



# No.1 Most Livable City



Vancouver, Canada Skyline - Ranked by Economist Magazine, August 3, 2007 as Most Livable City in the World.<sup>7</sup>

<sup>7</sup> Cbcnews.ca "Vancouver ranked no. 1, on Most Livable Cities List," Aug 23<sup>rd</sup>, 2007. www.cbc.ca/canada/british-columbia/story/2007/08/23/bc-vancouver.html?ref=rss



Aerial view of luxury rooftop terrace of **idea** with state-of-the-art aqua trainer, whirlpool, cabanas, outdoor BBQ and dining areas.



At **idea**, lush greenery is at your doorstep with Marie Curtis Park just across the street.



Having a quiet moment and watching the world go by along the shores of Lake Ontario, steps away from **idea**.



Encompassed by nature, **idea** offers spectacular unobstructed views of Lake Ontario to the south, lush greenery of two distinguished golf courses to the north and breathtaking city views of downtown Toronto and Mississauga.

Founded in 1992, the Queenscorp Group has carved out a special niche for itself in the building industry. The talented and committed professionals at the helm of Queenscorp bring years of experience in design, development, planning and building management and customer service. At Queenscorp, we are dedicated to delivering the "total home experience". A significant part of our design deals with how a home fits into the overall community plan. The South Mississauga-Etobicoke Waterfront Revitalization is a visionary 10-year plan to energize this neighbourhood with vibrant modern urban condos and mixed use structures, anchored by a massive upcoming waterfront park. This area will pioneer a new waterfront vision where Mississauga meets Toronto. Queenscorp is proud to lead this revolutionary new vision with **idea**.

**For information:**  
queenscorp.com or 416.354.2221



**idea** Experience Centre  
Monday to Thursday 12:00 p.m. to 7:00 p.m.  
Friday by appointment  
Saturday, Sunday & Holidays: 12:00 p.m. to 6:00 p.m.



Be part of it! Visit us at [ideacondo.com](http://ideacondo.com).

**idea**condo from  
**\$152,900**

**idea**<sup>™</sup>  
smart living



# QUINTESSENCE

Volume 1 • Issue 2

A QUEENSCORP NEWSLETTER

## Envisioning An Evolution



Main Street (Lakeshore) Port Credit, 1906. www.mississauga.ca

Laid out in the early 1800's Lakeshore Road East was one of Ontario's earliest highways serving to connect the lakefront communities of Long Branch, Lakeview, Port Credit, Clarkson, Oakville, Bronte and Burlington. The establishment of the Canadian National Railway in the 19th century and the development of the

Queen Elizabeth Way in the mid 20th century diminished Lakeshore's role as a major transportation network. While no longer a primary regional corridor, Lakeshore maintained its importance as a local main street and continued to serve as a means of connecting local communities.<sup>1</sup>

<sup>1</sup> Bousfields Inc. & The Butler Group (Consultants) Inc, Urban Design and Planning Rationale, February 2008

Contents	
Where We Are Today	pg. 1
What Lies Ahead	pg. 2
A Look At Re-developed Lakefront Neighbourhoods	pg. 3
Most Livable City – <b>idea</b> Condominiums	pg. 4

