

meetmidtown

Community Workshops Summary Report

Prepared by Bespoke Collective / January 17, 2024



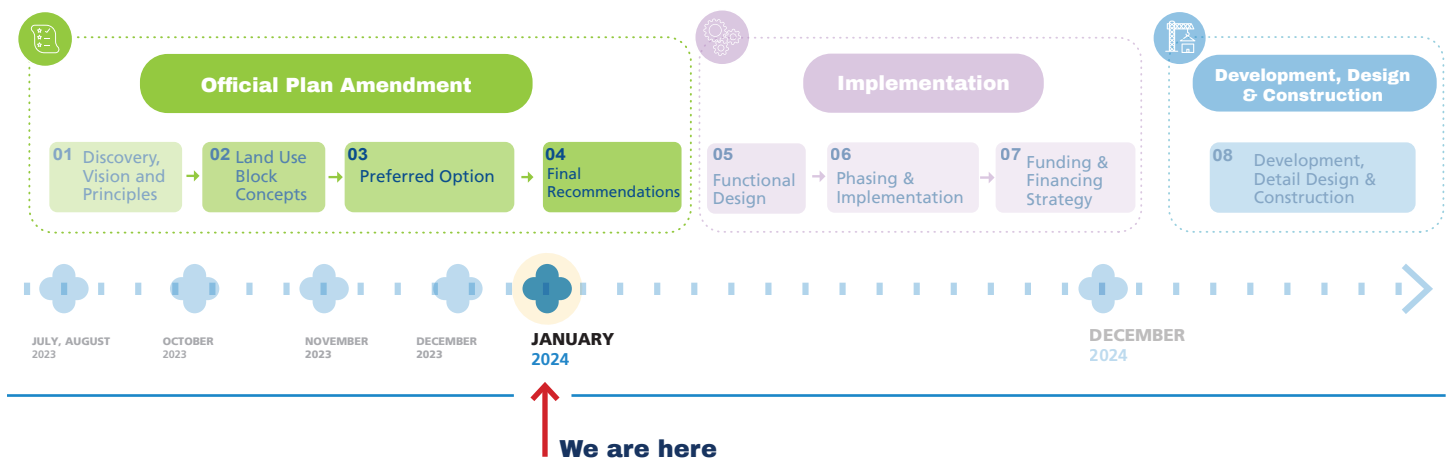
Background

Midtown is an underdeveloped area in Oakville that is centrally located around the Oakville GO Station. Plans are underway to make this area a livable, connected and mixed-use urban community that better serves the entire town.

With Oakville’s population expected to double by 2051, there is a need for the Town of Oakville to create more livable spaces for people of all ages and income levels and purposefully plan how our municipality grows. The Province of Ontario requires that the town create more livable spaces for people over the next 30 years. Midtown Oakville has the potential to offer more options for diverse and affordable housing, better connectivity to the rest of Oakville through pedestrian, cycling, and transit improvements, additional parks and open spaces, more community amenities and the enhanced servicing infrastructure that is needed to support growth.

The Town of Oakville is currently in the process of developing the final recommendations for the Midtown Official Plan Amendment (OPA). The purpose of the OPA is to update the land use policies for Midtown Oakville in the Livable Oakville Plan, and to create a framework that will guide the creation of a transit-supportive and complete community for people to live, work and play. As part of this process, The Town of Oakville is hosting a series of public consultation events to gather public input at key junctures, which will inform the final recommendations for the OPA.

Project timeline





Overview

This report provides a synthesis of the Meet Midtown: Community Workshops, which involved a series of three workshops facilitated between November 24 – November 29, 2023 to gather public input on three land use concepts for the evolution of Midtown.

The workshop traveled to three different community locations within the town of Oakville: Sheridan College (24 November), Trafalgar Park Community Centre (November 29) and Iroquois Ridge Community Centre (28 November).

THE OBJECTIVES OF THE COMMUNITY WORKSHOPS INCLUDED:

1. Share the latest project information
2. Listen and gather community input on each of the concepts
3. Convene engaging and informed community conversations
4. Travel to different locations to reach a wider range of local participants

In addition to this, the public also had an opportunity to participate through an online survey that was open to the public until December 15, 2023. The synthesis of both the survey and the workshops serve as the foundation for this report.

The public consultations were organized by Bespoke Collective, in collaboration with the Town of Oakville, Urban Strategies, and Jacobs.

