

327 RICHMOND RD

FORMAL UDRP APPLICATION | NOV 19, 2020



DESIGN BRIEF



327 Richmond Road | Design Brief

In response to the comments received following our design presentations to the councillor, public open house, informal UDRP and city of ottawa planning staff, we are excited to present a revised building footprint and massing which offers improvements of the overall building mass, courtyard concept and the main street sidewalk experience.

The revised design includes a total project GFA of 178,949 sq.ft. This includes aprox 19,000 sq.ft of retail within the ground floor podium and a total NET residential area of 135,765 sq.ft. including 154 residential units on levels 2-9. This includes a range of unit types including studio, 1 bedroom, 1 bedroom +den, 2 bedroom, and 2 bedroom +den. A roof top amenity level is designed to include a total of 5,865 sq.ft of rooftop terrace and 2,385 sq.ft of interior amenity space. This proposal includes 2 levels of underground parking designed to accommodate 126 vehicular parking spaces and 92 bike parking spaces.

The newly revised design for a 9 storey mixed-used residential building offers an H-shape configuration that contrast the previous U-shape with a revised courtyard fronting Richmond road as well as a revised front wall alignment that takes advantage of its south facing orientation with an irregular stepped wall frontage along Richmond road that aims to enhance and improve the pedestrian experience along main street. The H-shape building footprint retains the previous stepped building profile along Churchill, Richmond and Winona above the 3rd and 7th floor. The building profile along the rear yard on Winona Avenue is also retained with its stepped 45 degree stepped articulation to achieve a suitable transition down to the lower scale neighbourhood north of the property.

The site access for loading and garbage is accessible using a rear laneway access from Winona Ave. The rear laneway also enhances the private connection for pedestrians through from Winona and Churchill. Bikes, Move-in/out, garbage and loading services are organized from this rear laneway access to minimize impact on the main street.

The exterior elevations are designed with high quality materials such as brick masonry, aluminum siding, architectural metal panels and large modern windows. Contrasting colours and textures are strategically applied to articulate and breakdown the overall building mass.

Sustainable Design Statement of intent: The architect and client group continue to work closely with a team of consultant to assess any viable green/sustainable initiatives to help enhance the overall quality and marketability of the project.

SITE CONTEXT AERIAL



PROJECT SITE

327 RICHMOND RD

OC Transpo
LRT Transit Station
(Phase 2)

OC Transpo
LRT Transit Station
(Phase 2)

Slr John A. MacDonald
Parkway

Scott St

McRae Ave

Churchill Ave

FARMBOY

Winona Ave

PROJECT SITE

Richmond Rd

WESTBORO
STATION

Byron Rd

GREAT CANADIAN
SUPER STORE

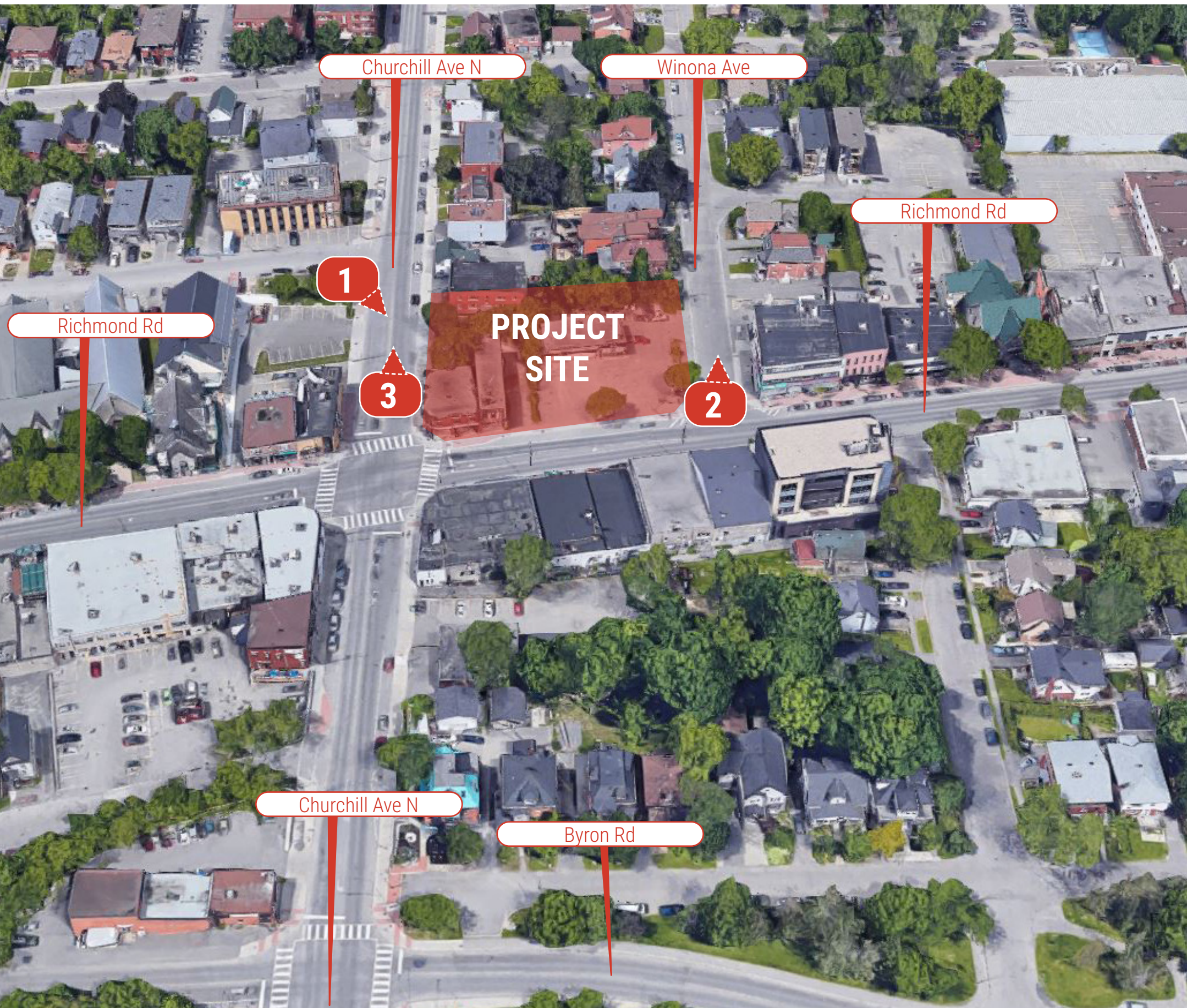
SITE CONTEXT PHOTOS



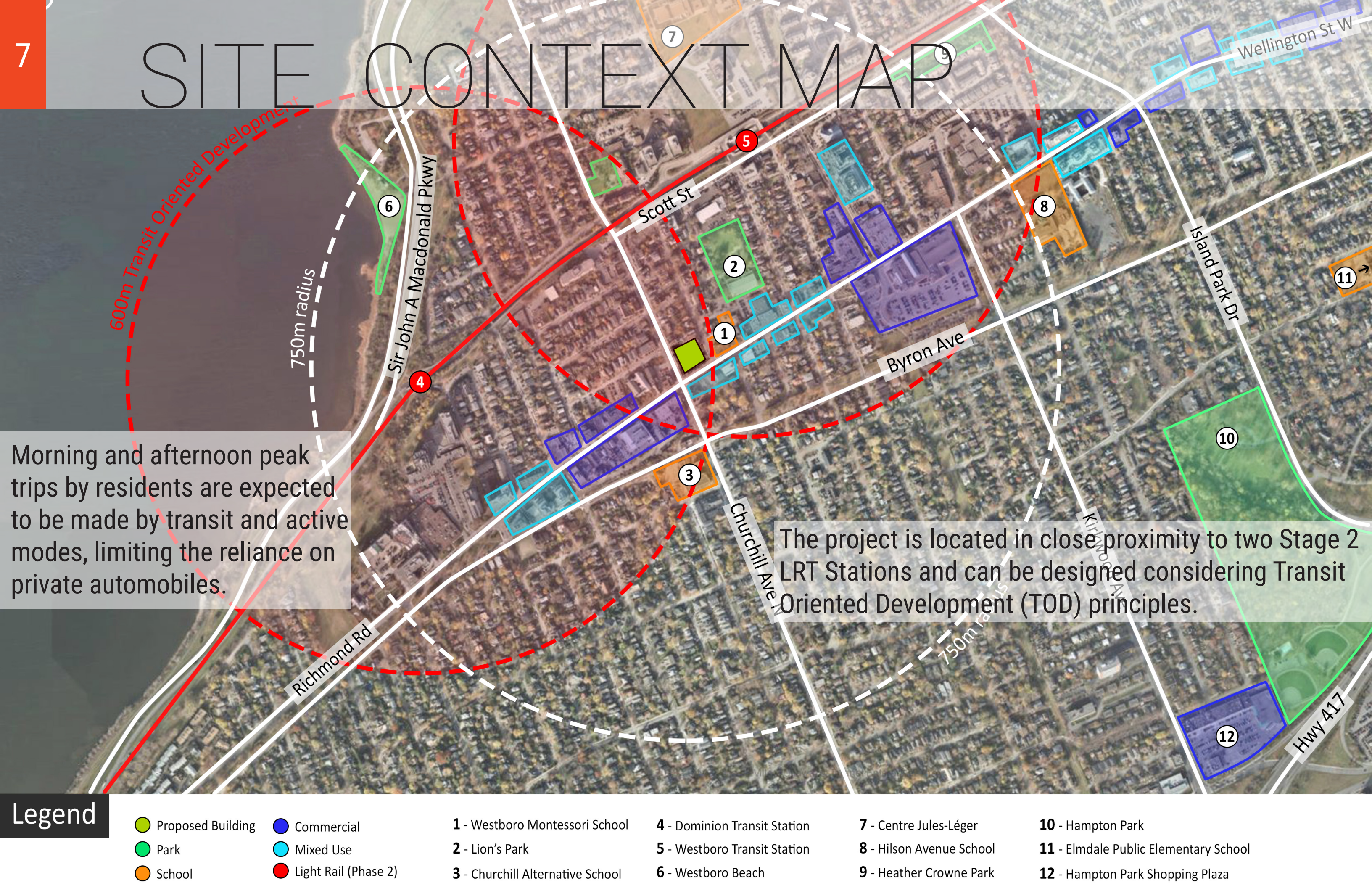
SITE CONTEXT PHOTOS



SITE CONTEXT PHOTOS



SITE CONTEXT MAP



Morning and afternoon peak trips by residents are expected to be made by transit and active modes, limiting the reliance on private automobiles.

