



transit-oriented  
respectful  
environmentally friendly  
attract investors  
legacy  
progressive  
attractive downtown  
accessible  
connected  
innovative  
green  
economic  
clean  
inclusive  
worldly  
cultural  
diversity  
biodiversity  
bike friendly  
improved health care

# *Future* **NEWMARKET**

2024-2051





# PURPOSE OF TODAY'S WORKSHOP

- Introduce “Future Newmarket”, the name of the Town’s future vision, but also a rebranding for the Official Plan Review.
- Review the proposed vision, guiding principles, strategic actions, and some of the transformative theme areas that will shape Newmarket’s Official Plan.
- Engage in a collaborative and interactive discussion.





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**What is Future Newmarket?**

**02**

**Engagement Milestones**

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**04**

**Guiding Principles & Strategic Actions**

**15 Minute Recess**

**05**

**Transformative Theme Areas**

**06**

**Next Steps**





# WHAT IS 'FUTURE NEWMARKET'?

- A shared vision for the future, with guiding principles and actionable strategies to implement this vision through the updated Official Plan.
- Based on feedback received in Phases 1-3 of the study, implementing a people-first approach to future growth.
- 2051 is a milestone date for population projections and the time horizon of the Plan.
- Intended to inform draft policy directions which will be presented at a future meeting in early 2025.





# What is a 'People-First' Approach to Land Use Planning?

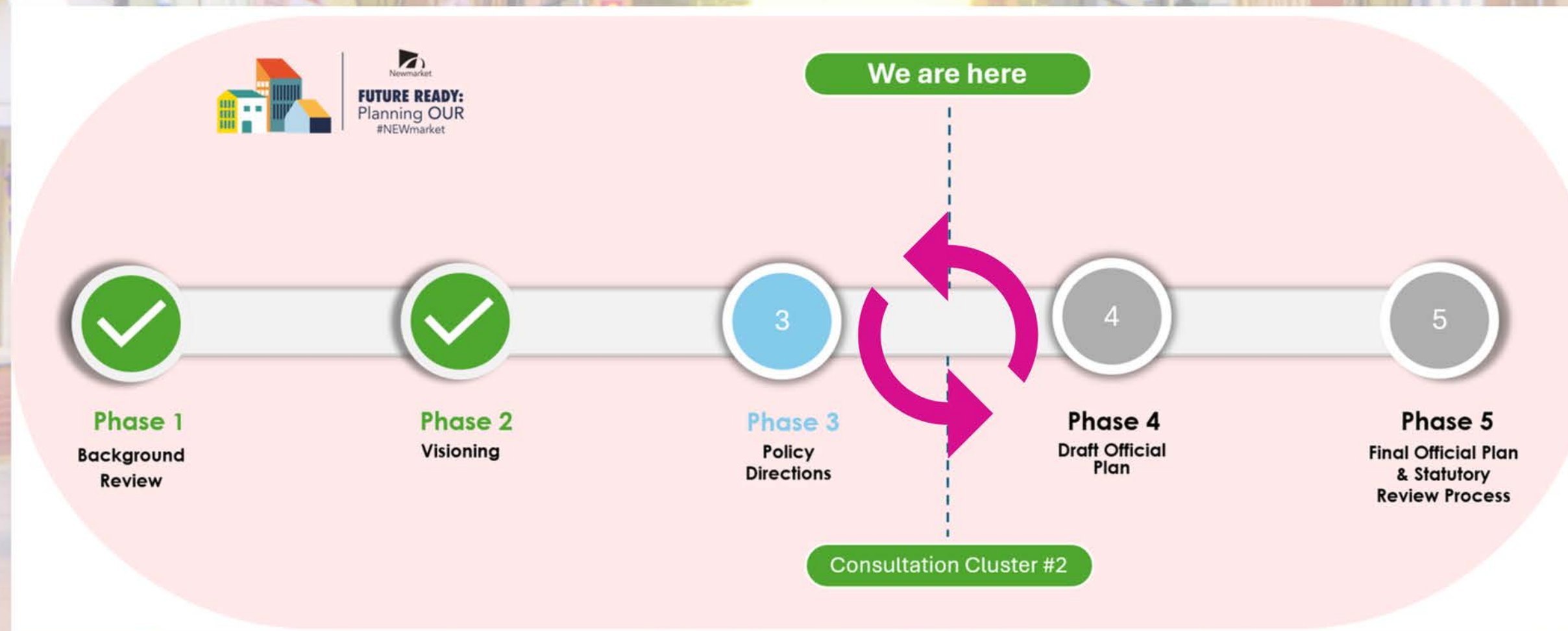
- A people-first approach to land use planning emphasizes the importance of **community involvement in shaping the future of their environment.**
- Ensures that **diverse voices are heard and considered**, leading to more equitable and sustainable outcomes.
- Builds trust between the community and planners, as people see their contributions making a tangible impact.
- Promotes policies and future **growth that align with the community's long-term vision and values.**





# PLANNING PROCESS OVERVIEW

Our process has focused on being transparent and inclusive. We are currently in Phase 3, where policy directions are being developed and refined based on findings in Phase 1& 2 and new community feedback. This phase has involved an iterative approach to conducting research, receiving feedback, and informing draft policy options.





# PHASE 3 ENGAGEMENT:

*We wanted to hear from Newmarket!*



**Friday Night Social Dance, Seniors Meeting Place (June 21, 2024)**



**Farmers' Market, Riverwalk Commons (June 22, July 6, 13 & 20, 2024)**



**Parent and Tot Pre-School (June 24, 2024)**



**Seniors' Badminton, Seniors Meeting Place (June 25, 2024)**



**Tim Hortons Canada Day Event, Riverwalk Commons (July 1, 2024)**



**Magna Centre Pop-ups (July 8, 15, & 22, 2024)**



**Ray Twinney Recreation Centre Pop-ups (July 8, 15, & 22, 2024)**



**Equity, Diversity & Inclusion in Land Use Planning - Focus Group (October 7, 2024)**





# DISCUSSION GUIDES

## AFFORDABLE HOUSING

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Home Sweet Home: Shaping Newmarket's Housing Future

Housing affordability and availability are critical issues facing many communities today, including the Town of Newmarket. As the Town continues to grow and evolve, ensuring that all residents have access to a variety of housing types and tenures that are both attainable and affordable is paramount.

Housing affordability is not just about providing a roof over one's head; it's about creating complete communities where people feel they belong and can succeed. This involves accommodating diverse needs, from young individuals seeking their first homes to families needing more space, and seniors looking to downsize. The goal is to create **inclusive neighbourhoods** where all residents, regardless of their economic status, have access to **safe, affordable, and suitable housing**. By understanding the complex nature of housing issues and engaging in collaborative discussions, we can work towards a more sustainable and inclusive housing future, well beyond the ordinary.

