



OAKVILLE

REPORT

MEETING DATE: JUNE 13, 2016

FROM: Planning Services Department
DATE: June 8, 2016
SUBJECT: Bronte Village Growth Area Review Update
LOCATION: Bronte Village
WARD: 1

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RECOMMENDATION

That the report, entitled *Bronte Village Growth Area Review Update*, be received.

KEY FACTS

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

- In February 2014, the policies guiding growth and change in Bronte Village were identified to be reviewed due to stagnating development activity and concerns regarding the business vitality in Bronte Village.
- On May 11, 2015, the Official Plan Review was launched at Planning and Development Council. The Bronte Village Growth Area Review was identified as a priority project to commence prior to other studies.
- The Bronte Village Growth Area Review commenced shortly after the launch of the Official Plan Review and has since provided numerous public engagement and input opportunities, including three open houses.
- This report summarizes the work and evaluation completed to date, including a summary of public feedback and next steps.
- The Bronte Village Growth Area Review will consider input and guidance from the Livable Oakville Council Sub-Committee.

1. BACKGROUND

The Livable Oakville Plan (2009 Town of Oakville Official Plan) guides growth and change for lands south of Dundas Street and north of Highway 407. The Plan was adopted by Council in 2009 and approved by the OMB, with modifications, in 2011 as it was deemed to conform to the Growth Plan for the Greater Golden Horseshoe and Halton Region Official Plan, and be consistent with the Provincial Policy Statement, 2005. The plan provides a framework for managing growth to 2031.

The Livable Oakville Plan was the result of a comprehensive planning exercise that involved extensive public consultation, numerous background and technical studies, and policy development. The policies for Bronte Village were developed through the *Bronte Village Revitalization Study*, one of six major studies that formed part of the Official Plan Review work program. The study included an extensive public engagement and technical review process which led to the policies that guide growth and development in Bronte Village today.

The Livable Oakville Plan identifies Bronte Village as one of six growth areas planned to accommodate new growth and development south of Dundas Street. Bronte Village is envisioned to be revitalized as a mixed use area with a thriving commercial area and a variety of housing options that provide a year round environment for residents, employees, and visitors.

Since the adoption and approval of the Livable Oakville Plan, the Growth Plan for the Greater Golden Horseshoe has been updated (Amendment 2) with revised growth projections for Halton Region for 2031, and also provides growth projections to 2041. The town must now plan to accommodate growth to 2041.

In May 2015, the town initiated its Five Year Official Plan Review in accordance with the requirements of the *Planning Act*. A number of projects were contemplated as part of the review including a “check-in” of the policies that guide growth and change in Bronte Village.

In February 2016, a town-wide Urban Structure Review was initiated in response to increasing growth pressure throughout the town and to address Growth Plan conformity. It will assess how the town manages growth and change, both within the existing intensification areas (e.g. growth areas and corridors), and potential new opportunities.

In May 2016, the Province released a proposed Growth Plan for the Greater Golden Horseshoe (2016) stemming from the ongoing Provincial coordinated planning review. Significant changes have been proposed and staff continue to assess how

the policies that guide growth and change in Bronte Village will fit into this larger framework.

Bronte Village Growth Area Review

The purpose of the Bronte Village Growth Area Review is to assess the Bronte Village policies in the Livable Oakville Plan and consider new or revised policies, as necessary, to ensure the goals and objectives for Bronte Village continue to be realized.

The review is intended to assess development activity and trends, technical inputs such as infrastructure capacity, as well as other related studies and master plans being completed which may affect Bronte Village. Conformity with Provincial and Regional plans will also be assessed. The review will include opportunities for public engagement and input.

2. CHRONOLOGY

February 10, 2014 – Planning and Development Council

A staff report received by Council entitled “Long Range Planning Work Plan” was received and provided an overview of preliminary work required as part of the Five Year Official Plan Review. The staff report identified an assessment of the town’s six growth areas, including Bronte Village, is needed. The review for Bronte Village was described as a “check-in” which would assess how development within the growth areas is meeting the Livable Oakville Plan’s objectives. The check-ins are meant to identify:

- if the intensification targets are being achieved;
- if the right type and mix of uses are being realized;
- if the right height and densities are provided for; and,
- if the appropriate growth area boundaries are provided.

The check-ins are intended to provide an assessment of recent development approvals, provide a policy review, and be informed by public input. The staff report specifically identifies that the review of height and density for Bronte Village will be reviewed given the concerns expressed by the Bronte Village BIA and a subsequent request by Council.

September 16, 2014 – Bronte BIA meeting

Town staff met with the Bronte BIA Economic Development and Land Use Committee to discuss the request of council to complete a land use review for Bronte Village. Opportunities and constraints for development and redevelopment in Bronte Village were discussed.

February 20, 2015 – Bronte BIA meeting

Town staff met with the Bronte BIA Economic Development and Land Use Committee including Ward Councillors. An overview of the Official Plan Review process to date was provided, including the upcoming Bronte Village Growth Area Review. The committee identified and discussed the following areas:

- long range population figures (as per Amendment #2 to the Growth Plan) and the impacts for Bronte Village
- opportunities to turn the area around including improving gateway sites
- improving the main street and enabling growth
- looking at opportunities for increased growth
- confirming infrastructure capacity
- aligning the review with the Bronte Business Action Plan including streetscape improvements, as well as the Harbour Master Plan Review
- long term parking solutions

May 5, 2015 – Project Webpage

The Bronte Village Growth Area Review project webpage was established. All information produced through the review is to be posted to this page.

May 11, 2015 – Special Meeting of Planning and Development Council

A special meeting of Planning and Development Council was held to launch the Five Year Official Plan Review. A staff report entitled “*Official Plan Review – Special Public Meeting*” was received by Council confirming the need to complete an assessment of how development within the town’s six growth areas, including Bronte Village, is meeting the objectives and policies of the Livable Oakville Plan. The report identified that the Official Plan Review is not intended to significantly change the existing policy framework and that the growth area reviews will assess the policies to ensure that the overall growth management framework for the town continues to be realized.

May 12, 2015 – Bronte BIA Preliminary Input

The Bronte BIA prepared and submitted a map for discussion purposes, identifying sites throughout Bronte Village that, in their opinion, could be considered as potential opportunity sites for increased development permissions. This map is provided under **Appendix A**.

May 19, 2015 – Open House 1

The first public open house for the Bronte Village Growth Area Review was a drop-in style event held from 2 – 8 p.m. at Walton Memorial United Church. The open house was the first public event of the review to gain a broad range of preliminary public input. The open house was attended by approximately 65 people.

At the open house staff introduced the Bronte Village Growth Area Review and sought input on how we can collectively make Bronte Village an even better place. Staff heard many ideas at the open house with participants exploring ways to enhance Bronte Village. Input received at the open house is discussed in the ASSESSMENT section of this report with materials provided under **Appendix A**. The open house was promoted via:

- email notifications to the Official Plan Review project mailing list including resident associations and BIA
- newspaper notices in the Oakville Beaver (twice, 2 and 1 week prior)
- mobile sign boards placed on Bronte Road at Donovan Bailey park for two consecutive weeks prior to the open house
- posters hung on community boards and in local businesses
- staff handing out pamphlets to residents, business owners and customers on the street and in the waterfront park
- social media including the town's Twitter and Facebook accounts

July 29, 2015 – Landowner Mail-out – Request for Comments

Following the first open house, staff mailed the owners of properties that staff identified as “properties of interest” based on a preliminary assessment of Bronte Village and input received. Staff invited property owners to share and discuss their short and long-term objectives for their property to help inform the study. A letter was sent to 37 property owners inviting their involvement. The town received four responses. Of the feedback received, three property owners did not identify any development interest within the immediate to near term (5 years). The fourth comment received was from a property owner who subsequently filed a development application with the town, for an Official Plan Amendment and Zoning By-law Amendment, located at the south east corner of Lakeshore Road and East Street.

