

# **Appendix B**

## **Socio-Economic Conditions**

May 14, 2024

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<b>Project Name</b>	Brookdale Avenue EA		
<b>Subject</b>	Socio-Economic Report		

## 1. Introduction

Brookdale Avenue between Seventh Street Court and Fourteenth Street West is a mixed-use, predominantly commercial, major north-south arterial road in the City of Cornwall. The Project Area is home to a variety of retail stores, restaurants, and commercial enterprises, including grocery, hotel accommodations, pharmacies, and motor vehicle dealerships. The objective of this memorandum is to outline the existing socio-economic conditions within the project Study Area that are relevant to, and could be affected by proposed improvements to the road function. In particular, this memorandum outlines conditions affecting pedestrian and cyclist safety, business access and commercial operations, and nearby residential areas.

## 2. Existing and Future Land Use

### 2.1 Existing Land Use

The City of Cornwall's Official Plan designates the majority of the land adjacent to the Study Area as *Community Commercial and Highway Commercial*, with some limited properties designated as *residential* towards the northern boundary of the Project Area.

The east side of Brookdale Avenue between Seventh Street West and Henry Street is designated as *Highway Commercial*, which permits a range of automotive-oriented commercial uses and general commercial uses including automobile sales establishments, automobile service stations, and home improvement centres. This section of Brookdale Avenue contains facilities which primarily service the travelling public, which includes fast-food chains and hotel accommodations.

The west side of Brookdale Avenue is primarily designated as *Community Commercial*, which services the broad commercial needs of residential communities throughout the city. This section of Brookdale Avenue contains low-rise community shopping centres, which include grocery stores, pharmacies, and chain restaurants. On the northeast corner of Brookdale Avenue, near the project boundary of the hydro corridor, the lands at 1421 and 1451 Brookdale Avenue are designated as residential, where two large residential condo buildings are located.

The land surrounding the immediate project area is designated as medium density residential and employment areas. Low-rise, detached residential developments exist on the east side of Brookdale Avenue, along Hebert Street, from Ninth Street West to Thirteenth Street West. Between Thirteenth Street West and where Fifteenth Street West would intersect if extended, the residential dwellings shift to multi-unit, low-rise rowhouse dwellings.

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## 2.2 Future Land Use

Future land use changes on the west side of Brookdale Ave may occur where a large vacant parcel is currently zoned for employment areas space and allows for redevelopment.

The Official Plan (2018) identifies Community Improvement Policy Areas (CIPA), which represent the urban areas of the City that require the most improvement. The Eleventh Street West corridor, north of Ninth Street West between Brookdale Avenue and Abbot Street has been designated as the C.N. Corridor West Area CIPA. The Official Plan designation for this area allows for General Commercial and Urban Residential. The area is currently mainly characterized by mixed land uses, predominantly commercial, industrial, and underutilized or vacant sites.

The criteria used to define the C.N. Corridor West as an CIPA include:

- i) Official Plan designation
- ii) mixed land use pattern
- iii) significant potential for comprehensive redevelopment
- iv) potential for relocation of railway lines and facilities
- v) highly prominent area traversed by two arterial roads (Ninth and Eleventh Streets West)
- vi) streetscape improvements generally required
- vii) unattractive buildings
- viii) under-utilized land
- ix) need for relocation of inappropriate land uses
- x) commercial traffic and parking control
- xi) select areas for improvements to roadway, curb, and sidewalks
- xii) significant hard service upgrading required

The City of Cornwall will use all means available to encourage community improvement, including the use of government programs, zoning, capital budgeting, encouragement of appropriate private development, application of City programs and preparation of secondary plans. The City will ensure that community improvement plans and programs encourage the preservation, rehabilitation, renewal, and adaptive re-use of heritage resources.

It is to be noted that Cornwall's Official Plan is dated from 2018 and does not reflect the recent legislative changes brought forward through Bill 23, the *More Homes Built Faster Act*.

## 3. Current Conditions Related to Social and Safety Considerations

### 3.1 Traffic Flow and Pedestrian and Cyclist Infrastructure Considerations

Brookdale Avenue from Seventh Street Court to Fourteenth Street West consists of two southbound and two northbound traffic lanes, divided by a median and street light poles, with a posted speed limit of 50 km/h. The start of the Project Area at Brookdale Avenue commences just south of a traffic circle situated at Seventh Street West. The traffic circle has an atypical configuration where vehicles must yield to enter the circle in two locations and yield to leave the traffic circle in two other locations – which can be potentially confusing to drivers. Another notable safety concern is related to the present challenges for pedestrians and cyclists. On the east side of the traffic circle, sidewalks are present, offering a walkable path to local

businesses on the east side of Brookdale Ave. However, the absence of traffic lights specifically for pedestrian safety creates a potential concern. Pedestrians would have to travel several hundred metres north, to Ninth Street West to cross to the west side of Brookdale using traffic lights. Sidewalks begin on the west side of Brookdale Avenue north of Ninth Street West, and bike lanes begin north of Fourteenth Street West. The lack of designated bike lanes and clear instructions for cyclists, especially when entering the traffic circle at Seventh Street West, further contributes to the complexity of non-motorized traffic management. The high traffic volumes along Brookdale Avenue discourage cyclists from utilizing the road, resulting in the use of sidewalks on the west side of Brookdale Avenue, which negatively impacts pedestrian safety. Between Ninth Street West and Thirteenth Street West, there is a two-way left-turn lane to access businesses on the west and east sides of Brookdale Avenue, which increases the potential for collisions with the high traffic volumes.

### **3.2 Landscape Features**

There are narrow grassy boulevards along the Project Area, dividing local businesses from the street. The boulevards between Seventh Street West and Ninth Street West are lined with deciduous trees and shrubs on the west side of Brookdale Avenue, whereas on the eastern side, there is the occasional tree located on the opposite side of the sidewalk. North of Ninth Street West, there is a scarcity of greenery, with the boulevards consisting mainly of manicured grass, with few deciduous and coniferous trees located in front of businesses.

The centre of the traffic circle at Seventh Street West is a large green space that presents mixed flora species of shrubs, trees, grasses, and flowers, which help create a balance between urban infrastructure and natural elements. The traffic circle contains a Cornwall community sign and a number of flags to represent the province and the community.

### **3.3 Building Characteristics**

The commercial businesses that run adjacent to Brookdale Avenue are predominately single-story restaurants, small multi-business strip malls, car dealerships, and short-term accommodations. The buildings between Seventh Street West and Ninth Street West are set further back from the roadway, with the exception of Kelsey's restaurant chain on the western side, which is located on the corner of an entryway to the plaza. Between Ninth Street West and Fourteenth Street West, the businesses are located in closer proximity to the roadway, with single rows of parking between the boulevard and the road. On the northeastern side of the project area, east of Brookdale Avenue, there is a multi-story apartment dwelling with a large parking lot situated between Fourteenth Street West and Fifteenth Street West. This building is located further back from the road, with driveway paths between the boulevard and the building.

### **3.4 Community Features**

The following community features are noted in proximity to the study area:

- Cemetery:
  - St. Columban's Cemetery, located at Eleventh Street West and Hebert Street, which is a Designated Heritage Site.
- Parks and Recreation:
  - Broadview Park, located at Thirteenth Street West and Henry Street.
  - Big Ben Ski Centre, located west of Brookdale Avenue, on Seventh Street West
- Places of Worship:
  - Sainte-Therese-de-Lisieux Catholic Church, located at Thirteenth Street West and Lisieux Street.
- Retirement Living:
  - Valley Garden Cornwall, located at Fourteenth Street West and Lisieux Street.
- Other Notable Features:
  - Cornwall Street Railway Locomotive #17, located at Brookdale Avenue and Ninth Street West, which is a Designated Heritage Site

There are no schools or community centres located along Brookdale Avenue between Seventh Street Court and Fifteenth Street West, or in the area surrounding the immediate Project Area. Although Brookdale Avenue is likely used as a transportation route to local area schools and community services, improvements to the roadway will improve overall access to the broader community and so schools and community centres have not been considered in the socioeconomic assessment.

## **4. Conditions Related to Economic Activity**

Brookdale Avenue is considered the southern portion of Highway 138, which connects the International Bridge to Highway 401. Brookdale Avenue has an important strategic location within the City of Cornwall, servicing many industrial and employment uses in the area and is a major route for good movements and connects communities across the city. The economic impact of Brookdale Avenue's businesses extends beyond the convenience of the avenue. Brookdale Avenue serves as an economic engine, generating employment opportunities to the community. By attracting both local shoppers and passing travellers, the businesses along Brookdale Avenue contribute significantly to the financial health of Cornwall.

Cornwall has seen significant amounts of development in the retail sector in recent years, specifically on the development of power centres, which include two located within the Project Area (the "Group Harden" plaza and the Brookdale Centre plaza). An informal desktop review of existing businesses was conducted at the onset of the study. It is recognized that some of the business operations may have changed since then; however, the inventory highlights the variety of commercial goods and services providers within the study area, all of which rely on an efficient transportation network to support customer service and goods movement.

Cornwall's retail sector serves the needs of a higher order and more broad-spectrum commercial plan functions. Power centre developments are considered Community Commercial-Shopping Centre (CC-SC) based developments in the Official Plan (2018). The Brookdale Avenue corridor between Seventh Street Court and the hydro corridor located in the northern boundary of the project area, include two power centres located on the west side, as well as a number of fast-food chains, service buildings, and accommodation businesses on both the east and west sides of the corridor.

The Brookdale Avenue corridor from Fourteenth Street West south to Water Street is anticipated to continue to grow in a higher order plan function role, as older commercial and former industrial properties (i.e. Domtar main mill site) transition into prime redevelopment sites for the City.

### **4.1 Accessing Local Businesses**

Brookdale Avenue, between Seventh Street Court and the hydro corridor located at the north boundary of the project area, is a bustling hub of businesses that not only cater to the needs of the local community, but also extends their services to the traveling public due to its central location. Brookdale Avenue connects Cornwall to major Highways, making it a prime destination for both locals and those passing through. Brookdale Avenue's appeal lies not only in its geographic convenience but also in the vibrant business ecosystem along its stretch.

General access to businesses along Brookdale Avenue is a critical component of their operations, influencing their visibility, customer traffic, and overall success. Additionally, pedestrian and cyclist access to these businesses and through the neighbourhood play a crucial role in determining overall traffic safety. Evaluating these conditions involves a combination of factors such as infrastructure design, traffic flow analysis, and community feedback.

#### 4.1.1 Importance of Business Access

##### Visibility and Attractiveness

Businesses thrive on visibility and accessibility. Easy access to Brookdale Avenue ensures that businesses are more visible to passing motorists, attracting these motorists and potential customers, and facilitating increased foot traffic.

##### Customer Convenience

Seamless access to businesses is essential for customer convenience. Whether it's a retail store, restaurant, or service provider, customers are more likely to visit establishments that are easily accessible by various modes of transportation.

##### Economic Impact

The accessibility of a business influences the economic impact on the community. When customers can easily reach businesses, it leads to increases sales, employment opportunities, and a positive impact on the local economy.

#### 4.1.2 Current Business Access Conditions

The provision of business access along Brookdale Avenue for all modes of transportation through dedicated facilities is a key factor in determining overall traffic safety as well as overall business success.

On the east side of Brookdale Avenue, the businesses are primarily standalone buildings, located in close proximity to the road.

Using aerial images and mapping, the current business access conditions along Brookdale Avenue were assessed in the table below based on the following indicators: number of access points to Brookdale Avenue and other streets, cycling infrastructure (such as bike lanes, cycle tracks, or multi-use paths) along Brookdale Avenue leading to the business, and pedestrian infrastructure (such as sidewalks or multi-use paths) along Brookdale Avenue leading to the business.

Business Name	Address	No. of Access Points to Brookdale Avenue	Access to Other Streets	Cycling Infrastructure Leading to Business	Pedestrian Infrastructure Leading to Business
International Business Park	691 Brookdale Ave	1	Yes- Seventh St Crt	No	Yes
St. Hubert	705 Brookdale Ave	0	Yes- Seventh St W & Seventh St Crt	No	Yes
Ramada by Wyndham Cornwall	805 Brookdale Ave	2	Yes- Seventh St W	No	Yes
Tauro Restaurant	903 Brookdale Ave	2	No	No	Yes
Cornwall Mitsubishi	1107 Brookdale Ave	2	Yes- Eleventh St W	No	Yes

