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## Planning and Development Committee

### Date

2016/06/13

### Time

1:30 PM

### Location

Civic Centre, Council Chamber,  
300 City Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

### Members

Councillor George Carlson	Ward 11 (Chair)
Mayor Bonnie Crombie	
Councillor Jim Tovey	Ward 1
Councillor Karen Ras	Ward 2
Councillor Chris Fonseca	Ward 3
Councillor John Kovac	Ward 4
Councillor Carolyn Parrish	Ward 5
Councillor Ron Starr	Ward 6
Councillor Nando Iannicca	Ward 7
Councillor Matt Mahoney	Ward 8
Councillor Pat Saito	Ward 9
Councillor Sue McFadden	Ward 10

### Contact

Mumtaz Alikhan, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 5425  
[mumtaz.alikhan@mississauga.ca](mailto:mumtaz.alikhan@mississauga.ca)

### Find it Online

<http://www.mississauga.ca/portal/cityhall/planninganddevelopment>

**PUBLIC MEETING STATEMENT:** In accordance with the *Ontario Planning Act*, if you do not make a verbal submission to the Committee or Council, or make a written submission prior to City Council making a decision on the proposal, you will not be entitled to appeal the decision of the City of Mississauga to the Ontario Municipal Board (OMB), and may not be added as a party to the hearing of an appeal before the OMB.

***Send written submissions or request notification of future meetings to:***

Mississauga City Council  
c/o Planning and Building Department – 6<sup>th</sup> Floor  
Att: Development Assistant  
300 City Centre Drive, Mississauga, ON, L5B 3C1  
Or Email: [application.info@mississauga.ca](mailto:application.info@mississauga.ca)

1. CALL TO ORDER
2. DECLARATION OF CONFLICT OF INTEREST
3. MINUTES OF PREVIOUS MEETING
4. MATTERS TO BE CONSIDERED
  - 4.1. Sign Variance Application # 16-00562 (Ward 8) - Sign By-law 0054-2002, as amended  
File: BL.03-SIG (2016)
  - 4.2. Imagining Ward 3: A Pilot Project for Neighbourhood Planning Information Report
  - 4.3. Draft Downtown Community Improvement Plan (Wards 4 and 7)
5. ADJOURNMENT

City of Mississauga

# Corporate Report



Date: 2016/04/26

To: Chair and Members of Planning and Development Committee

From: Ezio Savini, P. Eng.  
Director, Building Division

Originator's files:  
BL.03-SIG (2016)

Meeting date:  
2016/05/16

## Subject

**Sign Variance Application - Sign By-law 0054-2002, as amended**

File: BL.03-SIG (2016)

## Recommendation

That the following Sign Variance **not be granted**:

- a) Sign Variance Application 16-00562  
Ward 8  
Erin Mills Development  
3005 Ninth Line

To permit the following:

- (i) One (1) billboard sign with electronic changing copy sign faces.

## Background

The applicant has requested a variance to the Sign By-law to permit the installation of electronic changing sign faces on an existing billboard sign installed in 1997. The Planning and Building Department staff has reviewed the application and cannot support the request. As outlined in Sign By-law 0054-2002, the applicant has requested the variance decision be appealed to Planning and Development Committee.

## Comments

Sign By-law 0054-2002, as amended, does not expressly permit changing copy sign faces to be displayed on billboard signs. As a result, the changing copy sign faces are prohibited pursuant to Section 4(6) of the By-law. Variance requests that deviate from the general intent of the Sign By-law are not permitted as per Section 32(6).

## Financial Impact

None.

## Conclusion

Allowing the requested variance would set an undesirable precedent for all billboards displayed in Mississauga.

## Attachments

Appendix: Location and elevations of proposed sign.



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Ezio Savini, P. Eng, Chief Building Official

Prepared by: Darren Bryan, Supervisor Sign Unit



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

April 12, 2016

**FILE:** 16-00562

**RE:** Erin Mill Development Corp.  
Changing copy billboard  
3005 Ninth Line.  
Ward 8

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The applicant requests the following variance to Section 4(6) of Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
Any sign not expressly permitted by this By-law is prohibited.	One (1) billboard sign having electronic changing sign faces.

**COMMENTS:**

This proposed sign variance is refused as the sign by-law does not currently allow for electronic messaging on billboards. However, it should be understood that electronic messaging signage does exist in the other areas of the City of Mississauga.



March 16, 2016

Mr. Cory Young  
City of Mississauga  
Planning Department

RE: Sign Bylaw Variance – 3005 Ninth Line

Mr. Young,

By way of this letter, Pattison Outdoor Advertising is requesting approval to convert an existing double faced static 10 feet by 20 feet ground oriented billboard to a double face digital LED sign (existing permit BP 97 4573). There will be no changes to the size of the existing sign faces, nor to the overall height of the sign, or to the location of the existing sign on the property. The existing sign has more than 92m separation from Residential Zoning and from other existing Billboards.


What we are proposing is a similar product which is in line with previous approvals in the City of Mississauga, namely, Celebration Square, as well as developed properties along 7280 Dixie Rd. except that the sign faces will be smaller.

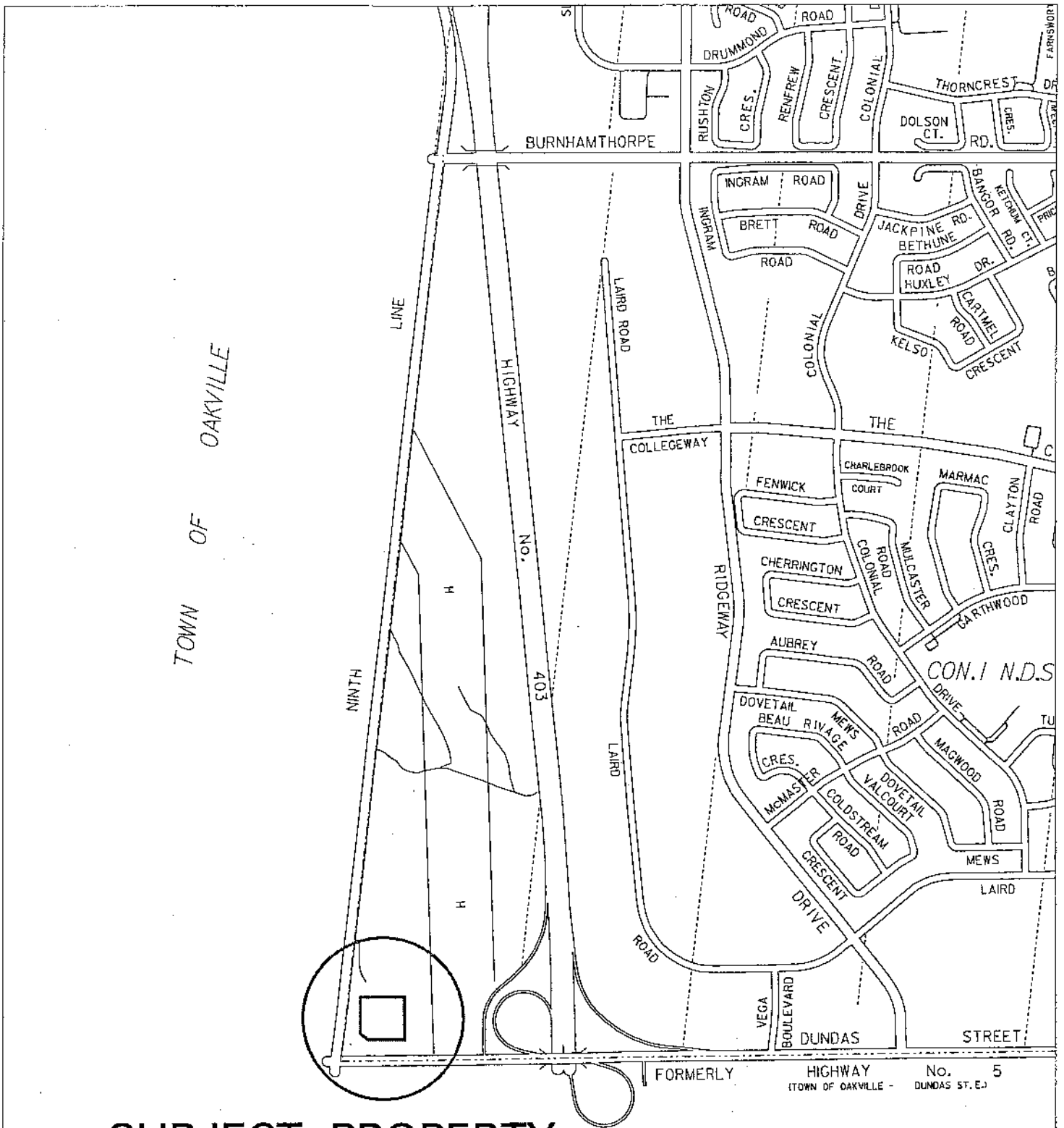
Apart from the future advertising content that will appear on the billboard, Pattison Outdoor has always made it a policy to provide space on billboards to the City and/or community, for the purposes of promoting community events at no charge.

