

April 1, 2025



East and West Broadway Corridor Study

Official Plan Review Steering Committee



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ENGINEERS · ARCHITECTS · PLANNERS

Presentation Purpose



Inform the Committee about:

1. The project scope, milestones, and status;
2. Background review to date.



Gather input from the Committee to:

1. inform the background review, draft vision and land use plans;
2. Validate findings from public engagement to date.

Presentation Agenda

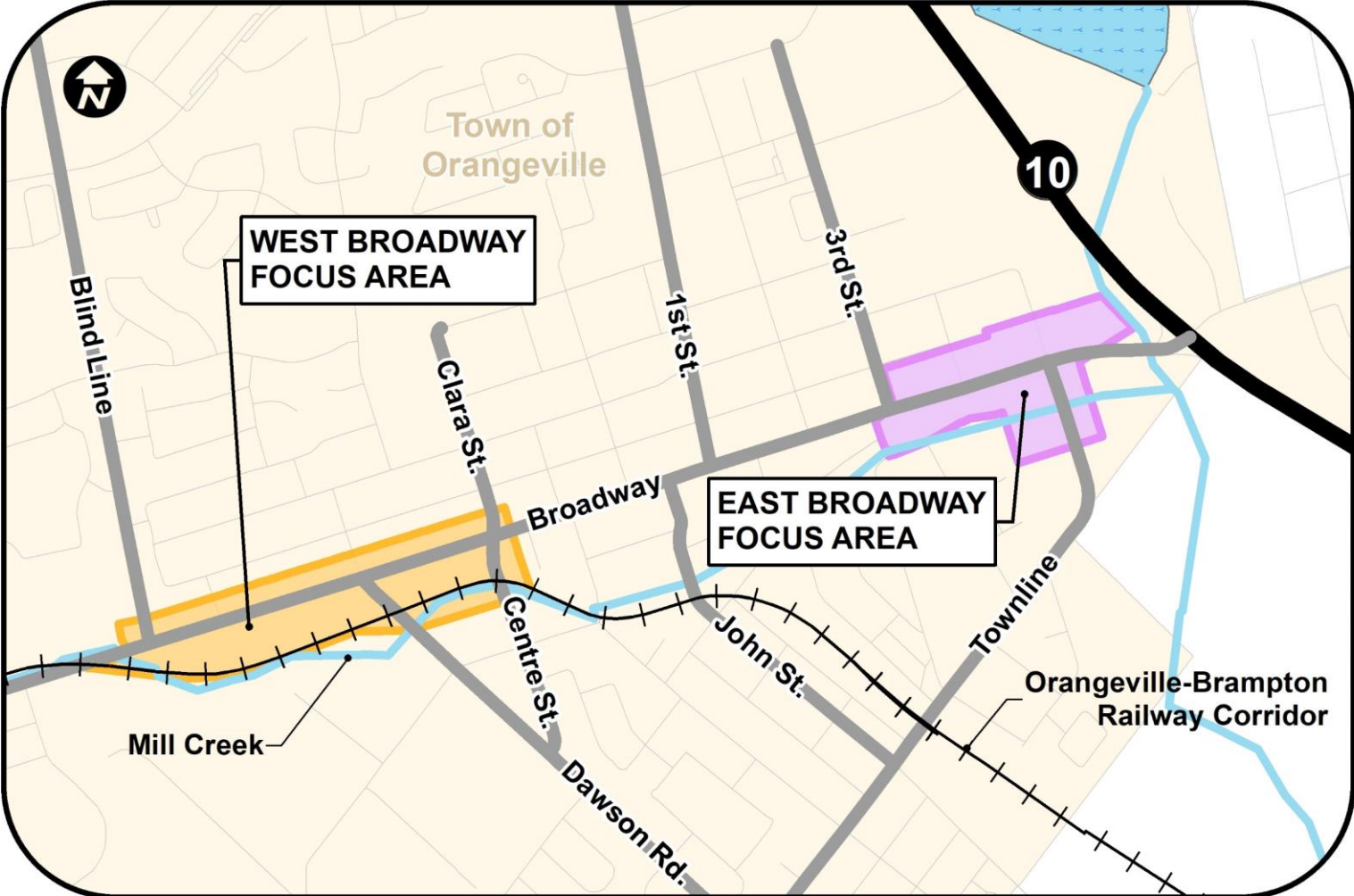
1. Project Study Area & Scope
2. Public Engagement – Online Survey Feedback
3. Study Area Existing Conditions