COMMUNICATIONS REACH AND COMMUNITY AWARENESS

The public consultations were promoted on the Town of Oakville website and the Town's social media accounts on Facebook, Instagram, X (formerly Twitter) and LinkedIn. Organic social

media posts about the workshops reached 5.9k users and had 17k impressions, and three paid social media campaigns reached between 13k and 14k users each. Posters for the workshop held at Sheridan were distributed by student volunteers in the Urban Design program at sites around Sheridan College's Trafalgar Campus .

The Eventbrite event pages received 2084 visits. As well, a total of 181 individuals registered on Eventbrite for the workshops. However, only 78 checked in across all three events. The average attrition rate of Eventbrite registrants across all three workshops was 57%.

When it comes to communications, 55% of attendees self-reported finding out about the event through the Town of Oakville newsletter, 32% of attendees came directly through the Midtown Project Newsletter, 45% from the Ward 3 Councilor newsletter and 30% from the Town's website. The online survey was promoted in the project newsletter and across social media. Each organic post reached an average of 814 people, with 1923 engagements and clicks across platforms. A paid campaign resulted in a reach of 12k, with over 500 clicks.



Overview



PURPOSE OF THE PUBLIC CONSULTATIONS

The Town is in Phase Two of this program, which requires the development of three concepts around how land is used and can be developed, with the goal of exploring unique elements within Midtown that create a complete community.

Public feedback on these concepts is needed to help the consultant team create a preferred concept (in Phase 3 of our program), which will define Midtown's urban structure and placemaking elements.

Each concept shares proposed land uses, which are primarily mixed-use residential with a unique focus. Public consultation participants were given background materials and precedent images to contextualize what each concept could look like. Additional information on the parks, open space, height and densities were also provided at a concept level. In every option, the overall density across Midtown is similar, and represents a long-term future well beyond 2051.

In both the community workshops and surveys the three concepts for discussion were:

CONCEPT A:

Trafalgar Central Employment Focus

Concept A contains the most diverse mix of land use with a centralized office and education focus around the Trafalgar corridor, with a retail focus along the Argus/Davis corridor.

CONCEPT B:

West Office/Educational Focus

Concept B contains a mix of land uses with an office and education focus on the west side of Trafalgar along with retail areas along Cross Avenue and a focused node on Argus Road.

CONCEPT C:

Two Employment Centres

Concept C contains two office focused areas, one on either side of Trafalgar with a central community park in each.

HIGH LEVEL SUMMARY OF WHAT WE HEARD

This section shares back what concepts the public preferred most, what the priority topics were, and high-level feedback for the most liked concept.

Overall Voting

Respondents were asked to consider each concept, naming what they liked and disliked about each concept, and considering what elements from each concept they would like to see combined in the final preferred concept.

- **Concept A received 46.8% of the votes**
- **Concept B received 16.4% of the votes**
- **Concept C received 13.9% of the votes**
- **None received 22.7% of the votes**

Overall, in both the community workshops and survey, Concept A emerged as the preferred option. For the preferred concept (Concept A) the following likes and dislikes emerged:

Frequent Likes included:

- Emphasis the focused arts, culture and retail district along the Argus and Davis corridor
- Diversity of land uses and the amount of mixed use
- Walkability with pedestrian-oriented main street
- Creation of a central destination downtown
- Close access to transit (GO train)
- Centralized mixed use pairing of offices with schools

Frequent Dislikes included:

- The overall height of the buildings and density
- Concern about busy and high-volume traffic along main access points (Trafalgar Road)
- Height and the shadowing of key residential areas
- Office and education zone viewed as too far from public transit
- Not enough interconnected green spaces and open parks
- Lack of a pedestrian bridge

The second most popular response was “None”. Height of the buildings, overall density, traffic and broader concerns around how growth will impact Oakville were amongst the main reasons participants listed.

Concept B emerged as the third most preferred option receiving 21% of the votes. For this concept, the prioritization of greenspace and distribution of interconnected parks and green spaces was a top “like”. For Concept C, the least preferred option, there were concerns around the lack of retail and art, connectivity, and a questioning of the location of areas.

Priority Topics for The Public Across All Three Concepts

These are the priority topics that the public discussed most, across Concept A, Concept B, Concept C.