The only change we are seeking is to the attribute of the existing sign faces, moving away from static to digital images rotating on a 8-10 second sequence. The LED digital signs are equipped with a "honeycomb filter", which controls the overall brightness of the board with respect to the ambient light levels. Furthermore and more importantly our proposed signs can certainly adhere to the standards as set out for the Celebration Square billboards.

For these reasons, we feel the variance we are seeking is in keeping with previously approved led digital sign locations in the City of Mississauga.

Yours truly,

  
Ernie Villamere  
Pattison Outdoor Advertising LP  
(Direct 905-282-6848 )



SUBJECT PROPERTY

TOWN OF OAKVILLE



MISSISSAUGA



Planning and Building

Sign Unit

LED Billboard

#16-00562

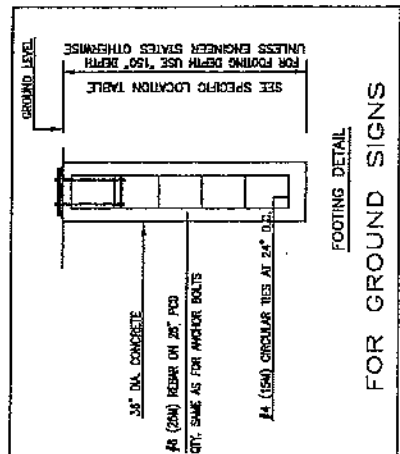
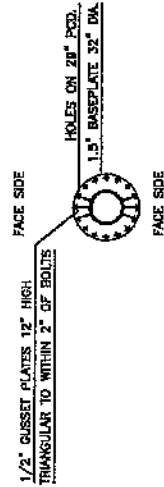
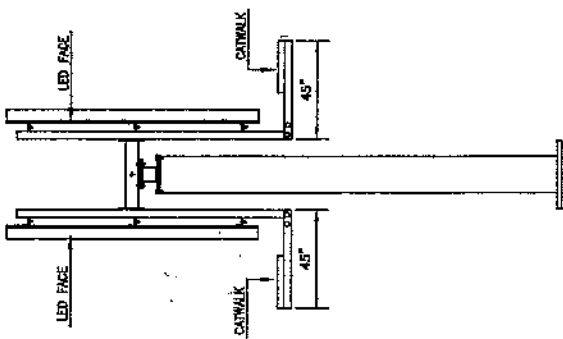
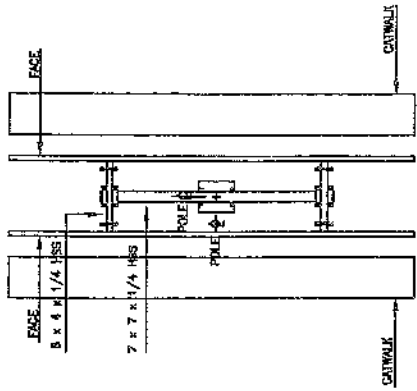
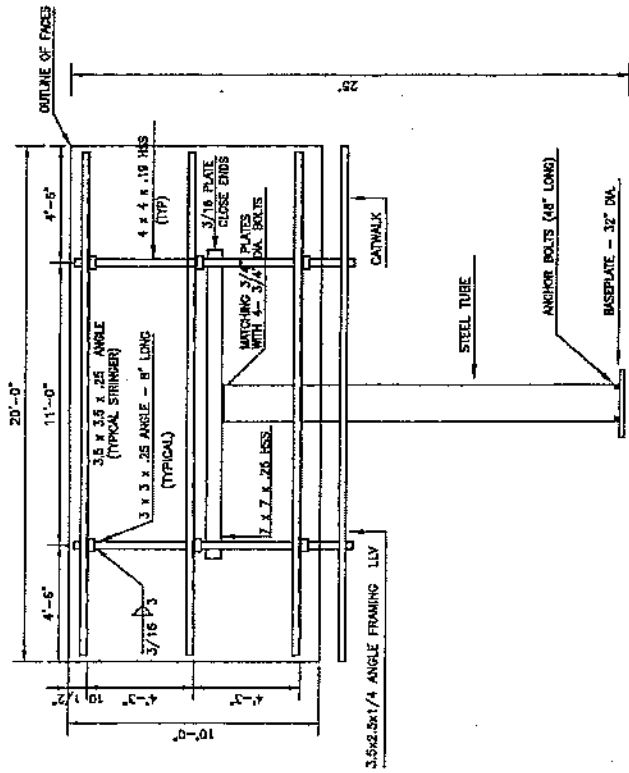
3005 Ninth Line, Ward 8

SCALE FOR REDUCED DRAWINGS

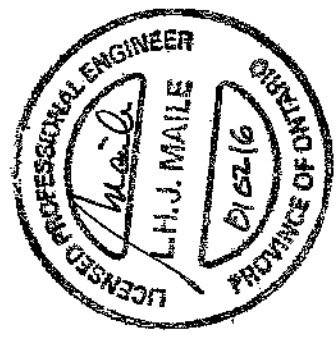








NOTE  
THIS DRAWING IS THE PROPERTY OF THIS ENGINEER AND IT MAY NOT BE COPIED IN WHOLE OR IN PART WITHOUT THE WRITTEN CONSENT OF THIS ENGINEER.  
IF THIS ENGINEER HAS NOT BEEN RETAINED BY THE OWNER TO CARRY OUT A REVIEW OF THE WORK HE ASSUMES NO RESPONSIBILITY FOR THE FAILURE OF THE CONTRACTOR TO OBTAIN THE NECESSARY PERMITS AND TO COMPLY WITH THE REQUIREMENTS OF THE REQUIREMENTS OF THE DRAWING.



NOTES

1. STEEL REBAR - DEFORMED, 400 MPa
2. STEEL TUBE - 50 KSI YIELD
3. STEEL TUBE - 50 KSI YIELD
4. STEEL STRUCTURAL TO C.S.A. 440.21-44W
5. WELDING TO BE TO C.S.A. W58-1980 & W47.1
6. FOOTING DESIGNED FOR NORMAL SOIL CONDITIONS WITH LATERAL BEARING PRESSURE OF 150 LB/SQ.FT. PER FT. DEPTH. DEPTH MAY BE REVISED ON INSPECTION BY ENGINEER.
7. THE DESIGN OF 50 PSF WIND IS FOR URBAN & SUBURBAN AREAS WITHIN TORONTO AND AREAS WITH SIMILAR WIND & TERRAIN DATA.
8. WIND VELOCITY WIND PRESSURE IS 0.49 MPa
9. FOUNDATION STRENGTH - ASTM A305 OR EQUAL
10. INSTALL TO CAN/CSA 423.1 & 423.2 - 1400

**LEN MAILE**  
P. ENG. - STRUCTURAL ENGINEER  
28 AVENUE RD., THORNHILL, ONTARIO M4H 1H3  
TELEPHONE 491-3129 FAX 491-3129  
SIGN STRUCTURES LTD. 1000 SHEPPARD AVE. E. SUITE 100  
UNIONVILLE, ONTARIO L7R 4E1

01/FEB/16 6738-1

**THE CORPORATION OF THE CITY OF MISSISSAUGA  
THE SIGN BY-LAW 54-02**

**"unsafe"** when used with respect to a sign or sign structure means a condition which is structurally inadequate or faulty, or could be hazardous to a pedestrian or motorist;

**"window sign"** means a sign posted, painted, placed or affixed in or on a window exposed to public view, and shall include an interior sign that faces a window exposed to public view and located within 1 metre of a window;(240-07)

**"zone"** means the area of a defined land use zone in the City's Zoning By-laws passed under The *Planning Act*, 1990, R.S.O. 1990, Chapter P.13, or any predecessor or successor thereof.

