

Written Submissions

APPENDIX E

From: no-reply=oakville.uservoice.com@uservoice.com [mailto:no-reply=oakville.uservoice.com@uservoice.com] **On Behalf Of** Town of Oakville

Sent: Friday, January 27, 2017 9:19 AM

To: Brad Sunderland <brad.sunderland@oakville.ca>

Subject: [oakville.uservoice.com] New suggestion: 'create more walkable communities inco...'



New suggestion

1

votes

[create more walkable communities incorporating residential units into large commercial spaces \(malls\)](#)

Posted in [2017 Citizen Survey — We want to hear from you Oakville!](#)

To help build more walkable communities and affordable accessible housing: Require some of the commercial spaces (Like AMC, Super market plazas, like Town Centre (Dorval), Whole Foods PLaza, etc.) to incorporate a possibility for residential multi-unit buildings. Rationale: If there were condos, apts above and among the above mentioned commercial spaces, it would allow for communities to develop where seniors etc. would be able to walk to services, (shopping , cafes etc.) and at the same time, create a more human landscape for these underused vast commercial areas. This would 1) provide more affordable housing 2) humanize vast tracts of concrete , often frozen wastelands, 3) cut down on vandalism (in times where these commercial areas are normally closed, like at night), among other benefits. Plus it could render some utilitarian spaces surrounded by vast parking lots, more attractive if well done.

[Lesley henshaw](#) on Jan 27, 2017 ([0 comments](#))



Ruth Victor & Associates

481 North Service Road West
A-33, Oakville, ON L6M 2V6
rvassociates.ca
P 905-257-3590
E admin@rvassociates.ca

February 9, 2017

Ms. Diane Childs
Manager, Policy
Planning Services
Town of Oakville
1225 Trafalgar Road
Oakville Ontario
L6H 0H3

Dear Ms. Childs,

RE: Upper Oakville Shopping Centre

Ruth Victor and Associates has been retained by Upper Oakville Shopping Centre to participate in any studies that contemplate permitting residential uses in conjunction with existing commercial uses in Community Shopping Centres. You may recall that there was some discussion regarding this site with Mr. Heinz Hecht last year and a suggestion arising from that discussion was that the owners of the subject property participate in any studies that speak to such residential intensification.

We note that the Growth Management Paper which forms part of the 5-year review of Livable Oakville is nearing completion and would like to obtain a copy when it is available.

Regards,

David Nelson
Senior Planner

Copy Upper Oakville Shopping Centre

DAVID FAYE & Associates Inc.

Land
Management
Group

VIA Email: Jane.Clohecy@oakville.ca

October 27, 2017

Town of Oakville
Planning Services Department
1225 Trafalgar Road
Oakville, Ontario
L6H 0H3

Attention: Jane Clohecy
Community Development Commissioner

Re: Employment and Commercial Review Draft OPA

Dear Ms. Clohecy:

I am writing on behalf of Melrose Investments Inc. (Melrose), the owner of Melrose Business Park located at South Service Road West and McPherson Road in Oakville.

Melrose Business Park to the north of the future Wyecroft Road extension is designated *Business Employment* in the Livable Oakville Plan and is zoned *Business Employment (E2)* by By-law 2014-014. Both the official plan and zoning by-law permit a range of employment uses including office use.

Melrose is negotiating with a prospective office user regarding the construction of a freestanding office building of approximately 200,000 square feet within Melrose Business Park. This is a prestige office location with excellent exposure to the QEW corridor, ready access to retail and service commercial uses at the nearby RioCan Centre Burloak, and existing transit service within walking distance.

The size of office building under negotiation meets *Major Office* criteria. The Employment and Commercial Review draft official plan amendment should include Melrose Business Park as a location for *Major Office*.

This situation can be remedied by including *Major Office* as a permitted use in the Melrose Business Park *Business Employment* designation.

We trust you will find this request appropriate and look forward to your inclusion of our proposed remedy within the future Employment and Commercial Review OPA.

Yours truly,
David Faye & Associates Inc.



David Faye, MCIP, RPP

cc. Diane Childs, Town of Oakville
Melrose Investments Inc.

DAVID FAYE & Associates Inc.

Land
Management
Group

VIA Email: Jane.Clohecy@oakville.ca

October 27, 2017

Town of Oakville
Planning Services Department
1225 Trafalgar Road
Oakville, Ontario
L6H 0H3

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Community Development Commissioner

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The size of office building under negotiation meets *Major Office* criteria. The Employment and Commercial Review draft official plan amendment should include Melrose Business Park as a location for *Major Office*.

This situation can be remedied by including *Major Office* as a permitted use in the Melrose Business Park *Business Employment* designation.

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Yours truly,
David Faye & Associates Inc.



David Faye, MCIP, RPP

cc. Diane Childs, Town of Oakville
Melrose Investments Inc.



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RECEIVED
NOV 01 2017
CLERK'S DEPT

October 31, 2017
Mayor and Members of Council
C/o Town Clerk
Town of Oakville
1225 Trafalgar Road
Oakville, ON
L6H 0H3

Attention: Mayor and Members of Council

Dear Mayor Burton:

RE: North Oakville Employment & Commercial Review- Public Meeting Report File No. 42.15.49

Thank you for the opportunity to provide submissions regarding the North Oakville Employment and Commercial Review. The attached letter has been prepared by urbanMetrics Inc. for Mattamy Development and provides a fulsome review of the reviews specifically focusing on the supply of and demand for commercial space in North Oakville. We are providing these comments to you as the submission from Mattamy Corporation for the Public Meeting to be held November 6, 2017.

As set out in the attached letter, there are a number of questions being raised regarding the assumptions used for the study, the implications of intensification south of Dundas Street. The letter responds in Section 6.0 to issues raised by Oakville Planning staff through this study process.

We look forward to meeting with staff to discuss this submission and any recommendations for future policies regarding the Town's Official Plan and North Oakville Secondary Plans.

Yours truly,



Ruth Victor MRTPI, MCIP, RPP

Plng Dept
J. Clohesy
M. Simeon
cc. Ms. Diane Childs, Manager Policy Planning



October 30, 2017

Mr. Mike Dickie
Mattamy Corporation
7880 Keele Street
Vaughan, Ontario
L4K 4G7

Dear Mr. Dickie:

RE: Review of Town of Oakville Employment and Commercial Review

As requested, urbanMetrics inc. has provided a review of the October, 2016 Employment and Commercial Review (Appendix A Commercial Report) prepared by Dillon Consulting, in conjunction with Watson & Associates, Tate Economic Research and SGL Planning and Design.

In particular, you have asked us to review how the report addresses the supply of and demand for commercial space in North Oakville – North of Dundas Street.

In general, we have found that this report was conducted in a professional manner, with the components typically required in the conduct of similar studies for other municipalities. From a Town-wide perspective, we are generally in support of the study findings related to commercial demand and the supply of vacant commercial land.

We would note, that although the study refers to detailed analysis being included in Appendix B, no such analysis has been provided. We have, therefore, not undertaken a review of the detailed market demand assumptions, including capture rates, inflow rates, anticipated sales performance levels, real growth, and similar variables. Our review has concentrated on the findings and conclusions as they relate to the demand identified in the study and the supply of existing commercial facilities and vacant commercial land.

Our two principal concerns with this study are:

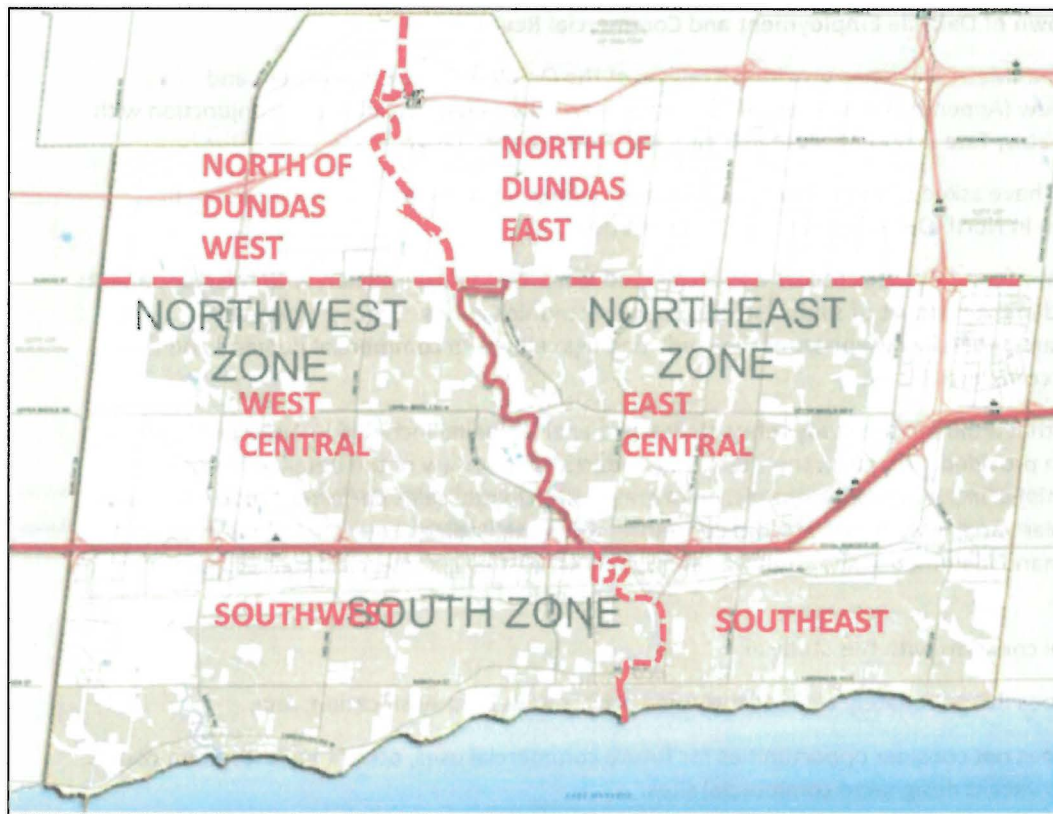
- That it does not adequately address the commercial needs of intensification; and,
- That it does not consider opportunities for future commercial uses, other than those that could locate on vacant designated commercial sites.

The reasons for these concerns, together with the supporting analysis is provided as follows.

One of our main concerns with the study is that it does not adequately address the commercial needs of intensification. This is partly due to the division of the Town into only three zones for the purposes of determining market demand. The Northeast and Northwest zones delineated in the study incorporate both greenfield areas and areas within the built-boundary, while the South Zone extends across the entire Town, including different parts that are subject to very different market influences and future development opportunities. This delineation of zones obscures the impact of intensification on commercial demand and puts too much emphasis on the need to develop retail space north of Dundas. We would also note, that even though there is a current shortage of commercial space in the Northwest Oakville zone, the population in the bulk of this area will likely decline in future years and the need to add commercial space in this area may not be as pressing as suggested in the study.

