

The New Newmarket

Growing Up

The growth blueprint

Rapid Transit

Helping to shape successful
urban revitalization

Going Up?

Urban professionals help drive
vertical development

Rebranding the Town

An authentic brand for
a new Newmarket

08



CONGRATULATIONS NEWMARKET!

Newmarket's community reports have received recognition for the last two consecutive years from the Economic Developers Council of Ontario, placing first and second respectively in the publications category. These awards acknowledge innovative and creative approaches to telling engaging business stories that will prompt continued or new investment.



Profiling an emerging urban centre

Transformation. Bold changes. The new urbanism. However you choose to describe it, Newmarket is growing to be great and is poised for a new era of growth. In the next 20 years, traditional horizontal development will be replaced with intensification and vertical development. But the growth plan for Newmarket will bring about much more than condominiums and office buildings along key corridors in town – it will transform the community into an urban centre.

This report focuses on the ‘new’ Newmarket – the Newmarket of tomorrow and the plans that are currently in place to help the town get there. It is perhaps the most exciting time in the town’s history, and it’s a story worth sharing.

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Message from the Mayor

On behalf of Council, I'm pleased to present the Town of Newmarket's 2008 community report. A departure from typical annual reports, this document highlights the major initiatives and plans currently in place that will help lead to the urban transformation of our community.

From our recently approved Official Plan – the first plan in York Region to be adopted after the Province's Places to Grow Act was approved – to the development of our first Economic Development Strategic Plan, 2008 was decidedly a year of proactive planning and priority setting.

In 2008, Newmarket focused on community building through the new economic development strategy that engaged community partners to set the framework for short- and long-term business opportunities to create more local jobs.

As the town approaches full build-out, our new Official Plan readies us for redevelopment and intensification along the Yonge Street and Davis Drive corridors. Focusing on vertical development in these areas to reach our growth targets, we expect that new elevators versus new roads will be Newmarket's reality in the years to come.

Rapid transit plans through the VivaNext initiative will accommodate the planned intensification along these roads and respond to the ongoing expansion of Southlake Regional Health Centre, which will include a medical arts campus in the near future.

As the town grows to nearly 100,000 residents, our priority will be to create homegrown jobs and to retain and attract residents. With a new corporate brand in place, Newmarket is focused on attracting the brightest and the best to our town to help drive our business and health sectors moving forward.

Newmarket is changing, and you cannot expect significant change unless you change something significant. In 2008, we made significant strides to manage this change with four very important initiatives. This report will explore each of these with feature articles and illustrative graphics.

I extend my personal thanks to the Town's hardworking and dedicated Council and staff for yet another year of excellence and progress.



A handwritten signature in black ink that reads "Tony Van Bynen". The signature is written in a cursive, flowing style.

Tony Van Bynen, Mayor

Council Members



John Taylor
Regional
Councillor



Tom Vegh
Councillor
Ward 1



Dave Kerwin
Councillor
Ward 2



Victor Woodhouse
Councillor
Ward 3



Larry Blight
Councillor
Ward 4



Joe Sponga
Councillor
Ward 5



Dennis Ramsarran
Councillor
Ward 6



Chris Emanuel
Councillor
Ward 7



growth

pedestrian friendly

modern

function

change urban

transformation

smart

progressive

forward-thinking

creative

identity

intensification

rapid transit

THE NEW NEWMARKET

Like all places and all people, the Town of Newmarket has a reputation.

For many, Newmarket is a compact town that offers ample shopping and a quaint downtown. It's a family-friendly community where you can buy a nice house for a reasonable price.

While that's true, there is a virtual rumbling below the surface, an awakening of sorts that is about to emphasize the NEW in Newmarket. The winds of change are drifting through the town, and with it will come big, bold changes. Before long, this town in northern York Region is going to challenge today's perceptions and emerge as a truly urban centre.

With the town almost out of land for traditional greenfield development, necessity has become the mother of opportunity in Newmarket. Instead of building typical subdivisions and residential neighbourhoods, the town has to now look to the skies to achieve the Province's growth mandate for Newmarket. Growing up, and not out, is the town's new reality.

It is this very fact that has set in motion a transformation trend in town. The first domino, Ontario's Places to Grow Plan, has been placed. Now the Town's Official Plan, Economic Development Strategy, rapid transit plan and a new community brand stand strategically in place to carry the town to its predetermined objective: 100,000 people by 2026.

It can be argued that the key to economic and community success is the ability to adapt, to transform and to reinvent. And that's precisely what's in store for Newmarket.