↔ With questions throughout

The East and West Broadway Corridor Study Project



Project Study Area



Project Scope & Timeline

Project Initiation

- Kick-Off
- Public Consultation Planning
- Data Collection and review
- Public Engagement – Online Survey
- Background Report

November 2024 to Present

Development Vision and Planning Study

- Draft vision and Land Use Framework
- Transportation & Parking Analysis
- Infrastructure Plan
- Flood Plain Strategy
- Urban Design Visioning and Principles
- Fiscal Impact Analysis
- Public Engagement – Stakeholder Interviews and Open House
- Finalize Draft Report and Present Development Vision and Planning Study to Council

April to August 2025

Implementation

- Draft Design Guidelines and Streetscape Plans
- Draft Planning Instruments
- Draft Fiscal Strategy
- Finalize all implementation Tool & Present to Council

August to November 2025

Background Review



Background Review

Legislative and Policy Review:

- Planning Act, other recent legislation, and Provincial Planning Statement 2024
- Credit Valley Conservation Authority regulation policy;
- Dufferin County Official Plan (2017 consolidation and recent amendments) and Transportation Master Plan (2023);
- Town of Orangeville Official Plan (2020 consolidation), Draft Official Plan and Zoning By-law (2022 consolidation);
- Town of Orangeville Community Improvement Plan and Design Guidelines (2023);
- Town of Orangeville Heritage Conservation Districts & Heritage Register; and,
- Town of Orangeville Parking Study (2017)



Background Review

Best Practice Review:

- Village of Bolton, Queen Street Corridor Study
- City of Waterloo, Uptown Waterloo Streetscape Strategy
- Town of Newmarket, Yonge & Dundas Streetscape Master Plan

Conclusions:

- Town policies prioritize serving the needs of the travelling public in the Study Area, hindering the creation of a complete community.
- County Official Plan and draft Official Plan policies support further growth and intensification.
- Due to smaller proportion of heritage buildings vs the downtown - Opportunity to focus residential growth in the Study Area to support businesses in both the Study Area and Downtown.
- Study Area can be a gateway into Orangeville where people live, work and play!





Based on the work of the OP to date, what has the Committee considered for the future land uses of the Study Areas?

Public Engagement



Public Survey Feedback

- 120 responses received!
- Survey ran for 4 weeks
- Majority of respondents lived in Orangeville (97) and majority of respondents were between the ages of 35-54 (60).
- Restaurants like Angel's Diner and Greystones and Shops like Fresco, LCBO and Shoppers were the most frequented locations in the study area.
- Survey focused on gaining an understanding of current conditions and a vision for the future
- Common themes from examples streetscapes referenced by respondents:
 - Wider sidewalks
 - Mid-rise built form which increases in height as you approach the outskirts
 - Patios
 - Dedicated open spaces

What do respondents think about the Study Area?



