

THE WORKSHOP

As part of the public consultation for this project, a Community Workshop was held on March 20, 2011. The Workshop provided an opportunity to review the rezoning application and engage in a dialogue to address concerns.

Workshop Objectives:

- Inform the Mount Pleasant community of intentions for the site coming out of the Mount Pleasant Plan
- Assess local area support for rezoning this site for Comprehensive Development
- Clarify the reasons for any significant concerns and collaboratively identify design moves that could effectively address these concerns

Workshop Process:

The Community Workshop was a 5-hour workshop revolving around this key question:

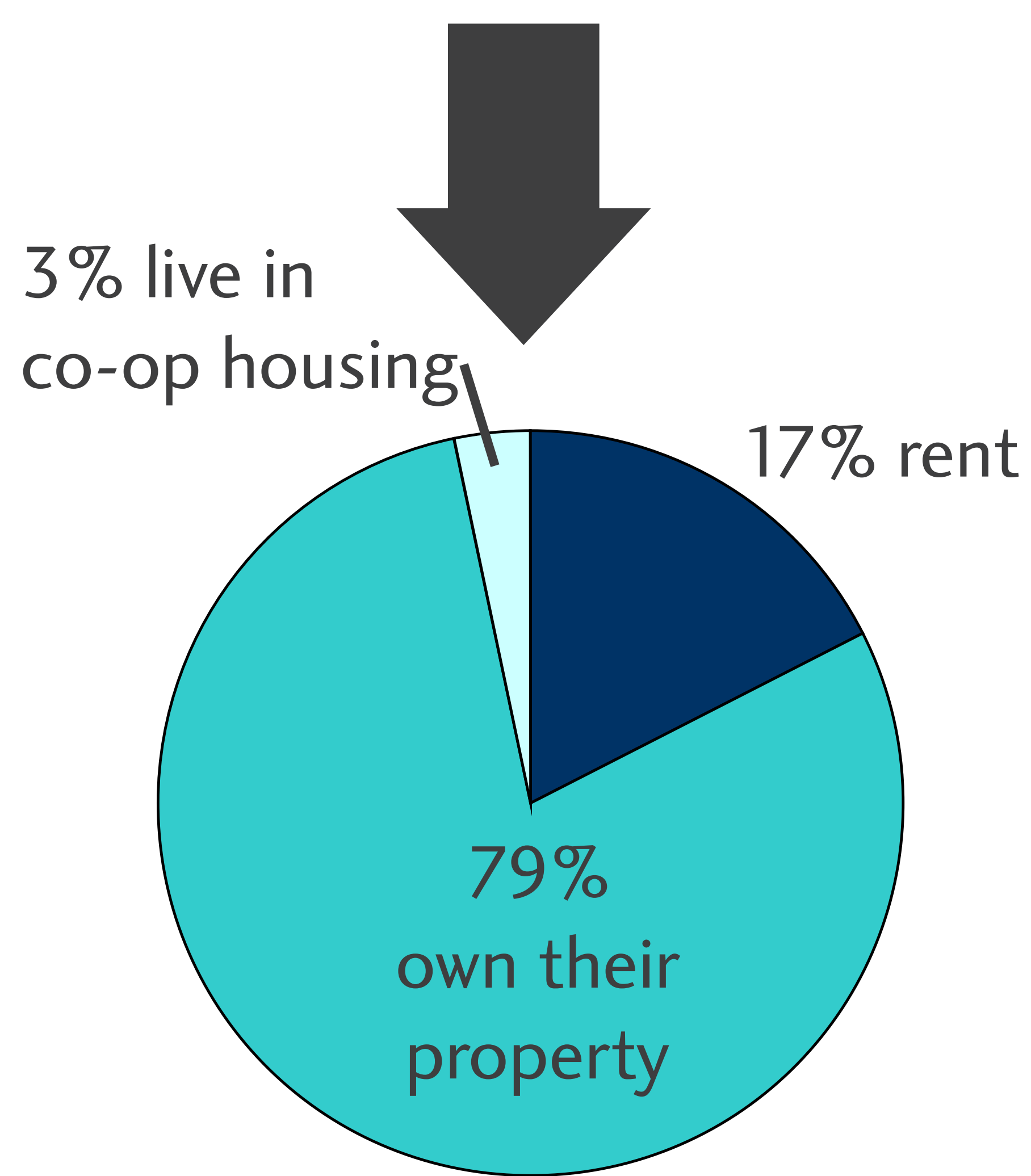
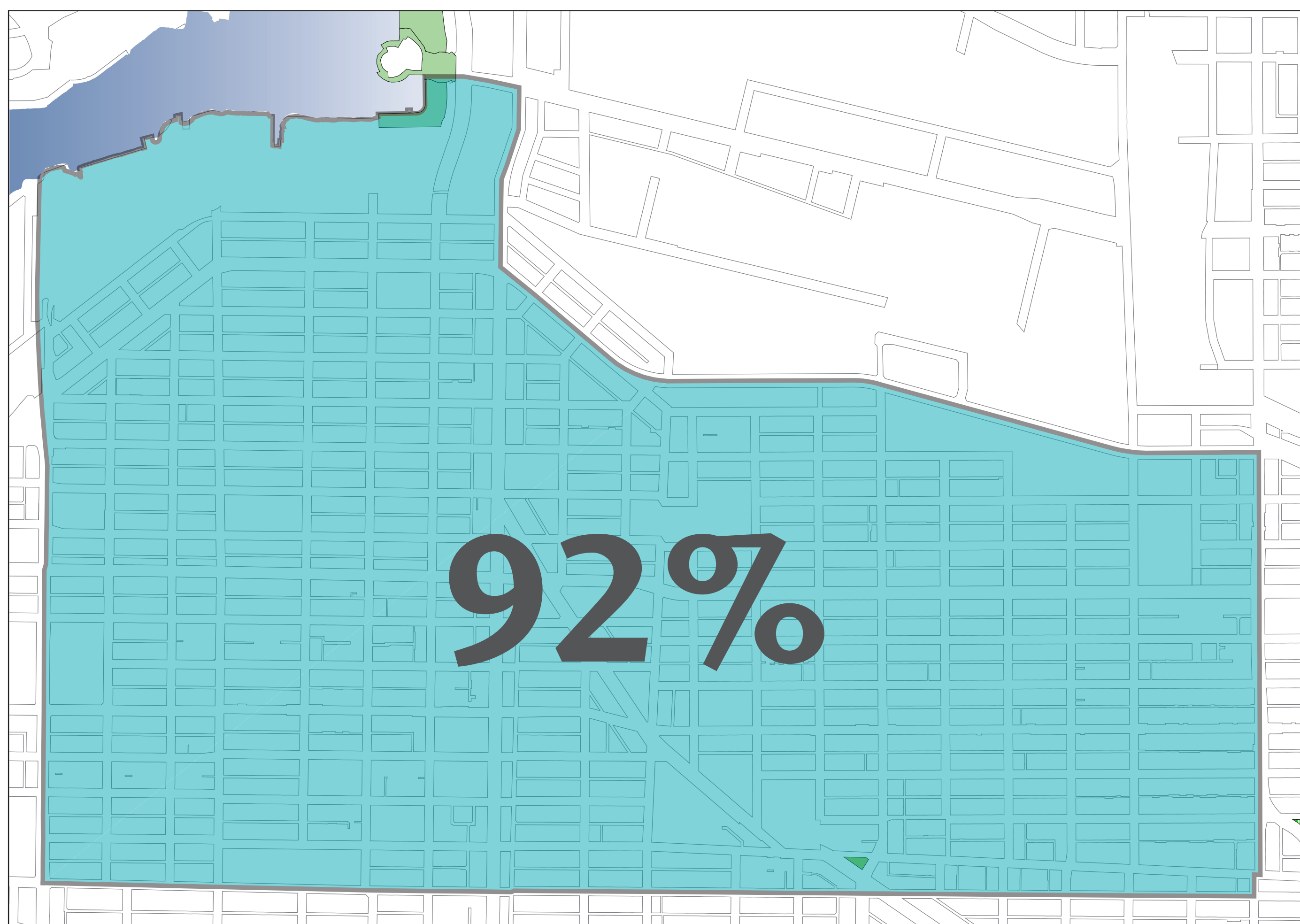
Does this development initiative fit well with the direction set in the Mount Pleasant Community Plan, for keeping Mount Pleasant vital and making it an even better place to live?

Activities included small-group discussions focusing on the site design and a large-group discussion on public benefits. Participants were encouraged to fill out a feedback form to capture their responses to several issues including height, density, architectural expression, and public benefits. The results of the feedback received at the workshop are shown on the boards in green.



WHO GAVE INPUT

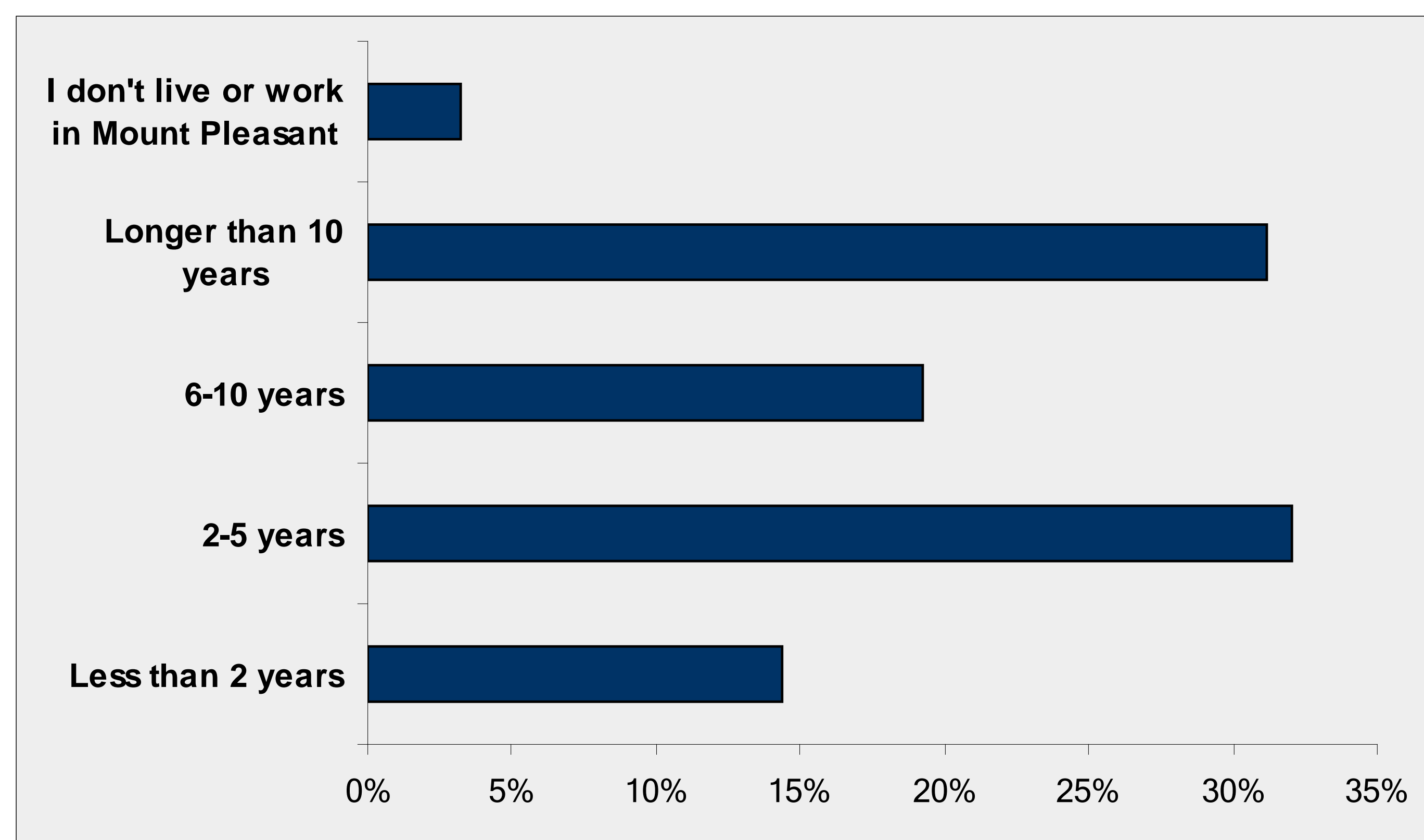
Percentage of workshop participants that live in Mount Pleasant



