



## REPORT

### Planning and Development Council

Meeting Date: September 22, 2025

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**FROM:** Planning and Development Department

**DATE:** September 9, 2025

**SUBJECT:** Bronte Village and Kerr Village Streetscape Studies

**LOCATION:** Bronte Village Growth Area and Kerr Village Growth Area

**WARD:** Ward 1 and Ward 2 Page 1

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#### RECOMMENDATION

1. That the findings of the *Bronte Village Streetscape Study and Kerr Village Streetscape Study*, as detailed in the staff report dated September 9, 2025, be endorsed; and
2. That Budget Committee consider the future capital costs of the Bronte Village and Kerr Village Streetscape Studies through the 2026 budget process and identify street improvement priorities for the 10-year capital forecast, and,
3. That the Bronte Village and Kerr Village Streetscape Studies be implemented through the review and approval of planning and development applications within the Growth Areas, and through the detailed engineering design and construction of subject streets.

#### KEY FACTS

The following are key points for consideration with respect to this report:

- The Bronte Village Streetscape Study (BVSS) and Kerr Village Streetscape Study (KVSS) were initiated in early 2024; they are now complete and recommend a streetscape plan for each study area.
- The BVSS was conducted in parallel and collaboratively with the Bronte Road One-Way assessment which studied whether to make Bronte Road a permanent one-way street going south between Lakeshore Road West to Marine Drive.

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- Several earlier initiatives served as background to the BVSS including the Environmental Study Report Lakeshore Road West Improvements – Mississauga Street to Dorval Drive (2021), Cultural Heritage Landscape Strategy Implementation – Phase Three: Conservation Plan Bronte Harbour and Bluffs (2022), and influenced the KVSS including the Speers Road Class EA (2009), Downtown Oakville Streetscape Masterplan (2015), Kerr Street Grade Separation (2019).
  - Existing policy and standards provide the foundation for the BVSS and KVSS including Livable Oakville (2009), Downtown Transportation and Streetscape Study (2015), Active Transportation Master Plan (2017), Transportation Master Plan (2018) (Draft 2025), Livable by Design Urban Design Manual (2019), Livable by Design Urban Design Manual (Part B): Urban Design Direction for Bronte Village Growth Area and Urban Design Direction for Kerr Village Grown Area (2019).
  - Extensive public consultation assisted in informing the streetscape plans design direction and decisions.
  - The final BVSS is provided in Appendix A and the final KVSS is provided in Appendix B
  - The BVSS incorporates several transportation related items, including the one-way street segment on Bronte Road. Lakeshore Road West includes the removal of the centre turn lane and right turn lanes, the addition of on-street parking, the protection of bikeways and the removal of the slip lanes at the Bronte Road intersection.
  - The KVSS incorporates several transportation related items. Kerr Street includes addition of pedestrian bump-outs. Lakeshore Road West includes pedestrian bump-outs, the removal of the centre turn lane and right turn lanes, the protection and expansion of bikeways and the addition of on-street parking.
  - The BVSS and KVSS incorporate several elements to create a high-quality streetscape, including wide sidewalks, street trees in open and closed tree pits with sub-surface soil cells, enhanced boulevard materials, street furnishings and fixtures and barrier-free pedestrian infrastructure.
  - To implement a high-quality streetscape, the BVSS and KVSS identifies potential road widenings on Lakeshore Road West and Kerr Street in narrow locations not currently aligned with the right-of-way width and functional classification criteria contained in Table 4 and 5 of the Official Plan.
  - The implementation plan for the BVSS and KVSS will be prioritised and scheduled for construction based on asset renewal, co-ordination of adjacent infrastructure projects, among other factors. The implementation plan will be presented as part of the 2026 capital budget and forecast for Council's consideration.

## BACKGROUND

The purpose of this staff report is to present the final Bronte Village Streetscape Study (BVSS) and Kerr Village Streetscape Study (KVSS) for Council endorsement, to be implemented during capital improvement projects and through private development applications.

During the April 25, 2022 meeting of Town Council ([Item 15.1](#)), a notice of motion was passed requesting staff to report back, through the 2023 Budget process, on cost and process to retain a consulting team to develop streetscape design plans for Kerr Village and Bronte Village Growth Areas, and scoped detail design streetscape work in Downtown Oakville Growth Area. A streetscape design review generally includes an inventory and analysis of the study area, public consultation and development of public realm framework, streetscape, and implementation plans.

At the January 26, 2023, meeting of the 2023 Budget Committee, staff presented a report titled *Streetscape Improvements in Downtown Oakville, Kerr Village and Bronte Village* that outlined the proposed scope of work, the requested budget to engage a consulting team, and the expected outcomes. During this meeting, a request was made to incorporate the entire Bronte Village Growth Area into the project scope and that staff report back on implications to the overall timing and budget.

At the February 21, 2023, deliberations on the [2023 Capital and Operating Budget](#), staff provided [Appendix K](#) in response to the above-noted request for an expansion to the scope of the Bronte Village study area.

Due to the expanded scope of work required to complete and present to the public additional streetscape and cycling network options, the BVSS incurred further consulting fees. The increase in budget was approved as part of the 2025 Budget.

Preparation of the additional options and the necessary coordination of the BVSS with the Bronte Road One-Way assessment delayed finalization of the BVSS by approximately six months. While the KVSS has stayed within its original budget, due to the interdependencies of the two studies, completion of the KVSS was similarly delayed.