Outdated and unappealing architecture



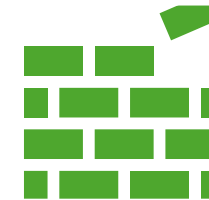
Not pedestrian friendly



Easy to get to



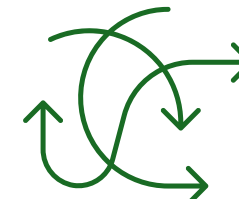
Many stores



Lacks character



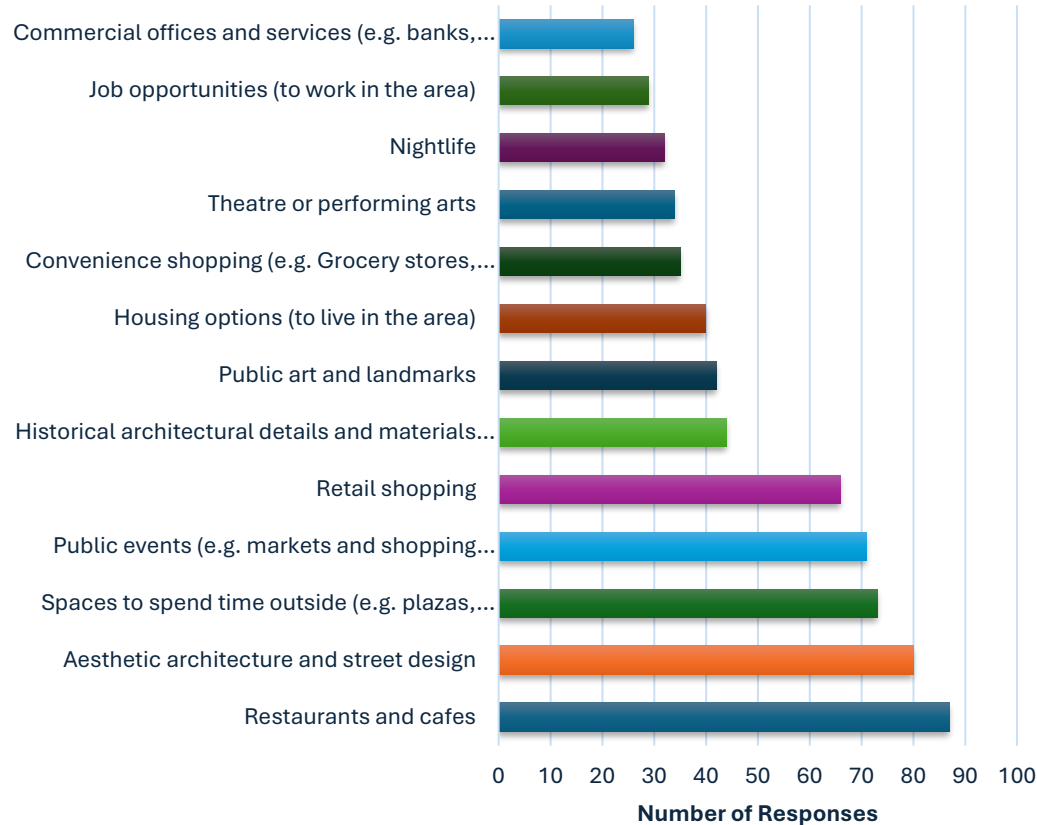
Congested



