



## **SUMMIT MEETING**

*Sponsored jointly by*

**Lakeview Ratepayers Association (LRA)  
Town of Port Credit Association (TOPCA)**

# **THE LAKESHORE ROAD CORRIDOR AS A COMPLETE STREET**

**Saturday, March 3, 2012**

**Port Credit Arena, Credit Room**

## **NOTES FROM THE ROUNDTABLE WORKSHOP DISCUSSIONS**

1. Intensification & Neighborhoods (7p)
2. Multi-Modal Transportation (1p)
3. Waterfront & Environment (3p)
4. Retail & Economic Development (3p)
5. Culture & Tourism (3p)
6. Built Form & Heritage (2p)
7. Established Guidelines & Community Engagement (7p)
8. "100 Year Cards" (3p)

For further information, the Invitation, the Agenda and Photos see:

[http://topca.net/meetings.htm#March\\_3\\_2012](http://topca.net/meetings.htm#March_3_2012)

**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 1: Intensification and Neighbourhoods**

Facilitator: John Danahy

**Key themes arising:**

- Transportation including the desire to understand what correlates to density, e.g. what level of density would qualify for LRT, what level would qualify for enhanced bus services, etc.
- OMB, and not only what is perceived as an undemocratic process, but also the level to which it discourages communities from taking on a cause. Why bother?
- The human factor and John Danahy's reference to creating "moments to stop" – whether for seniors or people walking down the street. Not just about outdoor cafes, but the natural spots where people congregate. Sounds like that Spacing magazine article on what made the top 100 cities / towns in Canada the top.

For each cycle, John Danahy describes the topic: how do we distribute density along the neighbourhoods? Most new developments want the entire block versus infill.

**Cycle #1:**

- not so much about density that creates engagement; is about compactness and the way it feels.
- it's both – e.g. Vancouver where town homes are at streetscape within the transition area and high-rises at the back.
- at what height is it not street level? 3 or 4 storeys?
- this is an important issue. The height of 2-3 storeys is walkable. Walkability in villages really relates to height. Get height right or built-form makes no difference. Depends on how much land you have. PC has more land whereby Clarkson does not.
- you can get the feeling of stepping up in PC – you can't get that feeling from a strip mall which is what Clarkson is dealing with.
- strip mall has to be perceived by developer as having greater value and potential if it is to be developed. In Toronto, all high rises include a podium and then the high-rise. Seems like a wall.
- agree – struggles with that.
- need openings. Not only height, but width needs to be looked at so as you walk along its not one wall (whether retail or a house) that has no breaks.
- you can stick build up to 4 storeys at some of the infill sites.
- important we implement policies we all agree on. Land use economics are killing us. Important we recognize these opportunities and jump on them.
- cites public space by Ten restaurant which is a great example of creating a gathering space. That's what you want and the strategy for sustainability we should be working to.

- that's why you don't want to move to an inner court. People will gather at the edge, not go into the interiors.
- where should intensification occur? Much less resistance if it is close to transportation nodes, where it should occur.
- key challenge. Mount Pleasant has a similar issue where they are. Need to look at whole area in distributing density.
- need to also think of employment. Hip and trendy becomes a place where people can work and live and there is a need to protect spaces that will make these areas places where people will want to be.

**Cycle #2:**

- there is no heart to Lakeview. We do have a centre at PC and of course Clarkson is struggling. What do you think would work best?
  - province feels it should happen everywhere – e.g. granny flats help drive intensification, but concerns include issues such as how do we accommodate the extra cars associated with this type of initiative? Developers are looking for larger footprints.
  - how do you change the existing mindset? The park and the marinas are on Lakeshore, but they could not survive without pedestrian traffic.
  - mentions boardwalk and Snug Harbour by parking lot and other side – would be nice to have shops along that area. Also needs a better mix of retail. Some older shops in PC, less in Lakeview with some big box on the table. How is it going to tie in?
  - WalMart will run the whole show.
- JD – there is a cost to building anything which includes parking spaces. Need to have underground parking is very expensive. What level of density would support better transit, so the buses are more frequent? How could you have smaller, incremental development to encourage individuals. Transit needs to be more frequent and the rider-ship goes up and the costs to move them goes down per head. There may be a critical threshold – but you need the right density. Retrofit what is already there and then build new in other areas where it is appropriate. Last table talked about the need to keep a village feel and density.
- important we keep some visibility of the lake. Need to keep an open corridor. Liked Lakeview comment re need to bring people down to the water. Wish we had kept more lakefront at the FRAM town home development to expand the existing (St. Lawrence) park.
  - Port Street – could expand, put trees, bicycles trails, places for people to sit.
  - there is never enough retail to keep an area vibrant, so need to be careful about putting retail down off the main street.
  - it will be the WalMart that is planned that will hamper it. Many are built by the highways and the downtown cores are dead.
  - maybe something other than WalMart – like the HomeSense in Clarkson.

- re balance, if it goes in, it will set a precedent.
- can there not be a mix?
- if you put big footprint things in areas where you don't want your synergy to be.
- retail all the way along – does it make sense to eliminate retail at certain sections?
- problem is that strip malls were built for cars because they have parking in front. Changes streetscape.

**Cycle #3:**

- why can't interaction happen at level 1 versus 2. Why not raise so that it happens on the 2<sup>nd</sup> level versus the 1<sup>st</sup> level? (speaker was referencing having people congregate in areas located within or under a building, versus at the front or side.)
- people like to congregate on the "edge" when they come together with other people in interaction – whether that be retail interaction or social.
- thinking of Ontario College of Art building in Toronto – which is on stilts.
- can still leave room for the niches along the route, but Ontario College of Art space is used primarily by students, so does not draw locals in on its own.
- (referring to John Danahy's slides of Europe). We don't have much of that here, but it's a great idea and there are numerous spaces where it could happen.
- currently that is not in the strategy. And how do you create an incentive for developers. Need to create moments to stop – e.g. for elderly where we have no park benches to rest/sit.
- sense of "public" is a function in Europe versus the feeling you need to purchase something; referenced things like fountains, where people felt free to stop and sit, versus an area outside a shop where you needed to purchase a beverage or food in order to use the space.
- think the slides are great, but in Europe the people live and work in that space. The environment is very different from us. They also don't have the same weather – they don't have the sprawl we have.
- JD stated young people (his grad students) are living in small spaces (attics, basements) without cars and in "close" areas. Maybe its down to retrofitting. 20 year olds don't live here because new build would be too expensive.
- we need to take Europe's best practices and our reality, into account.
- may be down to transportation.
- would love to shop local, but transportation is an issue.
- timing on this dialogue could not be better. Even though she lives in Mississauga, every Saturday has gone down to the St. Lawrence market since she was a child. For the first time, a few weeks back, she was on the

Gardiner and turned around at High Park because she could not handle the traffic. Same thing happened the next week, so she is saying goodbye to a great family tradition because of traffic.

