



**URBAN STRATEGIES INC.**

**Bespoke GLP<sub>i</sub>**  
CULTURAL COLLECTIVE

Watson & Associates  
ECONOMISTS LTD.

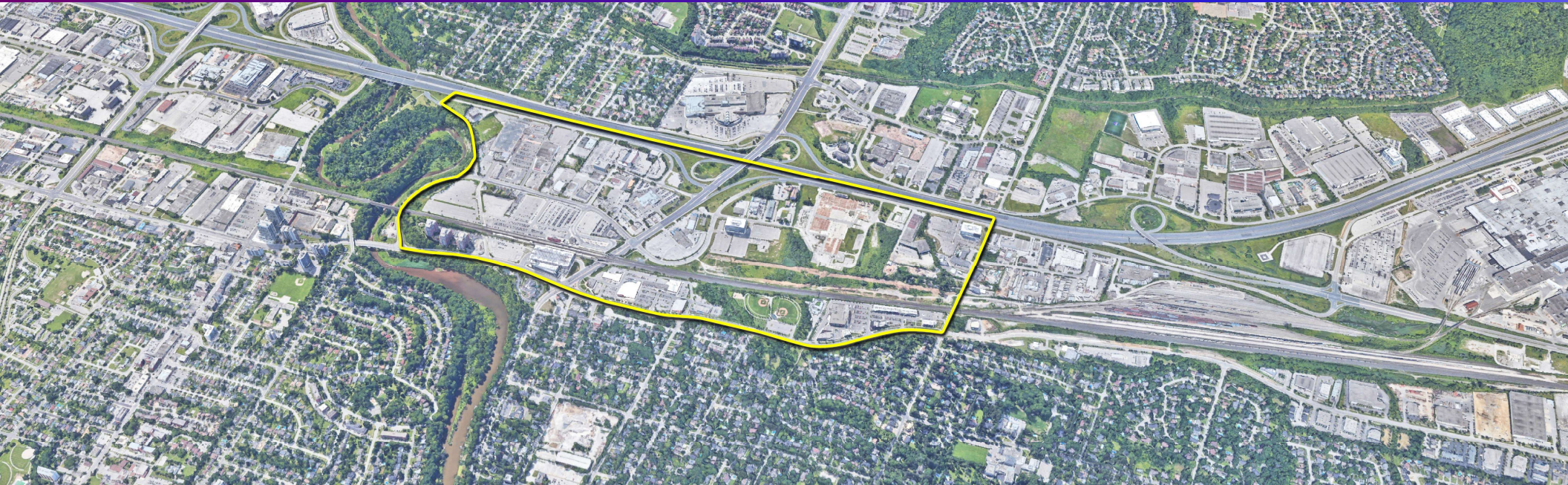


**Jacobs**

Challenging today.  
Reinventing tomorrow.

# Midtown Oakville

Council Committee of the Whole – Town of Oakville



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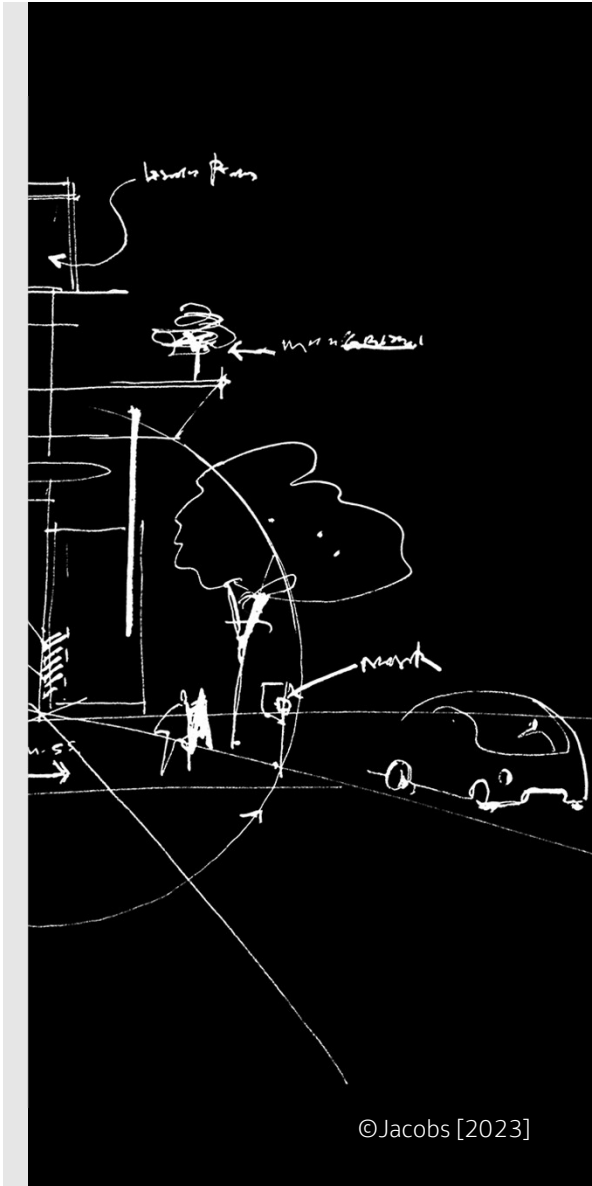
## Purpose

### Midtown Implementation Program

- Program Overview
- Consultant Team and Expertise

### The Making of Midtown

- Why do we need to Plan for Midtown
- Urban Growth Centres – Benefits and Challenges
- What makes a great, complete community



