



Welcome

Mount Albert Downtown Revitalization Project

Community Open House #1
June 15, 2022

[Please Sign-In](#)

Consent Acknowledgement

Please be aware that there are photographers and videographers at this event.

Any images or videos taken may be used in social media, online promotions, newspaper articles and more.

By being at this event, you consent to being in the photos or videos taken and shared.



Land Acknowledgement



The Town of East Gwillimbury recognizes and acknowledges the lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples, and on behalf of the Mayor and Council, we would like to thank them for sharing this land.

We would also like to acknowledge the Chippewas of Georgina Island First Nation as EG's closest First Nation community and recognize the unique relationship the Chippewas have with the lands and waters of this territory. They are the water protectors and environmental stewards of these lands, and we join them in these responsibilities.

Purpose Of This Open House

- 1. Introduce the Mount Albert Downtown Revitalization Project and the Project Team
- 2. Share information about the project timeframes for design and construction
- 3. Review the previous studies that are the foundations of this project
- 4. Invite feedback to reaffirm the vision, guiding principles for downtown Mount Albert
- 5. Review design considerations and invite feedback on design preferences and priorities
- 6. Provide an overview of next steps in the project

How To Share Your Input

Your input will help confirm the vision, guiding principles, priorities and design inspiration so that we can start to develop the detailed design.

What is detailed design?

It is the plan that the Town will build.



Post a sticky note or place your dots!

Review the information here today and add your thoughts to the displays.



Tell us what you think!

Find the survey on the project webpage available until **July 29, 2022** and/or complete a comment sheet at the Open House today.



Talk with us!

Town staff and project team members are here today to chat about the project and answer questions. Come and say hello!



Contact us directly!

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Project Overview



Project Introduction

The Mount Albert Downtown Revitalization Project is a collaborative and comprehensive initiative that aims to revitalize downtown Mount Albert through infrastructure, streetscape and landscape improvements.

We are creating an accessible, vibrant and inviting streetscape while making the necessary upgrades to municipal infrastructure.

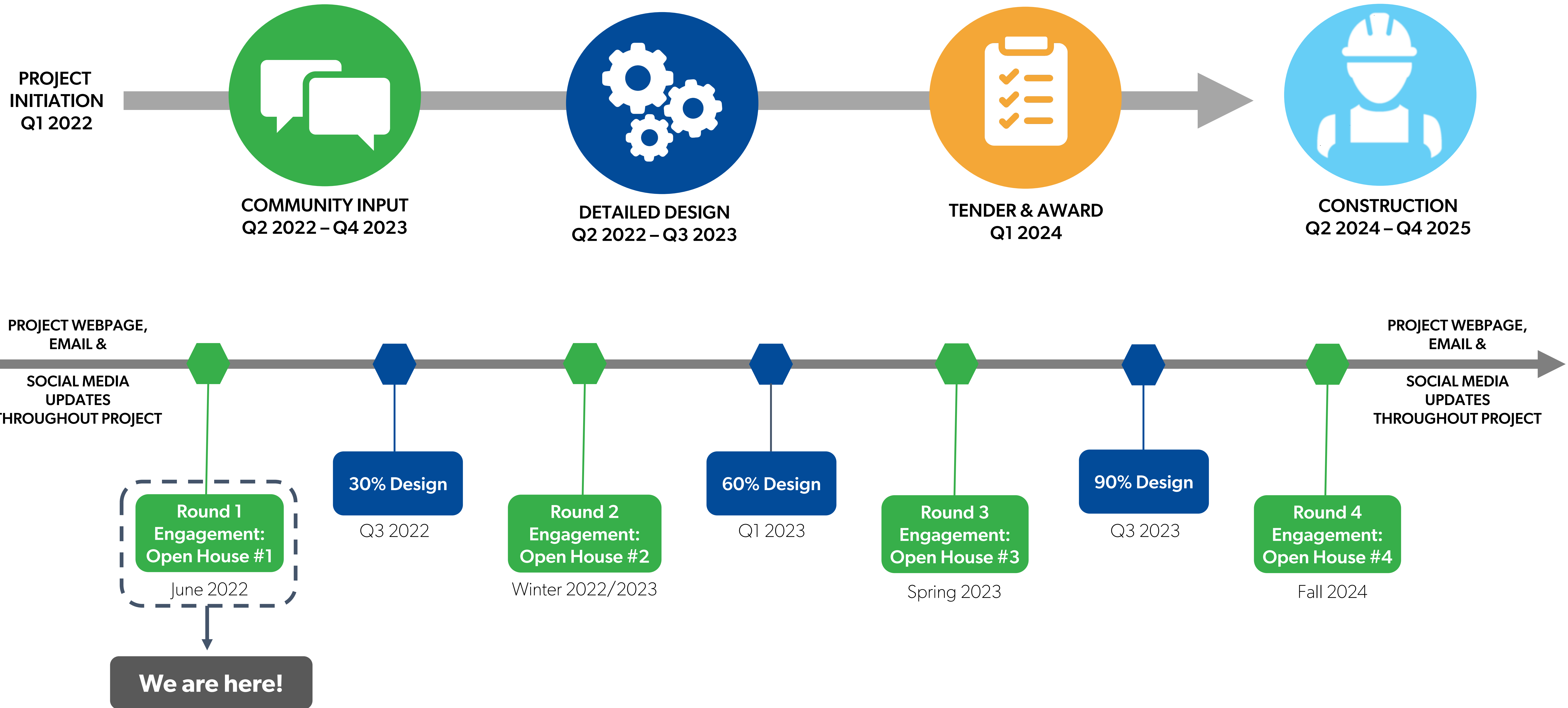
This project builds on the vision established in the Mount Albert Downtown Revitalization Strategy & Community Improvement Plan (2014) that envisions:

- A destination for residents and visitors characterized by an attractive mix of businesses, services, amenities, and vibrant public spaces that support economic activity and community participation.
- A place to provide services to the residents of Mount Albert and beyond.
- A central gathering place for the community.
- An excellent mix of businesses and services that supports the needs of the community.

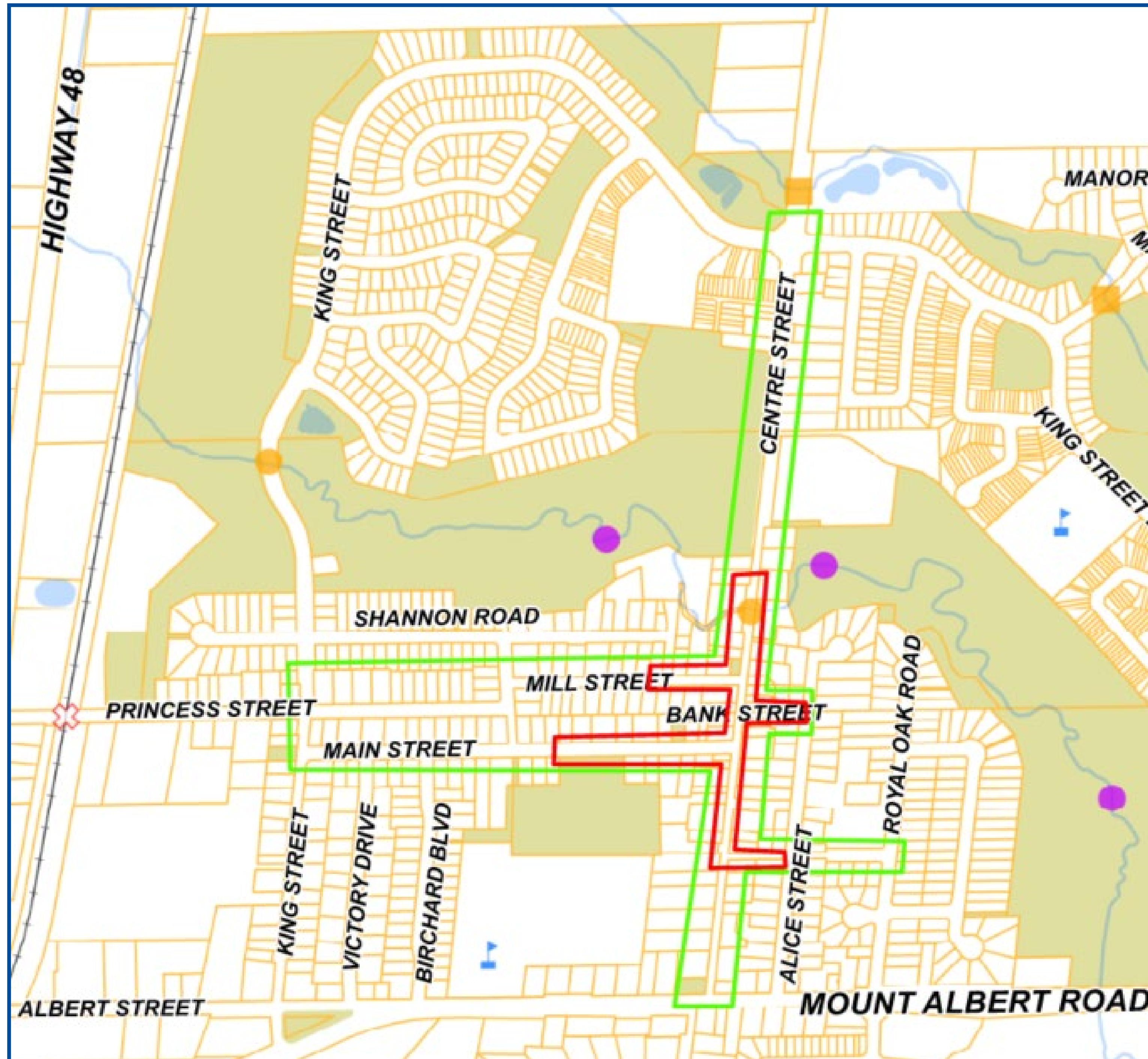
What is Downtown Revitalization?



Project Process and Timeline



Study Area



The project area focuses on Centre Street between Mount Albert Road and King Street, including portions of intersecting side street at Elizabeth, Main, Bank and Mill Streets.

The **red boundary** identifies the focus area where a detailed road and streetscape design will be developed for construction in 2024 to 2025.

The **green boundary** identifies a broader area where a preliminary design will be developed to inform future infrastructure improvement opportunities. We will consider how the design developed within the focus area ties into the broader area, to ensure consistency.

