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MUNICIPAL STREETSCAPE PARTNERSHIP PROGRAM 2009 PROJECT RECOMMENDATION

The Transportation and Works Committee recommends the adoption of the recommendations contained in the following report, November 24, 2008, from the Commissioner of Transportation Services:

1. RECOMMENDATIONS

It is recommended that:

1. Regional Council approve \$23,000 towards the Town of Whitchurch-Stouffville's streetscape proposal application at Stouffville Road (Y.R. 14) and Highway 48 Y.R. 68).
2. The funds for this project be allocated from the proposed 2009 Capital Budget.
3. The Regional Clerk forward this report to the Clerk of Town of Whitchurch-Stouffville for information.

2. PURPOSE

This report seeks approval from Transportation and Works Committee and Regional Council for partnership funding on a municipal streetscaping proposal in conformance with the Region's approved Municipal Streetscape Partnership Policy.

3. BACKGROUND

Council adopted Streetscape Partnership Policy in 2006

In October 2006, Regional Council approved a policy for a Municipal Streetscape Partnership Program. The policy set out criteria for potential Regional funding contributions to streetscaping projects planned on Regional roads by local municipalities.

As part of the policy, Regional Council endorsed the allocation up to \$1-million of the Region's annual \$3-million streetscaping capital commitment to this program. The application and evaluation process specified in the approved policy requires local municipalities to confirm their commitment to fund a proposed project in the autumn of the year preceding planned construction. Once this commitment is received, the Region evaluates the potential for a recommendation to Regional Council for a Regional funding contribution in the capital budget for the following year. This timing is required to allow

for the appropriate programming of the works at both the Regional and local levels following Council endorsement.

In conformance with the approved Municipal Streetscape Partnership Program, Regional staff established a Streetscape Review Committee in March 2007, to review all the municipal applications.

Since the inception of the partnership, the local municipalities who have submitted applications to participate in the funding program are noted in Table 1

Table 1
Municipal Streetscape Partnership Program Participation

Municipality	Year Applied	Approved for Budget Year	Budget Dollars Approved	Project Location/Description
Town of Georgina	2007	2008	\$253,055	Woodbine Avenue and Ravenshoe Road
Town of East Gwillimbury	2007	2008	\$107,250	Leslie Street and Mount Albert Road
Town of Whitchurch-Stouffville	2008	Recommendation for 2009	\$23,000 Recommended in this report	Stouffville Road/Main Street and Highway 48
City of Vaughan	2008	Pilot approved by Regional Council in 2007	\$0	Community Signage Pilot Project
City of Vaughan	2008	Deferred by Vaughan	\$0	Maple Streetscape Phase VII Implementation and Civic Centre Streetscape

4. ANALYSIS AND OPTIONS

Two applications were received for a funding partnership in 2008

In 2008, applications were received from the City of Vaughan and Town of Whitchurch-Stouffville for streetscape partnership funding. The Streetscape Review Committee has reviewed the applications and has compiled the following summary and recommendation.

City of Vaughan - Application related to Maple Streetscape Master Plan

The City of Vaughan's application was comprised of two parts; the community signage pilot project and final phase of the Maple Streetscape Master Plan Implementation and the new Civic Centre streetscaping. The proposal was impressive in scope and would contribute most positively to the community of Maple.

York Region notified the Maple Streetscape Advisory Committee that the section of their application referring to the community signage pilot project would not be eligible for funding based on a Regional Council report adopted on June, 21, 2007. This report was in relation to a request from the Maple Heritage Street Name Committee to install community street name signs on traffic control signal mast arms. The Maple Heritage Street Name Committee, in partnership with the City of Vaughan agreed to pay for the manufacture, installation and maintenance of the community street name signs. Therefore, in June, 2007, Regional Council approved a one-year pilot project to replace the Region's existing mast arm signs in the community of Maple with a new colour street sign reflecting the heritage status of Maple. Even though approval was given by Regional Council in 2007, the pilot has not yet been implemented.

On August 29, 2008, the City of Vaughan notified York Region of their intention to defer the second part of their application; their final submission for the final phase of the Maple Streetscape Master Plan Implementation and the Civic Centre streetscape as those items will no longer be constructed in 2009. The City of Vaughan's intention is to apply at a later time.

