Bronte Village Revitalization Study

Town of Oakville
March 2009
FINAL REPORT
Bronte Village Revitalization Study

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May 2009

Town of Oakville
Planning Services Department

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**Introduction**

The Bronte Village Revitalization Study (BVRS) is one of the six major studies under Livable Oakville, the new Official Plan (OP). The purpose of this report is to summarize the BVRS process and present the recommended Plan for Bronte Village. This report is divided into the following sections:

- **Background** which is the planning history and chronology of recent events.
- **Process** which describes how the study was undertaken.
- **Components** which are the study results including public consultation and technical review.
- **The Plan for Bronte Village** which presents detailed synthesis under specific topic areas and key policy directions.
- **Appendices** where the recommended draft policies and land use designations (Appendix A) and the recommended draft land use schedule (Appendix B) are attached. Additional detailed study information is also found in the Appendices.

The intent of the BVRS is to provide a policy framework of land use designations and policy tools to guide the redevelopment and revitalization of Bronte Village.

**Why plan Bronte Village?**

In 2004, Council directed Planning staff to initiate the BVRS in response to community concerns around development pressure and to help increase the vibrancy of the local commercial area in Bronte Village. In addition, new Provincial initiatives regarding how places should grow evolved in 2006 and needs to be reflected when planning for Bronte Village.

The first phase of the BVRS was completed in 2005 and involved a series of community workshops to identify a vision for Bronte Village. The study concludes with recommended policies to be included in the Livable Oakville Plan.

The purpose of the BVRS was to formulate a Plan for Bronte Village that creates conditions for revitalization and guides future development with input from multiple stakeholders. The Plan recommends a set of land use policies to guide anticipated growth in Bronte Village.

The character of Bronte Village is unique and reflective of its rich history and its geographic location on Lake Ontario. The commercial area together with the established surrounding neighbourhoods create a distinct area that benefits the entire Town.
What is the role of planning?

Planning can be described as a collaborative process of engaging stakeholders on topics relating to the use of land, transportation networks, and protection of the natural environment. Community planning is concerned with the achievement of a community’s preferred future environment.

The ability to guide land use and implementation mechanisms can be achieved mainly through two legal documents: the Official Plan and Zoning By-law. The specific policies and regulations found in these documents are the result of technical studies and community consultation, which are then adopted by Council.

The Official Plan provides a framework for land use planning decisions within the municipality. The framework is comprised of land use designations and policies, designed for a time horizon of approximately 20 years. Over this period, change will occur gradually and is influenced by the market and economic conditions.

Planning considerations

From a planning perspective, there are a number of issues relating to revitalization to consider:

- Effectively using existing infrastructure such as roads, water and wastewater services;
- Providing a wide range of housing choices closer to amenities, increasing convenience and reducing travel time;
- Improving infrastructure such as sidewalks and streets;
- Supporting new public assets such as parks, open space, civic buildings, libraries and community centres, as well as programs and services;
- Conserving and enhancing cultural heritage;
- Protecting the environment;
- Promoting the demand for transit by improving levels of transit service, reducing the use of the private automobile and relieving traffic and congestion; and,
- Accommodating growth in appropriate places and curbing sprawl.
Can new land use policies really lead to revitalization?

Revitalization is about increasing the vibrancy of a place for existing residents, businesses, and visitors. It happens by creating value through planning to attract investment in a community. New buildings, expanding or converting existing buildings, infill development between buildings and developing brownfield and greyfield sites, all contribute to revitalization.

However, revitalization is more than just buildings – it is also about the space between buildings. It is about creating destinations and placemaking.

What can revitalization mean for Bronte Village?

Revitalization can have many positive impacts for Bronte Village, including:

- Focused development along Lakeshore Road West;
- Reinforced stability of nearby established neighbourhoods;
- Increased investment and support of local merchants;
- Supported local economy;
- Improved amenities such as parks, streetscaping and pedestrian features; and,
- Committed funds for infrastructure projects to support growth.
BACKGROUND

Planning History

Bronte Village has been the subject of numerous planning initiatives beginning in 1972 with the Bronte Planning Study (Diamond Report). Other milestones in the history of planning in Bronte Village include the Bronte Central District Plan (1987) and the Bronte Quadrangle Land Use Study (1993). A detailed chronology of the major planning reports is found in Appendix C. While these documents provide some context for the BVRS, the focus of the current work is the more recent Council, planning and stakeholder inputs since 2004.

Recent Chronology

Council directed staff to initiate the BVRS in October 2004 and to prepare new OP policies for Bronte Village. That direction was in response to community and business concerns regarding development pressure in the area and to help increase vibrancy in the local commercial area. The Bronte Village Business Improvement Area requested that a stakeholders committee be formed to address these issues. In May 2004, Council approved a staff recommendation that the Bronte District Advisory Committee function as the Bronte Stakeholder Committee.

The initial phase of the BVRS was completed in 2005 and involved a series of community workshops to identify a vision for Bronte Village. The purpose of the first phase of the BVRS was to establish a community vision statement for Bronte Village and a work program for the Study. These are attached in Appendix D.

During the initial phase of the BVRS, a controversial development application on the Bronte Quadrangle lands (Bronte Road and Ontario Street) was also unfolding. In 2006 during the planning process for the Quadrangle lands, the proponent appealed their application to the Ontario Municipal Board. This appeal was on the failure of council to make a decision on the application in a timely manner. To make way for the OMB hearing and to avoid compromising the outcome of the BVRS, the Town put the Study on hold. The OMB decided the Quadrangle case in November 2007 resulting in OP and Zoning amendments for a 10-storey building on the site.

Following the decision in the Quadrangle OMB hearing, staff re-initiated the BVRS. The next phase of the Study between 2007 and 2009 included an update of the previous planning work, a detailed technical review, and an extensive program of public communications and consultation. This report represents the final phase of the study and contains a recommended plan for incorporation into the Livable Oakville Plan.
**Process**

The goal of the BVRS was to develop new Official Plan (OP) policies that respond to development pressure in the area and to help increase the vibrancy of the local commercial area. These new OP policies would take the form of a Plan for Bronte Village. In order to formulate this plan, the BVRS focused on the following components:

- The Physical Context of the area comprised of geographical boundaries and features as well as existing land uses, structures and other features of urban areas.
- The Policy Context consisting of the regulatory framework within which land use planning to direct growth and development over time may occur.
- Consultation and Communication to establish the community context
- The Technical Review to examine opportunities and constraints through background studies and agency input.

Staff prepared three revitalization scenarios representing a range of growth options for Bronte Village. Conceptual in nature, the scenarios were based on previous planning work by staff, community vision work, public input, and comments from other Town departments.

As a study tool, these scenarios were used as the basis for public consultation and technical review. The intent of this approach was to formulate a preferred, or hybrid scenario, that incorporated the emerging directions from all the four study components.

During earlier stages of the BVRS, there was discussion around a “criteria-based” approach for evaluating the scenarios. Since the nature of the scenarios was conceptual, and the intended outcome was a hybrid scenario, the criteria-based approach applied to each scenario to find a preferred option was modified.

The approach that evolved was one based on thresholds and priorities. Staff was of the opinion that this approach was appropriate because of the substantial common ground identified through the public consultation and the scope of background studies. Ultimately, the Plan for Bronte Village became a synthesis of the policy directions from the study components.

*Figure: Leisurly stroll on Bronte’s boardwalk*
**COMPONENTS**

**Physical Context**

The Study Area is bounded by Sovereign Street to the north, the Lake Ontario shoreline to the south, East Street to the east, and West River Street to the west. This area generally reflects the historical boundaries of previous planning work in Bronte Village, with the extension to include the lands west of Bronte road and north of Lakeshore Road West. In this report, the term “Bronte Village” is a reference to the BVRS area.

Bronte Village is located at the foot of Bronte Creek on the shores of Lake Ontario. These natural features along with Bronte Harbour and Bronte Heritage Waterfront Park are focal points within the community. The study area includes a broad range of commercial and residential uses.

Commercial uses in Bronte Village are located along Lakeshore Road West from Bronte Road to East Street, along Bronte Road south of Lakeshore Road West, along Marine Drive west of Jones Street and on the side streets south of Lakeshore Road West. Commercial uses range in size from small-scale live-work units to large format retail. They also range in design from malls and plazas to street oriented retail uses.

A variety of residential uses exists in Bronte Village including low, medium, and high-density development. Detached and semi-detached housing is found throughout the study area and most prominently on the lands extending north from Lakeshore Road West.

The study area also contains numerous townhouse developments. Older buildings are typically oriented towards the street while newer infill construction has private lanes with an interior orientation.

Higher-density housing in low, mid and high-rise apartments are found mostly south of Lakeshore Road West. The tallest buildings in the study area are located on the Lake Ontario waterfront as well as up the east side of Bronte Creek. Apartment buildings up to 22 storeys are found adjacent to the East Street edge of Bronte Village.

Bronte Village has many mixed use buildings along Lakeshore Road West and on Bronte Road south of Lakeshore Road West. This typically involves residential over retail, restaurant, and office type commercial uses.
Policy Context

Provincial Policy

The Province has undertaken several land use planning initiatives that significantly affect the content of the Town’s land use planning documents. These initiatives include the Provincial Policy Statement (2005) and Places to Grow – the Growth Plan for the Greater Golden Horseshoe (2006).

Provincial Policy Statement (2005)

The Provincial Policy Statement (2005) (PPS) provides direction on matters of provincial interest relating to land use planning and development. The intent of the PPS is to promote a policy led land use planning system recognizing the relationships between environmental, economic, and social factors. The PPS presents policies that direct growth in a compact form to existing settlement areas making use of existing infrastructure and minimizing environmental impacts.

Specific to the BVRS, the PPS states that “planning authorities shall identify and promote opportunities for intensification and redevelopment where this can be accommodated, taking into account existing building stock or areas” (s 1.1.3.3). The PPS also recognizes the importance of municipal Official Plans (s 4.5) for implementation or provincial policy and further states that the Official Plan is to “provide clear, reasonable, and attainable policies to protect provincial interests and direct development to suitable areas”.


The Growth Plan for the Greater Golden Horseshoe (2006) (The Growth Plan) provides a statutory policy framework for implementing the Province’s vision for building stronger, prosperous communities by better managing growth. This will be achieved by directing growth to existing built-up areas with a focus on the creation of complete communities “with a diverse mix of land uses, a range and mix of employment and housing types, high quality public open space and easy access to local stores and services” (s. 2.2.2 h).

Regarding intensification, The Growth Plan states that “by the year 2015 and for each year thereafter, a minimum of 40 per cent of all residential development occurring annually within each upper- and single-tier municipality will be within the built-up area” (2.2.3.1). A portion of that growth will occur in Bronte Village and will be allocated comprehensively through Livable Oakville.
Regional Policy

The Region of Halton provides policy direction for land use planning through the current Regional Official Plan. Similar to the Province, Oakville’s Official Plan must conform to the Region’s. However, it is important to note that as of the date of completion for the BVRS, the Region’s official plan review was still underway. As a result, some policy proposed under the Livable Oakville Plan may be amended to conform to the Region’s new Official Plan.

In the current Regional Official Plan, the BVRS lands are subject to four policy areas. Three of these apply to the harbour lands and adjacent natural areas, parks and open spaces. These lands are located south of Lakeshore Road West and contained by West River Street in the west and Bronte Road in the east and including the lands south of Ontario Street. The applicable policies are:

1. Greenlands A – with a goal “to maintain as a permanent landform an interconnected system of natural areas and open space that will preserve areas of significant ecological value while providing, where appropriate, some opportunities for recreation” (Policy 113).

2. Environmentally Sensitive Areas – as elements of the Greenlands system “containing natural features or ecological functions of such significance as to warrant their protection in the best long term interests of the people and environment of Halton” (Policy 119).