In order to address these issues, we have prepared modified population projections based on the division of the Town into six zones, which have been illustrated on Figure 1. This division allows us to better understand where population growth is occurring in the greenfield and urban portions of the Town, as well as to better understand the relative supply and demand characteristics in East and West Oakville respectively. The new zones are divided to the north and south by the QEW and Dundas Street and by the east and west by 16 Mile Creek.

Figure 1: Modified Study Area Zones



In addition, we have incorporated the results of the 2016 Census into our population projections by zone. The Employment and Commercial Review had been completed prior to the release of the 2016 Census data and the base year for its projections was 2014. We have retained 2014 as the base year in order to ensure consistency with the supply data compiled as part of the Employment and Commercial Review.

1.0 Projected Households

Figure 2 summarizes the projected households for each of the six zones within the study area. The household projections are based on Halton Region's Best Planning Estimates. These are the projections on which the Employment and Commercial Review were based.

As noted in this figure, only 32% of projected units in the Town are anticipated to be developed north of Dundas Street. The majority are anticipated to be developed south of Dundas Street within the Built Boundary.

This distribution is in conformity with the Provincial Growth Plan, which has designated lands North of Dundas as Greenfield and lands to the South as Built-Up Area, and requires that by 2031, and for each year thereafter, a minimum of 60% of all residential development occurring annually be within the delineated built-up area.

In terms of the east-west distribution of future units, some 75% are planned east of Sixteen Mile Creek. Only 2% of units are projected west of the creek and north of Dundas. These units are in the southwest corner of this zone in close proximity to the bulk of residential development in Oakville North of Dundas.

Figure 2: Town of Oakville Projected New Housing Units 2016-2031

	New Units	% of Total
North East of Dundas	6,507	29%
North West of Dundas	487	2%
Total North of Dundas	6,994	32%
East Central	4,418	20%
West Central	1,904	9%
Total Central	6,322	28%
Southeast	5,747	26%
Southwest	3,126	14%
Total South	8,873	40%
Total Oakville	22,189	100%

Source: Based on Halton Best Planning Estimates, June 2011

2.0 Projected Population

The Employment and Commercial Review is based on population projections for each of its three zones to 2041. Unfortunately, the Halton Best Planning Estimates do not contain population projections below the Town level or provide any projections beyond 2031. In order to convert the projected housing units to population, we were advised by Oakville Planning staff to use reasonable estimates of persons per household.

To do this, we relied on the assumptions contained in the 2013 Oakville Development Charges Background Study in terms of Unit Mix in North and South Oakville and Persons Per Household estimates by unit type. These have been shown on Figure 3.

Figure 3: Projected Housing Mix and Persons Per Household Assumptions

Projected Housing Unit Mix

	Oakville North of Dundas	Oakville South of Dundas
Singles and Semi-detached	74%	4%
Townhomes and Duplexes	23%	6%
Apartments	3%	91%
Total	100%	100%

Persons Per Household

	PPH
Singles and Semi-Detached	3.48
Townhomes and Duplexes	2.55
Apartments	1.83
Average Oakville	2.49

Source: Based on 2013 Town of Oakville Development Charges Background Study for the period 2012-2031

It is important to recognize that the housing unit mix assumed in the Development Charges Background Study differs somewhat than the North Oakville East Secondary Plan, which includes all of the residential development in North Oakville. The Secondary Plan calls for a mix of between 45% to 55% single detached, 20% to 25% medium density, and 20% to 35% high density. As a result, the mix assumed in the background study may overstate the potential population in North Oakville.

In addition to the population added through new housing units, the population projections need to be adjusted to account for population decline in existing areas due to reductions in family sizes. Again we have relied on the estimate contained in the Development Charges Background Study from 2012 to 2031, which has been

adjusted slightly to account for the 2016 to 2031 period. This has been applied to the 2016 housing units in each zone based on the 2016 Census¹.

We have assumed the same 2041 population as was incorporated in the Employment and Commercial Review for the City as a whole of 265,000. For zones north of Dundas, we assumed that the proportion of growth in these zones would be slightly lower between 2031 and 2041 than had been projected for the 2016 to 2031 period. Similarly, the growth projected south of Dundas would be slightly more between 2031 and 2041 in proportion to the overall growth projected for Oakville than was anticipated prior to 2031. This is consistent with the Development Charges Background Study².

In order to identify demand between 2014 and 2041, the population by zone for 2014 was estimated. The population by zone was maintained as per the Commercial and Employment Review. Estimates for the six zones reviewed as per this study were undertaken based on assumptions documented in Figure 4.

Figure 4 summarizes the population growth projected for the Town. As indicated from this table, the Town of Oakville population is projected to increase from 186,400 in 2016 to 265,000 in 2041. This is consistent with the growth projected in the Employment and Commercial Review, recognizing the additional two years from the 2014 base year assumed in this study. The housing mix and persons per household assumptions used in our analysis result in higher growth to 2031 at 252,000 compared to 246,400 in the Employment and Commercial Review. Because our focus is on the 2014 to 2041 period, this is not considered material to our analysis.

Approximately, 60% of the growth over the period is expected to occur North of Dundas, the vast majority of which will be in the North East. Approximately 24% of the growth is projected to occur in the South East, largely from the intensification around the Oakville Mid-Town Growth Centre. Some 10% of the growth would occur in the Central East Zone – about three-quarters of which is anticipated in the vicinity of the Uptown Core.

Conversely, the Central West zone is anticipated to decline by some 1,900 persons as a result of aging households and minimal growth in new units. Only marginal growth is anticipated in the North West and Central West Zones.

The total population in Oakville North of Dundas (East and West) is projected to be 53,695, which is at the upper end of the range of 45,000 to 55,000 planned as part of the North Oakville East Secondary Plan. (Note this secondary plan includes all of the population growth north of Dundas Street.) The North Oakville West Secondary Plan is planned primarily as an employment district and the site of new Trafalgar Memorial Hospital). Based on the unit mix assumptions used from the development charges background study skewed very heavily towards single family uses, the population projected for North Oakville may be overstated.

¹ The ppu reduction rate from 2012 to 2031 in the DC Background Study is -.2034. This has been adjusted to -.1606 recognizing a 15 year study period (2016 to 2031) vs. the 19 year period in the Background Study.t

² As the Employment and Commercial Review does not isolate growth north of Dundas, we cannot make a similar statement with regards to this study. However, the growth south of the QEW is anticipated to increase after 2031 in proportion to the City as a whole.

Figure 4: Town of Oakville Projected Population by Zone

	2014 ¹⁾	2016	2031	2041	Growth 2014 to 2031	% of Growth	Growth 2014 to 2041	% of Growth
North of Dundas West	226	226	2,896	3,405	2,670	4%	3,179	4%
North of Dundas East	3,480	6,204	42,652	50,290	39,172	59%	46,810	60%
Sub-total North of Dundas	3,706	6,430	45,548	53,695	41,842	64%	49,989	64%
Central West	57,374	59,052	56,090	55,453	- 1,284	-2%	- 1,921	-2%
Central East	60,320	60,949	66,648	67,984	6,328	10%	7,664	10%
Sub-total Central	117,694	120,001	122,737	123,438	5,043	8%	5,744	7%
South West	41,205	42,727	44,634	45,080	3,429	5%	3,875	5%
South East	23,795	24,674	39,351	42,788	15,556	24%	18,993	24%
Sub-total South	65,000	67,401	83,985	87,867	18,985	29%	22,867	29%
TOTAL OAKVILLE	186,400	193,832	252,270	265,000	65,870	100%	78,600	100%

Source: urbanMetrics inc.

Note: 2016 Population based on 2016 Census of Canada. Population does not include adjustment for undercount, which is consistent with the Halton Best Planning Estimates and the population projections relied on for the Employment and Commercial Review.

1) 2014 population by zone based on following assumptions.

- 2014 Population for the Northeast, Northwest and South Zones maintained as per the Employment and Commercial Review.
- North of Dundas West Zone population assumed the same as in 2016, as no development has occurred in this zone between 2014 and 2016.
- North of Dundas East Zone 2014 population based on an estimated 1,000 SFE housing units based on a review of air photos.
- Southwest and Southeast Zones populations for 2014 assumed a growth rate equal to the South Zone as a whole between 2014 and 2016.

3.0 Commercial Demand

While we do not have access to the detailed demand calculations contained which were used to determine the market demand, we do note that the future commercial space projected in the Employment and Commercial Review amounts to 44.8 square feet per net new person³. This compares with a current level of 47.8 square feet per capita and in our opinion, the projected space on a per capita level Town-wide appears reasonable.

Figure 5 illustrates the demand by zone based on a requirement of 44.8 square feet per capita. We would note that it is not reasonable to require that all space be allocated in the zone where the demand originates, as there will always be outflow to retailers and other retail facilities not available locally. Similarly, depending on the scale of retail services and the local employment base, there will

³ The projected growth in population between 2014 and 2041 is 78,600 and the warranted new space is 3,522,000 square feet..

also be inflow by persons not residing in the local area. However, as a planning goal and towards the aim of building complete communities, it is desirable, where reasonable, to locate retail facilities in proximity to new neighbourhoods.

Figure 5 provides an indication of where demand will be generated from, but not necessarily, where new retail space should be situated.

In total, there will be a requirement for some 3.5 million square feet of additional retail and services space in the Town. Approximately 2.2 million of this will be generated by the population of North Oakville, with a further 850,000 square feet generated by the new population in the South East. Smaller amounts of retail and services space will be generated from the North of Dundas West, the South West and Central East Zones. The Central West Zone will experience a reduction in commercial space need owing to population decline.

Figure 5: Warranted Additional Commercial Space 2041

	Growth 2014-2041	Warranted Space (44.8 sf per capita)
North of Dundas West	3,179	142,440
North of Dundas East	46,810	2,097,081
Sub-total North of Dundas	49,989	2,239,521
Central West	- 1,921	- 86,039
Central East	7,664	343,352
Sub-total Central	5,744	257,313
South West	3,875	173,578
South East	18,993	850,868
Sub-total South of Dundas	22,867	1,024,446
	-	
TOTAL OAVILLE	78,600	3,521,280

Source: urbanMetrics inc.

4.0 Vacant Commercial Land Supply

On Figure 6, we have summarized the supply of vacant commercial land as documented in the Employment and Commercial Review by each of the six zones. As per the comments and recommendations in this report we have removed six commercial sites from the inventory due to their unlikelihood of being developed for commercial purposes⁴. We would note that this table considers only designated commercial sites. Excluded are other opportunities for commercial development that are discussed in the following section.

In total, these sites could provide up to 2.6 million square feet of commercial space, of which 2.1 million would be available North of Dundas Street. Only about 33,000 square feet could be developed south of the QEW.

Within the Central East, there is potential for some 525,000 square feet. With the exception of a 1.48 acre site (potential 48,000 square feet) at Dundas and 9th Line adjacent to the Winston Park Employment Area, all of the Central East lands are within the Oakville Uptown Core.

