

April 14, 2025



# East and West Broadway Corridor Study Background Report Presentation



**J.L. Richards**  
ENGINEERS · ARCHITECTS · PLANNERS



# Presentation Agenda

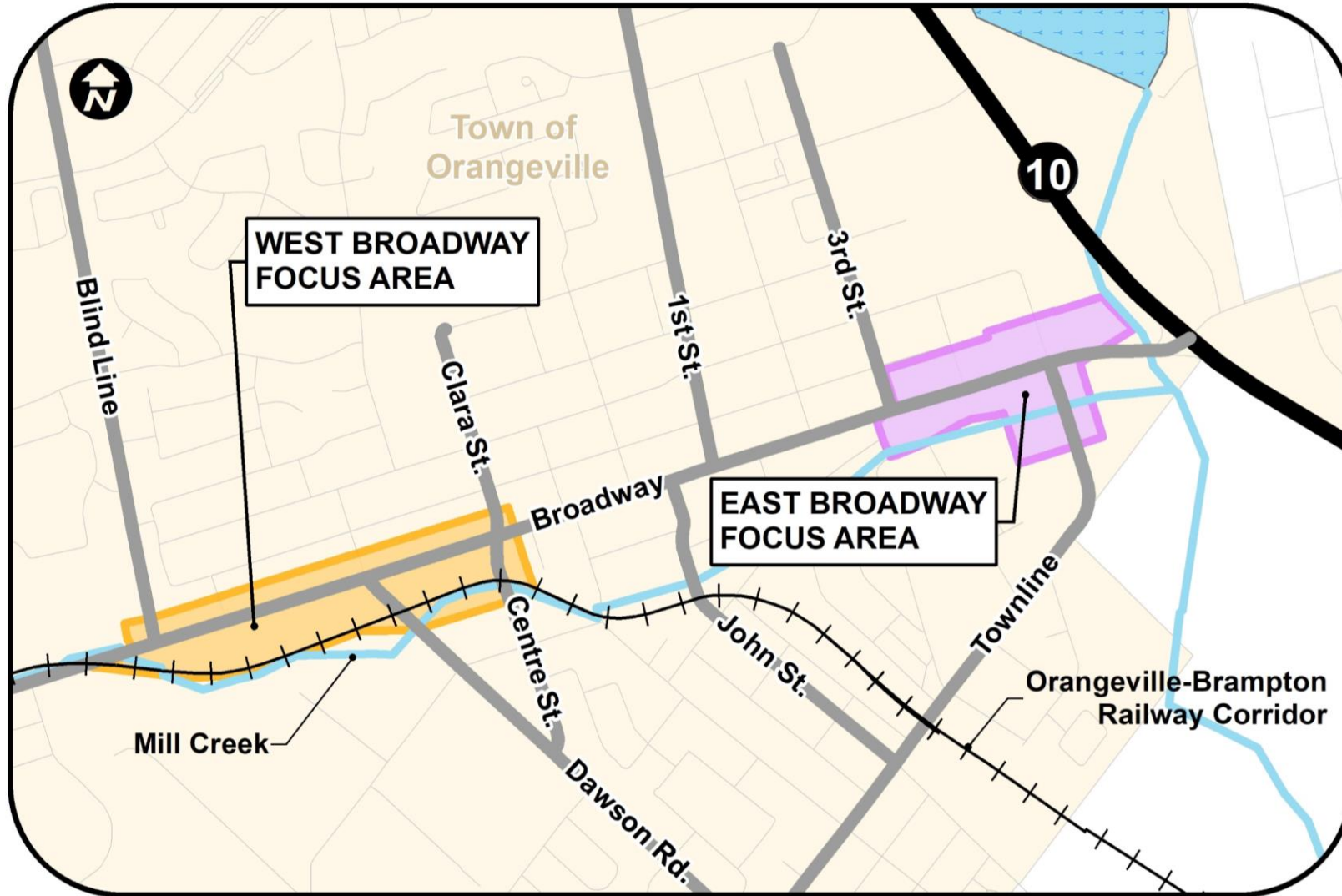
1. Project Study Area & Scope
2. Background Review
3. Existing Conditions
4. Public Engagement
5. SWOT
6. Next Steps