3. Regional Waterfront Park – with the objectives a) to maximize public accessibility to the Halton waterfront by increasing the amount of well distributed public open space, and b) to provide a variety of recreational cultural, and tourism opportunities along the Halton waterfront (Policy 133).

Portions of the harbour lands, although shown in the above designations, are still the subject of the “Parkway Belt” designation and the policies of the 1983 Regional Official Plan. This situation exists because of an outstanding deferral to the approval of the Regional Plan by the Ministry of Municipal Affairs and Housing.

The balance of the lands within the BVRS are designated Urban Area. Within this designation, the range of permitted uses may be established in the Local Official Plans. All development however, is subject to the policies of the Regional Official Plan.

Conservation Halton

Portions of the BVRS area are located within Conservation Halton’s Approximate Regulated Limit, which for Bronte includes natural areas such as floodplain, valleys, wetlands, and shoreline. Planning applications within, or in close proximity to the regulated area are subject to review by Conservation Halton on matters relating to the risk from natural hazards, stormwater implications, and other natural heritage issues.
Town of Oakville Policy

Town of Oakville Official Plan

The existing Oakville Official Plan dates from 1983 and contains the policy framework that historically responded to greenfield development in Oakville. As Oakville reaches a built out state, few of the existing policies are still relevant for Bronte Village. Those that are still relevant will be maintained in the Livable Oakville Plan, as general policies, or as exceptions. The balance of the policies in Bronte Village is outdated and do not provide conditions for revitalization or create opportunities for growth. As a result, there is a need for new policies to guide change and growth in Bronte Village.

Interim Growth Management Policies

Council approved the Town’s Interim Growth Management policies in June 2007 through Official Plan Amendment No. 275. These policies provided an immediate response to recent provincial planning initiatives by establishing an interim strategy for residential infill and intensification. This strategy established the interim land use direction to allow completion of the Livable Oakville Plan.

The Interim Growth Management policies are designed to ensure that residential intensification and infill development occurs in predetermined areas and in a manner that is compatible and appropriate for the lands affected. The policies direct intensification to specific growth areas subject to certain criteria and allow underutilized sites outside these areas to accommodate minor increases in density.

OPA 275 divided the Town into three categories: primary intensification areas (Midtown, Uptown, Palermo), secondary Locations for intensification (Bronte, Kerr, Downtown), and stable residential areas (the remainder of the Town).

Secondary locations for intensification are less intense than that contemplated for the primary areas. OPA 275 also established height restrictions in Bronte Village where none existed before. The limits include a 2-storey height limit for commercial development and a 3-storey residential or mixed-use height limit.

It should be noted that there are two site specific appeals to the policies of OPA 275 in Bronte Village:

1. The Bronte Village Mall site at Lakeshore and Bronte Roads
2. The mid-block sites between Nelson and Jones Street on the north side of Lakeshore Road West.

Figure: OPA 275 – Primary and Secondary Growth Areas
Livable Oakville, Mission Statement and Guiding Principles

The Livable Oakville Plan will be a plan designed to direct change over time within an existing urban setting. As a first step, an OP mission statement and a set of guiding principles was developed based on the Town’s overall vision “to be the most livable town in Canada”. Town Council adopted these policies on June 23, 2008 through Official Plan Amendment No. 281. All policies in the new OP must uphold the mission statement and guiding principles.

Town of Oakville Comprehensive Zoning By-law

The Town of Oakville Comprehensive Zoning By-law also dates from 1983. In order to implement the new policies of the Livable Oakville Plan and specific to Bronte Village, revisions to the Zoning By-law for portions of the study area will be necessary.

Figure: Lakeshore Road West looking west to Bronte
Consultation and Communications

After the adoption of the OP Mission Statement and Guiding Principles for the Official Plan Review, the work plan was revised from completing an Official Plan Review to developing a new Official Plan for the Town. Overall, an extensive public consultation and communications program was contemplated; the purpose of this was to engage as many participants as possible in as many ways as possible.

For the BVRS, this initially resulted in a short series of facilitated workshops and information meetings. In response to feedback on the consultation aspect of the Study, and to help broaden a common understanding of the issues, the amount and type of consultation grew beyond that which was originally conceived. This section summarizes the techniques, outcomes, and key messages received through the BVRS consultations and communications.

Figure: Bronte’s shoreline
Public Workshops and Information Meeting

Five meetings were held under the BVRS. The following tables summarize individual meeting details. Complete meeting records are available on the Town’s website at www.oakville.ca/livable-bronte.htm or through the Planning Services Department.

### Public Workshop 1

**Date:** May 21, 2008  
**Participants:** 45  
**Location:** Harbour Banquet Centre  
**Purpose:** To provide an update on the status of the Town’s revitalization planning work in Bronte Village, and to seek public feedback and advice regarding revitalization opportunities and priorities.  
**Structure:** Town update, table discussions with focus questions, reports from tables, and plenary discussion.

**Key Messages:**  
- Protect the “village character” in Bronte Village.  
- Implement specific guidelines that reflect Bronte’s existing character.  
- Create engaging meeting places and amenities.  
- Ensure infrastructure is able to support growth.  
- Encourage sustainable modes of transportation; traffic is a concern.  
- Attract a younger demographic.  
- The input of residents is important, some felt the process should speed up.

### Public Workshop 2

**Date:** June 18, 2008  
**Participants:** 63  
**Location:** Royal Canadian Legion (Bronte)  
**Purpose:** To present and seek feedback on revitalization scenarios being considered by the Town of Oakville for Bronte Village.  
**Structure:** Town update, table discussions with focus questions, and plenary discussion.

**Key Messages on the Study Process:**  
- There is great community interest in this process and outcome, concern that results will not match priorities and anticipation for the Bronte of tomorrow.  
- Skepticism about role of planning policy and ability to implement community vision.  
- Concern that current and future public input is not being considered appropriately.  
- Participants wanted to know where the scenarios came from.  
- Some felt the process should slow down.

**Key Messages on the Revitalization Scenarios:**  
- Height is an area of differing opinion. Some felt three storeys is enough and would preserve the “village feel”, others felt that up to eight storeys would provide an increased number of residents required for revitalization.  
- Some wondered if there was a target intensification number established for Bronte.  
- More clarification needed on dealing with heritage in scenarios.  
- Parking is a big challenge, along with traffic needs to be addressed.
# Public Workshop 3

**Date:** July 24, 2008  
**Participants:** 44  

**Location:** Town Hall, Committee Room 2  

**Purpose:** To build understanding and relationships between participants and to seek additional feedback on the revitalization scenarios presented June 18. This input will ultimately inform the development of a preferred revitalization scenario for consideration at future public meetings.  

**Structure:** Town update, facilitated break-out sessions for group discussion with focus questions, room reports to plenary, plenary discussion, visual preference exercise.  

**Key Messages:**  
- Considerable support for these revitalization elements: gateways, village square, streetscape improvements, parking variety and increased commercial space.  
- There are differing opinions on the amount of growth and building heights.  
- Revitalization should include links to the lake, heritage preservation, office uses, affordable housing, more employment, and more public assets.  
- Participants want scenarios assessed through a rigorous, criteria based process.

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# Public Workshop 3B

**Date:** September 17, 2008  
**Participants:** 65  

**Location:** Royal Canadian Legion (Bronte)  

**Purpose:** This meeting was a repeat of the workshop held July 24, 2008, and was intended to provide an opportunity for those who could not make the July meeting to have input. The workshop also provided an update on the technical review and background studies being done. See **Purpose** for July 24.  

**Structure:** Town update, facilitated break-out sessions for group discussion with focus questions, room reports to plenary, plenary discussion, and visual preference exercise.  

**Key Messages:**  
- Considerable support for these revitalization elements: village square, streetscape improvements, increased commercial opportunities and variety of size and space of commercial spaces.  
- There are differing opinions on the amount of growth and building heights.  
- Revitalization should include links to the lake, heritage preservation, office uses, affordable housing, and more public assets.
## Public Information Meeting

<table>
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<th><strong>Date:</strong> December 3, 2008</th>
<th><strong>Participants:</strong> 56</th>
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**Location:** Sir John Colborne Centre

**Purpose:** To continue providing insight into how the Town approaches revitalization planning, including how revitalization issues raised by the public and other stakeholders are being integrated into the decision making process, and to continue seeking feedback and advice on how best to deliver revitalization in Bronte, while also responding to Provincial and Regional requests to accommodate growth.

**Structure:** Town update, facilitated plenary discussion with focus questions.

**Key Messages:**
- Interest in how appropriate level of growth will be determined for Bronte Village.
- Concern around growth, some believe it’s essential to halt deterioration and build a livable community.
- Interest in who and what drives the planning process.
- Revitalization priorities include controlling height, ensuring a mix of uses, public open space (particularly the waterfront), and urban design focused on i) village feel, ii) pedestrian friendly, recognizing the waterfront as a major asset.
**Other Communications**

The BVRS consultation and communications program included additional print and other media. The table below summarizes this level of engagement. Records are available on the Town’s website at www.oakville.ca/livable-bronte.htm or through Planning Services.

### Summary of Engagement by Other Communications

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<th>Description</th>
<th>Outlet</th>
<th>Distribution</th>
<th>Frequency</th>
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<tr>
<td>Meeting Notification</td>
<td>Advertisements of coming public events</td>
<td>Local Papers, Website</td>
<td>Town-wide</td>
<td>5 meetings</td>
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<tr>
<td>Meeting Notification</td>
<td>Printed poster</td>
<td>Posted with Bronte merchants, pamphleting at Oakville GO</td>
<td>A dozen stores, a few dozen transit riders</td>
<td>One time for June 18 meeting</td>
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<td>Meeting Reports</td>
<td>Circulation of meeting report</td>
<td>Facilitator/Staff production and circulation</td>
<td>BVRS e-mail list and website</td>
<td>5 meetings</td>
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<td>Fact Sheets</td>
<td>Addressing specific study issues as well general planning topics</td>
<td>Staff production and circulation</td>
<td>BVRS e-mail list and website</td>
<td>3 in total, used in 2 meetings</td>
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<td>Let's Talk Oakville</td>
<td>Study update articles</td>
<td>Corporate Publication</td>
<td>Town-wide</td>
<td>Summer and Fall 2008 and Spring 2009</td>
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</table>

**Key Stakeholders**

Many stakeholders were involved with the BVRS in a variety of ways. This section summarizes the range and depth of this involvement.

**Internal Departments and External Agencies**

Internal Town departments and external agencies were consulted in their various areas of jurisdiction and specialization on a range of topics. The principle contacts include Halton Legislative & Planning Services, Halton Public Works & Engineering Services and Conservation Halton Planning and Engineering. Town departments include Transit, Engineering and Construction, Development Services, Heritage, Parks and Open space, Recreation and Culture and the Oakville Public Library.

**Ward 1 Mayor’s Advisory Group**

Early on in the Livable Oakville work program, a series of groups were formed at the Ward level to tackle local issues and provide input to the OP review. The Ward 1 Mayor’s Advisory Group was composed of community leaders and interested citizens selected by the Ward councilors. The goal of the group was to provide a report to the Mayor outlining critical issues and concerns in their Ward.

The Ward 1 Mayors Advisory Group prepared and submitted a report in January 2008. The product of six working sessions, the report listed 15 priorities and key visions for Ward 1 for consideration under the Livable Oakville work program. The BVRS addresses a number of these priorities.
Public Stakeholders

From the public, three main stakeholder groups were involved with the BVRS: the Bronte Village Business Improvement Area, the Bronte Historical Society, and the Bronte Village Residents Association. Representatives from these groups were active through the Study and were involved with targeted stakeholder meetings organized by staff. These meetings were schedule as needed and occurred typically prior to the major public events. The purpose of these meetings was to listen to concerns, provide information, and discuss the agenda for the upcoming major public event.