- Canada Lands Company might be someone to include in this type of discussion when the port lands in Port Credit begin the public engagement process.
- a MetroLinx Pass would make it a no-brainer and she would not hesitate to come into Port Credit to enjoy the restaurants and bars – she wouldn't have to drive.
- can't copy Europe. Its something that has been built over years. Need economics to come together. Identity of Street (e.g. Oxford Street) makes the areas a draw.
- what we're talking about is concentrating activity in village nodes.
- need to develop a transportation system that gets us from Point A to Point B and eliminates the need for cars.

#### Cycle #4:

- talking about block size with retail on the edge. Pressure to assemble larger blocks. How do you get intensity without compromising integrity of the village?
  - can't work with OMB. Upset that in his area a 15 storey condo went up and the community and Council were vetoed twice.
  - spoke with (local developer) Frank Giannone re building on Ann Street and he said the prescribed density does not make money. How do you say no to larger buildings when developers face that?
  - he bought into a transition area. Once you have built 6 storeys and get your underground parking in, you are at a break even point. Whether Frank requires 15 storeys to break even, is up to him.
  - I didn't know that.
  - OMB is completely inconsistent and unpredictable. This totally destroys community involvement.
  - it is not a democracy when we say this is what we want and OMB, who are not stakeholders, can automatically veto.
  - let's vision and get off OMB. Cites Dundas Square in downtown Toronto which is an over-the-top example of density. We need connections to Long Branch and the light rail transit. Can we get some indication as to what capacity must be met in order to justify an LRT?
  - need to build transit before you can intensify.
- JD – starting to work with students re smaller scale infill at areas where the buses service. Once you have 7 minute service, it becomes more efficient than LRT. For a "Clarkson to Lakeview" type of life it would be appropriate (versus up Hurontario street)
- agree. If you've got that frequency, people leave their cars at home.

- references retrofit to keep infill to scale and affordable. Shops could be rebuilt and have 2-3 apartments over them near a bus stop.
- doesn't transit service come with mixed residential? PC and Clarkson aren't the type of people taking the bus.
- it might need to be the right demographic. PC and Lakeview are not a post World War II suburb – they are well over 100 years old.
- we are here to talk about Lakeshore Road becoming what it once was - a public road.
- 50% of the transportation usage is after work.
- kids use transit with no complaint and he himself uses transit as well. Lots of shops and retail in PC (versus Lakeview) but that is a very long and diverse stretch that you would not walk through to get to PC.
- but you would bike or take a bus.

**Cycle #5:**

- the type of input the citizens contribute is important. In planning documents - thoughts and visions are important to include. Having a vision around what you want and translating it into a document paints a picture and it helps.
- identify your nodes first of all, respect the value of the community needs. Have seen infill that devastated the community. Difficult going to the OMB and to win is tough. Need to modify OMB before we have to go to them.
- why does anyone have a problem with the OMB in our areas? Tell me one time when any of us have been impacted.
- Satellite restaurant, Haig Blvd.,...
- You can want whatever you want – retail, a butcher shop, restaurants, etc. but you won't get a builder to follow through.
- dilemma is building sizes. To create what they call a viable development, developers block-bust to build an entire block. In reality, each shopkeeper or property owner is a developer – they could reinvent themselves and have a shop with three apartments above it.
- but with the exception of the pizza shop (who made minor modifications to their façade) none of the businesses have reinvented themselves or significantly changed their storefront.
- need to look at parking. Restrictions can be prohibitive to developing a smaller business – e.g. only the No Frills infill site is large enough to have underground parking.
- don't have the answer, but nothing is developing itself.

**Cycle #6:**

JD – how to you intensity the corridor? References the 7 minute wait period as an ideal length of time – where people stop thinking schedules.

– used to have streetcars running out here – like the LRT. Could they bring that back to support intensification?

– looking at LRT in detailed planning. Within the Greater Toronto grid, is a desire the line be introduced. It's no longer just a pipe dream.

– only have certain access points (Hurontario, Cawthra) to the Lakeshore. Something along the Lakeshore would be huge.

– about moving people, not cars.

– Queen Street Bridge has been discussed for a long time. Could have LRT access at that point to encourage people from outside of PC. If you are going to bring more people, need to provide them with a method to get to where they are going.

– some discussion would be great to pull LRT into Inspiration Lakeview, then have the bus line for destinations beyond.

– seniors residents should face out into the street. Provides them with something to do and makes for safer streets.

– we tend to put housing for the elderly into out of the way places.

– people don't want to live out their days in a home. Downsizing means new homes should look at elevators, etc. Vast majority want to live out their final years in their own home. Need to find a way to identify this. Food and banking are most key – both should be walkable.

– with No Frills leaving PC – where do they go? No place walkable, no benches or green spaces to rest.

– it's at the points where we step on and off transit that we should be intensifying density.

**Cycle #7:**

– transportation is the key to everything.

– young people are less inclined to get cars in the city. When 20 year olds leave Mississauga, they are not coming back. Where we have a 20-storey tower, you are not addressing the individuals who will walk and the units are very expensive.

– OMB is a big problem. Building codes are a huge problem. The 20 storey building will be a lead-in to the 25-storey condo and so forth. Sustainability is a huge issue.

– how do we design density – e.g. Legislation for basement apartment? Intensification is happening at the micro and macro levels.

- we're going through that now. A developer is putting that in. Huge push from the communities who have been in place for 40-50 years.
- that was an issue tackled during visioning. When could we/how could we make it happen? So this may not be about just the corridor but the surrounding neighbourhoods.
- we need the city to identify which parcels of land the developers have purchased. Regardless of whether its for retail or residential. That way we can be prepared; Oakville has done this.
- think of the future. I really don't want to see large buildings on the south side of the lakeshore.



**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 2: Multi-modal Transportation**

Facilitator: Darrin Wolter

The big message is that we need ways of ***Getting more people around Port Credit*** .

