

Urban Design Brief

501 Krug Street, City of Kitchener

Zoning By-Law Amendment and Official Plan Amendment



Prepared for:
1291105 Ontario Limited, Freure Homes

Date:
May 1, 2026

Prepared by:
Stantec Consulting Ltd.

Project/File:
161414574

Revision Record

Revision	Description	Author	Date	Quality Check	Date	Independent Review	Date
01	Including all material received up to March 15, 2026	Emma Borho	March 16, 2026	Peter Mills	March 18, 2026	Kevin Brousseau	March 19, 2026
02	Including all material received up to March 25, 2026. Pending final Design Brief from ABA Architects.	Emma Borho	March 25, 2026	Amelia Sloan	March 26, 2026		
03	Including all material received up to April 30, 2026	Emma Borho	May 1, 2026	Amelia Sloan			

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Prepared by:



Signature

Emma Borho, Urban Planner

Printed Name

Reviewed by:



Signature

Amelia Sloan, Senior Urban Planner, MCIP RPP

Printed Name

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1 Introduction

1.1 Development Proposal Overview

Stantec Consulting Ltd. and ABA Architects Inc. have been retained by Freure Homes (the 'Applicant') for planning and design of the redevelopment of the property at 501 Krug St in the City of Kitchener (the 'Subject Property'). The Subject Property is currently primarily commercial uses, and the proposed redevelopment will displace the existing low-rise commercial buildings to construct four mixed-use residential buildings with ground-floor commercial units and 232 residential units. The Applicant is also proposing a park to be conveyed to the City as well as a four-level parking structure.

Freure Homes is a family-owned business that has built homes in the Waterloo Region since 1954, adding over 13,000 new homes to the Region. Freure Homes' offices have been located on the Subject Property for decades and the organization has been uniquely positioned to observe how the Subject Property is used by its current commercial tenants and the surrounding community. Many of the design choices proposed in this Urban Design Brief are rooted in the deep, on-the-ground knowledge that Freure Homes has of the area and what the proposed development needs to function well. The proposed development represents a commitment to quality and to community, with Freure Homes' historical ties to the property continuing by locating their offices in the commercial space provided in the new development and their continued role as property management for commercial and residential tenants.

1.2 Purpose and Report Structure

The purpose of this brief is to assess the merits of the proposed development against the design standards contained in the City's policies and guidelines. Per the Terms of Reference, it will also respond to site conditions and neighbourhood context through the design of the site and built form. To facilitate the proposed development, a Zoning By-Law Amendment (ZBA) and Official Plan Amendment (OPA) are required. The ZBA is required to address increased Floor Space Ratio (FSR) and building height/number of storeys, while the OPA is required to address increased FSR.

The City of Kitchener requires Urban Design Briefs be provided for Planning Act applications, including ZBA and OPA, to make up a complete application as identified in pre-consultation. As such, this Urban Design Brief will address:

- The site and surrounding conditions with an emphasis on how the development proposal responds to the context (Section 2);
- The vision for the proposed development and description of how the development fits the surrounding neighbourhood (Section 3);
- A written and graphic representation of the proposed development (Section 4);
- A high-level overview and analysis of the relevant urban design policies and guidelines (Section 5);



- An explanation on how the design vision implements the Official Plan and Urban Design Guidelines regulations and policies (Section 6); and
- A summary of the findings of the Brief and overview of planning applications required (Section 7).

1.3 Supporting Documents

This Urban Design Brief has been prepared in consideration of the following drawings and studies:

- Site plan prepared by ABA Architects Inc.
- 3D Massing prepared by ABA Architects Inc.
- Floor plans by ABA Architects Inc.
- Shadow Analysis by ABA Architects Inc.
- Arborist Report by Stantec Consulting Ltd.



2 Site Conditions and Neighbourhood Contextual Analysis

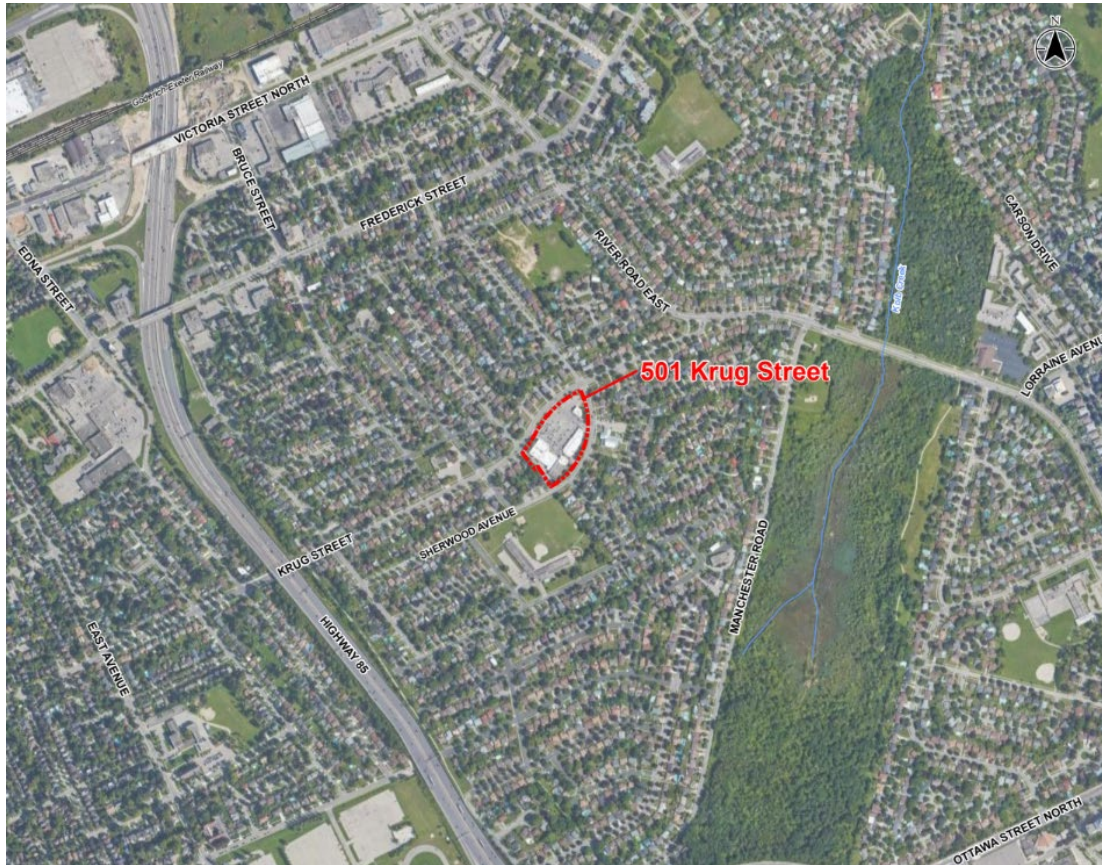


Figure 2-1: Site Location

2.1 Site Location

The Subject Property is in the Rosemount neighbourhood of Kitchener, south of Victoria St N (Highway 7) and approximately 1 km from the Highway 7/Highway 85 interchange. The Subject Property is municipally known as 501 Krug and is 1.54 ha (15,480 square metres) in size, with frontages on Krug Street and Sherwood Ave.

2.2 Existing Conditions

The Subject Property is currently occupied by commercial uses across three buildings, including two one-storey buildings, and one building with a partial second storey. The main entry points onto the Subject Property are along Krug Street (two entrances) and along Sherwood Ave (three entrances).



Urban Design Brief - 501 Krug Street Site Conditions and Neighbourhood Contextual Analysis

The commercial uses on the Subject Property are varied and include the following:

- Convenience store
- tattoo studio
- beauty salons
- pizza parlour
- pet supply store
- pharmacy
- Indian restaurant
- bank
- dental office
- vape shop
- café
- tailor
- barber
- Korean food market
- bingo hall
- tax services, and
- foot health clinic.

There are also some professional offices located on the Subject Property, including the offices of Freure Homes on the second floor of the building at the southwest end of the site. These commercial uses total 2,830 m². A large portion of the site is asphalt surface parking.

To facilitate the proposed development, the existing buildings on the site will be removed. Additionally, the existing parking lot will be demolished to be reconfigured as part of the proposal.



Urban Design Brief - 501 Krug Street Site Conditions and Neighbourhood Contextual Analysis



Figure 2-2: Northern view of 501 Krug



Figure 2-3: Eastern view of 501 Krug



Figure 2-4: Southern view of 501 Krug



Figure 2-5: Western view of 501 Krug

2.3 Existing Topography and Vegetation

The site exhibits a pronounced topographic gradient, with elevations generally sloping toward the intersection of Sherwood Avenue and Krug Street, which forms the low point of the parcel. The existing commercial plaza's parking area has a relatively consistent grade, with changes in grade managed through planted and lawn verges that frame the development and mediate grade changes at its perimeter.

The site is characterized by the presence of mature trees consisting of both deciduous and coniferous species, complemented by hardy, low-maintenance shrub plantings that contribute to the existing landscaping. Ground-plane conditions are dominated by impermeable surfaces due to the extensive surface parking lot.

2.4 Neighbourhood Structure

The Subject Property is surrounded by primarily low-rise residential uses as well as several institutional uses. Within an approximately 500 m radius, these institutional uses include:

- Smithson Public School (0.33 km)
- St James-Rosemount United Church (0.2 km)



Urban Design Brief - 501 Krug Street Site Conditions and Neighbourhood Contextual Analysis

- Reformation Lutheran Church (0.3 km).

There are also several community and recreational amenities nearby, including:

- Peace and Carrots Community Garden (0.14 km)
- Rosemount Millennium Community Garden (0.33 km)
- Rosemount Little Free Library (0.35 km)
- Two playgrounds at Smithson Public School (0.28 km)
- Two soccer fields and one ball diamond at Smithson Public School (0.24 km)

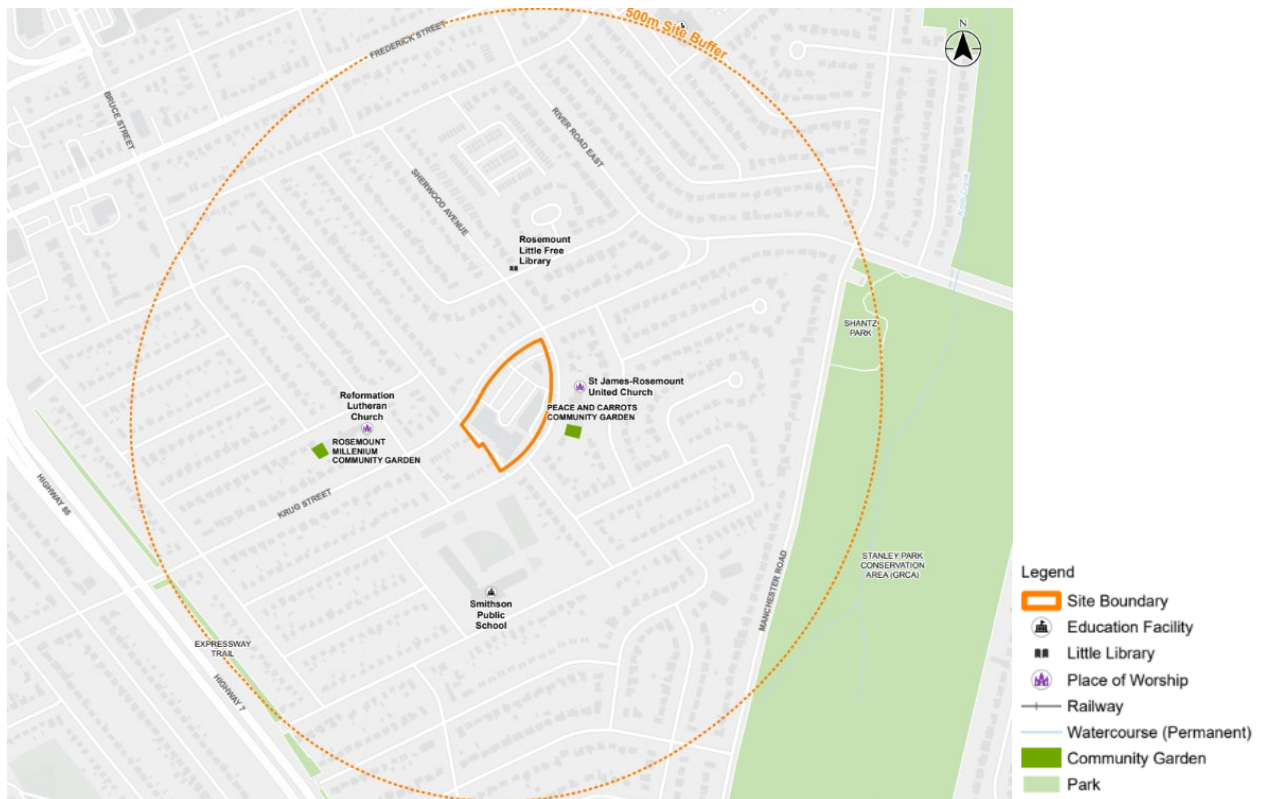


Figure 2-6: Community Amenities (500m)

It is worth noting that within a 2 km radius, there are six (6) additional schools and ten (10) additional places of worship in the area, suggesting a strong sense of community and a family-oriented neighbourhood. While there are parks and playgrounds in a 2 km radius, there is a parks deficit in the area immediately surrounding the Subject Property. The City's recent Spaces report identified the Rosemount neighbourhood as a 'Medium' Critical Needs Area for parkland, with only 2.5 m² of parkland per person (compared to the target of 10 m² per person) and with low potential for future parkland acquisition (City of Kitchener, 2025).

