



Study Findings

Port Credit District

Section 4 Study Findings: Port Credit

contains the district vision statement, a summary of public input (including stakeholder input) and a series of recommendations for public policies relating to the Port Credit planning district. The findings are organized into general topics and a section pertaining to specific sites in the district.

Information included in section 4 is organized into three headings: Community Input, Public Policy Recommendations and Other Considerations.

Text under the **Community Input** heading represents a summary of public input and includes information gathered at public events and stakeholder meetings.

Public Policy Recommendations represent the consultant's recommendations, for various public policies such as Official Plan, zoning by-laws, urban design guidelines and community improvement plans, and are based on community, stakeholder, city and sub-consultant input.

Text under the **Other Considerations** heading discusses issues relating to the feasibility of some of the Public Policy Recommendations when considered within the greater context of development in the City. This text is intended to "flag" items that will need to be addressed and are not intended to minimize community input but rather to offer "things to think about" when the time comes to revise or develop the public policies.

Community Input

Public Policy Recommendations

Other Considerations

4.1 District Vision

“Evolving the Urban Village”

Port Credit is a well-known, well-established waterfront community in southern Ontario. The active port and harbour functions, fishing and boating activities, village character and natural beauty of Port Credit makes it a desirable place to be. Port Credit has had a long history of habitation; change has been occurring since the mid-1700's and change has continues to occur three centuries later. Throughout all this change, Port Credit has remained a functioning village; a notion that is fundamentally important to Port Credit's visitors and residents and to the future of the community.

The vision for the Port Credit District is based on six basic principles:

Village Character

- Reinforce Port Credit's Village character by integrating heritage resources in all levels of design.
- Protect the viable and desirable characteristics of the village mainstreet, the port and the harbour.



Distinct Waterfront Community

- Enhance and support public access and waterfront related activities.
- Protect views to Lake Ontario and the Credit River.
- Reinforce the village's waterfront setting.





Enhance the Public Realm

- Promote and protect the pedestrian, cyclist and transit priority environments.
- Create well connected and balanced parks and open spaces.
- Promote a palette of materials for the public realm that reinforces the community's waterfront setting.
- Create a vital and active community for the living, working and recreation culture.



Environmental Stewardship

- Natural features and shorelines are protected and enhanced.
- New development demonstrates a higher level of responsibility to the environment.



Balance Growth

- Intensification will occur where it makes the most sense in terms of community and City objectives.
- Brownfield redevelopment will be a priority.
- Growth will achieve a measurable level of community benefits.
- Provide on-going opportunities to participate in decision making for the community's future.



Healthy Population

- New development will create and enhance connections to the natural environment and to the waterfront.
- Healthy lifestyles will be promoted through support of walking and cycling as viable modes of transportation.
- Port Credit will protect and encourage the growth of its diverse population.

4.2 Community Identity

4.2.1 Character

Community Input

The character of the Port Credit community is strongly tied to its waterfront location, where the Credit River meets Lake Ontario. It is a long established village that is already well known for its village charm, walkable waterfront, shops, restaurants, functioning port and harbour activities. The community has expressed that the key to Port Credit is its public quality; an element that needs to be protected. Future development should enhance the village character and contribute to the quality of life of the entire community. Policies concerning community character should address the following:

- Preserve and enhance the existing village character throughout the district. Port Credit is already a desirable place to be.
- Reinforce and enhance the village character along Lakeshore Road.
- Respect and maintain the harbour and port functions of Port Credit. These activities contribute greatly to the character and pride of the community.
- The community has a higher level of responsibility to the environment due to its close proximity to the Credit River and the Lake.
- New development should also enhance the community's quality of life by providing facilities to promote healthy lifestyles, e.g. pedestrian and cyclist amenities.

Public Policy Recommendations

- Build upon the heritage of the waterfront village to inform built form, private and public realm, parks, streetscapes and community amenities. Develop urban design guidelines for the private and public realm that will reinforce the village character of the district.
- Reinforce and enhance Lakeshore Road as a community "main street" and place for social activity.
- Respect and maintain the economic function of the port including marinas, charter boat services, launching facilities, fishing and port authority services.
- Reinforce and enhance Port Credit as a walkable, bike friendly village. Ensure that provisions and connections for pedestrian and cycling circulation are supported by policy and are implemented through new development including roadway and transit improvements.
- Ensure that future development will incorporate low-impact, high quality, sustainable development practices. For example, new development should meet or exceed LEED standards and should support the notion of a "complete community".



Reinforce Port Credit as a place for walking and cycling.

4.2.1 Character cont'd

Other Considerations

- The character of the community should be protected by ensuring a balance between vehicle, pedestrian and cycling movement. The emphasis should be placed on creating a planning framework to support walking, cycling and transit as a fundamental component of a “complete community”.
- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga’s existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- The Employment Land Review Study for the City of Mississauga will provide direction for existing and future employment lands.



The presence of a viable port and marina in Port Credit forms a fundamental component of the district’s character.

4.2.2 Views and Vistas

Community Input

Currently, the Port Credit community has physical and visual access to the lake and the Credit River. As development occurs, views to the water should be respected and preserved. Views to the lake and riverfront are major contributors to the community's character and pride. Views to water related activities are also important as they reinforce the community's location as a waterfront place.

Public Policy Recommendations

- New development should be sited and designed to respect views to Lake Ontario, the Credit River, to natural areas, to the sky and to waterfront related activities such as boating, fishing and promenading.
- Views to desirable features should be identified and reinforced through Official Plan policies, community improvement plans, Zoning By-laws and urban design guidelines.
- Provide protection of key views to Lake Ontario and the Credit River through the development of policies to regulate development on waterfront properties. Refer to section 4.3.3 Waterfront: New Development.

Other Considerations

- Built form south of Lakeshore Road should not impede physical and visual connections to the waterfront.



Views to Lake Ontario, the Credit River, to natural areas, to the sky and to waterfront related activities such as boating, fishing and promenading should be maintained.

4.2.3 Built Heritage

Community Input

Built heritage refers to buildings that contribute to the distinctiveness of the area but may not necessarily be historic or “designated”. The Port Credit community expressed an interest in the future of built heritage within the district and had the following comments and concerns:

- The community recognizes the area is constantly evolving and sees opportunities to have a built heritage that respects not only history but the organic, living character of the area.
- The built heritage along Lakeshore Road is part of the village main street character. The integrity of these buildings should be protected.
- Adaptive reuse of heritage resource buildings is preferable to demolition. The community would like to see all opportunities to retain existing buildings to reinforce the village’s sense of place.

The community identified the following buildings as having built heritage significance:

- Riverside Public School, Wilcox Inn, Stavebank Church/War Memorial, Port Credit Arena, Clarke Hall, Post Office, Marina Harbour Building, Snug Harbour, Building at Lion’s Hall, Lighthouse, library, Second Cup, St.Lawrence Starch, Hamilton House, houses in the Port Credit Heritage Conservation District and places of worship.

Public Policy Recommendations

- Build on and promote built heritage resources as a fundamental part of Port Credit’s character.
- Continue to require heritage impact statement (HIS) through site plan control.
- Provide incentives to private property owners to retain built heritage features, for example, restoring original facades or retrofitting an entire building for new use.
- Existing buildings or structures that contribute to the heritage fabric of the community should be retrofitted, where possible, for reuse and integrated into new development design. New uses could be integrated into the original building.
- Built form urban design guidelines should address the treatment of existing buildings and the design of appropriate new built form.

Other Considerations

- The City’s Heritage Register should be consulted when new development is proposed on sites that contain or, that are adjacent to existing buildings. Listed or designated properties will require a heritage impact statement.
- The City offers grants to private property owners for heritage designated buildings to maintain or restore original heritage attributes.



New development adjacent to, or that would impact built heritage features, should integrate appropriate transitions to preserve the integrity of the feature.

4.2.4 Cultural Heritage

Community Input

Cultural heritage is defined as a setting or landscape which has enhanced a community's vibrancy, aesthetic quality distinctiveness, sense of history and place. For example, JC Saddington Park and Port Credit Memorial Park's totem pole would be considered cultural heritage resources.

The community identified the following cultural heritage resources:

- Public and private marinas, rowing and canoe clubs, Port Credit Arena, Heritage Conservation Area, Former Port Credit Lawn Bowling Site, the Credit River, the Ridgetown, all waterfront and inland parks and street patterns.

The community felt strongly that future development should explore all opportunities to integrate or expand on cultural heritage resources.



The Ridgetown was seen as one of the more noticeable cultural heritage features in Port Credit.



New development should be sensitive to the character and nature of the Harbour Marina as it is a significant cultural heritage feature for Port Credit.

Public Policy Recommendations

- Consider creating policies, either as special site or character area policies, for areas where unique cultural features are located. For example, the Ridgetown, the Port Credit Lighthouse, and the port itself represent cultural heritage features that communicate the history of the district. Policies for the areas should relate to the protection, preservation and enhancement of the features while also touching on the nature of potential new development that may occur on adjacent land.
- Listed cultural heritage features should continue to be included in heritage impact statement (HIS) where new development occur adjacent to cultural heritage features. A HIS, when appropriate, could be required as a component of site plan review.

Other Considerations

- The City's Cultural Heritage Inventory should be consulted to identify if properties are listed or designated. Properties that are identified will require a Heritage Impact Statement if new development is proposed.



Cultural heritage can be explored through a plaque and / or heritage signage program.

4.2.5 Neighbourhoods

Community Input

It is imperative that the integrity and character of existing neighbourhoods be maintained. Many neighbourhoods have distinct building types which reflect the development heritage of the area.

The community identified the following special neighbourhoods in Port Credit:

- The Port Credit Heritage District, Upper Village (Central Residential District), Cranberry Cove, Shawmarr, St. Lawrence and Riverside.

In addition, the community had the following comments and concerns regarding existing neighbourhoods:

- Existing neighbourhoods should be protected by establishing comprehensive directions for locating higher density infill and development.
- The community would like to see transition areas that will guide appropriate new building form, height and massing.
- New neighbourhood design should respect the pattern and form of nearby existing neighbourhoods. For example, any development on the Imperial Oil Lands should have a transition area that reflects the fabric of the heritage conservation district on the east side of the property.
- Protect neighbourhoods from inappropriate new development such as “monster homes”.
- Provide some regulations that encourage developers to commit to completion dates so that development does not “drag-out” or remain incomplete for a long period of time.

Public Policy Recommendation

Develop policies for existing stable neighbourhoods within the community that:

- Identify community features that are to be protected;
- Provide directions on how intensification should occur, such as lot coverage, transitions, setbacks, development schedules and includes potential locations and complete street elements through the development of urban design guidelines;
- Consider in-fill guidelines as policies;
- Identify how change should occur adjacent to neighbourhoods; and
- Promote the participation of the community.

Other Considerations

- The Growth Management Strategy will identify areas for intensification to ensure a sustainable environment.
- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.
- The protection of, and not encroachment into, stable residential neighbourhoods should be considered.



Old and new distinct neighbourhoods exist in the Port Credit district, for example, the Heritage Conservation District is the oldest neighbourhood in the area.

4.3 Waterfront

4.3.1 Physical Connections

Community Input

The community wants improved connections not only to the waterfront but also to the remainder of the district and to the larger City and Regional systems.

- The waterfront is the community's most distinct feature; there should be continuous public access along the shoreline, maximizing waterfront spaces for public recreational use.
- The waterfront should be linked to all inland networks.
- Neighbourhoods to the west of the Credit River should be better connected to the village core and to the waterfront. The community suggested creating a pedestrian/cycle bridge over the Credit River, an under-pass at Lakeshore Road between Marina Park and Port Credit Memorial Park (west) and a north-south connection through the Imperial Oil Lands to the Waterfront Trail.

Public Policy Recommendations

- The City should continue to pursue continuous public access along the shoreline, implementing the recommendations of the recently completed Waterfront Parks Strategy. Target missing pieces along the shoreline within the Harbour Marina lands.
- New development on the waterfront should incorporate continuous public access to the shoreline. Refer also to section 4.3.3 New Development.
- North-south streets between Lakeshore Road and the waterfront should be improved to facilitate the movement of pedestrians and cyclists. Visible elements such as signage and landscaping should reinforce connections to the waterfront.
- North-south streets on the north side of Lakeshore Road should include directional signage for the waterfront. Provide more crossing opportunities across Lakeshore Road.
- Investigate the potential for a pedestrian / cycle bridge over the Credit River north of Lakeshore Road.
- Consider the feasibility of creating an under-pass at Lakeshore Road between Port Credit Memorial Park (west) and Marina Park similar to the under-pass on the east side of the Credit River.
- Require a north-south connection between Lakeshore Road and Lake Ontario through the Imperial Oil Lands as it develops.
- District waterfront circulation systems should connect to adjacent district systems.
- Ensure connections to activity centres and transit hubs.



North-south streets leading to the waterfront should include circulation opportunities for pedestrians and cyclists.

4.3.1 Physical Connections cont'd

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy regarding connectivity, sustainability, and all season use should be implemented throughout all levels of design.
- The City's on-going Green Development Strategy should inform development that occurs.
- Contamination issues will need to be investigated prior to determining the nature and scope of development.
- The waterfront is a City and Regional resource. Public access is a priority.
- The mix of uses on the waterfront should include employment opportunities.
- Shoreline restoration, fish habitat and water quality objectives may preclude some development from happening.
- Credit Valley Conservation (CVC) is currently preparing a Lake Ontario shoreline study and various sub-watershed studies to monitor the continuity of the natural environment. The CVC's recommendations for the natural environment's long term health may define the nature and scope of development on the waterfront.



New development should ensure public access to and along the Lake Ontario shoreline.

4.3.2 Waterfront Activities

Community Input

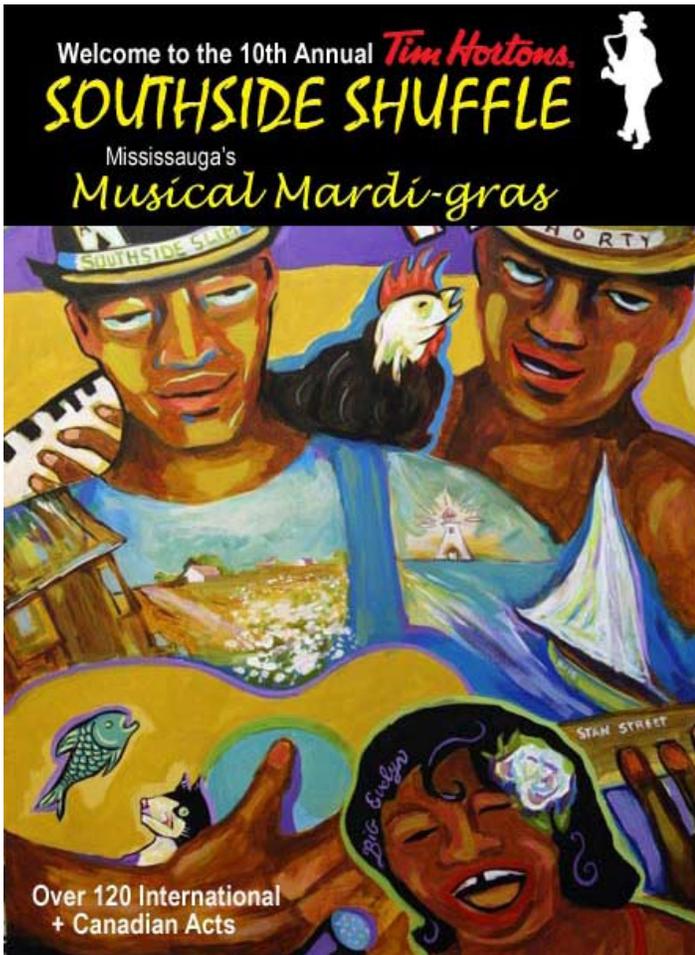
The Port Credit community has a strong emotional connection to the waterfront. The village character has originated from its location at the place where the Credit River and Lake Ontario meet. It is important to note that the community sees itself as a public place, where the streets, sidewalks, parks, and trails all lead to the water.

Public Policy Recommendations

- Build on emotional connections through consideration of the location, use and materials for activities.
- Build on emotional connections to the lake and river by ensuring continuous access to and along the shoreline.
- Continue to provide high quality public spaces at the waterfront where people can gather and interact with each other. Redevelop Marina Park and Port Credit Memorial Park (west) to a standard similar to JJ Plaus Park and Port Credit Memorial Park (east). Refer also to section 4.6 Open Spaces: Streetscapes, Parks and Natural Areas.
- The development of larger sites (Harbour Marina and Imperial Oil Lands) should incorporate public access along and to the lake.
- Continue to provide opportunities for diverse waterfront related activities such as fishing, strolling, boating, festivals etc.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy regarding waterfront activities and all season use should be implemented throughout all levels of design.



New development should integrate opportunities for diverse waterfront related activities and festivals., for example, events like the Southside Shuffle.

Views to the waterfront related activities and to Lake Ontario and the Credit River are key to preserving and reinforcing the character of the area. (Image courtesy of VIVA Port Credit).

4.3.3 New Development

Community Input

The Port Credit community expressed that new development within the district, especially new development near the waterfront, should demonstrate a higher level of responsibility to the environment and to the existing community. The community had the following comments regarding new waterfront development:

- New development near the lake and Credit River should demonstrate the most appropriate use for the land, contributing to the revitalization of the greater area.
- Incorporate uses that are attractive, publicly accessible, and contribute to the health of the greater community. For example, provide a community centre with indoor pool, or a youth and senior centre with comprehensive bike and walking access, or an additional arena facility.
- Development should achieve the highest quality of sustainable development.
- Incorporate a mix of uses to ensure vibrancy during all seasons of the year, during all hours of the day.
- New development should incorporate design elements that reflect the area's heritage and waterfront location.
- Waterfront development should not include a wall of high-rise buildings or be cut off by private development. New development should not impede visual and public access to the waterfront.

Public Policy Recommendations

Develop policies to regulate development within waterfront properties and adjacent properties. The policies could also apply to larger areas that may impact waterfront properties.

Develop policies for the waterfront that:

- Protect, preserve and enhance the natural environment and ecological linkages;
- Restrict land uses on waterfront properties that have negative affects on the environment and health of the community;
- Include a specific direction for each property or collection of properties;
- Permit a mix of uses with a focus on waterfront and community related activities;
- Encourage the provision of desired community facilities such as an additional marina, an indoor pool, youth and senior's centre and potentially an arena in new development plans;
- Require public access to and along the Credit River and Lake Ontario shoreline;
- Provide protection for views and ensure that the waterfront setting is expressed through all levels of site design;
- Require LEED compliance and application of "compact community" and low-impact development concepts;
- Prescribe building heights and step-backs: low-rise building base heights should front onto waterfront and open spaces, stepping back and up to medium-rise where appropriate;
- Require connection to or completion of the Waterfront Trail and other circulation networks in the district.

