

September 12, 2011  
Greg Locke  
Deputation to King Council on Proposed Zoning Bylaw  
Amendment  
File Number Z-2011-11  
3 Rose Cottage Lane (Block 126 on Plan 65M4148)

Greg Locke, Schomberg resident at 344 Main Street, representing Concerned Citizens for King Township.

### Background

- Schomberg possesses several assets that can be leveraged to assist with Township sustainability plan and implementation
- Heritage & cultural assets to make it a sustainable tourist destination, arts destination leisure destination.
- Schomberg can attract higher value jobs & be a place where new residents want to live, work and play
- Realizing this vision requires the village to be firing on all cylinders so we can raise the water level for all residents and businesses
- In this case, we must raise the bar for the design aesthetics and functionality of key new assets, including these scarce commercial lands
- In particular, this plaza will occupy the remainder for the de fact gateway to our historic village.
- Brownsville Junction plaza, though a functional addition to the village, was a product of its time. Tim Hortons didn't help matters with its boilerplate aesthetics, excessive signage and suburban drive-through functionality
- I want to acknowledge that CCKT has no objection to the minimum and maximum floor areas being proposed, nor the expanded categories of use. We appreciate the Planning Department's recognition that the village core businesses deserve a degree of protection, to avoid, in essence, the "hollowing out" that happened when the Brownsville Junction plaza a constructed.

- Or specific recommendations for your review and discussion are as follows:
- **Rezone these lands for mixed use commercial/residential**
  - Create higher density, even though not part of the core as defined by the intensification study – it’s the right thing to do.
  - Such now density development is not sustainable and will not be part of our development plans once the sustainability plan is implemented.
  - Let’s not wait for this, until most growth has been completed in the village.
  - Provide more affordable living for local residents and an opportunity to live and work in the same building. This should be the model for other upcoming redevelopment projects, including the old Schomberg arena and eventually, the Rona lands
- **Raise the bar significantly on design aesthetics**
  - The submitted 3-building design is good but not great
  - Excellent example where our village design guidelines would be effective if made into a mandatory bylaw
  - For this key location, design should equal if not exceed what is required.
  - Drawings appear to give “gestures” to heritage, but frankly no better than the Tim Horton’s across the street.
  - Design should incorporate design and material aesthetics that build if not define the heritage destination “brand” for Schomberg
  - Materials should be of the utmost in quality to reflect this image, including reclaimed brick, for example.
- **Site Plan Development Review**
  - As this By-Law Amendment includes a Site Plan Development Application (SPD-22-21) we could like an opportunity for the public to provide serious meaning input prior to it being approved.
  - From the landscaping plan we don’t see any accommodation for pedestrians and cyclists, places for visitors to gather and truly make this a village destination.

- The developer utilized Schomberg's nature, heritage and arts assets extensively in its marketing and advertising. In god faith we trust that they will further build upon these assets.
  
- In summary, CCKT recommends:
  - Rezoning this commercial parcel to accommodate mixed use and higher densities.
  - Making the Schomberg Design Guidelines a bylaw to require higher design requirements. Or in this absence, work with the developer to approach this standard, and for good reasoning I have outlined for you this evening.
  - Require meaningful community input to the Site Plan Agreement prior to its approval.