**2. ADMINISTRATION**

The Commissioner of Planning and Building shall be responsible for the administration of this By-law.

**3. INTERPRETATION**

- (1) Words importing the singular number or the masculine gender only include more persons, parties or things of the same kind than one, and females as well as males and the converse.
- (2) A word interpreted in the singular number has a corresponding meaning when used in the plural.

**4. GENERAL PROVISIONS**

- (1) No person shall erect, display, alter or allow or cause the erection, display, or alteration of any sign within the City on publicly or privately owned lands without obtaining a permit under this By-law. (508-05)
- (2) Notwithstanding subsection 4 (1), a sign permit is not required for the following signs and all such signs shall comply with all other requirements of this By-law:
  - (a) official signs or signs pertaining exclusively to public safety;
  - (b) election signs, erected in accordance with Section 21;
  - (c) a non-illuminated trespassing, safety or other warning sign not exceeding 0.5 m<sup>2</sup> in sign area;(240-07)
  - (d) an address sign not exceeding 0.2 m<sup>2</sup> in sign area unless otherwise provided for in this By-law;(240-07)

**THE CORPORATION OF THE CITY OF MISSISSAUGA  
THE SIGN BY-LAW 54-02**

- (c) the sign is a banner, in which case the Commissioner may direct that the sign be destroyed or disposed of in any manner he deems fit at any time without further notice.
- (5) Except for a sign described in subsections 31(4)(b) and 31(4)(c), the owner of a sign or his agent may redeem a sign that has been removed and stored by the City by: (508-05)
  - (a) completing a signed acknowledgement and release on the prescribed form; and
  - (b) paying the applicable removal and storage fee.
- (6) Except for an election sign less than 1m<sup>2</sup> the fee for the removal of a sign under this By-law is \$200.00 per sign or the City's actual cost of removing the sign, whichever is greater. (508-05, 292-07)
- (7) The storage fee for signs removed under this By-law shall be \$20.00 per day or part thereof, or \$2.00 per m<sup>2</sup> of sign face per day or part thereof, whichever is greater. (508-05)
- (8) This section deleted by By-law 292-07.
- (9) Any sign that is stored by the City for more than thirty (30) days and not redeemed by the owner of the sign or his agent within that period of time may be destroyed or otherwise disposed of by the Commissioner without further notice. (508-05)
- (10) Nothing in this section 31 shall limit the City from enforcing the provisions of this By-law by any other action or remedy permitted in law. (508-05)

**32. VARIANCES**

- (1) An application for variance shall be made on the appropriate form to the Director and shall be accompanied by: (438-03, 32-15)
  - (a) the appropriate fee as set out in the Fees and Charges By-law; (438-03)
  - (b) 21.59 cm x 27.94 cm drawings with the information required in Section 5.4, in duplicate, and (438-03)
  - (c) a letter from the owner outlining their rationale for the variance; (438-03)

**THE CORPORATION OF THE CITY OF MISSISSAUGA  
THE SIGN BY-LAW 54-02**

- (2) The Director shall have the power and authority to grant, refuse or impose terms and conditions on a variance. (32-15)
- (3) If the Director refuses to grant a variance, he/she shall advise the applicant and provide the applicant with written reasons for the refusal. (32-15)
- (4) An applicant for a variance may appeal a decision of the Director under this section to the Planning and Development Committee. (32-15)
- (5) If an appeal is sought according to subsection 32(4) of this By-law, the Director shall notify the applicant once a hearing date before the Planning and Development Committee has been fixed and if the applicant does not attend at the appointed time and place, the Planning and Development Committee may proceed in the absence of the applicant and the applicant will not be entitled to further notice in the proceeding. (32-15)
- ➔ (6) Both the Director and Planning and Development Committee may recommend authorization for variances from the provisions of the By-law, if in the opinion of the Director or the Planning and Development Committee, the general intent and purpose of the By-law are maintained. (32-15)
- (7) In considering an appeal of the Director's decision, the Planning and Development Committee shall have regard for: (32-15)
  - (a) The Director's reasons for refusal;
  - (b) Special circumstances or conditions applying to the land, building or use referred to in the application;
  - (c) Whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
  - (d) Whether such special circumstances or conditions are pre-existing and not created by the owner or applicant; and
  - (e) Whether the sign that is subject of the variance will alter the essential character of the area.
- (8) Council may uphold or vary the recommendations of the Planning and Development Committee or do any act or make any decision that it might have done, had it conducted the appeal and the applicant shall not be entitled to a further appeal on the matter before Council and the decision of Council shall be final. (32-15)

# City of Mississauga

## Corporate Report



Date: 2016/05/24

To: Chair and Members of Planning and Development Committee

From: Edward R. Sajecki, Commissioner of Planning and Building

Originator's files:  
CD.04-WAR

Meeting date:  
2016/06/13

### Subject

**Imagining Ward 3: A Pilot Project for Neighbourhood Planning Information Report**

### Recommendation

That the report entitled "Imagining Ward 3: A Pilot Project for Neighbourhood Planning", dated May 24, 2016, from the Commissioner of Planning and Building, be received for information.

### Background

The Mississauga Official Plan (2011) (MOP) envisions within Ward 3 a community node surrounded by a number of residential neighbourhoods. Specifically, the MOP identifies the Rathwood-Applewood Community Node, as an area where intensification should be directed. A community node is viewed as providing access to a multitude of uses that are required for daily living – local shops and restaurants, community facilities, cultural, heritage and entertainment uses, schools, parks, open space as well as a diverse housing stock that meets the housing needs of the adjacent population as they move through their lifecycle. They contain a variety of community infrastructure such as, recreational facilities, libraries, police stations and places of religious assembly.

Surrounding the Community Node are a variety of neighbourhoods reflecting different stages of the city's development. Neighbourhoods are characterized as physically stable areas with a character that is to be protected. Therefore, they are not appropriate areas for significant intensification. This does not mean that they will remain static or that new development must imitate previous development patterns, but rather that when development does occur it should be sensitive to the neighbourhood's existing character.



Figure 1

### Scope of Pilot Project

Recognizing that change will occur within neighbourhoods, a neighbourhood planning initiative to engage the Ward 3 community in a forward thinking dialogue about the future of their neighbourhoods was developed. The project specifically focused on the Rathwood and Applewood Neighbourhoods, which have been the subject of several recent development applications. The process engaged local residents around how best to manage neighbourhood change effectively. **Figure 1** identifies the six steps involved in the Imagining pilot project.

## **Comments**

The Imagining Ward 3 process was initiated to pilot a new approach to neighbourhood planning. Specifically, the process is founded on a principle of working collaboratively with local residents to examine and understand the factors driving change (e.g., demographics, development trends, and market conditions) and to identify opportunities through land use policy and other city service to assist in managing potential impacts. In doing so, as the change process occurs and development applications are considered, the neighbourhood is in a better position to proactively guide versus respond to change.

Critical to success of this initiative is building positive relationships with residents, and educating and informing them of the existing land use planning framework. The process aimed to educate residents on what they can do to inform and guide future plan policy, specifically on matters related to, but not limited to:

- Housing choices and land uses
- Neighbourhood built form
- Streetscapes, parks and open spaces
- Greyfield and redevelopment sites

### **a) The Engagement Process**

An initial kick-off meeting for the Imagining process was held in January 2016. This meeting outlined the purpose of the new engagement process. Staff emphasized the importance of facilitating an open two-way dialog around existing plan policy as it pertains to Ward 3 and to clarify and address questions about potential development pressures in Ward 3.

### Volunteer Working Group

From the launch meeting, staff solicited a group of community volunteers to participate in a protracted dialogue about their neighbourhoods. The group would represent the demographics and views of the community while representing the individual views of their respective neighbourhoods. While not a large number of volunteers registered for this process, those that did actively participated and provided great insight.

