



COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
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**CHIEF ADMINISTRATIVE OFFICER (CAO)
COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
DEVELOPMENT AND INFRASTRUCTURE SERVICES - PLANNING
JOINT INFORMATION REPORT # 2016-22**

TO: Mayor Van Bynen and Members of Council

SUBJECT: Davis Drive Marketing Program – Initial Landowner/Developer Meetings Update

ORIGIN: Chief Administrative Officer (CAO)
Community Services – Economic Development
Development and Infrastructure Services - Planning

In accordance with the Procedure By-law, any Member of Council may request this Joint Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

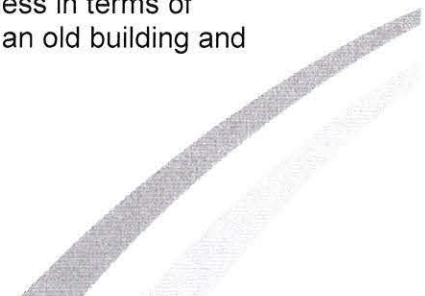
BACKGROUND

The Council Extract dated January 18th, 2016 directed, *“AND THAT an exploratory engagement process and utilization of existing incentives and associated budgets be initiated immediately with a ‘to be identified’ list of developers/landowners related to specific properties along Davis Drive”.*

COMMENTS

Since that time, along with action on the other approved recommendations within that report, the Mayor, Deputy Mayor and Regional Councillor and staff have initiated meetings with specific landowners and developers along Davis Drive (and one to date along Yonge Street as well.) The purpose of this information report is to provide all Members of Council with an initial update on the types of things we are learning from the development community through these meetings. In every instance, follow up meetings and conversations are anticipated.

To date, there have been six different meetings. In every instance the landowner/developer team that was met with was arrived at based on criteria such as property geography, size, potential; history of ownership and development projects in the past within and outside Newmarket; and uniqueness in terms of opportunities/challenges to development (e.g. LSRCA considerations, removal of an old building and related development charge credit implications, etc).



Planning has also worked with GIS to ensure appropriate mapping of properties is updated and can serve as a go forward guide to meeting planning and follow-up. In addition to the initial six meetings and pending follow up meetings/discussions, there are approximately three more scheduled to occur this summer and two additional ones being targeted for early fall.

Consistent themes that have emerged out of the initial meetings include:

- Newmarket is an emerging market that is being watched with intrigue by landowners/developers;
- There is a sense that market conditions are fast aligning to support vertical residential and office/mixed use growth;
- Office/mixed use growth is important as people tend to follow/move to where jobs are and the alignment between home/work is increasingly gaining in importance;
- The condo market needs to be tested and the sense is someone needs to step up and lead which should create a 'trigger effect' with others then wanting to move quickly on the heels of success;
- Timely, efficient approvals processes are important;
- Consideration of incentives where effective to meet the Town's objectives would obviously meet with support of landowners/developers;
- The market from landowners, to consultants, to real estate leaders, to potential residents/office staff would benefit from a focused communication / attraction approach and any municipal efforts in this regard could align/compliment landowners/developers sales and marketing efforts as well.

Staff will continue to report back on this initiative. Complementing these landowner meetings, a request for proposal is currently being prepared for a community investment brand and marketing/communications strategy that is expected to increase awareness and ultimately drive new residential and commercial/office investment to our corridors. We anticipate the successful consultant will be engaged by the end of August. A steering committee comprised of economic development and communications staff supported by community-based marketing experts will oversee the delivery of this initiative.

In addition to reviewing application processing and related support, Planning is advancing the Secondary Plan implementation through leading the development of the related comprehensive zoning bylaw, mobility hub study, and ongoing trail connections and active transportation planning.

BUSINESS PLAN AND 2014 – 18 COUNCIL STRATEGIC PLAN LINKAGES

Well Equipped and Managed

- Clear vision of the future and aligned corporate/business plans
- Ideal mix of residential, commercial, industrial and institutional land use
- Appropriate mix of jobs to population and people to industry
- Varied housing types, affordability and densities

Well Planned and Connected

- Strategic growth by way of a comprehensive Official Plan
- Long-term strategy matched with short-term action plan

Well Respected

- Being tradition-based and forward-looking

Strategic Priority: Creating a strategy for vibrant and livable corridors along Davis Drive and Yonge Street

Strategic Priority: Supporting innovative projects and partnerships with various sectors

Strategic Priority: Engaging our changing resident demographics

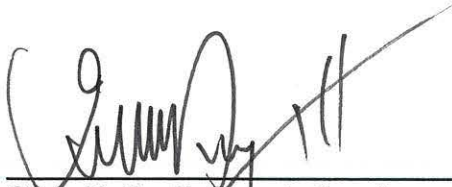
Strategic Priority: Supporting major transit service enhancements

BUDGET IMPACT

No budget impact at this time as a result of these preliminary meetings.

CONTACT

For more information on this report, please contact Chris Kallio at ckallio@newmarket.ca or at extension 2442, or Ian McDougall, Commissioner of Community Services at imcdougall@newmarket.ca or at extension 2441.

for


Chris Kallio, Economic Development Officer



Rick Nethery, Director of Planning and Building Services



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Robert (Bob) N. Shelton, CAO