

#### Moir Street and Geddes Street, Elora

### **URBAN DESIGN BRIEF**

2476170 Ontario Inc.



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## Introduction

MacNaughton Hermsen Britton Clarkson Planning Limited (MHBC Planning) has been retained by 2476170 Ontario Inc., to assist with a Zoning By-law Amendment to permit the mixed use redevelopment of the lands municipally addressed as 196 Princess Street, 23 and 27 Moir Street, 195, 187, 183, and 175 Geddes Street, Elora, Centre Wellington (subject lands). This Urban Design Brief is a requirement as part of the Zoning By-law Amendment application, and provides an overview of the design elements included in the proposed redevelopment.

The primary intent of this Design Brief is to summarize the redevelopment concept, confirm the overall design principles and objectives, and analyse the proposed concept plan in the context of the Township of Centre Wellington, including the Official Plan and Draft Urban Design Guidelines. Note that the Zoning Bylaw Amendment application pertains only to property addressed as 175-183 Geddes Street, which forms part of the redevelopment concept for the subject lands.



# 1.0

## **Overview & Context**

The subject lands consists of six parcels of land, which are collectively 2962.5m² in area, with approximately 35 metres of frontage on Moir Street and 42 metres of frontage on Geddes Street.

The subject lands are located in the Elora CBD and are situated on the south-east frontage of Moir Street, are south-west of Princess Street, north of Colborne Street and north-east of Geddes Street.

There are four buildings on the subject lands, including a single detached dwelling, a shed used for commercial purposes, a two storey mixed-use building, and a single storey building that is used as a coffee shop. The remaining lands are currently used for parking. The owner is proposing to retain three of the buildings and demolish the shed.

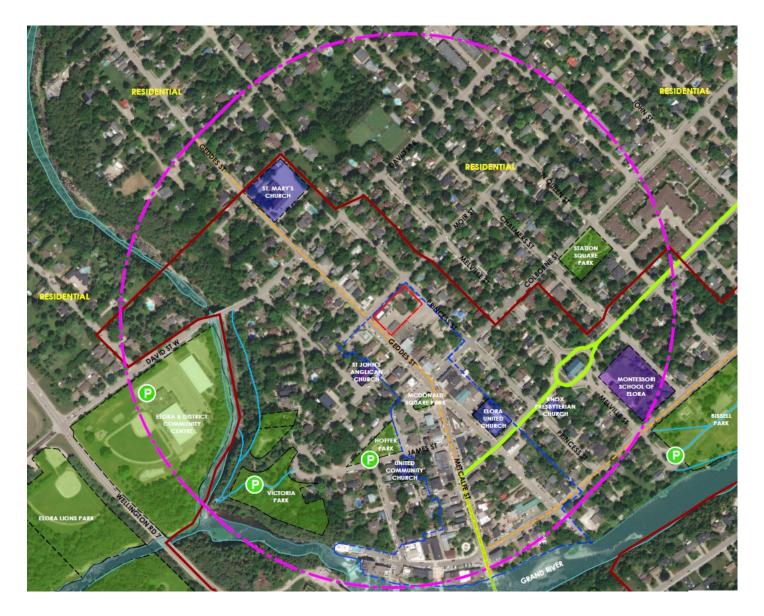
The redevelopment proposal includes the construction of two new buildings which will provide residential, commercial and flex-space. The existing buildings will continue to function as their current land uses. Collectively, the proposed development will provide a total of 35 residential units and five commercial units.

The subject lands are designated 'Central Business District' in the Centre Wellington Official Plan. The subject lands are intended to accommodate growth through intensification projects in order to provide a range of land uses including residential and commercial. The subject lands form part of a growing community within the County, and if developed as proposed, would contribute to the planned community structure as well as support overall housing initiatives.



**SUBJECT LANDS** 

#### **CONTEXT MAP**



The surrounding area is mainly characterized by residential and commercial development, generally comprised of single-detached dwellings and various commercial uses within the downtown, along Geddes Street. The subject lands are well located in an established residential and commercial area in downtown Elora. The surrounding residential area is complemented with community, open space, hospitality and institutional facilities. The subject lands are well situated within the Urban Centre built area and are in close proximity to various road networks, including Geddes Street, Colborne Street, Wellington Road 7, Mill Street, and David Street which provide connections to the County and Township road network.

The immediate surrounding context is described in detail on the following page.



**NORTH:** North of the subject lands is the Moir Street and Princess Street intersection. The area is comprised of single detached dwellings. This area is designated as Residential Transition Area, which allows for non-retail commercial as well as other community service uses.



**EAST:** The area to the east is comprised of single detached dwellings.



**SOUTH:** South of the subject lands is downtown Elora with both residential and commercial establishments. Further south is the Grand River.



**WEST:** West of the subject lands are commercial businesses as well as residential dwellings. Past the dwellings is Irvine Creek and the Elora Gorge which is a natural heritage feature. The Elora Community Centre is located west of the Gorge.

#### 1.2 Downtown Elora

Downtown Elora is predominantly defined by Geddes Street and Metcalfe Street, which are bordered by Water street to the south and David Street E to the north-west. This core area is the commercial centre of the downtown with stores and offices fronting the street. The downtown area is a combination of retail, services at street level and residential uses above. The residential area of Elora consists of mainly of single detached dwellings which are in close proximity to the downtown and bound the downtown on either side. Given the proximity of residences, the number of offices and small businesses within downtown Elora, there is an emphasis on pedestrian traffic that is 'destination focused', as well as a strong vehicular presence along the main street, as people tend to drive and park in close proximity to their destination.

Downtown Elora is comprised of stone or brick buildings that are typically two to two and a half stories in height. The consistent massing and setback gives the core of the downtown a strongly patterned built environment along the street edge.

#### 1.3 URBAN PATTERN

The current urban fabric of the subject lands and surrounding area is, for the most part lots and blocks laid out within a modified grid pattern of streets. The subject lands represent a underutilized parcel with the downtown area. The existing public streetscape on Geddes Street is conducive to walkability, however the existing built form on the subject lands is not conducive to providing a comfortable and safe pedestrian environment. As such, the subject lands have tremendous redevelopment opportunity and are well positioned within the downtown with access to the existing sidewalk system, connecting the lands to the surrounding neighbourhood and other open space uses.