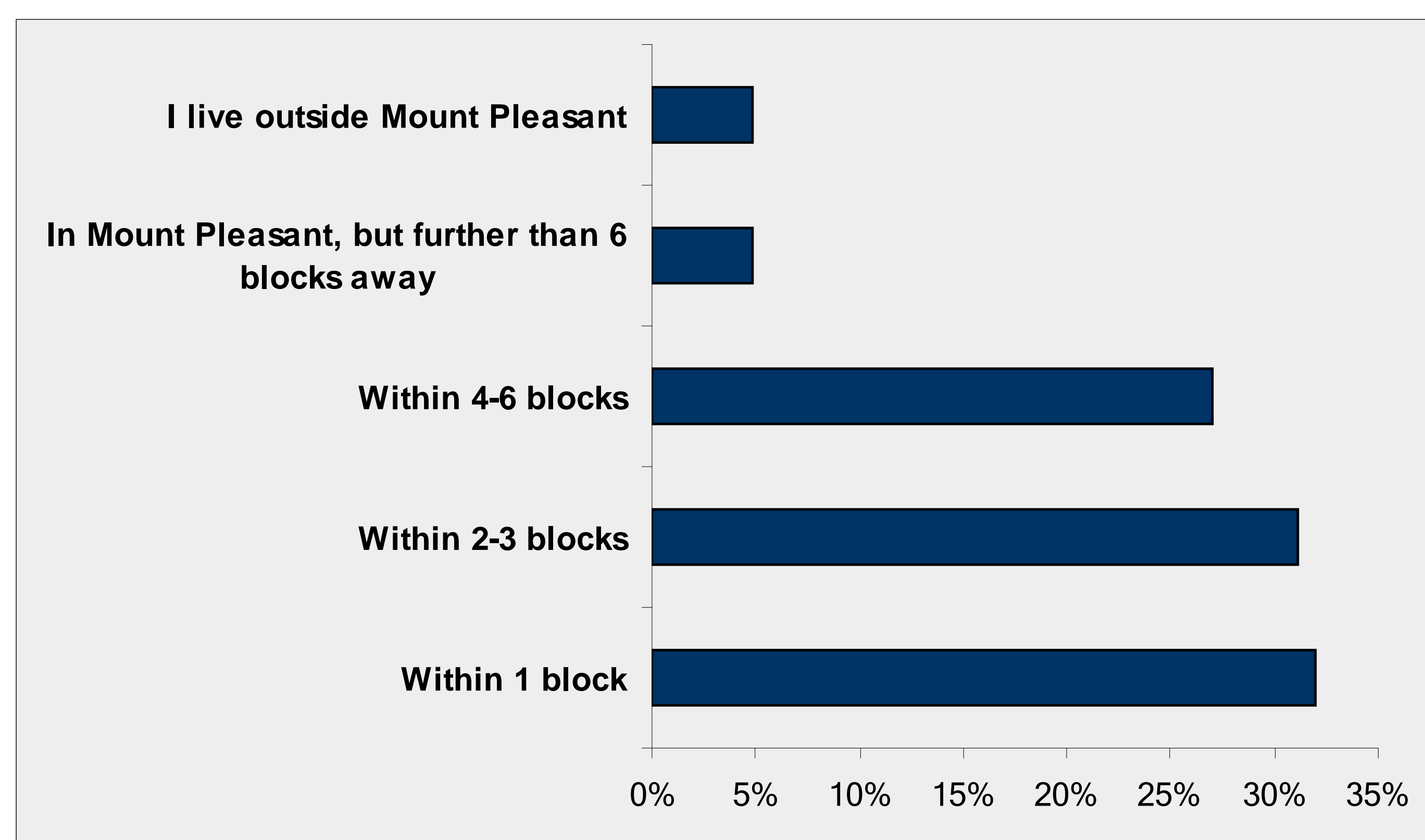
13%

of the Mount Pleasant residents own businesses within Mount Pleasant

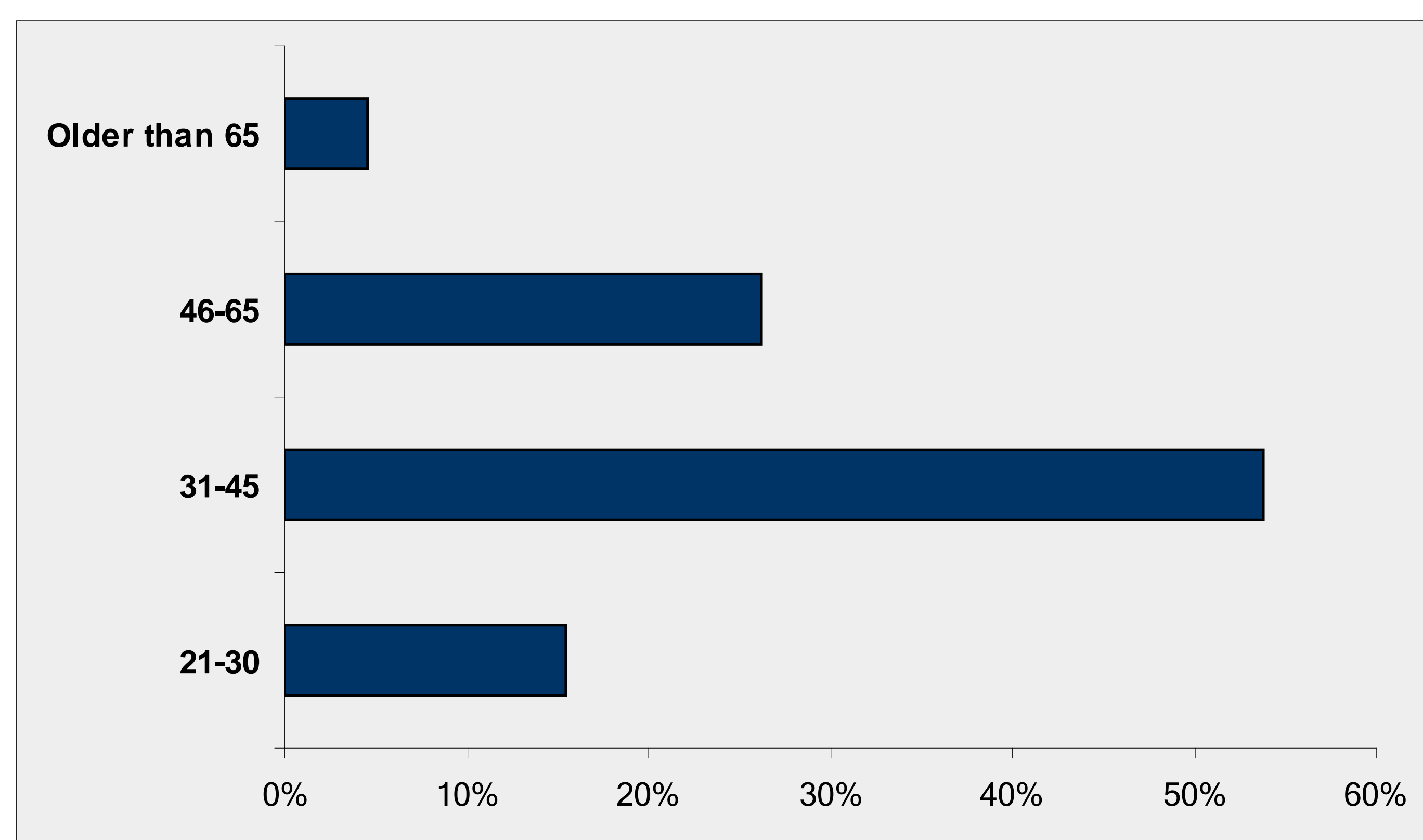
Time Lived, Operated a Business/Service, or Volunteered in Mount Pleasant



