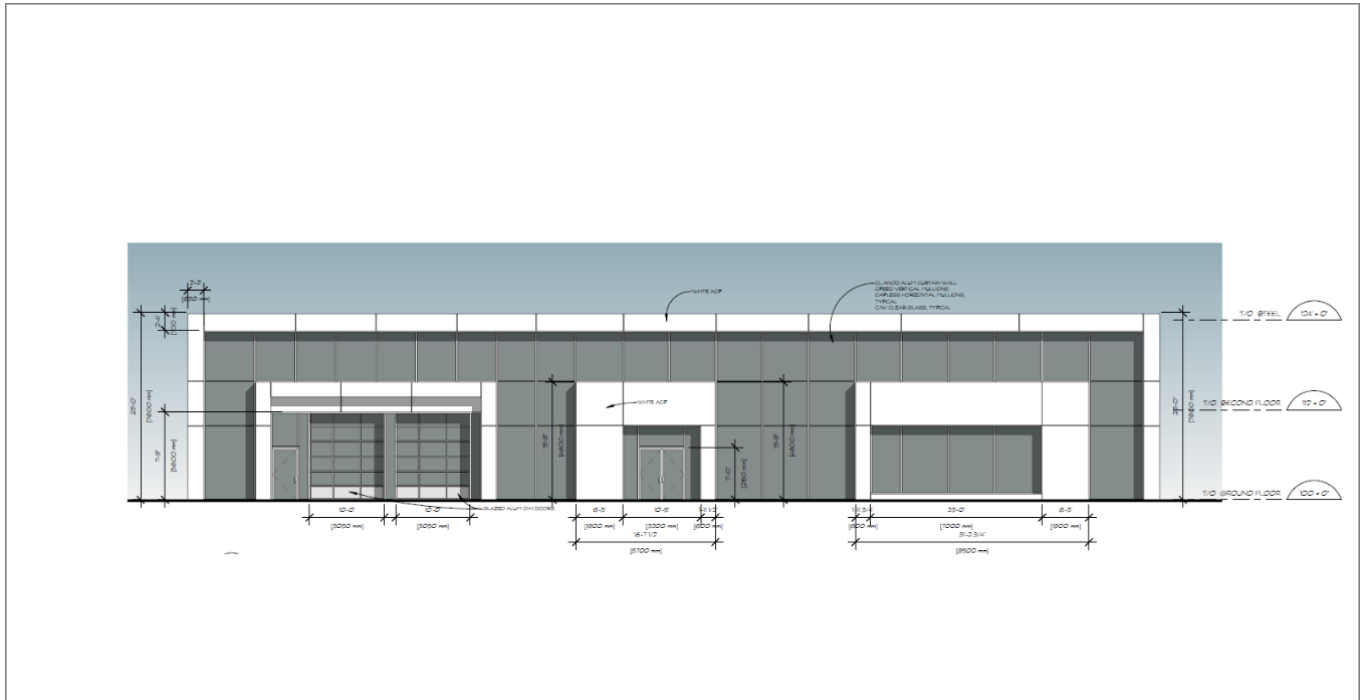


PLANNING / DESIGN BRIEF

540 DEALERSHIP DRIVE, CITY OF OTTAWA



Project No.: OCP-17-0442

Prepared for:

Zena Investment Corporation
c/o Myers Automotive Group
1200 Baseline Road
Ottawa, ON, K2C 0A6

Prepared by:

McIntosh Perry Consulting Engineers Ltd.
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September 22, 2017

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1.0 OVERVIEW / INTRODUCTION

This Brief is submitted in support of an application for Site Plan Control by Zena Investment Corporation for the development of a new two-storey Myers automobile dealership. The land that is subject of this application is known municipally as 540 Dealership Drive and is legally described as Block 9 on Plan 4M-1538, in the former Geographic Township of Nepean, now in the City of Ottawa. The subject lands were previously subject to applications for subdivision and zoning by-law amendment for the creation of the business park, Citi Gate Corporate Campus.

This Brief discusses the suitability of the proposal in the context of applicable planning and design-related policy and guidelines and zoning.

