



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Laura Loney, Senior Heritage Planner

DATE: October 23, 2020

REPORT NO.: PD-2020-0054

RE: Heritage Signage Guidelines and Heritage Conservation Awards Program

RECOMMENDATION:

THAT Report PD-2020-0054 dated October 23, 2020 regarding "Heritage Signage Guidelines and Heritage Conservation Awards Program" be received;

AND FURTHER THAT Council endorse the Heritage Signage Guidelines as contained within Appendix A of Report PD-2020-0054;

AND FURTHER THAT Council endorse the Heritage Conservation Awards Program as contained within Appendix B of Report PD-2020-0054.

BACKGROUND:

As part of an ongoing review of the existing heritage policy framework within the Town of Halton Hills, staff have developed Heritage Signage Guidelines to assist listed and designated properties owners in choosing signage that is compatible with their heritage properties.

Staff have also undertaken a review of the existing heritage incentive programs for the Town of Halton Hills, including recent updates to the Heritage Property Tax Refund Program By-law (December 2019) as well as the recently adopted Heritage Property Grant Program By-law (July 2020). Staff have developed a Heritage Conservation Awards Program to recognize heritage conservation efforts within the community and to further signify to the public the importance of the Town's cultural heritage resources.

The purpose of this report is to briefly summarize both the recommended Heritage Signage Guidelines and Heritage Conservation Awards Program and to seek Council's endorsement of both initiatives.

COMMENTS:

Heritage Signage Guidelines

As part of the ongoing review of the Town's heritage policy framework, staff have identified a policy gap in providing direction for signage on heritage properties. In order to address this gap, staff have undertaken a review of existing municipal heritage signage guidelines within Ontario to determine best practices within the Province. Building upon the findings of this review, the Heritage Signage Guidelines (Appendix A) prioritize the protection of the character and architectural attributes of heritage properties through detailed guidance while encouraging new use and sensitive alterations to the Town's cultural heritage resources as they evolve over time.

It is important to note that properties that are listed on the Town's Heritage Register do not require heritage approval under the *Ontario Heritage Act (OHA)* for alterations, including signage. The Heritage Signage Guidelines will be a complementary tool designed to work in conjunction with existing policy while provincial and municipal by-laws and regulations will continue to govern private signs in the Town for listed properties.

Properties designated under Part IV of the *OHA* (individual designations) or Part V (Heritage Conservation Districts) require heritage permits for sign permit applications. Designated property owners will be encouraged by staff to use the Heritage Signage Guidelines to inform their plans for signage. Final approval of signage for designated properties is delegated to the Commissioner of Planning and Development through the Heritage Delegation By-law (By-law No. 2020-0030).

Staff will provide both listed and designated property owners with the Heritage Signage Guidelines and will also upload them to the Town's Heritage Planning webpage for public access.

Heritage Conservation Awards Program

The Heritage Conservation Awards Program (Appendix B) was developed by staff to further incentivize heritage conservation in the Town through the acknowledgement of community efforts to conserve cultural heritage resources through preservation, rehabilitation and restoration. Similar to the Heritage Signage Guidelines, staff have undertaken a best practice review of municipal heritage awards programs to understand existing awards categories and nominations processes within the province.

The Heritage Conservation Awards Program will highlight the Town's commitment to the identification, conservation and enhancement of cultural resources as per the Official Plan. Following review and approval by Heritage Halton Hills, awards will be presented to recipients at Council by the Mayor and the Chair of Heritage Halton Hills (Councillor

Ted Brown) at the closest meeting to Heritage Week each February. This program will also support Heritage Halton Hills' mandate to promote community benefits of conservation and to sponsor or participate in programs that honour individuals who have contributed to heritage conservation.

RELATIONSHIP TO STRATEGIC PLAN:

This report directly aligns to the following values in the Strategic Plan 2019-2022:

Preserve, Protect & Promote our Distinctive History

To preserve the historical urban and rural character of Halton Hills through the conservation and promotion of our built heritage, cultural heritage landscapes and archaeological resources.

Achieve Sustainable Growth

To ensure that growth is managed so as to ensure a balanced, sustainable, well planned community infrastructure and services to meets the needs of its residents and businesses.

The report is also closely linked with a number of Focus Areas/Priorities, including Shaping Growth.

FINANCIAL IMPACT:

There are no financial impacts associated with the Heritage Signage Guidelines. For the Heritage Conservation Awards Program, framed certificates will be produced for award recipients at minimal cost using the Heritage Halton Hills' Committee's existing operating budget.

CONSULTATION:

Heritage Halton Hills was consulted in the preparation of this report.

PUBLIC ENGAGEMENT:

No public consultation was required as part of the preparation of this report.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances the Strategy's implementation. This report supports the Cultural Vibrancy pillar(s) of Sustainability and the theme of Valued Heritage Legacy. In summary the alignment of this report with the Community Sustainability Strategy is Good.

COMMUNICATIONS:

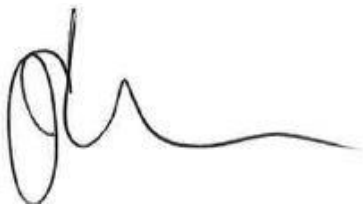
Should Council endorse the Heritage Signage Guidelines, staff will update the Town's website with the document and provide the Guidelines to listed properties owners upon request and as part of any development application for listed or designated properties involving signage applications.

Should Council endorse the Heritage Conservation Awards Program, Planning staff will work with Communications staff to advertise the program on the Town's website and through social media in advance of this year's proposed application deadline of December 31, 2020. Applications will be made available for online submission to ensure accessibility to the program while public access to Town Hall is limited.

CONCLUSION:

This report has briefly summarized and provided recommendations relating to proposed Heritage Signage Guidelines and the Heritage Conservation Awards Program. It is recommended by staff that Council endorse both initiatives to support heritage conservation in the community.

Reviewed and Approved by,

A handwritten signature in black ink, appearing to be 'J. Linhardt', with a long horizontal flourish extending to the right.

John Linhardt, Commissioner of Planning and Development

A handwritten signature in black ink, appearing to be 'C. Mills', with a horizontal line crossing through the middle of the signature.

Chris Mills, Acting Chief Administrative Officer