4.3.3 New Development cont'd

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy regarding connectivity, sustainability, and all season use should be implemented throughout all levels of design.
- The City's on-going Green Development Strategy should inform development that occurs.
- Contamination issues will need to be investigated prior to determining the nature and scope of development.
- The waterfront is a City and Regional resource. Public access is a priority.
- The mix of uses on the waterfront should include employment opportunities.
- Credit Valley Conservation (CVC) is currently preparing a Lake Ontario shoreline study and various sub-watershed studies to monitor the continuity of the natural environment. CVC's recommendations for the natural environment's long term health may define the nature and scope of development on the waterfront.
- Address connections to and within new development to encourage walkable communities and address sustainable development concepts.
- The Waterfront Parks Strategy did not identify the need for an additional arena. The Future Directions report did not identify the need for an additional marina or arena.



Development on or near the waterfront should ensure public access along the Lake Ontario Shoreline. (Image courtesy of VIVA Port Credit).

4.4 Intensification

4.4.1 Land Uses

Community Input

The health of the community and the environment is critical to the long term success of the district. Although there is a history of industrial land uses (Imperial Oil, St.Lawrence Starch etc.), the community no longer supports locating these uses in Port Credit. The Community wants to see their brownfield sites (Imperial Oil Lands) redeveloped into healthy places that will provide benefits to the community. The community desires land uses that:

- Redevelop the Imperial Oil Lands. Consider Port Credit as a location for new College or University campus;
- Are environmentally responsible and safe for the community;
- Include public access components that expand parks, trails and access to the lake;
- Promote revitalization of the Imperial Oil Lands and the Harbour Marina and Port Street area; and
- Maintain the harbour use while looking for an opportunity for an additional marina facility.

Public Policy Recommendations

- Develop new policies that will provide guidance on intensification and revitalization within the Port Credit district.
- Encourage the expansion of green, natural and open spaces that maximize public access, provides land for contiguous pedestrian and cyclist connections and provides the critical mass to support sustainable landscapes and natural stable environments.
- Land uses should maximize community benefits and promote the establishment of healthy environments, clean land, water and air.
- Consider a college or university campus within the district (potentially, the Imperial Oil Lands).
- Maintain employment uses within the district that will balance potential population.
- Existing harbour use should be maintained.
- Land used for under utilized, derelict or brownfield sites should be redesignated to protect the land for uses that respect the community's desire for clean land, water and air.



Develop new land use designations that will encourage revitalization by permitting mixed-use development.



New land use designations should promote healthy environments through all types of site development such as permeable paving in surface parking lots.

4.4.1 Land Uses cont'd

Other Considerations

- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga's existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- While the Provincial Growth Plan does require intensification of existing built-up areas, the Region and Mississauga are well positioned to meet the Growth Plan's growth requirements. Intensification for the district should be guided by what will create an attractive, balanced and vibrant area.
- The emphasis on population should be carefully considered. Intensification also means employment intensification; creating a balance between population and available employment.
- The Employment Land Review Study for the City of Mississauga will provide direction for existing and future employment lands.
- Policies for mixed-use should ensure that employment uses are balanced with potential population in the area.
- Policies for mixed-use should provide opportunities for affordable housing.

4.4.2 Compact Development and Density

Community Input

Compact development describes new development that uses less land and provides densities that can be efficiently served by transit. Compact development makes more efficient use of land and infrastructure. Intensification and infill should incorporate the concepts of compact development. Density is generally seen as positive if properly designed and located. Higher density areas should mitigate negative effects on the character of the community and/or surrounding land uses.

The community made the following comments:

- Port Credit's waterfront village character should be protected and enhanced.
- Port Credit already has a lot of density. Intensification should occur in appropriate areas that make sense for the community while providing adequate transition to low density areas and neighbourhood areas that should be protected.
- The community had mixed feelings about the new community development on the former St. Lawrence Starch lands. There was consensus, however, in the desire to see more community involvement in the design of higher density development in the district.
- Transitions between high and low density areas (including open, natural and green spaces) will be important in preserving the character of established areas.
- High density development and tall buildings should be placed away from the street edge and away from the waterfront.

Public Policy Recommendations

- Focus intensification in areas that can support higher densities to ensure adequate transition and to protect low density residential areas.
- Prepare policies for large parcels of land such as the Marina Harbour Lands and the Imperial Oil Lands to determine land use and density targets for the areas. Ensure community involvement in the development of the plan.
- A Lakeshore Road corridor study should be completed to determine potential redevelopment sites and densities along the corridor.
- Prepare urban design guidelines for transitions between high and low density areas (including residential, open, natural and green spaces).



Under-utilized sites along lakeshore Road should be considered for redevelopment and intensification.



The protection of Port Credit's village character will be a priority for any new development.

4.4.2 Compact Development and Density cont'd

Other Considerations

- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga's existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- While the Provincial Growth Plan does require intensification of existing built-up areas, the Region and Mississauga are well positioned to meet the Growth Plan's growth requirements. Intensification for the district should be guided by what will create an attractive, balanced and vibrant area.
- The emphasis on population should be carefully considered. Intensification also means employment intensification; creating a balance between population and available employment.
- The Employment Land Review Study for the City of Mississauga will provide direction for existing and future employment lands. The recommendations in the Mississauga Waterfront Parks Strategy regarding connectivity, sustainability, and all season use should be implemented throughout all levels of design.
- The City's on-going Green Development Strategy should inform development that occurs.
- Address connections to and within new development to encourage walkable communities and address sustainable development concepts.
- The character of the village should be protected by ensuring a balance between vehicle, pedestrian and cycling movement. The emphasis should be placed on creating a planning framework to support walking, cycling and transit as a fundamental component of a "complete community".

4.4.3 Uses

Community Input

New development should incorporate a mix of uses and building types to promote revitalization and contribute to a more vibrant community setting. Building uses and forms should provide opportunities to enhance the public spaces and streetscapes.

The community expressed the following opinions:

- New development should respect the existing form along the Lakeshore Road frontage and on adjacent streets.
- New developments should provide more office space, grocery stores and institutional type uses.
- A university or college campus should be included as one of the uses in a district mixed-use area.
- New developments should include community related facilities and uses that will improve the use of public spaces in the winter such as an outdoor skating rink.
- Mixed-use areas should incorporate cultural facilities such as theatres, galleries, playhouses, artisan markets etc. and should consider the necessity for options that would appeal to a diverse population of all ages and abilities.
- Mixed-use development along Lakeshore Road should include day and evening uses including buildings that combine retail at grade with offices and/or residential above.
- The City should support local businesses by making it easier for small establishments to set-up a business and stay.
- The use of a building is as important as its form. The quality and character of the streetscape will depend on opportunities created by ground floor uses. Uses within an area or within a single building should strive to enhance the public realm and enliven the streetscape.
- Uses should respond to the community's need for more activities, facilities and services for both younger and older age groups.
- Uses need to provide opportunities for all of Port Credit's population.
- Ground floor amenities should include and encourage all season / all hour usage.

Public Policy Recommendations

Develop a strategic marketing plan that will identify the types of businesses that are desired by the community. For example, look for an affordable grocery store and create incentives for small business establishments to locate in Port Credit.

Develop policies for the district that will:

- Provide for more than a single use, requiring two or more mutually supporting uses, including residential, employment, retail, commercial and public uses;
- Ensure a safe, vital, and attractive public realm by encouraging retail or publicly accessible uses on the ground floor. Promote the use of the public realm in the winter;
- Incorporate a mix of uses, both horizontally, between individual buildings and vertically within a single building;
- Target needed community facilities for younger and older age groups such as a youth centre and age appropriate recreation facilities such as ball courts, walking and biking trails, on-street bicycle facilities and meeting areas;
- Promote and protect the district's diverse population by encouraging the provision of a diverse mix of housing types, employment, shopping opportunities and cultural facilities through new development;
- Explore opportunities for expanding and integrating marina facilities in conjunction with a waterfront intensification site;
- Consider developing special mixed-use districts that have a particular focus, such as an entertainment district or retail district;
- Ensure that building uses will contribute to the improvement of public spaces during all seasons of the year, and will provide desired community facilities;
- Promote development that provides opportunities for shopping, employment, servicing, education, and recreation that reflect the demographics of the Port Credit district.

4.4.3 Uses cont'd

Other Considerations

- This district will be an attractive location for intensification and we will need to be careful that sufficient capacity remains for other areas in the City to grow as well; for example, areas along planned locations for higher order transit (Hurontario and Dundas) as well as other nodes that also need to be revitalized (e.g., Clarkson and Meadowvale).
- The Employment Land Review Study for the City of Mississauga will provide direction for existing and future employment lands.
- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.



Encourage a mix of uses that will promote activity in or around the buildings into the evening and on weekends.



Mixed-use development should provide opportunities to enliven the streetscape by encouraging ground floor uses that promote active public uses.



Encourage development that provides real community uses that are necessary for day-to-day living, for example, an affordable grocery store. (Image courtesy of VIVA Port Credit).

4.4.4 Public Transit and Transportation

Community Input

The community feels public transit and transportation circulation within the district needs to be improved. This is particularly important when considering a potential increase in the district's population. In addition, there is a strong desire to reduce dependency on personal vehicles by promoting cycling, walking and public transit. The following community concerns will need to be addressed as intensification moves forward:

- Traffic travels too fast on Lakeshore Road. In particular where Lakeshore Road takes on a more village main street character between Mississauga Road and Seneca Avenue.
- The pedestrian and cycling infrastructure should be improved based on a vision for the whole area, not piecemeal development.
- In order to fulfill the community's desire to create a walkable, bike friendly environment, one traffic lane on Lakeshore Road may need to be converted to support these uses. The feasibility of this ought to be examined sooner rather than later.
- Congestion at rush hours has not yet been successfully addressed. Pinch points occur at left turn lanes and at the Credit River Bridge. This is a problem now, and it will only get worse. The Lakeshore Road corridor needs to be looked at as a whole, not on a case-by-case basis.
- Transit is not reliable or scheduled appropriately to be convenient.
- The community would like to have a light rail transit route from Hurontario Street to the Long Branch GO station and also west through Clarkson.
- Provide a free shuttle bus in the summer.
- Growth in population will require better access to transit and other modes of transit like cycling.
- Transit will also need to be accessible both physically and financially for all people.
- Develop facilities that will support the cross-connections of other modes of transit, for example, cycling, walking and boating.

Public Policy Recommendations

- Transit will continue to monitor passenger activity and review existing transit services within the district and will make improvements accordingly. Based on the ridership demand, transit should consider providing additional service to all of Mississauga's waterfront parks. Support the recommendations of the Mississauga Waterfront Parks Strategy, wherever feasible.
- Study the transportation system to find short, medium and long term solutions for traffic and transit issues. Consider facilities that will support cross-connections with other modes of transit, for example, cycling and walking and identified transit hubs. Evaluate the feasibility of higher order transit (HOT) for Lakeshore Road between the Port Credit and Long Branch GO Station.
- Develop design guidelines for transportation features that include visible ways to reflect the Port Credit district's identity. Create opportunities to beautify major corridors and provide features scaled for cyclists and pedestrians.
- Encourage intensification that is transit supportive, providing access to transit services and providing facilities for other modes or energy efficient transportation.
- A balanced approach is required in accommodating the primary modes of transportation including, vehicles, buses, pedestrians and bicyclists, to ensure that no one mode is excluded but neither is one mode penalized. The goal is to promote the vibrancy of the corridor by providing for all forms of movement.
- Lakeshore Road corridor should be designed to serve the needs and requirements of the immediate area. Demands on the corridor resulting from potential problems elsewhere (for example congestion on the QEW), should not be contemplated or accounted for as enhancements and modifications are made to the corridor.
- Consider not permitting or limiting new vehicular openings onto Lakeshore Road. New openings required should be consolidated between properties and preferably located where a traffic signal opportunity is feasible. Vehicle access to re-development opportunities could also be considered from existing north south side streets or laneways (existing or proposed) parallel to Lakeshore Road.

4.4.4 Public Transit and Transportation cont'd

Other Considerations

- This district will be an attractive location for intensification, however, this needs to be balanced with growth opportunities in other targeted areas, for example, areas that are planned locations for higher order transit (Huronario and Dundas) as well as other nodes that also need to be revitalized (e.g., Clarkson and Meadowvale).
- The City of Mississauga has a Payment-in-lieu of Parking (PIL) program which is currently being reviewed. Recommendations encourage shared and structured parking. Reducing parking requirements for transit supportive developments is a good idea provided tenants/residents actually switch their transportation modes.
- A feasibility study would be required to determine the type of higher order transit that may be implemented along Lakeshore Road.
- The City of Mississauga has commenced several transportation studies, including the Hurontario Main Street Study, Transportation Master Plan, Parking Strategy and the Mississauga Transit Ridership Growth Strategy.
- Transit should continue to improve its service and provide additional bus stops where feasible, based on increased ridership.
- Feasibility analyses of intensification sites should consider traffic generation while focusing on the development's ability to sustain transit, provide pedestrian and cycling connections and integrate mixed uses.
- Any functional review of transportation and transit should be based on the premise that a balance must be achieved between all modes of transportation. The goal is to increase area accessibility and circulation while encouraging more people to take transit while enhancing the streetscape and accommodating the primary modes of movement.



Pedestrian and cyclist comfort and safety should be considered in the streetscape design.



Encourage intensification development that provides opportunities for energy efficient travel.

“Higher Order Transit (HOT)” is a bus or light/heavy rail vehicle that operates in its own right-of-way or moves in a priority situation. HOT moves more efficiently than the regular flow of traffic and can carry large numbers of people quickly and comfortably. Examples include buses or streetcars that have their own dedicated lanes or track that is separated from mixed traffic.

4.4.5 Walking and Cycling

Community Input

The Port Credit community feels strongly about encouraging the use of walking and cycling as a viable mode of transportation and had the following comments:

- Cycling and walking is still not the primary travel mode but it should be.
- There should be contiguous pedestrian and cyclist connections throughout the district. For example; there could be a light rail transit / bike loop from Hurontario Street, Lakeshore Road, up through the Credit Landing Mall, along CNR rail line to meet back with Hwy 10.

Public Policy Recommendations

- Coordinate the findings of this study with the Cycling Master Plan and Implementation Strategy (2009).
- Review the feasibility of incorporating bike facilities on Lakeshore Road.
- Design guidelines should be developed that specifically address:
 - Pedestrian and cyclist comfort and safety;
 - Treatment of pedestrian and cyclist circulation in public and private areas;
 - Provision of pedestrian and cyclist support facilities such as locking posts, seating areas and signage; and
 - A comprehensive and continuous district circulation system, including waterfront, rail lines, public parks, mid-block and street connections, links to transit hubs and connections to systems outside of the district.
- Pedestrian and cyclist comfort and safety should be considered in the streetscape design for all new and existing streets within the district. In commercial and mixed-use areas, streetscape design should provide for an enhanced streetscape and sidewalk environment.



The cycling and walking culture should be supported in all levels of design.

Other Considerations

- Recommendations for bicycle facilities will be made through the Cycling Master Plan and Implementation Strategy (2009).
- A transportation study would be required to examine opportunities to improve Lakeshore Road for pedestrians, cyclists and vehicular traffic.
- The character of the community should be protected by ensuring a balance between vehicle, pedestrian and cycling movement. The emphasis should be placed on creating a planning framework to support walking, cycling and transit as a fundamental component of a “complete community”.

4.4.6 Brownfield Sites

Community Input

A “brownfield” site means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. There is great concern about the long term health of the community considering the history of industrial land uses in the area (St.Lawrence Starch, Imperial Oil Lands). The community would like to see the major brownfield sites (Imperial Oil Lands and Marina Harbour) in the district redeveloped.

The community identified the following brownfield sites in Port Credit:

- Harbour Marina Lands;
- Imperial Oil Lands; and
- Various other smaller locations along Lakeshore Road and close to the rail corridor.

Public Policy Recommendations

- Conduct detailed studies for the Imperial Oil Lands and the Marina Harbour and Port Street. Refer to sections 4.7.2 Imperial Oil Lands and 4.7.3 Port Credit Harbour Marina for specific site recommendations.
- Consider interim land uses and treatment of brownfield sites that are anticipated to require a large amount of time to redevelop.
- Ensure that the Official Plan contains policies on the development direction for the Imperial Oil Lands, the Harbour Marina and various locations along Lakeshore Road are included.

Design guidelines should be developed that prescribe:

- Site plan and infrastructure design;
- Sustainable development;
- Built form; and
- Landscape design.



The Port Credit Marina Harbour Lands will soon see a period of change. Redevelopment of this site will have a profound affect on the revitalization of the area.

4.4.6 Brownfield Sites cont'd

Other Considerations

- Contamination issues will need to be investigated prior to determining the nature and scope of development.
- The land owners, Imperial Oil, may face significant liability and legal issues associated with future land uses on the site due to contamination. Even if technically possible, residential uses may not be legally possible.
- Redevelopment of brownfield sites to include residential uses will require the filing of a Record of Site Condition on the Ministry of the Environment's Brownfield Registry.



The Imperial Oil Lands represent the largest undeveloped portion of land within the Port Credit District. District residents are anxious to see positive change on the site.

4.5 Built Form

4.5.1 New Building Design

Community Input

The Port Credit community is sensitive to the scale, fit and design of new buildings. New development should respond to the village heritage of the district while providing positive change for the area.

It is the community's impression that in the past, development has favoured the City and the developers and not necessarily the objectives of the local community. Furthermore, the community would like to see new policies, based on community input, that will provide a solid framework for new development.

The community also made the following comments:

- New development should be environmentally friendly and energy efficient; and
- New development should promote a mix of uses and densities that will support revitalization of the area, including more reliable and improved transit servicing.
- Built form should be transit supportive, oriented to the street, provide access to transit services and provide appropriate transitions and connections with other buildings.

Although the FRAM development is recognized as a good precedent for future development, there was concern about the homogenous aesthetic of the architecture. Community consensus revealed that new developments and buildings should not all look the same.

- New buildings should have a common theme and be a good fit with the immediate area, the waterfront and the City.
- New buildings should recognize the character and pattern of historic growth of the area. For example, a large scale development should not look like it was all built at the same time.
- Encourage revitalization through appropriately scaled, place specific, high quality development.
- New buildings within the Port Credit heritage context should be complementary to heritage forms without replicating them.
- Port Credit is a living, evolving community. Its architecture should reflect this organic nature and not mimic historic architectural styles.

