Minute No. 720
Report – Executive Policy Committee – October 20, 2021

Item No. 6 **Rezoning – Downtown Transcona Planned Development Overlay 1 (PDO-1) (Transcona Ward)**
File DAZ 208/2021

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That Council enact amendments to the Winnipeg Zoning By-law No. 200/2006 by amending Section 6 of the Downtown Transcona Planned Development Overlay 1 (Schedule "M" of Zoning By-law No. 200/2006) such that the Director of Planning, Property and Development shall be the approving authority of all urban design review applications of proposed signage. (The draft amending By-law is attached as Schedule "A".)

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Executive Policy Committee – October 20, 2021

DECISION MAKING HISTORY:

Moved by His Worship Mayor Bowman,

That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On October 20, 2021, the Executive Policy Committee concurred in the recommendation of the East Kildonan-Transcona Community Committee and submitted the matter to Council.

COMMUNITY COMMITTEE RECOMMENDATION:

On September 27, the East Kildonan-Transcona Community Committee concurred in the recommendation of the Winnipeg Public Service and, via the Priority Rezoning Process, submitted its recommendation to the Executive Policy Committee.

COMMUNITY COMMITTEE RECOMMENDATION:

On September 7, 2021, the East Kildonan-Transcona Community Committee did not hear any representation on the application and adjourned the public hearing to its meeting on September 27, 2021 at 10:30 a.m. in the Council Building at 510 Main Street.

PUBLIC HEARING SUMMARY

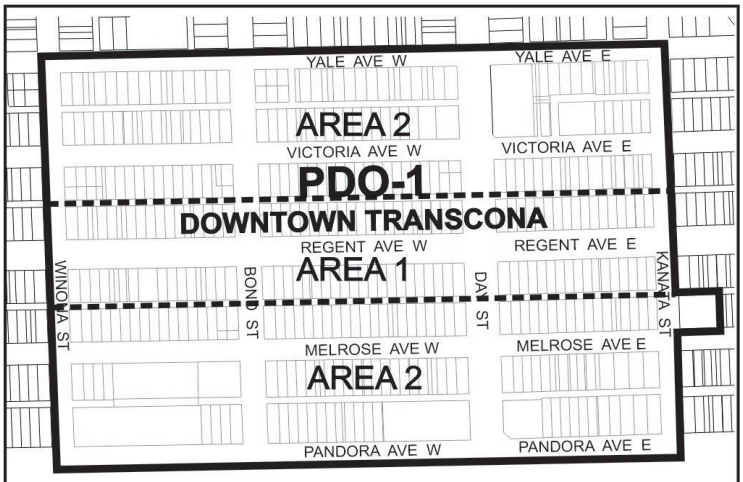
File: DAZ 208/2021

Before: East Kildonan-Transcona Community Committee
Councillor Nason, Chairperson
Councillor Browaty
Councillor Schreyer

Public Hearing: September 27, 2021
September 7, 2021
Council Building, 510 Main Street

Applicant: Planning, Property and Development Department (Glen Doney)
The City of Winnipeg
(Director of Planning, Property and Development)

Subject:



APPLICANT : City of Winnipeg, Planning, Property and Development Department (James Veitch)
FILE : DAZ 208/2021
PROPOSAL : To amend the Downtown Transcona Planned Development Overlay 1 (PDO-1 Downtown Transcona), Schedule "M" to the Winnipeg Zoning By-law No. 200/2006, by amending the design review process for proposed signage in the PDO-1 Downtown Transcona Area. **For information, phone G. Doney, Planner at 204-986-2688.**

Premises Affected: Downtown Transcona Planning Development Overlay 1 (PDO-1)

For submission to: Executive Policy Committee

Prepared by: Tamara Pomanski, Committee Clerk
East Kildonan-Transcona Community Committee

Report date: September 27, 2021

Community Committee Recommendation:

On September 27, 2021, the East Kildonan-Transcona Community Committee concurred in the recommendation of the Winnipeg Public Service and, via the Priority Rezoning Process, recommended to the Executive Policy Committee:

1. That Council enact amendments to the Winnipeg Zoning By-law No. 200/2006 by amending Section 6 of the Downtown Transcona Planned Development Overlay 1 (Schedule "M" of Zoning By-law No. 200/2006) such that the Director of Planning, Property and Development shall be the approving authority of all urban design review applications of proposed signage. (The draft amending By-law is attached as Schedule "A".)

