



Town of Newmarket
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Mulock Property Sign Information Report

Report Number: INFO-2023-33

Department(s): Corporate Communications, Engineering Services, Recreation & Culture

Author(s): Wanda Bennett, Director, Corporate Communications, Peter Noehammer, Commissioner, Development & Infrastructure Services, Jeff Payne, Commissioner, Community Services

Date: December 6, 2023

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.

Executive Summary

This information report is to provide Council with a preview of interim signage for the Mulock Property during the construction phase and to affirm the name of the site.

Purpose

The Town of Newmarket is ready to create the landmark Mulock Park at the corner of Yonge Street and Mulock Drive. From 2019 to 2021 thousands of residents were actively engaged in the visioning exercise and followed the design process. Now as we start construction, we want to re-ignite the community's excitement to showcase the amazing park the Town is creating through various tactics, starting with large "future site of" style signs which will incorporate the site name adopted by the community. Signs will go into production as early as December 12, 2023.

Background

Since the Town purchased the landmark Mulock Property in 2018, it has been called many names, beginning with the Mulock Farm and Mulock Estate in the early days.

Throughout the consultation period, the Town used #MyMulock to create a connection and a sense of community ownership among residents. As the design took shape,

the standout name embraced by media, residents and partners has been Mulock Park

Discussion

To mark the start of construction and begin to re-ignite the community's excitement for the project, two large "future site of" style signs will go up on the border of the park on Mulock Drive and Yonge Street. The signs (depicted in attachment) will highlight key park features – the magnificent Great Lawn showcasing the variety of ways it can be used for both passive and active enjoyment (depicted in sign on Yonge Street). Secondly, the small skating area to the north of the Mulock House which leads to the skating trail (depicted in sign on Mulock Drive).

The signage recognizes and embraces the name adopted by the community and affirms the continuation of Mulock Park as the site's official name going forward.

Signs will direct viewers to the project portal at heynewmarket.ca/mulockpark for more information.

Conclusion

In conclusion, the Town is excited to raise signs on Yonge Street and Mulock Drive to mark the start of construction and affirm the site's name – Mulock Park.

Business Plan and Strategic Plan Linkages

Extraordinary places and spaces, community vibrancy and making Newmarket *even* better

Consultation

Mulock Project Management Team, Senior Leadership Team, Corporate Communications

Human Resource Considerations

None

Budget Impact

Existing budgets will be used to cover the minimal costs for signage.

Attachments

Mulock Park Large Road Signs - November 30, 2023

Approval

Wanda Bennett, Director, Corporate Communications

Ian McDougall, Chief Administrative Officer

Contact

Wanda Bennett, Director, Corporate Communications

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Mullock Park

An extraordinary park for today & tomorrow

Discover more at heynewmarket.ca/mullockpark



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