September 28, 2015 – Bronte Village Residents Association Meeting (BVRA)

Staff met with members of the BVRA executive to discuss the growth area review. The meeting provided an overview of current development permission in Bronte Village today, an overview of the purpose for the growth area review, what we've done and heard to date, as well as a discussion of next steps. The meeting also highlighted the difference between the privately initiated development application process (Lakeshore and East Street application), and the town initiated Bronte Village Growth Area Review process. With regard to the growth area review, the residents association identified that residents are particularly interested in:

- traffic and speeding in Ward 1
- increased public access to the waterfront and enhancement of public open spaces providing opportunities for cultural and recreational pursuits as well as tourism and supporting local business

- maintaining Bronte's identity while supporting planning and development in the core of Bronte Village

Comments submitted to the town from the BVRA are included in **Appendix A**.

October 13, 2015 – Meeting with the Bronte Legion Executive

Staff met with members of the Bronte Legion executive in response to the land owner mail-out to discuss the growth area review. The meeting provided an overview of current development permission in Bronte Village, the purpose for the growth area review, what we've done and heard to date, as well as a discussion of next steps.

Staff spoke with the Legion executive about if they had any future plans for the Legion site. The Legion executive generally recognized and understood that increased development permissions on their site could be considered.

November 18, 2015 – Open House 2 Draft Directions

A second public open house was held from 3:30 – 8 p.m. at the Bronte Legion. The open house was an opportunity for the public to view and provide input on draft policy directions developed by staff based on all preliminary analysis and input received to date. The open house was promoted through email notifications to the Official Plan Review project mailing list, resident associations and the BIA, as well as newspaper notices in the Oakville Beaver. The open house was attended by approximately 75 people.

The draft policy directions are outlined in the DRAFT DIRECTIONS section of this report, with materials and mapping provided under **Appendix B**. Public comments on the draft directions provided at the open house are discussed in the FINDINGS & COMMENTS section of this report.

February 4, 2016 – Open House 3 Draft Directions Continued

A third public open house was held from 6 – 9 p.m. at the Bronte Legion. The open house was held to provide another opportunity for the public to view and provide input on draft policy directions developed by staff based on all preliminary analysis and input received to date. The open house was attended by approximately 120 people.

The draft policy directions are outlined in the DRAFT DIRECTIONS section of this report, with materials and mapping provided under **Appendix B**. Public comments on the draft directions provided at the open house are discussed in the FINDINGS & COMMENTS section of this report.

February 18, 2016 – Bronte Village Residents Association Meeting (BVRA)

The BVRA hosted town staff at a meeting to discuss the preliminary comments provided on the draft policy directions, and give an overview presentation of the Official Plan Review process focusing on growth management. Comments submitted to town staff are provided in **Appendix C**.

3. ASSESSMENT

The Bronte Village Growth Area Review began with a check-in of recent development activity and approvals, a review of development trends, a preliminary review of Provincial and Regional policies, and other initiatives being undertaken in the Bronte Village area. The check-in was complemented by preliminary stakeholder consultation and public input from Open House 1.

Development Approvals

A review of recent development approvals in Bronte Village was undertaken. The review considered development approvals since the adoption of the Livable Oakville Plan in June 2009. The review period was chosen in order to better understand if the policies developed through the Livable Oakville Plan enabled development to take place as envisioned. The review showed that while some development approvals took place, it did not result in a large amount of development activity. The table below provides a summary:

Year	Location	Application	Description	Status
2012	2441 Lakeshore Road West	OPA, ZBLA <i>OMB</i>	Redevelopment of Bronte Village Mall including a 14 storey residential building, two 10 storey residential buildings, including extensive commercial redevelopment and an urban square.	Approved. Site Plan required.
2012	160 Bronte Road	ZBLA, SP <i>OMB</i>	Eight storey seniors' residence with a maximum of 17 dwellings units and 122 assisted living units with underground parking. A heritage house was relocated to 39 Jones Street. (Amica)	Built.
2015	2377 Lakeshore Road West	SP	Four storey mixed use building with approximately 12 residential units and commercial on the ground floor. Parking is proposed at the rear of the property and underground. (Ferbro Construction Ltd.)	In circulation.
2016	83 East	OPA, ZBLA	20 storey apartment building	Denied.

	Street & 2266 Lakeshore Road West		containing 144 dwelling units with retail and service commercial uses on the ground floor. (Symgine Lake East Inc.)	
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OPA = official plan amendment, ZBLA = zoning by-law amendment, SP = site plan
Development Trends

Ontario Building Code

Recent changes made to the Ontario Building Code (OBC) came into effect on January 1, 2015. The OBC was amended to permit the construction of six storey wood frame buildings, up from the previous four storeys. It is understood that this will enable the development community to build more mid-rise buildings in line with provincial direction to encourage intensification opportunities. This trend was identified as it may influence future built form opportunities.

At the time of developing policies for Bronte Village in 2009, the four storey height limit for “Main Street 1” designated properties was partly based on the four storey height limit for wood frame construction in the Ontario Building Code.

Financial Feasibility

Staff have heard from the development and real estate community that the redevelopment of existing properties to a maximum of four storeys under the current policy regime for Bronte Village is not financially feasible. The implications of this may be a contributing factor as to why there has been nearly no uptake in development along Lakeshore Road. Staff are investigating these comments further and have hired a consultant team to assess redevelopment viability within the town’s main street growth areas.

Provincial and Regional Policies

The evolution of Provincial and Regional policies since the approval of the Livable Oakville Plan continues to support, and looks to increase, intensification opportunities throughout the existing built-up area.

For example, since the approval of the Livable Oakville Plan, the Growth Plan for the Greater Golden Horseshoe has been updated (Amendment 2) with revised growth projections for Halton Region for 2031, and also provides growth projections to 2041. The town must now plan to accommodate growth to 2041. Further, through the ongoing Provincial Coordinated Land Use Review, the Province has recently released a revised Growth Plan (May 2016) which puts forward significant proposed changes that have not been considered in the Bronte Village Growth Area Review to date. The proposed changes to the Growth Plan places increased direction to accommodate more development through intensification within the built-up area.

Much of the emerging policy direction occurring at the Province will be discussed as part of the town-wide Urban Structure Review. This review will examine the town's urban structure's ability to accommodate the required growth and may have implications for policy directions in Bronte Village.

The Region of Halton Official Plan is also being reviewed and updated to conform to the Provincial Growth Plan. The town continues to work with the Region of Halton during the development of both the Town and Regional Official Plans.

A more detailed review of Provincial and Regional policies will take place during the policy development phase of the Bronte Village Growth Area Review, and as part of the broader review taking place as part of the Official Plan.