Workshops

Consultants from Brook McIlroy led the working group through workshop-style meetings. The meetings engaged residents in a discussion about the future of their neighbourhoods over the next 15-20 years. The group discussed how best to manage and respond to change and identified planning tools which could be used to help produce positive change. A list of potential recommended policy amendments, as well as improvements to existing city programs and services were identified. The following summarizes the key discussion points at each of the three group meeting:

- *Community Focus Group Meeting #1:*  
Discuss and obtain feedback on key opportunities to enhance their community and identify areas of concern.
- *Community Focus Group Meeting #2:*  
A detailed, focused discussion around key themes that emerged from the first session. A discussion on the establishment of a set of guiding principles to inform future plan policy or service changes to better manage change in Ward 3.
- *Community Focus Group Meeting #3:*  
A discussion on opportunities and constraints within the neighbourhoods, and the potential planning tools to manage change.

**b) Key Issues & Opportunities In Managing Neighbourhood Change**

The Imagining pilot project provided a forum to share information and hear from local residents. Some of the themes emerging through the process include:

1. Housing and Built Form

- The neighbourhoods and sub-neighbourhoods of Applewood and Rathwood are primarily characterized by single-detached homes with moderate to wide lot frontages of at least 50 feet (15 metres) that front on to local roads which should be protected from over-development to ensure that there is appropriate form, massing and density of any new development to enhance neighbourhood pride and identity;
- Existing higher density apartment sites within the neighbourhood should be well-kept and any new development on these sites should be respectful of the neighbourhood character and consider green development standards.

2. Redevelopment Sites

- Lands within and surrounding the Rathwood-Applewood Community Node (e.g. Rockwood Mall site) may be appropriate for mid-rise mixed use, residential apartment buildings and street-related retail to create a sense of vibrancy and animation;
- New development should be directed along major arterial roads to establish a sense of place and more 'village-like' character with the buildings.

3. Streetscapes & Urban Design

- Consider wider sidewalks and landscaped boulevards and incorporating multi-use trails along arterial roads;

- Consider improving the safety of crossings, lighting and wayfinding signage;
- Arterial roads could benefit from additional street furniture, pedestrian-scaled lighting, street trees, wider sidewalks, and landscaped boulevards which can create a more improved pedestrian-oriented streetscape;
- Consider softening the appearance of existing noise walls through improved landscape buffers.

#### 4. Parks and Open Spaces

- Retain and enhance the existing network of parks, open spaces and natural heritage features within Applewood and Rathwood.
- Promote additional community recreational activities within the existing park network and consider basketball courts, soccer fields, ultimate Frisbee and playgrounds, among others to foster an active, healthy community and prioritize community building.
- Consider barrier-free access, new park furniture and enhanced recreational activities in parks for seniors.
- Consider incorporating traffic calming measures and increase pedestrian crossings.

#### **c) Preferred Tools For Managing Neighbourhood Change**

This pilot project created an open forum to better understand the character of these neighbourhoods. Translating this feedback into policy or services to ensure future development is effective and sensitive to this is important. The following tools were identified as opportunities to manage change within the Applewood and Rathwood neighbourhoods:

##### 1. Plan Policy Amendments:

Consider updating Mississauga Official Plan policies in both Section 14: Community Nodes (14.8 Rathwood- Applewood) and Section 16: Neighbourhoods (16.1 Applewood and 16.21 Rathwood) to reflect the individual character of these neighbourhoods.

##### 2. Zoning Amendments:

Consider site and area-specific zoning regulations for the Applewood and Rathwood neighbourhoods to regulate appropriate infill.

##### 3. Design Guidelines:

Consider urban design guidelines specifically for Ward 3 neighbourhoods that might address how to appropriately integrate new buildings into the existing character.

##### 4. Incentives:

Identify financial incentives or program funding which may be available to retain and facilitate needed improvements to existing affordable housing stock.



## Financial Impact

No financial implications at this time.

## Conclusion

The Imagining Ward 3 pilot is a new way of engaging local residents. While significant development is not intended for stable residential neighbourhoods, some infill and redevelopment is. Traditionally, residents often find they are in a reactive position to proposed projects. The pilot process aimed to educate local residents and stakeholders on planning, equip them with the knowledge on planning applications, and identify tools available to manage change in their neighbourhoods.

In the fall, staff will table a final Imagining Ward 3 Report with detailed summaries of the meetings and key recommendations.

Overall, the Imagining Ward 3 pilot has been a success in facilitating a conversation about change and providing an avenue for staff and residents to build respectful collaborative working relationships.

With any Pilot project, improvements can be made. However, staff believe this approach to neighbourhood planning is valuable, and should be used elsewhere in Mississauga where neighbourhoods are facing similar issues.

## Attachments

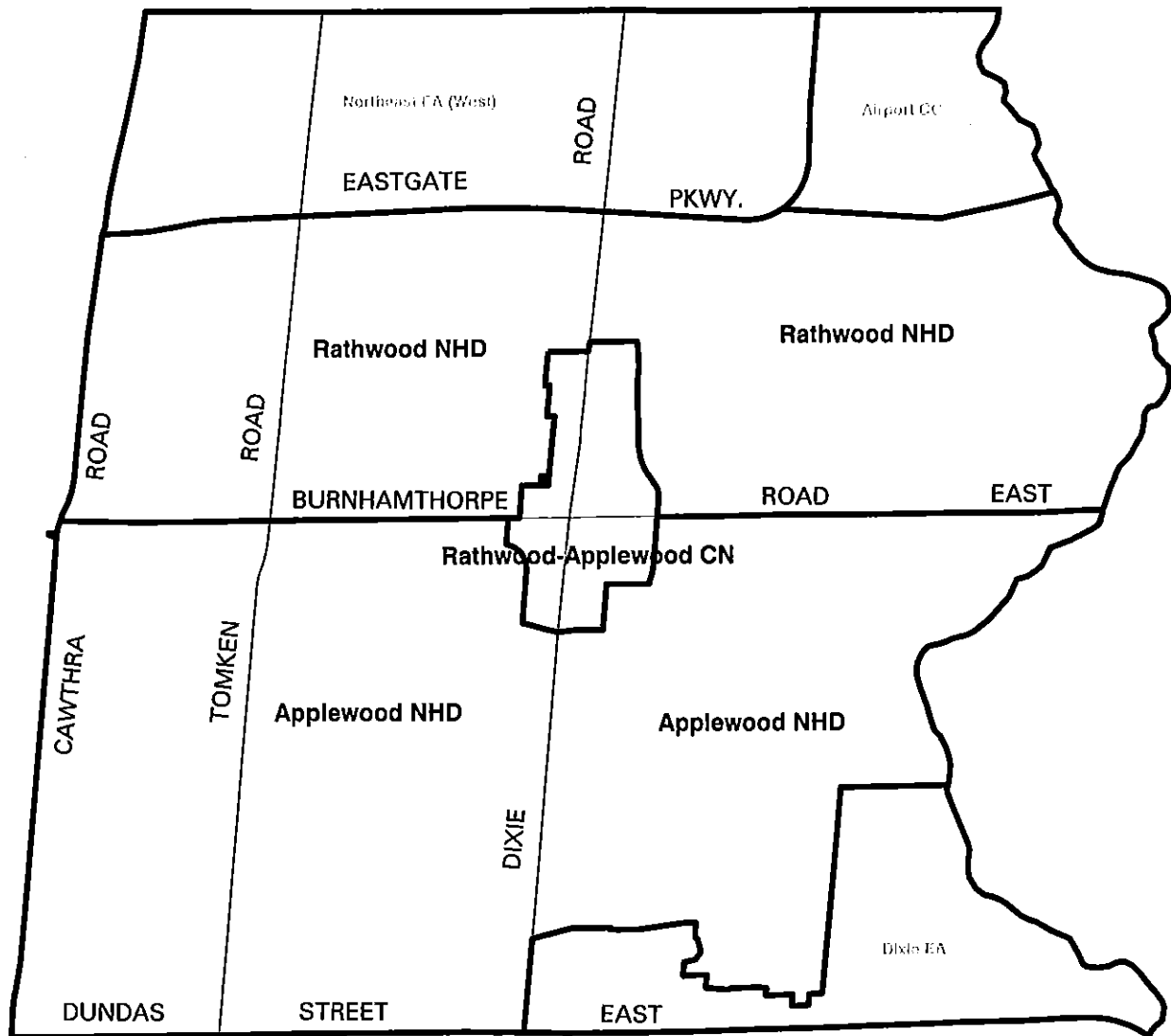
Appendix 1: Rathwood-Applewood Map



Edward R. Sajecki, Commissioner of Planning and Building

Prepared by: Frank Marzo, Policy Planning

## APPENDIX 1



City of Mississauga  
**Corporate Report**



Date: May 24, 2016

To: Chair and Members of Planning and Development Committee

From: Edward R. Sajecki, Commissioner of Planning and Building

Originator's files:  
 CD.04.COM

Meeting date:

June 13, 2016

## Subject

**Draft Downtown Community Improvement Plan Information Report (Wards 4 and 7)**

**File: CD.04.COM**

## Recommendation

1. That the Community Improvement Project Area boundary, as defined by By-law #0052-2013, be amended, to include all lands within the Downtown Core Character Area;
2. That a public meeting be held to consider the Draft Downtown Community Improvement Plan (Appendix 1);
3. That the report titled "Draft Downtown Community Improvement Plan" dated May 24, 2016 from the Commissioner of Planning and Building, be received and forwarded to the Ministry of Municipal Affairs and Housing; and
4. That the Region of Peel be requested to work with City Staff to explore the development of a complementary community improvement plan for Mississauga's downtown.

