



Destination
DOWNTOWN

DOWNTOWN GEORGETOWN PLANNING STUDY

Downtown Visioning Workshop #1

Tuesday, February 20, 2018

The Planning Partnership

INTRODUCTION TO PROJECT

THE TEAM

The Planning Partnership

Meridian Planning Consultants

PLAN B Natural Heritage

Cole Engineering Group Ltd.

Bray Heritage

N. Barry Lyon Consultants Ltd.

SCS Consulting Group

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



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OVERVIEW OF STUDY, PROCESS & MILESTONES

Get to here before summer



Purpose of the Study

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



Technical Advisory Committee

to provide technical review and analysis

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



Project Steering Committee

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

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

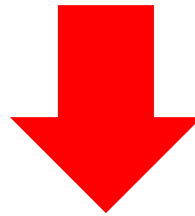


OVERVIEW OF PUBLIC ENGAGEMENT STRATEGY

1 What's important to you?

2 Design, design, design

3 Downtown Plan



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



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OPPORTUNITIES TO GET INVOLVED



Downtown Visioning Workshop
February 20



One on one interviews



Web site



Kick-off Presentation



Roving destination downtown discussions



Downtown Design Summit
(April 2018)



Visual Preference Survey



Interactive displays at consultation events



Downtown Open House
(June 2018)



Table Group Discussions



Social media



Wrap up presentation



Displays of work in progress



@_HaltonHills @dtowngtown



@TownOfHaltonHills



tarab@haltonhills.ca



haltonhills.ca/destinationdowntown

PUBLIC ENGAGEMENT SO FAR

Ways we connected:



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



Handout surveys



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



The project web page: *letstalkhaltonhills.ca*



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

WHAT WE'VE HEARD SO FAR

What's important to you:

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

What could make Downtown Georgetown even better:

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



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

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

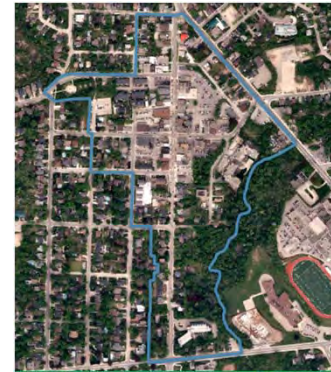
Downtown Planning Alternatives (to be developed in next stage of Study)



Alternative 1



Alternative 2



Alternative 3

Many Inputs for Evaluation



Public Input



Technical Evaluation from Project Team



Town Staff Comments



Steering Committee Comments



Technical Advisory Committee Comments

Preliminary Preferred Downtown Planning Alternative





PLANNING POLICY

POLICY REVIEW



2017 Growth Plan and Provincial Policy Statement

- Encourages intensification and compact built form
- Intensification and higher densities, support of a range of housing options
- 2041 planning horizon
- Increased built boundary target of 60%
- Focus of intensification in strategic growth areas

Region of Halton Official Plan

- Town of Halton Hills is projected to grow to 94,000 people in 2031, with the majority of the growth directed to Georgetown
- Regional Official Plan must be brought into conformity with 2017 Growth Plan and 2041 population target

Town of Halton Hills Strategic Plan (2014-2018)

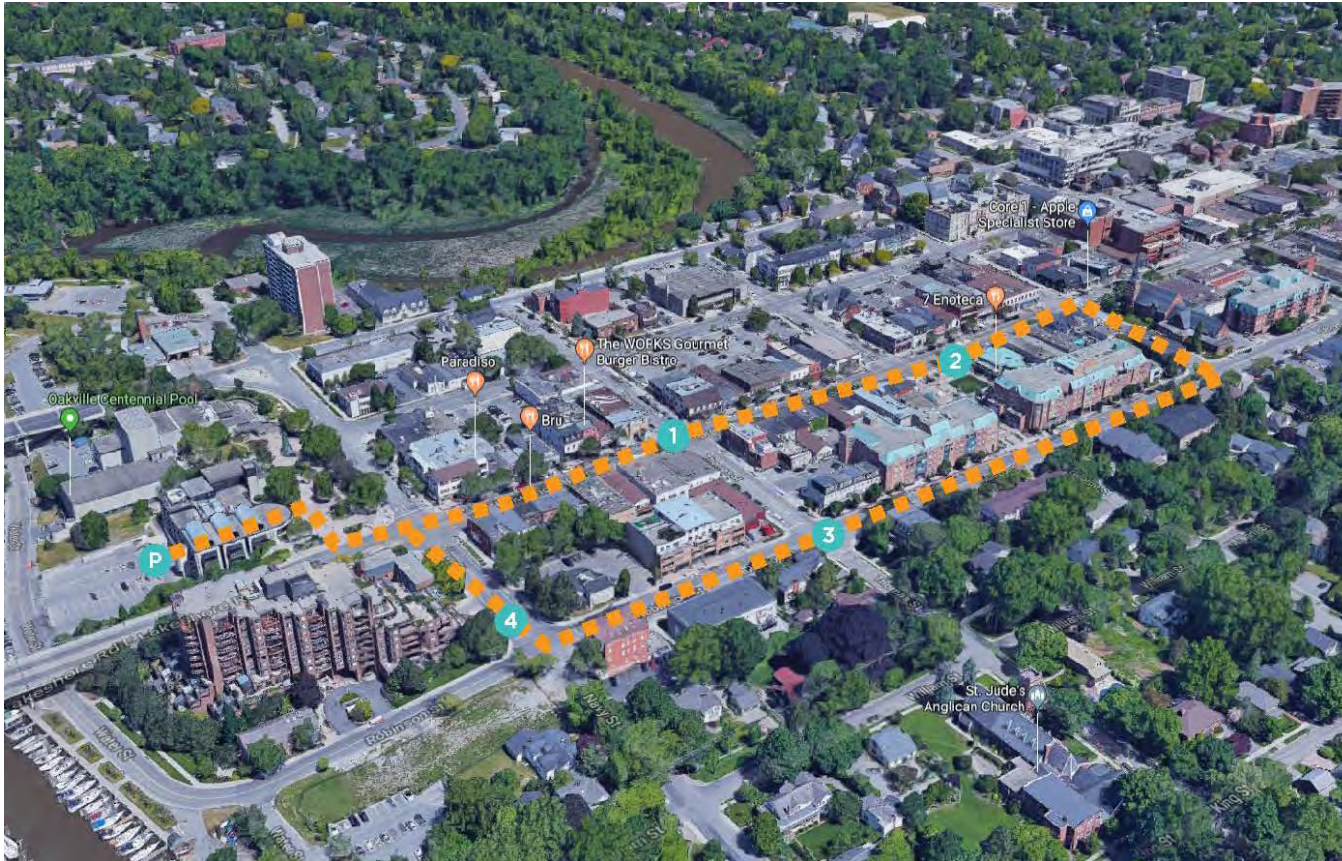
- Protection and adaptive reuse of built heritage
- Focus development in intensification areas
- Urban design for infill/intensification is important

Town Official Plan 'Intensification Area'

- Encourages new development, redevelopment, and a wide mix of uses
- Balance between new development downtown and preservation
- Intensification target of 340 units (Intensification Strategy)

Bus Tour - January 5, 2018

Oakville

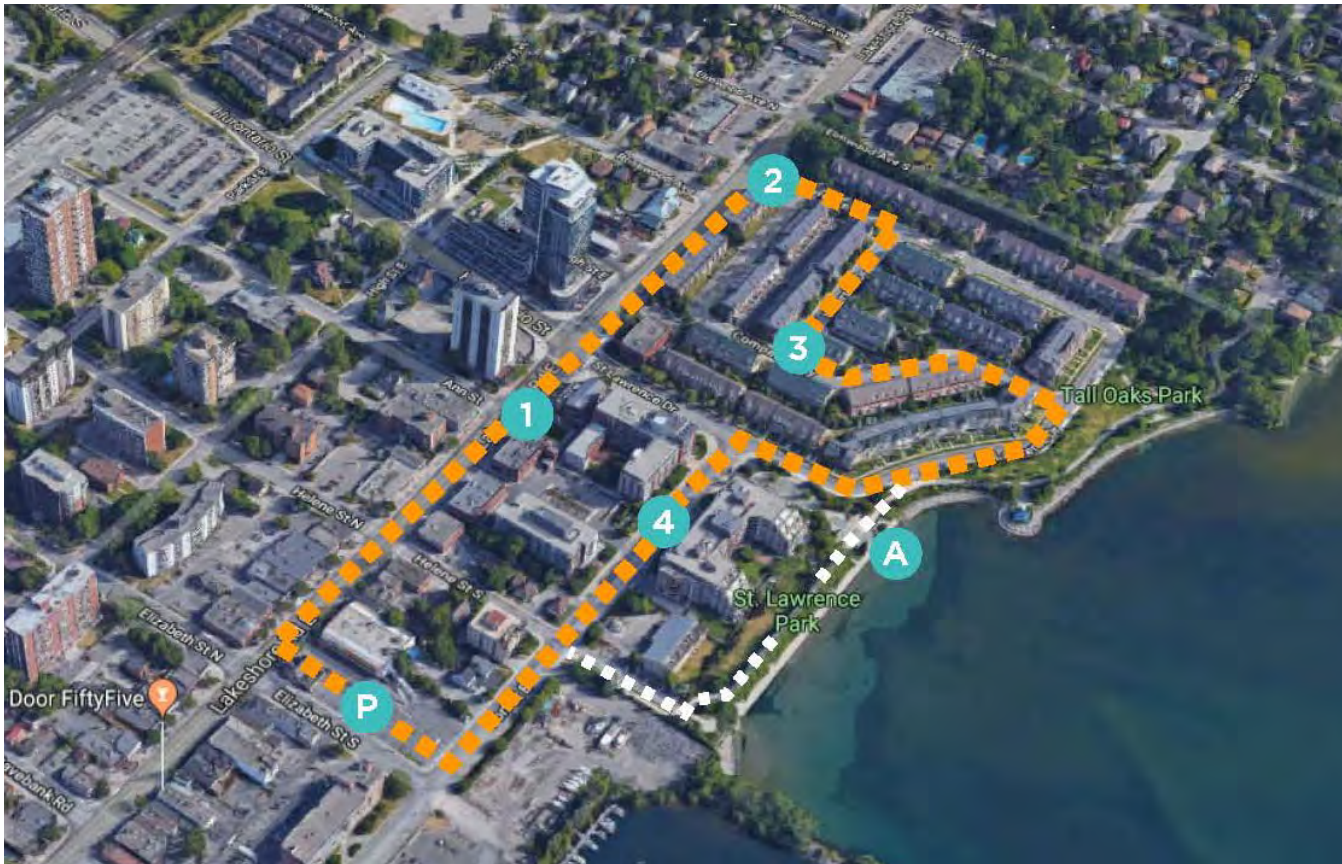


- Town Square park developed in association with 5 storey mixed use building.
- Residential intensification helps to support very successful main street on Lakeshore Road