The Bronte Village Business Improvement Area submitted a document titled “Targeted Strategies - For Bronte Revitalization”, July 20, 2008. This strategy, the product of BIA member input, covered a range of topics in significant detail across four main areas: Image & Design, Marketing, Development, and Social Issues.

The Bronte Historical Society submitted comments grouped under the following headings: Vision of Bronte, Heritage & Beyond, Built Form, Density, Traffic, Transit & Parking, and Recreational Facilities.

Representatives from the development community also participated in the planning process for Bronte Village through the public meetings.

Livable Oakville Council Sub-Committee

The Livable Oakville Council Sub-Committee was established in early 2008 by the following resolution of Council passed March 17, 2008:

“That a sub-committee of Council be appointed consisting of the Mayor and one member of Council from each ward to assist in providing input and guiding the development of a new Official Plan”.

Matters relating to the BVRS were brought before the Sub-Committee on 7 occasions. BVRS matters took the form of progress and study content updates appearing as a separate agenda item or combined with other Livable Oakville topics.

Figure: Livable Oakville – the Town’s new Official Plan
Technical Review

Vision

A vision for Bronte Village was developed at the conclusion of Phase 1 of the BVRS. The vision, as seen to the right, is the result of extensive stakeholder consultation and was received by Council in March 2005.

VISION

“Bronte Village is a vibrant, safe, and friendly neighbourhood that supports a broad cross section of people from all stages of life and is a year round destination for people from outside the Village who visit often. It is a significant asset to the area. The commercial businesses in the Village successfully support residents’ and visitors’ needs. Buildings with heritage value have been retained and/or enhanced making the streetscapes in the Village interesting and eclectic. The Village supports a thriving artistic community.

There are a variety of year round recreational opportunities from access to local community recreational facilities and parks to trails and interpretative features that highlight the natural features of the area. The waterfront is a key recreational and commercial resource supporting boating, as well as other water and land based activities.

There is a variety of housing choices, and people from all stages of life live and work here. Bronte is a pedestrian friendly village with wide sidewalks, inviting outdoor patios scattered throughout and interesting little shops and galleries along Bronte Road and Ontario Street to entice visitors to linger, shop and enjoy the spectacular lake/river/harbour view. Parking is accessible, and public transit to and from other parts of the Town is convenient and easy.”

Figure: Arial photo of Bronte Village
Revitalization Scenarios

Planning staff prepared three revitalization scenarios for Bronte Village based on previous planning work by staff, community vision work, public input, and comments from other Town departments. The scenarios were conceptual in nature and were used as the basis for discussion during the public consultation program and for analysis under the technical review. The goal of the scenarios approach was to compare the various options against different elements of the study.

In all three scenarios, the Lakeshore Road West corridor was the main area of change. This area corresponds to the commercial district for Bronte Village. Through this area of change, a block-by-block analysis was undertaken to determine potential yields of residential units, commercial floor area, and parking requirements. The analysis used key variables including:

- Site coverage (building footprint) 25%
- Landscape area 10%
- Surface parking area 65%
- Residential unit size 84 m² (900 ft²)
- Residential parking at 2 spaces per unit
- Commercial parking at 1 space for 32.6 m² commercial floor area
- Buildings are mixed use with one floor commercial at grade with additional residential floors above

The different yields for each scenario were generated by changing certain key variables such as height of buildings or the number of potential development parcels under consideration.

Through the course of the BVRS, revisions and corrections occurred to the model as well as adjustments to some of the underlying assumptions. The table below presents the yields used in analysis under the technical review. Complete records are available on the Town’s website at www.oakville.ca/livable-bronte.htm or through the Planning Services Department.

<table>
<thead>
<tr>
<th>Yields for the Revitalizing Scenarios</th>
<th>New Residential Units</th>
<th>New Commercial Floor Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Policy</td>
<td>457</td>
<td>5,828 m²</td>
</tr>
<tr>
<td>Main Street</td>
<td>954</td>
<td>6,625 m²</td>
</tr>
<tr>
<td>Mid-Rise</td>
<td>1,414</td>
<td>6,625 m²</td>
</tr>
</tbody>
</table>
Transportation Assessment

In 2005, Phase 1 of the BVRS set out the following commitment to investigate traffic: “A review will be undertaken of any traffic issues affecting Bronte Village including the function of Lakeshore Road and the possible closing of Ontario Street and Bronte Road for pedestrian and parking purposes.”

The approach taken in the BVRS was to look beyond traffic concerns and to examine the broader transportation network. Consultants Urban & Environmental Management conducted the transportation assessment for the BVRS. The purpose of the assessment was to evaluate the long-term implications of the three revitalization scenarios on the road network. The assessment study area extended beyond the BVRS area and contained eight key intersections between Bronte Road and Third Line along both Lakeshore Road West and Rebecca Street corridors. These are identified in the picture below.

The scope of the transportation assessment was to:
- Forecast long-term traffic demand projections (2021) for the revitalization scenarios.
- Evaluate the ability of the planned and committed roadways to meet this demand.
- Determine, through examination of the Town’s Capital Forecast, what roadway changes might be possible, and when, to meet long-term travel demand.
- Recommend feasible changes in travel mode patterns that would be required to defer infrastructure improvements.

The assessment identified capacity deficiencies and constraints from future travel demand at key intersections under all three revitalization scenarios. Specifically, individual turning movements and overall operations of the Bronte Road/Rebecca Street and Rebecca Street/Third Line intersections will experience the highest volumes.

The following table summarizes the overall capacity constraints through the volume-to-capacity (v/c) ratio at the Bronte Road/Rebecca Street and Rebecca Street/Third Line intersections. The v/c ratio for an intersection is defined as critical once the v/c ratio exceeds 0.90.

<table>
<thead>
<tr>
<th>Future Intersection Conditions (2021)</th>
<th>Existing</th>
<th>Main Street</th>
<th>Mid-Rise</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AM</td>
<td>PM</td>
<td>AM</td>
</tr>
<tr>
<td>Bronte Road/Rebecca Street v/c ratios</td>
<td>1.04</td>
<td>0.96</td>
<td>1.07</td>
</tr>
<tr>
<td>Rebecca Street/Third Line v/c ratios</td>
<td>0.8</td>
<td>1.08</td>
<td>0.86</td>
</tr>
</tbody>
</table>
The analysis in this study showed that the high volume of traffic at the key intersections does not all originate in Bronte Village. The 2021 traffic demand projections and the assessment of intersection operations take into account changes in background traffic attributable to Region-wide growth. Based on assumptions of vehicle ownership and trip origins, it was concluded that the increasing high density proposed through each of the revitalization scenarios has less of an impact on the overall road network operations than the level of background traffic growth.

In other words, the critical intersection conditions identified in the previous table would occur despite growth in Bronte Village. On this basis, growth in Bronte Village may proceed, recognizing that some level of congestion is expected. Additionally, growth may proceed conditional on recommended improvements to the roadway infrastructure and by changes in travel mode patterns.

As of the date of this report, the transportation assessment had yet to report on the infrastructure plan and travel mode recommendations to meet future travel demand. The results of this work will not preclude the directions for the BVRS and can be incorporated as refinements to the policy prior to Council adoption of the Livable Oakville Plan.

Future modeling work will be undertaken through Spring 2009 to better understand the constraints experienced at the local intersections in light of the potential benefits from other planned infrastructure improvements (QEW HOV lanes, Wyecroft Road extension) and their ability to meet future travel demand from Region-wide growth. Also, transportation and traffic impact studies required through the development application process may be used as the means to monitor conditions in Bronte Village and surrounding area. The results of this future work can help refine the implementation of the Plan for Bronte Village.
Transit Service

Existing Oakville Transit service to Bronte Village consists of the Route 14 along Lakeshore Road West operating on a 20-minute headway during peak AM service. This route connects the Oakville GO station with Bronte Village Mall and continues west to Burlington. To the north of Bronte Village, other regular Oakville Transit routes operate along Bronte Road, Rebecca Street, and through the neighbourhoods. Route 12 is oriented towards the Bronte GO station. Additional Oakville Transit for Bronte Village includes Seniors Special service to the apartments at Lakeshore Road West and East Street as well as town-wide curb-to-curb paratransit service for registered customers.

The Oakville Transportation Master Plan (2007) and Oakville Transit's Five-Year Transit Service Plan (2008) provide a framework for town-wide transit service development. Over the period of these plans, a significant shift in the transit service model is planned. The shift is from a locally oriented system that links neighbourhoods to the GO stations to a grid pattern for greater Town coverage, more efficient cross-town travel, and better links to neighbouring and regional transit systems.

For Bronte Village, the Five-Year Transit Service Plan identifies Route 14 as a base route in the grid system. In the long-term, the Transportation Master Plan (2007) identifies a route extension down Bronte Road to connect with Lakeshore Road West. The improvements contemplated in the Master Plan and Transit Five Year Plan are currently under review. It is anticipated that short term improvements, as an interim step to support intensification in the growth areas, is achievable in the coming year.

Figure: Bronte Road looking north to Lakeshore Road West
Commercial Parking

As background to Livable Oakville, consultants Marshall Macklin Monaghan conducted the Commercial Parking Study (2006). This study forms the basis for the current parking strategy across Oakville’s three downtown areas, including Bronte Village. The study identified a parking supply of 1,616 commercial and public parking spaces in Bronte Village, 92% of which are on-site private surface parking spaces with the balance of spaces found either on street non-metered or in private parking structures.

The study found that parking demand, even at its peak, created a parking utilization of 45%, which means that, at any given time one out of every two spaces is available. However, despite the general abundance of commercial parking in Bronte Village, the study also identified areas where demand exceeded supply, particularly in the southwest area of Bronte Village south of Lakeshore Road West. In addition to regular commercial traffic in these areas, long-term use of commercial parking spaces by owners and employees of local businesses caused this high demand. Essentially non-shoppers are taking up the prime customer spaces. There are tools for managing parking resources used effectively in other parts of Oakville that may be appropriate for Bronte Village, including paid parking and by-law enforcement. Paid parking also generates revenue that can be re-invested into local parking facilities.

The study demonstrated that parking standards varied greatly within, and among the three downtown areas. Parking standards are found in the Town’s Zoning By-law, and for Bronte Village, there are in excess of 20 different parking regulations for on-site supply of commercial parking. These differences produce real and perceived issues of fairness, costs and funding, competitiveness, impacts on historical buildings and residential neighbourhoods. Revising the Town’s commercial parking standards in the Zoning By-law will address local issues and needs, benefit businesses and shoppers, support downtown re-vitalization, simplify the planning process, and guide transportation choices to include cycling, transit, and walking.

As part of the implementation of the recommendation of the commercial Parking Study, staff previously brought recommendations for zoning by-law amendments before Planning and Development Council. Specific to Bronte Village, Council approved the following resolutions on July 11, 2006:

“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.”
Cultural Heritage

In 2005, Phase 1 of the BVRS set out the following commitment to cultural heritage: "Heritage resources within Bronte Village will be identified and a strategy will be prepared to address their long-term preservation and protection".

On that basis, staff began work on the cultural heritage of Bronte, on the lands within the BVRS area and on the lands associated with the historic village of Bronte. This work is underway and will identify cultural heritage resources and evaluate approaches for their preservation, conservation, and interpretation. The strategy that results from this work will comply with the Ontario Heritage Act and follow the Town’s process of review and reporting through Heritage Oakville and Council.

Preliminary results of this work indicate:

- The cultural heritage register for the historic village of Bronte includes nine designated properties under Part IV of the Ontario Heritage Act and six properties of cultural heritage value and interest (not designated).
- There are additional properties of potential cultural heritage resources which date back to late 19th and early 20th century.

