

Cultural Districts

Implementation Plan 2021- 2023

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Executive Summary

Culture Master Plan

The 2019-2029 Culture Master Plan prioritizes the enhancement and improvement of cultural spaces and places in Mississauga and recommends focusing cultural development and City services in distinct cultural districts (Culture Master Plan recommendation 2.1.1.).

Cultural Districts

Cultural districts are well-recognized, mixed-use geographic areas that attract people because of their high concentration of cultural facilities and activities. Many great neighbourhoods all over the world are known for their vibrant main streets, rich cultural offerings, walkable streets and beautiful public spaces. These neighbourhoods act as local cultural destinations that invite residents and visitors to engage in creative expression, social gathering and community building.

Mississauga's Cultural Districts

Mississauga is well-positioned to become an arts-friendly city.

With the launch of the 2019 Culture Master Plan which builds on Mississauga's budding arts, culture and creative industry scene, Mississauga is well-positioned to become an arts-friendly city. Mississauga has a mix of historical neighbourhoods which originated as villages and many new neighbourhoods that are emerging as popular hubs of creativity and innovation. Many of these neighbourhoods are intensifying, and witnessing a growing cluster of arts and cultural facilities, entertainment and a rich offering of retail options. The waterfront is more vibrant than ever and teeming with boating enthusiasts, cyclists, art lovers and foodies.

Cultural districts in Mississauga were identified based on a set of characteristics shared by the most successful cultural districts world-wide which include:

- Existing cultural assets to build on;
- Increased development activity and City-supported revitalization efforts;
- An engaged established community;
- Dedicated partners such as local Business Improvement Associations (BIAs);
- Strong political support; and
- A budding arts and culture scene.

Port Credit, Downtown Core, Streetsville, Cooksville, Clarkson, Malton and Lakeview have been identified for the establishment of Cultural Districts. Exciting things are already happening in these areas of the City. These seven areas include a mix of land uses, arts and cultural activities, good access to transit, lots of retail, entertainment and food options, and enhanced parks and public spaces. The establishment of Cultural Districts will build on these existing assets, with an aim to strategically focus arts and cultural development within the seven areas, and improve cultural spaces and places within them.

Executive Summary

Continued.

Cultural Districts Implementation Plan

Port Credit, Downtown Core, Streetsville, Cooksville, Clarkson and Malton will be the focus of the Cultural Districts Implementation Plan. A cultural plan for Lakeview will be developed concurrently to the Cultural Districts Implementation, given the longer timeframe for the master planned community. The purpose of the Cultural Districts Implementation Plan is to create an action plan to strategically focus arts and cultural development and the improvement of cultural spaces and places in the six identified areas of Mississauga. This plan focuses on low cost, high impact actions that are achievable between 2021-2023, ranging from public space activations to policies, community and business support to program development. These projects will be funded through the existing Council-approved Cultural Districts budget of \$70,000 and through other existing budget sources and partnerships.

Implementation & Partnerships

The establishment of a cultural district requires a strong coordination of public, private sector and community efforts. This plan strategically focuses on:

- Aligning efforts across all sectors, and coordinating ongoing and future municipal projects and plans to ensure cost and resource sharing.
- Aligning efforts with the Tourism Master Plan and Smart City Master Plan.
- Opportunities to support economic recovery initiatives during the COVID-19 recovery.
- Actions to support and empower BIAs in their role, with an aim to help develop their capacity so that they can continue to do this work.
- Identifying emerging arts and community organizations in Mississauga to partner on projects to further the City's capacity and create opportunities.
- Utilizing existing budget sources for 2021-2023 implementation.

Current Status

This Implementation Plan is an evolving document that will change to reflect feedback, community and business interests. Next steps include public consultation to discuss community interests and concerns from February - June 2021.



Framework for Recommendations

1. Cultural Districts-Wide Recommendations includes recommendations that apply to all six Cultural Districts.
2. District-Specific Recommendations includes a set of recommendations identified for each Cultural District.

The recommendations have been categorized into the following:

Policies, Studies, Guidelines

- Actions to update City policies and permitting processes to support arts and cultural uses and activities in the Cultural Districts.

Programs and Initiatives

- Actions to develop new programs or initiatives and expand existing culture and public art programming to create vibrant public spaces and create opportunities for artists, youth and performers.

Community and Business Support

- Actions to support community organizations, businesses and BIAs to activate the Cultural Districts.

Partnerships

- Opportunities to collaborate with City, community and external partners on on-going projects and event programming.

Public Realm Activations

- Site-specific Cultural District activations which animate and activate spaces using tactics such as temporary public art, pop-ups and programming.



Introduction

What are Cultural Districts?

Cultural districts are well-recognized, mixed-use geographic areas that attract people because of their high concentration of cultural facilities and activities. Cultural districts are areas with concentrated cultural activities, arts venues and studios, galleries, museums and events. They are supported by retail, restaurants and cafes, entertainment venues, parks, community spaces and offices which enrich them as cultural destinations. Animated parks and open spaces and an artful public realm encourage the spill out of activity onto the streets and encourage people to linger, stay a while and interact with others.

Each cultural district is unique in its development and cultural offerings, which are a reflection of the unique identity of the community and neighbourhood character. Cultural districts evolve to reflect the local area and needs of the creative community. The most successful cultural districts world-wide share a similar foundation which includes existing cultural assets to build on, increased development activity and city-supported revitalization efforts, an engaged established community, dedicated partners such as local Business Improvement Associations (BIAs), strong political support and a budding arts and culture scene that attracts the community and spurs local tourism.

Cultural districts may develop organically through the efforts of local artists and non-profit art organizations, or be initiated through for-profit private investments and entrepreneurial efforts. They can also be initiated by governmental efforts that seek to attract and promote arts and cultural activities in the district. Successful cultural districts require support from a combination of governmental and quasi-governmental organizations, private businesses, non-profit arts organizations, educational institutes, in addition to philanthropic individuals and foundations. This diversity in support offers an opportunity for collective participation in the planning and successful development of the district.

In this report, Cultural Districts are also referred to as 'districts' for short.

Cultural Districts: Neighbourhood Physical Features

Close Proximity to Transit



Mix of Land Uses



Inviting Parks & Public Spaces



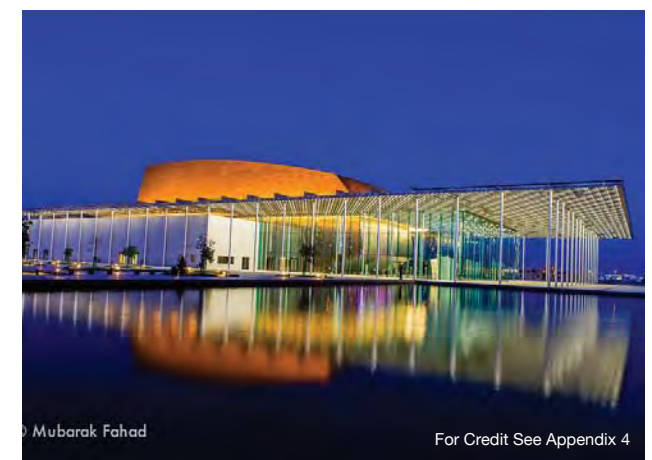
Artful Public Realm



Vibrant Walkable Streets



Anchor Arts Organizations & Entertainment Facilities



Mubarak Fahad

For Credit See Appendix 4

Introduction

Continued.

Benefits of Cultural Districts

Cultural districts aim to provide a more livable city and an enriched neighbourhood experience that reflects the unique local character and heritage. Cultural districts have been successful in connecting arts and cultural activities more intimately with local communities by creating opportunities for local residents to participate in creative placemaking, storytelling and cultural programming.

The positive social impact of cultural districts can strengthen civic pride and foster a sense of belonging for the community. Improvements associated with the establishment of a cultural district can enhance and beautify public spaces and streets, increase public safety and encourage spill out of activity onto the streets.

Cultural districts have been shown to support urban growth and entice development. The mix of creative enterprises and cultural facilities with entertainment and retail establishments leads to increased spending in the district and boosts local economic growth. Events, performances and creative programming encourage people to stay longer which promotes local tourism and supports the creation of an evening economy. In many cities, cultural districts have fostered the development of creative industry clusters which increases production, business networking opportunities in the creative industry and event ticket sales. Cultural districts have been successful in creating environments that are friendly and economically beneficial to artists, not-for-profit arts organizations and cultural institutions.

Cultural Activities – Production, Consumption, Supporting Uses

Activities within cultural districts may be geared towards inviting visitors and tourists to the district to enjoy a host of activities, or may focus more on the production of arts and culture. Most successful districts include a balanced mix of cultural production, cultural consumption and supportive activities and spaces that together form complete neighbourhoods sustained by an animated public realm and open space, in addition to transit services.

Cultural Production
(i.e. studios, workshops, live/work space)



Cultural Consumption
(i.e. museum, gallery, festival, restaurant, café, retail, entertainment)



Supportive Uses & Spaces
(residential and office building, art-supply shop, printing shop)



Plan Purpose

The purpose of the Cultural Districts Implementation Plan is to create an action plan to strategically focus arts and cultural development and the improvement of cultural spaces and places in the six identified areas of Mississauga. This plan focuses on low cost, high impact actions that are achievable between 2021-2023, ranging from public space activations to policies, community and business support to program development.

Culture Master Plan

The 2019 - 2029 Culture Master Plan sets the vision, and provides priorities and direction for arts, culture and heritage in Mississauga over the next 10 years. The Culture Master Plan prioritizes the enhancement and improvement of cultural spaces and places in Mississauga and recommends focusing cultural development and City services in distinct cultural districts (Culture Master Plan recommendation 2.1.1.).

Throughout the Culture Master Plan public engagement, it was established that residents are seeking better quality, more affordable and accessible places to experience a localized scene of arts and culture on a daily basis. Residents expressed the desire to engage with a city-wide network of culturally activated areas, where each area would reflect the local identity and organically grow. To enable this, one of the key recommendations of the Culture Master Plan is to focus development and City services in distinct cultural districts. The Cultural Districts Implementation Plan identifies six areas of Mississauga with characteristics that will contribute to creating successful cultural districts. These include: Downtown Core, Port Credit, Streetsville, Cooksville, Malton and Clarkson.

Culture Master Plan - Highlights

Priority #2: Enhance and improve cultural spaces and places
Cultural spaces play an important role in bringing people together to create more connected and vibrant communities. It is important to ensure creatives have access to a variety of spaces where they can create their work and where residents can access arts and culture throughout the city. Opportunities exist to identify unique locations and spaces for cultural uses and experiences in Mississauga.

Goals and Recommendations:

- Goal 2.1. – Improve City-owned cultural spaces and culture in the public realm.
- 2.1.1. – Focus cultural development and City services in distinct cultural districts.

Throughout the Culture Master Plan public engagement, it was established that residents are seeking better quality, more affordable and accessible places to experience a localized scene of arts and culture on a daily basis.

Plan Purpose

Continued.

Port Credit Culture Node

In 2011, the Culture Division, with support from late Councillor Jim Tovey, initiated the Port Credit Culture Node (PCCN) pilot project to test various planning tools in the public realm. Planning tools included permitting patios, art installations and retail sales in the municipal right-of-way within the Port Credit BIA area, live acoustic music on patios, and extended hours of operation for businesses through a blanket minor variance in the Port Credit BIA area.

The pilot project has been successful in increasing economic growth, sales, employment and bringing foot traffic to the area by allowing continued use of the municipal right-of-way within the Port Credit BIA area. A 2016 survey with business owners demonstrated that 100% of those who had installed patios hired additional staff, 75% expanded programming and increased business hours, and 50% accessed services from local businesses in the community.

The 2016 PCCN project update recommended expanding the tools to support businesses, organizations and community members in the development of future 'cultural districts' throughout Mississauga. The Port Credit Culture Node is an excellent example of how to reduce barriers for local businesses and organizations to creative placemaking through policy changes. The Cultural Districts Implementation Plan expands the use of these planning tools in the six Cultural Districts.



The Planning Process

The development of the Cultural Districts Implementation Plan was divided into six key tasks. Culture Planning worked closely with the Core Working Team and a Steering Committee comprised of Planning directors to advise on the development of the implementation plan.

In Task 1: **Background Research**, Culture Planning conducted extensive research on Cultural Districts which included typologies and themes; a review of international best practices and benchmarking; phone interviews with eight stakeholders from cultural districts across North America; research on the economic, social and cultural impact of cultural districts; an assessment of potential locations in Mississauga, and; a review of local cultural assets and partnership opportunities.

In Task 2: **Discovery**, the team conducted a robust review of the six proposed districts to identify strengths, opportunities and constraints and review existing conditions. The team reviewed current and future City projects to identify opportunities that aligned with the Cultural Districts Implementation and offered opportunities for cost and resource sharing.

In Task 3: **Project Direction**, the team identified high level themes based on the history and heritage, contemporary trends and changing community interests of each district. Geographic boundaries were identified for each Cultural District to strategically focus actions during implementation for greater impact. The geographic boundaries primarily align with current BIA boundaries with modifications such as including parkland in the area. A review was also conducted to align Cultural Districts with potential Tourism area boundaries. The team conducted site visits and consultations with City staff and reviewed existing boundaries in the Official Plan to inform the Cultural District boundaries.

In Task 4: **Refine Ideas and Develop Strategy**, the team conducted consultations with City staff, City Councillors and local stakeholders such as BIAs to discuss area priorities, potential implementation tactics and projects for collaborations to inform the implementation plan. Aligning projects, new ideas and feedback was collected to refine the actions for the implementation plan.

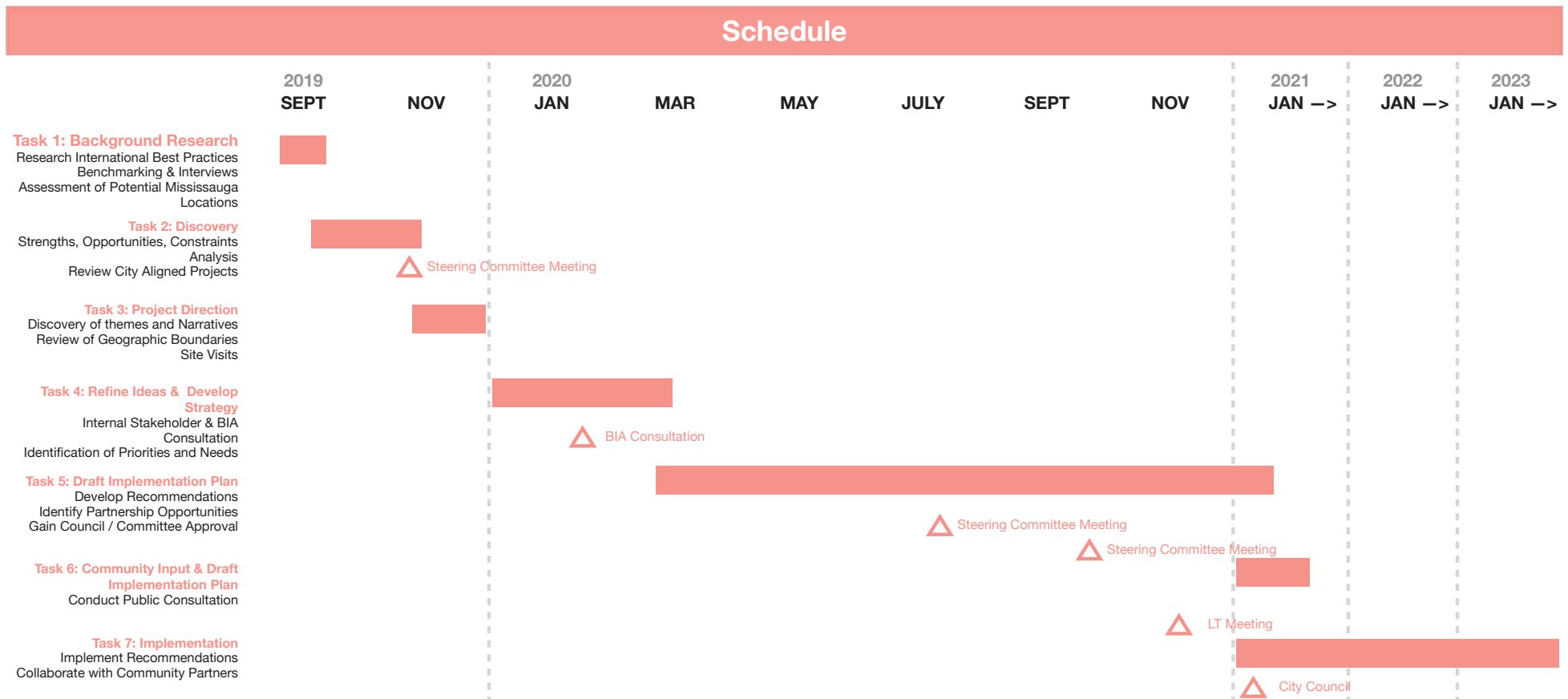
In Task 5: **Draft Implementation Plan**, the high level themes, geographic boundaries and actions were refined to provide direction for the next three years and to inform this document. The Implementation Plan includes recommendations and actions led by City staff, BIAs and community organizations who will work together to enhance the Cultural Districts as vibrant, local destinations for arts, culture, creative expression and entertainment.

In Task 6: **Community Input and Finalize Implementation Plan**, the team will seek community input on the draft Implementation Plan, revise the plan and seek City Council approval to implement the plan.

Upon receiving City Council approval, the team will initiate Task 7: **Plan Implementation**. The Cultural Districts Implementation Plan recommendations will be executed over a three-year period between 2021-2023 by team members working in collaboration with various City departments and the community.

The Planning Process

Continued.



The Planning Process

Continued.

