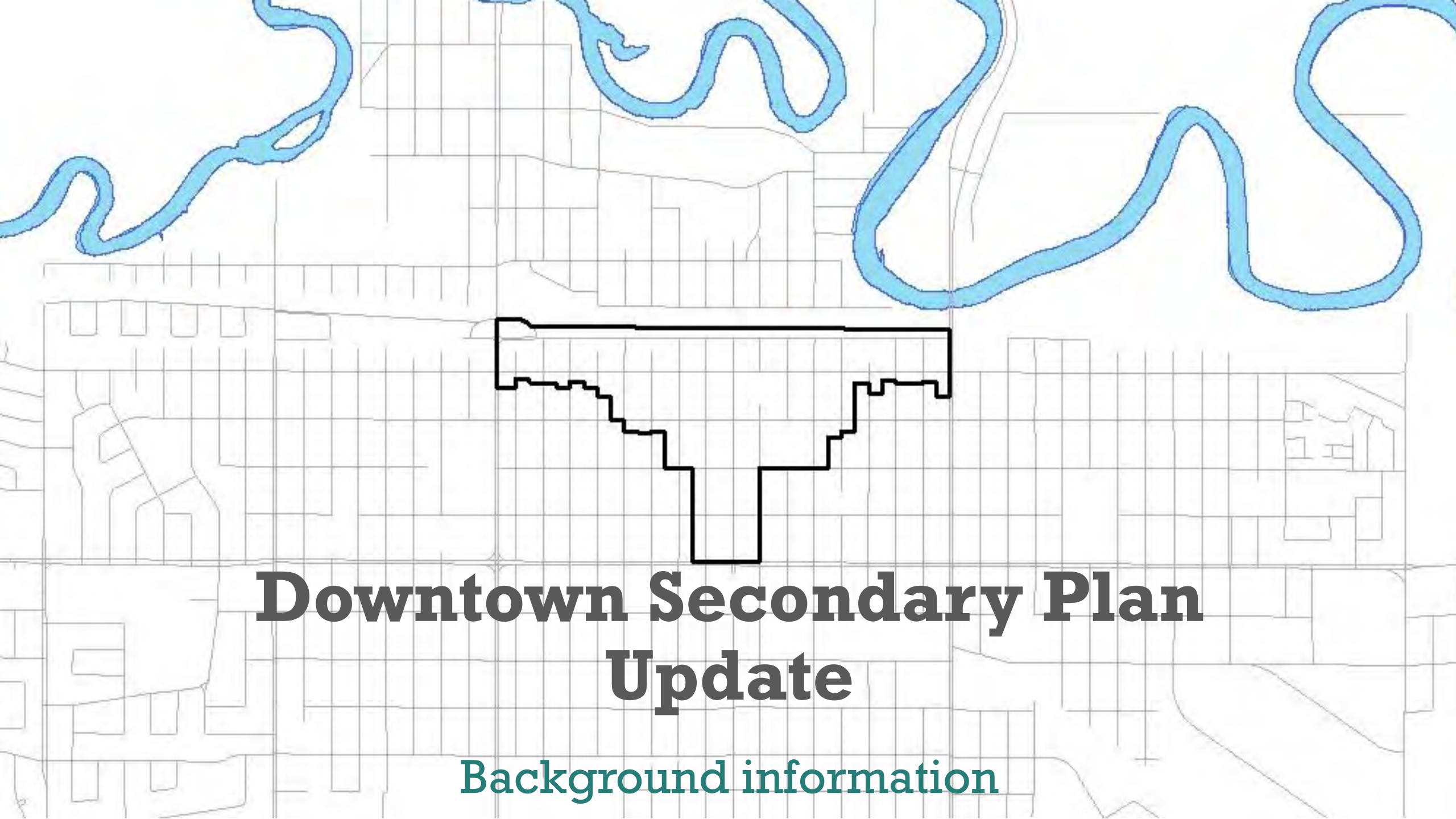


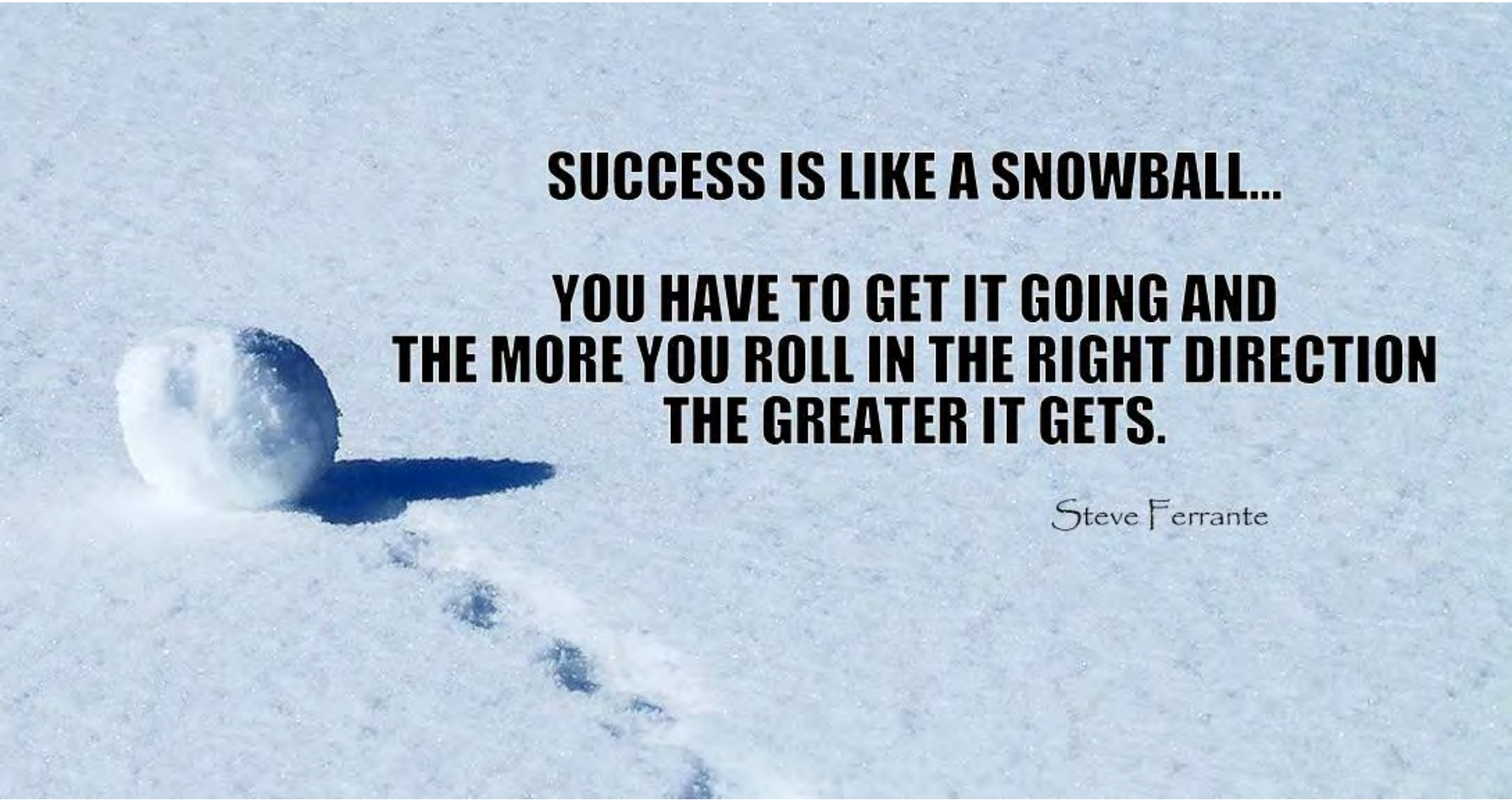
# Downtown Secondary Plan Update

## Background information

# Downtown Secondary Plan

## *Vision:*

***"To flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities".***


SUCCESS IS LIKE A SNOWBALL...
YOU HAVE TO GET IT GOING AND
THE MORE YOU ROLL IN THE RIGHT DIRECTION
THE GREATER IT GETS.
Steve Ferrante

# Downtown Secondary Plan Update

## *Timeline and background information*

**April 2018**
Downtown Business Focus Group

**April 2018**
1st Public Engagement Event

**October 2018**
Internal stakeholder meetings

