

3.0 BACKGROUND AND RELATIONSHIP TO STRATEGIC PLAN:

This report has been prepared in response to Council Resolution CD-29-05:

THAT the Director of Planning be directed to report back to the Community Development Committee on April 18th, 2005 with a communications plan on the Heritage Conservation District Study, including the costs and logistics of conducting a survey to assess support for Heritage District designation File 502-02-34 (PL-02/05).

The heritage conservation district study, and the public consultation associated therein, is rooted in both Future Focus VI, and its predecessor, Future Focus V. One of the strategic pillars of Future Focus VI is ensuring Burlington's development as a "vibrant community": the plan identifies "encourage(ing) the preservation and maintenance of significant heritage buildings, landscapes and archaeological sites as part of Burlington's historical roots" (4.1, d). Similarly, "fostering a sense of community" is identified as a focus area in Future Focus V, one of the implementing strategies is "(to) continue to support Heritage Burlington LACAC's effort to identify heritage resources, and increase the number of owner-supported building designations and heritage district designations" (8.1, a).

4.0 DISCUSSION:

Public consultation is central to any heritage conservation district (HCD) study. This is primarily because HCD's typically arise from community-based efforts and community-based interest in preserving the unique heritage qualities of an area through district designation. The success of heritage district implementation is, in part, dependent on community commitment to the study process and the resultant vision described in the area's HCD plan.

In Burlington's case, the impetus for the current heritage conservation district study originated, in large part, from the efforts of current and past LACAC members. The rationale for studying the "Old Burlington Village" was crystallized following the receipt of a report entitled *City of Burlington: Strategic Heritage Conservation Districts Study* (prepared by Archaeological Services Inc., 2000). This report identified several cultural heritage landscapes in Burlington that were deemed worthy of heritage conservation district designation: the authors of the report recommended that the "Burlington Village" area be studied as a candidate for heritage protection under the Ontario Heritage Act. On the basis of this report and other works conducted by LACAC, a public information session was held in 2002. Support for a heritage conservation district study of the "Old Burlington Village Area" was declared and LACAC recommended that Council enact a by-law to study as per the provisions of the Heritage Act. On June 10, 2002 Council passed a by-law of intent to undertake a Heritage Conservation District Study in accordance with the Ontario Heritage Act.

Burlington's study has been organized into two phases. Phase 1 includes the consultants' review and evaluation of the heritage character of the study area. Staff's phase 1 work is primarily focussed on the public consultation component of the study as well as preliminary work on potential district implementation and administration measures. The public consultation component of Phase 1 is premised on information dissemination.

Phase 2 of the study will commence with council's decision to prepare a district plan and will be premised on a review of potential district plan and guideline options. The communications plan associated with phase 1 and phase 2 is discussed below. Please refer to Appendix 1 of this report to review a summary of the proposed communications plan.

Communications Strategy Development and Overview – Phase 1 of Burlington's HCD Study

Public consultation efforts on behalf of City staff were initiated in 2004 and are ongoing. Following the first public information session (held in March 2004), staff established a "public process advisory committee" (PPAC). The committee is intended to provide input on the most effective process and method taken by staff and the consultants to ensure effective public consultation related to this study. To this end, members of PPAC have been asked to review the proposed public consultation work plan, including the number and timing of public meetings, meeting agendas and formats, and communication tools such as study update newsletters and, if appropriate, questionnaires. To date, the PPAC has met three times. Additional meetings will be scheduled in phase 2 of the City's study.

In addition to consultation with PPAC, staff have worked closely with Corporate Communications Department staff in developing the communications component of the HCD study.

As noted previously, the primary focus of phase 1 of the communications plan is information dissemination regarding the provisions of Part V of the Heritage Act and Burlington's HCD study. The consultants have completed their phase 1 report: Council referred the contents of that report to staff and the public for review on February 21st, 2005. The public consultation associated with the remainder of phase 1 of the study will focus, in large part, on the findings and recommendations of the consultants. Information dissemination however remains an integral component of Burlington's study. Staff regard the dissemination of accurate and accessible information as critical in engaging community members in informed and open public dialogue (i.e. the groundwork required to make an informed decision about designation).

