

# Maggies Place Development Plan Project

## Information Package

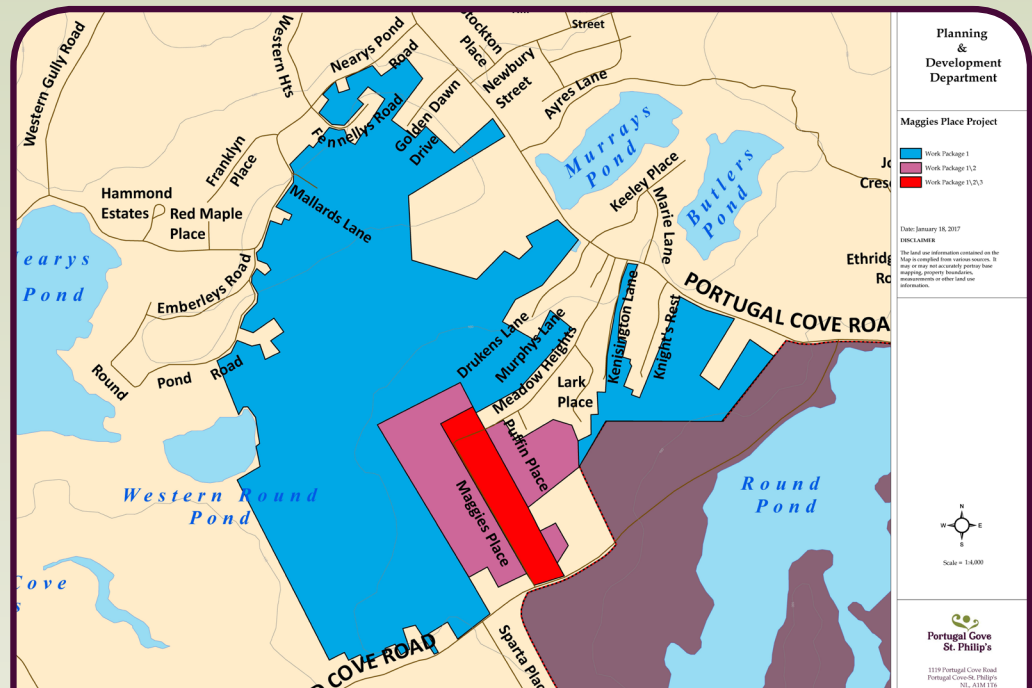
This package is meant to give a better understanding of the project and the next steps. It will address the issues and questions raised at the first two meetings that launched the project. For further information please visit [pcsp.ca](http://pcsp.ca). We have a special page dedicated to the project as a source of all information during the planning process.

## The Project

Primarily the project is a comprehensive development plan for a large area located northwest of the intersection of Portugal Cove Road and Old Broad Cove Road. Although referred to generally as, the Maggies Place Development Plan, the project area is much larger than that road and the Towns 14 acre property attached to it. The majority of the project takes in a large number of private lands currently restricted to development, due to agriculture zoning and lack of services.

Council purchased land in this area to construct a new Town Depot. As a result, water and sewer services will now be brought into the area. Due to new servicing infrastructure and the commitment by Council to review the zoning of the area for the landowners, it was determined that a comprehensive plan, with a heavy emphasis on input from residents and landowners, would provide the best foundation for a plan that meets the needs of the Town and its residents.

Due to the scope of work there are three work packages connected to three overlapping pieces of land in the area. Each work package will have a different level of planning detail and deliverables as seen here (with revised timelines):



### PACKAGE 1 – FOR BLUE AREA IN MAP

- Public Engagement
- Establish a context for Maggies Place Area Development
- Propose zoning, future land use and street network for entire area
- Determine road classifications and entry points
- Identify areas to be preserved from development
- Go/No Go decision to proceed to work package 2 – Completed April 18<sup>th</sup>

### PACKAGE 2 - FOR PURPLE AREA IN MAP

- Public Engagement
- Define Neighborhood Context
- Complete Valuation/Cost Benefit Study
- Implementation Plan, Costing and Return on Investment
- Develop Schematic Design
- Go/No Go decision to proceed with work package 3 – Completed August 8<sup>th</sup>