Town of Newmarket staff.

GROWING UP

The growth blueprint

In the last 30 years, Newmarket has experienced a boom in growth, propelling the town's population from 26,000 in 1978 to over 80,000 today. Year after year, subdivision after subdivision has popped up all over town and the residential community flourished.

Today's aerial photos show Newmarket as a compact community that is, quite frankly, built to its borders. Almost all of Newmarket's land that's designated for residential development is either built upon or will be soon. In short, Newmarket is out of land and can no longer develop residential neighbourhoods as it did in the past.

Here's the challenge. In 2005, the Province of Ontario designated Newmarket as an Urban Growth Centre in the Places to Grow Plan. This means that Newmarket is mandated to grow to almost 100,000 people within the next 15 to 20 years. Status quo is not an option.

So that brings us to today. With little land left, Newmarket has no choice but to hang up its flats and embrace heels, so to speak.

While the transformation of Newmarket will be much more complicated than a simple shift in footwear,

Newmarket is slipping into a sophisticated new era of growth. After decades of traditional residential development typically in the form of single detached homes, Newmarket is looking up to fulfill the Province's growth mandate. And it is going to reshape Newmarket into a vibrant, dynamic urban centre.

In May 2008, the Town's Official Plan received the stamp of approval from the Regional Municipality of York. This means that the blueprints that will guide and manage the town's growth until 2026 are now in place.

After extensive consultation with the community and various levels of government, the Town created a plan that focuses growth on four adjoining urban centres. These include: the Yonge Street Regional Centre, the Yonge-Davis Provincial Urban Growth Centre, the Regional Healthcare Centre and the Historic Downtown Centre.

Focusing development in the urban centres is the hallmark of this plan, ensuring that the character of Newmarket's historic neighbourhoods will be preserved, and the town's heritage will always be visible in pockets of the community.

The Yonge Street Regional Centre and the Yonge-Davis Provincial Urban Growth Centre in particular are slated for some pretty exciting changes – changes that will showcase the new Newmarket more significantly than any other areas of town.

Vertical development (or redevelopment) and intensification will replace box stores as the preferred type of buildings on Yonge Street and Davis Drive. In fact, the development of box stores are no longer permitted in the urban centres, as set out in the plan. Soon, condominiums and office buildings – virtually non-existent structures in present day Newmarket – will spring up in these areas, casting a decidedly urban look on the town.

As made policy by the Town’s Official Plan, key design principles will be used in the urban centres. Examples of these include: pedestrian amenities, usable outdoor common areas, an emphasis on visual quality and aesthetics, and a design that’s in context with the natural and built environments.