**October 2018**
Urban Design Policies Focus Group meeting

**September - November 2018**
External stakeholder meetings

**February 2019**
2nd Public Engagement Event

**February - March 2019**
Edit and finalize Plan
1st Reading

**April 2019**
Public Hearing

**May 2019**
2nd and 3rd Reading

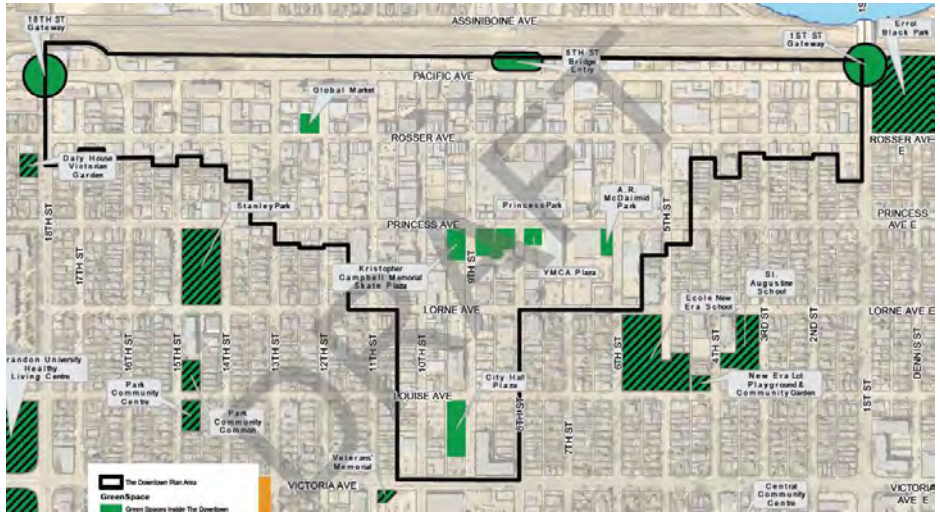
# Greenspace

## *Objectives*

- To improve the quality of existing greenspaces to serve all residents
- To "green" streets and "gateways" into the Downtown Plan area
- To increase greenspace through partnerships and public and private greenspace opportunities

