



OAKVILLE MITIGATION STRATEGY

HAMILTON CHAMBER OF COMMERCE

November 21, 2019





“

DOWNTOWN OAKVILLE IS THE HEART OF
OUR COMMUNITY, AND THE LAKESHORE
ROAD RECONSTRUCTION PROJECT IS
AN OPPORTUNITY TO HELP CREATE THE
BEST DOWNTOWN IN CANADA

MAYOR ROB BURTON



BEST PRACTICE REVIEW

Input from various
Ontario
communities with
similar projects

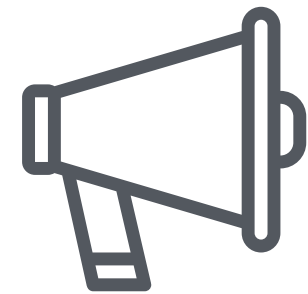
Mitigation Initiatives

- Liaison staff
- Stakeholder committee BIA involvement
- Respect critical retail sales periods
- Good signage
- Marketing and communications

OAKVILLE MITIGATION STRATEGY



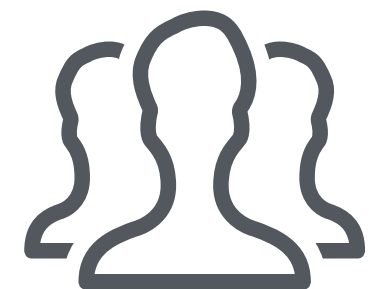
CONSTRUCTION



MARKETING &
COMMUNICATIONS



ECONOMIC



EVENTS





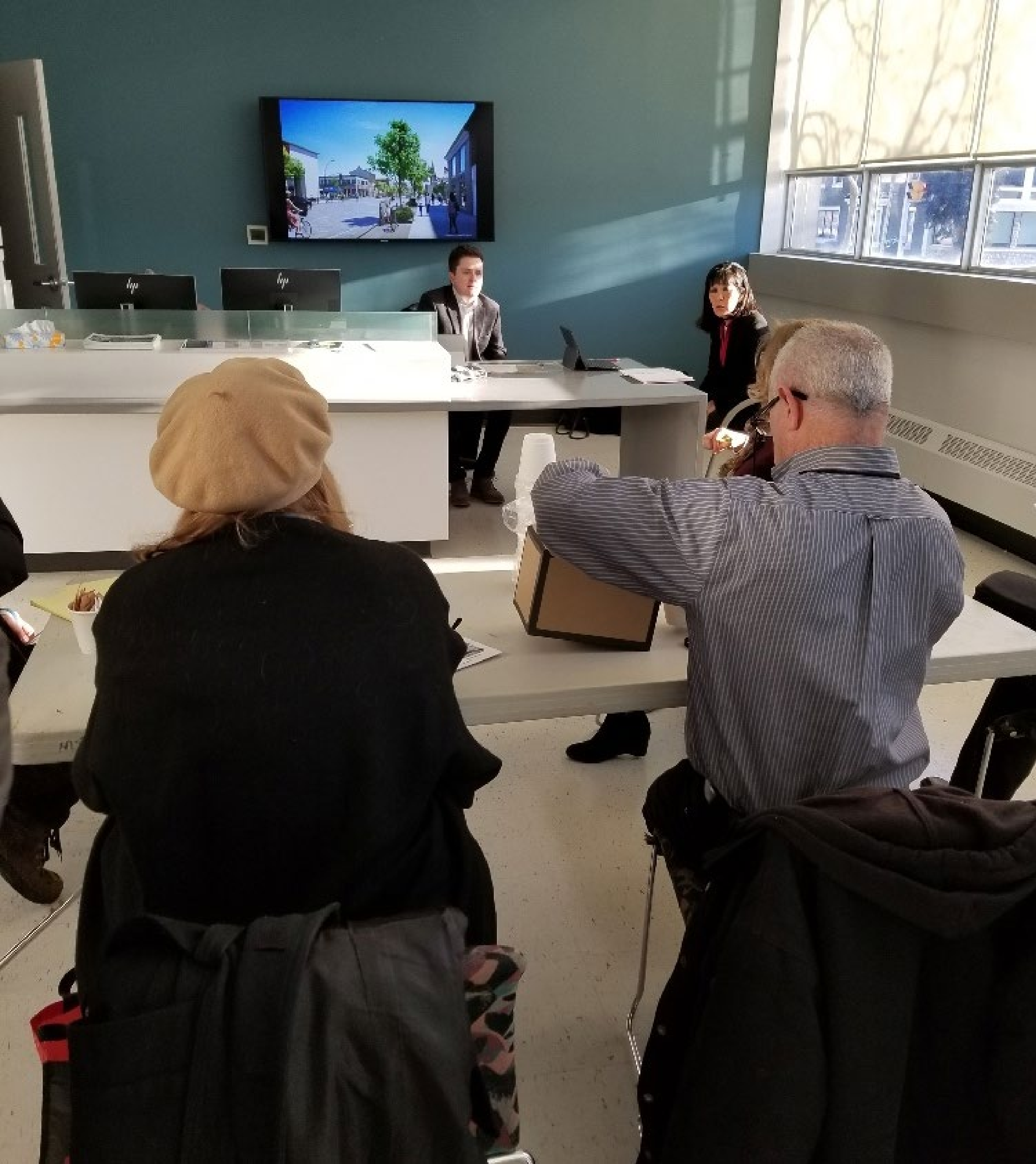
CONSTRUCTION MITIGATION

- Do it fast.
- Minimize disruption.
- Address issues quickly.

MARKETING & COMMUNICATIONS