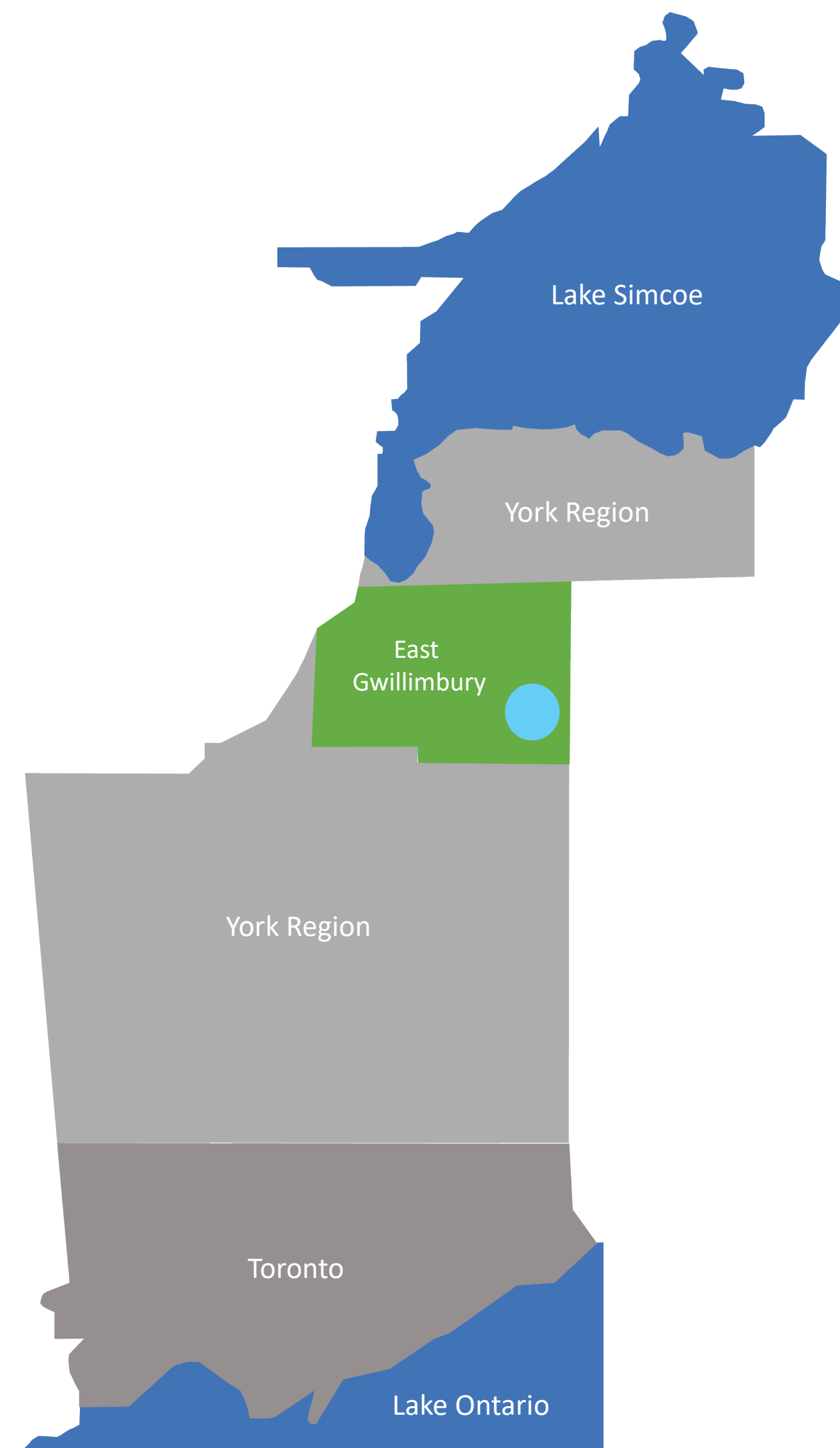
Community Profile

Background

Established in 1821, Mount Albert is a rural settlement area which has a rich cultural heritage and a historic function as a focal point for the provision of services to the surrounding rural and farm community.

Downtown Mount Albert is a traditional village core with a mix of services, commercial, food and entertainment as well as retail activity.

The downtown is surrounded by residential neighbourhoods and natural heritage features.



Mount Albert is:



Located within York Region in the Town of East Gwillimbury

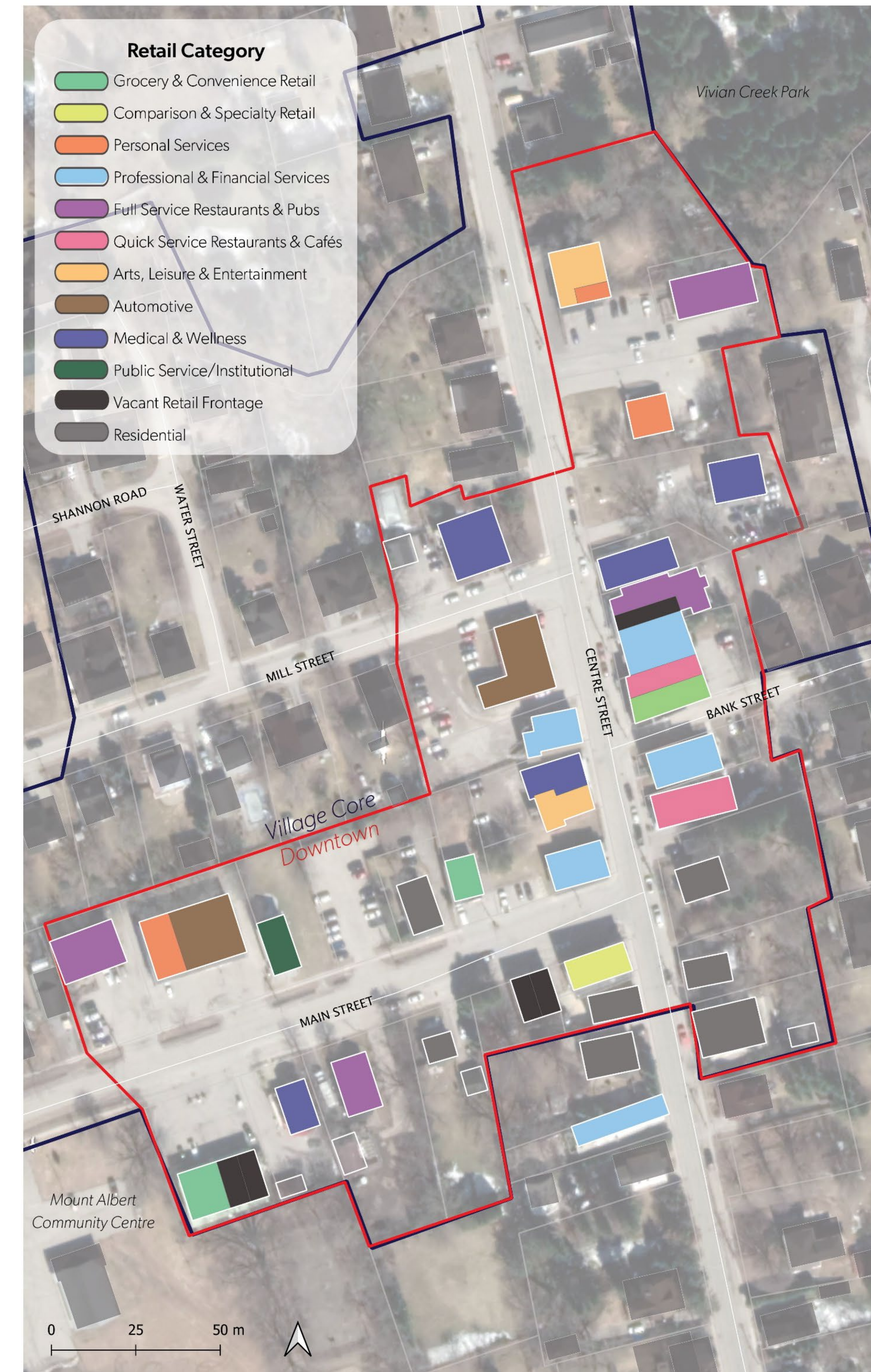


65 km north-east of Toronto



Surrounded by Oak Ridges Moraine

Downtown Business Inventory



Population

East Gwillimbury

Fastest growing municipality (with at least 5000 inhabitants) in Canada

↑ **44.4%**
population growth
2016-2021

2051 Forecast:

↑ **127,000** ↑ **44,000**

Mount Albert

Current:

↑ **5,695**
total population

↑ **Approx. 1,000**

2051 Forecast:

↑ **Approx. 8,000**

↑ **Approx. 2,000**

↑ **33%**
population growth
2021-2051

↑ **100%**
employment growth
2021-2051

Supporting Local Builds Communities

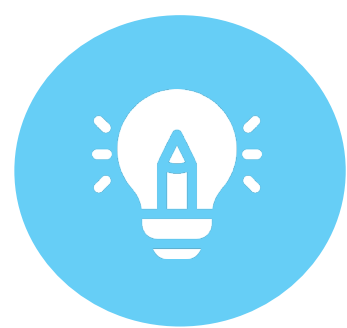
Why are local shops and services important to the Mount Albert Downtown Revitalization?



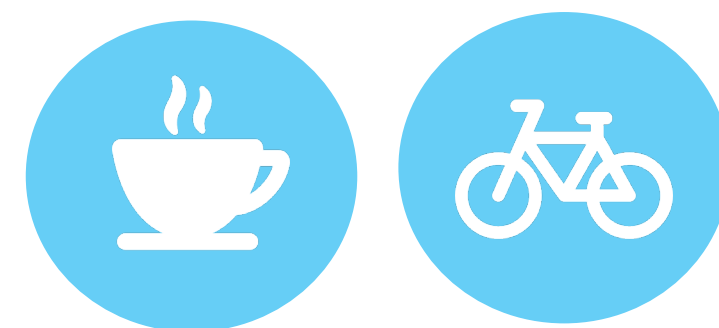
They animate the street front with people and activity



They contribute to keeping local spending in Mount Albert



They support entrepreneurial growth and creativity



They create opportunities for cross-shopping and cross-marketing



They contribute to local events and community organizations



They can be accommodated in smaller spaces providing flexibility in how they start up and grow



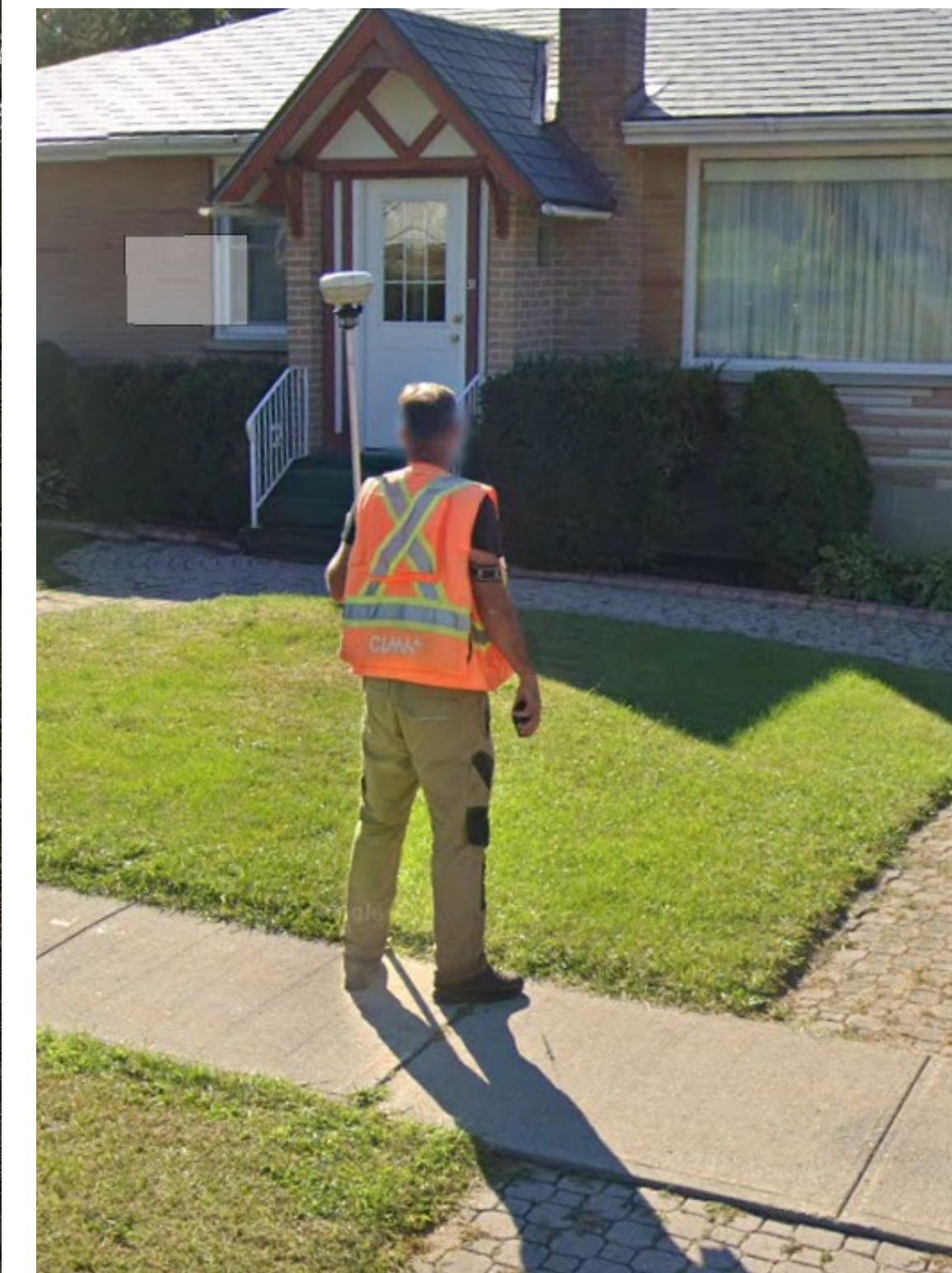
Work Underway

Pre-engineering activities that are required to initiate the design:

- Topographic survey
- Subsurface utility investigation
- Geotechnical investigation

Intersection Counts at the Centre Street / Main Street intersection

Commercial and Retail Opportunity Analysis and Business Owner Consultation



Project Foundations



Project Foundations

The Mount Albert Downtown Revitalization Project is founded on several key programs, strategies, plans and policies.