Town Initiatives

There are numerous town initiatives pertaining to Bronte Village that have been completed or are ongoing and will begin to take shape over the coming months. These initiatives provide information which may help to inform policy direction for Bronte Village. These include:

- Bronte Village Heritage Resources Review and Strategy (2012)
- Bronte Business Action Plan (2012)
- Transit Service Review and Five Year Plan (2015)
- Harbours Master Plan (ongoing)
- Cultural Heritage Landscape Review (ongoing)
- Lakeshore Road West Environmental Assessment (ongoing)

Bronte Village Heritage Resources Review and Strategy

The Bronte Village Heritage Resources Review and Strategy was received by Council in May 2012. The study identified heritage resources in Bronte Village and recommended:

- designating the Metro Marine building;
- listing the town-owned portions of Bronte Harbour on the heritage register; and,
- undertaking a cultural heritage landscape assessment for Bronte Harbour and the Seneca Drive neighbourhood to the west of the harbour.

Stemming from these recommendation, the Metro Marine building was designated under the Ontario Heritage Act and the Bronte Harbour was listed on the town's heritage register. Council directed that the cultural heritage landscape assessment be expanded for staff to review cultural heritage landscapes across the entire town. This town wide Culture Heritage Landscape Review has since begun.

The policies in the Livable Oakville Plan were subsequently updated to reflect the completed Bronte Village Heritage Resources Review and Strategy through Official Plan Amendment No.4, in 2014.

Bronte Business Action Plan

The Bronte Business Action Plan was received by Planning and Development Council in September 2012. The action plan was developed in an effort to strengthen and enhance the business conditions in Bronte Village. The project was led by the Economic Development department and put in place a focused prioritization of actions to revitalize the main street. The action plan is to be implemented by the Bronte BIA with support from the town. Many action items are design related to provide interim enhancements such as incremental streetscape improvements until such time that a more comprehensive streetscape plan and urban design guidelines are developed.

Transit Service Review and Five Year Plan

The Transit Service Review and Five Year Plan was received by Council in July 2015. The plan provides a comprehensive strategy to provide improved frequency and reliability of transit service for the next five years.

The plan recommends improvements which would provide increased transit access in Bronte Village. For example, Route 3 is to be extended through Bronte Village providing direct one seat rides to the new hospital, including access to South Oakville Centre and Bronte GO station. This route extension will ensure safe and convenient access for the large senior's population found in Bronte Village. The frequency of this route is also proposed to increase. The existing route 14 is also anticipated to have increased frequency with route extensions to connect with the Appleby GO Station, providing connections to GO Transit and Burlington Transit.

Harbours Master Plan

Staff continues to coordinate efforts and project timing with the ongoing Harbours Master Plan. This Plan looks to ensure that both Oakville and Bronte Harbours continue to thrive for years to come. The information received from the public and draft directions as part of the Bronte Village Growth Area Review has been shared with the staff and consulting teams leading this project in an effort to expand the dialogue that is informing these reviews in Bronte Village. A community workshop for the Harbours Master Plan was held on May 3, 2016. As the Harbours Master Plan moves forward, town staff will review the official plan policies in Bronte Village to ensure they enable these projects as appropriate.

Cultural Heritage Landscape Review

Staff continue to coordinate efforts and project timing with the Cultural Heritage Landscape Review. On February 16, 2016, a staff report entitled "Cultural Heritage

Landscape Strategy Implementation: Phase One Inventory” identified the Bronte Harbour as a high priority property considered vulnerable to change with insufficient protection and a high level of cultural heritage value or interest. It was recommended by heritage planning staff that this property proceed to the Phase Two: Cultural Heritage Landscape Assessment, prior to other identified sites. Council carried this recommendation and the Bronte Harbour is currently under review. A recommendation on the Bronte Harbour Site and moving to Phase Three: Implementation of Protection, is anticipated at the end of 2016.

As these projects move forward, town staff will review the official plan policies to ensure they can enable these projects as appropriate.

Lakeshore Road West Environmental Assessment

The future Lakeshore Road West Environmental Assessment, anticipated to begin in 2016, will extend through Bronte Village from Mississauga Drive in the west to Dorval Drive in the east. The Environmental Assessment process provides an opportunity for additional input from planning and urban design staff related to high quality streetscape opportunities as envisioned for Bronte Village. This initiative can also address action items for improved streetscapes as identified in the Bronte Business Action Plan. Staff continue to work with the Engineering and Construction Department to coordinate these opportunities.

Preliminary Consultation

At the outset of the review, planning staff met with the Ward Councillors, the Bronte Village BIA, and the Bronte Village Residents Association to gain an understanding of current issues and opportunities facing Bronte Village. Through these meetings staff understand the following:

- The Bronte BIA has concerns about business viability in Bronte Village
- There remains a desire to see a revitalized Bronte Village
- Additional growth opportunities should be implemented, where appropriate
- Traffic and transportation issues remain a concern
- Bronte Harbour is the jewel of the area and should be highlighted
- Connectivity with the waterfront remains a key objective
- Maintain and enhance the main street environment

Open House 1

Open House 1 was the first public opportunity for the general public to participate and provide preliminary input. Materials from the open house are found in **Appendix A**. At the open house staff introduced the Growth Area Review with panels around the room and sought input on how we can collectively make Bronte Village an even better place. The open house provided various ways for participants to provide comments.

The first exercise provided “scribble sheets” where participants could write responses on a large poster to the statements below. The following points provide a summary of responses:

*One thing I **LOVE** about Bronte Village is the...*

- village appeal and small area feeling
- waterfront park and living close to the lake
- sense of community and friendly people
- nature, trails and green space
- walkability to daily conveniences
- restaurants, patios and bars
- BIA sponsored events
- wide sidewalks and pedestrian areas
- harbour

*One thing I'd **CHANGE** about Bronte Village is to...*

- improve maintenance of waterfront beaches of algae and stink
- maintain main street for retail, not offices
- add more bike facilities including bike lanes and bike racks
- replace Bronte Village Mall and add the village square
- increase parking
- increase awareness online about Bronte
- enclose garbage containers of businesses
- enhance park facilities to add tea rooms, etc.
- provide incentives for businesses to grow, update, and beautify
- improve traffic flow – Wyecroft Bridge

The second exercise used a large map showing an air photo with the existing land use designations from Bronte Village overlaid on top. The map was approximately 4x5 feet in size to allow participants to visualize the potential future development in the area and identify locations, with post-its and markers, that they are happy with, or think could be improved, grow or change in some way. The map was complemented by a legend and a description of all the land use designations in the area. The map with responses is provided in **Appendix A**. The comments were grouped into six common themes based on responses:

- transportation and parking
- land use and buildings
- active transportation

- parks and open space
- shops and services
- safety and wellbeing

The input received provided a basis for understanding where the public mindset is as staff carried forward with future phases of study.

Baseline Questions

Through the assessment and preliminary inputs, staff were able to respond to the baseline questions proposed for the growth area reviews highlighted in the staff report entitled “Long Range Planning Work Plan” received by P&D Council February 10, 2014:

- Are the intensification targets being achieved?
- Are the right type and mix of uses being realized?
- Are the right height and densities provided for?
- Are the appropriate growth area boundaries provided?

Are the intensification targets being achieved?