2.0 SITE CONTEXT

The subject land is within the Citi Gate Corporate Campus, a 68.79 hectare (170 acre) business park located at the intersection of Highway 416 and Strandherd Drive. The subject lands, located south of Dealership Drive and west of Strandherd Drive, have a total area of 1.84 hectares (4.54 acres) and are currently vacant. To the west is a future Carstar automobile body shop (550 Dealership Drive) and to the east is an existing Honda automotive dealership (530 Dealership Drive). To the south is the O’Keefe drain and to the north are vacant lands and a stormwater management facility servicing the subdivision. The subject lands will have municipal water and sanitary servicing.



Figure 1: Subject Lands

3.0 DEVELOPMENT PROPOSAL / ARCHITECTURAL APPROACH

This proposal is for an automobile dealership with a two-storey principle building with a gross floor area of approximately 2,625 sq. metres that will serve two main functions. First and foremost is the display and sale of vehicles. There is a large two-storey volume showroom at the front of the building, which is accompanied by sales offices and customer lounge areas on the ground floor. Overlooking this showroom are the administrative offices and staff areas located on the second floor. The second function will be the automotive service area which features an indoor service drive-thru, repair garage, and parts storage area.

The showroom and service drive-thru, both located on the front of the building, are enclosed with a 2-storey height glass curtain wall which wraps around on the sides of the building. The curtain wall is framed with aluminum composite panel cladding in the dealership's corporate colour scheme. The large expanse of glass is punctuated by projecting aluminum composite panel features identifying the entrances to the building, as well as the service drive-thru. The service area at the rear of the building will be clad with prefinished insulated metal wall panels. Two different colours and textures will be used on these wall panels to help break up the building's massing.

In addition to the principle building, the site will be used for parking for customers and employees and to satisfy inventory requirements. A total of 397 spaces are proposed, including two (2) barrier-free spaces, as summarized within Table 1.

Type of Parking	No. Spaces Provided
Customer and Employee	63 <i>(incl. 2 barrier-free spaces)</i>
Display	21
Inventory	313
Total	397

Table 1: Parking / Vehicle Storage

The main vehicular access point to Dealership Drive is at the northeast corner of the site and serves as the access point for fire and emergency vehicles. A secondary access, shared with the property to the west, is at the northwest corner of site. Snow storage is proposed at the southernmost portion of the site as indicated on the Site Plan. One loading space is proposed along the western façade of the building.

Consideration of the proposal in the context of the applicable planning policy environment and zoning is provided in the sections below.

4.0 PLANNING POLICY & REGULATORY FRAMEWORK

4.1 Provincial Policy Statement

The proposed development is consistent with the Provincial Policy Statement's policies to sustain healthy, liveable and safe communities. The development is compatible with the land use patterns of the area and is within an employment area where municipal services and infrastructure have been developed in anticipation for this type of growth. The development will also contribute to the short-term economic well-being of the City by providing employment opportunities.

4.2 City of Ottawa Official Plan

The subject lands are designated *Employment Area* on Schedule B (Urban Policy Plan) of the City of Ottawa Official Plan. It is the City's intention, through the Official Plan, that *Employment Areas* provide employment-generating land uses. The proposed automobile dealership will provide employment opportunities and contribute to the economic activity within the business park.

Section 3.6.5 of the Official Plan, which provides policy direction for lands designated *Employment Area*, confirms the subject lands are appropriate for an automobile dealership:

Pol. 3.6.5.2 In Employment and Enterprise Areas, the zoning by-law will:

- b. Permit uses that store most products outdoors and require large land areas devoted to external storage, sale or service of goods or for vehicle sales and service;

According to the Official Plan, *Employment Areas*, including the Citi Gate Corporate Campus, generally have convenient access to designated truck routes. The portion of Dealership Drive upon which the subject lands have frontage is identified as a proposed Collector on Schedule E (Urban Road Network) of the Official Plan and connects with Strandherd Drive – an existing Major Arterial. Collector Roads "...are the principal streets in urban and village neighbourhoods and are used by local residents, delivery and commercial vehicles, transit and school buses, cyclists, and pedestrians." (Official Plan Annex 1 – Road Classification and Right-of-Way, Section 1.0) The subject lands are east of a future north-south Major Collector.

The approval processes necessary to enable the registration of the commercial Plan of Subdivision 4M-1538 involved requisite public consultation and the completion and approval of various technical studies and reports that addressed environmental and compatibility issues. The approval process was also subject to relevant Official Plan policy.

In relation to Official Plan policies 2.3.2 and 2.3.3, the concurrently submitted Site Servicing and Stormwater Management Report, prepared by McIntosh Perry Consulting Engineers Ltd., demonstrates that the development can be sufficiently serviced by municipal water and sewer and that impacts on the O'Keefe drain will be mitigated both in relation to water quality and quantity controls.