- Concern around height and density of overall developments
- Interest in civic and community gathering spaces
- Balanced variety and prioritization of parks and green spaces
- Shadows created by height for residential areas and the need for transition
- Traffic congestion that may emerge through intensification
- Tie ins with transportation and transit planning
- Potential implementation challenges in terms of how to transition from the existing space
- Enhanced arts, culture, retail and community connections
- Adequate schools, amenities and recreation centres
- Mix of residential living options and affordable housing

Detailed Look at the Community Workshops

This section provides a breakdown of how the community workshops were facilitated, who attended and what feedback emerged across the three workshops.

Community Workshop Format

The community workshops were designed to be hands-on, conversational and activity-based. Participants were organized into smaller breakout groups of 4-8 people, each hosted by a facilitator and notetaker who answered questions and documented key points in the discussion.

Participants were walked through three different concepts, each represented differing structural organization, different precinct and land use areas,

Overview

and different unique or distinct elements such as retail and shopping area locations and open space networks. Participants were invited to identify what they liked and disliked about each concept. The session concluded by asking participants to vote for their preference and consider what they might combine.

This is an outline of the 90-minute event:

1. Introductions (5 Min)

Facilitator shares agenda, goals and format.

2. Background Presentation (15 Min)

Planner goes over the official plan and each of the three concepts for land use.

3. Icebreaker & Breakout Groups (5 Min)

Participants introduce themselves to the group.

4. Concept A: Activity (15 Min)

Breakout groups discuss their likes and dislikes for Concept A.

5. Concept B: Activity (15 Min)

Breakout groups discuss their likes and dislikes for Concept B.

6. Concept C: Activity (15 Min)

Breakout groups discuss their likes and dislikes for Concept C.

7. Share back (20 Min)

Participants individually voted for their preferred concept, discussed why, and shared back.

Participation

A total of 117 people participated in the community workshops out of 181 people who registered on eventbrite. 49% were first time attendees who have never been to a Midtown public consultation or attended a meeting previously.

The event reached residents in all five Oakville postal code areas (turn into graphic):

Oakville Northeast (L6J): 30% (35)

Oakville North (L6H): 15% (18)

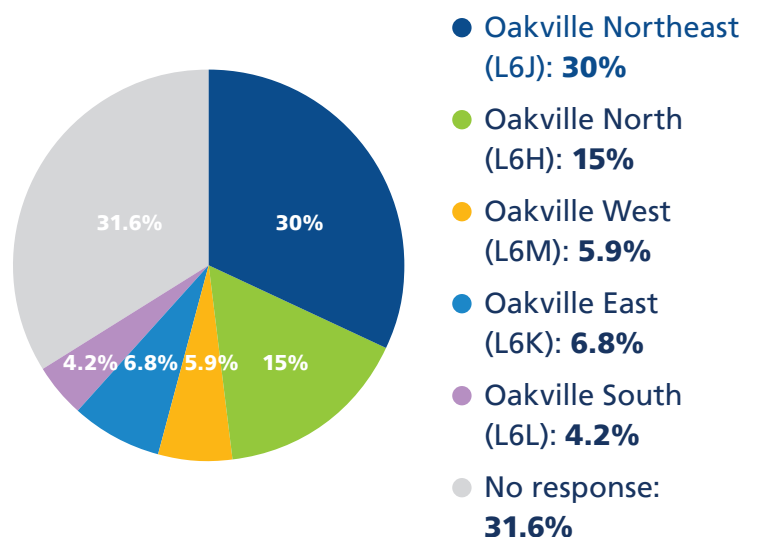
Oakville West (L6M): 5.9% (7)

Oakville East (L6K): 6.8% (8)

Oakville South (L6L): 4.2% (5)

Attendees who chose not to respond: 31.6% (37)

Other locations based on postal codes submitted included: Halton Hills, Toronto, St Catharine's and PEI.



Concept A: Trafalgar Central Employment Focus

- Legend**
- Office Employment
 - Mixed Use
 - Residential
 - Office/Commercial
 - Education
 - Arts, Culture & Shopping
 - Open Space
 - Existing Park
 - Community Park
 - Neighborhood Park
 - Natural Heritage
 - Hydro Corridor
 - Transit Station/Plaza
 - Mid-block Connection
 - Potential School Site
 - Required Retail Frontage



