

Urban Design Brief

Proposed Mixed-Use Development
550 Kerr Street, Oakville

Oakville Developments (2010) Inc.



September 4, 2019



ZELINKA PRIAMO LTD
A Professional Planning Practice

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INTRODUCTION

This Urban Design Brief (Brief) has been prepared by Zelinka Priamo Ltd. in support of a proposed redevelopment of the property located at 550 Kerr Street in Oakville (subject lands). This Brief is submitted as part of a Zoning By-law Amendment (ZBA) application submitted by Oakville Developments (2010) Inc.

The goal of this Brief is to identify the existing and planned context of the subject lands, present the design vision of the development and highlight key urban design characteristics, and provide an opinion as to how the development achieves/meets the Town of Oakville urban design objectives and standards, including the Livable Oakville Official Plan. The scope of this Brief will address primarily the built form of the proposed development.

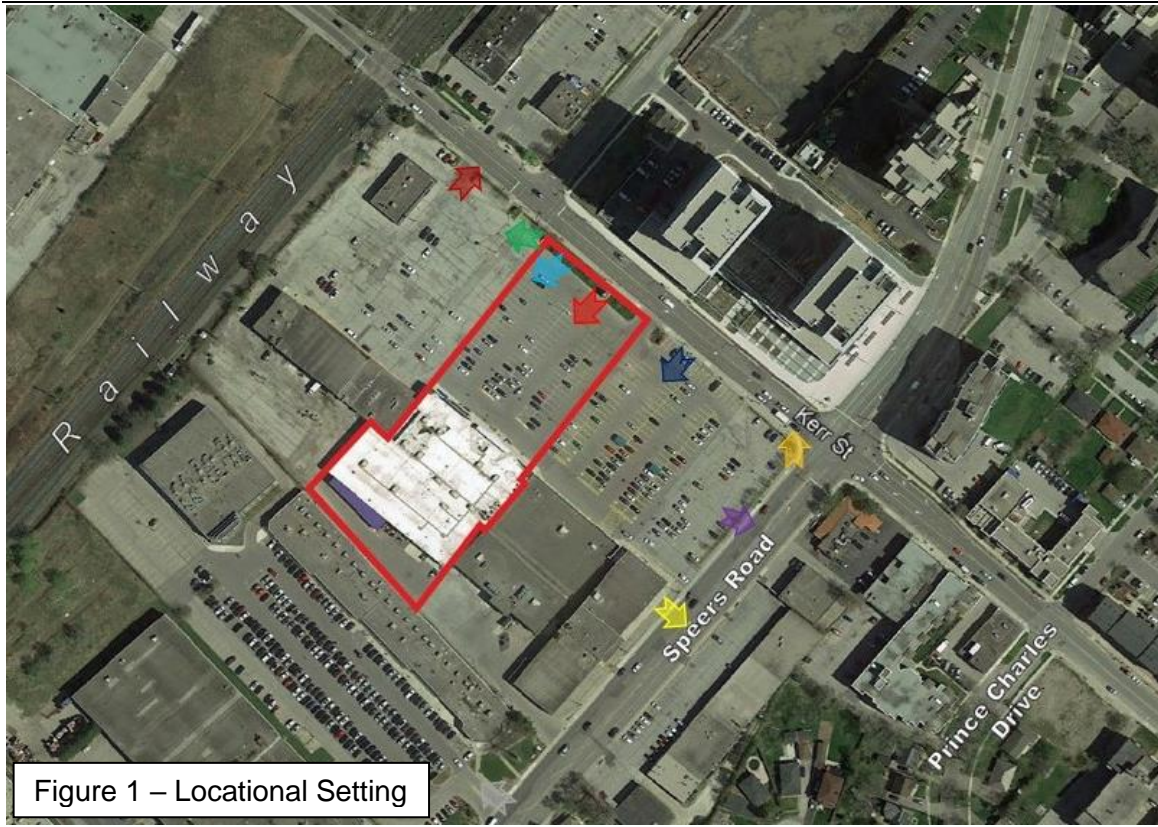
It is acknowledged that the proposed development will be subject to Site Plan Approval (SPA). The SPA process will provide opportunity to further consider the urban design directions in consultation with Town Staff, to ensure the development aligns with the design objectives of the Town of Oakville.

It is the finding of this Brief that the form of development proposed by the ZBA represents good urban design principles and is appropriate for the existing/planned context. This Brief demonstrates how the proposed development effectively addresses existing urban design direction of the Livable Oakville Plan and Livable by Design Manual.

SECTION 1 – LAND USE PLANNING CONCEPT

1.1 THE SUBJECT LANDS AND EXISTING CONTEXT

The subject lands are municipally known as 550 Kerr Street, and are generally located in the block north of Speers Road, west of Kerr Street and south of the CNR rail line in the 'Oakville Commons' commercial plaza. The subject lands are comprised of a parcel of approximately 1.03 ha (2.55 ac) and are currently developed with large format single storey retail uses including a JYSK retail store, Shoppers Drug Mart retail store and associated parking areas (see Figures 1).



The subject lands are bounded to the north, west and south by retail uses and to the east by the Kerr Street right-of-way and a mixed use building generally comprised of 20 and 22-storey residential towers that are connected by a podium with retail at-grade (see Figures 1-7).



Figure 2 – Subject Lands (550 Kerr Street)



