

Special Meeting of Council Agenda

Thursday, March 21, 2019 5:45 p.m.

> Council Chambers Aurora Town Hall



Town of Aurora Special Meeting of Council Agenda

Thursday, March 21, 2019 5:45 p.m., Council Chambers

1. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

2. Declarations of Pecuniary Interest and General Nature Thereof

3. Delegations

- (a) Joanne Russo, representing Aurora BIA Re: Library Square
- (b) Suzanne Haines, Executive Director, Aurora Cultural Centre Re: Library Square

4. Consideration of Items Requiring Discussion

Presentation to be provided by Robin McDougall, Director of Community Services, Martin van Zon, President, Interkom Inc., and Brian McCurdy, Consultant, Interkom Inc.

1. PDS19-020 – Library Square – Planning Policy – Conformity Report

Recommended:

1. That Report No. PDS19-020 be received for information.

2. CMS19-008 – Library Square – Outdoor Square

Recommended:

- 1. That Report No. CMS19-008 be received; and
- 2. That the design of the Library Square outdoor square be approved as presented in the amount of \$8,380,500 to include:
 - (a) An ice rink in the shape of a trail; and
 - (b) Water spray feature covering a 1/3 of the space; and
 - (c) Water wall feature; and
- 3. That staff be authorized to proceed with the detailed design stage of the Library Square outdoor square; and
- 4. That staff be authorized to apply for the Building Communities Through Arts and Heritage – Legacy Fund, including entering into any agreements to give effect to same.

3. CMS19-007 – Library Square – Addition to Church Street School

Recommended:

- 1. That Report No. CMS19-007 be received; and
- 2. That the design of the Addition to Church Street School including the enlarged stage area be approved in the amount of \$27,189,600 and that staff be authorized to proceed to detailed design stage; and
- 3. That Council provide direction on the Linkage between the Library and Church Street School Addition for potential further development; and
- 4. That the budget be increased by 1% in the amount of \$256,600 in support of public art in accordance with the Official Plan requirements.

4. PDS19-018 – Library Square – Parking Strategy

Recommended:

- 1. That Report No. PDS19-018 be received; and
- 2. That Parking Strategy Phase 1: 'Quick Wins' as outlined in this report be adopted; and
- That Council approve \$87,882.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking on Victoria Street, conditional on the approval of the addition to the Church Street School; and
- 4. That Council approve \$185,376.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking within the laneway, conditional on the approval of the addition to the Church Street School; and
- 5. That Council approve \$145,740.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking on Church Street subject to further public consultation, conditional on the approval of the addition to the Church Street School.

5. CMS19-009 – Library Square – Proposed Operating Plan

Recommended:

- 1. That Report No. CMS19-009 be received; and
- 2. That the draft operating plan be approved and finalized prior to the approval of the final construction tender; and
- 3. That the hiring of a contract Project Leader position to implement the business plan be approved.

6. FS19-012 – Library Square – Financial Strategy

Recommended:

- 1. That Report No. FS19-012 be received; and
- 2. That staff be authorized to apply for any eligible capital or operating grants in support of the Library Square project; and

- 3. That the recommended preliminary capital investment financial strategy for Library Square be approved; and
- 4. That the recommended preliminary operating plan financial strategy for Library Square be approved.

5. Confirming By-law

Recommended:

That the following confirming by-law be enacted:

XXXX-19 Being a By-law to Confirm Actions by Council Resulting from a Special Meeting of Council on March 21, 2019.

6. Adjournment

Special Meeting of Council Agenda Thursday, March 21, 2019



Legislative Services 905-727-3123 <u>Clerks@aurora.ca</u> Town of Aurora 100 John West Way, Box 1000 Aurora, ON L4G 6J1

Delegation Request

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

9 a.m. One (1) Business Day Prior to the Requested Meeting Date

Council/Committee Meeting and Date:		
Thursday March 21, 2019		
Subject:		
Library Square- Open Forum Discussion		
Name of Spokesperson:		
Joanne Russo- Chair of BIA		
Name of Group or Person(s) being Represented (if appli BIA Committee	cable):	
Brief Summary of Issue or Purpose of Delegation: The BIA Committee is providing its support with the development of Library Square		
Please complete the following:		
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes 🗆 No 🗹	
If yes, with whom?	Date:	
I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.		

Special Meeting of Council Agenda Thursday, March 21, 2019 Delegation (b) Page 1 of 1



Legislative Services 905-727-3123 <u>Clerks@aurora.ca</u> Town of Aurora 100 John West Way, Box 1000 Aurora, ON L4G 6J1

Delegation Request

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

9 a.m. One (1) Business Day Prior to the Requested Meeting Date

Council/Committee Meeting and Date:			
Special Meeting of Council/March 21, 207	Special Meeting of Council/March 21, 2019		
Subject:			
Library Square			
Name of Spokesperson:			
Suzanne Haines			
Name of Group or Person(s) being Represented (if applied	cable):		
Aurora Cultural Centre			
Brief Summary of Issue or Purpose of Delegation:			
Library Square project			
Please complete the following:			
Have you been in contact with a Town staff or	Yes 🛛	No [_
Council member regarding your matter of interest?			
If yes, with whom?	Date:		
Mayor Mrakas	19-03-14		
I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.			ions.



Subject:	Library Square – Planning Policy - Conformity Report	
Prepared by:	: Andria Sallese, Senior Policy Planner	
	Anthony Ierullo, Manager, Policy Planning and Economic Development	
Department:	Planning and Development Services	
Date:	March 21, 2019	

Recommendation

1. That Report PDS19-020 be received for information.

Executive Summary

As the Town continues to refine the Library Square plan towards its final form, Staff have had the opportunity to review the detailed plans against relevant provincial and local policies, and objectives for the Aurora Promenade. Further to previous Planning reports on Library Square, this report speaks to the policy context of the development and discusses those findings.

This report can be summarized as follows:

- Library Square design concept consistent with the Provincial Policy Statement and conforms to the Growth Plan;
- Library Square design and planned programming for the building expansion and square will achieve many Official Plan policies and objectives;
- Library Square revitalization project will be an integral component in encouraging public heritage appreciation;
- Staff will continue to ensure the Library Square final design meets the policy intent of the Aurora Promenade Secondary Plan;
- Staff will continue to ensure the vision and objectives of the Aurora Promenade Urban Design Strategy are applied to the final design of Library Square;
- The redevelopment of Library Square represents an opportunity to continue to explore parking options and strategies for the site and the Downtown area; and
- Library Square lands represent a key opportunity for improvement and redevelopment within the Promenade Community Improvement Area.

Report No. PDS19-020

Background

In June 2018, Council approved the design for Library Square. Staff and consultants for Library Square have been refining the design based on site conditions, feedback from the public and cultural partners, and preliminary designs for the 22 Church Street expansion. The most recent plans propose a 2,975 square metre addition to the Church Street School. The addition includes community programming space (program room, performing arts studio, and a multi-purpose studio visual arts room), as well as a 192-250 seat performance hall. The design concept also proposes re-purposing the parking lot between the Library and the Church Street School House into a 2700 square metre urban plaza with outdoor programmable space ('the Square').

Analysis

As the Town continues to refine the Library Square plan toward its final form, Planning Staff have had the opportunity to review detailed plans against relevant provincial and local policies and objectives. Planning Staff's comments are summarized below:

Library Square design concept consistent with the Provincial Policy Statement and conforms to the Growth Plan

The Provincial Policy Statement (PPS) directs that long-term economic prosperity be supported by encouraging a sense of place, enhancing the vitality of downtowns, promoting well-designed built form and cultural planning, as well as conserving features that help define character, including built heritage resources. The PPS also encourages healthy, active communities by promoting safe streets that meet the needs of pedestrians, foster social interactive and community connectivity.

Sections 1.7.1 and 2.0 of the PPS encourages the wise use and management of heritage resources, which in turn promotes long-term prosperity and social well-being through economic, environmental and social benefits for the community. The PPS recognizes official plans as the most important vehicle for implementing the policies in the PPS, and that comprehensive, integrated and long-term planning is best achieved through official plans.

The Growth Plan builds upon the policy foundation provided by the PPS and provides more specific land use planning policies to address issues facing the Greater Golden Horseshoe region. The Growth Plan establishes a land use planning framework that supports the achievement of a number of objectives, including the creation of complete

communities. The policies of the Growth Plan take precedence over the policies of the PPS to the extent of any conflict, except where the relevant legislation provides otherwise.

The 2017 Growth Plan promotes well-designed communities with high quality built form and an attractive and vibrant public realm. Site design and urban standards will help achieve these attractive and vibrant places to support walking, cycling and transit use. The Growth Plan recognizes important cultural heritage resources contributing to a sense of identity and attracting investment. Growth can put pressure on these resources and as such, the Growth Plan directs that cultural heritage resources be protected and maximized so that communities continue to be attractive places to live.

Policy 5.1 of the Growth Plan states that where a municipality must decide on a planning matter before its official plan has been amended to conform with this Plan, or before other applicable planning instruments have been updated accordingly, it must still consider the impact of its decision as it relates to the policies of the Growth Plan, which require comprehensive municipal implementation.

Planning Staff have reviewed the proposed development for consistency with the PPS and for conformity to the Growth Plan. Staff have determined that the design concept is consistent with the PPS and conforms to the Growth Plan. The proposal would support many policy objectives of the PPS and Growth Plan, including directing new growth to the built up areas of the community through intensification, that public services be colocated in community hubs that are broadly accessible, and heritage resources be protected.

Library Square design and planned programming for the building expansion and square will achieve many Official Plan policies and objectives

Regional Centres and Corridors are a focal point of commerce, business and cultural activities in the Region. The York Region Official Plan (YROP) directs local municipalities to support the development of Corridors by encouraging attractive, compact community design. This segment of Yonge Street is identified as a Regional Corridor in 'Map 1: Regional Structure' in the YROP. The Library Square site is also identified as an 'Urban Area'.

An important objective of the YROP is the creation of high-quality, sustainable communities, as well as vibrant and sustainable urban areas. Policy 5.2.8 of the YROP promotes the highest standard of urban design, which:

a. provides pedestrian scale, safety, comfort, accessibility and connectivity;

b. complements the character of existing areas and fosters each community's unique sense of place;

c. promotes sustainable and attractive buildings that minimize energy use;

d. promotes landscaping, public spaces and streetscapes;

e. ensures compatibility with and transition to surrounding land uses;

f. emphasizes walkability and accessibility through strategic building placement and orientation; and,

h. creates well-defined, centrally-located urban public spaces.

The YROP (Policy 5.3) directs that development in intensification areas provide welldesigned public open spaces that create attractive and vibrant places; support walking, cycling and transit for everyday activities; achieve an appropriate transition of built form to adjacent areas; and that intensification enhance the planned urban structure. Citybuilding creates communities that are compact, well-designed and lively, are served by transit, and have exciting opportunities to live, work, and play. Another objective of the YROP is to achieve an urban, integrated and connected system of Regional Centres and Corridors.

Staff have reviewed the design concept and are satisfied that it meets the intent of the policies of the YROP, notably with respect to the provision of a compact pedestrian scaled and attractive building that promotes landscaping, public spaces and streetscapes, and that is compatible with, and transitions to, surrounding land uses. Staff will continue to work with the consultant team to ensure that the final design of the building expansion and square, parking area, as well as the design of the Victoria Street and Church Street streetscape, continue to meet the policy intent of the YROP.

Town of Aurora Official Plan

A fundamental principle of the Town of Aurora Official Plan (TAOP) is promoting design excellence through high-quality buildings, and well-designed and functioning streetscapes. As the Town grows, the value of its public realm – its streets and publicly accessible spaces – as well as the design of infill development in creating a vibrant and livable urban environment, becomes more and more important. Appropriate transition, as well as the integration between existing and new development and connected open spaces, help define places and the spaces in between.

TAOP policy 4.0 'Ensuring Design Excellence' recognizes the importance of high quality urban design and architecture as an essential part of Town-building. Policy 4.2 encourages parking in the Historic Core to locate at the rear of buildings and screened to ensure the amenity of adjacent areas. Similarly, TAOP Policy 4.4 recognizes public art as an important component of the public realm in contributing to an overall sense of place and community, as well as improving and enhancing the built environment.

Community services and facilities (CS&F) are publically accessible, non-profit facilities whereby the Town and its agencies deliver programs and services that help build healthy, strong and complete communities and are designed for all stages of life. CS&F contribute to the social, economic and cultural development of the Town, are vital in supporting a successful, functioning and vibrant downtown, and often serve as neighbourhood focal points and gathering spaces.

Staff have reviewed the design concept and are satisfied that its design and the programming planned for the expansion, as well as the Square itself, will help the Town achieve a number of its Official Plan policies and objectives. Staff will continue to work with the consultant team to ensure that the final design and programming of the building expansion and square, as well as the design of the Victoria Street and Church Street streetscapes, continue to meet the policy intent of the TAOP.

Library Square revitalization project will be an integral component in encouraging public heritage appreciation

The subject property, known as the Aurora Cultural Centre or "Church Street School", is designated under Part IV of the *Ontario Heritage Act* (By-law 2390-80), listed on the Canadian Register of Historic Places, and recognized under Easement to the Ontario Heritage Trust. The Church Street School was constructed in 1885-86 and is one of the finest remaining examples of a High Victorian designed public school in Ontario.

Preserving heritage resources like the Church Street School enhances the diversity, beauty and richness of the built environment. Under section 13.1 of the Town's Official Plan, it is an objective to promote the conservation of heritage resources for the enjoyment of existing and future generations, and to promote public awareness of Aurora's cultural heritage. The Library Square Project aligns with these objectives by encouraging the heritage conservation of 22 Church Street and revitalizing the site as a hub for cultural activity and community celebration.

Similarly, policy 11.3.2(f) of the Aurora Promenade Secondary Plan directs that, when the design of a development includes a cultural heritage resource, the Town shall encourage the compatible use of the significant cultural heritage building, while not adversely affecting the character of the building or surrounding area. A Heritage Impact Assessment was produced for the addition to 22 Church Street, and it determined that there will be minimal to no impact on the character-defining elements of the heritage resource. This will be achieved through the sympathetic placement, massing and materiality of the addition. Furthermore, the proposed uses for the site will encourage greater public appreciation of the heritage building.

Being a building of high heritage significance, the exterior and scenic character of the property are also protected by an Ontario Heritage Trust (OHT) conservation easement. The OHT was circulated the plans and elevations for the proposed addition, and gave their initial support for the project and design on January 23, 2019. The Ontario Heritage Trust, as an important development partner, will continue to be consulted with on finishing details or minor amendments.

Staff believe the addition will rehabilitate the site and conserve the cultural heritage value of the building by having minimal to no impact on the character-defining elements of the property. As part of the Library Square revitalization project, the addition will be an integral component in making the downtown a 'destination', encouraging public heritage appreciation, and providing community and cultural space for visitors and residents of Aurora alike.

Staff will continue to ensure the Library Square final design meets the policy intent of the Aurora Promenade Secondary Plan

The Promenade, wherein the Town's historic core and downtown is located, plays a critical role in achieving the Town's long-term growth objectives. The Aurora Promenade Secondary Plan (APSP) envisions the Promenade evolving over time into a vibrant place to live, shop, work and play. Key objectives of the Aurora Promenade include:

- Conserving, protecting and reinforcing its neighbourhoods, streetscapes and significant buildings;
- Creating a mixed-use urban environment in creating a vibrant economic, cultural and social environment that supports arts, culture and diversity and that encourages pedestrian activity;
- Promoting beautiful civic spaces, great streets and inspiring architecture that is inviting and attracts residents and new businesses while enhancing the vitality of retail uses; and

• Promoting complete and livable neighbourhoods of different ages and socioeconomic status.

The Library Square site is located within the APSP area, are designated 'Aurora Promenade Commercial,' and form part of the Aurora Promenade's Downtown. Entertainment and cultural venues, recreational uses, as well as Urban Squares, are encouraged in the Promenade's Downtown. Urban squares are envisioned as being predominantly hardscaped in nature, framed by animated uses, and serving high pedestrian traffic areas. In addition to providing for entertainment, cultural and recreation uses in the Square, the existing parking lot between the Cultural Centre and the Library will be repurposed as an urban plaza that can be used as outdoor program space for all seasons.

The Secondary Plan directs that, in the Downtown, the scale and character of new structures be carefully regulated and controlled to enhance the pedestrian experience. The Secondary Plan also envisions buildings in this area having a minimum height of two storeys and maximum of five storeys, and designed to contribute to street level vibrancy. The proposed addition will be a maximum height of three storeys, which provides transition to, and 'fits', with the existing two-three storey built form context.

Schedule 'B3 – Streetscape' of the Secondary Plan identifies an east-west midblock pedestrian in the block bound by Mosley Street to the north, Church Street to the south, Yonge Street to the west and Victoria Street to the east. The concept design includes a laneway connecting Yonge Street to Victoria Street. The laneway will be landscaped and accessible to pedestrians, cyclists as well as vehicles. This laneway implements the Secondary Plan vision for a mid-block pedestrian connection in the Cultural Precinct.

Both Victoria Street and Church Street are identified as 'Civic/Special Streets' (Schedule B3). Civic/Special Streetscapes are streets that provide visual and physical links to major cultural and civic landmarks and destinations in The Aurora Promenade.

Staff have reviewed the design concept and are satisfied that the design of the building, square and parking areas, as well as its open spaces and streetscape, will help the Town achieve a number of its city-building objectives. Staff will continue to work with the consultant team to ensure that the final building design, parking area, and the Victoria Street and Church Street streetscape design, meets the policy intent in the Aurora Promenade Secondary Plan.

Staff will continue to ensure the vision and objectives of the Aurora Promenade Urban Design Strategy are applied to the final design of Library Square

Aurora Promenade Urban Design Strategy

The Urban Design Strategy (the 'Strategy) for the Aurora Promenade is intended to guide and manage growth through the revitalization of the Promenade area and improvements to the public realm. The Urban Design Strategy is premised on a number of objectives, which include:

- Protecting and enhancing the Promenade's heritage core;
- Reinforcing and enhancing a Cultural Precinct and leveraging opportunities in this area;
- Creating new vibrant, transit-oriented focus areas;
- Creating a pedestrian friendly environment with great streets;
- Facing and Framing Major Open Spaces; and
- Creating a 'Green Lattice' of interconnected parks and open spaces.

The site also forms part of the larger 'Old Town' and is identified as a Focus Area – the Cultural Precinct - in the Strategy. The Cultural Precinct area focuses on the lands bounded by Yonge Street to the west, Larmont Street to the east, Church Street and Metcalf Street to the south and Mosley Street to the north. The Cultural Precinct includes the Aurora Public Library and the Church Street School Cultural Centre.

Objectives for the Old Town Character Area include:

- Reinforcing and leveraging the 'main street' look and feel and the intact heritage resources of the Historic Downtown;
- Providing transition in scale and use from Yonge and Wellington Street to the adjacent residential neighbourhoods;
- Enhancing the streetscape of Yonge, Wellington and neighbourhood streets;
- Encouraging new mid-block pedestrian connections in the Cultural Precinct; and
- Reinforcing the Cultural Precinct with additional cultural facilities, wayfinding and enhanced streetscapes.

Objectives for Cultural Precinct Focus Area include:

• Development should occur based on a comprehensive plan to ensure compatibility;

- Development must be sympathetic and compatible with heritage built form character;
- The streetscape should be enhanced to create an inviting pedestrian environment.

The manner in which open spaces are designed, programmed and interface with surrounding streets and land uses is crucial to their capacity to attract a broad spectrum of users and to ensure they are places where people feel safe and comfortable. Crime Prevention through Environmental Design (CPTED) is a strategy that advocates the design of the built environment to reduce the incidence and fear of crime. Staff will work with the consultant to ensure that principles that build on CPTED are applied to the design of publicly accessible spaces on the site, including the Square, pathways, indoor spaces that accessible after hours such as washrooms, and the parking lot.

As noted above, Victoria Street and Church Street are identified as 'Civic/Special Streets' in the Secondary Plan. The design direction in the Strategy for these streets is for the quality of the streetscape and street walls reinforce their civic importance. Streetscape characteristics in the design of these streets, which implements the objective, could include:

- Distinctive paving along sidewalks, at crosswalks and across the roadway;
- Unique lighting, signage, banners and furnishings;
- Continuous street trees, flower beds and landscape features; and
- On-street parking where possible.

The proposed addition to the Church Street school proposes to animate the street by including active uses at grade. Additionally, the landscape design of the Victoria Street amenity area (crush space), and the portion of the Square fronting Church Street, proposes high-quality landscape treatment, including permeable pavers, trees and ground cover planting materials. Given that the plans for both private and public spaces on the site are evolving, Staff will continue to work with the consultant to ensure that the objectives for these Special Streets are achieved.

The redevelopment of Library Square represents an opportunity to continue to explore parking options and strategies for the site and the Downtown area

The Strategy's public realm framework map (p. 24) identifies a potential public parking facility on the block that includes Library Square. The Strategy highlights the importance of comprehensively balancing the supply of parking in the Downtown with

redevelopment, and recommends a special approach to parking that takes into account a variety of strategies to mitigate traffic demand. Some of the parking strategies put forward in the Strategy, which builds on a 2007 Downtown Core Parking Study by MMM, include:

- the provision of higher-order transit and improved cycling and pedestrian routes;
- cash-in-lieu of parking or reduced parking requirements for new development;
- partnering with developers to provide parking underground, or with civic and institutional uses to share parking facilities.

In addition to good urban design, the above approaches can help mitigate the visual unsightliness of large surface parking lots or monolithic parking structures. Planning Staff believe that the redevelopment of Library Square represents an opportunity to continue to explore parking options and strategies for the site and the Downtown area.

Library Square lands represent a key opportunity for improvement and redevelopment within the Promenade Community Improvement Area

Consistent with Community Improvement policies (Section 15.2.13) in the Aurora Official Plan, Section 11.17(d) of the Secondary Plan provides that all lands within the Aurora Promenade be identified as a Community Improvement Project Area (CIPA). The site is located within the Aurora Promenade Community Improvement Area. The subject lands represent a key opportunity for improvement and redevelopment within the CIPA.

Advisory Committee Review

Accessibility Committee

As noted in the June 2018 report, both the Heritage and Accessibility Committee were consulted on the proposed project. As there have been revisions to the concept plan since the Committees last provided comments, the latest versions of the plans will return to each committee for comment before it goes to tender. The plans have also been circulated to the Town's Accessibility Advisor for review comment. Staff have received comments from the Accessibility Advisor and shared those comments with The Planning Partnership for consideration in refining the design drawings.

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Report No. PDS19-020

Heritage Committee

The Heritage Permit Application (HPA-19-03) to approve the addition to the Part IV designated 22 Church Street was reviewed by the Heritage Advisory Committee on March 5, 2019. As part of this application, a Heritage Impact Assessment was produced by ERA Architects, a firm that specializes in heritage consulting. The Heritage Impact Assessment outlined that there will be minimal to no impact on the character-defining elements of the heritage resource, through the sympathetic placement, massing and materiality of the addition. Furthermore, the Ontario Heritage Trust, who has a Heritage Conservation Easement over the property, has also provided their initial support for the project and design.

Ensuring design excellence, promoting responsible growth management, providing appropriate community facilities, and conserving cultural heritage resources are all objectives of the Town of Aurora Official Plan. As part of the Library Square Project, the addition to 22 Church Street will meet these objectives and has the support of the Heritage Advisory Committee and Staff.

Should further changes to the design of Library Square be proposed that alter character defining elements of the site, further input may be required from the HAC and OHT.

Legal Considerations

Provincial Plans are intended to be read in their entirety and relevant policies are to be applied to each situation. The policies of the Plans represent minimum standards. Council may go beyond these minimum standards to address matters of local importance, unless doing so would conflict with any policies of the Plans.

The policies of the Growth Plan take precedence over the policies of the PPS to the extent of any conflict, except where the relevant legislation provides otherwise. All decisions of Council that affect a planning matter shall conform with the Growth Plan. Comments, submissions or advice affecting a planning matter that are provided by Council shall also conform with the Growth Plan.

Financial Implications

None.

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Report No. PDS19-020

Communications Considerations

The plans for Library Square are premised on a significant amount of public consultation, including with stakeholders and Town partners. In addition to a webpage on the Town's website dedicated to Library Square, communication staff have prepared an internal and external communication strategy to address the effective communication of this initiative.

Link to Strategic Plan

The development of Library Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure;
- Celebrating and promoting our culture;
- Encourage an active and healthy lifestyle; and
- Strengthening the fabric of our community

Enabling a diverse, creative and resilient economy in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

• Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business.

Conclusions

Ensuring design excellence, promoting responsible growth management, providing appropriate community facilities, and conserving cultural heritage resources are all objectives of the PPS, Growth Plan, the Region and Town of Aurora Official Plan, as well as the Aurora Promenade, for which the addition to 22 Church Street, the Square and associated open space, supports. Staff will continue to work with the consultant to ensure the final design continues to meet these policies and objectives.

Report No. PDS19-020

Attachments

None.

Previous Reports

General Committee Report No. PBS17-066 – Award of Contract for Library Square Site Plan, September 5, 2017;

General Committee Report No. PBS17-096 – Preferred Design for Library Square, December 5, 2017;

General Committee Report No. PBS17-100 – Preferred Design for Library Square – Additional Information, December 12, 2017;

General Committee Report No. PDS18-014 – Updated Design for Library Square, January 30, 2018; and

General Committee Report No. PDS18-076 – Library Square, June 19, 2018.

Pre-submission Review

Reviewed by the Chief Administrative Officer, Acting Director of Planning Development Services and Legal Services.

Departmental Approval

Cank

Lawrence Kuk, MCIP, RPP Acting Director Planning and Development Services

Approved for Agenda

Doug Nadorozny Chief Administrative Officer



Subject:	ject: Library Square – Outdoor Square	
Prepared by:	Robin McDougall, Director of Community Services	
Department:	Community Services	
Date:	March 21, 2019	

Recommendation

- 1. That Report No. CMS19-008 be received, and;
- 2. That the design of the Library Square outdoor square be approved as presented in the amount of \$8,380,500 to include:
 - a. An ice rink in the shape of a trail
 - b. Water spray feature covering a 1/3 of the space
 - c. Water wall feature; and
- 3. That staff be authorized to proceed with the detailed design stage of the Library Square outdoor square, and;
- 4. That staff be authorized to apply for the Building Communities Through Arts and Heritage Legacy Fund, including entering into any agreements to give effect to same.

