

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. OID-2025-0008

**FOR THE CONSIDERATION OF
COUNCIL**

June 4, 2025

**SUBJECT: HIGH STREET STREETSCAPE & INFRASTRUCTURE
REDEVELOPMENT UPDATE AND RECOMMENDED DESIGN
APPROACH**

1. RECOMMENDATION:

1. That Council receive Report No. OID-2025-0008 prepared by the Capital Delivery Division, Operations & Infrastructure Department, providing an update on the High Street Streetscape & Infrastructure Redevelopment project and recommended design approach;
2. That Council endorse the following recommended key design concepts:
 - a. Within the Sutton Downtown Business Improvement Area (BIA): mountable curb design with flexible bump-outs and reconfiguration of Market Square Crescent (Appendix 1);
 - b. Outside of the BIA: full restoration of sidewalks and boulevards with inclusion of greenspaces;
 - c. Hydro relocation: Relocate All Underground;
 - d. Gateway feature: wayfinding style sign; and,
3. That authorization be given to long-term finance the additional amounts of the High Street Streetscape and Infrastructure Redevelopment Project through the additional issue of debentures of The Regional Municipality of York (the "Region") in the principal amount not to exceed \$4,125,000 with a repayment term not to exceed twenty (20) years, with the debt servicing payments to be repaid annually through the Corporate Capital Reserve.

2. PURPOSE:

To provide Council with a progress update on the High Street Streetscape & Infrastructure Redevelopment project summarizing stakeholder feedback received, refinement of the key design concepts, and outlining next steps of the project.

3. BACKGROUND:

The High Street Streetscaping and Infrastructure Redevelopment project was initiated to address aging infrastructure, enhance the public realm, and support economic vitality within the Town of Georgina. The project area encompasses the core commercial

section of High Street, between Dalton Road and Highway 48. Many previous approvals and Council directives have established the principles of this project.

In 2017, Council directed that the Town establish design standards to assist in achieving its vision for Town streetscapes. The outcome of that initiative is the [Georgina Streetscape Design Manual](#) which was developed with the benefit of extensive public consultation. The Georgina Streetscape Design Manual establishes key principles for streetscaping and proposed ideas for improvements in Sutton (High Street), Pefferlaw, Jackson's Point, and Keswick. The ideas and principles established in the Georgina Streetscape Design Manual provide the foundation for the main options presented in the preliminary stage of the High Street Streetscaping and Infrastructure Redevelopment project.

The Town's asset management strategy has demonstrated that there is a pressing need for renewal of infrastructure along High Street which coincides with the opportunity for streetscaping improvements in the BIA. Consequently, Council approved business cases [23-CI-OI-08](#) (p. 294 of the 2023 budget report) and [24-CI-WAT-04](#) (p. 498 of the 2024 budget report) which authorize commencement of design for streetscaping and renewal of the water distribution system on High Street. These projects have been coordinated to efficiently and cost effectively integrate with York Region's near-term plans for renewal of its underground stormwater piping and reconstruction of road pavement along High Street.

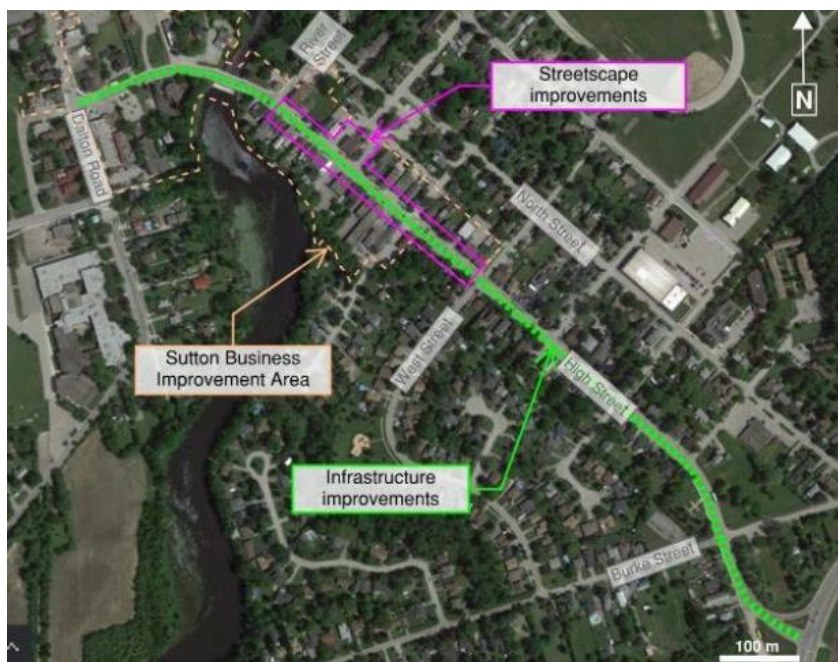


Figure 1: Project Location

By coordinating and consolidating work on these municipal infrastructure components in one capital project, the Town and York Region can cost effectively achieve an integrated outcome for High Street, minimizing disruptions that would result from carrying out multiple individual projects spanning many years. Business case [25-CI-OI-04](#) (p. 315 of the 2025 budget report) approved by Council establishes shared

responsibility and funding relationships for the joint capital project, with Georgina being responsible for streetscaping and water supply system improvements, and York Region being responsible for road and storm sewer improvements.

