



REPORT

PLANNING AND DEVELOPMENT COUNCIL MEETING

MEETING DATE: NOVEMBER 28, 2016

FROM: Office of the Mayor

DATE: November 15, 2016

SUBJECT: Downtown Cultural Hub Update

LOCATION: Town Wide

WARD: Town wide

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RECOMMENDATION:

1. That Council receive the Downtown Cultural Hub Update reports from the Office of the Mayor and Commissioner of Community Development;
2. That Council endorse the timelines to guide the implementation of the Downtown Cultural Hub outlined in these reports;
3. That the allocation of \$1,000,000 of capital funding for the Downtown Cultural Hub (Project 21101602) be maintained; and
4. That staff report back with detailed implementation plan and funding requirements to implement the updated Downtown Plan timeline.

KEY FACTS:

The following are key points for consideration with respect to this report:

- The Commissioner of Community Development's Downtown Cultural Hub Report was deferred from the November 1, 2016 Planning and Development Council meeting to allow the public additional time for review.
- Ward 3 residents' associations including Trafalgar Chartwell RA, Joshua Creek RA, Clearview Oakville Community Alliance, Chartwell Maplegrove RA and Lakeside Residents RA approached the Mayor to undertake further discussion to reaffirm the town's vision for the downtown and identify potential initiatives that could be accelerated within the Phase 1 time period outlined in the Commissioner's report.

- Feedback from Ward 3 residents' associations was consistent with the feedback from the town-wide survey conducted by Pollara Strategic Insights which showed widespread support (91%) for municipal investments in facilities and programs such as the Oakville Centre for the Performing Arts, Oakville Galleries, Central Library, Centennial Square, and access to the riverfront.
- While a riverfront feature was identified as the most popular site for investment (95% *support*) in the Pollara survey, support never drops below 80% for any of the seven options tested. Notably, residents express stronger support for investments in **outdoor** facilities than in indoor facilities
- Pollara will present the complete findings of the town-wide survey, outlined in the report from the Commissioner of Community Development at the November 28, 2016 Planning and Development Council meeting.
- This report highlights initiatives that can be implemented in 2017-18 timeline including the Lakeshore Road Bridge reconstruction, planning and design for the Lakeshore Road reconstruction, planning and potential opening of a new waterside attraction, downtown construction mitigation strategy including downtown information campaign, planning for future expanded facilities
- Subsequent phases will see the renewal of the downtown cultural facilities at current capacities and eventually replacement of the downtown cultural facilities with greater capacities.
- Staff will report back to Council with detailed implementation plans and funding requirements to implement the updated downtown plan timeline.

BACKGROUND:

In June 2014, Council endorsed the following vision and objectives for the Downtown Plan:

Vision

- To create an attractive, active, animated and vibrant downtown where people come together to live, meet, work, stay, interact 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 contribute to an economically successful 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 report outlines a multi-year path to realize this vision and create a new and improved downtown Oakville.

COMMENT:

The Commissioner of Community Development outlined two general phases of an incremental work plan to move forward with the Downtown Cultural Hub. Phase 1 covered 2017 to 2020 and Phase 2 looked at 2020 to 2024 and a number of key initiatives were identified to support Council's vision and objectives for the downtown.

Within this phasing, the following timeline outlines specific activities and initiatives to undertake that will renew our public spaces and revitalize our downtown commercial area to ensure the long-term sustainability of the town's historic downtown.

As the Pollara survey indicates, the downtown shapes the opinion of Oakville for 80 per cent of residents no matter which ward they live in, and 86 per cent of residents agree that investment in cultural facilities will make Oakville more livable and is important for the long-term prosperity of the downtown core.

Proposed Downtown Activity Timeline

2016

- Plan Lakeshore Road Bridge reconstruction
- Develop Harbours Master Plan

2017 – 2018

- Undertake Lakeshore Road bridge reconstruction
- Plan new waterside gathering place for 2018 opening
- Design Lakeshore Road re-construction including mitigation strategies
- Create downtown information campaign and "store front" construction office with displays of potential downtown models and renderings
- Finalize a planning timeline, including potential sources of funding, for renewal or replacement of cultural facilities

2019 – 2020

- Undertake Lakeshore Road infrastructure reconstruction and improvements to streetscape
- Complete updates to the Livable Oakville and Sustainable Halton official plan
- Begin public/private development projects on fire hall site to increase parking and activity in downtown
- Opening of a new community centre on former hospital site with new pool (2020)

2021 – 2022

- Initiate downtown celebration and re-marketing campaign
- Undertake removal of Centennial Pool;
- Create water view public feature (“amphitheatre”).

2023 – 2026

- Renewal of downtown cultural facilities in place at level of existing funding.

2027 – 2057

- Replacement of downtown cultural facilities with larger performing arts centre, gallery, and library, dependent upon funding availability

CONSIDERATIONS:

(A) PUBLIC

The public has been consulted extensively on the downtown revitalization. Multiple residents and business associations provided feedback.

(B) FINANCIAL

No additional funding is required at this time. It is proposed that previous funding in Downtown Cultural Hub Phase 3 project (#21101602) be reallocated to support proposed activities subject to staff reporting back on specific costs and timelines.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

Multiple town departments are engaged in current downtown activities and would continue to work together to achieve these objectives.

(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS

This report addresses the corporate strategic goal to:

- continuously improve our programs and services
- provide outstanding service to our residents and businesses
- be accountable

(E) COMMUNITY SUSTAINABILITY

This initiative supports Council's vision to be the most livable town in Canada and will enhance community, economic and cultural sustainability.

Submitted by:
Mayor Rob Burton