



**Date:** June 6, 2022

**Comments to:** Planning & Development

**Re:** 170 Lakeshore Road East

**File:** OZ/OPA 21-16 Ward 1

As a city-affiliated residents' group, the Town of Port Credit Association (TOPCA) has engaged the Port Credit community with each new multi-storey development proposed for this area.

We and our residents are aware that Port Credit has now met its targeted PPJ (People Plus Jobs) between the "already-under-construction" builds and the "already-approved" applications.

It's with this in mind that we suggest it's time to take a step back from the quest for over-intensification to reflect on the need to take a more strategic approach to developing this area.

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.

The application to replace a busy albeit tired-looking single-storey building in the heart of town with a 15-storey structure that offers minimal ground floor retail 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.

In addition to the extraordinarily well-attended community meeting held on February 2nd by Councillor Dasko, TOPCA delivered over 150 flyers to neighbouring streets, asking for residents to share their feedback on what was being proposed. The number of responses protesting the out-of-character height, was one of the strongest reactions TOPCA has ever experienced with a development application.

Unlike the Northshore condominium one block away, the 170 Lakeshore Road East proposal backs onto established residential homes. It compromises homeowner quality of life, it thumbs its nose at our Local Area Plan, and it sets a dangerous context for future development along this section of our main street.

We ask that the City of Mississauga help Port Credit develop in an intentional manner that precludes densification on demand.

Thank you in advance, for considering our comments.

Mary Simpson  
President  
Town of Port Credit Association