



# Kerr Village Streetscape Study What We Heard Report

July, 2024



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# 1.0 Introduction

The Town of Oakville is planning to enhance the streetscape in the main street area of Kerr Village. This will involve the development of a public realm study and a streetscape plan which will include recommendations for improvements and implementation.

The Public Realm Study and Streetscape Plan has been initiated with the first round of public engagement. The Town of Oakville (the Town) has launched a web page ([Kerr Village Streetscape Study Web Page](#)) where information on the project and the team's work in progress is posted. In the first three phases of the project there have been one-on-one conversations with residents, meetings with the Business Improvement Area (BIA), Town staff, local councillors and the public. A summary of what we've heard so far is summarized in this report.

The project is being undertaken in seven phases. The team has completed the project initiation with the launch of the web page, start up meetings with Town staff and assembly of background information. During phase two and three the team completed their early inventory and analysis of existing conditions such as land use, building character, streetscape features, trails and cycling facilities, parks, squares, open spaces, parking and traffic. The team shared their inventory, analysis and thoughts on an overarching public realm framework at a June public information centre.



Study process:

- **Phase 1:** Project Initiation
- **Phase 2:** Inventory and Analysis
- **Phase 3:** Public Realm Framework
- **Phase 4:** Streetscape Concepts
- **Phase 5:** Public Consultation
- **Phase 6:** Final Streetscape Master Plan
- **Phase 7:** Streetscape Implementation Plan

# Kerr Village Streetscape Study

Planning is underway to enhance the streetscape in the main shopping area of Kerr Village.

## Project overview

We're making Kerr Village a more vibrant place for residents, visitors and businesses. Planning is underway to enhance the streetscape in the main shopping area of Kerr Village. The town has hired a consultant to conduct a public realm study and develop a streetscape plan which will include recommendations for improvements and implementation

We can't do it without you! Public engagement opportunities have been built into every step of the process with public input shaping the improvements at various stages of the project. Proposed improvements will be shaped by input from residents, community groups, business owners, developers, Council, town staff and the consulting team.

- [Public engagement opportunities](#)
- [Project area map](#)
- [Project details](#)
- [Project timeline overview](#)
- [Project status](#)
- [Background information](#)
- [Contact us](#)

Transportation & Roads	
Parking	▼
Roads & Sidewalks	▼
Construction Projects	▼
Active Transportation	▼
Traffic & Road Safety	▼
Transportation & Roads Studies and Plans	▲
Transportation & Roads Studies and Plans	
Bronte Village Streetscape Study	

## Public engagement opportunities

There will be many opportunities to share your input on the public realm framework and streetscape concepts.

Four rounds of engagement are planned. Each round will offer different ways to participate, share feedback and raise community awareness.

## Upcoming public engagements

### Public information centre - Fall 2024

Public workshops will be held in late September/early October 2024 to share initial streetscape concept plans based on the feedback and ideas received to date.

We will present the concept plans and seek input on preferences and constraints as we work towards developing a consolidated and comprehensive streetscape design for Kerr Village.

## Past public engagements

### Review the June 27, 2024 presentation

Public Information centres were held on June 27, 2024. The afternoon and evening sessions began with a presentation on the project, followed by small group discussions where the community was invited to share comments and ideas.

[Review The Presentation Slides - June 27, 2024 \(PDF\)](#)

If you were not able to attend and would like to provide your comments and ideas, please email Christina Tizzard at [christina.tizzard@oakville.ca](mailto:christina.tizzard@oakville.ca).

# 1.1 What is a Public Realm and Streetscape Study?

## Public Realm Study

Public realm refers to publicly accessible and highly visible spaces located along our streets, boulevards, pedestrian ways, parks, plazas and the interface with buildings. So many vital activities that are part of our daily lives take place in public spaces, shaping our day-to-day experiences. These spaces make our neighbourhoods vibrant places to live, and are crucial to the community's participation in public life. Investing in the public realm is essential in creating harmonious and socially inclusive communities.

The public realm study will identify existing amenities and opportunities for physical improvements to enhance the spaces and connections between the traditional commercial main street and surrounding community.



Parks and Open Space in Kerr Village

## Streetscape Study

Streetscape refers to the physical environment of a street. This includes its visual character and how the space is used by pedestrians, patrons, cyclists and motorists. The streetscape of a town shows the natural and built environment of the street, enhancing the experience of that space. Streetscapes also envision the public life of the residents, workers, patrons and visitors in the area, becoming the success criteria for the public life of a town.

