



Urban Design Brief: 428 Main Street

428 Main Street West
Hamilton, Ontario

June 2023


NEW HORIZON
DEVELOPMENT GROUP


WHITEHOUSE URBAN DESIGN
LANDSCAPE ARCHITECTS & URBAN DESIGNERS

Prepared for:



Prepared by:



3 Studebaker Place, Unit 1,
Hamilton, ON L8L 0C8
T (905) 546-1087

Table of Contents

1.0 INTRODUCTION	1
1.1 Purpose of the Urban Design Brief	2
1.2 Site Context	2
1.3 Streetscape Context	4
1.4 Site Attributes	5
2.0 MUNICIPAL POLICY REVIEW	6
2.1 The Urban Hamilton Official Plan (UHOP) Section B.3.3 - Urban Design Policies & Principles	7
2.2 Strathcona Secondary Plan and Urban Design Guidelines (OPA 11) (SSPUDG)	9
2.3 City-Wide Corridor Planning Principles and Design Guidelines	13
3.0 DESIGN PROPOSAL	16
3.1 Design Proposal and Site Organization	17
3.1.1 Site Organization	17
3.1.2 Pedestrian Circulation	18
3.1.3 Vehicular Circulation	18
3.2 Massing and Relationship to Context	19
3.2.1 Massing	19
3.2.2 Compatibility with Surrounding Context	19
3.3 Architectural Design	20
3.4 Landscape Design	22
3.5 Sustainable Design Aspects	23
4.0 ANALYSIS AND CONCLUSION	24
4.1 Analysis of Proposal: Policy Reference and Design Response	25
4.1.1 Design Theme: Circulation	25
4.1.2 Design Theme: Site Organization	25
4.1.3 Design Theme: Compatibility with Surrounding Context	26
4.1.4 Design Theme: Architectural Design	26
4.1.5 Design Theme: Landscape Design	28
4.2 Conclusion	29

SECTION 1

Introduction

1.1 Purpose of the Urban Design Brief

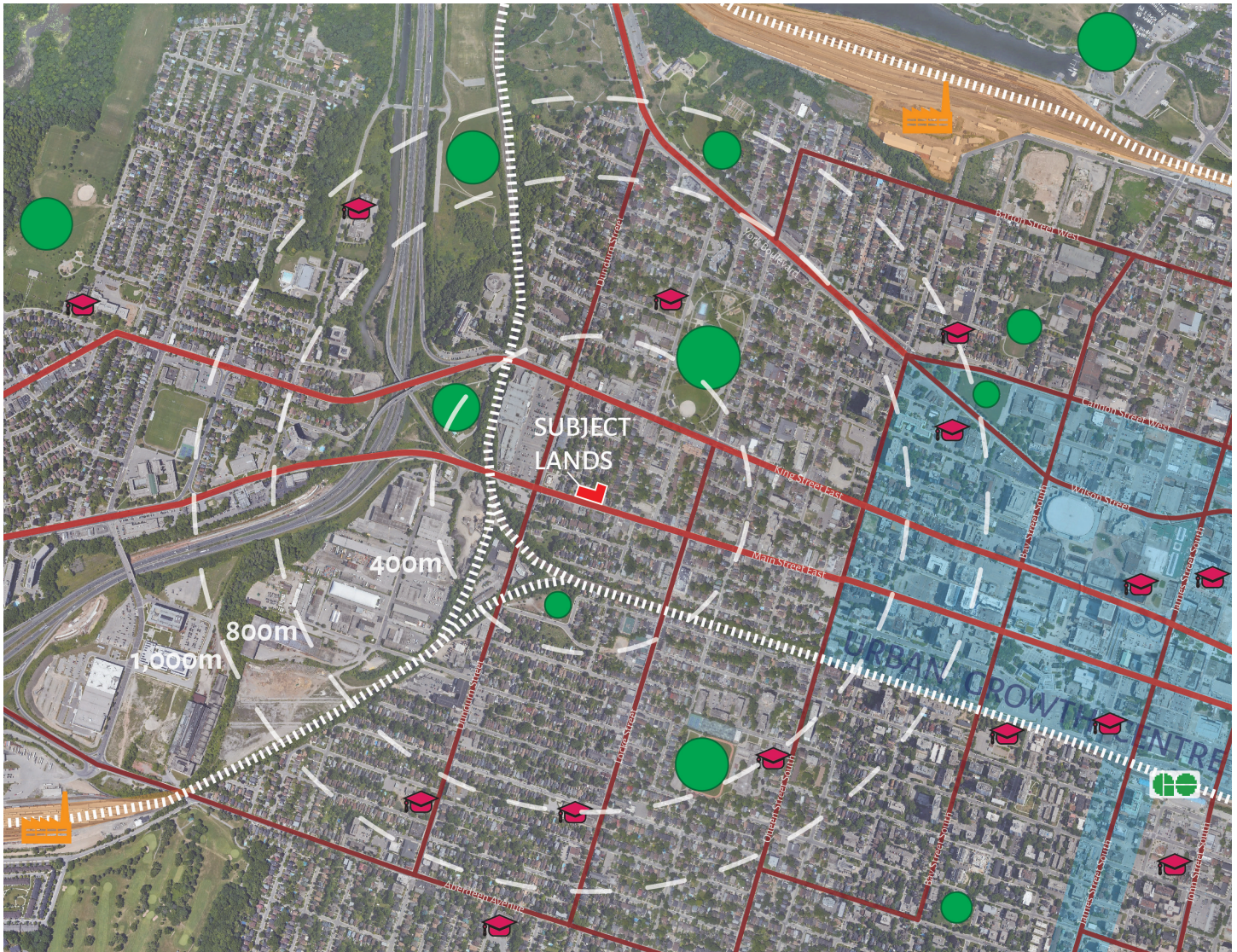
This Design Brief has been prepared in support of an application for Site Plan control on behalf of 428 Main Street West Joint Venture Inc., the registered owner of the lands municipally known as 428 Main Street West in the City of Hamilton (referred to as “subject site”). Whitehouse Urban Design Inc has been retained to provide this design brief to address initial comments provided by the City, and the requirement to provide information to the Development Review Panel. The purpose of the Design Brief is to provide a concise summary of the City’s applicable urban design policies and guidelines, and offer a contextual analysis that addresses abutting properties, key destinations, and linkages within a 100 km radius. This design brief has been prepared in keeping with the City of Hamilton’s guidelines regarding the same, the City’s Urban Design Policies and Principles, and the City’s initial Site Plan Submission comments.

1.2 Site Context

The subject site is 0.31 hectares, designated as Mixed Use – Medium Density, situated within the Strathcona Established Historical Neighbourhood, on a Primary Corridor, Major Arterial road. There are no structures and no heritage attributes associated with the property. The land is currently vacant. The subject site is proposed to include a new 182 unit, 9 storey residential development with 105 vehicle parking and 91 bicycle parking spots below grade. Twenty-eight short term bicycle parking spaces will be available at ground level.



