

24. BRONTE VILLAGE

Bronte Village is a historical area, located where Bronte Creek meets Lake Ontario, which began as a port and evolved into a fishing village and a summer holiday destination. It retains the *character* of a village community and is focused on the pedestrian-oriented areas along and around Lakeshore Road West and Bronte Road. The surrounding residential uses, the waterfront, and the harbour contribute to its unique heritage and sense of place.

Bronte Village is intended to continue to evolve and serve as an *intensification area*. Growth will be managed at clearly defined locations and will contribute to the Town's residential *intensification* targets.

24.1 Goal

Bronte Village will be a vibrant community, with a thriving commercial area and a variety of housing opportunities that provide a year round environment for residents, employees, and visitors.

24.2 Objectives

As Bronte Village develops, the Town will, through public actions and in the process of reviewing planning applications, use the following objectives to guide decisions.

24.2.1 To nurture, conserve and enhance the historic lakeside village *character* of Bronte Village by:

- a) promoting a predominately low-rise and pedestrian-oriented built form along Lakeshore Road West, Bronte Road and Jones Street;
- b) ensuring high quality urban design that complements and contributes to the historic lakeside village *character* ~~of Bronte Village~~;
- c) protecting, conserving and enhancing *cultural heritage resources* and integrating them with new *developments*;
- d) integrating public and private open spaces into the streetscape along Lakeshore Road West;
- e) applying a co-ordinated streetscape and urban design plan, with recurring defining elements;
- f) defining and conserving the *cultural heritage landscape character* of the harbour, lake and creek; and,
- g) providing a sensitive transition between the concentration, mix and massing of uses and buildings within, and adjacent to, the village.

- 24.2.2 To revitalize ~~the~~ Bronte ~~Village~~ and maintain a *complete community* by:
- a) permitting uses that attract different users throughout the day and throughout the year, by including a mix of residential, commercial, office, cultural and recreational uses, complemented by public open spaces;
 - b) providing for a variety of residential unit sizes in new buildings;
 - c) focusing retail, service commercial and office uses along Lakeshore Road West, Bronte Road and Jones Street;
 - d) providing for a variety of retail unit sizes and improved retail space to encourage commercial revitalization;
 - e) defining the gateways to the village ~~with streetscape elements, buildings, and public art~~ through enhanced urban design treatments;
 - f) developing a community gathering space ~~in the vicinity of~~ on Lakeshore Road West between Bronte Road and Jones Street; and,
 - g) facilitating public investment in *infrastructure*, transit, recreation and cultural facilities to support existing and future residents, employees and visitors.
- 24.2.3 To maintain and improve waterfront connections by:
- a) protecting, enhancing and connecting existing waterfront open spaces;
 - b) maintaining existing views from public streets through to the lake and harbour;
 - c) enhancing the streetscape along streets connecting and adjacent to the waterfront and harbour;
 - d) encouraging active main floor uses along portions of streets connecting and adjacent to the waterfront and harbour; and,
 - e) developing improved pedestrian and cycling access around the inner harbour.

24.3 ***Development Concept***

Bronte Village is intended to be revitalized as a mixed use area. The primary focus of revitalization and change, including opportunities for development and intensification is in the area identified ~~defined~~ as the Bronte Village Main Street District. ~~The Bronte Village Main Street District as shown on Schedule P1. shall be the primary development district and the focus of change within Bronte Village.~~ This district shall have a distinct *character* in terms of land use and function as set out in the following policies.

The area of Bronte Village outside of the Main Street District is a residential neighbourhood and shall continue to support a variety of housing forms while providing for some change. ~~shall remain stable.~~

24.3.1 Bronte Village Main Street District

New development in the Bronte Village Main Street District shall primarily be provided in mixed use buildings.

New commercial and office ~~uses~~ development in the Bronte Village Main Street District will be provided in developments shall be reflective of the existing street-related and pedestrian-oriented main street function. ~~commercial and office uses. Retail~~ Commercial and office ~~uses shall~~ development is to occur along frontages facing Lakeshore Road West and Bronte Road, south of Lakeshore Road, ~~frontages~~ at grade level. The existing community commercial retail functions should be retained and integrated with redevelopment.

New residential ~~uses~~ development shall primarily be provided in mixed use buildings. However, apartments and multiple-attached dwellings may also be permitted in single use buildings when they form part of a comprehensive redevelopment proposal and there are no residential uses on the ground floor facing Lakeshore Road West or Bronte Road, south of Lakeshore Road. Lakeshore Road West and Bronte Road are to provide a commercial main street function.

