



City of
Ville d'**Ottawa**

June 8, 2000

OZS1995-002

see attached distribution list

Core Study Team/Technical Agencies/Mailing List:

**Subject: ELGIN STREET PLANNING STUDY
STRATEGIC PLAN**

Please find attached recommendations respecting the Strategic Plan prepared by the Planning Branch of the Department of Urban Planning and Public Works regarding the Elgin Street Planning Study. The recommendations outlined are a compilation of the findings, analysis and input derived from the meetings and public workshops which were held in 1997 and 1998 from the various stakeholders, and concludes the final phase of the study. Planning Branch will bring a report forward to the City's Planning, Economic Development and Housing Committee on **June 27, 2000**, which will include the attached recommendations. Anyone wishing to attend the June 27th meeting to speak to the item may do so.

If you have any questions regarding the above, please do not hesitate to call the undersigned at 244-5300 extension 3870, or Patrick Legault at 244-5300, extension 3857.

Yours truly,

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Part II - Supporting Documentation

Document 2

STRATEGIC PLAN

The following document will form the basis of future actions to be undertaken by the City regarding Elgin Street. The document is a synthesis of an extensive consultation process which was initiated by City Council on December 6, 1995, in approving the Terms of Reference for the Elgin Street Planning Study. Through the consultation process, a group of individuals and the public, comprised of Elgin Street merchants, property owners, area residents and elected representatives, attended and participated in a number of meetings and workshops, from 1996 through 1998. The intent of this process was to review key topic areas with the purpose of bringing forth recommendations which would support the preservation of Elgin Street within the Centretown neighbourhood as an important and vital commercial street that would accommodate a mix of uses to serve the adjacent residential areas, and that would recognize the street as a regional attraction.

The three key topic areas include: A) Planning and Regulatory Controls; B) Parking and Cash-in-Lieu of Parking Proposals; and C) Urban Design, Streetscaping and Circulation System Proposals. Each of these topic areas addresses areas of concern identified through the consultation process, and are categorized on the basis of proposals dealing with: policy initiatives (ie. Official Plan, Secondary Plan modifications), by-law initiatives (ie. Zoning By-law, cash-in-lieu of parking by-law modifications), and planning initiatives and strategies (ie. maximizing/increasing public parking, an urban design strategy, a streetscape plan, and an enhanced pedestrian circulation system). The recommendations presented in each topic area have been discussed during the various workshops held during the study period, and while unanimity was not reached on the details of all recommendations, a general consensus on a majority of the issues was reached by the groups participating in the exercise.

The reference to timing identified for the actions described in each topic area will be subject to priorities determined in the Departmental Work Program for the new City. The items referred to as being addressed in the short term, are those recommendations which should be completed as soon as priorities permit as they will form the basis of future actions, or they can be implemented with relative ease. Recommendations intended to be completed in the medium term are those items which will require further in-depth analysis or study, such as their city-wide applicability, or may require capital budget allocations. Longer-term proposals deal with those items which may be coordinated with other works, such as street reconstruction, where initiatives to implement specific measures would be undertaken when opportunities present themselves. Staff will endeavour to commence the process of Official Plan and zoning amendments and associated cash-in-lieu and related policy changes in the Fall of this year.

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ELGIN STREET STUDY
- Strategic Plan Proposals -

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
<p>A. Planning Policies, Regulatory Controls, Land Use</p>	<p>1. Modifications to the Official Plan and Centretown Secondary Policy Plan</p>	<p>a. Official Plan amendment establishing new land use designation for Elgin Street to be known as “Elgin Street Commercial Area”;</p> <p>b. New land use policy statement for the “Elgin Street Commercial Area” to be added to the Land Use Policies section of the Centretown Secondary Policy Plan; and</p> <p>c. New policies specific to “Elgin Street Commercial Area” dealing with land use details, cash-in-lieu of parking, parking and streetscaping. These policies propose the following:</p> <p><u>Land Use Details</u></p> <ul style="list-style-type: none"> - zoning to limit size and street frontage of uses and location of certain uses. <p><u>Strategic Interventions</u></p> <ul style="list-style-type: none"> - identification and participation in development opportunities, through joint venture initiatives, and/or financial incentives to encourage or support desired uses. <p><u>BIA</u></p> <ul style="list-style-type: none"> - If initiated by owners and merchants, City Council pursue the establishment of BIA. <p><u>Streetscape Improvements</u></p> <ul style="list-style-type: none"> - City Council to participate in streetscape improvements and establish building facade design guidelines 	<p>Short Term</p>