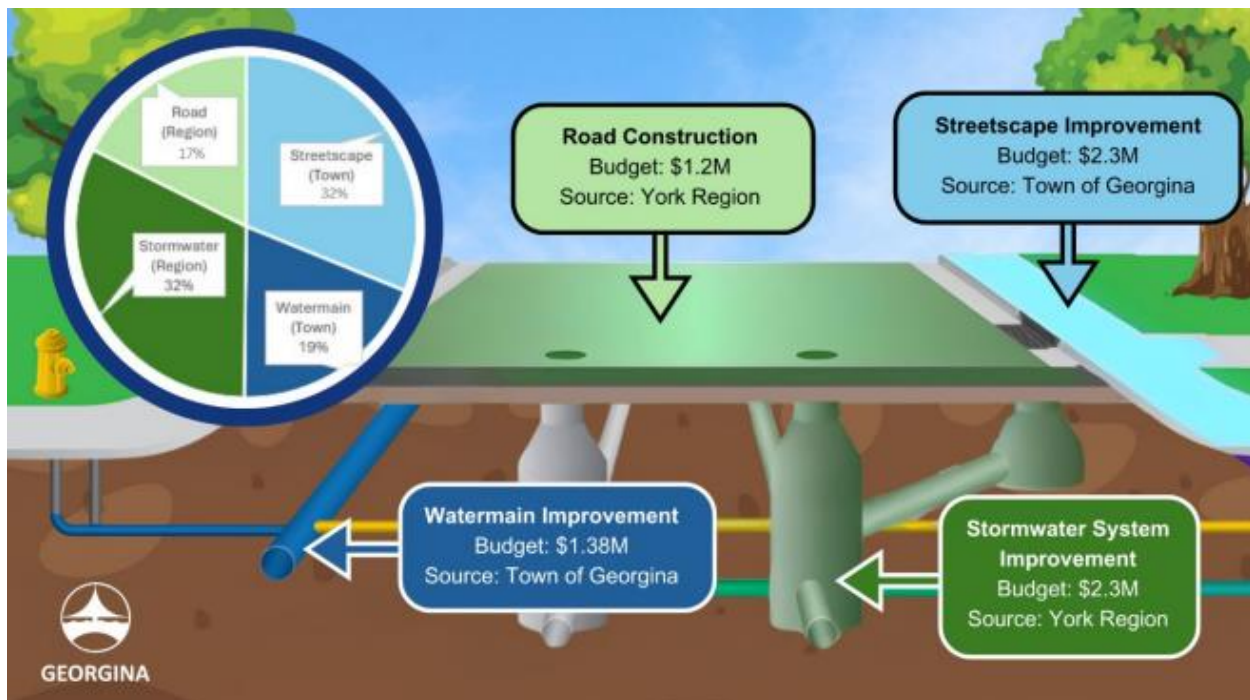


Figure 2: Shared Responsibilities as of May 29, 2024

As approved in Council report [OI-2024-0007](#) and proposed by York Region, on October 1, 2025 ownership of the road and stormwater infrastructure on High Street will be transferred from York Region to the Town of Georgina, thereby efficiently consolidating responsibility for long-term operation and maintenance for all of High Street's municipal infrastructure. A Regional Council report to formalize and approve this transaction, and its associated cost-sharing agreement, are expected to follow summer 2025.

Council further requested that staff explore in detail the options for entrance signage and hydro relocation throughout the project limits.

Recent Scope and Budget Changes

Water supply and sanitary sewer capacity constraints have been identified in the Sutton High Street Sewer Service Area as a result of nearby development growth. The Town's Sanitary Sewer Master Plan and recently updated water supply modelling have highlighted these deficiencies and recommended upsizing portions of underground infrastructure on High Street to accommodate future sanitary sewer and water supply needs, ensuring sustainable servicing as development proceeds.

As detailed in report [OI-2025-0011](#), Council authorized the allocation of \$1,585,000 from Development Charges reserves to fund these growth-related improvements. This funding will cover the replacement and upsizing of sanitary sewers (\$1,285,000) and watermain replacements/upsizing (\$300,000) along portions of High Street. Integrating

these works into the High Street Streetscape & Infrastructure Redevelopment project is cost-effective and minimizes construction disruption. Timing and details associated with these recent changes are outlined in report OI-2025-0011.

4. ANALYSIS:

High Street within the Sutton BIA has been identified as a priority area for streetscape and infrastructure enhancements. The goal of streetscaping is to enhance the area's visual appeal and functionality by improving boulevard usage and accessibility. This will be achieved through upgrades such as reconfiguring the street layout, installing new street furniture, planting street trees, upgrading street lighting, and optimizing parking.

Infrastructure improvements will focus on modernizing essential services. This includes replacing and upsizing aging watermain, upgrading water service connections, enlarging a section of the sanitary sewer, replacing stormwater management sewers and related components, and finally, entirely reconstructing the road.

This report marks completion of the preliminary design stage of the High Street Streetscape and Infrastructure Redevelopment project. Council's direction in response to this report establishes the basis for the detailed design stage.

The following sections summarize stakeholder feedback and describes refinement of options to form the key concepts that are recommended to carry forward into detailed design.

4.1 Stakeholder Feedback

In addition to the broad public consultation that was conducted during development of the Georgina Streetscape Design Manual, focused stakeholder consultations have been completed as a component of the current High Street Streetscape and Infrastructure Redevelopment project. The following focused stakeholder workshops were held in early 2025:

- **Local Business & Residents:** Sutton BIA members, local business owners, and High Street property owners and residents.
- **Service Providers & Agencies:** Town divisions (Roads, Fire, Wastewater, Economic Development and Communications), York Region Transit, York Region Police, York Region Paramedic Services, and York Region Operations and Capital Delivery.
- **Accessibility & Commerce:** Accessibility Advisory Committee and Chamber of Commerce representatives.

The objective of these focused workshops was to introduce stakeholders (i.e. those persons most directly affected by the project) to the key preliminary options being considered and hear their feedback to help shape the concepts moving forward into detailed design. The same [presentation materials](#) were delivered at all three stakeholder workshops. Stakeholders were invited to provide verbal feedback during

the workshops, complete an online questionnaire and send emails to the project email address or the project contact personnel.

A very wide range of feedback was received. A large portion of commenters were supportive of the overall intent of the project while some expressed opposition to varying degrees. Most commenters provided constructive feedback and expressed thoughts of how the project might be improved. Some commenters focused on fears of potential negative impacts.