We are not repeating this previous work. We are taking the key outcomes, validating them, and moving forward.

The Town has received a grant from the Canada Infrastructure Program (ICIP) of over \$2.2 Million to support this important project.

Town of East Gwillimbury Strategic Plan (2019-2022)

Town of East Gwillimbury Official Plan (2018)

Mount Albert Downtown Revitalization Strategy (2014)

Economic Development Strategy (2011)

First Impressions Community Exchange Program (2011)

Municipal Cultural Plan (2011)

Business Retention & Expansion Program (2006)



2014 Downtown Revitalization Strategy

The 2014 Mount Albert Downtown Revitalization Strategy and Community Improvement Plan (CIP) developed the vision, guiding principles and planning concepts to restore the downtown core as a vibrant and successful business area and incentivize private sector investment and re-development.

The strategy was developed through an extensive research and public consultation process that included:

1. Key Stakeholder Meeting
2. Community Kick-off Meeting
3. Local Outreach Tools
 - Residents Survey
 - Business Owner Interviews
 - Developers Meeting
4. Council and Town Staff Interviews and Consultation
5. Community Design Charette

The Downtown Revitalization Strategy and CIP vision, guiding principles and concept plans are showcased on the next few displays and we invite your feedback to confirm that these are still meaningful and relevant today.



2014 Strategy – Vision and Key Themes

Please review the vision and key themes/priorities from the 2014 Strategy

Tell us what you think!
You may emphasize a point that you like or add points that you think are missing



Vision for Downtown Mount Albert

- An excellent mix of businesses and services that supports the needs of the Community and provides opportunities for sustainable economic growth
- Develop a Complete Community* with enjoyable public spaces through a transparent public process
- Build an accessible community in conjunction with the Accessibility for Ontarians with Disabilities Act (AODA)
- Improve safety of pedestrian and vehicular movements
- Identify options to diversify housing and commercial opportunities

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Key Design Themes and Priorities

- Balance the available right-of-way space dedicated to boulevard, parking and road platform
- Integrate the Design Standards to create a high quality streetscape design and improve public realm
- Upgrade and realign utility poles to optimize public space or consider option to bury hydro line
- Downtown parkette design and trail connectivity, wayfinding and signage
- Community and downtown gateway features

2014 Strategy – Guiding Principles

Guiding Principles

Make Coming and Staying Downtown an Easier Choice

- Improve circulation, active transportation connections, and amenities
- Downtown Mount Albert should be an area that is cohesive, inviting, and well connected both visually and physically to other parts of the community.
- An opportunity is available to link the downtown to the trail system and provide another point of entry.
- Improving connections to neighbourhoods with sidewalks will provide route options for pedestrians.
- Providing bike storage and public washrooms and having consistent business hours would attract more people to the downtown area.

Enhance the Pedestrian Experience by Making Walking Safe, Comfortable and Appealing

- Opportunities to improve safety and accessibility include:
 - Widened sidewalks, consistent grades / flat surface
 - Consolidating parking to reduce conflicts between cars and pedestrians
 - Eliminating front steps leading into businesses to improve access for people on scooters or in wheelchairs
 - More and improved pedestrian crossings
 - Enhanced pedestrian lighting to improve the visibility and safety at night
- Apply CPTED (crime prevention through environmental design) principles
- Create a by-pass route for large trucks

Provide More Reasons to Come Downtown

- Stimulate activity by intensifying and reaching a critical mass of attractions
- High quality, mixed-use infill development will generate the kind of variety that attracts people.
- Other opportunities include:
 - Formalizing an event/market space in the downtown
 - Organizing more events and festivals throughout the year
 - Consider the establishment of a Gallery/Museum to celebrate the Town's heritage
- Draw people into the downtown via visual connections such as gateways and signage that pique interest into the area

Strengthen Pride in Downtown

- An attractive environment has the ability to strengthen pride within the downtown. The uniqueness of buildings within the downtown area represents the history and local architectural style.
- Opportunities include:
 - Feature lighting (e.g., up-lighting) to accentuate the architecture of certain buildings
 - Interpretative signage, along with public art, can be used to tell the story of Mount Albert, thereby increasing the 'sense of place'
 - Banners, street trees, landscaping and enhanced maintenance
 - Coordinated and consistent paving and street furniture in the downtown adds to the sense of place and distinguishes it from other parts of the community.

Considerations

I think this is really important



I think you should also consider...



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2014 Strategy – Concept Plans

The 2014 Mount Albert Downtown Revitalization Strategy and Community Improvement Plan (CIP) included the development of a series of Design Drawings to reflect the vision, guiding principles and priorities identified through the extensive community consultation program. These Design Drawings are shared on the next several displays.

 **Have your say on the drawings!**

Your input will be used to confirm/validate the 2014 Strategy and identify any new considerations as we move forward into design.



2014 Strategy – Concept Plans

Public Space Strategy

The Public Space Strategy is intended to transform the streetscape by creating a place for people - a pedestrian oriented environment that provides features for cyclists and vehicles, a place where large trucks are not welcome, where people go to shop, eat and meet.

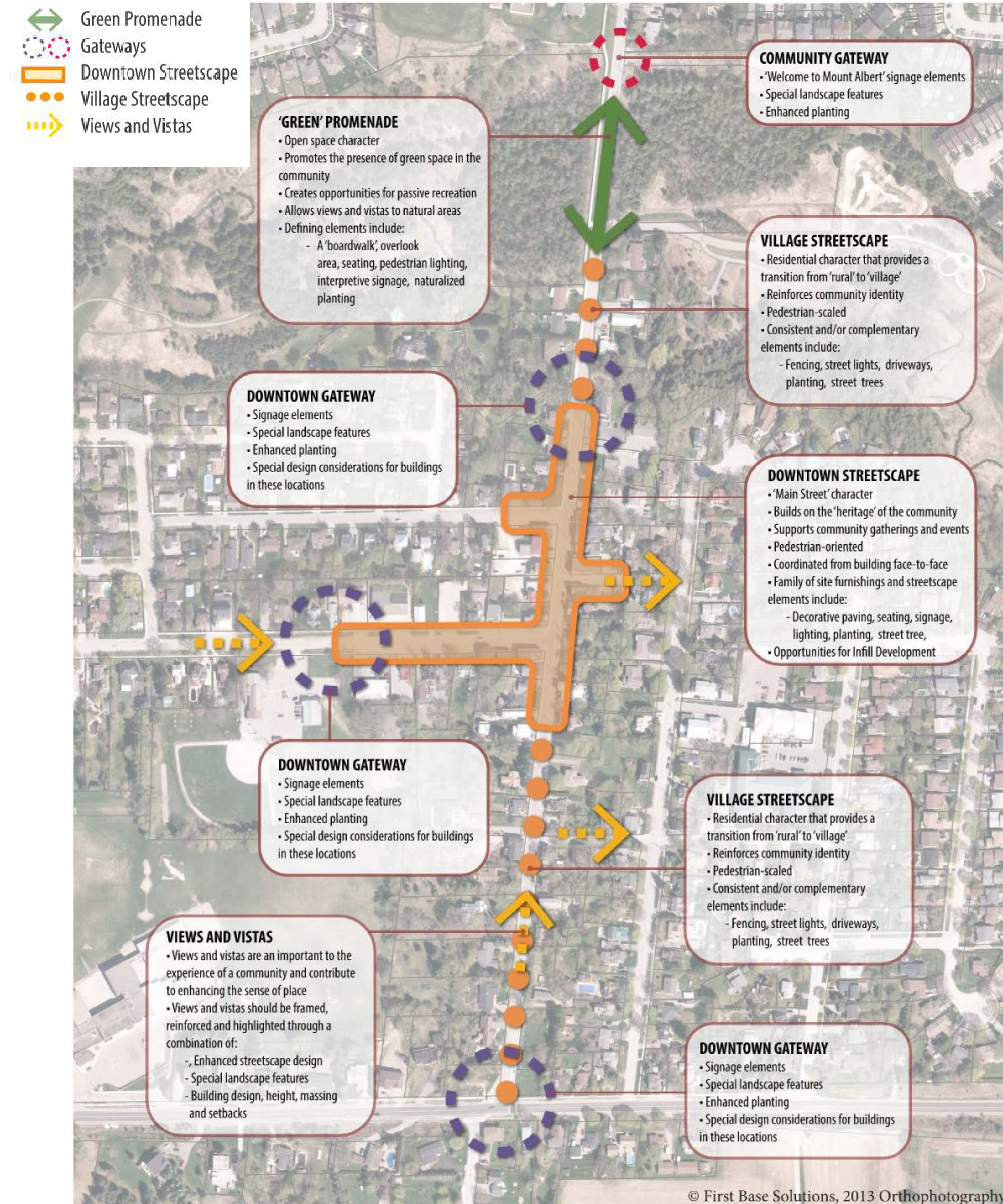
Examples of public space initiatives that could be implemented in Downtown Mount Albert are depicted in this Concept Plan. The area outlined in orange loosely corresponds to our current detailed design area.

Are these still applicable? Are there others that should be considered? What aspects are most important to you?



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2014 Strategy – Concept Plans

Urban Design Concept – Village Core Area

The Urban Design Concept focuses on potential urban design opportunities to improve the Mount Albert Village Core Area.

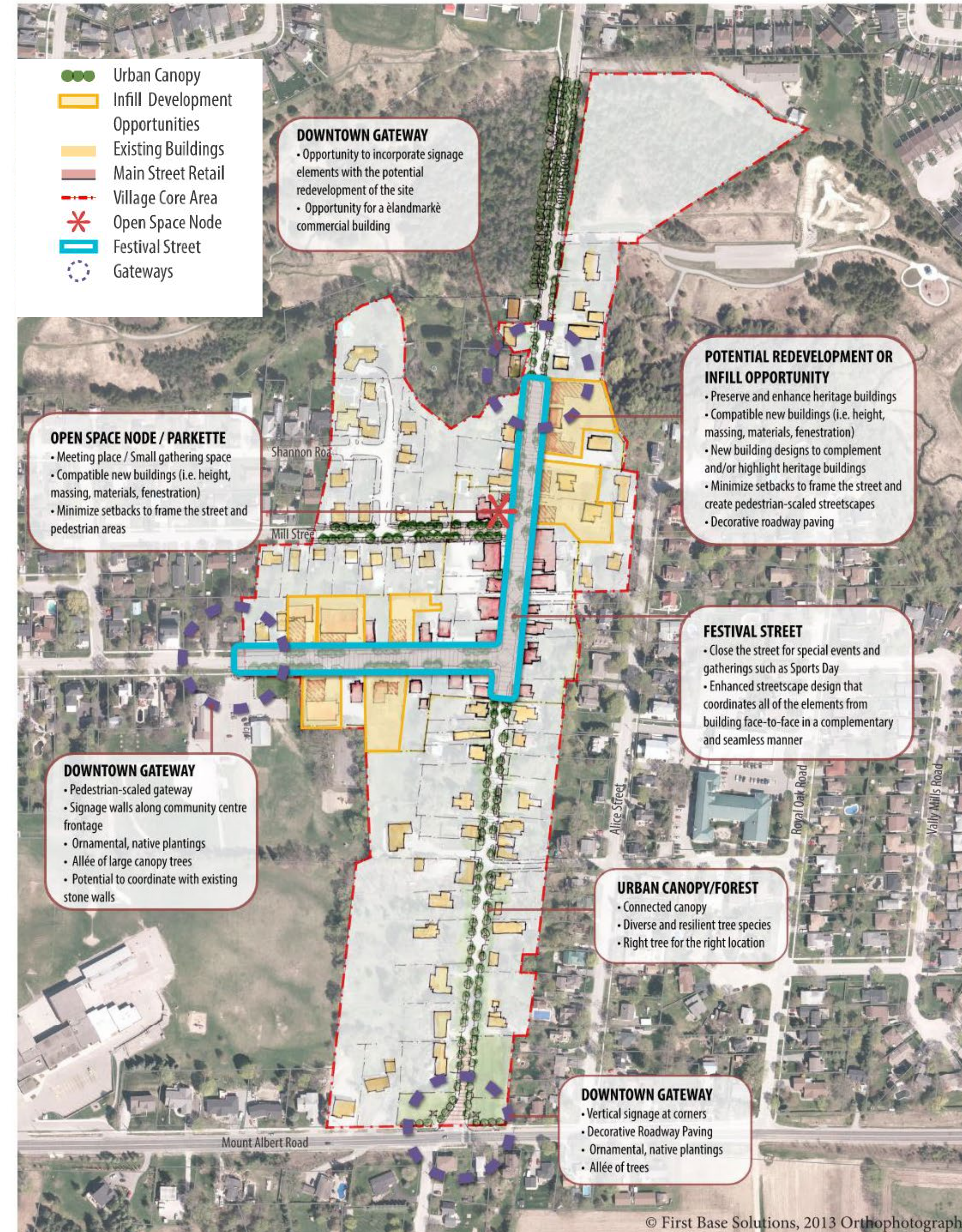
Are these still applicable? Are there others that should be considered? What aspects are most important to you?