# 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;
- Town of Orangeville Parking Study (2017)



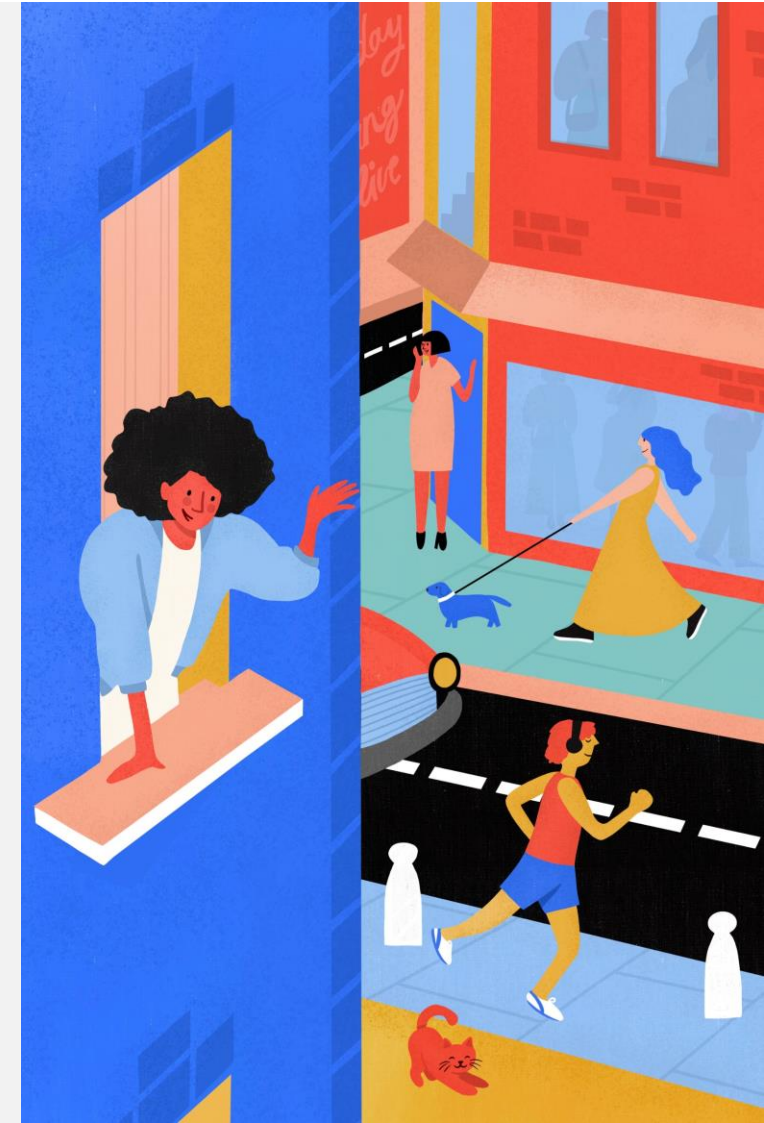
# Background Review

## Best Practice Review:

- Village of Bolton, Queen Street Corridor Study
- City of Waterloo, Uptown Waterloo Streetscape Strategy
- Town of Newmarket, Yonge & Davis 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!