Here were the 4 big messages from the table:

1. Need alternate routes across Credit River because Lakeshore is the only way south of Dundas (besides QEW). Everything jams up on Lakeshore and we have no room to put more things that are needed. Consider the number of bridges across the river in Oakville (3) south of the QEW
  1. Pedestrian / cycling bridge at the mouth of the Credit
  2. Car / cycling / pedestrian bridge at Queen Street
  3. Extend the South Service Road from Mississauga Road to Hurontario on the QEW bridge upgrade
  
2. Transit where you "*Don't need to look at the schedule*" would help. Then people would know they could just take transit without hassles
  1. Think of having buses every 15 minutes, all day long along Lakeshore
  2. Add connections going eastbound into Toronto, westbound to Oakville
  
3. Make the village more accessible so people can get in and walk
  1. Easy, visible, off-street parking so folks can stop and hang out - easily, not a 10 min walk away, or fight for street parking
  2. Benches to sit and talk, or rest for senior folks. More benches means more people around.
  3. and Transit mentioned above
  
4. Reallocate the uses on the roadway
  1. Do Alternate Direction (tidal) lanes to reduce a lane on the bridge to give space for other uses
  2. Road diet to enable multi-modal transportation in the Corridor

Walking, biking, and transit were a consistent desire from many of the people for a quality of life perspective. And I think those approaches move more people per foot of roadway than cars and trucks.

NOTE THAT TRANSPORTATION ISSUES PERMEATE DISCUSSIONS IN ALL THE OTHER ROUNDTABLE NOTES. THIS SUMMARY CAPTURES THE MAIN POINTS FROM THE DAY.

**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 3: Waterfront and Environment**

Facilitator: Sue Shanly

**Trees**

Many of our mature trees are near the end of their life and as they are being cut down and removed they are being replaced with different tree species that don't provide the same degree of canopy. City is replacing old growth trees with less expensive trees. Suggestion made that we replace with the appropriate climate community tree species that are indigenous to the area (Carolinian forest biome). **Several people commented on this.**

Need more protection for mature trees. Need more funding for tree replacement and planting.

Use of engineered soils and permeable pavement to promote growth of trees in urban areas.

Think about space and soil requirements for new trees when planting especially in paved and concrete areas. Vaults of soil can be put below to support tree growth. Good soil needed to allow 40' trees to grow.

Setbacks are good in Lakeview and should be taken advantage of, to set-up a green space along Lakeshore Road. Current setbacks allow for 2 rows of mature trees.

Suggestion that concrete semi-circle seating areas in Port Credit have trees planted in centre to provide shade and aesthetic improvement.

Need to protect the greenspace on the Texaco lands.

**Roads, Road Salt and Winter Maintenance**

Need to find an alternative to road salt as it is damaging trees. Some road salt is becoming airborne and damaging trees away from the road (Niagara peach tree example).

Better quality salt would reduce the quantity needed and reduce associated damage to public art as well. City currently uses cheap salt = much more needed. Look into alternative ways of dealing with road and sidewalk ice.

People liked idea of adding greenspace as per road diet illustrations.

Create green spaces / gathering places to link areas normally reached by driving.

Beautification / spiffing-up of armoury lands in Lakeview.

**Retail / Parking / Greenspace**

Complaint about Lakefront Promenade Park parking - too close to the waterfront. Suggestion was made to generally keep parking away from water to allow for better use of shoreline.

Incorporate more green space into retail. Example: Clarkson shopping strip mall with HomeSense etc. needs more greenspace. Greenspace could be added in parking lot and in front of stores.

Parking for retail such as the plaza where HomeSense is located in Clarkson features parking in front, but would be more attractive if parking was kept in back and stores fronted onto Lakeshore.

Current City requirement of 4 parking spaces / 1000 sq. ft. too high. This number should be reduced and tax incentives given for trees planted by businesses.

Need to protect the greenspace on the Texaco lands.

Underground parking to allow for visitors to area.

### **Water / Shoreline / Trail**

People liked idea of a second marsh in Lakeview to complement Rattray Marsh (through the Lakeview Waterfront Connection lakefill project).

Protect water quality to ensure that rivers, lake etc. remain useable and clean. Currently far too much debris including that from storm water runoff passing into waterways. Water odour can be quite foul at times - people want this corrected. Flooding has also started to become a problem.

Suggestion to increase canoe and kayak access - launch points currently inadequate. Idea of a break-wall suggested to allow safer canoeing and kayaking along lake as opposed to just river use. Also, suggestion to make sure water remains safe for swimming along entire lakefront from Clarkson through to Lakeview.

Spruce up or beautify the *Ridgetown*, perhaps as an art project.

People expressed concern over the increased development in Brampton and its effects downstream in Port Credit (e.g. silting from the runoff).

Physical accessibility and visibility of water should be a constant throughout the Corridor. Currently, there are areas of limited accessibility and visibility especially from Lakeshore Road. Increasing physical access to the waterfront will promote the area for artistic and photographic purposes.

In areas like Clarkson that are removed from the lake - maintain the connection to the water by bringing the water to the town through use of irrigated water features such as fountains. Example of Millenium Park in Chicago.

Connect the Waterfront Trail from Oakville to Long Branch - in Clarkson, develop the trail system to pass through/around Suncor and Holcim properties at the base of Southdown Road (perhaps via a lakefill project similar to Lakeview's?)

Since water cannot be seen along vast stretches of Lakeshore Road - use signs to indicate and remind that we are a waterfront community throughout the Corridor.

Re-establish Serson Creek which was removed in Lakeview.

Emphasize and market our ancient shingle beaches containing fossils, as destination points.

**Etobicoke Creek to Rattray Marsh is the largest migratory bird path in North America. We need to protect this important path by not constructing large buildings that impede and kill birds with night lighting. Also important to maintain trees to provide roosting places for the birds.**

**General points**

Promote native indigenous history of area. Don't just talk about 200 year history of European settlement. Use plaques etc. to memorialize the 'river spirit' story and others.

Need to support established Local Area Plans (and Official Plan). People want to see politicians demonstrate the political will to stand up for existing Plans.

Avoid cookie-cutter development. Housing and visual experience needs to remain diverse for people to want to walk around the area.

Mini-sewage systems in buildings to reduce impact on infrastructure.

More public squares as gathering places such as that located at Hurontario & Lakeshore.

