



Corporate Report

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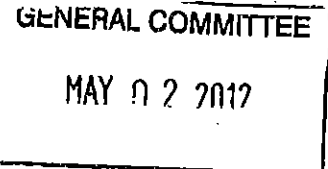
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DATE: April 20, 2012

TO: Chair and Members of General Committee
Meeting Date: May 2, 2012

FROM: Janice M. Baker, FCA
City Manager and Chief Administrative Officer

SUBJECT: **Inspiration Port Credit
(Ward 1)**



- RECOMMENDATION:**
1. That the report entitled "*Inspiration Port Credit*" dated April 20, 2012 from the City Manager and Chief Administrative Officer be received for information.
 2. That the Strategic Community Initiatives section proceed with the *Inspiration Port Credit* project including stakeholder and public engagement and report back to the Planning and Development Committee at appropriate project milestones.

BACKGROUND: Council has long recognized the importance of the city's waterfront through a series of reports and investments over the past 30 years.

On November 26, 2008, Council approved Recommendation PDC-0082-2008 to receive the report titled "*Waterfront as a Premier Destination: Update and Action Plan*" from the Commissioner of Planning and Building, for information. This report documented the significant events across the City's waterfront highlighting the need for clear and decisive action to protect for the future of the city's waterfront, specifically in regards to the former Imperial Oil Limited (Imperial) refinery lands in Port Credit, the Port Credit Harbour Marina site (PCHM) and the OPG site in Lakeview. The *Inspiration*

Lakeview project subsequently evolved from this discussion, building on extensive work completed by the Community.

Also on that date, Council approved Recommendation PDC 0081-2008 which directed staff to review and prepare revised Lakeview and Port Credit District Policies with consideration of the public policy recommendations and the other considerations outlined in the report titled, 'Lakeview and Port Credit District Policies Review and Public Engagement Process - Directions Report' dated October, 2008. This public engagement process included specific ideas on how the Imperial and PCHM sites could be developed.

Imperial's and PCHM's estimated cumulative land area of 42 ha (103 ac) has an impressive 1.3 km (approximate) of Lake Ontario shoreline extending over 26% of Port Credit's waterfront. Also of note, is PCHM's approximate waterlot area of 22 ha (55 ac).

The draft Port Credit Local Area plan, received by Planning and Development Committee on February 27, 2012, identifies the need for Master Plans for the former Imperial Oil Limited refinery lands and the Port Credit Harbour Marina Lands in Port Credit to guide the current land use planning and future redevelopment of these lands and area. *Inspiration Port Credit* will establish the required Master Plans.

The City's Strategic Plan, as approved in April 2009, established the Prosper Pillar, as one of the five Strategic Pillars for Change identifying the following visionary action applicable to Port Credit:

"We will create a model sustainable creative community on the waterfront."

The purpose of this report is to update General Committee on the drivers of this project, approach being taken and mark the launch of *Inspiration Port Credit*.

COMMENTS:**Primary Drivers for this project**

The primary drivers for the *Inspiration Port Credit* include:

1. **The Draft Port Credit Local Area Plan indicates that this work is required to be undertaken.**

On March 7, 2012, Council approved Recommendation PDC-0015-2012 from the Planning and Development Committee to proceed with a public meeting and circulation to various stakeholders, agencies and city departments to consider the draft Port Credit Local Area Plan. The associated report specifically stated that Strategic Community Initiatives will be initiating additional studies related to the PCHM owned by Canada Lands Company Limited and the vacant former refinery site owned by Imperial. It is anticipated that amendments to the Area Plan will be required once special studies for these two key waterfront sites are adopted.

Further, the draft Local Area Plan includes a comprehensive vision for Port Credit as an urban waterfront village. It also states that Master Plans will have to be prepared for these sites to address land use, built form and transportation, among other matters. Given the strategic nature of the Imperial and PCHM sites, it will be critical that the Master Plans for these sites advance the achievement of the broader vision for Port Credit.

2. Canada Lands Company Limited (CLC) is moving forward in their planning.

CLC purchased the PCHM lands in March 2011 and have subsequently retained a team of consultants to advance the redevelopment of the lands.

