



Minutes of Heritage Orangeville

November 21, 2024, 6:00 p.m.

Electronic and In-Person Participation - Heritage Orangeville
The Corporation of the Town of Orangeville
(Chair and Secretary at Town Hall - 87 Broadway)
Orangeville, Ontario

Members Present: Councillor D. Sherwood
L. Addy
T. Brett
D. Gwilliams
G. Sarazin

Members Absent: H. Daggitt

Staff Present: M. Adams, Secretary
V. Sword, Tourism and Culture Officer
B. Ward, Manager of Planning

1. Call to Order

The meeting was called to order at 6 p.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

The Chair acknowledged the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. The Chair also recognized that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. Adoption of Minutes of Previous Meeting

Recommendation: 2024-027

Moved by T. Brett

That the minutes of the following meeting are approved:

4.1 2024-10-17 - Heritage Orangeville - Minutes

Carried

5. Presentations

None.

6. Items for Discussion and Reports

6.1 Draft 2025 Committee Work Plan Deliverables

Recommendation: 2024-028

Moved by T. Brett

That the proposed 2025 Committee Work Plan be approved.

Carried

6.2 New Digital Guide for Tourism - Vicki Sword

Vicki Sword, Tourism and Culture Officer, said they will be launching a new Digital Guide for tourism on the Love, Orangeville site. She showed the committee the changes to the Digital Guide and the Self-Guided Tours pages. The self-guided tours will have various tours including three historic tours from the Footsteps from our Past booklets.

Ms. Sword asked if the committee could assist in promoting the tours. The Committee suggested the following:

- putting a QR code in a future calendar;
- displaying the QR code at downtown storefronts;
- placing the QR code in a Heritage Orangeville newsletter;
- Tourism could produce a card regarding the tours that could be inserted in the 2025 calendar.

6.3 Data Orangeville Update - Drew Gwilliams

Drew Gwilliams gave the committee an update on the progress of the Data Orangeville project. He explained that he was using AI technology to rewrite the heritage building summaries and provided some examples to the committee. The committee concluded that AI technology should only be used to correct grammatical errors.

6.4 Community Improvement Plan (CIP) Update - Gary Sarazin

Gary Sarazin said they have not received any applications. The committee discussed how they could promote the program. Troy Brett said he would ask the BIA if they could send information about the program to their members. It was suggested that Planning staff could attend the next BIA meeting in January and provide a presentation to the Board members. The committee discussed promoting the program at an Economic Development Committee luncheon.

6.5 Heritage Week 2025 - Lynda Addy

The committee discussed a theme for the 2025 Heritage Week, and Man and Nature was chosen. The displays at the library and recreation centre will include photos and information regarding historical ice storms, floods, deforestation, etc. Lynda Addy said she will select six photos based on this theme and get quotes from suppliers on enlarging them. The photos and information will be provided at the next meeting.

7. Correspondence

7.1 Notice of Site Plan Application - 221-229 Broadway - SPA-2024-06

The committee discussed the site plan application for a proposed tiered 8-storey mixed-use building with commercial uses on the ground floor and

residential uses on all upper storeys. The development includes 65 residential units and 925.22 square meters of commercial space, with 92 underground parking spaces and 61 surface parking spaces, and a shared rooftop amenity space on the third level. The zoning on the property permits this type of development.

The committee's comments were regarding the height of the building and de-emphasizing the vertical elements of the building by:

- using different materials from top to bottom to break it up;
- using finishing materials with different colours and shapes;
- having storefronts in a different colour;
- using different textures such as stone facing.

Recommendation: 2024-029

Moved by L. Addy

That staff take into consideration the comments by the committee for site plan application SPA-2024-06, 221-229 Broadway.

Carried

8. Announcements

None.

9. Date of Next Meeting

The next meeting is scheduled for December 19, 2024 at 6 p.m.

10. Adjournment

Recommendation: 2024-030

Moved by L. Addy

That the meeting be adjourned at 7:40 p.m.

Carried