The work to date is sufficient to inform the BVRS process in terms of where to protect resources and direct future development. Future directions for conservation of cultural heritage resources in Bronte Village and surrounding area will be provided through completion of the ongoing work.
Urban Design

Urban design encompasses many disciplines including, among others, planning, architecture, transportation, engineering, environmental sustainability, landscape architecture and social geography. It is a discipline focused on creating stimulating, thriving and vibrant spaces for people. It is about the varied inter-relationships among people, buildings, the spaces between buildings and most importantly, the public realm. In this sense, good urban design is about much more than nice looking houses, landscaping or site planning. It is intent on producing a civic space that is functional, enjoyable, fluid, flexible, and dynamic and should be threaded through all development, public and private. At its very essence, urban design promotes livability and placemaking.

In 2005, Phase 1 of the BVRS set out the following commitment to urban design: “An Urban Design Strategy will be prepared to guide future commercial, mixed use and residential development that is consistent with the Bronte Village Vision.”

The overall approach for urban design in the BVRS was to provide a stronger policy basis in the OP to guide development. It is believed that the current use of guidelines (outside the power of the OP) to urban design is limited since they do not carry the same weight as policy. Too often, development proposals have little regard for the direction put forward in guidelines and as a result, the urban design goals for an area cannot be fully realized. A stronger policy direction for Bronte Village in the OP would set out clear and firm expectations to guide future development.

Quality development has not reflected the unique character of Bronte, and improvements are required. When the BVRS resumed, it had become part of the Livable Oakville work program. Consequently, the urban design commitment for Bronte Village became a part of the town-wide approach for improving urban design policy in the OP.

The approach for urban design in the Livable Oakville Plan is to introduce an urban design strategy and corresponding policies in the new OP that will help drive and implement a higher quality public realm complemented by desirable development. For Bronte Village, the key urban design elements to be addressed in policy include:

- Reflect the historical context of Bronte with the intent of conserving its cultural heritage.
- Maintaining and enhancing physical connectivity as well as strengthening patterns of movement and protecting public scenic views.
- Improving the public realm and open space features both urban and environmental
- Massing of buildings relative to the pedestrian environment and the context-sensitive deployment of building height

Figure: Example of buildings stepped back from the street.
Commercial Market and Feasibility

In March 2006, consultants urbanMetrics and Meridian Planning completed the town-wide Retail and Service Commercial Policy Review. As a major background component for the Livable Oakville Plan, this study concluded generally that additional land for commercial purposes was not needed south of Dundas Street. The re-development and intensification of existing retail and commercial lands would be sufficient to meet Oakville’s future commercial needs from growth.

The 2006 study identified Bronte Village as a shopping street due to its street fronting retail uses but characterized it as a locally oriented secondary market in the Town context. The general OP policy directions for Bronte Village from this work included:

- Introducing policies to maintain and enhance the vitality and viability of the commercial area.
- Introducing policies for infill and intensification of existing commercial areas.
- Introducing policies to encourage pedestrian oriented design and allow mixed uses.
- Address the size of live-work units through policy and the Zoning By-law to ensure adequate commercial space is provided.

In addition, under the BVRS, urbanMetrics completed a market feasibility study for Bronte Village. The purpose for this study was to examine future development potential in Bronte from a commercial market perspective. This study confirmed the themes identified in the 2006 work with the following additional recommendations:

- A future market for more diverse and locally oriented retail goods and services is possible in Bronte Village despite commercial development elsewhere in Oakville.
- Mixed-use intensification should focus along the Lakeshore Road West corridor and policies should encourage a broader range of uses including office.
- Public realm enhancements could include a public library, open space along Lakeshore Road West, connections to the waterfront, and waterfront park development.
- Bronte Village should be promoted as a destination to provide support to local residents and attract tourists.

Figure: Plaza at Lakeshore and Jones
Parks and Open Space

Bronte Village is situated on the Lake Ontario waterfront which is a significant natural environment location. Many large municipal parks are identified on the harbour and waterfront lands: Bronte Harbour, Bronte Bluffs, Bronte Beach Park, Fisherman’s Wharf, and Bronte Heritage Waterfront Park. These lands are the subject of regular review by the Town and other agencies. Two Town projects were in progress during the BVRS:

- Parks Planning for Bronte Heritage Waterfront Park – A Council approved Master Plan for Bronte Heritage Waterfront park is in place and construction could begin as early as 2011.
- Harbours Strategic Plan – Parks and Open Space Department is finalizing a Harbours Strategic Plan to address issues of capital maintenance, investment, and operations.

The BVRS considered planning for parks and open space on the urban lands outside these major waterfront parks. Three small open space features are found here for a combined total area of 0.25 ha.

The first parcel is located at the northwest corner of Marine Drive and East Street and measures 0.09 ha. This is the location the Marine Drive Pumping station. The second is Marine Drive Park at the northwest corner of Marine Drive and Nelson Street and measures 0.1ha. This is the location of a playground and play structure. The third is along the Lakeshore corridor at the northeast corner of Bronte Road and Lakeshore Road West. This is Bronte Gore Park and measures 0.05 ha in area. It is the location of the Bronte Cenotaph, which the Town lists on its Register of Properties of Cultural Heritage Value and Interest (not designated). The park is also the location of a memorial for Bill Morgan, a community leader who, for a long time, was the president of the Bronte Business Improvement Area.

The balance of open space type features through the Study area consist of buffer strip along roads or landscaped features at the edges of larger developments. One notable example of a landscaped strip is found on the south of Lakeshore Road West east of Jones Street. The municipal right-of way is the location of a “friendly encroachment” where some larger shade trees and landscaping provide outdoor patio space for adjacent restaurants.

These lands under encroachment were once taken as part of a future highway widening scheme. The width contemplated then exceeded today’s 26 m maximum requirement. Held in public ownership, these extra parcels cause an uneven or staggered pattern of the lot frontages along Lakeshore Road West.

Figure: View from the Lake over Bronte Heritage Waterfront Park

![Figure: View from the Lake over Bronte Heritage Waterfront Park](image-url)
Recreation and Culture

Although these topics are outside the scope of the BVRS, they are areas where the Town of Oakville is active in providing programs and services. As demonstrated by comments and discussion through the public consultation for the BVRS, these topics are of great importance to the Bronte community. There are two key initiatives for Recreation and Culture in Bronte Village, as follows:

1. The April 17, 2009 opening of the new Bronte Youth Centre at 2296 Lakeshore Road West in the Bronte Plaza.
2. Staff of the Oakville Public Library has recommended a “neighbourhood branch” library service model for Bronte Village. The date for implementation of these library services has not been finalized.

Servicing - Water and Wastewater

Halton Region is responsible for the planning and maintenance of water and wastewater infrastructure. The Region has various planning studies underway to address current and future servicing requirements including Sustainable Halton, the Region’s new Official Plan. Livable Oakville and the BVRS are contributing to that process.

Currently there are wastewater capacity issues in Bronte Village that can be addressed through upgrades to existing and installation of new infrastructure. As the Region’s studies are completed, servicing needs will be quantified and a plan presented for the investments required to upgrade the infrastructure. The Region advises that in the long term, servicing capacity issues are not a constraint to growth and development.

Other Technical Matters

Staff reviewed the BVRS area for the presence of easements of other encumbrances that might preclude implementation of the Plan for Bronte Village. While there are several small easements over land in the Study area, they are not of a type that would significantly limit growth and development.

As noted in the Policy Context section, portions of the BVRS area are located within Conservation Halton’s Approximate Regulated Limit. In Bronte Village, this area encompasses floodplain, valleys, wetlands, and shoreline. Future development proposals on lands within or in close proximity to the regulated area will be constrained by the presence of these hazards. The degree of constraint, in terms of buffers, setbacks, or mitigating design features will depend on the type of hazard present. In some cases, multiple hazards may be acting to constrain development on a site. This may restrict activity on a site to maintaining the existing built features and would preclude any future development.

As with the wastewater infrastructure in the BVRS area, the existing stormwater management infrastructure is also facing capacity issues. With regard to future development, the quality and quantity of stormwater will be a significant issue of concern for the Town and other affected agencies. Due to the proximity of the BVRS area to Lake Ontario and Bronte Creek and to the condition of the infrastructure, appropriate and suitable stormwater management systems will be a feature requirement of proposed development.
Development Analysis

From the initial scenarios and the technical review, a preliminary analysis was completed to determine an upset limit for growth. The main considerations were:

- The assumption of full build out of the existing policy and regulations; and
- The long term travel demand forecasts.

The analysis showed that a capacity of 460 new residential units and 2000 m² of new commercial space needed to be accommodated. Additional residential units and commercial floor space growth beyond that could be accommodated as long as significant transportation and transit improvements were considered. Achievement of these improvements could come from linking additional growth to a bonus incentive. This capacity of intensity from the preliminary analysis was then considered in relation to a much broader framework that included the policy context, other technical elements, revitalization objectives, market considerations, and planning and urban design principles.

This capacity of intensity from the preliminary analysis was then considered in relation to a much broader framework that included the policy context, other technical elements, revitalization objectives, market considerations, and planning and urban design principles.

This analysis produced a preferred scenario of 950 new residential units (inclusive of the initial 460) and 2000 m² new commercial floor area. Additional growth linked to a bonus incentive is included in this scenario for an additional 215 residential units. The table at right summarizes the yields for the preferred scenario.

This preferred scenario formed the basis for development of the recommended plan for Bronte Village.

### Development Analysis of the Land Use Concept

<table>
<thead>
<tr>
<th>Mechanism</th>
<th>New Residential</th>
<th>New Commercial</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>Planned</td>
<td>950 units</td>
<td>2000 m²</td>
</tr>
<tr>
<td>Maximum</td>
<td>Bonus</td>
<td>215 units</td>
<td>-</td>
</tr>
</tbody>
</table>

To set the context for growth in the BVRS area, the table below presents an intensification summary. The aim of the Plan for Bronte Village is to accommodate build-out of the preferred scenario.

### Intensification Summary for Bronte Village

<table>
<thead>
<tr>
<th></th>
<th>Residential</th>
<th>Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing</td>
<td>1150 units</td>
<td>23,860 m²</td>
</tr>
<tr>
<td>Approved (not built)</td>
<td>415 units</td>
<td>840 m²</td>
</tr>
<tr>
<td>Planned</td>
<td>950 units</td>
<td>2000 m²</td>
</tr>
<tr>
<td>Bonusing</td>
<td>215 units</td>
<td>-</td>
</tr>
</tbody>
</table>
The Plan for Bronte Village

The Plan for Bronte Village is designed to achieve the initial vision established in 2005 while integrating the technical review and community consultation findings from this phase. The Plan envisions a human-scale environment with enhancements to the public realm. It nurtures a historic lakeside village character in a unique waterfront location while enhancing an on-street commercial focus. The Plan provides conditions for revitalization and creates opportunities for sustainable growth and change over time. A conceptual rendering of the future Bronte Village can be seen to the right.

The Plan for Bronte Village is based on a land use concept which includes a growth area boundary, a community improvement area and the Bronte Village Main Street District. These boundaries help define the locations for growth in Bronte Village and allow further targeted revitalization to occur in the future. When formulating the preferred plan, an urban design approach was used to organize and define important characteristics that had been highlighted through the study process. The following sections described the results of this approach.

It is important to note that the Plan for Bronte Village is not a stand-alone policy document. The policies that result from this preferred plan will form part of the Livable Oakville Plan. Additional policies in the new Official Plan will also guide change in Bronte Village over time. The most prominent of these will be found in Part C – General Policies (Town-wide), Part D – Land use Designations, and Part F – Implementation Policies.
Land Use Concept and District Focus

The Plan for Bronte Village recommends a land use concept that is organized by a district contained within a growth area boundary. This approach reflects and strengthens the existing character of Bronte Village and provides important focus for managing growth and change over time. The Bronte Village Main Street District, seen in the figure to the right, is planned as a primary area of change. The areas outside of this district are either currently involved in the planning process for development, or are expected to remain relatively stable. Policies for the lands outside of the Bronte Village Main Street District recognize and strengthen the existing features and functions. The Livable Oakville Plan will maintain the few site-specific exceptions that existed in the existing OP. See Appendix B for the draft land use schedule for Bronte Village.