**Did you know that Newmarket has targets for providing housing suitable for all ages, household sizes and abilities?**

These targets include:

- a minimum requirement of 25% of new housing to be affordable outside of Regional Centres and Major Transit Station Areas and a minimum of 35% inside of these areas;
- By 2051, Newmarket together with its partners will need to plan to achieve 1,000 new purpose-built rental units.

## TRANSPORTATION & CONNECTIONS

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Newmarket's on the Move: Creating a Sustainable Transportation Network

The OPR aims to strengthen the synergy between land use planning, growth management, and transportation, ensuring that residents can move within and between various parts of the Town without relying solely on private vehicles. This approach not only addresses immediate transportation needs but also sets a foundation for long-term sustainability and resilience.

The Town's current Official Plan has established a foundational link between transportation and growth management. However, the OPR aims to enhance this relationship further. The goal is to create exceptional transportation experiences well beyond the ordinary across all modes of transportation, including walking, cycling, public transit, and emerging mobility options like electric scooters and bikes. The ability to navigate through the Town of Newmarket using active transportation methods and without driving a car is a key objective to enhance accessibility, sustainability, and the integration of new technologies.

To achieve these goals, the OPR proposes two major initiatives: the introduction of **Transportation Demand Management (TDM)** measures and the support of a **hierarchy of mobility** that prioritizes sustainable transportation. These initiatives are designed to promote alternative and more sustainable travel options, contributing to the Town's efforts to combat climate change. Building on existing momentum towards sustainable transportation in Newmarket and York Region, these initiatives aim to create a **cohesive and connected transportation network** that supports the Town's growth and development objectives.

## PARKS & OPEN SPACES

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Vision for an Open Space Network

The Regional Official Plan (ROP) directs that communities be designed with an integrated open space network, underscoring the importance of distributing parks and open spaces throughout the Town to ensure they are accessible to all residents. By creating a holistic approach to parks planning and integrating these green spaces to complement the Town's structure, Newmarket can ensure that parks and open spaces are not only places for recreation but also key components of the Town's **identity and sense of place and belonging**. This integrated network will help meet the recreational needs of the community, respond to its planned context and built form, while also supporting environmental goals such as biomass, tree canopy coverage, and climate resiliency.

### Parks Hierarchy & Typologies

A parks hierarchy can support the distribution of various park typologies across Newmarket while directing service levels and the types of amenities associated with each park, from regional parks to small neighbourhood spaces. Utilizing a parks hierarchy and ensuring a variety of typologies are integrated within various neighbourhoods in the Town increases access to different types of green spaces and recreational opportunities. By planning for different types of parks, the Town can better meet the diverse needs of its residents, employees, and visitors.

**What is the difference between a Park and an Open Space?**

**Parks** are open space areas which are owned, operated, or maintained by a public authority as a recreational area for public use. Parks include passive and active forms of recreation, whether indoors or outdoors.

**Open Spaces** are lands which are typically maintained in a natural or semi-natural state. They include public and private open space, and may contain flood plain lands, cemeteries, and natural heritage areas. Private open spaces may also include areas suitable for community gardens, which can supplement publicly owned parks, facilities, and amenities.

## CULTURAL HERITAGE

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Historic Heartbeat: Honouring Newmarket's Cultural Heritage

Cultural heritage in Newmarket is a cornerstone of the Town's identity, shaping its **unique character** and contributing to the overall quality of life for residents and visitors alike, making our community well beyond the ordinary. Newmarket's heritage resources, particularly in areas like Historic Main Street, offer a window into the Town's rich history and provide a sense of continuity amidst ongoing development and innovation.

Preserving and promoting these resources not only enhances the Town's aesthetic appeal but also plays a crucial role in creating **community pride and cohesion**. By protecting its heritage, Newmarket can maintain a tangible connection to its past, ensuring that future generations can enjoy and learn from the historical and cultural narratives embedded in the Town's landscape.

## EQUITY, DIVERSITY & INCLUSION

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Being Your Authentic Self Makes Newmarket Even Better

The Town of Newmarket is a community rich in diversity, characterized by a mosaic of cultures, perspectives, and experiences. As our community grows and evolves, so too should our commitment to creating an environment where every individual feels valued, respected, and empowered to contribute to our collective well-being.

Our dedication to equity, diversity, and inclusion (EDI) is about recognizing and celebrating the unique contributions of each community member. By embracing diversity, promoting equity, and ensuring inclusion, we create a dynamic and resilient community that is well beyond the ordinary. The Town thrives on the strengths of our shared differences, varied voices, and individual talents.

Through inclusive planning practices, we will aim to create a built environment that reflects and supports the diverse needs and aspirations of all residents. The Town of Newmarket promotes equity, accessibility, and inclusion through our thoughts and actions in support of our growing community. By working together, we can ensure that every individual has the opportunity to develop their full potential, participate fully in society, and live with **respect, dignity, and freedom from discrimination**.

Understanding Equity, Diversity & Inclusion	Town of Newmarket's Commitment	Inclusive Land Use Planning	Discussion

## PLACEMAKING & URBAN DESIGN

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Placemaking & Urban Design for a Better Newmarket

Placemaking and urban design are critical components in shaping the daily experiences of people living, working, and spending time in Newmarket. These elements address the relationships and arrangement of buildings and the spaces between them, influencing many **social, cultural, environmental, and economic aspects of life**. Effective urban design and placemaking contribute to creating vibrant, healthy and sustainable communities. In Newmarket, the approach to urban design and placemaking is guided by the Town's updated Official Plan. This plan acknowledges the diversity of spaces in Newmarket, from the bustling Main Street to quieter residential neighbourhoods, and seeks to **enhance these areas while accommodating growth and change**. Through placemaking and urban design, we aim to create a space where everyone feels a sense of belonging, safety, and pride in our community, making the Town of Newmarket a place well beyond the ordinary.

We Heard You!	Elements of Placemaking & Urban Design	Holistic Design & Character Areas	Discussion

## INFRASTRUCTURE

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Future-Proofing Newmarket: Innovations in Infrastructure & Servicing

Municipal servicing and infrastructure are the lifelines of any thriving community. They encompass essential services such as water supply, wastewater treatment, stormwater management, waste disposal, and energy provision, all of which are crucial for the **health, safety, and prosperity of residents and businesses**. In the Town of Newmarket, we aim to create efficient, sustainable, supportive, and a well-serviced environment, making our community well beyond the ordinary.

Effective planning and implementation of municipal servicing require a collaborative effort between different levels of government and alignment with various regional and provincial policies. The Region of York plays a key role in identifying servicing allocations and expanding capacity, while the Town of Newmarket is responsible for directing growth and integrating these services within its planning framework. This multi-level coordination ensures that infrastructure development is not only efficient but also responsive to the community's evolving needs. This document will discuss the policies and strategies outlined to achieve these goals, focusing on two major initiatives: the **Integrated Approach to Water and Wastewater and Stormwater Infrastructure Projects**, and **Climate Resilient Servicing and Infrastructure**.