In the second two columns of Figure 6, we have compared the supply of potential vacant space against the demand identified in Figure 5. In total, by 2041, there would be a shortfall of some 900,000 square feet.

In our opinion, this shortfall is entirely attributable to intensification in South Oakville. Although there would be a shortfall of some 184,000 square feet North of Dundas by 2041, it is important to recognize that this can easily be met by the surplus in the Central Zones. As noted above, the vast majority of vacant space in the Central East Zone is contained in the Uptown Core – on or in close proximity to Dundas Street. The remaining vacant lands are situated on Dundas Street. All of these lands are well positioned to serve the future needs of the population North of Dundas Street.

However, South of the QEW in the South East and South West Zones, there will be a shortfall of almost 1,000,000 square feet due to the needs of intensification, particularly the development of the Midtown Core at the QEW and Trafalgar Road – which is a designated Provincial Growth Centre.

Despite the apparent overall future shortfall of commercial space in the Town, there are other opportunities to develop commercial space within the Town, that had not been included in the potential supply calculated in the Employment and Commercial Review. These have been considered in the following section.

⁴ These include sites 6, 7, 8a, 8b, 15 and 25 identified on Table 5-3 of the Employment and Commercial Review.

Figure 6: Potential Commercial Space from Vacant Commercial Lands

	Vacant Commercial Lands		Demand by 2041	Surplus or Shortfall
	Square Metres	Square Feet		
North of Dundas East	184,000	1,981,000	2,097,081	- 116,081
North of Dundas West	7,000	75,000	142,440	- 67,440
Total North of Dundas	191,000	2,056,000	2,239,521	- 183,521
Central East	48,800	525,000	343,352	181,648
Central West	639	7,000	86,039	93,039
Total Central	49,439	532,000	257,313	274,687
South East	588	6,000	850,868	- 844,868
South West	2550	27,000	173,578	- 146,578
Total South	3138	33,000	1,024,446	- 991,446
			-	
Total Oakville	243,577	2,621,000	3,521,280	- 900,280

Source: urbanMetrics inc. Space from Vacant Commercial Lands has been derived from the Employment and Commercial Review. Sites 6, 7, 8a, 8b, 15 and 25 have been removed based on recommendations and evaluation contained in the Review.

5.0 Other Commercial Development Opportunities

In addition to the space potential from vacant commercial sites, there are five other sources of commercial supply that had not been quantified in the Employment and Commercial Review. These include:

- Commercial space developed in Employment Areas;
- Space from sites that are supported for conversion from employment lands;
- Sites Zoned Neighbourhood Centre (NC)
- Identified intensification sites; and,
- Future planned intensification.

5.1 Commercial Space Developed in Employment Areas

In our experience undertaking commercial studies for municipalities, between about 15% and 20% of commercial space within a municipality is contained in employment areas. This would include uses that are defined as employment uses in Official Plans that would be commercial in nature or have a SIC Code that is classified by retail consultants as commercial. These may include: home improvement and supply dealers, such as flooring, plumbing, electrical, pool and spa supply, kitchen

and bathroom, and similar outlets; local serving offices and community services; ancillary retail space; restaurants and other food services; banquet and conference facilities; automotive parts and repair facilities; recreation facilities; business and personal services; among others.

Some of these uses, such as home improvement and supply dealers are almost exclusively found in employment areas; some such as local serving offices and business services fit within typical zoning/official plan designations for business parks and prestige industrial areas; some, such as restaurants and ancillary retail and services are important to support the function of an employment area; while some, such as recreation and entertainment uses, are more discretionary based on planning policies which vary from municipality to municipality.

The Employment and Commercial Review indicates that approximately 20% of the commercial uses in Oakville are located on employment designated lands⁵. Although, the Employment and Commercial Review has “assumed that this trend would continue”, the potential for this space was not quantified in the supply and demand reconciliation section contained in the report.

It is also important to recognize that the Employment Report component of the Employment and Commercial Review acknowledges that the majority (58%) of past employment growth on employment lands was from the commercial sectors⁶. While it is recognized that this space would be divided between office, services, retail, and other space, this statistic suggests that the Town’s employment lands are diverse and play an important role in terms of serving future commercial needs. In fact, the Employment Study in projecting the need for employment lands to 2041 assumes that 48% of employment on employment lands will be from the commercial sector (retail and office)⁷.

In terms of future supply, the Employment Study has identified some 727 hectares of vacant employment lands within the Town, of which 77% are situated North of Dundas Street.

Assuming that between 15% and 20% of future commercial demand was accommodated on vacant employment lands, this would increase the potential supply of commercial space by between 525,000 to 700,000 square feet beyond that considered in the Employment and Commercial Review. Based on the location of vacant employment lands, much of this space could be developed north of Dundas Street.

⁵ Employment and Commercial Review - Appendix A: Commercial Report Employment and p. 92

⁶ Employment and Commercial Review - Appendix B: Employment Report Employment and p. 46.

⁷ Ibid. p. 61.

5.2 Sites that are Supported for Conversion from Employment Lands

Following the completion of the Employment and Commercial Review, Planning Services identified five sites for conversion from Employment Lands to other designations that it would support. Four of these sites would be to commercial designations. These include:

- **Central East Zone:** A 5.6 hectare site at the southwest corner of Dundas Street and Ninth Line. This is currently the site of a garden centre. The applicant has requested a re-designation from Business Employment to Core Commercial. Staff have recommended a Business Commercial Designation. The Business Commercial Designation is intended to provide for service commercial uses to the surrounding employment areas and for the travelling public, including automotive uses, convenience retail (up to 2,500 square metres) and service commercial uses, restaurants, offices, public halls, hotels, as well as, training facilities and commercial schools. At between 25% and 30% coverage, this site could contain up to between 150,000 and 180,000 square feet.
- **South West Zone:** A 5.08 hectare vacant site on Burloak immediately south of the Burloak Power Centre. The site is not part of a contiguous employment area. Staff have supported conversion to Core Commercial. This site could support between 136,000 and 163,000 square feet at between 25% and 30% coverage.
- **South West Zone:** a 0.45 hectare vacant site on Burloak Drive. Staff support a proposed conversion from Business Employment to Business Commercial to provide for commercial uses supportive to the surrounding employment area. This site would support between about 12,000 and 15,000 square feet of commercial space.
- **North East Zone:** Oakville Place shopping centre is designated in the Regional Official Plan as Employment Land. Staff have recommended that it be removed from the Region's Employment Area overlay. No square footage has been identified for this conversion, although, the shopping centre site is a candidate for intensification that could potentially serve the future population of the Midtown Core.

If these conversions are ultimately approved, they could add between about 300,000 and 360,000 square feet to the future commercial supply, plus additional potential through intensification on the Oakville Place site.

5.3 Sites Zoned Neighbourhood Commercial

The North Oakville Zoning By-law 2009-189, includes as a category Neighbourhood Centre (NC). This is a flexible category that permits a wide variety of residential and commercial uses. This Zoning by-law applies to lands north of Dundas Street and South of Highway 407. Lands are effectively being

zoned as development applications proceed and much of the area is still zoned as “Existing Development” ED, which recognizes existing predominantly rural uses. For the most part, detailed zoning for the developing area has been completed only between Eighth Line and Neyagawa Blvd, excluding some northern sections of these lands. Within this area, the zoning includes 30 areas designated as Neighbourhood Centre (NC). In addition to a range of residential uses, this zone permits most retail uses, other than those that are automotive in character (e.g. auto sales, gas stations, hotels/motels, and drive thru establishments). Permitted in this zone are: retail stores, convenience stores, service commercial establishments (e.g. hair salon, dry cleaners, laundromat, photo studio etc.), fitness centres, restaurants, cafes, and service establishments (e.g. print shop, repair facility). Based on the location of these zones and the permitted uses, these zones would contain commercial uses that would serve a largely convenience function for the surrounding neighbourhoods.

The size of these zones varies from a row of adjacent lots to several hectares. The potential for commercial uses in these zoned sites was not considered in the Employment and Commercial Review. At a minimum, these areas could accommodate 10,000 to 15,000 square feet of commercial space each. If all of these areas were developed with ground floor commercial uses, they could support well over 500,000 square feet of retail and services space. This is beyond that which was considered in the Employment and Commercial Study. This does not include areas that will be subject to more detailed zoning as development of North Oakville proceeds.

However, it is important to recognize that the majority of these sites are not needed and are not well situated to support retail and service uses, for several reasons.

- The sites are mostly internal to existing and planned neighbourhoods and do not benefit from exposure and access to main streets. In our opinion, convenience retail functions best at gateway sites into neighbourhoods, where residents must pass by when travelling to or from their homes. Only three of the areas zoned Neighbourhood Centre would be considered gateway sites.
- Many of the sites are intended for townhome residential uses, for which commercial uses could exist on the ground floor. This severely limits the types of commercial uses that could be incorporated into these developments owing to the small size of the units, lack of parking, lack of appropriate ventilation for food preparation, conflicts with residential uses, and other reasons.
- Because of the small size of the units, often this type of space does not benefit from anchor tenants, such as convenience stores, drug stores or fast food restaurants that attract customers to the centre and support other tenants.

- From a market perspective, there is only a limited amount of convenience commercial centre space that can be supported within a market. In our experience, a neighbourhood with a population of about 15,000 persons typically supports 2 to 3 convenience commercial centres of between 10,000 and 15,000 square feet. For the entire North Oakville Area, this would translate into between 6 and 9 sites with between 60,000 and 135,000 square feet. Some of this convenience commercial space could also be developed within the Dundas, Neyagawa and Trafalgar Core areas.

To date, only one mixed residential/commercial site has been developed in North Oakville – “Shops on Preserve” on Preserve Drive – a north-south local road that intersects with Dundas Street about 700 metres west of 6th Line. This development consists of 16 units with about 15,000 square feet in total. Six of the units are occupied by hair/spa services, 7 are occupied by offices and other services, one is occupied by a convenience store and 2 units are vacant. In our opinion, this is typical of the tenant mix in mixed-use projects similar to that which might be developed within the Neighbourhood Centre designation.

In summary, some additional commercial development should be expected within the Neighbourhood Centre designations in North Oakville. In total, North Oakville could support approximately 6 to 9 sites comprising 60,000 to 135,000 square feet. At present, there are already some 30 sites zoned in a part of North Oakville that covers less than half of the designated development area. In our opinion, the majority of these sites will not be developed with commercial uses.

5.4 Identified Intensification Opportunities

Through existing planning exercises, the Town of Oakville has already identified potential sites for intensification. For example, the Trafalgar Road Corridor Planning Study (February 2014) has identified 9 Key Opportunity sites between the QEW and Dundas Street. A number of these are retail sites, including Oakville Place, and four smaller retail plazas. In addition are expansive parking areas around Sheridan College and Oakville Town Hall, among others.

