

It's a little bit funny, this feelin' of pride

A guidebook to our
Revitalized Downtown

Yesterday... All that seems so far away

- 3 Timeline
- 4 Introduction
- 7 What's New Underground
- 8 Downtown Map
- 11 Parking Information
- 13 Towne Square
- 15 Digital Main Street
- Back For More Information

**This information booklet is accurate as of December 2020.*

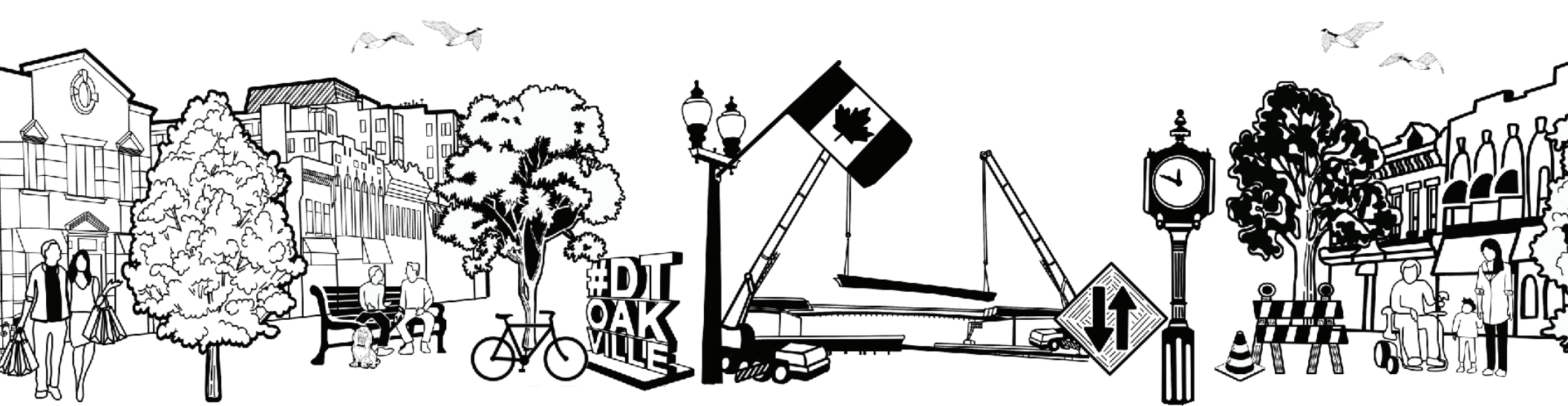
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Timeline

-  **2015**
Transportation and Streetscape Study
-  **2016**
Traditional streetscape furniture approved
-  **2017**
Lakeshore Road Bridge Rehabilitation
-  **2018**
Two-way Street Conversion
-  **2019**
Phase One Reconstruction
-  **2020**
Phase Two Reconstruction



Welcome to our Revitalized Lakeshore Road

Balancing new technology with Lakeshore’s historic charm, Downtown Lakeshore is built for the needs of today’s business while reflecting our community’s history. Our new main street manages the needs of both vehicular and pedestrian traffic while creating a space that is welcoming for business, residents and visitors alike.

And there’s much going on underground. The work on Lakeshore includes electric vehicle charging stations, public Wi-Fi. Our new street layout provides our shoppers with increased number of parking spaces and our businesses with new loading zones.

It has been an important project for the Town of Oakville and there are many to thank for its success.

Thank you to our partners in the construction of the downtown:

- CRCE Construction Group – contractor
- Weinmann Electric Ltd., GTA Underground Services Inc. – subcontractors

- WSP – consultant for design, contract administration, inspection
- Brook McIlroy – consultant for landscape and streetscape design, inspection
- Halton Region
- Oakville Hydro
- Enbridge

And our town’s internal team of engineers, project managers, planners and municipal leaders who have ensured our downtown is future ready.

Thank you to the businesses, who have worked through the construction process, participated in programming and whose patience and cooperation have assisted to bring this project to an on-time, on budget conclusion.

And lastly, thank you to the shoppers and visitors to the downtown. Thank you for keeping our downtown vibrant and playing a role in keeping our businesses open - helping to provide jobs and maintain prosperity within the Town of Oakville.