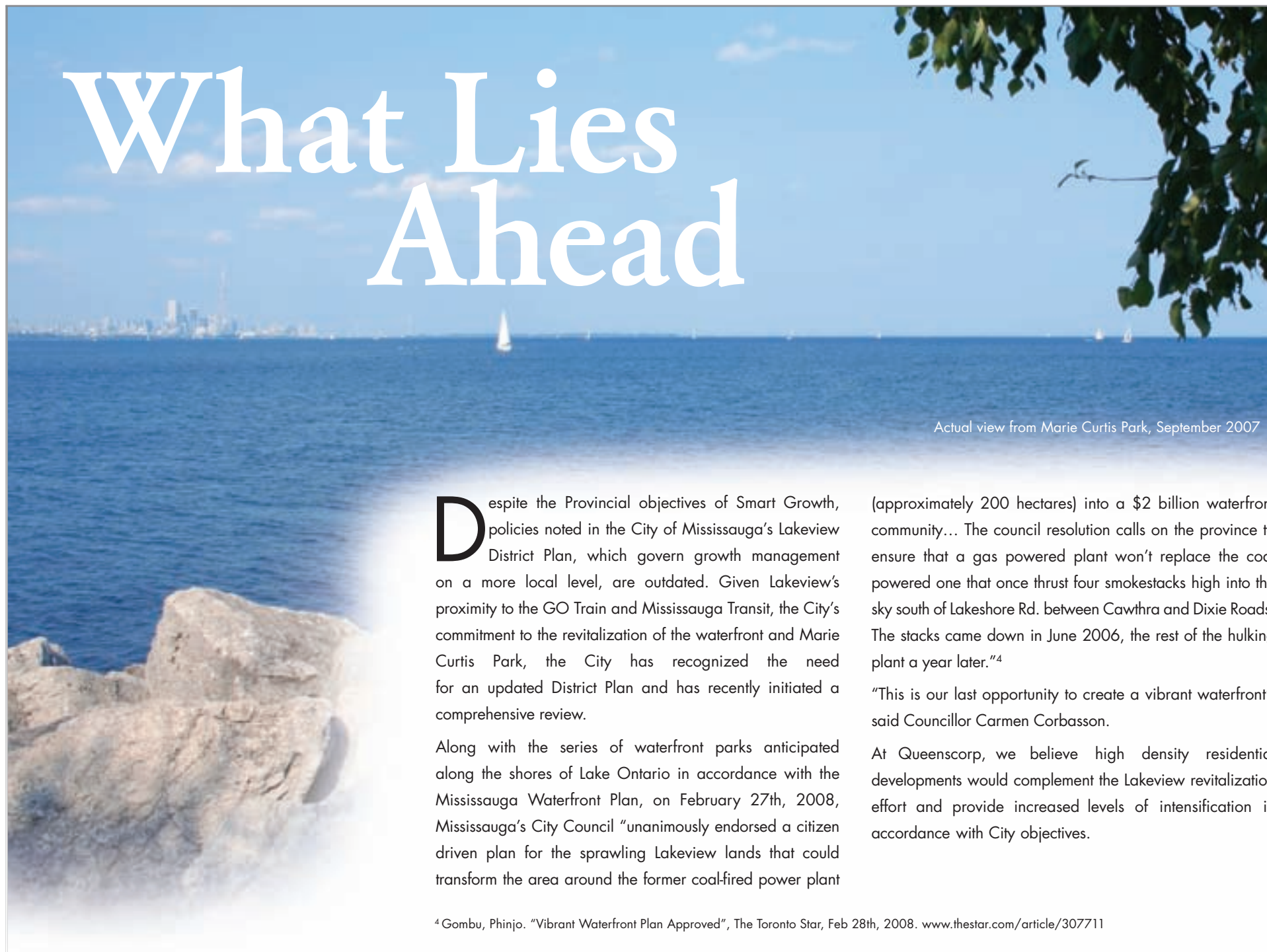


## Where We Are Today

Today, as the original communities have grown, urbanized and regionalized, Lakeshore Road's unique characteristics are being increasingly recognized as a prime location for urban development, particularly given its special geographical relationship to Lake Ontario. The original form of building development along Lakeshore Road consisted of a mix of low-scale and mostly street-related buildings that typically exemplifies the pattern of a town or village. In the 20th century, newer buildings changed to reflect the impact of new commercial and industrial uses creating a suburban city pattern. This pattern is still strongly evident today as areas like Lakeview exhibit poor pedestrian environments due to the set back of buildings, surface parking areas and poor streetscape.<sup>2</sup>

In response to the rapid population growth in Ontario over the last 20 years, in January 2001, the Ontario Provincial Government introduced "Smart Growth". Smart Growth outlines strategies aimed to create walkable neighbourhoods, distinctive and attractive communities, and encourages compact development designed to utilize land more efficiently, among other things. It encourages development along urban transit corridors in an effort to optimize existing city infrastructure and aims to achieve more transit supportive land use. Emphasis is also placed on preserving open spaces, natural beauty and critical environmental areas. While Smart Growth strategies set the tone for growth management on a province wide basis, many of its incentives have been incorporated both regionally and locally and will continue to influence future development decisions.<sup>3</sup>

<sup>2</sup> Bousfields Inc. & The Butler Group (Consultants) Inc, Urban Design and Planning Rationale, February 2008  
<sup>3</sup> Ministry of Public Infrastructure Renewal, Places to Grow, Province of Ontario, 2001



Actual view from Marie Curtis Park, September 2007

# What Lies Ahead

Despite the Provincial objectives of Smart Growth, policies noted in the City of Mississauga's Lakeview District Plan, which govern growth management on a more local level, are outdated. Given Lakeview's proximity to the GO Train and Mississauga Transit, the City's commitment to the revitalization of the waterfront and Marie Curtis Park, the City has recognized the need for an updated District Plan and has recently initiated a comprehensive review.