## *What we heard*

- Quality over quantity
- Pacific greenspace opportunities (new entrances to downtown)
- Trees are important (prioritize the preservation and planting of new trees downtown
- Support programs that "green" the downtown (incredible edibles)



# Transportation

## *Objectives*

- To improve the Downtown Plan area as a pedestrian destination accessible to all residents
- To connect the Downtown Plan area to the rest of the city for all modes of transportation
- To provide vehicle parking and transit service to meet the needs of current and future Downtown Plan area businesses, residents, and visitors

## *What we heard*

- Effectively and efficiently using parking is important to attracting and retaining business (expand angled parking, implement & update parking strategy)
- Direct access points to Pacific Avenue (1st and 18th) are key to future business development
- Evaluate and promote active transportation opportunities downtown (8th street bridge, Lorne & Pacific Avenue connections)
- Downtown specific transportation standards (sidewalks, streets, crossings, bus shelters)

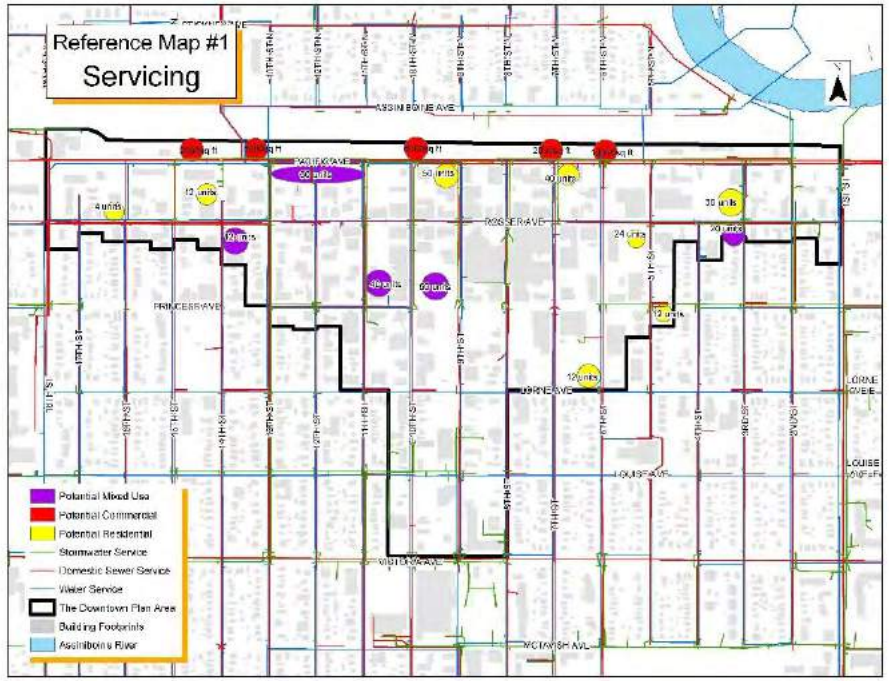
# Servicing

## *Objectives*

- To ensure network capacity to accommodate growth as envisioned in the Downtown Plan
- To facilitate development by providing directly accessible services (water, domestic sewer, and stormwater) on all downtown streets
- To align streetscape improvements with servicing upgrades and replacements in the Downtown Plan area

## *What we heard*

- Maintenance and service upgrades downtown is a priority (separate wastewater & stormwater)
- Low impact development techniques that reduce run off are encouraged
- Align infrastructure upgrades with anticipated development
- No alteration to existing drainage pattern that affect CP railway property



# Economic Development

## *Objectives*

- To enable new public and private investment that contributes towards the Downtown Plan's vision
- To establish the Downtown Plan area as the preferred location for businesses that further the Downtown Plan's vision
- To increase the number of customers visiting and shopping in the Downtown Plan area
- To support existing office uses and expand the Downtown Plan area as the destination for employers

## *What we heard*

- Incentive programs need to be reviewed and updated (focused on vision and project shortfalls)
- Prioritize post secondary institutions downtown (BU site)
- Promote Downtown as events destination (street vendors, cultural events, cruise nights)
- Evaluate downtown business organization
- Support encroachments that further downtown business (patios, canopies, architectural elements)

# Housing

## *Objectives*

- To increase the number of residents living in the Downtown Plan area
- To provide a mix of market rate and affordable housing units
- To provide a variety of unit types and tenures

## *What we heard*

- Prioritize market housing downtown (incentives, public lands)
- Encourage partnerships to develop a mix of housing types and tenures
- Explore partnerships for student housing downtown
- Continue to prioritize filling vacant upper storey residential