The project is located in close proximity to two Stage 2 LRT Stations and can be designed considering Transit Oriented Development (TOD) principles.

Legend

- | | | | | | |
|-------------------|----------------------|---|-------------------------------------|---------------------------------|--|
| Proposed Building | Commercial | 1 - Westboro Montessori School | 4 - Dominion Transit Station | 7 - Centre Jules-Léger | 10 - Hampton Park |
| Park | Mixed Use | 2 - Lion's Park | 5 - Westboro Transit Station | 8 - Hilson Avenue School | 11 - Elmdale Public Elementary School |
| School | Light Rail (Phase 2) | 3 - Churchill Alternative School | 6 - Westboro Beach | 9 - Heather Crowne Park | 12 - Hampton Park Shopping Plaza |

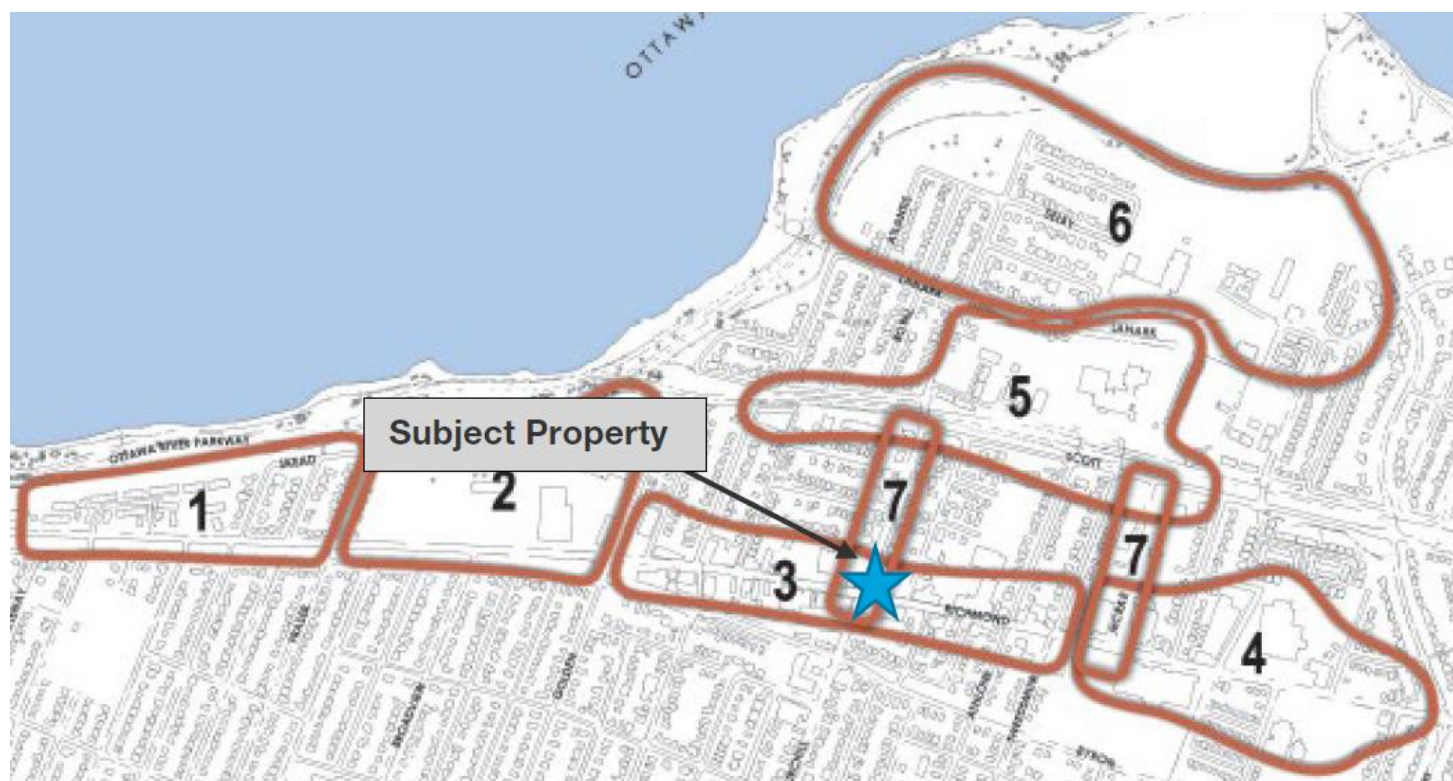
OFFICIAL PLAN POLICIES



Official Plan

- / The subject property is designated 'Traditional Mainstreet' pursuant to Schedule B of the Official Plan. Traditional Mainstreets are identified as streets that have generally developed pre-1945 and are characterized by being pedestrian-oriented and supporting small and local-oriented retail uses within buildings typically in low- and mid-rise formats.
- / Traditional Mainstreets are intended to continue developing as pedestrian-oriented environments with sensitive intensification on underdeveloped lots and in a building format that encloses and defines the street edge with active frontages that provide direct pedestrian access to the sidewalk.
- / Traditional Mainstreets are identified as target areas for intensification. The Official Plan recognizes that intensification may occur in a variety of built forms, from low-rise to high-rise, provided urban design and compatibility objectives are met. Denser development, that often means taller buildings, should be located in areas that support the Rapid Transit and Transit Priority networks and in areas with a mix of uses.
- / The subject property is located within 600m of Dominion and Westboro LRT stations
- / Traditional Mainstreets are identified as Design Priority Areas in Section 2.5.1 of the Official Plan.

Richmond Road / Westboro Secondary Plan



- / The subject property is located within the Richmond Road/Westboro Secondary Plan area and, specifically, within the 'Westboro Village' and 'McRae and Churchill Avenue' planning sectors.
- / The general policies for the entire Secondary Plan area contemplate redevelopment and infill along Richmond Road to optimize the use of land through increased building height and density. Greater building heights will be considered in any of the following circumstances as outlined in Policy 1.3.3 without the need for an Official Plan Amendment:
 - Specific building heights are established in the Zoning By-law based on the Richmond Road/Westboro Community Design Plan or other Council-approved study;
 - The proposed building height conforms with prevailing building heights or provides a transition between existing buildings;
 - The development fosters the creation of a community focus where the proposal is on a corner lot, or at a gateway location or at a location where there are opportunities to support transit at a transit stop or station;
 - The development incorporates facilities, services or matters as set out in Section 5.2.1 of the Official Plan with respect to the authorization of increases in height and density that, in the opinion of the City, significantly advance the vision for Mainstreets;
 - Where the application of the provisions of Section 2.5.1 and Section 4.11 of the Official Plan determine that additional height is appropriate.
- / The policies address maintaining a sense of human scale by providing mixed-use buildings generally in the four- to six-storey range with a minimum of two storeys. Buildings are to be located close to the street, except at the intersection of Churchill Avenue and Richmond Road where it has been identified that wider side walks are needed. Buildings in the seven- to nine-storeys range are also permitted where block sizes and the street network aid in minimizing impacts on low-rise residential neighbourhoods.

URBAN DESIGN GUIDELINES



Transit-Oriented Development Guidelines

The proposed development meets the following applicable design guidelines:

- / The proposed development provides residential intensification, as well as new commercial opportunities, on an underdeveloped lot within close proximity to two rapid transit stations (Guideline 1);
- / The commercial uses within the development are small allowing them to be oriented to local businesses and encourage pedestrian travel over vehicle travel. The Zoning By-law Amendment associated with the proposed development does not seek to introduce any new uses to the Traditional Mainstreet zoning applicable to the subject property (Guideline 2);
- / The proposed development is to be mixed-use and include both residential uses with a variety of units sizes, and ground-floor retail space. Further to this, the proposed development incorporates a corner plaza to encourage pedestrian activity and opportunity for seating (Guideline 3);
- / The proposed development creates an active streetfront along this block of Richmond Road, which connects to Churchill Avenue North and the greater street network supporting connections to the rapid transit network and stations (Guideline 7);
- / The building includes stepbacks at the third and seventh storeys along the Richmond Road frontage (Guideline 11);
- / The proposed development includes a courtyard and landmark design feature at the corner of Richmond Road and Churchill Avenue (Guideline 12);
- / The ground level units include a high level of fenestration to provide an active streetfront (Guidelines 14 and 15).

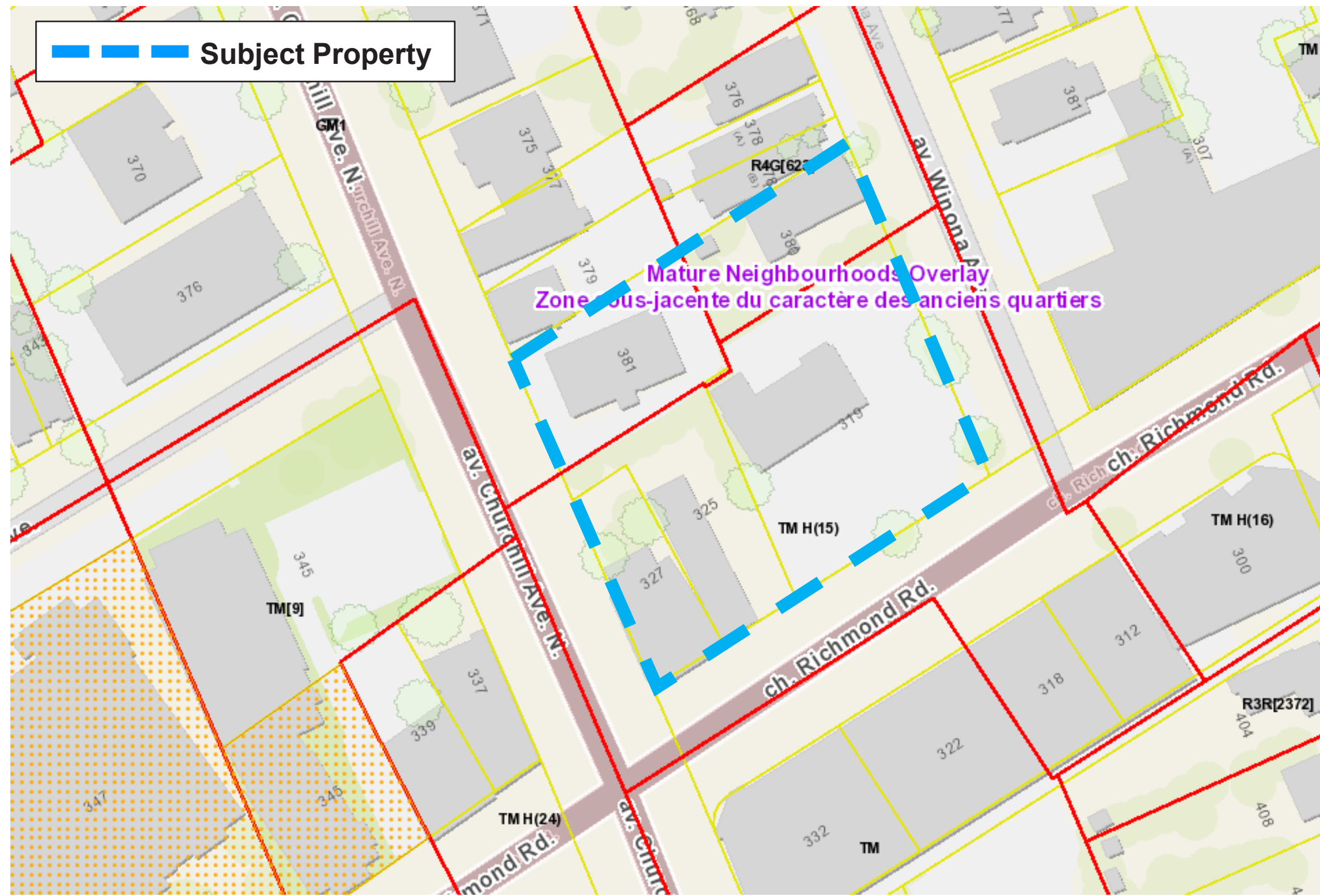


Urban Design Guidelines for Development along Traditional Mainstreets

The proposed development meets the following applicable guidelines:

- / The proposed development maintains a setback along Richmond Road that is consistent with the prevailing character of a minimal front yard setback (Guideline 1);
- / The proposed development maintains the current streetscape design, which includes a sidewalk and treed boulevard (Guideline 3);
- / The building form respects the rhythm and pattern of Richmond Road by providing active street entrances (Guideline 8);
- / The building transitions in height down to four storeys along Winona Avenue. This serves to complement the existing rear-yard pattern of the residential neighbourhood along Winona Avenue while also providing light and privacy (Guideline 9);
- / The building design includes street-level windows and retail uses along Richmond Road to promote an active streetfront (Guideline 11);
- / A building stepback is provided at the third and seventh storeys (Guideline 12);
- / The Richmond Road frontage will include an entrance to a semi-public urban plaza together with a visual landmark to highlight this important intersection in the community (Guideline 16).

ZONING BY LAW (2008-250)



City of Ottawa Zoning By-Law (2008-250)

- / The subject property is currently subject to three zone categories as follows:
 - o **319-327 Richmond Road:** 'Traditional Mainstreet, Maximum Building Height of 15 metres' (TM H(15)).
 - o **381 Churchill Avenue North:** 'General Mixed Use, Subzone 1' (GM1).
 - o **380 Winona Avenue:** 'Residential Fourth Density, Subzone G, Urban Exception 623' (R4G[623]).
- / Since the Traditional Mainstreet land use designation can be extended to properties on abutting side streets when they are to be developed within the Traditional Mainstreet corridor, a Zoning By-law Amendment is proposed to rezone it entirely to a Traditional Mainstreet zone with site-specific provisions to address the proposed development.
- / A zoning schedule is proposed for the site to clearly identify and delineate the maximum building heights, as well as the required building setbacks and stepbacks. The height schedule will be confirmed as the project moves forward and will follow the building envelope as shown on the Site Plan associated with this application.

DESIGN THEMES

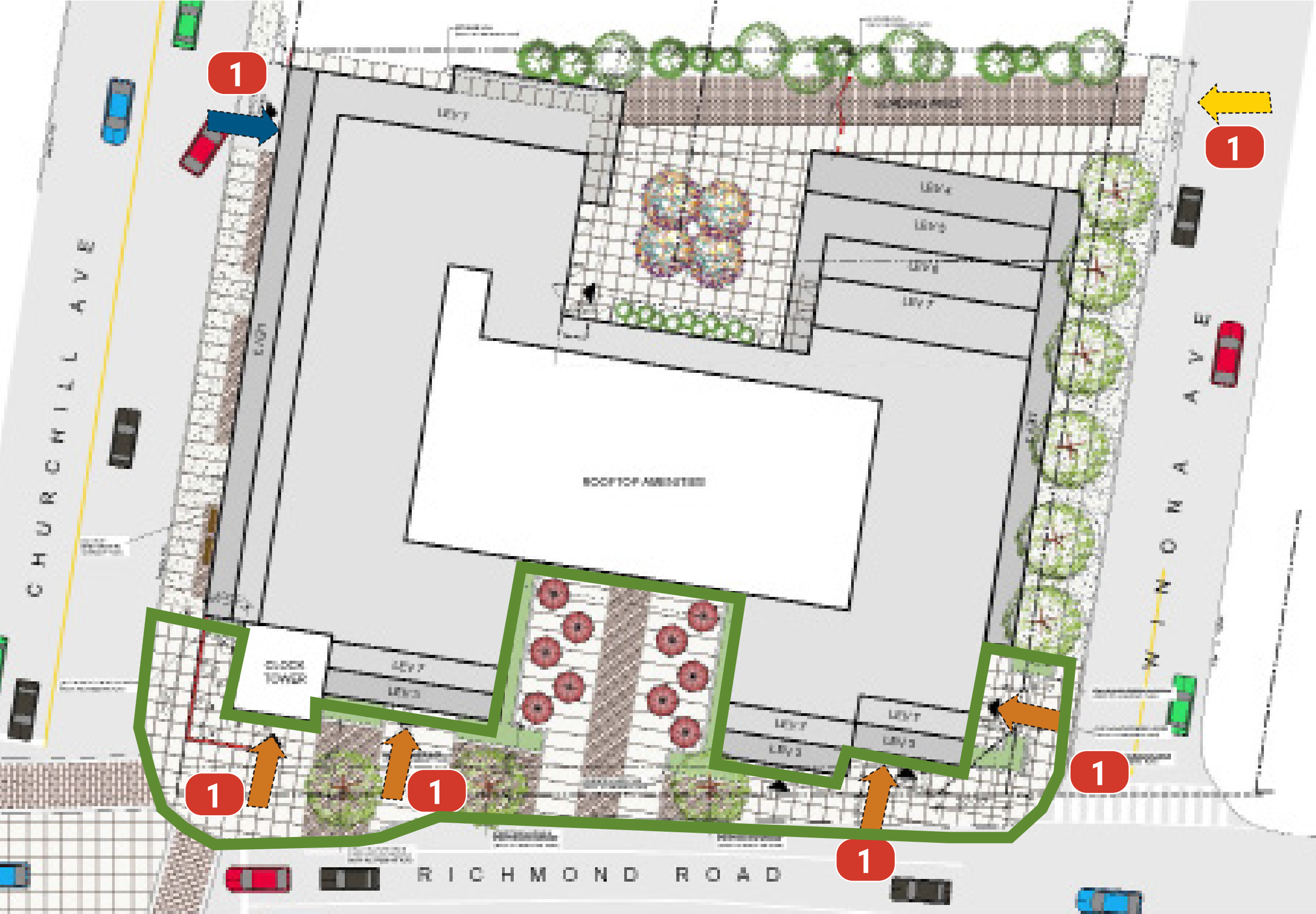


- 1 SITE ACCESS & LOADING**
- 2 MAIN STREET ACTIVATION**
- 3 LANDSCAPE & COURTYARD**
- 4 PODIUM & MATERIALITY**
- 5 MAIN ENTRANCE & CORNER PUBLIC PLAZA**
- 6 BUILDING FORM & FEATURES**

These primary themes have guided the design process so far, and are expanded in more detail on the following pages. The design themes are in line with Official Plan and Secondary Plan design policies, which encourage development along the Traditional Mainstreet and in the TOD Zones.

1 SITE ACCESS & LOADING

Strategically position site access and loading to minimize impact on main street.



Site Area : 35,198 sq.ft.
Residential Mixed Use Building
9 floors
154 Units
Retail Area: Approx 19,000 sq.ft
Parking Count: 126 (Allocation TBD)
Bicycle Parking: 92

LEGEND

Pedestrian Access

Vehicle Access

Loading Access

Plaza/Courtyard

2 MAIN STREET ACTIVATION

Create an animated mixed-use urban edge along Richmond Rd and Churchill Ave N.



3 LANDSCAPE & COURTYARD

Create quality shared outdoor amenity spaces with mixed-use retail animation.

A corner plaza welcomes visitors into the building and helps anchor it to the Churchill/Richmond pedestrian network.

The H-Shape building form creates an urban courtyard theme at the center of the plan fronting Richmond Road with animated retail spaces

A planted edge condition along the north property line provides a landscape buffer for existing neighbouring properties.



4 PODIUM & MATERIALITY

A 3 storey podium and material such as stone and red brick help tie the building to the existing streetscape.





5 MAIN ENTRANCE & CORNER PUBLIC PLAZA

Create an Iconic Gateway feature at the corner of Richmond Rd and Churchill Ave N with a significant open space courtyard and enhanced sidewalk experience.



6 BUILDING FORM & FEATURES

A 45 degree building stepback along Winona Street helps to create a transition between main street building and the neighbouring low-rise residential buildings.

45 degree plane

6

6

Winona Ave

The building features a properly scaled mixed-use podium with retail and amenity spaces that animate the streetscapes. Optimizing building setbacks on all elevations, and stepped building profiles, this 9 storey building mass breaks down its mass using material and form.

6

6

6

Richmond Rd

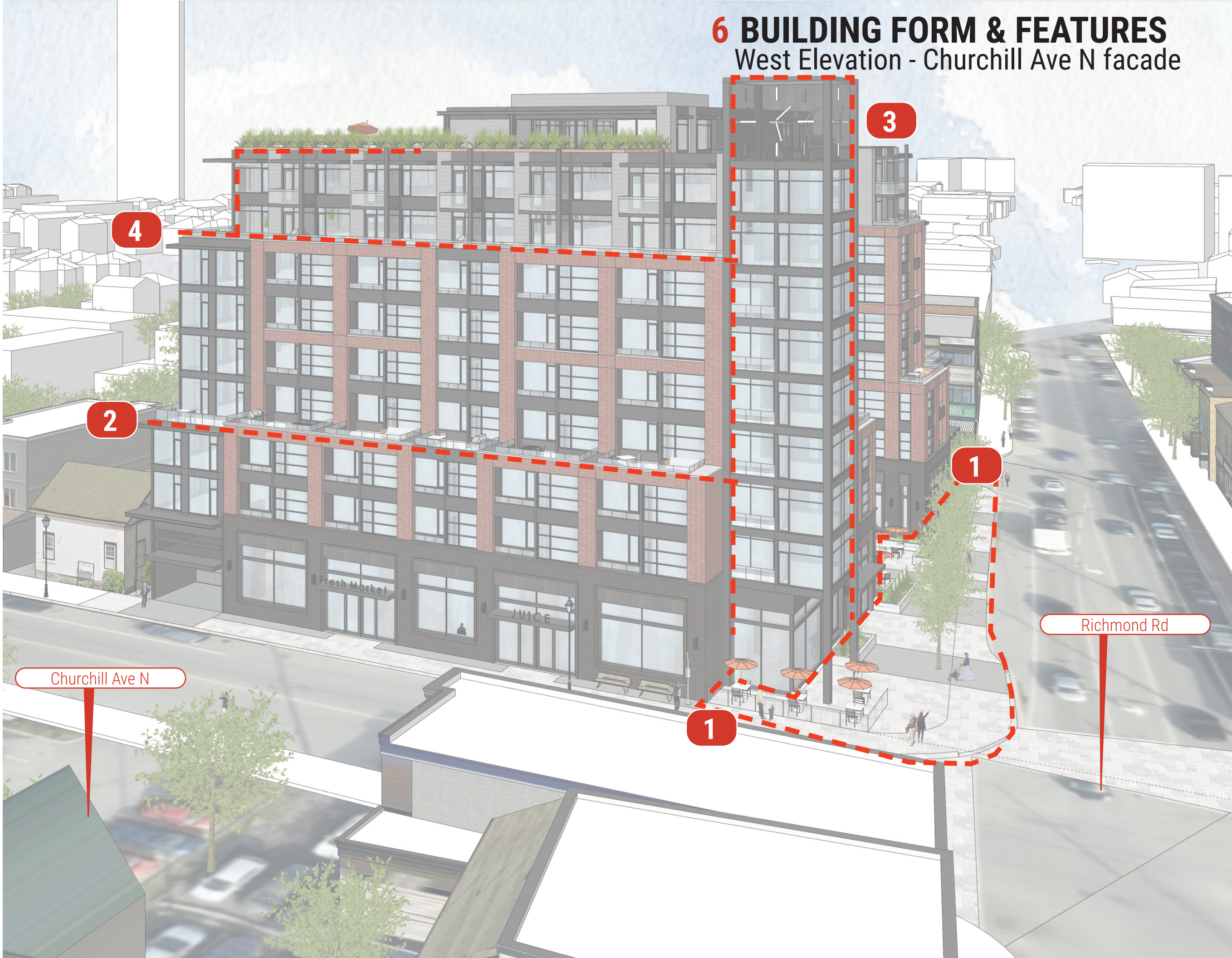
1
SIDEWALK
CORNER PLAZA &
COURTYARD

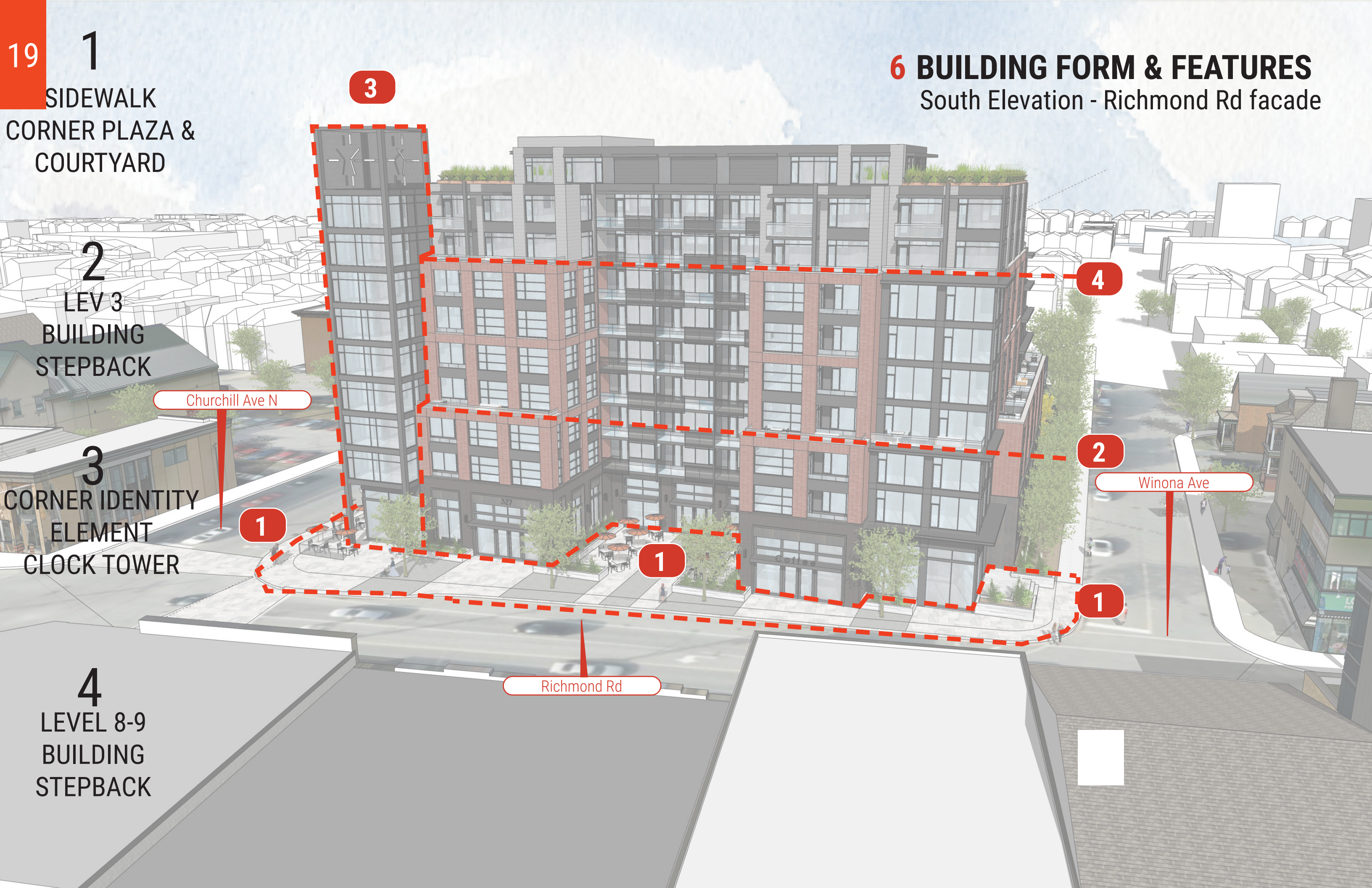
2
LEV 3
BUILDING
STEPBACK

3
CORNER IDENTITY
ELEMENT
CLOCK TOWER

4
LEVEL 8-9
BUILDING
STEPBACK

6 BUILDING FORM & FEATURES
West Elevation - Churchill Ave N facade





1
SIDEWALK
CORNER PLAZA &
COURTYARD

2
LEV 3
BUILDING
STEPBACK

3
CORNER IDENTITY
ELEMENT
CLOCK TOWER

4
LEVEL 8-9
BUILDING
STEPBACK

6 BUILDING FORM & FEATURES
South Elevation - Richmond Rd facade

Churchill Ave N

Richmond Rd

Winona Ave

1
CORNER
PUBLIC
PLAZA

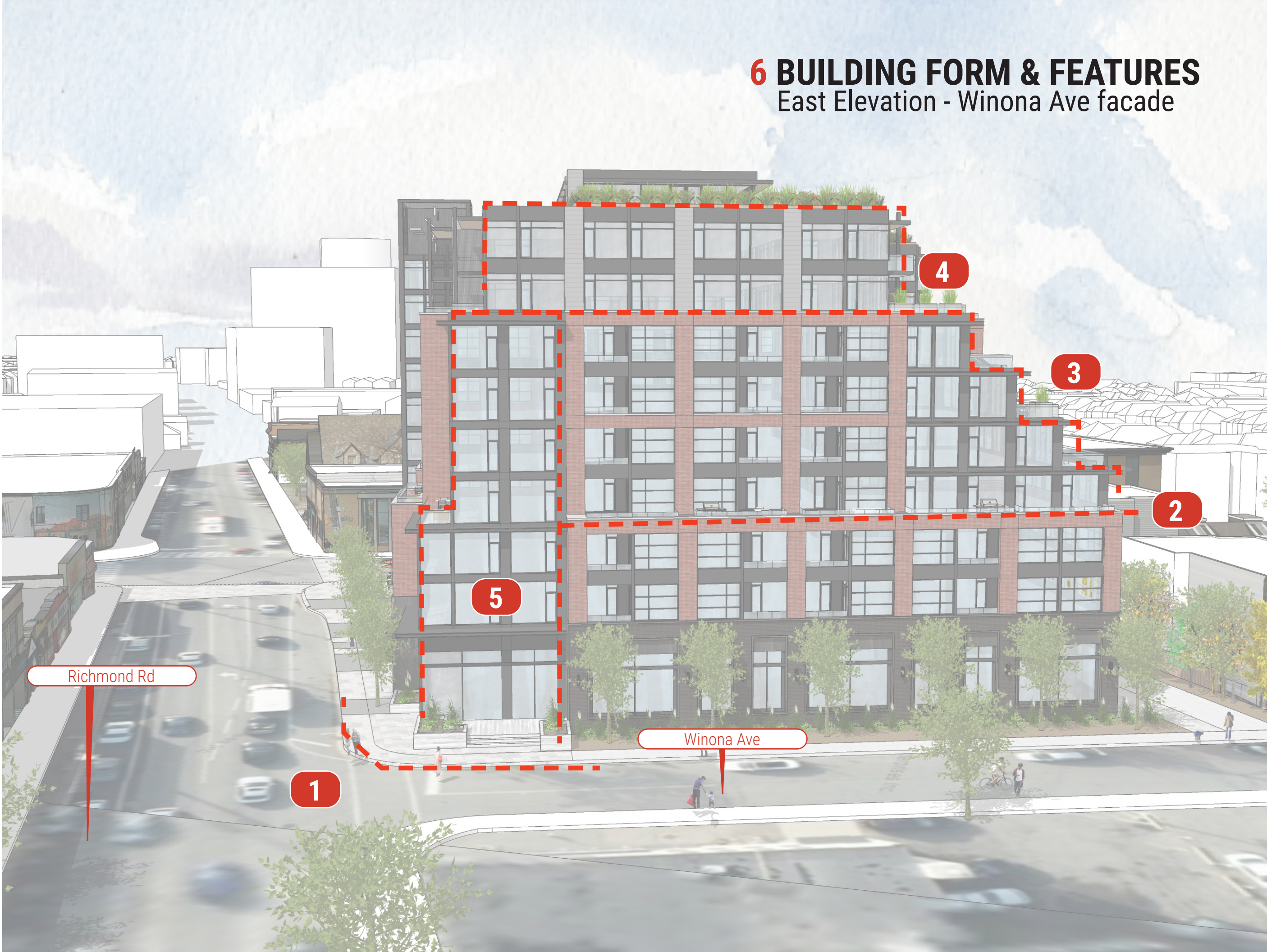
2
LEV 3
BUILDING
STEPBACK

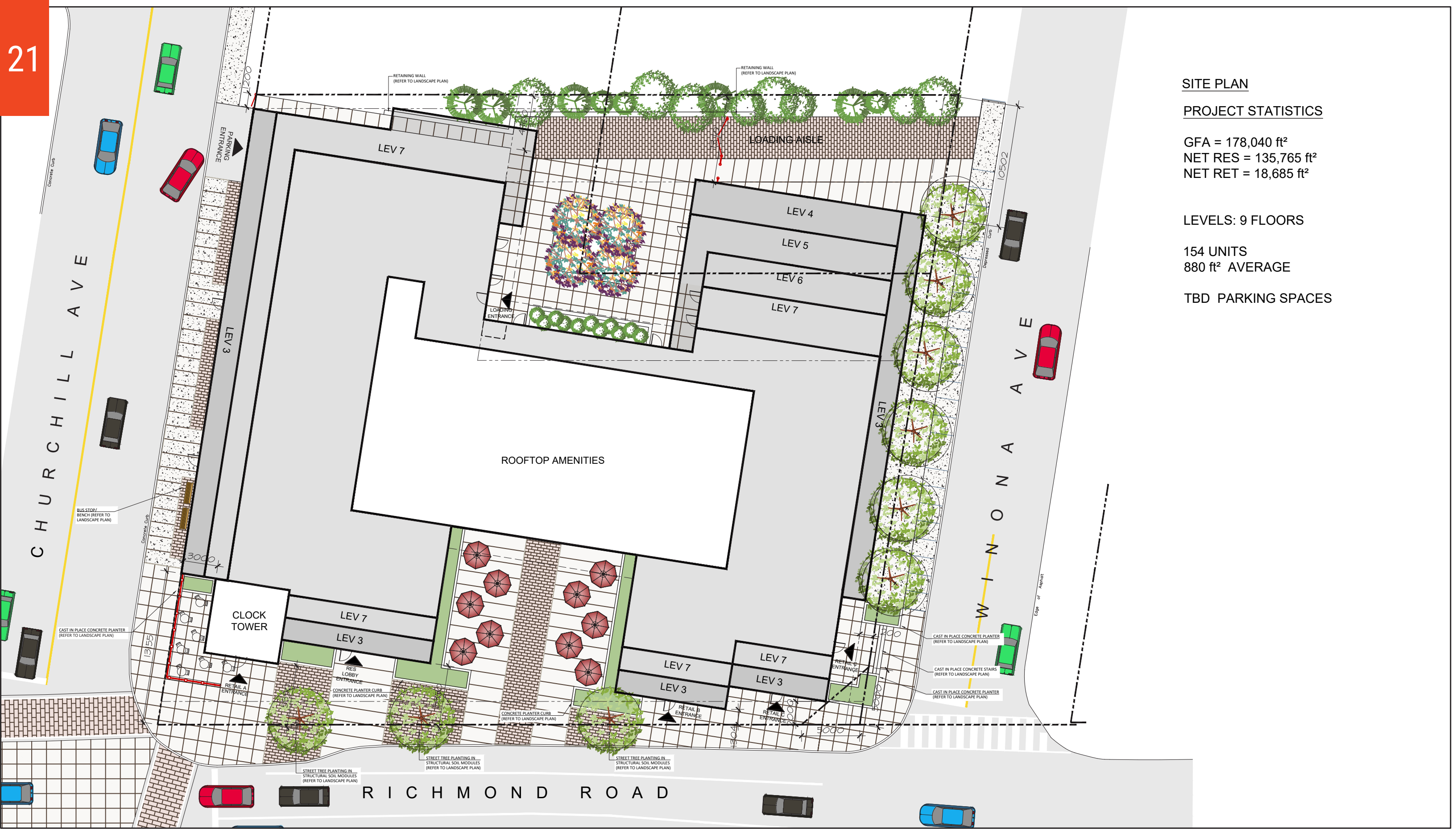
3
LEVELS 4-5-6-7
BUILDING
STEPBACKS
45° angle PLANE

4
LEVEL 8
BUILDING
STEPBACK

5
CORNER
FEATURE
ELEMENT

6 **BUILDING FORM & FEATURES**
East Elevation - Winona Ave facade





SITE PLAN

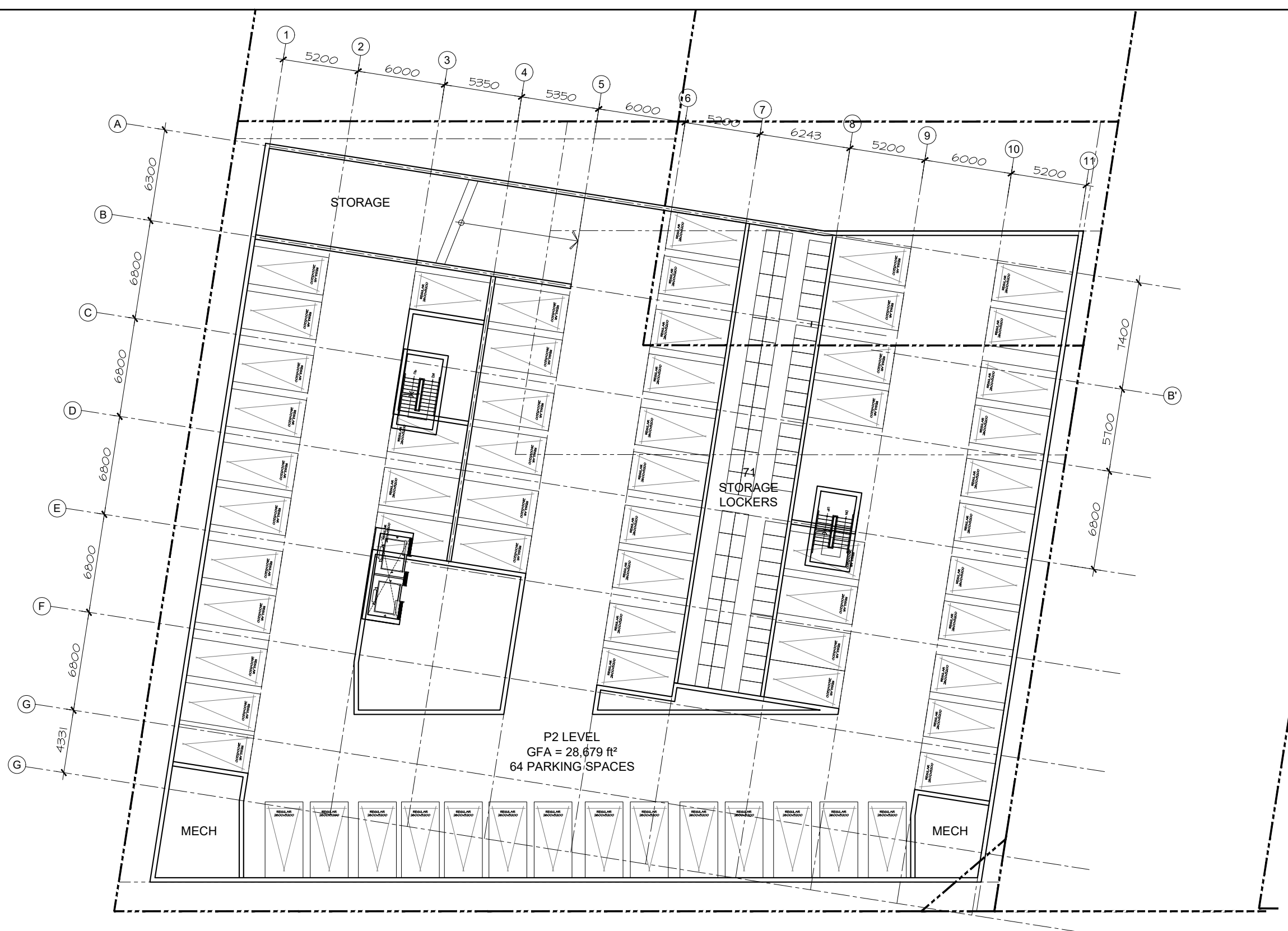
PROJECT STATISTICS

GFA = 178,040 ft²
NET RES = 135,765 ft²
NET RET = 18,685 ft²

LEVELS: 9 FLOORS

154 UNITS
880 ft² AVERAGE

TBD PARKING SPACES



PARKING LEVEL 2

GFA = 28,679 ft²

64 PARKING SPACES



PARKING LEVEL 1
GFA = 28,679 ft²
62 PARKING SPACES

P1 LEVEL
GFA = 28,679 ft²
62 PARKING SPACES





LEVEL 2

GFA = 22,490 ft² (-92 ft²)
NET = 19,995 ft²
EFF = 89%

21 UNITS



LEVEL 3

GFA = 22,490 ft² (+165ft²)
NET = 19,995 ft²
EFF = 89%

21 UNITS



LEVEL 4

GFA = 20,285 ft² (-1,056 ft²)

NET = 17,800 ft²

EFF = 88%

21 UNITS



LEVEL 5

GFA = 19,705 ft² (-525 ft²)
 NET = 17,220 ft²
 EFF = 87%

21 UNITS



LEVEL 6

GFA = 19,125 ft² (-478 ft²)
NET = 16,665 ft²
EFF = 87%

19 UNITS

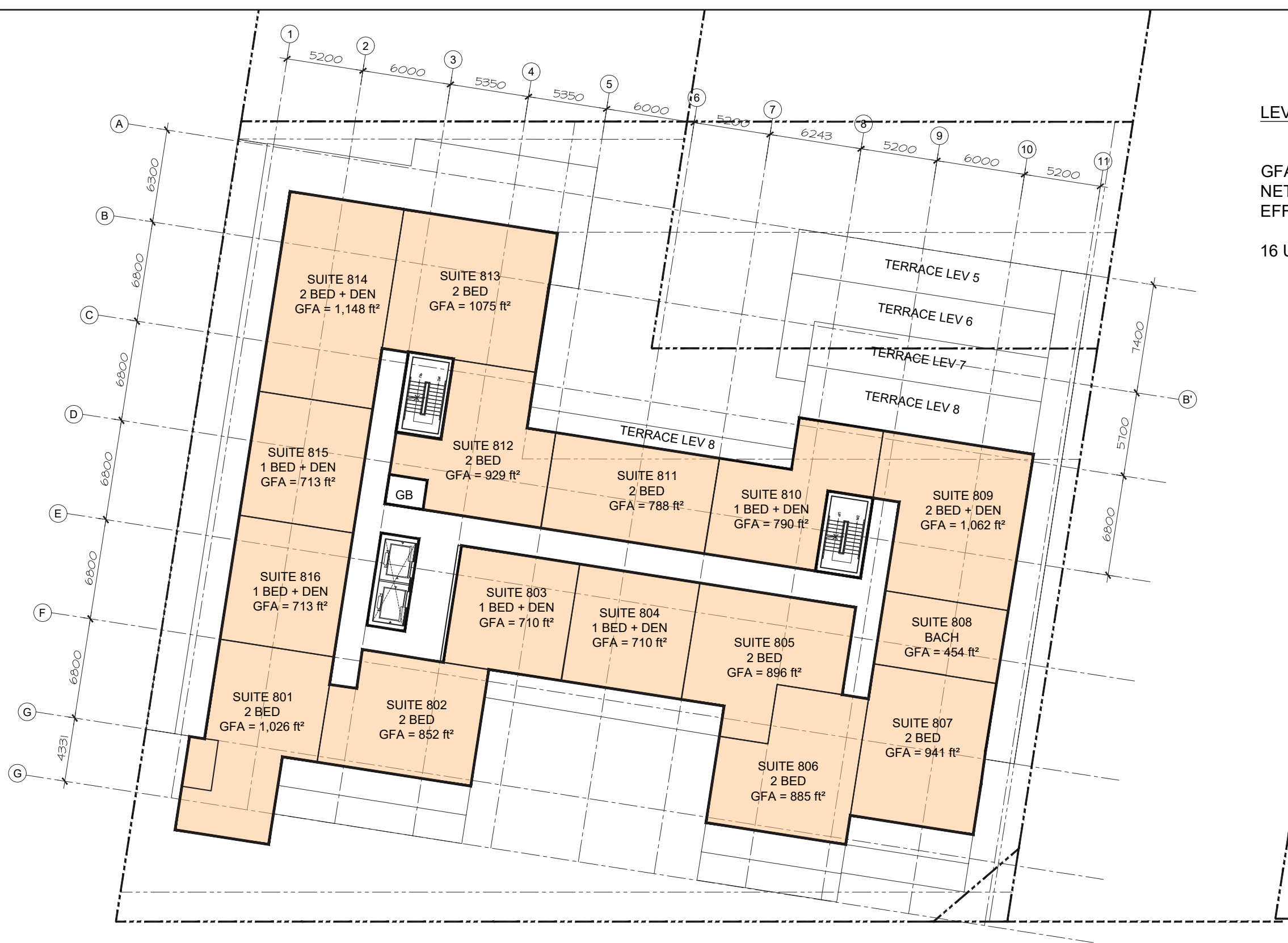


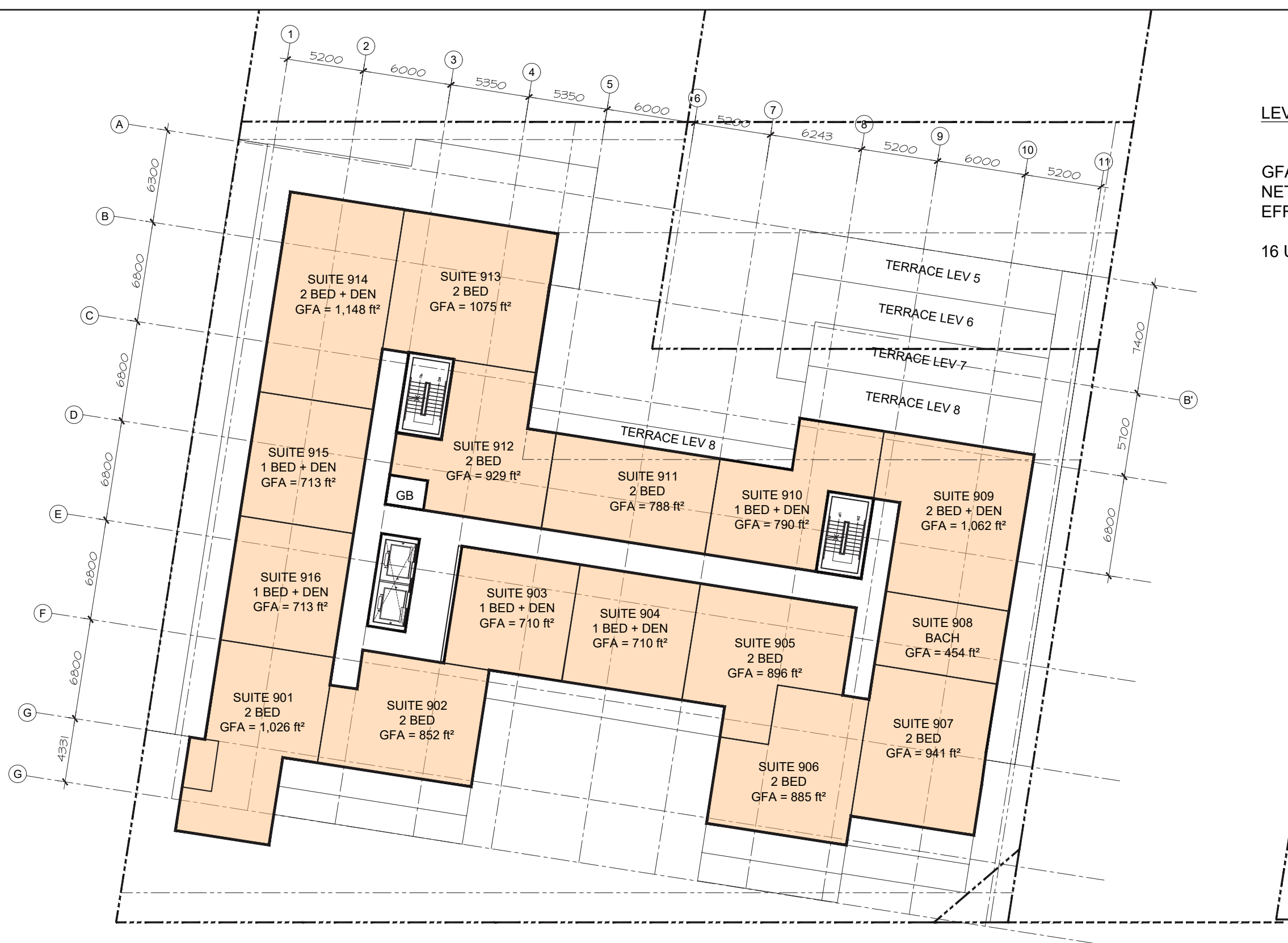
LEVEL 7

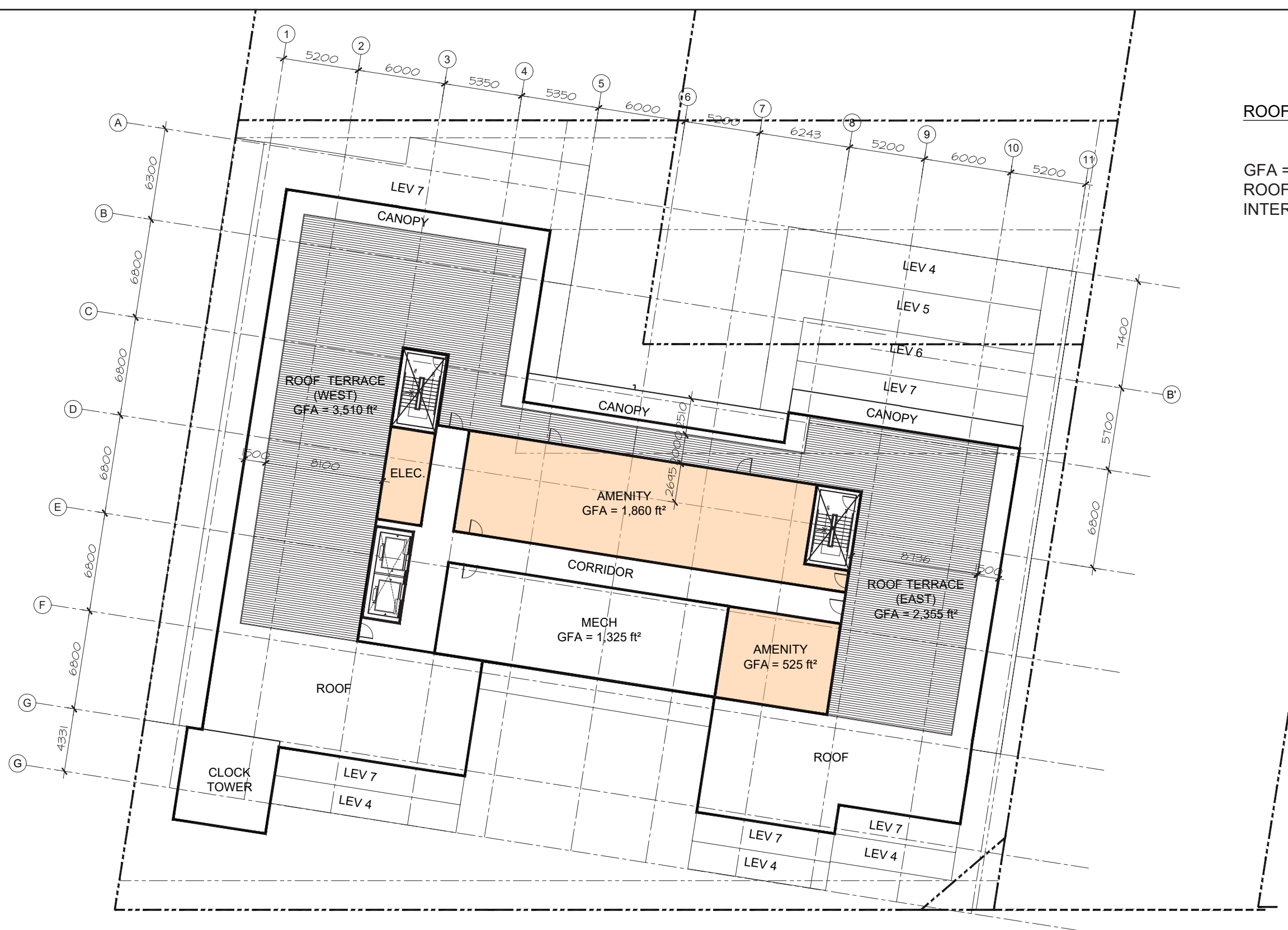
GFA = 18,535 ft² (-440 ft²)
 NET = 16,190 ft²
 EFF = 86%

19 UNITS



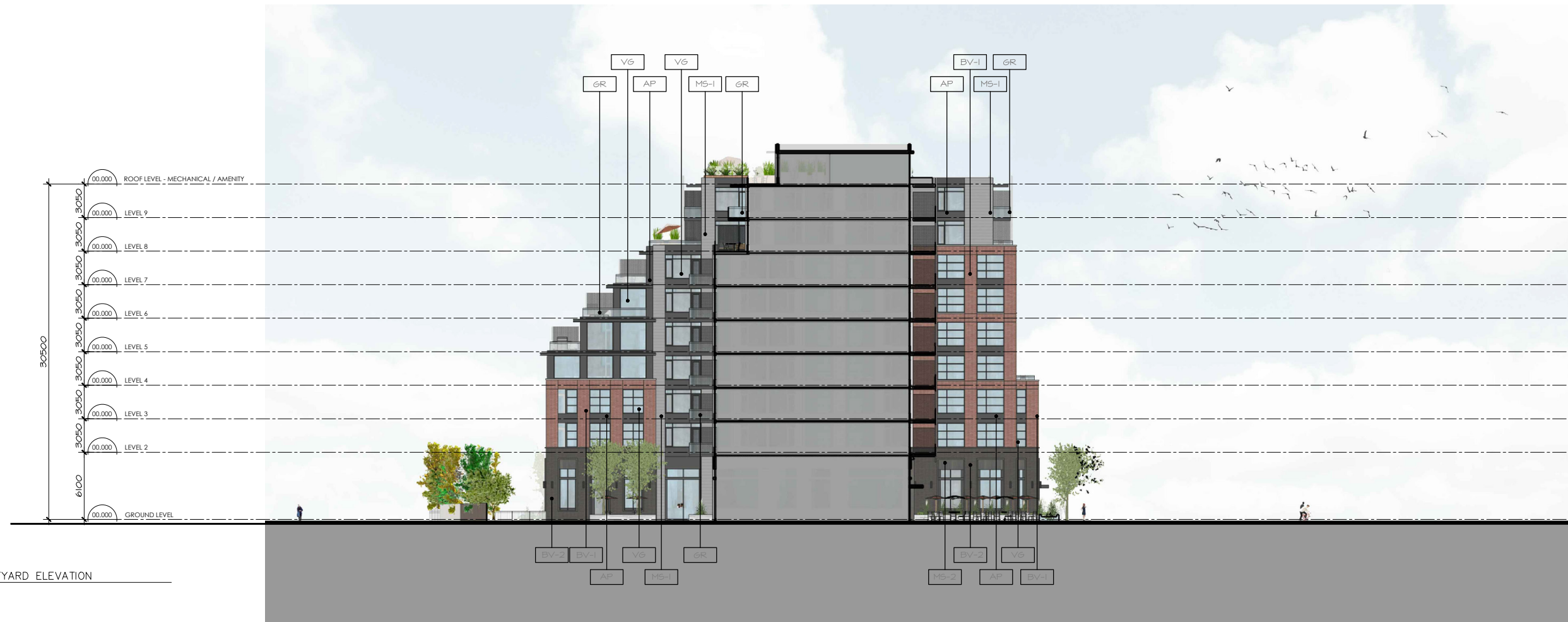






ROOF TERRACE - LEVEL 10

GFA = 5,585 ft²
 ROOF TERRACE = 5,865 ft²
 INTERIOR AMENITY = 2,385 ft²



AP	ALUMINUM PANEL
BV-1	BRICK VENEER - 1
BV-2	BRICK VENEER - 2
GR	GLASS RAILING
MR	METAL RAILING
MS-1	METAL SIDING - 1
MS-2	METAL SIDING - 2
MS-3	METAL SIDING - 3
SP	SPANDREL PANEL
STC	STEEL COLUMN
VG	VISION GLASS

no.	date	revision

no.	date	revision
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It is the responsibility of the appropriate contractor to check and verify all dimensions on site and report all errors and/or omissions to the architect.

All contractors must comply with all pertinent codes and by-laws.

Do not scale drawings.

This drawing may not be used for construction until signed.

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HOBIN
ARCHITECTURE

PROJECT/LOCATION:

327 RICHMOND

327 RICHMOND ROAD

DRAWING TITLE:

ELEVATIONS

DRAWN BY:	
RL	

DATE:
2020-11-19

soc.