<b>Business Name</b>	<b>Address</b>	<b>No. of Access Points to Brookdale Avenue</b>	<b>Access to Other Streets</b>	<b>Cycling Infrastructure Leading to Business</b>	<b>Pedestrian Infrastructure Leading to Business</b>
<b>Elect Inn 5</b>	1123 Brookdale Ave	2	No	No	Yes
<b>Billy K's (Restaurant)</b>	1131 Brookdale Ave	2	No	No	Yes
<b>For Lease</b>	1139 Brookdale Ave	1	Yes- Twelfth St W	No	Yes
<b>UPI Energy (Gas)</b>	1201 Brookdale Ave	2	Yes- Twelfth St W	No	Yes
<b>Century Motel</b>	1209 Brookdale Ave	2	No	No	Yes
<b>Rogers</b>	1225 Brookdale Ave	1	No	No	Yes
<b>Tim Horton's</b>	1233 Brookdale Ave	2	Yes- Thirteenth St W	No	Yes
<b>KFC</b>	1245 Brookdale Ave	1	Yes- Thirteenth St W	No	Yes
<b>McDonalds</b>	1301 Brookdale Ave	1	Yes- Thirteenth St W	No	Yes
<b>Dulux Paints</b>	1307 Brookdale Ave	0	Yes- Henry St	No	Yes
<b>Wendy's</b>	1397 Brookdale Ave	2	No	No	Yes

On the west side of Brookdale Avenue, there is a diverse array of buildings, including standalone, small strip malls, and large power centres. The buildings vary in proximity to the road, with some situated close to the roadway, where others, specifically those at 960 Brookdale Avenue, are located further back. There is a notable absence of pedestrian access between Seventh Street West and Ninth Street West, as there are no sidewalks along this stretch of the project site. Pedestrian infrastructure resumes at Ninth Street West.

Using aerial images and mapping, the current business access conditions along Brookdale Avenue were assessed in the table below based on the following indicators: number of access points to Brookdale Avenue and other streets, cycling infrastructure (such as bike lanes, cycle tracks, or multi-use paths) along Brookdale Avenue leading to the business, and pedestrian infrastructure (such as sidewalks or multi-use paths) along Brookdale Avenue leading to the business.

<b>Business Name</b>	<b>Address</b>	<b>No. of Access Points to Brookdale Avenue</b>	<b>Access to Other Streets</b>	<b>Cycling Infrastructure Leading to Business</b>	<b>Pedestrian Infrastructure Leading to Business</b>
<b>Harvey's</b>	700 Brookdale Ave	1	Yes- Seventh St W	Yes	Yes
<b>U-Haul</b>	950 Brookdale Ave	2	Yes- Seventh St W	No	No
<b>Brookdale Centre Plaza</b>	960 Brookdale Ave	3	No	No	No
<b>East Side Mario's</b>	1106 Brookdale Ave	3	No	No	Yes
<b>Shoeless Joe's Sports Bar</b>	1110 Brookdale Ave	3	No	No	Yes
<b>Health Within</b>	1110A Brookdale Ave	3	No	No	Yes
<b>Place Laurier Plaza</b>	1140 Brookdale Ave	2	No	No	Yes
<b>Canada Continental Hotel</b>	1142 Brookdale Ave	2	No	No	Yes
<b>Cornwall Honda</b>	1200 Brookdale Ave	1	Yes- Rosemount Ave	No	Yes
<b>Centex Gas</b>	1230 Brookdale Ave	2	Yes- Rosemount Ave	No	Yes
<b>Harden Plaza</b>	1234-1238 Brookdale Ave	1	Yes- Vincent Massey Dr and Rosemount Ave	No	Yes
<b>Pizza Hut</b>	1313 Brookdale Ave	1	Yes- Vincent Massey Dr	No	Yes
<b>West End Shawarma</b>	1315 Brookdale Ave	1	Yes- Vincent Massey Dr	No	Yes
<b>Quesada Burritos and Tacos</b>	1315 Brookdale Ave	1	Yes- Vincent Massey Dr	No	Yes
<b>Burger King</b>	1319 Brookdale Ave	2	Yes- Vincent Massey Dr and Fourteenth St W	No	Yes

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### 4.1.3 Future Business Access Conditions

As part of the proposed Brookdale Avenue corridor improvements outlined in the Brookdale Avenue Environmental Assessment (EA), it was recommended for both sides of Brookdale Avenue between Seventh Street Court and Fourteenth Street West to feature continuous cycle tracks and sidewalks. To enhance safety for all modes of transportation and reduce conflict points along the corridor, various business accesses along the corridor were proposed to be closed or altered. Closure of business accesses was usually considered in cases where it was deemed that such accesses were not integral to the business operations and where it was thought that changes to accesses would not have significant economic impacts. Discussions with business owners occurred at various stages of the EA project.

