

**DATE:** October 28, 2010  
**TO:** David L. Martin, Secretary, Committee of Adjustment, City of Mississauga  
**FROM:** James Danahy, Co-President, Town of Port Credit Association (TOPCA)  
**SUBJECT:** 150 Lakeshore Road East, File “A” 395/10, Ward 1  
Pioneer Petroleums Management Inc. proposed redevelopment / expansion:  
Pioneer gas bar, car wash and convenience retail / take-out food outlet

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

TOPCA has received comments from Port Credit residents and the BIA who have reviewed and expressed concerns deriving from the Committee of Adjustment Notice of the October 28, 2010 hearing. This Notice and pictures of the Pioneer site have been posted on our website:

- ▶ [www.topca.net/Committee\\_of\\_Adjustment/150\\_Lakeshore\\_Road\\_East.pdf](http://www.topca.net/Committee_of_Adjustment/150_Lakeshore_Road_East.pdf)
- ▶ [www.topca.net/news/Pioneer/Site\\_photo\\_album.pdf](http://www.topca.net/news/Pioneer/Site_photo_album.pdf)

We have reviewed the Site Plan and elevations for the car wash and convenience / food outlet received by us on October 25, 2010 and now publicly posted:

- ▶ [www.topca.net/news/Pioneer/Site\\_Plan\\_Sept\\_22\\_2010.pdf](http://www.topca.net/news/Pioneer/Site_Plan_Sept_22_2010.pdf)
- ▶ [www.topca.net/news/Pioneer/Car\\_Wash\\_elevations\\_Oct\\_8\\_2010.pdf](http://www.topca.net/news/Pioneer/Car_Wash_elevations_Oct_8_2010.pdf)
- ▶ [www.topca.net/news/Pioneer/Convenience\\_Food\\_outlet\\_elevations\\_Oct\\_8\\_2010.pdf](http://www.topca.net/news/Pioneer/Convenience_Food_outlet_elevations_Oct_8_2010.pdf)

TOPCA supports appropriate redevelopment at this location. We welcome new street-level vitalization and pedestrianization on Lakeshore Road which is Port Credit’s village mainstreet.

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. Appropriate infill redevelopment of the Pioneer site which aligns it with the *Directions Report* will benefit nearby residents and businesses by closing a gap along the village mainstreet and providing walkable destination retail and services in addition to the current auto uses.

Coupled with the adjacent two-storey restaurant (‘Bamboo Legend’) to the east and the three-storey live-work units with street-level office / retail on the south side of Lakeshore Road, there is the potential to have a complete village streetscape through this section.

We see merit in the applicant’s apparent intention to permanently remove the existing large propane tank. This is desirable for safety reasons with children playing in the adjacent public park and pedestrians, cyclists, and seniors’ and other residences so close by. We also see merit in the apparent built form of the brick car wash building which appears to resemble nearby vernacular architecture along Lakeshore Road. We also support the intended use of a street-side patio which will encourage walk-up traffic, and what appears to be an attempt to landscape some portions of the site which will be visible from adjoining uses.

That said, we are requesting a deferral of the Hearing scheduled for Thursday, October 28, 2010 concerning the requests for variance. Failing a deferral, we ask the Committee to deny the application.

We would note that the existing on-site use has the right to continue, and we support this as part of the Port Credit vision for a complete community, even without the proposed on-site enhancements. Because a use is existing and allowed (zoned), re-arrangement of that use and additional use(s) on-site still need to adhere to policies and parameters which apply to all local property owners. On-site arrangement of the three uses (gas bar, car wash and proposed retail / food outlet) also necessitates consideration of noise, safety, architecture, streetscaping, parking, fencing, lighting and linkages to the public realm because of the surrounding uses (residential, restaurant with patio, and public park with a meditative garden).

The proposed one (1)-storey variance (per **# 1**) for the convenience retail / fast-food outlet building would seriously undermine the Mainstreet Commercial format defined in our existing District Policies and be inconsistent with the village character of the restaurant next door and award-winning live-work units directly across the street. It would also fail to meet the two (2)-storey minimum height and permitted three (3)-storey maximum height affirmed as critical mainstreet elements in the *Port Credit Directions Report* [section **4.5.2 Height**].

In addition to the deficiency of one (1) storey, the proposed suburban big-box style built form of the convenience retail / fast food outlet is utterly inconsistent with the Port Credit village character as described in the current District Policies and *Directions Report*.

The proposed orientation of the convenience retail / fast food outlet onto the interior parking lot rather than directly onto Lakeshore Road is also at odds with Mainstreet Commercial. While street-side patio seating is desirable (per **# 3**), the enormous proposed 18.6m front yard setback (per **# 4**) is more like a suburban or highway strip plaza, rather than the intimate village mainstreet setback of 3m. This will be especially disruptive to other businesses, including the adjacent restaurant which has a small patio, and will further undermine village character during cold months when the patio is not in use.

We believe there is the need for a further traffic study, dependent on the identity of the proposed fast-food outlet. Were the outlet to be a ‘Tim Hortons’, for example, which is known to generate significantly higher through-put, there would be even greater concern among residents about traffic detouring through the neighbourhood east of the redeveloped site in order to avoid increased traffic congestion leading to the Lakeshore Road intersection at Hurontario Street (the busiest in Port Credit).

Given the recent experience of the ‘Briarwood’ site at 325 Lakeshore Road East (Shoppers Drug Mart), where a median strip was required by the City in addition to “right in, right out” (only) access off Lakeshore Road due to traffic concerns, we question the implications of automatically (unconditionally) granting the requested variances for the Pioneer site, so near to the key intersection at Hurontario Street which will shortly become home to new residents at the 22-storey Northshore condominium which is nearly completed, just west of the site.

We feel unprepared to address the specifics of variance **# 2** which are interdependent with on- and off-site traffic flow decisions and urban design evaluations of building orientation and setbacks, as well as built form in this instance.

The site under consideration has a significant lot area (1.26 acres) in a very strategic location visible to the public and residences from all four sides. This site is comparable in importance and scale to the ‘No Frills’, ‘Briarwood’ and Post Office mainstreet sites, which have been subject to so much public discussion with the developers, architects and city officials. The Pioneer site requires no less consultation and cooperation to achieve success.

Since no Ward meeting has been held and the developer has made no attempt to engage with the citizens in any way, we have not had a public forum to collectively discuss the impact of this development on the community. Neither has there been any opportunity to review computer-generated elevations and perspective drawings, and to understand exactly what may be considered as-of-right on this special site (zoned C4-4) which is being re-built.

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 outside / in advance of this Hearing process.

On behalf of the TOPCA Executive,

Deborah Greenfield and Jim Danahy, Co-Presidents  
**Town of Port Credit Association (TOPCA)**  
[www.TOPCA.net](http://www.TOPCA.net)

**COPIED:** Carmen Corbasson, Councillor, Ward 1

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