

Appendix C





What a ride!

After six months of extensive public consultation, asking you what you wanted to see in a renewed and rejuvenated downtown, we are ready to report back on this “dream” phase and move into the next phase of the Downtown Plan.

In completing this chapter, we will be taking three options to Council on July 7 for the Lakeshore Road streetscape and themes for the placement of the cultural elements within the Downtown Cultural Hub.

In the next “preferred option” phase, we’ll take the streetscape options and put them through rigorous evaluation criteria that includes technical, financial and operational to see how each option measures up against the criteria. We will ask you whether we have selected the best option and most effective mitigation strategy in the fall of 2014, so that we can provide Council a preferred option in early 2015. At the same time we will ask you to provide your comments on the overall streetscape approach to all the downtown streets in a Master Plan, the best option for the improvement of Towne Square and your preferences on the material and furnishings so that these can also be brought to Council for a decision in early 2015. The next chapter of the streetscape study will then move to detailed design and budget approval.

For the cultural hub, we’ll take the different themes presented through an evaluation to refine the themes to options. These options will then undergo rigorous evaluation criteria to look at how they stack up when put to the technical, financial and operational requirements. After we get your input throughout these next stages, we will have an option to take back to Council in mid-2015.

Your input has been extremely valuable in letting us know what you want and what you don’t want, and we would like to thank you for your active participation! We’ll come back to you with preferred options on both studies to once again, ask for your comments.

We hope you’ll take some time to go through this booklet to get the big picture on where we are and where we’re going on the Downtown Plan. Stay in touch as we continue to ask for your input through the rest of 2014 via our Downtown Plan webpage at oakville.ca

Sincerely,

Jane Clohecy

Vision

The Downtown Plan vision is to create an attractive, active, animated and vibrant downtown where people come together to live, work, shop, meet and engage.

It will be the cultural, social and economic heart of our community where citizens and visitors can celebrate and experience the natural setting, heritage, culture and the arts.

Objectives

To achieve the vision, we have set five objectives for the Downtown Plan:

- To contribute to a successful economically vibrant downtown
- To create a cultural focus for the town in the downtown area
- To provide facilities and infrastructure that meet existing and future needs
- To protect and enhance the natural environmental and cultural heritage of downtown
- To develop solutions that are financially sustainable

This is a very exciting project for Oakville residents, businesses and staff. The Downtown Plan is reinventing one of the most successful commercial and residential areas in our community. We want to get it right and we want to ensure as many residents, businesses and staff has their say along the way. Help us make Oakville the most livable town in Canada — join the discussion.

- Jane Clohec, Commissioner of Community Development

We love the feedback!

Over **1,500** residents actively participating in meetings, open houses and workshops.

Almost **1,600** residents and businesses have signed up for our Downtown Plan information emails.

Over **3,000** people replied to the library and cultural surveys.

Evaluation Criteria

How do we ensure the options achieve the vision?

One of the critical steps in developing a preferred option is to filter each option through evaluation criteria. Evaluation criteria are the benchmarks against which each option is measured.

Over the next several weeks, town staff and our consulting teams will develop a set of evaluation criteria for each of the studies.

The evaluation criteria will focus on five themes:

- Considering economic vibrancy
- Creating a cultural focus
- Developing facilities and infrastructure that meet existing and future needs
- Conserving and enhancing the natural environment and cultural heritage features
- Finding solutions that are financially sustainable

Evaluation Framework

The Evaluation Framework starts to paint a picture of the preferred option and will guide the development of the evaluation criteria, ensuring the preferred option supports the project objectives and lives up to the vision.

#1

The **economic vibrancy** of downtown Oakville is a key consideration for the Downtown Plan.

A new cultural hub and improved streetscape in the heart of the community creates a destination that attracts and retains local and external visitors to the downtown, cultural facilities and the waterfront; and by creating functional, attractive, multi-use streets, we maximize the ease of getting people in, around and out of the area.

To encourage a 24/7, year round environment for people of all ages and interests, the plan promotes opportunities for more activities as well as living and working downtown with new retail, business and office spaces complementing the existing spaces.

#2

In **creating a cultural focus** for Oakville, the community gains a distinctive cultural destination downtown that is welcoming, inclusive and accessible to all residents and visitors.

The Downtown Plan addresses the needs of the diverse cultural community, for today and tomorrow, through flexible indoor and outdoor spaces that allow for performances, the arts, learning and social interaction.

These spaces foster programming opportunities for cultural organizations and businesses alike while complementing current facilities available in other parts of the town and region.

Most of all, the cultural facilities and infrastructure will provide opportunities for exciting, new and diverse cultural experiences throughout the downtown core connecting the streetscape, public spaces, facilities and cultural activities.

#3

The Downtown Plan provides for **facilities and infrastructure that meet the existing and future needs** of this community by designing flexible and adaptable spaces for the public, audiences, organizations, cultural groups and business; spaces like a performing arts theatre, library and art gallery plus outdoor areas and streets that are both functional and fabulous.

These well-designed buildings, streets and public spaces maximize the opportunity for shared spaces and complement adjacent properties incorporating high quality and sustainable materials.

Safety and accessibility are priorities both within the buildings and on the streets to ensure ease of mobility for all people and forms of transportation through an effective network.

The plan allows for essential amenities, such as parking, outdoor display and patio zones, street furniture and signage that support the critical function of the downtown.

#4

Conserving and enhancing the natural environment and cultural heritage features are two priorities for all of Oakville.

In the downtown area, the plan adds parks and green space along the riverfront areas, gives the public easy access to the riverfront, lakefront, parks, trails and harbour, and creates better linkages between these sites and the downtown core.

Easy access and linkages between the facilities, the streets and other cultural elements will be designed to attract visitors and residents to downtown.

Integrating the natural elements with the streetscape elements complements the streetscape and building design and provides opportunities to enhance the tree canopy.

#5

The Downtown Plan **develops solutions that are financially sustainable** considering three main financial components — operating costs, capital investment and risk management.

Under operating and capital, the plan minimizes initial and long-term impact on the tax base and looks for opportunities to generate revenue through existing and new private, philanthropic, and community partnerships. For capital it maximizes other funding sources such as federal, provincial and potential private sector investment.

In this plan, operating models maximize use of space and opportunities both in facilities and in open spaces. The framework minimizes impact to, and avoids disruption of services.

Proper phasing and making the area attractive to the private sector for investment, minimizes risk to the business owners, organizational groups and the town.

In realizing the vision, the Downtown Plan creates a destination place that is distinctive by its design, architecture, and streetscape, is attractive and engaging, is steeped in culture, contributes to a vibrant community and gives you a feeling of being welcomed as soon as you enter the area.

