

Newmarket: progress, opportunity, innovation

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 residential 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, which designated Newmarket as an urban growth centre, 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.

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 approximately 84,000 today. Year after year, new subdivisions were built across the town and the residential community flourished



Newmarket's rapidly expanding health sector is identified as a significant economic driver and employment generator within the town's economic development strategy.

“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.”

Today's aerial photos show Newmarket as a compact community that is, quite frankly, built to its borders. Year after year, new subdivisions were built across the town and the residential community flourished.

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. And it is going to reshape Newmarket into a vibrant, dynamic urban centre.

To proactively and strategically manage the town's transformation into a truly urban municipality, Newmarket's growth will be

focused 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.

Vertical development 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 is no longer permitted in the urban centres. 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.

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 cafés, street-level shops, an interconnected trail system, inviting outdoor parks and plazas, and convenient access to rapid public transit. 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.

Rapid Transit System Helps to Reshape Newmarket

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 of 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 the spring of 2010.

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, and directly connect to the subway system in Toronto. In the upcoming years, VivaNext will enhance the look and functionality of Yonge Street and Davis Drive, and will give drivers a convenient, reliable, fast alternative to driving.



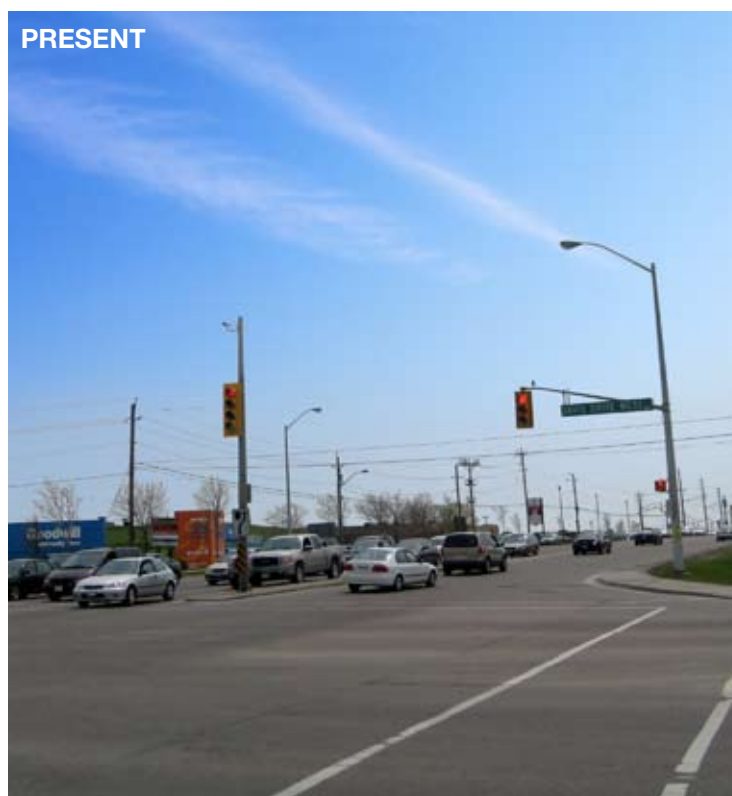
Urban Professionals Help Drive Newmarket's Economy

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 – a movement focused on jobs, prosperity and the knowledge-based economy.

And that's precisely what Newmarket is after: the knowledge sector, an economy that's steeped in creativity and innovation. 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.



Visualizations of the Yonge Street/Davis Drive intersection courtesy of Et Co.



“To meet our growth objectives, we need to resonate with the creative class as a quality place to live and work.”

The economic development strategy also emphasizes the importance of the health care sector

of new jobs in the community, and where rapid transit makes Newmarket even more accessible to Toronto and the surrounding area.

Yonge Street and Davis Drive as significant employment corridors in Newmarket. For those who think of Newmarket as a bedroom community, consider this: the town has one of the highest live-work ratios in the Region of York with 44 per cent of residents living and working in Newmarket. 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.

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.

Newmarket, Urban and Progressive

Transformation. Bold changes. The new urbanism. However you choose to describe it, Newmarket is growing to be great and is posed for a new era of growth. Guided by a new official plan and economic development strategy, Newmarket knows where it's going and the destination is a vibrant, thriving, beautiful urban community. It's a town ripe with opportunity for the creative class, where the health and knowledge sectors continue to lead the creation

of new jobs in the community, and where rapid transit makes Newmarket even more accessible to Toronto and the surrounding area.

It can be argued that municipalities with goals succeed because they know where they are going. By proactively planning for the future and investing in innovation, Newmarket has a very positive path to follow. Whether seeking a new home, or looking for a prosperous location for your business, Newmarket is the smart choice. When thinking about new markets, think Newmarket.

Learn more at www.newmarket.ca.

FAST FACTS

- Provincial Urban Growth Centre
- Population: 84,000
- Labour Force: 41,000
- Regional Administrative Centre
- Rapid Bus Transit Construction Starting 2010
- Home to Canada's First LEED Platinum Residential Subdivision
- Fastest Growing Employment Sectors – 1998-2008: Business Services (188%) & Health and Social Assistance (94%)

“Newmarket has among the highest live-work ratio in the Region of York with 44 per cent of residents living and working in the town.”

Entitled *Transforming our Community: Strategic Vision for Economic Development*, the town's first economic development 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 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 new official plan, the economic development strategy, and the VivaNext plans have set the stage to facilitate the transformation of