



**304-314 Main Street East &  
17 West Avenue South**

**Design Review Panel Presentation**

**09/12/2024**





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# Executive Summary

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Introduction

# Executive Summary

## Introduction

Arcadis (Architects) has prepared this Design Review Panel presentation on behalf of CT REIT for the development proposed on the lands municipally known as 304-314 Main Street East and 17 West Ave South, in Hamilton ON for Design Review Panel.

## Summary

The Intent of this document is to:

- 1) Introduce the site context, planning principles and adjacent developments.
- 2) Illustrate the design evolution of this project.
- 3) Describe the proposed architectural vision and landscape vision for the site, including massing, materiality, height and character.



# Site Analysis

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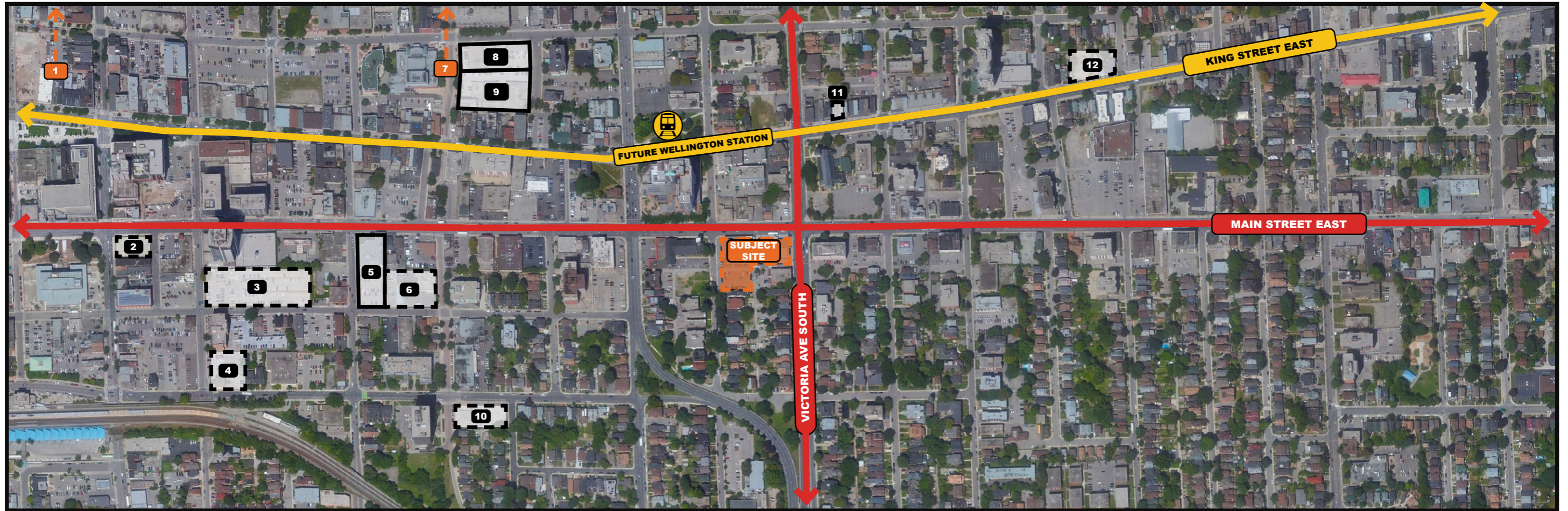
Adjacent Developments

Context Map

Site Views

Building Heights Across Surrounding Neighbourhoods

# Adjacent Developments



41 Wilson Street  
(Proposed - 31, 31, 31 floors)



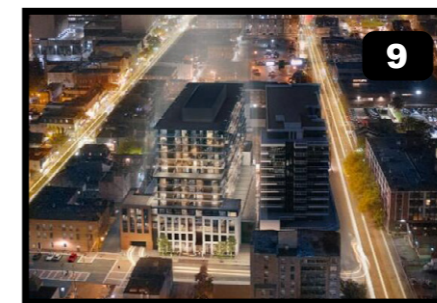
117 Jackson Street East  
(Proposed - 39, 30 floors)



154 Main Street East  
(Complete - 26 floors)



188 Cannon Street East  
(Proposed - 32 floors)



1 Jarvis Street  
(Complete - 14 floors)



433 King Street East  
(Proposed - 6 floors)



64 Main Street East  
(Proposed - 19 floors)



101 Hunter Street East  
(Proposed - 27 floors)



46-48 Ferguson Avenue South  
(Proposed - 30 floors)



212 King William Street  
(Complete - 14 floors)

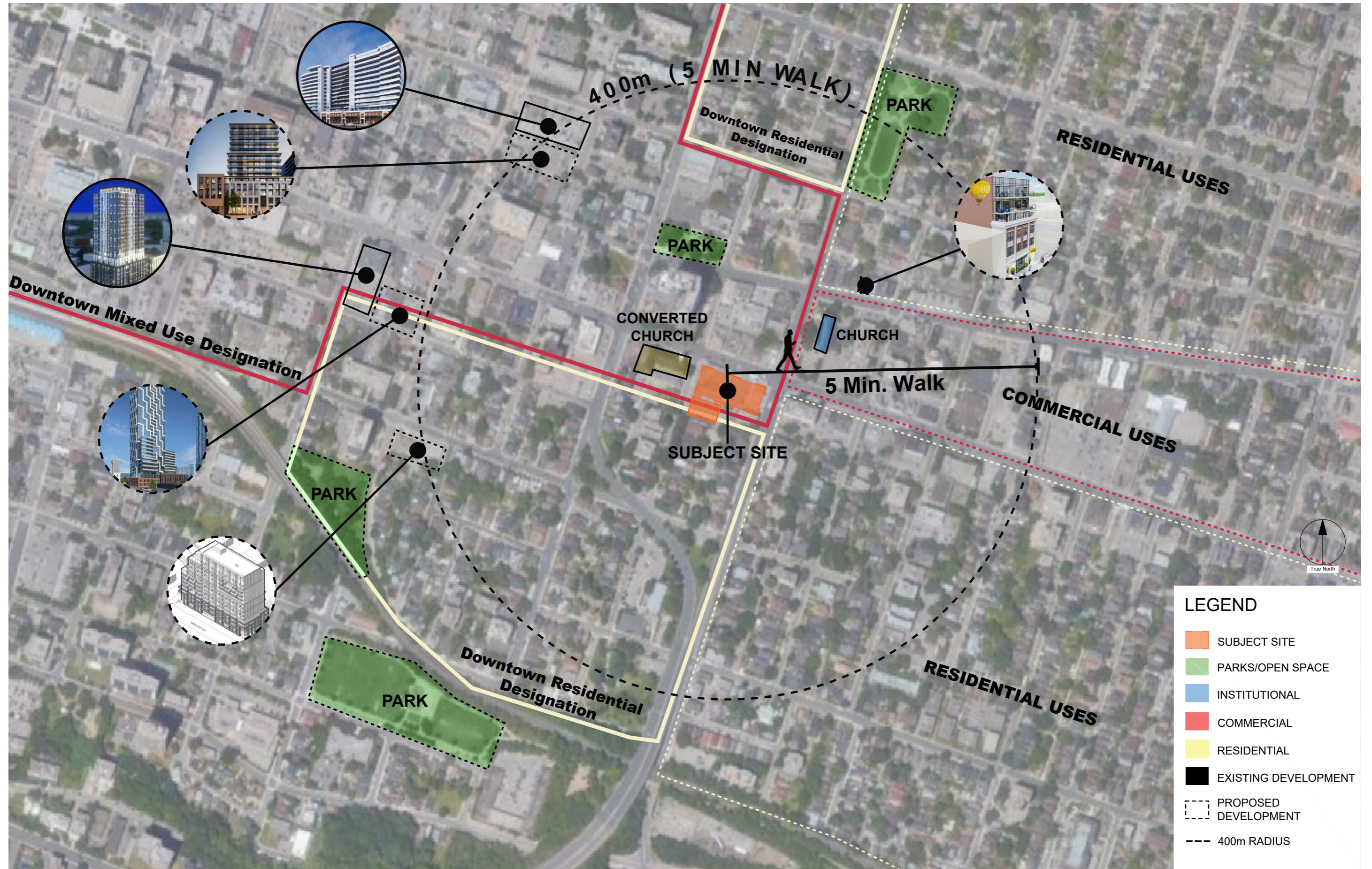


186 Hunter Street East  
(Proposed - 14 floors)



537 King Street East  
(Proposed - 8 floors)

# Context Map





# Site Views

Rendering Vantage Points



# Site Views



View From Victoria Ave S and Laneway Looking East



View From Main Street E Looking East



View From Main Street E Looking South



View From Main Street E Looking West

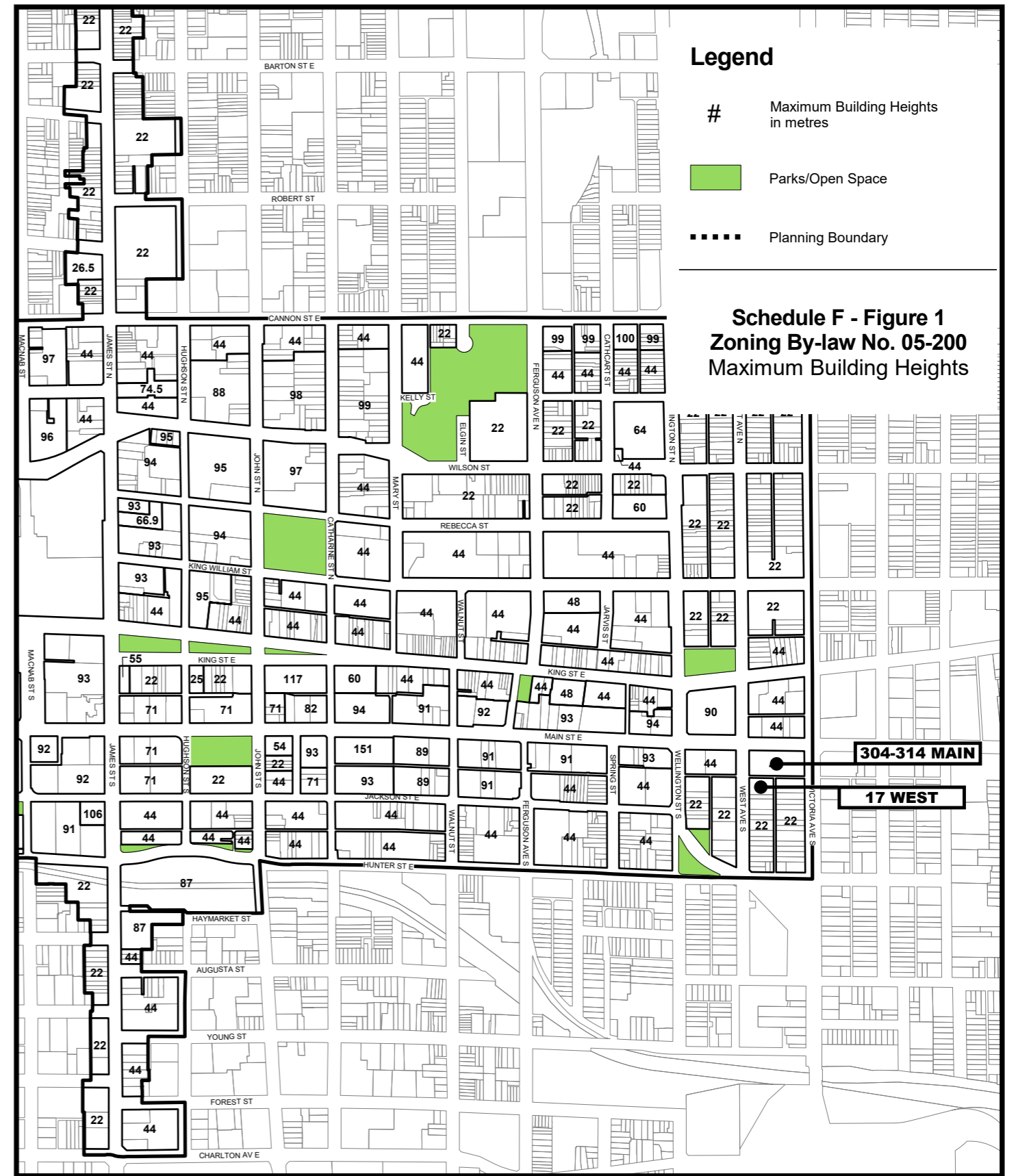
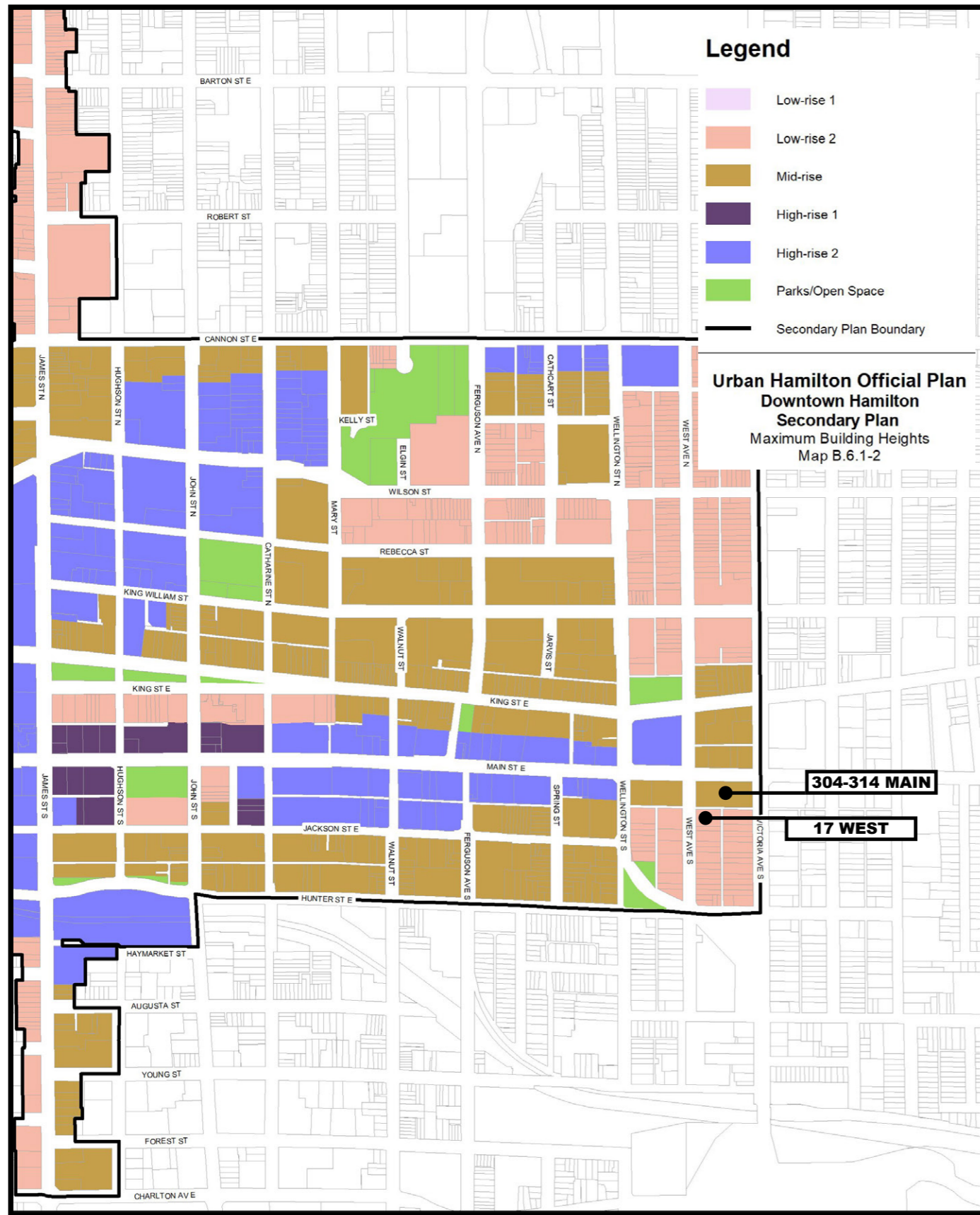


View From West Ave S and Laneway Looking West



View From West Ave S Looking North

# Building Heights Across Surrounding Neighbourhood



# Design

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Project Narrative

Architectural Precedents

Architectural Vision

Landscape Precedents

Landscape Vision

Conclusion

# Project Narrative

## Site Location



# Project Narrative

View from Claremont Access to Victoria Ave S



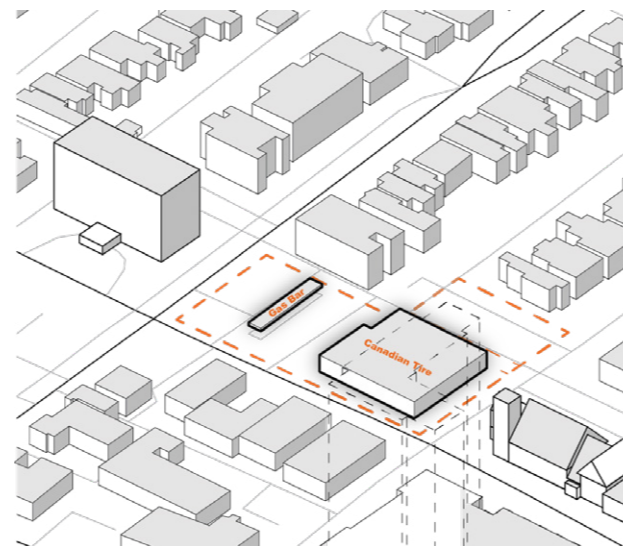
# Project Narrative

## Parti Description

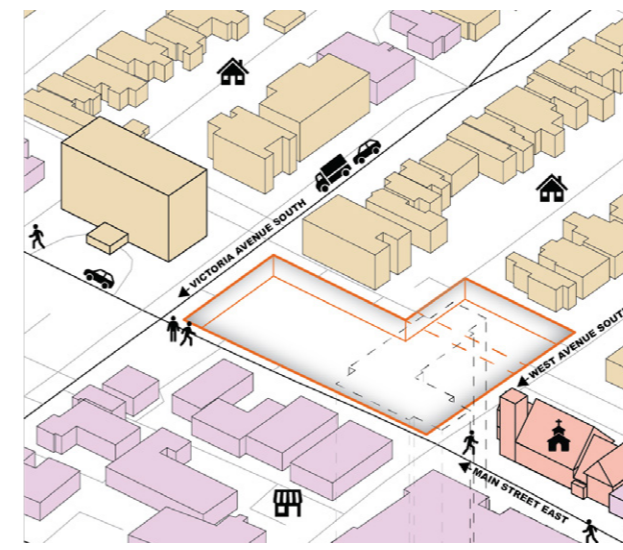
Located at 304-314 Main Street East and 17 West Ave in Hamilton, Ontario, this proposed development is located at the edge of downtown making it a gateway to Hamilton's downtown core. The design weaves together the site's diverse architectural styles, harmonizing the horizontal datum of the adjacent long-term care facility, the verticality and Victorian language of the nearby church, and the red brick vernacular of the neighbouring residences along West Ave.

Spanning the existing laneway with a cantilevered canopy, the project creates a dynamic architectural dialogue between the site's past and present. The building's podium terraces down to align with the bustling Main Street, transitioning seamlessly into the intimate residential character of West Ave.

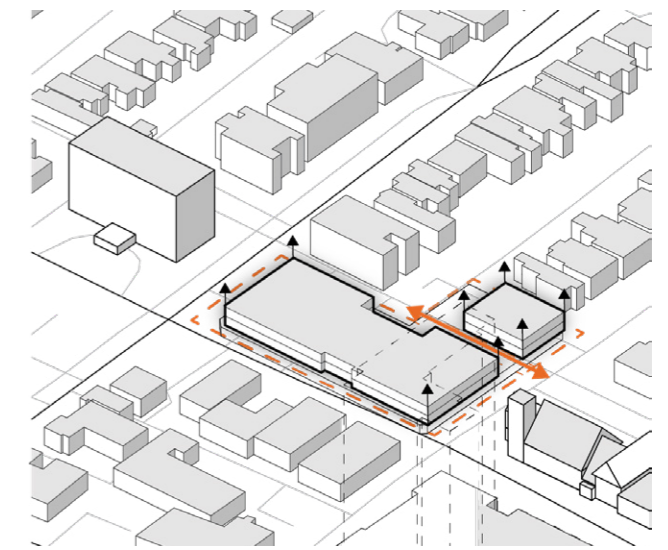
The ground floor features versatile live/work units, accommodating residential and maker spaces, fostering a vibrant and adaptable urban environment. This development aims to stitch the urban fabric, bridging historical influences with contemporary design to create a cohesive and welcoming icon for Hamilton's downtown, enriching the city's architectural tapestry and promoting community engagement.



