

DOWNTOWN GEORGETOWN PLANNING STUDY



Destination
DOWNTOWN

**PRESENTATION TO PLANNING, PUBLIC WORKS AND TRANSPORTATION
COMMITTEE**

Tuesday, June 26, 2018

The Planning Partnership

OVERVIEW OF STUDY, PROCESS & MILESTONES

We are here



PURPOSE OF THE STUDY

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



PUBLIC ENGAGEMENT SO FAR:

1

**Downtown
Visioning Session**
February 20, 2018

2

Design Summit
April 4, 2018

3

Workshop
May 24, 2018



TAC Meeting



Roving
Information
Station
Interviews



TAC Meeting



Steering
Committee
Meeting



On-line
Surveys



Steering
Committee
Meeting



Public Workshop



Group
Discussions on
Vision



Group
Discussions on
the preliminary
preferred
alternative



One-on-One
Interviews



Group
Discussions
on
Principles

DRAFT VISION STATEMENT





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

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

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



DRAFT GUIDING PRINCIPLES

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

DRAFT GUIDING PRINCIPLES

5



Protect and enhance **natural features** while broadening opportunities for public access, enjoyment, education and stewardship.

6



Demonstrate **high-quality design** in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods.

7



Incorporate **sustainable development and construction** practices to maximize resource conservation.



DESIGN SUMMIT: WHAT HAPPENED?

- April 4, 2018 at the Mold-Masters SportsPlex
- Two design sessions: 3:00-5:30 pm & 6:30-9:00 pm
- Participants joined a member of the Project Team to prepare an Alternative (concept) for the study area using a specific design program
- The Alternatives were developed based on development programs designed to test out various elements of the Guiding Principles
- The Design Summit resulted in the development of 8 different Alternatives for the study area





DESIGN SUMMIT: DEVELOPMENT PROGRAMS

VARIABLE

Alternative 1



Alternative 2



Alternative 3



Alternative 4



of Units

450

450

650

800

Type of Built Form

Townhouses

Townhouses & Mid-rise

Mid-rise

All forms

Building Height

3

3-6

8

3-10+

Public Realm / Parks

Existing park

One central urban park

Urban square with each development

Parks and urban squares

Heritage

Conserved

Integrated

Integrated

Conserved

Main Street ROW

Shared 'ROW'
Vehicles and bicycles share existing lanes

Dedicated Lanes
1 lane for vehicles; 1 lane for bikes and transit

Remove Street Parking
Create enhanced bike lanes

Shared 'ROW'
Vehicles and bicycles share existing lanes



PRELIMINARY PREFERRED ALTERNATIVE: PROCESS



Alternative 1



Alternative 2



Alternative 3



Alternative 4

Inputs for Evaluation



Online survey (228
respondents)



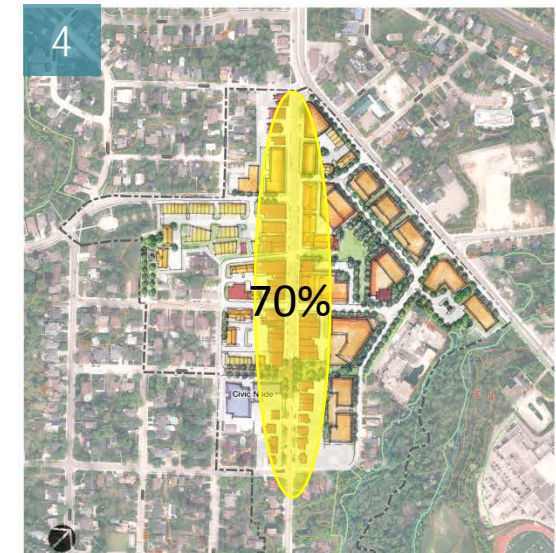
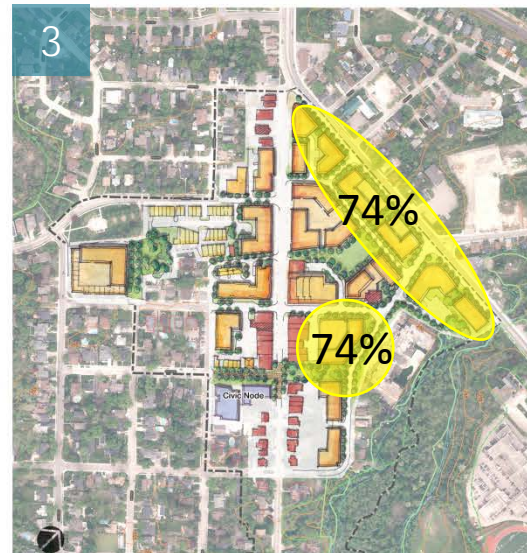
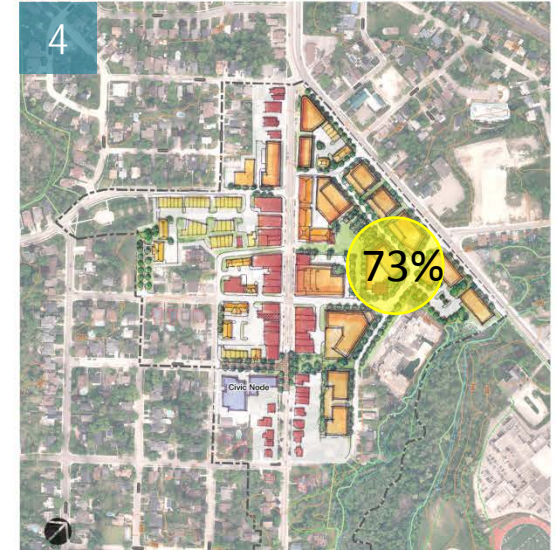
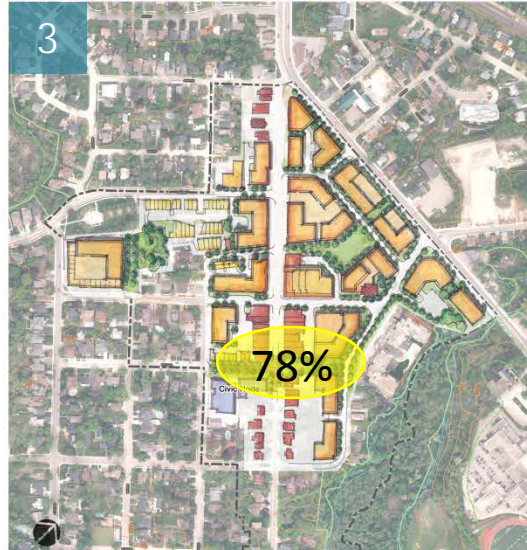
Project Team's
Evaluation