Along with the series of waterfront parks anticipated along the shores of Lake Ontario in accordance with the Mississauga Waterfront Plan, on February 27th, 2008, Mississauga's City Council "unanimously endorsed a citizen driven plan for the sprawling Lakeview lands that could transform the area around the former coal-fired power plant

(approximately 200 hectares) into a \$2 billion waterfront community... The council resolution calls on the province to ensure that a gas powered plant won't replace the coal powered one that once thrust four smokestacks high into the sky south of Lakeshore Rd. between Cawthra and Dixie Roads. The stacks came down in June 2006, the rest of the hulking plant a year later.<sup>4</sup>

"This is our last opportunity to create a vibrant waterfront", said Councillor Carmen Corbasson.

At Queenscorp, we believe high density residential developments would complement the Lakeview revitalization effort and provide increased levels of intensification in accordance with City objectives.

<sup>4</sup> Gombu, Phinjo. "Vibrant Waterfront Plan Approved", The Toronto Star, Feb 28th, 2008. www.thestar.com/article/307711



Lakeview Generating Station, 1972. www.mississauga.ca



## Proposed Citizen Driven Plan To Redevelop Lakeview "The Lakeview Legacy Project"

The station was shut down in 2005 and work began on dismantling and demolition. In June 2006, the four exhaust stacks were imploded which removed a familiar landmark for local residents and a beacon for boats on Lake Ontario. Work continues on the demolition of the site and completion is expected this year.

- **Area 1**  
A redevelopment like Toronto's Distillery District or Winnipeg's Forks on the site of the demolished plant.
- **Area 2**  
Transforming the current industrial lands behind into a hub of mixed-use intensification.

- **Area 3**  
The old coal storage area could house an attraction like an aquarium, or stadium, as shown.
- **Area 4**  
The breakwater that sheltered the coal ships could be transformed into an attraction like Chicago's famed Navy Pier. It could all be linked with walking trails and a skating canal in winter.

# A Look At Redeveloped Lakefront Neighbourhoods



Former St. Lawrence Starch Site, Port Credit Village, 2006 developed by FRAM Building Group/Slokker

In 1993 when the vision to redevelop St. Lawrence Starch was presented to the City of Mississauga, it was rejected. The application was appealed to the Ontario Municipal Board and approved. The 16 acre former factory site now boasts 185 brick town homes (including 18 live/work units), 3 mid-rise condo towers, and a block of upscale stores and cafes along Lakeshore. Voted as a finalist by the Urban Land Institute as one of the 10 best land use projects in North America, Asia and Europe, Port Credit has seen local business's thrive, and property values increase in response to development.<sup>5</sup>

FRAM Building Group/Slokker has recently commenced the construction of a 22-storey, 214 luxury unit high-rise on the north side of Lakeshore. On a strategic corner with the GO Station nearby, it will no doubt bring more people to the centre and allow businesses to grow along with community amenities.



St. Lawrence Starch Site, Port Credit 1989



As the Lakeshore revitalization effort continues, areas that have already experienced redevelopment have gained attention. In the former Etobicoke Motel strip (1920-1990 Lakeshore Blvd. West), a total of 3,200 condominium units have been erected bordering a network of water front parks.<sup>6</sup> The redevelopment of some 20 hectares of waterfront has created dynamic mixed-use neighborhoods replacing shabby and rundown building strips, with more development

being proposed. Thanks in part to redevelopment and revitalization; waterfront homes and condos' in Etobicoke have increased in value at double the rate of other real estate. **With South Mississauga being the last bastion of waterfront available, Queenscorp's vision to create an upscale high rise condominium in Lakeview promises to be the start of a thriving, and vibrant, engaging community.**

<sup>5</sup> Beggs, Mike. "Former villages adapting to intensification." Mississauga Business Times. Sept 21<sup>st</sup>, 2006. the-democratic-reporter.com/MEDIA\_D-R/NEWS\_ARTICLES\_D-R/B-T\_Sept\_21-06\_-\_Former\_villages\_adapting\_to\_intensification.htm  
<sup>6</sup> Looking Beyond the Condo Core, "The Globe and Mail", Dec. 9<sup>th</sup>, 2003. www.theglobeandmail.com/servlet/ArticleNews/TPStory/LAC/20031219/WATCH119X