



Newmarket GO Station Mobility Hub Study

Prepared for Metrolinx
by IBI Group
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Acknowledgements

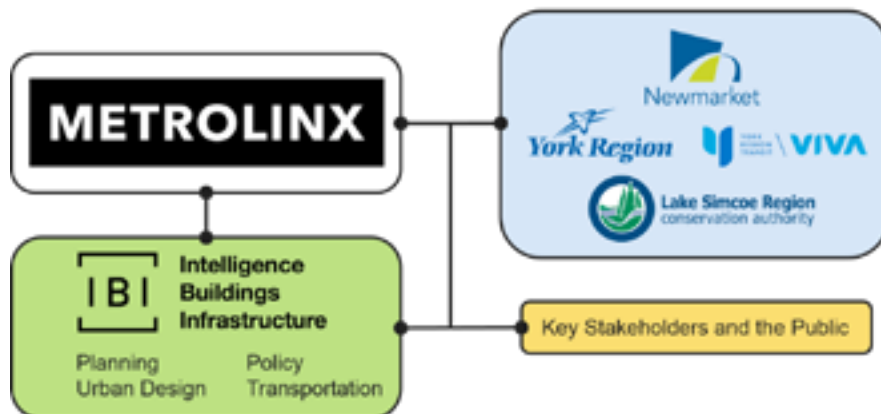
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Metrolinx: Planning and Development, Project Planning and Program Development

Consultant Team: IBI Group

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List of Acronyms

AFP	Alternate Financing and Procurement
BRT	Bus Rapid Transit
CIP	Community Improvement Plan
DC	Development Charge
DRM	GO Design Requirements Manual
EA	Environmental Assessment
FSI	Floor Space Index
GFA	Gross Floor Area
GTHA	Greater Toronto and Hamilton Area
LEED	Leadership in Energy and Environmental Design
LID	Low Impact Development
LSRCA	Lake Simcoe Region Conservation Authority
PPS	Provincial Policy Statement
PPUDO	Passenger Pick-Up and Drop-Off
RER	Regional Express Rail
ROW	Right-of-Way
RTP	Regional Transportation Plan
SRHC	Southlake Regional Health Centre
SWOT	Strengths, Weaknesses, Opportunities and Threats
TDM	Transportation Demand Management
TOD	Transit-Oriented Development
TMP	Transportation Master Plan
YROP	York Region Official Plan
YRT	York Region Transit

Executive Summary

The Mobility Hub Context

Given its location at the intersection of the Barrie GO rail line and the Viva Yellow Rapidway, the Newmarket GO station is designated as a mobility hub. The mobility hub includes approximately 45 hectares of land that are within less than 800 metres, or a ten minute walk, of the GO station.

The Metrolinx GO expansion program (also known as Regional Express Rail - RER) will bring two-way midday, evening and weekend service to the Newmarket GO station by 2025, with continued frequent one-way (peak direction) service during the morning and evening rush hours. While transit ridership at the Newmarket GO station mobility hub is expected to remain low, there is an opportunity to expand the role and function of the GO station. With two-way rail service, the station's role as a destination and transfer point will increase, providing access to the growing range of employment opportunities, services and amenities located within the Newmarket GO station mobility hub and beyond.

Many planning tools are in place to facilitate growth and investment within the mobility hub, but the area is constrained by a number of environmental, market and infrastructure conditions, including the location of the GO station within the floodplain of the East Holland River. More detailed study is necessary to build upon the strengths of the mobility hub and address weaknesses and potential threats.

Purpose and Scope of Study

The Newmarket GO station mobility hub study is intended to:

- Establish a vision for the area and provide guidance on how it should look and function;
- Recommend improvements to the GO station; and,
- Demonstrate the potential to integrate future transit-oriented development (TOD).

The findings and recommendations of the mobility hub study will also help support the implementation of prevailing policies, regulations and guidelines and inform on-going and future transportation and planning initiatives.

Mobility hubs are major transit stations and the surrounding area where different modes of transportation come together seamlessly.



LEGEND

- Newmarket GO Station Mobility Hub
- Existing Newmarket GO Station
- Primary Zone

Mobility hubs generally have the potential for high concentrations of working, living and other activities. Provincial, regional and municipal policies do recognize that intensification and certain land uses may not be possible in all mobility hubs.

Study Process

The mobility hub study was prepared through a combination of background research, technical analysis, design work and consultation. The valuable input obtained from the study partners, key stakeholders and the community helped to define the strengths, weakness, opportunities and threats (SWOT) within the mobility hub and to establish a vision statement and set of guiding principles. Through an iterative design process, concept plans for the mobility hub were created along with a TOD demonstration plan.

Findings and Recommendations

Drawing on the vision statement and guiding principles established for the Newmarket GO station mobility hub, as well as direction from the GO Rail Station Access Plan and other recent Metrolinx planning and policy initiatives, a number of new and improved transit facilities, amenities and public realm improvements are recommended. The following summarizes the improvements, which are intended to be implemented in two phases.

Phase 1 Mobility Hub Improvements (2018 - 2025)

- Improved GO signage and wayfinding;
- Improved pedestrian and cyclist facilities;
- Pedestrian bridge over the rail tracks with a ticket kiosk;
- East and west passenger pick-up-drop-off areas (PPUDOs);
- Barrier free parking and Mobility Plus drop-off/lay-by space;
- Transit plazas with weather protection;
- Potential controlled intersection (Main Street North); and,
- Potential on-street bus lay-bys.

Phase 2 Mobility Hub Improvements (Beyond 2025)

- Integration with redevelopment of the Tannery Mall;
- Reconfiguration of the east PPUDO and enlarged plaza;
- New station building;
- Additional pedestrian and cyclist facilities; and,
- Proposed municipal plaza.

No additional GO parking is proposed for the Newmarket GO station and no changes to the existing road network are recommended.

Further technical analysis, including more detailed mapping and modeling of the floodplain, and design work is required to determine the final GO station layout and design. In addition, Metrolinx will continue working with municipalities to evaluate level crossings between the rail corridor and roadwork, including at Davis Drive. The timing of each phase will need to be confirmed in coordination with the GO expansion program, property acquisition, funding availability and any private development plans within the Primary Zone of the study area.

Vision for the Newmarket GO Station Mobility Hub:

A Vibrant and attractive pedestrian-friendly area where people living, working and visiting can enjoy:

- **Seamless integration between new and improved multiple modes of transit;**
- **An intensified mix of uses and activities that are sensitive to, and embrace, the natural and historic character of the area; and,**
- **An engaging and animated public realm that provides a strong sense of place.**

Transit-Oriented Development

A TOD demonstration plan was prepared to illustrate the how the mobility hub may transform over time, with appropriate built form, and opportunities to integrate new development with the GO station. All future development proposals must demonstrate conformity with applicable policies and guidelines and will be subject to approval by York Region, the Town of Newmarket and the Lake Simcoe Region Conservation Authority (LSRCA). The Phase 2 concept plan and TOD demonstration plan may be revisited if Metrolinx's ongoing system-wide analysis identifies the need and opportunity to implement a grade separation at Davis Drive, which is currently a level rail crossing.

Implementation

In conjunction with improvements to the GO station and the adjacent public realm, the mobility hub study also recommends amendments to the Town of Newmarket Official Plan and the Newmarket Urban Centres Secondary Plan, in order to incorporate relevant findings and directions from the mobility hub study. Some of the recommendations of the study can be classified as relatively 'quick' or 'easy wins' and be implemented within the next few years. Other improvements or actions are expected to be undertaken over the medium to long-term, and will be subject to funding, market conditions, and overall development feasibility.

Metrolinx will be responsible for implementing the proposed improvements to the GO station facilities. Other public realm improvements involving sidewalks, streetscape, parks and trails are intended to be led by York Region, the Town of Newmarket or the LSRCA, either alone or in partnership between government agencies or with the private sector. Where appropriate, opportunities may be identified for Metrolinx to contribute to off-site public realm improvements that facilitate active transportation connections to the GO station. Such improvements will be negotiated by the relevant partners on a case-by-case basis.

The Newmarket GO station mobility hub concept plans and TOD demonstration plan are innovative and aspirational, yet recognize the unique conditions and challenges within area. The full transformation of the mobility hub will occur incrementally over many years. It will require multiple levels of government and public agencies, landowners, developers and the community to work together, along with flexibility and forward thinking.

Metrolinx will be responsible for implementing the proposed improvements to the GO station. Other public realm improvements are intended to be led by the Region, Town or LSRCA, either alone or in partnership.

The full transformation of the Newmarket GO station mobility hub will occur incrementally over many years. Future development will require approvals from York Region, the Town of Newmarket, and the LSRCA.



1. Introduction

Within the Town of Newmarket, the Davis Drive corridor is intended to transition from a low density, auto-oriented area into a vibrant mixed-use, pedestrian friendly community. The Newmarket GO station mobility hub is an important node within the corridor. It is served by two rapid transit lines; the recently constructed Viva Yellow Rapidway and the Barrie GO rail line, which is being enhanced as part of Metrolinx's GO expansion program.

1.1 What is a Mobility Hub?

The 2008 Regional Transportation Plan (currently under review) identified 51 mobility hubs within the Greater Toronto and Hamilton Area (GTHA). Two are located within the Town of Newmarket:

- Newmarket Centre (Anchor Hub): Located at Davis Drive and Yonge Street; and,
- Newmarket GO (Gateway Hub): Located at Davis Drive, east of Main Street (see **Figure 1**).

Mobility hubs are major transit stations and the surrounding area that have significant levels of planned transit service and the potential for high concentrations of working, living and other activities. They are places of connectivity where different modes of transportation - from walking to transit - come together seamlessly. Mobility hubs vary in terms of size, type and function, but they all share the same broad objectives for achieving: Seamless Mobility, Placemaking and Successful Implementation (see **Figure 2**).

Newmarket GO Station Mobility Hub

The Newmarket GO station mobility hub currently acts as a home station for commuters travelling south towards Toronto. Its role and function is expected to evolve. More frequent two-way service will allow the Newmarket GO station to also serve as a destination and transfer station, providing regional access to the broad and growing range of employment opportunities, service and amenities within the mobility hub and beyond.

Many planning tools are in place to facilitate growth and investment within Newmarket, but certain conditions will continue to impact the overall function of the Newmarket GO station mobility hub and limit the amount of transit-oriented development (TOD) that can be accommodated. These conditions include stable residential areas, heritage resources, road network constraints and the floodplain of the East Holland River. More detailed study and direction is required to help the mobility hub achieve its full potential.

The Davis Drive corridor is intended to transition from a low density, auto-oriented area into a vibrant mixed-use pedestrian friendly community. The Newmarket GO station mobility hub is an important node within the corridor.



Mobility hubs are places of connectivity where different modes of transportation come together seamlessly and where there is an intensive concentration of working, living and other activities.



Figure 1. Location of the Newmarket GO Station Mobility Hub in the Context of the GTHA
 (Source: Metrolinx Newmarket GO Mobility Hub Profile)

SEAMLESS MOBILITY

- 1** Seamless integration of modes at the rapid transit station.
- 2** Safe and efficient movement of people with high levels of pedestrian priority.
- 3** A well-designed transit station for a high quality user experience.
- 4** Strategic parking management.

PLACEMAKING

- 5** A vibrant mixed-use environment with higher land use intensity.
- 6** An attractive public realm.
- 7** A minimized ecological footprint.

SUCCESSFUL IMPLEMENTATION

- 8** Effective partnerships and incentives for increased public and private investment.
- 9** Flexible planning to accommodate growth and change.

Figure 2. Metrolinx Mobility Hub Objectives
 (Source: Metrolinx Mobility Hub Guidelines for the Greater Toronto and Hamilton Area, 2011)

1.2 Newmarket GO Station Mobility Hub Study

In December 2016, Metrolinx retained a multi-disciplinary consulting team from IBI Group to undertake a study of the Newmarket GO station mobility hub.

Purpose and Scope of Study

A mobility hub study is required to ensure that land use and transportation plans for the area are well-integrated and support appropriate future growth and multi-modal access.

The Newmarket Urban Centres Secondary Plan encourages the preparation of a mobility hub study that addresses:

- the long-term role and function of the Newmarket GO station within the broader GO rail network;
- potential for grade separation of the rail line at Davis Drive;
- potential re-location of the Newmarket GO rail station access to Main Street to improve access and reduce traffic impacts on Davis Drive;
- integration between the GO rail station, the Rapidway, the future GO bus services and the GO bus terminal;
- pedestrian connections between the Rapidway station at Davis Drive and Main Street and the GO rail platform;
- pedestrian connections between the active transportation network and the GO rail platform;
- opportunities and constraints to development in the vicinity of the station, including floodplain restrictions; and,
- accessibility and bicycle parking considerations (Policy 9.3.3 ii).

The Newmarket GO station mobility hub study is intended to:

- Establish a vision for the area and provide guidance on how it should look and function;
- Recommend improvements to the GO station; and,
- Demonstrate the potential to integrate future TOD.

Study Area

The geographic limits of a mobility hub are broadly defined as the area within 800 metres, or a ten minute walk, of a Major Transit Station. The boundaries for each mobility hub are intended to be refined based on specific physical characteristics and barriers, neighbourhood context and the local planning framework.

The Newmarket GO station mobility hub study is needed to ensure land use and transportation plans are well-integrated and support appropriate future growth and multi-modal access.



The mobility hub study is intended to:

- Establish a vision for the area;
- Recommend improvements to the GO station; and,
- Demonstrate the potential to integrate transit-oriented development (TOD).

With input from the Town of Newmarket, a mobility hub study area was established that is generally bounded by:

- Penn Avenue and the existing GO parking lot to the north;
- Ontario Street and Queen Street to the south;
- Lundy’s Lane and Prospect Street to the east; and,
- Vincent Street and Niagara Street to the west.

The Newmarket GO station mobility hub covers approximately 45 hectares and includes over 200 parcels of land that are under both private and public ownership. The study focused on those lands immediately adjacent to the rail corridor, which are identified as part of a ‘Primary Zone’ (see **Figure 3**). The Primary Zone includes the existing GO station and associated facilities, as well as the immediate surrounding lands that are, within approximately 250 metres or a 2.5 minute walk of the GO station. This area is most influenced by the high level of accessibility offered by the transit services at the station.

The Newmarket GO station mobility hub study area covers approximately 45 hectares and includes over 200 parcels of land that are under both private and public ownership.



Figure 3. Newmarket GO Station Mobility Hub Study Area

Study Process

The mobility hub study was prepared through a combination of background research, technical analysis, design work and consultation. The valuable input obtained from key stakeholders and the community during the following meetings and events helped shape the recommendations of the study:

- **Study Partner Meetings and Information Exchanges:** held between December 2016 and November 2017, with involvement of staff from York Region (including York Region Transit and Viva), the Town of Newmarket, the Lake Simcoe Region Conservation Authority (LSRCA), Metrolinx, and IBI Group.
- **Public Open House #1:** held May 18, 2017 at the Newmarket Senior's Meeting Place. Information on the purpose and scope of the study, initial findings from the site analysis and contextual analysis and opportunities for further participation in the study was provided through a series of display boards, a presentation and an open question and answer period. The Open House was attended by over 100 people.
- **Visioning Session:** held May 29, 2017 at the Newmarket Senior's Meeting Place. Following a short presentation by Metrolinx and IBI Group, the 26 participants broke out into four working groups and took pen to paper to provide input on two preliminary draft mobility hub concepts and then reported back to the larger group.
- **Landowners Meetings:** held in June 2017.
- **Public Open House #2:** held September 28, 2017 at the Newmarket Senior's Meeting Place. Information on the study findings, and the draft recommendations was provided through a series of display boards, a presentation and an open question and answer period. The Open House was attended by approximately 50 people.

Please refer to **Appendix A** for a more detailed summary of the study consultation.

The valuable input obtained from key stakeholders and the community helped shape the recommendations of the Study.



1.3 Report Structure

This mobility hub report is structured as follows:

- **Section One** outlines the purpose and scope of the study, the format of the report and how it is intended to be used;
- **Section Two** provides an overview of the prevailing policy and regulatory framework, as well as planning initiatives that are currently underway;
- **Section Three** describes the existing conditions of the Newmarket GO station and the larger mobility hub and summarizes its strengths, weaknesses, opportunities and threats;
- **Section Four** presents an approach to transforming the mobility hub, with an illustrative vision, a set of guiding principles, recommended GO station and mobility hub improvements and a demonstrative TOD plan; and,
- **Section Five** outlines a phased approach to implementing the study recommendations.

1.4 Intended Use

The Newmarket GO station mobility hub study is intended to support the implementation of prevailing policies, regulations and guidelines, inform on-going and future transportation and planning initiatives and guide new development and investment.