Figure 3 – Adjacent Commercial to North



Figure 4 – Adjacent Commercial to North

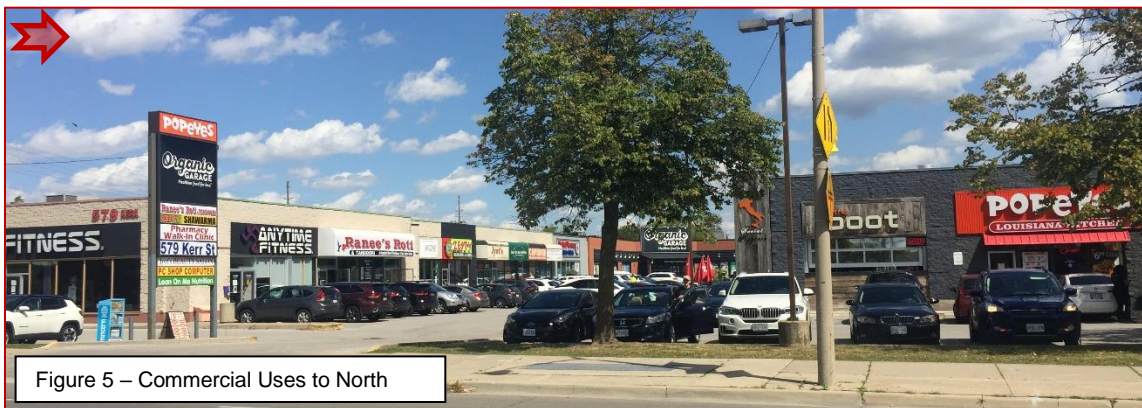


Figure 5 – Commercial Uses to North



Figure 6 – Adjacent Commercial to South

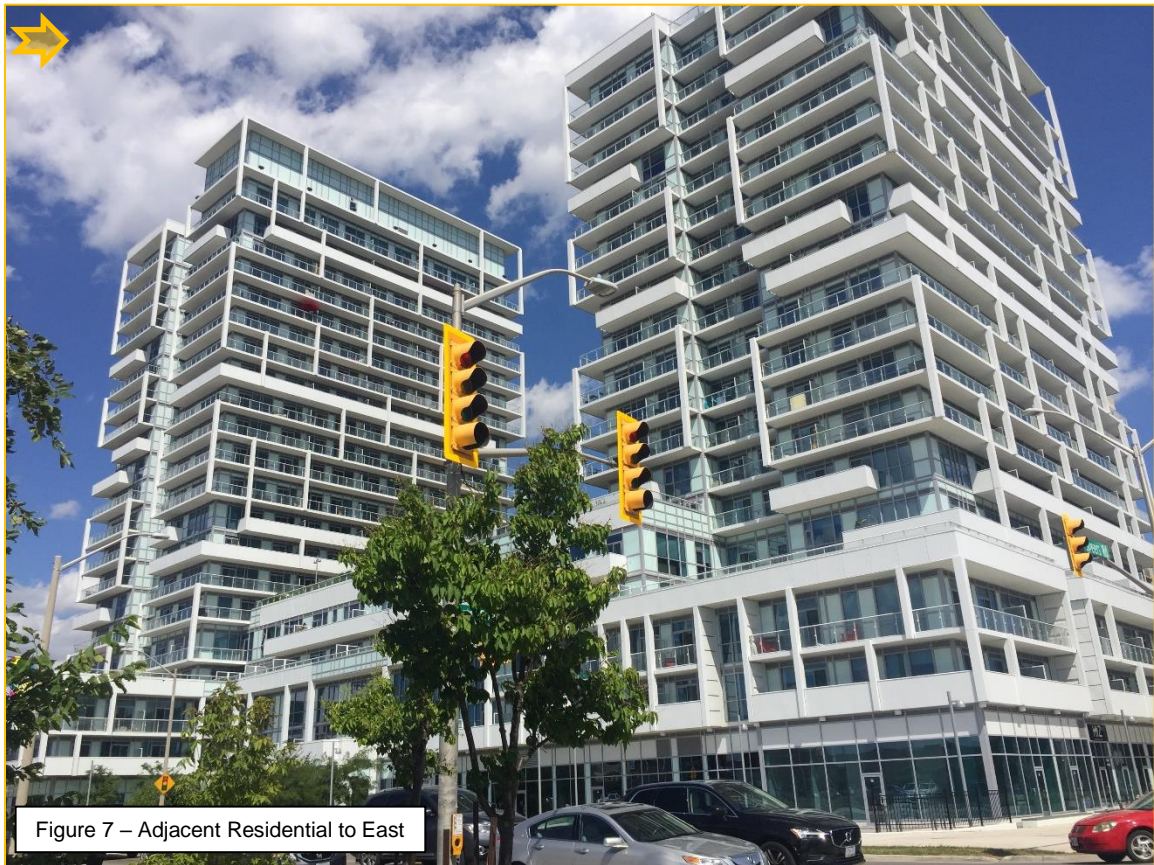


Figure 7 – Adjacent Residential to East



Figure 7 – Commercial to Southeast



Figure 7 – Commercial to South



1.2 THE SUBJECT LANDS AND PLANNED CONTEXT

It is necessary to understand the planned context of the subject lands and surrounding land uses to ensure that any proposed development is consistent with the planned function.

The subject lands and surrounding properties are located within the Kerr Village Growth Area, and are directed to redevelop at a higher density of development. The Livable Oakville Plan directs growth/intensification to occur in the Kerr Village Growth Area, which is to develop as a mixed use centre with a viable main street (Section 4.1). Within the Kerr Village Growth Area, the subject lands are within the Upper Kerr Village District, which is intended to become a transit-supportive and mixed use area. Higher density forms of development are permitted and anticipated in this area. To this end, the subject lands and surrounding lands in the Oakville Commons commercial plaza are directed to achieve a built form with minimum building heights of eight storeys, and an upper maximum of 16 storeys.

The specific design direction applicable to the subject lands as it relates to their planned context is further detailed in Section 2.1 of this Brief.

Transportation infrastructure upgrades are planned for this area. Kerr Street is planned to be reconstructed to pass below the rail crossing (CNR Grade Separation), where it currently intersects with the rail line at grade. In addition, Shepherd Road has been identified for extension westward to the north of the subject lands.

1.3 THE PROPOSAL

The concept Site Plan has been provided in Appendix A, while conceptual renderings are shown in Figures 8 and 9. The proposed redevelopment consists of a mixed-use residential and commercial building, with three 16-storey towers above a podium base. The podium height is tiered with one storey proposed along the Shepherd Road frontage, increasing to 6 storeys. The first floor is proposed with two retail areas totaling 2,415 sq. m, as well as an amenity area for the residential dwellings. Floors 2-16 are proposed to accommodate a total of 472 residential dwelling units.



A total of 624 parking space are provided for the proposed development, whereas Zoning By-law 2014-014, as amended, requires 596. Parking is located in six (6) levels below the building. Secure bicycle storage is provided internal to the building as well as below grade in the parking area. A total of 587 secure, long-term bicycle storage spaces are provided.

The proposed development includes a number of areas dedicated to private/communal amenity space. A residential amenity area totaling approximately 1,097 sq. m including a potential fitness facility, guest suite, common room, and guest services is located at the ground floor. Above the six storey podium is a proposed rooftop amenity space. A number of units are also proposed to have private balconies for use as outdoor amenity space.

A private vehicular and pedestrian access is proposed at grade underneath the proposed building's upper storeys. This access provides a connection for future redevelopment located on the adjacent property to the south (fronting Kerr Street). In addition to providing connection to adjacent properties, this private drive allows access to refuse and loading areas for the proposed building, as well as to the underground parking ramp. The podium base is proposed to extend above this private access. The design of this access point allows the continuity of the building mass and streetwall, while screening parking, loading, and vehicular access from public view.

As part of the development, the existing retail buildings on the subject lands are to be demolished.

1.4 DESIGN GOALS AND OBJECTIVES

The principal objective of the proposal is to redevelop an underutilized commercial site (including surface parking) located in an urbanized area in a manner that aligns with the form and function of the planned area context.

The vision of the proposal is to realize a site with strong street presence that seamlessly integrates with the surrounding planned community and catalyzes the redevelopment of the area as a compact, intensified mixed-use community.



The design objectives of the proposed development include establishing a built form and site design which:

- Offers high quality architectural treatment that ensures a consistent streetscape massing while providing variety in façade;
- Provides a building design that, through its height, massing and spatial orientation creates a human-scaled pedestrian experience and integrates with the emerging community;
- Creates an attractive and active interface between the proposed building and the public realm by designing a high-quality streetscape including positioning the building towards the street where main building entrances are to be located and provide direct pedestrian connection, as well as consideration of complementary landscaping treatment;
- Provides high quality building design and materials to further the sense of identity in the surrounding emerging neighbourhood;
- Minimizes visual impact of parking, loading, and servicing areas to the public realm by strategically locating these features internal to the building away from public streets;
- Incorporates green standards for a sustainable design;
- Creates functional communal outdoor amenity space that overlooks public realm, providing eyes on the street; and
- Establishes a functional space for vehicular and pedestrian connectivity that considers interim conditions prior to the CNR Grade Separation, if required.

SECTION 2 – DESIGN PRINCIPLES AND DESIGN RESPONSES

2.1 DESIGN RESPONSE TO TOWN DOCUMENTS

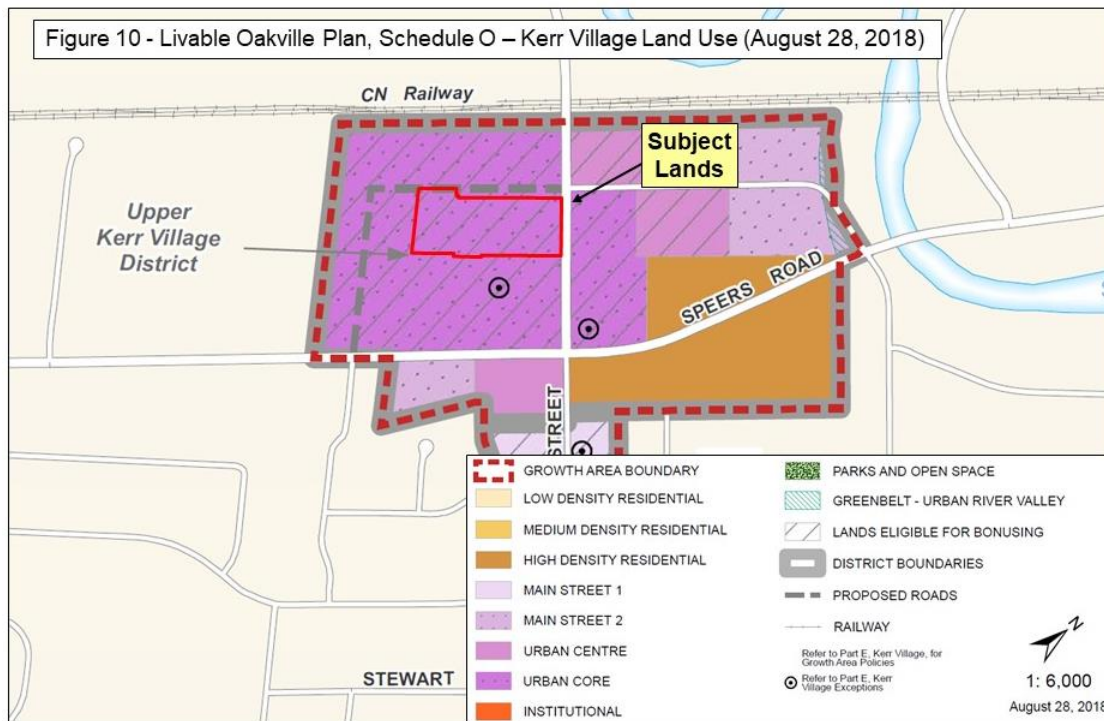
The proposed development on the subject lands is subject to several design policies and guidelines. This Brief outlines how the proposed development is consistent with the objectives of the Town documents as discussed below:

2.1.1 Livable Oakville Plan

The Livable Oakville Plan (2009 Town of Oakville Official Plan) sets policies on how lands in the Town should be used and how growth should be managed. This direction includes

a number of design objectives and guidelines. The following are the design policies applicable to the proposed development:

According to Schedule O: Kerr Village Land Use, the subject lands are designated Urban Core and are within the Upper Kerr Village District (see Figure 10). Further, according to Schedule O the subject lands are eligible for density bonusing and there is a Proposed Road to the north.