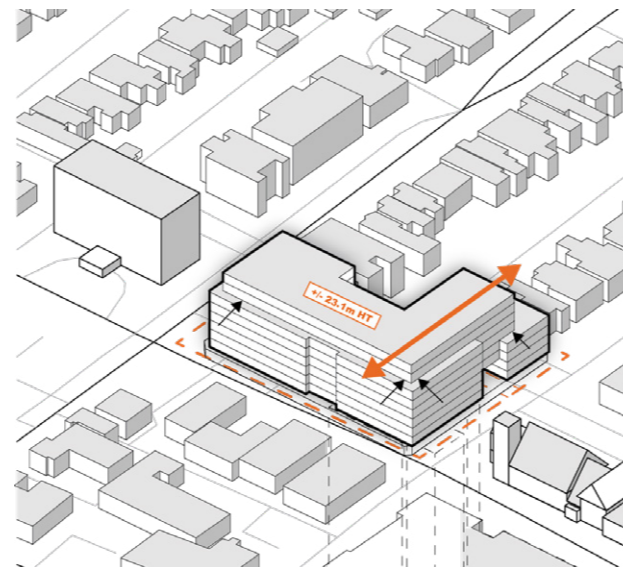
1 - Site Condition



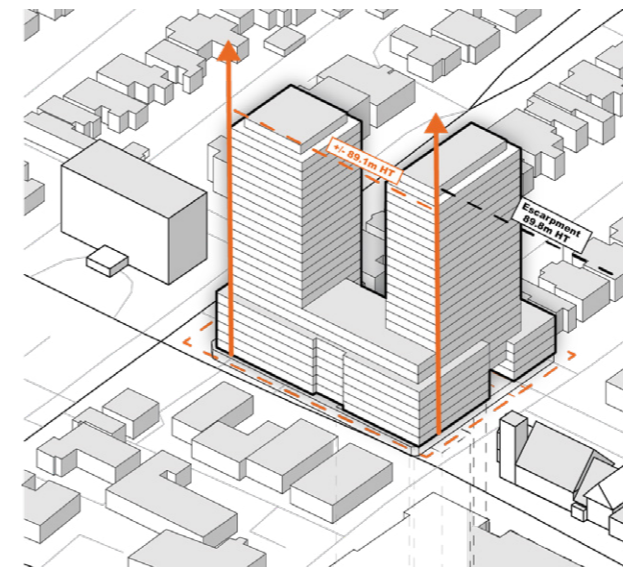
2 - Communal Context



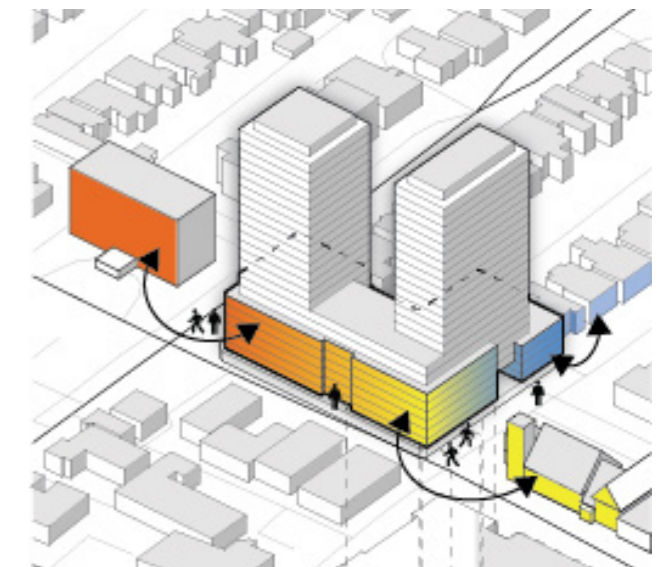
3 - Building Footprint



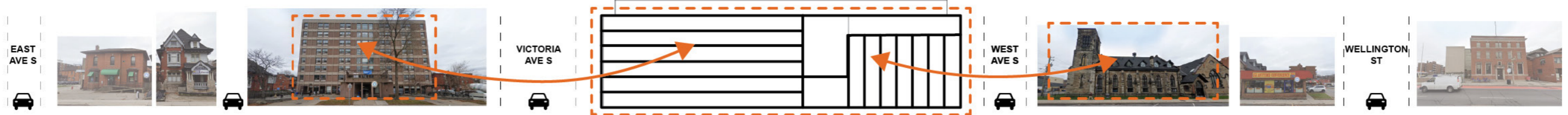
4 - Streetwall and Setbacks



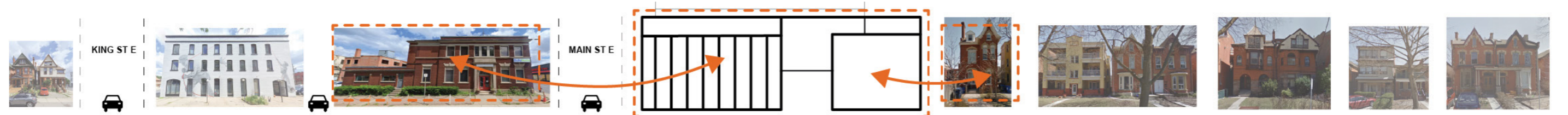
5 - Density and Height



6 - Streetscape Relations



MAIN STREET EAST - STREETSCAPE FACADE RELATIONS



WEST AVENUE SOUTH - STREETSCAPE FACADE RELATIONS

# Project Narrative

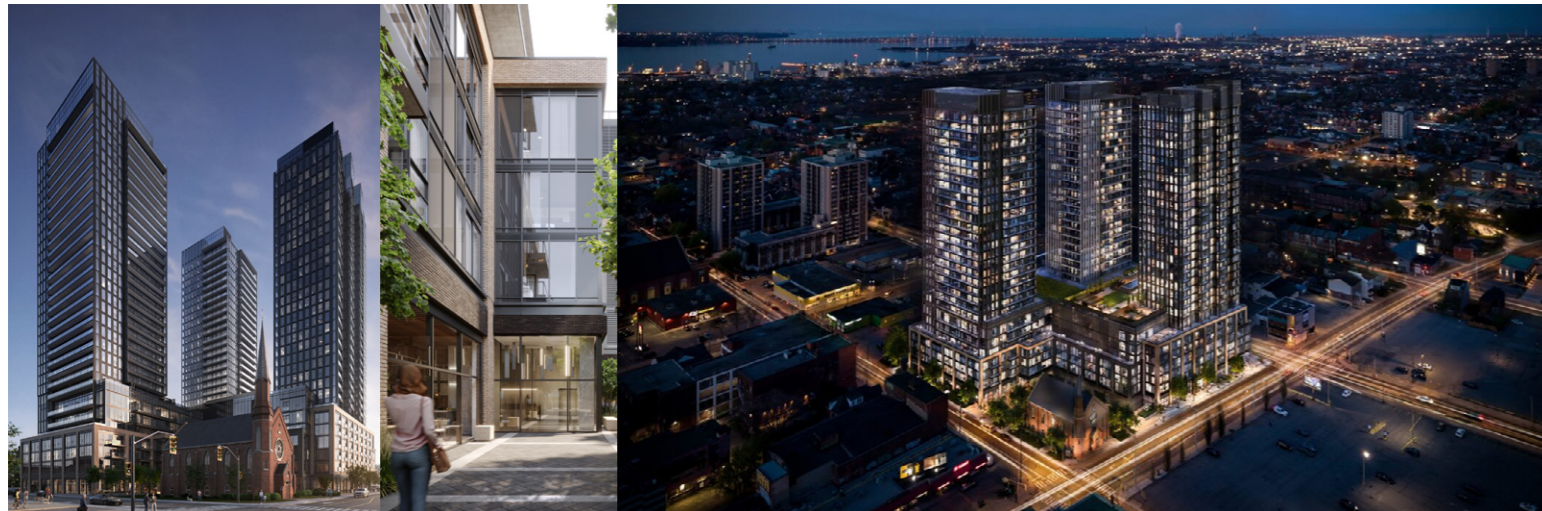
Existing Architectural Expression





# Architectural Precedents

Local, Regional and International Inspiration



Design District / 41 Wilson Street, Hamilton, Ontario  
Arcadis



188 Cannon St. E, Hamilton, Ontario  
Arcadis



1117-127 Broadway Ave, Toronto, Ontario  
Arcadis



Park Place / 20 Provost Dr, Toronto, Ontario  
Arcadis



Axis Condos / 411 Church St., Toronto, Ontario  
Arcadis



Arts District Building, Los Angeles, California  
HansonLA



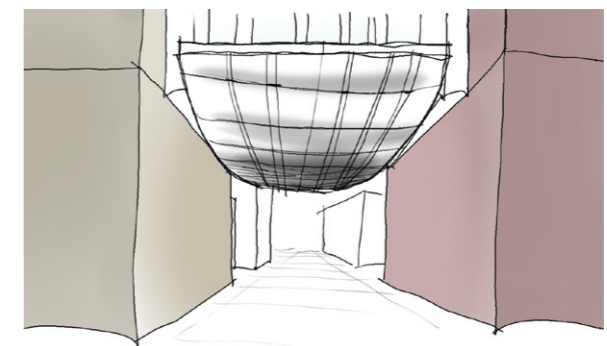
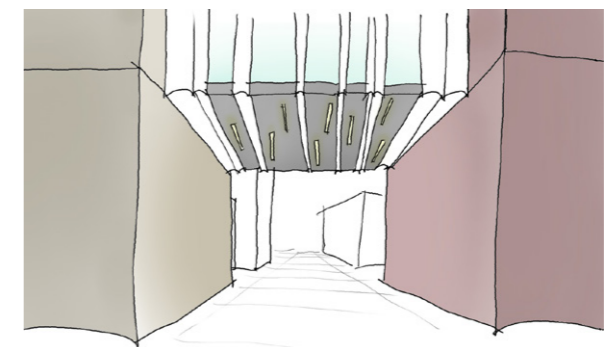
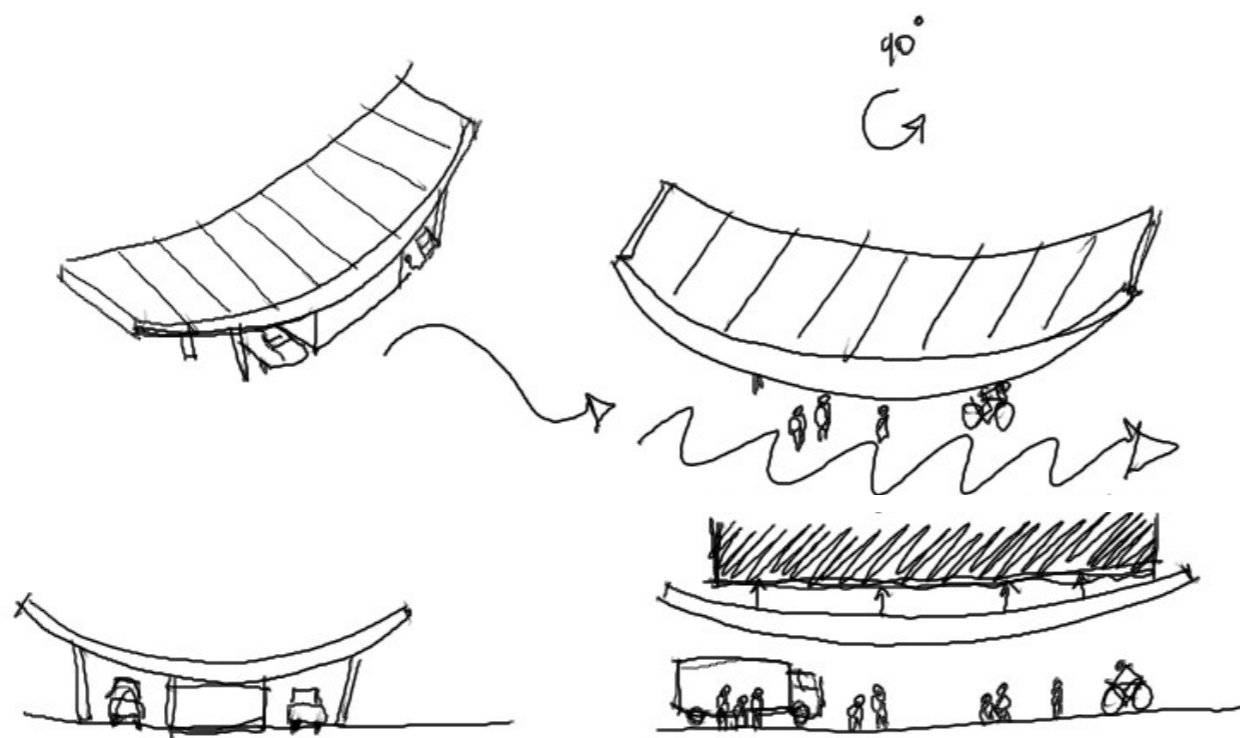
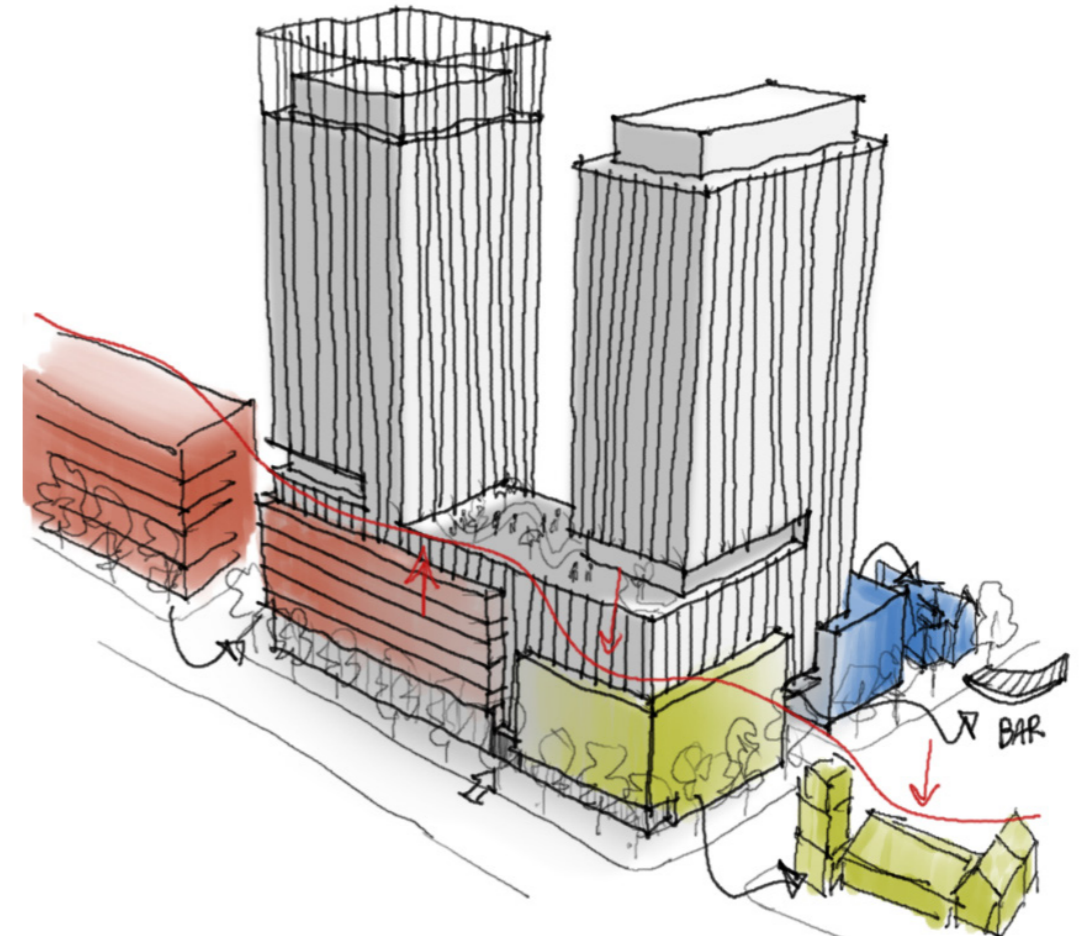
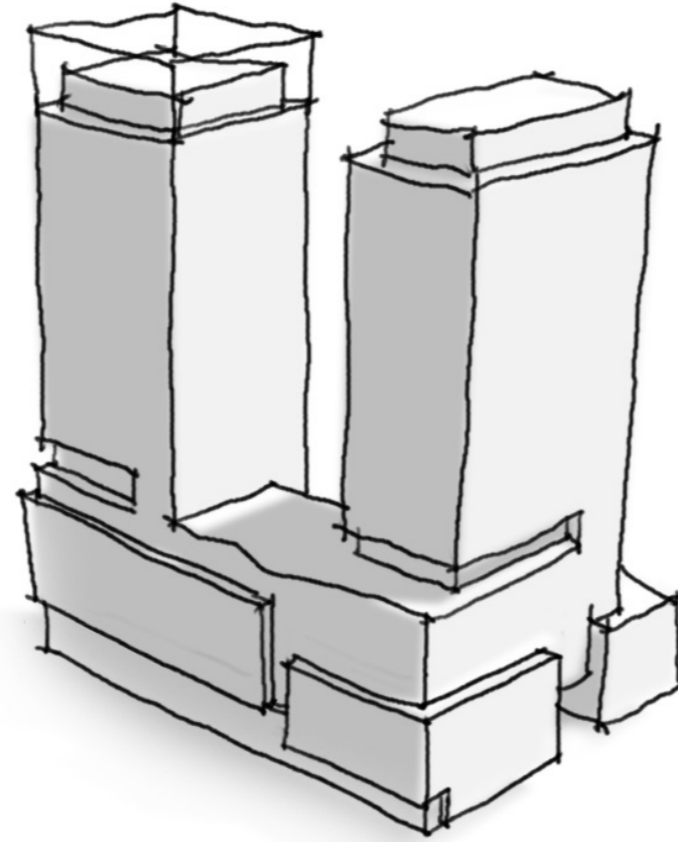
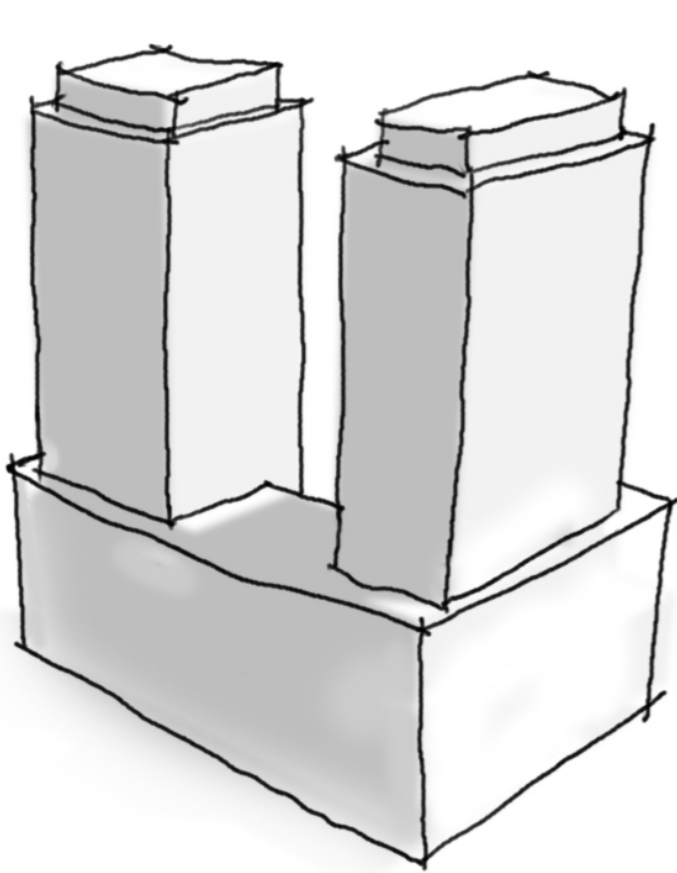
Castle Park View, Bristol, England  
Chapman Taylor Architects