Several earlier and concurrent undertakings influenced the initiation of the BVSS and KVSS, which include:

- infrastructure renewal projects such as,
  - for Kerr Village: *Speers Road Class EA (2009)*, *Downtown Oakville Streetscape Masterplan (2015)*, *Kerr Street Grade Separation (2019)*, and *Kerr Street Pavement Resurfacing (2023)*; and

- for Bronte Village: *Environmental Study Report Lakeshore Road West Improvements – Mississauga Street to Dorval Drive (2021)* and *Lakeshore Road West Improvements (2025)*.
- studies and master plans, such as,
  - town wide: *Parking Management Strategy (2024)*, *Active Transportation Master Plan (2017)*, and *Transportation Master Plan (2018) (draft 2025)*; and
  - for Bronte Village: *Harbours Master Plan (2018)*, *Bronte Commercial Parking Expansion Initiative (2025)* and *Bronte Village CPP By-law (2025)*.
- urban design initiatives such as *Urban Design Direction for Bronte Growth Area (2018)* and *Urban Design Direction for Kerr Village Growth Area (2018)*.

### **Study Areas**

The BVSS focused on the two primary commercial main streets in Bronte Village, Lakeshore Road West and Bronte Road. The study area also includes primarily residential neighbourhoods in and around Bronte Village, public open spaces and natural heritage areas.



*Figure 1: Aerial photo of Bronte Village Growth Area and streetscape study boundary outlined in red.*

The KVSS is focused on the two primary commercial main streets within the growth area, Kerr Street and Lakeshore Road West. The study area, outlined in red on Figure 2 below, includes public open spaces, institutional facilities, commercial establishments and residential uses.

Of note, the area of Kerr Village located north of Speers Road was assessed through the Speers Corridor study, the Kerr Grade Separation project, and the planning application on the northwest corner of the Kerr/Speers intersection. The study direction will be applicable in these areas at the time of detail streetscape design in these locations for consistency.



*Figure 2: Aerial photo of Kerr Village Growth Area and streetscape study boundary outlined in red.*

**Study Objective**

The objective of the BVSS and KVSS is to create designs, plans and cross-sections for the Bronte Village and Kerr Village streetscapes that will be used in the

implementation of town capital initiatives and to guide requirements for any private development within the study area.

The studies progressed concurrently through the following phases:

- evaluating the study areas, including their broader geographic context, to identify opportunities and constraints.
- Completing comprehensive assessments and preparing public realm frameworks for both study areas to establish a hierarchy of spaces, foster placemaking, prioritize key uses and users, identify potential synergies, and identify the essential streetscape elements.
- Consulting with department staff and public to inform design decisions.
- Completing conceptual streetscape plans for each study area and refining the designs based on public consultation and interest holder inputs.
- Preparing a public realm framework, final streetscape design plan, and streetscape implementation strategy for both study areas.

### **Study Initiation**

The BVSS and KVSS were initiated in early 2024 with the assistance of the consulting firms of The Planning Partnership (TPP), LEA Consulting and Gabriel Mackinnon. TPP is the projects lead consultant whose area of expertise include Landscape Architecture, Urban Ecology, Urban Design, Public Consultation, Policy Review, Sustainability Guidelines, Master Planning and Feasibility Studies. LEA Consulting and Gabriel Mackinnon provide expertise in transportation and lighting, respectively.

A core staff team was formed with representatives from Planning and Development and Transportation and Engineering.

Town staff from key departments participated as subject matter experts: Central Operations, Roads and Works, Asset Management, Economic Development, Finance, Parks and Open Space (including Urban Forestry), Recreation and Culture, Municipal Enforcement and Oakville Transit.

## COMMENTS

### Conducting Inventories and Analysis

In April 2024, site walks were conducted in each of the study areas by core staff and consulting team to observe and understand the study areas context and character, as well as to identify attributes, opportunities and obstacles for further assessment. During this inventory and analysis phase, an inventory of existing physical, natural and cultural elements was performed including a review of relevant town policies and standards to ensure implementation and alignment, including Livable Oakville Official Plan, Livable By Design | Parts A and C, Urban Design Direction for Bronte Village Growth Area, Urban Design Direction for Kerr Village Growth Area, Active Transportation Master Plan, Transportation Master Plan and the Harbours Master Plan.

### Forming Guiding Principles

From a policy and masterplan context and from multiple field assessments, five foundational guiding principles were established, representing desired outcomes and best practice work.

These principles guided the decision-making and design of the streetscape plans for Bronte Village and Kerr Village.

- Create Complete Streets
  - Complete streets provide safe, attractive and comfortable travel for users of all ages and abilities: pedestrians, cyclists, transit users and motorists. Complete streets accommodate the mobility, social and recreational needs of their users.
  
- Deliver Context Specific Design
  - The villages will be distinguished from their surroundings as unique and special places within the town. Streetscape design will reflect the contextual character of land uses, built form landscape, open spaces and views as framing elements. The streetscape designs will establish visual cues and connections for place-recognition and create a greater sense of cohesiveness.
  
- Incorporate Green Infrastructure
  - Green infrastructure manages rainwater by protecting and mimicking the natural water cycle. It uses soils, plants, trees, structural planting cells and engineered systems to capture, store and filter urban runoff.
  
- Make Accessible for All

- All aspects of the public realm, including access to buildings from the sidewalk, will be designed to accommodate all users, regardless of age or ability. Streetscape design shall comply with the *Accessibility for Ontarians with Disabilities Act (2005)*, by removing physical barriers.
- Create a Vibrant and Engaging Public Realm
  - Streetscapes will be designed with clear zones for tree planting and furnishings, a pedestrian clearway for consistent and predictable movement on the sidewalk and merchandising/eatery area along building fronts. An engaging public realm brings people together, creating flexible spaces that are the outdoor living room of community life in every season and for daily activities and special events.

### **Developing a Public Realm Plan**

The studies comprise two primary components, the Public Realm Plan and the Streetscape Design Plan. The Public Realm Plan is developed first, led by the guiding principles, that then informs the subsequent Streetscape Design Plans, which provide more detailed design direction later in the process.