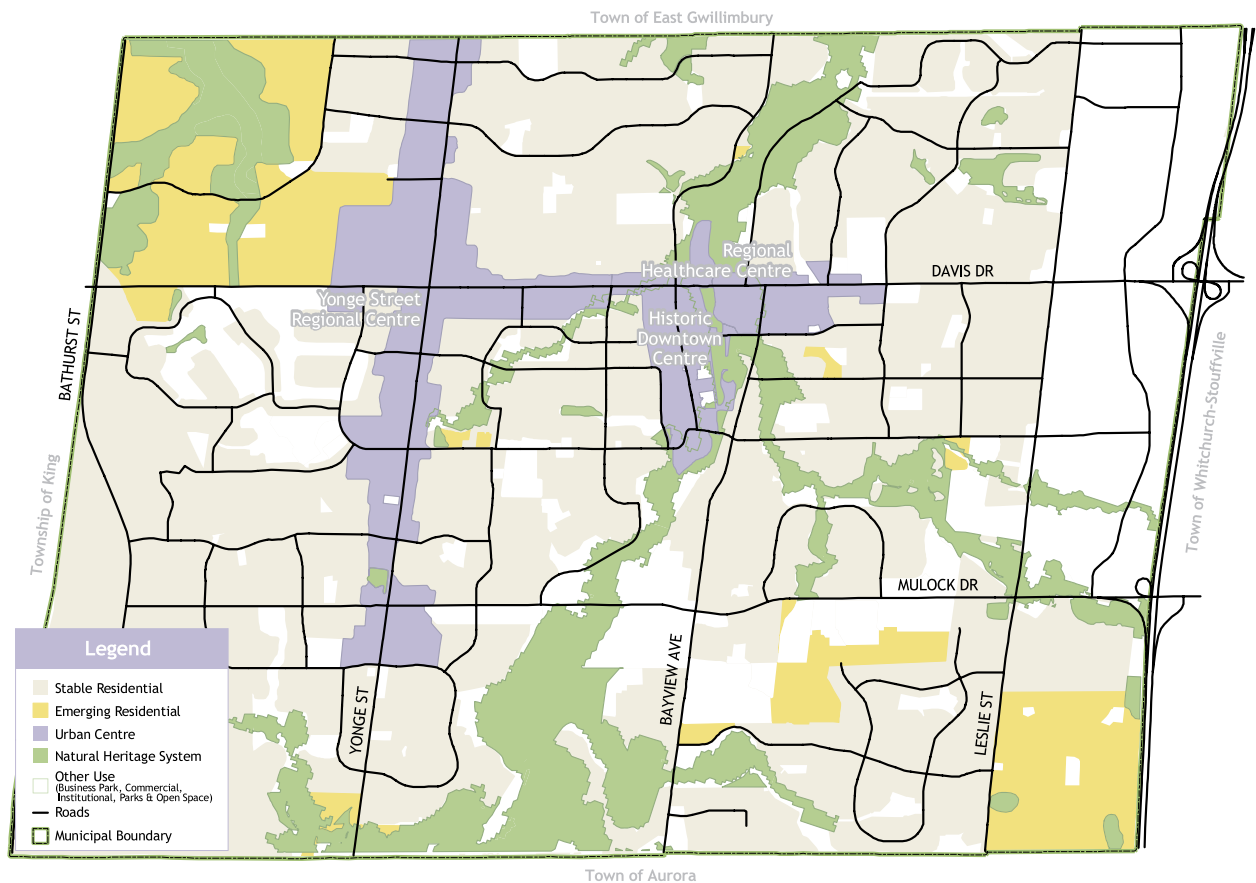
Emphasis will also be placed on creating safe pedestrian-focused environments. Think open-air boulevard

IT’S ALL ABOUT CREATING AN EVEN MORE LIVABLE COMMUNITY WHERE THE BUILDINGS ARE BOLD AND BEAUTIFUL, THE JOBS ARE PLENTIFUL AND PEDESTRIANS ARE A PRIORITY.

cafes, convenient access to rapid public transit, inviting outdoor parkettes and plazas, wide sidewalks with ample shade trees, and street-level shops.

While the Places to Grow Plan has designated the town as one of just 25 growth areas in the Greater Golden Horseshoe, the focus for the Town and its Official Plan is to create a people-place where the growth is strategically guided and managed.

It’s all about creating an even more livable community where the buildings are bold and beautiful, the jobs are plentiful and pedestrians are a priority. It’s the new Newmarket, and it’s growing to be great.





A conceptual illustration of the new rapid transit stations that are coming to Newmarket.

VivaNext

Helping to shape successful urban revitalization

When you think about urban communities, intensification and vertical development, a number of things may come to mind. Activity, vibrancy, diversity, energy and perhaps one other thing: an increase in traffic.

As the number of residents in any given area intensifies, the number of vehicles on the road often increases as well. However, appropriate planning and a top-notch rider-focused transit system can cut that increase significantly.

The Town of Newmarket and the Regional Municipality of York have a plan to help reduce traffic, improve the flow of traffic and get drivers out of their cars. It's called VivaNext, and it's going to radically reshape public transit in Newmarket.

Working in tandem with the Town's Official Plan, Viva rapid transit buses will be removed from mixed traffic and run along dedicated rapidways in the Region's busiest corridors. In Newmarket, Davis Drive and Yonge Street are slated for this service with construction set to begin in 2009.

The VivaNext project will bring functional and stylish transit gateways to the Southlake Regional Health Centre,

the GO station and the Yonge Street Regional Centre. These gateways will encourage mixed-use, transit-oriented development and provide vibrant, pedestrian-friendly places for people to live, work, play and shop.

In Newmarket, the VivaNext plans include dedicated rapidways along three key corridors:

1. Yonge Street from Mulock Drive to Green Lane
2. Davis Drive to the Southlake Regional Health Centre
3. Green Lane to the East Gwillimbury GO station

But the new rapidways are not just about getting around Newmarket faster and easier. They will also improve connections between urban centres in the region, such as Markham, Richmond Hill and Vaughan and connect to the subway line.

Beyond the obvious benefits of a faster, more connected transit service, the VivaNext project will help improve the safety and flow of traffic in Newmarket. This will be achieved by adding two new lanes, and enabling left-turns and u-turns at signalized intersections only. And

eventually, VivaNext will replace buses on the dedicated rapidways with an even faster light rail transit system.