The Rosemount neighbourhood is largely residential, and the majority of the dwellings are single-detached homes. Immediately surrounding the Subject Property on Krug Street and Sherwood Ave, there are also some duplexes, triplexes, and quadplexes. Overall, it is a relatively low-density neighbourhood.



**Urban Design Brief - 501 Krug Street
Site Conditions and Neighbourhood Contextual Analysis**

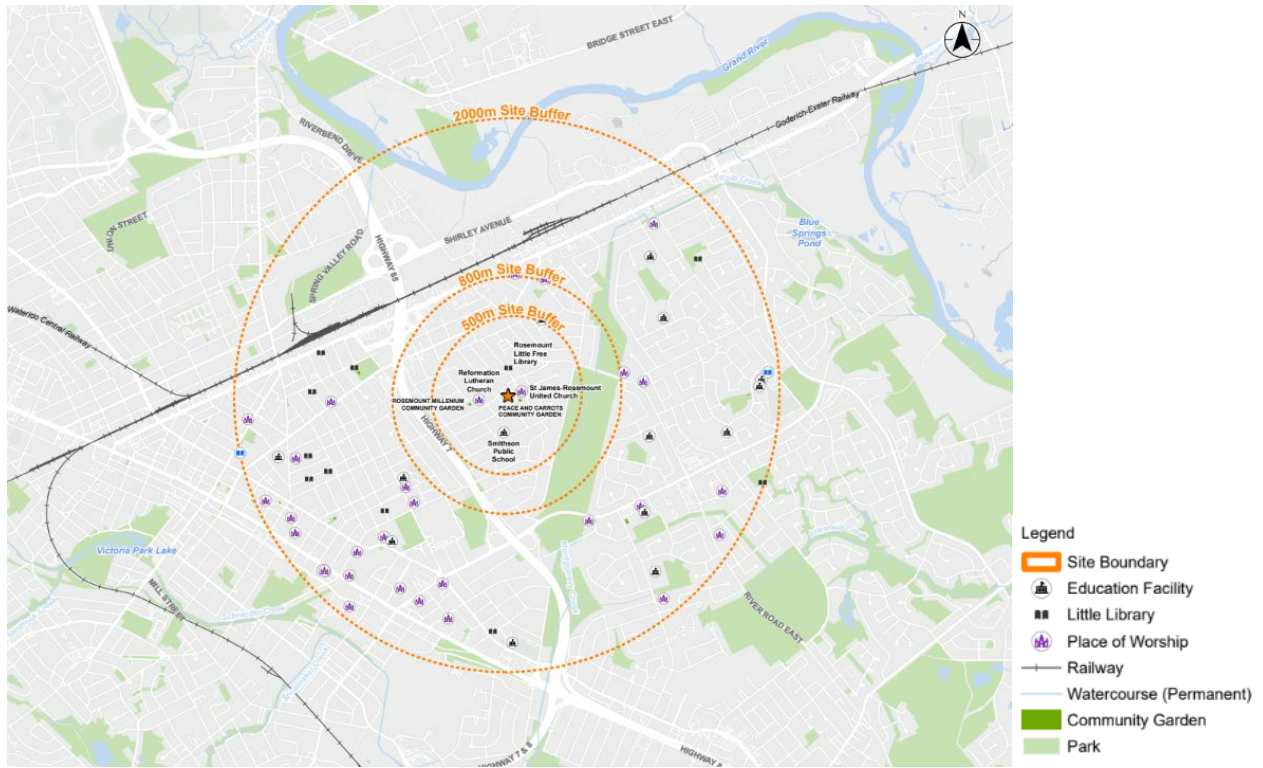


Figure 2-7: Community Amenities (500m, 800m, 2000m radii)



Figure 2-8: View to the north

NORTH: To the north of the Subject Property, there are multi-unit low-density dwellings, mostly of yellow to red brick facades. The area has moderate street tree coverage. Along Krug Street, there are [unmarked] bicycle lanes.



Urban Design Brief - 501 Krug Street
Site Conditions and Neighbourhood Contextual Analysis

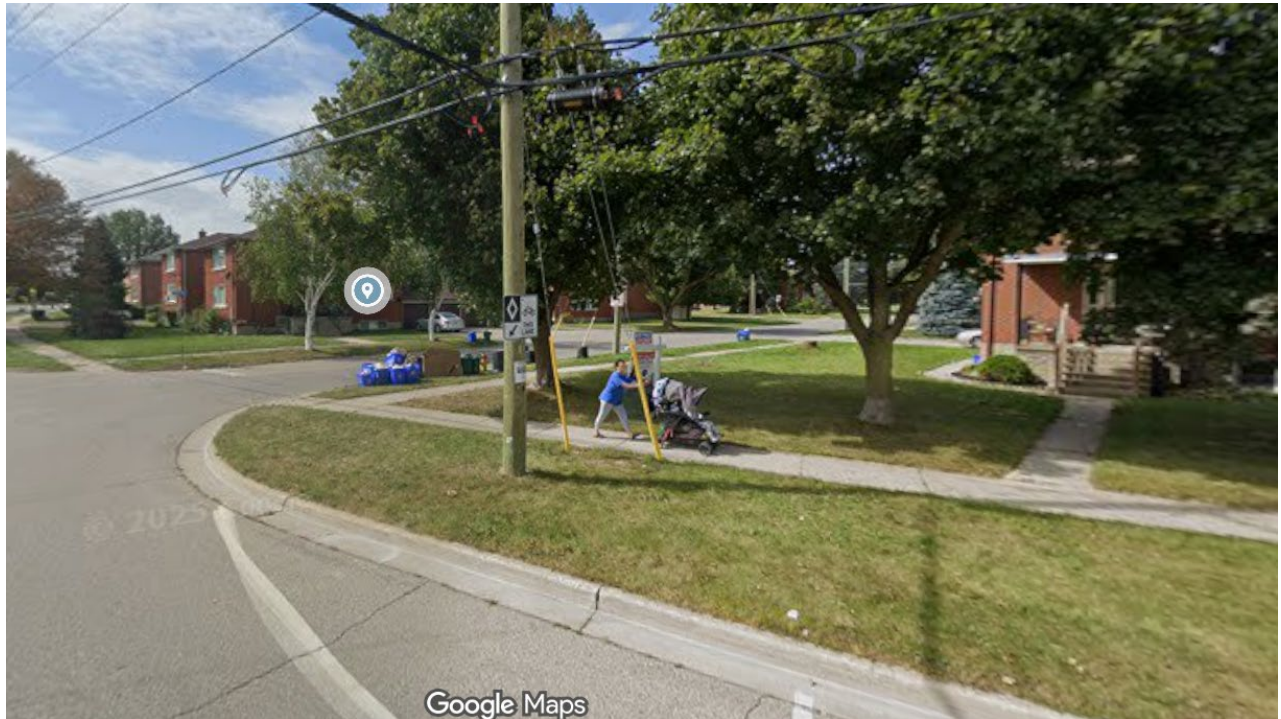


Figure 2-9: View to the east

EAST: To the east of the Subject Property, the view is similar as to the north. There are multi-unit, low-density dwellings with trees lining parts of the street. There is a sidewalk and on-street parking as well as the continuation of the bicycle lanes down Krug Street, not visible in the below photo.



Figure 2-10: View to the south



Urban Design Brief - 501 Krug Street Site Conditions and Neighbourhood Contextual Analysis

SOUTH: To the south of the Subject Property, across Sherwood Ave. there is a school (Smithson Public School) and low-density dwellings, primarily single-detached homes. The school has a large field area, including a soccer pitch and a playground.



Figure 2-11: View to the west

WEST: To the west of the Subject Property, the pattern of single-detached homes continues in the residential area. St James-Rosemount United Church is also located on this side of the Subject Property.

View corridors play a significant role in shaping the interface between the Subject Property and its surrounding low-rise residential context. Maintaining and respecting sightlines from adjacent dwellings is essential to ensuring an appropriate transition in scale and reinforcing neighbourhood character. The northeast corner of the site, located at the intersection of Krug Street and Sherwood Avenue, represents the lowest elevation on the property and naturally affords clear and prominent views into the site. These existing visual relationships should inform the massing, orientation, and open space strategy for future development.

At present, the immediate area lacks defined landmarks or gateway features, underscoring the opportunity for the site design to introduce a stronger sense of place by considering the implementation of landmarks or gateway features.



2.5 Transportation Networks

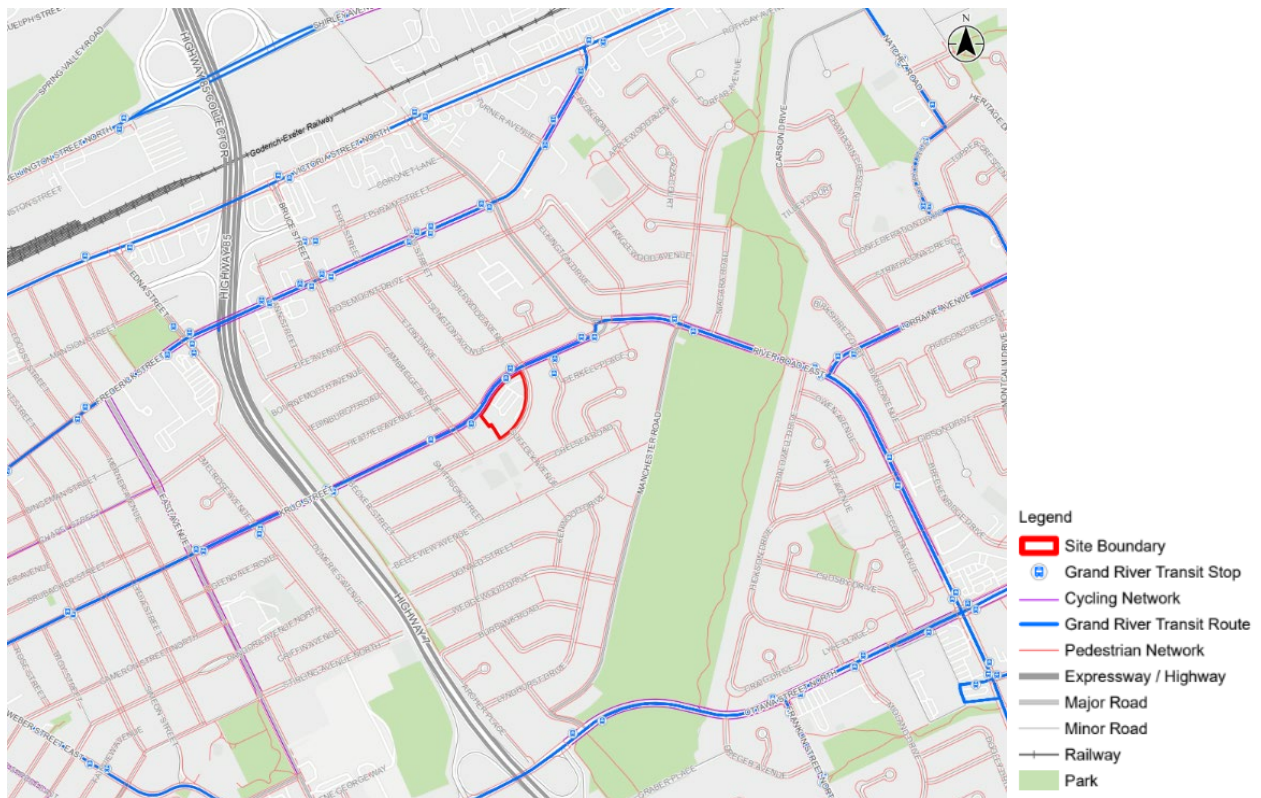


Figure 2-12: Transportation Network

The Rosemount neighbourhood around 501 Krug Street is served by a multi-modal transportation network anchored by several Grand River Transit routes within a short walk.

For pedestrians, the neighbourhood features relatively well-maintained sidewalks on both sides of most streets, with bus stops generally accessible within a three- to five-minute walk, including a GRT bus stop (Route 1) immediately adjacent to the Subject Property on Krug Street.

Immediately surrounding the Subject Property, the cycling network is characterized mostly by on-street, painted bicycle lanes, but separated bicycle paths are not as proximally accessible. The nearest separated bicycle path is through Stanley Park Conservation Area. According to the City's Cycling and Trails Master Plan, there are proposed separated bicycle lanes and neighbourhood bikeways nearby the Subject Property. When this cycling infrastructure is added, it can support cycling travel into the downtown for residents of the property.

