REPORT #ED-2016-03

DOWNTOWN ENHANCEMENT MASTER PLAN IMPLEMENTATION UPDATE

RECOMMENDATION
That Report #EDC-2016-03 be received.

OBJECTIVE
The purpose of this Report is to provide Council with an overview of the Downtown Enhancement Master Plan including measures in place to help support efforts and downtown revitalization assets and challenges. Initiatives accomplished since the Plan’s adoption are noted as well as future initiatives aimed at stimulating continued progress.

BACKGROUND
The Downtown Enhancement Master Plan (Attachment #1) was prepared by Meridian Planning Consultants Inc. through a process of extensive consultation with the Business Improvement Associations and general public and was adopted by Council in 2009. After completing a critical review of the history and site analyses, the goal of the document was to develop an overarching vision and framework for the continuing development of the three downtowns.

As cited in the Plan, a healthy and vibrant downtown is the sign of an engaged and connected community and healthy economy. Identifying those aspects of a place, which attracts new business, tourism and instills pride in residents to the extent that the downtown is the place to bring visitors, is the intent of the Plan.

The 2016/2017 Economic Development Work Plan outlines the task of reviewing the Downtown Enhancement Master Plan and projects completed since its adoption. Further, staff were to provide recommendations of proposed next steps for continuing its implementation.

COMMENTS AND CONSIDERATIONS
The Plan contains a number of high level priority projects for the individual communities as well as for New Tecumseth as a whole, including parking enhancements, community gateways and wayfinding/linkages, streetscape and transportation improvements, and the provision of public art and trails. Within the plan are renderings of each of the downtowns in a revitalized state; focus is given to the Boyne River and Victoria Street in Alliston, Queen Street and Mill Street in Tottenham and Main Street in Beeton.
In order to carry out the priority projects it is recognized that all municipal departments must have a coordinated approach but Economic Development is identified to be the ‘champion’ of the Plan. It is further acknowledged that in order for the downtowns to be successfully re-energized one project at a time, private sector buy in is necessary.

It is positive to note that each of the three downtown cores within New Tecumseth all exhibit important revitalization assets required to initiate continued action. First and foremost, the community has desire to initiate revitalization improvements, there are serviced sites available for future developments and proper planning controls (official plan/zoning by-law) are in place. The challenges to downtown revitalization efforts also need acknowledgment. Initiative is required from all downtown stakeholders to create a dynamic and prosperous environment. Communication improvements and action from all parties to work in the same direction is required. The allocation of funding from various sources is also required. Last but not least, is that external visitors would assist in supplementing the local economy.

In an effort to attract more external visitors, in 2011 the Town partnered with both the Alliston Business Association and Beeton-Tottenham Business Improvement Association to retain Roger Brooks of Destination Development International to complete an Opportunity Assessment of New Tecumseth. The assessment provided an unbiased overview of the community and the final report presented specific change items that complement and pinpoint initiatives that would assist in the Downtown Enhancement Master Plan’s implementation. Specific change items as identified in the Opportunity Assessment included:

- Branding the downtowns;
- Ways to keep people downtown i.e. public washrooms, plazas, etc.;
- Understanding demographics (aging baby boomers, women account for 80% of all spending);
- Pride of ownership/tenancy;
- Business hours i.e. Creating consistency throughout each downtown;
- Visitor information i.e. Tourist information being accessible after hours; and
- Internet access throughout downtowns.

These specific change items were presented to each group to review and act on as they deemed appropriate. The first change item that was acted on was the development of the Downtown Themes and Signage Program in 2011. The Program addresses each of the downtowns’ unique characteristics while providing direction for creating consistency and cohesiveness. The implementation of the Program began with the installation of 3 community gateway signs and continues through funding secured from the County of Simcoe.

Further initiatives from the Economic Development Office that have aided in the implementation of The Plan since its adoption include:

- Downtown Business Retention and Expansion Program was completed in 2012;
• Economic development website has been developed and maintained with automated statistical information;
• Community profile updated in 2016 to aid in business investment inquiries;
• Available industrial/commercial land/space database developed online in partnership with the County of Simcoe;
• Marketing and promotion campaign successfully developed in 2015 with work to continue supported by an economic development stimulus grant from the County of Simcoe for 2016, 2017 and 2018;
• Additional economic development stimulus grant monies secured from the County of Simcoe for downtown revitalization initiatives for 2016, 2017 and 2018;
• Communication enhancements by semi annual newsletter re-established to communicate with the New Tecumseth business community and regular updates to the economic development website and business directory site discovernewtecumseth.ca are used to promote Town and community initiatives; and,
• Partnering with Nottawasaga Futures and the South Simcoe municipalities to deliver annual business week seminar.

Revitalization stimulus activities have taken place throughout the corporation to aid in The Plan’s implementation. Initiatives from all municipal departments include:
• DC reduction in downtown commercial core zoned properties;
• Review of Community Improvement Plan completed and amendments were adopted by Council in March 2012;
• Updated policies in regard to assistance with cash in lieu of parking;
• Updated by-laws in regard to cash in lieu of parkland;
• Urban Design Guidelines are in place to provide general guidance and promote a framework for high quality development;
• Urban Commercial Core Parking Study completed to ensure that an adequate parking supply is provided in each of the urban commercial core areas;
• Funds were received from community developments to build a “downtown revitalization reserve” through contribution agreements;
• High level of Town service provided in the maintenance and cleaning of downtown areas (street/sidewalk cleaning, snow removal, community event assistance, etc.);
• Upcoming official plan review is expected to include a Town wide intensification strategy to further encourage re-development projects and revitalization activities, which will aid in reducing vehicle dependence; and
• Wifi available at public library branches.

In reviewing The Plan, including measures in place to help support efforts and downtown revitalization, assets and challenges, the following initiatives are already underway that are important for staff to continue with in order to encourage further progress:
• Funding and promotion of Community Improvement Plan funding opportunities for downtown core properties;
• Consideration of future developer contributions to Downtown Revitalization Reserve;
• Staff assist with determining if boundary adjustment for BTBIA would be beneficial, ie. to include new/proposed developments in the designated improvement area;
• Staff to continue to establish stronger communication channels between the Town and business community;
• Review and determination of potential for new official plan policies, ie. intensification plan, prescribing density requirements, policies used in evaluating intensification proposals, etc.;
• Encouraging future developments to strive towards the obtainment of urban design awards; and
• Staff to report to Council as necessary when possible partnership opportunities may benefit the Town and community.

To conclude, the implementation of the Downtown Enhancement Master Plan continues to evolve and develop. Greater results will be achieved through collaboration and pooling of resources. When the Plan was first adopted a staff working group representing all applicable departments was appointed in order to develop an implementation phasing plan. This group has not met recently. It is anticipated that the staff implementation working group will reconvene early in 2017 to continue to move the plan forward with recommendations to Council.

**FINANCIAL CONSIDERATIONS**

There are no financial implications as a result of this report.

Respectfully submitted:


Katie Bagshaw
Economic Development Coordinator

Attachments:

□ [Downtown Enhancement Master Plan](#)
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1.0 INTRODUCTION

1.1 Background

The Town of New Tecumseth is the site of three distinct downtown areas, with each having its own history, scale and sense of place that is rooted in the area’s rich history. Prior to 1991, the communities of Alliston, Beeton and Tottenham were separate. In 1991, these three communities amalgamated with the former Township of Tecumseth to form the new Town of New Tecumseth. Since that time, the Town has been working hard to develop policies and strategies that make the downtown commercial cores attractive and competitive and would keep moving the Town forward into the 21st Century, while attempting to recognize the distinctive history and sense of place in each of the former communities.

The intent of the Town is to now develop an overarching vision and framework for the continuing development of the three downtowns. It is recognized that the Town has already completed Urban Design Guidelines for the downtown areas and has an approved Community Improvement Plan for each. Both of these initiatives are relatively recent and they do provide an appropriate basis and context for considering development proposals and assist in improvements to private property. However, there is a need to establish an appropriate context to move forward, with that context recognizing that the Town’s population will continue to dramatically increase to beyond 50,000 people in the 2021 to 2031 time period. With this increase in population comes new ideas and new consumers, with both having an impact on the function and long-term viability of each downtown area.

To a very large extent the three downtown areas serve primarily a local function, with the exception of certain uses which are area wide in its focus, such as the financial institutions in downtown Alliston. As a result, the success of each of the downtowns does depend upon population increases, not only in the Town and each of its communities as a whole but also within the downtown area itself. It is for this reason that the Town is planning on amending the Official Plan to provide the basis for the development of free-standing residential buildings on side streets and on the main streets in the three downtowns. Since 1991, this permission did not exist in the Town’s Official Plan. One other factor that has a significant impact on the health of a downtown is the level of public investment in the downtown areas themselves. To a very large extent, a community that recognizes the importance of its downtown by improving public streets and spaces and providing the necessary infrastructure for retaining and attracting new businesses is an appropriate measure of success. Many communities have invested heavily in their downtown areas in recent years, and many towns in the County of Simcoe have initiated ambitious public infrastructure plans to support the health and vibrancy of their downtowns.

We believe that, a healthy and vibrant downtown is the sign of an engaged and connected community and a healthy economy. Downtowns are typically the focus of human interaction in many communities and it is the place where residents bring visitors to showcase where they live. Identifying those aspects of a place, which attracts new business, tourism and instils pride in residents to the extent that the downtown is the place to bring visitors is the intent of this project. Once defined, a further intent is to develop the planning framework, identify a series of initiatives to implement that framework and to make recommendations on the timing and phasing of required improvements.
But it all starts with a vision, with this vision serving as the core of any planning process. To develop a meaningful and coherent vision, one must understand the history, what defines that history, the current state of the downtowns and future trends. The intent of this report is to provide this context so that a basis can be established for planning purposes.

1.2 Goal of the Plan

As a visionary document the Plan plays an integral part in both, setting out a range of ideas intended to inspire thought and innovation, and identifying those elements requiring consideration for a co-ordinated outcome. Illustrations, plans, sections and ideas in the document are intended to be conceptual in nature and will be used to guide next steps along with phasing and preliminary design. Actual improvements such as entry signs, pedestrian zones and other design elements will be confirmed through Council in conjunction with detailed project specific assessment.

