REPORT
HERITAGE OAKVILLE ADVISORY COMMITTEE
MEETING DATE: OCTOBER 25, 2011

FROM: Planning Services
DATE: October 3, 2011
SUBJECT: Downtown Oakville Heritage Conservation District Presentation
LOCATION: Downtown Oakville
WARD: 3

RECOMMENDATION:

That the Downtown Oakville Heritage Conservation District Presentation report, dated October 3, 2011, be received as information.

KEY FACTS:

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

- The consulting team selected for the Downtown Oakville Heritage Conservation District Study and Plan is MHBC Planning with Megan Hobson Research and George Robb Architect.
- The consulting team would like to establish a good working relationship with Heritage Oakville to receive feedback and input throughout the district process.
- This report presents an overview of the consulting team’s presentation for this special Heritage Oakville meeting.

BACKGROUND:

The Downtown Oakville Heritage Conservation District Study and Plan is an implementation initiative of the Downtown Oakville Strategic Action Plan. The purpose of the project is to produce a plan that recognizes the heritage character of the area, to develop tools to identify and maintain heritage resources of the downtown and to help manage change and guide development over time.
Consultant selection for the Downtown Oakville Heritage Conservation District Study, Plan and Guidelines Project was completed in early September 2011. The successful firm is MHBC Planning with George Robb Architect and Megan Hobson Research.

Community engagement is a significant component of the project and is anticipated to begin in early November 2011.

**COMMENT/OPTIONS:**

The purpose of this special meeting of Heritage Oakville is to introduce the consulting team to Heritage Oakville and to begin discussion and sharing of information that is necessary to move forward with the Downtown Oakville Heritage Conservation District Study.

The consulting team will lead the presentation to discuss their work plan and planned community engagement strategy.

Staff has prepared this report with an outline of the presentation by MHBC (attached as Appendix A) to Heritage Oakville for their information and for discussion purposes. Staff’s recommendation is for the information presented to be received.

**CONSIDERATIONS:**

(A) **PUBLIC**
A public meeting will be held in early November to begin the public consultation process for the Downtown Oakville Heritage Conservation District Study and Plan.

(B) **FINANCIAL**
This project has already been accounted for in the Town’s operating budget.

(C) **IMPACT ON OTHER DEPARTMENTS & USERS**
None

(D) **CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS**
This report addresses the corporate strategic goal to:
- enhance our cultural environment
- be the most livable town in Canada
(E) COMMUNITY SUSTAINABILITY
This report generally complies with the sustainability objectives of the Livable Oakville Plan in regards to preservation of cultural heritage resources.

APPENDICES:
Appendix A – Presentation Overview

Prepared by:
Susan Schappert
Heritage Planner

Recommended by:
R. Scott Hannah, MCIP, RPP
Senior Manager of Current Planning and Heritage

Submitted by:
Dana Anderson, MCIP, RPP
Director of Planning Services
To: Heritage Oakville
cc: Susan Schappert
From: Wendy Shearer / David Cuming / Nick Bogaert
Date: September 29th, 2011
File: Downtown Oakville Heritage Conservation District, MHBC File “1174 A”
Subject: OVERVIEW OF OCTOBER 25TH PRESENTATION TO HERITAGE OAKVILLE

In advance of the upcoming October 25th, 2011 meeting with Heritage Oakville, we have prepared an overview of our planned presentation for your information and review. The following are the main topics that we wish to cover:

- **Introduction**: Introduce project team of MHBC / George Robb Architect / Megan Hobson Research, and highlight past experience and projects that we have been involved in. A portion of our proposal document describing the three firms involved is attached to this memo.

- **Project Background**: Provide brief overview of study area.

- **HCD Requirements**: Review Ontario Heritage Act requirements related to HCDs, and highlight changes in process since last Oakville HCDs.

- **Proposal Summary**: Summarize key points from proposed work plan. Excerpts from our proposal outlining the work plan are attached to this memo for your information.

- **Planned Community Engagement**: Review public consultation program proposed for project.

- **Project Schedule**: Review schedule and upcoming milestones for project. Our project timeline from the proposal is attached for reference).

- **Obtain Comments from Heritage Oakville**: We would be looking for input / comments from the Committee regarding any feedback they have had from the community about the initiative to date, and any issues or challenges they foresee.