Based on the preliminary assessment, staff are concerned that the Bronte Village Growth Area may not be on track to achieve its minimum growth targets within the existing planning framework. Furthermore, based on policy changes at the Province, staff are required to identify opportunities for additional growth.

Are the right type and mix of uses being realized?

There has been minimal development activity in Bronte Village; even with existing development permissions on key properties such as the Bronte Village Mall. As a result, the mix of uses is not being realized. However, applications which have come forward, including development interest to date, continue to suggest mixed use developments with ground floor commercial uses along the main streets is appropriate and justified. Residential uses above the ground floor are anticipated as the primary use on upper floors. Interest for residential buildings that do not have direct frontage on the main streets has been identified.

Are the right height and densities provided for?

Staff have heard from property owners and the development community that the current height limits in Bronte Village create conditions that are not financially feasible for redevelopment to take place. As a result, staff have begun to investigate these comments further and have developed an RFP and hired a consultant team to assess redevelopment viability within the town’s main street growth areas.

While financial feasibility is critically important to realizing a revitalized Bronte Village, staff are also aware of the community desire to maintain the character of

Bronte Village and a low-rise main street atmosphere. Staff must balance these realities to create a plan that not only satisfies the collective community vision, but one that can be implemented.

Are the appropriate growth area boundaries provided?

A comment received at the first open house suggested staff consider adjusting the boundary of the growth area near St. Ann's Court. At present time, staff are still examining the appropriateness of the growth area boundary.

To provide background, the current northern boundary reflects the historic boundary dating back prior to the 1981 Official Plan when this area, including St Ann's Court, was designated as a community shopping area. The area permitted residential uses south of Sovereign Street between Jones Street and East Street and was considered a transitional area between areas of potential redevelopment and the surrounding residential community.

4. DRAFT DIRECTIONS

Following the assessment process and preliminary public input, staff examined the existing official plan policies for Bronte Village and developed 10 draft policy directions for public comment. The directions are based on the BIA and Town Council's direction for a review of additional development opportunities, preliminary assessment, public input and principles of good planning. The draft directions also attempt to address the general thrust of the Provincial policies to accommodate growth to 2041 while balancing and maintaining the existing development concept and community vision established through Livable Oakville in 2009. The draft policy directions are not considered recommendations. Rather, they are directions to build upon with further input from Council, the public, and additional research and review.

The directions were presented at two public open houses for public comment at Open House 2 – November 18, 2015, and Open House 3 – February 4, 2016. The materials provided at the open houses can be found in **Appendix B** which includes mapping that shows potential areas of change. Comments provided on the draft directions are discussed in the FINDINGS & COMMENTS section of this report. Below is a listing of the draft directions and a summary of their rationale including updated bullet points since the rationales presented at Open House 2 and 3:

Direction 1: Maintain existing growth area boundary

Rationale for direction:

- the focus of development should remain within the Main Street District

- the existing boundary provides an appropriate area with defined edges along:
 - existing streets
 - prominent features (e.g. Lake Ontario, Bronte Harbour)
 - changes between two land uses
- the uptake of development opportunities in Bronte Village has been slow and there is no rationale to expand/change the boundary
- areas outside of the Bronte Village Growth Area represent stable residential neighbourhoods and are more appropriately handled by the policies that direct growth and change in those areas
- the northern boundary along Sovereign Street and St. Ann's court reflects the historic boundary of the Community Shopping Area and transitional residential land uses

Direction 2: Expand bonusing permission on the main street

Rationale for direction:

- community desire to see revitalization opportunities realized in Bronte Village
- business community (BIA) desire to see increased pedestrian activity to help businesses and energize Bronte Village
- expressed concern that 4 storey buildings are not financially feasible to construct
- *Ontario Building Code* has been updated to allow 6 storey wood frame construction making this building form more attractive and cost attainable
- opportunity to accommodate growth to 2041 and seek public benefits in return

Direction 3: Further emphasize the eastern gateway

Rationale for direction:

- community desire to see revitalization opportunities realized in Bronte Village
- business community (BIA) desire to see increased pedestrian activity to help businesses and energize Bronte Village
- opportunity to accommodate growth to 2041 and seek public benefits in return
- opportunity to enhance the gateway and sense of arrival into Bronte Village
- compatible with surrounding existing built context while maintaining policy intent to emphasize gateways
- possible to maintain community the vision of a low rise main street through additional design measures such as building step backs

Direction 4: Support comprehensive developments

Rationale for direction:

- community desire to see revitalization opportunities realized in Bronte Village
- business community (BIA) desire to see increased pedestrian activity to help businesses and energize Bronte Village
- opportunity to accommodate growth to 2041 and seek public benefits in return
- surrounding context contains building of similar height or height permissions
- easier interpretation of policy and implementation of development

Direction 5: Require commercial uses on the main streets and provide flexibility of uses on side streets

Rationale for direction:

- focus commercial development toward the main street
- provides flexibility for uses on side-streets which will encourage redevelopment and flexibility in use (e.g. residential on the main floor)
- strengthen the intent of the existing policy framework for main streets

Direction 6: Strengthen and enhance existing urban design policies

Rationale for direction:

- to strengthen and enhance policies that are consistent with the goal of a vibrant, high quality and well-designed community
- to graphically and spatially represent the design-related policies for Bronte Village for a greater understanding of desired outcomes
- to implement existing policy direction to create design guidance for Bronte Village and further 'place making' opportunities

Direction 7: Remove growth target expressed as a number

Rationale for direction:

- growth targets are expressed as *minimums* - a target expressed as a number (i.e. number of units) often leads to confusion about "maximum allowable growth"
- growth targets for the purpose of conforming to Provincial and Regional Plans apply to the town as a whole (provided under Section 4 of the Livable Oakville Plan) and are not required for individual areas throughout the Town.

- land use designations and policies express the level of growth that is permitted by way of height permissions, built form, and density
- removing the target anticipates that growth will continue beyond the growth horizon of 2031 and 2041

Direction 8: Undertake general housekeeping of policies

Rationale for direction:

- to accommodate new policy direction, clarify intent, make wording more consistent, and eliminate potential conflicts in the text

Direction 9: Site specific policy direction for Bronte Harbour

Rationale for direction:

- the Livable Oakville Plan contains a policy to designate harbours *Waterfront Open Space* (subject to its removal from the Parkway Belt West Plan)
- ongoing review of Bronte Harbour through the Harbours Master Plan process
- ongoing review of Parkway Belt West lands across the town
- opportunities to provide policy to enhance connectivity to the harbour

Direction 10: Broaden residential permissions

Rationale for direction:

- Medium Density Residential uses (i.e. townhouses) are compatible with adjacent land uses and existing built form
- opportunity to accommodate growth to 2041
- community desire to see revitalization opportunities realized in Bronte Village
- renew and update tired building stock

5. FINDINGS & COMMENTS

At the two public open house presenting the draft policy directions, the public was asked to view display panels highlighting each direction and to complete a worksheet which asked “Are we heading in the right direction?” (**Appendix B**).

This section provides a summary of worksheet responses. Additional comments received regarding the draft direction are provided in **Appendix C**.

