



April 30, 2017

Town of Oakville

Diane Childs
Mark Simeoni
Brad Sunderland
Planning Department Dept.
1225 Trafalgar Rd.
Oakville, ON

Thank you once again for meeting with us on April 19 to discuss the concerns of our Bronte BIA commercial property owners and tenants with respect to developing policies that will aid in delivering much needed revitalization for Bronte Village.

We ask your assistance in creating an environment that welcomes investment, encourages sustainable growth, and removes the barriers to do so. We offer this document as the official position of the Bronte BIA on the Bronte Village Growth Area Review.

N. Barry Lyons Consultant Study

Our BIA has reviewed this study. Based on our discussions with our own catchment area commercial property owners and developers, these findings do not mesh with our conclusions as to what will work for Bronte Village to build a vibrant, sustainable community.

BIA Case Study

We have attached a letter and a case study provided by Bronte BIA Econ. Dev. Committee Chair Gary Reed to Town Planning Staff on April 19. This offers seven points we wish to raise in connection with the recommendations expressed in the N. Barry Lyons Consultants Study as well as a financial scenario for consideration.

As discussed at our meeting with the town planning staff April 19, we are asking the Town to work with us to discuss where the opinions differ and why, and what we must do to be on the same page to realize a cohesive and workable vision going forward.

Bronte BIA Comments on BVGAR

Please review our recommendations on the directions expressed in the BVGAR.

We have taken the liberty of going over the past eight years of the collective work of the Bronte BIA, some with the help of consultants done in the interest of revitalization. We thank you in advance for your consideration of our submission and the opportunity to continue meeting on a regularly scheduled basis to make sure we are on the same page going forward.

Sincerely,

Bronte BIA Board of Management

Per: Ann Sargent

cc. Jane Clohecy, Colleen Bell

Bronte BIA
Harbour Place
2368 Lakeshore Rd. W. Oakville, ON L6L 1H5
T: 905-825-3258 www.brontevillage.net

To: Town Planning staff, Sean O'Meara and Ralph Robinson

April 19th 2017

From: The Bronte BIA

The Bronte BIA has concerns with the N. Barry Lyon Consultants Redevelopment Assessment of Oakville Main street growth Areas.

WE have obtained a additional study that has some major discrepancies.

- 1) Our case study indicates that the project rate of return on a six story mixed use retail residential Building is 1.4% not 15% (as indicated in the report)
- 2) The Land costs are out dated, Due to rising Real Estate prices .
- 3) The study reflects one level on underground parking, whereas there would need to be at least 2.5 Levels.
- 4) The Hard costs Construction number of \$ 226 per square foot is low due to Rising materials cost and the additional parking levels.
- 5) The 2 story bonus costs are not reflected
- 6) The parkland dedication fees do not appear to be included in the consultant's report.
- 7) They did not appear to have subtracted there land costs from the Total profit page 4.3
Summery-Financial Analysis Results

The BIA is asking the planning department to look into these discrepancies and report back to the BIA as we all want to work with the correct numbers .

We both have the same goal and that's to Revitalize and build a Vibrant Bronte Village.

Yours Truly

Gary Reed
Director Bronte BIA

Item	Budget	Cost/Suite	Cost/GFA	Comments
		51	48,411	
Projected Revenues				
20000 Residential Suite Sales	23,259,191	456,063	480.45	
20001 Commercial Office	0	0	0.00	
20002 Commercial Retail	2,115,000	41,471	43.69	
20010 Parking Sales	2,275,000	44,608	46.99	
20020 Locker Sales	127,500	2,500	2.63	
20022 Existing Building Lease	0	0	0.00	
20022 Existing Building Utilities	0	0	0.00	
20022 Existing Building Maintenance	0	0	0.00	
20026 Purchaser Upgrades	408,000	8,000	8.43	
20030 Less HST Allowance on Sales	-2,440,010	-47,843	-50.40	
60060 Development Charges Recovery	255,000	5,000	5.27	
70020 Taron Suite Enrollment Fee Recovery	51,000	1,000	1.05	
Total Revenues	26,050,681	510,798	538.11	
Projected Expenses				
Land & Land Related Costs				
30000 Land	3,500,000	68,627	72.30	
30010 Appraisal	5,000	98	0.10	
30020 Legal & Registration	12,000	235	0.25	
30030 Land Transfer tax	102,475	2,009	2.12	
30040 Property Tax	75,600	1,482	1.56	
Land & Land Related Costs Total	3,695,075	72,452	76.33	
Construction				
40000 Hard Costs	11,618,640	227,816	240.00	
40030 Construction Contingency	580,932	11,391	12.00	
40060 Warranty Expenses	0	0	0.00	
40070 Options/Upgrades	255,000	5,000	5.27	
Construction Total	12,454,572	244,207	257.27	
Consultants Costs				
50000 Legal Fees - General	61,500	1,206	1.27	
50010 Survey Condo Docs	36,000	706	0.74	
50020 Topographical Survey	0	0	0.00	
50030 Legal Condo Docs	18,000	353	0.37	
50040 Soils - Geotechnical	7,500	147	0.15	
50050 Architect	195,000	3,824	4.03	
50060 Interior Designer	25,000	490	0.52	
50070 Engineering - Civil/Site	22,000	431	0.45	
50080 Engineering - Structural	38,000	745	0.78	
50090 Engineering - Electrical/Mechanical	30,000	588	0.62	
50095 Engineering - Energy Model	2,500	49	0.05	
50100 Landscape Architect	15,000	294	0.31	
50105 Arbonst	2,000	39	0.04	
50110 Shoring Designer	17,800	349	0.37	
50120 Bulletin 19 - Inspection and Testing	2,700	53	0.06	
50130 Environmental	7,500	147	0.15	
50160 Traffic	14,500	284	0.30	
50170 Acoustical Consultant	10,000	198	0.21	
50190 Planning and Rezoning	115,000	2,255	2.38	
50200 Wind Consultant	10,000	199	0.21	
50225 Property Manager	5,500	108	0.11	
50226 Urban Design	12,500	245	0.26	
50227 Pre-Delivery Inspections	12,750	250	0.26	
50230 Disbursements	33,675	660	0.70	
Consultants Costs Total	694,425	13,616	14.34	
Development Costs				
60000 Insurance	31,708	622	0.65	
60010 Building Permt	193,650	3,797	4.00	
60020 Park Dedication	3,118,379	61,145	64.41	
60030 Section 37/Public Art	125,000	2,451	2.59	
60040 Accounting	26,150	513	0.54	
60050 Sewer and Hydro Connection	152,000	2,980	3.14	
60060 City Development Charges	1,658,758	32,525	34.26	
60090 Site Plan Approval/Other Permts	191,515	3,755	3.96	
60100 Soft Cost Contingency	80,000	1,569	1.65	
Development Costs Total	5,577,160	109,356	115.20	
TARION				
70000 Taron Registration Fee	6,500	127	0.13	
70010 Taron Suite Enrollment Fee	51,000	1,000	1.05	
TARION Total	57,500	1,127	1.19	