Communication Tools:

The following communication tools have been used at various points during phase 1 of the HCD study:

- Public information sessions (large and small group sessions)
- Printed newsletter (include study up-date, information on the Heritage Act, FAQ, information on planning tools, study process and timing, etc.)
- E-mail updates and web page postings
- Written survey (PPAC information evaluation survey)
- Visual display at City Hall (Brant Street and Elgin Street display cases)
- City Talk articles
- Media releases
- Burlington Post meeting notices and general information on City Update page
- Downtown update notices (a section on the HCD study has been included, and has been distributed at various public meetings and open houses)

Pg 4 of Report PL-47/05

Public Information Sessions:

To date, three large group public information sessions have been held (March 23rd, 2004 and two sessions on November 8th, 2004). Each session was well attended: approximately 120 citizens attended the March 23rd session, and approximately 130 attended on November 8th. Notice of the public information session on March 23rd was printed in the Burlington Post and was directly mailed to each address within the study area delineated in By-Law 75-2002. The sessions included a presentation by the consultants intended to inform participants about the concept of, and process related to, heritage district designation under the provisions of Part V of the Heritage Act. Each session provided an opportunity for participants to raise questions and offer comments. Additionally, participants were invited to submit their contact information to staff for inclusion on the HCD study update mailing list.

A third public meeting is scheduled for April 6th, 2005. Notice of this meeting was sent by direct mail to all of the addresses within the area recommended by the consultants as having district designation potential. As well, notice was e-mailed to the HCD study mailing list and posted on the web site. Three advertisements have been included in the Burlington Post. The focus of the meeting shall continue to be on information dissemination regarding the provisions of the Heritage Act and the potential implications of district designation for area property owners. Additionally, potential district boundaries will be reviewed. It should be noted that district boundaries must be delineated prior to the preparation of a district plan (i.e. the district plan is based on the particular unique character of the potential district).

Small Group Consultation Sessions: Independent of the large group public meetings, staff have met and consulted with LACAC, the Burlington Downtown Business Association and the Burlington Downtown Residents' Group. Following input from PPAC, staff have made themselves available to meet with other community groups upon request.

Study Update Newsletters and Electronic Updates:

To date, the City has issued two study update newsletters. Staff have distributed the newsletter electronically (including posting on the HCD study web page), and have mailed the newsletter to each address within the study area.¹ In addition to the study update newsletters, electronic updates regarding heritage-related staff reports and notice of public meetings have been sent to the mailing list that has been developed since the commencement of the study (approximately 145 individuals).

Web Page: An HCD study section on the City's website was created early in 2004 and is regularly updated. The web page includes general HCD designation information as well as details regarding Burlington's study. Additionally, links to existing HCD's in other municipalities are posted.

Communications Strategy – Phase 2

Phase 2 of Burlington's HCD study will begin following a decision from council regarding the preparation of a district plan and guidelines. A staff report dealing with the establishment of district boundaries and the preparation of a district plan is anticipated for late Spring 2005. Note

¹ The first newsletter was mailed to each individual on the Heritage Study mailing list (comprised primarily of those in attendance at the March 2004 public meeting); the second newsletter was mailed to each address within the area identified by the consultants as having district designation potential.

Pg 5 of Report PL-47/05

that possible plan implementation and district administration processes will also be presented to council within the above referenced report for council's consideration.

The focus of phase 2 of Burlington's HCD will primarily be consultation regarding possible district plan and guideline options as presented by staff and the consultants. Ultimately, the detail that some members of the public are currently requesting can be discussed upon commencement of phase 2. The sooner a decision is made regarding the preparation of a district plan, the sooner staff, and members of the public will be able to establish an informed opinion regarding the utility of heritage conservation district designation for the "Old Burlington Village".

Public consultation associated with phase 2 will employ communication methods similar to those utilized during phase 1. Based on comments received from PPAC and other members of the public, the electronic updates, study update newsletters and web page have been useful in the dissemination of information regarding Burlington's study.

Following council's decision regarding the preparation of a district plan, additional public meetings will be scheduled. A recommendation from staff regarding district designation will not be advanced until Fall 2005. This schedule will enable staff and members of the public to thoroughly review district plan and guideline options prior to the adoption of a district plan and district designation. Please refer to Appendix 2 of this report to review a detailed description of this study's process and timing.

Targeted Assessment of Community Support for Heritage Conservation District Designation - Survey:

The use of a survey to assess general public sentiment regarding HCD designation is not recommended by staff. It is staff's opinion that there is an intrinsic community value in the preservation of a community's cultural heritage resources that benefits all of its citizens. In staff's opinion, polling is a very crude instrument to assess that which a community values. That being said, staff offer the following example of survey use from the City of Toronto for council's consideration.

