Cameron Thomas  
Economic Development and Planning Committee  
Re: 16 Strathcona Ave. S

July 21, 2010

Dear Cameron,

We are writing this letter of support on behalf of the Executive of the Strathcona Community Council, the neighbourhood association representing the residents of the area bounded by Hwy 403 to the west, Queen St. to the east, the harbour to the north and Main St. to the south. This area encompasses Strathcona Ave. S. and Edison St., two streets that will be directly impacted by the proposed development at 16 Strathcona Ave. S.

We commend Clark Cerello, the developer of the property, for his willingness to share his plans with the community and listen to our concerns. In particular, we appreciated the opportunity to ask questions and provide input at a non-mandatory community meeting hosted by Clark in April of this year. What really impressed us, however, was Clark’s proactive response to the objections we raised. He didn’t just hear our suggestions but has significantly modified the design of the development and enhanced the incentive program for attracting purchasers as a result of community feedback. As a result, this is a project that we feel we can get excited about.

Clark is marketing his development in a way that we ourselves like to promote our neighbourhood—as a community where it is possible to live car free. That being said, we are a dense urban neighbourhood with some significant parking challenges. The innovative technological features of the development and the sustainable transportation features built into the incentive program and condo fees give us confidence that The Edison will attract buyers interested in a “green lifestyle” and car-free (or car-lite) living.

The design of the building itself is very attractive, both from the front on Strathcona S. and the rear facing Edison St. We appreciate the preservation and restoration of heritage features and the fact that, to reduce the building footprint, the balconies at the rear of the building have been removed from recent renderings. We don’t support such intensive land use in a residential neighbourhood in all cases but Clark’s modified development is an example of efficient and tasteful land use.

In closing, we feel The Edison is an excellent model for intensification in the neighbourhood and the Strathcona Community Council Executive fully supports this development.

Dawn Graham  
President, Strathcona Community Council

cc Councillor Brian McHattie  
Clark Cerello