Preliminary Preferred
Downtown Planning
Alternative



PRELIMINARY PREFERRED ALTERNATIVE: METROQUEST SURVEY – 228 RESPONDENTS

- 78% agreed with the idea of a new urban square at foot of Church St with pedestrian route from Main St down to Park Ave
- 73% agreed with the idea of a new public space in front of historic post office
- 74% agreed with the concept of locating the tallest buildings on Guelph St
- 74% agreed with the idea of new 3-6 storey buildings built into the slope behind the existing parking lot
- 70% agreed with the idea of establishing a 3 storey height limit along Main St, stepping back to 8 storeys





PRELIMINARY PREFERRED ALTERNATIVE: DRAFT PRESENTED TO WORKSHOP #3





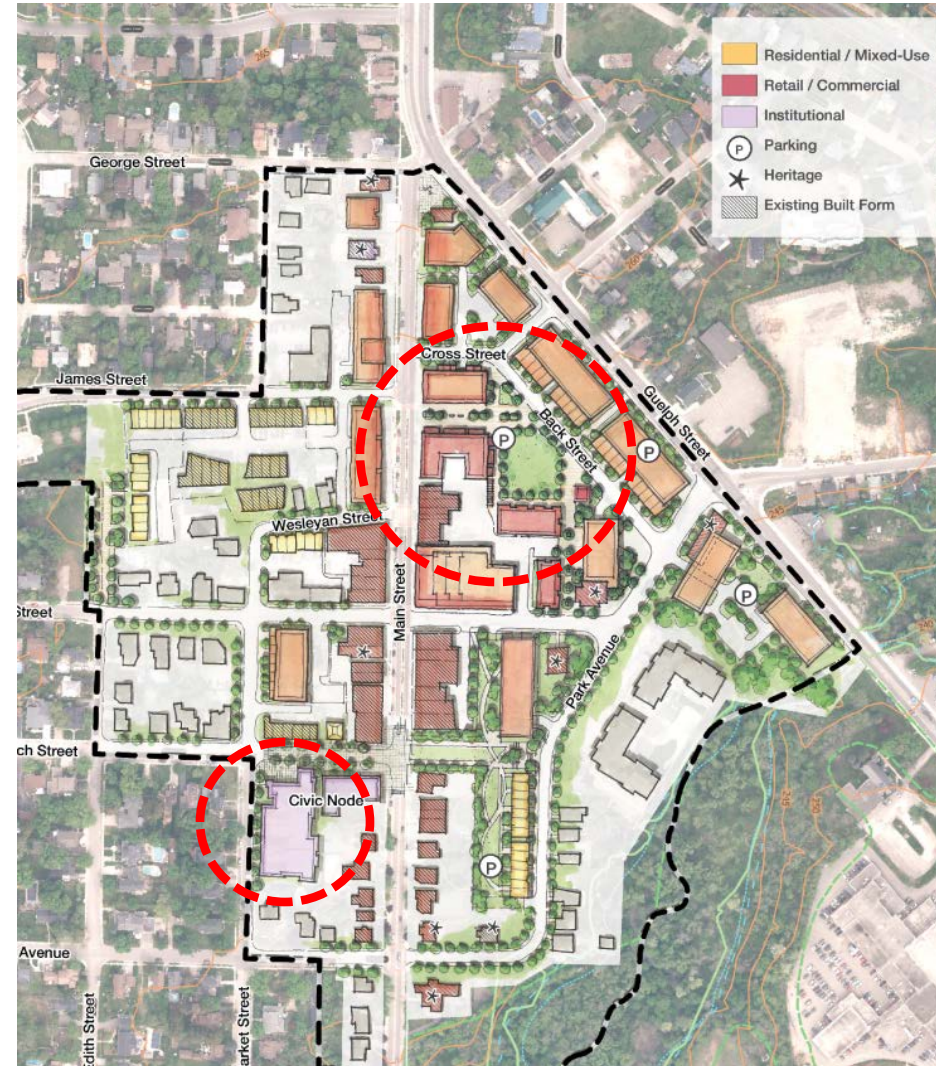