Balmy Beach HCD Study and Survey:

Toronto council, following a request from a residents' association, enacted the Balmy Beach HCD study by by-law. Following enactment of the by-law, opposition to district designation was vocalized. In an effort to appease the vocal opponents of the study, the ward councillor recommended that staff be directed to conduct a poll to assess support for the study. In late 2004, Toronto council authorized two polls. The study area was delineated into 14 subdivisions: results would be tabulated for each subdivision. It is important to note that Toronto Preservation Services Board staff are of the opinion that each of the 14 subdivisions within the original study area is defensible as a HCD on its own. As per the intent of Part V of the Heritage Act, a decision to designate any of the Balmy Beach subdivisions, on behalf of Toronto Council, will be based first and foremost on the heritage significance of the subdivision and secondly upon subdivision support.

Pg 6 of Report PL-47/05

The first poll, conducted by the City Clerk, was prefaced with an explanatory letter outlining the study and polling processes. The explanatory letter and ballot were distributed by mail to all registered property owners within the study area (please see Appendices 3 and 4, respectively). The poll asked property owners within the study area if they wished to continue with the study process. The response period was limited to 15 business days. A simple majority of respondents would be needed for a subdivision to continue in the study. In subdivisions where the majority of respondents vote against the study, the process would cease and those areas would no longer be considered for possible designation. 6 of the 14 subdivisions voted to continue with the study process.

The second poll will ask respondents within the 6 subdivisions if they favour designation of the subdivision as part of the Balmy Beach HCD. The results of this poll will be before Toronto council when it considers designation of the area (N.B. As per Toronto's Municipal Code, Toronto council is not bound to the results of a poll). Toronto Preservation Services Board staff advise that the second poll is pending.

Survey Use in Burlington – Purpose and Logistics:

Similar to the City of Toronto's use of a survey, Burlington council could opt to survey citizens to determine continued participation in Burlington's HCD study and/or use a poll to assess relative support for district designation. As a boundary has not yet been determined, it would be possible to firstly poll citizens regarding continuation in the heritage study. Survey results could be tabulated on a street-by-street basis. Staff do caution, however, that the Old Burlington Village Area was originally delineated because of its collective heritage significance. Staff wish to reinforce the idea that the collective heritage integrity of a possible district can be eroded, and in some instances lost, as individual properties and/or streets are removed from the study area. If council determines that two polls be conducted, staff would need to assess the heritage integrity and the defensibility of the remaining area as a district(s) should any streets vote to withdraw from the study process.

Unlike the City of Toronto, Burlington does not have a standard municipal polling procedure. The following items, therefore, require council's consideration:

- Polling area
- Polling eligibility
- Polling method and distribution
- Timing
- Tabulation
- Use of survey results

Staff offer the following remarks related to each of the above considerations.

Polling Area: Heritage preservation is identified in the Provincial Policy Statement and the Regional and Municipal Official Plans as a matter of broad public interest. However, as the immediate stewards of the area's cultural heritage resources, it can be argued that those who own property within the study area will likely be the most directly impacted by district designation. As a district boundary has not yet been determined by council, staff therefore, concede that the polling area be delineated in accordance with the study area identified by the consultants in their

Pg 7 of Report PL-47/05

report (the area generally bound by Baldwin Street/Victoria Avenue/Emerald Crescent to the north; Martha Street to the east; Old Lakeshore Road/Lakeshore Road to the south and Brock Avenue/Clark Avenue/Locust Street to the west). Should a district boundary be delineated prior to the distribution of a poll, staff would expect that the polling area be adjusted to reflect the district boundaries.

Polling Eligibility: It is perhaps most logistically feasible to extend voting eligibility to all registered property owners within the polling area (i.e. using existing municipal data staff are able to compile a list of all of the registered property owners). Staff note that limiting the poll to registered owners does exclude tenants who may have adopted responsibility for the exterior upkeep of a particular building. This would certainly be true of many of the non-residential properties located within the study area.

Polling Method and Distribution: In regard to distribution of the poll, staff would suggest direct mailing to each registered property owner. Similar to the Balmy Beach poll, staff would recommend that the mailing include an explanatory letter (i.e. prepared by Planning staff, outlining Burlington's study and the purpose of the poll), as well as a ballot and a stamped return envelope.