Figure 2 - Site Context Map

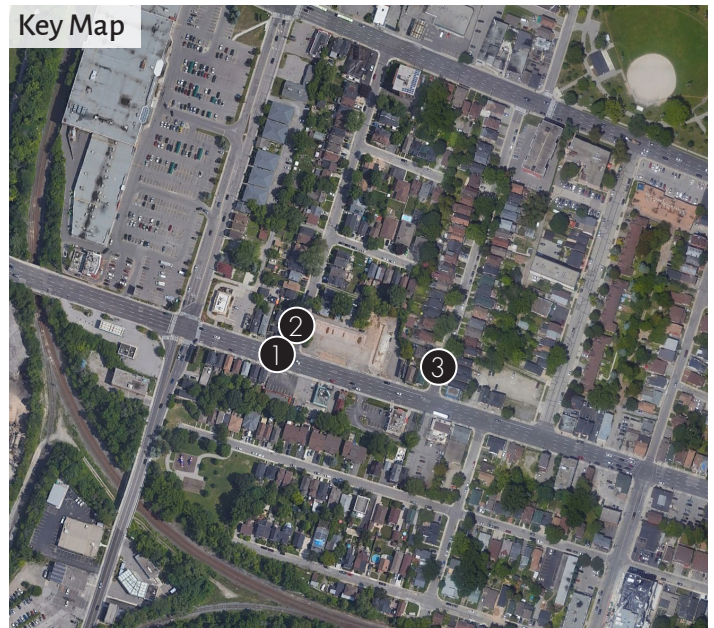


The Strathcona Neighbourhood is well serviced by bus routes given its proximity to the downtown core (see figure 2). There are 2 bus stops conveniently located within 150 metres of the site with 3 routes going east bound along Main Street West and end on Grays Street within Riverdale East. A notable landmark within 1.5 kilometer of the subject site is the Hamilton GO Centre. The GO Centre fronts onto Hunter Street East and provides connection to both regional rail and regional buses. It is approximately a 15-20 minute walk from the Subject Site, or a 10 minute bike ride.

There are seven educational institutions and seven public parks within a one-kilometer radius of the subject site.

1.3 Streetscape Context

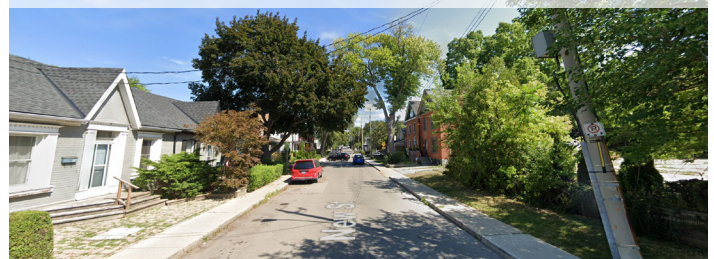
The Strathcona neighbourhood is comprised of a range of uses and built forms. Some notable landmarks found within the Strathcona neighbourhood are Victoria Park, Dundurn Castle, and Cathedral Basilica of Christ the King. The eastern boundary of the Strathcona neighbourhood extends to Queen Street and abuts the urban growth center of Downtown Hamilton to its west. The eastern edge of the Strathcona neighbourhood is comprised of mainly mixed-use medium to high density developments. The southern edge of Strathcona extends to Main Street West and is a primary corridor within downtown Hamilton. This street mainly consists of mixed-use medium density developments with a variety of amenities along the corridor. The 403 highway marks the western border of the Strathcona neighbourhood. This area is comprised of a mix of low to medium mixed-use buildings, single-family homes, open green spaces, and notably the Hamilton Cemetery in the northeast corner. The Canadian national railway borders the neighbourhood to the north and includes single detached dwellings and mixed-use medium density buildings which can be found mainly along York Street.



1. View towards East at Main Street West



2. View towards North at New Street



3. View towards North on Strathcona Avenue South



SECTION 2

Municipal Policy Review

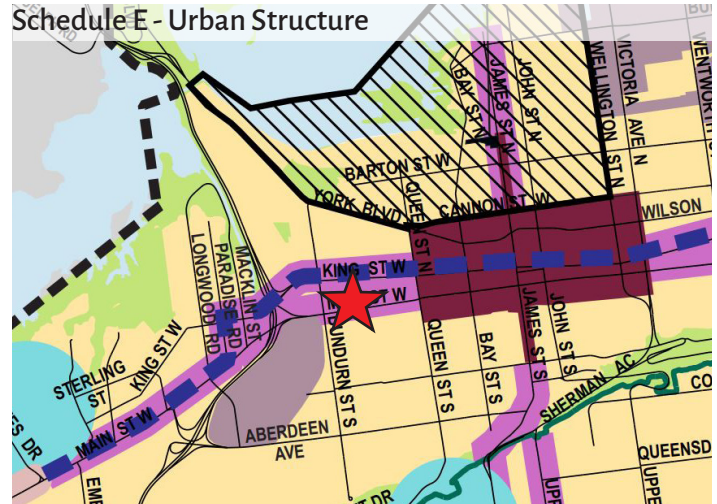
2.1 The Urban Hamilton Official Plan (UHOP) Section B.3.3 - Urban Design Policies & Principles

The Urban Design principles for the proposed development, that apply to all development and redevelopment, are based on policies i B.3.3.2.3 through B.3.3.2.10 inclusive. These include:

- Fostering a sense of community pride and identity;
- Visually connecting the public and private realms;
- Making places safe, accessible, connected, and easy to navigate;
- Creating communities that are transit supportive and promote active transportation;
- Creating places that are adaptable to future demographic and environmental changes;
- Encouraging innovative community design and technology;
- Enhancing the character of the existing environment; and
- Promoting compatible intensification that makes appropriate and innovative use of buildings and sites.

Urban Design Policies for Circulation, Site Organization, Compatibility with Surrounding Context, Landscape Design, and Architectural Design.

- Urban design policies in Section B.3.3 applicable to circulation accomplish the above principles through:
- Connecting buildings and spaces through an efficient, intuitive, and safe network of streets, roads, alleys, lanes, sidewalks, and pathways;
- Providing connections and access to all users regardless of age and physical ability;
- Integrating conveniently located public transit and cycling infrastructure with existing and new development; and
- Providing landscaped walkways that connect to pedestrian routes on site, particularly in areas with high levels of pedestrian traffic.



Urban design policies in Section B.3.3 applicable to site organization accomplish the above principles through:

- Organizing space in a logical manner through the design, placement, and construction of new buildings, streets, structures, and landscaping;
- Recognizing that every new building or structure is part of a greater whole that contributes to the overall appearance and visual cohesiveness of the urban fabric;
- Creating places and spaces that are publicly visible and safe;
- Complementing and animating existing surroundings through design and placement of buildings and pedestrian amenities;
- Defining the street through consistent setbacks and building elevations;
- Locating surface parking to the sides or rear of sites or building, where appropriate;
- Using design techniques, such as building step-backs, to maximize sunlight to pedestrian areas;
- Locating servicing and loading areas away from streets and screening them from view; and
- Locating parking underground.

Urban design policies in Section B.3.3 applicable to compatibility with surrounding context accomplish the above principles through:

- Relating to its role in the overall urban structure;

- Respecting existing character, development patterns, built form, and landscape;
- Promoting quality design consistent with the locale and surrounding environment;
- Creating a continuous animated street edge in urban environments; and
- Achieving compact development and resulting built forms.