The streetscape concept plans (design and layout) will include street trees and other landscape materials, special paving, lighting, street furniture, public art and wayfinding.



# 2.0 Conversation with the Kerr Village Business Improvement Area

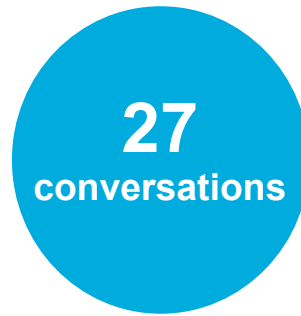
June 14, 2024

- Focus on drawing more visitors to Kerr Village.
- Replace deteriorating light poles and luminaires.
- Need new light poles that should support banners and come with GFIs.
- Ensure sidewalks have uniform widths.
- Maintain and enhance the role of the Town's horticulture department.
- Install hanging baskets and barrels with a consistent water source.
- Revamp Heritage Square by replacing old concrete boxes and restoring green space.
- Make Normandy and Kerr more attractive with additional green spaces.
- Utilize Westwood Park for annual concerts by closing Bond Street.
- Suggest expanding the closure to the width of the park for better utilization.
- Highlight key community events: Tiegan's Ride, Kerr Fest (Sept 6-8), and Christmas tree lighting in Westwood Park.
- Address the perception of Kerr Village as a neglected part of downtown.
- Advocate for extending downtown to include Kerr Village, making it a tourist destination and enhancing its appeal.
- Repave and repair some curbs to improve infrastructure.
- Aim for significant improvements by 2027 under the Councillor's guidance.
- Area of interest spans from Lakeshore to the railway and Speers to Woody Road.
- Emphasize continuity and a gateway to downtown.



# 3.0 One-on-one Conversations with Residents

June 3, 2024



On June 3, 2024, a consultant team member had twenty seven 15-minute conversations with Kerr Village residents as an opportunity for the community to voice any concerns, ideas or thoughts on the project. The following points below are a summary of what we heard during these conversations:

## Vision, Streetscape and Character

- The vision for Kerr Village includes it being a natural extension of Downtown Oakville with similar outdoor architecture and a strong sense of place.
- Suggestions for achieving this vision include wider sidewalks, more greenery, and prioritizing pedestrians over vehicles.
- Kerr Village has a different vibe but is transitioning to be more like Downtown Oakville. This transition includes new banners and efforts to create a comfortable, safe, and well-lit neighborhood.
- There is potential to control the look and design of patios to enhance the streetscape character, though the unique mishmash character of the area is seen as part of its charm.

## Traffic, Safety and Parking

- Kerr Village is currently used more as a throughfare rather than a streetscape destination.
- Traffic calming measures are needed, such as narrowing the street, bringing greenery closer to the road, and prioritizing pedestrians, shopping, gathering, and transit.
- Beneficial changes include potentially adding a separated bicycle track on one side, similar to Trafalgar.
- Narrowing the lanes to create more space for sidewalks, trees, and cafes, with limited on-street parking on one or both sides, is suggested to enhance the streetscape.
- Posting speed signs alone is not effective for traffic calming.

## Utilization, Social Space and Seating

- Kerr Village is a highly utilized corridor and valued as a social gathering space or “third place” outside of work.
- Key spots include cafes by Westwood Park, which are naturally busy due to the bus route, and there are few places along the actual street for people to sit.
- More seating and benches are needed along the street. Opportunities for seating include Muskoka chairs on private properties and enhancing existing spaces like Westwood Park.

## Green Space and Development Opportunities

- Larger trees should be planted to provide shade, although space is limited.
- There are opportunities to activate dead spaces, such as the empty lots at Prince Charles and Kerr, and south of the bistro, which could be utilized.
- The area’s development, like condos along Kerr, presents both opportunities and challenges in maintaining the character of the area.





# 4.0 Input Received Through the Public Information Centre #1

June 27, 2024

15 participants

Two public information centres were held on June 27, 2024. The afternoon session took place between 2:30 pm and 4:30 pm at the Oakville Trafalgar Community Centre (325 Reynolds St.) with a total of 6 participants. The evening session took place between 6:30 pm to 8:30 pm at the Trafalgar Park Community Centre (133 Rebecca St.) with a total of 9 participants.

