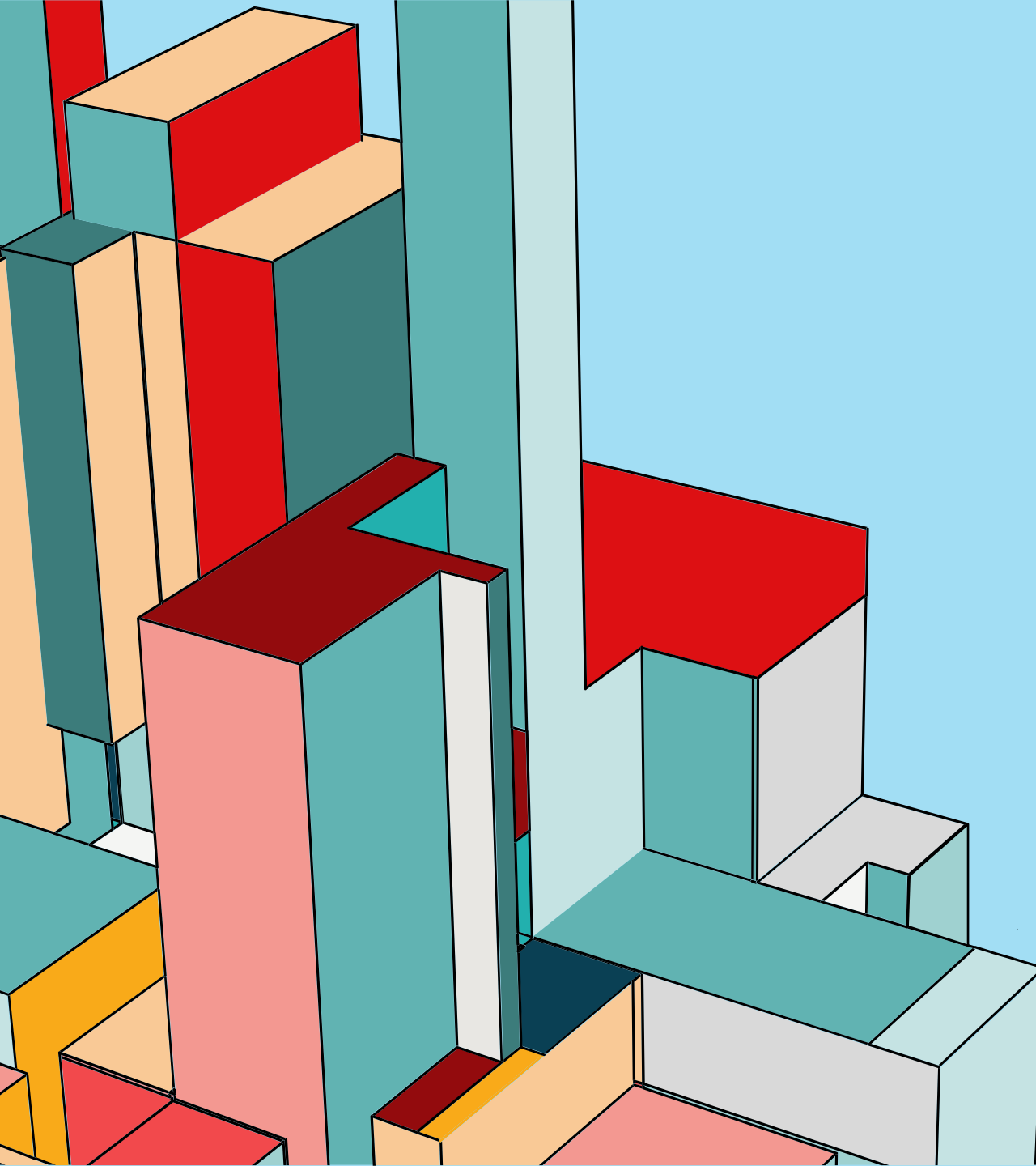


An abstract graphic on the left side of the slide featuring several 3D rectangular blocks of various colors (red, orange, teal, light blue, and white) arranged in a staggered, overlapping fashion. The blocks are rendered with black outlines and are set against a solid light blue background.

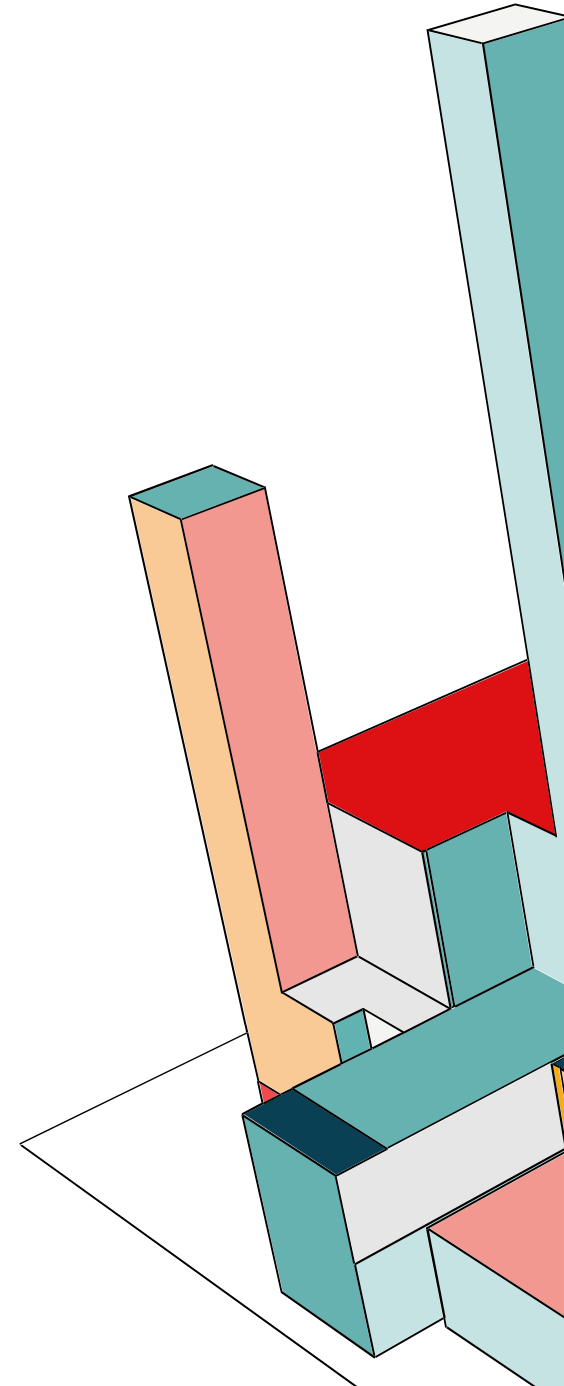
WORKING WITH PLANNERS FOR A STRONGER MAIN STREET

Presented By:

Salvatore Marchese
Planner, City of Sault Ste. Marie

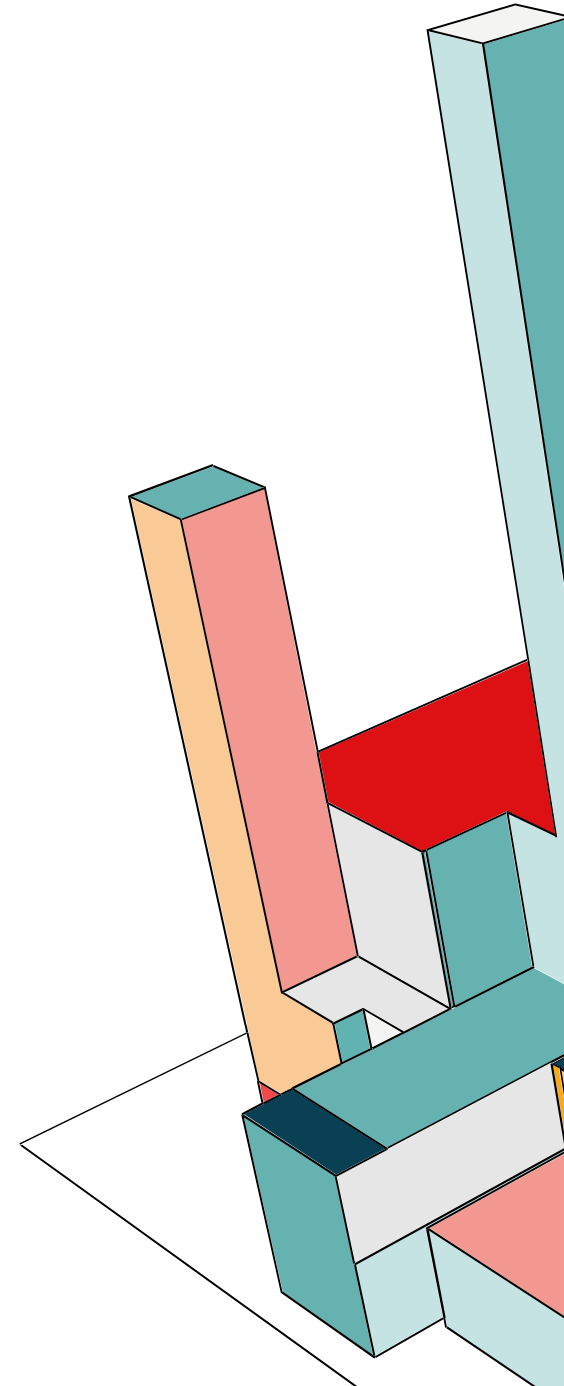
AGENDA

- Introduction
- Planning 101
- Utilizing Your Planning Department
- BIA/Planning Department Projects
- Things to Keep in Mind
- Your Q and A
- My Q and A



