



# DOWNTOWNNOW!



The Guelph community has ambitious plans for its Downtown. The Downtown Renewal Office, guided by the community's Downtown Advisory Committee, is working on implementing these forward-thinking strategies and positioning Downtown Guelph as a vibrant city centre.

## SHAPING A PROGRESSIVE DOWNTOWN GUELPH



A **TRANSFORMED** Downtown offers something for everyone.

A **THRIVING** Downtown will provide more jobs and a stronger local economy.

A **REVITALIZED** Downtown will support a more resilient and prosperous community.

A **RENEWED** Downtown will lead to a significant return on our community's investment.

Public and private investment is already transforming our core. This new investment allows us to grow the value of this space for everyone and attract more businesses, jobs, and new residents.

## A thriving Downtown benefits all of us.

# DOWNTOWNNOW! – AND BEYOND



## COMPLETE

- City Hall 1
- Civic Museum 2
- GO Transit: Kiss'n'Ride 3
- Guelph Central Station 4
- Gummer Building 5
- Market Square 6
- POA Courts 7
- Stewart Mill Lofts 8
- Wyndham South Street 9
- Wyndham Rail Bridge 10

## IN PROGRESS

- 40 Wellington 11
- Baker Street 12
- 5 Arthur Street South 13
- Market Commons 14
- York/Wyndham Townhouses 15
- Riverhouse Condominiums 16
- 150 Wellington Street East 17



From Downtown Secondary Plan March 2010 Workshop.

# IMAGINE DOWNTOWN...

Walk through expanded, rejuvenated and accessible public spaces.



Experience authentic original creations by local artists.



Stroll a Downtown full of character and history.



**NOW!**

Attendance at Market Square events: 13,605

Community fundraising for skating rink and interactive water feature: \$1.1 million

Residents within a 20-minute walk of Downtown: 24,600

For every City \$1, the private sector contributed \$2.30 totalling over \$2.4M of construction value in facade improvements

Market Square support from Federal and Provincial funds: \$1 million

## STRATEGIES AND PROGRAMS REVITALIZING DOWNTOWN

### *Prosperity 2020*

Defines how to sustain and enhance Guelph as a competitive and prosperous location for private and public sector investment. Downtown Renewal is one of six strategic directions identified for urgent action and investment.

[Guelph.ca/prosperity](http://Guelph.ca/prosperity)

### *Downtown Secondary Plan*

Guides Downtown development to ensure a distinct and vital urban centre comprised of beautiful buildings and public spaces, and surrounded by neighbourhoods where people live, work, shop, dine, play and celebrate.

[Guelph.ca/downtownplan](http://Guelph.ca/downtownplan)

Go anywhere you like from  
Downtown Guelph.



See historic Downtown  
properties revitalized.



Visit diverse and unique shops  
and services all in one place.



Riverhouse Condominiums  
is the first residential  
condo project in the central  
business district

Guelph Transit  
moved 7 million  
boardings in 2012 –  
the most ever

GO Train boarded  
50,000 riders  
since commencing

The Granary restored  
with 14,000 sq. ft.  
of new  
collaborative space

New Guelph Central  
Station hosts VIA,  
GO, Greyhound and  
Guelph Transit

### ***Parking Master Plan***

Aims to improve existing and future parking needs in Downtown, identifying alternatives and supplemental opportunities.

[Guelph.ca/parkingreview](http://Guelph.ca/parkingreview)

### ***Community Improvement Plan***

Recommends programs for the revitalization and investment in the Downtown through direct public sector support in partnership with the private sector.

[Guelph.ca/downtownbusiness](http://Guelph.ca/downtownbusiness)

# IMAGINE DOWNTOWN...

Interact with visitors and tourists to experience our Downtown through their eyes.



Visit vibrant community spaces that attract creative and social citizens.



Enjoy a neighbourhood of residences, businesses, and green spaces.



**NOW!**

Annual attendance at Downtown Festivals and Events: 302,685

Yearly attendance at Guelph Farmers' Market: 200,000

Number of new restaurants added to Downtown since 2011: 11

Number of Downtown workers: 6,000

Visits to the Guelph Civic Museum since opening its new space: 28,245 (61% increase)

## STRATEGIES AND PROGRAMS REVITALIZING DOWNTOWN

### ***Downtown Guelph Strategic Assessment*** (in development)

Provides guidance and strategies to boost Downtown and analyzes potential redevelopment opportunities.

### ***Public Art Master Plan*** (in development)

Identifies and prioritizes potential sites and opportunities for new public art projects within the city.

Enjoy a variety of entertainment events for you and your family.



Live Downtown with dining options at your doorstep.



Enjoy a vibrant core with something for everyone.



Historic Gummer Building reopened with over 60,000 sq. ft. of new office, retail and residential space

New summer market opened on Wednesdays in 2013 with over 15 vendors

Number of St. George's Square events: +50

New restaurant patio overlooking the square opened in 2013

2010-2012 private sector investment in the Downtown: \$85M

## ***Placemaking Strategy***

Connects the community's and local businesses' vision for Downtown parks, squares and streets in order to achieve public spaces that are engaging, practical and well-designed.

[Guelph.ca/placemaking](http://Guelph.ca/placemaking)

## ***Downtown Investment Grants***

Grants for façade, study and renovation projects to encourage development, reduce contaminated sites, maintain more heritage buildings, and renew Downtown.

[Guelph.ca/downtownbusiness](http://Guelph.ca/downtownbusiness)

# A thriving Downtown benefits all of us!

The opportunity – Downtown Guelph – is here.

It's ours to take.

Stay involved!



Visit **Guelph.ca/downtownnow** to sign up for eblast updates or to find out more about upcoming meetings, projects and strategies.

Downtown Renewal  
1 Carden Street  
Guelph, Ontario  
N1H 3A1  
t 519-822-1260 x 2475  
e [downtown@guelph.ca](mailto:downtown@guelph.ca)  
[Guelph.ca/downtownnow](http://Guelph.ca/downtownnow)

© 2013

