

**DATE:** March 12, 2009

**TO:** Sebastion Patrizio, Chair, Mississauga Committee of Adjustment

**FROM:** Paul Smith, President, Town of Port Credit Association (TOPCA)

**SUBJECT:** 321 Lakeshore Road West, File “A” 105/09, Ward 1  
Stage 1: proposed Shoppers Drug Mart and Medical Clinic on the former ‘Briarwood’ site)

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The Town of Port Credit Association (TOPCA) represents the interests of the residents of the Port Credit District, as documented through our registration as a ratepayer group with the City of Mississauga.

The TOPCA Executive would like to comment regarding the proposed development on the former ‘Briarwood’ car dealership site (located at **321-325 Lakeshore Road West**) and the present request by Pelican (Lakeshore) Commercial Inc. for variances specific to Stage 1 of the Master Site Plan as provided to the City Planning Dept.

We posted the Master Site Plan for the proposed Stage 1 and Stage 2 components on the TOPCA website in December 2008 and sent out an e-mail alert. Subsequently we have received comments from Port Credit residents who have viewed the site plan at: <http://www.topca.net/news/news.htm#Briarwood>. The Committee of Adjustment Notice for the March 12, 2009 hearing has also been posted on our website at: [http://www.topca.net/Committee\\_of\\_Adjustment/321\\_Lakeshore\\_Road\\_West.pdf](http://www.topca.net/Committee_of_Adjustment/321_Lakeshore_Road_West.pdf)

TOPCA strongly supports appropriate development in this location. This portion of Lakeshore Road has been a ‘dead zone’ for a long time and we welcome the advent of street-level commercial amenities in this area to begin the vitalization and pedestrianization of Lakeshore Road, west of Mississauga Road.

Massive community input has gone into the crafting of a vision for the Port Credit community: ‘Evolving the Urban Village’. This vision is presented in the *Port Credit Directions Report* approved by Council in November 2008. One of the cornerstones of this vision is a vibrant Village Mainstreet. The location of commercial development on the former ‘Briarwood’ site will benefit the many residents nearby by providing walkable destination retail and services. Coupled with existing retail on the north side of Lakeshore Road, there is potential to have a complete village streetscape through this section.

That said, we are **requesting a deferral** of the Hearing scheduled for Thursday, March 12, 2009 concerning the developer’s requests for variance.

There is an unresolved issue of traffic flow into, through and around the site. We understand the developer has recently submitted a traffic impact study to the City. The City’s Transportation Dept. has not finished reviewing that study, nor made any policy decisions. As shown on the developer’s Master Site Plan, vehicular access to the Stage 1 and 2 developments would be via the residential side streets of Pine Avenue South and Maple

Avenue South respectively, with only a Fire Route provided from Lakeshore Road. There is concern among residents about increased traffic on the side streets and through the neighbourhood south of the development. The parking lot does not appear to be designed to promote a safe drive-through between Maple Avenue South and the Phase 3 commercial development planned for the east side of Pine Avenue South, which might mitigate some of these concerns.

Without knowing the City’s official position regarding the traffic routing, citizens are unprepared to address the specifics of the variances which are dependent on the traffic flow decisions.

We believe strongly that a one (1)-storey variance for the Shoppers Drug Mart / Medical Clinic building does not complement the Mainstreet Commercial format of existing storefronts in the Village, nor respect the affirmation of a two (2)-storey minimum height as documented in the *Port Credit Directions Report* [section **4.5.2 Height**].

The site under consideration (Stage 1) is included with Stage 2 on a property comprising 1.95 acres. This is a significant lot area in a very strategic location. We note this site is larger than that of the ‘No Frills’ site which has been the subject of so much public discussion with the developer, the architect and city officials in an atmosphere of mutual respect, consultation and cooperation.

This piecemeal application technically requires no zoning amendments, and since no Ward meeting has been held and the developer has not engaged with the citizens in any way, we have not had a public forum to collectively discuss the impact of this development on the community, let alone review elevation drawings and options for re-orienting the building as it sits on the lot.

We know the City Planning Dept. is negotiating with the developer, but we have not been shown the documents. Ever since the Port Credit District Policies Review and Place-Making Study were initiated in November 2007, there has been a new spirit of citizen participation in the Planning process, and we seek a formal way to offer input on possible mixed land use considerations for the site, and urban design parameters such as building orientation and architecture, streetscaping and the provision of public space amenities.

Citizens are at a disadvantage to comment on discrete variance requests for Stage 1 of this development when there will clearly be an interrelatedness with Stages 2 and 3 on common issues of traffic flow, building orientation (hence setbacks), built form, parking, fencing and lighting. Given that all three (3) Stages of development are on the Village Mainstreet, we believe it is especially important to assess any requests for variance according to the impacts on potential adjacent development and the long-term prospects for vitalization along Lakeshore Road West.

Citizens need the opportunity to evaluate the variances with all applicable information made available to them, and to determine whether the cumulative effect of the variances supports the Village Vision.

On behalf of the TOPCA Executive,

Paul Smith, President

**COPIED:** David L. Martin, Secretary, Committee of Adjustment

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