## Purpose

- Committee of the Whole to meet and discuss key elements of the OPA and Master Planning components of the Implementation Program
- Making sure we get the OPA right through rigorous technical work and robust set of engagement with council, stakeholders, and the public
- Midtown Oakville Official Plan Amendment (OPA)
  - Implement the findings of the Midtown Oakville Growth Area Review by **updating the land use designations and policies** for the town's Urban Growth Centre and Protected Major Transit Station Area to the **year 2051**.
- Midtown Implementation Program
  - Develop plans, studies, and strategies to enable implementation of Midtown which include:
    - Master Planning
    - Functional Design
    - Phasing and Implementation
    - Funding and Financing

# Midtown Implementation Program

## Consultant Team and Expertise

### Jacobs

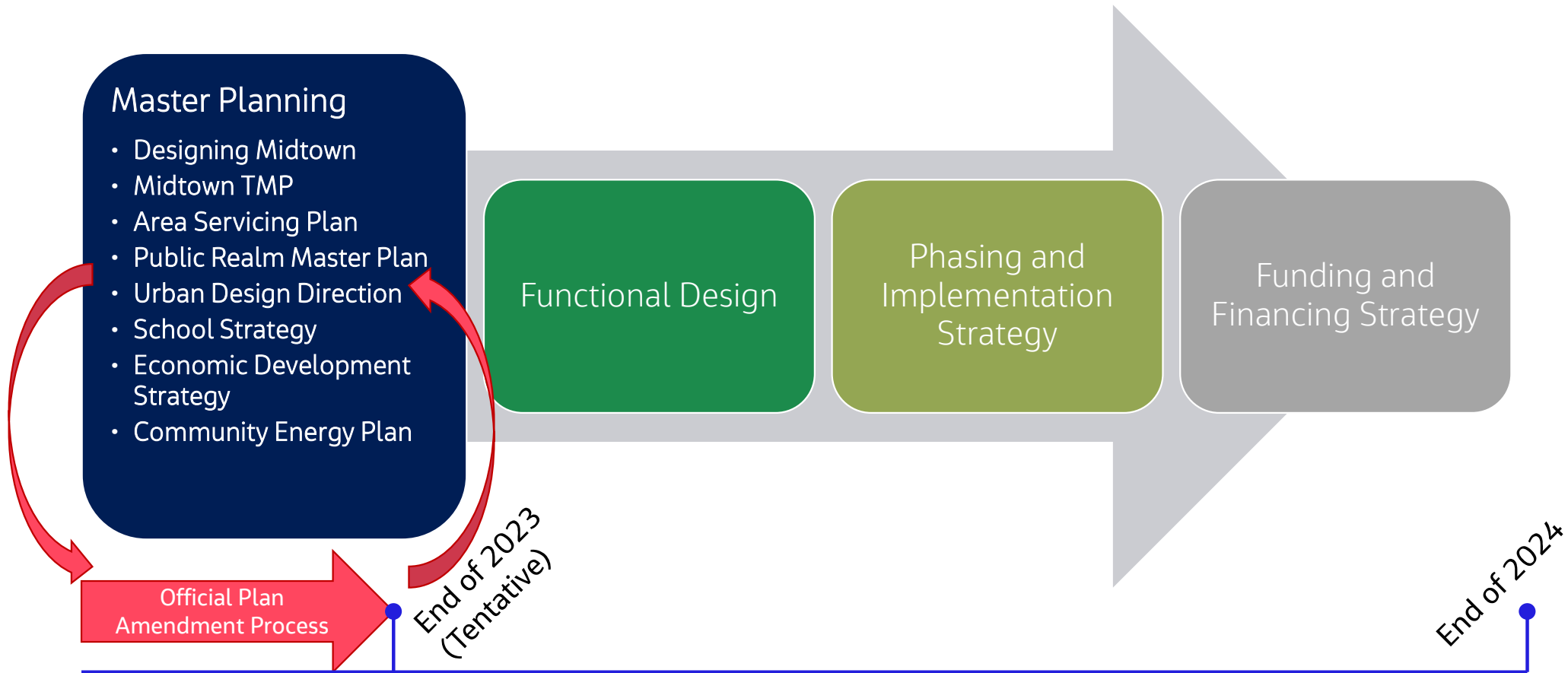


BURNSIDE



- **Jacobs:** Leaders in program management and infrastructure implementation
- **Urban Strategies:** City building and place making specialists with extensive experience planning urban growth centres across the GTA
- **RJ Burnside:** Infrastructure planning and design experts significant experience in the Midtown area
- **N. Barry Lyon Consultants:** Municipal and corporate real-estate develop feasibility specialists familiar with the GTA and Oakville
- **Watson & Associates:** Financial consultants familiar with legislative requirements, Oakville
- **Bespoke Collective:** Public engagement and communications specialists helping navigate complex engagement processes
- **GLPi:** Expert on local stakeholder and engagement

# Implementation Program Overview



# In June the Midtown Implementation Team was retained to also develop the policy intent for Midtown into a place-based complete community that is unique in the GTHA and can resonate as a special place within your community.

2023 -  
Beyond

## Planning & Urban Design:

- Designing Midtown Urban Design Guidelines,
- Public Realm Master Plan and Implementation Strategy,
- Urban Design Directions Intended to Augment Livable By Design,
- Strategy for Municipal Land Acquisition and Disposition,
- Economic Development Strategy,
- Strategy for Schools within a Mixed-Use Building,
- Community Energy Plan,
- Zoning By-law,