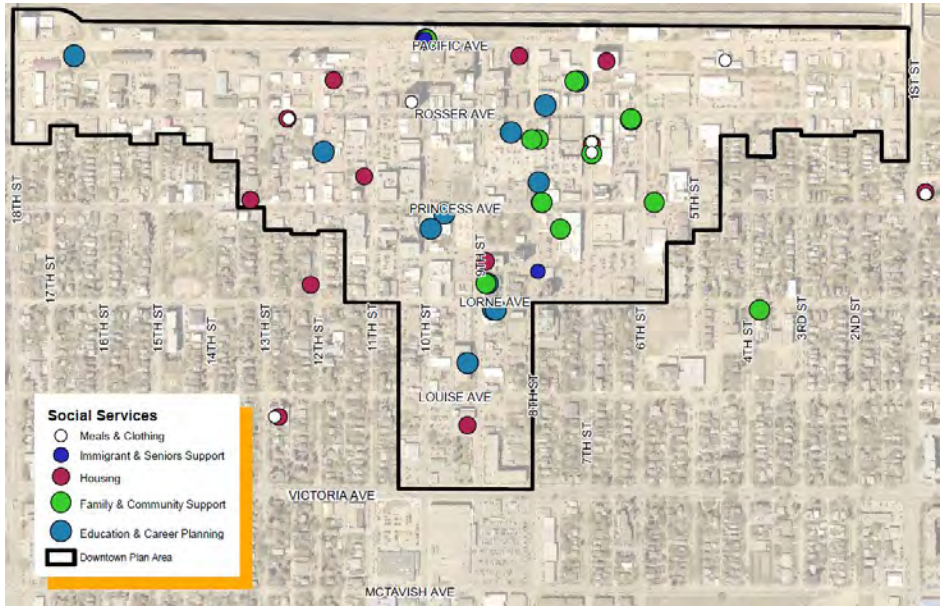
# Cultural & Social Services

## *Objectives*

- To support cultural service providers in growing cultural services that are essential to building and sustaining a vibrant Downtown Plan area
- To support social service providers in meeting the needs of residents in the Downtown Plan area
- Ensure the Downtown Plan area is a safe environment to live, work and visit

## *What we heard*

- Build on heritage (this is what makes downtown unique)
- Investigate the feasibility of a mid-sized performance or multipurpose arts and cultural facility downtown
- Support social service providers in meeting the needs of vulnerable populations downtown
- Support and encourage programs that improve safety and security downtown



Greenspace
Transportation
Servicing
Economic Development
Housing
Cultural & Social Services
Urban Design
Land Use
Implementation

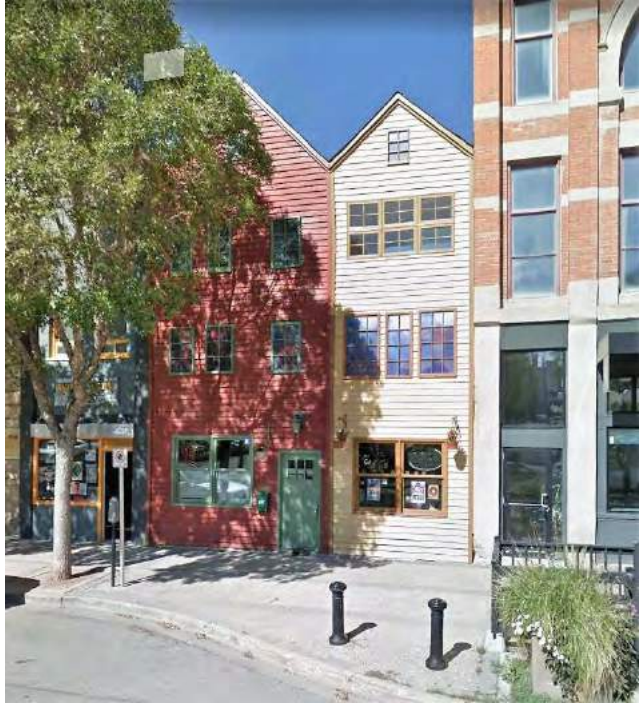
# Urban Design

## *Objectives*

- To inspire creativity from developers and designers to develop buildings and sites that are unique
- To shape the Downtown Plan area as “the place for people” that focuses on the pedestrian experience and looks, functions, and feels different than the rest of the city
- To create an urban environment that draws people in, makes them feel safe and encourages human interaction and vibrancy

## *What we heard*

- Importance of having a local and unique downtown environment (Sell walkability)
- Professional building design & review needed
- Higher standard for downtown (increased focus on materials)
- Alternatives to first floor windows needed
- City needs to lead by example (transit terminal, public washroom)
- The Context of a development should dictate design
- Focus design on furthering downtown vision and making the downtown “a place for people”



Greenspace
Transportation
Servicing
Economic Development
Housing
Cultural & Social Services
Urban Design
**Land Use**
Implementation

