

The Rejuvenation of 24 Bruce Street South

LOVED YOU MADLY



With 2578242 Ontario Inc.

Town of The Blue Mountains

April 29, 2025



Agenda

- Loved You Madly – The Business
- 24 Bruce Street South – The Building
- Our Ask
- Policy Review

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Loved You Madly – The Business

- Established **2019**
- **Anchor** retail in the community
- Draw to the **downtown area**
- We are **GREEN!** and embody the three pillars of sustainability – social, economic and environmental
- **Our Challenge** – our current location – lease and property redevelopment

Some Key Facts:

- *Growth from one to three storefronts*
- *Expansion from ladies consignment to include menswear and furniture*
- *Employee 10 people*
- *Benefit plan*
- *Have over 7,500 individual sales per year*



24 Bruce Street South – The Building

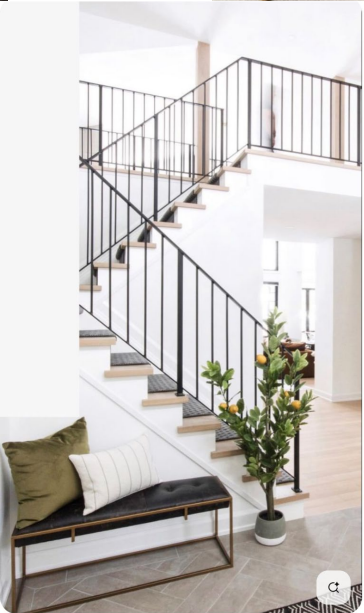
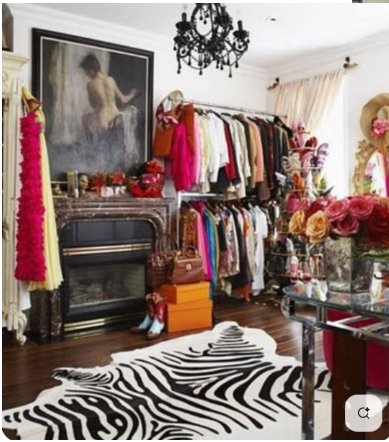
- +/-100 year old property in largely **original condition**
- Community drawbacks:
 - Recent **uses not contributing to drawing visitors** to downtown core
 - **Building requires** significant façade and mechanical upgrades
- Our Proposal:
 - **Renovate existing footprint**
 - **Maintain residential** unit on second floor
 - Add commercial space to the rear **consistent with all other adjacent properties**
 - **Move** Loved You Madly in early 2026



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Design Inspirations





Our Ask

- Small business is the lifeblood of any rural community.
- Our investment in 24 Bruce Street South will:
 - **Significantly improve** the attractiveness of Bruce Street South
 - Directly contribute to the **intensification and economic development** of Bruce Street South
 - Will materially **improve retention of visitors and residents** to downtown
 - Attract traffic and **sales for other businesses**
- We are **accepting of all development charges**
- Our challenges are:
 - The **proposed parking requirement** and lack of any cash-in-lieu valuation/price guidance
 - The **uncertain length** of the Site Plan Approval process

We Need Council's Help

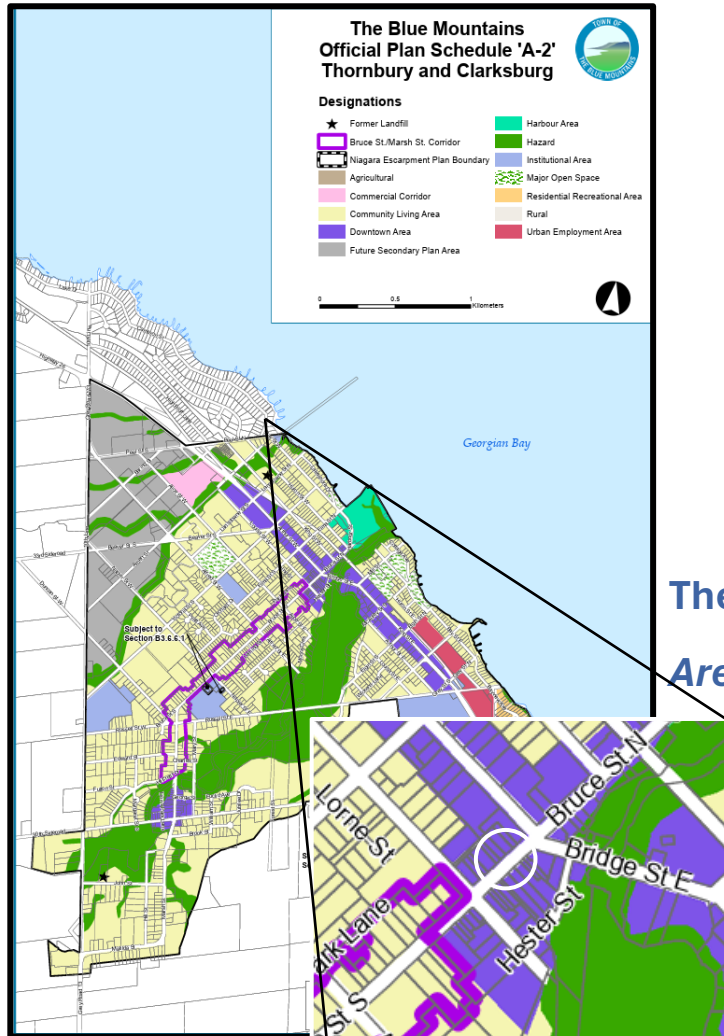
- *An agreement on parking*
- *An expedited SPA process*

We Want to Invest

- *In our community*
- *In our downtown core*
- *In our business*



THE SITE



The site is zoned “(C1) downtown commercial” allowing for all current and proposed uses on the property and is surrounded by sites similarly zoned C1.

