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08 DOW d a/ O-8385

<b>TO:</b>	<b>CHAIR AND MEMBERS – PLANNING &amp; ENVIRONMENT COMMITTEE</b>
<b>FROM:</b>	<b>JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>
<b>SUBJECT:</b>	<b>OUR MOVE FORWARD: LONDON’S DOWNTOWN PLAN  MEETING ON Monday, March 2, 2015</b>
<b>RECOMMENDATION</b>	

That, on the recommendation of the Managing Director, Planning and City Planner, and in response to the Council resolution of February 9, 2015, the following actions be taken with respect to Our Move Forward: London’s Downtown Plan:

- (a) Our Move Forward: London’s Downtown Plan **BE ENDORSED** as Municipal Council’s strategy for future public and private investment in London’s Downtown; and,
- (b) The proposed by-law attached hereto as Appendix A **BE INTRODUCED** at the Municipal Council meeting on March 10, 2015 to amend the Official Plan for the City of London Section 19.2.2 ii) (Secondary Plans and Guideline Documents/Guideline Documents) by adding Our Move Forward: London’s Downtown Plan.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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1. Downtown Master Plan – Preliminary Identification of Issues and Draft Terms of Reference
2. Downtown Master Plan - Identification of Issues and Terms of Reference
3. Downtown Master Plan - Progress on Downtown Vision and Status Report on the Downtown Master Plan Process
4. Downtown Vision/Downtown Master Plan Background Study/Downtown Heritage Conservation Plan Study/Draft New Ideas, Options, Recommendations and Implementation Report
5. Final Downtown Vision
7. Final Downtown Heritage Conservation District Background Study
8. Final Downtown Heritage Conservation District Plan
10. Draft Downtown Master Plan to PEC
11. Our Move Forward: London’s Downtown Plan and cover report to PEC

<b>PURPOSE AND EFFECT OF RECOMMENDED ACTION</b>
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Our Move Forward: London’s Downtown Plan is a public investment strategy for Downtown over the next 20 years and is intended to encourage more private investment much like the Millennium Plan did in 1998. The Plan is recommended to be added as a guideline document to the City’s Official Plan.

Agenda Item #	Page #

08 DOW d a/ O-8385

<b>BACKGROUND</b>
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On June 25, 2013 Municipal Council resolved:

19. *That, on the recommendation of the Managing Director, Planning and City Planner, the following actions be taken with respect to the Downtown Master Plan:*

- a) *the staff report, dated June 18, 2013, relating to the Downtown Master Plan **BE CIRCULATED** for public review and comment; it being noted that a public participation meeting to adopt the Downtown Master Plan, as may be revised following the public consultation process, will be presented at a future public participation meeting of the Planning and Environment Committee; and,*
- b) *the Civic Administration **BE DIRECTED** to report back to a future meeting of the Planning and Environment Committee regarding the implementation strategy for the Downtown Master Plan, including an identification of projects that are currently identified and funded or currently identified and planned to be funded in future budgets, and those projects that will require funding through future budget deliberations;...*

A public meeting was held February 2, 2015 at Planning and Environment Committee (PEC) to discuss the Plan and associated cover report. The Committee heard public comments on the Plan and the Plan and report were submitted to Council on February 9, 2015 and they resolved:

10. *I hereby certify that the Municipal Council, at its session held on February 9, 2015 referred the matter of Our Move Forward: London's Downtown Plan back to staff to undertake wording and graphics refinements. (2015-D08) (AS AMENDED) (10/4/PEC).*

At the public meeting at PEC on February 2, 2015 some Downtown landowners raised some concerns about the specificity and graphics used on Transformational Project 9 – City Gateway (pg. 57) in the Plan and asked that Planning staff make revisions. In response to these concerns Council referred the entire document back for review

**The Changes**

In response to Council's direction Planning staff changed the text and graphics, including the captions, on page 57 (Transformational Project 9 – City Gateway) to reflect that this project can be achieved in a number of ways and is not constrained by the conceptual rendering previously shown. Images and captions on page 38 were also changed to reflect this direction. As a result of changes made to page 38, an image and accompanying caption was changed on page 44 to better represent the associated text. These changes are intended to make the statements more generic and not specific.

**Guideline Documents**

In the previous report a distinction was made between secondary plans and guideline documents. Guideline documents assist in the implementation of Official Plan policies by providing more detailed guidance in the review of development applications. They also express, in a more detailed way, Council's desires for public sector investments and development. Guideline documents do not form part of the Official Plan in the way that Secondary Plans do.

Guideline documents are adopted by resolution of Council. It is important to note that Council may allow a reduction, change, or waiver of the provisions of a guideline document if it is of the opinion that such action is warranted and that the general intent of the Official Plan will be maintained.

Currently in the Official Plan there are 43 guideline documents listed in Section 19.2.2 ii).

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<b>CONCLUSION</b>
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The purpose of Our Move Forward: London's Downtown Plan is to set the context for future public and private sector investment in our Downtown, enhance the Downtown image and encourage people to live and invest in our City. We have seen great success stemming from the last Downtown Plan – the Downtown Millennium Plan prepared in 1998, over 15 years ago. In this way, Our Move Forward: London's Downtown Plan, serves to support Council's efforts to create economic prosperity in London.

The Plan brings together the recent plans, proposals, strategies and projects that will shape the Downtown for years to come. This Plan is being recommended to serve as a guideline document which will function as the "go to" document for decision-making on both public and private projects in the Downtown for the next 20 years.

<b>PREPARED BY:</b>	<b>SUBMITTED BY:</b>
<b>W.J. CHARLES PARKER M.A. SENIOR PLANNER – URBAN REGENERATION</b>	<b>JIM YANCHULA MCIP RPP MANAGER – URBAN REGENERATION</b>
<b>RECOMMENDED BY:</b>	
<b>JOHN M. FLEMING MCIP,RPP MANAGING DIRECTOR – PLANNING AND CITY PLANNER</b>	
<b>RECOMMENDED BY:</b>	
<b>JOHN BRAAM MANAGING DIRECTOR AND CITY ENGINEER – ENVIRONMENTAL AND ENGINEERING SERVICES</b>	

February 19, 2015

Agenda Item #	Page #

**08 DOW d a/ O-8385**

**Appendix "A"**

Bill No. (number to be inserted by Clerk's Office)  
2015

By-law No. C.P.-1284-\_\_\_\_\_

A by-law to amend the Official Plan for the City of London, 1989 relating to the Our Move Forward: London's Downtown Plan.

The Municipal Council of The Corporation of the City of London enacts as follows:

1. Amendment No. (to be inserted by Clerk's Office) to the Official Plan for the City of London Planning Area – 1989, as contained in the text attached hereto and forming part of this by-law, is adopted.
2. This by-law shall come into effect in accordance with subsection 17(38) of the *Planning Act, R.S.O. 1990, c.P.13*.

PASSED in Open Council on March 10, 2015.

Matt Brown  
Mayor

Catharine Saunders  
City Clerk

First Reading – March 10, 2015  
Second Reading – March 10, 2015  
Third Reading – March 10, 2015

Agenda Item #	Page #

**08 DOW d a/ O-8385**

**AMENDMENT NO.**  
**to the**  
**OFFICIAL PLAN FOR THE CITY OF LONDON**

**A. PURPOSE OF THIS AMENDMENT**

The purpose of this Amendment is:

1. To amend policy Section 19.2.2 of the Official Plan for the City of London to add reference to a new guideline document.

**B. LOCATION OF THIS AMENDMENT**

1. This Amendment applies to lands located within the boundaries of Downtown in the City of London as defined by the Official Plan.

**C. BASIS OF THE AMENDMENT**

The purpose of Our Move Forward: London’s Downtown Plan is to set the context for public and private sector investment in our Downtown and to enhance a successful Downtown image that will encourage people to live and invest in our City, to support Council’s efforts to create economic prosperity in London.

Overall, the Plan provides a vision of how new public and private investments in the Downtown at strategic locations can be implemented to deliver a strong and vital Downtown and provide the “anchors” for further Downtown revitalization. This Plan focuses on many of the public investments within the civic realm that would knit, or connect these potential development sites together.

**D. THE AMENDMENT**

The Official Plan for the City of London is hereby amended as follows:

1. Section 19.2.2 ii) (Secondary Plans and Guideline Documents/Guideline Documents) of the Official Plan for the City of London is amended by adding the following:

(\_) Our Move Forward: London’s Downtown Plan.

Agenda Item #

Page #

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**File No.  
Planner:**