The Bronte Village Main Street District contains lands designated as Main Street 1, and Main Street 2. These designations form part of the new mixed-use hierarchy proposed under the Livable Oakville Plan. Mixed-use designations will help stimulate revitalization within Bronte Village. A general description of these designations is found in the table on the following page. The built form within these designations specific to Bronte Village is further refined through additional policies within the Plan.

Figure: Growth Area Boundary (dotted) and District Boundary (solid)
Within the Bronte Village Main Street District, the Lakeshore Road West corridor is anticipated to develop in a low-rise character consisting of a four-storey main street. Two main gateway intersections are identified on Lakeshore Road West at Bronte Road and at East Street. These will be the locations for increased height permitted through the Main Street 2 designation and the bonus mechanism allowed under section 37 of the Planning Act. Bonusing is described later in this report under Bonusing.

The Bronte Road Gateway will be characterized by taller buildings framing the intersection and will be of a scale comparable to existing nearby buildings. The East Street Gateway will be lower in scale and will be the location for new buildings in addition to smaller public open space features.

A third smaller scale gateway at the intersection of Bronte Road and Sovereign street is also identified to be enhanced with modest improvements to the public realm such street furniture or public art. A new building is conditionally approved for the sites on the west side of Bronte Road.

The land use concept supports 950 new residential units conditional on planned infrastructure improvements and an additional 215 units realized through bonusing tied to the improvement of transportation and transit. New commercial space is realized at 2000m². The land use concept is further characterized by a community improvement area, urban design concepts, and land use elements listed below:

- Community Improvement
- Village Character and Design
- Placemaking
- Compatibility and Redevelopment
- Conservation and Enhancement
- Sustainability
- Streetscapes
- Public Realm
- Connectivity
- Transportation and Transit
- The Built Form
- Gateways
- Public Views and Vistas
- Landmarks
- Parks, Squares, and Plazas
- Public Art
- Bonusing
- Parking & Automobile Related Uses
Community Improvement

Ontario’s Planning Act allows municipalities to prepare a Community Improvement Plan (CIP) to set out what a municipality intends to do to address an unsatisfactory state of affairs in a certain defined area. All Community Improvement Plans start by setting the boundary of the Community Improvement Area. Lands within this area are eligible for incentive or other funding programs upon the completion of a CIP.

In 2005, Phase 1 of the BVRS set out the following commitment regarding the Community Improvement Plan area:

- The boundaries of the Bronte Village Community Improvement Area will be assessed and the Official Plan will be amended, where appropriate.
- Potential projects to be completed under the Community Improvement Area program will be identified.

In the Plan for Bronte Village, the BVRS area boundary will be designated the Community Improvement Area boundary. This consolidation of boundaries does not exclude lands currently designated as CIP area under the existing OP.

The next step will be to develop a CIP for Bronte Village in cooperation with the Bronte BIA and other stakeholders. Potential projects identified for including in a CIP include:

- Affordable housing
- Infrastructure such as stormwater or harbour/marine installations
- Streetscape and other public realm enhancements

**Policy Direction**

The following policy directions for the Community Improvement Area of Bronte Village are recommended:

1. That the boundaries of the Community Improvement Area be consolidated with the boundaries of the BVRS study area; and,
2. That a Community Improvement Plan be developed.

Figure: Community Improvement Area
Village Character and Design

The character of Bronte Village is largely defined by its cultural and historical features, often referred to as a former fishing village. This lakeside village character is predominantly low rise in nature. Through the extensive public consultation process, this character has been identified as one to preserve and enhance through future development.

Today, many medium and high-density residential land uses, in addition to strip mall and mall development indicative of the 1950’s onward, can be found. These pressures to change must be balanced with the vision and preferred character reminiscent of Bronte’s cultural heritage.

Bronte Village can be considered a “special character area” within Oakville. To enhance this character, a number of different design components must be enabled. The Plan for Bronte Village establishes specific urban design policies for the character of the village. In addition, the Livable Oakville Plan will have strong town-wide urban design policies through Part C – General Policies and Part D – Land Use Designations. Beyond the new OP, a new Zoning By-law and urban design guidelines will be developed to implement the policy framework.

Policy Direction

The following policy directions for incorporation into the Plan for Bronte Village are recommended:

1. To conserve, enhance the themes found in the cultural heritage resources and landscape of the historic village of Bronte; and,
2. To identify Bronte as a special character area within the Town of Oakville which allows for future design controls which may be developed and implemented through the development of urban design guidelines and the implementation of a new zoning by-law.

Figure: Bronte Village Signage
Placemaking

Place making within a community occurs when there is an identifiable character and hierarchy of spaces and districts within the built environment. There must be a diversity of uses that promotes a balanced lifestyle where residents can live, work, and play. To become a place, development must increase the sense of place and public pride that residents feel. Bronte Village must be understandable and identifiable to its everyday user and those visiting.

Policy Direction
To create a place with a clear vision, the following policy directions for Bronte Village are recommended:

1. To promote Lakeshore Road West in Bronte Village as a main shopping street;
2. To promote and encourage a lakeside village character throughout Bronte Village including but not limited to built form, building facades, open spaces, streetscaping, and signage;
3. To promote the Bronte Village waterfront parks as the primary parkland use within Bronte Village; and,
4. To provide clear direction for where future development is encouraged, and where it is not.

Compatibility and Redevelopment

The Plan for Bronte Village provides for compatibility between land uses and built form while promoting the existing character of the area. The distribution of uses and tall, medium, and low-rise buildings has been determined through extensive public consultation and planning principles. The Plan sets out policy that encourages:

- Transitional density and built forms from lower to higher scales and vice versa;
- The placement of taller buildings where other tall buildings currently exist;
- The placement of taller buildings away from existing low-density residential uses;
- Higher densities and heights in areas that can be well supported by public transit; and
- A low-rise main street setting along Lakeshore Road West.

Policy Direction
It is recommended that compatibility be supported by:

1. Encouraging growth within the Bronte Village Main Street District.
2. Designing compatible development using transitions in scale, height, and density;
3. Focusing low-rise buildings along Lakeshore Road West;
4. Where permitted, stepping back taller buildings from any street after 4 storeys;
5. Where permitted, stepping back buildings above 4 storeys where they abut low density residential uses; and,
6. Focusing a mix of uses along Lakeshore Road West and Bronte Road south of Lakeshore, to conserve residential communities.
Conservation and Enhancement

The starting point for the conservation and enhancement of cultural heritage resources in Bronte Village will be through the town-wide policies of the Livable Oakville Plan located in Part C – General Policies. These address matters related to cultural heritage identification, designation at the property and district level as well as the identification of cultural heritage landscapes.

At this time, the Plan for Bronte Village recognizes ongoing cultural heritage work for Bronte as presented in the technical review. Sufficient information has been provided through that process already to help guide future growth and change in Bronte Village. Once that work is complete, the full strategy for conservation and enhancement of cultural heritage resources in Bronte Village and the larger historic village of Bronte will be realized.

Policy Direction
The following policy directions for incorporation into the Plan for Bronte Village are recommended:

1. To conserve and enhance cultural heritage resources and blend with development;
2. Complete the cultural heritage review in accordance with the recommended policies proposed in the Plan for Bronte Village; and,
3. Where proposed development and/or demolition requests precedes the Town process, ensure that OP policies require the proponent of such an application to conduct a cultural heritage impact assessment.

Figure: Bronte Post Office – circa 1870
Sustainability

Sustainability is an overarching theme that is promoted and encouraged through the Plan for Bronte Village. Key stakeholder groups and individuals have all encouraged the implementation of sustainable building practices throughout the study process. Sustainability is also a major theme for the Livable Oakville Plan beginning with the OP Vision and guiding Principles and flowing down through the general and land use specific polices. A key component of this overall context is the Sustainable Environment Policy Paper.

Policy Direction
The following policy directions for Bronte Village are recommended:

1. That development be encouraged to incorporate point source mitigation measures for stormwater such as green roofs;
2. That development be encouraged to take advantage of building and window orientation to benefit from sun exposure to help reduce energy consumption;
3. Encourage street trees to be planted in manner that allows for their full growth and maturity;
4. That the sustainable exterior design elements of buildings do not detract from the intended character of the village;
5. That development accommodate and promote alternate modes of transportation such as cycling, walking, and public transit; and,
6. That development provides public amenities such as bike racks, and bus shelters in sympathy with the character of the area.

Streetscapes

A strong lakeside village character will be defined and enabled through active streetscape treatments. These may include unified paving treatments, curb treatments, lighting, banners, signage, street furniture, planters, plantings, and street trees. These elements form part of the public realm that helps produce a lively and active street edge. The built form and their setbacks from the street enhance these elements further. Bronte Village is unique in that the uneven parcel fabric setbacks, caused by former provincial road widening initiatives, have enabled the provision of varied building setbacks from the street edge. These areas provide opportunities for patios and enhanced streetscaping and are complementary to a village character.

Policy Direction
The following policy directions for Bronte Village are recommended:

1. To allow public open space and patio development in the existing surplus right-of-way lands adjacent to Lakeshore Road West (friendly encroachments, guidelines to be developed);
2. To promote a street oriented, accessible and pedestrian friendly commercial experience to strengthen the existing shopping street and for planning new commercial development; and,
3. That future urban design, streetscape and façade guideline studies be conducted to specify treatments to nurture a lakeside village character.
Public Realm

The public realm consists of public buildings, open spaces, streets, parks, plazas, and squares. These assets link people and places together and help identify the character of an area. Extensive work within Bronte Village has already taken place through past development of the harbours and more recently with the Master Plan for Bronte Heritage Waterfront Park. The addition of a youth centre and proposed public library in Bronte Village will also make significant contributions to the public realm.

The Plan for Bronte Village will promotes the addition of new public realm spaces along Lakeshore Road West in conjunction with development applications. As well, consideration will be given to how private development can act as an extension of the public realm.

Policy Direction

The following policy directions for Bronte Village with regard to the public realm are recommended:

1. To accommodate and site growth in locations which maintain a low, human scale experience at the street;

2. To provide new public realm features that are identifiable from the street and provide for enhanced civic pride; and,

3. Encourage private partnerships through development that complement the public realm.

Figure: A sidewalk view along Lakeshore Road West
Connectivity

All modes of transportation connections should be accommodated including connections for pedestrians, cyclists, public transit and the private automobile. Within Bronte Village, it is understood that an increased focus must be placed on the pedestrian and cyclist to ensure that the village concept can be supported. As such, accommodating pedestrian and cyclist traffic in conjunction with car and bus traffic must be carefully managed to ensure safety.

Policy Direction

Pedestrian and Cyclist Connectivity

The objective for connectivity is to link the main street and its users to the waterfront. In addition, pedestrian connections over Bronte Creek were highlighted through the revitalization process. The following directions for pedestrian and cyclist connectivity are recommended:

1. Focus the placement of mixed-use designations along Lakeshore Road West, along Bronte Road south of Lakeshore Road West; on Jones Street south of Lakeshore Road West north of Marine Drive, and at the north end of Nelson and East Streets south of Lakeshore Road West to strengthen existing walking patterns and provide destinations back and forth between the waterfront and main street commercial area;
2. Focus the placement of new public open space acquired through development in the area of the intersection of Lakeshore Road West and Jones Street.
3. Through the heritage work already underway, explore the concept of a heritage precinct at Ontario Street and Jones Street to enhance the north-south connection between the main commercial street along Lakeshore Road West and Bronte Heritage Waterfront Park;
4. Require the protection of public view sheds to the lake;
5. Encourage access and connectivity to the parklands and cultural heritage assets on the west side of Bronte Creek through the inner harbour. The concept of an enhanced pedestrian/cyclist connection through and across the inner harbour shall be considered.
6. To encourage wide sidewalks through the study area ensuring that streetscape elements do not constrain pedestrian circulation.
7. To encourage and promote bicycle lanes in accordance with the Active Transportation Master Plan, upon its completion.