The goal of the Plan is to establish an overall shared vision for the three downtowns; build upon the unique characteristics and opportunities in each downtown; and, set out a series of short and long term action items for downtown enhancement. The results of our study will provide Downtown Enhancement recommendations for Alliston, Tottenham and Beeton. The final Plan also is structured as one plan with three individual components and has been created in accordance with the work plan illustrated below.
It is for this reason that the Plan is being characterized as an enhancement plan, since its intent is to build upon what has already been established. On this basis, the following list of previously completed studies have been utilized and built upon within the recommended Downtown Enhancement Master Plan (the Plan) and remain key guiding documents for the Town of New Tecumseth. A number of these plans are referenced within this study and are considered important for the ultimate implementation of the vision for the Town of New Tecumseth and the three downtowns. In some cases a previously created study will require strengthening in order to achieve the ultimate vision and a number of future studies will be required to implement the enhancement recommendations made in this report.

Previously completed studies include:

- Town of New Tecumseth Strategic Plan (2005);
- New Tecumseth Leisure and Culture Master Plan Update (2009);
- Alliston Downtown Strategy (2000);
- Urban Design Guidelines (2002);
- Commercial/Industrial, Landscape Design Guidelines (1999);
- Alliston, Beeton, Tottenham Community Improvement Plan (2005);
- Façade Improvement Guidelines, Alliston, Beeton, Tottenham (2005);
- Urban and Commercial Core Parking Study, Alliston, Beeton, Tottenham (2005); and

Each of these documents is available at the Town of New Tecumseth’s Administration Offices and each of these, particularly the Community Improvement Plan and the Façade Improvement Guidelines, are key documents for residents and downtown business owners to understand and be aware of so that they can be utilized to encourage private sector investment and enhancement of the study areas.

A balance of private sector investments as well as the Town’s own investment in infrastructure and enhancement projects within the public realm are key to this plan’s success. The Community Improvement Plan is the principle empowering document that allows the Town to provide financial incentives to private property owners. Strengthening and improving the Community Improvement Plan, as well as promoting its use within the downtowns will be critical to the success of this Enhancement Plan. Ensuring that façade improvements occur in the manner detailed within the Town’s Façade Improvement Guidelines will also be required to ensure that façade improvements to existing buildings are completed in a manner that is in keeping with the historical architecture of these structures and of the context of the community they are located in.

1.3 Public / Stakeholder Process

An ambitious public consultation process was undertaken during the study process. Details are below:

Consultation with Local BIA’s

After a comprehensive site investigation and background review that included the consulting urban designer and heritage planner, start-up meetings were held separately with the two local BIA’s, Town staff and the consultant on October 2nd and 3rd, 2008. The project scope
study area and goals and objectives were introduced and the group held an informal discussion regarding opportunities and challenges in the study areas as well as BIA history and long-term goals. Following the meetings email and telephone was used to exchange further information that each BIA had documented in the past providing further background about each study area.

**Site Visits with BIA Representatives**

Following the group meetings with the BIA’s, site walks were scheduled for each of the three study areas, that provided an opportunity to comprehensively examine the sites with a representative of the BIA from each community, Town staff and the consultant. These site walks and study area reviews were critical to gaining an understanding of the local business environment including and the challenges and successes. The site walks were conducted on October 8th and 10th, 2008.

**Public Open Houses**

Following the background review, including on site investigation and analysis and consultation with the BIA’s, public open houses were held for each of the study areas. The public open houses introduced the project to area residents and provided a venue for a focused conversation on the goals and objectives of the Town of New Tecumseth Downtown Enhancement Master Plan with area residents, Town staff and the consultant. The public open houses provided key insight into resident concerns and ideas regarding the enhancement of the three downtowns in New Tecumseth. The first set of open houses was held on November 4th and 5th, 2008 and a second set held in early March 2009.
A downtown is recognized as healthy and vibrant when retail space is rarely vacant, when the downtown is a primary meeting space for people who live in the community and when the streets are alive with pedestrians. A downtown is healthy when the business community is unified in providing above average customer service, when parking spots are sometimes hard, but not impossible, to find, and when the image or character of the place is apparent.

The keys to successful downtown enhancement are well documented. The physical layout and component pieces of that layout is a primary part of enhancement. However, there are other important aspects to downtown enhancement that fall under economic improvements. Where a community approaches revitalization with physical improvements and economic improvements at the same time the ability to enhance a downtown is vastly improved.

A term that is often used to describe the places that we have been to and remember is “Sense of Place”. A downtown may have a great sense of place or be lacking a sense of place, and often they lie somewhere between these two. Downtown enhancement strives to build on a downtowns sense of place and strengthen its character. The sense of place of a particular downtown is higher when the character of the place is obvious and less so when the character is hard to determine and when a downtown is not well maintained or suffers from a lack of vibrancy.

In order for a downtown to have a distinct sense of place it should be representative of the heritage of the community. Generally, the distinct mixture of building types representing the history of an area are not found in newer areas of commercial development. Downtowns are distinctly different from the master planned commercial nodes built today and should focus on capitalizing on this distinction by preserving the built history of the downtown and requiring infill projects to complement the built form of the historical downtown. Almost every downtown is individualistic and distinct. Encouraging the continued distinctiveness and enhancing is therefore key. In other words, applying suburban rules to downtown areas do not work, since they will have the effect of stripping away the downtown’s identity.

For a downtown to have a distinct sense of place it must also be pedestrian friendly. Walking the street in a downtown is the way we experience the place. For this activity to occur at sufficient levels to make an impact pedestrian needs must be considered
paramount and vehicular traffic should be slowed and organized with clear directional signage.

A downtown also requires a sufficient level of human activity. People on the streets, in the stores, visiting the public institutions, and communing in the public spaces are required. Public institutions are best located downtown where possible, as they are important to the health and vitality of the downtown. Invigoration is supported when Towns invest their interests in the downtown by locating key facilities in the downtown area.

In order for a downtown to have a distinct sense of place it should support, allow and encourage multiple uses. Office, retail, dining, lodging, residential, entertainment, tourist and cultural attractions all belong downtown. Diversity creates excitement and vibrancy, and mixed use downtowns are the most successful variety.

For a downtown to have a distinct sense of place it also needs to be safe, attractive, interesting and conveniently linked to the rest of the community. A downtown that is safe, attractive and interesting is a downtown that people will frequent and remain in longer. The longer people linger in the downtown the more establishments they will visit and the more other people are encouraged to do the same.

For a downtown to have a distinct sense of place, orientation to the physical environment must be easily perceived. Cultural as well as commercial attractions should be easy to find. The uniqueness of the community should be celebrated and in some cases made more apparent to visitors.

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Alliston’s Potato Festival

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TOWN OF NEW TECUMSETH HAS MANY CULTURAL ACTIVITIES

PEDESTRIANS FIRST

LOTS OF ACTIVITY

MULTIPLE USES

PEOPLE FREQUENT AND STAY DOWNTOWN

HONEY ARE WE LOST?
3.0 The Town of New Tecumseth Downtown Enhancement Plan

3.1 Introduction

The intent of this section of the report is to articulate the overall enhancement for the three downtowns collectively, since these are basic components of the overall plan that apply on a town wide basis. Detailed plans for each downtown are articulated in following sections. As noted the Town of New Tecumseth is the site of three distinct downtown areas, with each having its own history, scale and sense of place that is rooted in the areas rich history. The Town of New Tecumseth includes a large rural area where pristine natural areas, and scenic vistas are nestled within a thriving agricultural community that harkens back to the legacy of the area and continues to influence the character of the Town.

Although the Town is still best described as rural in character, with small town charm and an agricultural legacy, change is evident, including increasing population and new forms of industry. In the Alliston area Honda Canada is a large employer and the presence of this corporate institution is well known to visitors and residents. The Town’s population is expected to increase to beyond 50,000 people in the 2021 to 2031 time period. With change comes challenge as well as opportunity and to capitalize on opportunity and address challenges the master plan recognizes the importance of the Town as a whole as well as each community.

The separate downtown areas are each the subject of an individualized enhancement plan. The Town is also provided with a framework for enhancement that establishes the context for improving the downtown study areas individually, but recognizes the Town as the main unifying place is contained within this section of the report.

Since amalgamation in 1991 the Town has carefully balanced the importance of the heritage of the individual communities of Tottenham, Beeton, and Alliston, while working on a unified image for the Town as a whole. Towards this end the downtown enhancement plan has studied the Town as a whole including the separate downtowns and developed component
projects at a macro (Town) level as well as a micro (community) level. In meeting the objective of this master planning exercise individual projects have been identified that the Town will be required to implement over time and as funding is approved, component projects for the Town of New Tecumseth are outlined here, prior to looking at each community separately.

3.2 A Vision for The Town of New Tecumseth - “Stronger Together”

The vision for the Town can best be summarized as “stronger together”. The future of the Town is as a single recognizable entity that capitalizes on the distinctions of the three communities located within one larger rural area and as a result becomes stronger as a whole. By implementing physical improvements emphasizing the unity of the Town an identity can be established that will recognize the singular Town as the larger community.

Specific areas are focused on where strategies for the three study areas are the same, strategically this will help in unifying the Town and practically cost savings can be realized where efforts are broad based and all encompassing. Town wide strategies include gateways, facade restoration, streetscaping, trail development, wayfinding and civic signage.

It is the goal of the overall enhancement plan that by 2023 the Town of New Tecumseth will be recognizable as one singular Town that takes pride in celebrating each community’s unique qualities and heritage, while embracing the broader community as a whole. Recognizable gateways, streetscape approaches, civic signage and wayfinding will provide the uniting identifiers. Within the individual downtowns, effort will be made to promote the Town as a whole by emphasizing the presence of the three downtowns, their shared history and their individual character. It is the goal of the overall enhancement plan that linkages will exist in the form of hiking trails, on road bicycle routes and clear directional signage. The Town of New Tecumseth is a singular place with a common agricultural heritage, proud of it’s small town charm and attractive traditional main streets, with three thriving distinct downtown centres the distinctions are on display, however the unification of place is a goal this Enhancement Plan will strive to help attain. As one, the Town is stronger together with Beeton, Tottenham, Alliston still obvious as the historical settlement areas but made stronger through unity, and stronger together as the Town of New Tecumseth.
3.3 Components of the Overall Enhancement Plan

3.3.1 The Town of New Tecumseth Community Signage

The importance of a Town wide signage strategy that is graphically consistent is proposed. Coordinating community signage is an important aspect of community branding and although a detailed civic signage strategy is beyond the scope of this study the recommendations contained here could form the basis of a future wider reaching program.

The Following hierarchy of signage is recommended for The Town of New Tecumseth.