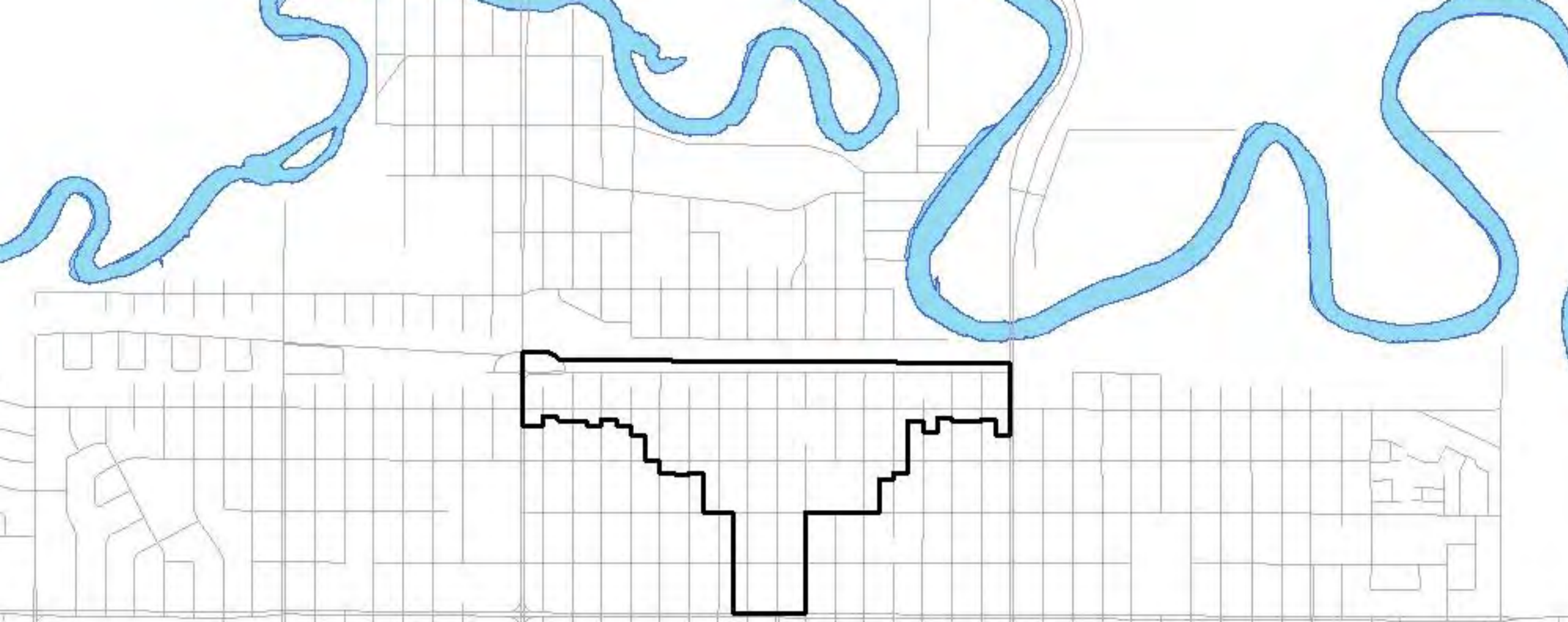
# Land Use

## *Objectives*

- To support and expand commercial uses on the first storey that create street life and vibrancy, with a focus on the heritage streetscapes
- To retain and enhance the commercial business presence along the commercial corridors
- To increase the number of residents to support business growth and promote the safety of residents and visitors (natural surveillance)

## *What we heard*

- Greater flexibility of first floor uses in central business area (banks, offices, permitted)
- Preserve and promote commercial development along “commercial corridors”
- Extend rule flexibility (density/parking) for all areas of the downtown
- Promote development along edges of downtown plan area (princess avenue)
- Reduce railway setback along Pacific Avenue
- Prioritize businesses that promote life after dark

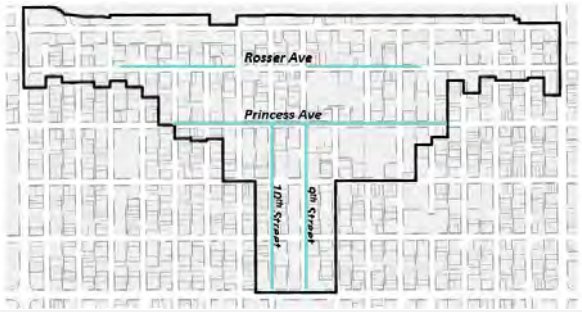


# Downtown Secondary Plan Update

## Implications of the new and updated policies

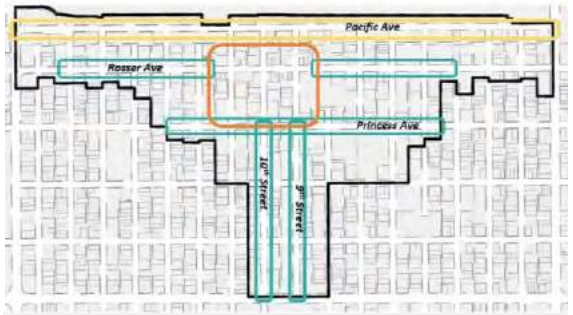
# CONTENTS

*Main categories*




Land Use

Urban Design



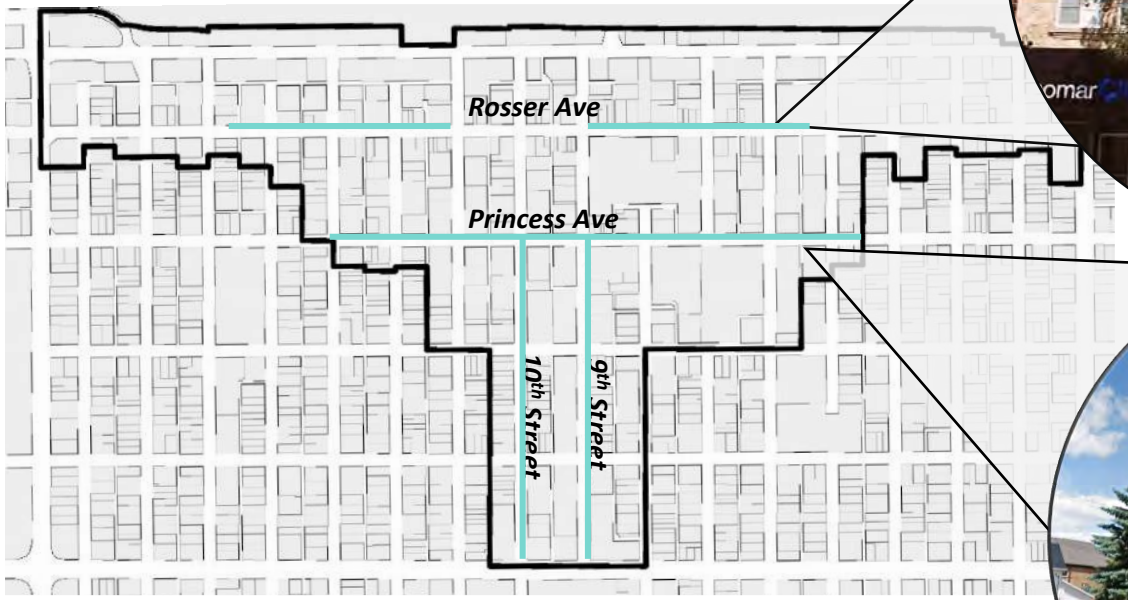

Implementation

# Land Use

## *New commercial corridors along Rosser, Princess, 9th and 10th*

**Purpose:**
Maintain and promote commercial investment

**Implications:**
- Multi-storey mixed use development - *Permitted*
- Standalone residential - *Conditional Use.* May result in decreased new investment when market for multi-unit residential is stronger than commercial



*Permitted*

*Conditional*

*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

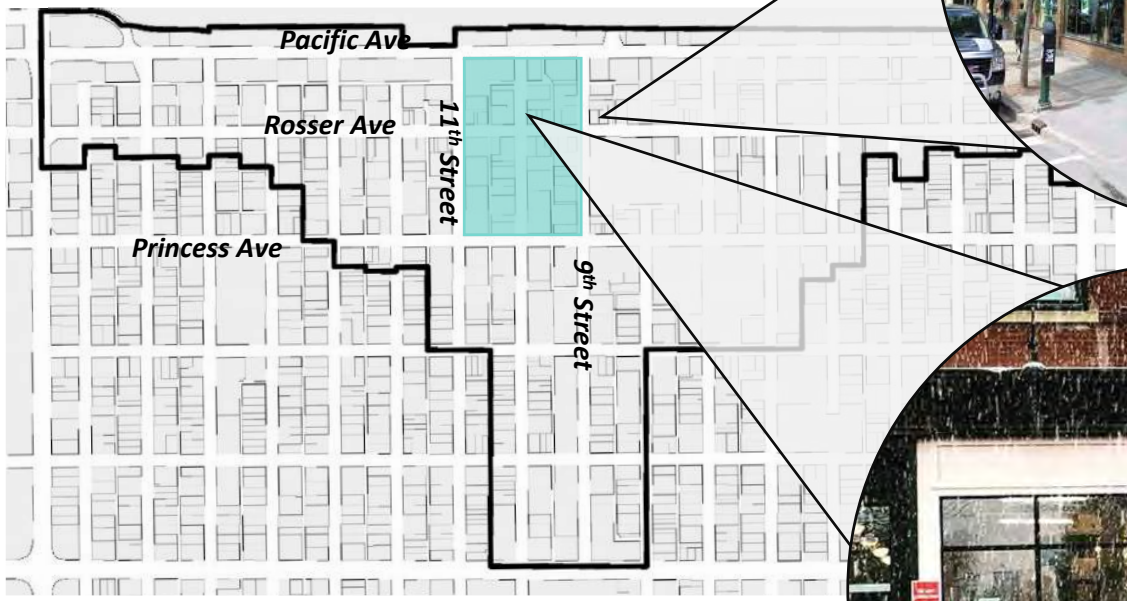
# Land Use

## *Entertainment & Shopping to Central Business (CB) Area*

**Purpose:**
Retain commercial character and expand commercial uses on first floor

**Implications:**

- Greater flexibility in first floor uses (e.g. banks and offices)
- May result in loss of street life as office type uses could expand in area replacing entertainment and shopping uses (retail and restaurants)
- May also need incentive programs focusing on supporting entertainment and shopping use types



*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# Land Use

## *New Downtown Expansion Area*

**Purpose:**
Promote redevelopment and revitalization of established residential areas and Princess Avenue Corridor

**Implications:**
- High density/intensity uses could result in parking shortages in the area
- High density/intensity downtown buildings and uses may not be appropriate in all areas (context is important)

*Lower density infill*

*Higher density residential*

*Revitalization of older buildings*

*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# Land Use

## *Transitional Area - Maintain downtown urban design character, relax density and parking requirements*

**Purpose:**
Increase investment in transitional area that reflects downtown vision.

**Implications:**
- Increased number of residential units
- Less on-site parking
- Urban design challenges - street oriented buildings for all uses, including automotive service buildings