Public Policy Recommendations

- New development should achieve or exceed LEED standards. Control compliance to LEED standards through site plan and permit process for new development.
- The implementation of low-impact development should be encouraged.
- New Sustainable development should incorporate the management practices outlined in the Credit River Water Management Strategy Update.
- Develop policies for the district ensuring appropriate balances between residential, commercial, institutional, employment and open space uses. Uses can help establish diversity in built form. Refer to section 4.4.3 Uses.
- Develop built form design guidelines that will address:
 - Scale;
 - Context;
 - Heritage;
 - Transit supportive features;
 - Organization both horizontally and vertically of uses within a new building;
 - Treatment of the public realm adjacent to the building;
 - Maximize the presence and quality of publicly visible facades;
 - Provide heritage guidance;
 - Encourage new development that supports the identity of the district;
 - Promote architectural diversity through high quality architectural standards and materials;
 - Built form should respond to the community's evolving character while respecting historical precedents and building features; and
 - Promote integration of heritage buildings into site design.

4.5.1 New Building Design cont'd

Other Considerations

- Some sites may be able to accommodate buildings with greater heights and transition well to adjacent properties. A taller building with appropriate architectural treatment can have a good fit with existing built form.
- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- Built form south of Lakeshore Road should not impede physical and visual connections to the waterfront.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.
- The City's Heritage Register should be consulted when new development is proposed on sites that contain or, that are adjacent to existing buildings. Listed or designated properties will require a Heritage Impact Statement.



New development should be sensitive to the heritage of the area while providing opportunities for revitalization in contemporary building forms.



New buildings should be complimentary to the district character without replicating historic architectural styles.



The existing village character should be protected as new development occurs. (Image courtesy of VIVA Port Credit).

4.5.2 Height

Community Input

Heights of new buildings should integrate well with existing village scale built form. Heights higher than the existing built form should be carefully considered and appropriately designed.

- A generally low-rise building base should be incorporated with buildings fronting on Lakeshore Road to fit with existing low-rise village scale mainstreet buildings. Medium-rise buildings should be set back from low-rise conditions or provide a compatible architectural treatment to reduce the perceived building mass above the base building level.
- Medium to high-rise buildings may be appropriate on specific sites, such as the larger land parcels: the Harbour Marina Lands and the Imperial Oil Lands, at intersections such as Lakeshore Road and Hurontario Street, Mississauga Road and Seneca Avenue. Generally, a high-rise built form of approximately 15 storeys was the maximum building height identified by the community.
- Built form south of Lakeshore Road should generally not exceed medium-rise forms.
- Step backs of buildings above three to four storeys should be provided to promote a better pedestrian environment along the street and public spaces and to promote well-scaled built form.

“Low-Rise” refers to buildings that are up to four storeys in height. The “Base Building” level occurs within this portion of the building.

“Medium-Rise” refers to buildings that are five to nine storeys in height.

“High-Rise” refers to buildings that are 10 storeys in height or higher.

The above height definitions were prepared for the purposes of this study and associated interaction with stakeholders and members of the public.

Public Policy Recommendations

- Building heights adjacent to Lakeshore Road should generally not exceed 3 to 4 storeys.
- Maximum building heights south of Lakeshore Road should generally allow medium-rise buildings (5-9 storeys).
- Maximum building heights north of Lakeshore Road should generally be low to medium-rise.
- High-rises (10 storeys and above) could be located on specific sites where lot size and adjacent property conditions permit. Develop criteria to determine where and how taller buildings should occur.
- Set a minimum height of 2 storeys along Lakeshore Road.
- Consider density and bonusing on sites where appropriate based on matters such as impact on adjacent properties and proximity to transit.
- Develop built form guidelines that address:
 - Street-related or base building design;
 - Building massing, orientation and form;
 - Façade design;
 - Roof design;
 - Height transition and step-backs; and
 - Setbacks.

Other Considerations

- Some sites may be able to accommodate buildings with greater heights and transition well to adjacent properties. A taller building with appropriate architectural treatment can have a good fit with existing built form.
- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- Built form south of Lakeshore Road should not impede physical and visual connections to the waterfront.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.

4.5.3 Orientation and Layout

Community Input

Site layout for new buildings should respect the Port Credit community's desire for high quality, useful public spaces. New development should incorporate the following features:

- Patio space, courtyards, forecourts, parkettes, and other streetscaping treatments that support an active and vibrant public realm.
- Parking areas should be discreet. Site design and layout should provide opportunities to make parking areas more attractive.
- Provide mid block connections and emphasize or strengthen connections to nearby pedestrian/cycle routes.
- New buildings must not block key views or access to the lake, watercourses or natural areas.
- Layout should maximize the preservation of all existing, healthy trees and landscaping.



Orientation and layout of new development should incorporate pedestrian connections that link to a larger comprehensive system and support the walkability of the district.

Public Policy Recommendations

- Increase sidewalk widths having regard for other uses and needs. Incorporate building forecourts by allowing a variation in building setbacks. Update zoning by-law to identify wider setbacks along streets that are or will be pedestrian oriented.
- Develop built form design guidelines that will refine policies that:
 - Encourage the orientation and layout of buildings to provide functional and accessible pedestrian spaces as well as opportunities to enliven the streets, for example, cafe or patio space;
 - Require linkages and completion of pedestrian and cyclist networks;
 - Require corner properties to incorporate publicly accessible spaces where the streets intersect;
 - Consider parking at the rear of the site as part of the parking strategy;
 - Require screening and landscaping of surface parking, storage and loading areas;
 - Promote the preservation of all existing healthy trees and landscaping;
 - Incorporates built and cultural heritage features; and
 - Respect the district's waterfront setting by preserving and enhancing views to the lake or watercourses.

Other Considerations

- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- Some sites may be able to accommodate buildings with greater heights and transition well to adjacent properties. A taller building with appropriate architectural treatment can have a good fit with existing built form.
- Built form south of Lakeshore Road should not impede physical and visual connections to the waterfront.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.

4.5.4 Form, Massing and Transition

Community Input

The community would like to ensure appropriate transitions areas between new development and sensitive areas such as low-rise residential areas, watercourses, natural and green spaces and heritage features. Furthermore, a transition should occur along Lakeshore Road to protect the integrity of the low-rise village main street.

The community wants to see building form, massing and transitions that respect the existing built form pattern of the area.

The community had the following general comments:

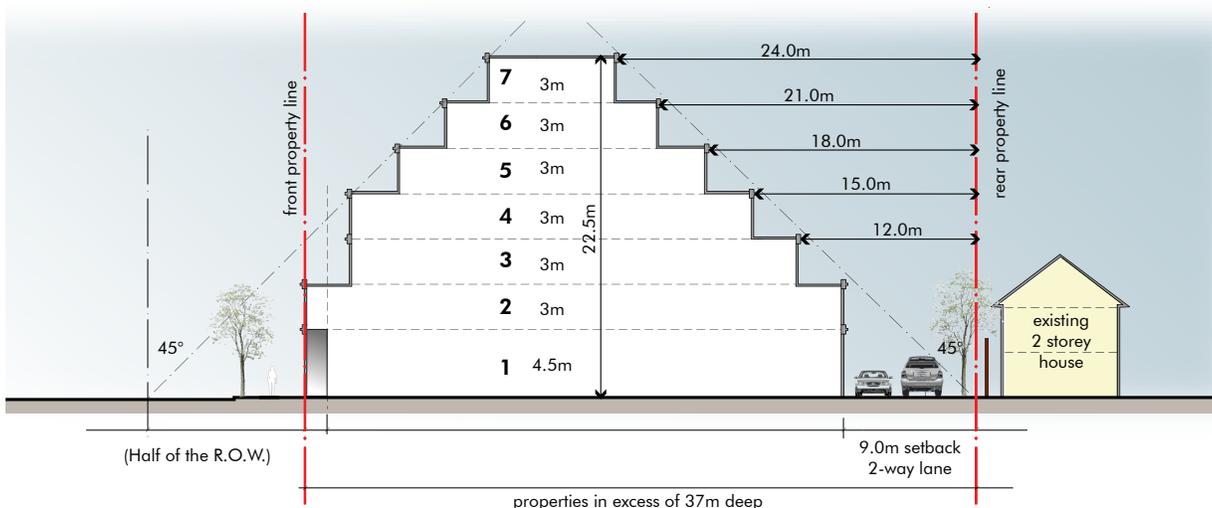
- Buildings should be shaped to maximize sunlight in the streetscape and public spaces while minimizing shadows.
- The community understands that developers want to make money but there should be a better balance between the old and the new. Proper scaling is important to promote a good fit.
- No large, massed development should be permitted. 'Big box' development is not appropriate in Port Credit. Use the existing village scale as a 'yardstick' for what is appropriate.

Public Policy Recommendations

- As a part of site plan review, new developments of a certain scale or height should require sun/shadow studies.
- Develop policies for the Imperial Oil Lands and the Harbour Marina that include the development of a concept plan that addresses the appropriate massing and transition areas for the lands.
- Update zoning by-law to identify maximum building footprint to reduce the bulk of larger buildings.
- Restrict the development of large format retailing ("Big Box"). It is not appropriate in Port Credit.
- Develop built form guidelines that outline:
 - Development in a heritage context;
 - Setbacks and step-backs that help to mitigate shadow impacts on adjacent residential and the public realm; and
 - For buildings above 4 storeys, apply tools to determine building form and height impacts i.e. visual angular plane.

Other Considerations

- Some sites may be able to accommodate buildings with greater heights and transition well to adjacent properties. A taller building with appropriate architectural treatment can have a good fit with existing built form.
- Built form should be designed in consideration of the surrounding stable neighbourhoods.



Using a Visual Angular Plane of 45 degrees typically establishes a building massing that minimizes shadow impacts on adjacent properties.

4.5.5 Materials and Details

Community Input

New buildings must be sympathetic to the history and heritage of the district with respect to design and materials. The community made the following comments:

- Materials should be genuine and appropriate to the area. For example, brick, stone, wood, etc.
- Detailing of building facades, particularly at the ground floor level should be interesting and varied. A monotonous street wall does not fit with the village scale or character and should not be permitted.
- Architectural detailing should be oriented and scaled for the pedestrian.

Public Policy Recommendations

- As part of site plan review, the City can make recommendations and request changes to materials.
- Develop built form guidelines that recommend:
 - High quality, durable architectural materials. Local buildings made of brick, stone and wood should inform material choices for new buildings;
 - Ground floor and building base articulation and scale; and
 - Architectural detailing.

Other Considerations

- Built form should be designed in consideration of the vision and character of the area and surrounding stable neighbourhoods.



Ground floor articulation should reinforce the pedestrian character of the sidewalks.

4.5.6 Sustainable Design and Infrastructure

Community Input

New development should not only be environmentally friendly and energy efficient; it should also ensure that strain on existing public infrastructure systems such as sewer, water, storm water and transportation systems will be mitigated.

- Water runoff from buildings should be collected and if possible not discharged into City's storms system through the use of roof gardens and cisterns.
- Surface run-off should be collected and cleansed before entering City storm water systems or should be permitted to percolate back into the soil.
- All existing, healthy landscaping should be protected and integrated into new development plans.



New built form should be energy efficient.



150 New built form should consider alternate sources of energy.

Public Policy Recommendations

- The City's on-going Green Development Strategy should be applied to all new development in the district.
- Large development areas should continue to undergo a comprehensive storm water management study and incorporate the recommendations of the Mississauga Storm Water Quality Control Strategy Update.
- New development within or adjacent to natural features or areas (i.e. creek, waterfront) should continue to undergo an environmental impact study (EIS) as part of the development approvals process.
- Zoning provisions should address:
 - Provisions for public and private outdoor space.
- Develop guidelines that address:
 - Community Framework: mixed uses, street and block patterns supportive of walking and transit, protection of natural heritage and extension of the open space system;
 - Built Form: building orientation, natural ventilation, increased insulation, photo-voltaics, green and cool roofs; and
 - Alternative methods for stormwater collection, diversion and maintenance.
- Provide incentives to property owners to utilize alternative methods that reduce pressure on and usage of City or Regional infrastructure/services:
 - Water run-off (roof gardens, rain barrels);
 - Waste (compost); and
 - Alternate energy sources

4.5.6 Sustainable Design and Infrastructure cont'd

Other Considerations

- The economic feasibility of redevelopment and the forms redevelopment should take, should be considered prior to developing policies.
- The City's on-going Green Development Strategy should inform new built form and development.
- Credit Valley Conservation (CVC) is currently preparing a Lake Ontario shoreline study and various sub-watershed studies to monitor the continuity of the natural environment. CVC's recommendations for the natural environment's long term health may define the nature and scope of development on the waterfront.



Site storm water should be collected and cleansed prior to entering the city storm systems.



Rain gardens and bio-swales are examples of ways to treat surface storm water within a development area.

4.5.7 Parking

Community Input

The availability of parking in Port Credit is currently a major issue. The community acknowledges parking will have to be considered in a comprehensive way to find appropriate solutions. Future decisions regarding parking will have to address the following community concerns:

- Parking is essential for the many small businesses in the district.
- Parking areas should not be the dominant feature on a site
- Highly successful special events place enormous strain on formal parking areas and surrounding neighbourhoods as visitors find alternate parking on side streets.
- The community would like to see a structured municipal lot near the core village area. Potential locations identified were: Port Credit Library site, the municipal lot next to LCBO, adjacent to the JJ Plaus Park parking lot, on lot at Queen Street east and Hurontario, on the Post Office parking lot and the GO station parking lot.
- New development should also provide a certain number of public parking places as part of their development agreement or provide financial assistance in providing public parking elsewhere.
- On-street parking should stay until alternative parking areas are in place.
- Front yard parking and driveway entrances on Lakeshore Road should be reduced. They do not promote good public realm at street edge.
- On Lakeshore Road, a balance needs to be found between allowing street parking, providing cycle lanes and providing an improved public realm.
- Many developments are constrained by unrealistic parking requirements. The “Cash in Lieu” policy is not working and it is too expensive for small establishments to use.



On-street parking is very important to business owners on Lakeshore Road.



Consider the feasibility of placing structured parking on the municipal lot next to the LCBO.



Front yard parking should be reconsidered in commercial areas.

4.5.7 Parking (continued)



Reduced parking requirements could be applied to development that provides facilities for “autoshare” programs.



New development should provide ample bicycle parking to help take the pressure off parking lots.



Reduced parking requirements could be applied to development that is located near transit routes. (Image courtesy of VIVA Port Credit).

Public Policy Recommendations

- Complete a Lakeshore Road corridor study to determine the potential future requirement for parking.
- Parking should be comprehensively designed for all development, providing public parking to service the larger area when appropriate. Consider the feasibility of building a parking structure near the village core to accommodate public parking.
- Review the need for on-street parking in relation to the desire to include cycle facilities on Lakeshore Road. A balance needs to be found between allowing on-street parking, providing cycle facilities and providing an improved public realm.
- Surface parking (other than street parking) should be limited and well landscaped. Parking areas should be designed to have the lowest impact on the environment.
- City parking requirements, including “Cash in Lieu” policies should be reviewed and revised to allow more flexibility in the manner in which parking requirements are determined.
- Parking requirements should be reduced for development that is transit supportive. Reduced parking requirements could be applied to development that:
 - Is close to the Port Credit GO station;
 - Provides for “Autoshare” programs or alternatively fuelled vehicles;
 - Is located and oriented to transit corridors (i.e. Lakeshore Road);
 - Provides bicycle parking areas; and
 - Integrates inter-modal connections points such as bike trails, walking trails and transit.

Other Considerations

- The City of Mississauga has a Payment-in-lieu of Parking (PIL) program which is currently being reviewed. Recommendations encourage shared and structured parking. Reducing parking requirements for transit supportive developments is a good idea provided tenants/residents actually switch their transportation modes.
- The Mississauga Parking Strategy is underway, which will include city-wide parking initiatives and the identification of specific areas where a detailed parking strategy will be appropriate.

4.6 Open Spaces: Streetscape, Parks and Natural Areas

4.6.1 Public Realm

Community Input

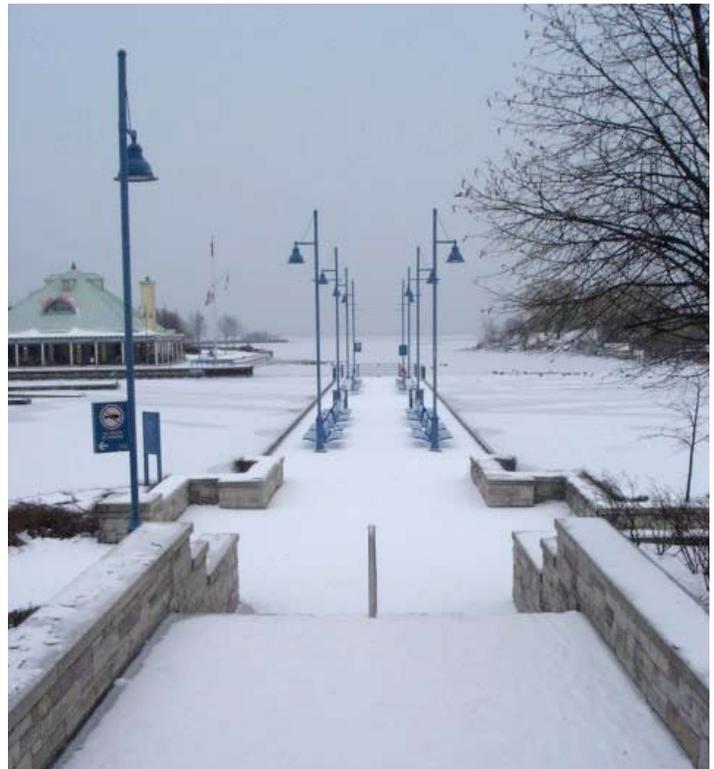
The community has expressed that the key to Port Credit is its public quality; an element that needs to be protected and enhanced as new development occurs. Refer also to section 4.2.1 Character.

