

1479462 Ontario Limited

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

ATTN: Town Clerk
townclerk@oakville.ca

Dear Town Clerk and Members of Council
RE: Proposed Official Plan Amendment
Bronte Village Growth Area

We are the owners of 2447 Lakeshore Road West, which is located within the boundaries of the Bronte Village Growth Area.

We are writing this letter to request that we be notified of any items being considered in the proposed O.P.A., and to notify you that we are writing this letter to retain any and all rights we have to object to the said O.P.A.

Sincerely,


Steven Rogul

THANK YOU TO THE PLANNING & DEVELOPMENT COMMITTEE Oct. 11, for allowing us to delegate.
Ann Sargent, Executive Director – Bronte BIA

I'm representing 190 businesses of the Bronte BIA – mostly all of whom are independent small business entrepreneurs.

Excerpts from Bronte Village Growth Area Review Open House are highlighted.

Bronte Village is a growth area.

Introduction

Bronte Village is envisioned as a vibrant community with a thriving commercial area with housing opportunities providing a year-round environment for residents, employees, and visitors

- Currently we have a small community **population** in our trading area and with the lake on **one** side
- Mish mash of building styles, some needing demolition or serious investment or demolition
- We are losing desirable businesses to nearby areas for a number of reasons
 - Leases not being offered
 - Increased rents not seen as fair for the run-down buildings.
- Space is too small, low foot traffic, lack of public parking
- Winter is tough for retail, we lose population going south and people are not shopping local
- We often get emails and messages on social media commenting on our excellent small shops and services and asking why we can't attract more. Good question. And you should know that we've also lost a number of beautiful shops of the very type we desire. We've had them and they've left.
- Bricks and mortar retail is under siege everywhere with online shopping as well as big box malls.
- We promote that all support local shopping. The money spent stays in our community.

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.

Development Concept

The Bronte Village Main Street District, located along Lakeshore Rd and Bronte Road is the focus area for revitalization and new development. This district is planned as a vibrant main street area with ground floor commercial uses with residential or office uses on upper floors. High quality urban design and landscaped streetscapes are encouraged.

OUR COMMERCIAL SPACE IS ERODING

Former Commercial – Now Residential

- Amica Retirement Community- Bronte Rd., Bronte Rd.
- Historic old buildings now zoned residential (Glendella House, Old Post Office, Bronte Art Gallery). These residences do not contribute to the BIA's efforts for beautification and marketing of our area.

Bronte Village Mall

We have waited years for this project to have a robust mix of retail, commercial and residential. While we are pleased that this project is finally moving ahead, we were definitely hoping for a greater retail and commercial mix along with the proposed residential to truly revitalize this major tract on our main street. Retail will be reduced substantially from the former footprint.

Erosion of our business base puts added pressure on the BIA to assist our existing businesses in attracting customers to the area. It is the BIA members who pay through a levy to put up flowering baskets, planters, lighted decorations, produce events, and to generate new projects to the destination for the enjoyment of residents, businesses and visitors alike.

2368 Lakeshore Rd. Our BIA office is situated at 2368 Lakeshore Rd. – the building beside Sammys Chip Truck with all the land proposed to be a long-term retirement medical care facility (with Alzheimer care) for residents who will be completely serviced within. They require full care and will not be venturing out to shop, dine acquire services – all of that is provided within.

There is a need for this with the aging population. We are not opposed to such a facility.

We are opposed to having it located on such a major tract of our commercial main street and suggest that other locations would be preferable.

And we already have a large retirement residence on Bronte Rd. (Amica).

We had hoped for 2368 Lakeshore to be developed into a mix of ground floor retail of which there will be some, commercial office space of which there will be none, and condos or rental units to give us more population with a more varied age demographic. This is not happening as per **Livable Oakville**.

Businesses Being Displaced

Twelve businesses within our BIA building will have to leave and find alternate space or relocate to other areas. We have no suitable and affordable space to go to.

We have some ugly gaps on Lakeshore Rd. through Bronte. We need to pay attention to the Lakeshore Rd. businesses who lament to being in the 'dead zone' with no foot traffic, little public parking.

We have buildings that are proven to not work for traditional retail businesses due to the small footprint, lack of accessibility, etc. We have gaps, areas looking derelict.

Competing As A Destination For Customer Dollars

We are competing in not only the GTA but in a global marketing for new residents and from visitors who earn money elsewhere and drop it into our local economy.

Objectives

Nurture, conserve and enhance the historic lakeside village character

Bronte is also a designated tourist area blessed with the scenic harbour location, great recreational options, park and trails. We promote our historic roots proudly but fail to deliver on the promise to tourists expecting our whole area to be quaint and beautiful. We need to fix the gaps and deliver to expectations and live up to the promise.

Height & Density

We aren't proposing skyscrapers, we love Bronte too and do not wish to destroy the Village feel and character and sense of neighbourhood that all of us cherish. However, with our small footprint, we need **some** reasonable height and density to survive and thrive as a livable Oakville community.