The existing urban pattern promotes walkability and provides easy and convenient walking routes to trails and nearby amenities. No new streets or lanes are proposed as part of the redevelopment that would alter the existing urban pattern. The proposed redevelopment would enhance the public streetscape and encourage pedestrian activity within the downtown by improving the sidewalk along Moir and Geddes Streets' introducing pedestrian oriented elements including street lighting and seating, as well as complementary building design.



LOOKING NORTH TOWARDS DAVID ST E (DOWNTOWN ELORA)



LOOKING SOUTH TOWARDS WATER ST (DOWNTOWN ELORA)



SUBJECT LANDS. LOOKING SOUTH TOWARDS WATER ST (DOWNTOWN ELORA)

# 2.0

## **Proposed Development**

The owner is proposing an infill development on the subject lands, which includes the demolition of one accessory structure and development of two additional buildings that are identified as 'Building B' and 'Building C' on the concept plan. The proposed Zoning Amendment is requested only for 175-183 Geddes Street (Building B).



**Building A:** The building identified as 'A' is addressed as 195 Geddes Street and 23 Moir Street and will be retained and updated. It will continue to be mixed-use with 3 residential dwelling units and 3 commercial units.

**Building B:** The building identified as 'B' is addressed as 183 and 175 Geddes. Currently, 175 Geddes Street is a commercial building and 183 Geddes Street is a parking lot. The proposed building will be 4 storeys and provide 19 residential dwelling units and 2 commercial units on the ground floor.

**Building C:** The building identified as 'C' is addressed at 27 Moir Street and is currently occupied with an accessory shed with a commercial land use. The shed is proposed to be demolished and replaced with a three storey residential building. The residential building will provide 12 units, with ground floor units to be 'flex-space' to accommodate commercial uses.

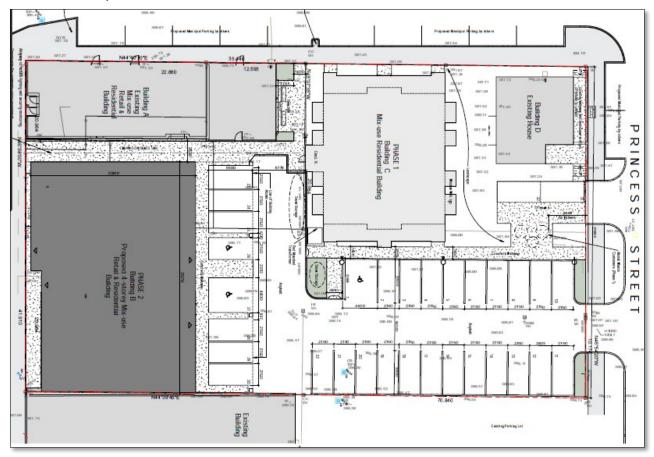
**Building D:** The building identified as 'D' is currently a single detached dwelling. The dwelling will be retained on its lot and will have its own driveway. No changes are proposed to the dwelling.

Access to the subject lands will be provided from Princess Street, which will be located to the rear of the proposed buildings. The parking area will serve Buildings A, B and C. The single detached dwelling, identified as Building D, will continue to have its own driveway. There is an existing sidewalk network along Geddes Street which will provide pedestrian access to Buildings A and B. The proposed development includes sidewalk improvements along Moir Street in order to provide pedestrian access to proposed building C.

The concept plan describes the following details:

- A total of 35 residential units, and 5 commercial units. The redevelopment will result in an additional 31 residential units and 2 commercial units. Building B will provide 19 residential units and 2 commercial ground floor units;
- Vehicular parking will be provided in the form of 32 surface spaces accessed from Princess Street;
- Bicycle storage will be provided; and
- Private amenity areas will be provided for residential units in the form of balconies.

Access to the road system, including active transportation networks, will be via the driveway that connects to Princess Street as well as building entrances. Ultimately the proposed development is intended to increase housing stock and support live-work opportunities in downtown Elora that will contribute to the local economy.



#### 2.1 **CONCEPTUAL DESIGN**

The proposed development for the site is a high quality mixed-use multiple-residential development that will provide new residential units within the Elora Central Business District.

The current proposed development for Building B integrates the following principle elements:

- Residential and commercial units.
- 19 residential units proposed in the form of purpose built rental units to assist in the provision of attainable housing forms.
- 2 commercial units proposed at grade along the Geddes Street frontage.
- A total of 31 parking spaces proposed in the form of surface parking for the entirety of the development, with one parking spot for the detached dwelling, located at the rear of the site.
- Secure indoor bicycle storage.
- One vehicular access point from Princess Street providing direct access to the parking area.
- Direct pedestrian connections from the public sidewalk along Geddes Street with sidewalk upgrades.
- A well defined building base and prominent building entrances providing for an attractive streetscape along the street frontage.
- Stepbacks and building articulation to break-up the building mass.
- Private amenity space in the form of balconies for the residential units.
- Large windows to provide eyes on the street.
- A mix of building materials and colours which complement existing materials and colours of existing buildings in the downtown.

The Owners primary objective is to develop the site with attractive and cost-efficient buildings to provide for housing at a more attainable price point within the downtown core of Elora, and more broadly, Centre Wellington.

#### **Built Form, Massing and Articulation**

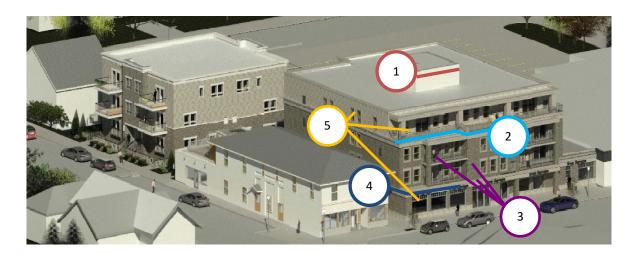
The massing of the proposed redevelopment is broken up using a number of techniques including changes in building materials/colours; projections; recessions; and varying window sizes. The four storey building has been designed with a clearly defined base, middle and cap. The building orientation provides for the three storey building to be closest to the adjacent residential dwelling and the tallest building to be oriented to the downtown frontage, helping to minimize the visual impact of the additional building height proposed.

The variety in building heights help to ensure a human scale of development and provides visual variety. The proposed development has been designed with consideration to the existing built form context.