Executive Summary

The outdoor square is a focal point for the Library Square and Aurora's downtown area. The design has been revised based on inputs, seasonal activation and land conditions.

- The outdoor square could provide many different experiences, from exciting events to peaceful engagements
- An ice rink has been included in the design of the project in order to activate the square year-round
- Water Spray Feature and Fountain/Wall provide unique experiences for the patrons of the outdoor square

Report No. CMS19-008

- Studies have confirmed the need to manage ground water through a storm water management program
- Application for the Building Communities Through Arts and Heritage Legacy Fund is being explored as an option to assist funding the outdoor square
- With Council's approval to proceed, the construction project is scheduled to be complete Fall 2021

Background

In June 2018, Council approved the design of the square and staff provided an update on the design in February 2019. Through additional consultation and input, staff are providing more information on the inclusion of an ice rink during the winter months and a potential water feature/wall.

Analysis

The outdoor square could provide many different experiences, from exciting events to peaceful engagements

The design of the outdoor square has evolved to offer a variety of experiences including such things as performances in the amphitheatre, movie nights, fairs, and also quiet areas for reading or having lunch or a coffee. It will offer variety of sights and sounds to be experienced through the water features, sound of people talking, birds chirping, music playing and children laughing. The goal of the design has been to capture as many of these experiences as possible while providing a unique experience in the outdoor square.

An ice rink has been included in the design of the project in order to activate the square year-round

In June 2018, Council approved the design without an ice rink, however, through discussions it became evident that to activate the square year-round (aside from the attraction of special events), an ice rink was needed to draw the public to the space during the winter months. This feature requires a refrigeration system, a mechanical building and a small ice resurfacer. The ice rink would be located in the area where the summer water feature would take place.

A recent recommendation suggested the ice rink could be in the shape of a trail versus an ice pad as depicted in previous images. A trail design would provide a different type March 21, 2019 Page 3 of 8 Report No. CMS19-008

of experience compared to the outdoor rinks offered in a few Town parks, but it would also assist in the control the use of hockey sticks and pucks. The trail shape would provide an environment for more of a traditional leisure skate with family and friends. A sample design is attached to provide a visual of the trail option (Attachment 1).

Water Spray Feature and Fountain/Wall provide unique experiences for the patrons of the outdoor square

The original outdoor square design included a water spray feature (similar to the one at Dundas Square) which could cover most of the open area in the square or only a portion. In recent discussions, it was recommended that the water spray feature be limited to a smaller area (approximately 1/3 of the space). The feature could be programmable and coordinated with music if desired, therefore, providing a more artistic enhancement (public art) to the space. This was motivated by the suggestion that the outdoor square should be providing a unique experience compared to a typical splash pad found in local parks.



Additionally, another water feature was recommended similar to a fountain or water wall.

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March 21, 2019

Report No. CMS19-008



The goal of this feature was to provide a peaceful enhancement similar to a running spring. Based on feedback from the architects, they have recommended a water wall located on a large bulkhead adjacent to the end of the amphitheatre seating.

This wall would be designed to incorporate detailed/contoured concrete to provide a textured surface enhancing the sound of the water. The wall could also be illuminated so that it captures various light angles and would drain away through a trench drain. The wall would be approximately 2-2.5m tall and 4-5m long. The attached drawing highlights the suggested wall (Attachment 2) for this water feature.

Studies have confirmed the need to manage ground water through a storm water management program

In preparation of the construction of the various components of the Library Square project (including parking area, laneway, outdoor square and building), a number of studies have been completed to obtain data on soil quality and compaction, ground water and storm water management. These studies/tests are typically required when planning for a major construction project such as this.

The results will properly inform the design of each of the amenities and allowances have been incorporated in the cost estimate to mitigate any potential issues.

Application for the Building Communities Through Arts and Heritage – Legacy Fund is being explored as an option to assist funding the outdoor square

Staff are investigating the opportunity to apply for this grant application in support of offsetting construction costs.

Report No. CMS19-008

The Legacy Fund of the Building Communities Through Arts and Heritage provides funding of up to 50% of eligible expenses to a maximum of \$500,000. Eligible projects must commemorate a significant local historical event or pay tribute to a significant local historical personality marking the 100th anniversary or greater, in increments of 25 years. The project must involve the restoration, renovation or transformation of an existing building and/or exterior space intended for community use. A public garden or park is an eligible project as long as over half the costs are devoted to arts and heritage elements of the anniversary. A key significant event that meets the criteria would be the establishment of the Library in Aurora.

The area surrounding the square has been the site of every library in Aurora from 1855 onwards including the first purpose built library in Aurora. This rich history has contributed to the project being referred to as Library Square. The funding application would focus on elements related to the Library such as the outdoor reading room area, amphitheatre, and the possible linkage between the facilities.

Deadline for application is ongoing but must be received before the anniversary date.

With Council's approval to proceed, the construction project is scheduled to be complete Fall 2021

As the consultants summarized in their presentation on February 12, 2019, following detailed design, the construction is scheduled to commence Fall 2019 with final completion in Fall 2021. This would result in fit-out and occupancy in 2022 (Attachment 3).

Advisory Committee Review

The Accessibility Advisory Committee was consulted May 2018 and March 2019 on this design and they have provided their input for consideration.

Legal Considerations

Not applicable

Report No. CMS19-008

Financial Implications

Funding the costs of capital construction have been outlined in report number FS19-012 provided on this Special Council agenda. These options include the possible grant funding through the Building Communities Through Arts and Heritage – Legacy Fund.

Construction costs for the outdoor square, including all site preparation, grading, landscaping, ice rink (and applicable amenities), a water spray feature over the full ice pad, a water wall and necessary storm water management results in a cost of \$8,380,500. This cost estimate is considered a Class C estimate and includes significant contingency allowances.

During the next stage of detailed design, the construction cost of the outdoor square will be further defined enabling a refinement of the contingency allowance and result in a Class B estimate.

Communications Considerations

This report will be posted to the website to keep residents informed of plans and any future direction from Council will be shared via Council Highlights, Town website and social media.

Link to Strategic Plan

The development of Library Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encourage an active and healthy lifestyle
- Strengthening the fabric of our community

Alternative(s) to the Recommendation

1. Council could approve the outdoor square design without one or all the following amenities:

Report No. CMS19-008

- a. ice rink
- b. water spray feature
- c. water wall
- 2. Council may provide further direction.

Conclusions

This report provided a few other alternatives for consideration of the design for the outdoor square. Based on feedback from Cultural Partners, public and Council, staff recommend the approval of the outdoor square with the trail shaped ice rink, a smaller water spray area and the water wall.

Attachments

Attachment 1 - Ice Rink in Trail configuration

Attachment 2 - Water Wall – site location

Attachment 3 - Library Square – Project Schedule

Previous Reports

PBS17-066 - Award of Contract for Library Square Site Plan, September 5, 2017;

PBS17-096 – Preferred Design for Library Square, December 5, 2017;

PBS17-100 – Preferred Design for Library Square – Additional Information December 12, 2017;

PDS18-014 – Updated Design for Library Square, January 30, 2018;

PDS18-076 – Library Square – June 19, 2018;

CMS19-005 – Library Square – Project Update – February 12, 2019

Page 8 of 8

Report No. CMS19-008

Pre-submission Review

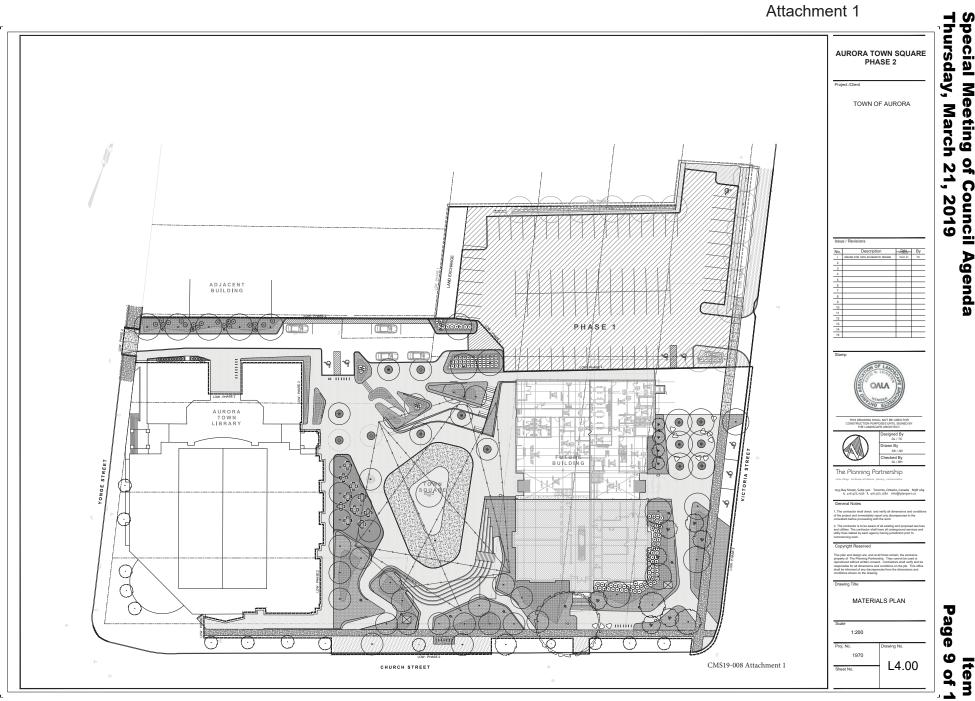
Reviewed by the CAO and Legal Services on March 11, 2019

Departmental Approval

Robin McDougat Director Community Services

Approved for Agenda

Doug Nadorozny Chief Administrative Officer



2 2

Special Meeting of Council Agenda Thursday, March 21, 2019

Special Meeting of Council Agenda Thursday, March 21, 2019





VIEW FROM CHURCH STREET
Water Wall

Attachment 2

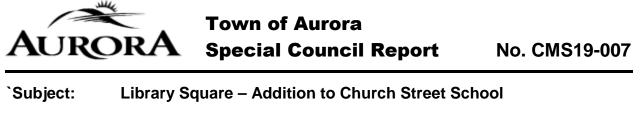


LIBRARY SQUARE TOWN OF AURORA FEBRUARY 12, 2019

CMS19-008 Attachment 2

AURORA LIBRARY SQUARE - ELEMENTAL PROJECT SCHEDULE

		2019		2020	2021	2022	
	TASK	SPRING SUMMER	FALL	WINTER	SPRING	WINTER	SPRING
	1 Commence Design Development	х					
NOI	2 Complete Design Development	х					
UCT	3 Receive direction to Proceed to next Phase	х					
STR	4 Commence Construction Documentation (CD)	х					
PRE-CONSTRUCTION	5 Class-B costing prepared at 50-60% CD		х				
С Ц	6 Value Engineering options at 75% CD		х				
РК	7 Class-A costing prepared at 90% CD		х				
	8 Receive direction to Proceed to next Phase		х				
Ċ	1 Prepare Tender Documentation (late Dec.)		х				
PROC.	2 Early Works Tenders (Early January)			x			
ш.	3 Remaining Trade Tenders (January)			х			
NO	1 Early Works						
JCTI	2 Construction						
TRL	3 Substantial Performance					x	
CONSTRUCTION	4 Fit Out						х
ŭ	5 Occupancy						x



Prepared by:Robin McDougall, Director of Community ServicesDepartment:Community ServicesDate:March 21, 2019

Recommendation

- 1. That Report No. CMS19-007 be received, and;
- 2. That the design of the Addition to Church Street School including the enlarged stage area be approved in the amount of \$27,189,600 and that staff be authorized to proceed to detailed design stage, and;
- 3. That Council provide direction on the Linkage between the Library and Church Street School Addition for potential further development, and;
- 4. That the budget be increased by 1% in the amount of \$256,600 in support of public art in accordance with the Official Plan requirements.

Executive Summary

The addition to Church Street School has evolved to include a variety of spaces to suit many different types of use while maximizing the space in a unique architectural design that celebrates the original heritage school building. Previous reports have highlighted a number of features while this report focusses on the most recent revisions.

- Based on inputs from consultants and cultural partners, an enlargement on the eastern side of the building was included to improve seating capacity, performance stage size and acoustics
- The addition of a universal washroom meets code requirements for accessibility and provides a gender neutral option
- Consideration of a commercial café space on the plaza level requires further assessment
- Linkage between the Library and Church Street School Addition would connect the two facilities and ultimately expand functionality

- Heritage and Accessibility considerations continue to be important to the development of the design
- Design Review Panel will be engaged through the detailed design phase of the project
- Application for the Canada Cultural Spaces Fund has been submitted
- Recruitment of a Project Management firm and then progressing to the detailed design stage are the next steps in the process
- With Council's approval to proceed, the construction project is scheduled to be complete Fall 2021

Background

In June 2018, Council approved continuing with the next steps in the planning and design for the project. With their approval of the three-floor option including a theatre, staff continued with the schematic design of the building. In February 2019, staff and the consultants provided an update on the project including all changes since June.

Revisions to the design were based on inputs from Council, consultants and cultural partners.

Analysis

Based on inputs from consultants and cultural partners, an enlargement on the eastern side of the building was included to improve seating capacity, performance stage size and acoustics

Through discussions with the cultural partners and the theatre specialist, it became evident that with the seats fully extended in the Performance Hall (approximately 250 seats), the size of the stage floor was less than desirable and not fully functional (only 10'). A number of the partners stated that the limited floor space would restrict how often it would be used in that configuration. Therefore, the theatre specialist recommended a couple of options in order to ensure the floor space offered a minimum performance space of 16'. One option was to extend the seating by two (2) less rows resulting in approximately 210 seats, another option was to 'bump out' the facility length by an additional 1.9m enabling the desired floor space while keeping the desired seating capacity of 250 seats and yet additionally benefiting the acoustic interests with the longer facility. With the latter option serving more of the interests, staff included the 'bump out' in the latest designs (Attachment 1).

In addition, the preference for a 250 seat theatre was reconfirmed through a survey issued to cultural partners. Majority of the cultural partners surveyed preferred a theatre offering 200-250 seats. Other factors were also considered which support the need for 250 seats:

- The community is currently served by 100-150 seat spaces but at that number it is difficult to cover cost of the program without expensive ticket pricing
- The community is surrounded by larger theatres including: 400 seats in Newmarket, 550 in Markham, 600 in Richmond Hill, 400 in Vaughan. 250 seat theatre is a niche size that does not exist in the region.
- At 250 seats, one can start to cover costs with reasonable ticket prices. With the right modern technical capabilities, mid-stream established artists will see the space as a viable place to perform. A modern space will be able to compete in this market given that others have a tenure without technical upgrades.

The 'bump out' will cost approximately \$536,000 including the revised acoustic treatments for the elongated space. The 'bump out' on the east side of the building will provide the desired 250 theatre seating capacity, the enlarged performance stage floor and improved acoustics, as a result, staff recommend proceeding with the 'bump out'.

Another option that was explored was the potential for gallery seating to be added on both sides of the Performance Hall. This would have required the north side of the building cantilever to extend an additional one (1) meter and would add approximately 28 additional seats. Through further assessment of this option, it was confirmed that this additional meter would cost approximately \$330,000 plus would require additional acoustic treatments. When assessing the return on investment for 28 additional seats, staff would not recommend proceeding with the gallery option.

The addition of a universal washroom meets code requirements for accessibility and provides a gender neutral option

Through the code review process, it was determined that with an addition the size proposed for the Church Street School, the design requires at least one universal washroom. A universal washroom is not only accessible; it provides an option that is gender-neutral. The architects have revised the design to incorporate a universal washroom on the main floor to meet code requirements and support our patrons (Attachment 2).

In addition, all public washrooms within the addition are accessible. It is important to note that the existing facility also offers gender-neutral washrooms as additional options.

Consideration of a commercial café space on the plaza level requires further assessment

Currently the plaza level offers an open concept gathering space suitable for a breakout room for programs, service area for light refreshments and creates a connection to the outdoor square through large sliding doors. Previous discussions regarding a permanent café or commercial operation resulted in limiting the space to a breakout room and service area for light refreshments. This decision was based on the lack of a business case for a commercial operation of this size and the desire to not compete with the existing concession in the library and similarly not compete with a potential business opportunities on Yonge St. Through recent discussions, Council has expressed interest in revisiting this with further evaluation.

Staff have discussed with the architects potential revisions to the design to accommodate the possibility of a small commercial operation. It is important to note that the consultants are confident there are options and that those revisions could be further vetted during the detailed design stage.

Ultimately, with a proven business case, the goal would be to revise the design so that a future opportunity for a commercial operation is possible.

Linkage between the Library and Church Street School Addition would connect the two facilities and ultimately expand functionality

Through consultation with the Library, a permanent linkage has been suggested for consideration. There is a desire to provide a dry/temperature controlled route for pedestrians to get from one facility to the other. It was envisioned that if the two sites were physically connected, the site could be treated more like a conference centre and patrons could get from one facility to the other more easily.

The preliminary designs provide a few on-ground options for consideration (Attachment 3). The first is a fully enclosed linkage that would provide a dry and temperature controlled route. The second option is strictly a covered shelter, still providing a dry route. The third is a combination of half enclosed and half open.

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Report No. CMS19-007

Linkage (on-ground)	Cost estimate				
Fully enclosed	\$1,936,000				
Open	\$654,000				
$\frac{1}{2}$ enclosed and $\frac{1}{2}$ open	\$1,600,000				

Excludes soft costs, contingencies and taxes.

Initial observations of these on-ground options highlighted concerns that an on-ground linkage would create a divider or take away from the open and welcoming environment the square can provide. As such, a suggestion of either a bridge above the square or linkage underground was discussed. Both of these options would be higher in costs than the options shown above and yet would enable a dry/temperature controlled route while maintaining the open and welcoming environment for the outdoor square. Of these two options, the underground option would not be preferred due to a variety of observations such as; security concerns, soils and ground water mitigation on this site. Therefore, the above ground/bridge option would be the preferred option as it would provide a dry/temperature controlled route while preserving the open and welcoming environment for the square.

Direction from Council is required on which linkage option if any they would like further analysis.

As this linkage would also expand the functional use of the library, a portion of the capital costs could be recovered through Library development charges.

Heritage and Accessibility considerations continue to be important to the development of the design

Both Heritage and Accessibility Advisory Committees were consulted on the proposed project, including input from their respective committee meetings held May 2018 and March 2019.

In addition, staff have received comments from the Town's Accessibility Advisor and have shared those comments with TPP for consideration in the designs.

For additional heritage considerations, the project has received comments from both ERA Architects (specialists in Heritage architecture) and Ontario Heritage Trust (OHT).

Report No. CMS19-007

The Heritage Permit Application (HPA-19-03) to approve the addition to the Part IV designated 22 Church Street was reviewed by the Heritage Advisory Committee (HAC) on March 5, 2019. As part of this application, a Heritage Impact Assessment was produced by ERA Architects, a firm that specializes in heritage consulting. The Heritage Impact Assessment outlined that there will be minimal to no impact on the character-defining elements of the heritage resource, through the sympathetic placement, massing and materiality of the addition. Furthermore, the Ontario Heritage Trust (OHT), who has a Heritage Conservation Easement over the property, has also provided their initial support for the project and design.

Ensuring design excellence, promoting responsible growth management, providing appropriate community facilities, and conserving cultural heritage resources are all objectives of the Town of Aurora Official Plan. As part of the Library Square Project, the addition to 22 Church Street will meet these objectives and has the support of the Heritage Advisory Committee and Staff.

Should there be any further modifications to the site plan that proposes alterations to character defining elements of the site to accommodate additional parking, further input may be required from the HAC and OHT.

Design Review Panel will be engaged through the detailed design phase of the project

As the project continues to be refined, more images are shared creating interest and comments about style, colours, textures, materials, etc. It is important to understand that this level of discussion is determined during the detailed design stage of the project, which is the next step in the process.

In order to assist with the detailed design, the Design Review Panel will be engaged for their input. This Panel was established by Council as a panel of experts to assist with the design review of projects within the downtown area and in particular with heritage projects.

The Terms of Reference for the Design Review Panel are summarized in the Committees Introduction:

The Town of Aurora Design Review Panel for the Heritage Properties (the Panel) is being established in order to assist in the review of development and redevelopment applications to ensure the protection of the Town's Heritage Resources and the character of the Town's Historic Neighbourhoods. The Panel

will review (re)development applications for historic properties in order to ensure that they are appropriately designed within the historic context of the area. It is a fundamental principle of the Town's Official Plan to "promote the conservation and enhancement of Aurora's cultural heritage resources...to tell the story of a community's evolution and provide important visual reminders that can help define a sense of place."

Application for the Canada Cultural Spaces Fund has been submitted

Staff worked diligently to prepare the comprehensive grant application and business plan for Canada Cultural Spaces Fund. This process included engagement with the cultural partners and the consultants. The Town's application submission was based on the maximum allowable, which was up to 50% of the capital costs of the building.

Recruitment of a Project Management firm and then progressing to the detailed design stage are the next steps in the process

For projects the size and complexity of the Library Square, it is typical to hire a dedicated project manager (or project management firm) to lead the project through to completion. The funding for this role has been captured in the capital project cost estimate. Therefore, at the time of Council's approval to proceed, staff will issue an RFP for a project management firm. In this scenario, senior staff will lead the project, but the project management firm will manage and coordinate all aspects including preparation of tender packages, contract administration, change orders, work schedules, payments, etc.

With Council's approval to proceed with the design, we will continue with the next stage of design, which is referred to as 'detailed design', followed by tender ready drawings and ultimately construction tender packages. At each step of the project, staff will continue to keep Council, the cultural partners and the public informed of the project phases. This will include communications on social media, updates to the dedicated project webpage and Council reports.

With Council's approval to proceed, the construction project is scheduled to be complete Fall 2021

As the consultants summarized in their presentation on February 12, 2019, following detailed design, the construction is scheduled to commence Fall 2019 with final completion in Fall 2021. This would result in fit-out and occupancy in 2022 (Attachment 4).

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Report No. CMS19-007

Advisory Committee Review

The Heritage Advisory Committee and Accessibility Advisory Committee were consulted in May 2018 and March 2019 on the latest design.

Legal Considerations

Not applicable

Financial Implications

Funding the costs of capital construction have been outlined in report number FS19-012 provided on this Special Council agenda.

The capital construction costs for the building is \$27,189,600. This Class C estimate includes the enlarged stage area, universal washroom as described above, and appropriate contingency allowances for this stage of detail.

The cost for the linkage is not included and requires Council direction and if approved, would require additional funding.

As the project progresses through detailed design, further refinement of the cost estimate will take place, refining the contingency allowance and resulting in a Class B estimate.

Communications Considerations

This report will be posted to the website to keep residents informed of plans and any future direction from Council will be shared via Council Highlights, Town website and social media.

Link to Strategic Plan

The development of Library Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

Report No. CMS19-007

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encourage an active and healthy lifestyle
- Strengthening the fabric of our community

Alternative(s) to the Recommendation

- 1. Council may approve the design without the enlarged stage area, reducing the stage floor and seating capacity.
- 2. Council may provide further direction.

Conclusions

Through further review, the proposed enlarged stage area and universal washroom have been included in the design. With Council's approval of the schematic design and authority to proceed to detailed design, staff will commence the next stage of the project and secure a project management firm.

Direction from Council is required on which linkage option if any they would like further analysis.

Attachments

Attachment 1 - Enlarged Stage Area – site plan

Attachment 2 - Universal Washroom – site plan

Attachment 3 – Linkage Options

Attachment 4 – Library Square – Project Schedule

Page 10 of 10

Report No. CMS19-007

Previous Reports

PBS17-066 – Award of Contract for Library Square Site Plan, September 5, 2017;

PBS17-096 – Preferred Design for Library Square, December 5, 2017;

PBS17-100 – Preferred Design for Library Square – Additional Information December 12, 2017;

PDS18-014 – Updated Design for Library Square, January 30, 2018;

PDS18-076 – Library Square – June 19, 2018;

CMS19-005 – Library Square – Project Update – February 12, 2019

Pre-submission Review

Reviewed by CAO and Legal Services on March 11, 2019

Departmental Approval

Robin McDougal Director Community Services

Approved for Agenda

Doug Nadorozny ⁰ Chief Administrative Officer

TOWN OF AURORA CHURCH STREET SCHOOL HOUSE ADDITION THEATRE STAGE SIZE COMPARISON

FEBRUARY 22nd, 2019





AMENITIES AND FEATURES

PERFORMANCE HALL

FEATURES:

- + Retractable Seating
- + Sprung Floor
- + Professional lighting and audio equipment
- + A/V Projector Screen
- + Seating for 250 in Theatre format, or 192 in Banquet format, with tables and chairs.