Finance & Interest				
80000	Land and Soft Cost Interest	144,000	2,824	2.97
80010	Construction Interest	950,649	18,640	19.64
80010	Commitment Fee (bank)	120,000	2,353	2.48
80020	Legal - Financing	25,000	496	0.52
80030	Cost Consultant	34,500	676	0.71
80050	Letters of Credit	11,000	216	0.23
80060	Tanor and ECDI Bond Cost	204,000	4,000	4.21
Finance & Interest Total		1,489,149	29,199	30.76
Marketing				
90000	Full Marketing Budget	193,500	3,794	4.00
Marketing Total		193,500	3,794	4.00
Commissions				
90300	Sales Commissions	347,209	6,808	7.17
90301	Sales Commissions - outside agents	520,813	10,212	10.76
90302	Retail Commissions	21,150	415	0.44
90305	Administration	12,000	235	0.25
Commissions Total		901,172	17,670	18.62
Sales Centre				
90340	Sales Centre Construction	75,000	1,471	1.55
90360	Furniture	10,000	196	0.21
90370	Lease/Maintenance	42,000	824	0.87
90380	Designer's Fee	3,500	69	0.07
Sales Centre Total		130,500	2,559	2.70
Management Fees				
100300	Project Management Fee	492,000	9,847	10.16
Management Fees Total		492,000	9,847	10.16
Total Expenses		25,685,052	503,628	530.56
Projected Profit		365,628	7,169	7.55
		1.42%		
Costing Summary				
		Budget	Per Suite	Per GFA
	Land	3,695,075	72,452	76.33
	Construction	12,454,572	244,207	257.27
	Soft Costs	8,046,257	157,770	166.21
	Financing	1,489,149	29,199	30.76
Total		25,685,052	503,628	530.56
Project Statistics				
		Bach/1 Bedroom	2 Bedroom	
Total Units Proposed (res)	51	11	40	
Total Units Proposed	51			
Avg. Proposed Unit Size (res)	51			
Avg. Proposed Unit Size (com)				
Total Saleable Area (res)	36,919			
Total Saleable Area (Office)	0			
Total Saleable Area (Retail)	4,230			
Total Saleable Area	41,149			
GFA (Total)	48,411	85.00%	efficiency	
	0	48,411	11,618,640	
Cost per Gross Floor Area	240.00			
Avg. Sale Price/p.s.f (res)	630	32,130		
Avg. Sale Price/p.s.f (off)	0			
Avg. Sale Price/p.s.f (retail)	500	0		
Avg. Unit Price	456,063			
Parking Stalls	91			
Parking Purchase	25,000			
Lockers	51			
Locker Purchase	2,500			
Roof Gardens	0			
Roof Garden Purchase	0			

BRONTE GROWTH AREA REVIEW RECOMMENDATIONS

Submitted by the Board of Management of the Bronte BIA to Town of Oakville Planning Department

April 30, 2017

The opinions expressed in this document are the result of the Bronte BIAs involvement in the ongoing consultation process conducted by the Town of Oakville for the Bronte Village Growth Area Review. They are the opinions of the Bronte BIA Board of Management representing the approximately 200 commercial property owners and tenants of the Bronte BIA catchment area.

What is the Bronte BIA

The Bronte BIA is an association of business people within a specified catchment area: W. River St. on the west, East St. on the east. Sovereign St. on the north and Bronte Rd at Ontario Street on the south, who join together, with official approval of the Municipality, in a self-help program aimed at stimulating local businesses. This is a self-funded organization that uses its collective efforts to draw more prospective customers to our business core, by improving the attractiveness of the area and promoting it as a good place to live, work, shop, dine, play, explore, and do business.

Bronte Village Vision

Prior to offering the Bronte BIAs comments on the Bronte Village Growth Area Review, it is important to for us to communicate our recommendations and comments on the BVGAR against the backdrop of a clear vision for our community – what do we want to see when we walk around Bronte Village. What will serve our business owners and residents harmoniously well into the future.

Bronte Village is a small area of southwest Oakville, a vibrant, safe, and friendly neighbourhood with a small-village feel, featuring naturally scenic lakefront backdrop featuring parkland, trails, beach and recreational amenities. It supports a broad cross- section of people from all stages of life and is a year-round destination for people from outside the Village who visit often. It is a significant asset to the Town of Oakville. The commercial businesses in the Village successfully support residents’ and visitors’ needs.

Buildings with heritage value have been retained and/or enhanced making the streetscapes in the Village interesting and eclectic while fostering a ‘harbour town’ look and feel (eg. Marina del Ray CA or Nantucket, Cape Cod). The Village supports a thriving artistic community. There are a variety of year round recreational opportunities from access to local community recreational facilities and parks to trails and interpretive features that highlight the natural features of the area. The waterfront is a key recreational and commercial resource supporting boating, as well as fishing and other water and land based activities.

