



Corporate Report

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CD.21 - DOW

PDC NOV 15 2010

DATE: October 26, 2010

TO: Chair and Members of the Planning and Development Committee
Meeting Date: November 15, 2010

FROM: Bruce Carr
Director, Strategic Community Initiatives

SUBJECT: **Downtown21 - Main Street District Implementation Quarterly Update**

RECOMMENDATION: 1. That the report titled, "*Downtown21 - Main Street District Implementation Quarterly Update*", dated October 26, 2010 from the Director of Strategic Community Initiatives, be received for information.

BACKGROUND: At the April 28, 2010 meeting of Council, recommendation PDC 0016-2010 was adopted as follows:

That the "Downtown21 Master Plan – Creating an Urban Place in the Heart of Mississauga" be received for information, and that staff be directed as follows:

1. Continue working with downtown landowners to implement the Downtown21 Master Plan; and
2. Report back to Planning and Development Committee on a quarterly basis with progress updates.

COMMENTS: The short-term creation of the Main Street District is a critical first step in the implementation of the Downtown21 Master Plan and the development of the larger Downtown area. The project area for the

Main Street District is bounded by: Duke of York Boulevard to the west, Square One Shopping Mall to the north, Kariya Drive to the east and Webb Drive to the south (see Appendix One).

The District will develop into a vital new mixed-use precinct, close to office development sites, which will incubate the transformation of the massive parking lots surrounding Square One Shopping Centre into the nucleus of a walkable, attractive Downtown community. When successfully developed through a partnership that includes strategic public investment, Main Street will create an environment that enables Downtown workers, residents and visitors to enjoy a higher quality of life before, during and after working hours and all without being dependent on their cars. The short-term creation of a Main Street, and the long-term development of the overall district, will also position Downtown Mississauga for a leadership role by providing a distinct and highly competitive alternative for office employers within the 905 marketplace. It will create a significant local destination and Regional draw within the Greater Golden Horseshoe.

The Downtown21 Master Plan provides an exciting vision with guiding principles for the Main Street District. Work to implement the vision is underway and progressing well with our partners: Oxford Properties, Morguard Investments, and Desjardins Asset Management (north of Burnhamthorpe), as well as BAIF Developments and MENA Developments (south of Burnhamthorpe). It should be noted that within the Main Street District there is a difference between the north and south sides of Burnhamthorpe. Development on the south side of Burnhamthorpe is primarily “market driven” and little assistance is anticipated from the City to make the development happen.

Development on the north side of Burnhamthorpe requires City participation and left to normal market forces will not proceed for some time. To facilitate development of the northern portion of the district, a “Main Street Working Team” has been established with representation from the City and the three northern landowners – Oxford, Morguard and Desjardins. In addition to the “Main Street District Working Team”, a City staff project team has been established to work with the landowners.

The working team comprised of Oxford Properties, Morguard Investments, Desjardins Asset Management and the City of

Mississauga has and will continue to meet regularly over the next year to refine the development proforma and prepare a detailed design for the district. Respective members of the working group have retained the following consulting assistance:

- Oxford Properties – Giannone Petricone Architects
- Morguard Investments – Pellow + Associates, BA Group
- Desjardins Asset Management – Webb, Zerafa, Menkes, Housden Partnership

The City has arranged continuing services contracts with the Downtown21 consultant team to provide strategic advice throughout this process. This includes contracts with the following: Greenberg Consultants, AECOM (Orlando Office), N Barry Lyon Consultants and Real Estate Search Corporation (Iain Dobson).

The Main Street District Working Team has met regularly since April to test the Downtown21 vision and is working towards a detailed development plan for the district. In order to prepare a detailed business plan for the district it is first necessary to work with the Main Street District landowners to build upon the vision for the district that is depicted in the Downtown21 Master Plan. The over-arching principles for the district that were articulated in the Master Plan will carry forward and that this process will test the concept and add the additional layers of detail that will make the plan real. A key first step for the Working Team was to confirm the alignment of the Main Street between City Centre Drive and Webb Drive. All landowners have, or are in the process of testing the impacts of the proposed alignment on their development concepts. A presentation of preliminary concepts for the Main Street District to the Planning and Development Committee will be arranged in early 2011.