Working together with the Town's Official Plan, VivaNext will enhance the look and functionality of Yonge Street and Davis Drive, and will give drivers a convenient, reliable, fast alternative to driving.

And that's what it's all about: working together to meet the needs of the community in the most effective, integrated way possible. It is just another example of what's in store for Newmarket as it flourishes into an urban centre.

THESE GATEWAYS WILL ENCOURAGE MIXED-USE, TRANSIT-ORIENTED DEVELOPMENT AND PROVIDE VIBRANT, PEDESTRIAN-FRIENDLY PLACES FOR PEOPLE TO LIVE, WORK, PLAY AND SHOP.



An artistic approximation of how Newmarket's Yonge Street and Davis Drive may evolve as a result of the new Official Plan supported by a new rapid transit system.



Town of Newmarket staff.

GOING UP?

Urban professionals help drive vertical development

Vibrant urban centres have one thing in common: vibrant, urban professionals. At the beginning of their career – or rapidly climbing the corporate ladder – they offer their employers and their communities something indispensable: intellectual capital, fresh ideas and economic energy.

Whether working in a funky loft with a team of graphic designers, writing a software program in a cubicle, or composing music in a studio, these young professionals have become the highly sought-after lifeblood of major thriving urban communities.

Encompassing both Generation X and Generation Y, they vary in age from the early 20s to the mid 40s and are driving the creative city movement.

According to Gord Hume, Chair of London's Creative City Committee, the creative city movement is "about jobs, prosperity and the knowledge-based economy. It is about building and rebuilding municipalities that are livable, environmentally friendly and appealing to the creative class," (Source: *Canadian Municipal Cultural Planning and Economic Development, Municipal World, September 2008*).

And that's precisely what Newmarket is after: the knowledge sector, an economy that's steeped in creativity and innovation. Based on the economic realities of our time and the shift in manufacturing, capturing the creative class is – or perhaps should be – on every major municipality's radar. For Newmarket, the radar reads *now*.

As discussed previously in this report, necessity has created a sense of urgency for Newmarket. With land supply dwindling for traditional horizontal development, and Newmarket designated as an urban growth centre by the Province, the Town has to radically reshape its economic development focus to reach 100,000 people by 2026.

With growth centred on the redevelopment, intensification or infill of major corridors in town, Newmarket's future must be upward focused for the first time in the town's history. And while the addition of condominiums and office towers to Newmarket's landscape seems simple enough in principle, the reality of getting people into those buildings requires a deliberate plan.

Entitled *Transforming our Community: Strategic Vision for Economic Development* the Town's first economic develop-

THE YOUNG, URBAN PROFESSIONAL IS THE MOST MOBILE AND MOST LIKELY TO LIVE IN THE CONDOMINIUMS AND WORK IN THE OFFICE TOWERS THAT ARE COMING TO NEWMARKET.

ment strategy targets the knowledge sector as a gateway to attracting young professionals to Newmarket. In present-day Newmarket, the knowledge sector is already leading the creation of new employment, so identifying this sector as a key growth pillar for the community was an obvious choice.

“The young, urban professional is the most mobile and most likely to live in the condominiums and work in the office towers that are coming to Newmarket,” says Chris Kallio, Economic Development Officer for the Town of Newmarket. “To meet our growth objectives, we need to resonate with the creative class as a quality place to live and work.”

Adopted by Council in April 2008, the economic development strategy also emphasizes the importance of the health care sector to Newmarket’s economic future. As the Town’s largest employer with approximately 3,000 workers, Southlake Regional Health Centre’s ongoing expansion as a major regional health care centre will create significant health sector jobs and private sector spin-off employment opportunities for future Newmarket residents.

The plan also highlights three additional targeted sectors as key areas of focus for Newmarket’s economic development. They include: Newmarket as a Regional Centre, Advanced Manufacturing and Arts and Culture.

The economic development strategic plan will act as the blueprint for the development of Newmarket’s business community over the next 5-10 years. The goals of the plan are to:

- Retain and enhance Newmarket’s position as a regional centre for northern York Region
- Leverage the existing economic base and diversify into new sectors to ensure community sustainability
- Balance development to ensure a prosperous, livable and sustainable community
- Maximize land and infrastructure resources
- Increase industrial, commercial and institutional assessment and balanced employment that maintains or improves upon a population/employment ratio of one job for every two residents



Think Newmarket is a bedroom community? Think again. The town has among the highest live-work ratio in York Region with 44% of residents living and working in the town, and Southlake being the Town’s top employer. And if the Town’s economic development strategy continues to drive the right type of businesses to town, this number is only set to increase.