The development generally conforms to the intent and purpose of the City's Official Plan.

4.3 South Nepean Secondary Plan (Area 9 & 10)

The subject lands are within the South Nepean Secondary Plan for Area 9 & 10 and are designated “Business Park” on Schedule A (Land Use) of the Plan.

Policy 1.4 of the Secondary Plan confirms that the establishment of a conventional business park for the interior lands west of Strandherd Drive is part of its Land Use Plan. Policy 2.1 establishes an objective of 7,000 jobs on lands designated for industrial and commercial uses. Policy 2.2.5.2 is specific to lands designated “Business Park” and defers to the Policy Section 3.6.5 of Volume 1 of the Official Plan.

There are no design policies within Sections 3.1 or 3.2 of the Secondary Plan that apply specifically to the subject lands; however, Schedule C (Employment Area Maximum Building Heights) of the Secondary Plan is referenced. Schedule C establishes a maximum height of 33 metres for the subject lands (also reflected in the Zoning By-law).

Section 5 of the Secondary Plan provides infrastructure policy applicable to new development and requires that servicing and stormwater management is carried out in conformity with the South Nepean Master Drainage Plan and Master Servicing Plan. The concurrently submitted Site Servicing and Stormwater Management Report demonstrates that the development adheres to the servicing and stormwater management criteria established through the approval of the Citi Gate Corporate Campus subdivision, which was evaluated in relation to its conformity with overarching Master Drainage and Servicing Plans.

The development conforms to the South Nepean Secondary Plan.

4.4 Citi Gate Corporate Campus Design Guidelines

The Citi Gate Corporate Campus Design Guidelines were established during the subdivision approvals process to ensure that the development of the business park was carried out in a cohesive manner and with sustainable design that focused on the natural and built environment. During the Pre-Consultation process, City Staff requested an evaluation of the proposal in relation to the Design Guidelines.

Figure 2 identifies the subject lands within the Citi Gate Corporate Campus Design Guidelines Design Concept Plan.

Sections 2.0 and 3.0 of the Design Guidelines are applicable to the proposal. Tables 2 and 3, below, summarize the design guidance and provide brief statements of response.



Figure 2: Subject Lands within City Gate Corporate Campus Design Guidelines Design Concept Plan

Guidelines	Response
<i>Section 2.0: Private Site Development</i>	
2.1 Entrance Feature Each project to include entrance feature.	Rock outcrop features with vehicle display areas at their tops are proposed in three locations at the property's frontage. Please refer to the Landscape Plan.
2.2 Way Finding Way finding other than only signage should be incorporated.	A wayfinding sign is proposed at the site's main vehicular entrance to direct customers to the sales and service areas of the site. Two primary pedestrian connections from the public right-of-way are proposed and both incorporate design elements that differentiate them from the landscape.
2.3 Parking Each site should have a primary access with separate visitor parking near the main entrance. Parking areas should not be located in the front yard and should be screened.	<p>Automobile dealerships require considerable on-site parking and vehicle storage areas and the prominent display of vehicles is a characteristic element of this permitted use.</p> <p>Customer parking is located near access points to the sales and parts portions of the building, to the west of the site. Seven of these spaces are within the front yard, but are not directly between the building's façade and the public right-of-way. Space for vehicle display is intentionally situated within the front yard directly in front of the building's façade and showroom and is intended for customer use.</p> <p>Many of the site's several rows of parking are capped with landscaping features, especially those that are visible from the public realm.</p> <p>A landscaped strip is proposed on-site along the length of the front lot line to soften the transition from the public realm to the vehicle display and parking areas within the front and side yards.</p>
2.4 Screen Site Related Service and Utilities Conceal loading areas, garbage bins, and service entrances.	Site loading and garbage areas are located towards the rear of the building and will not be visually dominant from the public realm or primary customer points of access. There is a transformer at the front lot line that will be partially screened by both private and public landscape treatments.
2.5 Pedestrian, Bicycle and Outdoor Amenities Promote active transportation and use of outdoor space.	Pedestrian amenities are provided solely for site navigation purposes. Bicycle parking spaces are proposed at the front façade towards the eastern side of the building and are prominently displayed.
2.6 Site Development that Enhances the Natural Environment Reinforce/rehabilitate local flora and fauna communities.	Proposed plantings include native species, as indicated on the Landscape Plan, and stormwater is managed on-site. A combination of tinted and clear glass is proposed for much of the exterior wall of the building's showroom (please refer to the architectural elevations).