- Gateway Signage
- Directional Signage
- Wayfinding & Event Kiosks
- Interpretive panels and plaques
- Banners

It is important that the signage be consistent in terms of the same design vocabulary. Since the Town of New Tecumseth is characterized by it’s agricultural heritage, small town charm and access to pristine natural areas the signage themes should explore details that highlight these community attributes. Materials and planting that picks up on the agrarian theme such as fieldstone, timbers, post and beam joinery, and native grass plantings can be considered. At local level natural and heritage features and important historical figures can be referenced.
At the broadest, macro, level the highest order of community signage are the gateways. Gateways will be established that identify entrance points to the Town of New Tecumseth. Located at the most significant and well travelled entrances to the Town the gateways will identify the Town’s edges. Additionally, individual gateways will be established at the entry points to the three communities and again at the edges of the historical downtown core areas.

The proposed gateways will identify three distinct points of entrance, beginning at the Town edges and stepping down in scale to community and then core downtown identification. Three distinct approaches or concepts are demonstrated here.
Concept One

This concept recognizes the Town of New Tecumseth as the main overarching identifier and relies on the image of the corporate logo to create the cohesion across the three levels of signage. This approach ensures that the Town remains the central message at each gateway.

The Town Gateways identify entrance points at the edge of The Town of New Tecumseth at the boundary of each community and at the boundary of each downtown. The moniker “explore” references the scale of place and the existence of three downtown areas. “Stronger Together” is used on the New Tecumseth gateways to indicate unification, strength and pride. At the community and downtown entrances messaging remains similar, emphasis is on the Town except for the downtown where the Community takes graphical priority over the Town.
Concept Two

This concept still uses “Stronger Together” on the New Tecumseth gateways to indicate unification, strength and pride. However, this concept uses graphic references to the main elements that characterize each community at the entrance to the individual communities and the downtowns. For Tottenham the suggestion is the steam train and bluegrass music, for Beeton flowers and honey farming and for Alliston the Boyne River and agriculture. This approach is more stylized and allows for a higher level of distinction for the individual communities while using unified size, materials and colours across the three communities to reinforce unity and singularity of place as The Town of New Tecumseth. The base of the Town and community gateways would be built from stone and/or a rough finish coloured concrete with lettering and shadow lines sandblasted into the stone.
Concept Three

This concept continues with the “Stronger Together” on all of the New Tecumseth gateways to indicate unification, strength and pride. However with this scheme the emphasis is on durable solid materials reminiscent of the strong agricultural heritage of the area. Post and Beam joinery are used in the sign construction where the craftsman details emphasize, strength of character and a strong tie with the areas history. The base of the Town and community gateways would be built from stone and/or a rough finish coloured concrete with lettering and shadow lines sandblasted into the stone. The “tag lines” for each community are repeated here on the downtown gateways and special events such as the Alliston Potato Festival may be highlighted at certain times of the year. Unified sizes, materials and colours should be employed for each of the three communities to reinforce unity and singularity of place as The Town of New Tecumseth.
3.3.2 The Town of New Tecumseth Streetscape Environment

A coordinated approach that includes a unified amenity strip in each of the study areas will help in creating the type of cohesion required to link the separate downtown areas of New Tecumseth. By creating an amenity strip that is of the same quality and appearance in each downtown area unification can be achieved for the Town and distinctions between the three areas will be captured using other design strategies.

The Pedestrian Zone exists as the area between building face and curb and is the area of most importance when considering streetscape enhancement strategies. The pedestrian zone is further divided into the sidewalk travel surface and the amenity strip as shown on the sketches below.
The Pedestrian Zone differs slightly where a surface parking lot is at the street edge and the building is set back from the street. In this case in order to create a framed and complete pedestrian zone an edge is required along the street frontage to define the edge of the pedestrian zone and buffer the parking area. Edges at the front of properties if a building happens to be setback from the street can be created by using pedestrian amenities, masonry and decorative metal walls and landscaping, see below. These improvements are generally located on private property and as a result site plan control is required at the time of development to ensure these improvements are installed. Alternatively the Town may approach a private land owner and work jointly using maintenance and cost sharing agreements to enable a street edge improvement to be installed.

Sidewalk Travel Surface

The sidewalk travel surface should be no less than 2.0m wide and should extend from the building face, or front lot line where the building is set back, to the amenity strip with no intrusions. This area is to be maintained as a clear zone. Sidewalks should be constructed of concrete following “best practice” standards for sidewalk construction, with unigranite bands inset at regular intervals as indicated below.

Amenity Strip

The amenity strip is the area between the sidewalk travel surface and the curb. This area is to be 0.6m and surfaced with Brussels Block concrete pavers. The Brussels Block pavers are tumbled to create an antiqued look and will complement each of the historic downtowns building on their existing heritage. This is the area of the pedestrian zone that is used for the placing of amenities such as benches, trash and recycling containers, street trees, raised planters newspaper boxes, bollards etc.
Customized Paving Stones

To further reinforce the identity of the Town and the three separate downtown areas a further embellishment within the sidewalk is recommended. Over size pavers 30cmX30cm can be sandblasted and set into the amenity strip as illustrated below.

Curb Bump Outs

Curb bump outs should be used at each intersection to shorten the pedestrian crossing, to calm traffic and to provide a larger pedestrian platform at these gathering points as shown conceptually here.
Street Furnishings

The 0.6m amenity strip will house a variety of furnishings that will enhance the pedestrian experience. The Town of New Tecumseth should implement a street furniture program using furnishings that are uniform within the three downtowns. Considerable cost savings can be realized as a result considering their maintenance, replacement, purchase and installation. Additionally in striking a balance between identifying the Town of New Tecumseth as a whole and providing character enhancements for the individual Downtowns, this approach will prove most appropriate. The following standards should be used when choosing uniform street furniture for the 3 Downtown areas.

Benches, Trash Recycling Containers, Planters, and Bollards should be manufactured by the same manufacturer and be of the same material and colour and the colour should match the light poles and fixture housings. Benches should generally be 1.8m long and have a back and furniture should be fixed with surface mounts and be functional and modern it is not necessary for the furniture to make a direct historical reference. Examples that should be considered are shown below, site furnishings are manufactured by Maglin in Toronto, Ontario.
Light Fixtures and Pole Standards

Similar to the street furnishings it is recommended that pedestrian level light poles and fixtures be adopted uniformly for the three study areas. Poles should be black and approximately 5m high, banner arms should be integrated from the outset on all new light standards.

The International Dark-Sky Association is currently developing a model light ordinance with the Illuminating Engineering Society of North America. It is recommended that The Town of New Tecumseth review this standard when it is completed for possible adoption.

Guidelines for Locating Freestanding Newspaper and Advertising Boxes

Newspaper and advertising boxes placed by private companies can clutter the sidewalk and where not located in a managed way can prove to be unsightly and even dangerous. The Town should develop and actively enforce standards for these pieces of the streetscape. Boxes should not be placed within the 2m clear zone of the sidewalk. Boxes should also be located as close as possible to intersecting streets and should not be attached or secured to any utility pole, sign, or hydrant and should be required to be maintained with a clean painted exterior finish.

Street Trees

Establishing and maintaining street trees in an urban environment over a long period of time is sometimes challenging as a result of salt contamination and lack of a water source. The urban environment is tough on trees and the average life span of a street tree planted in a traditional tree pit in a sidewalk is two years. However, street trees are one of the most attractive, defining, and critical parts of a downtown. Trees narrow the perceived width of the road, generate a sense of enclosure, shade the pedestrian zone in the summer and make public areas more inviting for pedestrians. A successful street tree program results when the program is implemented with adequate resources and using a thorough understanding of urban forestry principles.

Tree pits that act as underground flowerpots will not sustain a tree over any significant amount of time and should only be used where a municipality intends to replace trees on a regular basis. Trees need soil to grow, more than has been traditionally provided in a downtown setting. James Urban a landscape architect and urban arborist is one of North Americas leading experts on trees in the urban environment and recommends that soil requirements for an individual shade tree are approximately 1,000 cu.m. per tree.
A number of new methods for addressing soil quantity and salt infiltration are available. Firstly, planting trees in areas where there is natural access to larger quantities of soil, outside of the sidewalk zone, is recommended. Secondly, providing trees in the sidewalk zone with larger growing areas, generally in slightly raised enlarged tree pits and/or in elevated elongated planters is also recommended. A curb bump out is shown in the example provided below. The bump out is necessary to retain the 2.0m clear space along the travel sidewalk surface. In this case an on street parking space would be eliminated. Public Works should be consulted on these matters and ultimately take the lead in making these improvements installed. It will also be necessary to review current snow plowing methodologies as these planting areas will not be suitable for snow storage in the winter.

Shown below street trees can be planted in larger numbers where space allows by planting in clusters in a larger tree pit.
3.3.3 Town of New Tecumseth Façade Improvement

Throughout the study areas façade improvement and restoration continues to be a long term objective. The Town’s Community Improvement Plan is the main tool that is available to provide incentive for this type of work. In order to put a stronger incentive in place some communities have developed a program that sets aside a certain amount of money and which provides a greater incentive in year one than in year three, in terms of the municipal contribution.

For example the cost sharing of $300,000.00 budgeted over three years for façade improvement could be:

Year 1  50% Cost Sharing for Approved Projects  
Year 2  30% Cost Sharing for Approved Projects  
Year 3  20% Cost Sharing for Approved Projects  

In this scenario the Town would spend more money in the first year, $150,000.00 for example, and lesser amounts in the following two years. In other communities this approach to incentive programs has resulted in significant upgrades in a short period of time. The Town would be best to advertise and promote this program aggressively prior to launch to ensure that as many property owners are informed as possible.

Façade Restoration projects should of course continue to be approved by a Town Committee based on meeting required objectives for restoration. The Town will need to be diligent in ensuring proposals meet the intent of a “restoration project” and attention should be paid to ensure that original facades are not covered with different materials, the original brick is maintained and original architectural details restored.

Façade improvements should generally:

- Maintain original façade components and materials;
- If replacement is required, replicate original parts and materials;
- If replication is not possible substitute with material of the same colour, texture, dimension and proportion;
- Preserve and enhance as much of the original building as possible;
- Maintain the relationship of the building to the street;
- Maintain the basic height and widths of storefronts in the area;
- It is suggested that greater heights should be used at corner locations;
- Maintain the basic relationship of top (cornice) middle (second storey) and base (storefront) - in height; (the top is generally the smallest and the middle is often slightly larger than the base);
- Suggest the storefront as the prime part of the first storey façade with large windows and attractive entrances which allow natural light into the store.
3.3.4 Signage in the Downtown Areas

Attractive signage is an important part of the streetscape and if carried out consistently across a larger area in a downtown can have a tremendous enhancement effect for a downtown. Backlit signage is discouraged as is standardized franchise signage. Creativity should be encouraged including hanging signage perpendicular to the building face, window etching, freestanding raised letters, custom artwork and stylized colours, see the following page for examples.