SALVATORE MARCHESE

- Studied Urban Planning and Local Economic Development at Toronto Metropolitan University (Formerly Ryerson)
- Worked in Toronto at the MarkeTo District BIA and then the Sault Downtown Association BIA between 2019-2023
- Started work at the City of Sault Ste. Marie as a Junior Planner in 2023
- Finishing my MBA and have a keen focus on how Main Streets define our local communities
- Working currently on Parking Reform, Active Transportation, Community Development, and soon to begin on Downtown Revitalization (Main Street Enhancement)



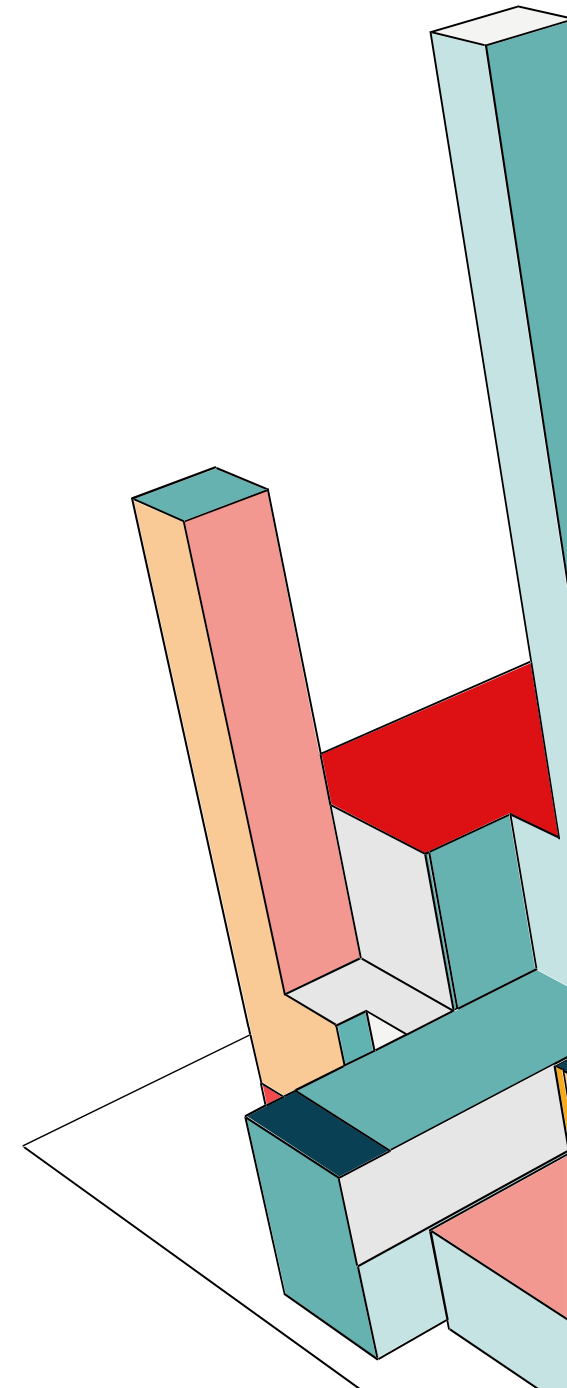
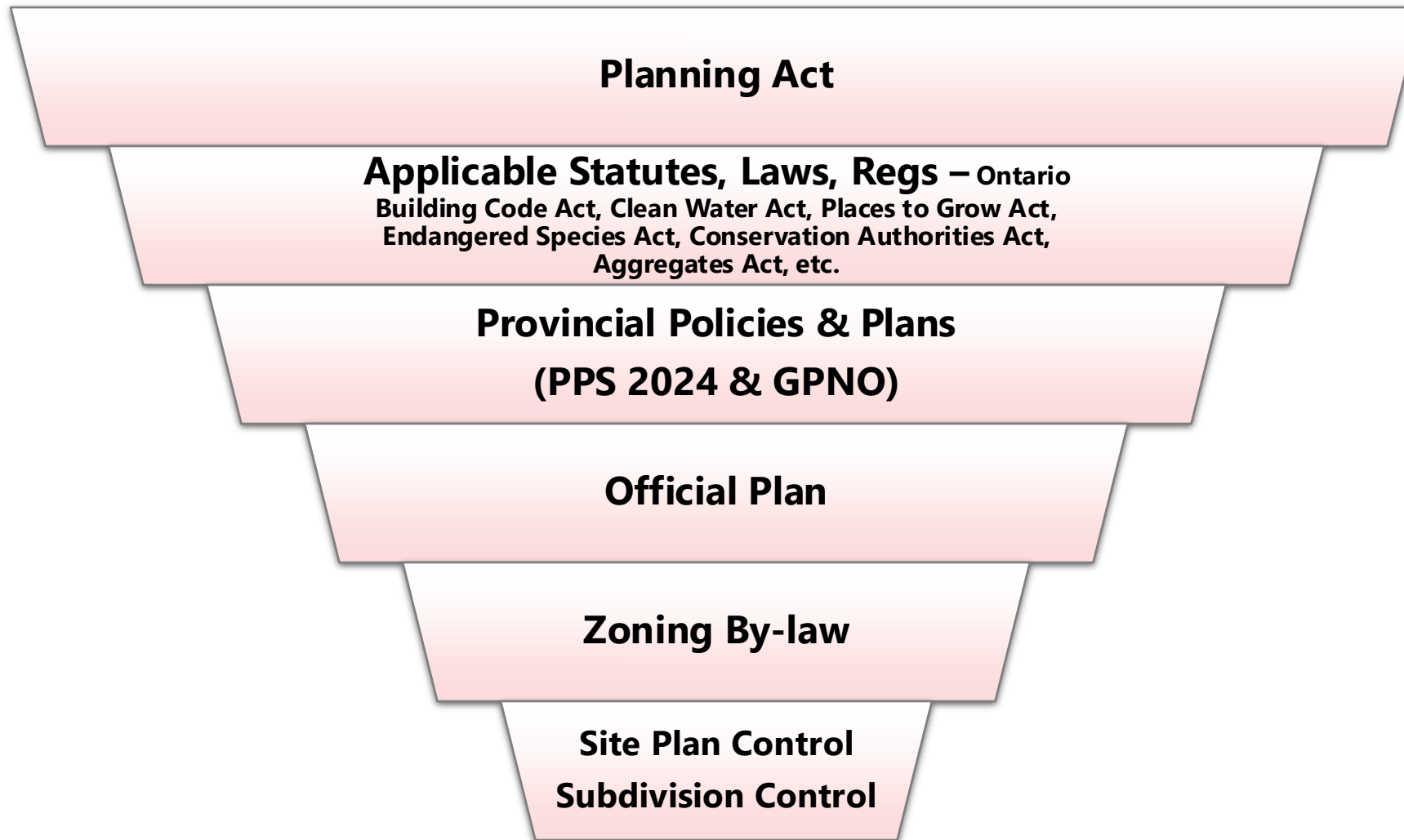
PLANNING 101 - THE BASICS OF THE FIELD



WHAT DOES A LAND USE PLANNER DO?



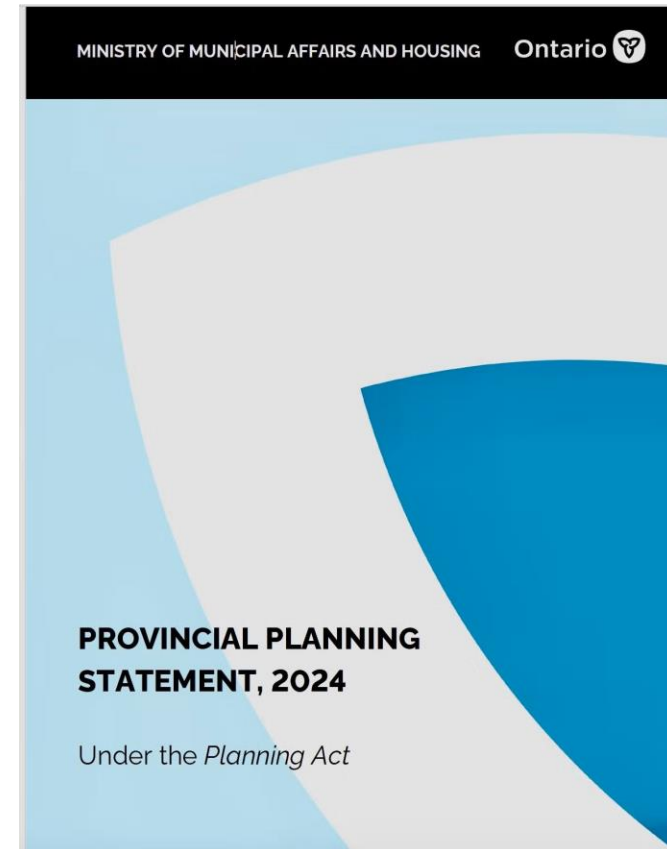
THE PLANNING FRAMEWORK IN ONTARIO



PROVINCIAL PLANNING STATEMENT

Provides policy direction on land use planning to ensure efficient development, protect resources, and promote sustainable communities.