We Heard You!	Water and Wastewater & Stormwater	Climate Resilient Servicing & Infrastructure	Discussion

## COMPLETE COMMUNITIES

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Elements of Complete Communities

**Diverse Housing Options**

To support the goal of Complete Communities, the Town will need to ensure that the new housing supply provides for a full range and mix of housing options to meet the diverse needs of its current and future residents.

**Availability of Parks & Open Spaces**

Communities that are designed to provide an integrated open space network contribute to a sense of place and identity, and promotes physical activity and social inclusion.

**Access to Transit & Active Transportation**

Creating a walkable and bike-friendly Newmarket can promote a healthy lifestyle by concentrating development within close proximity to transit.

**Proximity to Schools, Healthcare, Recreation, Social Services & Retail**

Promoting a holistic environment for daily living that is sustainable and livable includes increasing community access to healthcare and human services.

## JOBS & EMPLOYMENT

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Unlocking Potential: Newmarket's Employment Sector & Opportunities

Newmarket is at a pivotal point in its development, facing both opportunities and challenges as it plans for employment growth and non-residential development up to 2051. The Official Plan Review (OPR) offers a comprehensive evaluation of recent trends in employment growth, non-residential development, and broader regional growth. This review is critical as it helps align local planning policies with anticipated demographic, economic, and socio-economic shifts.

A key component of the OPR is the Employment Background Paper, which serves as the foundation for policy recommendations in the updated Official Plan. This paper examines how changes in the economy, such as the rise of e-commerce and increased opportunities for remote work, impact the demand for employment land and mixed-use areas. It also assesses Newmarket's diverse employment base and identifies Strategic Growth Areas (SGAs) that can accommodate future growth through intensification and remaining greenfield supply opportunities.

As Newmarket looks to the future, it must adapt to the evolving nature of the economy while leveraging its existing assets and opportunities for intensification. The Town's ability to attract and retain businesses, provide a mix of employment opportunities, and develop high-quality urban environments will make Newmarket well beyond the ordinary.

## GROWTH MANAGEMENT

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Growing Together: The Future of Newmarket

The Town of Newmarket offers the charm and **appeal of a small town** while providing amenities and conveniences of a larger urban centre, such as premium healthcare facilities, shopping and retail, connections to transit, and access to nature. This blend of small town charm and urban amenities makes Newmarket a highly desirable place to live, work, and play.

The Town is experiencing significant growth, with Newmarket forecasted to reach **118,500 people and 56,100 jobs by 2051**, necessitating proactive planning as Newmarket transitions to an important urban community in the Greater Toronto and Hamilton Area (GTHA). It is essential to manage the Town's growth to build a community where all residents feel **safe, valued, and accepted**, shaping a community that is well beyond the ordinary.

The purpose of the Official Plan Review (OPR) is to establish innovative, proactive, and contemporary policies to reflect the changing characteristics and demographics of the community while simultaneously managing growth and development to the 2051 planning horizon. Utilizing growth management strategies will reduce urban sprawl and promote intensification, leading to sustainable and efficient growth that creates a complete community.

New Town Structure & Key Elements	Planning for Infrastructure & Services	Growth Management Strategies	Discussion

## CLIMATE CHANGE & NATURAL HERITAGE

OFFICIAL PLAN REVIEW (OPR)  
DISCUSSION GUIDE  
JUNE 2024

### Climate Conversations: Building a Greener Newmarket

In Newmarket, the need for robust climate action is necessitated by the Town's commitment to ensuring a high quality of life for its residents. The Town's economic vitality, social cohesion, and overall well-being are directly connected with the health of both its natural and built environments. A proactive stance on climate change and sustainability is not just about environmental stewardship; it is about preserving the vibrancy of the community.

Sustainability encompasses the ability to meet present needs without compromising the ability of future generations to meet theirs. It requires a balance between **economic growth, social inclusion, and environmental protection**. In the context of climate change, sustainability involves reducing greenhouse gas (GHG) emissions, enhancing energy efficiency, and promoting renewable energy sources, while also preparing for and adapting to the impacts of climate change.

Effective climate action requires coordinated efforts across multiple sectors and levels of government. It demands the engagement of the entire community, from residents and businesses to local institutions and municipal departments. By creating a culture of sustainability and resilience, Newmarket can be a community well beyond the ordinary.

We Heard You!	Climate Change in Planning Framework	Climate Change & the Natural System	Discussion







# AUGUST 29th - PUBLIC INFORMATION CENTRE





# ENGAGEMENT BY THE NUMBERS

## Social Media Campaign

**1,660**

Likes, Clicks, Comments  
& Shares



## Neighbourhood Media

**12,000**

people reached



## Direct Engagement

**+550**

Pop-up Events, Focus Group & PIC



## Policy Directions Survey

**40+**

responses



## Project Website Visits

**1,200**

June-August 2024



## Communications Tactics

**13**





# COLLABORATING WITH INDIGENOUS COMMUNITIES

- Ensuring Indigenous voices are heard and considered in the land use planning. Letters sent to all Indigenous Communities with treaty rights in Newmarket.
- Introductory meetings held with Mississaugas of Scugog Island First Nation held on Oct 24 & Alderville First Nation Oct 29), who expressed an interest in the study process.
- Developing a Terms of Reference for further collaboration.



# OFFICIAL PLAN REVIEW POLICY LENSES

Shifting policy development to a **values-driven framework** that priorities **people, reconciliation** and **fosters a more equitable and inclusive community**.



**The People-First Lens:** Aims to create **accessible, welcoming public spaces, places** and **amenities** that serve all of Newmarket's residents, workers and visitors.



**Climate Resilience Lens:** Promotes sustainable planning practices to **reduce the Town's carbon footprint** and **protect long-term environmental health**.



**Indigenous Value-Based Lens:** Builds meaningful relationships with Indigenous Communities and **supports reconciliation efforts** by considering Indigenous perspectives & land stewardship principles in land use policies.



