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Street Patio Program Information Report

Report Number: PCI-19-02

Department(s): Planning and Building Services and Economic Development

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In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

The purpose of this report is to update Council on the Main Street South Downtown Patio Program and a new patio for the 2019 season.

Background

In 2015 Council approved a pilot project allowing up to four on-street parking spaces in the Main Street South area to be repurposed for the summer season to allow restaurant patios. Following positive public feedback, Council authorized the program to continue on a permanent seasonal basis and authorized the use of up to six on-street parking spaces. In the 2016 season four patios were permitted under the program using a total of six on-street parking spaces.

Feedback indicated that the downtown patios have been a success. Surveys of patio patrons conducted in its initial year were nearly universally positive, indicated the patios draw more visitors to downtown, that visitors see the patios as an improvement to downtown, and that patio visitors strongly tend to visit other downtown businesses during their visit.

Discussion

Street Patio Program

Since the summer of 2015 staff have managed a program to allow a limited number of restaurants to install outdoor patios in the municipal right-of-way. This began with the

restaurants Hungry Brew Hops and Made in Mexico in 2015. In 2016 this was expanded to include Hungry Brew Hops, Made in Mexico, Unika, and Lil' Brew Hops. In 2017 and 2018 this group was maintained, with improvements made to patios following input from the Accessibility Advisory Committee.

All patios approved through the Street Patio Program to date have been located on a municipally-owned sidewalk abutting a restaurant. In order to ensure accessibility and maintain the pedestrian-friendly nature of Main Street South, for all patios approved to date the Town has required the applicant to construct a seasonal wooden sidewalk extension through on-street parking spaces adjacent to the patio (example before/after image below).



Staff have developed an application review process that ensures an attractive design, protects pedestrian accessibility, protects Town liability, and covers Town costs such as relocating garbage cans and benches.

Public feedback

A survey was provided to patrons of participating restaurants in the inaugural year of the program, which generated 859 responses. While the surveys only captured data from customers who chose to visit the patios, they do provide useful insights on the patio patrons and their impact on the downtown. The survey found that:

- 98% of patio patrons believed the patios are an improvement to downtown

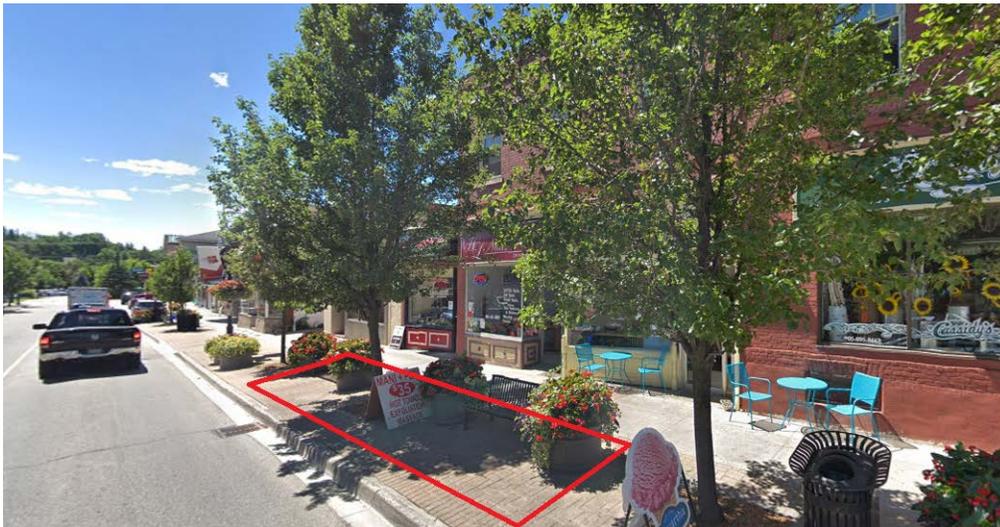
- 3 in 4 patio patrons came downtown because of the patios
- 7 in 10 patio patrons also visited other downtown businesses during their visit
- 4 in 10 patio patrons were visitors to Newmarket

2019 Season

As the 2019 season approaches, staff continue to welcome applications for patios in the Main Street South area and to consider new approaches to improve tourist attraction and business retention. For the 2019 season staff have been informed that one applicant (Unika) does not intend to renew their application. However, a new patio design and location has been proposed.

A redevelopment of a heritage building on Main Street South is underway and the property owner has expressed an interest in installing a patio in the municipally-owned boulevard. The property is known as the King George Hotel and is located at 474 Timothy Street and 232-236 Main Street South. A restaurant is permitted at this location by the applicable zoning by-law and no additional Town approvals are required for its establishment. The owner is currently pursuing construction within the building that has received appropriate permits under the Ontario Building Code and Ontario Heritage Act.

As part of the renovation, three former stores are relocating (Tek Support, HL Nails, and Bene Bene Waffle & Ice Cream) to other portions of the building complex or elsewhere on Main Street. The three now-vacant storefronts are being consolidated into one unit for a new restaurant. The owner has approached the Town for permission to locate a patio in the municipal boulevard between the sidewalk and the curb (see general location indicated below).



Such a patio design is possible to be located in the boulevard, and is eligible to be licensed by the Alcohol and Gaming Commission of Ontario for serving alcoholic beverages in a similar manner to the other patios. Patios located in the boulevard with a public sidewalk dividing them from the restaurant with which they are associated are common in other municipalities (example from Collingwood below).



Town staff will review the design from the applicant and work with them to ensure the final version meets all Town design and legal requirements. These requirements include that the design is approved by the staff review committee, that required Town fees are paid, appropriate insurance is provided, and required AGCO licensing is received if required.

Conclusion

The downtown Street Patio Program continues to contribute to a vibrant Main Street South area and supports increased business investment, tourism, and visitor attraction for the area. Staff will review applications for the 2019 patios in spring of 2019 and anticipate that returning patio applicants will be joined by the addition of the new patio design discussed above.

Business Plan and Strategic Plan Linkages

The downtown Street Patio program supports the Official Plan goals of revitalizing the historic downtown. Outdoor patios, comfortable design, pedestrian accessibility, and places that allow residents and visitors to gather and relax in the urban environment are important parts of these goals. The Community Improvement Plan for the historic downtown specifically calls for “A downtown full of outdoor places to celebrate community spirit, [including] cafés, outdoor seating, courtyards, [and] public open spaces.”

Consultation

Applications for the Street Patio Program are coordinated for review with staff from across the Town’s departments. Staff will engage with the Business Improvement Association once the new Board begins to meet.

Human Resource Considerations

None.

Budget Impact

None.

Attachments

None.

Contact

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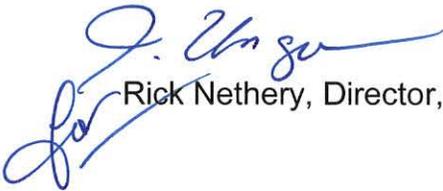
Approval



Ted Horton, Planner
Planning and Building Services



Chris Kallio, Economic Development Officer
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Rick Nethery, Director, Planning and Building Services



Peter Noehammer, Commissioner of Development & Infrastructure Services



Ian McDougall, Commissioner of Community Services

Street Patio Program