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
<p>A. Planning Policies, Regulatory Controls, Land Use (Continued)</p>	<p>1. Modifications to the Official Plan and Centretown Secondary Policy Plan (Continued)</p> <p>2. Modifications to the Zoning By-law</p>	<p><u>Cash-in-Lieu of Parking</u></p> <ul style="list-style-type: none"> - detailed under Parking and Cash-in-Lieu of Parking. <p>a. Establish one commercial zone;</p> <p>b. Permitted uses limited to those supporting commercial mix and pedestrian activity with restaurants being prohibited on upper floors but permitting residential uses on the upper floors only, by eliminating parking requirement;</p> <p>c. Ground floor commercial floor area limited to 225 m², except retail food establishment maximum - 500 m², retail business - 250 m², and restaurant take-out and fast food - 80 m²;</p> <p>d. Ground floor commercial frontage limited to maximum 10 m, except retail food establishment to maximum 18m;</p> <p>e. No setback for front and side property line, however 7.5 m rear yard required, and 10 m for public parking; and</p> <p>f. Building heights limited to 14m.</p>	<p>Short Term</p>
<p>B. Parking and Cash-In-Lieu of Parking</p>	<p>1. Policy Statement Identifying City Council's Intent</p>	<p>City Council to be committed to a balanced parking strategy related to increasing/maximizing parking supply and allowing for flexibility in assessing cash-in-lieu of parking applications supporting Elgin Street Vision while not contributing to the current parking shortage.</p>	<p>Short Term</p>

<u>TOPIC AREA</u>	<u>PROPOSAL</u>	<u>RECOMMENDATIONS</u>	<u>TIMING</u>
B. Parking and Cash-In-Lieu of Parking (Continued)	2. Maximize parking	<p>a. City Council to pursue initiatives to maximize on-street parking adjacent to the Elgin Street Commercial Area, in particular ensuring on-street parking allows for short and long term needs, and pursue objective of permitting parking along Elgin Street during AM and PM peak periods;</p> <p>b. City Council to pursue initiatives to maximize existing area parking facilities, through joint-use agreements, reviewing off-site parking for Elgin Street businesses, and encourage employers and employees to park off-site; and</p> <p>c. Should off-site parking be considered, City Council shall review its viability through the cash-in-lieu of parking process, including Council's ability to enforce lease agreements which conform to the provision of off-site parking. The intent would be that the lease would remain in effect for the duration of the use, where failure to provide proof of such a lease, shall result in a zoning violation.</p>	Short/ Long Term
	3. Cash-in-Lieu of Parking	<p>a. In addition to existing policies, City Council shall consider the following when assessing CIL applications:</p> <ul style="list-style-type: none"> - contribution of proposal to maintaining healthy and vibrant commercial mix for the area, - review of parking study prepared by expert, assessing actual needs of proponent based on use, and 	Short/ Long Term

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
B. Parking and Cash-In-Lieu of Parking (Continued)	3. Cash-in-Lieu of Parking (Continued)	<ul style="list-style-type: none"> - for commercial uses, determine whether long-term parking can be provided off-site, or short-term, if demonstrated parking requirement, as per above, exceeds actual need. b. City Council may consider reductions in cash-in-lieu rates where the following applies: <ul style="list-style-type: none"> - actual demand is less than By-law requirement as determined through parking study, and - proposal is consistent with land use policies and vision for Elgin Street; and c. City Council may consider deferred payment, when cash-in-lieu is granted. Said deferral shall not exceed 3 years and 3 equal payments, with the first payment due when CIL agreement is signed. Deferred payment would not apply where a reduction in cash-in-lieu is granted. 	
	4. Increase Public Parking	<ul style="list-style-type: none"> a. Develop strategy with employers and parking lot operators to both secure off-site parking for employees and promote use of off-site parking by patrons. Factors to consider: <ul style="list-style-type: none"> - potential joint venture agreements, - potential revenue/cost sharing agreements between City/businesses/parking lot operators/owners, - development of a promotional strategy, - provision of monthly passes for Elgin Street businesses, and - potential customer support or incentives (ie. refund off-site 	Medium Term

