

Date: March 22, 2016

To: Chair and Members of Planning and Development Committee

From: Edward R. Sajecki, Commissioner of Planning and Building

Originator's files:
CD.03.MAL

Meeting date:
April 11, 2016

Subject

Malton Official Plan Character Areas Review – MyMalton Community Vision Directions Report (Ward 5)

Recommendation

1. That the report titled “Malton Official Plan Character Areas Review – MyMalton Community Vision Directions Report (Ward 5)” dated March 22, 2016 from the Commissioner of Planning and Building, be received for information.
2. That staff prepare an Action Plan for “MyMalton Community Vision” dated March 2016, from Urban Strategies Inc.
3. That staff review and prepare revised Official Plan Policies with consideration of the Vision, Principle Themes, Key Moves and Additional Initiatives outlined in the report titled, “MyMalton Community Vision” dated March 2016, from Urban Strategies Inc.

Report Highlights

- A new Vision and 5 Principle Themes have been established for the Malton Character Areas following an extensive community engagement process;
- 8 Key Moves and 9 Initiatives are identified to implement the Vision and Principles;
- The engagement program included: visioning sessions, an on-line survey, a community workshop and final community meeting, a project website, a walking tour with community members, surveys of transit users, youth engagement at local schools, and organizing and attending events (‘Pop-Up’ Public Square, Malton Community Festival);
- The Vision, Principle Themes, Key Moves and Initiatives will serve as input into the development of revised Official Plan policies, a Malton specific Culture Plan, and an Action Plan;
- The Action Plan will detail the roles and responsibilities and timing for implementation.

Background

Malton is an established residential community with only a few vacant parcels of land for new development. Achieving a complete community in which residents can comfortably fulfill their daily needs, and encourage revitalization through reinvestment and redevelopment is a challenge.

However, Malton is poised for change and positive revitalization. The growing interest in redevelopment and reinvestment; a commitment by the neighbouring Airport Authority to support relaxing restrictive noise policies; and a stream of newcomers settling in Malton create real opportunities for positive change.

Because planning is about managing effective and appropriate change, initiating a review of the Malton Official Plan Character Areas was both necessary and timely.

Official Plan Character Areas Review Process

MyMalton Community Visioning is Phase 1 of a pilot project representing a new approach to community planning. The goal of Phase 1 is to create a practical and realistic vision and guiding principles to direct future growth and revitalization in Malton.

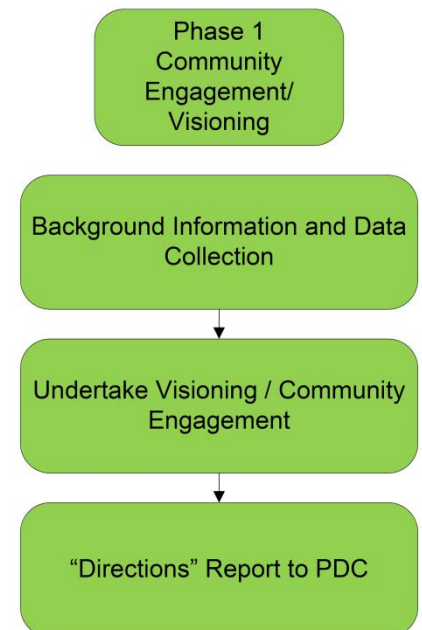
Underlying the approach is an acknowledgement that land use planning simply creates an enabling policy environment for change – that in order for meaningful change to occur, actions beyond policy change are necessary. Collectively, these other initiatives can be captured in an Action Plan that details roles and responsibilities and the means of achieving these changes.

Another innovative aspect of the MyMalton community engagement involved the collaboration between the Policy Division and the Culture Division. This proved to be a more cost effective approach to engagement, and helped to avoid “engagement fatigue”.

Additionally, the process provided a richer and more fulsome community conversation. It also created opportunity for staff to experiment with new engagement tools, such as a ‘pop-up’ public square, movie night, MyMalton song, etc. which go well beyond traditional planning approaches.