The following summarizes the main themes that were expressed, listed generally in the order of the project team's interpretation of the relative degree of importance expressed by stakeholders:

- Provision of sufficient nearby parking is very important to the local community.
- Overhead wires are unsightly and detract from the objective of streetscaping improvements.
- Maintaining access to businesses during construction is very important.
- Construction disruption should be confined to as short a timeframe as practical.
- Traffic is already too fast along High Street.
- Bicycle lanes along High Street would be problematic and are not desired.
- Accessibility to businesses is challenged by existing steps and ledges.
- Pedestrian friendly amenities and greenspaces would be improvements, but should not significantly reduce parking.
- An entrance feature visible from Highway 48 would help increase commercial activity on High Street.
- Seasonal (summer) activity is already very high and should be considered to extent possible during construction phasing/planning.
- High Street downtown core is lacking safe pedestrian crossing options.
- Operations and maintenance should be taken into consideration to ensure proposed plantings and features remain well-kept.
- Businesses would like to receive additional support from the Town such as grants for accessibility, storefront revitalization, and promotional/marketing assistance.

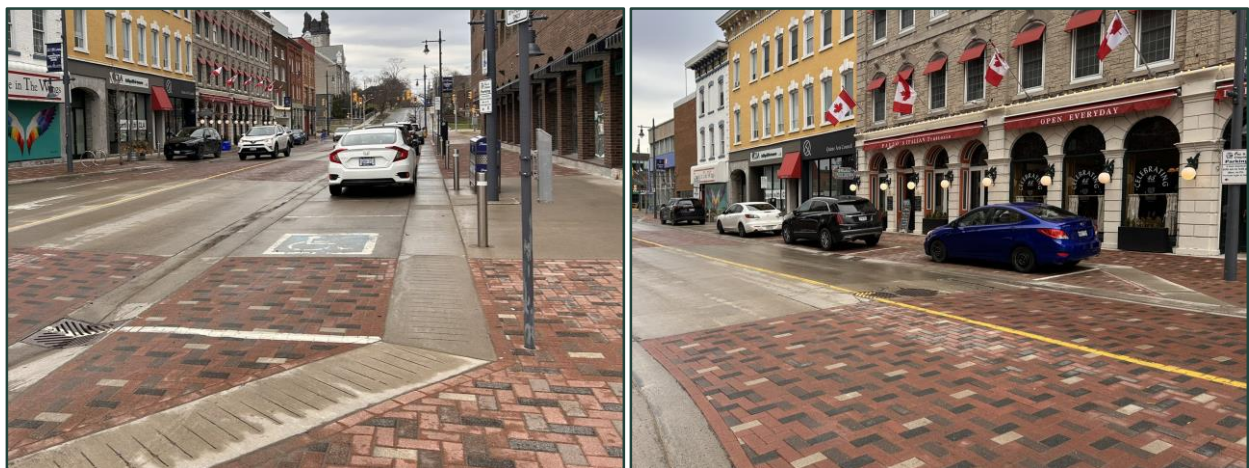
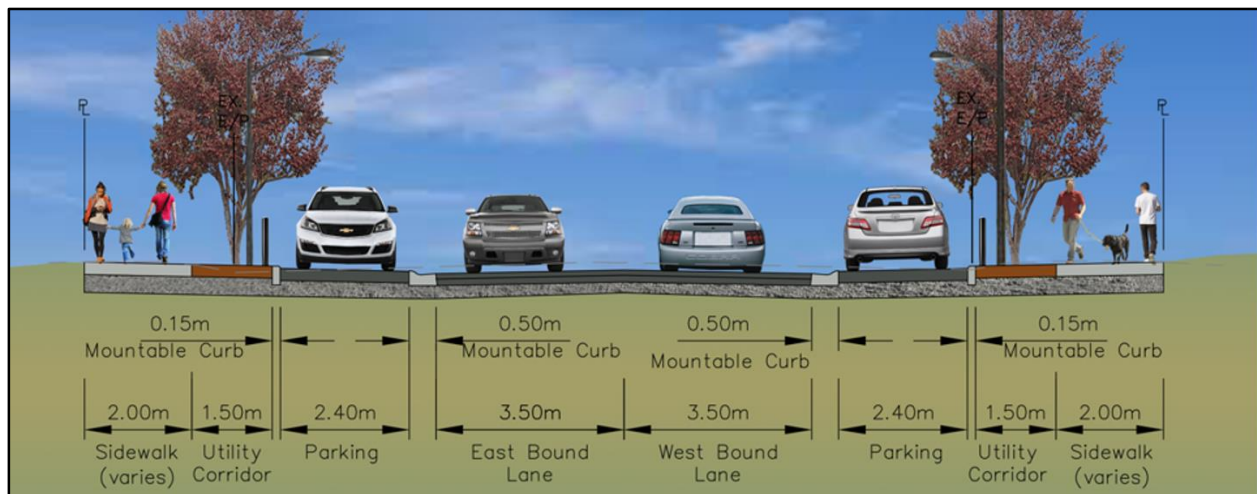
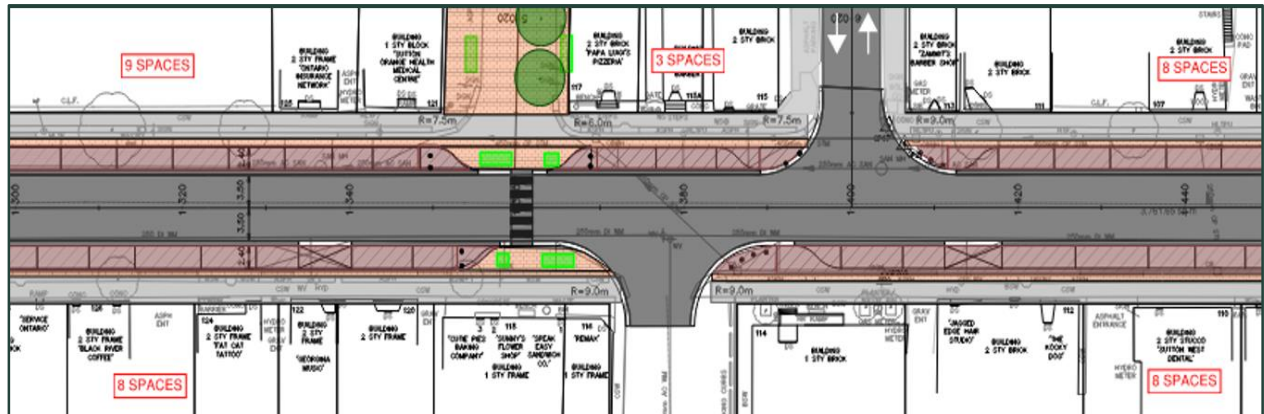
The project team took this feedback into consideration as it reviewed and refined the options for the main design concepts to arrive at the recommended approaches described in the following sections.