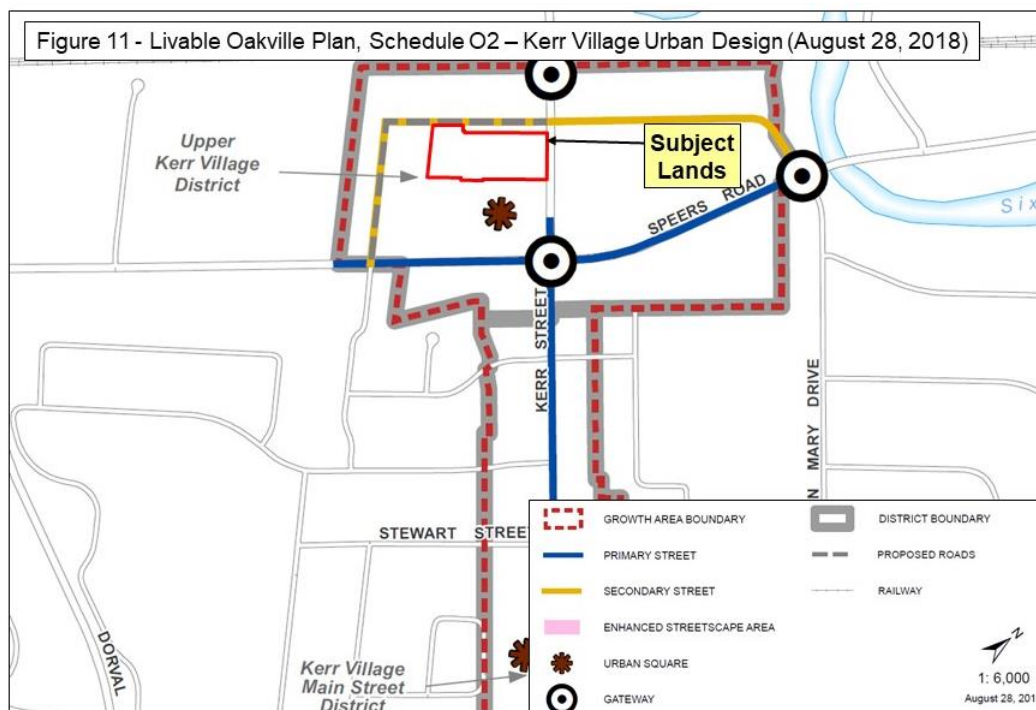


The Urban Core designation is a Mixed Use designation that is envisioned to have a strong urban focus and incorporate retail and service commercial, office and residential uses. Development should be oriented to the street and shall contribute to a high quality pedestrian oriented and transit-supportive environment (Section 12.5). Relevant Urban Core policies include:

- A wide range of retail and service commercial uses, including restaurants, commercial schools, offices and residential uses may be permitted in the Urban Core designation. Retail and service commercial uses shall be provided on the ground floor of mixed use buildings that directly front a public street. These uses may also extend to other floors. Entertainment facilities and hotels may also be

- permitted. Office uses and ancillary residential uses may be provided on the ground floor and above the ground floor (Section 12.5.1a));
- Buildings within the Urban Core designation shall be a minimum of eight storeys in height and a maximum of 12 storeys in height (Section 12.5.2a));
 - Additional building height may be considered in accordance with the applicable bonusing policies in this Plan (Section 12.5.2b)); and
 - Underground and/or structured parking shall be encouraged (Section 12.5.3a)).

According to Schedule O2: Kerr Village Urban Design, the subject lands are adjacent to a proposed secondary street (see Figure 11). An urban square is shown on the lands south of the subject lands, while gateways are shown at the intersections to the northeast and southeast of the subject lands.



The majority of intensification in the Town is to occur within the Growth Areas, while the Kerr Village Growth Area, specifically, is intended to develop as a mixed use centre with a viable main street along Kerr Street (Section 4.1). The subject lands are within the Upper Kerr Village District that is intended to become a transit-supportive and mixed use area. Higher density forms of development are permitted to achieve the critical mass required for enhanced transit. The Upper Kerr Village District will include appropriate gateway

features, an urban park with pedestrian mid-block connections and opportunities for affordable housing.

Relevant Kerr Village Growth Area policies include:

- Surface parking lots shall be limited. Where surface parking is provided, the visual impact of large surface lots shall be mitigated by a combination of setbacks and significant landscaping (Section 23.4.1c)i);
- Access to parking and servicing areas should not occur from Kerr Street but from local streets, service lanes and to the side or rear of buildings (Section 23.4.1c)ii);
- The redevelopment of Upper Kerr Village District shall anticipate the westerly extension of Shepherd Road and the northerly extension of St. Augustine Drive (Section 23.4.1f);
- Primary and secondary streets shall provide for pedestrian-oriented streetscapes through the use of wide sidewalks, landscaping and furnishings (Section 23.5.3a);
- Buildings along secondary streets shall (Section 23.5.3c):
 - Incorporate a high degree of transparency on the ground floor;
 - Provide building openings and principal entrances facing the street; and
 - Contain commercial, community, cultural or office uses adjacent to the street which support the main street district, and may also contain residential uses on the ground floor.
- The Town may allow up to four storeys beyond the maximum permitted height on the lands designated Urban Core, north of Speers Road, without amendment to this Plan (Section 23.8.2a)i);
- The additional height may be allowed in exchange for the provision of public benefits (Section 23.8.2b);
- In the Upper Kerr Village district west of Kerr Street north of Speers Road, an urban park is proposed, which may be located within the site bound by the Shepherd Road extension to the north, Kerr Street to the east, Speers Road to the south and St. Augustine Road extension to the west (Section 23.8.3c)i).

Section 6 of the Livable Oakville Plan sets out a number of policies and objectives related to urban design.

Relevant streetscape policies include that new development should contribute to the creation of a cohesive streetscape by (Section 6.4.2):

- Placing the principal building entrances towards the street and where applicable, towards corner intersections;
- Framing the street and creating a sense of enclosure;
- Providing variation in façade articulation and details;
- Connecting active uses to the public realm to enhance the liveliness and vibrancy of the street, where applicable;
- Incorporating trees, plantings, furnishings, lighting, etc.; and
- Coordinating improvements in building setback areas to create transitions from the public to private realms.

According to Schedule O2: Kerr Village Urban Design, the lands to the south of the subject lands are shown with a proposed urban square. Relevant urban squares policies include:

- Urban squares should be included in development proposals, where appropriate (Section 6.7.2); and
- Large development projects are encouraged to include a single, large urban square or a series of smaller urban squares (Section 6.7.3).

Relevant built form policies include:

- Buildings should be designed to create a sense of identity through massing, form, placement, orientation, scale, architectural features, landscaping and signage (Section 6.9.1);
- Building design and placement should be compatible with the existing and planned surrounding context (Section 6.9.2);
- Development shall be designed to accommodate an appropriate transition through landscape buffering, spatial separation, and compatible built form (Section 6.9.3);
- In Growth Areas, buildings should incorporate distinctive architecture, contribute to a sense of identity and be positioned on and oriented towards the street frontages (Section 6.9.4);
- Buildings should present active and visually permeable façades to all adjacent streets and amenity spaces through the use of windows, entry features, and human-scaled elements (Section 6.9.5);
- Main principal entrances to buildings should be oriented to the public sidewalk (Section 6.9.6);

- Development should be designed with variation in building mass, façade treatment and articulation (Section 6.9.7);
- Buildings located on corner lots shall provide a distinct architectural appearance with a high level of detailing and articulated façades that continue around the corner to address both streets (Section 6.9.8);
- New development shall ensure that proposed building heights and form are compatible with adjacent existing development by employing an appropriate transition of height and form from new to existing development (Section 6.9.9); and
- Continuous streetwalls of identical building height are discouraged (Section 6.9.10).

Relevant landscape policies include that development should preserve and enhance the urban forest by maintaining existing healthy trees, where possible and increasing tree canopy coverage (Section 6.10.2).

