



URBAN DESIGN BRIEF

PROPOSED DEVELOPMENT

1310 South Service Road

Hamilton, ON

PREPARED FOR

Forum Winona Inc.

3027 Harvester Road #202
Burlington, ON L7N 3G7

PREPARED BY

**UrbanSolutions Planning & Land
Development Consultants Inc.**

3 Studebaker Place, Unit 1
Hamilton, ON L8L 0C8

DATE

October 5, 2026

FILE NO.

541-26



Table of Contents

1. Introduction	2
1.1 Site and Surrounding Context	2
1.2 Streetscape Context.....	4
1.3 Site Constraints.....	4
1.4 Previous Planning Approvals.....	4
1.5 Applicable Design Requirements.....	6
2. Proposed Development.....	16
2.1 Site Design.....	16
2.2 Building Design	18
2.3 Landscape Design	20
2.4 Site Organization & Circulation.....	21
3. Analysis.....	22
3.1 Applicable Design Requirements.....	22
4. Conclusions and Recommendations.....	25

1. Introduction

UrbanSolutions Planning & Land Development Consultants Inc. (“UrbanSolutions”) has been retained by Forum Properties, the registered owner of the subject lands municipally known as 1310 South Service Road (northerly portion) in Hamilton to prepare the following Urban Design Brief for the proposed residential development, in support of the enclosed Zoning By-law Amendment application.

In accordance with the City of Hamilton’s *Guidelines for Urban Design Reports*, this Brief provides urban design rationale for the urban design components of the proposed development, including:

- Location and design of the proposed buildings;
- Compatibility and fit within the surrounding context;
- Vehicular and pedestrian circulation systems;
- Parking;
- Site buffering and landscaping;
- Streetscaping;
- Servicing areas; and,
- Other related components specific to the proposed development.

1.1 Site and Surrounding Context

The subject lands are located directly south of the QEW Highway and South Service Road right-of-way between Fifty Road (east) and Winona Road (west). It should be noted that the subject lands comprise the northerly portion of 1310 South Service Road, with the southerly portion of the property proposed to be severed and merged with the adjacent Costco Wholesale site to the south at 1330 South Service Road, to facilitate an expansion of Costco’s existing surface parking lot. The required lot configuration and consolidation will be facilitated through a future Consent to Sever application.

The subject lands are located in Ward 10 within the Fruitland-Winona Secondary Plan Area. The lands have a total area of 1.47 hectares (3.6 acres), with approximately 41.0 metres of frontage on Vince Mazza Way to the west and +/- 86.4 metres of frontage on South Service Road to the north. The site is currently vacant, predominantly flat, and does not contain any vegetation.

The subject lands are surrounded by a range of land uses and built forms, as described below:

North: The subject lands abut South Service Road and the QEW Highway to the north, beyond which is a residential subdivision comprised of block townhouse dwellings and single-detached dwellings.

East: Retail uses located within the Winona Crossing Commercial Plaza are located directly east of the subject lands, including a financial institution, a salon, an LCBO liquor store, and a restaurant.

South: The southerly portion of 1310 South Service Road is located directly south of the subject lands, beyond which is the existing Costco Wholesale warehouse and associated surface parking lot at 1330 South Service Road. As noted above, the southerly portion of 1310 South Service Road is proposed to be severed from the subject lands and merged with the Costco lands to facilitate the northerly expansion of the existing surface parking lot.

West: The parcel directly west of the subject lands opposite Vince Mazza Way (1290 South Service Road and 5 & 23 Vince Mazza Way) is currently vacant and received approvals for twelve (12) 2-storey stacked townhouse buildings, two (2) 3-storey mixed-use buildings, and a single-storey commercial building with 409 surface parking spaces, totaling 413 dwellings and 1,900 m² of commercial gross floor area.



Figure 1 – Subject Lands



Figure 2 – Surrounding Context

1.2 Streetscape Context

As previously noted, the subject lands have frontage on Vince Mazza Way to the west and South Service Road to the north. Vince Mazza Way is identified as an undesignated Local Road on Schedule C – Functional Road Classification of the UHOP, while South Service Road is identified as a Minor Arterial Road. The subject property's location adjacent to South Service Road, the QEW Highway, and the Fifty Road & QEW Highway Interchange can be characterized as an auto-oriented community, so much so that it must be acknowledged when considering certain applicable urban design policies.

