

# Urban Design Brief

## 98 Farley Drive

City of Guelph

Zoning By-law Amendment

December 2017



# Contents

<b>1. Background</b> .....	<b>2</b>	
<b>2. Contextual Analysis</b> .....	<b>4</b>	
Location and Site Attributes.....	4	
Neighbourhood Context.....	6	
Design Policy Context .....	8	
<b>3. Design Goals and Objectives</b> .....	<b>9</b>	
<b>4. Response to Policy Context</b> .....	<b>10</b>	
Sustainable Urban Design (Section 8.1) .....	10	
Public Realm (Section 8.2) .....	10	
Built Form (Section 8.6).....	11	
Transition of Land Uses (Section 8.11).....	15	
Parking (Section 8.12) .....	15	
Access, Circulation, Loading, Storage (Section 8.13)....	16	
Landscaping (Section 8.17).....	17	
Signage (Section 8.14).....	18	
Lighting (Section 8.16).....	18	
Safety (Section 8.18) .....	18	
Public Art (Section 8.21).....	18	
<b>5. Conclusion</b> .....	<b>20</b>	

# 1. Background

Reid's Heritage Homes is proposing to redevelop the property municipally known as 98 Farley Drive in the City of Guelph (the "Site"). The proposed development consists of a five storey residential building with 93 units, surface parking, and common amenity area (the "Proposed Development").

A Zoning By-law Amendment (the "Proposed Application") is required to permit the proposed development. The Proposed Application would rezone the site to General Apartment (R.4A) with site-specific regulations to permit Apartments. An Urban Design Brief was identified as a requirement for a complete application at the Development Review Committee meeting held on May 31, 2017 with the City of Guelph.

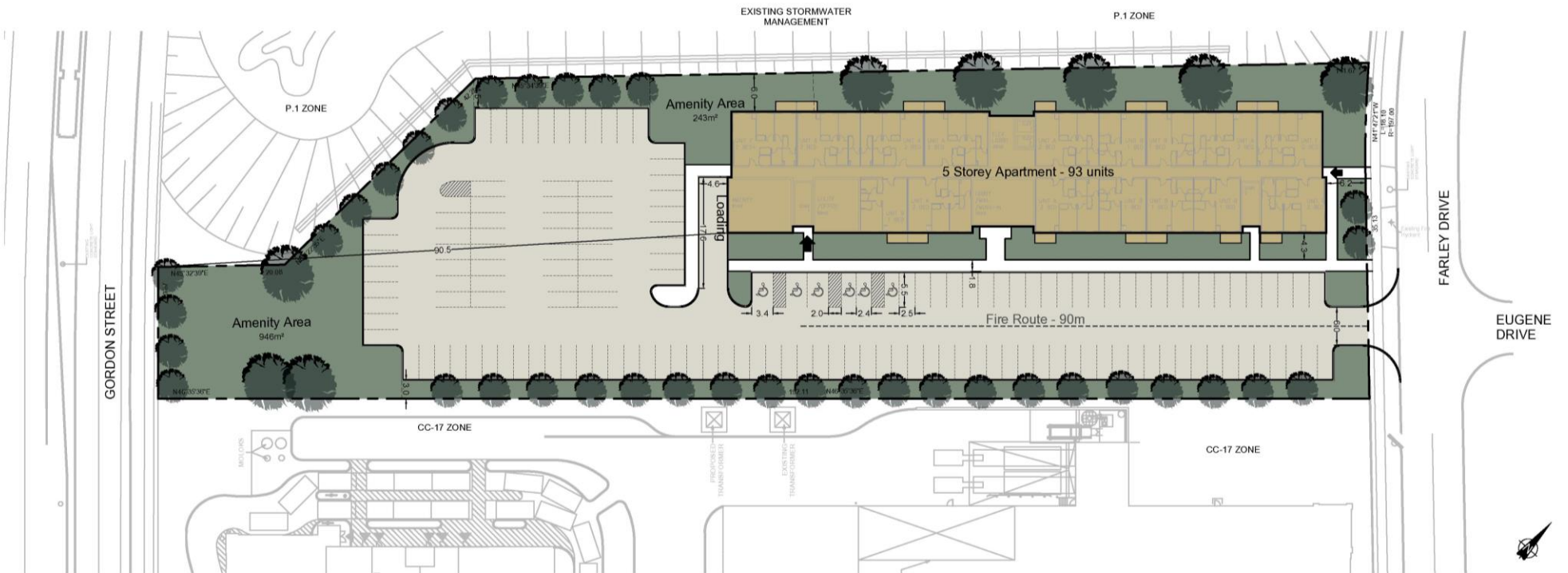
The Proposed Concept Site Plan and elevations are illustrated on the following pages.