4.2 Streetscaping within the Downtown Sutton BIA

In response to stakeholder feedback and building on the advantages/disadvantages of the three initial streetscape options that were [presented and discussed in the workshops](#), the project team developed a new, hybrid option for boulevard configuration and streetscaping within the BIA zone and for reconfiguration of Market Square Crescent. This option encompasses the desired outcome of a refreshed streetscape, while considering the local needs and stakeholder feedback.

Boulevard Configuration and Streetscaping

The project team recommends that the detailed design proceed based on a boulevard configuration and streetscaping approach within the BIA that utilizes mountable curbs and repositionable bollards for flexible adjustment of parking and boulevard areas (see Figures 3, 4 & 5).



Included in this approach are:

- Reduce speed limit to 40 km/hr from current 50 km/hr. (Reduced speed limit zone will extend from Dalton Road to Highway 48.)
- Mountable curbs between the roadway and boulevard/parking.
- Designation of a minimum number and size of permanent boulevard bump-out zones at corners and crossings for pedestrian safety and to support greenspaces. These areas will be distinguished by contrasting colour pavement surfaces.
- Separation of parking lanes from boulevards by repositionable bollards and street furniture.
- Installation of bollard supports along the interface between driving lanes and parking lanes (for expansion of pedestrian zone, as needed).
- Considerations for road closure barriers at north and south end of enhanced area within BIA

Reduced vehicle speeds enhance pedestrian safety. Use of mountable curbs instead of traditional barrier curbs between the roadway and boulevard allow vehicles to safely overhang the curb lip while keeping sidewalks fully clear for pedestrians and mobility devices. This low-profile edge also simplifies snow-plow operations as plow blades ride over the curb without damage and provides a smooth, ramp-style approach for wheelchairs, strollers, and visually impaired users. Repositionable bollards allow adjustment of parking areas to be safely utilized as expanded pedestrian boulevard areas. Bollard supports can also be installed in traffic lanes at strategic intersections to support temporary closures of High Street for events such as street festivals.

It is recommended that this approach be adopted as the design concept for boulevard configuration and streetscaping within the BIA zone between River Street and West Street as it provides a solution for parking flexibility, accessibility, community character, and support for enhanced use of boulevard areas.

Reconfiguration of Market Square

During the [stakeholder workshop presentations](#), three options were presented for consideration as ways to make better use of Market Square Crescent and improve the area consistent with the overall objective of the streetscaping project.

As previously summarized, a wide range of feedback was received with some people being supportive of enhancing Market Square while others expressed opposition. The option that garnered the most interest and support involved closure of a portion of Market Square Crescent to create an appealing public space, while also implementing overall improvements to the remainder of the area (see Figures 6 & 7).

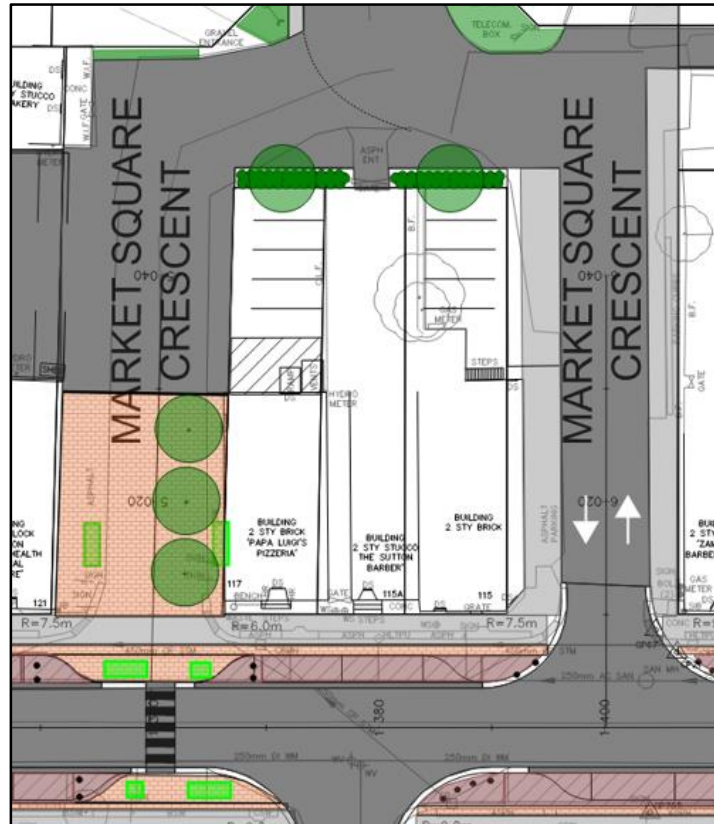


Figure 6: Reconfiguration of Market Square



Figure 7: Renderings

Included in this approach are:

- Creation of a new public space equipped with street-trees, benches, planters, waste receptacles and an entrance feature.
- Two-way traffic at a single entrance to Market Square Crescent maintaining access to all rear lots, parking spots and Market Street.
- Addition of a signalized mid-block pedestrian cross-walk on High Street with localized bump-outs and greenspace elements.
- Visual screening of private rear lots.
- Additional parking spots created behind the new public space.

This approach reclaims a valuable area at the heart of the BIA core that previously was heavily underutilized. It can be flexibly used as a relaxing rest area, a potential location

for additional artistic wall murals or other outdoor public art installations, or can be converted into a pop-up event plaza with temporary market stalls.

The project team recommends that the detailed design proceed based on this proposed reconfiguration of Market Square.

Addressing Parking Concerns

A significant number of stakeholders identified the availability of parking as their primary concern. Given the importance of this issue and acknowledging that some streetscaping elements may reduce the number of parking spaces the project team quantified the current inventory of parking spots, evaluated the potential impacts of the proposed streetscaping designs, and explored strategies to mitigate any negative effects.

