

REMARKS WITH SLIDE PRESENTATION

Presented by: **Christina Giannone**, Project Director, Port Credit West Village Partners

Slide Presentation entitled: ~ **WEST VILLAGE: MOBILITY & INTEGRATION** ~

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Presented at: **TOPCA Town Hall & AGM** (November 9, 2017) at Clarke Hall, Port Credit

Town Hall Theme: **LAKESHORE CORRIDOR: GET MOVING!**

Thank you to TOPCA for inviting the West Village Partners to speak tonight. We have heard some very interesting and inspirational ideas, studies and precedents this evening, examples from beyond our community and City, and a challenge for us to all think a little differently about how and what it means to move. And I am grateful for this opportunity to speak to you tonight.

My name is Christina Giannone and I am the Project Director for the PC West Village Partners. I was born and raised in Port Credit, in the neighbourhood directly west of the site in Cranberry Cove. All my life (that's 30+ years) all I've known of this site was a decommissioned oil refinery and a large fenced off piece of property. I remember when the Loblaws plaza was redeveloped north of Lakeshore. I remember when Watercolours was developed in Lorne Park. I remember when the waterfront trail across the south end of the site was opened. Finally, the connection from Port Credit west to Port Credit east was made! But this site sat vacant. Until now.

Like all of you here tonight, this site is near and dear to my heart. And if I wasn't standing up here, I would be sitting with you making sure that the team redeveloping this site does it justice. That they understood the concerns, the challenges and the opportunities. So I appreciate you taking the time and coming out tonight.

When [TOPCA] asked us to speak tonight, [they were] interested for us to use our site at 70 Mississauga Rd S as a bit of a case study. So tonight we'd like to take you through some of our thinking that has gone into the design of the community today, and how the site will integrate into Port Credit, focused on mobility.

I recently attended a Community Roundtable held by the First United Church, just next door. As part of the discussion, one of the questions that was asked of the participants was "What do people look for in Port Credit". A common theme that arose, among other things, was a love of the walkability – that (almost) all needs or things that people were looking for were within walking distance – parks, groceries, library, the waterfront, places of worship, schools, transit.

A complete 180 came to the forefront, although not a surprise, when asked about what Port Credit's challenges are: the common theme of Traffic. How interesting that a community that prides itself on its walkability is so conflicted with traffic. But that partially comes with the territory of being the edge community neighbouring the country's most densely populated and growing city.

So West Village. How has this 72 acre site been designed to celebrate and optimize one of the things we all love most about this village, while also acknowledging and addressing the pressures of traffic.

Many of you are familiar with the master plan that Port Credit West Village Partners submitted to the City of Mississauga. The site itself is 72 acres, which offers an incredible opportunity to create a community that is walkable, a community that is complete, and a community that is sustainable.

The master plan design incorporates over 300,000 sf of non-residential space, allowing for job creation. As a complete community, this means that people that live in the community would have the opportunity to also work in the community, to shop in the community, to be active in their community. But this village is part of the greater Port Credit Village, and part of the greater City of Mississauga.

We know that not everyone that lives here is going to work here, and that not everyone that works here is going to live here. But what this design offers is that while someone from West Village may choose to get in their car to head east for work, another car that would typically have gone the same route to cross over the bridge, may actually stop before Mississauga Rd to their office here. The design we propose is about balance, about achieving a critical mass to see success for retailers who will extend the Lakeshore Main Street Commercial from east of the river, by offering options for office spaces, and making it easy for residents here and of greater Port Credit to choose an alternate way to move.

In designing the master plan, a conscious effort was also made in order to mitigate traffic impacts on the community through the proposed built form and expected unit sizes. From Fram's experience in Port Credit Village [St. Lawrence development], for example, a predominantly empty nester market was the end user of their condo townhouses. This, combined with the offering of above-average sized condo units seeing similar users, resulted in below average vehicle travel, particularly during peak travel times. That is, the residents were not constrained to the 9-5 rush. Port Credit Village has been a case study for the Urban Land Institute and the Canada Mortgage & Housing Corporation, deeming it a Transit Oriented Development. And although this [WVP] site will also provide a broader range of unit designs, we expect to see similar demographics.

How will West Village fit into the existing fabric of Port Credit?

We have Stuart Anderson and Tony Yates [*could not attend*] here tonight from BA Group, and they will get into some of the more specific measures and design features that have been integrated into the master plan.

But I want to acknowledge that the community has been designed differently than standard neighbourhoods, particularly in Mississauga. It seeks to make the pedestrian and bicyclists the priority through the public realm and boulevard experience, while lowering dominance of cars.

We can't pretend that cars are not the majority today. But both the challenge and opportunity here are to make it easier for the community to choose an alternate. To encourage a change in behaviour. If the design of this community does not challenge the norms, nothing will change. And we are working with the City of Mississauga staff and will encourage modified streets and rights of ways, and experiences. Communities around the world have embraced this, and we are inspired by those communities to start here, and to start today.

We are part of an organic and evolutive process. What we start to do here will continue to evolve and shape the broader community.