Higher residential densities shall be directed to the gateways of the District and serve to anchor Lakeshore Road West within Bronte Village as the main street.

The ~~Bronte Village Main Street~~ District ~~will~~ shall provide for well-defined landscaped streetscapes and integrated open spaces which provide opportunities for enhanced pedestrian focused activity and connections. A public urban square shall be located along Lakeshore Road West between Bronte Road and Jones Street. Community uses and facilities which support daily pedestrian activity are encouraged to locate within the District. ~~A youth centre and public library are intended to be developed within the District.~~

Jones Street, between Sovereign Street and Marine Drive, will be animated by a mix of retail and residential uses ~~and a public square located along Lakeshore Road West,~~ which are intended to strengthen it as an important link to the waterfront.

24.3.2 Lands Outside of the Bronte Village Main Street District

The lands within Bronte Village, but outside of the Bronte Village Main Street District, are intended to provide for some intensification as permitted by the applicable residential land use designations.

The lands on the south side of Sovereign Street, outside of the Bronte Village Main Street District, shall function as a transitional area to the residential neighbourhood to

the north. Modest intensification will also be encouraged in this location in the form of detached, semi-detached and townhouse dwellings.

Street-related retail uses along the ~~east~~ west side of Bronte Road are intended to strengthen the connection between the waterfront and the Bronte Village Main Street District to the north.

The waterfront parks, harbour and marinas are to be maintained and enhanced. Landscape and facility improvements are to proceed in accordance with the approved park and harbour master plans. ~~, such as the Bronte Heritage Waterfront Park Master Plan to be implemented on the lands south of Ontario Street, west of Nelson Street.~~ Buildings or structures related to the park, harbour and marina uses are contemplated to be developed in the Waterfront Open Space area. These uses shall be situated in a manner that does not detract from the open space *character* of the area.

24.4 Functional Policies

In addition to the policies in Parts C and D of this Plan, the following functional policies shall apply specifically to Bronte Village.

24.4.1 Transportation

a) Parking

- i) On-street parking shall be permitted throughout Bronte Village and may be counted toward non-residential parking requirements as established by the implementing zoning.
 - ii) Parking shall be encouraged to be provided below-grade within the Bronte Village Main Street District.
 - iii) Above grade parking structures shall:
 - be discouraged adjacent to Lakeshore Road West;
 - incorporate active at-grade uses facing public streets, except along Sovereign Street; and,
 - in all cases be screened from adjacent residential uses.
 - iv) Individual driveway access to Lakeshore Road West or Bronte Road shall be restricted. Where driveway access from a side street is not possible, shared driveways shall be encouraged.
- b) Through the *development* process, pedestrian, ~~and~~ cycling and transit amenities within Bronte Village are to be enhanced, including improved connectivity to, and within, the waterfront and harbour.

- c) As part the class environmental assessment process for Lakeshore Road West, the Town shall consider streetscape design and public realm improvements for Bronte Village to support and enhance pedestrian and cycling activity, transit use, as well as on-street parking opportunities within the right of way, to complement and contribute to Bronte Village's lakeside village character.

~~24.4.2~~ — Public Realm

- a) ~~Where the Lakeshore Road West right-of-way is greater than that required by the policies of this Plan, the Town may permit minor encroachments in the form of small open spaces, such as landscaped areas and patios related to adjacent retail uses, to enhance the streetscape. Guidelines to address this type of development shall be included in the urban design and streetscape guidelines to be prepared for Bronte Village.~~
- b) ~~Through the planning application process, gateway treatments, in the form of landscaping, paving treatments and/or public art, which enhance the historic lakeside village character shall be encouraged at the following intersections:~~
- i) ~~Lakeshore Road West and Bronte Road;~~
- ii) ~~Lakeshore Road West and East Street; and,~~
- iii) ~~Sovereign Street and Bronte Road.~~
- e) ~~Views to the lake and harbour from public streets, which are part of the cultural heritage landscape of Bronte Village, shall be maintained.~~