This Urban Design Brief:

- o outlines the existing physical conditions of the Site and the surrounding urban area, as well as the applicable design-related policies affecting the site (Section 2);
- o outlines the design goals and objectives for the site that have guided the site and building design (Section 3); and,

- o assesses the design response to the applicable design-related policies for the site and describes how the proposed development responds to this direction (Section 4).





The proposed Concept Plan

## 2. Contextual Analysis

### Location and Site Attributes

The Site is located on Farley Drive, north of Clair Road East, east of Gordon Street in southeast Guelph. The site is 0.89 hectares (2.18 acres) in area and has approximately 35 metres of frontage along Farley Drive and 21 metres of frontage along Gordon Street.

The Site is currently used as a sales centre for Reid's Heritage Homes, and there is no significant vegetation present. In terms of topography, the Site is generally flat, with a slight slope at the west toward Gordon Street.



*Above: Location of the Site recognizing the current build-out and urban form of the surrounding area.*



*Above: The Farley Street frontage, with the Site to the right*



*Above: The residential neighbourhood along Eugene Street, across from the Site*



*Above: The commercial plaza to the south of the Site, along Farley Drive*



*Above: The Gordon Street frontage and the rear of the Site to the right*

## Neighbourhood Context

The Site is located within a newer neighbourhood in south Guelph, and is surrounded by residential and commercial uses. The surrounding context is primarily residential including townhouses and semi-detached and single detached dwellings. There are also some low-rise apartment buildings nearby and amenities including schools and a public library. A commercial plaza including a Zehrs supermarket is located directly south of the Site. Westminster Woods Park, Gosling Gardens Park and Clair Park are all in proximity to the Site. Clair Road and Gordon Street have dedicated paved bike lane which provide public transportation connections throughout the City. There is an existing trail directly north of the Site (within the Open Space block) which is connected to the City's larger trail network. This provides ideal pedestrian and cycling connections throughout the City.



Above: Commercial services along the Clair and Gordon corridors



Above: The St. Paul Catholic School (top)  
Westminster Woods Public School (bottom)

The site's immediately abutting context includes the following:

North: Open space



East: Farley Drive and low density residential



South: Supermarket and commercial plaza



West: Gordon Street



The site's contextual attributes do not present significant challenges as the proposed building has enough separation to lower density dwellings. The open space to the north acts as a buffer, and the proposed building will increase natural surveillance by having windows and balconies facing this public space.