It should be noted that the responses provided in the pie charts below have been kept separate for Open House 2 and 3 and have not been combined for a “total result”. This was because:

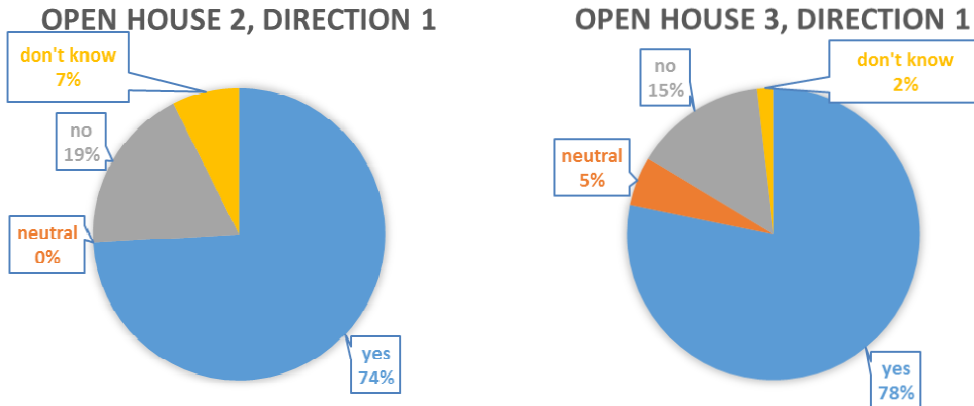
- Staff did not want responses to be double counted within the same data set as participants may have attended both open houses.
- Open House 3 was held subsequent to a privately initiated development application being submitted for the lands located at the south east corner of Lakeshore Road and East Street. A Public Information Meeting for the privately initiated application took place on January 27, 2016, one week prior to Open House 3. Staff wanted to ensure that any interest in this review as a result of the separate development application could be understood if there was a change in public sentiment reflected in the results.

The written comments from both open houses have been combined and summarized. The response rate on the pie charts is as follows:

- Open House 2 – 54 surveys submitted
- Open House 3 – 55 surveys submitted

Direction 1: Maintain existing growth area boundary

Are we headed in the right direction?

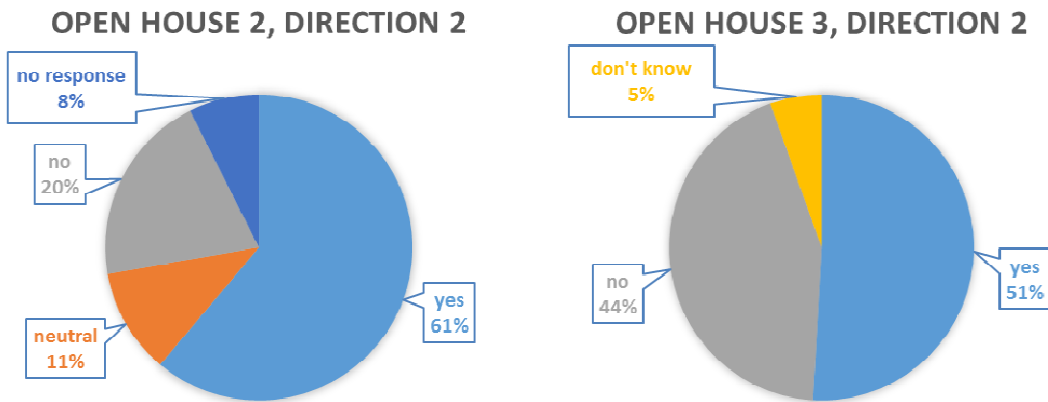


A summary of public comments provided with the above responses:

<p>Yes</p>	<ul style="list-style-type: none"> • Makes sense in terms of land use transition • What about west of West River Street? Is there more opportunity? • Agree with rationale • Within context of broader area • Already well defined • Keep density in a specific area • Too much traffic otherwise • Need high density as of right • Small footprint = pin point areas • Main Street is not providing the needs of its surrounding community • This area is appropriate for growth – residential area should be left out • Or decrease size – St. Ann’s Court is stable residential • The focus should be in the core – this addresses that
<p>No</p>	<ul style="list-style-type: none"> • Expand west along Lakeshore Road • Expand it to increase tax base • Expand boundary to increase development potential • Nothing has happed in last 5 years to help businesses • Why include residential along Sovereign Street? • Consider extending one block north to reduce high-rise pressure on downtown • Want more

Direction 2: Expand bonusing permission on the main street

Are we headed in the right direction?

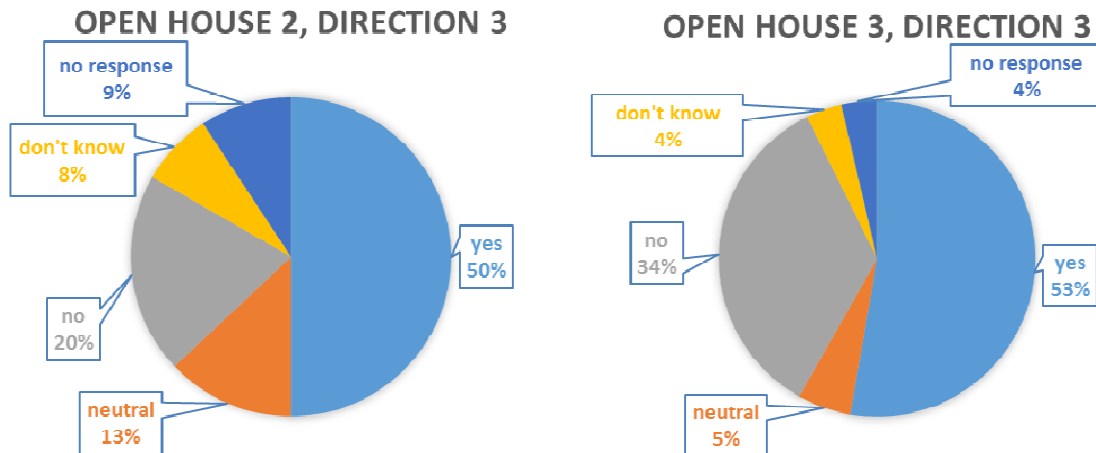


A summary of public comments provided with the above responses:

<p>Yes</p>	<ul style="list-style-type: none"> • Seems like a reasonable quid pro quo, as long as public benefits are realized • Strongly support building with more storeys • Whatever it takes to break the log jam • Reinvest in exiting area infrastructure • Expand further to 6 storeys + 8 storeys with bonusing • Still not enough for building to build • Bronte is underdeveloped compared to Downtown Burlington • Some higher buildings will add more residents and aid commercial businesses • Height may be beneficial to commercial growth • The more storeys go up, the more setbacks on upper floors should be required • Bonusing for the following: improved streetscape, heritage conservation, parking and public art • 6, 8 & 10 storeys is acceptable with appropriate setbacks for sunlight and views • Ensure mixed rental costs – encourage diversity and affordability • Require 8 storeys to get ROI for digging for underground parking
<p>Neutral</p>	<ul style="list-style-type: none"> • Access to 4th floor remains problematic to elderly • Wood frame construction without stipulation of fire code & sprinkler is doubtful • What is the estimated population increase? • Prefer 4 storeys over 6 but unsure
<p>No</p>	<ul style="list-style-type: none"> • Would like to develop but want to retain the village feel • The bonus policy is a misnomer – 4 storey maximum only • Impact on privacy and property value on existing East Street property • No bonusing on north side of Lakeshore Road • I am opposed to the 20 storey proposal along Lakeshore Road at East Street • Too congested and busy • Maintain existing height. Consider 8-10 storeys maximum.