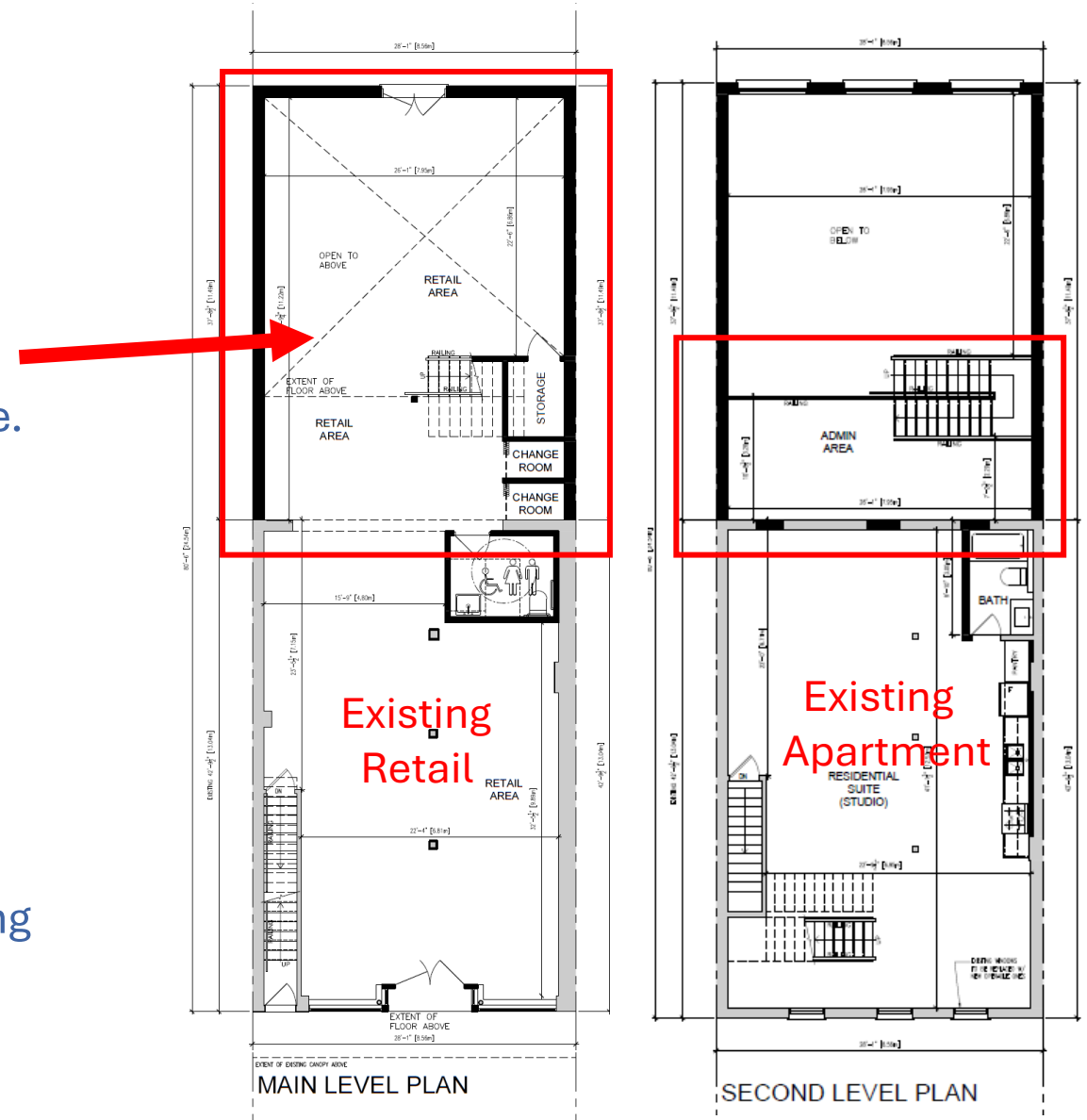
The site is Designated “Downtown Area” in the Official Plan





The Proposal

- The current proposal anticipates a 100m² main level addition with high ceilings, as well as a 31m² Mezzanine level intended to function as admin space.
- A parking rate of 1 stall per 20m² applies to the new retail space.
- Following the outcome of this process, Staff have noted we will still be required to apply for both a site plan and permit in the coming weeks once the parking has been resolved.





DC and Parking Summary (as calculated)

*LNC = Legal Non-Conforming

Floor	Existing Area	New Area	Existing Parking	Required Parking	Proposed Parking	Required DC (\$790.97/m ² + \$29.86/m ² Town + County)
Basement	111.64m ²	0	0	0	0	\$0
Existing Commercial	108.53m ²	0	3	3 (LNC)		\$0
New Commercial	126.27m²	100.15m²	0	7 (1per 20m ²)	3 (of 10 required)	~\$107,000 (131m ² x \$820/m ²)
2 nd Floor Commercial	0	30.91m ² (Mezzanine)	0			
2 nd Floor Apartment	108.78m ²	108.78m ²	0	0 (LNC)	0	\$0