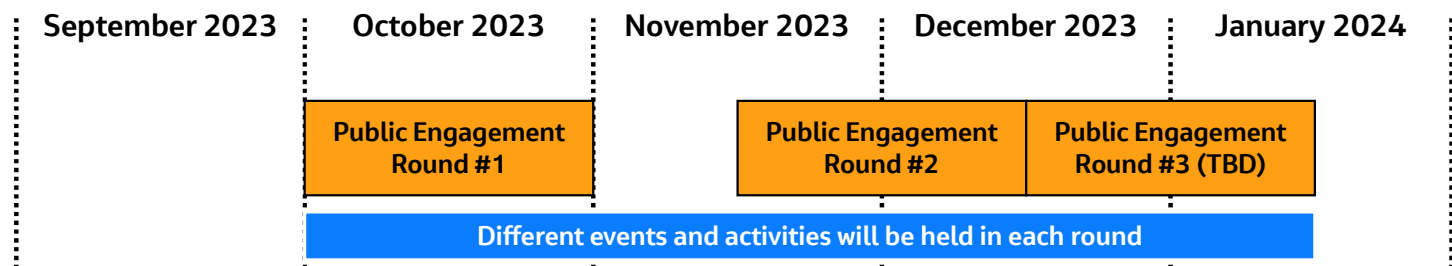
## Infrastructure Planning:

- Midtown Transportation Master Plan,
  - Transportation Modelling,
  - Transit Assessment,
  - Active Transportation Plan,
  - Midtown Parking Master Plan,
- Area Servicing Plan
- Midtown Stormwater Master Plan,

Together these work components will feed into and support the finalization of the OPA and Achieving its Goals

## Public Engagement

- Public input is a key piece of all technical work being completed
- Various engagement activities are being planned through the fall and next year to gather public feedback
- More details to be shared in Early September
- Tentative timing and opportunities:



- A robust engagement program will follow throughout the implementation process beyond 2023



# The Making of Midtown

# Policy direction is clear and long standing: Midtown is a place for optimized land uses and built form, increased densities, improved access to transit, and the creation of complete, livable communities

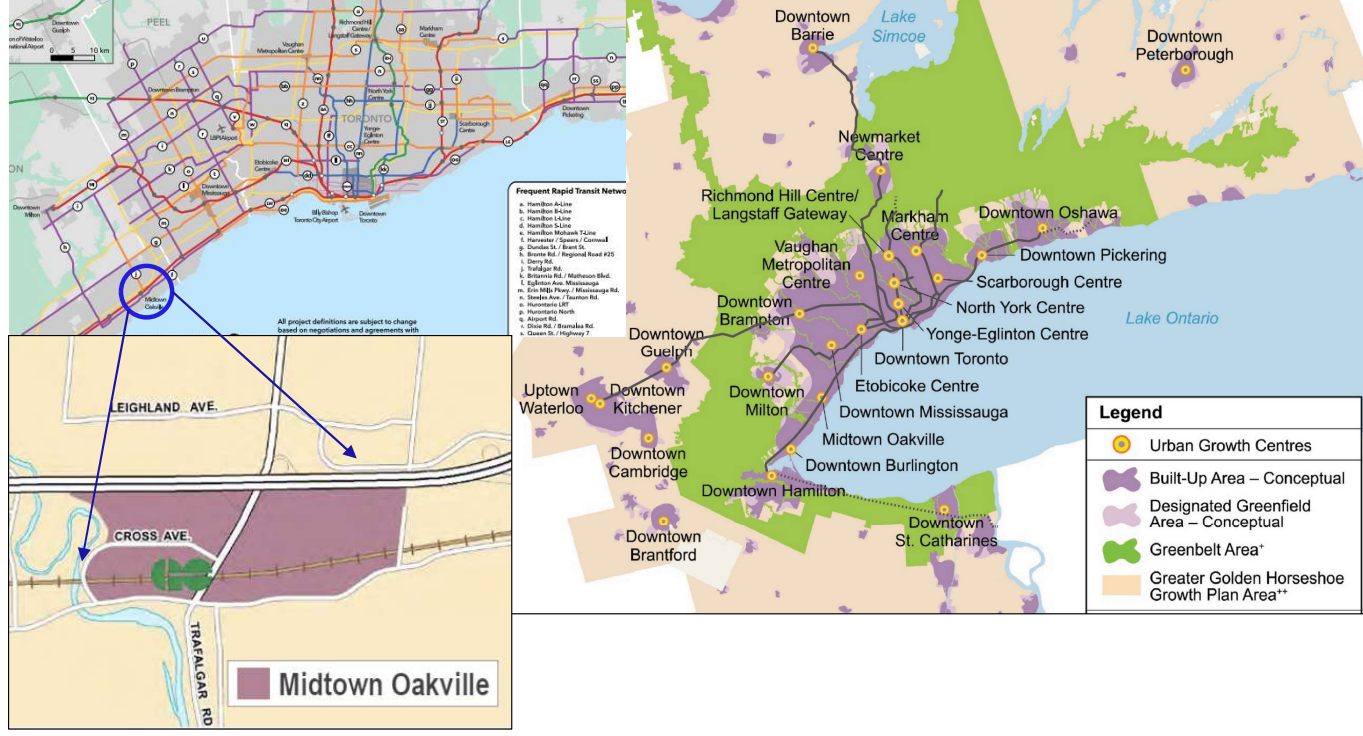
## Midtown is

**A Strategic Growth Areas (Growth Plan)** – a place for intensification and higher-density mixed uses in a more compact built form

**One of 25 Urban Growth Centres** across the GTHA, intended to become part of a network of connected, complete communities supporting the Region’s growth

**A Major Transit Station Area** with walkable access to frequent high quality and higher order transit including GO Lakeshore West Line Expansion and future Trafalgar Road Bus Rapid Transit

**A Regional Transit Node (Livable Oakville Plan):** A locations to integrate with the Town-wide transportation system and to provide a focus for transit-supportive development



## Midtown is a key part to the Town's overall growth strategy.

### The Town must plan to accommodate changing demographics in a land-constrained environment

- The GTA population is expected to **grow by 47% to 2046**, adding another 3.3 million people
- Immigration is contributing to growth- over the last 20 years, **80% of all immigrants to Ontario have initially settled in the GTA**
- Oakville's population is growing in line with Ontario's trends, with a **>10% increase in only five years (2016 - 2021 Census)**
- The Town has committed to meeting the Provincially-mandated housing target of **33,000 new housing units by 2031 -- Planning for Midtown's growth is a key part of meeting this commitment**
- Rapid population growth must be managed in an environmentally responsible way. Compact, high-density complete communities are part of growing sustainably.