Investigation of standard approaches used in urban planning revealed the following regarding most people's expectations and willingness to walk outdoors from parking locations to destinations:

- **Curbside parking at destination:** ideal for brief stop/quick drop-in less than 15 minutes and necessary for persons with mobility challenges.
- **60 m zone:** less than 1 minute walk, acceptable for stops of 1 hour or less.
- **120 m zone:** 2 - 3 minute walk, acceptable for longer visits.
- **240 m:** 5+ minute walk, most people will choose a more conveniently accessible location or mode of transport other than walking (i.e. shuttle bus).

Overlaying these zones as 'heat maps' centered on the High Street BIA and using the Town's GIS asset inventory data, counts of standard size parking spots (3 m by 7 m) within each of the zones were compiled. Appendix 2 graphically presents the current inventory of parking spots within each of the zones. Appendix 3 presents the future inventory of parking spots in the same zones, after the streetscape recommendations are implemented. The following table summarizes the results of the two inventories presented in Appendices 2 and 3.

Table 1: Parking Spot Inventory

Parking Spot Location	Inventory of Available Parking Spots*	
	Current	Future
Curbside	59	56
60 m zone	94	95
120 m zone	100	100
240 m zone	292	295
Total	545	546

*Includes only spots that are located on Town owned land currently used for parking.

The parking spot inventory demonstrates that the recommended streetscaping approach will have negligible impact on the total number of parking spaces in the area, broken down as follows:

- **Curbside:** 5% reduction (- 3 spots)
- **60 m zone:** 1% increase (+ 1 spot)
- **120 m zone:** no change
- **240 m:** 1% increase (+ 3 spots)

Any potential business impacts that could result from the small reduction in curbside spots will be mitigated by designation of the curbside spots as short-term or accessible parking. Short-term parking is a useful tool to ensure some sections of available parking remain transient. Metered parking is also an effective way to manage time-limited parking spots, but is not being considered in this project, or the Town, at this time.

In the workshops some stakeholders commented that the current number of parking spots in the High Street BIA is insufficient during the peak summer season. Although an extensive parking strategy for Sutton was completed based upon existing conditions, in order to accurately predict if expansion is necessary, peak season parking counts will need to be gathered in order to better inform decisions around expansion. Staff will be conducting these counts in summer of 2025 and will report back with results and proposed solutions, should they be necessary. The analysis of potential expansion of parking will consider the additional measures outlined above, including short-term parking in key areas of the BIA.

4.3 Streetscaping outside of the BIA

During the [stakeholder workshop presentations](#), four options were presented for consideration that focused on streetscaping and restoration of the boulevards in the zone outside of the BIA, from West Street to Highway 48, and from the bridge north to Dalton Road.

Stakeholder feedback indicated that concerns also exist in this area regarding parking capacity, however at a somewhat lesser degree of relative importance than within the BIA. The Town's streetscaping design experts and a number of stakeholders noted this portion of High Street is a transition into the downtown BIA, and as such should be designed with a similar look and feel to achieve a cohesive community style.

Taking the feedback received into consideration, the project team developed the design concept for restoration of High Street from West Street to Highway 48 (see Figures 8 & 9) incorporating the following:

- Reduce speed limit to 40 km/hr from current 50 km/hr.
- Replacement of the existing sidewalks, asphalt boulevards, curbs, and road surface.
- Incorporation of greenspaces in select locations of the boulevard.
- Maintain sufficient curbside parking.
- Integrate stormwater management improvements.

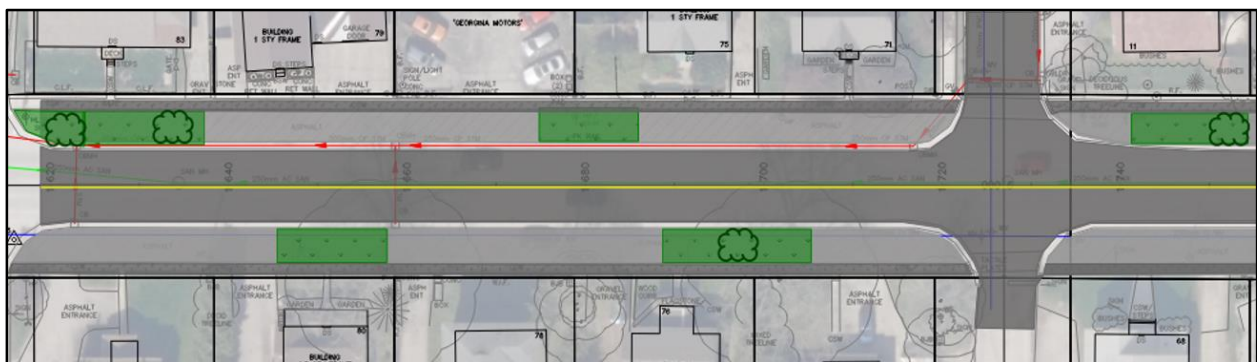


Figure 8: Typical plan view (partial segment)