Vehicle access is straightforward via neighbourhood streets, connecting quickly to major roads like Victoria Street and Ottawa Street. Krug Street is classified as a Collector Road while Sherwood Avenue is classified as a Local Road.



Urban Design Brief - 501 Krug Street Site Conditions and Neighbourhood Contextual Analysis

There are several transit stops within a 500 m radius of the Subject Property and more located beyond that. Bus stops within a 500 m radius are at the following locations:

- Krug St / Cambridge Ave
- Krug St at 501 Krug St
- Krug St at 623 Krug St
- Frederick St / River Rd E
- Krug St / Sherwood Ave
- River Rd E / Manchester Rd
- Krug St / River Rd E
- Krug St / Becker St
- Kensington Ave / Krug St (Temporary Stop)
- Frederick St / Lois St

The closest LRT station is along Charles St at Borden Station, which is approximately 2.1 km from the Subject Property.

2.6 Surrounding Land Uses

The Subject Property is surrounded by primarily low-rise residential land uses and the built form is generally characterized by single-detached or three- to four-unit dwellings. Rosemount is a mature residential neighbourhood and is reflective of mid-20th century planning and architectural ideals, featuring low-density housing on larger lots, curvilinear local streets, and proximity to schools. The majority of the housing stock dates back to the 1950s to 1970s, with a predominant architectural character that includes post-war bungalows and 1.5 storey homes, split-level and side-split homes, simple massing, low-pitched roofs, brick or brick veneer cladding, and modest front porches or stoops. Some renovations, additions, and new development have occurred in the neighbourhood; however, these usually maintain the neighbourhood's original scale and rhythm, subordinating to the original built form. In cases where larger multi-unit buildings or mixed use development have been constructed, it is generally located along arterial roads.



3 Design Vision and Objectives

The proposed development envisions a vibrant, mixed-use community hub that supports local businesses, fosters social interaction, and provides convenient access to daily amenities. By introducing 232 residential units above ground-floor commercial uses, the project will increase density while strengthening commercial viability through a built-in customer base. The development prioritizes community gathering spaces, including a park, plazas, and patios, to encourage social connection and enhance the public realm. It also seeks to establish a landmark that commemorates the legacy of Freure Homes and Harold Freure, recognizing their long-standing contribution to Waterloo Region's development. Overall, the project enhances the usability of the subject property by maintaining commercial space, adding residential density, and delivering meaningful public open space within a complete, walkable environment.

3.1 Built Form

The proposed development features four mid-rise, mixed-use buildings organized around a central open space and designed at a consistent height of six storeys to create a cohesive urban form. Ground-floor commercial uses animate the street edges and internal circulation routes, contributing to an active pedestrian environment and supporting a vibrant public realm. The built form frames a series of interconnected open spaces, including a generously sized neighbourhood park on the west side and a more urbanized common plaza with patio areas on the east, offering a range of social and recreational opportunities. A structured parking facility is integrated toward the centre of the site, with architectural strategies employed to maintain a pleasant aesthetic. Together, the massing, open space network, and active frontages establish a complete community block that balances density, livability, and a high-quality public realm.

The buildings will be constructed using durable stick-frame methods, allowing for a human-scaled architectural expression that fits seamlessly within the surrounding neighbourhood context. Material choices, façade rhythms, and massing strategies will draw inspiration from nearby residential and mixed-use typologies to ensure the development feels cohesive and familiar rather than imposing; using various materials (brick, horizontal and vertical aluminum siding, composite panel, etc.) in beige, red, and tan tones in building facades to respect the surrounding residential style. Along the commercial frontages, colonnades bays create sheltered walkways that enhance comfort in all seasons while giving the public realm a distinctive and inviting character. To address interfaces with the parking structure, the residential building design incorporates purposeful architectural strategies such as articulated façades (such as material changes, angled windows, and colonnades along the ground floor), screening elements, and curated planting to create attractive outlooks from the residential units facing that direction, ensuring that residents benefit from quality views and a visually engaging environment.



Urban Design Brief - 501 Krug Street Design Vision and Objectives

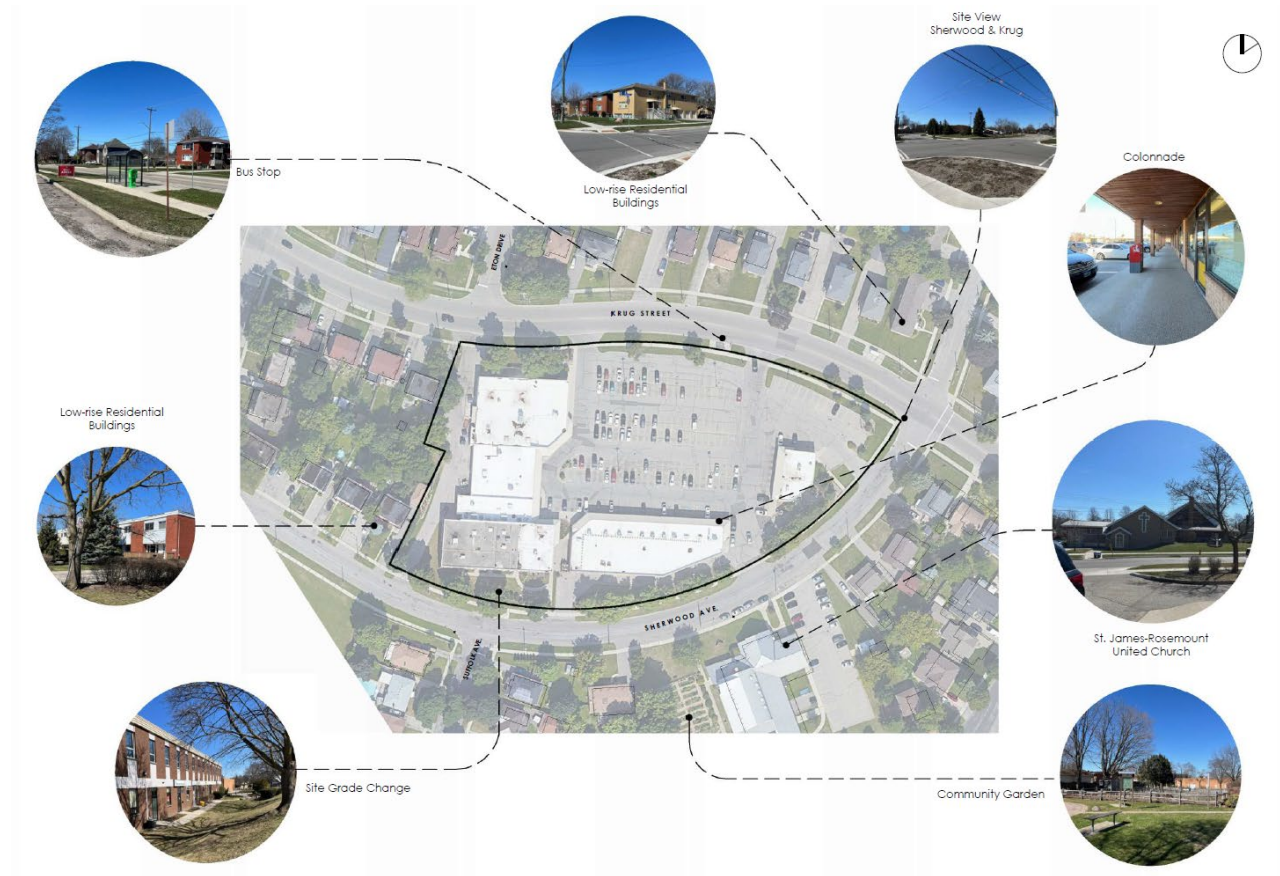


Figure 3-1: Site Analysis



Urban Design Brief - 501 Krug Street Design Vision and Objectives



Figure 3-2: Development Concept



**Urban Design Brief - 501 Krug Street
Design Vision and Objectives**



Figure 3-3: 3D Massing, Looking East





Figure 3-4: 3D Massing, Looking West

3.2 Accessibility, Connectivity, and Sustainability

The proposed development will enhance accessibility, connectivity, and sustainability at the Subject Property. The proposed development includes individual waste disposal rooms in each mixed-use buildings, which will allow waste to be somewhat hidden from the public realm features outside the buildings. Garbage Truck Movement analysis has been provided with this Brief to demonstrate the Subject Property's ability to accommodate waste management. Fire Truck Movement analysis has also been provided, and fire routes for each building are demarcated on the Fire Truck Movement Plan.



Urban Design Brief - 501 Krug Street Design Vision and Objectives

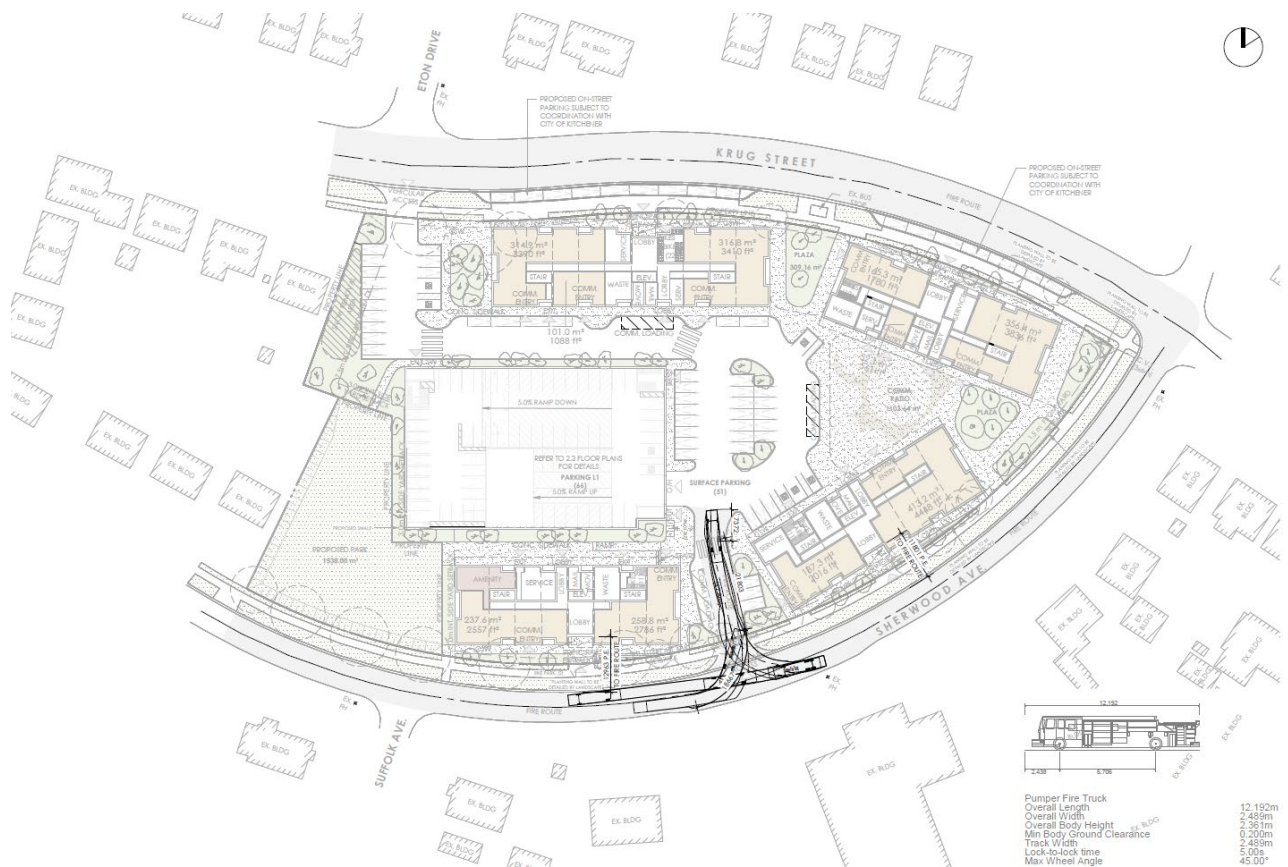


Figure 3-6: Fire Truck Movement

Indoor and outdoor bike storage has also been provided in line with the bike parking standards for the Subject Property. Indoor bike storage is provided at the following rates in the four mixed-use buildings:

- Building A: 24 spaces
- Building B: 12 spaces
- Building C: 11 spaces
- Building D: 11 spaces

Bike parking exists outdoors along the ground-floor commercial units of each building.

The majority of the commercial parking is located internally, with the mixed-use buildings providing natural screening between the surface parking and the surrounding residential neighbourhood. The site design includes two vehicular accesses to the Subject Property and thirteen (13) pedestrian or bike accesses, not including access through the park.

Snow storage has been provided in the northwest corner of the Subject Property, on amenity space that separates the surrounding low-rise residential uses from the parking lot. Snow removal can also be arranged for the site, as necessary; the snow removal plan will be made with the City.



3.3 Local Compatibility

The existing commercial uses on the property amount to a total of 2,830 m² of commercial space that serves the neighbourhood around 501 Krug Street and beyond. The proposed development provides 2,403.4 m² of commercial space and adds twenty-five (25) one-bedroom, one hundred and sixty-three (163) two-bedroom, and forty-four (44) three-bedroom units across four six-storey buildings.