# Planning for Midtown has been underway for more than 20 years. The completion of the OPA is an important milestone with important support studies to follow.

1999 Midtown Land Use Plan

2006 Midtown Defined as Urban Growth Centre

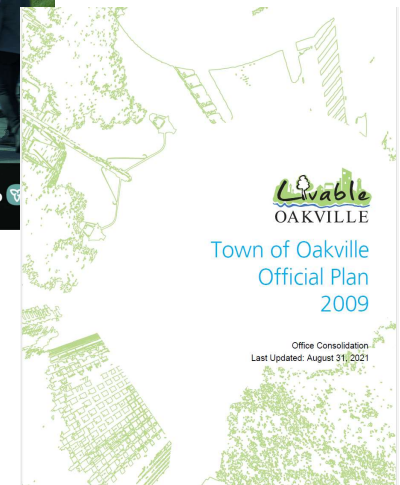
2008 Defined as Mobility Hub

2009 Midtown UGC embedded in Livable Oakville

2017 Midtown featured in OPA 15 Urban Structure

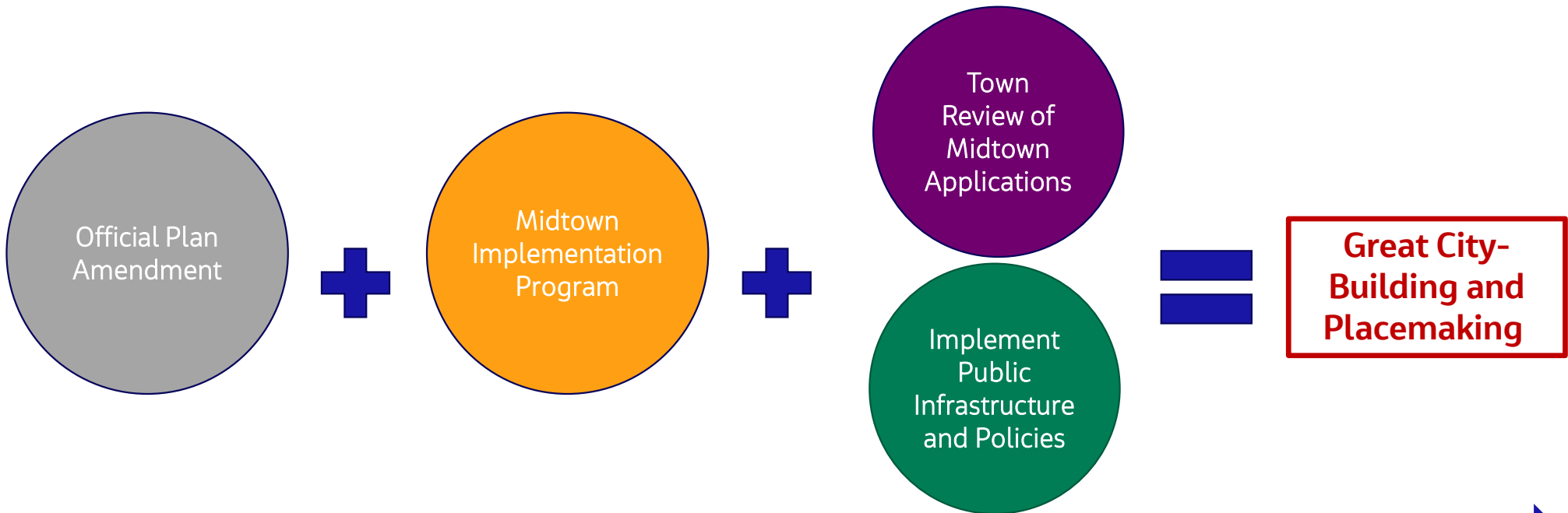
2018 Primary Growth Area Review Begins

2023 May: Draft Midtown OPA



# Realizing Midtown is about more than realizing the policy intent, it's about creating a real and dynamic place that you and your community can be proud of.

The OPA is only one part of shaping Midtown to become a livable, complete community that is unique to Oakville and reflective of the Town's vision and priorities. This process will take time.



# Today, we would like to share some of the processes involved in creating high-quality, complete communities with all the elements that can help make it a desirable and vibrant part of the Town of Oakville.

The Midtown policy framework brings opportunities for economic growth, new housing, and vibrancy for Midtown.

However, implementing the framework involves resolving complex urban development questions. The work of the Jacobs team, and Urban Strategies in particular, will help inform the finalization of the OPA and develop new implementation tools and approaches. The focus of this work will:

1. Create great-quality places that are unique to Oakville's character and urban structure;
2. Deliver parks and open spaces that support vibrant and memorable civic spaces;
3. Configure density and height to reinforce distinct placemaking;
4. Manage mobility to support movement of people, cars and cyclists while focusing on transit priorities;
5. Encourage a vibrant set of arts, culture, and civic and entertainment uses;
6. Articulate realistic expectations for employment and retail uses; and,
7. Shape urban design direction to achieve all the goals above while responding to unique contextual conditions.

**Let's explore some key city building opportunities for Midtown and some of the challenges that may lay ahead.**

# A key opportunity is the creation of a beautiful, memorable, and connected parks and open space system - a civic living room for Midtown.

**The Opportunity...** To create a diverse open space system comprised of urban squares, civic places, neighborhood parks, storm water management facilities and new streets can create the defining place making move in midtown - 'The Big Move'!

