



# Town of East Gwillimbury

## **JOINT COMMUNITY INFRASTRUCTURE & ENVIRONMENTAL SERVICES AND COMMUNITY PARKS, RECREATION & CULTURE AND CORPORATE SERVICES MEMORANDUM**

To: Council

From: Mike Molinari, P.Eng., General Manager, CIES  
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Date: October 6, 2020

Subject: Downtown Holland Landing Streetscape Enhancement Project

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### **Background**

The downtown core of Holland Landing is situated along the Region-owned Yonge Street corridor from Mount Albert Road, north to the Holland Landing Community Centre. See Appendix 1 attached.

The area consists of a mix of residential homes, businesses, and community facilities in a variety of built form, including the Town's Holland Landing Fire Station 2-4 and the Holland Landing Community Centre and Library.

Area residents and local Councillors have reached out to staff regarding potential opportunities for streetscape enhancements within the downtown core.

### **Enhancements Completed to Date**

In response to resident concerns, collaborative efforts between the Town and Region have provided an opportunity to provide interim maintenance enhancements to the area, including:

- Trimming and tree removal within the parkette as well as the pedestrian bridge at Dutch Settlers Court to improve cleanliness and sight lines.
- Grass cutting and boulevard maintenance from Dutch Settlers Court to the pedestrian bridge.

- Removal of overgrowth on east side of Yonge Street from Mount Albert Road to School Street
- Enhanced sidewalk maintenance, sweeping and litter collection
- Enhanced floral hanging baskets with custom Anchor design brackets mounted to hydro poles and light standards along Yonge Street corridor.
- Hardscaping and landscaping improvements at the Holland Landing Community Centre entry sign including a large planted bed and pedestrian seating.
- Enhanced signage and entry feature planting at Holland Landing Fire Station 2-4.
- Planter barrels installed at intersection of Yonge St. and Bradford Street.

Please see Appendix 1 for map depicting works completed to date and proposed areas to focus the first phases of the visioning exercise. Further, please see Appendix 2 which includes photos of recent enhancements within the downtown core.

The enhancements noted above are anticipated to be the starting point for additional change within the area as a collaborative effort between the Town, Region, fronting property owners and the community. Staff remain optimistic that these improvements will provide the impetus for property owners in the area to carry out improvements within their own property to contribute to the beautification of the downtown core.

### **Planned Future Streetscape Enhancements**

There are a number of improvements that are currently in the planning and design phase that are being programmed beginning Q1/Q2 2021 including:

- Streetscape improvements at the Holland Landing Community Centre
- Signage improvements at the Fire Hall
- A signature planted bed/public art piece consisting of a painted canoe from the Chippewas of Georgina Island First Nation at the South/East corner of Yonge Street and Mount Albert Road in close proximity to the Nokiidaa trailhead

Staff have also consulted with Hydro One regarding additional screening of the hydro distribution station located south of the Holland Landing Community Centre entrance. Hydro One is currently reviewing landscape enhancement opportunities at both the Holland Landing Community Centre location. Staff note in addition to the Holland Landing Community Centre location, Hydro One is also reviewing the distribution station location on the east side of 2<sup>nd</sup> Concession south of Doane Road for screening opportunities.

## **Next Steps**

This initial project phase has been focused on physical and streetscape improvements as a means of creating engagement and momentum for revitalization.

Staff are in the process of assembling a working group consisting of community stakeholders including residents, business owners, Councillors, and Regional and Town staff. It is envisioned that this working group will work together in a concerted effort to bring forward a vision for a phased approach to provide a strategy and framework for enhancements to the Holland Landing downtown core including property standards and maintenance improvements, streetscape beautification, and economic development revitalization initiatives. Staff will report back on the vision and strategy and how best to utilize the existing budget. The strategy is also expected to inform future budgets for full program implementation.