**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 4: Retail and Economic Development**

Facilitator: Jim Danahy

**Cycle #1:**

- we have no office buildings existing to bring people in. Landlords are not making money from their buildings. Can't tell landlords what to bring in (retail-wise) like a mall can.
- downtown Oakville has a good main street, good character, busy. Only improvement is town square. Theatre attached to library on banks of river.
- Spencer Park in Burlington, Brant Street has office buildings, etc. all low rise. Could have low rise offices on Port Street to bring people in.
- destination niche retail.
- BIA could seek out specific businesses to come in. Playhouse theatre, performances. Varieties of restaurants such as Indian.
- movie theatres.
- city is looking at this issue re city core. BIA should hire consultants re 'what will work here' and give marketing advice.
- 15 storey high-rise doesn't belong with a village main street.
- retail should be on the street, not recessed.

**Cycle #2:**

- need blend: retail, entertainment, residential + access grid to feed it. Parking and truck movement. Big box stores need major access.
- big box stores try to take all business in the area. Big box is antithesis of mainstreet, and don't belong in it.
- agree on conflict between big box and mainstreet. Don't need big box - already have lots (in the broader area)
- More population will supply customers for small service businesses.
- how can small business compete the big box?
- need more parking e.g. vertical (garage structure) parking.
- higher cost is lay-by spots; cheaper parking garages off street.
- look at Yorkdale – highest sales per square foot, selling speciality stuff, alternatives to cheap, made-in-China stuff.
- Yorkdale and Oakville have economic development offices
- have variety of stores, not just high end. Oakville is becoming less interesting because high rents are driving business out, replacing with big business. Yorkville – jay-walking is encouraged.
- need demographic for that. We need to have more affordable shopping.
- public realm adjacent is extremely important. Retail should be outward looking with "butchers, bakers, candlestick makers" on ground level.
- fill gap at Ben Machree for a destination point – café or something.
- need trees.

**Cycle #3:**

- keep big box out. Need hardware stores.
- we need the 501 development – it will help our business, because further commercial interests to come in. Need higher order transit. Accept any retailer that will negotiate the design.

- would have to slow down traffic first.
- choose what character you want first. Big box can't co-exist with cutting down traffic. Bistros, boutiques, patios. Real estate ownership will change over.
- residential development comes first and appropriate retail follows.
- need different retail formats, big and small. Clarkson Crossing mall and mainstreet both readily accessible.
- it's a long corridor – people can't really walk the length of it.
- look at template at Liberty Village. That's a car-less society. That works in Port Credit but not in Lakeview and Clarkson.
- PC mainstreet strip hasn't changed in 25 years except Pizza Pizza.
- Sobey's at Fort York has gotten rid of parking lot.
- young population will be moving into Lakeview.
- need child care.
- need people working there during the day – major office building.
- need tourism, which needs boutiques.

**Cycle #4:**

- small owned business and cafes, rather than condos.
- parking should not be in front, in back is better with building in front
- churches may not be relevant to the younger generation. Parks attract people. Need to attract the people who have money to spend. Need businesses to attract these people (circular) – need City incentives.
- density in Streetsville, Bloor West Village, Beaches is much higher – basement apartments, etc. Need slightly higher zoning limits. Allow 2 storeys to grow to 3 or 4. "Lifestyle malls" building a village (e.g. Don Mills Shopping Centre). Orlando example has big box in it.
- Liberty Village example
- combination of live/work
- JD - lifestyle malls are all chain-stores. Mainstreet retail is working for 2 km in Port Credit
- we have village, we need to capitalize on it.
- secret to Oakville is alternative street – Rebecca Street. Need to take traffic off mainstreet.
- higher order transit (streetcar) with frequent stops.
- need marketing, get the information out to 20-something's.
- complementary focuses for each village centre
- Clarke Hall: music theatre. Adamson Estate: art gallery. 1 Port Street: farmers market.

**Cycle #5:**

- retailers are concerned. Mostly owned by a small landlord, rents are going up. Problem with transient businesses. Wider sidewalk encourages lingering.
- need developers to sell the units to the store owners. City can prefer developments with store ownership.
- can be addressed with zoning.
- façade improvement program for store owners exists. Has been done in Georgetown successfully. Strictly enforced speed limit.
- Beaches is very successful – transit (14 minute) and walking.
- each building should retain original character. Museum relevant to area.
- village route, like wine route, along the Corridor.
- joint marketing of Mississauga villages – theme routes.
- grants are available under the City's heritage programs.

**Cycle #6:**

- attract individual entrepreneurs. Part of the experience is the variety, speciality stores e.g. Mountain Equipment Co-op. You only have so much walkable space near the node, can't fill it with chain stores. As rents rise, you knock out these people. Parkdale currently in transition – attracts these (small independents). BIA needs to solicit such people. Example is Dundas, Ontario.
- can't legislate certain types of retail. New commercial space gets used, but developers won't take the risk. Retail needs the traffic. Renaissance occurring Kingston: Milestones restaurant has brought in the traffic for the small shops. Oakville is strong in independent retail, but dead after dark. We have working class residents and need to keep them shopping here.
- JD - has worked with BIA in Parkdale, they work with City's economic development office. Used heritage funds to reface stores. Delivery trucks come at certain hours to centre lane.
- cater to high and low end. Study demographics and cater to that.
- small off-track American city promoted itself, offered grants to attract people and become a success.

**Cycle #7:**

- Cambridge, Galt, Waterloo – synergy around technology. Is there a collective "Clarkview" synergy?
- culture built around waterfront development. Synergy around waterfront. Walkable / transit-able core. People arrive other than car. Set vision, development does it; get funding from programs
- need more pedestrian-friendly environment. Slow the traffic. People have to get back and forth across the road. Left turning lane, synchronized lights.
- create a destination. Super aquarium, Ferris wheel.
- Lakeview needs a reason to start – layers – a park – start the layers, locals will buy in, others will follow.
- 1) survey what we have now. PC has restaurants and arts
- 2) what is planned? Future population needs?
- 3) visioning – how can we support to get what we want? e.g. Theatre, dancing centre, public art, artists community.
- Kitchener has marketed themselves internationally to attract businesses. RIM made a big investment.
- business wants to come to a supportive community.
- Economic Development Office to focus on Lakeview.
- we have that in Lakeview – funding is available. Community-driven is important.

Other thoughts as part of the session wrap-up:

Two potential groups to target:

1. Young entrepreneurs: Support them with a list of affordable space in the area, along with available business support services. Market Port Credit as a start-up area through the clubs that are frequented by younger people.
2. Boaters: Arrive by boat to either Lakeview or Port Credit. Support them with marine-oriented businesses as well as essential services near the marinas, an excellent walk/bike/transit link between the marina centres, with mainstreet functions in between. Should include entertainment centres as well as bicycle rental. (Our former neighbour arrived by boat, bought a house and stayed).