Cosway Street, London, England  
Bell Phillips

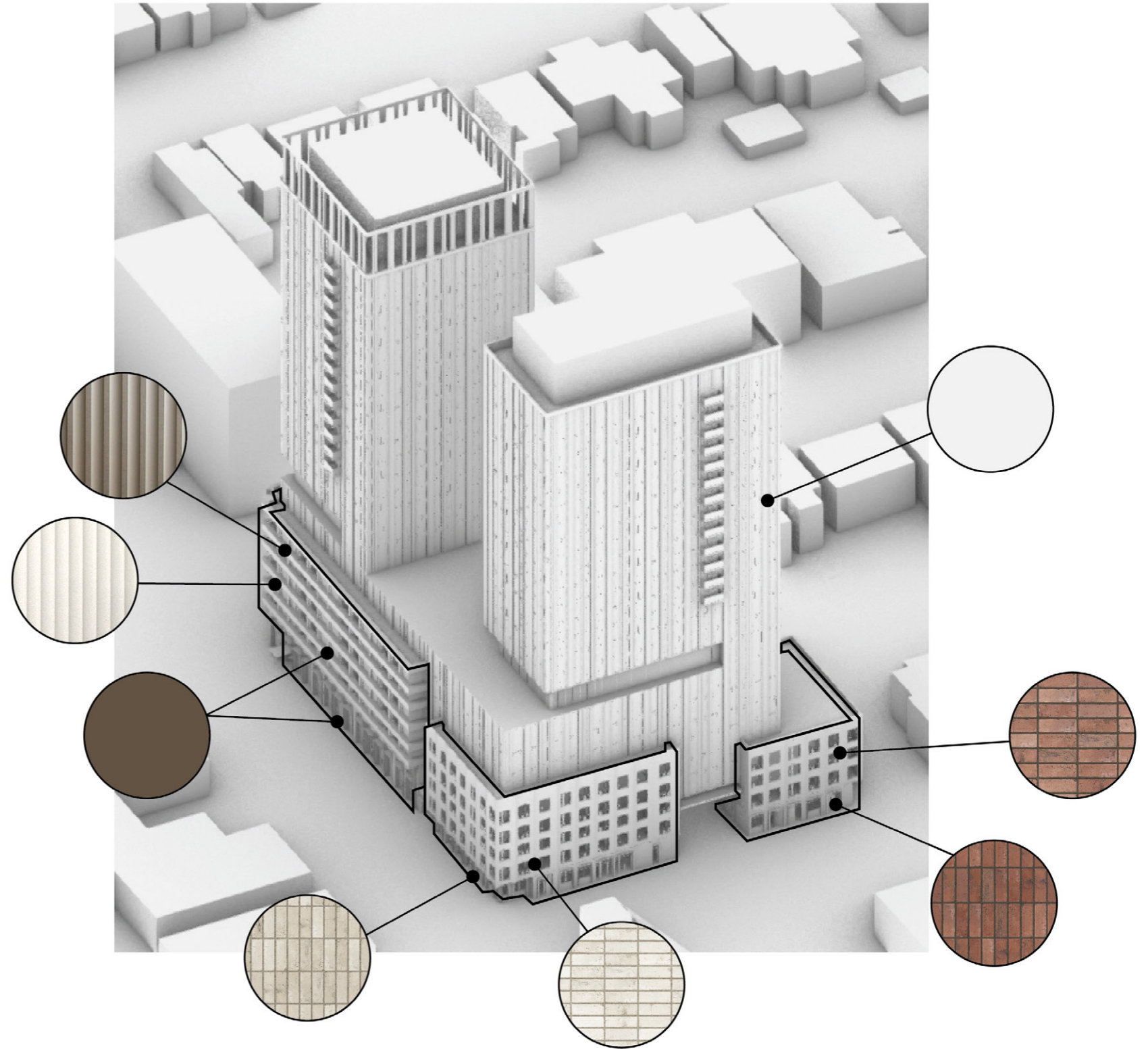
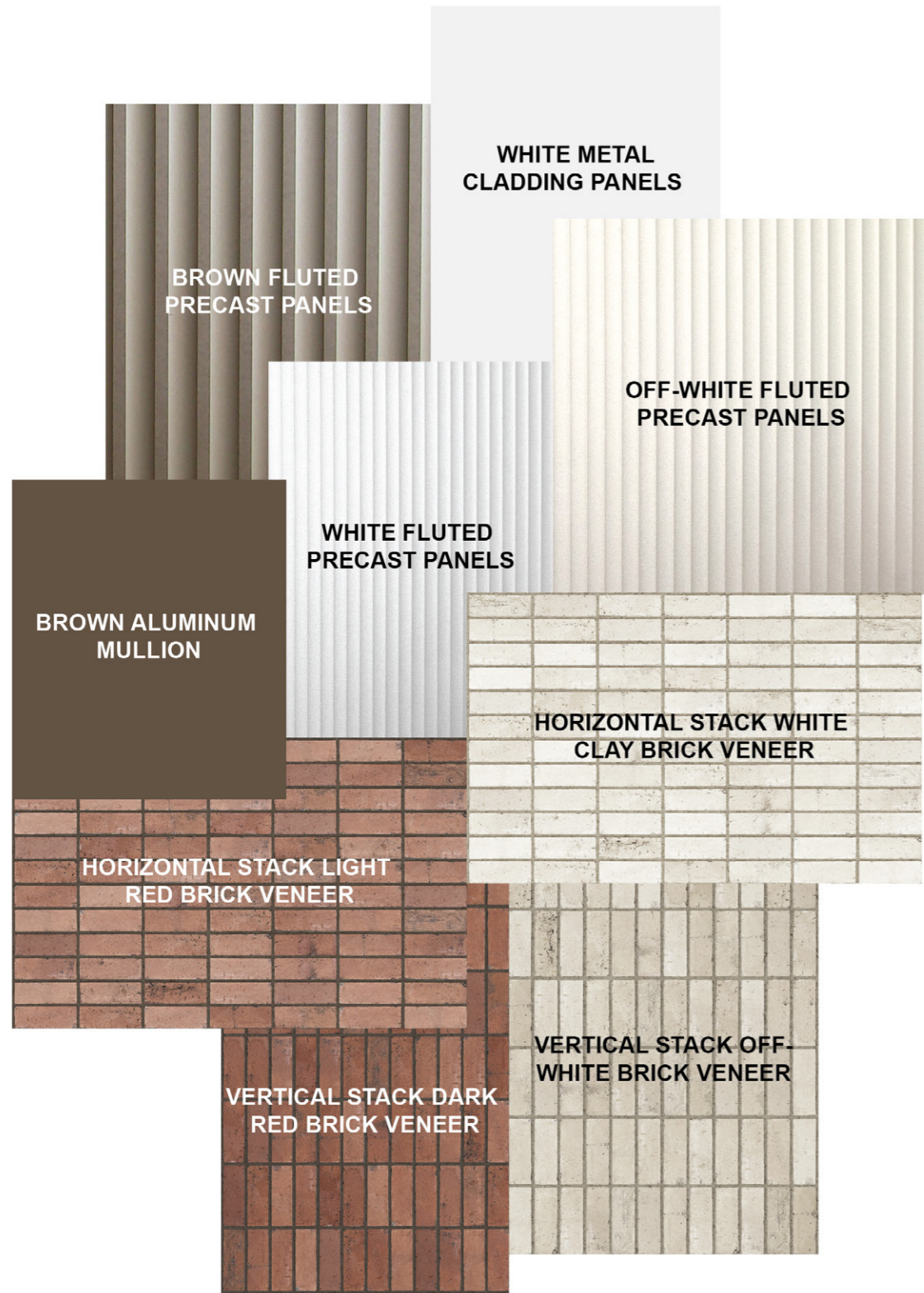
# Architectural Vision

Exploration Sketches

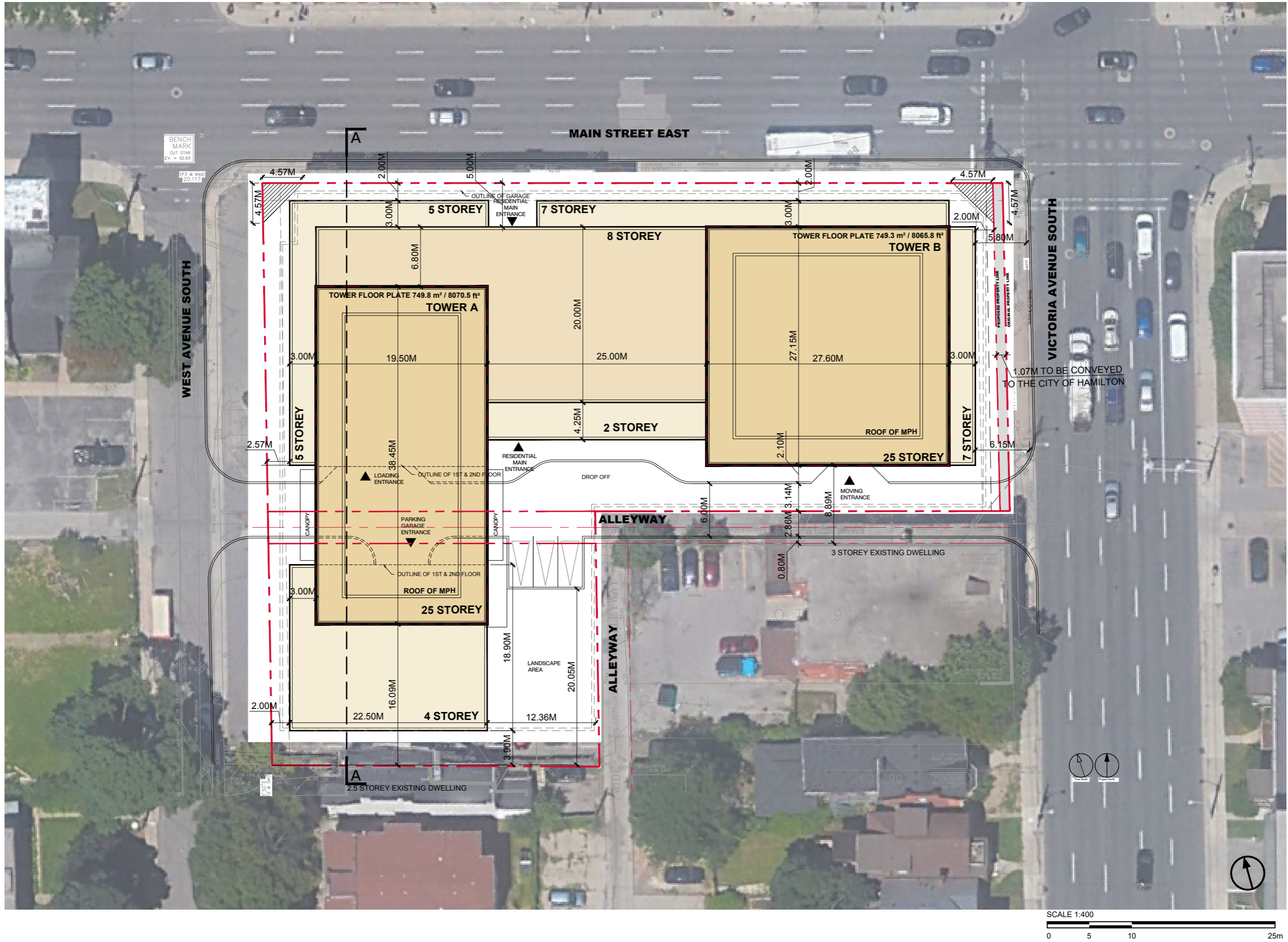


# Architectural Vision

## Materials Palette



# Floor Plans - Roof & Site Plan



# Architectural Vision

View from Claremont Access Bike and Pedestrian Path, Looking North



# Architectural Vision

View from Main Street E, Looking West



# Architectural Vision

View from Main Street E, Looking East



# Architectural Vision

View from Alleyway, Looking West





# Architectural Vision

View of Alleyway from West Ave S, Looking East



# Architectural Vision

View from West Ave S, Looking North



# Landscape Precedents

Local, Regional and International Inspiration

## Streetscape

Vertical Greenery



Thuishaven DELVA, Amsterdam, Netherlands  
DELVA Landscape Architecture Urbanism

## Rooftop Amenity



Mercer Apartments, Denver, Colorado  
SAR Architecture



55 Mercer, Toronto, Ontario  
ARCADIS



One Wellington, Brantford, Ontario  
ARCADIS

## Streetscape

Raised Planting Beds, Site Furnishing, Urban Art



Dixon Place, Salt Lake City, Utah  
MVE + Partners



4465 Dunbar, Vancouver, British Columbia  
ARCADIS



Mercer Apartments, Denver, Colorado  
SAR Architecture



King Street, Kitchener, Ontario  
ARCADIS



18th & Broadway Streetscape, Kansas City, Missouri  
Vireo Landscape Architecture



Carter Park Mural, Hamilton, Ontario  
Bryce Huffman

# Landscape Vision

Ground Floor Plan



## Landscape Vision

### Public Realm Frontages

A hierarchy of vegetation, coupled with enhanced paving treatments help direct movement and control the pace of the pedestrian streetscape while tying into existing conditions on the respective streets. Surface materiality will feature enhanced paving within the private realm, complementing the material palette of the proposed building architecture. Barrier free paths of travel are maintained on all frontages and are supported by the landscaping to maximize comfort and safety for pedestrians.



### Residential Ground Floor Frontage - Victoria Ave

While the primary frontage along Main Street will feature regularly spaced street trees, such features along Victoria Ave are substituted with quality low-level architectural plantings in response to the presence of overhead utilities. However, the streetscape is similarly delineated to support continuity, featuring private Maker Spaces, barrier free movement, and a furnishing zone which provides physical separation from the street. The confluence of Victoria Ave and Main Street will feature a small forecourt space. The Maker Spaces are envisioned as residential studios, where overhead doors connect their interiors to the passing public.



### Residential Ground Floor Frontage - Main Street

The Main Street landscape offers a complementary mix of street tree and foundation planting, bringing life and softness to this feature frontage. Providing physical separation, safety, and cooling relief, the proposed plantings contribute to a comfortable pedestrian realm and add visual interest to the streetscape. Low level plantings frame the base of the building and provide soft transitions between private and public areas. Softscape landscaping in planters and shallow beds, with occasional vertical accent elements help also to delineate ground level units and their Live/Work accommodations from one another. This frontage is envisioned to reflect a more typical Live/Work arrangement.



### Residential Ground Floor Frontage - West Ave

The West Ave streetscape subscribes to the same approach as the two higher-order frontages, however, offers more boulevard space and softness transition on the residential street. The feature ground level Maker Spaces are complemented by wider boulevard space that will house street trees and softscape areas with bench seating. This frontage provides private porches and a typical residential townhouse typology.

# Landscape Vision

## Parkette



### Parkette Walkway

Responding to the quiet, residential nature of West Ave, the Parkette Walkway is a transitional space that connects the street to the site's interior and through to Victoria Ave. A pedestrian mid-block connection at the southwest corner of the building enters a spacious walkway featuring an enhanced landscape with overhead illumination. Strategic materiality using enhanced paving and rockery leads users through the site and beyond.



### Central Parkette Space

A central parkette space located within the site's interior offers a unique opportunity for outdoor enjoyment, sheltered from the surrounding streets. This space will be primarily passive in function with quiet seating areas, open lawns, and naturalized plantings. It will also serve as a key connector of movement between West Ave and Victoria Street, independent of Main Street.

Landscape Architectural elements such as integrated lighting and feature site furnishings including 'outcrops' of rockery inspired by the escarpment will add to the design language, as well as support comfort throughout the day. Unlike many internal ground floor amenity spaces, the parkette will provide ample natural sunlight as well as shade from nearby neighbouring buildings and vegetation to offer a favourable microclimate.

The parkette along with the nearby bike storage area presents a wonderful chance to incorporate Public Art. This could potentially contribute to the existing successful mural and placemaking initiative that the city of Hamilton is involved in.



Image From Tourism Hamilton, [tourismhamilton.com](http://tourismhamilton.com)

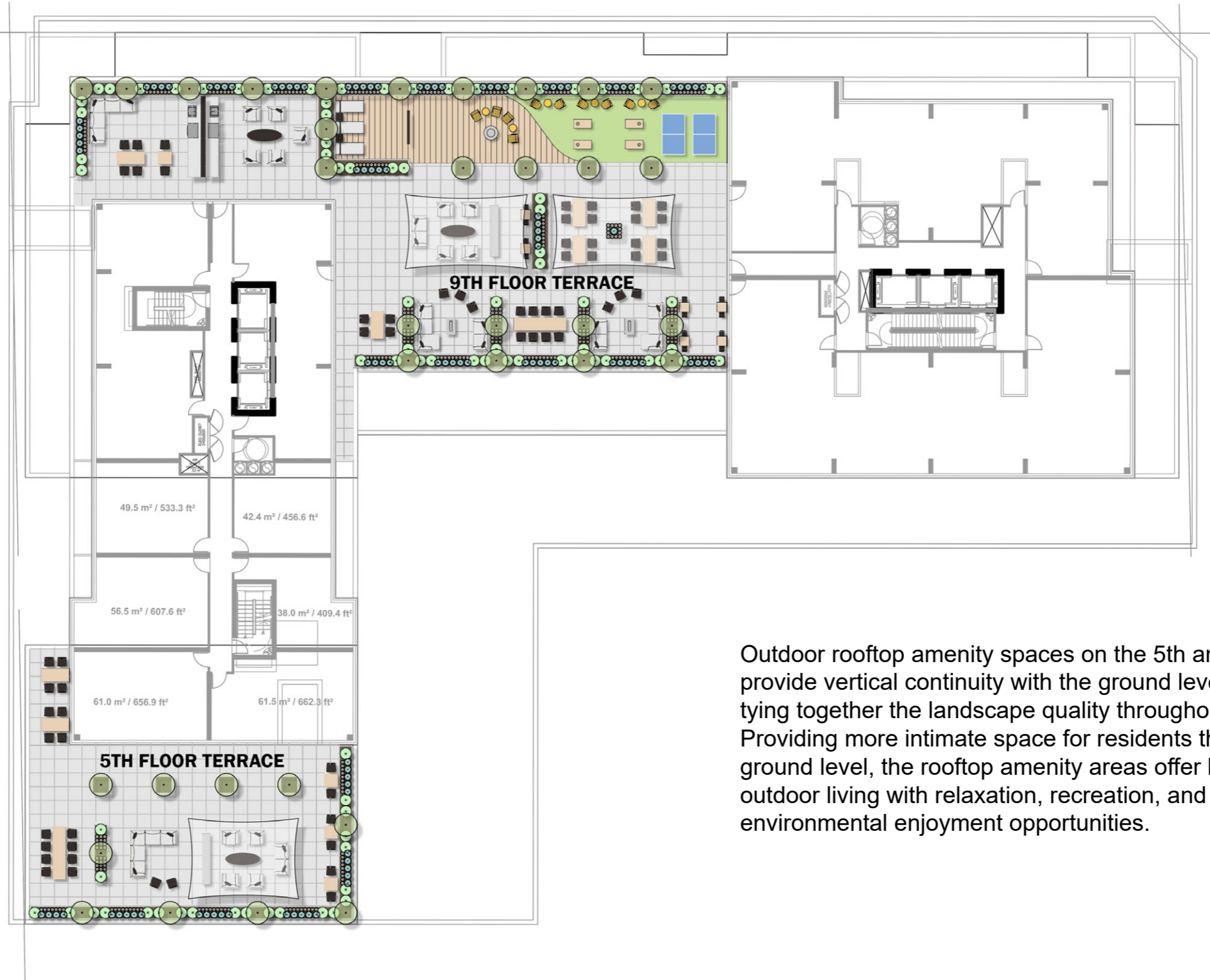
# Landscape Vision

Amenity Floor Plan

MAIN STREET EAST

WEST AVENUE SOUTH

VICTORIA AVENUE SOUTH



Outdoor rooftop amenity spaces on the 5th and 9th floors provide vertical continuity with the ground level landscape, tying together the landscape quality throughout the site. Providing more intimate space for residents than the ground level, the rooftop amenity areas offer high quality outdoor living with relaxation, recreation, and general environmental enjoyment opportunities.