Bus Tour - January 5, 2018

Port Credit

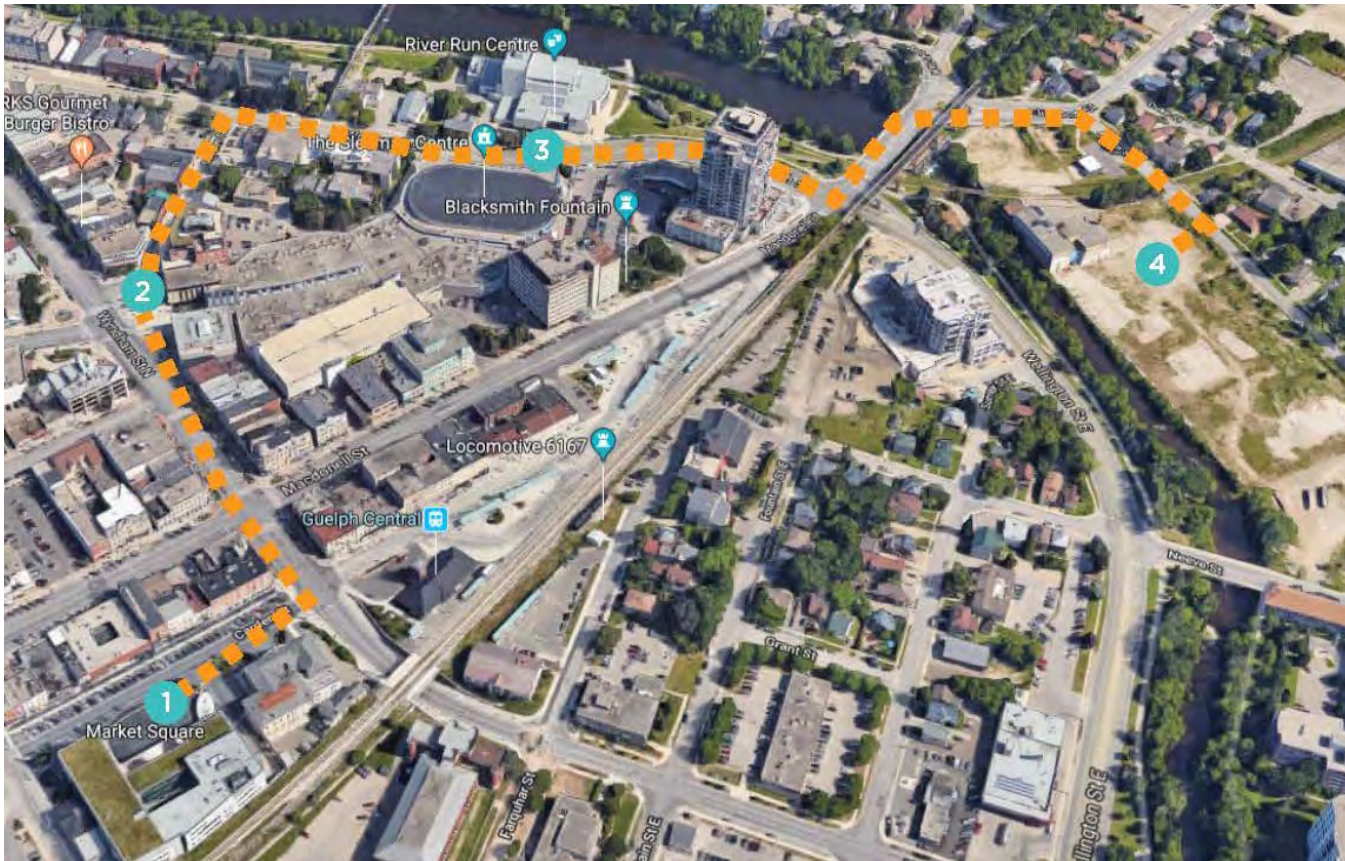


- New Town Square park developed in association mixed use buildings.
- “Live-work” units built on Lakeshore Road – new model for new buildings on a main street