We look forward to meeting with the Committee to discuss this exciting project for the Town of Oakville.
REQUEST FOR PROPOSALS

TOWN OF OAKVILLE

DOWN TOWN OAKVILLE HERITAGE CONSERVATION DISTRICT STUDY, PLAN AND GUIDELINES PROJECT

(PROPOSAL NO. PROP-16-2011)

STAGE #1 - PROPOSAL

PROJECT TEAM
MHBC
GEORGE ROBB ARCHITECT
MEGAN HOBSON RESEARCH

JULY 13th, 2011
The proposed work plan for the project is as follows:

**Background and Issues Identification Report**

1. **Project Initiation and Preparation of Report**
   - Attend project initiation meeting with Town Staff / Steering Committee and conduct preliminary site visit.
   - Confirm scope of project and key deliverables;
   - Kick-off meeting with Heritage Oakville Advisory Committee and community groups to introduce project and gain preliminary reactions / feedback.
   - Assess input received, and prepare Background and Issues Identification Report for consideration by Council.

**Phase 1 – Heritage Conservation District Study**

1. **Phase 1 Initiation**
   - Attend meeting with Town Staff / Steering Committee to discuss Phase 1 work and public consultation program.
   - Prepare project newsletter / update and circulate to area property owners, community groups, and Heritage Oakville Advisory Committee.

2. **Background Research and Inventory**
   - Complete historical and documentary research, field studies to examine the character and appearance of the area (buildings, structures and other property features) within the proposed Heritage Conservation District Study Area, as well in adjacent properties, to determine heritage attributes;
   - Identify and inventory all built features, structures and cultural heritage landscapes within the study area;
   - Evaluate the integrity of the building stock;
   - Identify the visual environment (positive and negative aspects) including distinctive spaces, significant streetscapes, views and topographical features.
   - Prepare documentation of heritage resources within study area, including 1-2 page information sheet, complete with photographs of property (ideally a mix of historical and contemporary), construction information, architectural style, original owner, historic use, and statement of significance.

3. **Policy Review and Land Use Research**
   - Detailed review of the existing policies, tools and by-laws in the Town of Oakville applicable to the study area;
   - Determine existing and proposed land use patterns in study area;
- Identify approved or pending plans, policies, or public works initiatives that would affect the study area;

- Consider and recommend objectives of designation and content of the Heritage Conservation District Plan and Guidelines;

- Provide definition and recommendation of the Heritage Conservation District boundary and recommendation of potential changes to the Official Plan and municipal by-laws (including Zoning By-law) if appropriate;

- Research and recommend appropriate financial incentives/support programs to facilitate implementation of Heritage Conservation District Plan and Design Guidelines.

- Identify how the proposed district could be promoted within a broader heritage tourism program.

4. Consultation and Formulation of Heritage Conservation District Study Document

- **Conduct Public Meeting #1** to introduce consulting team, Heritage Conservation District Designation process, and identify any critical issues and offer feedback;

- Hold **follow-up meetings with community groups / business associations**. Three (3) meetings have been built in to the work plan for this purpose.

- Assess input received at public meeting and in subsequent meetings;

- Prepare and present the Draft Heritage Conservation District Study document with relevant information and illustrations to **Town Staff / Steering Committee**;

- **Conduct Public Meeting #2** to present Heritage Conservation District Study findings and recommendations;

- Prepare **Committee / Council presentation** of Final Draft Heritage Conservation District Study and recommendations for consideration of approval by Council.

**Phase 2 – Heritage Conservation District Plan and Guidelines**

1. Preparation of Heritage Conservation District Plan and Guidelines

- Should Council decide to proceed with the Phase Two of the Heritage Conservation District Designation Process (Plan and Design Guidelines), initiate preparation of the Heritage Conservation District Plan and Design Guidelines pursuant to Part V of the Ontario Heritage Act;

- Attend meetings with **Town Staff / Steering Committee** and **Heritage Oakville Advisory Committee** to introduce Phase 2 of project;

- Prepare project newsletter / update and circulate to area property owners, community groups, and Heritage Oakville Advisory Committee.

- Develop design, conservation and implementation guidelines consistent with the heritage character of the area;

- Make recommendations as to any changes that will be required to the Town’s Official Plan and to any municipal by-laws, including any Zoning By-laws;
- Research and recommend appropriate financial incentives / support programs to facilitate implementation of Heritage Conservation District Plan and Design Guidelines;

- Prepare the Draft Heritage Conservation District Plan and Design Guidelines document with relevant information and illustrations and present these to the Town Staff / Steering Committee and the Heritage Oakville Advisory Committee;

- Prepare statement of significance for the Heritage Conservation District, and finalize the recommended boundary;

- Conduct Public Meeting #3 to present the draft Heritage Conservation District Plan and Design Guidelines;

- Hold follow-up meetings with community groups / business associations. Three (3) meetings have been built in to the work plan for this purpose.

- Prepare Committee / Council presentation of Final Draft Heritage Conservation District Plan and Design Guidelines for consideration of approval by Council at Statutory Public Meeting.

The proposed work plan includes monthly status updates with accompanying detailed invoices to be prepared for Town Staff / Steering Committee. These updates will include key deliverables achieved and next steps. Any discrepancies with the proposed work plan will be clearly identified.

**Community Engagement Program**

MHBC proposes to undertake a comprehensive community participation and communication strategy as part of the Heritage Conservation District Study process. MHBC is aware of the importance of public engagement and ongoing dialogue in order to ensure that community fully understands all aspects of district designation, and ultimately supports a Heritage District. MHBC has successfully undertaken many community consultation initiatives related to a variety of land use planning, urban design, and heritage planning processes. Our project team is skilled in facilitation, presentation and communication, and can draw on our extensive experience to assist with this project. MHBC has previously received an OPPI award for public consultation based on our experience working on the Preston Town Centre Streetscape Project.

The community engagement program outlined in this Work Plan has been designed to meet the requirements of the Town of Oakville’s Request for Proposals, but also to help ensure that landowners within the study area, the heritage committee, the public, and other stakeholders be engaged at the beginning and throughout the process. The main components of the community participation and communications strategy and the timing of components are illustrated in our work plan. We anticipate that the details of the community participation and communication strategy will be further developed with city staff and/or the Steering Committee.

MHBC proposes to hold public open houses, distribute newsletters about the project, and meet with Municipal Staff and interested parties. MHBC would be supportive of providing input and materials to be posted onto the Town of Oakville’s website related to this project, and could explore and provide input into other initiatives as well (e.g. design charrettes).
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<tr>
<th>TASK 1</th>
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<td>Attend project initiation meeting with Town Staff / Steering Committee.</td>
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<td>Identify and distribute kick-off meeting to area property owners, community groups, and Heritage Oakville Advisory Committee.</td>
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<th>TASK 2</th>
<th>Background Research and Inventory</th>
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<td>Conduct historical and documentary research, field studies to examine the character and appearance of the Town of Oakville, and key property features within the proposed Heritage Conservation District Study Area, as well as adjacent properties, to determine heritage attributes.</td>
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<td>Undertake a draft heritage designation (structure, culture, heritage landscapes) within the study area.</td>
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<td>Evaluate the existing official by-laws.</td>
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<td>Make recommendations as to any changes that will be required to the Town’s Official Plan and to any municipal by-laws, including any Zoning By-laws.</td>
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<th>TASK 3</th>
<th>Policy Review and Land Use Research</th>
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<td>Review primary research and make recommendations for consideration of potential changes to the Official Plan and municipal by-laws (including Zoning By-law) as appropriate.</td>
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<td>Develop design, conservation and implementation guidelines consistent with the heritage character of the area.</td>
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<th>TASK 4</th>
<th>Present Draft HCD and recommendations to Council</th>
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<td>Prepare the Draft Heritage Conservation District Plan and Design Guidelines document with relevant information and illustrations and present these to the Town Staff / Steering Committee and the Heritage Oakville Advisory Committee.</td>
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<td>Attend meetings with Town Staff / Steering Committee and Heritage Oakville Advisory Committee to work through the 6th Phase 2 draft proposed.</td>
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**PROJECT SCHEDULE**

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<td>Attend project initiation meeting with Town Staff / Steering Committee.</td>
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<td>Oct. 2011</td>
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**Town of Oakville - Downtown HCD: Background and Issues Identification**

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<td>Draft minutes of the Town Staff / Steering Committee and Heritage Oakville Advisory Committee to work through Phase 2 draft proposed.</td>
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**Town of Oakville - Downtown HCD: District Study**

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**Town of Oakville - Downtown HCD: Plan and Guidelines**

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