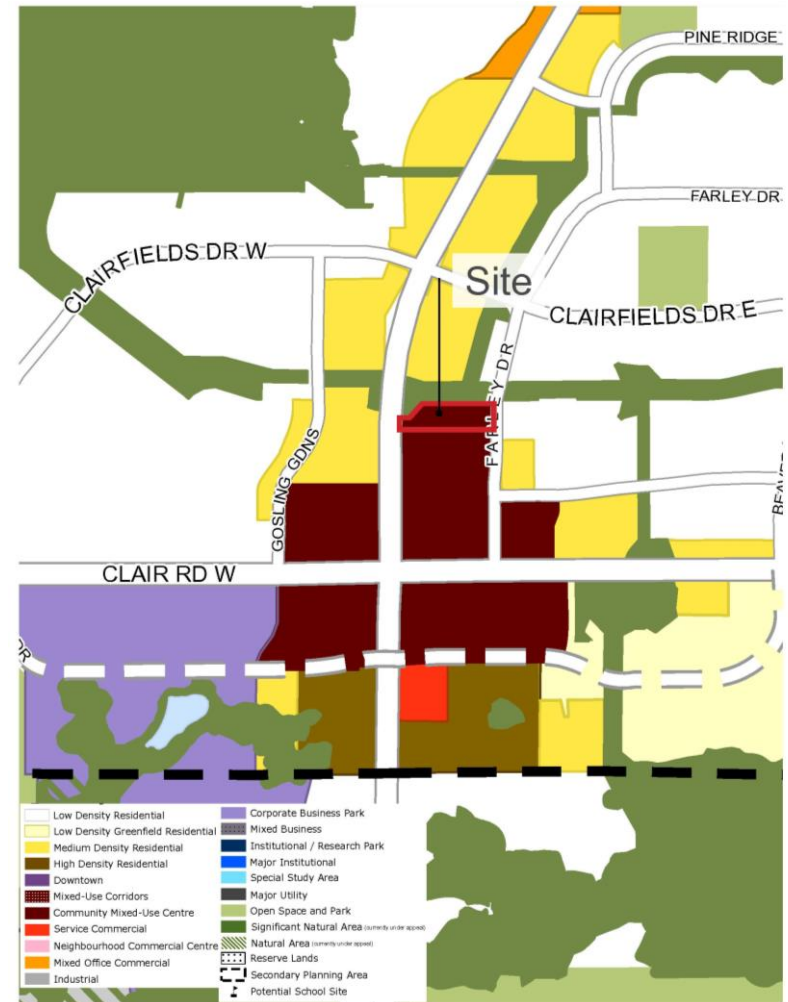
## Design Policy Context

The Site is designated “Community Mixed-Use Centre” in the Guelph Official Plan. This designation permits a range of uses, including retail and office, live/work units and medium to high density residential. The zoning of the Site, site-specific Community Commercial (CC-17), permits a maximum building height of 8 storeys.

An Urban Design Concept Plan was prepared by the City (July 2016) for the Gordon/Clair Community Mixed-Use Centre. The Concept depicts a potential new building on the Site, closest to the Farley Drive frontage. The Proposed Development Concept is reflective of what is shown on the Concept Plan, and it is discussed in Section 4 of this report.

Section 8 of Official Plan, as amended by OPA 48, provides urban design policy direction for new developments. which includes the following relevant topics:

- o Sustainable Urban Design (Section 8.1)
- o Public Realm (Section 8.2)
- o Built Form (Sections 8.6 to 8.8)
- o Transition of Land Use (Section 8.11)
- o Parking (Section 8.12)
- o Access, Circulation, Loading and Storage (Section 8.13)
- o Signage (Section 8.14)
- o Lighting (Section 8.16)
- o Landscaping (Section 8.17)
- o Safety (Section 8.18)



### 3. Design Goals and Objectives

The design objectives for the Site are to:

1. Facilitate a compact urban form that fits with the prevailing lower rise form of the neighbourhood and the planned intensification along the Clair/Gordon Community Node.
2. Orient the apartment building toward Farley Drive to provide architectural presence on the street, increasing visual interest and human scale to the pedestrian realm.
3. Incorporate a residential building entrance that is directly connected to the public sidewalk on Farley Drive.
4. Incorporate amenity open space adjacent to the building and toward the rear of the Site along the Gordon Street frontage.
5. Implement architectural design features that contribute to the established community character while providing variation in design.
6. Design parking areas in a manner that contributes to an attractive streetscape by providing screening from the public views through landscaping efforts.
7. Provide for a satisfactory interface with the commercial property to the South that mitigates and buffers any impacts such as noise from the commercial loading area.

## 4. Response to Policy Context

This section outlines how the proposed design of the development responds to the relevant policy themes of Section 8 of the Guelph Official Plan.