The First Challenge

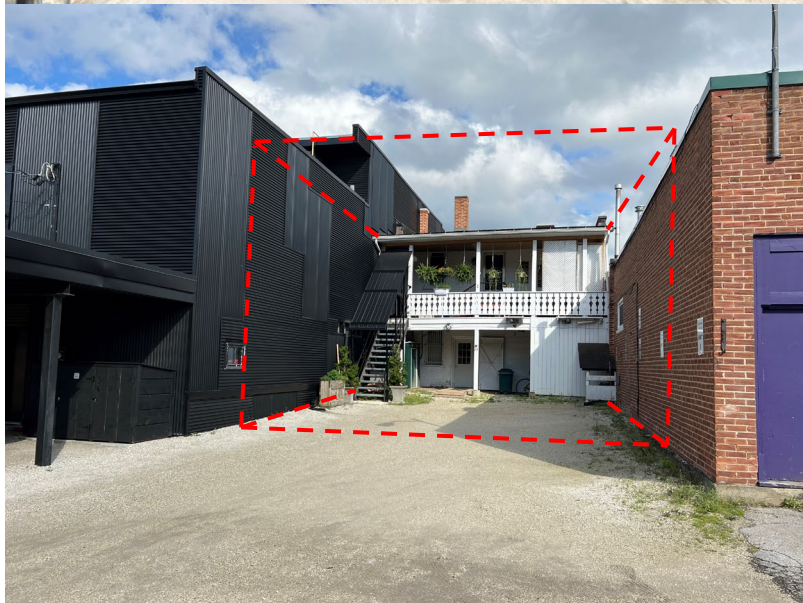
- The principle challenge for our renovation is parking count. As the town prioritizes improving Built Resources and Intensification within the downtown, this concern will only become more common.
- Recognizing this, similar municipalities (such as Meaford) have eliminated parking minimums within the (C1) Downtown Commercial or have set reasonable CIL values (such as \$625 in Markdale).
- Given the limited footprint and private access to this building, there is no ability to provide the additional 7 parking spaces on site.
- We must consider CIL in this instance; and, as there is no defined price for this today, we must set a fair price given the context of this proposal.



The Second Challenge



- Bylaw 2010-57 (Consolidated 2015-18) as written requires the municipality to enter into a Site Plan Agreement for nearly all additions, rather than allowing staff discretion in applying SPC.
- Staff have been very receptive to our concerns and noted geotechnical pressure, final grading and Stormwater Management (SWM) as requiring attention.
- Geotech and lot grading review are commonly required at permit with foundation design and can be deferred with staff permission.
- Regarding SWM, the subject site is entirely covered by structures or granular paving. There is little need for a SWM Brief for the site as the flat roof condition could improve capture relative to current conditions and would be matching the intent of the neighbouring buildings.





The Solution

- We are discussing a very beneficial application to the downtown to reinvest funds into an existing and valuable built resource for the town.
- While we are not here to dispute the DC bylaw, the DC value represents a large sum for a project of this size and additional costs and delays threaten to stop this proposal from being carried out.
- To see this project come to fruition, we are asking Council to consider the following solutions:
 1. Address the additional parking in the form of an exemption or expedited CIL agreement; and
 2. Expedite the Site Plan Control agreement for this site to avoid the costly delays in process resulting from this minor building addition.



The Motion – Option 1

If Council are in favour of this request, the following Motion has been drafted (as the simplest solution) to aid council in their decision making:

- *Whereas Bylaw Section 5.1.12 states, “Notwithstanding the parking requirements of this By-law, Council may enter into an Agreement under Section 40 of the Planning Act, to exempt **a property from parking through a payment of cash in lieu of parking**”; and*
- *Whereas at the time of this bylaw being enacted, a price has not been set for Cash-in-lieu of parking;*
 - **Council directs staff to prepare a CIL agreement requiring a payment of \$625 per stall which shall apply to the subject property.**
- *Whereas Zoning By-law 2018-65 [Part 5] addresses Parking and Loading Standards in the municipality:*
 - **Council shall direct planning and building department staff to view the current parking area on site as legal non-compliant, notwithstanding anything to the contrary in Bylaw 2018-65 [Part 5], subject to a Cash-in-Lieu Agreement being registered on site.**
- *Whereas Site Plan Control By-law 2010-57 identifies the entirety of lands within the municipality to be subject to Site Plan Control:*
 - **Council directs staff to expedite the Site Plan Control Agreement for the current application (within reason), given the justification provided to allow for the timely submission and review of the permit to construct.**



The Motion – Option 2

Alternatively, if staff is concerned with setting an unfavourable precedent for parking in the downtown, the following provisions could apply in the form of a sit specific zoning provision:

- *Whereas Zoning By-law 2018-65 [Part 5] addresses Parking and Loading Standards] in the municipality:*
 - *Notwithstanding anything to the contrary, for sites zoned C1-XXX, Section 5 of Bylaw 2018-65 shall not apply so long as a minimum of 3 parking spaces are continued to be provided on site.*
- *Whereas Site Plan Control By-law 2010-57 identifies the entirety of lands within the municipality to be subject to Site Plan Control:*
 - *Council directs staff to expedite the Site Plan Control Agreement for the current application (within reason), given the justification provided to allow for the timely submission and review of the permit to construct.*

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**Thank You in Advance for Your
Consideration**