Timing: As indicated previously, survey timing is paramount: staff is of the opinion that potential respondents must be confident that they have received and/or accessed accurate information prior to casting a ballot. At the public meeting scheduled for April 6th, 2005, the members of PPAC will be distributing a questionnaire in an effort to gauge meeting attendants' own perception of their understanding of district designation and Burlington's study. The questionnaire results will be used to obtain feedback on the effectiveness of the information dissemination tools to-date. Staff and PPAC members anticipate that the questionnaire results will assist with the development of the communications strategy associated with phase 2 of Burlington's study. It is possible that the results of this survey would also be useful in determining the possible timing of a survey.

Additionally, staff is of the opinion that citizens cannot, in the absence of district plan and guideline options, accurately comment on the potential implications of district designation, and in turn, convey their opinion about support for district designation. Staff is of the strong opinion that once public dialogue regarding district plan and guideline options is underway community members will be in a position to evaluate possible implications of designation. Should council decide that a survey is the best way to assess citizen support for district designation, staff strongly suggests that the survey be distributed following council's initiation of phase 2.

Tabulation and Interpretation of Survey Results: Council will need to determine, for example, whether or not a simple majority will be a satisfactory indicator of community sentiment.

Use of Survey Results: As council is not bound by legislation to conduct a poll on this matter, and/or use the results of a such a poll to make a decision regarding district designation, council will need to clearly identify for respondents how survey results will be used. Staff suggest that this information be included in the explanatory letter described earlier in this report.

5.0 FINANCIAL MATTERS:

As Burlington does not have a standard municipal polling procedure in place, and in turn, no budget prescribed specifically for polling, a poll to assess support of heritage district designation would require a budgetary allocation. Financial costs associated with a poll include ballot preparation, printing, distribution and evaluation. Staff estimate that there are approximately 737 registered property owners within the possible district boundary as delineated by the consultants in their report (based on information taken from municipal property roll).

Staff estimate that the mailing costs associated with a poll as described in this report would be approximately \$1000.00 (based on a mail-out package cost of \$0.85 per owner, plus a stamped return envelope at \$0.50 per owner). Staff estimate that the printing costs associated with a poll as described would be approximately \$1100.00 (based on an approximate printing cost of \$1.50 per mailing). Lastly, staff costs will be incurred to compile and tabulate the poll results.

6.0 ENVIRONMENTAL MATTERS: N/A

7.0 COMMUNICATION MATTERS:

Communication matters are discussed throughout this report.

8.0 CONCLUSION:

Staff have prepared this report in response to council direction CD-29-05. This report describes the communications plan associated with phase 1 of the HCD study and the use of the same communication methods in phase 2. A summary of staff's proposed communications plan is appended to this report as Appendix 1. Although staff do not support the use of a survey to assess community support for district designation, a possible framework is outlined and could be incorporated into the communications plan at council's discretion.

Respectfully submitted,

Alana Mullaly
Planner – Policy
Ext. 7870

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Appendices:

Appendix 1 – HCD Study Communications Plan
Appendix 2 - HCD Study Process and Timing
Appendix 3 – Balmy Beach HCD Study Poll Explanatory Letter
Appendix 4 – Balmy Beach HCD Sample Ballot

Staff / Others Consulted:

Name	Telephone
Paul Smithson	7477
Helen Walihura	7841

Notifications:

Name	Mailing or E-mail Address
N/A	

Special Instructions:

N/A

Appendix 1
Heritage Conservation District Study Communications Plan

PHASE I – Information Dissemination	Time Frame
Public Information Session	March 23, 2004
Public Process Advisory Committee Meeting #1 – To review staff’s proposed consultation schedule and communication tools.	October 2004
Study Update Newsletter – To provide outline of City’s study and proposed timing. Question and answer section included. Newsletter distributed via e-mail and direct mail to all individuals on the HCD study mailing list (primarily comprised of attendants from March 23, 2004 information session).	October 2004
Public Information Session and Presentation – To review consultants work to-date and provide general information regarding district designation. Notice mailed to all addresses within the study area identified in By-law 75-2002 and to all individuals on the HCD mailing list. Notice of meeting printed in the Burlington Post (October 29 and November 5) and posted on the HCD study web page.	November 8, 2004
Distribution of meeting notes from the Public Information Session – meeting notes posted on the City of Burlington HCD study web page and e-mailed to HCD study mailing list.	November 2004
Public Process Advisory Committee Meeting #2 – To review public meeting and chart next steps for public consultation once consultants’ report is received by Council.	November 2004
Notice of Community Development Committee meeting and staff report e-mailed/mailed to all individuals on the HCD study mailing list.	December 2004
Staff report to Community Development Committee to recommend receipt of the Heritage Conservation District Study (prepared by the consultants) and referral of findings to staff for consideration and consultation with the public.	January 17, 2005 January 31, 2005 (Council) Received Feb. 21
Meeting with the Burlington Downtown Business Association – To review consultants’ findings and recommendations.	January 28, 2005
Meeting with LACAC – To review consultants’ findings and recommendations.	February 22, 2005
Technical Steering Committee Meeting – To review consultants’ findings and recommendations (committee comprised of legal, building, transit, parks and recreation, downtown, and planning staff).	March 1, 2005
Study Update Newsletter #2 – To highlight study process to-date, question and answer section, and provide notice of April 6 th public meeting.	March 2005
Public Process Advisory Committee Meeting #3 – To plan format and materials distribution for upcoming public meeting.	March 9, 2005
Meeting with the “Burlington Downtown Residents” Group – To discuss study purpose and process.	March 23, 2005
Public Meeting - Panel Discussion and review of consultants’ findings and recommendations. Latter portion of meeting will focus on possible district boundaries. PPAC information survey to be distributed.	April 6, 2005
Public Meeting Notes to be posted on web page and e-mailed to HCD study mailing list.	April 12, 2005
Staff report to Community Development Committee – Communications Plan	April 18, 2005
Staff report to Community Development Committee: To present staff recommendation regarding possible district boundaries and the preparation of a Heritage Conservation District Plan.	Late Spring 2005
Council decision regarding possible district boundaries and the preparation of a Heritage	Late Spring 2005

Conservation District Plan.	
Study Update Newsletter #3 – To convey council decision regarding commencement of phase 2. To be sent to all individuals within the study area and/or Council-approved possible district boundaries.	Late Spring 2005
Media Release – To publicize council decision regarding commencement of phase 2.	Late Spring 2005
PHASE 2 – Consultation: District Plan and Guidelines	
Public Process Advisory Committee Meeting #4: To finalize public consultation strategy associated with phase 2 (incorporate results from information survey distributed at April 6 th public meeting).	Summer 2005
Technical Steering Committee Meeting: To review district guideline options and review planning staff's proposals for HCD plan implementation and administration.	Summer 2005
Small group meetings: To discuss district guideline options.	As requested by citizens
Public Consultation Meeting: To review and collect feedback regarding district plan and guideline options and proposed plan implementation and administration. Notice to be given to all individuals on the HCD mailing list (including all addresses within the proposed boundaries). Notice to be posted on the HCD study web page and in the Burlington Post (media release and City Update section).	Fall 2005
Councillor's Briefing Meeting (if required)	Fall 2005
Final plan and guidelines prepared by consultants	Fall 2005
Staff report to Community Development Committee to present staff recommendation regarding: the adoption of a district plan and guidelines, plan implementation and administration, and district designation.	Fall 2005
Council decision regarding district plan adoption and district designation.	Late Fall 2005
OMB approval of HCD plan and guidelines (N.B. only required if objection to council decision is waged). Approved HCD plan and guidelines available for public consumption.	Late Fall 2005
Study Update Newsletter #4: To advise of study outcome. To be sent to all individuals within the approved HCD and all individuals on the HCD study mailing list.	Late Fall 2005