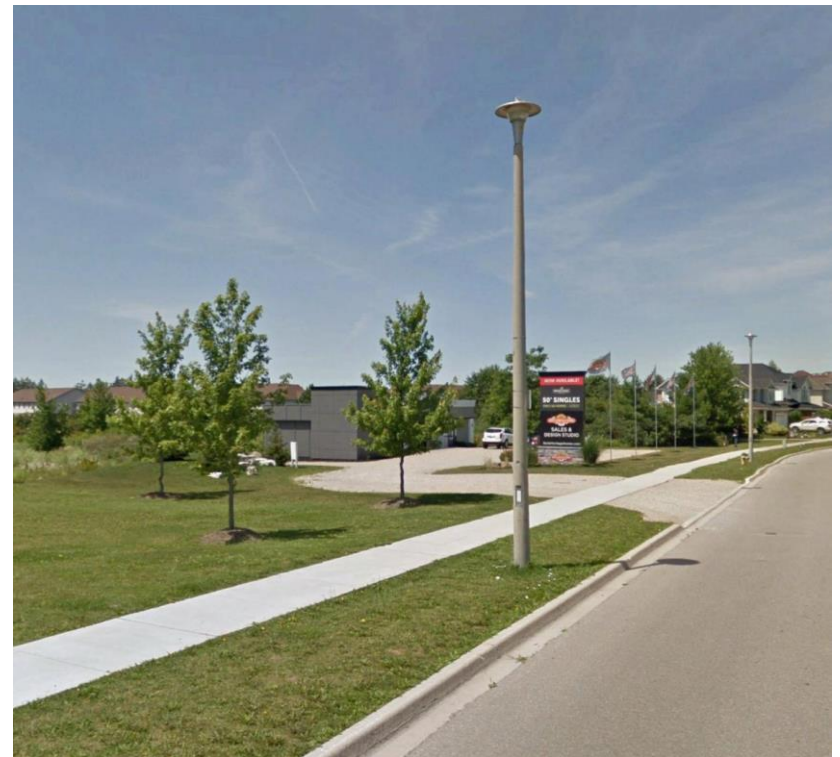
### Sustainable Urban Design (Section 8.1)

The proposed development provides a compact urban intensification of a site in south Guelph. The Site is in proximity to retail, schools and parks, and it has easy access to the broader community with nearby transit stops, which will provide residents with alternative transportation options and opportunities for car-free or car-reduced lifestyles. While LEED certification is not being pursued, site and building conservation measures contributing towards the City's Community Energy Initiative will be implemented through detailed design, which could include features such as low flush toilets, low flow faucets and showerheads; and incorporation of low VOC-emitting materials. LED fixtures will be prioritized for indoor and outdoor lighting. Site lighting will have automated controls that turn off with sufficient natural lighting, and street trees will be planted where space permits to help create a cooler microclimate. Landscape planting will be focused on species that are native, hardy, and low maintenance. An erosion and sediment control plan will be implemented during construction.

### Public Realm (Section 8.2)

The proposed 5-storey building is appropriately human-scaled and provides street presence along the Farley Drive frontage. The pedestrian experience is enhanced with the addition of a landscaped

access to the building from the public sidewalk. The combination of façade projections/recessions, balconies and variation in the use of colours and materials strives to ensure a dynamic wall elevation that provides visual interest from Farley Drive. Street edge landscape treatment features along Farley Drive and an amenity open space area along Gordon Street will establish a regular pattern of plantings lining the buildings to soften the space for comfortable pedestrian use.



*Above: the current streetscape at the Farley Drive frontage with the Reid's Heritage Homes Sales Centre visible on the Site*

## Built Form (Sections 8.6 to 8.8)

### Massing and Form

The proposed building is positioned toward the Farley Drive frontage, with a setback of 6.2 metres. The building is approximately 95 metres in length, and 19 metres in width. The overall footprint of the building is rectangular, and it is 5-storeys in height. The proposed building will have façade variation through balconies, canopies and roofing. The setback along Farley Drive provides opportunities for a landscaped pedestrian access to the building.

The preliminary elevations show the proposed building at a 45-degree angular plane in relation to Farley Drive. Given the 6.2 m setback from the street and adequate height of 15 m, this angular plane condition is acceptable. In addition, the angular plane of the proposed building in relation to the open space to the north is of approximately 68 degrees. While the proposed building is positioned closer to the open space than the zoning permits, the trail is on the north side of the open space area (stormwater management facility).



*Right: Sample images of buildings of similar massing and form*

### Architectural Treatment

Elevations for the proposed building are designed with a unifying architecture treatment that takes cues from the surrounding context. Roofs will be pitched, and window details, balconies and façade variation will provide visual interest from ground level.