Table 2: Response to Design Guidelines (Private Site Development)

Guidelines	Response
<i>Section 3.0: Building Design</i>	
3.1 Landmark Buildings	Not applicable, as the subject lands are not designated a gateway site.
3.2 Natural Landscape Inspired Architectural Style Balance buildings with the natural landscape.	The proposed building is a modern automobile dealership and includes white metal panelling and glass. The site is designed with various exterior landscaping treatments that compliment the building's architectural components.
3.3 Celebrate the Entrance Design prominent, distinctive entrances that are practical and easy to find.	The building's entrances have been designed with functionality in mind so that customers will be able to navigate the site with ease.
3.4 Design Consistency on All Building Facades	The building has two primary exterior materials: white metal panelling and glass. A consistent look is achieved.
3.5 Design for All Seasons Building should work well in all seasons.	Four season functionality is integral to the automotive sales and service industry and the site and building have been designed to ensure ease of snow removal and include functional entrances during all seasons.
3.6 Design for Night Time	Please refer to the submission package for proposed site lighting information.
3.7 Building Material Integrity	Durable materials are proposed and none attempt to replicate natural materials.
3.8 Grade Related Building Services	Utility appurtenances are not expected to detract from the building's appearance in this instance.
3.9 Integrate Rooftop Mechanical Equipment	Only minimal visibility of rooftop mechanical equipment is anticipated and it is not expected to detract from the aesthetic quality of the site or building.
3.10 Special Consideration for Tall Buildings	Not applicable.
3.11 Animate Pedestrian Routes Animate the pedestrian realm.	Easily identifiable pedestrian connections to and from the public right-of-way are proposed, as well as landscape features that will benefit pedestrians; however, no other pedestrian amenities are proposed on-site. Pedestrian amenities are proposed within the public right-of-way throughout the subdivision.
3.12 Universal Access Accommodate persons with disabilities.	The building will be designed to accommodate persons with disabilities in accordance with the requirements of the Ontario Building Code. The site has minimal grade differentiation between the right-of-way and entrances and is expected to be fully accessible.
3.13 Retail Buildings and Car Dealerships Orient buildings in a warm and inviting manner and use clear windows and doors.	The building employs substantial glass exterior along the front façade with inviting landscaping and pedestrian elements within the front yard.

Table 3: Response to Design Guidelines (Building Design)

The development has been designed in accordance with the Citi Gate Corporate Campus Design Guidelines.

4.5 City of Ottawa Zoning By-law 2008-250

Under the City's Zoning By-law, the subject lands are zoned Business Park Industrial Zone, are subject to Special Exception 2044, and have a height limit of 33 metres. Special Exception 2044 adds an automobile body shop as a permitted use and prohibits a gas bar and a hotel. Several development standards are also modified under the Special Exception. The proposal complies with the modified development standards as well as those applicable under Section 205 of the By-law, which prescribes zoning provisions specific to lands zoned Business Park Industrial Zone. A detailed review of the proposal's compliance with zoning, including general and parking and loading provisions, will be conducted by Staff during the Site Plan Approval process.

5.0 CONCLUSION

The development is consistent with the Provincial Policy Statement, conforms to the City of Ottawa Official Plan and the South Nepean Secondary Plan, and has been prepared in accordance with the Citi Gate Design Guidelines. The automobile dealership is a permitted use under the Zoning By-law and complies with applicable zoning provisions.

The proposal is an appropriate use of the subject property, is in the public interest, and represents good planning.

The author is grateful for contributions from KWC Architects Inc.

Respectfully submitted,



Benjamin Clare, MCIP RPP
Senior Land Use Planner

Appendix A

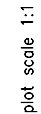
Site Plan, prepared by KWC Architects Inc.