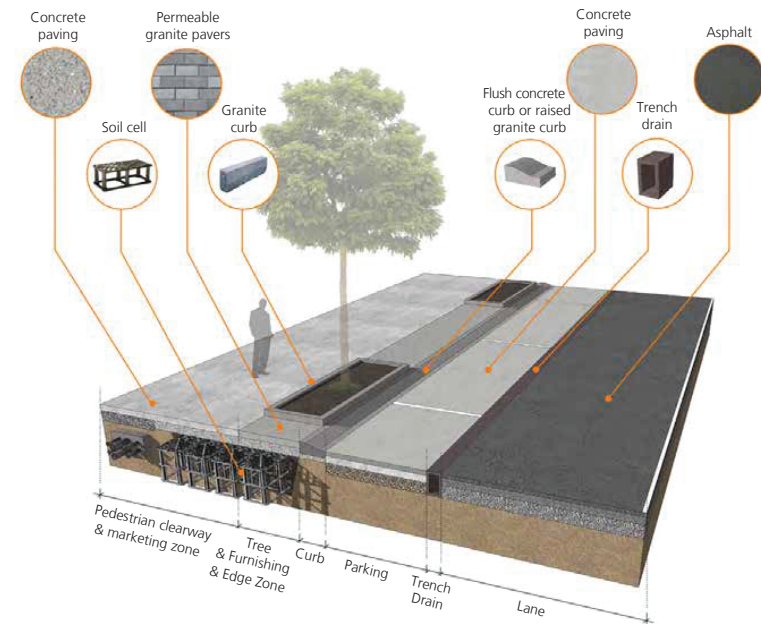
**We're done
digging up the
block**

**Used to have
a little, now it
has a lot**

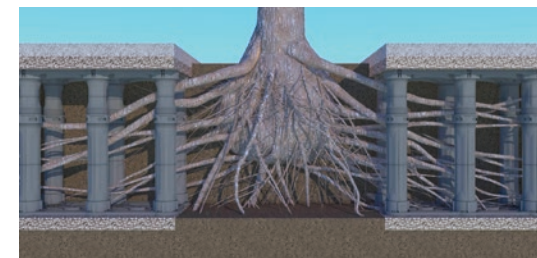
What's New Underground

In addition to all that has happened above ground, what's under Lakeshore Road has undergone a total overhaul.

Beneath our newly installed asphalt lies fifty dump truck loads of gravel – per block. Under that, our new storm sewers, sanitary sewers and utility overhauls that included internet upgrade, new hydro lines, water pipes and other renewal work.



This diagram demonstrates the new street design and underground infrastructure designed for Lakeshore Road.



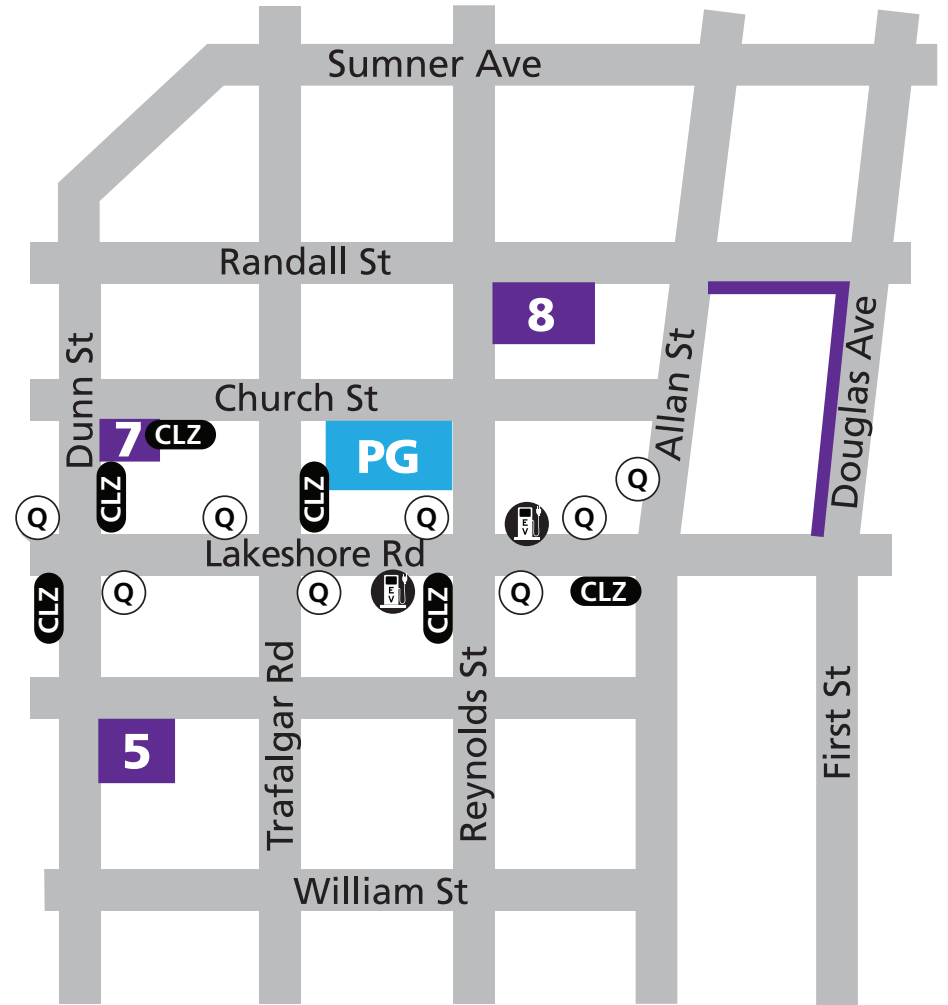
Silva cells allow tree root growth under the road to promote healthier and more long-lasting growth.