Both sessions began with a presentation on the project, followed by small group discussions where the community was invited to share comments and ideas on parks, open space, streetscape, moving around, as well as the activities, landscaping, and types of uses they would like to see at Heritage Square.





The following is a summary of what we heard:

## General Comments and Concerns

- There is a strong desire to bring back the Farmer's Market at Heritage Square, which was popular before the COVID-19 pandemic.
- Residents inquired about the budget and timelines for implementation, but there is no determination at this time.
- Some residents want the Town to enforce the maintenance of spreading weeds on both public and private property to achieve a more uniform look.
- Concerns about noise pollution from loud cars were raised. A study has been conducted, and it will be presented to the Council.

## Accessibility and Engagement

- Tannery Park: Although the park is outside of the village it is a good example to look to. It is highly valued for its accessibility and the diverse families it attracts.
- We heard from residents that Kerr Village has an east coast feel, similar to Halifax, but lacks capturing the elements and places to pause. There is a desire to have more places to pause with movable furniture.
- Many residents want Kerr Village to capture the waterfront and its parks.

## Street Design and Traffic

- Interest in naturally slowing down traffic through street design.
- Strategic parking solutions to be developed by the Town.
- Kerr Street is considered too narrow for a bike lane unless it becomes car-free.

## Kerr/Speers Intersection

- Disruption along boulevard east of Kerr and Speers, and on the west side up to the railway.
- Obstruction of west view by tree foliage at Speers & Kerr.
- Need for a good street design at this intersection; no plans for changes to the Kerr Street underpass.

## Public Spaces and Amenities

- Frequent benches enhance the pleasure of exploring and socializing.
- Heritage Square is important as a central gathering space with seasonal activities like the Farmer's Market and though access for vendors is a challenge.
- More lighting that animates the streets and public spaces.
- Good connectivity to green spaces on Kerr Street is appreciated.
- Shading and seating with shade by the waterfront and parks are appreciated.



# This is what we heard...

## Parks, Squares & Open Space



## Streetscape



**Add more pedestrian crosswalks**

**Could there be signage at Lakeshore + Kerr announcing Kerr Village?**

**No to cycling lanes, too hard for fire trucks to navigate Kerr**

**Concern about increase in traffic into Kerr Village from traffic exiting from QEW - apartment buildings at Kerr/Shepherd**

**Leave Bond St. as is**

## **Moving Around**

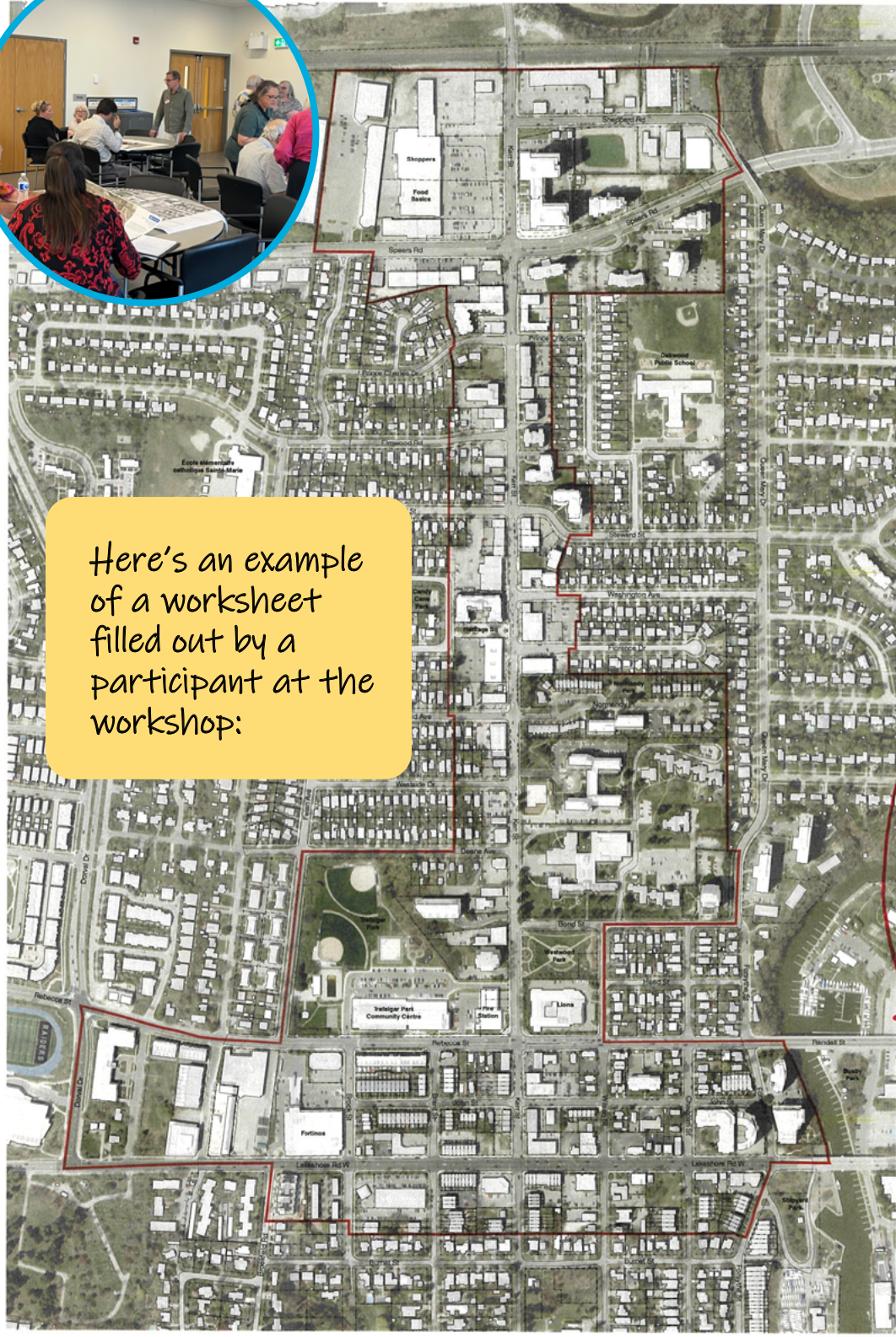
**Could there be signage at Lakeshore + Kerr indicating the lake?**