Automobile Connections

In Bronte Village, automobile connections deal mainly with access to parking facilities as no new roads are proposed in this plan. The following directions for automobile connections are recommended:

1. To restrict driveway entrances on Lakeshore Road West; and,
2. To encourage, where driveway access off side streets is not possible, consolidated driveway accesses off Lakeshore Road West to enhance pedestrian and car circulation and reduce interactions between people and cars.
Transportation and Transit

The Plan for Bronte Village is one that is balanced, supporting a low-rise lakeside village character while providing for the growth necessary for transit support. The placement of higher density residential growth within the Plan is focused on the potential redevelopment site at the intersection of Lakeshore Road West and Bronte Road. These sites have greater potential for both north-south and east-west bus connections and through redevelopment the most potential to accommodate transit and passenger amenities.

Public transportation plays a key role in the planning process. Through the transportation assessment and the concepts presented in this Plan, staff is of the opinion that public transit improvements to support the residential growth proposed in Bronte Village will help reduce traffic congestion. Through bonusing, provisions for increased densities will be supported provided transit improvements are accommodated. This, coupled with possible short-term transit improvements to support intensification will help balance road use.

Transportation for the automobile will also be accommodated in the Plan for Bronte Village by maintaining the current facilities. There may be very modest intersection improvements coming out of the nearly competed transportation assessment or associated with new development.

The ultimate right of way width for Lakeshore Road is 26m but through Bronte Village has not yet been fully acquired. Additional takings will be secured through the development process as opportunities arise, with the new space dedicated for alternative transportation facilities such as wider sidewalks or on-street bike lanes.

Policy Direction

Based on the findings of the transportation assessment, the following directions are recommended:

1. Focus growth where alternative modes of transportation and transit can be maximized;
2. Link growth to capacity thresholds;
3. Use bonusing tool (Section 37 of the Planning Act) to allow further growth subject to transit/infrastructure improvements and other benefits to the public realm where feasible;
4. To support and encourage more direct transit routes connecting to the Bronte GO Station;
5. To support transit by promoting higher density development and by coordinating land use with transportation alternative to the automobile; and,
6. On additional 26m right-of-way lands secured through development, promote the development of wider sidewalks or bicycle lanes as appropriate.

For transit service, the following policy directions are recommended:

1. That new development plan for, and accommodate future expansion of transit service including the provision of transit and passenger amenities.
The Built Form

The built form within Bronte Village should be provided in way that enhances the character, achieves the vision for the community, and is compatible with the existing community. To achieve these objectives, building form elements such as massing should be considered.

Policy Direction

The following policy directions with regard to the built form are recommended (see also compatibility):

1. To ensure a range and mix of medium and high-density housing is provided, including housing that is more affordable;
2. Buildings taller than 4 storeys will be stepped back from the street wall; and
3. Encourage that roof and façade detailing accentuate corner treatments of buildings and enhance the lakeside village character.

Figure: Existing House in Bronte Village
Gateways

Gateways provide for a prominent entry into Bronte Village. Gateways can be introduced in a number of ways including the built form, public art, plazas, and open space. Through the Bronte Village Revitalization process, gateways were identified on the east and west of the village study area along Lakeshore Road West as well as at the intersection of Bronte Road and Sovereign Street.

Policy Direction
The following policy directions with regard to gateways are recommended:

1. To promote gateway development in the form of signature buildings and streetscape features at the intersections of Bronte Road and East Street with Lakeshore Road West and at the intersection of Bronte Road and Sovereign Street.

Public Views and Vistas

Public Views and vistas enhance the public realm and help define the character of an area by connecting its users to the place. Enhancing views to such things as natural features and terminating buildings help to define a location within its context.

Policy Direction
The following policy directions with regard to public views and vistas are recommended:

1. To maintain and enhance pedestrian, vehicular, and view connections to the waterfront along the existing roads, sidewalks and views corridors.

Landmarks

Landmarks are key features within a community that are identifiable to its unique location. Landmarks are often located at prominent intersections with high visibility. Likewise, landmarks are also focal points or meeting areas that are well used by the surrounding community. Through the study process, a number of landmark features have been identified and are encapsulated through policy direction for this plan.

Policy Direction
The following policy directions with regard to landmarks are recommended:

1. That cultural heritage assets be highlighted more prominently within the Bronte Village Study Area;
2. To foster Bronte Heritage Waterfront Park as a prominent community gathering space; and
3. To foster public uses fronting onto future public open spaces to act as a symbol of community pride and as a gathering space.
Parks, Squares, and Plazas

Participants in the public consultation process consistently identified the waterfront as a high priority for planning in Bronte Village. There was also the suggestion of re-designating some of these lands to permit additional commercial uses. Staff is of the opinion that the waterfront lands should remain in their current designations. Expanding commercial lands in general is not supported by the Retail and Service Commercial Policy Review and is not recommended for a struggling local market. As previously mentioned, the direction for Bronte Village is to strengthen the existing supply of commercial lands.

Further, existing Town planning and operational considerations will be sufficient to address waterfront parks and open space issues. Specifically, these are the implementation of the Bronte Waterfront Heritage Park development and the completion of the Harbours Strategic Plan. Once complete, any land use implications and OP policy directions emerging from the Harbours report may be assessed, and incorporated later into the OP.

While major waterfront parks and open space dominate the southern part of the study area, the technical review showed that the lands north have only three small public open spaces. One of those parcels is a pumping station site and technically limited as true public open space. Bronte Gore Park is on an exposed corner with busy roads on one side and parking lots to the other, effectively isolated from the rest of Bronte Village. Marine Drive Park is a high quality space, but as a playground, only serves a small portion of the community.

Comments received through public consultation consistently indicated a need for public open space lands along Lakeshore Road West.

While some comments indicated the waterfront only should be the focus and not Lakeshore, staff agrees that Lakeshore Road West would benefit from the addition of public open space. A larger “village square” feature on the main street would provide a destination for the area and a focus for activity. Acquiring new public open space on Lakeshore Road West will help create a sense of place and give purpose for travel back and forth to the waterfront.

Staff is also of the view that lands dedicated for a larger public open space should be located in areas adjacent to intersections and not mid-block, preferably framed to one side by Jones or Nelson Streets in addition to Lakeshore Road West. Location at an intersection will serve to strengthen existing travel patterns. From a public safety perspective, intersections are preferred for pedestrian crossings. While a more detailed design exercise would be undertaken for any dedicated public lands along Lakeshore, it should be noted that community preferences from the BVRS were for garden and café style features for open space.

The concept of consolidating the existing Bronte Gore Park area with newly acquired public open space along Lakeshore Road West should be explored. As indicated, these lands are the location of significant cultural heritage resources. Any subsequent planning must use the utmost care and sensitivity and involve from the outset key stakeholders including The Royal Canadian Legion, Bronte Historical Society, and the Bronte Village BIA.

The goal of any consolidation would be to increase the prominence of the cultural heritage resource within Bronte Village through conservation and enhancement.
Friendly encroachments to the municipal right of way, should continue to be encouraged. While the lands should stay in public ownership, these lands could be enhanced in cooperation with the BIA and through agreements with adjacent and interested property owners.

**Policy Direction**

The following policy directions with regard to parks, squares, and plazas are recommended:

1. That the concept of a village square be encouraged along Lakeshore Road West in the area of the intersection with Jones Street;
2. That friendly encroachments found throughout the village continue to be used for such open space uses to enhance the village character of the streetscape and as buffer between the pedestrian and traffic; and,
3. That the notion of consolidating existing parkland in conjunction with major development applications be explored and that the planning process involves key stakeholders.

**Public Art**

Public art is an expressive representation of a community. It is often located in places with high visibility, at focal points or in gathering spaces within the community. Within Bronte Village, it is promoted that public art be introduced at the gateway and additionally in areas of public gathering such as the proposed public square.

**Policy Directions**

The following policy directions with regard to public art are recommended:

1. That public art within the village be reflective of the history of the area and nurture the lakeside village character.
Bonusing

Bonusing is a mechanism that allows the Town to provide developers with additional height or density on identified sites in the Plan in exchange for specified community benefits for the immediate community. These benefits may include transit improvements or public art, among others. Bonusing provisions provide a number of benefits for both the Town and the development community. Some of these benefits include:

- Clarity to the development community of the Town’s development expectations in terms of built form and community benefits;
- Reduction of risk for the developer because of the degree of clarity that bonusing provisions provide; and,
- Both parties benefit as the Town receives important public benefits for Bronte Village, such as improved transportation and public art, while the developer benefits from additional height.

Policy Direction

The following policy direction with regards to bonusing is recommended:

1. To allow bonusing at the identified gateway locations in primary exchange for transit improvements;
2. That transit and alternative transportation solutions be a priority for bonus funding under Section 37 of the Planning Act; and
3. Should public transit improvements be deemed satisfactory, the following provision of other public benefits through bonusing that may be pursued include affordable housing, public art, and monies toward the enhancement of pedestrian connectivity over Bronte Creek.
Parking & Automobile Related Uses

Parking
Parking on the sites in the low-rise areas of the Lakeshore corridor is accommodated fully on-site and on the surface. Parking for the sites with taller buildings will need to be accommodated in structures, either above, or underground. The scale of development contemplated through this Plan may generate demand for municipal surface or structured parking.

Policy Direction
Based on these findings, the following parking strategy is recommended for Bronte Village:

1. Implement an on-street paid parking trial in the areas of highest utilization;
2. Implement parking utilization monitoring as in other Oakville downtown areas;
3. Secure additional public parking in conjunction with major planning applications;
4. Implement revisions to the Zoning By-law to reduce parking standards for commercial uses in Bronte Village; and
5. Require parking to be located underground or in structures which do not front on Lakeshore Road West or Bronte Road.

Automobile Related Uses
Automobile related uses currently characterized large portions of Lakeshore Road West within Bronte Village. These uses generally detract from the intended streetscape and create situations of pedestrian and car interface which is unsafe to pedestrians. This Plan does not recommend these uses in future developments within Bronte Village. Pedestrian focused uses which are brought up to the street are encouraged.

Policy Direction
The following policy directions regarding automobile related uses are recommended:

1. That automobile related uses such as drive through, gas stations, car washes, and automobile sales centres be prohibited and that current existing uses act as legal non-conforming uses.
Implementation Policies and the Livable Oakville Plan

Once the Livable Oakville Plan is approved, several tools may be used to implement the policies for Bronte Village. Examples of these tools include zoning by-laws and other types of land use regulation, community improvement plans, and various guidelines for treatment of urban design, streetscapes, and façades. These policies are the subject of a Livable Oakville policy paper titled “Technical Implementation” which speaks to the various planning tools and how they will be used to direct growth and change across Oakville. The location for these policies in the new OP will be Part F.

Specific to Bronte Village is the concept of bonusing under Section 37 of the Planning Act. This section authorizes the municipality to permit additional height and density of development in return for the provision of certain facilities, services, or other matters specified. The Plan for Bronte Village proposes the following priority matters: improved transit access, improved transit passenger amenities, improved pedestrian and cycling facilities, improved public parking facilities and streetscape enhancements.

Some of these implementation tools are outside the work program of Livable Oakville at this time and will be addressed through later phases.
Conclusions

The Bronte Village Revitalization Study and the resulting Plan for Bronte Village was based on a comprehensive and rigorous planning process. This included extensive background work including the development of a vision for Bronte Village, technical analysis from several studies, and an engaging public consultation process. The completed public process and technical studies identified the vision, opportunities, physical constraints, and development capacities for Bronte Village.

As part of the Study, conceptual scenarios were developed to guide discussion around the revitalization of Bronte Village. The scenarios were based on technical assumptions and used in the analysis to assess the options of guiding and distributing growth within the Plan.