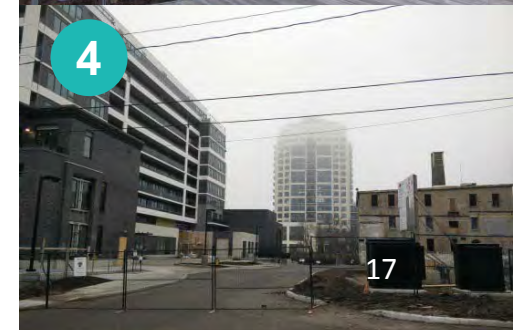


Bus Tour - January 5, 2018

Guelph








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

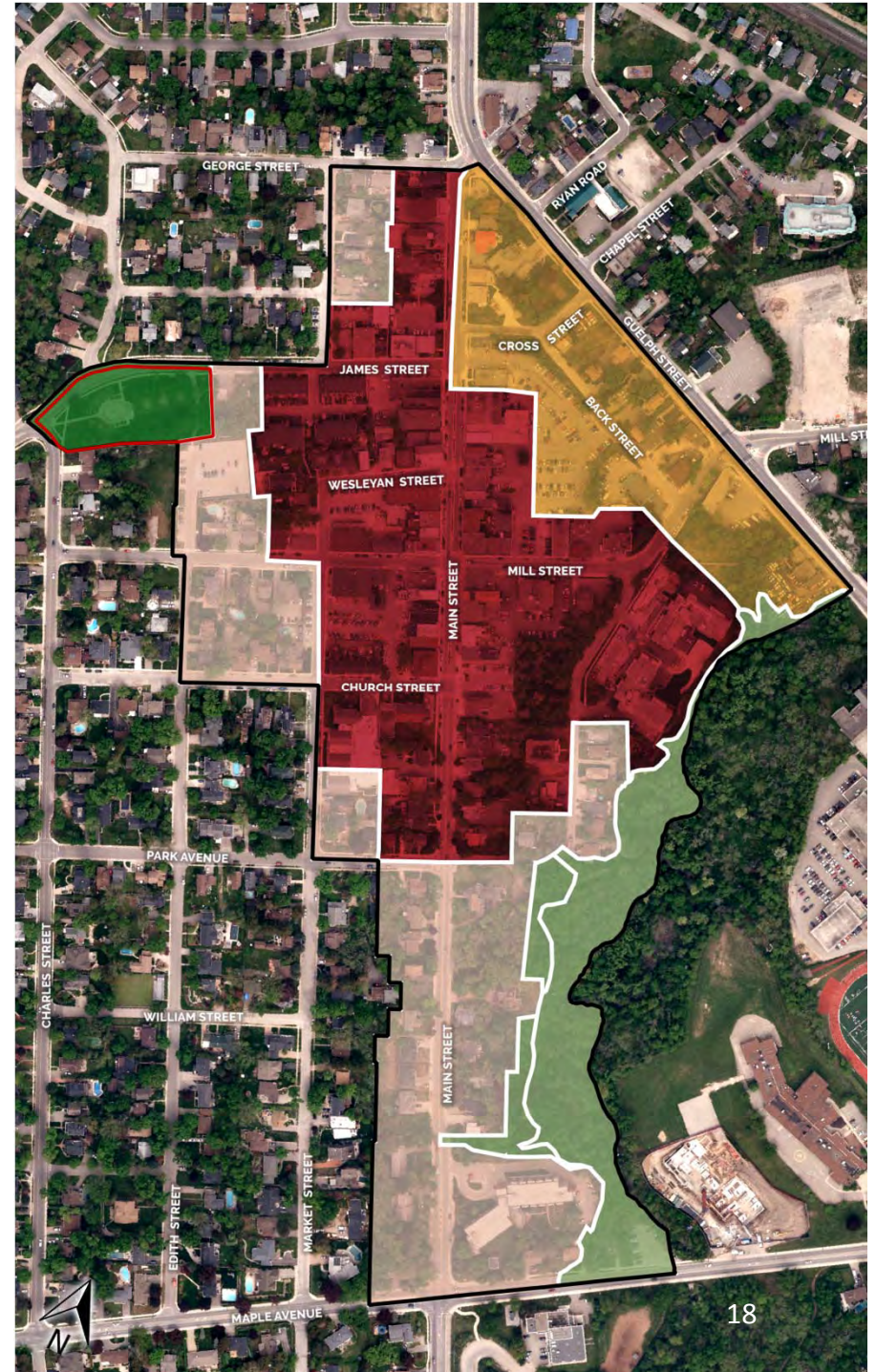


PLANNING POLICY

OFFICIAL PLAN – LAND USE



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



PLANNING POLICY

OFFICIAL PLAN – PERMITTED HEIGHTS



Downtown Core Sub-Area

Max Height along Main St: 4 Storeys

Max Residential Building Height: 8 Storeys

Max Density: 100 units/ha

OPA to permit 10 storeys on McGibbon site

Downtown Complimentary Sub-Area

Max Residential Building Height: 3 Storeys

Max Density: 30 units/ha

Downtown Redevelopment Sub-Area

Height for High Density Residential: 4-8 Storeys

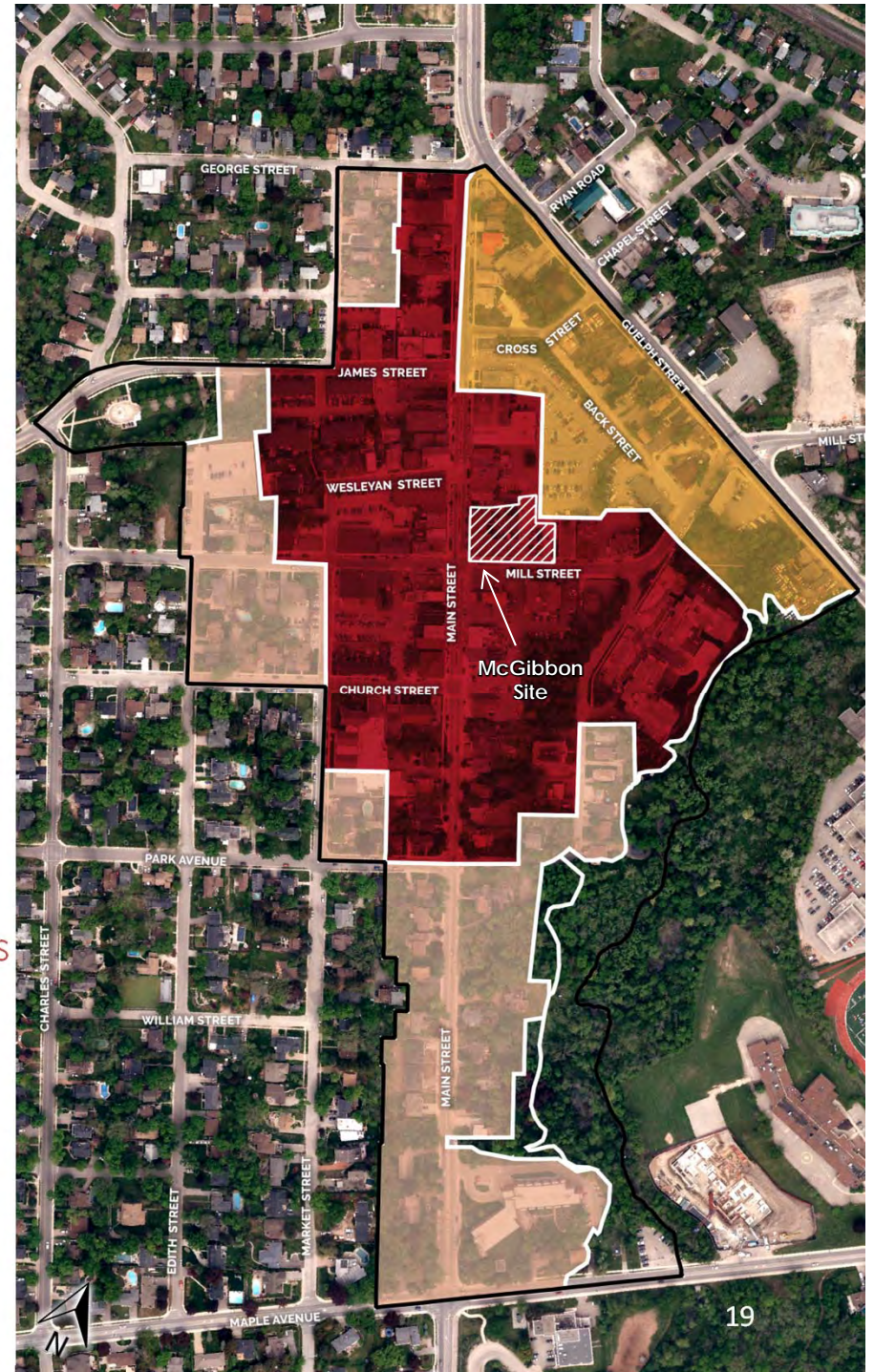
Density: 75-150 units/ha for apartments

Min Density: 21-50 units/ha for townhouses

 Downtown Boundary



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PLANNING POLICY

OFFICIAL PLAN – PERMITTED HEIGHTS

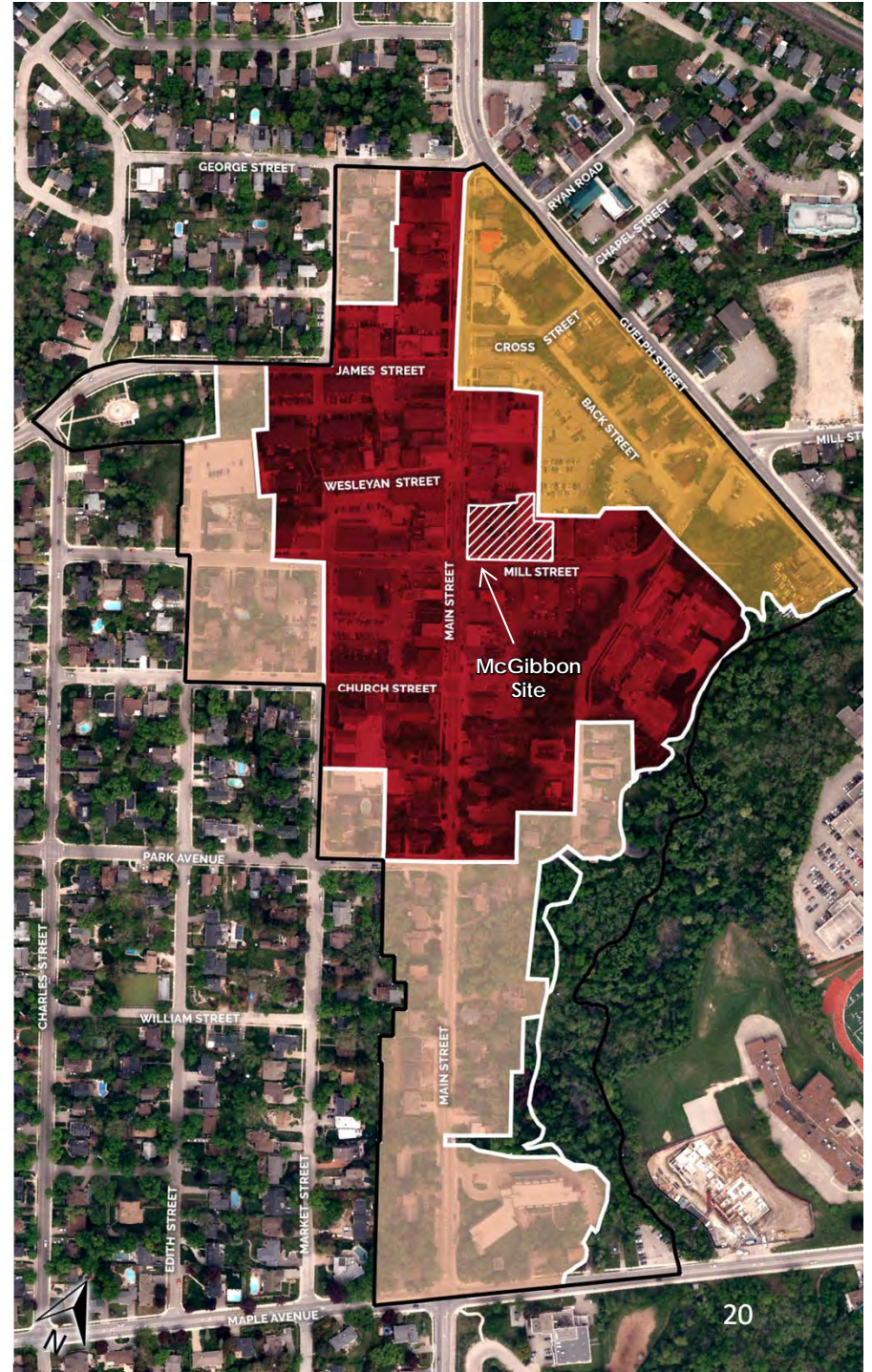


Downtown Redevelopment Sub-Area

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

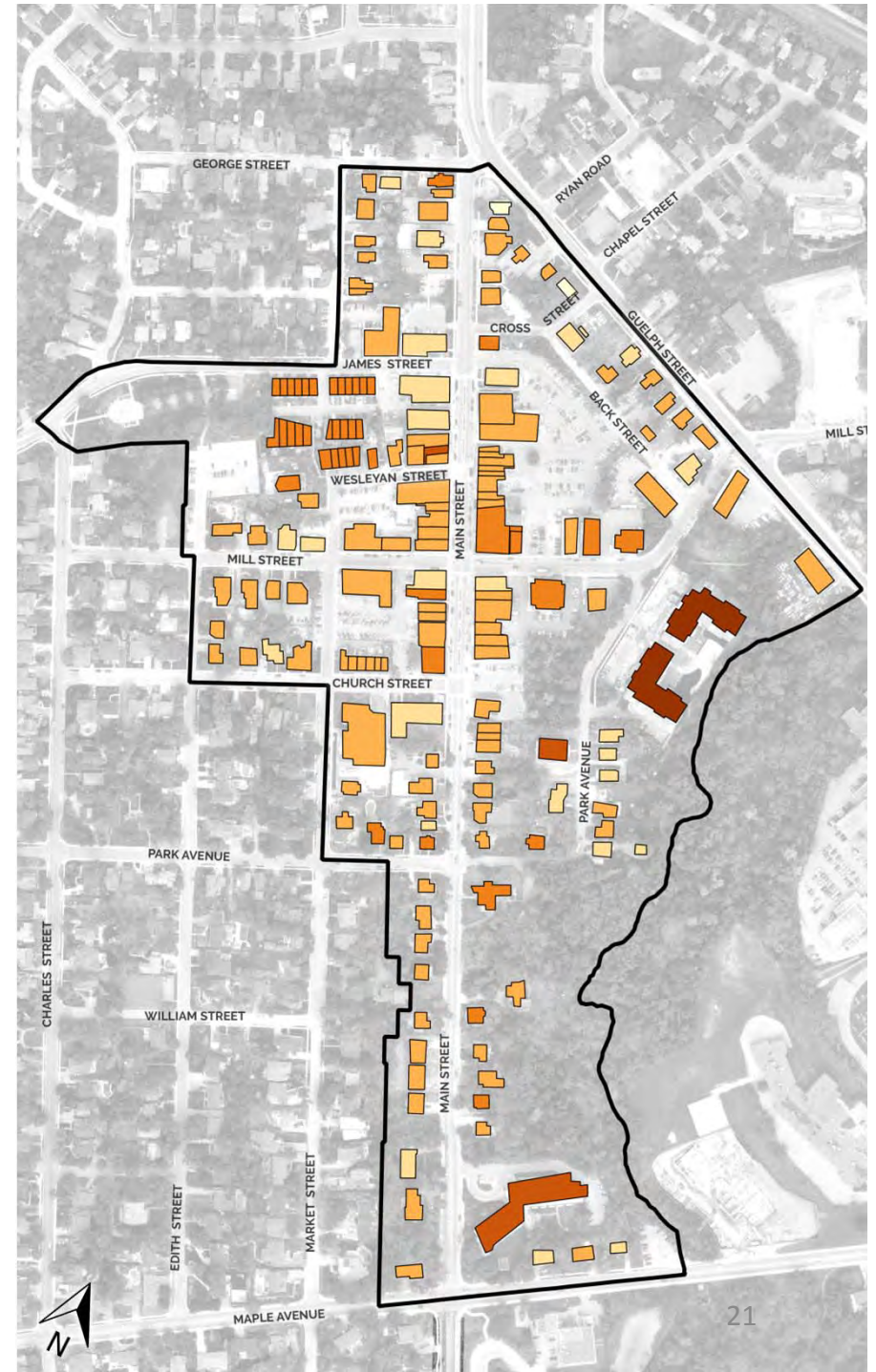
- Nature and appropriateness of proposed uses;
- Location of buildings/structures;
- Location of landscaping;
- Location of parking;
- Topography; and,
- Heritage buildings conservation.

(Town OP, D2.5.1.6.5)



PLANNING

EXISTING BUILDING HEIGHTS



URBAN DESIGN

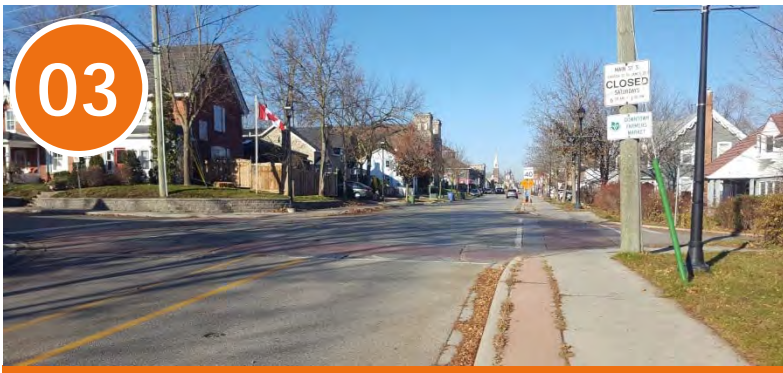
KEY STRENGTHS TO BUILD ON



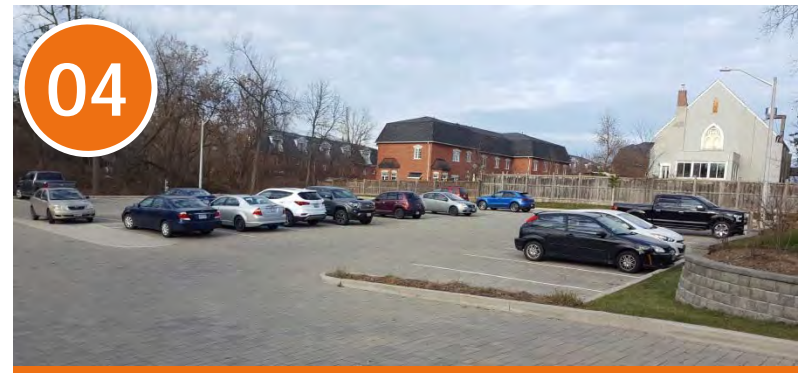
01 Main street with a **mix of local businesses**, with few vacancies



02 Grid of streets create a very walkable neighbourhood



03 Location on a minor **arterial road**



04 Convenient on street and off street **parking**

URBAN DESIGN

KEY STRENGTHS TO BUILD ON



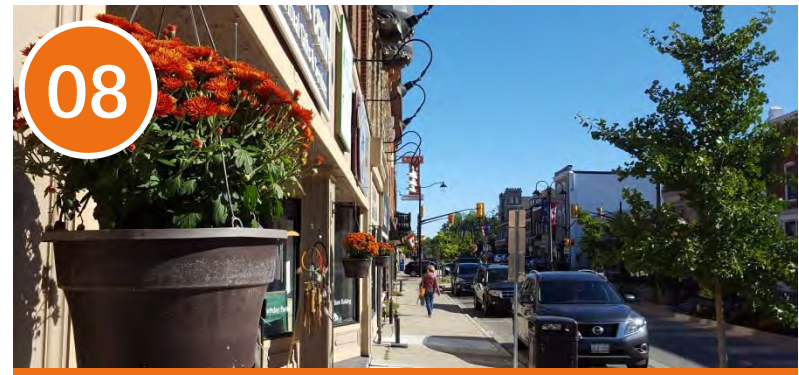
Cultural facilities



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



Adjacent to beautiful **river valley**



An active **Business Improvement Area Association**

URBAN DESIGN

KEY STRENGTHS TO BUILD ON



09

Lots of events and festivals











10

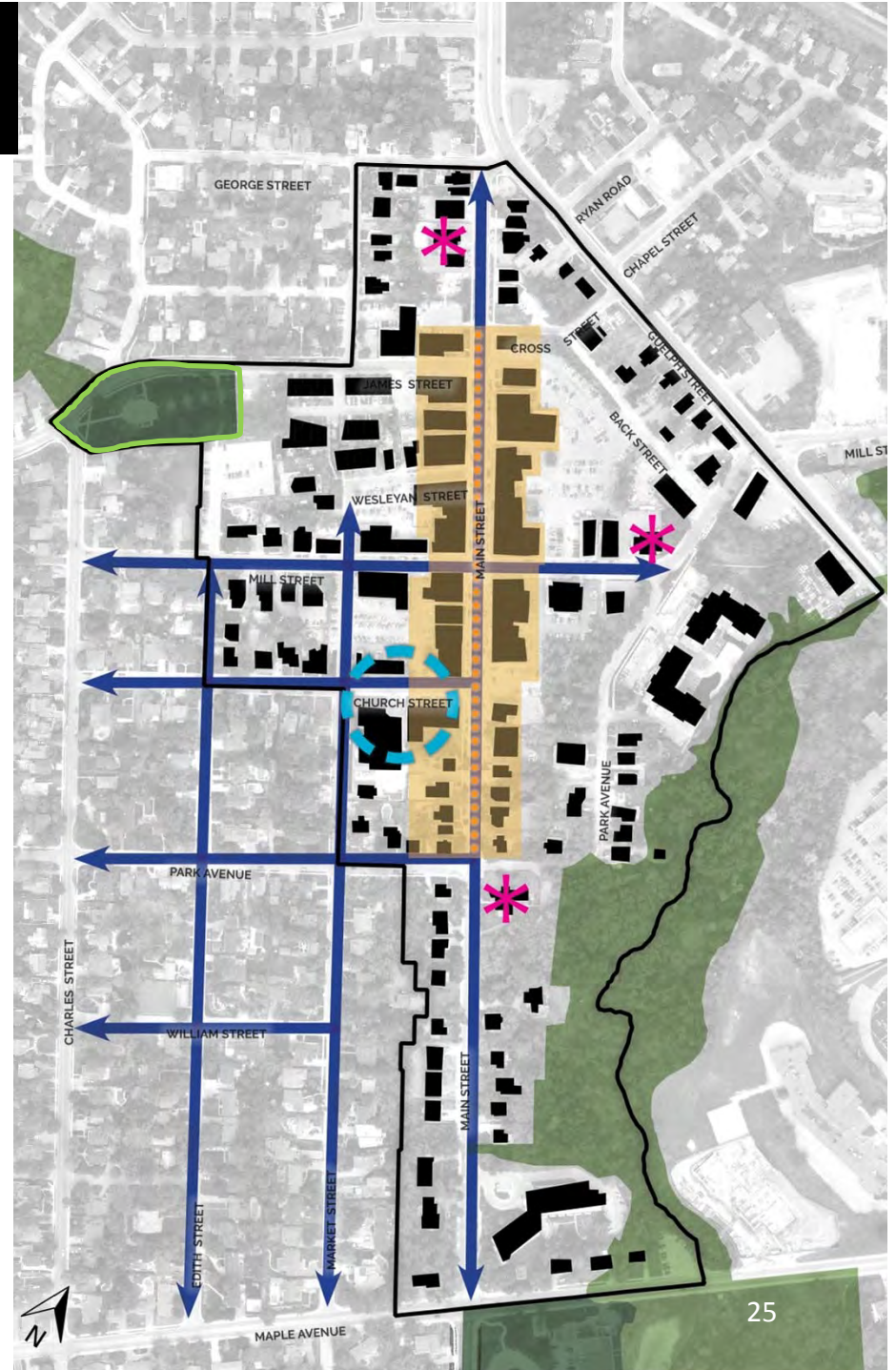
Beautiful streetscape

URBAN DESIGN

Key Character Defining Elements



-  Historic Main Street
-  Greenlands
-  Open Space (Remembrance Park)
-  Civic/Community Use Cluster
-  Enhanced Streetscape
-  Grid Street Pattern
-  Heritage Landmarks
-  Downtown Boundary














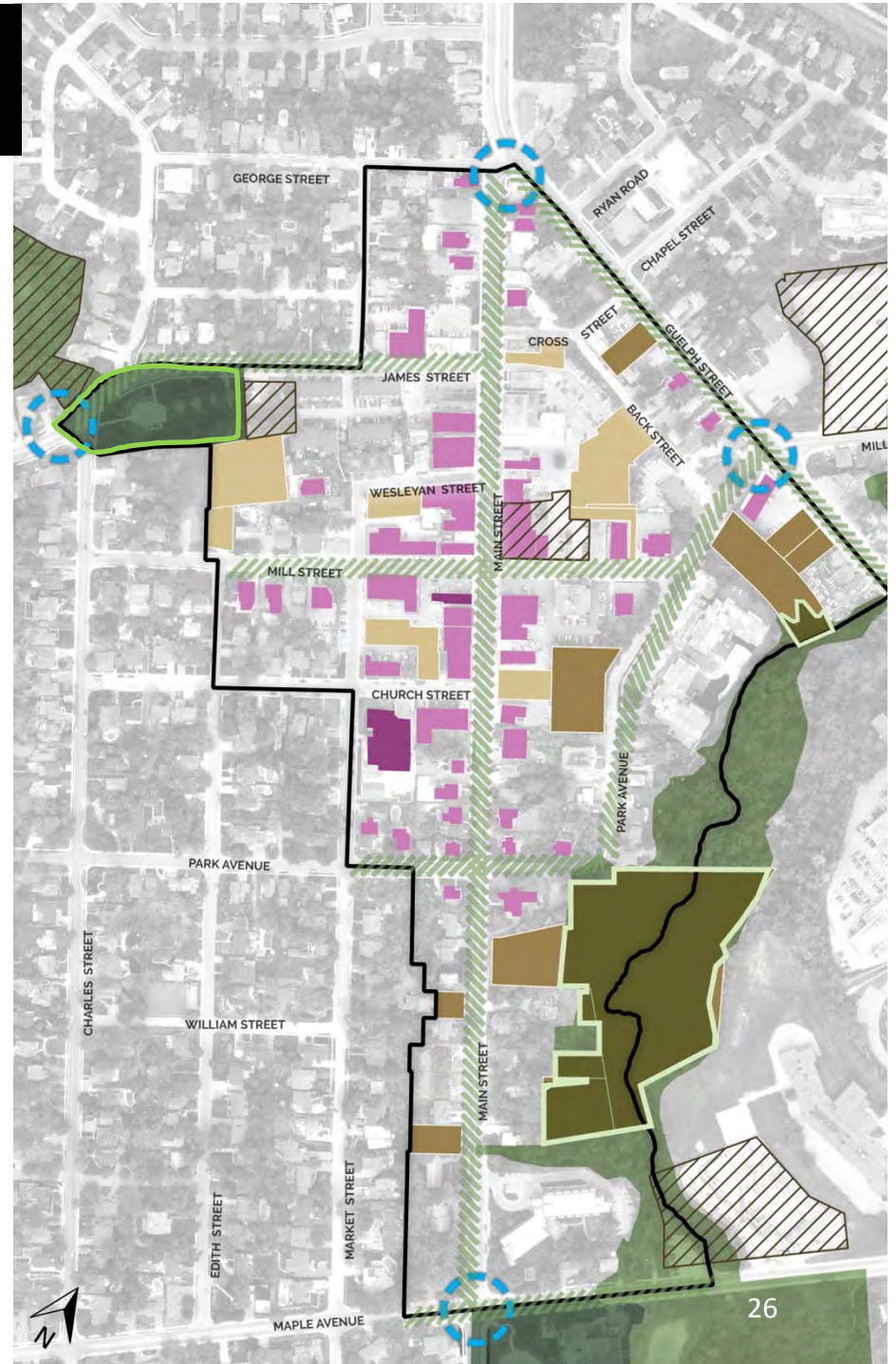
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URBAN DESIGN



Existing and Planned Context










-  Gateways as identified Urban Design Guidelines
-  Proposed Cycling On-Road Routes
-  Listed Heritage Property
-  Designated Heritage Property
-  Greenlands
-  Open Space (Remembrance Park)
-  Redevelopment Project
-  Parking Lot
-  Vacant Site  w/ Greenlands
-  Downtown Boundary

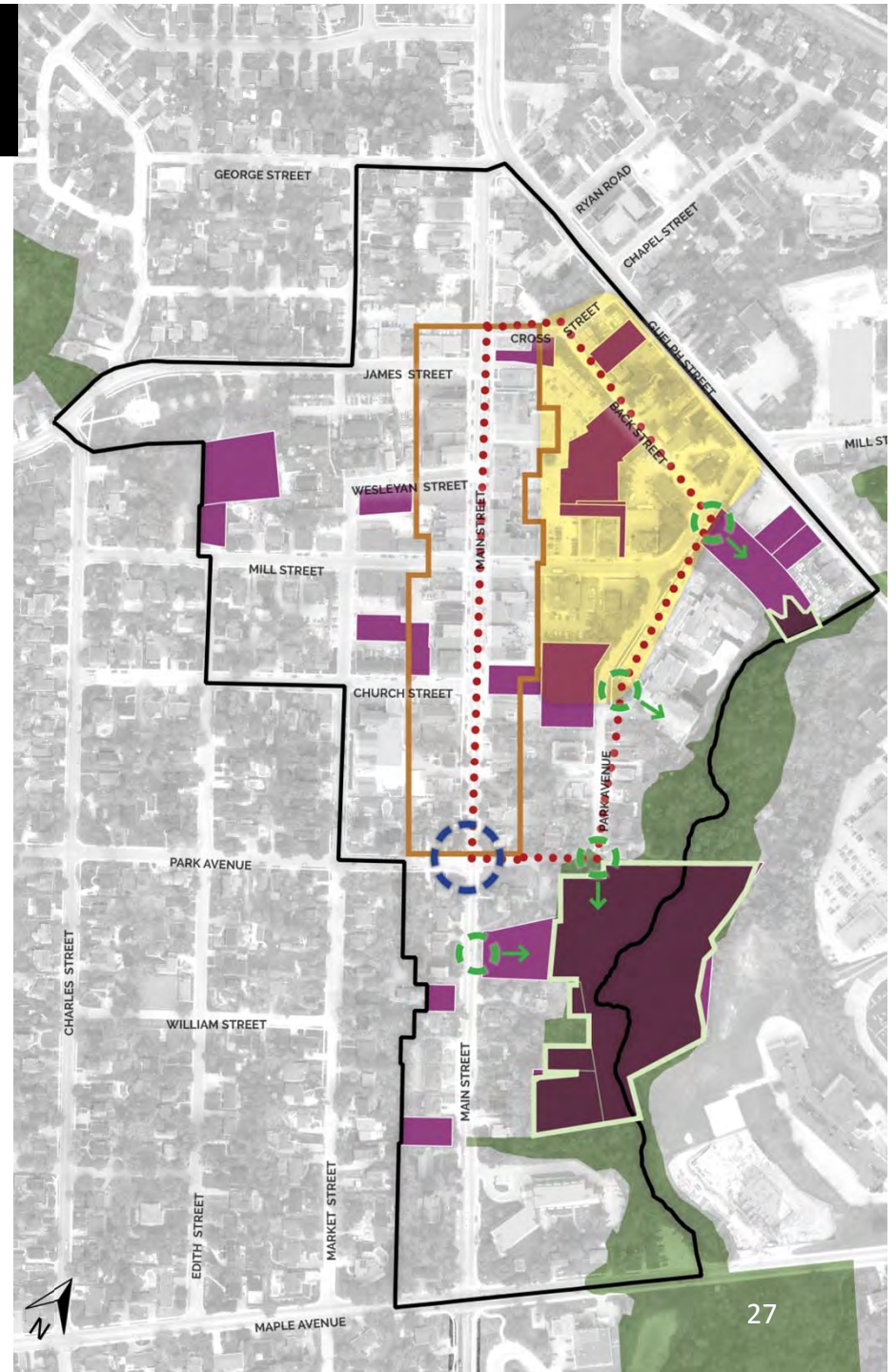


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URBAN DESIGN Opportunities



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

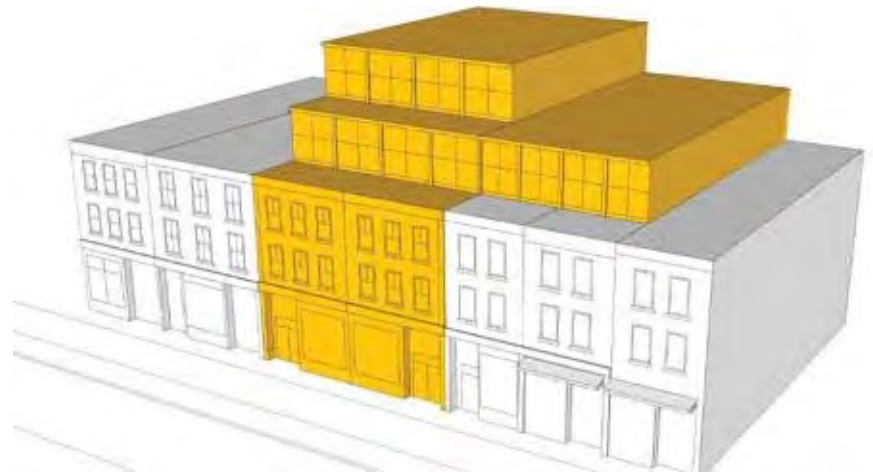


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URBAN DESIGN HEIGHTS









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

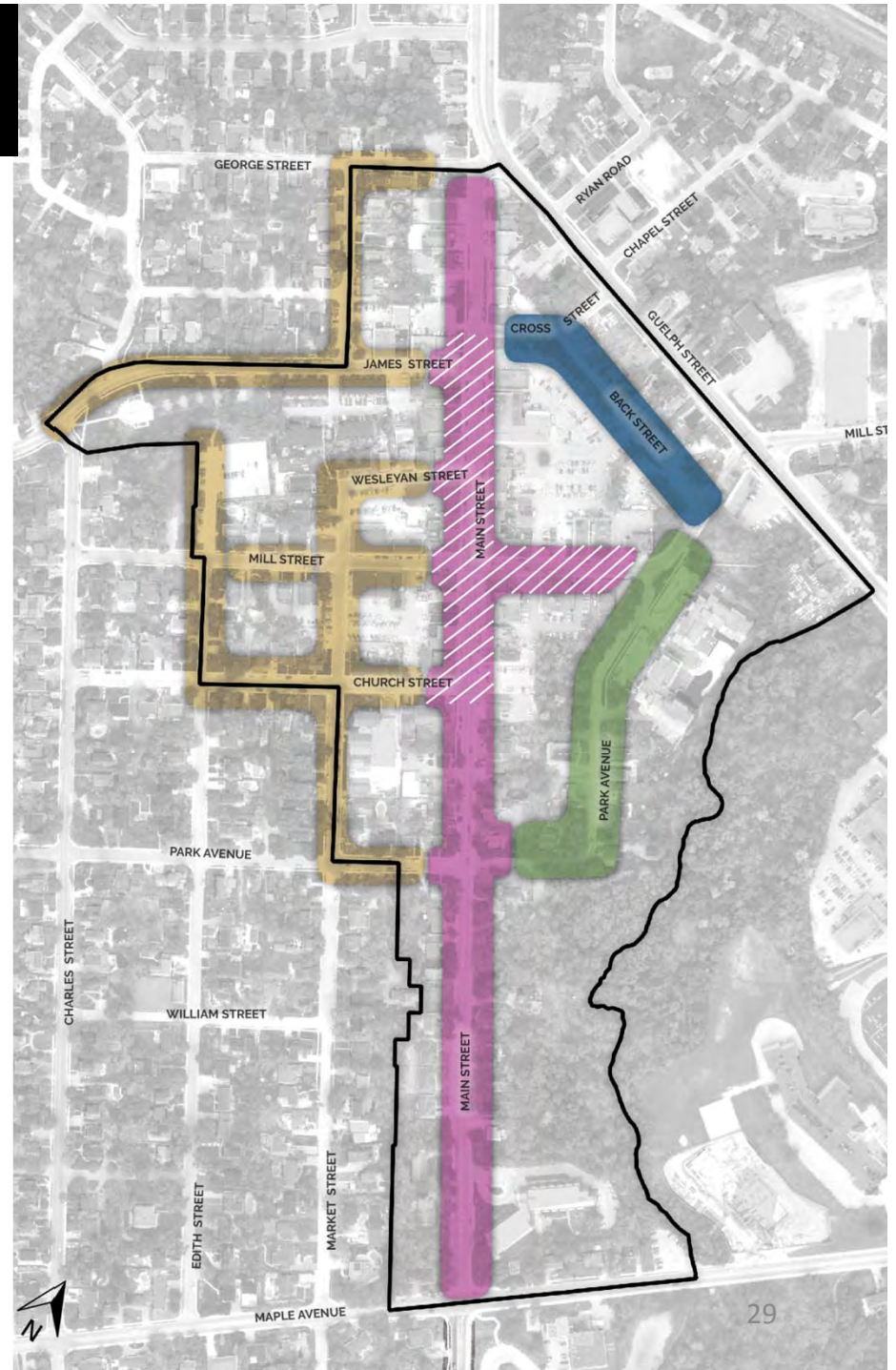


URBAN DESIGN

CHARACTER AREAS - Streetscape

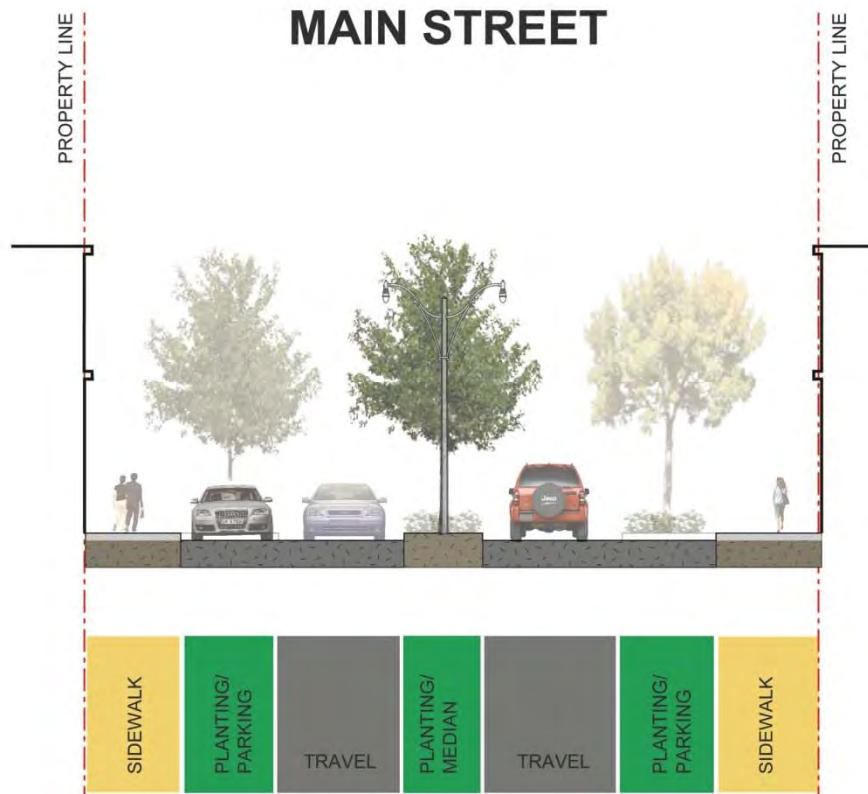


-  Main Street – Residential
-  Main Street - Retail
-  Residential Streets
-  Park Avenue
-  Back Street
-  Downtown Boundary



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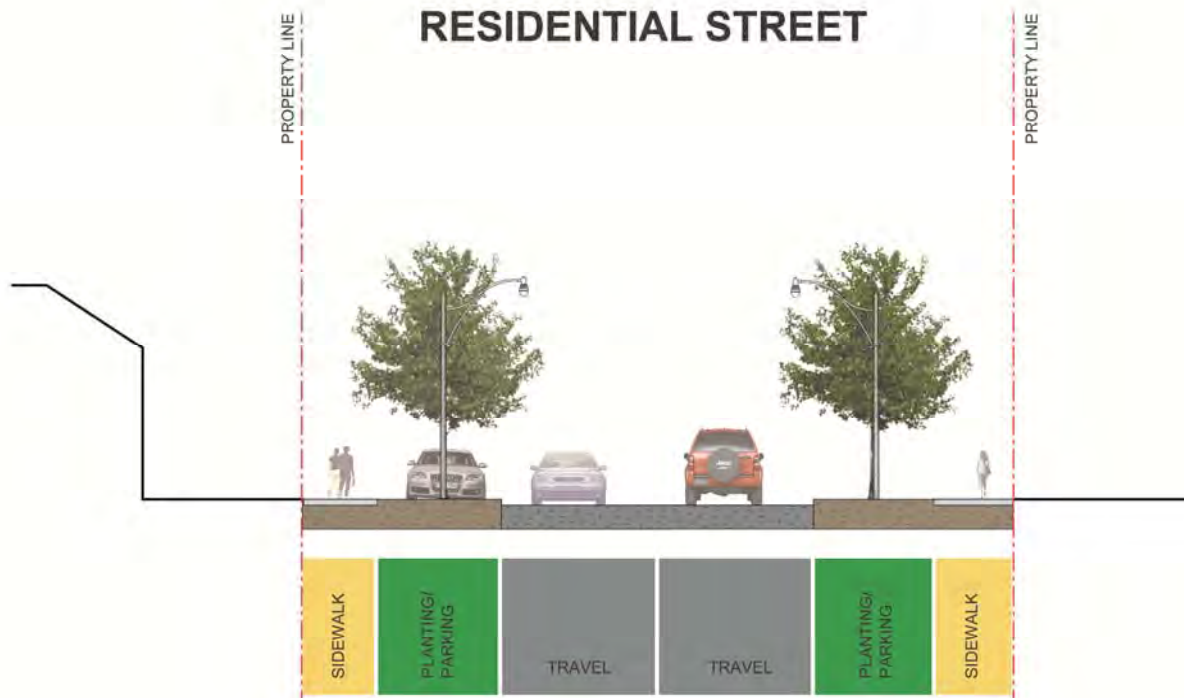
URBAN DESIGN CHARACTER AREAS |



To consider in preparation
for the Design Summit:

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

URBAN DESIGN CHARACTER AREAS |

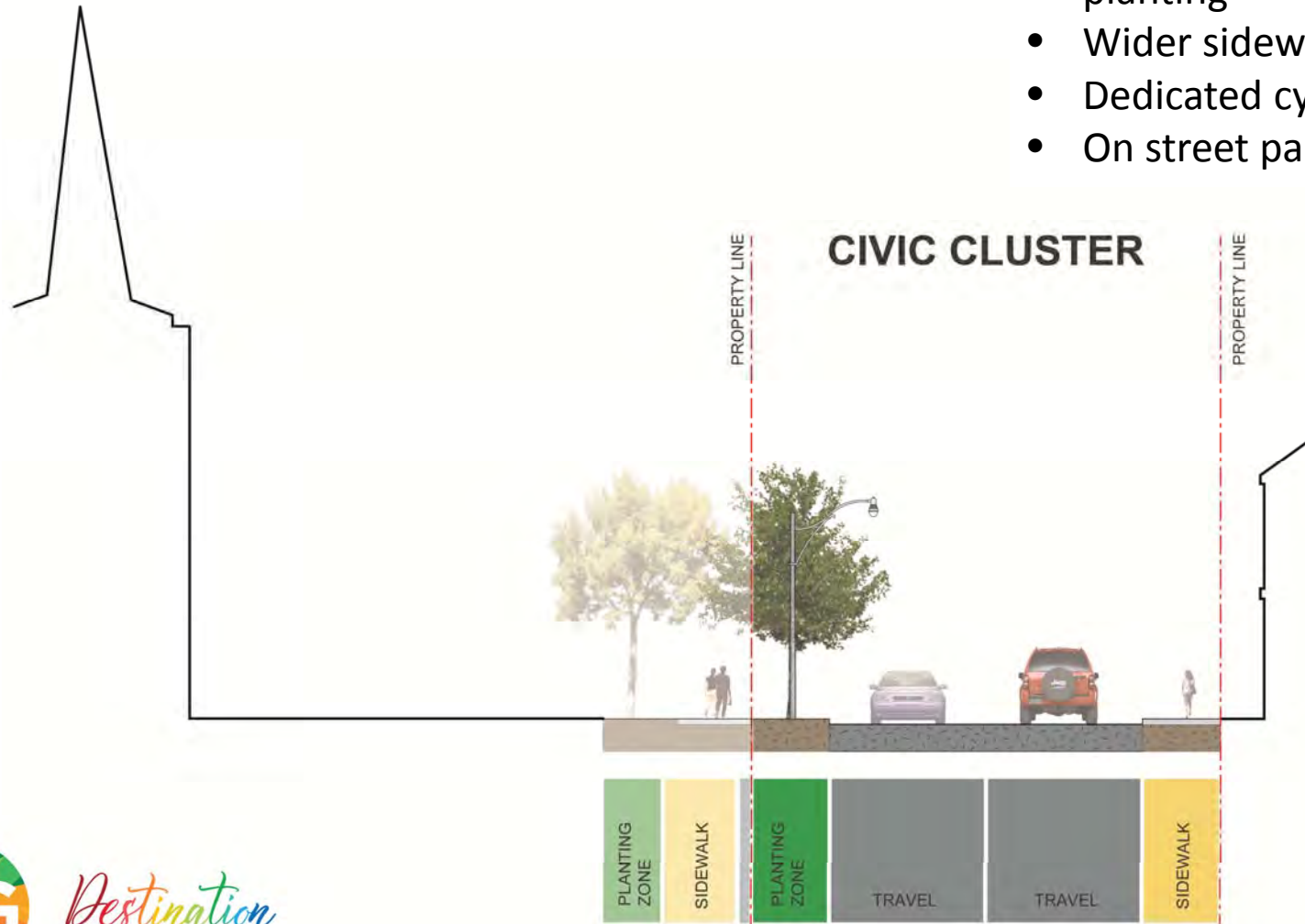


URBAN DESIGN CHARACTER AREAS |



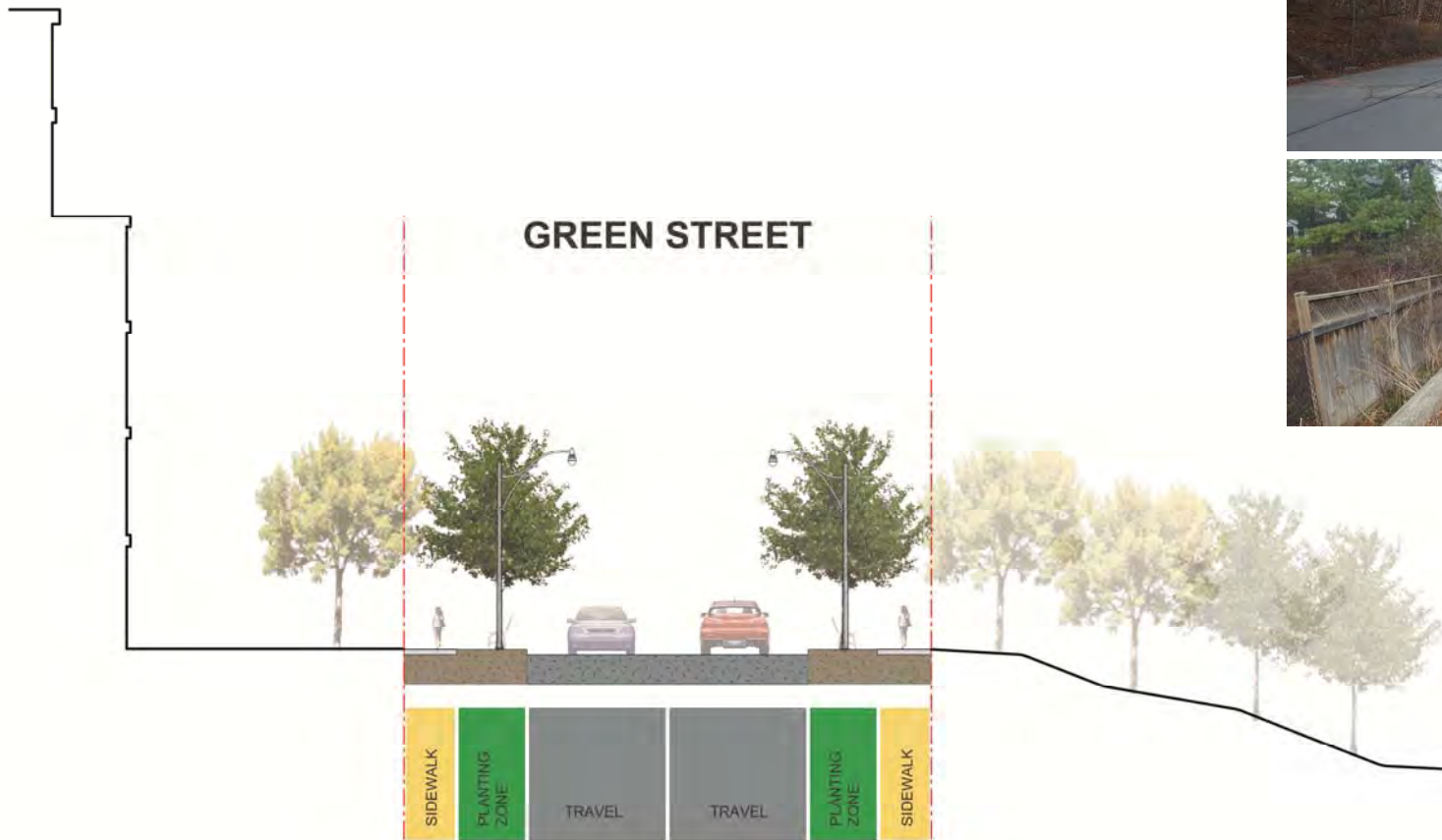
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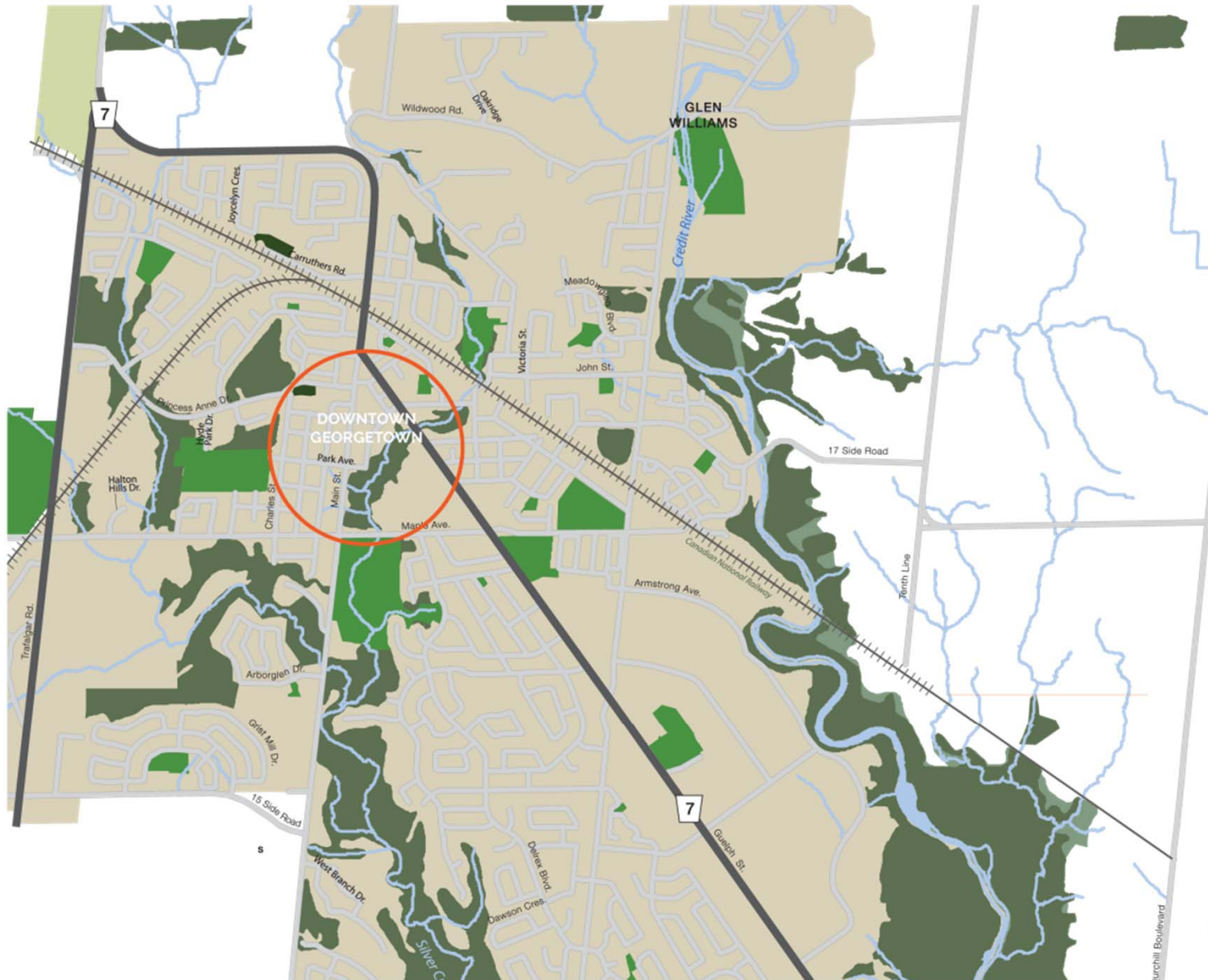
URBAN DESIGN CHARACTER AREAS |



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PLAN B Natural Heritage






NATURAL ENVIRONMENT NATURAL SYSTEM



PLAN B Natural Heritage

NATURAL ENVIRONMENT GREEN SPACE



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

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

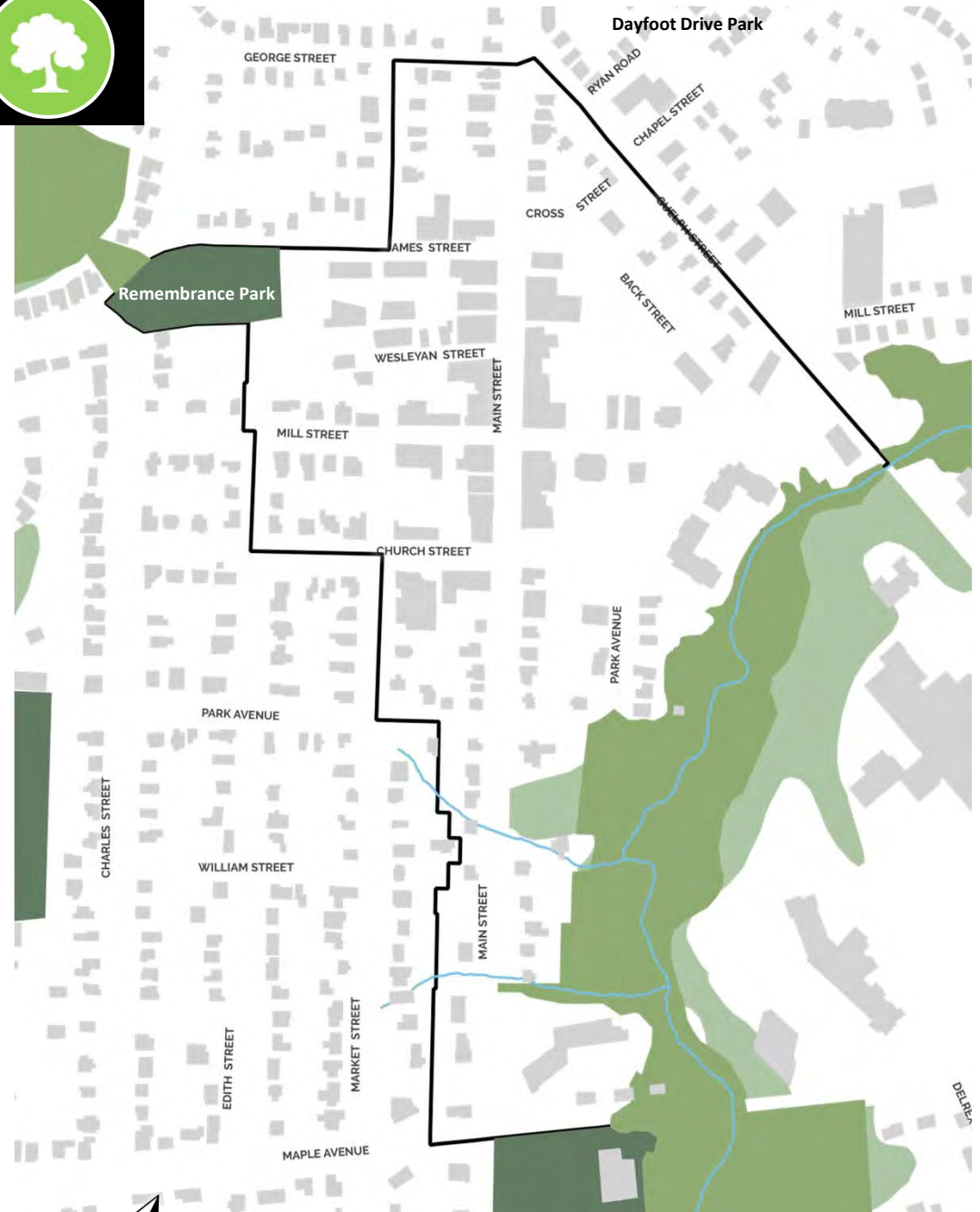


PLAN B Natural Heritage

NATURAL ENVIRONMENT NATURAL FEATURES



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



Bray Heritage

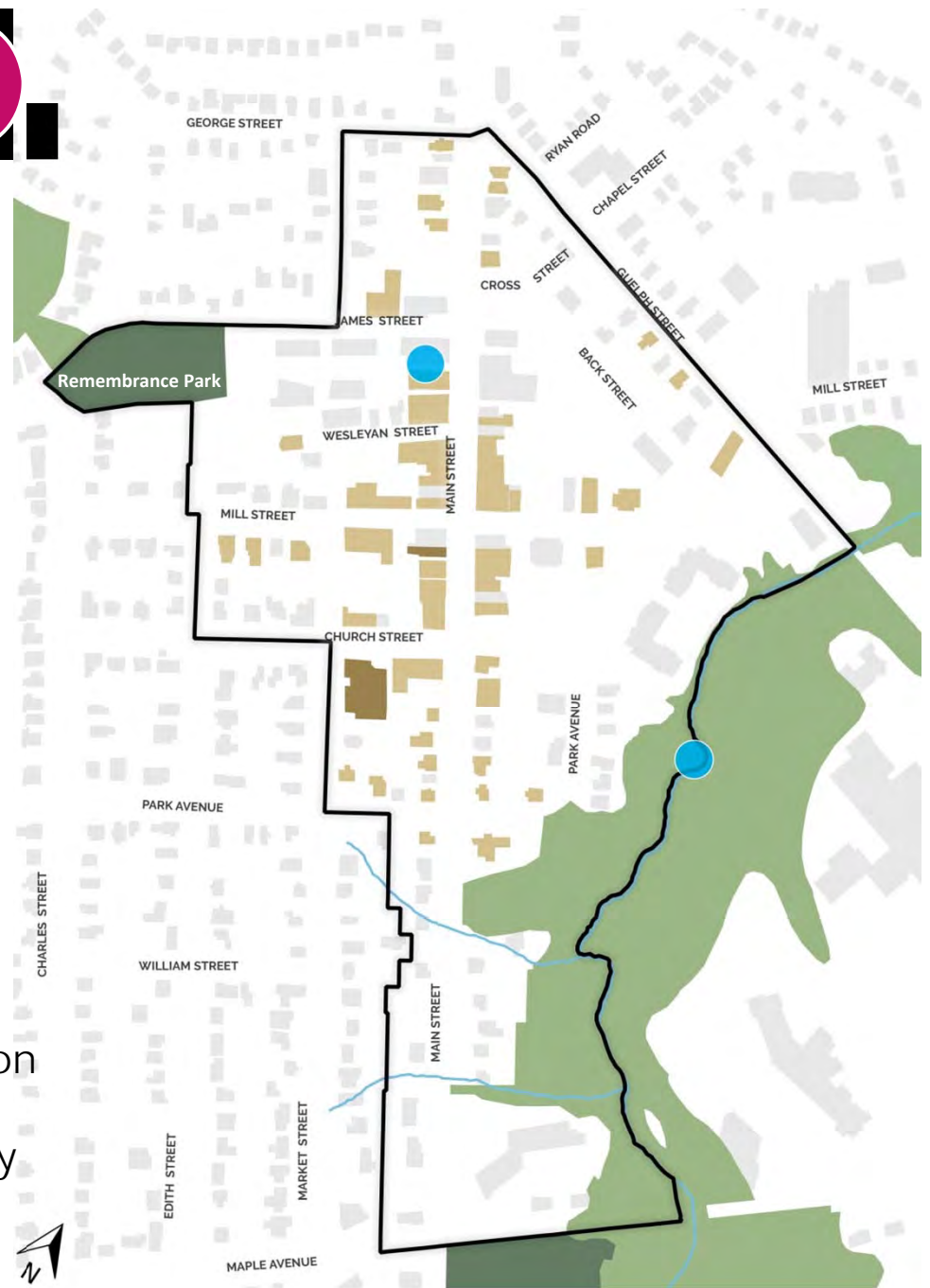
CULTURAL HERITAGE

HERITAGE PROPERTIES



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

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



Bray Heritage

CULTURAL HERITAGE

HERITAGE RESOURCE GROUPINGS

Sector 1: ties together key civic, industrial, transport, residential and natural elements

Sector 2: highlights main industries in the creek valley, includes examples of later housing, civic and commercial buildings

Sector 3: represents the residential and cultural character of downtown Georgetown at the height of its economic success

Sector 4: includes former commercial, industrial and institutional elements of 19th century downtown

Sector 5: contains historic centre of downtown commercial and community functions



Bray Heritage CULTURAL HERITAGE



OPPORTUNITIES

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



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



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



OPPORTUNITY

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



TRANSPORTATION PARKING - Existing

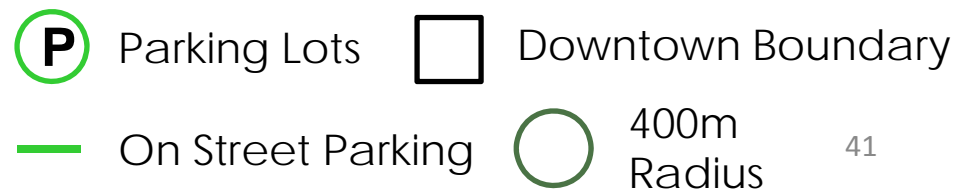
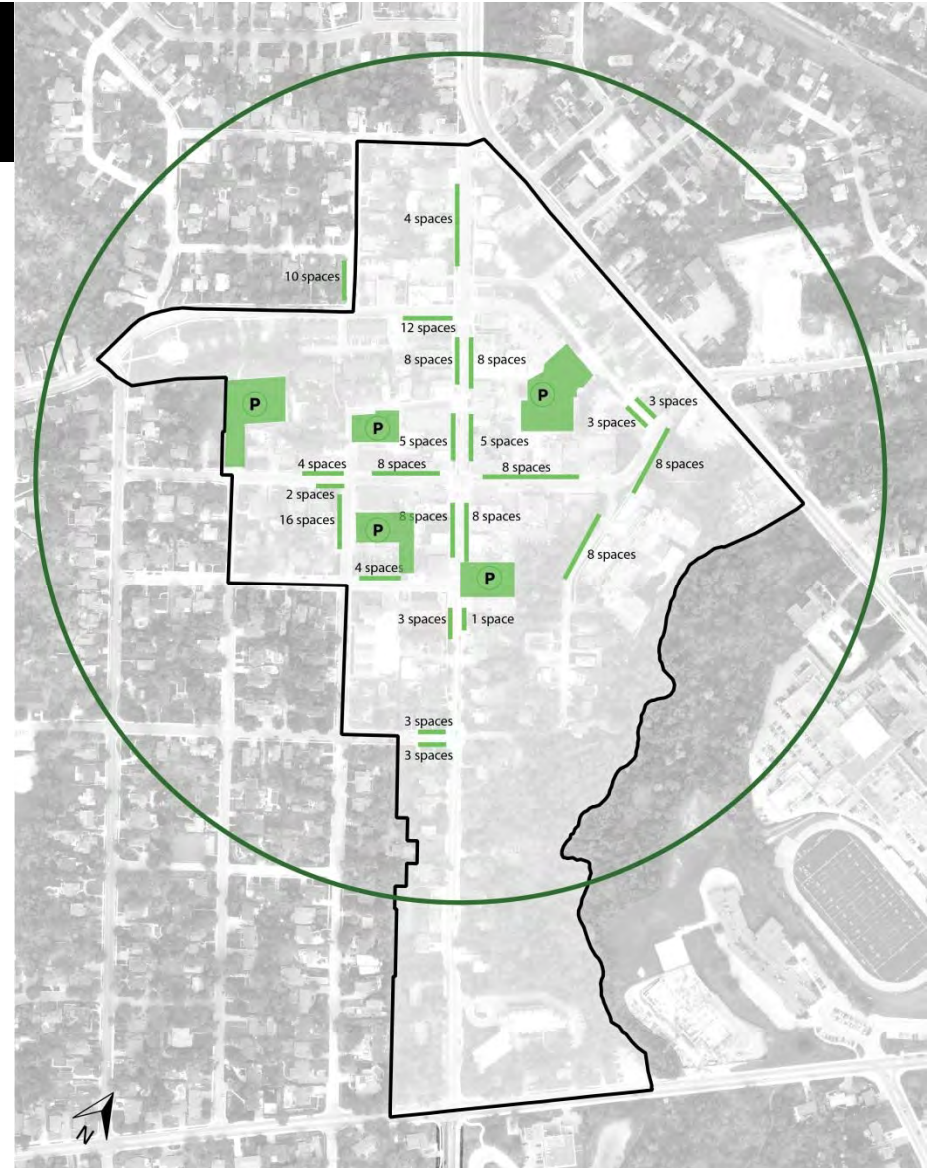


Off Street Parking





- Five surface parking lots with approximately 367 parking spaces

On Street Parking

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

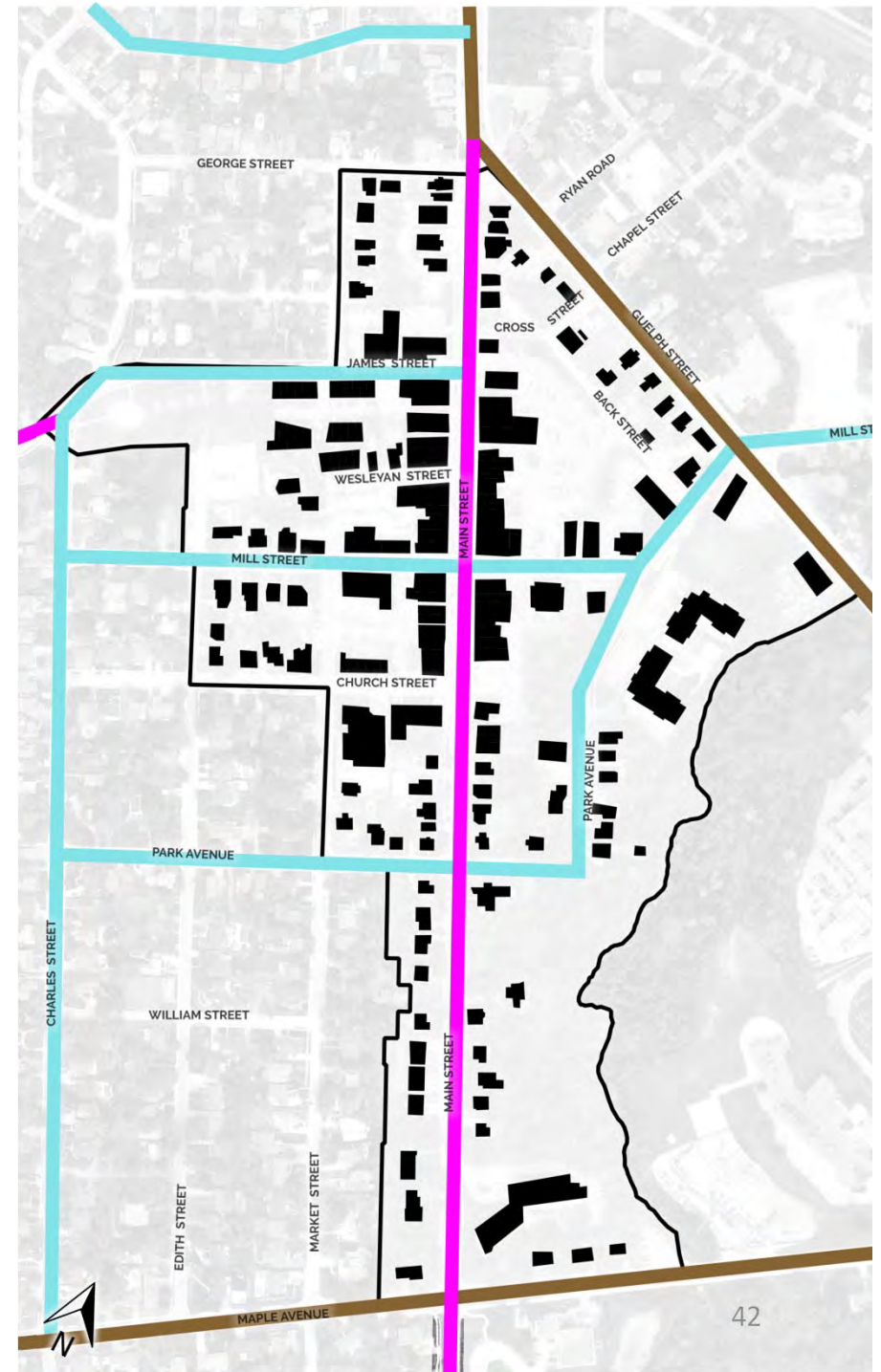




-  Short Term
-  Mid Term
-  Long Term
-  Downtown Boundary

OPPORTUNITIES

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



N. BARRY LYON CONSULTANTS LTD.
MARKET ANALYSIS



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



MARKET ANALYSIS



OPPORTUNITIES

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



Next steps: Design Summit

April 2018

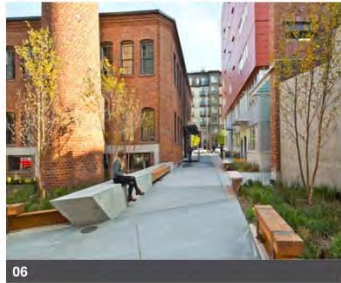
- Location to be confirmed
- Register to participate in one of two design sessions:
3:00 – 5:30 pm OR 6:30 – 9:00 pm
- Join one of three design teams led by a designer from The Planning Partnership to develop an alternative for Downtown Georgetown: new buildings, public space, streets
- Drop in at 8:00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



Visual Preference Survey: Downtown Buildings



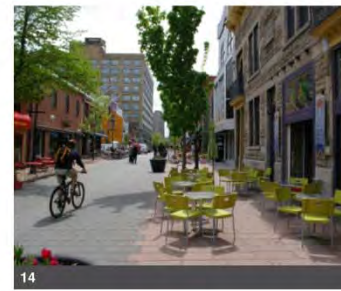
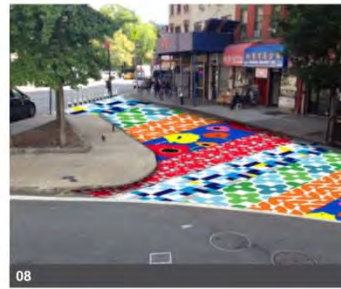
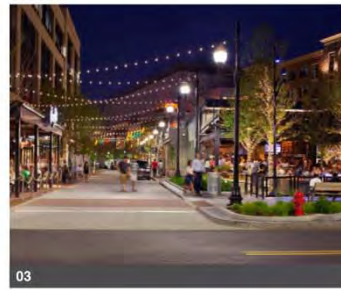
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Visual Preference Survey: Downtown Public Space



Downtown Georgetown Planning Study
Downtown Visioning Workshop #1



Visual Preference Survey: Streets / Streetscaping



Downtown Georgetown Planning Study
Downtown Visioning Workshop #1

Table Group Discussions

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

Talk with others at your table.

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



Table Group Discussions

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

Talk with others at your table.

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



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