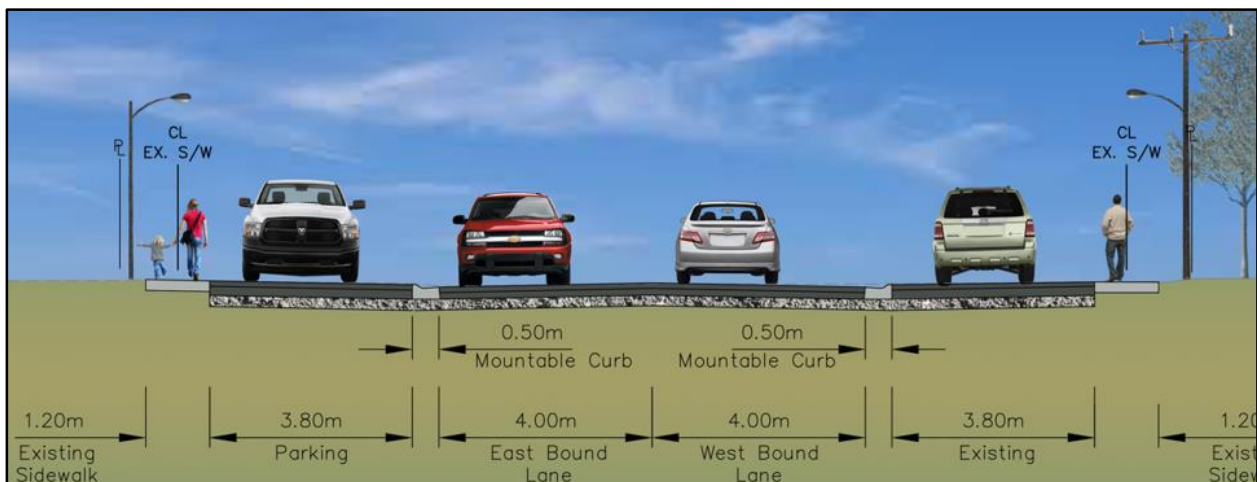


Figure 9: Typical cross-section at curbside parking

Reduced vehicle speeds enhance pedestrian safety. Restoration of sidewalks, boulevards and curbs addresses deteriorating assets and improves visual appeal of the area. Creation of permeable greenspace areas improve stormwater management and

enhance the visual appeal of the gateway to downtown. Improvement of stormwater management also assists in increasing the longevity of road assets.

The project team recommends that the detailed design for High Street proceed based on this proposed concept for restoration from West Street to Highway 48.

4.4 Overhead Wires

In planning and development of the High Street Streetscape & Infrastructure project, it was recognized that some other municipalities undertook the very costly effort to relocate overhead wires underground as part of their streetscaping efforts. In the [stakeholder workshop presentations](#), three options for dealing with overhead wires were presented: leave as-is, relocation to laneways at the rear of properties, and relocate overhead wire underground. Consultations with Hydro One revealed that their policies no longer support relocation of overhead hydro wires to the rear of properties in this area and so this option was given no further consideration.

In the workshops, many stakeholders noted that the current overhead wires are unsightly and detract from a key object of streetscaping, which is to improve the attractiveness of the area.

Conversely, many stakeholders commented that the cost of relocating all overhead wires underground is too high, despite the fact that the cost estimates did not yet include the need for replacement of individual service connections and replacement of street lighting. It should also be noted that the costs for replacement of individual service connections would not typically be borne by the municipality, but would be paid by the individual property owners.

In response to the differing stakeholder perspectives on this matter, the project team consulted further with Hydro One to explore a hybrid alternative that would still improve the visual aesthetics of the area, but at a lower cost. This aesthetic improvements option includes the following:

- Relocate only the cross-street hydro and communication wires to underground at the same time as excavation for the underground infrastructure;
 - Note that wires parallel to the street, high voltage transmission wires, transformers and individual property service connections will not be modified.
- Apply decorative elements (i.e. decorative wraps) to poles in the BIA zone, with the intent of making them appear as new streetlight poles
- Decorative streetlight enhancements (costs already included in previously approved streetscape components)

Figure 10 shows an un-retouched Google Streetview™ photo of the visual impact of overhead wires near the intersection of High Street and River Street. Figure 11 is a digitally altered version of the same photo, with cross-street wires deleted and decorative covers applied to poles, to demonstrate the impact of this hybrid alternative.



Figure 10: Example of existing visual impact of overhead wires



Figure 11: Digitally re-touched photo “Aesthetic Improvements (Hybrid)” option

The following summarizes comparison of key criteria of the overhead wire options:

Table 2: Comparison of overhead wire options

Criteria	Leave As Is	Aesthetic Improvements (Hybrid)	Relocate All Underground
Appearance	Poor	Good	Best
Schedule Impacts			
Design Phase	0 weeks	+16 weeks	+24 weeks
Construction Phase	0 weeks	+8 weeks	+12 weeks
Cost Impacts			
Overhead Hydro Relocation	N/A	\$500,000	\$2,500,000
Communications Service Connections	N/A	\$110,000	\$110,000
Private Properties Meter Replacements	N/A	\$75,000*	\$140,000*
Streetlight Pole & Arm Replacements	N/A	N/A	\$350,000
Design, Inspections & Fees	N/A	\$175,000	\$1,000,000
Total Cost Impacts (incl. contingency)	\$0	\$860,000	\$4,100,000
Relative % of total overall budget	0%	8.3%	30.3%
Annual Payment (20yr/4.3%)	0	\$61,576	\$293,564

*Private property improvements typically paid by individual property owners.

Although the costs associated are high, and the schedule impact is the most severe, it is recommended to proceed with the “Relocate All underground” option as the preferred approach. This is based upon stakeholder feedback, economic and business perspective, and opportunities for improving the streetscape aesthetic. This option achieves significant visual improvements, and aligns with the long term vision of this project. The schedule changes are impactful in the short term, but are minimal when gauged over the life of the newly improved streetscape/infrastructure.

Although the other design concepts will significantly improve the look and feel of downtown Sutton, this investment in High Street would be incomplete if the existing poles, communication lines and hydro lines remain unaddressed as part of the design. It is important to note that this project will be the only opportunity to relocate above ground high voltage wires to below ground, at this scale, in this location, for at minimum the next 50 years (based upon the next first available replacement cycle for underground infrastructure).

4.5 Gateway Sign

Provision of a community gateway sign visible from Highway 48 near the intersection at High Street is proposed as a method to increase awareness of the downtown Sutton commercial zone. Options for gateway signs presented in the [stakeholder workshop presentations](#) included: no additional signage, a small basic sign, and a large high impact visual feature.

In general stakeholders were supportive of the concept of a gateway sign. Few specific comments were offered regarding the sign options other than to note that the sign should have strong visual impact and that it would be beneficial to have a sign that could be easily changed periodically to promote specific events.

In further refinement of the gateway sign concepts the project team has developed two options, presented as Figures 12 & 13.