At a height of 20.9 metres, the buildings exceed the prevailing built form in the immediate vicinity. However, the massing strategy incorporates several human-scaled design elements—including articulated façades, step-backs, and active ground-floor interfaces—to ensure an appropriate transition to existing lower-density residential areas. A shadow study confirms that additional shading on adjacent properties will be minimal, even with the increased height, thereby maintaining adequate access to sunlight for surrounding homes.

The Applicant has operated on the site for more than three decades and has experienced challenges in sustaining high-quality commercial tenancies. These challenges may be attributable to the relatively low residential density in the surrounding area, which limits the available customer base. The proposed development responds directly to this constraint by introducing a critical mass of new residents to support both existing and future commercial and recreational amenities. By concentrating additional households on the site, the development will strengthen the vitality of neighbourhood commercial uses, enhance local vibrancy, and contribute to a more complete community.

Reflecting local demographic trends and the character of nearby residential neighbourhoods, the proposed unit mix is oriented towards couples and families. The predominance of two- and three-bedroom units positions the project to attract residents who are likely to invest socially and economically in the community. This housing variety not only expands options for households seeking to remain in the neighbourhood as their needs evolve but also supports broader municipal objectives related to housing diversity through housing typology and unit mix, neighbourhood stability, and sustainable growth by prioritizing infill development and existing services through the site's redevelopment.

The proposed development incorporates publicly accessible amenity spaces, including plazas and outdoor patios designed to animate the commercial frontages and enhance the pedestrian experience. In addition, the project delivers a new municipal park through conveyance of parkland, providing much-needed green space within the neighbourhood. The surrounding 500-metre radius has notable shortfall in high-quality community gathering areas. The proposed amenities for the Subject Property are therefore intentionally structured to function as a local community hub, addressing existing deficits, supporting social interaction, and contributing to a complete and livable neighbourhood.



4 Proposed Development

The proposed project is a mid-rise, mixed-use development comprising four six-storey buildings, delivering a total of 232 residential dwelling units and approximately 2,403.4 m² of ground-floor commercial Gross Floor Area (GFA). The six-storey building height enables the use of conventional wood-frame (stick-frame) construction, supporting cost-efficient delivery while maintaining design flexibility.

A structured parking facility is integrated into the development to accommodate all resident parking needs. By internalizing the parking supply, the site is able to support a cohesive at-grade public realm that includes a central plaza and a series of patio spaces adjacent to the commercial units. These areas will function as key components of the site's social infrastructure, enhancing pedestrian amenity and creating opportunities for community gathering and activation.

A 0.154 ha neighbourhood park is proposed at the southwest corner of the Subject Property. This park will serve multiple roles: providing dedicated open space for residents of the new mid-rise buildings, addressing existing parkland deficiencies in the surrounding area, and establishing an appropriate transition and buffer between the higher-density mixed-use development and adjacent low-density residential uses. Beyond the dedicated park space, the development delivers substantial on-site landscaping. While the minimum landscaped area requirement is 15 percent, the proposal provides 34 percent, significantly exceeding municipal standards.

Site access is organized to support efficient circulation and multimodal connectivity. Two vehicular access points are proposed: one from Krug Street and one from Sherwood Avenue. Multiple pedestrian access points are provided along both streets, including accessible at-grade entries into the site and the ground-floor commercial units. At the northwest corner of the property, three additional pedestrian connections provide direct access into the central plaza. Short-term on-street parking along Krug Street is planned to enhance convenience and support quick-turnover visits to the commercial frontages.

Functional considerations, including the provision of private and shared amenity spaces, clear pedestrian connections, fire access, waste collection, and on-street parking, will be fully integrated into the site design to support safe and efficient operations. Architectural design guidelines will establish parameters for building setbacks, maximum building envelopes, driveway treatments, and preferred building materials. The architectural style will be informed by the neighbourhood character analysis to maintain consistency and appropriate transitions from the surrounding neighbourhood and the proposed mixed-use buildings. Preliminary building elevations and/or precedent imagery will be included to illustrate how the proposed development responds to and reinforces the existing context.

A full Design Brief drawings package is included with the OPA/ZBA application. The subsequent pages provides design concept renderings relevant to the Urban Design Brief, including:



**Urban Design Brief - 501 Krug Street
Proposed Development**

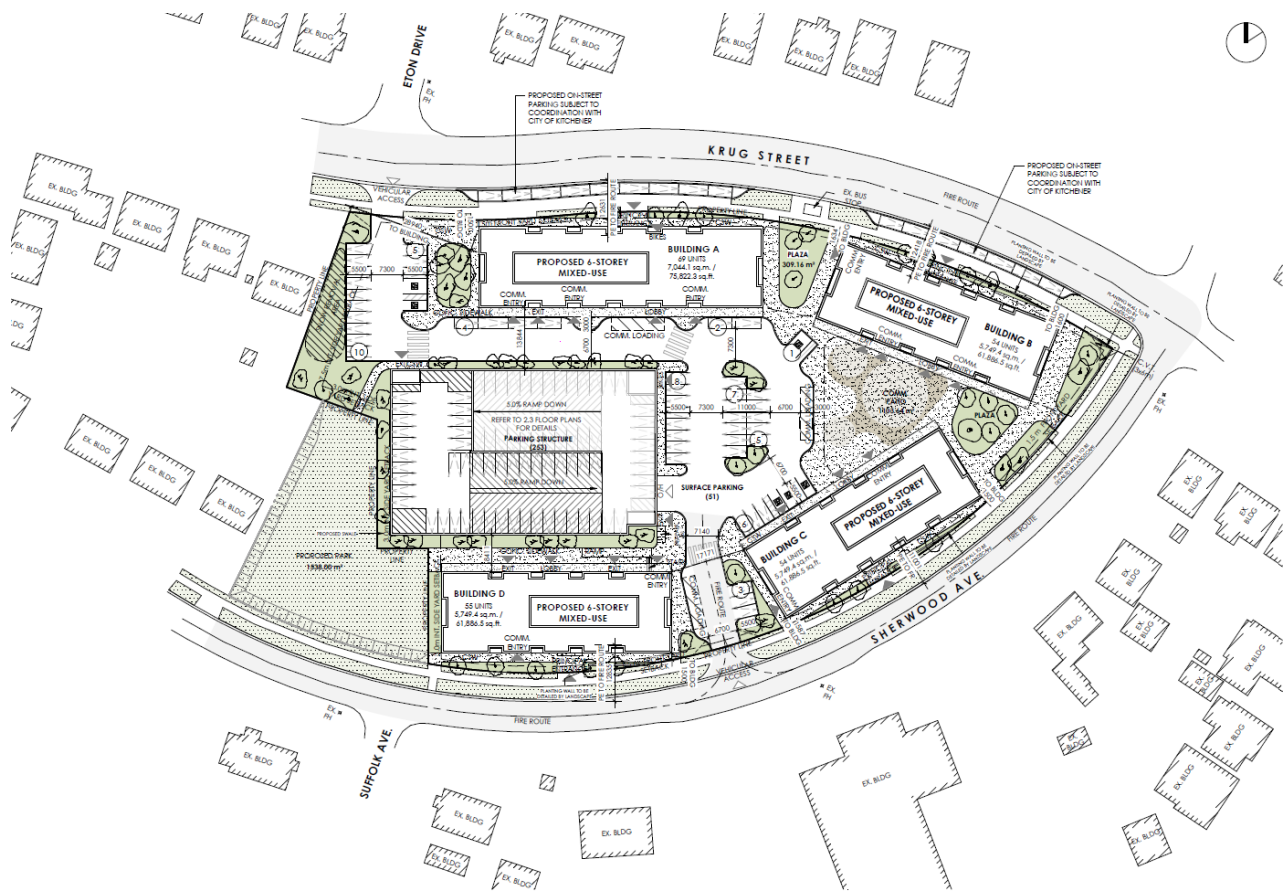


Figure 4-1: Proposed Aerial Site Plan



Urban Design Brief - 501 Krug Street Proposed Development

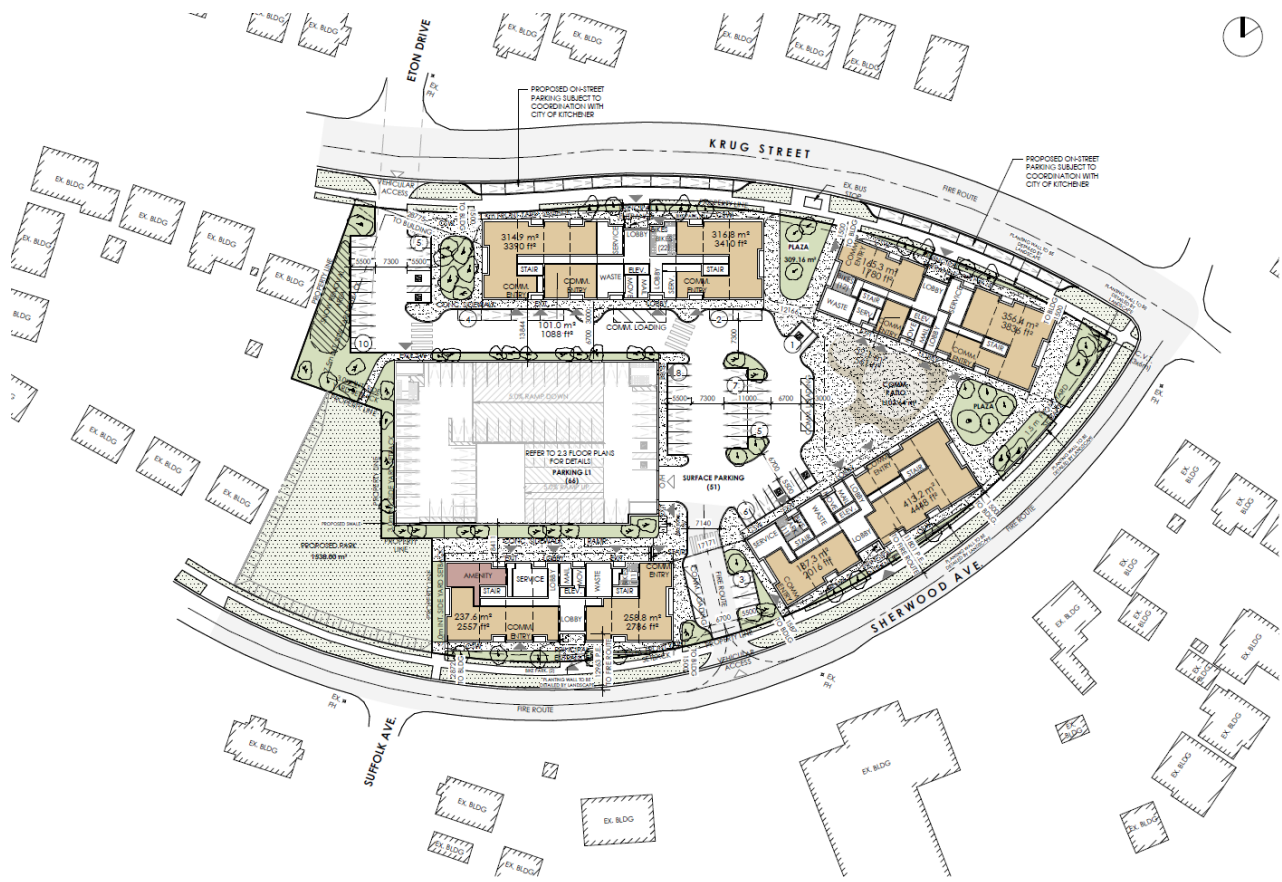


Figure 4-2: Proposed Site Plan



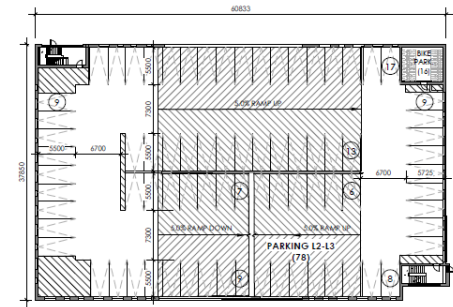
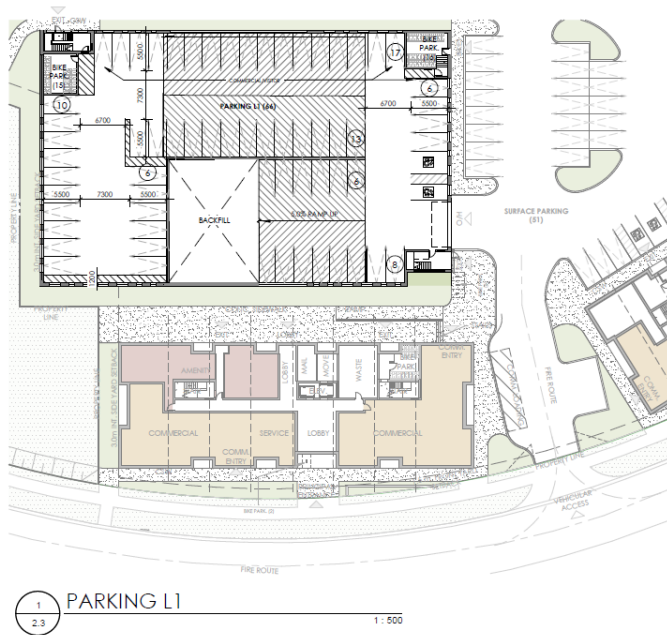
Urban Design Brief - 501 Krug Street Proposed Development