The new Official Plan, the economic development strategy, and the VivaNext plans have set the stage to facilitate the transformation of Yonge Street and Davis Drive as significant employment corridors in Newmarket.

“One of the key economic success factors is to ensure that there are ample career opportunities so that people can live and work in their own community. Providing homegrown jobs is vital to the economic vitality of our community, while reducing our reliance on vehicular commuting,” says Mayor Tony Van Bynen.

Newmarket is slated for considerable changes that will infuse the community with economic sustainability and vitality. By proactively planning for and managing the future growth and development of the town, Newmarket is expected to transform into an even more livable community – a community that young, urban professionals will want to call home.



The Davis Drive arch and Southlake Regional Health Centre.

REBRANDING THE TOWN

An authentic brand for a new Newmarket

Branding a community is much like writing a personal ad: the objective is to announce your best traits and to attract the right type of person to you. The same can be said for branding a town.

For Newmarket, the purpose of the Town's move to adopt a new visual identity is to stand out from other municipalities, and attract residents and businesses that will help the town thrive. It all boils down to marketing, differentiation and projecting the right qualities that people respond to.

But Newmarket didn't jump into this process casually or impulsively. In fact, the last time Newmarket embarked on a branding exercise, the town had a bustling population of 700 and the steam railway had just made its debut in the town. It was 1858 – one year after Newmarket was incorporated as a village.

Designed by a local artist, the focal point of the Town's crest – the beehive and the bees – represented the village's leading industries at the time. Newmarket was literally a hive of activity.



Now, 150 years later and with a population of more than 80,000, the time has come to rethink the Town's visual identity. Although steeped with historical significance, studies have shown that the crest has little relevance to Newmarket's present-day residents.

In fact, only 57% of Newmarket residents and 8% of GTA residents recognized the crest as the town logo, and focus group participants said they couldn't relate to the crest and didn't understand its meaning.

While it has stood the test of time, it's clear that the crest does not represent the Newmarket of today. As Mayor Tony Van Bynen stated, "Newmarket is on the cusp of a bold renaissance, and the town is ripe for a change. This is a good time to define and project our identity."

The fact is, Newmarket has transformed from a small town into a busy, dynamic urban centre. And more changes are coming. As discussed previously in this report, Newmarket needs to increase its population to about 100,000. Vertical development and intensification represents the future of the town, and Newmarket's economic emphasis is shifting to the knowledge sector. It's time to create a new visual identity that reflects the *true* and the *new* Newmarket.

In *The 22 Immutable Laws of BRANDING*, Al and Laura Reis declare that, "The crucial ingredient in the success of any brand is its claim to authenticity." And that's precisely what Newmarket is after: a new logo that is authentic to the Newmarket of today and tomorrow. One that sends the message that Newmarket is a progressive, forward-thinking and dynamic urban municipality.

The new Newmarket logo

On November 24, 2008, Newmarket Council adopted a new corporate logo after six months of research, development and testing. While branding a community is always fraught with subjective opinions and personal preferences, the Town eventually agreed on a logo that was saturated with strategy and backed up with solid statistics.

The recommendation to adopt this logo is based on two requirements for a successful visual identity. First, the logo is distinct, clean and uncluttered which will make it easily identifiable on a wide range of applications.

Secondly, the logo reflects energy, vitality and progress. It has been designed in a subtle lowercase "N" shape to signify Newmarket. The large box-like shape represents the approximately square geographic boundaries of Newmarket, while the arch is a nod to the Southlake Regional Health Centre arch on Davis Drive – arguably the most recognizable modern landmark in the town.

In general, arches have been prominently used to denote success, inclusivity and a gateway to the future. In the case of Newmarket, the arch represents both the Southlake arch (future) and the radial arch (past). Both of these arches signify the industry and progress that have always been the foundation of the economic prosperity of the town.



THE GOAL WAS TO CREATE A MODERN LOGO AND CORPORATE IDENTITY, AND ALSO SEND THE MESSAGE THAT NEWMARKET IS A THRIVING, SELF-CONTAINED URBAN CENTRE.

The arch breaking out of the square shape suggests a town that will not be constrained by its boundaries. The intent here is to portray a place that strives and grows and overcomes any obstacles it may encounter by thinking outside-the-box. This theme is representative of the vertical growth and intensification that's in the forecast for Newmarket.