The plan provides easy access for pedestrians, cyclists and motorists to travel to and get around in, and offers an environment that is safe and appeals to everyone — promoting social interaction while being responsible in its financial obligations.

In the end, it contributes to a livable community.

The Downtown Cultural Hub Study (DCH)

The DCH Study explores the options for accommodating cultural programs including a performing arts centre, a major gallery, a library, and creative space for digital and new media in downtown Oakville. It examines the best locations for these activities, looking at the Centennial Square site, the Fire Hall site and the former Canada Post office building, and the options for combining these cultural facilities with residential and office uses to help finance their development.

At this stage of the DCH Study, it's like a chess game; we have chess pieces that are of different sizes and have different functions and can move from one place to another. Those components include a theatre, a gallery, a library, possible residential and office space as well as a digital/media space.

Next steps — preferred option defined

July 2014 – Spring 2015

Options Refined

Using a set of evaluation criteria, each theme will be measured against the criteria to determine a preferred approach.

Business Plan

A business plan will be developed to determine the most viable option.

Implementation Strategy

An implementation strategy will be developed to ensure proper phasing of the different projects to minimize any impact to users, residents and visitors.

Funding Options

Throughout this phase, we'll be looking at funding opportunities for each project including federal, provincial as well as private investment.

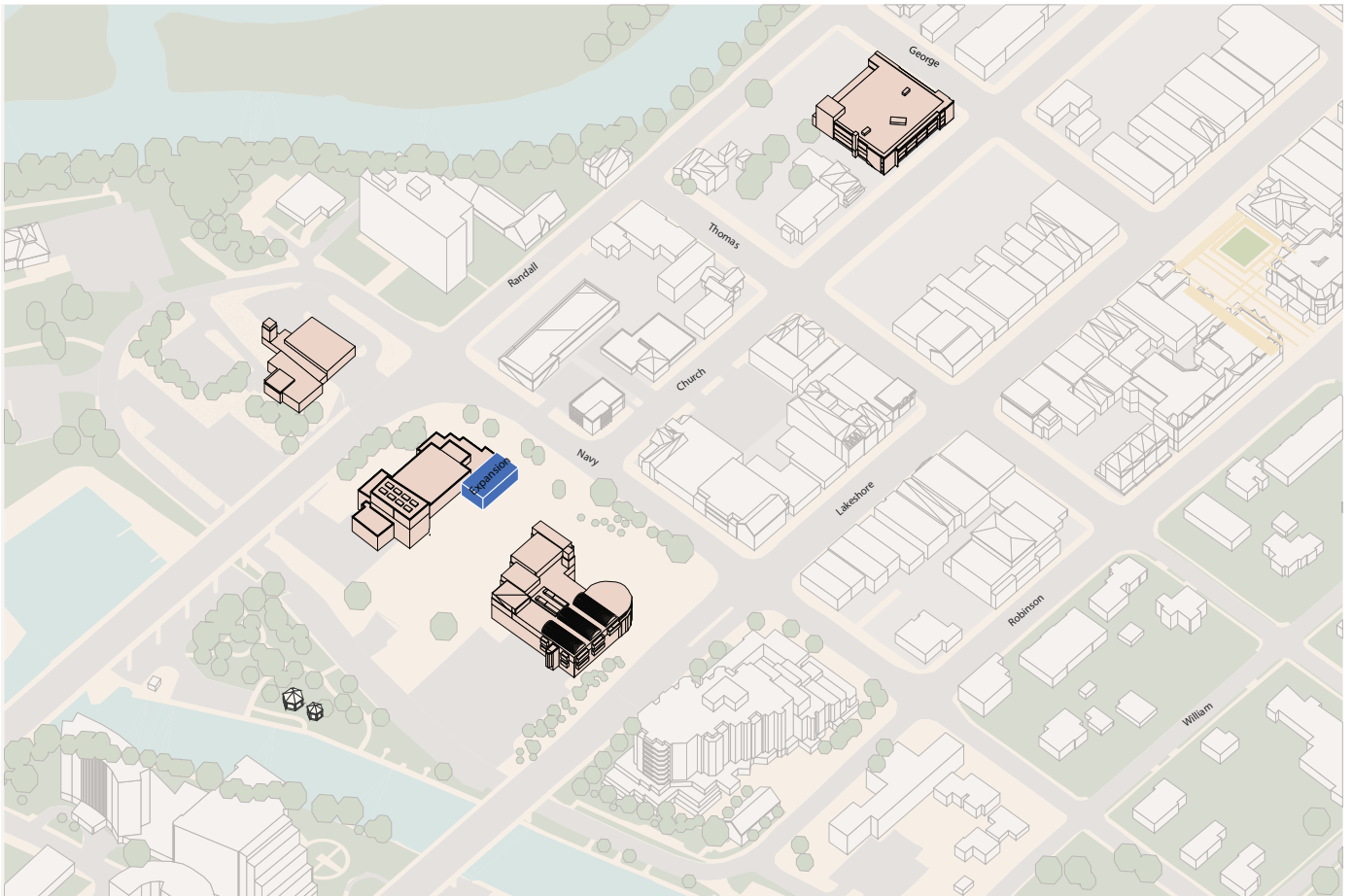
Detailed Design / Construction

Detailed design and a construction timeline will come later in the process after all the other next steps have been completed.