Relevant access, circulation and parking policies include:

- Developments should incorporate circulation routes that connect pedestrians to: principal entrances, amenity areas and parking areas; the public sidewalk and transit facilities; and adjacent developments, where appropriate (Section 6.11.2);
- Developments should incorporate safe and direct vehicular access and circulation routes with defined internal driving aisles (Section 6.12.1);
- Consolidated driveway accesses are encouraged (Section 6.12.2); and
- Parking areas within a structure should be screened from view from the public realm. Structured parking facilities should be underground structures, wherever possible (Section 6.13.5).

Relevant service, loading and storage areas policies include that for all development in the Growth Areas, service and loading areas should be located internal to the building or appropriately screened from the public realm and, where required, from adjacent uses (Section 6.16.3).

2.1.1.1 Design Response

The proposed redevelopment responds to the policies of the Livable Oakville Plan as follows:

- The development proposes a built form consisting of a mix of uses including retail uses at grade level fronting existing and future adjacent streets, with residential uses above (Section 12.5.1a));
- The development proposes to apply the bonusing policies of the Official Plan to achieve a height of 16 storeys as permitted (Section 12.5.2a), 12.5.2b), and 23.8.2a)i)). The nature and extent of bonusing is to be determined through further consultation with Staff through the approvals process (Section 23.8.2);
- Parking for the proposed development is accommodated entirely underground (Section 12.5.3a) and 23.4.1c)i));
- The ultimate build-out of the development anticipates the westward extension of Shepherd Road, where new access points will be created (Section 23.4.1c)ii) and 23.4.1f)); and
- Shepherd Road is identified as a secondary street, and the proposed development will include retail uses at grade level along Shepherd Road, including principal entrances to these uses (Section 23.5.3c)).

The proposed development conforms with the Urban Design policies of Section 6 of the Livable Oakville Plan, as well as other policies of the Livable Oakville Plan as outlined. Specific Urban Design policies/objectives of the Livable Oakville Plan will be considered/implemented through a future Site Plan Approval application process. In particular, the proposed built form is anticipated to achieve the following:

- The development contributes to a cohesive streetscape by placing principal building entrances towards public streets, orienting the building so as to frame adjacent streets, providing a variety of building/podium heights as well as numerous access points to achieve variation in façade articulation (Section 6.4.2). The development strives to achieve a seamless public-private realm transition including the extension of sidewalk materials to the building and incorporation of trees, plantings, furnishings, and lighting to City standards and as determined appropriate through the Site Plan Approval process, allowing seamless pedestrian

- connections throughout the proposed development to public sidewalks (Sections 6.4.2 and 6.11.2);
- Portions of the proposed building in proximity to Shepherd Road will provide for a lower scale (single storey) where retail uses are proposed. Further back from the street, the podium base increases to a height of 6-storeys. The three 16-storey residential towers extend above and are designed with a consistent slim tower floor plates, and are spaced apart along the Shepherd Road frontage. These building form factors contribute to a continuous streetwall that achieves variation in building mass and articulation (Sections 6.9.1, 6.9.7, and 6.9.10);
 - Building design and placement considers future redevelopment of adjacent lands, providing setbacks from property lines to the proposed towers that will allow appropriate tower separation to be achieved on adjacent lands (Sections 6.9.2 and 6.9.9);
 - The building has been designed with step backs at upper levels, offering appropriate transition to the public realm (Section 6.9.3);
 - The building has been placed so as to address both Kerr Street and Shepherd Road frontages, and the development continues to strive to achieve a sense of identity for the resulting built form through high quality, distinctive building design that continues around the corner to all building faces (Sections 6.9.4 and 6.9.8);
 - The proposed development includes building entrances to active grade related retail uses on Shepherd Road and Kerr Street, and are directly accessible from the public realm (Section 6.9.5), and primary building entrances are proposed to be oriented towards the public realm (Section 6.9.6);
 - There are few existing healthy trees on the subject lands that could be identified for preservation. New trees and plantings adjacent to the proposed building and along the public streets at grade level are anticipated as part of the development (Section 6.10.2);
 - The site layout considers a private vehicular and pedestrian road for direct connectivity to Shepherd Road with access to underground parking as well as loading and servicing areas (Sections 6.12.1 and 6.13.5). The private drive access establishes a potential future vehicular connection for the adjacent landowner to the south (Section 6.12.2); and
 - Servicing and loading areas are located internal to the building and appropriately screened from public view (Section 6.16.3).

2.1.2 Livable by Design Manual

The Town of Oakville’s Livable by Design Manual provides comprehensive and detailed urban design direction for development and establishes a benchmark by which development proposals will be reviewed in order to achieve a consistent level of quality built environments. The Livable by Design Manual “does not preclude alternative approaches”, and “a degree of flexibility can be afforded in their interpretation and application.”

The following relevant urban design directions apply to the design of streetscapes:

- Maintain or create a continuous streetwall of building facades (Section 2.2.1);
- Orient and position primary building facades, entrances and public spaces toward streets (Section 2.2.2);
- Incorporate canopies and awnings on building facades (Section 2.2.4);
- Provide continuous, unobstructed and barrier-free sidewalks (Section 2.2.6);
- Wherever possible, plant street trees on all streets (Section 2.2.10);
- Establish a tree planting spacing rhythm or pattern that provides flexibility to adapt to streetscape function (Section 2.2.12); and
- Select and position street furniture to optimize convenience, access and comfort and to provide a consistent streetscape appearance while maintaining a barrier-free path of travel (Section 2.2.14).

The following relevant urban design directions apply to public views and vistas:

- For buildings situated at the corners of major intersections, incorporate vertical elements that provide visual interest and reinforce the strategic location (Section 2.4.3).

The following relevant urban design directions apply to the base portion of tall buildings (buildings greater than 12 storeys in height):

- Where the building is positioned along the property line with no setback, the height of the building base will be no greater than 80% of the width of the right-of-way of the adjacent street and will step-back from this established maximum height at a 45 degree angle from the street wall (Section 3.1.1);

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- Where the building is setback from the property line, the height of the base building is no greater than a ratio of 1:1.6 street width to height of building base (Section 3.1.2);
 - Where a step-back of the main wall of the building base is proposed, situate it no lower than 12 m above grade with a minimum depth of 1.5 m and a maximum depth of 4 m (Section 3.1.3);
 - For ground floor commercial uses facing a public street or public space, incorporate (Section 3.1.5):
 - A minimum first storey height of 4.5 m;
 - A minimum 75% glazing on facades; and
 - Architectural treatments on all non-transparent surfaces.
 - For ground floor commercial units, incorporate a minimum first storey height between 3.5 m and 4.5 m (Section 3.1.6);
 - Incorporate architectural treatments, canopies, awnings, illumination and landscaping to accentuate principal building entrances (Section 3.1.8);
 - Design principal entrances to ground floor commercial units that are highly visible. For commercial units above the ground floor, design principal entrances in highly visible locations (Section 3.1.9);
 - For uses above the ground floor, design principal entrance(s) in highly visible locations with direct access from the public realm (Section 3.1.10);
 - Locate entranceways associated with passenger loading areas internal to the site or at the rear or side of the building (Section 3.1.12);
 - Extend the facades of the building base parallel along the full length of the property where it abuts the public realm (Section 3.1.13);
 - Design the main wall of the building base to occupy a minimum of 85% of the façade zone along the lot length abutting a public street (Section 3.1.14);
 - On a corner lot, design and mass the building base so it addresses both street frontages and incorporate enhanced architectural treatment that highlights the corner, such as taller elements, protruding elements and balconies (Section 3.1.15); and
 - Incorporate strategic setbacks from the property line in the façade zone to accommodate extensions of the public realm and entrances (Section 3.1.17).

The following relevant urban design directions apply to the middle portion of tall buildings:

- Design the building middle to: incorporate varied architectural detailing; reinforce horizontal banding (datum lines) of abutting buildings; and minimize shadows, wind and other adverse microclimate conditions (Section 3.1.19);
- For a tall building, the middle component should be stepped back a minimum of 5 m from the main wall of the base building (Section 3.1.20);
- On corner lots, the building middle may extend to ground level without a building base (Section 3.1.21);
- Floorplates will be designed with a maximum dimension of 40 m in length in any direction (including diagonal) measured from outside wall to outside wall, but excluding balconies (Section 3.1.22);
- Incorporate projections and indentations into the tower to moderate the scale of the building middle and achieve visual interest (Section 3.1.23);
- Incorporate minimum tower separation distances of 30 m for buildings 30 storeys or less, or an average of 25 m across the face of the building if a building is convex. All measurements are made horizontally and are inclusive of projections such as balconies (Section 3.1.24); and
- Position the building middle on the building base in such a way that minimizes the shadows cast across public spaces and private amenity areas (Section 3.1.25).