Aligned Planning Efforts

The establishment of a cultural district requires strong coordination of public and private sector, and community efforts. This plan strategically focuses on aligning efforts across all sectors, and coordinating ongoing and future municipal projects and plans. Various ongoing and future City projects planned within the six districts will include policy changes, creative placemaking efforts, programming and activation of public spaces that will create a favourable environment for each district. This plan explores the potential for cost and resource sharing by identifying opportunities to align projects and specific actions. To ensure future success of the Cultural Districts, Culture Planning has created a practice of actively participating in ongoing City planning projects and providing input from a culture lens to identify new opportunities and leverage future development opportunities.

External organizations such as the local BIAs, anchor businesses and community organizations play an important role in the Cultural Districts as driving forces, change makers and trusted community resources. Partnerships and working groups with community stakeholders are encouraged to ensure the Cultural District is reflective of the local residents and responsive to the community’s needs. BIAs play an important role in beautifying, branding and programming the area. This plan identifies actions to support and empower BIAs in their role, with an aim to help develop their capacity so they can continue to do this work. This plan documents actions and initiatives by the City and BIAs which support the establishment of cultural districts and enhance the districts as destinations.



Smart City Master Plan

Mississauga’s Smart City initiatives are about transformational city building and will focus on creating vibrant, inclusive communities with a high quality of life. Mississauga will serve as a model of government-led smart city urban development. People-centred, neighbourhood focused and forward-ready, we will use technology to address urban opportunities and challenges in order to create a city where people choose to live, work and play.

The Smart Cities Living Lab neighbourhoods are the same as the Cultural District neighbourhoods. The Smart Cities *Living Labs, Innovation Challenges and the Centre for Civic Curiosity* programming will contribute to the Cultural Districts.



Tourism Master Plan

The Tourism Master Plan builds on opportunities for cultural tourism, destination development and creative communities. Three strategic focus areas of the Tourism Master Plan strongly support the establishment of cultural districts: Tourism Product Clusters - Develop new tourism product clusters recognized by visitors and residents alike.

Celebrate Community Diversity - Continue to invest in festival programming with an emphasis on festivals that attract visitors to the community.
Creative Communities - Focus municipal planning on developing creative communities to attract visitors.

The Planning Process

Continued.

Alignment with Tourism Master Plan

The following Strategic Focus Areas and actions of the Tourism Master Plan will support the establishment of Cultural Districts in Mississauga. Tourism Mississauga will be a key implementation partner for the Cultural Districts.

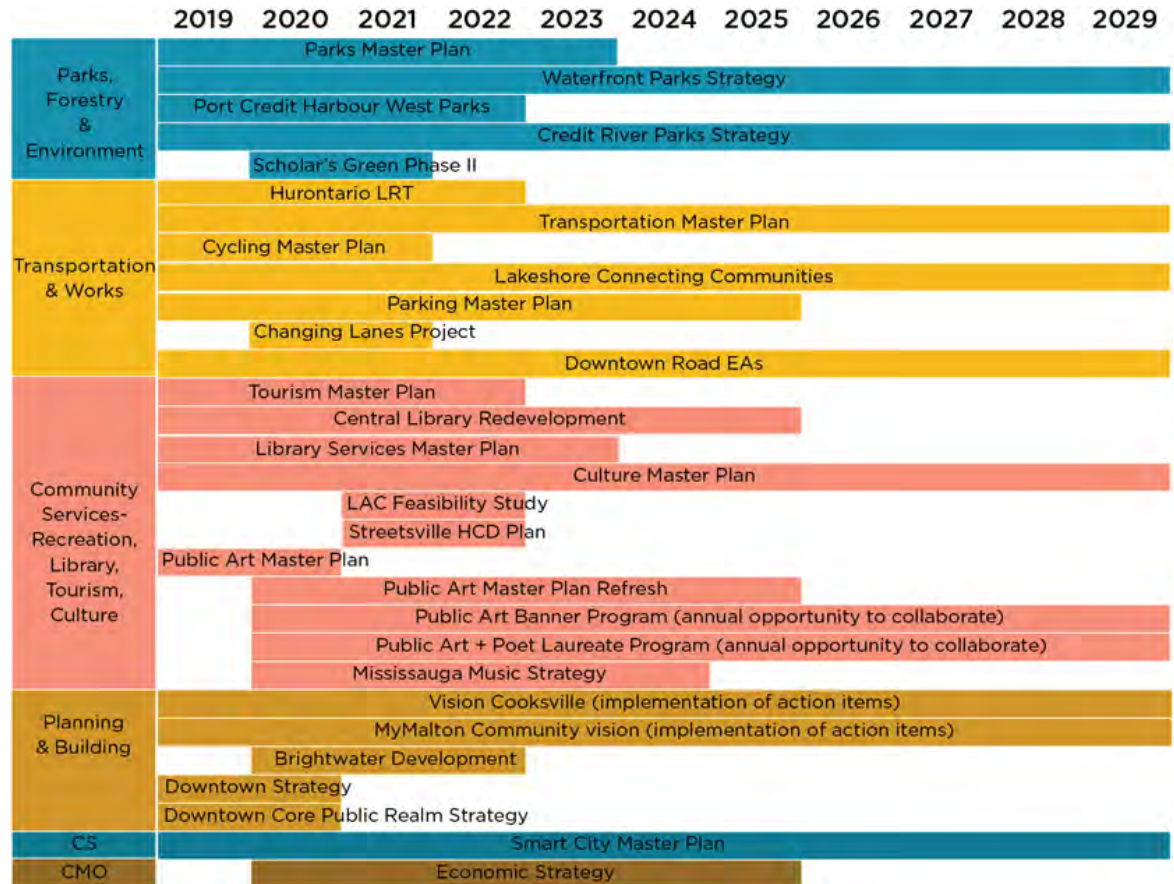
4.2. Tourism Product Clusters <i>Goal: Develop tourism product clusters recognized by visitors and residents alike.</i>	4.3. Celebrate Community Diversity <i>Goal: Continue to invest in festival programming with an emphasis on festivals that attract visitors to the community.</i>	4.9. Partnerships and Alliances <i>Goal: Assess and develop strategic partnerships to support tourism initiatives.</i>	4.4. Creative Communities <i>Goal: Focus municipal planning on developing creative communities to attract visitors.</i>	4.5. Tourism Funding and Product Investment <i>Goal: Develop and implement a program for funding tourism activity and infrastructure, building the City's reputation as an event host.</i>	4.6. Tourism Brand Development <i>Goal: Position the Mississauga brand to target tourism opportunities and develop a tourism campaign.</i>
Strategic Requirements and Actions Identify tourism clusters to market and promote tourism initiative to target audiences	Strategic Requirements and Actions Align festival financial support to evaluation process that furthers awareness of Mississauga's diversity	Strategic Requirements and Actions Continue to maintain and expand partnerships with agencies and municipalities where feasible to advance tourism initiatives	Strategic Requirements and Actions Develop a strategy to encourage and attract the tourism sector, providing the City a plan for tourism development throughout the municipal planning process	Strategic Requirements and Actions Evaluate opportunities for tourism infrastructure in the Port Credit/ Waterfront area	Strategic Requirements and Actions Leverage messaging such as 'Discover Mississauga' to promote tourism to target markets in alignment with the City brand
Leverage the visions of Inspiration Lakeview, Inspiration Port Credit and 1 Port Street, identify opportunities for tourism clusters as these waterfront developments advance	Standardize post-event metrics and share festival successes through multiple channels		Develop additional support for BIA's, as they undertake an expanded role in developing tourism opportunities		Develop tourism campaigns that are aligned to the target markets
	Invest in target funding support of 'best growth' cultural events				Develop a common tourism 'key assets' awareness plan to ensure that a consistent message is provided to residents, businesses and business travellers with respect to the tourism assets and visitor experiences available in Mississauga
	Initiate festival incubator program to identify 'early development' community cultural groups, providing support including access to resources including networking opportunities with established festival operators and online databases of best practices				

The Planning Process

Continued.

Aligned City Projects & Plans

City projects and plans which align with the Cultural Districts Implementation and offer opportunities to collaborate and support the objectives of the Cultural Districts are included below. Over the next few years, the aligned City projects and plans offer an opportunity to work together to ensure cost and resource sharing where appropriate.



What We Heard

Internal Stakeholder Engagement

City Staff Engagement

City staff across the Corporation were engaged to develop new ideas, and identify opportunity sites and projects for collaboration. Brainstorming sessions, site visits and workshops were conducted. City units engaged included:

Smart Cities, Tourism Mississauga, Park Planning, City Planning Strategies, Urban Design, Planning Programs, Official Plan Review, Transportation Planning, Active Transportation Office, MiWay, By-Law Enforcement Office, Public Art, Creative Industries, Heritage Planning, Culture Marketing, Mississauga Celebration Square, IT, Museums of Mississauga, Recreation Community Development.

City Council Engagement

City Councillors with Cultural Districts identified in their respective wards were engaged to discuss area priorities and site-specific opportunities. A review of themes, proposed boundaries and areas of active programming was conducted to help refine the plans.

Area priorities included highlighting the cultural heritage and identity of the neighbourhood; addressing safety and vandalism; beautification efforts in underused spaces and blank walls; leveraging private sector opportunities and reducing barriers to engaging in arts, cultural and entertainment activities for the community.



External Stakeholder Engagement

BIA Engagement

The BIAs were engaged to understand BIA priorities for the area, collect feedback on the project and identify capacity to collaborate on projects. A review of themes, proposed boundaries and areas of active programming were conducted to verify that the findings resonated with the BIAs. We asked BIAs to identify what were the bright lights in their neighbourhood in terms of culture and vibrancy, and to identify which spaces could use more attention.

Port Credit, Streetsville, Cooksville, Clarkson and Malton BIAs were engaged. The BIAs shared a similar vision for the areas where infusing arts, cultural and community building activities would encourage spillover from the stores onto the streets. It would encourage people to linger, and conversely the vibrant streets would invite visitors to the retail businesses in the area. The BIAs have many beautification projects lined up and measures to improve safety and security.

Public Engagement

Public engagement is planned for February - June 2021 and will include various online engagement methods.

Themes

Cultural District themes provide context for marketing efforts, public art and public space activations, and are the backbone of the Cultural District's identity and storytelling. Themes help to frame the narrative and unique identity of each Cultural District. The themes contextualize each district and will be used to describe the district in all relevant placemaking, marketing and outreach efforts. The themes may be used to inform requests for proposals for public art or special projects, funding applications, community benefit agreements for developments, and branding and marketing campaigns. The themes also helped shape the recommendations for each Cultural District. Through the internal engagement phase, it was identified that most of the Cultural Districts could benefit from opportunities to strengthen neighbourhood identity. The development of themes unique to each neighbourhood will help to highlight and strengthen their identity. The themes emerged from a scan of the history and heritage of each neighbourhood, local stories, figures, sites, contemporary trends and changing community interests.



Port Credit is a Place For....

Exploration

Waterfront Parks, Marina, Waterfront Trail, local kayaking & canoe clubs, rowing, boat launches, fishing cycling



Entertainment

Festivals, Restaurants, Outdoor Patios, Summer Concert Series, Sauga Buses



The Arts

Art Galleries, Studios, Public Art, Arts on the Credit Programming



Cultural Heritage

Indigenous Heritage - Mouth of the Credit River, Marina Industry, Port Credit HCD, brisk manufacturing & oil refinery legacy





Streetsville is a Place For....

Cultural Heritage

Heritage Buildings, Queen Street heritage, Streetsville Cemetery, Streetsville Memorial Park



Entertainment

Festivals, Restaurants, Village Town Square, Summer Concert Series, Sauga Buses



Education

Credit River trail and bridge, Streetsville Memorial Park, Vic Johnson Community Centre, cycling, walking





Downtown is a Place For....

Arts & Innovation

Living Arts Centre, Art Gallery of Mississauga, Sheridan College, Central Library, Mississauga Arts Council, Smart City Centre for Civic Curiosity



Entertainment

Mississauga Celebration Square, Living Arts Centre, Rec Room, Square One Shopping Centre, Experiential Programming



Food

Festival Food Vendors, Square One Shopping Centre Food District, small local food businesses



For Credit See Appendix 4



Cooksville is a Place For....

Food

Ethnic food businesses, food fusion, culinary art, Mom and Pop Shops, Taste of Cooksville Festival



Cultural Heritage

5 &10, Dundas Street heritage, Cooksville brickyard, first winemaking capital of Canada, diverse community



Music & Entertainment

Music and entertainment history, Cooksville Festival of Cultures, Paisley Boulevard, restaurants and cafes, Four Corners Square





Clarkson is a Place For....

Sustainability

Agriculture & farming history, urban farming potential, green technology



Cultural Heritage

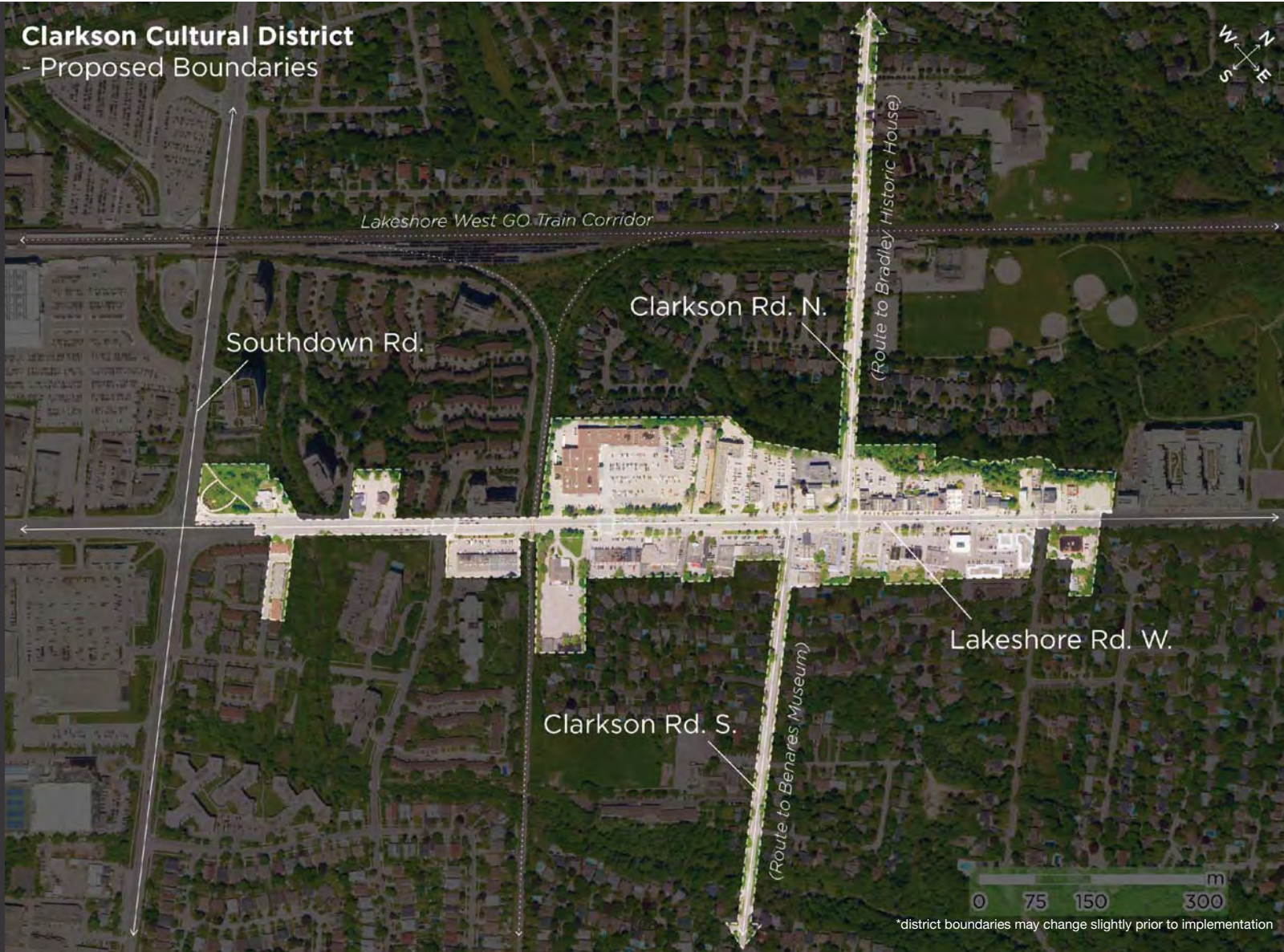
Heritage buildings, former strawberry farming capital of Ontario, Industrial Heritage, Museums of Mississauga



Arts & Entertainment

Restaurants, cafes, bars, growing culinary scene, unique retailers and antique shops, Clarkson Village Shopping Plaza





Malton is a Place For....