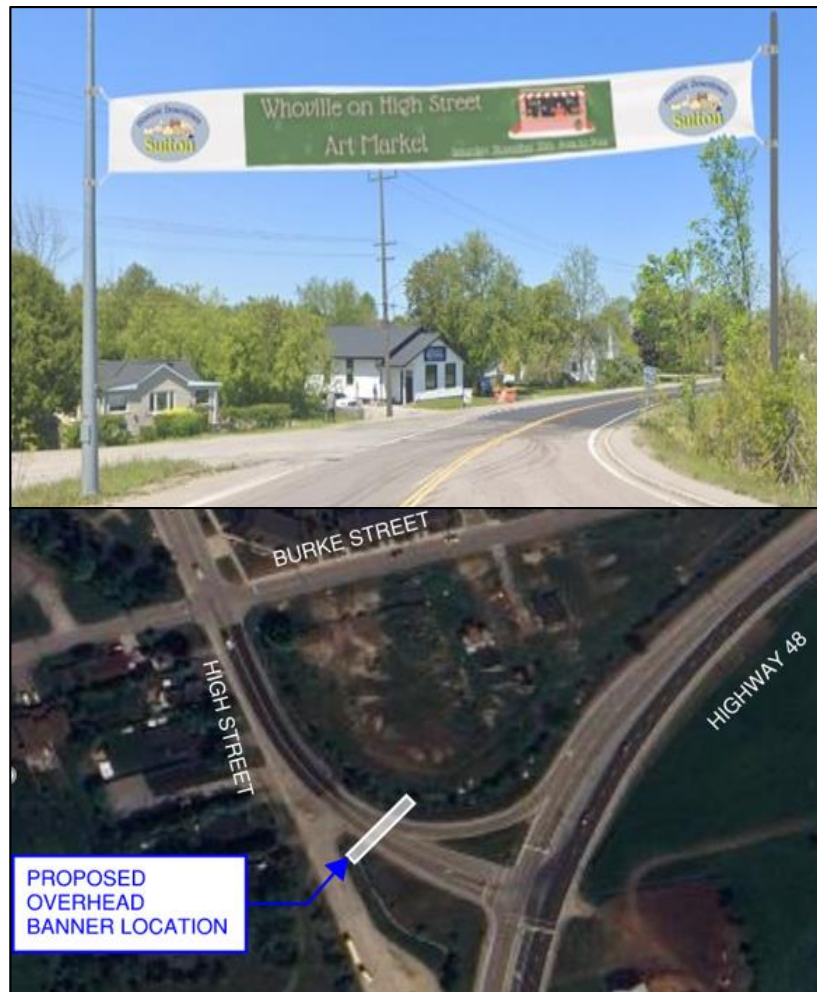


Figure 12: Overhead banner gateway sign and proposed location

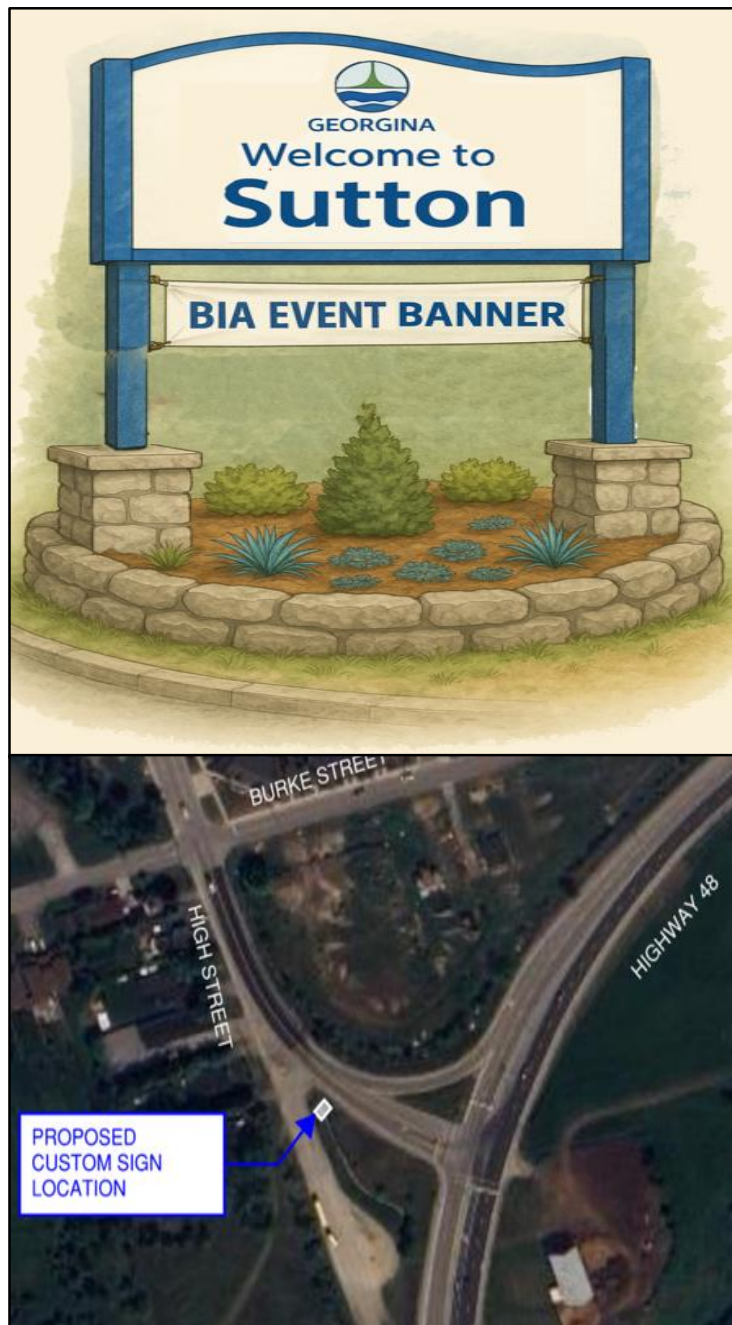


Figure 13: Wayfinding style gateway sign

Potential locations and visual impacts of the two sign options are similar. Staff have confirmed that both proposed locations are available with no additional land costs. The wayfinding style sign can be designed to be strongly reflective of the Town's established wayfinding brand identity. The overhead banner sign can be designed to present Town logos and imagery, but is not entirely consistent with the Town's wayfinding style.