The following relevant urban design directions apply to the top portion of tall buildings:

- Articulate the upper-most floors of buildings by varying the massing with architectural treatments (Section 3.1.26); and
- Design the building top to complement the overall building design and to integrate penthouses, stair towers, elevator towers and mechanical equipment. For rooftop elements taller than 2 m in height, setback these elements a minimum of 4 m from all edges of the roof (Section 3.1.28).

The following relevant urban design direction applies to transitions from tall buildings to adjacent surroundings:

- Design tall and mid-rise buildings to fit contextually and to minimize potential impacts of height, massing and shadow on their surroundings (Section 3.1.30).

The following relevant urban design directions apply to building detailing and materials:

- Design building facades that are well articulated and incorporate a rhythm of transparent glass and solid materials. Avoid large areas of blank or poorly articulated walls (Section 3.1.34);
- Articulate the massing of the façade to divide the architectural detailing by incorporating layered elements, modulations, projections and recesses, pronounced vertical elements, corner and parapet features and distinct rooflines (Section 3.1.35);
- On residential buildings, architecturally integrate balconies and other projections into the structure and detailing of the building (Section 3.1.36);
- On exposed end walls along an interior lot line without openings, clad the façade with materials that complement the overall building design (Section 3.1.39); and
- On key sites such as intersections, accentuate the massing, height and façade through enhanced architectural design (Section 3.1.40).

The following relevant urban design direction applies to building amenity areas:

- For residential buildings, incorporate private amenity space in the form of a roof terrace or balcony for each unit (Section 3.1.44).

The following relevant urban design directions apply to the landscaping design of the proposed redevelopment of the subject lands:

- Landscape front and flankage yards with plantings and other landscaping features that provide visual interest, highlight pedestrian connections, enhance building and site features and screen undesirable elements (Section 4.1.5);
- Where warranted to minimize noise, light and undesirable views, incorporate screening and/or buffering to obscure views and/or create physical separation (Section 4.1.6);
- Maintain a subtle transition when accommodating changes in grade, resulting in barrier free routes for pedestrians and a cohesive built and landscaped environment (Section 4.1.21); and
- Design site grading to minimize the need for retaining walls along street frontages. Where a retaining wall cannot be avoided, incorporate terracing to minimize perceived height of the retaining wall (Section 4.1.22).

The following relevant urban design directions apply to pedestrian connections:

- Provide direct, barrier-free and safe access to and from sidewalks, transit stops, urban squares, amenity areas, building entrances, parking areas, open spaces and adjacent properties, where appropriate (Section 4.2.1);
- Incorporate site furnishings along pedestrian connections to provide amenities (Section 4.2.5); and
- Incorporate shade trees and other weather protection elements along pedestrian connections (Section 4.2.7).

The following relevant urban design directions apply to parking:

- Wherever possible within Growth Areas and on intensification sites, incorporate structured parking facilities, whether located above or below ground (Section 4.3.1);
- Locate pedestrian entrances to structured parking facilities in close proximity to public streets or open spaces (Section 4.3.4);
- Design vehicular entrances and ramps to a structured parking facility that complement the scale of the façade and surrounding streetscape elements, providing access from a secondary street where possible (Section 4.3.5);
- Within Growth Areas and along pedestrian-oriented streets, avoid the placement of surface parking areas abutting public streets (Section 4.3.8);
- Design vehicular access driveways to surface parking areas and passenger loading areas to include: minimum driveway entrance widths (and turning radii) across public sidewalks; consolidated access points, wherever possible, to reduce vehicular-pedestrian conflicts; and continuous walkways across driveways (Section 4.3.16);
- In Growth Areas and along pedestrian-oriented streets, locate vehicular access driveways from side or minor frontage streets (Section 4.3.17);
- Provide safe and convenient bicycle parking for all non-residential and multi-unit residential sites (Section 4.3.20);
- Place bicycle racks in highly visible areas near main entrances of buildings and in active pedestrian and amenity areas (Section 4.3.21);
- Locate passenger pick-up and drop-off loading areas for convenient access to main building entrances (Section 4.3.23); and

- Design passenger loading areas with barrier-free transitions from the vehicle area to the main building entrance and with overhead coverage integrated into the design and function of the site, landscaping and building(s) (Section 4.3.24).

The following relevant urban design directions apply to servicing, loading and storage areas:

- Design and integrate service, loading and storage areas to minimize the visual impact on the public realm, amenity areas and adjacent sensitive uses (Section 4.6.1);
- Wherever feasible, locate service, loading and storage areas within the main building(s) to ensure the facilities are not visible from the public realm or main entrance areas (Section 4.6.2);
- Wherever possible, consolidate service, loading and storage areas into one multi-functional area on the site to serve multiple buildings and multiple purposes (Section 4.6.7);
- Locate and design service, loading and storage areas to prevent conflicts with pedestrian and vehicular circulation routes (Section 4.6.8);
- Wherever possible, locate access driveways to service, loading and storage areas at the side or rear of the property to limit access directly from major roads (Section 4.6.9); and
- Wherever feasible, design service, loading and storage areas with shared access driveways amongst on-site tenants and/or with abutting sites (Section 4.6.10).

2.1.2.1 *Design Response*

The proposed redevelopment responds to the design principles/criteria that have been established by the Livable by Design Manual as follows:

- The building has been oriented towards the adjacent existing and future streets, contributing to a continuous streetwall (Sections 2.2.1 and 2.2.2). The building base façade is extended along a majority of the Kerr Street and the future Shepherd Road frontages, addressing the public realm and highlighting the corner site (Section 3.1.13, 3.1.14, and 3.1.15);
- The proposed development includes continuous unobstructed sidewalks to entrances of the building (Sections 2.2.6 and 4.2.1). Entrances to ground floor

- commercial uses as well as the upper floor residential component are highly visible and directly accessible from the future Shepherd Road extension (Sections 3.1.9 and 3.1.10). Loading and service areas are located within the building and are screened from view with access from the proposed private drive which bisects the podium base, which is extended above (Sections 3.1.12, 4.6.1, 4.6.2, 4.3.23, 4.3.24, 4.6.8 and 4.6.9);
- The development strives to achieve an attractive streetscape form through the Site Plan Approval process, including placement of street trees and other landscaping, potential awnings or canopies, street furnishings, etc. (Sections 2.2.4, 2.2.10, 2.2.12, 2.2.14, 3.1.8, 4.1.5, 4.2.5 and 4.2.7);
 - Building setbacks have been minimized while also accounting for site specific circumstances including the grade separation along Kerr Street, and to accommodate an extended public realm along Shepherd Road (Section 3.1.17);
 - The six storey podium base achieves an appropriate height approximately 19.5 m, which is not greater than a 1:1.6 ratio to Shepherd Road (20 m right-of way width estimated) as noted by Section 3.1.2;
 - Direction is provided that for corner lots, building middles may extend to the ground level without a building base. The building has been designed so as to reflect a corner building aesthetic while still addressing the street through a building base throughout the remainder of the subject lands (3.1.21);
 - Floorplates are designed with a maximum length of approximately 33.5 m (diagonal approximately 38 m), meeting the intent of Section 3.1.22, which notes the maximum should not exceed 40 m, reducing impacts to the future redevelopment of abutting lands (Sections 3.1.19, 3.1.25, and 3.1.30);
 - As shown in the preliminary concept renderings, the development strives to achieve visual interest in the building through various projections and features in combination with transparent materials (Sections 3.1.23, 3.1.26, 3.1.34, 3.1.35, 3.1.36 and 3.1.40);
 - The three towers are proposed with separation distances of approximately 30.5 m and 36.6 m, meeting the intent of Section 3.1.24, which notes a minimum 30 m separation distance;
 - A roof terrace has been designed to be provided as an amenity space for residents, and a number of balconies are proposed (Section 3.1.44);

- Parking has been located entirely below grade (Sections 4.3.1 and 4.3.8) with access from a proposed private drive (Sections 4.3.5 and 4.3.17), which allows for potential access for future redevelopment of adjacent lands (Section 4.3.16);
- A retaining wall along Kerr Street is unavoidable due to the CNR Grade Separation and as a result, the retaining wall has been terraced so as to minimize the perceived height (Section 4.1.22); and
- A total of approximately 587 bicycle parking spaces are provided (Section 4.3.20).

The proposed development aligns with the urban design directions as outlined in this Brief. The Site Plan Approval process will further consider the urban design directions to ensure the development generally aligns with the design objectives of the Livable by Design Manual. The development strives to achieve consistency with the Livable by Design Manual through the Site Plan Approval process.