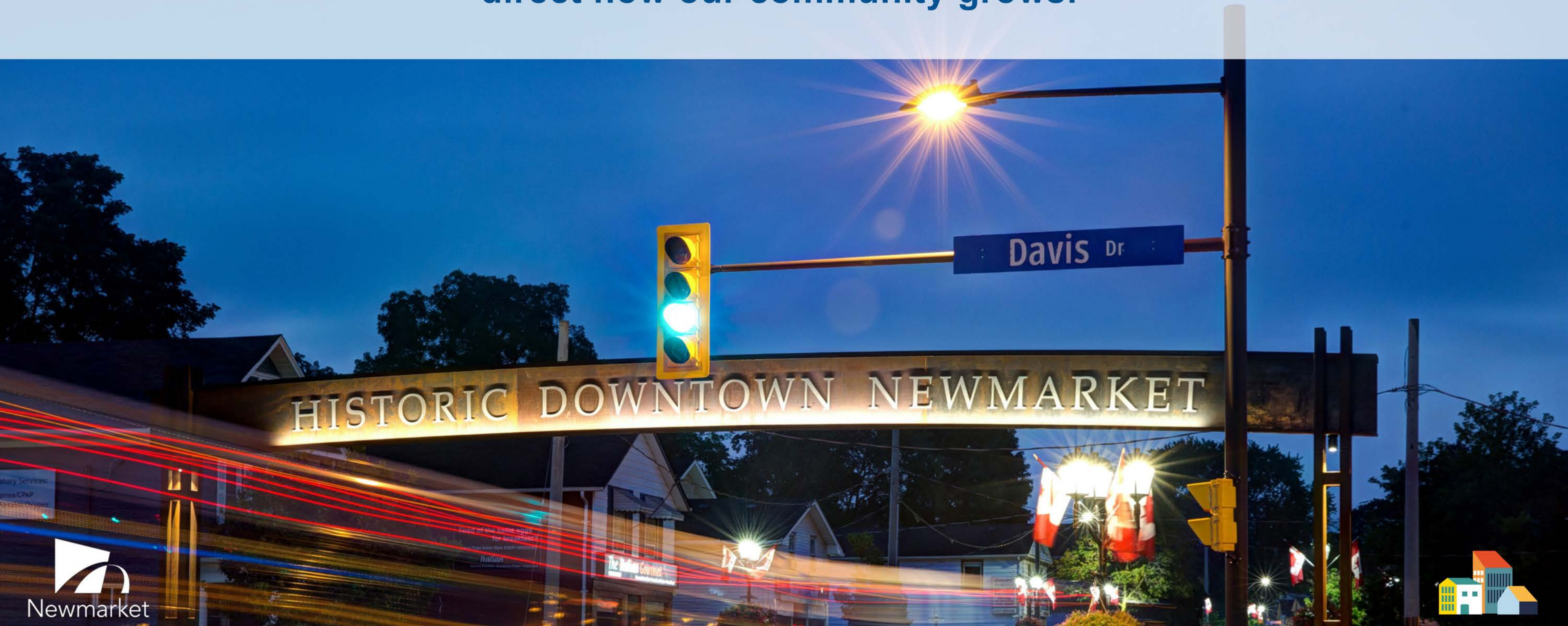
# DRAFT VISION STATEMENT

“The Town of Newmarket will grow as a sustainable, complete, and connected community that provides a high quality of life, supports a strong economy and is a destination for all to enjoy. Newmarket will be equitable and accessible, celebrating its inclusive and diverse community.”



# FIVE GUIDING PRINCIPLES

Guiding principles are the fundamental values, goals, and ideas that help direct how our community grows.

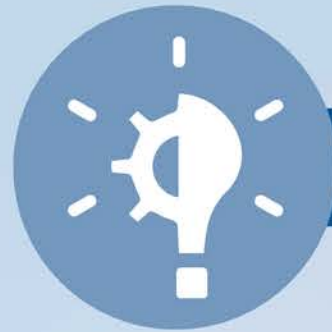




# FIVE GUIDING PRINCIPLES

Each of the 5 guiding principles in Future Newmarket are supported by 4 key actions, which will underpin policy directions for the Official Plan.

Vision



Guiding Principles



Strategic Actions



Policy Directions



Official Plan Policies





# FIVE GUIDING PRINCIPLES

**FOSTER A VIBRANT,  
DIVERSE & ACCESSIBLE  
COMMUNITY**



**CULTIVATE A GREEN  
& RESILIENT  
COMMUNITY**



**ENHANCE COMPLETE  
COMMUNITIES FOR  
SUSTAINABLE LIVING**



**BUILD A CONNECTED  
COMMUNITY**



**CONTINUE TO BE A  
PLACE TO STAY AND  
VISIT**



**EACH WITH 4 STRATEGIC ACTIONS**

Strategic Actions provide direction to staff throughout the organization while also informing policy directions for the Official Plan.



# GUIDING PRINCIPLE 1:

## FOSTER A VIBRANT, DIVERSE & ACCESSIBLE COMMUNITY

*Future Newmarket* will apply an equity, diversity and inclusion lens to its policies, fostering a vibrant, diverse and accessible community.

### Action 1

#### Celebrate Cultural Diversity & Heritage

Recognize, and enhance places that celebrate various cultures, promote cultural diversity, and preserve local heritage.

### Action 2

#### Acknowledge Indigenous History

Create policies and educational programs that incorporate Indigenous Knowledge to highlight the Town's history and its connections with Indigenous Communities, promoting understanding and respect for Indigenous cultures and their contributions.

### Action 3

#### Enrich the Community Experience

Develop policies that support accessible opportunities for everyone through public spaces, trails, and recreational and cultural activities, with programming tailored for different ages, cultures, and interests.

### Action 4

#### Improve the Public Realm

As the Town continues to urbanize, prioritize the public realm by improving streets, parks, and other open spaces to foster inclusivity and create a sense of place, while also integrating public art to showcase the Town's identity and cultural diversity.



# GUIDING PRINCIPLE 2:

## CULTIVATE A GREEN & RESILIENT COMMUNITY

*Future Newmarket* will cultivate a thriving, green, and resilient community by considering an environmental perspective, climate change implications, and enhancing green infrastructure.

### Action 1

#### Climate Change Mitigation & Adaptation

Where possible, prioritize both mitigation and adaptation strategies, incorporating a climate perspective into growth planning to bolster the Town's resilience against climate change and climatic events.

### Action 2

#### Enhance Green Infrastructure

Enhance the Town's green infrastructure by expanding connections between parks and green spaces, protecting the urban tree canopy, and promoting low-impact development to improve the interconnection between the natural and built environment.

### Action 3

#### Environmental Perspective

Prioritizing intensification and the development of compact, complete communities to reduce greenhouse gas emissions and create adaptive, climate-resilient neighbourhoods. preserved.

### Action 4

#### Natural Resource Protection:

Enhance and protect the Town's natural resource system and water resources, including the quality of the Town's drinking water and biodiversity to ensure that future generations have access to these resources and natural habitats are preserved.





# GUIDING PRINCIPLE 3:

## ENHANCE COMPLETE COMMUNITIES FOR SUSTAINABLE LIVING

*Future Newmarket* will prioritize intensification and the development of compact, complete communities with a variety of housing options and will promote healthy, sustainable living.