## **Financial Implications**

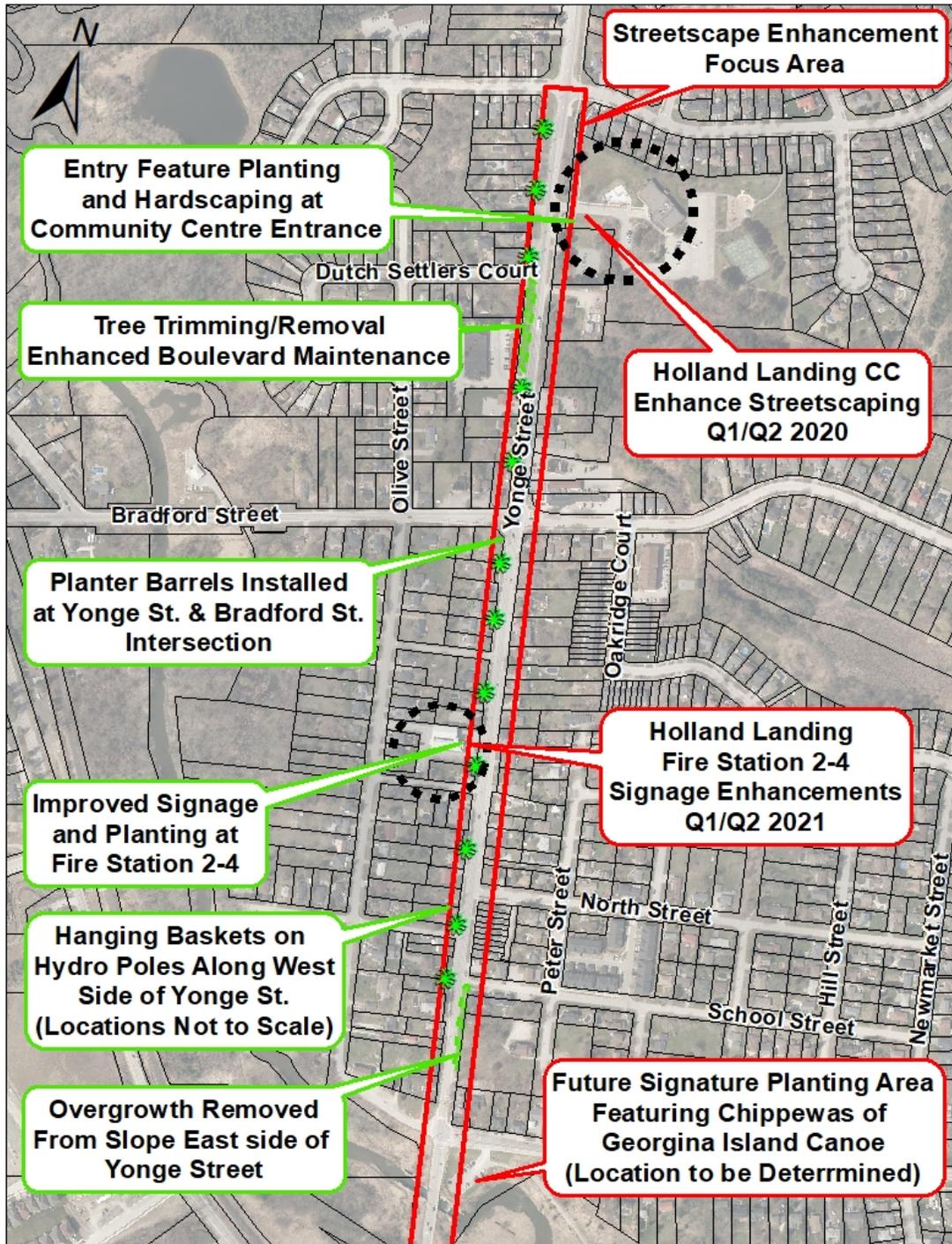
The total budget for this project is \$260,000, which was approved in 2019 (CS-19-004).

There is approximately \$160,000 remaining within the existing budget for use in the first phase of the Holland Landing Downtown Streetscape Enhancement Project. Following public consultation and community outreach, it is anticipated that these funds will be allocated to carryout design consultation, feasibility, and cost analysis of the proposed enhancements.

Any major capital streetscape improvements identified within the Yonge Street corridor in downtown Holland Landing will require a separate capital budget request and must be coordinated and approved by the Region of York as this is a regional road. Typically, a capital budget for design is proposed first to determine what type of streetscape improvements are feasible and the costs associated for implementing any improvements.

Further, as Yonge Street is a regional road, any streetscape improvements may be eligible for partial funding through the York Region Municipal Streetscape Partnership Program.

**APPENDIX 1 – LOCATION PLAN**



**APPENDIX 2**

CPRC Streetscape Enhancements Completed to Date



Streetscape Hanging Baskets with Anchor Themed Bracket



Emergency Services Headquarters Station 2-4  
Signage and Planting



Holland Landing Community Centre & Library  
Signage, Planting and Bench



Yonge & Bradford Street  
Planting Barrels



Yonge Street and Mount Albert Road  
Proposed Location of First Nations Canoe and Planting