Based on an analysis of the inventoried elements the consulting team developed Public Realm Frameworks for each study area. The frameworks establish at the district scale, a hierarchy of spaces that serve different roles catering to different types of users at various times, a hierarchy of streets and connections each with distinct design standards, and placemaking elements that contribute to unique memorable environments.

The key components of the Public Realm Framework include: Character Areas, Street Hierarchy, Cycling Network, Public Green Space / Open Space, and Gateways. Together these elements combine to form the Public Realm Plan, illustrating how each layer of the public realm supports and reinforces the others to shape distinctive district identities.

The Public Realm Plan can be found in section 4.0 of the BVSS (Appendix A) and section 4.0 of the KVSS (Appendix B).

In the **Bronte Village** study area, the Public Realm Plan identifies the following:

- Character Areas: There are six unique character areas identified, consisting of Main Street District, River Residential, Sovereign Street, Marine Drive, Waterfront and West Harbour.
- Street Hierarchy: Three types of streets, comprised of main streets, local residential streets and waterfront streets. Lakeshore Road West and Bronte

Road are primary main street corridors with high pedestrian traffic and spaces to support successful retail businesses. The local residential streets connect neighbourhoods to surrounding amenities. Ontario Street is a waterfront street abutting the length of Bronte Heritage Waterfront Park providing views to Lake Ontario and Bronte Creek.

- **Cycling Network:** The existing cycling routes to and through Bronte Village will be maintained and enhanced based on the Transportation Master Plan (TMP) (draft 2025) and principle of achieving complete streets. The existing dedicated bike lanes on Lakeshore Road West will be converted to physically separated cycling facilities (cycletrack) to improve cyclist safety, comfort and adhere to *OTM Book 18 – Cycling Facilities* guidelines. West of Bronte Road multi-use paths on both sides of the road are proposed from West River Street to Bronte Road to connect with the proposed future MUP on Bronte Road north of Lakeshore Road West. The planned TMP signed bike routes south of Lakeshore Road West on Bronte Road, Ontario Street and East Street will be implemented. The segment of Bronte Road, between Lakeshore Road West and Marine Drive that is proposed to become one-way for south-bound traffic only, will require a contra-flow bikeway to accommodate cyclists travelling northbound.
- **Public Green and Open Spaces:** Bronte Village is surrounded by significant public green space from Riverside Park and Bronte Harbour to the west, Bronte Heritage Waterfront Park to the south and Bronte Athletic Park to the east. There are opportunities to enhance small existing green spaces throughout the study area and wider boulevards along Lakeshore Road West will accommodate street tree plantings and space for seating and gathering. Bronte Market Square is a flexible open space to host community events.
- **Gateways:** Gateways provide an opportunity to incorporate streetscape elements and artistic features that enhance the sense of arrival to Bronte Village. Gateway locations for Bronte are identified in the Livable Oakville Official Plan.

In the **Kerr Village** study area, the Public Realm Plan identifies the following:

- **Character Areas:** Five character areas were identified, consisting of Main Street Lakeshore & Kerr South, Civic, Main Street on Kerr, Residential on Kerr, Upper Kerr, Residential – Normandy, Residential – South of Rebecca.
- **Street Hierarchy:** There are three types of streets, main streets, local residential streets and park side streets. Kerr Street and Lakeshore Road West are primary main street corridors with high pedestrian traffic and spaces to support successful retail businesses. Bond Street is identified as park-side flex street with future place-making opportunity.

- **Cycling:** The existing cycling routes to and through Kerr Village will be maintained and enhanced based on the draft TMP and principle of achieving complete streets. Kerr Street's existing signed bike route will be maintained, as the existing right-of-way width cannot accommodate the addition of dedicated bike lanes. The existing dedicated bike lanes on Lakeshore Road West will be converted to physically separated cycling facilities (cycletrack) to improve cyclist safety, comfort and adhere to *OTM Book 18 – Cycling Facilities* guidelines and a segment from Forsythe Street to Kerr Street will be added to fill an existing network gap. Bikeways on Speers Road are recommended as per the TMP. Existing bike lanes and sharrows on Randall Street should remain.
- **Public Green and Open Spaces:** Kerr Village is surrounded by parks and open spaces, incorporating the larger Trafalgar Park and Westwood Park, and smaller green spaces such as Normandy Parkette and other slivers of privately owned green space that connect to and enhance the public realm. Heritage Square provides a centralized gathering space for the district. Westwood Park serves as a site for local festivals and celebrations.
- **Gateways:** Gateways provide an opportunity to incorporate streetscape elements and artistic features that enhance the sense of arrival to Kerr Village. Gateway locations for Kerr are identified in the Livable Oakville Official Plan.

### **Engaging in Public Consultation – first round sessions in June 2024**

Prior to the public consultation sessions, feedback was gathered through one-on-one interviews held on June 3, 2024. Interested residents and groups were invited to share their perspectives directly with the consultant team. A dedicated project webpage was also launched to provide easy access to meeting dates, presentation materials, and updates.

Consultation efforts targeted a range of local stakeholders, including residents, residents' associations, business owners, BIAs, and other community members. Two Public Information Centres (PICs) were held: One in Bronte Village on June 26, 2024, and another in Kerr Village on June 27, 2024. Each session included a presentation covering the study area's inventory and analysis, the public realm framework, and a draft streetscape plan, followed by small group discussions.

The meetings provided an overview of the streetscape study, including the study boundaries and preliminary findings. A key message emphasized that all recommendations would align with the Town's Official Plan and relevant policies. Opportunities were identified in both areas to unify the streetscape and enhance

pedestrian amenities and planting. Precedent images were shared to illustrate potential streetscape treatments and design elements.