There is a west harbour marina that gives Bronte many more slips to accommodate demands. This has been developed so as not to compromise the bluffs, parkland and beach areas on the west island.

There is a variety of house choices, and people from all stages of life live and work here. Bronte is a pedestrian friendly village with wide sidewalks, inviting outdoor patios, public meeting spaces scattered throughout and interesting little shops and galleries along Bronte Rd and Ontario Street to entice visitors to linger, shop and enjoy the spectacular lake/harbour view. There is a Market Square, a public central market square, town hub

gathering space at the beautifully redeveloped Bronte Village Mall. Parking is accessible, and public transit to and from other parts of the Town is convenient and easy.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Based on ongoing work being done by the board in its efforts to see revitalization of Bronte Village, we present these observations:

- **Changing Face:** Shores, Amica, beautiful Heritage Park, gentrification-used to be less desirable area of Oakville, infill of upscale new homes in old neighbourhoods near the lake. Bronte is now an extremely desirable area in the hottest real estate market the GTA has ever seen.
- **What's New:** As above, more excellent restaurants, investment in community 'Catch Hospitality' Bronte's largest employer with 180 staff, TASTE Marketeria concept, El Spero.
- **Symgine Condo Development at East Street:** has submitted an application, investing in Bronte with a development that will bring more residents.

BRONTE VILLAGE STRENGTHS

Location: Half way between GTA and Niagara Falls border – huge population to draw from

Residential

Growing mid-high income households

Hottest Real Estate Market Ever in GTA: New development of higher density residential and replacement homes and new more affluent residents building new homes in established neighbourhoods with large lots, trees.

Natural Environment: Waterfront access and marina amenities- waterfront trail, Boardwalk, lighthouse, trails, bluffs, beach, park draws people.

Heritage: Have a rich story to tell about our history as commercial fishery, ship building, Underground Railroad, stone hooking. Have Sovereign House, Yolandas (formerly Stoneboats), Metro Marine building opportunities. Fishermen's Memorial. Utilizing government grant funding to launch Bronte Heritage Trail in 2017.

Tourism -Designated Tourist Area: So accessible from QEW, 401, big highway signs promote this.

Healthy Active Lifestyle environment: year round for walking, cycling, best trophy fishing, boating, kayaking, water sports, birding (rare species), photography

Excellent Restaurants: restaurants – example: Cucci in top 100 across Canada (Open Table)

Small but Quality Retail: friendly independent merchants, entrepreneurial, with some boutiques 20-25 years in business.

Top Quality Professional Services: hi tech (Silicon Halton TGIF Tech-includes companies recognized internationally, diverse group of experienced health and wellness practitioners

Changing Demographics: High proportion of senior population but now attracting a more affluent and varied age group who are looking for a 'small-town' relaxed walkable pace but without sacrificing big-city amenities and services.

Strong Events:

- **Smallest BIA** with 200 members, smallest budget, work very hard to fund through private corporate sponsorship to keep the financial burden off our BIA member levy.
- Bronte raises biggest sponsorship dollars amongst most BIAs in Ontario to produce Oakville's Canada Day.
- **Canada Day-** A \$150K event presented by Bronte BIA with support from corporate sponsors and Govt of Canada draws from throughout region
- **Lake Walk** – promoting arts and culture - two years old, looking for the right corporate sponsor
- **Art in Park-**premiere southern Ontario art show – brings many visitors and \$\$\$'s to Bronte each August long weekend.
- **New Projects Awarded for 2017-** Bronte Heritage Trail and At Home in Bronte Outdoor Art Exhibit are two new projects coming to Bronte funded by government grants written by Bronte BIA.

WEAKNESSES/CHALLENGES:

- **Lakeshore Rd E/W Commuter Run-** Main east west commuter traffic route of convoy of speeding cars that do not slow down except at lights. Slow traffic to a 'retail district speed so that people can notice the retailers. Install more crosswalks to shorten the blocks, consider angled parking on Lakeshore Rd., maintain bike lanes. Consider taking back some of the frontage leased to Sobeys by town to help widen Lakeshore or allow for angled parking.
- **Traffic Gaps-** in streetscape – driveways, vacant lots, mall/plaza entries mall, high industrial light poles, big trees space far away from each other – challenging from a beautification point of view

Residential

- **Limited Population in the Trade Area-**some businesses must draw regionally
- **Disproportionate Seniors Population-** Lower disposable income for some, high expenses

Supply

- Lack of walkability
- Little cross shopping; car dependent
- Mishmash of buildings and styles
- Low rents send the wrong signal
- Policies that favour professional services in commercial districts
- Live/work units that have not been designed for retail to function well
- Investment Paralysis – Retailer and property owner investment 'wait and see'

Tourism

Bronte is a lakeside designated tourist area with very limited bricks and mortar attractions. (Sovereign House, Fishermen's Memorial).

Bronte must capitalize on its rich heritage a shipping depot for wheat and lumber, stone hooking, role in Underground Railroad boat building, and its importance as a commercial fishery

Bronte must capitalize on its natural scenic assets, waterfront, trails, beach, parkland to attract tourists, birders, boaters, cyclists and all recreational enthusiasts. Increased capacity is required to attract economic impact (direct) derived from **new** dollars spent in our local economy on (transportation, entertainment, recreation, retail, food/beverage, accommodations). Indirect impact includes production, jobs, wages, taxes. No winter draw, seasonality of some businesses, no family oriented attractions, a retirement village look and feel. Considered a summer town, dead in winter. Affluent snowbirds fly south, pensioners don't spend.

Review the effectiveness of Gateways and Wayfinding Signage

- Review feasibility of enhancing existing gateways.
- Develop a way-finding signage program (regional, natural, cultural, points of interest, etc.).