### Materials

The preliminary elevations and material palette illustrate a combination of darker and lighter brick, arranged with variation in their horizontal and vertical extent and use. The use of glass panels/railings for balconies improves aesthetics and visibility to and from the building. Accent stone will be employed in the lower levels of the building, while lighter material colours will be used for the upper floors to reduce the perception of height.



Dark Gray (W77)



Cool Spring Grey



Architectural Stone - Tero



Interior Window Finishes

Window / Door Frames

Timber Entrance Canopy

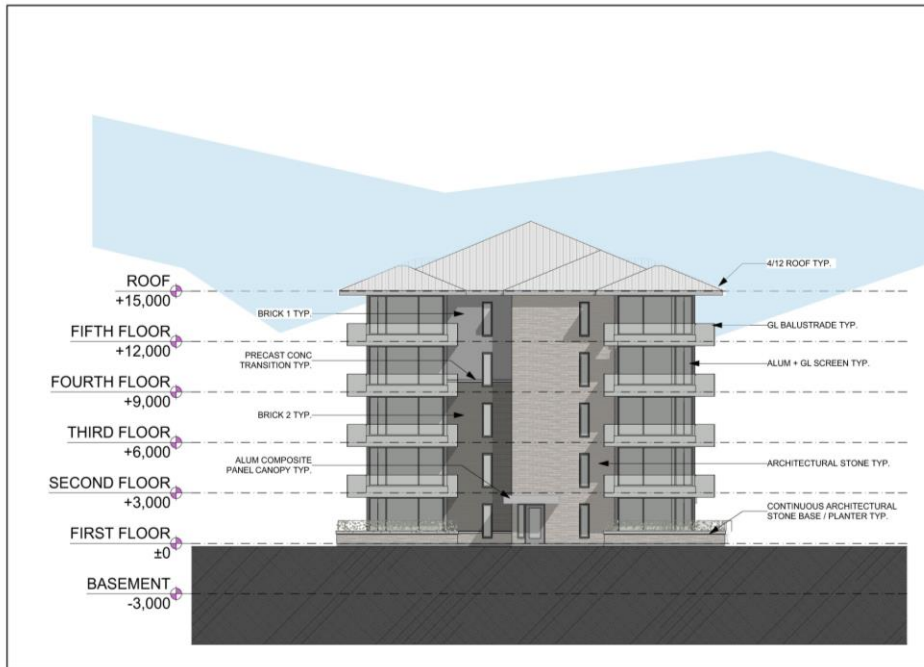
*Right: The material palette combines neutral and contemporary tones with different textures to accentuate the building facade*