Post a sticky note!

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2014 Strategy – Concept Plans

Urban Design Strategy – Downtown Area

This Plan focuses on Mount Albert's Downtown Area which contains local businesses and commercial activity along Centre Street and Main Street. A series of streetscaping elements and features are included to differentiate the downtown commercial area from the larger Village Core Area.

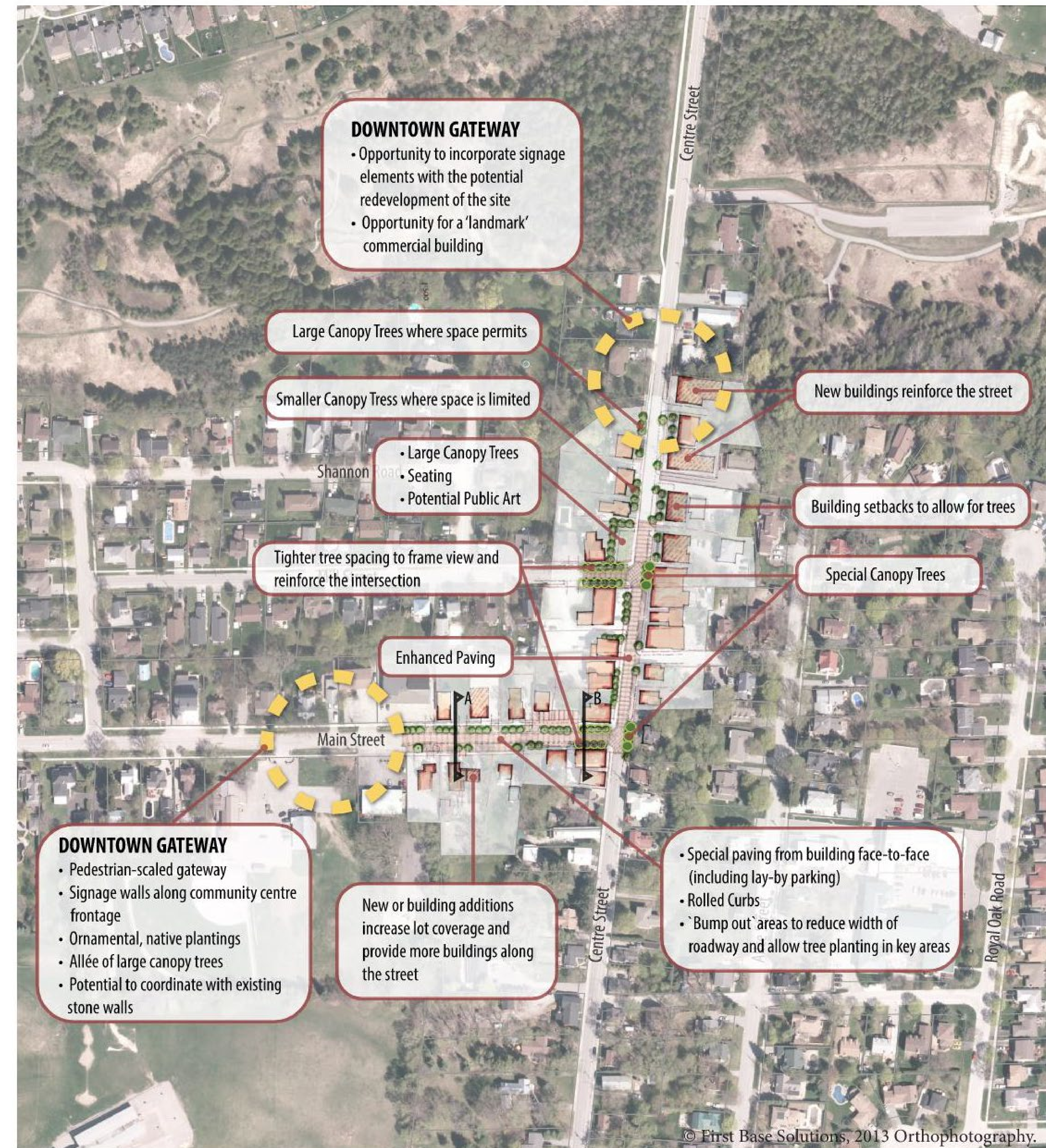
Are these still applicable? Are there others aspects that should be considered? What aspects are most important to you?



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Design Opportunities



Design Inspirations and Opportunities

The images on the next few displays are intended to inspire you and gather your feedback on potential design preferences.

These images are intended to depict design elements that could be considered for Mount Albert.



Show us what inspires you by placing sticky dots on any images you like, on the next three displays.

Design Inspiration and Opportunities

Show us what
inspires you!



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Gateway Features



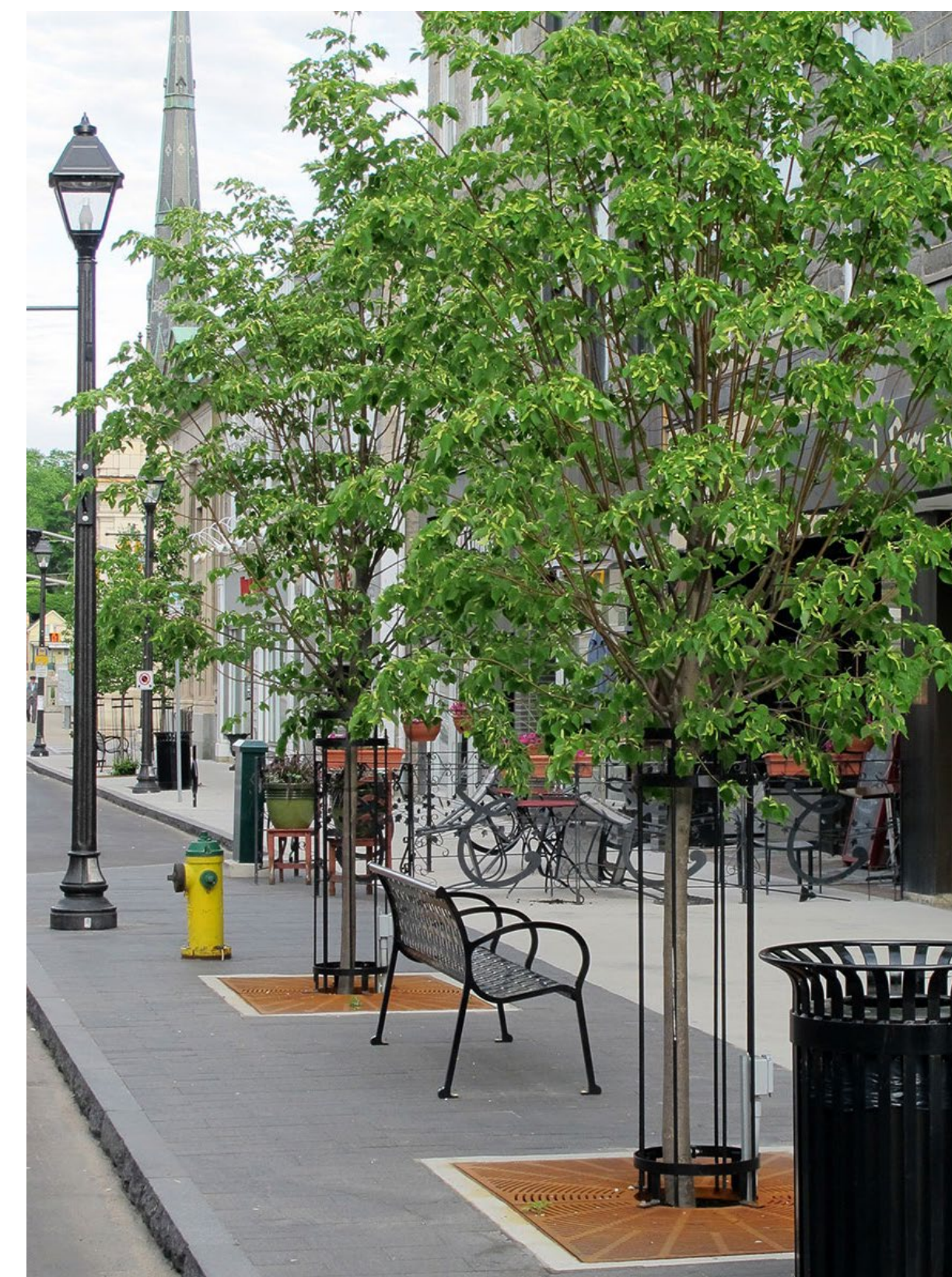
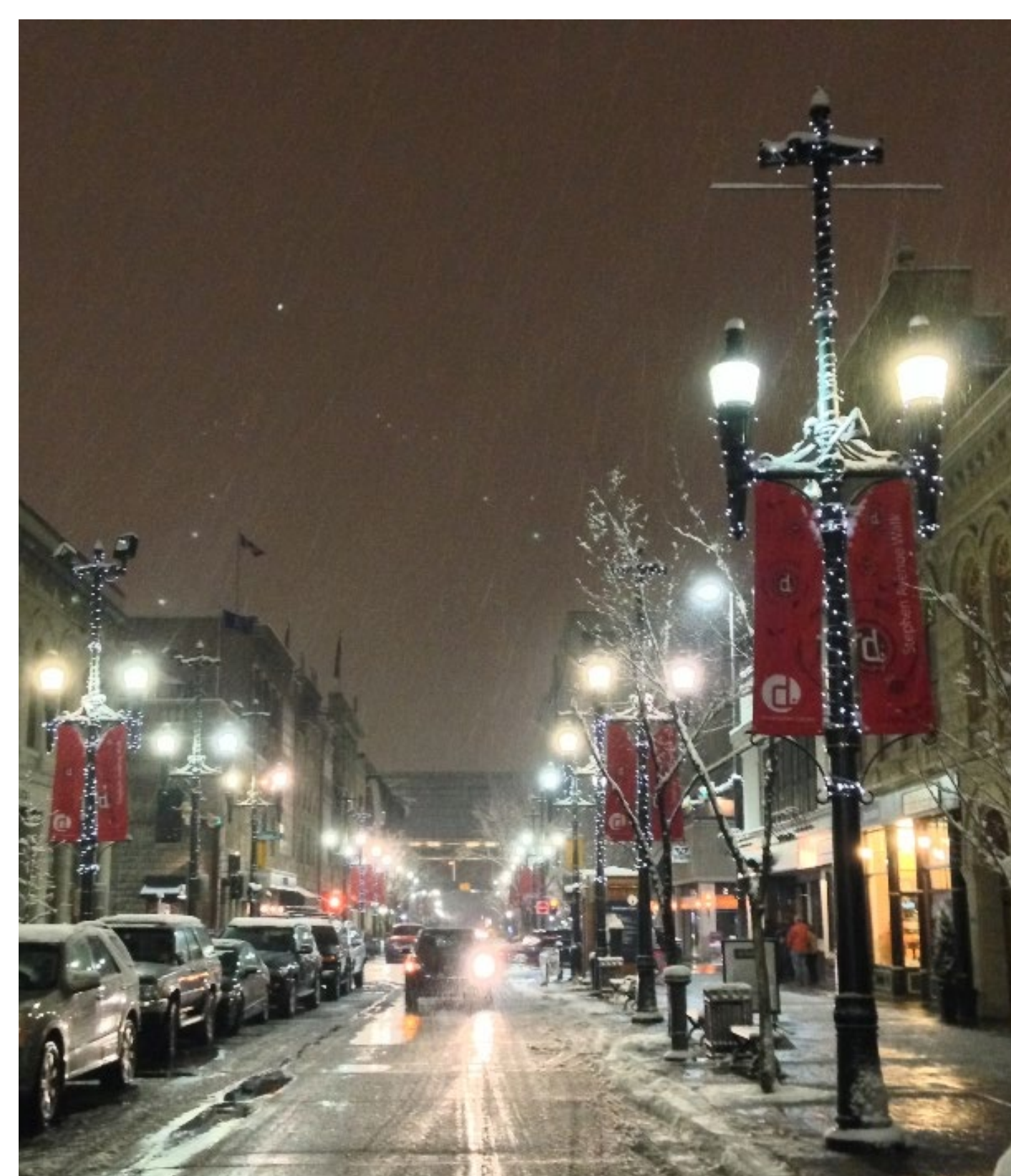
Historic decorative streetlights with flower pot & banners