- The Trafalgar Central Employment Focus scenario includes the following elements:
- The greatest mix of uses
 - A centralized **mixed-used office and post-secondary education focus** on both sides of Trafalgar as a signature entry to the district.
 - A **mixed-use arts culture and shopping focus**, with active retail on multiple streets located in the west.
 - It contains two neighbourhood parks and provides a direct connection to the existing transit facilities.
 - A pedestrian overpass from this focus area connects to the **mixed-use residential precinct** to the south through a centralized park.
 - **Argus Road and Davis Road** will act as intimate main street, with Argus Road being located within the shopping focus area.
 - A **mixed-use residential precinct** that is situated to overlook Sixteen Mile Creek with a number of parks and mid-block connections that defines the neighbourhood.
 - To the east of the central office focus is a **mixed-use residential precinct** grounded by a three-hectare community park with the potential for a school on the edge of the park.
 - The community park is framed by retail uses along Davis Road and leads to the far east, ending at the **office employment precinct**
 - The **Office Employment precinct** is located in the far east, with no underlying residential use
 - To the south of the hydro corridor are three **mixed-use residential precincts** with neighbourhood parks and retail along Cornwall Road providing local services

Arts Culture and Shopping Focus



Stephen Avenue, Calgary AB. Source: Calgary Journal

Residential Neighbourhoods & Parks and Open Space



Garden City Park, Richmond. Source: spacio2place design inc.

Office & Education Focus



Kendal Square, Cambridge MA. Source: The Boston Globe

Intimate Main Street Focus



Queen Street East, Toronto. Source: Ledesville BIA

Office Employment



Parsons Square, London UK. Source: Shadwell.co.uk



Linn West Square for the Performing Arts, Houston TX. Source: Houston Chronicle



Emery Barrow Park, Vancouver. Source: Klaus Johansson



Kendal Square, Cambridge MA. Source: kendalcenter.com



Sydney, Australia. Source: Concrete Playground Pty Ltd



Carlsson Business Park, Melbourne, Australia. Source: Peter Ryan Architects



CONCEPT A LIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

Park variety, access, distribution and emphasis

Easy access to park, number and distribution of parks network and different character to each park, the major recreational park that is large and central, open and green spaces throughout

Main street along Argus and Davis

The narrowness and layout of main street that tie east and west together, possibility of pedestrianized retail and commercial close to GO train, street network along Davis with retail, multi-use path along main street



Overview

Arts and culture retail district

Arts and culture emphasis, anticipate libraries, community spaces, preference for arts over shopping for some and shopping over art for others, retail with more amenities within reach, retail - intensive density "high street," better access to arts and culture, segregated from residential

Centralization and diversity of land use

Centralized land use and density gathered in the center (employment and office focus), the layers in the centre, layout of land use (employment at the middle)

Employment District Location & Access

The employment only district, protection of the natural heritage in the precinct, easy access to office buildings near GO Station and centred around Trafalgar, the business district near the highway

Walkability emphasis

Walkability in all zones especially around the major recreational park, walkability, letting people out of their cars, pedestrian and transit focused

Transit oriented and increased access

Bike lanes, pedestrian, active transportation, great for commuters for easy access to transit and train, Trafalgar closer to station

Strong mixed used and variety of land use

The diverse mix of land use, puts the land to the highest and best use, high rise to accommodate affordable housing, good land segregation and diversity of land use

Office/Education Area Proximity

Large centralized mixed-use office and educational focus, proximity of employment district to school district, education focus with office and retail makes sense



CONCEPT A DISLIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

Over intensification of density, height of the buildings and shadowing

Height of buildings, needs less FSI, concerns about taller buildings shadowing residential area above, high rise buildings and pollution, over intensification, don't like the density centralized and overall population density



Overview



Traffic, flow and better transit

Worry about traffic along Trafalgar Road avoid congestion: use surplus land e.g., Trafalgar Village, due to the high rises don't have wide lanes to accommodate traffic, need to address the traffic congestion with densification, office near the GO Station will create more congestion (creating bottle neck), grade separation absolutely necessary on Trafalgar and Cross, transit needs to support and be very fast, not enough residential near GO Station

Amount of overall retail in Oakville and focus of this zone

Worry for the existing mall losing business, concern about how the retail spaces will be, will the retail zone (mixed use arts, culture and shopping focus) compete with the downtown, too much retail, concerned retail area is too similar to Mississauga, concern about changes to office and retail demand

More community and culture amenities

More retail spaces opportunities needed, more community centres needed, the art district too small, need for retail grocery store, more community connection

Location and plans for offices

Location of office too centralized, not active 24/7 because of separate office and educational zones, the employment district will be deserted during weekends, offices are far from transit, office space may not be possible

Viability location and needs related to schools

No viable post-secondary institution, more schools needed for a family-oriented community, need more schools in the mixed used residential district, separate two school buildings (need to be the adjacent buildings)

Location and prioritization of greenspace

The large green space should be situated near the higher density district, need more park/recreational space near to office/educational use

Need for parking

Not enough parking, Parking to support community, parking

Safe pedestrian access and active linkages to green spaces

The greenspaces should be linked to promote active pedestrian network, bike lanes to be separated on the major arterials, ensure safe pedestrian access for students

Other concerns

Air quality, crime, homelessness, affordability, separate land use/zones, little publicly owned land, include a long-term care home to incorporate the scenic view for the creek, parks being used for negative, transition, employment, arts should be spread out throughout Midtown

Concept B: West Office/Educational Campus Focus

- Legend**
- Office Employment
 - Mixed Use**
 - Residential
 - Office/Commercial
 - Education
 - Arts, Culture & Shopping
 - Open Space**
 - Existing Park
 - Community Park
 - Neighborhood Park
 - Natural Heritage
 - Hydro Corridor
 - Transit Station/Plaza
 - Mid-block Connection
 - Potential School Site
 - Required Retail Frontage



- The West Office/Educational Campus Focus scenario includes the following elements:
- A moderate mix of uses overall
 - The most complex land uses are in the west, including the integrated **mixed-use office and post-secondary focus** on the west side of Trafalgar with immediate proximity to the transit facility
 - It is built around a community park providing a distinct address for the district
 - A connecting pedestrian bridge to the south linking to the **mixed-use residential precinct** and park
 - To the north is a **smaller arts, cultural and shopping focus** district
 - It is situated around a park, and connects to other parks to the west that that overlook Sixteen Mile Creek and provide a compelling view of this feature
 - East of Trafalgar is a **mixed-use residential precinct** with a distinct set of linear community parks along Cross Avenue. Retail is provided facing these open spaces.
 - A smaller north-south retail street connects a neighbourhood park with the larger community park to the south which is lined with active retail uses
 - **Cross Ave** is the **primary retail street**. It will be a wider main street, functioning as a major transportation corridor with transit and cycling uses.
 - The **Office Employment precinct** is located in the far east, with no underlying residential use
 - To the south of the hydro corridor are three **mixed-use residential precincts** with neighbourhood parks and retail providing local services

Arts Culture and Shopping Focus



Place Des Arts, Montreal. Source: MTL Blog

Residential Neighbourhoods & Parks and Open Space



Yaknow, Vancouver (from David Lahn Park). Source: Cheng Fang Chiang

Office & Education Focus



Salesforce Transit Centre and Park, San Francisco. Source: Salesforce Transit Centre

Cross Ave as Main St



Yonge St, Toronto. Source: Arcadis IBI Group

Office Employment



Oshwick Business Park, London UK. Source: Starhope PLC



King William, Hamilton. Source: Ryan Moran



Maggie Daley Park, Chicago, IL. Source: Chicago Architecture Centre



Salesforce Transit Centre and Park, San Francisco. Source: Salesforce Transit Centre



Richmond Road, Ottawa. Source: Ottawa Tourism



Oshwick Business Park, London UK. Source: John Robertson Architects



CONCEPT B LIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

The location, mix and distribution of parks and green spaces

Green Spaces along the main corridor, small parks - clusters and distribution, more parks and green spaces, centralized park in close proximity to specific districts (transportation, employment), diversity of parks in each neighbourhood, parks having more sunlight parks are linked, decentralized open/park spaces throughout the development green space in front of GO, parks along Sixteen-Mile Creek and civic area

Good proximity to transit and station plaza buffer

Convenient for office/education right near transit, more residential closer to GO, transit station plaza helpful to reduce sound from trains, parks and train station acts as a buffer



Overview

Diffused arts

Diffused arts and culture focus, prefer natural centre over arts

Dispersed street level retail

Diverse retail focus in each zone, street level retail spread throughout to provide community amenities within walking

Well balanced between zones/land use with education, office & green focus

Well balanced between zones/land use, like two schools, like office and green focus, its vibrant, no dead space

Other: the Trafalgar overpass connection



CONCEPT B DISLIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

Concerns about the six wide lanes and traffic

Six lanes with more FSI on the North East than North West, focus more on FSI on North East, wide median (perhaps allowing for bikes), wide lanes cause to heavy traffic, large stress - six lanes, more traffic due to the new road at the mixed-use residential precinct, the proposed 6 lane road is potentially problematic, traffic issues