- Provides guidelines for implementing policies at the municipal level
- Major focus in current release on housing supply
- No set release date for updates but varies with changes in Provincial priorities



OFFICIAL PLAN

High-level strategic document guiding land use, growth, and development in a municipality, ensuring sustainable and organized community planning

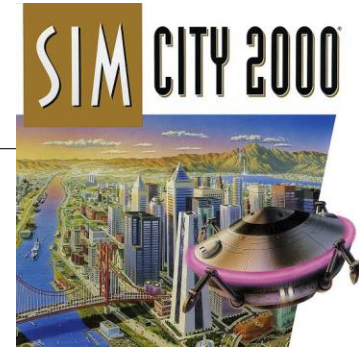
- Contains guiding policies within your municipality's geographic boundary
- Contains policies that direct planners on projects and applications
- Must be updated ideally every 5 years....our is 29 years old!



ZONING BY-LAW

Regulates land use within a municipality, specifying permitted uses, building heights, densities, and setbacks.

- This is where you find regulations on items such as parking requirements and building standards
- Contains various land uses that may include residential, commercial, and industrial, amongst others
- Not updated very frequently, tend to be amended until they warrant a full overhaul or revision



ZONING BY-LAW 2005-150

OFFICE CONSOLIDATION

May 2024

THE CITY OF SAULT STE. MARIE ZONING BY-LAW
OFFICE CONSOLIDATION

OFFICIAL PLAN AND ZONING BY-LAW COMPARED

Official Plans

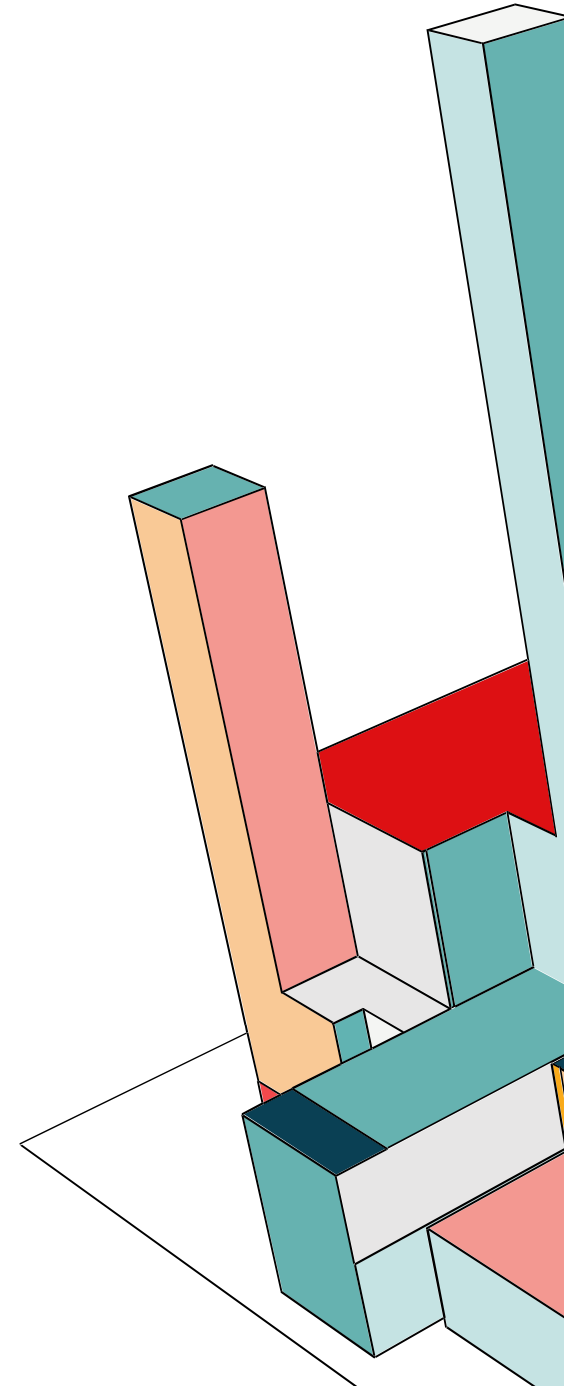
- Broad policy framework with built in flexibility
- Guides decisions on all Planning Act Applications
- No applicable law to Building Code Act – no direct impact on landowners unless they need Planning Act Approvals

Zoning By-laws

- On the ground implementation of the Official Plan – site specific in certain cases
- Precise, intended to be interpreted one way – Legally enforceable
- Applicable law to the Building Code Act – Can withhold a building permit if zoning is not met

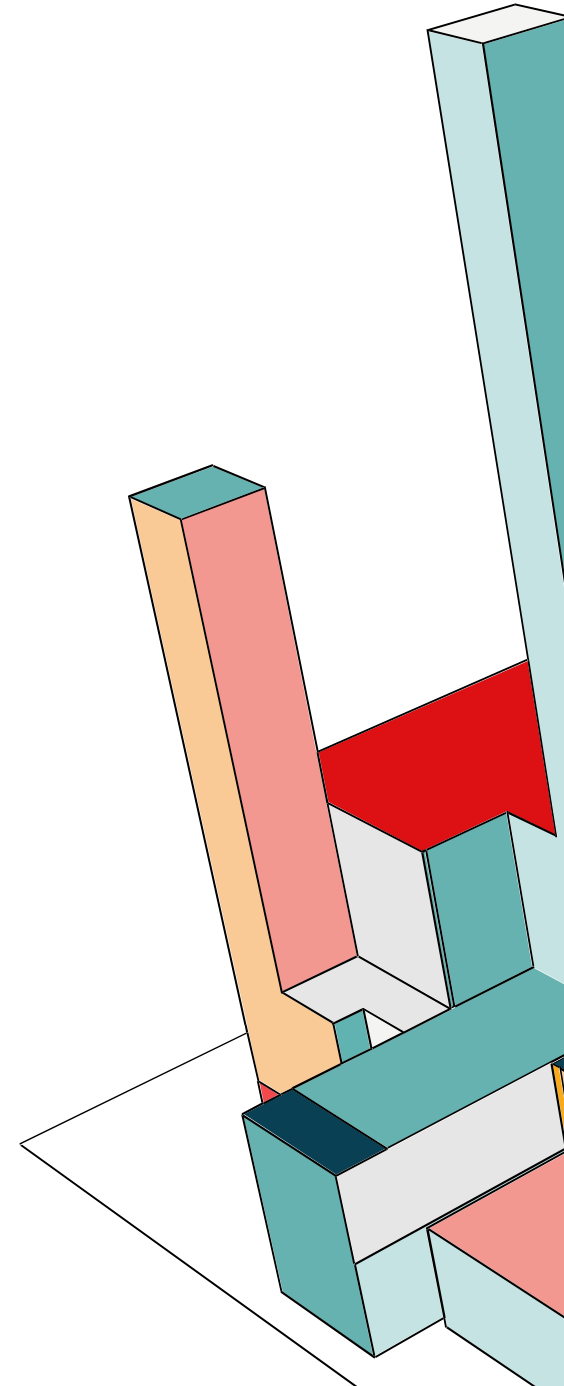
PLANNING POLICY IMPLEMENTATION - PPS

- 2.2.1.b.2 All types of residential intensification, including the development and redevelopment of underutilized commercial and institutional sites (e.g., shopping malls and plazas) for residential use, development and introduction of new housing options within previously developed areas, and redevelopment, which results in a net increase in residential units in accordance with policy 2.3.1.3



PLANNING POLICY IMPLEMENTATION - OP

- Amend the Institutional Land Use Policies (Section 2.3.1) by adding new policy (IN.2)
- Residential uses are supported on lands that are designated as Institutional on Land Use Schedule C of the Official Plan