PRELIMINARY PREFERRED ALTERNATIVE: INPUT FROM WORKSHOP #3



- Generally strong support for concept
- Concern about loss of retail on Main Street due to opening up new urban square with frontage on Main Street
- Higher building is acceptable at the Carpet Barn site
- Consider pedestrian only street in front of library/community centre or conversion to a one-way street
- Careful consideration for proposed maximum building height, land consolidations, and an even distribution of parking



PRELIMINARY PREFERRED ALTERNATIVE: REVISION





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

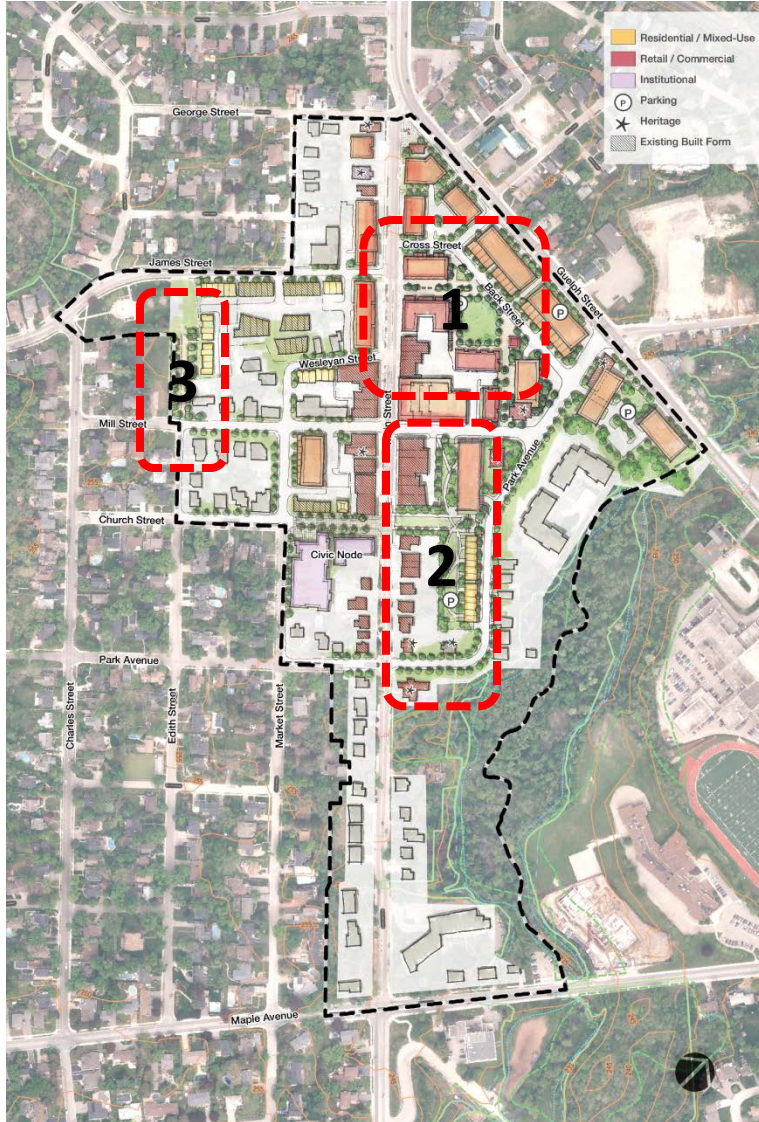


Key listed heritage buildings and groups of buildings to be considered for preservation and integration with development, to 'Tell Stories'.