The following summarizes a comparison of the other criteria associated with the two sign options.

Table 3: Comparison of gateway sign options

Criteria	Overhead Banner	Wayfinding Style
Appearance	Good	Better
Resources required for use	High-reach bucket lift and 2 operators	1 person
Costs		
Construction	\$8k to \$10k	\$20k to \$25k
Supply event signs (4 per year)	\$3k to \$4k/yr	\$2k to \$2.5k/yr
Install event signs (4 per year)	\$5k to \$6k/yr	\$1k/yr
Calculated 10-year cost	\$88k to \$110k	\$50k to \$60k

Based primarily on the more consistent community style and lower long-term costs, the project team recommends that the detailed design for High Street proceed based on the wayfinding style sign concept.

4.6 Next Steps

The following summarizes the next steps in the High Street Streetscaping and Infrastructure Redevelopment project:

- Complete parking demand analysis
- Proceed with detailed design of streetscaping, watermains, storm sewers and sanitary sewers;
- Based on detailed design; determine preferred phasing option
- Tendering of construction contract;
- Roll-out of supportive promotional and marketing campaign in advance of commencement of construction; and,
- Construction work phase.

5. RELATIONSHIP TO STRATEGIC PLAN:

Creating a Vibrant, Healthy and Safe Community:

- Continue to invest in community amenities and spaces

Delivering Service Excellence:

- Proactively manage infrastructure and assets to ensure service continuity

6. FINANCIAL AND BUDGETARY IMPACT:

Hydro relocation and gateways sign costs, if approved, will be additional to the already approved business cases and budgets.

The following summarizes the overall project funding and projected expenditures com.

Table 4: Project financials

	Item	Amount \$ (excl HST)
Funding	Streetscape Redevelopment Detailed Design High Street (23-CI-OI-08, Georgina)	\$400,000
	Watermain Renewal High Street - Design (24-CI-WAT-04, Georgina)	\$189,000
	High Street Streetscape and Infrastructure (25-CI-OI-04, Georgina Streetscape & Watermain)	\$3,755,000
	Road Reconstruction (York Region Commitment)	\$1,200,000
	Stormwater System Improvements (York Region Commitment)	\$2,300,000
	Growth Related Sanitary Sewer Upsizing (OI-2025-0011, Georgina)	\$1,285,000
	Growth Related Watermain Replacement/Upsizing (OI-2025-0011, Georgina)	\$300,000
	Additional Funding for Overhead Wires – Relocate All Underground Approach (based on approval)	\$4,100,000
	Additional Funding for Gateway Sign - Wayfinding Style (based on approval)	\$25,000
	Sub-total Funding	\$13,554,000
Expenditures	Engineering Design and Construction Administration Services (CIMA+ PO 18198)	-\$895,487
	Promotional and Marketing Campaign	-\$75,000
	Estimated Construction Costs	-\$12,365,873
	Non Recoverable Tax (1.76%)	-\$217,639
	Sub-total Expenditures	-\$13,554,000
	Projected Budget Surplus/Deficit	\$0.00

This project has many current and potential funding sources, including:

- Potential grant funding from York Region's Municipal Streetscape Partnership Program could offset up to \$1.0M if successful.
- York Region, through its asset management program, is committed to funding \$3.5 M for infrastructure related improvements.
- Pending the final Development Charge Bylaw Update, up to \$960k of the streetscape and watermain work will be paid for by development charges.
- Almost \$1.3M is directly paid by development charges associated with the Area Specific Development Charges for the Sutton High Street Sanitary Sewer.
- Almost \$1.1M directly relates to rate-funded reserves (water).

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

While there are no specific regulatory requirements for public consultation associated with this project; recognizing the impact on the community, the Town is incorporating extensive voluntary public consultation and communication efforts throughout the life of the project.

Development of the Georgina Streetscape Design Manual involved public consultation activities including presentation of illustrative design display materials at open houses and pop-up events with opportunity to provide feedback via in-person and online survey questionnaires.

As outlined in Section 4.1 of this report, focused stakeholder workshops were conducted to explore the primary options for the High Street Streetscape and Infrastructure Redevelopment project. Workshop participants were invited to provide verbal feedback during the workshops, complete an online questionnaire and send emails to the project email address or the project contact personnel. Feedback received was used by the project team to further develop refine the key design concepts recommended herein.

The following communication and consultation activities will be included in the next steps of the project:

- An Open House focused on the projects key design concepts on June 10, 2025
- Development and roll-out of a promotional and marketing program to support the business community and residential property owners during the construction period. This may include initiatives such as: Shop Local Campaign with gift cards, radio, signage, print, targeted online ads and direct mail flyers, as well as on-site/construction wayfinding signage.
- Regular progress updates posted to the [High Street improvements in Sutton | Town of Georgina](#) web site.
- Establish and maintain continuous channels for stakeholders to communicate and provide feedback directly to the project team.
- Distribution of notices at key project milestones, prior to and during the construction work.
- Conduct regular surveys of businesses affected by construction to assess effectiveness of the business disruption mitigation measures and the potential need for adjustments.

8. CONCLUSION:

The High Street Streetscape & Infrastructure Redevelopment project aims to revitalize the Sutton downtown core by enhancing pedestrian accessibility, modernizing underground infrastructure, and creating a more attractive public realm. Extensive stakeholder engagement and technical analysis have led to a preferred streetscape design that balances operational needs, accessibility, and the character of the area.

With Council's endorsement of the streetscape and boulevard concepts, and direction on the options for treatment of overhead wires and a gateway feature, the project team will finalize the detailed design and prepare the project for tender. These decisions will influence the project's overall cost, implementation schedule, and long-term public benefit.

APPROVALS

Prepared By:	Patryk Frankiewicz, P. Eng., Senior Project Manager
Reviewed By:	Neil MacDonald, P. Eng., Manager, Capital Delivery
Recommended By:	Michael Vos, Director, Operations & Infrastructure
Approved By:	Ryan Cronsberry, Chief Administrative Officer

Appendix 1: Recommended Approach – River Street to West Street
Appendix 2: Current Parking Inventory
Appendix 3: Future Parking Inventory