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

The East Kildonan-Transcona Community Committee provided the following supporting reasons for its recommendation:

1. As I noted in our earlier discussion, there have been several instances where this has caused unnecessary delay and challenges with the business community within the downtown Transcona business area and it caused some stress. Coming out of Covid, we don't need that and I think this process will allow for a more streamlined way when dealing with signage and support the business community in that manner.

Exhibits Filed:

1. Application dated May 21, 2021
2. Notification of Public Hearing dated July 16, 2021
3. Report from the Urban Planning Division dated August 27, 2021
4. Communication dated September 1, 2021, from Leila Dance, Executive Director, Transcona BIZ, in support of the application.
5. Recording of Representations of the adjourned public hearing held on September 7, 2021
6. Notice of Adjournment dated September 13, 2021

REPRESENTATIONS:

In Support:

Leila Dance

In Opposition:

Nil

For Information:

Nil

For the City:

G. Doney, Senior Planner, Planning, Property and Development

Exhibit "3" referred to in File DAZ 208/2021

ADMINISTRATIVE REPORT

Title: DAZ 208/2021 – Downtown Transcona Planned Development Overlay 1

Issue: Amendment to Schedule M (Downtown Transcona Planned Development Overlay 1 of the Winnipeg Zoning By-law No. 200/2006 to designate the Director of Planning, Property and Development as the approval authority of all urban design review applications of proposed signage in Area 1 (Downtown Transcona Main Street Area).

Critical Path: East Kildonan – Transcona Community Committee → Standing Policy Committee on Property and Development, Heritage and Downtown Development → Executive Policy Committee → Council

AUTHORIZATION

Author	Department Head	CFO	CAO
G. Doney, RPP, MCIP			

RECOMMENDATIONS

1. That Council enact amendments to the Winnipeg Zoning By-law No. 200/2006 to replace subsections 6(2) and 6(3) of Schedule M (the Downtown Transcona Planned Development Overlay 1) such that the Director of Planning, Property and Development shall be the approval authority of all urban design review applications of proposed signage in Area 1 (Downtown Transcona Main Street Area) as per the attached draft amending By-law (Schedule "A").

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASONS FOR REPORT

This report is required because a proposed amendment to the Winnipeg Zoning By-law No. 200/2006 requires a public hearing. Further, by-law amendments must be approved by Council.

IMPLICATIONS OF THE RECOMMENDATIONS

If the recommendations of the Urban Planning and Design Division are concurred in, the proposed amendments can proceed, which will allow signage proposals in Area 1 (Downtown Transcona Main Street Area) to be approved more efficiently.

HISTORY

- The Downtown Transcona Planned Development Overlay 1 was adopted by By-law (No. 118/2010) on December 15, 2010.
- The Downtown Transcona PDO requires all signage proposals to be approved by the East Kildonan-Transcona Community Committee before sign permits can be issued.
- The Ward Councillor noted that this process increases the time it takes for sign permits to be issued and that it should be changed to a process that takes considerably less time (such as delegating the approving authority to the Director of Planning, Property and Development, which is the process required by the Corydon Osborne Planned Development Overlay 1).
- Therefore, on June 24, 2020, the East Kildonan-Transcona Community Committee passed the following motion:

  WHEREAS the conditions of the Downtown Transcona Planned Development Overlay 1(PDO-1) have shown to be a bureaucratic hindrance for business growth;

  AND WHEREAS in the case of businesses looking to change their store front signage they require the approval of the East Kildonan-Transcona Community Committee;

  THEREFORE BE IT RESOLVED that the Standing Policy Committee on Property and Development, Heritage and Downtown Development be requested to direct the Winnipeg Public Service to initiate the process required to consider amendments to the Downtown Transcona Planned Development Overlay 1 (PDO-1), in consultation with the area Councillor.