Vaughan, has moved forward with a connected open space network as part of its SCP. Claude Cormier, leading contemporary Landscape Architect, is designing part of this system which will have a lasting impact on this UGC as a regional destination.

**The Challenge...** achieving the open space network will take innovative solutions including landowner willingness and cost sharing agreements, potential density transfers, municipal acquisition and other negotiations.

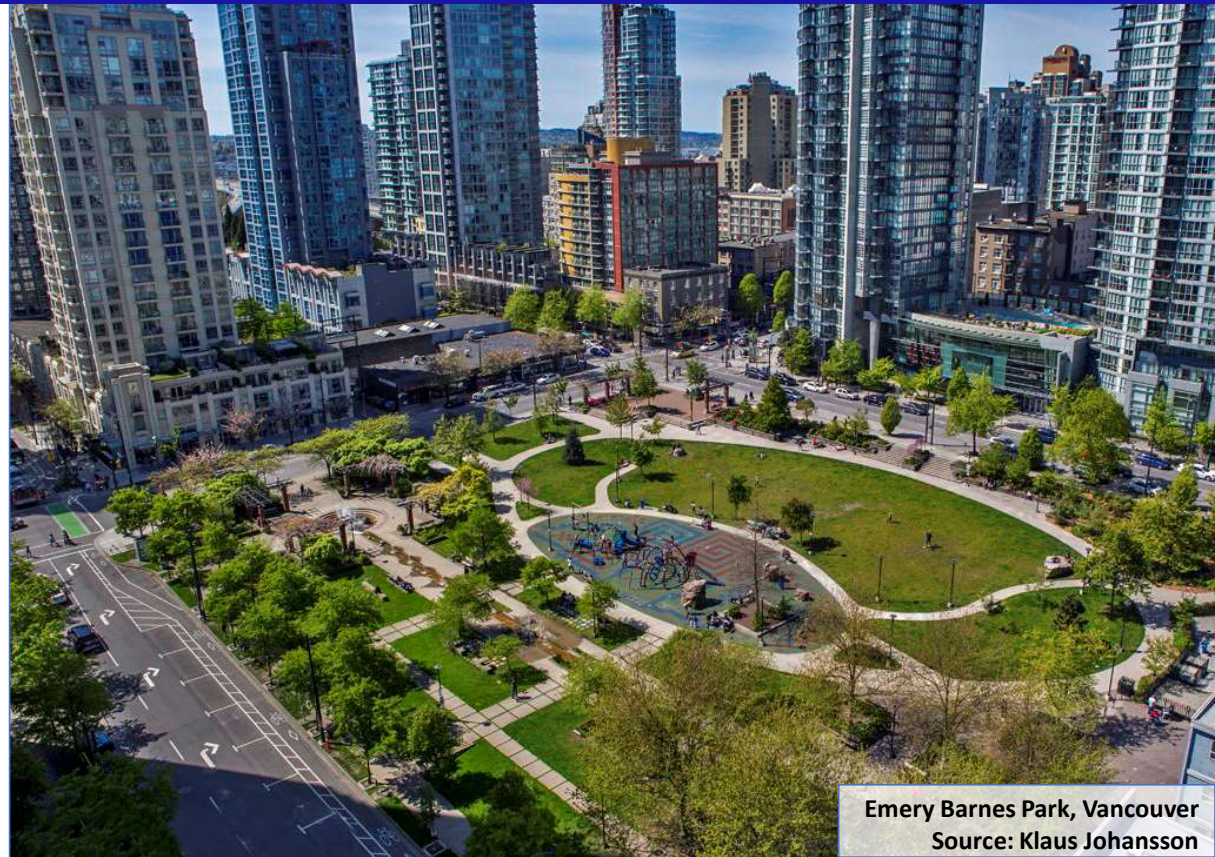


# Primary Civic Gathering Space

**The Opportunity...** The open space network can contain a signature civic space that both defines the character of Midtown and accommodates a range of social, cultural, and educational and arts focused events.

A large focused gathering space can foster a sense of community identity and offer a wide range of amenities, - playgrounds, walking trails, sports facilities, picnic areas, open plazas for pop-up events, and open-air markets, and places for festivals and community celebrations.

**The Challenge...** to find an appropriate location with landowner support to accomplish a significant shared community space may require significant negotiation and public sector investment



Emery Barnes Park, Vancouver  
Source: Klaus Johansson

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# Local Neighbourhood Parks

**The Opportunity....** the provision of interesting and localised passive and recreational parks can animate and provide a focus for neighbourhood life.