The community was engaged to identify those elements needed to sustain and provide conditions for growth to occur. The result of this Plan expresses the community vision as well as includes revitalization elements that are within the capacity available.

The Plan for Bronte Village developed draft policies and land use designations attached in Appendix A and the draft land use schedule attached in Appendix B. These are proposed for inclusion in the Livable Oakville Plan.

(Additional concept images to be inserted)
Appendix A – Policies and Land Use Designations

APPENDIX A: Draft policies and land use designations

19.0 BRONTE VILLAGE

Bronte Village is an historical area, located where Bronte Creek meets Lake Ontario, which began as a port and fishing village. It retains the character of a village community and is focused on the pedestrian-oriented areas along and around Lakeshore Road West and Bronte Road. The surrounding residential uses, the waterfront, and the harbour contribute to its unique heritage and sense of place.

Bronte Village is intended to continue to evolve and serve as a secondary intensification area. Growth will be managed at clearly defined locations and will contribute to the Town’s residential intensification targets.

19.1 Goal

Bronte Village will be a vibrant community, with a thriving commercial area and a variety of housing opportunities that provide a year-round environment for residents, employees, and visitors.

19.2 Objectives

19.2.1 To nurture, conserve and enhance the historic lakeside village character of Bronte by:

a) promoting a predominately low-rise and pedestrian-oriented built form along Lakeshore Road West, Bronte Road and Jones Street

b) ensuring high quality urban design that complements and contributes to the historic character of Bronte Village

c) protecting, conserving and enhancing cultural heritage resources and integrating them with new developments

d) integrating public and private open spaces into the streetscape along Lakeshore Road West
e) applying a coordinated streetscape and urban design plan, with recurring defining elements

f) defining and conserving the cultural heritage landscape character of the harbour, lake and creek

g) providing a sensitive transition between the concentration, mix and massing of uses and buildings within, and adjacent to, the village

19.2.2 To revitalize the village and maintain a complete community by:

a) permitting uses that attract different users throughout the day, and throughout the year, by including a mix of residential, commercial, cultural and recreational uses, complemented by public open spaces

b) providing for a variety of residential unit sizes in new buildings

c) focusing retail, service commercial and office uses along Lakeshore Road West, Bronte Road and Jones Street

d) providing for a variety of retail unit sizes and improved retail space to encourage commercial revitalization

e) defining the gateways to the village with streetscape elements, buildings, and public art

f) developing a community gathering space in the vicinity of Lakeshore Road West and Jones Street

g) facilitating public investment in infrastructure, transit, recreation and cultural facilities to support existing and future residents, employees and visitors

19.2.3 To maintain and improve waterfront connections by:

a) protecting, enhancing and connecting existing waterfront open spaces

b) maintaining existing views from public streets through to the lake and harbour

c) enhancing the streetscape along streets connecting and adjacent to the waterfront and harbour
d) encouraging active main floor uses along portions of streets connecting and adjacent to the waterfront and harbour

e) developing improved pedestrian and cycling access around the inner harbour

19.3 Development Concept

Bronte Village is intended to be revitalized as a mixed-use area. The focus of revitalization and opportunities for intensification is in the area defined as the Bronte Village Main Street District.

The Bronte Village Main Street District as shown on Figure P shall be the primary development district and the focus of change within Bronte Village. This district shall have a distinct character in terms of land use and function as set out in the following policies. The area of Bronte Village outside of the district shall remain stable.

19.3.1 Bronte Village Main Street District

New commercial and office development in the Bronte Village Main Street District will be compatible with the existing street-related Main Street commercial and office uses. Retail and office development is to occur along Lakeshore Road West and Bronte Road frontages at grade level. The community commercial retail functions should be retained and integrated with redevelopment.

New residential development shall be provided through mixed-use buildings above street level. Higher density residential buildings shall be directed to the gateways of the Bronte Village Main Street District and serve to anchor the Main Street.

The Bronte Village Main Street District will provide for well defined landscaped streetscapes and integrated open spaces. A youth centre and public library are intended to be developed within the District.

Jones Street, between Sovereign Street and Marine Drive, will be animated by a mix of retail and residential uses and a public square located along Lakeshore Road West, which are intended to strengthen it as an important link to the waterfront.

19.3.2 Lands Outside of the Bronte Village Main Street District
The lands within Bronte Village, but outside of the Bronte Village Main Street District, are intended to provide for a modest level of intensification as permitted by the applicable residential land use designations.

The lands on the south side Sovereign Street, outside of the Bronte Village Main Street District shall function as a transitional area to the residential neighbourhood to the north. Modest intensification will also be encouraged in this location in the form of detached, semi-detached and townhouse dwellings.

Street-related retail uses along the west side of Bronte Road are intended to strengthen the connection between the waterfront and the Bronte Village Main Street District to the north.

The waterfront parks, harbour and marinas are to be maintained and enhanced. Landscape improvements are to proceed in accordance with the approved park master plans, such as the Bronte Heritage Waterfront Park Master Plan to be implemented on the lands south of Ontario Street, west of Nelson Street. Buildings or structures related to the park and marina uses are contemplated to be developed in the waterfront area. These uses shall be situated in a manner that does not detract from the open character of the area.

19.4 Functional Policies

In addition to the policies in Part C of this Plan, the following functional policies shall apply specifically to Bronte Village.

19.4.1 Transportation

a) Transportation Network

The transportation network serving Bronte Village and surrounding area will be closely monitored by the Town as development and redevelopment proceeds. Development applications shall provide a detailed transportation analysis which will assess the capacity of the transportation network in accordance with a Terms of Reference to be developed by the Town. The required analysis shall identify all required transportation improvements to accommodate additional development including transit improvements.

b) Parking
i) Parking standards shall be established through the implementing Zoning By-law. Reduced parking requirements may be considered with redevelopment applications.

ii) On-street parking shall be permitted throughout Bronte Village and may be counted toward non-residential parking requirements as established by the implementing Zoning By-law.

iii) Parking shall be encouraged to be provided below grade within the Bronte Village Main Street District.

iv) Above grade parking structures shall:
   - be discouraged adjacent to Lakeshore Road West
   - incorporate active at-grade uses facing public streets, except along Sovereign Street
   - in all cases be screened from adjacent residential uses

v) Individual driveway access to Lakeshore Road West or Bronte Road shall be restricted. Where driveway access from a side street is not possible, shared driveways shall be encouraged.

19.4.2 Public Realm:

i) Where the Lakeshore Road West right-of-way is greater than that required by the policies of this Plan, the Town may permit friendly encroachments in the form of small open spaces, such as landscaped areas and patios related to adjacent retail uses, to enhance the streetscape. Guidelines to address this type of development shall be included in the urban design and streetscape guidelines to be prepared for Bronte Village.

ii) Through the development process, pedestrian and cycling amenities within Bronte Village are to be enhanced, including improved connectivity to, and within, the waterfront and harbour.

iii) Through the development process, gateway treatments in the form of landscaping, paving treatments and/or public art, which enhance the historic lakeside village character, shall be encouraged at the following intersections:
   - Lakeshore Road West and Bronte Road
   - Lakeshore Road West and East Street
   - Sovereign Street and Bronte Road
iv) Views to the lake and harbour from public streets, which are part of the cultural heritage landscape of Bronte Village, shall be maintained.

19.4.3 Urban Design

a) Buildings greater than 4 storeys in height adjacent to Lakeshore Road West or adjacent to or abutting lands designated Low Density Residential or Medium Density Residential shall be terraced above the fourth storey. Buildings greater than 2 storeys that about Low Density Residential areas shall maintain a 2 storey height with a step back and transition up to 4 storeys or more where permitted.

b) Urban design and streetscape guidelines shall be prepared for Bronte Village to establish the built form and public realm elements required to nurture, conserve and enhance a historic lakeside village character. The study to develop the guidelines shall explore:

i) Bronte Village’s cultural heritage resources, including its lost built heritage, and how these elements may inform the design of new developments, streetscape treatments and public open spaces, including urban squares

ii) opportunities to enhance the streetscape within the public right-of-ways, particularly the integration of existing and new green spaces along Lakeshore Road West and cohesive paving and sidewalk treatments

iii) the treatment of public and private realms

iv) the treatment of building façades

v) options for street furniture, bike racks, bus shelters, signage, banners and lighting that will help to create a historic lakeside village character

c) Where a development precedes the completion of the Urban Design and Streetscape Guidelines, the proponent will be required to prepare a detailed urban design brief addressing those elements noted in b)

19.4.4 Cultural Heritage

a) Cultural heritage resources shall be maintained and integrated into new development where possible.

b) If the relocation of a heritage building is deemed appropriate as a last resort, it shall be relocated within the village.
c) A Bronte Village heritage study shall be completed to:
   i) identify existing cultural heritage resources to be included on the Town’s register of heritage properties and/or considered for designation pursuant to the *Heritage Act*
   ii) identify lost heritage resources
   iii) recommend policies or guidelines to address the preservation, conservation and restoration of Bronte Village’s cultural heritage resources as well as the recognition of lost heritage
   iv) establish criteria for the relocation of threatened cultural heritage resources and recommend policies or guidelines regarding their placement and restoration
   v) evaluate the merits of a heritage conservation district approach to resource conservation in Bronte Village, including whether the north east corner of Ontario and Jones Streets should be recognized as a suitable destination for relocated heritage buildings from within Bronte Village and beyond

d) Where a proposed development or demolition request precedes the completion of a Bronte Village heritage study, the proponent will be required to prepare a heritage impact assessment.

19.4.5  Growth Targets

Bronte Village is planned to accommodate a total of approximately 4,500 residents and 26,700 square metres of commercial space

A mix of approximately 950 new residential units and 2,000 square metres of new commercial space will be required to meet the target.

19.5  Land Use Policies

Land use designations are provided on Figure P. In addition to the policies of Part D of this Plan, the following policies shall apply to Bronte Village.

19.5.1 Designated or listed heritage buildings shall be exempt from the minimum height requirements of this Plan.
19.5.2 On the lands designated *Main Street 1* or *Main Street 2* between Bronte Road and Jones Street, a public open space in the form of an urban square shall be developed.

19.5.3 On the lands designated *Main Street 2*:

a) The maintenance of a food store in any redevelopment of the lands on the north side of Lakeshore Road West shall be encouraged.

b) Hotels shall also be permitted.

c) Redevelopment may be permitted, which provides for minimum heights along Lakeshore Road and adjacent residential uses and the transfer of height internal to the designated area, up to a maximum of ten storeys through bonusing. The intent of the specific transfer of height is to allow flexibility of design while meeting the policies of this Plan and maintaining the same development yield.

19.5.4 On the lands designated *Main Street 1* at the northeast corner of Lakeshore Road West and East Street a maximum of two storeys shall be permitted in buildings directly abutting lands designated *Residential Low Density*.

19.5.5 Exceptions

a) On the lands designated *Medium Density Residential* at the northeast corner of Ontario Street and Jones Street, a maximum density of 45 units per site hectare shall be permitted.

b) On the lands designated *Medium Density Residential* on the east side of Nelson Street, immediately south of the lands designated *Main Street 1*, a six unit apartment building shall also be permitted.

c) On the lands designated *Medium Density Residential* at the southeast and southwest corners of Sovereign Street and Nelson Street:
   
i) A maximum density of 45 units per site hectare shall be permitted.

ii) Apartment buildings shall not be permitted.
d) On the lands designated *Low Density Residential* on the south side of Sovereign Street, only detached and semi-detached dwellings at maximum density of 25 units per site hectare shall be permitted.

e) On the lands designated *Urban Core* the maximum height shall be 10 storeys.

f) Lands designated *Parks and Open Space* are subject to the following additional policies:
   i) Buildings or structures shall be designed and located to maximize public views to the lake and harbour from West River Street, Bronte Road, Jones Street, Nelson Street, East Street, Ontario Street, and Marine Drive.
   
   ii) Cultural heritage resources, including cenotaphs, may be enhanced with landscaping, or by other means which increase their prominence within Bronte Village.