Direction 3: Further emphasize the eastern gateway

Are we headed in the right direction?

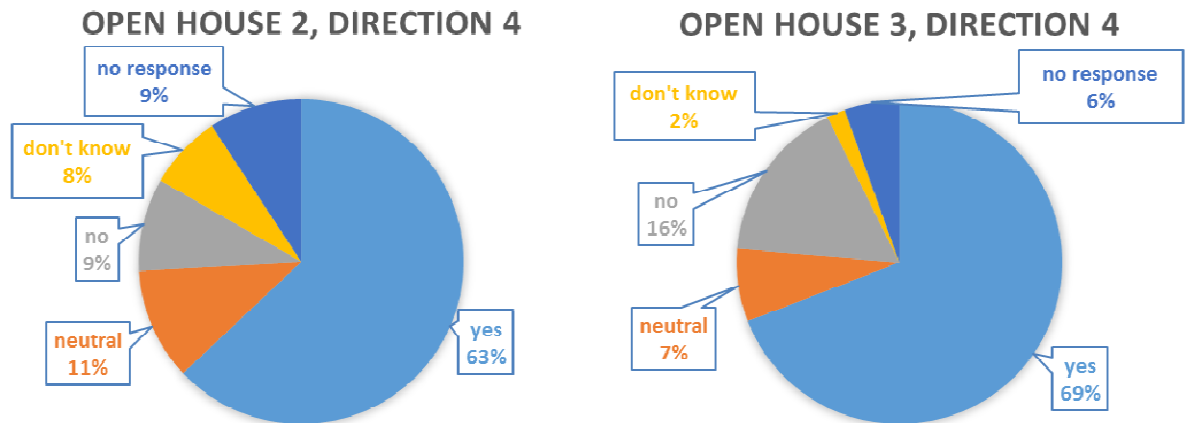


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Strongly support the 8-10 storey height proposed If linked with additional parking facility Yes – it is currently a terrible eyesore Good idea – bring more people to Bronte Improve the “branding” of Bronte Agree but also want to focus on other gateways Make sure this is a transition – not an extension of area outside Make a statement!
Neutral	<ul style="list-style-type: none"> Overall Bronte needs to improve from Bronte Road to East Street Concerned about traffic Stay with the direction to provide only 2 storeys in bonusing Balance is important
No	<ul style="list-style-type: none"> Why emphasize entry? Concerned about traffic on Belyea Street Six storeys maximum Impact on privacy and property values of existing properties on East Street This would impact adjacent buildings in a negative way Maintain small town feel Safety of seniors must be considered Adverse impact on St. Ann’s Court
Don’t Know	<ul style="list-style-type: none"> Depends on architectural quality, affordability, and traffic

Direction 4: Support comprehensive developments

Are we headed in the right direction?

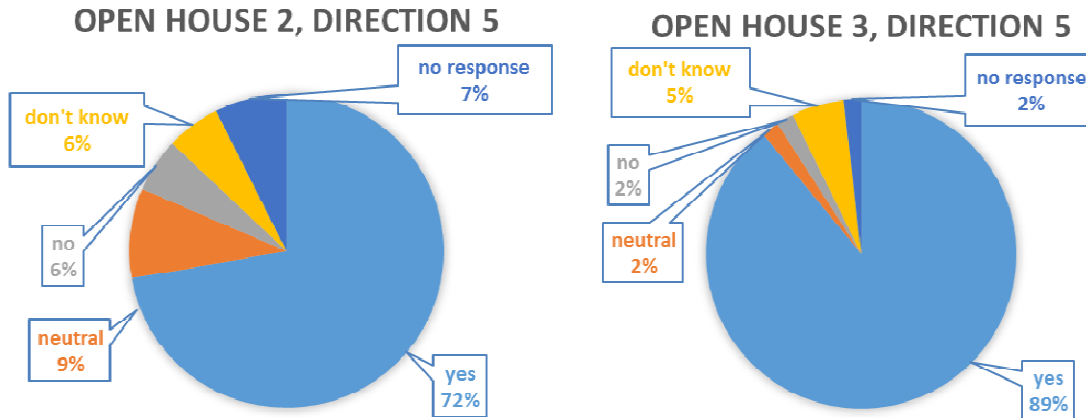


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Encourage investment Sure – but don't see this doing much for overall revitalization Site specific policies benefit larger and more prominent sites to get superior densities This area is underused and it's lost its charm – make it beautiful not just larger/more intense Need more commercial Development has not increased pedestrian activity – very bare in fall and winter Uniformity at street level Improve visual appearance
Neutral	<ul style="list-style-type: none"> Depends on nature of development
No	<ul style="list-style-type: none"> Plans that can't be executed (e.g. Bronte Village Mall) frustrate rather than inspire. Get tough and fix it! Only 4-6 storeys maximum How does this impact existing businesses? Revitalization to date with The Shores, new housing and Amica haven't brought more business to Lakeshore – people don't shop on the main street anymore – big box or online. Will block sunlight for pedestrians
No Response	<ul style="list-style-type: none"> Each application should maintain the Bronte charm Don't fully support – if too high it will feel closed in

Direction 5: Require commercial uses on the main streets and provide flexibility of uses on side streets

Are we headed in the right direction?

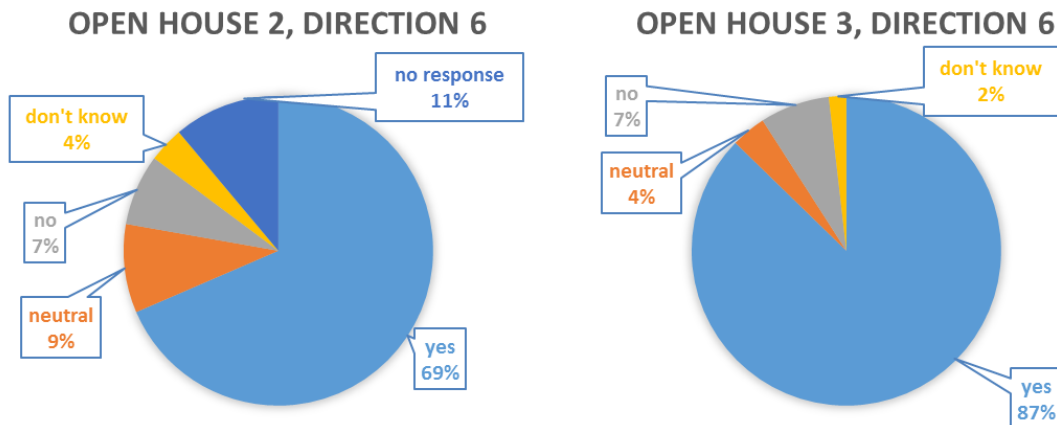


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> • Need to maintain mixed use concept • More services securing ground floor retail • Encourage larger commercial units - many existing units are too small • It will help define the commercial are of Bronte • Yes but parking needs to be addressed • What is "flexible" – keep it residential • In certain places when too close to residential
No	<ul style="list-style-type: none"> • We can have mixed residential and employable land use • Too vague – the current retail space allowed is too small for meaningful retail to draw foot traffic • Does stand-alone residential mean single family dwellings or multiple storey high rises?

Direction 6: Strengthen and enhance existing urban design policies

Are we headed in the right direction?

