



Monday, September 17, 2012

Mr. Stewart Hamilton  
Chair, PACAC

Via email to [stewart.hamilton@cogeco.ca](mailto:stewart.hamilton@cogeco.ca)

Dear Mr. Hamilton:

I am writing today in my capacity as Chair of the City of Peterborough's Arts, Culture & Heritage Advisory Committee. At your Committee's February 14<sup>th</sup> 2012 meeting it was agreed that the Agency Circulation for the proposed downtown Shopper's Drug Mart development would be forwarded to ACHAC and that PACAC would include ACHAC's comments when it responded to the City.

Having reviewed the Application for Site Plan Approval regarding the proposed Shopper's Drug Mart development at 242-248 Charlotte Street at its September 13<sup>th</sup> 2012 meeting, the Arts, Culture & Heritage Advisory Committee wishes to express its concern over the development and make the following comments:

1. Although the project is in accordance with the City's official plan, Central Area Master Plan and other documents, it represents only a minimal technical compliance and does not meaningfully engage with the spirit of those guidelines and therefore represents a significant missed opportunity if it is approved in its present form;
2. Recent and proposed adjacent developments on Charlotte Street, such as the completed Collins Barrow building and the recently approved Urban Park on the Louis St. site, have raised the stakes for subsequent development and set a standard that this project does not appear to meet in its current form;
3. The proposed development, by concentrating the structure on the southwest corner of the site with significant streetscape exposure of grade-level parking on the southeast corner and an essentially blank (notwithstanding the developer's claim of a "historical image wall") façade on the crucial downtown approach for eastbound travelers on Charlotte St. situates a suburban-style arrangement on an urban site and is therefore significantly out of context;
4. The replacement of the current streetscape of small and varied businesses with a single structure and surface parking situated tight to the sidewalk will diminish the pedestrian experience and urban culture of the area; and
5. For these and other similar reasons, the proposed development does not appear to make any substantial contribution to building the kind of downtown envisioned in the recently adopted Municipal Cultural Plan.



The Arts, Culture & Heritage Advisory Committee therefore recommends that this development, which is so close to the new Urban Park and will have a significant impact on the proposed revitalization of Charlotte Street, not be approved in its current form. The Committee further respectfully requests that every possible effort be made towards ensuring that it is redesigned in such a way as to make a more positive contribution towards realizing the City's broader urban planning vision.

Sincerely,

John Summers

General Manager, Canadian Canoe Museum  
Chair, Arts, Culture & Heritage Advisory Committee

Cc: City Clerk  
Becky Rogers, Manager Arts, Culture and Heritage