

TO:	Planning Committee
MEETING DATE:	October 17, 2017
SUBJECT / REPORT NO:	Prudhommes Secondary Plan CN: 3-5-02-02 Application: PLOPA20160108 Report - PL 17-72
PREPARED BY:	Kathleen Dale, MCIP, RPP Director of Planning and Development
SUBMITTED BY:	Kathleen Dale, MCIP, RPP Director of Planning and Development

RECOMMENDATION:

For the reasons outlined in PL 17-72 it is hereby recommended that the draft Secondary Plan be circulated to relevant agencies and that a public meeting be scheduled.

EXECUTIVE SUMMARY:

The purpose of this report is to provide a recommendation to Committee and Council regarding the draft Prudhommes Secondary Plan. The new Secondary Plan will encourage and support the creation of a complete, sustainable community that provides a mix and range of employment, commercial, and residential land uses, local services and community infrastructure, as well as the design of attractive and accessible public spaces that prioritize the pedestrian experience. The new Plan will ensure that development in the area meets the day-to-day needs of residents, integrates existing and new development and accommodates all forms of transportation.

HISTORICAL BACKGROUND:

The 2006 Secondary Plan was incorporated into the new Official Plan. However, a detailed review of the existing Secondary Plan policies and land use designations has not been completed since its initial approval. The Plan had originally envisioned a concentration of commercial land uses, supported by the development of medium and high density residential housing.

The 2006 Secondary Plan was also approved prior to the implementation of several important planning initiatives including the 2014 Provincial Policy Statement (PPS) and the 2017 Provincial Growth Plan for the Greater Golden Horseshoe (Places to Grow). The PPS speaks to the need to support long-term prosperity and social well-being by planning for strong, sustainable and resilient communities for people of all ages; a clean and healthy environment; and a strong competitive economy. The Growth Plan policies speak to the formation and design of compact and complete communities; prioritizing intensification and higher densities to make efficient use of lands and infrastructure and support transit viability; supporting a range and mix of housing; the protection of natural heritage; and the integration of climate change into planning and managing growth.

The new Secondary Plan provides the opportunity to prepare new updated policies in the context of the current planning policy framework, urban design practices, and market trends, and provide for a form of development which better accommodates the projected population and economic growth in the Niagara area. Given the scale, location and impact of the Secondary Plan area, which extends beyond the immediate area, there is a Regional and Town interest in ensuring that the site remains a potential employment catalyst for Niagara, tied to other investments in the area, such as the Vineland Research and Innovation Centre.

The Town with the support of the Region, retained WSP to provide consulting services to prepare a new Secondary Plan for the Prudhommes area. A copy of the draft Secondary Plan is included as Appendix A to this report.

FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:

Financial:

The Town's share of the project is being funded through development charges. The Region has also committed funding through their Smarter Niagara Incentive Program (SNIP).

Staffing:

There are no additional staffing requirements anticipated as a result of the consideration of this report.

Legal:

There are no legal issues anticipated as a result of the consideration of this report.

RELEVANT CONSULTATION:

Consultation with Regional Staff, the Niagara Peninsula Conservation Authority and the Ministry of Transportation was undertaken prior to the Consultants preparing the draft Secondary Plan. Further consultation will be undertaken with relevant agencies via the circulation of the draft Secondary Plan for comment.

STAFF COMMENTS:

The draft Secondary Plan provides a vision for the area which describes that it will be a successful, diverse, walkable, mixed-use waterfront neighbourhood. To implement the overall vision, the following policy directives are set out:

- *A central Main Street that terminates at a waterfront park with buildings that front, face and feature the waterfront.*
- *A well-designed and connected community of residential neighbourhoods that provide for a range of housing types, mixed-use developments, retail and service commercial uses, office uses and community facilities.*
- *A Natural Heritage System, recognizing the constraints of the Lake Ontario Shoreline, while promoting leadership in sustainability and green building technology.*