The community had the following additional comments:

- Walking and cycling connections to the waterfront and throughout the district should be comprehensive, also providing links to systems outside the district.
- The waterfront parks and streetscapes are part of what makes Port Credit unique. Commit to a higher level of construction and maintenance for waterfront parks and develop Marina Park and Port Credit Memorial Park (west) as soon as possible.
- Safety for pedestrians and cyclists should be a priority. Refer also to section 4.4.5 Walking and Cycling. There are no bike lanes on major transportation corridors such as Lakeshore Road, Hurontario Street and Mississauga Road. Cycling on these roads is very dangerous yet very much desired by the community.
- Some ways to improve walkability include: laneway opportunities, allow “private” spaces to be public where possible, design for all season access and appeal, incorporate facilities that support tourism, incorporate appropriate street furnishings and protect and enhance the urban forest.
- The community would like to see barrier-free access to all publicly accessible buildings. All New publicly accessible buildings and structures should be accessible for people of all ages and abilities. The City should offer Financial support to small businesses and establishments to bring buildings up to date. All existing public buildings should be updated to provide barrier free access.



Port Credit's walkable, village character should be protected and enhanced as new development occurs. (Image courtesy of VIVA Port Credit)



Improve access to parks and public spaces during all seasons of the year. (Image courtesy of VIVA Port Credit)

4.6.1 Public Realm cont'd



Parks in Port Credit should see a higher level of design and maintenance as they are intensely used.



Consider the feasibility of incorporating bike lanes on Hurontario Street, Lakeshore Road and Mississauga Road.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.
- The public realm should be meaningful and unique, relating to emotional, physical and aesthetic connections to its “place” through the use of design, materials and educational features.
- Recommendations for bicycle facilities will be made through the Cycling Master Plan and Implementation Strategy (2009).
- The waterfront is a City and Regional resource. Public access is a priority.
- Public realm development will be reviewed by City Staff.

Public Policy Recommendations

- All new public spaces should be required to incorporate barrier free design. Retrofit existing public spaces and buildings to ensure barrier free access. Provide incentives for business owners to incorporate barrier free access to their establishments.
- Improve the connectivity of existing cycling and pedestrian networks. Consider the feasibility of including cycle facilities on Lakeshore Road, Mississauga Road and Hurontario Street. Coordinate study findings with the City's Cycling Master Plan and Implementation Strategy.
- Waterfront parks should receive a higher level of design, construction and maintenance as they are highly visible and intensely used.
- New development should integrate public and private spaces that relates to a larger, connected open system. For example, a pedestrian / bike bridge over the Credit River north of Lakeshore Road would provide better access to the GO Station for the community west of the river. Refer also to section 4.3.1 Physical Connections.

Develop public realm guidelines that address:

- Village branding;
- Events areas;
- Cafes, patios and terraces;
- Pedestrian and cycling circulation;
- Site furniture, lighting and signage;
- Paving;
- Landscaping;
- Heritage interpretation and education;
- Barrier free access;
- Streetscapes, parks and natural areas;
- Microclimate and seasons; and
- Maintenance.

4.6.2 Community Benefits

Community Input

Much of Port Credit's population (approx. 56%) resides in high-rise residential buildings and typically do not have access to private outdoor space. The public parks, natural and open spaces are particularly important to this portion of the community.

Port Credit's main street is constrained by the presence of 4 lanes of traffic and may not ever provide opportunities to develop as a "public place". Other areas should be looked at to provide much needed "public places", for example, the No Frills Site, Port Street, the Harbour Marina Lands and the Imperial Oil Lands.

The Port Credit community would like to see new parks, open spaces and other public amenities, including a revitalized streetscape, be incorporated into new development. The community identified the following desired public amenities:

- Revitalized streetscapes with a focus on comfort and safety for pedestrians;
- Reinforcement of a public realm that is meaningful and unique to Port Credit;
- Creation of a public realm that responds to Port Credit's diverse demographics, particularly to the older and younger age groups. New recreation places for youths should include skate board and BMX parks, soccer fields and basketball courts, youth lounges and bike trails;
- Continuous linkages for walking and cycling;
- Improvements to the urban tree canopy; and
- Provide opportunities for incorporating cultural elements such as public art, live performance areas, festivals, and special events.

Public Policy Recommendations

- Where possible, new development should incorporate or help finance desired community identified features. Upgraded streetscapes, facilities for youths and older adults, improved tree canopy and opportunities for public art are some of the features that should be considered.
- The development of the public realm should provide consideration for the younger and older age groups.
- New development must have high quality and useful pedestrian realm that relates to a larger, connected system.



Opportunities to create spaces and places for the public should be encouraged through new development.



Lakeshore Road has the opportunity to become one of the more important places in the district.

4.6.3 Connectivity

Community Input

All season connections to and through existing park systems, especially the waterfront parks, are critical for the health and well-being of the community.

New parks, natural and open space systems that are created as part of new development must also demonstrate a high level of connectivity.

The following community comments should be considered:

- The safety and comfort of pedestrians and cyclists should be a high priority.
- Provide a pedestrian/cyclist bridge connection over the Credit River. A potential location could be adjacent to the CNR bridge.
- There should be continual public access along the Lake Ontario and Credit River shoreline.



Connections over waterways, for example this footbridge over the Tecumseh Creek, can help complete circulation systems.



Safe pedestrian and cycle connections should be designed comprehensively to link together waterfront parks and other public spaces.

Public Policy Recommendations

- Continuous public access along the Lake Ontario shoreline is a priority.
- Protect, enhance and promote pedestrian and cyclist connections to water edges, natural areas, and green spaces.
- Existing and proposed pedestrian and cycling routes should be integrated with new and existing development.
- The waterfront, public parks, transit, mid-block connections and streets should all knit together to provide comprehensive circulation. All inland circulation networks should connect to the waterfront. All district circulation networks should connect to adjacent district systems.
- Waterfront, public parks, mid-block connections and streets should provide comprehensive circulation.
- New development should integrate with existing parks, natural and open space systems while at the time adding to those systems.
- Consider connections where missing links occur, for example, over the Credit River, across the Harbour Marina lands and across (under) Lakeshore Road between Marina Park and Port Credit Memorial Park West.
- Develop public realm guidelines that address:
 - Safety and comfort;
 - Continuity of pedestrian and cycling networks;
 - Crosswalks;
 - Circulation nodes; and
 - Pedestrian and cyclist amenities such as paving, furnishing and wayfinding signage.
- Ensure Connections to activity centres and transit hubs.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy regarding connectivity, sustainability, and all season use should be implemented throughout all levels of design.
- The public realm should be meaningful and unique, relating to emotional, physical and aesthetic connections to its “place” through the use of design, materials and educational features.

4.6.4 Balanced Approach

Community Input

The parks, natural and open space system are part of the beauty of the Port Credit district. The community would like to see new development demonstrate a balance between providing green and open spaces for public use and the integrity of the environment.



Shorelines are popular places for gathering and watching waterfront related activities.



Public access to the shoreline should at times be managed in favour of protecting the shoreline's role as an interconnected natural environment.

Public Policy Recommendations

- Continue to require review and / or approvals from the Credit Valley Conservation (CVC) where development is within or adjacent to their regulated area.
- New development should respect natural and green environments that are in close proximity by providing low-impact development, transition zones, buffers and managed public access.
- Protect, preserve and enhance existing natural areas. Integrate public uses where appropriate and in a manner that will maintain a healthy balance between human and natural uses. Look for opportunities to incorporate educational features into the design.
- As intensification occurs, ensure a sufficient amount of parks and open spaces are created to meet community demand. The community services and facilities study should periodically be updated as the population increases.
- Maximize waterfront spaces for public recreational use but at the same time, be sensitive to the role that the shoreline plays in connecting other natural environments.
- Examine carefully how close cars are allowed to come to the shoreline.

Other Considerations

- The Mississauga Waterfront Parks Strategy qualified that the waterfront ideally should not accommodate recreational facilities that can locate elsewhere subject to a site specific review of the location and demand.
- Credit Valley Conservation (CVC) is currently preparing a Lake Ontario shoreline study and various sub-watershed studies to monitor the continuity of the natural environment. CVC's recommendations for the natural environment's long term health may define the nature and scope of development on the waterfront.

4.6.5 Preservation, Protection and Enhancement

Community Input

Protect, restore and enhance natural areas. A healthy environment will have profound impacts on the health of the Port Credit community. New development should consider the following issues and community suggestions:

- The Lake Ontario shoreline and Credit River are regulated areas with associated natural hazards and warm water fish habitats.
- Natural heritage systems also exist in the district.
- Opportunities to naturalize the shoreline should be examined and encouraged.
- Sustainable building and management practices, should be encouraged.
- Air quality is an issue as reported in the Clarkson Airshed Study.
- Water quality is poor, not good for swimming, and odours and algae are unattractive.
- Habitat for fish is critical as Port Credit is considered a major fishing port .i.e. Salmon Derby.
- Geese are a problem and should be better managed.
- Air and noise pollution from Lakeshore Road negatively affects the community.
- Parks and streetscapes need more tree canopies.

Public Policy Recommendations

- Continue to ensure new development complies with Credit Valley Conservation regarding natural hazards, natural areas, shoreline naturalization and sustainable management practices.
- Examine processes to improve air and water quality for the community, particularly as it relates to improving the water quality to an appropriate level for swimming. Peel Health would be responsible for determining if swimming in the lake is acceptable.
- Support the preservation, protection and enhancement of existing fish, bird and other wildlife habitats.
- Consider and review wildlife management policies, specifically looking at management of the Canadian Geese population.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.
- Credit Valley Conservation (CVC) is currently preparing a Lake Ontario shoreline study and various sub-watershed studies to monitor the continuity of the natural environment. CVC's recommendations for the natural environment's long term health may define the nature and scope of development on the waterfront.
- The appropriate water quality level for swimming is regulated under Peel Health.



Natural heritage areas should be protected, preserved and enhanced where possible to reinforce the health of the district.

4.6.6 All Season Access

Community Input

Public spaces in Port Credit are intensely used by the community. Inability to use parks and open spaces in the winter months, due to lack of snow and ice removal, is a issue that was discussed on a number of occasions.

The community had the following specific concerns regarding all season access:

- City does not clear all sidewalks and trails in the winter, making walking and cycling difficult in the winter months limiting the use of public spaces.
- Portions of the curb lane are often left with snow banks, usually for the whole winter, which makes cycling on the streets very difficult.
- Public washrooms are closed in the winter months.
- Parks are empty in the winter due to a lack of maintenance, services and seasonal activities.
- Snow, ice and leaf clutter make using certain spaces (ramps, steps, stone paving) dangerous, especially for those with mobility difficulties.
- Building colonnades and canopies provide shelter during the winter months and during inclement weather. New development should incorporate these types of facade treatments.
- Streetscapes should have features that offer protection from inclement weather to encourage use during all seasons.



Providing things to do and places to get warm will be key to increasing usage of public spaces in the winter months.

Public Policy Recommendations

- Review City maintenance practices for the periods between October and April. Consider a cold season maintenance program that includes snow, ice and leaf litter removal for all walking and bike trails and other pedestrian areas.
- Review locations and operating capabilities of public washrooms. Determine the feasibility of maintaining the facilities throughout the colder months. Consider new locations for public accessible washrooms. Implement required changes.
- Increase the type and frequency of seasonal activities and programming for the community. Consider cities such as Ottawa as a precedent for winter programming.
- Public parks and spaces should incorporate wind, rain and snow protection and other amenities like heated washrooms and rest areas to extend usage into the colder months of the year.
- New buildings should contain architectural features such as canopies, arcades and covered sidewalks.
- Streetscapes should incorporate features that facilitate enjoyment of the public realm during all seasons of the year.

Develop seasonal guidelines that include:

- Cold season maintenance;
- Weather protection, wind, rain, ice and snow;
- Winter warming;
- Snow and leaf litter storage; and
- Opportunities for cold season programming.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy regarding all season access and activities should be considered throughout all levels of public realm design.

4.6.7 Older and Younger Age Groups

Community Input

A large portion of Port Credit's population consists of young families, youths and older adults. New development should be encouraged to provide more opportunities and amenities for these age groups.

Older adults in Port Credit require age appropriate facilities including the following:

- Walkable and bike-able connections to the waterfront;
- Safe bicycle lanes on the streets;
- Age appropriate sports facilities; and
- Accessible public spaces and trails in the winter.

Youth groups identified that there were not enough facilities geared towards younger age groups. In particular youth participants identified the following deficiencies:

- The existing arena is heavily used and an additional facility would be useful;
- The skate park is not permanent and does not allow BMX bikes;
- Few public sports facilities like basketball and tennis courts within biking or walking distance;
- There are few affordable food options for people with limited budgets; and
- No place where youths can “chill”, play music, demonstrate skills, etc.

Public Policy Recommendations

- Where appropriate new development should provide or finance new community desired facilities for older adults and youths.
- Develop a public realm development plan that references the City's Older Adult Project and makes recommendations for public realm features that are specifically designed for older adults.
- The City should continue to assess the need for facilities and make corresponding and strategic investments.
- Include desired youth oriented facilities in the public realm plan for the district. Include skate parks, basketball, tennis, soccer and other sports facilities as well as a “youth lounge” and gathering areas.

Other Considerations

- Public realm development should adhere to the Mississauga Accessibility Handbook and the recommendations outlined in the Older Adult Project document.
- Recommendations from Mississauga Youth Plan should be considered.



New development should respond to the community's desire to see more facilities and amenities for older adults.



The youth of the district indicated that they would like to see places where they can safely “hang-out”.

4.6.8 Street Furniture

Community Input

Street furnishings, including public art, benches, litter and recycling containers, lighting, newspaper boxes, banners, bike racks, planters, tree grates, etc., should be designed specifically for Port Credit. Street furniture should be well organized and placed to promote a barrier free and walkable public realm.

The community made the following comments relating to street furniture:

- Furniture should be comfortable and useful, attractive and functional, durable and graffiti resistant.
- Where possible, use solar power for furniture that requires power.
- A large quantity of bike racks should be provided to reinforce the cycling culture of the community.
- Warming stations should be provided in key locations to improve the all season use of public spaces.
- Streetscape lighting should be pedestrian oriented and improve safety for pedestrians and cyclists.
- Street lighting is an important part of improving access, safety and comfort in the evenings and when outside light levels are generally lower, for example in winter. Buildings and signage should be appropriately lit in order to improve access when light levels are low.
- Explore opportunities for seasonal light displays.

Public art should be meaningful and place specific to the Port Credit District. Art elements should communicate the history and heritage of the community.

- Public art should take on many forms such as murals, paving features, sculpture and live performance.
- Places should be identified where artists of all ages and abilities can display their work.
- Public art elements or the construction of areas where public art can occur should be a requirement of new development.

Public Policy Recommendations

- Develop a harmonized street furnishing and branding program specific to the character of the Port Credit District.
- Public art elements should be a requirement of new development. Explore options to utilize new developments to implement a Port Credit district public art program.
- Consider the feasibility of using renewable energy sources (solar power) to power street lighting and other energized features such as emergency beacons and interactive signage.

Develop design guidelines that promote site furnishings, lighting and public art that:

- Is useful, durable, attractive, functional and barrier free, being located where they make the most sense;
- Facilitates enjoyment of the streetscape during all seasons of the year;
- Incorporates graffiti and vandal resistance;
- Is sustainable, including recycling bins and solar power where possible;
- Is bicycle friendly;
- Is consistent with and draws upon the history and character of the Port Credit district;
- Is appropriately scaled, attractive, and easy to maintain; and
- Incorporates features to mitigate light pollution into neighbouring properties.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.
- Public realm development should adhere to the Mississauga Accessibility Handbook and the recommendations outlined in the Older Adult Project document.
- The City has initiated a selection of new public furniture for many of the waterfront parks. This palette of furnishings should be considered when developing public realm plans.
- The City is using solar power energy, for example, for the flashing 40km signage in school zones. Solar power for street lighting has been investigated by City staff.
- Recommendations in Mississauga Arts and Culture Master Plan should be considered.

4.6.9 Signage

Community Input

Properly designed and legible signage plays an important role in creating an accessible community. Signage in Port Credit can support the accessibility of the district by addressing the following community concerns:

- Street signs are hard to read and are inconsistently located.
- Most signs are designed to be seen from vehicles.
- There are few signs indicating where the Waterfront Trail, parks or other community amenities are located.
- Some private signs are inconsistently located, designed or are in a state of disrepair, detracting from the overall look of the street.
- Retain retro or heritage signs that add to the distinctiveness of the district.

Public Policy Recommendations

- Consider expanding the Old Port Credit street sign concept to other parts of the district.
- Consider a community facilities signage program that includes the development of a family of signs to be used for community facilities such as parks, trails and community centres. The sign program should also incorporate a system of directional signage to improve accessibility to the facilities.

Create private sign design guidelines that address:

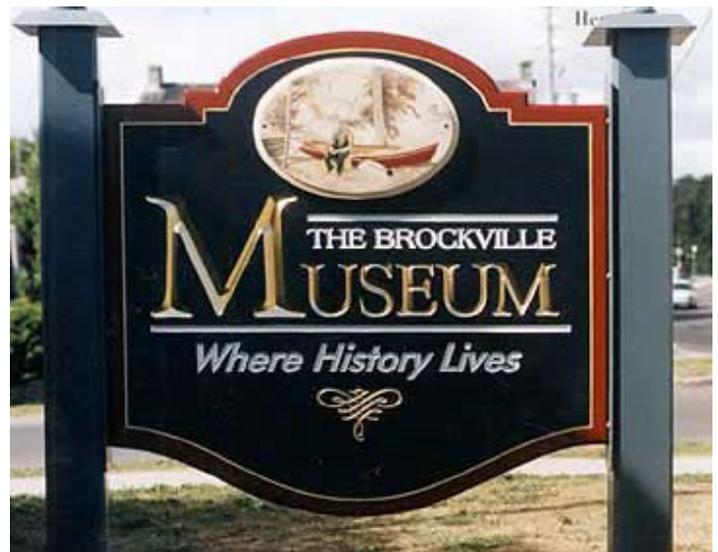
- Port Credit specific sign design;
- Heritage sign design;
- Legibility; and
- Protection and maintenance of vintage, retro, and heritage signage.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.
- Public realm development should adhere to the Mississauga Accessibility Handbook and the recommendations outlined in the Older Adult Project document.



Consider expanding the Old Port Credit street sign design to other parts of the district.



A consistent community facilities and park signage design can reinforce the village atmosphere of Port Credit.

4.6.10 Trees and Landscaping

Community Input

The community would like to ensure that existing trees are protected, preserved and enhanced with the planting of more trees. Landscaping and planting in the public realm should be abundant and well tended to better reflect a beautiful and green community.

- Streetscapes and buildings should be designed to optimize tree growth, providing appropriate space, soil volume and light levels.
- Better maintenance will be needed; however, trees and landscaping should be as low maintenance as possible. No drinking water should be used for watering.
- Maximize landscaping opportunities through raised planters, hanging baskets, median and gardens. Provide opportunities for seasonal planting within the streetscape.
- New development adjacent to streets should be responsible for making improvements to the streetscape as part of their development agreement. Streetscapes and landscaping should be of very high quality.