# Existing Conditions





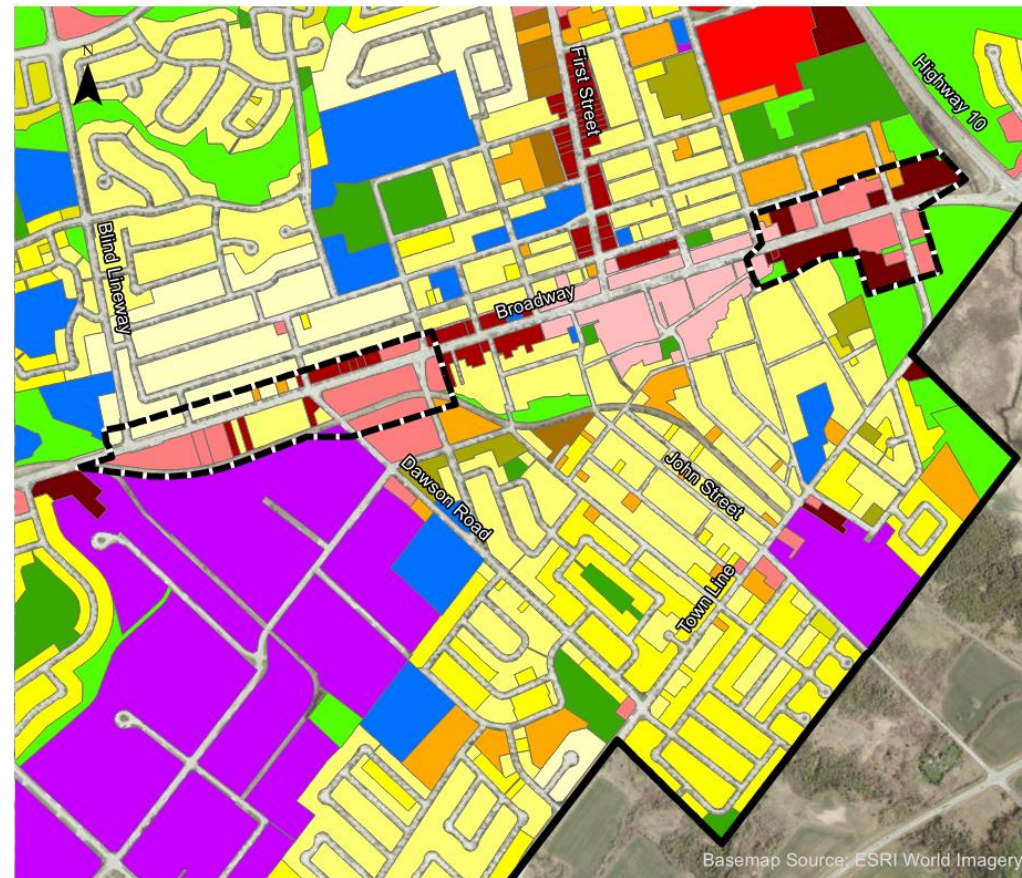
# Land Use & Future Development

## 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



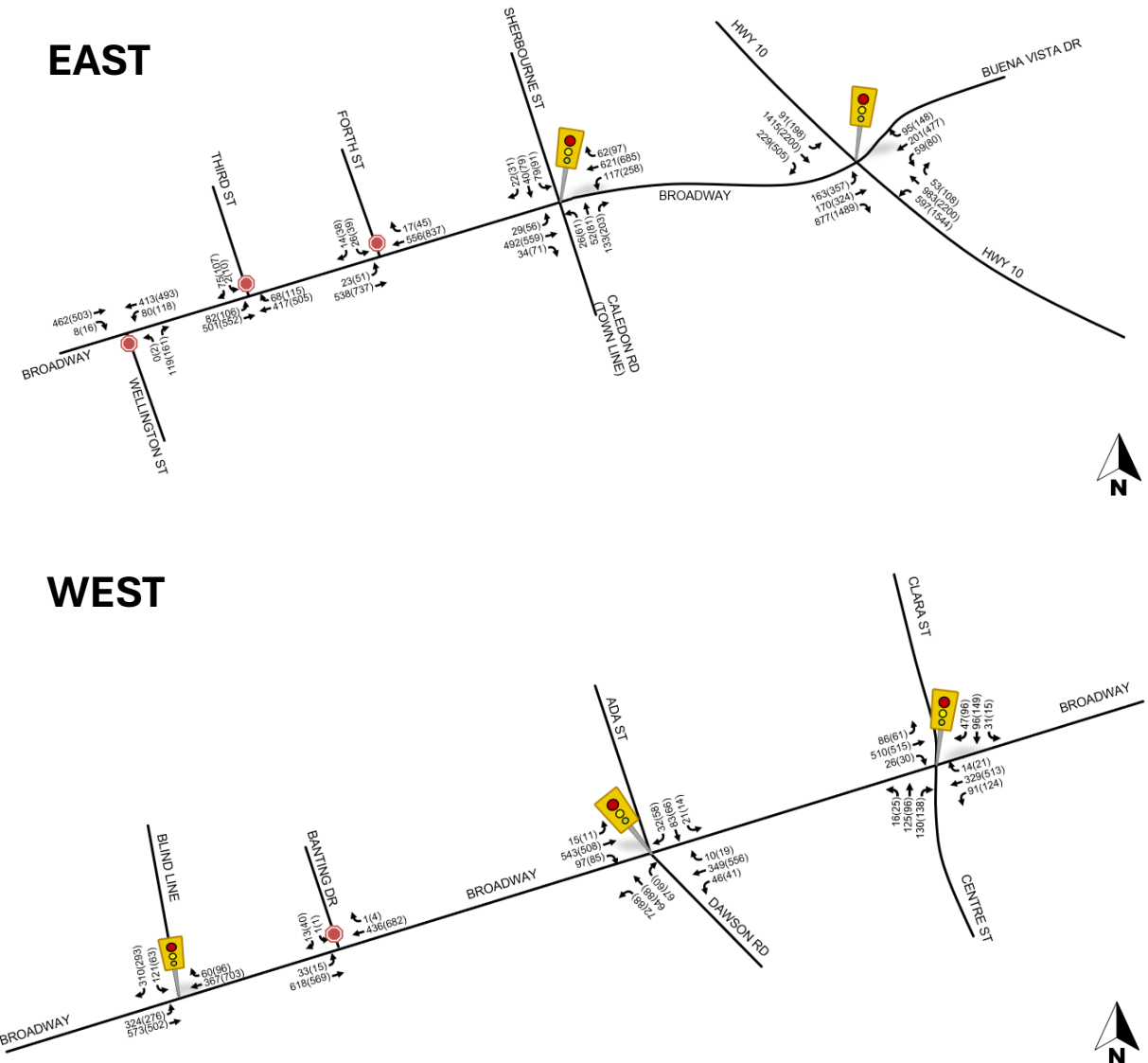
## West Broadway

- 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.