Retail Supply

- Weakening retail mix, higher business turnover due to small population, lack of street traffic, lack of suitable space for AAA clients, no suitable space for businesses wishing to expand
- **Bronte Mall**-Unlike other Oakville BIA's, Bronte has a major mall on main street tract of land but it is almost empty, looks dated and derelict. It is the catalyst for transforming our main street revitalization. It must be done right to have a positive impact on the businesses and residents.
- **Non-Retail Dominates Streetscape**- Disproportionate number of main street office spaces, services (not dependent on volume of passersby foot traffic) that close evenings and on weekends, not visitor attractors. Dead zone for foot traffic.
- **Increased Vacancies**- Businesses moving out due to low foot traffic, low population, lack of parking, increasing rents. Businesses wishing to expand cannot relocate to larger space as none is available.
- **Town Square**- No area in business core, so important to create a sense of place, a gathering space or hub for community events.
- **Free Parking**-Good but limited, require more. Only 212 public spots out of 1800 spaces in private lots. Need long term parking solutions for office workers.
- **Performance Venues/Family Facilities**- No performance centres, attractions for families in catchment area.

Opportunities

- If the vision is firmly established, we believe that Bronte is now the best thing along the western GTA waterfront.
- This is the last remaining commercial area on the lake to be redeveloped between Port Credit and Burlington.
- Entrepreneurial businesses can establish a good business with little start up capital and make a successful venture
- Retail Mix – the better the retail stores the more likely that people will come to Bronte

- Find retailers that can appeal to broad target mix across age or income

Threats

Other districts are attracting the restaurant and leisure shopping component such as Port Credit and downtown Burlington.

Bronte is losing businesses to Burlington offering higher population, better mixed use commercial space, even Kerr St. has developed good pedestrian traffic that draws from north of QEW. Rents are lower and population is higher with new condo complexes.

Review of the Growth Plan – What Does It Reveal? How are the draft suggestions being accepted?

- BIA is attending consultations. Have requested amendment to OPA with respect to height and density.
- Community residents and businesses express frustration with state of derelict mall
- Community residents and businesses ask why rest of Oakville is undergoing rapid change – what is timing for Bronte’s turn? People are tired of hearing about the vision, want to see real action.
- Commercial property owners not interested in improving building facades or doing leasehold improvements. Leases are tenuous. Businesses are uncertain about how long they have at locations. Property owners are waiting for Mall as ‘catalyst for change’. They know that this will be the transformative Main Street change that will be the new Bronte.

Excerpts from: Urban in Mind, Consultants Report – December 12, 2016

The Bronte Village Growth Area Review was initiated on May 19, 2015, with a Public Open House to explore ways to make Bronte Village ‘an even better place’. A second Open house was held November 18 where 10 draft directions were presented. A third open house was held February 4 to allow for additional review of the 10 draft Directions presented at the November 18 Open House; and on June 13, 2016, the ‘Livable Oakville Council Subcommittee’ received a staff report that summarized public comments and provided ‘next steps’.

The 10 draft directions include provisions to increase the height and density of the corner of Lakeshore and East Street as well as much of the Bronte Village main street 1 and 2. More population growth, density and height are needed in the Bronte Village Growth Area to realize the full potential and obligations of the Growth Plan, ROP, which further supports the subject OPA and ZBA applications.

Draft Policy Changes – Livable Oakville Council Sub-Committee January 16, 2017

#1 Maintain existing growth area boundary

BIA has no initial objections with respect to the existing growth area boundaries, but does propose to expand its southern BIA boundary to include the Harbour Conference Centre on Ontario Street and business operating within residentially zoned buildings on (2409 Ontario St. -Jac TY). The Harbour Conference Centre is a prime waterfront attraction and should be open to the public year round. Tender should go out at time of lease renewal.

Our vision defines the waterfront as a main feature while ensuring the allure and history of the area is not negatively compromised.

#2 Expand bonusing permission on Main Street (building eight in exchange for public benefit)

The BIA agrees to increased height. We suggest that the town should eliminate the bonus structure as it is too confusing and just state height as six storeys. Bonus permissions are complicated, confusing and costly and are a deterrent to growth.

This facilitates much needed revitalization within the area for residents and commercial property owners and tenants. Developers tell us that the minimum requirement is 8 storeys to get ROI out of digging underground for parking. More off-street parking is required as part of development.

Bronte Village Dynamic & Building Height: *The current Bronte Village community functions as a sleepy main street commercial area that predominantly caters to seniors. The area requires assistance, rejuvenation, and an influx of population from young families and new development, to create a healthy, intensified, diversified, economically sustainable community that efficiently utilizes existing transportation and servicing infrastructure.*

Comments from the public in large part reflect a static, non-growth, non-accepting, nimbyist opinion of development. The Bronte Village Growth Area policies fail to consider enough of the surrounding community (namely the existing high-rise building quadrant), to adequately serve as a litmus test to judge the appropriateness of new development at East Street and Lakeshore and potentially in other areas. As such, any evaluation of the OPA and ZBA as applied should consider the existing high-rise quadrant that has been overlooked by the Bronte Village Growth Area policies. Terence Glover, Urban in Mind.

Demographic Composition: Public comments were received that spoke of the current and desired future demographic composition and design of the Bronte Village area. These types of comments are inappropriate since planning is non-discriminatory. Furthermore, a healthy and viable neighbourhood is comprised of many people of various ages, socio-economic status, and family make-up. A uniform or non-diverse population can hinder progress and innovation and is not desirable for a proper vibrant neighbourhood community.

Concerns for Loss of Views With Height:

In the BIAs advocacy for height, Bronte Village views have already been somewhat compromised by the existing 17 storey, 16 storey, 9 and 12 storey, 19 storey, two 15 storey, and two 22 storey buildings within the proposed development at Lakeshore and East St. As such, requests for reasonable height should not compromise Bronte Village views beyond the existing building impacts. New improved and landmark gateway views will be created that will offset any perceived impact to existing views.