Keep businesses, residents, visitors, and Council informed.





ECONOMIC MITIGATION

- Minimize the impact of construction on businesses.
- Provide targeted programs to bolster business operations.

BIA EVENTS

- Attract people downtown during construction by animating the street.
- Deliver value add that increase sales to businesses.

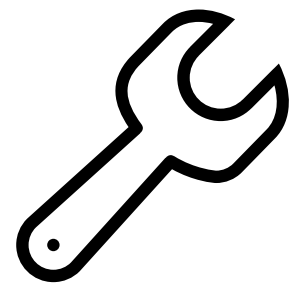


MITIGATION STRATEGY IMPLEMENTATION





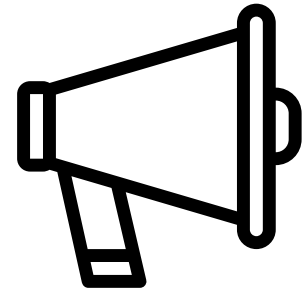
CONSTRUCTION PROJECT



CONSTRUCTION MITIGATION

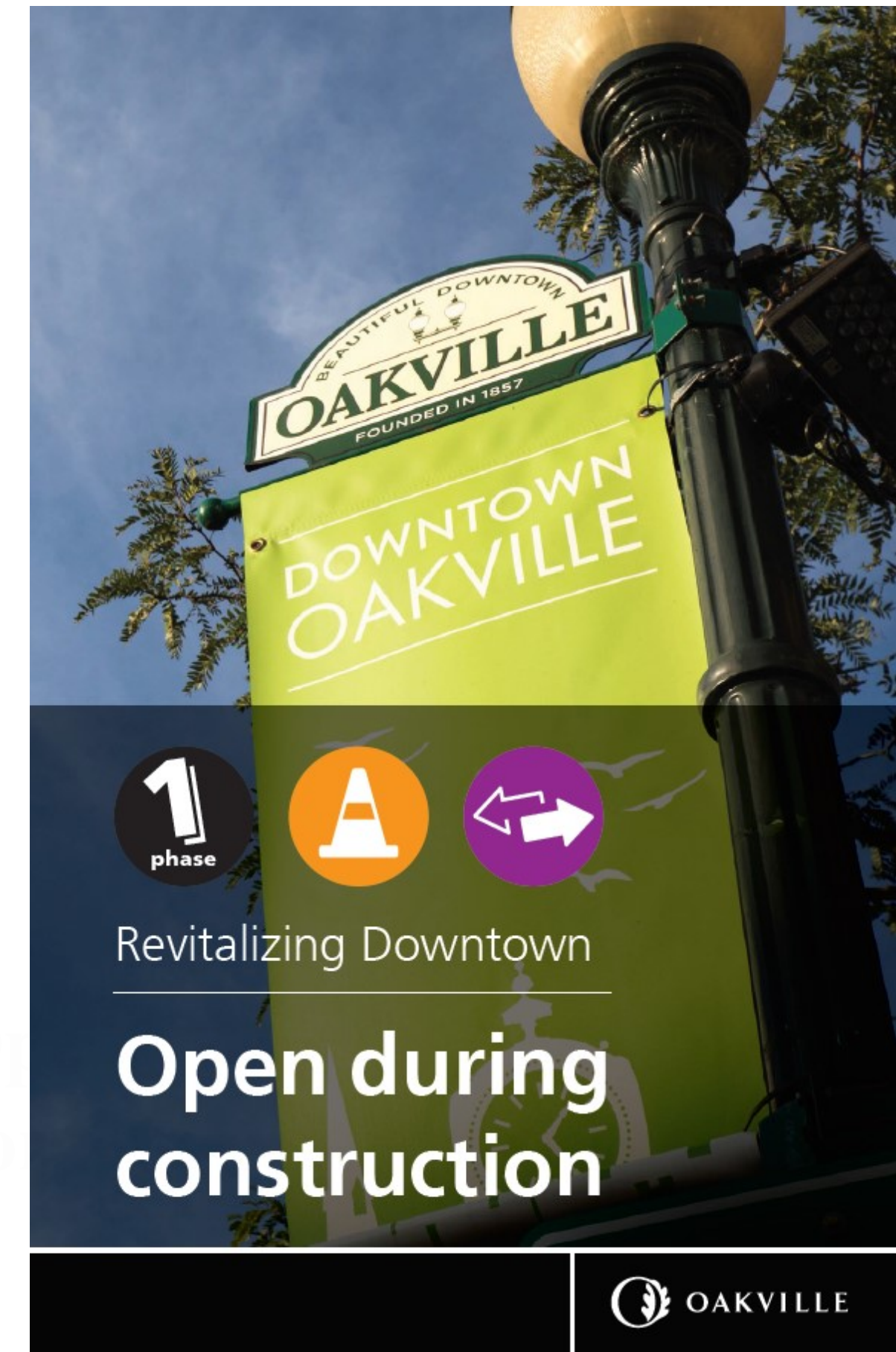
- Pre-qualification of contractors
- Construction phasing
- Faster project completion - extended hours of construction and early completion bonus
- Coordinated pedestrian and vehicle access
- Temporary signage and wayfinding
- Clean worksite
- Rehabilitation of Towne Square in Phase 1