**Better bike lanes in Kerr Village**

**Prefer lot parking but street parking is good too**

**Electric charging stations?**

**How about a short term bike rental, like in Toronto Downtown area**



Here's an example of a worksheet filled out by a participant at the workshop:

**Parks, Squares and Open Space**  
Think about how to improve the spaces. Think about places you've visited and describe what make them memorable - what could be considered for Kerr?

- Dog Park?  
Balance More lighting w light pollution its quiet at night and too much light will make it Steril.

**Streetscape**  
Think about trees and other landscape, sidewalk width, furnishings, public art

How does this connect in future treatment of the rail crossing at the top?

Do we really need 3 baseball Diamonds? ↗

**Moving Around**  
Think about traffic, pedestrian routes and crossing, parking on the street and in lots, cycling lanes, signage

Electric Charging Stations? ↘

Agree w More trees and garden boxes between street and sidewalk

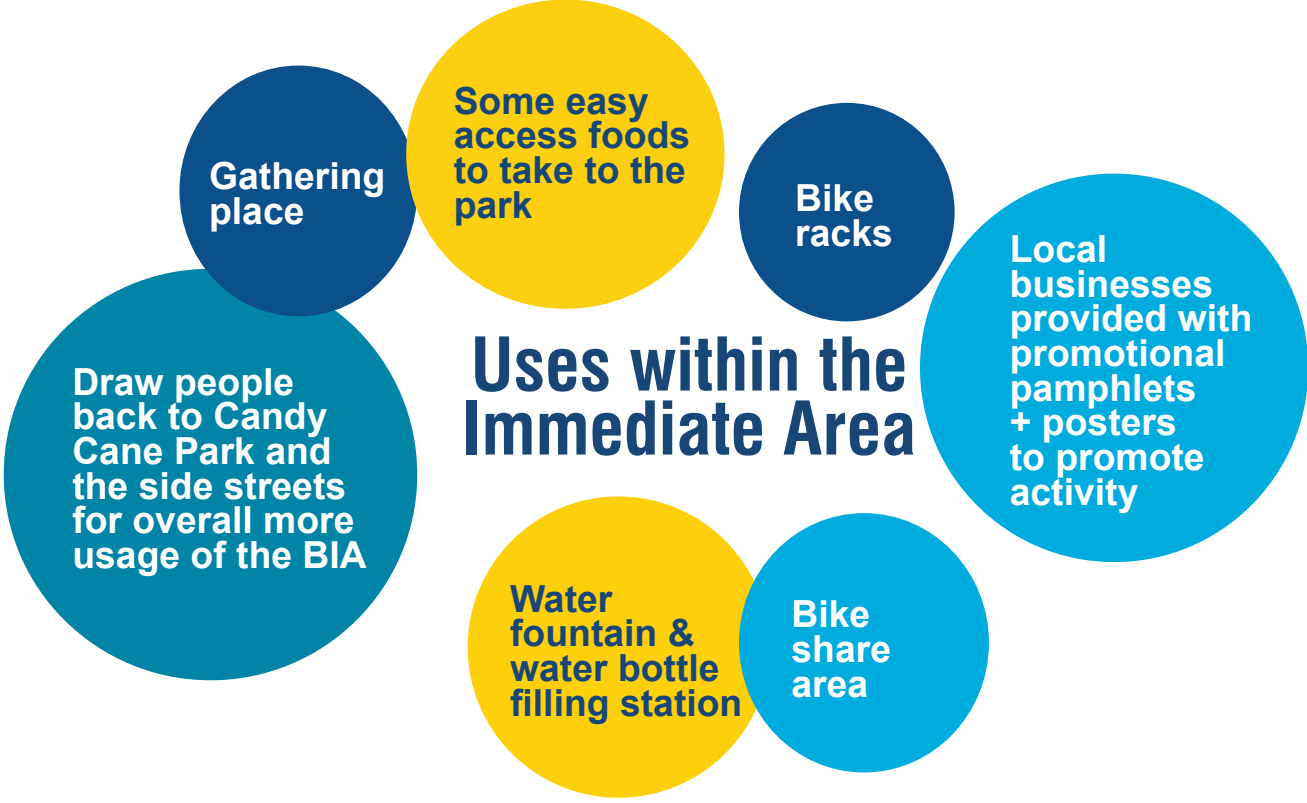
Consistency From Lakeshore to the tracks

Themes

- Artistic
- Rustic / Small Town.
- Community.

# Heritage Square Ideas:









What Activities and Events Would You Like to See in Heritage Square?  
 • FARMERS' MARKET WEEKLY  
 • ART + CRAFT DISPLAYS  
 • CONCERTS WEEKLY  
 • PAKE SALE DAILY SUMMER  
 • PROMOTION EVENTS FOR LOCAL BUSINESSES

What Kind of Landscape and Furnishings Would You Like to See in Heritage Square?  
 • LOCAL PERENNIALS  
 • LE HYDRANGEAS  
 • ANNUAL PLANTINGS  
 • LOCAL SHAUBBERTY  
 • ROCKERY FEATURE  
 • LOCAL ROCKS  
 • WATER FOUNTAIN/USE  
 • NO BEACHES TO MINIMIZE ENCUMBRANCE  
 • WITH FEATURE FOR NATURAL VIBE

What Other Types of Uses in the Immediate Area Would Support the Heritage Square?  
