



# The Town of Newmarket Placemaking Concepts

IBI  
GROUP

Yonge St. and Davis Dr.  
Yonge St. and Eagle St.  
Davis Dr. and Main St.



## VISION

To build beyond VivaNext Streetscape  
Design using placemaking principles to  
create a better place for the community of  
Newmarket.

# PLACEMAKING

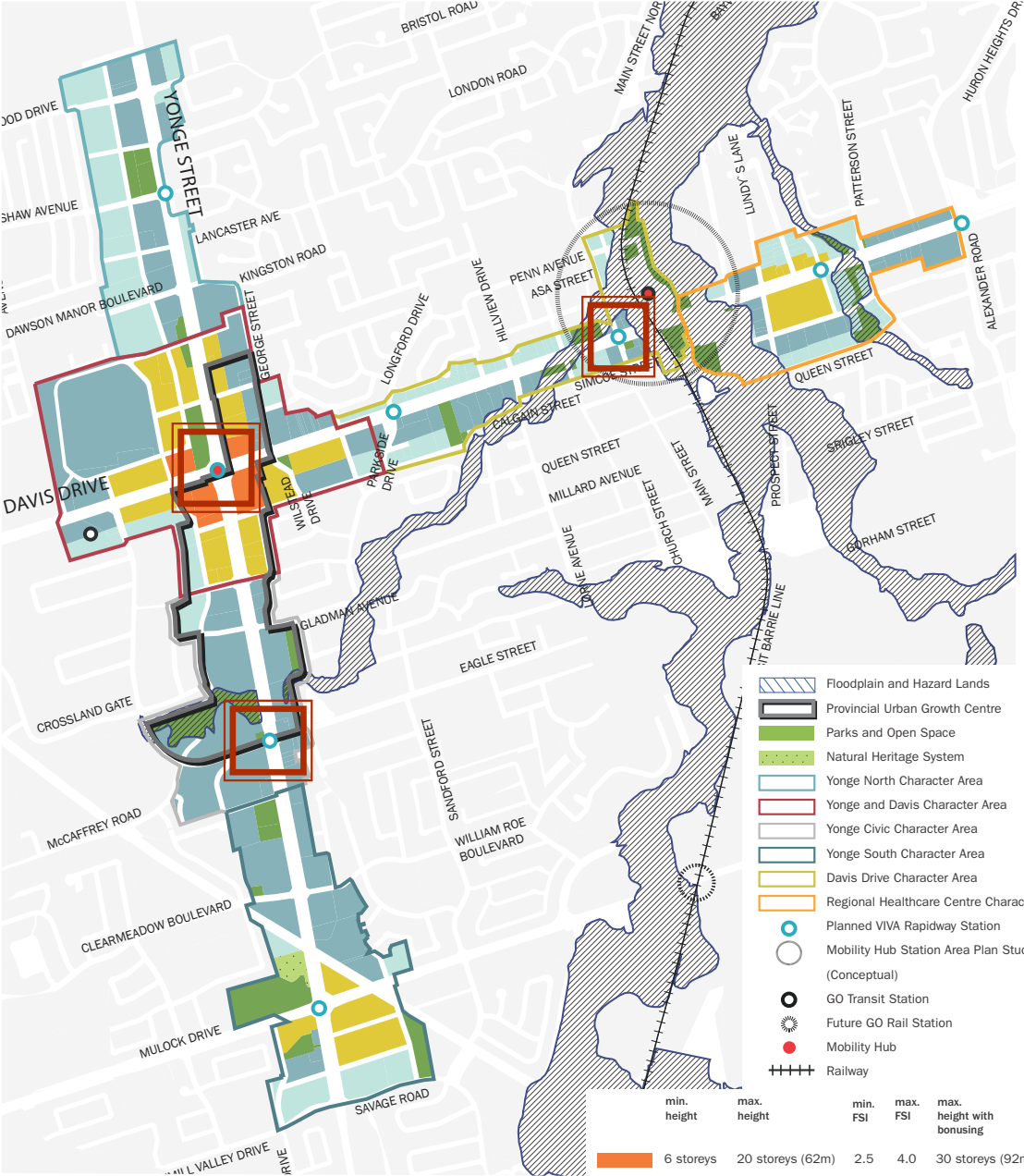
The process of placemaking will collectively shape and revitalize public spaces in the urban environment supporting cultural, economic, social and ecological design. These often neglected corners of busy intersections can be a place to gather, explore public art, promote Newmarket’s identity, escape and connect to adjacent infrastructure . Each intersection was evaluated by IBI Group determine the needs of the current and future uses.

# CONSULTATION

The placemaking concepts were developed in consultation with the Town of Newmarket’s Steering Committee, Heritage Newmarket Advisory Committee, Main Street District BIA and VivaNext Task Force.