### PACKAGE 3 – FOR RED AREA IN MAP

- Prepare RFP for Town owned land
- Advertise to development community
- Review proposals and make recommendations to Town
- Go/No Go Decision to award contract – Completed September 18<sup>th</sup>

# Issues and Answers

## IMPORTANCE OF COMPREHENSIVE PLANNING

Municipalities share the responsibility of municipal planning for their respective communities as a part of the Urban and Rural Planning Act. This includes zoning of lands, developing regulations and enforcing them. These responsibilities impact all residents. To ensure they are fairly done and benefit the community today and into the future, the Town focuses on smart planning, based on thorough analysis and resident engagement, which creates the best foundation for making these decisions. This project represents one of the most effective smart planning tools called a “Comprehensive Development Area” or CDA. The outcome will be a comprehensive plan for the area that identifies road networks, zoning and recommendations for development opportunities. It will also give the rationale to the private land owners and developers to adhere to this plan to maximize its use and value. This type of planning can ensure that the town is proactive in considering the best use of lands, the impact of development on the town both financially and on residents’ quality of life.

### BENEFITS OF COMPREHENSIVE PLANNING

- Protects valuable resources, like environment, green space and agriculture lands
- Balances private interests with public needs and demands
- Through public engagement creates a collaborative vision for the area and community
- Mitigates future development related issues like transportation or water and sewer
- Maximizes the value of the land and use of public infrastructure
- Gives rationale for amenities like trails, commercial development, different housing types, pedestrian safety and more

### QUESTIONS RAISED

#### Why is this area being planned this way?

This area is in a strategically important location, near one of our busier intersections in the community and in close proximity to a planned Town Centre area as defined by the Placebuilder report. In addition, with the town building a depot there, new water and sewer servicing to the area changes the development opportunities for the landowners. This large area poses a real opportunity to plan a holistic neighborhood, one that maximizes the land use and value, one that could positively impact the Towns tax base and provide additional amenities for current and future residents.

#### Is there still flexibility in the plan after it is adopted?

The plan is a guideline for development. The intent is to show how landowners and developers can work harmoniously to develop a unique and attractive development that takes the needs and desires of the Town in mind while showing them the value in developing the plan together. After the plan is developed if a landowner or developer wanted to propose an amendment to the plan Council would consider it.

#### Will the project follow the municipal plan limiting development over 25% slopes?

Yes, the Municipal Plan’s policies and regulations with respect to steep slopes will apply to this area as any other area within the municipal boundary, thereby potentially limiting development.

## DEVELOPMENT PRIORITIES AND RESTRICTIONS

As with any area there will be priorities and restrictions that influence a development. Many of the priorities will be influenced by the public engagement process. But, as a starting point, we have identified some priorities that were recommended as a part of the Placebuilder Plan that Council adopted in 2015. These recommendations may not all be realized in this area, but they are important aspects that the Town should consider in the community as a whole.

### PRIORITIES

- **Mix of housing types:** It is important to offer a variety of housing options in the community that can attract a variety of residents in different age groups and income levels. This could include starter homes, seniors living, apartments, large estates, small lots, etc.
- **Seniors housing:** A special consideration should be made to our aging provincial demographic. Seniors housing may be done in many ways to encourage a healthy and vibrant lifestyle.
- **Green space:** There is value and need for green space within development areas. Many areas restricted to development due to environmental protection and planning principles are ideal for green space. Coordination of green space allocation through comprehensive planning can make the most of restricted lands.
- **Sidewalks and pedestrian safety:** By planning a neighborhood at this detail, before development has occurred we can make this area a model for pedestrian safety, considering traffic flow, volume and calming features.
- **Higher density:** Maximizing water and sewer utilization through higher density of housing is key to reducing the cost of that infrastructure to all residents, while providing the opportunity to preserve more lands that are not serviced.
- **Commercial:** The town relies primarily on residential tax, commercial development and business opportunities for existing and new businesses are an important aspect of making the town financially sustainable in the future, reducing the burden on tax payers.
- **Agricultural Lands:** Part of our history and increasingly important in Newfoundland and Labrador is productive agriculture lands, not only in large commercial capacity, but, even in small backyard gardens
- **Design Standards:** Subdivision designs should consider a variety of aspects including the environment, pedestrian safety and preserving culture and heritage. By designing neighborhoods and areas with new standards it will encourage continuity in the image and brand of Portugal Cove –St. Philip’s.