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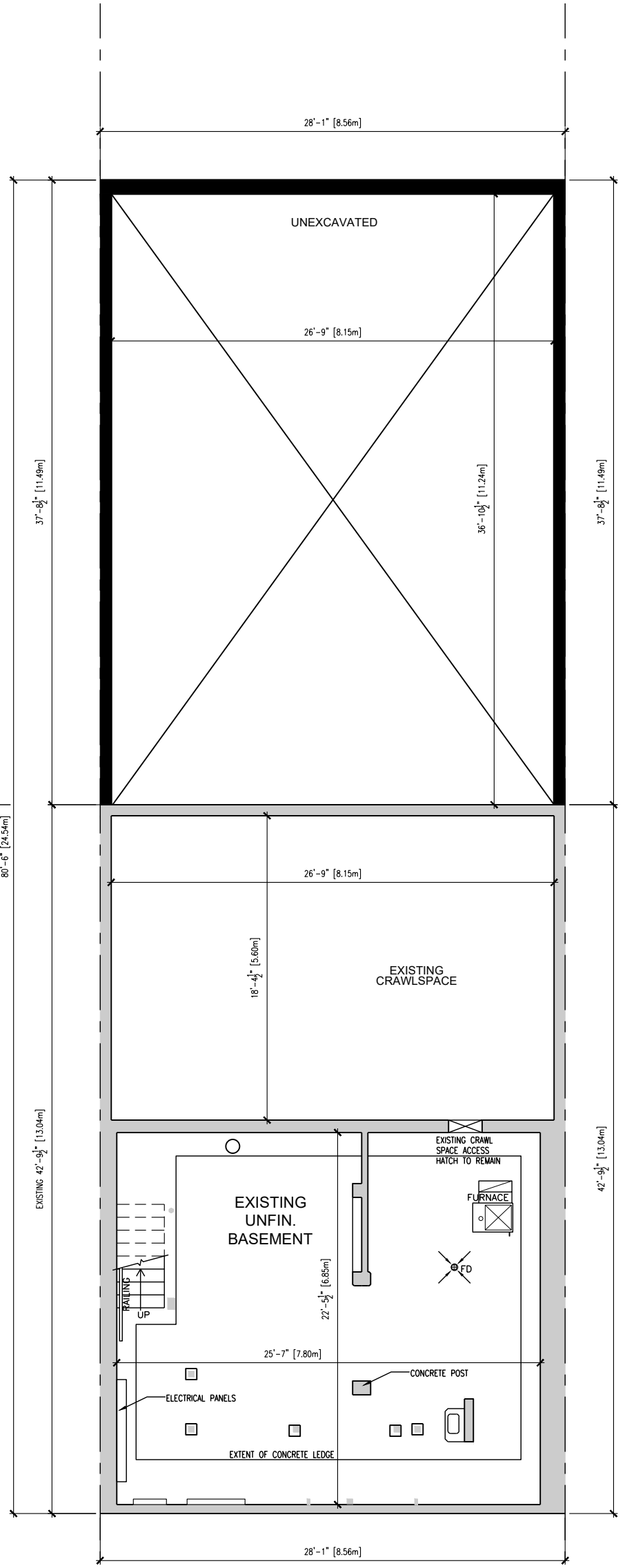
AREA CHART

LOWER LEVEL

EXISTING FLOOR AREA	1202 sq. ft. [111.64 sq. m.]
PROPOSED FLOOR AREA	1059 sq. ft. [98.38 sq. m.]
TOTAL FLOOR AREA	2261 sq. ft. [210.02 sq. m.]

LEGEND

- NEW CONSTRUCTION
- EXISTING TO REMAIN



LOWER LEVEL PLAN

APR 2025	date:	PRESENTATION DRAWINGS	description:
2024026	job no.	24 BRUCE ST SOUTH, THORNBURY	project:
SM	chk. by:	1/8"=1'-0"	scale:
SM	drawn by:	SK-1	page no.

These drawings are not to be scaled
 all dimensions must be verified by contractor prior to commencement
 of any work. any discrepancies must be reported directly to designer.

ABC

(833) 988-8ABC [8222]
 info@abcconsultants.ca



AREA CHART

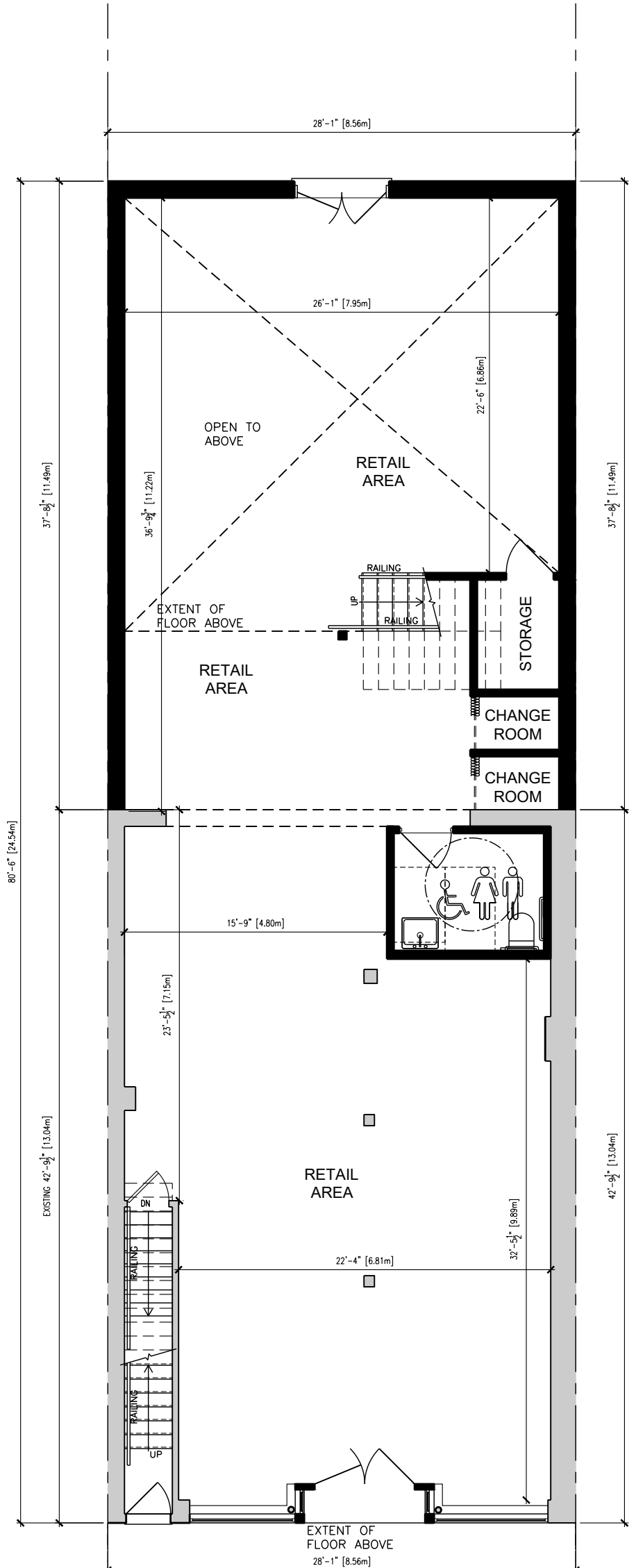
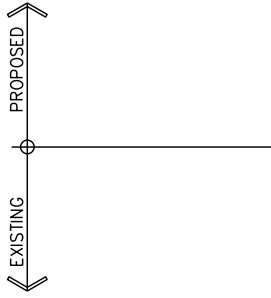
MAIN LEVEL