In particular, the Employment and Commercial Study examined the Oakville Place site and indicated that impediments to intensification include the Regional Employment Land Overlay and the need to construct structured or underground parking. As noted above, Town staff support the removal of the Regional Employment Land overlay, and many shopping centres throughout the GTA are intensifying through the incorporation of multi-tiered parking. Neither of these obstacles is insurmountable and in our opinion, Oakville Place represents a strong candidate for intensification in the future.

These sites may have medium to longer term commercial potential, particularly those within proximity of the Midtown Core at the QEW and Trafalgar Road.

5.5 Other Intensification Opportunities

Section 13 of the Liveable Oakville Official Plan includes as a key policy direction that “the primary accommodation of future retail growth is to occur through intensification and redevelopment of existing commercial centres”. The Employment and Commercial Study acknowledges that it did not include intensification and infill opportunities within its calculation of commercial supply. Given that the bulk of unfulfilled commercial demand in the future would be generated by the population within the built boundary of Oakville, this need will have to be met following further study and policy responses. For example, planning for the Midtown Core has identified the opportunity for a large retail plaza to support the future population of this new area⁸, as well as, other opportunities for at-grade retailing.

In summary, the Employment and Commercial Review only accounted for vacant designated commercial sites within its supply calculation. While this will account for a significant portion of the future supply, there are other sources that will substantially augment this supply, including: commercial uses in employment lands; Town supported employment land conversions; identified intensification sites and other intensification opportunities that will be identified through more detailed planning.

Adding just the known opportunities in employment lands and Town supported conversions would add some 825,000 to 1,060,000 square feet to the future supply. This alone could be sufficient to overcome the overall shortfall of 900,000 square feet by 2041.

5.6 Existing Commercial Space Imbalance

The Employment and Commercial Review indicated that the Northwest Zone, as defined by the study, was under-stored in terms of retail commercial space. Specifically, the report noted that there is an average of 47.8 square feet per capita for the Town as a whole, where as there were only 20.8 square feet of retail space per capita in Northwest Oakville. By comparison, there was 70.8 square feet per capita in South Oakville and 48.6 square feet per capita in the Northwest.

It is important to note the current imbalance would only exist in the Central West Zone, as delineated in this letter (i.e. the area bounded by Dundas Street, 16 Mile Creek, the QEW and the western town boundary). This is because there is no urban development currently north of Dundas Street in the western part of the Town.

We would note that this apparent imbalance may not be overly critical from a practical stand point.

⁸ Designing Midtown Oakville, September 2013 p. 47.

- First, despite having the smallest per square foot ratio of commercial space in Oakville, residents of the Northwest Zone are more likely to shop within the Town than residents of other Zones in 7 of the 11 retail and service categories surveyed in the Employment and Commercial Study⁹, and were more likely to shop locally (i.e. in Oakville) in all but two categories than residents of the South which had over three times as much retail space per capita than the North West. In other words, space per capita is not necessarily a definitive indicator of the attractiveness of local retail facilities or how efficiently residents use local retail facilities. Central West Oakville is comprised of established neighbourhoods with established shopping patterns, which include a greater attraction to Oakville shopping facilities than residents of other zones.
- Central West Oakville is projected to decline in population in the future. Based on the Best Planning Estimates, there will not be sufficient housing development in this zone to make up for the declining population in existing households. Between 2014 and 2041, this area is projected to decline by approximately 2,000 persons.
- The average space per capita of food space in the Central West Zone is 3.2 square feet per person, which is below the typical range in an urban neighbourhood of about 4.5 to 5.5 square feet per capita and below the average as a whole for Oakville of 5.4. We would agree that having a higher concentration of food space would be desirable for a complete community. We would note, however, that geographically, the residents of this part of Oakville are for the most part located within two kilometres of at least two supermarkets. A two-kilometre radius is a common threshold distance for supermarket shopping in urban environments. The only exception is the population living west of Bronte Road. However, these residents are also served by a very large (75,000 square foot) Fotinos supermarket in Burlington at Appleby Line and Dundas Street. It is also important to note that, based on the survey conducted as part of the Employment and Commercial Review, the residents of this zone are more likely to shop at a supermarket in Oakville than the residents of the South Zone, which has 7.8 square feet of food space per person.

The addition of additional commercial space to serve this zone would be a benefit to residents and could be accommodated through the development of a commercial node as part of the Palermo Village North Urban Core. However, the residents of this zone still appear to be relatively well served by the commercial infrastructure available within the zone, the Town of Oakville and the neighbouring City of Burlington.

⁹ Employment and Commercial Review: Appendix A: Commercial Study p. 58. Note: Including Costco, 12 categories were surveyed. Costco was included as this chain is not represented in Oakville.

6.0 Issues Raised by Oakville Staff

A number of issues have been raised with regards to the supply of commercial land as part of the Employment and Commercial Review and subsequent staff reports.

6.1 Shortfall of 25 hectares of Commercial Land by 2041

A shortfall of some 25 hectares of commercial land was identified in the Employment and Commercial Review and reiterated in the staff report which addressed the findings of this study¹⁰. It is important to note that the shortfall was calculated only with regards to the vacant designated commercial sites. In our opinion, the shortfall would be overcome once commercial uses on future employment lands, Town staff supported employment land conversions, Neighbourhood Centres, and intensification opportunities are recognized.

Furthermore, based on a detailed review of demand and supply geographically, it is our opinion, that the shortfall stems largely from the planned intensification south of Dundas Street, and not from the development of North Oakville. As per Official Plan policy, a large share of future retail space growth should occur through intensification and redevelopment of existing centres. We would expect that this will be accommodated as more detailed studies and policy responses are completed.

6.2 Northwest Oakville Under-stored Relative to Other Parts of Oakville

The Employment and Commercial Review indicated that Northwest Oakville had a much smaller ratio of retail space and, particularly, food retail space than other parts of the Town. Statistically, this is true. However, residents of this part of Oakville have a higher propensity to shop within the Town than residents of other parts of the Town. Geographically, the four supermarkets in this part of Oakville are well situated to serve this community, with a very large additional supermarket available in Burlington near the western Oakville border. This community will also likely decline in population as its neighbourhoods mature and the population ages. Additional food store space would be a benefit to this community, but should be considered within the broader needs of intensification south of Dundas Street.

¹⁰ Employment and Commercial Review – Draft Policy Changes and Directions for Related Projects, Planning Services Department, August 31, 2017.

6.3 Flexible nature of designations in North Oakville may not result in the provision of needed commercial/retail space

The Employment and Commercial Review commented on the lack of commercial development applications in North Oakville. The August 31, 2017 Staff Report indicated that “the flexible nature of the land use designations in the North Oakville Secondary Plan allow for mixed use development in North Oakville and may not result in the provision of needed commercial/retail space”¹¹.

To a large extent, the lack of commercial development to date in North Oakville is due to the fact that residential development has only just begun to occur. This was cited in the Employment and Commercial Review, which rightly indicated that commercial construction tends to lag behind residential development.

It is also very important to recognize that there is considerably more future commercial space potential available to serve North Oakville than the vacant designated commercial land supply within that community. This includes vacant commercial lands in the Uptown Core, which are more than is needed to support the future Uptown Core population and future commercial uses in employment lands (See discussion below). Including these sources of potential supply, there would more than enough commercial space supply to support the needs of the future North Oakville population.

6.4 Only Limited Commercial Development is Occurring in Neighbourhood Centres

Planning staff have identified concerns that commercial development is not occurring to a significant degree on sites zone Neighbourhood Centre (NC).

There are already 30 sites zoned as Neighbourhood Centre in just the central part of Oakville North. To date only 1 site has been developed with commercial uses. These sites are not well situated to support convenience commercial uses owing to their internal locations away from major roads and not being at gateway sites into the neighbourhoods. More importantly, the market for convenience commercial uses that could locate within a Neighbourhood Centre is very limited. Overall throughout North Oakville in its entirety, we estimate that only about 6 to 9 sites with commercial development could be supported.

¹¹ August 31, 2017 Staff Report, p. 9.

6.5 Current Policies Limit Retail and Service Commercial Uses in Employment Designated Areas

The Employment and Commercial Review comments about a concern with regards to the lack of commercial uses permitted within the existing Employment land designations and zoning categories, particularly in North Oakville.

Commercial uses are commonly found in employment areas. Some types of commercial businesses (e.g. home improvement and supply and automotive) are often best suited for industrial sites. Some, such as restaurants, conference/banquet centres, business and personal services, support surrounding employment land activities. Some, such as local serving offices and services, are permitted as office uses in employment areas, while other commercial uses, such as entertainment and recreation uses are more discretionary and may vary from municipality to municipality. In Oakville, currently 20% of the commercial space inventory is located within Employment Areas. In addition, the Employment Land projections contained in the Employment and Commercial Land Review are based on the assumption that almost half of employment on employment lands will be commercial. If 20% of the future demand for commercial space were accommodated within employment lands, this would bolster the supply of commercial by some 700,000 square feet, which would significantly reduce the projected shortfall of some 900,000 square feet by 2041.

As a result, policies which provide for greater opportunities for appropriate commercial uses within the Town's employment areas, including expanding the range of uses within existing designations and harmonizing the North and South Oakville zoning by-laws, would be beneficial to Oakville.

Thank you for the opportunity of conducting this review on your behalf. If you have any questions regarding our analysis or findings, please do not hesitate to contact us.

Yours truly,

urbanMetrics inc.



Rowan Faludi

Partner

rfaludi@urbanMetrics.ca



ZELINKA PRIAMO LTD
A Professional Planning Practice

VIA EMAIL

November 3, 2017

The Town of Oakville
1225 Trafalgar Road,
Oakville, ON
L6H 0H3

Attention: Lesley E. Gill Woods, Senior Planner, Policy Planning

Dear Lesley:

**Re: Town-initiated Official Plan Amendment: Employment and Commercial Review (Livable Oakville)
Preliminary Comments on Behalf of Canadian Tire Real Estate Limited
Oakville, ON
Our File: CAT/OAK/17-02**

We are the planning consultants for Canadian Tire Real Estate Limited ("CTREL") for the Town of Oakville initiated Official Plan Amendment: Employment and Commercial Review (Livable Oakville). CTREL is the owner of the following lands within the Town of Oakville:

- The existing Canadian Tire store, including service centre, garden centre and Mark's Work Warehouse store; and a service station at 1100 Kerr Street; and
- The existing Canadian Tire store building, including service centre and garden centre; and a service station at 400 Dundas Street East.

On behalf of CTREL, we have preliminary comments as outlined below and we will continue to review the draft Official Plan Amendment in more detail and may provide further comments as required.