Urban design policies in Section B.3.3 applicable to Landscape Design accomplish the above principles through:

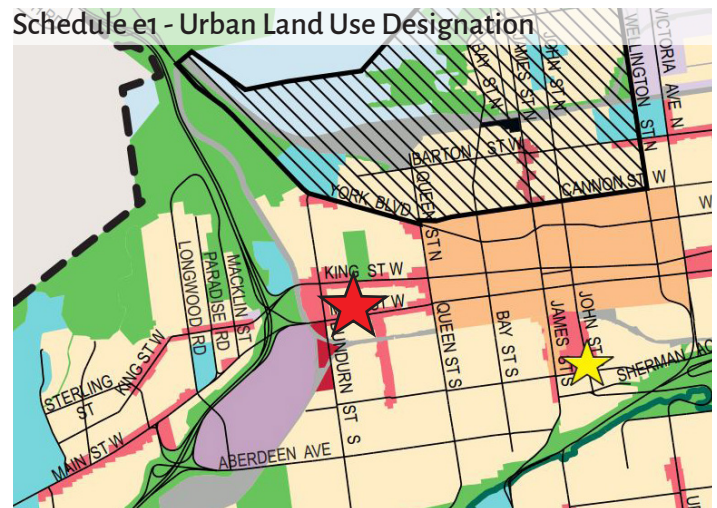
- Contributing to the character and ambiance of the community through appropriate design of streetscapes and amenity areas;
- Incorporating public art installations as an integral part of urban design;
- Creating streets as public spaces that are accessible to all;
- Including transitional areas between the public and private spaces where possible through use of features such as landscaping, planters, porches, canopies, and/or stairs;
- Creating high quality, safe streetscapes, parks, and open spaces that encourage physical activity and active transportation;
- Ensuring an equitable distribution of accessible and stimulating amenity areas, including the development of places for passive and active recreation and use;
- Creating a streetscape environment that provides: adequate space for multi-modal use, continuous sidewalks, street trees, landscaped boulevards, pedestrian amenities, on street parking, public art, and gathering spaces; and
- Including a quality landscape edge along frontages where buildings are set back from the street.

Urban design policies in Section B.3.3 applicable to Architectural Design accomplish the above principles through:

- Using materials that are consistent and compatible

with the surrounding context in the design of new buildings;

- Ensuring building entrances are visible from the street and promoting shelter at entrance ways; allowing built form to evolve over time through additions and alterations that are in harmony with existing architectural massing and style;
- Complementing the existing massing patterns,



2.2 Strathcona Secondary Plan and Urban Design Guidelines (OPA 11) (SSPUDG)

The Strathcona Secondary Plan establishes land uses and development standards that guide the development of lands located within the Strathcona Secondary Plan area. Section B.6.6 and Map B.6.6-1 Strathcona Secondary Plan: Land Use Plan, Map B.6.6-2 Strathcona Secondary Plan: Transportation Classification Plan, Appendix A – Strathcona Secondary Plan: Views and Vistas and Appendix B – Strathcona Secondary Plan: Cultural Heritage Resources, form the Strathcona Secondary Plan.

SSPUDG 6.6.1 Vision

Strathcona is a vibrant, diverse, green and livable neighbourhood that values its strong sense of community and historical character, promotes complementary redevelopment and cultivates a healthy, welcoming neighbourhood for all.

SSPUDG 6.6.2 Principles

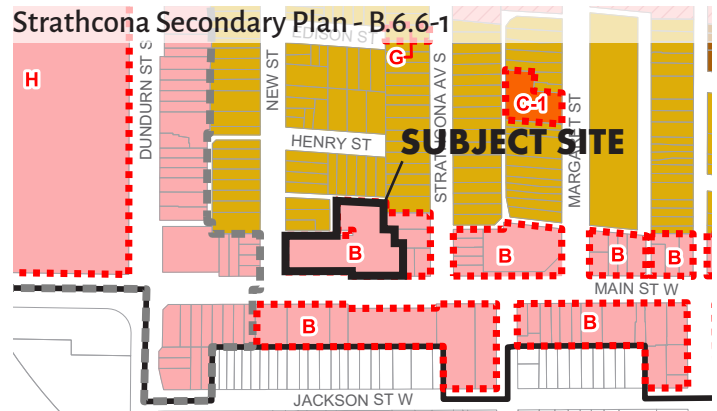
Six planning principles have been developed and represent the foundation of the Strathcona Secondary Plan. The principles provide guidance for accommodating development, promoting compatible intensification, preserving the neighbourhood’s heritage and open space features and, promoting opportunities for active transportation. These principles are categorized as: Historic, Vibrant, Green, Livable, Urban, and Connected.

SSPUDG 6.6.3 Objectives

Objectives within the Strathcona Secondary Plan that are applicable to this site development are noted below.

Strengthen Existing Neighbourhood

- Promote development that fosters a healthy, safe, efficient, connected and visually pleasing urban environment;
- Promote and protect the heritage character of the neighbourhood;
- Encourage and foster a healthy balance of housing, employment, community services and recreation opportunities that are connected, accessible and people-oriented; and,
- Encourage development to reflect the historic character and cultural heritage of the Strathcona



Neighbourhood through high quality urban design.

Urban Design

- Encourage design that promotes pedestrian walkability and physical activity, social interaction and enhanced public gathering spaces;
- Encourage innovative building and site development which contributes to the physical environment of the community and enhances the desirability of Strathcona as a place to live, work and play;
- Integrate views and vistas of historic landscapes, buildings and natural features, where possible, through design;
- Promote the expansion of the Urban Braille network along Main Street West, King Street West, Dundurn Street South, Queen Street North/South and York Boulevard; and,
- Promote design variety within streetscapes.

Active Transportation, Transit and Transportation Linkages

- Enhance the neighbourhood’s primary corridors as places for all users, including pedestrians, cyclists, transit riders and drivers;
- Support the public transit system and future proposed Rapid Transit Corridor and decrease the reliance on the private automobile;
- Enhance and support a safe, attractive and efficient active transportation network; and,
- Encourage an integrated transportation network throughout the neighbourhood and to ensure

the Strathcona Secondary Plan area remains well connected through various modes of transportation, linkages and trails

necessary mitigation measures, to the satisfaction of the City, and in accordance with all applicable provincial and municipal guidelines and standards.

SSPUDG 6.6.4 General Policies

SSPUDG 6.6.4.1 The Strathcona Secondary Plan has been developed to guide development within the Secondary Plan area. The following policies direct land uses and other matters common to all parts of the Strathcona Neighbourhood.

- a. For the purposes of this Plan, the term development shall also include the term redevelopment.
- b. Community gardens shall be permitted in all land use designations, except on lands designated Natural Open Space.
- c. When considering an application for development, the following matters shall be evaluated:
 - i. Compatibility with adjacent land uses including matters such as shadowing, grading, overlook, noise, lighting, traffic and other nuisance effects;
 - ii. The consideration of transition in height to adjacent and existing residential development; and,
 - iii. The height, massing, scale and arrangement of the buildings and structures are compatible with adjacent development and are sympathetic to the character and heritage of the neighbourhood.
- d. All development shall be subject to the policies of Section 6.6.10, Urban Design of this Plan.
- e. Development shall respect and reflect the existing heritage character of the Strathcona Neighbourhood, and shall be in accordance with the policies of Section 6.6.11, Cultural Heritage Resources of this Plan.
- f. The development of new sensitive land uses in the vicinity of lands designated Utility should include measures to mitigate noise and vibration associated with the utility, in accordance with all applicable provincial and municipal guidelines and standards, and shall be subject to Policy B.3.6.3 – Noise, Vibration and other Emissions of Volume 1.
- g. Proponents of new sensitive land uses in the vicinity of lands designated Business Park shall be responsible for addressing and implementing the

SSPUDG 6.6.6 Commercial and Mixed-Use Designations

The commercial and mixed-use designations of the Strathcona Secondary Plan area are primarily focused along the neighbourhood's main streets, including: Main Street West, King Street West, Queen Street, York Boulevard and portions of Dundurn Street. These lands are intended to meet the daily and weekly retail needs of the Strathcona community. Residential and institutional uses are also encouraged in Commercial areas. Commercial areas will not only be a place to focus retail needs, but are intended to be a focus of the community where Strathcona residents can meet and engage in community activities. A neighbourhood node is identified along Dundurn Street South, between Main Street West and King Street West. The neighbourhood node functions as a gateway into the neighbourhood and the City. It is planned as the focal area for intensification, development and to provide both the daily and weekly commercial needs of the neighbourhood and adjacent neighbourhoods. It is characterized by its important transportation connections and will be a focal point for public transit linkages and the promotion of active transportation options.