## PROCESS





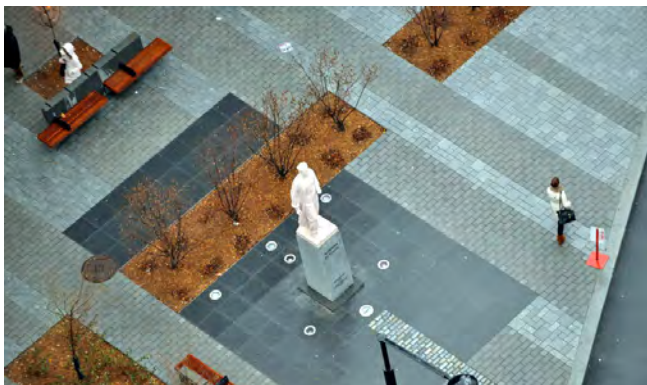
Draft Secondary Plan 2013

 scope of work



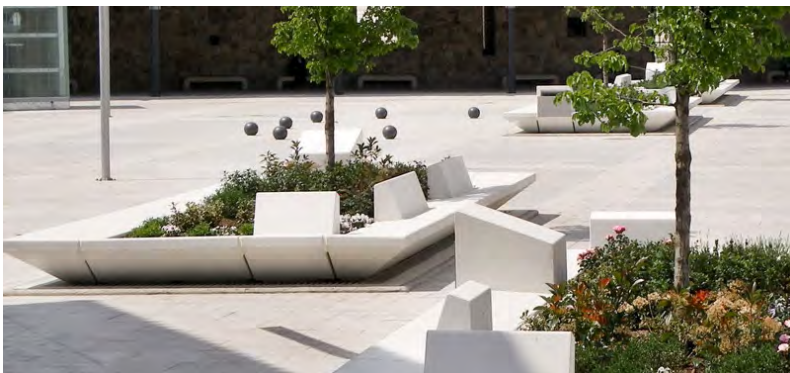
# PRECEDENTS

## PLAZA DESIGN



decorative  
paving  
raised seating  
trellis and  
water features  
berms /  
earthworks

## SITE FURNISHING



concrete or  
wood site  
furniture  
'frame the  
view'  
corten  
decorative  
tree grate