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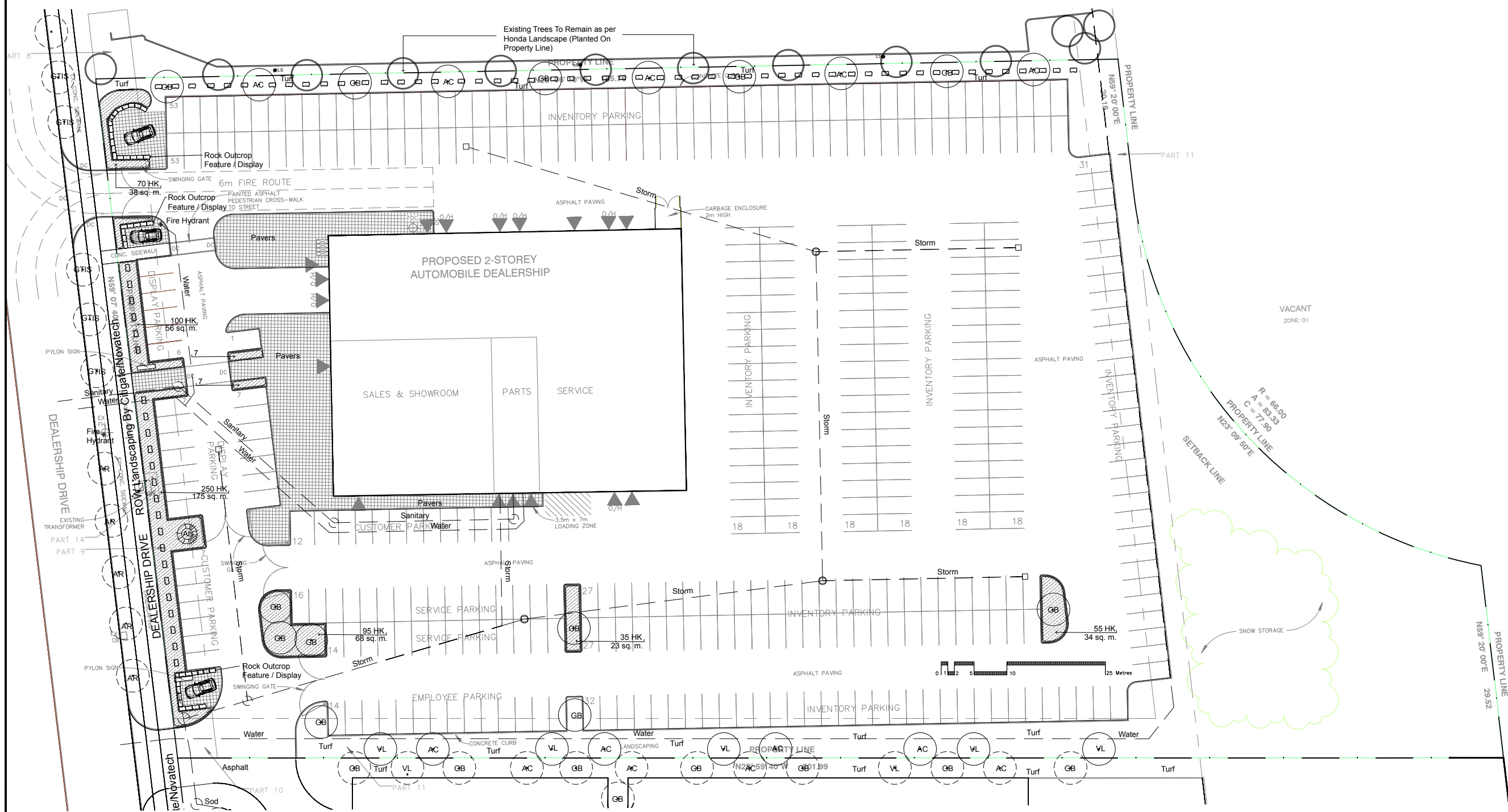
Appendix B

Building Elevations, prepared by KWC Architects Inc.