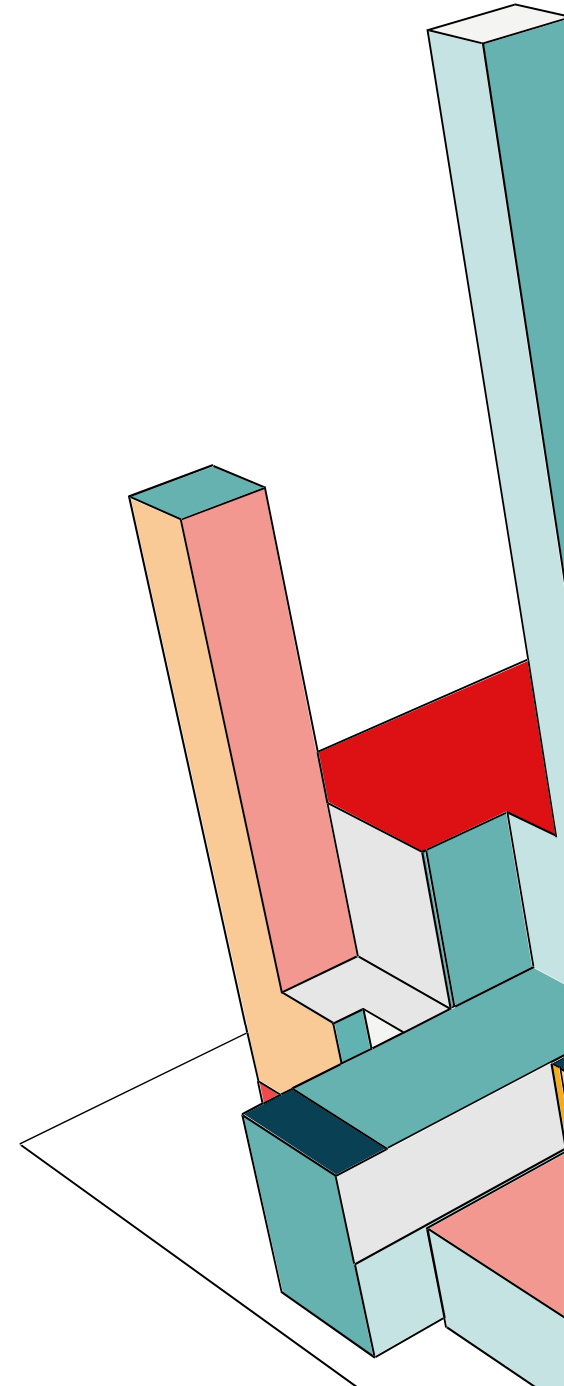


PLANNING POLICY IMPLEMENTATION - ZBL

Institutional Zone (I)

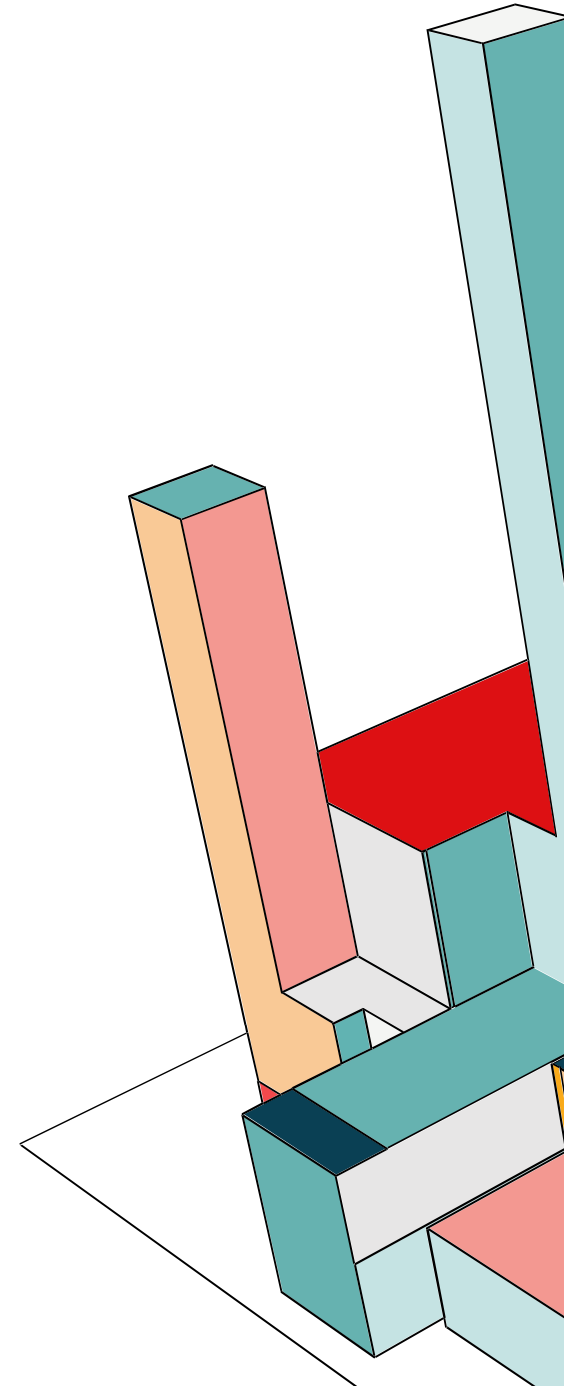
Permitted Uses

- Residential Structure - subject to R3 Zone building regulations.
 - Lots that are proposed to have 11 or more dwellings units are subject to site plan control.
 - Residential developments on Institutional Zoned lands are subject to R1 Zone regulations if located outside of Urban Settlement boundary.



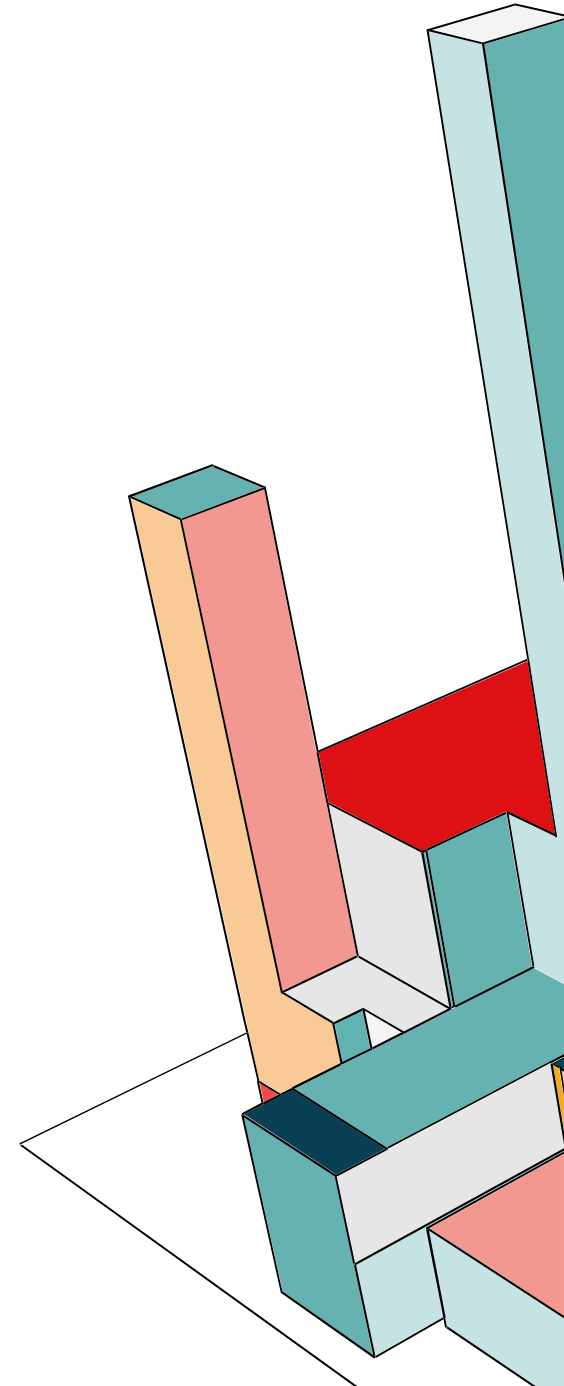
OTHER TYPES – LAND USE CONTROL

- Site Plan Control By-laws
- Holding By-laws
- Interim Control By-laws (less than 1 year)
- Temporary Use By-law (less than 3 years)
- Minister's Zoning Order