The consultation process was essential for validating and expanding the study team's understanding of opportunities and constraints in each area. During the meeting, participants shared comments and questions on a range of topics, including parking and traffic, community identity, public spaces and amenities, streetscape enhancements, connectivity and infrastructure, wayfinding and signage, as well as safety and maintenance.

To document progress and public input, the consultant team produced a series of "What We Heard" reports. These reports served both as a public resource and a tool for integrating feedback into subsequent project phases. They are included as appendices in the Streetscape Study documents.

### **Creating Preliminary Streetscape Design Plans**

The Public Realm Plan set the stage for the Streetscape Plan. The Streetscape Plan illustrates the finer design details, such as the configuration of street trees and other landscape materials, special paving, lighting, street furniture, wayfinding, public art, on-street parking, travel and bike lanes. These elements work together to create a vibrant streetscape, one that accommodates all ways of traveling, supports business success, and provides amenities and comfort for pedestrians and all users.

The consultant team produced several preliminary streetscape concepts for the study areas. Through plans, sections and diagrams they illustrated concepts and options for the placement of streetscape components and proposed furnishing materials. Concept options were vetted by the core staff team and broader range of internal department representatives for technical and operational review and comments prior to presenting to the public in the next round of PICs.

### **Engaging in Public Consultation – second round sessions in September and October 2024**

Following the development of the Public Realm Plan and preliminary Streetscape Plan options, a second round of public consultation was held to gather input on preferences and constraints, helping to refine the final plans collaboratively with the community.

Engagement again focused on key stakeholders, including residents' associations and local business improvement areas. Two Public Information Centres (PICs) were held, one in Bronte Village on September 25, 2024, and the other in Kerr Village on October 3, 2024. Each session included a presentation of public feedback received

to date, draft public realm concepts, and emerging streetscape designs, followed by small group discussions.

In Bronte Village, key messages highlighted options to improve green infrastructure and pedestrian experience along Lakeshore Road West by removing the continuous centre turn lane. Alternatives showed trade-offs between maximizing on-street parking and expanding boulevards for planting and pedestrian space. All concepts retained dedicated bikeways.

In Kerr Village, concepts focused on enhancing pedestrian safety through intersection bump-outs and improving accessibility by removing large planters that obstruct sidewalks. Designs illustrated how barrier-free access to retail could be achieved while maintaining a cohesive streetscape.

### **Engaging in Public Consultation – third round session in Bronte Village in June 2025**

A third round of public consultation was held in response to specific feedback on the preliminary Bronte Village Streetscape Plan. The project team was asked to further assess alternatives to the existing bike lanes on Lakeshore Road West, opportunities to increase on-street parking, intersection improvements at Lakeshore Road West and Bronte Road, and the permanent conversion of a one-block segment of Bronte Road to one-way southbound traffic.

The third Public Information Centre (PIC) took place on June 25, 2025. It included a presentation of three cycling network options, proposed removal of the continuous centre turn lane on Lakeshore Road West, a revised intersection layout, and the Bronte Road One-Way assessment. Attendees then participated in small group discussions. Concurrently, Municipal Enforcement staff hosted a panel presentation to answer questions about the Bronte Commercial Parking Expansion project.

#### **Cycling Network Options**

In response to concerns regarding the existing bike lanes, staff developed three alternative cycling network options. These explored east-west bikeways on Lakeshore Road West, Marine Drive, and Ontario Street, and north-south connections via Bronte Road and East Street. Key considerations included impacts on parking, travel distance and time, and cyclist safety.

Primary findings of this analysis:

- Marine Drive: Reduces existing on-street parking.
- Ontario Street: Affects mature trees and reduces parking on Bronte Road.
- Lakeshore Road West: Preserves the most parking, offers the shortest and most direct route, and supports a protected cycle lane between parking and the sidewalk.

Maintaining bikeways on Lakeshore Road West aligns with the Town's complete streets approach, promoting safety, active transportation, and a vibrant public realm. Removing bike lanes to increase vehicle speed would compromise pedestrian safety and the main street retail environment.

To support the Bronte Road one-way conversion, the plan includes a northbound protected contra-flow bikeway and a shared southbound lane from Lakeshore Road West to Marine Drive.

#### Continuous Centre Turn Lane Removal

Eliminating the continuous centre turn lane on Lakeshore Road West allows space to be reallocated for on-street parking, a separated bikeway, and wider pedestrian boulevards. This change addresses safety and operational concerns while supporting a balanced, multimodal streetscape.

#### Intersection Improvements

The intersection of Lakeshore Road West and Bronte Road has a skewed geometry. To ensure pedestrian convenience and line-of-sight, proposed changes are focused on shortening the pedestrian crosswalks by removing right-turn channel lanes at the northwest and southeast corners, eliminating the westbound right-turn lane, and restricting Bronte Road to southbound traffic only.

The Bronte One-Way assessment found that by 2028, during the peak afternoon hour, westbound right-turn traffic may exceed available storage, causing queue spillback to Jones Street. This level of congestion is typical in urban and downtown areas.

#### Bronte Road (segment) Conversion to One-Way Vehicle Travel

The [Bronte Road One-Way](#) assessment studied whether to make Bronte Road a permanent one-way street going south between Lakeshore Road West to Marine Drive. A separate transportation engineering consultant conducted a detailed study on converting Bronte Road to one-way southbound between Lakeshore Road West and Marine Drive. The study evaluated traffic flow, safety, and network connectivity, including the impact of redirecting northbound traffic.

On August 11, 2025, Council adopted Transportation and Engineering staff's recommendation to maintain this segment as one-way southbound.