EXISTING FLOOR AREA	1168 sq. ft. [108.53 sq. m.]
PROPOSED FLOOR AREA	1078 sq. ft. [100.15 sq. m.]
TOTAL FLOOR AREA	2246 sq. ft. [208.68 sq. m.]

NOTE: REDUCTION IN AREA IS DUE TO RECESSED FRONT ENTRY

LEGEND

	NEW CONSTRUCTION
	EXISTING TO REMAIN



MAIN LEVEL PLAN

APR 2025	date:	PRESENTATION DRAWINGS	description:
2024026	job no.	24 BRUCE ST SOUTH, THORNBURY	project:
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SM	drawn by:	SK-2	page no.

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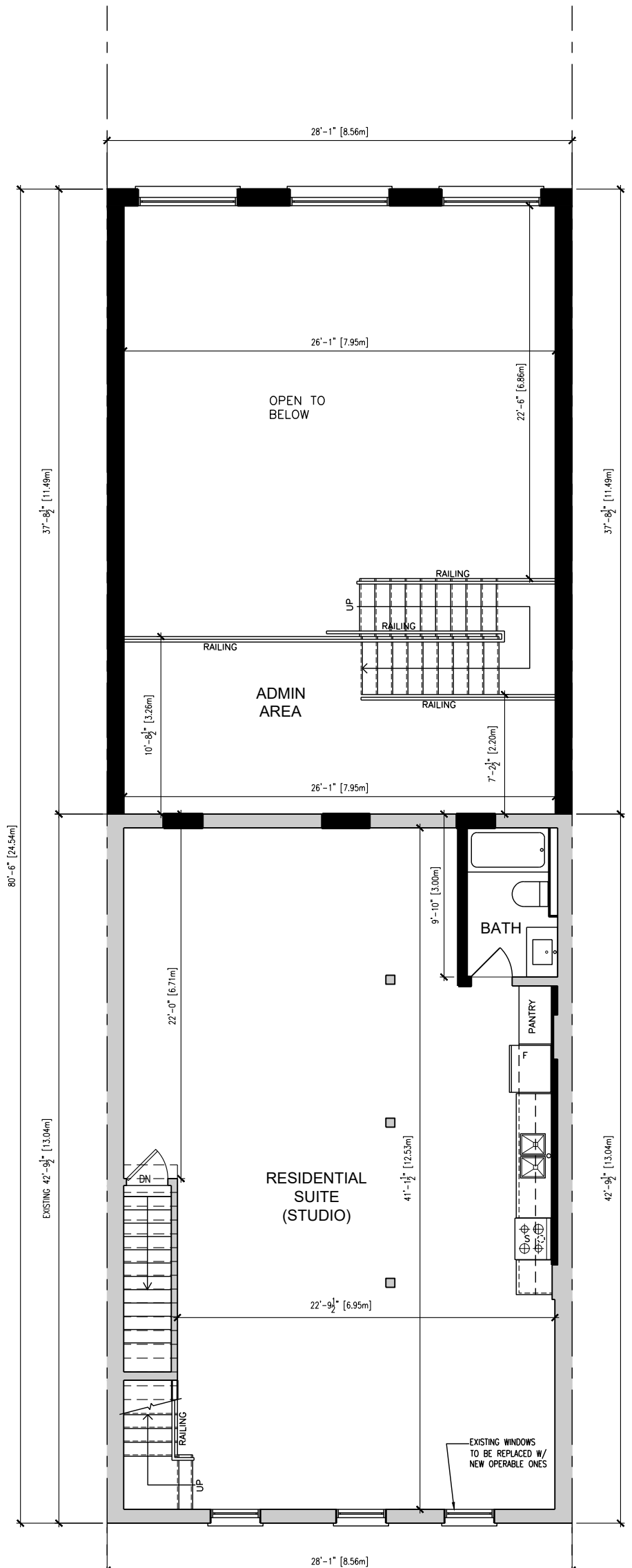
SECOND LEVEL

EXISTING FLOOR AREA	1171 sq. ft. [108.76 sq. m.]
PROPOSED FLOOR AREA w/o O.T.B.	333 sq. ft. [30.91 sq. m.]
OPEN TO BELOW (O.T.B.) AREA	637 sq. ft. [59.18 sq. m.]
TOTAL FLOOR AREA	1504 sq. ft. [139.67 sq. m.]

NOTE: REDUCTION IN AREA DUE TO NOT DOUBLE COUNTING STAIRS

LEGEND

	NEW CONSTRUCTION
	EXISTING TO REMAIN



SECOND LEVEL PLAN

APR 2025	date:	PRESENTATION DRAWINGS	description:
2024026	job no.	24 BRUCE ST SOUTH, THORNBURY	project:
SM	chk. by:	1/8"=1'-0"	scale:
SM	drawn by:	SK-3	page no.

