



February 4, 2019

Mayor and Members of Council  
Town of Newmarket  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

**Reference: Old Main Street Tertiary Plan - Final Report - January 2019 (Draft V2)  
244 Main Street, Town of Newmarket**

**Attention: Mayor and Members of Council**

Groundswell Urban Planners has been retained by the owner of 244 Old Main Street in the Town of Newmarket to provide comments on the proposed Tertiary Plan for Old Main Street. While we understand that the process has been underway for some time, we hope that this communication will be considered by Staff, its Consultants, as well as members of Council before the Plan is finalized and endorsed for approval.

We offer the following comments with respect to the policies and objectives of the Plan:

- 2.2 - Guiding Principles - support maintaining the east-west alignment of existing lots. We respectfully ask that the Town considers alternative development proposals in the future that may depend upon different lot fabric as part of a comprehensive plan amongst a number of property owners
- 3.3.1.i) - We note that single and semi-detached dwellings, tri-plexes and four-plexes are permitted. We would ask that townhouses be considered as well; this is a more modern style of built form and can be designed and articulated to have pleasing curb appeal that is respectful of the existing built form in the area
- 3.3.1.iii) - We would ask that the maximum density proposed in Residential Areas be increased from 1.0 FSI to facilitate the inclusion of townhouses. This is especially important if the Town wishes to see consolidation amongst the parcels to create a more cohesive, comprehensive plan.
- 4.3.1.i) - We note the consideration of widening Old Main Street in front our my client's property to 'approximately 18.0m'. Please confirm what - if any - expropriations or widenings that could impact my client's lands. It would also be helpful to confirm if this will in fact amount to an 18.0m ROW or some other dimension - this should be clarified before this Plan is finalized. We are otherwise supportive of the policies that urbanize and improve the Main Street ROW and the curbs, sidewalks, and implementation of low impact development practices and potential upgrades to municipal infrastructure
- 7.3.1v) - We note that triplexes shall have a maximum height of 3 storeys while single and semi-detached dwellings shall have a maximum of 2 storeys, and that preference is given to 2-storey buildings with basements. Given the challenges associated with flooding in existing basements in the area, the promotion of basements may not be the most prudent, even if improvements are made in the area to mitigate these effects. It may therefore be more practical in this area to encourage units without basements, but to allow some flexibility to extend up to 3 storeys.

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- 7.3.1v - this policy also shows that the height of 3 storeys has been considered as potentially appropriate for this area. It would therefore follow that 3-storey townhouses (without basements) would not present a more imposing presence in terms of maximum height than what is contemplated for triplexes. The emphasis must then be on ensuring that a high degree of design is imposed to promote a higher quality of streetscape.
- 7.3.1ix) - states that triplexes shall incorporate an up-down configuration only, and shall read as a large single detached dwelling. Side-side and front – rear triplexes are not permitted. We proffer that this type of triplex would essentially function as a townhouse but with more units within the actual building. There are numerous references throughout the Plan that indicate that there is an interest in preserving the ‘cottage-like’ feel in the area. Tri-plexes and fourplexes are not commonly associated with ‘cottage-style’ architecture. We would therefore ask that under this lens that a townhouse be considered as a permitted use in light of the similar height and design policies that are afforded to triplexes.
- 8.3.4.i) - We note the policies regarding the establishment of gateways and pedestrian connections to the adjacent community. In theory we are supportive of this, but ask that the locations of these features be more explicitly described and indicated on the plan. As our client’s lands are at the north boundary of the plan, this policy likely affects a portion of the property’s frontage along Old Main Street and it is imperative that we gain further knowledge of the gateways’ implications and impacts
- 9.2.2.ii) - We note that consolidated, cohesive development is encouraged, bringing multiple parcels and owners together to form a more comprehensive plan. Our client is supportive of this, but cautions that the only way to encourage this is to permit densities and built forms that justify the time, work, money, and effort to accomplish this. All development must have a business case, and there is a significant element of risk and unknowns in the development and building industry. The Town cannot hope that these owners will come together to simply rebuild improved versions of what is already there. It is only through thoughtful and appropriate intensification with urban built forms - including townhouses - that these lands will come together to fully realize the vision of the Tertiary Plan.

We offer the following general comments with respect to the whole of this Plan:

- We generally support the overarching goals and objectives of the plan and are pleased that there is renewed attention to consider a comprehensive plan for this older part of the Town
- The Town has an obligation to provide range of housing, densities, tenure. Town and Region directions and priorities suggest that there is a concerted interest in affordable housing. This is a logical location for creative, innovative housing options in the heart of the community
- We note the Region’s suggestion to include Live-Work units as permitted uses. It is common in modern architecture to see live-work units incorporated into townhouses, of which we are supportive.
- A significant amount of money was invested in Davis Drive and its transportation infrastructure, and it is now up to the Town and the Region to promote ridership along this route. The future residents of this Plan area are logical users and benefactors of this investment. It is therefore prudent to consider as much intensification as possible, while respecting the existing community’s built form
- Overarching provincial, regional and local policies support intensification in built-up areas, specifically in Urban Growth Centres. While this is adjacent to the Town’s Urban Centres and Corridors plan, it nonetheless represents an important opportunity for housing types with some degree of density that is compatible with the existing neighbourhood and pre-existing buffers and natural features



- The access road to the existing cemetery is immediately to the north of my client's property which is the limit of the proposed Tertiary Plan. This access provides a natural buffer and separation from my client's lands, thereby allowing the Plan to consider built forms that present a transition from existing homes to the north, through to the new Plan area
- Determination of the potential and eventual urbanization of Main Street should be further along before solidifying built forms and densities. Potential widenings should be understood so as to allow owners to understand the land areas that remain for their use

It is only by allowing higher densities that the Town will see collaboration and consolidation of the properties in this plan with the goal of an area of renewal. Should the densities facilitate a comprehensive development plan, my client is interested in working with the owners of the adjacent properties to realize a more cohesive, collaborative plan for this area.

We remain committed to working with Town Staff and its consultants to provide continued input into the plan, realizing that the process is substantially complete.

We would appreciate any notice of future opportunities for consultation and consideration of this Plan by the Committee of the Whole and/or Council. We reserve the right to provide future comment on this plan and its policies as it continues through the approvals process.

Sincerely,

**GROUNDSWELL URBAN PLANNERS INC.**

A handwritten signature in black ink that reads "Kerigan Kelly". The signature is written in a cursive, flowing style.

**Kerigan Kelly, MCIP, RPP**  
Senior Planner, Partner  
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