3.3.5 Rear Façade Improvement

Rear façade restoration, maintenance and improvement and/or expansion adding storefronts facing the Boyne River are considered important parts of the plan. As public parking areas are improved behind the businesses on Victoria Street for example there will be a need to assess the condition of rear facades and ensure they are well kept clean and in good condition. The emphasis on rear facades should be general restoration and maintenance and although the front façade is considered more important in the overall picture, rear facades also need to be improved as the rear of the business areas evolve to become a secondary business frontage. Business owners may wish to have rear entrances into the stores and care should be taken to ensure entrances are well maintained, clean, safe visible and appropriately signed.
SIGNAGE EXAMPLES - emphasize creativity -
avoid backlit and standard franchise signage.
4.0 Alliston Study Area Analysis

4.1 Historical Context

Historically Alliston evolved as an early Ontario agricultural community and remains known today for its successful potato industry. Alliston was upgraded from "village" to "town" in 1891 and similar to many early Ontario communities near the turn of the century a large fire destroyed the downtown and business section. The existing St John’s United Church at the corner of Centre and Victoria Streets survived the fire, making it historically valuable. As a matter of national and international significance, the most famous citizen is Sir Frederick Banting the co-discoverer of insulin who was born in Alliston on November 14, 1891. Recognizing the importance of this historical figure the Town of New Tecumseth recently purchased the Banting homestead and is currently preparing a master development plan for the property.

In the Alliston study area a significant percentage of the street is traditional and is keeping with its historical layout. The downtown generally retains its historical charm, although a few new buildings inconsistent with the historical character have been constructed and in some cases facades are in need of repair or have been altered inconsistently with original detailing. Architecturally the core area of Alliston is representative of early Ontario traditional main street character. This character was influenced by the Victorian Architectural style that is typified by two storey red brick structures set along the street line. Victorian architecture in it’s broadest sense includes all buildings constructed during the reign of Queen Victoria. However, the Victorian style of architecture encompasses an eclectic mixture of Classical and Gothic motifs, many small commercial buildings constructed at the turn of the century such as those in Alliston were influenced by this architectural style.

Whether described as Victorian influenced or simply as a “Traditional Main Street” the character of small town downtowns built in the late 1800’s and early 1900’s is easily recognizable. Bay windows, stained glass, ornamental string courses, and elegant entrances were common features in traditional main street development. The buildings are normally attached to form the individual blocks, sharing a common wall with ground floor areas ranging from 800 to 1,500 square feet. The most prominent features are the exterior red brick, sometimes with trim of black or white, large windows on either side of the entry way that are open to the stores interior and second storey windows on the front facades that are symmetrical, sometimes arched and the second storey is often separated from the first by decorative brick detailing. Entrance doors may be recessed and constructed of wood and normally have a large percentage of glazing within them, sidelights next to the front entrance door are also common and provided additional lighting into the stores.

Downtown Alliston has a few significant selections of architecture. Certainly the original St John’s United Church at the corner of Centre and Victoria Streets is one of these, as is the Alliston Monument Works across the street from the church. Sections of the original two-storey attached brick commercial buildings can be found on Victoria Street in a number of locations and the recently renovated three storey building at the north east corner of Victoria and Mill Street stands as an excellent example of traditional main street architecture, as well as an impressive façade improvement. It is suggested that this building be used as a local example for all of the Town of New Tecumseth indicating the merits of façade restoration as
well as an example of the attention to detail that a historically sensitive restoration requires. This particular piece of restoration work stands up to some of the best examples of this kind of work in southern Ontario.

4.2 Alliston Today

Alliston downtown located on the south bank of the Boyne River is influenced by its agricultural history with many working farms still operating in the area. Residents celebrate this agricultural history at the annual potato festival each year, this year being its 36th anniversary. The entire Town of New Tecumseth is known for its prime agricultural lands and its agrarian history is a source of pride for many residents. The Boyne River is a significant natural feature extending east and west beyond the downtown with a pedestrian trail running along the north side that is connected to the downtown by a pedestrian bridge.

The study area in Alliston extends from the railroad tracks in the east to approximately Elizabeth Street (see Appendix A) in the west encompassing Victoria Street, the historic commercial core, the Boyne River, and Wellington Street, as illustrated below. The Main Street of the study area, Victoria Street (Highway 89), is two lanes wide with parallel parking on each side of the street.

The consulting team and the Town analyzed the study area in Alliston to identify existing conditions including opportunities and challenges. The analysis included meetings with the

![North East Corner of Mill Street and Victoria Street](image)

A SUPERB EXAMPLE OF BUILDING AND FAÇADE RESTORATION
BIA, walking tours of the study area, orientation tours with local business persons, and a public open house with area residents. The study area analysis resulted in “Appendix A - Alliston Downtown Study Area Analysis”, the findings of the analysis are provided as a map in poster format demonstrating the existing opportunities and challenges.

The major findings of the Plan area analysis and Appendix A are provided below:

1. Some Building facades have been altered inconsistent with historic detailing.
2. The proximity of the Boyne River is not always apparent when visiting downtown Alliston.
3. The street appears overly wide, emphasizing the auto realm.
4. Building height is generally lacking, 2 and 3 storey buildings would help enclose the street.
5. The large rear parking lots next to the Boyne River on the north side of Victoria Street are unorganized and face mostly unattractive rear facades.
6. The entry/exit points to the downtown core are not identified.
7. Victoria Street is also Provincial Highway 89 and it carries a large volume of transport truck traffic impacting the pedestrian nature of the downtown.
8. The Gibson Centre (a valuable and attractive local asset) is positioned relatively close to the downtown core.
9. The treatment of the southern edge of the Boyne River is not continuous and is not fully connected to the pedestrian realm at either end.
10. The presence of the Boyne River is partially hidden from view by vegetation and is bordered by a large parking area.
11. The main intersection of the study area (Victoria and Church) does not demonstrate a clear character and could be improved with taller and more compatible architecture.
12. Breaks in the street wall (building face) break up the continuity of the downtown.
13. The coach-style street lamps, street trees, hanging flower baskets, benches, bricked bump outs, and the “Downtown Alliston Clock” indicate that the downtown is maintained and invested in and these elements add to the overall character of the town.
14. The building mass located at the north west corner of Centre and Victoria Street is out of character with the downtown core.
15. The south west corner of Centre Street and Victoria Street is presently vacant and is not well maintained impacting the overall impression of downtown Alliston.
16. The west side of Centre Street south of Victoria Street lacks a defined edge and is out of keeping with the character of the downtown.

17. The existing honey locust street trees are in relatively good health and appear well established.

18. Abandoned or untenanted buildings, impact the image of the downtown core.

19. The parking area located at the rear of the buildings on the north and south side of Victoria Street roughly between Church and Paris Streets could be significantly reorganized to improve aesthetics and provide more parking.

20. The parking area located behind the building on the south side of Victoria Street between Paris and Wellington Streets could be re-oriented and aesthetically improved.

21. The north edge of Wellington Street is unorganized and lacks cohesion. Building location, entrances and egresses, sidewalks, street trees and a defined street edge are required in this area.

22. The edges of Church Street should receive the same treatment as the main street with buildings set at zero lot line and facades developed in keeping with the heritage buildings located in the downtown.

23. There is no identifiable public gathering/meeting place in the downtown.

4.3 Alliston Tomorrow

A VISION FOR DOWNTOWN ALLISTON “THE VILLAGE ON THE BOYNE”

The Downtown Enhancement Plan for downtown Alliston addresses each of the findings in the Study Area Analysis. The vision for the future of the study area promotes facade restoration and attractive streetscaping, improved public spaces, parking and pedestrian linkages. The vision lies within the context of strengthening the connection to the Boyne River, improving the pedestrian realm, attracting and retaining business and celebrating the uniqueness of the community.

Throughout the analysis of Alliston including our meetings with area residents and business persons a unified image for enhancement began to emerge. “The Village on the Boyne” would celebrate Alliston’s downtown location on the south bank of the Boyne River. In the future it is imagined that Alliston will be known for its close relationship with the Boyne River. The downtown will be known as its own unique destination, it will not compete with the auto-oriented retail located outside of the downtown. It will have built upon its strengths to create a different type of experience for shoppers and visitors and the goods sold by retailers will be unique and appropriate to a smaller form of retail owned and operated by local entrepreneurs.
As recommended in the Master Plan, amply wide cobbled sidewalks that are furnished with benches, recycling centres, bicycle lock ups, attractive light standards and wayfinding signage line both sides of Victoria Street. The improved pedestrian realm will ensure that downtown Alliston will remain thriving with active businesses and mixed uses. Taller buildings (3-4 stories) will punctuate the main intersections of downtown and more residents will live downtown.

The Master Plan the “Village on the Boyne” is characterized through provisions for a strong connection to the Boyne River that is strengthened by opening up views, creating an attractive edge and providing gathering and resting places at the top of the bank overlooking the river. “The Village on the Boyne” will be distinguished with a double sided retail frontage located on the north side of Victoria Street. As proposed in the Master Plan the river facing facades would be restored and renovated to create attractive retail entrances. A pedestrian promenade would link all of these building faces together, offering opportunities for; outdoor cafes, vendors, and places to gather, mingle and appreciate the downtown’s connection to the Boyne River. The Master Plan envisions coordinated and efficiently laid out public parking that is behind the buildings fronting Victoria Street and is clearly identified from the main street.

Trail connections to a larger hiking and biking system would bring residents into the downtown and offer visitors an opportunity to explore the entire Town of New Tecumseth. Sir Frederick Banting’s legacy would be enshrined tastefully in an attractively designed pedestrian space strengthening the link between this important historical figure and Alliston. Banting’s legacy will be remembered for generations to come and downtown Alliston will have honoured their local son.

The Town would advertise, promote and celebrate each of the Town of New Tecumseth’s downtown areas. The Town of New Tecumseth would be known as the Town with three downtown areas linked physically and intuitively by using a graphic language of wayfinding and gateway identification that is both unique to the individual downtowns but also connected to New Tecumseth as a whole. The Master Plan attached to this report indicates a structure for the future of downtown Alliston and provides guidance in achieving the above noted vision.
Key components of the Master Plan are described below.

