

Date: December 17, 2020

To: Chair and Members of General Committee

From: Shari Lichterman, CPA, CMA, Commissioner of
Community Services

Originator's files:

Meeting date:
January 27, 2021

Subject

Cultural Districts Implementation Plan (Wards 1, 2, 4, 5, 7, 11)

Recommendation

That the Culture Districts Implementation Plan be approved, as outlined in the Corporate Report dated December 17, 2020 from the Commissioner of Community Services entitled "Cultural Districts Implementation Plan".

Report Highlights

- The Cultural Districts Implementation Plan identifies a three-year strategy (2021-2023) to strategically focus cultural development, public realm activations and expansion of programming in six areas of Mississauga: Port Credit, Streetsville, Downtown Core, Cooksville, Clarkson and Malton. A future plan will be developed for the Lakeview district.
- The implementation of Cultural Districts is a key recommendation within the 2019 - 2029 Future Directions: Culture Master Plan and it supports the key objectives within the City's Strategic Plan. It also supports the City of Mississauga Economic Recovery Plan for Creative Industries.
- The resource requirements for delivering the actions within this plan will be managed through the Cultural Districts Feasibility Study budget (PN 19490 \$70,000), from Culture Divisions existing and proposed 2021-2023 budgets, and through identified partnerships.
- Following approval of the Cultural Districts Implementation Plan, Culture Planning staff will conduct public consultation to validate and inform implementation tactics.

Background

2019-2029 Future Directions: Culture Master Plan

The Culture Master Plan recommends focusing cultural development and City services in distinct cultural districts in order to enhance and improve cultural spaces and places in

Mississauga. By designating and developing Cultural Districts in Mississauga, the City will create a network of activated urban spaces that contribute to improving the quality of life and economic success of the city. The implementation of Cultural Districts is a key recommendation within the 2019 - 2029 Future Directions: Culture Master Plan and it supports the key objectives within the City's Strategic Plan.

The Culture Master Plan recommends establishing Cultural Districts in Port Credit, Lakeview, Streetsville, Downtown Core, Cooksville, Clarkson and Malton. The Cultural Districts Implementation Plan includes six of the seven proposed areas, with a plan for Lakeview created separately in alignment with the Lakeview Village planning process.

Development of the Cultural Districts Implementation Plan

In September 2019, Culture Planning began developing the Cultural Districts Implementation Plan with support from an Interdepartmental Working Group. Comprehensive background research and review of the six proposed areas was undertaken to identify strengths, opportunities and constraints. Working collaboratively across all City departments, Culture Planning identified aligning priorities, projects and plans to ensure cost and resource sharing where possible. High level themes and geographic boundaries were identified to focus arts and cultural development over a three-year period (2021 – 2023).

In January 2020, internal consultation was conducted with City staff, Councillors (Wards 1, 2, 4, 5, 7, 11) and externally with BIAs (Port Credit, Streetsville, Malton, Clarkson and Cooksville) to discuss area priorities, potential area improvements and opportunities for alignment with other Council endorsed strategies.

A review was conducted with Tourism Mississauga to ensure alignment of cultural districts and areas of high tourism potential in Mississauga. Public realm activations, storytelling and placemaking initiatives implemented in the cultural districts will support the local cultural tourism of each area. It is proposed that the Cultural Districts boundaries will have relevance to the Peel Retail Business Closings By-law, however a separate report and recommendation will be required to formally designate tourist districts and address grandfathering and exemptions as it relates to retail shopping holidays.

The Cultural Districts Implementation Plan supports the City of Mississauga Economic Recovery Plan for Creative Industries by creating opportunities for artists and creatives; identifying areas to support businesses, BIAs and local community partners; and by exploring new ways to creatively animate, and activate public spaces during COVID-19 recovery.

Comments

Objectives of the Implementation Plan

Over the next three years, the Cultural Districts Implementation Plan intends to strategically focus arts and cultural development in the six identified areas to: enhance and improve cultural

spaces and places, focus City services, animate public spaces to build vibrant, welcome and healthy communities, provide economic and formal mentorship opportunities for artists.

This plan focuses on low cost, high impact actions that are achievable over 2021-2023 to enhance the six proposed Cultural Districts as vibrant, local cultural destinations. Following 2023, longer term projects and actions will be identified, which may be subject to additional funding, and would follow the regular business planning process.

Themes

Cultural District themes provide context for marketing efforts, public art and public realm 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 emerged from a scan of the history and heritage of each neighbourhood, local stories, figures, sites, contemporary trends, internal stakeholder consultation and changing community interests.

Port Credit – exploration, entertainment, the arts, cultural heritage

Streetsville – cultural heritage, entertainment, exploration

Downtown Core – arts and innovation, entertainment, food

Cooksville – food, cultural heritage, music and entertainment

Clarkson – sustainability, cultural heritage, arts and entertainment

Malton – cultural heritage, community, exploration

Framework for Recommendations

The implementation plan includes two sets of recommendations:

1. Cultural Districts-Wide Recommendations includes recommendations that apply to all six cultural districts.
2. District-Specific recommendations include recommendations identified specifically for each cultural district.