#### **Character and Architectural Treatment**

The proposed redevelopment will assist in the continued intensification and development in the downtown core and on lands within the designated Central Business District. The building design demonstrates a contemporary architectural expression. The development will be constructed of high quality materials and provides an attractive design that will be reasonably priced.

Selective use of building materials and colours and the incorporation of architectural articulation all add to the visual interest of the development and will result in an attractive streetscape. The front building entrances are well defined and highly visible from the public realm. High quality materials including a large amount of glass will be incorporated into the façade, resulting in an attractive design. Repetition of lines and windows through both vertical and horizontal articulations will help to break up the building mass and create visual interest.

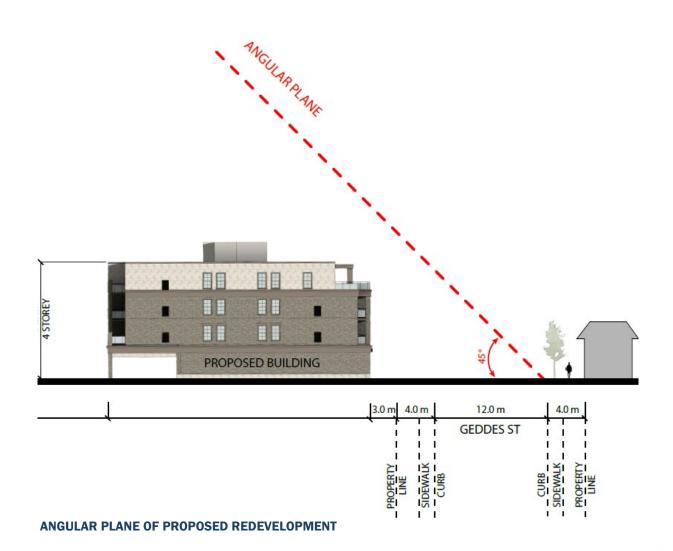


- 1. PROJECTION
- 2. RECESSION
- 3. CHANGES IN BUILDING MATERIALS
- 4. STEPBACK
- 5. VARYING BALCONY AND WINDOW SIZES

#### Scale & Transition

A development providing a range of building heights including two, three and four storey heights setback within the downtown is an appropriate mid-rise height which transitions well with the existing built forms. In order to help breakup the massing of the four storey bulding, the design has included stepbacks, projections and recessions. The proposed height will help to frame the street and will form an appropriate transition to potential higher density development within the downtown. The design focuses the mass of the building to address the public streetscapes and respond to the character and rhythms of adjacent areas.

An angular plane analysis has been prepared in support of the proposed development demonstrating that the proposed building falls well within the ideal 45-degrees. The angular plane has been measured from the property line opposite 183 and 175 Geddes Street. The approach to the angular plane analysis is intended to demonstrate the proposed development recognizes and preserves sight lines along the Geddes Street streetscape. Upper storey stepbacks and recessions have been introduced to minimize visual impacts on adjacent property owners.



A shadow study was also completed for the proposed development, attached as Appendix C. The shadow study demonstrates significant shadowing by Building B on adjacent properties. However, the time-frame for which the building casts shadows is fairly short. The largest shadows will be cast in the spring/fall months, when the proposed building will cast a shadow in the evening around 6PM on to the east. During the winter months, shadowing will occur at 10AM casting on the north Moir Street frontage, and again at 2PM on Building C and Building D, which comprise the landholdings of the development. The shadows cast are not anticipated to cause adverse impacts given their anticipated time-frame, and will mostly fall on the development lands.

#### 2.2 Heritage Compatibility

A Heritage Impact Assessment was required to determine the level of impact the proposed redevelopment will have on the adjacent properties that are listed on the Centre Wellington Heritage Register. The evaluation determined that the proposed redevelopment will result in minimal adverse impacts to heritage properties and provided recommendations for the protection and conservation of heritage resources. The HIA recommends the following measures:

- Completion of a vibration monitoring plan,
- Certification by an engineer that the proposed redevelopment will be constructed so that it will avoid damage to the adjacent building,
- Material storage and parking of equipment be prohibited in the immediate area,
- A conservation plan be competed to address short term conservation goals,
- Mechanical box be relocated to the rear of the building and hidden from view, and
- Lighting and signage should be sympathetic to (i.e. not detract from) the heritage resource.

# 3.0 Vision & Design Objectives

The concept plan reflects the vision for the subject property as a mixed-use development that features a high quality design with an engaging pedestrian realm. The site design will continue to evolve and final elevations will be determined through the site plan process.

The following design objectives continue to inform the concept plan:

- Create a strong visually appealing street edge along Geddes Street that will improve the streetscape in downtown Elora.
- Provide for development that will be supportive of alternative transit modes, and will encourage future residents to walk to and from nearby residential, commercial, office and retail uses, services and public amenities.
- The building will be set back and well separated from the low density areas to the north and east.
- The tallest building will be oriented towards the downtown frontage, minimizing impacts on surrounding low density uses.
- Introduce additional building height and parking requirement reductions within lands designated central business district commercial in a manner that is sympathetic to surrounding uses.

- Create a development which incorporates sustainable design principles and techniques.
- Encourage architecture that recognizes the surrounding area, while creating a new streetscape that would be a catalyst to future development in the area.
- Contribute a variety of uses to the neighbourhood by introducing active uses at grade, such as retail and residential units.
- Provide a development that, through the combination of massing, orientation, pedestrian entrances, architectural elements, detailing, and material selection, will result in a positive pedestrian experience along street frontages, and between buildings.

# 4.() Policy Analysis

#### 4.1 Centre Wellington Official Plan

The subject lands are designated Central Business District on Map A-1 of the Official Plan. The Central Business District designation is intended to accommodate a wide range of uses including retail, office, service, administrative, religious, cultural and entertainment uses. In addition, residential development is permitted within this designation, provided that retail, office, or service commercial uses are located at street level. The Central Business District is intended to accommodate the most intensive development within the urban centres, thus making the subject lands an optimal location to propose a higher-density, mixed-use development.

Section **C.15.3** of the Township Official Plan provides direction for detailed urban design guidelines and policies which generally encourage a higher standard in the physical design of the built and natural environment for areas in existing districts, specifically the Central Business District.