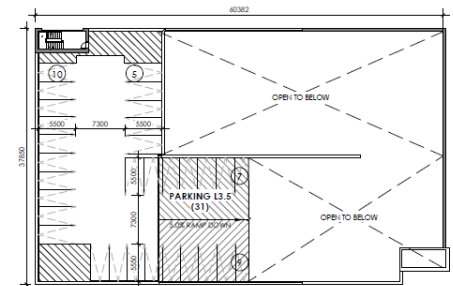
Figure 4-4: Buildings B/C/D Floor Plans



Urban Design Brief - 501 Krug Street
Proposed Development



2 PARKING L2-L3
2.3 1: 500



3 PARKING L3.5
2.3 1: 500

Figure 4-5: Parking Structure Floor Plans



Urban Design Brief - 501 Krug Street
Proposed Development

REFERENCE IMAGERY



SURROUNDING CONTEXT IMAGERY



Figure 4-6: Elevation Concept



Urban Design Brief - 501 Krug Street Proposed Development



Figure 4-7: Elevation (Building A)



Urban Design Brief - 501 Krug Street Proposed Development

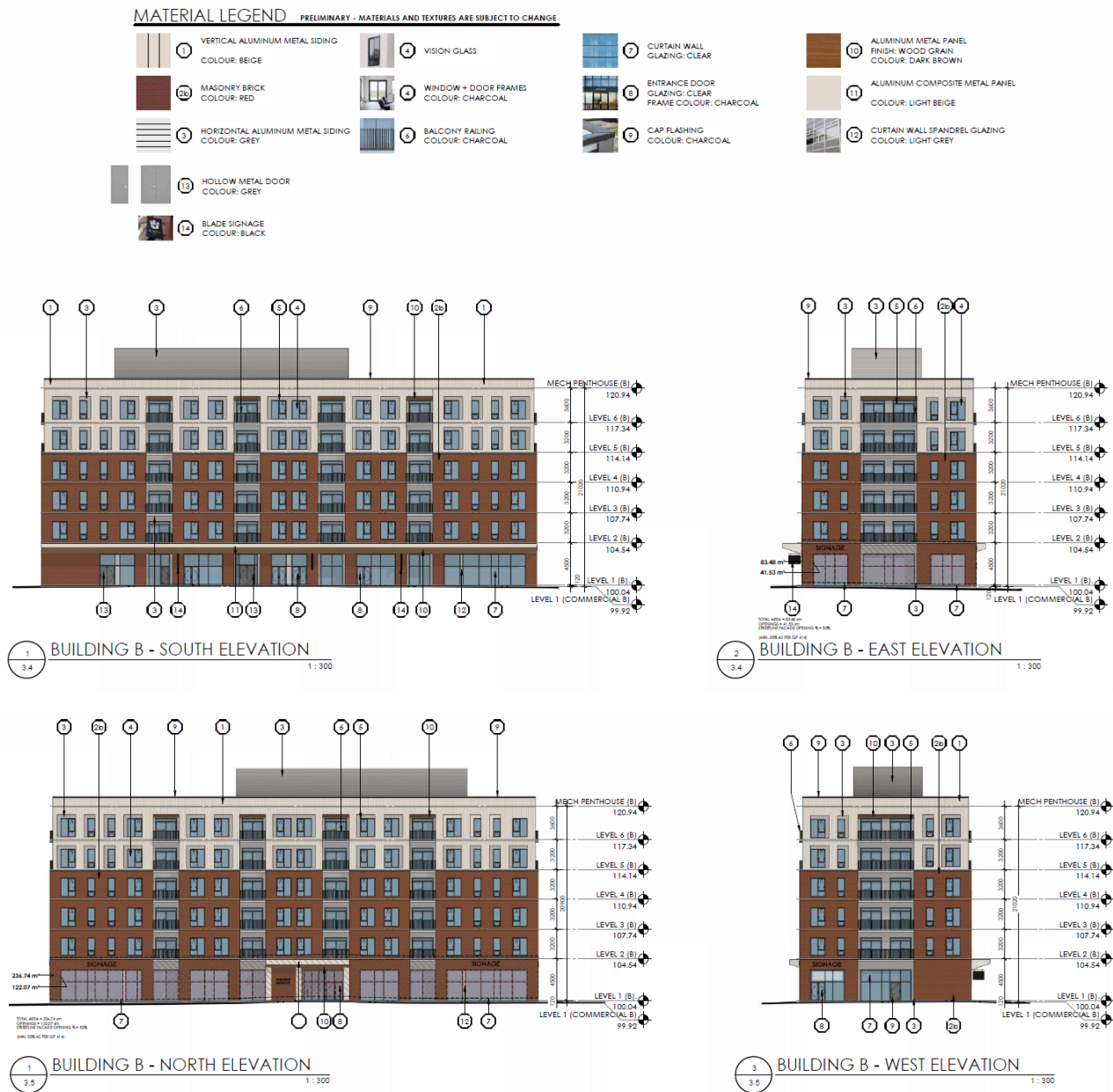


Figure 4-8: Elevation (Building B)



Urban Design Brief - 501 Krug Street Proposed Development

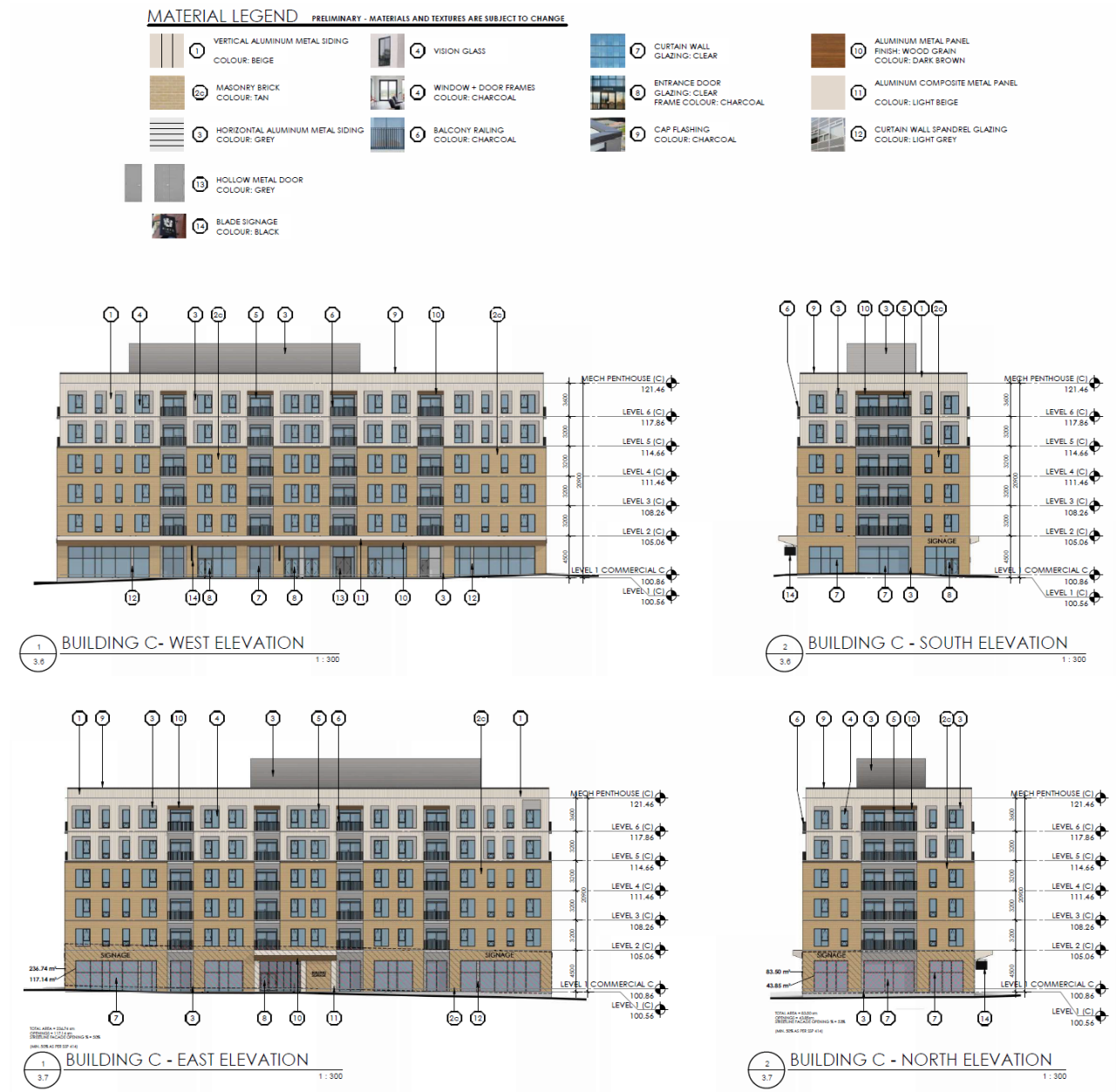
















Figure 4-9: Elevation (Building C)



Urban Design Brief - 501 Krug Street Proposed Development

MATERIAL LEGEND

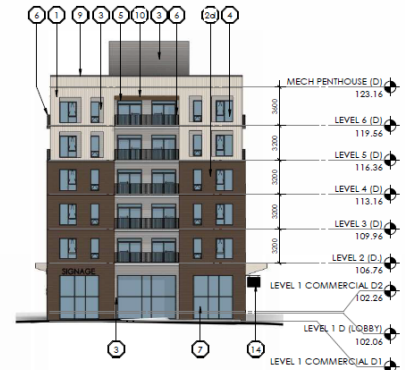
PRELIMINARY - MATERIALS AND TEXTURES ARE SUBJECT TO CHANGE

- | | | | |
|--|--|---|---|
|  1 VERTICAL ALUMINUM METAL SIDING
COLOUR: BEIGE |  4 VISION GLASS |  7 CURTAIN WALL
GLAZING: CLEAR |  10 ALUMINUM METAL PANEL
FINISH: WOOD GRAIN
COLOUR: DARK BROWN |
|  2 MASONRY BRICK
COLOUR: BROWN |  5 WINDOW + DOOR FRAMES
COLOUR: CHARCOAL |  8 ENTRANCE DOOR
GLAZING: CLEAR
FRAME COLOUR: CHARCOAL |  11 ALUMINUM COMPOSITE METAL PANEL
COLOUR: LIGHT BEIGE |
|  3 HORIZONTAL ALUMINUM METAL SIDING
COLOUR: GREY |  6 BALCONY RAILING
COLOUR: CHARCOAL |  9 CAP FLASHING
COLOUR: CHARCOAL |  12 CURTAIN WALL SPANDEL GLAZING
COLOUR: LIGHT GREY |
|  13 HOLLOW METAL DOOR
COLOUR: GREY | | | |
|  14 BLADE SIGNAGE
COLOUR: BLACK | | | |



1 BUILDING D - NORTH ELEVATION

1:300



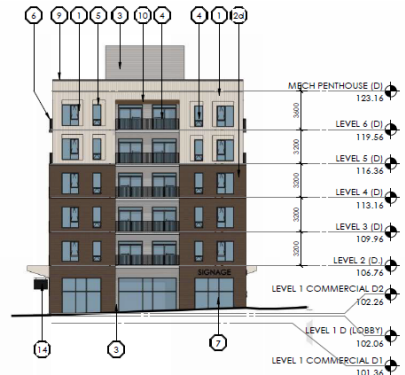
2 BUILDING D - EAST ELEVATION

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1 BUILDING D - SOUTH ELEVATION

1:300



2 BUILDING D - WEST ELEVATION

1:300

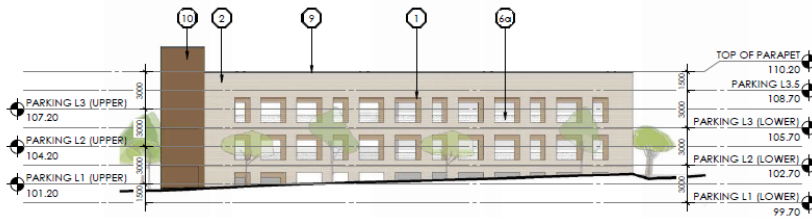
Figure 4-10: Elevation (Building D)