The introduction of new residents/customers to the existing Bronte Village 'main street' commercial area can only improve the viability of the businesses in this area. The Bronte BIA endorses development that will bring in a new influx of residents/customers and business owners and new local investment will energize the sleepy main street and improve business.

We would encourage additional height up to 14 storeys on Main Street 2 and parts of Main Street 1

We support more height in the high density residential sites.

#3 Further emphasize eastern gateway (East St. and Lakeshore Rd).

BIA would support the two storey height on the north side of Lakeshore and West of East Street. The BIA agrees with the need to emphasize/enhance our eastern gateway and to consider all gateway opportunities.

Other Gateway Opportunities for Consideration

Main Street: Revitalization calls for Bronte Village Mall revitalization to act as catalyst for rest of Bronte. Develop a condo, B&B boutique two-floor hotel, offices, retail, and a Market Square community gathering place for events and house BIA offices in this facility. This vision was in place in 2008. Walking distance to lake, attract tourists.

East St. Gateway: Agree with need to emphasize/enhance eastern gateway and to look at other opportunities. Allow comprehensive mixed use development – retail, commercial, residential with parking.

Western Gateway: Old ‘Historic Bronte Village’ Sign on concrete block needs to be replaced with new.

Bronte West Gateway ‘Bronte Landing’. Town of Oakville Marina property represents last major window to harbour, a major footprint that could increase the economic vibrancy year round for Bronte Village. This is a PRIME waterfront area for development to open up Bronte Harbour and support local businesses, attract tourists. Current use is not highest best use given that most of the year, land is used as a boat storage area (dead space). Boat storage should not take up prime waterfront real estate. Store boats near railway track areas. Develop town marina lands (Metro Marine Building) to allow for a waterfront development that would include a glass and wood galleria that would house an Interpretive Visitor Centre, telling our Bronte Village heritage story- commercial fishery, stone hooking, Underground Railroad, ship building, (ship frames hanging from ceiling). Could also house library, artisans, woodworking, year-round restaurant with outside lakeside facilities in season.

Bronte Rd: North to South on Bronte Rd. from QEW is a big gateway, and helped by Bronte Tourist Area Highway Signs.

Bronte Rd. & Lakeshore Rd. W:- Opportunities appear to be on hold given the current nature of this difficult intersection and possible future expansion of the Mall.

Bronte BOARDWALK Gateway: (at Marine Drive-former Greb lands)-Bronte Rd. SOUTH Gateway. BIA urges Town to secure the property, worth paying more than asking to secure as a town asset, an extension of the Heritage Park with complete public access. Would like to see a beautiful terraced parkette/small food/beverage area (no permanent structure) walkway along river to pier, benches, gardens, Street Art sculpture for example a wrought iron sailboat sculpture that would incorporate “I LOVE BRONTE” or “Welcome to Bronte Harbour”

Winter Attraction – Create a Year Round Sense of Place in Bronte’s Heritage Waterfront Park

A long-term refrigerated ice rink is recommended as a Bronte winter attraction. BIA wishes to make formal request to Commissioner Bell for staff/budget committee consideration, to be considered corporately as a potential capital budget item. Town is reviewing 10yr plan, can we get this request embedded in plan. Bronte needs visitors, especially in the winter.

Town to string lights in park trees to create a sense of place, destination- lure people in winter months
Town to string an LED light treatment to identify Bronte Rd. Boardwalk all season-defining the path to lake
Create town sponsored ‘winter carnival’ event utilizing gazebo for performances, skating, family fun.

#4 Support comprehensive developments.

BIA would support more locations for comprehensive developments, mixed use ground floor retail, commercial/office off ground floor and residential on upper floors. Example would be the Bronte Legion site, and others possibly that may not fit the Main Street 1 and Main Street 2 zoning. The BIA has no initial objections to this planning direction which appears to be aligned with #2 of the planning directions and allows for economical redevelopment to support revitalization and growth.

#5 Require commercial uses on Main Street and provide flexibility of uses on side streets.

Issues Affecting Bronte’s Retail Recruitment Strategies

- a. Retail attraction stymied currently – don’t have desirable space to suit enquiries, older buildings in need of repairs, small square footage, live/works do not work.
- b. Landlords reluctant to rent to main street retail due to current state of market. Landlords choosing offices and medical services over ‘shopping’ boutiques deemed more fragile in being dependent on walking traffic. Offices not dependent on walk by traffic as with retail stores.
- c. Disproportionate number of medical offices, professional services or businesses that are closed evenings and weekends. Many are located on Main St. retail area. This is a *Main Street killer*.
- d. Permit NO residential zoning on Main St. (Lakeshore Rd). Move offices to side streets.
- e. Accessibility Act requires full compliance 2025. Medical services and other businesses are moving to main street level due to aging population. This is not a desirable use of ground floor space. Require new buildings with elevators for moving services, offices to upper floors.
- f. Build up to provide office space and leave Main Street for retail shopping, dining, galleries that attract people.
- g. Implement Vacant Unit Rebate to ensure properties are not lying derelict, bringing values down

The BIA has no objections to the planning direction requiring office or commercial use on ground level as indicated and flexibility of use for side streets. This is consistent with current zoning and practices and supports the overall theme of multi-purpose use within the area. The BIA wishes to request further information and clarification and examples of the types of uses referred to in the word ‘flexibility’ on side streets. The BIA asks that our zoning provisions allow for a wide range of uses.

The BIA rejects the building of residential units on the ground floor on our Main Street 1 or Main St. 2

We ask for mixed use residential and commercial development that allows for retail on main level, commercial/offices on upper levels and residential on top where more height is permitted. And we oppose the building of senior residences in particular in our Main Street 1 and 2. There is zero economic impact coming to the community from these inclusive residences.

#6 Strengthen and enhance existing urban design policies.

