

BUDGET COMMITTEE - APRIL 17, 2007

KLEINBURG ECONOMIC DEVELOPMENT STRATEGY

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Commissioner of Finance and Corporate Services and with the Director, Economic Development recommends:

1. That Budget Committee receives this report, and
2. That staff prepare the terms of reference for the Kleinburg Economic Development Strategy Study and report back to Council and
3. That funding in the amount of \$90,000 be added to the 2007 draft capital budget for consideration to proceed with the Kleinburg Economic Development Strategy Study and
4. That the source of funding for this project be taxation.

Economic Impact

The economic impact associated with this request for a Kleinburg Economic Development Strategy will not exceed \$90,000. These funds should be included in the 2007 capital budget for consideration.

Communications Plan

The City of Vaughan will solicit Proposals from Proponents who have the necessary qualifications and experience to provide services described outlined in an RFP with accompanying Terms of Reference for a Kleinburg Economic Development Strategy Study.

Purpose

The purpose of this report is to request funding that will allow Economic Development Department to undertake a Kleinburg Economic Development Strategy Study to ensure the long term economic viability of the "Main Street Commercial" and "Core Area" of Kleinburg.

Background - Analysis and Options

The "downtown" or 'main street' areas are the heart and soul of communities. They represent the origins of the community and the ongoing expression of local community development and public life. The "downtown" or 'Main Street' areas are rich in architectural heritage and are usually the first place our forefathers sought to live, shop, celebrate, worship and entertain.

However, downtowns have gone through profound economic changes in recent decades due to shifts in shopping and purchasing patterns. As well, businesses have resisted change when the market changed and the "downtown" or "main street" may no longer be seen as the destination for shopping, dining, entertainment or every day needs.

Based on findings of the Kleinburg-Nashville Heritage Conservation District Study and Plan and the Kleinburg Core Area Study, OPA 633 more clearly defines policies related to appropriate land use designations, permitted uses, development standards and the scale and massing of buildings for the "Main Street Commercial" and "Core Area" of Kleinburg.

The very successful “Main Street Approach” to Revitalization used in small Canadian and American towns involve four key elements: Community engagement and collaboration; physical design, enhance build and natural environment; marketing and communications and economic development.

Economic Development Department is presently researching opportunities with OMAFRA with respect to their “Main Street” revitalization programs survey and data analysis services with respect to the Kleinburg Economic Strategy.

The City of Vaughan Economic Development Department will engage professionals to research and develop a strategy which will create a vibrant, commercial main street and core area in Kleinburg through the attraction, retention and development and promotion of business as per uses outlined in OPA 633. This strategy will detail the appropriate business & residential mix to make Kleinburg an even better place to live and shop and to provide a premier visitor experience.

Relationship to Vaughan Vision 2007

The Kleinburg Economic Strategy is consistent with Vaughan Vision 2007 as it will provides for effective strategies to strengthen the City’s diversified economic base through business retention and expansion, increased economic activity by residents and visitors, encourage the preservation of significant heritage structures and communities and develop service levels that are affordable and sustainable for residents of Vaughan

Regional Implications

The Kleinburg Economic Study will provide strategies to optimize the business mix, business retention and business expansion in Kleinburg given the permitted uses in the “Main Street Commercial” and “Core Area” designations. Main Street Revitalization has occurred in Markham and Unionville and a similar revitalization in Kleinburg will create a third key “Main Street” to strengthen the Region’s position as a destination for visitors and residents alike.

Conclusion

OPA 633 not only clearly defines permitted uses in the “Main Street Commercial” and “Core Area” designations in Kleinburg but directs the Economic Development Department to undertake an Economic Development Strategy for Kleinburg. This Strategy will help establish a vision for future development, define the business/residential mix that will enhance local service delivery, instill a sense of belonging for residents, stimulate the local economy, enrich the local social and cultural life and draw visitors to the vibrant community of Kleinburg—a destination of choice.

Attachments

OPA 633 APPENDIX 1 Item 3 a

Report prepared by:

Noreen Cartwright, Manager of Tourism

Respectfully submitted,

Frank Miele
Commissioner
Economic/Technology Development
and Communications

Emilia Valentini,
Director
Economic Development

the provisions of this Plan or the Kleinburg-Nashville Heritage Conservation District Study and Plan, and any study, plan or regulation that may be undertaken in the future provided that it is adopted by Council.

- b) a preliminary site plan including:
 - i) preliminary building architectural elevations;
 - ii) relationship to adjacent buildings;
 - iii) relationship of the proposed development to the street;
 - iv) facilities for public sidewalks and pedestrian amenities along the street or to adjacent parks or open space areas;
 - v) residential amenities for any residential units which may be proposed;
- c) The following supplemental items may be required:
 - i) a traffic and parking report establishing the requirements of the proposed development and the adequacy of the proposed facilities;
 - ii) a vegetation report identifying any significant vegetation on site and how it is to be protected and integrated into the proposed development;
 - iii) an environmental/open space report identifying how the site is to be integrated with any adjacent open space or valley land;
 - iv) a preliminary report, prepared by a qualified heritage architect with respect to architectural design features and consistency with adjacent development, with particular regard to the Kleinburg-Nashville Heritage Conservation District Study and Plan."