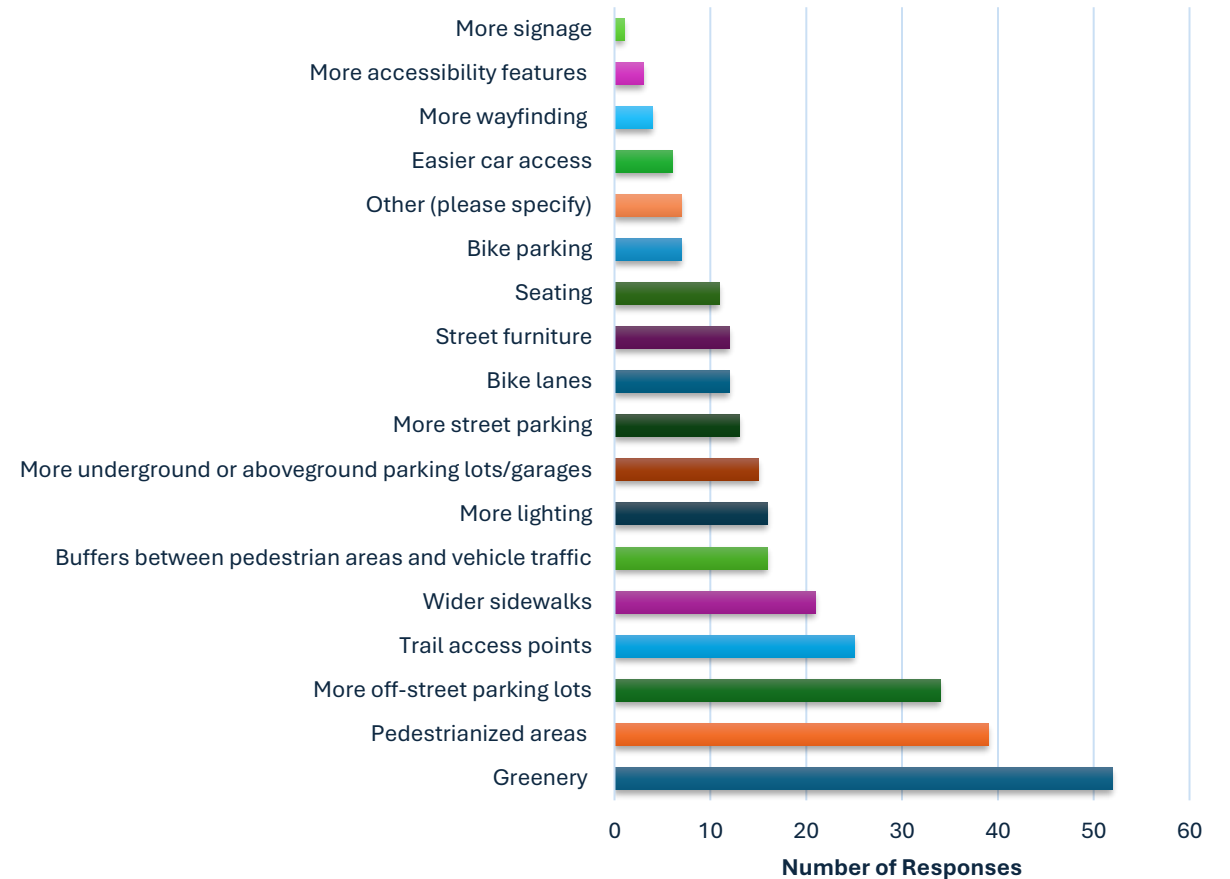
Sprawling

Public Survey Feedback

Which of the following would make you more likely to spend time in the "focus areas"?



What would make walking around the "focus areas" more comfortable and attractive to you?





**How do these findings
compare to public feedback
you have heard to date for
the OP?
Any surprises? Any gaps?**

Existing Conditions



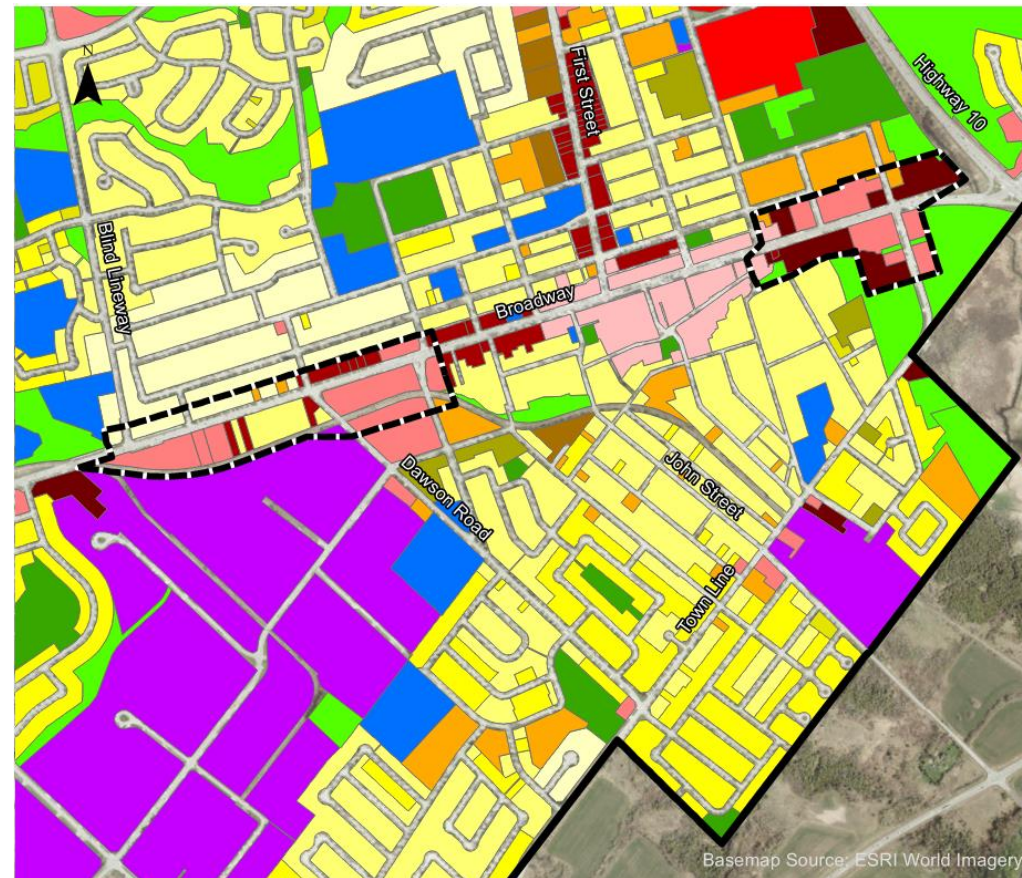
Land Use & Future Development

East Broadway

- Predominantly commercially zoned with small pockets of land zoned open space and multiple residential
- Commercial uses are autocentric and regulations are designed to accommodate customers travelling via car
- This area is seeing more development activity - 3 mid-rise mixed use residential developments proposed in this area

West Broadway

- More mixed in terms of zoning - lands zoned commercial and residential.
- Land uses to the east are designed to accommodate automobile traffic but transition away near Dawson Road where commercial uses are in converted residential buildings which primarily contain offices or personal service uses
- No new development applications in this area



Legend

Zoning Districts

- Residential, First Density
- Residential, Second Density
- Residential, Third Density
- Residential, Fourth Density
- Residential, Fifth Density
- Multiple Residential Medium Density
- Multiple Residential High Density
- Central Business District
- Neighbourhood Commercial
- General Commercial
- Restricted Commercial Residential
- Service Commercial
- General Industrial
- Open Space - Conservation
- Open Space - Recreation
- Institutional
- Study Area
- Town Limits

Built Form & Streetscape

East Broadway

- Existing built form is a product of a previous era, with large front yard setbacks and parking situated between the building and the street.
- 1-2 storey building heights
- Public sidewalks on both sides of the street with street trees provided where feasible
- Street furniture including benches are present only at the bus stops



