

Terms of Reference
Yonge and Wellington Corridor Study

Goals for the study include:

- ***Stimulate economic development and make it a more profitable location to do business;***
- ***Intensification along the Yonge and Wellington Corridors;***
- ***Return Downtown to being a focal point for retail/service and special events in the community;***
- ***Create a vibrant street life and maximize use of upper floors;***
- ***Improve the appearance of downtown through restoration of heritage resources/façade improvements;***
- ***Create a positive image of the downtown as a desirable place to work, live, shop and invest.***

Study Components

1.0 Study Area

The study area shall include Wellington Street westerly to the Bacon Basketware building and easterly to the CNR railway tracks and Yonge Street from St. Andrews Plaza southerly to Henderson Drive.

2.0 Background review

- Existing land use policies (local and regional)
- Review of other successful downtowns
- Vacant lands and buildings
- Commercial inventory
- Problems/constraints
- Existing Traffic/Parking Constraints
- Review of Incentive programs and grants and tax relief potential.
- Review and suggested utilization/disposition of Town owned Lands and Buildings.

2.1 Public involvement

- Presentation to General Committee/Council
- Questionnaires to be prepared, distributed and analyzed
- Open House(s)
- Workshop(s)

2.2 Deliverables

- Background Report and Vision Statement

3.0 Components of the Study

3.1 Guidelines/Studies/Review

- Land use provisions including height, density, intensification potential (including Provincial and Regional growth reports)
- Urban Design/Streetscape Improvements Guidelines
- Façade Improvement Recommendations
- Traffic/Parking/Transit/Pedestrian Study (Including Future YRT land requirement impact and future VIVA concepts)
- Heritage Review
- Implementation Strategy including protocols to allow for monitoring of accomplishments.

3.2 Issues to be considered when completing studies

- Economic benefits
- Sustainability/LEED requirements
- CPTED Principals (Crime Prevention through Environmental Design)
- Incentive programs and grants and tax relief potential
- Tourism Potential
- Cultural Potential
- Environmental Features
- Possibility of a Community Improvement Plan

3.3 Public Involvement

- Presentation to General Committee/Council
- Formal Public Planning Meeting(s)

3.4 Deliverables

- Options Report
- Final Report / Implementation Strategy
- Secondary Plan Policies

4.0 Steering Committee

4.1 Committee Members

A Steering Committee will be established to guide the study process. The Steering Committee will consist of representative(s) from Council, Planning Department, the Economic Development Officer, the retained consultant(s), Chamber of Commerce (staff person), Heritage Advisory Committee, Leisure Services Advisory Committee, Arts and Culture Advisory Committee and the Economic Development Advisory Committee.

4.2 Meetings of the Steering Committee

The consultant(s) will be required to attend all the steering committee meetings. It is estimated that this will involve approximately 6 meetings.

5.0 Timelines

5.1 Study Timing

- The study shall be completed within 12 months of commencement.
- The consultant shall prepare a detailed timeline chart and work plan as part of the proposal document.

Notes: During the review certain short term priority projects may be identified and scheduled to proceed prior to the completion of study and overall implementation. Focus will be on Downtown Revitalization.