### Action 1

#### Diversified Housing Options

Provide a range of housing options to meet the various affordability needs and life stages of residents.

### Action 2

#### Healthy Living

Increase community access and walkability to activities and services that promote healthy living, including access to nutritious and local food, healthcare, and human services to enhance overall well-being.

### Action 3

#### Local & Healthy Food

Promote access to local, healthy food through land use planning to minimize disparities by encouraging community gardens, local food production, and active participation in community building.

### Action 4

#### Sustainable Practices

Integrate sustainable waste management and energy-saving strategies into land use planning to minimize environmental impact.



# GUIDING PRINCIPLE 4:

## BUILD A CONNECTED COMMUNITY

*Future Newmarket* will build connected and efficient communities by promoting active transportation networks and modes, enhancing environmental outcomes and quality of life for residents.

### Action 1

#### Sustainable Modes of Transportation

Promote and prioritize transit-oriented, bike-friendly, and connected development to encourage environmentally friendly modes of travel.

### Action 2

#### Walkable Communities

Concentrate development near public transit to create a walkable, transit-friendly environment and promote a healthier lifestyle.

### Action 3

#### Collaborate with Transportation Authorities

Work with York Region, Metrolinx, and transit authorities to establish efficient, frequent, and reliable public transportation services to encourage greater use and reduce dependence on the automobile.

### Action 4

#### Innovative Parking Strategies

Explore innovative parking options and policies to efficiently manage parking resources. This includes smart parking systems, shared parking spaces, and promoting alternative transportation to reduce demand.



# GUIDING PRINCIPLE 5:

## CONTINUE TO BE A PLACE TO STAY AND VISIT

*Future Newmarket* will be a vibrant, people-focused community, bolstering economic resilience through tourism initiatives and promoting innovation and growth in employment sectors.

### Action 1

#### Economic Sustainability

Support a variety of job opportunities and local businesses to ensure economic viability while protecting vital Employment Areas for economic uses.

### Action 2

#### Boosting Tourism

Create opportunities through land use and policy to support the visitor economy and showcase the Town's attractions. Focus on placemaking, civic art, the public realm and excellence in urban design to create an attractive community.

### Action 3

#### Innovation & Growth

Promote opportunities for economic growth through innovation and a flexible policy framework to support emerging sectors.

### Action 4

#### Develop a Tourism Infrastructure Plan

Invest in key tourism infrastructure (e.g., accessible public spaces, places to sit and dine or relax, places for artists and art stalls), and include policies in the Official Plan that support these improvements.

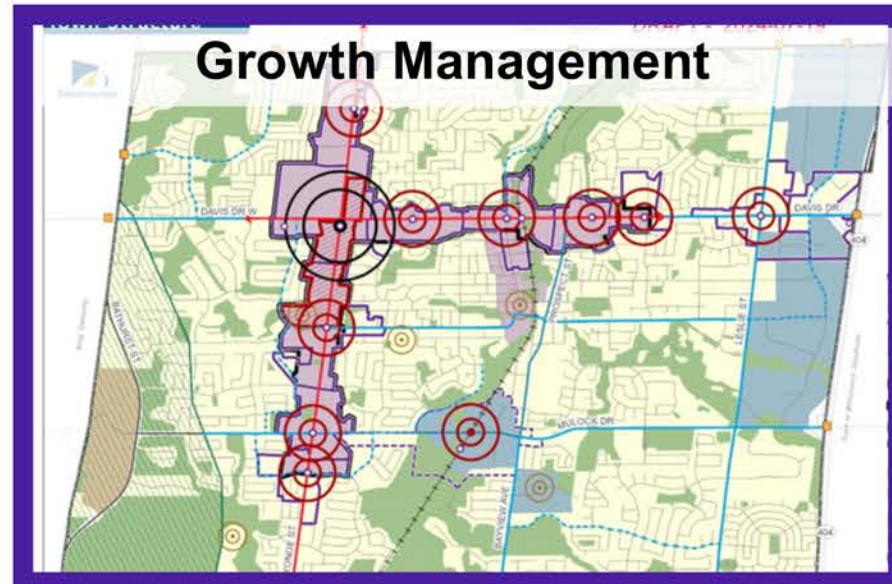


# 10 Minute Break (Optional)

Scan the QR Code, click  
on this link [Mentimeter](#)  
or visit:  
[www.menti.com](http://www.menti.com) and  
enter the code  
provided to  
participate.



# 9 PRELIMINARY THEME AREAS





# 11 Transformative **THEME AREAS**

24





# THEME AREA 1: GROWTH MANAGEMENT

Focus on Growing “Up”  
& Intensification

Explore Innovative Housing  
Solutions & Housing Options



Increase and Expand  
Transportation &  
Infrastructure Servicing

Prioritize Sustainability &  
Environmental Preservation

## WHAT WE HEARD

The Town of Newmarket is forecasted to reach **118,500 people and 58,100 jobs by 2051**, necessitating proactive planning as Newmarket transitions to an important urban community in York Region. It is essential to manage the Town’s growth to build a community where all residents feel **safe, valued, and accepted**, shaping a community that is well beyond the ordinary.





## *Vision for the Future*

“Future Newmarket will achieve balanced and strategic growth by focusing intensification in key areas and enhancing the Town’s unique identity, ensuring a sustainable and vibrant community for all.”

## *What does that involve?*

### **NEW TOWN STRUCTURE: BRINGING THE VISION TOGETHER**

In Newmarket, we’re not reinventing the wheel—we’re breathing new life into what’s already here, uniting the visions of the recent past with the needs of the future. What we’re doing now is taking those foundations and elevating them, creating a renewed vision through the big ideas of an updated Town structure plan with civic squares and green anchors linked by green corridors.

Key components of the updated Town structure will include:

- Regional Centres and Corridors
- Town Centres and Local Corridors
- Areas of Employment
- Built Up Area Outside of Strategic Growth Areas (Areas for Gentle Intensification)
- Civic Hubs, Green Anchors and Connectors
- Agricultural System & Regional Greenlands System (Areas Where Growth is Not Anticipated)





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Regional Centres & Corridors

The **greatest heights and densities** will be focused in the **Regional Centre** of Yonge Street & Davis Drive, and in **Major Transit Station Areas (MTSAs)**, promoting a mix of transit-supportive uses and built form. Newmarket's Regional Centres may also include other areas which are planned for greater heights and densities, such as the mobility hub at Davis Drive and Main Street.

**Regional Corridors**, which are served by rapid transit, will connect MTSAs and will function as urban green streets with compact built form and a mix of uses.

Regional Centres and Corridors in Newmarket will be **guided by the policies in Urban Centres Secondary Plan** policies. The **character** of development along Regional Corridors, particularly between MTSAs, may be different along various stretches depending on the existing and planned context.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Major Transit Station Areas

**Major Transit Station Areas (MTSAs)** are locations along Regional Corridors that are **within walking distance** of a higher order transit stop or station. The delineation of, and densities for, Newmarket's MTSAs is guided by the Appendix 2 of the York Region Official Plan.

The **built form** and **scale** of development within MTSAs will support and implement the future Town structure plan's intensification hierarchy. Most MTSAs will be locations for **higher density, mixed-use transit-oriented development** and higher **density employment development** within Areas of Employment.

Each MTSA is unique with its own growth potential and will be **planned based on local context and conditions**.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Walkable Town Centres

Town Centres are **secondary nodes of intensification**. They play an important role in a community's **sense of place**, reflecting the culture and history of the municipality and have the potential to play important roles in achieving objectives for **gentle intensification** through a **range of housing opportunities**.

They will feature mixed-use developments with shops and services, all within walking distance for residents **at a lower scale and intensity to Regional Centres and Corridors**.

They serve as important **neighbourhood focal points** and mainstreets that **provide a range of working, shopping, recreation, human services and housing opportunities** with appropriate forms and scale that complement the surrounding community.

York Region's Official Plan identifies **Downtown Newmarket** as a Town Centre.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Connected Town Corridors

**Town Corridors** are those areas along Regional roads that are not within a Regional Corridor or MTSA. Local Corridors can **play a role linking Regional and Town Centres**, and MTSAs, and are **located in proximity to existing or planned transit corridors**. Examples include **sections of Davis Drive and Yonge Street**.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Neighbourhood Centres & Support Corridors

**Neighbourhood Centres** are local nodes that support Newmarket Bus Service in Neighbourhoods, providing opportunities for gentle density in the form of small-scale, ground-oriented intensification and infill based on the local context.

**Support Corridors** will connect these key areas, while accommodating missing middle housing and local amenities. Examples include sections of **Main Street, Prospect Street, and Eagle Street.**

Support Corridors provide for a range of neighbourhood supportive uses, such as local scale retail, service and office uses, cultural and recreational facilities, contribute to the proximity, density, and diversity elements of a **15-minute neighbourhood** and provide amenities for residents to access primarily as pedestrians or by bike or transit.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

NEWMARKET

## Areas of Employment

Conforming with **new definition in the Planning Act**, Areas of Employment in the Town will focus on protecting these areas for **traditional employment uses** while also exploring opportunities to attract entrepreneurs and the knowledge-based sectors.

Areas of Employment are where a significant share of employment growth is to be directed.





# INTRODUCE A NEW TOWN STRUCTURE

A GLIMPSE INTO *Future Newmarket*

## Preservation of Natural Areas & Areas for Agricultural Activity

Natural Areas are areas reserved for **natural systems and recreation**. These lands include areas that are **not appropriate for development**, such as flood planes and other natural hazards, and areas for conservation, such as wetlands and woodlands.

**Agricultural Areas** are outside the Settlement Area Boundary and designated for agricultural activity.





# CREATING A NETWORK OF VIBRANT CIVIC HUBS

The updated Town structure will focus growth and development in key nodes, each with unique characteristics and identities.

**Civic hubs** will serve as **gathering spaces** for the community, incorporating **public art**, **green spaces**, and **amenities**. Areas such as the intersection of **Yonge and Davis**, the **Newmarket Go Station Mobility Hub**, and **Riverwalk Commons**, are all areas that could potentially develop as vibrant community anchors.



Scan the QR Code, click  
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# Green City Concept





# GREEN ANCHORS

**Mulock Park, Fairy Lake Park, Riverwalk Commons, Environmental Park, George Richardson Park and the future Shining Hill Village Community Core** are significant green anchors in Newmarket's open space network. These parks will serve as hubs of environmental, recreational, and social activity, linking the community through green spaces.

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# CONNECTING NEWMARKET THROUGH GREEN CORRIDORS

The vision for a **green Newmarket** focuses on transforming key streets into vibrant, tree-lined corridors that promote sustainability and active living.

**Eagle Street, Davis Drive, Mulock Drive, and Prospect Street** are prime candidates for **Green Corridors**. Green corridors will connect these anchors, ensuring that residents and visitors can move through the Town easily on foot or by bike.

These corridors, along with existing trails like the **Tom Taylor Trail**, would **connect significant public spaces in the Town**.

They will feature enhanced **tree canopies, improved sidewalks, and will recognize existing or planned bike lanes**, creating a **network of green avenues that connect parks, public squares, and civic spaces**.



# STRENGTHENING GREEN CORRIDORS FOR A *Healthier Newmarket*

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## *Benefits*

### 1 **TREE CANOPY EXPANSION**

Increasing the tree canopy along key streets can improve the Town's resilience to climate change and assist in achieving our goal of increasing tree canopy coverage from 24% to 35% by 2051. A denser tree canopy will help to mitigate urban heat, reduce greenhouse gas emissions, and create more pleasant, shaded environments for walking and cycling.

### 2 **ACTIVE TRANSPORTATION**

Green corridors will support Newmarket's **Active Transportation Implementation Plan** by providing safe and attractive pathways for cyclists and pedestrians.

### 3 **CLIMATE ACTION**

Expanding green infrastructure will also play a key role in Newmarket's climate action by enhancing natural **stormwater management systems**, such as **rain gardens** and **bioswales**, along these corridors. This will help to manage flood risks while supporting the Town's broader environmental, infrastructure, and sustainability goals.



# Theme Area Vision





# *Transformative* **THEME AREA 2: COMPLETE COMMUNITIES**

**Accessible Community  
Services, Facilities &  
Amenities**

**A Comfortable, Attractive & Safe  
Pedestrian Space**

## **WHAT WE HEARD**

Complete Communities focuses on diverse housing options, accessible transit and active transportation, ample parks and open spaces, and close proximity to essential services like schools, healthcare, and local retail.

**Promote Local Shops,  
Bars & Restaurants**

**Connections to Natural  
Spaces & Trails**



# COMPLETE COMMUNITIES

## *Vision for the Future*

Future Newmarket will be a town of complete communities, where residents of all ages and abilities have access to a full range of amenities, services, and housing within walkable, connected neighbourhoods. The Town will foster vibrant, inclusive communities that support health, well-being, and social cohesion, and participate fully in life that is well beyond the ordinary.



# REIMAGINE THE TOWN'S APPROACH TO LAND USE

A GLIMPSE INTO *Future Newmarket*

**Diverse Land Uses:** Explore opportunities to expand permissions in residential areas for a mix of housing types, local shops, schools, and healthcare, making daily necessities accessible by walking or cycling.



**Enhanced Mixed-Use Areas:** Implement the Town Structure Plan and direct office uses to mixed use areas in proximity to transit.