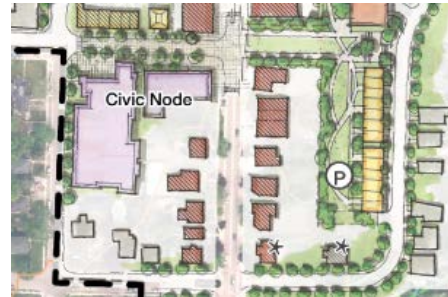




PRINCIPLE 2: Establish a variety of beautiful public gathering spaces to support cultural events, festivals and community life throughout the year



1 Downtown Square



2 Civic Square / Linear Park

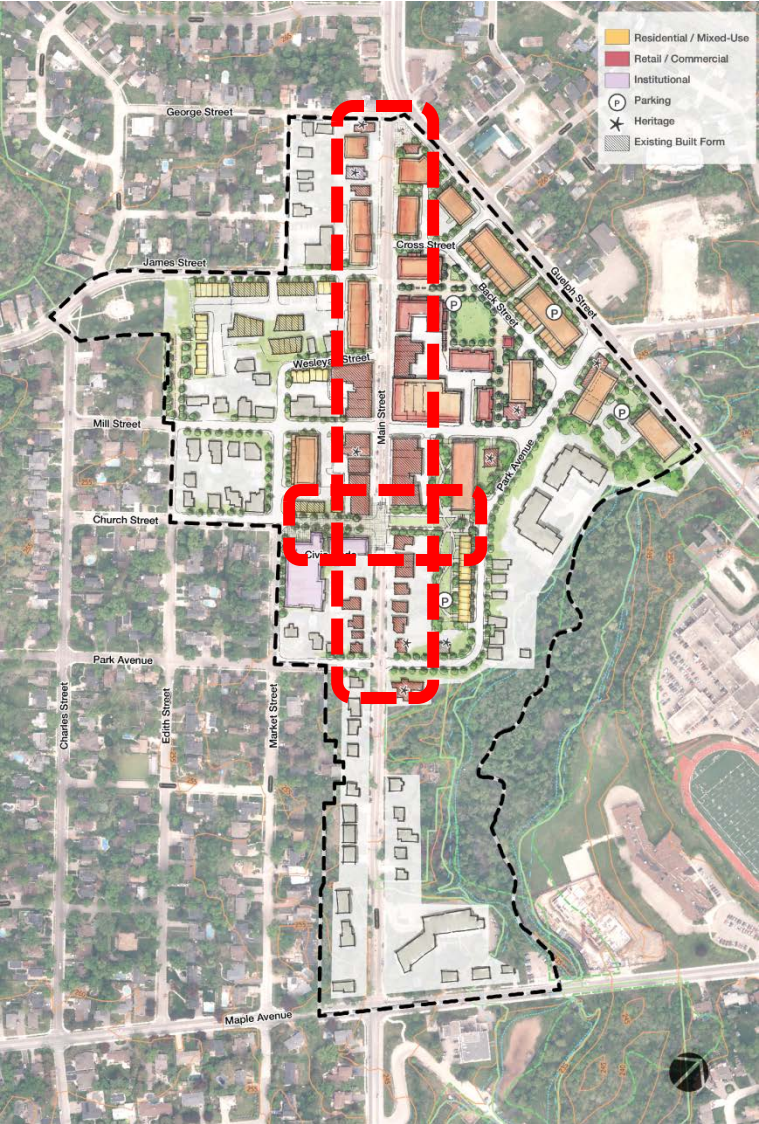


3 Park Link





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





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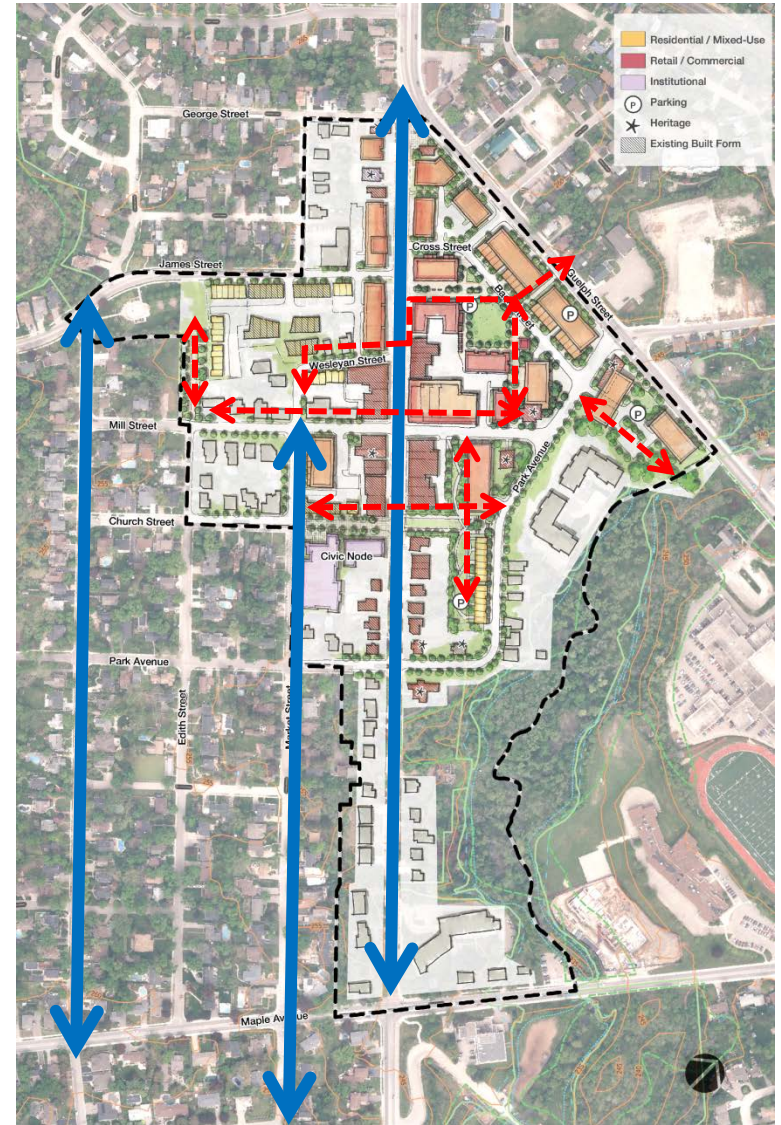
Designated bike routes through Downtown on Main Street and nearby local roads (i.e. Market St and Charles St)