The BIA supports increased retail and commercial/office space, more pedestrian connections, public spaces public art. The BIA supports mid-block breaks, encourage more opportunities for retail and other uses.

We wish to encourage more pedestrian pathways, more public spaces, public gathering spaces and pedestrian connections to avoid long blocks.

More walkable – more pedestrian connections – linkages public space – cut down on walking on Lakeshore walkability and safety, widening of Lakeshore Rd. W. (Sobeys strip of land to be taken back by town as part of revitalization), medians with trees, traffic calming measures

BIA suggests working with developers early on influencing a vision that adheres to a common vision for a heritage waterfront streetscape, meets designated tourist area allure for business recruitment and visitor attraction.

We advocate for a study for traffic calming features to impede the flow of traffic and curb speeding

Safely enhance pedestrian activity with growth area boundary.

#7 Remove growth target expressed as a number.

BIA agrees as long as we achieve a revitalized Main Street 1 and 2. We require clarification on why the town wishes to remove a growth target expressed as a number when forecasted numbers have been provided in the past for Livable Oakville Growth Areas. Bronte needs more population for sustainability. We believe there has to be a target for proper planning, especially in this small footprint with the lake on one side. We are not attracting desirable businesses because our population is too small.

#8 Undertake general housekeeping policies.

BIA agrees but advocates for lessening barriers to investment, welcome developer interest, stimulate investment. The BIA concurs with the BVRA and would support this planning direction with the use of an interim report for public consumption detailing specifics of the planning directions to avoid confusion, misinterpretation and support an open and transparent process. We also seek specific clarification on what terms would be ratified for the purpose of inclusion in the policy.

#9 Site specific policy direction for Bronte Harbour.

The BIA requests further information as to why it would propose to redesignate to 'waterfront open space with parkway belt boundary'. Clarify intent and implications. How this would specifically serve to increase public access to the waterfront through beach and quay area and possible connectivity to the main street. BIA supports increased development of harbour to accommodate more slips, connectivity between Bronte Rd and Bluffs park to open up area for more boaters, residents, visitors. (see appendix #9), without removing existing parkland and beach area.

HARBOURS MASTER PLAN:

Fishing & Cruising: Capitalize on the strength of the Bronte Harbour fishing and cruising opportunities to draw tourists. Establish Bronte Harbour as THE point of embarkation for step-on sailing outings and charter fishing and cruising outings. Bronte offers best trophy salmon fishing on Lake Ontario. Make the lake completely accessible for residents and visitors alike. Incorporate paddle boarding and kayak rentals (no motorized activity).

Build West Harbour Marina – marina slip capacity over on west island to meet boater wait-list high demand, while protecting our natural scenic bluffs, beach, eco-habitat, trails. Need more capacity for resident and visitor boaters.

Build pedestrian bridge from Bronte Rd. to West Island to open up harbour for people. Large and masted sail boats would be moved to outer harbour, smaller boats would stay within existing harbour and move easily under bridge.

New marina services on West Island for services, repairs, food and beverage. Do RFP to lease with all terms and conditions to ensure deliver of compliant service to serve town and regional concerns.

Examples of studies/plans from other jurisdictions doing waterfront/marina development. There is a constant theme running through all these studies as to the benefits, economic impacts, of 'opening up our waterfront'.

<https://www.burlingtonvt.gov/CEDO/The-Burlington-Waterfront>

<http://www.thunderbay.ca/Assets/thunderbayassets/docs/waterfront/Highest+and+Best+Use+Study+for+Marina+Park+Waterfront+Lands+Executive+Summary.pdf>

<https://georgianbay.civicweb.net/document/131600/2015-02-10%20Final%20Waterfront%20Development%20Plan%20Report.pdf>

<http://fednor.gc.ca/eic/site/fednor-fednor.nsf/eng/fn03859.html>

<http://my-waterfront.ca/about/>

http://recmanagement.com/feature_print.php?fid=201503FE01

<http://aut.researchgateway.ac.nz/bitstream/handle/10292/4597/AdamietzJ.pdf?sequence=3>

<http://www.nipigon.net/index.php/business/economic-development/>

#10 Broaden residential permissions (Sovereign St. and East Street)

The BIA agrees and supports more residential permissions especially on the north side of Sovereign and parts of Belyea St. Build multi-unit residential rental accommodation to attract more population of varied ages. Need more local population to create sustainable vibrant community for existing business owners for their benefit and for the residents now and in the future.

To The Town of Oakville

April 17th 2017

From KimGar Developments

Please accept this letter as Comments to the Livable Oakville Draft Plan April 17th 2017-04-17

WE are asking for our property 119 Jones street to be included in the MU1 Bonusing permissions within the MU1 Main Street.

This would be minor Housekeeping as It appears that 113 Jones street is included?..There is a minor 20 foot easement between 119 Jones and 113 Jones , this provides access to the rear parking of 113 Jones .

Please consider this For simple ease of Re- development and the enhanced opportunity for revitalisation