Staff has met with CLC a few times since June 2011, discussing the possibilities of a study such as *Inspiration Port Credit* and the opportunities to co-share costs of consultants and aligning public consultation efforts.

CLC has recently announced their intent to develop a Master Plan for the PCHM lands by the end of this year. To this end, they intend on presenting a draft Master Plan to the community in November 2012 and are proceeding independently from the City in this regard. To date, CLC has hosted scoped stakeholder engagement in January and March 2012, with a forthcoming community meeting scheduled for May 29, 2012.

CLC have agreed to work more closely with City staff through the summer.

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3. Imperial Oil Limited (Imperial) have no objections to developing a Vision for their property.

Imperial participated in the Town of Port Credit Association's community meeting in March 2011 speaking to the opportunities and constraints associated with their 36 ha (88 ac) waterfront parcel. In recent conversations with staff, they have indicated that they have no objections to a similar type of exercise that was undertaken for *Inspiration Lakeview*.

4. The Community wishes the Vision to be implemented.

The Port Credit community is motivated to coordinate and implement a vision for the Lakeshore Road Corridor and for the Port Credit Village as a whole. In 2008, the Port Credit based group VIVA produced their "White Paper" to address the village vision. Their concern over the Lakeshore Road Corridor has been recently demonstrated through the Lakeshore Road Corridor Summit conceived and hosted by the Town of Port Credit Association (TOPCA) and the Lakeview Ratepayer's Association on March 3, 2012.

The community articulated that the intent of that workshop was "...to corral all the Visioning that has taken place in both communities, and develop a mainstreet framework / checklist to ensure we don't lose our vision through site-by-site attrition."

The Lakeshore Road Corridor Summit is next scheduled to meet on May 7, 2012.

5. The Mississauga Summit identified the waterfront as a key priority.

The October 2011 Mississauga Summit hosted by local businesses and non-governmental agencies have confirmed the City's goal of a dynamic waterfront and have recommended that a waterfront development corporation could assist in this realization.

On April 18, 2012 through recommendation GC-0277-2012, General Committee approved a report to further research this for a potential future action.

6. There is a lot going on in Port Credit!

Many Divisions throughout the City are implementing the following Port Credit initiatives:

- Waterfront Parks Strategy – the Parks and Forestry Division are continuing to implement the Waterfront Parks Strategy (WPS) through the commencement of pre-development studies for Port Credit Memorial West, Marina and JC Saddington Parks. The WPS will continue to guide the redevelopment of these parks;
- Cultural Node Pilot Project – the Culture Division in partnership with the Port Credit Business Improvement Association continue to pursue creative and innovative ideas to enliven Port Credit;
- Port Credit Mobility Hub - the Transportation and Infrastructure Planning Division in collaboration with Metrolinx has completed an internal review of the Port Credit Mobility Hub;
- Light Rail Transit - the Transportation Planning Office has initiated the Preliminary Design and Transit Project Assessment Process (TPAP) for the Hurontario/Main Street Light Rail Transit project from Lakeshore Road in Port Credit to downtown Brampton;
- Additional Related Studies and Master Plans – other studies and master plans that will have a bearing on Port Credit include the Cycling Master Plan, the Culture Plan, The Lakeshore Road Transportation Review Study, 2009 Future Directions Master Plan for Parks and Natural Areas, *Inspiration Lakeview* Implementation Plan including the Waterfront Lakeview Connection project, the upcoming Natural Heritage System Strategy and Credit Valley Conservation's Lake Ontario Integrated Shoreline Study.

There is increasing pressure and need to ensure that future decisions are not made in isolation, but rather in the greater context of the Port Credit Community.

With private landowners of the key strategic waterfront sites starting to assess their plans, coupled with the *Inspiration Lakeview* project

and the rest of the exciting work being undertaken in Port Credit and across the Mississauga waterfront, a window of opportunity exists to step back, ensure all the individual initiatives are weaving together well and ensure that Council and the Community realize their strategic goals.

