CLEARVIEW TOWNSHIP

Staff Report

To:	**Mayor and Council**
From:	**Briar Kelly, Community Economic Development Officer**
Meeting Date:	**June 23, 2025**
Subject:	**Report #CAO-007-2025 - Creemore Downtown Streetscape Public Meeting**

Recommendation

Be It Resolved that Council of the Township of Clearview hereby receive report #CAO-007-2025 (Creemore Downtown Streetscape Public Meeting) dated June 23, 2025, for information.

Background

The Creemore Streetscape Study was initiated by the Creemore Business Improvement Area (BIA) in fall 2024, with the concept of developing a comprehensive Streetscape Plan for Mill Street between Edward Street to the south and Francis Street to the north. As outlined in Council Report CAO-001-2025 dated January 13, 2025, this study represents a collaborative partnership between the BIA, Creemore Community Foundation, and the Township of Clearview.

The study is being conducted by ERA Architects Inc. and is designed to establish a cohesive approach for the commercial stretch of Mill Street within the BIA district. The scope includes exploring spatial organization, vehicular access and parking, site furnishings and lighting, surface materials, planting, beautification and wayfinding strategies to enhance both aesthetic appeal and functionality for residents, visitors, and local businesses.

As part of the Phase 1 community engagement for the Creemore Streetscape Study, the Creemore Streetscape Committee is organizing a public meeting on July 20th, 2025 from 12:00PM to 2:00PM at Creemore Station on the Green. The feedback gathered will inform Phase 2, which will advance one final design concept and complete the Streetscape Design Standards Manual. To date, Phase 1 has also seen the completion of:

- A detailed inventory and analysis including a background review
- Site visit to document existing conditions and identify opportunities and restrictions to streetscape improvements

This public meeting will present design concepts and priority areas to stakeholders and the general public, gathering essential feedback to inform Phase 2 development of the final streetscape plan.

Comments and Analysis

At the beginning of Phase 1 of this project the intent was that ERA Architects Inc. would conclude the study by providing two (2) Streetscape Plan design concepts showing varying scales of upgrades and enhancements. Based on public engagement and cost analysis, Phase 2 would have seen a one of these concepts selected as the final design.

During the Phase 1 analysis, it was determined that the scope of the streetscaping study was too broad to determine an effective range of upgrades and enhancements. With that in consideration, the Streetscape Committee adjusted to focus on identifying 6-7 key priority areas, with a spectrum of budget-conscious enhanced options being presented.

Based on these Committee discussions and preliminary design work, the public meeting will seek input on these priority areas:

- Gateway Features
- Sidewalk and Intersection Enhancements
- Streetscape Upgrades
- Street Trees and Planting
- Activation Zones
- Parking Optimization and Traffic Calming

The public meeting will be structured as an interactive engagement session featuring:

- Brief presentation by ERA Architects
- Question and answer session
- Interactive display boards (6-7 total) with committee and ERA representatives available for discussion
- Table and chair setup to encourage dialogue and provide comfortable seating
- Opportunities for written comments via post-it notes and voting on preferred images and ideas

The public meeting represents a crucial step in ensuring community input shapes the Creemore Streetscape Study. The comprehensive engagement approach will help identify community priorities and build consensus around design concepts that enhance Creemore's appeal while addressing practical infrastructure needs.

Financial Implications

The public meeting itself has no additional financial implications as it falls within the approved Phase 1 budget of $38,000 (excluding HST), with the Township's committed share of $12,667 allocated from the Economic Development budget as approved in Council Report CAO-001-2025.

Looking ahead, Phase 2 of the study ($28,740 excluding HST) will require the Township's share of $9,580 (excluding HST), to be shared equally among the three project partners. As previously established, participation in this study does not constitute commitment to future capital costs for implementing recommendations that may flow from the final plan.

Clearview's Strategic Plan

The above initiative supports the following strategic pillars:

- Infrastructure
- Recreation & Culture

Report Appendices

Appendix A – Public Meeting Communications Plan

Approvals

Submitted by:	Briar Kelly, Community Economic Development Officer
Reviewed by:	John Ferguson, CAO
Financial Implications Reviewed by:	Kelly McDonald, Treasurer/Director of Finance
Approved by:	John Ferguson, CAO