# Conclusion





# Appendix

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Statistics

Isometric Study

Floor plans, Sections and Elevations

Sun Shadow Study

Visual Impact Assessment

Sustainability Considerations

Urban Design Brief

Planning Support Documents

Wind Report

Servicing Memo

Cultural Heritage Impact Assessment

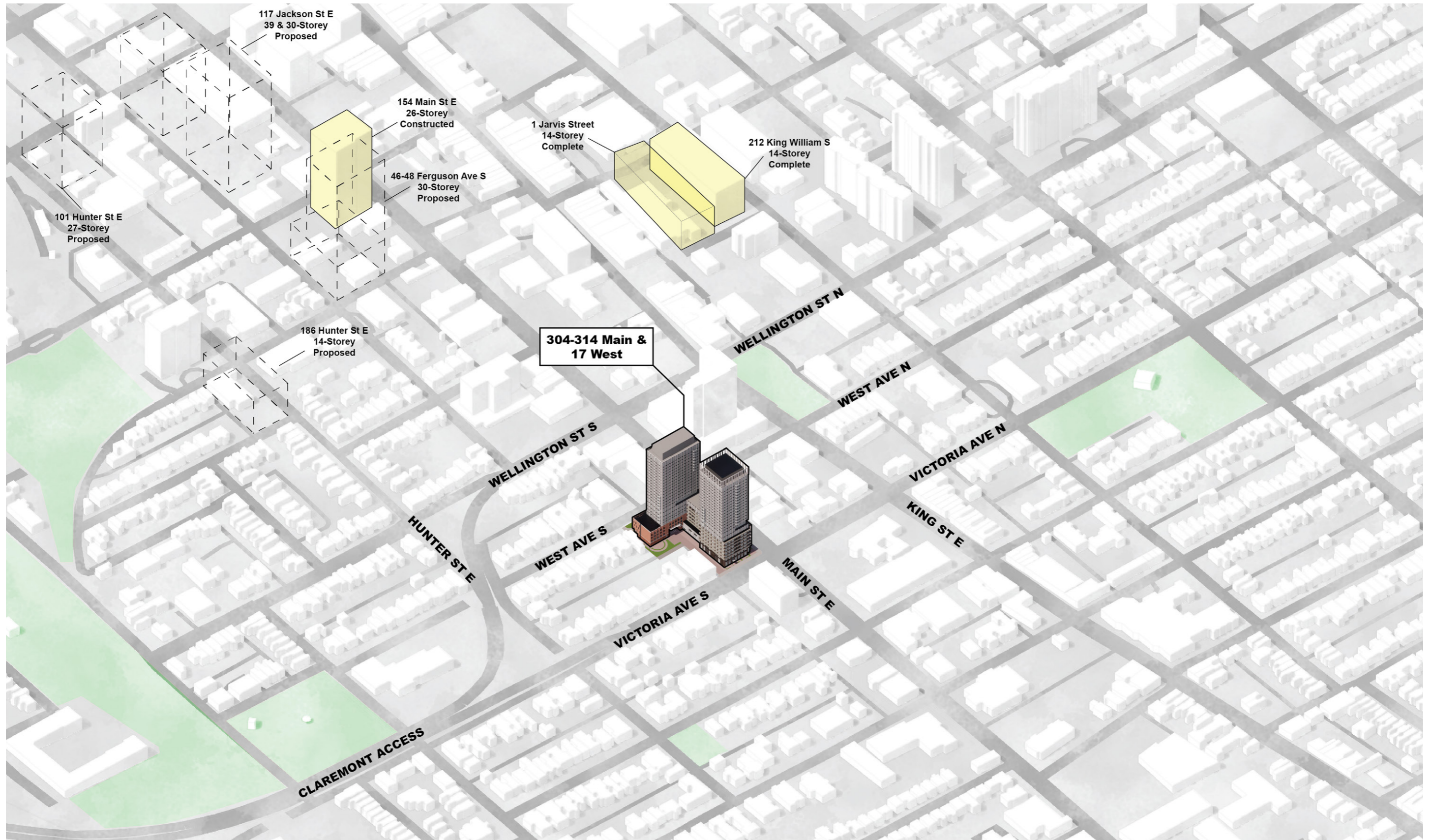
# Statistics

1.0 SITE ("Downtown Mixed Use Area" on Schedule E-1: Urban Land Designations in the Urban Hamilton Official Plan.)						
<b>1.1 SITE AREA</b>	m <sup>2</sup>	acres				
North Block	3,157	0.780				
Middle Block (Alleyway)	136	0.034				
South Block	945	0.234				
<b>GROSS SITE AREA</b>	<b>4,239</b>	<b>1.047</b>				
<b>DEDUCTIONS</b>	<b>439</b>	<b>0.109</b>				
VICTORIA AVE. SOUTH WIDENING	41	0.010				
ALLEYWAY + WIDENING	398	0.098				
<b>NET SITE AREA</b>	<b>3,800</b>	<b>0.939</b>				
<b>2.0 GROSS FLOOR AREA (m<sup>2</sup>)</b>	<b>RESIDENTIAL</b>	<b>NON-RES</b>	<b>TOTAL</b>			
	44,090	0	44,090			
<b>2.2 FLOOR AREA RATIO (TOTAL GFA/GROSS SITE AREA)</b>	<b>10.40</b>					
<b>3.0 UNIT COUNT AND MIX</b>	<b>BA</b>	<b>1 BEDROOM</b>	<b>2 BEDROOM</b>	<b>3 BEDROOM</b>	<b>TOTAL</b>	
	20	343	180	33	576	
<b>UNIT MIX</b>	3.5%	59.5%	31.3%	5.7%	100.0%	
<b>4.0 AMENITY AREAS (m<sup>2</sup>)</b>	<b>INDOOR</b>		<b>OUTDOOR</b>		<b>INDOOR RATIO</b>	<b>OUTDOOR RATIO</b>
					PER UNIT	PER UNIT
PROPOSED	1,320 m <sup>2</sup>		999 m <sup>2</sup>		2.3	1.7
PROJECT TOTAL			2,319 m <sup>2</sup>		4.0	
<b>5.0 PARKING</b>	<b>REQUIRED</b>			<b>PROVIDED</b>		
	VISITOR/NON-RES (2+0.05 per unit)	RESIDENTS	TOTAL	VISITOR/NON-RES	RESIDENTS	TOTAL
	31		31	31	139	170
<b>6.0 BICYCLE PARKING</b>	<b>REQUIRED</b>			<b>PROVIDED</b>		
	SHORT TERM	LONG TERM	TOTAL	SHORT TERM	LONG TERM	TOTAL
	0.1 per unit	0.7 per unit				
	58	403	461	60	404	464
<b>7.0 LOADING</b>	<b>REQUIRED</b>			<b>PROVIDED</b>		
	TYPE 'C'	TYPE 'G'	TOTAL	TYPE 'C'	TYPE 'G'	TOTAL
	1	1	2	1	1	2
<b>8.0 BUILDING HEIGHT</b>	<b>STOREY</b>		<b>M</b>			
PODIUM	8		30.180			
TOWER A	25		83.330			
TOWER B	25		83.330			
<b>9.0 GARBAGE BINS</b>	<b>REQUIRED</b>			<b>PROVIDED</b>		
Recyclable	16			16		
Organic	4			4		
Garbage (compacted)	13			13		
<b>TOTAL</b>	<b>33</b>			<b>33</b>		

# Isometric View - Northwest



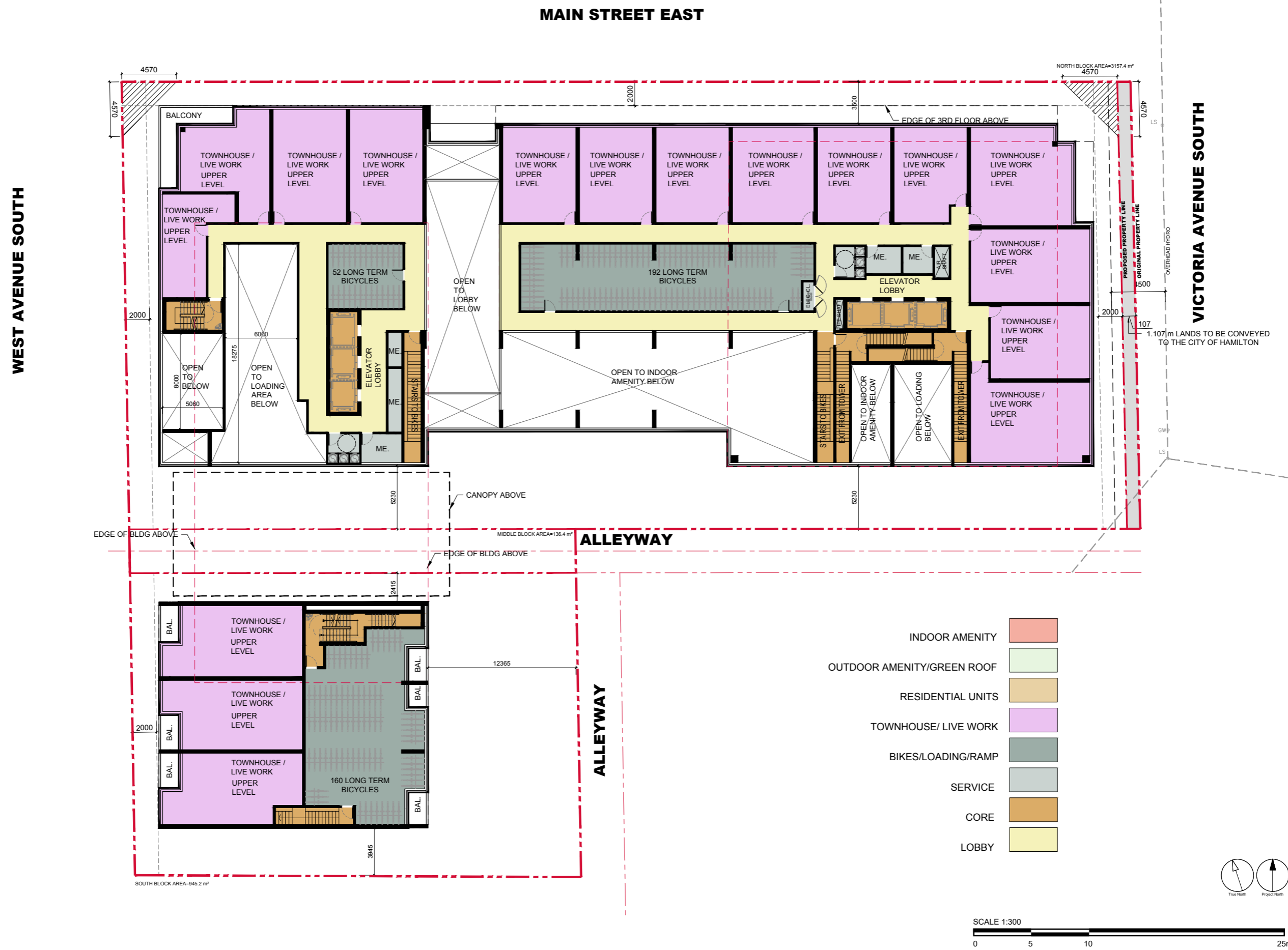
# Isometric View - Southeast



# Floor Plans - Ground Floor Plan



# Floor Plans - 2nd Floor Plan



WEST AVENUE SOUTH

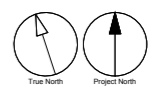
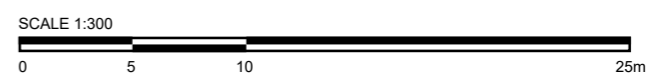
MAIN STREET EAST

VICTORIA AVENUE SOUTH

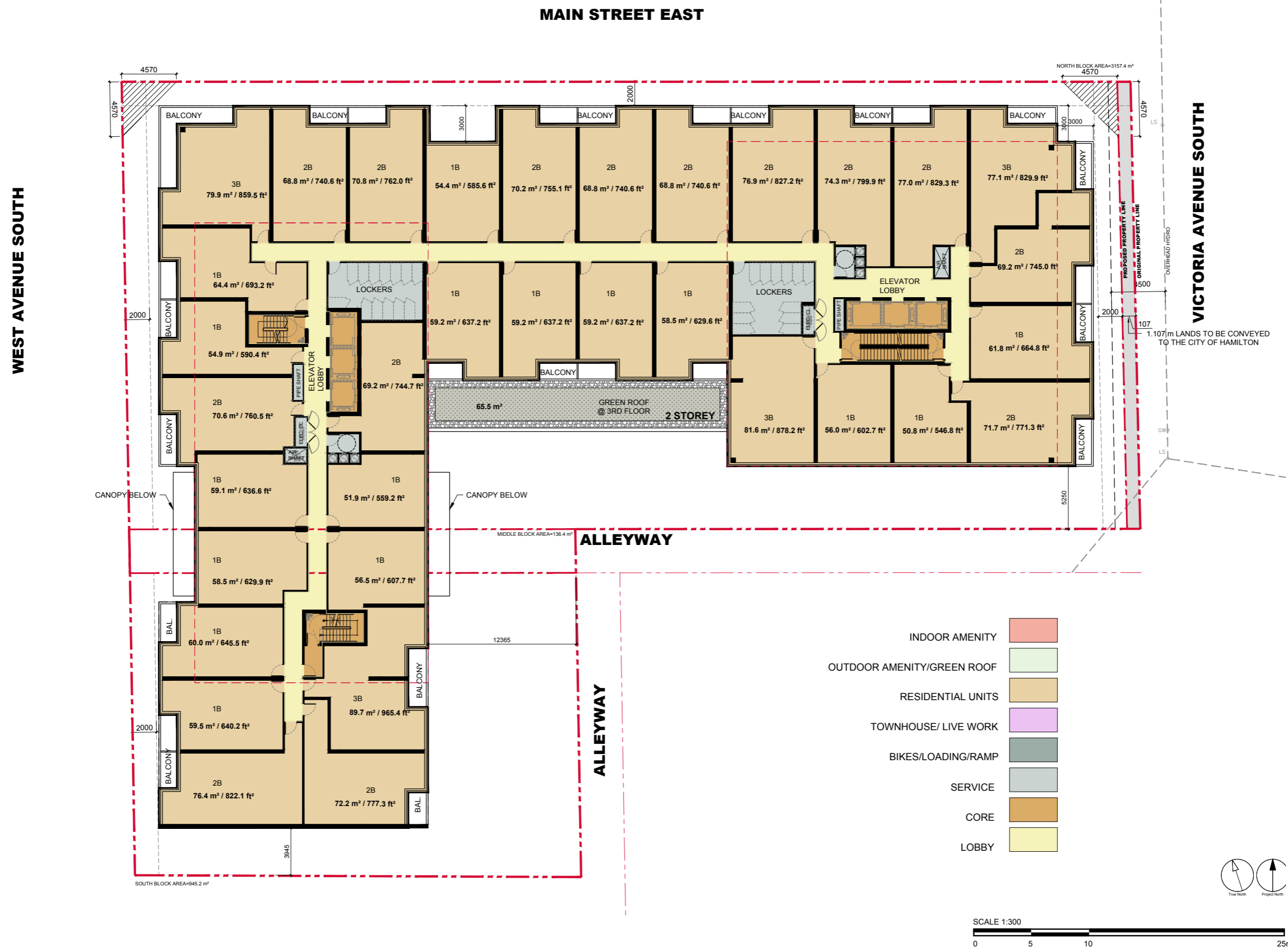
ALLEYWAY

ALLEYWAY

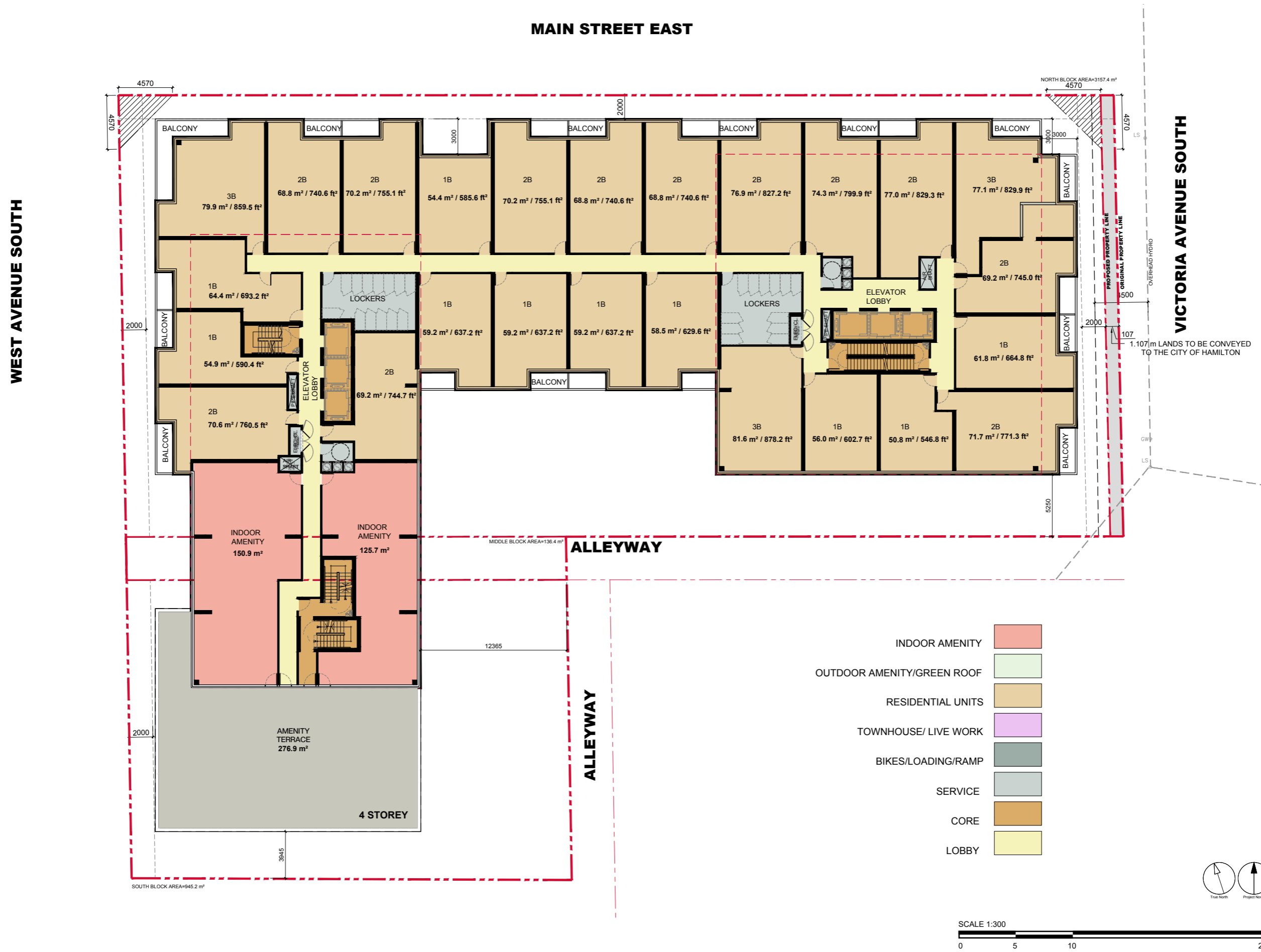
- INDOOR AMENITY
- OUTDOOR AMENITY/GREEN ROOF
- RESIDENTIAL UNITS
- TOWNHOUSE/ LIVE WORK
- BIKES/LOADING/RAMP
- SERVICE
- CORE
- LOBBY



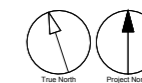
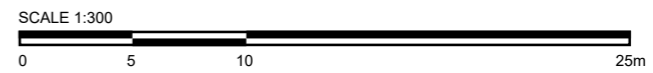
# Floor Plans - 3rd & 4th Floor Plan



# Floor Plans - 5th Floor Plan



- INDOOR AMENITY
- OUTDOOR AMENITY/GREEN ROOF
- RESIDENTIAL UNITS
- TOWNHOUSE/ LIVE WORK
- BIKES/LOADING/RAMP
- SERVICE
- CORE
- LOBBY