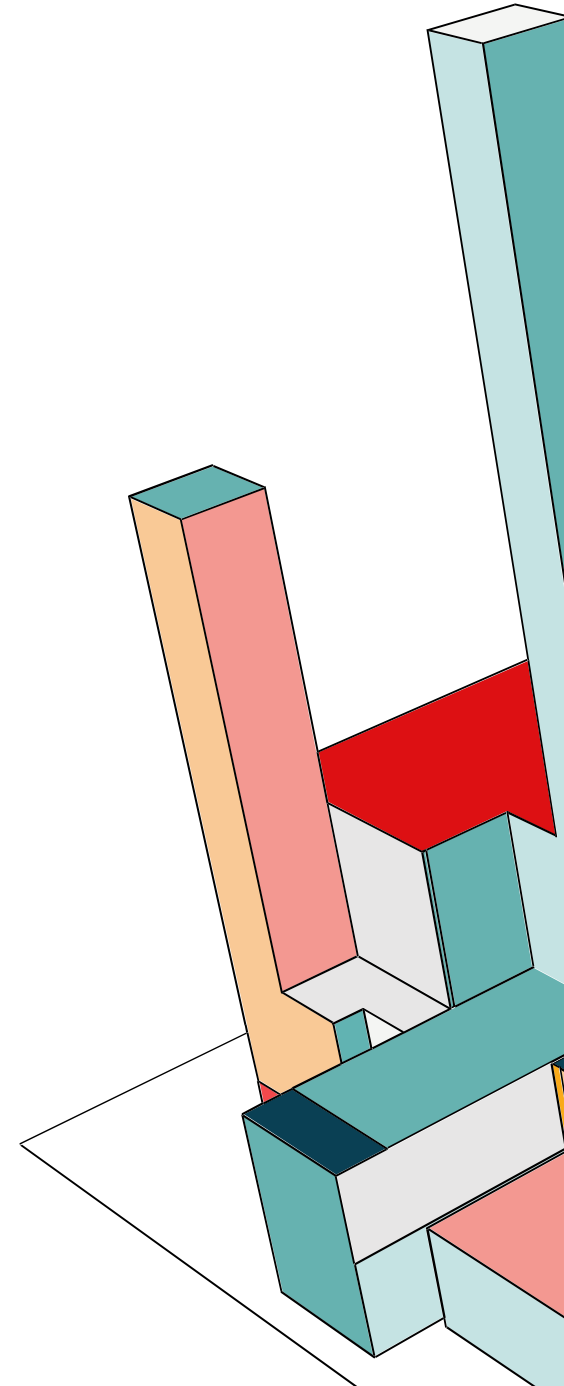
PLANNING ACT APPLICATIONS

- Rezoning
- Official Plan Amendment
- Draft Plan of Subdivision/Condominium
- Minor Variance
- Consent to Sever



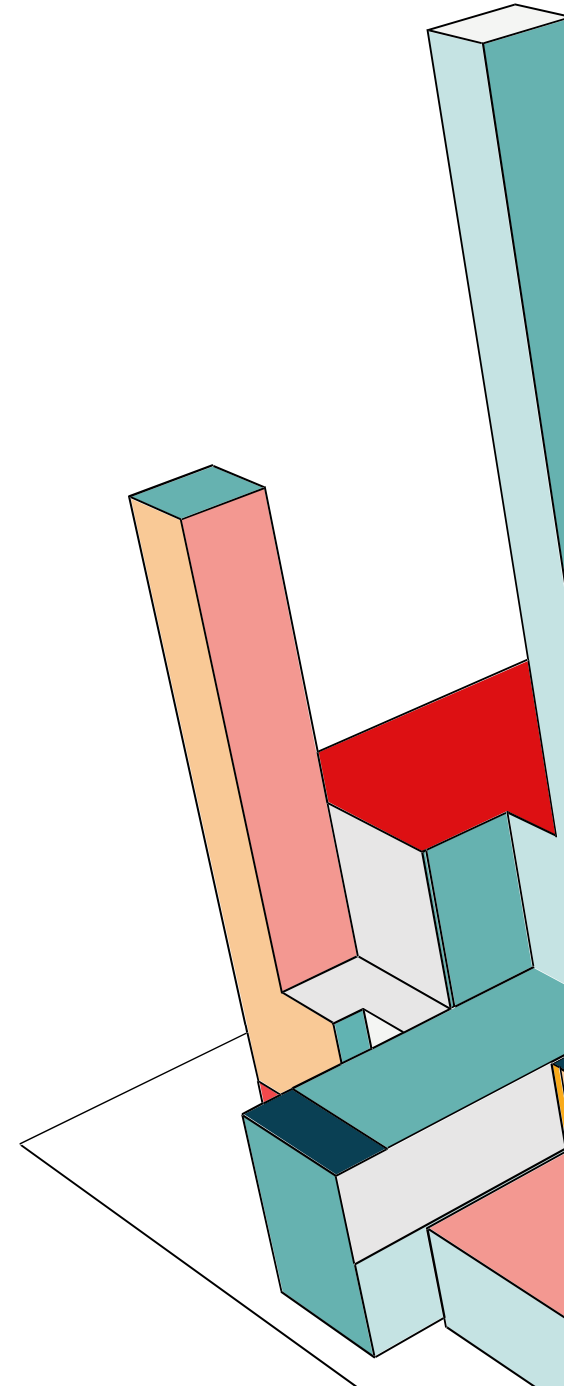
MINOR VARIANCE DETAILS

- Precisely written Zoning By-laws cannot address every conceivable development situation
- Minor variances are intended to be a simplified rezoning
- Four test of a Minor Variance
 1. Is it minor
 2. Is it desirable
 3. Is it within the general intent and purpose of the Official Plan
 4. Is it within the general intent and purpose of the Zoning By-law



PLANNING ACT APPLICATION – PUBLIC CONSULTATION

- Public Notice
 - Post in a local newspaper or on City website in absence of local paper (online paper with certain conditions); OR
 - Mail notice within 120 metres and posted sign on-site
- The notice must be provided at least 20 days (15 for minor variance) prior to the public meeting (Council Session)
- All Planning Act application decisions happen at a public meeting where the public has the ability to submit written comments and make oral presentations
- Notice of Decision – Within 15 days of a decision, notice must be sent to prescribed people.
- Very narrow appeal rights must be exercised within 20 days



COMMUNITY IMPROVEMENT PLAN (CIP)

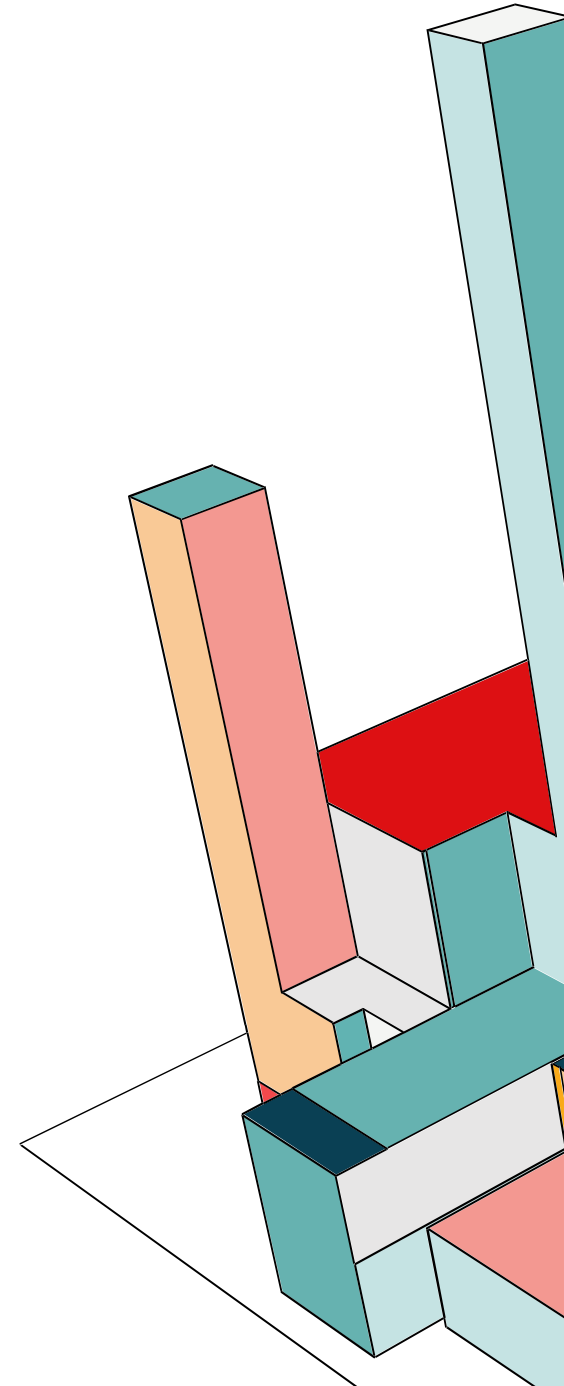
A municipal tool permitted under the Planning Act that is used to encourage revitalization, redevelopment, and improvement of specific areas within a community

- Example Programs include
 - Tax Increment Equivalent Grant
 - Façade Improvement
 - Building Activation for Vacant Spaces
 - Upper Floor Residential Conversion