SSPUDG 6.6.6.1 Mixed Use – Medium Density Designation

In addition to Section E.4.0 – Commercial and Mixed-Use Designation of Volume 1, the following policies shall apply to all Commercial and Mixed Use Designations, as identified on Map B.6.6-1 Strathcona Secondary Plan: Land Use Plan:

- a. Existing commercial areas shall evolve over time into compact, mixed-use pedestrian-oriented places where people can live, work, shop, learn and play.
- b. Notwithstanding Policies E.4.3.4 (f) and E.4.6.7 of Volume 1, the minimum building height shall be 2 storeys and the maximum building height shall be 6 storeys.
- c. Notwithstanding Policy E.4.6.8 of Volume 1,

additional height up to a maximum of 10 storeys may be permitted without amendment to this Plan, provided the applicant demonstrates:

- i. That potential impacts have been mitigated on adjacent lands designated Low Density Residential 3;
- ii. Buildings are progressively stepped back from adjacent low-rise forms of housing in the Low Density Residential 3 designation and Medium Density Residential 2 designation. The Zoning By-law may include an angular plane requirement to set out an appropriate transition and stepping back of heights; and,
- iii. Buildings are stepped back from any street to minimize the height appearance from the public realm, where necessary.
- d. Commercial and mixed-use development shall maintain and enhance the character of the neighbourhood through an architectural style that is sympathetic and complementary to the existing character and heritage of the neighbourhood.
- e. The City shall promote and encourage shared access points along Arterial roads.
- f. Adequate internal traffic circulation, parking, loading and maneuvering facilities and facilities for active transportation shall be accommodated onsite.
- g. Landscaping shall form an integral part of all developments and shall provide buffering between adjacent residential or sensitive land uses and commercial, mixed-use, and parking areas.
- h. Development of properties with frontage on a Major Arterial, Minor Arterial or Collector Road shall provide pedestrian amenities on site.
- i. Commercial areas are encouraged to be developed in a co-ordinated and comprehensive manner.
- j. New development shall balance the needs for improved pedestrian access, opportunities for active forms of transportation and accommodation of public transportation, including rapid transit, with existing automobile use and access.
- k. Housing with supports, including residential care facilities, shall be permitted on lands designated Mixed Use – Medium Density.
- l. Mixed Use – Medium Density areas shall function as vibrant people places with increased day and night activity through the introduction of residential development.
- m. Private and public parking areas shall be subject to the following:
 - i. The parking area should be buffered from the street through the use of building placement or enhanced landscaping; and,
 - ii. The location of parking areas shall not negatively affect the pedestrian environment or access to buildings.
- n. Live-work units shall be encouraged along the south side of Main Street West, in accordance with the policies of 6.6.15.2 d) – Area Specific Policy – Area B of this Plan.
- o. As part of a mixed-use building containing both residential and commercial uses, amenity space shall be provided exclusively for the residential component and shall be functionally separated from public areas associated with the commercial component. This requirement shall not apply to live-work units

SSPUDG 6.6.10 Urban Design

The neighbourhood is characterized by its open spaces, views and vistas, strong history and its connection to other downtown neighbourhoods. The intent of the Urban Design policies is to create and enhance this neighbourhood character by promoting human-scaled design, improving the pedestrian experience, fostering connections between the built form and the neighbourhood's character, and encouraging sustainable design. Public art is also vital to fostering a strong sense of community and enhancing neighbourhood pride.

SSPUDG 6.6.10.1 Urban Design Policies

In addition to Section B.3.3 – Urban Design Policies of Volume 1, the following policies shall also apply to lands within the Strathcona Secondary Plan area:

- a. Development within the Secondary Plan area shall be sympathetic to and reflect the historic character of the existing built form of the neighbourhood.

- b. Design requirements recommended through the Strathcona Secondary Plan Urban Design Guidelines shall apply to commercial and mixed-use areas, institutional uses and multiple dwelling developments. The Guidelines shall not apply to single detached, semi-detached and duplex dwellings.
- c. An Urban Design Brief may be required as part of a complete application requirement in order to demonstrate how the proposal meets the policies of this Secondary Plan, and to demonstrate consistency with the Strathcona Secondary Plan Urban Design Guidelines, where applicable.
- d. Development shall contribute to the development of complete streets along the neighbourhood's primary corridors, including Main Street West, King Street West, York Boulevard, Queen Street North/South and portions of Dundurn Street North/South, extending just north of King Street West and just south of Main Street West.
- e. Development proposals shall demonstrate compatibility with the City-Wide Corridor Planning Principles and Design Guidelines.
- f. Development shall be encouraged to incorporate active transportation features into the design of new sites. Opportunities to connect to and enhance the existing active transportation features of the neighbourhood shall be encouraged.
- g. In order to mitigate the impact of new mixed use development on adjacent lands designated Low Density Residential 3, development shall use landscaping, fencing and trees, setbacks, massing, scale and other built form considerations, or a combination thereof, to minimize the impact and to buffer the adjacent low density residential uses from the new development.
- h. Within the Secondary Plan area, King Street West shall be planned as the primary commercial corridor. Development along this corridor shall promote a high quality of design, be transit supportive, promote pedestrian activity and create public spaces that are accessible. Development shall address the following:
 - i. A relationship between the building and the street, so that the development contributes positively to the overall built form in the neighbourhood;
 - ii. Where retail uses are proposed, primary access shall be at the street level, with doors and windows opening onto King Street West;
 - iii. Buildings shall be encouraged to be built at the street line;
 - iv. Surface parking shall not be permitted between the building and the street;
 - v. The incorporation of public art installations as an integral part of urban design shall be encouraged; and,
 - vi. Public transportation, cycling infrastructure and pedestrian amenities shall be integrated with existing and new development.
- i. Development at the intersection of Main Street West and Dundurn Street South shall be designed as a gateway, to promote a sense of arrival into the neighbourhood and portray the community image and identity through: design of the built form, building orientation, unique landscaping, signage and, installation of public art, or any combination thereof, consistent with the direction provided through the Strathcona Secondary Plan Urban Design Guidelines.
- j. The installation of public art in public locations, shall be in accordance with the Public Art Master Plan.
- k. Existing significant views and vistas contribute to the unique identity, sense of place and character of the Strathcona Neighbourhood and are shown on Appendix A – Strathcona Secondary Plan: Views and Vistas. These views and vistas shall be maintained and enhanced, where possible.
- l. In addition to the above policies, development along Main Street West, King Street West, York Boulevard, Queen Street and portions of Dundurn Street, extending just south of Main Street West to just north of King Street West, including the Neighbourhood Node, shall be consistent with the Strathcona Secondary Plan Urban Design Guidelines.

