



**Date:** March 11, 2022

**To:** Mayor and Council

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Director, Community and Development Services

**RE:** Central Main St. E. Secondary Plan Area

**Report No.:** PS 2022-004

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## **RECOMMENDED ACTION**

1. That Council Establish the proposed Central Main Street Secondary Plan within the Town of Kingsville Official Plan; and,
2. That proposed policies associated with the Main Street Development Overlay and the Central Main Street East Secondary Plan be included in the Draft Official Plan to be presented to Council in April 2022.

## **BACKGROUND**

In May of 2021 Council passed an Interim Control By-law 42-2021, under Section 38(1) of the *Planning Act*, R.S.O. 1990, c.P.13, as amended, to direct that a secondary plan study be undertaken to review the land use planning policies with respect to four properties:

1. 45 Spruce St. N,
2. 140 Main St. E. (rear)
3. 170 Main St E. and
4. 195 Main St. E. (front)

These properties represent some of the last vacant holdings along Main St. E. with significant potential for development that will have a direct impact on Main St. E.

## **DISCUSSION**

While the Interim Control By-law requires that a secondary plan study of the affected lands be completed, there are no specific legislated requirements for what the study is to look like. Administration reviewed existing reports, draft policy under the Official Plan, and Council direction related to these four properties.

Primarily, this includes the work of the Main Street Development Review Committee that informed a Framework for a Main Street Strategy; amendments to the Official Plan based on outcomes of the Committee presentation, past development applications, and direction from Council.

The four properties are contained within the study area for the Committee and the Main Street Strategy, and fall within proposed policy recommendations in the Official Plan. The ideas and recommendations put forward through these efforts all provide some guidance, or at least partially address or highlight the needs for a Secondary Plan for the four properties.

### Main Street Development Overlay

In July 2021, the Main Street Development Review Committee presented its report to Council. That report presented a number of ideas for consideration in five main areas:

- Traffic
- Heritage
- Urban Design
- Zoning Landscape and Signage
- Policy, including development of secondary planning areas

In response, administration reviewed the information presented and drafted a Framework for a Main Street Strategy which includes short and long-term planning, design and policy initiatives that respond to the ideas presented by the Committee and places them in a broader planning and design context. Council further budgeted for a consultant to work with the Town and community to develop a Main Street Vision, Main Street Plan and Main Street Design Policies. Administration has posted a Request for Proposal for this project and anticipates recommending a consultant to Council in April 2022. The study includes a December 31, 2022 deadline.

Administration also reviewed development applications that have occurred since 2015 and the main issues of concern that continue to be raised and were clearly articulated through public feedback all within the five main areas of concern by the Main St. Development Review committee (e.g. traffic volumes, loss of the small town feel, too many access points on Main Street, etc.). These issues are broader than the four properties and in light of the Committee's concern that Main St. lacks a cohesive, comprehensive vision of development, are best addressed through a more comprehensive study.

In keeping with these discussions, and Committee recommendations related to traffic, heritage, urban design, and zoning, landscape and signage; Administration is preparing policy recommendations to be included in the updates to the Official Plan, which will be presented to Council for review and approval in April 2022 which includes proposed policy to guide development on the four properties.

The four properties are located within the proposed Main Street Development Area Overlay (Appendix A). Recommended policies related to this overlay require a higher standard of design for all uses, and a requirement that development add to and complement existing uses while respecting the scale, density and mix of units within the overlay. Further, policies provide for the full range of compatible housing types, but limit density, height and scale of development to that which is consistent with surrounding uses, and encourage mixed-use development with pedestrian and active transportation linkages to the community.

These policies are 'placeholder' policies to provide initial guidance to the work of the Main Street Strategy, and recognize that through that process, additional urban design guidelines, site-specific zoning provisions and additional planning justifications may be established.

### Central Main Street East Secondary Plan

Though proposed Main Street Development Overlay policies described above will provide direction related to development on the four properties, the development of secondary planning areas within the larger Main St. corridor continues to be a likely option for undertaking a more in-depth study and review of selected areas.

In addition, recognizing the development pressures in the Central Main Street area, there are two unique issues that need to be addressed in the short-term through a Secondary Plan:

1. secondary access to provide alternative traffic routing away from direct access to Main St. E and,
2. development on vacant lands

To that end, it is proposed that the Official Plan includes policy recommendations related to the Central Main Street East Secondary Plan (Appendix B):

- The application of policies associated with the Main Street Strategy to limit density, building height, and type of development within the four properties, and
- The requirement to provide lands at no cost for establishment of a new Town street to connect Woodycrest Avenue and Spruce Street North, and the need for a comprehensive development plan that includes a mix of uses, phasing, traffic impact, functional servicing review, buffering, façade design, building placement, and the provision of both affordable and attainable forms of housing.

### **Next Steps**

The challenge for the Town is how to effectively move forward while at the same time providing adequate time for the larger Main Street Strategy to be completed. With this in mind the most expedient approach would involve establishing the proposed Central Main Street Secondary Plan within the Town of Kingsville Official Plan. This will see the

affected area included within the OP. Any policies in the OP, including those associated with the Main Street Development Overlay, will apply once the OP is approved by the County of Essex.

This approach sets a frame work and placeholder within the Official Plan to provide staff with guidance on future applications while continuing to work on a more detailed review leading to a more cohesive and comprehensive Main St. plan consistent with the wishes of the Main St Development Review committee.

## **FINANCIAL CONSIDERATIONS**

There are no direct financial implications of proceeding as outlined. Indirectly the inclusion of more specific policy for the secondary plan area and Main St. corridor will provide better basis for staff and Council in the consideration of development proposals and potentially reduce appeals to the OLT.

## **ENVIRONMENTAL CONSIDERATIONS**

There are no environmental considerations related to the recommendation in this report.

## **CONSULTATIONS**

Extensive consultation was included in the Main Street Development Review Committee and policy amendments to the Official Plan.

SMT and TAC will continue to review policy development in the subject area. Stakeholder groups and the public will also be an invaluable tool as the Main St. Study gets underway.

PREPARED BY:



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REVIEWED BY:



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## **LINK TO STRATEGIC PLAN**

Promote the betterment, self-image and attitude of the community.

Support growth of the business community.

Manage growth through sustainable planning.

### **Link to Council 2021-2022 Priorities**

- ☐ COVID-19 and the health and safety of the community
- ☐ Customer Service: Training, Technology, Staff, Review Standards/Level of service
- ☐ Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- ☐ Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- ☐ Programming Increase: Youth and Seniors
- ☒ A development plan for Downtown Kingsville / Main Street
- ☐ Financial savings: Schools closings, Migration Hall
- ☐ Economic Development: strengthen tourism/hospitality
- ☐ COVID - economic recovery
- ☐ Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement
- ☐ Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- ☐ Committees / Boards: Review and Report
- ☐ Policy Update: Procedural Bylaw
- ☐ Economic Development: diversify the economy, create local jobs, industrial, Cottam
- ☐ Infrastructure (non-Municipal): Union Water expansion & governance
- ☐ Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit
- ☐ No direct link to Council priorities