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AREA CHART

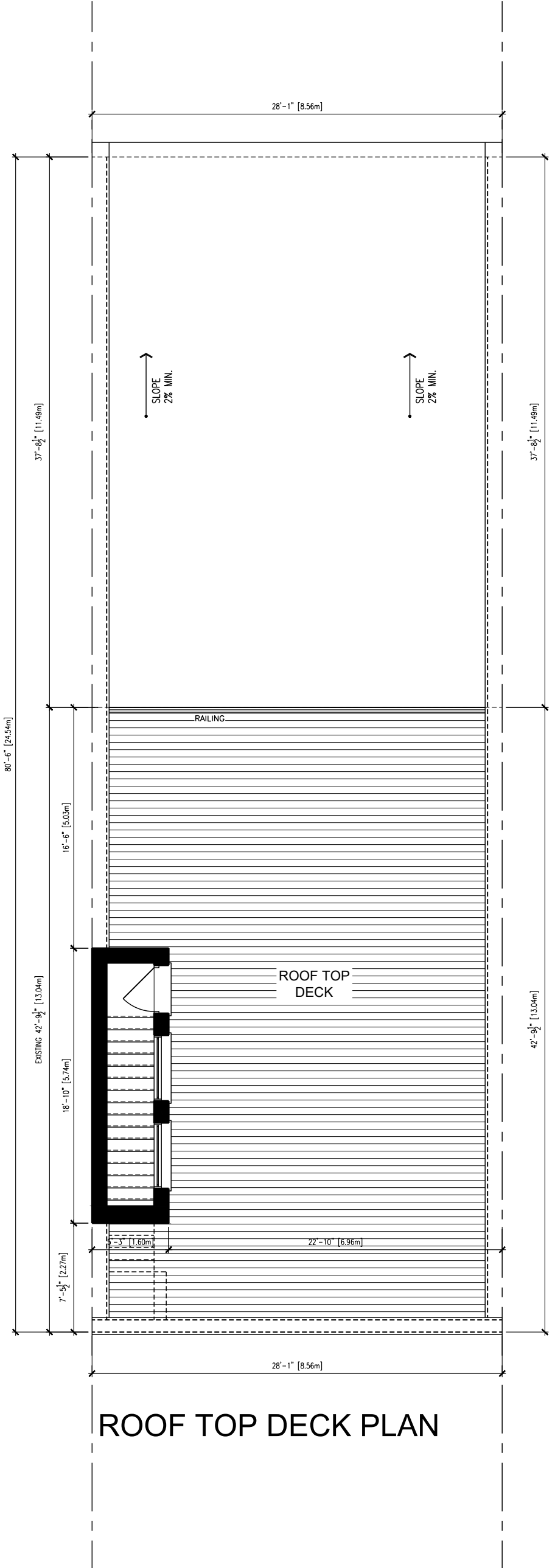
ROOF TOP DECK LEVEL

EXISTING FLOOR AREA	N/A
PROPOSED FLOOR AREA	99 sq. ft. [9.19 sq. m.]
TOTAL FLOOR AREA	99 sq. ft. [9.19 sq. m.]

NOTE: REDUCTION IN AREA DUE TO NOT DOUBLE COUNTING STAIRS

LEGEND

	NEW CONSTRUCTION
	EXISTING TO REMAIN



ROOF TOP DECK PLAN

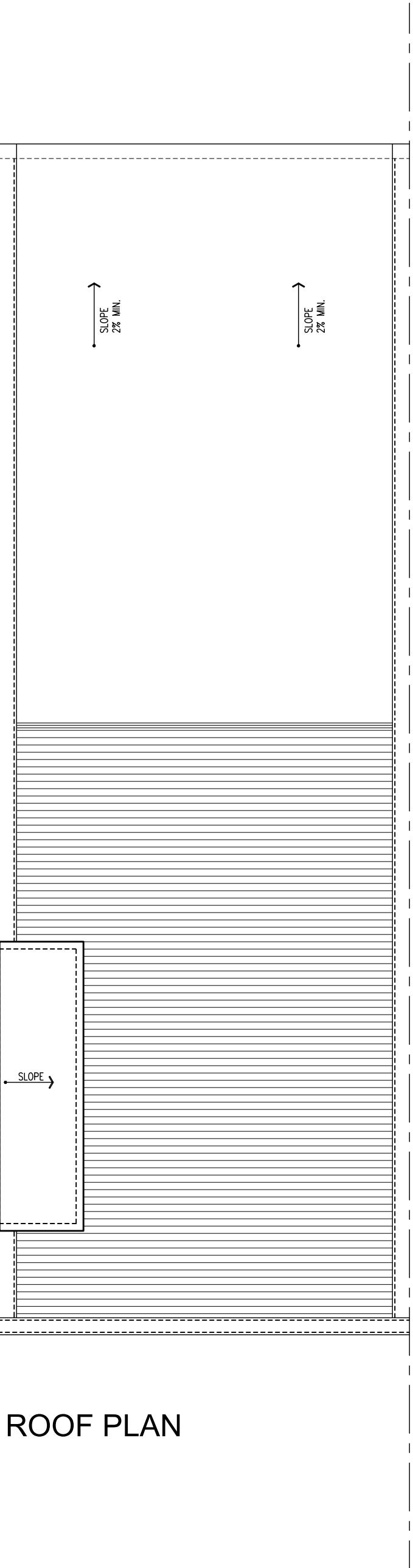
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2024026 job no.
SM chk. by:
SM drawn by:

PRESENTATION DRAWINGS
24 BRUCE ST SOUTH, THORNBURY
scale: 1/8"=1'-0"
SK-4

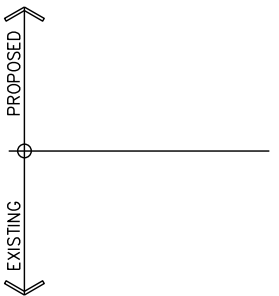
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ROOF PLAN

