

REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Steve Burke, MCIP, RPP, Manager of Special Projects and Research

DATE: April 23, 2019

REPORT NO.: PLS-2019-0032

RE: Destination Downtown Draft Secondary Plan – Public Meeting Report

RECOMMENDATION:

THAT Report No. PLS-2019-0032, dated April 23, 2019, regarding a Statutory Public Meeting on the Draft Destination Downtown Secondary Plan (March 2019), and Draft Downtown Urban Design Guidelines, attached as Schedules One and Two to this report, be received;

AND FURTHER THAT all agency and public comments be referred to staff to be addressed in a final recommendation report to Council on the disposition of this matter;

AND FURTHER THAT a copy of Report No. PLS-2019-0032 be forwarded to the Region of Halton.

BACKGROUND:

The purpose of this report is to provide a status update on the Destination Downtown Planning Study, and information with respect to the public open house and statutory public meeting on the Draft Downtown Georgetown Secondary Plan and Draft Downtown Georgetown Urban Design Guidelines.

The Destination Downtown Planning Study was initiated in September 2017, and has been undertaken in six phases as outlined in Figure 1. Phase 2 of the Study involved the development of a Vision and Guiding Principles, with input from the public. The final Vision and Guiding Principles are shown in Figure 2.

The last status update to Council through Report PLS-2018-0043 occurred in June 2018, in which the results of the May 2018 Public Workshop were outlined, and the Preliminary Preferred Alternative was presented for the consideration of Council. The endorsement in principle by Council of the Preliminary Preferred Alternative as the basis for the project consultant (The Planning Partnership) to complete the technical background studies and initiate preparation of the draft Secondary Plan, concluded Phase 4 of the project.

Figure 1: Destination Downtown Planning Study Process



Since June 2018, The Planning Partnership and the sub-consultants have continued work on a number of technical background studies, made minor revisions to the Preferred Planning Alternative and prepared a Draft Secondary Plan and Urban Design Guidelines.

The technical background studies are as follows:

- Heritage Conservation Strategy;
- Mobility/Parking Study;
- Functional Servicing Report;
- Scoped Natural Heritage Assessment;
- Sustainability;
- Fiscal/Market Impact.

Drafts of all of these studies have been completed in order to inform the preparation of the Draft Secondary Plan and Urban Design Guidelines, and are under review by Town staff and other agency stakeholders. It is intended that the studies will be finalized and published in advance or at the time of the final recommendation report to Council on this Study.

The final Preferred Planning Alternative, now referred to as the Demonstration Plan (and forming an Appendix to the Draft Secondary Plan) is shown in Figure 3. Some key elements of the Preferred Planning Alternative include: a Downtown Square Park, with parking accommodated underground; a walkway/open space linkage from Remembrance Park to Mill Street; an enhanced Civic Node at the Library/ Cultural Centre; a Linear Park linking the Civic Node to Park Avenue and the Silver Creek valley, and a Landmark/Gateway development at Main and Guelph Streets.

Figure 2: Destination Downtown Vision and Guiding Principles

Vision

Downtown Georgetown is a **vibrant destination** that serves the residents of Georgetown and Halton Hills and **draws visitors** from all corners of the Greater Golden Horseshoe Area.

Development will build on the **rich natural and cultural heritage** that makes Downtown Georgetown **unique** and so cherished by all who live there and visit.

Through **sustainable development** and **enhanced public realm** initiatives, Downtown Georgetown will continue to grow and offer an increasingly diverse range of places to **live, work, shop, be entertained**, and enjoy **community life** in a setting that artfully integrates old and new development into a picturesque landscape.

Guiding Principles

-  1 Ensure new development celebrates and protects the existing **built heritage character** of the downtown.
-  2 Establish a variety of beautiful **public gathering spaces** to support cultural events, festivals and community life throughout the year.
-  3 Create **vibrant, safe and comfortable pedestrian-oriented streets** that enhance mobility for pedestrians, cyclists and drivers and support existing and future transit.
-  4 Promote a **mix of uses** in a variety of **building forms**, including a range of housing types and opportunities for retail, commercial and community uses.
-  5 Protect and enhance **natural features** while broadening opportunities for public access, enjoyment, education and stewardship.
-  6 Demonstrate **high-quality design** in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods.
-  7 Incorporate **sustainable development and construction** practices to maximize resource conservation.

Figure 3: Preferred Planning Alternative (i.e. Demonstration Plan)



The Draft Secondary Plan and Urban Design Guidelines have been reviewed by the project Technical Advisory Committee and Steering Committee (comprised of members of Council and representatives of the Downtown Georgetown BIA, Heritage Halton Hills, Halton Hills Chamber of Commerce, Active Transportation Committee, the cultural sector, and residents and business owners of the Downtown Area).

The Destination Downtown Planning Study is now in Phase 6. The next step is the May 6, 2019 drop-in open house and statutory public meeting. All public input received will be considered, together with all public agency input, and revisions made to the Draft Secondary Plan and Urban Design Guidelines, as appropriate. It is anticipated that Phase 6 will conclude with a final recommendation report to Planning, Public Works and Transportation Committee and Council in June/July 2019.

COMMENTS:

Draft Secondary Plan:

The Draft Secondary Plan is organized as follows:

1. Introduction

This section provides the geographic context for the Plan and identifies the maps (schedules) and appendices that are included.

2. Vision and Principles

This section contains the Vision and Guiding Principles developed through the Study process to guide development of the Secondary Plan.

3. Objectives for a Successful Downtown

This section contains overall themes aligned with the Vision and Guiding Principles and detailed objectives flowing from those themes. The themes are:

- A Complete Community
- A High-Quality Downtown
- A Healthy Downtown
- A Viable Downtown

4. Growth Management

This section sets out the 2041 time horizon of the Plan, and indicates the 2041 planned targets, expected to result in:

- an increase of 150 jobs and 7,500 square metres of non-residential (i.e. commercial or institutional) floor space; and,
- an increase of 1,200 dwelling units and 2,650 residents.

5. Land Use Designations

This section of the Plan sets out the proposed land use designations shown on the Land Use Plan Schedule (i.e. map), based on:

- Identifying the existing structure of the Downtown and determining where new development should be focused;
- protecting and enhancing the character of the historic Main Street;
- promoting the Downtown as a focal area for investment in commercial, institutional, cultural, entertainment and residential uses;
- ensuring that new development is compatible with existing character;
- promoting new programs and financial mechanisms to ensure a high standard of urban design, while reducing development costs
- ensuring that public sector improvements are undertaken within a comprehensive design and implementation program; and,
- encouraging the Town to partner with the public and private sector to promote innovative housing and development techniques to produce housing affordable to Halton Hills residents.

This section also explains that the Demonstration Plan (i.e. Preferred Planning Alternative) provides an example of how the Downtown may develop comprehensively, with respect to built form, height distribution, and potential locations for park spaces and open space linkages.

The proposed land use designations are: Historic Main Street Area; Downtown Regeneration Area; Downtown Neighbourhood Area; Greenlands Area; and, Major Parks and Open Space Area. The latter two designations are identical to, and defer to the policies of, designations in the parent Halton Hills Official Plan.

The proposed **Historic Main Street Area** designation centres on Main Street between Park Avenue and Guelph Street, and is intended to continue to function as the focal point for commerce and hospitality in Georgetown, within a context of historic preservation, while encouraging adaptive re-use of existing buildings, redevelopment, and intensification, where appropriate. Table 1 identifies the diverse range of, in particular, non-residential uses to be permitted in this designation.

The proposed **Downtown Regeneration Area** designation is situated on the east side of Main Street extending to Guelph Street and the Silver Creek valley, bordering the GO Station Area/Mill Street Corridor Secondary Plan/Intensification Area. This area is intended to be the focus of significant development in the form of higher density residential uses and greater building height, together with complementary commercial and/or institutional uses.

Table 1: Proposed Land Use Designations and Permitted Uses

Land Use Designation	Permitted Residential Land Uses	Permitted Non-Residential Land Uses
Historic Main Street Area	<ul style="list-style-type: none"> • Residential apartments and townhouse dwellings; • Communal/ special needs housing. 	<ul style="list-style-type: none"> • Bed and breakfast establishments; • Home occupations and live-work uses; • Day care facilities; • Retail and service commercial uses; • Restaurants and Hotels; • Places of worship and other institutional uses; • Cultural, administrative, recreational and entertainment uses; • Private and commercial schools; • Libraries, museums and art galleries; • Commercial and professional offices; • Parking facilities at-grade or in-structure; • Parks and urban squares; • Public use/public and private utilities.
Downtown Regeneration Area	<ul style="list-style-type: none"> • Existing single-detached and semi-detached dwellings, included secondary dwelling units; • Converted dwellings; • Residential apartments; • Communal/ special needs housing. 	<ul style="list-style-type: none"> • Home occupations & live-work uses; • Bed and breakfast establishments; • Hotels and conference centres; • Commercial and professional offices; • Institutional uses; • Cultural, administrative, recreational and entertainment uses; • Parking facilities at-grade or in-structure; • Parks, community gardens and urban squares; • Public uses and public and private utilities.
Downtown Neighbourhood Area	<ul style="list-style-type: none"> • Residential uses including single-detached, semi-detached and townhouse dwellings, including secondary dwelling units; • Communal/special needs housing. 	<ul style="list-style-type: none"> • Day care facilities; • Home occupations; • Converted dwellings; • Live-work uses; • Bed and breakfast establishments; • Service commercial uses; • Professional office uses; • Parking facilities at-grade or in-structure; • Parks and urban squares; • Public uses and public and private utilities.

The proposed **Downtown Neighbourhood Area** designation is situated on the west side of Main Street , adjacent to the Park District neighbourhood. This area is intended to function as a transitional area between the Downtown Area and the adjacent mature residential neighbourhoods, and be protected from incompatible forms of development.

The Draft Secondary Plan introduces a Built Form Schedule (i.e. map), which is not found in other Halton Hills Secondary Plans, but is appropriate for an existing development (i.e. intensification) context, in which the built form and urban design of new development is as important, if not more important, than the uses permitted.

The proposed Built Form categories are: Low-Rise Buildings; Mid-Rise I Buildings; and Mid-Rise II Buildings. The **Low-Rise Buildings** are primarily, but not exclusively permitted in the Downtown Neighbourhood Area designation. The **Mid-Rise I Buildings** are primarily, but not exclusively permitted in the Historic Main Street Area designation. The **Mid-Rise II Buildings** are primarily, but not exclusively, permitted in the Downtown Regeneration Area.

Table 2 identifies the minimum and maximum building heights permitted in each category, and what maximum height is permitted ‘as of right’ versus only through bonusing under Section 37 of the Planning Act, in order to obtain public benefits. The Draft Secondary Plan also contains policies to ensure new development respects the character of existing development, and the site is designed to address parking and landscaping, and consistency with the Draft Urban Design Guidelines.

Table 2: Proposed Built Form categories and Permitted Building Heights

Built Form	Permitted Building Height
Low-Rise Buildings	<ul style="list-style-type: none">• Maximum of 3 storeys
Mid-Rise I Buildings	<ul style="list-style-type: none">• Minimum of 3 storeys and maximum of 6 storeys;• 4 storeys ‘as of right’ and up to 6 storeys through bonusing (Section 37 of the Planning Act)
Mid-Rise II Buildings	<ul style="list-style-type: none">• Minimum of 6 storeys and maximum of 12 storeys;• 6 storeys ‘as of right’ and up to 12 storeys through bonusing (Section 37 of the Planning Act)

6. Urban Design Policies

This section of the Plan contains detailed urban design policies intended to create an attractive Downtown, in keeping with the ‘place making’ direction set out by Council for the Study, and complementary to the associated Draft Urban Design Guidelines, which development must be consistent with. This includes: high quality architecture; a well-defined public realm and open space network of trails, park spaces and sidewalks; and a pedestrian-oriented, transit-supportive and cyclist-oriented development pattern. Proposed policies are included for:

- Heritage design;
- Building design, including architectural quality, landmark buildings, gateways, compatible development, and development transition;
- Design of the Public Realm, including streetscapes, and park spaces; and,
- Sustainable Design for buildings; park spaces and streetscapes, storm water management, and other opportunities.

The Plan proposes a new parks typology appropriate for an urban intensification context of: Urban Squares; Pocket Parks; Sliver Parks; and Enhanced Connecting Links.

7. Mobility Policies

This section of the Plan contains policies pertaining to:

- The Street Network;
- Public Transit;
- Active Transportation;
- Multi-Use Trails;
- Transportation Demand Management; and,
- Parking.

The policies are complemented with an Active Transportation Plan schedule (i.e. map).

8. Implementation Policies

This section of the Plan contains policies linking the Draft Secondary Plan to complementary plans or initiatives, such as: the Community Improvement Plan (CIP); Downtown Business Improvement Area (BIA); and an opportunity to consider a Heritage Conservation District under Part IV of the Ontario Heritage Act for a portion of the Downtown with the greatest concentration of heritage buildings.

Also included are policies addressing:

- Site Plan Control,

- Height Bonus in exchange for park or streetscape improvements, public art, community service facilities, library improvements, affordable housing, heritage building conservation, or achievements in sustainability; and,
- Parkland Dedication in an urban intensification context, including application of the proposed new parks typology.

Draft Urban Design Guidelines:

This document works together with the Draft Secondary Plan, although not a statutory document, and is organized as follows:

- Design Objectives;
- Design Guidelines for the Public Realm, including:
 - Streetscapes, with specific direction for Main Street (divided into sections), Guelph Street; Mill Street; Church Street; and Local Streets
 - Park Spaces, with specific direction for Urban Squares, Pocket Parks; Sliver Parks; and Connecting Links;
- Design Guidelines for the Private Realm, including:
 - Buildings; addressing architectural variety/quality, compatible development and transition (i.e. use of angular planes), Gateways and Landmark sites, Low-Rise, Mid-Rise I and Mid-Rise II Buildings, and Buildings in the Historic Main Street, Downtown Regeneration and Downtown Neighbourhood Areas ;
 - Heritage Design, including the identification of the **Historic** Heart of the Downtown and a broader **Heritage Character Area**, with general heritage guidelines, and specific guidelines for each these individual areas;
- Other Key Design Elements for:
 - Parking, Loading and Service Facilities;
 - Lighting; and,
 - Signage.

RELATIONSHIP TO STRATEGIC PLAN:

The Destination Downtown Planning Study relates to a number of the nine Strategic Directions of the Town Strategic Plan. The Study relates extensively to the following Strategic Directions:

- Foster A Healthy Community
- Foster a Prosperous Economy
- Preserve, Protect and Promote Our Distinctive History

- Achieve Sustainable Growth
- Provide Sustainable Infrastructure & Services
- Provide Responsive, Effective Municipal Government

In particular, the Study has reinforced the importance of the following Strategic Objectives:

- C.6** To maintain and enhance our historic downtowns and vibrant commercial areas to provide for shopping, services, cultural amenities and entertainment.
- D.2** To encourage the preservation and enhancement of the historical character of the Town's distinctive neighbourhoods, districts, hamlets and rural settlement areas.
- G.9** To ensure that new population growth takes place by way of identifiable, sustainable, healthy and complete communities and neighbourhoods that reflect excellence in urban design.
- G.10** To promote intensification and affordable housing in appropriate locations within the Town.

Halton Hills Council has also approved the 'Top Eight' 2014-2018 Strategic Action Plan priorities for the 2014-2018 Council term. The 'Top Eight' includes Strategic Action 3 – Planning for Growth, and the following sub-actions:

3. Planning for Growth

- B.** Promote the protection and adaptive re-use of built heritage resources as part of the planning of intensification and new development areas.
- C.** Preserve the established character of stable neighbourhoods by focusing development in identified intensification areas, and utilizing 'best practices' in urban design for infill development.

FINANCIAL IMPACT:

Council has previously approved 2017 Capital Project No. 7100-22-1901 – Georgetown Downtown Secondary Plan with a budget of \$200,000.

CONSULTATION:

Technical Advisory and Steering Committee meetings were held to present and discuss the Draft Secondary Plan and Draft Urban Design Guidelines. Input provided was considered in preparation of a final Draft Secondary Plan and Urban Design Guidelines to be released for public comment. Consultation with the Region of Halton and Credit Valley Conservation is ongoing, as well as with Heritage Halton Hills and the Downtown Georgetown BIA.

PUBLIC ENGAGEMENT:

There have been three public workshops held on the Destination Downtown project to date. The first was a Visioning Workshop held on February 20, 2018. This was followed by an interactive Design Summit on April 4, 2018, and a Public Workshop on a Preliminary Preferred Alternative on May 24, 2018.

The Town's on-line public engagement platform 'Let's Talk Halton Hills' was also used to engage the public and receive input throughout the process.

Information on these workshops and the on-line engagement was provided in Reports PLS-2018-0027 and PLS-2018-0043.

SUSTAINABILITY IMPLICATIONS:

Sustainability is an important aspect of the Destination Downtown Study. A background paper has been prepared, and policies addressing sustainability have been integrated into the Draft Secondary Plan.

The sustainability implications of the Downtown Georgetown Secondary Plan will be addressed in the final recommendation report to Council.

COMMUNICATIONS:

Notification of the May 6, 2019 drop-in open house and statutory public meeting was direct mailed to all properties within the Downtown Area or within 120 metres of the Downtown Area, as well as others on the project notification list. Notice was also provided in the local newspaper.

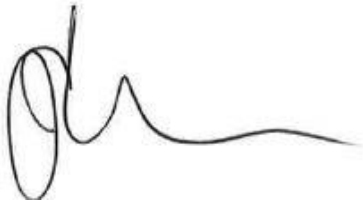
The Draft Secondary Plan and Urban Design Guidelines have been available for review on the Town website and at the Planning counter at Town Hall since April 16, 2019.

CONCLUSION:

The purpose of this report is to provide a status update on the Destination Downtown Planning Study, and information with respect to the public open house and statutory public meeting on the Draft Downtown Georgetown Secondary Plan and Draft Downtown Georgetown Urban Design Guidelines.

It is recommended that the report and the Draft Destination Downtown Secondary Plan (March 2019), and Draft Downtown Urban Design Guidelines, attached as Schedules One and Two, be received, and that all agency and public comments be referred to staff to be addressed in a final recommendation report to Council on the disposition of this matter, and that a copy of Report No. PLS-2019-0032 be forwarded to the Region of Halton

Reviewed and Approved by,

A handwritten signature in black ink, appearing to read 'John Linhardt', with a stylized, flowing script.

John Linhardt, Commissioner of Planning and Sustainability

A handwritten signature in black ink, appearing to read 'Brent Marshall', with a stylized, flowing script.

Brent Marshall, Chief Administrative Officer