At this time, our preliminary comments are as follows:

- Our review of the Draft Policy and Schedule Changes to Livable Oakville (Draft Appendix 4 dated October 16, 2017) has determined a potential issue for the CTREL lands at 1100 Kerr Street.
 - According to Draft Policy 13.4.1, it could be interpreted that the existing service centre is not a permitted use on the subject lands. Further clarification is requested on this interpretation. It is our submission that additional wording should be included into Draft Policy 13.4.1 to recognize and explicitly permit the existing service centre use on the subject lands. It is noted that Draft Policy 13.3.1 already includes wording to recognize the existing service centre (Motor Vehicle Repair Facility) on the CTREL lands at 400 Dundas Street.

We thank you for the opportunity to provide the above comments on behalf of our clients and would welcome the opportunity to meet with Staff to discuss them further.

Should you have any questions, or require further information, please do not hesitate to call. In addition, please note that we reserve the ability to provide additional comments throughout the review process. As such, kindly add the undersigned for notification of any further meetings/decisions with respect to this project.

Yours very truly,

ZELINKA PRIAMO LTD.



Dave Hannam BRP, MCIP, RPP
Senior Planner

cc. Mr. Ian Rutledge, CTREL (Via Email)



Fogler, Rubinoﬀ LLP
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November 3, 2017

Reply To: Joel D. Farber
Direct Dial: 416.365.3707
E-mail: jfarber@foglers.com
Our File No. 13/6492

VIA EMAIL

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

Attention: Town Clerk

Dear Sir and/or Madame:

**Re: EMPLOYMENT COMMERCIAL REVIEW (ECR)– RIOCAN OAKVILLE
PLACE File 42.15.49**

We are the solicitors for RioCan Holdings (Oakville Place) Inc., owner of the Oakville Place shopping centre located at 240 Leighland Avenue. As Council is aware, our client has actively participated in the recent planning reviews affecting this site, including the Trafalgar Road Corridor Study (OPA 5), the Urban Structure review (OPA 15) as well as the ECR.

RioCan's vision for Oakville Place is for mixed use intensification. This large 17.4 acre site has significant opportunity to evolve into a mixed use intensified development. There are expansive parking areas that can be readily developed. The commercial space also has significant opportunity for redevelopment, enhancement and vertical intensification.

The site has important attributes, consistently recognized by Town Planning Staff, that contribute to its redevelopment potential including:

- multiple access points to Leighland Avenue, Trafalgar Road (via Oakville Place Drive) and North Service Road;
- convenient access to the QEW;
- convenient pedestrian, cycling and transit connection opportunities to Midtown Oakville and the Oakville GO station as identified in the Metrolinx Mobility Hub Study for Midtown Oakville.

RioCan recognizes that, in conjunction with opportunities for intensification, Oakville Place remains a core component of Oakville's commercial structure and this planned function is planned to be maintained and enhanced as part of any future redevelopment.

In terms of its ongoing commitment to the retail function of the site, we note that RioCan has recently invested in excess of \$40,000,000 into renovations and improvements to the facility including interior mall improvements and new tenant space for Shoppers Drug Mart and Pusateri's. The recent departure of Sears from the Canadian retail landscape will require further investment in the centre.

Opportunities for redevelopment and mixed use intensification of the site have been consistently recognized by the Town's planning staff and consultants including through the work done in the Trafalgar Road Corridor Study, the Urban Structure review, as well as in the ECR.

The retail industry continues to evolve at an ever accelerating rate. Urbanization and intensification are now the key growth elements required for enclosed shopping malls that were originally built as part of a suburban automobile culture, including Oakville Place that opened in 1981.

Urbanization and intensification policy permissions are now required to address the land use planning framework for the site. Mixed use intensification policies are appropriate and necessary to allow for the integration of Oakville Place with Midtown Oakville and the Trafalgar Road Corridor strategic growth areas, including Sheridan College. Urbanization and intensification are the planning mechanisms by which the site can contribute to building a complete community, curb sprawl and protect the environment.

As Council may be aware, and as is indicated in all the planning reviews dealing with the site, Town staff are of the view that they are constrained from recommending land use policy changes for the site as a result of the fact that the site is within a Regional employment area.

Oakville Planning Staff believe the identification of Oakville Place as a Regional employment area is in error, and our client is in agreement. We are in the process of engaging with the Region to correct the mapping error and remove Oakville Place from the Regional employment area, which should not extend west of Trafalgar. We are of course supportive of the Town staff recommendation to seek such an amendment to the Regional Official Plan and trust we will have Council's approval of this recommendation. We are working to achieve this ROPA in the context of the Region's MCR process.

Given that we are moving forward with the ROPA, and given the results of the ECR and the prior planning work addressing long term planning opportunities for the site, it is our submission that special policy consideration for Oakville Place should be included in the OPA to be adopted by Council arising from the ECR.

Our client and its planning consultant have drafted the attached special policy provision for inclusion in the Employment Commercial OPA in respect of Oakville Place. This special policy provision is required as the underlying Core Commercial land use designation does not adequately recognize the significant redevelopment opportunities that can be accommodated at Oakville Place.

We thank Planning Council for consideration of these submissions and look forward to receiving the Town's support for the ongoing work required to modernize and urbanize land use policies for Oakville Place.

Yours truly,

FOGLER, RUBINOFF LLP

"Joel D. Farber"

Joel D. Farber

JDF/ay

cc: Client (Stefan Wisniowski)
MHBC (David McKay and Andrew Palumbo)
Town of Oakville Planning Staff (Lesley Gill Woods and Duran Wedderburn)

Proposed Special Policy – Oakville Place Mall

26.3.4 (Exceptions)

x) The Oakville Place Mall lands are located at 240 Leighland Avenue, northwest of the intersection of Trafalgar Road and Queen Elizabeth Way (QEW). These lands currently operate as a regional shopping centre.

The Oakville Place lands were identified as a “significant opportunity for additional development” in the 2014 Trafalgar Road Corridor Study. Supporting factors of this additional development include the size of the lands, number of large surface parking lots, proximity to the Midtown Urban Growth Centre, and future direct pedestrian and transit connection opportunities. The Trafalgar Road Corridor Study also identified that a future mixed use designation such as Urban Core could provide for appropriate mixed use intensification opportunities on the Oakville Place Mall lands, and may include the incorporation of higher density residential uses, office uses, public spaces and community uses in a future redevelopment scheme.

The Oakville Place Mall lands are designated Core Commercial. The Core Commercial designation does not constitute an employment area designation under the Livable Oakville Plan. However, as of the date of adoption of this Exception 26.3.4, the Oakville Place lands are within a Region of Halton Employment overlay. The Town supports the removal of the Employment overlay from the Oakville Place mall lands in order to enable consideration of a development application for redevelopment and intensification of the site for mixed uses including non-employment uses.

On this basis, the following additional policies shall apply to the Oakville Place Mall lands upon the deletion of the Employment Area overlay in the Region of Halton Official Plan:

- i) The uses permitted in the Urban Core designation in section 12.5.1 shall also be permitted. On this basis, mixed use intensification opportunities for the site will be considered and determined through the *development* process and regulated by the implementing zoning.
- ii) *Development* and redevelopment of the lands to implement mixed use intensification opportunities shall be based on a comprehensive *development* plan which demonstrates the potential full build out of the site over several *development* phases. Redevelopment of the lands for a mix of uses including residential, commercial, office, institutional and community uses shall be considered by the Town, subject to protecting the ongoing planned function of the lands for major concentrations of commercial facilities.
- iii) The redevelopment of the existing low-rise commercial centre may occur gradually in a phased manner. As such, building additions, alterations and/or replacements may be permitted, where they can be demonstrated not to preclude the long-term redevelopment of the property as set out in this Plan.



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November 3, 2017

Reply To: Joel D. Farber
Direct Dial: 416.365.3707
E-mail: jfarber@foglers.com
Our File No. 05/5313

VIA EMAIL

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

Attention: Town Clerk

Dear Sir and/or Madame:

**Re: EMPLOYMENT COMMERCIAL REVIEW (ECR)– RIOCAN TRAFALGAR
RIDGE File 42.15.49 [2391-2431 Trafalgar Road]**

We are the solicitors for RioCan REIT, owner of the Trafalgar Ridge Shopping Centre. As Council is aware, our client has actively participated in the recent planning reviews affecting this site, including the Trafalgar Road Corridor Study (OPA 5), the Urban Structure review (OPA 15) as well as the ECR.

It is anticipated that the centre will evolve into a mixed use development. We are seeking a redesignation of the site from Community Commercial to Urban Core.

The site has important attributes, consistently recognized by Town Planning Staff, that contribute to mixed use redevelopment and intensification potential as identified in the Trafalgar Road Corridor Study [excerpt attached]. The centre is within the Trafalgar Road Corridor strategic growth area in accordance with adopted OPA 15, and is just a short walk to the Uptown Core Regional Transit Node.

We thank Planning Council for consideration of these submissions and look forward to receiving the Town's support for the ongoing work required to modernize and urbanize land use policies for Trafalgar Ridge.

Yours truly,

FOGLER, RUBINOFF LLP

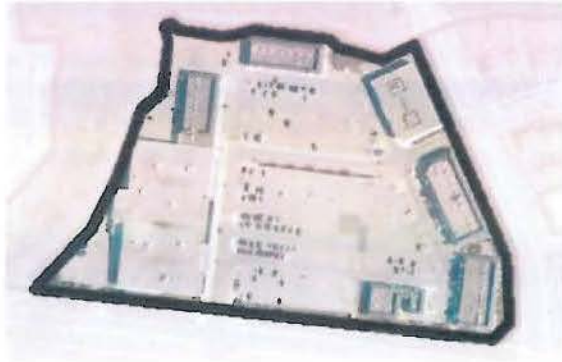
"Joel D. Farber"

Joel D. Farber

JDF/ay

cc: Client (Stefan Wisniowski)
MHBC (David McKay and Andrew Palumbo)
Town of Oakville Planning Staff (Lesley Gill Woods and Duran Wedderburn)

Site 8: NE corner Postridge Drive & Trafalgar Road



Opportunities	Constraints
<ul style="list-style-type: none"> Large site size provides flexibility for future redevelopment Open Space system to the north and east Expansive surface parking lots Direct access to future BRT stop Proximity to existing services and retail commercial 	<ul style="list-style-type: none"> Existing buildings are in good repair Transition to single-detached family residential to the south and east

Site Assessment & Recommendations

There is significant opportunity for intensification on this site given the size, existing large surface parking areas and frontage on two streets. The site is constrained by a surrounding open space (trail) system and adjacent residential uses to the east, which could potentially limit future built form options.

Site Characteristics

Size	4.7 ha (11.6 ac)
Existing Development	Commercial plazas with surface parking
Current GFA	10,800m ² (116,250 s.f.)
Surrounding Land Uses	West – retail plaza North – Open Space East – Open Space South – retail plaza

Policy Highlights

Livable Oakville Designation	Community Commercial
Proposed Livable Oakville Designation	Community Commercial (no change)
Current Zoning	Central Business District (C3 – SF579)

Taller building forms could be placed adjacent to Trafalgar Road, while maintaining reasonable separation distances to neighbouring residential uses. Existing and future transit amenities could also be integrated into new development. Below grade parking would not necessarily be required, given the size of the site.

