

## **Additions**

## **Declarations of Interest**

## **Approval of Minutes**

1. Newmarket Downtown Development Subcommittee Minutes of October 31, p. 1 2014.

See Attachment #1.

## **Items**

2. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE – JAN. 30, p. 5  
2015 – ITEM  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-17 – PROJECT  
FEASIBILITY STUDY PROGRAM, BUSINESS SIGN PROGRAM AND  
PLANNING AND BUILDING FEES REBATE/CREDIT PROGRAM, 352 DOUG  
DUNCAN DRIVE, UNIT 2

### **Project Summary:**

A Gourmet Burger restaurant, the “Ground Burger Bar” is proposed for the lower north half of the Buckley Insurance building facing Riverwalk Commons. This fills the remainder of the lower level space, which includes an Italian restaurant in the south unit. A request for assistance with interior renovations is also anticipated in the future.

(See business sign mock-up, Attachment #2)

3. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE – JAN. 30,  
2015 – ITEM  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2015-01 – PROJECT  
FEASIBILITY STUDY PROGRAM, INTERIOR RENOVATION AND  
IMPROVEMENT PROGRAM, FAÇADE IMPROVEMENT AND RESTORATION  
PROGRAM, AND PLANNING AND BUILDING FEES REBATE/CREDIT  
PROGRAM, 500 WATER STREET

### **Project Summary:**

The owners of Cachet Restaurant are set to undertake a significant renovation (+\$300,000) of the interior and to a lesser degree, the exterior of the building. Because of project size, they are requesting maximum grant assistance under both the façade and interior renovation programs, in addition to assistance with professional fees and building permit fees.

4. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE – JAN. 30, p. 6  
2015 – ITEM  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2015-02 – PROJECT  
FEASIBILITY STUDY PROGRAM, 189 MAIN STREET SOUTH

**Project Summary:**

The new owner of 189 Main Street (former Changes Boutique) intends to convert the interior to office space to accommodate the company's ten employees. The first step in this process is to apply for assistance to offset professional fees related to interior design and drawings suitable for submission to the Town for required building permit. The proposed façade changes have received unanimous support from the Heritage Conservation District Committee (HCDC).

(See Attachments #3 and #4)

5. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE – JAN. 30, p. 8  
2015 – ITEM  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2015-03 – BUSINESS  
SIGN PROGRAM AND PLANNING AND BUILDING FEES REBATE/CREDIT  
PROGRAM, 232 MAIN STREET SOUTH

**Project Summary:**

Unwind Yarn is proposing to remake its existing signs (one perpendicular, two wall signs) to promote a better heritage look. Aside from a slight reduction in the length of the perpendicular sign in order to make it more rectangular, the HCDC supports this applicant.

(See Attachment #5)

6. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE – JAN. 30, p. 10  
2015 – ITEM  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2015-04 – BUSINESS  
SIGN PROGRAM AND PLANNING AND BUILDING FEES REBATE/CREDIT  
PROGRAM, 207 MAIN STREET SOUTH

**Project Summary:**

This new business is seeking support for its business sign and sign permit fees. The HCDC supports the applicant with some reservations; however, it is a significant improvement over previous signage.

(See Attachment #6)

**7. COMMUNITY GRANT APPLICATION-NEWMARKET JAZZ+ FESTIVAL**

**Project Summary:**

The Newmarket Jazz+ Festival is once again seeking financial support in an effort to continue to grow the event into one of the Province of Ontario's Top 100 festivals. The 2014 event attracted 12,000 patrons (20% increase from 2013) with 17% identified as tourists, and the 2015 goal is to increase the numbers to 15,000 and 20% tourists. The organizers are very diligent in providing all required post-event reports as part of the application process and the 2014 submission is now complete.

**8. COMMUNITY GRANT APPLICATION-NEWMARKET CAR CLUB**

**Project Summary:**

The Newmarket Car Club is again seeking Community Grant support for its Main Street Car Show scheduled for June 20th, 2015.