Abundant soft landscaping and tree planting should be encouraged to reinforce Port Credit as a green and beautiful community.

Public Policy Recommendations

- New development should be setback and massed to maximize growing conditions for plant material in the streetscape.
- Improve maintenance and installation programs to ensure the long term health of trees and landscaping, including appropriate space, soil volume and light levels to promote optimum tree growth.
- New developments should include high quality landscape and streetscape treatments. A high level of design should be expected.
- The design and placement of trees and landscaping should help mitigate effects of wind and inclement weather particularly during the winter months.

Develop streetscape/landscape design guidelines that promote:

- Preservation, protection and enhancement of the existing urban tree canopy;
- Tree planting details for streets, sidewalks and planters;
- Soft landscaping;
- Maintenance;
- Sustainability; and
- Seasonal landscaping opportunities.

Other Considerations

- Planting details and standards have been developed for the City Centre. These details could be reviewed and revised for the Lakeshore Road corridor.
- Urban Forestry has maintenance and planting programs in place for street trees.
- Guidelines will need to address both above and below ground utilities within the boulevard.

4.6.11 Expansion

Community Input

Contiguous shoreline access is a priority. Investigate all opportunities to expand parkland, open and natural areas for public use and/or for the protection, enhancement and preservation of sensitive areas. Large development parcels such as the Marina Harbour Land and the Imperial Oil Lands present opportunities to expand on the public realm systems, completing desired circulation routes.



The establishment of the Imperial Oil trail extension completed a much needed link for the Waterfront Trail.

Public Policy Recommendations

- In conjunction with new development proposals, the City will continue to review opportunities to expand public parkland through acquisition, access agreements, easements and partnerships for properties that can provide links that complete a portion of the circulation system or can provide continuous shoreline access.
- New development should incorporate opportunities to dedicate portions of land to parks, natural and open spaces.

Other Considerations

- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design. Securement criteria outlined in the Strategy should be applied to all new development parkland requirements and to additional lands sought for securement.

4.6.12 Affordability

Community Input

New development should not cater to a single targeted income level, but should support a population that is diverse in culture, age and income level. The vibrancy of Port Credit depends on the diversity of its population; new development should be geared towards providing as many opportunities for as many people as possible.

The community had the following comments and concerns:

- The community would like to maintain 'real' uses that fulfill the basic needs of the community. Parks and open spaces should provide a full range of recreation opportunities.
- Recreation opportunities should be free or inexpensive, including a free shuttle bus from the GO station.

Public Policy Recommendations

- Create policy provisions to ensure new developments contain a range of recreation opportunities that can be managed at minimal cost to the public.
- New development should provide for "real" community uses such as diverse retail/commercial opportunities, recreation and community facilities. The public realm should provide a full range of opportunities that include passive, active and intense recreation that reflects the social, cultural and economic diversity in Port Credit.

4.7 Specific Sites: Port Credit District

The following specific site community input and public policy recommendations have been prepared for both the place making sites and for sites that were discussed and/or mentioned during the Study process. Refer to Appendices A and C for summaries of community and stakeholder input.

Place Making Sites:

Recommendations for the place making sites include a brief site and context description followed by a summary of community input and public policy recommendations. The place making sites for the Port Credit District include:

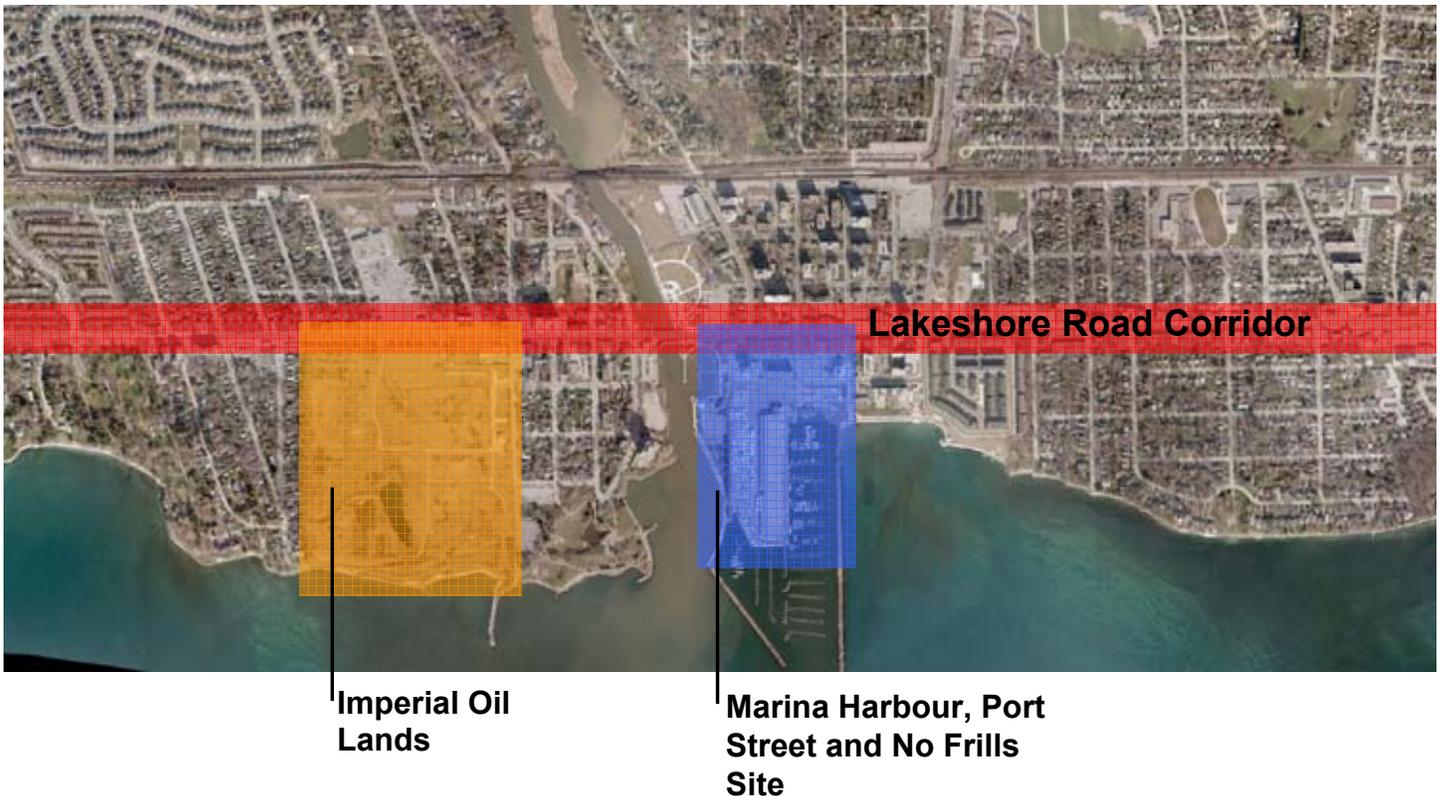
- Lakeshore Road
- Port Credit Harbour Marina, Port Street and the No Frills Site
- Imperial Oil Lands

Other Sites:

Other sites discussed during the study process were the Former Port Credit Lawn Bowling Site and Port Credit Go Station.



Community input in this section includes information gathered at the Port Credit Place Making Session that was held in February 2008.



The three place making sites for the Port Credit District were the Imperial Oil Lands, the Port Credit Marina Harbour, Port Street and the No Frills Site and the Lakeshore Road Corridor.



Lakeshore Road has developed over time as a “village mainstreet”.



The current village mainstreet condition should be protected and enhanced.



Lakeshore Road should maintain the “real” commercial activities that are important to the functioning Port Credit village. (Photo courtesy of VIVA Port Credit)



Most of the mainstreet commercial along Lakeshore Road is 1 to 2 storeys in height.

4.7.1 Lakeshore Road Corridor

Planning Context:

Provincial Policy Statement, Places to Grow Act and the Growth Plan for the Greater Golden Horseshoe 2006 (refer to Section 1.3) provide policies to support the Lakeshore Road as an area of intensification outside the Urban Growth Centre corridor.

Lakeshore Road is defined as an arterial in the Official Plan and has also been designated as a “Community Improvement Area” from Etobicoke Creek on the east end to west of the Credit River. Much of Lakeshore Road falls into the “Mainstreet Commercial” category which provides policies to protect the traditional mainstreet character of the street. View corridors, building heights and the treatment of parking should be compatible with the mainstreet character.

Much like the Lakeview District, many of the special sites identified in the district plan and many of the recent development applications are adjacent to or are near Lakeshore Road. The development of a comprehensive vision for the corridor will be important in guiding new development.

As stated in the Mississauga Waterfront Parks Strategy, “The majority of the Waterfront Parks are located adjacent to or within a five minute walk of Lakeshore Road. This effectively makes Lakeshore Road the spine of the parks system.” “As the major east west road connection linking the parks and as a portion of the Waterfront Trail, Lakeshore Road should, in the long term, be considered for a dedicated cycling route to improve safety and add to the identity of the road as a park connector.”

There are several major city parks located in Port Credit: they are: Rhododendron Gardens, JC Saddington Park, Marina Park, Port Credit Memorial Park (west and east), JJ Plaus Park, St.Lawrence Park, Tall Oaks Park and Hiawatha Park. The Waterfront Parks Strategy also identifies key intersections at Lakeshore Road leading to the waterfront parks: Mississauga Road, Hurontario Street and Hiawatha Parkway. These intersections should have distinctive designs that indicate arrival and access to the waterfront parks and the lake, giving priority to pedestrians, cyclists and other recreational users as they make their way toward park areas.

Physical Context:

The length of Lakeshore Road in the Port Credit District is approximately 3.5 kilometres, starting at Shawnmarr Road to the west and ending at Seneca Avenue on the east. Lakeshore Road is four lanes wide through the district with left turning lanes at Hurontario Street, Ann Street, John Street, Mississauga Road, Credit Landing and Shawnmarr Road. The typical Lakeshore Road right of way throughout the District is 26 meters wide. Lakeshore Road is serviced by bus and is linked to the Clarkson and Long Branch GO Stations.

Lakeshore Road crosses the Credit River through a bridge structure that is four lanes wide with a sidewalk on the north side.

Adjacent Land Uses:

Main Street Commercial

Generally the most common land use along the corridor is Main Street Commercial, zoned C4. These areas along Lakeshore Road allow for a variety of commercial uses such as retail, food sales, office, recreation, education, financial, parking lot and personal services. Current zoning allows buildings to have a minimum height of two (2) storeys and a maximum height of three (3) storeys. Most of the Main Street Commercial in Port Credit is 2 storeys.

High and Medium Density Residential

Medium and high density residential areas adjacent to Lakeshore Road occur mostly at the west end of the district between Mississauga Road and Shawnmarr Road.

The Residential Medium Density I designation permits townhouse dwellings at a density of 26-42 units per net residential hectare. Building height should not exceed three (3) storeys, unless otherwise specified in the Port Credit Urban Design policies of Mississauga Plan. (MPA-25)

The Residential Medium Density III designation permits low-rise apartment dwellings at a Floor Space Index (FSI) of 0.7-1.0. Building height should not exceed five (5) storeys, unless otherwise specified in the Port Credit Urban Design policies of Mississauga Plan.

The Residential High Density I designation permits apartment dwellings at a Floor Space Index (FSI) of 1.0-1.8. Building height should not exceed eight (8) storeys, unless otherwise specified in the Port Credit Urban Design policies of Mississauga Plan.

Greenbelt

Lakeshore Road crosses a Green Belt designation at the Credit River and at Tecumseh Creek (within Rhododendron Park). Lands designated Greenbelt are generally associated with natural hazards or significant natural areas where development is restricted to protect people and property from damage and to provide for the conservation of natural heritage features and areas. Greenbelt policies are to be read in conjunction with the policies for Natural Heritage and Natural Hazards.

Public Open Space

Lakeshore Road runs adjacent to land designated as Public Open Space, otherwise known as JJ Plaus Park, Marina Park, and Rhododendron Park.

“To Be Determined” Designation

A large portion of land on the south side of Lakeshore Road between Mississauga Road and Pine Avenue South is designated “To Be Determined”. This land is also known as the Imperial Oil Lands. The Lands have approximately 500 metres of frontage on Lakeshore Road, which is a significant length. The “D” zone applied to the land recognizes vacant lands not yet developed.

Motor Vehicle Commercial

A single Motor Vehicle Commercial land use is permitted at the corner of Mississauga Road and includes a gas bar, convenience store and car wash.



Community Input: Lakeshore Road Corridor

“Lakeshore Road should be maintained and enhanced as Port Credit’s village mainstreet.”

- Permit “Mixed-Use” designation for new development areas.
- The pedestrian character of Port Credit’s mainstreet should be protected and enhanced, emphasizing that the safety and comfort of pedestrians and cyclists is a priority.
- The “public realm” should be of the highest quality, and reinforce the village character of Port Credit while allowing variation to suit the eclectic nature of the area.
- New development should be respectful of the environment.
- Building heights fronting on Lakeshore Road should reinforce the village mainstreet character through the use of low-rise building forms that are consistent with the existing buildings.
- Taller buildings may be considered if they “step back” from the low-rise building base. Building heights south of Lakeshore Road could transition up to a medium-rise condition and buildings heights north of Lakeshore Road could transition up to a medium to high-rise condition.
- Strategic locations for taller buildings include key intersections at Hurontario Street, Mississauga Road and Seneca Avenue, redevelopment sites within the Central Residential Area and where deeper sites occur i.e. Imperial Oil Lands and the Harbour Marina Lands.
- New development should support the village character of the Port Credit community. Building design should be appropriate for the harbour setting and reflect the diversity and character of Port Credit’s existing built form through the application of appropriate materials, building heights, setbacks, shapes and detailing.
- New buildings should be located and designed to ensure that negative impacts on the surrounding land uses will be minimized. Views to the lake and the Credit River, creation of shadows and the aesthetics of parking and loading areas are issues that should be mitigated.
- Intensification along Lakeshore Road should permit a mix of uses that will provide diverse opportunities for development while maximizing community benefit, including more activity on the street during the evenings, maintaining a grocery store and the incorporation of a senior’s and youth centre.
- The transportation functions of Lakeshore Road need to be examined to improve the corridor for pedestrians, cyclists and vehicles.



Lakeshore Road should be maintained and enhanced as Port Credit’s village mainstreet. Opportunities to improve the environment for pedestrians and cyclists should be pursued.



Intensification along the Lakeshore Road Corridor should ensure that needed community facilities, such as an affordable grocery store are maintained in the area. (Photo courtesy of VIVA Port Credit)

“Step back” generally refers to the setting back of the front building facade above the building base (first two to three building storeys). Additional step backs may be recommended on side, exterior side or rear building facades to provide appropriate separation between adjacent buildings and/or open spaces.

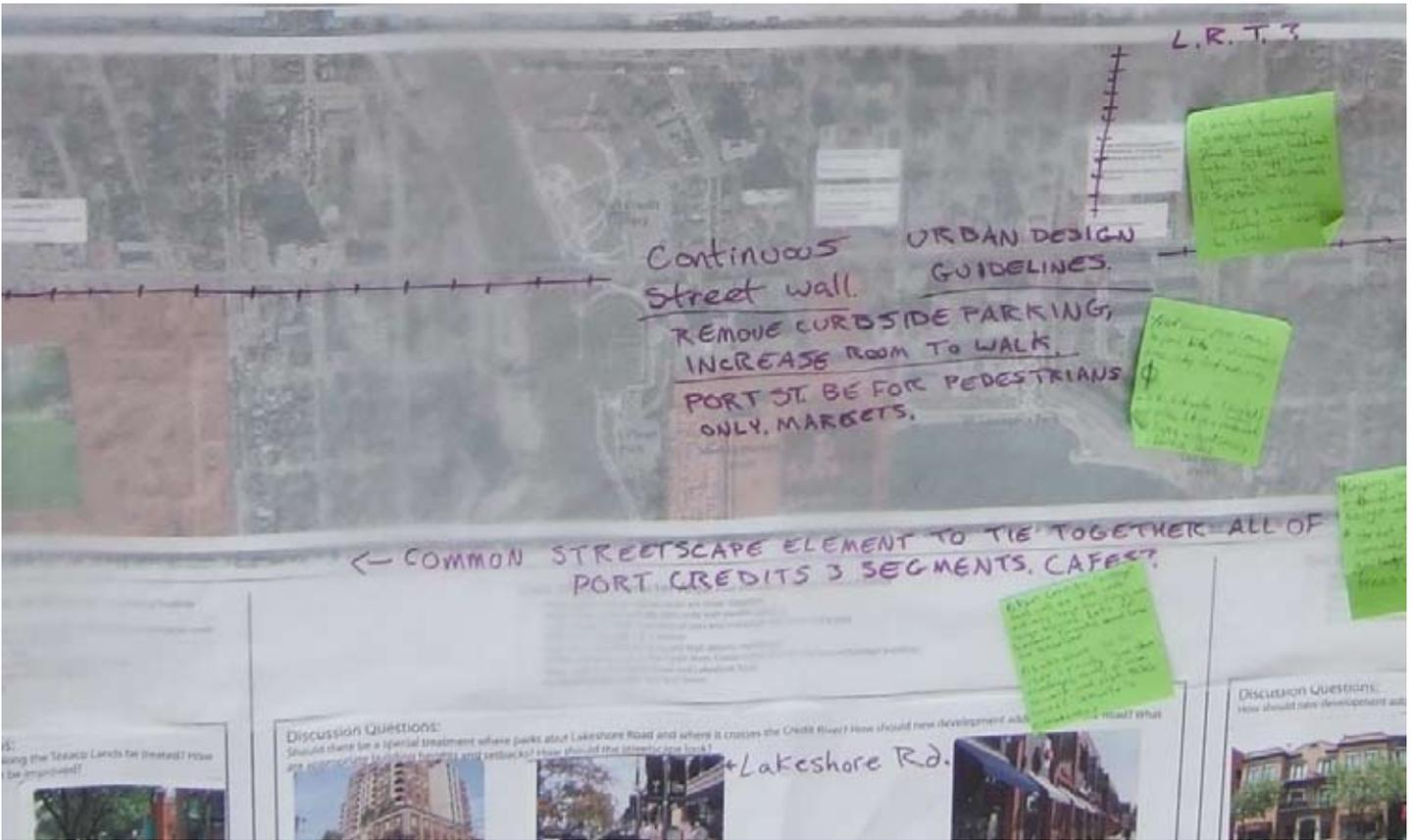
“Public realm” refers to any spaces that are perceived as being publicly accessible, for example, sidewalks, parkettes bike paths and building forecourts would be considered part of the public realm.