Based on the proposed EA recommendations, the business access conditions on the east side of Brookdale Avenue are presented in the table below using the following indicators: number of future access points to Brookdale Avenue and other streets as well as the anticipated economic impact(s) of the proposed change(s) to business accesses.

<b>Business Name</b>	<b>Address</b>	<b>No. of Future Access Points to Brookdale Avenue</b>	<b>Future Access to Other Streets</b>	<b>Proposed Changes</b>	<b>Economic Impact</b>
<b>International Business Park</b>	691 Brookdale Ave	1	Yes- Seventh St Crt	The west Seventh St Crt access will be closed.	No Impact
<b>St. Hubert</b>	705 Brookdale Ave	0	Yes- Seventh St Crt	The Seventh St W connection between Seventh St Crt and the existing traffic circle will be eliminated and a new access will be created.	No Impact
<b>Ramada by Wyndham Cornwall</b>	805 Brookdale Ave	1 (+1 connection via Tauro Restaurant property)	No-	The Seventh St W access will be eliminated, and a new right-in, right-out Brookdale Ave access will be provided.	Minimal impact. An indirect route is required for the few southbound customers.
<b>Tauro Restaurant</b>	903 Brookdale Ave	1 (+1 connection via Ramada property)	No	Northern access closed.	No Impact
<b>Cornwall Mitsubishi</b>	1107 Brookdale Ave	2	Yes- Eleventh St W	The southern Brookdale Ave access will be closed, while the northern one will be converted into a right-in, right-out access.	Minor impact. An indirect route is required for the few southbound customers.
<b>Elect Inn 5</b>	1123 Brookdale Ave	2	No	No Changes	No Impact
<b>Billy K's Restaurant</b>	1131 Brookdale Ave	1	No	Northern access closed.	No Impact
<b>Former Benson Auto Parts</b>	1139 Brookdale Ave	1	Yes- Twelfth St W	No Changes	No Impact
<b>UPI Energy (Gas)</b>	1201 Brookdale Ave	1	Yes- Twelfth St W	Southern access closed.	No economic impact expected. However, an impact to fuel delivery truck routes/patterns is expected.

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<b>Business Name</b>	<b>Address</b>	<b>No. of Future Access Points to Brookdale Avenue</b>	<b>Future Access to Other Streets</b>	<b>Proposed Changes</b>	<b>Economic Impact</b>
<b>Century Motel</b>	1209 Brookdale Ave	2	No	No Changes	No Impact
<b>Rogers</b>	1225 Brookdale Ave	1	No	The access is proposed to be narrowed, and three street-facing parking spaces are proposed to be removed.	Minimal economic impact due to parking space impacts.
<b>Tim Horton's</b>	1233 Brookdale Ave	2	No	No Changes	No Impact.
<b>KFC</b>	1245 Brookdale Ave	1	Yes- Thirteenth St W	No Changes	No Impact
<b>McDonalds</b>	1301 Brookdale Ave	1	Yes- Thirteenth St W	No Changes	No Impact
<b>Dulux Paints</b>	1307 Brookdale Ave	0	Yes- Henry St	No Changes	No Impact
<b>Wendy's</b>	1397 Brookdale Ave	2	No	South Brookdale Ave access will be converted into a right-in only access.	No Impact

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Based on the proposed EA recommendations, the business access conditions on the west side of Brookdale Avenue are also assessed in the table below using the following indicators: number of future access points to Brookdale Avenue and other streets as well as the anticipated economic impact(s) of the proposed change(s) to business accesses.