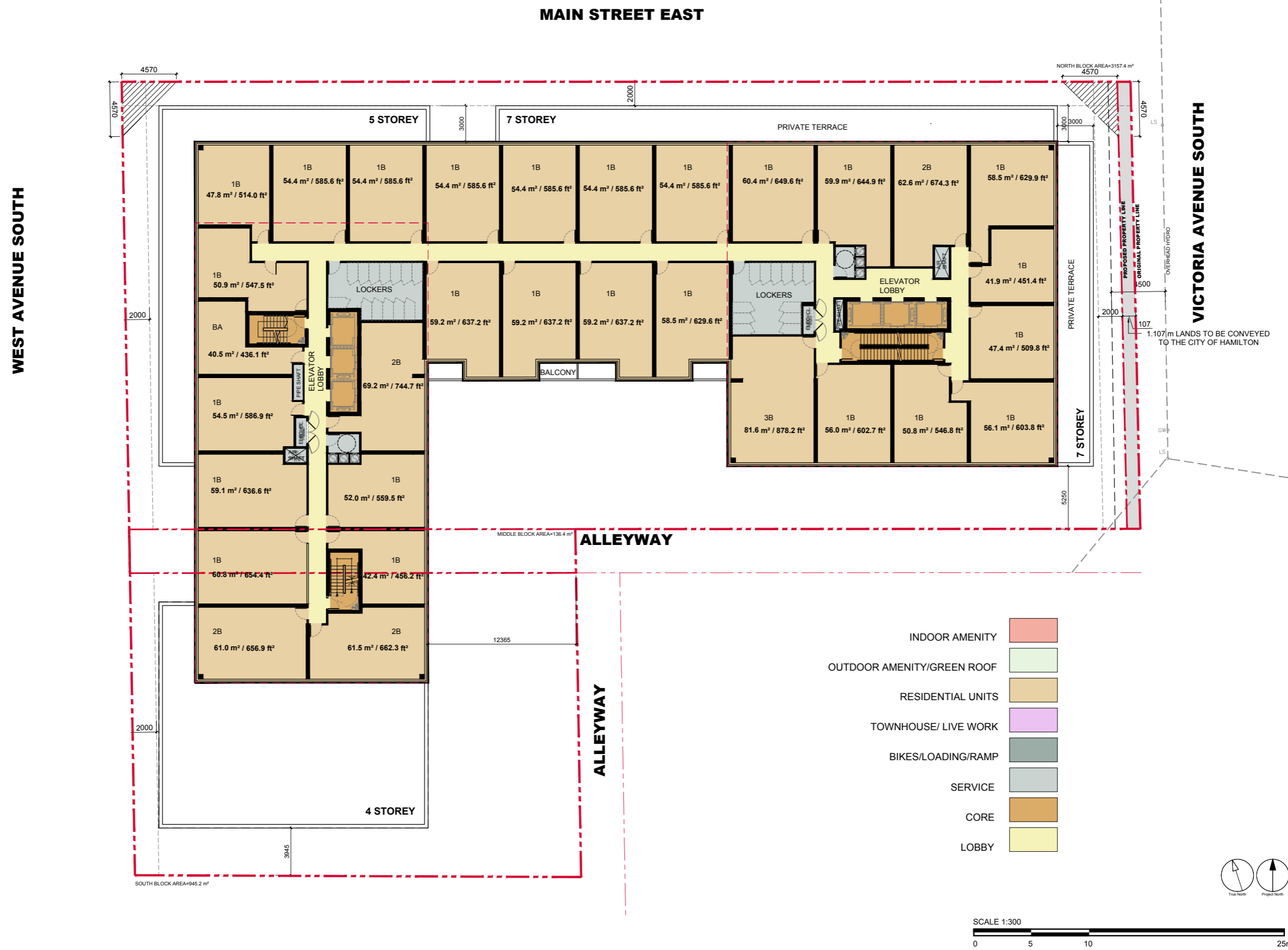




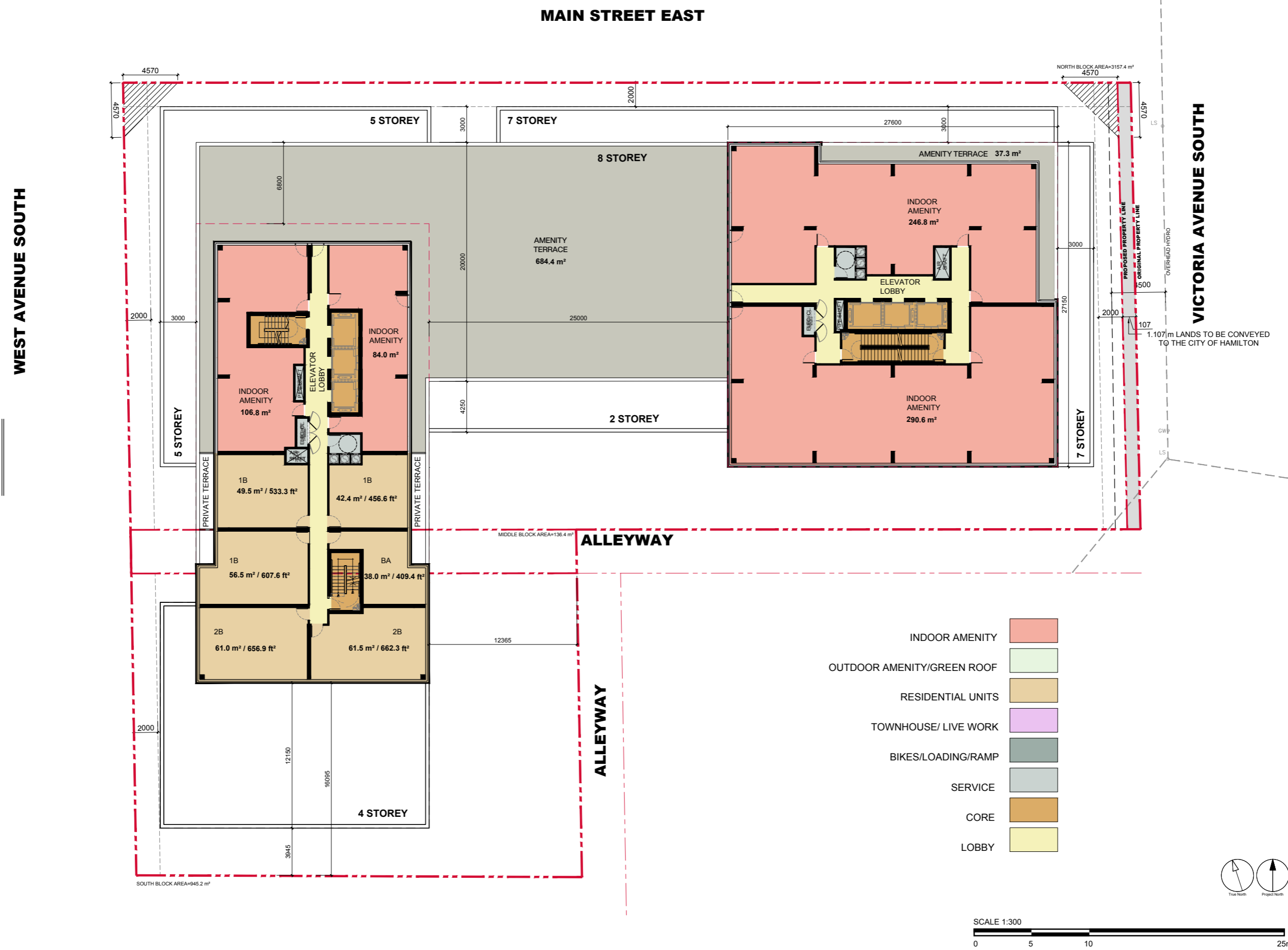
# Floor Plans - 6th & 7th Floor Plan



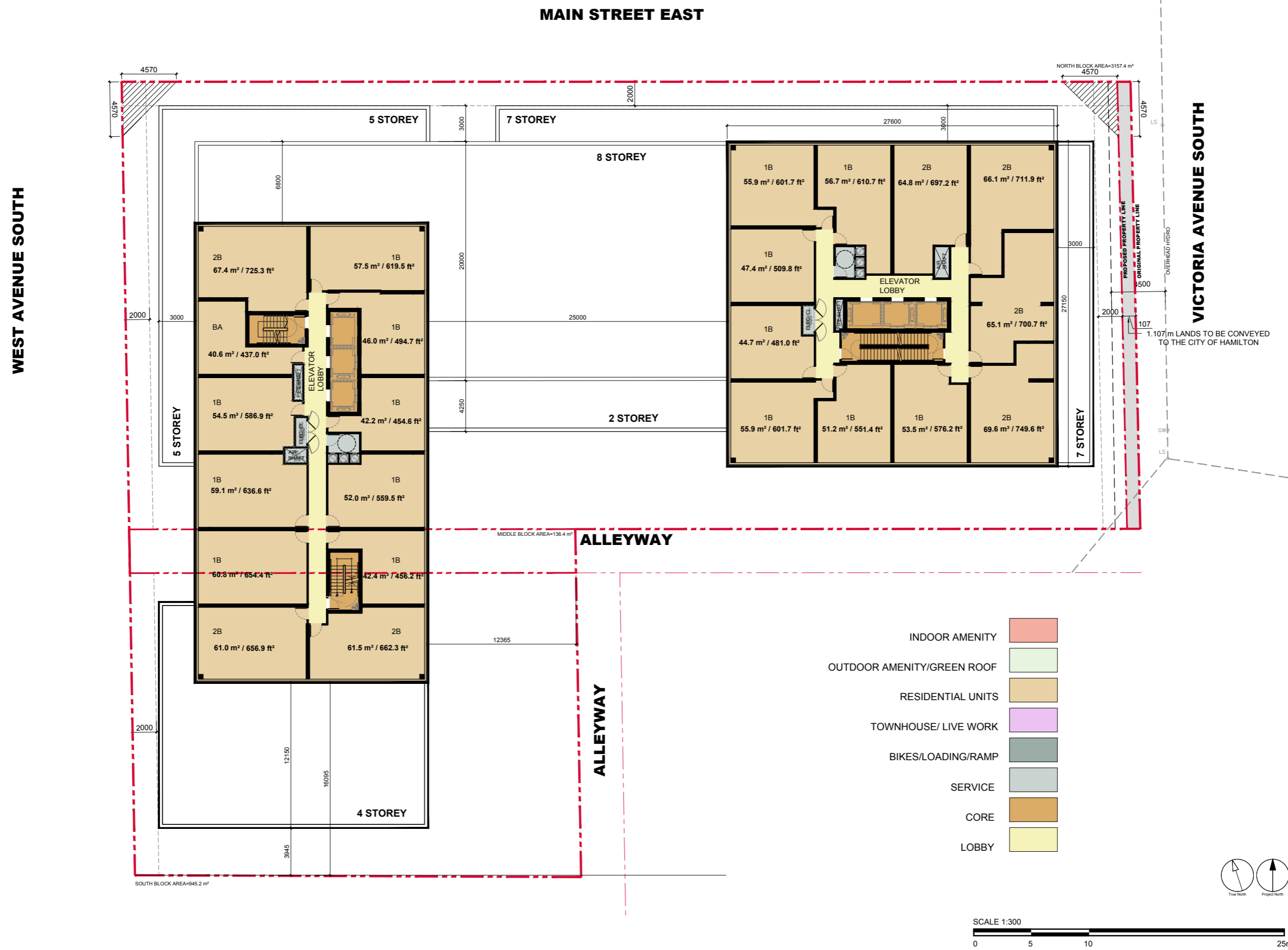
# Floor Plans - 8th Floor Plan



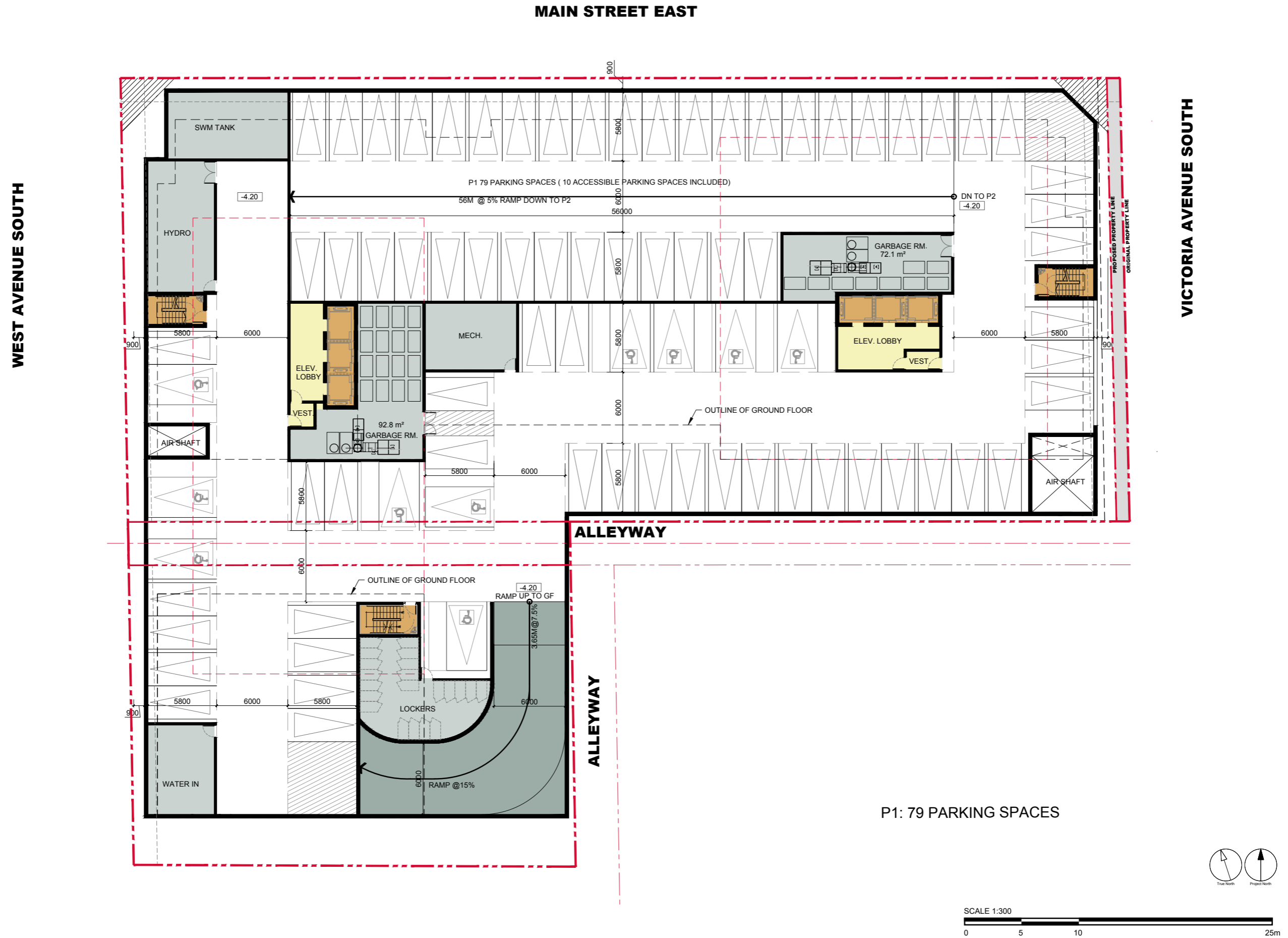
# Floor Plans - 9th Floor Plan



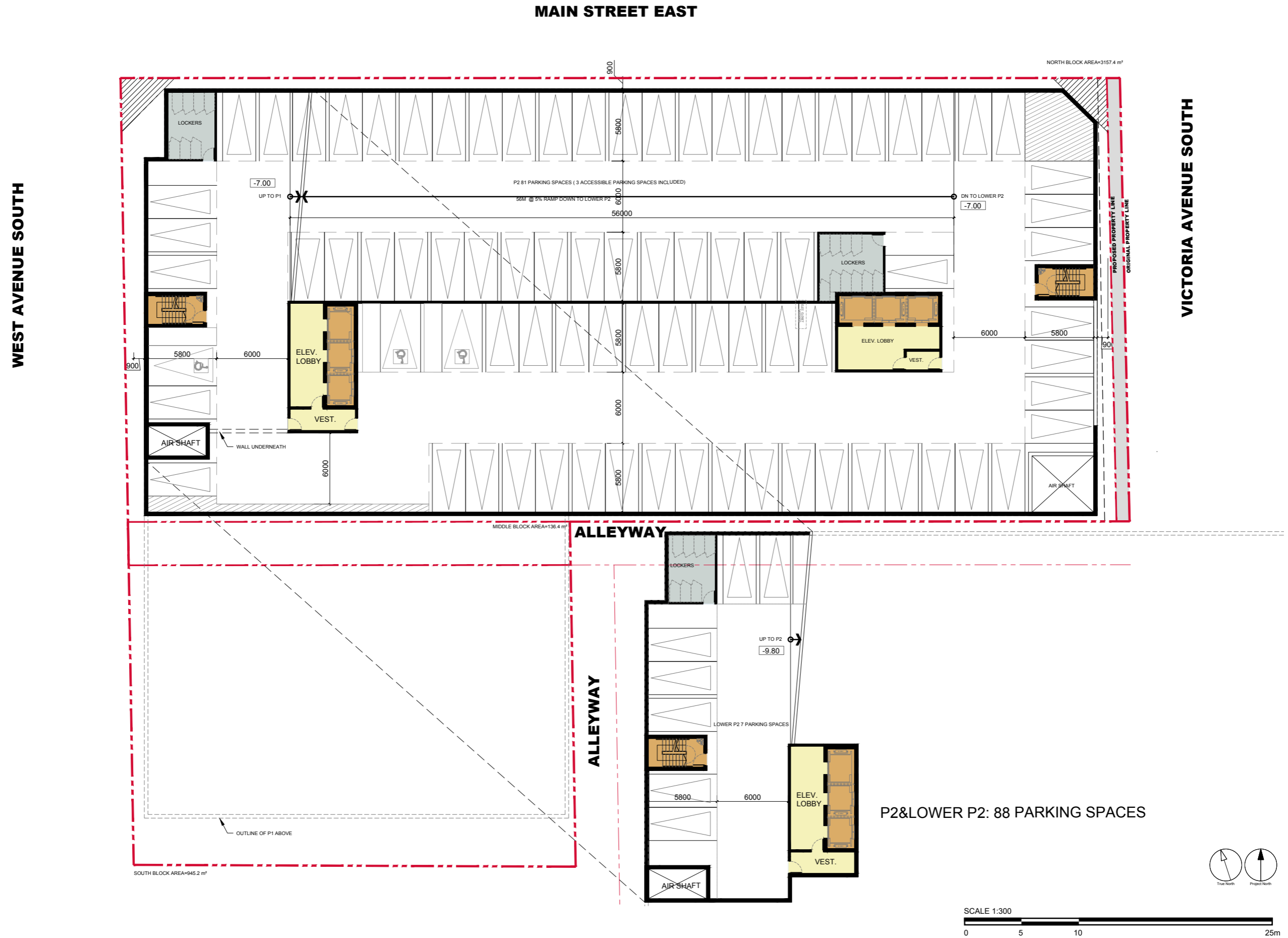
# Floor Plans - 10th & 25th Floor Plan



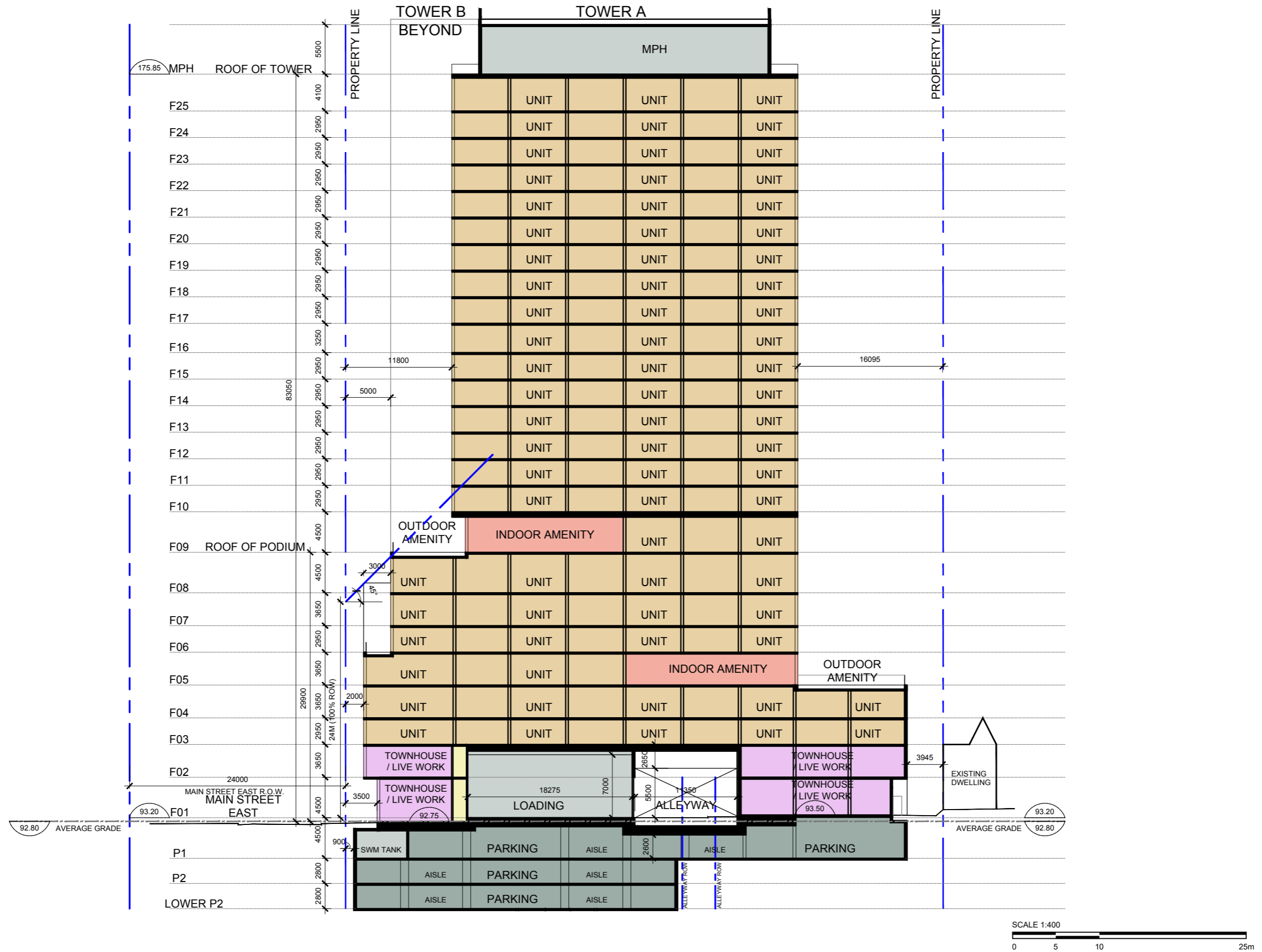
# Floor Plans - Parking Level P1 Plan



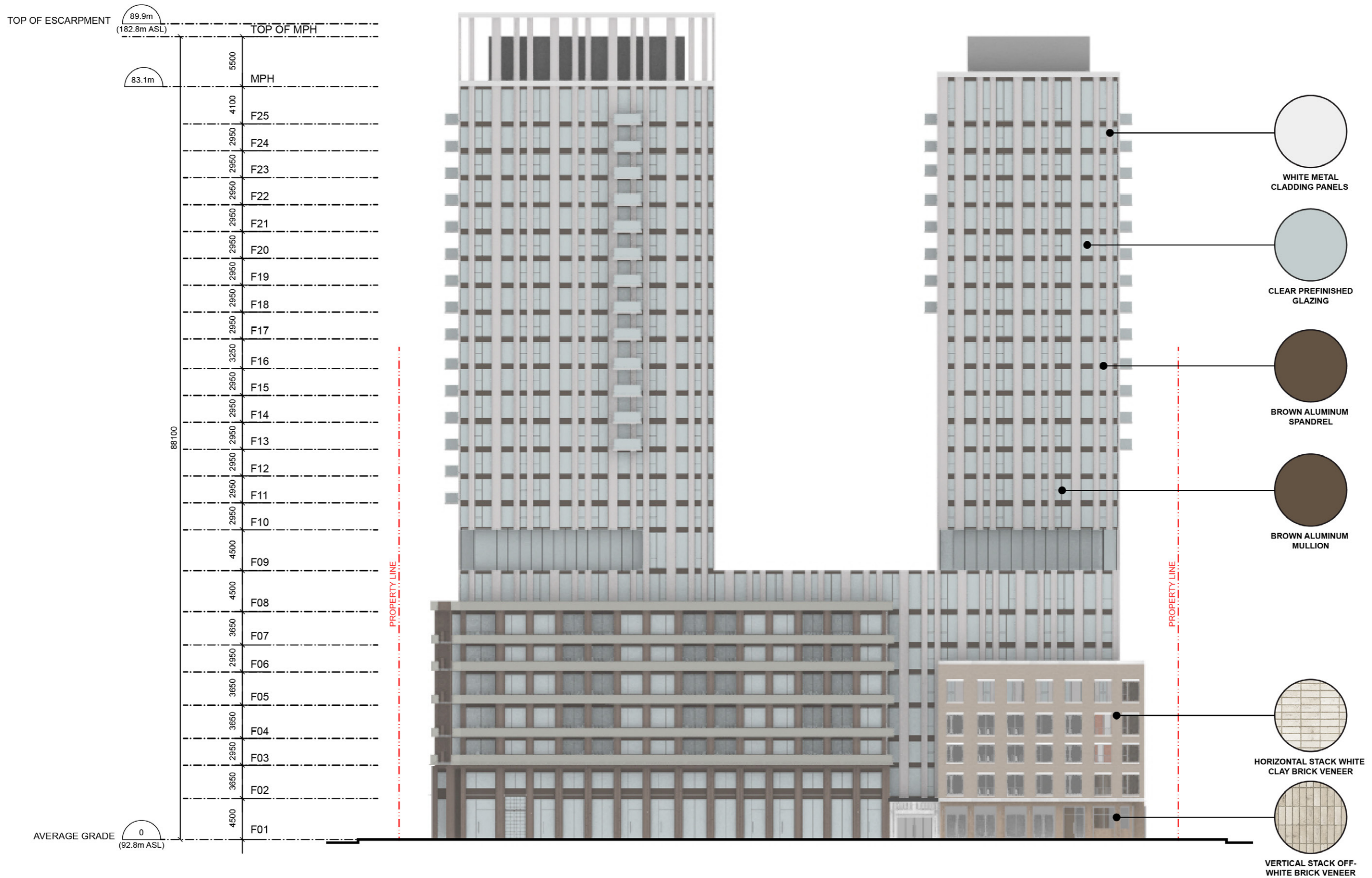
# Floor Plans - Parking Level P2 Plan



# Section - North-South

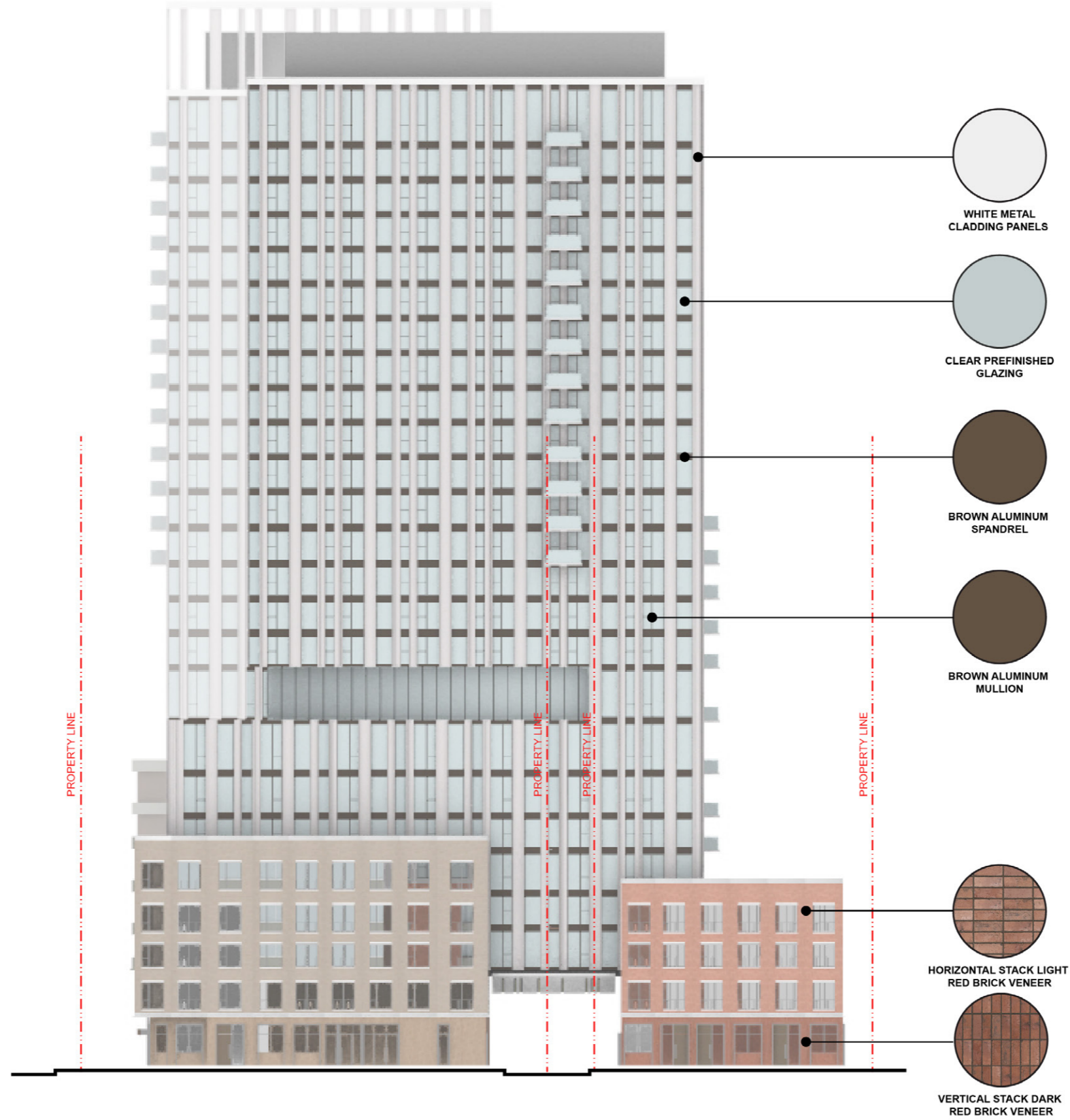
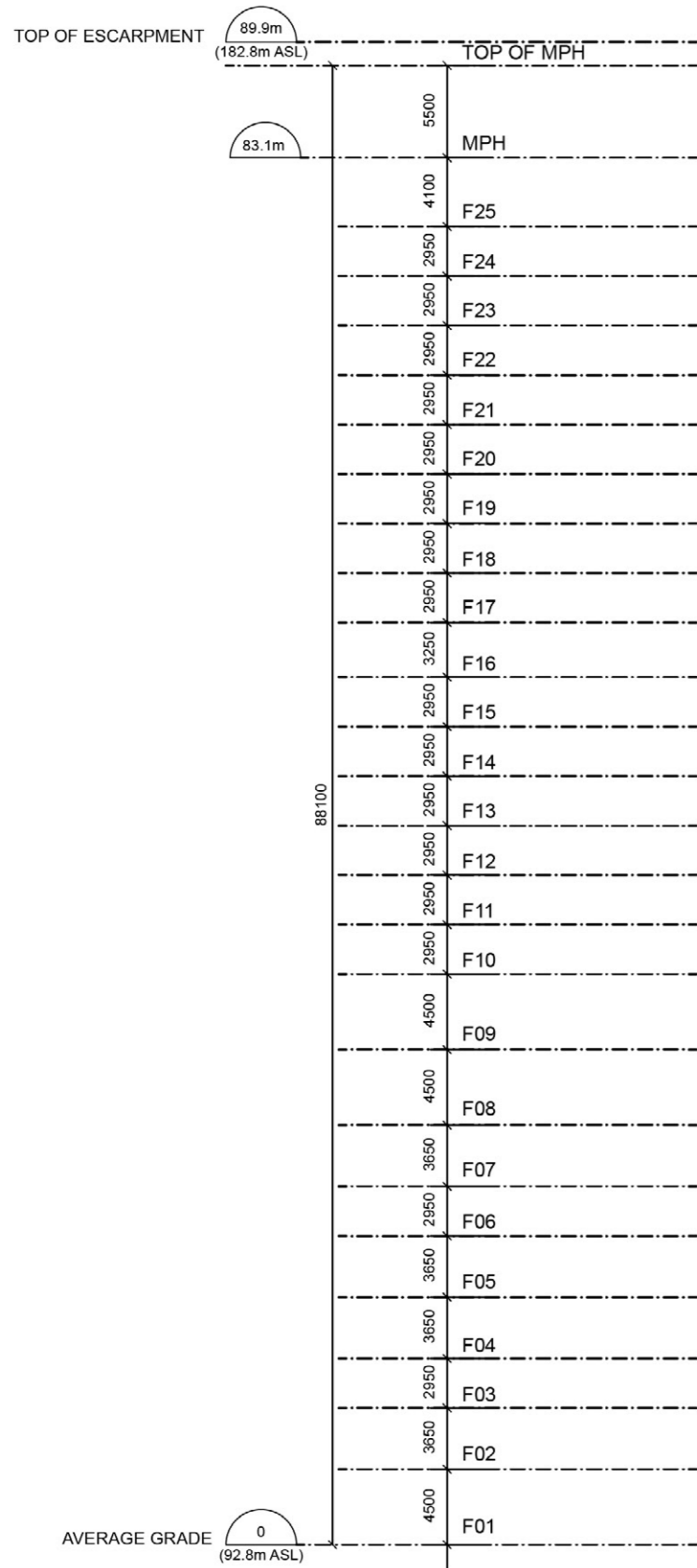


# Proposed North Elevation

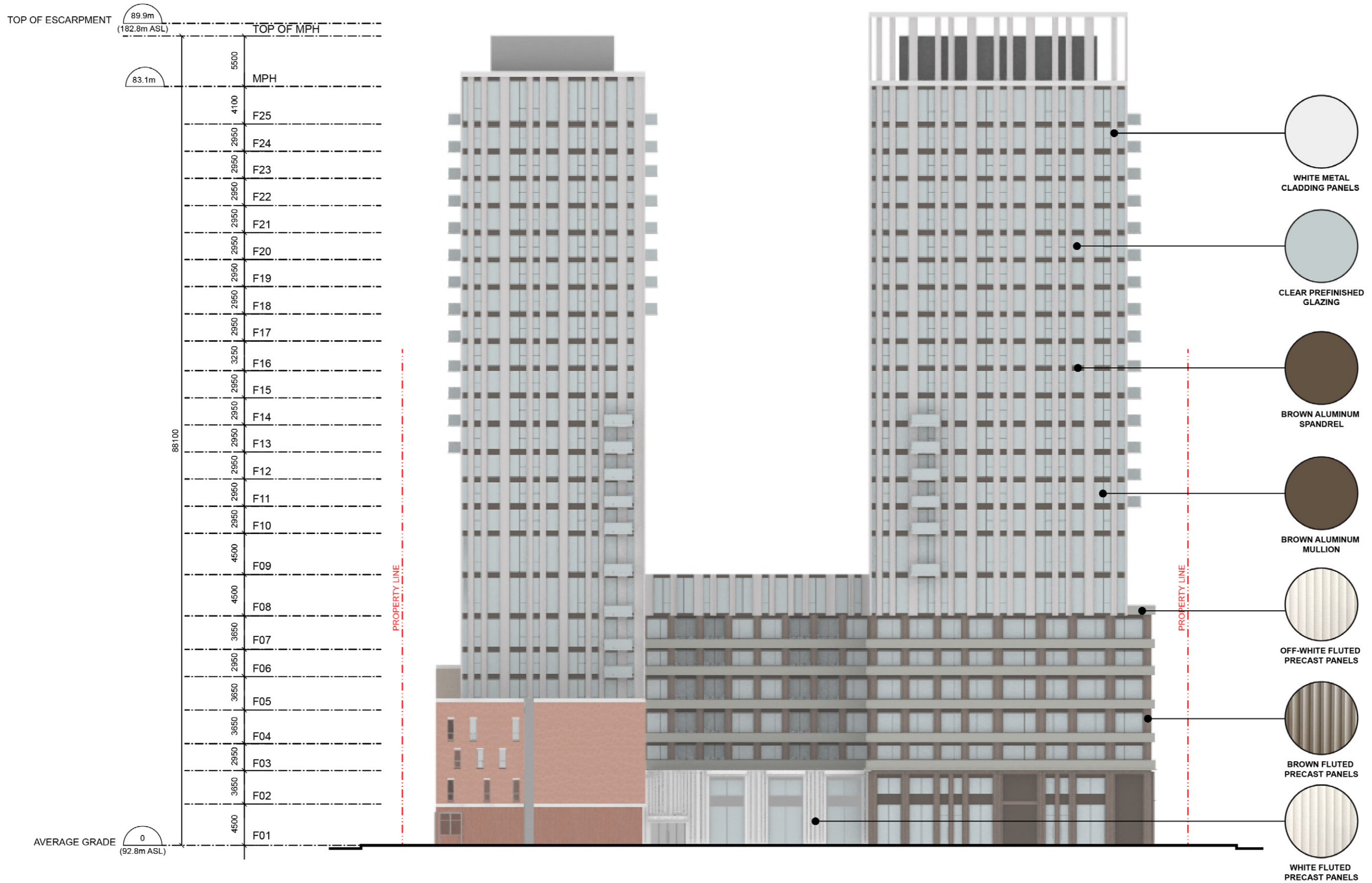




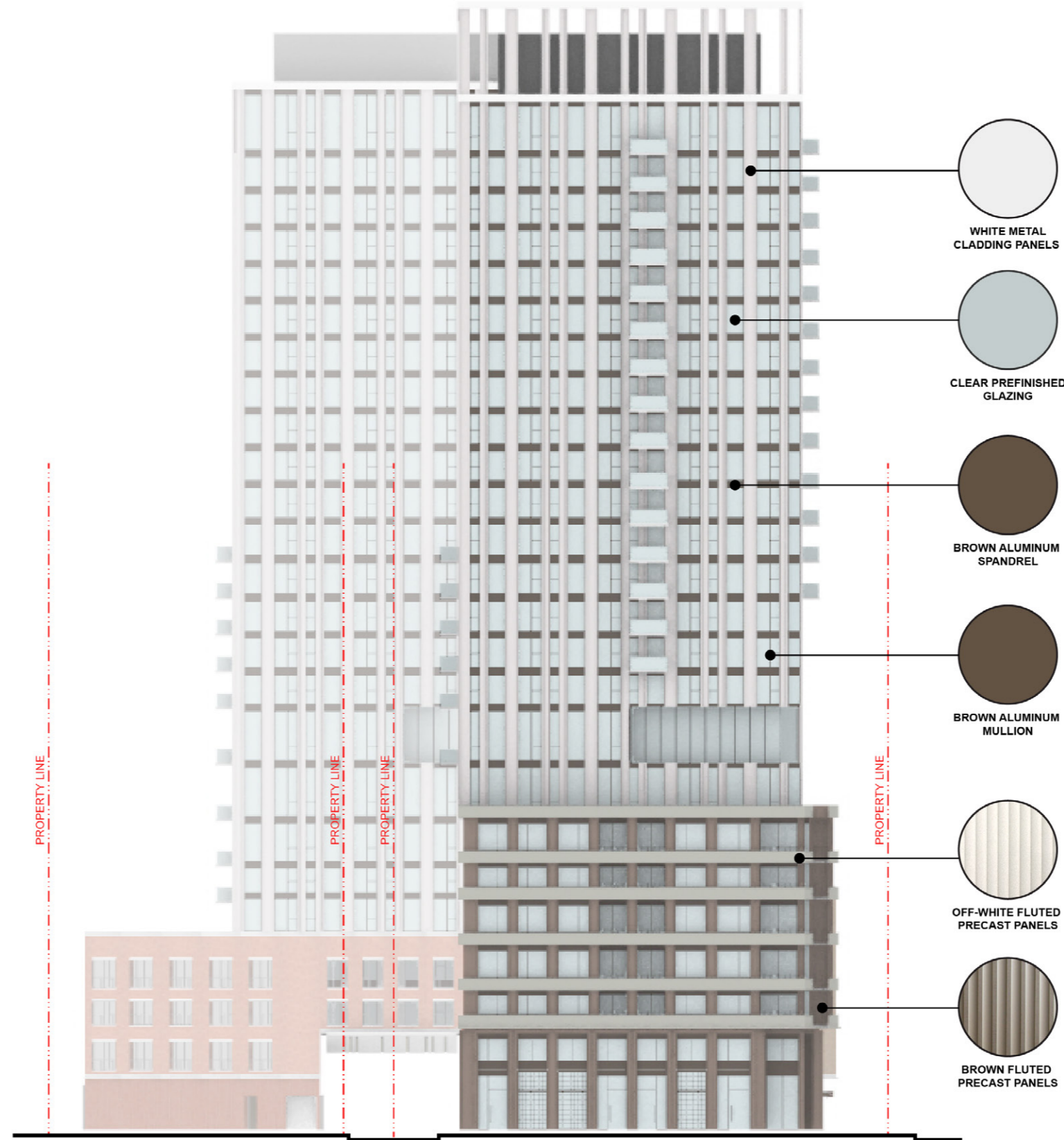
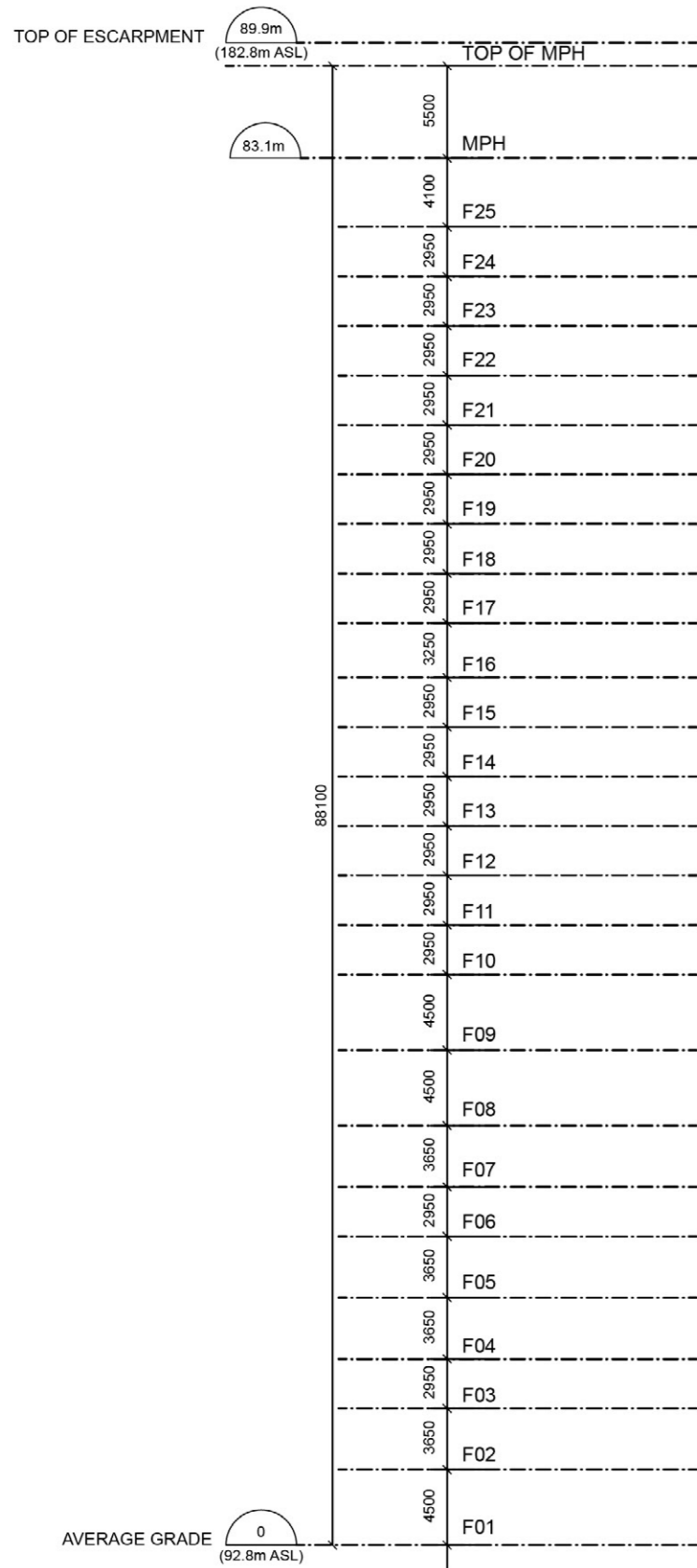