## **RESTRICTIONS**

- Steep Slopes: Development will be restricted in accordance with policy and regulations on land with slope over 25%.
- Wetlands, Rivers and Ponds: Those water bodies and the buffers that protect them will be maintained in accordance with adopted policy and regulations.
- Watershed: No development can occur within the watershed of the Windsor Lake St, John's water supply. Development is restricted by the St. John's Act.
- Green space: There is value and need for green space within development areas. Many areas restricted to development due to environmental protection and planning principles are ideal for green space. Coordinator of green space allocation through comprehensive planning can make the most of restricted lands.
- Water, Sewer and Storm Water: The capacity for water, sewer and storm water and its impact to the maintenance and operations of the infrastructure by this development will be considered and limit land use.
- Traffic and Roads: The impact on major roads and side roads with increased traffic will be considered and influence the final design
- Return on Investment: Any development must make business sense; this is the case with private landowners, developers and the Town. Putting in roads, water and sewer require a level of financial return for it to make sense. This analysis will influence the final design and plan.

## **QUESTIONS RAISED**

### **Will the area be developed as high density?**

The final design of the plan will be a reflection of the process, however, it is safe to say that a core principle of the project is balance, a variety of housing types and density will be considered. This balance of rural environment and urban form is an important one to make. If there is high density, it will be complemented with less dense areas providing a broad mix and variety for the area.

## **REZONING THE ADA LANDS**

In 2013 the Province removed large amounts of land from their Agriculture Designated Area (ADA) in Portugal Cove – St. Philip's and other communities. When this was done the Province advised municipalities to leave those lands as municipally designated as agriculture until an assessment could be made for the best use of those lands. Since then there has been a desire by many landowners to get this land rezoned for development. In order for this to occur a process must be undertaken to determine the best use of land and public engagement is a necessity. This planning process, as a part of this project, will act as a key piece for the rezoning, as considerations will be made with input with landowners and town residents.

## **QUESTIONS RAISED**

### **Why hasn't the town rezoned already?**

The Town was unable to rezone due to provincial zoning restrictions until 2013. Since that time Council would have been

open to developer led rezoning if an appropriate application was made. This process was done in another part of the community. Council did make the commitment to review all released ADA lands and have had a high level assessment done previously to this project. Due to the large amount of land that has been released from ADA it will take time to consider the best use for all of those lands and look at their respective rezoning. This will be the largest rezoning process for these lands to this point and will service as a model as how to consider future areas.

### **Will the Town rezone all the agriculture land in the area?**

Not necessarily, the process will determine the best use for the land. It may be determined that agricultural zoning should remain in some areas.

### **When will the rezoning occur?**

As soon as Work Package One is complete we can proceed with the process of rezoning. This can be a lengthy process that involves Provincial input and approval.

## **THE DEPOT AND TOWN LAND**

The Town purchased a 14 acre block of land off Maggies Place for \$800,000. An appraisal report was commissioned to evaluate both the value of the land and the viability of a location for a Town Depot by Altus Group to act as the basis for consideration and negotiation. It was determined that strategically this is a great location for a depot as it has good access to important transportation routes, is a more central location, has space for salt and sand storage, is serviced with municipal water, and is relatively close to municipal sewer service. The purchase price was an acceptable price to pay for the land in relation to the appraisal report. The parcel of land was up for sale at its current size, and as such, is larger than required for the depot. This project will propose the best use for this land in connection with the comprehensive plan for the whole area. If it is determined that the best use is for public infrastructure or space, like a Fire Department, Recreation Centre, park or green space then the Town may develop on their own. If it is determined that the best use for the additional land is non-public like residential or commercial then the land will be essentially sold to a developer with the intention of building to that plan. In either case a "Request for Proposal" to businesses and developers would be utilized to proceed with any development.