#### Creating Final Streetscape Design Plans

The Streetscape Design Plans emerged from the Public Realm Plans with greater detailed design guidance for the future streetscape conditions within the public rights-of-way. The Plans are intended to guide future investment in tree plantings,

street furniture, surface treatments and public amenities, such as public art, wayfinding, and places to gather. The Design Plans establish the overarching vision for the public streets to focus on placemaking and people, and make the streets more accessible, walkable, functional, sustainable, inclusive, and visually appealing.

Streetscape improvements will focus on organizing the street and placing emphasis on the quality and experience of the pedestrian realm. This includes generous sidewalks, places to sit, opportunities for public art, greening, and a coordinated and high-quality palette of street furnishings.

The development of streetscape design plans in commercial districts often requires balancing competing interests, whether physical, spatial, social, or economic. This dynamic was evident throughout the engagement processes for both the BVSS and KVSS. Key areas of contention included the allocation of boulevard space for pedestrians, retail activities, and planting, versus the needs of vehicles and on-street parking, and the accommodation of cyclists on the roadway. These interests compete directly for the limited space available within the public right-of-way.

Through workshops and public consultation, the BVSS and KVSS each propose a preferred streetscape design plan for their respective study areas. These plans represent a best effort approach to reconciling the diverse and often conflicting priorities identified during the engagement process.

To reduce stormwater runoff and maximise street tree planting in a constrained hardscaped urban context, below grade soil cell systems are proposed. Soil cells will provide street trees with soil volumes to town standards, to support healthy tree growing environments and absorb stormwater. Open tree planters will be utilized to the greatest extent possible; however, covered tree pit openings will be used where space is limited.

The streetscape design plans demonstrate the general layout of the streetscape works within the limits of the study areas. Detailed street segments are also provided which illustrate the prototypical design concept for that segment, showing street trees, soil cells, paving, furniture and special features. While the prototypes show the intended landscape design, each will be further reviewed and may be slightly adjusted based on site-specific conditions during the detailed design and construction phases. Refer to the final Streetscape Design Plans found in section 6.0 of the BVSS (Appendix A) and section 5.0 of the KVSS (Appendix B).

The following is a summary of the key directions for each study area.

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## Bronte Village Streetscape Design Plan Key Directions

Lakeshore Road West and Bronte Road are the primary main streets with pedestrian activities supporting commercial activities and providing connections to community amenity spaces and destinations.

Lakeshore Road West and portions of Bronte Road will have the most transformative streetscape configuration and treatments. The residential streets within the study area will remain relatively the same, except where they intersect with the main streets.

### Lakeshore Road West Design Approach

Lakeshore Road West, between Bronte Creek and East Street, will shift from a car-dominated corridor to a complete and more balanced street that welcomes and supports the movement of pedestrians, cyclists, transit riders and motorists. The following modifications will achieve the street and streetscape improvements:

- The existing continuous centre two-way left turn (CTWLT) lane will be removed to accommodate on-street parking without reducing the pedestrian boulevards on the north and south sides of the corridor, which is estimated to increase the parking supply by 50 to 60 additional spaces. It is important to note that while the CTWLT lane will be removed, left turn lanes at the intersections will be maintained.
- Lakeshore Road West is proposed to have a 26-metre-wide right-of-way, consistent with the recommendations of the Lakeshore Road West Improvements Environmental Study Report (Mississauga Street to Dorval Drive), which was presented to Council in 2021. This proposed width also aligns with the right-of-way and classification criteria outlined in Tables 4 and 5 of the Official Plan.

Currently, the right-of-way between Bronte Creek and East Street varies significantly, ranging from 20 to 28 metres. To achieve a consistent 26-metre width and support the development of a high-quality streetscape, including wide pedestrian sidewalks and continuous tree-lined boulevards, additional land will be required in narrower sections.

This segment of Lakeshore Road is designated as a “special right-of-way” in the Official Plan. An impact analysis is required to support land acquisition. The 2021 Environmental Study Report fulfills this requirement, and therefore, no Official Plan Amendment is necessary.

To date, additional lands were secured through redevelopment approvals. Any additional right-of-way lands required to achieve the proposed 26-metre-wide right-of-way will be determined during the detailed design.

- Protected bikeways are positioned between the on-street parking stalls and the planting and pedestrian zones of the boulevard. The bikeway will be level with the sidewalk and does not require bollards as the curb along the parking stalls will prevent vehicle encroachment. Bikeways in this location decrease the likelihood of cyclists being 'doored' by parked motorists as the lane abuts the passenger side of the vehicle.
- Intersection improvements at Lakeshore Road West and Bronte Road shorten the pedestrian crossings, make these crossings direct and more predictable and provide space for plantings and public art at this gateway.
- In alignment with the frontage of Bronte Market Square, the decorative unit paving treatment will continue across Lakeshore Road West to the south side to connect the mid-block pedestrian mews from Sovereign Street (existing) through to Marine Drive (future), as well as to create spill-out space for attendees at special events. Creating these visual and physical connections fulfills Official Plan policies.
- At the west end of the district between West River Street and Memorial Park, the proposed wide landscaped boulevard provides space for tree planting and opportunities for public art to mark this significant gateway.
- The streetscape improvements on Lakeshore Road West and Bronte Road will incorporate the same unique paving, planting and furnishing treatments that have been installed on segments of Bronte Road, Lakeshore Road West, Jones Street and Sovereign Street with the recent redevelopment of the Bronte Village Mall site. The existing street light standards on these main streets are intended to be used, depending on condition and decisions during detail design stage.

### Bronte Road Design Approach

The Bronte Road streetscape improvements aim to enhance the pedestrian and cycling environment, strengthen the connection between the main commercial area and the harbour's cultural heritage landscape and waterfront amenities, and create inviting spaces – an outdoor living room - for public gatherings and events.