# Proposed West Elevation



# Proposed South Elevation



# Proposed East Elevation

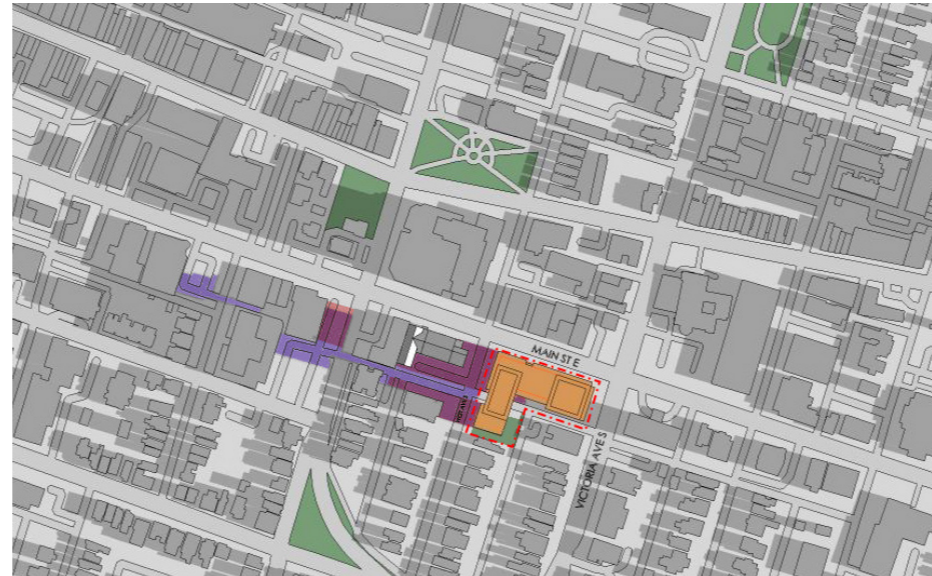


# Sun Shadow Study - March 21st 8:49 am - 1:00 pm

The sun/shadow study has been conducted to evaluate and model the potential impacts on public spaces and surrounding properties, adhering to established standards. The analysis reveals that there will be no significant shadow impacts on existing parks or parkettes. Additionally, the proposed internal public/private parkette will experience only minimal shadow effects. Although the development will cast a shadow on the immediate street frontage along Main Street, the design of the podium and tower effectively mitigates these shadows, ensuring they are of a limited and reasonable duration.