Bicycle parking should be installed at key locations throughout Downtown Georgetown, as seen with the newly-installed bicycle parking on Main Street



Pedestrian connections to and from public spaces





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

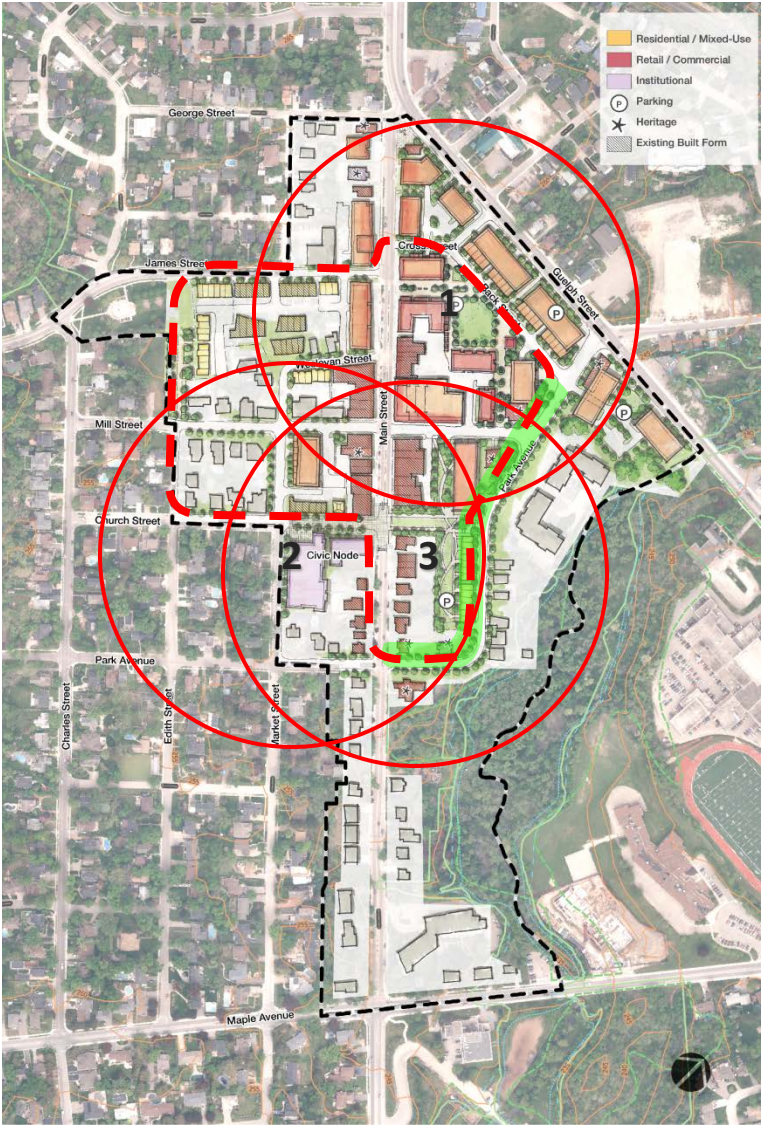
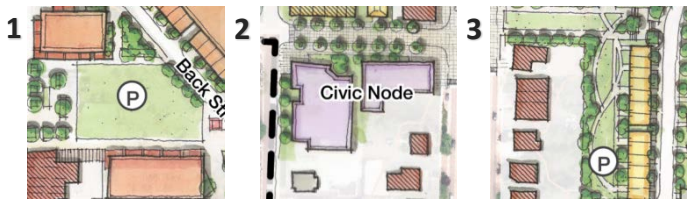
Green Street



Downtown Heritage Loop



200m radius





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



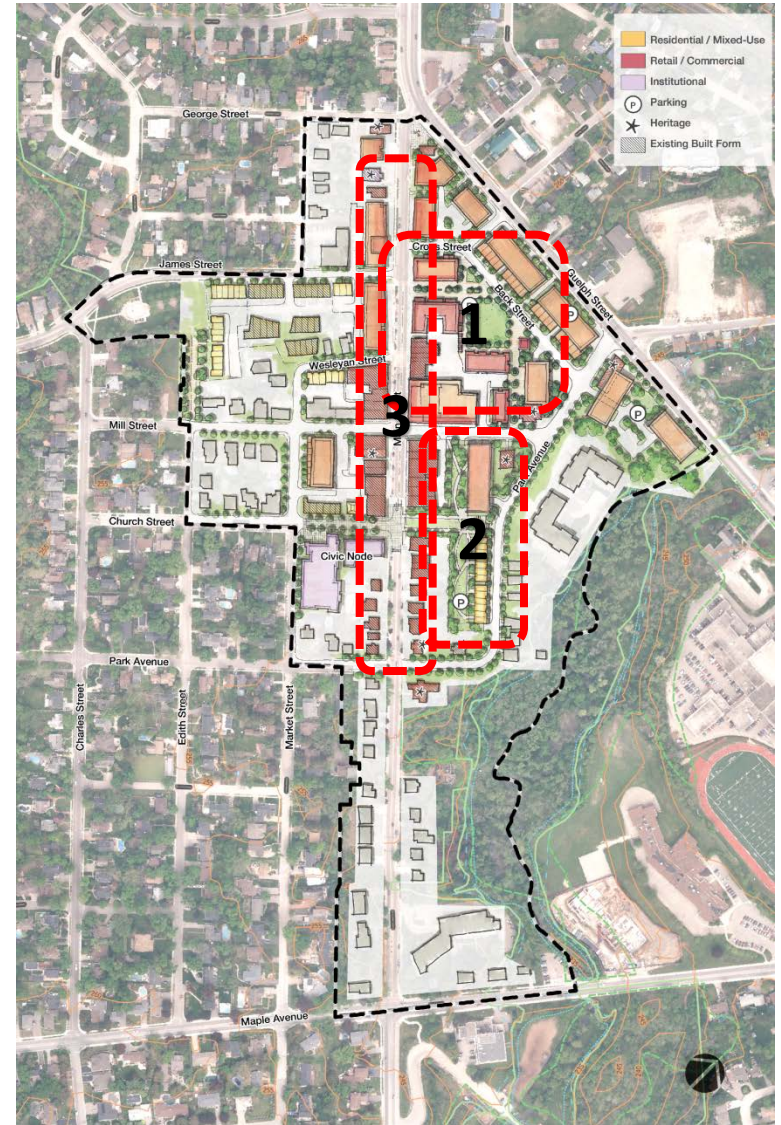
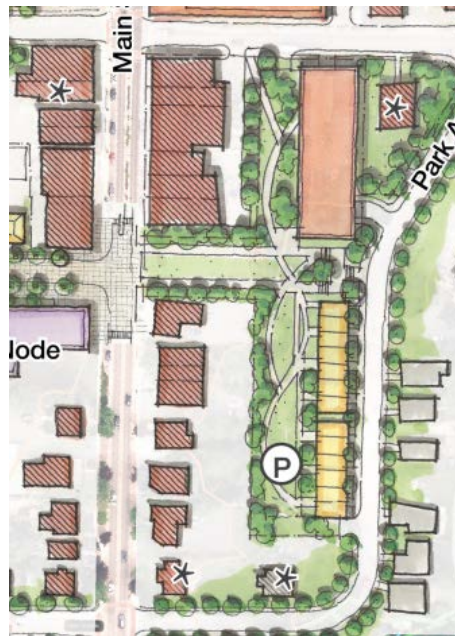
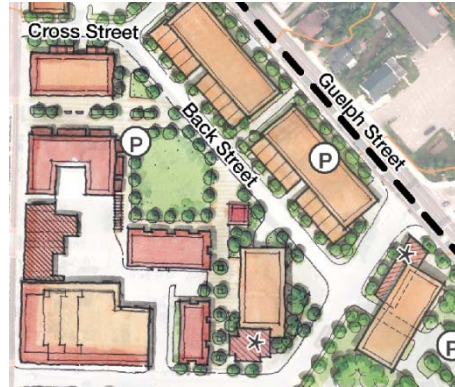
1 Underground / Surface



2 Underground / Surface

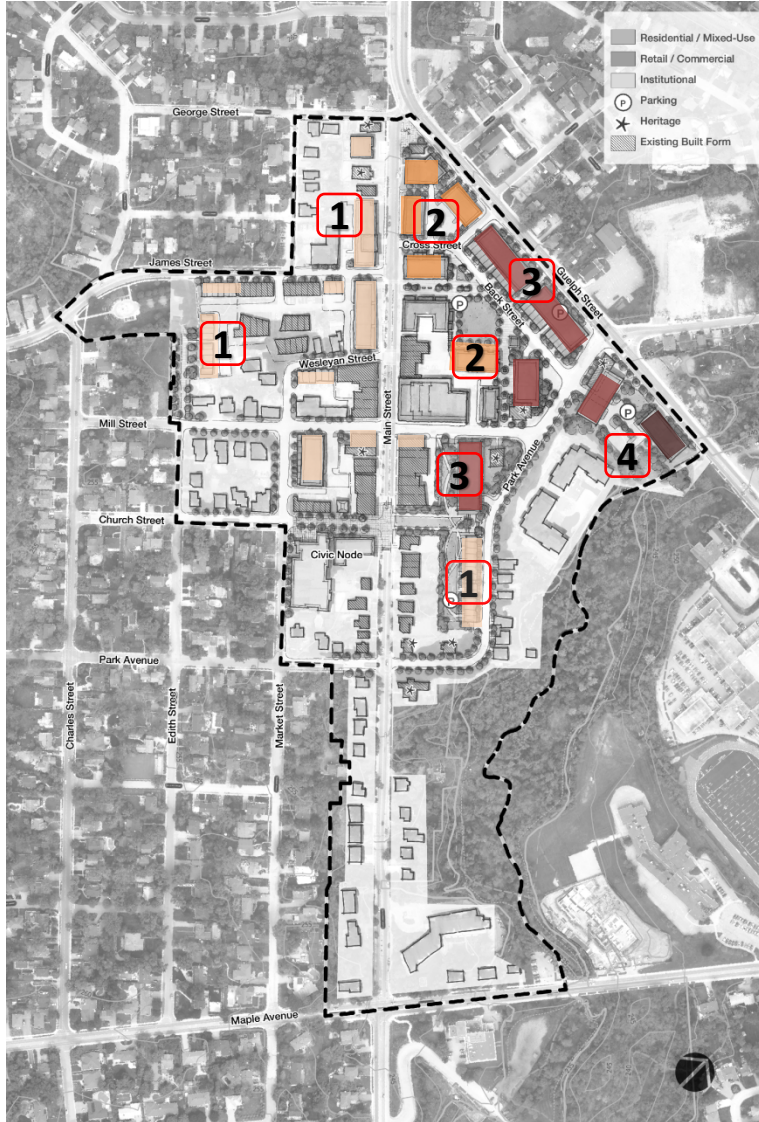


3 On street





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



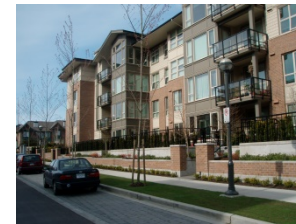
1 Townhouses / Commercial Mixed-Use



2-4 storeys



2 Low-rise Mixed-Use Apartments



4-6 storeys



3 Mid-rise Apartments



6-8 storeys



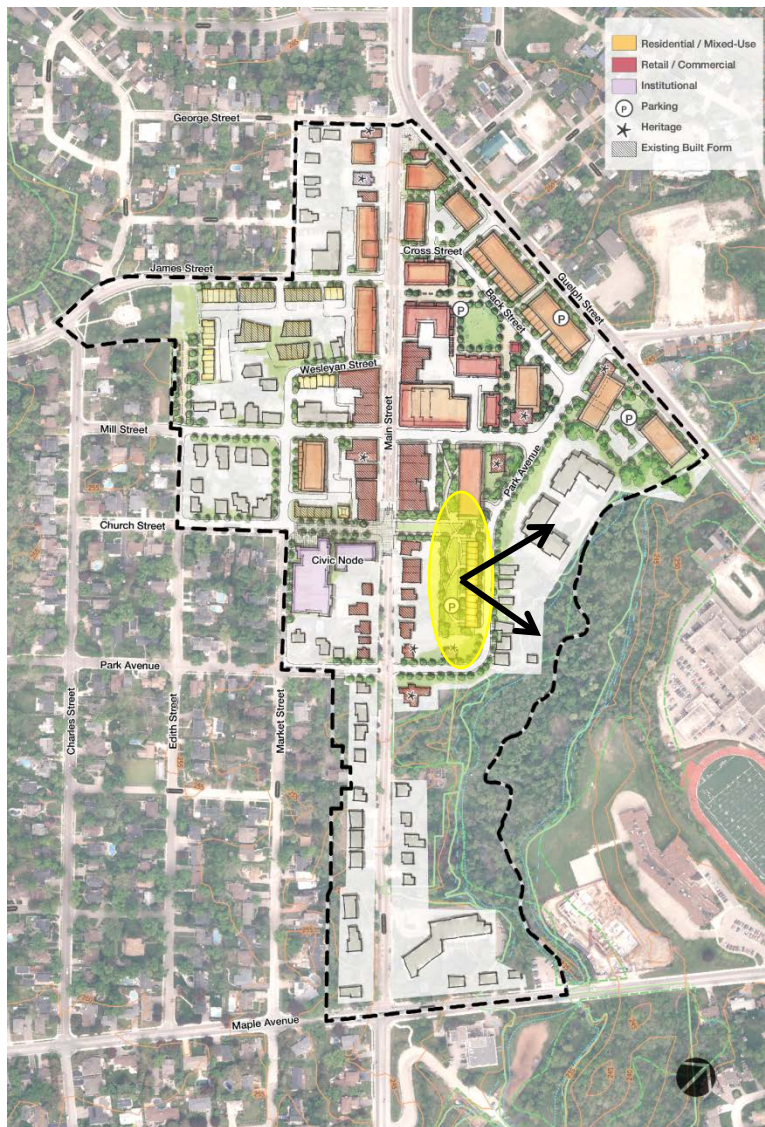
4 Mid-rise Apartments



8-10 storeys



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



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

Open up views to valley

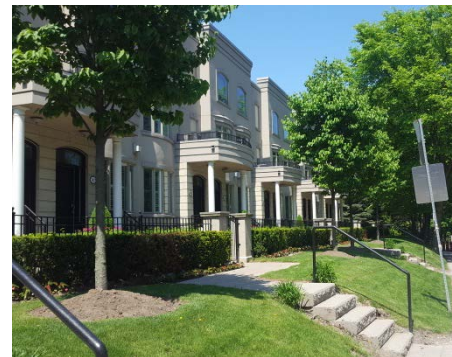


PRINCIPLE 6: Demonstrate high-quality design in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods



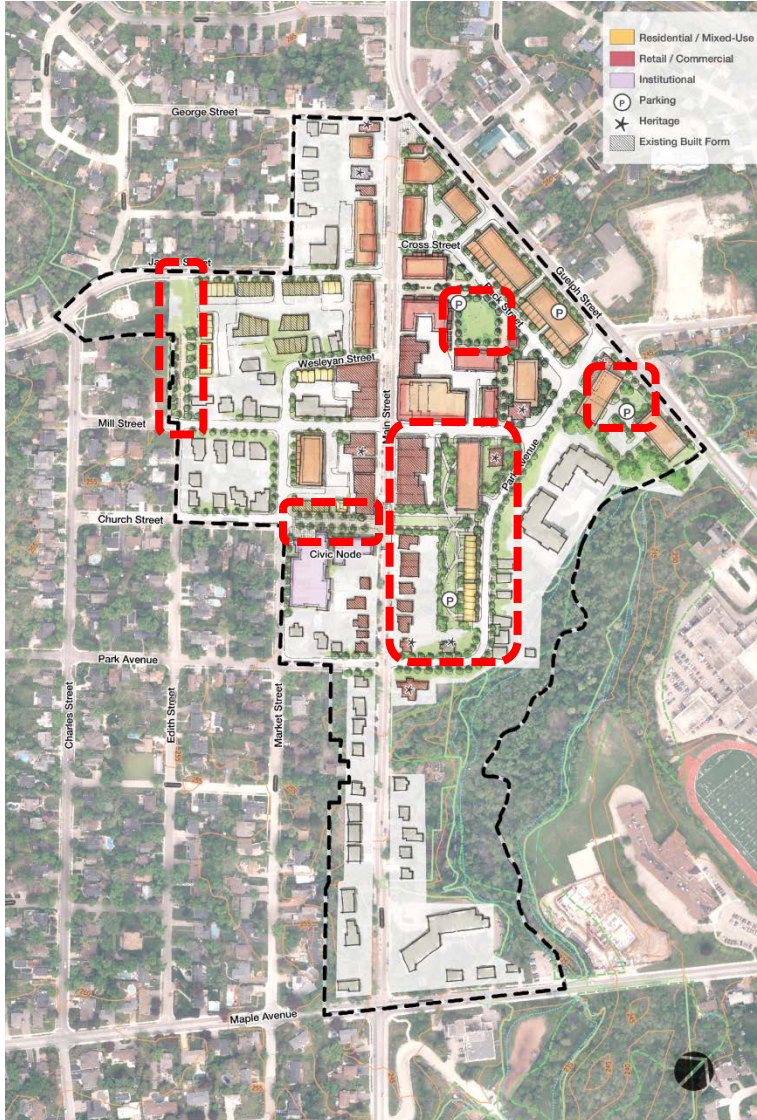
Ensure a gradual transition of building height to adjacent residential neighbourhoods

Protect character and stability of adjacent neighbourhoods





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



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

Next Steps

- Use online tools to obtain public feedback on the Preliminary Preferred Alternative over the summer
- Continue to evaluate Preliminary Preferred Alternative as Supporting Studies are prepared for:
 - Cultural Heritage
 - Natural Heritage System (scoped)
 - Market
 - Fiscal Impact
 - Servicing
 - Mobility
 - Parking
 - Sustainability
 - Urban Design

Next Steps

- Further review heights proposed for Downtown Georgetown based on factors such as:
 - Understanding the local context, including built form adjacencies and topography
 - Land parcel configuration and the potential/requirement for land assembly
 - Service infrastructure availability to support the development
 - Fiscal and market realities of various built forms and land uses
- Prepare Draft Secondary Plan, Zoning By-law (if necessary) and implementation strategy