The following modifications will support these goals:

- In accordance with the approved recommendations of the Bronte Road One-Way assessment, Bronte Road will be converted to a one-way southbound street between Lakeshore Road West and Marine Drive.
- A contra-flow bikeway will be introduced to accommodate northbound bicycle traffic.
- Within the one-way segment, on-street parking will be provided on the west side. Boulevard bump-outs at intersections will reduce pedestrian crossing distances and provide space for street trees, landscaping, and other streetscape amenities. These improvements will incorporate the distinctive paving, planting, and furnishing treatments already implemented along Bronte Road as part of the Bronte Village Mall redevelopment.
- South of Marine Drive, the existing two-way vehicle configuration will remain. Lay-by parking will be maintained on both sides of the street, and a wide deck area is proposed on the west side, featuring seating and viewing stations overlooking the harbour.

Bronte Road has an existing right-of-way width of approximately 20.1 metres. The proposed streetscape improvements are designed to fit within this existing corridor, and no right-of-way widenings are anticipated for this section.

### **Kerr Village Streetscape Design Plan Key Direction**

In alignment with the street hierarchy identified through the Public Realm Plan, in Kerr Village, Kerr Street and Lakeshore Road West will have an extensive and high-quality streetscape treatment supporting commercial activities and providing connections to community amenity spaces and destinations.

Enhancements on Rebecca Street and Speers Road will focus on improving pedestrian connectivity and opportunities to add street trees and furnishings. The residential streets within the study area will remain relatively the same, except at corners that intersect with the main streets.

The area of Kerr Village located north of Speers Road was assessed through previous transportation studies associated with the railway grade separation and planning applications for the existing commercial plaza in the northwest corner of the Kerr/Speers intersection. It is intended that the design direction and proposed streetscape elements contained in the KVSS will be implemented when these existing and planned streets are constructed to ensure consistency throughout Kerr Village.

### Kerr Street Design Approach

Kerr Street streetscape improvements will organize the street, placing emphasis on the quality and experience of the pedestrian realm. This includes room for pedestrians to pause, high quality materials, places to sit, bike racks, opportunities for public art, street trees and greening, and a consistent design language to establish a distinct character for Kerr Street. Modifications include:

- Kerr Street, from Lakeshore Road West to Speers Road will consist of unique paving treatments, street lighting, furnishings, street trees and plantings and lighting.
- The majority of the curb within the right-of-way will remain in the same location; however, wider boulevards and curb bump outs are proposed at various intersections to improve pedestrian crossings, while providing on-street parking in mid-block locations. Turning maneuvers at intersections will remain unchanged.
- Decorative unit paving is proposed opposite Heritage Square, extending across Kerr Street to define a special location for events and programming.

The proposed Kerr Street cross section has a 20-metre right-of-way width. An existing right-of-way width of 20 metres is typically maintained for the majority of Kerr Street; except for an approximate 0.2 metres to 0.5 metres narrowing of the right-of-way between Stewart Street and Herald Avenue and a narrowing of approximately 1.7 metres on a property opposite the terminus of Bond Street. Additional right-of-way may be required in these existing narrow areas to achieve a consistent 20-metre right-of-way width, for the provision of wider pedestrian sidewalks and continuous tree planted boulevards. The Official Plan identifies Kerr Street as a minor collector in Table 4. To acquire the lands an impact analysis is required during detailed design. No Official Plan Amendment is necessary.

### Lakeshore Road West Design Approach

Lakeshore Road West through Kerr Village will be a continuation of the streetscape treatment implemented in Downtown Oakville to create a consistent public realm character along this traditional main street corridor.

While the designs are essentially the same, one key point of departure from what was implemented in Downtown Oakville is the opportunity to incorporate separated and protected bikeways on both sides of the corridor from Forsythe Street to Dorval Drive. Through this study, bikeways are positioned between the lay-by parking lane and the curb (as proposed on Lakeshore West in Bronte Village).

This section of Lakeshore Road West is proposed with a 24 metres wide right-of-way. An existing right-of-way width of 24 metres is typically maintained from Forsythe Street to Brookfield; except for an approximate 1m reduction on a property at the southeast corner of Lakeshore Road West and Kerr Street. West of Brookfield to Dorval Drive the right-of-way width has more variation, from approximately 22 metres to 33 metres. Additional lands may be required in existing narrow areas to achieve a consistent road centre line and 24-metre right-of-way width, for the provision of wider pedestrian sidewalks and continuous tree planted boulevards. The Official Plan identifies this section of Lakeshore Road as a 'special right-of-way'. To acquire the lands an impact analysis is required during detailed design. No Official Plan amendment is necessary.

To date, additional lands were dedicated to the town during proposed redevelopment approvals. Additional right-of-way widenings may be acquired through conditions of private development approval via negotiations with owners prior to construction.

#### Rebecca Street Design Approach

Streetscape improvements along Rebecca Street within the study area will be implemented through private redevelopment proposals on a project-by-project basis over time or through a future infrastructure renewal capital project. Public realm improvements will focus on enhancing pedestrian connectivity and movement, as well as providing additional street trees and plantings, seating and other amenities.

#### Speers Road Design Approach

Improvements along the Speers Road corridor will occur in a similar manner as described for Rebecca Street, with public realm improvements focused on enhancing pedestrian connectivity and movement and providing street trees, seating and other amenities. The new streetscape on Speers Road, will consist of standard boulevard treatment and separated bikeways.

The Speers Road corridor is identified in the draft TMP as requiring up to five lanes east of Kerr Street and six lanes west of Kerr Street through the study area. The Official Plan identifies Speers Road as a 'Multi – purpose Arterial' with a 35-metre width. No Official Plan amendment is necessary.

