

Policy Theme #1: Enhancing the Employment Lands Policy Framework

QUESTIONS

1. In your opinion, are there specific development plan policies (e.g. OurWinnipeg) or zoning by-law regulations that enhance or impede the City of Winnipeg's competitiveness and ability to develop its vacant industrial lands, or the redevelopment of its occupied/underutilized industrial areas?

2. What are some sensitive uses that could limit the viability of employment lands? How can the City address and manage these uses?

3. In the context of the City's limited supply of serviced vacant employment lands, should some existing major redevelopment sites be retained for employment lands?

RECOMMENDED ACTIONS

Enhance the Employment Lands Policy Framework

- Simplify the policy approach by creating specific designations/categories only if the planned function of each designation/category is clearly unique.
 - Ensure that only those uses that support the planned function of each designation are identified and permitted.
 - Rationalize the location of industrial land use categories to reflect both current and future uses.
 - Ensure that the policy framework is sufficiently flexible to address the City's economic development objectives and is better positioned to facilitate the expansion of new and knowledge-based industries.
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Consider the Creation of a New Employment Category

- It is recommended that the City create a new employment category related to services employment that would permit service-related uses that are primarily destination-oriented and not particularly related to or supportive of immediately adjacent land uses in Employment Areas.
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Restrict Sensitive Land Uses in Employment Areas

- Restrict sensitive uses in Employment Areas which do not support the primary function of the Employment Area and may potentially create land use incompatibilities with surrounding employment uses.
- Restrict residential uses in Employment Areas.

Provide Stronger Direction Regarding Employment-Supportive Uses in Employment Areas

- It is recommended that the City introduce more defined policy direction in the City's DP to outline the goals and objectives related to employment-supportive uses in Employment Areas (e.g. non-industrial, non-office uses should be of limited scale, or focused on serving businesses and employees in the Employment Areas). Such uses should minimize potential land use conflicts and support a viable mix of commercial and industrial land uses.
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Promote Employment Opportunities in Transit-Oriented Development Areas

- Identify employment-focused TOD opportunities during the corridor and station planning processes, and maximize connection opportunities to existing Employment Areas, such as industrial parks and business parks at the corridor planning level.
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Revisit Employment Lands and Major Development Sites Designations within the CCDS Urban Structure Plan to Ensure Retention of Viable Employment Areas

- Revisit employment lands and major redevelopment sites designations as part of the OurWinnipeg and CCDS update process to ensure viable employment lands are retained, unviable lands are designated for redevelopment, and that policies exist to the promotion and retention of existing employment uses.

Additional Notes

Policy Theme #2: Protection of Employment Areas

QUESTIONS

1. How important is it to protect employment lands from conversions? When would it be appropriate? Under what conditions?

2. What site qualities are particularly important to protect for employment uses (e.g. lot size, zoning, site attributes, location)?

3. How important is it to ensure that large-scale sites with accessibility to major highways or arterials are maintained for specific uses?

4. How important is it that we set restrictions on retail in employment lands, in particular major retail? What types of retail and commercial uses should be permitted on employment lands?

RECOMMENDED ACTIONS

Protect Employment Lands from Conversion to Non-Employment Uses

- Provide an approach which guides the City of Winnipeg DP with respect to the protection of employment lands as well as the evaluation of applications to convert Employment Areas to a commercial and/or residential use.
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Strategically Plan and Project for Prime Employment Lands

- Designate Prime Employment Areas in the City of Winnipeg DP and protect them for appropriate employment uses over the long term.
 - Establish policy regulations to ensure parcels remain large enough to attract large-scale industrial users.
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Restrict Large Freestanding Retail Uses in Employment Areas

- Restrict “major retail” development on lands zoned M1, M2, M3 and MMU.
 - Consider limiting personal service and retail uses in Employment Areas to a permitted minor component (e.g. 10%) of the aggregate gross floor area of a permitted employment use.
 - Consider restricting the size of a single retail use permitted in an Employment Area to a maximum of 5,000 sq.ft.
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Additional Notes

Policy Theme #3: Financing Approaches to Infrastructure Servicing in Employment Areas

QUESTIONS

1. Do you agree that providing a broad market choice of vacant serviced employment lands is necessary for the City to remain competitive?

2. What site qualities are the most important in attracting a broad range of industries?

3. What role can and should the City play in attracting new industry to employment lands (e.g. incentives, acquiring industrial lands, developing Employment Areas)?

4. How significant is the issue of brownfield remediation and revitalization of employment areas? What are the biggest barriers? How can the City best facilitate development on redevelopment sites?

5. The City has historically accommodated a significant amount of industrial development activity through expansions. In your opinion, how strong are future opportunities for intensification of Employment Areas (i.e. low, moderate, high)? Where within the City are intensification opportunities in Employment Areas greatest?

RECOMMENDED ACTIONS

Provide Broader Market Choice of Vacant Serviced Lands in Employment Areas

- To ensure that the City's employment land supply levels are not unduly constrained, it is recommended that the City strive to provide a minimum designated and serviced supply of at least five years at all times. This should include a range of site selection choices by parcel configuration, designation, zoning and location. Specific direction should be focused on the availability of large-scale vacant sites which can accommodate large land-extensive uses related to logistics, warehousing and large-scale manufacturing.
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Develop a Financial Strategy Related to the Development of the City's Employment Areas

- Develop a financial strategy for the City's Employment Areas which addresses development phasing and capital cost requirements over the next 20 years. In the case of a municipal development approach, specific consideration needs to be given to potential capital recovery options and a recommended funding strategy for developing landowners within Employment Areas.
 - The City should also explore partnership opportunities with the private sector to develop its Employment Areas.
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Undertake of Detailed Employment Lands Competitiveness Analysis

- It is recommended that the cost competitiveness of development and industrial investment potential within the City and selected comparator municipalities within the Winnipeg CMA is examined through a series of pro-forma financial analyses.
 - Such an analysis would allow conclusions to be drawn as to the types and location of industrial and office development where the City of Winnipeg is most cost competitive and least competitive from a real estate cost perspective. It would also provide useful baseline data for the City in developing a financial strategy for its Employment Areas.
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Explore Opportunities for Additional Intensification within Employment Areas

- Promote and facilitate intensification/infill opportunities in existing Employment Areas.
 - Explore opportunities for infill and redevelopment in mature industrial areas.
 - Work with landowners of large infill or redevelopment sites to assess interest in developing the lands and assessing feasibility of development.
 - Explore public-private partnerships which would encourage intensification and infill development opportunities within Employment Areas.
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Develop a Brownfield Strategy to Promote Redevelopment and Revitalization of Employment Areas

- Consider developing a comprehensive brownfield strategy as part of the OurWinnipeg and CCDS update process, as a tool to promote redevelopment and revitalization of Employment Areas and major redevelopment sites.

Policy Theme #4: Enhancements to the Commercial Lands Policy Framework

QUESTIONS

1. What can the City do to improve its policies for intensifying areas? What opportunities exist for the existing Centres and Corridors?

2. How does the City's oversupply of vacant commercial lands detract from its goals of intensifying existing Centres and Corridors?

3. How prepared is the City in accommodating an evolving commercial sector? What changes to the City's current policies are required to encourage a diversity of commercial and mixed-use building typologies?

RECOMMENDED ACTIONS

Encourage Intensification within Regional Mixed-Use Centres and Regional Commercial Centres

- Promote a diverse community by providing flexible policies which ensure a variety of lot sizes and shapes to accommodate a diversity of commercial and mixed-use building typologies.
- Promote a range of mixed-use commercial and standalone housing types, including townhouses, walk-up apartments and condominiums.