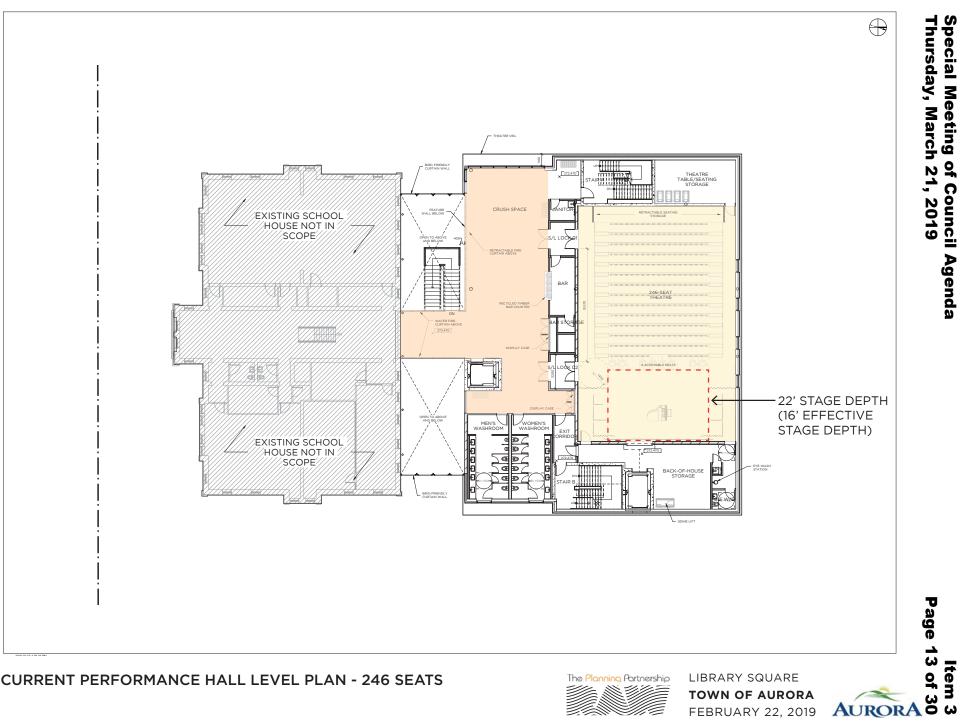
SAMPLE USES:

- + Live Theatrical Performances
- + Concerts, comedy shows, variety acts
- + Movie Screenings
- + Presentations / Ceremonies
- + Recitals / Rehearsals
- + Auditions
- + Acting Lessons
- + Workshops / Lectures
- + Panel Discussions / Debates
- + Dinner Theatre
- + Fairs
- + Banquets
- + Tradeshows



LIBRARY SQUARE **TOWN OF AURORA** FEBRUARY 22, 2019





CURRENT PERFORMANCE HALL LEVEL PLAN - 246 SEATS

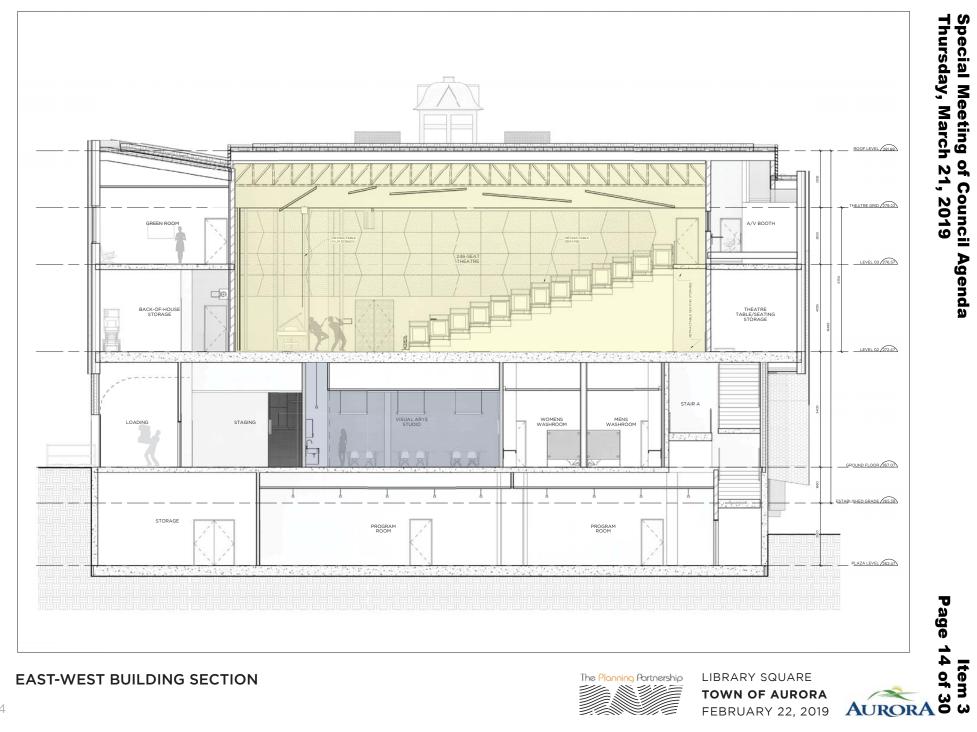
The Planning Partnership

LIBRARY SQUARE TOWN OF AURORA FEBRUARY 22, 2019

3







EAST-WEST BUILDING SECTION





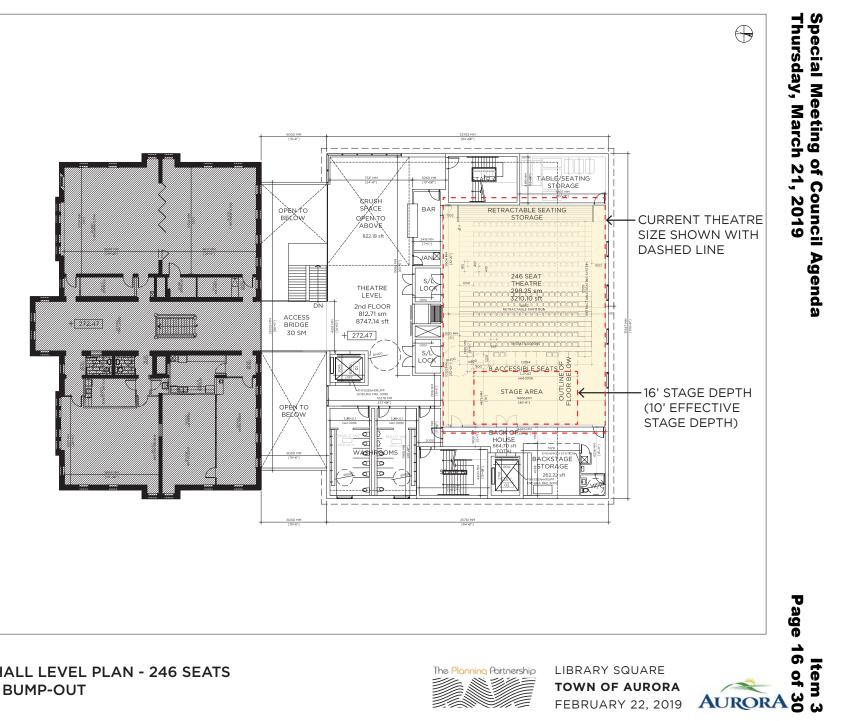
PERFORMANCE HALL - THEATRE CONFIGURATION





AURORA

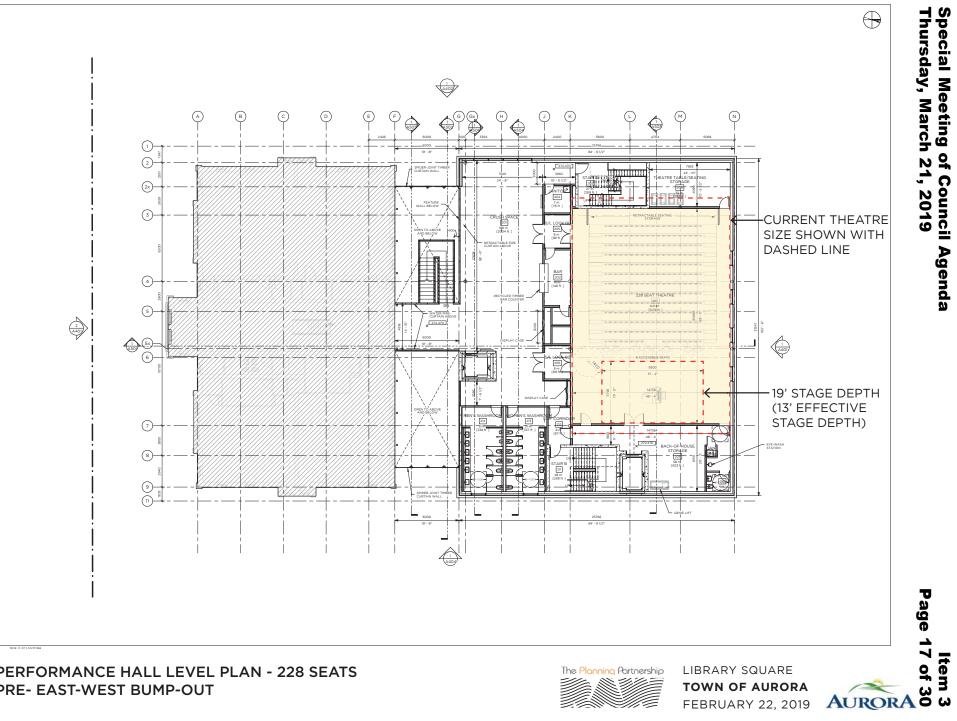




PERFORMANCE HALL LEVEL PLAN - 246 SEATS PRE- EAST-WEST BUMP-OUT



6



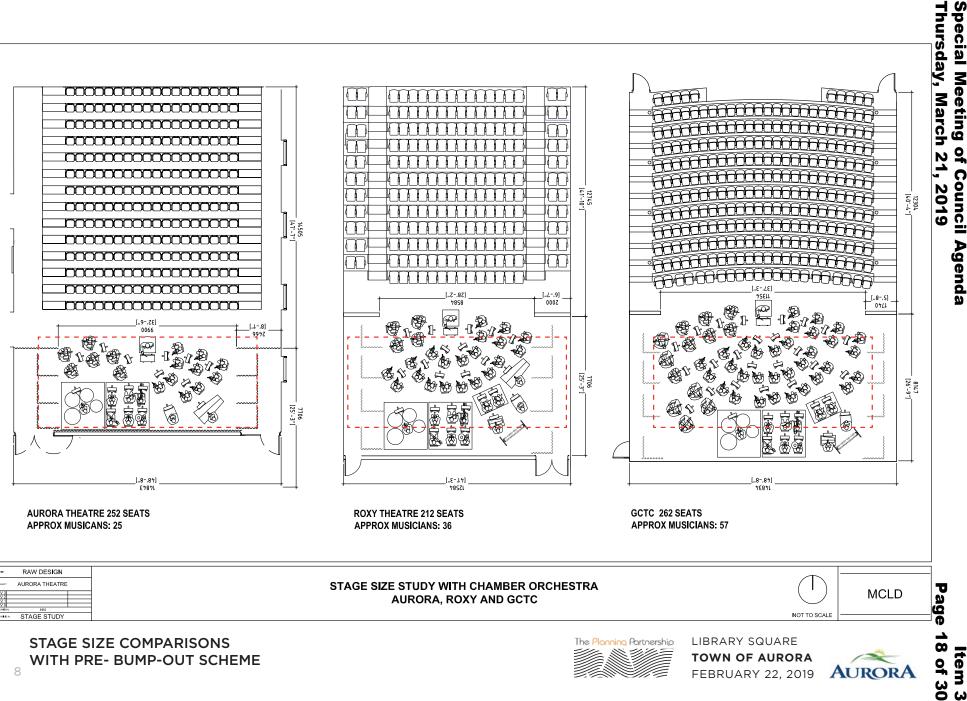
PERFORMANCE HALL LEVEL PLAN - 228 SEATS PRE- EAST-WEST BUMP-OUT

7

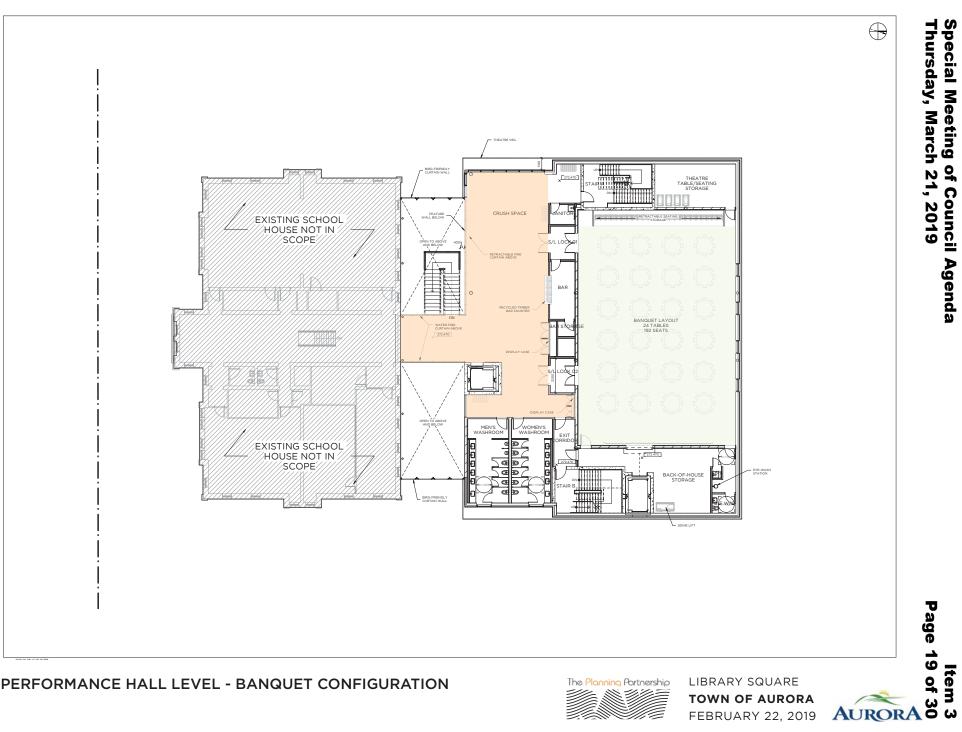


LIBRARY SQUARE TOWN OF AURORA FEBRUARY 22, 2019

Special Meeting of Council Agenda



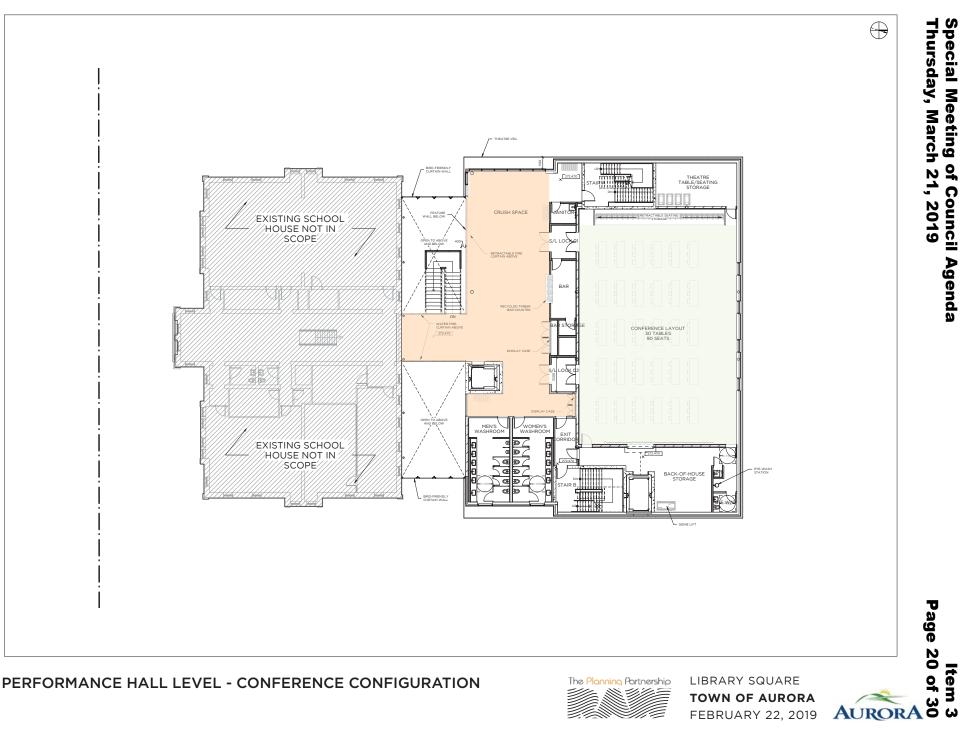
Item 3



PERFORMANCE HALL LEVEL - BANQUET CONFIGURATION



LIBRARY SQUARE TOWN OF AURORA FEBRUARY 22, 2019

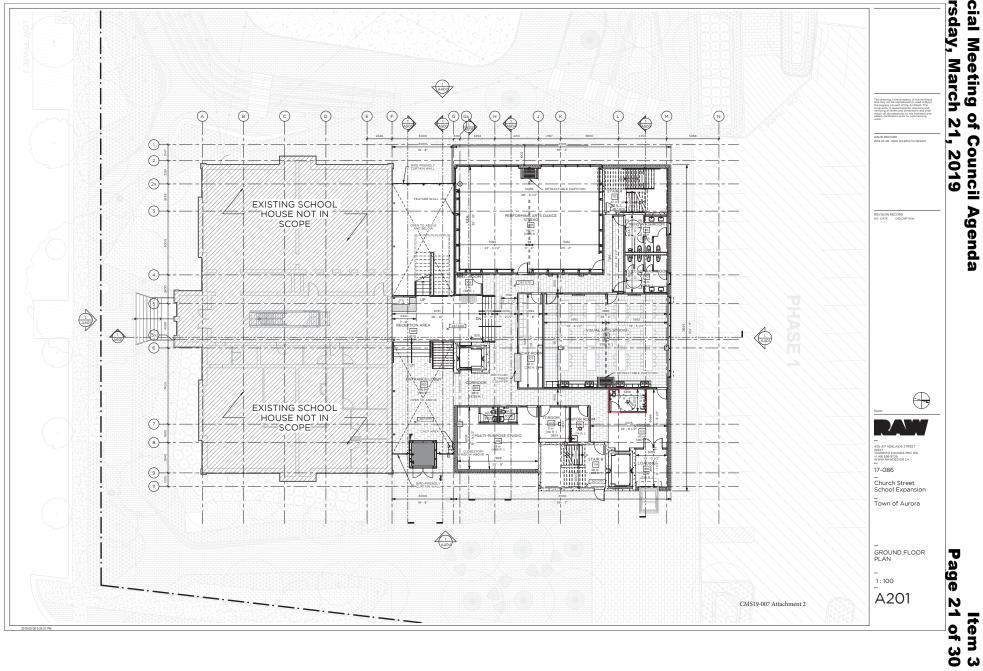


PERFORMANCE HALL LEVEL - CONFERENCE CONFIGURATION



LIBRARY SQUARE TOWN OF AURORA FEBRUARY 22, 2019

Attachment 2



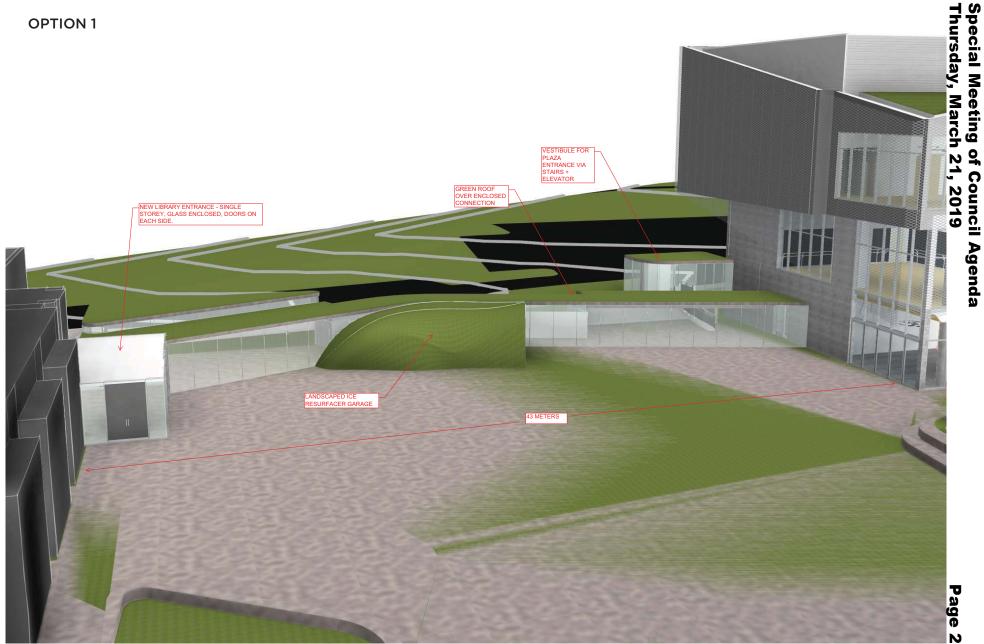
Special Meeting of Council Agenda Thursday, March 21, 2019

TOWN OF AURORA LIBRARY SQUARE LIBRARY SQUARE LINK DESIGN OPTIONS

FEBRUARY 21st, 2019



CMS19-007 Attachment 3

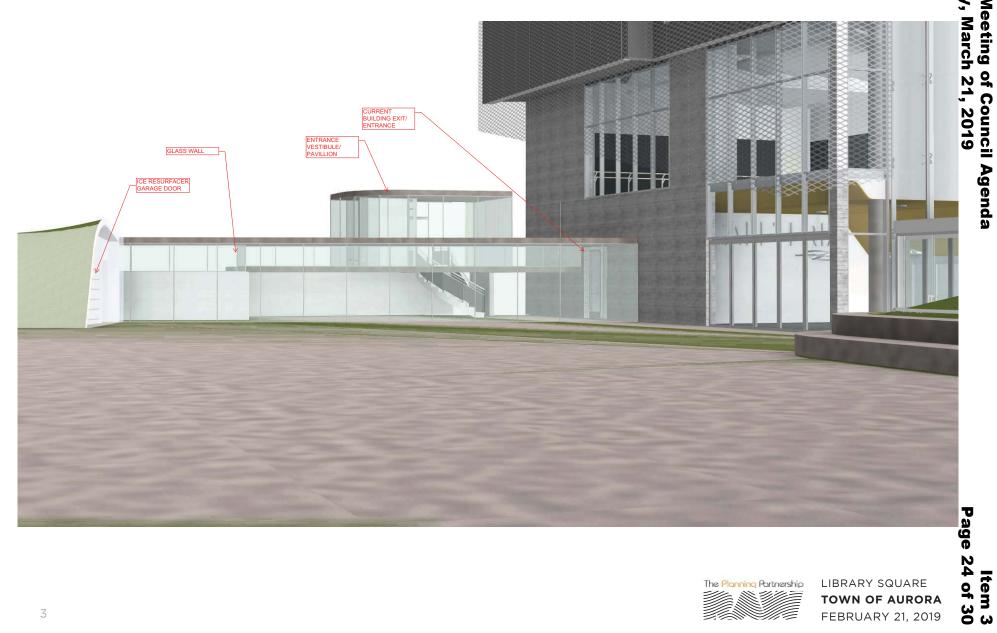


Item 3 Page 23 of 30

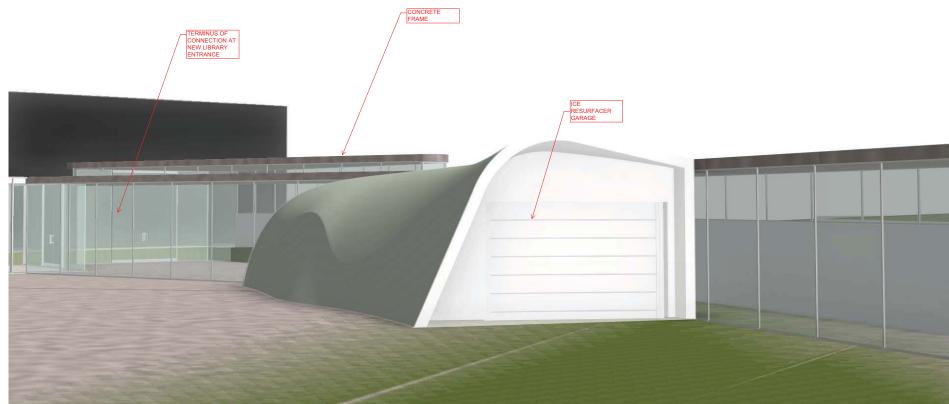
Special Meeting of Council Agenda Thursday, March 21, 2019