Cultural Heritage

Aviation Heritage, Avro Canada monument, ethnic cultural-heritage dances, performances, diverse community, Places of Worship



Community

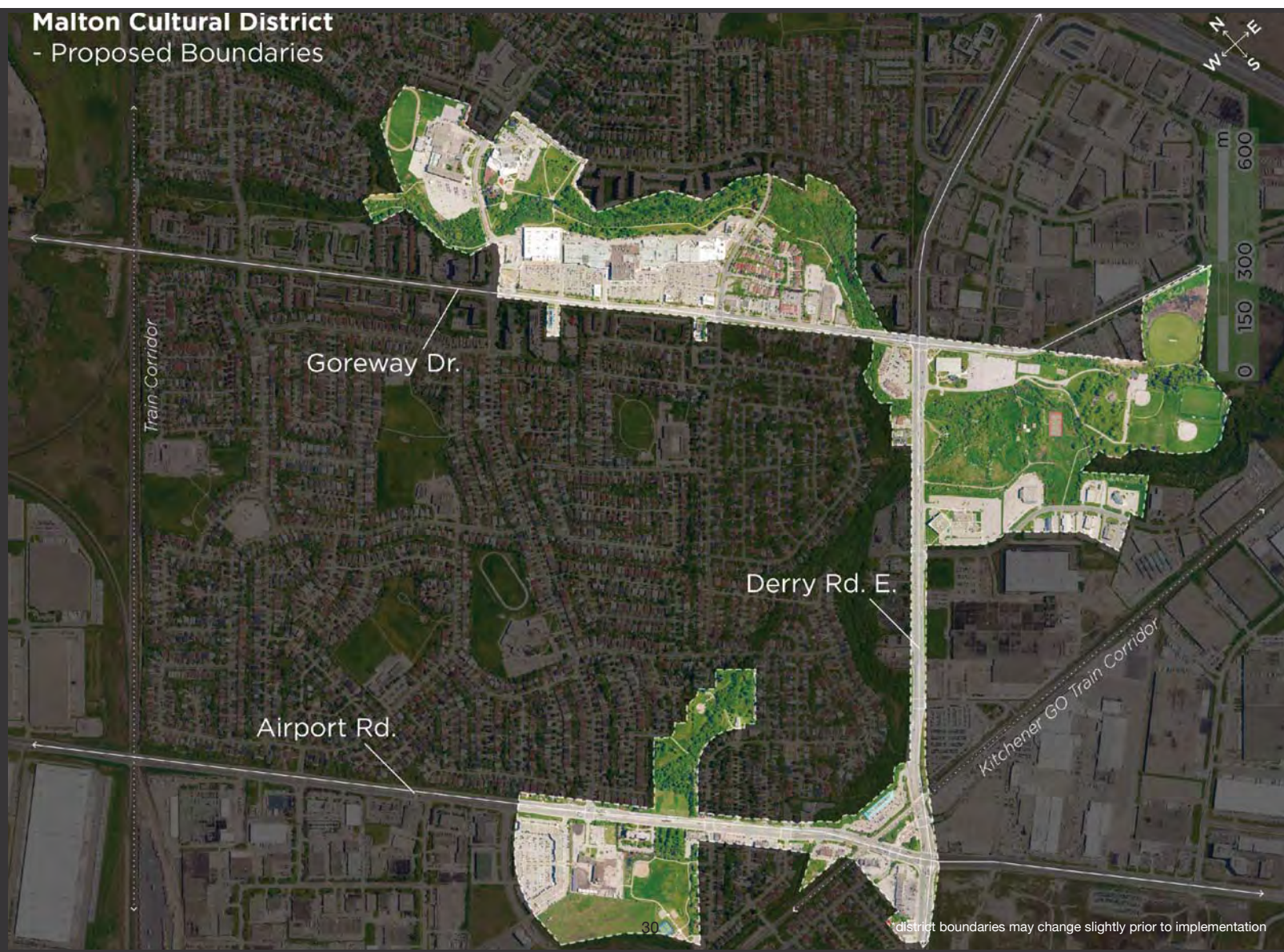
Malton Community Centre, Malton Community Hub, Westwood Square Mall, active local community



Exploration

Paul Coffee Park, Malton Greenway, parks and trails, cycling, Malton Community Centre, Malton Sign





Implementing The Plan

The implementation of Cultural Districts in Mississauga requires a coordinated effort among all stakeholders in each area.

Great places and neighbourhoods are created when all partners within them work closely together. Local businesses, community organizations, residents and the City all play a role in shaping the neighbourhood and attracting local residents and visitors to the area.

Forging partnerships across all sectors is integral to making this work. The Cultural Districts Implementation requires an ongoing framework for collaboration among local partners to ensure greater impact by working together on initiatives, and building a strong distinct identity in each neighbourhood by coordinating communication, messaging and marketing.

A Resource-Based Approach

The Cultural Districts Implementation will adopt a resource-based strategy focused on culture and creativity. A resource-based strategy aims to investigate and uncover assets already found within a community. Working together with community, the implementation team will build on identified assets and capitalize on the unique capabilities of local community members. This approach is rooted in the idea that communities need to build from the 'inside out' and respond creatively with a focus on resources, capacities, strengths and aspirations.

The Cultural Districts Implementation will approach identified districts from the lens of what is already there. The strategy will build upon this base and identify where arts, culture and creativity can be infused and used as tools to strengthen the identity of places. Through the recommendations, local community members will be encouraged to identify community needs and interests, co-create solutions to problems and actively participate in their implementation.



Implementing the Program

Continued.

Funding

The City is investing funds in the Cultural Districts through this Implementation Plan in the early years to catalyze activity and encourage private investment. In addition, other City projects offer an opportunity to address cultural needs which results in cost and resource sharing. Culture Planning will actively identify opportunities through other City projects to ensure a culture lens is applied. Local organizations and BIAs may be eligible for grants to implement various projects in the Cultural Districts, depending on grant streams. Private sector funding is encouraged and expected to carry on the momentum and continue to program and market the Cultural Districts as vibrant, local destinations.

Existing Cultural Districts Budget	Funded through the Council-approved budget of \$70,000 (2019) for the Cultural Districts implementation. This budget will support low cost, high impact, temporary public space activations.
Existing Public Art Program Budget	Funded through the City's existing Public Art program. Where appropriate, the Public Art program will strategically focus existing public art programs to be located in the Cultural Districts.
Existing Culture Operating Budget	Funded through the Culture Division's existing annual operating budget.
Arts Reserve	Potentially funded through the City of Mississauga's Arts Reserve funds, subject to approval process.
Partnerships	Funding will be secured through partnerships with other City units.
Third Party Partnerships	Funding to be secured through partnerships with third parties that will support project implementation. Examples of potential partners include Artscape Atelier, STEPS, Mississauga Arts Council and developers/ landowners.
Sponsorships	Culture Division to actively seek sponsorship funding to support projects.

City of Mississauga

To initiate the implementation of Cultural Districts, the City of Mississauga's role has aimed at bringing all partners to the table. Through the implementation of this plan, the City will set the tone for on-going and future collaboration and communication. The City will help to break down traditional silos and will support the BIAs in capacity building and the elimination of barriers. The City will invest funding in the Cultural Districts through this implementation plan in the early years to help kick start and spur activity in the Cultural Districts. This will help attract buy-in from the private sector and the general public. The long term operation of the Cultural Districts will continue to be a coordinated effort, with greater participation of local partners and the community. Hosting workshops, brainstorming sessions and walkabouts with local partners are effective short-term interventions which can help educate local partners and begin to identify opportunities for collaboration.

Implementing the Program

Continued.

On-going City initiatives that support Cultural Districts

Digital Main Street Initiative

The Digital Main Street initiative provides businesses with a competitive edge by assisting them with adopting digital tools and technology to grow their business. In Mississauga, the Economic Development Office's Digital Service Square has been supporting main street business owners to increase their digital footprint, set up an online store or develop a social media campaign. The Digital Main Street Initiative is a great example of the City and Province supporting small main street businesses.

Mississauga Made

Mississauga Made is a free online marketplace where local businesses, artists and vendors can promote their projects and services. The initiative inspires residents to support and promote local products, businesses, artists and experiences within our communities.

Sauga Celebrates

The Sauga Celebrates initiative aimed to simplify the event applications and approval process for community groups and local residents. The initiative delivered an easy to use website, including an event checklist, steps to follow and a listing of all necessary applications and processes which need to be followed. Sauga Celebrates is a great example of an initiative that reduces barriers for community groups and local residents to organize events in the City.

Parks Beautification Program

The Parks Beautification Program, established in 2006, provides the community with opportunities to paint murals in park settings, by the Community for the Community. Under the guidance and mentorship of a mural artist, volunteers contribute their talent to painting a pre-designed mural. The program allows the community to express themselves and address problems, promote community values and identity, and beautify their neighbourhoods through the creative process.



For Credit See Appendix 4

Implementing the Program

Continued.

Local Arts, Cultural and Community Organizations

The Cultural Districts Implementation Plan includes actions to activate public spaces, remove barriers for local partners and create opportunities for artists. These actions serve as opportunities for local arts, cultural and community organizations to forge partnerships and take a lead on implementation. It is recommended to form service agreements with or provide grants to arts, cultural and community organizations to implement these actions where applicable. Partnerships with organizations will be explored for the implementation of the Cultural Districts.

Examples of organizations in the Greater Toronto Area that are undertaking creative projects with the local community and developers include:

STEPS Initiative

The STEPS Initiative is a Canada-based public art organization that develops one-of-a-kind art initiatives and engagement strategies that transform public spaces. Working with private landowners, developers and planners, STEPS transforms urban areas into vibrant public spaces, helping artists, community organizations, BIAs and developers push creative and technical boundaries to breathe new artistic energy into public spaces. STEPS' projects include mural works, permanent installations, space activations, artist residencies and engagement events. STEPS has collaborated on artworks in Mississauga such as Rainworks (2017) at Celebration Square, a 140ft stenciled ground mural created out of super-hydrophobic rainworks material and the Burnhamthorpe Water Project (2018), which features a mural titled The City Builders by Wenting Li on construction hoarding surrounding the Burnhamthorpe water project. STEPS is currently expanding their work in the City of Mississauga, partnering with BIAs including Port Credit and Malton as part of the I HeART Main Street Challenge.



For Credit See Appendix 4



For Credit See Appendix 4

Implementing the Program

Continued.

Mississauga Arts Council (MAC)

The Mississauga Arts Council (MAC) is a non-profit registered charity that engages, promotes and helps develop opportunities for artists of all disciplines, ages and abilities from diverse communities to help grow the arts and culture sector in Mississauga. MAC provides artists with many opportunities to create and display their work in Mississauga through various programs such as Boxes and Banners, Culture Lab and Micro grants.



Artscape Atelier

Artscape Atelier is a social enterprise that seeks to bring together art, people and place. Lakeview Community Partners Ltd. and Artscape Atelier recently partnered on an arts-based initiative to animate the development site at Lakeview Village in Mississauga and provide \$100,000 in paid work for artists during the COVID-19 pandemic. The artwork forms part of the construction hoarding at Lakeview Village and reimagines the relationship between art and urban development.



Implementing the Program

Continued.

BIA and Local Business Stakeholders

Business Improvement Associations (BIAs) continue to be key drivers of local change. To support BIAs in addressing the local issues and opportunities within the Cultural Districts, a continued coordinated approach and open communication is important. The City of Mississauga has appointed a liaison to the BIAs who acts as the first touch point for the BIAs and follows the appropriate communication channels within the city to connect the BIAs to the most appropriate City staff. The BIAs are encouraged to become champions of the Cultural Districts and support local cultural initiatives.

Marketing and creative placemaking efforts will be coordinated with local business stakeholders to activate public and private spaces within the Cultural Districts. Local businesses know their community and the market well, and are strategically positioned to leverage opportunities to attract people to their business.

Port Credit BIA - Port Credit Arts Collective

The Port Credit Arts Collective is a collective of the arts-based businesses, artists and makers with a growing commitment to arts in Port Credit. The collective aims to create a dynamic local art and culture scene.

Clarkson BIA Branding

Through a renewed vision for Lakeshore Road in Clarkson, the Clarkson BIA identified sustainability as a key theme for branding and focusing efforts in the Clarkson area. In 2020, the Clarkson BIA will be replacing regular planters with self-watering planters which will significantly reduce the need to water plants from 2-3 days to every 2 weeks. The BIA is also exploring opportunities to install solar benches and programming around locally grown food which will add to sustainability in Clarkson.



Implementing the Program

Continued.

Malton BIA – Avro Arrow

The Malton BIA is coordinating the fabrication of a life-size model of the AVRO arrow, a jet interceptor aircraft that was designed and built in Malton in the late 1950s. The life size model will be located in Paul Coffey Park to pay tribute to the Malton community who were employed in the manufacturing of the interceptor and will highlight the aviation heritage of Malton.



Streetsville BIA Marketing

Streetsville BIA is ramping up their marketing efforts with a goal to grow its digital online presence and highlight Streetsville's historic roots and businesses. To support their marketing efforts, the Streetsville BIA uses the Canada Summer Jobs grant to hire students to assist with marketing. In the future, the BIA is exploring the feasibility of having a full-time marketing staff person. Current tools used include social media, website, sponsored ads and blogs.



Implementing the Program

Continued.

Evaluation Framework

Regular evaluation will be a key part of the Cultural Districts implementation to measure the impacts of the program. The results will be used to determine the success of the program in terms of its effect on the identified cultural districts. This information will inform changes to the program to improve its impact or potential program expansion to additional areas around the City in subsequent years.

A framework that looks at the Cultural Districts as a whole, as well as at specific initiatives, will be created to guide the evaluation process. The evaluation framework will be structured into a set of indicators with metrics to inform each one. The indicators and metrics will be designed to evaluate improvement in relation to the principles and objectives of the Cultural Districts Implementation Plan. All metrics will be measured annually to yield results that are comparable year-after-year.

An indicator provides a specific description of an action or change that can be observed and measured. A metric is the specific information or data collected to inform an indicator. Metrics can be measured using quantitative or qualitative methods. For example:

Indicator	Metrics
The proportion of creative businesses working in a Cultural District, as compared to other types of businesses	<ul style="list-style-type: none"> • Estimated number of businesses • Estimated number of creative businesses

Overall Cultural District Evaluation

A baseline will be created for each cultural district using comparable information and data that the City already collects, or that is readily available and accessible. After the first year of Cultural Districts implementation, the baseline will be measured and compared with the prior year to identify any noticeable or significant changes.

Baseline information and data within each Cultural District may include:

- Number of creative professionals living and/or working in an area.
- Estimate of total area of commercial, retail, residential and community access spaces, including square footage of City-owned facilities (which is currently collected by the City), and the incidence and estimate of how much space is being used creatively.
- The number of creative spaces present, such as arts or dance studios, book stores, galleries, etc.
- Types, number and location of festivals, events or programs occurring in each District.
- Number of returning events to each District.
- The number of business applications for signage.
- Annual website traffic to the Tourism website.
- Number of overnight stays in Mississauga
- Number of restaurants/venues/ businesses and attractions listed on the Tourism website, and retention of venues on the site.

Implementing the Program

Continued.

This list provides examples of the type of information and data that may be useful for determining impacts of the program. Any indicators or metrics used in the Evaluation Framework would be grounded in the objectives of the Cultural Districts Implementation Plan.

Initiative-specific Evaluation

Each initiative undertaken as a part of the Cultural Districts Implementation Plan should also be evaluated to determine its impacts and identify improvements for future years. Examples of initiatives may include public art installations, arts and culture granting programs, and public realm activations. These evaluations will be tailored to each initiative, but with the same goal of understanding the success of an initiative and drawing correlations about its impact on the cultural district overall.

Initiative-specific evaluations will be tailored to each initiative, but will likely use evaluation methods including attitudinal, qualitative and quantitative surveys, observation, primary and secondary resources. Metrics to be measured may include:

- Pedestrian or participant counts.
- Social media impressions.
- Traditional media impressions across local, regional and national sources.
- Number and type of artists, registered groups, collectives or not-for-profit organizations involved.
- Whether or not those participants are new or existing.
- Type of art form, and number or type of new art form brought to Mississauga.

Implementation

2021 - 2023

This plan will implement flexible, seasonal demonstration projects to test ideas within each Cultural District and stimulate community and stakeholder interest between 2021-2023. These may include area marketing initiatives, wayfinding signage and maps, temporary public art and public realm enhancements. This plan identifies opportunities to pilot policy changes to create more art, culture and music-friendly neighbourhoods. Mechanisms to permit outdoor seating, live music, arts and cultural uses in public spaces will be explored. Programmatic interventions may include busking locations, community placemaking events and focused grant investments to stimulate cultural activities. Activities that are proven to be successful will then be formalized as part of the long-term plan for the Districts.



Implementation

Continued.

Suggested Lead & Supporting Partners

Suggested Lead	Suggested lead is the City unit responsible for implementing the recommendation. In some cases, the suggested lead is listed because they are working on an existing, aligning project or the recommendation pertains largely to their area of expertise.
Supporting Partners	Supporting partner is the City unit that will provide support to implement the recommendation. This may include providing technical expertise or providing support on a project team. Supporting partners have been identified through consultation with City staff and have confirmed their capacity to provide support.
Potential Partners	Potential partners have been identified through internal consultation and their participation requires further discussion. In the public engagement phase, potential partners will be engaged to determine their interest and capacity to participate, where appropriate.

New Recommendations & Existing Projects

New Recommendations – New recommendations have been formed through the development of the Cultural Districts Implementation Plan and are not captured on previous City projects or work plans.

Existing Projects – Existing projects have been captured within previous City projects or work plans, and are included in the recommendations because of their strong alignment with Cultural Districts. Existing projects offer an opportunity to collaborate and provide input to support the Cultural Districts Implementation. This also includes expansion of existing projects or programs.

Funding Sources

Existing Cultural Districts Budget	Funded through the Council-approved budget of \$70,000 (2019) for the Cultural Districts implementation. This budget will support low cost, high impact, temporary public space activations.
Existing Public Art Program Budget	Funded through the City's existing Public Art program. Where appropriate, the Public Art program will strategically focus existing public art programs to be located in the Cultural Districts.
Existing Culture Operating Budget	Funded through the Culture Division's existing annual operating budget.
Arts Reserve	Potentially funded through the City of Mississauga's Arts Reserve funds, subject to approval process.
Partnerships	Funding will be secured through partnerships with other City units.
Third Party Partnerships	Funding to be secured through partnerships with third parties that will support with implementation of the project. Examples of potential partners include Artscape Atelier, STEPS, Mississauga Arts Council and developers/ landowners.
Sponsorships	Culture Division to actively seek sponsorship funding to support projects.