~~24.4.3~~ — Urban Design

- a) ~~Urban design and streetscape guidelines shall be prepared for Bronte Village to establish the built form and public realm elements required to nurture, conserve and enhance a historic lakeside village character. The study to develop the guidelines shall address:~~
- i) ~~Bronte Village's cultural heritage resources, including its lost built heritage, and how these elements may influence the design of new developments, streetscape treatments and public open spaces, including urban squares;~~
- ii) ~~opportunities to enhance the streetscape within the public right-of-ways, particularly the integration of existing and new green spaces along Lakeshore Road West and cohesive paving and sidewalk treatments;~~
- iii) ~~the treatment of public and private realms;~~
- iv) ~~the treatment of building façades; and,~~

- ~~v) options for street furniture, bicycle racks, bus shelters, signage, banners and lighting that will help to create a historic lakeside village character.~~
- ~~b) Where a development precedes the completion of the urban design and streetscape guidelines, the applicant will be required to prepare a detailed urban design brief addressing those elements noted in subsection a).~~

~~24.4.4~~ 24.4.2 Cultural Heritage

- a) *Cultural heritage resources* shall be maintained and integrated into new development.
- b) If the relocation of a heritage building is deemed appropriate as a last resort, it shall be relocated within the village.
- c) The Bronte Village Heritage Resources Review and Strategy, General Conservation and Commemoration Strategies, shall be used to guide development:
 - i) on, adjacent to, or in the immediate vicinity of an individually designated historic property; or,
 - ii) on a property listed on the Oakville Register of Properties of Cultural Heritage Value or Interest.
- d) Potential and identified *cultural heritage landscapes* shall be conserved according to the Cultural Heritage Landscape Strategy.

~~24.4.5~~ 24.4.3 Growth Targets

- a) A minimum planned density shall be established for Bronte Village through Provincial conformity coordinated with Halton Region. ~~Bronte Village can accommodate a total of approximately 4,500 residents and 26,700 square metres of commercial space to provide for an estimated 900 jobs.~~
- ~~b) A mix of approximately 950 new residential units and 2,000 square metres of new commercial space will be required to meet the target.~~

24.5 Urban Design

In addition to the Urban Design policies in Section 6 of this Plan, the following policies shall apply specifically to Bronte Village. The urban design plan for Bronte Village is provided on Schedule P2.

24.5.1 Built form and public realm elements should be designed to nurture, conserve, and enhance a historic lakeside village character.

24.5.2 *Development and public realm improvements, including the streetscape for Lakeshore Road West, shall be evaluated in accordance with the urban design direction provided in the Livable by Design Manual.*

24.5.3 Public Realm

- a) Where the Lakeshore Road West right-of-way is greater than that required by the policies of this Plan, the Town may permit minor encroachments in the form of small open spaces, such as landscaped areas and patios related to adjacent retail uses, to enhance the streetscape.
- b) Views to the lake and harbour from public streets shall be maintained. Through the planning application process, view corridors as indicated on Schedule P2 shall be enhanced by appropriate built form and public realm elements.
- c) Enhanced streetscape areas, as indicated on Schedule P2, should be incorporated in the design of new *developments*, streetscapes and open space areas, and utilized as a unifying public realm element through the use compatible, consistent and complementary design treatments while contributing to a distinctive and unique streetscape. Enhanced streetscape areas may include the preservation of existing large stature trees and open space areas, as well as larger setbacks in built form and the creation of additional pedestrian-oriented spaces.

24.5.4 Streetscapes

- a) Enhanced streetscape treatments including cycling, transit and pedestrian-oriented amenities shall be provided on primary and secondary streets identified on Schedule P2.
 - i) Wider sidewalks and additional street furniture and landscaping shall be provided.
 - ii) Gathering spaces and public art shall be encouraged.
- b) Buildings along primary streets identified on Schedule P2 shall;
 - i) incorporate a high degree of transparency on the ground floor;
 - ii) provide building openings and principal entrances facing the street; and,
 - iii) contain commercial, office, community or cultural uses adjacent to the street which foster an active main street environment.
- c) Buildings along secondary streets identified on Schedule P2 should;
 - i) incorporate a high degree of transparency on the ground floor;

- ii) provide building openings and principal entrances facing the street; and,
- iii) contain commercial, office, community and cultural uses adjacent to the street which support the main street district, and may also contain residential uses on the ground floor.

24.5.5 Pedestrian Access and Circulation

- a) Through the planning application process, a mid-block pedestrian connection identified on Schedule P2 shall be provided to enhance pedestrian access and circulation within the Main Street District. A mid-block pedestrian connection across Lakeshore Road is encouraged if a controlled crossing can be provided.
- b) Additional pedestrian connections beyond those shown on Schedule P2 are also encouraged at mid-block locations and transit stops.