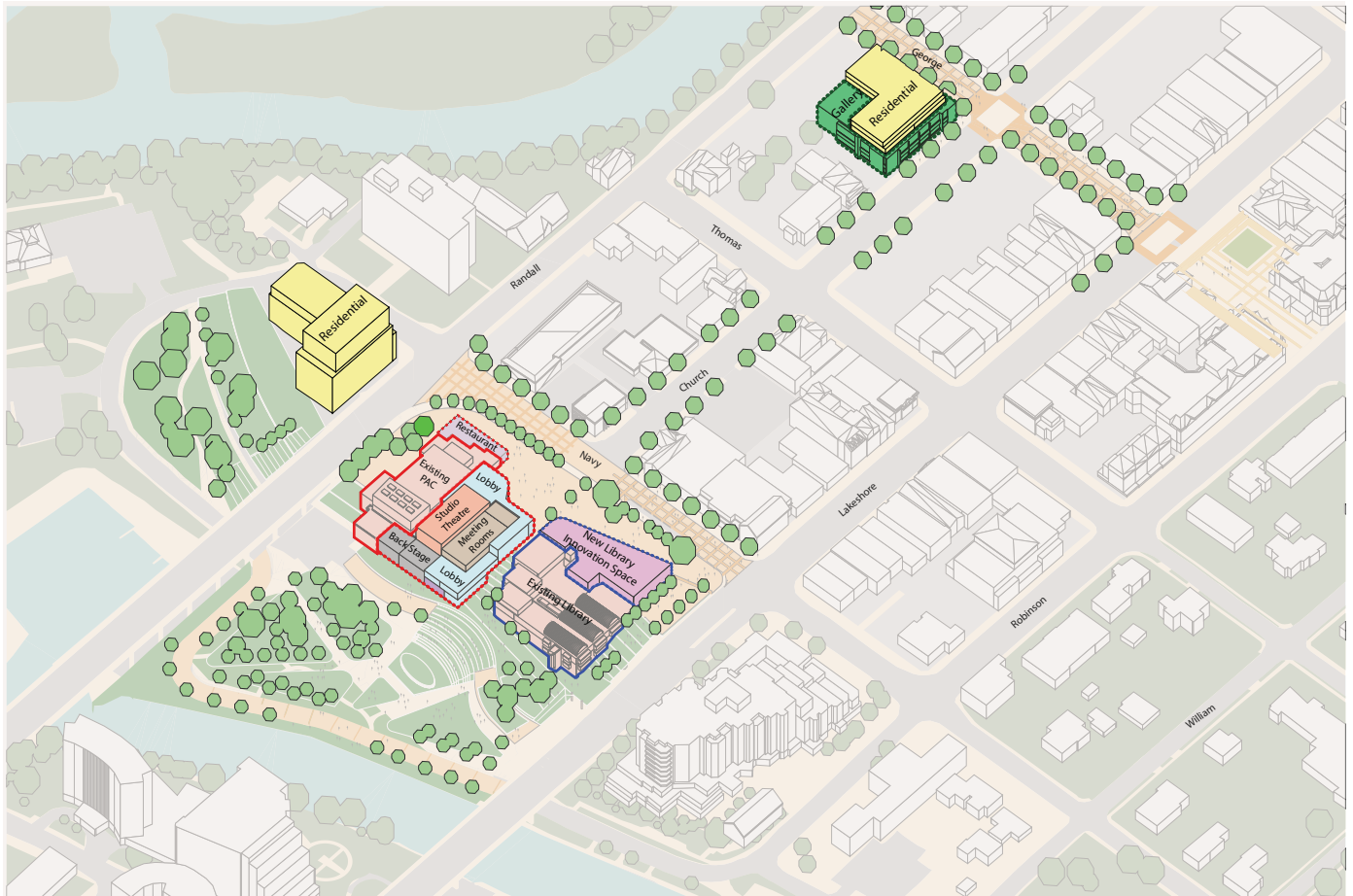
Themes:

Cultural Hub Components	Status Quo	Theme 1 Adapt existing facilities	Theme 2 Centralized hub at Centennial Square	Theme 3 Dispersed hub downtown	Theme 4 Boutique Culture
Performing Arts Centre	Theatre addition to accommodate accessibility standards	Renovated Performing Arts Centre at Centennial Square 495 seat Theatre Studio Theatre 250 seats	Regional Distinctive Performing Arts Centre at Centennial Square 750 seat Theatre Courtyard Theatre 325 seats	Edge City Performing Arts Centre at Centennial Square 650 seat Theatre Studio Theatre at Post Office site 350 seats	Courtyard Theatre 325 seats Regional Distinctive Performing Arts Centre 750 seat Theatre located outside of the Downtown
Library	No change	Flagship Library at Centennial Square 14,200 sq. ft added to ground level 10,000 sq. ft. Innovation Space	Flagship Library at Centennial Square 30,000 sq. ft. (one or two storeys) 10,000 sq. ft. Innovation Space	Flagship Library at Centennial Square 30,000 sq. ft. (one or two storeys) 10,000 sq. ft. Innovation Space	Specialized Library at Post Office 20,000 sq. ft. (two storeys) 10,000 sq. ft. Innovation Space
Art Gallery	No change	Gallery at Post Office 25,000 sq. ft. 2 storeys above existing	Gallery at Centennial Square 25,000 sq. ft.	Gallery at Post Office site 25,000 sq. ft.	Gallery at Centennial Square 25,000 sq. ft.
Residential/ Office	none	Residential at Fire Hall site Maximum 12 storey	Residential at Fire Hall Site Maximum 12 storey Residential & Office at Centennial Square Maximum 8 storey Residential & office at Post Office site 2 storeys above existing	Residential at Fire Hall site Maximum 12 storey Residential & Office at Centennial Square Maximum 8 storey	Residential at Fire Hall Maximum 12 storey Residential & Office at Centennial Square Maximum 8 storey
Other				Parking lot opportunity on Church Street with additional office, commercial and parking	