COMMUNICATIONS



MARKETING & COMMUNICATIONS

- Liaison Role
- Marketing & Communications Plan
- Project Office
- Stakeholder Committee
- Coordination with BIA



I like the way you're workin'.
No diggity.
Gotta back it up.

Businesses are open during construction.
Visit oakville.ca for more information.

OAKVILLE

Everyone needs a little facelift.

Businesses are open during construction.
Visit oakville.ca for more information.

OAKVILLE

Hello Downtown, my old friend.
I've come to shop with you again.

Businesses are open during construction.
Visit oakville.ca for more information.

OAKVILLE



RUBEN
LAKEES
GRANDALL
TRAF

DOWNTOWN VISION

• *"To create an attractive, active, animated and vibrant downtown."* •



Downtown
Parking

**Don't be fooled by
the rocks that we got.
We're still, we're still
digging up the block.**

Businesses are open during construction.
Visit oakville.ca for more information.



  #DTOakville

**I like the way you're workin'.
No diggity.
Gotta back it up.**

Businesses are open during construction.
Visit oakville.ca for more information.



  #DTOakville

**Hello Downtown,
my old friend.
I've come to shop with you again.**

Businesses are open during construction.
Visit oakville.ca for more information.



  #DTOakville

**Everyone needs
a little facelift.**

Businesses are open during construction.
Visit oakville.ca for more information.



  #DTOakville

Momma told me, You better shop downtown

Businesses open during construction



ECONOMIC MEASURES



ECONOMIC MITIGATION

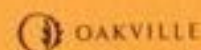
- Parking Subsidy – 1st hour free parking with HONK app
- New and temporary parking spots
- Digital Main Street program
- Restaurant program
- Patio & outdoor display fee waivers





**Monday to Friday first hour free
using the HONKmobile app.**
Promo code: DOWNTOWN

Available at this parking location. Do not exceed maximum hours.
Program runs until November 2020.