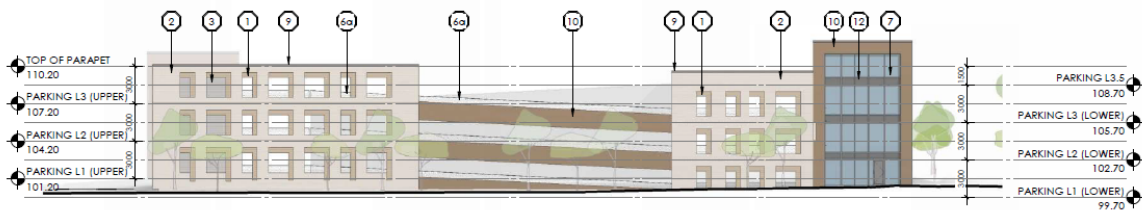
Urban Design Brief - 501 Krug Street Proposed Development

MATERIAL LEGEND PRELIMINARY - MATERIALS AND TEXTURES ARE SUBJECT TO CHANGE

	① HORIZONTAL ALUMINUM METAL SIDING COLOUR: TAN		⑫ CURTAIN WALL SPANDEL GLAZING COLOUR: DARK GREY		⑦ CURTAIN WALL GLAZING: CLEAR		⑩ ALUMINUM METAL PANEL FINISH: WOOD GRAIN COLOUR: DARK BROWN
	② MASONRY BRICK COLOUR: CREAM		⑬ HOLLOW METAL DOOR COLOUR: GREY		⑨ CAP FLASHING COLOUR: CHARCOAL		
	③ HORIZONTAL ALUMINUM METAL SIDING COLOUR: GREY		⑥a PERFORATE METAL PANEL GUARD COLOUR: LIGHT GREY				



1 WEST ELEVATION
3.11 1 : 300



2 NORTH ELEVATION
3.11 1 : 300



Urban Design Brief - 501 Krug Street
Proposed Development

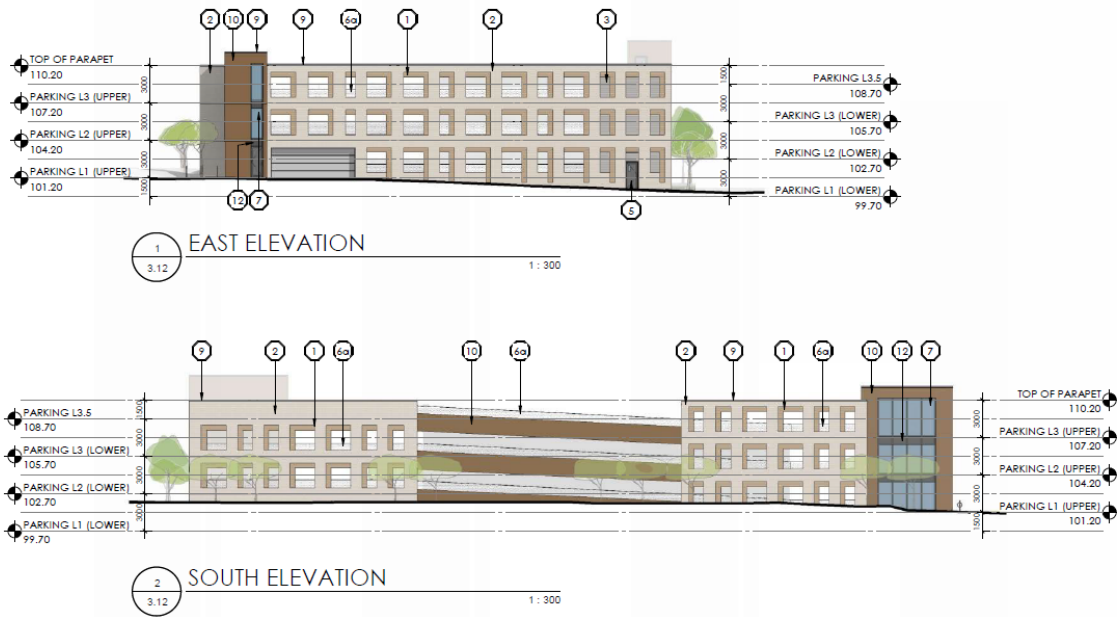


Figure 4-11: Elevation (Parking Structure)



Urban Design Brief - 501 Krug Street
Proposed Development

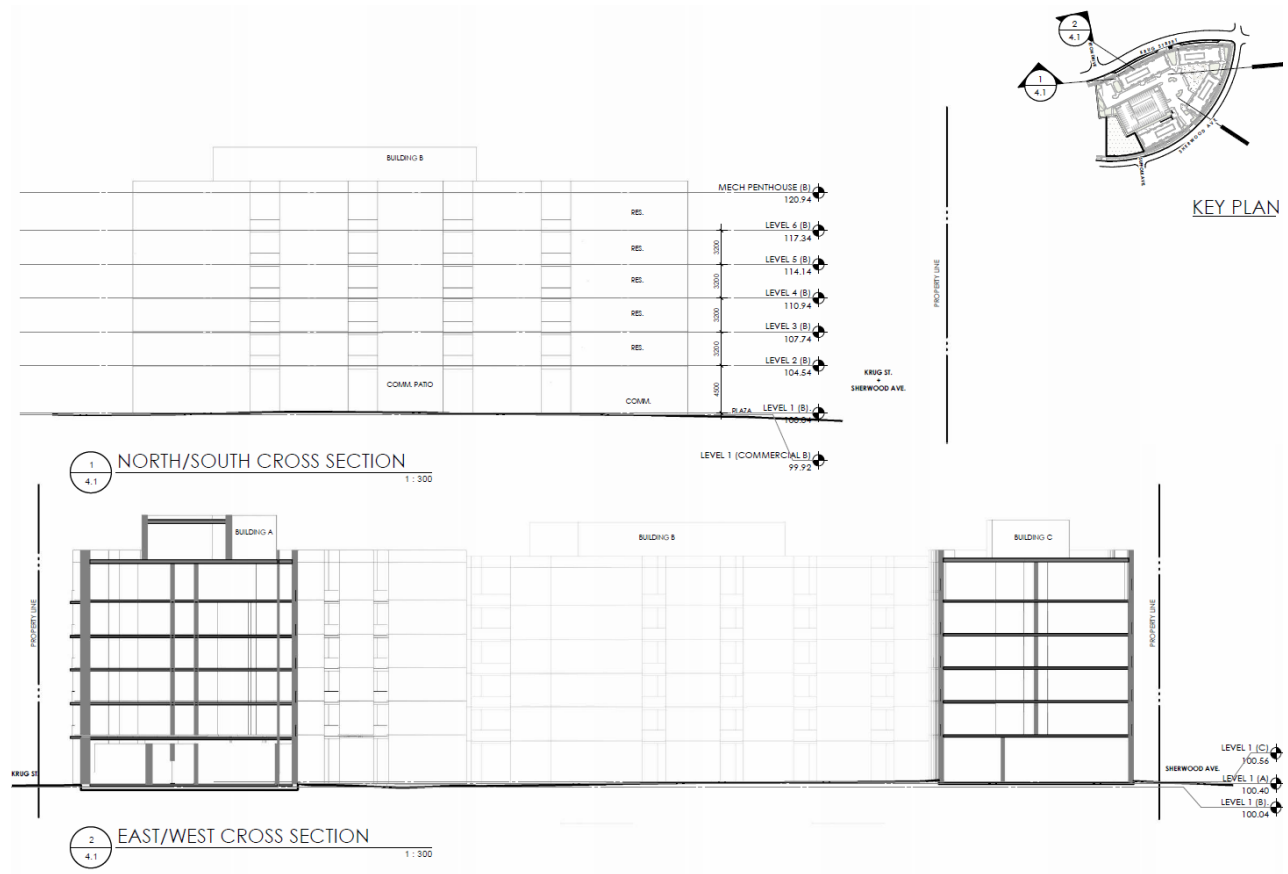


Figure 4-12: Site Cross Sections



Urban Design Brief - 501 Krug Street Proposed Development

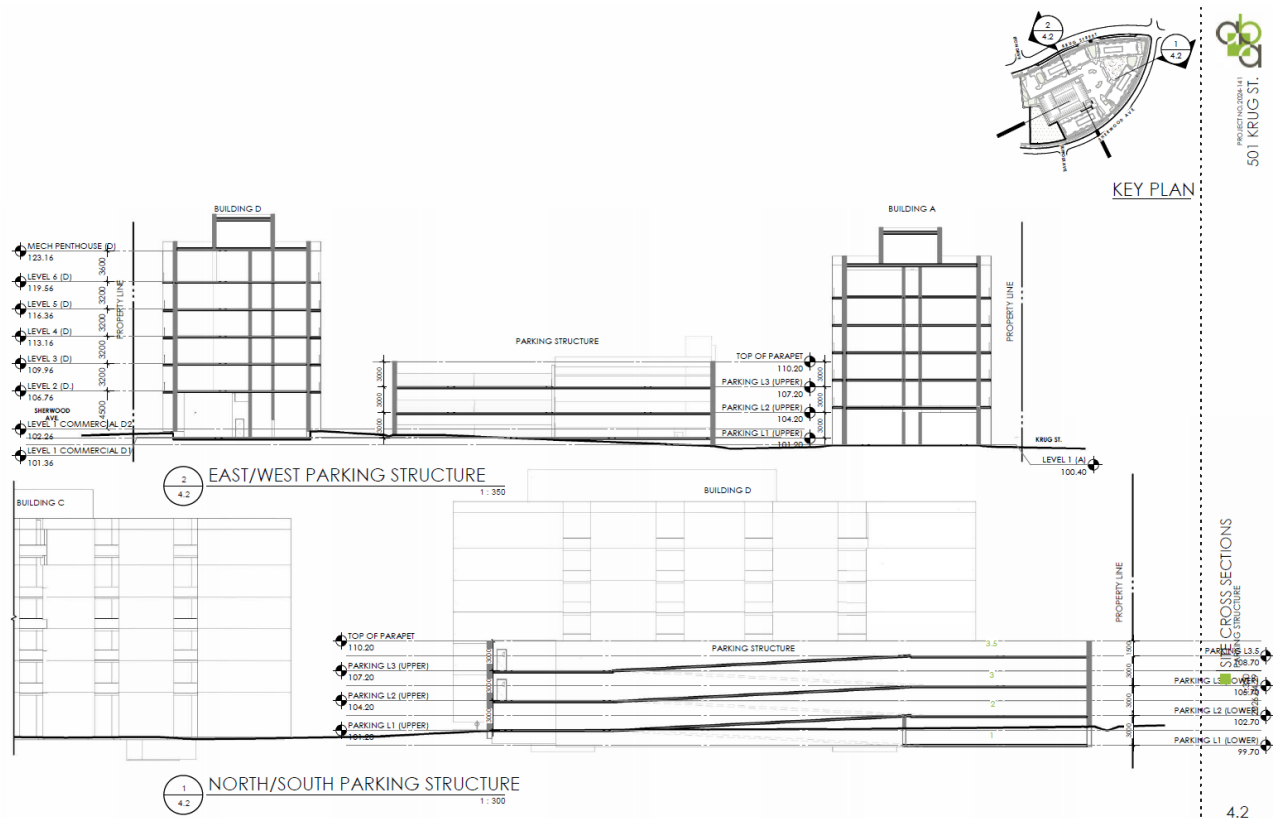


Figure 4-13: Site Cross Sections (Parking Garage)

4.1 Tree Management Plan

A Tree Management Plan (and Arborist's Report) was completed as a part of the application requirements. The findings of the Tree Management Plan are summarized below:

- The observed species present on the Subject Property include eastern white cedar, emerald cedar, weeping mulberry, white spruce, Colorado spruce, Austrian pine, crabapple, Norway maple, and freeman maple for a total of 40 trees and 23 stems.
 - No Species at Risk were observed within or adjacent to the Subject Property.
- Two trees are recommended for retention in the Detailed Tree Inventory (DTI). To preserve these trees, Tree Protection Fencing will be installed.
- A total of 38 trees within the DTI and 23 stems within the General Tree Inventory (GTI) are recommended for removal as they are within the limits of construction.
 - The City of Kitchener requires a total of 36 private removal permits for trees located within the Subject Property as per *Public Tree Removal and Compensation Program (April 2025)*. Two (2) public trees will be removed as part of the Kitchener Capital Works program and permits will therefore not be required.
- When trees are within the limits of construction, they can be subject to a number of potential construction impacts, including soil compaction and root damage; mechanical damage; and root



damage. The Arborist Report recommends a number of mitigation measures to aid in the mitigation of impact during construction for the preserved trees.

4.2 Shadow Analysis

Figure 4-14 illustrates the proposed buildings' shade pattern shifts throughout the year, with longer, more directional shadows in March and September and shorter, more contained shadows in June. Morning shadows extend toward the west and northwest, while afternoon shadows fall toward the east and southeast. Across all study dates, shadow impacts on adjacent residential properties remain limited, with the most impacts on the dwellings on the north side of Krug Street during the spring and fall periods when the sun is lower in the sky.



Figure 4-14: Shadow Analysis



5 Analysis of Urban Design Policies and Guidelines

5.1 City of Kitchener Official Plan

5.1.1 City of Kitchener Official Plan Overview

The City of Kitchener Official Plan guides growth and development of the City to the year 2031. It does so by establishing an urban structure and land use framework and providing guidelines by which the City can evaluate the appropriateness of development relative to this Plan. The following are sections of the Official Plan relevant to the design of the Subject Site.