**Integration with Broader Policies:** Align with climate change, sustainability, and other policy goals, ensuring a cohesive growth strategy.



**Focus on Infill & Intensification:** Prioritizing infill and intensification will revitalize existing areas with new developments and improved urban design.

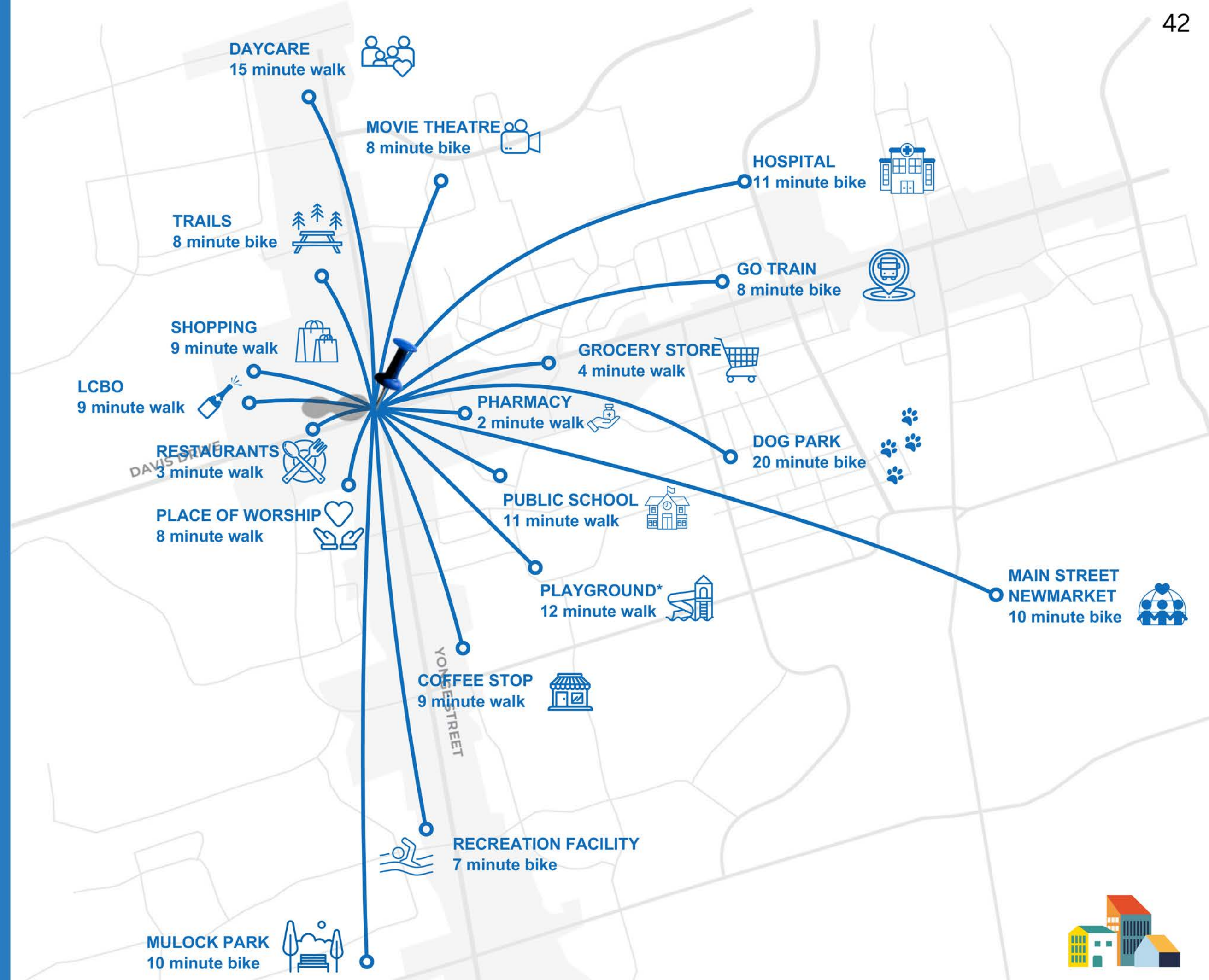


Newmarket





There are already many local amenities within close proximity to Newmarket's primary urban corridor. We plan to continue creating walkable, compact neighbourhoods with a wide range of amenities for residents, contributing to complete communities that are well beyond the ordinary.



\*Note: Travel times are based off of Google Maps data





**NEW**

Future Newmarket will be a welcoming, inclusive community where diversity is celebrated, and equity is embedded in all aspects of Town life. The Town will ensure that all residents have the opportunity to thrive, regardless of their background or circumstances, by creating a community built on mutual respect, understanding, and collaboration.



# WHAT WE HEARD

Design Age Friendly & Inclusive Communities

Explore opportunities to engage Indigenous Communities

## EDI Focus Group Feedback:

Bring visibility to indigenous artists through public art

Include youth focus groups for community plans and strategies

Maybe asking people to engage more in designing public spaces from all cultural backgrounds - that will give them a sense of belonging

increase enforcement on disabled parking spot abuse

holding events in different locations to target different groups of people (schools/ senior homes/ hospitals/ plazas)

Having a more diverse community, helps build more understanding of "others"

Develop a more robust strategy to consult with various age groups & cultures

Design spaces for people with different abilities and different stages of their lives and cultural backgrounds





# INCLUSIVE LAND USE PLANNING

A GLIMPSE INTO *Future Newmarket*

**Inclusive Public Spaces:** Using universal design principles to create accessible and welcoming environments that accommodate all abilities.



**Integrated Transportation:** Well-connected, accessible, and efficient transportation, linking to key destinations and promoting mobility.



**Community-Driven Planning:** Residents will have a direct role in land use planning, reflecting the diverse cultural backgrounds, values, needs, and aspirations of the community.



**Equitable Development:** Prioritizing affordable and mixed-use developments, ensuring that housing options and amenities are accessible to all residents, regardless of socioeconomic status.



**Sustainable Growth:** Integrating green infrastructure and resilient designs that support long-term community health and environmental stewardship.





# Transformative **THEME AREA 4: HOUSING SOLUTIONS**

## *Vision for the Future*

Future Newmarket will offer a **diverse array of housing** options that cater to the needs of all residents, from affordable units to upscale homes. Through thoughtful planning and policy, the Town will create inclusive, accessible neighborhoods that support a high quality of life for all.

The Town's **Housing Strategy** and Official Plan policies will be informed by the **Housing Needs Assessment** and **Inclusionary Zoning Framework**.



## **WHAT WE HEARD**

Age Friendly & Inclusive Communities

Diverse Types of Housing Forms



Enabling Missing Middle Housing, such as Duplexes, Triplexes and Walk-Up Apartments, as-of-right in appropriate areas of the Town.

