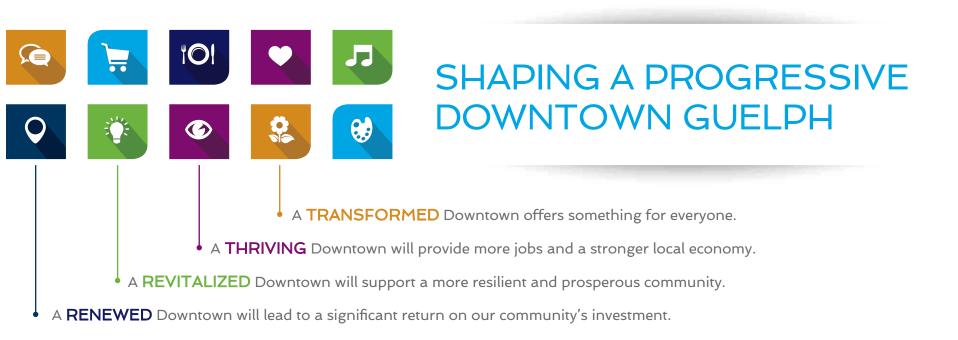


DOWNTOWNNOW!



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.



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

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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 🧿
- Wyndham Rail Bridge ᠐

IN PROGRESS

- 40 Wellington 🕕
- Baker Street 🔞
- 5 Arthur Street South 🚯
 - Market Commons 🚯
- York/Wyndham Townhouses 15
 - Riverhouse Condominiums 16
 - 150 Wellington Street East



From Downtown Secondary Plan March 2010 Workshop.

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IMAGINE DOWNTOWN...



STRATEGIES AND PROGRAMS REVITALIZING DOWNTOWN

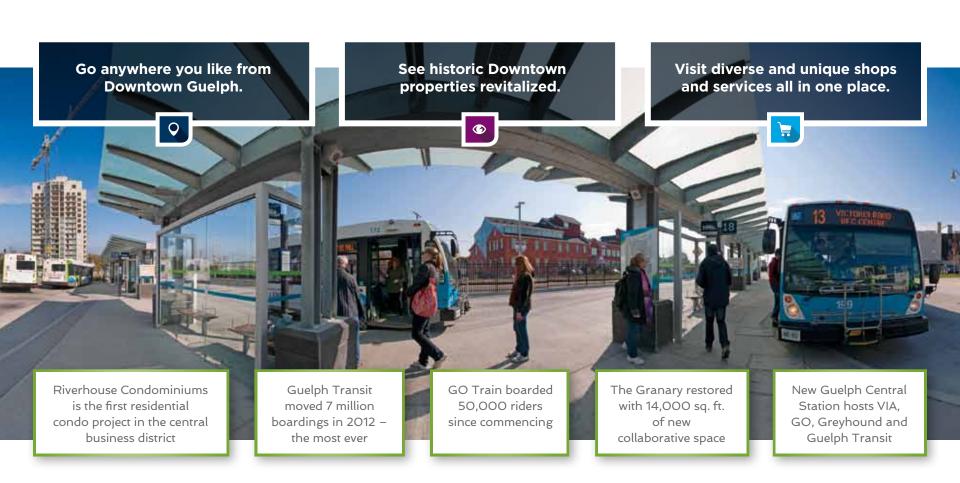
Prosperity 2020

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

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



Parking Master Plan

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

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

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.

Annual attendance at Downtown Festivals and Events: 302,685

NOMi

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.



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

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

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.

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