

January 30th, 2014

Jackie Playter,

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Mayor and Members of Council,

I am writing this letter to express my opinion on the importance of the Development Project for The Clock tower Inn proposed by The Forrest Group. We all know and love Main Street and we have worked hard over the last 10 years to make it a viable and productive destination. We have come a long way but we need to keep moving.

I am in favour of the Forrest Development for many reasons. We need Density down Town; we need more people to shop in the stores and to eat in the restaurants. We need more retail down Town to bring people to make the Street vibrant. With the Clock Tower Development we will get the retail we need, we might even be able to attract a much need grocery store (Natures Emporium, Vincos or Longos) when the construction is finished on Davis Drive there will be quite a bit of new retail and Main Street needs to be prepared to be viable or we will miss the boat.

In Newmarket's Cultural Master Plan, our Main Street is designated as the Cultural Center for Newmarket; if we have more density then we can attract more Cultural related businesses and retail. The new density and retail will make our Main Street more sustainable for the future. We will have more people walking up and down the Street, living and perhaps working in Downtown Newmarket. We have had many niche retail businesses come to Main Street over the last 10 years and they have all left because there is not enough people that shop on Main Street to keep the businesses alive. We need to make The Downtown alive with retail, restaurants and culture. Density is a good way to do this.

The Town of Newmarket is investing greatly in the Old Town Hall redevelopment; just imagine how wonderful it will be for people to walk out of the newly renovated Town Hall and to see a cleaned up Market Square. Right now the buildings that back on to Market Square are a disgrace and they have been for many years. The Forrest development is a chance to get the back of Main Street spruced up. Having the backs of the buildings renovated will make Main Street more attractive as a destination.

In conclusion I would like to say in my opinion; The Forrest Proposal for more density at the Clock Tower Inn is exactly what Main Street and Downtown Newmarket needs. We need it so that the revitalization continues, so that we are ensuring stability for the future and so that Main Street can grow and prosper and reach its full potential. We need density to attract the retail that we so badly need. People say oh I love the Restaurants but too many restaurants don't work over an extended period. Unionville is a good

example of this. Unionville attracted more and more restaurants and lost their retail. It wasn't long before the Restaurants weren't attracting the people anymore. You need a good balance of Retail, restaurants and services in a Downtown core. Main Street has served Newmarket well over the last 200 years or so. Main Street is where Newmarket began; it is the Heart and Soul of Newmarket. We need to make sure that we keep Downtown Newmarket viable and sustainable for the future generations. Years from now we will all be gone but let's hope that we have taken care of Main Street and our history, that we have given her a fighting chance against the Mall, the plazas and the new retail on Davis Drive. Main Street needs density, we need people to live and shop and play on our Street, we need to be sustainable for the future.

Jackie Playter☺