Proximity to Development Site



Age Group



FEEDBACK RESULTS

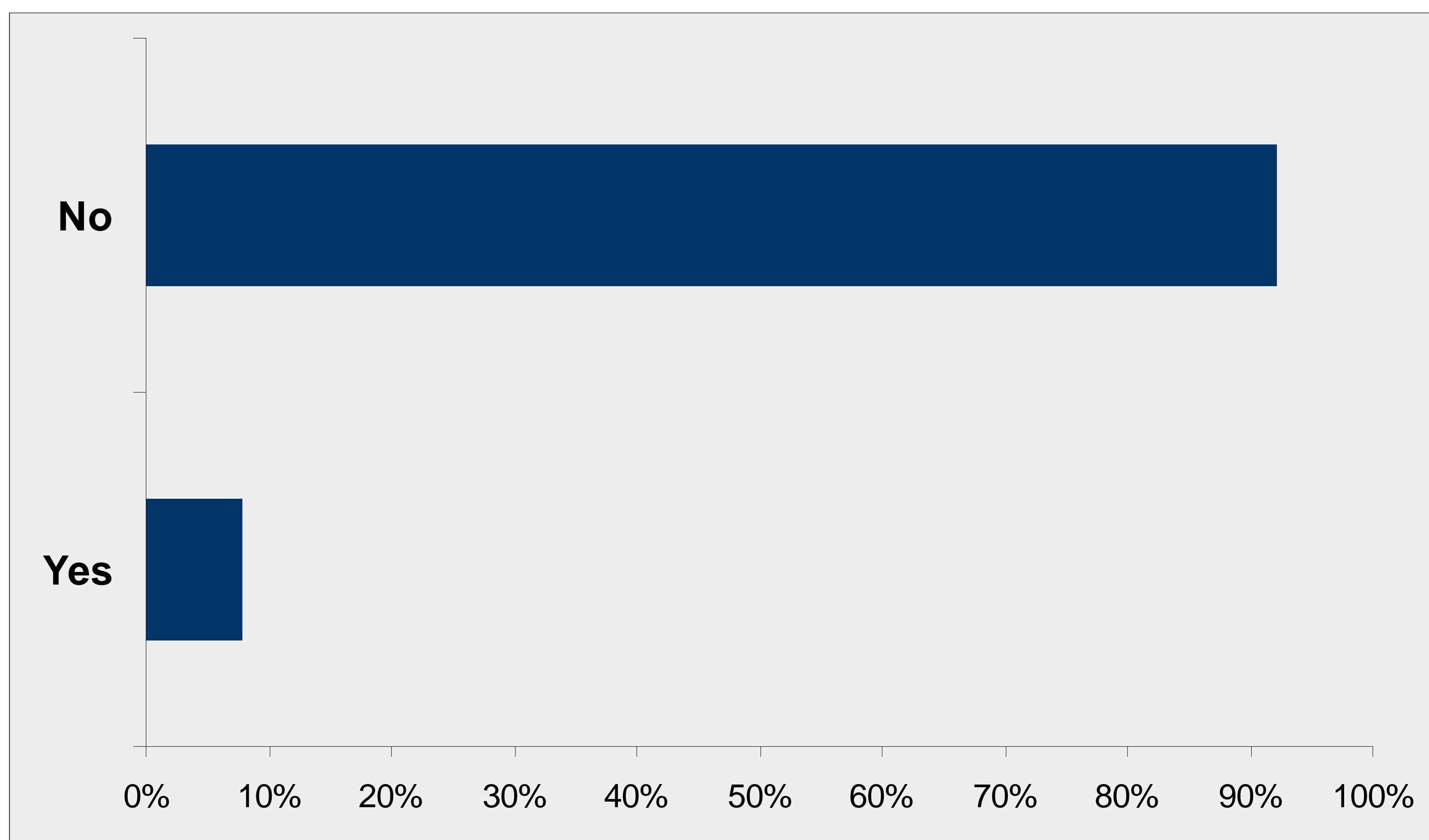
The following results reflect the comments made at the Community Workshop on March 20, 2011. Participants were given a feedback form to capture their response to the rezoning application.



HEIGHT

What we've heard...

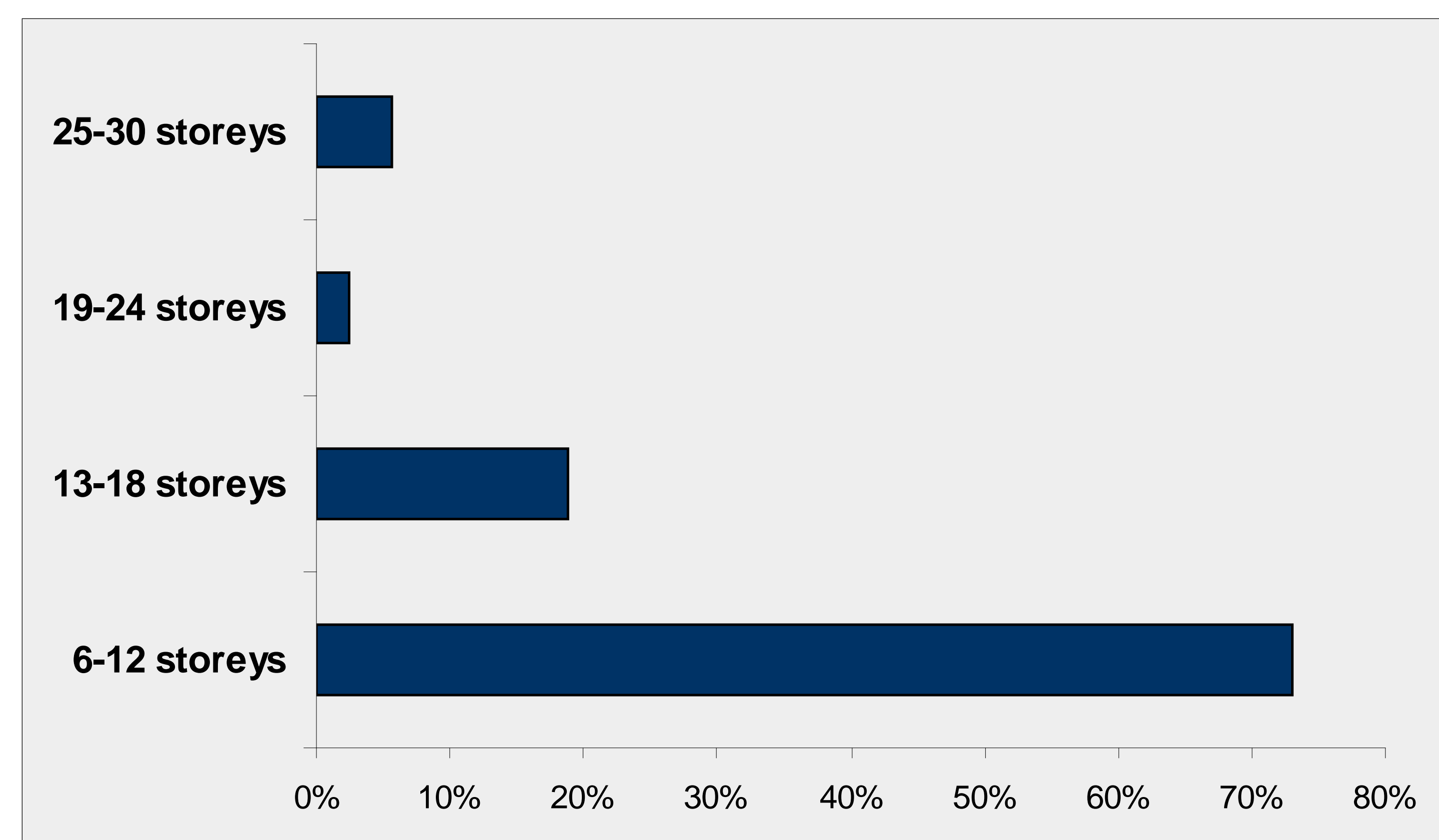
Do you agree that the proposed tower height is reasonable?