The font is large which supports the idea of a prominent, bold place. The blue colour has been shown to suggest commerce and progress. The green area represents sustainability, nature and quality of life.

Overall, the new Newmarket logo incorporates elements that support the Town's new Official Plan and economic development strategy – the move toward upward development, progress and sustainability. The fresh, simple style is a break from traditional municipal identities and helps position Newmarket as a leader in both York Region and Ontario.

Starting early 2009, the new logo will be featured on all Town of Newmarket promotional pieces and a new website will feature the brand come Spring 2009. As a community deeply respectful of its heritage, the crest will be repurposed as the Town's official corporate seal.

With Newmarket slated for some exciting transformational changes, there has never been a better time to repackage the town and send the message that Newmarket is open for business.

14%

energy drop during
earth hour

60%

reduction

in solid waste, greenhouse gas production
and energy consumption for EcoLogic homes

Magna Centre's annual sponsorship revenue

\$900,000

trail system
linking

630

acres of parkland, waterways
and community focal points

a combined savings of

11 million

over 10 years for collaborative waste collection contract

50%

reduction

in household water draws
for EcoLogic homes

\$10,000

in revenue

generated from marriage ceremonies
held at the Municipal Offices in 2008

ACCOMPLISHMENTS

While this report features some of the most exciting projects commenced or completed last year, 2008 was also a year of significant accomplishments that further advanced Newmarket's reputation as a green, forward-thinking community committed to excellence. Here are just a few examples. To learn more about Newmarket's 2008 accomplishments, visit www.newmarket.ca and click on the media releases section.



ACCOMPLISHMENTS

Back-to-back wins for Newmarket's community reports

On February 7, 2008, Newmarket's 2006/07 community report received the award of merit from the Economic Developers Council of Ontario (EDCO), placing Newmarket second in Ontario within the publication category. The award acknowledges innovative and creative approaches to telling engaging business stories that will prompt continued or new investment. In 2007, Newmarket was awarded the top award for its 2005/06 community report in the same category.

Newmarket sees a 14% energy drop during Earth Hour

Residents and businesses across the Town of Newmarket turned off the lights during Earth Hour on March 28 and helped the municipality reduce its electricity consumption by 14 per cent—topping Ontario's overall average of 5.2 per cent. According to Newmarket Hydro, 70,270.09 kilowatts of energy was used during Earth Hour compared to an expected use of 82,056.45 kilowatts based on Newmarket's electricity consumption during the same time last year.



Members of Newmarket's Earth Hour Committee pose for a symbolic photo representing their commitment to Earth Hour. From left to right: Councillor Chris Emanuel; Regional Councillor John Taylor; Councillor Joe Sponga; John Birchall – Chair of Newmarket's Environmental Advisory Committee; and Paul Ferguson – President of Newmarket Hydro.



Newmarket's Magna Centre has been provincially recognized for its sponsorship program, which generates over \$900,000 in funds annually.

Excellence and innovation recognized by Parks and Recreation Ontario

In April 2008, the Town's Recreation and Culture department was presented with two Awards of Excellence from Parks and Recreation Ontario (PRO) for its Magna Centre ancillary revenue program and its SKATZ National Skateboard Certificate Program. The Magna Centre ancillary revenue program was given the Award of Excellence in the Municipal Administration category.

The subtle, professional sponsorship used in the Magna Centre consisted of overall facility naming rights, component naming rights, LCD screen advertising, backlit signage and various lease agreements, and generates approximately \$900,000 in revenue annually.

SKATZ, Newmarket's National Skateboard Certificate Program (NSCP), was awarded top recognition in the Children and Youth category.

Town partners-up for climate protection

In May 2008, Newmarket Council reaffirmed its commitment to environmental sustainability by allocating \$30,000 to hire a consultant to help implement an emission reduction strategy as a participating member of the Partners for Climate Protection (PCP) initiative. The plan outlines key milestones municipalities are committed to meet. These include creating a greenhouse gas emissions (GHG) inventory and forecast, setting targets for an emission reductions plan, developing and implementing a local action plan, monitoring progress and reporting results.

The Town of Newmarket will be phasing in the first three milestones of the plan over the next two years. Under the PCP agreement, municipalities are expected to reduce their corporate operational emissions by at least 20 per cent below 1994 levels. In accordance with the Kyoto Protocol, they must also reduce community-wide greenhouse gas levels by six per cent.