2.1.3 Livable by Design Manual: Kerr Village

The following directions apply to using design to distinguish Kerr Village:

- Orient the building massing and main entrances directly towards the street and, where applicable, towards the intersection (Section 3A.1.a);
- Incorporate buildings and structures that express a high standard of architectural quality (Section 3A.1.b); and
- Incorporate distinctive streetscape surface treatments and furnishings, plantings and landscape designs and public art installations (Section 3A.1.c).

The following directions apply to using design to foster street-level activity:

- Where space permits, provide space for retail displays, entrance features and patio seating (Section 3B.1.a);
- Ensure building entrances and display windows are oriented toward and open onto the street (Section 3B.1.b);
- Incorporate weather protection elements, such as awnings and canopies (Section 3B.1.c);
- Maintain healthy existing trees, where feasible, and incorporate new plantings (Section 3B.2.d);

- Ensure building height, massing, setbacks and step backs will maximize sun exposure and minimize a wind tunnel effect on the boulevard (Section 3B.3.a);
- Incorporate building setbacks and recesses at main entrances and gathering spaces that will provide shelter from winds (Section 3B.3.b);
- Incorporate canopies and/or awnings at building entrances and gathering spaces to provide protection from the elements (Section 3B.3.c);
- Locate vehicular access points on side streets wherever possible (Section 3B.4.a);
- Limit the width of driveway access points (Section 3B.4.c);
- Extend the upper floors of the building over the driveway access to maintain a consistent street wall and maximize the usability of the site (Section 3B.4.d);
- Create a continuous street wall with architecturally detailed facades that provide visual interest and a backdrop for on-street activities (Section 3B.6.a);
- Articulate facades into narrower segments, through projections and/or recesses, that reflect the rhythm and scale of the surrounding built form (Section 3B.6.b);
- Wrap the façade rhythm of openings around corners (Section 3B.6.c);
- Incorporate human-scaled buildings and features (Section 3B.6.d); and
- Provide weather protection elements that provide coverage at entrances (Section 3B.6.e).

The following directions apply to using design to frame the street:

- Position buildings along all primary streets within the required front and flankage yards (Section 3C.1.a);
- Establish the building base height to be no greater than 80% of the street width (Section 3C.1.b);
- Utilize projections and recesses of building façades, which can result in outdoor amenity spaces (Section 3C.2.a);
- Incorporate significant breaks in building facades longer than 55 m (Section 3C.2.b); and
- Where new development is proposed, divide facades into smaller segments to reflect the rhythm and scale of a traditional main street and village built form (Section 3C.2.c).

The following directions apply to compatibility with surroundings:

- Position buildings along the front lot line (Section 3D.1.a);

- Position mid-rise and tall buildings to the minimum side lot line and incorporate façade setback(s) starting at 10.5 m above grade (Section 3D.1.b);
- Between residential buildings, incorporate a 15 m minimum separation between primary windows and a 7.5 m minimum separation between all other windows (Section 3D.1.c); and
- Incorporate visually interesting end wall treatments on the exposed portions of facades, including a combination of window openings and architectural treatments (Section 3D.1.d).

The following directions apply to pedestrian connections:

- Design development along primary and secondary streets with a strong focus on enhancing the pedestrian realm, with the built form framing the street and ample entrances along the ground level (Section 3E.1.a);
- Incorporate well-defined pedestrian connections to and throughout the site (Section 3E.2.a); and
- Create connections that are predictable, comfortable and barrier-free (Section 3E.2.b).

2.1.3.1 Design Response

The proposed redevelopment responds to the design principles/criteria for Kerr Village that have been established by the Livable by Design Manual as follows:

- The building and entrances have been oriented towards the adjacent existing and future streets, contributing to a continuous streetwall with minimal building setbacks that enhances the pedestrian realm (Sections 3A.1.a, 3B.1.b, 3C.1.a, 3D.1.a, and 3E.1.a);
- As shown in the preliminary concept renderings, the development strives to achieve visual interest in the building through various projections and features in combination with transparent materials to create a high standard of architectural quality that extends to all building faces (Sections 3A.1.b, 3B.6.c, and 3D.1.d);
- The development strives to achieve an attractive streetscape form to enhance the pedestrian realm, including providing sufficient space for furnishings, plantings, and/or landscape design, as appropriate and further refined through the Site Plan Approval process (Sections 3A.1.c, 3B.1.a, 3B.1.c, 3B.2.d, 3E.2.a, and 3E.2.b);

- Vehicular access to loading and parking is provided by a future private drive connecting to the future Shepherd Road extension (Sections 3B.4.a and 3B.4.c);
- The upper floors of the building are proposed to extend above the drive access, maintaining the continuous streetwall as appropriate (Section 3B.4.d and 3B.6.a) and ensuring a human-scaled environment is realized through building setbacks and step-backs (Section 3N.6.d); and
- The three towers are proposed with separation distances of approximately 30.5 m and 36.6 m, meeting the intent of Section 3D.1.c, which notes a minimum 15 m separation distance between main windows. The building has been designed to maximize sun exposure and minimize wind effects (Section 3B.3.a).

The proposed development aligns with the urban design directions as outlined in this Brief. The Site Plan Approval process will further refine the urban design attributes of the proposed development to ensure the development appropriately responds to the design objectives of the Livable by Design Manual.

2.2 SITE DESIGN AND BUILT FORM

The proposed development includes the establishment of a contemporary mixed use commercial and residential building that will be positioned to address the Kerr Street and Shepherd Road frontages of the subject lands. This location lends prominence to the building, while the building façade extends along the public right-of-way to define the street edge. Setbacks are minimized while accounting for site specific considerations, allowing appropriate areas for landscaping and streetscape design in transition area to the public realm. Pedestrian circulation within the site is encouraged through the locating of grade related commercial uses along street frontages, where primary entrances are located.

The building steps back from the single storey retail base to the 6 storey podium base, with three slim 16 storey towers extending above. The building maximize sunlight to the public realm through appropriate floorplate size and tower separation, as determined by the shadow impact analysis by ADA Architects Inc. The building effectively utilizes the top of the podium base to create a functional shared amenity space that provides views to the public realm.

The site has been designed to effectively screen vehicular access as well as loading/servicing areas. Underground parking access is proposed from a private drive that

extends beneath the proposed building at grade level, with access to Shepherd Road. The proposed private drive provides connection to loading and servicing areas that are within the building and generally screened from public view. The private drive offers potential access to the adjacent parcel to the south, facilitating future redevelopment of those lands. The extension of the podium base above the private drive ensures a continuous built form that minimizes the perceived impact of vehicular access and servicing areas.

2.3 STREETScape DESIGN

The proposed development uses building positioning and access to ensure a positive relationship is maintained between the site, site users and the general public. The proposed development is appropriately located to frame adjacent streets, while minimizing setbacks. Public sidewalk elements are anticipated to seamlessly integrate to main building entrances and commercial grade related uses through landscaping treatment that places the pedestrian experience at the forefront.

The building is designed such that a continuous vibrant streetwall is provided on Kerr Street and Shepherd Road, avoiding streetscape monotony through stepbacks, architectural detailing, a sophisticated palate of building materials, and changing use of street based floor space.

Landscape elements such as mature vegetation and concrete sidewalks, as well as lighting and other matters that impact the relationship between the private and public realm will be generally implemented and refined through the detailed Site Plan Approval phase. Sufficient space has been allocated to allow for the implementation of enhanced streetscape elements.

2.4 PEDESTRIAN AND VEHICULAR CONNECTIVITY

The proposed development considers pedestrian and vehicular circulation within the site and connectivity to adjacent public and private lands. The proposal prioritizes the pedestrian while having needed regard for vehicular, loading, and servicing areas that have been located within the building and screened from the public realm.

Continuous sidewalks are proposed with appropriate landscaping treatments to break up large concrete areas. Public sidewalks will be directly connected to areas throughout the

proposed development, in particular to main building entrances including retail uses at grade.

Parking is accommodated entirely underground, while the vehicular underground parking access is proposed from a private side street which extends beneath the proposed building at grade level, with access to Shepherd Road. The proposed private drive provides connection to loading and servicing areas that are within the building and generally screened from public view. The private drive offers potential access to the adjacent parcel to the south, facilitating future redevelopment of those lands. Visual vehicular impact to the public realm is minimized as no grade level parking is provided, loading and servicing areas are internal to the building, and the underground parking ramp is accessed from a private drive aisle underneath the building.