Physical gateway feature



Public art as placemaking



Repeating use of features such as street lights, decorative poles and street trees create a gateway and contribute to placemaking

Design Inspiration and Opportunities

Show us what
inspires you!



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Curb Extensions



Opportunities for landscape plantings, street trees, rest areas



Public / Private Realm Interface



Streetscape design frames building frontages



Opportunities to incorporate rain gardens - environmentally friendly solutions.



Streetside gathering places



Design Inspiration and Opportunities

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Show us what
inspires you!



Downtown Narrow One-Way Street



Shared Street and Flexible Street



Woonerf: The Dutch Solution - Pedestrians and Cyclists have priority on roadways.

Design Palette

The Streetscape and Public Realm Design Guidelines - Streetscape Design Implementation for the Communities of the Town of East Gwillimbury (2015) were developed to:

- Act as a guiding document in the design and creation and of high quality public spaces throughout East Gwillimbury.
- Establish distinctive and individual design themes for each community within East Gwillimbury.

The theme for Mount Albert celebrates a rich agricultural tradition with market and trading history.

The Design Guidelines include a recommended palette of materials including bench, LED street lighting, bike rack, trash bin and decorative pavers.

These recommendations will be reviewed and final selections made based on current Town practices, material availability and overall design direction.



Design Considerations

There are numerous aspects that will be considered in the design process. Some examples of key considerations are summarized here.

Design Consideration

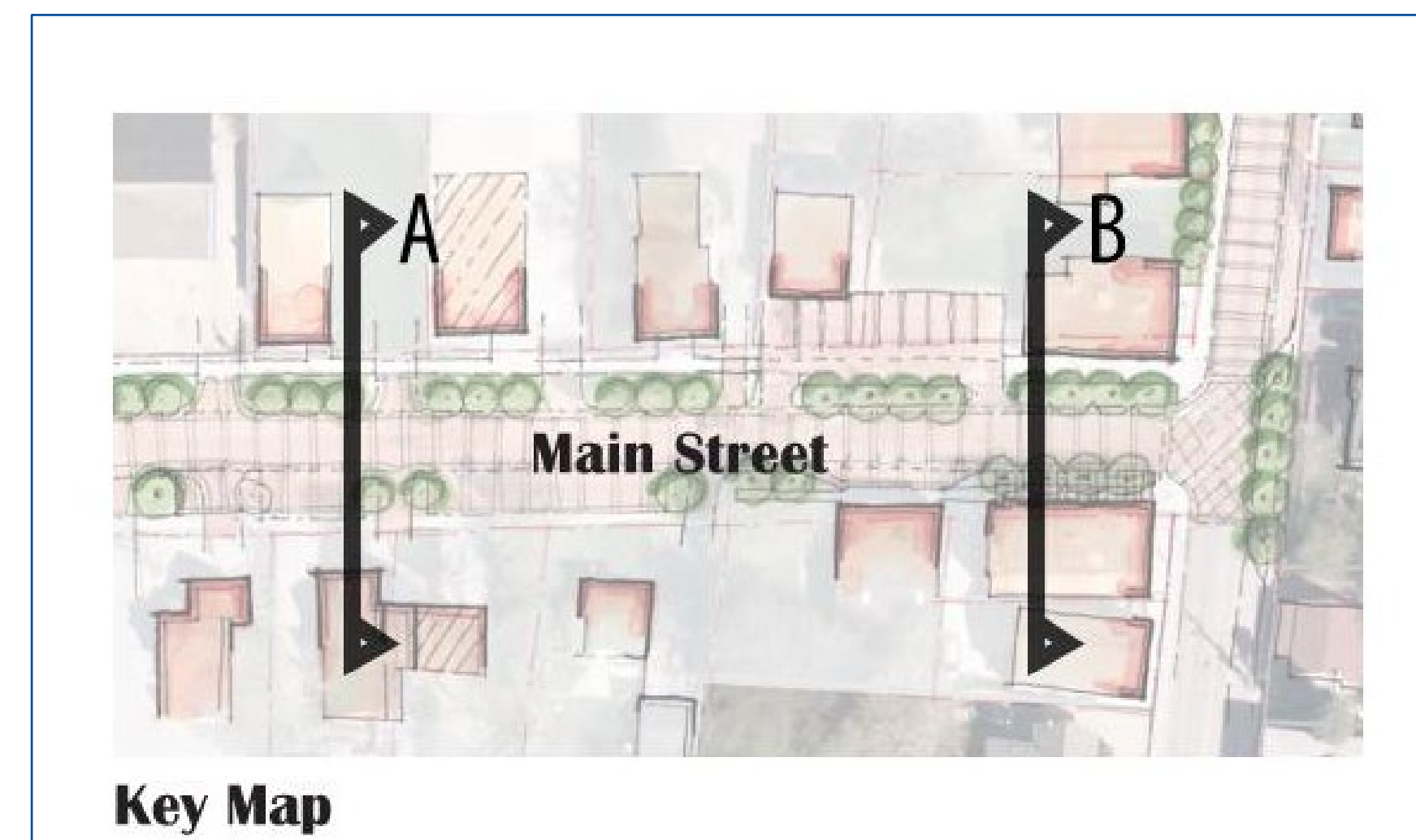
- 1 Active Transportation tie-ins to Vivian Creek Park and the Ross Family Complex via a new multi-use path, including the desire to add paved shoulders for on-street cycling, as recommended in the Transportation Master Plan
- 2 Parking capacity considerations with business intensification and balancing demand for road right-of-way space with active transportation and streetscaping opportunities
- 3 Accessibility improvements – widening the sidewalk and removal of barriers like hydro poles
- 4 Utility conflicts - Proximity of utilities to road and parking
Aerial hydro lines and utility poles vs. Buried hydro and decorative streetlights
- 5 Buildings, retaining walls, mature trees all factor into grading considerations and options to possibly address steep grades



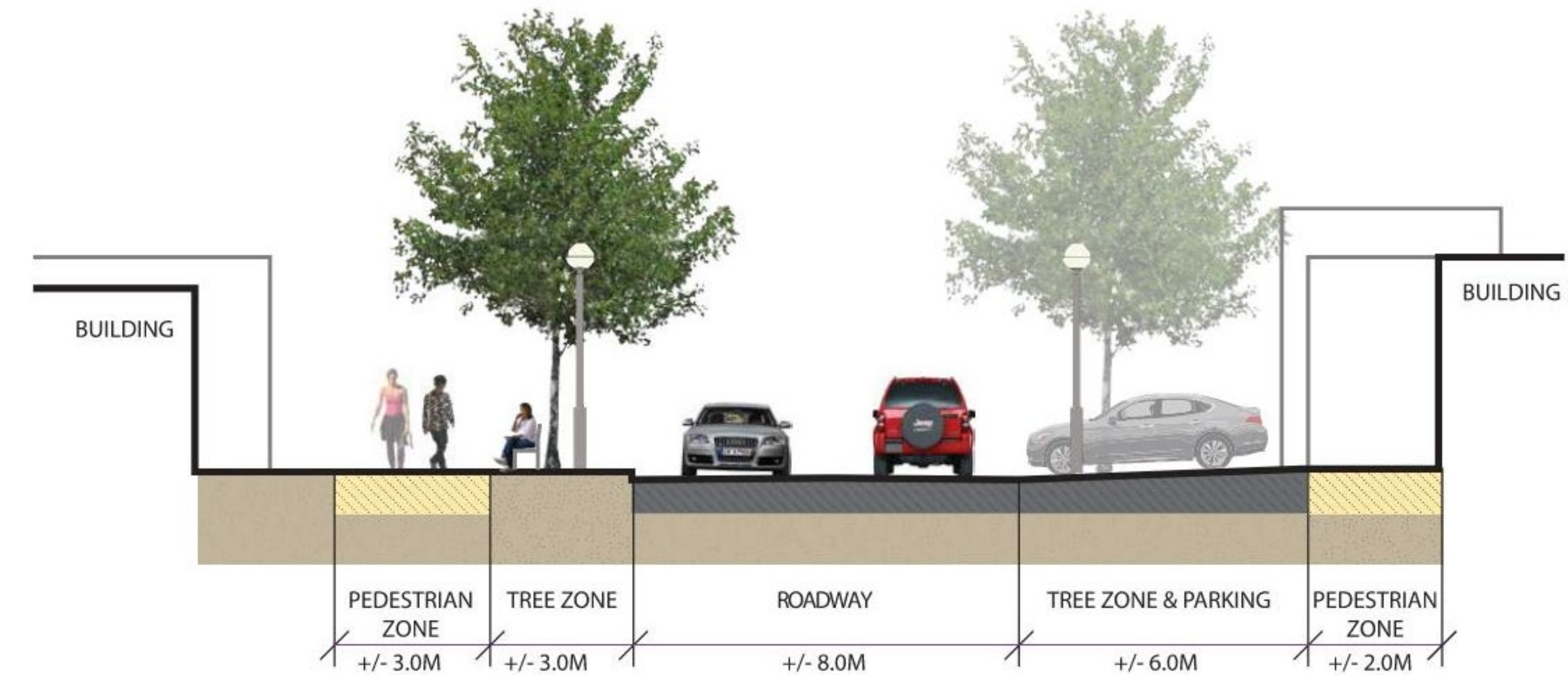
Main Street Road Cross-Section

Conceptual road cross-sections were created for Main Street, within the 2014 Downtown Mount Albert Revitalization Strategy and Community Improvement Plan.

What do you think?



Section A



Section B



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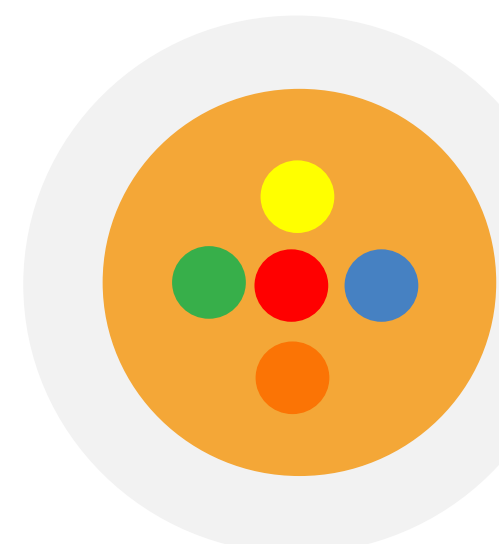
Centre Street Road Cross-Section

Conceptual road cross-sections for Centre Street were not developed within the 2014 Downtown Mount Albert Revitalization Strategy.