Contemporary Housing Solutions, such as ARUs and Homeless Support





*Transformative*

# THEME AREA 5: CLIMATE CHANGE & NATURAL HERITAGE

## *Vision for the Future*

Future Newmarket will be a leader in climate resilience, where the Town's natural heritage is preserved and enhanced through innovative, sustainable practices. By integrating green infrastructure and prioritizing the protection of our natural ecosystems, Newmarket will mitigate the impacts of climate change, ensuring a healthy, biodiverse environment for future generations.

Sustainability encompasses the ability to meet present needs without compromising the ability of future generations to meet theirs. It requires a balance between economic growth, social inclusion, and environmental protection. By creating a culture of sustainability and resilience, Newmarket can be a community that is *well beyond the ordinary*.

## WHAT WE HEARD

Landscape Design  
& Wildlife  
Preservation

Sustainable & Eco-  
Friendly  
Development

Community Gardens & Green  
Spaces

Incentivize &  
Support Emission  
Reduction





# Transformative **THEME AREA 6: TRANSPORTATION & CONNECTIONS**

## *Vision for the Future*

Future Newmarket will be connected with a **comprehensive, multimodal transportation network** that **prioritizes active transportation, public transit, and sustainable mobility.**

The Town will ensure safe, efficient, and accessible connections within and beyond its borders, **reducing reliance on single-occupancy vehicles** and **promoting environmental stewardship.**

Future Newmarket aims to **create an exceptional transportation experience** across all modes of transportation, as well as emerging mobility options like electric scooters and bikes. In turn, this will enhance accessibility, sustainability, and the integration of new technologies, creating a community that is *well beyond the ordinary.*

## **WHAT WE HEARD**

**Support for Active Transportation Infrastructure for Bikes, Scooters & Pedestrians**

**Expand BRT Accessibility & Transit Priority Measures**

**Integrate E-Bikes/Scooters with Rental Systems & Education**

**Shift Investment to Complete Streets and Biking Paths**





# Transformative **THEME AREA 7: PARKS & OPEN SPACES**



## *Vision for the Future*

Future Newmarket will be a **green town**, where parks and open spaces are abundant, accessible, and thoughtfully designed to **support recreation, leisure, and ecological health**.

The Town will prioritize the creation and maintenance of these spaces as **vital community assets** that enhance the quality of life for all residents.

Parks and open spaces are a **cornerstone for healthy living**, community gathering, and environmental stewardship. Green spaces not only meet recreational needs but also enhance ecological sustainability and support a high quality of life for generations to come, making Newmarket *well beyond the ordinary*.

## **WHAT WE HEARD**

**Increase Parks & Green Spaces**

**Preserve & Expand the Tree Canopy**



**Provide Accessible and Inclusive Outdoor Spaces**

**Increase Trail Connections & Walkability**



# Transformative **THEME AREA 8: PLACEMAKING & URBAN DESIGN**

50

## *Vision for the Future*

Future Newmarket will be known for its **thoughtful urban design and vibrant public spaces**, where architecture, art, and landscape come together to create a strong sense of place. As the Town's demographics continue to evolve, it is essential that environments that are both functional and beautiful, **encouraging community interaction and pride.**

Placemaking and urban design address the **relationships and arrangement of buildings** and the **spaces between them**, influencing many social, cultural, environmental, and economic aspects of life.

By embracing the **unique contributions** and **backgrounds** of our community members, Newmarket aims to create a space where everyone feels a sense of belonging, safety, and pride in our community, making the Town of Newmarket a place that is *well beyond the ordinary.*

## WHAT WE HEARD

Encourage Vibrant,  
Mixed-Use  
Development

Support Inclusive &  
Accessible Public  
Spaces



Identify Areas for  
Cultural & Social  
Events, such as  
Festivals & Markets

Maintain the Town's  
Identity & Character



# Transformative **THEME AREA 9: CULTURAL HERITAGE**

51

## *Vision for the Future*

Future Newmarket will celebrate and preserve its **rich cultural heritage**, ensuring that the Town's **history and character are woven into the fabric of its future development**. By protecting historical sites and promoting cultural expression, Newmarket will honour its past while embracing a vibrant, diverse future.

Newmarket's heritage resources, particularly in areas like **Historic Main Street**, **contribute to the town's tourism industry** by offering a window into its rich history and providing a sense of community pride, cohesion, and continuity.

Cultural heritage shapes the Town's **unique character** and contributes to the quality of life for residents and visitors alike, making our community *well beyond the ordinary*.

## **WHAT WE HEARD**

**Balance Cultural History with Future Development**

**Create Central Centres that Demonstrate Newmarket's History**

**Enhance Public Art & Showcase Indigenous Artists**

**Honour Existing Historical Landmarks & Buildings**



# Transformative **THEME AREA 10: JOBS & EMPLOYMENT AREAS**

## *Vision for the Future*

Future Newmarket will be a **dynamic economic hub**, attracting diverse businesses and promoting complete communities by **preserving areas of employment** and **providing a range of quality jobs close to home**.

By **promoting innovation** and **supporting local enterprises through policy** and **land use planning**, the Town will ensure a resilient and thriving economy that meets the needs of its growing population.

As Newmarket looks to the future, it must **adapt to the evolving nature of the economy** while **leveraging its existing assets and opportunities for intensification**. The Town's ability to attract and retain businesses, provide a mix of employment opportunities, and develop high-quality urban environments will make Newmarket *well beyond the ordinary*.

## WHAT WE HEARD

Diverse Employment Opportunities

Promote Tourism & Local Businesses



Focus on Youth & Community

Encourage Sustainability & Dining Options



# Transformative **THEME AREA 11: INFRASTRUCTURE & SERVICING**

## *Vision for the Future*

Future Newmarket will maintain and enhance its **infrastructure and services to support a growing population**, ensuring that all residents have access to reliable, sustainable, and high-quality public utilities and services.

The Town will promote modern, resilient infrastructure that meets current needs and anticipates future demands.

Municipal servicing and infrastructure are the lifelines of any thriving community, supplying clean water, wastewater treatment, stormwater management, waste disposal, and energy provision, crucial for the health, safety, and prosperity of residents and businesses. Future Newmarket aims to create an efficient, sustainable, supportive, and a well-serviced environment, making our community *well beyond the ordinary*.

## **WHAT WE HEARD**

**Increase  
Recreational  
Opportunities**



**Improve Traffic  
Flow & Reduce  
Congestion**



**Enhance Water &  
Sustainable Energy  
Practices**



**Improve Healthcare  
Systems &  
Accessibility**



## NEXT STEPS:

- SODA Workshop (January 2025)
- Policy Directions Report and Presentation (Winter 2025)
- Public Information Centre (Virtual, Winter 2025)
- Draft Housing Needs Assessment & Inclusionary Zoning Framework (Spring 2025)







# QUESTIONS?