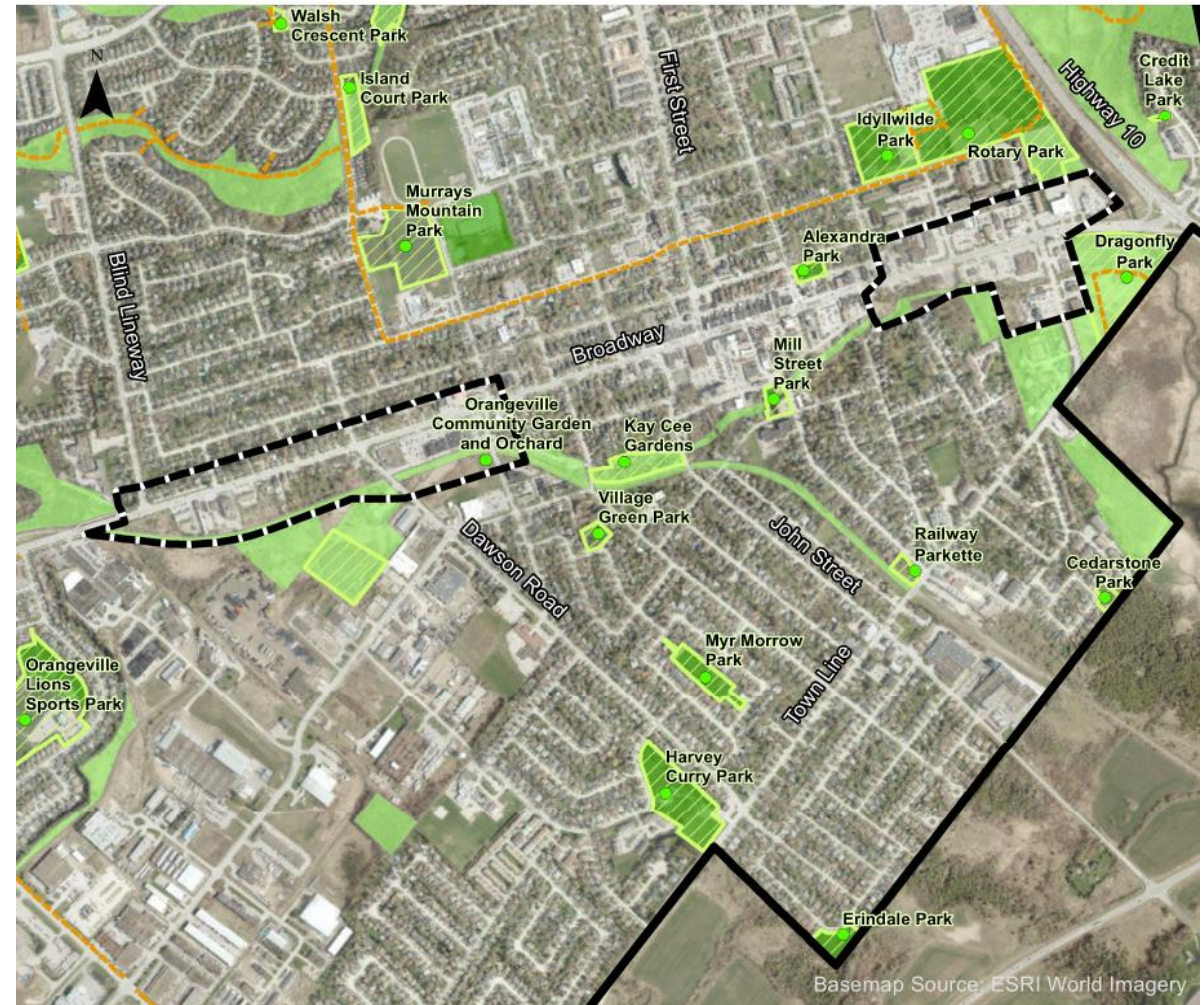
# Open Spaces

- 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.