**New Business**

**Adjournment**

Friday, October 31, 2014 at 10:00 AM  
Community Centre, Hall #4 - 200 Doug  
Duncan Drive

The meeting of the Newmarket Downtown Development Sub Committee was held on Friday, October 31, 2014 at the Community Centre, Hall # 4 - 200 Doug Duncan Drive, Newmarket.

Members Present: Jackie Playter  
Barbara Leibel  
Councillor Sponga  
Steve Whitfield

Staff Present: C. Kallio, Economic Development Officer  
L. Moor, Council/Committee Co-ordinator

The meeting was called to order at 10:02 a.m.

Jackie Playter in the Chair.

### **ADDITIONS**

None.

### **DECLARATIONS OF INTEREST**

None.

The Economic Development Officer advised of a budget balance for the Newmarket Downtown Development Subcommittee of approximately \$18,000.

## **1. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES OCTOBER 31, 2014 – ITEM 1 APPROVAL OF MINUTES**

Newmarket Downtown Development Subcommittee Minutes of July 25, 2014.

**Moved by: Councillor Sponga**  
**Seconded by: Barbara Leibel**

**THAT the Newmarket Downtown Development Subcommittee Minutes of  
July 25, 2014 be approved.**

**CARRIED**

Discussion ensued regarding the Heritage District Conservation Authority Advisory Committee and the practicality of economic development opportunities parallel to heritage matters being addressed. Further discussion ensued regarding the property formerly known as the Clock Tower Inn and the alignment of the proposed development with the heritage conservation district.

**2. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
OCTOBER 31, 2014 – ITEM 2  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-08 – PLANNING  
AND BUILDING FEES REBATE/CREDIT PROGRAM  
201 MAIN STREET SOUTH (UPPER)**

The Economic Development Officer provided a verbal update regarding the details associated with Financial Incentives Program Application 2014-08 for the property known as 201 Main Street South for a proposed fish and chip restaurant.

**Moved by: Barbara Leibel  
Seconded by: Steve Whitfield**

- 1. THAT the Planning and Building Fees Rebate/Credit Program Grant Application in the amount of \$3,101.24 be approved;**
- 2. AND THAT Como Coffee Inc., c/o Chris Cormpilas, 11 Lewis Honey Drive, Aurora, ON L4G 0J4 be notified of this action.**

**CARRIED**

**3. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
OCTOBER 31, 2014 – ITEM 3  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-14 PROJECT  
FEASIBILITY STUDY PROGRAM – 30-32 MAIN STREET SOUTH**

The Economic Development Officer provided a verbal update regarding the details associated with Financial Incentives Program Application 2014-14 for the property known as 30-32 Main Street South. Discussion ensued regarding the proposed business model of a grocery store for the location.

**Moved by: Steve Whitfield**  
**Seconded by: Councillor Sponga**

1. **THAT the Project Feasibility Study Program Grant Application 2014-14 in the amount of \$9,000.00 be approved;**
2. **AND THAT Medhi Jafari Berenji, 30-32 Main Street South, Newmarket, ON L3Y 3Y4 be notified of this action.**

**CARRIED**

The Committee members agreed that the applicant attend a future Newmarket Downtown Development Subcommittee meeting to provide a presentation of their intentions with that location.

**4. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
 OCTOBER 31, 2014 – ITEM 4  
 FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-16 – MULTIPLE  
256 MAIN STREET SOUTH**

The Economic Development Officer provided a verbal update regarding the details associated with Financial Incentives Program Application 2014-16 for a bake shop at the property known as 256 Main Street South.

**Moved by: Barbara Leibel**  
**Seconded by: Councillor Sponga**

1. **THAT the Business Sign Program Grant Application 2014-16 in the amount of \$900.00 be approved;**
2. **AND THAT the Interior Renovation and Improvement Program Grant Application 2014-16 in the amount of \$4,893.00 be approved;**
3. **AND THAT the Planning and Building Fees Rebate/Credit Program Grant Application in an amount of up to \$510.00 be approved, subject to final confirmation of eligible costs;**
4. **AND THAT Megan Fisher, 77 George Street, Aurora, ON L4G 2S3 be notified of this action.**

**CARRIED**

**5. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
OCTOBER 31, 2014 – ITEM 5  
NEW BUSINESS**

a) The Chair advised that the property formerly known as Scotiabank at 198 Main Street South will be utilized as office space.

b) The Chair advised that the proprietor of Changes Boutique at 189 Main Street has sold the building.

c) Barbara Leibel queried how many vacant buildings currently exist on Main Street. The Chair advised that there is only one vacant building at the present time. Ms. Leibel offered the suggestion of utilizing pop-up businesses as a means of supporting entrepreneurship and potential rental opportunities.

**Moved by: Barbara Leibel**

**Seconded by: Steve Whitfield**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 11:00 a.m.

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Date

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Jackie Playter, Chair



# GROUND BURGER BAR



5

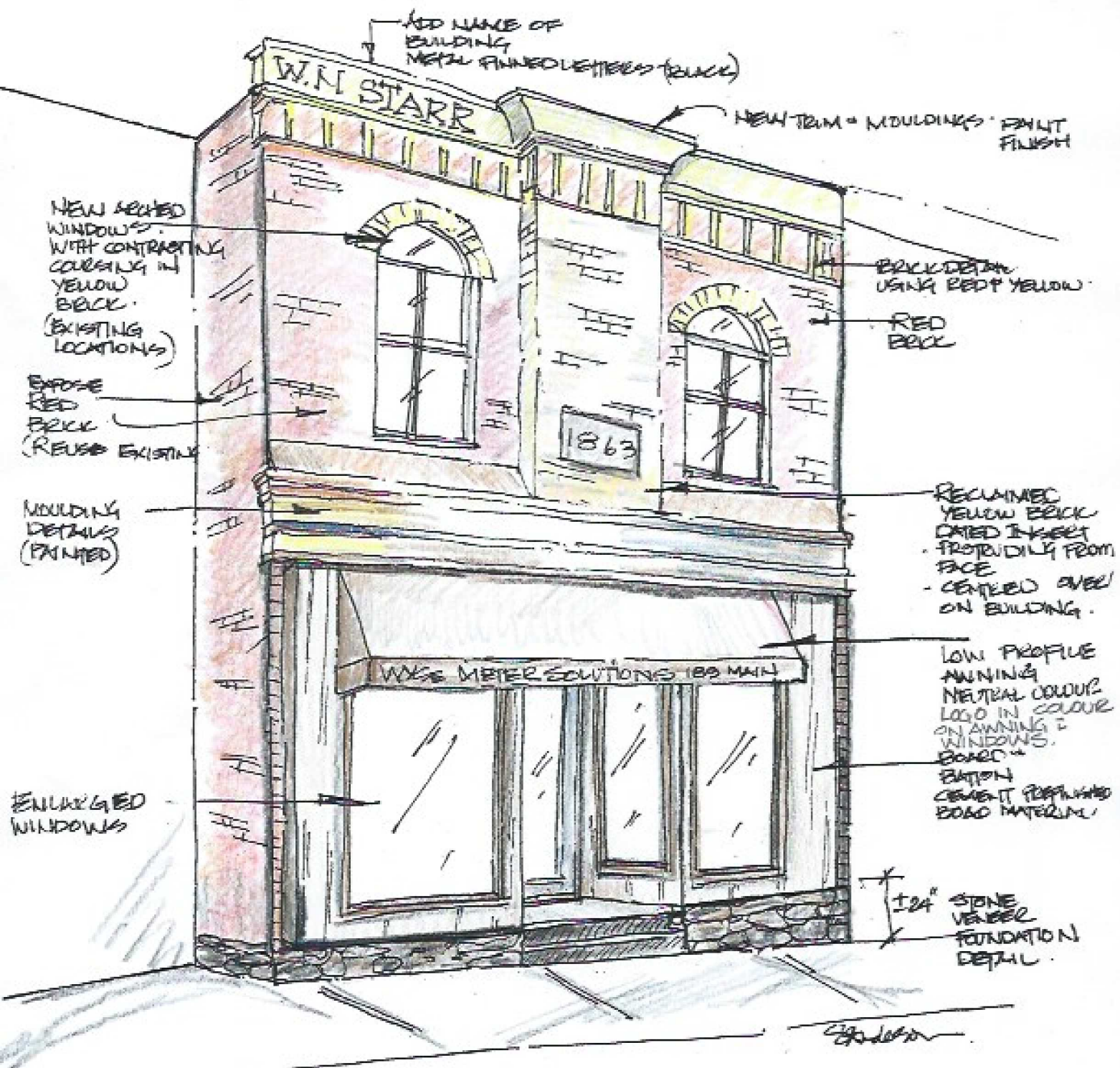
REX D

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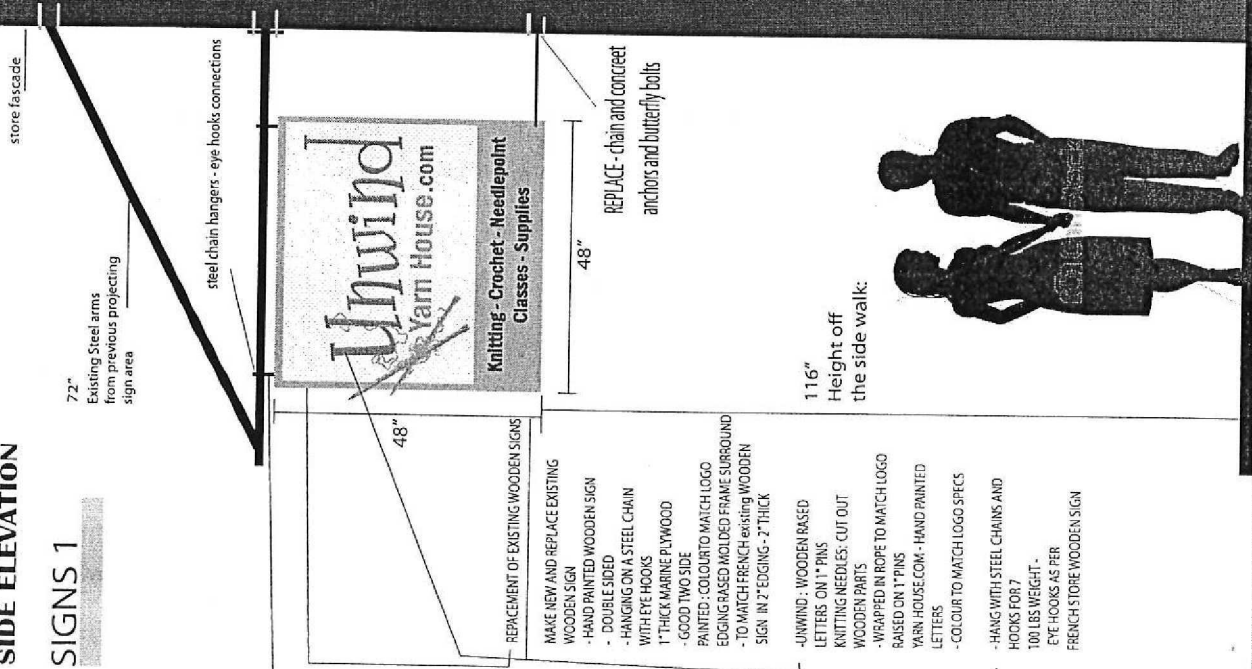




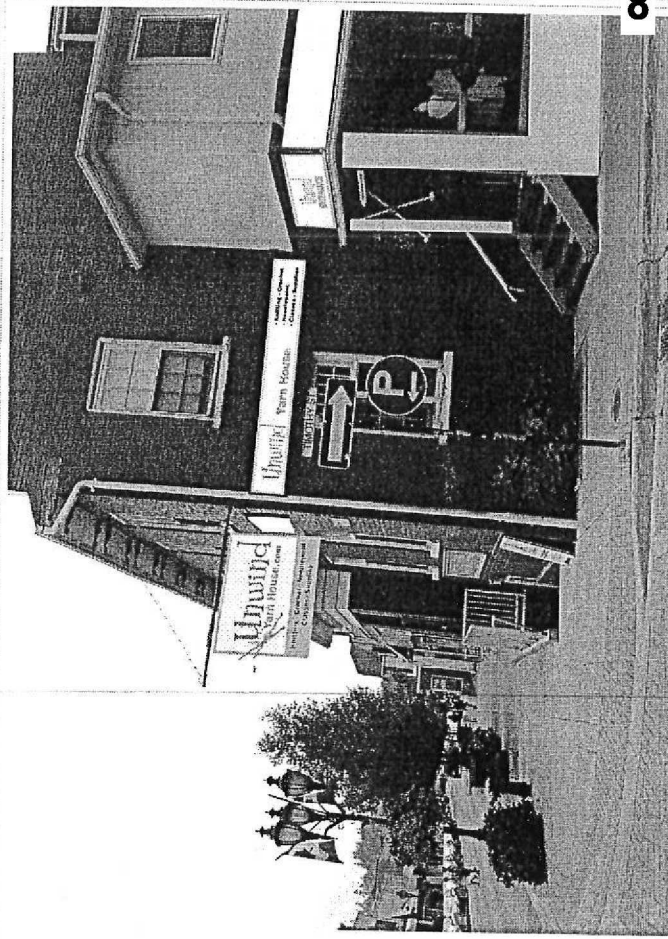
- 189 MAIN STREET  
NEW MARKET, ONTARIO
- VYSE METER SOLUTIONS -
- JANUARY 2015
- 152 YRS OLD.
- CONCEPT SKETCH!
- ANDERSON INTERIOR DESIGN

# SIDE ELEVATION

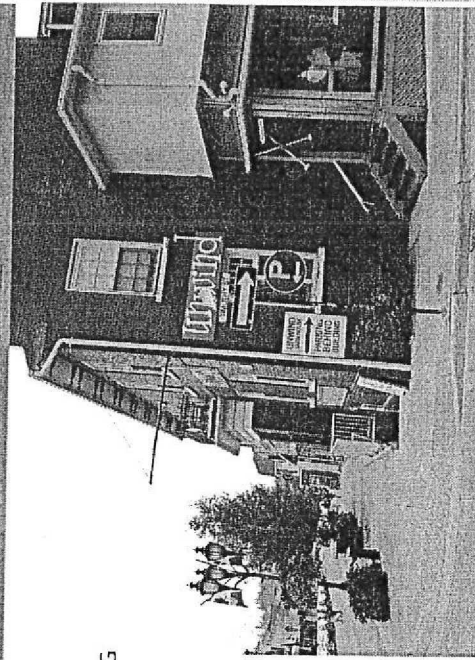
## SIGNS 1



REPLACING PROJECTING SIGN AND FACADE SIGNS



EXISTING

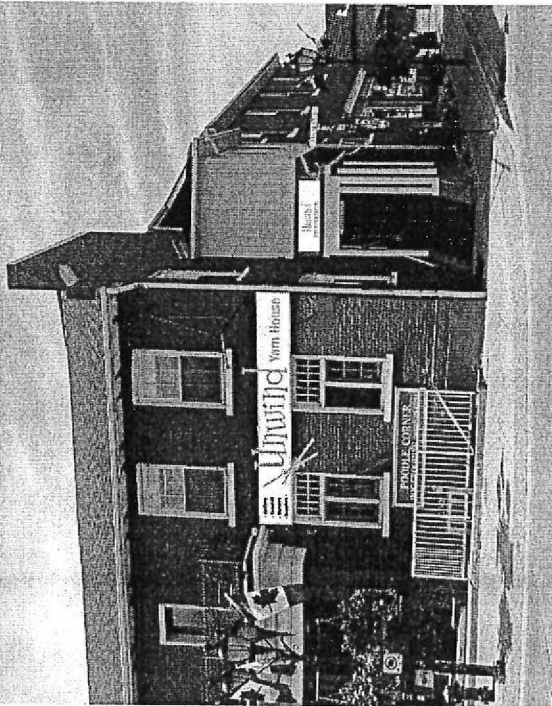


PROJECT: UNWIND YARN HOUSE  
232 MAIN STREET - NEWMARKET - ONT

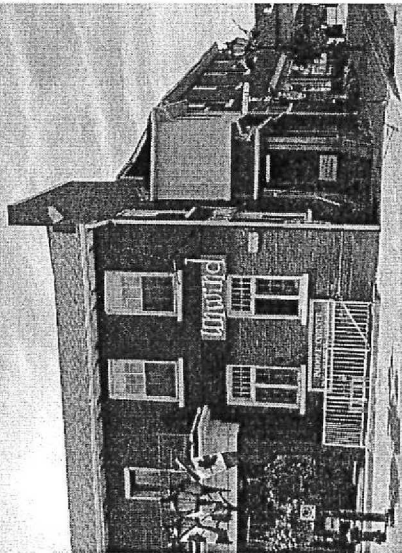
DW Canada  
Design - Signage  
416-464-9600



NEW PROJECTING SIGNS  
AND FACADE SIGNS



EXISTING



SIDE ELEVATION 1

SIGN 2 SIGN ON THIMOTHY STREET



SIGN 3

FRONT WALL SIGN ON MAIN STREET

185" wall sign - hand painted - wooden sign - 2" thick

- Knitting - Crochet
- Needlepoint
- Classes - Supplies



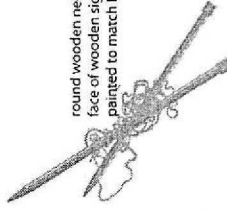
Unwind Yarn House

hand painted letters on wooden face

make use of existing wooden letter - pin mount on wooden sign face frame

wooden letter raised

round wooden needles to be attached using bolts to the face of wooden sign to complete the logo - hand crafted with rope and wooden - painted to match logo colours



anchor bolts - tapcon into face brick every 2-4 ft

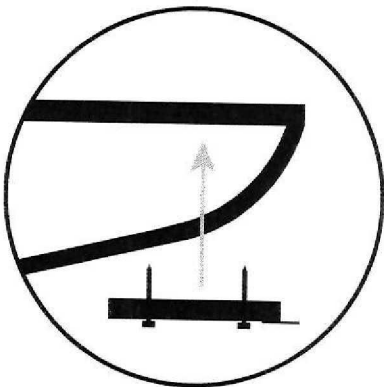
SIGN 4 OVER THE DOOR SIGN



PROJECT: UNWIND YARN HOUSE  
232 MAIN STREET - NEWMARKET - ONT

EXISTING SIGN FACE - ONLY LETTERS TO BE APPLIED TO FACE - CUT OUT LETTERS 1/2"

DW Canada  
Design - Signage  
416-464-9600



1" X 1" tubing brackets to be bolted to the wall every six feet along the top of the awning using 3/8" X 4" lag bolts and washers. Additional brackets will be used to secure the bottom of the awning