VI. IMPLEMENTATION

It is intended that the policies of the Official Plan of the Vaughan Planning Area pertaining to the subject lands will be implemented by way of Council's enactment and approval of appropriate Zoning By-laws and Site Plan Agreements, pursuant to the Planning Act.

VII. INTERPRETATION

The provisions of the Official Plan of the Vaughan Planning Area as amended from time to time regarding the interpretation of that Plan shall apply with respect to this Amendment.

APPENDIX I

The subject lands are within the "Kleinburg Core Area" designation as identified on Schedule "A" of OPA No. 601 (Kleinburg-Nashville Community Plan), and the wider area identified as the Kleinburg-Nashville Heritage Conservation District, as adopted by By-law No. 183-2003 as amended by By-law No. 268-2003, and shown on Schedules "1" and "4" of this Amendment. These lands are described as Part lots 23 to 25, Concession 8, and Part Lots 23 to 25, Concession 9, City of Vaughan.

The purpose of this Amendment is to implement the recommendations from the Kleinburg Core Area Policy review.

On May 8, 2006 Council considered an application to amend the Official Plan and resolved the following:

1. THAT Official Plan Amendment File OP.06.004 (Kleinburg Core Area Policy Review) BE APPROVED as follows:
 - a) That the implementing Official Plan Amendment:
 - i) amend Schedule "A" and add a Schedule "A1" to OPA No. 601 to redesignate the lands shown on Attachment 3 to this report from "Kleinburg Core Area" to "Mainstreet Commercial";
 - ii) incorporate new policies for the "Mainstreet Commercial" designation, including policies with respect to appropriate scale, massing and built form, and permitted uses;
 - iii) incorporate revised policies with respect to permitted uses within the "Kleinburg Core Area" designation;
 - iv) add Schedule "B" to OPA No. 601, to identify the boundary of the Kleinburg-Nashville Heritage Conservation District as shown on Attachment 4 to this report;
 - v) incorporate recommendations and policies contained in the Kleinburg-Nashville Heritage Conservation District Study and Plan;
 - vi) incorporate policies related to Section 40 of the Planning Act (Cash-in-lieu of Parking), which will address agreement(s) exempting owners from the requirement to provide parking, within the "Mainstreet Commercial" designation.
2. THAT Zoning By-law Amendment File Z.06.012 (Kleinburg Core Area Policy Review) BE APPROVED as follows:
 - a) That the implementing Zoning By-law:
 - i) rezone lands from C1 Restricted Commercial Zone, C3 Local Commercial Zone, C6 Highway Commercial Zone, and R1 Residential Zone to C11 Mainstreet Commercial Zone, as shown on Attachment 5 to this report;
 - ii) Incorporate the new C11 Mainstreet Commercial Zone into By-law 1-88, together with permitted uses and zone requirements, and provisions respecting undersized lots, existing buildings, access from flanking streets, location of parking areas, patios, and use of basements/cellars, as set-out in this report;
 - iii) incorporate definitions for a Bed and Breakfast Establishment, Mixed Use Development Mainstreet, and a Studio into By-law 1-88;
 - iv) establish minimum parking requirements for a Bed and Breakfast Establishment and a Studio and incorporate them into the Comprehensive Zoning By-law 1-88;
 - v) delete or revise where necessary, the site specific zoning exception paragraphs contained in By-law 1-88 for lots within the C11 Mainstreet Commercial Zone to reflect the new zone requirements and provisions.
3. THAT the following additional initiatives for Kleinburg be undertaken by the appropriate City Department(s), in consultation with the Policy Planning/Urban Design Department, and report back to Council with terms of reference and budget implications for (a), (b), (c) and (d) and recommendations for (e) and (f):
 - a) An Economic Development Strategy to be undertaken by the Economic/Technology Development Department;
 - b) A Streetscape Master Plan to be undertaken by the Development Planning Department;
 - c) A Tree Inventory/Preservation By-law to be undertaken by the Parks and Forestry Operations Department and the Development Planning Department;
 - d) A City wide review of parking standards to be undertaken by the Policy Planning / Urban Design Department;
 - e) The Cash-in-Lieu of Parking for Kleinburg report undertaken by the Policy Planning / Urban Design Department be acted upon;
 - f) A review of the Sign By-law as it relates to the Special Sign Districts (Heritage areas) is to be undertaken by a committee/task force of staff from the Building Standards, Recreation & Culture, Policy Planning / Urban Design and Development Planning Departments."