What we are proposing is that a developer/investor needs to build 10 storeys to be economically viable and realize a profit.

We have submitted a case study scenario to the Town questioning a current consultant's study. We have not had a response to BIA, other than an open letter. We are requesting the opportunity to further dialogue with the Town on this submission. We have presented our input over this process to the Town and it is on record.

What will the review result in?

Through public engagement and collective direction, the review will result in new or revised official plan policies as necessary to ensure the goals and objectives for Bronte Village continue to be realized. The review may also result in updated zoning and urban design guidelines.

We have had and wish to continue to have the public engagement to further dialogue with the Town and our residents to look for a harmonious balance that supports our residents, businesses and visitors to truly attain the goals identified in the Livable Oakville Plan for our community.

Thank you Councillors and stakeholders present for your time.

BRONTE BIA
October 11, 2017

RECEIVED

OCT 20 2017

MAYOR'S OFFICE

Chris & Jan Little
[REDACTED] Nelson Street,
Oakville
Ontario [REDACTED]
[REDACTED]Office of the Mayor,
Town of Oakville

Dear Mayor Burton,

We attended the Public Meeting held on October 11th to discuss/present proposed official plan amendments to the Bronte Village Growth Area. Having just returned from an extended vacation we were not in a position to make a presentation to Council on the items presented, however, we would like to now add our thoughts and feedback to the discussion. We hope this letter can serve, through you, as a suitable vehicle for these to be passed to Council and the Town's Planning Department.

We are long-time residents of Bronte having lived on Silverthorn Drive for 36 years and, more recently, on Nelson Street for the past year. We have watched the changes taking place in our community over the years with great interest and have tried to keep abreast of these changes through attendance at many of the informational meetings held by the Town. We also participated in the meetings and workshops held to develop the Liveable Oakville plan as they relate to Bronte.

For ease of reference we will 'dot point' our thoughts to the October 11th meeting as follows:

- For us one of the key points coming out of the Liveable Oakville discussions was the intent to keep development in Bronte along Lakeshore mainly to the 4-storey height level. If memory serves us it was agreed this could stand to increase at certain locations along Lakeshore, particularly at the 'gateway' locations. Over the years since those discussions it has seemed to us that, generally, developers have either ignored the wishes of the community with respect to the height parameter or looked for every opportunity to by-pass them. It has really only been through the vigilance of Council, Planning and public participation that the essential components of the Liveable Oakville plan are still with us. Liveable Oakville was painstakingly put together and, for we two, still represents a solid working guideline for the future. It should not be amended without considerable thought and discussion.
- Given these thoughts we were, frankly, taken aback to hear Planning proposing to essentially sell the height principle for favours from developers. We appreciate the benefits available depending upon the scale, location and potential of development within the Town boundaries, however, not as a general principle. It seemed to us from the Planning presentation that, if changes are approved, this would be the way forward for the Bronte Village Growth Area. To our mind this is a dangerous proposition. Once a door such as this is opened it becomes virtually impossible to close it again. The result becomes a development free-for-all and very difficult for Council to exert control. For a development abutting open land or shoreline there *may* be more of a case because the benefits for the public at large are perhaps more obvious. For commercial development along a major thoroughfare the public benefit accruing from a height to perks relationship is, we feel, less easy to establish. Thus, on a case by case basis where there are specific public advantages – parking, access, open spaces for example – sure, hold discussions but the guiding principles should come from the Liveable Oakville plan.
- In a similar vein we were very surprised by the Bronte BIA position which, although not perhaps overtly stated, seemed to imply that the 4-story height parameter should be discarded for

Bronte in favour of a 'higher the better' approach! In our view this is just plain wrong. The approach put forward by the lady immediately prior to the BIA presentation took a different and well –reasoned approach which we felt had much merit.

- From the information provided by the Bronte BIA we also came away with the understanding that a care facility has been approved or is under consideration to front Lakeshore Road. Is this the case or did we misunderstand what was being said? If true how does this move forward the goal of making Bronte Village a desirable leisure and shopping destination? Such facilities are clearly needed but how does this fit with the goal as far as location is concerned?

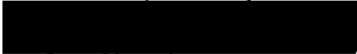
We anticipate there is much discussion to come on the approach to be taken to revitalize Bronte's business area. For too long Bronte seems to have played second fiddle to developments elsewhere in Oakville so it is wonderful to finally see the realization from developers that Oakville proudly includes two harbour areas within its boundaries, not one. It is a precious facility, the envy of many and we strongly feel the Liveable Oakville goals for Bronte are the right way forward. They were designed to ensure an approachability and humanness for the scale of Bronte's future development. Giving away favours to developers and creating barriers by building large seems the antithesis of what Liveable Oakville is striving to create.

Thank you for your time and consideration of our thoughts.

Yours sincerely,



Chris Little



Jan Little