“Low-Rise” refers to buildings that are up to four storeys in height.

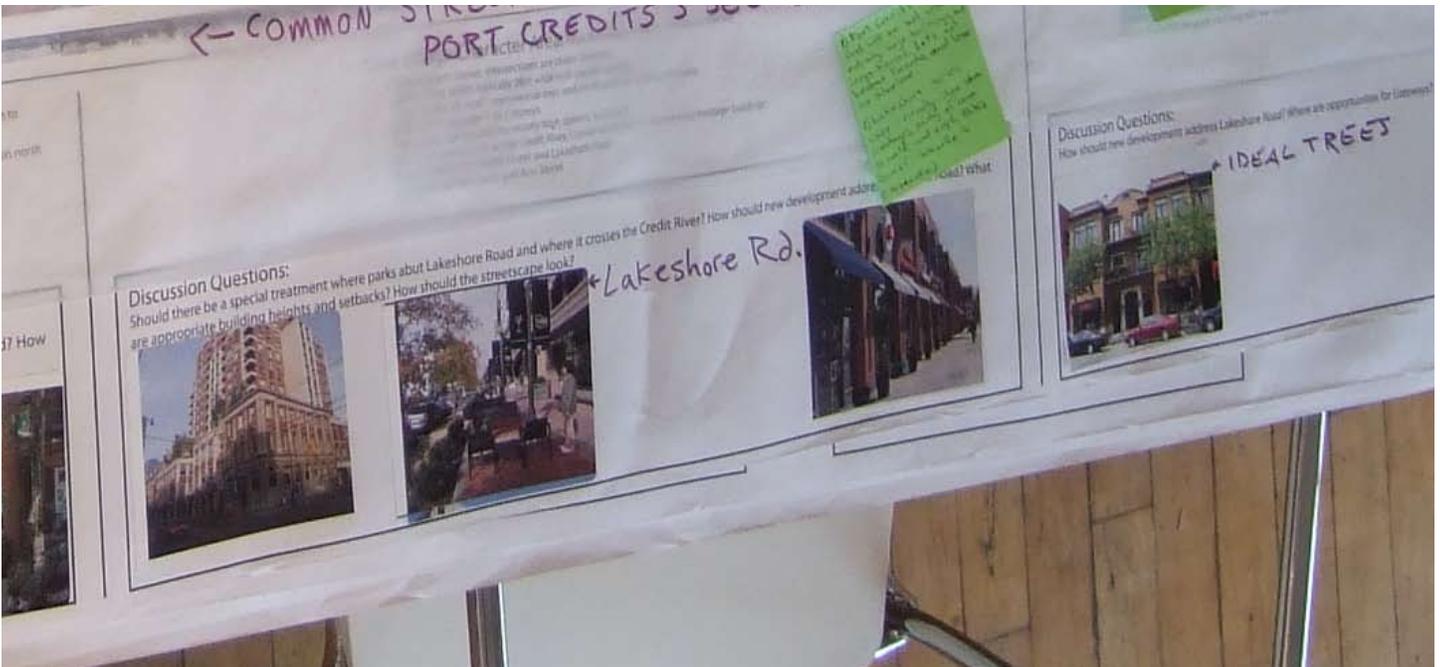
“Medium-Rise” refers to buildings that are five to nine storeys in height.

“High-Rise” refers to buildings that are 10 storeys in height or higher.

The above height definitions were prepared for the purposes of this study and associated interaction with stakeholders and members of the public.



Workshop participants discussed the features that they thought would improve the pedestrian nature of Lakeshore Road. Participants indicated that a continuous street wall, common streetscape elements, and the removal of street parking would improve the pedestrian environment.



Street trees were mentioned several times as an element that would support the village character while improving the pedestrian environment. Workshop participants indicated that a low-rise built form would best maintain the village mainstreet character of Lakeshore Road in Port Credit.

Community Input: Graphic Summary

Lakeshore Road Corridor



- 1** Locations identified as opportunities for intensification: A variety of built form opportunities are recommended based on site size and proximity to stable low rise neighbourhoods.
- 2** Incorporate bicycle lanes along Lakeshore Road
- 3** Incorporate LRT from Clarkson Go Station, through Hurontario Street to the Long Branch GO Station along Lakeshore Road East.
- 4** Maintain a Main Street scale of buildings adjacent to the street. Maximum 3 to 4 storeys in height with opportunities to increase height on larger sites and for new infill/intensification development along the corridor.
- 5** Provide a distinctive gateway feature at the west end of the district, incorporated with Rhododendron Gardens. Landscape based feature.
- 6** Provide Gateway at east end of district at Seneca Avenue. Built form opportunity.
- 7** Reinforce node at Lakeshore Road and Hurontario Street. Incorporate future high order transit service connections to potential future Lakeshore Road LRT.
- 8** Refer to development principles for the Texaco Lands for information on development adjacent to Lakeshore Road.
- 9** Enhance intersections that provide access to Waterfront Parks. eg. Mississauga Road, Hurontario Street and Hiawatha Parkway.

Community Input: Graphic Summary cont'd Lakeshore Road Corridor



Note: The concept plan was prepared as an interpretation of input from the community. The plan represents a summary of ideas gathered through public workshops, stakeholder interviews and on-line comments. The plan is for discussion purposes only and does not represent the final recommendation.

Public Policy Recommendations

- Study the transportation system to find short, medium and long term solutions for traffic and transit issues. Consider facilities that will support cross-connections with other modes of transit, for example, cycling and walking and identified transit hubs. Evaluate the feasibility of higher order transit (HOT) for Lakeshore Road between the Port Credit and Long Branch GO Station.
- Lakeshore Road corridor should be designed to serve the needs and requirements of the immediate area. Demands on the corridor resulting from potential problems elsewhere (for example an congestion on the QEW), should not be contemplated or accounted for as enhancements and modifications are made to the corridor.
- Consider not permitting or limiting new vehicular openings onto Lakeshore Road. New openings required should be consolidated between properties and preferably located where a traffic signal opportunity is feasible. Vehicle access to re-development opportunities could also be considered from existing north south side streets or laneways (existing or proposed) parallel to Lakeshore Road.
- Develop urban design guidelines for the corridor with a particular focus on development that improves the environment for pedestrians and cyclists. Guidelines should also include directions on how to incorporate the heritage elements of the district and include visible ways to reflect the Lakeview's identity.
- Built form should respond to the community's evolving character while respecting the heritage context. New development should incorporate variation and diversity to prevent homogenous development from occurring. Variation can be achieved through building forms, heights, architectural styles and materials. Facade detailing and articulation should be of high quality and appropriately scaled. Develop urban design guidelines for the corridor with a particular focus on development within a heritage context.
- Proceed with a community improvement plan for the Lakeshore Road Corridor that provides a framework to guide the redevelopment and improvements of the area.
- Refer also to Section 4.4.4 Public Transit and Transportation.



The integration of safe cycling lanes within the Lakeshore Road right of way is a high priority for the community.



Built form guidelines for Port Credit should promote architecture and building design that responds to the community's evolving character while respecting the heritage of the area.



The City should investigate the possibility of incorporating a street car or light rail transit line along Lakeshore Road.



The community has expressed that a parking structure may be an acceptable solution to Port Credit's parking shortage. The structure should, however, be designed as a mixed-use structure with commercial uses wrapping the ground floor.

Ontario's Planning Act allows municipalities to prepare a **"Community Improvement plan"** to set out, in an "official" way, what a municipality intends to do to address an unsatisfactory state of affairs in a certain defined area. A Community Improvement Plan allows a municipality to acquire, rehabilitate and dispose of land, provide grants and loans and undertake infrastructure and public space improvements. Since any community has its own unique opportunities and challenges, there is no predetermined definition of what a community improvement plan must include. For example, some plans include changes to land-use and zoning regulations to encourage desired activities or limit undesirable ones. Others state what grants or loans a municipality is prepared to offer owners as an incentive to build or repair properties to meet aims stated in the plan.

Other Considerations

- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It will examine and assess key nodes and corridors within the City.
- Recommendations for bicycle facilities will be made through the Cycling Master Plan and Implementation Strategy (2009).
- A transportation study should be undertaken to examine opportunities to improve Lakeshore Road for pedestrians, cyclists and vehicular traffic. A functional review would need to acknowledge that Lakeshore Road must retain two (2) lanes of travel in each direction to service both vehicle and transit demands now and in the immediate future.
- A revitalization study should be completed to analyse the feasibility and affect of redevelopment of commercial uses along Lakeshore Road.
- The City of Mississauga has commenced several studies, including the Hurontario Main Street Study, Transportation Master Plan, Lakeview and Port Credit Parking Strategy, Phase 2 and the Mississauga Transit Ridership Growth Strategy.
- A feasibility study would be required to determine the type of higher order transit e.g. bus rapid transit (BRT) or light rail transit (LRT) etc., that may be implemented along Lakeshore Road.
- Transit should continue to improve its service and provide additional bus stops where feasible, based on increased ridership.
- The character of the village should be protected by ensuring a balance between vehicle, pedestrian and cycling movement. The emphasis should be placed on creating a planning framework to support walking, cycling and transit as a fundamental component of a "complete community".
- The City of Mississauga is initiating a study of Community Improvement Plan Policies as part of the Mississauga Plan Review. Phase 2 of this study is the preparation of a Community Improvement Plan for the Lakeshore Road corridor.
- Refer also to Section 4.4.4 Public Transit and Transportation.

4.7.2 Imperial Oil Lands

The potential future redevelopment of the Imperial Oil Lands has generated excitement in the community. This 30 hectare (75 acre) site has already been subject to community “place making” exercises that demonstrate the potential of the site while helping the community understand the scale and significance of the property.

Planning Context:

The Imperial Oil Lands are designated “To Be Determined”. This designation indicates that further studies, in close consultation with the land owner, adjacent residents, the Ward Councillor, and other interested agencies, are required to determine the ultimate use of the Lands.

The Mississauga Plan Urban Design Policies, Section 4.27.3 for the “Vacant Former Refinery” states:

This Plan does not propose land uses for this area because it is not known to what degree the site can be remediated. However, regardless of potential future uses, this Character Area should ultimately be developed in a manner which is compatible with the surrounding lands, and which does not compete with the existing focal point at Port Credit harbour.

a. Building heights should be limited to two to three (2-3) storeys to be consistent with the adjacent South Residential and Historical Village Character Areas.

b. A public road should be provided in any future development by subdivision separating any new development from the Lake Ontario Waterfront open space and the continuous Waterfront Trail to maximize public access to and along the Lake Ontario Waterfront. The balance of the street pattern should be consistent with that of adjacent areas.

c. If this site is used for outdoor storage (such as for boats) or parking, adequate setbacks will be provided from adjacent residential areas, the Lake Ontario Waterfront Trail and associated public parkland to allow appropriate buffer treatment to screen the uses.

The Mississauga Plan Special Sites Policies include the Imperial Oil Lands as Site 2 (4.27.6.3). Development on the site will be subject to the following additional policies:

a. Development will recognize the scale and enhance the character of adjacent land uses, in particular the old town-site area immediately to the east;

b. In the review of applications for development of these lands, regard will be had to the concepts and principles expressed in the Port Credit Harbour Transition Master Plan and the Mississauga Waterfront Plan;



The Imperial Oil Lands were once home to a significant refinery. (ca. 1976 Mississauga Library)



The Imperial Oil Lands are currently vacant, yet represent the largest undeveloped property in the Port Credit District.



The Imperial Oil Lands are immediately adjacent to the Port Credit Heritage Conservation District.

c. A landscaped buffer will be maintained between the site and the Pine Avenue South neighbourhood;

d. Any proposal for redevelopment or use of the “Vacant - Former Refinery Property” will make adequate provision for implementation of proposals for the future redevelopment of J.C. Saddington Park.

Physical Context:

The Imperial Oil Lands (30 hectares or 75 acres) represents the largest remaining parcel of land that is yet to be developed in the Port Credit District. It is situated to the south of Lakeshore Road between the residences on Pine Avenue South to the west and Mississauga Road to the east. The south side of the Lands fronts onto Lake Ontario.

The Lands have approximately 500 metres of frontage on Lakeshore Road, which is a significant length. Adjacent to the Lands, Lakeshore Road is 4 lanes wide with a centre turning lane at the entrance of Credit Landing. The lands also have 500 metres of frontage along Lake Ontario.

Currently the site is characterized as a brownfield site. It is not known at this time how long it would take to reclaim the site or what uses would be permitted.

Adjacent Land Uses:

Main Street Commercial

The north side of Lakeshore Road consists of Main Street Commercial including a large, new commercial development set back from the road (Credit Landing). The Main Street Commercial land use, Zoned C4 allows for a variety of commercial uses such as retail, food sales, office, recreation, education, financial, parking lot and personal services. Current zoning allows buildings to have a minimum height of two (2) storeys and a maximum height of three (3) storeys. Most of the Main Street Commercial in Port Credit is 2 storeys.

Low Density Residential

The Lands are located between the Port Credit Village Heritage Conservation District and the Cranberry Cove neighbourhood. The predominant characteristics of these residential areas include 1 and 2 storey detached dwellings. The Residential Low Density I designation permits detached dwellings to a maximum density of 12 units per net residen-

“Brownfield site” means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

tial hectare.

Greenbelt

The Lake Ontario shoreline within the lands boundary is designated as Greenbelt. Lands designated Greenbelt are generally associated with natural hazards or significant natural areas where development is restricted to protect people and property from damage and to provide for the conservation of natural heritage features and areas. Greenbelt policies are to be read in conjunction with the policies for Natural Heritage and Natural Hazards.

Public Open Space

The south edge of the site adjacent to the shoreline is designated as Public Open Space and currently includes the Imperial Oil Waterfront Trail extension, joining JC Saddington Park to Ben Machree Park.

Motor Vehicle Commercial

A single Motor Vehicle Commercial land use is permitted at the corner of Mississauga Road. It exists as a sar bar, convenience store and car wash.



The City has negotiated for the Imperial Oil Waterfront Trail Extension to connect JC Saddington Park to Ben Machree Park.



The Cranberry Cove Neighbourhood borders the Imperial Oil Lands on the west side. The neighbourhood generally consists of low-rise single family homes.

Community Input: Imperial Oil Lands

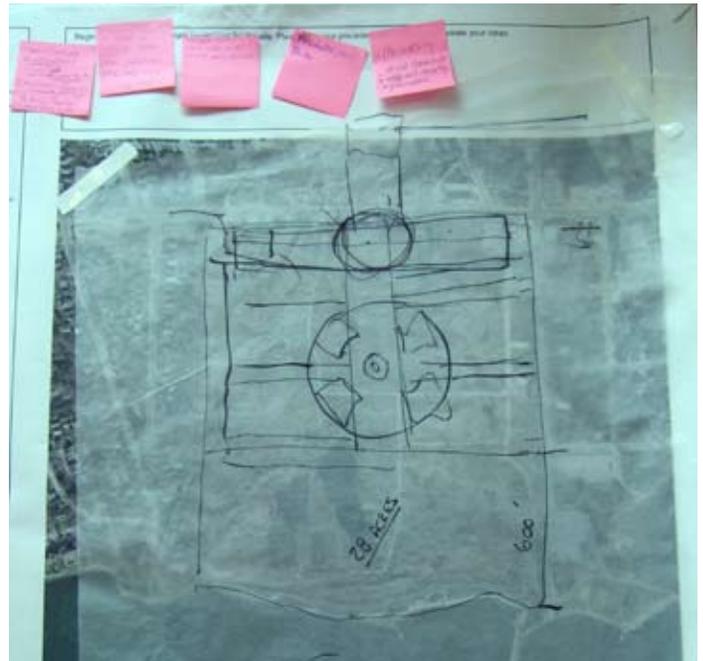
“The Imperial Oil Lands should be redeveloped with a use other than industry, manufacturing or power generation. The Lands should be redeveloped to include a mixed-use urban waterfront village that could include a university, college or research campus. A significant portion of the site should be open to the public and provide access to the Lake Ontario shoreline.”

- Develop policies to regulate development within waterfront properties.
- Redevelopment of the site should provide needed community facilities and improve Port Credit's quality of life.
- Mature and or emerging trees and natural areas should be protected and integrated with any new development. Opportunities for restoration should be considered.
- Existing street patterns within the neighbourhood to the west (Cranberry Cove) and the east (Port Credit Heritage District) should be used as a basis for redevelopment on the site.
- Required parking areas should be underground or in structures to maximize the use of the land for uses other than vehicle storage.
- The redeveloped site will require significant improvements to transit service. Investigate opportunities to incorporate a transit loop within the site.
- The mainstreet commercial area suggested for the Lakeshore Road frontage should generally maintain a low-rise village scale consistent with the existing mainstreet commercial built form.
- Built form on the site should generally be low to medium-rise buildings with potential for taller buildings at key locations.
- Significant transition areas should be incorporated to buffer existing neighbourhoods from new development.

In addition, please refer to Appendix C for submission materials prepared by the VIVA Port Credit.



Some participants also indicated that the Imperial Oil Lands should be developed as a public park, containing minimal amounts of built form. The park would include storm water treatment ponds, walkways, trails, bikeways and waterfront related facilities such as a marina.



Participants indicated that a strong connection between Lake Ontario and Lakeshore Road should be integrated into the site design. Participants also proposed that a large portion of the waterfront be developed as green/open space that would be contiguous with JC Saddington Park.

LAKESHORE BACK-UP.
LRT TRANSIT NODE @ RAIL + HWY 10.

DIVERT TO BACK OF COLLEAS

PARKING FOR EVENTS

BOAT STORAGE

CONSERVE RE-SIZE + LOOK.

STAND ALONE ON INTEGRATED
→ MODEST + HIGH DEGREE OF VARIETY.
- INTERCONE

LAKESHORE SHUTTLE.
PLOW 12 MOS. OF YEAR.

CHALLENGE 4 LRT

C. Lakeshore Road Streetscape & Street Char
What are the important elements that contribute to the mass of character that is so desirable? Please consider the following:
- Improvements to Lakeshore Road for pedestrians
- Issues regarding increased traffic and access to the lands
- Opportunities for parks and other active uses on the street
- Courtyards or plazas as a part of new developments
- Attractive signs and street boulevard furnishings (benches, transit shelters, lighting)

D. Developing an Appropriate Base Height &
What should buildings look like on the site? Please consider:
- How tall should buildings be fronting on to Lakeshore Rd heights transition? What building heights are appropriate neighbourhood?
- How far should buildings be set back from adjacent road Avenue and Mississauga Road?
- How should parking be accommodated (i.e. within the b
- If there are locations for taller buildings, choose some ex provided.