1 NORTH ELEVATION  
A300 1:150

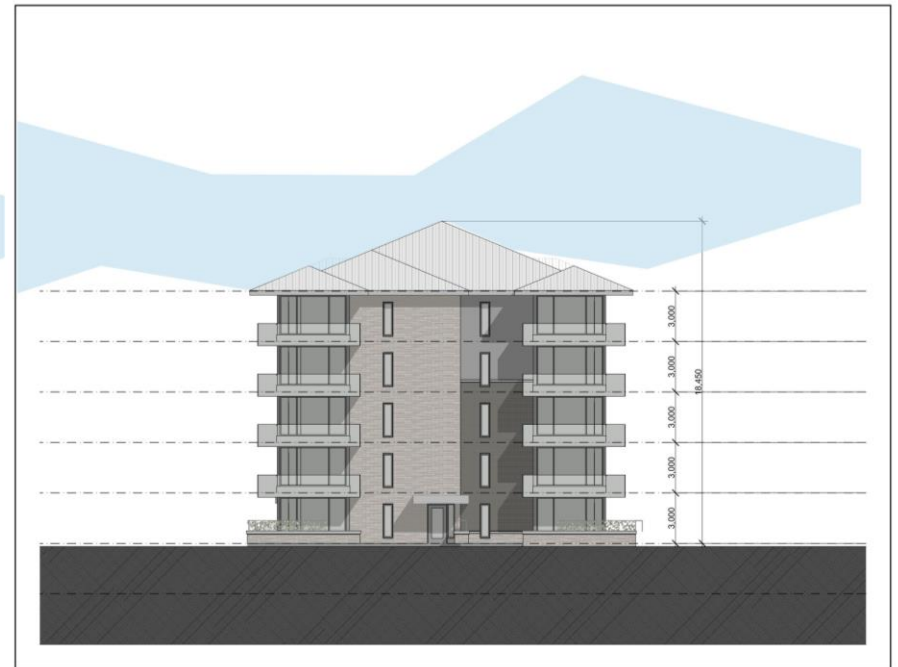


2 SOUTH ELEVATION  
A300 1:150



WEST ELEVATION

1  
A301 1:150



EAST ELEVATION

2  
A301 1:150

### Transition of Land Uses (Section 8.11)

The proposed site design, building placement, and building design provides an appropriate transition to abutting properties.

- To the north of the Site, the existing open space and trail is buffered from the proposed building through a landscaped area of approximately 6 metres wide.
- To the east, the proposed building is positioned approximately 6 metres away from the property line and public sidewalk along Farley Drive, and there is a landscaped area between the sidewalk and the building.
- To the south, there is a 3-metre wide buffer between the proposed development's parking area and the adjacent property. The property to the south is currently a Zehrs supermarket.
- To the west, the open space amenity area is positioned between Gordon Street and the proposed development's parking area, as well as a landscaped buffer along the northwest portion of the Site.

### Parking (Section 8.12)

The Proposed Development includes 150 spaces in total, including 6 barrier-free parking spaces. The majority of surface parking is positioned south of the apartment building and internal to the Site. Most surface parking is appropriately screened from public view and from adjacent properties. The only portion where parking is visible from the street is the main vehicular access from Farley Drive, and it can be appropriately screened from view through landscaping along the street edge.

Bicycle parking will be provided throughout the development as required. It is also expected that secure indoor parking will be provided interior to the building.



*Above: Parking areas can be adequately screened through landscaping*



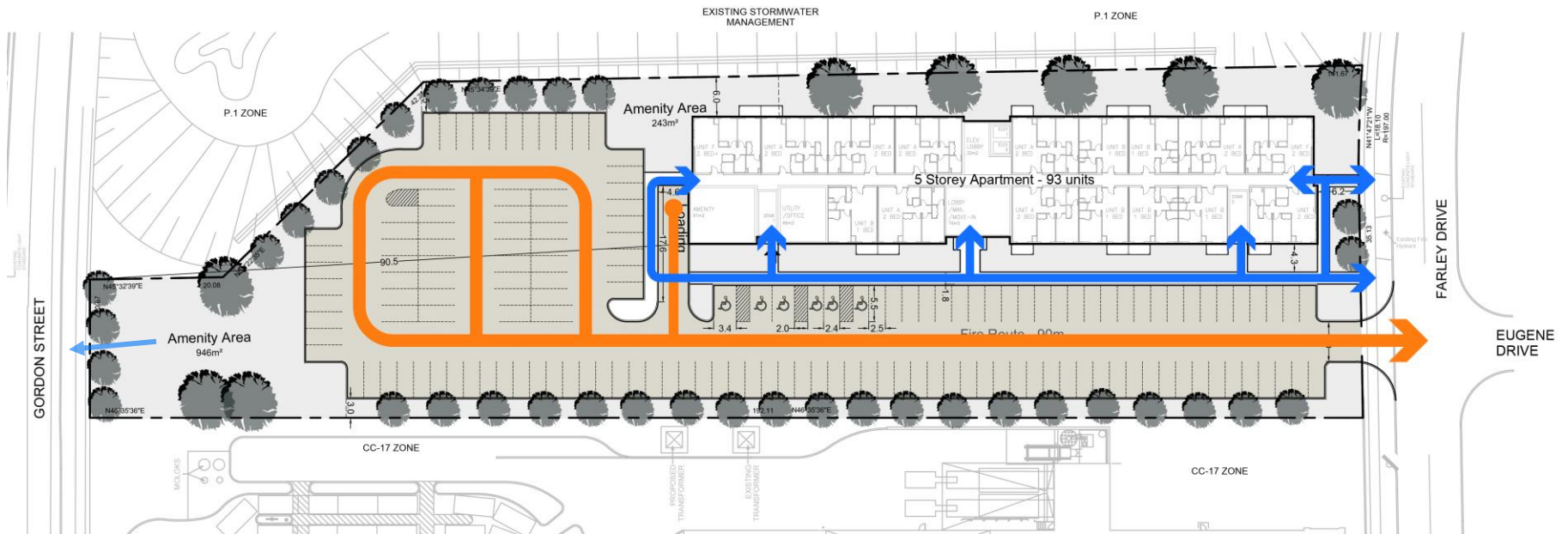
### Access, Circulation, Loading, and Storage Areas (Section 8.13)