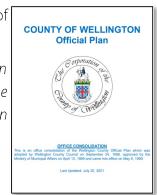
**C.15.3.4.:** New development located within an existing established district or neighbourhood will be designed as an integral part of the area's existing larger pattern of built form and open spaces such as building mass, height, proportion, enclosed volume and position relative to street and site.

**Design Response:** The various considerations included in Policy C.15.3.4 have been addressed through the proposed design of the site. This includes: improvements to the aesthetic quality of the site from the public realm; the provision of safe, comfortable and functional site circulation; the incorporation of compatible materials, architectural detailing, and building massing; and the orientation of the proposed built form and site design.

**C.15.3.5.** & **C.15.3.6.**: The preservation of the existing pattern of setbacks in the existing urban area shall be supported so that new buildings do not substantially alter the street relationship.

New developments within the Central Business District should support the creation of continuous building façades along streets frequented by pedestrians.

**Design Response:** The proposed building façades and street setbacks have been designed to provide a continuous building form along the street frontages and tie into the existing context. The proposed setback is intended to preserve the existing built form pattern in the Central Business District.



**C.15.3.7.:** The street façades of publicly accessible buildings should be designed to encourage and facilitate public accessibility.

**Design Response:** The proposed buildings and primary building entrances have been oriented to the street. The proposed redevelopment will have direct access to the public sidewalk system. The proposed building façades include a defined building base which further enhances the streetscape.

**C.15.3.8.:** Except in the industrial designations building functions that do not directly serve the public, such as loading bays, and blank walls, should not be placed directly along the street.

**Design Response:** The proposed redevelopment does not propose to include blank walls visible from the public realm. All parking is located at the rear of the property.

**C.15.3.9.:** Community facilities, retail shops and similar uses on the ground floor should be located at grade and approximately level with the adjacent sidewalk.

**Design Response:** The proposed mixed use development (Buildiing B) will provide commercial/ retail uses within the ground floor and located along the public street frontage. Proposed Building C will have ground floor flex-space which will provide opportunities for commercial uses, should the desire arise. The proposed redevelopment includes accessible pedestrian access and a natural delineation between the public and private realms.

**C.15.3.10.:** Signage should clearly indicate street address and/or building, business or tenant name, and should integrate with the façade design.

**Design Response:** The proposed façade design clearly indicates and incorporates the street address. Additional signage for specific uses is incorporated in the transom to promote wayfinding and identify the commercial/retail businesses.



**CURRENT CONDITION OF SUBJECT LANDS** 



**CONCEPT PLAN OF PROPOSED REDEVELOPMENT** 

#### 4.2 Centre Wellington Draft Urban Design Guidelines

In 2015 the Township of Centre Wellington published draft Urban Design Guidelines (UDG's) which contain guiding design principals as well as more specific guidelines that apply to various types of development and/or various locations within the Township. These guidelines are to be reviewed and evaluated with all planning processes and approvals. The purpose of the draft UDGs is to build on intentions and aspirations of the Township to create a community that conserves its cultural and natural heritage resources, while allowing for contextually sensitive growth and development.

#### Design Guidelines for Downtowns and Residential Transition Areas

Downtown and Residential Transition Areas include areas designated as 'Central Business District' by schedule A-1 of the Official Plan. The redevelopment concept proposed for the subject lands meets the design vision as follows:

- the proposed development will enhance the pedestrian realm and be an attractive development that enhances the existing downtown streetscape.
- The overall site has been designed to create visual interest and to reinforce a human scale. This has been done through the variation in building heights and recessions.
- Primary building entrances have been located visible from and directly accessible from the public street, parking lot and internal walkways.
- Sidewalk improvements will be made along Moir Street and Geddes Street to create a safe pedestrian environment. All parking for the buildings will be provided on site in a dedicated parking area, including AODA compliant parking stalls.
- The site has been designed with reductions in parking and incorporation of TDM measures to reduce the demand of private automobiles.
- Landscaping will be provided in the form of trees and minor shrubs, located along the Moir Street frontage as well as internal to the site. Vegetation will be selected with regard to their tolerance to urban conditions including road salt and drought. Landscape and hardscape elements will be designed to provide colour, having regard for seasonal changes.
- Street design will be addressed through the prioritization of walkability and transit that links to the broader sidewalk and pathway system. The streetscape will be enhanced with safe pedestrian pathways, lighting, wayfinding and high quality architecture to create a sense of place and act as a focal point for the neighbourhood.
- Lighting will be designed appropriate to the street character with a focus on pedestrian areas, including building entrances, parking and walkways.

- The built form will create an identifiable character with similar building materials, colours and finishes throughout the development. The proposed redevelopment represents the first development opportunity in this area. Design of this site will establish a standard for other development opportunities. The redevelopment proposed reflects other examples of intensification in the Township. No adverse impacts to adjacent properties are identified in the technical studies and the highest standard of building materials and architectural style are proposed.
- The proposed redevelopment focuses height and mass where it provides the best public realm opportunities while minimizing impacts on surrounding lands. Massing techniques are incorporated into the building design including projections, recesses, variation in colour, materials and texture, all of which help to reduce and diversify the massing of buildings. The façades will be designed to provide transparency, architectural continuity and visual interest. No blank walls are proposed. As a result of proposed windows and balconies there will be sufficient natural surveillance onto the surrounding public street.
- The proposed redevelopment is of a larger scale than neighbouring buildings. The front portion of the four storey building includes a step back at one storey. Generally, the proposed redevelopment is in keeping with existing building heights in the downtown.
- The proposed buildings will be a similar shape and length to existing buildings within the downtown area, reflective of a rectangular form.
- The buildings will be constructed with a neutral palette and will include a stone and brick facade. The use of stone is consistent with the historical village of Elora and surrounding buildings.
- Heritage attributes of the existing structure at 195 Geddes Street will be retained. No adverse impacts or alterations to the heritage resource is proposed. The heritage resource is proposed to be rehabilitated and stabilized for its long term use and conservation.

Overall, the proposed design represents a compact form of development within the built-up area of the downtown, where infrastructure and public services are available. The redevelopment will support and enhance pedestrian connections, and provide for a safe and enjoyable public realm. The proposed built form will create a focal point in the neighbourhood that will be identifiable and be of high quality design, contributing to a live-work community.