BizPaL launch good news for local business owners

Starting and running a business in the Town of Newmarket got easier in 2008 thanks to BizPaL, a new online business permit and license service that saves time spent on paperwork and helps entrepreneurs start up faster. Launched on November 7, Newmarket BizPaL provides business owners with a customized list of the permits and licenses they need from all levels of government to start or expand their business.

The BizPaL service in Newmarket was developed by the Town of Newmarket, the Province of Ontario and the Government of Canada. Area business owners and entrepreneurs can access the service by visiting www.ServiceOntario.ca/bizpal or www.newmarket.ca and clicking on "Business Centre."



Newmarket's first storybook - *Noreen & the story of a green town* – was distributed to all Grade 1 students in town.

Newmarket students discover the story of a green town

Recognizing that children are the driving force behind environmental change, all Grade 1 students in the Town of Newmarket received a copy of the Town's first storybook – *Noreen & the story of a green town* – during Canadian Environment Week. The book captures a day-in-the-life of Newmarket's environmental heroine Noreen as she journeys through Newmarket – one of Canada's most environmentally-progressive communities.

Trail system paves a greener future

This year, the Town invested \$572,000 into the trail system to extend it south from Mulock Drive toward the Town of Aurora. By 2009, Newmarket's trail system will stretch from the southern boundary shared with Aurora to the northern boundary shared with East Gwillimbury.

Today, the Town's trail system spans nearly the entire town linking 630 acres of parkland, waterways and focal points in the community.

ACCOMPLISHMENTS



All CYFS fire trucks are now equipped with special pet resuscitation masks to help improve the survival rate of pets in the event of a home fire.

Central York Fire Services aims to increase pet survival rate

As of September 2008, Central York Fire Services (CYFS) can now increase the survival chances of domestic pets that are suffering from smoke inhalation in Newmarket and Aurora. All CYFS fire trucks are now equipped with specialized pet resuscitation masks donated by Invisible Fence Brand of South Central Ontario. The masks provide a more efficient stream of oxygen to animals and can be used on all types of pets including dogs, cats, ferrets, rabbits, guinea pigs and birds.

Green bin launch one of Canada's greenest municipal projects

On May 31, the northern six municipalities of York Region (Newmarket, Aurora, East Gwillimbury, Georgina, King and Whitchurch-Stouffville) took top honours in the waste management category for their collaborative waste collection contract and launch of the green bin program at the Federation of Canadian Municipalities (FCM) Sustainable Community Awards.

The awards recognize municipal leadership in sustainable community development and give national recognition to projects that demonstrate environmental excellence and innovation in service delivery. Launched in September 2007, the key benefits of the collaborative

waste collection contract are the combined financial savings of \$11 million over ten years, the increased level of service to residents, and the significant increase in waste diversion.

In August 2008, the six municipalities also accepted the Association of Municipalities of Ontario (AMO) P.J. Marshall Certificate of Merit Award for excellence in innovation for combining efforts for the public education component of the green bin program implementation.

Newmarket is proud to be pesticide free

On September 1, Newmarket officially became Pesticide Free. Newmarket was one of the first municipalities in the Greater Toronto Area to pass a bylaw prohibiting the use of cosmetic pesticides in June 2006. A survey conducted by the Town found that 76 per cent of Newmarket residents polled support the Pesticide Free Bylaw.

Throughout 2007 and 2008, the Town rolled out *Proud to be Pesticide Free*, a comprehensive public education campaign that taught residents about the negative effects of chemical pesticides and promoted alternative means of controlling pests. To further promote pesticide free lawn and garden care, the Town of Newmarket also partnered with The Home Depot to host a pesticide free extravaganza on September 13.



Lucy the Ladybug landed in Newmarket to promote the Town's new pesticide free bylaw, which took effect on September 1.



Susan Scott and Bobby Ghiravarian after tying the knot in the Newmarket Council Chambers on Friday, July 4. They were the first couple to marry at the Town Municipal Offices.

Photo courtesy of Mike Barrett, *The Newmarket Era*

Newmarket says 'I do' to marrying couples

As of July 2008, couples looking to tie the knot could do so in a civil ceremony at the Town of Newmarket Municipal Offices. Held on Fridays in the Council Chambers, couples are presided over by a Town officiate who will marry them using one of three nondenominational scripts. The cost of the service is just \$250. As of December 2008, the Town had married over 40 couples, which has generated \$10,000 in revenue for the Town.