2.5 ARCHITECTURAL STYLE

The proposed development at 550 Kerr Street is the first redevelopment in the 'Oakville Commons' commercial plaza at the time of this Brief. The 'Oakville Commons' is anticipated for future growth in a form similar to that proposed for the subject lands, but as the surrounding lands are currently characterized by single storey retail buildings, the proposed development therefore cannot borrow from existing development within the 'Oakville Commons'.

The Rain Condos located immediately east of the subject lands at 55 Speers Road allow insight to potential design considerations for the proposed development. Amongst other matters, the Rain Condos address adjacent streets, provide a high degree of transparency, and employ strategic balcony materials to create a vertical aesthetic while avoiding streetwall monotony.

As displayed in the preliminary concept renderings, a modern aesthetic with a high degree of transparency is anticipated. A high level of detailing is to be provided so as to provide visual interest in the building through various projections and architectural features in combination with various strategically located transparent and opaque materials. The building has been designed with clear vertical division, including a clearly dividing building middle, base and top. This vertical division is achieved through a combination of step backs, various cladding materials and façade elements that provide texture to the building

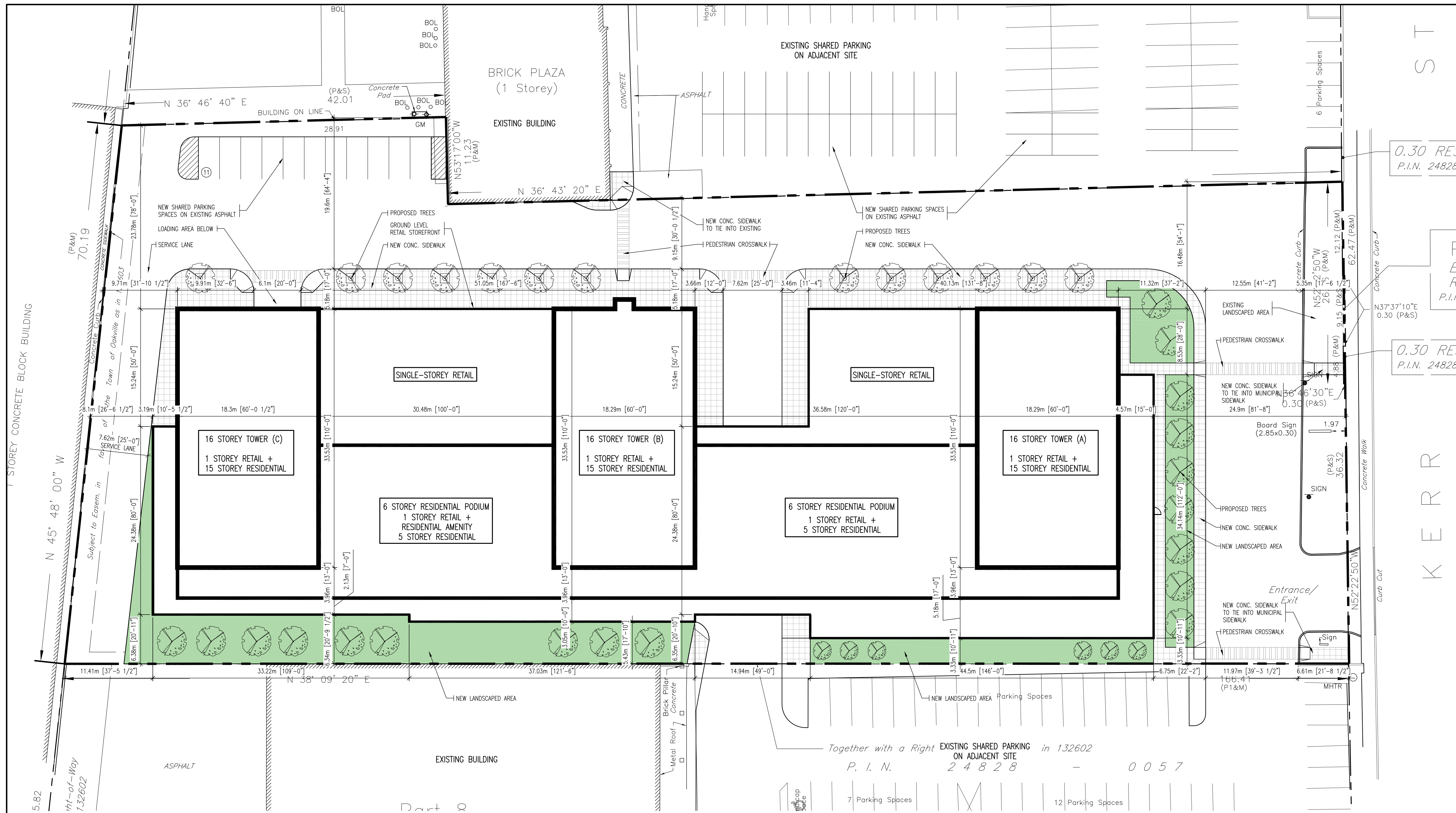
and visual interest in the design. A high standard of architectural quality and materials that extends to all building faces is proposed.

2.6 CONCLUSION

This Brief has addressed the established urban design principles and objectives for the Town of Oakville, and outlined the vision for the proposed mixed-use development at 550 Kerr Street. The Brief demonstrates how the site design, built form, and sustainability features are compatible with the existing and planned context.

The form of development proposed by the proposed ZBA employs urban design principles deemed appropriate by the Town of Oakville, and result in a highly favourable, contemporary urban expression of these policies. Furthermore it will establish strong design standards and provide effective guidance for future redevelopment of the surrounding lands.

APPENDIX A



K E R R S T

0.30 RES
P.I.N. 24828

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P.I.N. 24828

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A architectural
D design
A associates inc. architect

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ph 519.254.3430 fax 519.254.3642
email - info@ada-architect.ca www.ada-architect.ca

project:
**550 KERR STREET
OAKVILLE**

client:
ROCK DEVELOPMENT

title:
SITE PLAN (EXISTING SITE)

scale:
AS SHOWN

drawn by:
RD

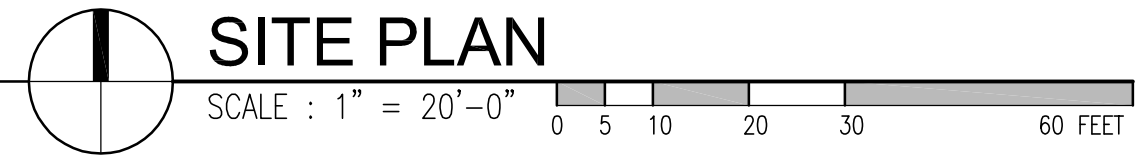
checked by:
SMB

date:
2019-04-08

comm. no.:
2018-010

sheet no.:

PLAN REFLECTS CURRENT PROPERTY BOUNDARIES BEFORE THE PROPOSED KERR STREET WIDENING

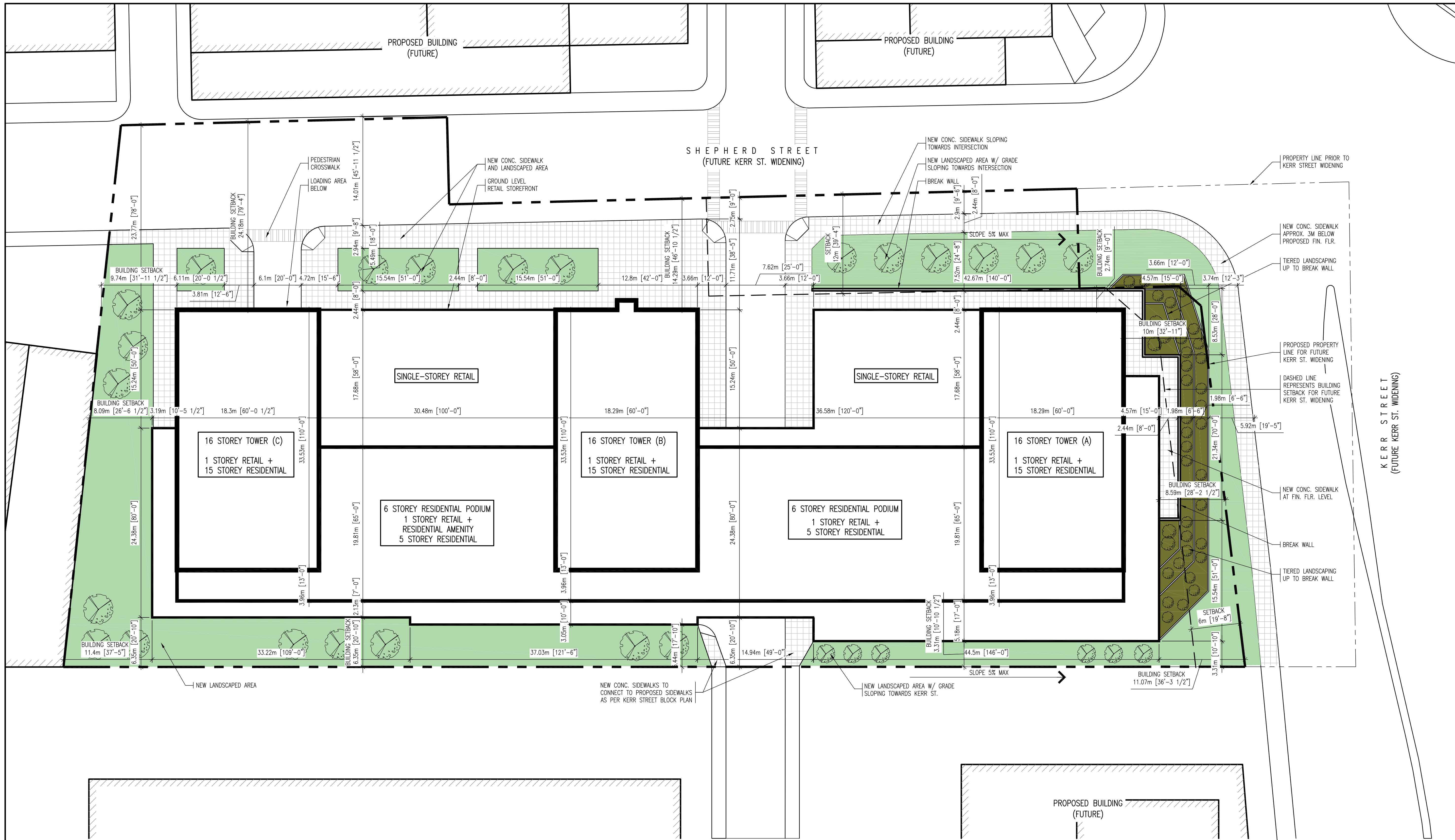


BUILDING STATISTICS	PROPOSED
FIRST FLOOR	
COMMERCIAL/RETAIL	±2,415 m ²
MISC./AMENITY	±1,096.5 m ²
OTHER	±859.3 m ²
TOTAL:	±4,370.8 m ²
FLOORS 2-6	
1 BEDROOM UNITS	135 UNITS
2/3 BEDROOM UNITS	90 UNITS
TOTAL:	225 UNITS
FLOOR 7	
1 BEDROOM UNITS	9 UNITS
2/3 BEDROOM UNITS	13 UNITS
TOTAL:	22 UNITS
FLOORS 8-16	
1 BEDROOM UNITS	72 UNITS
2/3 BEDROOM UNITS	153 UNITS
TOTAL:	225 UNITS
TOTAL # OF UNITS:	472 UNITS

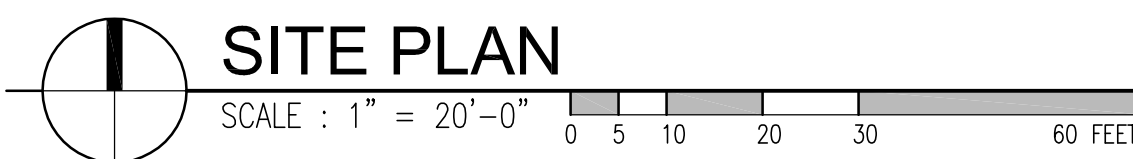
PARKING REQUIREMENTS (UNDERGROUND)	REQUIRED	PROPOSED
COMMERCIAL/RETAIL USE = 2,415m ²	60 SPACES	60 SPACES
1.0 SPACES PER 40m ² OF GROSS FLOOR AREA		
2,415m ² /40m ² = 60 SPACES		
RESIDENTIAL USE		
1 BEDROOM = 216 UNITS	216 SPACES	216 SPACES
1.0 SPACES PER 1 BEDROOM UNIT (216 X 1.0)		
= 216 SPACES		
2 & 3 BEDROOM = 256 UNITS	320 SPACES	320 SPACES
1.25 SPACES PER 2 & 3 BEDROOM UNIT (256 X 1.25)		
= 320 SPACES		
ADDITIONAL PARKING	0	28 SPACES
TOTAL PARKING (INCLUDING BARRIER-FREE SPACES)	596 SPACES	624 SPACES

STORAGE STATISTICS TOTAL	PROPOSED
BICYCLE STORAGE	587 SPACES
RESIDENT STORAGE LOCKERS	509 LOCKERS

ZONING REGULATIONS : H1-MU3 (EXISTING ZONING)		
MIXED USE (MU)	REQUIRED	PROPOSED
LOT AREA	N/A	±10,328.7 m ²
BUILDING AREA	N/A	±4,996.1 m ²
LOT COVERAGE	N/A	48.4%
LANDSCAPED AREA		
HARD		±975.5 m ²
SOFT		±841.8 m ²
TOTAL (COVERAGE = 17.6%)		±1,817.3 m ²
MINIMUM BUILDING SETBACKS		
NORTH (SIDE SHEPHERD)	N/A	13 m
EAST (FRONT KERR ST)	N/A	25.2 m
SOUTH (SIDE)	N/A	3 m
WEST (REAR)	N/A	7.9 m
MAXIMUM BUILDING HEIGHT	N/A	51.8 m



PLAN REFLECTS FUTURE PROPOSED KERR STREET WIDENING & BLOCK CONCEPT PLAN



BUILDING STATISTICS	PROPOSED
FIRST FLOOR	
COMMERCIAL/RETAIL	±2,415 m ²
MISC./AMENITY	±1,096.5 m ²
OTHER	±859.3 m ²
TOTAL:	±4,370.8 m ²
FLOORS 2-6	
1 BEDROOM UNITS	135 UNITS
2/3 BEDROOM UNITS	90 UNITS
TOTAL:	225 UNITS
FLOOR 7	
1 BEDROOM UNITS	9 UNITS
2/3 BEDROOM UNITS	13 UNITS
TOTAL:	22 UNITS
FLOORS 8-16	
1 BEDROOM UNITS	72 UNITS
2/3 BEDROOM UNITS	153 UNITS
TOTAL:	225 UNITS
TOTAL # OF UNITS:	472 UNITS

PARKING REQUIREMENTS (UNDERGROUND)	REQUIRED	PROPOSED
COMMERCIAL/RETAIL USE = 2,415m ²		
1.0 SPACES PER 40m ² OF GROSS FLOOR AREA	60 SPACES	60 SPACES
2,415m ² /40m ² = 60 SPACES		
RESIDENTIAL USE		
1 BEDROOM = 216 UNITS	216 SPACES	216 SPACES
1.0 SPACES PER 1 BEDROOM UNIT (216 X 1.0)		
= 216 SPACES		
2 & 3 BEDROOM = 256 UNITS	320 SPACES	320 SPACES
1.25 SPACES PER 2 & 3 BEDROOM UNIT (256 X 1.25) = 320 SPACES		
ADDITIONAL PARKING	0	28 SPACES
TOTAL PARKING (INCLUDING BARRIER-FREE SPACES)	596 SPACES	624 SPACES

STORAGE STATISTICS TOTAL	PROPOSED
BICYCLE STORAGE	587 SPACES
RESIDENT STORAGE LOCKERS	509 LOCKERS

ZONING REGULATIONS :	REQUIRED	PROPOSED
MIXED USE (MU)		
LOT AREA	N/A	±9,038.6 m ²
BUILDING AREA	N/A	±4,996.1 m ²
LOT COVERAGE	N/A	55.3%
LANDSCAPED AREA		
HARD		±834.6 m ²
SOFT		±1,825.2 m ²
TOTAL (COVERAGE = 29.4%)		±2,659.8 m ²
MINIMUM BUILDING SETBACKS		
NORTH (SIDE SHEPHERD)	12 m	VARIES (SEE PLAN)
EAST (FRONT KERR ST)	6 m	VARIES (SEE PLAN)
SOUTH (SIDE)	N/A	VARIES (SEE PLAN)
WEST (REAR)	N/A	VARIES (SEE PLAN)
MAXIMUM BUILDING HEIGHT	N/A	51.8 m

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 XXX/XX/XX XXXXXXXXXXXX
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 email - info@ada-architect.ca www.ada-architect.ca

project:
550 KERR STREET OAKVILLE

client:
ROCK DEVELOPMENT

title:
SITE PLAN (PROPOSED SITE)

scale:
AS SHOWN

drawn by:
RD

checked by:
SMB

date:
2019-04-08

comm. no.:
2018-010

sheet no.: