

**PLANNING RATIONALE**  
For  
120 Hearst Way . Kanata . Ontario

Prepared for:  
**Franklin Empire Holdings**

Prepared By:  
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May 2013



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## Introduction & Background

Franklin Empire Inc. is a family owned electrical distributor, who supplies electrical components for new construction, renovation and the maintenance of industrial plants as well as residential and commercial buildings to contractors and the general public. They also specialize in automation systems for manufacturing processes, offering a Product/Service that is unique among Canadian Electrical Distributors.

Their proud heritage dates from 1898, (L.S. Tarshis, E.W. Playford, and Lynn Macleod). The 1992 merger of Franklin Playford (1946) and Empire Electric (1942) established Franklin Empire Inc. The company has since grown to over 20 branch locations in Quebec and Ontario, including five assembly and repair divisions.

Franklin Empire employs over 450 people and has an inventory investment exceeding \$25 million. They are proud to be the largest independently owned electrical distributor in Canada. Remaining consistent with their inventory investment, Franklin Empire has decided to continue with their investment strategy of owning their facilities. They have in thus hired both Broccolini Construction Inc. and Rubin & Rotman Associates | Architects to providing professional services to design, construct and administer the project through the municipal approvals process.

Franklin Empire has secured the purchase of land at 120 Hearst Way, a severed parcel of land that was previously owned by Arnon Corporation. The site is located between Hearst Way and the 417 Highway along the northbound Eagleson Exit. The project will thus need to meet the requirements of the Ontario Ministry of Transportation with respect to development along Provincial highways.

The site is currently an empty undeveloped parcel of land. The Zoning designation of the land is IL1 and designated LDE (Low Density Employment) lands in the Kanata Town Centre Secondary Plan. Given that the subject land is located within the Kanata Town Centre, which is designated as a "Design Priority Area", consultation with the Urban Design Review Panel (UDRP) has been started. Rubin & Rotman conducted the required Pre-Consultation meeting the UDRP on February 7th, 2013. The project has been well received and has attempted to address any and all concerns identified in that meeting.

As part of the Site Plan Control application, Rubin & Rotman Associates | Architects has prepared this document as the Planning Rationale for the proposed development.



## Location & Context

As mentioned, the site is located adjacent to the Eagleson Road exit, along the northbound lane, south of the 417 Highway. The legal description of the site is Kanata South PLAN 4M310 PT BLK 5 RP;4R23553 PARTS 5 AND 7 and the PIN is 045060860.

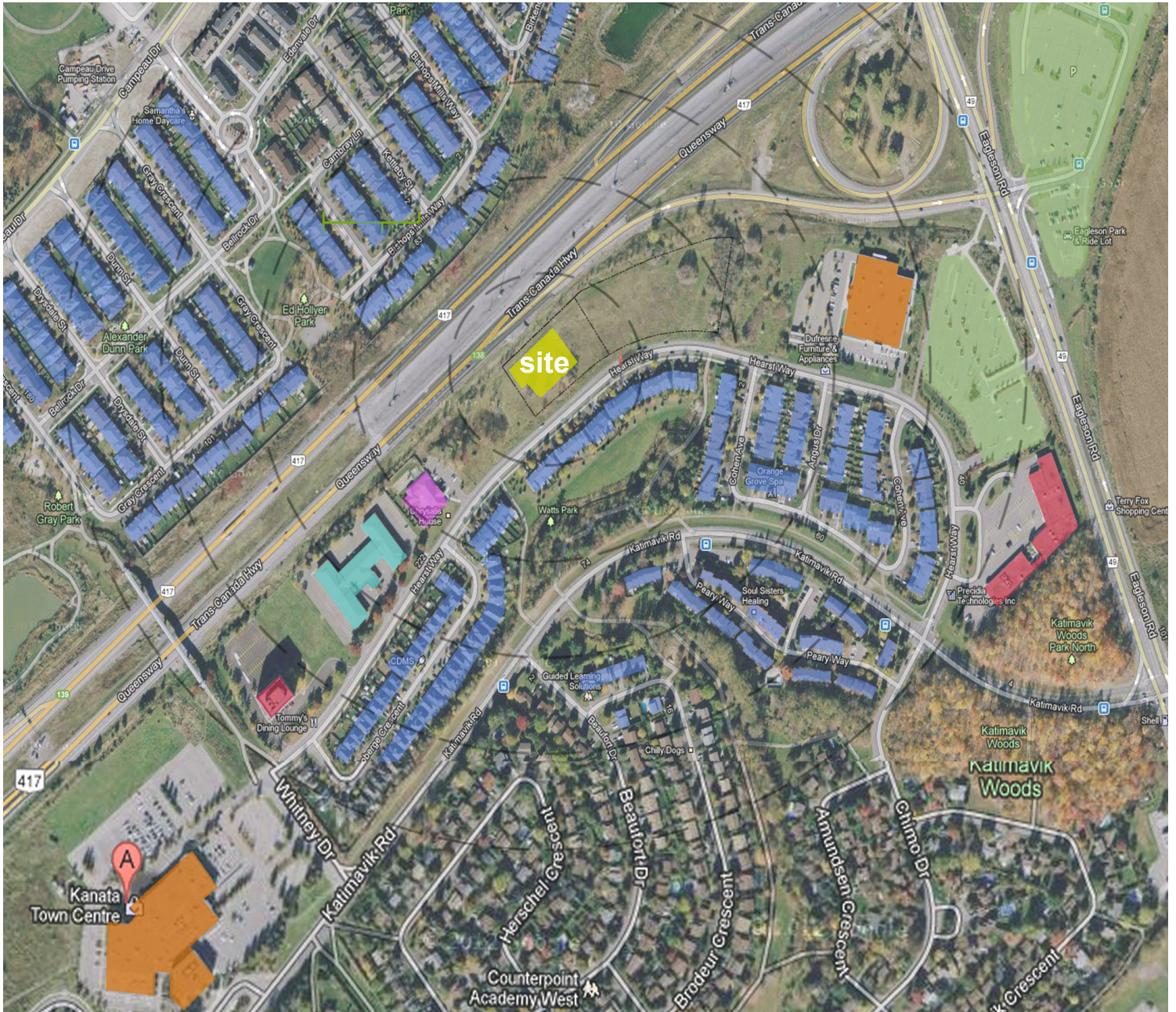


Fig. 1 - Contextual Map



Fig. 2 - Image | View from Hearst Way



Fig. 3 - Image | View from 417 (Eastbound)

**To the South:**

Immediately to the south across Hearst Way is a series of town home developments that back onto a park that runs to Katimavik Road.



Fig. 4 - Image | Town homes across from site



Fig. 5 - Image | Town homes across from site

**To the East:**

Along the north parcels of land on Hearst Way is a one storey furniture store east of the property about 300m away. Adjacent to that is the Eva James – Eagleson OC Transpo Park & Ride. To the east of the Park & Ride near the corner of Katimavik and at 10 Hearst Way is a one storey commercial building leasing out spaces to various HVAC and electrical engineering systems providers such as Chubb Edwards, Breneck Technical Services, and IBC Integrated Control Inc.



Fig. 6 - Image | Furniture store



Fig. 7 - Image | OC Transpo Park and Ride



Fig. 8 - Image | Commercial Building at 10 Hearst Way

**To the West:**

To the west about 200m away from the proposed development is Chrysalis House – a women’s shelter. A two storey Comfort Inn hotel sits immediately to the west of Chrysalis House about 300m from the proposed development. At the intersection of Hearst Way and Whitney Drive sits a 6 storey commercial office building at 260 Hearst Way.



Fig. 9 - Image | Two Storey Hotel



Fig. 10 - Image | 6 storey commercial office building



## Proposed Development

The proposal is for a 27,000 sq.ft retail facility with supporting warehouse and administrative offices. The primary footprint of the building is 25,000 sq.ft., with an additional 2000 sq.ft to be located on a second level mezzanine. The clear height requirement for the warehouse support space is to have 28' clear to the underside of the joist; we are thus anticipating a finished parapet height of around 31 feet above grade.

The building has been located on the site to accommodate the required building area needed for the project, the required parking anticipated for this type of project (as per zoning), and requirement to ensure that all tractor trailer maneuverability remains within the confines of the property, and finally by addressing the required municipal set-backs and those required by the Ontario Ministry of Transportation.

The sites main vehicular and main entrance access is located at the south east corner of the property with direct visibility of the main entrance for those traveling on southbound on Hearst Way. This direction will most likely be the most commonly used access to the site, as most people will access Hearst Way from Eagleson Rd. The main entrance of the building will be clearly identified through the architectural form of the building, which includes a large protective overhang and properly identified signage. As a team, we have gone to great lengths to ensure that the building's architectural aesthetic, though a simple commercial building, was thoroughly thought through, with respect to openings, entrances, parking and the location of the loading dock. With the exception of a two parking spaces located at the south east corner of the property, almost the entire south area of the property along Hearst Way will be landscaped with trees, shrubs and hard landscaping to identify pedestrian access to the main entrance.

In order for all tractor trailer manoeuvrability to happens within the tighter set-backs of the site – including a 14m (46') setback along the highway property line - all parking has been located along the north / east of the site and along the east property line. As there is no minimum green space requirement for side-yard setbacks, parking was brought fairly close to the east property line.

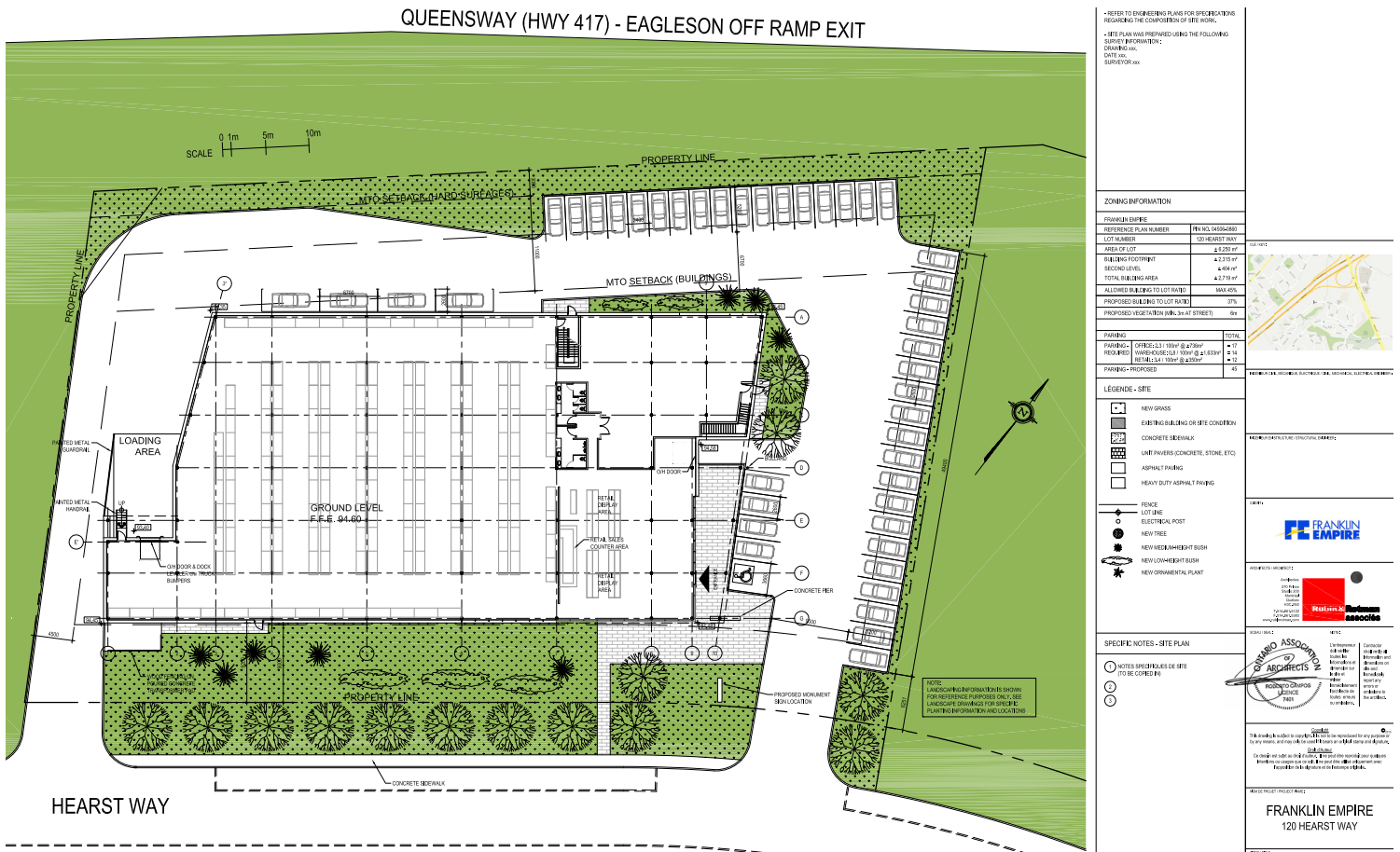


Fig. 11 - Proposed development - Site Plan Drawing

Preliminary Urban Design Review Panel Comments & Concerns to be addressed

As mentioned, this project is and will continue to be subject to presentation to the City of Ottawa Urban Design Review Panel. The main points of criticism to be addressed based on the Pre-Consult meeting held on February 7th are the following:

- Location of the loading dock facing Hearst Way: The loading dock doors are now located facing the highway and not along Hearst Way and the residential neighborhood. Parts of the side of the loading dock will be screened to further conceal any large transport trailers docked for loading and unloading. Facing the dock towards the highway will also help minimize unwanted noise from idling trucks. Please see Noise / Vibration Study
- Transport Truck manoeuvring within property: The site planning of the property has taken into consideration that all truck manoeuvring - including large transport trailers - was to take place within the property. Rubin & Rotman configured the service road and the building's geometry and parking layout to ensure that was the case. We confirmed this assessment using "AutoTurn" for AutoCad by Transoft to ensure that the site planning left adequate space for large transport trailers to access the site, safely access the loading dock and finally exit the property without the need to disrupt traffic along Hearst Way.
- Landscaping along Hearst Way: As mentioned, almost the entire land in front of the building will be dedicated to planting or hard landscaping (including a pedestrian sidewalk along the street). A mixture of trees, shrubs, a retention pond, and pavers will be placed in front of the main elevation.
- Elevation Facing the Highway: Since the design was still fairly preliminary in nature at the time of the Pre-Consult UDRP meeting, they wanted to make sure (as well as the City Planners) that the elevation along the highway and the treatment of the site did not feel like an afterthought. We have placed glazed openings facing on the north facade as a direct response to the building's planning with such things as offices, meeting rooms and the lunch room placed along the north facade. A landscaped area has been located between these glazed openings and some parking. Much of the area north of the service road along the north property line will be left with grass. No trees or shrubs will be planted to allow an area for winter snow storage.



Fig. 12 - Proposed development - Preliminary rendering

## Architectural Precedence

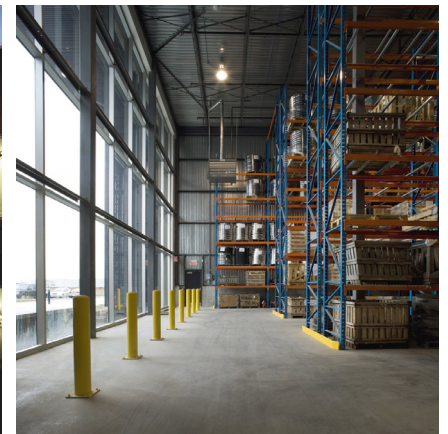
For all of our projects, we look to precedence to help in conveying our proposal approaches and inspiration. Whether they are projects previously done by ourselves or by other architects, we always look to successful projects to help convey the ideas behind our work. In this case we decided to include 2 projects that convey successful retail / warehouse typologies, their massing, use of colour and connection to their site.

The first one is a project that is currently under construction in the town of St-Hubert just south of Montreal. This project - also done by Rubin & Rotman - is a one storey commercial retail / warehouse facility for the furniture retailer Economax. The similarities of this project included a similar suburban site, also along a provincial highway and an existing residential development. This project was also subject to a municipal design review panel that included the project's ability to address stringent design guidelines.



This building used its form and massing to identify a recognizable vocabulary for the Economax brand, while still respecting the design guidelines requirements for a minimum of stone to be used in the building's facade pallet. All car parking has been located facing the highway; while a main entrance is located facing the residential development. Project received unanimous approval and is slated for completion fall 2013.

The second precedence building is a project is also in St-Hubert - the St-Germain Aqueducts and Sewers. This building has a similar modern aesthetic and material pallet that we are proposing. Careful placement of windows and entrance articulation give this building a transparency and programmatic understanding that we are also striving for.



## Planning Policy & Rationale for the Site Plan Control Approval

The following section will review the relevant planning texts and their policies which have relevance to this document.

### City of Ottawa Official Plan

In the City of Ottawa Official Plan, the site is designated as an “**Urban Area**” (**Schedule A – Rural Policy Plan**) and further as located within a “**Town Centre / Mixed Use Centre**” (**Schedule B – Urban Policy Plan**). This proposal is consistent with this policy as the use proposed for the site (**retail**) is already permitted in “Town Centre / Mixed Use Centre”.

*“Mixed-use Centres should be characterized by a broad variety of uses in accordance with policy 6a below. The City will encourage transit-supportive land uses, such as offices, secondary and post-secondary schools, hotels, hospitals, large institutional buildings, community recreation and leisure centres, daycare centres, retail uses, entertainment uses, services (such as restaurants), high- and medium-density residential uses and mixed-use development containing combinations of the foregoing.”*

Section 3 Designations and Land Use / 3.6.2. Mixed Use Centres (policy 2)

*“Mixed-Use Centres will provide opportunities, when possible, for a variety of activities by:*

- c. Incorporating spaces for retail, entertainment activities and cultural attractions.”*

Section 3 Designations and Land Use / 3.6.2. Mixed Use Centres (policy 9)

With respect to the Town Centre designation, this document reviewed the requirements of the Site Specific Policies (Kanata Town Centre) governing the location of this proposal

### City of Ottawa Secondary Plan – Kanata Town Centre (Former Kanata Official Plan)

Vision of the Kanata Town Centre Plan: “The Kanata Town Centre will be an active, vibrant core area containing a diverse mix of urban uses arranged in a form and a scale, which is both human and appropriate to its function. It will be a uniquely identifiable place that caters to residents and attracts visitors and will be a constant source of pride for future generations.”

In order to move forward with that Vision, a series of initiative, goals and policies were put in place as guidelines for future development. Some of these initiatives included those related to residential development, sustainable measures, pedestrian and cycling access and also future commercial and employment development areas; which is where this proposed development lies.

Some of the guiding objectives/principals identified in the Site Specific Policies have been taken into account with respect to this specific proposal.

**Section 5.7.3.3** – “... Ensure that facilities perform a multiplicity of functions wherever possible, for example: storm water ponds may also serve as visual buffers, planting areas are visual buffers as well as environmental filters”

This proposal has placed both a storm water management pond and vegetation as a key aspect of the landscape design along the Hearst Way elevation which is exposed to the existing residential community directly across the street.

**Section 5.7.3.4** – “Strive to minimize the disruptive impact Highway 417 on residential uses. Encourage business to take advantage of highly visible areas adjacent to Highway 417.”

This building will act as a physical buffer between the existing residential neighbourhood and the existing highway – which is currently undergoing an expansion. We have attempted to treat the aesthetic of the building facing the highway with the premise that it is not the “back of a building”. Windows allowing natural light into the administrative office spaces and the warehouse support space. Signage for the building has been integrated into the design of the facade to maximize visibility of Franklin Empire for those travelling along the 417. Planting will also be placed along the north of the building where the offices are to be located to provide a visual buffer between those offices and the parking lot.

As per **Schedule B-1 – Kanata Town Centre**, the proposed development has been designated as an **LDE** area (*Low Density Employment*). **Section 5.7.5.5** states the following:

*“In the Low Density Employment Area located in the south-east area of the Town Centre, existing development consists of light industrial buildings and a motel. It is intended that future development will consist of low-rise buildings containing office and light industrial or retail uses.”*

*Retail uses north of Hearst Way will be limited as follows:*

*Total retail GLA will not exceed 10,000 m<sup>2</sup> ;*

*Building sizes will be in the range of 2,800 m<sup>2</sup> to 4,700 m<sup>2</sup> ;*

*Any building shall be limited to two tenants.*

*Opportunities to intensify development over time will be encouraged but total retail GLA within the designation will be limited to 10,000 m<sup>2</sup>.*

This proposal is consistent with the requirements of the Kanata Town Centre Plan, as it is a retail facility with a single tenant occupancy and with a total area that is less than the maximum of 10,000 m<sup>2</sup> allowed by the plan.

The proposal does not meet, however, the minimum gross floor area requirements of 2800 m<sup>2</sup> for retail use. Currently the project has a total gross floor area of 2625 m<sup>2</sup>. A minor variance application has been submitted concurrently with the Site Plan Application to request that the smaller area be approved for this site.

