

# STAFF REPORT



**TO:** Committee of the Whole

**FROM:** George Vadeboncoeur, CAO

**SUBJECT:** Implementation Strategy – Phase Two

**DATE:** May 21, 2013

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## **RECOMMENDATION:**

“THAT Committee of the Whole recommend to Council that it approve the recommendations contained in the staff report dated May 21, 2013 on the Phase Two Implementation Strategy for Beach Areas 1 & 2; and further,

That Committee of the Whole recommend to Council that it appoint Don May, MCIP, RPP as Development/Project Manager and James Taylor MBA, Hon. BES as Special Planning Consultant, for the Phase Two Implementation of the Beach Area 1 & 2 Concept Plan at a cost not to exceed \$38,000 inclusive for all project management and planning costs for Phase Two of the Implementation Strategy to September 30, 2013, as a single source purchasing action. The engineering input required for Phase Two will be provided through the Public Works Department.

## **BACKGROUND:**

Council approved the Phase One Implementation Strategy for the Strategic Vision for Beach Areas One & Two as the first step in the re-development of this significant community asset. Phase One involved meeting with the Steering Committee and Property Owners Committee on two separate occasions. The recommendations in this report for Phase Two have been reviewed by both Committees and there is a consensus to move forward with the Phase Two Implementation Strategy contained in this report.

The following statement is repeated from the Phase One Report for context and information – “It is imperative for the Town to put these policies and regulations in place so that all lands in Beach Areas 1 & 2 are “shovel ready”. Businesses need the certainty and knowledge that they can proceed within a reasonable timeframe. In addition to the timeframe, it is equally important to know the availability and costs for servicing. There are tools in the Ontario Planning Act that could be used such as “Bonusing” pursuant to Section 37 of the Act, Community Improvement Area designation and municipal financial incentives and special area levies which may be necessary to realize the implementation of the Strategic Vision.”

The intent is to work closely with the Community and the landowners to develop reasonable requirements that are necessary to allow for the proper redevelopment of the area.

## **DISCUSSION:**

The Phase One report identified the following deliverables:

- **Phase One** January - June 2013
  - Policy and regulation review
  - Identify implementation initiatives incl. 8-80 Cities UD
  - Flowchart for an expeditious process
  - Planner & Engineers Engaged
  - Detailed Budget

In terms of the above deliverables, we have accomplished the following:

A policy and regulation review has taken place resulting with a comprehensive manual being developed by staff and consultants that will form the base material for the major report and recommendations that will come forward to Council at the end of Phase Two in September 2013. This work will culminate in the various planning initiatives being placed before Council for consideration. These initiatives may include an Official Plan Amendment, Rezoning of properties, Community Improvement Policies, Introduction of Bonusing provisions, review of specific area development charges / local improvements, as well detailed outlines for possible Requests for Expressions of Interest for municipal properties.

The 8-80 study is completed and was received by Council on May 14, 2013. The final report contains important material as well as recommendations that are important to the success of the Beach 1 & 2 redevelopment.

The Phase Two recommendations in this report set out the additional planning assistance required to develop the documents for Council approval. There will be significant opportunity for public input and engagement during Phase Two. Engineering assistance for Phase Two will be provided through the Public Works Department.

During the next 3 – 4 months the planning and engineering documents will be prepared for Council consideration to implement the Strategic Vision for both private and municipal lands in Beach Areas One & Two. Significant public input will be involved throughout this process through a number of opportunities:

Web Site

Community Outreach through communiques to stakeholders

Media releases  
Planning Act Public Meetings & Open Houses  
Council and Committee Reports  
Steering Committee and Property Owners Committee

**Phase Two Implementation recommendations:**

1. Prepare implementing planning documents for Council consideration:
  - a. Official Plan Policies
  - b. Zoning Bylaw Regulations including Bonus provisions
  - c. Special Site Plan Control requirements including Urban Design Guidelines (text)
  - d. Community Improvement Area policies and municipal financial incentives
2. Develop engineering concepts and costing for Council consideration:
  - a. Mosley Street and Beach Drive
  - b. Boardwalk
  - c. Festival Park & “Public Realm” Features
3. An Economic Strategy for the Requests for Expressions of Interest for both Areas One & Two. In addition there will be specific strategies to assist private landowners and developers within the area.
4. Implementation strategy for the 8-80 recommendations related to Festival Square.
5. There are certain confidential matters related to property matters which will be dealt with in camera from time to time and the appropriate reporting will be made where the Municipality either purchases, acquires or enters into agreements for the sale or lease of property.