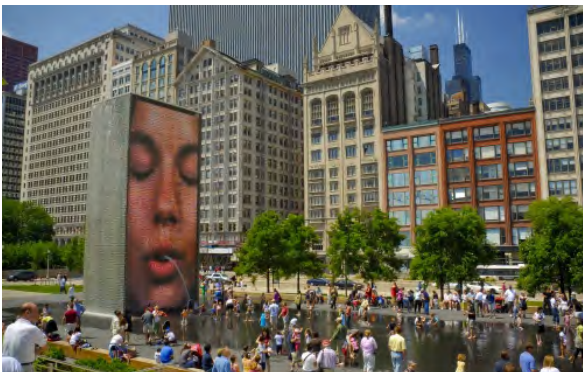


ice lounge  
Newmarket  
illuminated  
furniture





PUBLIC ART



multimedia  
water  
feature



decorative  
lighting



steel art design



VEGETATION



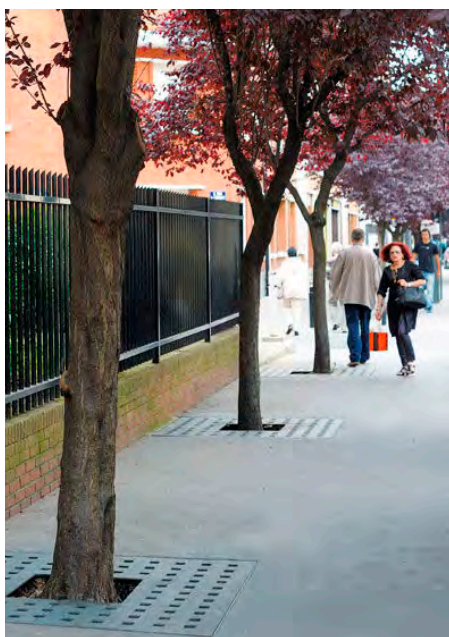
native  
prairie  
mix



ornamental  
grasses



evergreen  
shrubs



street  
trees

HERITAGE

historic finishes