5.1 The Village on the Boyne

The Village on the Boyne is characterized by the proposed development of a second retail frontage facing the river. Critical to the success of this concept is the required improvements to the parking area and the rivers edge. The individual projects necessary to bring the “Village on the Boyne” vision into reality are summarized below.
5.2 Public Parking Improvements

As illustrated in the Master Plan a re-organization of the parking area between the Boyne River and Victoria Street is proposed. The achievement of a coordinated, attractive and functional public parking area is a significant undertaking. However the benefit to the community and the perception of the downtown would be significant. Additionally the parking improvements allow a re-organization that includes landscaping and pedestrian improvement without impacting the overall number of parking spaces. The parking area can be improved with a well-organized layout that will more efficiently provide parking to business person and visitors.

These town owned lands can be improved while coordinating additional efforts to transform private sector efforts in this area of downtown into the proposed pedestrianized shopping district facing the Boyne River. With private and public sector support, coordination and funding an attractive multi-functional area between businesses on Victoria Street and the Boyne River can be phased in over time.

5.3 River Walk

As illustrated in the Master Plan it is proposed that the existing river walkway that has been initiated at the west end along the Boyne River near the existing pedestrian bridge is proposed to be extended and link the bridge to Church Street. This piece of infrastructure is recommended to include the same planting, fencing, sidewalk and lighting fixtures as presently constructed. The final alignment will require field investigation however, as indicated on the master plan it is intended to be located as close to the top of the existing bank as possible.

5.4 Sir Frederick Banting Square

The Master Plan envisions a new public space located at the edge of the Boyne River that serves to enshrine the importance of Frederick Banting and knit the community closely with the river. Detailed design plans for this new public space will be required to be developed however the structure of integrating this space into the new parking arrangement and linking it to the proposed pedestrian promenade behind the Victoria Street buildings is illustrated and should form the basis of future detailed design work.
THE EVOLUTION OF THE BOYNE RIVER'S INTEGRATION INTO THE DOWNTOWN INCLUDES THE EVENTUAL CONSTRUCTION OF A NEW PUBLIC PARK AT THE RIVER'S EDGE. THE NEW PARK REQUIRES THE TOWN TO ACQUIRE THE LANDS THROUGH NEGOTIATION AND WILL PROVIDE AN IMPORTANT NEW PUBLIC SPACE AT A KEY DOWNTOWN LOCATION.

FUTURE - BOYNE RIVER PARK / FREDERICK BANTING SQUARE
Boyne River Edge Treatment & Parking Re-organization Plan
5.5 Pedestrian Promenade

To create the popular people place that is envisioned to be set between the Boyne River and the new retail frontages, a pedestrian promenade linking all of the businesses together is proposed. A negotiation for easement, construction and maintenance costs will be required to address the variety of private ownership in this area. The accomplishment of this significant undertaking would truly set Alliston apart from other communities and act as a major character setting element for the downtown.

5.6 Boyne River Parkette

The Master Plan includes a small public space developed at the western terminus of the River Walk that would include tree plantings, a seating area, gardens and pathway connections to both the pedestrian bridge and the river walk. Detailed design will need to be completed and field inspected to ensure the parkette conveniently aligns with the River Walk and is situated where views to the Boyne River can be opened up by vegetation clearing.
5.7 Renovated Rear Facades

Achieving investment and improvement on privately owned property is a long term endeavour requiring public investment, financial incentive and buy in to the ultimate vision. Each of these are required and the absence of just one of these components could impact the reinvention of this space. The Town has the Community Improvement Plan tool for incentive and the Master Plan to provide a vision. With continued effort and investment in the individual component projects at the rivers edge the Town can begin to move the long term vision forward. As investment is directed into this area the private sector will begin to see the value in their investment. As the project is pushed forward in phases and the vision begins to take shape private investment will flow into this area.

An important part of achieving the long-term vision for downtown Alliston, in the Town of New Tecumseth, will be ongoing efforts by both the private sector and the Public sector to achieve the renovated rear portion of these buildings. Town efforts should be focused on river edge improvements, the creation of new high quality public space, parking reorganization and beautification and the construction of a pedestrian promenade linking all the buildings together. The private sector efforts should be focused on building renovation that will allow the rear of the stores to function as a second retail frontage.
5.8 Infill and Redevelopment

A number of locations have been identified in the study area that are either candidates for redevelopment or infill projects. In some cases the existing building stock is not of a significant quality to be preserved and redevelopment should be encouraged, in other cases infill development is available due to vacant land. As indicated on the following page at the corner of Victoria Street and Centre Street two opportunities exist. This intersection is considered of primary importance to the study area since it is essentially the main entry point into the historical core of Alliston.

In replicating or complementing the traditional main street character, where infill development is proposed, consideration should be given to, building size, location and materials, the percentage of glazing on the front façade, minimum two storey heights and details such as cornices, arched windows, gracious entrances connected directly to the sidewalk, brick ornamentation, pilasters, awnings and moldings including brick and wood.
Demonstrating Infill potential at the south west corner of Victoria Street and Centre Street an attractive piece of architecture provides an entry feature to the downtown.
5.9 Wellington Street Improvements

Wellington Street presently has a disjointed unorganized character and is in need of an upgrade. Important to the improvement of this street will be the creation of a street edge. There is a good local example of this treatment at the new Shoppers Drug Mart located at Victoria and Centre Street on the south east corner. It would be appropriate to carry this detail down to the edge of Wellington Street and create a similar, or the same, edge using decorative fencing, masonry pillars and landscaping.

5.10 Community Trail Linkages

Along the north bank of the Boyne River a community trail linkage is encouraged to connect with the Town’s overall trail system. The trail should be surfaced with granular material and need not be formalized however a clearing width to ensure the trail is safe from any significant obstacles should be maintained.
5.11 Wellington Public Parking Lot

As illustrated in the Master Plan a re-organization of the parking area behind Victoria Street at the corner of Centre Street and Wellington is proposed. The Town will need to consider property acquisition to achieve the parking lot as indicated on the Master Plan. Regardless, an improved parking organization and aesthetic upgrade to the parking area are required. Parking organization, street edge, paving, line painting, wayfinding signage, pedestrian connections, and adequate landscaping are necessary to improve the parking area to be suitable for an improved downtown district.

As retail and mixed use activity grows in downtown Alliston consideration for structured parking at this location will need to be examined. Any future structured parking should include ground floor retail in order to blend into and contribute to the streetscape.
5.12 Pedestrian Alleys

Pedestrian Alleys connecting Victoria Street to the rear parking areas throughout the study area are indicated where breaks in the buildings allow. Care should be taken to surface these links with pavers or another unique attractive surface. Landscaping is encouraged where space allows and in some cases where enough space exists at the street edge street furnishings such as benches and recycling centres should be installed.

5.13 Public Art

It is envisioned that over time public art can be installed through the downtown within public spaces. Areas that should be considered for public art installations include, pedestrian alleys, parks and squares, seating areas, trail heads and incorporated into edge treatments with landscaping to screen parking areas.

![Diagram of pedestrian alley and public art installation]
5.14 WiFi Internet Access

The introduction of a wireless Internet access network on Main Street is an “invisible” improvement that will promote the use of downtown by a larger group of people. This technique has been used in other communities where it has proven to be effective in engaging both visitors and residents but most importantly encouraging knowledge based businesses looking for a location that offers an innovative and creative environment.

5.15 Town of New Tecumseth Municipal Building Improvements

The Administration Building in Alliston is an important local feature and a symbol of the Town’s health, values, governance, and community pride. The property located at the corner of Church and Wellington Streets should be upgraded with attractive landscaping and pedestrian spaces. The areas presently used for parking could be moved to the new municipal lot proposed at the corner of Centre and Wellington Street where convenient parking can be located. The parking would be connected to the building using pedestrian walkways identified using wayfinding and greened with the use of tree plantings. Small resting areas can also become locations for public art and amenities such as benches and recycling containers. An entrance from Church Street is recommended with a new walkway connection to the sidewalk with planting beds and a courtyard area that is large enough for benches and bicycle lock ups. The front entry would also be an excellent location for a wayfinding and information kiosk.
5.16 Downtown Intensification

As the population of Alliston and New Tecumseth grows there will be opportunities to intensify the downtown area. This intensification is imagined to take a number of different forms. In one case existing historical residential buildings will be renovated and changed into commercial enterprises including retail, restaurant and office space. This form of development is presently occurring on Victoria Street east of the study area and is anticipated to continue in this location as well as along Paris Street, Church Street and portions of Wellington (east of Paris Street).

The section of Wellington between Paris and Church Street is identified in the master plan as a potential redevelopment area. In this location new two to three story buildings would front the north edge of Wellington Street and offer a mixture of uses including residential, retail and office space. Parking as well as attractively landscape pedestrian linkages and perhaps a public square can be located behind the buildings in the centre of the block.
5.17 Centre Street North Streetscape Improvements

Streetscape improvements on Centre Street North will connect to a new pedestrian bridge over the Boyne River. Upgraded sidewalk connection, including banner poles and pedestrian amenities such as benches and recycling receptacles would provide the streetscape environment while wayfinding is used to direct persons towards the Boyne river.

Streetscape improvements on Centre Street North will provide pedestrian connections to a looping trail system on the north and south side of the Boyne River and link to the rear of the stores fronting the north side of Victoria Street. Providing this connection helps to complete the improved pedestrian realm envisioned for this critical area between Victoria Street and the Boyne River. Upgrading this street to the same quality as the other main streets in the study area will help to create a distinctive downtown node with multiple pedestrian routes and a variety of experiences for the visitor to enjoy.

5.18 Second Pedestrian Bridge over Boyne River

A second pedestrian bridge over the Boyne River will greatly strengthen the connection between the Boyne River and the downtown. The pedestrian experience in the downtown area would be greatly improved with the introduction of the looping trail system that would result with the second bridge. A complete pedestrian system results with this improvement and links to all of the other major infrastructure improvements planned for downtown Alliston including the River Walk, Victoria Street, the trail system and the future pedestrian promenade and new shopping area between the Boyne River and Victoria Street.
6.0 Tottenham Study Area Analysis

6.1 Historical Context

Tottenham developed as an agricultural community in the late 1800’s supported by a traditional main street. In the study area some of the traditional main street remains intact and in keeping with its historical layout, however approximately half of this original fabric is no longer intact, most importantly the main intersection of Queen and Mill Streets. The steam train travelled through Tottenham on route from Hamilton to Barrie and Collingwood and helped to put Tottenham on the map as a popular whistle stop along the route.

Downtown Tottenham still retains a great deal of its historical charm, most significantly in the immediate area around Queen and Mill Streets, but also in the surrounding residential areas where distinctive Victorian homes frame the tree lined streets.