March 21 - 8:49 am (1.5 Hours After Sunrise)



March 21 - 9:00 am



March 21 - 10:00 am



March 21 - 11:00 am



March 21 - 12:00 pm



March 21 - 1:00 pm



- SITE BOUNDARY
- EXISTING SHADOWS
- AS OF RIGHT SHADOWS
- PROPOSED SITE SHADOWS/  
NET SHADOWS
- OVERLAPPING SHADOWS
- PROPOSED SITE PLAN



# Sun Shadow Study - March 21st 1:26 pm - 6:03 pm



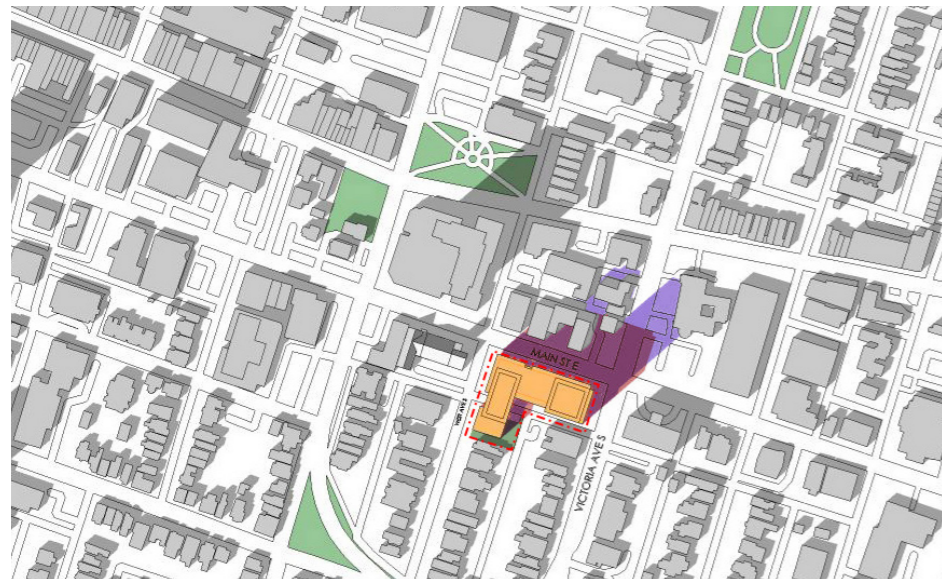
March 21 - 1:26 pm (Solar Noon)



March 21 - 2:00 pm



March 21 - 3:00 pm



March 21 - 4:00 pm



March 21 - 5:00 pm



March 21 - 6:00 pm



March 21 - 6:03 (1.5 Hours Before Sunset)



## Visual Impact Assessment






At the time of this DRP submission, the Visual Impact Assessment (“VIA”) was underway, but not completed. However, elements of the VIA have been considered in the design, including maintaining the overall height of the towers at or below the established escarpment height in meters above sea level as outlined in the downtown secondary plan. The VIA will be completed by Arcadis, and as such the design team includes the necessary expertise to guide the design. The tower sizes and shapes have been designed to conform to the Tall Building Guidelines with respect to floor plate GFA, separations, setbacks and dimensions. Several key massing diagrams, model perspectives, and axonometric views have been provided to demonstrate the appropriateness of the design to the context. With the formal OPA and ZBLA, the VIA will be submitted in accordance with the City’s Terms of Reference. However, at this stage, portions of the required study are provided in the submission package.



## Sustainability Considerations

Arcadis will implement an environmental sustainability strategy for the proposed development by implementing the requirements set forth by the Ontario Building Code. This will ensure that the project complies with the mandatory regulations while also adhering to the best practices in environmental sustainability.

Potentially incorporating Hamilton’s city-wide green building standards draft will involve a comprehensive approach that considers the five impact categories defining performance requirements:

 <h3>Energy and Carbon</h3> <p>Implementing energy-efficient systems and renewable energy sources to minimize carbon footprint and increase overall energy efficiency of the development.</p> <ul style="list-style-type: none"> <li>✓ Installing energy-efficient HVAC systems and appliances.</li> <li>✓ Incorporating passive design strategies such as natural daylighting and shading to reduce the need for artificial lighting and cooling.</li> <li>✓ Roughing in for solar panels or other renewable energy sources to generate on-site clean energy.</li> </ul>	 <h3>Ecology and Biodiversity</h3> <p>Preserving and enhancing local ecosystems by incorporating green spaces, landscaping with native flora, and implementing measures to protect biodiversity.</p> <ul style="list-style-type: none"> <li>✓ Creating green roofs or green walls where possible and appropriate to support local biodiversity.</li> <li>✓ Implementing landscaping with native plants to promote biodiversity and reduce maintenance needs while designing the site to ensure vegetation and trees can grow.</li> <li>✓ Incorporating Light pollution mitigation measures and bird friendly design strategies.</li> </ul>	 <h3>Water</h3> <p>Utilizing water-efficient fixtures, implementing rainwater harvesting systems, and employing sustainable drainage solutions to reduce water consumption and manage stormwater effectively.</p> <ul style="list-style-type: none"> <li>✓ Installing low-flow fixtures and toilets to reduce water consumption.</li> <li>✓ Implementing greywater recycling systems for non-potable water uses like irrigation or toilet flushing.</li> <li>✓ Incorporating permeable paving and rain gardens to manage stormwater on-site and reduce runoff.</li> </ul>	 <h3>Waste Management and Materials</h3> <p>Emphasizing waste reduction, recycling programs, use of sustainable materials, and construction practices that minimize environmental impact throughout the project lifecycle.</p> <ul style="list-style-type: none"> <li>✓ Designing to minimize waste during construction and incorporating high flexibility future renovations and alternative configurations.</li> <li>✓ Incorporating enclosed waste and loading facilities that accommodate separate organic, recycling and waste streams.</li> <li>✓ Using sustainable, durable and locally sourced materials with high recycled content to reduce environmental impact.</li> </ul>	 <h3>Community and Urban Design</h3> <p>Designing the development to promote walkability, accessibility, social interaction, and overall well-being of residents while contributing positively to the urban fabric of Hamilton</p> <ul style="list-style-type: none"> <li>✓ Designing pedestrian-friendly streetscapes with wide sidewalks, bike lanes, mid-block and alley-way connections and public transit access to promote active transportation.</li> <li>✓ Creating community spaces such as a small community garden, and semi-private corner gathering space to enhance social interactions and well-being.</li> <li>✓ Incorporating the possibility of mixed uses to support a vibrant and diverse urban environment with access to amenities and services within walking distance.</li> </ul>
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By integrating these categories into the sustainability strategy, Arcadis aims to create a development that not only meets the regulatory requirements but also aligns with Hamilton’s vision for green building standards and contributes to a more sustainable and resilient urban environment.

# Urban Design Brief

## Executive Summary

This Urban Design Brief has been prepared by Arcadis on behalf of Canadian Tire Properties Inc. to support the submission to the City of Hamilton's Design Review Panel for the proposed mixed use residential development at 304-314 Main Street East, & 17 West Avenue South in the City of Hamilton. Reference should be made to the full DRP submission, providing ample detail on the proposed design, including perspectives, renderings, cross sections, floor plans, and additional graphics such as site and context photos.



Figure 1 Rendering of Proposed Development

[www.arcadis.com](http://www.arcadis.com)

## Introduction

### Intent of Document

This Urban Design Brief ("UDB") has been prepared by Arcadis on behalf of 304-314 Main Street East, & 17 West Avenue South, Canadian Tire Properties Inc., and can be read as a stand-alone document to support the submission to the City of Hamilton's Design Review Panel ("DRP").

The Urban Design Brief provides direction for the implementation of the development vision with applicable policies and guidelines within the City of Hamilton, outlining how key City policies, requirements and guidelines informed the design. The proposed development is guided by the Urban Hamilton Official Plan ("UHOP"), specifically Section 6.1 Downtown Hamilton Secondary Plan (OPA 102) as part of Volume 2, Chapter B - Hamilton secondary plans, as well as Urban Design Principles expressed in section 3.3.1 Urban Design Goals - section 3.3.2.4 in Volume 1 - Chapter B - Communities, the City's Tall Building Guidelines, and the Primary Corridor Principles.

The purpose is to provide a focused brief describing the site and the context, details of the proposed development, and a review of and comment on key applicable design guidelines and policies. This UDB aims to further illustrate how the design of the subject lands has been informed by and is aligned with the conditions of the major structuring elements in the context including the built form, streetscape, and residential interface. The brief highlights key aspects of the design that will contribute to the integration of the proposed development into the public realm and neighbourhood context. Reference should be made to the full DRP submission, providing ample detail on the proposed design, including perspectives, renderings, cross sections, floor plans, and additional graphics such as site and context photos.



Figure 2 Rendering of Proposed Development



Figure 3 Rendering of Proposed Development



# Urban Design Brief

## Site Context / Proposed Design

The subject site, located at 304-314 Main Street East and 17 West Avenue South in the City of Hamilton, is positioned at the edge of the downtown Hamilton Secondary Plan boundary, along the primary corridor of Main Street, and conveniently situated near the priority transit corridor (B-Line LRT), draft MTSA Wellington station located at King Street East and Wellington Street

The property consists of two parcels of land under unified ownership, along with the potential future acquisition of adjacent laneway, which are planned for development as a single parcel. Currently, the site houses a Canadian Tire store, gas bar, and associated parking lot, all of which will be removed to accommodate the proposed development. The total net site area is 3,768 square meters (0.9 acres).

The proposed design includes two 25-storey towers (82.86 m) with a shared 8-storey podium, envisioned as a landmark gateway to Hamilton's downtown core. The shared podium will be connected over an existing alleyway, which is identified as the portion of potential future acquisition, which will act as a passageway for pedestrians as well as functioning for service and resident vehicles in two-way travel.

The ground floor will feature versatile units abutting Main Street that could be used for live/work, residential or a range of other uses, fostering a vibrant and adaptable urban environment. The development will offer a total of 576 residential units, ranging from 1 to 3 bedrooms, along with a range of indoor and outdoor amenities. Additionally, the design includes 170 parking spaces and 464 bicycle parking spaces within structured parking provided above and below ground.

The proposed design includes hard and soft landscape elements along the streetscape in the form of planted street trees as well as passive activity space that continues within the site for public/private access.



Figure 4 View From West Ave S Looking North



Figure 5 View From West Ave S and Laneway Looking West

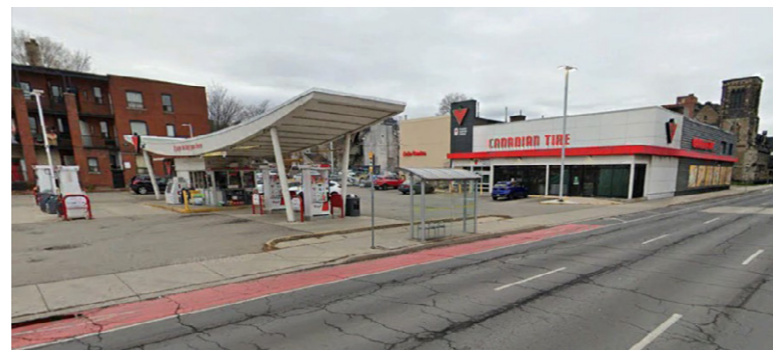


Figure 6 View From Main Street E. Looking East

## Policy Requirements & Guidelines

### Key Policies

#### Urban Hamilton Official Plan

The proposed development aligns with the UHOP, reflecting its directions, objectives and goals. It supports the City of Hamilton's goals for intensification and multi-modal transit initiatives. The city's future growth and land use vision, detailed in Chapter E – Urban Systems and Designations, focuses on the development of a nodes and corridors system. This plan outlines how growth will be directed and managed within these key areas. The subject lands are located within the Downtown Urban Growth Area. The scale and function are supportive of the vision for intensified use within the downtown core. Additionally, elements such as planted street trees and the public/private passive activity area within the site are of benefit to the Main Street Corridor and downtown area.

*2.3.1.9 The Downtown Urban Growth Centre shall generally have the highest aggregate density within the City with a minimum target density of 500 persons and jobs per hectare. The Downtown Urban Growth Centre may evolve over time to a higher density without an amendment to this Plan. (OPA 167)*

*2.3.1.13 The Downtown Urban Growth Centre shall be designed with a strong pedestrian focus to create a comfortable and animated pedestrian environment.*

# Urban Design Brief

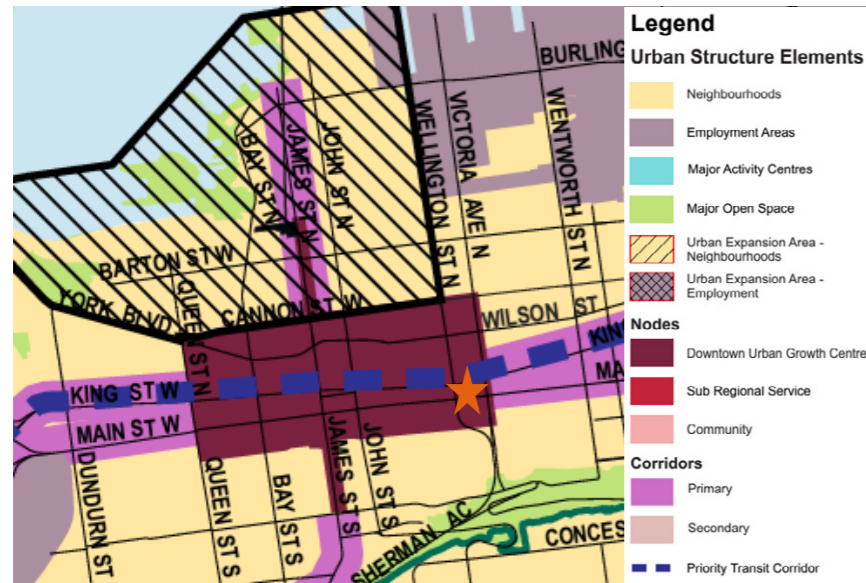


Figure 7 Schedule E Urban Structure UHOP

## Downtown Hamilton Secondary Plan

The proposed design at 304-314 Main Street East, & 17 West Avenue South is also guided by the policies set out in Section B.6.1 Downtown Hamilton Secondary plan (OPA 102).

### 6.1.2 Principals

- a) Use public realm improvements as a catalyst for revitalization.
- c) Promote Downtown living.
- d) Build on existing strengths.
- h) The Niagara Escarpment is an essential part of the character and appearance of the City

### 6.1.3.1 Respect Design and Heritage

b) Ensure that new development is compatible with the design of surrounding built heritage resource buildings.

### 6.1.3.3 Create Quality Residential Neighborhoods

a) Improve the linkages between the Downtown and surrounding residential areas through the development of vacant properties. Residential and mixed use development on these sites shall create a transitional area on the edges of the Downtown.

e) Residential development shall reflect urban design features compatible with a Downtown location and the heritage character of the area.

### 6.1.3.5 Mobility and Complete Streets

c) Reduce dependence on single occupant vehicles.

d) Promote accessibility and improve options for walking, cycling, and transit.

The Downtown Hamilton Secondary Plan supports and encourages the development of new housing within the Downtown area that combine heritage elements with contextually appropriate concepts and designs, while linking the Downtown neighbourhoods from the waterfront to the Escarpment

The Downtown Secondary Plan currently envisions Main Street as a mix of heights, ranging from 12 to 30 storeys. The majority of the subject lands are designated for Mid Rise development, with a smaller portion allocated for Low Rise 2, permitting buildings up to six storeys (6.1.4.12.b). These lands are positioned along the Main Street E. corridor, adjacent to areas designated for Highrise 1, which allows structures up to 20 storeys (Maximum Building Heights Map B.6.1-2). This proposed residential redevelopment aims to revitalize the subject sites and establish a high-quality residential development that will contribute to the downtown area and act as a gateway feature. The design integrates existing

neighborhood characteristics through podium scale and articulations, building materials, laneway use and design, and tower setbacks and setbacks, while respecting heritage structures and features situated within the broader neighborhood context.

The City of Hamilton is developing a Draft Major Transit Station Area (MTSA) study to delineate key zones for transit-supportive intensification. The subject lands are strategically located near the Priority Transit Corridor (B-Line LRT), existing rapid bus routes, and GO Network services, falling within the Wellington Station area as identified in the draft study at King Street East and Wellington Street. According to the draft MTSA report, these lands are identified as having significant future development potential to support increased transit-oriented densities. Specifically, Wellington Station is projected to meet the minimum density targets outlined by the Growth Plan, which are 160 persons and jobs per hectare for areas served by Light Rail Transit or bus rapid transit, and 150 persons and jobs per hectare for areas served by the GO Transit rail network. The proposed development aligns with the city's goals of enhancing residential intensification in key transit-accessible zones.

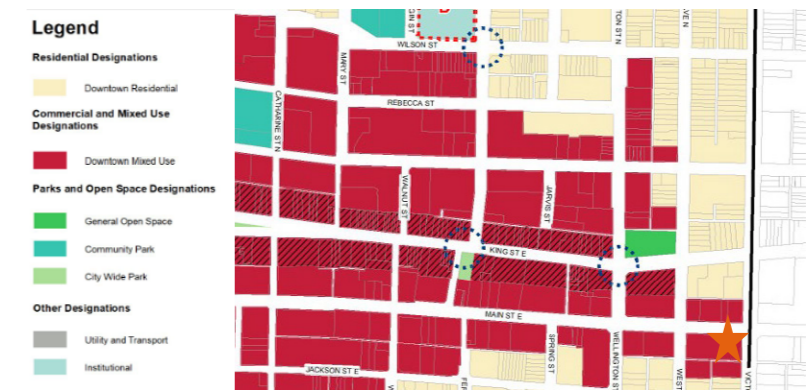


Figure 8 Schedule B.6. 1-1 Land Use DT Hamilton SP

# Urban Design Brief



Figure 9 Schedule B.6.1-2 Max Building Height DT Hamilton SP

## Urban Design Policies and Guidelines

The proposed development adheres to and was informed by the following Urban Design Principles expressed in section 3.3.1 Urban Design Goals - section 3.3.2.4 in Volume 1 - Chapter B – Communities of the Urban Hamilton Official Plan.

*3.3.1.4 Create communities that are transit-supportive and promote active transportation*

*3.3.1.5 Ensure that new development is compatible with and enhances the character of the existing environment and locale.*

*3.3.1.8 Promote intensification that makes appropriate and innovative use of buildings and sites and is compatible in form and function to the character of existing communities and neighbourhoods.*

*3.3.3.1 New development shall be located and organized to fit within the existing or planned context of an area as*

*described in Chapter E – Urban Systems and Designations.*

*3.3.3.2 New development shall be designed to minimize impact on neighbouring buildings and public spaces by c) minimizing the impacts of shadows and wind conditions.*

*3.3.3.3 New development shall be massed to respect existing and planned street proportions.*

*3.3.10.4 Where surface parking is proposed, it should be located to the sides or rear of buildings to enable the development of a continuous street edge and the creation of quality urban spaces consistent with Section B.3.3.2 – General Policies and Principles.*

*New development or redevelopment in downtown areas containing heritage buildings or adjacent to a group of heritage buildings shall:*

- a) encourage a consistent street orientation in any new building forms;*
- b) maintain any established building line of existing building(s) or built form by using similar setbacks from the street;*
- c) support the creation of a continuous street wall through built form on streets distinguished by commercial blocks or terraces;*
- d) encourage building heights in new buildings that reflect existing built form wherever possible or encourage forms that are stepped back at upper levels to reflect established cornice lines of adjacent buildings or other horizontal architectural forms or features; and*
- e) reflect the character, massing, and materials of surrounding buildings.*

The proposed development aims to create a built form, scale and organizational layout that integrates well with the existing

neighborhood character while maximizing the use and intensification of the site for mainly residential purposes.

