



GEORGINA

Subject: 2021 Main Street Walk-Abouts Update

To: Mayor and Council

From: Sean Columbus, Economic Development Officer

Reviewed by: Rob Flindall, Director of Operations and Infrastructure

Reviewed by: Dan Buttineau, Director of Community Services

Reviewed by: Harold Lenters, Director of Development Services

Date: November 17, 2021

Briefing:

Over the past ten years, Town Staff have conducted walk-about in the 3 Business Improvement Areas of Sutton, Jackson's Point and Uptown Keswick with members of the BIA's and Ward Councillors to identify concerns and opportunities for streetscape improvements. In October 2021, these walkabouts included these 3 Business Improvement Areas and the main street of Pefferlaw. Town staff from the Economic Development and Tourism Division, Operations and Infrastructure and Community Services Departments, together with the Ward Councillor, some residents, BIA members, and representatives from the Chamber of Commerce and Pefferlaw Ratepayers, conducted a series of walkabouts. The purpose of this briefing note is to provide a summary of the 2021 walk-about and an outline of how staff will begin to address the various concerns.

Results from 2021 Walk-about:

While all of the concerns and comments expressed at the walkabouts have been detailed in a spreadsheet complete with photographs, the following themes provide many of the identified concerns and opportunities and will help staff begin to prioritize and determine the budgets/resources required to implement these items:

- Roads & Sidewalk repair
- Weed & Tree maintenance
- Trash Can maintenance
- Street Furniture maintenance and enhancement (benches, bike racks, etc.)
- Park Space and Public Infrastructure enhancements (creation of place-making- i.e. Gazebo's, event space, etc.)
- Private Property maintenance
- Streetscape Improvements/Beautification (i.e. flower planters, art fixtures, etc.)
- Reducing vacant business space/land (economic opportunities, potential pop-up shops)

During the walk-about, Town staff and the attendees discussed that while some of the concerns can be addressed within existing budgets, many require significant budget and staff resources and are considered major capital projects. Subsequent to the walk-about, the Directors of Operations and Infrastructure and Community Services met to review the identified concerns with Economic Development and Tourism Division and created Table 1 below indicating how Staff can begin to address these concerns in 2022.

Table 1

Item	Time Frame 1-6 m. (short term) 6 m. – 2 yrs. (medium term) 2 yrs.+ (long term)	Action	Timing
<p>#1 PSR Identification: Identify items that can be actioned as Public Service Request's (PSR's) within existing staff and financial resources.</p>	<p>Short term</p>	<p>Input all items identified in to the PSR system.</p> <p>Prioritize those identified as safety concerns.</p> <p>PSR's assigned to the appropriate Departments for completion.</p> <p>Completed items will be documented.</p>	<p>Q4 2021 & Q1 2022</p>
<p># 2 General Maintenance: Dedicate additional resources to main street maintenance during summer months</p>	<p>Medium term & ongoing</p>	<p>The 2022 budget includes a request for 2 additional seasonal staff dedicated to maintenance within the main street areas.</p> <p>A Grant application has been submitted to the Federal "My Main Street Program" to hire a Coordinator for the historic main street areas.</p>	<p>Q3 2022</p>
<p>#3 Identification of items that require significant financial and staff resources.</p>	<p>Long term</p>	<p>Development of preliminary design for Capital Works such as Streetscape improvements, sidewalk and parking improvements, and beautification.</p> <p>Develop high level costing of the capital works, suitable for inclusion in the Ten-Year Capital Program, that fall outside of the maintenance and replacement schedule being developed through the Asset Management Program.</p> <p>Develop a prioritization of projects in consultation with stakeholders and Council.</p> <p>Identify required/potential partners (i.e. BIA's, York Region).</p> <p>Identify funding sources (i.e. Provincial, Federal grants).</p>	<p>2022 and beyond</p>
<p>#4 Conduct Main Street Walk-about Spring 2022.</p>	<p>Medium term</p>	<p>Review accomplishments.</p> <p>Confirm priorities and prepare business cases for those items to be considered in the 2023 budget deliberations.</p>	<p>Q3 2022</p>