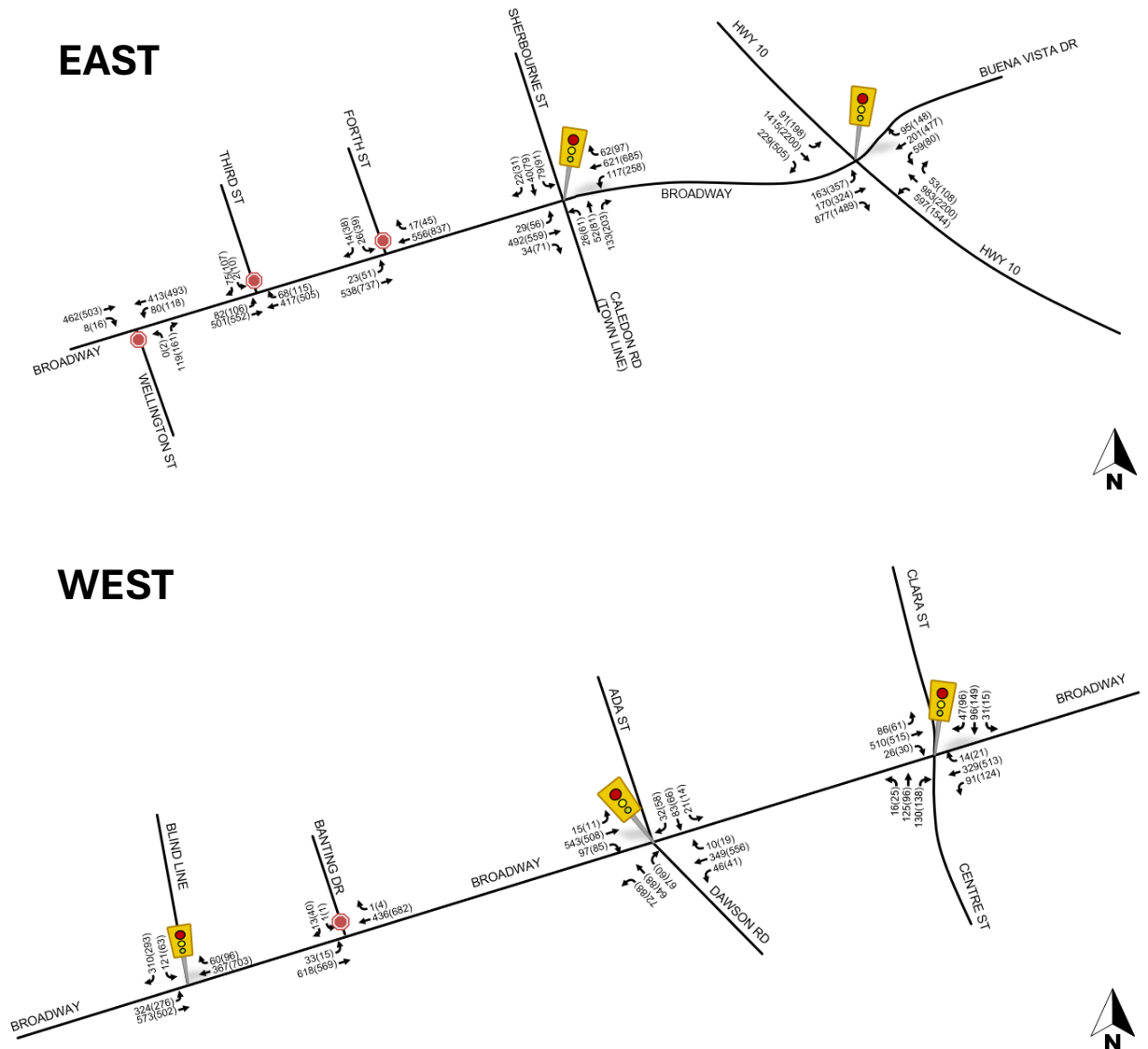
West Broadway

- Commercial built form is similar to the East Broadway in terms of large setbacks and parking located between the building and the streets.
- Residential uses maintain a traditional residential approach, which includes direct driveway access and several curb cuts.
- Predominantly 1-2 storey building heights, with the exception of a newer 4-storey building at the western edge
- Street trees are located along the boulevard towards the west portion of the focus area with street furniture including benches located only at bus stops



Infrastructure & Services

- Water capacity upgrades needed to accommodate projected growth – studies are underway to construct new well to address capacity limitation
- Currently no wastewater capacity concerns
- Only one intersection has road capacity concerns during the PM peak hour (Broadway/Blind) - operating a level of service D (i.e. speed and maneuverability of traffic are severely reduced due to the density of vehicles).
- Capacity of traffic signals is only a concern at Caledon/Sherbourne/Broadway where the southbound left-turn storage exceeds capacity by approximately 5 m (i.e. 1 vehicle) during the PM peak hour.



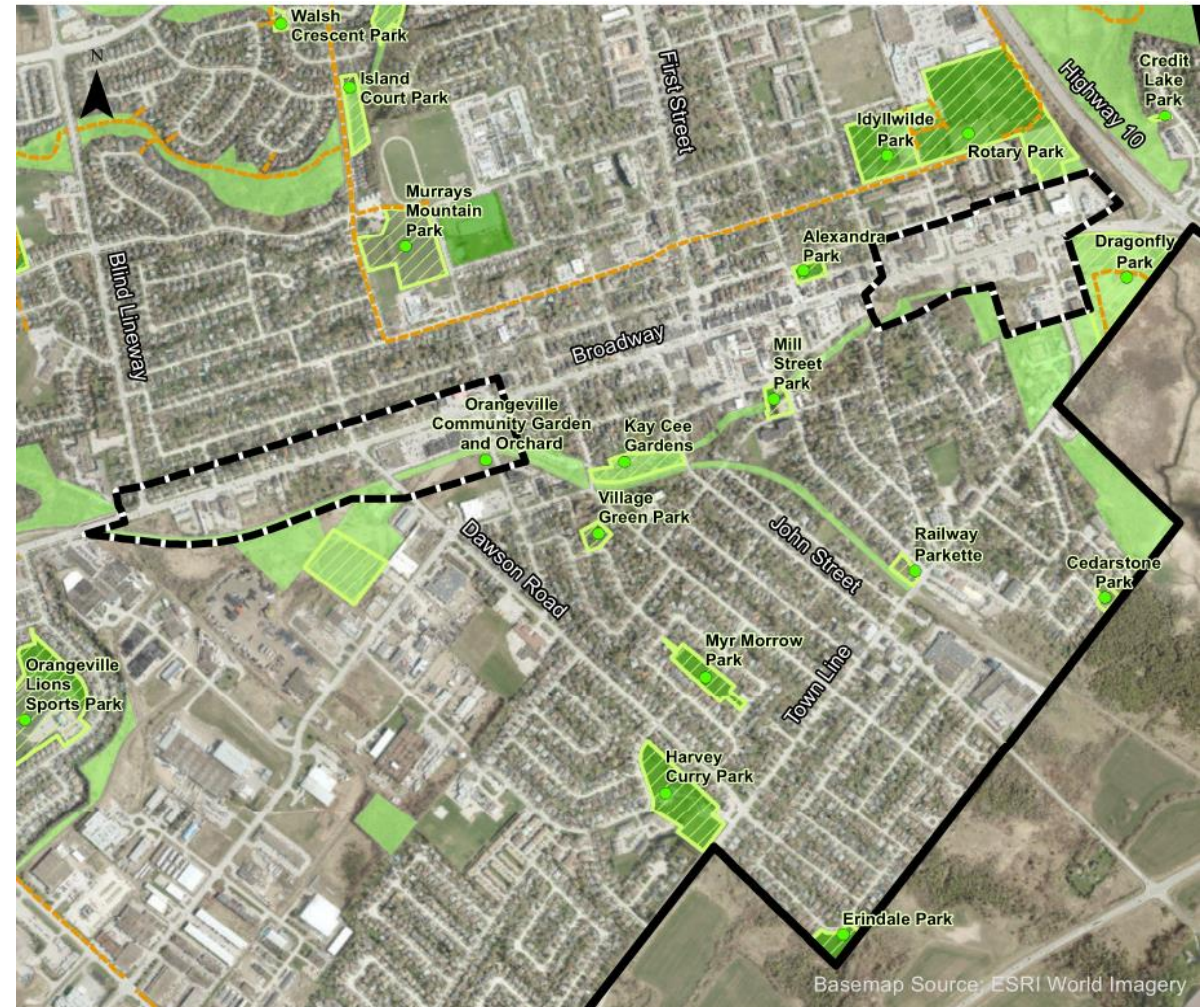
Open Spaces

- Conservation protection & outdoor recreation shown on slide
- Orangeville Community Garden & Orchard
- Future Rail Trail connections
- Potential park linkages and trail connections