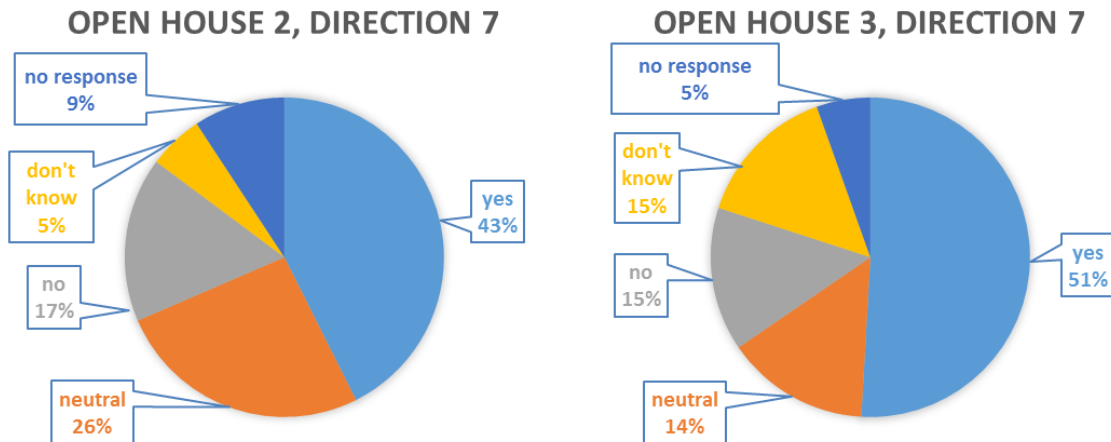


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Work with developments early on influencing the vision that adheres to a common vision for heritage waterfront streetscapes Yes – but not with uniformity Consistent updated look for Bronte Streetscape is a worthy goal Opportunity for design coordination and integration to retain some sense of Bronte as a village walkway over river adjacent to Ontario Street Need to start catering to a younger demographic Yes – but with landscaped setbacks the land is too expensive Please include an urban square where events could be held Keep sightlines to lake – put it in policy
Neutral	<ul style="list-style-type: none"> Don't hold up at the last stage with a design review stage
No	<ul style="list-style-type: none"> Policies are start but unless owners on the main street are dealt with there will be little to interest new home owners Do not agree What is "urban design"? No – identify large format retail space and restaurants for meaningful redevelopment – high rise development is not consistent with the harbour look and feel
Don't Know	<ul style="list-style-type: none"> Too vague – need more details

Direction 7: Remove growth target expressed as a number

Are we headed in the right direction?

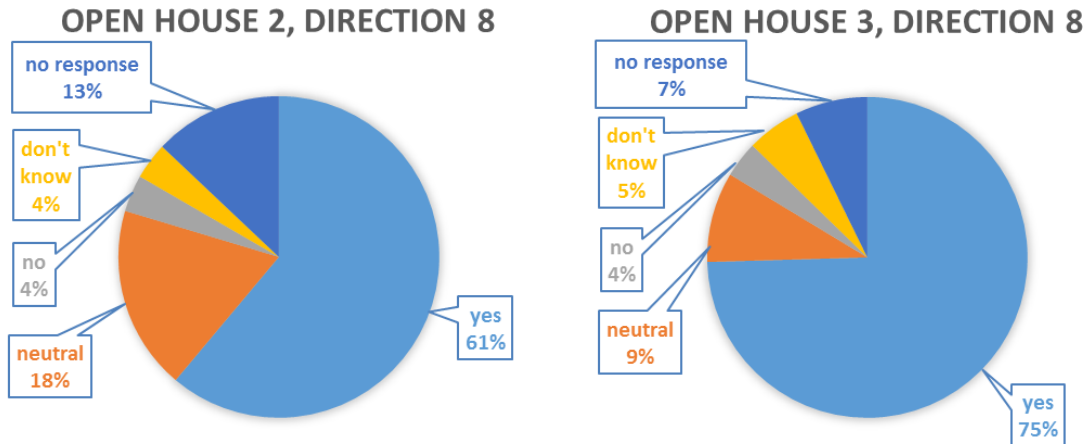


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Reasonable Remove the target but do not remove the growth – Bronte needs to grow! Bronte needs more population Commercial zoning should match population projections
Neutral	<ul style="list-style-type: none"> Rapid growth will destroy the character of Bronte which is already under stress Would we be providing too much growth?
No	<ul style="list-style-type: none"> Town needs guideline to make sure they are on target. Bronte has already taken too much of Oakville's density. Do not trust this interpretation or execution by Town Council No matter what the target is, there is always a way to get around it Why do we want to grow beyond what is the minimum? Need clarity – numbers provide that
Don't Know	<ul style="list-style-type: none"> Simply removing the number is not good – need to be clear as to what it will be replaced with otherwise what is the target?

Direction 8: Undertake general housekeeping of policies

Are we headed in the right direction?

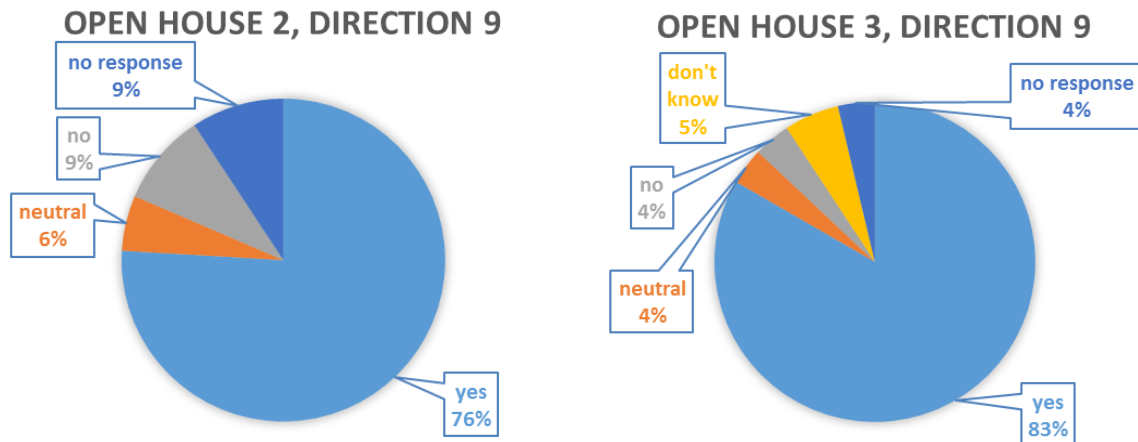


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Clarity and transparency is important – less verbal spin! Speed along the process Agree but lessen barriers to investment, welcome developer interest, stimulate investment
No	<ul style="list-style-type: none"> Keep existing in place The new policy direction is unclear and subject to interpretation by Council, which seem to mean very flexible
Don't Know	<ul style="list-style-type: none"> Not enough to form an opinion

Direction 9: Site specific policy direction for Bronte Harbour

Are we headed in the right direction?