- On September 17, 2020, the Standing Policy Committee on Property and Development, Heritage and Downtown Development received the recommendation of the East Kildonan-Transcona Community Committee as information.
- Subsequently, the Urban Planning and Design Division submitted the application (DAZ 208/2021) that is the subject of this report.

CONSULTATION

The Councillor of the Transcona Ward (Shawn Nason) was consulted in the preparation of the draft By-law to amend the Downtown Transcona PDO.

Legal Services (as to legal issues)

OURWINNIPEG POLICY ALIGNMENT

The Key Direction of *OurWinnipeg* and *Complete Communities* applying to the Mature Communities Policy Areas, is stated in the Areas of Stability sections of these documents. It states: "*Enhance the quality, diversity, completeness and sustainability of stable neighbourhoods and expand housing options for Winnipeg's changing population*."

The Key Direction of *OurWinnipeg* applying to all of the Centres and Corridors Policy Areas states, in part:

> *Focus a significant share of growth to Centres and Corridors in a manner that… encourages a built form that supports a pedestrian-friendly environment…*

The proposed amendment would only change the approving authority of signage proposals from the East Kildonan – Transcona Community Committee to the Director of Planning, Property and Development. Signage proposals would still be reviewed for compliance with the aforementioned Key Directions of *OurWinnipeg.*

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

One of the Strategic Opportunities in the *Winnipeg Climate Action Plan* states: "*Facilitate compact, complete development and increase density*."

As stated above, the proposed amendment would only change the approving authority of signage proposals from the East Kildonan – Transcona Community Committee to the Director of Planning, Property and Development. Signage proposals would still be reviewed for compliance with the Directions and policies of *OurWinnipeg* and *Complete Communities*. Signage that complies with these Directions and policies contributes to the ongoing viability of the Downtown Transcona area.

SUBMITTED BY

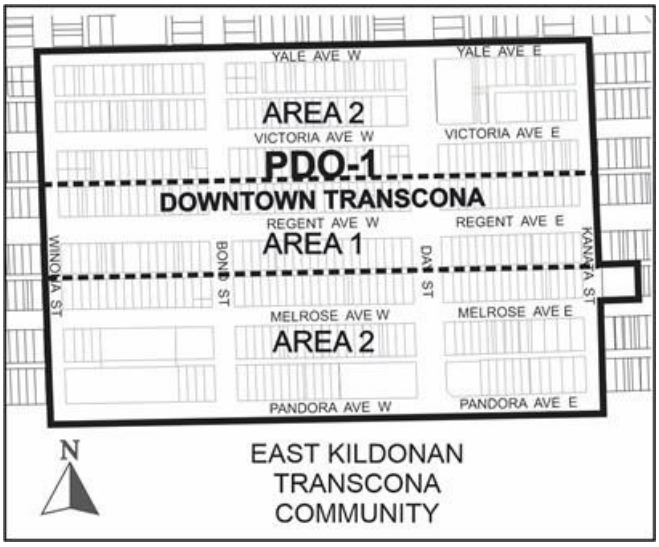
Department: Planning, Property and Development
Division: Urban Planning and Design
Prepared by: Glen Doney, RPP, MCIP
Date: August 27, 2021
File No. DAZ 208/2021

Attachments

- **Appendix "A", Planning Discussion**
- **Schedule "A", Draft Amending By-law**