A future mixed-use designation, such as Urban Core, would allow for taller built form and a variety of land use options. It would also ensure the continued commercial function of the site.

The current *Livable Oakville* Plan designates this site as Community Commercial. Similar to the other sites with commercial land use designations, no immediate change is being proposed pending completion of the Commercial and Employment review.

November 6, 2017

By Email to townclerk@oakville.ca

Mayor Rob Burton and Members of Council
Town of Oakville
Oakville Town Hall
1225 Trafalgar Road
Oakville, Ontario
L6H 0H3

Attention: Vicki Tytaneck, Town Clerk

Dear Ms. Tytaneck:

**Re: Public Meeting Report – Town-initiated Official Plan Amendment:
Employment and Commercial Review (Livable Oakville)
Town File No. 42.15.49**

We are counsel to ClubLink Corporation ULC and ClubLink Holdings Limited (“ClubLink”), the owners of the Glen Abbey Golf Club property at 1333 Dorval Drive in the Town of Oakville (the “Lands”).

We are writing in response to the Public Meeting Report prepared by the Planning Services Department, dated October 16, 2017, regarding the Town-initiated Official Plan Amendment arising from the Town’s Employment and Commercial Review (the “Staff Report”). We understand that the Staff Report, which recommends that comments from the public regarding this matter be received, will be considered by Planning and Development Council at its meeting later today.

As Council is aware, ClubLink submitted Official Plan Amendment, Zoning By-law Amendment and Plan of Subdivision applications to the Town on November 10, 2016, to permit the redevelopment of the Lands for a mix of residential, commercial and open space uses (the “Applications”). The Applications have since been appealed to the Ontario Municipal Board (“OMB”) and have been assigned OMB Case No. PL171084.

The Applications contemplate that a portion of the Lands will accommodate commercial uses, including office, retail and service commercial uses, which will serve and be supported by both the proposed residential development on the Lands as well as the broader community. In that regard, ClubLink’s Official Plan Amendment application proposes that certain portions of the Lands to be redeveloped would be designated

“Community Commercial – Exception XX” and “Main Street 2 – Exception XX”, both of which would permit commercial uses.

In support of these proposed land use designations and the proposed commercial component of the redevelopment proposal, ClubLink submitted a number of plans and reports to the Town, including, among others, a *Commercial/Retail Market Review & Impact Study*, prepared by IBI Group.

We note that the Staff Report cites a study completed by the Town’s consultant that concluded that additional commercial space, beyond what is currently designated, will be required to support projected commercial growth in the Town to the year 2041. To that end, it is our view that the Lands represent an appropriate site for commercial development in the context of ClubLink’s mixed-use redevelopment proposal. Accordingly, the Town should explicitly recognize this opportunity to achieve additional commercial development on the Lands and, likewise, Council should support the appropriate land use designations in the Official Plan to accommodate the proposed commercial uses.

Please ensure that we receive notice of any future public meetings and/or staff reports concerning this item, and that we receive formal notice of any decision(s) made by Council regarding this matter.

Yours truly,
DAVIES HOWE LLP



Mark R. Flowers
Professional Corporation

copy: Client
Glen Schnarr / Colin Chung / Mark Bradley, Glen Schnarr & Associates Inc.
Audrey Jacob / Robyn Brown, IBI Group



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November 6, 2017

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

Attention: Town Clerk

Dear Sir and/or Madame:

**RE: TOWN OF OAKVILLE EMPLOYMENT AND COMMERCIAL REVIEW ("ECR")
1515 REBECCA STREET, OAKVILLE
CALLOWAY REIT (HOPEDALE) INC.
OUR FILE: 07132AX**

Calloway REIT (Hopedale) Inc. is the owner of the South Oakville Centre (formerly Hopedale Mall), which is located at the northeast corner of Rebecca Street and Third Line, and municipally addressed as 1515 Rebecca Street in the Town of Oakville (hereinafter the "Subject Lands"). We have owned the Subject Lands since March 30, 2007, and we are pleased to submit the enclosed letter, which outlines our request for a redesignation of the Subject Lands through the Town's Employment and Commercial Review (ECR) process that is currently underway.

The Subject Lands are comprised of a shopping centre that is approximately 320,000 square feet in size, and includes a variety of tenants, offering a range of commercial and retail services. The Subject Lands currently include a number of anchor tenants (including Metro, Shoppers Drug Mart, LCBO and Winners), as well as approximately 150,000 square feet of vacant floor space. The most notable of these vacancies is the former Target store located on the eastern portion of the shopping centre (approximately 108,000 square feet in size).

EVOLUTION OF CANADIAN RETAIL MARKETPLACE

The Canadian retail market place has and continues to evolve. As Council is aware there has been continuous changes in consumer shopping behaviour and the retail marketplace in general, which have and will continue to influence retailing trends. These changes include:

- A changing, competitive retail market coupled with an increase in the preference for online and mobile purchases
- Due to market trends, many retailers have been forced to consolidate or cease operations all together
- Increase in pop-up retail locations
- Increase in adaptive re-use and redevelopment of power centre locations to offer smaller format, multi-level or mixed-use developments
- Change in consumer spending patterns (i.e., more is being spent on travel, entertainment and other experiential categories than other purchases)
- Disinterest in making in-store visits and in-store purchases
- Increase in the presence of smartphone users
- Desire for alternative, more personal and experiential in-store experiences
- Desire for alternative retail formats
- A recent shift toward providing aesthetically pleasing, pedestrian-focused retail environments

In recent years, a number of retailers have been impacted by changing retail market trends as well as consumer preferences and behaviours. Examples include the recent closure of all Blacks Photography, Jacob, Future Shop, Danier and Target locations as well as the upcoming closure of all Sears Canada locations across the country. Changes in the retail market and consumer behaviours are evidenced by a decline in demand for larger retail space (including both big box stores and department stores), consumer preferences for alternative, smaller-scale and experience-based retail locations and the continued growth of online and mobile purchasing patterns. Online and mobile purchasing patterns continue to influence retailing patterns as additional retailers expand their online platforms in order to best serve consumer needs. The influence of online shopping is best exemplified by the 45% growth in the number of online purchases made by consumers between August 2016 and August 2017. Additionally, it is suggested that online purchases have been steadily increasing at a rate of 15% per year over the past few years according to market analysts.

To this effect, since the closure of the Target store in Spring 2015 we have tried unsuccessfully to re-tenant this and other space in South Oakville Centre. We are concerned that continued vacancies in the centre will lead to further deterioration of the existing successful retail components and jeopardize the long term viability of the centre.

OUR REQUEST

The Subject Lands are currently designated “Community Commercial” in the Livable Oakville Plan. As previously noted, the eastern portion of the existing shopping centre has remained vacant since the closure of the Target store, and for the reasons noted above it has been very difficult to secure commercial/retail tenants in this space. In consideration of this major vacancy and the ongoing and unsuccessful tenanting of this space, we believe there is a need to reinvigorate the mall through a change on the eastern portion of the shopping centre to a mixed use format which will allow for residential uses.

We are therefore requesting that the Town consider a redesignation of the Subject Lands to an appropriate “Mixed Use” designation to permit residential uses on the eastern portion of the site.

Alternatively the Town could leave the current designation in place and add site specific permissions for residential uses on the Subject Lands.

There is no intention to remove all of the commercial space on the Subject Lands, but rather the intent is that sufficient commercial/retail space will remain to provide the local community with the commercial and retail services it requires (i.e. food store, drug store, restaurants and other retailers).

We believe that this request is appropriate for the following reasons:

- Although there has been an identification of under-served areas of the Town from a commercial standpoint, this not a Town-wide problem, but rather it is specific to Northwest Oakville. The reduction of commercial floor space on a portion of the South Oakville Centre lands will not affect the overall commercial service levels of the Town and will not impact the level of service currently being provided to the surrounding neighbourhoods.
- As is evident by our unsuccessful re-tenanting of the former Target space which speaks to the lack of demand, the need to maintain the current amount of commercial floor space on the Subject Lands is not required. In fact we believe that the redevelopment of the eastern portion of the lands will make the remainder of South Oakville Centre stronger from a commercial planning perspective.
- The 2016 background report promotes intensification and redevelopment of existing commercial areas. The permissions we are requesting for a mix of commercial and residential uses implements this recommendation.
- The redevelopment of the eastern portion of the Subject Lands for residential or mixed use development would allow for a modest level of intensification which is compatible with surrounding uses and would better utilize the lands than leaving the centre in its current condition.

We thank Council for consideration of this request and look forward to any further discussions with Town staff or otherwise in order to address and implement this request.

Yours truly,



Christine Cote
Director, Development
SmartCentres

cc: Councillor Chisholm, Town of Oakville
Councillor Duddeck, Town of Oakville
Duran Wedderburn, Policy Planner, Town of Oakville
Gabe Charles, Senior Planner, Town of Oakville
David McKay, MHBC

November 6, 2017

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

Attention: Town Clerk

Dear Sir and/or Madame:

**RE: EMPLOYMENT & COMMERCIAL REVIEW
STARWRIGHT MANAGEMENT
MHBC FILE: 17106A**

Our client is the owner of the property located at the northeast corner of Rebecca Street and Burloak Drive in Oakville. Previous written in submissions have been provided under the name Oakville Great Lakes Market Place Inc. (submission dated September 4, 2015). My client's request was identified within Town staff report as Employment Conversion Request 4a and 4b in Appendix C of the September 11, 2017 Livable Oakville (Official Plan) Council Sub-Committee report, dated August 31, 2017. The subject lands are approximately 3.16 ha in size and located at the border of the Town of Oakville and the City of Burlington.

Our client's lands are designated "Business Commercial" and subject to an Exception which permits various commercial uses including convenience retail, service commercial, and office uses, as well as a food store up to a maximum of 3,252 m² of gross floor area (GFA).

Our client is seeking to re-designate the subject lands from "Business Commercial" to "Community Commercial" designation which is a more appropriate designation that will provide additional flexibility for the subject lands to meet the increased commercial land needs as identified by the Town of Oakville through the ongoing Employment and Commercial Review process. Furthermore, the "Community Commercial" designation better reflects the commercial-retail development intended for this site, as it provides for a community commercial planned function that would better serve the surrounding area through the designation and policies of the "Community Commercial" designation (which are further discussed in this letter). In addition, it is requested that the current Exception in effect for the subject lands (i.e. GFA cap) be removed in order to allow for additional intensification at this site as permitted by the "Community Commercial" designation as the current permissions are very restrictive in terms of unit sizes and make it difficult to find appropriate tenants to allow for actual construction to occur.

Based on a review of the Town's Evaluation Criteria for Conversion Requests, we are of the opinion that a conversion request from "Business Commercial" to "Community Commercial" is appropriate for the subject lands for the following reasons:

a) What strategic policy objectives and local policy objectives of the town does the proposed conversion support?

