

NOTICE OF PUBLIC INFORMATION SESSION
HERITAGE CONSERVATION DISTRICT PLAN
FOR LOWER MAIN STREET SOUTH, NEWMARKET

Wednesday, January 13, 2010, 6:00 to 9:30 p.m.

- Open house from 6:00 to 6:45
- Workshop on masonry conservation at 6:45
- Mayor's address at 7:15

Newmarket Community Centre
200 Doug Duncan Drive (north of Timothy Street)

Why the Town is Preparing the Plan

The Town of Newmarket has taken a series of steps toward protecting and enhancing Lower Main Street South. The efforts include completion of a beautification program for the Lower Main Street South roadway and boulevard and establishment of a comprehensive set of financial incentive programs in support of building improvements on the street.

In its policies and programs, the Town has aimed to revitalize Lower Main Street South while preserving its historic character. Main Street South below the crest of the hill to Water Street is arguably the most historic street in Newmarket, with its development connected to the ancient Rouge Trail, the beginnings of the hamlet of Newmarket in 1801, the opening of the first railway in Ontario in 1853 and the opening of the first electric radial line in Canada in 1899. Because of its topography and the scenic views that creates, Lower Main Street South is also one of the most identifiable and visually interesting main streets in the Toronto region.

Attractive historic buildings in an attractive setting draw local customers and clients, tenants and tourists. As historic buildings in the Lower Main Street South district are improved or restored over time, business confidence is expected to increase as has happened elsewhere in Ontario and around the world – resulting in greater sales, higher-valued products and services, and higher rents. The main streets in Port Hope and Orangeville are examples of historic commercial areas that have benefited from designation as heritage conservation districts.

Designating the lands along and near Lower Main Street South as a heritage conservation district formally recognizes the area's historic value, ensures its long-term conservation, and permits its gradual improvement according to a plan. On January 13, 2010, property owners, business owners and residents in the proposed district as well as the general public are invited to hear about the draft heritage conservation district plan developed for the Lower Main Street South district.

What the Plan Means to Property Owners

Designation of the district under the *Ontario Heritage Act* establishes a framework through which physical changes to the district can be assessed and guided so that they contribute to, and do not detract from, the district's integrity and character. Proposals by private property owners and proposals for public works by the municipality are reviewed against the heritage conservation district plan to ensure that change contributes to the district's character.

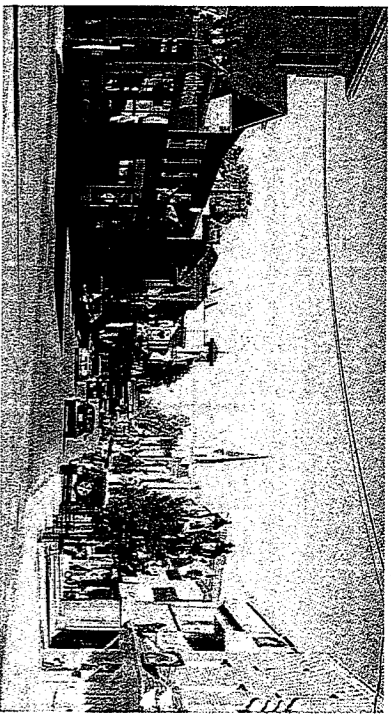
The plan applies to both the Town's public works projects in the district and to those private property alterations defined in the plan as requiring heritage review. The plan also lists types of alterations exempted from heritage review.

Where they are required, applications for heritage permits to carry out work on public or private property in the district will be reviewed in keeping with the plan's goal and objectives, policies, guidelines and implementation strategy.

District property owners are not obliged to improve their buildings. Instead, they are expected to maintain their buildings as any prudent owner would. To assist property owners in building conservation, the plan offers guidance. Building restoration to some fixed time in the past is not the plan's aim, and owners do not have to undertake museum-type restorations. Where owners choose to restore their buildings, the plan gives guidance. The plan envisages building improvement occurring incrementally as it can be afforded. As the district's economic potential revives in time, building restoration will become more viable; and the plan is encouraging of this development. In the meantime, the planning framework serves to work out alternatives to project proposals that otherwise would obscure character-defining materials and features or undermine building structure and fabric. The plan provides guidance on adapting existing buildings to owners' new demands.

In the plan, properties are identified where new compatible construction would be appropriate.

The plan creates a predictable business environment so that every property owner is assured that each improvement undertaken in the district will add to the district's special character and its appeal to tenants, customers and clients from Newmarket and tourists in the Toronto region.



View looking north from Water Street