*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# Urban Design

## *Building Height – Allow one storey non-residential in MU and TR areas*

**Purpose:**
Provide flexibility to commercial investments (no height variance required)

**Implications:**
- Quicker approval processes
- All standalone residential buildings (including new developments, redevelopments and additions) still require 2 minimum storeys
- May decrease mixed use buildings (especially upper storey residential developments)

*Got it right* — *I can live with it* — *Missed the mark*

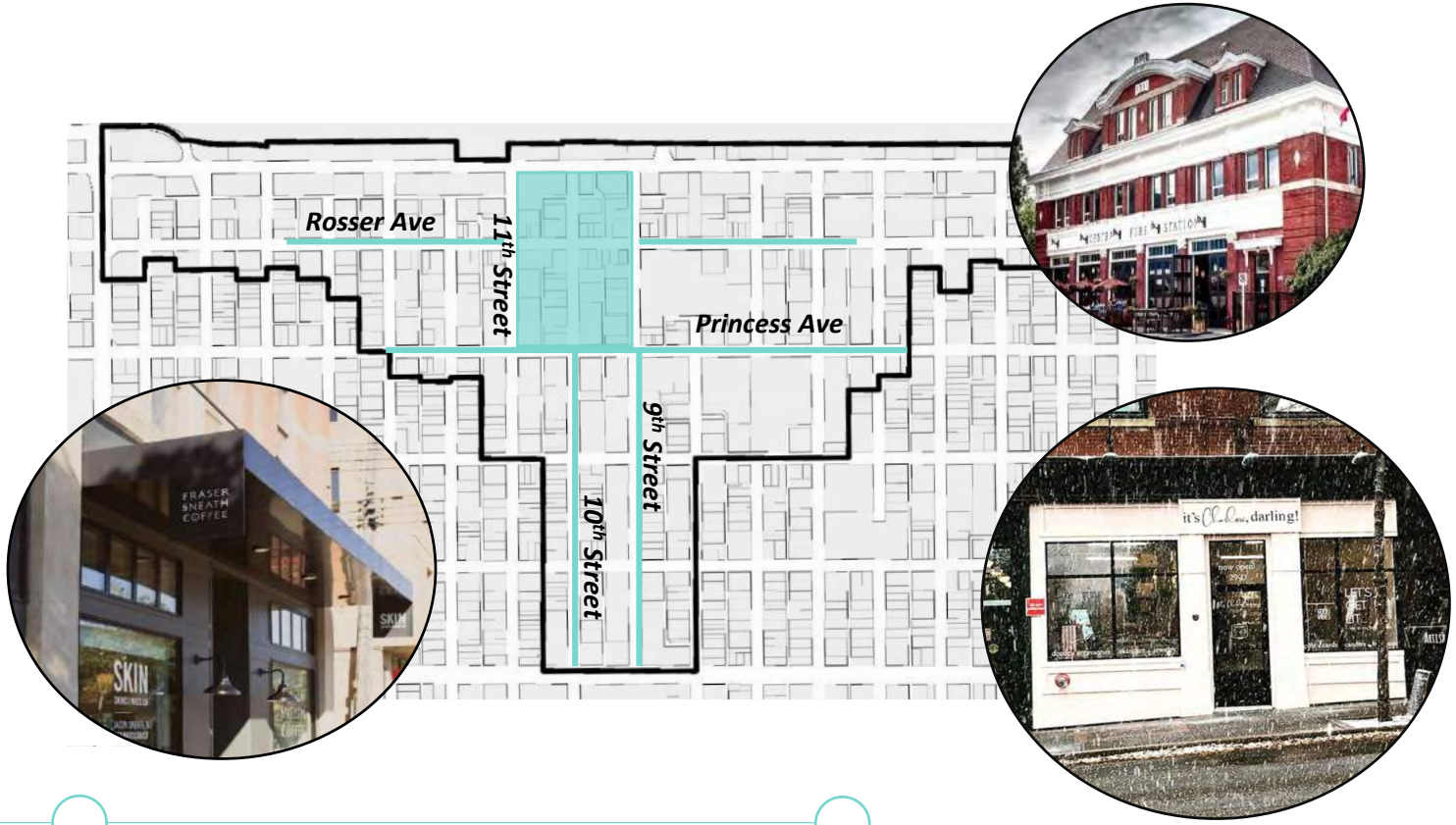
**Comments:**

# Urban Design

## *Building Materials – Some building materials are not allowed on a building facade in CB Area or facing Commercial Corridors*

**Purpose:**
Promote high quality design in key areas of downtown

**Implications:**
- Potentially increase the costs for design and construction by using alternative materials
- May result in a longer processing time
- Will protect the unique character of the downtown




*Got it right* — *I can live with it* — *Missed the mark*

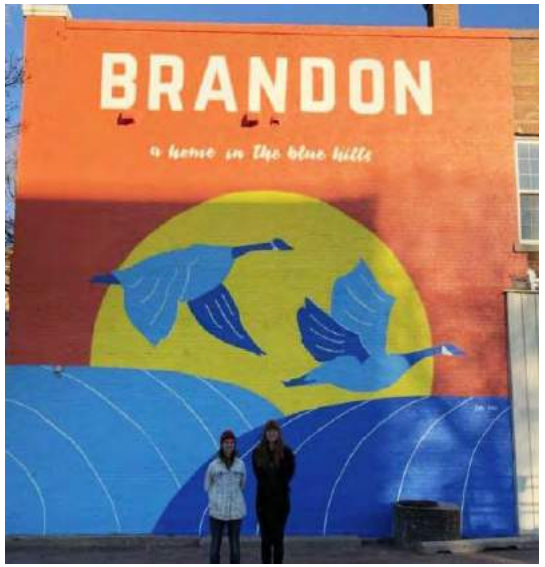
**Comments:**

# Urban Design

## *Building Articulation – No blank wall policy applies to the entire Downtown Plan area*

**Purpose:**
Shape the downtown as "the place for people" that prioritizes the pedestrian experience and encourages human interaction