THE EVOLVING CHANGES TO PLANNING

- **Bill 108 – More Homes, More Choice Act, 2019:** Introduced measures to expedite the building of more homes
- **Bill 197 – COVID-19 Economic Recovery Act, 2020:** Made changes to various acts to expedite infrastructure projects
- **Bill 23 – More Homes Built Faster Act, 2022:** Made further changes to expedite building more housing
- **Bill 185 – Cutting Red Tape to Build More Homes Act, 2024:** Implemented changes intended to streamline the development approval process

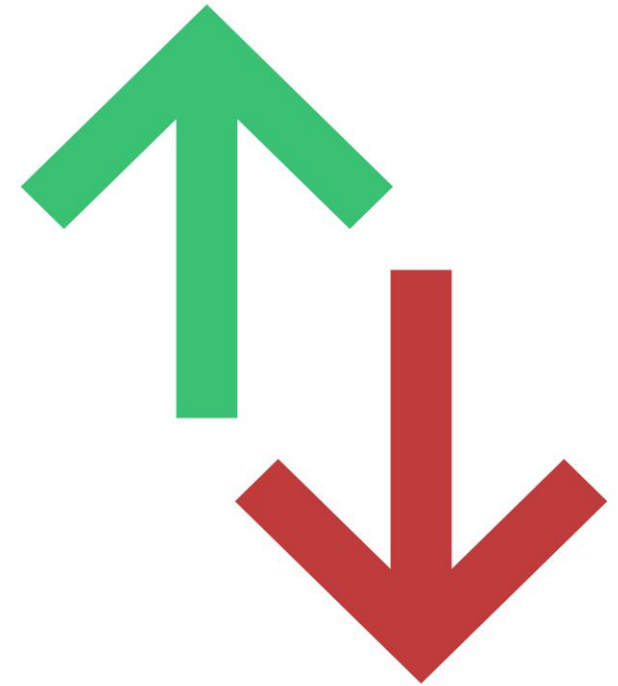


UPPER AND LOWER TIER MUNICIPALITIES

We are just going to touch on this, but there has historically been an upper tier approval for certain planning actions of the lower tier municipalities. This is going away.

- Durham Region
- Waterloo Region
- Niagara Region
- *Simcoe Region*

Will all be “upper-tier municipalities without planning responsibilities”



APPEAL RIGHTS TO PLANNING ACT APPLICATION

The Cutting Red Tape to Build More Homes Act (Bill 185), 2024 limited third-party appeals for the following applications:

- Official Plans
- Official Plan Amendments
- Zoning By-Laws
- Zoning By-Law Amendments



ONTARIO LAND TRIBUNAL (OLT)



Appeals body for planning and land use matters in Ontario:

- Previously versions include:
 - LPAT – Local Planning Appeal Tribunal
 - OMB – Ontario Municipal Board
- Evidence from BIAs can be used to assist with evaluating a case before them.

ENGAGING WITH YOUR PLANNING DEPARTMENT



BREAKING DOWN THE BARRIER



Planners exist along a spectrum and some of them are going to embrace the BIA and some are going to need some encouragement.

- Economic Development is a key component of Planning
- BIAs have valuable information that can benefit the municipality's planner
- Be patient with the local planner, they may have never heard of a BIA
- Every municipality is going to have a different situation

REGULAR COMMUNICATION

Find the planner or a planner for your municipality and make a connection

- Once you do this work towards establishing regular meetings and open lines of communication regarding ongoing projects, challenges, and opportunities for collaboration
- May have to do some digging to get a contact within your municipality. If you can locate a community development planner

Jonathan Kircal, RPP
Intermediate Planner
705-759-6227
j.kircal@cityssm.on.ca

Nicholas Cicchini
Junior Planner
705-759-5375
n.cicchini@cityssm.on.ca

Salvatore Marchese
Junior Planner
705-759-5445
s.marchese@cityssm.on.ca

Steve Zuppa
Junior Planner
705-759-5279
s.zuppa@cityssm.on.ca

JOINT PLANNING INITIATIVES



There are number of projects where there can be a fusion between the two departments working together towards a common goal

- Street Beautification
- Development of a CIP for the area
- Land Use Policy
- Safety and Security
- Sustainability Projects

COLLABORATION ON PUBLIC OPEN HOUSES



When the City is working on a project that will have direct impacts on your membership, try to coordinate an open house in the BIA boundary.

- Ensures memberships voice is heard
- Allows BIA to be an active participant
- Gives direct access to City staff
- Let's the BIA hear directly the thoughts of their members on an issue

DATA SHARING BETWEEN ORGANIZATIONS

Working together a Planning Department and a BIA have mutual interests in data

- Planning departments are interested in the types of businesses that a BIA includes for various projects
- A Planning representative can be an asset for liaising with other departments and at time may save the need for a Freedom of Information Request
- Joint data can also lead to collaboration on projects between both parties



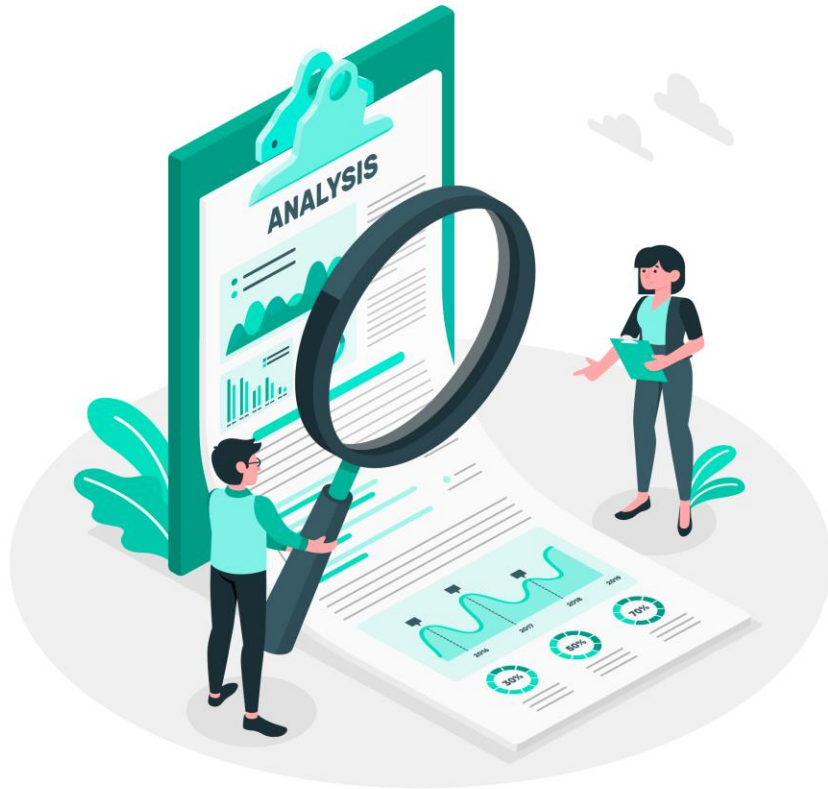
LIAISON TO THE CITY



A large part of what a planner focuses on is ensuring the public interest is satisfied. At the municipal level this many times requires strong relationships with other departments.

- Utilize your Economic Development team but Planning has their own relationships among the Engineering and Building Department
- As you build that relationship with your planner they may be able to bring together other departments for meetings with the BIA
- What may take you a week to get a response by email can be done within minutes by a walk across the floor by the planner

POST PROJECT ANALYSIS



One of the most overlooked aspects of a project is the follow-up to gauge success and impact.

- The BIA exists within a project and are the boots on the ground
- The Planning Department cannot be there nearly as frequently as the BIA but does have the ability to do analysis
- Working together the two parties can collect data and evaluate it towards looking at the success and ability to implement changes of a project

ZONING NOTICES

How can you find out about a change to the zoning on properties in your BIA?

- Find out who the “current planning” planner is at your municipality
- Request to be added to the circulation list for Planning Act Applications in and around your BIA
- Have the department add you to notice of decision list

26 Queen Street East
Application No.: A-6-24-Z
Applicant: PHG Renos (c/o Mehdi Arfaei)

Date: Monday, May 13, 2024
Time: 5:00 PM

Location: City of Sault Ste. Marie
Civic Centre, Council Chambers
99 Foster Drive

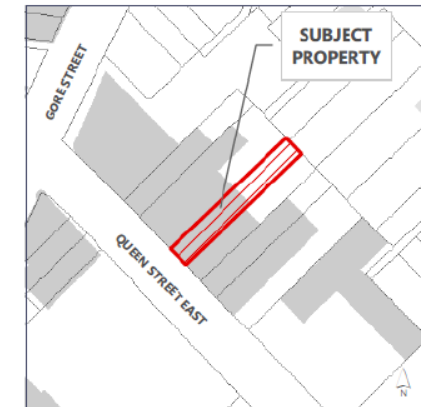
PURPOSE

The applicant, PHG Renos (c/o Mehdi Arfaei), has submitted an application for a site-specific amendment to the Zoning By-law, seeking the approval to permit a rooming house and to permit residential dwellings (inclusive of rooming units) to occupy the ground floor of the existing building.

