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Memo

To: Chairman and Members of the Executive Policy Committee

From: Michael Falk – Terracon Development Ltd.

CC:

Date: July 14, 2010

Re: Our Winnipeg

I am pleased to present our Company's comments relative to "Our Winnipeg".

The "Our Winnipeg" and the supportive planning documents of:

- Complete Communities
- Sustainable Transportation
- Sustainable Water and Waste
- A Sustainable Winnipeg

Are a refreshing approach allowing Winnipeg to manage the details while adhering to the master guiding document. The approach provides stability and consistency while maintaining a level of flexibility to select the best path at the time to achieve the overall goals.

To the Planning Property and Development Department, Deepak Joshi and Michelle Richards and their team - Well done!

Time is limited and I wish to focus my comments on an area that we have significant interest, that being "Compete Communities" – Employment Lands. Terracon Development Ltd. (www.terracondevelopment.com) is in the business of developing Master Planned Business Parks. Our Parks are award winning and as a Company we have been recognized as leaders in our industry.

We have been invited to provide comment and offer advice to the Our Winnipeg Team thru participation in;

- The Mayor's Summit,
- Design Charette Process, and
- Participation in a number of the background studies that were used in the preparation of "Our Winnipeg".

My comments include:

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Business Parks

Business Parks are not a "more recent trend" in employment land development. This development form has been a mainstay in North America for the past 20 plus years. Under previous administrations and leadership, Plan Winnipeg has been opposed to Mixed Use of commercial, industrial and office use. The introduction of residential use to support and promote "Live, Work and Play" communities has been an evolution of the Business Park Form.

A shining example of this is Legacy Business Park in Plano, Texas. An expansive 2,300 acres where business has flocked, employment opportunities are abundant, shopping and entertainment are available within walking distance of a variety of residential units. Legacy is perhaps the best model of mixed use development in North America.

The Administration should be "Bullish" on this concept – accept it whole heartedly and endorse it with passion. Without mixed use Business Parks, Winnipeg will not attract and retain a vibrant and dynamic work force, which according to the Cities own Employment Land Strategy this type of Employment Lands will be a key component in attracting business and employment opportunities to Winnipeg.

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New Approach to Employment Lands

The "New Approach" is invigorating. Our Winnipeg is begins to recognize that industry is changing and it appears the Plan maybe exceeding the entitlements. The permitted uses within Business Parks must be broadened to include Commercial, Industrial, Office and Residential.

From Smoke Stacks to Wireless – our zoning by-law recently was re-written, however it will need to be amended to reflect this better, more positive and established approach to land use and entitlement. For Winnipeg to grow we will need to facilitate broader uses and include residential uses in our Employment Lands.

Starting with Centre Port, the City must be a part of the Planning, Land Use and Zoning process necessary for the orderly development of these lands. To miss the opportunity to incorporate a residential component would be a shame.

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Figure o5a

I may understand the reasons why the Administration used the words Limited, Supportive & Associated but the meaning I take away is fear. Fear to step too boldly into an area we have for the past 30 years refused to go – TRUE MIXED USE.

Our zoning by-law must be reviewed and updated immediately following acceptance of the Our Winnipeg Plan, in order to quantify and substantiate the meaning of the text used in this Figure.

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Compete Communities Check List

I am not convinced that the creation of a checklist is appropriate or beneficial to citizens of Winnipeg, the planning community or the developer. The use of a check list suggests to me that, the parameters of a "good development" are fixed. If you fail to meet the preconceived criteria you will not receive support for your development. Our Winnipeg should stimulate ideas and discussion to allow professional developers the opportunity to bring forward development concepts that will make Winnipeg a better place.

A better place to Live, Work and Play.

In conclusion, Winnipeg must embrace mixed use development. The Complete Communities Initiative is a positive step towards this development form. It however, does not go far enough. Mixed Use Business Parks are not a recent trend; they are a proven commodity used throughout North America, and it is time Winnipeg recognizes and promotes a full range of uses, in the development of its employment lands.

Thank you for the opportunity to speak here today and present this material to the Executive Policy Committee.

Regards,

Michael G. Falk