Architecturally the study area and core of Tottenham is representative of early Ontario traditional main street character. This character was influenced by the Victorian Architectural style and in a downtown this is typified by two storey red brick structures set at the street line. Whether described as Victorian influenced or simply as a “Traditional Main Street” the character of small town downtowns built in the late 1800’s and early 1900’s is easily recognizable. Bay windows, stained glass, ornamental string courses, and elegant entrances were common features in traditional main street development. The buildings are normally attached to form the individual blocks, sharing a common wall with ground floor areas ranging from 800 to 1,500 square feet. The most prominent features are the exterior red brick, sometimes with trim of black or white, large windows on either side of the entry way that are open to the stores interior and second storey windows on the front facades that are symmetrical, sometimes arched, the second storey is often separated from the first by decorative brick detailing. Entrance doors may be recessed and constructed of wood and normally have a large percentage of glazing within them.
sidelights next to the front entrance door are also common and provided additional lighting into the stores.

Downtown Tottenham retains the traditional main street character and some of the original heritage buildings are still present on the main street. Many buildings could be improved with restoration work and maintenance that would improve the general appearance of the downtown area. The Town should continue to participate in restoration of the building facades in the study area through the programs developed in the Town’s CIP.

6.2 Tottenham Today

Tottenham is located next to the nearby Tottenham Conservation Area and is still influenced by its agricultural history with many working farms still operating in the area. Tottenham has become well known through the region as the home of both the annual bluegrass festival and the home of the South Simcoe Railway. Boasting a high quality of living and small town charm Tottenham enjoys the scenic beauty of the surroundings and its proximity to the GTA.

The existence of the South Simcoe Railway emerged as one of the key defining elements in the community. The railway is a significant tourist draw and is located in close proximity to the downtown area. Visitors and residents can travel in restored 1920’s coaches over the rails of a century-old branch line that once connected Hamilton with Barrie and Collingwood. The return trip from Tottenham to Beeton takes under an hour and people are able to learn about the history of the railways of Canada.

The other character-defining element of Tottenham is its connection to the bluegrass music tradition. The annual bluegrass festival has grown to attract a large number of visitors and is held each year at the nearby Tottenham Conservation Area. The annual festival has a spillover effect that infuses the community with a strong sense of itself, encouraging local artists to perform year round in the local pubs and other venues. There is an opportunity to harness this energy and demonstrate the pride that Tottenham takes in the bluegrass music tradition by building on this characteristic with the use of imagery, art and signage.

The consulting team and the Town analyzed the study area in Tottenham to identify existing conditions. The analysis included meetings with the BIA, walking tours of the study area, orientation tours with local business persons, and a public open house with area residents. The study area analysis resulted in “Appendix B - Tottenham Downtown Study Area Analysis”, the findings of the analysis are provided as a map in poster format demonstrating the existing opportunities and challenges.
The major findings of the study area analysis and Appendix B are provided below.

1. The entry into the historical core of Tottenham should be better identified.

2. The character at the south east corner of Queen and Wilson Streets is out of context within the downtown core.

3. The north side of George Street includes some interesting heritage housing that could be restored to improve the overall downtown character.

4. The south west corner of Queen and George Streets includes some heritage buildings including the original library, that could be restored to their original quality.

5. One storey buildings are out of keeping within the downtown core and boarded up non-tenanted buildings further impact the character of downtown Tottenham.

6. View to water down Dillian Street could be strengthened.

7. The south entrance to the downtown could be improved with gateway signage.

8. One storey buildings not set at zero lot line and with little architectural merit, impact the image of the downtown area.

9. The strip mall building on the west side of Queen Street is architecturally and locationally out of character with the heritage quality of the Town.

10. Rear façades of the buildings on Queen Street bounded by Richmond Street and Mill Street demonstrate an unkempt appearance and create perceived safety concerns.

11. The parking lot and the rear façades behind the Queen Street buildings between Wilson and Mill Streets could be cleaned up to improve the overall image of the Town.

12. Some of the downtown stores are well kept up and indicate pride of ownership and help to create a healthy retail environment and demonstrate to potential investors in the Town that the business environment is healthy.

13. The north edge of Mill Street West lacks definition and could be improved using a knee wall with fencing, plantings and seating areas.

14. The remnant green space that fronts Queen Street could be, with permission of the owner, reclaimed as green space and developed into a resting node or courtyard area.

15. The presence of the steam train just west of the Main Street of Tottenham should be more linked to the downtown with both signage and streetscape works.

16. The existence of a carwash in the downtown area is an inappropriate land use.
17. The buildings at the south east and north east corner of Queen and Mill Streets are good quality heritage buildings.

18. An eclectic and interesting streetscape has begun to develop on Mill Street east of Queen Street.
6.3 Tottenham Tomorrow

A VISION FOR DOWNTOWN TOTTENHAM “BLUEGRASS TRADITIONS AND CANADIAN RAILWAY HISTORY”

“Bluegrass Traditions and Canadian Railway History” these two elements represent existing traditions that can be strengthened to enhance the community character and build on its strengths. Based on the analysis, the business community’s input, open houses with the public, and an examination of the opportunities and challenges, a vision of an improved downtown has been developed. The downtown will be known as its own unique destination and should build upon its strengths to create a different type of experience for shoppers and visitors.

By 2023 downtown Tottenham will still be a small downtown but its character has been strengthened and the business community is even healthier. There is a mixture of land uses and the downtown’s main intersection has been re-established, providing a strong centre. New buildings have been built on the west side that are located at the street edge. The new buildings are constructed from quality brick and the façades architectural detailing is in keeping with the historical buildings on the opposite side of the street. The buildings on the west side of the main intersection in Town have been restored in keeping with their historical detailing, the original brick cleaned and intact. Parking lots behind the retail businesses are well identified, paved and attractively landscaped. Healthy street trees line Queen Street and business owners have clean maintained frontages where a street café or two come alive in the summer months and provide more interest in the downtown.

The downtown of Tottenham will be closer identified with the South Simcoe Steam Train by providing an attractive pedestrian link to its location. The image of the steam train will be utilized in the graphical message used in banners, wayfinding and gateways. The Bluegrass festival outside of the downtown is more popular than ever and the downtown has evolved a public art project that has resulted in numerous sculptures, murals and modern art installations throughout the downtown that reinforce the theme of bluegrass music. Both the BIA and the Town will be coordinated and creative in pushing this vision forward always looking for public and private opportunities, supportive of one another and focused on the same goals.

Trail connections to a larger hiking and biking system would bring residents into the downtown and offer visitors an opportunity to explore the entire Town of New Tecumseth, importantly in Tottenham those connections will be linked to the Conservation Area. Alliston, Beeton and Tottenham would advertise, promote and celebrate each of the Town of New Tecumseth’s downtown areas. The Town of New Tecumseth would be known as the Town with three downtown areas linked physically.
and intuitively by using a graphic language of wayfinding and gateway identification that is both unique to the individual downtowns but also connected to New Tecumseth as a whole.

To create a memorable and unique streetscape experience in Tottenham, the aesthetic for street and public space details should reinforce the relationship to the bluegrass music tradition and the South Simcoe Railway.
Key components of the Master Plan are described below.

7.1 Bluegrass Traditions and Canadian Railway History

Tottenham is characterized by its strong connection to the local bluegrass festival and as the home of the South Simcoe Railway. As part of the enhancement strategy for Tottenham it is suggested that these important elements be strengthened using wayfinding and other signage as well as public art.
7.2 Public Parking Improvements

As illustrated in the Master Plan a re-organization and landscape beautification of the existing rear parking areas on the east side of Queen Street is proposed. The achievement of these coordinated, attractive and functional parking areas will require private land owner participation. Alternative mechanisms available to the Town for the accomplishment of this upgrade include public easement over these lands and land owner agreements to participate in the construction costs and/or the maintenance costs, these agreements will need to be negotiated. The BIA may want to take on a significant role for this coordination effort. Although multiple land ownerships may complicate the master planning and construction process of this feature, ultimately the benefit to the community at large, business operators and visitors to Tottenham outweigh these complexities.
7.3 Queen and Mill Street Intersection Improvements

The intersection at Queen and Mill Streets is the historical crossroads of Tottenham, it is the heart of the downtown area. The intersection is presently in need of significant upgrade. The temporary real estate sales office on the north west corner should be removed and the architecturally insignificant building on the south west corner should be encouraged to be redeveloped as a two story building set at the street edge that is architecturally compatible with the remaining heritage buildings. The car wash located just north of the intersection on the west side of Queen Street is also incompatible with the downtown and should be encouraged to move to a more suitable location in the future. On the east side of the intersection historical buildings exist and are compatible with the scale and quality of an enhanced downtown Tottenham. These buildings are in need of facade restoration and maintenance and should be encouraged to participate in the Town’s facade improvement program with in the CIP.

The improvement of this important intersection is the most significant factor in improving the downtown of Tottenham, no other improvement would impact the overall downtown in the manner that new built form, façade restoration and attractive streetscaping will at the four corners of this intersection. The importance of this long term objective cannot be stressed enough and should be considered of paramount importance in the enhancement strategy for downtown Tottenham.
7.4 Town Owned Lands (Library, Youth Centre)

In downtown Tottenham there are two town owned facilities that are in need of upgrade and repair and that are presently not compatible with an enhanced downtown.

Effort should be exerted to determine the long term plans for these facilities, redevelopment and in the case of the library restoration are both options. If the facilities are no longer required by the Town consideration should be given to declaring the lands surplus and finding a suitable developer with an interest in building quality mixed use development compatible with the downtown core.
7.5 Pedestrian Alleys

A number of opportunities exist to create pedestrian alleys to the rear parking lots along Queen Street. In some cases these links are presently being used as driveway entrances however off street driveways into the same parking areas provide convenient access and the driveways connected directly to Queen Street are not necessary. Recognizing that these alleyways are privately owned lands the Town would need to pursue a mutually agreeable arrangement for the proposed landscape improvements. Green links such as the ones indicated in the Plan would substantially upgrade the overall image of downtown Tottenham and also provide the important pedestrian refuge and resting areas so critical to a healthy downtown.
7.6 Public Art

It is envisioned that over time public art can be installed throughout the downtown within the public spaces. Tottenham is encouraged to expand on the Bluegrass and Steam Train icons to help build the overall character of the downtown. Areas that should be considered for public art installations include, pedestrian alleys, parks and squares, seating areas, trail heads and incorporated into edge treatments with landscaping to screen parking areas.