There are many design improvements, uses and users to be accommodated within a narrow corridor that is only about 12 metres (40 feet) wide.

We have developed three possible cross-section options for your review and feedback. We can also create a hybrid of these based on your input.

Existing Conditions

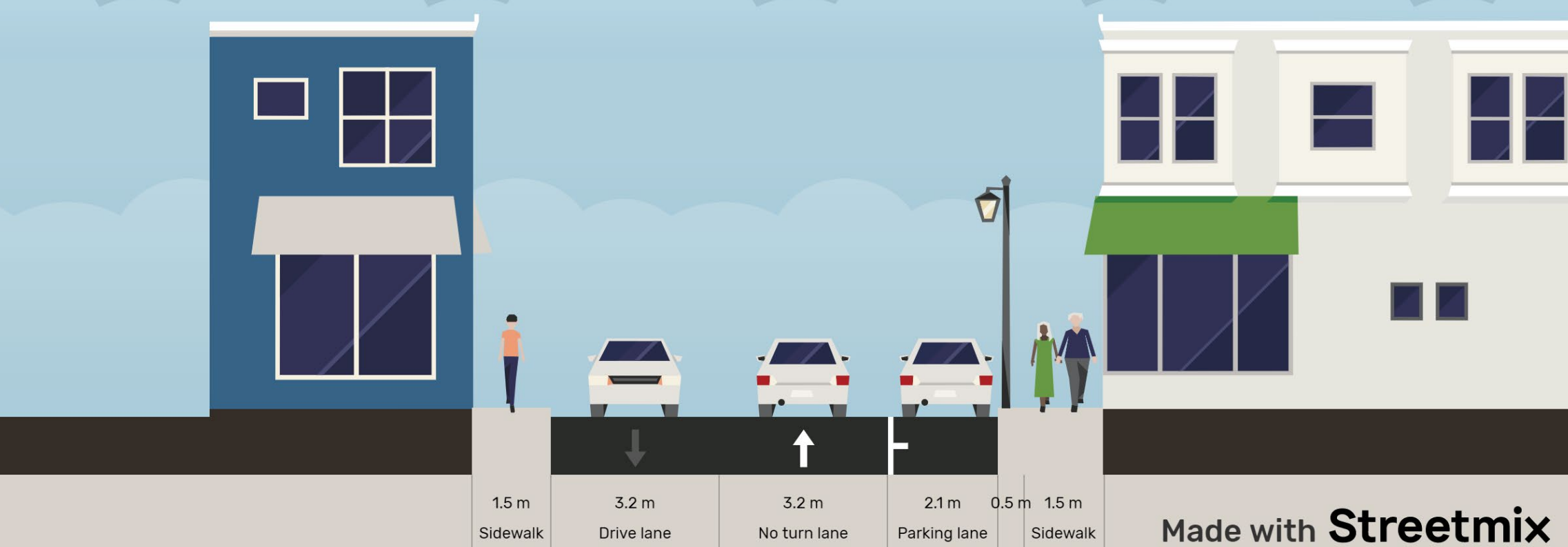


Show us your preferred approach, below.

Possible Solutions

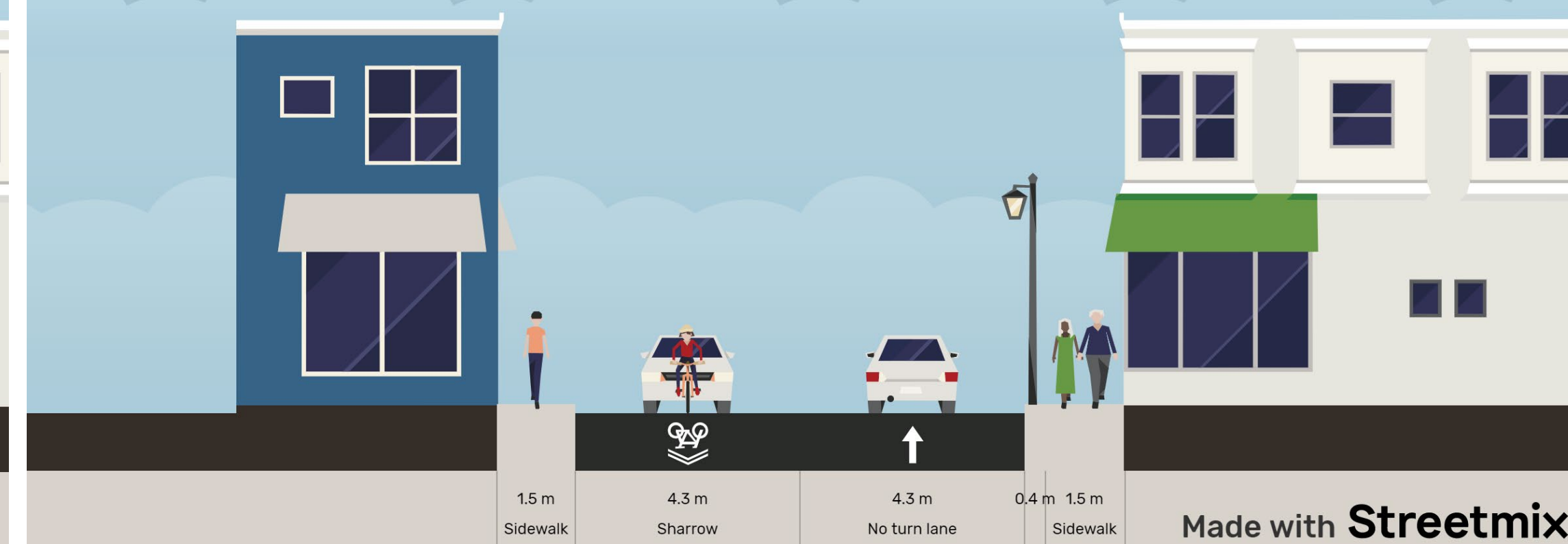
Centre Street – Option A

Two Travel Lanes + On-street Parking (Maintain Existing)



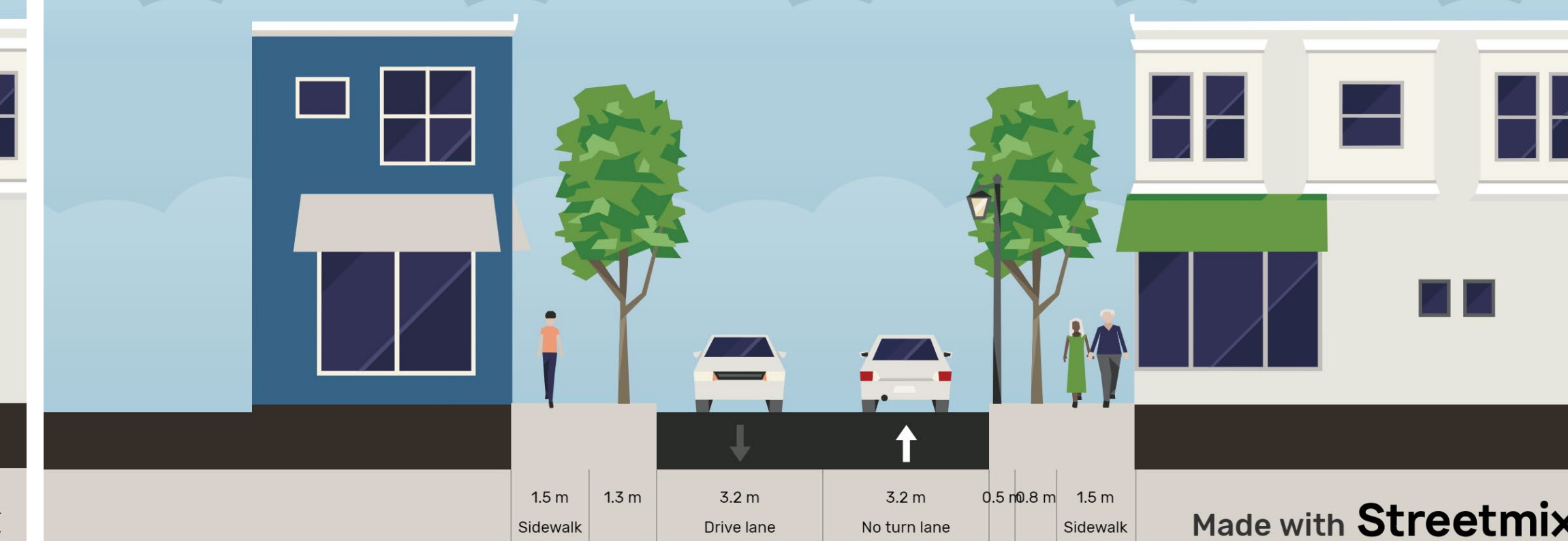
Centre Street – Option B

Two Travel Lanes with Shared Cycling (Wider Lanes)



Centre Street – Option C

Two Travel Lanes with Wider Boulevards & Street Trees



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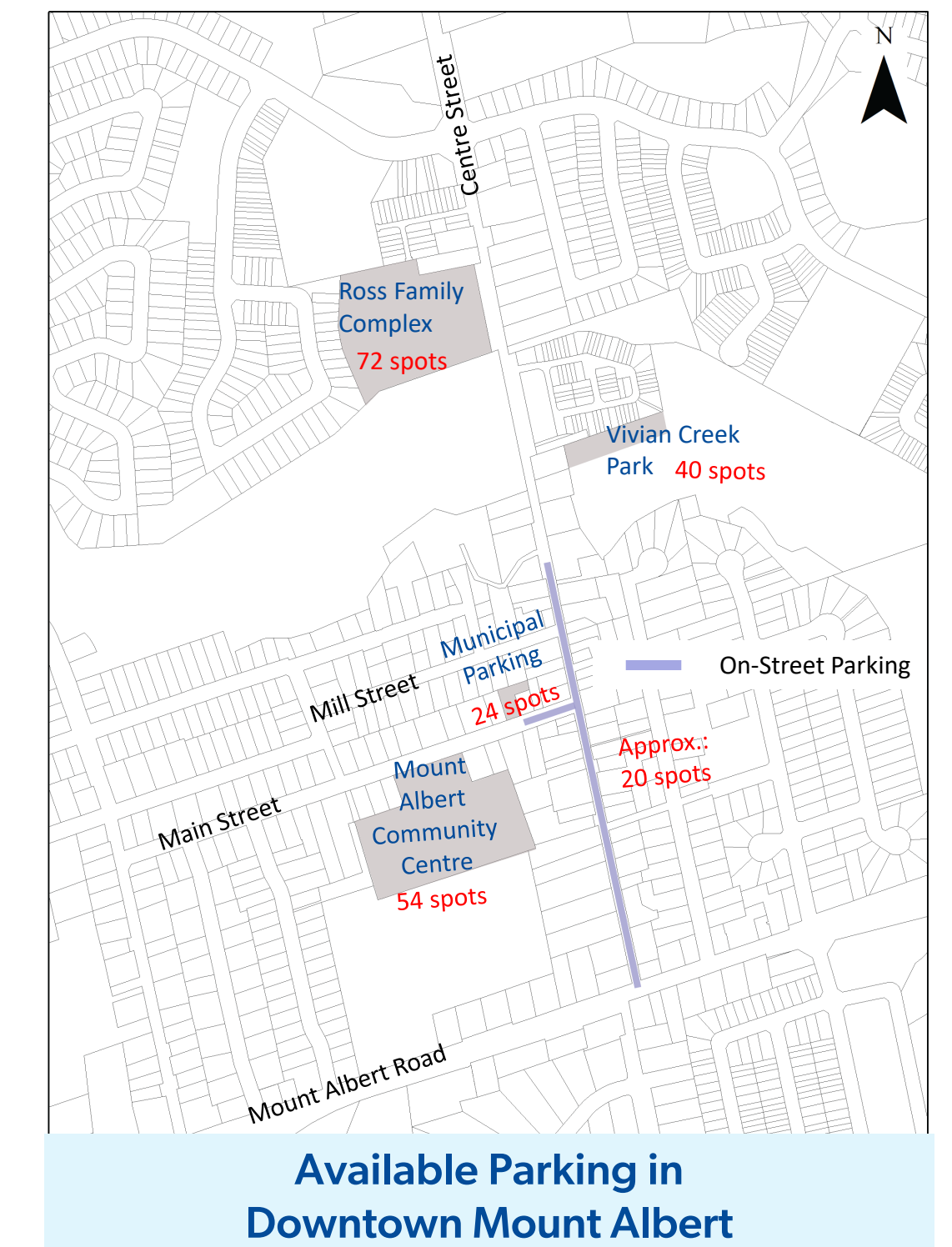
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Parking

During the design process, we will be considering options for maintaining some on-street parking on one side of Centre Street, opportunities for rear or side street parking and ways to encourage better use of municipal parking through signage and wayfinding.