- Phase Two is an important short term initiative for several reasons. These deliverables will;
- Enable the Town to better articulate its vision in working documents that will be used by both public and private sector interests alike.
  - Give greater certainty to the private sector in terms of planning permissions, development standards, desired design outcomes and linkages to lands beyond the study area.
  - The municipal financial incentives which would form part of the Community Improvement Plan component will enable developer/builders to better prepare the pro forma and staging of their development/building plans.
  - Better position the Town to apply for funding that may become available from senior levels of government for infrastructure or shovel ready projects.

- Finally, in order for the Town to bring further substance and weight to its vision, such documents must be prepared via a process that enables public input and dialogue through a formal public meeting and municipal approval process under the Planning Act.

These documents will be prepared and considered with an appreciation of input and feedback from the general public. The (re)development will be undertaken on both public and private sector lands. In combination, their successful (re)development will be recognized by the public as a community asset. It will be important to create a municipal framework that attracts investment and redevelopment projects both small and large. The public will welcome the revitalization of this strategic area. Its long term planning and detailed design must recognize and enhance the resident Wasaga Beach community's usage of, and access to the beach environment that attracted them to the Town.

## **PHASE TWO BUDGET**

The following is the time frame, tasks and estimated costs for the Phase Two Implementation Strategy:

<b>Phase Two</b>	June to September 30, 2013	\$38,000.00
	Project Management – 100 hrs @ \$133.00	
	Planning Consulting – 300 hrs @ \$ 75.00	

### Deliverables

- Preliminary infrastructure costing and recommended process for financing the works
- Prepare a strategy for the implementation initiatives incl. 8-80 Cities
- Preliminary cross sections of the road improvements and general scoping of servicing requirements to implement the Strategic Vision. There may be further assistance required should special area development charges be required.
- Development of Official Plan policies (including Bonusing, Community Improvement Area policies and related municipal financial incentives, and Urban Design Guidelines - text) , and Zoning By-law amendments to be considered by Council for the purpose of scheduling a Public Meeting under the Planning Act.

Note: The Planning deliverables listed above will be prepared and organized as a single document for ease of reference and as a marketing and economic development tool. It will contain an Executive Summary and be structured such that the amendments to the Town's Official Plan and Comprehensive Zoning By-law can be advertised and presented at one Public Meeting under the Planning Act.

- Road Closings and Property matter recommendations
- Economic Strategy for the sale / lease of Municipal properties
- Strategies to assist private development

### **COST RECOVERY:**

It is important to note that Council has the ability to recover the implementation costs outlined in this report through a combination of including some of the organizational costs in any special area contributions for capital contributions as well as through the sale of municipal property.

### **CONCLUSION:**

The Implementation of the Strategic Vision through the above noted deliverables are necessary to continue to demonstrate the Town's commitment to implementation, establish a business friendly planning and development framework and provide the administrative tools to stage both municipal and private property so as to make the area "shovel ready". The hiring of an experienced professional planner that has worked on waterfront community improvement projects to assist the Town with its policy updates is critical to the success and credibility of this phase of the project. Jim Taylor has the experience from his time as Director of Planning for the City of Barrie.

Requests for Expressions of Interest can only be advanced when the lands are properly zoned and there are approved policies in place to provide all the necessary infrastructure envisioned in the Strategic Vision. It will take the remainder of 2013 to complete all the required approvals. The RFEOI process could be released in late 2013 – early 2014.

Staff are of the view that the process outlined in this report and the professionals being recommended will lead to the successful implementation of Council's vision for the beachfront area.

Respectfully submitted,

George Vadeboncoeur  
Chief Administrative Officer