ADOPTED by Council at its meeting held April 18, 2016

Windsor, Ontario April 18, 2016

REPORT NO. 2 of the
DOWNTOWN WINDSOR PLANNING STUDY STEERING COMMITTEE
of its meeting held
March 21, 2016

Present: Councillor Rino Bortolin, Chair
          Councillor Chris Holt
          Councillor Irek Kusmierczyk
          Councillor Bill Marra
          Councillor Hilary Payne

Regrets Received from: Councillor Ed Sleiman

Your Committee submits the following recommendation:

Moved by Councillor Marra, seconded by Councillor Holt,
That the Downtown Windsor Planning Study Steering Committee RECEIVE the report
titled Downtown Windsor Planning Study Update.
Carried.

APM/12511 MB2016

Clerk’s Note: The report of the City Planner dated March 4, 2016 entitled “Downtown
Windsor Planning Study Update” is attached.

CHAIRPERSON

COUNCIL ASSISTANT

<table>
<thead>
<tr>
<th>NOTIFICATION</th>
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<tr>
<td>Members of the Downtown Windsor Planning Study Steering Committee (including resource personnel)</td>
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Item No.
THE CORPORATION OF THE CITY OF WINDSOR
Downtown Windsor Planning Study Steering Committee -
Admin Report - Planning & Building Services

MISSION STATEMENT:
"Our City is built on relationships – between citizens and their government, businesses and public institutions,
city and region – all interconnected, mutually supportive, and focused on the brightest future we can create
together."

LiveLink REPORT #:

<table>
<thead>
<tr>
<th>Author's Name: Laura Diotte</th>
<th>Report Date: March 4, 2016</th>
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<tbody>
<tr>
<td>Author's Phone: 519-255-6543 ext. 6396</td>
<td>Date to Steering Committee: March 21, 2016</td>
</tr>
<tr>
<td>Author's E-mail: <a href="mailto:lbdiotte@citywindsor.ca">lbdiotte@citywindsor.ca</a></td>
<td>Classification #:</td>
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To: Downtown Windsor Planning Study Steering Committee
Subject: Downtown Windsor Planning Study Update

1. **RECOMMENDATION:**

   City Wide: ____  Ward(s): 3, 4

   I. That the Downtown Windsor Planning Study Steering Committee RECEIVE the report
titled Downtown Windsor Planning Study Update.

**EXECUTIVE SUMMARY:**

N/A

2. **BACKGROUND:**

On March 2, 2015, Council directed the Planning Division to initiate a Downtown Windsor
Planning Study (the ‘Study’). The purpose of the Study is to update the vision for downtown
Windsor and ensure development standards are current to guide future growth and development
towards this vision. Council approved a Terms of Reference for the Study, which details the
Scope of Work that includes:

- updating the vision for downtown;
- undertaking a SWOT (strengths, weaknesses, opportunity, threats) analysis;
- reviewing the current Official Plan policies and land use schedule, and the Zoning By-
  law provisions for downtown;
- determining where there is a need for a Community Improvement Plan and possible
targeted incentive programs and urban design guidelines; and,
- reviewing the public realm and municipal involvement/investment downtown.

In addition, the Terms of Reference outlines extensive public and stakeholder consultation
throughout the Study to ensure the final Study reflects the values of the public and stakeholders.
The final document that will be produced from the Study will be a draft Community Improvement Plan (CIP) that will include a vision for downtown, a profile of development opportunities, urban design guidelines, recommend zoning and official plan policies and financial incentives. Staff are currently drafting the final document to be presented to the Steering Committee at the end of summer 2016.

The purpose of this report is to provide an overview of what the final document will contain.

3. DISCUSSION:

Staff have been collecting and reviewing background data such as census data, land and building vacancy data, CIPs from other municipalities, mix of current land uses and activities, and current policies/provisions in the zoning by-law, official plan, and provincial documents. A draft CIP is being prepared with the following main areas of focus:

DEVELOPMENT OPPORTUNITIES

A section of the Plan will detail the development opportunities that exist downtown. Staff have reviewed the vacant and underutilized land and buildings in the downtown to determine appropriate locations for redevelopment. Along with this review, staff are reviewing the appropriate land use and building form for new development/redevelopment.