2.3 City-Wide Corridor Planning Principles and Design Guidelines

The City of Hamilton's "City-Wide Corridor Planning Principles and Design Guidelines" provides planning and design policy for primary and secondary corridors identified by the Urban Hamilton Official Plan. This includes the Main-King-Queenston primary corridor on which the subject site is located. Section 3.0 outlines the following principles of the corridor design guidelines:

- a) Support and facilitate development and investment that contributes to the economic and social vitality of the Corridor and adjacent neighbourhoods.
- b) Promote and support development which enhances and respects the character of existing neighbourhoods where appropriate and creates vibrant, dynamic, and livable urban places through high quality urban design.
- c) Develop compact, mixed use urban environments that support transit and active transportation.
- d) Promote and support an innovative sustainable built environment that uses resources efficiently and encourages a high quality of life.
- e) Identify areas of change as the locations for new development along Corridors.

In addition to the principles above, section 4.1 outlines the goals of the corridor design guidelines as follows:

- a) Encourage new intensification and infill development by allowing flexibility and providing alternatives to minimize constraints and provide opportunities.
- b) Create streetscapes that are attractive, safe and accessible for pedestrians, transit users, cyclists and drivers.
- c) Minimize the negative effects of shading on existing adjacent properties, streets and public spaces.
- d) Minimize the negative effects of changes in building scale and character on existing streetscapes and adjacent properties.

- e) Minimize the negative effects of overviews on existing adjacent private properties.
- f) Encourage a diversity of built form, neighbourhood character and development opportunities along the Corridors.

Section 4.2 of the City-Wide Corridor Planning Principles and Design Guidelines provides guidelines for development potential based on built form and property size. The subject development falls under the guidelines for a lot area of 0.31 hectares, which encourages building heights of 12 storeys maximum and is designated for multi-storey apartment/ mixed use buildings

In accordance with **Section 4.5** of the City-Wide Corridor Planning Principles and Design Guidelines, landscaped areas should be designed in a manner that enhances privacy, reduces noise, and enhances the overall character of the area.

Section 4.6 of the City-Wide Corridor Planning Principles and Design Guidelines provides guidelines for parking and loading areas such as:

Guidelines:

1. Parking, and loading spaces should not be located between a building and the public street
2. No vehicular driveways should be located between a building and a public street except where the driveway provides direct access to parking within the building and is perpendicular to the building façade.
3. Parking should be located behind, beside or within a building. When within a building it should generally be located below grade or above grade. If located at grade within a building it should be located away from the public street façade. When located beside a building a 3m wide landscape strip with trees and low walls should be provided between it and any public sidewalk.
4. Loading should be located behind, beside or within a building and should be screened from the view of the public street and adjacent properties with walls or other features in keeping with the overall design of the

building.

6. Vehicular access to a property should be from side streets via private or assumed public alleys wherever possible.

Section 4.7 Relationship to the Street

The ground floor design of a building is important for the success of the building and its contribution to creating a comfortable pedestrian environment on the public sidewalk and contributing to a welcoming and safe image of the street and neighbourhood.

1. All buildings should have their principal entrances facing the arterial street.
2. The facades of all buildings along the public street should have a combination of windows and doors that allow for a view of the public sidewalk from inside the building.

Section 4.7.1 Pedestrian Focus Area

In these areas, the goal is to create street level activity and promote walking. Ground level uses should promote activity and vitality. These guidelines apply to areas that are located around existing or planned transit stops and existing and planned areas with high pedestrian activity.

Guidelines:

1. In a pedestrian focus area residential units should not be located at the grade level along the arterial street.
2. In a pedestrian focus area a majority of the length of the building façade at grade should be built at a distance of 1.5m from the property line to allow for opening doors, canopies and other features while defining the street edge.
4. In a pedestrian focus area the grade level façades of all buildings facing the public street should have a combination of windows and doors for 75% of the length of the façade that allow for a view of the public sidewalk from inside the building and a view into the building from the public sidewalk.
5. In a pedestrian focus areas at corners further set backs may be required at the ground floor to ensure adequate views from and to vehicles around the corner

allowing for safe vehicle movement.

Section 4.7.2 Flexible Area

In these areas, the goal is to allow for flexibility in the use at grade as that use may change over time. A mix of ground floor uses including both residential and commercial should therefore be anticipated.

Guidelines:

1. In the flexible area a majority of the length of the building façade at grade should be built at a minimum distance of 3.0 m from the property line to allow for space to provide privacy and landscaping for residential units at grade or pedestrian amenities for commercial uses.
2. In the flexible area the minimum ground floor ceiling height should be 4.5 m to accommodate a complete range of commercial uses while still accommodating residential.

Section 4.7.3 Residential Character

In these areas, the goal is to have a relationship to the street that accommodates residential units at grade. These guidelines apply to areas along the corridors with an existing residential character where change is not anticipated or to areas planned for residential use.

Guidelines:

1. In the residential character area the building façade at grade should be built at a minimum distance of 3.0 m and a maximum distance of 5.5 m from the property line to allow for space to provide landscaping, porches, stairs and other features that contribute to the residential character of the street.
2. Small commercial uses may be located at grade but should be discouraged on upper floors.
3. Where located beside existing or planned single detached, semi detached or duplex residential which also face the arterial street and are intended to remain low density residential, the height of new development should conform to a build to plane similar to that outlined in guideline 4.3.1.

Section 4.10 Sidewalks and Streetscapes

An attractive, comfortable and high quality public realm is important to encourage walking and transit use and to express the diverse character of neighbourhoods along the corridors.

Guidelines:

1. A minimum sidewalk width consisting of a 2.0 m clear path, and a .5 m area between the curb and clear path for street furniture and lighting should be provided along all corridors. Where buildings are located directly adjacent to the public sidewalk an additional minimum 1.5 m wide zone should be provided between the building façade and clear path to allow for door swings, street furniture and overhangs.
2. Street trees planted at regular intervals should be provided along the street wherever space permits

Section 4.12 Shadow Impacts

New multi storey buildings can have negative impacts on adjacent properties and public sidewalks when they cast shadows for long periods of time. These impacts are minimized where buildings satisfy the building height guidelines already described.