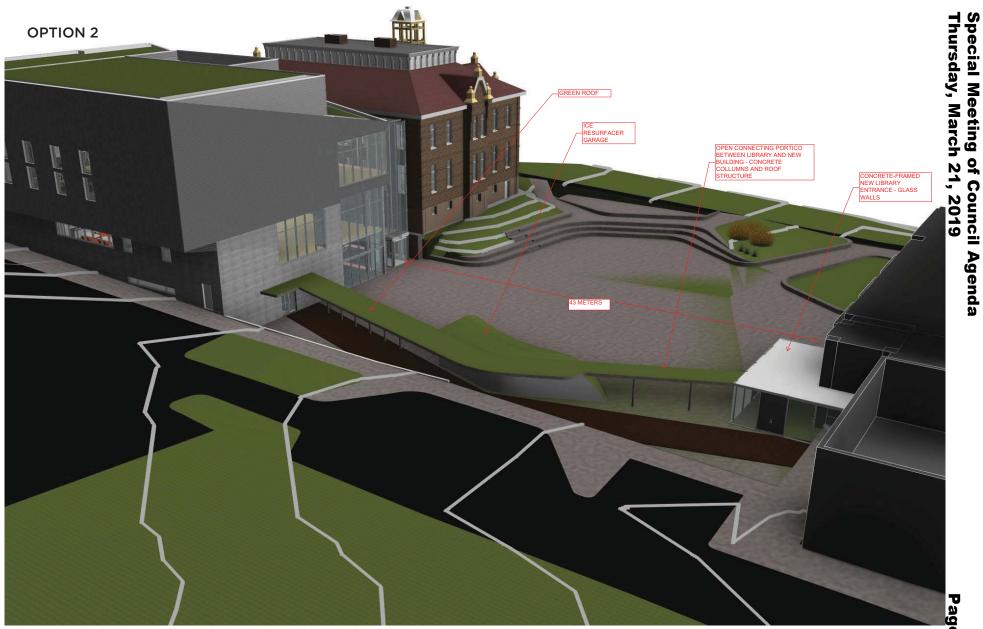
OPTION 1







LIBRARY SQUARE TOWN OF AURORA FEBRUARY 21, 2019





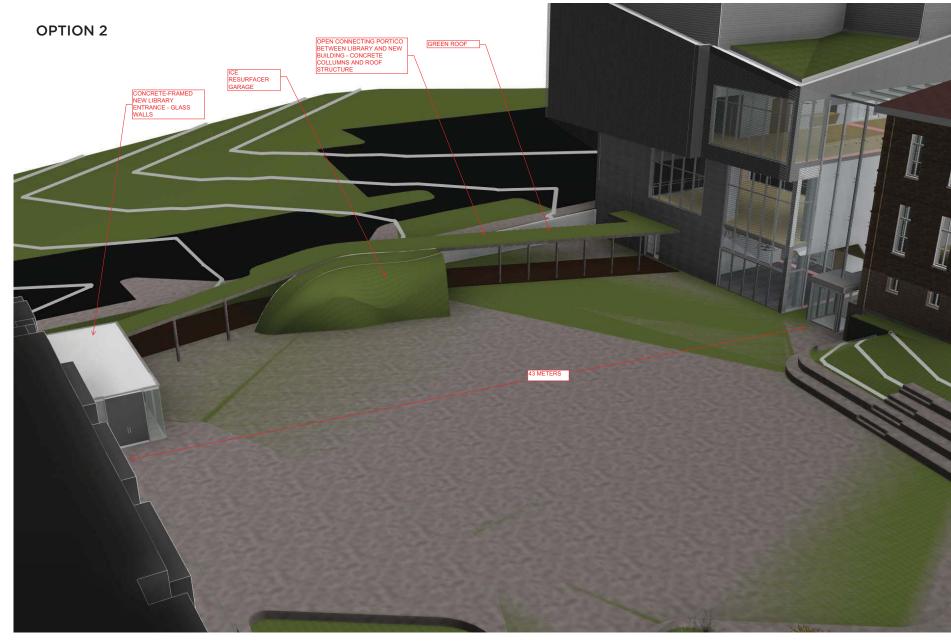


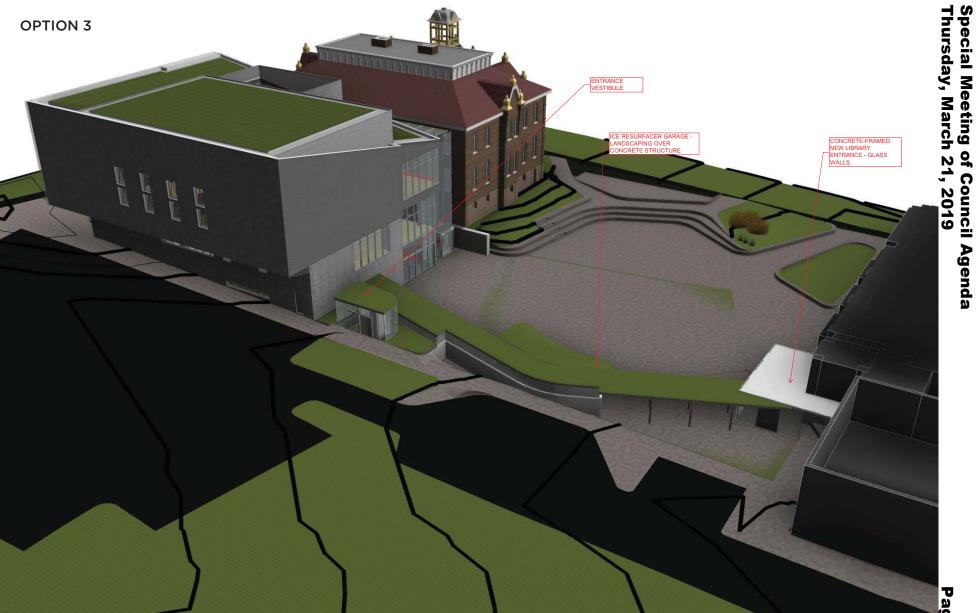






LIBRARY SQUARE TOWN OF AURORA FEBRUARY 21, 2019

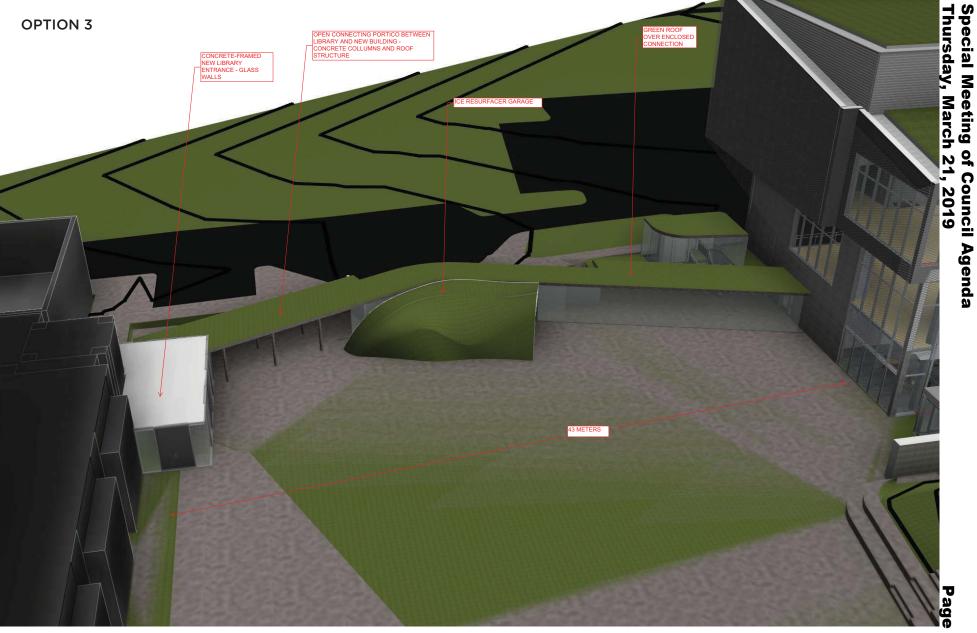






LIBRARY SQUARE TOWN OF AURORA FEBRUARY 21, 2019







AURORA LIBRARY SQUARE - ELEMENTAL PROJECT SCH	EDULE
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		201	9		2020	2021	2022
	TASK	SPRING SUMMER	FALL	WINTER	SPRING	WINTER	SPRING
JCTION	1 Commence Design Development	х					
	2 Complete Design Development	х					
	3 Receive direction to Proceed to next Phase	х					
STRI	4 Commence Construction Documentation (CD)	х					
PRE-CONSTRUCTION	5 Class-B costing prepared at 50-60% CD		х				
	6 Value Engineering options at 75% CD		х				
	7 Class-A costing prepared at 90% CD		х				
	8 Receive direction to Proceed to next Phase		х				
ن ن	1 Prepare Tender Documentation (late Dec.)		х				
PROC.	2 Early Works Tenders (Early January)			x			
<u>ц</u>	3 Remaining Trade Tenders (January)			х			
CONSTRUCTION	1 Early Works						
	2 Construction						
	3 Substantial Performance					х	
	4 Fit Out						х
ö	5 Occupancy						х



Prepared by: Andria Sallese, Senior Policy Planner Anthony Ierullo, Manager, Policy Planning and Economic DevelopmentDepartment: Planning and Development Services

Date: March 21, 2019

Recommendation

- 1. That Report No. PDS19-018 be received;
- 2. That Parking Strategy Phase 1: 'Quick Wins' as outlined in this report be adopted; and
- 3. That Council approve \$87,882.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking on Victoria Street, conditional on the approval of the addition to the Church Street School; and
- 4. That Council approve \$185,376.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking within the laneway, conditional on the approval of the addition to the Church Street School; and
- 5. That Council approve \$145,740.00 to the Library Square budget to be funded as per Funding Strategy Report FS19-012 for additional on-site parking on Church Street subject to further public consultation, conditional on the approval of the addition to the Church Street School.

Executive Summary

The intent of this report is to present the findings of the draft parking strategy for Library Square and to seek Council's approval to proceed with the implementation of the identified 'Quick Wins' to augment the existing parking supply. This report also seeks Council direction to continue to explore medium and long-term parking solutions. The report can be summarized as follows:

Report No. PDS19-018

- Library Square design progressing to final approval;
- Onsite Parking supply, as currently designed, will not support expanded programming in Library Square;
- Barrier-free parking spaces meet the minimum AODA requirement; and
- Consultant recommends a phased parking strategy approach.

Background

Since 2000, Council has directed Staff to undertake various studies to address the parking supply in the downtown. The following provides a quick summary of these activities.

In 2002, the Town conducted a Master Transportation Operations Study that indicated that there was an adequate amount of both on and off-street parking in the downtown area to meet demand. In 2007, the Town retained Marshall Macklin Monaghan (MMM) to update the parking component of the 2002 study to assess whether parking supply was still adequate in response to concerns raised by the Aurora Public Library. The MMM report reviewed existing parking supply and demand, and determined that the core area in Downtown Aurora generally had enough parking and was expected to continue to do so in the future, with the exception of library parking which was operating at capacity. The MMM report also determined that, while the library lot was operating at full capacity, on-street parking was poorly utilized and that there was sufficient on-street parking available to address the needs of not only the library, but also the more intensive use of the other three municipal buildings at the time.

The report proposed five options to address the shortfall of parking in the library parking lot. These options were evaluated against a set of criteria, including the ability of the option to address the parking demand, the impact of construction on additional parking, urban design considerations, and costs. On the basis of this analysis, the consultant report determined that Options A and D, which included using on-street parking on Yonge Street more effectively, and relocating some or all library employees to another site with available surplus parking, such as a church site, would free up space in the library parking lot. These recommendations were later jointly implemented by both the Town and Library.

In 2016, in response to a Council motion, Staff initiated a Downtown Traffic Management Plan for Library Square to assess a number of issues in the area, including traffic infiltration, parking demand and a plan to convert on-street parking to

angled parking on the Church Street, Victoria Street and Mosley Street boulevard, and traffic operation configuration on these streets to one-way only.

Infrastructure and Environmental Services Staff brought forward a report in September of 2016 summarizing their findings and recommendations. The report concluded at that time that, on the basis of their analysis and the 2007 Downtown Core Parking Area Study, the existing parking layout and traffic operation configuration was functioning well. The report recommended a comprehensive approach that was driven by an update to the Master Transportation Plan in order to align various initiatives with the Aurora Promenade Concept Plan.

Aurora Promenade Urban Design Strategy

In 2010, the Town of Aurora approved the Aurora Promenade Urban Design Strategy (the 'Strategy'). The purpose of the Urban Design Strategy was to guide and manage growth in a way that realizes the Official Plan and Secondary Plan vision for revitalizing the Yonge and Wellington corridors into a vibrant place to live, shop, work and play. Key to the strategy is reinforcing and enhancing the Cultural Precinct by leveraging cultural assets, enhancing public spaces and promoting a distinct streetscape.

The Strategy, building on a downtown parking assessment of the downtown area, included recommendations for further exploration of travel demand management measures, as well as the potential for a shared parking structure, to address parking demand in the area.

Among other matters, the Strategy stresses the importance of comprehensively balancing the supply of parking in the Downtown with redevelopment. Section 3.1.2 of the Strategy describes a key objective for The Aurora Promenade in transforming the area from one that is largely auto-oriented to a vibrant pedestrian-oriented one. Part of this objective requires a 'special' approach to parking that relies on a variety of travel demand management strategies to mitigate parking demand. The strategies put forward in Section 3.1.2 include:

- Subsidizing transit trips to the area;
- Improving cycling and pedestrian routes to local destinations;
- Accepting cash-in-lieu of parking or reducing parking requirements for new development; and

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• Partnering with developers to provide parking underground, or with civic and institutional uses, to share parking facilities.

The above strategies are intended to reduce the demand for additional surface parking and help mitigate the visual unsightliness of large parking lots or monolithic parking structures.

The Strategy's Public Realm framework identifies a potential public parking facility on the Library Square site. Planning Staff believe that the redevelopment of Library Square represents an opportunity to continue to explore parking options and travel demand management strategies for the site and within the Cultural Precinct.

Analysis

Library Square design progressing to final approval

The Town is in the detailed design stages of preparing plans for Library Square. The latest design concept was approved by Council in June 2018 and proposes a 2,975 square metre addition to the Church Street School. The addition includes community programming space (program room, performing arts studio, and a multi-purpose studio visual arts room) and a 192-250 seat performance hall. The design concept also proposes re-purposing the parking lot between the Library and the Church Street School House into a 2700 square metre urban plaza with outdoor programmable space ('the Square').

In June 2018, Council approved parking for Library Square. On-site parking would be provided primarily in a parking lot on the north-east corner of the site. Five parallel parking spaces are also proposed in a laneway connecting Yonge Street, the parking lot, and Victoria Street. The laneway is intended to act as an east-west mid-block connection, realizing one of the public realm objectives for this block. Full-moves access to the parking lot is proposed from Victoria Street, with one-way access from Yonge Street.

The Council approved design for Library Square would provide a total of 83 parking spaces, which would serve the Library, School House addition and the Square.

Onsite Parking supply will not support expanded programming in Library Square

The Town, in partnership with the Aurora Public Library, has hired a parking consultant to evaluate parking requirements in Library Square. The parking study examined both the existing parking supply and demand with or without the proposed School House Addition.

This study was informed by feedback received through the Library Square consultation including ongoing engagement with the Aurora Public Library and other Cultural partners. The Town's parking consultant also prepared a parking survey for patrons of the Library and Cultural Centre as well as an inventory of parking and related parking counts to support the analysis.

The consultant's report reveals that there is an existing parking supply of 89 parking spaces for the Library and the Cultural Centre. The existing uses on-site generate a total demand for 79 and 84 parking spaces during weekday and weekend peak periods respectively. The consultant report concluded that, currently, there is sufficient on-street parking supply within the Focus Area, which represents a two block radius (Figure 2), and within the Broader Area of the site (Figure 1), to accommodate the existing parking demand. Parking within the Focus Area is largely within a 5 to 6 minute (250 metres) walking distance from Library Square, with the furthest parking in the Broader Area within a 10 to 12 minute (500 metres) walking distance.

The consultant has modelled two future parking demand scenarios. The first scenario includes the demand generated by the existing uses, as well as the proposed community uses in the addition. This scenario generates a total demand for approximately 108 and 113 parking spaces during weekday and weekend peak periods respectively, or 29 additional parking spaces over the existing demand for these periods.

The consultant's report also concluded that, currently, there is sufficient on-street parking supply within the Focus Area, to accommodate the existing and forecast parking demand, even without the use of private parking lots. However, this strategy would require a significant shift in user behaviour in the use of on-street parking. Staff have completed an evaluation of the travel distance proposed in the Focus Area compared to commonly used Aurora Facilities and their parking lots to provide context as to the proposed walking distance (Figure 3).

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The second scenario includes the demand of all the community uses on the site, including a full capacity theatre for events. This scenario generates a total demand of approximately 200 and 213 parking spaces during weekday and weekend peak periods respectively, or 121 to 129 additional parking spaces. These scenarios are illustrated in Figure 1 below:

	Weekday	Weekend			
Existing On-site Parking	89	89			
Spaces					
Existing On-site Parking	79	84			
Demand		<u> </u>			
Proposed On-site Parking	83	83			
Supply with new concept					
Proposed Barrier-Free	8	8			
Spaces	5	0			
Comprehensive Zoning					
By-law 6000-17	89	89			
Requirement*					
AODA Requirement	4	4			
Barrier-Free Parking	т	т			
Future Scenario 1 Total	108	113			
Parking Demand	100	115			
Future Scenario 1		30			
(additional demand above	25				
supply, without theatre	20				
events)					
Future Scenario 2 Total	200 spaces	213 spaces			
Parking Demand	200 304063	210 30000			
Future Scenario 2					
(Scenario 1 + additional	117	130			
with theatre events)					

Figure 1: Parking Demand Scenarios

*Section 5.4.1 "Promenade Parking Standards', 1 space per 100m2 of gross floor area.

As noted previously, the current site design would accommodate a total of 83 parking spaces. The resulting pressure on the existing parking supply suggests 29 additional

vehicles during the daytime weekday and weekend peak periods, and 121 to 129 additional parking spaces for full capacity theatre events.

Major events on-site will generate significantly greater demand that can be accommodated through on-street parking within a two block radius. The parking demand for these types events are typically more flexible and generally willing to park further away from the event venue, which suggests less concerns related to visitor behaviour.

Barrier-free parking spaces exceeds the minimum AODA requirement

The Accessibility for Ontarians with Disabilities Act (AODA) requires that, where there are between 13 and 100 parking spaces, four percent be for the use of persons with disabilities. This minimum requirement increases where there are 101 to 200 parking spaces provided on-site to 1 parking space plus three percent of the total number of parking spaces. The current site plan proposes 83 parking spaces, including eight (8) barrier free spaces or 10 percent of the total number of parking spaces.

Two barrier-free parking spaces are provided in the laneway. These barrier-free parking spots are located 23 metres from the library entrance, and 52 metres from the lower level entrance of the addition. Two additional barrier-free spaces are located at the south-east corner of the parking lot, and are located 32 metres from the main entrance of the School House addition. Three (3) barrier-free spaces are located in the lay-by on Victoria Street. The furthest stall is 15 metres from the main entrance of the addition. Finally, one barrier-free space is located at the north corner of the parking lot. This stall is located five (5) metres from the back entrance of Victoria Hall.

The Town's parking consultant has recommended that the Town proceed with barrierfree parking spaces that meet the minimum AODA requirement, while monitoring actual usage of the barrier-free spaces in Library Square once the addition has been constructed and operations have commenced. The minimum AODA requirement for barrier free spaces is 4 parking spots or 4 percent, whereas the current site plan proposes 8 barrier free spaces, or 10 percent of the total number of parking spaces.

The "Quick Wins" described in the subsequent paragraphs will offer opportunities to further expand accessible parking if necessary. It is recommended that 4 additional parking spaces be built to an accessible standard on Victoria Street as described below. This approach allows Staff the flexibility to increase accessible parking according to demand, without increasing additional capital costs.

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Consultant recommends phased parking strategy approach

The parking consultant has recommended a number of strategies, including travel demand management measures, to accommodate the forecast parking demand. These strategies allow the Town of Aurora to proceed with parking on a phased basis, initially with the proposed addition to the school house and reconstruction of parking on the north end of the site.

Phase 1 of the parking strategy proposes 'Quick Wins' that can be implemented in the short-term. Phase 2 of the parking strategy includes medium to long-term solutions to expand on- and off-street parking supply. The consultant's recommendations are described in more detail below:

PHASE 1: QUICK WINS

Maximize Use of Existing Off-Street Public Parking

- Develop and implement consistent signage and branding for public off-site parking lots.
- Treat the new Library Square surface parking lot as a public parking lot for use by all visitors to the area.
- Increase the prominence of the public parking lot west of Yonge Street. Add more prominent signage along the adjacent roads.
- Increase pedestrian access to the public parking lot by establishing a direct pedestrian connection from Yonge Street through future development applications along the corridor.

Revisit Yonge Street Parking Restrictions

- On-street parking along Yonge Street was underutilized during the study periods. Increase parking restrictions to two or three hours to allow patrons more flexibility and promote on-street parking along the Yonge Street corridor.
- Any changes to permitted parking hours should be monitored over time to determine impacts on businesses and the availability of parking.

Increase On-Street parking on Church Street and Victoria Street

- Through the redevelopment of the Site, remove existing curb cuts along Church Street for the public library parking lot and allocate the space to on-street parking.
- A conceptual design of lay-by parking on Church Street determined that a total of 13 additional spaces on the north side of the street could be provided. Similarly, 9 dedicated parking spaces could be provided within the boulevard on Victoria Street. This design would result in a total of 108 parking spaces, with 12 barrierfree spaces (12.5% of the total parking supply) and one loading space.

Transition from Private Parking Lots to Shared Public Parking Lots

- The area surrounding the site consists of many small, private surface parking lots that serve individual businesses. Over time, these lots could be consolidated into public lots in order to increase efficiency, design quality, and access opportunities.
- New buildings in the area should not be encouraged to construct new surface visitor parking and instead accommodate the parking demand from these new buildings in off-site, public lots.

Encourage Long-Term Parking in Less-desirable Lots

• As local area parking increases, the most desirable spaces (typically street parking outside popular destinations) will be at a premium. Work with local businesses to encourage employees to park in less-desirable spaces in order to prioritize customer parking.

Use Parking Pricing to Alter Behaviour and Raise Revenue for New Parking

- Many municipalities have implemented parking charges to alter behavior and raise revenues.
- The key impacts on visitor behaviour would be:
 - Discouraging unnecessary automobile trips it will be less expensive to carpool, bike, or walk; and
 - Influencing where people park charging more for premium street parking compared to lots that are further away will influence demand and help spread parking demands through the area.

Monitoring demand for barrier-free parking spaces

- In order to provide a ratio of barrier-free parking spaces that reflects what is currently in use today, meets the minimum AODA requirement, while meeting the future demand generated by new programming on-site, monitor actual usage of barrier-free parking spaces in Library Square once the addition has been constructed and operations have commenced.
- This approach allows Staff the flexibility to increase accessible parking according to demand.

Consider additional parking in Library Square

- Consider lay-by parking on the north-side of Church Street and further explore whether there is sufficient space within the Church Street right-of-way to permit on-street parking on the south side. This option would require public consultation with local residents and stakeholders to consider the potential impact of modifications to the existing right-of-way.
- Provide additional parking on the west side of Victoria Street within the boulevard, and in the internal laneway on-site. These improvements would need to be carefully designed to limit the urban design and heritage impacts on the site.
- Cumulatively, these options could add an additional 25 parking spaces to help offset the parking shortfall for weekday non-theatre events, at an approximate total cost of \$418,998.00.

PHASE 2: MEDIUM TO LONG TERM PARKING SOLUTIONS

Option 1: Build Structured Parking on the Library Block (Long Term)

Construct structured parking with an additional 55 parking spaces than that currently proposed in the redevelopment of the site. The 55 parking spaces would incorporate the 15 parking spaces that are being lost with the proposed parking plan in the current development proposal, as well as accommodate the additional forecast parking demand for the community centre use (approximately 40 parking spaces). The exact parking quantity can be refined and optimized as design progresses.

This would be able to accommodate the existing public library and school house parking demand, as well as the forecast community centre demand. The redevelopment of the Site would maintain the status quo, where there is no additional demand being added to the street network during a typical, non-event day. It is important to note that this would not accommodate the theatre parking demand, which would be distributed to the on-

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street parking supply. The building structure would likely limit the ability to redevelop the larger block.

The additional parking could be provided under the school house addition, the public square where the library parking currently sits or the proposed surface parking lot.

Option 2: Acquire additional lands to expand parking supply (Long Term)

Lands could be acquired within the vicinity of Library Square to expand the local parking supply. This could increase the area parking supply, to be more efficient in accommodating parking demand.

Staff recommend proceeding immediately with the implementation of Phase 1: 'Quick Wins' and continuing to explore medium and long-term parking solutions and that Staff report back to Council with recommendations.

Advisory Committee Review

Accessibility Committee

As noted in the June 2018 report, both the Heritage and Accessibility Committee were consulted on the proposed project. As there have been revisions to the concept plan since the Committees last provided comments, the latest versions of the plans have recently returned to each committee for comment. The plans have also been circulated to the Town's Accessibility Advisor for review comment. Staff have received comments from the Accessibility Advisor and shared those comments with The Planning Partnership for consideration in refining the design drawings.

Heritage Committee

The Heritage Permit Application (HPA-19-03) to approve the addition to the Part IV designated 22 Church Street was reviewed by the Heritage Advisory Committee (HAC) on March 5, 2019. As part of this application, a Heritage Impact Assessment was produced by ERA Architects, a firm that specializes in heritage consulting. The Heritage Impact Assessment outlined that there will be minimal to no impact on the character-defining elements of the heritage resource, through the sympathetic placement, massing and materiality of the addition. Furthermore, the Ontario Heritage Trust (OHT), who has a Heritage Conservation Easement over the property, has also provided their initial support for the project and design.

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Ensuring design excellence, promoting responsible growth management, providing appropriate community facilities, and conserving cultural heritage resources are all objectives of the Town of Aurora Official Plan. As part of the Library Square Project, the addition to 22 Church Street will meet these objectives and has the support of the Heritage Advisory Committee and Staff.

Should there be any further modifications to the site plan that proposes alterations to character defining elements of the site to accommodate additional parking, further input may be required from the HAC and OHT.

Legal Considerations

The Town's Zoning By-law exempts the Town from complying with the parking requirements of the By-law since the site is not adjacent to a residential zone. The Town is required to comply with provincial accessibility laws and standards and will comply if the recommendations in this report regarding barrier-free parking spaces are adopted.

Financial Implications

The 'Quick Wins' proposed as part of the Phase 1 implementation strategy have a fairly low cost and can be incorporated into the cost of the Library Square redevelopment. However, the refinement of the design to maximize parking supply would add additional costs to the project as highlighted in Figure 2 below:

Total		\$418,998.00	
the laneway	parking spaces		
Additional parking in	4 additional	\$185,376.00	\$46,344/stall
parking	parking spaces		
Victoria Street	9 additional	\$87,882.00	\$9,764.67/stall
Church Street lay-by parking	13 additional parking spaces	\$ 145,740.00	\$11,210/stall
	40		#44.040/ 3131

Figure 2

While the four additional parking spaces within the laneway would be convenient for patrons of the Library, these spaces come at a cost of \$46,344.00 per stall. The medium and longer term solutions require further evaluation and consultation, and have a

greater cost implication. The evaluation of these options will be outlined in future reports.

Communications Considerations

The plans for Library Square are premised on a significant amount of public consultation, including with stakeholders and Town partners. In addition to a webpage on the Town's website dedicated to Library Square, communication staff have prepared an internal and external communication strategy to address the effective communication of this initiative.

Link to Strategic Plan

The development of Library Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure;
- Celebrating and promoting our culture;
- Encourage an active and healthy lifestyle; and
- Strengthening the fabric of our community

Enabling a diverse, creative and resilient economy in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

• Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business.

Alternative(s) to the Recommendation

- 1. That the recommendations in this report not be approved.
- 2. That Council receive the report for information only.
- 3. Council direct Staff to undertake further study of a comprehensive parking solution for the Cultural Precinct.

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Conclusions

Planning Staff believe that the redevelopment of Library Square represents an opportunity to continue to explore parking options and travel demand management strategies for the site and within the Cultural Precinct.

Staff also recommend proceeding immediately with the implementation of Phase 1: 'Quick Wins' and continuing to explore medium and long-term parking solutions, to allow Staff to continue to work with the parking consultant on additional travel demand management strategies, as well as longer term solutions, to accommodate the forecast parking demand. Staff will report back to Council with their findings and recommendations.

Attachments

- 1. Figure 1 Library Square On and Off-Site Parking Broader Area
- 2. Figure 2 Library Square On and Off-Site Parking Focus Area
- 3. Figure 3 Library Square On and Off-Site Parking Focus Area Distance Comparison
- 4. Figure 4 Library Square Parking Options Plan

Previous Reports

General Committee Report No. IES16-073 – Library Square/Downtown Traffic Management Plan

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Pre-submission Review

Reviewed by the Chief Administrative Officer and Acting Director of Planning and Development Services.

Departmental Approval

Approved for Agenda

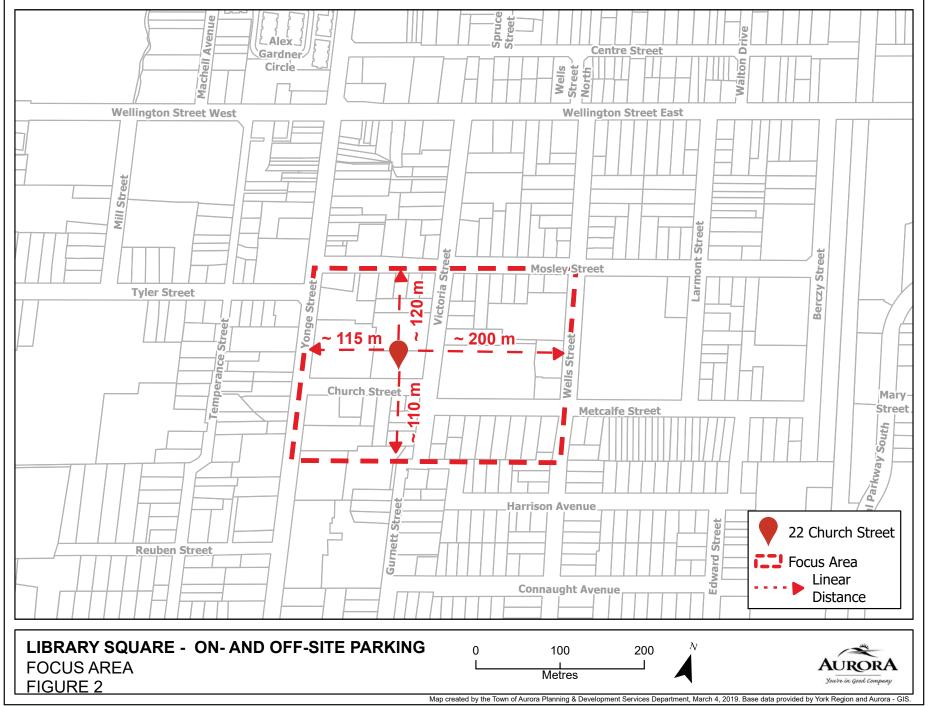
Lawrence Kuk, MCIP, RPP Acting Director Planning and Development Services

Doug Nadorozny Chief Administrative Officer

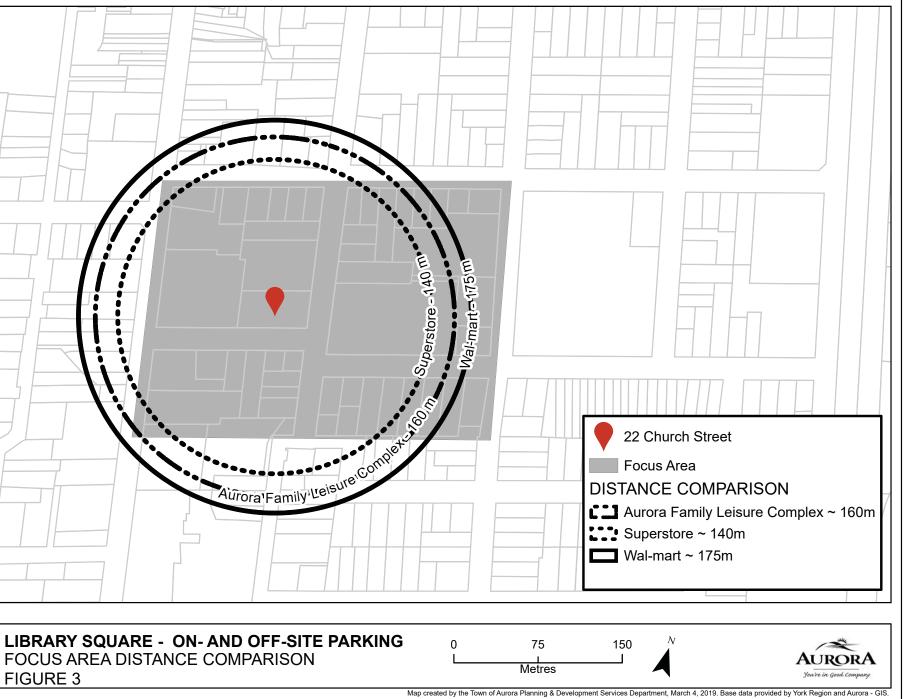
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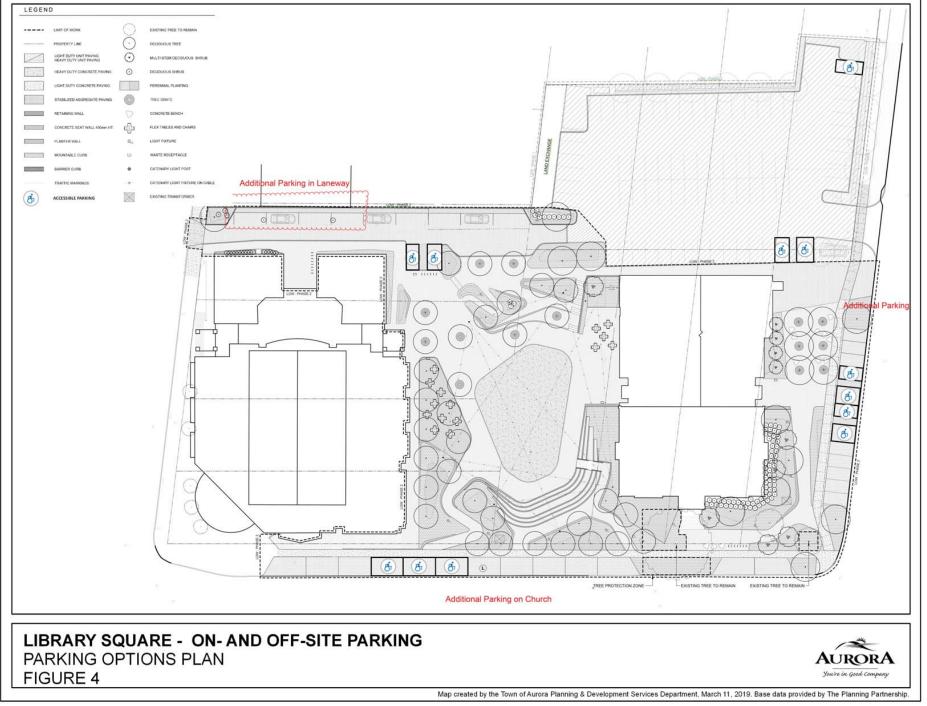
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Subject:	Library Square – Proposed Operating Plan		
Prepared by:	Robin McDougall, Director of Community Services		
Department:	Community Services		
Date:	March 21, 2019		

Recommendation

- 1. That Report No. CMS19-009 be received; and
- 2. That the draft operating plan be approved and finalized prior to the approval of the final construction tender; and
- 3. That the hiring of a contract Project Leader position to implement the business plan be approved.

Executive Summary

The Library Square project has been a long anticipated project for Aurora and required significant evaluation to confirm interest and potential utilization. Through a collection of information, consultation and expertise, a business plan has been created resulting in a draft operating plan. The following factors were used in the creation of the operating plan:

- In collaboration with experienced cultural facility consultants, an operating budget has been developed for the expanded facility
- Consultation has taken place with Cultural and Community Partners to evaluate their interest in this project
- Comparable projects were used to help develop a plan for Aurora's new facility
- Compiling of the current collective budgets established the baseline and provided guidance on the development of a conservative operating budget for the expanded facility
- Consideration of the operating expenses for the outdoor square have been incorporated into the proposed operating budget
- Proposed implementation of the operating budget impact over three years enables immediate action on planning and preparing for the opening of the facility and spreads financial impact over multiple years

Report No. CMS19-009

Background

In June 2018, Council approved continuing with the next steps in the planning and design for the project. With their approval of the three (3) floor option including a theatre, staff continued with the schematic design of the building and outdoor square.

Staff have worked with Interkom Inc. (cultural consultants) along with various engagements with cultural partners and community groups in refining the project details. This work generated the development of the business plan (Attachment 1), proposed operating budget and grant application for Canada Cultural Spaces Fund.

For the purpose of this report, the temporary title given to the facility (including the expansion) will be referenced as the Aurora Museum and Cultural Centre (AMCC).

Analysis

In collaboration with experienced cultural facility consultants, an operating budget has been developed for the expanded facility

Martin van Zon is the founder and President of Interkom Inc. and is the project lead for the Aurora Museum and Cultural Centre (AMCC) engagement. He has personally directed and managed the planning, opening and successful launch of many important municipal capital arts assets in Ontario. Some of those are Art Gallery of Hamilton, Art Gallery of Burlington, Art Gallery of Windsor, Judith and Norman Alix Art Gallery in Sarnia, The Rose Theatre Brampton, The Burlington Performing Arts Centre, The FirstOntario Performing Arts Centre in St. Catharines and Flato Markham Theatre.

Martin brings valuable insights and a unique perspective to each project including areas of consulting, planning, strategy, finance, reviewing and evaluating municipal sector assets. He also has extensive experience in working in situations where multiple-stakeholders are involved, including elected politicians, advisory committee/governance boards, senior management, and funders/donors.

Brian McCurdy is an Interkom consultant with over 35 years' experience as chief executive officer of arts facilities, including six years as an Assistant Vice Chancellor of a major university, five years as a municipal Cultural Director, and three years as Executive Director of an Opera Company. Brian is a seasoned arts administrator who thoroughly understands operations, planning and management in the arts & culture sector.

Report No. CMS19-009

Brian has developed business plans, hired, trained, and managed staff, ranging in size from eight to 45 full-time staff, and hundreds of part-time staff and volunteers. His recent consulting work included management services for The Burlington Performing Arts Centre; Strategic Plan for Flato Markham Theatre; Strategic Plan for Sanderson Centre, Brantford; Programming consultant, UA Presents, University of Arizona; Ontario Presents (Ontario's foremost presenting organization), Municipal Performing Arts Centres policy development; and Culture Plan for City of Edmonton.

With all of their relevant experiences, Martin and Brian bring a solid base of information and knowledge to support the development of a draft operating budget for the AMCC.

Consultation has taken place with Cultural and Community Partners to evaluate their interest in this project

Since June 2018, staff and consultants engaged cultural partners to understand their interest in this project. Specifically, Interkom has reached out and conducted discussions (one-on-one meetings and phone calls) with various cultural partners regarding their interests in AMCC, such partners include: Aurora Cultural Centre, Aurora Public Library, Aurora Museum and Archive, Marquee Theatrical Productions, York Region Arts Council, Aurora Film Circuit. In addition, Interkom also conducted an online survey to gather responses from 43 cultural organizations and contacts regarding the usage potential of AMCC, venue preference, and rental rates expectations, etc.

Comparable projects were used to help develop a plan for Aurora's new facility

To gain an understanding of the landscape of comparable cultural facilities to Aurora's new facility, Interkom conducted research and review of information and insights gathered from various cultural facilities regarding their operation, programming, space utilization and rental information. They also benchmarked the sector information that is available from Ontario Presents. Ontario Presents is a province-wide network of performing arts touring and presenting organizations that work collaboratively to facilitate the distribution of live, performing arts shows. Its members include municipal performing arts centres; not-for-profit, volunteer, community presenters; touring artsis/arts organizations, artists' agents, and industry service consultants.

Summary of the venues used in the research:

Report No. CMS19-009

Municipality	Venue
Town of Aurora	Aurora Cultural Centre, etc – various cultural partners
City of Orillia	Opera House – Studio Theatre
Town of Whitchurch-	Lebovic Centre for Arts & Entertainment
Stouffville	
City of Barrie	Five Points Theatre, Georgian Theatre
Town of Newmarket	Newmarket Theatre
City of Vaughan	City Playhouse
City of Markham	Flato Markham Theatre
City of Richmond Hill	Centre for the Performing Arts
City of Burlington	Art Gallery of Burlington
City of Burlington	Performing Arts Centre
Town of Oakville	Oakville Centre for the Performing Arts
City of Mississauga	Mississauga Living Arts Centre
City of St. Catharines	FirstOntario Performing Arts Centre
City of Guelph	River Run Centre
City of Brantford	Sanderson Centre
Town of Caledon	Townhall Players
City of Kingston	Grand Theatre, Tett Centre
City of Brampton	Rose Theatre, Cyril Clark Theatre
Orangeville	Opera House
Gravenhurst	Opera House
Huntsville	Algonquin Theatre
City of Ottawa	Ottawa Art Gallery
City of Sarnia	Judith & Norman Alix Art Gallery
City of Windsor	Art Gallery of Windsor

Compiling of the current collective budgets established the baseline and provided guidance on the development of a conservative operating budget for the expanded facility

Utilizing the funding and operating budgets for the Aurora Cultural Centre, the Aurora Museum and Archives and the facility operating expenses for the current facility provided a collective budget to be used as a baseline. Once that was created the consultants than applied their research and best practices to generate a conservative budget for the expanded facility.

With the new addition in place, the AMCC will have doubled its capacity. Yet the budget has taken into consideration that it will take three to five years to ramp up and maximize the opportunities that exist for additional revenue generation and added cultural and

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community activities within the expanded facility. Therefore, the budget as presented allows the AMCC to expand the performing and visual audience engagement in Aurora, coupled with technical functions within a much larger and more complex organization. The forecast ratio of earned and unearned revenue compares favourably to comparable arts centers in surrounding municipalities. It is the opinion of the consultant that the annual Town contribution will be seen as a smart investment compared to the economic impact this exciting project will generate based on this conservative forecast.

Consideration of the operating expenses for the outdoor square have been incorporated into the proposed operating budget

In order to develop a draft operating budget for the outdoor area, staff compared other assets within the municipality to obtain typical costs for the parking lot and grounds including winter maintenance, utilities and landscaping. In addition, staff compared operating costs from other outdoor refrigerated ice rinks offered in surrounding municipalities.

Proposed implementation of the operating budget impact over three years enables immediate action on planning and preparing for the opening of the facility and spreads financial impact over multiple years

In preparation for the opening of the facility in 2022, it is recommended to spread the anticipated increase in operating costs over the next few years so that the effect on the tax levy is minimized. Staff are suggesting the first increase take effect in the 2019 budget.

With that increase budget in 2019, staff would begin immediately with hiring a Project Leader position. This individual would be required to have expertise in cultural facilities, business management, facility management, revenue generation, partnership agreements, etc. They would be responsible for engaging the community, partners and artists along with confirming and recruiting the staffing needs in preparation for opening the facility. This role is critical in ensuring the facility hits the ground running and is well prepared for success upon opening.

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Advisory Committee Review

Not applicable

Legal Considerations

Not applicable

Financial Implications

Funding strategy for the operating budget has been outlined in report number FS19-012 provided on this Special Council agenda. The strategy outlines the management of the annual estimated incremental cost of \$620,000 for the building operation plus \$100,000 for the outdoor square (totaling \$720,000).

The anticipated increase in operating expenses is net of any new revenues these facilities are anticipated to develop.

Communications Considerations

This report will be posted to the website to keep residents informed of plans and any future direction from Council will be shared via Council Highlights, Town website and social media.

Link to Strategic Plan

The development of Library Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encourage an active and healthy lifestyle
- Strengthening the fabric of our community

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

This report summarizes all of the research and consultation that went into the development of the business plan and proposed operating budget. With the consultants expertise, a conservative draft operating plan is presented for approval. Staff will work to finalize the operating plan prior to the approval of the final construction tender.

In addition, staff are seeking Council approval to hire a contract Project Leader position who will be responsible to refine the business plan to ensure the facility is well prepared for success upon opening.

Attachments

Aurora Museum and Cultural Centre - Business Plan

Previous Reports

PBS17-066 – Award of Contract for Library Square Site Plan, September 5, 2017;

PBS17-096 – Preferred Design for Library Square, December 5, 2017;

PBS17-100 – Preferred Design for Library Square – Additional Information December 12, 2017;

PDS18-014 – Updated Design for Library Square, January 30, 2018; and

PDS18-076 – Library Square – June 19, 2018

CMS19-005 – Library Square – Project Update – February 12, 2019

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Report No. CMS19-009

Pre-submission Review

Reviewed by the CAO and Legal Services on March 11, 2019

Departmental Approval

P. Dayal

Robin McDougall Director Community Services Approved for Agenda

Doug Nadorozny Chief Administrative Officer

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Attachment 1

Aurora Museum & Cultural Centre BUSINESS PLAN





interkom.

The Town of Aurora would like to acknowledge the contribution of the following organizations and individuals who assisted with the development of this document - Aurora Museum & Cultural Centre Business Plan.

- Cultural Partners Group
 - Aurora Public Library
 - Aurora Cultural Centre
 - Aurora Historical Society
 - Aurora Seniors Centre
 - Aurora Sports Hall of Fame
 - Pine Tree Potters Guild
 - Society of York Region Arts (SOYRA)
 - Theatre Aurora
 - Farmers Market
- Staff of the Community Services Department, Town of Aurora
- Project Consultants: Interkom Inc.

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EXECUTIVE SUMMARY

The Town of Aurora is creating a new cultural hub in its downtown core that will serve as a focal point for residents and out of town visitors. The hub will be located within Library Square and will consist of an outside public square and an expansion to the historic Church Street School (CSS) which is currently home to the Aurora Museum & Archives and the Aurora Cultural Centre.

This Business Plan is for the building and operations of a three-storey expansion that will be connected to the CSS existing historic structure via a glass atrium and include a theatre/performance space on the top floor with retractable seating; multi-purpose performing arts and visual arts spaces; and a climate controlled museum storage space, among other features.

The proposed expansion will make the new, combined Church Street School facility a central hub for cultural activities in Aurora positioning the Town to be the lead entity that can help bring all of the cultural partners in Aurora together as envisioned through the Town's Cultural Master Plan.

The purpose of this document is to provide an overview of the plan for the building and operations of a brand-new cultural hub in Aurora. The working name for this facility is the Aurora Museum & Cultural Centre (AMCC). This plan also clearly outlines the need for an expansion to the current Church Street School property and proposes how new spaces might be utilized. Finally, it outlines the required operational and financial considerations. The proposed 32,013 square foot flexible, multi-use addition includes the following components:

3,680 square foot multi-use Performance Hall with capacity for:

- 246 seating in a theatre/performance venue with retractable, raked seating
- Sprung floor, professional lighting and audio equipment
- A/V projector screen
- 192 seating with tables and chairs (banquet style)
- 300+ capacity for markets/fairs/ tradeshows/corporate events

2. 1,585 square foot multi-purpose Performing Arts Studio

- Divisible into two separate studios with each space able to accommodate up to 60 people
- Sprung floor and mirrors
- Professional sound system

3. 1,198 square foot multi-purpose Visual Arts Studio

 Divisible into two separate studios each space accommodating 32 seated at art tables

4. 466 sq. ft Multi-Purpose Studio

 Space allows for small meetings, prep classes and rehearsal

- 2,333 square feet of Environmentally Controlled Storage Space for the Aurora Museum's artifact collection
 - Space allows for a glass wall allowing for visible storage and display opportunities
- **6.** 1,567 square foot Program Room
 - Divisible programming space with external access to outdoor square, each space able to accommodate up to 60 people
- **7.** 673 square foot Café/Multipurpose Area with seating for 20-30 people
- 8. 283 square foot Catering Kitchen/Servery

Construction costs are projected to be \$28,000,000

Anticipated construction start will be Fall 2019 and construction completion will be in late 2021.

The operating budget for the new AMCC is projected to be \$2.6 million in year 1. The Town will be required to provide an additional \$620,000 operating grant to support the new AMCC. Required new staff to operate the facility is anticipated to be 4 full-time, 2 parttime and a variety of contract positions relating to programming. The redesign of Library Square and expansion of the Church Street School, supports the Town of Aurora's Strategic Plan – goal of supporting an **exceptional quality of life for all** through the following key objectives:

- Fulfillment of the Cultural Master Plan that includes heritage, music, and art to promote more cohesive and coordinated cultural services;
- Expand opportunities and partnerships that contribute to the celebration of culture in the community; and
- Actively promote and support a plan to revitalize the downtown that includes Culture

This expansion also supports the strategic directions of the Town of Aurora's Cultural Master Plan:

- Expand Culture's role in economic development
- Build a strong and vital cultural sector
- Enhance access to cultural resources



PROJECT BACKGROUND AND HISTORY

In 1952, Aurora Public School moved from 22 Church Street to Wells Street School, after the high school students moved into their new building on Dunning Avenue. The Town purchased the building for one dollar in 1953 and rented it to the Whitchurch School Board as an overflow school. From 1955 to 1962 the building was used as a national training facility by Remington-Rand, an office machine company. After they vacated, the building was used again as an overflow school for Regency Acres and Aurora Heights public schools. From 1969 to 1976 the York County Board of Education used the building, then known as "Church Street School", as headquarters.

Faced with an empty building after the York County Board of Education vacated the space, the Town undertook a feasibility study in 1978 to determine future uses. Guided by this study, the Town determined that the Church Street School should become a cultural and recreational centre. With council's approval, the Aurora Historical Society (AHS) opened the Aurora Museum on the second floor of the building in 1981, after their initial request for space in the building was granted. The museum shared the building with other groups including the Friendship Circle, Boy Scouts, Big Brothers, and the Pottery Guild. In June 1999 the AHS submitted a paper to the Town of Aurora senior staff entitled, "Policy Position on the Future of the Church Street School". The paper advocated that the entire building become a museum creating more space for programming, exhibition and storage. By the year 2000 necessary repairs

to the building were mounting including foundation restoration, a drainage system, upgraded fire exit routes, new windows, and barrier-free entrances including an elevator. A plan for restoration was approved in 2002 with funding from the provincial SuperBuild grant and contributions from the Town. All tenants moved out of the building while the renovations modernized the interior of Church Street School while retaining the exterior architecture.

In 2003 after lengthy negotiations, the AHS signed a 10-year lease to be the sole tenants of the Church Street School to create the Aurora Heritage Centre. In 2004 architects Lynch & Comisso and project manager Ron McKnight of McKnight Associates were contracted by the Society to transform the building. Their first task was to remove the false ceilings and interior walls that had been built over the previous 40 years revealing the building's original tin ceilings. Several Open Houses were held for the public to come and see the building. The AHS applied for and received a Trillium Grant and a Museums Assistance Program Grant.

A capital campaign was launched in 2005 to raise the remaining funds needed to complete the renovations. The AHS contributed \$228,634 from their own funds along with a \$200,000 bequest from member Margaret Brevik which combined with other donations amounted to \$548,372. The Society also applied for capital support to the Cultural Spaces Canada Program on behalf of the Town and received a further \$775,000 in 2007.

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When their fundraising efforts failed to meet the project requirements, the AHS turned to the Town for support.

In July 2007, Aurora Town Council resolved to support the renovation of the Aurora Heritage Centre. While the renovations continued, an Arts & Cultural Advisory Committee was formed and the Town commissioned a Strategic and Business Plan for an arts and cultural centre in the Church Street School with work beginning in January 2008. The AHS were not in a financial position at this point in time to operate the entire Centre.

Presented in June 2008, the Novita Report recommended the establishment of a separately incorporated entity and broadened the original mandate to include a wider set of arts and cultural programming including heritage programming in recognition of the Town's cultural development needs and goals. The report also recommended that the name be changed to the Church Street School Cultural Centre with the vision that The Cultural Centre will be a dynamic hub in the heart of Aurora, providing a focus for arts and culture in the town. The AHS collection, which had been placed into storage in 2005, was moved back into Church Street School in 2009 and the building officially opened in January 2010. The name of the Centre was subsequently changed to the Aurora Cultural Centre.

While the Novita Report recommended that the Cultural Centre enter into an agreement with the Aurora Historical Society to exhibit the museum collection, such an agreement never came into force and the collection remained in storage in the building. In 2015, the Aurora Museum & Archives re-opened in the Church Street School as a municipal museum after the AHS transferred the Aurora Collection to the Town in 2013 for the sum of one dollar. Since that time the Town-run museum and the separately incorporated Aurora Cultural Centre have been independently operating within the Church Street School building.

THE NEED FOR AN EXPANSION

Over the course of many years, a variety of locations across Aurora have been used for community assembly, performances, and as cultural spaces. During Aurora's earliest days, there were plenty of spaces available for cultural assembly:

- Mechanics' Hall, built in 1870 and located on the south east corner of Mosley and Victoria Street, hosted a regular program of lectures, social gatherings, performances, music festivals and community classes.
- The Armoury, built in 1874 and located on the southwest corner of Mosley and Larmont Street, has served as a venue for live music, dances, parties, performance, and exhibition spaces.
- The second floor of the old Town Hall (1876-1956), that was located on the northeast corner of Yonge and Mosley Streets, was a large public auditorium that hosted a variety of events and programs.
- Beginning in 1877, the second floor of 15224 Yonge Street (known as the Faughner Block) was used as a music hall as well as a reading room.