As detailed in sections 4 and 5 of this report, the mobility hub study recommends:

- Improvements to the GO station and the adjacent public realm; and,
- Amendments to the Town of Newmarket Official Plan and the Newmarket Urban Centres Secondary Plan, in order to incorporate relevant findings and directions from the mobility hub study.

Future technical analysis and design work is required and will build upon the concept plans, precedent images and guiding principles contained within this report. Metrolinx will be responsible for implementing the proposed improvements to the GO station facilities. Other public realm improvements involving sidewalks, streetscape, parks and trails are intended to be led by York Region, the Town of Newmarket or the LSRA, either alone or in partnership between government agencies or with the private sector. All of the proposed improvements are further described in sections 4 and 5 of this report.

The Newmarket GO station mobility hub study should be read in conjunction with the policies, regulations and guidelines of other Metrolinx, York Region, Town of Newmarket and LSRCAs documents.

The mobility hub study is intended to support prevailing policies, regulations and guidelines, and inform on-going and future initiatives.

Metrolinx will be responsible for implementing the proposed improvements to the GO station facilities. Other public realm improvements are intended to be led by York Region, the Town of Newmarket or the LSRCAs, either alone or in partnership between government agencies or with the private sector.

2. Prevailing Planning Framework

The Newmarket GO station is a 'Major Transit Station' within a designated mobility hub. Mobility hubs are intended to have high residential and employment densities, to ensure the viability of existing and planned transit service. While provincial, regional and municipal policies support the intensification of mobility hubs, they also direct development away from hazard lands (such as lands at risk for flooding), and seek to protect heritage resources and established residential neighbourhoods.

As detailed below, over half of the Newmarket GO station mobility hub falls within the designated floodplain of the East Holland River (see **Figure 4**). Prevailing policies encourage intensification along Davis Drive and portions of Main Street, but the remainder of the mobility hub is primarily designated for low-density residential uses, parkland and natural open space.

2.1 Provincial

Provincial Policy Statement (2014)

The Provincial Policy Statement (PPS) provides direction on land use planning and development matters that are of provincial interest. Policies are grouped into three categories:

- Building Strong and Healthy Communities;
- Wise Use and Management of Resources; and,
- Protecting Public Health and Safety.

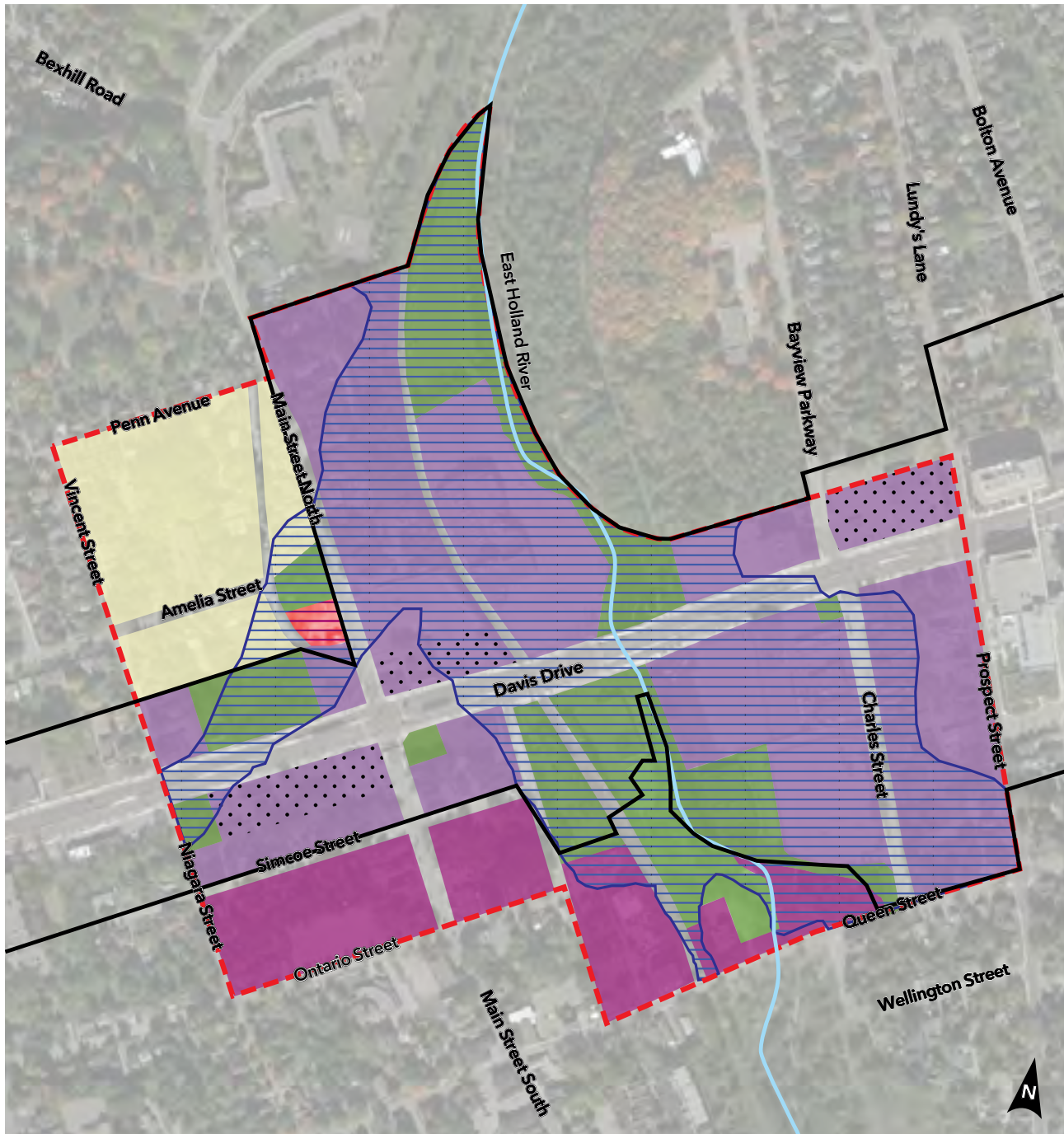
The PPS promotes efficient development patterns that have a mix of housing, employment, recreation, parks/open spaces and transportation choices, with densities to support the increased use of active transportation and transit. While the PPS intends for the majority of future growth to be accommodated through the intensification of existing urban areas, its policies direct new development away from the floodplain. Limited development and site alteration within the flood fringe may be permitted, providing it can be demonstrated that:

- Development and site alteration meets floodproofing, access and protection works standards;
- Vehicles and people can safely enter and exit the area during flooding, erosion and other emergencies; and,
- New hazards are not created and existing hazards are not aggravated.

While provincial, regional and municipal policies support the intensification of mobility hubs, they also direct development away from hazard lands and seek to protect heritage resources and established residential neighbourhoods.

Over half of the Newmarket GO station mobility hub falls within the designated floodplain of the East Holland River

Policies of the PPS allow limited development and site alteration within the flood fringe, providing the project can demonstrate adequate protection of health and safety.



LEGEND

<ul style="list-style-type: none"> Newmarket GO Station Mobility Hub East Holland River 	<p>Town of Newmarket Official Plan</p> <ul style="list-style-type: none"> Stable Residential Parks & Open Space Urban Centre Commercial Floodplain 	<p>Urban Centres Secondary Plan</p> <ul style="list-style-type: none"> Secondary Plan Area Mixed Use Parks and Open Space Priority Commercial Area Floodplain and Hazard Lands 	<p>Note: Aerial overlay prepared by IBI Group for illustrative purposes only. Refer to Schedule A of the Town of Newmarket Official Plan and Schedule 3 of the Urban Centres Secondary Plan Newmarket.</p> <p>The floodplain limits are shown for screening purpose only and may not reflect the most up-to-date data. The LSRCA should be contacted to confirm the actual floodplain limits. A topographical survey may be required in order to determine the limit of predicted flooding at a specific site.</p>
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Figure 4. Overlay of Existing Municipal Land Use Designations

Places to Grow: The Growth Plan for the Greater Golden Horseshoe (2017)

The Growth Plan for the Greater Golden Horseshoe is a framework to implement the Province’s vision for building stronger and more prosperous communities by better managing growth and optimizing the use of existing and new infrastructure. It directs growth to strategic areas such as designated ‘Urban Growth Centres’, ‘Priority Transit Corridors’ and ‘Major Transit Station Areas’ and includes policies to improve integration between transportation and land use planning.

The Newmarket GO station is defined as a ‘Major Transit Station Areas’ given it is served by two higher-order rapid transit lines; the Barrie GO rail line and the Viva Yellow Rapidway. Policies of the Growth Plan intend for Major Transit Station Areas to achieve multi-modal access and provide, where appropriate, the following infrastructure to help increase the modal share for transit and active transportation:

- Connections to local and regional transit services;
- Sidewalks, bicycle lanes, and secure bicycle parking; and,
- Commuter pick-up/drop-off areas.

The Growth Plan does recognize that intensification and higher densities may not be possible in all Major Transit Station Areas and other strategic growth areas. Specifically, Policy 2.2.4 4. a) i allows for upper- and single-tier municipalities to request alternative density targets through a comprehensive municipal review where it is demonstrated that the target cannot be achieved because development is prohibited by provincial policy or severely restricted on a significant portion of the lands within the delineated area. In accordance with policies of the PPS, the Growth Plan generally directs new development away from hazardous areas such as the floodplain.

Draft 2041 Regional Transportation Plan for the Greater Toronto and Hamilton Area (GTHA) (2017)

The Draft Regional Transportation Plan (RTP) for the GTHA is a long-range multi-modal transportation plan that takes into account all modes of transportation. It builds on the success of the first RTP, The Big Move (2008), which established the concept of mobility hubs and identified the Viva Yellow Rapidway on Davis Drive as a priority project.

The Draft RTP recommends continued expansion and optimization of the region’s rapid transit network and places greater emphasis on traveller needs at the core of planning and operations. As further described in section 3.1 of this report, by 2025 the Newmarket GO station mobility hub will benefit from more frequent service on the Barrie rail line, including new two-way service during middays, evenings and weekends by 2025.

The Growth Plan defines the Newmarket GO station as a ‘Major Transit Station Areas’. These areas are to achieve multi-modal access and to provide, where appropriate, infrastructure to increase the modal share for transit and active transportation.

The Growth Plan recognizes that high levels of intensification may not be possible in all Major Transit Station Areas.

The Draft RTP recommends continued expansion and optimization of the region’s rapid transit network and places greater emphasis on traveller needs at the core of planning and operations.



Note: Draft RTP mapping and recommendations may be subject to change

- Urban Growth Centre
 - GGH Built Boundary
 - Greenbelt Designation
 - Existing or Future GO Station
- Existing, in Delivery & In Development
- Regional Rail and Rapid Transit
- Proposed Frequent Rapid Transit by 2041
- GO Rail - 15min
 - Priority Bus
 - Frequent Regional Express Bus

Two-way service during the morning and afternoon peak hours is proposed by 2041.

Metrolinx Mobility Hub Guidelines for the Greater Toronto and Hamilton Area (2011)

The Metrolinx Mobility Hub Guidelines for the Greater Toronto and Hamilton Area provide a framework for the successful planning and development of mobility hubs. They address topics such as transit station design, circulation and access, urban design and land use. Detailed strategies, best practices and suggested resources are provided for the three broad objectives of: Seamless Mobility, Placemaking and Successful Implementation.

2.2 Regional

York Region Official Plan (2010)

The York Region Official Plan (YROP) is intended to guide economic, environmental and community building decisions and manage growth. It contains broad policies, with allocations of population and employment growth, that set the stage for more detailed planning by local municipalities.

While York Region is expected to grow by almost 300,000 people and 40,000 jobs between 2016 and 2031, the Regional Official Plan allocates only a small portion of this growth to the Town of Newmarket (i.e. 8,400 new people and 1,800 new jobs). Currently, York Region is undertaking a review of its Official Plan as part of a broader Municipal Comprehensive Review. Growth forecasts and municipal allocations will be reviewed as part of this process, including the Town of Newmarket's plan for the mobility hub, which anticipates higher levels of growth (see section 2.3 of this report). Within this context, the growth scenario for the Newmarket GO station mobility hub remains uncertain at the time of this study.

In terms of land use, Map 1 of the Regional Official Plan designates the lands which comprise the Newmarket GO station mobility hub as 'Urban Area' and 'Regional Greenland System', with Davis Drive designated as a 'Regional Corridor'. Regional Corridors are intended to be focal points of commerce, business and cultural activities. Intensification areas along the Regional Corridors are to be identified by local municipalities, but should include lands within a reasonable and direct walking distance from major transit station areas.

In terms of design, York Region requires that communities provide an enhanced mobility system using a "people and transit first approach". This approach seeks to connect land use and transportation by balancing pedestrians, cyclists, public transit and automobile users.

The Metrolinx Mobility Hub Guidelines provide a framework for the successful planning and development of mobility hubs that is based on three objectives:

- **Seamless mobility;**
- **Placemaking; and,**
- **Successful Implementation.**

The York Region Official Plan contains broad policies that set the stage for more detailed planning by local municipalities. It designates lands within the Newmarket GO station mobility hub study as 'Urban Area', 'Regional Greenlands System' and 'Regional Corridor'.

Finally, with regard to the floodplain, policies of the York Region Official Plan generally prohibit development and site alteration within the floodplain and seek to protect natural heritage features within the Regional Greenlands System.

York Region Transportation Master Plan (2016)

The York Region Transportation Master Plan (TMP) is the Region’s long-term plan to build an interconnected system of mobility. It is shaped by provincial policy, aligned with existing regional and local policies and informed by stakeholder input.

The TMP recommends a number of policies, actions and moves in order to achieve the following objectives:

- Objective 1 - Create a World Class Transit System
- Objective 2 - Develop a Road Network Fit for the Future
- Objective 3 - Integrate Active Transportation in Urban Areas
- Objective 4 - Maximize the Potential of Employment Areas
- Objective 5 - Make the Last Mile Work

In addition to more frequent service on the Barrie GO rail line, the TMP identifies other potential transportation improvements that would benefit the Newmarket GO station mobility hub. These include dedicated cycling facilities along Main Street South, investment within the ‘Lake to Lake’ trail (one of the three conceptual region-wide trail systems) and potential north/south and east/west capacity and collector network improvements.

2.3 Municipal

Town of Newmarket Official Plan (2006)

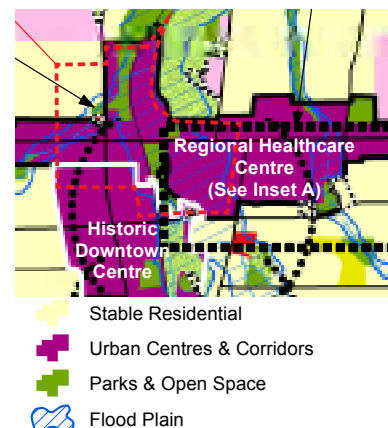
The Town of Newmarket Official Plan sets out a long-term vision for the municipality, and provides direction for existing and future land use and development. Schedule A of the Official Plan designates a large portion of the Newmarket GO station mobility hub as ‘Urban Centres & Corridors’. The remaining lands are designated as ‘Stable Residential’, ‘Parks & Open Space’ and ‘Commercial’. Much of the mobility hub is subject to a ‘Floodplain’ overlay designation.

Urban Centres & Corridors are intended to contain the broadest diversity of use, the greatest level of activity and the highest quality of design. They will develop at differing scales and densities and further direction is provided in the Newmarket Urban Centres Secondary Plan and the Town’s zoning by-laws.

Within the Stable Residential area, only single-detached and semi-detached dwellings are permitted. New development must respect the existing character of the area.

The York TMP is shaped by provincial policy and is aligned with existing regional and local policies. It proposes dedicated cycling facilities along Main Street South.

The Town of Newmarket Official Plan designates the majority of the Newmarket GO station mobility hub as ‘Urban Centres & Corridors’ with other lands designated as ‘Stable Residential’ and ‘Parks & Open Space’.



Policies of the Official Plan encourage the retention of listed heritage properties and Council approvals are required for any significant alterations or demolition. New development must be compatible with, and minimize the impact on, any designated heritage properties.

Much of the Newmarket mobility hub is designated as floodplain. Policies of the Official Plan direct new development generally to areas outside of the Floodplain and Hazard Lands. Development or re-development within these hazardous areas shall be regulated in accordance with provincial policies and the regulations of the LSRCA. New residential uses, most institutional uses, essential emergency services and many types of parking facilities are prohibited within the floodplain. The Town encourages legal non-conforming uses to relocate or redevelop in conformity with the Official Plan. Where a request is made to develop lands within the floodplain, Council will consider a range of factors including the nature, severity and potential impact of the environmental hazards, the proposed methods, including cost and benefits, by which potential impacts may be overcome and the recommendation of the LSRCA.