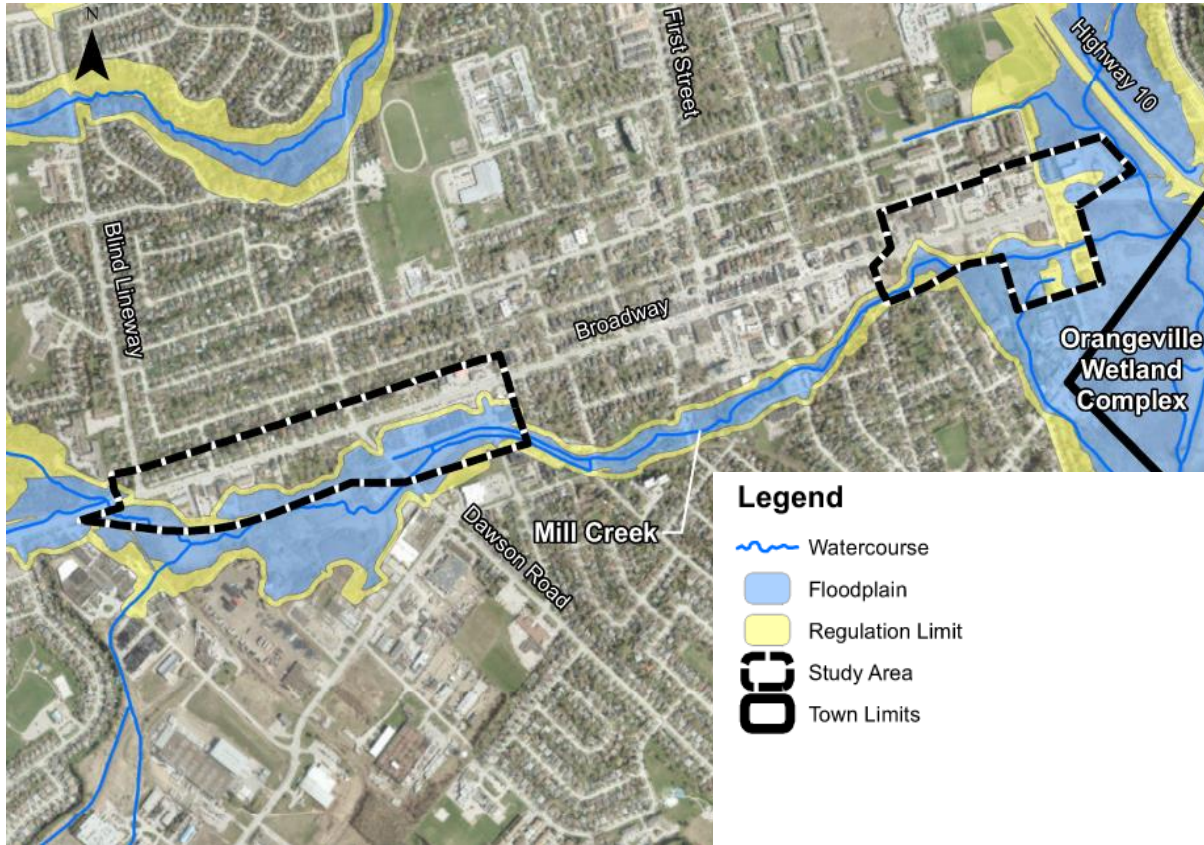
## Legend

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





# Natural Heritage & Hazards





# Public Engagement



# Public Engagement Plan

## Phase 1 – Gathering Feedback on Existing Conditions and Visioning

- Online Public Survey - Jan to Feb 2025
- Presentation to Council

## Phase 2 – Developing the Vision and Land Use and Public Realm Plan

- 3 Focus Group Interviews – April to June 2025
- General email to Committees and Agencies to invite written feedback – May 2025
- Public Open House – May 2025
- Presentation to Council – TBD

## Phase 3- Implementation Tools

- Presentation to Council - TBD



# 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).
- Survey focused on gaining an understanding of current conditions and a vision for the future
- Restaurants like Angel's Diner and Greystones and Shops like FreshCo, LCBO and Shoppers were the most frequented locations in the study area.
- 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