#### Future Considerations

During the development of the public realm plans and streetscape design plans, the study team identified various opportunities for future public and private space improvements beyond the scope of the BVSS and KVSS, which could contribute greatly to the overall character and experience.

These identified opportunities will warrant further consideration, evaluation and design direction that will be undertaken by others at a future date, as identified in the recommendations of this report. All improvements are located on public property and are subject to future budgets and capital planning.

## **Bronte Village**

### Flex Street Areas

- A flex street prioritizes flexibility and multi-functionality within the public right-of-way, as opposed to separating vehicles, pedestrians and cyclists into distinct zones. Flex streets are typically curb-less or with rolled curbing to easily transition between different uses, such as a pedestrian plaza during special events. There are many benefits with flex streets including adding to the visual and functional character of an area.

Opportunities for flex street segments include Bronte Road south of Lakeshore Road West to Ontario Street and on Lakeshore Road West as an extension of the Bronte Market Square creating a seamless pedestrian space spanning from the Sovereign Parkette, through the existing mews and urban square across the main street and eventually south to Marine Drive via the proposed mews (as set in Official Plan policy).

The draft TMP is implementing a Complete Streets Policy which will identify potential Flex Streets through a town-wide screening. Future transportation studies/analysis will be required to assess the feasibility of incorporating and operating these flex street segments.

### Creating visual connections

- Maximize the vista from Marine Drive looking west across the harbour to visually connect to the harbour. Views of the inner and outer harbour and bluffs are cultural heritage landscape attributes identified in by-law 2022-027. Public art and tree plantings within this area can frame and focus these views. During consultation, several participants advocated for pedestrian bridge connections to physically connect the open spaces along the waterfront.

### Bronte Market Square Enhancements

- Improvements include incorporating additional tree plantings at the Lakeshore Road West edge (to soften and provide shade) along with shade structures, movable furnishings and seasonal art installations.

### Multi Use Path

- While developing the cycling network options, a park side multi-use path was considered along Ontario Street as an alternative to along Lakeshore Road

West. Through future localized studies/projects, such as Harbours Master Plan and/or Transportation Master Plan updates, a park side multi-use path should be evaluated to enhance cycling connectivity along the waterfront.

#### Enhance existing green spaces

- There are opportunities to enhance or refresh existing green spaces located at Bronte Gore Park (northeast corner of Bronte Road and Lakeshore Road West), Bronte Harbour Park (adjacent to and including Memorial Park, the northeast corner of Jones Street and Ontario Street (currently used for overflow parking), Marine Drive Parkette (northwest corner of Nelson Street and Marine Drive), northwest corner of East Street and Marine Drive and existing gateway location at Lakeshore Road West and East Street.

#### Public art installations

- There are several opportunities for public art throughout the public realm of Bronte Village, particularly within public parks, at gateway locations, and integrated with the streetscape design and through private development projects. Art installations can be wide ranging, from large sculptural installations and murals, permanent and temporary installations, through to smaller moments, like special paved surfaces, and customized seating.

### **Kerr Village**

#### Heritage Square Enhancements

- Given the era the works within Heritage Square were constructed, the study identifies this public space as being ready for a refresh in the longer term. There are opportunities for additional shading, public art, removal of fixed bulky concrete planters, small gatherings and extend commercial uses and entrances along south side to spill into the space.

#### Normandy Parkette Enhancements

- Normandy Parkette is also identified for a refresh given the age of the existing works. There are opportunities for improved small seating areas, plantings and pedestrian paths.

#### Flex Street on Bond Street

- Consider modifying Bond Street, between Kerr Street and Wilson Street, as a flex street that could provide additional programmed space or pedestrian circulation during special events and could accommodate on-street parking. It is important to note Bond Street supports a transit route that must be considered in any redevelopment of this portion of Bond Street.

### Trafalgar Park Access Improvements

- Abutting Trafalgar Park on Deane Avenue, consider enhancing the boulevard with more generous pedestrian amenity and seating, highlighting the entrance location with special paving and marker.

### Linear Green Space

- Located on the east side of Kerr Street between Normandy Place and Bond Street are two large institutional properties with buildings significantly set back from the street with generous 'front lawns' that could be made more accessible by removing/setting back the current fencing and installing seating / rest areas in the shade of the mature trees abutting the boulevard. These simple modifications could significantly enhance the public realm and open the frontage of these sites to the Kerr Village community. Discussions with the property owners (the Province of Ontario and Halton Region) are required for any future considerations.

### Public Art Installations

- There are several opportunities for public art throughout the public realm of Kerr Village given the lively local arts and culture focus. With the numerous public parks, urban squares, and gateways, permanent and temporary art installations can be spread throughout the Village and provide a sense of discovery and stitch the large district together. Existing art and culture initiatives could expand throughout the public realm.

### Connections to Water Works Park

- Given the proximity of this waterfront open space, strengthening physical connections, through wayfinding elements and establishing a continuous barrier-free pedestrian route, should be explored in future projects and studies.

## **NEXT STEPS**

The BVSS and KVSS establishes the design direction for their respective study areas. It provides the broad details for the design of the paving, planting, furniture and other components that make up the streetscape. The streetscape plans are high-level design concepts in nature. While design intent must be maintained, minor changes may occur during the detailed design phase, which is the next stage in the implementation process.

It will take several years for the reconstruction of the streets within the study areas to occur. Some streets will be identified through the Capital Budget process, or as rehabilitation is required where identified through the town's Asset Management Plan. Less prominent streets may only be reconstructed as redevelopment of private

properties is undertaken. Overall, the various streets will be noted through the 10-year capital forecast and as funds are earmarked through the Town's budget review process.

