

RISKS

The precedent risk

MAC fails to limit density –

It is the key to almost everything

- protecting the scale and pace of redevelopment in our Town
- limiting building mass,
- limiting the amount of parking required,
- affording the amount street level space available for pedestrian public access,
- affording the opportunity for creative, eclectic rather than artificial, crammed up architecture

Density also determines

- the traffic generated,
- the water,
- and the sewerage requirements,
 - ◆ all three of which draw relentlessly, cumulatively, project by project, on the Town's resources.

Concessions in density since three weeks ago have improved the look, project is still **just too dense**.

We still have

- no break in the 315 wall along Maple, which no amount of cosmetic wizardry can hide as artificial,
- still no room for a publicly open space in the heart of the building for pedestrians and retail customers free from the clutter of cars,
- the Building is still too close to the busiest intersection in Vienna

Density also determines profitability.

Any weakness on the Commission's part in failing to insist on these key outstanding features of the MAC vision, in calling a halt and reducing density, bears the risk of triggering an unstoppable rush by developers to maximise density, yielding a canyon of buildings overwhelming the street along our corridor.

Failure to draw a line in the sand NOW risks committing the Town to

- an un planned future with uncharted demands on its physical infrastructure, its finances and its staff capacity
- de facto surrendering momentum into the hands of a bevy of developers.

Without that line NOW, it will be harder and harder, project by project, to seize back the initiative.

Without density control the town is looking into an abyss of peak hour traffic congestion with no clear solution in sight. The town will just not be able to engineer itself out of 25-30% increments in traffic in the next five years

Cut throughs will become the order of the day.

There are other risks but I want to focus in my remaining seconds on a phantom, fake risk.

Developers like to goad us all alike that if they don't get what they want from MAC, they will smother the lot with a "By right" development, 35 ft high building, 50% commercial.

Both the economics and the brutal market forces sweeping through the retail sector show that they just won't make money "by right" – we've done the numbers. Finito. It's time to call their bluff and focus on the real risks.

Without a steady hand by this Commission on density and the pace of development there is a real risk that MAC projects will drain rather than enrich the Town – we will lose more than just our small town feel and our open leafy streets.