MyMalton Community Engagement Program

Urban Strategies Inc. was retained in January 2015 to undertake a public engagement process. The following highlights key engagement tactics and events:



- Community Visioning Session (May 2015) – the first community meeting focused on guiding residents to think about what they enjoyed about Malton, what were some of Malton’s challenges, and formulating ideas for improving the community¹;
- Community Workshop (June 2015) – a series of emerging themes and 20 ideas, focusing on addressing key issues identified during the Visioning Session in May, were presented. Part of the Workshop focused on prioritizing the 20 ideas with the use of a survey;
- Final Community Meeting (October 2015) – over 120 people were in attendance at the last community meeting which focused on presenting a preliminary MyMalton Vision statement, Principle Themes and a number of Key Directions and Initiatives for change across the neighbourhood;
- MyMalton Web Site – designed and maintained for 11 months receiving over 2,220 views;
- MiWay Transit Surveys and Youth Engagement Exercises (June 2015) – Transit riders and students were surveyed;
- Malton Community Festival (June 2015) – the project was showcased and participants were asked to build a map illustrating the places in Malton they liked, or places they felt needed improvement;
- Walking Tour (July 2015) – a walking tour of areas within Malton to view and experience firsthand, the existing environment and the potential transformations explored by the project;
- ‘Pop-Up’ Square (September 2015) – an impromptu ‘pop-up’ at Elmcreek Park with games and activities, including an outdoor movie in the evening tested the idea of a public square.

Comments

The first phase of the Malton Official Plan Character Areas Review is now complete with the release of the “MyMalton Community Vision” dated March 2016, prepared by Urban Strategies Inc. and attached as Appendix 1. The following offers an overview of the vision document and next steps. The vision document communicates the priorities of the community which have been preliminarily vetted and validated by respective departments.

Ensuring momentum continues, an Action Plan will be produced to guide City staff’s understanding and prioritizing of the initiatives. Some actions will require several departments to implement, while others require support from various levels of government and agencies (i.e. Malton Business Improvement Area, Malton United Youth Collective Impact Project), land owners and the Malton community.

Planning Direction

In addition to the Action Plan, a critical step for staff will be the Official Plan considerations. Staff recognize opportunities for redevelopment in Malton are limited and constrained by existing planning policies. Following receipt of the Vision, staff will commence a process of

¹ The full document of responses, titled May 7th Community Visioning Summary Report, is available at: <http://www7.mississauga.ca/documents/pb/main/2015/MyMaltonVisioningSummaryReport.pdf>

careful and deliberate review of planning policy. Specifically, this process will consider the types of future land uses and policy changes needed to activate revitalization in the community, including:

- The existing planning boundaries which define the character areas require reconsideration. Conditions have changed since the boundaries were initially defined; as such, an update is necessary to better align with the Vision and to facilitate opportunities for revitalization;
- Staff will also review the policies as they relate to vacant and underutilized parcels within the community, Westwood Mall, and the west side of Airport Road north of Derry Road (e.g. Great Punjab Centre, the Sri Guru Singh Sabha Gurdwara, and the commercial strip between Derry Road and Beverley Street). Staff has recently engaged the Greater Toronto Airport Authority to begin working towards new airport noise policies. These are critical for facilitating redevelopment opportunities on some of the aforementioned priority sites;
- Additional planning priorities include conducting a Residential Infill Study and an investigation of the introduction of a Community Improvement Plan, and/or other planning tools (i.e. urban design guidelines and streetscape plans) to improve the public realm. Residents expressed concern with older housing, often in the form of smaller bungalows, being demolished and replaced by larger detached housing. In some cases the new housing style and form may not fit with the character of the neighbourhood. The residential infill housing study will determine the impact of new housing and ensure compatibility with existing established neighbourhoods;
- The Vision proposes enhancements to the streetscape of all arterial roads and some secondary roads within the community. These improvements include pedestrianizing the streets, beautification and creating or improving cycling routes. The Vision suggests considering the development of a Community Improvement Plan to help achieve streetscape improvements;
- Finally, another important planning consideration is affordable housing. This issue was not raised as a major concern through the MyMalton Community Vision process, which may well be due to the areas general affordability in comparison to other neighbourhoods in Mississauga. Therefore, in Malton, the goal is to protect the existing affordable housing stock, encourage good maintenance and safety of these dwellings, and, where possible, increase the diversity of the stock.