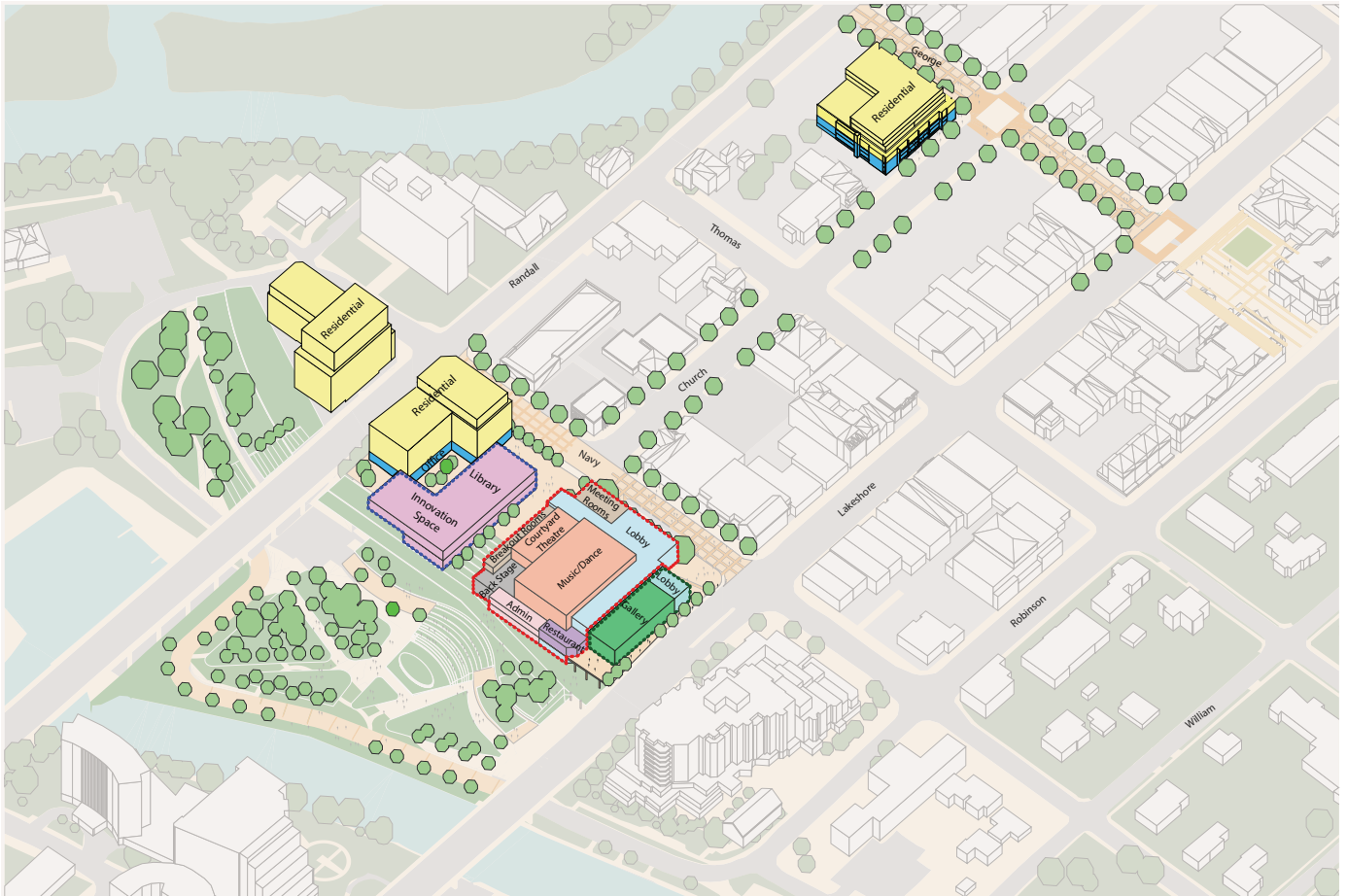
Status Quo: Maintain existing facilities



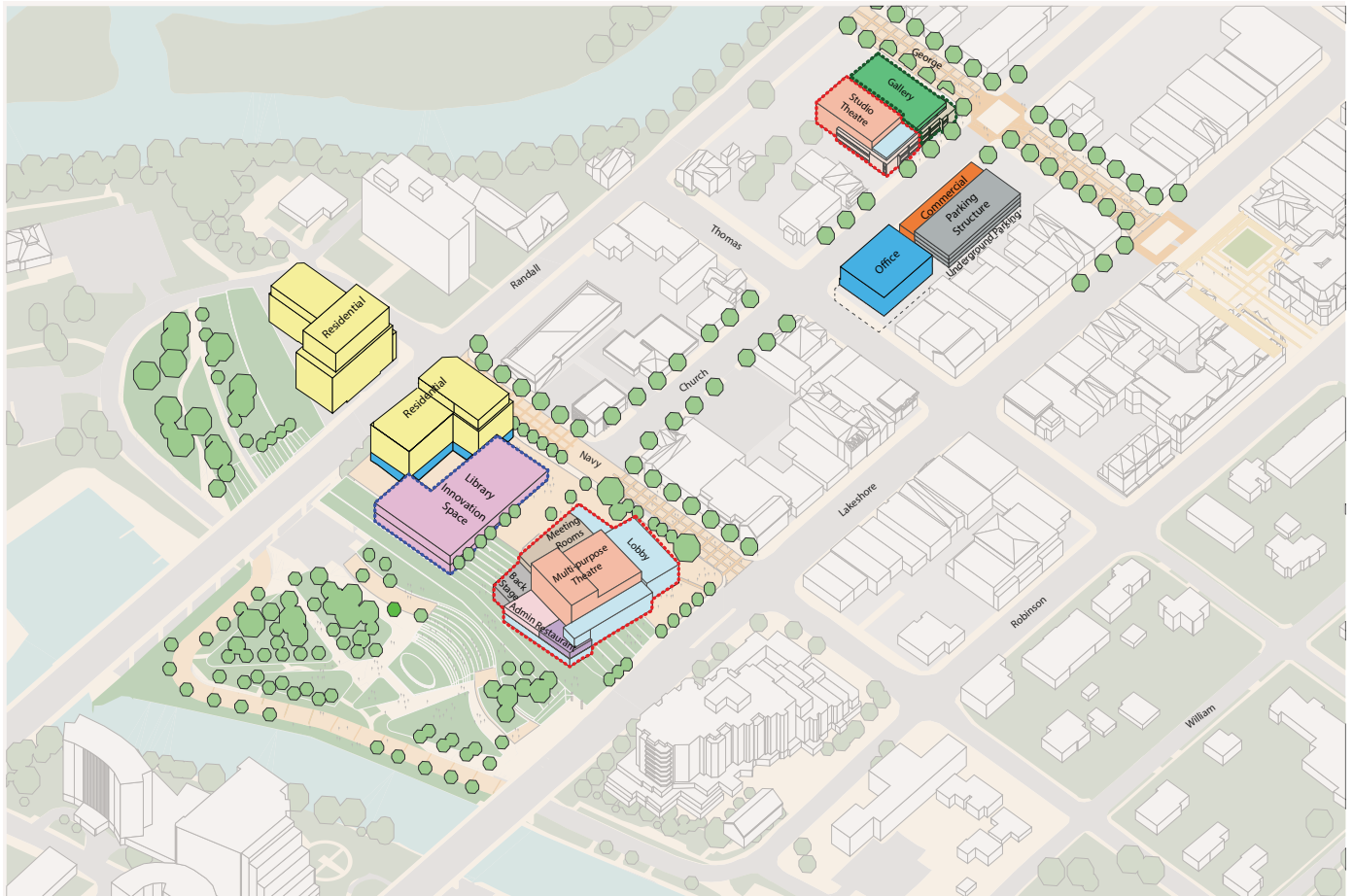
Theme 1: Adapt existing



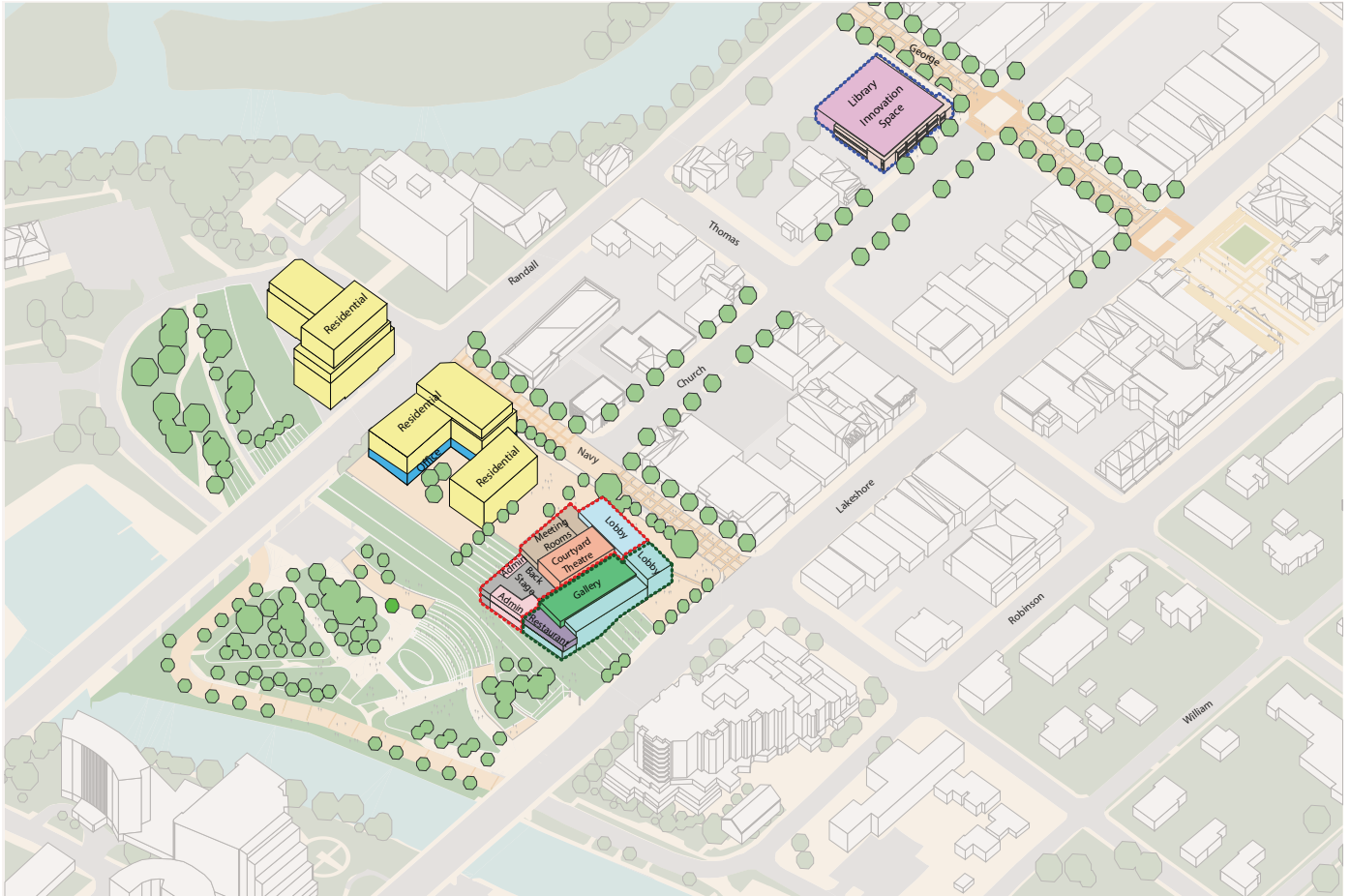
Theme 2: Centralized hub at Centennial Square



Theme 3: Dispersed hub in the downtown



Theme 4: Boutique culture



The Downtown Transportation and Streetscape Study (DTS)

The DTS will develop options to enhance the roadways, beautify streets, improve pedestrian/cycle ways and revitalize the Towne Square increasing connectivity, mobility and accessibility. The study includes a Transportation Study, a Streetscape Plan and a Concept Plan for the Towne Square.

At this stage of the DTS Study, three options have been developed for Lakeshore Road from Allan Street to Navy Street. The right of way, the area between the buildings, can include several components — a centre lane, boulevards, bike lanes, left-turn lanes, parking, and street trees and furnishings. The options offer different widths and placement for these components.

Next Steps — Preferred Option Selected

July 2014 – January 2015

Evaluate Options

Using a set of evaluation criteria, each option will be measured against the criteria to determine a preferred approach.

Lakeshore Road

Before we start construction on Lakeshore Road, there are a number of things to consider including the feasibility of considering a curbless design and furnishing and materials.

Mitigation Strategy

Part of rebuilding Lakeshore Road will include developing a mitigation strategy to minimize the impact of construction on businesses, residents, and visitors.

Streetscape Master Plan for all of downtown streets

In addition to Lakeshore Road, this study is also tasked with producing a streetscape design for all other streets in downtown. Options for every other street will be produced as well as examining the network and street options to develop a preferred approach.

Towne Square

Over the coming months, concept design options for the space will be produced and tested with stakeholders and the public to develop a preferred option.

