RECOMMENDATION:
1. That By-law 2010-048, a by-law to amend the Comprehensive Zoning By-law 1984-63, as amended, to revise the commercial parking requirements in the Bronte Village C3R Zone, be passed; and
2. That the update on potential public parking opportunities linked to major redevelopment in Bronte Village be received.

KEY FACTS:
The following are key points for consideration with respect to this report:
- This initiative implements outstanding Council resolutions from July 11, 2006 and recommendations from the Town’s 2006 Commercial Parking Study
- The proposed zoning amendment eliminates inconsistent and onerous parking requirements for different commercial uses.
- It recognizes a consistent and appropriate standard of 1 parking space for 32.6 m² commercial floor area for all commercial uses.
- The update on potential public parking opportunities from major redevelopment, and the outline for the implementation of a paid parking trial provide additional information and support for commercial revitalization.

BACKGROUND:

History of the Planning Process
The Town retained the consulting firm Marshall Macklin Monaghan in May 2004 to undertake the Commercial Parking Study. The main goal of the study was to inventory parking resources, assess the adequacy of parking standards, forecast
future demand, and develop options to address future conditions. The study focused on the three downtown study areas: Downtown Oakville, Kerr Street, and Bronte Village.

The study, completed in March 2006, demonstrated that parking standards varied greatly within, and among the three downtown areas. These differences produced real and perceived issues of fairness, costs and funding, competitiveness, impacts on historical buildings and residential neighbourhoods.

The staff recommendations following the study were aimed at improving parking conditions across the downtowns. They were based on principles of equality, sharing, simplicity, function, and support for urban re-vitalization. On July 11, 2006, Planning & Development Council approved the following resolution:

“4. That the following revisions to the parking operations and policies in the Downtown Bronte area be implemented:

a) in the area generally bounded by Bronte Creek on the west, East Street on the east, Sovereign Street on the north, and Ontario Street on the south, delay initiation of amendments to the Zoning By-law to reduce parking standards for non-residential uses in the C3R lands to a rate of 1 parking space per 32.6 m2, with no exemptions, until finalization of the Bronte Village Revitalization Study;

b) in conjunction with a major redevelopment planning application and/or the Bronte Revitalization Study, identify potential properties that may provide additional public parking spaces, and report back in the future; and

c) the implementation of the on-street paid parking trial be delayed until finalization of the Bronte Village Revitalization Study.”

On May 5, 2009, Council received the completed Bronte Village Revitalization Study (BVRS). Initiated at the direction of Council in 2004, the BVRS had become one of six major studies completed during the development of the Livable Oakville Plan, the Town’s new official plan.

With respect to parking, the BVRS supported the Council resolution from the 2006 Commercial Parking Study and added further policy direction requiring that parking be located underground or in structures not fronting on to Lakeshore Road West or Bronte Road. The BVRS also recommended implementation of parking utilization monitoring similar to the other Oakville downtown areas.
The Plan for Bronte Village, as it became known, was refined into a comprehensive set of land use policies for the Bronte Village growth area. These were incorporated into the Livable Oakville Plan and provide new opportunities for revitalization and guiding development. The Livable Oakville Plan was adopted by Council on June 22, 2009 and approved by the Region on November 30, 2009. It is currently under appeal.

**COMMENT/OPTIONS:**

**Effect of Zoning By-law 2010-048**

The proposed zoning by-law amendment affects the parking regulations for commercial uses within Bronte Village. The proposed amendment specifically affects the lands zoned as C3R, the main commercial zone found in Bronte Village.

The C2 zone is also found in Bronte Village and is applied to the site of the Bronte Village Mall. These lands were not included in the Council resolutions of July 11, 2006, and are not subject to the proposed By-Law 2010-048. Further, as these lands are subject to a current development application, a Town initiated zoning amendment applicable to these lands would not be appropriate at this time.

The overall intent of the proposed zoning by-law amendment is to establish a more consistent approach to regulating on-site parking in Bronte Village. On-site parking is currently provided at either a generalized rate (e.g. 1 parking space per 28 m² commercial floor area) or a specific rate depending upon the land use (e.g. 1 parking space per 15 m² floor area for banks and 1 parking space per 23.2 m² floor area for medical office buildings).

The proposed zoning by-law amendment eliminates specific parking standards for individual uses in favour of a generalized parking rate for all commercial uses. The proposed rate is 1 parking space per 32.6 m² commercial floor area.