Yours Truly

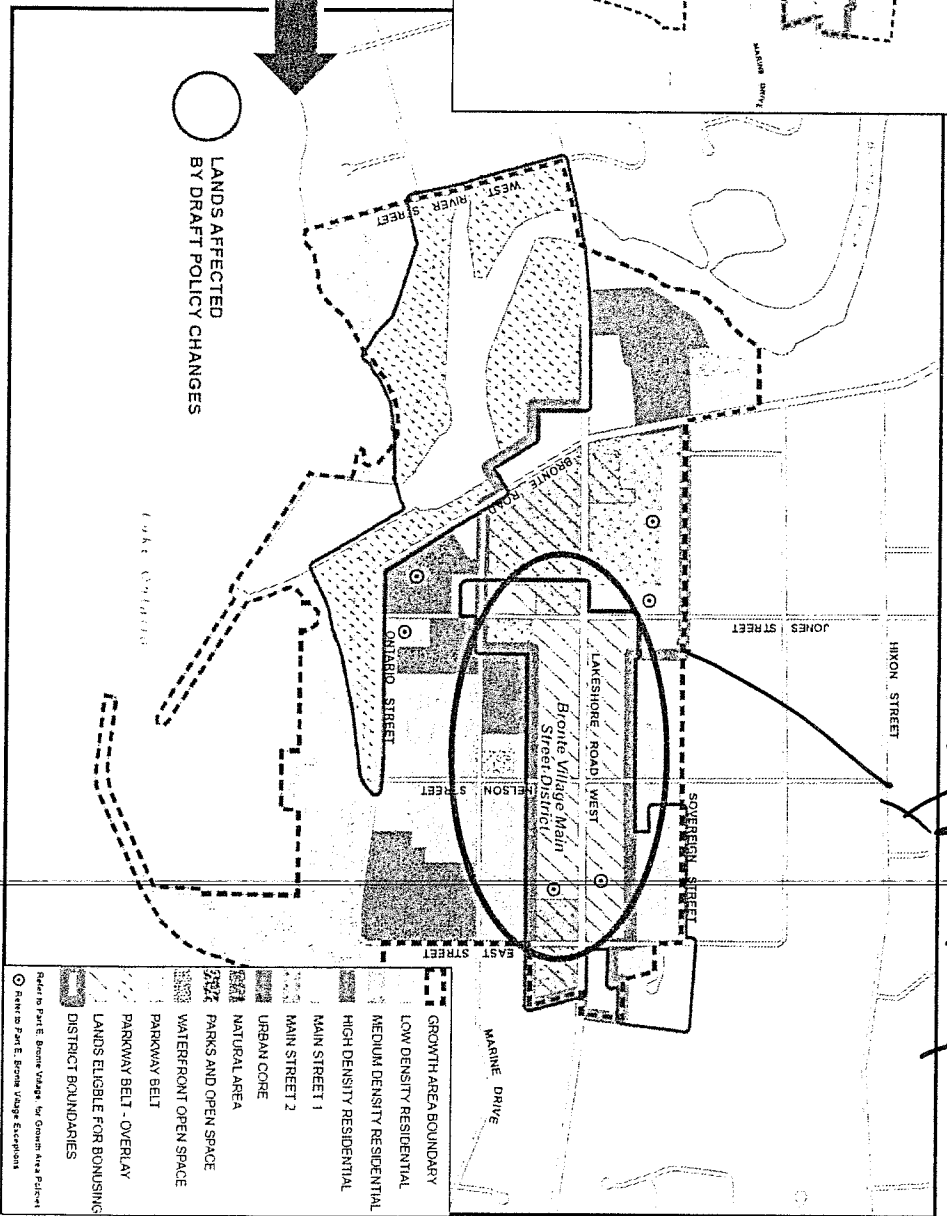
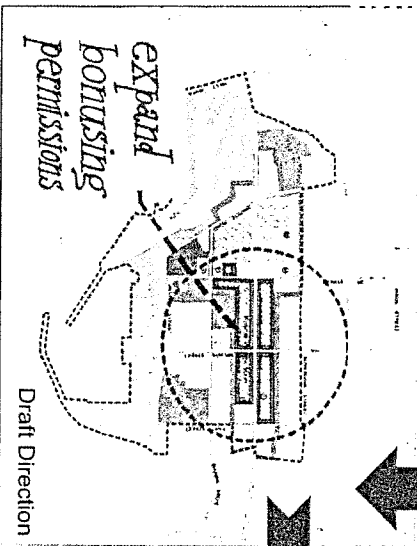
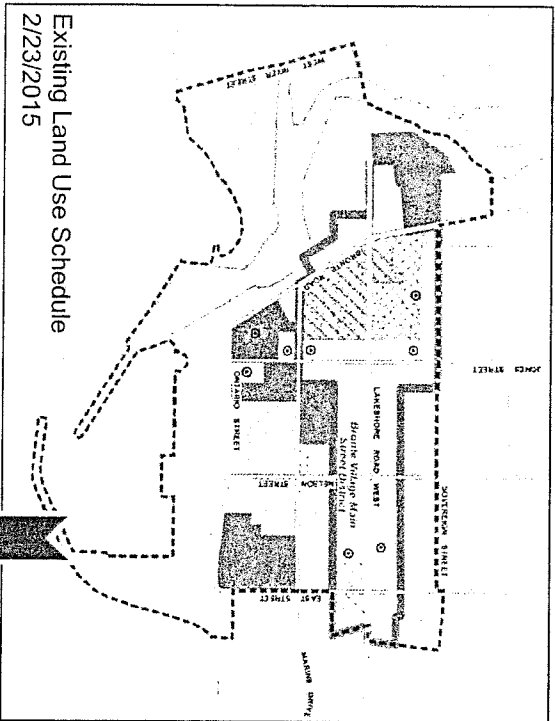
Gary Reed

Kingar Developments

2

Expand bonusing permissions on the main street Evaluation: Carry forward

Include in bonusing permissions



From: Clive Martin
Sent: April 21, 2017 2:15 PM
To: PlanOakville

Subject: Bronte Village Growth Area Review - Comments on the March 1, 2017 Open House Presentation

With reference to slide 10 of the March 1, 2017 Open House Presentation, and specifically to the proposal to change the designation of the property at 117 East Street from Main Street 1 to Medium Density Residential.

Item 24.5.3 of the Livable Oakville Plan currently reads as follows:

"On the lands designated Main Street 1 northeast of Lakeshore Road West and East Street, the maximum building height shall be two stories".

Please confirm that Item 24.5.3 will be retained in the new Livable Oakville Plan, and that suitable wording will be added to it to ensure that the two story height restriction is maintained on the 117 East Street property.

Regards,
Clive Martin

From: Christine Lightfoot
Sent: Thursday, March 09, 2017 9:27 PM
To: PlanOakville

Subject: Bronte planning

In response to your invitation for input into the future for Bronte: this is my suggestion:
Please get rid of the ridiculous fences in the Sobey's parking lot. It is killing business!