OAKVILLE INN
HOTEL
DELICIOUS FOOD



phase

Revitalizing Downtown

Lakeshore Road Reconstruction Information Guide



Digital Service Squad

**Free resource
for businesses**
Help grow your
online presence

digitalmainstreet.ca/ontario



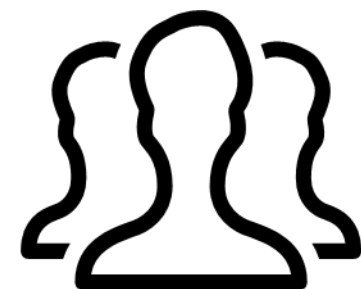
Business Improvement Area

Legend

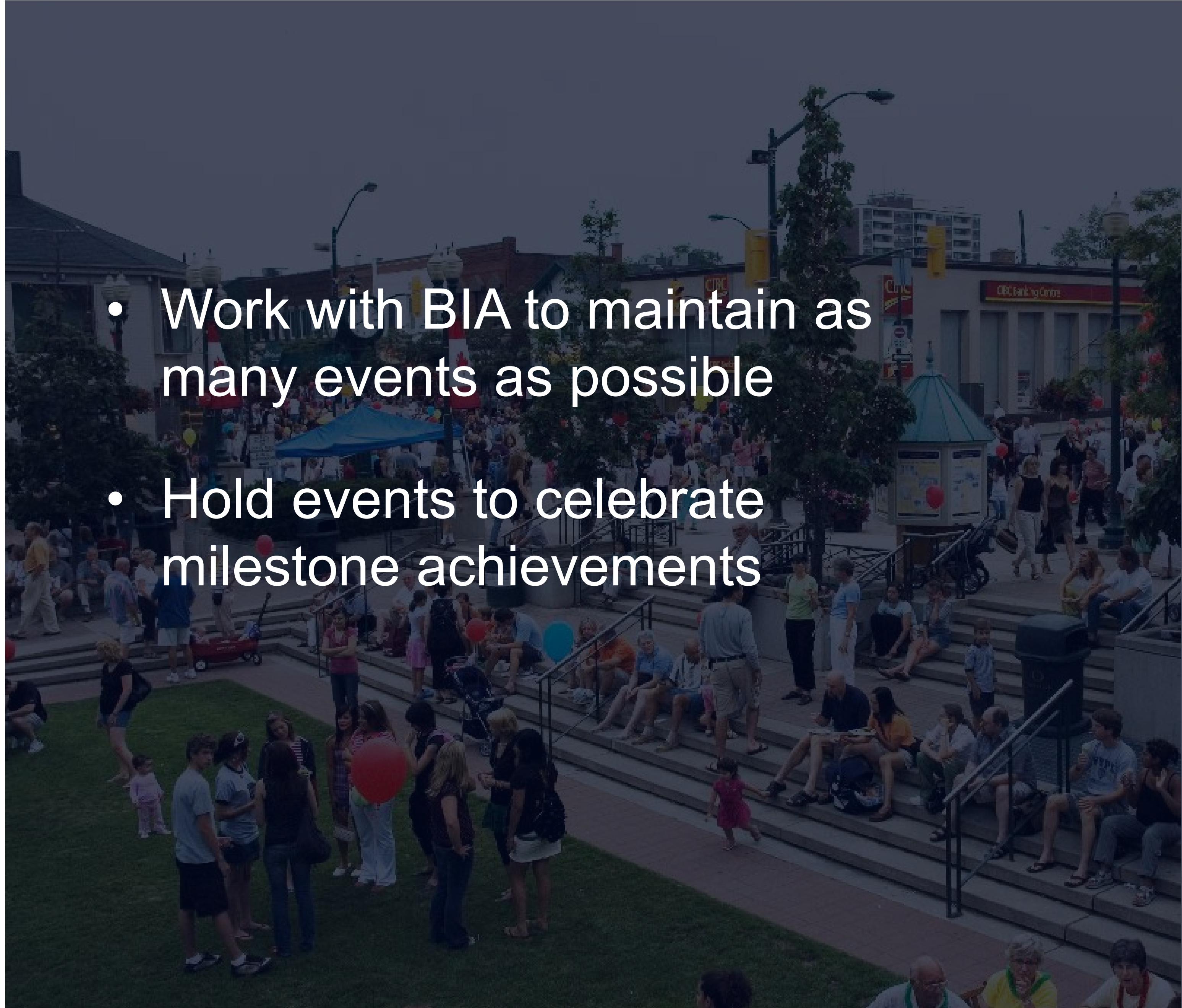




EVENTS



- Work with BIA to maintain as many events as possible
- Hold events to celebrate milestone achievements



**EXPECT
THE
UNEXPECTED**





**BE PART OF
THE CHANGE**



SEPTEMBER









OAKVILLE MITIGATION STRATEGY

Mary.vallee@oakville.ca

