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June 16, 2014

Committee of the Whole  
c/o Town Clerk

Town of Newmarket  
395 Mulock Drive  
P.O. Box 328  
Newmarket, Ontario  
L3Y 4X7

Dear Chair and Members of Committee:

**OFFICIAL PLAN AMENDMENTS #10 AND #11 - NEWMARKET URBAN CENTRES  
SECONDARY PLAN AND ACTIVE TRANSPORTATION NETWORK  
1209104 ONTARIO LIMITED COMMENTS**

We are pleased to provide comments on Draft Official Plan Amendments (OPA) #10 & #11, related to the Newmarket Urban Centres Secondary Plan and Active Transportation Network, on behalf of our client, 1209104 Ontario Limited. We understand that these amendments will be considered by the Committee of the Whole on June 16, 2014. As we are unable to attend this meeting, we would like to take this opportunity to provide written comments to the Committee regarding the proposed amendments, related to our client's property located at the northwest corner of Yonge Street and Clearmeadow Boulevard, in the Town of Newmarket.

Our comments specifically relate to OPA #10, the Newmarket Urban Centres Secondary Plan, in the context of our client's property. The subject lands are located in the "Yonge South" Character Area, and is further proposed to be designated as "Mixed Use". It is the intention of our client to accommodate a mixed use development on the subject lands, comprising commercial, retail, office and residential uses. Since 2010, we have undertaken discussions with Town staff to develop a concept for the property. Based on discussions, our client developed a multi-phased approach to develop the lands. The first phase of the proposed development is to include commercial/retail units along the Yonge Street frontage, with the understanding that over time, additional phases would provide higher density office and residential buildings.

The Town's Official Plan identifies the subject lands within the Yonge Street Regional Centre. Section 4.3.2 of the OP outlines key policies related to the Yonge Street Regional Centre. Specifically, Section 4.3.2.4 states that:

"It is recognized that infill and intensification may occur incrementally over time as land uses evolve and mature. It is important the initial phases of development not preclude the fuller achievement in the future of a compact pedestrian friendly and transit supportive urban form."

As noted above, the multi-phased development concept of our client's lands allows the site to achieve greater densities and a more compact urban form over time as demand grows for higher density development along the Yonge Street Corridor in Newmarket. It is our opinion that the

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concept does not preclude the ability of the site to achieve its ultimate density, and achieve the densities proposed in the Urban Centres Secondary Plan, as well as support public transit and the pedestrian movement.

Through discussions with Town staff, we understand that transitional policies, similar to the policy highlighted in Section 4.3.2.4 of the Town's Official Plan, have not been provided in the Urban Centres Secondary Plan. We understand the Town's desire to ensure that densities targeted within the Newmarket Urban Centre are achieved. However, we feel it is prudent to carry forward policies to acknowledge that densities can be achieved over time, and interim densities can be provided as long as initial phases will not preclude higher densities envisioned for the site. Such a provision is provided in the Town's Official Plan, and supports appropriate development to occur over time. As noted above, we feel that the proposed multi-phased development would not impact the site to achieve the ultimate densities proposed in the Secondary Plan.

Carrying forward the Official Plan phasing and transitional policies would continue to provide our client with the confidence that the Town understands that proposed higher densities may not be feasible to achieve in the short term (due to servicing constraints, market demands, etc.). The absence of such policies may severely restrict timely development on the subject lands.


Additionally, Schedule 4 (Height and Density) of the OPA #10 proposes buildings heights ranging from a minimum of 3 storeys to a maximum of 10 storeys for the subject lands. As you may be aware, the proposed development concept includes retail/commercial buildings that are 2 storeys in height. Later phases, which would include the residential component, are proposed to accommodate higher densities. We are concerned that the proposed minimum and maximum heights proposed for the site would preclude the development concept from coming to fruition. To substantiate our concerns noted above, we feel that providing transitional policies would help to address concerns related to height and density on the subject lands, as overall densities envisioned for this area could be achieved over time as future phases of development for the subject lands proceed.

We would like to thank you for your consideration of our comments, and would be available to meet with you should you wish to further discuss our concerns and our client's development proposal.

Yours truly

**IBI Group**

for

  
Scott Arbuckle, MCIP, RPP  
Associate

  
Michael Lipkus, MES, MCIP, RPP

cc: Marion Plaunt, Senior Policy Planner, Town of Newmarket  
Angela Orsi, 1209104 Ontario Limited