24.5.6 Gateways

- a) Through public actions and the planning application process, gateway treatments which enhance the historic lakeside village *character* shall be provided.
- b) Gateways are identified on Schedule P2 and indicate locations which are visually prominent entry points into Bronte Village. These locations shall provide gateway treatments which may include well designed built form or structures, distinctive streetscape treatments, landscaping, and/or public art. Gateways include the:
 - i) intersection of Lakeshore Road West and East Street;
 - ii) intersection of Lakeshore Road West and Bronte Road;
 - iii) intersection of Sovereign Street and Bronte Road; and,
 - iv) Lakeshore Road West bridge over Bronte Creek, including adjacent areas.

24.5.7 Urban Squares

- a) Through the *development* process, a new urban square shall be provided along Lakeshore Road as shown Schedule P2. Built form and land uses surrounding the urban square are to complement and enhance the area as a community gathering space.

24.5.8 Built Form

- a) To maintain a comfortable pedestrian environment, new *development* should generally be two to four storeys in height along the street edge, with taller elements stepped back from the street.

~~24.5~~ **24.6** Land Use Policies

Land use designations are provided on Schedule P1. In addition to the policies of Parts C and D of this Plan, the following policies apply specifically to Bronte Village.

- ~~24.5.1~~ **24.6.1** On the lands designated Main Street 1 or Main Street 2 between Bronte Road and Jones Street, a public open space in the form of an urban square shall be developed.

- ~~24.5.2~~ **24.6.2** On the lands designated Main Street 2 eligible for bonusing between Bronte Road and Jones Street:

- a) Hotels may also be permitted.
- b) *Development* and *redevelopment* may be permitted which provides for minimum heights along Lakeshore Road and adjacent residential areas with the transfer of the unused height to an internal building, providing for a maximum of ten storeys including bonusing. The intent of the specific transfer of height is to allow flexibility of design while meeting the policies of this Plan and maintaining the same *development* yield.

- ~~24.5.3~~ **24.6.3** On the lands designated Main Street 1 northeast of Lakeshore Road West and East Street, the maximum building height shall be two storeys.

- ~~24.5.4~~ **24.6.4** On the lands designated Waterfront Open Space and Parkway Belt West and which may also be subject to the policies of the Greenbelt Urban River Valley:

- a) Buildings or structures shall be designed and located to maximize public views to the lake and harbour from West River Street, Bronte Road, Jones Street, Nelson Street, East Street, Ontario Street, and Marine Drive.
- b) *Cultural heritage resources*, including cenotaphs, may be enhanced with landscaping or by other means which increase their prominence within Bronte Village.

- 24.6.5** On the lands designated Main Street 1 and Main Street 2, residential uses may be permitted on the ground floor, including *multiple-attached dwellings* and *apartments*, except where adjacent to Lakeshore Road West and Bronte Road (south of Lakeshore Road West) where commercial, office, community or cultural uses shall be provided on the ground floor facing the street, to maintain and enhance a pedestrian-oriented main street function.

24.6.6 On the lands designated Medium Density Residential north of Lakeshore Road West and south of Sovereign Street, only Low Density Residential uses and townhouses shall be permitted with a maximum density of 50 dwelling units per site hectare.

24.6.7 The lands subject to the Parkway Belt Overlay, as shown on Schedule P1, form part of the Parkway Belt West Plan and are designated Parkway Belt. The policies of the Parkway Belt West Plan shall govern the use of these lands until such time that the lands are removed from the Parkway Belt West Plan and come under the jurisdiction of the Town and this Plan. Upon removal of the lands from the Parkway Belt West Plan, the lands shall be designated Waterfront Open Space or Natural Area as provided on Schedule P1, and may be subject to additional Provincial plan policies.

24.6.8 The lands subject to the Greenbelt Urban River Valley is a *Greenbelt area* and subject to Section 26.5 of this Plan.

~~24.6~~ 24.7 **Bronte Village Exceptions – Schedule P1**

The following additional policies apply to certain lands on Schedule P1, Bronte Village Land Use.

~~24.6.1~~ 24.7.1 On the lands designated Urban Core within the block bounded by Bronte Road, Ontario Street, Jones Street and Marine Drive, the maximum building height shall be 10 storeys. Townhouses with a maximum height of three storeys may also be permitted. Residential uses may be located on the ground floor, except where adjacent to Bronte Road.