SECTION 3

Design Proposal

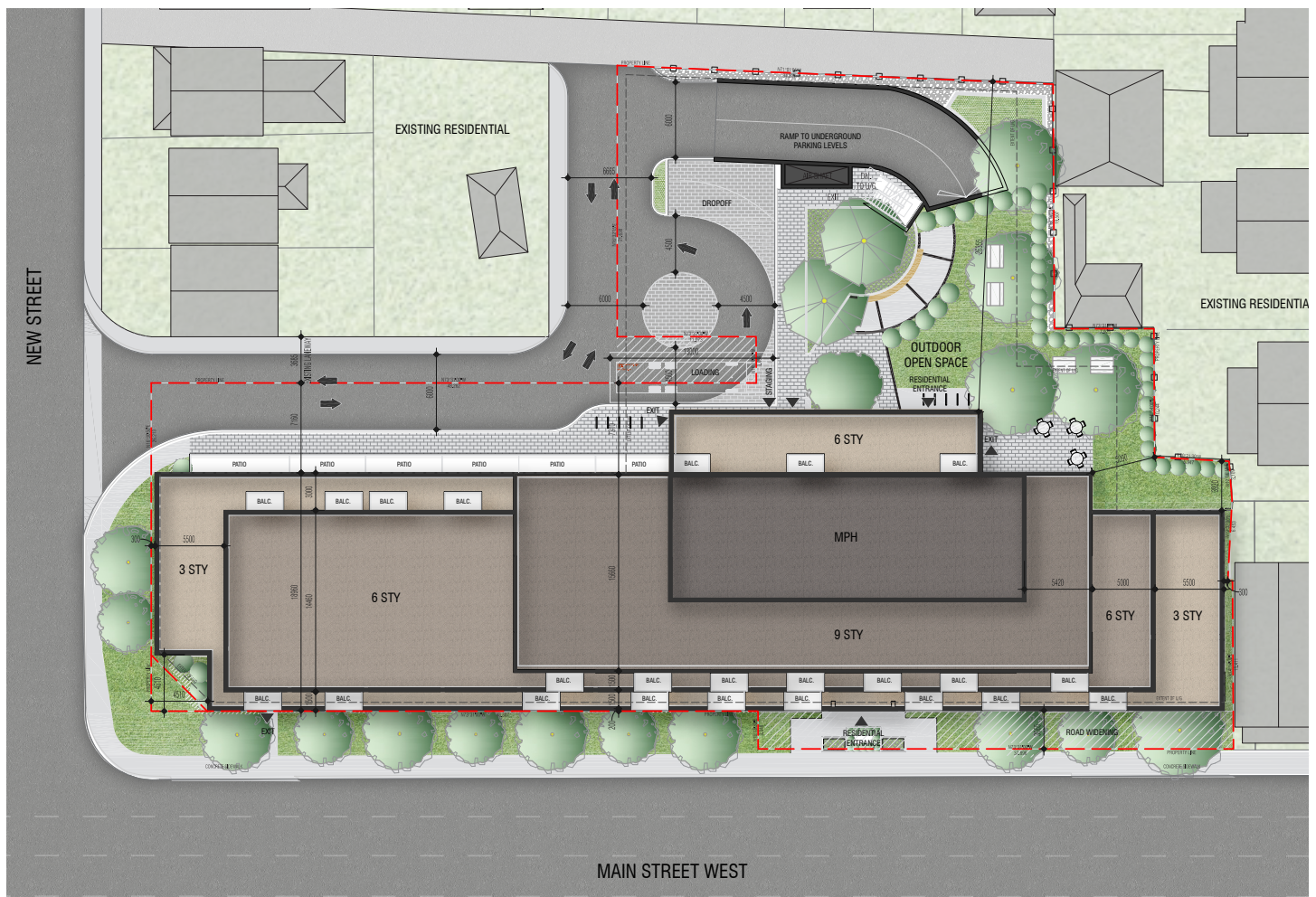
3.1 Site Organization and Circulation

3.1.1 Site Organization

The Urban Hamilton Official Plan encourages new developments to organize space in a way that animates its surroundings, visually connects the public and private realms, and promotes active transportation. The proposed development accomplishes these objectives and more through an intuitive site design that accommodates both pedestrian and vehicular circulation efficiently and safely.

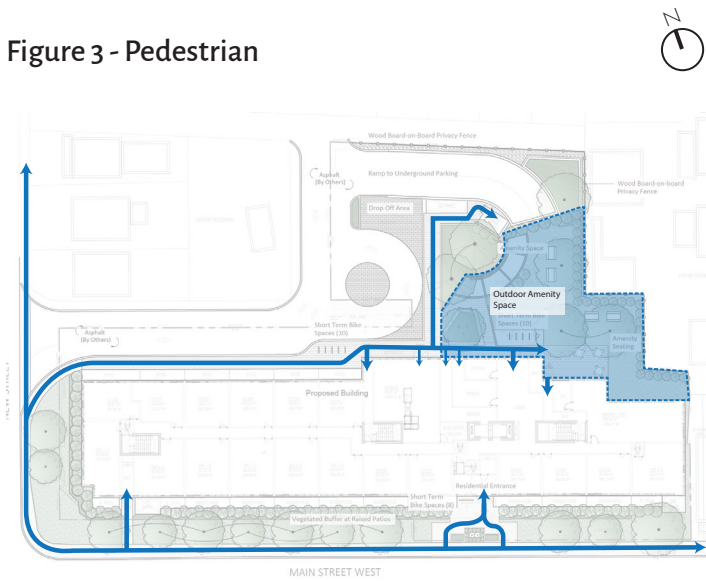
The proposed development will have a consistent 5-story podium base along all 4 sides and the base will raise to 9 stories centre-east of the building mass. The building will include residential units and an at-grade amenity space in the northern part of the site. There will be parking for 105 vehicles below-ground, with access from New Street and the municipally owned alley to the north.

Site Plan - Graziani + Corazza Architects



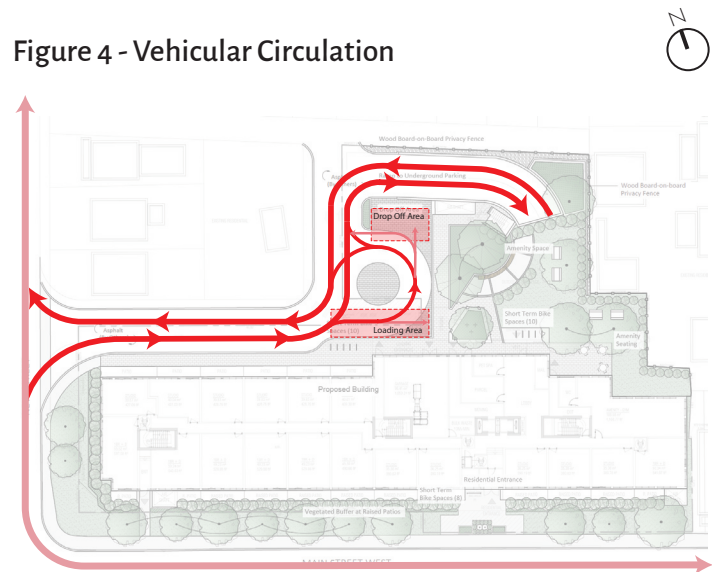
3.1.2 Pedestrian Circulation

As a result of the design making efficient use of the parcel and maximizing the use of the building envelope, pedestrian circulation is straightforward and sensible. Access into the rear amenity space is facilitated by a sidewalk connecting to the public realm along Main Street West. As illustrated below in figure 3, there are 2 doors for pedestrians to access the building along Main Street West. The main door is indicated with paving materials and architectural accents to clearly define the main door from others. Pedestrians utilizing the main door will access the building through the residential entrance. The door on the west end of the building along Main Street West allows pedestrians to exit the building quickly and efficiently. The rear amenity space has direct access to the lobby.



3.1.3 Vehicular Circulation

Vehicular traffic will enter the site off of New Street and is to direct majority of the traffic to the underground parking. A roundabout is provided at-grade for either drop off and pick up. Vehicles leaving the site can exit along the same drive aisle that they entered through. A loading area is accessible at-grade from the central drive aisle and is located to facilitate easier entry and exit for loading vehicles, providing them with ample maneuvering and parking space.



3.2 Massing and Relationship to Context

3.2.1 Massing

The proposed development takes into consideration the surroundings of the Strathcona Neighbourhood by incorporating step-backs for floors above the 5th floor podium, in order to maintain the visual harmony with nearby low-rise housing, Main Street, and New Street.

As shown in figure 5, the proposal reaches a maximum height of 9 storeys and progressively steps down to the podium.

3.2.2 Compatibility with Surrounding Land Uses

As shown in figure 5, the site is located along the primary corridor of Main Street. Intensification around important transportation corridors is strongly encouraged by both Official Plan policy and urban design principles. As shown in figure 2, the site is less than 700 metres from the downtown Hamilton Urban Growth Boundary.