Implementation

Continued.

Framework for Recommendations

Policies, Studies and Guidelines

Policies, studies and guidelines will seek to update City policies and permitting processes to support arts and cultural uses and activities in the Cultural Districts. These actions include research, best practices, benchmarking reviews and public consultation to inform direction and policy changes.

Programs and Initiatives

Programs and initiatives includes the development of new programs or initiatives, and the expansion of existing culture and public art programming to create vibrant public spaces, parks, streets and public realm. Programs and initiatives are strategically focused on animating and activating the Cultural Districts in addition to creating opportunities for artists, youth and performers.

Community and Business Support

Community and business support includes actions to support community partners such as community organizations, businesses and BIAs to activate the Cultural Districts. This plan recognizes the important role local community partners play as trusted community resources that are leaders in marketing, activating and programming the Cultural Districts. These actions rely on close collaboration with local community partners.

Partnerships

Partnerships include opportunities to collaborate with City, community and external partners on on-going projects and event programming. These actions are highly collaborative and may include multiple partners leading and contributing.

Public Realm Activations

Public realm activations include site-specific Cultural District activations which animate and activate sites using tactics such as temporary public art, pop ups and programming.

Recommendations

Cultural Districts - Citywide

Policies, Studies, Guidelines

1.1. Incorporate high level direction on the establishment of Cultural Districts in the Official Plan through the 2019-2021 Official Plan Review.

The Official Plan review cycle provides an opportunity to build in support for the Cultural Districts, which may reduce administrative barriers during the implementation of actions. This will provide direction for future arts and cultural development to be strategically concentrated in the seven Cultural Districts. The Official Plan includes Community Node Character Areas in Mississauga, which include specific policies that aim to maintain the character of the area, while enabling new development that helps to achieve residential and employment density targets and provides for a transition in heights that respects the surrounding context. Each of the Cultural Districts identified is characterized as a Community Node in the Official Plan, with the exception of the Downtown Core and Downtown Cooksville, which are identified as Downtown Character Areas.

The Cultural Districts will be areas where the provision of arts and cultural facilities will be encouraged, and various planning tools will be applied to enhance their public realm and contribute to their vibrancy and sense of place. Concentrated arts and cultural development in these neighbourhoods will provide positive social, health and economic outcomes for their communities. The creation of vibrant complete communities provides an opportunity for social and community gathering, self-expression and support for local businesses.

Mississauga's forthcoming new road classification system, which will also be incorporated into the Official Plan, will also provide an opportunity to rationalize where public art and enhanced boulevard treatments should be located to support pedestrian-oriented main streets implemented in 2021 – 2023. Cultural Districts can be reviewed in future Official Plan review cycles to provide more detail and long term direction.

This recommendation is consistent with benchmarking results from 12 cities across North America and England with arts and cultural districts, which have included supportive language in their Official Plan (or equivalent) for continued support for and development of Cultural Districts.

1.2. Undertake a study to review and analyze opportunities, gaps and barriers in the Official Plan, Zoning By-Law and licensing and permitting processes to better support arts and cultural uses within the Cultural Districts. Contribute study results as part of Culture Planning's feedback to future Official Plan and Zoning By-law review processes.

Engage community groups, users and BIAs in the review to understand their arts and culture needs and interests to help recognize potential changes needed in the Official Plan, and zoning and licensing and permitting processes. This study will include benchmarking, best practices, a comparative analysis of other municipalities and a review of options to improve and increase opportunities for arts and cultural uses in spaces across the City. Many different strategies could potentially be used to achieve this purpose, such as clarifying or adding use definitions, clarifying types of arts and cultural activities and their permitted locations, and streamlining processes.

1.3. Co-lead a review with Tourism Mississauga of cultural districts and tourism areas within Mississauga to identify areas of synergy. Conduct stakeholder engagement to identify business interests and where cultural districts may be recommended as potential exemption areas under the Retail Business Closures By-law.

The Tourism Master Plan recommends establishing tourism districts or clusters to focus tourism marketing efforts and initiatives. In June 2018, the Region of Peel introduced a new by-law, the Retail Business Closures By-law no. 34-2018, that exempted Region of Peel from the Province's Retail Business Holiday Act. Under Peel's new by-law, the City of Mississauga may identify tourism district areas to be exempt and permitted to open on public holidays. Places in Mississauga which have been currently grandfathered in under the new by-law include Square One Shopping Centre, Port Credit BIA, Mississauga Chinese Centre and a few ethnic supermarkets. While the City of Mississauga has not yet defined tourism districts or clusters for the purposes of the by-law, cultural districts have been identified as areas of high tourism activity potential and may align with some tourism areas. The cultural districts include historic and cultural attractions, entertainment, retail and unique features such as the waterfront which attract local and regional tourism. Undertake a review with the Tourism Mississauga of cultural districts and tourism areas within Mississauga to identify areas of synergy and where cultural districts may be recommended as potential exemption areas under the Retail Business Closures By-law. Conduct business stakeholder engagement to determine business interest to be included in an exemption area. This may include developing criteria for tourism areas for consideration as an exemption area under the by-law, with characteristics such as a main street, an area specializing in ethnic products or services or selling antiques.

1. City of Ottawa, City of Montreal, City of Hamilton, City of Toronto, City of Vancouver, City of Surrey, City of Kelowna, City of Port Coquitlam, City of Winnipeg, Canada. City of Berkley, City of Providence, City of Lakewood, USA. City of London, City of Birmingham, UK

Implementing the Program

Cultural Districts - Citywide **Continued.**

1.4. Establish a program to permit outdoor patios on public lands and on private property in existing, established Cultural Districts where the current built environment does not support this use.

Outdoor patios, which include sidewalk patios or sidewalk cafés, help create vibrant, inviting streets that encourage residents and visitors to stay and explore. They contribute to a sense of place, encourage spillover of activity onto the streets and contribute to the local evening economy. During the COVID-19 recovery phase, temporary measures were put in place to permit outdoor seating areas on public property and private property. Currently, zoning in the City does not permit patios as of right on public lands. Outdoor patios are permitted in Port Credit through a multi-year blanket minor variance that allows patios to encroach onto the public sidewalk seasonally from April to October, with an end date in 2022. Patios are permitted as of right on private property in the Downtown Core through the Zoning By-Law.

Identify local business interest for outdoor patios in the Cultural Districts, on public lands and on private property in existing, established Cultural Districts where the current built environment does not support this use. A districts-wide patio program may run seasonally each year, and include requirements from businesses such as an application process, fees, guidelines and standards for patios to ensure compliance and safe operation.

1.5. Align the Cultural Districts with the forthcoming Thematic Framework for Mississauga.

The Thematic Framework for Mississauga is a forthcoming document that will identify and explain major themes, factors and processes that influence the history and culture of areas across the City. These themes will be used to investigate and identify cultural heritage values, heritage resources, and to inform heritage interpretation. Review the Cultural District themes to ensure they complement and align with the Thematic Framework to leverage opportunities for heritage interpretation through plaques, placemaking opportunities and/or programming.

1.6. Ensure Culture Planning representation on strategic planning and policy initiatives that impact Cultural Districts to ensure that a culture lens is applied.

Participate in strategic planning and policy initiatives that impact the Cultural Districts to identify future aligning opportunities and initiatives.



Recommendations

Cultural Districts - Citywide **Continued.**

Programs and Initiatives

1.7. Implement a program to require developers to install public art on construction hoarding.

Identify options within the development and construction permitting process to implement a requirement from developers to install public art on construction hoarding. Under the City's Sign By-law, advertising or marketing on construction hoarding is not permitted by a developer.

Develop a framework to allow developers to install public art on construction hoarding, selecting from a curated collection of artworks juried by community members and arts professionals. This collection would be managed by the Public Art Program to ensure artwork is responsive of local community values and interests, and relevant to the local context.

Investigate additional options for developers to commission new artworks or their own site-specific artwork, working with the local community and arts organizations, and in consultation with the City's Public Art team.

During the stakeholder engagement phase, construction hoarding was identified as a key opportunity for beautification. Public art on construction hoarding is a common sight in many cities all over the world.

Beautifying construction hoarding with public art, community art, wayfinding or creative messaging is an effective tool to divert attention from the inconvenience of construction and improve the experience at the pedestrian scale. Construction hoarding can also become a canvas for creative experimentation and expression, and can provide more and highly visible opportunities for emerging and mid-career artists to display their work in the public realm.

Where construction limits visibility to local businesses and places, visuals and wayfinding signage on construction hoarding may help increase accessibility to those places. The Cultural Districts have active main streets, good access to transit, are walkable neighbourhoods where pedestrians and visitors can benefit from and enjoy public art on construction hoarding. Many of the Cultural Districts have upcoming construction projects which provide the ideal canvas for public art.

1.8. Pilot a micro grant program in the Cultural Districts aimed at encouraging local residents, youth, artists and art collectives, and unregistered local groups and not-for-profit organizations to participate in creative placemaking efforts.

The purpose of the micro grant pilot program will be to encourage the re-imagination of neighbourhood spaces into places for gathering, interactive temporary public art and creative placemaking.

Applicants will be encouraged to design and implement small-scale placemaking projects in the Cultural Districts to increase vibrancy and opportunities for community gathering; bring value and vibrancy to underused spaces through whimsical, innovative and engaging projects; advance participation, knowledge and appreciation for the arts, culture and heritage amongst residents of Mississauga.

The micro grant pilot program supports the goals of the 2019 Culture Master Plan to explore granting opportunities for cultural projects that support not-for-profit organizations, groups and collectives. It also supports the 2019 Culture Master Plan objective to expand resident and visitor experiences through placemaking, atmospheric programming and self-directed creative exploration.

A plan to operationalize the micro grants pilot program will need to be put in place. To do so, a micro-grant review committee will be established including various City units, community partners and local business owners.

If successful, a permanent micro grant pilot program would build on the success of the 2021 Culture Projects Grant cycle and ensure a continued focus on placemaking initiatives within the Culture and Community Grants program. The micro grant program would also address an identified gap by enabling local residents, youth, artists, and local groups and collectives without legal or registered status to apply for small grants independently to grow their capacity for larger grant opportunities.



For Credit See Appendix 4

Recommendations

Cultural Districts - Citywide **Continued.**

Programs and Initiatives

1.9. Create an Idea Bank to collect creative, whimsical ideas and suggestions for the Cultural Districts.

The Idea Bank will be a living repository of ideas and suggestions that local communities and partner organizations, as well as City units, will be encouraged to contribute to and draw ideas from for implementation in future years. Where alignment opportunities with other City projects occur, these ideas may be implemented.

The Idea Bank will provide the Cultural Districts with a constant flow of new ideas that reflect the community's needs and interest, regional, national and international trends, and innovative solutions. The Idea Bank is intended to serve as an on-going tool to engage the community and encourage creative ideation. Where ideas align with City projects, upgrades to infrastructure and when new construction projects arise, implementation of these ideas will be encouraged. Criteria for selection of ideas, and funding sources will be determined. The Idea Bank may be hosted online on the Culture Website.

1.10. Develop a marketing strategy for each Cultural District that builds on the City's destination marketing campaign through a coordinated approach working with Tourism Mississauga, Culture Marketing, Economic Development, local BIAs and business stakeholders.

A marketing strategy can help highlight and strengthen the identity of the area and market the Cultural Districts as local destinations. It can help support local creative industries and the local economy by increasing the visibility of arts, cultural and music assets in the City.

Tourism Mississauga is leading the development of a destination marketing campaign for Mississauga. The development of the destination marketing campaign will include market research, stakeholder engagement and strategic planning. The city-wide destination marketing campaign will inform the marketing strategy for each Cultural District. Coordinating existing marketing efforts with all partners will be central to the marketing strategy to ensure a strong, cohesive approach to marketing the Cultural Districts. The marketing strategy will include specific roles and responsibilities for all partners, key messaging, branded signage and a visual brand identity.

1.10.1. Appoint a Culture representative to participate in the Tourism Mississauga working group to inform the destination marketing campaign.

This will help to strategically coordinate destination marketing, branding and activities of the Cultural Districts with local partners such as BIAs and organizations. Explore opportunities to integrate the cultural district themes and Creative City brand into the look and feel of the cultural districts, to align with the overall destination marketing brand. Consider a range of joint marketing efforts and cross-promotion of events in the districts.

1.10.2. Develop a communications strategy to utilize existing Culture Marketing communication channels to align with the City's destination marketing campaign and the Visit Mississauga website landing page.

Curate information on community, arts, cultural and music events across Mississauga that take place within the Cultural Districts. Identify potential platforms for the Idea Bank to be hosted on existing communication channels. The existing communication channels may include the Culture website, newsletters and social media accounts.

1.10.3. Identify areas for providing support to BIAs and local businesses affected by the Hurontario LRT construction.

Identify opportunities for beautification, creative placemaking and programming options to mitigate the impact of construction at the pedestrian scale and maintain good access to local businesses. Work with Tourism Mississauga and Economic Development to provide support through marketing and communication actions, placemaking and temporary activations.

Recommendations

Cultural Districts - Citywide **Continued.**

Community and Business Support

1.11. Encourage BIAs and local businesses to actively identify empty storefronts which can be used as temporary displays for art and local events marketing.

Beautify empty storefronts and display art in windows to animate underused spaces, welcome art into new places and encourage rental of those sites. This action will create a consistent beautified main street, help maintain public safety and would welcome art into places it previously would not have been featured.

1.12. Establish a set of guidelines for BIAs, cultural organizations and other private businesses to create and install murals in the public realm.

In collaboration with Parks' Beautification Program, Public Art will develop a mural toolkit to provide best practices and commissioning guidelines for others across the City. This mural toolkit will equip private property owners, BIAs, businesses, local organizations, and developers with the necessary knowledge and resources to install murals by artists or community members on their building or storefront in the public realm. *Potential funding opportunities and grants will also be identified which property owners can apply to for assistance.*

1.13. Expand the Public Art Banner Program to the Cultural Districts.

1.13.1 Provide support to BIAs where there is interest in installing public art banners in the Cultural Districts.

This may include support to set up an artists' call for submissions, themes or areas of focus for the banners.

1.13.2 Collaborate with the Tourism Mississauga to identify destination marketing opportunities and support for local business campaigns through banners in the Cultural Districts.



Recommendations

Cultural Districts - Citywide **Continued.**

Community and Business Support

1.14. Continue to work strategically with BIAs to coordinate annual event programming and opportunities to work together.

Work together with the BIAs to strategically align annual event programming and beautification projects with City planned improvements and event programming. By being strategic about planned initiatives, new opportunities may arise between City and BIA run programs to provide support, identify grant opportunities or access resources. Through this process, identify any barriers BIAs and community groups may face and help to re-direct resources and tools the City offers such as Sauga Buses for Special Event permits and available grants for beautification and community initiatives.

1.14.1. Build capacity in local community partners to host events, such as through training and sharing best practices.

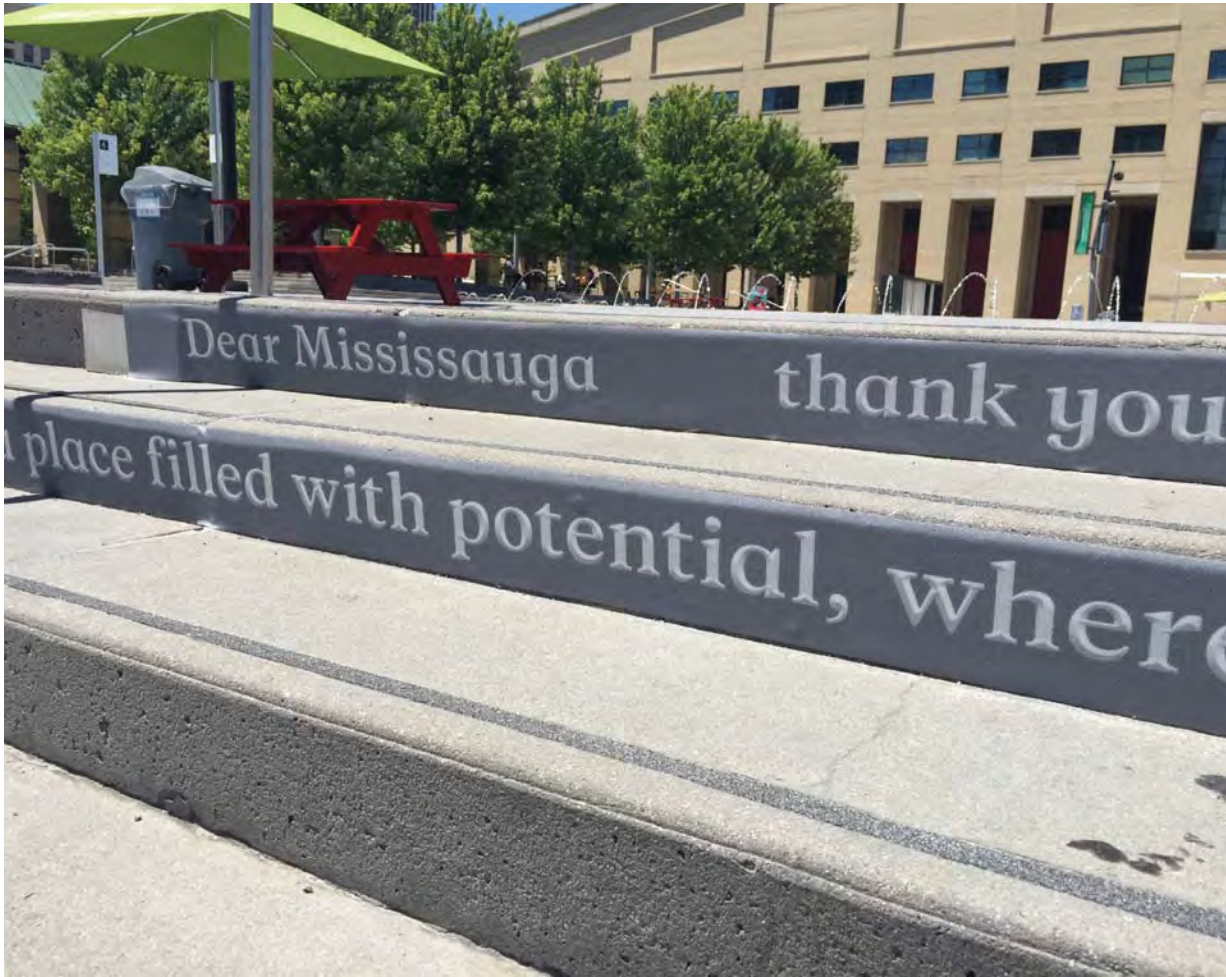
The Canadian Live Music Association hosts local workshops on safe spaces training for businesses, how to be a leader in event safety and other practices to follow when organizing large community events that draw large crowds of visitors.