## **QUESTIONS RAISED**

### **Is the depot definitely going on Maggies Place?**

The intent is that the Depot will be built on Maggie's Place, however, the plan could always propose alternative options based on their analysis.

### **Other than the Depot what will be developed in the Towns land?**

That will be determined by the outcome of the process. There are a number of priorities that the community and Council would like to see in the community, this could be a location for any number of things, but the project is more about how the entire area can support those priorities (mentioned above) than the just the Towns land.

### **Did the Town need to get Ministerial approval to purchase the land?**

The Town is working with the Department of Municipal Affairs and Environment to ensure that all proper processes and procedures are followed. The land was purchased with the primary intent of public infrastructure and therefore would not require approval. If any land is to be sold or developed for anything else then we are advised to seek approval from the Minister prior to subdividing the land into parcels for alternate uses.

### **Is the Town land within St. John's watershed?**

There is a very small portion that is impacted by the watershed, an area that was understood during the purchasing of the land. This can act as a buffer to the depot.

## **DEVELOPMENT OF PUBLIC AND PRIVATE LANDS**

The Town will only be directly involved with the development of their own lands. Private landowners may request to partner with the Town if they wish to be a part of any Request for Proposal for development of land not being used for public infrastructure.

### **QUESTIONS RAISED**

#### **Will the town expropriate private lands?**

No, that is not the intent of this project.

#### **Is Council in competition with developers or private business?**

We do not believe this to be the case as this project is no different than any other Comprehensive Development Area that identifies road networks, zoning and land use. If any of the Town Land will be used for anything other than public use than the development community will all be treated fairly and equally in a competitive Request for Proposals process.

## **OTHER QUESTIONS RAISED**

#### **How will servicing impact Meadow Heights and current residents on Maggies Place?**

There will be a cost to these residents to bring services into their properties. These costs are not yet fully identified, but the project is heavily funded by the Province and as the Town will be servicing municipal property it will also share the cost. We will communicate these costs to residents as soon as we receive approval from the Province to go to tender on the servicing project.

#### **Will the impact of the development on the municipal tax base be considered?**

Yes, it will be a main priority of the project to determine the impact of the development on the tax base.

#### **Is the Neary's Pond Park identified in Placebuilder going ahead with this project?**

No, this project is not looking at that recommendation as it is outside of the identified project area. If Council decides to explore that project there will be a significant amount of public engagement, primarily with the landowners of the area.

# **Engagement Meetings Schedule**

### **PUBLIC WORKSHOP**

When: Thursday, March 9

Time: 7:00 pm

Location: Murray's Pond Fishing and Country Club

This meeting will be a highly engaging and constructive workshop to determine the priorities of residents and stakeholders for the area. Facilitated by Tract Consulting, the room will be broken down into groups to identify what is important to them and then groups will do a mapping exercise for the entire area. The information obtained is critical input for the planning of the area.

### **STAKEHOLDERS MEETINGS**

When: Thursday, March 16

Various meetings with stakeholders, primarily landowners, in the area will be scheduled throughout the day and evening. Information from the Public Workshop will be shared and further information gathered to support a draft plan.

### **PRESENTATION OF DRAFT PLAN**

When: Thursday, March 23

Time: 7:00 pm

Location: Murray's Pond Fishing and Country Club

A presentation of the draft plan will be presented to the public by Council and Tract Consulting. This draft will form the basis of the future evaluation and planning for the project and will be considered a collaborative plan with input from residents and stakeholders.

#### **Will the Agriculture zoning on Neary's Pond Road be influenced by the project?**

The area identified in the project does take some of this land into consideration. The zoning for this area will be considered as a part of this project and a recommendation made on the best use of that land. The landowners of this area will be fully involved in that discussion.

#### **Can areas outside the project scope be involved in the planning process?**

Yes, landowners adjacent and connected to the current project area can request to be involved in the project. The boundaries of the planning area are not solidly fixed and are open to consideration.

#### **The timeline from the Charter is delayed; will there be an impact on timelines?**

Yes, there have been some delays. However, the finished timeline for the project, at this point, will remain the same. Some of the deliverable timelines have changed.