The installation of public art in each of the downtowns is an objective of the Plan. Each of the downtowns has specific cultural and heritage qualities that are unique to these areas. The intention of many of the recommendations in this report is that the downtowns build on these qualities to create distinction and celebrate their past. Public art is works of art in any media that are intended to be installed in the public realm, including road right of ways, parks, civic squares, public parking lots, and public buildings, etc. The artwork may be permanent, temporary or seasonal. Public art in the Town of New Tecumseth will generally be one of the following; street furniture, lighting, banners, murals, sculpture, memorials, water features, engraved pavers or planters, gardens and may be part of a wayfinding system or community gateway.

It is important to have a full understanding of the maintenance requirements for any art installed in the public realm, as well as other associated costs. In some cases the Town may have funding available for certain artworks and in other cases residents should be permitted to propose public art that is funded from an alternate source, such as a not for profit or government grant. Safety is another important aspect of permanent or temporary installations in the public realm and any proposal should be examined to ensure it poses no safety concern to the public.

The spirit of any proposed public art project should be focused on capturing elements of community, sharing, cultural and heritage distinctions,

7.7 Linking to the Conservation Area and the Steam Train

Utilizing streetscape enhancement such as banners, wayfinding and art as well as a wide safe continuous sidewalk are recommended to link the downtown to both the nearby conservation area and the South Simcoe railway. Priority should be given to ensuring a continuous sidewalk is linked to the steam train from the Mill Street and Queen intersection. Wayfinding and signage should also be located at this intersection orienting people to both the conservation area and the steam train.
7.8 Front and Rear Façade Improvement

Façade Improvement remains an important aspect of the enhancement strategy for downtown Tottenham. Strategies for the implementation of this program are outlined in the Town of New Tecumseth section of this enhancement master plan. It is noted again, the importance of ensuring that façade restoration is completed in a manner that is sensitive to the original historical quality and detailing of the buildings. False frontages and major alterations to the historical buildings should be discouraged. Rear facades should be encouraged to be kept well maintained to prevent the buildings from significant structural and aesthetic damage that can result from negligence.

7.9 Streetscaping

A comprehensive strategy for streetscape enhancement is provided in the Town of New Tecumseth section of this enhancement master plan and applies to downtown Tottenham as well as the other two downtown areas.
7.10 Gateways and Wayfinding

Alternate approaches to the creation of gateways are provided in the Town of New Tecumseth section of this enhancement master plan. Each downtown area is proposed to have new entry gateways installed as part of the enhancement strategy. A wayfinding program should be developed by the Town that builds upon the gateway details and orients visitors to the downtown areas and the Town as a whole.
8.0 Beeton Study Area Analysis

8.1 Historical Context

Beeton was originally named “Bee Town” in honour of David Allanson Jones, the first commercial bee farmer in Canada. In the late 1800’s, David A. Jones was known as the Bee King throughout North America and Europe. The D. A. Jones Library, built in 2003 and located in downtown Beeton, celebrates this individual who had a significant impact on the settlement of Beeton.

Beeton was also home to Gordon Tamblyn, a druggist whose chain of Toronto stores became known as I.D.A Drug Stores. Kate Aitken, a Canadian radio and television personality, and newspaper columnist, was born on the east corner of Centre and Main Streets in Beeton.

Architecturally, the downtown of Beeton is representative of early Ontario traditional main street character. This character was influenced by the Victorian Architectural style and in a downtown, this is typified by two storey red brick structures set at the street line. Beeton is unique in that a large percentage of the community’s original historic core remains intact.

Downtown Beeton retains the traditional main street character and key character defining pieces of architecture are still located in the downtown. Significantly, the old Beeton Town Hall remains in good shape and the store fronts on the north side of Main Street in the core area remain in place creating a distinct heritage feel in the downtown. The Muddy Water Tavern sits proudly on the edge of the south side of Main Street and helps to create the distinctive setting that is Beeton.
8.2 Beeton Today

Located in the Town of New Tecumseth, the charming historical downtown of Beeton is known for producing hockey players (Wayne Carleton, John Gould, Bob Pulford and Jim Rutherford are all from the area) however, Beeton was originally best known for honey production.

Beeton today is known for its small town charm, the Garden and Honey Festival, beautiful tree lined residential streets, an attractive centrally located public park and a well preserved historic downtown.

An analysis of Beeton’s existing downtown has been completed and is detailed graphically on study area analysis mapping, attached as Appendix C to this report that includes photos of the study area. The major findings of the study area analysis and Appendix C are provided below:

1. Building façades have been altered inconsistent with historic detailing.

2. Breaks in the street wall in the core area of Beeton take away from the urban form and dilute the pedestrian oriented nature of the downtown.

3. The vacant parcel on the north east corner of Centre Street and Main Street is an important part of the Town’s urban fabric and a key entry point and the historic downtown a key piece of architecture or public square in this location would significantly improve the character of the downtown.

4. The building located on the south east corner of Centre Street and Main Street is a key entry point into the historic downtown and is in need of significant renovation and repair to return it to its original integrity.

5. The existing police station is not oriented to the street and demonstrates no architectural merit. This building is detrimental to the overall character of the downtown.

6. The community arena and local park are conveniently located in close proximity to downtown. However, they are not easily discovered by visitors.

7. The existing interlocking brick within the sidewalk is ready for replacement.

8. The existing street trees are not demonstrating vigourous health.

9. The Daisy Mart plaza is not oriented to the street and the blank side façades that face the sidewalk are detrimental to the character of the downtown.
10. There is an under utilized parking lot behind the police station and because the police station is moving the opportunity for the Town to pursue a lease of these lands for public parking exists.

11. The building located at the south east corner of Main Street and Patterson Street does not adequately address the street with the building pushed to the rear and the parking located in front of the building.

12. Darkened and overgrown rear parking areas that are screened with fencing provide hiding locations and create real and perceived safety issues.

13. The planted barrels, coach style lighting and benches add to the character of the downtown.

14. The recently renovated old Town Hall includes a second floor theatre that could provide space for theatre, music and celebration.

15. Iconic pieces of architecture such as the old Commercial Hotel add interest and identity to the Town.

8.3 Beeton Tomorrow

A VISION FOR DOWNTOWN BEETON “HORTICULTURE AND HONEY”

Noted in the title to this downtown improvement strategy is the tagline “Horticulture and Honey”. Beeton has a long history with both of these, as the former honey production capital of Canada and including a long and successful agricultural history. The production of honey is a further indicator of the quality of the agricultural land in this area and the honey bee has both a scientifically and sentimental tie to abundant beds of flowers. The many large street trees providing canopy over much of the community further strengthen the horticultural legacy of this area. Each of these elements are strong character indicators for Beeton and will be re-enforced through design.

Based on the analysis completed in this study, the business community’s input, open houses with the public, and an examination of the opportunities and challenges, a vision of an improved downtown has been developed. The downtown will have built upon its strengths to create a unique experience for shoppers and visitors. The goods sold by retailers will be unique and appropriate to a smaller form of retail owned and operated by local entrepreneurs. The downtown will reinforce its character with the use of abundant horticultural displays both in the streets and off street in public spaces. Residential properties fronting Main Street will also be encouraged to celebrate the horticultural significance of the area by installing large generous beds of flowering perennials and shrubs.

In 2023 Beeton will still have a quaint small downtown, it will still be characterized by the high percentage of historical buildings with facades that have been restored to their original integrity. The history of Beeton will be made more apparent in the downtown by building on Beeton’s horticultural heritage and establishing healthy street trees and planters overflowing with flowers along the sidewalks which are
surfaced with an antiqued paver. The “Bee” will return to Beeton by utilizing imagery and art to celebrate the legacy of honey production and bee farming in Beeton.

The nearby public park will include beautiful flowerbeds overflowing with perennials and a strong pedestrian link between downtown and the park. The development of a beautiful public square with ample horticultural displays at the north east corner of Centre Street and Main Street will be completed. This property may or may not also have a two story commercial building built in a manner that complements the historical charm of the downtown, either way the public square will be a major character establishing element in the downtown. Across the street at the same main intersection of Town the old Texaco Station building will have been restored to its former glory and be the location for a unique local business such as a “The Beeton Honey House”, that offers unique food, gifts and art and acts as a tourism draw supporting the popular Flower and Honey Festival that occurs each year. This type of creative small-scale entrepreneurship is likely to be critical to retaining and developing a healthy downtown core with a unique character. Both the BIA and the Town will be coordinated and creative in pushing this vision forward always looking for public and private opportunities, supportive of one another and focused on the same goals.

The Muddy Water Tavern
Demonstrating proposed streetscape enhancements
Trail connections to a larger hiking and biking system would bring residents into the
downtown and offer visitors an opportunity to explore. The projects described in this
report are intended to bring this vision to reality.

9.0 DOWNTOWN ENHANCEMENT MASTER PLAN - BEETON

Key components of the Master Plan are described below.

9.1 Horticulture and Honey

Beeton is characterized by its small town charm, well preserved heritage buildings
and the connection to the production of honey that was so important to the areas
settlement. The enhancement strategy for Beeton recognizes these key elements and
provides a framework for downtown enhancement.
9.2 Public Parking Improvements

As illustrated in the Master Plan a number of areas are highlighted for parking improvements. In some cases clean up and organization is all that is necessary to significantly improve these areas, such as the area behind businesses on the north side of Main Street. However a significant new public parking area is proposed as part of the plan for downtown Beeton. The Town owns a large parcel of land in the heart of Beeton that is presently being utilized by the local police. The Police are moving to a new location which creates an excellent opportunity for the cleanup of this site and a re-organization of a public parking area that includes landscape improvements.
9.3 Main Street Road works

To capitalize on the intact nature of the downtown core area a narrowing of both sides of the Main Street from a westerly approach to downtown is proposed. The narrowing of the street allows for a well defined core section and the provision of on street parking. By consolidating the driveway entrance on the south side of the street the pedestrian zone becomes much more defined and therefore safe. Aligning the new driveway entrance with the existing driveway entrance to the arena also helps to maintain safe turning movements and helps to distinctly define the core area.

9.4 Town owned Lands (south side of Queen Street)

The former police station lands are proposed as a new public parking area that would be organized comprehensively with the Muddy Water Tavern parking area. The re-configuration of this area creates a number of key opportunities for the Town. Firstly the new public lot, secondly the opportunity to consolidate a wide entrance point that is in the heart of the downtown core area, and thirdly to create a significantly wide pedestrian area at the street edge where opportunity for an outdoor patio and other streetscape improvements can be utilized to beautify the downtown area.
9.5 Town Owned lands (Arena/Library/Public Park)

A campus style landscape approach to the town owned lands encompassing the arena, library and public park, as well as an existing unopened road right of way, is proposed to create a unique civic asset and a green pedestrian environment connecting the downtown to these important public facilities.