Canada's greenest community at home in Newmarket

In May 2008, construction of Canada's most environmentally progressive subdivision began in Newmarket. Known as the EcoLogic development, this community is the first residential development in Canada to be built entirely to Leadership in Energy and Environmental Design (LEED) platinum specifications.

These homes will achieve and exceed specific environmental targets, including a 50 per cent reduction in household water draws, a 35 per cent reduction in overall discharge flows and a 60 per cent reduction in solid waste, greenhouse gas production and energy consumption compared to conventional homes.

The Ecologic homes score approximately five times higher than traditional housing on the LEED evaluation scale and will drastically reduce Newmarket's carbon footprint. The objective of this monumental project is to set the standard for sustainable building practices across Canada and create a model that other municipalities can follow.

Town launches Safety Driven public education campaign

In October 2008, the Town of Newmarket launched *Safety Driven*, a public education campaign promoting the Town's traffic management programs. The objective of the *Safety Driven* campaign is to reinforce positive driving habits and discourage negative habits like speeding and aggressive driving. The campaign focuses on the three elements of traffic management – education, enforcement and engineering. Safety Cone Sam – the official mascot of the *Safety Driven* campaign – spread the word about traffic safety and encouraged residents to make a positive change in their neighbourhood in 2008.



Safety Cone Sam spread the word about the importance of traffic safety through a public education campaign in the fall of 2008.

WORTH REPEATING: WHAT THEY SAID IN 2008

“The responsible approach for the municipality is to focus on growth industries that would be advantageous to our communities. Much of our future-oriented focus will be around business services and the health care industry.”

– Mayor Tony Van Bynen

“We feel that the new logo can be effectively used to market Newmarket as a progressive municipality that offers an urban lifestyle in a compact community. In addition, the bold, easily-identifiable logo will give the Town an increased presence within the community and allow residents to clearly identify their municipality with the projects and initiatives that are supported by tax dollars.”

– Rob Prentice, Commissioner of Community Services

“The push for Newmarket’s maturation is being fuelled by two forces: the Province that has identified the town as one of York Region’s four growth centres, and a dwindling inventory of developable lands.”

– York Region Media Group

“There will be well paying, professional services jobs that will contribute to the wealth of the town and the total transformation of our community. Developers will make a better return on their investment through intensification, rather than building another strip plaza.”

– Chris Kallio, Economic Development Officer

“Newmarket is about to enter a new era. As the town transitions into this next phase of growth and development, it is preparing to adopt different policies and processes to manage the changing times.”

– Bob Dixon, Commissioner of Corporate and Financial Services

“As Newmarket achieves build-out, the town will be ‘growing up’ literally and philosophically, where we will embrace rapid transit to support higher density development along our main corridors of Yonge Street, Davis Drive, and around Southlake Hospital and the historic Main Street downtown area.”

– Rick Nethery, Director of Planning

“Municipalities with goals succeed because they know where they are going. By proactively planning for the future, accepting the realities of our time and investing in innovation, Newmarket has a very positive path to follow. With a clear road map in place, and a focus on continuous improvement and collaboration, the new Newmarket will emerge as a thriving urban centre.”

– Bob Shelton, Chief Administrative Officer

“The economic development strategic plan paints a clear picture about the Town’s future economic goals. With a series of deliberate and strategic steps, the Newmarket Economic Development Advisory Committee feels confident that the Town has an achievable plan in place that will help secure Newmarket’s economic future.”

– Ian Proudfoot, Chair of the Newmarket Economic Development Committee, and Publisher of York Region Media Group

“Newmarket will be among the first to benefit from VivaNext. Bringing rapid transit to Newmarket is a visionary step necessary to help manage inevitable growth, and will transform and connect the community like never before. Public places will become even more welcoming and inviting, places you’ll want to go to and enjoy with family and friends.”

– Mary-Francis Turner, Vice President, York Region Rapid Transit Corporation

“Recognizing that the residents of Newmarket want the character of Newmarket protected and preserved, it was necessary to be innovative in planning for the provincially-forecasted growth in the coming years. The Official Plan will act as the blueprint that will manage Newmarket’s growth and guide us into the future.”

– Regional Councillor John Taylor

“By attracting good companies that appeal to the town’s demographics and matching housing and amenities in demand, more residents will live and work in Newmarket.”

– Ian MacCulloch, Vice-President of Research, Colliers International



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As a cost-cutting measure, the Town of Newmarket has decreased the print run of its 2008 community report by 50 per cent. The complete report can be downloaded at www.newmarket.ca