# 5.0 Conclusion

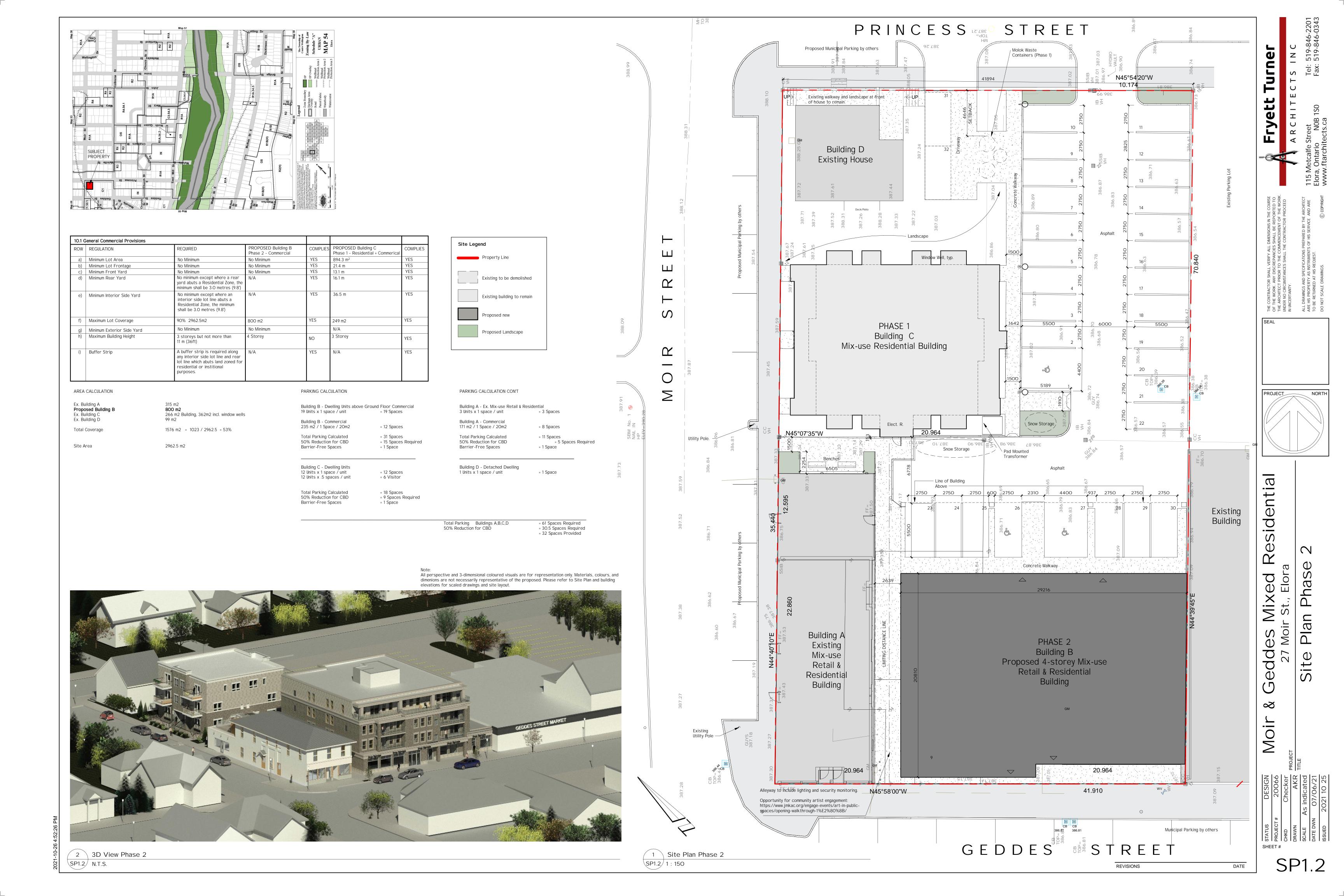
The proposed redevelopment and concept plan will contribute positively to the Township and Elora. The development will enhance the downtown in terms of design, pedestrian realm, and sense of place. Overall, the proposed redevelopment represents a significant investment in Elora and will support the growth of the community by providing more residential units and employment opportunities, in a high-quality development,.

In summary, the proposed redevelopment will:

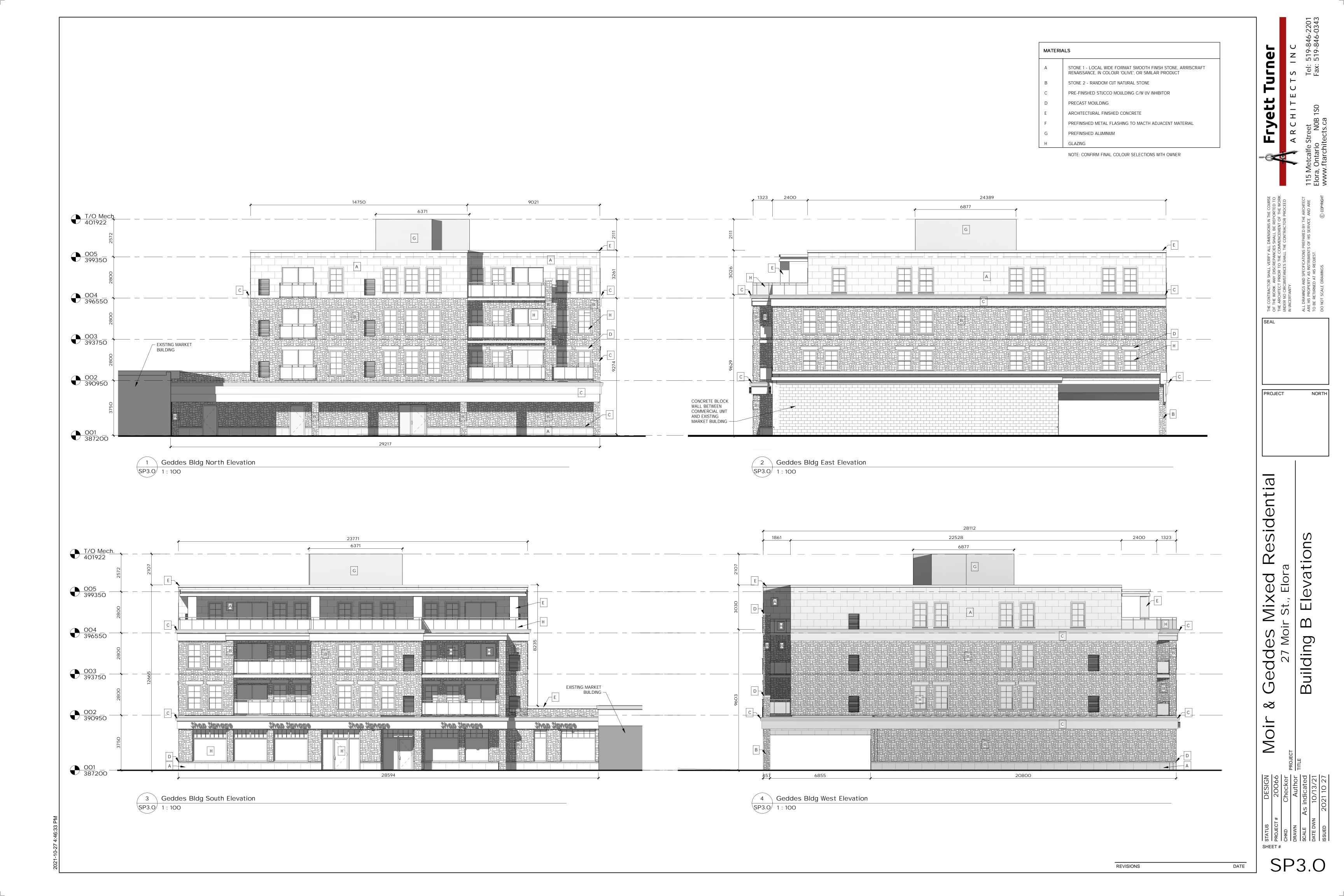
- Capitalize on the existing location of the subject lands in proximity to the downtown core and within the designated Central Business District;
- Provide for intensification that is sensitive to the existing and planned surrounding context;
- Create a strong visually appealing street edge;
- Result in a more efficient and sustainable use of the property;
- Retain and protect heritage resources;
- Increase the variety of unit types within Centre Wellington and Elora by offering more multiple residential units at an attainable price point; and
- Increase the variety and viability of Centre Wellington as a destination for residents, employers, employees, and visitors by contributing to the mix of uses in the broader area.

In our opinion the proposed redevelopment is appropriate for this location and will contribute positively to the character and built form of downtown Elora.

**Appendix A |** Site Plan



**Appendix B** | Elevations (Building B)



Appendix C | Shadow Study

#### Study Brief:

This shadow study is created to support the Planning Application of a three-story mixed use stacked townhouse building and a six-story medium density mixed-use building in Elora, ON.

The shadow study was completed using the Autodesk Revit modeling program by adjusting the Sun Settings to be accurate to the proposed site graphical location and local time zones (Eastern Standard Time Zone).

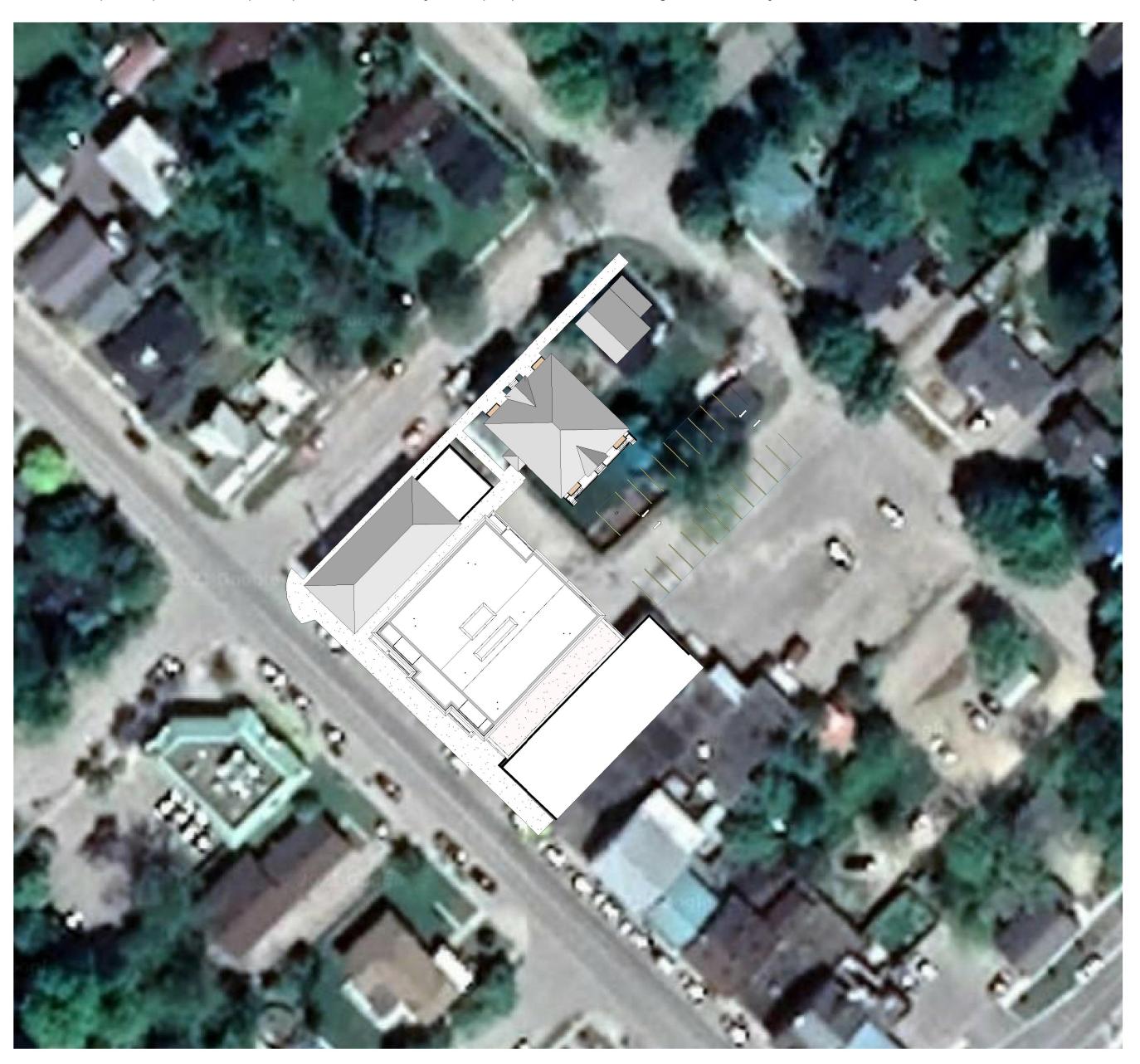
The study was conducted for 5 intervals on a single day based at the solstices for Summer and Winter and the Spring/Fall equinoxes. Screen shot images were taken at the Solar Noon and include 10am, 12pm, 2pm, 4pm and 6pm.