**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 5: Culture and Tourism**

Facilitator: Marion Morewood

**Cycle #1**

Questions Posed:

What is culture?

- Village character
- Built form
- Varied diversity of people

What brings people here?

- Parks
- Waterfront
- Where to stay?

Posh? Which direction to go?

- Maintain public access to water and parks
- Fishing clubs – salmon capital
- Dragon boat races – going to Welland

- reuse of heritage buildings
- waterfront culture e.g. fish pen project

- less by-laws to enable busking and more street culture
- put cafes in parking spots
- close streets (e.g. Port Street) as pedestrian malls with adjustable, flexible hours
- rotate through pedestrian zones each weekend in different neighbourhoods
- example of Cape Town waterfront: no parking in tourism area, but in periphery

**Cycle #2:**

Lakeshore Corridor Culture?

- Port Credit to enhance architectural heritage. Engaged citizens who want this.
- historical community. Port Credit rooted on lake and river. Hub of Mississauga, native centre.
- linking “Clarkview”. Have to maintain individuality. Lakeshore is that common link.
- appreciate bike culture and events
- lake is biggest draw. Clarkson wants a place to go. Active lifestyles
- feels small town in a big city. Building needs to be in context.
- Lakeshore Road to be a spine
- keep big box out. Parks are wonderful. Vision to draw people.

Town of Oakville came to our BIA to see how we do our economic development.

- better signage and centralized parking area
- use Texaco lands for temporary parking
- tourism supports local business
- slow down the Lakeshore Road
- renting canoes and an aquarium (fish hatchery location) in Saddington Park



**Cycle #3:**

- link between having trees and good business supports local economics and tourism. Forward thinking design re greenspace makes area walkable.
- waterfront provincially significant. Need proper funding for research and for redevelopment. Boating – major sellers of watercraft located in our marinas.
- Festivals – parks, water, trees, Canada Day.
- Where to stay? Hotels. Conference Centre.
- Waterside Inn can only accommodate 300 people – more reason for hotels and temporary space vs. residential builds.
- Clarkson – strip malls owned by more than one owner – hard to get them to agree.
- north side of street developed for business, south-side for trees.
- more parking; include retail underneath (i.e. ground level) and business or residents above.
- more transit points
  
- BIAs important
- have more buses
- Clarke Hall, Adamson Estate, 1 Port Street all important are significant sites

**Cycle #4:**

## Current Culture?

- history – opportunity to learn; two museums in Clarkson, Small Arms Building at Lakeview.
- Fishing & Parks
- dominated by lake and river. Awareness of history here.
- Clarkson: higher socio-economic level, new plazas; Port Credit: lake accessible, kayak, boat, canoe; Lakeview
- too much industry.
- waterfront biggest draw. Culture is changing. Need to protect natural environment. Education is key to smart growth. Once an environment is destroyed, it cannot be rebuilt to what it was.
- Lakeview: blank slate – promenade helps to bring people, but need to have support to keep those people around. Lakeview could become a jewel as a draw from tourism.
- Communities are taking ownership of development in order to experience/maintain village and this kind of atmosphere; NOTE: 7,982 = population of Port Credit in 1964 (now over 11,000)
- No method of clear communication.
- want public art, water fountains in parks.
- every developer needs to include public art
- mix heritage properties with real usage and needs e.g. Small Arms Building
- biological heritage and trees
- rooftop gardens
- buildings need to be constructed to accommodate green roofs
- medians between Clarkson and Port Credit
- need a connection between Lakeshore Road and the Lake

**Cycle #5:**

- Clarke Hall – could be music theatre, bigger, better. Adamson Estate – could be Art gallery; 1 Port Street was a customs station – could become a farmers market. Need to develop and promote these areas.
- culture continuity along Corridor – "eclectic continuity"
- 3 economic conditions – all different corridor needs, better accessibility, connections. Better transit

- bypass road. 70% of traffic on Lakeshore Road comes from Mississauga and local.
- have an art wall.
- have to have more people living here to support growth and tourism.
- native culture. Go back to ancient roots and need to celebrate it.
- Port Credit Legion supports heritage
- this is a cultural landscape -- the community can push to designate; business streetscape is part of our heritage
- adaptive reuse
- heritage newsletters
- heritage car rally
- post signs inside stores regarding their heritage
- every store in Port Credit has a back door, but isn't used because the alleyway is grubby

**Cycle #6:**

- village by the lake – keep that feel. Wants business community to thrive but thinks we have enough festivals.
- Snug Harbour is a draw. Would like to see more restaurants. Convention centre?
- leverage the draw of the lake.
- Lakeview could be the "Venice of Canada" and the gateway to the rest of the lakeshore.
- revised transit with continuing streetcar from Long Branch to Clarkson. Not for "mass" transit, but for local tourism.
- overarching design of architecture: mixed vernacular
- old rail line to inform about heritage
- create our heritage today

**Cycle #7:**

- where to stay?
- people come to visit for the day because it is a great place – water, festivals.
- GO Train is great, but need better infrastructure and transportation. Bicycle lanes for better local access.
- have canoe or bicycle rentals – broader level of activity – museums
- convention centre – hotels. Moved here to enjoy access to lake and small town feel.
- Dinner cruise on lake Ontario?
- Mississauga Walk of Fame?

**Key Points:**

- Convention centre – hotels and restaurants and parking
- Better local (bicycle lanes) transit options – streetcar?
- Cultural development – more options: museum, music hall, art gallery
- Trees and green space support good business
- Boat and watercraft and bicycle rental. Draw – water, lake, river, parks – more art and public fountains needed.