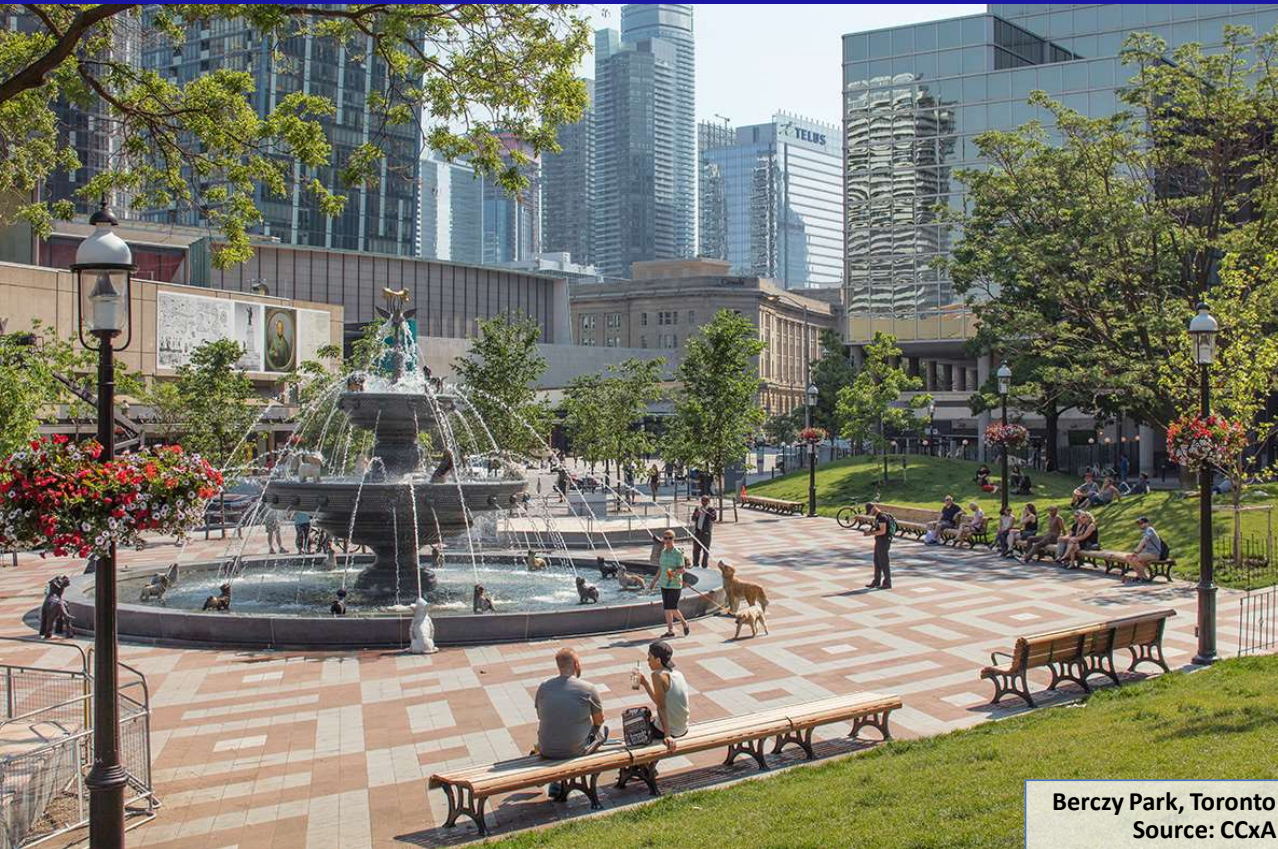
These local parks can include unique design elements, playgrounds and walking trails, open fields for sports or picnic areas, and will ultimately contribute to the unique overall character of Midtown.

**The Challenge....**provision and location will require negotiation with landowners.



Garden City Park, Richmond  
Source: space2place design inc.

# Public Private Open Spaces (POPS) & Urban Squares



Berczy Park, Toronto  
Source: CCxA

**The Opportunity....** create moments of surprise and delight in the urban fabric, that are unexpected but add significantly to the quality of life and experience. These places provide moments of reflection, connection, and animation that contribute to an interesting urban place making.

**The Challenge....**provision and location will require negotiation with landowners, support through the OPA and Designing midtown documents

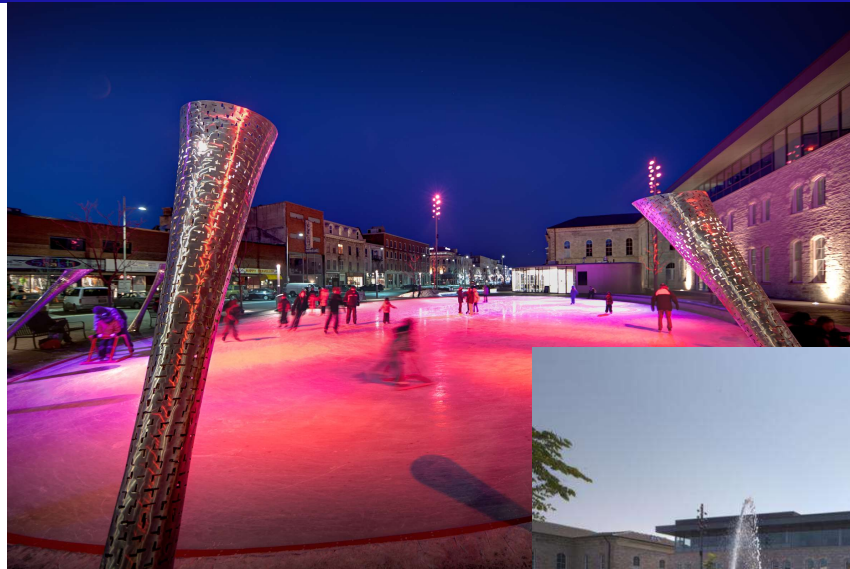
# Family Oriented Destinations

**The Opportunity...** A key ingredient of a successful and complete community is integrating family-oriented places and destinations.

Places where you see children and families make you feel safe and secure, encourage you to spend leisure time, and support retail environments.

If the environment works for children, it can work for people of all ages.

**The Challenge...** achieving unique family oriented can require public and private sector investments, landowner willingness, as well as strong policy and guideline direction.