5.1.2 Part C, Section 3, Subsection 3 – Urban Structure

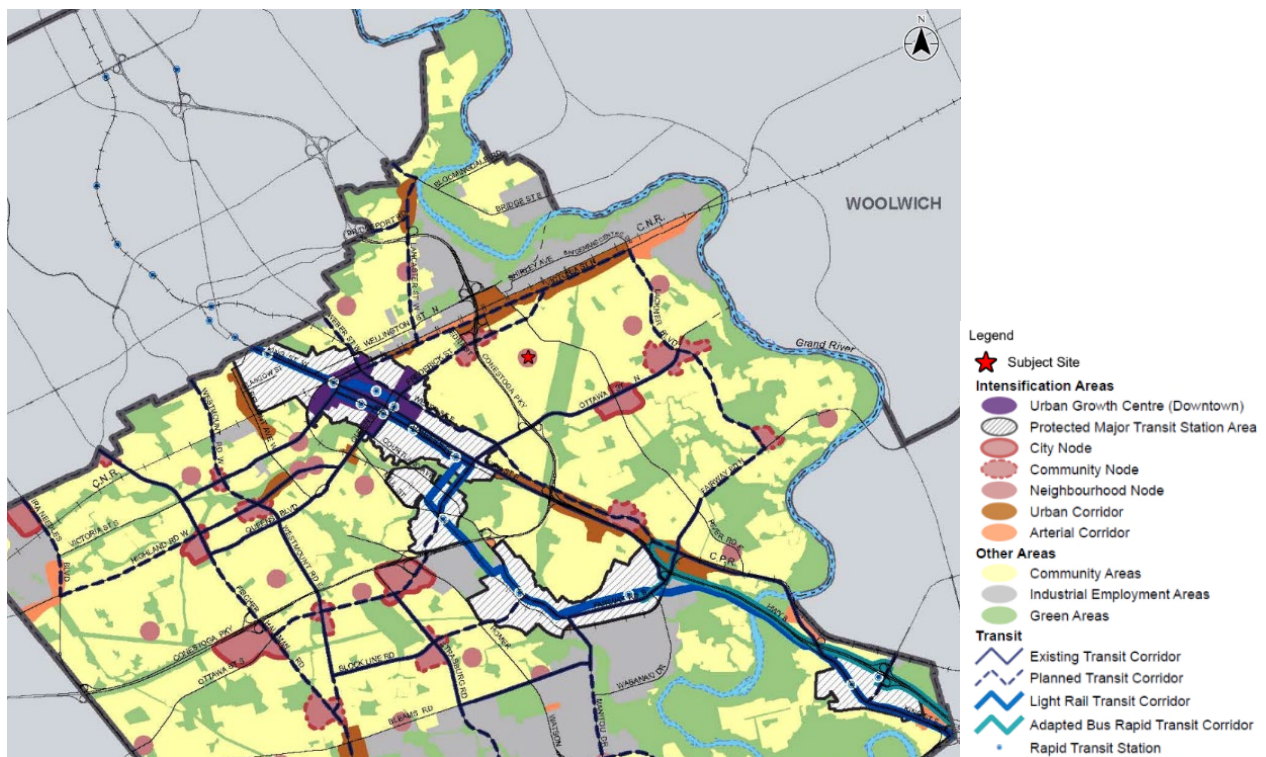


Figure 5-1: City of Kitchener Official Plan, Urban Structure

The Subject Site is designated 'Neighbourhood Node' on the Official Plan Urban Structure Map, per section 3.C.2.34 of the Official Plan. Neighbourhood Nodes are intended to serve day-to-day commercial needs of residents in the surrounding area and are encouraged to be cycling- and pedestrian-friendly. Land uses in Neighbourhood Nodes may include Mixed Use and/or Commercial. The proposed development will serve the day-to-day commercial needs of residents by providing various stores and services on the ground floor of the mixed-use buildings.



5.1.3 Part C, Section 4 – Housing

Section 4 of the Official Plan contains Housing policies. Regarding housing types and styles, Section 4.1.1 supports the provision of an appropriate range, variety, and mix to satisfy varying housing needs through all stages of life. Housing opportunities should be located and integrated with local stores and services that are accessible by public transit and active transportation (Section 4.1.4). The proposed development will represent a significant increase in housing in the area and will add typologies that are underrepresented in the surrounding area: one-, two-, and three-bedrooms apartment units. The housing is integrated with local stores and services on the ground floor of the proposed buildings.

Residential intensification or redevelopment must be designed to respect the existing character and to be sensitive to compatibility with the surrounding context (Section 4.C.1.9). Section 4.1.3 directs new residential areas and the redevelopment of lands for residential uses to reflect a high standard of urban design.

5.1.4 Part C, Section 8, Subsection 1 – Parks, Open Space and Community Infrastructure

Per Section 8.C.1.29, the City will require that mixed use development convey land to the City for parkland, open space, or multi-use pathway in the amounts of 5 percent of land for residential purposes and 2 per cent of land for commercial purposes. These lands must meet the minimum standards in terms of drainage, grading and site condition (Section 8.C.1.38). The City of Kitchener has indicated that, for the proposed development, it will pursue parkland conveyance in the amount of 0.154 ha, which is being met in the proposed site plan. Minimum drainage, grading, and site condition standards will be met.

5.1.5 Part C, Section 11 – Urban Design

Section 11 of the Official Plan provides Urban Design Policies for communities, neighbourhoods, sites and buildings to give guidance and direction to the city and residents as growth occurs. The policies contained in the Official Plan are general, while additional details of implementation are contained in the Urban Design Manual, as described in Section 5.3 of this brief. The policies in Section 11 relate to:

- The overall objectives and general urban design policies that apply to the City.
- The need to consider the character of the street through the streetscape; the city's skyline; safety through the application of Crime Prevention through Environmental Design (CPTED) principles; universal design with the objective of planning sites to be barrier-free and universally accessible; the incorporation of Public Art; higher levels of urban design at priority or prominent locations; and the provision of natural or constructed shade.
- The need to design new communities, development, or redevelopment to adhere to a high standard of community, neighbourhood, and site design, as well as building design, massing and scale design, design in accordance with the City's Urban Design Manual.



5.1.6 Part D, Section 15, Subsection 4 – Mixed Use Land Use Policies

The Subject Site is designated Mixed Use under the Official Plan. Lands designated Mixed Use are intended to have a mix of commercial, residential, and institutional uses (Section 15.4.1) and should be transit-supportive, walkable and integrated with other areas of the city (Section 15.4.5). The uses, built form, and building design in areas designated Mixed Use should be compatible with surrounding low-rise neighbourhoods and contribute positively to the public realm by being pedestrian-oriented and human-scaled (Section 15.4.5). Development and redevelopment should implement a high standard of urban design (15.4.7).

The proposed development will have a mix of commercial and residential uses and will offer outdoor recreation space in the form of a 0.154 ha park. The proposed development will complement the surrounding low-rise neighbourhoods and offer services and stores that are currently lacking in the area. A bus stop currently exists along Krug St and will remain upon redevelopment of the Subject Site. There is a strong focus on creating a pedestrian friendly public realm through the redevelopment of the Subject Site by adding multiple pedestrian pathways onto the Subject Site, outdoor seating areas, and a park.

Regarding urban design in areas designated Mixed Use, section 15.D.4.12 provides that the City may:

- a) Require a portion of the building mass as well as primary facades and building entrances be oriented towards the public realm by imposing maximum front yard setbacks and façade design policies, guidelines and zoning regulations;
- b) Encourage the location of active uses such as retail, service shops and restaurants that the street level by imposing locational criteria and zoning regulations for specific uses;
 - a. The proposed development will locate active uses on the ground floor and at street level.
- c) Limit vehicular parking between the building façade and the street by imposing parking setbacks and parking design policies, guidelines and zoning regulations; and,
 - a. There will be limited vehicular parking between the building façade and the street; on Krug St, on-street parking may be implemented to support patronage to the ground-floor businesses, but the majority of the development's parking will be located interior to the site in a parkade.
- d) Require that buildings maintain a human-scaled form of development along the street by imposing façade and building height regulations in the Zoning By-law and the City's Urban Design Manual and Urban Design Briefs.
 - a. The façade and building height regulations in the Zoning By-law and Urban Design Manual will be imposed and will support a human-scaled form of development.

On properties designated Mixed Use, the combined total non-residential gross floor area per property will be restricted to 7,500 square metres and will not exceed 5,000 square metres of combined gross floor area devoted to retail uses or 5,000 square metres of combined gross floor area devoted to office uses (Section



Urban Design Brief - 501 Krug Street Analysis of Urban Design Policies and Guidelines

15.D.4.14). The proposed development will include 2,403.4 square metres of commercial gross floor area in total.

New mixed-use buildings within lands designated Mixed Use, Neighbourhood Node, will have a minimum Floor Space Ratio (FSR) of 0.6 and a maximum of 1.0. Section 15.D.4.19 permits an FSR of 1.0 to 4.0 where higher density redevelopment is desirable, considering the following criteria:

- a) The property abuts or has direct access to an arterial road or collector road;

Krug Street is classified as a collector road, and the Subject Property has direct access to this street.

- b) The property is adequately buffered from lands designated Low Rise Residential; and

Along Krug St and along Sherwood Ave, lands designated Low Rise Residential will be separated from the proposed development by the streets. There are additional lands designated Low Rise Residential adjacent to the Subject Property (to the southwest); these will be buffered from the property by the location of the park at the southwest corner of the site and a landscaped strip between the parking lot and the residential lots. Although these are less buffered than the lands across the street, these lots will benefit from the new park on the Subject Site, as there is a deficit of parkland in the area.

- c) There is adequate existing or planned infrastructure.

Through pre-consultation, it was determined that there is adequate existing or planned infrastructure.

Regarding height, on lands designated Mixed Use within a Neighbourhood Node, no building will exceed 4 storeys or 14 metres in height (Section 15.D.4.20). Notwithstanding this policy, the City may consider increased height of up to 50 per cent where development or redevelopment provides a mixed-use building containing residential units. Such a building must demonstrate a pedestrian scale base, appropriate massing along the streetscape, and compatibility with adjacent lands, and that all other applicable policies of the Official Plan area are satisfied (Section 15.D.4.21). The proposed development includes buildings that are 6 storeys high and 20.9 metres in height, representing a 50 per cent increase, permitted under the aforementioned Official Plan policy in Section 15.D.4.21.



5.2 City of Kitchener Zoning By-Law

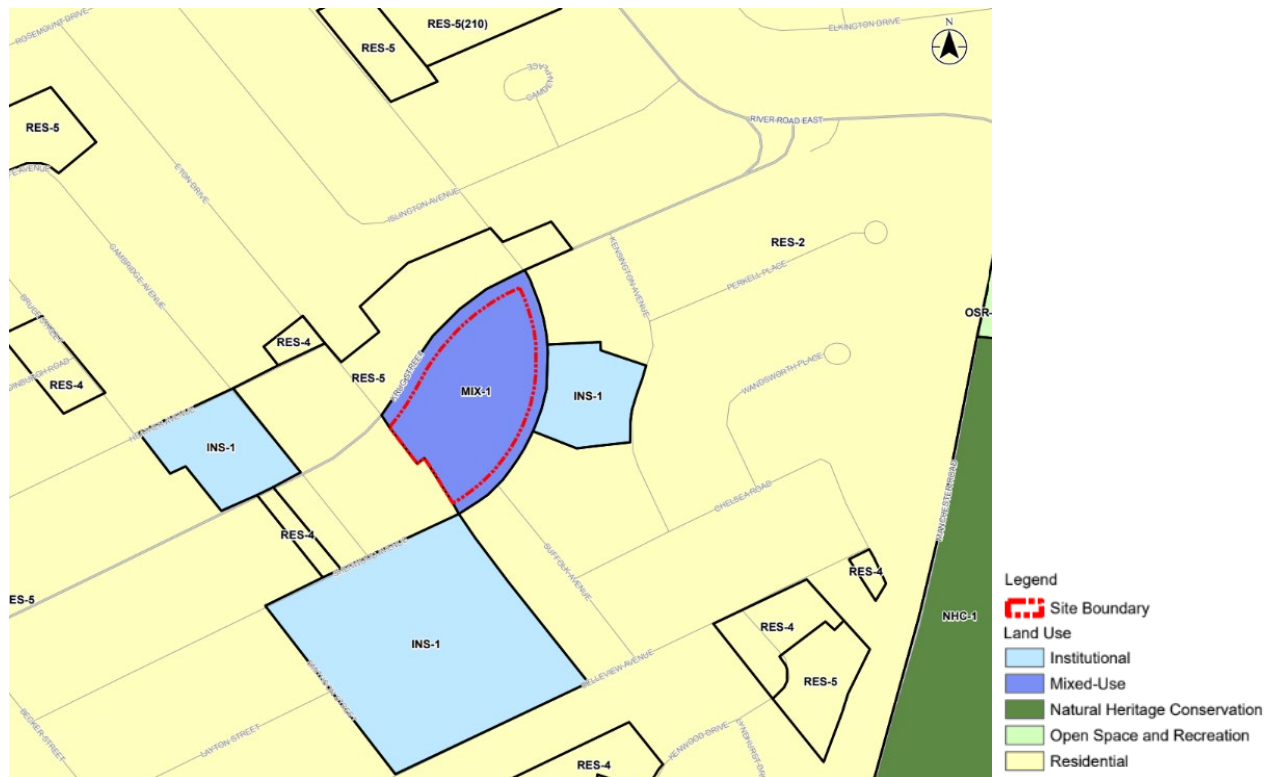


Figure 5-2: City of Kitchener Zoning

The Subject Site is currently zoned MIX-1 in the City of Kitchener Zoning By-Law 2019-051. The purpose of this zone is to accommodate a variety of uses within mixed use buildings and mixed use developments at a low density and scale in Neighbourhood Nodes. The proposed use is permitted in the MIX-1 zone, with site-specific amendments for FSR and building height/number of storeys. The MIX-1 zone permits a minimum FSR of 0.6 and maximum of 1.0, with a maximum building height of 14.0 m/4 storeys. The proposed development has an FSR of 2.06 with a building height of 20.9 m /6 storeys.