- Section 14.2.3 ("Conversion of Employment Areas") of the Livable Oakville Plan (LOP) states that The Town will only consider the conversion of lands within the employment areas to non-employment uses through a municipal comprehensive review, subject to satisfying specific conditions, which include but are not limited to the following:
 - i) there is a need for the uses proposed by the conversion as established by the municipal comprehensive review;
 - ii) the conversion will not prevent the ability of the Town to meet the employment forecasts established by the Region;
 - iii) there is existing or planned infrastructure to accommodate the proposed conversion; and
 - iv) the lands are not required in the long-term for employment purposes.

The requested redesignation satisfies the above conditions as follows:

- o Through the Employment and Commercial Review process currently underway, the Town has already identified an excess supply of employment lands within the Town of Oakville. The Town's employment land demand by 2041 is projected to be 360 - 435 ha (depending on employment density), however, the Town currently has 167 vacant employment land parcels, resulting in a supply of approximately 724 ha. As such, there is an excess of approximately 289-364 ha of employment lands based on the data produced and provided by the Town to date, and therefore, a redesignation request to the "Community Commercial" designation is appropriate for the subject lands.
- o The Employment and Commercial Review process to date has also determined that the Town of Oakville's estimated demand for new commercial space by 2041 to be 360,000 sq. m, which would require approximately 72 - 144 ha of land (depending on coverage). Redesignation of the subject lands from "Business Commercial" to "Community Commercial" will allow the Town to meet this objective for commercial land need.
- o There is existing municipal infrastructure in place to accommodate the proposed redesignation to "Community Commercial".
- Section 13.4 of the LOP states that "*lands designated Community Commercial are intended to provide a variety of retail and service commercial uses primarily servicing the local surrounding community. Community Commercial areas are to be located at the intersection of two arterial roads or at the intersection of an arterial road and a collector road.*" The subject lands address these criteria, as they are located at the northeast corner of a major intersection of two arterial roads (i.e. Rebecca Street, and Burloak Drive), and are also located in close proximity to existing surrounding residential communities to the south and to the west.

- Section 13.4.3 of the LOP states that “Community Commercial areas shall be developed in a nodal configuration and are encouraged to provide and maintain a food store as part of the node.” Please be advised that a food store use is proposed for development on the subject lands.

b) Are the subject lands contiguous with other employment areas?

- The subject lands area not contiguous with other employment areas, but rather they are detached on a fringe land parcel. In addition, the subject lands are more contiguous with the surrounding residential neighbourhoods to the south and to the west and the existing service station and commercial uses to the south and east.

c) Is the site located outside or on the fringe of an employment area?

- As noted above, the subject lands are detached from other employment areas on a fringe land parcel.

d) Will the conversion create incompatibilities with adjacent land uses?

- A redesignation will not create incompatibilities with adjacent land uses, in fact, a redesignation would allow for a better transition of uses given the surrounding land use context. A commercial-retail development is a compatible land use that will support the local residents, both stationary and those travelling through this area.

e) Do site constraints (i.e. size, configuration, topography) limit market choice?

- The subject lands are located at an intersection of two major arterial roads, which is a locational advantage for the commercial-retail development intended for the site, and also meets the LOP “Community Commercial” policy requirements as stated above.
- In October 2008, our client engaged Tate Economic Research Inc. (TER) to prepare a Retail Market Demand and Impact Analysis, which was also peer reviewed in July 2009 by urbanMetrics Inc. This initial study and peer review determined that the subject lands are considered suitable for retail commercial uses due to its location in a growing community, and along the intersection of two arterial roads. It was also determined that population forecasts indicate a growing market, which will result in an increased demand for new retail and service space in the local area.

f) Will the conversion support other planning policy objectives (i.e. access to public transit, complete communities)? If yes, please explain

- As noted above, given the proximity of the surrounding residential uses, transition with commercial uses is more suitable for the subject lands as opposed to transition with employment lands. As such, conversion to a “Community Commercial” designation will allow for the development of a more complete community in this area of the Town of Oakville.

Based on the rationale provided above, we ask that Town staff reconsider their position as provided in the staff report and subsequent Official Plan Amendment with respect to the subject lands.

If you have any further questions please do not hesitate to contact me.

Thank you.

Yours truly,

MHBC

A handwritten signature in black ink, appearing to read 'Oz Kemal', written over the printed name below.

Oz Kemal, BES, MCIP, RPP
Partner

cc.: *Rick Tomulka*



BESSANT PELECH ASSOCIATES INC.
Development Planning + Project Management Consultants

BPA Inc. No. 145-16
November 7, 2017

Page | 1

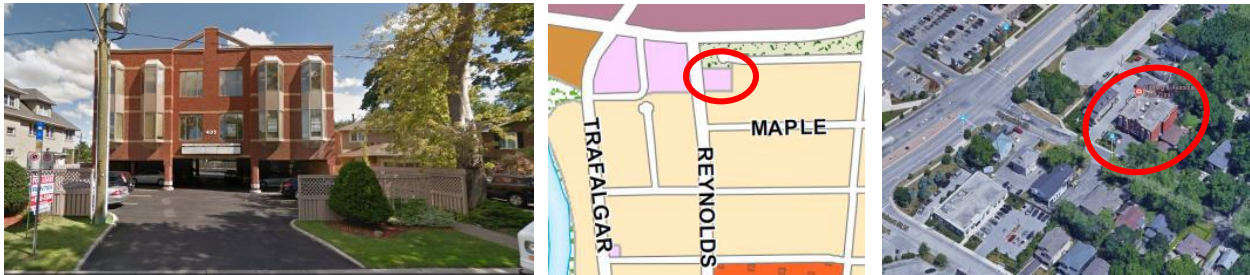
Via Email: mark.simeoni@oakville.ca

Planning Services Department
Town of Oakville
1225 Trafalgar Road
Oakville, ON L6H 0H3

Attention: Mark H. Simeoni
Director Planning Services

Re: Official Plan Review (OPR)
2306803 Ontario Inc.
435 Reynolds Street
Town of Oakville, Halton Region

Please be advised that Bessant Pelech Associates Inc. (BPA Inc.) act as the land use planning consultants on behalf of 2306803 Ontario Inc., the owner of a property known municipally as 435 Reynolds Street, located along the east-side of Reynolds Street immediately south of Cornwall Road, as illustrated below, and currently occupied by a professional office building accommodating several medical offices and related medical service clinics.




More specifically, BPA Inc. was retained in order to provide various written submissions and review comments associated with the ongoing Town of Oakville Official Plan Review (OPR) study initiative and in this case the Employment and Commercial Review (ECR) component. To date we have submitted correspondence:

1. outlining the owner's development intent which seeks to redesignate the parcel, along with the property abutting to the north (443 Reynolds Street) from the current 'Neighbourhood Commercial (NC)' to a more appropriate 'Residential' (medium density) land use designation (May 8th, 2017); and
2. providing input into the Urban Structure Review component and the proposed USR Official Plan Amendment (September 26, 2017).

In addition, we also provided a written submission (September 11th, 2017) with respect to the Zoning By-Law review study initiative dealing with By-Law amendments related to regulations guiding roof-top terraces and decks.

1443 Miraya Court, Mississauga, ON L5C 2T6
T: 416-574-5978 **E: yurijp@bpainc.ca**

Further to our attendance at the November 6th, 2017 statutory Public Meeting convened at Planning and Development Council, as well as the October 24th, 2017 Public Information Meeting, coupled with our review of various background information prepared and released as part of the ongoing stages of the Employment and Commercial Review component of the OPR, we take this opportunity to express our support for the staff identified 'Proposed Action' contained within Appendix B appended to the October 16th, 2017 staff report that was part of the agenda at the November 6th, 2017 statutory hearing, and as highlighted below.

Commercial-related Comment (Source)	Response	Proposed Action
<p>10. The town should consider revising the boundary of Midtown Oakville to include the lands currently designated Neighbourhood Commercial in the area of Inglehart Street North.</p> <p>"My concern is that... the province is unaware or overlooked the historical significance of this small, but strategically placed business area."</p> <p>"This is an enormous opportunity to reduce such things as car exhaust emissions while accommodating increased population density, and potentially no increased traffic congestion and, if developed in its entirety, possibly resolving such issues as the contaminated vacant lands on Trafalgar Rd. at Inglehart St. N. Not to mention benefits to the surrounding area continuing to revitalize the neighbourhood and create a terrific brand new living, working environment ..."</p> <p><i>(M. Moffat, Area property owner)</i></p>	<ul style="list-style-type: none"> - Staff do not think that the Midtown Oakville Urban Growth Centre boundary should be modified. The existing Midtown Oakville boundary was determined in consultation with the province and is reflected in the provincial, regional and local planning documents. - However, this area has historically provided for a mix of commercial and residential uses. In the 2006 Official Plan, this area was designated Central Business District and zoned CBD (Central Business District) in Zoning By-law 1984-63. - This area will continue to provide, a transition from Midtown Oakville (and the planned concentration of people and jobs) to the residential neighbourhood to the south. - Anecdotally, staff know that since the hospital relocated, a number of medical doctors have also relocated their offices from the surrounding area. - The permitted uses in this area should be reviewed in more detail in consultation with landowners and the surrounding community. 	<ul style="list-style-type: none"> - Conduct a minor study of the Neighbourhood Commercial lands in the area of Inglehart Street North and Reynolds Street to determine the uses that the official plan should provide for. 

In parallel with our ongoing discussions with Town OPR staff, the emergence of Midtown Oakville immediately to the north and the redevelopment of the former OTMH lands further to the south, the continued appropriateness, future viability, relevance and dynamics of the existing 'NC' designation, and specifically the east-side properties, needs to be reassessed.

A comprehensive study initiative supported by an integrated development (tertiary) plan would serve such a purpose while advancing a major policy theme identified by Town consultants at Dillon Consulting with respect to recommendations and policy directions contained within the Summary Report wherein a policy theme highlights the need to:

- "Encourage the intensification of employment and commercial uses in existing areas".