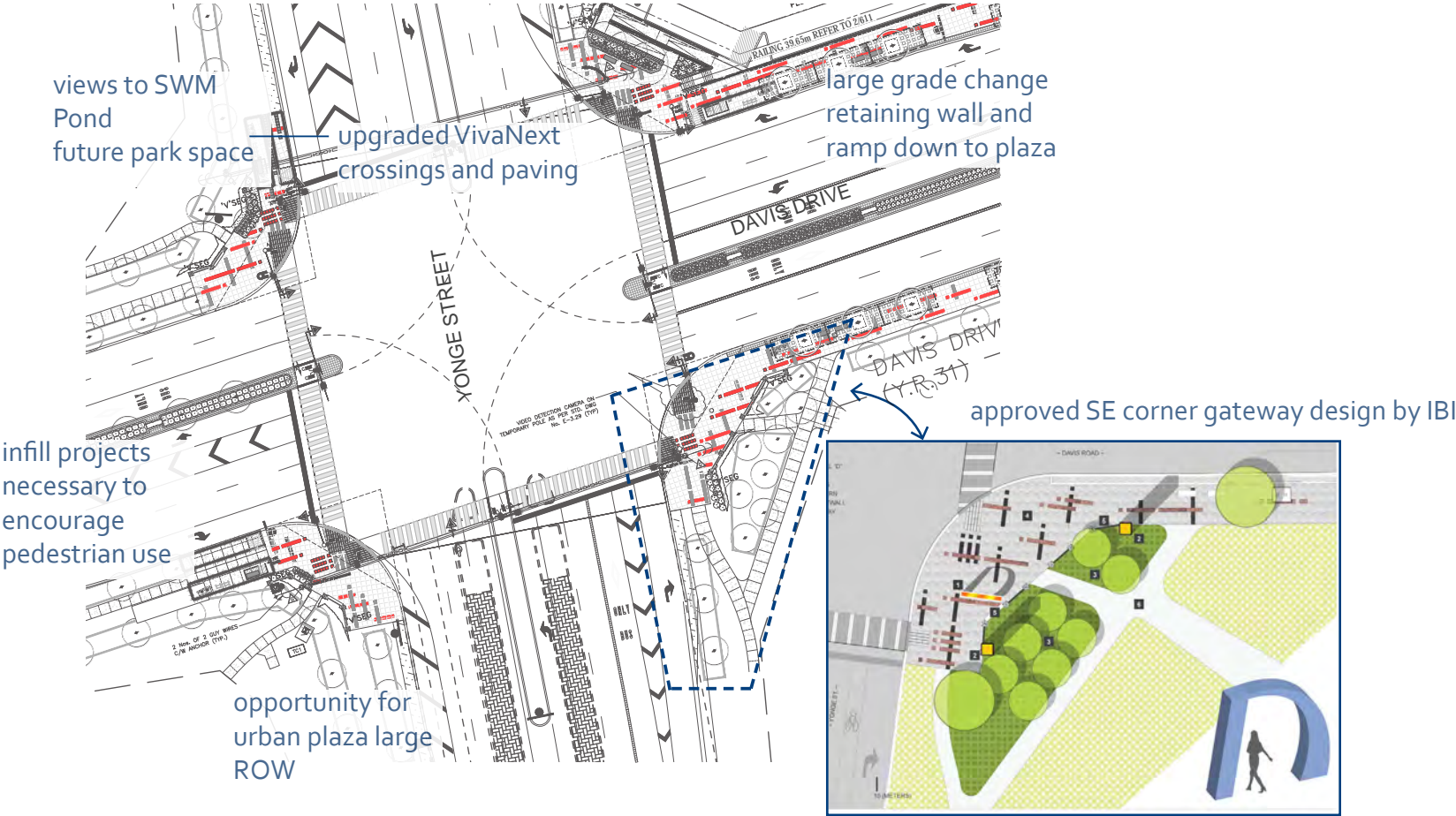


arch design



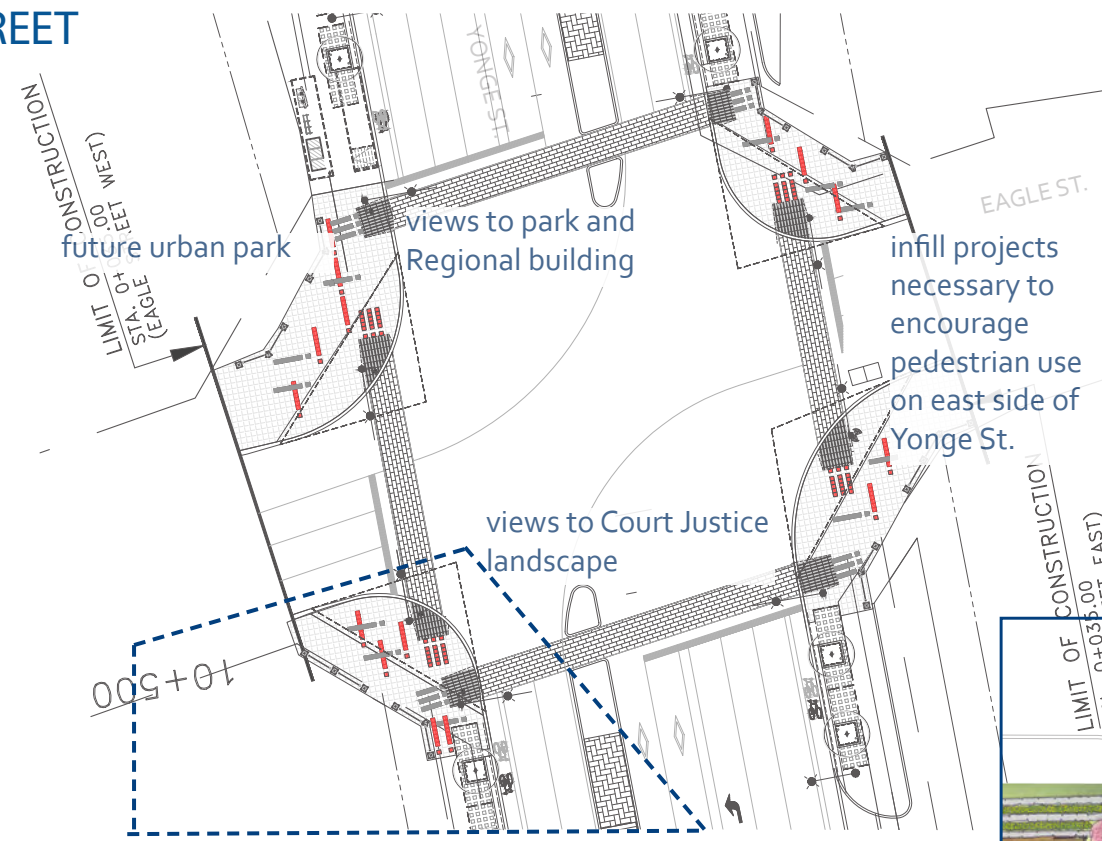
# ANALYSIS

## YONGE STREET & DAVIS DRIVE



VivaNext Streetscape Concept

YONGE STREET & EAGLE STREET



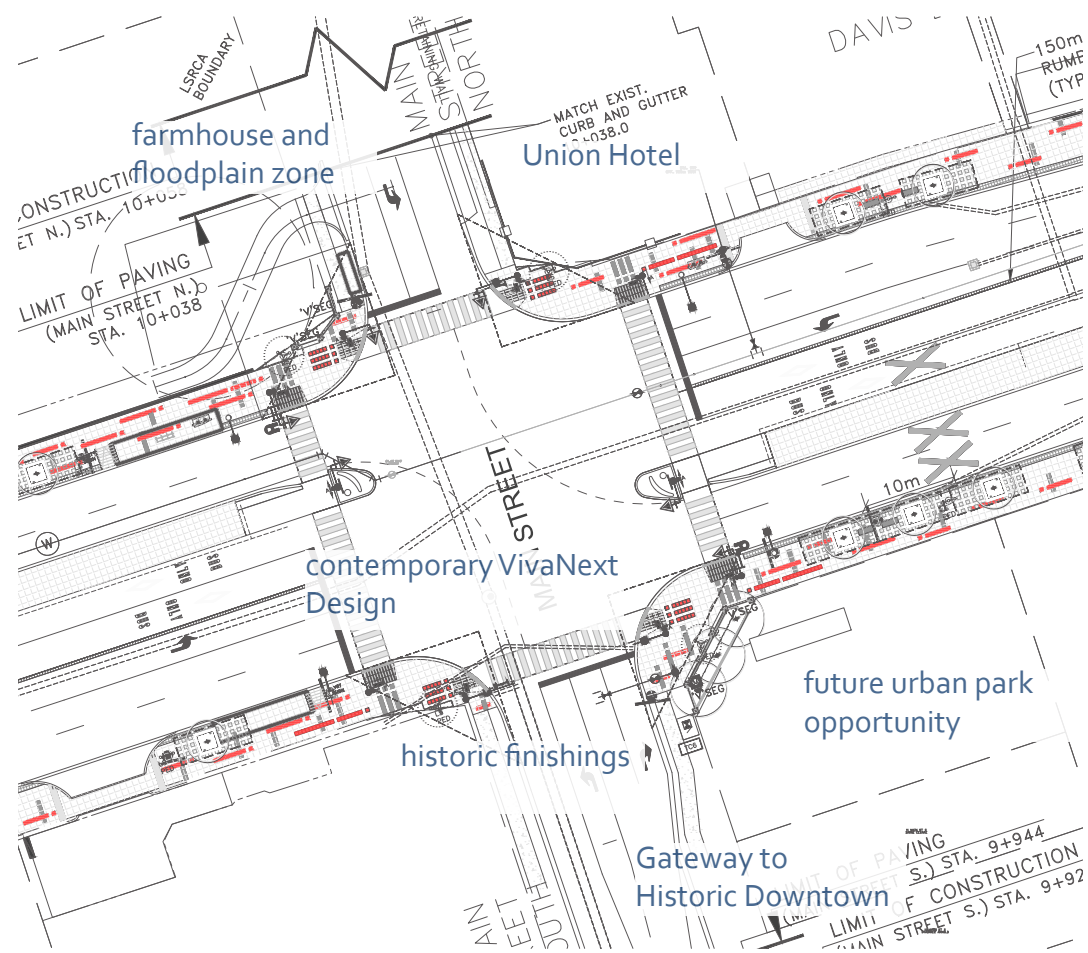
Views to the northwest of the York Administrative Centre by Douglas Cardinal Architects Inc.