The development respects the character of the neighbourhood with its organization of site components, 'hidden' parking, and architectural treatments such as building step-backs. The higher-density nature of the proposed development is in keeping with the intent of applicable planning policy in the area and will support the City's goals for intensification along primary transportation corridors. The site is within walking distance of a wide variety of commercial and institutional services.

Figure 5 - Massing and Relationship to Context



3.3 Architectural Design

The proposed building is designed in a contemporary style that incorporates materiality that is compatible with neighbouring architecture and is sensitive to the character of the Strathcona Neighbourhood. It is visually articulated with high-quality materials such as brick, metal and glass along the building facade, creating variation in the design. The result is compatible intensification that contributes to the physical environment of the Neighbourhood, while enhancing and reinforcing Strathcona as a desirable, vibrant place to live, work, and play.

The building's perceived massing is significantly reduced through the allocation of colours and cladding materials along the facade, with the podium being comprised mainly of brick. Upper storeys use lighter greys and whites as a focus colour with darker accent features running up the height of the structure to the mechanical penthouse. This distribution of colour themes attracts the eye to the lower storeys and creates a more comfortable pedestrian experience along the building's frontage.

Glazing remains consistent along all sides of the building and glazing at-grade is utilized to create visual emphasis around the building's primary pedestrian and vehicular entrance.

The building facade prioritizes architectural interest while still ensuring the residential units within are provided with ample provision of sunlight and outdoor space. This is especially the case along the northern elevation of the building where much of the tower's face is comprised of glass balconies and windows.

Architectural Elevations - Graziani + Corazza Architects



South Elevation

West Elevation



North Elevation

East Elevation

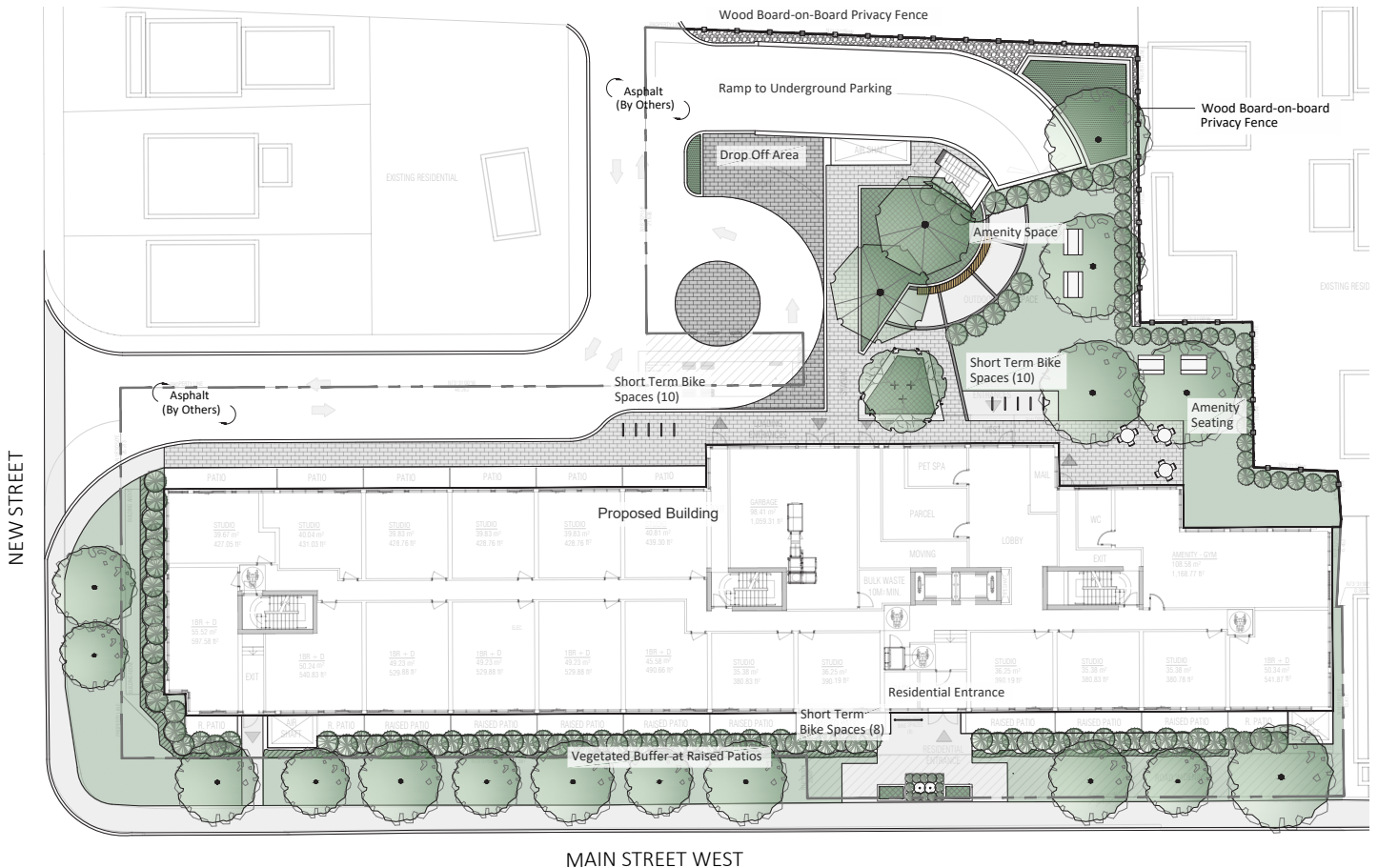


3.4 Landscape Design

The landscape of the proposed development is designed to encourage pedestrian connectivity to the public realm, promote accessibility, and direct pedestrians to and from the site safely. Plantings are utilized to create shaded areas, improve privacy, and enhancing the overall quality of the landscape. The proposed planting introduces a variety of coniferous and deciduous perennials, shrubs, and grasses that create diverse and colourful textures year-round. Tree planting is consistent along Main Street West to enhance privacy between the municipal sidewalk and private units. Medium sized coniferous shrubs are proposed to create privacy for at-grade units along the

building at Main Street while ensuring unobstructed views out to the street for safety. The outdoor amenity space is located north of the building, conveniently adjacent to the lobby and indoor amenity space to provide opportunities for both indoor and outdoor activities for small and large groups. The amenity space is designed to be accessible to all demographics with various seating and paving options. Tree planting in the amenity space enhances the outdoor experience by providing shade and encouraging extended use of the space.

Landscape Plan - Whitehouse Urban Design



3.5 Sustainable Design Aspects

Specifics have not yet been confirmed, but a variety of principles may be employed to contribute to the development's sustainability features:

- infill and mixed-use development as encouraged by the City, for land use design efficiency;
- transit oriented development to promote walkability, reduced travel distances;
- use of local materials where possible;
- softscape at ground plane to aid in stormwater management;
- use of native plant material where possible;
- use of more solid materials (brick) at the lower area of the podium;
- LED lighting for interior and exterior; and
- Rough in for future electrical charging stations and parking spaces for electrical vehicles.

Pedestrian Realm Study - Graziani + Corazza Architects



SECTION 4

Analysis and Conclusion

4.1 Analysis of Proposal: Policy Reference and Design Response

4.1.1 Design Theme: Circulation

UHOP B.3.3.2.5 Places that are safe, accessible, connected and easy to navigate shall be created by connecting buildings and spaces through an efficient, intuitive, and safe network of streets, roads, alleys, lanes, sidewalks, and pathways;

The primary building entrance for pedestrians is directly connected to an existing sidewalk on the south side of the property fronting Main Street West. This road is a major corridor with numerous connections to active transportation servicing the City of Hamilton.

Interior to the site, vehicles and pedestrians are separated once pedestrians are dropped off in the loop. Vehicles can then safely leave, or continue to the underground ramp. Vehicles can also head directly to the underground ramp.

UHOP B.3.3.2.5 Places that are safe, accessible, connected and easy to navigate shall be created by providing connections and access to all users regardless of age and physical ability;

The site is designed with accessibility in mind, regardless of age or physical ability. As part of the design team's commitment to inclusivity, the plan minimizes grading changes in amenity spaces and walkways, ensuring safe and comfortable access for everyone.

4.1.2 Design Theme: Site Organization

UHOP B.3.3.2.4 Quality spaces physically and visually connect the public and private realms. Public and private development and redevelopment should create quality spaces by organizing space in a logical manner through the design, placement, and construction of new buildings, streets, structures, and landscaping;

The site has been organized to maximize pedestrian space on the ground level while directing majority of the vehicular traffic to the underground parking level. Vehicular access from New Street allows for easier navigation and maneuvering to and from the site as it is not directly off a busy road. The outdoor amenity area is meant for pedestrians and designed to cater to their needs. It offers

a variety of seating options and has both hard and soft surfaces, including paving and sodding, to accommodate different activities. Planting is proposed along the edges of the property where the site is adjacent to a neighbouring yard to minimize noise and ensure privacy for both the property and the neighboring yard.

In order to promote efficient traffic flow and make the most of the outdoor amenity area, the proposed underground ramp will be situated north and separate of the building. This location allows for optimal utilization of the ground level space and sufficient room for the outdoor amenities.

UHOP B.3.3.2.6 Where it has been determined through the policies of this Plan that compatibility with the surrounding areas is desirable, new development and redevelopment should enhance the character of the existing environment by complementing and animating existing surroundings through design and placement of buildings and pedestrian amenities;

The proposed building's location and position were chosen after careful consideration of the surrounding space and environment, with the goal of enhancing and complementing the neighbourhood's aesthetics and functionality. The selection of materials and design of the building were based on an analysis of the surrounding structures with the goal of preserving and improving the community's overall aesthetic. The outdoor amenity area is situated in the north, to create a noise buffer between the proposed building and neighbouring properties.

4.1.3 Design Theme: Compatibility with Surrounding Context

UHOP B.3.3.2.3 Urban design should foster a sense of community pride and identity by respecting existing character, development patterns, built form, and landscape;

The new building's design carefully considers the surrounding neighbourhood, utilizing materials and colors that complement the area. Modern accents enhance the environment, allowing the building to blend in seamlessly. To minimize the impact of shadows and building height on nearby properties, step backs are incorporated. The podium features brick to match existing features, while white metal paneling visually reduces the building's size.

UHOP B.3.3.2.3 Urban design should foster a sense of community pride and identity by promoting quality design consistent with the locale and surrounding environment;

The buildings, landscape, and overall layout of the proposed development are designed to high standards with quality materials and techniques, which complement and elevate the surrounding community. Its location at the corner of New and Main will create a landmark for the community and contribute to the neighbourhood identity.

4.1.4 Design Theme: Architectural Design

UHOP B.3.3.2.5 Places that are safe, accessible, connected and easy to navigate shall be created by ensuring building entrances are visible from the street and promoting shelter at entrance ways;

The main building entrances fronts onto the public Right-of-Way of Main Street and is clearly visible. This entrance features upgraded landscape treatment and architectural canopy to identify the entrance.

The rear entrance is clearly visible from the drop off loop and is connected directly, with no need for pedestrians to cross traffic.

UHOP B.3.3.2.6 Where it has been determined through the policies of this Plan that compatibility with the surrounding areas is desirable, new development and redevelopment should enhance the character of the existing environment by complementing the existing massing patterns, rhythm, character, colour, and surrounding context; and, encouraging a harmonious and compatible approach to infilling by minimizing the impacts of shadowing and maximizing light to adjacent properties and the public realm

The development proposal includes a range of design techniques that aim to enhance and complement the existing environment. These include step backs, exterior finishes, a cohesive exterior color theme, and railing finishes. While the building boasts a modern character, it also aims to incorporate the essence of the Strathcona Neighbourhood. This is achieved through the use of brick and step backs.

UHOP B.3.3.3.2 New development shall be designed to minimize impact on neighbouring buildings and public spaces by:

- a. creating transitions in scale to neighbouring buildings;**
- b. ensuring adequate privacy and sunlight to neighbouring properties; and**
- c. minimizing the impacts of shadows and wind conditions.**

To minimize the scale of the building, step backs and a variety of colors were incorporated into the design to establish a sensitive transition between the street and adjacent neighbourhoods. Massing offers step-backs, upper storeys use lighter greys and whites as a main colour, with darker accent features running up the height of the structure to the mechanical penthouse. This distribution of colour themes attracts the eye to the lower storeys and creates a comfortable pedestrian experience along the building's frontage.

4.1.5 Design Theme: Landscape Design

UHOP B.3.3.2.9 Urban design plays a significant role in the physical and mental health of our citizens. Community health and well-being shall be enhanced and supported through creating high quality, safe streetscapes, parks, and open spaces that encourage physical activity and active transportation;

To improve the public realm and provide more shaded areas on Main Street West, street trees have been proposed. By incorporating planting along the building and planters in front of the main entrance, the street front's overall aesthetic is enhanced, making it feel safer, while maintaining views and keeping the sidewalk well lit.

The outdoor amenity area offers opportunities for both active and passive recreation. The open lawn area can be used for physical activities like exercising, walking, and stretching, but it also includes a range of seating options for people of all ages and abilities who prefer more relaxed recreation. Therefore, the space provides areas for either active or passive recreation.

UHOP B.3.3.3.5 Built form shall create comfortable pedestrian environments by including a quality landscape edge along frontages where buildings are set back from the street;

The design proposes a consistent landscaped edge along the frontage of Main Street North. Planting has been selected in specific areas to maximize privacy for units on the ground level while also providing colour, texture and greenery to the street frontage. Building setbacks from the public Right-of-Ways also remain relatively consistent along the frontage of the proposal.

CWCPPDG, Section 4.5.1

The use of landscaping, fencing and trees can minimize the impact of new development on an area by screening views to maximize privacy, filter or block noise and improve the character of an area

Guideline:

- 1. A landscape strip should be provided along property lines with single detached, semi detached or duplex residential in the adjacent neighbourhood. This landscape strip should generally be 3 m in width and include trees planted in such a way as to screen views of adjacent properties from the upper floors of new development. This can be achieved by planting trees 3 m to 10 m apart, depending on the species. These areas should also include a solid wall or fence along the property line.**

The subject site provides 3-meter-wide planting strips for tree planting along Main Street West and New Street. Tree planting along the street is used to soften the pedestrian realm and create shade along the sidewalk. Additionally, trees are also proposed along the property line where the outdoor amenity area is proposed to create privacy and reduce noise. Where suitable, existing residential fencing will remain. Where needed, new or repaired fencing will be provided.

4.1.5 Conclusion

From an urban design perspective, the proposed development complies with policies in the Urban Hamilton Official Plan. The project relates to its role in the urban context by locating a beautiful mid-rise building within a community that provides access to a variety of amenities to support future residents. The architecture enhances the public realm through elegant design that picks up on building materials used in the surrounding neighbourhood.

Through the full Site Plan Review process, the details of the project design will be finalized, ensuring the implementation of the urban design policies in the Urban Hamilton Official Plan, and Strathcona Secondary Plan.