PROPOSED CHANGE

Rezone 26 Queen Street East from Central Commercial Zone (C2) to Central Commercial Zone with a Special Exception (C2.S) to permit, in addition to the uses presently permitted in a C2 zone, a rooming house, subject to the following special provision:

- Allow residential dwellings (inclusive of rooming units) to be located on the ground floor of the existing building, but not directly fronting onto Queen Street.



HAVE YOUR SAY

Input on the proposed Zoning By-Law is welcome and encouraged. You can provide input by making a written submission or by making a public presentation.

TAKE NOTICE THAT the Council of The Corporation of the City of Sault Ste. Marie will hold a Public Meeting on Monday, May 13, 2024 at 5:00 p.m. to consider an Zoning By-law Amendment (under section 34 of the Planning Act, R.S.O 1990, c. P13, as amended). This meeting will be broadcast by Shaw Cable and may be viewed on Shaw Cable's Community Channel, Sootoday.com and on the City's YouTube Channel <https://www.youtube.com/saultstemarieca>

POTENTIAL REASONS TO OBJECT TO AN APPLICATION

1. Overdevelopment
2. Traffic and Parking Issues
3. Noise and Disturbance
4. Not compatible with local plans
5. Concern with Impact on Heritage and Conservation
6. Environmental Impacts
7. Privacy Concerns

IMPORTANT: A POTENTIAL CHANGE IN PROPERTY VALUES IS NOT A CONSIDERATION IN LAND USE PLANNING

PLANNING/BIA PROJECTS



ROGER BROOKS - SSM

Visited Sault Ste. Marie in 2018:

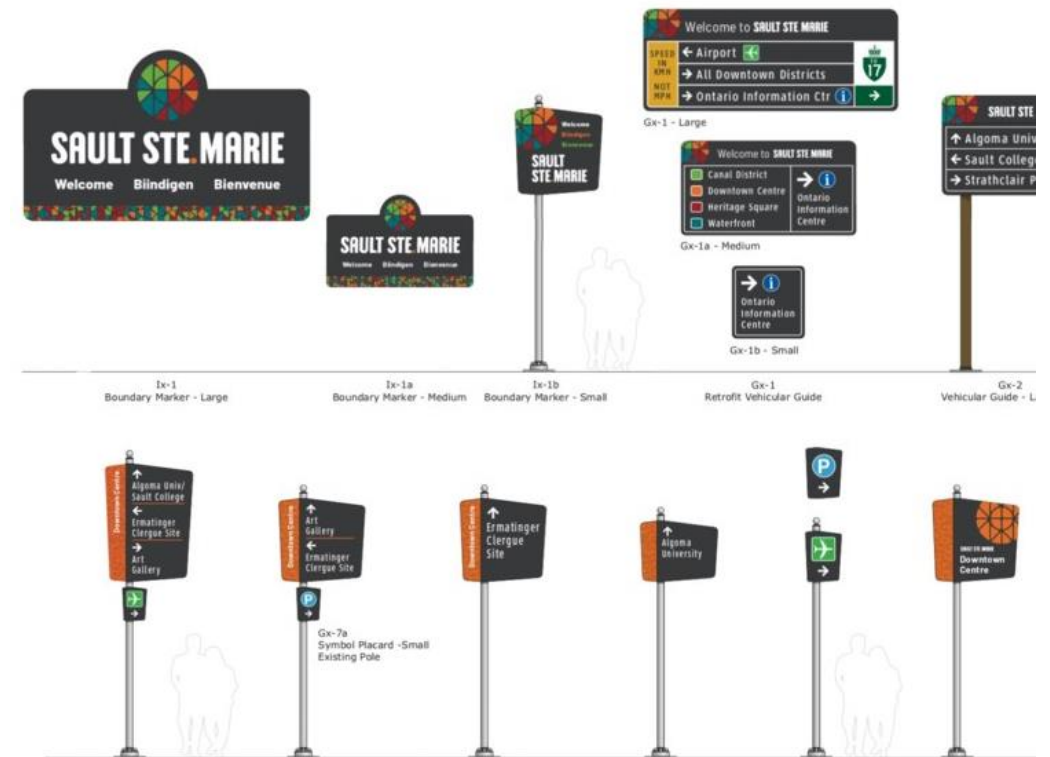
- Joint Project of City and BIA
- Evaluated the Downtown
- Made approx. 100 recommendations
- Catalyst for new downtown projects



NEW WAYFINDING

Worked together to design a new wayfinding system throughout the City that would also guide visitors to attractions in the Downtown

- Consulted BIA in design
- Held meetings to identify places of interest in the Downtown
- Paid and installed new signage
- Downtown specific wording to guide visitors to the BIA



DOWNTOWN TROLLEY

10+ year project that worked on bringing a downtown trolley that would circulate through the Downtown

- City setup team that included staff and other stakeholders
- Worked to design route
- Selection of vehicle
- Preferred Operation

Was put on hold due to construction, but private sector stepped in to implement



DOWNTOWN PLAZA



Worked together to develop and see the implementation for a downtown plaza for the community to utilise in the centre of the BIA

- Plaza Design Input
- Construction Considerations
- Updates to Membership
- Presence at Board Meetings
- Collaboration for Programming

OUTDOOR PATIO GUIDELINE DEVELOPMENT

Developed a system for installing patios on city property to assist with animating the streets:

- Developed system for implementing both sidewalk and on-street patios
- Worked to reduce insurance costs for business holders
- Waived patio fees for duration of reconstruction project



QUEEN STREET RECONSTRUCTION

Work together on a plan to reconstruct and improve the public realm for the Downtown

- Held Two Public Open Houses in the BIA Boundary
- Engaged with Membership on site specific needs
- Liaised between City departments and BIA for Implementation

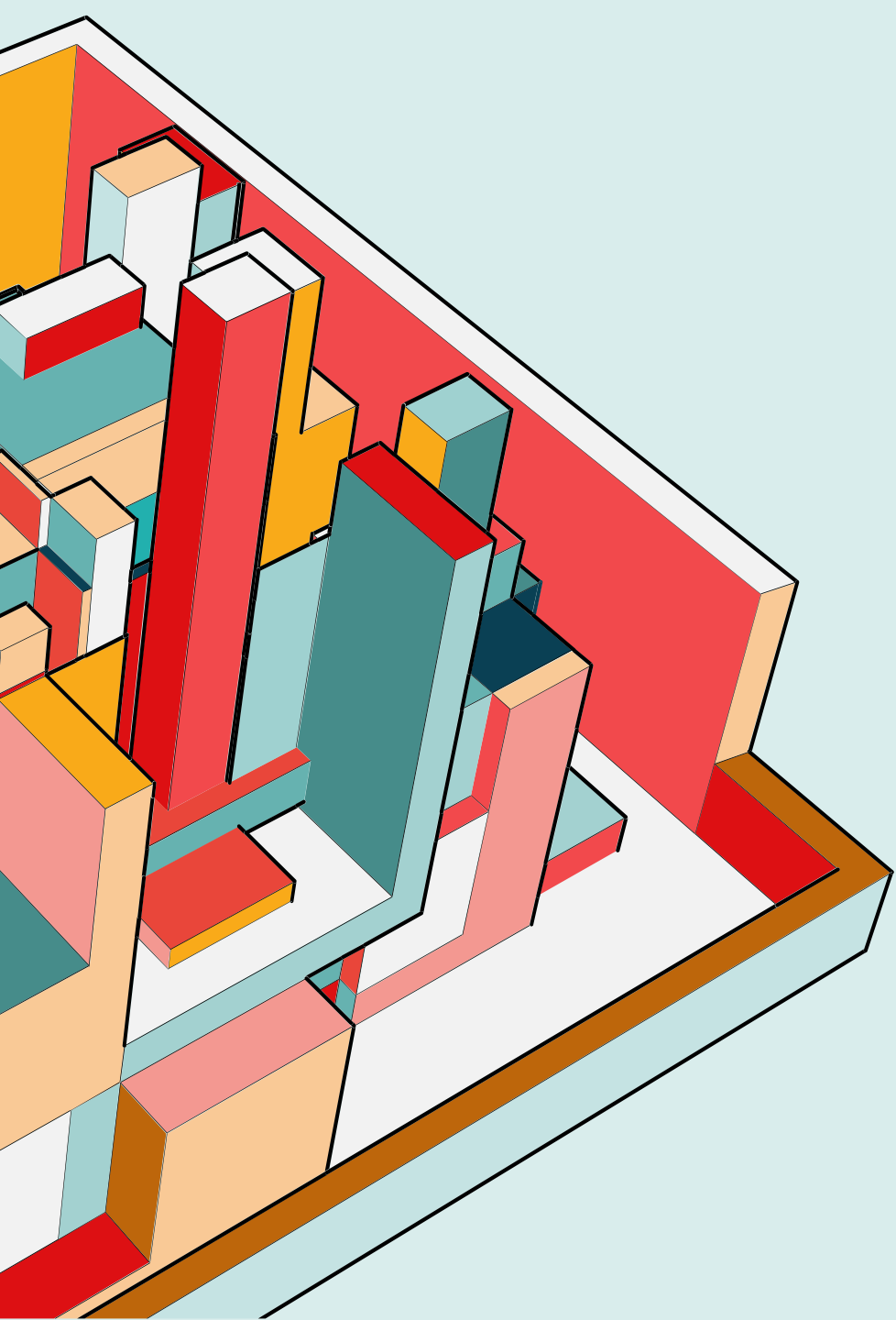


UPCOMING: MAIN STREET ENHANCEMENT



Worked together to develop and see the implementation for a downtown plaza for the community to utilise in the centre of the BIA