We understand how important on-street parking is for accessing businesses and amenities. But we have observed that municipal parking lots can be under-used. We have also observed that, at times, cars may encroach onto the sidewalk and become an obstacle to pedestrians.

Some on-street parking could be converted to space for street trees, planters, benches, restaurant patios and other amenities. With so many demands within the narrow road right-of-way, help us to understand your priorities.



I would be willing to park in a municipal parking lot and/or walk to services and businesses if it meant that more space could be dedicated to restaurant patios, street trees, planter boxes, benches, bike racks, and other design features to enhance the streetscape.

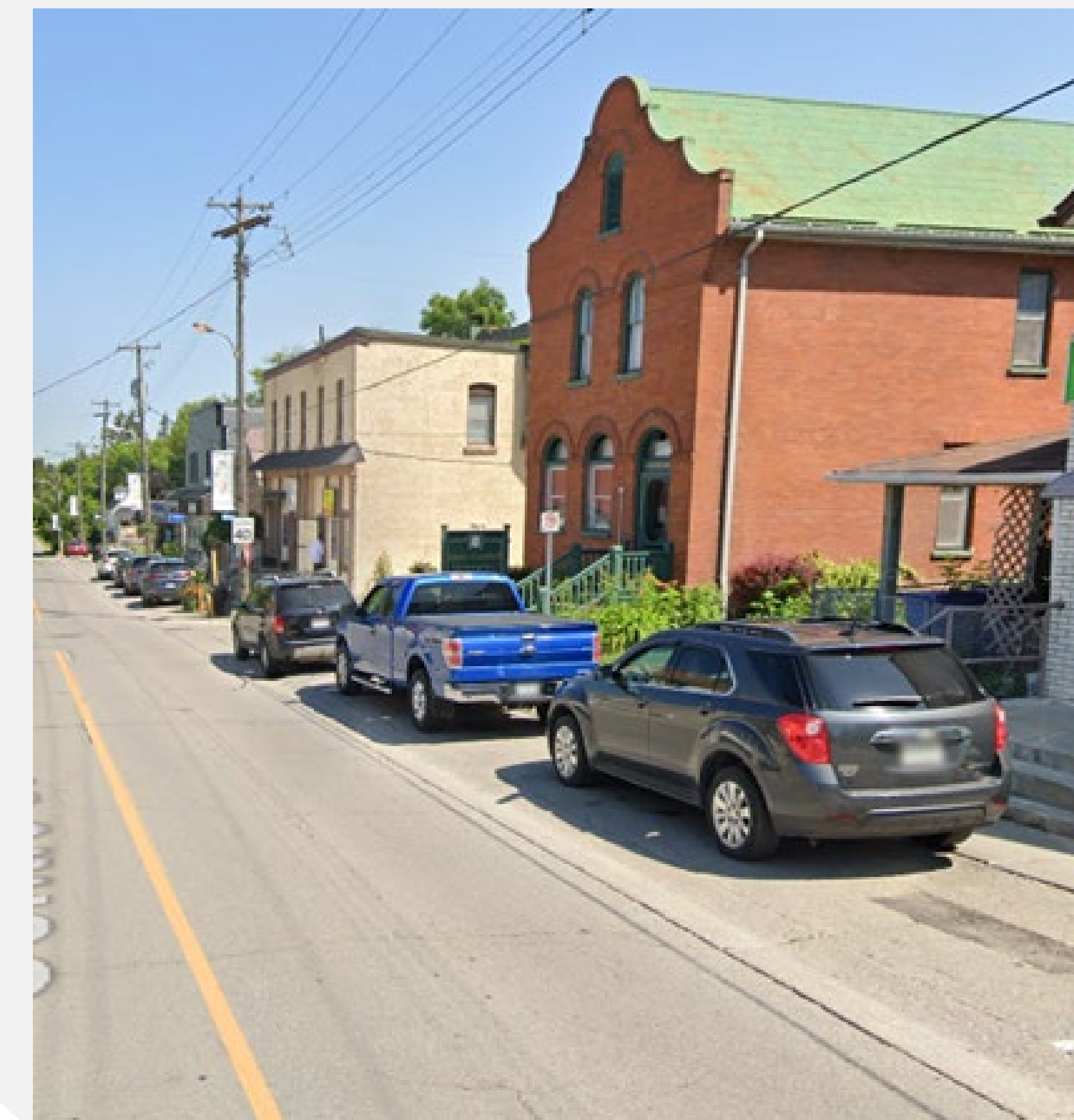


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I prefer to park on the street as close as possible to the business I am visiting, even if it means there is less space that could be dedicated to restaurant patios, street trees, planter boxes, benches, bike racks, and other design features to enhance the streetscape.

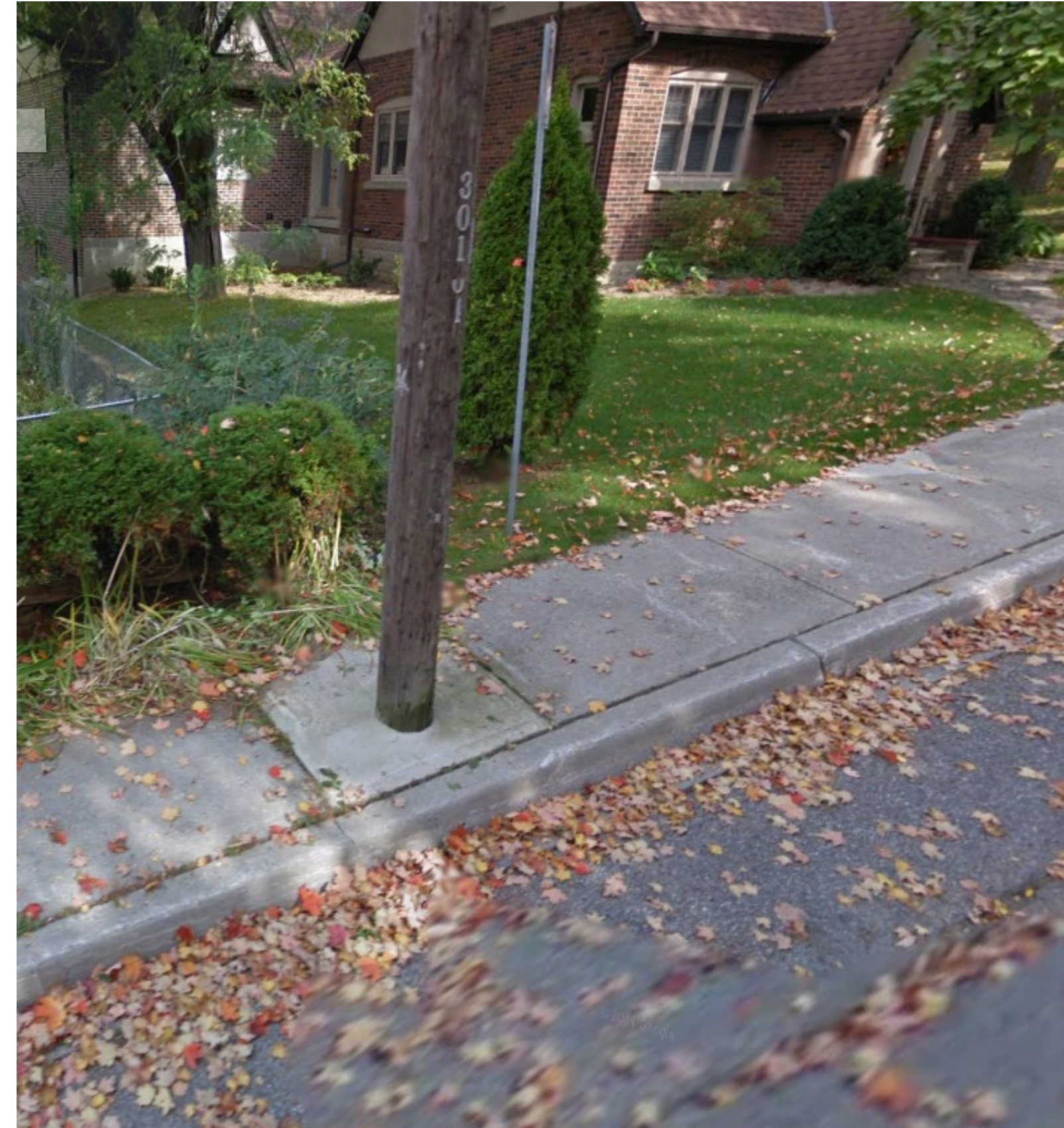


Option for One-Way Side Streets

As part of the design, we will be addressing the poor condition and inaccessibility of sidewalks, including those on side streets.

There may be an opportunity to convert some side streets to one-way in order to provide enough space within the existing road right-of-way to improve/widen sidewalks and provide some on-street parking in selected locations.

An example would be converting Bank and Elizabeth Streets to one-way between Centre Street and Alice Street.



Show us your preferred approach, below.

One-way side streets should be explored to improve sidewalks and provide on-street parking.

One-way side streets should be explored to improve sidewalks only. On-street parking should not be considered.

One-way side streets should not be considered. Two-way traffic should be maintained over other considerations.

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Options for Hydro Poles

One of the design considerations on Centre Street is the existing aerial utilities, including the hydro line, along the east side of Centre Street.

The poles create obstacles in the narrow road right-of-way and the lines may be perceived as not attractive.

One option is burying utilities through the downtown, but this comes with considerable extra expense to the Town and additional construction time/complexity, which could mean reduced streetscaping budget.

We would appreciate hearing how important this design aspect is to you.



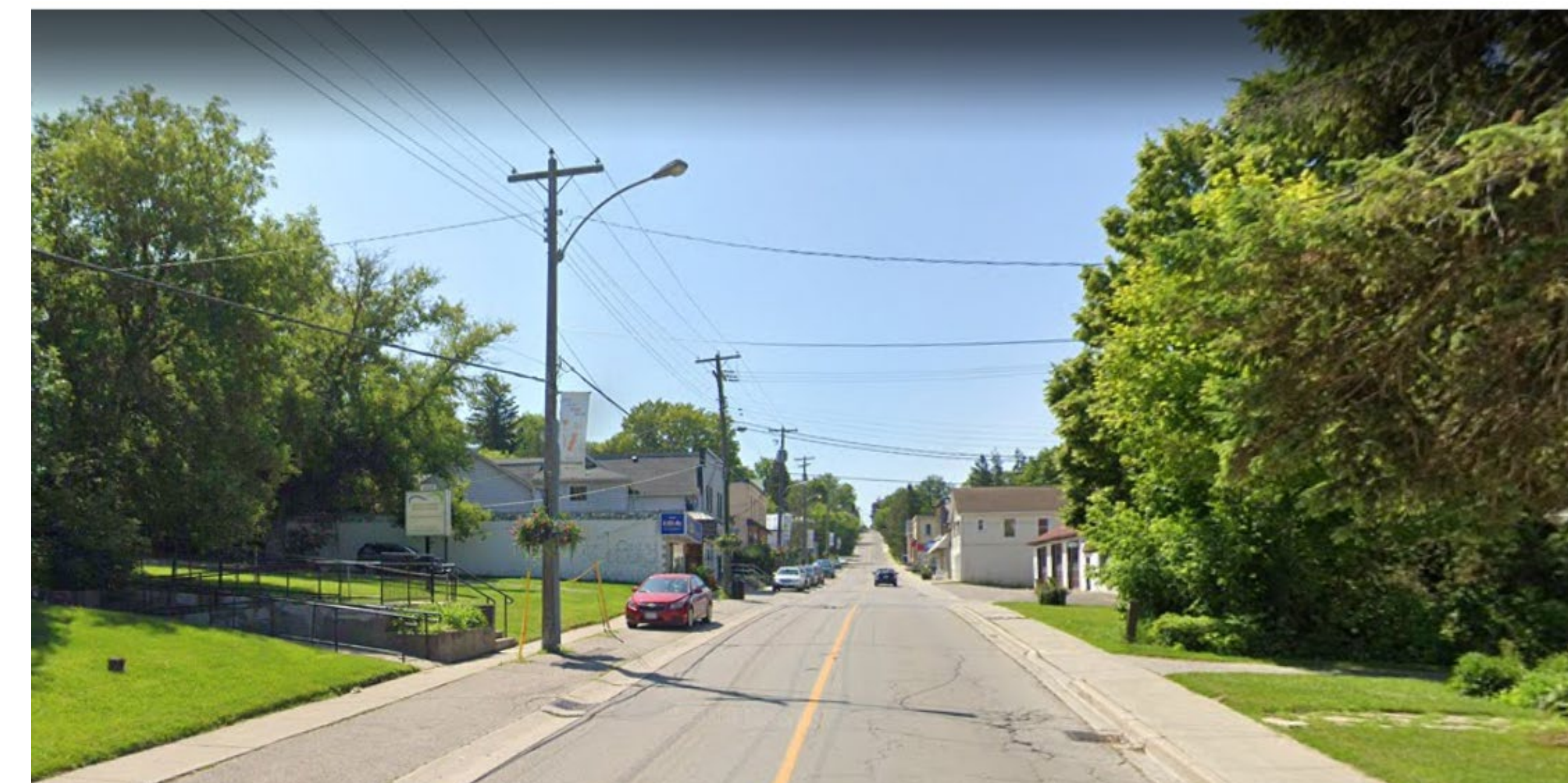
Show us your preferred approach, below.