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Downtown Map



Accurate as of December 2020

3 hour max.	The Project Office 193 Church Street *temp closed*
5 hour max.	Commercial loading zone (CLZ)
9 hour max.	Electric vehicle charging stations (EV)
16 hour max.	Quick stop (20 minutes)

Paid on-street parking available throughout.

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

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Parking

Where to Park (see the map on pages 8, 9) of this booklet.

'Welcome Back'

To welcome residents and visitors back to our stores and restaurants while encouraging contactless, cashless pay, the town is offering first-time users of the HonkMobile app up to \$5 toward their parking, using the promo code OAK2020. The program runs until the end of 2020.

Free Parking

The first hour will be free when using the HonkMobile app. Use the promo code DOWNTOWN. Park for free on weekdays after 6 p.m. and all day on Saturdays and Sundays. The program runs until the end of 2020.

Holiday Season Parking

During the holidays from November 28 until January 4, you can park between 6 p.m. and 9 a.m at no charge in all town parking lots. For more information, visit oakville.ca/parking.

Please note that maximum parking times still apply and vary depending on lot locations. These promotions exclude the 300 Church Street Parkade.

What's HonkMobile?

HonkMobile is an application for your phone that will help you find, pay and extend your parking stay. No more waiting at pay stations or looking for change at the meter. Pull into a HonkMobile zone, select the amount of time, and with a tap of a button your session is paid for and a receipt is emailed within seconds.

See map on pages 8 and 9 for designated parking areas. For more information, visit honkmobile.ca or oakville.ca/townhall/municipal-parking-lots-garages.html

**Yeeeah,
I'm gonna
take myself
to Lakeshore
Road**

**Gonna shop
'til I can't
no more**

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to our Downtown Mixtape



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Towne Square redesign

In light of the impact of COVID-19 on our business community, the Towne Square project was deferred by Council in 2020. Town staff have recommended we proceed with the project in 2023 as part of the 2021 budget process now underway. This timing provides our business community an opportunity to overcome the present challenges prior to the reconstruction.

“

“Towne Square is an important space for the business community and residents. Building on the work done on the downtown streetscape design, our newly designed Towne Square will enhance the vibrancy of our neighbourhood.”

Mayor Rob Burton

”



Just one look
at Lakeshore
And I know
it's going
to be
A lovely day

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Digital Main Street

Digital Main Street came to Oakville in 2019, as a free program designed to help main street businesses better promote themselves online and adopt digital tools and technologies. In less than two years, our Digital Service Squad member has logged over 300 hours assisting businesses one-on-one within the Downtown Oakville BIA. In addition to enhancing businesses' online presence, the member has provided advice and recommendations to streamline business operations.

Our Digital Service Squad has also assisted businesses with the Digital Transformation Grant application for \$2,500. And it's not over yet. Our service squad is in place until February 2021, providing businesses with digital systems that will ensure success well into the future.

"We are really excited to build on this platform. The next big holiday will be easier to manage with our new ordering system," said John Ziemba, owner of Black Forest Bakery.

photo by Graham Paine / Torstar



For More Information

Town of Oakville
oakville.ca

News and notices
oakville.ca/townhall/news-notice.html

ServiceOakville
service@oakville.ca | 905-845-6601

Facebook
facebook.com/townofOakville

Twitter
twitter.com/townofOakville

Snow Removal
oakville.ca/snow-clearing.html

Oakville Transit
oakvilletransit.ca

Garbage collection
halton.ca/Recycling-WasteRegionofHalton.ca/garbage

Union Gas
UnionGas.com

Municipal Water information
Halton.ca/for-residents/water-and-environment

Downtown Oakville BIA
oakvilledowntown.com