After the Second World War, many of these spaces were no longer available. In their place, the community used the following locations for cultural purposes:

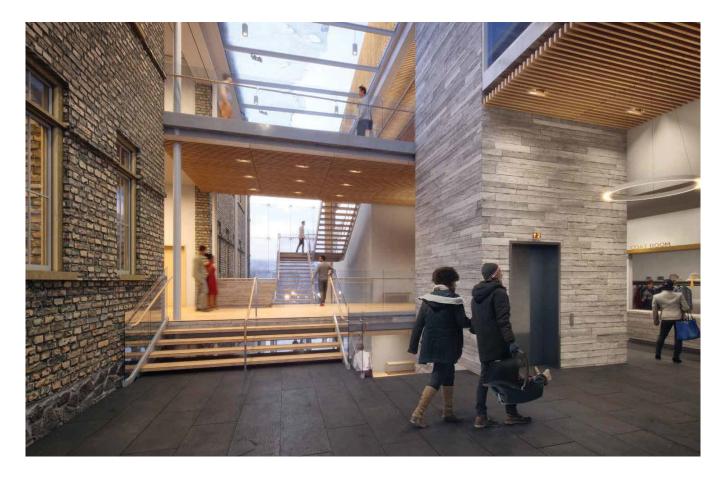
The Aurora Armoury continued to serve as a venue for music, dances, parties and performance. In 2014, it was purchased by the Town.

- The Aurora Historical Society, established in 1963, operated a community museum in the old Town waterworks building.
- The Aurora Community Centre, built in 1967 and located off Aurora Heights Drive, hosted sporting events as well as a number of high-profile music performances and regular community events.
- Since 1973, Theatre Aurora, a not-forprofit community theatre, has been leasing the Town owned Factory Theatre on Henderson Drive for live theatrical productions
- In 1978, the old Church Street School located at 22 Church Street became a cultural and recreation center. It was home to the Aurora Historical Society, Friendship Circle, Boy Scouts, Big Brothers and the Pottery Guild
- Since 1992, the Aurora Historical Society have been operating a museum out of Hillary House after first acquiring the property from the Hillary family in 1981
- In 2001, the Aurora Public Library moved into a new building and their old location (56 Victoria Street) was used for recreation and cultural programing

During the beginning of the 21st Century, the availability of cultural space in Aurora changed:

- In 2001 the current Library was opened with two community rooms (the Magna and Lebovic Rooms) that were used by the Town and community groups as programming space. As of the end of 2019 these rooms will be managed by the Library only and Town programs will be displaced.
- In 2003, the Aurora Historical Society agreed to a 10-year exclusive use lease of 22 Church Street and embarked on a comprehensive renovation project. Ultimately, the project costs were taken over by the Town and a third party, now known as the Aurora Cultural Centre, was given use of the building to deliver cultural programs.

- In 2013, the Town assumed control of the municipal portion of the Aurora Historical Society collection
- In 2015, a municipal museum opened in the facility and currently occupies 3,200 sq./ft. of the 15,000 sq./ft. available
- In 2017, the Town of Aurora embarked on a partnership with Niagara College for exclusive use of the Aurora Armoury. Although there will be public space available, the facility will no longer be exclusively operated by the Town.
- In 2017, the old Aurora Public Library and former Senior's Centre/Fire Hall were demolished, which removed space that was used for community meeting space and Town-run programs.



While much investment has been made by the Town in sporting and recreational facilities, the creation of additional cultural programming spaces had not been a priority. Through its Community Services department, the Town runs approximately 65 arts and cultural programs serving a total audience of 134,150 in facilities that, for the most part, were not purpose built.

Space for Town programming is currently available in the following Town-owned facilities:



Aurora Community Centre

- Auditorium: 2,560 square feet (capacity 160)
- Meeting Room #1: 384 square feet (capacity 25)
- Meeting Room #2: 256 square feet (capacity 15)

Aurora Family Leisure Complex

- Meeting Room: 420 square feet (capacity 61)
- Program Room A: 375 square feet (capacity 35)
- Program Room B: 725 square feet (capacity 60)
- Program Room C: 650 square feet (capacity 59)
- Gymnasium: 5,460 square feet (capacity 300)





Aurora Seniors Centre

- Activity/Meeting Rooms (3) (capacity 20-60)
- West McKenzie Room: 2,224 square feet (capacity 200)
- Priestly Room A/B: 804 square feet (capacity 48)
- Craftroom: 969 square feet (capacity 60)
- Activity Room C: 425 square feet (capacity 24)

Stronach Aurora Recreation Complex

 Meeting Room: 507 square feet (capacity 25)





Victoria Hall

Hall/Meeting Room: 962 square feet (capacity 60)

Aurora Public Library

(only available until September 2019, then may be booked for a fee)

- Lebovic Room: 930 square feet (capacity 45-60)
- Magna Room: 1,144 square feet (capacity 50-70)





Church Street School

 Aurora Museum & Archives – dedicated space for museum display and storage

Aurora Cultural Centre

(space available for a rental fee)

- Brevik Hall (capacity 180)
- Library Room (capacity 20)
- Red Gallery (capacity 60)
- Blue Gallery (capacity 60)
- Activity Room (capacity 60)



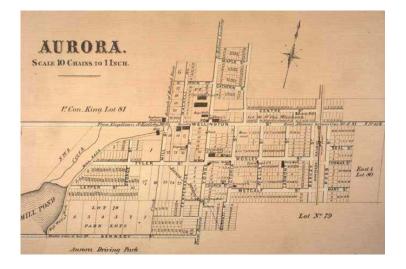
POPULATION CHARACTERISTICS

The Town of Aurora has seen steady growth since it was incorporated as a Village in 1863. Large periods of growth were experienced between 1951 and 1961 when the population rose by 161.8% and again from 1981 to 1991 when it rose by 81.1% (1996 Census of Canada: Electronic Area Profiles). Since 2001, the population of Aurora **has grown by over 15,000 people** and is projected **to grow by a further 14,000+ by 2020 to a total population of 69,688.**

As the population has grown, so too has interest and participation in arts and cultural events.

A 2018 study by Culture Track: Canada has found that Culture matters in the lives of Canadians: it has intrinsic lasting value that is a force for good in our society (https:// culturetrack.com/research/culture-trackcanada/). Results also indicate that Canadians are cultural omnivores, viewing culture as a broad and diverse set of activities. Traditional definitions of high and low culture no longer exist for modern audiences who are more concerned with relevance. Lack of relevance, in fact, is the greatest barrier to participation. Of particular note is the study's finding that charitable giving to cultural organizations is on the rise from 33% of respondents in 2011 to 35% in 2014, and 41% in 2017. While audience participation is lagging for what they term "benchmark arts" (Art Museums, Ballet, Opera, and Classical Music), attendance at Community Festivals, Food & Drink Experiences, and Historic Attractions is high.

The population growth in the Town of Aurora and cultural programming increase has not been met with additional and suitable facilities to accommodate that growth. Facilities in fact, have been reduced through demolition and repurposing.





ECONOMIC BENEFITS

Having a versatile multi-use cultural facility in the downtown core will have a significant positive economic impact on local businesses including restaurants, pubs, professionals, specialty stores and residential development. Many communities across Canada have realized the economic benefit of a strong cultural sector.

Ontario's first Culture Strategy, *Telling Our Stories, Growing Our Economy* notes that spending by arts and culture tourists generates about \$3.9 billion in GDP and supports about 61,000 jobs in the province. In the report's opening remarks, the Provincial Minister of Tourism, Culture, and Sport noted that "Arts and culture inspire us, bring us together and make our communities and economy stronger."

Released in 2016, Ontario's Culture Strategy focuses on four key goals:

- promote cultural engagement and inclusion
- strengthen culture in communities
- fuel the creative economy
- promote the value of the arts throughout government

The report notes that strengthening culture in communities relies on municipalities as key partners in supporting local arts, culture and heritage. Aurora is among the 69 municipalities in Ontario that have developed cultural master plans to integrate cultural interests into municipal planning efforts.

Federally, the Provincial and Territorial Culture Satellite Account (PTCSA) was developed by Statistics Canada with the support of the Department of Canadian Heritage and its many partners to measure the economic importance of culture (inclusive of the arts and heritage) and sport by province and territory in terms of output, gross domestic product and employment, for reference years 2010-2016. The report found that the broader cultural sector represents 3.5% of the total GDP of Canada, with 41% coming from Ontario representing about 269,082 jobs in the cultural industries in Ontario (4.5% of all the jobs available in Ontario).

The addition and creation of a cultural hub in Aurora's downtown will act as a catalyst for redevelopment which will provide spinoff benefits to local businesses along Yonge Street.

Town Council recently approved the establishment of a Business Improvement Area within the historic downtown which the Cultural Hub is located within. The purpose of the BIA is to improve the attractiveness of the area and promote the area as a good place to shop, visit, and do business. The addition of the Cultural Hub will strengthen the value proposition of shopping, visiting and doing business in Aurora's downtown providing residents and visitors alike another reason to come downtown.

RELEVANT TOWN OF AURORA STUDIES

Town of Aurora Official Plan

A fundamental principle of the Town of Aurora Official Plan (TAOP) is promoting design excellence through high-quality buildings, and well-designed and functioning streetscapes. As the Town grows, the value of its public realm – its streets and publicly accessible spaces – as well as the design of infill development in creating a vibrant and livable urban environment, becomes more and more important. Appropriate transition, as well as the integration between existing and new development and connected open spaces, help define places and the spaces in between.

TAOP policy 4.0 'Ensuring Design Excellence' recognizes the importance of high quality urban design and architecture as an essential part of Town-building. Policy 4.2 encourages parking in the Historic Core to locate at the rear of buildings and screened to ensure the amenity of adjacent areas. Similarly, TAOP Policy 4.4 recognizes public art as an important component of the public realm in contributing to an overall sense of place and community, as well as improving and enhancing the built environment.

Community services and facilities (CS&F) are publically accessible, non-profit facilities whereby the Town and its agencies deliver programs and services that help build healthy, strong and complete communities and are designed for all stages of life. CS&F contribute to the social, economic and cultural development of the Town, are vital in supporting a successful, functioning and vibrant downtown, and often serve as neighbourhood focal points and gathering spaces.

Church Street School Cultural Centre Strategic and Business Planning Study (2008)

The Town of Aurora commissioned a Strategic and Business Plan for an arts and cultural centre in the Church Street School and work began in January 2008. Through the Strategic and Business Planning process, the Consultants developed and presented to the ad hoc Arts and Cultural Advisory Committee of Council three plans: a Strategic Plan, a Business Plan and an Implementation Plan for the Centre to be created at the Church Street School.

Known as the Novita Report, this document brought together the three plans for the Church Street School Cultural Centre. Together, these reports provided a guiding concept and framework for the Cultural Centre and outlined steps for its implementation. The intent of this report was to establish the conditions that would allow the Church Street School Cultural Centre to be established and to be sustainable.

The study came to the realization that while there are many cultural needs in Aurora, not

all can be accommodated in the Church Street School. The renamed Arts and Cultural Centre was viewed as a useful and effective bridging project which would promote cultural development in Aurora and set the stage for the addition of future cultural facilities.

Promenade Study (2009)

In 2009, the Town initiated a secondary planning process for the Downtown Yonge/ Wellington Street Corridor. This resulted in the creation of a Concept Plan – Urban Design Strategy for the area now known as "The Aurora Promenade". Implementing policies were included in the Town's Official Plan. The Aurora Promenade Concept Plan sought to leverage the distinct heritage and culture of Aurora as an attraction through enhancing the Cultural Precinct with additional facilities and enhanced public spaces. The Promenade plays a critical role in achieving the Town's long-term growth objectives.

The Urban Design Strategy for the Aurora Promenade is intended to guide and manage growth through the revitalization of the Promenade area and improvements to the public realm. The Urban Design Strategy is premised on a number of objectives, which include:

- Protecting and enhancing the Promenade's heritage core;
- Reinforcing and enhancing a Cultural Precinct and leveraging opportunities in this area;
- Creating new vibrant, transit-oriented focus areas;
- Creating a pedestrian friendly environment with great streets;
- Facing and Framing Major Open Spaces; and
- Creating a 'Green Lattice' of interconnected parks and open spaces.

Collection Review Process: The Aurora Collection (2013)

The Town of Aurora engaged Cultural Asset Management Group (CAM Group) in August 2012 to review and assess the historical collection (Aurora Collection) of art, artifacts, textiles, and archives as a component of a larger project in which the ownership and operations of the Aurora Collection was transferred from the Aurora Historical Society to the Town. In general, the review found that there are too many items for the available space which puts the collection as a whole at risk of physical damage and potential loss. The basement storage space is also used by Cultural Centre Staff, creating a security risk as they are not museum staff and are not trained specifically to work around the collection. Shared storage space is not museum bestpractice and in fact, controlled access to storage is one of the key requirements for receiving operational funding through the Provincial Community Museums Operating Grant program.

The report recommended the creation of a safe and appropriate environment for the collection recognizing the importance of longterm preventative conservation strategies and methods, including increased appropriate museum storage space.

Cultural Master Plan (2014)

The Cultural Master Plan was initiated by Council in 2012 with the appointment of an Ad Hoc Working Group to oversee its development. Consultants were hired to guide the Working Group and their final report was presented to Council in May 2014. The plan is built on four Strategic Directions and corresponding Strategies and identified a wide

variety of arts and cultural groups in Aurora. Aiming to attract new and creative talents, boost tourism, and enhance quality of life, cultural resources and opportunities in Aurora, the plan cites the expressed community need for a cultural hub to support networking and collaboration through the development of a multi-use cultural facility within Library Square.

Building the Foundation: A Three-Year Plan (2015)

This plan was created by the Town's Curator to outline the growth, development and use of the Aurora Collection after it was transferred from the Aurora Historical Society to the Town in 2013.

The plan provides a blueprint for increased use and development of the collection that responds to local needs and objectives by valuing the cultural heritage and history of our community. It outlined measurable goals and specific objectives organized into Four Key Areas:

- Access
- Collections Management
- Conservation
- Outreach

Determining factors for the success of the plan included additional space, and the need to be compliant with the Standards for Community Museums, among other factors.

Music Strategy (2016)

Council endorsed a Music Strategy for Aurora in April 2016. The strategy identifies and addresses the main areas of focus for the development and support of the music industry for the Town:

- **1.** Support an environment friendly to music creators
- **2.** Encourage the business of music in Aurora
- **3.** Promote Aurora's music sector locally
- **4.** Foster alliances with other music cities
- **5.** Implement a process for monitoring progress and measuring success

The Strategy cites the need in the community for rehearsal space, access to civic venues, and the creation of a physical Music Hub among other measures.

Cultural Precinct Concept Plan (2016)

In September 2015, the Town hired FOTENN to create a Cultural Precinct Concept Plan. The plan was developed to create a new cultural hub that will serve as a focal point for residents and tourists. It was stated that this revitalization will attract and boost tourism, enhance the quality of life for residents and expand cultural resources in the community. Library Square was included in this plan which proposed, among other things, an addition to the current Church Street School property.

In December 2016, Council provided direction regarding a concept plan for the Cultural Precinct that would involve the demolition of the former library and former senior's centre. This decision was made taking into

consideration public input obtained from the public consultation that took place in 2016 as part of the Council endorsed public consultation strategy with respect to the Cultural Precinct. FOTENN prepared two alternative revisions of the Library Square Concept Plans which were presented to Council in May 2017. At that meeting, Council received the revised concept plans and directed staff to move forward with the procurement process for design services in the next planning stages for Library Square.

Aurora Repurposing Study (2016)

In parallel with the work being conducted by Fotenn Consultants Inc., Council also engaged the consulting services of AECOM Canada Architects Ltd. to conduct a Repurposing Study and make recommendations on the use of five Town-owned structures – the former Library, former Senior's Centre, Victoria Hall, The Petch House and the Armoury.

The Repurposing Study was part of the background information to support the Council approved multi-stage planning approach to ensure a successful conclusion to the Cultural Precinct/Library Square project. The broad objective of this study was to identify and meet key stakeholders and recognize their needs for facility use. Furthermore, based on the information received from the user groups and after holding public meetings and conducting a survey to identify the needs of the community stakeholders of Aurora, the report will made recommendations to Council on the determination and disposition of use of the above mentioned facilities.

Library Square (2018)

The contract for the detailed design phase of Library Square was awarded to The Planning Partnership in September 2017. Through public consultation conducted over late summer/early fall, the largest theme was the demand for flexible, programmable public space that could be used by the Library, Cultural Centre, Town, and the public for events and programs.

Two design options were presented to Council in December, 2017. The first option included an elevated or upper square, while the second option included a lowered Square. Both options included a proposed addition to the Church Street School. At this meeting, Council also increased the budget for design work for the project to \$1,077,500.

As per Council's direction to proceed with designs, RAW Architects were brought into the project through The Planning Partnership. A further design for Library Square with proposed designs for the expansion was approved by Council in June 2018. A proposed three (3) floor addition would be connected to the existing building by way of a glass atrium which would serve as access into the square from Victoria Street. This design would also give prominence to the existing historic building by separating it from the proposed addition.



Cultural Partners Consultation and Workshop Facilitation (2018)

The Town conducted a facilitated workshop with its cultural partners to help identify the strengths and weaknesses of existing cultural partnerships and to gain an understanding of what cultural partners would like to see from the Town moving forward. Considerations included:

- Individual consultations with each partner prior to the workshop
- A facilitated workshop hosted with cultural partners to identify a baseline of services and determine future needs
- The workshop agenda and observations
- Short term action items

Through the Cultural Partners Consultation and Workshop, the Town met with key Cultural Partners to determine what cultural partners would like to see from the Town. The consultants from Interkom facilitated the workshop and summarized a number of key findings and recommendations. The short-term action items included revisiting the Cultural Services Master Plan and creating an implementation plan in cooperation with the cultural partners, and reviewing current partnership agreements and evaluating existing delivery models. This review is ongoing with an expected completion date in the fall of 2019.



COMMUNITY CONSULTATION

The Town of Aurora views community consultation as a key component in understanding the needs, wants, and wishes of its residents as it strives to create an exceptional quality of life for all.

The most recent round of research conducted to address the wishes of residents in relation to arts and culture specifically began in 2013 as part of the Cultural Master Plan. The Cultural Master Plan was developed through an extensive community engagement process to ensure that the Plan's directions and priorities reflected the community's ideas and Municipal needs and opportunities. Community engagement included a community survey, interviews with key stakeholders, focus groups, and a visioning session.

Consultation was also a guiding factor in the development of the Cultural Precinct Concept Plan in 2016 which included:

- In person surveys during the month of August at Concerts in the Park, Farmers markets, Doors Open, at the Aurora Public Library
- Rate Payers Meeting: September 19, 2016
- Public Meeting: September 21, 2016
- Visioning Workshop was held with key staff, Aurora Cultural Centre staff and Aurora Public Library staff on October 6, 2015
- Councillor's Open House held on October
 6, 2015
- Culture Walk (Public Engagement) was held on October 25, 2015

- Online Survey was launched on October 27, 2015
- Development Community review of Cultural Precinct Plan held November 17, 2015
- Aurora Chamber of Commerce: November 17, 2016
- Stakeholder/Area Residents Roundtable held on November 24, 2015
- CultureQuest! Aurora held on November 25, 2015
- Presentation of Concept Plan to Council held on December 8, 2015
- Accessibility Advisory Committee: October 5, 2016
- Economic Development Advisory Committee: October 13, 2016
- Heritage Advisory Committee: October 17, 2016
- Aurora Public Library Board: October 19, 2016
- Parks and Recreation Advisory Committee: November 17, 2016
- Trails & Active Transportation Committee: Nov. 18, 2016
- Environmental Advisory Committee: November 24, 2016

The proposed vision for Library Square also included consultation with a variety of stakeholders from October 2017 through September 2018, including the Mayor and members of Council, Town staff, cultural partners, business leaders, and residents.

POTENTIAL USES OF EXPANDED SPACE

The Town of Aurora prides itself on the quality programming it offers to the community. Cultural programming has been identified through corporate planning documents as an area to build upon and enhance as part of the effort to provide an exceptional quality of life for all.

Current Town Programming

The Town provides a variety of cultural programming through its service agreements with the Aurora Cultural Centre and the Aurora Seniors Centre, but also offers cultural programs on its own account including music, art, theatre and dance for children, youth and adults.

It is important that the municipality provide and develop places and spaces for cultural and artistic activities throughout the community to create an environment that encourages a thriving artistic and cultural community. This includes providing affordable, grassroots, beginner level arts and culture programming for all ages all the way through to professional development. This is done through programming, alliances and partnerships that will increase and enhance the variety and diversity of creative cultural experiences. The Town of Aurora currently offers the following arts and culture based programs to the community through its Recreation Division:

- Preschool Craft Time (ages 2-5)
- Spring into Summer (ages 2-5)
- Snugglebugs (ages 2-5)
- Crafty Kids (ages 2-5)
- Little Picassos (ages 2-5)
- Keyboarding beginners (ages 7-12)
- Summer Arts Camp 8 weeks (ages 6-11)
- Dance Camp 2 weeks (ages 6-10)
- Computer Animation camp 1 week (ages 6-12)
- 3D Modelling and printing Camp 1 week (ages 6-12)
- Ukelele Heroes (ages 8-13; 55+)
- Apple Game Creation Camp 1 week (ages 8-12)
- Virtual Reality Avatars Creation Camp – 1 week (ages 9-12)
- Dynamic Dancers (ages 8-11)
- Intro to Guitar (ages 8-11; 12-14; 18+)
- Aurora Teen Idol (ages 12-17)
- Learn to Draw (ages 12+; 18+)
- Virtual Reality Design and Development Camp – 1 week (ages 13-16)
- Intro to Ballroom and Latin Beginner and Intermediate (ages 18+)
- Ballroom Dance Party (ages 18+)
- Acrylic Painting Beginner and Intermediate (ages 55+)
- Ballroom Dancing (ages 55+)
- Drawing Fundamentals (ages 55+)
- Guitar Levels 1 and 2 (ages 55+)
- Painting and Sketching Beginner and Intermediate (ages 55+)
- The Story of My Life (ages 55+)

There is an opportunity to expand programs in the AMCC, particularly those for preschoolers and older adults to deal with the increased demand for dance classes for preschoolers and art classes for adults and older adults.

Growth and enhancement in cultural programming has been limited by the availability of suitable, purpose-built space. The expansion of the Church Street School property would provide just such needed space and amenities and keep up with the growth of the community.

Adaptable Theatre Space

The proposed AMCC Performance Hall is designed to be an adaptable space (retractable seating) which would allow for a multitude of events from theatrical and concert performances to lectures, film screenings and ceremonies. The design also allows the room to be completely transformed into a space that could accommodate an endless array of activities including meetings, gatherings and banquets at an affordable cost for internal and external users.

Immediate Town uses for the Theatre space include:

- Aurora Teen Idol auditions
- Aurora's Christmas Market
- Aurora Art Show & Sale
- Town-run Summer Camps
- Culture Days Programming
- Community Awards
- Rain location for Concerts in the Park/ Movies in the Park
- Ballroom Dance Party (18+)

Future Programming could include:

- Live Performances (community and professional) including theatre, music, comedy, improv, variety acts, cabaret, etc.
- Acting Workshops/Lessons/Performances (Town and Community Run)

- Panel Discussions/Debates
- Lectures/Presentations
- Movie Screenings (Documentary Film Festival, Local Filmmakers)
- Presentations/Ceremonies
- Recitals/Rehearsals
- Community Dinners

Multipurpose/Community Programming Spaces

The proposed new design includes dedicated programming spaces for both "dry and wet" activities. Town programming in these areas is currently offered in facilities not purposely designed for these activities. A proper dance studio (including sprung flooring, mirrored wall, etc.) will enhance the Town's ability to offer dance, theatre and movement classes, while a properly equipped art studio will do the same for our visual arts programming. There is a clear lack of available space within existing Town facilities for both these types of uses.

Immediate uses of the multi-purpose/ community programming rooms include:

- Children and Youth Theatre and Music Programs (see above listing of current offerings)
- Summer Camps (Dance, Theatre, Arts)
- Visual Arts Programs
- Leadership Courses and Camps

Future Programming could include:

- gross motor programs for preschool
- language classes
- small seminars/presentations
- media arts (television, filmmaking, photography, etc.)
- music lessons

Environmentally Controlled Collection Storage Space

The expansion of the CSS facility will also provide much needed storage space for the Aurora historical collection. As cited in the 2013 Collection Review, the current storage facilities do not meet the needs of the existing collection with overcrowding and improper environmental conditions which serve as the biggest risk to the long-term survival of the collection. This lack of space was further compounded by the demolition of the old library building in which many larger items, such as the doors from the former Fleury Estate, Inglehurst, had been stored. These doors are now in the work offices of the museum with other large items stored in the crowded shared storage area in the basement.

The proposed designs for the expansion allocate just over 2,300 square feet in the lower level of the new building. This space would allow for the creation of appropriate environmentally controlled storage for the museum's small and large artifacts and textiles. Moving the collection to the new space would free up much needed working space for documenting and researching the collection amongst other uses.

There will also be the opportunity in the new expanded space to showcase more of the collection. As it stands, there is only one room in the current Church Street School that is available for the display of objects. Working directly with the architects, the museum will be able to transform newly created walls and alcoves into valuable exhibition spaces. Additional, unimpeded areas will allow the stories of Aurora to be told to current and future generations.

More importantly, the expanded space will allow the Aurora Museum & Archives to provide heritage programming to schools and other user groups that is currently not possible due to lack of space. School and community groups will once again have a place to come and learn the stories of their own community.



TOWN OF AURORA CULTURAL PARTNERS

For the purposes of preparing this business plan, Town staff met individually with representatives of each of the cultural partners to discuss their thoughts on the proposed addition to the Church Street School. Draft plans for the expansion were reviewed and a series of questions were proposed that included current space utilization, future plans and need for space, and features that each would like to see included in the new facility. In addition, the consultants from Interkom interviewed various arts groups and conducted a rental survey with 40 different arts organizations to add to the community consultation and business plan financial budgeting.

Aurora Farmers Market & Artisans Fair

Established in 2002, the Aurora Farmers Market and Artisans Fair (the Market) was founded by a Councillor from the Town, Nigel Kean. At the beginning, the Market was a Town event operating out of a parking lot on Temperance Street and the small group of vendors paid a small fee to vend at the Market. In 2010, the Market became independent of the Town and were officially established by a Bylaw which required the Market to pay a \$60 fee per vendor per season to the Town. The Market also changed location moving to Wells Street and Town Park. The Market currently receive a reduced vendor permit and have exclusive use of a portion of Town Park and part of Wells Street on Saturdays from April-October.