High-level cost estimates have been prepared based on the streetscape concepts being proposed, with preliminary estimate for BVSS in the order of magnitude of \$43M and for KVSS \$76M and include reconstruction of the roadways based on conceptual designs, streetscape elements and initial land requirements. These estimates will be further refined through the detail design phase of each project.

### **Implementation Plan Considerations**

The town's [Asset Management Policy](#) ensures infrastructure assets are undertaken and managed in a strategic, comprehensive, enterprise-wide manner through an integrated business approach. A number of key factors and considerations need to be contemplated when optimizing the timing of the streetscape improvements. The principle being to make the best possible decisions that provide for the desired level of service in a cost-effective manner while balancing the whole life of our assets, risk and service value.

As a result, timing of the streetscape works will need to be prioritized and scheduled based on a several factors including but not limited to:

- Condition of existing infrastructure and alignment with renewal activities.
- Coordination with adjacent infrastructure projects and/or development activity
- Time and resources needed to design and implement streetscape plans
- Financial impact/affordability
- Impacts to businesses, pedestrians, traffic, and parking

With the above factors in mind, staff are currently preparing a draft streetscape implementation plan that will optimize the timing of the various BVSS and KVSS sections, which will be presented as part of the 2026 capital budget and forecast for Council's consideration.

### **Detailed Engineering Design of Streetscapes**

Transportation & Engineering will take the lead on implementation; Planning & Development staff will remain closely involved to ensure the detailed design plans maintain the design intent of the BVSS and KVSS.

The detailed design phase will address the following:

- Review of impact assessment for planned 26m right-of-way road widenings along Lakeshore Road West (Bronte Village)

- Review of impact assessment for 24-metre right-of-way road widenings along Lakeshore Road West (Kerr Village) and 20m right-of-way road widenings along Kerr Street
- Identify property acquisition of any necessary road widenings identified with impact assessment(s)
- Detailed engineering analysis and surveys including a detailed review of the existing underground infrastructure and utilities
- Coordination with utility providers and the Region of Halton to determine the extent of any utility renewal plans and to minimize disruption to the streetscape design and layout
- Provide assessment and plans to incorporate Smart City technologies, if possible
- Develop detailed landscape and grading plans to accommodate the recommendations of the streetscape plans
- Develop final landscape and engineering drawings / cross sections in alignment with recommendations of the streetscape plans
- Review and confirm cost estimate based on final design package

## CONSIDERATIONS

### (A) PUBLIC

Throughout each phase of the Bronte Village Streetscape Study (BVSS) and Kerr Village Streetscape Study (KVSS), the project team reached out to engage and consult with various local interest holders, including residents, residents' associations, business communities, BIAs and the general community. Consultation with these various groups provided valuable feedback, input and validation to the project team at key milestones and helped shape the design direction and study recommendations. Each question, conversation, and completed worksheet has shaped this plan.

A fulsome summary of comments and feedback received (What We Heard Reports) can be found in the appendices of both the BVSS and KVSS.

During upcoming implementation stages, such as detailed streetscape design and action on 'Future Considerations' projects, additional consultation will be undertaken.

### (B) FINANCIAL

As noted above, the preliminary total order of magnitude cost for the Bronte Village Streetscape Study (BVSS) has been estimated \$43M and Kerr Village Streetscape Study (KVSS) at \$76M. Subject to the approval of the recommendations of this report, a draft streetscape implementation plan will be presented as part of the 2026 Capital Budget and 2027-2035 Capital Forecast

for consideration. Funding will be primarily from the capital reserve, with potential contributions from Bonus Zoning funds available for the Kerr Village and Bronte Village areas, and Community Benefits Charges.

**(C) IMPACT ON OTHER DEPARTMENTS & USERS**

Staff from other Town departments were consulted at various times throughout the study process to provide their specific expertise, from the studies launch, public realm inventory and analysis, initial streetscape concepts, technical considerations for roadway and bikeway modifications in Bronte Village, through to the final streetscape design plans. As these design plans are implemented through detail design and construction, staff from these departments will continue their involvement.

Town departments consulted include: Transportation and Engineering, Roads & Works Operations, Economic Development, Municipal Enforcement Services (Parking Management), Oakville Transit, Parks and Open Space, Legal / Realty Services, Culture and Recreation, and Asset Management.

**(D) COUNCIL STRATEGIC PRIORITIES**

This report addresses Council's strategic priorities of Growth Management, Community Belonging, Environmental Sustainability and Accountable Government.

**(E) CLIMATE CHANGE/ACTION**

The town has established a comprehensive set of climate change objectives as part of its commitment to environmental sustainability and increasing climate resilience. These objectives are outlined in the Climate Change Strategy.

The design direction in both the BVSS and KVSS advance these objectives by recommending:

- extensive tree planting within the public rights-of-way and public open spaces that will help to mitigate the urban heat island effect.
- proposed soil cell technology that supports the growth and healthy development of street trees in urban environments while also reducing stormwater runoff and assisting in reducing the severity of flooding.
- enhanced pedestrian and cycling environments that provide more options for mobility and encourage getting people out of their cars, supporting active transportation and transit use which collectively may decrease local air pollution.
- street and pedestrian light standards that are night sky friendly and employ LED technology to reduce light pollution and energy use.

In addressing these climate change objectives, the Bronte Village Streetscape Study and Kerr Village Streetscape Study promote economic, social and environmental sustainability.

## **APPENDICES**

Appendix A – Bronte Village Streetscape Study (*Appendices [A-B](#), [C-D](#), [E-F](#), [G](#)*)

Appendix B – Kerr Village Streetscape Study (*[Appendix A-D](#)*)

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