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
B. Parking and Cash-In-Lieu of Parking (Continued)	4. Increase Public Parking (Continued)	<p>parking cost or tokens);</p> <ul style="list-style-type: none"> b. Investigate elimination of current peak period parking restrictions on Elgin Street, c. Provide 15 minute parking meters for Elgin Street businesses catering to short-term customers, d. Review the extension of metered parking time along Elgin Street for and a distance of one block from Elgin Street from 5:30PM to 9:00PM., and e. Implement as a priority the creation of angled parking along side streets leading to Elgin Street, where feasible. 	
	5. Modifications to Cash-in-lieu By-law	<ul style="list-style-type: none"> a. In addition to delegating approval authority to Director, provide authority to refuse applications where policies not satisfied, b. Enable Director to approve deferred payment plan, in accordance with policies, c. Remove Elgin Street area from Central Area cash-in-lieu rates, in order that rates are the same as the remainder of Centretown, and d. Enable City Council, at its discretion, to direct cash-in-lieu funds from specific approvals to identified areas of parking concern. 	Medium Term
	6. Parking-related Zoning Changes	<ul style="list-style-type: none"> a. Delete parking requirement for residential uses within Elgin Street area, and b. Subject to review of Council's ability to enforce parking lease agreements, permit 50% of required parking to be located off-site within 250 m of property, provided: 	Short Term

<u>TOPIC AREA</u>	<u>PROPOSAL</u>	<u>RECOMMENDATIONS</u>	<u>TIMING</u>
B. Parking and Cash-In-Lieu of Parking (Continued)	6. Parking-related Zoning Changes (Continued)	<ul style="list-style-type: none"> - subject use has a g.f.a. of less than 100 m², in the case of ground floor commercial, and - public parking is a permitted where off-site parking to be provided. 	
C. Urban Design, Streetscape, and Circulation Systems	1. Urban Design Policy	<p>City Council to support, participate and assist in establishing a unique image for Elgin Street, through an urban design strategy which will incorporate the following:</p> <ul style="list-style-type: none"> - developing gateway features at both Gladstone and Lisgar Streets, - capitalize on open space and public use areas, - enhance traditional main street commercial character, - establish unique southern focus of existing heritage buildings, - participate in streetscape/sidewalk improvements to improve pedestrian environment, - strengthen pedestrian linkages between Central Area to the north and Museum of Nature to the south, - develop strategic special treatment areas at key nodes, - establish building design guidelines to encourage facade improvements, and - implement traffic calming measures as a priority. 	Short/ Long Term

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
<p>C. Urban Design, Streetscape, and Circulation Systems (Continued)</p>	<p>2. Strategy for Streetscape Improvements</p>	<p>a. Streetscape Plan</p> <ul style="list-style-type: none"> - develop plan incorporating streetscape revitalization including design details and implementation strategy (short and medium-long term objectives). <p>b. Streetscape Design Principles</p> <ul style="list-style-type: none"> - establish a unique image and character through streetscape elements (benches, planters, lighting etc.), development of gateways, establishing public focus, uniformity of signage; - provide comfortable pedestrian environment through creation of pedestrian focal points, ensuring clear pedestrian movement on sidewalks, providing for pedestrian safety, lighting and weather protection (storefront canopies); - provide sidewalk animation through sidewalk patios which do not encumber pedestrian movement, banners and flags, street trees at strategic locations, accommodating sidewalk vendors, a variety of sidewalk surface treatments; and - enhance pedestrian priority focus of the street through widening sidewalks at intersections, defining pedestrian crossings, maximizing sidewalk width where possible. <p>c. Implementation Strategy</p> <ul style="list-style-type: none"> - undertake and implement temporary low cost improvements in the short term, with more extensive permanent 	<p>Medium Term</p>