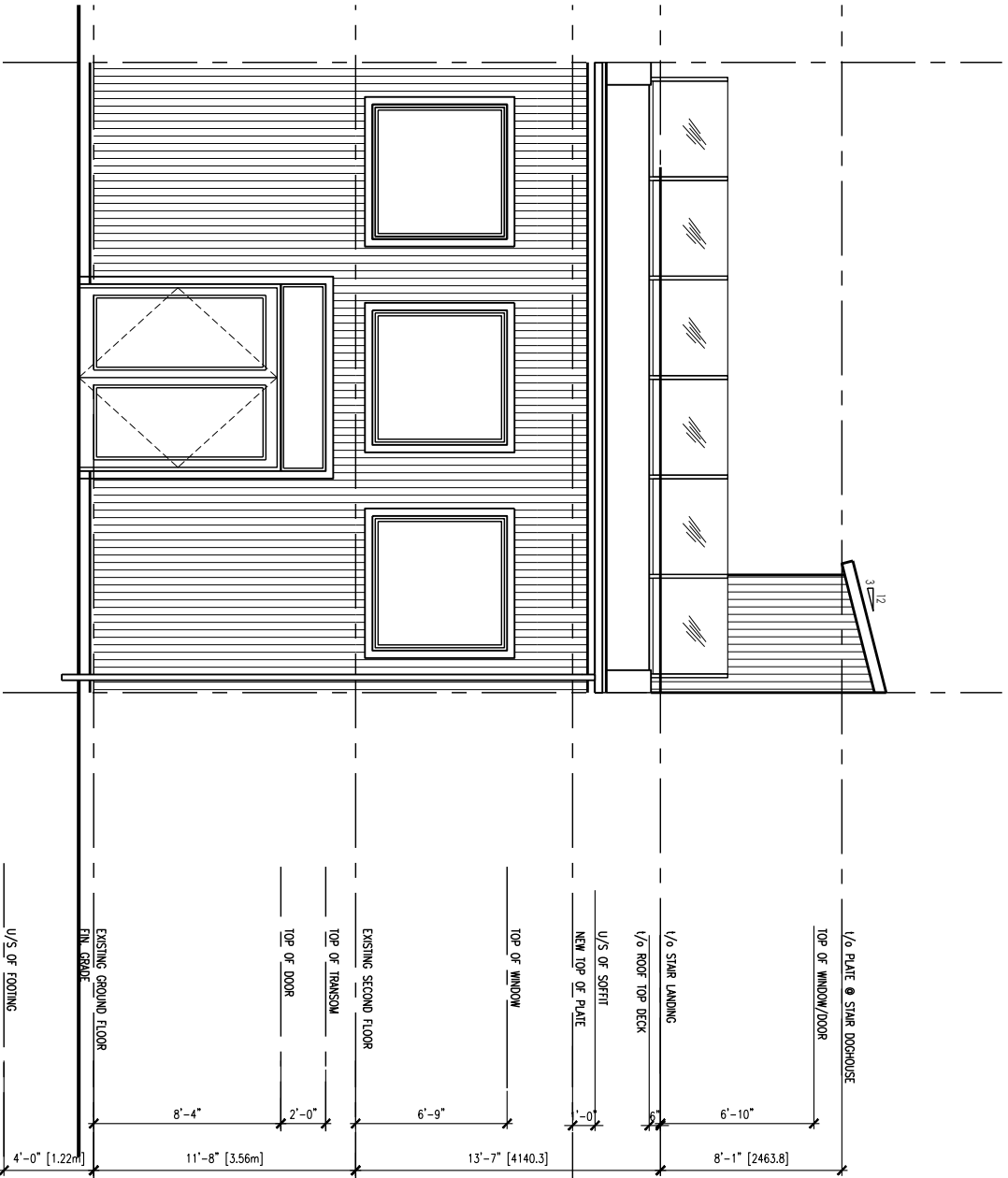


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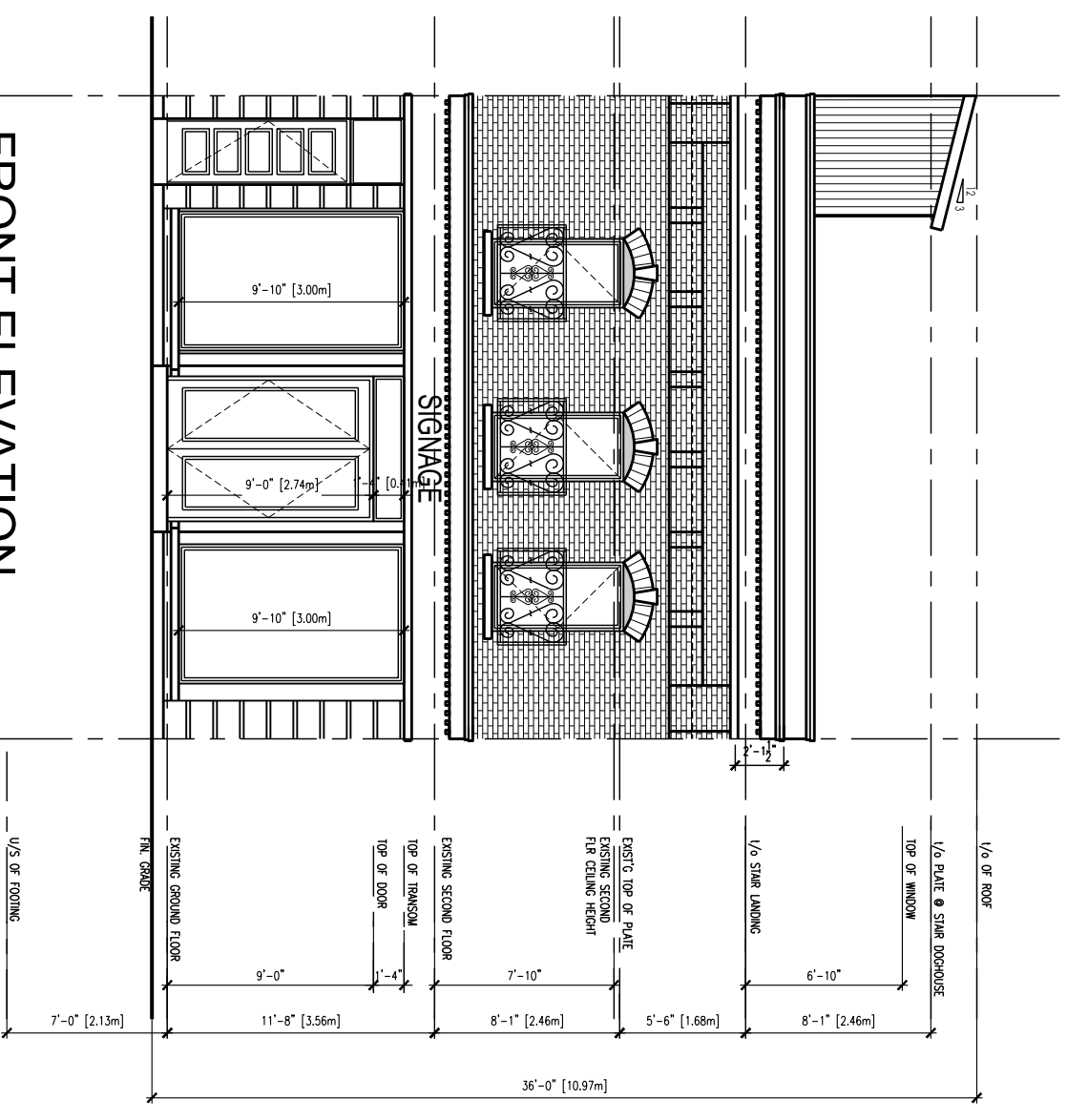
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REAR ELEVATION



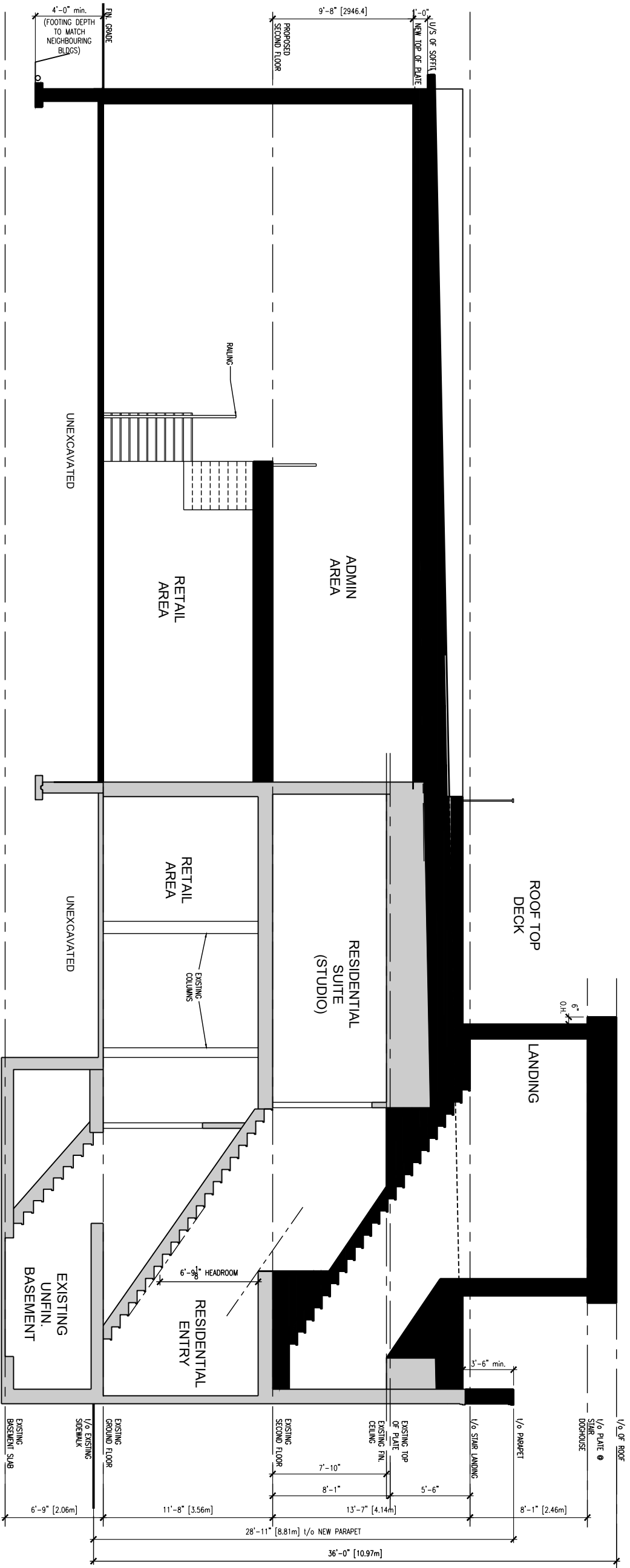
FRONT ELEVATION

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SM	drawn by:	SK-6	page no.

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BUILDING SECTION

LEGEND

	NEW CONSTRUCTION
	EXISTING TO REMAIN

APR 2025	date:	PRESENTATION DRAWINGS		description:
2024026	job no.	24 BRUCE ST SOUTH, THORNBURY	project:	
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SM	drawn by:		page no.	

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