The recommendations have been categorized into the following:

- Policies, Studies and Guidelines – includes actions to review and/or update City policies and permitting processes to support arts and cultural uses and activities in the Cultural Districts.
- Programs and Initiatives – includes actions to develop new programs or initiatives and expand existing culture and public art programming to create vibrant public spaces and opportunities for artists, youth and performers.
- Community and Business Support – includes actions to support community organizations, businesses and BIAs to activate the Cultural Districts.
- Partnerships – includes opportunities to collaborate with City, community and external partners on on-going projects and event programming.
- Public Realm Activations – includes site-specific cultural district activations which animate and activate spaces using tactics such as temporary public art, pop-ups and programming.

Key Recommendations for the Cultural Districts (see attached Cultural Districts Implementation Plan for details)	
Policies, Studies and Guidelines	
1.1	Incorporate Cultural Districts in the 2019-2021 Official Plan review
1.3	Co-lead a review, with Tourism Mississauga, of cultural districts and tourism areas within Mississauga to identify areas of synergy
Programs and Initiatives	
1.4	Establish a program to permit outdoor patios (Post Covid-19)
1.7	Implement a program to require developers to install public art on construction hoarding
Community and Business Support	
1.11	Encourage BIAs and local businesses to use storefronts for art and marketing displays
1.14.	Work with BIAs to coordinate events and activities
1.14.1.	Build capacity in local community partners to host events
Partnerships	
1.16	Collaborate with Smart Cities on programming in the Cultural Districts
1.17	Collaborate with the City's existing public art programs
Overview of District-Specific Recommendations	
Port Credit	
2.2	Collaborate with local partners to activate and animate St. Lawrence Square
2.3	Identify creative placemaking and cultural programming opportunities within the Brightwater Development and at 1 Port Street East
Streetsville	
3.1.	Improve access to the park located behind Streetsville Village Hall by incorporating wayfinding signage and temporary public art
3.3.	Identify opportunities to interpret and highlight the heritage of Streetsville through public art and creative programming
Downtown Core	
4.1	Animate Living Arts Drive during the Complete Streets Pilot
4.5.	Activate underused green spaces in the Downtown Core
Cooksville	
5.1.1.	Enhance the identity of Cooksville by engaging its diverse local communities and youth
Clarkson	
6.1.	Identify creative placemaking opportunities in Clarkson's public realm
6.6.	Participate in the Clarkson Road and Lakeshore Road Environmental Assessment
Malton	
7.1	Engage Malton community residents, commuters, youth and students to increase vibrancy in Malton's public spaces and trails
7.2	Explore the feasibility and demand for expanding the Sauga Buses program

Partnerships and Funding

The implementation of the plan will be highly collaborative and involve public, private sector and community efforts. The plan includes actions led by the Culture division, actions led by other City divisions and opportunities to partner with local organizations to execute projects.

Suggested lead and supporting partners have been identified and confirmed in consultation with City units. Supporting partners may provide technical expertise or provide support on a project team.

Existing funding sources will be utilized to execute projects including the previously approved Cultural Districts Feasibility Study budget (PN 19490 \$70,000) and from Culture Division's existing and proposed 2021-2023 budgets. Larger placemaking projects, involving multiple sites and numerous opportunities for artists that are suitable for funding from the Arts Reserve have also been identified. The Cultural Districts Implementation Plan is supported by existing City projects and strategies where opportunities for collaboration have been identified.

Third party partnerships will be identified with local arts, culture and community organizations to execute projects where objectives and goals align and will help to further the City's capacity while providing economic opportunities for artists.

Next Steps

Following approval of the Cultural Districts Implementation Plan, Culture Planning staff will conduct public consultation to validate and inform implementation tactics.

Below is the proposed timeline for next steps:

- February- July 2021 – Public Consultation: Public consultation will be conducted with guidance from the Community Engagement Guiding Principles, which have been approved for public engagement during COVID-19 and will be coordinated with Ward Councillors. Public consultation will be conducted on the implementation plan to:
 - Understand community needs, concerns, interests regarding the plan
 - Identify specific improvements, initiatives and public realm activations
 - Consult with BIAs, local businesses and landowners on aligning priorities and projects identified for collaboration
 - Identify third party partnerships to execute projects, where applicable
- July – September 2021 – Revise Implementation Plan: The Implementation Plan will be revised based on public consultation.
- 2021 – 2023 – Cultural Districts Implementation
- Mid 2022 – Update Council on the status of the Cultural Districts Implementation

Strategic Plan

The Mississauga Cultural Districts Implementation Plan aligns with the Connect, Belong and Prosper pillars of the Strategic Plan.

Financial Impact

The 2019 Culture Division Capital Budget included \$70,000 for a “Cultural Districts Feasibility Study” (PN 19490). This budget will fund temporary public art, placemaking, marketing and engagement initiatives within the approved Cultural Districts over three years (2021 - 2023). Additionally, the Cultural Districts Implementation Plan aligns in scope with various ongoing and planned capital projects with approved budgets. Financial details for the Lakeview Village Cultural District Plan will be brought forward within a separate report. Following 2023, longer term projects and actions will be identified and will be subject to additional funding through the business planning process.

Conclusion

The Culture Master Plan recommends focusing cultural development and City services in distinct cultural districts in order to enhance and improve cultural spaces and places in Mississauga. By designating and developing Cultural Districts in Mississauga, the City will create a network of activated urban spaces that contribute to improving the quality of life and economic success of the city. The implementation of Cultural Districts is a key recommendation within the 2019 - 2029 Future Directions: Culture Master Plan and supports the City of Mississauga Economic Recovery Plan for Creative Industries.

Attachments

Appendix 1: Cultural Districts Implementation Plan



Shari Lichterman, CPA, CMA, Commissioner of Community Services

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