<u>TOPIC AREA</u>	<u>PROPOSAL</u>	<u>RECOMMENDATIONS</u>	<u>TIMING</u>
C. Urban Design, Streetscape, and Circulation Systems (Continued)	2. Strategy for Streetscape Improvements (Continued)	<p>improvements in the long term associated with other works (traffic calming, capital funds, road reconstruction),</p> <ul style="list-style-type: none"> - co-ordinate extensive permanent works with planned capital works, and - secure funding from either capital works or other funding (ie. BIA if established) for priority improvements. <p>d. Short Term Improvements:</p> <ul style="list-style-type: none"> - additional bike parking, garbage receptacles, seating, planters, addition of streetscape furniture, pedestrian scale lighting, banners and flags, sign consolidation, and prohibit sandwich boards impeding pedestrian movement. <p>e. Improvements Related to Traffic Calming Measures or Establishment of Angled Parking:</p> <ul style="list-style-type: none"> - widening of east sidewalk, - defining pedestrian crossings at intersections, and - flaring out sidewalks at intersections. <p>f. Improvements Related to Major Road Construction or Other Capital Works:</p> <ul style="list-style-type: none"> - burial of overhead wires, - relocate/replace streetlighting with pedestrian scale lighting, - tree planting, - sidewalk reconstruction, and - specialty streetscape elements (benches, garbage receptacles etc.). 	

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
C. Urban Design, Streetscape, and Circulation Systems (Continued)	2. Strategy for Streetscape Improvements (Continued)	g. Priority Improvements Requiring Funding <ul style="list-style-type: none"> - gateway features at Lisgar and Gladstone Avenues, and - enhancing/defining focal areas at Minto Park, Jack Purcell Community Centre and Elgin Street Public School. 	Medium Term
	3. Strategy for Streetscape Improvements (Continued)	a. Facade Design Guidelines <ul style="list-style-type: none"> - treatment of facades of buildings of heritage interest and new construction should follow "Building Conservation and Infill Guidelines", and - facades of new or renovated buildings should compliment original building design and key design features of older commercial buildings. b. Facade Improvement Program <ul style="list-style-type: none"> - examine reestablishment of program. c. Strategy to Increase Awareness of Value of Improving Facades <ul style="list-style-type: none"> - initiate awareness program highlighting benefits, including: developing brochures, promote financial assistance, encourage improvements for development approvals, publishing design guidelines, and - initiate program inviting owners to participate in pilot programs to stimulate interest. 	
	4. Circulation System Improvement Initiatives	a. Pedestrian Circulation System <ul style="list-style-type: none"> - implement, as a priority, Centretown Traffic Calming proposals for Elgin Street, particularly widening east sidewalk.; 	Medium Term

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
<p>C. Urban Design, Streetscape, and Circulation Systems (Continued)</p>	<p>4. Circulation System Improvement Initiatives (Continued)</p>	<ul style="list-style-type: none"> - implement streetscaping proposals linked to Traffic Calming proposals; - develop action plan to improve pedestrian environment along Elgin Street, north of Lisgar, which may include: provision of street trees, encourage at-grade street-related uses, improve pedestrian crossings, concentrate street vendors at strategic locations to contribute to sidewalk animation, and provide new amenities such as benches and planters; - provide well-defined and safe pedestrian connections to public parking facilities through Centretown Traffic Calming Plan, development of Elgin Street Streetscaping Plan, and provision of signage and lighting; and - augment proposals in Centretown Traffic Calming Plan for Metcalfe Street at Museum of Nature to improve visual and physical linkages, which may include well-defined and safe pedestrian routes, signage, lighting and landscape improvements. <p>b. Loading</p> <ul style="list-style-type: none"> - undertake a loading needs analysis for existing businesses to develop a loading strategy to limit, to the extent possible, loading timing during the day to minimize disruption of the street and adjacent community. <p>c. OC Transpo</p> <ul style="list-style-type: none"> - investigate current service within Centretown to improve 	

TOPIC AREA	PROPOSAL	RECOMMENDATIONS	TIMING
<p>C. Urban Design, Streetscape, and Circulation Systems (Continued)</p>	<p>4. Circulation System Improvement Initiatives (Continued)</p>	<p>transit service between residential areas and community-serving commercial areas, which may include redirecting existing routes, introducing a local transit service for Centretown and the local community, etc.</p> <p>d. Bicycle Circulation/Parking</p> <ul style="list-style-type: none"> - design a Cycling Plan specific to Centretown, designated as a Secondary Cycling Route in the Comprehensive Cycling Plan; - Implement Centretown Cycling Plan, in part, through implementation of Centretown Traffic Calming; and - provide additional cycle parking along Elgin Street in a manner which will not impede pedestrian movement. 	