

From: Lila Neumann
Sent: Thursday, February 13, 2014 8:38 AM
To: Wilson, Stephanie
Cc: Baechler, Joni; Fontana, Joe; Hubert, Paul; Polhill, Bud; White, Sue; Henderson, Dale
Subject: rexall at oxford and waterloo

Hello,

I am writing regarding the Rexall building that is to be built at Oxford and Wellington, in the Bishop-Hellmuth heritage district. I am sorry I cannot make the Planning and Environment Committee meeting, but I wanted to put forth my concerns.

I attended the open house that was held and was rather dismayed with the plan for the building. My main concern is that the style of building and also the prominence of the branding do not suit the heritage area at all. It looks like a standard repeat of the same style you would see in a strip mall, and I think it will degrade the character of the neighbourhood. I'm also worried that it will set a precedent for future developments in the area. I understand the developer is now planning to put pictures in the windows and locate an extra entrance on the Waterloo side to make it more pedestrian friendly, but I don't think that they've gone far enough in addressing the concerns of the community. I don't want our area to turn into something that looks like Oxford and Wharncliffe. This is a community of residential buildings, in a heritage district, and I believe any building developed here needs to reflect that. The flower shop across the intersection is a much better example of a building that fits. Even the gas station looks like it has retro-fitted an old house instead of putting up a typical Shell building. Perhaps if they added more architectural interest or details like shutters etc, it would help.

At the open house, I was also really confused about the way the corner of the building at the intersection was treated. It looked like a lot of windows that looked in on a staff lunch room. I don't understand how this is desirable for the staff or for the pedestrians. It would be my preference to see the main entrance located on the corner to invite in pedestrians.

Thanks,

-Lila