**Lakeshore Corridor Summit Meeting: March 3, 2012****TABLE 6: Heritage and Built Form****Facilitator: Bob Cutmore**

In regard to Buskerfest, WFF, SSS, one person noted that the noise by-laws need to be loosened as noise currently exceeds what is allowed and longer periods are required

More cafes along the Corridor are desirable along with other seasonal provisions including re-allocating parking spaces

Street closures for July 1 parade, SSS or whatever should be done on Park or Port Streets, not Lakeshore Road (only a couple said this)

Legacy projects such as the Fish Hatchery, Small Arms building are badly needed; events and festivals are great, but the communities need legacy projects and public facilities are under-utilized (e.g. Clarke Hall could be a mini-arts centre); Post Office in PC got away; things take a long time to happen; Adamson Estate (underutilized – needs a new use with RCM gone e.g. wedding centre / banquet hall); Bradley and Benares museums are success stories; 1 Port Street – the entire site is underutilized – could be a convention centre, and multipurpose

Rotate some events throughout South Mississauga, or if not possible, Clarkson and Lakeview should try to emulate PC and create unique promotional events in their communities

Parking: need better signage and public awareness, e.g. for Port Street underground lot; 'walk-a-block' campaign needed

Promote, Promote, Promote: wider the range with signs, banners, flyers; have to tell people about the Corridor happenings to get people out

Define once and for all if Lakeshore is a Highway or a Friendly Corridor – this came up with every group at the table (attendees and staff); some think it is a provincial highway; PCLAP report calls it a mainstreet

Transit: #23 bus every 15 minutes; any transit improves attendance and accessibility; people are happy there will be an LRT along Port Street; perception that PC is getting disproportionate amenities – the flip side is that PC has GO, traffic, noise, smell, congestion by hosting the events

Cultural node: there is support for this; enhances people flow

Biological heritage (parks, canoeing, kayaking, trees) is just as important as built heritage; watershed needs to be promoted too

Rooftop gardens wherever possible

**New builds should be future heritage and should be evaluated this way: this came up repeatedly at the table and in speeches at beginning of session; put in something to be proud of in a century; build with sensitivity to this time frame for building to be kept; Arena an example of a good build and heritage-worthy**  
Heritage is a connection to each of the 3 communities and encompasses everything – spread the PC emphasis across all 3 communities; help enhance each community through a common corridor

**Enhance incentive for heritage designation; make it more worthwhile e.g. a preferred tax rebate and enhancement funds for repairs; a Mississauga South pool fund by the City for local business?**

**Promote Lakeshore heritage buildings. e.g. in PC Hoopers was purpose built as the TD bank; put a plaque in each store with its original use and heritage photos of the way it was; put such pictures in the windows;**

People love the heritage walks – have them in each community based on existing heritage buildings – more frequently

There need to be public washrooms in winter e.g. Memorial Park, Kennedy (Lions) Park – ploughing of the Waterfront Trail is good but need the washrooms

Built form + Heritage = Culture & Tourism; build it right and they will come; a common connection for PC/C/L

Each park is unique and needs to be played up

PC launch ramps are the “best entertainment in the area” with a ‘Muskoka South’ atmosphere; we may take it for granted, but the City should spend more money on it

**Lakeshore Corridor Summit Meeting: March 3, 2012**  
**TABLE 7: Existing Guidelines and Citizen Engagement**  
**Facilitators: Dorothy Tomiuk and Deb Goss**

**ROUND ONE**

The Corridor is UNIQUE (of its kind) between the 3 communities and we can create something new on this SPINE which connects our different entities

All groups need to bring together their input to create the OUTPUT and a credible document; should the City supervise this? or can we 'plug in' to the City process and information sessions?

What can the Corridor be? In 50 years it will be inside a Big City -- how will it work?

It can be a spine with different centres or become one entity

Is the spine where the development should happen, or should it be on branches (entities) off the spine?

Can we (i.e. the different RAs involved) be a new organization? Can we set up an umbrella group? Perhaps a way to stay connected after this meeting

There are 3 centres with different facets; today we are looking for specifics that will reveal the common factors between the 3 -- then we should link them and set the common goals for the Corridor

This is not about RAs, it is about the goals and all the parties creating a sustainable plan for the citizens

The Corridor is the link from Etobicoke to Oakville

Clarkson needs an active group, a strong group, to decide its own future (there have been many smaller groups); this will help it balance against the other 2 communities who already have strong representation through focused groups; this may need to be built from the ground up; Clarkson needs to know itself the way PC and Lakeview do

**ROUND TWO**

The RAs in Clarkson are already connected through MIRANET

Important to bring all 3 communities together for strength, with a balance, a mechanism to keep it going, and common community goals

We want a Clarkson village mainstreet with max. of 3 storeys

We need to define and determine how to protect our villages; each is in a different segment (phase) on the corridor

Clarkson has few options regarding the roadway, but wants a narrowing of Lakeshore Road, and there is still an opportunity for cycling on the corridor

The major problem is the QEW, which makes all villages jammed when it is. We need an alternative to the QEW

A 2-lane roadway would be a disaster? We keep building which creates more traffic e.g. 501, No Frills

You can't base the design of Lakeshore Road on accidents on the QEW; drivers are smart and go where it makes sense

Trafalgar is 2 lanes into downtown Oakville

What is the priority -- traffic or pedestrians?

Start with all the stuff that we agree with; we have to compromise; build up consensus over time, e.g. conduct a MIRANET survey

Technology tells us where the traffic jams are

There are a lot of site-specific issues

The Port Credit cultural node is a way to pilot how the village could be

Drivers are cutting through neighbourhoods to get to the QEW

There is a lot of intensification at the (Clarkson) GO Station -- do we keep using the GO as a reason for the intensification? It has a cumulative impact

The Lakeshore Corridor Summit process should work with the Waterfront Task Force of the Mississauga Summit

The Waterfront Task Force has recommended a Waterfront Development Corporation, which would function away from the political area and deal with (Inspiration) Lakeview or the whole Mississauga Waterfront

Successful waterfronts have focused development organizations

We can't achieve all that we want for the Lakeshore Corridor without a by-pass; use Queen Street to take traffic all the way through

Lakeshore needs a Road Diet, starting at Southdown Road

### **ROUND THREE**

We need a visual plan of all 3 communities; we already have secondary plans individually

All three communities are in different states, economically speaking; but the connection exists and they are intertwined

We all want to keep our villages, and keep 3 storeys max. on the mainstreet

How do we define a village? The challenge is Lakeshore Road is different in all 3 communities

The Official Plan needs to designate each community as a special area

We need a 'Clarkview' plan, a tertiary plan, to look at the entire E-W Corridor concept

For a walkable Lakeshore (including crossings) it can't be a highway

QEW accidents already divert traffic here; adding more development will also increase traffic; why do we keep intensifying?