Thank you,
Christine Lightfoot.
Bronte resident.

From: Donna Waldie
Sent: Wednesday, April 12, 2017 8:50 AM
To: Brad Sunderland; Carly Dodds

Subject: Bronte

My husband and I have lived in Bronte for 34 years. We raised our four children here - they still love coming home to this part of Oakville. While I understand the need to move forward and improve our area, and in many ways, the development has been attractive, there are drawbacks to the plan. The planner Don Johnson was quoted saying 'revitalization.....is people'. I agree with that statement only to a certain degree. Because if bringing population into this area is the main motivation for change, doesn't it still boil down to the almighty dollar? Taxes? Income? If we are truly honest with ourselves, much of the development in Bronte has been all about that. The main thing that drew us to this area was the charm, the history, the simplicity of living around Bronte road. Bill Hills store, and that area had an attraction that I and many others I speak to feel has been lost. This is happening all over Oakville, with the loss of Golf courses over the years that have turned into housing that looks the same as any other suburb in any other city. To developers, an empty lot is an opportunity to make more big bucks. Why don't we turn some of these little corners into grassy areas with benches and flowers? Of course Bronte is still beautiful, and we are thankful to live here. But it is so sad to see that some of the things that have made Bronte unique are rapidly disappearing. Modern shops and plazas are a dime a dozen - when will the town get that? Going forward, we hope that every corner block, every vacant lot, and existing building will be viewed with careful consideration of how it can be used without sacrificing its historical charm. Hope it's not too little too late.

Sincerely,
Donna Waldie

From: Tripat Jolly, Kanwal Jolly
Sent: Wednesday, March 01, 2017 6:14 PM
To: PlanOakville

Subject: Town of Oakville Bronte Village Review

Sir, I am a retired cardiologist who recently moved to oakville. I am impressed with Bronte harbour area and has been enjoying daily walks there with my wife. I wonder if there is a plan to build a play structure area for kids 8 to 15 years of age. Also more commercial carts, more than once a month will bring in more people and put Bronte harbour on the map. The carts could sell farmer's wares, balloons as well as ice cream for kids on the water front instead of running to the store. The approach to Bronte harbour via Bronte road should be simplified by two lanes from 403, instead of lanes which suddenly change from two lanes to one.

Dr K.S.Jolly

From: graeme litteljohn
Sent: Wednesday, March 08, 2017 11:06 AM
To: PlanOakville

Subject: new stage/tent in Bronte Lakeside Park

I know Government at times moves slowly but don't you agree the situation at the tip of the grassed area of our Park is a bit much?

First the fencing and teams of workers showing for days on end. Often walking back & forth, accomplishing little. Even showing up before 7 a.m. with the gate still locked and just waiting in their vehicles. Doing what?

Then the heavy equipment. But did it do anything. Week after week...just sitting inside the fenced off area blocking walking around the lakeside promenade. Still the case today! At least the heavy equipment is gone having scooped out a rather crude basin filled with a stone aggregate around the newly erected "mast" and supporting "pillars". I guess to support the "tensile" structure and roof. And for what? Is there going to be a never ending series of outdoor performances under these tensile roof?

As much as I enjoy music, I hope not. I moved here to enjoy the tranquil setting and peace and quiet. And I might add, having to pay a substantial premium for the prospect of enjoying the setting. If this "tensile" roof extends anywhere near the top of the mast head, much of my view will be compromised. Guess I should then expect a hefty rollback in condominium monthly fees, to say nothing of assessment and property taxes!? Fat chance of that, eh!

I wonder who is behind all of these so called "improvements" to nature?

Please don't ruin our beautiful and still relatively unspoiled Bronte.

graeme litteljohn

COMMENTS?

- MATHIS PARK OAK VIEW
TO HANBORN
- SUCROE ST AND ALONE ST AND CT
AS PART SCARF & STONY

Name (optional): _____

E-Mail: _____



COMMENTS?

ITS NOT FAIR THAT THE
LEGION HAS 5 STORES
AND KASSONS HAS 4 + 2 BOWLS
WHILE ITS IN THE SAME quadrant
ON THE DUNDAS. Robert Moskal

Name (optional): _____

E-Mail: _____



Brownie
Browning Brownie for 50 yrs

COMMENTS?

I prefer a vibrant Brownie scene
"old fashioned" decor over what is not
beautiful. I've been here for 30 yrs +
and I want it to be an interesting,
busy place to live & visit

Name (optional): Theresa

Coonan

E-Mail: _____



COMMENTS?

If we allow brewing, please
ensure there is mixed income opportunities
in these extra stories.

Name (optional): Theresa

Coonan

E-Mail: on your list



COMMENTS?

What factors do you consider on your density decisions of 4-6 stories — related to the small business owners — no foot traffic

Why is this meeting held when a business owner is unable

to attend. Your local Business owners are not being considered.

If you don't have insight — no people.

Retirement homes with self services on site do not support my Business.
Why would I stay??

COMMENTS?

Following, reviewing of steps 14 drawings on the south east corner of East & LeKewave could result in a 10 story building — there is insufficient parking and corner space to allow the traffic flow. Even more traffic would be

Name (optional):

E-Mail:

drive up East Blvd into Bayge.

The East Bayge corner is already congested with about parking and drop zone.

COMMENTS?

Initial Brente Hall
is developed & we get
a good supermarket
Residents will spend
\$'s elsewhere

Name (optional):

F. B. Brown

E-Mail:



COMMENTS?

Bronze

too much concrete needs to be
soft with more green space & natural
elements, boulders, logs
- acrylic glass
- tables covered in soil & in gathering
public art

Name (optional):

E-Mail:



COMMENTS?

Very conservative meetings
look for ideas to the
1st staff in improve meetings
to Larriere East Park

Name (optional):

E-Mail:

