is also important for a Downtown to reflect its brand and mix of retail, businesses and services in its marketing efforts. The Town of Georgina has already taken the initiative to for branding. The Dissemination channels include:

- + The Town's website and social networking platform.
- + Advertising or articles in local newspapers.
- + Interviews with business owners on local radio.
- + A 'Downtown Business' booth at regional events.



Downtown BIA logos

- + A section on the Region's website about doing business in Georgina's downtowns.
- + The distribution of brochures about 'Downtown Business' throughout York Region

16 Festivals and Events

Festivals and events serve as an economic stimulator that attracts people Downtown. Festivals and events provide an opportunity for the community to come together to enjoy and celebrate their Town and fellow neighbours. It is recommended that one event is held per season in each of the Downtowns. Ideal locations for events in Uptown Keswick include the Market structure, which is another space where markets and events can take place. In Sutton, a possible location could be in the park space and also around the boardwalk. In Jackson's Point, a possible location could be in the linear park that is parallel to Lorne Street.

Georgina Existing Events

Music in the Streets Festival (June) - Keswick - a music festival hosted by Connors music, local bands are able to submit an application to perform.

Purple Turtle Art Festival (July) - Jackson's Point - an artisan show with original paintings, sculptures, photography, pottery, jewelry, woodcraft, native art, and more. There are more than 30 artists that are participating in the 2013 Festival held at The Briars Resort.

Sutton Fair & Horse Show (August) - Sutton - a themed horse show going into its 158th year held at the Sutton Fairgrounds. It is a fair with entertainment, food and competitions.

Georgina Studio Tour (September) - Keswick, Sutton and Jackson's Point - local artists participate in the studio tour opening their work space and art to the public on a self guided tour.



Ice Fest - Yorkville, Toronto



Concerts In the Park - Richmond Hill



Cross Country Ski Race - Huntsville



Pumpkinfest - Port Elgin

Event Ideas

In other Ontario municipalities, some other festivals which are held seasonally by their local BIA's include:

- + [Ice Fest](#) in Yorkville - Held during the winter months, this event is a display of ice sculptures with ice-carving demonstrations and competitions. Many local restaurants participate in this event by serving their food on-site. This event is sponsored by local businesses. There is an opportunity to donate to charity by having a photo taken by a photographer in front of an ice sculpture.
- + [Festival of Lights](#) in Yorkville - Features a seasonal light display of local businesses lighting up their storefronts, in addition to a large 20 foot Christmas tree. This event is in support of a local charity.
- + [Art Crawl](#) in Hamilton - This event is held every second Friday of the month, most galleries and some stores have art show openings during this time.
- + [Cross Country Ski Race](#) in Huntsville - The ski race is a 800 metre cross country competition that is held Downtown. This event anticipated between 4,000 to 5,000 people with 400 to 500 of them being competitors in the race itself. After the race, the BIA hosts a mini-winter carnival.
- + [Concerts in the Park](#) in Huntsville and Richmond Hill - In the evenings, during the summer months, bands play in different parks and residents bring their own seating. The event is free for Richmond Hill as it is presented by Tim Hortons, and it is the cost of a toonie for Huntsville to enjoy the music.
- + [A Gallery without Walls Street Art](#) in Tecumseh - Banners and bike racks are created and designed by local artists as a contest and the selected ones are displayed through the Town as public art.
- + [Brockton's Busker Festival](#) in Walkerton - This festival is held by the Walkerton Chamber of Commerce & BIA, and Walkerton Image Committee. Already in its 6th year, this event is held in the summer with professional buskers, carnival games and large inflatables for children.
- + [Doors Open](#) in Walkerton - This event is an opportunity for the public to tour select historical or architecturally unique sites, which include private homes, town hall and churches. This event allows for people to visit a place that is not normally open to the public.
- + [Downtown Christmas Open House](#) in Owen Sound - This annual event features carolers, the Owen City Band, and a horse-drawn carriage. This event is presented by the merchants and businesses in Downtown Owen Sound. A passport is provided to the public that can be stamped by each store for prizes.
- + [Farmers' Market](#) in Owen Sound - This market is open all year round on Saturdays. It has between 40 to 50 vendors offering vegetables, baked goods, meat, artisans crafts and more for sale.
- + [Pumpkinfest](#) in Port Elgin - This event now attracts approximately 60,000 visitors. It was originally created as part of a recommendation from town business plan study to extend the tourist season. The event started in 1986, and features a pumpkin weigh-off competition of large pumpkins and a two-day car show.
- + [Elora Festival Annual Fundraiser - Booksale](#) - This event is an annual fundraising event for the Elora Festival where second hand books are sold. This spring event is going into its 25th year. The books for sale are donated by residents and the public based on a set of criteria for the types of material accepted. Over 70,000 books are available at this sale and it is the largest book sale in Ontario.

- + [Unionville Heritage Festival](#) in Markham - Held by the Unionville BIA, this heritage festival closes the Main Street to have historical demonstrations, buskers, penny farthing rider, bands and food.

Similar events can be created as new events for the three downtown areas or incorporated into existing events that are already held. They can be achieved at the scale appropriate for Georgina. These events have the potential to grow to something larger to attract more tourists and gain in attendance as their popularity grows. These seasonal events provide an opportunity for tourism throughout the year, and not just during the summer season.

4.4 Quick Wins and Short-Term Priorities

Working in partnership with the local business community and residents, it will be up to Council and/or the BIA's to determine an annual implementation schedule for the publicly funded recommendations, based on available funding and local priorities for each Community Improvement Area. Notwithstanding that recognition, a number of Quick Wins and other Priorities are recommended to kick-start the implementation process, keep the momentum for change going, and demonstrate a commitment by the Town and benefiting landowners to revitalize these Downtown areas.

Five Quick Wins

These five "Quick Wins" deal with some of the priority items identified through the consultation process. They represent the beginning of a long-term downtown improvement process for Sutton, Jackson's Point and Uptown Keswick. The intent of these "Quick Wins" is to assist private landowners with improvements to their buildings (reducing the costs), and putting into place the redevelopment framework and community oversight necessary to get the ball rolling in the right direction (establishing the environment for change).

1. Allocate funding and implement the recommended financial incentive programs.
2. Amend the Zoning By-law to establish the framework for redevelopment.
3. Establish a BIA in Uptown Keswick and complete a First Impressions Downtown Report for Uptown Keswick.
4. Establish an Oversight Committee to implement the Plan.
5. Promote Downtown events/festivals to attract existing residents and tourists. Start small, and grow over time.

Other Priorities

These other priorities have cost implications, and will need to be considered over a longer time frame. Cost expenditures must be phased to match community priorities, and their ability to pay. It is important to remember that the Town is a willing partner, but that planning and funding must also be community based.

1. Brand the Downtowns and prepare marketing materials. The BIA's should take on the task of marketing their downtown areas to improve their exposure in Georgina, and beyond. Marketing programs need to focus on getting people to shop locally, and to attract the tourists who already come to Georgina.
2. Start a community ramp project to retrofit storefronts with temporary ramps that improve accessibility. Stop Gap (<http://stopgapblog.blogspot.ca/>) offers an affordable and attractive design.
3. Establish permissions for temporary Pop-Up Shops in vacant storefronts to reduce the number vacant sites. This is an opportunity for landlords/building owners to partner with small businesses, artists and community organizers that have limited access to storefront space to work together to create retail stores and attractions. This opportunity can generate interest in what would normally be a vacant space and keep the downtowns busy.
4. For each of the Downtowns, organize a temporary streetscape demonstration project during a high profile event. This can be done on a stretch of street or at an intersection to generate excitement for future improvements. Paint, planters, benches, patio seating and other temporary fixtures can be used.
5. Establish a phased approach to implementing the recommended streetscape improvements. This Report has identified, very conceptually, the kind of public realm improvements that have been successfully implemented in other communities, with substantial positive effect. It is noted that more detailed plans should be prepared by each of the BIA's to further articulate individual community priorities.

A phasing and costs

APPENDIX 1 Phasing & Costs

A comprehensive set of "order of magnitude" costs for the streetscape enhancement concepts articulated in the body of the Report have been identified for the three downtown Study Areas of Keswick, Sutton and Jackson's Point within the Town of Georgina.

It is important to recognize that the streetscape concept plans were provided to show an example of how each of these downtown areas could be improved through enhancements similar to those implemented in other municipalities. There are two important messages that need to be considered:

1. These conceptual plans need to be reviewed and adjusted based on the needs and priorities of each of the downtown area BIA's. The BIA's, in collaboration with the Town will need to take the ideas presented and make area specific adjustments, determine a priority and phasing strategy, and develop more detailed cost estimates; and,
2. The general costs are provided to give everyone an understanding that these types of improvements are expensive. This Report also advocates that the improvements can, and should be implemented incrementally over time through a phasing schedule, and that the responsibility for capital costs and ongoing maintenance costs is to be shared among the Town and the individual BIA. It is also anticipated that, over time, funding from the Region, or Province or Federal governments may be available to assist with components of the longer-term plan.

A strategic approach to implementation is recommended, beginning with targeted demonstration projects and interim improvements (see Quick Wins on page 120), followed by annual improvements along the primary thoroughfares within each downtown Study Area.

Recommended improvements have been organized by specific Study Area, and broken into several phases.

Keswick

As part of a five phased-approach to implementing the recommended public realm improvements in Downtown Sutton, it is recommended that the Town begin by:

- + Applying a streetscape element strategy that is consistent and complementary to that proposed in the Jackson's Point BIA Revitalization Project and Branding Plan. Elements to include but are not limited to furnishings, light standards and tree plantings. These improvements should occur along the primary thoroughfares of Simcoe Avenue between Metro Road and The Queensway, and along The Queensway between Church Street and Simcoe Avenue.
- + Upgrade key intersections, including crosswalks and curb bump-outs (at Church Street and The Queensway, Simcoe Avenue and The Queensway, and Metro Road and Simcoe Avenue).
- + Upgrade existing parkettes, and establish new corner parkettes and two mid-block pedestrian connections between Simcoe Avenue and Church Street.
- + Construct a market structure adjacent to Simcoe Avenue.
- + Upgrade mid-block streetscape and secondary intersections by introducing improved sidewalks, bump-outs and crosswalks along Simcoe Avenue (from The Queensway to Metropolitan Crescent, Church Street, Metro Road and The Queensway).

- + Promoting through public/private partnerships, the development of patios, cafés and further private property improvements along these improved right-of-ways.

The total cost for the proposed streetscape works (including public and private street-level improvements) is anticipated to range from \$2,500,000 - \$3,500,000. Based on the Order of Magnitude estimation for the five phases, it is anticipated that the following range of costs for the phased upgrades are:

- + **Phase 1** – Streetscaping element upgrades: \$190,000.
- + **Phase 2** – Key Intersections Improvements: \$360,000.
- + **Phase 3** – Parkettes and Pedestrian Links: \$1,488,000.
- + **Phase 4** – Market Structure: \$80,000.
- + **Phase 5** – Streetscape improvements: \$600,000.

Sutton

As part of a five phased-approach to implementing the recommended public realm improvements in Downtown Sutton, it is recommended that the Town begin by:

- + Applying a streetscape element strategy that is consistent and complementary to that proposed in the Jackson's Point BIA Revitalization Project and Branding Plan. Elements to include but are not limited to furnishings, light standards and tree plantings. These improvements should occur along the primary thoroughfares of High Street and Dalton Road.
- + Construct a waterfront boardwalk and trail along the bank of the Black River between Middle Street and River Street, and improved pedestrian promenade and pier connecting High Street and market

Square to the riverfront.

- + Upgrade key intersections, including crosswalks and curb bump-outs (at River and High Streets, Market Square and High Street, and Middle and High Streets).
- + Upgrade market square parkette, connecting park space between Market Square and River Street and Mill Pond Park.
- + Upgrade mid-block streetscape by introducing improved sidewalks along High Street, and upgrading secondary intersections, including crosswalks and curb bump-outs (at West, Snooks, Hawkins and East Streets).
- + Promoting through public/private partnerships, the development of patios, cafés and further private property improvements along these improved right-of-ways.

The total cost for the proposed streetscape works (including public and private street-level improvements) is anticipated to range from \$2,800,000 - \$3,800,000. Based on the Order of Magnitude estimation for the five phases, it is anticipated that the following range of costs for the phased upgrades are:

- + **Phase 1** – Streetscaping element upgrades: \$287,000.
- + **Phase 2** – Boardwalk and Pier: \$114,750.
- + **Phase 3** – Key Intersections Improvements: \$540,000.
- + **Phase 4** – Market Square and Park Improvements: \$1,320,000.
- + **Phase 5** – Streetscape improvements: \$925,000.

Jackson's Point

As part of a five phased-approach to implementing the recommended public realm improvements in Downtown Jackson's Point, it is recommended that the Town begin by:

- + Applying the several streetscaping elements as outlined in the Jackson's Point BIA Revitalization Project and Branding Plan, which include but are not limited to furnishings, light standards and tree planting strategies. These improvements should occur along the primary thoroughfares of Lake Drive East between Riley Avenue to the East and Hedge Road to the West, as well as along Lorne Street to the north and Dalton Road to the south
- + Upgrade key intersections (at Lake Drive and Dalton Road, Dalton Road and Metro Road North, then Lake Dr. and Lorne Street/Grew Blvd.).
- + Upgrade the public park space running the length of Lorne Street from Lake Street to Jackson's Point Wharf.
- + Upgrade streetscape by introducing improved sidewalks along the primary pedestrian streets (Lake Drive, Lorne Street, and Dalton Road).
- + Upgrade transitional spaces with the addition of plantings to delineate the pedestrian corridor from adjacent parking lots.
- + Promoting through public/private partnerships, the development of patios, cafés and further private property improvements along these improved right-of-ways.

The total cost for the proposed streetscape works (including public and private street-level improvements) is anticipated to range from \$2,500,000 - \$3,500,000. Based on the Order of Magnitude estimation for the five phases,

it is anticipated that the following range of costs for the phased upgrades are:

- + **Phase 1** – Streetscaping element upgrades as per Jackson's Point BIA Revitalization Project and Branding Plan: \$217,000.
- + **Phase 2** – Key Intersections Improvements: \$270,000.
- + **Phase 3** – Park Improvements along Lorne Street: \$1,551,000.
- + **Phase 4** – Streetscape improvements: \$650,000.
- + **Phase 5** – Transitional Space Improvements: \$65,000.

This estimate does not include subsequent improvements developed within the private realm as a result of public/private partnerships. Nor does it include any major infrastructure improvements, such as reconstructing storm water management facilities or retrofitting underground utilities.

