



**Date:** January 16, 2023  
**Comments to:** Planning & Development  
**Re:** 170 Lakeshore Road East  
**File:** OZ/OPA 21-16 Ward 1

On behalf of the Town of Port Credit association and our many residents, we want to thank the planning department for stepping up to the plate and recognizing that the 17-storey building proposed for this site is such a significant departure from our Local Area Plan and the scale and character of the surrounding area.

It's particularly appreciated when we know our municipalities are continually faced with so many buzz words including the over-arching transit hub intensification. We have some buzz words too, and they include PPJ (People Plus Jobs) that indicates Port Credit has met the province-mandated quota for intensification. Of course, we understand that's a guideline but we need to be cognizant of when goal posts are being massaged and good planning principals, ignored. Such as when development falls outside a transit hub perimeter yet anticipates a hall pass through the OLT.

And while these units are being touted as rental, make no mistake, we're talking luxury rental that was cited as upwards of \$5,000 per month when we first spoke with Lightpoint back in January, 2021. To us, the supportive housing solution one might associate with rental, isn't there.

So, why does parachuting a 17-storey building into Port Credit not work? From an economic standpoint, our shops and restaurants rely on the "village" atmosphere that Mississauga Tourism touts as one more reason to visit this waterfront community.

This application would replace an admittedly tired-looking (yet quite busy) retail strip in the heart of town with a structure that offers minimal ground floor retail and not only alienates this site from the vibrant Port Credit core but compromises a stretch of Lakeshore Road that continues to struggle with retail churn. We need to be extending this tourism destination to embrace walkability that reaches through to Lakeview. Not see it come to a grinding halt, once you hit Hurontario. This is an opportunity we can't afford to mess up.

Beyond planning, there is always a human factor and the toll this type of over-sized infill takes, on the surrounding community. We've heard it, the Councillor has heard it, and at the council meeting in June of last year, the neighbours themselves, spoke up. From traffic concerns related to an elementary school just one block north, to shadowing and over-look. This proposal simply does not fit on a number of levels.

Again, we would appreciate the City of Mississauga's support in preserving this neighbourhood.

Let's see a development on this site that delivers a win-win-win for everyone. The immediate community, the city, and also a creative developer who appreciates the opportunity to set the right precedent..

Thank you.

Mary Simpson  
President  
Town of Port Credit Association