2015–2018+

Detailed Design & Construction

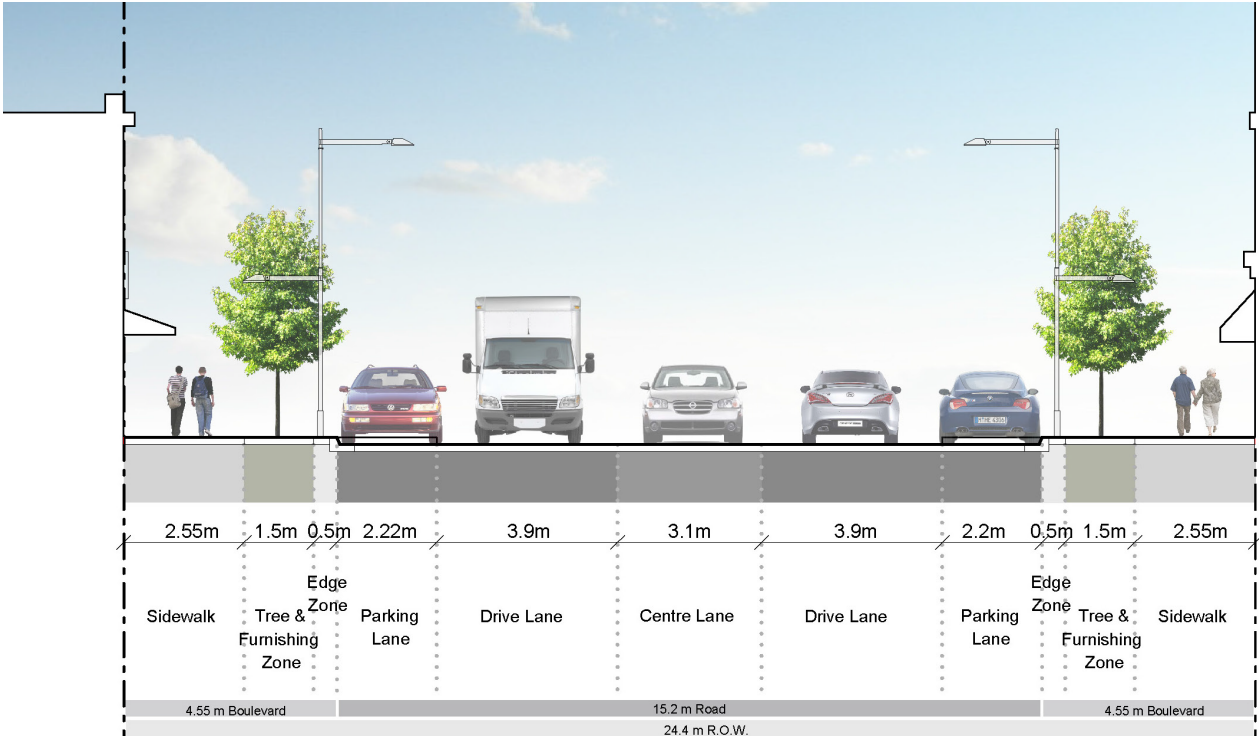
Detailed design work for Lakeshore Road and Towne Square will be done throughout 2015 with hopes of getting construction started in 2016. Construction will be a minimum two-year project for Lakeshore Road.

Options

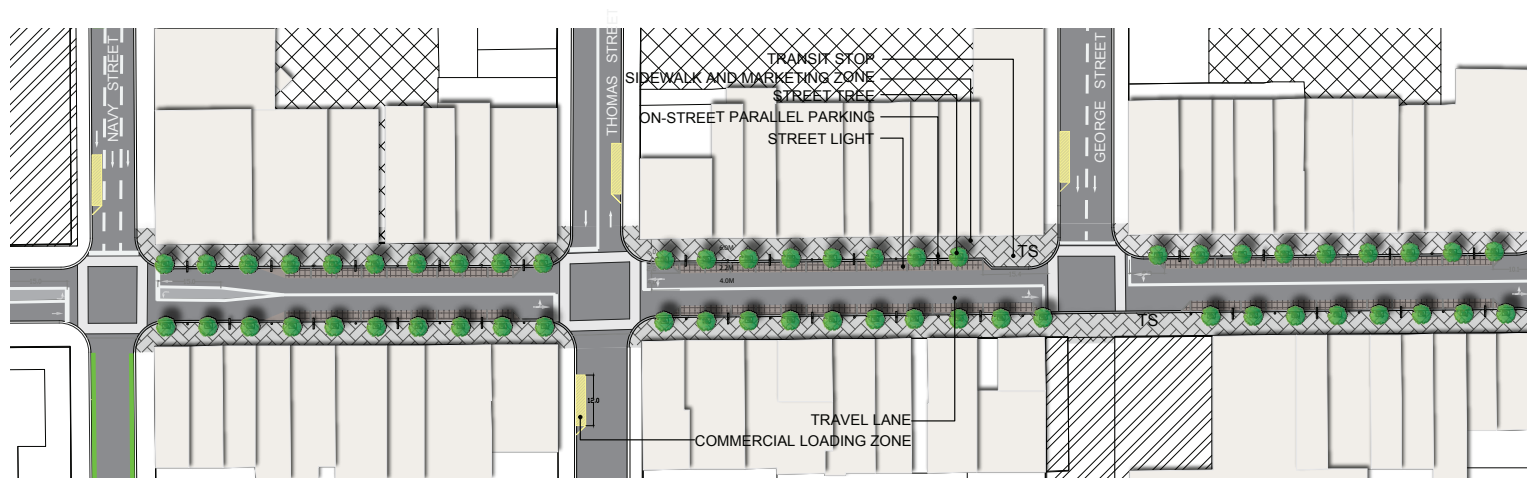
Transportation and Streetscape Components	Option 1 Retain Centre Lane Can be Curbless or curbed	Option 2 Wide Boulevards Can be Curbless or curbed	Option 3 Bike Lane Can be Curbless or curbed
Drive lanes	Two travel lanes at 3.9 metres wide each.	Two travel lanes at 3.7 metres wide each.	Two travel lanes at 3.3 metres wide each.
Centre lane	Retains centre lane to be used as a left-turning lane. No deliveries will be permitted. Commercial loading zones (CLZs) will be installed on side streets. Approximately 12 parking spots on up/down streets and 2 spots on Lakeshore will convert to CLZs	Removed Commercial loading zones (CLZs) will be installed on side streets. Approximately 12 parking spots on up/down streets and 2 spots on Lakeshore will convert to CLZs	Removed Commercial loading zones (CLZs) will be installed on side streets. Approximately 12 parking spots on up/down streets and 2 spots on Lakeshore will convert to CLZs
Left-turn lanes	Accommodated through centre lane.	Left-turn lanes will be provided at signalized intersections (Navy, Trafalgar, Allan)	Left-turn lanes will be provided at signalized intersections (Navy, Trafalgar, Allan)
Parking lanes	Parking lanes with parallel on-street parking is retained on both sides of the street	Parking lanes with parallel on-street parking is retained on both sides of the street	Parking lanes with parallel on-street parking is retained on both sides of the street
Boulevards can include: marketing zones Sidewalks, and tree/furnishings	Remain as today at 4.55m 2.55 metre sidewalk 1.5 metre tree/furnishing zone	Increases to 6 metres wide Allows for a 2.1 metre wide outdoor display or patio space 1.8 metre sidewalk 1.5 metre tree/furnishings zone	Increases to 5.2 metres Allows for a shared 3.1 metre Marketing/sidewalk zone 1.5 metre tree/furnishings zone
Cycle lanes	No cycle lanes on Lakeshore Road. Cyclist travelling east-west would divert to Church or Robinson, to take advantage of sharrow or a bike lane, respectively.	No cycle lanes on Lakeshore Road. Cyclist travelling east-west would divert to Church or Robinson, to take advantage of sharrow or a bike lane, respectively.	Allow for a 1.5 metre bike lane on either side of the street
Street trees/furniture	Materials, street trees and furnishings would be renewed in 1.5 metre zone	Allows for new street trees and furnishings in 1.5 metre zone	Allows for new street trees and furnishings in 1.5 metre zone