9.6 Public Square at Street Edge

The existence of the old Beeton Town Hall and the library on the north side of Main Street creates an opportunity for a street edge public square that could be beautified to include landscaping, benches, public art and other pedestrian amenities.
9.7 Centre and Main Street Intersection

Located at the main intersection in downtown Beeton are two important pieces of land that presently require significant improvement. One is the heritage building located on the south side of Main Street that is currently in a significant state of disrepair. The other is the vacant parcel located on the north side of the street that was the old home of the local hotel. This intersection forms both the easterly entrance into the downtown core area and the main intersection in downtown. Improvement in this location should be considered a high priority for the enhancement of downtown Beeton.

The north east corner, presently vacant, is illustrated in the Plan as being developed as either a public park or as a mixed use development with a significant street presence. Recognizing the land is privately owned the public park scenario would require the Town to purchase these lands. The second scenario where the site is developed privately will require the Town to exercise diligent use of site plan control to ensure the goal of addressing the street and creating at least a small amount of public space at the corner is achieved. In this scenario the Town may want to consider participating with the developer financially to achieve a higher than usual quality public space at the corner which would go a long way in setting Beeton apart from other downtown areas of this size as a quaint, pedestrian scale village with multiple resting and gathering areas for residents and businesses.
Developed to include 2-3 storey built form

Emphasis on attractive street frontage & public space at corner

Development form and site layout required through site plan agreement

Developed as multi-use open space with programmable open air buildings possible uses include farmers market, seasonal festivals, community events & tourist attraction - vendors could be licensed through summer months to sell refreshments etc - requires town lease or purchase

Alternate Development Concepts

North East Corner - Main Street & Centre Street
9.8 South West Corner Patterson and Main Street

This site is considered a redevelopment site and is highlighted due to its important location at the highway entrance into downtown Beeton for vehicles travelling either north, west or south. At the time of development the Town should be careful to utilize site plan control to ensure the site is developed in a manner that is sensitive to the character of Beeton. The building should be located at the street edge with parking set behind the building. Auto oriented uses such as garages, filling stations and repair shops should be discouraged from locating at this intersection.

9.9 Front and Rear Façade Improvement

Façade Improvement remains an important aspect of the enhancement strategy for downtown Beeton. Strategies for the implementation of this program are outlined in the Town of New Tecumseth section of this enhancement master plan. It is noted again here the importance of ensuring that façade restoration is completed in a manner that is sensitive to the original historical quality and detailing of the buildings. False frontages and major alterations to the historical buildings should be discouraged. Rear facades should be encouraged to be kept well maintained to prevent significant structural and aesthetic damage that can result from negligence.

9.10 Streetscaping

A comprehensive strategy for streetscape enhancement is provided in the Town of New Tecumseth section of this enhancement master plan and applies to downtown Beeton as well as the other two downtown areas.

9.11 Gateways and Wayfinding

Alternate approaches to the creation of gateways are provided in the Town of New Tecumseth section of this enhancement master plan. Each downtown area is proposed to have new entry gateways installed as part of the enhancement strategy. A wayfinding program should be developed by the Town that builds upon the gateway details and orients visitors to the downtown areas and the Town as a whole.
10.0 MAKING IT HAPPEN

On a yearly basis the Town will need to approve funds for projects in order of their priority and based on available funds. The following chart generally shows how the yearly cycle for approving individual projects will work. Many projects will take multiple years to complete and an ongoing tracking mechanism should be developed to keep Council apprised of the project.
Implementation of the Downtown Enhancement Master Plan

It will be necessary for the Town to approach the implementation of the Downtown Enhancement Master Plan as a long-term strategic and phased initiative. Many of the projects outlined in the Enhancement Master Plan will require more than one year to phase in and will need to be approached in an organized manner. Where phasing is necessary, it is noted that a phasing strategy should be developed for the component project. Where a project can be completed in a single calendar year, based on approved funds, a phasing strategy is not necessary. Where projects are identified as on private property, the Town may be able to encourage a particular project, however ultimately private development will occur over time as individual owners plan for private enhancement. For private development, the projects are listed as “ongoing” meaning that the project will remain a long term objective and at the appropriate time, planning tools such as site plan control can be used to influence the character and design of the development to meet the objectives of this plan.

The importance of a long-term strategic implementation strategy is paramount to the Enhancement Master Plan’s success. It is recommended that staff develop Official Plan policy to enable implementation of the Plan. Also ongoing monitoring and reporting to Council on status, including costs, will be important. The success requires buy in from multiple departments and Engineering and Public Works will be key players in the implementation of many of these projects. Economic Development should participate by working to champion the Town’s efforts ensuring the public and business persons are aware of the project as it unfolds. A cooperative cross departmental approach is recommended.

The Town will need to adopt a tracking mechanism to organize the implementation of the Enhancement Plan and to ensure yearly deadlines are met for cost estimation, budget approvals and construction timelines. It is advisable to empower a project coordinator who can monitor the overall project and its multiple complexities and can also act as the main contact with Council. It is also recommended that a steering committee be created that includes representation from planning, public works, economic development, engineering and the BIA’s to coordinate and manage the implementation of these projects. The project coordinator would chair these meetings, act as Council’s liaison and ensure the project is moving forward. The first task of the New Tecumseth Downtown Enhancement Committee should be to examine the priority listing of projects and develop a five year plan for the first phase of implementing the Master Plan. Master Plans and project priority listings for the downtown areas of Alliston, Tottenham and Beeton will need to be balanced.

It will be important for the Committee to understand where there is overlap from study area to study area. For example, streetscape improvements, wayfinding, and gateways will need to be coordinated at a town wide scale, whereas numerous projects are specific to the individual study areas. A comprehensive strategic approach will be necessary.

10.1 Project Priorities

The Master Plan is divided into projects that encompass all of the Town of New Tecumseth and then separated into the three individual downtown areas. Many projects are on public lands and will be accomplished as capital investments by the Town through a phased strategic approach. Some projects require private investment and/or development and will be accomplished also over the long term as opportunity arises and private land owners become
engaged in the downtown enhancement process. The rationale for the priority listing recognizes the importance of both private and public investment in the study area and should be considered a recommendation. Yearly budget approvals, Town priorities and a variety of competing interest can effect the timeline of a long range plan such as this one. However, continuous monitoring and fund allocation will ultimately result in a completed implementation.

Private sector priority is given to continued efforts in restoring facades, while public funding priority is given to continued investment in streetscaping, gateway establishment, trail development and wayfinding. Town wide gateways and continual streetscape improvements are considered important objectives and should be initiated in an organized fashion at the early stage of the enhancement project.

Each study area has key important projects including individual parking improvement plans that are also given priority. The following list provides a suggested phasing of projects for implementing the Town of New Tecumseth Downtown Enhancement Master Plan.

10.2 Priority Listing of Projects - Town of New Tecumseth

a) Study Area Façade Improvement - Ongoing (amendment to CIP required)
b) Study Area Rear Façade Improvement - Ongoing (amendment to CIP required)
c) Town of New Tecumseth Downtown Streetscape Improvement Project - Final Design and Phasing Strategy
d) Community Gateways - Final Design and Phasing Strategy
e) New Tecumseth Wayfinding - Final Design and Phasing Strategy
f) Community Trail Improvements - Final Design and Phasing Strategy (Town wide Active Transportation Plan to be completed)

10.3 Priority Listing of Projects - Tottenham

a) McGoey Parking Area Improvements - Final Design and Implementation Strategy
b) Mill Street West Streetscape Improvements and link to Conservation Area and Steam Train - Final Design and Implementation Strategy
c) Pedestrian Alleys - Final Design and Implementation Strategy
d) Queen and Mill Streets Intersection Improvements - Ongoing
e) Town Owned Lands - Library/Youth Centre/Foodbank - Final Design and Implementation Strategy
f) Public Art - Develop Program and Implementation Strategy
10.4 Priority Listing of Projects - Alliston

a) River Walk Completion - Final Design and Implementation Strategy

b) Boyne River Edge Vegetation Management - Ongoing

c) Public Art - Develop Program and Implementation Strategy

d) Boyne River Parkette - Final Design and Implementation Strategy

e) Wellington Street Improvements - Final Design and Implementation Strategy

f) Public Parking Lot North Side of Victoria Street - Final Design and Implementation Strategy

g) Sir Frederick Banting Square - Final Design and Implementation Strategy

h) Boyne River Overlook - Final Design and Implementation Strategy

i) Wellington Street Public Parking Lot - South side of Victoria Street - Final Design and Implementation Strategy

j) Pedestrian Promenade - North Side of Victoria Street - Final Design and Implementation Strategy

k) Church Street North Streetscape Improvements - Final Design and Implementation Strategy

l) Second Pedestrian Bridge over Boyne River - Final Design and Implementation Strategy

m) Downtown Intensification - Ongoing

10.5 Priority Listing of Projects - Beeton

a) Town Owned lands (Arena/Library/Public Park) - Final Design and Implementation Strategy

b) Public Art - Develop Program and Implementation Strategy

c) Main Street Road works - Engineering and Cost Estimation - Final Design and Implementation Strategy

d) Town owned Lands (south side of Queen Street) - Building Removal

e) Town owned Lands (south side of Queen Street) - Parking Improvements - Final Design and Implementation Strategy
f) Public Square at Street Edge - Library/Old Town Hall - Final Design and Implementation Strategy

g) Centre and Main Street Intersection - Ongoing

h) South West Corner Patterson and Main Street - Ongoing

11.0 NEXT STEPS

* ** *** **** New Tecumseth Downtown Enhancement Master Plan Committee (DEMPC) - created

DEMPC - Council Liaison / Project Coordinator assigned

DEMPC - lead initiative to create a section on the Town website for New Tecumseth Downtown Enhancement News

Priority Listing of Projects reviewed and adopted by DEMPC

DEMPC develop draft five-year phasing strategy

DEMPC - identify year one works and cost estimate

DEMPC report to Council - year one works recommendation and cost estimate

Council budget approval - year one works

DEMPC - manage implementation of year one works including sub consultants where necessary

* DEMPC representation - Planning, Public Works, Engineering, Economic Development, Alliston BIA, and Beeton/Tottenham BIA

** professional urban design/landscape architecture advice should be available to committee

*** Continual education opportunities should be made available to committee covering, best practices in, downtown enhancement, streetscape techniques, urban forestry/arboriculture, active transportation, and municipal best practices

**** DEMPC should schedule regular presentations to BIA’s reporting on progress and initiatives and highlighting partnership opportunities