#### Reference Base Plan:

The model used in this shadow study is accurate in scale and elevation to the proposed residential building.

Neighboring buildings were modeled with estimated elevation and scale. Google Earth (Image to left) is used to confirm scale and distances to neighboring structures. Model buildings are superimposed on top of Google Earth image.

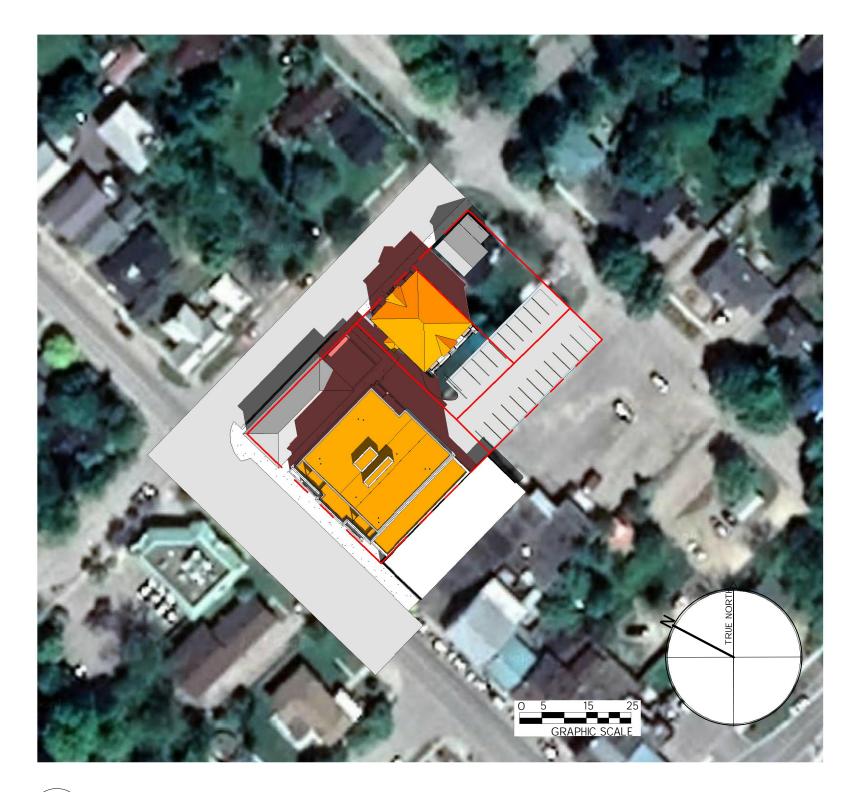
The Reference Base Plan is to be used as reference to clearly identify the site boundary, the building foot print and mass within the test site, all streets, public parks and open spaces, and all adjacent properties and buildings affected by the shadow study.



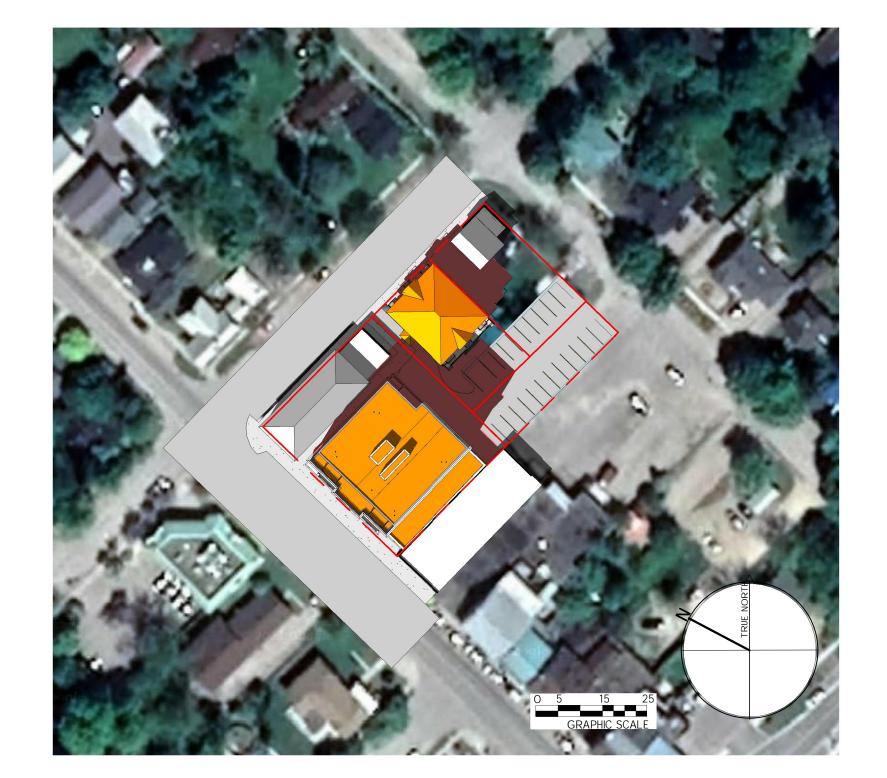
Mixed Use Building, Geddes St, Elora - Shadow Study Study Brief and Reference Plan