Courthouse Expansion Concept by IBI Group



# MAIN STREET & DAVIS DRIVE

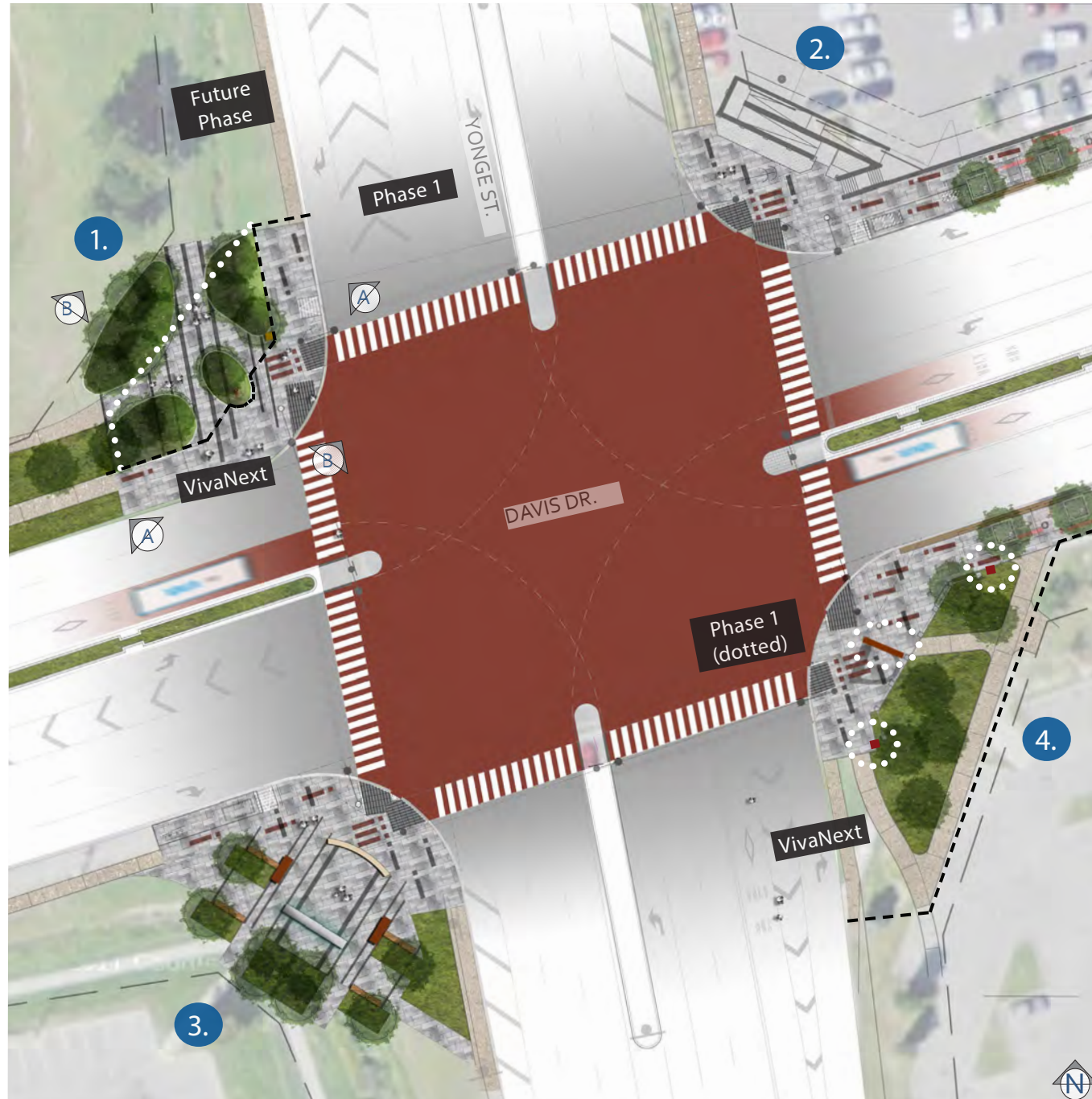


VivaNext Streetscape Rendering views east along davis, Union Hotel and Station



Historic View Downtown Newmarket along Main Street





Plan View of Yonge St. and Davis Dr.