Newmarket Urban Centres Secondary Plan (2016)

Over half of the mobility hub falls within the Newmarket Urban Centres Secondary Plan. The Secondary Plan provides more detailed direction related to land use, built form, urban design, transportation, community services and public spaces. Its policies encourage the redevelopment of Yonge Street and Davis Drive into highly walkable, vibrant, transit-oriented places.

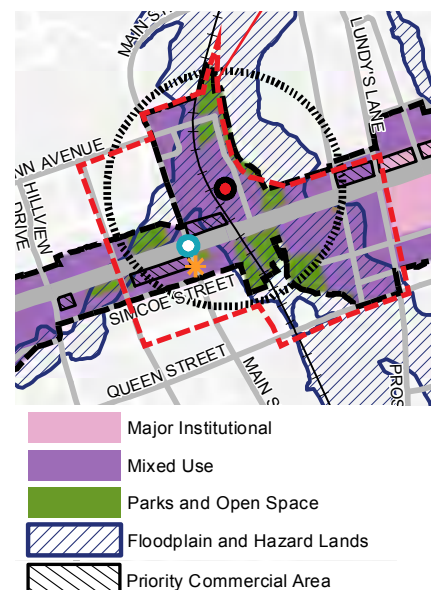
The Town anticipates at full build-out, the 2.2 kilometre stretch along Davis Drive will be home to 5,300 residents and 10,700 jobs. A portion of this growth is expected to occur within the Newmarket GO station mobility hub. As noted, these growth projections have yet to be incorporated into the YROP, which means the growth scenario for the mobility hub remains uncertain at this time.

With regard to land use, Schedule 3 of the Secondary Plan designates the majority of the mobility hub as 'Mixed Use'. This designation permits a broad range of uses, such as but not limited to, townhouses, apartments, office, retail, hotels, institutional, community uses, urban squares and parking facilities. Schedule 4 delineates height and density permissions. Within the mobility hub they range between 2 and 8 storeys and 1.5 and 2.0 FSI (floor space index). Some additional height and density may be achieved through bonusing. Policies of the Secondary Plan stipulate that permitted land uses, density and height provisions of Schedule 3 and 4 do not apply within the floodplain, unless written approval for specific development applications has been received from the LSRCA.

Much of the Newmarket GO station mobility hub is designated as 'Floodplain', where the following uses are prohibited:

- New residential uses;
- Most institutional uses;
- Essential emergency services; and,
- Most new or expanded parking facilities.

More than half of the mobility hub area is governed by the Newmarket Urban Centres Secondary Plan. Most of these lands are designated 'Mixed Use' with a 'Floodplain and Hazard Lands' overlay.



Zoning By-laws

The Town of Newmarket Comprehensive Zoning By-law 2010-40 zones the majority of lands within the Newmarket GO station mobility hub as 'Downtown Urban Centres Zone', 'Service Commercial Zone', 'Residential Duplex Zone', 'Residential Detached Dwelling 15 m Zone', 'or 'Open Space Zone'. Much of the mobility hub is subject to a floodplain zoning overlay.

The Town of Newmarket is preparing a new Urban Centres Zoning By-law to create more precise development standards for areas within the Urban Centres. It is introducing including reduced parking requirements to encourage transit use and to facilitate land redevelopment.

Historic Downtown Community Improvement Plan (CIP)

Community Improvement Plans (CIPs) may be prepared for lands that are covered by the Community Improvement Policy Area shown in Schedule F of the Town of Newmarket Official Plan. Through a CIP, the Town may provide financial incentives to facilitate the improvement or redevelopment of private properties. Much of the Newmarket GO station mobility hub is covered by the Historic Downtown CIP where property owners may be eligible for the following programs:

- Parkland Dedication Exemption (Full or Partial Waiver) Program: To promote new construction, restoration and residential intensification.
- Project Feasibility Study Matching Grant Program: To help determine the feasibility of adaptive re-use or new development projects.
- Façade Improvement and Restoration Matching Grant and Loan Program: To promote and assist property owners with upgrading, improving and restoring of exterior building facades.
- Interior Renovation and Improvement Matching Grant and Loan Program: To promote general upgrading and improvements to the interior of deteriorated or functionally obsolete commercial, industrial and mixed use properties.
- Business Sign Grant and Fee Waiving Program: To promote unified updated signage within the Main Street retail area and provide a sign presence elsewhere in the CIP area that require signage.
- Development Charge (DC) Equivalent Rebate/Credit Program: To promote the new construction, preservation and restoration of heritage buildings and to stimulate residential intensification.
- Planning and Building Fees Equivalent Rebate/Credit Program: Incentives to create the desire to develop or redevelop.

The Town of Newmarket is preparing a new Urban Centres Zoning By-law. It will include reduced parking requirements to encourage transit use and to facilitate land redevelopment.

Properties within the Historic Downtown CIP area are eligible for a range of financial incentives, that are intended to promote upgrades to properties and new development.



Town of Newmarket New Downtown Community Improvement Plan

- Parking Requirement Relief or Reduction Program: To facilitate development or redevelopment by providing relief or assistance to properties that are unable to meet the Town's parking requirements.

2.4 Lake Simcoe Region Conservation Authority (LSRCA)

The Newmarket GO station mobility hub is located within the jurisdiction of the LSRCA. Conservation Authorities are mandated to ensure the conservation, restoration and responsible management of Ontario's water, land and natural habitats through programs that balance human, environmental and economic needs.

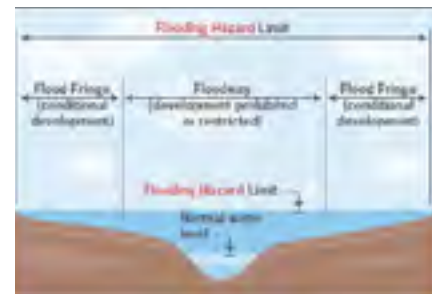
The Lake Simcoe Region Conservation Authority Watershed Development Guidelines (2015) are intended to implement provincial regulations pertaining to the development, interference with wetlands and alteration to shorelines and watercourses. The Guidelines stipulate a preference for no new development within the floodplain, but a Two-Zone approach permits some limited new non-residential development within the flood fringe. The limits of the floodplain shown within the Town of Newmarket Official Plan, the Newmarket Urban Centres Secondary Plan, and the LSRCA's regulatory mapping is intended for screening purposes only. Any application for development within the floodplain or flood fringe will require a topographic survey and detailed floodplain analysis to properly delineate the floodplain limits and potential depths of flooding during a flood event. Any site alteration or development within an area governed by Ontario Regulation 179/06 under the *Conservation Authorities Act* would require a permit from the LSRCA and works would be required to be in accordance with the LSRCA Watershed Development Guidelines.

A number of Tri-party agreements exist for properties within the Newmarket GO station mobility hub that allow for some potential redevelopment within the floodplain.

Future development proposals must demonstrate conformity with applicable provincial, regional, municipal and LSRCA policies and guidelines. All development applications will be subject to approval by York Region, the Town of Newmarket and the LSRCA, and must satisfy any identified conditions or requirements.

The Newmarket GO station mobility hub is located within the jurisdiction of the Lake Simcoe Region Conservation Authority (LSRCA).

A topographic survey and detailed floodplain analysis will be required to confirm the limits of the flood fringe and floodplain within the mobility hub.



3. Existing Conditions

The Newmarket GO station mobility hub is well-served by local and regional transit. However, the existing GO station offers limited facilities and amenities. With its location in and behind the Tannery Mall, the station is not well-integrated with the community. Moreover, while the mobility hub contains a range of land uses and unique historic and natural characteristics, it lacks a sense of vibrancy and feeling of place (see **Figure 5**). Much of the Newmarket GO station mobility hub is considered stable, where little growth or change is expected, but there are a number of vacant or under-utilized properties that could be intensified with TOD. As detailed below, opportunities exist to build upon the strengths of the area and to address weaknesses and threats pertaining to transportation, land use and built form.

3.1 Transportation

Road Network

Davis Drive is a major regional arterial road that runs east/west through the mobility hub. It has four-lanes and contains a dedicated median for the Viva Yellow Rapidway, with protected left-turns and u-turns at signalized intersections. Unsignalized intersections and driveways are restricted to right-in, right-out only. There is no on-street parking. Significant streetscape improvements were recently made to Davis Drive, including new sidewalks, landscaping, street furniture, bus shelters and a gateway feature at Main Street.

The Barrie GO rail line has a level crossing at Davis Drive. Traffic control signals are equipped with a railway pre-emption phase designed to clear vehicle queues away from the railway crossing in the event of an approaching train. Once the train has passed, the signals resume normal cycling. The level crossing was upgraded with the construction of the Viva Rapidway. While Metrolinx's 2015 System-Wide Grade Separation Analysis did not identify Davis Drive as a priority for grade separation, all level crossing will continue to be evaluated on an ongoing basis, in consultation with municipalities.

Main Street is a primary municipal collector road that runs north/south through the mobility hub. Sidewalks of varying condition exist, but there are few controlled intersections for pedestrian crossings. On-street parking is permitted south of Davis Drive, within the Downtown area.

Much of the Newmarket GO station mobility hub is considered stable, where little growth or change is expected, but there are a number of vacant or under-utilized properties that could be intensified with TOD.



Significant streetscape improvements were recently made to Davis Drive, including new sidewalks, landscaping, street furniture, bus shelters and a gateway feature at Main Street.



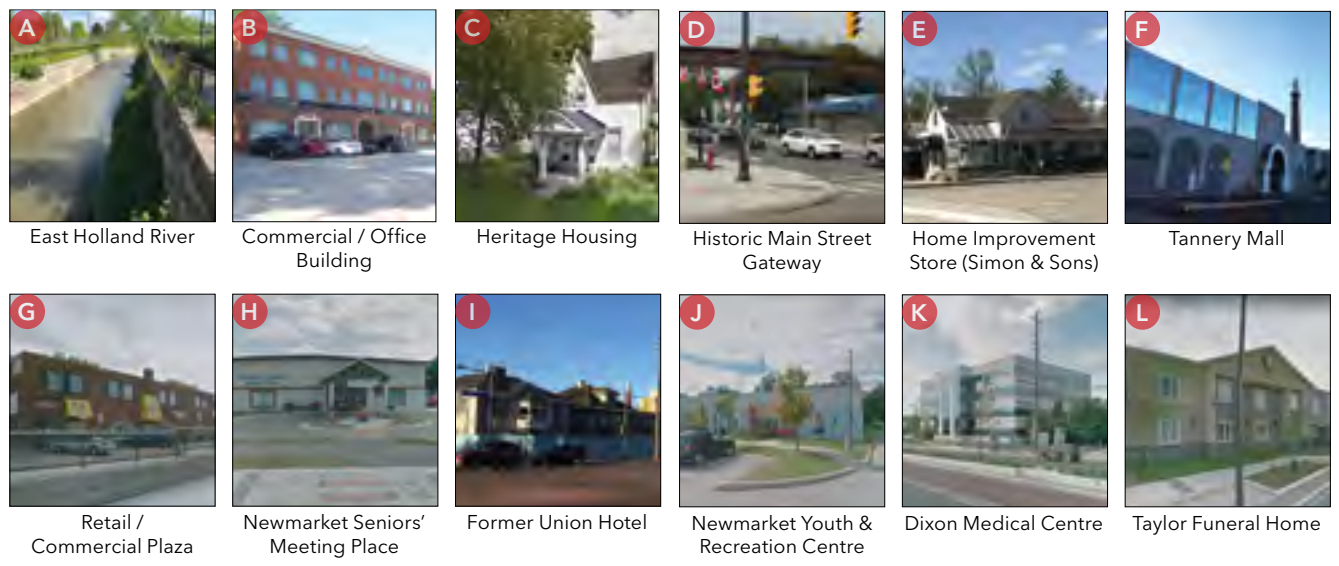


Figure 5. Existing Mobility Hub Conditions and Context

Active Transportation

The Nokiidaa Trail is an off-road recreational trail that runs north-south alongside the East Holland River. It links the communities of East Gwillimbury, Newmarket and Aurora. The Newmarket portion is also known as the Tom Taylor Trail. Within proximity to the Newmarket GO station mobility hub, the trail runs along both the east and west side of the river. Bridges located near London Road and Davis Drive provide access to the GO station and the Tannery Mall lands.

There are no dedicated on-road bicycle facilities within the Newmarket GO station mobility hub. Schedule D of the Town of Newmarket Official Plan (Active Transportation Network) shows both Main Street and Davis Drive as forming part of the 'Primary Active Transportation Network' within the road right-of-way (ROW). Although Davis Drive has been subsequently deemed too narrow to accommodate bicycle lanes, the Town has plans to construct bike lanes on Main Street.

GO Transit

The Newmarket GO station is located on the Barrie rail line and currently occupies 1.2 hectares of land. Metrolinx's land ownership is limited to the rail corridor, and it has leasing arrangements with the Town of Newmarket and the Tannery Mall. The GO station facilities and amenities are concentrated on the east side of the rail corridor, north of Davis Drive, and include:

- A single rail side platform and an accessible mini platform, with four platform shelters;
- A small ticket counter within the Tannery Mall;
- 269 commuter parking spaces located on Town - owned land;
- 40 uncovered bicycle parking spaces and 8 covered bicycle parking spaces; and,
- Two outdoor ticket machines (see **Figure 6**).

There is only one vehicular access point to the Tannery Mall and GO station site of Davis Drive and there is no formal passenger pick-up or drop-off (PPUDO) facility. A fenced and lit pathway from Davis Drive serves as the main pedestrian access to the GO station and the rail platform. As noted, pedestrians and cyclists can also access the GO station via the Nokiidaa and Tom Taylor Trails but there are no delineated connections from the trails through the GO station and Tannery Mall parking areas.

The Barrie GO rail line currently provides one-way (peak direction) rush hour weekday service and limited weekend service. On average the Newmarket GO station accommodates 575 departures and 25 arrivals during the AM peak period (weekdays). The Newmarket GO station has one of the lowest levels of ridership on the Barrie GO rail line.

The Nokiidaa Trail is an excellent north-south active transportation amenity, but the mobility hub lacks east-west connections and dedicated on-road bike facilities.



The Newmarket GO station currently offers limited facilities and amenities. It is not well-integrated with the community.



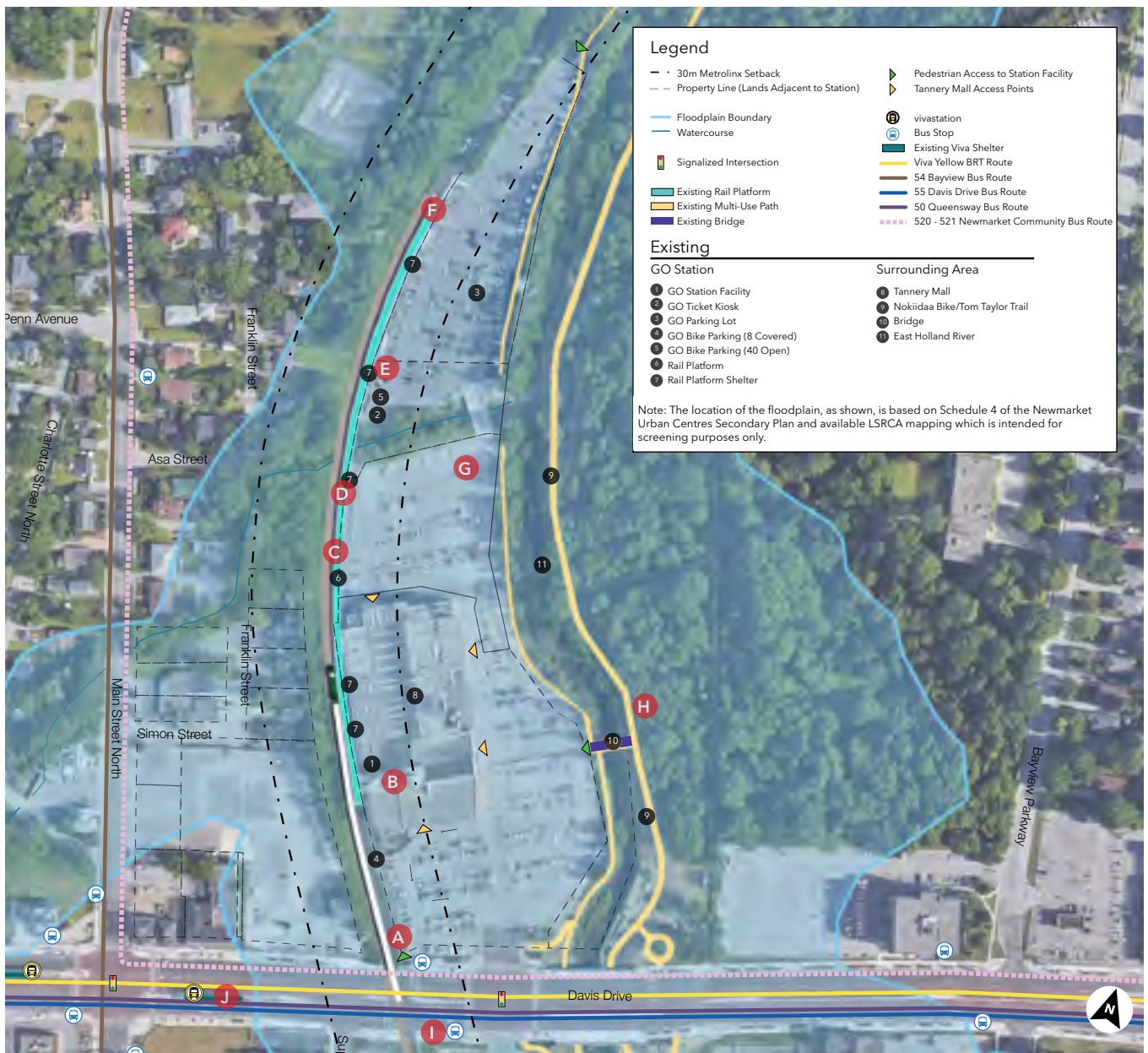


Figure 6. Existing Newmarket GO Station

The GO station is also currently served by GO Transit bus routes 65, 68 and 69, although bus service is planned to be adjusted as the frequency of rail service is increased.