APPENDIX "A", PLANNING DISCUSSION

DATE:	August 27, 2021
FILE:	**DAZ 208/2021**
COMMUNITY:	East Kildonan – Transcona
NEIGHBOURHOOD #s:	4.402 (Melrose), 4.404 (Victoria W), 4.406 (Kern Park)
SUBJECT:	Proposed Text Amendments to the Downtown Transcona Planned Development Overlay 1, to designate the Director of Planning, Property and Development as the approving authority of all urban design review applications of proposed signage.
LOCATION:	201 Melrose Avenue East and the area bounded by Winona Street, Yale Avenues West and East, Kanata Street and Pandora Avenues West and East
LEGAL DESCRIPTION:	N/A



APPLICANT: Urban Planning and Design, City of Winnipeg (James Veitch)
15 – 30 Fort Street
Winnipeg R3C 4X5

OWNERS: N/A

RECOMMENDATION: Approval

SITE DESCRIPTION

The site is the area that is subject to the Downtown Transcona Planned Development Overlay 1, which is 201 Melrose Avenue East and the area bounded by Winona Street, Yale Avenues West and East, Kanata Street and Pandora Avenues West and East. Figures 1, 2 and 3 identify this area.

This area:

- Extends into the Melrose, Victoria W and Kern Park Neighbourhoods;
- Is in the Transcona Ward;
- Encompasses a variety of residential, commercial and public uses zoned Residential, Commercial, and Parks and Recreation; and
- Is in a Mature Communities Policy Area of *OurWinnipeg* and *Complete Communities* and a Neighbourhood Mixed Use Centre of *Complete Communities.*

Figure 1, which is Map 1 of the Downtown Transcona PDO shows:

- Properties abutting Regent Avenue West or East are in the PDO's Downtown Transcona Main Street Area, which consists of Area 1 and Area 1a; and
- All other properties are in the PDO's Downtown Transcona Living Area, which consist of Area 2 and Area 2a.

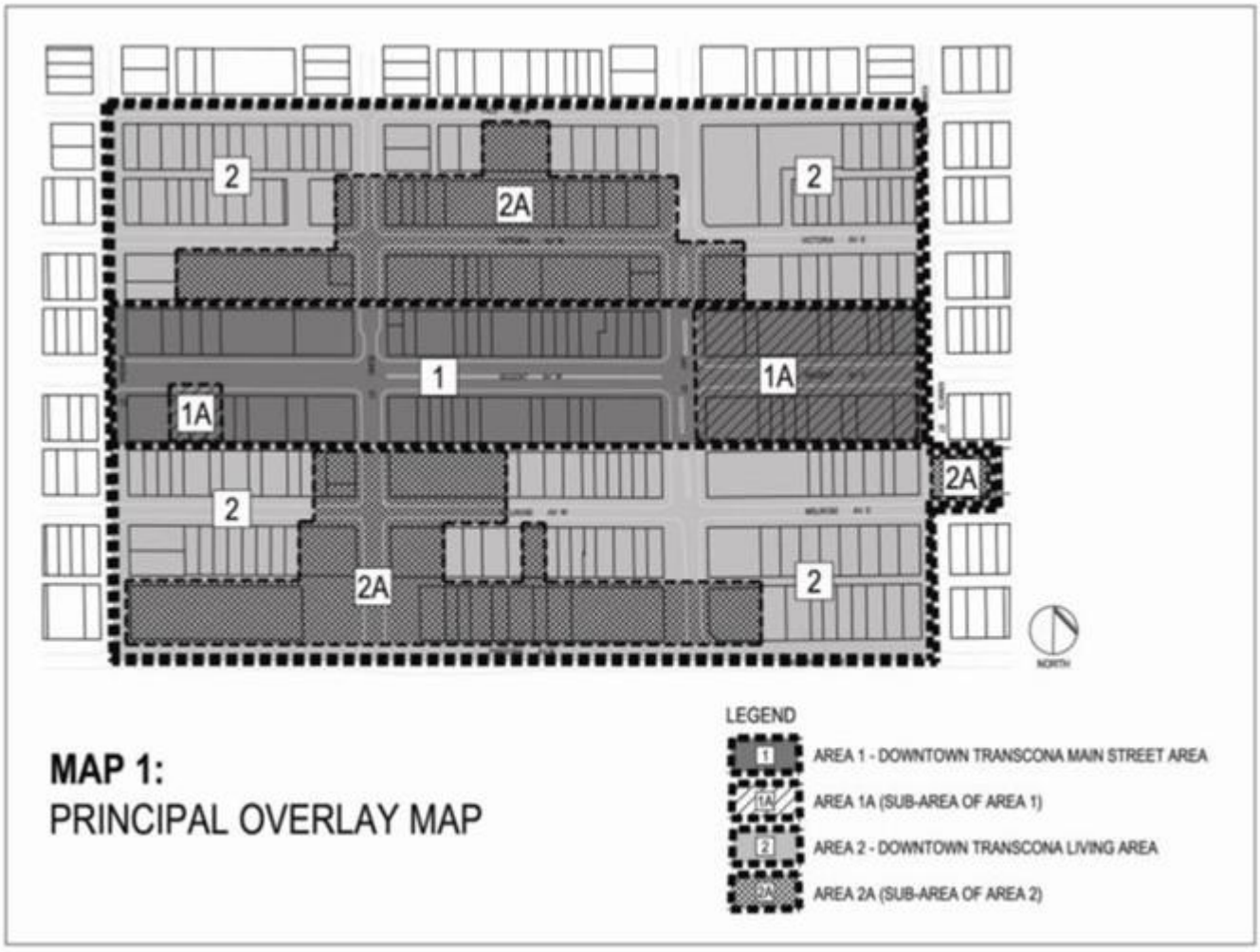


Figure 1: Downtown Transcona PDO, Map 1, Principal Overlay Map



Figure 2: 2021 Aerial Photography and Existing Assessment Parcels

SURROUNDING LAND USE AND ZONING

Figure 1 and 2 show aspects of the site context.

North: Yale Avenues West and East then properties zoned Residential, and Parks and Recreation.

South: Pandora Avenue West and East then properties zoned “M3” Manufacturing, Heavy.

East: Kanata Street and a property zoned Residential then other properties zoned Residential.

West: Winona Street then properties zoned Residential.