Over the course of the next year the Main Street District Working Team, in collaboration with the City staff project team will deliver a detailed physical plan and accompanying business plan for the district. This work will be presented to City Council and the respective Boards of Directors for each of our partners: Oxford Properties, Morguard Investments and Desjardins Asset Management for consideration. To assist in the development of the detailed physical plan and business

case the following work will be undertaken: Public Realm Plan, Parking Study and Retail Strategy.

Public Realm and Infrastructure Plan

A vibrant public realm is critical to the overall strategy for the Main Street District as it shapes the most prominent and visible aspects of the urban environment and therefore, will make the greatest impact on the image, impression and pedestrian experience of the Main Street District. In discussions with landowners on both the north and south sides of Burnhamthorpe Road, there is agreement that the City should lead the development of the detailed design of the public realm and accompanying infrastructure planning. It is desirable to begin this work as early as possible in 2011 to ensure coordination of the design of buildings and ground floor uses with that of the streets and streetscapes within the district.

Parking Study and Municipal Parking Plan

The approach to parking within the Main Street District will be a critical element that will contribute to a successful deal and ultimately a successful district. Attracting development to the Downtown, realizing a vibrant pedestrian-oriented environment, managing transportation demand, freeing up valuable land for development and promoting place-making are all directly related to the approach that is taken to finding a parking solution for the Main Street District. Further, parking may be the single most costly item in the development of Main Street. For these reasons a parking study and municipal parking plan will be undertaken and will be based on the general criteria for public investment in parking established in the Parking Strategy for Mississauga City Centre (p.44-45, prepared by BA Group, endorsed by Council on February 11, 2009 in the report dated January 2009, entitled "*Parking Strategy for Mississauga City Centre: Final Report*"). This work will support the implementation of the Main Street District by gradually promoting a shift to higher transit use in the Downtown. It will also help the City determine the level of investment in parking it is prepared to assume.

Retail Strategy

The success of the Main Street District will in large part be judged by the ground floor retail experience. As described in the Downtown21

Master Plan, retail must be engaging, active and ultimately successful. Preliminary discussions with the landowners pertaining to developing an overall retail strategy for the district have taken place and further work to ensure retail coordination is ongoing.

In the April 19, 2010 report to Planning and Development Committee titled, "Downtown21 Master Plan April 2010" the need for continued discussion with downtown landowners pertaining to the transportation impacts of the master plan was identified. The following action was noted:

Action – landowners have requested that a working group with representation from the City be struck to examine transportation implications of the Downtown21 plan. It is recommended that City Staff work with downtown landowners to examine the detailed transportation implications of the Downtown21 Master Plan and report back to Planning and Development Committee with recommendations."

Main Street District landowners have expressed a desire to begin a discussion at two levels i) Main Street District and ii) the entire Downtown. Work will begin shortly with the landowners to clearly articulate the terms of reference for the Transportation Working Group.

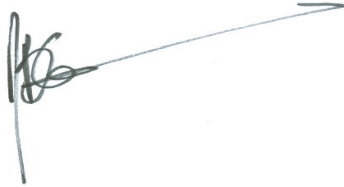
STRATEGIC PLAN:

Over the course of the "Our Future Mississauga – be part of the conversation" community engagement process, numerous ideas were collected from the public expressing a desire to see a more vibrant downtown. To respond to the wishes of the community, a Strategic Goal – "Creating a Vibrant Downtown" was created in the Strategic Plan, under the Strategic Pillar for Change, Completing our Neighbourhoods. The Downtown21 initiative is in direct response to the public's request for the creation of a vibrant downtown. Furthermore, Downtown21 has taken a comprehensive and strategic approach to direct City and landowner actions for building a vibrant core. As a result, it crosses all five Strategic Pillars for Change of the Strategic Plan and will impact a total of 15 Strategic Actions and 10 actions listed for "future consideration" in the Action Plan.

FINANCIAL IMPACT: There is no financial impact.

CONCLUSION: Over the next year, the Main Street District project team will work with our landowner partners to create an exciting plan and business case to bring the Main Street District to reality. Initial designs from all five landowners in the Main Street District (north and south of Burnhamthorpe) show great promise that this public/private partnership can be truly successful at delivering the plan for the heart of Mississauga's new vibrant downtown.

ATTACHMENTS: Appendix 1: Project Area

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Bruce Carr
Director, Strategic Community Initiatives

*Prepared By: Andrew McNeill, Strategic Leader, Strategic Community
Initiatives, City Manager's Department*