Appendix 2
Heritage Conservation District Study Process and Timing

Heritage Conservation District (HCD) Study – Process and Timing		
	Study Background	Time Frame
	Burlington Official Plan was approved. Part II, Sec. 7.5 h) of the OP states that, “Heritage landscapes may be conserved through designation as Heritage Conservation Districts under the Ontario Heritage Act...”	1997
	Burlington Strategic Plan (Future Focus V) came into effect. Strategy 8.1 a) states, “Continue to support Heritage Burlington LACAC’s effort to identify heritage resources, and increase the number of owner-supported building designations and heritage district designations.”	2001
	Heritage Burlington LACAC prepared report supporting the preparation of a HCD Study.	April 2002
	City staff report to CDC recommending that the City initiate a HCD Study, as per identified tasks in the City’s Strategic Plan (Future Focus V); policies in the Official Plan; and findings of the LACAC report.	May 2002
	Council passes a by-law of intent to undertake a HCD Study.	June 2002
	PHASE I – Assessing the feasibility of a Heritage Conservation District	Approximate Time Frame
	Consultant Request for Proposal is issued.	October 2003
	Heritage Consultants Phil Carter and Paul Oberst are retained and study is commenced.	November & December 2003
	Stakeholder Meeting	March 1, 2004
	Heritage District Study Open House	March 23, 2004
	Public Process Advisory Committee Meeting #1	October 6, 2004
	Study Update Newsletter (including Q and A section)	October 2004
	Public Information Session and Presentation: Meeting to build on first public meeting and feedback received thereafter. Session will include a study-to-date review, public consultation schedule, a presentation by Jeff Wills, proposed goals and objectives of a Heritage District and the various planning tools that can assist in achieving those objectives. Consideration will be given to address both residential and commercial interests.	November 8, 2004
	Distribution of meeting notes from the Public Information Session to the public and to the consultants.	November 2004
	Public Process Advisory Committee Meeting #2	November 18, 2004
	Staff report to Community Development Committee to recommend receipt of the Heritage Conservation District Study (prepared by the consultants) and referral of findings to staff for consideration and consultation with the public. Staff report and Heritage Conservation District Study will be available to public in advance of the CDC meeting.	January 17, 2005 January 31, 2005 (Council) Deferred and Received Feb. 21
	Study Update Newsletter #2	March 2005
	Public Process Advisory Committee Meeting #3	March 9 2005
	Public Meeting: Meeting to discuss findings of the Heritage Conservation District Study.	April 6 2005
	Staff report to CDC – Communications Plan	April 18 2005
	Staff report to Community Development Committee: To present staff recommendation regarding the preparation of a Heritage Conservation District Plan. Report will address:	Spring 2005

Pg 13 of Report PL-47/05

	consultants' findings; proposed boundaries; heritage conservation objectives; Official Plan policy and Zoning By-law regulation review.	
	Council decision regarding the preparation of a Heritage Conservation District Plan (including boundary delineation).	Late Spring 2005
	Study Update Newsletter #3	Late Spring 2005
	PHASE 2 – Consultation: District Plan and Guidelines	
	Public Process Advisory Committee Meeting #4: Meeting to discuss next steps as part of phase 2.	Summer 2005
	Public meeting: To review Heritage Conservation District Plan and Guideline options.	Fall 2005
	Staff report to Community Development Committee to present staff recommendation regarding: the receipt and adoption of a district plan and the associated guidelines, plan implementation and administration and district designation.	Late Fall 2005
	Council decision on whether to approve the Heritage Conservation District Plan and Guidelines as prepared by the consultants. Council decision regarding designation.	Late Fall 2005
	Study Update Newsletter #4	Late Fall 2005
	Implementation and Administration of Heritage Conservation District Plan	Ongoing

Appendix 3
City of Toronto

Balmy Beach Heritage Conservation District Study Polling Process Explanatory Letter

January 14, 2005

Dear Property Owner:

On June 24, Toronto City Council passed a By-law authorizing the study of a part of Balmy Beach (the Study Area - see map) to determine whether all or part of the Study Area should be designated by Council as a Heritage Conservation District under the *Ontario Heritage Act*. If all or part of the Study Area became a Heritage Conservation District, proposals for demolition or some types of alterations to the appearance of the exterior part of the building that can be seen from the street would be governed by Guidelines. The Guidelines would be designed to preserve the character of the Balmy Beach area. The development of the Guidelines and the Character Statement for each subdivision would be part of the study process.

The process of forming a Heritage Conservation District is resident driven. To determine the level of support in the area City Council has directed the City Clerk to undertake two polls of the property owners. The first poll will ask property owners if they are in favour of their property being included in the Study. The results of this poll will be counted separately for each of 14 subdivisions in the Study Area (see map). If a simple majority of the ballots returned to the Clerk in any subdivision are in favour, the study process will continue for all the properties in that subdivision. If the vote is against, that subdivision will no longer be part of the Study.

For those subdivisions that continue in the Study, another poll will be taken when the Study is complete. Property owners will then vote on whether they would favour their property being included in the Heritage Conservation District. Again, if a simple majority of the ballots returned to the Clerk in any subdivision are in favour, all of the properties in that subdivision will become part of the Heritage Conservation District. If the vote is against, that subdivision will not be included in the Heritage Conservation District.