Elevation A - Northwest Corner 'Gateway to a Park'





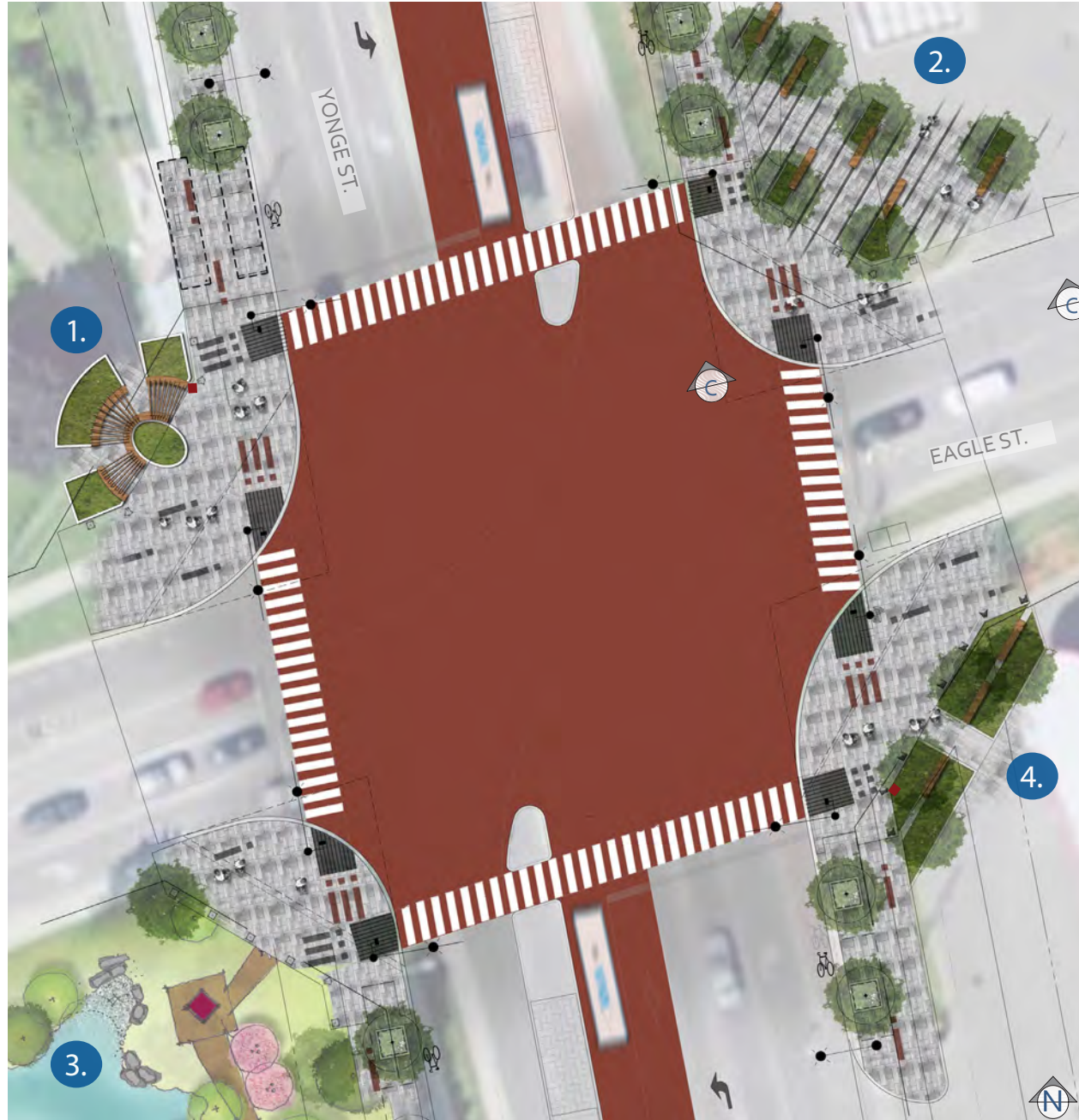
Elevation B - Northwest Corner 'Gateway to a Park'





Perspective looking at northwest corner 'Gateway to a Park'



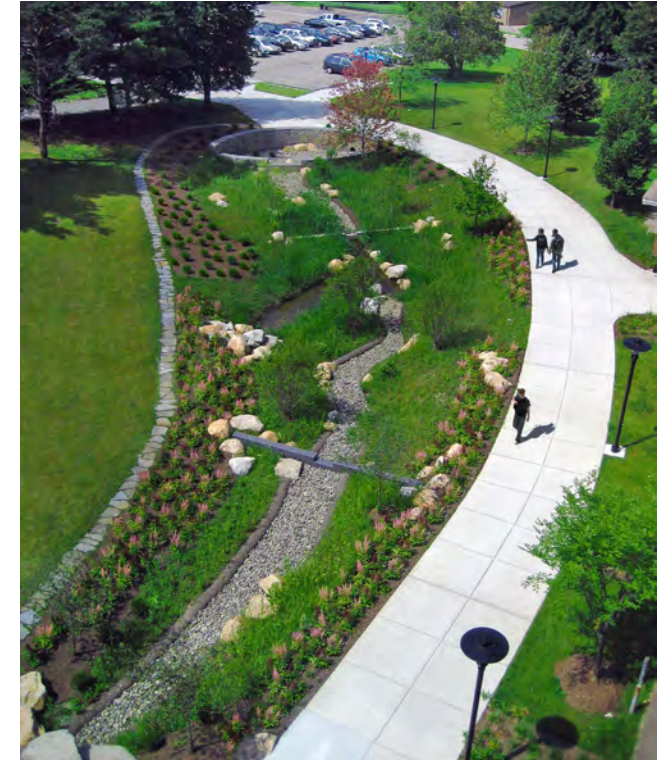


Plan view of Yonge St. and Eagle St.