The development addresses concerns such as shadow and wind impact on neighboring buildings and public spaces and has been/will continue to be informed by concurrent technical assessment (i.e. shadow study completed; wind study ongoing). The design respects the scale of the street through the podium height and modulation, and places surface parking to the rear of the building to maintain a continuous street edge and enhance the public realm.

Additionally, the development respects nearby heritage buildings by following a consistent street orientation and providing setbacks that conform to policy requirements (i.e. min 3 m tower to podium, exceeded in several instances). Further, it supports a continuous street wall, consistent with the existing Canadian Tire store location, and aligns building height and massing, particularly for the podium, with the existing forms, including stepped-back upper levels to match architectural features of adjacent buildings and reduce perceived building heights of the intensified use. The design demonstrates consideration of character, massing, and materials of surrounding heritage structures, contributing to general fit with the context.

The proposed development is compatible with the surrounding uses and incorporates the directions and objectives of the Urban Design Principles discussed within the UHOP

### City of Hamilton Tall Building Guidelines

Two towers of 25 Storeys with a shared 8 storey podium are proposed. The subject lands are situated within the Main St Corridor Character Area Framework. The development is designed to adhere to several key urban design principles: building base heights are aligned with the scale of adjacent structures, and entrances are made clearly visible and universally accessible from the public sidewalk. Loading, servicing, utilities, and parking are

# Urban Design Brief

strategically located underground and at the rear of the building, accessed via a lane or shared driveway. The design complements the overall street expression, particularly at the building base, through the use of diverse materials that reflect the surrounding context.

In keeping with the pedestrian scale of the street, the development avoids large-scale commercial uses and blank walls to enhance street vitality.

Regarding potential shadow impact on the surrounding context, the proposed development has been designed to mitigate potential shadow and wind impacts on the surrounding context. To achieve this, the massing of taller buildings has been optimized to reduce adverse effects on public sidewalks while accommodating increased density on-site. The arrangement of the towers, A and B, adheres to a guideline of maintaining a 25-meter separation between them, which helps preserve sunlight and sky views for adjacent properties and public spaces, including streets, parks, and other sensitive areas. Additionally, the design incorporates stepbacks at levels 4, 5, and 7 of the podium include at the rear of the building/site, culminating in a substantial stepback for the tower, which effectively minimizes shadow and wind impact on the inner block and ensures a smooth transition to neighboring properties.

Guidelines additionally state that tower floorplates should be limited to 750 square metres per floor as a best practice to limit shadow and facilitate views. The proposed floorplate for Tower A sits at an approximate 749.8 square meters and Tower B at 749.3 square meters. Overall, the development will be a positive contribution to Hamilton's skyline.

## City-Wide Corridor Planning Principles and Design Guidelines

These Guidelines are intended to apply to properties that front onto arterial roads within 400m of a Corridor identified in the Urban Official Plan. This includes properties fronting onto the identified Corridor itself as well as other arterial roads that intersect with the corridor or run parallel with the corridor within a 400 m distance from the identified Corridor, as such the subject lands are within the purview of the corridor planning guidelines area.

A key element of corridor development is intensification. A large portion of the City's intensification target is directed to Nodes and Corridors. The Urban Official Plan identifies the City's nodes and corridors as significant opportunities for creating vibrant pedestrian and transit oriented places through investment in infrastructure, residential intensification, infill and redevelopment. Nodes and Corridors evolve with higher residential densities and mixed use developments to achieve their planned functions and support transit. (Urban Hamilton Official Plan, Section E.2.1)

*4.1.b Create streetscapes that are attractive, safe and accessible for pedestrians, transit users, cyclists and drivers.*

*4.1.f Encourage a diversity of built form, neighbourhood character and development opportunities along the Corridors*

*4.5 The use of landscaping, fencing and trees can minimize the impact of new development and improve the character of an area.*

*4.7.2 Flexible Areas 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. These*

*guidelines generally apply to areas that are adjacent to pedestrian focus areas or where future intensification could result in high pedestrian activity, but currently more flexibility is warranted.*

*4.10.2 Street trees planted at regular intervals should be provided along the street wherever space permits. Trees may be planted on public or private property*

Attention to active streetscape is evident through intentional architectural design elements and is supported by landscaping along Main Street E. and continued throughout the site. The proposed development includes street trees planted at the edge of the sidewalk to enhance the overall feel and prominence of the development within the designated corridor.

Enhancements to the pedestrian realm are noted through the overall improvement of public and private walkways adjacent to and/or within each street frontage, and through design elements of the existing alleyway that has been incorporated into the proposed design from West Ave.

## Site Design & Analysis

### Site Design

The site plan design has been guided by Section 6.4 of the City's Site Plan Guidelines - design consideration for multiple unit residential developments. The general design goal is to achieve a high-quality mixed use building that orients the building towards and engages the adjacent public streets, respects ground level pedestrian scale while providing access, and provides an enhanced streetscape and public interface through built form, scale, materials and landscape elements. The proposed design adheres to the principles outlined in the City of Hamilton Site Plan Guidelines

# Urban Design Brief

## Building Design / Massing

In accordance with the UHOP Tall Building Design Guidelines, the proposed development has been designed to align with the neighborhood's existing context, incorporating principles of vertical articulation and horizontal expression.

The project features a two-tower configuration positioned above an eight-storey podium. The podium's footprint and overall height are designed to respect the existing street scale maintaining a proportionate relationship with the surrounding streetscape.

The podium incorporates varying setbacks at 4,5, and 7 storeys and material treatments that harmonize with the neighboring context. It defines an urban edge along Main Street and wraps around West Avenue, providing a consistent and engaging street presence. The massing of the two towers above the podium employs lighter materials, mitigating the visual bulk and integrating the increased density within the urban fabric.

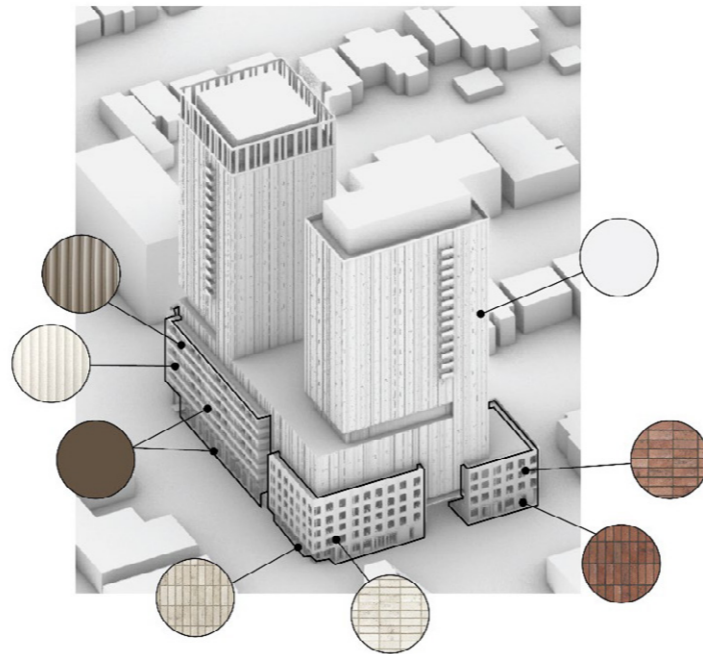
The podium's design features a diverse material palette, including brick veneer in varying colors, to reflect and resonate with adjacent heritage structures. This approach breaks down the scale of the podium's elevations and aligns with the rhythm and materiality of nearby buildings. The podium combines traditional brick elements with contemporary reinterpretations, establishing a dialogue between the new development and the historical context.

The tower components above the podium use lighter materials that contrast with the more substantial base, ensuring a visual transition from the dense podium to the more open upper levels. This design strategy maintains visual harmony while accommodating the added density.

Further, the development integrates various architectural styles, including the horizontal datum of the adjacent long-term care facility, the verticality and Victorian detailing of the nearby church, and the red brick vernacular of the residences along West Avenue.

A cantilevered canopy spans the existing laneway, inspired by the design of the existing Canadian Tire gas bar, contributing a modern architectural element that bridges historical and contemporary design. The podium's terracing down to Main Street transitions smoothly into the residential character of West Avenue, ensuring a cohesive integration with the surrounding urban environment.

Overall, the design achieves a balanced integration into the neighborhood, enhancing the streetscape while respecting both historical and contemporary architectural themes.



## Landscape Design

### Internal Parkette

A central parkette space located within the site's interior offers a unique opportunity for outdoor enjoyment, sheltered from the surrounding streets. This space will be primarily passive in function with naturalized seating areas and open lawns, but also a key connector of movement between West Ave and Victoria Street, independent of Main Street.

Landscape Architectural elements such as integrated lighting and feature site furnishings including 'outcrops' of rockery will add to the quality and design language, as well as support comfort during evening hours.

### Parkette Walkway

Responding to the quiet, residential nature of West Ave, the Parkette Walkway is a transitional space that connects the street to the site's interior and through to Victoria Ave. A muted gateway area at the southwest corner of the building enters a spacious walkway featuring an enhanced landscape with overhead illumination. Strategic materiality and rockery lead users through the site and beyond.

### Street Frontages

A complementary mix of street tree and foundation planting brings life and softness to the respective streetscapes. Providing separation, safety, and cooling relief, the proposed plantings contribute to a comfortable pedestrian realm and add visual interest. Low level plantings frame the base of the building and provide soft transitions between private and public areas. Softscape landscaping in planters and shallow beds, with occasional vertical accent elements help also to delineate ground level units and their 'maker spaces' from one another.

A hierarchy of vegetation in planters, coupled with enhanced paving treatments also help direct movement and control the pace

# Urban Design Brief

of the pedestrian realm. While the primary frontage along Main Street will feature regularly spaced street trees, such features along Victoria Ave are substituted with quality low-level architectural plantings in response to overhead utilities.

Surface materiality will feature enhanced paving within the private realm, complementing the material palette of the proposed building architecture. Barrier free sidewalks and paths of travel are maintained on all frontages and are supported by the landscaping to maximize comfort and safety for pedestrians.

### Future Rooftop Amenity

Outdoor rooftop amenity spaces provide vertical continuity with the ground level landscape, tying together the quality through materiality and design consistency. Providing more intimate space for residents than the ground level, the rooftop amenity areas offer high quality outdoor living with relaxation, recreation, and general environmental enjoyment opportunities.



Figure 10 Landscape Parkette Vignette 2

## Conclusion

This Urban Design Brief evaluates the proposed development against the urban design principles and guidelines established by the City of Hamilton, including the Urban Hamilton Official Plan, the Downtown Hamilton Secondary Plan, the Tall Building Guidelines, and the City-Wide Corridor Planning Principles. The design demonstrates a commitment to context-sensitive intensification along a key primary corridor, aligning with the City's vision for the Downtown Urban Growth Centre. It incorporates architectural detailing that enhances visual interest, provides appropriate massing and built form in consideration with the surrounding neighborhood, and strategically locates parking, loading, and servicing facilities.

For a comprehensive understanding, the full Design Review Panel submission should be consulted, which includes detailed perspectives, renderings, cross-sections, floor plans, and site context photos.

As the planning approvals process continues, further refinements may be made before final site plan approval. Overall, it is our opinion that the proposed development at 304-314 Main St E. & 17 W. Ave S. will make an exceptional addition to the City's downtown area.

# Planning Support Documents

## Urban Hamilton Official Plan

- Chapter E Urban Systems
- B.3.3 Urban Design Policies
- S 6.4 Site Plan Guidelines

## City of Hamilton Downtown Secondary Plan

- 6.14.12 Building Hights
- 6.1.4.18 High Rise Buildings

## Hamilton Tall Buildings Guidelines

- 3.0 Contextual Considerations
- 5.0 Public Realm Interface

## City Wide Corridor Planning Principals and Design Guidelines

- 1.0 Application
- 3.0 Corridor Planning Principals
- 4.0 Corridor Design Guidelines

## Draft MTSA Study Prepared by Dillion Consulting on behalf of the City of Hamilton

## Wind Report

At the time of this DRP submission, the Quantitative Wind Study was also underway, but not completed. RWDI has been retained to complete the study, and for this submission has provided preliminary qualitative comments to guide the design. This qualitative assessment is provided with the submission and provides a high-level description of the expected ground level wind conditions on and around the site due to the introduction of the proposed high-rise. This memo is based on experience with pedestrian wind studies for similar type buildings and provides some preliminary ideas on mitigating undesirable wind conditions to be considered as the design evolves prior to OPA and ZBLA application submission.





# Servicing Memo

## Memo



**SUBJECT**

Preliminary Servicing memo for 304/314 Main Street  
Hamilton, Ontario

**TO**

Mike Crough, MCIP RPP  
Studio Manager  
Arcadis Professional Service (Canada) Inc

**DATE**

August 20, 2024

**DEPARTMENT**

Land Engineering

**COPIES TO**

J.Jenkins, P.Eng. P.E.

**PROJECT NUMBER**

135008

**NAME**

Imad Qneibi, P.E.ng

Referencing the project 304/314 Main Street, the Land Development team within the Hamilton office has reviewed the topographic survey and as-built drawings for existing services adjacent to and surrounding the site from a servicing feasibility perspective. The team has provided a preliminary (high level) servicing exhibits to serve the site with sanitary sewer, storm sewer and water supply system.

The proposed site servicing exhibit illustrates the following:

### Sanitary Sewer

Based on the as-built plans, the site is surrounded by combined sewers that can be utilized for the sewer connection. The combined sewers are as follows:

- 300 mm combined sewer in West Avenue;
- 375 mm combined sewer in Main Street;
- 375 mm combined sewer in Victoria Avenue.

Currently, it is not clear where the site connects with the sanitary sewer. Therefore, Arcadis design team proposes to connect a 150mm PVC sanitary sewer to the existing 300 mm combined sanitary sewer within West Avenue. Refer to the preliminary servicing exhibit for clarification.

Detailed design of the service and the combined sewer capacity will be determined during the next phase of the project.

Refer to the preliminary site servicing exhibit for details.

### Storm Sewer

After review of the as-built plan and profiles, it was observed that the surrounding rights-of-way have both combined sewers and storm services that can be utilized to service the site.

The as-built plans show the existing services as follows:

- 300 mm combined sewer in West Avenue;
- 375 mm combined sewer and 1.2X1.2 Storm sewers in Main Street;
- 375 mm combined sewer in Victoria Avenue.

Mike Crough  
Arcadis Professional Services (Canada)  
August 20, 2024

Similar to the sanitary sewer services, it is not clear where the current site connects to the storm sewers. Thus, the design team has determined that the most efficient way to service the site with storm is to extend a 375 mm PVC storm from the existing 375 mm combined sewers within Main Street.

This proposed storm is located between the building and western property line of the site. This location provides adequate room for a quality control OGS and control manhole prior to existing the site. The proposed storm attenuation tank is located within the P1 level of the proposed building.

Refer to the preliminary site servicing exhibit for details.

Detailed design of the service, underground attenuation tank and the combined sewer capacity will be determined during the next phase of the project.

### Water Supply System

The topographic survey and as-built plan and profile indicate that the surrounding rights-of-way have available potable water services that can be utilized to service the site.

The existing potable water services are as follows:

- 150 mm Potable Water in West Avenue;
- 150 mm Potable Water in Main Street;
- 150 mm Potable Water in Victoria Avenue.

Given that the proposed mechanical room per the architectural plans is adjacent to West Avenue, it is proposed to service with potable water by extending a 150 mm water service from West Avenue to the mechanical room. The proposed water service branches out at the property line to provide a separate 150 mm fire service and 100 mm domestic service. Detailed design and pressure calculations for the potable water service will be calculated in the next phase of the project.

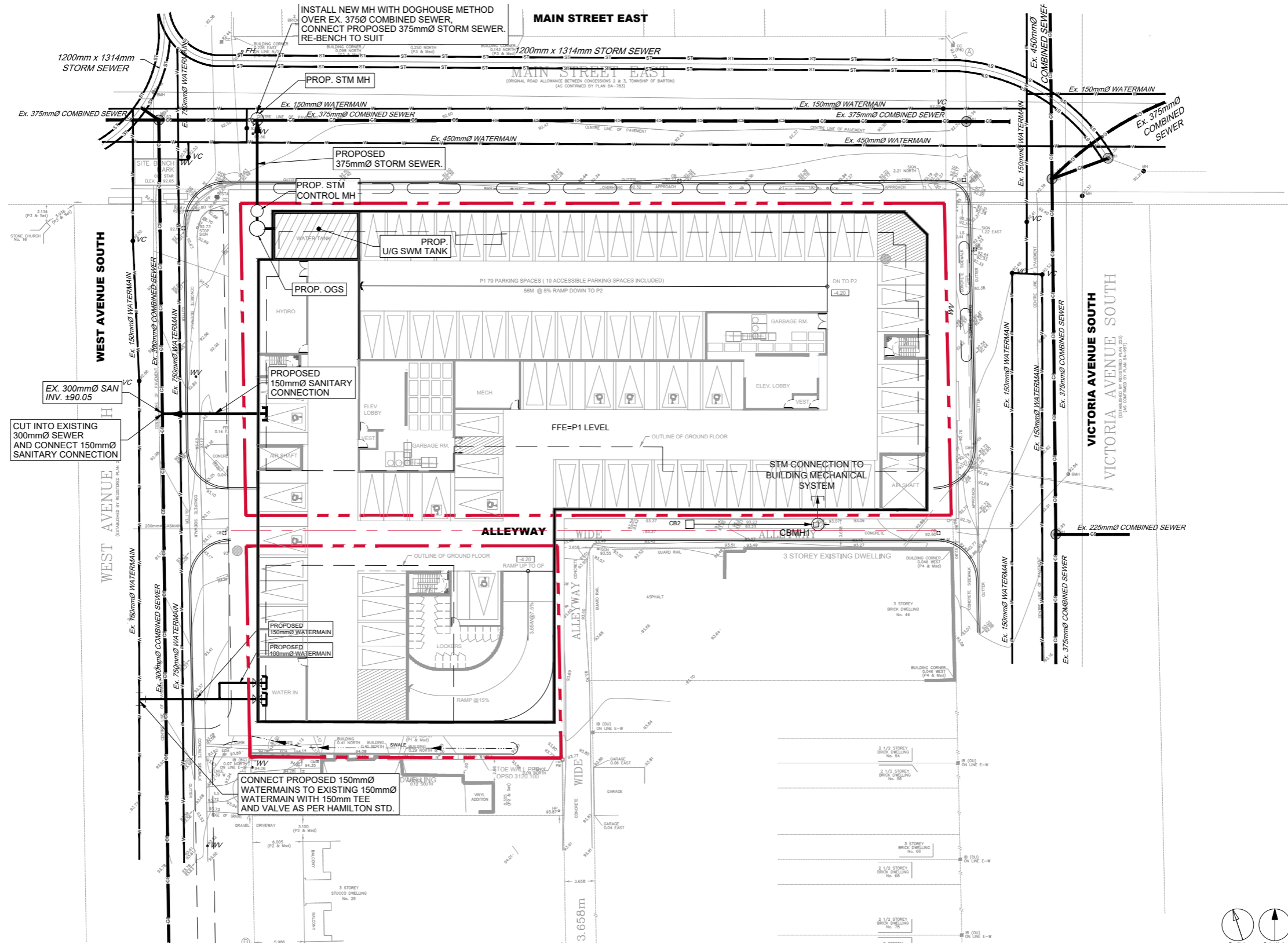
Refer to the preliminary site servicing exhibit for details.

### ARCADIS PROFESSIONAL SERVICES (CANADA) INC.

Imad Qneibi, P.Eng,  
Sr. Project Manager  
Land Engineering

Enc. [Enclosures]

# Servicing Memo



## Cultural Heritage Impact Assessment

ERA Architects is retained to provide design guidance and advice and to complete the Cultural Heritage Impact Assessment (“CHIA”). A first stage CHIA has been completed and submitted with the Design Review Panel (“DRP”) package. This first CHIA assessed the merits and value of the existing gas station canopy, as it has been identified as a structure of some significance. The canopy status, the contents of the CHIA, and the recommendations were discussed and reviewed with City Cultural Heritage staff. The recommendations from ERA and initially supported by staff are that the canopy does have some significance but does not warrant designation or retention. This CHIA will be submitted with the formal OPA and ZBLA applications.





## CONTACT US

Arcadis  
7th Floor - 55 St. Clair Avenue West  
Toronto, ON  
M4V 2Y7

Contact:  
**Mike Crough**  
[mike.crough@arcadis.com](mailto:mike.crough@arcadis.com)

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