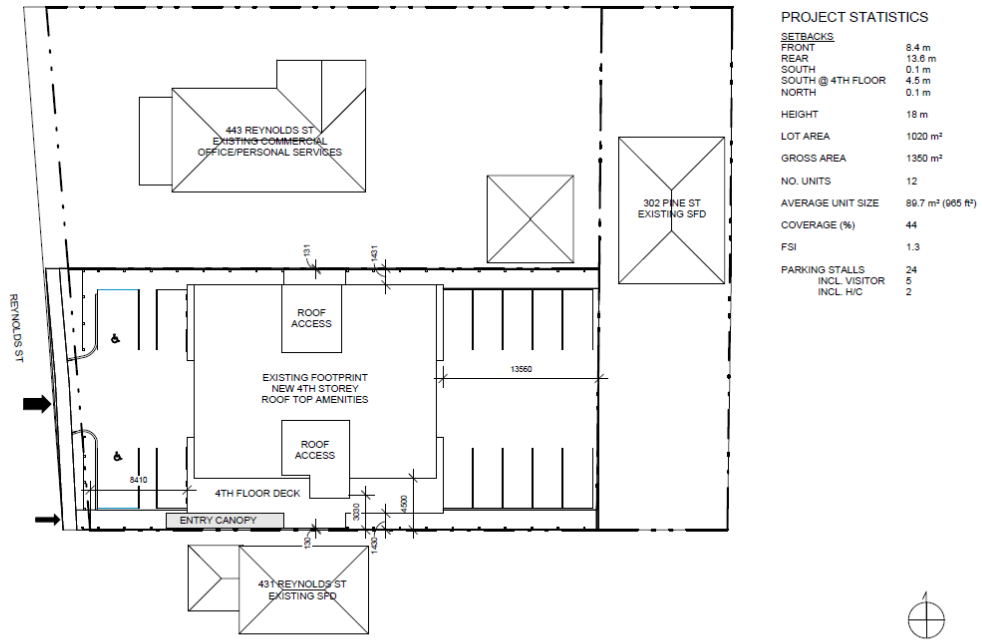
Such intensification can easily be achieved through new mixed-use and/or medium residential opportunities within that node, while the staff recommended "...study of the Neighbourhood Commercial lands..." can commence immediately and prior to the ECR 'recommendation report' from staff coming back to Council in January or February 2018.

As informed input into the broader OPR initiative, we have embarked upon an urban design and architectural design exercise in collaboration with OPEN Architects, whom have been tasked with the preparation of a conceptual redevelopment plan for the subject lands, as well as the abutting lands to the

north (443 Reynolds Street), the latter being a property owner who has also expressed a similar interest in seeking intensification opportunities and a more appropriate mixed-use and/or medium density residential land use designation rather than retaining the existing 'Neighbourhood Commercial' designation.

Similar support for a study of the node, as well as consideration of intensification opportunities, has also been more recently expressed by landowners with holdings along the west-side of Reynolds Street, and the OPR provides an opportunity to undertake such a review and assessment as part of the ongoing public and stakeholder consultation process.

The submission of a preliminary conceptual Site Plan design package associated with a stand-alone 435 Reynolds Street (Option 1: Residential Retrofit) redevelopment scenario and an integrated plan for both 435 & 443 Reynolds Street (Option 2A: Residential and Option 2B: Mixed Use), as highlighted below, will serve as both a catalyst for and informed input as part of the 'focus area' study, while conceptualizing the development objectives of the owners along the east-side of Reynolds Street.



<p>454 Kingston Road, Toronto, ON M4L 1Y3 416-654-2000 www.openarchitects.com</p>	<table border="1"> <thead> <tr> <th>No.</th> <th>Description</th> <th>Date</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>	No.	Description	Date																			<p>QUATROCIOCCHI OPTION 1: RESIDENTIAL RETROFIT 435 REYNOLDS ST</p>	<p>SITE PLAN</p> <table border="1"> <tr> <td>Project number</td> <td>D442-1</td> <td rowspan="2">A101</td> </tr> <tr> <td>Date</td> <td>02/11/2017</td> </tr> <tr> <td>Drawn by</td> <td>MA</td> <td rowspan="2">Scale: As indicated</td> </tr> <tr> <td>Checked by</td> <td>KDB</td> </tr> </table>	Project number	D442-1	A101	Date	02/11/2017	Drawn by	MA	Scale: As indicated	Checked by	KDB
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The creation of a compact and vibrant pedestrian-oriented node with animated streetscape scenes to replace the current automobile-dependent and surface parking uses would serve as a transition from Midtown Oakville in the north to the existing low-density single-detached neighbourhood to the south, ensuring a benefit to the broader community.

We look forward to working with municipal staff, adjacent property owners, as well as other community stakeholders, to identify and advance the appropriateness of the subject lands and the broader south-east quadrant of Reynolds Street and Cornwall Road for a ‘gentle density’ intensification residential land use within the context of the statutory Official Plan Review (OPR) study.

In addition, we look forward to engaging ourselves with other landowners as Town staff undertake a study to review the ‘Neighbourhood Commercial’ lands within the Trafalgar Road – Inglehart Street North - Reynolds Road & Cornwall Road node.

We will continue to monitor the OPR initiative and provide additional and timely comments as subsequent phases of the broader review exercise evolve and subsequent topical policy reviews, such as the ‘residential area review’, are undertaken.

As always, we respectfully ask that staff ensure that the undersigned is identified on your Official Plan Review circulation notification list so as to ensure receiving advance notifications and future communications associated with the Town of Oakville OPR study initiative, thus allowing us to remain informed and engaged on behalf of the property owner(s) accordingly.

In the meantime, we look forward to convening a formal review meeting with municipal policy and development staff, as well as representative members of Town Council, in order to present our development design brief, as well as to advance any activities associated with the staff recommended ‘Neighbourhood Commercial’ lands review study.

Thank you very much for your consideration of our submission review comments and we look forward to commencing discussions relative to the subject lands and associated development objectives within the context to the Livable Oakville Review initiative.

Yours truly,
BESSANT PELECH ASSOCIATES INC.



Yurij Michael Pelech, MA(PI), MCIP, RPP, PLE
Principal / Associate Planning Consultant

c.c. Diane Childs, Manager Policy Planning diane.childs@oakville.ca
Lesley E. Gill Woods, Senior Planner, Policy Planning lesley.gill-woods@oakville.ca
Duran Wedderburn, Planner, Policy Planning duran.wedderburn@oakville.ca
Heinz Hecht, Manager Current Planning – East District heinz.hecht@oakville.ca
Dave Gittings, Regional & Town Councillor Ward 3 dave.gittings@oakville.ca
Nicholas Hutchins, Town Councillor Ward 3 nick.hutchins@oakville.ca
Keith Benjamin, OPEN Architects kdb@openarchitects.com
2306803 Ontario Inc. benybrunoq@gmail.com



Ruth Victor
& Associates

481 North Service Road West
A-33, Oakville, ON L6M 2V6
rvassociates.ca
P 905-257-3590
E admin@rvassociates.ca

RECEIVED

NOV - 8 2017

PLANNING SERVICES DEPT.

November 7, 2017

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

Dear Diane Childs, Manager of Policy Planning and Heritage

Re: Employment Lands Conversion
263 Burnhamthorpe Road West, Oakville

We are contacting you on behalf of Cynthia Lynch who is the owner of the property located at 263 Burnhamthorpe Road West in the Town of Oakville. The subject lands are designated as Employment District & Transitional Zone under the North Oakville East Secondary Plan and zoned "ED" under Zoning By-Law 2009-189.

A Conversion Request for the subject lands was submitted to the Town requesting conversion from Employment District to Transitional Area. At this time, we have reviewed the Recommendations in the Staff Report brought before Council on November 6th 2017 that the subject lands are not recommended for conversion, and Ms. Lynch would like to discuss with Town Staff about changes in policies moving forward.

We would request that the Town of Oakville receive this submission for follow-up discussions regarding 263 Burnhamthorpe Road West.

We look forward to your response and the opportunity to discuss this further with the Town.

Yours truly,

A handwritten signature in black ink, appearing to read 'Jack Neal', is written over a vertical line.

Jack Neal | Urban Planner

January 8, 2018

Ms. Lesley Gill-Woods, MCIP, RPP
Town of Oakville
Planning Services Department
1225 Trafalgar Road, 2nd Floor
Oakville, ON
L6H 0H3

Dear Ms. Gill-Woods:

**RE: EMPLOYMENT COMMERCIAL REVIEW
REDEVELOPMENT OF SOUTH OAKVILLE CENTRE
CALLOWAY REIT (HOPEDALE) INC.
FILE: 07132AX**

Further to our meeting on November 28, 2017, on behalf of our client, Calloway REIT (Hopedale) Inc. ("the Owner") of South Oakville Centre (municipally addressed as 1515 Rebecca Street), please accept this letter as a request for the Town to include site specific policy in the Official Plan through the Employment and Commercial Review to allow for the redevelopment of South Oakville Centre ("the Subject Lands").

The Subject Lands are approximately 29,729 sq m (320,000 sq ft) in size, and consist of a shopping centre that includes a variety of tenants, offering a range of commercial and retail services. The Subject Lands currently include a number of anchor tenants (including Metro, Shoppers Drug Mart, LCBO and Winners). Of note approximately 13,935.5 sq m (150,000 sq ft) of the available retail space has been and is currently vacant space; despite continuous efforts to retain tenants. The most notable of these vacancies is the former Target store located on the eastern portion of the Subject Lands that is approximately 10,033.5 sq m (108,000 sq ft) in size. It is the eastern portion of the Subject Lands which our client would like to redevelop for a residential and / or mixed use project. Our client is also anticipating a redesign of the western portion of the site, however, it will continue to operate as a Community Commercial centre.

As discussed, with the ever changing Canadian retail market, our Client is seeking to have more flexibility within the existing policy regime. Ideally this would be accomplished by a redesignation of the eastern portion of the Subject Lands to Mixed Use. However, we understand from our meeting that the Town would like to have this undertaken outside of the Employment and Commercial Review and through a more comprehensive site specific application. We respect this position, however, we request that the Employment and Commercial Review incorporate site specific policy language which would set out appropriate and reasonable criteria to allow for the redevelopment to occur. To this effect, we recommend that the site specific policy provide direction for the redevelopment of the Subject Lands and include land use, design and development criteria.

To this effect we propose the following site specific policy language:

"The lands designated Community Commercial at the northeast corner of Third Line and Rebecca Street, known as South Oakville Centre, shall be permitted to be redeveloped for a mix of uses, including residential, by way of a Zoning By-law Amendment and a Master Site Plan Approval process, subject to the following:

- a) Redevelopment shall occur gradually over time. Any redevelopment shall include approval of a phasing plan to be implemented through the provisions of the Zoning By-law Amendment and Master Site Plan Agreement.
- b) To ensure the planned function of the Community Commercial designation is maintained, the minimum amount of retail / commercial floor area post redevelopment shall be a minimum of 9,290 sq m including the retention of a food store as an anchor tenant.
- c) The Zoning By-law and Master Site Plan Agreement shall establish appropriate design criteria during and post redevelopment of the lands including but not limited to: reduced parking ratios, enhanced building design, improved site and landscape design, and enhancing streetscape treatments adjacent to the site.
- d) Any residential development on the lands shall be designed to be compatibility with surrounding land uses including the retained retail / commercial components on the lands."

This requested approach would allow economic investment through modest residential intensification to revitalize the Subject Lands from the current conditions, while maintaining retail and commercial uses on site (and thus meeting the Retail Hierarchy objectives of the Town).

We would be pleased to meet and discuss the above wording for the site specific policy at your convenience.

Thank you.

Yours truly,

MHBC



David A. McKay, MSc, MCIP, RPP
Vice President and Partner

cc: *Christine Cote*