



Strategic Priority Identification – Council Workshop #2

Updated Feb 10, 2019

As the result of an initial strategic priority-setting exercise for the 2019-2022 Strategic Plan, Council identified a number of potential strategic themes described in the table below. Staff then provided input identifying current strategic priority initiatives that are underway, and they offered new strategic priorities for consideration, in support of these priority themes.

Strategic Pillar	Existing Strategic Priorities Where are we now? What is currently underway in support of this strategic theme?	Proposed Strategic Priorities (New) Where do we want to go?
Vibrancy on Yonge, Davis and Mulock Supporting enhanced access to diverse housing, office and retail options	<ol style="list-style-type: none">1. Implement policy frameworks and practices that will more easily support the development of the corridors (e.g. For reference only - Urban Centres Secondary Plan, Parking Policy, Concurrent Planning Applications, Parkland Dedication By-Law, Height and Density Bonusing Guidelines, site plan process, DC Deferral Policy, Urban Centre Zoning By-Law).2. Transit Oriented Development: Implement Newmarket GO Station Mobility Hub Study and development of Mulock Station Area Secondary Plan.	<ol style="list-style-type: none">3. Design and implement a multi-faceted corridor marketing program that focuses on future planning and design, and celebrates success.4. Seek new policy and by-law changes to incent innovative built forms.5. Leverage Smart City technologies and municipally owned broadband (ENVI) to support corridor development strategies and business retention and expansion efforts.6. Consider development incentives to provide a range of housing options that meet the needs of current and future residents.