19.6 Implementation Policies

In addition to the policies in Part F of this Plan, the following implementation policies apply specifically to Bronte Village.

19.6.1 Phasing / Transition

a) Development will likely occur gradually over the long-term and be coordinated with the provision of infrastructure, including:
   i) transit
   
   ii) transportation improvements
   
   iii) water and wastewater services
   
   iv) stormwater management facilities
   
   v) pedestrian and cycling facilities
   
   vi) streetscape improvements

b) Uses and buildings that legally existed prior to the adoption of this Plan shall be permitted to continue. However, it is the long-term objective of this Plan that these sites redevelop in conformity with this Plan.
19.6.2 Bonusing

a) The Town will allow an increase of up to two storeys of height in the areas identified on Figure P without amendment to this Plan. Additional height will be allowed in exchange for the provision of public benefits as listed in Part F, Section X.X.X.

b) Bonusing shall only be permitted within Bronte Village if supported by a transportation impact analysis which confirms that the additional development will not impact the transportation network or where cumulative impacts are identified that such impacts are accommodated through road and transit improvements which are to be provided through agreement by the applicant.

c) Public benefits considered appropriate for the application of increased height in Bronte Village may include, but are not limited to:

i) improved local transit service and transit user amenities

ii) affordable housing

iii) public parking facilities

iv) streetscape enhancements

v) cultural heritage conservation and enhancements

vi) parkland improvements beyond the minimum standards for public squares

vii) public art

d) On the lands between Bronte Road and Jones Street that are eligible for bonusing, the following criteria must be met with redevelopment eligible for bonusing:

i) a minimum site area of 0.5 ha

ii) frontage on at least 2 streets

iii) opportunity to locate buildings adjacent to Bronte Road, Lakeshore Road West or Marine Drive
19.6.3  Programs and Initiatives

a) The Town shall implement an on-street paid parking trial within Bronte Village.

b) The Town shall implement a parking utilization monitoring program within Bronte Village.

c) The Town shall prepare a Community Improvement Plan for the Bronte Village Community Improvement Area as shown on Figure P.
Appendix B – Land Use Schedule
Appendix C – Planning History

This section chronicles the major historical planning reports for Bronte dating back thirty-seven years. While many studies were written for Bronte, no comprehensive Official Plan amendment for planning Bronte Village has ever been made.

Planning Bronte Village during the last four decades reflects the village's continuing struggle between development and place making as Bronte grew from an independent village into a location within the continuous urban fabric stretching from Toronto to Hamilton. The early planning response to growth was to redevelop existing historic cores into high-density focal points rather than to planning for rehabilitation or preservation. As dissatisfaction with this notion of development grew within Bronte, residents demanded a review be undertaken of the existing Official Plan policies (circa 1961) in order to recognize Bronte as a place with a special small-scale ‘village’ character worthy of preservation. In 1970, a review was initiated with Bronte designated as a specific review area.

**Bronte Planning Study (Diamond and Myers, 1972)**
The Bronte Planning Study, completed in 1972, investigated development criteria and zoning standards for all of Bronte in addition to the special requirements needed to address the village. While many of the development recommendations contained within the report were not implemented and which are now outdated, the study provides a clear picture of the evolution of Bronte Village and the values of its residents indicated as the preservation of history, small town life and natural setting which are still present today.

**Bronte Tertiary Plan (Town of Oakville, 1975)**
The Bronte Tertiary Plan, jointly prepared by planning staff and the Bronte Improvement Authority, was a proposed action plan addressing the implementation of strategies from the policies (informed by the Bronte Planning Study) in the then proposed Official Plan. The report suggested that new development should maintain the historical character of the village as well as strengthen its relationship to the waterfront areas. A number of proposed implementation strategies were not realized as later studies and direction deemed them unfeasible.

**Bronte Central Area Transportation Study – Draft (DS-Lea Associates Ltd., 1986)**
This study was developed in order to evaluate existing and future traffic conditions, taking into consideration anticipated commercial growth and the development of the proposed outer harbour. Findings from the study concluded that weekend and weekday traffic were comparable, and that existing signalized intersections along Lakeshore Road West were operating near capacity during the weekend, as were parking facilities east of the creek and south of Lakeshore Road West. It was estimated that future traffic increases would be the result of the increased number of people using the waterfront and commercial uses. A number of traffic improvements were recommended, only some of which have seen implementation today. A more recent traffic study is now being completed as part of the current Bronte Village Revitalization Study.
Bronte Outer Harbour Feasibility Study (Hough, Stansbury & Associates, 1986)
This study was commissioned by the Region of Halton to examine the need for marina facilities, the opportunities for expansion of the Bronte Harbour, and the cost-benefit analysis of such an expansion. The report concluded that the demand for facilities was very high and that Bronte had the potential for providing the necessary facilities. The final concept design of the harbour was selected and built.

Oakville Market Study (Realty Research Group Ltd., 1986)
The Oakville Market Study, which generally focuses on Oakville as a whole, referred to the amount of commercial growth expected in Bronte. This study however, justifies its estimations for commercial growth stating, “it would be difficult to believe that future additional growth in Oakville, which will be occurring in the extreme north, northeast, and northwest sectors, could be attracted to at least two of the three sub areas – Kerr Street and Bronte.” In any case, a hypothetical model for the distribution of commercial growth is developed for Bronte. While these predications are taken into consideration, more recent work completed as part of the technical review for the BVRS is more applicable, as the projections estimated as part of the 1986 study will soon expire.

Bronte Central Business District Plan (1987)
The purpose of the Bronte Central Business District Plan (1987) was to provide concepts and criteria to guide the future development of Bronte Village at a time of continuing development pressure. The report contains long-term development concepts and strategies, streetscape design proposals, and development guidelines for private developments. It takes into consideration all reports done to date and presents a consolidated plan from these issues. As part of this Plan, extensive work was done to understand and progress the concept of ‘village character’, a term still strongly relevant in all planning work done to date, in order to identify a clear direction for Bronte. The developed directions lead to the reaffirmation of preserving Bronte’s historic and contextual character, for future development in sympathy with this historic character, enhancing Bronte’s waterfront context geographically, recreationally and naturally, and introducing the importance of landscaping within the village fabric.

Bronte Quadrangle Land Use Study (1993)
The Bronte Quadrangle Land Use Study was undertaken to determine the appropriate use of the lands bounded by Bronte Road, Marine Drive, Ontario Street, and Jones Street because of the Town’s acquisition of lands within this boundary, and Council direction to undertake the study in February 1990. To implement the study, a Bronte Quadrangle Study Committee was formed to determine the land uses for the area and the extent of public interest in the land use component. Through extensive consultation work and review of land use planning issues, a strategy for the land was developed. The recommended plan was to protect the village character, enhance commercial activities, allow flexible residential development, and contribute space for social/cultural uses.
Appendix D – 2005 Vision and Study Outline

Excerpt from LRP 004/05 (Appendix A), March 2, 2005 for at P&D/C March 21, 2005

DEVELOPING A VISION FOR BRONTE VILLAGE: Bronte Village Revitalization Study

The Bronte Village area has a character and flavour that is unique in Oakville and that exhibits a diverse range of community assets including access to the waterfront, an established residential area, significant heritage resources, and a successful commercial area.

For the purposes of the study, the Bronte Village area will consist of the lands located within the area bounded by West River Street, the lakefront, Sovereign Street and East Street. This area is generally coincident with the Bronte Village Community Improvement Area as outlined in the Official Plan. This area is comprised mostly of C3R, C2, 05 and residentially zoned lands.

Purpose and Study Objectives:
The overall purpose of the Bronte Village Revitalization Study is to prepare a vision for the Bronte Village area and to incorporate the vision in the various planning tools and documents. The Revitalization Study will assess the key issues and opportunities affecting the Bronte Village area and will propose strategies and approaches to dealing with these issues and opportunities.

Study Components:
The Bronte Village Revitalization Study involves the following:

Phase 1: Visioning Workshops
A visioning exercise will be undertaken to define a comprehensive vision for the redevelopment of Bronte Village. The key issues to be addressed in the visioning exercise are:

- the role of waterfront and harbour including opportunities for public access, recreational and commercial use;
- the role and scale of retail, service commercial and office development (neighbourhood, community wide, town wide, tourist);
- the role and scale of residential development in Bronte Village including the type, density, height, location and overall form of development;
- the preservation and treatment of heritage resources
- the role of live/work developments
- the role and function of Lakeshore Road and other roads
- the urban design character of the Village.
The visioning exercise will also address the current development application submitted for the Bronte Quadrangle lands that are bound by Bronte Road, Ontario Street, Jones Street, and Marine Drive.

Phase 2: Municipal Studies
The Revitalization Study will include the following key elements:

(i) Commercial Parking Study

- As part of the Town’s Commercial Parking Study, a review of parking issues in Bronte Village is being undertaken. The study will assess the Town’s off-street parking standards, the use of parking exemptions under Section 40 Planning Act and need and cost/benefit of public parking facilities. The study is expected to be completed in early 2005.

(ii) Commercial Policy Review

- In 2005, the Town will complete a Town wide Commercial Policy Review that will assess the amount, type, location, and function of existing and future retail and service commercial land. The results of this study will be utilized in assessing the need and location of retail and service commercial lands in Bronte Village.

(iii) Urban Design Strategy

- An Urban Design Strategy will be prepared to guide future commercial, mixed use and residential development that is consistent with the Bronte Village Vision.

(iv) Traffic Issues

- A review will be undertaken of any traffic issues affecting Bronte Village including the function of Lakeshore Road and the possible closing of Ontario Street and Bronte Road for pedestrian and parking purposes.

(v) Heritage Resources and Strategy

- Heritage resources within Bronte Village will be identified and a strategy will be prepared to address their long term preservation and protection.
(vi) **Official Plan Policies and Zoning Regulations to Implement the Bronte Village Vision**

- The Official Plan and Zoning By-law will be reviewed and amended accordingly to implement the Bronte Village vision.

(vii) **Community Improvement Area Boundaries and Projects**

- The boundaries of the Bronte Village Community Improvement Area will be assessed and the Official Plan will be amended, where appropriate.
- Potential projects to be completed under the Community Improvement Area program will be identified.

(viii) **Identify Private Redevelopment Opportunities**

- Areas with the potential of redevelopment will be identified within Bronte Village. Strategies will be developed to assist and encourage private land owners to rehabilitate or redevelop their properties, especially in high profile (target) locations.

(ix) **Implementation Strategy**

- An implementation strategy will be prepared to identify the various public sector and private sector initiatives that will be implemented following the approval of the Revitalization Study.

**Phase 3: Components to be Done by the BIA and Others**

The BIA and other organizations in the Bronte Village area have projects underway or planned that can contribute to the Bronte Village Revitalization Study. For example:

(i) **Streetscaping Program**

- A Streetscaping program could be undertaken to identify and co-ordinate improvements to the streetscape. This could include matters such as enhanced sidewalk treatments, street furniture, ornamental streetlights, banners, street signs and other signage, and gateway areas. These types of improvements are typically a collaborative effort of the Town and groups such as the BIA.

(ii) **Façade Study**

- The Bronte BIA is proposing to undertake a Façade Study which could result in guidelines for commercial land owners and business to use when considering storefront improvements.
(iii) **Marketing Study**

- The Bronte BIA is considering a marketing and branding program to promote businesses in the Bronte Village.

**Public Participation and Steering Committee:**

(i) **Open Houses/Public Meetings/Public Consultation**

- A series of open houses and workshops will be held throughout the Revitalization Study.
- Public comments will be solicited at key times during the study.

(ii) **Steering Committee**

- A “Steering Committee” will be established to oversee the completion of the Revitalization Study. The Steering Committee will consist of members of the Bronte District Advisory Committee, residents, landowners, business owners, ward Councilors and Town Staff.