Development opportunities will be recommended in the report and potential opportunities have been identified on the vacant land west of the Windsor Family Aquatic Centre (north of University Avenue, south of Riverside Drive, east of the former railway cut that runs west of Caron Avenue and west of Bruce Ave, informally known as the ‘Olde Town’ area) and the area east of the Caesars Windsor between Glenegarry Ave and Marentette Ave. Both of these areas have current CIPs in place; however they need to be updated to reflect current conditions and objectives.

The other area of focus will be along University Ave West and Park St West where vacant or underutilized land exists and intensification would help to build the community. Additionally, potential development opportunities will be the conversion of underutilized upper storey units to residential along Ouellette Avenue and other commercial streets.

URBAN DESIGN GUIDELINES AND PUBLIC REALM

Urban design guidelines are currently being drafted and will be included in the final document. The purpose of the urban design guidelines is to ensure that new development will be consistent with the existing context downtown, and will ensure that new development will contribute to the overall vision for downtown. The urban design guidelines will work in conjunction with the development opportunities discussed above and any of the financial incentive programs proposed.

Public realm improvements are important to improve the overall experience for residents and visitors within public areas such as sidewalks and parks. The following areas of focus for public realm will be explored:

- ways to leverage public sector investments made in the public realm to private property investments;
- enhancements to the areas around the post-secondary institutions downtown;
• the use of alleys as pedestrian walkways;
• working with the Downtown Windsor Transportation Strategy to make the best use of road ways for active transportation where appropriate; and,
• improvements to wayfinding signage to make downtown easier to navigate.

ZONING AND LAND USE

The Zoning By-law controls the land use and form of development. The zoning categories that apply to land downtown are the same categories that apply elsewhere in the city and do not reflect the unique characteristics of downtown. The following has been identified for possible amendments:

• establishing a zoning category unique to downtown that will reflect the unique land use and built form of downtown and to implement the vision of the downtown Study;
• reduction in parking provisions for residential and entertainment/restaurant uses; and,
• reduction in the amenity area provisions.

INCENTIVES

Incentives will be used to encourage developers and private owners to invest in downtown and to focus the flow of resources into the downtown. This is an important piece of the puzzle to the revitalization of the downtown. The following programs are examples of what is being explored to determine the type of financial incentives that will have the most impact:

• Grants or loans for upper storey conversion to residential units (i.e. – underutilized storage or former office space above commercial business on Ouellette Ave.);
• Grants or loans for residential unit creation on vacant land within the Olde Town area or along Riverside Drive between Glengarry Ave and Marentette Ave;
• Grants or loans for facade and building improvements to commercial properties; and,
• Grants or loans for new residential unit infill or small exterior repairs on existing buildings within the existing low density residential area.

4. RISK ANALYSIS:

Public and stakeholder engagement and support are important to ensure the success of the final Study. The consultation that is outlined in this report was an important step to mitigate the risk of public or stakeholder resistance in future steps of the Downtown Windsor Planning Study. To mitigate future risk and to ensure the final Study reflects the values of the public and stakeholders we will continue to consult with the public and stakeholders.

5. FINANCIAL MATTERS:

There is $539,741 set aside for the Downtown Windsor Planning Study in the capital project account.

A majority of the work outlined in the Terms of Reference will be undertaken by Planning and Building Services staff; however, the funding available in the capital account will be used for consultant fees (for example, for the purchase of background data and funding any expert knowledge or special studies beyond the capabilities of in house resources) and costs associated with conducting public consultations (room rentals, etc.).
The balance of funds not used in the preparation of this Plan will be used to fund future incentive programs and other implementation initiatives recommended as a part of the Study outcomes.

6. **CONSULTATIONS:**

Staff will continue to consult with the public, stakeholders and other departments during the drafting of the Study.

7. **CONCLUSION:**

In conclusion, the Steering Committee can anticipate a draft CIP at the end of summer 2016 for downtown Windsor providing recommendations that were discussed above in this report.

Laura Diotte  
Planner III – Special Projects

Thom Hunt  
City Planner / Executive Director  
Planning & Building

LD

**APPENDICES:**

N/A

**DEPARTMENTS/OTHERS CONSULTED:**

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