A generalized rate is more flexible than a specific standard for individual uses. Further, it avoids the potential need for rezoning, site plan, and/or minor variance applications when tenants or uses change. The proposed requirement of 1 parking space for each 32.6 m² of commercial floor area was derived from the parking utilization studies completed as part of the 2006 Commercial Parking Study and is consistent with all of the C3R lands in Kerr Village and with those portions of C3R lands Downtown Oakville that are not subject to the commercial parking exemption.
Update on Potential Public Parking Opportunities

Since the July 11, 2006 Council resolution regarding commercial parking in Bronte Village, there have been four major development applications in Bronte Village. The following table provides an update on these developments in terms of public commercial parking opportunities as well as their status in the planning process.

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Parking Space Summary</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronte Village Mall</td>
<td>1152 total proposed (1080 underground and 72 in surface lots) of which approximately 500 would be available as public commercial parking. An unspecified amount of on-street parking interior to the site is also proposed.</td>
<td>Application in circulation</td>
</tr>
<tr>
<td>Amica (Bronte)</td>
<td>No public commercial parking required since there were no commercial uses proposed in the development</td>
<td>Approved</td>
</tr>
<tr>
<td>The Shores (Bronte Quad)</td>
<td>No public commercial parking required</td>
<td>Approved</td>
</tr>
<tr>
<td>Moldenhauer (Bronte)</td>
<td>No public commercial parking proposed</td>
<td>Refused</td>
</tr>
</tbody>
</table>

In the future, public parking opportunities will be required specifically through the Livable Oakville Plan policies for Bronte Village and through the Plan’s general parking policies. Further implementation of the Livable Oakville Plan will require additional parking studies to be completed in support of the comprehensive zoning by-law review and the development of the mixed-use zones.

Proposed On-Street Paid Parking Trial

The introduction of a paid parking program in Bronte Village requires a comprehensive study and long-term strategy. In the interim, for an initial trial period, staff will undertake an internal review to initiate paid parking in the areas previously identified as operating at or near capacity, or emerging areas of concern linked to recent and anticipated development. A separate report from the Department of Engineering and Construction will be presented to Community Services Committee at a future date outlining details of the trial program, including location of paid parking spaces, resource requirements, communications, and funding approvals.
Support for these Initiatives

Staff recommends the by-law be revised for the following reasons:

- The proposed zoning by-law amendment provides flexibility by allowing a broader range of uses to locate in C3R zoned lands in Bronte Village.
- A reduction to the on-site parking requirements for all commercial uses will promote re-vitalization of businesses in Bronte Village.
- The introduction of the paid parking trial in Bronte Village initiates the commercial parking operation in this district and provides for an ability to better manage and control prime parking locations for customer use.
- The implementation of these initiatives completes the introduction of fairer commercial standards and operations within, and among the Town’s three downtown areas of Bronte Village, Kerr Village, and Downtown Oakville.
- The implementation of these initiatives satisfies outstanding Council resolutions stemming from Staff recommendations and results of the 2006 Commercial Parking Study.

CONSIDERATIONS:

(A) PUBLIC
Planning Services hosted a Public Open House on February 10, 2010 and presented details of the proposals. Approximately 25 participants from the Bronte community attended. The scope of discussion was broad and staff was able to clarify and explain the implications of these initiatives.

Planning Services also circulated the draft zoning by-law to agencies and stakeholders to solicit comment and no objections have been received.

(B) FINANCIAL
The proposed zoning by-law amendment has no direct financial implications.

A separate report from the Department of Engineering and Construction will be presented to Community Services Committee at a future date outlining the cost and funding required for the paid parking trial in Bronte.

(C) IMPACT ON OTHER DEPARTMENTS & USERS
Implementing the measures proposed in this report will lower barriers to revitalization in Bronte village. The amendment also reduces regulatory bias against certain commercial uses and simplifies future Zoning interpretation and calculations.
(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS
This report addresses the corporate strategic goal to:
• continuously improve our programs and services

(D) COMMUNITY SUSTAINABILITY
In a broader sense, parking reductions in downtown areas help guide the transportation choices of travelers away from cars and toward other modes such as cycling, transit, and walking. The shift away from car use to a more balanced transportation system has a direct impact on environmental sustainability in the community.

APPENDICES:
Appendix A – Bronte Village – C3R Zones

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Acting Manager, Long Range Section

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Director of Planning Services