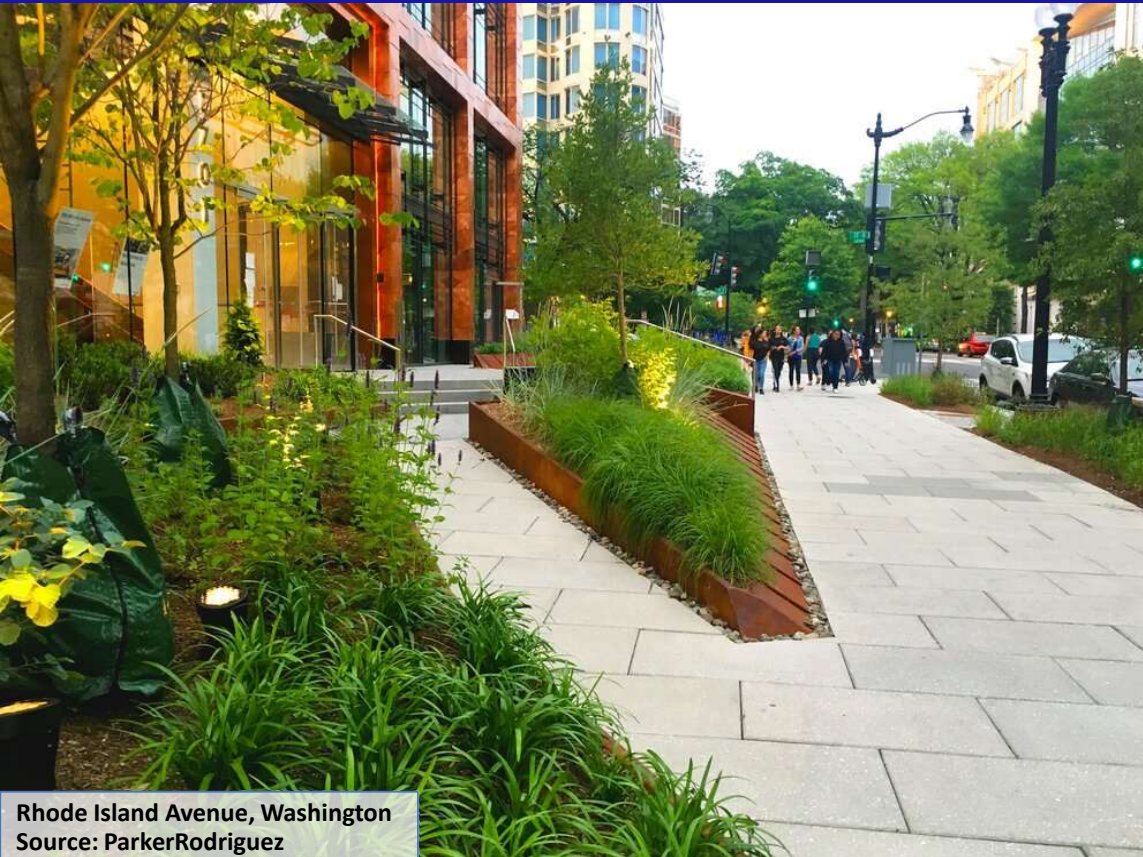


Market Square, Guelph  
Source: Janet Rosenberg & Studio



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# Streetscape Hierarchy and Character



Rhode Island Avenue, Washington  
Source: ParkerRodriguez

**The Opportunity...** Is to create a streetscape hierarchy that plays a critical role in connecting people to places and destinations throughout Midtown, while creating attractive and well-designed connective tissue that can also support adjacent uses.

**The Challenge...** Maintaining continuity and connectivity across multiple landowners, while achieving a cohesive look, character, and feel to the streetscape. Phasing can also be a challenge and there may be a need to look at interim solutions that can evolve to more permanent solutions.

# Arts, Culture, and Education are Critical Components

**The Opportunity...** A complete community includes arts, cultural, and educational institutions.

These may be present in your existing community and could be nurtured to grow significantly as key destinations.

Performance, cultural, and learning facilities can be key anchors for youth, job growth, tourism and community pride.

**The Challenge...** often these uses require public and or private sector investment to gain a foothold in high-value environments.



Ontario College of Art and Design,  
Ontario Art Gallery, and Grange  
Park, Toronto  
Source: aapc-csla.ca, Adam  
Wiendels

# Attract High-Quality Innovation and Employment Sectors

**The Opportunity....** Well-planned urban design can play a pivotal role in attracting high-quality jobs to the area. Creating vibrant mixed-use communities with attractive and well-connected transit and public spaces fosters a sense of community and provides an attractive place for both workers and employers to live, work, and play.

**The Challenge....** is to successfully entice and encourage an anchor innovation or employment sector to Midtown to help build and grow a high-value employment destination.

The quality of your entire community will have a significant impact on your ability to be successful here. Incentives can assist, but direction and design guidance in your policy and supporting documents will provide the foundation needed to act with confidence.



# Post-Secondary Institution/Campus

**The Opportunity...** Post-secondary institutions deliver well-educated and trained individuals capable of joining the work force.

This work force can support employment and job growth in Midtown to create a better live-work balance within the community.

Learning campuses can be integrated within the fabric of an urban environment and defined by key open spaces, distinctive architecture, and youth bringing significant benefit to the community over the long term.

**The Challenge...** often these uses require public and or private sector investment to gain a foothold in high-value environments.



Toronto Metropolitan University, Student Learning Centre  
Source: TMU

# High Streets & Retail



Bloor Street, Toronto  
Source: Aldershot Landscape Contractors (ALC)

**The Opportunity...** The creation of distinct and memorable mixed-use main streets that provide a focus for retail, entertainment, and casual civic life are key to successful urban environments.

High streets can exhibit unique personalities, through generous public realm design, streetscaping, lighting and high-quality furnishings.

High streets are a key determinant in how others perceive the success and sense of welcoming a community exhibits.

**The Challenge...** A cohesive design expression across multiple property owners requires diligent design and negotiation and may require public sector contribution. Additionally, retail is undergoing a significant change and transformation brought on by the prevalence of online shopping.



# Night Life & Entertainment

**The Opportunity...** High-quality urban design and public realm spaces can be conducive to creating a lively atmosphere during both the daytime and at night.

Wide sidewalks, well-lit corridors, prioritizing pedestrian movement over vehicular traffic in areas, and incorporating outdoor venues for live performances, music festivals, outdoor movie screenings, and outdoor restaurant patios can result in highly successful and cherished places in the community.