The Market attracts hundreds of visitors from across the region. They have six special events including Soup Fest for Culture Days, which attracts over 1,000 visitors per event. Recently, Council extended the Market's approved hours so that they could collaborate with the Town on local events. A smaller version of the Market supported the Town's Concerts in the Park series this past season providing a welcome enhancement to this long standing tradition. This type of collaboration would further expand with the addition to the Church Street School, such as an indoor market at Christmas.

In the past, the Market has extended their season by offering indoor winter markets in space rented from the Aurora Cultural Centre and at the Armoury. As the Armoury is currently undergoing renovations, the Market is planning only one indoor market this season while they evaluate their plans for the future.

The Market also rents space at Town Hall for their annual general meeting and would like additional space for monthly meetings. Use of these spaces would be dependent on the cost as they are self-supporting, relying only on vendor fees and some sponsorships to pay for expenses.

While the Market does not have any immediate plans to expand their season beyond one indoor market, the members of the Board change each year and new Directors could sometimes take the Market in a different direction. Should the Market wish to extend their season, the adaptable theatre space would provide an ideal space during the winter months. The large elevator from the loading area off Victoria Street provides ample space for moving vendor goods into the building. The new expansion also offers the opportunity for the Market to hold their monthly meetings.

Aurora Cultural Centre

Established in 2010, the Aurora Cultural Centre (the Centre) delivers high quality professional visual and live performing arts programming, community based artistic projects, and a diversity of educational classes to support the cultural, social, and economic wellbeing of Aurora. A registered not for profit charitable organization (legally under the Church Street School Cultural Centre), they continue to open doors to diverse community organizations, groups, and individuals, providing opportunities for community interaction and activities. As a strong cultural leader in the community and region, the Centre continuously assesses its effectiveness and seeks out opportunities to innovate and inspire the community. New and engaging arts opportunities are available for existing residents, newcomers, and a wide variety of diverse community and cultural groups through a proactive, strategic and collaborative approach.

The Centre currently functions under a *Provision of Cultural Services Agreement* to provide Cultural Services on behalf of the Town. The agreement provides access to the Church Street School heritage facility to operate artistic and cultural activities based on the vision, mission and values that the not-fotprofit volunteer Board of Directors identifies for the community. Primary programs include professional live performing arts presentations, professional gallery exhibitions, arts educational classes, camps and lectures, volunteer engagement programs, and rentals of the facility for the community groups. The Centre's current Inspire, Engage and Transform 2018-2021 Strategic Plan outlines the Centre's plan to focus its attention on professional visual and live performing arts and on educational programs that support this kind of programming. The Centre also cites a strategy to offer a diversity of classes that complement and build upon Town access programs. The Centre cites educational programming as the biggest potential for growth, but note limitations for this increased programming due to the current physical space constraints of the building. In particular, they see opportunities for expansion of current visual arts and performing arts educational programs taught by professional artists. Their defined strategy calls for increased programming to diversify and expand professional musical offerings, expand family performances, and launch new partnerships to work with the schools to support the arts curriculum through professional presentations and access to artists. There is also the appetite to add professional dance and theatre programming for the community.

Proposed programming spaces in the expansion such as the concert/theatre space, dance studio, and multipurpose/community programming spaces would provide the necessary room for the Centre to grow its program on behalf of the Town.

Aurora Historical Society

The Aurora Historical Society (AHS) was established in 1963 in celebration of the 100 year anniversary of the Town of Aurora. Throughout its 55 years history, the AHS has worked to preserve and share the history of Aurora, while acting as a leader for the future.

In 1963, AHS began collecting artifacts to create the Aurora Collection. In 1981, this collection was moved into the former Church Street School to open the Aurora Museum. The Aurora Museum served the community until

2007 when the building underwent extensive renovations and reopened as the Aurora Cultural Centre. In 2013, the Aurora Collection was given to the Town for the fee of \$1.00 and forms the main collection of the municipally run Aurora Museum & Archives.

Today the AHS owns and operates Aurora's 'hidden gem,' Hillary House National Historic Site. Hillary House was purchased by the AHS in 1981 and converted into a historic house and medical museum. The site acts as the headquarters for the AHS, and is also open year-round for historical tours, events, exhibits and more. Each year Hillary House welcomes over 2,000 visitors through its doors, and the AHS reaches over 1,900 more through a variety of outreach programs and events.

The AHS currently receives an annual grant from the Town to help offset the costs of maintaining Hillary House. Operating out of a historic building, the Society is continually challenged with the need for storage and programming space.

Until recently, part of the Society's archival collection was stored alongside that of the Town's Museum collection. The loss of storage space for the Museum at both the old library and the Armoury buildings has meant that the Museum is no longer able to store any of the Society's collection which has forced them to secure off-site storage for which the Town has granted them temporary funding to cover the additional costs. The creation of additional storage space within the expansion of 22 Church Street would allow enough room for part of this collection.

The Society also offers an annual monthly Speaker's Series whose attendance is severely limited by the amount of available space within their ballroom. Most of these sessions are packed beyond capacity. The adaptable theatre space would be an ideal venue for some of these talks. In addition, the Museum and the Historical Society have increased their level of crosspartnership activities to support both of their mandates. Space within the new facility would provide additional opportunities for joint projects and activities.

Aurora Public Library

The Aurora Public Library (APL) has a long history in Aurora, with roots tracing back to 1855. It has since evolved into a multi-faceted organization that provides an essential public service to the community through a central library in downtown Aurora. The Library operates under the direction of a Board and the Public Libraries Act of Ontario. It is autonomous in its decision-making. The primary funder of the Library is the Town of Aurora.

The Library is community-led through ongoing consultation with the public and delivers rich, meaningful programs, services and collections to all residents of Aurora. The Library builds community by sparking connections, enriching lives and contributing vibrant spaces for all.

Aurora Public Library is a focal point of the community and is a key component of Library Square. With yearly visits approaching 260,000, circulation close to 728,000 items along with over 900 programs attended by 22,600 residents (2018), it is firmly infused in the ethos of Aurora.

APL's Strategic Plan 2017-2021 aims to create a *Place of Possibilities* for people of all ages and interests. One of their key strategies is to expand cultural initiatives to attract new users, and expand the Library's physical space based on the recommendations of their 2014 Facility Needs Assessment.

APL is in favour of a more collaborative approach to the use of space within the Town, featuring interconnectivity between the Library, the Museum and the Cultural

Centre. The creation of new cultural and performance space through the addition to the historic Church Street School provides the ideal opportunity to develop a cohesive, interconnected model of cultural and library services.

The Library looks forward to working with its partners on the Church Street School project.

Aurora Seniors Association

The Aurora Seniors Association was originally established in 1965 as the Friendship Circle, and met in Victoria Hall with a membership of 60. Increasing membership forced several moves into larger facilities including the main floor of the Church Street School in 1977, and the renovated old fire hall on Victoria Street in 1991. It was at this time that they joined with the Top of the Hill Seniors Club to form the Aurora Seniors Club. The group was renamed once again in 2004 as the Aurora Seniors Association and have been in their current purpose-built location on John West Way since 2006. Current membership stands at over 1,500.

The Aurora Seniors Association is a group of energetic mature adults who are very enthusiastic about the programs and activities at the Aurora Seniors Centre (ASC), which is operated in partnership with the Town of Aurora Community Services Department. The Centre's goal is to provide programs, events and activities that will benefit and enrich the lives of older adults. Dedicated volunteers devote 17,000 hours a year at the Centre.

The Association currently operates under a partnership agreement with the Town and are the principal users of the Seniors Centre with exclusive use of some spaces within. They offer 55 programs per week including a variety of art, theatre, music and dance classes.

Interest in the Association's programs and activities is strong and membership continues

to grow. While the majority of programming will remain at their present location, the Association have expressed interest in using the facilities in the proposed expansion for some of their activities including Silver Stars (theatre), Evergreen Choir, and drop in art classes. Their current space at the ASC limits growth of their programs including a demand to offer barre classes, guitar and voice lessons. The proposed CSS expansion would allow the Aurora Seniors Association the space needed to increase their programming.

Aurora Sports Hall of Fame

Founded in 2013, The Aurora Sports Hall of Fame (ASHoF) is a celebration of sport history and excellence; dedicated to the recognition of the important place that sport has assumed within the fabric of Aurora. Since its founding, ASHoF has inducted 29 honoured members into the Hall with a further 4 members being inducted every November at their annual induction dinner and ceremony.

ASHoF currently have use of space at the Stronach Aurora Recreation Centre (SARC) for the display of their honoured members and related sports history. As more inductees are added to the Hall, more space will be needed.

The Aurora Museum & Archives is the official repository for the Hall's collection and work in partnership with ASHoF to develop yearly displays at the SARC. Additionally, the *Moments in Sports* program is a partnership between ASHoF, the Museum, and Sport Aurora that tells the sporting stories of this community at venues throughout the Town.

ASHoF would like to increase the profile of the Hall through educational programming and exhibits in other buildings throughout the Town. The expansion of the Church Street School would provide another venue for ASHoF's programs which links sport, culture, and history.

Pine Tree Potters' Guild

Pine Tree Potters' Guild (PTPG) is a non-profit organization founded in 1979, dedicated to the preservation and advancement of ceramic arts supporting members from Aurora and the surrounding area. For the past 39 years, the Guild has rented space from the Town of Aurora for their activities including the basement of the Church Street School which they occupied for over 17 years. Currently they operate out of a studio in the basement of the Aurora Library under a lease agreement with the Town that has been in effect since 2003. Current membership stands at 80 with a waiting list of 20 individuals wanting to join. Preference for membership is given to Aurora residents.

In addition to two major sales events per year, the Guild supports community programs and charitable events such as Empty Bowls which has raised over \$142,000 over the past eight years, and the Canada Day 2017 Poppy Garden project which raised approximately \$8,000 for the Aurora Legion's roof repair.

PTPG hosts about 20 classes each year for adults and kids, taught by members of the guild:

- Adult classes are open to the public and members during both the day and evening each Fall, Winter and Spring. 3-6 different classes are offered in each 'Season' with 3-10 students per class. Topics include hand building, wheel, and sculpture.
- PTPG offers 3 kids clay camps per summer, with two teachers in attendance for maximum of 12 students. These are ½ day, week-long sessions that encourage a creative experience with clay. Participants range from 8-12 years old for hand building programs, and ages 13-18 for teen wheel classes. For the last few years, this has been in collaboration with the Aurora Cultural Centre.

- PTPG has facilitated the work of the Able Network by offering them hand building pottery classes to expand their recreational outlets and skills in a normal community setting.
- PTPG has also been called upon to provide classes to special organizations within Aurora such as the Aurora Women's Institute, Girl Guides and Boy Scouts, Japanese wives of Honda executives (no English), Southdown, St. Andrews College, Devins Drive Public School, Aurora Senior Public School and Dr. G.W. Williams High School.

PTPG is financially sustained through its membership fees, sales, classes, grants and the generosity and support of the Town of Aurora in the form of manageable rent. In 2018, The Pine Tree Potters' Guild delegated to Council to provide information on the guild, its history, activities and community involvement. Current space constraints limit the opportunity to offer more programming or increase membership. Some of the Guild's existing activities could be held in the new building including their annual sales, bi-annual exhibitions, and Empty Bowls Fundraiser, which is always sold out within 48 hours of the 450 tickets becoming available. If PTPG is requested to leave their current premises, they would like to be considered for accommodation in the new space.

Society of York Region Artists

The Society of York Region Artists (SOYRA) is dedicated to providing interesting events, unique speakers and opportunities for local artists to showcase their work and attract new visitors to Aurora. They strive to produce professional quality exhibitions in specially chosen venues which leave a positive impression on the Town of Aurora residents. The original 7-member group founded in 1987, has become a vibrant membership of 115 with the SOYRA name recognized throughout southern Ontario. They support their members and members of the public by offering educational workshops with recognized professionals. SOYRA provides the community with opportunities to view and enjoy art throughout the region. They encourage partnerships with local businesses to enhance corporate spaces. They enhance the Town of Aurora's public spaces with ongoing exhibits and partner with the Town under the 2014 Visual Art Partnership Agreement to run the Aurora Art Show & Sale, one of the longest running art events in Canada.

SOYRA views their relationship with the Aurora Cultural Centre (ACC) as mutually beneficial. SOYRA and their activities in the Church Street School act as a magnet for the community and beyond. The Society exhibits annually as part of the ACC's programming and offer workshops and courses in the basement studio space at the current Church Street School property. Their members have children, parents, relatives, neighbours who visit the annual show - all of whom have been introduced to the ACC's programming. Past SOYRA events have played a role in persuading families relocating to York Region from outside the area to choose Aurora as a desired community to live specifically because of the cultural events at the ACC.

The lack of facility availability hinders SOYRA's sustainability efforts. There is a growing market for workshops/community classes in Aurora that cannot be met with existing available space. Increased space within the new facility would allow a greater number of local artists to participate and would enable SOYRA to offer an increased number of workshops for the community including photography, sculpture, painting, drawing as well as other ways of making art. Larger spaces will accommodate more participants than the current studio space and will mean that the rentals stay in town instead of seeking space elsewhere.

Theatre Aurora

Founded in 1958, Theatre Aurora recently celebrated 60 years as a Community Theatre Group. They are a not for profit registered charity that is governed by a board of directors who are all volunteers. At the present time, they have a 12-member board and a group of 250-300 committed volunteers working both on their stage and behind the scenes. Theatre Aurora usually mount five shows in a season that runs from September to May. Each show typically runs for 7 performances over 2 weeks with the majority of shows at the theatre capacity of 154. Overall annual attendance is approximately 4,250. This year in honour of 60 years they are mounting a 6th production.

Theatre Aurora is a member of ACT-CO (Association of Community Theatres – Central Ontario division). Over the past 60 years, they have presented over 300 shows, many of which have been part of the ACT-CO annual festival. They have a very long list of nominations and awards over the years including 21 nominations and 7 wins including Best Director of a Musical, Best Production of a Musical, and Best New Director for Drama, to name but a few.

For the past 5 years, Theatre Aurora have been involved with the Aurora Public Library (APL) with the "Page to Stage" initiative. All of the scripts from the presented shows at Theatre Aurora are available for the season to the general public at the town library as a reference book so people can read the plays either before or after seeing the plays. They have also held many "pop up" performances at the APL and have provided support to the library's "One Book One Aurora" with staged readings and performances.

Theatre Aurora have a lease agreement for exclusive use of the Factory Theatre building

on Henderson Drive, which they have been leasing from the Town of Aurora since 1973. Their existing space constrains their ability to increase programming and they are always looking for affordable rehearsal space. In addition, Theatre Aurora would like to work directly with the Town to develop programming for children/youth.

OTHER AURORA-BASED CULTURAL PROGRAMMERS

In addition to Council defined Community Partners, a broad range of groups and individuals will be able to make use of a new AMCC that is specifically designed for performances, creation, and community gatherings. The Cultural Master Plan identified 41 community cultural organizations including arts, heritage, performance and service groups among others. The following are some examples of feedback received from organizations that were directly consulted regarding the proposed expansion to the Church Street School property.

Music Aurora

Officially founded in 2016, Music Aurora is a registered not-for-profit organization whose mission is to foster a vibrant and active music scene in the community of Aurora and area for the benefit of its residents, local musicians, schools and businesses that support the music industry and live programming. Music Aurora was formed for the benefit of the music community, which is defined as music lovers, musicians, individuals involved in the music industry and those who are interested in music as an art form. The Aurora Winter Blues Festival is the premier programming event for Music Aurora. Programming consists of award-winning Aurora Winter Blues Festival, Aurora Music Festival, standalone live music performances, music workshops and Pop up live performances. In addition, since its founding, Music Aurora has hosted 50+ live events/ programs; partnered with 23 organizations to provide live music at community events including the annual Street Sale; offered 24+ programs/workshops/seminars; and has provided expertise/assistance for 50+ number of musicians/events.

Music Aurora currently rent space at St. Andrews College, Town Park, Aurora Cultural Centre, and Theatre Aurora for their programming.

Marquee Theatrical Productions

Marquee Theatrical Productions, a registered not-for-profit community organization, was founded in 2003 by its current General Manager, Sheryl Thomas.

Located on Industrial Parkway, they are an award-winning, registered charitable, community theatre group. Aside from teaching musical theatre, dance, acting, piano and voice lessons, their goal is to inspire excellence, motivate learning, uplift the human spirit, build confidence and spark a lifelong appreciation for the arts. By helping children develop their artistic talents and coaching them to strive for excellence, they teach them how to achieve - in the performing arts, in school, and ultimately in life. Marquee Theatrical Productions strives to provide an environment that meets the needs of all children. They believe in the interconnection of physical, mental, social and emotional health and work hard to provide an environment that promotes holistic health and wellness.

Operating year-round, Marguee Theatrical productions teaches valuable life skills to children age 4-18 through the magic of Musical Theatre programs. They reach an audience of over 18,000 and currently have over 750 students/year. Marquee has a successful track record for fundraising through their annual Golf Tournament, online auction, private donations, the Magna Hoedown, Canada Summer Jobs, and the Aurora Mayor's Golf Tournament. As Marquee is self-sustaining, funds raised are primarily used to support less fortunate children from their community partners allowing them the opportunity to attend programs with a partial subsidy or fee waiver. These partners include the Children's Aid Society, Foster Parents, Girls Inc, Yellow Brick House and Big Brothers Big Sisters as well as some lower income local schools.

Marquee proudly take part in annual local community events such as Movies in the Park, Concerts in the Park, Aurora Farmers Market, Halloween Haunted Forest, and Aurora's Christmas Market. One of their absolute favourite events is the Student Hoedown Event with the Magna Hoedown as they volunteer to dress up in character costumes and dance and take photos with all the amazing special needs students from York Region Schools who attend, regardless of whether or not they are a chosen recipient of Hoedown funding.

Marquee Theatrical Productions operate out of rented facilities on Industrial Parkway in Aurora. They rent space at St. Andrew's College and Newmarket Theatre for their production runs, and also rent space at Theatre Aurora, Stronach Aurora Recreation Complex, and the Aurora Family Leisure Complex for other programs. Their current facilities are maxed out which limits their growth.

Marquee management feels that the proposed expansion has much to offer and would definitely use available rehearsal spaces (multipurpose performing arts studio), and the larger theatre space although it is somewhat limiting in terms of their current needs. They would really like to see the town invest in a larger facility that would house larger stage productions such as Newmarket Theatre in terms of the size of the stage.

Aurora Community Band

The Aurora Community Band (ACB) is a not-for profit organization whose mission is to create beautiful concert band music with and for the citizens of Aurora. They welcome participants of all ages who have had some experience playing a concert band instrument.

The band was established in 2011 by founder and music director Gord Shephard, and has a membership of approximately sixty musicians. Their season consists of formal concerts as well as numerous informal performances in the town of Aurora. The band also participates in the York University Community Band Festival. The band has received support from the Town of Aurora, the Aurora Mayor's Golf Charity Classic Event, the Optimist Club of Aurora, the Ontario Trillium Foundation, and individual donations under the "Friends of ACB" patron program. The band is also very proud to have received the Town of Aurora "Johnson's Cultural Achievement Award" in recognition of the band's significant cultural contribution to the Town.

Performances by the ACB feature the finest wind band repertoire (classical and pops), that celebrate music from all genres and cultures. They currently perform publicly at Trinity Anglican Church, the Farmers Market, and various Town Events including Canada Day and the Mayor's Anti-Litter Day.

The Aurora Community Band currently rents rehearsal space every Sunday evening at the Aurora Cultural Centre. Formal performances for the band occur at Trinity Anglican Church as this is the only venue in Aurora that provides

sufficient performance and audience space. The Borealis Big Band (an off-shoot of the Aurora Community Band) does not have a permanent home. Practices are held in space at various retirement homes that are provided free of charge. Borealis currently performs at the Newmarket Town Hall as Aurora does not have suitable space. The Cultural Centre is too small and Trinity Anglican Church is not appropriate for cabaret style seating. Gord Shephard cites a growing demand for additional ensemble groups including a New Horizon's Band for 55+ which is being formed this year. All of these ensembles require a flexible performance space.

The Aurora Community Band would like to see a performance area that is flexible and large enough to accommodate a performance ensemble of 60 to 80 performers. The opportunity to create extensive large ensemble community music experiences for Aurora residents of all ages and experiences has been hindered by the lack of access to appropriate rehearsal and performance areas. It is also important that the rental fee for both the rehearsal and performance areas is affordable for community music programs.

The Aurora Community Band is enthusiastic about the proposed expansion but would like to ensure that rehearsal and performance spaces are acoustically designed and dedicated to community music activity. The band also expressed a need for a dedicated secure storage space to store percussion equipment and a community music library.

Aurora Studio Tour

The Aurora Artist Studio Tour was founded in 2010 by Aurora resident Artist Deborah Campo. The tour began as a holiday studio tour and sale within her residence. With growing popularity her Artist Studio Tour idea became open to more artists starting with a telephone call to her friend and fellow artist Christine Valentini who became involved. The Aurora Artist Holiday Studio Tour opened up on Saturday & Sunday December 4th & 5th with six studio locations featuring ten artists. Snowstorms did not hamper the turnout of excited guests looking for that one of a kind piece of artwork.

In 2011 The Aurora Artist Studio Tour changed to the fall season and has remained a much loved Aurora Cultural event. Now in its 9th year, the Aurora Artist Studio Tour is welcoming the general public to visit twelve artists in five studio locations through Aurora. The Tour is always looking for venues to promote the work of local artists and welcomes the opportunities for creation and exhibition that the expanded space provides, specifically, they would be interested in opportunities for creating works of art (studio space) and for exhibiting (lobby walls).

Aurora Film Circuit

The Aurora Film circuit is a volunteer initiative committed to enhancing arts and culture in the community of Aurora. They are a devoted body of local film enthusiasts who provide audiences with an alternative experience in cinema. Their program includes a wide variety of film choices – Canadian, Documentaries and International films.

The Aurora Film Circuit does eight screenings at a Cineplex Theatre (capacity 300 seats) on Monday nights, runs January to November, breaking in June, July and August. They have subscriptions for 250 seats and the rest are sold as single tickets. Proceeds from all ticket sales support special community projects and programs.

With the new addition to the Church Street School, the Aurora Film Circuit would like to increase their screenings from 8 to 16 in the new space, including matinees.

PROPOSED MANAGEMENT STRUCTURE

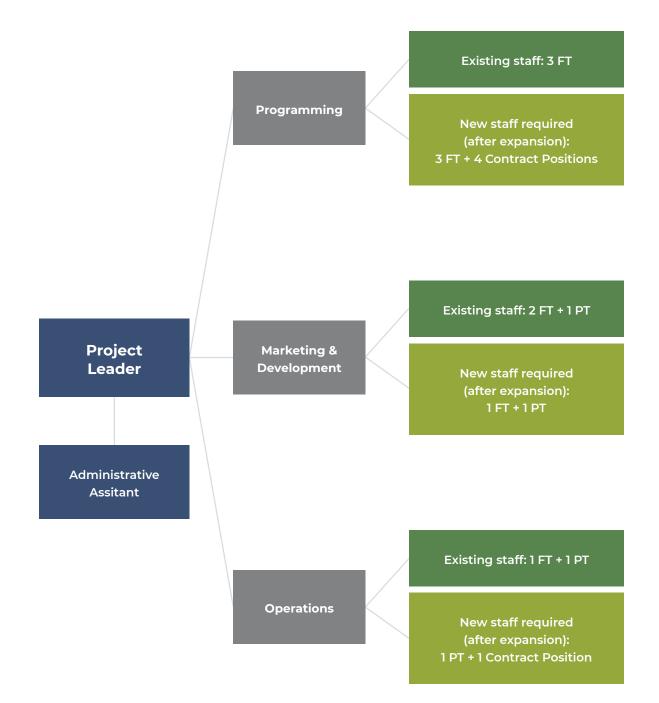
The expansion of the Church Street School will effectively create a Cultural Hub as envisioned in the Town's Cultural Master Plan.

The Town supports a wide range of artistic, creative, and heritage practices through Cultural Partnership Agreements. While this operational structure has been in place for a number of years and is generally considered to be successful, the Town has engaged an outside consultant to review these agreements with the goal of identifying the strengths and weaknesses of existing cultural partnerships, and to gain an understanding of what cultural partners would like to see from the Town moving forward. This review is expected to be completed in Fall 2019 and will inform the funding, governance, and operation of the cultural hub. It is anticipated that the new and expanded **Aurora Museum & Cultural Centre** will require an adaptive operating structure that will deal with the expanded "presenting" aspect of the performing and visual arts, function as a cultural service agency to community groups, a real estate and facility management entity, a fundraising and promotional organization and an advocate for culture in general.

The mandate will be defined with a focus on cultural programs for all community members delivered by experienced, qualified arts and heritage professionals. To carry out the proposed responsibilities, here is the draft organizational structure:

Under the proposed structure,

- The community will have a hub for artists & heritage supporters
- Collective in a hub should potentially have the support of centralized services like marketing & development, facility, reception/Box Office etc. – maximizing efficiency and impact
- Ability to be charged with implementing the Cultural Master Plan
- Maximize program development and delivery in all cultural area



PLANNING CONSIDERATIONS

CONSTRUCTION SCHEDULE

Winter 2019

- Approval of the revised plan for Library Square including the ice rink
- Approval of the Schematic for the new building
- Tendering and construction of the parking lot and pedestrian connections

Spring 2019

 Commencement and completion of Design Development Phase for new building

Summer 2019

- Commencement of Construction
 Documentation Phase for Square and new building
- Construction of the parking lot and pedestrian connections completed

Fall 2019

- Approval of funding for tendering and construction of the Square and new building, including 1% of the capital budget for the Square and new building to be dedicated to public art, in accordance with 4.4.a.iv of the Official Plan
- Tendering for construction of the Square and new building

Winter 2020

 Commence construction of new building and laneway connection

Fall 2020

- Commence construction of portions of the Square not being impacted or used for staging for construction of new building
- Completion of laneway connection completed

Fall 2021

• Construction completion for both the Square and new building

RISK ASSESSMENT

There are numerous risks associated with a project of this magnitude. Notable risks include the following:

Increased costs – brought about by numerous factors including trade tariffs with United States and acute market conditions

- Cost Control measures will be put in place through the PMO ensuring that the scope of work is clearly defined via a detailed control budget
- Contingency funds have been included as part of the overall budget to help mitigate an increase in material costs

Construction Risks – risks that delays occur due to adverse weather conditions, resource availability (Labour, Equipment), and scope changes

 PMO will monitor and control schedule and scope of the project to ensure risks and issues are under control and will be addressed properly

Communication Risks – in adequate information flow within the project team

A Project Governance Framework has been established and is being managed through the PMO for the Town with regular meetings occurring on an ongoing basis with all of the Functional Project Leads including Procurement, to ensure that each department receives the correct information

Labour Issues - potential for strike by trades

 An initial scan of the construction sector reveals no imminent strike potential Site Conditions – soil/water issues

A Phase 2 Environmental Site Assessment will be conducted to identify potential issues; an allowance has been included in the budget to address any concerns that may arise

Issues Relating to the Tendering Process – Incomplete RFP tender documentation

 Project team will review and approve all RFP tender documents that are developed by consultants and procurement team prior to issue.