1.15. Identify areas within Cultural Districts where the City can provide support to places of worship that host and support non-denominational programming to encourage sharing of space for community, culture and creative uses.

Places of worship play an essential role in the social, spiritual and community life of residents. They provide important services, childcare, open space, educational programs and venues for performances and weddings. Many studies aim to quantify the economic impact of places of worship on local economies, known as the halo effect. It is estimated that places of worship bring more than four times the value to the community compared to what they spend.

Connect with places of worship in the Cultural Districts to understand their role in the community. Identify gaps and the ways in which support is needed to tap into their potential for sharing space with non-denominational community programming and creative uses. Examples include marketing support for non-denominational programming, or connecting places of worship with creative and cultural organizations to leverage opportunities to share space.

Historically, places of worship have been the heart of the city. In recent years, dwindling congregations have created an excess of underutilized space causing places of worship to struggle to remain open and keep up with maintenance obligations for deteriorating buildings. To address this gap, some places of worship in Mississauga have opened their doors to share their space with community and cultural organizations. They host a multitude of programs ranging from afterschool programs and seniors gatherings to concerts, music rehearsal and recording space. They have begun to undertake renovations, such as installing movable pews, to create a flexible multiuse space that can accommodate a diverse range of community groups. These places of worship bring incredible value to the community by providing low cost rental space and it is important to understand how the City can support them in the work that they do.



For Credit See Appendix 4

Recommendations

Cultural Districts - Citywide **Continued.**

Partnerships

1.16. Collaborate with Smart Cities on programming in the Cultural Districts to explore potential technology-driven solutions to community needs and create opportunities for the public and local entrepreneurs to engage in discussions to explore, learn and contribute to the future of Mississauga.

The Smart Cities Master Plan provides opportunities for city building through the use of smart technology in our everyday lives. The Smart Cities' programming such as the Centre for Civic Curiosity, Wireless Mississauga and Innovation Challenges offer many opportunities to host programs in partnership within Smart Cities Living Lab neighbourhoods. Activities may include testing new technologies, providing opportunities for local entrepreneurs to test out new ideas and engaging the public in discussions on exploring, learning and contributing to the future of Mississauga. Explore opportunities to create awareness of access to Wi-Fi in the Cultural Districts to further encourage sharing of ideas, collaboration and engagement. The designated Living Lab neighbourhoods are the same as the Cultural District neighbourhoods. Potential local partners include Economic Development Office, Mississauga Libraries, local institutions such as University of Toronto Mississauga and Sheridan College, and organizations such as YMCA and Art Gallery of Mississauga.

1.17. Collaborate with the City's existing public art programs, such as the annual Poet Laureate collaboration, to explore and commission opportunities for temporary public art.

The Poet Laureate Program recognizes two local poet laureates every two years. The role of the Poet Laureate is to elevate the status of poetry, literary arts and writers within their communities and beyond^{iv}. This honorary position recognizes a poet who writes excellent poetry or spoken word and has written about themes that are relevant to the citizens of Mississauga.

The annual collaboration between the Poet Laureate and Public Art programs offers an opportunity to create temporary public art, informed and inspired by the work of the Poet Laureate.

1.18 Collaborate with Public Art and LRT Office to identify potential public art locations and beautification opportunities within the Cultural Districts along the Hurontario LRT route.

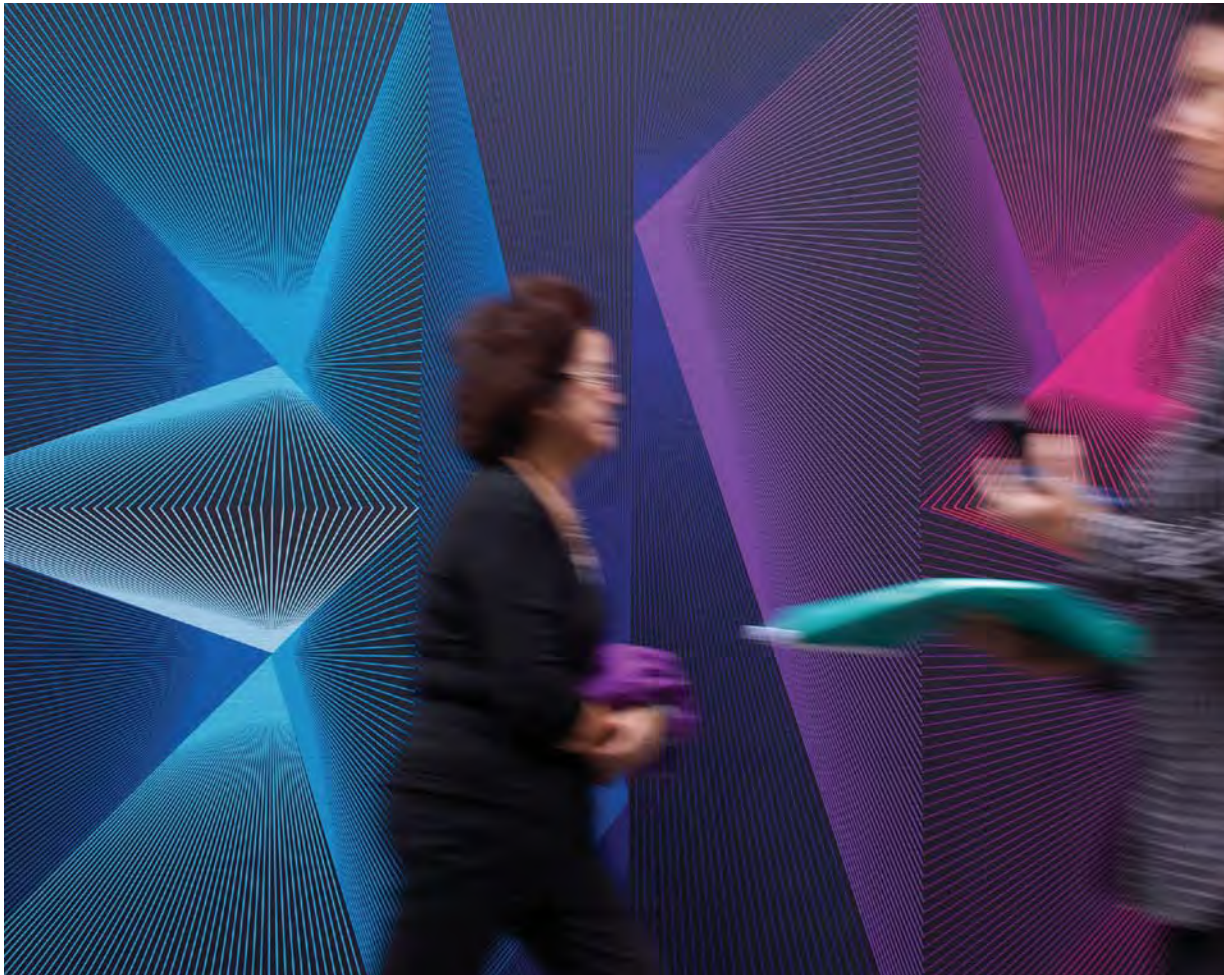
Following the completion of construction of the Hurontario LRT, City funding may be available for public art projects along Hurontario Street. Work with Public Art, LRT Office and Transportation and Works to identify locations for public art within the Cultural Districts. Encourage public art on construction hoarding to enhance the experience at the pedestrian level and create expressions of arrival in the districts through creative placemaking. Examples of arrival can include visual cues, distinct use of colour and design used to inform users that they are entering a defined area, such as a Cultural District. Examples of creative placemaking may include installing signage that highlights the local identity and nearby attractions such as the waterfront and local shops. Engage the LRT office to identify infrastructure requirements for public art and technical specifications for installation.

1.19. Expand the Summer Concert Series to all of the Cultural Districts on a rotating basis. (2023+)

The Summer Concert Series features free outdoor live music in Mississauga's parks such as Port Credit Memorial Park and Streetsville Village Square featuring local and regional acts. Hosted by Mississauga's Creative Industries Office, the Summer Concert Series takes place on weekend evenings in the summer and draws locals and visitors alike. Identify current barriers to the expansion of the Summer Concert Series, such as infrastructure needs. Identify potential locations, staff capacity, financial resources, and potential local community partnerships to host events in the Cultural Districts to expand programming.

1.20. Expand the Sauga Busks program to all Cultural Districts.

Busking involves a group or person performing in a public place, providing entertainment and enjoyment for the public. The Sauga Busks program allows artists to practice their craft in public places and collect voluntary donations from the public. The presence of buskers adds to the vibrancy of Mississauga's neighbourhoods and brings energy and excitement to the street. Expand the Sauga Busks program in Cultural Districts. Engage the community to understand local interest in expansion of the program, identify potential locations and pilot these locations.



	New/ Existing Project	Cultural Districts- City Wide Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
1.1.	New	Incorporate high level direction on the establishment of Cultural Districts in the Official Plan through the 2019-2021 Official Plan Review.	2020 - 2021	Culture Planning Supporting Partners: Planning & Building -Official Plan Review	N/A
1.2.	New	Undertake a study to review and analyze opportunities, gaps and barriers in the Official Plan, Zoning By-Law and licensing and permitting processes to better support arts and cultural uses within the Cultural Districts. Contribute study results as part of Culture Planning's feedback to future Official Plan and Zoning By-law review processes.	2022	Culture Planning Supporting Partners: Planning & Building – City Planning Strategies, Development & Design	N/A
1.3.	New	Co-lead a review with Tourism Mississauga of cultural districts and tourism areas within Mississauga to identify areas of synergy. Conduct stakeholder engagement to identify business interests and where cultural districts may be recommended as potential exemption areas under the Retail Business Closures By-law.	2021	Culture Planning, Tourism Mississauga Supporting Partners: Economic Development, By-Law Enforcement	N/A
1.4.	New	Establish a program to permit outdoor patios on public lands and on private property in existing, established Cultural Districts where the current built environment does not support this use.	2021	Culture Planning, Planning & Building Supporting Partners: Planning & Building, Realty Services, Transportation & Works – Works, Operations & Maintenance, Parking Planning, TBC	Existing Cultural Districts Budget
1.5.	Existing	Align the Cultural Districts with the forthcoming Thematic Framework for Mississauga.	2021	Heritage Planning Supporting Partners: Culture Planning	N/A
1.6.	New	Ensure Culture Planning representation on strategic planning and policy initiatives that impact Cultural Districts to ensure that a culture lens is applied.	Ongoing	Culture Planning Supporting Partners: Culture Division	N/A
1.7.	Existing	Implement a program to require developers to install public art on construction hoarding.	2021 - 2022	Public Art Supporting Partners: Culture Planning, Transportation & Works – units TBC, Legal, City Planning Strategies	N/A
1.8.	New	Pilot a micro grant program in the Cultural Districts aimed at encouraging local residents, youth, artists and art collectives, and unregistered local groups and not-for-profit organizations to participate in creative placemaking efforts.	2022 - 2023	Culture Planning, Culture Grants Supporting Partners: Public Art, TBC	Existing Cultural Operating Budget

	New/ Existing Project	Cultural Districts- City Wide Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
1.9.	New	Create an Idea Bank to collect creative, whimsical ideas and suggestions for the Cultural Districts.	2021	Culture Marketing Supporting Partners: Culture Planning	N/A
1.10.	New	Develop a marketing strategy for each Cultural District that builds on the City's destination marketing campaign through a coordinated approach with Tourism Mississauga, Culture Marketing, Economic Development, local BIAs and business stakeholders.	2021- 2022	Tourism Mississauga Supporting Partners: Culture Marketing, Economic Development	Refer to Tourism Master Plan
1.10.1.	New	Appoint a Culture representative to participate in the Tourism Mississauga working group to inform the destination marketing campaign. This will help to strategically coordinate destination marketing, branding and activities of the Cultural Districts with local partners such as BIAs and organizations. Explore opportunities to integrate the Cultural District themes and Creative City brand into the look and feel of the Cultural Districts to align with the overall destination marketing brand. Consider a range of joint marketing efforts and cross-promotion of events in the districts.	2021	Culture Marketing	N/A
1.10.2	New	Develop a communications strategy to utilize existing Culture Marketing communication channels to align with the City's destination marketing campaign and the <i>Visit Mississauga</i> website landing page. Curate information on community, arts, cultural and music events across Mississauga that take place within the Cultural Districts. Identify potential platforms for the Idea Bank to be hosted on existing communication channels. The existing communication channels may include the Culture website, newsletters and social media accounts.	2021- 2022	Culture Marketing Supporting Partner: Tourism Mississauga	N/A
1.10.3	New	Identify areas for providing support to BIAs and local businesses affected by the Hurontario LRT construction. Identify beautification, creative placemaking and programming options to mitigate the impact of construction at the pedestrian scale and maintain good access to local businesses. Work with Tourism Mississauga and Economic Development to provide support through marketing and communication actions, placemaking and temporary activations.	2021	Culture Planning, Economic Development, Tourism Mississauga Supporting Partners: Recreation - Community Development	Partnerships, Existing Cultural Districts Budget

	New/ Existing Project	Cultural Districts- City Wide Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
1.11.	New	Encourage BIAs and local businesses to actively identify empty storefronts which can be used as temporary displays for art and local events marketing. Beautify empty storefronts and display art in windows to animate underused spaces, welcome art into new places and encourage rental of those sites.	2021- 2023	BIAs Supporting Partners: Recreation - Community Development, Public Art, Realty	Arts Reserve
1.12.	<i>Existing</i>	Establish a set of guidelines for BIAs, cultural organizations and other private businesses to create and install murals on private property, visible to the public realm.	2021	Public Art	N/A
1.13.	<i>Existing</i>	Expand the Public Art Banner Program to the Cultural Districts.	2021	Public Art Supporting Partners: BIAs	Partnerships
1.13.1.	New	Provide support to BIAs where there is interest in installing public art banners in the Cultural Districts. This may include support to set up an artists' call for submissions, themes or areas of focus for the banners.	2021 - 2023	Public Art	N/A
1.13.2.	<i>Existing</i>	Collaborate with the Tourism Mississauga to identify destination marketing opportunities and support for local business campaigns through banners in the Cultural Districts.	2020 - 2021	Tourism Mississauga Supporting Partners: Public Art, Economic Development	Refer to Tourism Master Plan
1.14.	<i>Existing</i>	Continue to work strategically with BIAs to coordinate annual event programming and opportunities to work together.	2021 - 2023	Culture Planning Supporting Partners: Recreation - Community Development, Culture – Community Development, Music Office	N/A
1.14.1.	New	Build capacity in local community partners to host events, such as through training and sharing best practices.	2021 - 2023	Creative Industries, Recreation - Community Development	N/A
1.15.	New	Identify areas within Cultural Districts where the City can provide support to places of worship that host and support non-denominational programming to encourage sharing of space for community, culture and creative uses.	2022	Culture Planning	N/A

	New/ Existing Project	Cultural Districts- City Wide Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
1.16.	<i>Existing</i>	Collaborate with Smart Cities on programming in the Cultural Districts to explore potential technology-driven solutions to community needs and create opportunities for the public and local entrepreneurs to engage in discussions to explore, learn and contribute to the future of Mississauga. Examples of Smart City programming include Wireless Mississauga, Centre for Civic Curiosity and Innovation Challenges.	2021 - 2023	Information Technology Supporting Partners: Culture Planning, Economic Development	Smart City
1.17.	<i>Existing</i>	Collaborate with the City's existing public art programs, such as the annual Poet Laureate collaboration, to explore and commission opportunities for temporary public art.	2021 - 2023	Public Art, Culture Programs	Existing Public Art Program Budget, Existing Cultural Districts Budget
1.18.	<i>Existing</i>	Collaborate with Public Art and LRT Office to identify potential public art locations and beautification opportunities within the Cultural Districts along the Hurontario LRT route.	2023+ (2021 pre-planning)	Public Art, Culture Planning	Existing City approved public realm budget, Third Party Partnerships
1.19.	<i>Existing</i>	Expand the Summer Concert Series to all of the Cultural Districts on a rotating basis.	2021 - 2023	Creative Industries Office	Existing Culture Operating Budget, Sponsorships
1.20.	<i>Existing</i>	Expand the Sauga Busks program to all of the Cultural Districts.	2021- 2023	Creative Industries Office	Existing Culture Operating Budget

Recommendations

Cultural Districts - Port Credit

Public Realm Activations

2.1. Animate the triangular public space at the south east corner of Stavebank Road and Lakeshore Road East with public art, seating or live entertainment.

Collaborate with City units to identify placemaking and animation of the public space. Coordinate programming with the BIA which is programming the adjacent wall with projections, to ensure activations are complimentary. Examples include interactive public art, flexible seating, small planter boxes and a busking stop.