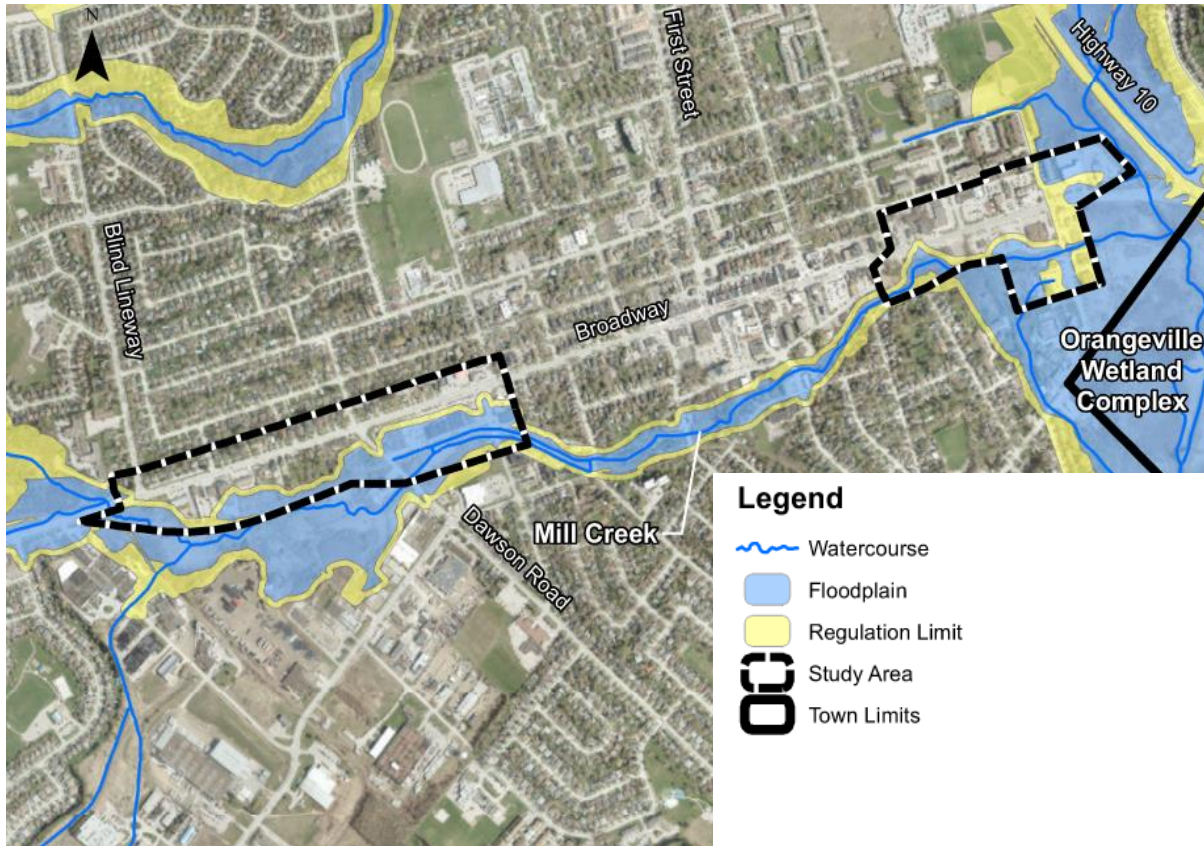
Many opportunities for outdoor recreation and public space.

Legend

- Parks and Recreation Areas
- Trails
- ▨ Park Boundary
- Open Space Conservation
- Open Space Recreation
- ▭ Study Area
- ▭ Town Limits



Natural Heritage & Hazards



SWOT Analysis



SWOT Analysis

Strengths

- Strong policy framework
- Free transit and multiple transit stops
- Existing uses cost-effective to redevelop
- Grading offers potential viewpoints
- Unique public art connecting Study Areas to Downtown
- Proximity to Hwy 10

Weaknesses

- Built form is not pedestrian-oriented and has minimal streetscaping
- Lack of streetscape coordination between public and private lands
- Policies are auto-oriented, limiting pedestrian and economic activity
- East Study Area built out areas are strongly auto-oriented

SWOT Analysis

Opportunities

- New focal point potential at Broadway and Centre Street
- Gateway node potential at Broadway and Hwy 10
- Policy updates to increase gentle density, mixed-uses, complete streets, and extend Central Business District
- CIP program can encourage streetscape improvements
- Multi-purpose trail and connections potential (e.g. Rail trail; cycling infrastructure)
- Underutilized lots and opportunities for contextually sensitive infill
- Streetscape improvements to connect both study areas with Downtown
- Future higher density development projects

Threats

- Physical condition of paved surfaces and streetscape limits visual attractiveness
- Existing lack of density and connectivity limits public realm opportunities
- Private drive in West Study area, may limit development within that block of Broadway
- Heritage Designations may limit urbanization
- Mill Creek and associated floodplain constraints
- Overhead hydro lines may limit higher density
- Impacts of climate change



When thinking about existing conditions, what other strengths or weaknesses exist in the Study Areas?



Let's move from existing conditions to the future. Thinking 10, 15, 25 years ahead, what do you hope to see and experience in the Study Areas?



Questions for the JLR team?



Thank You



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