<b>Business Name</b>	<b>Address</b>	<b>No. of Future Access Points to Brookdale Avenue</b>	<b>Future Access to Other Streets</b>	<b>Proposed Changes</b>	<b>Economic Impact</b>
<b>Harvey's</b>	700 Brookdale Ave	1	Yes- Seventh St W	Changes to access locations only for both accesses.	No Impact
<b>U-Haul</b>	950 Brookdale Ave	1	Yes- Seventh St W and Ninth St W	Changes to the Seventh St W access location. Converting access driveway to Brookdale Ave to access driveway to Ninth St W.	No Impact
<b>Brookdale Centre Plaza</b>	960 Brookdale Ave	2	Yes- Ninth St W	Converting access driveway to Brookdale Ave to access driveway to Ninth St W.	No Impact
<b>East Side Mario's</b>	1106 Brookdale Ave	1	Yes- Ninth St W	South access will be closed and a shared access with Shoeless Joe's will be a right-in, right-out access. A new full-movement access from Ninth St W is proposed.	No Impact
<b>Shoeless Joe's Sports Bar</b>	1110 Brookdale Ave	1	Yes- Ninth St W	North access will be closed and a shared access with East Side Mario's will be a right-in, right-out access. A new full-movement access from Ninth St W is proposed.	No Impact
<b>Health Within</b>	1110A Brookdale Ave	1	Yes- Ninth St W	A shared access between East Side Mario's and Shoeless Joe's will be a right-in, right-out access. A new full-movement access from Ninth St W is proposed.	No Impact
<b>Place Laurier Plaza</b>	1140 Brookdale Ave	2	No	The north access will be adjusted to City of Cornwall standards.	No Impact

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<b>Business Name</b>	<b>Address</b>	<b>No. of Future Access Points to Brookdale Avenue</b>	<b>Future Access to Other Streets</b>	<b>Proposed Changes</b>	<b>Economic Impact</b>
<b>Canada Continental Hotel</b>	1142 Brookdale Ave	2	No	The south access will be adjusted to City of Cornwall standards.	No Impact
<b>Cornwall Honda</b>	1200 Brookdale Ave	0	Yes- Rosemount Ave	The Brookdale Ave access is proposed to be closed.	Minor impact is expected. An indirect route is required for the northbound customers.
<b>Centex Gas</b>	1230 Brookdale Ave	2	Yes- Rosemount Ave	No Changes	No Impact
<b>Harden Plaza</b>	1234-1238 Brookdale Ave	1	Yes- Vincent Massey Dr and Rosemount Ave	The eastbound left-turn movement at the Brookdale Ave access will be prohibited.	Minimal Impact. Alternate accesses available.
<b>Pizza Hut</b>	1313 Brookdale Ave	1	Yes- Vincent Massey Dr	No Changes	No Impact
<b>West End Shawarma</b>	1315 Brookdale Ave	1	Yes- Vincent Massey Dr	No Changes	No Impact
<b>Quesada Burritos and Tacos</b>	1315 Brookdale Ave	1	Yes- Vincent Massey Dr	No Changes	No Impact
<b>Burger King</b>	1319 Brookdale Ave	1	Yes- Vincent Massey Dr and Fourteenth St W	The south Brookdale Ave access will be removed.	No Impact

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The proposed closure of various business accesses to Brookdale Avenue due to the corridor improvements is expected to have little impact to the businesses since the establishments will retain either an access to Brookdale Avenue or to a side street. Significant loss of revenue to the affected businesses is generally not expected.

Also, due to the proposed implementation of new pedestrian and cycling facilities along Brookdale Avenue, including various crossing locations across the roadway, access to the businesses by the walking and cycling modes is expected to be both easier and safer for these vulnerable road users in future conditions. This may have a positive economic impact on nearby local businesses.

## 4.2 New Economic Activity Potential

Due to the proposed removal of the existing large traffic circle located at the Brookdale Avenue and Seventh Street West intersection, a potential to redevelop lands at this location with new businesses in future conditions exists. Most of the available lands at this location is expected to become surplus property that the City of Cornwall can sell to business owners for increased economic activity in the area. This would economically benefit the City of Cornwall through both the actual selling of the surplus property, as well as through the additional tax revenue generated by the proposed future businesses at this location.

## 5. Archaeological Assessment

A Stage 1 Archaeological Assessment was conducted for the Brookdale Avenue roadway enhancements project in Cornwall, covering Seventh Street Court to Fourteenth Street. The study area included a 40-50 metre buffer from the centreline of Brookdale Avenue. The background research identified one archaeological site within one kilometre, but not within 50 metres of the study area. The property inspection found no archaeological potential. It was concluded that no further archaeological assessment is required due to extensive land disturbance.

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