Vehicles will enter the site from a driveway access on Farley Drive, positioned south of the proposed apartment building and aligned with Eugene Drive.

Pedestrians can enter the site from either the Farley Drive or Gordon Street frontages. A walkway from the Farley Drive public sidewalk leads to the interior parking lot and the south side of the apartment building, and it continues toward the principal entrance to the building and parking area, providing barrier-free access to the main building entrance on the south building wall. An outdoor loading area is provided for the use of residents at the west elevation of the building. The garbage storage room areas for the apartment building is internalized on the south side of the building.

There are minor topography challenges for the implementation of a formal walkway to access the Site from the Gordon Street frontage through the amenity area on the west of the Site. These challenges will be evaluated during the detailed design phase to consider connectivity options.

*Below: The circulation throughout the Site is efficient and organized. Pedestrian circulation is shown in blue and vehicular circulation in orange.*



## Landscaping (Section 8.17)

A detailed landscaping plan will be prepared as part of the detailed design stage. As part of this landscaping plan, it is expected that

- The Farley Drive frontage will be planted with a combination of street trees (where space permits) as well as ground plantings at the building bases to soften building edges.
- The amenity open space on the Gordon Street frontage will be landscaped to complement and accentuate the apartment building.
- Additional landscaping will be provided throughout the development and in the two amenity areas located at the west and north portions of the Site.
- Edge and buffer vegetation will be planted along the south and north edges of the Site.
- The selection of plant material will focus on those that are native, hardy, low maintenance, and provide diversity of color and interest throughout the seasons.

The above noted landscaping elements will be confirmed and refined through the Site Plan Approval process.



*Above: Landscape buffers provide aesthetic value and delineate public and private areas  
Below: Native wildflowers can be used in landscaping to provide habitats and reduce maintenance costs*

**Signage (Section 8.14)**

Municipal address signage and site identification signage at the detailed design stage will be scaled and designed to fit with the proposed architectural character and image of the development.

**Lighting (Section 8.16)**

Lighting plans at the detailed design stage will address lighting emphasis points and appropriate lighting levels while emphasizing use of energy efficient lighting fixtures. These emphasis points include building entrances, the Farley Drive frontage and access, the parking area, the common amenity areas, and streetscapes and walkways through the site.

**Safety (Section 8.18)**

The proposed development has been designed with considerations for ensuring natural surveillance opportunities through the site's public areas and spaces. Open, unobstructed sightlines are maintained through the Site's interior. A regular rhythm and pattern of windows and balconies on the building elevations provide visibility to the Farley Drive frontage and the parking area. Landscape design at the detailed design stage will balance delineating public versus private space through plantings and landscape treatments with the need for maintaining appropriate sight lines. Lighting plans at the detailed design stage will provide appropriate lighting levels for pedestrian activity areas, including building entrances, parking areas, and outdoor spaces.