## Report Highlights

- Significant positive change is occurring, yet new major office building development continues to elude the downtown.
- A Community Improvement Plan (CIP) is proposed to assist in attracting new major office buildings to the downtown.
- The CIP is simply an enabling tool. This means should Council approve the CIP, there is no commitment of any financial loans or grants. Rather, the CIP simply enables Council to consider future granting and loan opportunities.
- CIP programs to be considered may include: Tax Increment Equivalent Grants (TIEGs), A Development Processing Fees Rebate, A Municipally Funded Parking Program and A Municipal Property Acquisition and Disposition Program.

- An expansion to the CIP Project Area previously approved by City Council is proposed to apply to the entire Downtown Core to capitalize on opportunities afforded by the new LRT and BRT investments.
- The Region of Peel's participation in the CIP program is important to foster interest by office developers in the downtown.
- A public meeting will be held in the fall to obtain feedback on the proposed CIP.

## Background

The Downtown 21 Master Plan sets the vision for Mississauga's Downtown Core (referred to as the "downtown"). The Plan defines six guiding principles to achieve the plan's goals:

1. Catalyze Employment
2. Build Multi Modal
3. Create an Urban Place
4. Living Green
5. Establish a Focus
6. Create a Development Framework with Predictability

### Advancements in Mississauga's Downtown

A number of recent initiatives and development projects will profoundly impact the future of the downtown:

- *Light Rail Transit* – The City is planning for the development of Light Rail Transit (LRT) along Hurontario Street which will include a number of stations within the downtown. The proposed western alignment of the LRT has been relocated from Living Arts Drive to Duke of York Boulevard. The funding announcement for the LRT has generated development interest near the existing transit terminal and other planned stations in the downtown.
- *Bus Rapid Transit* – The newly built Mississauga Transitway, referred to as the City's bus rapid transit (BRT) will provide a new east and west connection to the downtown from other areas of the city.
- *Square One Redevelopment* – A southern commercial expansion to the mall has provided opportunity to animate the exterior to the building, and incorporate streetscape improvements and a small park. The northern end of the mall has seen considerable improvement with increased walkability and connections.
- *Sheridan College* – Phase 2 of Sheridan College is under construction. The expansion will accommodate up to an additional 3,200 full-time students and support new programs.

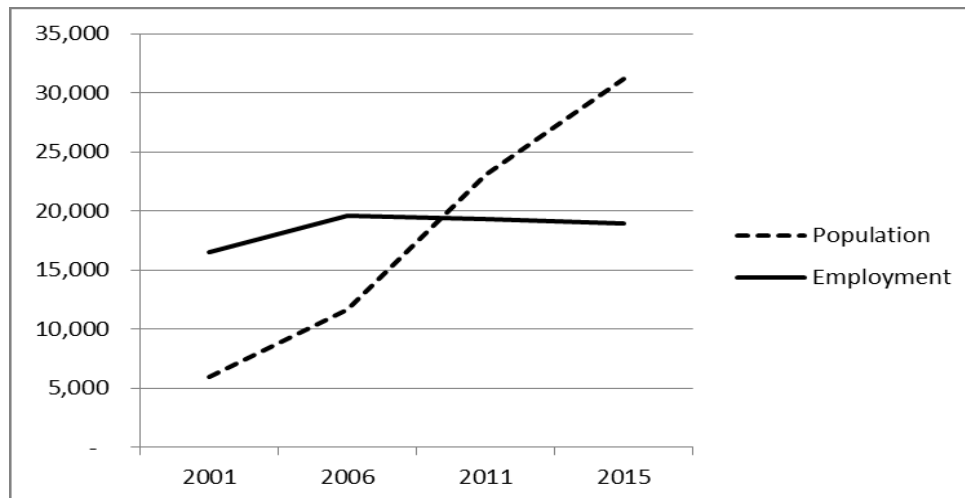
- **New Residential Buildings** – Considerable residential development has occurred in recent years and the market continues to be strong in the downtown. There are a number of active residential development applications (e.g. in the Confederation, Sussex and Exchange Districts). Projects in their early stages of planning include:
  - Phase 3 Master Plan prepared by Amacon for the site west of Confederation Parkway, north of Burnhamthorpe Road West. This will yield 3,000 residential units above the existing units approved through Phases 1 and 2, and 4,000m<sup>2</sup> of non-residential.
  - Master Plan prepared by Rogers contemplates approximately 4,500 residential units and 6,000 m<sup>2</sup> of non-residential.

#### Major Office Development Trends

The downtown attracted a strong office base in the 1980s, but after the mid-1990s office growth languished. Some of the existing office buildings are reaching their end of life and are ripe for redevelopment.

Today, Mississauga's downtown supports approximately 34,000 people and 22,600 jobs<sup>1</sup>, a ratio of 1.5:1. These jobs consist primarily of office employment (approx. 68%) and retail jobs (approx. 23%).

#### **Population and Employment Trends in the Downtown**



The current development focus in the downtown is residential, the risk of losing lands for future office is great and achieving the 1:1 target established in the Official Plan (70,000 people and 70,000 jobs at build-out)<sup>2</sup> could

be lost. The graph<sup>3</sup> shows the trend toward increased population and the growth imbalance since 2001.

There are several factors which influence a choice in developing new office buildings.

<sup>1</sup> Figures are from Mississauga's Growth Forecasts for the year 2016.

<sup>2</sup> Target and population figures established in the Downtown 21 Master Plan and implemented in Mississauga Official Plan 8).

<sup>3</sup> Population is based on Census results. Employment is based on the Mississauga Employment Database.

- *Regulatory Requirements* – Mississauga Official Plan directs where future major office uses are to occur. These include lands designated Mixed Use in the downtown, Office, and Business Employment in Corporate Centres.
- *Availability of Amenities* – Many contemporary offices aim to provide positive work-life balance for employees. The availability of nearby amenities such as restaurants, cafes, gyms, theatres and retail is important. A solid residential base can also influence office location. Today's market is influenced by the behaviours of the "millennial generation" who choose to locate in areas where they can live and work without the use of a car.
- *Transit* – Close proximity to transit stations is becoming a key factor in location decisions, as businesses consider employee mobility and access to transit as a main indicator when making this decision. Businesses may also factor in traffic patterns and congestion, as this could impact productivity and customer service.
- *Parking* – Parking is often a factor in office location. Parking is typically limited in busy downtowns or very expensive to construct, especially for underground spaces. Parking demand is still relatively high in Mississauga for office tenants, which makes locating in business parks more attractive even if there are fewer amenities available for tenants. Business parks often have surface parking and lower rents than in the downtown, which historically have been attractive locational criteria for office tenants.
- *Proximity to other Businesses* – A business may benefit from locating near others within similar sectors as it can create synergies among them and foster innovation. A business may also choose a location based on its own service needs. Major office developments most likely would prefer to locate in prestige office locations, with enhanced aesthetics.

## Comments

A downtown is the hallmark for any major city; and Mississauga is no different. Downtowns form the economic, social and cultural foundations of a city. They are the centre of commerce, have iconic buildings, and distinct memorable features. However, while the planning framework for office development opportunities exist on a number of sites in the downtown, new office building development has not transpired. New major office has not been developed within the last 20 years.