Over half of the current GO station’s customers arrive by car. According to the 2016 GO Rail Station Access Plan, the 269 GO parking spots are 91-100% utilized. Additional pay parking is available in the Tannery Mall parking lot. Even with no dedicated PPUDO, 18% of GO customers are being dropped off or picked up at the GO station. An estimated 9% of GO customers arrive by local transit. In the future, a slight change in mode of arrival is expected, with an increase in GO customers arriving by walking (18-20%), public transit (16-18%) and bicycling (4-6%).

By 2025, the GO expansion project (also known as Regional Express Rail - RER) will bring more frequent and reliable service to the Newmarket GO station in the form of:

- 30 minute, one-way (peak direction) weekday rush hour service; and
- 60 minute, two-way midday, evening and weekend service (see **Figure 7**).

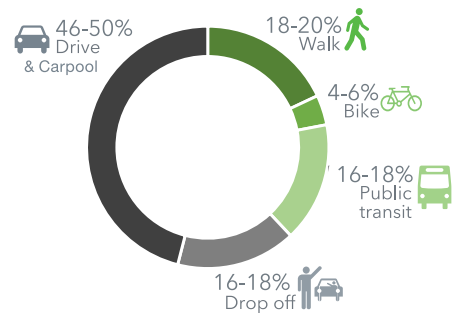
The Draft 2041 RTP calls for the extension of 15-minute service on the Barrie line to, and north of, the Newmarket GO station by 2041. Even with the expansion of GO rail service, the Newmarket GO station is expected to remain a very low origin station with less than 1,000 AM peak period weekday departures. The introduction of all-day, two-way service will allow it to grow as a destination station, with an estimated 250 AM peak period weekday arrivals. With GO rail expansion, bus service to Newmarket GO will be incrementally adjusted and eventually eliminated.

Even with more frequent rail service, the Newmarket GO station is expected to remain a comparatively low ridership station.

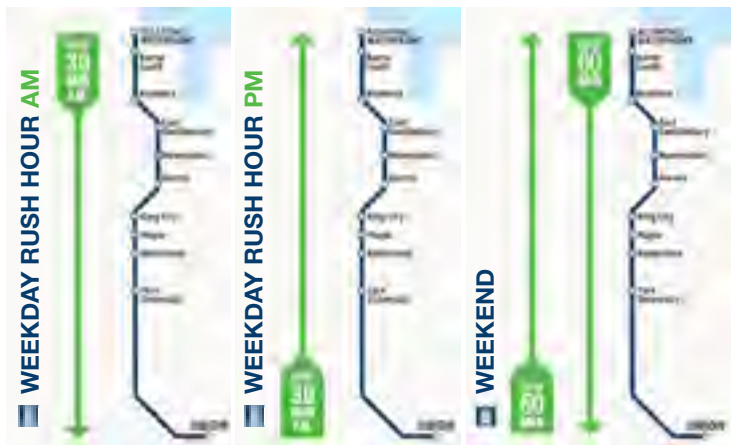
2031 DAILY RIDERSHIP (AM PEAK)



TARGETED MODE TO STATION (AM PEAK) (2031)



CURRENT (2016) SERVICE AT NEWMARKET GO



FUTURE (2025) SERVICE AT NEWMARKET GO

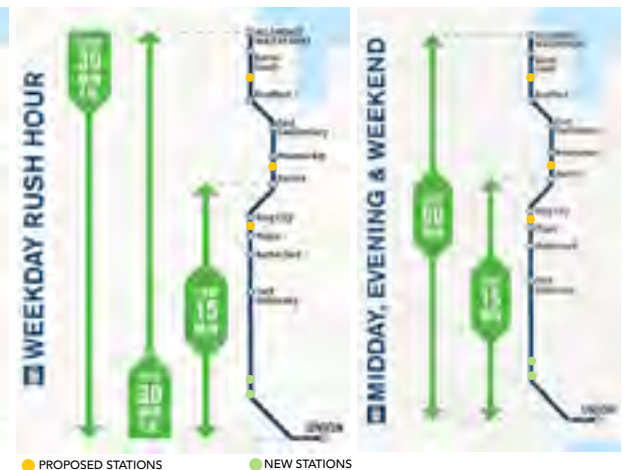


Figure 7. Existing and Future GO Rail Service at the Newmarket GO Station

York Region Transit (YRT)

The Newmarket GO station is also served by the following York Region Transit (YRT) services:

- Viva Yellow Rapidway;
- Bus routes 50, 54, 55, 55B, 520 -521; and,
- Mobility Plus - door-to-door, shared ride, accessible public transit service for people with disabilities.

Viva

The Viva Yellow Rapidway was completed in 2015. It is a form of bus rapid transit (BRT) that runs along Davis Drive. From Yonge Street to just past Southlake Regional Health Centre (SRHC) it operates within a dedicated bus-only lane. It then carries on within mixed traffic to a new park-and-ride facility located at Highway 404. Within the peak AM and PM periods, 15-minute headway service is provided. The Main Street vivastation is located approximately 300 metres west of the Newmarket GO station within a covered centre median. Controlled intersections at Main Street and the rail tracks allow for pedestrian crossings.

YRT

North-south bus service along Main Street is provided by the 54 Bayview route. It offers 30-minute headway service in the peak AM and PM periods. The stops are located just north and south of Davis Drive on Main Street. East-west bus service along Davis Drive is provided by the 50 Queensway and 55 Davis Drive routes. They offer 45-minute and 35-minute headway service, respectively, in the peak AM and PM periods. The stops are located just east of the rail tracks on Davis Drive. The 520 Newmarket Community bus serves internal neighbourhoods of Newmarket and runs every two hours. The 55B provides service north, off Davis Drive, during the rush-hours. The GO Station Rail Access Plan encourages YRT to increase the service frequency for routes that serve concentrations of GO passengers (e.g. Main Street, Bayview Avenue, Eagle Street and Gorham Street corridors) and neighbourhoods east of Leslie Street.

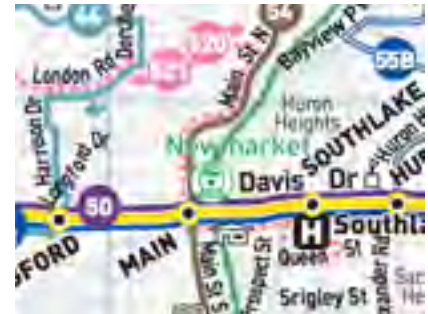
Combined Viva and YRT Ridership

Currently, during the 3-hour AM weekday peak period, the combined alightings and boardings at the Main Street/Davis Drive/GO station stops is less than 200 for Viva and YRT riders combined. The York Travel Demand Model estimates that by 2041 the combined alightings and boardings within the 3-hour AM peak period will total:

- 198 total boardings (139 initial, 59 transfer); and,
- 187 total alightings (45 final, 142 transfer).

The York Travel Demand Model estimates of future Viva and YRT alightings and boardings at the Main Street/Davis Drive/GO station stops may be low, as they were generated prior to the announcement of funding for the GO expansion program and the completion of the Newmarket Urban Centres Secondary Plan, which introduced new policies to support intensification. Notwithstanding the future growth potential, ridership at/to the station is expected to be low in comparison to other mobility hubs.

The Newmarket GO station is also served by the Viva Yellow Rapidway, several YRT bus routes and Mobility Plus.



Viva and YRT ridership is relatively low. Forecasts suggest that by 2041 within the 3-hour AM peak period (weekdays) the combined boarding and alightings at the Newmarket GO station stops will total less than 400.

New intensification policies and the GO expansion program may result in greater Viva and YRT ridership than currently projected.

3.2 Land Use and Built Form

The Newmarket GO station mobility hub includes over 200 individual properties. The majority of the land is under private ownership, but York Region, the Town of Newmarket and the LSRCA do have a number of important landholdings.

The Davis Drive and Main Street corridors contain a mix of retail, commercial, office, institutional and community uses. The remainder of the mobility hub is primarily comprised of low-density residential uses, parkland and open space. The Newmarket GO station mobility hub is currently home to an estimated 5,000 residents and jobs (combined), which is less than typically found in most mobility hubs. There are, however, several important community anchors located just beyond the mobility hub, such as the SRHC district, the core of the historic Downtown and the Newmarket Urban Growth Centre located at Yonge Street and Davis Drive. Various development projects are underway within these areas.

With the exception of the Davis Drive streetscape and infrastructure improvements, little change or development has taken place within the Newmarket GO station mobility hub in recent years. More intense land use is desirable, but as detailed in section 2 of this report, much of the land within close proximity to the GO station is constrained by the floodplain of the East Holland River. Some non-residential development may be feasible on these lands, but over the next few decades a limited amount of new office and retail/commercial space is expected to be built within the mobility hub. The municipality forecasts that between 2014 and 2031 less than 250,000 square metre of population - related and major office employment space will be built within the Town as a whole. Other areas of the mobility hub are largely developed and contain stable residential and non-residential uses. Dozens of properties contain heritage buildings.

As previously illustrated in Figure 3, for the purpose of this mobility hub study, a Primary Zone was established that includes land adjacent to or within close proximity of the rail corridor. The study focused on these lands as they present opportunities to accommodate new or expanded GO station facilities and some transit-supportive development.

The Davis Drive and Main Street corridors contain a mix of uses, but the remainder of the Newmarket GO station mobility hub is primarily residential or parkland/openspace.



Commercial / Office on Davis Dr



Detached Housing



Multi-unit Housing

Primary Zone

The following land uses and built form conditions exist within the Primary Zone:

- The Tannery Mall, a locally listed heritage building with a clock tower feature (former Davis Leather Company Factory). The two-storey mixed-use commercial building is home to a range of office, service and retail uses including the Newmarket GO station ticket booth. At the time of this study, a number of units within the Tannery Mall were vacant and for lease. The site includes a large surface pay parking lot that caters to employees and users of the Tannery Mall, as well as the SRHC;
- GO station commuter parking lot owned by the Town of Newmarket;
- Small, two-storey industrial/commercial building (vacant at the time of the study) and overflow parking for Tannery Mall;
- Former Union Hotel, a locally listed two-storey heritage building owned by York Region;
- Two small home improvement stores: Home Klien Horsman and Greenridge Landscaping Depot;
- The Newmarket Chamber of Commerce, which is a provincially designated building (former Newmarket rail station) owned by the Town of Newmarket;
- Four residential lots with one or two-storey houses;
- Two storey commercial / retail plaza; and,
- Vacant land.

Most of the buildings within the Primary Zone are located within 30 metres of the rail tracks, where new occupied or active uses are typically not permitted for safety reasons, unless a crash wall is constructed.

Remainder of the Mobility Hub

The remainder of the mobility hub lands are within approximately 250 to 700 metres, or a 2.5 to 5 minute walk, of the GO station. As shown in Figure 5, a large portion of this area is comprised of low-density residential, parkland and natural open space. The existing office, commercial/retail, institutional and community uses are largely concentrated along Davis Drive and Main Street. Along these corridors building heights range from 1 to 5 storeys and the streetscape is largely dominated by large surface parking lots. One new development, a 5-storey office building on the south side of Davis Drive, is underway.



Tannery Mall



Former Union Hotel



Detached Housing



Vacant Land



Commercial / Retail

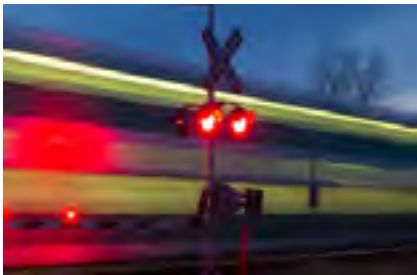
3.3 Summary of Strengths, Weaknesses, Opportunities and Threats within the Mobility Hub

A summary of the strengths, weaknesses, opportunities and threats (SWOT) within the Newmarket GO station mobility hub is provided in **Table 1**. Examples of opportunities to address the existing weaknesses are illustrated in **Figure 8**.

Table 1. Summary of Strengths, Weaknesses, Opportunities and Threats

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Recent and planned transit investment (i.e. Viva Rapidway and GO expansion) • Nokiidaa and Tom Taylor Trails • Recent Davis Drive streetscape improvements • Key anchors and area draws (e. g. SRHC, Nokiidaa Trail and Downtown Newmarket) • Strong neighbourhood character • Natural and built heritage resources • Current/up-to-date municipal and regional planning framework • Multi-government, multi-agency commitment to improving mobility and achieving appropriate TOD • Downtown Historic CIP and development incentives • Relatively low number of major landowners 	<ul style="list-style-type: none"> • Limited GO station facilities and amenities • Low transit ridership • Setback of GO station building from Davis Drive • Distance between the GO station and the vivastations and YRT bus stops • No dedicated on-road bike lanes • Auto-oriented environment • Limited east-west and north-south connections • Site access constraints • Low existing population and employment density and minimal growth forecasted • Existing vacancies • Legal non-conforming land uses and activities • Some unattractive streetscape and building conditions, including hydro poles and wires
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Improved GO station facilities and amenities • Improved integration between transit modes • Introduction of bike lanes on Main Street • Improved trail and pedestrian connections • Finer grain of streets and blocks • Large, vacant or underutilized lands that have the potential to accommodate TOD • Reduction of impermeable paved surfaces • Plans to bury the overhead hydro wires • Mix of public and private land ownership - opportunities for Metrolinx, York Region, the Town of Newmarket and the LSRCA to act as leaders and champions for change • Creating a sense of place and arrival to the mobility hub (e.g. gateway features) • Inspiration for placemaking (e.g. Davis Leather Tannery) 	<ul style="list-style-type: none"> • Continued low transit ridership compared to other mobility hubs • Unsafe cycling conditions on Davis Drive • Significant physical, environmental and financial challenges to building new east-west connections • Floodplain of the East Holland River • Limited demand for non-residential development • Unknown timing or feasibility of redevelopment • Multiple stakeholders and varying interests and properties

STRENGTHS



Recent and Planned Transit Investments



Strong Neighbourhood Character



Municipal Planning Tools

EXISTING WEAKNESSES



Open Unsecured Bike Parking

OPPORTUNITIES



Covered Bike Parking



Secure Bike Bench



Lack of Cycling Amenities



Dedicated Bicycle Crossings



Bike Lanes



Large Paved Underutilized Lands



Transit -Oriented Development



Improved Landscaping of Street Edges

THREATS



Potential Flooding - East Holland River



Market Demand



Low Transit Ridership

Figure 8. Examples of Existing Strengths, Weaknesses, Opportunities and Threats within the Mobility Hub

4. Transforming the Newmarket GO Station Mobility Hub

Over the past few years, the Newmarket GO station mobility hub has benefited from a significant amount of public investment, but many elements of a successful mobility hub are not currently being realized. With the introduction of two-way rail service, improvements to the GO station and the surrounding public realm, and the application of planning tools and development incentives, the area will be better positioned to fulfill its role as a designated mobility hub.

As part of the GO expansion program, the long-term role and function of the Newmarket GO station within the broader GO rail network was confirmed. Drawing from the findings of the SWOT analysis and input from key stakeholders and the local community, a vision statement and set of guiding principles were prepared for the mobility hub. Through an iterative design process, a concept plan was created that details a phased approach for undertaking improvements to the mobility hub.

As part of this study, opportunities to accommodate new transit-supportive development were also explored within the context of the floodplain and other existing physical conditions and policy restrictions. A TOD demonstration plan was prepared to illustrate how the mobility hub may evolve and intensify over time, subject to further floodplain analysis and approvals, and how new development could be integrated with the GO station.

The Newmarket GO station mobility hub concept plan and TOD demonstration plan are innovative and aspirational, yet recognize the unique conditions and challenges within area. The full transformation of the Newmarket GO station mobility hub will occur incrementally over many years. It will require multiple levels of government and public agencies, landowners, developers and the community to work together, along with flexibility and forward thinking.

4.1 Vision

The vision for the Newmarket GO station mobility hub is a vibrant and attractive pedestrian-friendly area where people living, working and visiting can enjoy:

- Seamless integration between new and improved multiple modes of transit;
- An intensified mix of uses and activities that are sensitive to, and embrace, the natural and historic character of the area; and,
- An engaging and animated public realm that provides a strong sense of place (see **Figure 9**).

The Newmarket GO station mobility hub has benefited from a significant amount of public investment but many elements of a successful mobility hub are not currently being realized.



Opportunities to provide additional seating

The mobility hub concept plans are innovative and aspirational, yet recognize the unique conditions and challenges within area.

The full transformation of the Newmarket GO station mobility hub will occur incrementally over many years.



Inviting Public Realm



Active and Animated Streetscape



Pedestrian Friendly Environment



Accessible Community Anchors



New Employment Opportunities



Frequent and Reliable Rapid Transit



Safe Active Transportation Routes



Neighbourhood Character



Design Excellence Flexible Open Spaces



Services & Amenities Integrated Transit



Multimodal Transportation Options



Trip Planning Technology



Clear Signage and Wayfinding



Preservation of Heritage Buildings



Protection of the East Holland River



Appropriate Intensification



Respect for Existing Low Density Areas

Figure 9. Illustrative Vision for the Newmarket GO Station Mobility Hub

4.2 Guiding Principles

Future development within the Newmarket GO station mobility hub will be guided by the following ten area-specific principles. Together, they will help achieve Metrolinx's three broad objectives for mobility hubs: Seamless Mobility, Placemaking and Successful Implementation.

Seamless Mobility

1. Safe and Efficient Mobility:

Accommodate all forms of transportation, including automobiles, with priority given to pedestrians, cyclists and public transit.

2. Strong Physical and Visual Connections:

Facilitate first and last mile transportation by providing safe and direct access to the GO station for all modes of transportation and for all people, regardless of age or ability. Clear signage and wayfinding systems will help connect the GO station, local transit routes and key destinations within the community. Transit facilities should be integrated with, and not isolated from, the surrounding neighbourhood.

3. Pedestrian Friendly Environment:

Provide engaging and comfortable streets, paths and open spaces through high-quality street furniture, other design elements and at-grade building animation to improve the desirability of walking.

Placemaking

4. Culture and Heritage:

Respect and enhance existing natural heritage and sensitive environmental features, cultural landscapes and historic buildings, which contribute to a sense of place, community character and overall well-being.

5. Intensification at an Appropriate Scale:

Promote compact built form to achieve a critical mass to support transit and efficient use of land, ensuring appropriate transitions and minimized adverse impacts on adjacent residential neighbourhoods. New development should generally be located outside of the floodplain of the East Holland River.

6. Mix of Land Uses and Activities:

Encourage a range of housing types, employment opportunities, services and amenities to reduce automobile reliance and strengthen the mobility hub's role as a destination area. Transit users will benefit from a mix of uses that allow for trip chaining (i.e. services they can use on the way to and to from the GO station such as daycare and grocery stores). For health, safety and environmental reasons, new development and intensification should be focused outside of the floodplain.

Ten area-specific principles were created to help guide future planning and development within the Newmarket GO station mobility hub area.

Safe and efficient movement for all forms of transportation is critical within a mobility hub. Priority should be given to pedestrians, cyclists and transit users with the provision of comfortable streets and paths, signage and at-grade amenities.



Intensification within the mobility hub with a range of uses and activities is desirable, but new development must respect the floodplain of the East Holland River and the area's unique natural and built heritage.

7. Design Excellence:

Ensure new public and private sector development, including buildings, infrastructure, streetscapes and open spaces, are well-designed and use high-quality materials. Seek architectural variety, street-level animation and façade articulation. Surface and structured parking should be screened.

Successful Implementation

8. Sustainable Development and Services:

Plan for realistic and achievable growth and investment that recognizes the physical, market and regulatory constraints of the area using a flexible framework that can respond to changing conditions and opportunities.

9. Right-Sized and Strategic Parking:

Provide an appropriate supply of parking that meets the needs of users, but does not act as a disincentive to using transit. Encourage reduced parking and maximize opportunities for shared parking. The desirability of private structured parking may also be pursued to minimize surface parking, where feasible.

10. Partnerships and Innovation:

Seek public-private partnerships to advance new development and innovative approaches to building science, flood management, transportation technology and master planning.

There are physical, market and regulatory constraints within the mobility hub that must be recognized. A flexible and innovative approach should be taken advance new sustainable development.



4.3 Newmarket GO Station Mobility Hub Concept Plan

The design of GO Station facilities is critical to optimizing station access for all passengers and promoting transit usage. The appropriate siting, orientation and layout of station infrastructure and amenities can ensure efficient and comfortable access, limit conflict between different modes of transportation and allow for integration of transit-supportive development.

Based on the recommendations of the GO Rail Station Access Plan, the Barrie Rail Corridor Expansion Environmental Assessment (EA) and the findings of this study, a number of new or improved facilities and amenities are recommended for the Newmarket GO station mobility hub (see **Figure 10**).

As further detailed below, the implementation of the improvements is expected to be undertaken in two phases:

Phase 1 (Between 2018 and 2025):

- Improved signage and wayfinding;
- New pedestrian and cyclist connections;
- New transit plazas with seating and weather protection;
- Additional covered and secured bicycle parking;
- Dedicated PPUDO areas, barrier-free parking and Mobility Plus lay-by area;
- Potential on-street bus lay-bys on Davis Drive; and,
- Potential controlled intersection on Main Street North.

Phase 2 (Beyond 2025):

- Enlarged transit plaza;
- Additional pedestrian and cyclist facilities;
- New station building; and,
- Proposed municipal plaza.

Many of the station improvements are focused on pedestrians, cyclists and transit users. For drivers, Metrolinx is pursuing opportunities to deliver parking expansion using a range of alternative solutions that reduce the upfront capital cost associated with parking; leverage existing underused parking spaces around GO stations; and provide greater flexibility to reduce the amount of parking provided in the future. Rather than expanding GO parking at the Newmarket GO station, peer-to-peer parking options and the use of nearby pay parking will be sought as alternative parking solutions for meeting future demand. GO Transit's more substantial park and ride services will continue to be focused at the East Gwillimbury, Aurora and the future Mulock GO stations.

The provision and design of GO station facilities is critical to optimizing station access and promoting transit usage.



A number of new and improved transportation facilities and amenities are recommended for the Newmarket GO station and the larger mobility hub.

No new GO parking is proposed for the Newmarket GO station. Peer-to-peer parking options and nearby pay parking will be sought as alternative solution for meeting future demand.



Signage



Wayfinding



Passenger Pick-Up and Drop-Off (PPUDO)



Lay-By Area for Mobility Plus



Barrier-Free Parking



Covered Bike Parking



Bicycle Connections



Transit Plaza with Weather Protection and Seating



Seating and Placemaking



Placemaking and Gateway Feature



Station Building



Ticket Kiosk



Pedestrian Bridge

Figure 10. Illustrative Examples of Proposed GO Station Improvements

While the recommended PPUDOs will contribute slightly to peak hour roadway and site access congestion, the facilities have the potential to decrease demand for parking. There may be opportunities for Metrolinx and local transit providers to partner with third-party dynamic carpooling service providers to support ride-matching and shuttle service options for commuters as well.

Station Location

As part of the mobility hub study, options to relocate the GO station were explored. Bringing the station building closer to Davis Drive or Main Street could help facilitate seamless mobility and placemaking by:

- Minimizing the distance between the GO station and the existing vivastations and YRT stops;
- Reducing traffic impacts on Davis Drive; and,
- Creating a stronger street presence and active urban edge.

Alternative station locations were tested on all four corners of the mobility hub's Primary Zone. It was determined, however, that it was not technically or financially viable to relocate the existing rail tracks and platforms in order to accommodate a more southerly station location. Furthermore, certain standards and design principles set out in the GO Transit Design Requirements Manual (DRM) could not be met on the alternative southern and eastern sites, such as proximity of the PPUDO to the station entrance and optimizing barrier-free access and movement.

The locational assessment did identify benefits to expanding the Newmarket GO station so that it provides facilities and amenities on both the east and west side of the rail corridor.

Road Network

Both the Phase 1 and Phase 2 concept plans assume the existing road network given:

- The Metrolinx Board-approved System-Wide Grade Separation Analysis completed in 2015 did not identify Davis Drive as a priority for grade separation. Metrolinx will continue to work with communities to improve the safety of level crossings through the Level Crossings Community Advisory Committee and through the ongoing evaluation of level crossings; and,
- The mobility hub study concluded that a second access to the GO station, by way of an extension of Penn Avenue over the rail corridor as proposed in Schedule 4 of the Newmarket Urban Centres Secondary Plan, is not required for the GO station.

The provision of PPUDOs will have the potential to decrease demand for parking.

A locational assessment identified benefits to expanding the Newmarket GO Station so that it provides facilities and amenities on both sides of the rail corridor.

Both the Phase 1 and Phase 2 concept plans assume the existing road network including:

- **The level crossing at Davis Drive; and,**
- **A single vehicular access to the GO station of Davis Drive.**

The Town may undertake additional analysis to determine whether or not new east-west and north-south roads are required within the mobility hub to improve connectivity and to support future development. This could include further investigation of the need for and impacts of building a secondary access to the 3.5 hectares of land on which the GO station sits. These lands are owned by the municipality and the Tannery Mall and are entirely within the floodplain of the East Holland River.

Design Excellence

It is a mandate of Metrolinx to integrate design excellence into all its capital investments. Design excellence refers to the successful interplay between functionality, durability, beauty and value.

As part of its commitment to environmental protection and sustainability, low impact development (LID) strategies will be considered with the design of station buildings, pedestrian and cycling facilities, parking and lay-by areas, to mitigate the impacts of increased water runoff and stormwater pollution.

All new Metrolinx buildings are to meet a minimum of LEED Silver status, with Gold preferred (and a rationale provided where Gold cannot be achieved).

Concept Plans

Concept plans were prepared to illustrate the two-phased approach that is proposed for undertaking the recommended improvements to the Newmarket GO station mobility hub. Phase 1 focuses on providing enhanced connectivity and improved station presence within the short-term. Phase 2 illustrates the ultimate vision for the GO station to be achieved over the longer-term. Further technical analysis, including mapping and modelling of the floodplain, and design work is required to determine the final GO station layout and design for each phase.

The timing of each phase will need to be confirmed in coordination with the GO expansion program, property acquisition, funding availability and any development plans of private sector landowners within the Primary Zone of the study area. For both phases, the proposed improvements could be accommodated on other lands within the Primary Zone and reconfigured to ensure optimal integration with future TOD.

The Town may undertake additional analysis to determine whether or not new east-west and north-south roads are required within the mobility hub.

It is a mandate of Metrolinx to integrate design excellence into all its capital investments.

All new Metrolinx buildings are to meet a minimum of LEED Silver status, with Gold preferred.

Implementation of the improvements is expected to be undertaken in two phases.

Further technical analysis is required to determine the final GO station layout and design for each phase. The timing of the improvements will need to be confirmed in coordination with other planning and development efforts.

Phase 1 Mobility Hub Concept Plan (anticipated timing 2018 - 2025)

The Phase 1 improvements can take place within the existing land use context, and can be implemented in the immediate term.

The Phase 1 Concept Plan assumes the ongoing operation of the Tannery Mall, with Metrolinx continuing to lease space for a GO ticket counter, and the continued operation of the GO parking lot on the municipally-owned land.

Expansion of the Newmarket GO station is recommended in order to provide facilities and amenities on both sides of the rail corridor. New facilities on the west side of the rail corridor include a PPUDO, covered bicycle parking, transit plaza and accessible pedestrian bridge with a ticket kiosk. On the east side of the rail corridor, new facilities are proposed south of the Tannery building, including a modest PPUDO, designated barrier-free parking and Mobility Plus drop-off lay-by area, covered bicycle parking and transit plaza (see **Figure 11**).

Multi-Modal Station Access

Improved access for pedestrians, cyclists and local transit users is key to the station's success. As such, the Phase 1 Concept Plan proposes the following to improve pedestrian circulation and connectivity between the various modes of transit (including Viva, YRT and GO):

- Additional signage and wayfinding within the GO station and along Davis Drive, Main Street and the Nokiidaa trail;
- A new multi-use path on Simon Street;
- Upgraded sidewalks on Main Street North;
- A pedestrian bridge to connect the two sides of the station; and,
- New east and west transit plazas (see **Figure 12**).

In addition to facilitating pedestrian movement, the transit plazas will also help establish a sense of place and point of arrival within the mobility hub. They will provide amenities such as seating, weather protection and public art.

A number of improvements are also proposed to reduce conflicts between vehicles, pedestrians and cyclists, including:

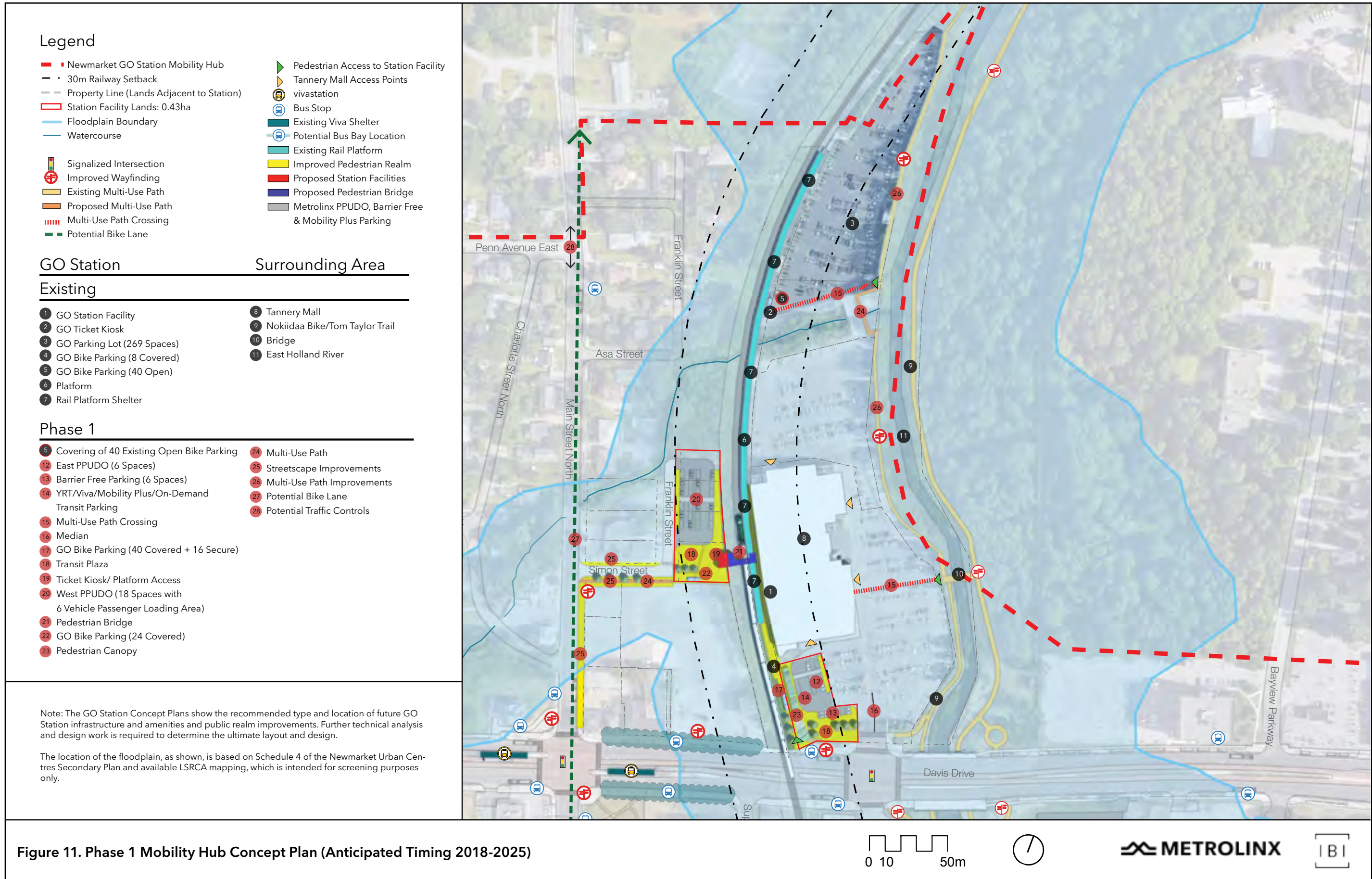
- A traffic median in the driveway entrance to the GO Station/ Tannery Mall;
- Defined pedestrian and cyclist crossings through the Tannery Mall and GO station parking lots;
- Potential bus lay-bys on Davis Drive; and,
- Potential controlled intersection on Main Street North, near Penn Avenue.

Phase 1- West

- Improved GO signage and wayfinding
- Streetscape improvements
- Multi-use path on Simon Street
- PPUDO
- Transit plaza
- Covered bike parking
- Pedestrian bridge with a ticket kiosk
- Potential controlled intersection (Main Street North)
- Potential on-street bus lay-bys

Phase 1- East

- Improved GO signage and wayfinding
- Improved pedestrian and cyclist connections
- PPUDO
- Barrier-free parking
- Mobility Plus drop-off/ lay-by space
- Linear transit plaza with a canopy for weather protection and placemaking
- Covered bicycle parking
- Driveway median



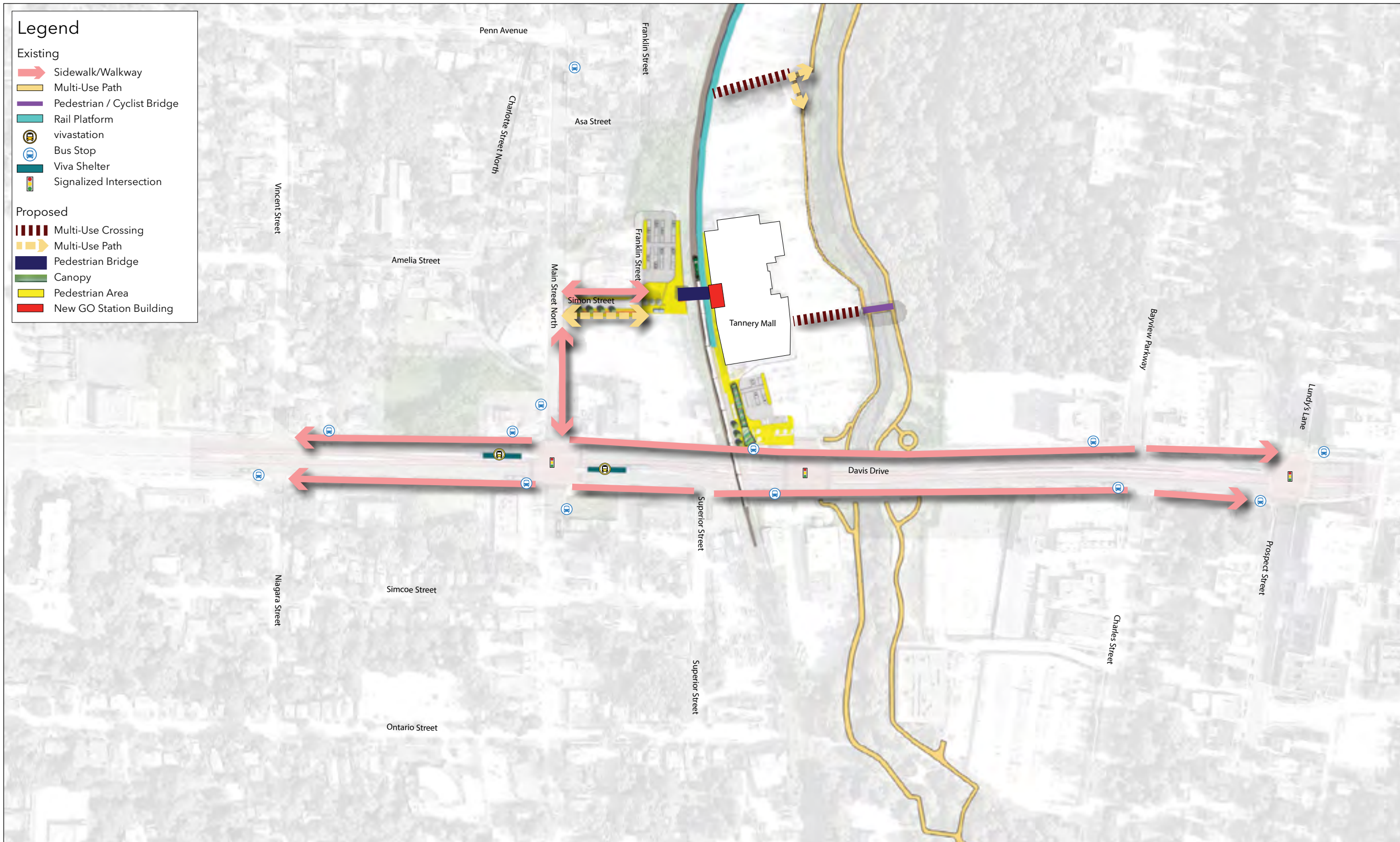


Figure 12. Pedestrian Circulation - with Proposed Phase 1 Mobility Hub Improvements



The comfort and safety of pedestrians, cyclists and drivers will be fully addressed through the provision of appropriate signage, lighting, fencing, buffers and other safety and security mechanisms.

Property Acquisition

To support the station expansion, Metrolinx will require approximately 0.43 hectares of land, as shown in the Phase 1 concept plan. These lands include:

- 0.20 hectares on the Tannery Mall site, which would result in the loss of approximately 60 non-GO parking spaces; and,
- 0.23 hectares on Franklin Street that contain four detached houses, located directly adjacent to the GO rail tracks. The concept plan proposes acquisition of these properties, which Metrolinx would consider on an as-willing seller bases. Portions of these properties have previously been identified in the Barrie Rail Corridor Expansion to accommodate a potential second rail platform in the long-term (beyond 2031).

The proposed improvements could be reconfigured and accommodated on other lands that abut the rail corridor.

Metrolinx will require approximately 0.43 hectares of land to accommodate the proposed GO station facilities as shown in the Phase 1 concept plan.

Phase 2 Mobility Hub Concept Plan (anticipated timing beyond 2025)

The Phase 2 mobility hub concept plan builds off of the investment proposed in Phase 1. It assumes the redevelopment of the Tannery Mall property and the construction of a new GO station building (see **Figure 13**).

With the Tannery Mall redevelopment, more direct access can be provided between the GO station facilities, to better meet the specifications of the GO Transit DRM. The following east side facilities that were constructed during Phase 1 will need to be reconfigured:

- PPUDO;
- Barrier-free parking;
- Mobility Plus lay-by area;
- Transit plaza; and
- Bicycling parking.

A clocktower or another form of public art is proposed within the enlarged east side transit plaza.

On the west side of the rail corridor, the Phase 2 improvements include a gateway feature at Simon Street and Main Street and a multi-use path alongside the rail corridor.

A potential second platform is shown, which may be implemented in the long-term, beyond the current GO expansion program and mobility hub planning horizon. With the addition of the second platform, the GO station lands would be fully accessible from all directions of travel.

The Phase 2 expansion of the GO station will require additional 0.37 hectares of land from the Tannery Mall. The proposed improvements could be accommodated on other lands that abut the rail corridor and reconfigured to ensure optimal integration with any future TOD.

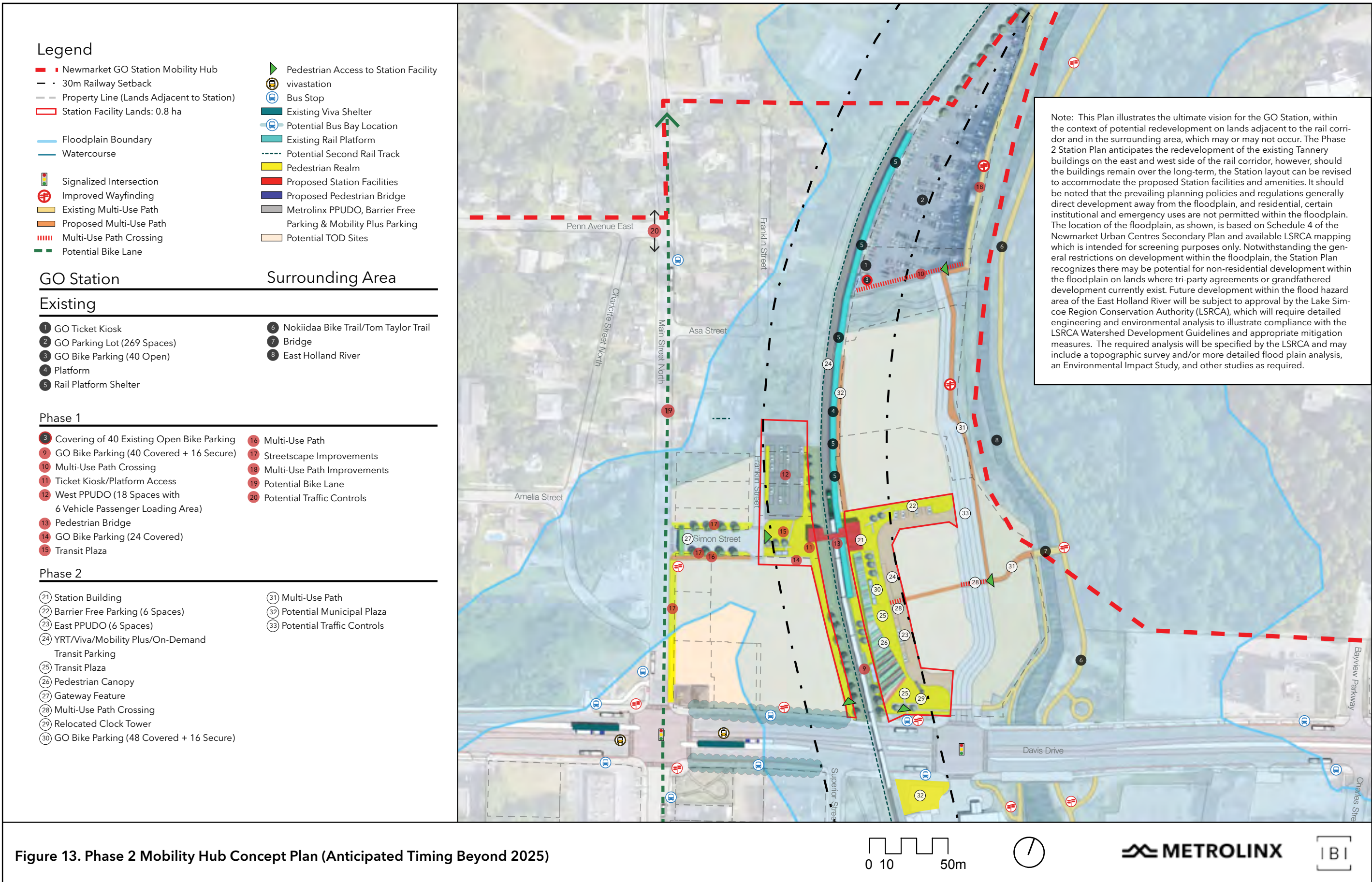
The Phase 2 Concept Plan may be revisited if Metrolinx's ongoing system-wide analysis identifies the need and opportunity to implement a grade separation at Davis Drive, which is currently a level rail crossing.

Phase 2 - East

- New station building
- Relocation of east PPUDO, barrier-free parking and Mobility Plus lay-by
- Enlarged transit plaza with a canopy
- Additional covered and secure bike parking
- Relocation of clock tower from the historic Tannery building
- Proposed municipal plaza in front of the Chamber of Commerce

Phase 2 - West

- Multi-use path connection from Davis Drive to the pedestrian bridge and ticket kiosk (and potential future second platform)
- Enhanced wayfinding through a gateway feature at the Simon Street intersection with Main Street



4.4 TOD Demonstration Plan

Mobility hubs are intended to accommodate high concentrations of housing and employment, but as detailed in section 2 of this report, the prevailing policy and regulatory framework does recognize that some mobility hubs are more appropriate than others for infill, urbanization and densification.

A TOD demonstration plan was prepared to illustrate how the Newmarket GO station mobility hub may transform over time, recognizing the area's floodplain constraints, stable low-density development and heritage attributes. Conceptual future development is shown on a select number of sites deemed by the study team to be vacant or underutilized (see **Figure 14**). The TOD demonstration plan is not intended to represent the ultimate future condition or buildout within the mobility hub. Change may also occur on smaller sites or through land assembly. Furthermore, there are many sites just beyond the boundary of the mobility hub that hold opportunity for intensification and TOD.

In order to protect public health and safety and minimize cost, risk and social disruption, provincial, regional and municipal policies generally direct development away from the floodplain. The TOD demonstration plan does assume that some lands with the floodplain may have the potential to redevelop with non-residential, non-institutional uses, subject to further topographic, hydrological and environmental analysis. All future development proposals within the mobility hub will be subject to approval by York Region, the Town of Newmarket and the LSRCA.

The TOD demonstration plan incorporates the ultimate Phase 2 GO mobility hub concept. It is expected that the implementation of the Phase 2 improvements will proceed in coordination with adjacent redevelopment opportunities at the Tannery Mall and will be subject to private negotiations and available funding. Moreover, the Phase 2 mobility hub concept plan and the TOD demonstration plan may be revisited if Metrolinx's ongoing system-wide analysis identifies the need and opportunity to implement a grade separation at Davis Drive, which is currently a level rail crossing.

A TOD demonstration plan was prepared to illustrate how the Newmarket GO station mobility hub may transform over time, recognizing the area's floodplain constraints, stable low-density development and heritage attributes.

The TOD demonstration plan is not intended to represent the ultimate future condition or buildout within the mobility hub.

All future development proposals within the mobility hub will be subject to approval by York Region, the Town of Newmarket and the LSRCA.

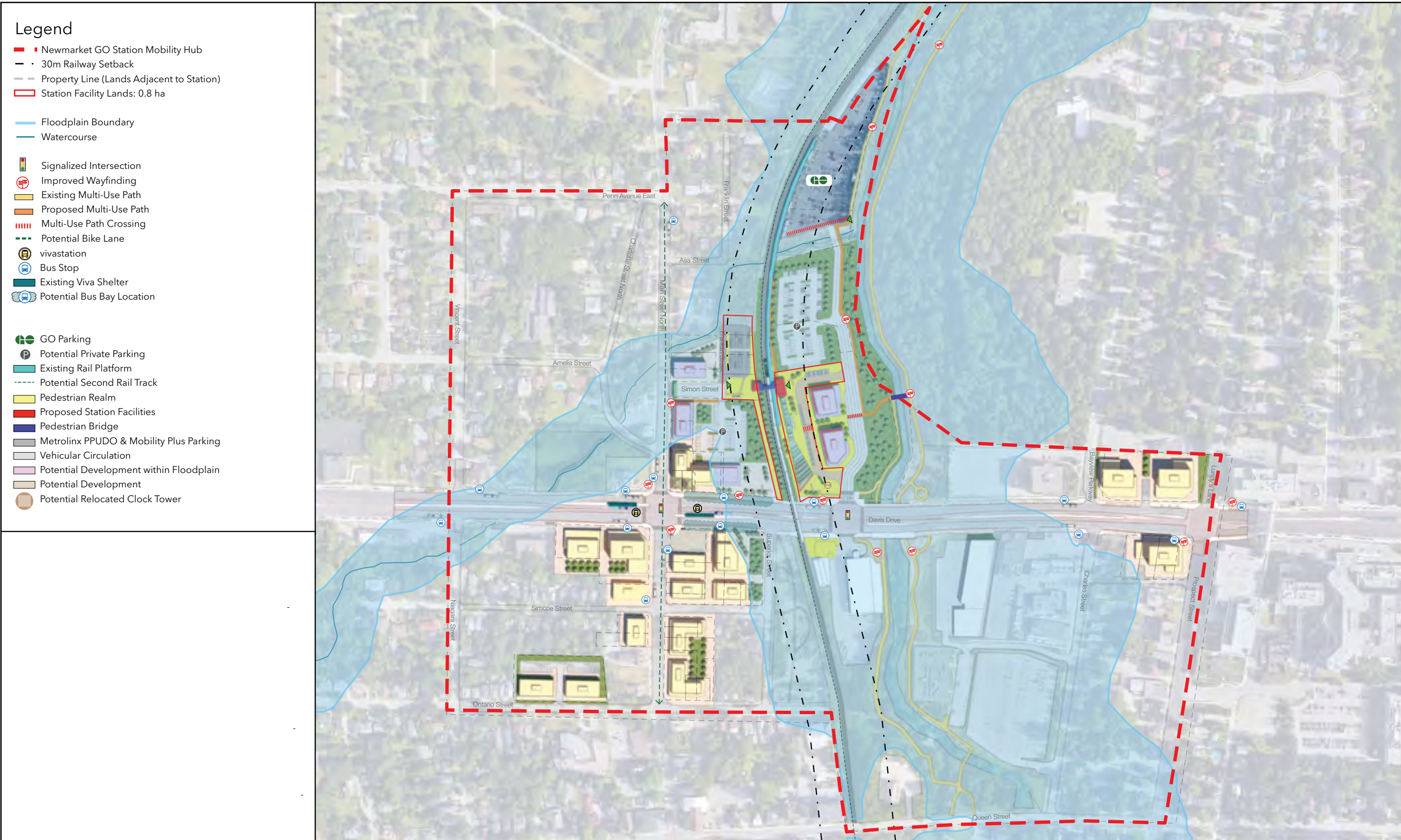
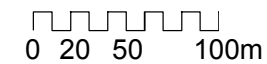


Figure 14. Transit-Oriented Development (TOD) Plan (with Ultimate Phase 2 Mobility Hub Vision)



Building Massing and Design

New development within the mobility hub should respect the existing unique character of the area and have regards to the planned urban hierarchy established by the Town of Newmarket Official Plan and the recently approved Newmarket Urban Centres Secondary Plan.

The TOD demonstration plan complies with the current height and density provisions of the Newmarket Urban Centres Secondary Plan (without bonusing). Subject to further review, the Town should consider whether or not greater heights and densities may be appropriate on certain sites within the mobility hub (such as the Tannery Mall lands), as it may help improve the feasibility of new transit-supportive development. Any amendments to the height and density permissions of the Secondary Plan would need to consider at a minimum, sun shadow, view and traffic impacts and servicing capacity.

New residential, retail, office and institutional development within the mobility hub should strive for design excellence through the use of high-quality building materials, façade articulation and sustainable and environmentally sensitive design. Where feasible, buildings along Davis Drive and Main Street should provide street-level animation, opposed to blank walls, and awnings or canopies to provide weather protection.

Placemaking

Natural open spaces, parks and plazas are key elements of a great place. The proposed GO station and municipal plazas are intended to serve transit users and evolve as destinations for socializing and public events. The Town of Newmarket, York Region and private landowners should explore opportunities to also use vacant lands, such as surface parking lots in non-peak hours, and vacant buildings for interim uses and special events (e.g. pop-up retail and services, food trucks and festivals).

New residential, retail, office and institutional development within the mobility hub should strive for design excellence through the use of high-quality building materials, façade articulation and sustainable and environmentally sensitive design.

To facilitate placemaking and activity within the mobility hub, the Town of Newmarket, York Region and private landowners should explore opportunities to use vacant lands, such as surface parking lots in non-peak hours, and vacant buildings for interim uses and special events (e.g. pop-up retail and services, food trucks and festivals).

Transportation demand management (TDM) programs and incentives play an important role in influencing modes and patterns of travel and reducing private automobile use.

Transportation Demand Management

Transportation demand management (TDM) programs and incentives play an important role in influencing modes and patterns of travel and reducing private automobile use. Key TDM initiatives already implemented or underway within the Newmarket GO mobility hub include investment in rapid transit, streetscape improvements, right-sized parking strategies, ride-sharing programs and new transportation technology. The mobility hub study has also identified opportunities to introduce a finer grain pedestrian network throughout the mobility hub (see **Figure 15**). Developers and employers should be encouraged to also implement TDM strategies, such as shared parking, accommodating car-share vehicles and flex-time work schedules.

Nonetheless, accommodating vehicles will continue to be critical to the success of a vibrant TOD district within the Newmarket GO station mobility hub. Where feasible, parking for new development should be provided within parking structures. However, below-grade parking is not permitted on lands within the floodplain, which is reflected on the TOD demonstration plan. With future redevelopment in the mobility hub, opportunities exist to introduce more sustainable, green development practices and renaturalize existing paved areas.

The TOD demonstration plan does assume the ongoing requirement for a four lane access to the redeveloped Tannery Mall site and GO parking lot. However, for this site and others, the width and configuration of driveway or roadway access should be confirmed through the site plan approval processes. Moreover, a complete streets approach should form the basis for all roadway design.

Transportation demand management (TDM) programs and incentives will play an important role in influencing modes and patterns of travel and reducing private automobile use.

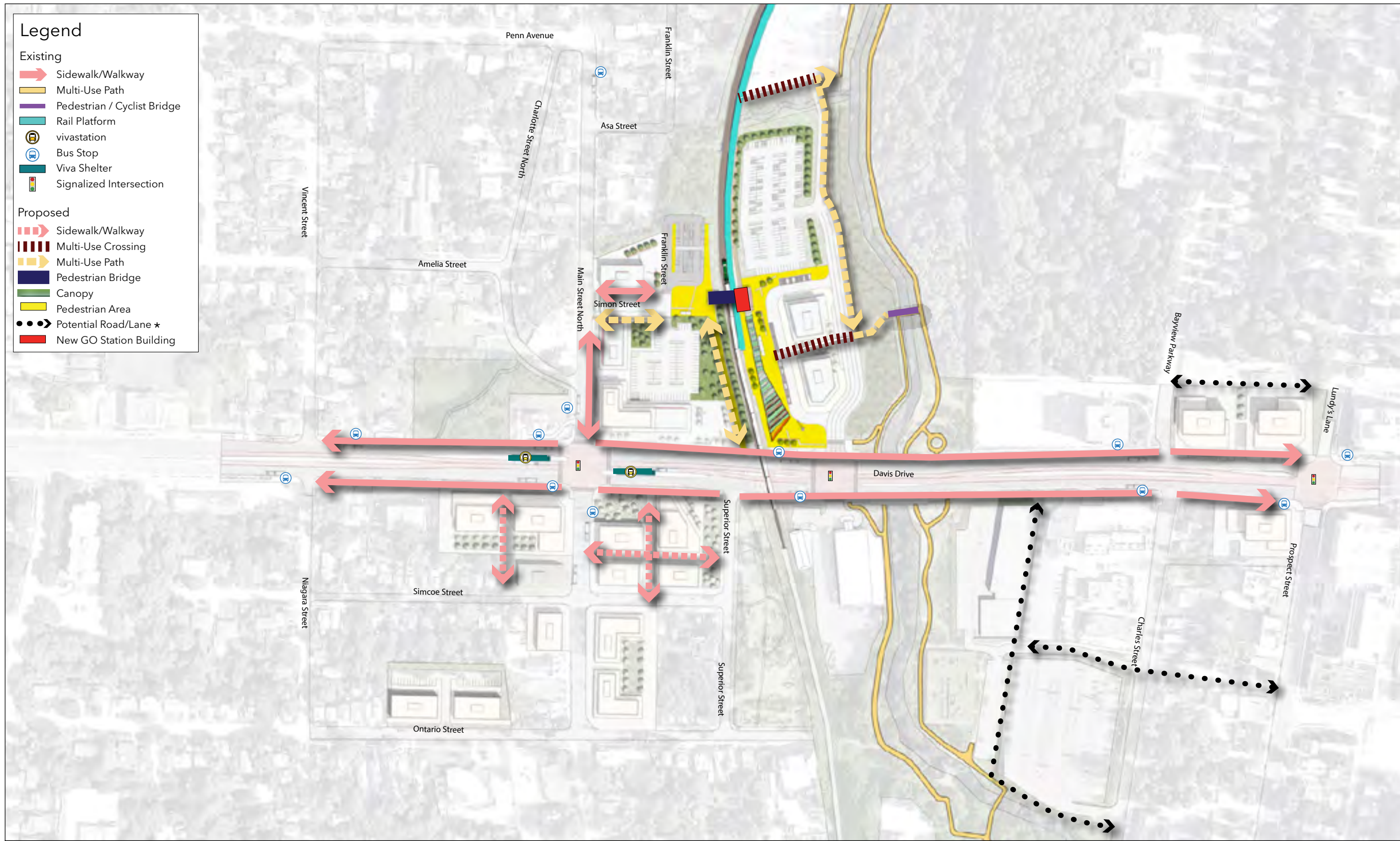


Figure 15. Pedestrian Circulation - With Proposed Phase 2 Mobility Hub Improvements and Demonstrative TOD



5. Implementation

Metrolinx, York Region, the Town of Newmarket and the LSRCA have started to lay the foundation for transformation of the Newmarket GO station mobility hub by investing in rapid transit and active transportation, undertaking streetscape and infrastructure improvements and adopting planning tools and incentives to facilitate private sector development. However, as detailed in sections 3 and 4 of this report, there are a number of opportunities to better capitalize on the strengths and opportunities within the Newmarket GO station mobility hub, to address weaknesses and to mitigate, where possible, against threats or barriers to realizing the vision for the mobility hub.

The mobility hub study recommends improvements to the GO station and the surrounding public realm. It also makes recommendations pertaining to the local transportation network and opportunities to facilitate TOD and private sector investment.

Some of the recommendations of this study can be classified as relatively 'quick' or 'easy wins' and be implemented within the next few years. Other improvements or actions are expected to be undertaken over the medium to long-term, and will be subject to funding, market conditions, and overall development feasibility. The full transformation of the Newmarket GO station mobility hub will occur incrementally over many years. All phases should continue to explore:

- Innovative approaches to address the physical, environmental and financial challenges and constraints;
- Opportunities for joint development and partnerships between the public sectors, the public and private sector and community groups; and,
- Ways for all levels of government and public agencies to act as champions for change and improvement and lead by example.

As detailed below, Metrolinx will be responsible for implementing the proposed improvements to the GO station facilities. Other public realm improvements are intended to be led by York Region and/or the Town of Newmarket, either alone or in partnership between government agencies or with the private sector. Input from the LSRCA will be sought on improvements within the floodplain. Wherever possible, the Town is encouraged to negotiate for the delivery of mobility hub components through development agreements. Where appropriate, opportunities may be identified for Metrolinx to contribute to off-site public realm improvements that facilitate active transportation connections to the GO station. Such improvements will be negotiated by the relevant partners on a case-by-case basis.

This mobility hub study recommends improvements to the GO station and the surrounding public realm. It also makes recommendations pertaining to the local transportation network and opportunities to facilitate TOD and private sector investment.

Some of the study recommendations may be implemented in the short-term. Other improvements or actions will be undertaken over the medium to long-term.

The full transformation of the Newmarket GO station mobility hub study will occur incrementally over many years.

The following sections detail the key actions to be undertaken by Metrolinx, York Region, the Town of Newmarket and the LSRCA in order to further plan for and implement the proposed mobility hub improvements.

5.1 Short-Term (2018 - 2025)

Key Actions for Metrolinx are to:

1. Secure necessary lands for the GO station facilities and amenities;
2. Undertake additional technical analysis and design work to finalize the details of the Phase 1 improvements;
3. Complete further assessment of flood risk management and sustainable development options. In accordance with Goal 1 of the Metrolinx Sustainability Strategy (2015-2020), which is to 'become climate resilient', Metrolinx will be undertaking a study in 2018 to assess flood risks to its assets and to identify mitigation strategies. This study may include an assessment of the proposed GO station improvements;
4. Confirm whether an EA will be required for the proposed pedestrian bridge or any other elements of the GO station improvements; and,
5. Proceed with procurement of the Phase 1 GO station facility work under the GO Expansion Alternate Financing and Procurement (AFP) program, with delivery by 2025. This includes construction of improved signage and wayfinding, new east and west PPUDOs, barrier-free parking, Mobility Plus lay-by spaces, a pedestrian bridge over the rail corridor (with a ticket kiosk), east and west transit plazas, bicycle parking and other on-site pedestrian and cyclist improvements.

Key Actions for York Region are to:

1. Identify opportunities for relocating, integrating or restoring the two regionally-owned listed heritage buildings on Davis Drive (former Union Hotel) in order to facilitate TOD;
2. Confirm the feasibility of providing on-street bus bays on Davis Drive for YRT bus routes 50 and 55;
3. Evaluate the potential to provide increased bus service for routes that serve concentrations of GO passengers (e.g. Main Street, Bayview Avenue, Eagle Street and Gorham Street corridors) and neighbourhoods east of Leslie Street;
4. Collaborate with the Town of Newmarket on Town-led analysis of opportunities to improve the local road network (e.g. north/south and east/west capacity and collector roads).
5. Work with the Town of Newmarket and the LSRCA, where appropriate, to undertake enhancements to lighting, signage and wayfinding along the Nokiidda bike trail.

Key Actions for the Town of Newmarket are to:

1. Work with the LSRCA to initiate a topographic survey and floodplain analysis to clearly define the limits of the floodplain, and investigate ways to mitigate flooding in order facilitate TOD;
2. Confirm permissions for listed heritage properties and assist landowners with the completion of Heritage Impact Statements;
3. Undertake enhancements to cycling infrastructure along Main Street and other local roads (e.g. Huron Heights Drive and London Road);
4. Continue to explore other opportunities for improved pedestrian and cyclist connections within the mobility hub area;
5. Explore opportunities for partnership funding on streetscape/ cycling facilities with York Region;
6. Complete further analysis to address broader north/south and east/west capacity and collector network improvement opportunities in close collaboration with York Region;
7. Undertake planning and design work for the proposed plaza adjacent to the historic former train station;
8. Complete the Urban Centres Zoning By-law, ensuring it reflects and facilitates the type of uses and built form recommended by the Secondary Plan and mobility hub study. Specifically:
 - Ensure pop-up and mobile businesses are permitted within vacant buildings and lots; and,
 - Limit design or land use requirements that could sterilizing the lands given current market conditions and development economics (e.g. mandating below-grade parking, certain at-grade uses, green roofs, etc.).
9. Undertake a review of the height and density permissions for lands within proximity to the GO station, particularly the Tannery Mall site, to determine if increases in height and density is appropriate to facilitate TOD; and,
10. Amend the Newmarket Urban Centres Secondary Plan to implement recommendations of the mobility hub study (see **Table 2**).

Table 2. Proposed Amendments to the Town of Newmarket Official Plan and the Newmarket Urban Centres Secondary Plan

Section	Town of Newmarket Official Plan
Schedule F: Community Improvement Policy Area Plan	<ul style="list-style-type: none"> • Revise to encompass the entire Newmarket GO station mobility hub area - or at least the Urban Centres lands north of Davis Drive, along Main Street.
Schedule D: On-Street Bike Lane Plan	<ul style="list-style-type: none"> • Remove future bike lanes shown on Davis Drive.
Section	Newmarket Urban Centres Secondary Plan
Schedule 3: Land Use Schedule 4: Height and Density Schedule 5: Street Network Schedule 6: Parks, Open Space & Natural Heritage	<ul style="list-style-type: none"> • Replace the conceptual mobility hub station study area (i.e. black dotted circle) with the Newmarket GO station mobility hub boundary, as defined in Figure 3 of this report. • Replace the 'Planned VIVA Rapidway station' (i.e. blue circles) with the 'vivastations', shown in their existing locations. • Delete the 'Future Local Road' extension of Penn Avenue and the Potential 'Future Bridge' over the rail corridor. • Revise local road pattern to: <ul style="list-style-type: none"> - Delete portion of Franklin Street which does not exist (i.e. Town-owned woodlot); and, - Delete the Tannery driveway, unless the Town intends for a future road to be built (then it should be noted as 'Future Local Road' on Schedule 5).
Schedule 5: Street Network	<ul style="list-style-type: none"> • Add 'Potential Future Assessment for Signal' icon to Main Street North (near Penn Avenue).
Section 2.2. Growth Plan for the Greater Golden Horseshoe	<ul style="list-style-type: none"> • Add sentence to the second paragraph of Section 2.2 to acknowledge that lower densities are acceptable at the Newmarket GO station given the physical constraints: <i>Section 2.2.4.4 a.i of the Growth Plan does recognize that higher densities may not be possible in all Major Transit Station Areas and other strategic growth areas and that development is prohibited by provincial policy or severely restricted on a significant portion of the lands within the delineated area.</i>
Section 2.3 Metrolinx Regional Transportation Plan (RTP) (November 2008)	<ul style="list-style-type: none"> • Add sentence to end of Section 2.3 to acknowledge that lower densities are acceptable at the Newmarket GO station given the physical constraints: <i>Metrolinx does recognize that mobility hubs vary in terms of size, type and function and not all mobility hubs will be able to achieve these density targets.</i>
Policy 9.3.3 Newmarket GO Rail Mobility Hub Station Area	<ul style="list-style-type: none"> • Remove / revise points ii and iii to acknowledge that the mobility hub study has been completed.
Policy 8.3.7(north/south and east/west road network study)	<ul style="list-style-type: none"> • Remove reference that study may be conducted in parallel with the mobility hub station area plan. The policy of the Newmarket GO station mobility hub study could reference that future transportation studies may draw from the findings and recommendations.
Policy 6.4.5 Density Transfer	<ul style="list-style-type: none"> • Revise policy to allow density transfers between abutting or proximate properties that have different density designations, to allow transfers from lower-density sites to higher-density sites.