Building height, density and shadows

Inadequate mix of housing types and too many high-rise condos), must achieve density with lesser height, high rise buildings, allows more density and over intensification, concerns about buildings moving north and the shadows of the buildings, density in the west is not properly served (road network wise), problematic during emergencies (shopping district), Shadows need to be reduced, Building height transition along QEW, not enough parking for increased density

Close proximity of green space to six lane road

Too much green space right along the 6-lane road, parks - next to six lane and retail, dislike park beside Cross and transit, change the park to near to Davis Road to have quiet space parks on along the main roads doesn't make sense, park is beside Cross which is so large and unfriendly the parks in the mixed-use residential district are misplaced



Overview



Cross is divisive and too concentrated

Too much focused-on Cross, feels that Cross Ave will be too large and split the community, need a more balanced approach, wide Cross Ave separates the precincts

Smaller retail, arts and culture

Arts, culture and shopping is too small, less required retail frontage, not as anchored as Concept A, disjointed, smaller shopping area on entrance

Pedestrian safety & efficient transit

Location of the schools crossing busy streets, too many pedestrian hazards, pedestrian bridge over Trafalgar. people living in the south isolated because less crossing/access to midtown through train line, need to ensure there is parking and transit that is fast and under 5 minutes, does it align with the GO train provincial, bus station is too big

More significant park space

Losing the large community park, more river trails and space for playgrounds, the park should be surrounded by buildings to properly frame it, office space near the existing park (16 Mile Creek) rather than residential

The roads cutting through shopping and park areas

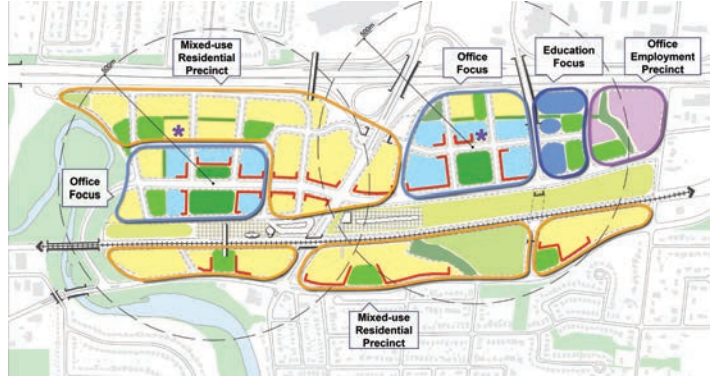
Shopping area cut-off from residential area to the south of the tracks, the roads cutting through the parks in the mixed used residential district are unnecessary, too many roads cutting through

Other comments

Focus on right side residential block, no servicing capacity, not plazas like Square One, no healthcare facilities shown, profit driven development

Concept C: Two Employment Centres

- Legend**
- Office Employment
 - Mixed Use**
 - Residential
 - Office/Commercial
 - Education
 - Open Space**
 - Existing Park
 - Community Park
 - Neighborhood Park
 - Natural Heritage
 - Hydro Corridor
 - Transit Station/Plaza
 - Mid-block Connection
 - Potential School Site
 - Required Retail Frontage



- The Two Employment Centres scenario includes the following elements:
- It is the most consistent option on either side of Trafalgar, with similar uses in both the east and west
 - The east and west side both have a **mixed-use office focus**, each built with retail uses surrounding a park
 - Cross Avenue connects the urban fabric across these two focal areas
 - To the east of the mixed-use office focus district is an **educational focus area**
 - It contains parks and midblock connections that link to the **Office Employment precinct**
 - The **mixed-use residential precincts** have smaller retail nodes imbedded within them
 - **Cross Ave** is the **primary retail street**. It will be a wider main street, functioning as a major transportation corridor containing transit and cycling infrastructure
 - The **Office Employment precinct** is located in the far east, with no underlying residential use
 - To the south of the hydro corridor are three **mixed-use residential precincts** with neighbourhood parks and retail along Cornwall Road providing local services