**Rationale for Variance:** The proposal is located in a plot of land that has been purchased and severed from a previous larger plot that originally had a plot area of 17,082 m<sup>2</sup>. The smaller severed land has an area of 6250 m<sup>2</sup> which is an area roughly 36.5% of the original plot. The proposed building area does not meet the minimum area 2800 m<sup>2</sup> for two major reasons. The first one is that the client does not require the additional 175 m<sup>2</sup> or area for their business model. This additional area would incur an additional construction expense of upwards of \$350,000. Second, the land as severed would not allow for the additional building area while still meeting the required parking, the on-site transport trailer manoeuvrability and also meet the more stringent rear setback requirements set out by the Ontario Ministry of Transportation for developments along Provincial highways.

It is our belief that the proposal is in keeping with the intent of the Kanata Town Plan with respect to appropriate development densities on a particular site, and that the remaining severed land with an area of almost 11,000 m<sup>2</sup> would still allow for future development to occur; one that would also be consistent with the development density principals of the Kanata Town Centre Plan. In a time where development applications are consistently requesting variances for additional building area, our client is looking to build a little bit less (6%).

These areas and allowable occupancy types are the same as those identified in the **IL1 Zoning** provisions in which this land is governed by.

## **City of Ottawa Zoning By-Law**

As mentioned, the area requirements identified in the Kanata Town Centre Plan are also identified in the IL1 provision requirements of the City of Ottawa Zoning By-Law. The following are the other IL1 zoning requirements not already identified in the Kanata Town Centre Plan review:

Minimum Lot Area – 4000 m <sup>2</sup> :	Project is 6250 m <sup>2</sup>
Minimum Lot Width – 45m:	Project has a lot width of 99.85m
Maximum Lot Coverage – 45% of lot area:	Project has lot coverage of 42%
Minimum Front & Corner Side Yard Setback – 9m:	Project respects setback
Minimum Rear Yard Setback – 7.5m:	Project respecting 14m (as per MTO)
Minimum Interior Yard Setback – 4.5m:	Project respects setback
Maximum Principal Building Height – 13.5m:	Proposed building height is 9.9m

As previously mentioned, a Minor Variance application has been submitted concurrently with this application to account for the minimum gross building area requirements as per zoning and the Kanata Town Centre Plan to be reduced for this property by about 6%.

## **Building and Land Use Policy (2009) – Ontario Ministry of Transportation**

As per the Ontario Building and Land Use Policy (2009), which governs all development for properties the lie adjacent to Provincial highways, this project is subject to the development restrictions identified in that document.

The required setback for this type of facility (Store) is 14m from the property line for any building and 3m from the property line to the parking lot. The proposed development has respected these conditions in the Site Plan proposal and an **Application for Building and Land Use Permit** with the *Ontario Ministry of Transportation* has been submitted concurrently with this application.

## Summary

The proposed development of 120 Hearst Way represents good planning and respects the provisions of the City of Ottawa Official Plan, the Kanata Town Centre Plan, the City of Ottawa Zoning By-Laws, and the requirements of the Ontario Ministry of Transportation with regards to development along Provincial Highways. The City of Ottawa should approve this Site Plan Application for the following reasons:

1. The proposed use (Retail) for the property is appropriate for this location as it is keeping with the land-use designations identified in the Official Plan and Kanata Town Centre Plan, as well as it will be in keeping with the conformance requirements of an IL1 Zoning designation for retail use.
2. The proposed commercial use will form part of an existing commercial corridor that is currently in place for much of the properties along Hearst Way south of the 417. These existing commercial facilities include: a furniture store, a 7 storey office building at 258 Hearst Way, and a series of engineering systems and service providers at 10 Hearst Way.
3. The proposed development incorporates many of the design guidelines outlined in the Kanata Town Centre Plan, that includes the use of retention ponds and landscaping as good environmental strategies and visual buffers. As well as the encouragement of business to take advantage of high visibility along the 417 Highway.
4. As per the accompanying noise studies the proposal shows that all noise impacts fall below the ENCG exclusionary noise level limits and will, therefore, not adversely impact the neighbouring residential properties.
5. With respect to tree conservation: the accompanying report conducted by IFS Associates shows that no endangered or other significant tree species were found on the site. Preservation and protection measures intended to mitigate damage during construction will be applied to the trees on neighbouring properties as outlined by the City of Ottawa.