**Public Art (Section 8.21)**

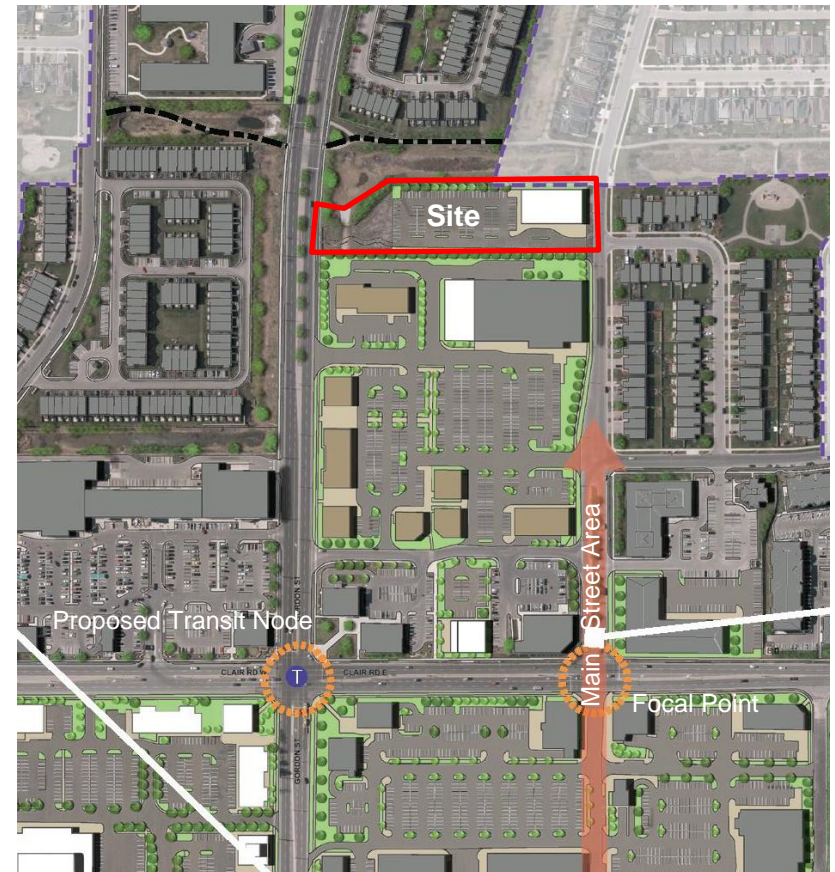
Public art has not been explored at this point for the proposed development.

### Gordon/Clair Urban Design Concept Plan (July 2016)

The City of Guelph have prepared a series of urban design concept plans for specific Community Mixed-Use Nodes within the City with the objective of visually demonstrating how these areas could be developed in the future. The Site is included in the Gordon/Clair Community Mixed-Use Node. The urban design concept plan for this node identifies the following goals:

- Create and reinforce a Main Street Area along Gosling Gardens (south of Clair Road) and Farley Road (south of Goodwin Drive).
- Develop an attractive intermodal Transit Node (i.e. generally bus bays) on-street including upgraded amenities for transit users near the intersection of Gordon Street and Clair Road.
- Locate signature and taller buildings at focal points/key intersections and within walking distance of Gordon Street
- Introduce a modified grid road pattern that creates adaptable urban blocks and that promotes connectivity and pedestrian/cyclist movement. Design road cross-sections to ensure comfort for cyclists/pedestrians.
- Design, site and orient buildings along Gordon Street to reflect the importance of Gordon Street as a main north-south connector, and its role as a key transit route. Along “Main Street Areas” and Gordon Street create pedestrian-friendly edges (e.g. active doors, clear glazing and limited surface parking).

- Create connections (e.g. road, cycling infrastructure and trail) to the Clair Maltby Secondary Plan area.
- Establish cycling facilities along Gordon Street, Clair Road and Poppy Drive.



Above: The Concept Plan for the Gordon/Clair Node, with the Site in red

## 5. Conclusion

The Proposed Development provides a high quality of urban design for this residential project in south Guelph. Its compact, medium rise form is compatible with its surroundings. It provides an appropriate level of density in a Mixed Use Community Node and it is in proximity to transit, community services, parks and commercial uses. The Proposed Development also supports the goals of the Gordon/Clair Urban Design Concept Plan by promoting intensification, walkability, and the mix of uses envisioned for the Gordon/Clair Community Node.

The massing, form, and architectural treatment of the Proposed Development is cohesive and takes inspiration from its surroundings while establishing architectural prominence that enhances the surrounding neighbourhood. Overall, the Proposed Development is an example of good urban design and follows the intent of urban design-related policies.