Education- al Focus



George Brown Waterfront Campus, Toronto. Source: Architectural Record

Residential Neighbourhoods & Parks and Open Space



Canoe Landing, Toronto. Source: Canadian Architect

Office Focus with Civic Spaces



Jubilee Park in Canary Wharf, London UK. Source: Creating A Sense of Place

Cross Ave as Main St



Yonge St, Toronto. Source: Arcadis IBI Group

Office Employment



Preston Square, Ottawa. Source: Ruhoff & Associates Ltd



University of Toronto Mississauga. Source: Perkins+Will



Shenzhen, China. Source: World Landscape Architect



Abegweit in town's best? Rainbow Park, Vancouver. Source: Dialog



Richmond Road, Ottawa. Source: Ottawa Tourism



Buro University Business Park, Warsaw. Source: OffoFinger Poland



CONCEPT C LIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

Overall parks, trails and green connections

Green links, more of green spaces, layout of the parks, potential 16 Mile Creek Trail connections, parks more interspersed, the large park and schools near parks, like medium sized parks, like the park disbursement, park near the creek

Active transportation & transit connectivity

Overall active transportation trails, cycling routes/active transportation, better transportation options for office buildings, proximity by the office to the transit (bus stations), like the walkability of this area, like that the employment close to transit, the Trafalgar overpass, access for offices and transit



Overview

Decentralized spreading of height and density

Separate land use/zones in small address will help to mitigate traffic, the office focus being split, no dead space, decentralized, two office/commercial nodes with parks near, like the overall height and the balance density, separate uses and spaces, two employment anchors, least density, like that retail is broken up and around park, tallest buildings in the central

Schools' location

Like Post-secondary education, schools further away main artery

Street level retail

Like the street level retail, less retail means less non-residents in the area, types of retail and shopping key to character

Other comments

Community garden enveloping parking structures and hydro corridor, space for community and employment like the east and west street barriers



CONCEPT C DISLIKES (as transcribed from community workshop raw data)

This chart organizes the community workshop notes in a cluster analysis, prioritizing the most frequently discussed topics across groups.

Missing emphasis of arts, culture and retail

No arts, culture and shopping focus, lack of shopping district, very linear prefer cluster of shopping areas, culture and shopping hub missing, least retail focus on the Davis/ Argus roads elements/ community space, improve connectivity to downtown art and culture don't want to lose retail, no centralized square or shopping district

Problematic location of park and overemphasis of employment focus

Why would parks be surrounded by office focus, too much parkland in employment district, too much of office space, office focus next to the Creek, layout of the office and education building, need to maximize green space, park not as close to residential areas — want views to parks, residential along the QEW instead of office buildings, would like a large park close to where people are living instead, park across station and adjacent for major road, removed the buffer park from the national heritage which needs to be protected



Overview



Lack of Connectivity, transit and road access

Not easy to access office buildings from transit station, Metrolinx on all concepts isn't considered, education focus is disconnected and far from transit, active transportation connection, need to make sure transit under 5 minutes, pedestrian bridge needed to connect parks and station over the 6 lanes, concerned about walking through park, road expansion/traffic, lack of walkability, roads to nowhere, traffic along the Trafalgar due to the high density

Spreading out height and density

Likes having one heart/ centre not spread to both sides, like having a shopping loop retail along Cross too chaotic, prefer square or centre, high rise buildings on both sides, no focused height in a specific area, two nodes may not work as well, six lane road has too much density focused around it in including retail, commercial uses should be along Trafalgar for exposure

Feels divided and lacks sense of community

Division and separation, lacks sense of community, community space fractured by office spaces-causes "dead zones" at night/weekends, less mixed uses

Residential block proximity to six lane road

Residential buildings right beside the highway will require more maintenance cleaning resulting from fumes, not everyone may have enough sunlight, height should be highest near highway, need non-residential along QEW

Other comments

Trails over hydro, mention/show the road/street names on the map, boardwalk along 16 Mile Less people

PUBLIC FEEDBACK ON THE COMMUNITY WORKSHOPS

In addition to feedback collected related to concepts and land use, we also invited workshop participants to assess the effectiveness of the community workshops we facilitated. 20 of the 117 attendees provided feedback through a post-event survey related to overall satisfaction levels and the level of information shared with the public at the workshops. The following information is at a confidence level of 95% the margin of error on this data is at 20.4%.

1) When it comes to the level of information shared at the community workshops:

30% of attendees were extremely satisfied
45% of attendees were somewhat satisfied
10% of attendees were somewhat dissatisfied
15% of attendees were not at all satisfied

2) When it comes to the ability to provide input on Midtown Oakville:

15% of attendees were extremely satisfied
25% of attendees were very satisfied
30% of attendees were moderately satisfied
20% of attendees were slightly satisfied
10% of attendees were not at all satisfied

DETAILED LOOK AT THE ONLINE SURVEY

When it comes to participation, a total of 63 people responded to the online survey. 44% were participating in a public consultation for the first time and there was representation across a wide variety of ages from the less than 19 years old through to over 65.