Other relevant zoning by-law provisions for the Subject Site include:

- 8.4 – Visual Barrier: Where a lot zoned MIX abuts a residential zone and new gross floor area is added to the lot, a visual barrier shall be provided along the abutting lot line in accordance with 4.18 of the By-law. The lot does not directly abut a residential zone; however, efforts will be made to create a visual barrier from parking by locating parking on the interior of the lot.
- 8.6 – Location of Parking Spaces and Loading Spaces: New parking spaces and/or loading spaces shall not locate in a yard abutting a street. The new parking and loading spaces required by the proposed development will be located on the interior of the site and will not locate in a yard abutting a street.



A zoning by-law amendment is required to facilitate the development to address deviations from the zoning regulations for FSR and building height/number of storeys. The Official Plan contains provisions that permit an increased height of up to 50 per cent for the development, and the zoning by-law amendment for building height/number of storeys will implement this provision.

5.3 City of Kitchener Urban Design Manual

Part A of the Urban Design Manual has the primary objective of providing design guidance for private development. Kitchener's City-Wide Design guidelines emphasize creating an inclusive, welcoming city that is safe, accessible and appealing for people of all cultures, identities, ages, abilities and socio-economic backgrounds. This section of the Urban Design Manual establishes universal design expectations that apply across all areas and building types in Kitchener, reducing duplication and avoiding conflicts. Where conflicts arise, standards in Part C take precedence, followed by Built Form, Urban Structure, and finally City-Wide Design. The guidelines are organized into two parts: Community Design, which addresses broad urban principles shaping streets, built form, parks and open spaces; and Site Design, which provides detailed direction on access, circulation, public art, landscaping and related elements.

The Urban Design Manual provides guidance for infill developments in existing neighbourhoods (Section 01.2.7). Infill development should have a strong focus on compatibility with the surrounding neighbourhood, taking into consideration scale, building mass, design features, materials, existing and planned façade openings, architectural features, stepbacks, parking and circulation.

For mid-rise buildings specifically, the Urban Design Manual emphasizes the importance of massing and placement that addresses streets and public realm elements and that responds to the existing and planned context of the area (Section 10.2.1). Mid-rise buildings should also have human-scaled relationship to the public realm and should take design cues from the surrounding built environment. Further guidance of mid-rise building components is contained in Section 10.2.2.



6 Implementation Measures

6.1 Implementation of Official Plan Policies

The proposed development at the Subject Property responds to the *Urban Structure* objectives and policies of the Official Plan, Mixed Use designation, in the following ways:

- It will provide commercial and business services that support the needs of the surrounding community.
- It will have bicycle parking, plazas and patios, pedestrian paths for site access, and a park to support cyclists and pedestrians.
- It will include both commercial and residential uses, aligning with the intention of the Neighbourhood Node designation of Kitchener's Urban Structure.

The proposed development at the Subject Property responds to the *Housing* objectives and policies of the Official Plan, Mixed Use designation, in the following ways:

- Integrates housing opportunities with stores and services that will serve the residents living on the Subject Property and beyond.
- It supports the provision of an appropriate range, variety, and mix of housing within the Rosemount neighbourhood, while also providing a mix of unit sizes.
- It is accessible by public transportation and has an existing active transportation network in the surrounding area as well as planned active transportation improvements.
- The design of the redevelopment will respect and consider the existing character of the neighbourhood and will have a high standard of urban design that is cohesive with surrounding built form.

The proposed development at the Subject Property responds to the *Parks, Open Space, and Community Infrastructure* objectives and policies of the Official Plan, Mixed Use designation, in the following ways:

- A neighbourhood park (0.154 ha) will be conveyed to the City to address the parkland deficit in the community.
- Other passive recreational and social opportunities will be integrated into the site's infrastructure through plazas, patios, and landscaped area.

The proposed development at the Subject Property responds to the *Urban Design* objectives and policies of the Official Plan, Mixed Use designation, in the following ways:

- The design will consider the principles of CPTED by planning to be barrier-free and accessible (wheelchair access into the site), incorporating public art when possible (sculpture or art to acknowledge Freure Homes contributions to the community), high level of urban design at prominent site locations (gateway entrance along Krug Street), and adding trees for shade.
- It will consider the applicable policies from the Urban Design Manual.



Urban Design Brief - 501 Krug Street Implementation Measures

The proposed development at the Subject Property responds to the *Mixed Land Use* objectives and policies of the Official Plan, Mixed Use designation, in the following ways:

- The site will have a mix of commercial, residential, and recreational opportunities.
- It will be transit-supportive with multiple nearby bus stops in the vicinity of the Subject Property.
- The mid-rise buildings will be compatible with the surrounding low-rise neighbourhoods by bringing commercial opportunities and integrating human-scaled elements.
- It will integrate both commercial and residential uses in the buildings, which enables greater building height up to 21m/6 storeys and thus, higher density, contributing to the City's overall density and housing goals.
- It will locate active uses on the ground floor and at street level for ease of accessibility by the surrounding community.
- Vehicular parking will be limited on streets and will be implemented only to support street-facing commercial uses.

6.2 Implementation of Urban Design Guidelines

This section reviews the applicable urban design guidelines from the City of Kitchener Urban Design Manual and the implementation of these by the Subject Property's design.

6.2.1 City-Wide

The proposed development responds to the *Building Scale and Unit Scale* policies in the following ways:

- By providing a mix of unit types and sizes to accommodate diverse people and families. The mix of one- to three-bedroom unit configuration provides opportunities for people at all stages of life to reside in the mixed-use development.
- By providing amenity areas for residents in the form of the neighbourhood park, the plazas, and patios, and the connections to surrounding amenities.
- By designing the site to locate outdoor amenity spaces in a way that maximizes permeable ground cover, providing well over the required landscaped area.

The proposed development responds to the *Design for Sustainability (Health & Wellbeing, Climate Change)* policies in the following ways:

- By supporting and encouraging walking and cycling / active transportation and public transit use through the provision of pedestrian site access, bicycle storage and parking, parks and amenity space, and location of nearby public transit.
- By providing ample green spaces, gathering spaces, recreational facilities (park) for use by the site's occupants as well as visitors to the site and the surrounding neighbourhood.
- By providing a plan for adding and protecting street trees.
- By designing the site to be accessible by a number of sustainable transportation options, including walking, biking, and public transportation.



Urban Design Brief - 501 Krug Street Implementation Measures

- By integrating good access to sunlight and shade, respite from heat, protection from cumulative wind impacts through the site's design, which includes a park, trees, patio areas, shade structures, and landscaped areas.

The proposed development responds to the *Design for Outdoor Comfort (Microclimates)* policies in the following ways:

- By conducting a Shadow Study to demonstrate the minimal impact to the surrounding area of the shadows created by the proposed development.

The proposed development responds to the *Parks & Open Spaces (Access/Location, Connectivity, Park & Open Space Design)* policies in the following ways:

- By providing opportunities for parks and open spaces through the provision of a new neighbourhood park at the southwest corner of the Subject Property.
- By providing significant park frontage onto Sherwood Ave, resulting in good access to the park for visitors and residents of the surrounding neighbourhood.
- By prioritizing pedestrian and cycling access and traversal of the open space network, providing a connection between the internal site and the neighbourhood park, which will allow pedestrians and cyclists to easily access the ground-floor commercial uses.
- In the future, by designing the park through a collaborative process, including consultation with City staff stakeholders and with reference to the City's established guidelines and standards.

The proposed development responds to the *Compatibility (New Development in Existing Neighbourhoods)* policies in the following ways:

- By designing infill buildings at a compatible scale with existing and planned surroundings and respect planned and established heights and setbacks in the neighbourhood. Although the proposed buildings will be higher than the surrounding neighbourhood, they respond to the planned density of the Rosemount neighbourhood and will include pedestrian scale features to maintain some consistency in the character and feel of the low-rise neighbourhood.
- By providing appropriate building mass, design features, and materials, which is determined through the neighbourhood character analysis to ensure that the proposed development respects the style and character of the mature neighbourhood.
- By maintaining the rhythm of existing building separations and other spatial relationships, accomplished by largely meeting the Official Plan and Zoning By-Law regulations.
- By designing elements that are compatible with the surrounding neighbourhood, such as drawing inspiration from the surrounding built form materials when selecting building materials for the proposed development.

6.2.2 Neighbourhood Node

The proposed development responds to the *Design for Sustainability (Health & Wellbeing, Four Seasons & Winter City Design)* policies in the following ways:



Urban Design Brief - 501 Krug Street Implementation Measures

- By providing a pedestrian network that encourages walking and cycling throughout the site, from site access to the park to the ground-floor commercial uses.
- In the future, by attempting to use vibrant colours and public art to bring warmth and visual interest to the Neighbourhood Node.

The proposed development responds to the *Parks & Open Space (Access & Location)* policies in the following ways:

- By locating a park near a transit stop to provide equitable access to green space.

6.2.3 Mid-Rise Buildings

The proposed development responds to the *Built Form (Scale & Transition, Building Components)* policies in the following ways:

- By remaining sensitive to the surrounding urban context, keeping in mind the planned density and vision for the neighbourhood as a whole.
- By facilitating a human-scaled relationship with the public realm by implementing ground-floor commercial and pedestrian scale elements in the façade.
- By implementing building styles that are contemporary and respect the surrounding styles, while not replicating the historical 1950s-1970s styles present in Rosemount.
- By designing a ground floor that is human-scaled and activates and animates the streetscape, for example, by orienting commercial use entrances to Krug Street and Sherwood Avenue.

The proposed development responds to the *Site Design (Inclusive Design, Design for Sustainability, Shared Spaces, Site Function)* policies in the following ways:

- By providing ample landscaping which maximizes both real and perceived safety and comfort for users; for example, by using landscaped strips to buffer from the streets and the parking lot drive aisles and patios and plazas with good sightlines.
- By providing natural surveillance (glazed tiles, etc.) with active uses at ground level (stores, restaurants, etc.) in the mixed-use buildings.
- By providing barrier-free on-site pedestrian paths and shared spaces, common elements, and amenities that are accessible for diverse individuals.
- By integrate public art, sculptures, artistic elements, etc. into the site design, including elements incorporated into the buildings, a sculpture commemorating Freure Homes, and good design of the parking structure.
- By providing low impact stormwater management techniques by maximizing the landscaped area and providing park area.
- By providing on-site facilities for handling, storing and separating recyclable and solid wastes, located within each mixed-use building and in the waste storage area outdoors.
- By designing mid-rise buildings that provide private units as well as shared bike storage and amenity areas with the result of a mix of public and private spaces.
- By providing a range of publicly accessible shared spaces that vary in size and function to adapt to various programming or activities that may interest residents and visitors.



Urban Design Brief - 501 Krug Street Implementation Measures

- By designing the site to make the mid-rise buildings and the pedestrian and cyclist function the priority. The site design includes surface parking and a parking structure, but the emphasis throughout the site is on the experience of those accessing the site by walking, biking, or transit.
- By locating the parking structure to the side of the buildings, with street frontage being the mixed-use buildings with ground-floor commercial or the park.
- By providing secure, indoor bicycle parking in each of the mixed-use buildings to ensure that residents have access to safe and secure storage.
- By locating waste containers to the south side of the Subject Property, outside the main site circulation, so that waste vehicles do not block fire routes, parking, or sidewalks.



7 Summary

This Urban Design Brief first described the Rosemount neighbourhood context and how the proposed development will be integrated into this neighbourhood, including information on architectural style, accessibility, transportation, and neighbourhood character. It then provided an overview of the details of the proposed development, both descriptively and graphically. Next, an overview of the relevant policies and guidelines was provided, followed by a section which linked policies to their implementation through the proposed development. This Urban Design Brief is in support of an Official Plan Amendment and Zoning By-Law Amendment, which are both required to facilitate the proposed development, specifically addressing variances from the required Floor Space Ratio (OPA), building height (ZBA), and number of storeys (ZBA).



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