- *A height strategy that includes low-rise buildings at the east and west ends of the site, adjacent to Victoria Shores and other existing residential uses, with a distinct transition in height toward the middle of the Secondary Plan Area. The tallest buildings will become landmarks, framing the views to Lake Ontario and Jordan Harbour.*
- *A public open space network that includes a waterfront park that is connected to the Natural Heritage System and the community. Continuous public access along the waterfront shall be provided and will incorporate key connecting links to the planned road system.*
- *A multi-modal, active transportation network that promotes walking and cycling. The road network will be highly interconnected network that promotes ease of access, orientation, and safety for pedestrian, cyclists, and motor vehicles. The road network will provide views to Lake Ontario. Streetscape design will establish a comfortable pedestrian environment.*

The plan includes policies relating to growth management, sustainability and safety, urban design, housing, employment and mixed use, protection of the greenlands, mobility and transportation and sustainable servicing. Included in the plan are design policies for the public realm to provide for vibrant and enlivened public spaces. The plan provides complimentary urban design policies for the road network, including alternative design standards to support a complete streets approach. Land use policies, including supporting design policies are provided for each of the proposed land use designations which include the following:

- Natural Heritage System.
- Open Space.
- Low-Rise Residential.
- Mid-Rise Residential.
- High-Rise Residential.
- Main Street Mixed-Use.
- Mixed-Use.
- Commercial/Mixed Use.
- Employment.
- Marina.

The land use designations are illustrated on Schedule A – Land Use.

The proposed heights as illustrated on Schedule B – Building Height will provide a transition from 2.5 storeys at the west end of the Secondary Plan area to 18 storeys in the centre and then to 2.5 storeys at the east end of the Secondary Plan area. As shown on Schedule C – Urban Design Features, the tallest buildings are proposed to provide a major landmark feature to identify Prudhommes as a distinct and desirable community. Schedule C also identifies the location of major and minor gateways to provide a sense of entry into the community. Schedule D – Active Transportation outlines the proposed road and trail network and connections to surrounding trail systems.

A demonstration plan is provided in Appendix A to provide a visual rendering and the foundation for the development of the lands. All development shall be consistent with the demonstration plan. The lands contain several natural heritage features which will require further studies to be prepared by the developers as part of the development review process.

As a condition of subdivision, condominium and/or site plan approval the policies require a design review process. Appendix C provides an outline of proposed Architectural Control Process. This process will implement the urban design policies in the Secondary Plan.

The Secondary Plan area includes lands within the existing Prudhommes Urban Area as well as lands within the Greenbelt Plan (east end of the study area). The lands within the Greenbelt Plan contain existing commercial and industrial uses. To provide for redevelopment opportunities and the efficient use of serviced land at the east end of the study area, Regional Staff are working with the Consultants and the Town to establish specific policies for this area which recognize that the lands are already developed, identified as an Undelineated Built-Up Area in the Growth Plan, are already serviced and are zoned for non-agricultural uses. The entire Secondary Plan area supports the development of a complete community and celebrates the area as a landmark and key destination in the Town and the Region.

ALTERNATIVES FOR CONSIDERATION:

Not applicable.

COMMUNICATION/ENGAGEMENT OVERVIEW:

A design charrette as well as public and stakeholder consultations were undertaken between September 2016 and March 2017. A public meeting will be scheduled to obtain public and stakeholder comments on the draft Secondary Plan.

Staff have also continued to dialogue with and work with the developer and property owners since the beginning of the process.

ALIGNMENT TO CORPORATE PLAN:

The Economic Development strategy in the January 2015 Corporate Plan is pertinent preparation of a new Secondary Plan. The Strategy supports the implementation of planning guidelines to develop Prudhommes so that it will be a vibrant part of the community. It also encourages opportunities to support investment and attract new businesses to ensure that Lincoln is a sustainable and prosperous Town. The preparation of a new Secondary Plan is consistent with the Corporate Plan.

ATTACHMENTS:

Appendix A Draft Secondary Plan