E. Providing Outdoor Green Space on the
Based on the land uses and buildings recommended for t outdoor green space should be provided (e.g. private or t walkways and other places to relax and socialize). Please
- How should open space be included on the site? Who be provided, or should the area contain several small
- How should new park space connect to the Recreation Park?
- Where would private outdoor spaces be appropriate?
- Are there key places for public art?

F. Architectural Character & Design
What should new buildings look like? Please consider!
- Building Step-backs & Massing: How can a building and improve sunlight access and sky views?
- Replicating the character of a main street through p grained building facades
- Ground floor design and how it contributes to the pe building entrances, windows, canopies, signs, arch
- Choose some examples of buildings you like or don't in Mississauga, Oakville, Burlington, Toronto or any

G. Sustainability Opportunities
How can we incorporate green technologies and ide t framing structures or lots as a place for greening.
- New buildings as a showcase for Leadership in En (LEED) or equivalent (i.e. Green Roofs
- Landscaped Bio-swales on streets and in parking

Site Context Plan

1/3 PARK
1/3 PUBLIC INST ACTY CTR
1/3 RES + COMMERCIAL

FAMILY ENT. COMPLEX
MUSEUM

MIX USE

Older Areas Lakeshore
Quality of
Camp around
land divided
regional.

Participants at the workshop developed a conceptual plan for the site that indicated a mixed-use, medium density development incorporating a university or college campus. The plan included a centralized green space that would link Lakeshore Road to the shoreline. A 1/3, 1/3, 1/3 approach was noted for the distribution of park, institutional and mixed-uses areas.

Community Input: Graphic Summary Imperial Oil Lands



- 1**  Connection to LRT and Lakeshore Road
- 2**  Mixed-use Shops/Restaurants At Grade
- 3**  Linear Open Space
- 4**  Proposed Street Network
- 5**  Green Landscaped Buffer with Bicycle Trail and Connections to the Waterfront Trail network
- 6**  Open Space
- 7**  Buildings related to the park edge with terracing green roofs
- 8**  Low-Rise Built Form
- 9**  Medium-Rise Built Form
- 10**  Waterfront Trail Connection

Note: The concept plan was prepared as an interpretation of input from the community. The plan represents a summary of ideas gathered through public workshops, stakeholder interviews and on-line comments. The plan is for discussion purposes only and does not represent the final recommendation.

Public Policy Recommendations

Land Uses

- The Imperial Oil Lands should be redeveloped as a vibrant, mixed-use waterfront community. The Lands should be built out at a medium density while providing appropriate variation in scale and land uses.
- Generally, a low-rise mainstreet commercial area should front onto Lakeshore Road, framing the main entrance to the site.
- Low-rise residential uses should occur along the west and east edges of the site in conjunction with a landscaped buffer and bikeway.
- Primary and secondary streets should evolve as low-rise mixed-use areas while internal streets should support a medium density mix of uses. The higher density land uses should be located at the centre of the site, away from the Heritage District and Cranberry Cove neighbourhood.
- A large portion of the site, as much as 30%, should be designated as waterfront park along the Lake Ontario Shoreline. Buildings adjacent to the park edge should be low-rise, terraced to address the waterfront setting.
- Develop policies for the Imperial Oil Lands to permit several uses on the site including, residential, commercial, institutional, employment, parks and open spaces and waterfront recreation. Public access and views along the shoreline should be a key component. Refer also to section 4.3.3 New Development.
- Identify appropriate locations for intensification while protecting the property from future use as a location for industry. The Imperial Oil Lands are located near the intersection of Lakeshore Road (Arterial) and Mississauga Road (Major Collector), are close to mass transit systems and are large enough to accommodate intensification with transitions to adjacent areas.
- Require that all elements of the Imperial Oil Lands redevelopment, including design, construction and operation, comply with LEED standards.



The West Donlands development in Toronto was mentioned by the community as a potential model for the re-development of the Imperial Oil Lands. Like the Donlands, the Imperial Oil Site has the potential of becoming a vibrant, mixed-use community with a balanced distribution of land uses and densities that transition well to adjacent areas. (West Donlands Precinct Plan).



The FRAM development on the St. Lawrence Starch Lands sets a good precedent for medium density, medium-rise redevelopment that incorporates a variety of uses. (Photo courtesy of VIVA Port Credit).

Public Policy Recommendations

Site Opportunities

- Ensure that the waterfront setting of the property is expressed through all levels of site design including the distribution of land uses, the orientation of streets and built form to enhance views to the lake, the incorporation of appropriate building styles and architecture and the development of a public realm that has a distinct waterfront theme.
- Integrate proposed parks and open space areas with the existing waterfront parks system and continue to connect the Lands with the Waterfront Trail.
- Utilize the site's shape and size to promote compact and efficient development.
- Emulate the existing street and block patterns in the Heritage District to promote the character of the Port Credit District within the new development.
- Incorporate existing healthy, mature trees along the property edges, where possible, to enhance potential landscape buffers adjacent to existing development.
- Protect the property from future use as a location for industry. The Imperial Oil Lands are located near the intersection of Lakeshore Road (arterial) and Mississauga Road (major collector), are close to mass transit systems and are large enough to accommodate intensification with transitions to adjacent areas.
- Policies should require that all elements of the Imperial Oil Lands redevelopment, including design, construction and operation, comply with LEED standards.

Public Policy Recommendations

Built Form

- Built form within the Imperial Oil Lands should support the creation of a unique and memorable environment that reflects the Port Credit's village waterfront setting.
- Built form should generally be low to medium-rise and should transition appropriately to the low-rise, low-density Heritage District and Cranberry Cove neighbourhood.
- Views and access to the lake should have the highest priority with regards to the layout and design of site buildings. Views to the Heritage district and JC Saddington Park should also be considered in the design.
- Style and design of architecture could incorporate relevant heritage features in the area where appropriate. Building design for commercial, institutional, residential and community use could take cues from a number of designated and listed properties in Port Credit. Refer to the City's Heritage Register for Port Credit.
- New buildings should be transit supportive by being oriented to the street and/or transit services, providing access to pedestrian and cyclist networks and providing opportunities to interconnect with other buildings.
- Parking required for new buildings should be designed comprehensively for the development. Surface parking should be minimized and parking requirements could be reduced where buildings demonstrate transit supportive designs. Provisions for public parking should be considered as part of future development on the site.



The design and orientation of built form should protect and enhance views to the lake.



The distribution of land uses on the site should maximize the potential of the waterfront setting by providing opportunities for waterfront related activities.

Public Policy Recommendations

Streets and Blocks

- A street network should be developed that establishes a hierarchy of circulation that is designed to service the mix of uses proposed. Street design should be planned to accommodate the variation of mixed-uses while providing diverse opportunities for public and private development.
- Street hierarchy should provide direct and clear access to major destination points and parking areas within the development while protecting less intense areas of the development.
- New streets and blocks should be designed to reflect a balanced multi-modal design. Internal networks, either on-road or off-road, with connections to the Waterfront Trail, surrounding neighbourhoods and the existing and proposed systems on Lakeshore Road should be well developed.
- The street and block pattern should promote the continuity of the patterns established in the Heritage District.
- Streets and blocks should be designed to facilitate the phased implementation of redevelopment. Blocks should be configured to provide appropriate, diverse and well-scaled development parcels.
- Streets and blocks should be designed to elevate the pedestrian experience by creating quality streetscapes and logical and efficient mid-block connections that are safe and protected from inclement weather.



The streets and blocks should be designed to support the intended mix of uses while protecting areas that are less intense, for example, areas that are low density residential.



A hierarchy of streets should be developed to accommodate the variation of mixed-uses within the development. This image shows how a street could relate to a ground floor commercial condition.

Urban Design Guidelines specific to the redevelopment of the Imperial Oil Lands should prescribe guidelines for built form within an urban village waterfront setting. Guidelines should also address sustainable development, streetscapes, parks and open spaces, landscaping, and parking.



The waterfront park recommended for the Imperial Oil Lands should be designed to accommodate the new mixed-use neighbourhood while providing amenities for the larger Mississauga community.

Public Policy Recommendations

Parks and Open Space

- Key parks and open spaces should provide a major north-south connection between Lakeshore Road and the waterfront. A waterfront park should be developed at the Lake Ontario shoreline that will incorporate the Waterfront Trail and other identified waterfront park uses.
- Other parks and open spaces should act as buffer or transition zones between the new mixed-use development and the Heritage District and Cranberry Cove. Transition zones should include a north-south link between Lakeshore Road and the waterfront park with east-west connection points at street intersections.
- Streetscapes should be considered as part of the open space network and should, accordingly, receive a high level of treatment that includes landscaping, site furnishings, paving materials and lighting.
- A series of smaller scale, interconnected parks and open spaces within the development, which could include both public and private lands, should be incorporated to provide community amenity spaces such as play spaces, gardens, courtyards and gathering areas.
- Ensure that the parks and open space system supports the Mississauga Waterfront Parks Strategy with special regards to the System Design Strategies and the Park Design Strategies.
- Establish an overall requirement for parks and open space that distributes appropriately sized and configured places that will support a variety of activities and functions such as festivals, public plazas, play spaces, promenading, passive leisure and gardens.

Other Considerations

- Contamination issues will need to be investigated prior to determining the nature and scope of development.
- The land owners, Imperial Oil, may face significant liability and legal issues associated with future land uses on the site due to contamination. Even if technically possible, residential uses may not be legally possible.
- In addition to being a potential site for institutional uses, community, cultural and recreational uses should be considered.
- Transportation access to this site may be an issue, particularly if the use is intense. Traffic analyses and monitoring would be required to mitigate negative effects on the surrounding neighbourhoods.
- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga's existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- Ability to preserve trees and natural areas may depend on the extent of site clean up required.
- Redevelopment of this site to include sensitive land uses such as residential, will require the filing of a Record of Site Condition on the Ministry of the Environment's Brownfield Registry.
- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.



4.7.3 Port Credit Harbour Marina and Port Street

As stated in the document *Port Credit: An Urban Village for the 21st Century; A Model Community for the World*, prepared by VIVA Port Credit, the “Harbour Marina Lands are intrinsic to Port Credit’s extensive history as a working port.” The Study’s public engagement process revealed that the community would like to see the port and marina function of the Harbour remain as re-development occurs.

Currently, the Harbour Marina is owned by the Department of Fisheries and Oceans (DFO) and is operating under a lease agreement that will expire in the year 2023. Potentially, the Harbour Marina will be transferred to the Canada Lands Corporation in the near future. It is reasonable that the Harbour Marina Lands will, in the near future, be redeveloped.

Prior to and throughout the Study, the community has been actively conceptualizing the potential of the Harbour Marina Lands. Concepts prepared demonstrate the community’s desire to see a major, public waterfront destination in this location.

Planning Context:

The current district policies generally support the community’s concept of creating lake-dependant or waterfront commercial activities on the Harbour Marina Lands.

The Mississauga Plan’s Urban Design policies (4.27.3) for Community Identity and Focus describes the following:

- a. New developments should maintain and enhance the identity of Port Credit as a diverse established community by integrating with the surrounding area and avoiding the establishment of enclaves.
- b. New developments or redevelopments should be designed to reflect and enhance the Port Credit Business Improvement Area (BIA) streetscape.
- c. The Port Credit Node, which includes the Central Residential Area, Harbour Mixed-use area and the portion of the Mainstreet Commercial area which connects these two Character Areas, will be the focus of activity for the District, combining residential uses, cultural activities, shopping, dining, commerce and recreation.
- d. An interconnected open space network including the Credit River and the Lake Ontario shoreline is a key feature in the identity of the District which should be recognized in any development. This will include enhancing visual and physical public access to and along the Lake Ontario Waterfront, and enhancing/restoring terrestrial and aquatic habitat potential.

The Mississauga Plan’s Urban Design policies (4.27.3) for



The Harbour Marina Lands are intrinsic to Port Credit’s extensive history as a working port. The public engagement process revealed that the community would like to see the port and marina function of the Harbour remain as re-development occurs.



Port Street should be re-developed as a pedestrian precinct.

the Harbour Mixed-use area describes the following:

The City's initiatives for the Port Credit Harbour Marina have the potential to transform the Harbour Mixed-use Area. Development in this area should be lower scale than the Central Residential area and should step down towards the lake and towards the east edge of the Character Area. Where the market potential permits, commercial uses should be extended from the Mainstreet Commercial Character Area towards the lake.

a. The character of this area should be as an extension of the Mainstreet Commercial area, but with the potential for higher buildings.

b. Building heights should not exceed three (3) storeys for the entire Harbour Mixed-use area.

c. On development sites which extend to Lakeshore Road, buildings or parts of buildings within the Mainstreet Commercial Character Area should conform to the policies for that Character Area.

The Marina Harbour Lands and Port Street are designated as Mainstreet Commercial. The C4 commercially zoned areas along Port Street allow a variety of uses; such as retail, food sales, office, recreation, education, financial, parking lot and personal services. Lands zoned C4-18 (Harbour Marina Lands), located nearest the lake permit boat-related activities.

Physical Context:

Harbour Lands currently has approximately 700m of shoreline frontage on Lake Ontario (not including breakwaters). It includes approximately 1500 slips, customs reporting station, repair, sales, service and storage for both sail and power watercraft. The site is currently the largest single commercial harbour on Lake Ontario and incorporates 5 operating harbour and breakwater lights.

The Harbour Marina is surrounded by Lake Ontario with the exception of the west side of the site, which is bordered by JJ Plaus Park and the Port Credit Marina. Currently public access to the site is limited and there is no formal access to or along the existing breakwaters. The north portion of the site contains a significant parking area which is accessed from Port Street.

Port Street from Stavebank Road to Helene Street is approximately 285m (935 feet) in length. Existing buildings on the north side of the street range from 5 to 14 storeys. There are large parking areas fronting on to Port Street at the rear of the No Frills property and along the Marina Harbour Frontage and at the Post Office.



Large portions of the site are devoted to on-land boat storage.



The Harbour Marina Lands are not typically accessible to the public and are fenced off from the village.

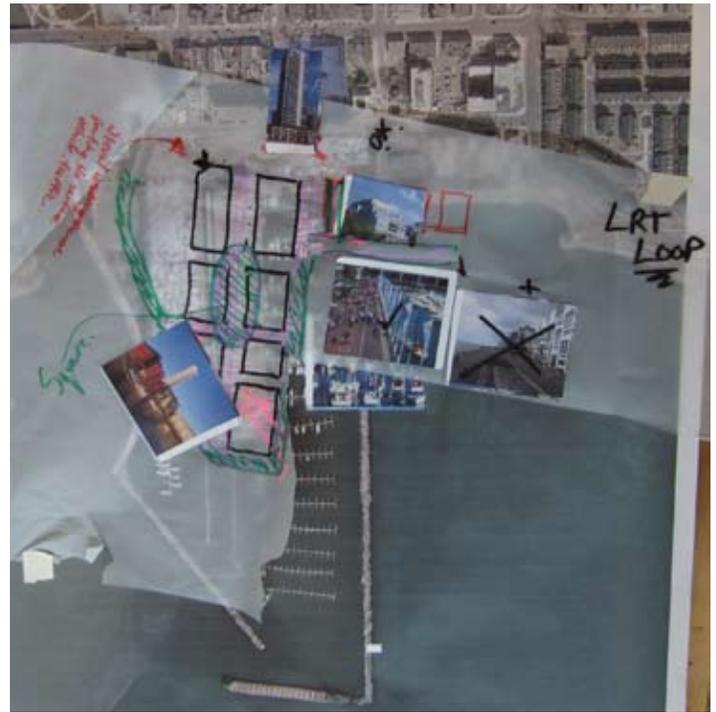


Recent development on Port Street, east of Helene Street, has already begun to revitalize the area. (Photo courtesy of VIVA Port Credit)

Community Input: Port Credit Harbour Marina and Port Street

“The Port Credit Harbour Marina Lands and Port Street should be developed as a waterfront destination that permits public access to the Lake Ontario shoreline, incorporates a mix of uses and promotes Port Credit as an active and viable port.”

- Develop policies to regulate development on waterfront properties. Refer to section 4.3 Waterfront for more detail.
- Retain the port and marina functions as they are an integral part of the Port Credit village character.
- The safety and comfort of pedestrians and cyclists should have the highest priority. Consider this area an “auto-free” zone that is well serviced by transit. Consider Port Street as a pedestrian precinct.
- Permit the development of the site as a mixed-use community and tourist destination that includes needed community facilities. Development should not permit uses that have negative impacts on the environment.
- A significant portion of the site should be open to the public and provide access to the Lake Ontario shoreline. The public realm should be well connected to parks, trails and circulation routes external to the site; for example, to the Waterfront Trail, JJ Plaus Park, St. Lawrence Park and the streetscape network with Port Credit. Public access all along the shoreline is a priority.
- The design of the public realm should develop a signature look that relates to the harbour setting and the village character of the district.
- Surface parking should be limited, occurring in discrete structures.
- Built form along Port Street should generally reflect the existing mainstreet commercial built form.
- Built form on the site should generally be low to medium-rise buildings with potential for taller buildings at key locations.
- Incorporate an iconic or landmark structure in the development plan that is in keeping with the community vision.
- The Post Office and the Ports Hotel are integral parts to the re-development of Port Street as a pedestrian precinct.
- Consider the feasibility of converting Elizabeth Street, from Port Street to High Street, into a pedestrian, cycle and transit way.
- Consider the site as a location for a high-speed ferry quay.



Workshop participants indicated that the marina function of the site should remain as an integral use as the site redevelops. A mix of uses should be permitted on the site that allow for a vibrant and public waterfront edge. Participants felt that a taller, iconic feature or building on the site would be appropriate. Potentially, the incorporation of a transit loop could facilitate lower requirements for parking on the site.