 LOCAL BUSINESSES  
 PROVIDED WITH PROMOTIONAL PAMPHLETS + POSTERS TO PROMOTE ACTIVITY @ HERITAGE SQ.

Here's examples of worksheets filled out by participants at the workshop:

Idea: A few community gardens in Candy Cane Park

What Activities and Events Would You Like to See in Heritage Square?  
 • Music Sat. Mornings  
 • Art & in glassed-in cases.

What Kind of Landscape and Furnishings Would You Like to See in Heritage Square?  
 \* less cement  
 \* more greenery  
 \* more benches

What Other Types of Uses in the Immediate Area Would Support the Heritage Square?  
 \* bike racks  
 \* bike share area  
 \* water fountain & water bottle filling station



# 5.0 Next Steps

The team received input to advance the overall public realm framework for Kerr Village by making green connections to Tannery Park, Trafalgar Park Community Centre and Sixteen Mile Creek. Many ideas were shared with the team which will be used to inform the development of streetscape options for Kerr Street, Lakeshore Road, Speers Road and Rebecca Street. We heard support for slowing traffic, more trees, more seating and places to pause and enhanced and seasonal lighting. The team heard many talk about the unique character of Kerr Village. The team also heard a lot of ideas for Heritage Square including suggestions for more trees and other planting, overhead lighting, seasonal decorations, seating and a location for a farmer’s market.

The team will continue to reach out to business owners and other stakeholders in Kerr Village over the coming months.

The team is advancing to Phase 4 of the project. The next round of public engagement will occur in the fall of 2024 when the team will present options to consider for the streetscapes and suggestions for Heritage Square.