Conceptual design of the Courthouse Expansion



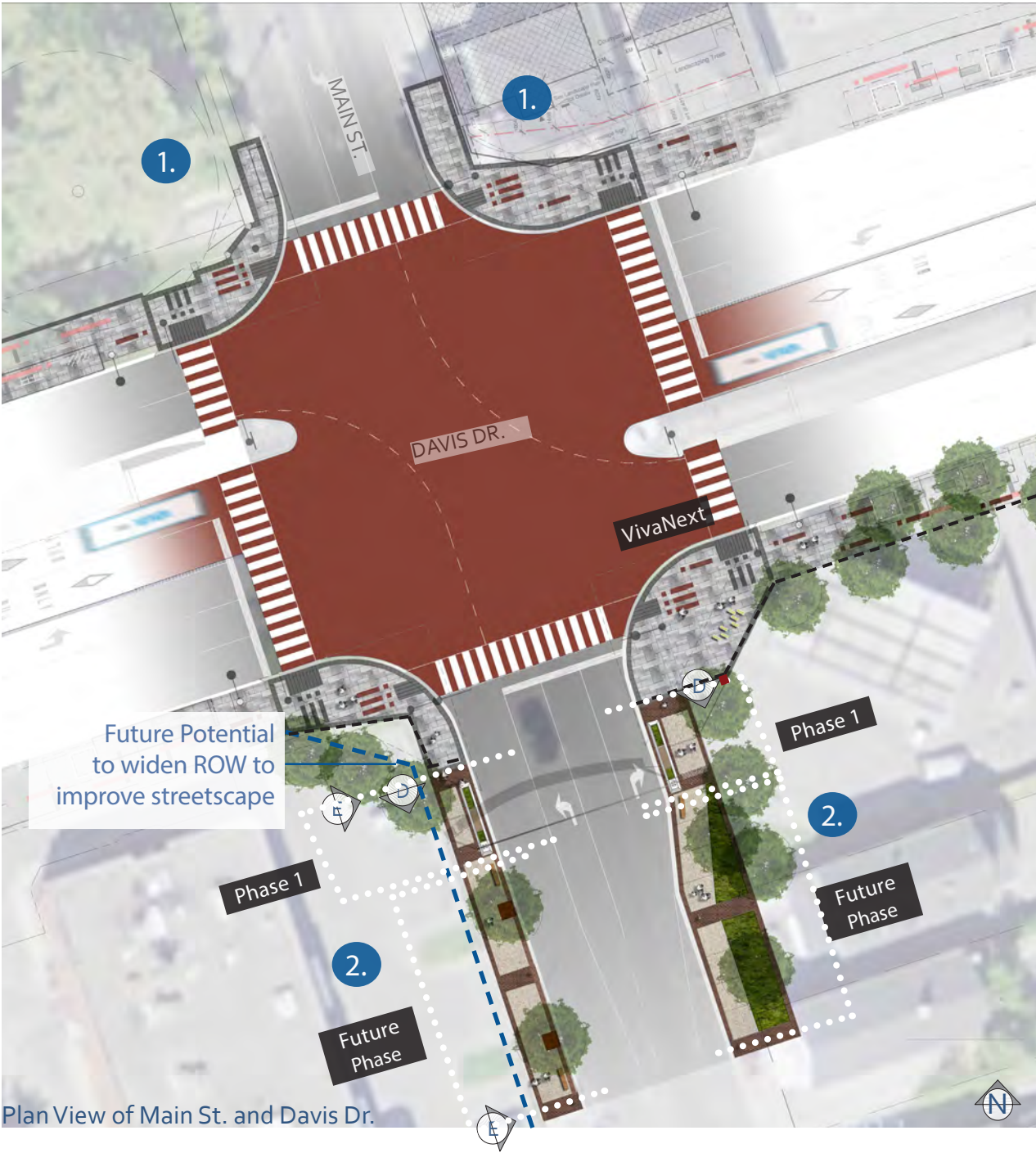
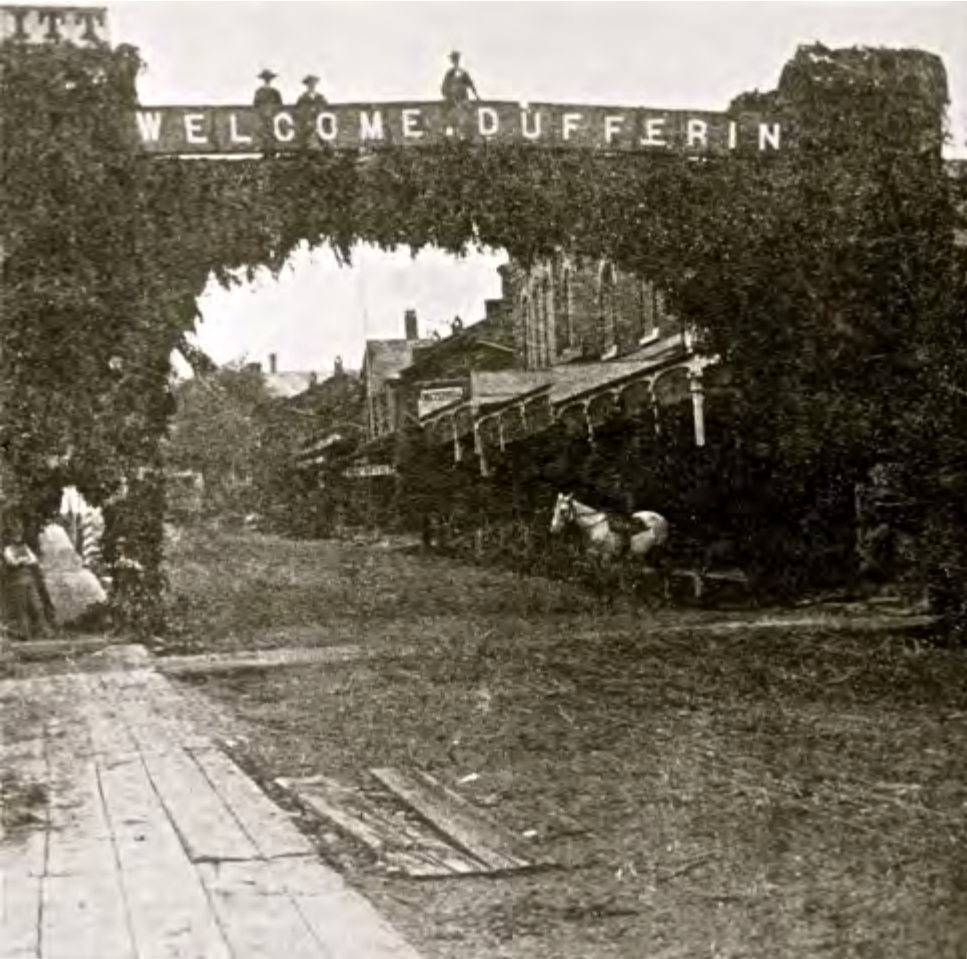
Wetland design Precedent (above)  
Trellis with decorative planting (below)





Elevation C - Northeast Corner - Large Plaza with Seating









Elevation D - Southwest and Southeast Corner of Main St.









Perspective looking south along Main Street towards the future Urban Park



# GATEWAY NAMING

In consultation with the Steering Committee, Heritage Newmarket Advisory Committee and Main Street District BIA various options were selected. Please vote for the preferred, the maximum character allowance is 30 including spaces.

## FRONT - NORTH FACE

- 1 HISTORIC DOWNTOWN
- 2 HISTORIC DOWNTOWN OF NEWMARKET
- 3 HISTORIC DOWNTOWN DISTRICT
- 4 HISTORIC MAIN STREET

## BACK - SOUTH FACE

- 1 THANK YOU FOR VISITING





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#### CONTACT US

IBI Group  
5th Floor–230 Richmond Street West  
Toronto ON M5V 1V6 Canada

tel 416 596 1930  
fax 416 596 0644

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