Is the Lakeshore for traffic or people? We need a consensus (how do we know when we have it?): start with agreements and then look at differences

We need bike lanes to connect the 'green corridor'; we need links to the 'corridor that works'

How do we reach "Joe Public"? Send a survey to the various groups

The Cultural Node Pilot project in PC will foreshadow a complete street: feedback is wanted and this is a good way to get the citizens involved

In doing so (survey) we don't want to miss the person walking in the park

Do a citizen survey via the (2) Councillors

What are the five (5) questions? (for example) -- drop the survey and do a postcard-type response request; it needs to be simple

To reach out to citizens, start through MIRANET and the RAs (residents' associations) with a survey to their own members

Do a road show to different areas along the Corridor e.g. at the Festivals; information fairs are also opportunities to do surveys

Ask the questions according to items 1-6 on the March 3rd Lakeshore Corridor Summit Agenda (with no restrictions)

In the UK, the Royal Institute of British Architects put together an initiative: "community engagement in a box" for the Building Futures project <http://www.buildingfutures.org.uk/> -- why not have our citizens "play a Corridor game"? i.e. if you could have anything you want, what would you like?

Establish a vision and build it into a consensus framework

Present options to residents: quantify and show pictures; people could submit images of living and enjoying

#### **ROUND FOUR**

Let's draft a policy together, and not lose momentum; let's keep our thoughts alive

The centre of each village should be scenic

The Corridor already works with a continuous trail and it keeps the parks linked

The next step in the process is cooperation between the groups of the 3 villages: today is just the first step; it will be a long process

Put together an umbrella organization including business interests (BIAs) and heads of residents' associations; to move to the next step, keep the citizens together

A joint website could represent our civic infrastructure

What are the common threads: e.g. transportation; overlap between residents on the borders; don't need total consensus on built form -- how you link is all that matters

Each village is a pearl, and they are all on a string -- they are beautiful together and apart; the Corridor could be called "the necklace" (per an area in Singapore)

Good idea to use parking spaces as public space (part of PC cultural node project)

Is Lakeshore a highway or a mainstreet? The answer will decide the future -- transportation is the key issue

70% of traffic on Lakeshore is from within Mississauga; an average of 30,000 vehicles a day (20,000 from within) -- the rate has levelled off (remained constant); but the majority of traffic is self-generated

Lakeshore Rd was known as Highway 2; the QEW was built to relieve the pressure on Lakeshore Road

Lakeshore is NOT a designated through-route

In Oakville, to relieve E-W pressure, they are expanding Dundas Street to better preserve Lakeshore Road

We can use traffic to advantage -- people will shop

Lakeshore makes you feel better (more green space), when you drive it as a route instead of the QEW etc.

Lakeshore Rd is slower in a different way from other traffic routes -- you don't mind as much

Does an LRT belong on Lakeshore? Bicycles sure do

The turnout today is really demonstrative -- this is what we need to do (citing that the Mayor said so in her opening remarks)

It took centuries for the village centres to grow and change to what they are today; now things are moving fast here and it is not sustainable now

The public meeting (rescheduled to May 2) will invigorate the citizens

The Parks are a real asset and a connection; the City has provided these and this is what the people want

The stores are another connection

You don't get inspiration from crowds, you get it from green space



**ROUND FIVE**

For the forthcoming Local Area Plans (regulatory documents), we need to leverage the Lakeshore Corridor concept

Ward 1 and 2 work well together; we need to formulate a similar advisory committee along the Corridor as was done for the different districts with their Local Advisory Panels: this would need political support and buy-in. and Clarkson to now be included

The Clarkson BIA and the RAs are very important to growth and revitalization; the Clarkson BIA has built a relationship with the RAs, including Whiteoaks Lorne Park Community Assn (Lorne Park is geographically in the middle between Clarkson and Port Credit).

Clarkson needs an overall identity (has many separate neighbourhood groups) in order to focus on the Lakeshore Corridor issue; need to strengthen their inter-village ties.

Previously, the Clarkson BIA was not involved with the Clarkson Village Study, but now it is, and reviews all the plans for new development applications

The span of parkland between Clarkson and Port Credit is a gap which separates the communities

An Advisory Committee is needed for the Lakeshore Corridor, to include Planning Staff, Transportation Staff, cultural and RA groups

It is a question of synchronicity, and having a prosperity agenda to address the common issues, e.g. transit is needed, to get on and off at places to shop; distributing employment to be able to live and work here; developing a tax base for the City all along the Corridor and stopping disparity between the rich/poor neighbourhoods to get everyone to a better place

Question to the above statement: Wouldn't tax base follow anyway -- why should it lead?

Answer by the positer: Yes, but we need to plan for it. We need pan-Lakeshorism -- we need to spread this message to all the stores along the Corridor; right now there are battlegrounds

An Advisory Committee would be beneficial and eliminate this controversy

Planning has to go on now to reduce the barriers, enhance the connections and maintain uniqueness

**ROUND SIX**

How do we push and get consensus?

With regard to a possible sports centre along the Corridor, there is the example of the Hershey Centre, which started out with fine plans, and keeps losing money; the City will probably be interested in putting something down here, e.g. on the Lakeview lands [*this opinion given by a non-City staff person*]

Regulating basement apartments will bring in more tax base, but this is about more than satisfying the City's Budget needs -- it is about meeting the community need for affordable housing

The City has looked at Waterfront issues and Parks issues, but the two Depts. need to meet together re the entire Corridor and respond to the communities collectively -- this is important for citizens to request of the City

Light rail transit is needed to move people, from Clarkson to the border of Etobicoke

Is Lakeshore Road a street or a highway? Policy changes for the Corridor need to recognize rush hours and have more lanes than by eliminating lay-by parking during rush hours; close (narrow) the street down during the day and on weekends

We need a map of all the lands owned by developers, so we understand their view

Developers follow where the City planning takes them (there was some disagreement expressed)

The Ontario Municipal Board (OMB) is the challenge -- we need democratic change (i.e. control through the Official Plan)

Retail on the Corridor occurs only in pockets; the problem is no one is doing any connecting development of this nature

Developers buy up tracts and do whatever they want

People need the big picture on the Corridor; we need to look beyond every individual site

## **ROUND SEVEN**

*Staff:* Transportation staff are custodians of the roadway; the plan is to remove some of the storefront parking and put in bike lanes; the solution for a multimodal road doesn't have to be the road diet; we also have to look at the role which transit can play

We don't have a true road network: we need more crossings of the Credit River, not just at the QEW

How do we get \$ spent on the right option, e.g. pedestrian/cycling bridge over the Credit River vs. a Road Diet?

There are 3 plans for an additional bridge over the Credit River -- which will it be, and when? This would prove to be a common piece to hold the entire Corridor community together; sites proposed are at Port Street, Queen Street and the Queensway

There is the issue of all the City's master plans -- how do we rationalize the recommendations of all the plans?

The Corridor transportation issues are not just about road allowance; we need to look beyond the minutiae and see the big picture and develop a Vision

On the other hand, the Vision level can be too high up -- we need to focus on the pieces we can do now, and ensure the development requirements are put in place

Remove parking from Port Credit first to get a complete street, per the Lakeshore Road Transportation Review Study included in the Draft Local Area Plan for Port Credit.

[See:

<http://www6.mississauga.ca/onlinemaps/planbldg/LakeviewPortCredit/DraftPCRLocalAreaPlanAppendix2LakeshoreRoadTransportationReview.pdf> ]

There needs to be a business case made for a complete street; we need to compare the options

There would have to be a phase-in; but first we have to know what we want -- what are we really asking for?  
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**Summary of Key Points as stated at the end of the Summit:**

PUBLIC PROCESS: Find a balance between the three communities: come together as equals to craft a Lakeshore Corridor vision/plan. Present options to the community and seek broad consensus from "regular" citizens.

PLANNING CONTEXT: Establish once and for all Lakeshore Road is a highway or a mainstreet (*overwhelming support by attendees of the mainstreet option*) and then enshrine this in the vision statements and planning rules for all three Local Area Plans: Clarkson, Port Credit, Lakeview

IMPLEMENTATION: Bring all the theory and plans down to an individual site, whenever there is a development proposed in any of the 3 communities; of course there has to be some compromise, but ideally we all work towards the same goals

Final comment by Councillor Jim Tovey: Today is the FIRST STEP. Community involvement (like today's Summit Meeting) is how it is done.

**Lakeshore Corridor Summit Meeting: March 3, 2012**

**ACTIVITY 8: "100 Year Cards"**

Attendees were asked to jot down on a card what they wished for the Corridor in 100 years.....

100 year vision for Lakeshore.

Tree canopied, comfortable, beautiful

Space to move (car, transit, bike, walk) gather, pause, learn, socialize, connect, enjoy views and be inspired.

Environmental and Waterfront

- need to update tree bylaw to align with green objectives.

- keep waterfront visible and pristine

- use light rail transit along Lakeshore to help cut back on using cars.

- make the Lakeshore pedestrian friendly

Established Guidelines

Designate Lakeshore Road as a road, not a highway

A vision for the future of our children:

- Today's children love our parks – keep them – keep as much open shoreline as possible.

- We have enough condo towers – please stop!

- Cell phone towers threaten our skyline – make industry responsible for responsible development of cell power infra-structure.

- Clarkson needs more walkable streetscape and “greening” – development village-style (not plazas!)

- The river playground is our greatest resource – we love it – keep the river open to all – no condos!

- Cleaner air should be a priority! People with allergies and asthma are choking to death – my daughter can't breathe here – there is zero chance of her living in south Mississauga in the future!

- Don't become Oakville (trendy, expensive) stay a “real” town with fishermen, workers, beer halls, and second hand shops.

- Community festivals should be central and well supported as should BIAs and all heritage groups.

- More outdoor spots to visit casually!

Develop fascinating identity.

Refined transportation.

Great public spaces integrated into enhanced public waterfront.

Enhance transit to include waterways.

Embrace on-water heritage of Lakeshore area.

Broaden sense of community amongst 3 areas (Clarkson, Port Credit, Lakeview)

Connect three villages Lakeview, Clarkson, Port Credit: LRT and Trails  
Retain built form heritage – Small Arms building (Lakeview), Clarke Hall, Post Office (Port Credit)  
Retain Boat Launch; At 1 Port Street expand Salmon Fishing industry and Marinas  
100 years from now  
- a place where we “visit” and “play” in the village  
- live, work, play, shop on foot

100 years out  
A place where we can live, work, recreate close to home  
A transit model that makes moving around easy and seem natural  
A place where economic success meets environmental success/sustainability

SMART GROWTH – puts environmental consideration up front BEFORE any development takes place. This is very important.  
Opening up the waterfront for public access. Primarily passive “parks” that encourage walking, cycling, etc.  
-- not baseball, football, etc.  
Key to remember demographics of aging population – need safe walking places to sit and rest, able to live on or close to Lakeshore Road where they can shop for food and bank, but also so they can watch the world go by.  
Education: educate public on the value of the waterfront, appreciate natural heritage, different nationalities see things differently.

Younger generation need to be persuaded to move to the “Clarkview” area – what would it take? Love for XX (can't read word), entertainment, eating out, affordable housing?

Village character.  
Public waterfront usage.  
Liveability.

Develop sustainable communities that are not dependent on events.  
Our waterfront 'Natural Resource' is the destination.  
Create peaceful greenspace.  
Utilize the talents of home-grown artists to do installations – i.e. Chicago’s Millenium Park

Walkable waterfront.  
Green Development  
Historic and Cultural Node.

50 years – 100 years

- easy access with rapid transit, streetcars, second bridge over Credit at Queen Street to divert traffic
- walkable communities with cafes, markets, on the street amenities, theatres, museums
- Corridor needs activities all year round, Centres of Excellence, Events, Programs

Three points:

- Publicly accessible waterfront – connected waterfront trail.
- Transit – better connections along Lakeshore (LRT), more frequent buses.
- Protect the village character while supporting businesses / retail

Each village having an individual character but still connected to the Lakeshore Corridor  
 Cultural nodes in each village, i.e.: heritage, museums  
 High quality development designed for a sustainable future

3 Point Wish List

Gorgeous lakefront with character and charm for all residents of Mississauga and tourists  
 An identity in itself  
 A place to be proud and renowned as the waterfront identify of Mississauga

Stronger cultural presence throughout the corridor: Lakeview to Clarkson (outdoor art)  
 Connect the corridor

- pedestrian friendly village lifestyle – a place to live, work, worship, play
- environmentally friendly, protect our neighbourhoods
- not a fake “trendy village” but real people
- celebrate the nature we have (trees, lake)
- celebrate history and culture, including native
- bring people to vibrant community

- low density south of Lakeshore Road.
- OMB – what’s the point?? Stick with the plan!
- keep retail on street level – not recessed (no box stores)
- need some offices (low rise)
- faster Transportation

100 years – a walkable community  
 Support of transit use – '2 plus 1' Lakeshore Corridor  
 Density respectful of existing community values and character