5.2 Longer-Term (Beyond 2025)

Key Actions for Metrolinx are to:

1. Proceed with the Phase 2 improvements in coordination with adjacent redevelopment opportunities at the Tannery Mall, subject to private negotiations and available funding and Metrolinx's ongoing grade separation analysis. This includes the new western multi-use path and reconfigured eastern PPUDO (with barrier-free parking and Mobility Plus lay-by area), an enlarged transit plaza with additional bike parking and a new GO station building. As part of this effort Metrolinx will:
 - a. Secure necessary lands for the GO station facilities and amenities; and,
 - b. Undertake additional technical analysis and design work to finalize the details of the Phase 2 improvements.

Key Actions for the Town of Newmarket are to:

1. If no longer required by Metrolinx or other users, repurpose or renaturalize part or all of the 0.8 hectare paved GO customer parking lot.



Glossary



GLOSSARY

Active Transportation: Non-motorized travel including walking, cycling, roller-blading and movements with mobility devices [Metrolinx mobility hub guidelines for the Greater Toronto and Hamilton Area, 2011]

Anchor Hub: Major transit station areas and the surrounding area in urban growth centres as well as Pearson Airport and Union Station due to their roles as the GTHA's primary international gateways [The Big Move: Transforming Transportation in the Greater Toronto and Hamilton Area, 2008]

Build-out: The time in the future when the subject area of land is fully developed in accordance with the vision, objectives and policies of this Plan [Newmarket Urban Centres Secondary Plan, 2016]

Complete Community: Complete communities meet people's needs for daily living throughout an entire lifetime by providing convenient access to an appropriate mix of jobs, local services, a full range of housing, and community infrastructure including affordable housing, schools, recreation and open space for their residents. Convenient access to public transportation and options for safe, non-motorized travel is also provided [Newmarket Urban Centres Secondary Plan, 2016]

Gateway Hub: Key nodes in the regional transportation system located where two or more current or planned regional rapid transit lines intersect and where there is expected to be a significant passenger activity [The Big Move: Transforming Transportation in the Greater Toronto and Hamilton Area, 2008]

Flooding Hazard: Means the inundation, under the conditions specified below, of areas adjacent to a shoreline or a river or stream system and not ordinarily covered by water:

(a) along the shorelines of the Great Lakes-St. Lawrence River System and large inland lakes, the flooding hazard limit is based on the one hundred year flood level plus an allowance for wave uprush and other water related hazards;

(b) along river, stream and small inland lakes, the flooding hazard limit is the greater of:

1. the flood resulting from the rainfall actually experienced during a major storm such as the Hurricane Hazel storm (1954) or the Timmins storm (1961), transposed over a specific watershed and combined with the local conditions, where evidence suggests that the storm event could have potentially occurred over watersheds in the general area;

2. the one hundred year flood;
3. a flood which is greater than 1) or 2) which was actually experienced in a particular watershed or portion thereof as a result of ice jams and which has been approved as the standard for that specific area by the Minister of Natural Resources;

except where the use of the one hundred year flood or the actually experienced event has been approved by the Minister of Natural Resources as the specific watershed (where the past history of flooding supports the lowering of the standard [Provincial Policy Statement, 2014])

Floodplain: For river, stream and small inland lake systems, means the area, usually low lands adjoining a watercourse, which has been or may be subject to flooding hazards [Provincial Policy Statement, 2014]

Floodway: For rivers and streams, means the portion of the floodplain where development and site alteration would cause a danger to public health and safety or property damage as determined by the Lake Simcoe Region Conservation Authority [Town of Newmarket Urban Centres Secondary Plan, 2016]

Floor Space Index (FSI): A measure of the ratio of a building's *gross floor area* to the land area upon which it is built [Town of Newmarket Urban Centres Secondary Plan, 2016]

Greater Toronto and Hamilton Area (GTHA): The metropolitan region encompassing the City of Toronto, the four surrounding Regional Municipalities (Durham, Halton, Peel and York) and the City of Hamilton. [Source: Metrolinx, The Big Move, 2008]

Gross Floor Area (GFA): The area of a building as defined by the Town of Newmarket Development Charges By-law [Town of Newmarket Urban Centres Secondary Plan, 2016]

Hazardous Land: Means property or lands that could be unsafe for development due to naturally occurring processes. Along the shorelines of large inland lakes, this means the land, including that covered by water, between a defined offshore distance or depth and the furthest landward limit of the flooding hazard, erosion hazard or dynamic beach hazard limits. Along river, stream and small inland lakes systems, this means the land, including that covered by water, to the furthest landward limit of the flooding hazard or erosion hazard limits [Provincial Policy Statement, 2014]

Heritage Impact Statement/Heritage Impact Assessment:

Means a statement that will identify all heritage resources of a property; describe and evaluate their heritage significance; and, evaluate their sensitivity to a proposed development, use or reuse, including, where possible, measures to mitigate deleterious consequences [IBI Group]

Infill: The term used for new development within existing communities on previously underutilized sites, typically at a higher density [Metrolinx Mobility Hub Guidelines, 2014]

Intensification: Means the development of a property, site or area at a higher density than currently exists through,

- (a) Redevelopment, including the reuse of brownfield sites;
- (b) The development of vacant and/or underutilized lots within previously developed areas;
- (c) Infill development;
- (d) The expansion or conversion of existing buildings [Provincial Policy Statement, 2014]

Intermodal Transit Hub: Stations or centres where different transit modes come together and allow for easy transfers from one mode to another. They can also facilitate transfers at different scales: local, regional and intercity [Metrolinx, Mobility Hub Guidelines, 2014]

Low Impact Development (LID): A stormwater management strategy that seeks to mitigate the impacts of increased runoff and stormwater pollution by managing runoff as close to its source as possible. LID comprises a set of site design strategies that minimize runoff and distributed, small scale structural practices that mimic natural or predevelopment hydrology through the processes of infiltration, evapotranspiration, harvesting, filtration and detention of stormwater. These practices can effectively remove nutrients, pathogens and metals from runoff, and they reduce the volume and intensity of stormwater flows [Town of Newmarket, Newmarket Urban Centres Secondary Plan, 2016]

Major Transit Station Areas: The area including and around any existing or planned higher-order transit station within a settlement area, or the area including and around a major bus depot in an urban core. Station areas generally are defined as the area within an approximate 500 metre radius of a transit station, representing about a 10-minute walk [Growth Plan for the Greater Golden Horseshoe, 2017]

Mobility Hub: Major transit station areas, as defined in the Growth Plan for the Greater Golden Horseshoe, that are particularly significant given the level of transit service that is planned for them and the development potential around them. They are places of

connectivity between regional rapid transit services, and also places where different modes of transportation, from walking to high-speed rail, come together seamlessly. They have, or are planned to have an attractive, intensive concentration of employment, living, shopping and enjoyment around a major transit station. The primary major transit station area associated with an urban growth centre are also identified as mobility hubs, as are Pearson Airport and Union Station due to their roles as the GTHA's primary international gateways [Metrolinx, The Big Move, 2008]

Modal Split: The proportion of total person trips using each of the various different modes of transportation. The proportion using any one mode is its modal split [Metrolinx, The Big Move, 2008]

Multi-modal Streets: Multi-modal streets provide for and balance the needs of different travel modes: pedestrians, cyclists, transit riders, motorists and others. Transportation choice is increased when safe and appealing options for getting from place to place are provided - options to walk and bike provide opportunities for increased community health and reductions in air and noise pollution. Multi-modal streets are part of a network of streets, bicycle paths and walkways with plenty of high quality pedestrian amenities [Metrolinx, Mobility Hub Guidelines, 2014]

Pedestrian Mews: A short, pedestrian-only laneway [Newmarket Urban Centres Secondary Plan, 2016]

Placemaking: A term that began to be used in the 1970s by architects and planners to describe the process of creating squares, plazas, parks, streets and waterfronts that will attract people because they are pleasurable or interesting [Metrolinx, Mobility Hub Guidelines, 2014]

Public Amenities: Public amenities are resources, conveniences, facilities or benefits continuously offered to the general public for their use and/or enjoyment, with or without charge (e.g. restrooms, information displays, public telephones, rain shelters, drinking fountains, etc.) [Metrolinx, Mobility Hub Guidelines, 2014]

Public Realm: Consists of public spaces such as streets, parks and sidewalks. The public realm is also a place where the community can come together through collaborative activities such as street festivals and other programmable activity [Metrolinx, Mobility Hub Guidelines, 2014]

Rapid Transit: Transit service separated partially or completely from general vehicular traffic and therefore able to maintain higher levels of speed, reliability and vehicle productivity than can be achieved by transit vehicles operating in mixed traffic [The Big Move, 2008]

Regional Express Rail (RER): High-speed trains, typically electric, serving primarily longer-distance regional trips with two-way all-day service [Metrolinx, The Big Move, 2008]

Right-of-Way (ROW): Land that is reserved, usually through legal designation, for transportation and/or utility purposes, such as for a trail, hydro corridor, rail line, street or highway. A right of-way is often reserved for the maintenance or expansion of existing services. [Metrolinx, Mobility Hub Guidelines, 2014]

Sense of Place: Often used in relation to characteristics that make a place special or unique, as well as to those that foster a sense of authentic human attachment and belonging [Metrolinx, Mobility Hub Guidelines, 2014]

Streetscapes: The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character [Metrolinx, Mobility Hub Guidelines, 2014]

Transportation Demand Management (TDM): A program of incentives which influence whether, when, where and how people travel, and encourage them to make more efficient use of the transportation system, in particular transit and active transportation [Town of Newmarket, Newmarket Urban Centres Secondary Plan, 2016]

Transit-Oriented Developments (TOD): Transit-oriented developments (TOD) are 'urban villages' where all residents are within a 5-10 minute walk of quick, efficient public transit and can 'live, work, play, shop and learn' in a pedestrian-friendly environment - without the need of a car. TOD is a planning approach that calls for high-density, Mixed Use business/residential neighbourhood centers to be clustered around transit stations and corridors. TOD is considered a "smart growth" strategy, because it addresses the issue of where growth should occur from a sustainability perspective and it coordinates land use and transportation such that both land and infrastructure are used efficiently. As its name implies, TOD is designed to be served by transit rather than or in addition to the automobile. Networks of streets and multi-use paths are also created to provide a walkable and bikeable environment that is conducive to living, working, and shopping in the same area. TOD is focused within a 800m radius of transit stops, with the highest intensity and mix of land uses concentrated within 400 m or adjacent to the station. Land use intensities and densities decrease away from the core area, with transitions included in development plans to ensure compatibility with existing neighbourhoods [Metrolinx, Mobility Hub Guidelines, 2014]

Wayfinding: The means in which people orient themselves in physical space and navigate from place to place. Can include the physical design of spaces and assistive features, such as signage [Metrolinx, Mobility Hub Guidelines, 2014]



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Appendix A Summary of Community Consultation



Summary of Public Consultation Undertaken for the Newmarket GO Station Mobility Hub Study

Public Open House #1

The first public open house for the Newmarket GO station mobility hub study was held on May 18, 2017, between 6:30 and 8:30 pm, at the Senior's Meeting Place in Newmarket. The Town of Newmarket sent notices by mail to all properties located within approximately 400 metres of the Newmarket GO station and the event was advertised on the Town's website.

The purpose of the meeting was to:

- Provide an overview of the purpose and scope of the Newmarket GO station mobility hub study;
- Present findings from the initial site and contextual analysis and preliminary station design ideas;
- Explain how to provide input to the remainder of mobility hub study; and,
- Answer questions and receive feedback.

Metrolinx and IBI Group made a 30-minute presentation, which was followed by an open question and answer period.

Before and after the presentation, the attendees had time to review a series of information boards and to speak one-on-one with members of the study team.

The attendees were also asked to respond to a series of preference boards pertaining to land use, built form and elements of a successful mobility hub, and to complete a comment sheet.

The open house was attended by over 100 people, including local residents and area businesses/employees, property owners, representatives from community groups and staff from Metrolinx, IBI Group, York Region, the Town of Newmarket and the LSRCA.

Key Messages and Themes

Many attendees expressed support for the expansion of transit and improvements to the mobility hub. The following summarizes, by themes, the questions and feedback received at the first public open house:

The first public open house for the Newmarket GO station mobility hub study was attended by over 100 people.



- GO Expansion:
 - Timing;
 - Land requirements;
 - Need for grade separation of Davis Drive;
 - Frequency of train whistles; and,
 - Need for noise walls.
- Other Transit Services and Facilities:
 - York Region Transit;
 - Future of Eagle Street Bus Terminal; and,
 - Low ridership on Viva.
- Traffic:
 - Volumes and constrained turning movements on Davis Drive and Main Street;
 - Infiltration through local streets; and,
 - Future roads identified on Schedule 5 of the Newmarket Urban Centres Secondary Plan.
- Existing Development:
 - Status of Region’s heritage buildings on Davis Drive (i.e. former Union Hotel);
 - More services and amenities; and,
 - Protection of existing residential neighbourhoods
- Flooding of the East Holland River



Visioning Session

A visioning session for the Newmarket GO station mobility hub study was held on May 29, 2017, between 6:30 and 8:30 pm, at the Senior’s Meeting Place in Newmarket. The opportunity to participate in the session was promoted at the first public open house and the Town of Newmarket helped reach out to other key stakeholders and Council. The purpose of the visioning session was to obtain feedback on two preliminary draft mobility hub options.

At the start of the session participants were given an opportunity to review a series of information boards. IBI Group then made a brief presentation that described the goals and objectives for mobility hubs, the existing conditions and constraints, opportunities for improvements and two preliminary draft mobility hub options with new GO station facilities and amenities as well as potential TOD.

After the presentation, the participants broke out into three working groups. Each group was provided with large plots of the preliminary concept plans, trace paper and markers. Over the course of an hour the groups brainstormed and provided



comments and feedback on the preliminary mobility hub options. Each of the three working groups then reported back to the larger group, summarizing their comments, concerns and suggestions.

A total of 22 people attended the visioning session. The participants included members of the local community (residents and special interest groups), IBI Group and Metrolinx staff and representation from York Region, the Town of Newmarket and the Lake Simcoe Region Conservation Authority (LSRCA).

Many of the comments and concerns raised at the first open house were reiterated at the visioning session. The following summarizes new input received:

- Requirements for land on Franklin Street and/or the Tannery site to accommodate GO expansion (e.g. potential future second platform) and future GO station improvements;
- Concerns with privacy and land value;
- Need for traffic calming on Main Street and local roads;
- Need for safe on-road bicycle lanes - as a recreational trail, Nokiidaa / Tom Taylor is not ideal for commuters;
- Need for an accessible connection over the rail tracks;
- Opposition to the extension of Franklin Street, Penn Street or Asa Street;
- Provide more services and amenities within the GO station and along Davis Drive;
- Benefits of providing PPUDO facilities on both sides of the rail corridor;
- Concerns with increased vehicular traffic on Franklin Street resulting from a PPUDO and TOD;
- Integrating YRT buses and accessible transit within the station;
- Need for weather protection (e.g. covered walkway); and,
- Options to preserve or redevelop listed heritage sites such as the Tannery and the Union Hotel.



Public Open House #2

The second public open house for the Newmarket GO station mobility hub study was held on September 28, 2017, between 6:30 and 8:30 pm, at the Senior’s Meeting Place in Newmarket. The Town of Newmarket sent notices by mail to all properties located within approximately 500 metres of the Newmarket GO station and the event was advertised on the Town’s website.

The purpose of the meeting was to:

- Provide a recap on the purpose and scope of the Newmarket GO station mobility hub study;
- Present the study findings, recommendations and Draft Concept Plans;
- Outline next steps; and,
- Answer questions and collect feedback.

Information was provided on a series of display boards, through a 30-minute presentation delivered by Metrolinx and IBI Group and through an open question and answer period. Participants were also asked to provide feedback by completing a comment sheet.

The open house was attended by approximately 50 people, including local residents and area businesses/employees, property owners, representatives from community groups and staff from Metrolinx, IBI Group, York Region, the Town of Newmarket and the LSRCA.

Most attendees expressed support for the study and proposed improvements. The following summarizes the comments received on the draft concept plans:

- Concerns with a proposed Franklin Street multi-use path;
- Concerns with an Asa Street multi-use path and second proposed bridge;
- Support for on-street bike lanes;
- Concern about the ability to provide frequent GO service without grade separation at Davis Drive;
- Disturbance associated with the frequency of train whistles;
- Need for a better integration with bus transit (i.e. bus loops, more bus routes running north south);
- Need for a controlled intersection at Simon Street and Main Street to accommodate the PPUDO traffic and pedestrian crossings; and,
- Opportunities for transit-supportive development beyond the mobility hub.

The final concept plans include revisions that reflect the comments received, where appropriate.

The second public open house for the Newmarket GO station mobility hub study was attended by approximately 50 people.

