

Council Information Memo

To: Mayor Burton and Members of Council

From: Chris Mark, Director Parks and Open Space

CC: Jane Clohecy, CAO,
Paul Damaso, Commissioner Community Services

Date: February 28, 2025

Subject: Bronte Waterfront Strategy

As part of the 2025 capital budget, a project entitled *Bronte Waterfront Strategy* was approved and will be implemented by the Parks and Open Space department. The intent of the project is to deliver actions that are well defined, achievable, enhance community connectivity, and tangible such they can be referred to the 10-year capital forecast and implemented in accordance with Council priorities and available budgets. Hence, it is important the project is well scoped to achieve the maximum results. The scope for the Bronte Waterfront Strategy includes;

Study Scope

1. Connection of the Inner and Outer Harbours to the Village.
2. Four season activation of the Bronte Heritage Waterfront Park (i.e., skating loop, winter lights, public market, arts, culture, and heritage uses such as installing a replica lighthouse at the pier).
3. Confirming a preferred use for the Metro Marine building and the space immediately around the building. Included in this item is a consideration of relocating OMSAR and some Town Marina services to the Metro Marine building and identifying any cost and marina operation impacts if current uses are changed. (ie working marina vs recreational marina)
4. Confirm whether the Bronte Boathouse Building can support other uses or amenities in addition to the current restaurant and banquet facility.

5. Investigate improved wayfinding signage to connect the Bronte Harbour to Bronte Village. Ensure alignment of this process with the Bronte Streetscape Study recommendations.

Area of Study

The study area is limited to the public realm edges of the waterfront (West River Street to East Street).

Out of Scope

- Consideration of the Bronte Harbour Yacht Club will be reviewed as part of the Harbours Business Plan in 2027.


Expected Study Outcomes

Recommendations Related to:

- A range of options, with order of magnitude cost estimates, to connect the inner and outer harbour in Bronte.
- A list of feasible amenities and programming options to animate the Bronte waterfront year-round, including order of magnitude cost estimates and identified PMR's (People Most Responsible) to advance the initiatives.
- Confirmation of a preferred use for the Metro Marine Building and the space immediately surrounding it, with order of magnitude cost implications for any recommendations (i.e., lost revenue from marina storage operations) and any other potential impacts to Marina and Harbour operations.
- Confirmation of preferred 'permanent uses' for the Bronte Boathouse with consideration for the uses that are currently supported within the facility.
- A list of recommendations to improve visitor awareness of the Bronte Waterfront amenities and Village through an improved Wayfinding signage program in alignment with the recommendations from the Bronte Streetscape Study.

If you have any questions or comments regarding the scope of the project, please do not hesitate to contact the undersigned at your convenience.

Thank you



C. Mark
Director, Parks and Open Space
Ext. 3111
chris.mark@oakville.ca