MyMalton Community Vision

The following Vision, Principle Themes, Key Moves and Additional Initiatives emerged from the conversations during the community engagement sessions.

The Vision

Malton will build on its greatest strength and reputation as an inclusive and welcoming community that respects and celebrates the diversity of its people. Malton will strive to create opportunities that allow families to prosper and young people to realize their fullest potential. Through reinvestment and redevelopment, the community will be revitalized, will be beautiful and will offer a variety of activities for its residents.

The Principle Themes

- **Revitalization through Reinvestment and Redevelopment** – Malton has some wonderful assets that need continued investment in order to better benefit residents.
- **Community Gathering Places** – Create vibrant public gathering places that allow residents to come together to socialize, play and celebrate in various ways and in various places throughout Malton.
- **Opportunity for Youth** – Develop opportunities to help young people in Malton to realize and fulfill their potential.
- **More Things to Do** – Create a better diversity of retail, commercial and entertainment opportunities within Malton.
- **Beautification** – Make improvements to places and spaces that benefit residents and improve Malton’s image in a way that reflects the community’s sense of pride.

The Key Moves

Key Moves focus on specific locations and address the primary physical changes desired within the neighbourhood. They are transformational in nature and considered important to achieving the Vision. Understandably, many of these will require investment, and in some instances the cooperation of private property owners. As such, the Key Moves will need to be assessed and considered through future business and capital planning exercises and should be regarded as long term. These Key Moves focus on the following areas:

1. Improving Malton Community Commons (the cluster of facilities around the Malton Community Centre/Library and Elmcreek Park);
2. Improving Westwood Mall & Pedestrian Connections;
3. Revitalizing Malton Greenway;
4. Revitalizing Wildwood Park & Malton Arena;
5. Pedestrianizing Derry Greenway & Repurposing Victory Hall;
6. Beautifying Airport Road & Derry Road Intersection;
7. Improving Airport Road & Morning Star Drive Intersection; and
8. Improving Streetscapes.

Additional Initiatives

The following Additional Initiatives are not place-specific but rather overarching concepts for encouraging change in the community. They include considerations for strategic policy changes or for establishing new programs or supporting existing programs that will assist in promoting revitalization or addressing specific issues. Some of these should be relatively easier to

implement through a realignment and reprioritization of existing resources, programs and services. In fact some Initiatives are already well into the implementation stage (e.g. a residential infill housing study has been initiated by the Planning and Building Department; Community Services has begun a Malton specific Culture Plan). Of the nine Additional Initiatives outlined in the “MyMalton Community Vision”, three are discussed above in the Planning Direction section, with the remaining outlined below:

1. Continuing to Support Malton Youth;
2. Supporting and Expanding Cultural Opportunities;
3. Creating a Community Led Beautification Program;
4. Working with the Malton Business Improvement Area (BIA) on Strategic Initiatives;
5. Conduct a Safety Review of Public Spaces Using Crime Prevention Through Environmental Design (CPTED); and
6. Creating a Malton Partnerships Initiative.

Strategic Plan

The “MyMalton Community Vision” supports the “Connect” and “Belong” strategic pillars given the extensive consultation and collaboration with a broad range and diversity of residents during the preparation of the plan and the recommendations which reinforce this continued engagement.

Financial Impact

Not applicable

Conclusion

MyMalton was a collaborative effort between the Policy Planning and Culture Divisions to undertake an innovative community engagement program to reach out to the community to gather information. The “MyMalton Community Vision” is a practical and realistic vision which captures the collective thoughts and desires of Malton residents.

Staff will commence the Official Plan amendment process and planning studies to address some of the policy barriers facing Malton today and ensuring revitalization through reinvestment and redevelopment can be realized.

The next step is to formulate an Action Plan to detail the various initiatives, and roles and responsibilities for carrying out the actions. Once finalized, the Action Plan will be tabled with Planning and Development Committee in September 2016.

Attachments

Appendix 1: MyMalton Community Vision, dated March 2016, prepared by Urban Strategies Inc. (attached under separate cover)

Edward R. Sajecki,
Commissioner of Planning and Building

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