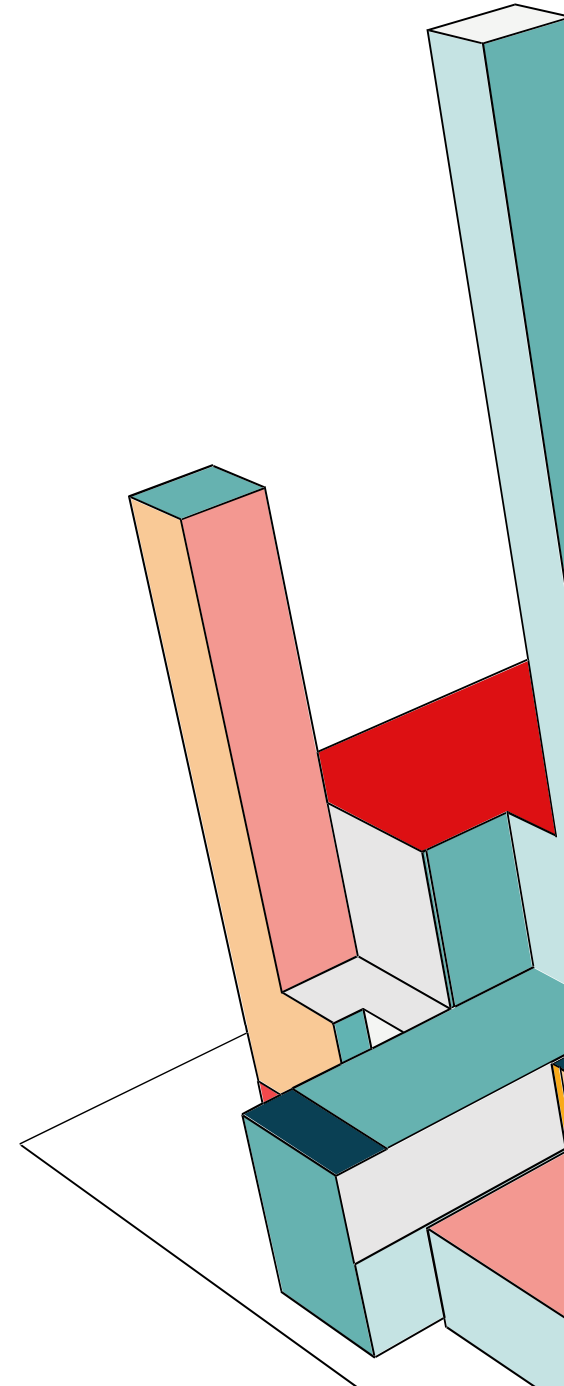
- Plaza Design Input
- Construction Considerations
- Updates to Membership
- Presence at Board Meetings
- Collaboration for Programming



THINGS TO KEEP IN MIND

PLANNERS AND BIAS HAVE SIMILAR INTERESTS

- Planners and BIAs look to make a difference in their community
- They also envision a vibrant lively main street
- Lets not forget about having a common interest in urban design elements
- Both groups tend to be passionate and do not easily take no for an answer



WHAT I HAVE LEARNED BEING IN BOTH ROLES

Main streets are a core fundamental to the life of a town or city. They are the heart from which life flows to the rest of the municipality. BIAs are the mechanism that drives that flow and they are on the frontline of the policy and projects that we implement at the municipality.

Planning should be just as involved as Economic Development is with a BIA.



IMAGE SOURCES: FREEPIK

- Slide 5 - Vectorjuice
- Slide 20 - Vectorjuice
- Slide 21 - Storyset
- Slide 23 - Storyset
- Slide 25 - Storyset
- Slide 26 - Vectorjuice
- Slide 28 - Rawpixel
- Slide 29 - Slidesgo
- Slide 30 - Slidesgo
- Slide 33 - Storyset
- Slide 36 - Studiogstock
- Slide 40 - Storyset
- Slide 43 - Storyset



Q&A AND FEEDBACK



QUESTIONS FOR THE AUDIENCE

- What's Your Experience with Planners
- Do Any of You Have a Municipality that Hires a Consultant for Planning?
- What Would You Like Planners to Know About BIAs

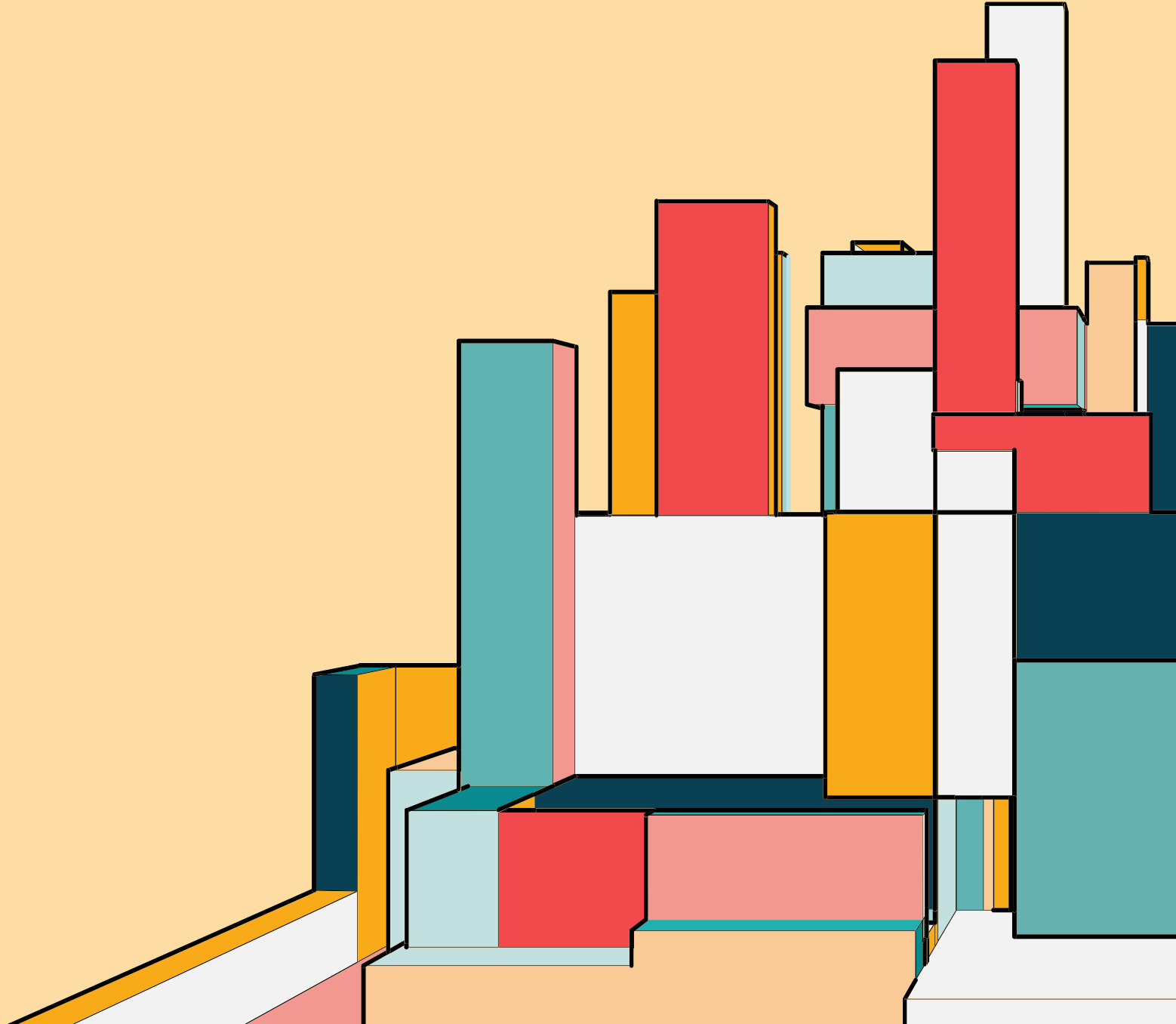


THANK YOU

Salvatore Marchese

705-759-5445

s.marchese@cityssm.on.ca



Session Evaluation Form