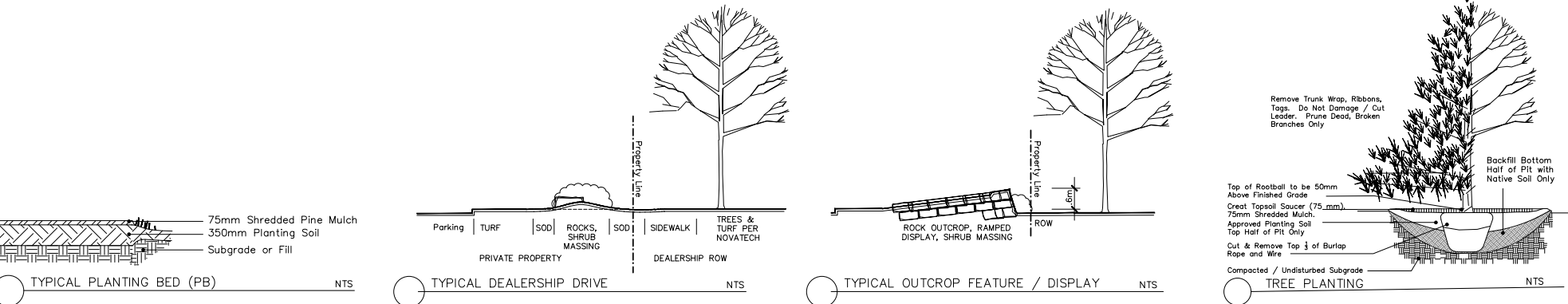
Appendix C

Landscape Plan, prepared by Gino J. Aiello Landscape Architect.



TURF AREAS TO BE 150MM TOPSOIL AND HYDROSEED. SOD AREAS TO INCLUDE 150MM TOPSOIL.

PLANTING MIX TO BE APPROVED BY LANDSCAPE ARCHITECT. ALL PLANT MATERIAL TO MEET CNLA STANDARDS, AND BE APPROVED BY LANDSCAPE ARCHITECT PRIOR TO PLANTING. ALL WORK TO INCLUDE MINIMUM 1 YEAR WARRANTY FROM DATE OF FINAL ACCEPTANCE. TREE PLANTING TO INCLUDE 2 YEAR WARRANTY FROM DATE OF FINAL ACCEPTANCE. TREE PLANTING TO BE MINIMUM 2.0 METRES FROM STORM SANITARY AND WATER SERVICES.



Plant List - Shrubs - Myers 540 Dealership Drive Citigate Park				
Code	Qty.	Botanical Name	Common Name	Size
HK	605	Hypericum kalmianum	St. John's Wort	30 cm ht.
GM	150	Geranium macranthum 'album'	White Blagay Geranium	9cm Pot

Plant List Trees Myers 540 Dealership Drive Citigate Park				
Code	Qty.	Botanical Name	Common Name	Size
AC	5	Amenanchier canadensis	Tree Serviceberry	60mm cal
GB	10	Ginkgo biloba 'Princeton Sentry'	Princeton Sentry Ginkgo	70mm cal
VL	5	Viburnum lentago	Nannyberry Tree	60mm cal
Ab	1	Abies concolor	Silver Fir	2.0m ht.

Plant List Trees BY OTHERS ON Dealership Drive				
Code	Qty.	Botanical Name	Common Name	Size
AR	5	Acer rubrum	Red Maple	60mm cal
GTIS	5	Gleditsia tricanthos 'Skyline'	Skyline Honeylocust	60mm cal

Drawing Remains the Property of Gino J. Aiello Landscape Architect. Copyright Reserved by Gino J. Aiello Landscape Architect. Do Not Use or Reproduce Without Approval of Gino J. Aiello. Do Not Use For Construction Unless Signed By Landscape Architect. Contractor is Responsible for Verification of Site Locations of all Utilities. Report any Discrepancies Between Site and Drawing Immediately to Gino J. Aiello.

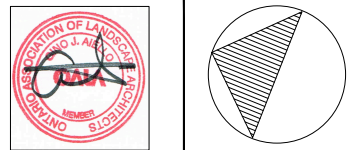
APPROVED ☐ REFUSED ☐

THIS ____ DAY OF _____, 20__

DON HERWEYER, MCIP, RPP, MANAGER
DEVELOPMENT REVIEW SOUTH
PLANNING, INFRASTRUCTURE AND ECONOMIC
DEVELOPMENT DEPARTMENT, CITY OF OTTAWA

- Proposed Coniferous Tree
- Proposed Deciduous Tree
- Proposed Shrub Bed
- Proposed Limestone Blast Rock Approx .9m Long x.5m Deep x.4m Tall.
- Proposed Pavers
- Existing Tree To Remain

No.	Revision	Date
3	Plant List Added	September 15 2017
2	Per Civil and Topo	September 12 2017
1	For Review / Coordination	August 2017



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Project
**Myers Auto Dealership
Citigate Park**
Block 9 540 Dealership Drive

Drawing
LANDSCAPE PLAN

Drawn By: GJA
Design By: GJA
Date: AUGUST 2017
Scale: 1:300

Sheet Number
L1

D07-