### The Opportunity

Office development is cyclical in nature and the interest in downtowns is reemerging. Businesses are interested in urban areas with walkability, amenities and proximity to transit stations. The downtown has these as well as a strong residential base to support future office buildings. While

there is growing interest in locating office in the downtown, it is important to narrow the competitive gap between the downtown and other municipalities.

Locations considered most desirable for office building development are sites at the north side of the Downtown, as these sites are larger, near the existing transit terminal and have highway profile. Other opportunities exist around the planned LRT stations, as sites suitable for future office buildings.

### **Capitalizing on the Opportunity**

Barriers to new office building development were confirmed through stakeholder consultation with land owners and realty brokerage firms. The high cost of building parking in the downtown is a barrier to office developers.

Consultation with office developers and brokers revealed that to “catalyze employment”, some form of incentive is required. They advised office developers are interested in the downtown but cannot achieve the rental rates needed to cover the cost of development. The stakeholders cited the Tax Increment Equivalent Grant (TIEGs) and parking partnerships as the form of incentives most likely to encourage investment in new office building development.

Consultants, Gladki Planning Associates and Peter Tomlinson Consulting, were retained to analyze the potential opportunities and implications for a community improvement plan (CIP). They recommend the use of financial incentives to attract new office building development to the downtown and also advised that the impact of incentives would be most effective if the City and Region jointly participated.

### **Making it Happen**

Section 28 of the *Planning Act* enables a municipality to offer assistance (i.e. grants or loans) to owners and tenants of lands and buildings within a Community Improvement Project Area, through a CIP. A CIP is a policy tool which allows a municipality to develop a comprehensive plan for community improvement either at a city-wide or area-specific scale. The program can span a wide spectrum of municipal objectives including, but not limited to “Incentive-Based Programs”: which could include grant, loan and property tax assistance, commercial building façade improvements, downtown/core area and waterfront revitalization, and the provision of affordable housing.

### **Potential Financial Incentives**

Several incentives have been outlined below which Council may elect to offer to encourage new office building development. Details of these are provided in the Draft Downtown Community Improvement Plan attached in Appendix 1. It is important to note the CIP is simply an enabling tool. This means that should Council approve the CIP, there is no commitment of any financial loans or grants. Rather, the CIP simply enables Council to consider future opportunities. Council

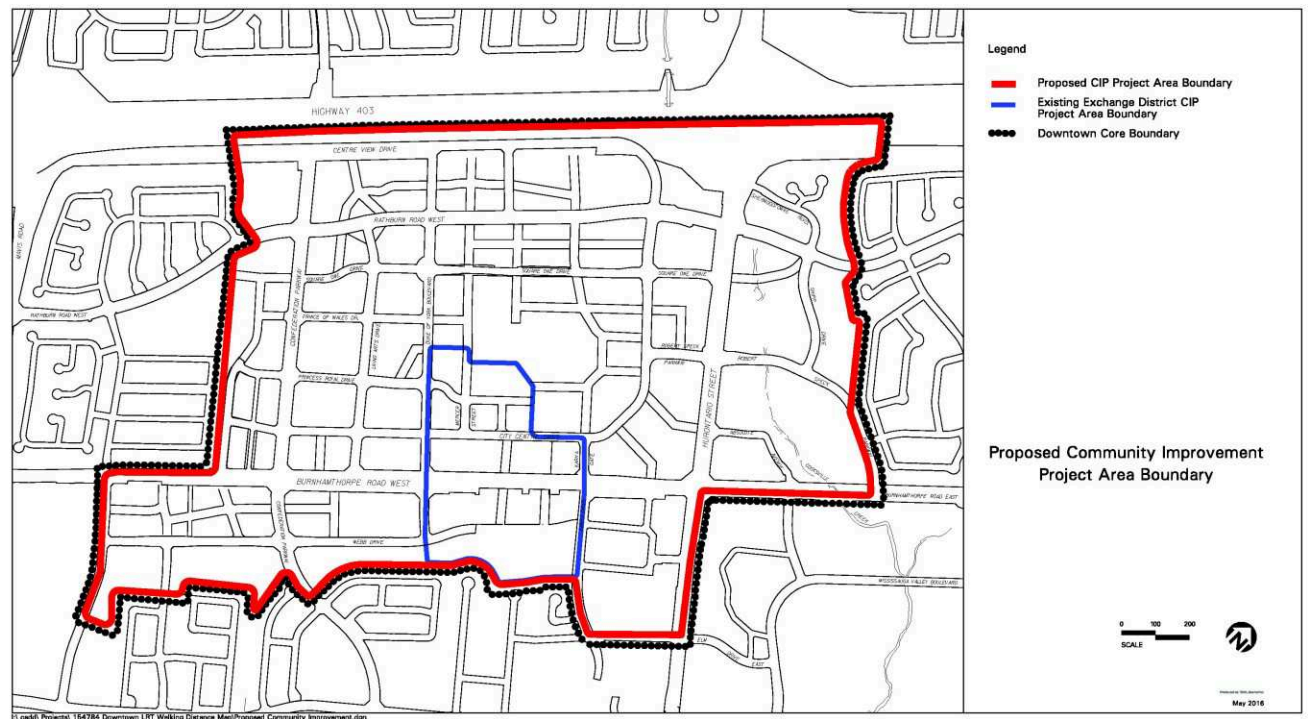
would assess the individual merits of any office proposal against a set of established criteria and determine whether or not incentives are warranted.

1. Tax Increment Equivalent Grant – A Tax Increment Equivalent Grant (TIEG) is a financial incentive to improve or redevelop property. It is provided in the form of a grant equivalent to a portion of the increase in the municipal property taxes directly attributable to a development/improvement. After the development has been constructed, the City provides a grant to the property owner on an annual basis for an agreed upon term. Such grant programs often diminish in scale over their duration.
2. A Development Processing Fees Rebate – For appropriate development projects, a one-time rebate may be offered equivalent to the municipal planning application fees related to:
  - official plan amendments;
  - rezonings;
  - minor variances and consents;
  - site plans, site plan amendments; and
  - plans of subdivision.
3. Municipally Funded Parking Program – As a means of stimulating new office building development, the City may build and own a municipal stand-alone parking facility. The City may offer a below market-value rate for the rental or lease of the parking. Alternatively, the City may co-locate a portion of municipally owned parking within a private office building development. The City would retain ownership of the facility/spaces for the long term.
4. Municipal Property Acquisition and Disposition – The City may acquire key properties for the purposes of redeveloping them for major office buildings. The City may issue requests for proposals (RFPs) for private development of key municipal properties and/or participate in public-private partnerships (P3s) for development that achieves the objectives of the CIP. Additionally the City may elect to dispose of City-owned lands for the purpose of attracting new major office building development.

### **Application of the CIP**

On March 6, 2013, City Council passed By-law #0052-2013 designating the Exchange District (formerly the Main Street District) as a Community Improvement Project Area and directed staff to prepare a Community Improvement Plan (CIP). However, after consulting with stakeholders and in view of emerging developments and infrastructure investments in the downtown, it is recommended that the Community Improvement Project Area boundary be expanded to the entire Downtown Core Character Area as shown on the map below. The expansion of the boundary will allow for the potential to attract a range of office types (major or secondary office). This would ensure opportunities afforded by new LRT and BRT investments are capitalized. As well, an expansion will create greater opportunity to achieve the employment targets set for the downtown.





### **The Region of Peel's Role**

Consultants and stakeholders have indicated Regional participation in a TIEG will influence success of the program. Without Regional incentives, the City portion will not likely be enough to attract interest. Preliminary discussions to measure potential support of the Downtown CIP, particularly a TIEGs program have begun. Regional staff acknowledge the strategic importance of the downtown as it relates to the Provincial Growth Plan and satisfying the Region's employment targets. With the Region's new growth management initiative underway, there is an opportunity to consider incentives as well as a number of other financial planning tools.

### **Next Steps**

Staff will hold a public meeting to obtain feedback on the draft CIP in the fall and will prepare a report on comments for Council consideration. Staff will continue to work with the Region to determine the most appropriate manner to support Mississauga's Downtown CIP.

## **Strategic Plan**

The vision for the downtown was first established through the Strategic Plan visioning exercise. The Strategic Plan identifies five strategic pillars for change, each one playing a critical role in shaping the future of the city. They are: Move, Belong, Connect, Prosper and Green. A strategic goal under the Connect pillar, which focuses on "completing our neighbourhoods", is to create a

vibrant downtown. A vibrant downtown is one that is the civic and cultural soul of the city, as well as a strong economic centre.

## Financial Impact

There is no financial impact at this time. Approval of the CIP does not commit Council to any financial expenditures or obligation at this time.

## Conclusion

The Downtown CIP is an enabling tool that would allow the City to provide grants or loans as incentives. A CIP helps advance the vision for the downtown and achieve the objectives of balancing growth, creating a complete community and supporting infrastructure investments. Proposals received under the program must meet the established criteria, as well as the strategic objectives and priorities of the City.

## Attachments

Appendix 1: Draft Downtown Community Improvement Plan



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Edward R. Sajecki, Commissioner of Planning and Building

Prepared by: Shahada Khan, Policy Planner

# the **downtown** community improvement plan

**DRAFT – May 2016**

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## 1.0 INTRODUCTION

The Downtown Core Character Area (referred to as the downtown) is currently home to approximately 34,000 residents and 22,650 jobs. The downtown has been successful in attracting high density residential uses. However, no major new office development has been constructed in the downtown in over 20 years.

In 1992 Mississauga's downtown was the most successful office location within the city, with approximately 3 million sq. ft. (279,000 m<sup>2</sup>) of prestige office space.<sup>1</sup> However, since then most office development has relocated to the business parks. Two of the major impediments to office development not occurring in the downtown are the cost of land and the cost of constructing underground parking.

Given vacancy rates are rising in the Greater Toronto and Hamilton Area (GTHA), there is significant competition for office.

Office development is cyclical in nature and the interest in downtowns is remerging. Businesses are interested in urban areas that are walkable and in close proximity to amenities and transit stations. The downtown has these as well as a strong residential base to support future office buildings. Although there appears to be growing interest in locating in the downtown, it is important to narrow the competitive gap between the downtown and other municipalities. New office development will support key transit infrastructure investments and the existing residential base.

<sup>1</sup> Mississauga Office Strategy Study, Final Report, 2008

## 2.0 PURPOSE OF THE CIP

The Downtown Community Improvement Plan (CIP) is a strategic tool intended to stimulate investment in office development.

This CIP is an enabling tool available to the City should a land owner or tenant be interested in participating in one or more of the programs. The proposal must meet the criteria outlined in this CIP and advance the City's strategic priorities. All proposals are subject to City Council approval.

## 3.0 VISION

One of the strategic goals for the City is to create a vibrant downtown that will be the civic and cultural hub of the city, as well as a strong economic centre. The Downtown 21 Master Plan articulates the vision for the downtown and defines six guiding principles to achieve the plan's goals. They are:

1. Catalyze Employment
2. Build Multi Modal
3. Create an Urban Place
4. Living Green
5. Establish a Focus
6. Create a Development Framework with Predictability

The Downtown Core is to achieve a 1:1 population to employment ratio with a total population of 70,000 people and 70,000 jobs.

Mississauga Official Plan Amendment 8 (MOPA 8) implements the vision of the Downtown 21 Master Plan. Mississauga Official Plan includes policies, as required by the *Municipal Act*, that allow the City to designate community improvement project areas and prepare and adopt community improvement plans. The policies list the types

of matters that a CIP may address, one of which is the identification of the need to encourage office and other employment opportunities.

This CIP is consistent with the existing Mississauga Official Plan, MOPA 8 and Regional Official Plan policies.

#### Regional Government Participation

Regional governments are permitted to create community improvement plans of their own or participate in those at the lower-tier level. The benefit of Regional involvement, especially for incentives such as TIEGs, is that they can offer a larger grant than local governments, making these types of incentives more attractive to potential developers.

#### Stakeholder Consultation

In the fall of 2015 staff engaged stakeholders to discuss a Community Improvement Plan, specifically the boundaries and potential incentives. The engagement revealed that in order to achieve office the boundary would need to capture opportunities beyond the existing downtown transit terminal. Staff also heard that incentives would help developers offset the cost of building parking. Further, Regional participation was said to be critical to the success of the program.

## 4.0 COMMUNITY IMPROVEMENT PROJECT AREA

On March 6, 2013, Council passed By-law #0052-2013 thereby designating the Exchange District of the Downtown Core Character Area as a Community Improvement Project Area. At the Planning and Development Committee meeting on June 13, 2016 staff will request that the designated boundary be amended to the entire Downtown Core Character Area (Figure 1).

The rationale for expanding the boundary is to provide greater opportunity to attract office development to the downtown, with the objective of creating a complete community with a balanced population to employment ratio. This would ensure opportunities are afforded by new light rail transit (LRT) and bus rapid transit (BRT) investments are capitalized.

The “but for” test establishes the need for the incentives and asks “but for the existence of X, would Y have occurred?”. This test applies to the downtown, i.e., but for any type of incentive, major office development will likely not occur in the downtown.



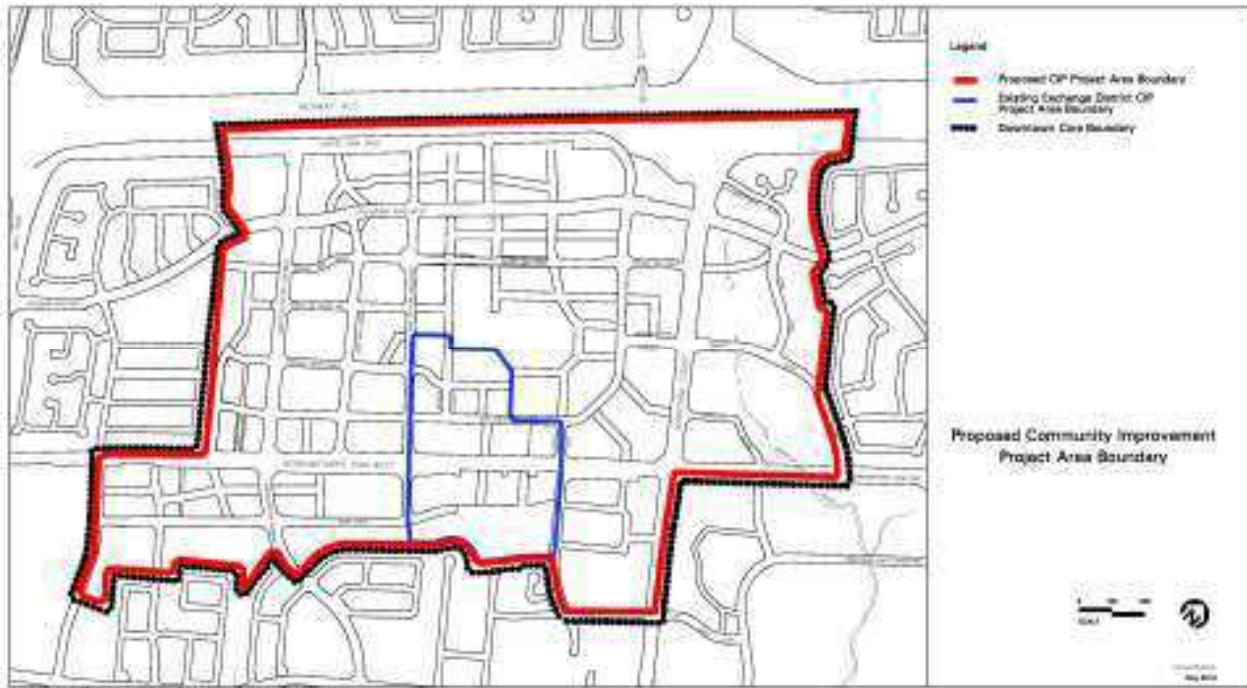


Figure 1: Proposed Community Improvement Project Area for the Downtown Core.

## 5.0 LEGISLATIVE AUTHORITY

### 5.1 *Municipal Act*

Section 106(1) of the *Municipal Act*, 2001, c.M.45 prohibits municipalities from assisting, either directly or indirectly, any manufacturing business or other industrial or commercial enterprise through the granting of bonuses for that purpose. However, an exception is made in Section 106(3) of the *Municipal Act*, 2001, for municipalities exercising powers under Section 28(6) or (7) of the *Planning Act*. Section 28 of the *Planning Act* allows municipalities with community improvement policy provisions in their Official Plans, to designate by by-law a “community improvement project area”. Once designated, a municipality may prepare a “Community Improvement Plan” which may provide either

direct or indirect financial assistance to businesses in the designated area.