BUILDING COSTS

The building costs for the three (3) floor building would be approximately \$28,000,000 (HST excluded)

Material & Labour	\$18,516,840
Excavation & Site Preparation	\$935,000
Specialized Equipment	\$1,889,949
Consultants & Engineers	\$2,235,483
Project Management	\$324,741
Contingency	\$3,303,000
Furniture, Fixtures & equipment	\$415,300
Public Art Contribution	\$256,639



OPERATIONAL CONSIDERATIONS (COLLECTIVE TENANTS)

ANNUAL OPERATING COSTS

\$2,630,325 (Year 1 operation)

Salaries

- Operations \$1,533,727
 - Based on Church Street School Museum, Archives and Cultural Centre annual operations actuals, plus increased staffing required as per business plan operations budget
- Artistic Fees, Marketing, Programming, Fundraising, Professional fees, Office and Facility Expenses: \$1,096,598

Programming Expenses

- Anticipated that programming expenses will be offset by program revenues
- The new Centre will require a new annual subsidy of \$620,000 from the Town of Aurora in Year 1

REVENUE POTENTIAL

Fundraising and Sponsorship

The AMCC will need to support their operations with a robust fundraising and sponsorship program.

Given the excitement regarding the development of the new cultural spaces in the AMCC as part of the Church Street School expansion, a fundraising feasibility study will be undertaken as early as possible to gauge the community capacity and assess the potential fundraising success of a multi-million-dollar capital and community fundraising campaign which could assist with the capital and future operating funds required to invest in this new downtown cultural jewel.

A separate consideration could be to raise funds to set-up a reserve (sustainability fund) which would be utilized during the first 3-5 years of operations to cover annual budget shortfalls or to be able to take some risks in delivering new artistic direction, sponsoring local professional artists or supporting new cultural start-up programs.

The new AMCC presents an exciting and pivotal moment for a donor/sponsor to invest in an unprecedented cultural facility. Where sport has been the focus in town, culture

is now being offered like never before in a historic, yet contemporary and magnificent facility. This is a completely unique opportunity for untapped markets to become a partner with the new AMCC on the ground level and as such will offer a donor/sponsor significant value to their business or personal philanthropic goals.

For example, the Stronach Aurora Recreational Complex, is named after its sponsor Frank Stronach who, 20 years ago, donated \$2,000,000 to the construction efforts. To date, his name is a household name associated with this centre. Indeed, we can do the same with our new expansion, creating a new household name for years to come.

Although the actual traffic statistics of the new addition are somewhat of an unknown, there are many other known factors that guides us to defining a confident and "sellable" fundraising campaign.

Known Facility annual traffic statistics:

Avg	352,500
Library	260,000
AFLC	520,000
SARC	600,000
ACC	30,000

One of the aspects donors may be interested in are the number of expected visitors to the AMCC. Some 290,000 patrons visit the current Aurora Public Library and Church Street School locations annually which are located within Library Square, the new home of the AMCC. It will make for a compelling business case to ensure the potential donors will know about this important aspect.

Other influential factors to Library Square area traffic may include:

1. Town Park

- a. Town specific Events
- b. Sporting events (soccer/baseball)

- c. Camps
- d. Farmers Market
- e. Armoury/New Niagara College Food Campus and Facility
- f. Splash Pad/park
- g. Winter Ice surface
- 2. Village traffic/restaurants Yonge St.
- United Church

Intangible Evaluation

When presenting to a prospective sponsor, there are a number of "intangible" considerations that increase the value and desirability of the naming rights opportunity. The new expanded facility offers many.

- Exclusivity
- Unique opportunity once in a lifetime
- Community Landmark
- Cultural Hub not present before
- Social Media Exposure
- Organic Growth
- Household Name

Each of these considerations adds more dollar value to the equation and as previously mentioned, increases the desirability and therefore negotiation power behind the process. There is much to leverage.

The combination of traffic, external factors and intangible benefits bring us to the conclusion that this is a once in a lifetime opportunity for a business to partner with our great community of Aurora; a chance to begin a unique story around the cultural and geographical hub where memories will be made for years to come for both the Sponsor, the Community and the growing Town of Aurora.

Rentals

The anticipated rental revenue for the AMCC will be nearly \$250,000 in year 1 of operations. This conservative forecast is based on current rentals at ACC, in-person meetings with local cultural stakeholders and a survey to the arts community in and around Aurora to estimate their needs for use of the various spaces.

There will be two sets of rental rates, one for not-for-profit organizations and one for corporate rentals.

Programs

Building on the current cultural programming from the Town, the Museum & Archives, the ACC, and other Cultural Partners, the new AMCC will feature robust programming yearround. From a spectacular "Presenting Live Entertainment" series, to expanded exhibits, courses, and camps for children, the new Centre will be bustling with cultural activities.

Other municipalities have shown, that once the AMCC project has been approved, there will be an increased demand from all kinds of community groups who will step forward to take advantage of this beautiful new facility.

This expanded Programming will generate \$185,000 in revenue in year 1, based on current ACC activities and forecasted expanded activities in light of the new and flexible spaces available for the Museum, Gallery, Education and Performing Arts Programmers.

Financial Plan

The Town of Aurora will be applying for any available grants from the various levels of government to fund the design and building for this much needed new cultural community asset. A common formula for municipal cultural capital projects is one-third from the federal government, one-third from the province and one-third from the community. Often that one third of the community is split between the municipality and the community. The community aspect is often shared, half from the corporate sector, service clubs and foundations, and half from individuals in the community.

Depending on the outcome of the fundraising efforts from other levels of government, the Town will adjust its funding plan for the AMCC accordingly to ensure sufficient funding is available for this project.

A fundraising consultant will be hired as soon as the project has received final Council approval to conduct a feasibility study and to provide guidance in setting up a community fundraising plan that will work for the Town of Aurora.

Branding and Marketing

The new Aurora Museum & Cultural Centre will require a robust branding and launch strategy. The branding launch and inaugural performance and programming season of the AMCC will be crucial for establishing an ongoing and long-term success and sustainability.

Branding and marketing will be in line with a more comprehensive marketing plan for the Aurora cultural precinct and downtown core. In addition to this plan, a robust arts marketing plan will be developed to build initial awareness and ongoing promotion of the AMCC, ensuring long-term operational stability and success.

Engaging the entire Aurora community early on and undertaking market research prior to programming the inaugural year for the AMCC will be paramount. This should also include collaborating with every community cultural

partner and programmer that will be renting new spaces in the AMCC. These local and professional arts entrepreneurs will require ample support from the AMCC organization to ensure that their rental events and programs are successful. This in turn will ensure that the AMCC will be an operational and cultural success story, by supporting their operations with programming from a diverse group of stakeholders.

Some of the recommended marketing components:

- Actively promote the various arts forms presented at the AMCC to both local patrons and visitors
- Grow attendance by continuing to engage current patrons and cultivating new audiences
- Establish a presence in the local community as the arts and cultural leader
- Provide more opportunity to experience and generate performances, exhibits and classes that resonate with the local community and the broader region
- Embrace local multicultural groups that exist within the community, including the local Aboriginal Community
- Build partnership and collaborative marketing opportunities with cultural organizations

Communication Plan

The Library Square project, which includes the expansion of the current Church Street School property into a new home for culture in the Town of Aurora, and an important community transformation piece in the development of a Cultural Hub, has been talked about for many years. The current Mayor and Council are committed to seeing this important new economic development initiative and cultural asset completed during this term of council for all residents to enjoy when it opens in late 2021.

In order for this investment to provide the cultural and economic impact that has been envisioned, a sound communication plan needs to be developed as soon as the project has been approved, which will include a project webpage, robust social media and digital engagement and even some traditional advertising, to continually update all stakeholders and residents with the latest information about the project.

Fundraising, rental agreements, building of new cultural capacity, pre-marketing and setting up an organizational infrastructure which will be able to lead, operate and support this new cultural investment, and many other aspects will require a continued presence and support by the Town of Aurora and its residents.

A sound communication plan will assist with making this project become a catalyst for downtown redevelopment and add to community pride while building the Town of Aurora's reputation as the most desirable community to establish a new corporate presence or new family roots.



AURORA MUSEUM & CULTURAL CENTRE 3 YEAR OPERATING FORECAST

	Cu	urrent Statu	S		Year 1			Year 2			Year 3	
- REVENUES Federal Grants					52,000			53,300			54,633	
Provincial Grants		_			25,500			26,138			26,791	
User Fees		_			758,762			777,731			797,175	
Fees & Services		-			84,581			86,696			88,863	
Sponsorship/		_			177,736			182,179			186,734	
Donations								,				
Misc	-				12,100	1 110 600	-	12,403			12,713	
TOTAL REVENUE			-			1,110,680			1,138,446			1,166,908
COSTS - Direct:												
Salaries & Benefits	255,925			1,533,727			1,572,070			1,611,372		
Artistic Expenses	-			588,352			603,061			618,137		
Program	495,188	751,113		25,918	2,147,997		26,566	2,201,697		27,230	2,256,740	
Expenses _		,						_,,		,	_,,	
- Indirect:												
Marketing/ Fundraising	_			99,424			101,910			104,457		
Office/Support Services	8,751			92,335			94,643			97,009		
Start-up FF&E	-			_			_			-		
Facility Costs	135,500			206,450			211,611			216,902		
Specialized Equip Reserve Cont'n	-			50,000			51,250			52,531		
Insurance/ Permits/Licenses	-			21,500			22,038			22,588		
Bank/Credit Card Charges	-	144,251		12,619	482,328	_	12,934	494,386		13,258	506,746	
TOTAL COSTS			895,364			2,630,325			2,696,083			2,763,485
Required Contribution from The Town of Aurora		-	895,364			1,519,645			1,557,637			1,596,577
Current Town Contribution						895,364						

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APPENDIX

1. BACKGROUND MATERIAL REVIEWED

Aurora Collection (Final Report) Aurora Cultural Centre: Professional Arts Season 2018/19 Aurora Cultural Centre: Strategic Plan Aurora Cultural Master Plan Aurora Cultural Precinct Plan Presentation Aurora Library Square Fact Sheet Aurora Museum & Archives: Building the Foundation – A Three-Year Plan Aurora Town Square (Library Square) Presentation Church Street School New Addition: Architectural drawings (Draft) Cultural Service agreements with various cultural partners Church Street School Cultural Centre: Strategic and Business Planning Study (Novita Report)

York Region Arts Council Research: Creative Space Feasibility Study

2. RENTAL SURVEY OF CULTURAL ORGANIZATIONS

2 Thumbs Up Production A2Y Dance Inc Attitude Productions Aurora Artists Studio Tour Aurora Camera Club Aurora Community Band Aurora Cultural Centre Aurora Farmers' Market Aurora Film Circuit Aurora Garden and Horticultural Society Aurora Historical Society Aurora Music Academy Aurora Public Library

Aurora Seniors Association Aurora Sports Hall of Fame Canadian Children's Theatre Company CDA Dance Academy Elva's Piano Studio European Club Eva Folks Judy Sherman Marquee Theatrical Productions Niagara College Northern Lights Dance Studio Ontario Registered Music Teachers Association

Pine Tree Potters Guild Rotary Club of Aurora Society of York Region Artists

St. Andrew's Scottish Country Dance Group

Star Productions

Theatre Aurora

Wavestage Theatre Company

York Chamber Ensemble

York Dance Academy

York Harmony Chorus

York Region Arts Council

Yunhong Art Studio

Yvonne Kelly Dance Academy (Formerly Irish Dance Studio)

3. REVIEW OF RENTAL RATES OF SIMILAR ARTS & CULTURAL ORGANIZATIONS IN GTA MUNICIPALITIES

Town of Aurora

City of Orillia Town of Stouffville City of Barrie Town of Newmarket City of Vaughan City of Markham City of Richmond Hill City of Burlington City of Burlington Town of Oakville City of Mississauga City of St. Catharines City of Guelph City of Brantford Town of Caledon City of Kingston City of Brampton Town of Orangeville Town of Gravenhurst Town of Huntsville City of Ottawa City of Sarnia City of Windsor

Aurora Cultural Centre. etc various cultural partners Opera House – Studio Theatre Lebovic Centre for Arts & Entertainment Five Points Theatre, Georgian Theatre Newmarket Theatre City Playhouse Flato Markham Theatre Centre for the Performing Arts Art Gallery of Burlington Performing Arts Centre Oakville Centre for the Performing Arts Mississauga Living Arts Centre FirstOntario Performing Arts Centre **River Run Centre** Sanderson Centre **Townhall Plavers** Grand Theatre, Tett Centre Rose Theatre, Cyril Clark Theatre Opera House **Opera House** Algonquin Theatre Ottawa Art Gallery Judith & Norman Alix Art Gallery Art Gallery of Windsor







100 John West Way, Box 1000 Aurora, Ontario, L4G 6J1



March 2019



Subject:	Library Square - Financial Strategy			
Prepared by:	Jason Gaertner, Acting Director Financial Services - Treasurer			
Department:	Financial Services			
Date:	March 21, 2019			

Recommendation

- 1. That Report No. FS19-012 be received; and
- 2. That staff be authorized to apply for any eligible capital or operating grants in support of the Library Square project; and
- 3. That the recommended preliminary capital investment financial strategy for Library Square be approved; and
- 4. That the recommended preliminary operating plan financial strategy for Library Square be approved.

Executive Summary

Staff have recently presented to Council, for its consideration, a final Class C cost estimate varying between \$35.6m to \$37.9m, depending upon the options selected by Council, for the construction of the Library Square including the addition to the Church Street School and the outdoor square. The funding relating to the construction of the Library Square parking lot and laneway has been previously approved by Council. As this represents a major investment for the Town, both a capital and operating funding strategy is essential in ensuring the financial success of the Library Square project. This report will provide:

- A break-down of the Library Square project by its key components,
- A recommended preliminary capital investment funding strategy, and
- A recommended preliminary incremental operating cost funding strategy.

Background

On February 12, 2019 Council was presented with the latest design concepts for the Library Square project. Considerations included:

- Further consultation on the project had taken place to refine the design, cost estimate and project timeline.
- Based on inputs from consultants and cultural partners, revisions have been made to the design of the Church Street School expansion.
- Enhancements to the Outdoor Square include features for year-round attraction.
- Heritage and Accessibility considerations were deemed important in the development of the design.
- Parking study, parking lot, laneway and accessible parking considerations were incorporated in the latest design.
- Acknowledgement that any applications for grants that may offset the capital costs will be explored and submitted.
- A project management model will be used for the Library Square project implementation.

At present a total of \$2.3m has been approved to date for the Library Square project. In addition, a placeholder for a further \$35m for the Library Square project has been recommended to Council by the Budget Committee for conditional approval as part of the 2019 capital budget.

Analysis

A break down of the Library Square project by its key components

The Library Square project can be broken down into the following three key components:

- Demolition of 52 and 56 Victoria Street Structures,
- Addition to Church Street School, and
- Outdoor square and Parking.

A detailed break-down of these noted key components can be found under Attachment #1. This attachment provides a summary of the total estimated budget required in order to complete each noted key component, as well as their total approved budget and expenditures to date. In addition, the total estimated budget for the Library Square project is presented should all of the proposed optional items be approved.

Report No. FS19-012

A recommended preliminary capital investment funding strategy

As the total proposed required investment for the Library Square project is significant, a sound funding strategy is essential. In developing its recommendation, staff considered several of the funding options presented in the recent report to Council, FS19-004 Major Capital Investment Funding Strategy. After careful consideration, staff recommend that the following sources of funding form part of this project's funding strategy:

Development Charges

Development Charges (DC's) are to be used for funding the creation of new amenities to extend service capacities in order to meet the demands of growth. Development charges are collected as separate components which can only be used for their specific components. In this instance, staff recommend that library services and park development DC funding be utilized as a partial funding source for this project. At present, the Library DC reserve is in a positive position, while the Parks Development DC reserve is in a negative position. Staff project that all of the town's negative DC balances will return to a balanced position within the next ten years.

Community Benefit Fees

Community Benefit fees have been collected from developers in addition to statutory DC's. These surcharges for development, intended to help fund growth related assets, may be applicable to the subject projects. The Town has no specific identified purposes established for these funds. The current value of available funds as of December 31, 2018 is \$ 2.6m. Staff recommend that this full amount be applied to this project.

Proceeds from Sale of Municipal Lands

The Town consolidates all net proceeds from the sale of Town owned lands, such as its Leslie street lands, under a single reserve. The Town has no specific identified purposes established for these funds. The current value of available funds as of December 31, 2018 is \$7.1m. Staff recommend that this full amount be applied to this project.

Hydro Sale Investment Reserve Fund

The Town sold Aurora Hydro in 2005, and 90% of the proceeds were established in a reserve fund. Interest has accumulated since that time, however, some of this income has been spent from time to time. No specific purpose has ever been formally approved for these funds. The current value of available funds as of December 31, 2018 is \$ 31.0m.

Because of its significant balance and the Town's ability to invest these funds over a longer term, these funds have become an important contributor to the Town's annual investment income which is utilized to subsidize the Town's operating budget, as well as a further top up of all reserve balances. Consequently, any draw on this reserve is likely to have a material impact on the Town's annual investment income; as well as deteriorate the Town's general reserves health. Keeping this in mind, staff recommend that the utilization of this reserve as a funding source be minimized as much as possible.

Debt Financing

Debt financing, either internal or external, could be used to finance the capital investment costs of a project, to allow time for the intended source of financing to be realized, such as revenues from development charges or the tax levy. Any such financing would incur interest costs, which would be covered by the intended funding source.

Internally financing this scope of resource requirement would tie up a material proportion of the Town's available resources for up to twenty years. It is anticipated that the Town will require access to the majority of its currently available reserve funds within this twenty year time horizon. Should these reserves be tied up through internal financing, the Town would risk requiring external financing for these other purposes instead.

In an effort to effectively manage the town's cash flows, staff recommend that the Town utilize external debt financing, likely in the form of a 20 year debenture. The current 20 year debenture interest rate offered by Infrastructure Ontario is 3.26%. This external debt would subsequently be repaid in a controlled fashion through the above noted DC funding sources and a dedicated one-time tax levy increase of 1% which would be applied wholly to the 2020 levy, or phased in over two fiscal years. Once this noted debt has been paid off, the equivalent dedicated tax levy increase can be removed.

Grant Funding

The Town of Aurora will be applying for any available grants from the various levels of government, seeking funding for the design and construction of the various components of the Library Square project.

A common funding formula for municipal cultural projects, such as the proposed addition to the Church Street School, is one-third from the federal government, one-third from the province and one-third from the community.

Report No. FS19-012

Often the one third from the community is split between the municipality and the community. The community aspect is often shared half and half from the corporate sector, service clubs and foundations and half from individuals in the community.

In support of this much needed new cultural community asset, staff have now submitted the Town's grant application to the federal government's Canada Cultural Spaces Fund for consideration. In this regard, as soon as the addition to the Church Street School project has received final Council approval, a fundraising consultant will be hired to conduct a feasibility study and to provide guidance in setting up a community fundraising plan that will work for the Town of Aurora.

In addition, staff are investigating another grant opportunity (Building Communities through Arts and Heritage - Legacy Fund) that could potentially be utilized as a funding source in support of the construction of the outdoor square.

Staff have already, or intend to, approach Provincial and Federal representatives in an effort to explore further potential funding sources for all components of the Library Square project. Depending upon the outcome of fund raising efforts, the Town will adjust its funding plan accordingly in order to ensure sufficient funding is available.

The below table outlines, in detail, staff's recommended capital investment funding strategy for this project, based upon current projections. This strategy is applicable to varying levels of required investment. For illustrative purposes, a total required additional capital investment in the Library Square project of \$35.6m has been utilized in the presented table.

Library Square Consolidated Capital Investment Funding Strategy (\$millions)

Total estimated required investment	35.6
Proceeds from the sale of municipal lands reserve	(7.1)
Community benefits reserve	(2.6)
Grants	(14.1)
Outdoor recreation & Library Development	
Charges	(1.6)
Tax levy funded twenty year debenture*	(6.7)
Hydro investment reserve	(3.5)

* Assume a 20 year debenture with an annual carrying cost equivalent to a one-time 1% tax levy increase. The currently available 20 year debenture interest through Infrastructure Ontario is 3.26%.

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It is important to note that the grant funding that has been included in the above table is subject to change as the Town has not yet received a formal decision from either of these grant providers. Should a lower than anticipated grant value be ultimately awarded, any related funding short-falls could be drawn from the Hydro Investment reserve, or adjustments to the debt portion of the recommended funding strategy could be made.

A recommended preliminary incremental operating cost funding strategy

In addition to a funding strategy for the Town's initial investment in the Library Square project, a financial strategy for the resultant ongoing incremental operating costs for the Library Square is important as well. As indicated in Report Number CMS19-009, the total incremental operating costs for the library square's key components are estimated to be \$720,000 per year which must be borne by the Town's tax levy. Staff recommend that this estimated incremental tax levy impact be phased onto the tax levy in gradual controlled fashion over the next three years commencing in 2019. This would represent an incremental tax levy increase of \$240,000 or 0.5% per year. See below table:

Fiscal Year	Phased in Amount			
2019	240.0			
2020	240.0			
2021	240.0			
Total	720.0			

Incremental Net Operating Costs for Library Square (\$000's)

Advisory Committee Review

None

Legal Considerations

Not applicable.

Financial Implications

Report No. FS19-012

The total additional required investment for the Library Square Project relating to an increase in the design and consultation costs, as well as the inclusion of the estimated construction costs for the addition to the Church Street School and the outdoor square and parking, is estimated to be between \$35.6m to \$37.9m, depending upon the options selected by Council. The above presented funding strategy offers a financially viable solution that the Town can deploy in order to successfully fund this large required investment.

In addition, it is estimated that the Library Square, upon becoming operational net of all expected new revenues, will produce an annual incremental operating budget impact of \$0.7m (\$720K). The proposed controlled phase in of this operating budget impact over a three year period commencing in 2019 will ensure that this expense is fully funded by the tax levy in time for the complete Library Square becoming fully operational in the spring of 2022, while smoothing the impact to tax payers.

Communications Considerations

This report will be posted to the website to keep residents informed of plans, and any future direction from Council will be shared via Council Highlights, Town website and social media.

Link to Strategic Plan

Reporting to Council and the public on capital investment and an incremental operational cost funding strategy supports the Strategic Plan principles of transparency and accountability.

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

As previously discussed, the required capital investment and the on-going net incremental operating costs are expected to be material for the Library Square project. It is recommended that the preliminary funding strategies as set out above be adopted in an effort to ensure that this project is a financial success in addition to the many other benefits that this project will bring to the Town.

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Attachments

Attachment #1 - Library Square Project Break-down by Key Component

Previous Reports

CMS19-008 Library Square – Outdoor Square CMS19-007 Library Square – Addition to Church Street School CMS19-009 Library Square – Proposed Operating Plan PDS19-018 Library Square – Parking CMS19-005 Library Square Project - Update FS19-004 Major Capital Investment Funding Strategy

Pre-submission Review

None

Departmental Approval

Jason Gaertner, CPA, CMA A/Director of Financial Services - Treasurer

Approved for Agenda

Doug Nadorozny Chief Administrative Officer

Attachment #1

Library Square Project Break-down by Key Component

[Costs		Approved Budget	Balance
Demolition of 52 and 56 Victoria Street Structures		\$128,500	\$130,000	\$1,500
Addition to Church Street School (Excludes Options)			\$977,500	
Preparation for Construction Spent to Date Outstanding	255,500 1,991,100	2,246,600		
<u>Construction</u> Total construction estimate Project Management	24,952,400 324,800			
Unrecoverable HST	\$386,700			
Public Art Contribution	\$256,600	25,920,500		
		\$28,167,100	\$977,500	(\$27,189,600)
Outdoor Square & Parking (Excludes Options)			\$1,232,600	
<u>Preparation for Construction</u> Spent to Date Outstanding	195,500 151,700	347,200		
<u>Construction</u> Total construction estimate Project Management	9,018,900 112,700			
Unrecoverable HST	\$134,300	\$9,265,900		
-		\$9,613,100	\$1,232,600	(\$8,380,500)
Total - Before Options		\$37,908,700	\$2,340,100	(\$35,568,600)
Options:				
Additional Parking in Laneway Perpendicular Parking on Victoria Parallell on Church Street Link Option #1 - Enclosed		145,700 87,900 185,400 1,936,000		
Total - After Options		\$40,263,700	\$2,340,100	(\$37,923,600)

The Corporation of The Town of Aurora

By-law Number XXXX-19

Being a By-law to Confirm Actions by Council Resulting from a Special Meeting of Council on March 21, 2019.

The Council of the Corporation of The Town of Aurora hereby enacts as follows:

- That the actions by Council at its Special Meeting of Council held on March 21, 2019, in respect of each motion, resolution and other action passed and taken by the Council at the said meeting is hereby adopted, ratified and confirmed.
- 2. That the Mayor and the proper officers of the Town are hereby authorized and directed to do all things necessary to give effect to the said action or to obtain approvals where required and to execute all documents as may be necessary in that behalf and the Clerk is hereby authorized and directed to affix the corporate seal to all such documents.

Enacted by Town of Aurora Council this 21st day of March, 2019.

Tom Mrakas, Mayor

Michael de Rond, Town Clerk