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11

附註

ROBIN
CE

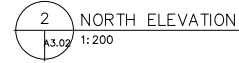
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~~CONFIDENTIAL~~

A3-01

REVISION NO.:

DWG 18064



LEGEND:	
AP	ALUMINUM PANEL
BV-1	BRICK VENEER - 1
BV-2	BRICK VENEER - 2
GR	GLASS RAILING
MR	METAL RAILING
MS-1	METAL SIDING - 1
MS-2	METAL SIDING - 2
MS-3	METAL SIDING - 3
SP	SPANDREL PANEL
STC	STEEL COLUMN
VG	VISION GLASS

no.	date	revision
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HOBIN
ARCHITECTURE

[illegible]

327 RICHMOND

327 RICHMOND ROAD

DRAWING TITLE:

ELEVATIONS

DRAWN BY:

DATE:

SCAL

RL

2020-11-19

1:200

ONTARIO ASSOCIATION
ARCHITECTS
CAROL J. HOBIN
LICENCE
3049

PROJ

DRAWING NO.:

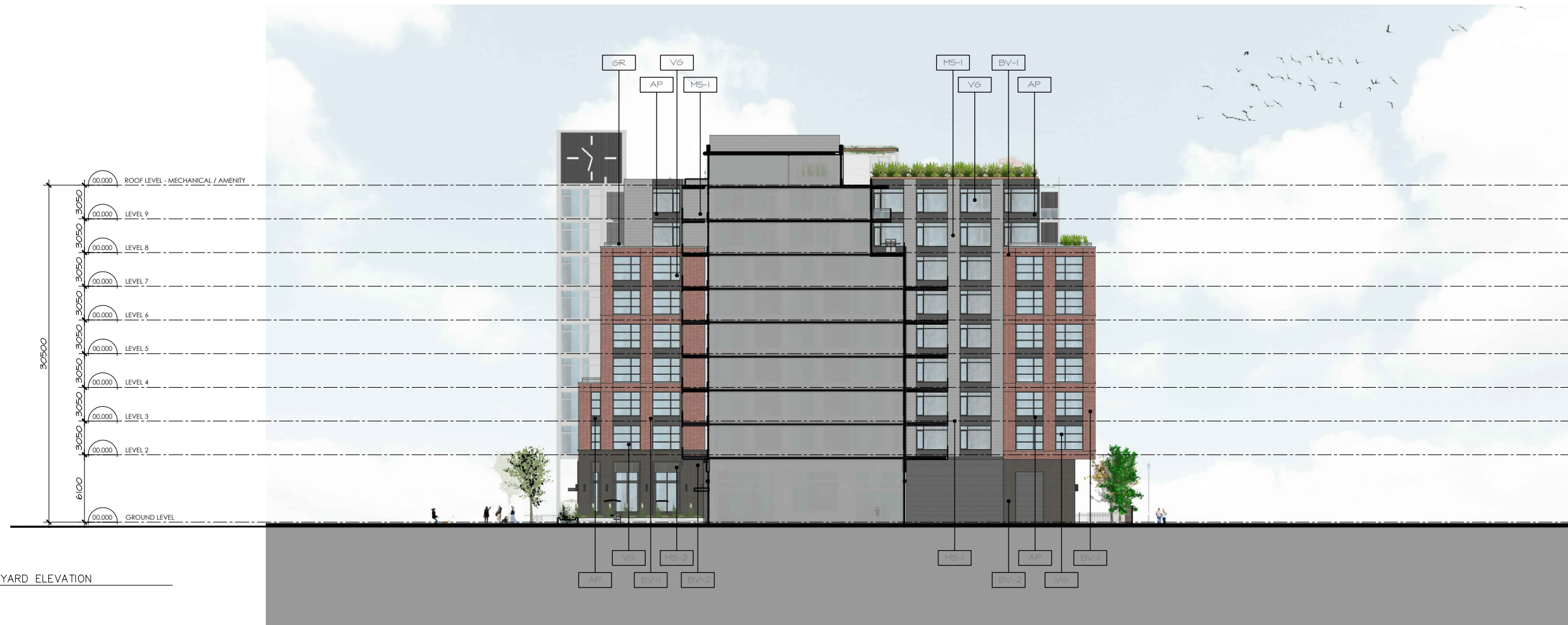
A3-02

REVISION NO.:

1 EAST ELEVATION
A3.03 1:200



2 EAST COURTYARD ELEVATION
A3.03 1:200



LEGEND:

AP	ALUMINUM PANEL
BV-1	BRICK VENEER - 1
BV-2	BRICK VENEER - 2
GR	GLASS RAILING
MR	METAL RAILING
MS-1	METAL SIDING - 1
MS-2	METAL SIDING - 2
MS-3	METAL SIDING - 3
SP	SPANDREL PANEL
STC	STEEL COLUMN
VG	VISION GLASS

no. date revision

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HOBIN
ARCHITECTURE

PROJECT/LOCATION:
327 RICHMOND
327 RICHMOND ROAD

DRAWING TITLE:
ELEVATIONS

DRAWN BY: DATE: SCALE:
RL 2020-11-19 1:200

PROJECT:
1919

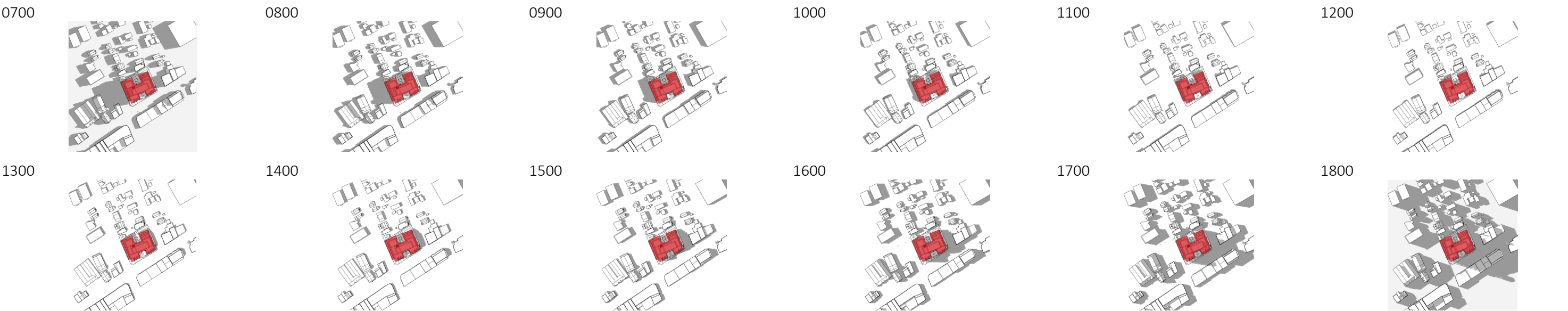
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REVISION NO.:
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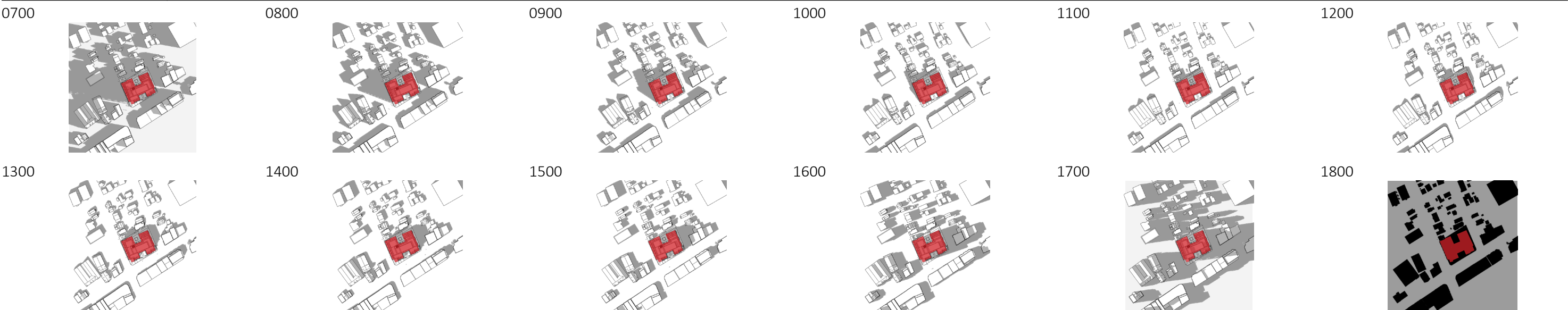
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SUN & SHADOW STUDY

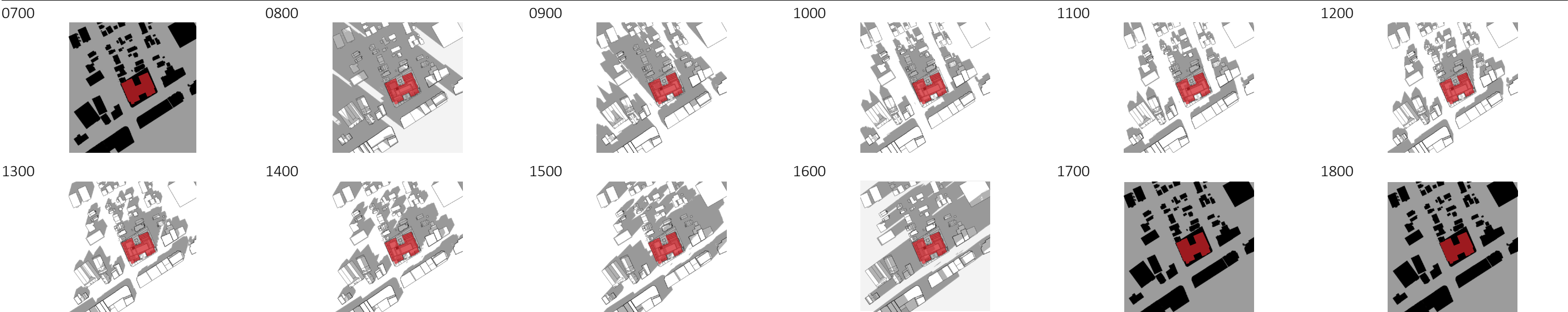
JUNE 21



SEPTEMBER /MARCH 21



DECEMBER 21



Thank-You.