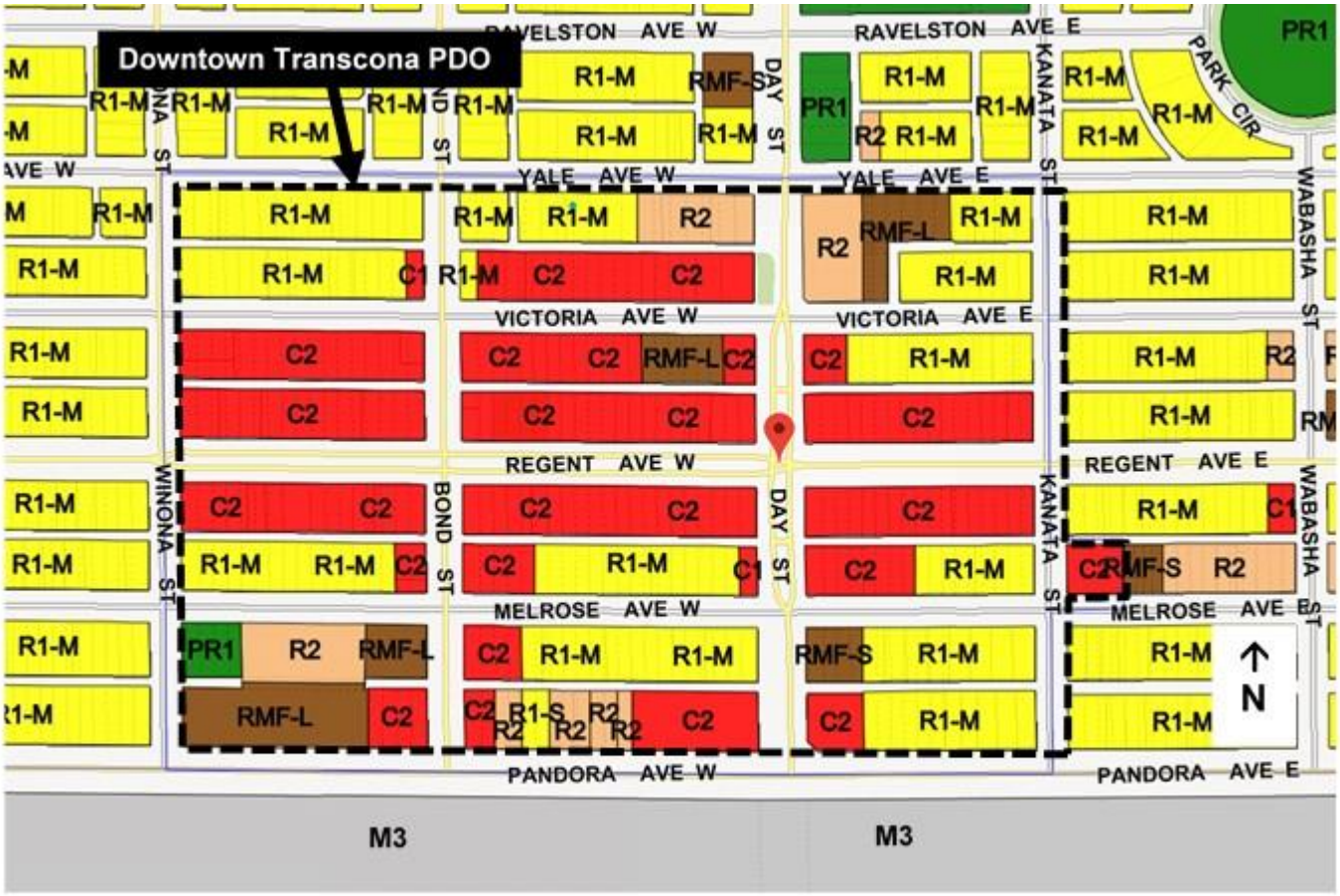


Figure 3: Existing Zoning

DESCRIPTION OF THE PROPOSED ZONING BY-LAW AMENDMENT

In consultation with the Ward Councillor (Councillor Nason), the Urban Planning and Design Division determined that the Downtown Transcona PDO should be amended such that the Director of Planning, Property and Development shall be the approving authority of all urban design review applications of proposed signage, in the entire area subject to this PDO.

This change would significantly expedite the decision-making process on signage applications that are subject to the Downtown Transcona PDO, therefore addressing the concerns expressed in the aforementioned motion that was moved by the East Kildonan-Transcona Community Committee on June 24, 2020.

In order to effect this change, the Urban Planning and Design Division proposes to amend Section 6 of the Downtown Transcona PDO by replacing clauses (2) and (3) as follows (new text in bold):

Additional Design Standards

6. This section applies to all areas of the PDO 1 Downtown Transcona overlay district.

Design Review

(1) Except as otherwise provided in this section, all development, redevelopment, expansion, demolition, signage, or exterior alteration visible from public rights of way is subject to urban design review and must be approved by the East Kildonan-Transcona Community Committee or the Director, as provided in this section, prior to commencement.

(2) The East Kildonan-Transcona Community Committee shall make decisions on:

*(a) all urban design review applications in Area 1 (Downtown Transcona Main Street Area~~);~~ ~~and~~ **except urban design review applications for signage; and***

*(b) urban design review applications for new construction **or** expansion,~~ or signage~~ in Area 2 (Downtown Transcona Living Area).*

*~~(3)~~ The Direction shall make decisions on**:** ~~all other urban design review applications in Area 2 (Downtown Transcona Living Area).~~*

(a) Urban design review applications in Area 1 (Downtown Transcona Main Street Area that are for signage; and

(b) All urban design review applications in Area 2 (Downtown Transcona Living Area) except urban design review applications for new construction or expansion.