In your view, what would a reasonable tower height on this block be?

The majority of comments suggested that building heights should be consistent within the existing height and scale of the neighbourhood, referencing recent projects, and that higher towers do not fit with the Mt. Pleasant community character. Many referenced the Lee Building and a desire to keep it as a landmark. Several referenced the precedent that would be set by approval of a much higher building.

Respondents that chose the 13 to 18 storey option felt that this height would achieve “a decent compromise” of adding density but not changing the overall character of the area. Most respondents noted that anything above 12 storeys needs unique architecture and an appropriate benefit package. There were several

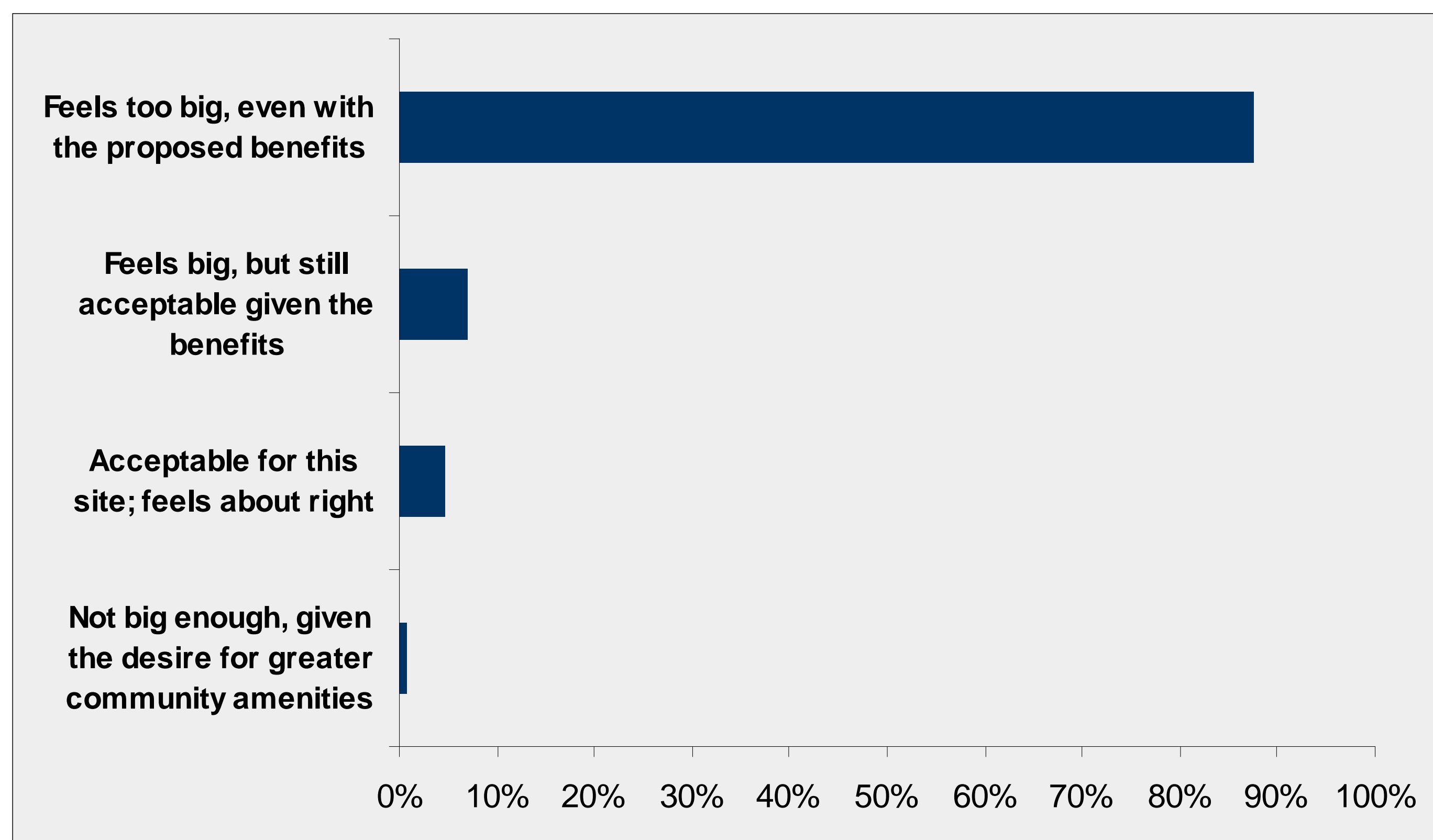


comments suggesting that 15 to 16 storeys as the maximum they would like to see. A very few respondents suggested that heights below the current C-3A provisions would be appropriate.

DENSITY AND FORM

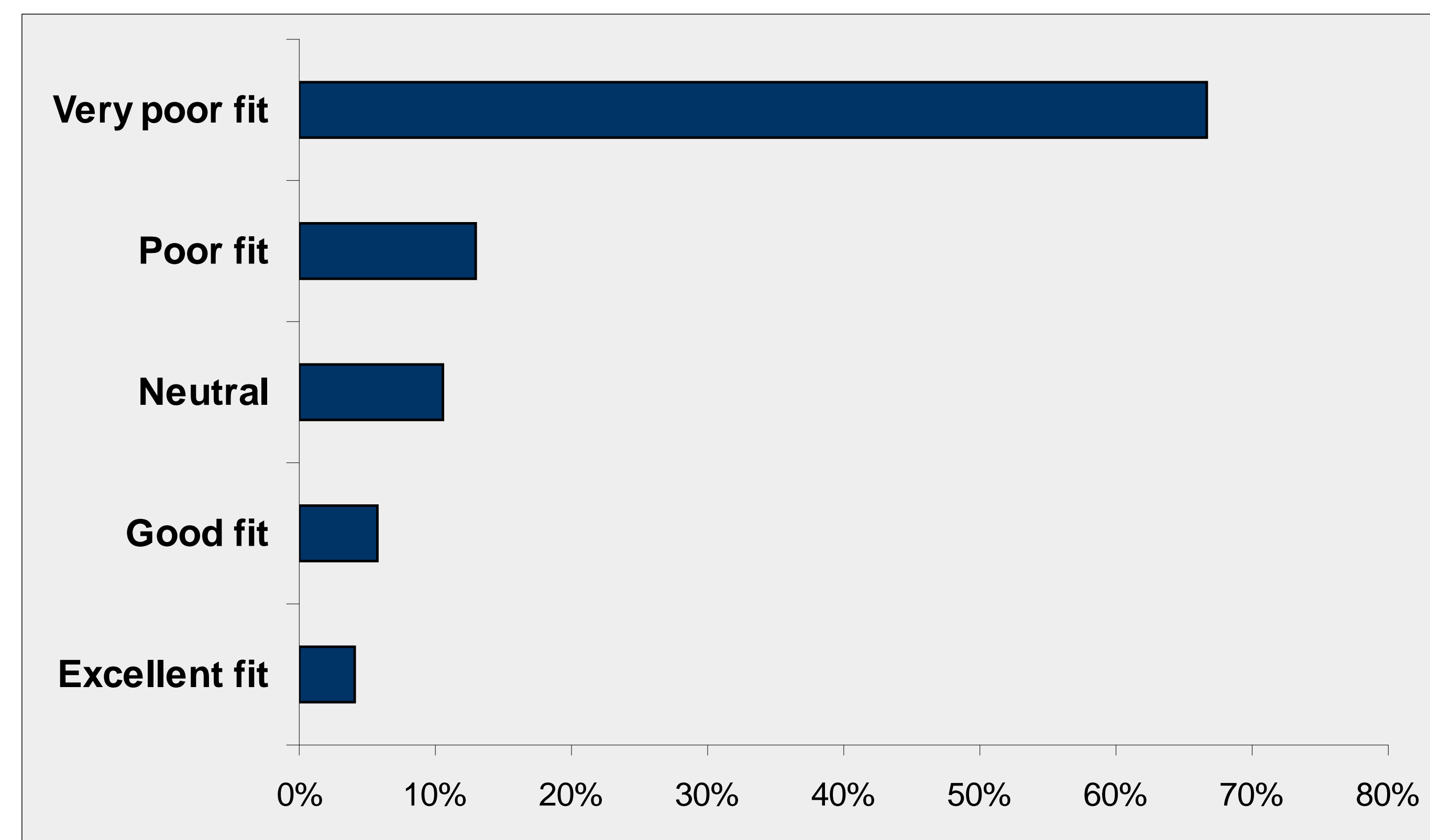
What we've heard...

What is your view of the proposed size of the project?



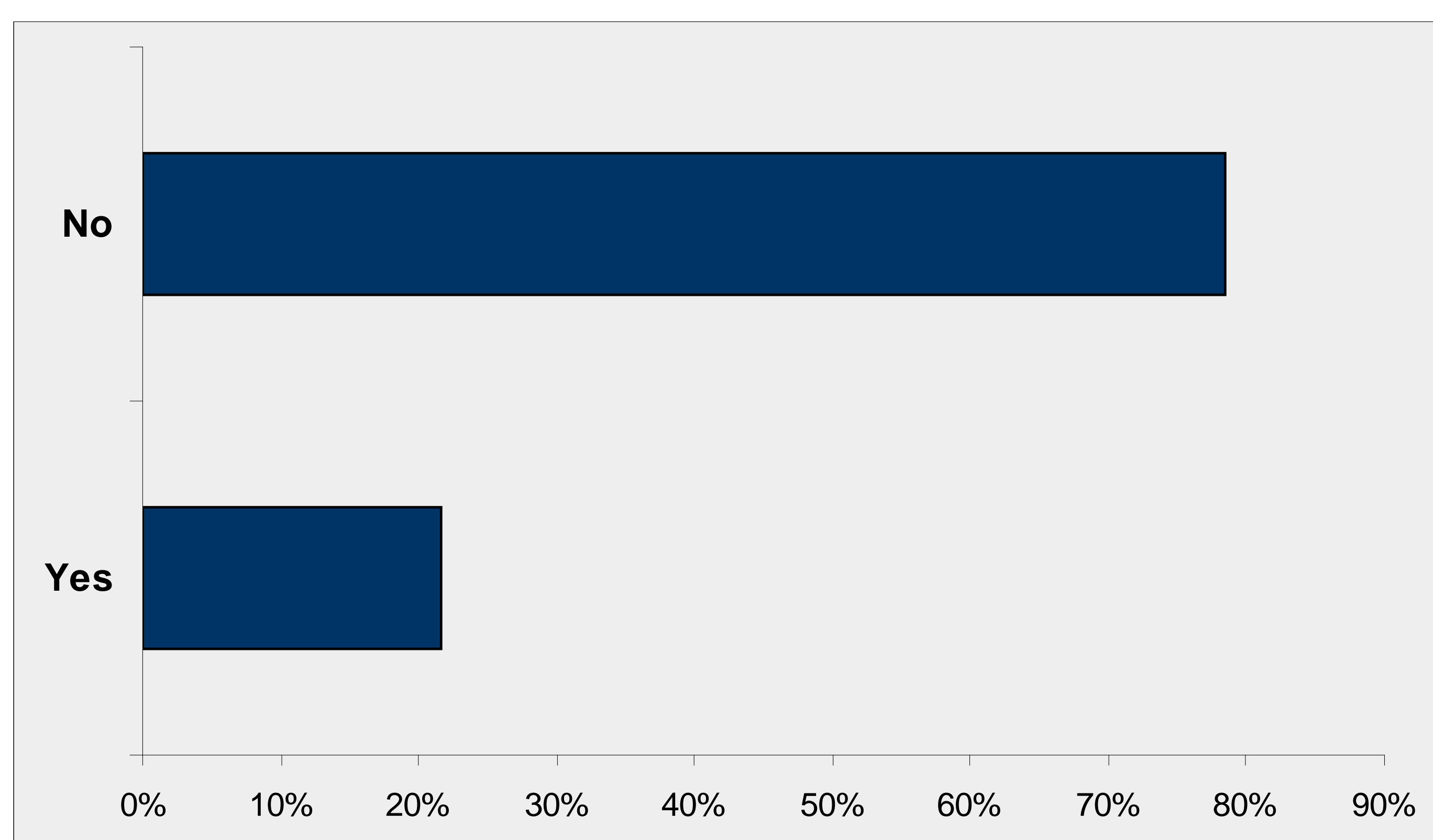
The majority of respondents felt the density was too great - noting that the neighbourhood is not against density, but that scale and form are the issues. Respondents questioned why the density needs to be 6.44 and could see no justification for the height and density.

Is the proposed density of 6.44 FSR (floor space ratio) reasonable?



Several sited this as setting a bad precedent and suggested spreading density over more sites in Mount Pleasant. Again, this site is seen as being at the 'heart' of the community. Some concern was expressed about overwhelming community facilities with an increased population.

If the proposed density target of 6.44 FSR is approved, is the following option the most appropriate form for Mount Pleasant?

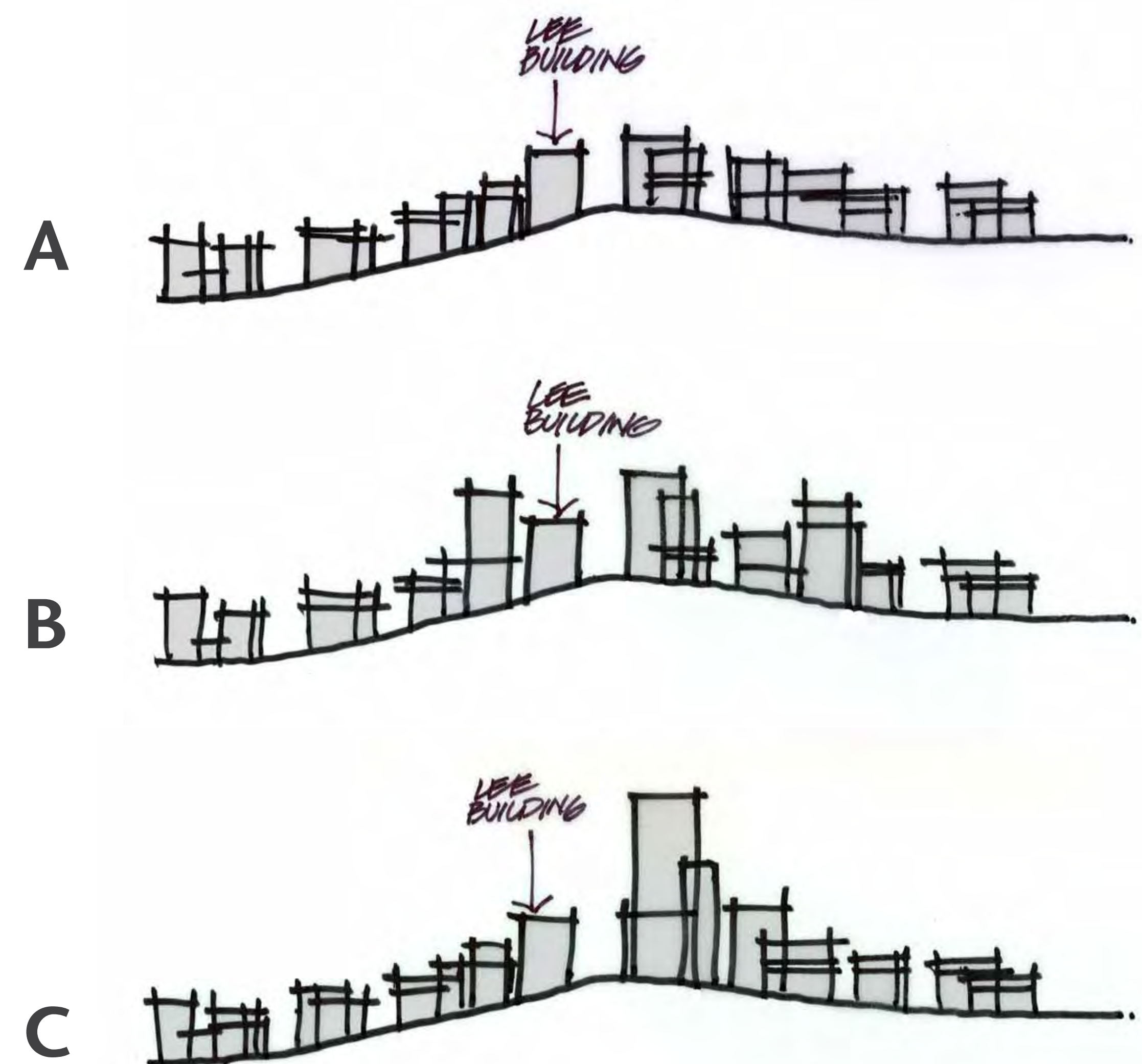
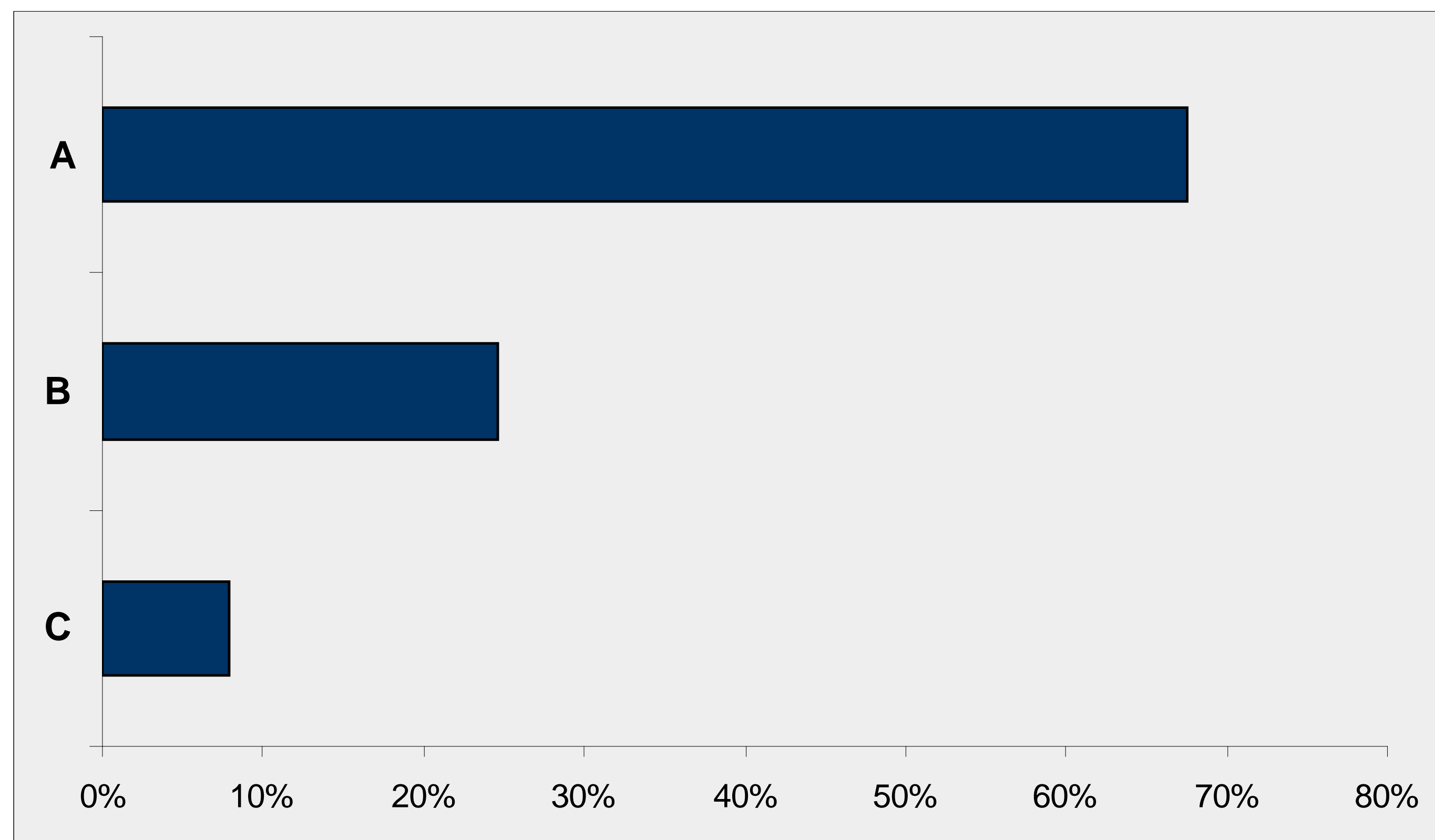


Several respondents commented that a 'point tower' form is not appropriate for Mount Pleasant. Other recent developments (Stella, Uno, #1 Kingsway) were noted. Of respondents who mentioned the tower location, they were split on whether it was the right or wrong location. Several respondents thought that breaking up the massing and spreading the density over the site would be more appropriate. Several respondents wondered what other form options might look like.

ARCHITECTURAL EXPRESSION

What we've heard...

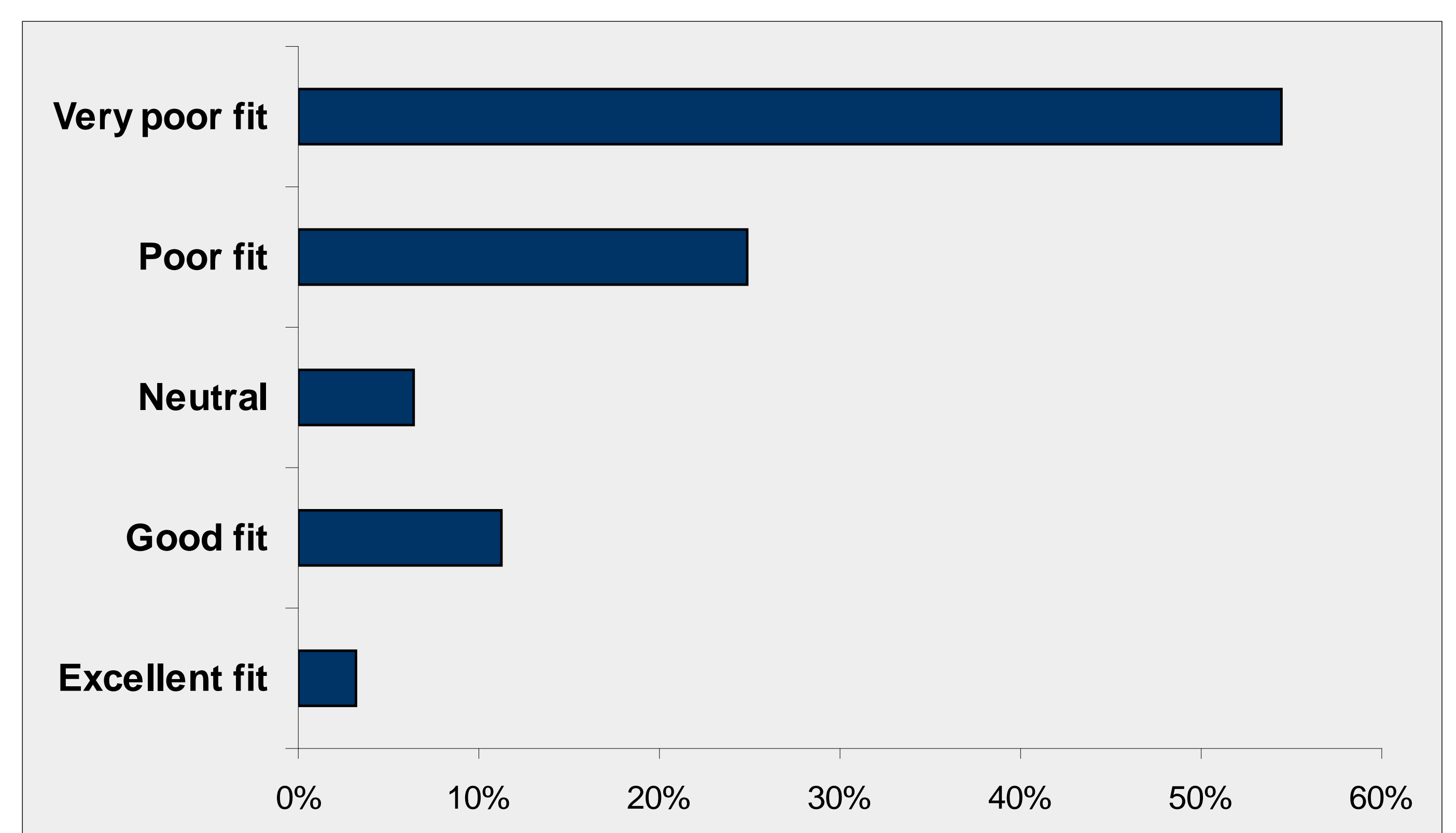
Which of the diagrams best represents the future 'hill town signature' of Mount Pleasant?



Many respondents believe that “A” reflects the historic character of the neighbourhood and new development should be kept in harmony with that. Several wanted to keep the Lee Building as the landmark. Some noted that Mount Pleasant does not need a ‘downtown core’ and that high-rises are not appropriate in this context.

The respondents who chose “B” felt that it would allow for some growth without introducing high-rises that would dominate the area, and would help keep the community feel, but that unique and appropriate architecture and community benefits would be crucial in exchange for this increased density.

How pleased are you with the character of the building proposed by the rezoning applicant?



PUBLIC BENEFITS

The Community Workshop included a large-group activity on public benefits in order to understand what the community values most. During this exercise, additional benefits were identified for consideration and ranked by importance.

Community Amenity Contribution Proposed:

The rezoning application proposes a 9,200 sq. ft. artist production space as a Community Amenity Contribution.



What we've heard...

There was a recognition that a benefit related to art is worthwhile for Mount Pleasant, but some concern was expressed regarding how the space would function and be secured, and whether it would also be affordable for artists in the community.

Top 5 Requested Benefits

- 1 Significantly reduced height (of tower)
- 2 Portion of rental units geared to income
- 3 Inner courtyard becomes public flex space
- 4 Guarantee of artist live/work space with affordable rent
- 5 Subsidized housing units

Other Benefits Proposed:

The rezoning application includes 62 market rental units under the STIR program, and an increased public realm at the ground level.



What we've heard...

Several respondents reported that the trade-offs were not worth it. STIR is not seen as a 'benefit' as it is market rental and will likely be unaffordable to those in the neighbourhood now. Several people noted the need for subsidized housing to ensure affordability.

There was concern regarding how the artist production space would function and be secured, and whether it would also be "affordable" for real artists in the community.

Overall, there is a recognition that a benefit related to art is worthwhile, although several commented that there was no public open space and no benefits that would attract families with kids, seniors or others, or would be more broadly "public" in nature.