**The Challenge...** Nightlife and entertainment uses need to be concentrated and successfully managed to reduce disruption to other uses. These areas may require support from the public sector to achieve distinct public realm features and a distinct branding and marketing strategy.



Argyle Street, Halifax  
Source: Fathom Studio

# Pedestrians, Cyclists, Transit, and Mobility Support Systems

**The Opportunity...** High-quality mixed-use environments are all about pedestrians, cyclists, transit, and mobility support systems.

Creating a rich environment that supports pedestrians and diverse mobility choices can reduce vehicular use, congestion, and improve air quality climate and climate resiliency.

**The Challenge...** Integrating various modes of transportation often requires negotiation with land owners and investment from the public sector to secure and design the space for infrastructure improvements intended to support multimodal use and quality placemaking. This may also require land/easements and partnerships with various suppliers of rideshare and shuttle programs.



# Movement Corridors Are Important Places Too



CafeTO  
Source: City of Toronto



Chicago  
Source: USI



CafeTO  
Source: City of Toronto



Ottawa  
Source: Ontariobybike.ca

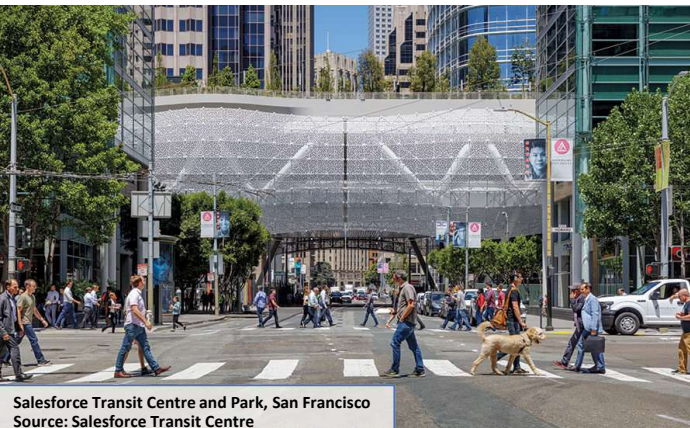
**The Opportunity...** Travel begins and ends at a destination, whether its home, work, schools, parks, shops or other places. Well-designed and attractive movement corridors can encourage pedestrian and cycling activity and can become well-loved places in and of themselves offering safe, convenient, and interesting trip experiences.

**The Challenge...** Integrating various modes of transportation requires investment from the private and public sector to create a highly desirable movement experience and quality public realm that can accommodate multimodal use and quality placemaking.

# Transit Facilities can Evolve into Urban Public Places



Existing Midtown Station, Oakville  
Source: RJ Burnside  
Source: Salesforce Transit Centre



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



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

**The Opportunity...** Transit facilities don't need to be separate facilities designed to be single function, or only for transit uses. Overtime the Metrolinx GO Station can be integrated within the public realm and urban fabric and create an important mixed use destination with access transit and to the Region.

**The Challenge...** Partnerships with multiple public and private entities are required to create integrated mixed use facilities that preform multiple functions

# Diverse Neighbourhoods and Housing Options

**The Opportunity...** Diverse neighbourhoods and housing options provide cities with the opportunity to foster inclusive communities and accommodate the diverse needs of residents throughout all lifecycles and preferences from youth to old age.

Diverse neighbourhoods also connect people to people offering improved social integration across a mix of cultures, income levels, lifestyles, ultimately enhancing the overall quality of life for all residents.

**The Challenge...** Developers often provide a narrow market band that appeals to a particular market segment at a particular income and lifecycle stage. The challenge is to mandate a variety of housing and unit types to support broader affordability goals and deliver attainable housing options. At times incentives will be needed to encourage the private sector to deliver these outcomes.



Regent Park, Toronto  
Source: [torontorealtyblog.com](http://torontorealtyblog.com)

# Range of Urban Schools and Community Facilities

Canoe Landing Community Centre  
+ Jean Lumb Public School, Toronto  
Source: ZAS Architects



**The Opportunity...** Integrating institutional facilities with such as educational spaces (elementary and secondary schools) and community facilities (libraries, recreational centres, pools, daycares) with higher density development can serve as destination hubs for living, learning and playing.

These spaces offer a high level of social interaction and maximize land use efficiency, while simultaneously creating a sense of place and connectivity enhancing the overall livability of Midtown.



Crosstown Elementary School, Vancouver  
Source: Robert Stefanowicz

**The Challenge...**land ownership agreements, easements, security and activity/program management can be challenging between various stakeholders.

# Climate Change & Resiliency



Vancouver Convention Centre West  
Source: Hubert Kang

**The Opportunity...** Integrating green roofs and blue roofs can contribute towards efforts to reduce environmental impacts by promoting sustainable building practices such as energy and water efficiency, district energy and minimizing waste and carbon emissions.

Additionally, green and blue buildings can be aesthetically pleasing while providing healthier and more comfortable indoor and outdoor environments, improving community and individual well-being .

**The Challenge...**shifting the development industry standards requires public sector incentives and/or regulatory change.

## Questions and Answers

- Are there elements of this presentation on building complete communities that excite you?
- Are there elements of this presentation that give you cause for concern?
- Are there elements involved in creating a vibrant and thriving Midtown that you think are missing?
- Are there any opportunities for Midtown that you feel have not been reflected?



## Next Steps and Future Meetings

- Series of council sessions to work through findings and analysis
- COW Meeting #2: People and Job Projections for Midtown Oakville
- COW Meeting #3-#5 topics will depend on feedback received and progress of technical analysis, but can include:
  - Public Realm Design
  - Mobility and Transportation Capacity
  - Sustainability Approaches
  - Tools and Mechanisms to Deliver Midtown Oakville
- COW Meeting #6: Conclusions and Recommended OPA

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