**Implications:**
- May be challenging to certain for certain uses that include interior storage
- Design elements would be required to mitigate what would otherwise be a blank street wall



*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# Implementation

## *Housing Mixture – Downtown is a place for a mix of market and affordable housing*

**Purpose:**
Provide a greater variety of housing types and tenures downtown (inclusive neighbourhood)

**Implications:**
- A greater mix of housing types and demographics in downtown
- Decreased opportunities for affordable housing downtown

*Got it right* | *I can live with it* | *Missed the mark*

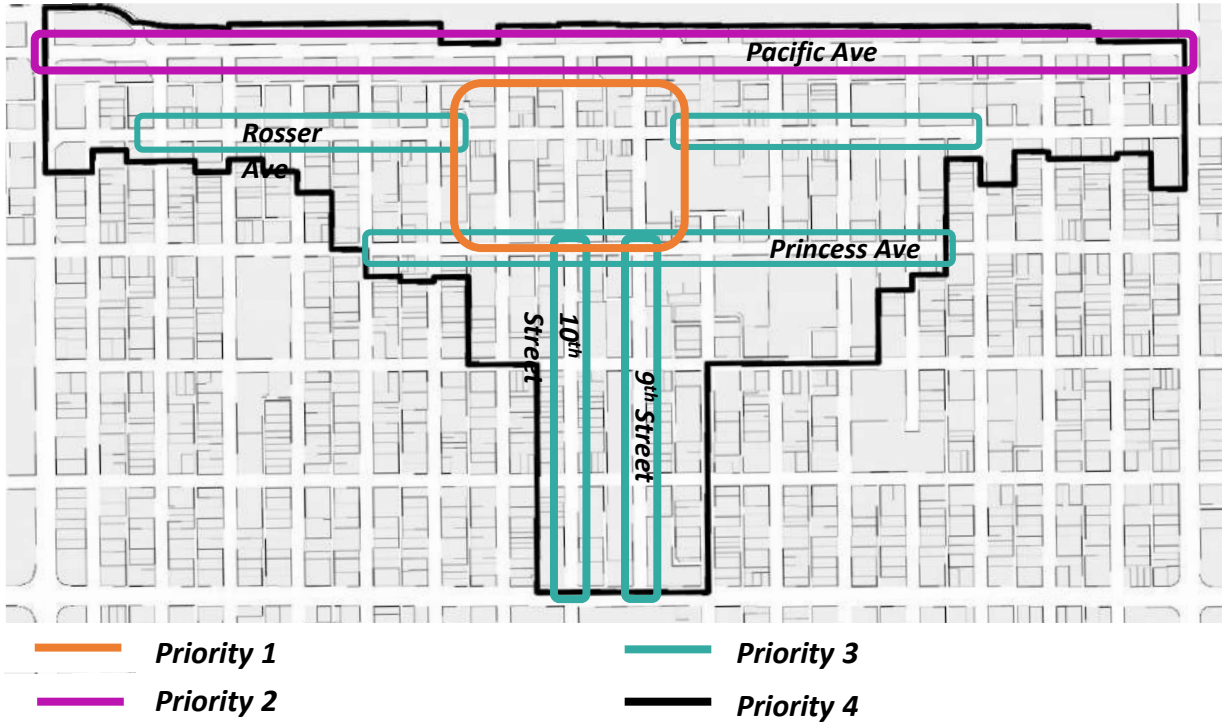
**Comments:**

# Implementation

## *Priority Areas: Prioritize areas of focus in downtown*

**Purpose:**
Encourage developments by focusing on specific areas when reviewing public and private expenditures, grant and incentives.

**Implications:**
- Certain areas may have priority over others when receiving grants or incentives
- Applications may not receive funding, if they are not located within high priority areas




*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# Next Steps

*Downtown task force working together to implement the downtown plan*

**Public Realm Actions:**
- Princess Park Washrooms
- Pop-up Parks
- Mural Program
- Pacific Avenue Design
- Public realm & streetscape strategy
- Capital Plan

**Transportation:**
- Accessibility initiatives (age friendly, barrier free)
- Pacific Avenue (1st and 18th Alignments)
- 8th Street Active Transportation Bridge
- Parking Strategy Implementation
- Lorne Avenue Bikeway
- Transit routes and terminal

**Economic Development & Housing:**
- Downtown Business Organization
- Review existing and create new incentive programs
- Business planning for key sites

**Regulations**
- Urban design review
- By-law Updates

*Got it right* — *I can live with it* — *Missed the mark*

**Comments:**

# QUESTIONS?

Do you have any questions or concerns regarding the information shared about the implications of the Downtown Plan?