ANALYSIS AND ISSUES

OURWINNIPEG AND COMPLETE COMMUNITIES

OurWinnipeg is the City's development plan and *Complete Communities* is a "Direction Strategy" of *OurWinnipeg* that provides additional directions and policies on land use and development in the city.

The Key Direction of *OurWinnipeg* and *Complete Communities* applying to the Mature Communities Policy Areas, is stated in the Areas of Stability sections of these documents. It states: "*Enhance the quality, diversity, completeness and sustainability of stable neighbourhoods and expand housing options for Winnipeg's changing population*."

Section 04 of *Complete Communities* pertains to the Areas of Stability policy area. The policies under Direction 1 of Section 04 that pertain to the proposal are stated below:

Support low to moderate change in low-density neighbourhoods through development and redevelopment that is complementary to the existing scale, character and built form.

Promote the form of buildings and spaces that are sensitive to the community context and address the transition between new and existing developments.

Promote a quality public realm with a high level of accessibility to community services and amenities and opportunities for gathering and social interaction.

The Key Direction of *OurWinnipeg* and *Complete Communities* applying to all of the Centres and Corridors Policy Areas states, in part:

Focus a significant share of growth to Centres and Corridors in a manner that… encourages a built form that supports a pedestrian-friendly environment…

Complete Communities also contains the following policy that applies to Neighbourhood Mixed Use Centres:

Work with local neighbourhood stakeholders to determine local goals, objectives and boundaries for each Neighbourhood Mixed Use Centre and to determine the most appropriate planning tools suited to meeting local goals and objectives.

The proposed amendment would only change the approving authority of signage proposals from the East Kildonan – Transcona Community Committee to the Director of Planning, Property and Development. Signage proposals would still be reviewed for compliance with the aforementioned Key Directions and policies.

This change would reduce the signage review process from a few weeks to less than one week, on average, which would benefit the local businesses located in the Downtown Transcona PDO area.

REASONS FOR THE RECOMMENDATIONS

As described above, the proposed zoning by-law amendment complies with *OurWinnipeg* and *Complete Communities.* Therefore, the Urban Planning and Design Division recommends approval of DAZ 208/2021.

This Report Submitted by:
Planning, Property and Development Department
Planning and Land Use Division

Report Prepared by:
Glen Doney
PPD File # DAZ 208/2021

Schedule “A”, Draft Amending By-law

THE CITY OF WINNIPEG

BY-LAW NO. /2021

A By-law of The City of Winnipeg to amend Winnipeg Zoning By-law No. 200/2006 to designate the Director of Planning, Property and Development as the approval authority of urban design review applications for signage in Schedule M, the Downtown Transcona Planned Development Overlay 1 (PDO-1 Downtown Transcona).

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Winnipeg Zoning By-law amended

1 The Winnipeg Zoning By-law No. 200/2006 is amended by this By-law.

Subsections 6(2) and 6(3) of Schedule M replaced

2 Subsections 6(2) and 6(3) of Schedule M are replaced with the following:

(2) The East Kildonan-Transcona Community Committee shall make decisions on:

(a) all urban design review applications in Area 1 (Downtown Transcona Main Street Area) except those urban design review applications for signage; and

(b) urban design review applications for new construction or expansion in Area 2 (Downtown Transcona Living Area).

(3) The Director shall make decisions on:

(a) urban design review applications in Area 1 (Downtown Transcona Main Street Area) that are for signage; and

(b) all urban design review applications in Area 2 (Downtown Transcona Living Area) except those urban design review applications for new construction or expansion.

DRAFT

By-law No. /2021 2

RECEIVED FIRST READING this day of , 2021.

RECEIVED SECOND READING this day of , 2021.

RECEIVED THIRD READING this day of , 2021.

DONE AND PASSED, this day of , 2021.

Mayor

City Clerk

Approved as to content:

Director of Planning, Property
and Development

Legally Reviewed and Certified as to Form:

for Director of Legal Services and
City Solicitor

DRAFT