The polls are conducted through the mail. The first poll will be mailed to all property owners on January 24, 2005. The ballots must be returned in 15 business days, by February 11, 2005. If a property is jointly owned by more than one person each owner will receive a ballot. An owner must be 18 years of age on January 24, 2005 to vote.

The names of the property owners are preprinted on the ballots. If a property owner does not receive a ballot in the mail, or the name is incorrect, the owner(s) may come to City Hall, 100 Queen Street West, Main Floor, West Rotunda, between 8:30 a.m. and 4:30 p.m., Monday to Friday during the polling period. They will be asked to show photo identification and swear an affidavit that they are the property owner. A ballot will be provided at that time. Ballots received by the City Clerk where the preprinted name has simply been struck out and the new owner's name substituted will not be accepted.

Only the City Clerk's official ballots will be counted. Letters or any other communication will not be accepted as a vote. As the ballots must be signed, only the City Clerk's staff will be

Pg 15 of Report PL-47/05

present when the vote is counted. This is in accordance with the Municipal Freedom of Information and Protection of Privacy Act and is done to protect the privacy of the voters.

Information is available:

- For the polling process call the City Clerk, Legislative Services at (416) 392-7328
- For information on Heritage Conservation Districts please call the City of Toronto's Culture Division, Heritage Preservation Services at (416) 338-1077 or visit the website at www.toronto.ca/culture/heritage_pres.htm
- For differing views on this issue contact:
 - the Beaches Home Owners Association at (416) 971-9973 ext. 21 or visit their website at www.beachpropertyrights.ca
 - the Balmy Beach Residents Association at (416) xxx-xxxx or visit their website at www.bbba.ca or www.balmybeachresidentsassociation.com. The website has contact persons and phone numbers listed by subdivision.

Your participation in this process is appreciated.

Yours very truly,

Heritage Preservation Services
Culture Division
City of Toronto

Appendix 4
City of Toronto
Balmy Beach Heritage Conservation District Study, Sample Ballot

NOTICE OF POLL REGARDING THE CONTINUATION OF STUDY FOR A HERITAGE
CONSERVATION DISTRICT – BALMY BEACH HERITAGE CONSERVATION DISTRICT STUDY AREA
(BEACHES-EAST YORK, WARD 32)

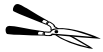
Please be advised that the City of Toronto is in the process of determining if the owners in the Balmy Beach Heritage Conservation District Study Area are in favour of continuing to be part of the Balmy Beach Heritage Conservation District Study.

THE BALMY BEACH HERITAGE CONSERVATION DISTRICT STUDY AREA HAS BEEN DIVIDED INTO 14 SUBDIVISIONS. IF A MAJORITY OF THE PERSONS RESPONDING TO THIS POLL IN ANY SUBDIVISION INDICATE THAT THEY FAVOUR THIS PROPOSAL, THAT SUBDIVISION WILL CONTINUE TO BE INCLUDED IN THE STUDY.

An eligible elector must be eighteen years of age on or before the final day of polling and must be the owner of property within the study area. If an eligible elector does not receive a ballot in their name, s/he can come to City Hall, 100 Queen St. W., Main Floor, West Rotunda, between 8:30 am and 4:30 pm, Monday to Friday to receive a ballot. They must show photo identification and swear an affidavit declaring property ownership during the polling period. S/he will be able to vote at the same time. Please note that only original ballots will be counted in this poll. Letters or any other communication will not be accepted as a vote.

For information regarding the polling procedures please, contact City Clerks, Legislative Services at 416-392-7328.

For information regarding the Heritage Conservation District Study Area, please contact Heritage Preservation Services at 416-338-1077.



THE CONTINUATION OF STUDY FOR A HERITAGE CONSERVATION DISTRICT
BALMY BEACH HERITAGE CONSERVATION DISTRICT STUDY AREA POLL

QUESTION: ARE YOU IN FAVOUR OF YOUR PROPERTY CONTINUING TO BE PART OF THE BALMY BEACH HERITAGE CONSERVATION DISTRICT STUDY AREA?

I am in favour of my property being included in the study. _____

I am opposed to my property being included in the study. _____

Name: _____
be the owner)

Signature: _____
(sign your name – you must

Address: _____

Please complete and return in the enclosed prepaid envelope no later than February 8, 2005.

NOTE: ONLY ORIGINAL BALLOTS WILL BE ACCEPTED