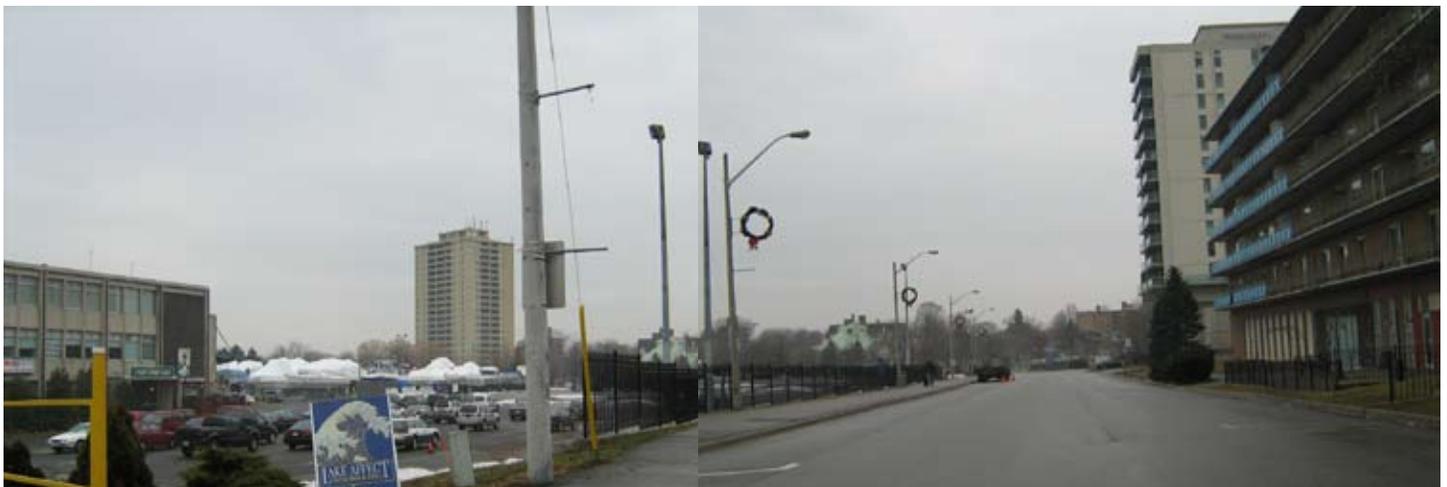


The Ports Hotel property plays an integral role in the redevelopment of Port Street.

In addition, please refer to Appendix C for submission materials prepared by the VIVA Port Credit.



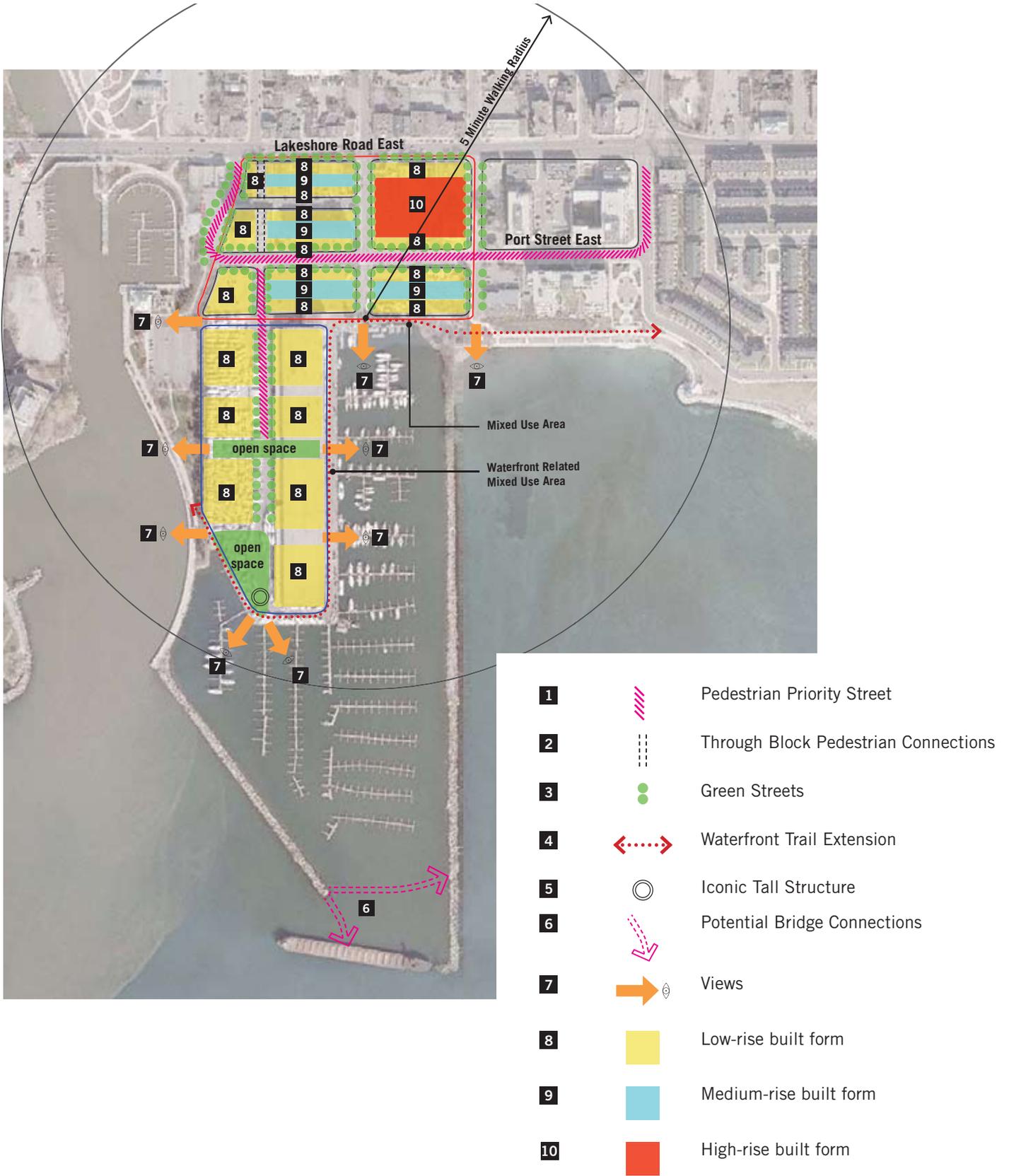
Workshop participants saw the Harbour Marina, Port Street and the No Frills site working together as a complete waterfront district. This area would provide a pedestrian focus to the village that would be set away from the heavy vehicular traffic on Lakeshore Road. A mix of uses should be encouraged including employment, office, commercial and tourism.



The continued redevelopment of Port Street will have a profound affect on the harbour area.

Community Input: Graphic Summary

Port Credit Harbour Marina and Port Street



Note: The concept plan was prepared as an interpretation of input from the community. The plan represents a summary of ideas gathered through public workshops, stakeholder interviews and on-line comments. The plan is for discussion purposes only and does not represent the final recommendation.

Public Policy Recommendations

Land Uses

- The Port Credit Harbour Marina Lands and Port Street, which are currently identified as part of the Harbour Mixed-use Area within the Official Plan, should be developed as a waterfront destination that permits public access to the Lake Ontario shoreline, incorporates a mix of waterfront related uses and promotes Port Credit as a active and viable port.
- The south portion of the site should evolve as a low-rise mixed-use area that supports waterfront related uses. Uses could include marina and boat servicing, boating related commercial activities, conference centres, restaurants, galleries, a community, cultural and entertainment centre and a farmers market.
- The north portion of the site, including land between Port Street and Lakeshore Road should be considered a “Pedestrian Precinct” that is supported by a mix of uses, including residential and office.
- The use of land for on-land boat or other large marina equipment storage should be reconsidered.
- Public open space should be configured to provide continuous shoreline access, provide significantly sized locations for public squares and plazas and should provide a framework for pedestrian movement through the site. Public open space should facilitate the preservation of views to the Lake.
- The protection and enhancement of views to the lake and to the Credit River should be of the highest priority when distributing land uses on the site.
- Mixed-use areas should require that all elements of redevelopment, including design, construction and operation, comply with LEED standards.



Redevelopment efforts should retain the active port and marina functions of the site.



The distribution of land uses should consider that views to the lake are of a high priority.



The Harbour Marina Lands should be developed as a major destination area in the Port Credit District.



Much of the site circulation should be pedestrian priority environments.



Built form on the Marina Harbour Lands should be generally low-rise.



Street and block patterns should be designed to facilitate pedestrian and cycling movement.

Public Policy Recommendations

Site Opportunities

- The central location of the Harbour Marina Lands presents an opportunity to develop the site as a major destination in the district. Intensification of the area should have a dual purpose: the revitalization of the area and the promotion of Port Credit as a harbour village.
- Incorporate a significant landmark feature that identifies the site from the land, water and the air. The feature should be consistent with Port Credit's vision.
- The vibrant port and marina functions, including commercial facilities, should be retained on the site.
- Ensure that the waterfront setting of the property is expressed through all levels of site design including the distribution of land uses, the orientation of streets and built form, the organization of public open spaces and the selection of materials. The design of the public realm should develop a signature look that relates to the Port Credit harbour setting.
- Promote public access along the shoreline and designate a large portion of the site for public access. Create a Waterfront Trail extension along the shoreline.
- Consider the site as a potential location for a high speed ferry service link to Toronto, the Former Lakeview Generating Site and other locations.
- Integrate unique site features into the redevelopment plan to create a meaningful place that respects the heritage of the site and the area. The Ridgetown, the Canada Steamship Lines breakwaters, for example are key elements that establish the distinctiveness of the site and elevate the harbour experience.
- The closeness of the site to public transit and the district's mainstreet (Lakeshore Road) may support the concept of the Marina Harbour Lands and Port Street as a Pedestrian Precinct with minimal infiltration of vehicles.

Public Policy Recommendations

Built Form

- Built form within the Marina Harbour Lands and Port Street should support the creation of a unique and memorable environment that reflects the Port Credit's village waterfront setting.
- Built form should generally be low-rise with medium-rise buildings occurring along Port Street and between Port Street and Lakeshore Road. Built form adjacent to public spaces, including streets, should be low-rise, stepping up to medium-rise where appropriate.
- Views and access to the lake should have the highest priority with regards to the layout and design of buildings. Views to the Credit River, JJ Plaus Parks and St. Lawrence Park should also be considered in the design.
- Style and design of architecture could incorporate relevant heritage features in the area where appropriate. Building design for commercial, institutional, residential and community use could take cues from a number of designated and listed properties in Port Credit. Please refer to the City's heritage register.
- Built form on the site should be designed to provide a variety of opportunities for a mix of uses.
- New buildings should be transit supportive by being oriented to the street and/or transit services, providing access to pedestrian and cyclist networks and providing opportunities to interconnect with other buildings.

Public Policy Recommendations

Streets and Blocks

- The streets and block patterns of development on the Harbour Marina Lands should respect the pattern of development in the Port Credit Village area. The blocks should be small and maintain a walkable scale while providing links and connections that complete pedestrian and cycling networks to Lakeshore Road, Elizabeth Street, Stavebank Road, the Waterfront Trail and JJ Plaus Park.
- A street network, including Port Street, should be developed that establishes a hierarchy of circulation that is designed to service the mix of uses proposed. Street design should be planned to accommodate the variation of mixed-uses while providing diverse opportunities for public and private development. The street network should provide for a pedestrian priority environment.
- Streets and blocks should be designed to facilitate the phased implementation of redevelopment. Blocks should be configured to provide appropriate, diverse and well-scaled development parcels.



A palette of design and materials should be developed that is evocative of the waterfront setting.

Public Policy Recommendations

Parks and Open Space

- Parks and open spaces should provide important east-west and north-south corridors through the site. The corridors should form the framework for a series of scaled spaces that can provide for a variety of activities and functions such as festivals, public plazas, play spaces, promenading, passive leisure and gardens.
- The parks and open space network should be considered the transportation network for the site. Pedestrian and cyclists should come first, while provisions for accommodating vehicles should come second.
- Site parks and open spaces should develop a “design palette” that promotes a quality waterfront setting landscaping, site furnishings, paving materials and lighting should support the “signature look” established for the area.
- Ensure that the parks and open space system supports the Mississauga Waterfront Parks Strategy with special regards to the System Design Strategies and the Park Design Strategies.



The parks and open space network should be considered in the transportation system for the site.

Other Considerations

- Contamination issues will need to be investigated prior to determining the nature and scope of development.
- The waterfront is a City and Regional resource. Public access is a priority.
- The redevelopment of Port Street would require further study. The feasibility of closing Port Street entirely or temporarily will need to be examined. Alternatives to creating a “pedestrian priority” street could include traffic calming measures such as cobblestone paving.
- Provide vehicular access for emergencies, servicing and to underground parking areas of residential buildings.
- Transportation access to this site may be an issue, particularly if the use is intense. Traffic analyses and monitoring would be required to mitigate negative effects on the surrounding neighbourhoods.
- Redevelopment of this site to include sensitive land uses such as residential, will require the filing of a Record of Site Condition on the Ministry of the Environment’s Brownfield Registry.
- The recommendations in the Mississauga Waterfront Parks Strategy should be considered throughout all levels of public realm design.
- Consideration for a high speed ferry service from Mississauga to Toronto is inter-regional in nature and will need to be coordinated with Metrolinx and/or the Provincial/Federal governments to undertake a feasibility study.

4.7.4 No Frills Site

The No Frills Site is located on the block former by Lakeshore Road, Elizabeth Street and Port Street. The site currently includes a single storey large format grocery store, a parking area for approximately 90 cars and the Second Cup building. The No Frills grocery store is well used and liked by the community.

The Second Cup building (James Building) is “listed” in the Mississauga heritage register and is well liked by the community.

Currently the area is zoned C4 and allows for at-grade commercial activities with residential units above. There is a combined residential and non-residential gross floor area of 1.8 times the lot area, with a fifth storey set back. At least 25% of the area must be landscaped and underground parking should be provided.

The site is split between the Harbour Mixed-Use Character and the Mainstreet Commercial Character area as outlined in the Official Plan.



The portion of the site fronting onto Lakeshore Road is part of the Mainstreet Commercial Area and should develop in accordance with the area policies.



The redevelopment of the No Frills site will have a profound effect on the revitalization of the harbour area.



194 The Mainstreet Commercial areas adjacent to the No Frills Site are generally 2 storeys in height.

Community Input: No Frills Site

“Re-development of the No Frills Site should include a mixed-use residential building that provides opportunities for commercial and community uses on the ground floor.”

- Designate area as “Mixed-Use” area.
- Address the community’s concern over the loss of an affordable grocery store. Incorporate a grocery store format in the ground floor design.
- Provide public parking in addition to the development’s parking requirement to replace the site’s existing public parking function.
- Building heights adjacent to Lakeshore Road should maintain a low-rise village scale that is consistent with Port Credit village. Taller buildings could occur stepped back from the street frontage.
- Incorporate all-season public spaces that are well connected to the larger parks, circulation and transit systems.
- Integrate the Second Cup building into the site plan and provide appropriate transitions that respect the architecture and scale of the structure.
- Ensure views and links to the waterfront. Provide connections to the waterfront either through the use of public open space or public connections through the building.

Public Policy Recommendations

- Permit the development of a mixed-use building that provides opportunities for commercial and community uses on the ground floor.
- Maintain a Mainstreet Commercial built form along the Lakeshore Road Frontage that is consistent with the Port Credit village character.
- Allow taller built form to occur “stepped back” from the low-rise street front form.
- Address the community’s concern over the loss of an affordable grocery store. Incorporate a grocery store format in the ground floor design.
- Provide public parking in addition to the development’s parking requirement to replace the site’s existing public parking function.
- Integrate the Second Cup building into the site plan and provide an appropriate transition that respects the architecture and scale of the structure.

Other Considerations

- A development application has been submitted for the No Frills site and is currently under review.
- If Port Street and the Harbour Marina become very active places, the potential impact on residential uses will need to be considered.
- Connections to Port Street and the Harbour Marina through the site will be important.
- The Mississauga Parking Strategy is underway which will include city wide parking initiatives and identify specific areas where a detailed parking strategy will be necessary.
- Consider development for the entire block from Helene Street to Elizabeth Street.



4.7.5 Port Credit GO Station

Community Input: Port Credit GO Station

“The Port Credit GO Station site should be intensified with mixed-use development.”

- Reduce large paving areas in favour of mixed-use development. Parking for development could occur in above or below grade structures.
- Site should include residential uses and be consistent with housing forms in the area.
- Edges of the development should respect existing built form character adjacent to the site.
- Frontage on Hurontario Street should be respectful of the village character of the district. This area could be the north gateway to Port Credit.
- Site could be considered a good location for an affordable grocery store (to replace the No Frills).

Public Policy Recommendations

The Port Credit GO Station and parking area is a strategic location for intensification due to its proximity to Hurontario Street and a multi-municipality transit system. The existing high density residential areas may set the precedent for height on this site.

- Investigate the redevelopment of the site for the most appropriate use. If intensification is appropriate, a planning impact study should be prepared to evaluate the impact and increase of density will have on traffic, transit, infrastructure and community services.
- Develop an urban design concept plan and design guidelines for the area through an urban design study to investigate land use, density, built form, open space, and transit and transportation opportunities. Transportation, transit and market studies should be prepared in conjunction with the urban design study. Generally, new development should be sensitive to the nature of the stable residential areas to the west, north and east.



The GO Station will still continue to function as a multi-municipality transit hub.



The GO Station site includes very large surface parking areas. The Hurontario Street Frontage should reinforce the village character of the district.

Other Considerations

- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga's existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- In conjunction with the City of Brampton, the City of Mississauga is conducting a comprehensive Hurontario Main Street Study.

4.7.6 Former Port Credit Lawn Bowling Site

Community Input: Former Port Credit Lawn Bowling Site

“The Former Port Credit Lawn Bowling site should be developed as public open space.”

- Retain as public open space.
- Enhance connections to the waterfront and other parks and open spaces in the district.
- Consider as park space for potential intensification area at the GO Station.
- Frontage along Hurontario Street should reinforce the character of Port Credit.



The Former Port Credit Lawn Bowling Site is one of the few “in-land” green spaces in the district.

Public Policy Recommendations

Although the site is strategically positioned for intensification, there are few in-land green spaces in Port Credit and the City should consider retaining the site for a public park. This site is strategically located to provide additional open space facilities should they be required by an increasing density in the area.

- Investigate the redevelopment of the site for the most appropriate use. If intensification is appropriate, a planning impact study should be prepared to evaluate the impact and increase of density will have on traffic, transit, infrastructure and community services.
- If a public park is appropriate, complete a facilities needs assessment to determine what kind of park amenities would be required to service the nearby high density developments.

Other Considerations

- The Former Port Credit Lawn Bowling site may be considered surplus parkland. The site’s proximity to the GO Station and potential higher order transit on Hurontario Street makes it a strategic location for intensification.
- The City of Mississauga is completing its Growth Management Strategy which outlines a strategic approach to growth management. It builds upon Mississauga’s existing context and established urban form to ensure a sustainable living environment and identifies employment and population density targets.
- In conjunction with the City of Brampton, the City of Mississauga is conducting a comprehensive Hurontario Main Street Study.