### 5.2 *Planning Act*

According to Section 28(1) of the *Planning Act*, a “community improvement project area” is defined as “a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason.”

For the purposes of carrying out a CIP, a municipality may engage in the following activities within the community improvement project area:

- acquire, hold, clear, grade or otherwise prepare land for community improvement (Section 28(3));

- construct, repair, rehabilitate or improve buildings on land acquired or held by it in conformity with the community improvement plan (Section 28(6));
- sell, lease or otherwise dispose of any land acquired or held by it in conformity with the community improvement plan (Section 28(6)); and,
- make grants or loans to registered owners, assessed owners and tenants of lands and buildings within the community improvement project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the cost of rehabilitating such lands and buildings in conformity with the community improvement plan (Section 28(7)).

## 6.0 THE DOWNTOWN COMMUNITY IMPROVEMENT PLAN

### 6.1 Goals

The key goal of the CIP is to attract major office development, which in turn creates employment.

Attracting additional employment to the downtown will help balance growth and create an active, vibrant environment that:

- a. provides a lively, pedestrian and transit-oriented urban place that is a model, catalyst and attractor for on-going investment in the downtown;
- b. supports existing and planned transit infrastructure; and
- c. supports arts, culture, recreation activities, institutions, entertainment and other employment uses.

### 6.2 Objective

The objective of the Downtown CIP is to stimulate private sector investment through grant programs aimed at reducing development costs.

## 7.0 INCENTIVE PROGRAMS/TOOLBOX

### 7.1 The “Toolbox” Approach

The approach with the Downtown CIP is to enable a “toolbox” of incentives that can be used to attract office development by providing incentives to offset the high cost of parking in the downtown, subject to budget and program approval of Council or its delegate. A list of programs that are enabled as part of this CIP are set out below.

Once the CIP is adopted, some or all of the incentive programs in the toolbox may be activated subject to a case-by-case feasibility and financial assessment of each proposal's impact on the budget, staff evaluation, recommendation and approval.

No upfront seed money is allocated in conjunction with this Plan and the details of each program (commitment of funding, budget allocation, time limits, changes, termination, forms and instructions) are to be secured through a formal and legally binding agreement.

### 7.2 Financial Incentive Programs

This CIP toolbox includes the following potential incentives.



### 7.2.1 Tax Increment Equivalent Grant (TIEG)

**Intent:** To promote office development by removing the financial disincentive associated with increased property taxes related to this type of development.

**Description:** A Tax Increment Equivalent Grant (TIEG) is a financial incentive to improve or redevelop property. It is provided in the form of a grant equivalent to a portion of the increase in the municipal property taxes directly attributable to a development/improvement. After the development has been constructed, the City provides a grant to the property owner on an annual basis for an agreed upon term. Such grant programs often diminish in scale over their duration.

For example, the duration of the grant might be ten years. At year one, the value of the grant is equivalent to 100% of the increase in municipal property taxes due to the improvement/development. At year two, the value drops to 90% of the increase and continues to drop 10% a year until the last year of the grant program.

**Funding:** Property tax

**Implementation:** Detailed implementation including but not limited to incentive limitations, duration, funding and financial and other conditions will be determined through a formal program agreement.

### 7.2.2 Development Processing Fees Rebate

**Intent:** To improve the feasibility of developing office uses in the downtown by rebating the development application and building permit fees paid for this type of proposal.

**Description:** For appropriate development projects, a one-time rebate may be offered equivalent to the municipal planning application fees related to:

- official plan amendments;
- rezonings;
- minor variances and consents;
- site plans, site plan amendments; and
- plans of subdivision.

**Funding:** Limited to application fees charged by the City and pro-rated to apply to the office development only.

**Implementation:** Detailed implementation including but not limited to incentive limitations, duration, funding and financial and other conditions will be determined through a formal program agreement.

### 7.2.3 Municipally Funded Parking Program

**Intent:** To provide parking at reduced cost to the office developer.

**Description:** As a means of stimulating new office building development, the City may build and own a municipal stand-alone parking facility. The City may offer a below market-value rate for the rental or lease of the parking.

Alternatively, the City may co-locate a portion of municipally owned parking within a private office building development. The City would retain ownership of the facility/spaces for the long term.

**Funding:** Limited to capital budget approval by Council.

**Implementation:** Detailed implementation including, but not limited to, leasing rate, incentive limitations, duration, funding and financial and other conditions will be

determined through a formal program agreement with the developer subject to approval by Council.

### 7.2.4 Municipal Property Acquisition and Disposition

**Intent:** To provide land at an affordable price for developments that includes office.

**Description:** The City may acquire key properties for the purposes of redeveloping them for major office buildings. The City may issue requests for proposals (RFPs) for private development of key municipal properties and/or participate in public-private partnerships (P3s) for development that achieves the objectives of the CIP. Additionally, the City may elect to dispose of City-owned lands for the purpose of attracting new major office building development.

**Funding:** Limited to capital budget approval by Council.

**Implementation:** Detailed implementation would be determined at the time of land acquisition or disposition.

The community improvement strategies referenced above describe incentives for private sector development. The details and structuring of incentive packages will be prepared on a case-by-case basis subject to the approval of Council.

## 7.3 Guiding CIP Principles

The program is designed to assist proponents who complete projects rather than those who speculate on the granting of development approvals (such as rezoning applications) only to enhance land use or density permissions.

Individual programs may not be activated or may be terminated based on Council decision or its delegate.

The level of incentive available to successful proponents is based on many factors including the following: location within the Community Improvement Project Area, type of development, quality of the proposal, public benefit, and alignment with the strategic priorities of the City.

Incentives will not be granted to office uses that are considered accessory to another use.

## 7.4 General Eligibility Criteria

The general eligibility criteria for participation in one or more of the Downtown CIP programs is as follows:

- a. only lands situated within the Downtown Community Improvement Project Area as outlined in Figure 1 are eligible;
- b. only new construction or the adaptive reuse of existing office buildings, where the payment of increased property taxes would apply, are eligible;
- c. only buildings with a minimum height of three storeys are eligible;
- d. a minimum of 5,000 m<sup>2</sup> (50,000 sq. ft.) is required to be eligible;
- e. only the office portion of a mixed-use development is eligible;
- f. Transportation Demand Management (TDM) measures must be included;
- g. applicants with outstanding appeals to Mississauga Official Plan policies or amendments to the Downtown Core, Zoning By-law #0225-2007 and/or Interim Control By-laws # 0046-

2011/0036-2012; or Downtown Core Built Form Standards, for the subject property, are ineligible; and

- h. only projects which conform to the policies under regulations referenced above in “g” are eligible.

## 8.0 IMPLEMENTATION

### 8.1 Activation

The Plan shall come into effect the day after the approval of the adopting by-law (and the expiration of the appeal period).

### 8.2 Administration Process

The Downtown CIP will be administered by the Planning and Building Department according to the details outlined in the City of Mississauga Corporate Policies and Procedures, as approved by Council.

### 8.3 Amending Policies

A formal amendment to this Community Improvement Plan is required in the following circumstances:

- changes to the Downtown Community Improvement Plan boundary;
- the addition of grant, loan and incentive programs, not referred to in the Downtown Community Improvement Plan; and
- other major revisions.

The deletion, by Council of any program referred to in the Downtown Community Improvement Plan shall not require an amendment to the Plan. Amendments are subject to the provisions of the *Planning Act* with respect to notice, public involvement and appeal provisions.

### 8.4 Marketing the CIP

Marketing of the Downtown CIP after it has been approved may be promoted through a number of means including but not limited to:

- Website and newspaper advertisement;
- Program notice distribution to all eligible properties;
- Municipal solicitation for expressions of interest in the tool box incentives;
- Meetings with key stakeholders, including property owners, BILD and other interest groups.

### 8.5 Monitoring the Plan

Monitoring of the CIP, program participation and performance will be conducted by the Planning and Building Department annually to provide the basis for decisions regarding program design and funding. Potential monitoring items and metrics include tax assessment totals and contribution to the City's total tax base, office vacancy rates, and value of building permits issued.