~~24.6.2~~ 24.7.2 On the lands designated Main Street 1 located at 2290 and 2303 Lakeshore Road West, the *redevelopment* of existing drive-through facilities may occur. Notwithstanding the minimum building heights required by this Plan, building additions, alterations and/or replacements may be permitted where they can be demonstrated not to preclude the long-term *redevelopment* of the properties as set out in this Plan.

~~24.6.3~~ 24.7.3 On the lands designated Main Street 2 not eligible for bonusing, the following policies shall apply:

- a) Retail and service commercial uses shall not be permitted adjacent to Sovereign Street.
- b) The maintenance of a food store in any *redevelopment* of the lands on the north side of Lakeshore Road West shall be encouraged.
- c) *Development* and *redevelopment* may be permitted which provides for minimum heights along Lakeshore Road and adjacent residential areas with the transfer of unused height to an internal building providing for a maximum height of 10 storeys with the exception of one building located at the

southeast corner of Bronte Road and Sovereign Street which may be permitted with a maximum height of 14 storeys and may be stand-alone residential.

- d) Building additions, alterations and/or replacements of existing low-rise commercial uses may be permitted where they can be demonstrated not to preclude the long-term *redevelopment* of the properties as set out in this Plan.

~~24.6.4~~ 24.7.4 On the lands designated Main Street 1 north of Lakeshore Road between Bronte Road and Jones Street, the following policies shall apply:

- a) Retail and service commercial uses shall not be permitted adjacent to Sovereign Street.
- b) ~~Multiple-attached dwelling~~ Multiple-attached dwellings may also be permitted.
- c) Building additions, alterations and/or replacements of existing low-rise commercial uses may be permitted where they can be demonstrated not to preclude the long-term *redevelopment* of the properties as set out in this Plan.

~~24.6.5~~ 24.7.5 On the lands designated Medium Density Residential at the northeast corner of Ontario and Jones Streets, detached dwellings may also be permitted.

~~24.6.6 On the lands designated Main Street 1 at the northwest and southwest corners of Marine Drive and Jones Street, townhouses may also be permitted.~~

~~24.7~~ 24.8 Implementation Policies

In addition to the policies in Part F of this Plan, the following implementation policies apply specifically to Bronte Village.

~~24.7.1~~ 24.8.1 Phasing / Transition

- a) *Development* will likely occur gradually over the long-term and be coordinated with the provision of *infrastructure*, including:
 - i) transit;
 - ii) transportation improvements;
 - iii) water and wastewater services;
 - iv) stormwater management facilities;
 - v) pedestrian and cycling facilities;
 - vi) streetscape improvements; and,

vii) *utilities*.

- b) The uses and buildings that legally existed prior to the adoption of this Plan may be permitted to continue, however, they are intended to be redeveloped in conformity with this Plan.

~~24.7.2~~ **24.8.2** Bonusing

- a) **In the areas of Bronte Village identified as lands eligible for bonusing on Schedule P1,** ~~The Town may allow increases of up to two storeys beyond the maximum permitted~~ building height **beyond the maximum permitted height in the areas of Bronte Village delineated on Schedule P,** without amendment to this Plan, **as follows:-**

i) two storeys west of East Street; and,

ii) four storeys east of East Street.

The additional height may be allowed in exchange for the provision of public benefits as listed in section 28.6.2, and with priority given to those public benefits noted in section 24.~~7~~**8**.2 c).

- b) Bonusing shall only be permitted within Bronte Village if supported by a transportation impact analysis which confirms that the additional *development* will not adversely impact the transportation network or, where cumulative impacts are identified, that such impacts are accommodated through transportation improvements which are to be provided through agreement by the applicant.
- c) Public benefits considered appropriate for the application of increased height in Bronte Village may include, but are not limited to:
- i) improved local transit service and transit user amenities;
 - ii) *affordable housing*;
 - iii) public parking facilities;
 - iv) streetscape enhancements;
 - v) cultural heritage conservation and enhancements;
 - vi) parkland improvements beyond the minimum standards for public squares; and,
 - vii) public art.

24.1.2 Programs and Initiatives

~~Red strikethrough~~ = deleted text
Blue, bold underline = added text

- a) The Town shall implement a parking utilization monitoring program within Bronte Village.
- b) The Town shall prepare a *community improvement plan* for a *community improvement project area* within Bronte Village in accordance with section 28.14 of this Plan and the *Planning Act*.