It is important that the City take a leading role in working with the community to chart the future of Port Credit and put the City in a position to provide direction for future development applications and City capital investments.

Project Objectives

The project objectives are :

1. To establish a comprehensive Master Plan and implementation plan to guide the realization of the Imperial lands and the PCHM as strategic waterfront sites;
2. To understand the impact of both of these key strategic sites on the overall area including City assets and operations;
3. To weave together the various Port Credit initiatives and unite stakeholders towards achieving the vision articulated in the draft Port Credit Local Area Plan; and
4. To foster sustainable partnerships between the City, landowners and stakeholders.

Project Study Area and Approach

The project study area will include the two key waterfront sites, the Imperial and PCHM lands, with an identified area of influence as the balance of the Port Credit community as depicted on Appendix 1. An approach similar to *Inspiration Lakeview*, involving community workshops, but modified to reflect the fact that different parts of this area are at different stages of maturity, will be extremely valuable for evaluating all of the initiatives in context with one another.

The detailed project plan will be carefully crafted to coordinate with projects either completed or underway while establishing a dialogue with the many stakeholders and public respectful of the energies and time already expended. The project will build on all the work done to date and develop a coordinated and comprehensive approach in

conjunction with the community. It will be an opportunity to step back and ensure that the site by site initiatives are connecting well within the Port Credit community.

The final product will lead to improved outcomes for all the ongoing City initiatives, give direction to the PCHM development, establish a planning framework for Imperial and give the community comfort that the overall vision is being achieved through alignment at this very active time in Port Credit.

Specifically, the project deliverables would be Master Plans for the Imperial and PCHM sites to address land use, built form and transportation, among other matters.

The project will be split into four phases:

1. **Reconnect** – prior to the summer 2012, the initial stage of this City-lead master planning process will be to reconnect with the landowners, stakeholders and public to confirm the various priorities, germane projects, activities and schedules;
2. **Synthesize** – over the summer, the existing plans, studies and reports along with the scope of work and any preliminary deliverables for relevant projects underway will be reviewed and assessed to confirm the context and implications for the study area;
3. **Test** – in the fall, the collaborative study area vision and Master Plans will be formed with the landowners, stakeholders and public through workshops, technical review and charrettes; and
4. **Define** – over the winter 2013, the Master Plans and actions required for the study area will be articulated and documented.

The project is estimated to be completed in 12 months and will be lead by Ruth Marland, MCIP, RPP, Strategic Leader, Strategic Community Initiatives.

The *Inspiration Port Credit* project name has been developed and determined as the most appropriate to represent the City's leadership role in the strategic planning for the key waterfront sites given the success with and understanding of the *Inspiration Lakeview* process.

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STRATEGIC PLAN: *Inspiration Port Credit* will establish a comprehensive vision and Master Plans for the Imperial and PCHM lands and ensure that all other related initiatives are aligned to the visionary action for the “Prosper” Strategic Pillar for Change to “create a model sustainable creative community on the waterfront.”

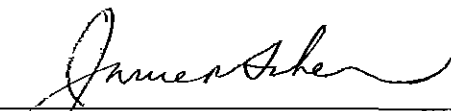
FINANCIAL IMPACT: Funding for this project is contained within the 2012 Budget.

CONCLUSION: Port Credit is a thriving community and its success is demonstrated by the fact that as the Local Area Plan approval process is underway, the City is already checking that key initiatives are delivering that vision.

Given the number of concurrent City initiatives, CLC’s desire to plan for the future of the Port Credit Harbour Marina, Imperial Oil Limited’s location on the waterfront and the highly engaged community in Port Credit, it is important to initiate *Inspiration Port Credit* which will coordinate, collaborate and harness the related synergies.

The City will be in a stronger position to provide direction for future development applications and City capital investments along the waterfront and ensure that Council advances its strategic goal of creating a model sustainable creative community on the waterfront.

ATTACHMENTS: Appendix 1: Inspiration Port Credit Study Area



Janice M. Baker, FCA
City Manager and Chief Administrative Officer

Prepared By: Gary Kent, Director of City Strategy and Innovations