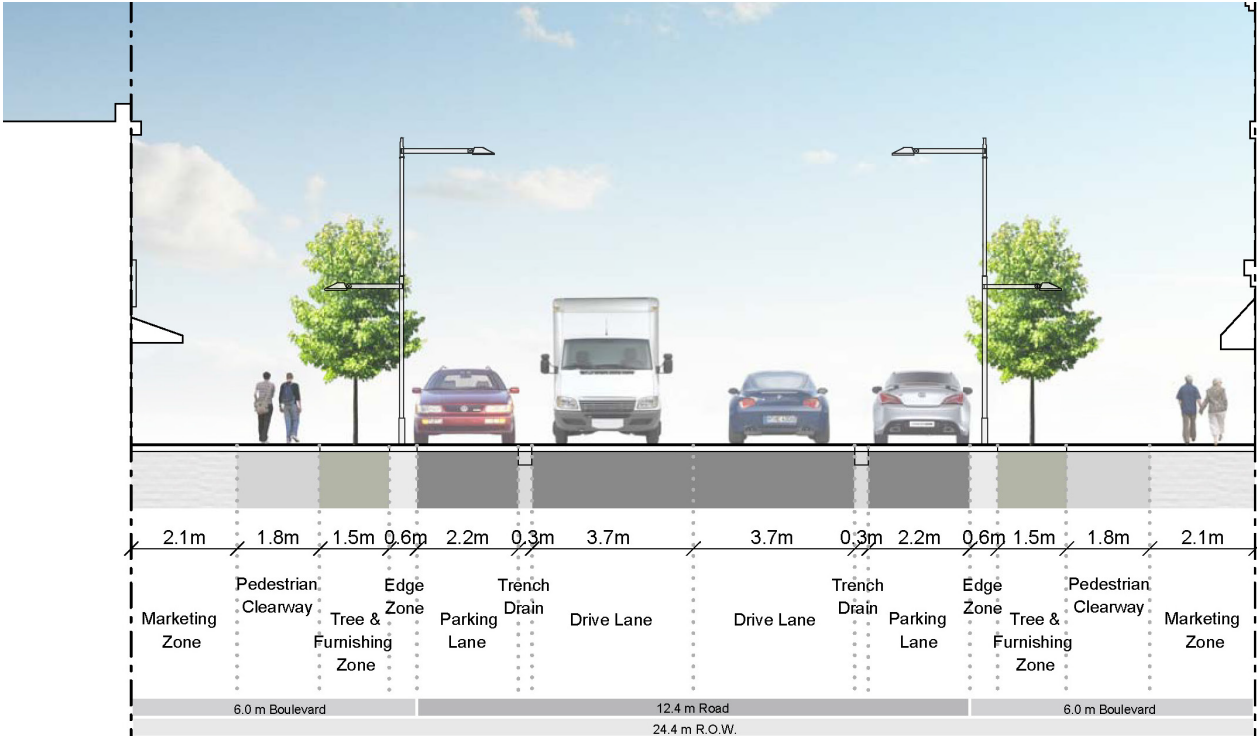
Option 1: Retain centre lane



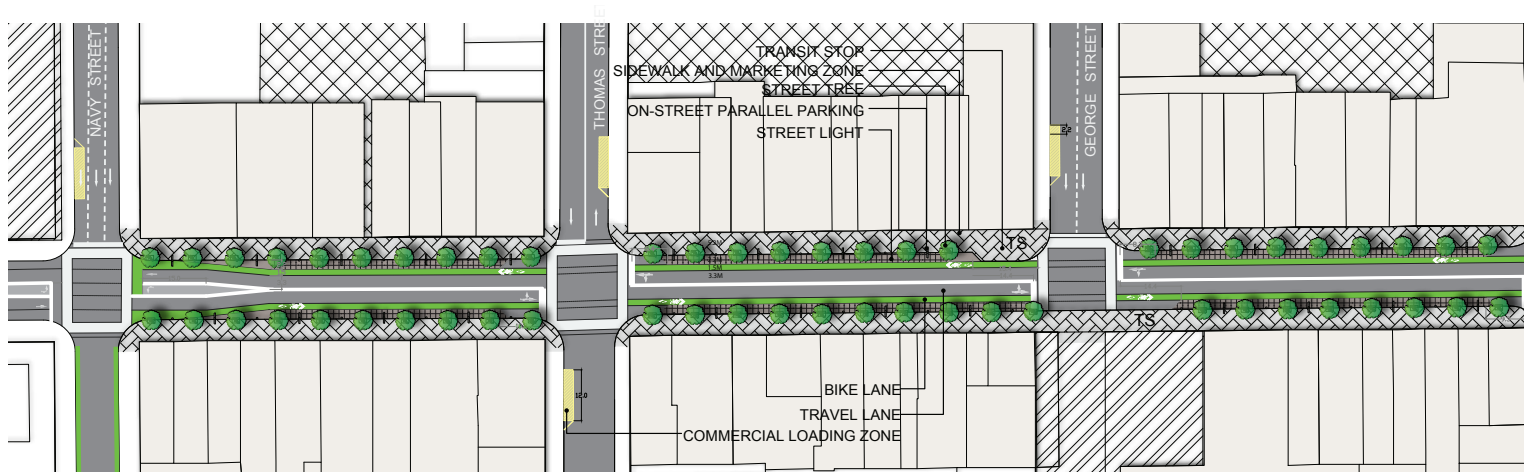


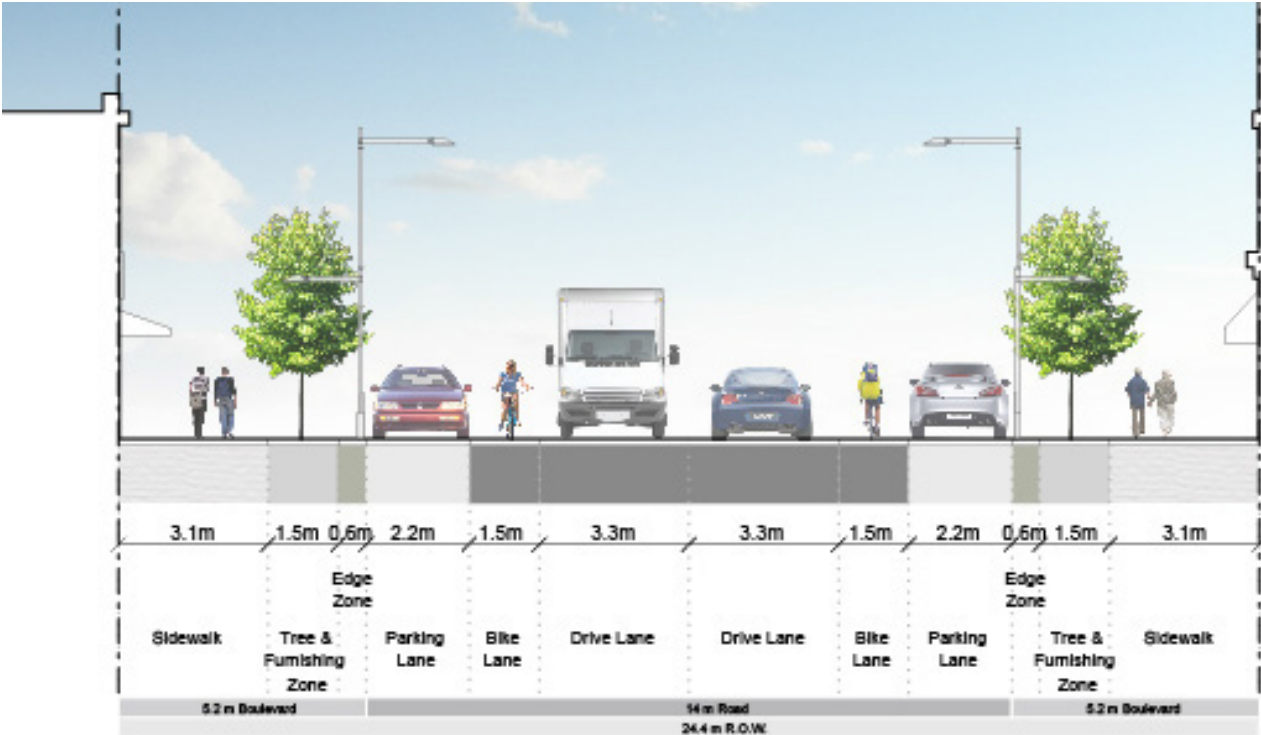
Option 2: Wide boulevards





Option 3: Bike lanes





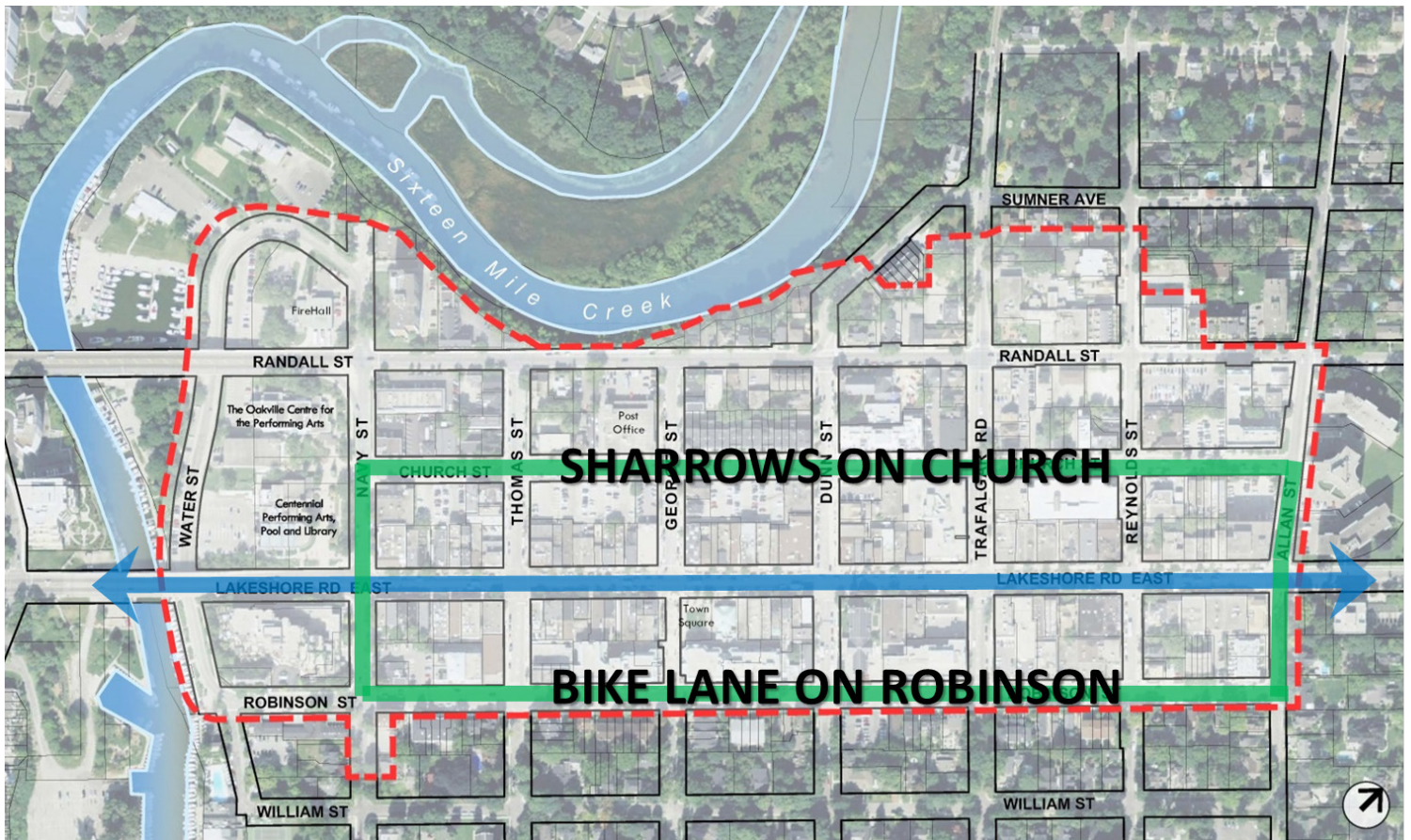
Impact on parking — Lakeshore Road

Block	Existing (and Option 1)	Option 2 & 3 No Centre Lane & Bike Lane
Navy to Thomas	19	18
Thomas to George	22	26
George to Dunn	24	25
Dunn to Trafalgar	23	16
Trafalgar to Reynolds	19	18
Reynolds to Allan	20	15
TOTAL	127	117

127 to 117 spots is an 8 per cent reduction. This is primarily due to the accommodation left-turn lanes (taper and stacking area), larger offsets at each non-signalized intersection and one CLZ on Lakeshore at Trafalgar.

*This impact is in addition to the 12 parking spots on the up/down streets that will be converted to CLZs.

Cycling route



Town of Oakville
1225 Trafalgar Road, Oakville
oakville.ca 905-845-6601