2.2. Collaborate with local partners to activate and animate St. Lawrence Park through programming such as pop-ups and festivals to attract visitors to the park.

St. Lawrence Park is nestled behind Lakeshore Road East and offers beautiful views of Lake Ontario. During the stakeholder engagement phase, we heard that St. Lawrence Park is underused, but has potential for programming. While most events and festivals tend to be anchored in the Port Credit Memorial Park and marina area, St. Lawrence Park offers an opportunity for smaller-scale, alternative programming. Explore opportunities through tactics such as wayfinding signage and temporary public art to draw more visitors to the area.

2.3. Identify creative placemaking and cultural programming opportunities within the Brightwater Development in Port Credit and the future development at 1 Port Street East.

The Brightwater Development is a mixed-use development that will frame the west-end of Port Credit, located on a former brownfield site. The 72-acre development includes 18 acres of parks and outdoor amenities. Gateway public art has been identified for the development. Identify cultural infrastructure needs and opportunities to partner on animating parks and open spaces such as the West Village Square. Coordinate with landowners and the BIA to explore programming options.

2.4. Identify opportunities to interpret and highlight the heritage of Port Credit through public art and creative programming.

Port Credit is a neighbourhood of great heritage significance. The mouth of the Credit River at Lake Ontario was a critical site for the Indigenous settlement in the area. Today, the Credit River valley runs as a major spine through Mississauga, providing abundant natural landscape and wildlife habitat in an urbanized city. Port Credit remains an important site for the Mississaugas of the Credit. Participate in the creation of the Indigenous Art Walk proposed along Port Credit's waterfront and actively identify opportunities to enhance Indigenous interpretation through placemaking and temporary and permanent public art.

Port Credit has many heritage designated properties. The Old Port Credit Heritage Conservation District plan was enacted in 2004, recently updated in 2018, to preserve and enhance the heritage value of the properties. Heritage Conservation Districts are areas defined by the City as being of unique character to be conserved through a designation by-law pursuant to the Ontario Heritage Act. A Heritage Conservation District Plan defines the cultural heritage value of the area and heritage attributes that contribute to its value or interest.

Actively identify opportunities for heritage interpretation in Port Credit through creative measures such as community events, storytelling and public art.

What is heritage value?

Heritage value means the aesthetic, historic, scientific, cultural, social or spiritual importance or significance for past, present or future generations. The heritage value of Old Port Credit Village Heritage Conservation District Plan as a historic place is embodied in its character-defining materials, forms, location, spatial configurations, uses and cultural associations or meanings.

Implementing the Program

Cultural Districts - Port Credit **Continued.**

Programs and Initiatives

2.5. Explore opportunities for the Port Credit Lighthouse and adjacent lot to become a greater cultural amenity in the community with event programming, recreational uses and community gatherings. (2023+)

The Port Credit Lighthouse wastewater pumping station is to be de-commissioned by 2027. With consideration of City and Regional agreements to operate this space, explore options to program the adjacent lot such as with event programming, festivals and temporary public art.

The outdoor patios in Port Credit, initiated through the Port Credit Culture Node, have been successful in bringing foot traffic, animating the public realm and contributing to a vibrant night life in Port Credit. There is strong business support for continuation of the outdoor patios, and a policy or program needs to be developed to ensure ongoing operation. Participate in the Lakeshore Road Environmental Assessment, which includes a re-design of Lakeshore Road, to ensure outdoor patios in the right-of-way are accommodated in the plans.

Policies, Studies and Guidelines

2.6. Ensure future right-of-way and public realm plans for Lakeshore Road account for outdoor patios in the Port Credit BIA area.

The outdoor patios in Port Credit, initiated through the Port Credit Culture Node, have been successful in bringing foot traffic, animating the public realm and contributing to a vibrant night life in Port Credit. There is strong business support for continuation of the outdoor patios, and a policy or program needs to be developed to ensure ongoing operation. Participate in the Lakeshore Road Environmental Assessment, which includes a re-design of Lakeshore Road, to ensure outdoor patios in the right-of-way are accommodated in the plans.

2.7. Provide support to the Port Credit Arts Collective to bring more awareness to arts and culture in Port Credit's east end through placemaking, policy and marketing initiatives.

Identify additional areas to support artists and arts-based businesses in Port Credit.

The Port Credit Arts Collective is a collective of artists and arts-based businesses in Port Credit working together to support and spearhead a vibrant arts and culture scene in Port Credit. The collective was formed in 2018 and includes more than ten local artists and arts-based businesses based in Port Credit. The mandate of the collective is to support arts-based businesses and local talent, spearhead artistic opportunities in Port Credit, and leave a legacy to engage the local community through the richness of arts and culture. Work with the artists and arts-based businesses in Port Credit to identify areas for support. Ensure they have access to resources and can succeed in Port Credit's creative cluster, and provide opportunities for artists to participate in creative expression throughout Port Credit.

In the stakeholder engagement phase, we heard that many of Port Credit's arts-based businesses are located in its east end (Lakeshore Road, east of Hurontario Street). While the area has a budding arts industry, it requires public realm enhancements and activations to create a more welcoming, attractive environment. Placemaking, activating underused spaces and adding seating were some of the ideas discussed to create a more welcoming environment that encourages visitors to frequent arts businesses and enjoy other local activities.

Partnerships

2.8. Collaborate with Smart Cities on the Augmented Reality event in Port Credit.

Smart Cities in collaboration with Creative Industries is organizing an augmented reality digital art and music experience created by artist Iskwe and Albedo Informatics in Port Credit. The event will take place on Port Credit's waterfront in summer 2021 and will include a digital art and music experience that can be viewed on the water through augmented reality technology. Identify any aligning programming in Port Credit with the event, and opportunities for marketing the event with Tourism and the local BIA.

2.9. Identify opportunities for collaboration on the creation of a waterfront parks identity and development of interpretive installations, which is one of the recommendations of the Waterfront Parks Strategy Refresh. (2023+)

	New/ Existing Project	Cultural Districts- Port Credit Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
2.1.	New	Animate the triangular public space at the south east corner of Stavebank Road and Lakeshore Road East with public art, seating or live entertainment.	2021	Public Art, Culture Planning, Creative Industries Supporting Partners: Port Credit BIA, Urban Design, Parks - Community Development, Recreation – Community Development	Existing Public Art Program Budget
2.2.	New	Collaborate with local partners to activate and animate St. Lawrence Square through programming such as pop-ups and festivals to attract visitors to the park.	2022 -2023	Culture Planning, Public Art Supporting Partners: Recreation - Community Development, Parks Forestry & Recreation, Park Planning	Existing Cultural Districts Budget
2.3.	Existing	Identify creative placemaking and cultural programming opportunities within the Brightwater Development in Port Credit and the future development at 1 Port Street East.	2021	<i>Culture Planning to participate in discussions with developers and City units.</i>	N/A
2.4.	New	Identify opportunities to interpret and highlight the heritage of Port Credit through public art and creative programming.	2021 - 2023	Heritage Planning Supporting Partners: Public Art, Culture Planning	Partnerships
2.5.	New	Explore opportunities for the Port Credit Lighthouse and adjacent lot to become a greater cultural amenity in the community with event programming, recreational uses and community gatherings.	2023	<i>Culture Planning to participate in discussions with City units.</i>	N/A
2.6.	Existing	Ensure future right-of-way and public realm plans for Lakeshore Road account for outdoor patios in the Port Credit BIA area.	2021 - 2022	<i>Culture Planning to participate in T&W's EA study.</i>	N/A
2.7.	New	Provide support to the Port Credit Arts Collective to bring more awareness to arts and culture in Port Credit's east end through placemaking, policy and marketing initiatives. Identify additional areas to support artists and arts-based businesses in Port Credit.	2022	Culture Planning Supporting Partners: Culture - Community Development	Third Party Partnerships, Existing Cultural Districts Budget/ Arts Reserve
2.8.	Existing	Collaborate with Smart Cities on the Augmented Reality event in Port Credit.	2021	Creative Industries, Information & Technology Supporting Partners: Culture Planning, Culture Marketing	Funding secured through Canada Council for the Arts
2.9.	Existing	Identify opportunities for collaboration on the creation of a waterfront parks identity and development of interpretive installations, which is one of the recommendations of the Waterfront Parks Strategy Refresh.	2023	Culture Planning, Park Planning, Park Development Supporting Partners: Public Art	Refer to Waterfront Parks Strategy Refresh

Recommendations

Cultural Districts - Streetsville

Public Realm Activations

3.1. Improve access to the park located behind Streetsville Village Hall by incorporating wayfinding signage and temporary public art.

The park located on the Streetsville Village Hall property is a beautiful sunken park on Queen Street South with pollinator garden beds. The park is wheelchair accessible from Barry Street, however the entrance is hidden. The park fronting Queen Street South is fenced except for stairs stepping down into the park, which gives the impression that it is a private park. Access to the park can be improved through visual changes such as directional and park identification signage, temporary public art and highlighting the park in marketing materials.

3.2. Continue the Summer Concert Series in Streetsville featuring local artists.

The Creative Industries Office piloted a Summer Concert Series in Streetsville Village Square on Friday evenings in July and August 2019. The

lineup of talented performers drew a crowd of 200 to 800 people on Friday nights and overall brought more than 4,000 visitors to the area. The Summer Concert Series was well attended by the targeted older demographic (55+) who lived within 3km of the square and were looking for an interactive show with added activities to spend leisure time with their friends and companions.

The Summer Concert Series is an excellent example of creative programming that engages local talent and creates a vibrant, inviting environment for local residents to engage with arts, culture and entertainment within their everyday spaces (See #1.19 for more details).

3.3. Identify opportunities to interpret and highlight the heritage of Streetsville through public art and creative programming.

Streetsville has one of the highest concentrations of heritage designated properties in the city. To preserve and enhance the heritage value of these properties, a Heritage Conservation District is proposed for Streetsville. Heritage Conservation Districts are areas defined by the City as being of unique character to be conserved through a designation by-law pursuant to the Ontario Heritage Act . A Heritage Conservation District Plan defines the cultural heritage value of the area and heritage attributes that contribute to its value or interest. Heritage will be a defining characteristic of the Streetsville Cultural District.



Implementing the Program

Cultural Districts - Streetsville **Continued.**

Policies, Studies and Guidelines

3.4. Identify local business interest in outdoor patios and art installations in the public right-of-way, and clarify permitting options.

Conduct a review of properties to determine the feasibility for outdoor patios and art installations. Depending on the property, some businesses may be able to install outdoor patios within their property boundary. (See #1.4 for more details).

3.5. Incorporate Streetsville's cultural attractions into cycling wayfinding signage to attract cyclists and promote local things to do in Streetsville.

Cycling wayfinding signage will be installed along Britannia Road to attract cyclists riding by to Streetsville. This is an opportunity to highlight the cultural attractions Streetsville offers to encourage cyclists to explore the neighbourhood. Wayfinding signage may tie into Streetsville's themes of heritage, entertainment and explore.



For Credit See Appendix 4

	New/ Existing Project	Cultural Districts - Streetsville Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
3.1.	New	Improve access to the park located behind Streetsville Village Hall by incorporating wayfinding signage and temporary public art.	2021	Culture Planning Supporting Partners: Parks – Community Development, Park Planning, Park Operations, Public Art, TBC	Existing Public Art Program Budget
3.2.	Existing	Continue the Summer Concert Series in Streetsville featuring local artists.	Ongoing	Creative Industries Office	Existing Culture Operating Budget, Sponsorships
3.3.	New	Identify opportunities to interpret and highlight the heritage of Streetsville through public art and creative programming.	2021 - 2022	Culture Planning, Heritage Planning, Public Art	Culture Grants Program – Placemaking Grant
3.4.	New	Identify local business interest in outdoor patios and art installations in the public right-of-way, and clarify permitting options.	2021	Culture Planning Supporting Partners: Realty Services, Transportation & Works – Works, Operations & Maintenance, Planning & Building – Development & Design, TBC	N/A
3.5.	Existing	Incorporate Streetsville’s cultural attractions into cycling wayfinding signage to attract cyclists to local things to do in Streetsville.	2020 - 2021	Active Transportation Supporting Partners: Public Art, Culture Planning	Refer to Cycling Master Plan

Recommendations

Cultural Districts - Downtown

Public Realm Activations

4.1. Animate Living Arts Drive with temporary vibrant murals, crosswalks and flexible seating during the Complete Streets Pilot, a component of T&W's *Changing Lanes Complete Streets Guidelines* project.

Living Arts Drive is located west of Celebration Square, adjacent to the Queen Jubilee Gardens. It is a street with wide sidewalks and roadways, and many blank walls. A tactical urbanism event was held on Living Arts Drive in June 2019. The event reimagined the street into a pedestrian-friendly, inviting area through small scale, high impact tactics such as flexible seating, benches, sand boxes, colourful crosswalks and sidewalks, planters and a temporary bike lane. Building on the tactical urbanism event on Living Arts Drive, a further pilot is being planned for all of Living Arts Drive to showcase a 'Complete Street' as part of the development of Complete Streets Guidelines for the City of Mississauga. As part of the Active Transportation COVID-19 Recovery Framework, a 0.8km separated bike lane was approved for Living Arts Drive from Rathburn Road to Burnhamthorpe Road. To demonstrate a 'complete street', install temporary enhancements such as public art, flexible seating, colourful public realm enhancements such as crosswalks or painted sidewalks and create opportunities for community building and storytelling.

4.2. Tell the story of the Downtown Core community through public art, signage and culture programming.

Collaborate on the *Art on the Screens* Public Art Program to display digital public art that is engaging, culturally relevant and encourages community building.

Enhance the identity of the Downtown Core by engaging its diverse local communities in storytelling to establish a sense of place, foster community building and a sense of belonging. Ensure public art in the Downtown Core is culturally relevant to local communities and provides opportunities to interact by sharing a stories, memories and ideas for the future of the City.



Implementing the Program

Cultural Districts - Downtown **Continued.**

4.4. Coordinate signage across City units to pilot wayfinding options in the Downtown Core.

During the Downtown Strategy engagement phase, we heard that the Downtown Core lacks a strong wayfinding system. Engage downtown residents, visitors, commuters and students to understand their needs for a wayfinding system in the Downtown Core. Identify opportunities to highlight gateways to the Downtown Core through signage, public art banners, digital screens and programming. Coordinate options across City units such as T&W and Parks to pilot pedestrian-oriented wayfinding options. Invite local artists to participate in an artist-led pilot to develop creative signage options that are co-created with local communities. Ensure alignment with the Downtown Strategy and the Downtown Core Public Realm Strategy.

4.5. Activate underused green spaces in the Downtown Core through collaborative programming with City Parks Operations staff, LAC staff and local partners.

- Potential locations (*Park usage to be confirmed with City Parks Operations*): Living Arts Centre green space grounds, Community Commons Park, POPS Oxford Properties, Scholar's Green.
- Potential activations: flexible seating, outdoor seating, interactive public art, outdoor movie night programming, pop-up art at the farmer's market, youth programming, creative classes.
- Potential Partners (*to be confirmed through public consultation*): Mississauga Parks, Forestry and Environment Division, Living Arts Centre, Sheridan College, Art Gallery of Mississauga, Mississauga Arts Council, Oxford Properties, Daniels Corporation, YMCA.

4.6. Create opportunities for the Living Arts Centre grounds to become a greater public cultural amenity with year round use, recreational uses and community gatherings. Ensure any proposed uses for the Living Arts Centre grounds align with future redevelopment and community uses.

Consider programming the Living Arts Centre grounds with interactive temporary public art to increase visibility and presence, and encourage use of the grounds by the community.



Implementing the Program

Cultural Districts - Downtown **Continued.**

Policies, Studies and Guidelines

4.7. Review procurement policies for placemaking installations at Mississauga Celebration Square.

Great public spaces and squares all over the world are home to iconic interactive installations, such as the musical swings in Montreal, Hello Trees in Houston and NetPlay Works in Japan. These large-scale installations are inviting, playful and attractive to local residents and visitors. Many of them are touring installations that cities can purchase to bring to their public spaces. Barriers currently exist in the procurement process to single source placemaking installation over specific monetary thresholds. Conduct policy research to identify solutions to permit MCS to single source iconic large scale interactive installations.

Partnerships

4.8. Identify opportunities to collaborate with Smart Cities on the forthcoming Innovation Hub and Centre for Civic Curiosity in the Downtown core in partnership with Economic Development Office and Mississauga Libraries (See #1.16 for more details).

4.9. Collaborate with Sheridan College's Temporary Contemporary Program on a site-specific public art work in the Downtown Core at a publicly accessible, highly visible location.

4.10. Partner with Downtown stakeholders to coordinate winter-focused programming in the Downtown Core, such as seasonal outdoor lighting, festivals and events.

4.11. Engage Downtown stakeholders such as landowners, local businesses, organizations and community groups on Cultural District related initiatives on an as-needed basis as opportunities arise.

Coordinate with City units to determine the best approach to engaging Downtown stakeholders on City projects. Identify effective community engagement methods to engage Downtown stakeholders, and identify platforms to share ideas, coordinate initiatives and ensure marketing and tourism efforts are aligned in the Downtown Core.

Examples of potential Downtown stakeholders include City-owned facilities such as Mississauga Celebration Square (MCS), Living Arts Centre, Central Library, landowners such as Oxford Properties, Daniels Corporation, Morguard, Sheridan College and organizations such as Tourism Mississauga, Art Gallery of Mississauga, YMCA, and Mississauga Arts Council.