Town of Whitchurch-Stouffville - Application for gateway feature at Main Street/Stouffville Road and Highway 48

The Town of Whitchurch-Stouffville's application consists of an entry marker pier and a gateway feature that defines the entrance into Stouffville. The two components provide the utmost exposure to the travelling public (*see Attachments 1 and 2*):

- The entry marker pier is located on the south side of Stouffville Road approximately 300 metres west of Highway 48 in the vicinity of the community limit. The pier will be clad in granite with an inset plaque with the Town crest.
- The gateway feature is located on the southeast corner of Main Street and Highway 48. The gateway feature will include a capped pier and low wall clad in granite including lettering to identify the Community of Stouffville.

The two strategically-sited elements are located on the busiest commercial street in Stouffville and will be complemented by landscaping. The features are well executed and tie in visually with recently constructed wall features in new developments on Main Street; together, these features have the potential to set the character of future development on Main Street for a distinctive look. This proposal promises a well-defined entrance into this growing Ontario town.

Two Components make up the Municipal Streetscape Partnership Program Criteria

Under the Program, the eligibility for funding a project is determined by two criteria; the location of the proposal and the timing of construction within York Region's current capital year. York Region strives to co-ordinate its road construction projects with their local partners to maximize the use of the partnership program. The program stipulates that funding on streetscape enhancements be on our Regional right-of-way.

Stouffville Road is a Regional road and continues as a local municipal road called Main Street east of Highway 48. The entry marker pier is sited on the Regional right-of-way at the urban boundary of Stouffville, and the co-ordinated gateway feature is located on the southeast quadrant of Highway 48 and Main Street on Town property outside of Ministry of Transportation's sight triangle. Alternative locations for the gateway feature were explored, however, due to future land uses on the west side of Highway 48 which are not compatible with a permanent gateway feature, it was determined that the east side was preferred. The two elements together support a well-defined entrance into Stouffville.

The Streetscape Review Team recommends the application of the Town of Whitchurch-Stouffville's even though it only fulfils one of the two criteria

In reviewing the application, the Streetscape Review Team recognized the significant positive contribution to both the Regional road approaching the Main Street and to Stouffville's streetscape and recommends an exception be made on these grounds.

The Review Team has reviewed the drawings and circulated comments back to Town of Whitchurch-Stouffville for minor adjustments to be reflected in the final construction drawings and recommends that this application be endorsed by Regional Council for construction in 2009 with the Stouffville Road project. The implementation of the proposal will be undertaken by York Region and maintained by Town of Whitchurch-Stouffville.

5. FINANCIAL IMPLICATIONS

The total cost submitted by Town of Whitchurch-Stouffville for 2009 construction of the gateway feature is estimated at \$46,000. Based on their eligibility for 50% funding, the Region would be responsible for one-half of this amount totalling \$23,000 to be drawn from the 2009 budget.

6. LOCAL MUNICIPAL IMPACT

In 2008, the second year of the Municipal Streetscape Partnership Program, York Region staff continued to initiate and liaise with local municipalities on opportunities for funding and in providing direction on scheduling and submission requirements.

The implementation of the partnership program will undoubtedly benefit the Town of Whitchurch-Stouffville by providing a distinctive gateway into downtown. The gateway feature coupled with the Town's plans for streetscaping on their local road will create an attractive area to support local businesses. In addition, this will encourage pedestrian activity creating a vibrant neighbourhood. Collaboration with local municipalities encourages locally initiated streetscaping projects which benefits both the local municipality and the Region. This is important in contributing to our overall civic image and fosters a sense of pride within York Region.

7. CONCLUSION

The Municipal Streetscape Partnership Program is an annual funding program budgeted per fiscal year for the purpose of partnership funding with local municipalities on streetscape enhancements within the Regional right-of-ways. Town of Whitchurch-Stouffville submitted a gateway feature design for funding partnership amounting to \$23,000. The Streetscape Review Team has reviewed the application according to the policy's criteria and finds it satisfactory in the enhancement and beautification of our Regional right-of-ways and recommends the partnering with the Town for this project.

For more information on this report, please contact Paul Jankowski, General Manager, Roads Branch at Extension 5901.

The Senior Management Group has reviewed this report.

(The attachments referred to in this clause were included in the agenda for the December 3, 2008 Committee meeting.)