

Council Meeting  
July 11, 2023

**Comments Received Regarding Item 9.2**

Town of Oakville Council Strategic Plan and  
2023–2026 Action Plan



July 6, 2023

Corporation of the Town of Oakville  
1225 Trafalgar Road  
Oakville, ON L6H 0H3

Dear Mayor Burton and local Councilors,

### **The Strategic Plan and How Downtown Oakville See the Future**

The Downtown Oakville BIA has overviewed the amazing rejuvenation of our beautiful Downtown over the past 3 years. More beautiful, more community oriented, more interactive, and of course, more and better merchants, restaurants and professional services than ever before.

Our partnership with the Town of Oakville is stronger than ever. We genuinely appreciate the support we have received from so many members of the Town's employees and leaders. As we work towards our Strategic Plans goal of becoming the best downtown in Canada, and being the 'best part of your day', we believe it's important to share with you our views, goals and hopes for the Strategic Plan you are creating for the Town.

Below are a number of initiatives and ideas that we hope will find 'light' within your Strategic Plan:

1. Moving forward as fast as possible to approve and **build the new Cultural Hub**. Around North America and the world, the best cities attract their community and visitors to the core through cultural activities and events.
2. **Renovating the Town Square in 2024**. This is the last, and most important, beautification addition to Downtown Oakville. Already approved, this will raise the bar on the overall experience for our community and visitors.
3. **Build the new parking garage**. Last year, we attracted over 7 million visitors to Downtown Oakville and it continues to grow every month. Providing a place to park easily is a reality for any customer experience to go well and will support the success of revitalized Cultural facilities. Additionally, it would support pedestrian only zones in the future downtown benefiting the entire community.

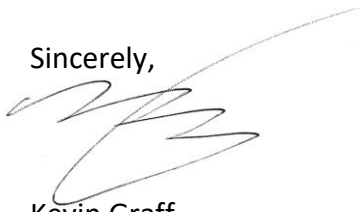
4. **Run a Town sponsored event in Downtown Oakville.** The Town does a great job of running events of various sizes around the city. Our request is to consider running a significant event in Downtown Oakville, which is the heart of our city.
5. **Establish and implement a larger Mobility Strategy.** We need comprehensive solutions for how we can move people beyond cars. A “best part of your day” strategy requires a seamless mobility strategy so that accessing downtown is simple, fast and efficient.

As part of this mobility strategy, the following needs to be considered:

- a. How can we move people directly from the Go Station to Downtown Oakville as quick as possible? This is important for customers, but also staff who travel in from other cities. A direct route to/from Downtown is becoming essential.
  - b. How do we move people from/to North Oakville and the soon to be realized Mid-Town?
  - c. An East/West transportation (bus) service is of high importance.
6. **Improve the Density Downtown.** The most successful Downtowns have more residents and commercial offices right in their core. Driving the success of downtown with the current number of residents living downtown, and offices, supplemented with tourist traffic, has limitations. We support the approval and execution of projects consistent with the Official Plan to support the vibrancy and success of downtown.

As you work towards building a strategy that will continue to elevate our Town, your consideration of our points above would be greatly appreciated.

Sincerely,



Kevin Graff

Downtown Oakville BIA, Chairperson.

On behalf of the entire Board of Directors.