For Credit See Appendix 4

	New/ Existing Project	Cultural Districts - Downtown Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
4.1.	Existing	Animate Living Arts Drive with temporary vibrant murals, crosswalks and flexible seating during the Complete Streets Pilot, a component of T&W's <i>Changing Lanes Complete Streets Guidelines</i> project.	2022 (2021 pre-planning)	Culture Planning, Public Art Supporting Partners: Active Transportation, Transportation Planning, Planning & Building, Urban Design	Third Party Partnerships, Existing Cultural Districts Budget, Existing Public Art Budget
4.2.	New	Tell the story of the Downtown Core community through interactive public art, signage and culture programming.	2021 - 2023	Public Art, Culture Planning Supporting Partners: Mississauga Celebration Square	Existing Cultural Districts Budget / Arts Reserve
4.2.1.	Existing	Collaborate on the Art on the Screens Public Art Program to display digital public art that is engaging, culturally relevant and encourages community building.		Public Art, Mississauga Celebration Square	Existing Public Art Program Budget
4.3.	Existing	Through the <i>Downtown Public Art Banner Program</i> , display public art that engages artists and interprets the Downtown Core Cultural District themes (art, innovation, entertainment and food).	2021 - 2023	Public Art	Existing Public Art Program Budget, Tourism Mississauga
4.4.	New	Coordinate signage across City units to pilot wayfinding options in the Downtown Core.	2021 - 2023	Culture Planning, Public Art Supporting Partners: Transportation & Works - Transportation Planning, Active Transportation, Signs Unit, City Planning Strategies, Development & Design, TBD Local Organizations, Park Development, Park Operations	Existing Cultural Districts Budget, Partnerships
4.5.	New	Activate underused green spaces in the Downtown Core through collaborative programming with City Parks Operations staff, LAC staff and local partners.	2021 - 2023	Supporting Partners: Public Art, Parks Operations Potential Partners: Sheridan College, Art Gallery of Mississauga, Mississauga Arts Council, Oxford Properties, YMCA, Daniels Corporation	Third Party Partnerships
4.6.	New	Create opportunities for the Living Arts Centre grounds to become a greater public cultural amenity with year round use, recreational uses and community gatherings. Ensure any proposed uses for the Living Arts Centre grounds align with future redevelopment and community uses.	2021 - 2023	Culture Planning Supporting Partners: Living Arts Centre, Creative Industries, Park Planning, Park Development, Park Operations	TBC
4.7.	Existing	Review procurement policies for placemaking installations at Mississauga Celebration Square.	2020	Public Art, Culture Planning Supporting Partners: Celebration Square Office	N/A
4.8.	Existing	Identify opportunities to collaborate with Smart Cities on the forthcoming Innovation Hub and Centre for Civic Curiosity in the Downtown core in partnership with Economic Development Office and Mississauga Libraries (See #1.16 for more details).	2021 - 2023	Economic Development Office Supporting Partners: Information Technology, Culture Planning, TBC	Economic Development Office, TBC
4.9.	Existing	Collaborate with Sheridan College's Temporary Contemporary Program on a site-specific public art work in the Downtown Core at a publicly accessible, highly visible location.	2021 - 2022	Public Art Supporting Partners: Sheridan College	Existing Public Art Program Budget, Sheridan College
4.10.	New	Partner with Downtown stakeholders to coordinate winter-focused programming in the Downtown Core, such as seasonal outdoor lighting, festivals and events.	2021	Culture Planning, Tourism Mississauga Supporting Partners: Public Art, Mississauga Celebration Square, Park Operations, Downtown Landowners, Sheridan College	Partnerships
4.11.	New	Engage Downtown stakeholders such as landowners, local businesses, organizations and community groups on Cultural District related initiatives on an as-needed basis as opportunities arise.	2021-2023	Culture Planning, Tourism Mississauga, Community Development, City Planning Strategies Potential Partners: Sheridan College, Art Gallery of Mississauga, Mississauga Arts Council, Oxford Properties, Daniels Corporation, YMCA	N/A



Recommendations

Cultural Districts - Cooksville

Public Realm Activations

5.1. Strengthen and enhance Cooksville's unique identity.

Cooksville has a unique identity shaped by its heritage, growing ethnic cuisine scene and the diverse communities who call Cooksville home. With major redevelopment and construction slated over the next few years, the neighbourhood's shape and form will look very different. In light of forthcoming physical changes, bringing out the unique identity of Cooksville and enhancing it through creative placemaking, interactive programming, marketing and branding will be important for preserving the identity that currently exists. Examples including supporting culinary entrepreneurship opportunities; Cooksville themed street signage and wayfinding; public art featuring local artists and; the creation of a cookbook featuring local recipes.

5.1.1. Enhance the identity of Cooksville by engaging its diverse local communities and youth in storytelling to establish a sense of place and a sense of belonging, and foster community building. Ensure public art in Cooksville is culturally relevant to the local community and provides opportunities to interact by sharing a story, a memory and their ideas for the future of the neighbourhood.

Examples to expand on from the Cooksville Changemakers (2) project with local youth include:

- Whimsical and playful temporary public art that encourages exploration;
- Signage and temporary public art with messages of positivity;
- Lighting along paths and parks to improve safety (*subject to Park Trail Lighting 05-02-08 Policy*);
- A map of local places and hidden gems to easy navigation and exploration of the neighbourhood; and
- More shaded and sheltered areas and comfortable benches to provide protection from the elements for the elderly, children and vulnerable people.



For Credit See Appendix 4

Implementing the Program

Cultural Districts - Cooksville **Continued.**

5.2. Engage the Cooksville community, commuters, local residents and vulnerable population to understand the current function of Cooksville Four Corners and identify opportunities to address community needs. Actively explore opportunities to engage youth and students, and leverage opportunities to improve the space, building on the Cooksville Changemakers project.

5.3. Explore the feasibility and demand to expand the Sauga Busks Program to the Cooksville Cultural District (See #1.20 for more details).

5.4 Work with local BIA, businesses and organizations to activate empty storefronts and underused spaces for cultural activities including temporary art displays, music, theatre and film events. This action will create a consistent beautified main street, help maintain public safety and welcome art into new places.



For Credit See Appendix 4

	New/ Existing Project	Cultural Districts- Cooksville Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
5.1.	New	Strengthen and enhance Cooksville's unique identity with a focus on Food, Cultural Heritage, Music & Entertainment	2021 - 2023 (2021 Pre-Planning)	Culture Planning Supporting Partners: Councillor's Office, Cooksville BIA	Existing Cultural Districts Budget / Arts Reserve, Third Party Partnerships
5.1.1.		Enhance the identity of Cooksville by engaging its diverse local communities and youth in storytelling to establish a sense of place and a sense of belonging, and foster community building. Ensure public art in Cooksville is culturally relevant to the local community and provides opportunities to interact by sharing a story, a memory and their ideas for the future of the neighbourhood.	2022 -2023	Culture Planning, Public Art Supporting Partners: Culture -Community Development	Existing Cultural Districts Budget, Third Party Partnerships
5.2.	New	Engage the Cooksville community, commuters, local residents and vulnerable population to understand the current function of Cooksville Four Corners and identify opportunities to address community needs. Actively explore opportunities to engage youth and students, and leverage opportunities to improve the space, building on the Cooksville Changemakers project.	2022 -2023	Culture Planning Supporting Partners: Creative Industries, Parks- Community Development, Park Planning, Park Development	Existing Cultural Districts Budget / Arts Reserve, Third Party Partnerships
5.3.	Existing	Explore feasibility and demand to expand the Sauga Buses Program to the Cooksville Cultural District.	2023	Creative Industries, Community Development	Existing Cultural Operating Budget
5.4	New	Work with local BIA, businesses and organizations to activate empty storefronts and underused spaces for cultural activities including temporary art displays, music, theatre and film events. This action will create a consistent beautified main street, help maintain public safety and welcome art into new places.	2021-2023	BIA Supporting Partners: Culture Planning, Culture Industries, Museums of Mississauga, Public Art	Existing Culture Operating Budget, Third Party Partnerships

Recommendations

Cultural Districts - Clarkson

Public Realm Activations

6.1. Identify creative placemaking opportunities in Clarkson's public realm to enhance the sense of place at the pedestrian scale.

Integrate thematic areas of focus for Clarkson into the public art selection process, such as sustainability, climate change, and digital public art. Examples of public art may include: rail underpass pedestrian siding (i.e. community designed art), and utility box wraps designed and installed in collaboration with local arts organizations.

6.2. Activate underused public and private spaces in Clarkson. Develop a partnership with local businesses to encourage activation of underused spaces near storefronts.

There are several underused sites that present opportunities for activation in Clarkson, including:

- North East corner of Lakeshore Road West / Clarkson Road North
- Clarkson Village Shopping Plaza parking lot / parking lots fronting Lakeshore Road West
 - Potential activations at this site could include Busker Stop, mural on the wall, benches.
 - Clarkson Village Square
 - Clarkson Village does not currently have a public square for community gathering. Clarkson Village Square is a privately owned square bordered by multiple storefronts. Work with the local businesses to activate the square to help draw more visitors to the area and encourage community gathering.

6.4. Expand the Sauga Buses Program to the Clarkson Cultural District, starting with piloting one or two sites. (See #1.20 for more details).

6.3. Highlight the rich industrial and agricultural heritage of Clarkson Road between the Bradley Museum and Benares Historic House sites.

The Museums of Mississauga is in the process of completing an interpretive sign project along Clarkson Road. The Museums of Mississauga has established a 'Clarkson Walk' along Clarkson Road that highlights sites of heritage significance along the way through interpretive signage. Interpretation documents the stories of Clarkson's farming families and the industrial past of Clarkson Road as a major transportation route.



Implementing the Program

Cultural Districts - Clarkson **Continued.**

Community and Business Support

6.5. Provide information and support to the re-branding process that will be undertaken by the Clarkson BIA and identify resources and potential grants.

During the stakeholder engagement phase, it was identified that the Clarkson 'village' branding no longer resonated with the local businesses and community. The BIA expressed an interest in re-positioning Clarkson to focus on sustainability as the foundation for a new brand. By leveraging grant opportunities, the BIA is installing self-watering planters and exploring solar powered benches. The BIA envisions Clarkson as a testing ground for sustainability, green technology and innovation. Provide guidance and support to the Clarkson BIA to navigate the re-branding process and identify resources and grants.

6.6. Participate in the Clarkson Road and Lakeshore Road Environmental Assessment to ensure future right-of-way and public realm plans support a vibrant street life and encourage spillover of activity into the streets.

The Clarkson Road and Lakeshore Road West Environmental Assessment will explore options for the realignment of Clarkson Road north or south and Lakeshore Road West and identify ways to improve safety and operations at the intersection. Participate in the Class EA to identify opportunities to improve the right of way, sidewalk and streetscape and enhance vibrancy of the main street through outdoor patios, a public square, seating, busking and public art. Participate in the socio-economic assessment and identify community cultural needs for a public square which may be created as a result of the road realignment.



For Credit See Appendix 4

	New/ Existing Project	Cultural Districts- Clarkson Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
6.1.	New	Identify creative placemaking opportunities in Clarkson’s public realm to enhance the sense of place at the pedestrian scale.	2021	Culture Planning, Public Art Supporting Partners: Creative Industries, Community Development	Existing Cultural Districts Budget, Culture Grants Program – Placemaking Grant
6.2.	New	Activate underused public and private spaces in Clarkson. Develop a partnership with local businesses to encourage activation of underused spaces near storefronts.	2021 - 2023	Culture Planning Supporting Partners: Creative Industries, Public Art, Community Development	Existing Cultural Districts Budget, Third Party Partnerships
6.3.	Existing	Highlight the rich industrial and agricultural heritage of Clarkson Road between the Bradley Museum and Benares Historic House sites.	2020	Museums of Mississauga, Culture Planning	Existing Culture Operating Budget
6.4.	Existing	Expand the Sauga Buses Program to the Clarkson Cultural District.	2022 -2023	Creative Industries Office	Existing Culture Operating Budget
6.5.	New	Provide information and support to the re-branding process that will be undertaken by the Clarkson BIA and identify resources and potential grants.	2021	Culture Planning Supporting Partners: Recreation - Community Development, TBC	N/A
6.6.	Existing	Participate in the Clarkson Road and Lakeshore Road Environmental Assessment to ensure future right-of-way and public realm plans support a vibrant street life and encourage spillover of activity into the streets.	2021 - 2022	<i>Culture Planning to participate in EA Study.</i>	N/A



Recommendations

Cultural Districts - Malton

Public Realm Activations

7.1. Actively explore opportunities to engage Malton community residents, commuters, youth and students to increase vibrancy in Malton's public spaces and trails. Leverage opportunities to pilot improvements through initiatives such as tactical urbanism.

Potential places include:

- **Malton Greenway** - Malton Greenway trail runs through the spine of the Malton neighbourhood, interweaves many parks and residential areas. Temporary activations such as outdoor art, murals in the park in collaboration with local partners are examples of tactical urbanism that can be used to increase vibrancy (to be confirmed through public consultation).
- **Goreway Drive (Morningstar Dr to Derry Rd E)** - Goreway Drive from Morningstar Drive to Derry Road East is a busy thoroughfare through the Malton neighbourhood. It is well-used by transit riders, pedestrians and drivers. The MyMalton Streetscape study will identify opportunities for improvement along Goreway Drive. Identify opportunities to enhance the experience at the pedestrian level and ways to improve street level activity along the street.
- **Miway Bus stops** - Bus stops are more than places to wait and provide an opportunity, whether there is little shade or seating, to transform them into spaces that invite creative expression, street level activity and offer comfort to transit riders. Temporary bus stop activations include ground murals, art installations, outdoor libraries and flexible seating. Activations must consider accessibility, maintenance and safety of the bus stop.

7.2. Explore the feasibility and demand for expanding the Sauga Buses program to Malton and identify potential sites. (See #1.20 for more details).

Partnerships

7.3. Provide support to local businesses to introduce art in the public realm and encourage activation of underused spaces, such as parking lots during off-peak hours and underutilized storefronts.

Underused spaces in Malton could include:

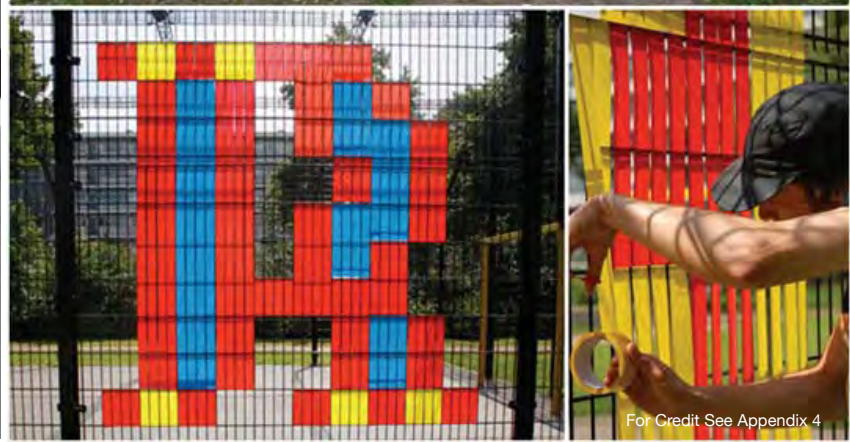
- Westwood Square is the location of Malton's annual Canada Day Celebration, held in the shopping centre's parking lot. It is a popular local shopping centre that hosts many community and social services. The shopping centre features some blank walls and underused indoor space that could be better programmed to encourage community gathering. Support local businesses to program Westwood Square with interactive programming, culturally relevant art installations and opportunities for the community to share their story and see it reflected in their community. Work with the property owners to explore creating a gathering space outside of the mall such as a sheltered seating area.
- The Great Punjab Business Centre is a commercial centre in Malton with office space, ground floor retail, restaurants and the Sikh Heritage Museum. The centre features a large parking lot with the business centre encircling it. Currently, the site lacks programming to activate it outside of regular business hours, even though there are retail and restaurant options to support evening activity. Provide support to local businesses to program and activate The Great Punjab Business Centre by facilitating any required permitting processes.

7.4. Coordinate efforts around heritage interpretation in Malton through public art, creative programming and signage.

Heritage interpretation of the Boeing Lands is proposed for the Paul Coffey Park to highlight the aviation history of the lands. Coordinate with Heritage Planning on the themes for interpretation and opportunities to incorporate programming.

7.5. Incorporate findings from the forthcoming Avro Arrow Tourism and Marketing Plan into the Marketing & Communications Strategy for the Malton Cultural District, to highlight the cultural tourism in Malton.

	New/ Existing Project	Cultural Districts- Malton Recommendations	Timeframe	Suggested Lead & Supporting Partners	Funding Opportunities
7.1.	New	Actively explore opportunities to engage Malton community residents, commuters, youth and students to increase vibrancy in Malton’s public spaces and trails. Leverage opportunities to pilot improvements through initiatives such as tactical urbanism.	2021 - 2022	Culture Planning, Public Art Supporting Partners: Malton BIA, Local Businesses, Credit Valley Conservation, Creative Industries Office, Tourism Mississauga, Information Technology, Councillor’s Office, MiWay, T&W, Library Services, Park Planning	Existing Cultural Districts Budget / Arts Reserve, Third Party Partnerships
7.2.	<i>Existing</i>	Explore the feasibility and demand for expanding the Sauga Busks program to Malton and identify potential sites.	2021	Creative Industries Office	Existing Culture Operating Budget
7.3.	New	Provide support to local businesses to introduce art in the public realm and encourage activation of underused spaces, such as parking lots during off-peak hours and underutilized storefronts.	2021 - 2023	Malton BIA, Local Businesses Supporting Partners: Culture Planning, Tourism Mississauga, Creative Industries, Parking	Third Party Partnerships
7.4.	<i>Existing</i>	Coordinate efforts around heritage interpretation in Malton through public art, creative programming and signage. Heritage interpretation of the Boeing Lands is proposed for the Paul Coffey Park to highlight the aviation history of the lands. Coordinate with Heritage Planning on the themes for interpretation and	2021	Heritage Planning, Culture Planning Supporting Partners: Park Planning	Funding secured through Boeing Lands.
7.5.	<i>Existing</i>	Incorporate findings from the Avro Arrow Tourism and Marketing Plan into the marketing approach for the Malton Cultural District, to highlight the cultural tourism in Malton.	2021	Tourism Mississauga, Culture Marketing Supporting Partners: Malton BIA, Councillor’s Office, Public Art	Funded through Municipal Accommodation Tax



Appendix 1

Definitions

Art in the Public Realm

Art in the public realm refers to art that is visible from the street or public realm and located on private property (such as a mural on the side of a building, window display art or a sculpture on a walkway into a condominium building). Despite being located on private property, the public is still able to view and appreciate it. Art in the public realm differs from public art which is located on public property, and undergoes a different formal process for public art located on private property, known as the Private Developer Public Art Program. This includes public art in development agreements and site plan agreements.

Beautification Projects

Beautification projects are aesthetic projects created and led by community members, although an artist may be hired to assist in the process. These projects are important community-building exercises but may not follow customary public art process and policies. These projects do not fall under the definition of Public Art or the City of Mississauga's Public Art Program. The City does not have the same legal obligations for the maintenance and protection of the artist's moral rights for Beautification Projects. The City's Beautification Program is managed by Parks and Forestry. Reference to the term beautification in this report is used in a broader sense and does not imply reference to the Parks Beautification Program.

Business Improvement Association

A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local business people and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district . Traditionally, a BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001. It is governed by a board of management. In this handbook, the term traditional BIA is used to generally describe such a body. Business and property owners or others can request that a BIA be designated by a municipal bylaw. BIAs are local entities. The legislation states they are local boards. People also refer to the geographic area designated by a municipality for a BIA as the BIA.

Cultural District

Cultural districts are well-recognized, mixed-use geographic areas that attract people because of their high concentration of cultural facilities and activities . Cultural districts are areas with concentrated cultural activities, arts venues and studios, galleries, museums and events. They supported by retail, restaurants and cafes, entertainment venues, parks, community spaces and offices which enrich them as cultural destinations. Animated parks and open spaces and an artful public realm encourages the spill out of activity onto the streets and encourages people to linger, stay a while and interact with others. Heritage Conservation District

Heritage Conservation Districts are areas defined by the City as being of unique character to be conserved through a designation by-law pursuant to the Ontario Heritage Act . A Heritage Conservation District Plan defines the cultural heritage value of the area and heritage attributes which contribute to designating the area.

Appendix 1

Definitions Continued.

Heritage Value

Heritage value means the aesthetic, historic, scientific, cultural, social or spiritual importance or significance for past, present or future generations . The heritage value of Old Port Credit Village Heritage Conservation District Plan as a historic place is embodied in its character-defining materials, forms, location, spatial configurations, uses and cultural associations or meanings.

Main Streets

Main streets are concentrations of commercial activity along a street or in a district that include a variety of small and independently-owned businesses . They are social gathering places with community amenities, cultural institutions and public spaces, such as libraries, theatres, faith institutions, community centres, schools, post-secondary institutions, parks, squares and laneways.

Parks and Open Space

Parks and open space have long been referred to as the ‘lungs of the city’, originally coined by Fredrick Law Olmstead . Not only do trees and green spaces improve air quality, they provide critical spaces for rest, respite and recreation. Parks and open spaces are critical to providing respite from vertical living for residents in urban areas for all ages, and provide numerous health, social, cultural and economic benefits . Parks and open spaces within the Cultural Districts are often the backdrop for social gathering, cultural activities, creative expression and quiet contemplation.

Placemaking

Placemaking leverages arts, culture and creativity to improve our communities, public spaces and streets in response to community needs and interests . It aims to create attractive places that promote community-gathering, happiness and a sense of belonging by enhancing our spaces so that they are welcoming, exciting and vibrant. This people-oriented approach to city building helps foster a sense of place and strengthens the identity of place by reflecting local community interests and needs. Examples of placemaking can range from putting moveable chairs out in a park to creating an outdoor community library in an underutilized public space.

Place-keeping

Place-keeping focuses on the long term sustainability and management of the spaces created through the process of placemaking.

Public Art

Public Art, as defined in the City’s Public Art Master Plan, refers to art found in the public realm that has undergone a formal art selection process administered by Public Art Program staff. Public art is publicly accessible to all citizens and can be in any medium/media, take on any shape, form or scale. Public art can be permanent or temporary. Public art can include, but is not limited to, community art, mural art, installation, digital, construction hoarding, sculpture and street art. These works can be standalone site-specific works or they can be integrated or semi-integrated into other functional design elements such as street furniture, architecture or landscape architecture.

In the City of Mississauga, the Public Art Program staff will continue to administer public art on public property such as libraries, community centres, city-owned streets and medians.

Appendix 1

Definitions Continued.

Public Realm

Public realm is the space to which the general public has a right of access, which can include space around, between or within buildings that are publicly accessible. The public realm consists of streets and boulevards, public open spaces, squares, civic buildings and is an integral component of the urban form of the city. The arrangement of streets and blocks within the public realm provides a foundation for the city's built environment, which in turn influences the shape and layout of the public realm .

The public view, or what can be seen from the public realm is not always publicly accessible however, as it may be located on private property and not within public control.

Private property owners, businesses and BIAs are encouraged to participate in introducing art in the public realm on their properties, storefronts and other spaces. Examples include murals on building façades, light-based art, art on construction hoarding or art displays in windows.

Streets

A Street refers to the entire public right-of-way from property line to property line that is used for public travel. This includes sidewalks, boulevards and roadways. Streets are owned and maintained by the municipality and can also include regionally-owned and maintained streets.

Tactical Urbanism

Tactical urbanism is a bottom-up approach which improves neighbourhoods by implementing low-cost, flexible, short-term and scalable interventions that demonstrate how spaces can be reimagined . This approach can be led by community members themselves, by local organizations or by a city. These demonstration projects focus on high impact but low cost initiatives with an aim to catalyze long term change.

Wayfinding & Signage

Wayfinding informs people of places in the surrounding environment. Visual cues such as wayfinding can provide information and direction to help connect people to places more easily. There are many types of signage such as information, identification and directional signage, which work together to enhance connectivity of a place, create awareness of popular and less frequented places and contribute to a sense of place. Any signage in the environment needs to be designed according to the intended user, whether that is pedestrians, vehicular traffic, visitors or children. Wayfinding signage provides direction to guide people to their destinations, and should be located at strategic points in the environment.

Information or identification signage provides information about a particular place or building and may be displayed outside of that place or building. It can provide historical information, significance of a place or other interesting information.

Directional signage provides help directions on local places to help people find their destinations and orient themselves.

Interpretive signage takes the information of a place one step further to capture visitor's interest and provokes curiosity through storytelling, highlight particular figures or objectives, artifacts or landscape that are of significance . Interpretive signage includes plaques, panels and messaged imbedded in the ground. Interpretive signage creates awareness of local cultural and heritage, community provide and encourage cultural tourism.

Appendix 2

Policy Review

Art in the Public Realm

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Appendix 2

Policy Review Continued.

Provincial Policy Statement (2020)

The Provincial Policy Statement (PPS) (2020) provides policy direction on land use planning matters that are of provincial interest.

Section 1.7 (Long Term Economic Prosperity)

Generally, the PPS recommends planning authorities support long term economic prosperity by promoting opportunities for economic development and community investment-readiness and optimizing long term availability of land use, resources and infrastructure to serve a variety of uses. In relation to the public realm, it recommends maintaining and enhancing the vitality and viability of downtowns and main streets; encouraging a sense of place by promoting well-designed built form and cultural planning and by conserving features that help define character, including built heritage resources and culture heritage landscapes. It supports redevelopment of brownfield sites, an efficient and cost-effective multimodal transportation system and providing opportunities for sustainable tourism development.

1.7.1 Long-term economic prosperity should be supported by:

- (d) encouraging a sense of place, by promoting well-designed built form and cultural planning, and by conserving features that help define character, including built heritage resources and cultural heritage landscapes;
- (g) providing opportunities for sustainable tourism development;

Ontario Culture Strategy: Telling our Stories, Growing our economy

In 2016, Ontario adopted its first Culture Strategy. The vision of the Culture Strategy is:

An Ontario where every person has the opportunity for creative expression and cultural participation, and where the diversity of our stories and communities is reflected, valued and celebrated, now and as part of our legacy to future generations. The strategy adopts four principles: creativity and innovation; quality of life and economic development; diversity and inclusion; respect for Indigenous peoples; collaborations and partnerships; public value and accountability.

Mississauga Culture Policy

The City of Mississauga Culture Policy was approved by Council in 2015. The policy creates a framework which represents the value and importance that City places on Culture, including the principles, goals and strategies needed to protect, support and foster Culture in Mississauga. The City's vision is to ensure the continued cultural diversity of its communities, in tandem with the development of a shared cultural identity, while supporting our growing Creative and Cultural Industries sectors to contribute to the creative atmosphere of the City for both social and economic benefits.

Appendix 2

Policy Review Continued.

City of Mississauga Strategic Plan (2009)

The City of Mississauga Strategic Plan provides a framework for action and vision for the next 40 years. The five Strategic Pillars for Change: move, belong, connect, prosper and green provide a unique direction and specific strategic goals to achieve the vision. “Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities, where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario, and the Credit River Valley. A place where people choose to be.” – Mississauga Strategic Plan, p. 2.

The Connect Strategic Pillar includes the following strategic goals:

- Develop walkable, connected neighbourhoods –to develop compact, mixed-use neighbourhoods
- Built vibrant communities – connect communities with commercial, social, artistic, cultural, civic and recreational experiences accessible to all
- Create great public spaces –to provide opportunities for everyone to enjoy great parks, plazas and unique natural environments
- Celebrate our Community –to promote our past, take pride in our diversity and celebrate our uniqueness and innovation through art and culture
- Nurture “Villages” –to promote “village” main streets as destinations, not simply places to pass through
- Maintain a safe City –to actively maintain Mississauga as the safest large city in Canada

The Prosper Strategic pillar includes the strategic goal:

- Strengthen arts and culture –to foster arts and culture as a key contributor to attracting talent, providing quality of life and supporting creative businesses

Mississauga Official Plan

The Mississauga Official Plan is a high level planning document that provides policies to guide the physical changes in the city. Mississauga Official Plan provides a new policy framework to protect, enhance, restore and expand the Natural Heritage System, to direct growth to where it will benefit the urban form, support a strong public transportation system, and address the long term sustainability of the city.

Chapter 7 Complete Communities

Complete Communities principles include protecting and enjoying the city’s rich cultural heritage; providing the inclusion of art and culture in the daily experience of those that live in and visit the city and; creating areas with distinct identifies that foster community identity and pride.

Appendix 3

Cultural District Typologies

Downtown Urban Typology Characteristics Downtown Core and Cooksville	
Includes major institutions	Encompasses part or most of the downtown
Predominantly high-rise, or mid-rise with a few high-rise buildings	Anchored by many of the city's cultural attractions
Located near higher order transit services	Highly pedestrianized
Includes a major transit hub	Includes medium to large scale retail
Located in or close to central business area	Includes big-box commercial

Waterfront Typology Characteristics Port Credit and Lakeview Village	
Located at border of a body of water	Pedestrian trails and routes running parallel to body of water
Tourist attractions	

Main Street Commercial Typology Characteristics Port Credit and Streetsville	
Predominantly low-rise with few mid-rise buildings	Fine grain retail and eating establishments
Includes popular attractions	Located near major tourist sites
Unconventional feel of small establishments and entertainment facilities	Located near major tourist sites
Features a vibrant evening economy	

Suburban Commercial Typology Characteristics Malton and Clarkson	
Predominantly low-rise with few mid-rise buildings	Walkable
Geographically dispersed	Includes medium to large-scale retail
Wide roadways	Includes big-box commercial

Appendix 4

Image Credit

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Entres Les Rangs art installation by Kanva on display at the Luminotherapie winterearts festival in Quartier des Spectacles, Montreal. Image source: Kanva.

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"Yeah Yeah Yeahs Concert (Osheaga 2009 Montreal) - Karen Dancing In The Rain." by Anirudh Kouj is licensed under [CC BY-NC 2.0](#)

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Image Tree Quilts by Fugitive Glueimage source: Mississauga Culture

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"Martine Viale, Ma Intervalle (actions infiltrantes), 3 août 2013" by Retis is licensed under [CC BY 2.0](#)

Image "The redevelopment has turned this into a quiet mixed use street" by [illustir](#) is licensed under [CC BY 2.0](#)

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Hello Winter Source Mississauga Culture

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PARK(ing) Day 2012, Urban Playground Pod by Nathalie Quagliotto

PARK(ing) Day 2012, Traffic Cone Garden by Susan Campbell

Port Credit patios in the public right-of-way

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Image Philadelphia Museum of Art – Outdoor Art Museum. Image source: Popup city

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Photo by [Devon Divine](#) on [Unsplash](#)

Port Credit Marina Source: Modern Mississauga

Busker Festival Source: Port Credit BIA

Parking Day Source: InSauga

Mississauga south fine craft show Source: Same

Ojibway Elder Garry Sault Source: Port Credit BIA

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Oddfellows Hall Streetsville Source: Mississauga News

Streetsville Historical Walking Tours Source: yourSauga

Border MX Source: Modern Mississauga

Streetsville Biking Source: InSauga

Streetsville Source: InSauga

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6 by FRANCES FERDINANDS Source: AGM

Dr. Seuss Experience Source: InSauga

Square One Food District Source: Square One

Food Trucks Source: MCS

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Taste of Cooksville Source: InSauga

Four Corners Source: InSauga

Four Corners Source: Dundas Connects

Little Peter and the Elegants, Source [mississauga.com](#)

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Strawberries Source: [mississauga.com](#)

Smartbench Source: Strawberry Energy

Clarkson Sign Source: Wikipedia

Clarkson Restaurants Source: Modern Mississauga

High street Source: The Village Guru

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Malton Community Centre Source <http://www.mjma.ca/Portfolio/All-Projects/>
Malton-Community-Centre

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Utility box wraps by artist Gary Taxali on display in Downtown Core, Mississauga.

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The City Builders by Wenting Li. Image Source: The Patch Project, STEPS Initiative From Here to Anywhere by Lindsay Hill Image Source: STEPS

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Remembering Four Sisters, mihyun maria kim

Lakeview construction hoarding. Image source: Justinpluslauren.com

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Example of solar powered smart benches. Image source: [cityos.io](#)

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Avro Arrow Jet Interceptor, Malton. Image source: Modern Mississauga

Banners in Streetsville created in collaboration with the Royal Canadian Legion, Branch 139, honouring Remembrance Day. Image source: [VillageofStreetsville.com](#).

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Trees wrapped in yarn by artist Yarn Corner in City Square, Melbourne, Australia. Image source: YarnCorner.

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"Highline (NYC)" by [Jason Dettbarn](#) is licensed under [CC BY-NC-SA 2.0](#)

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Construction hoarding on the Lakeview Village site, commissioned by Artscape. Artist: Rowell Soller Title: Rejuvenation Haiku Source: [mylakeviewvillage.com](#)

Craiglinn underpass in Scotland was creatively activated in collaboration with a local high school. The artist worked with students to design a concept and students helped paint the underpass. Image source: Bigg Design

A pop-up library on San Francisco's Market Street. Image source: Flickr Doctor Popular. 47

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Portrait of M by Dan Bergeron Source: Mississauga Culture

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Dear Mississauga by Youth Poet Laureate Wali Shah on the Celebration Square steps created in collaboration with the Public Art Program.

Celebration and Reflection: A Day in the Life by Gary Taxali

Tactical Urbanism Project Image Source: Ontario Planners

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City of Sydney Art Hoarding Program Artist: Toko

"Kool & the Gang Concert @ Montreal Jazz Festival" by Anirudh Kouj is licensed under [CC BY-NC 2.0](#)

Sun-SET by Polymétis Image Source: Mississauga Culture

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Streetsville Image Source: Google Maps

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Outdoor patios at a restaurant in Streetsville, Mississauga. Image source: El Mariachi.

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Tactical Urbanism Image Source: City of Mississauga

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An example of temporary wayfinding markers on the street in Stratford, UK. Image credits: Thomas Matthews.

Scarborough Made temporary art installation, Nuit Blanche 2019. Image credits: Samuel Engelking.

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Light up seesaws in Montreal's Quartier des Spectacles district. Image source: Quartier des Spectacles.

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Light Up The Square at MCS Image Source: Mississauga Culture

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Cooksville Changemakers was an outcome of the Vision Cooksville Master Plan and was implemented in 2016. Culture Division worked with Cooksville youth, using art and culture to highlight the neighbourhood and its stories through city building and beautification activities.

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Taste of Mississauga Cookbook created through a storytelling project by artist Hiba Abdallah in collaboration with the Museums of Mississauga. Image source: Riziero Vertolli/ Torstar.

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An inspirational rendering showing potential ways to re-imagine the northeast corner of Lakeshore Road West and Clarkson Road North

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An inspirational rendering showing potential ways to re-imagine the privately-owned Clarkson Village Square.

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Futurity Island art installation by Gediminas & Nomedas Urbanos, commissioned by Blackwood Gallery for The Work of Wind: Air, Land, Sea (2018) in Clarkson, Mississauga. Image credits Toni Hajkenscheld/ Blackwood Gallery.

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An example of art and colour in parks. Play more by Garth in Netherlands. Image source: [designlovingblogspot.com](#)

Arrow Arrow Source: <http://www.rcaf-arc.forces.gc.ca>

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