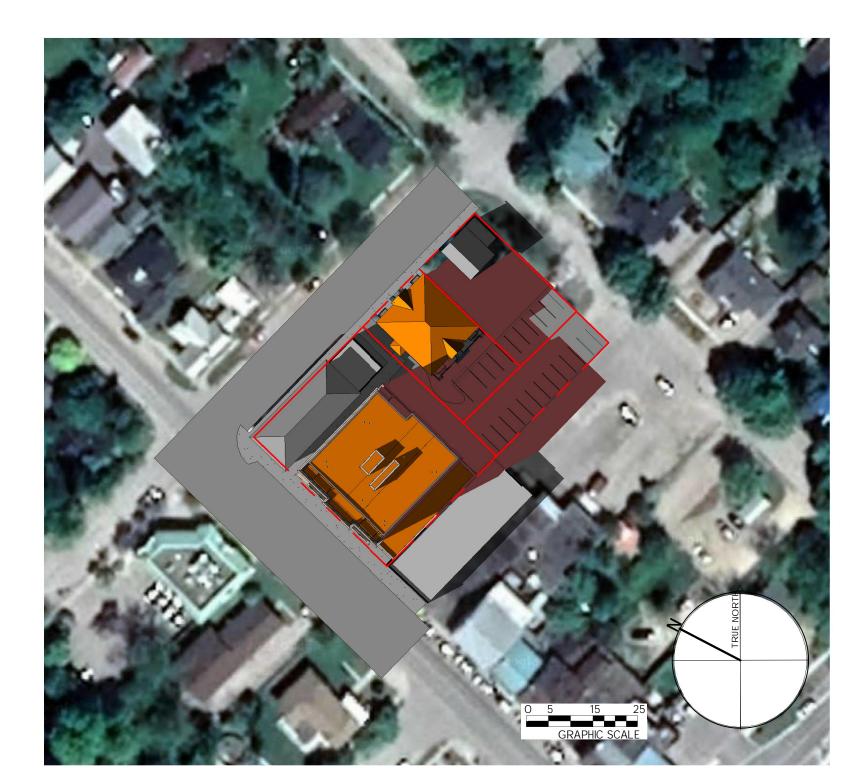
1 SPS - Spring/Fall - 10am S1.0 1:850



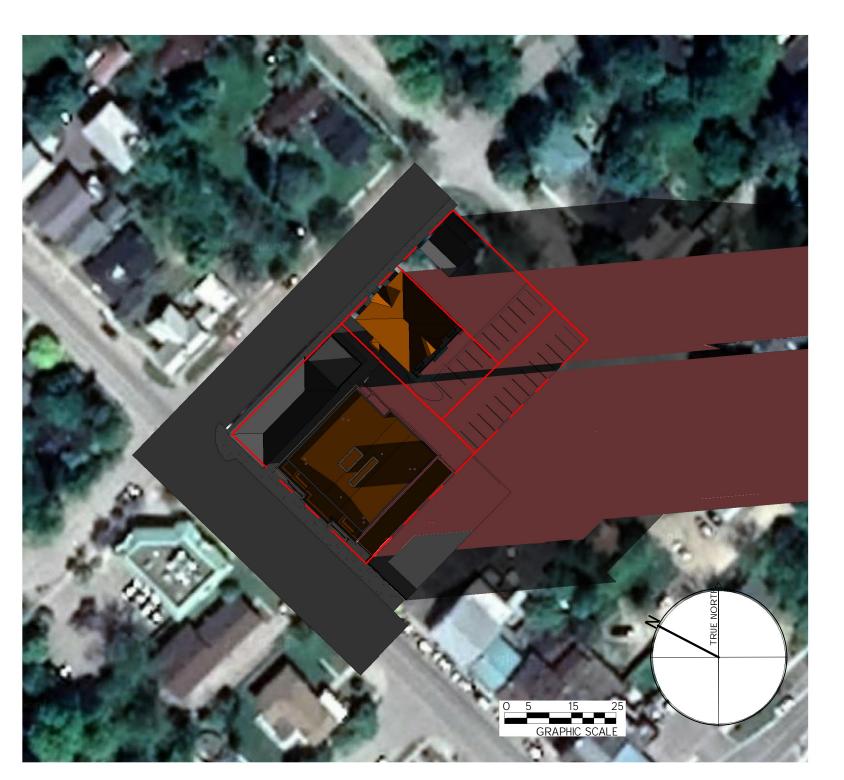
2 SPS - Spring/Fall - 12pm S1.0 1:850



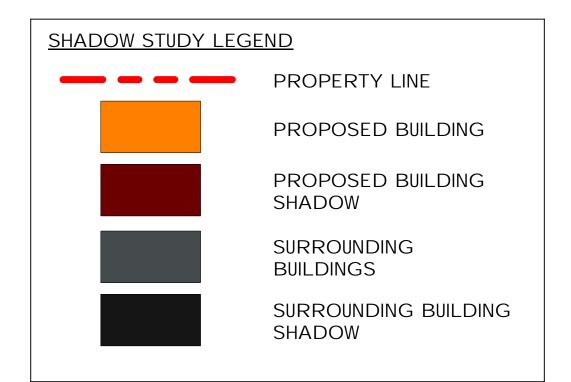
3 SPS - Spring/Fall - 2pm S1.0 1:850



4 SPS - Spring/Fall - 4pm S1.0 1:850



5 SPS - Spring/Fall - 6pm S1.0 1:850



Building Elora Mixed Use B Geddes St., E

Spring/Fall Study Path Sun

SHEET #

DATE

REVISIONS





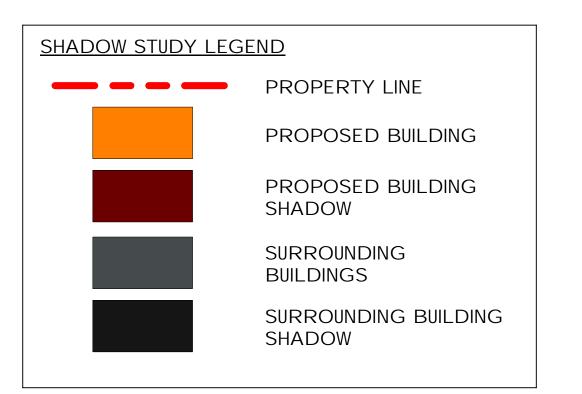


5 SPS - Summer - 2pm S2.0 1:850









Building Mixed Use Builc Geddes St., Elora

Path Sun

1 SPS - Winter - 10am S3.0 1:850





2 SPS - Winter - 12pm S3.0 1:850

SHADOW STUDY LEGEND PROPOSED BUILDING PROPOSED BUILDING SHADOW SURROUNDING BUILDINGS SURROUNDING BUILDING SHADOW

Winter

Building Mixed Use Builc Geddes St., Elora

Path Sun

SHEET #