

- ADDENDUM -
- GUELPH CITY COUNCIL MEETING -
- July 4, 2011 -

DELEGATIONS

a) 139 Morris Street – proposed zoning by-law amendment

Correspondence:

- Maria Pezzano, Chair of The Ward Residents' Association – updated comments
- Lorraine Pagnan

b) 340 Clair Road East – proposed draft plan of residential subdivision and associated zoning by-law amendment (Consent Report A-1):

- Ted Cieciura on behalf of the applicant will be present to answer any questions

The Ward Residents' Association-
honouring our past-developing our future
www.thewardresidentsassociation.com
thewardguelph@gmail.com

Mayor Karen Farbridge
Guelph City Hall
1 Carden St.
Guelph, ON N1H 3A1

July 4, 2011

Dear Mayor Farbridge and City Councilors

My name is Maria Pezzano and I am the Chair of The Ward Residents' Association (TWRA).

While TWRA was formed in response to changes being proposed for our neighborhood in Guelph's "Downtown Secondary Plan" (DSP), we continue to work closely with the City of Guelph Planning Department as well as developers to ensure their plans take into account the rich history and uniqueness of the area in its entirety. The Ward's boundaries stretch beyond the area defined in the DSP and trails along the tracks following Elizabeth St down to Victoria, Victoria to the river, running parallel along the river & York Rd. to Wyndham, along Wellington to Macdonell circling back to Elizabeth St.

With the emergence of various Neighborhood groups throughout the City, we now have a clear and stronger voice to proposed changes to our community. This sentiment was acknowledged in Mayor Farbridges' inaugural speech December 6 2010. I quote...

"Guelph has a long history of strong neighborhood groups and neighborhood organizing. And our community and social service organizations have a reputation for collaboration that is well known beyond our city limits."

As industry leaves, residential development moves in. Because The Ward was one of the initial heavily industrialized neighborhoods, we are seeing great interest from developers. As interest is gaining, The Ward Residents' Association role is becoming more important in helping to conceptualize what the future may bring with increased development.

TWRA is not against development but a proponent of good development. When planning applications come forward we get excited. We hope to encourage that new development fits into our neighborhood, keeping in mind the feel of the neighborhood, the architecture, streets and laneways.

TWRA has developed a characterization of our neighborhood and will forward it to Mr. Ferraro, along with a list of solidified principles drafted over the past year in conjunction with the City Planners.

We invite the developer to incorporate mixed use residential (with conditions) to satisfy the needs of a variety of demographics, singles and families and seniors. We ask the

The Ward Residents' Association-
honouring our past-developing our future
www.thewardresidentsassociation.com
thewardguelph@gmail.com

developer to take into account the heights of the building around the subject lands in the neighborhood and observe that most are bungalows, 1.5 or 2 stories. The developer is proposing 2.5 stories. Let's not make the same mistake as the Yorkville development.

Planning and zoning could destroy what we like most about our neighborhood. Homogeneous development and heavy-handed plans, that lack an evolutionary and imaginative quality, will certainly damage the fabric of our neighborhood. In the July 2nd edition of the Mercury, Mr. Ferraro is quoted as saying "I think it's a great infill project". We invite Mr. Ferraro to think of this as more than an infill project. This is a neighborhood filled with people, and it is a community rich with history.

Both the Danby Property on Neeve St. and the Mill Lofts (formerly Len's Mill) on Ontario St. have been built with sensitivity to the neighborhood, both examples using the original structures.

We encourage Ray Ferraro representing 139 Morris St. Holdings to take note of how The Kilmer Brownfield Equity Fund has created a new standard for developers in its willingness for collaboration and their openness and transparency in communicating with City Planners the Ward Residents' Association. The Kilmer Brownfield Equity Fund is also taking great measures to keep the heritage component of their property in tact and incorporate it into their development.

They are strangers that came into our neighborhood over a year ago. We have managed to communicate the importance of the history of our neighborhood, through a written characterization, creating a list of principles, communication and guided tours, and they are responding positively.

We ask Ray Ferraro representing 139 Morris St. Holdings Ltd, who is familiar with Guelph's history to understand the importance of the Biltmore Hat Company and building in our community, and our history. It was a place of employment and community, especially for newly landed immigrants. It was formerly a proud Canadian Company and we wish it well in its next chapter.

We urge the developer to respect and acknowledge the contribution Biltmore Hats has played in our community and to honour the distinguished building. A great way to do this is to incorporate the current façade along York Rd and along the railway into your vision for this property. But this is only one example.

The Ward Residents' Association will forward for your consideration copies of our recently drafted principles along with our written characterization of The Ward.

We are asking Council to organize a facilitated meeting with Ray Ferraro, City planners and the TWRA executive.

Thank you for your time and this opportunity.

The Ward Residents' Association-
honouring our past-developing our future
www.thewardresidentsassociation.com
thewardguelph@gmail.com

Sincerely
Maria Pezzano
The Ward Residents' Association
thewardguelph@gmail.com

Dear Mayor and Council,

I wish to comment on the above application for 139 Morris street.

"Old ideas can sometimes use new buildings. New ideas must use old buildings- Jane Jacobs

"The greenest building is the one that's already built"-Carl Eelphante, US National Trust for Historic Preservation

I would ask Council to think of these quotes as they begin to understand the merits of the application for 139 Morris Street.

Biltmore Hats at this location has been a testament to the industrial heritage of my neighbourhood known affectionally as the "Ward". Biltmore Hats is the oldest industrial business still in the Ward. The original 1907 portion of the building (fronting onto York rd adjacent to the tracks and runs down along the GJR tracks) was one of the first eight factories , erected in the Ward and attributed to James W. Lyon an active community leader. Lyon bought much of the land in the Ward and enticed industries to establish operations in Guelph by granting free tracts of land for factories to build here. Eight parcels were given away and the original 1907 portion of this building occupied Standard Valve and fitting Company until 1915 and later became the home of Biltmore Hats. The original factory structure was designed by William A. Mahoney, a notable Guelph architect who also designed Tytler School on Ontario Street.

It is my understanding from the information that I have received that the applicant does not wish to preserve nor use any of the existing building. While the other portions may not merit preservation I believe that the original 1907 should be preserved and included as part of an adaptive re-use for this property. There are many great examples of successful adaptive re-uses of industrial buildings in the Ward and elsewhere such as the Mill Lofts, the Danby building and the Stewart Mills on Cardigan Street and (future Woods'/Kilmour site), we should expect the same potential from this applicant. The retention and incorporation of heritage buildings into new developments provides a much more successful development for all.

My other concerns with regards to this applicant deal with density which I believe needs to be lowered as well as the traffic impact for adjacent streets in the neighbourhood such as Ontario Street. While the engineering department will say that our roads can handle the extra traffic nothing is ever said about the impact this extra traffic will have on the residents residing on those streets. The streets in our neighbourhoods are narrow and our homes and set backs designed pre-car. I also wish to see that the townhouse be designed to provide a mixture of demographic in order to provide sustainable housing. A mixture of units with different numbers of bedrooms as well as square footage allows for a greater mixture of

occupancy. My last concern is that of design and style of the proposed development. I wish to suggest that the architect, builder work with the Ward Association and adjacent neighbours of the site to design something that fits with the character of the Ward. While the proposed design is appealing it really is a suburban design and not an urban design that complements the neighbourhood nor the industrial character of the 1907 building.

I am in support of the applicant providing a commercial component to the development but believe that it should have a specialized zone to limit appropriate uses on site that will compliment the surrounding residential the neighbourhood.

Thanks for your time,

Lorraine Pagnan