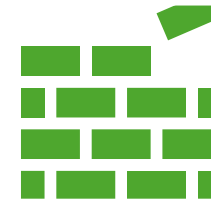
Not pedestrian friendly



Easy to get to



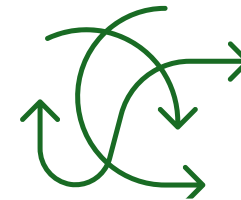
Many stores



Lacks character



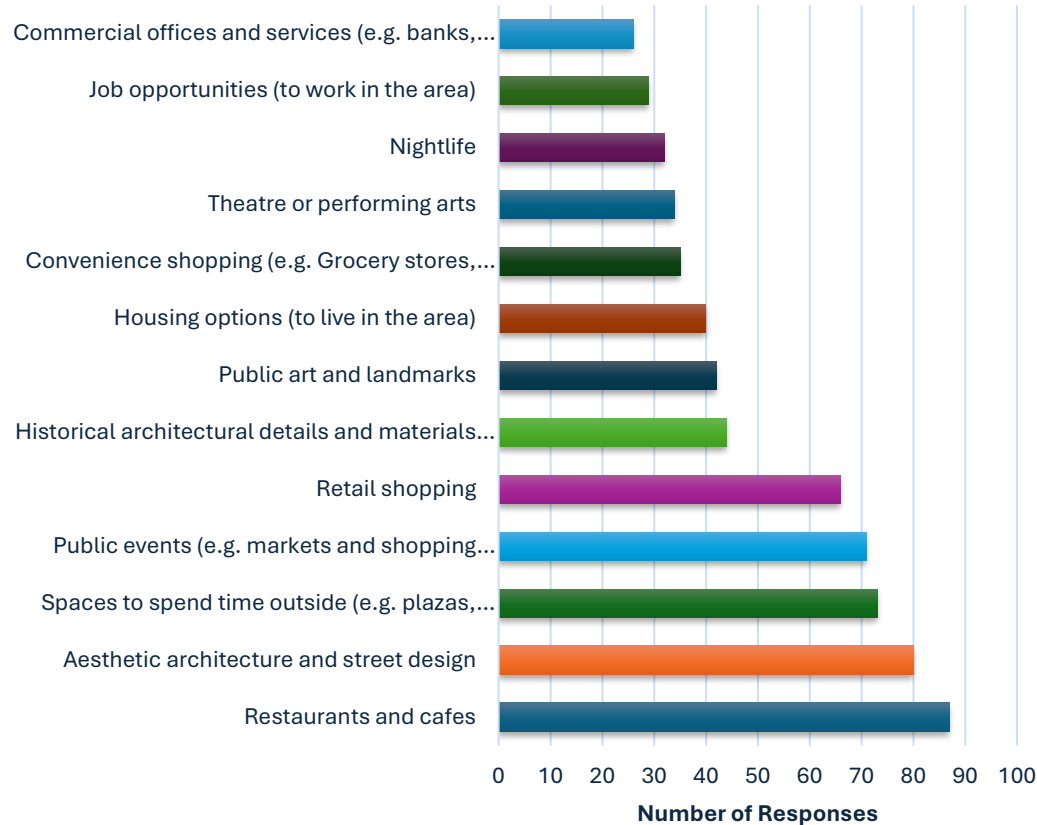
Congested



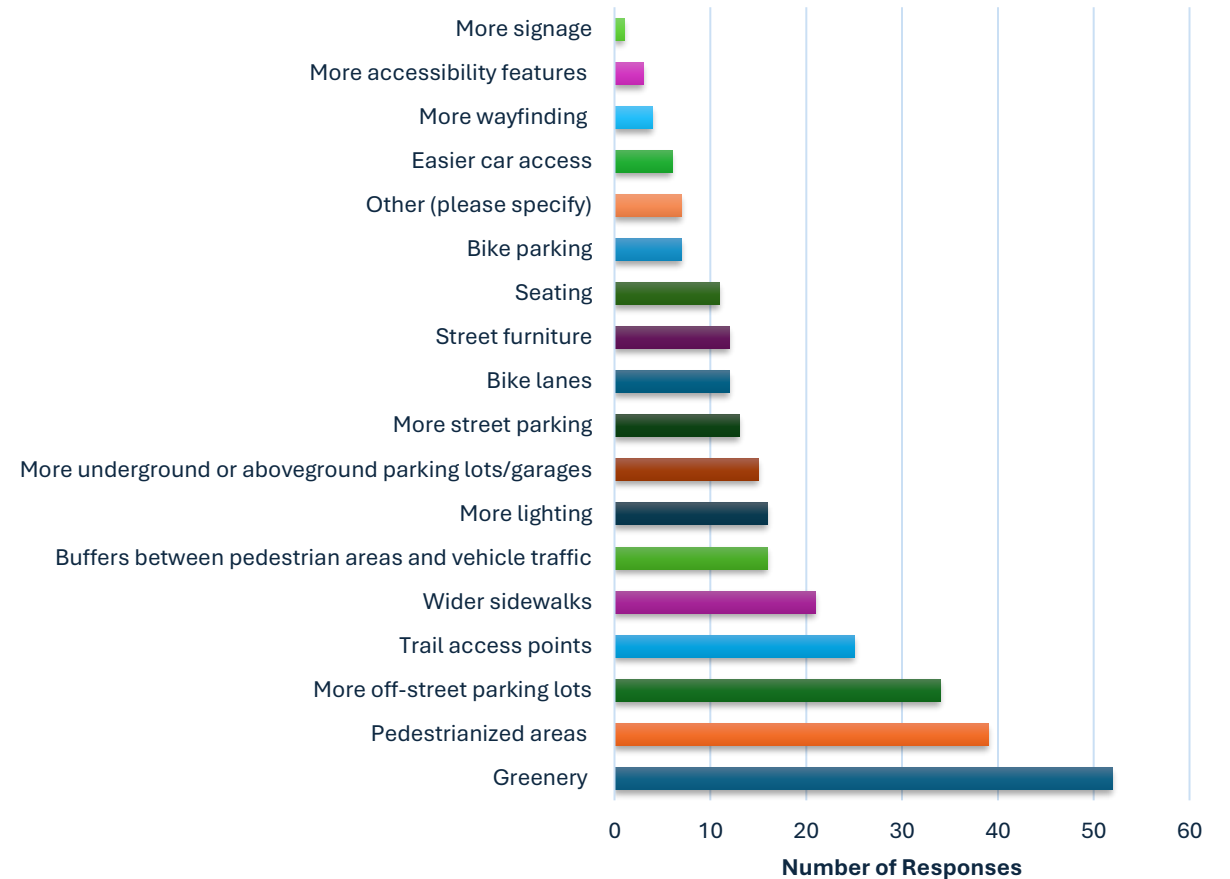
Sprawling

# 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?**





# SWOT Analysis

An aerial photograph of a town at dusk or dawn. The left side of the image is covered by a large, semi-transparent orange triangle. The town features a mix of residential houses, commercial buildings, and parking lots. A large body of water is visible in the background on the right side. The sky is a pale blue, and the town's lights are beginning to glow.

# SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Strong policy framework</li><li>• Free transit and multiple transit stops</li><li>• Existing uses cost-effective to redevelop</li><li>• Grading offers potential viewpoints</li><li>• Unique public art connecting Study Areas to Downtown</li><li>• Proximity to Hwy 10</li></ul>	<ul style="list-style-type: none"><li>• Built form is not pedestrian-oriented and has minimal streetscaping</li><li>• Lack of streetscape coordination between public and private lands</li><li>• Policies are auto-oriented, limiting pedestrian and economic activity</li><li>• East Study Area built out areas are strongly auto-oriented</li></ul>



# SWOT Analysis

Opportunities	Threats
<ul style="list-style-type: none"><li>• New focal point potential at Broadway and Centre Street</li><li>• Gateway node potential at Broadway and Hwy 10</li><li>• Policy updates to increase gentle density, mixed-uses, complete streets, and extend Central Business District</li><li>• CIP program can encourage streetscape improvements</li><li>• Multi-purpose trail and connections potential (e.g. Rail trail; cycling infrastructure)</li><li>• Underutilized lots and opportunities for contextually sensitive infill</li><li>• Streetscape improvements to connect both study areas with Downtown</li><li>• Future higher density development projects</li></ul>	<ul style="list-style-type: none"><li>• Physical condition of paved surfaces and streetscape limits visual attractiveness</li><li>• Existing lack of density and connectivity limits public realm opportunities</li><li>• Private drive in West Study area, may limit development within that block of Broadway</li><li>• Heritage Designations may limit urbanization</li><li>• Mill Creek and associated floodplain constraints</li><li>• Overhead hydro lines may limit higher density</li><li>• Impacts of climate change</li></ul>

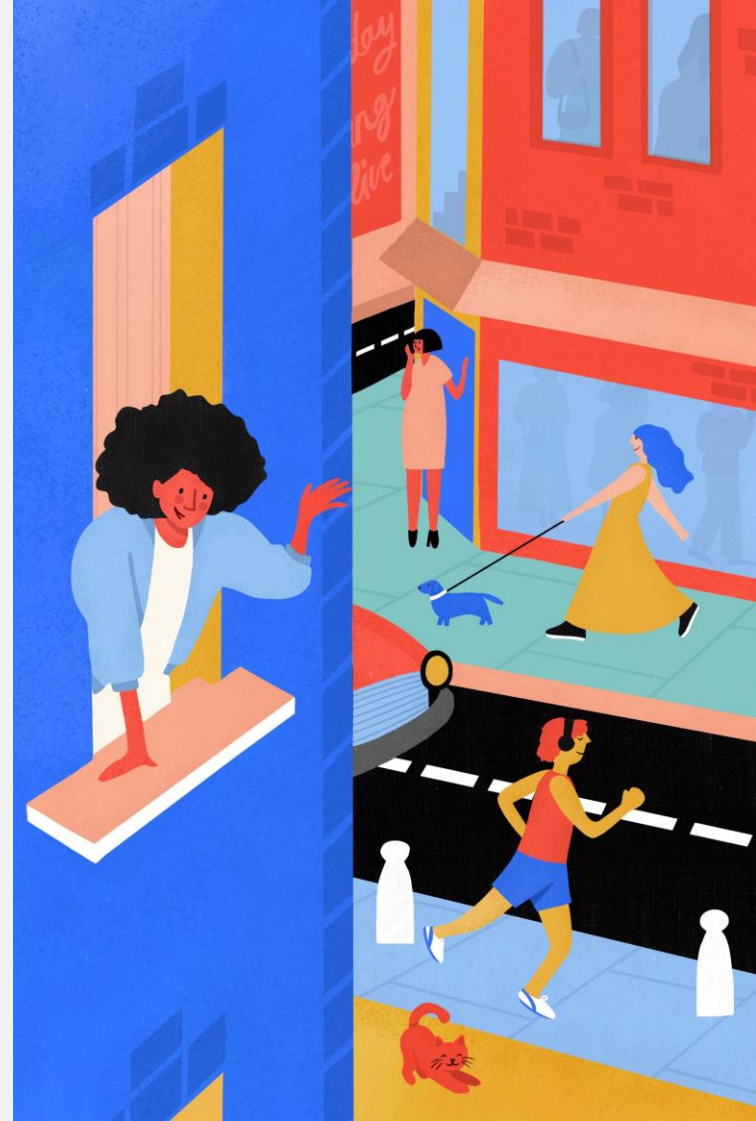
# Next Steps





# Next Steps

- Stakeholder Interviews – April to June 2025
- Draft Vision and Land Use and Public Realm Plan
- Public Open House



# Thank You



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