The online survey asked participants to answer the same questions as what the consultant team presented in the workshop. They were provided with the summary materials for each concept and given access to the presentation used in the

community workshops. Respondents were also given access to a recorded video presentation of the committee as a whole meeting outlining the Concepts, if they wanted a more detailed explanation. Unlike workshop participants, survey respondents did not have the opportunity to engage in a facilitated conversation and ask questions with subject matter experts.

Overall, the feedback from the online surveys was fairly consistent with what was heard and documented in the community workshops. The likes and dislikes, generally aligned closely with the detailed outline of public feedback in the community workshops.

Within the survey:

40% of respondents chose Concept A
37% of respondents chose None
13% of respondents chose Concept C
10% of respondents chose Concept B

While Concept A received the most votes online, which is consistent with data collected in the community workshops, one of the key differences in the surveys was that a higher number of respondents selected "None" as their preferred concept (37%). When asked for additional feedback, identified the following concerns across the Concepts:

- Oakville would feel like a city not a town and lose its identity and character
- The community amenities would be overextended
- The need for planners to come up with more innovative solutions to growth
- Car culture will remain entrenched in Oakville leading to serious traffic congestion
- The federal and provincial government's plans are problematic
- Uncertainty that the concepts would integrate within the surrounding neighborhoods

NEXT STEPS

The key findings from this public consultation event will inform the development of a preferred concept that will be presented to the public on February 1st, 2024. Please visit the Town of Oakville website for up-to-date information on upcoming public consultation events: www.oakville.ca/midtown



In 2024, the Midtown Oakville Implementation program will be completing the Midtown Official Plan Amendment, a range of implementation studies covering community building topics, and working alongside the community at every phase. The redevelopment itself has a long timeline – we'll start to see some expansion by 2031 and continue through 2051 and beyond. The program will plan for a 2051 horizon year, when Midtown is forecasted to have **32,472 people** and **17,268 jobs**.









Appendix

Workshop materials

<p>What do you like about Concept A?</p>  <p>Table number: _____</p>	<p>What do you dislike about Concept A?</p>  <p>Table number: _____</p>
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<p>What do you like about Concept B?</p>  <p>Table number: _____</p>	<p>What do you dislike about Concept B?</p>  <p>Table number: _____</p>
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<p>What do you like about Concept C?</p>  <p>Table number: _____</p>	<p>What do you dislike about Concept C?</p>  <p>Table number: _____</p>
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In a word, how do you feel about Midtown?

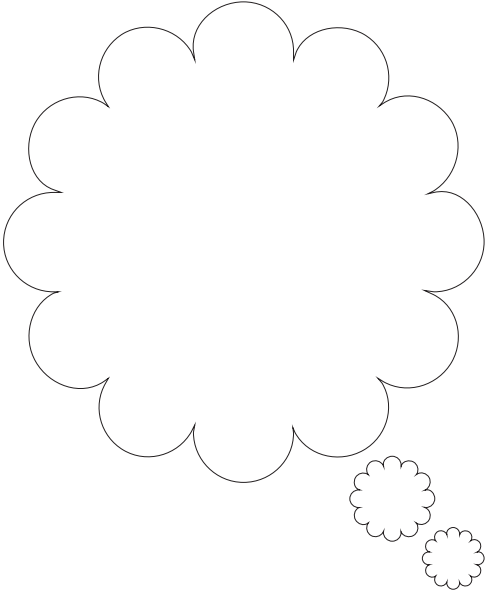


Table number: _____

<p>Of the three concepts, which do you most prefer? Each person can select one response with a sticker.</p>		<p>What would you combine from each concept to create a preferred concept?</p> <p>Table number: _____</p>											
<table border="1"><tr><th>Concept A</th><th>Concept B</th></tr><tr><td>vote here</td><td>vote here</td></tr><tr><td>Why?</td><td>Why?</td></tr></table>	Concept A		Concept B	vote here	vote here	Why?	Why?	<table border="1"><tr><th>Concept C</th><th>None</th></tr><tr><td>vote here</td><td>vote here</td></tr><tr><td>Why?</td><td>Why?</td></tr></table>	Concept C	None	vote here	vote here	Why?
Concept A	Concept B												
vote here	vote here												
Why?	Why?												
Concept C	None												
vote here	vote here												
Why?	Why?												