Burying utilities **should be considered** because it will significantly improve the attractiveness of the downtown and creates other design opportunities.

Burying utilities **should be not be considered**. Money would be better spent on streetscaping, marketing, business improvement support programs and village events to encourage activity.

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Active Transportation

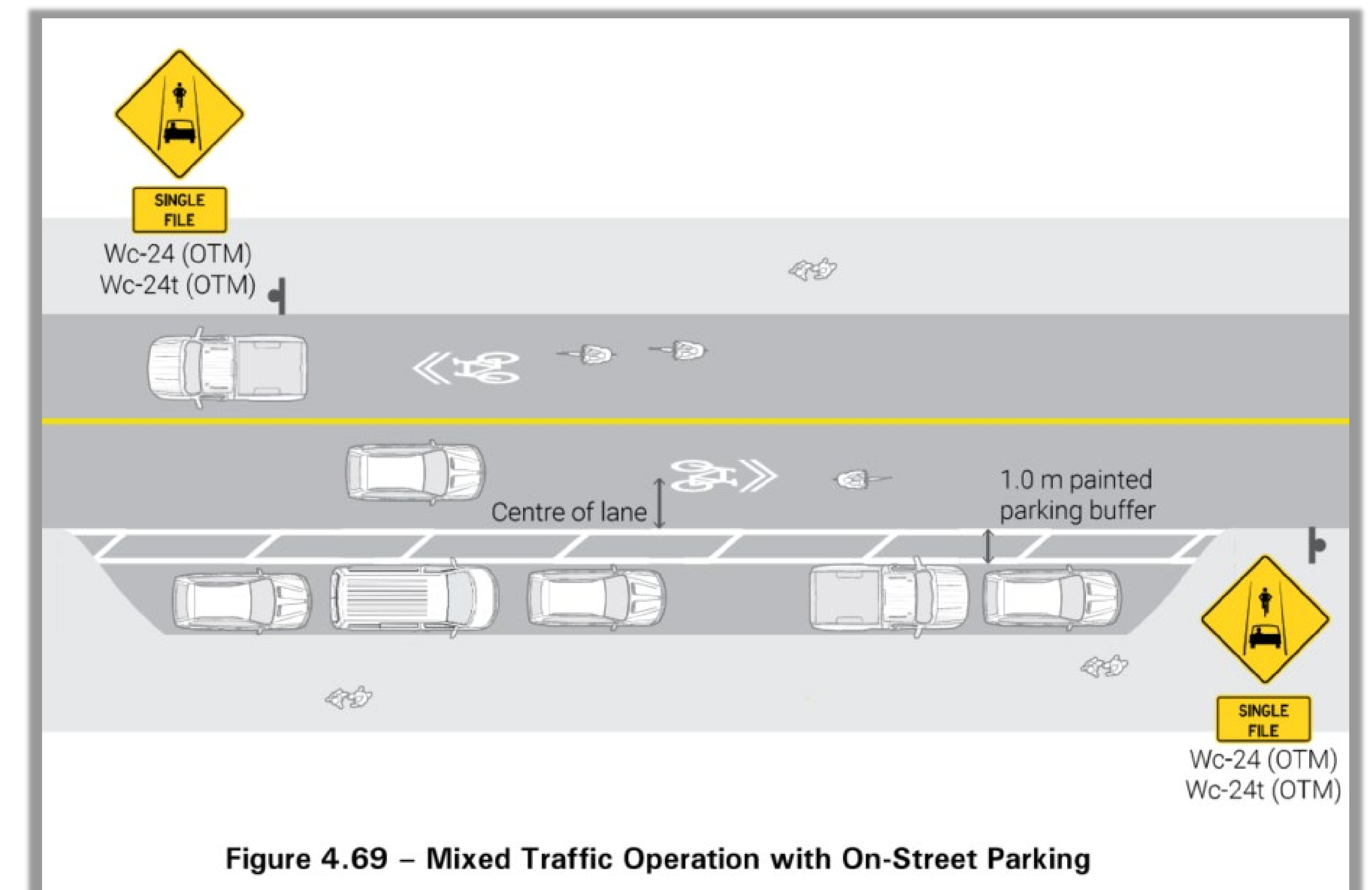
The Active Transportation and Trails Master Plan (2012) recommended a paved shoulder, shared bikeway and multi-use trail for various sections of Centre Street.

Main Street is recommended as a signed bike route.

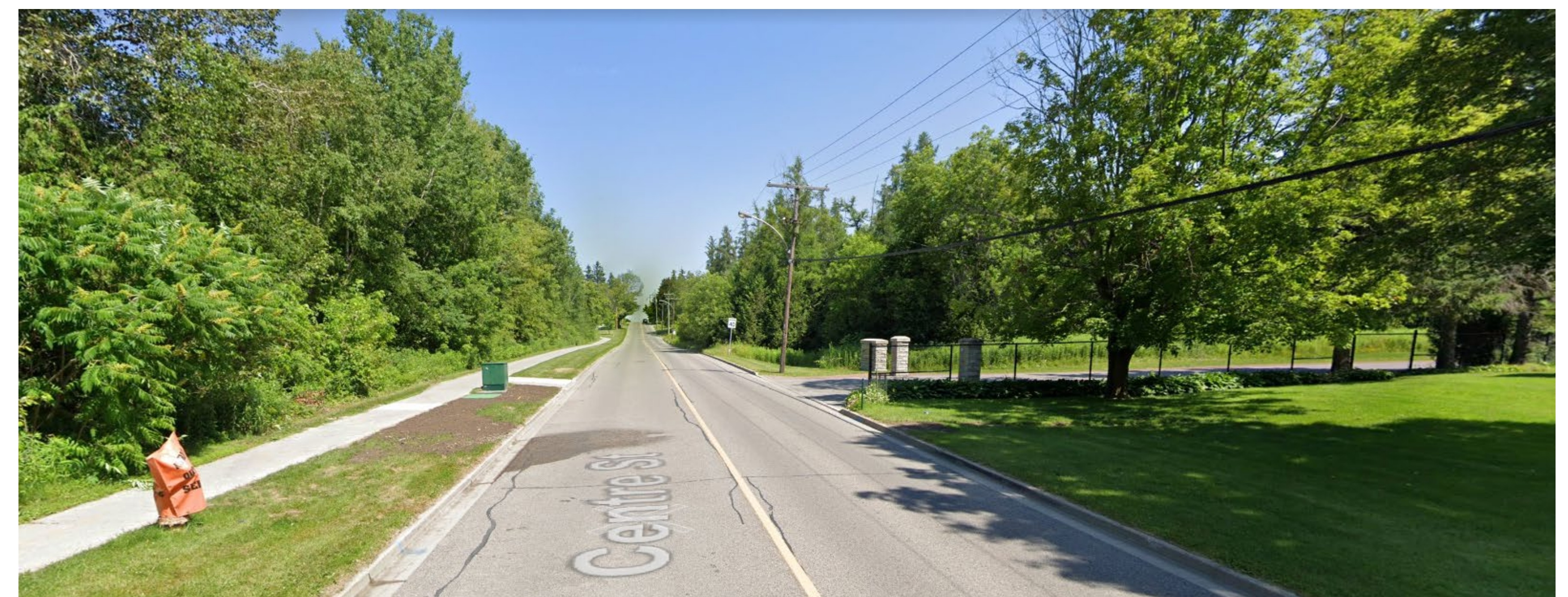
These recommendations will be carefully considered during the design process and will factor in current cycling facility design best practices.



Shared bikeway markings have been implemented on similar downtown street settings with limited road right-of-way.



Ontario Traffic Manual - Book 18 – Cycling Facilities (June 2021) design guidance for shared cycling facilities



There is potential to extend a 3 metre wide multi-use path further north to connect with the existing trail system, however this is outside the detailed design limits

Mill Street Park

In 2019, the Town of East Gwillimbury, in collaboration with the Gardeners Club, developed a concept design and planting list for the redesign of Mill Street Park.



There is an opportunity to review the park redesign plan and integrate it with entire streetscape design for the downtown revitalization.

In consultation with the Gardeners Club, there could be an opportunity to explore enhanced features such as:

- an expanded pollinator garden
- additional seating or tables
- decorative paver options that are similar to other parts of the streetscape design
- rain garden or bioswale implementation
- public art piece

Some of these features can create learning opportunities to attract local school groups and families.



What is Important to You?



Show us what is important to you



Considerations

This is very important to me!
Place as many dots as you like to indicate
level of importance to you.

I would accept fewer on-street parking spots to make space for street trees, planters/landscaping, benches, bike racks and other amenities.

I would accept fewer on-street parking spots in the summer season to make space for restaurant patios that extend beyond the sidewalk. I believe this would benefit local businesses and I would enjoy using these amenities.

Pedestrian safety is a high priority with more pedestrian crossings needed and better control of vehicular traffic through the downtown.

I would like to see redevelopment or new development in the downtown.

I would like to see more local retail, commercial and professional services businesses attracted to the downtown.

I would like to see chains such as Tim Hortons or Starbucks have a presence in Mount Albert and I think they are best situated at...(fill in the blank on a sticky note)

I like the downtown as it is now and I really do not want to change it.

I would like to see local retail, commercial and professional business owners in the downtown to make improvements to their buildings and properties.

It is important for me to shop local and downtown as much as possible. The only thing missing from downtown is...(fill in the blank on a sticky note).

Please add your notes on this board by following the link below. once complete, please return to the slide deck to view the next slide

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Next Steps



What Happens Next?

Next Steps for the Project Team

Following this Open House and over the next several months, the Project Team will:

- Review all feedback received from residents, business owners, the general public and agencies
- Complete the Commercial and Retail Opportunity Analysis
- Complete additional pre-engineering work and prepare the 30% Design
- Develop streetscape and urban design concepts, including proposed construction/building materials
- Continue to consult with stakeholders
- Present project progress to Town Council
- Convene Round 2 Engagement activities to share the 30% Design and urban design and invite public feedback

How You Can Stay Involved



Complete the online survey, found on the project webpage, by July 29, 2022



Provide your feedback by leaving comments at this Open House or through the project webpage



Join the mailing list by providing your email on the Open House sign-in sheet or through the project webpage



To access the project webpage please scan the QR code



Thank You!

**we appreciate your time and
interest in this project**

