



City of
Peterborough

Memorandum

TO: MEMBERS OF THE PLANNING COMMITTEE

FROM: MALCOLM HUNT, DIRECTOR, PLANNING & DEVELOPMENT SERVICES

DATE: NOVEMBER 30, 2009

SUBJECT: PLANNING COMMITTEE MEETING NOVEMBER 30, 2009
REPORT PLPD09-054A – WALMART - CHEMONG ROAD
REPORT PLPD09-070 - CHEMONG SECONDARY PLAN
REPORT PLPD09-060A – LOBLAWS – MILROY DRIVE

As members of the Planning Committee begin to wade through the detailed analysis contained within the three Planning Reports for November 30, 2009, this memorandum is intended to summarize the overall approach. Staff is recommending:

1. **WALMART EXPANSION:** The Walmart expansion is being recommended for approval based on the fact that there is market justification for another food store and the Walmart site is a designated Shopping Centre and food retailing is permissible under Official Plan policies. The only land use approval that is required is a rezoning. Significant site improvements have been made by Walmart in recent months to address deficiencies outstanding from the original development and to address ongoing nuisance issues within the neighbourhood.
2. **MARKET CAPACITY:** The Retail Market research identifies a market capacity for an additional food store (beyond the Walmart expansion) and that it is logical to place the store in the north end where the greatest population growth is occurring and will continue to occur for many years. However, in the early years, the market for the second store is soft, not reaching the threshold of justification until the year 2016. Accordingly, regardless of how Council ultimately deals with the Loblaws application and the Chemong Secondary Plan, it is staff's recommendation that the entry of that second store be delayed until after 2015 in order to reduce sales transfers from existing stores. Staff are also recommending a policy

approach that allows Council to choose an alternative trigger date should market conditions warrant. The delayed entry of the second store takes away the urgency to grant approval to one specific proposal over another.

3. **CHEMONG SECONDARY PLAN:** Staff is recommending that the Chemong Secondary Plan boundary be redrawn. The present boundary is not particularly logical. It represents what was left over following annexation in 1998. We are recommending, in addition to other adjustments, that the land north of the upper leg of Milroy Drive from the Loblaws site easterly to the Conservation Authority headquarters and the west side of Chemong Road from Towerill Road north to the former City limit be included with the Chemong Secondary Plan and deleted from the Downey Secondary Plan.

We are recommending that the proposed Community Nucleus in the Chemong Secondary Plan be expanded to include the north side of Milroy Drive, incorporating the Loblaws site. Staff will be recommending that zoning of the Community Nucleus immediately follow the adoption of the Chemong Secondary Plan early in 2010. The development policies for the Community Nucleus proposed in the secondary plan promote a full integration between all the uses within the Community Nucleus. This will compel landowners to work co-operatively in the interests of promoting a responsible approach to the development objective of the Secondary Plan. This approach does not preclude Loblaws from proceeding on its site, however, the development will only proceed as a component of a comprehensively planned cluster of retail and residential uses, fully integrated with each other and the growing neighbourhood to the north. The food store, however, will be delayed until after 2015 or until the market conditions suggest otherwise.

4. **LOBLAWS:** The Loblaws application, as filed, is not being recommended for approval. Under the recommendations of staff, the Loblaws site moves out of the Downey West Secondary Plan into the Chemong Secondary Plan as an important property in the land area of the proposed 'Community Nucleus'. The present Special Purpose Retail designation of the site precludes food retailing as good planning reserves food retailing for situations that best furthers the overall planning objectives of the City. The Loblaws site, if developed in isolation, is a lost opportunity that will not return for many years. Planning staff firmly believe that food retailing should help anchor emerging neighbourhoods in growth areas.

Malcolm Hunt, Director,
Planning & Development Services