

## **Deputation to Newmarket Council re: Clock Tower development, Feb 3, 2013**

I support the Forrest Group application to build the proposed development at the Clock Tower, and Council should approve it.

I love being on Main Street, and patronize as many of the shops there as I can, and go to many of the special events on Main. As a member of The Newmarket Group of Artists, I also show my work on Main occasionally.

However, Main Street is having serious issues with retention of businesses, and with the variety of businesses there. Over the past several years, many shops have opened only to close again; even some long-term shops have gone, either closing or going elsewhere. There are papered-over windows all along main. And while there are many restaurants, coffee shops, and personal services like massage, we lack basic types of businesses like a grocery store.

Vandalism, in the form of tagging and kicked-in storefront tiles, goes un-repaired, inviting more.

Increased population on and near Main should help with these problems, and intensification of the medium scale proposed here would be a good start.

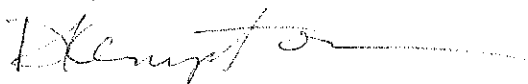
This proposal fits with the "Work, Play, Stay" concept, and many of the other principles of new urbanism e.g. walkability, connectedness, diversity, and increased density. Attention to these principles has been shown elsewhere to improve the quality of life for new residents, who may have shorter commutes and more dynamic, vital places to live, and for current residents, who get improved amenities such as new shops as part of development, and more stable, varied shops nearby, as well as increased property values.

Intensification is also much more effective for taxation, compared to greenfield development. Where greenfield development requires all new infrastructure to be installed and maintained, intensification taps into existing infrastructure. A 20020 study from the American Farmland Trust estimates that each dollar of tax revenue costs about \$1.15 in low-density greenfield developments<sup>1</sup>. Intensification also makes better use of existing transit routes and equipment.

This proposal even respects the existing built environment by creating storefronts along main and Park that are similar to Main's existing stores. As well, the taller structures are set back, and are of a mix of materials, both of which reduce the visual impact and improve the aesthetics.

So I believe that Council should approve this application. Further, Council should remove or reduce the minimum requirement for parking spaces. Pembina Institute identifies as a priority policy recommendation<sup>2</sup>: "Remove or reduce minimum parking requirements for new developments, allowing developers and municipalities to provide parking according to the market and based on a neighbourhood's unique mix of uses and transit service. This would reduce the cost of location-efficient development and maximize land efficiencies."

Sincerely



David Kempton  
Newmarket

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<sup>1</sup> 'Cost of Community Services Studies: Making the Case for Conservation', cited in Pembina's Building Sustainable Urban Communities in Ontario', 2003

<sup>2</sup> Pembina: Live Where You Go. July 2012. Available at Pembina.org