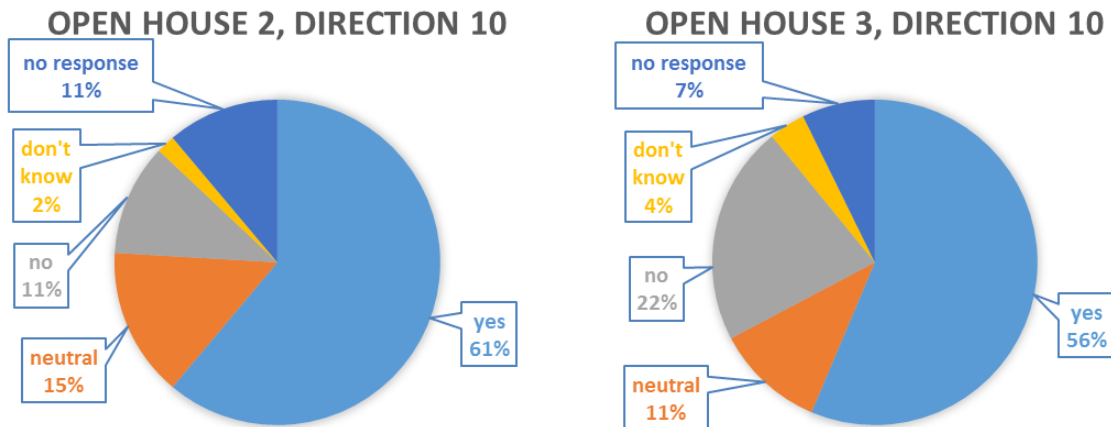


A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> Essential to retain public openness and access to the lake and parkland Need to repair boat launch and maintain existing before adding more Essential to retain Bronte Village Should be a high priority Need a larger plan Turn harbour into park designation This is the jewel of Bronte Open up the area for boaters, residents, visitors Looking forward to the consultative process here!
No	<ul style="list-style-type: none"> Need a second harbour west side of Bronte Creek and walkway over Bronte Creek
No Response	<ul style="list-style-type: none"> Construction of outer marina caused problems with trapping debris and sediment Needs to be integrated now

Direction 10: Broaden residential permissions

Are we headed in the right direction?



A summary of public comments provided with the above responses:

Yes	<ul style="list-style-type: none"> • Sounds appropriate especially with aging demographic • Build four storeys on Sovereign Street and East Street • Population density increases is another essential move or Bronte will become an old seniors area • Increase density • Can stay low rise and grow too • Zone as of right • Need a variety of housing types to suit a range of people • Would prefer two storey units
Neutral	<ul style="list-style-type: none"> • I worry about aesthetics of buildings – many are ugly
No	<ul style="list-style-type: none"> • No townhouses • Should be low density • No way - residents will be protesting • The high density “push” will increase traffic along Lakeshore Road and increase noise and exhaust pollution • Lakeshore Road is already overburdened with traffic - seniors are impacted • Too far north for density • Fine the way it is • Do not adversely impact St. Ann’s court residences • There is no need
No Response	<ul style="list-style-type: none"> • Concerned about height limits that might be allowed

Summary of key findings

The tables below outline the worksheet responses as shown in the pie charts above. The responses indicate the following:

- Directions 1, 5, 6 and 9 have the most public support based on “yes” responses.
- Directions 2, 3 and 7 have the least public support based on “yes” and “neutral” responses, and also have a higher percentage of “no” responses.
- Direction 10 has a higher level of combined “neutral” and “no” responses but still maintains greater public support than other directions.
- Direction 7, which has less support, also has a higher level of “don’t know” responses which may indicate further education is required.
- Direction 1 has a high level of “no” responses considering there is general public support overall.

Open House 2	Direction	yes	neutral	no	don't know	no response
	1	74%	0%	19%	2%	6%
	2	61%	11%	20%	0%	7%
	3	50%	13%	20%	7%	9%
	4	63%	11%	9%	7%	9%
	5	72%	9%	6%	6%	7%
	6	69%	9%	7%	4%	11%
	7	43%	26%	17%	6%	9%
	8	61%	19%	4%	4%	13%
	9	76%	6%	9%	0%	9%
	10	61%	15%	11%	2%	11%

Open House 3	Direction	yes	neutral	no	don't know	no response
	1	78%	5%	15%	2%	0%
	2	51%	0%	44%	5%	0%
	3	53%	5%	35%	4%	4%
	4	69%	7%	16%	2%	5%
	5	89%	2%	2%	5%	2%
	6	87%	4%	7%	2%	0%
	7	51%	15%	15%	15%	5%
	8	75%	9%	4%	5%	7%
	9	82%	4%	4%	5%	4%
	10	56%	11%	22%	4%	7%

Additional comments on the draft directions provided in **Appendix C** are generally supportive of the overall direction, with some comments noting that modifications to the directions are preferred. In particular, there has been attention drawn to the St. Ann's court area with several residents on the court indicating their desire to be removed from the growth area, and to scrap directions which would enable increased development opportunities in the general vicinity.

6. CONCLUSIONS

As part of the Bronte Village Growth Area Review, staff have identified a number of key areas which required further technical review and analysis as part of policy development. These include:

- An assessment of redevelopment viability;
- The coordination with other town initiated projects. In particular, the Urban Structure Review is anticipated to help direct future policy development for Bronte Village; and,
- A review of functional servicing aspects for Bronte Village, as a result of any proposed policy changes, including ensuring appropriate traffic, water and wastewater infrastructure capacity.

Since the time the Bronte Village Growth Area Review began and public consultation held, the Province released a proposed Growth Plan (2016) with considerable changes to the existing Growth Plan (2009). These changes are to be examined as part of the Urban Structure Review. As a result of public input received, ongoing studies such as the Urban Structure Review, and the list of additional technical reviews identified, staff conclude that:

- 1) Staff will consider input received from the Livable Oakville Council Sub-Committee on the draft directions in future phases of the Bronte Village Growth Area Review;
- 2) Staff should commence the policy formulation phase of the Bronte Village Growth Area Review following sufficient direction stemming from the Urban Structure Review, if any;
- 3) The next round of public consultation with regard to the Bronte Village Growth Area Review should convene when staff have prepared a draft official plan amendment for public comment, or, if the draft policy directions require substantive changes based on findings from the Urban Structure Review; and,

- 4) Based on positive feedback to “strengthen and enhance urban design policies” (Direction 6), Urban Design staff should begin to prepare urban design guidelines specific to Bronte Village to support the established policy vision for the growth area. This would coincide with existing policies in the Livable Oakville Plan which commit staff to complete design guidance documents.

CONSIDERATIONS:

(A) PUBLIC

Consultation has formed an integral part of the Bronte Village Growth Area Review. Any future recommendations stemming from the review will be presented with additional public consultation opportunities.

(B) FINANCIAL

There are no financial implications arising from this report.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

Coordination with other departments is ongoing.

(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS

This report addresses the corporate strategic goal to:

- be accountable in everything we do
- be honest in everything we do
- be the most livable town in Canada

(E) COMMUNITY SUSTAINABILITY

The Bronte Village Growth Area Review works to enhance the social, economic and built environment of the community.

APPENDICES:

APPENDIX A – Open House 1 Materials, Preliminary Input and Comments

APPENDIX B – Open House 2 & 3 Materials, Draft Directions

APPENDIX C – Comments Received on Draft Directions

Prepared by:
Brad Sunderland, MCIP, RPP
Planner, Policy Planning

Recommended by:
Diane Childs, MCIP, RPP
Manager, Policy Planning

Submitted by:
Mark H. Simeoni, MCIP, RPP
Director, Planning Services