1.3 Site Constraints

There are no significant constraints for the site's design. The subject lands have minor topographical constraints related to the elevation changes on site resulting from previous site works and an existing drainage feature along the eastern portion of the subject lands. However, comprehensive redevelopment of the subject lands will incorporate detailed site grading plans to accommodate the proposed development.

1.4 Previous Planning Approvals

Official Plan Amendment Application No. UHOPA-22-026 and Zoning By-law Amendment Application No. ZAC-22-063 were previously approved for the entirety of 1310 South Service Road by the City of Hamilton's Planning

Committee on September 13, 2023 and subsequently ratified by Council on October 19, 2023 via implementing By-laws 23-167 and 23-168.

The above-noted approvals established permissions for a mixed-use development concept consisting of three multiple dwellings ranging in height from 8- to 12-storeys in height and four (4) 3-storey townhouse blocks with a combination of both surface and underground parking (Figures 3 and 4).

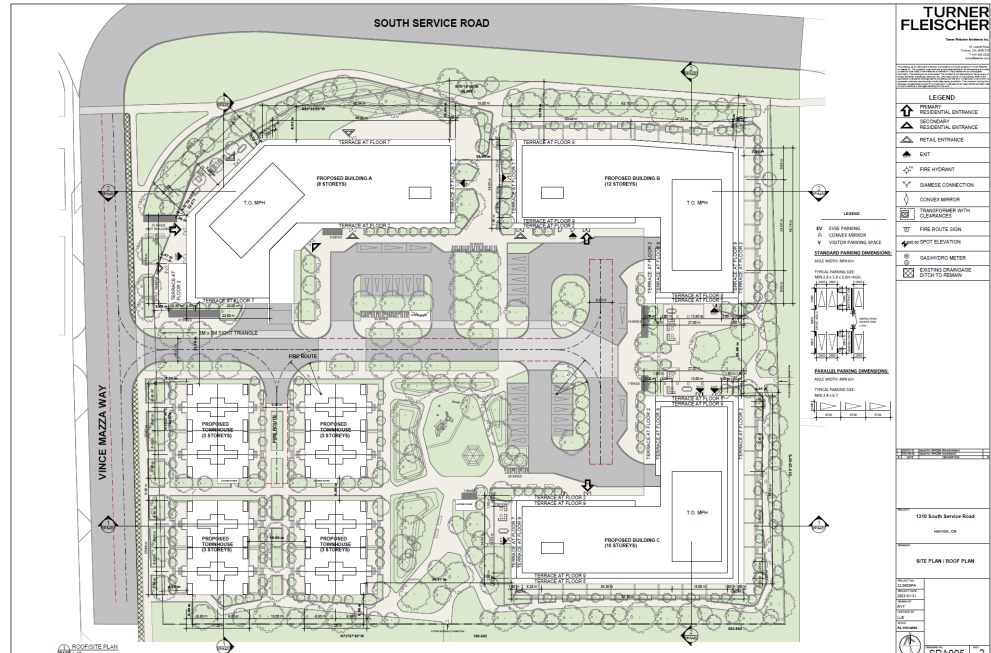


Figure 3 – Previously Approved Development Concept



Figure 4 – Previously Approved Development Rendering

1.5 Applicable Design Requirements

The subject lands are currently designated 'Neighbourhoods' on Schedules E – Urban Structure and E-1 – Urban Land Use Designations of the Urban Hamilton Official Plan. The lands are also designated 'Medium Density Residential 2' and are identified as being located within 'Site Specific Policy – Area O' on Map B.7.4-1 – Land Use Plan Map of the Fruitland-Winona Secondary Plan (Figures 5 and 6).

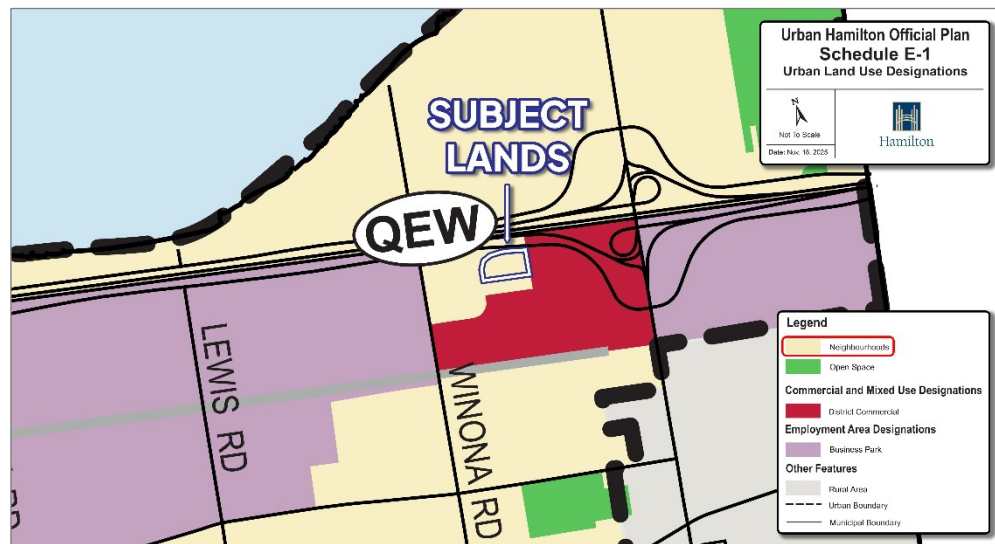


Figure 5 – Urban Hamilton Official Plan – Schedule E-1 – Urban Land Use Designation

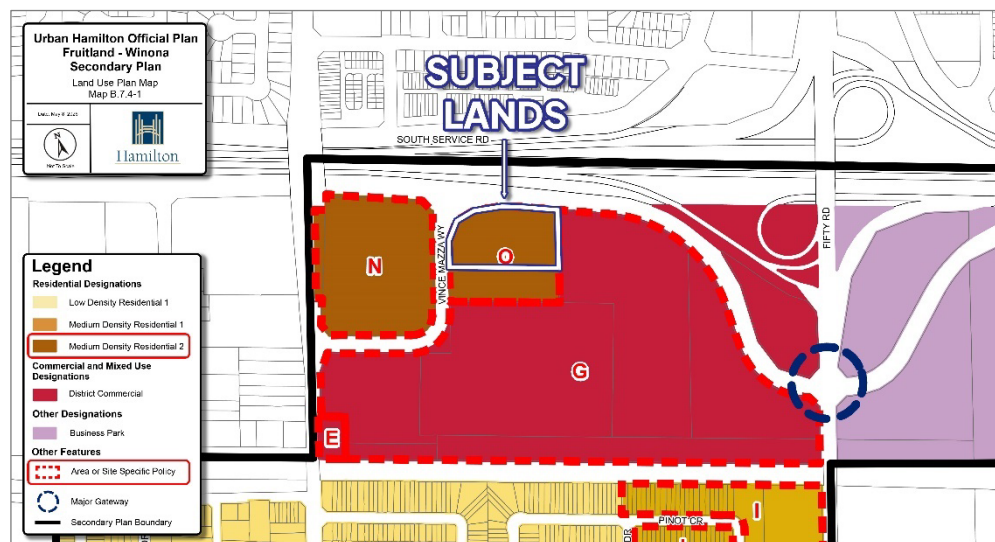


Figure 6 – Fruitland-Winona Secondary Plan – Map B.7.4-1 – Land Use Plan Map

The following policies of the Urban Hamilton Official Plan and Fruitland-Winona Secondary Plan are applicable to the proposal:



Urban Hamilton Official Plan

Chapter B.3.3 of the Urban Hamilton Official Plan outlines Urban Design Policies applicable to all new development in the urban areas of the City. The following policies are applicable to the proposed development:

3.3.2 General Policies and Principles

3.3.2.1 – The physical design of a site shall:

- a) relate to its role in the overall urban structure of the City;
- b) enhance the function of the applicable urban structure element described in Section E.2.0 – Urban Structure; and,
- c) be in accordance with the applicable policies of Chapter E – Urban Systems and Designations, secondary plans, specific design studies and other plans or studies that make specific design recommendations.

3.3.2.3 – Urban design should foster a sense of community pride and identity by:

- a) respecting existing character, development patterns, built form, and landscape;
- b) promoting quality design consistent with the locale and surrounding environment;
- c) recognizing and protecting the cultural history of the City and its communities;
- d) conserving and respecting the existing built heritage features of the City and its communities;
- e) conserving, maintaining, and enhancing the natural heritage and topographic features of the City and its communities;
- f) demonstrating sensitivity toward community identity through an understanding of the character of a place, context and setting in both the public and private realm;
- g) contributing to the character and ambiance of the community through appropriate design of streetscapes and amenity areas;
- h) respecting prominent sites, views, and vistas in the City; and,
- i) incorporating public art installations as an integral part of urban design.

3.3.2.4 – Quality spaces physically and visually connect the public and private realms. Public and private development and redevelopment should create quality spaces by:

- a) organizing space in a logical manner through the design, placement, and construction of new buildings, streets, structures, and landscaping;
- b) recognizing that every new building or structure is part of a greater whole that contributes to the overall appearance and visual cohesiveness of the urban fabric;
- c) using materials that are consistent and compatible with the surrounding context in the design of new buildings;
- d) creating streets as public spaces that are accessible to all;
- e) creating a continuous animated street edge in urban environments;
- f) including transitional areas between the public and private spaces where possible through use of features such as landscaping, planters, porches, canopies, and/or stairs;
- g) creating public spaces that are human-scale, comfortable, and publicly visible with ample building openings and glazing;
- h) creating, reinforcing, and emphasizing important public vistas and view corridors; and,
- i) minimizing excessive street noise and stationary noise source levels through the design, placement, and construction of buildings and landscaping.

3.3.2.5 – Places that are safe, accessible, connected and easy to navigate shall be created by using the following design applications, where appropriate:

- a) connecting buildings and spaces through an efficient, intuitive, and safe network of streets, roads, alleys, lanes, sidewalks, pathways, and trails; (OPA 167)
- b) providing connections and access to all buildings and places for all users, regardless of age and physical ability;
- c) ensuring building entrances are visible from the street and promoting shelter at entrance ways;
- d) integrating conveniently located public transit and cycling infrastructure with existing and new development;
- e) providing appropriate way-finding signage considering size, placement, and material that clearly identifies publicly accessible landmarks, pathways, intersections, cycling and transit routes, and significant natural and cultural heritage features; (OPA 167)

- f) providing pedestrian-scale lighting;
- g) designing streets and promoting development that provides real and perceived safety for all users of the road network;
- h) including urban braille components in streetscape improvements;
- i) considering traffic calming techniques in redevelopment projects and secondary planning; and,
- j) creating places and spaces which are publicly visible and safe.

3.3.2.6 – Where it has been determined through the policies of this Plan that compatibility with the surrounding areas is desirable, new development and redevelopment should enhance the character of the existing environment by:

- a) complementing and animating existing surroundings through building design and placement as well as through placement of pedestrian amenities;
- b) respecting the existing cultural and natural heritage features of the existing environment by re-using, adapting, and incorporating existing characteristics;
- c) allowing built form to evolve over time through additions and alterations that are in harmony with existing architectural massing and style;
- d) complementing the existing massing patterns, rhythm, character, colour, and surrounding context; and,
- e) encouraging a harmonious and compatible approach to infilling by minimizing the impacts of shadowing and maximizing light to adjacent properties and the public realm.

3.3.2.7 – Places that are adaptable in accommodating future change are desirable and should be created by:

- a) designing buildings, sites, and public spaces that can be used for a variety of uses in the future in response to changing social, economic, and technological conditions;
- b) encouraging design that accommodates the changing physical needs of people and their lifestyles through all stages of their lives; and,
- c) encouraging innovative design of built forms and public spaces.

3.3.2.8 – Urban design should promote the reduction of greenhouse gas emissions, ability to adapt to the impacts of a changing climate now and in the future, and protect and enhance the natural urban environment by: (OPA 167)

- a) achieving compact development and resulting built forms that promotes the reduction of greenhouse gas emissions; (OPA 167)
- b) integrating, protecting, and enhancing environmental features and landscapes, including existing topography, forest and vegetative cover, green spaces and corridors through building and site design;
- c) encouraging on-site storm water management and infiltration through the use of techniques and technologies, including storm water management ponds, green roofs, vegetated swales, and low impact development techniques and green infrastructure; (OPA 167)
- d) encouraging the use of Leadership in Energy and Environmental Design (LEED), R-2000 Home, Passive House, Canadian Green Building Council's Zero Carbon Standard, or other environmental building rating tools and techniques that reduce energy consumption and greenhouse gas emissions for buildings and infrastructure for all development and redevelopment; (OPA 167)
- e) encouraging the reduction of resource consumption in building and site development and avoiding the release of contaminants into the environment, including promoting building conservation and adaptive reuse and encouraging the use of locally sourced and reclaimed building materials to reduce the amount of embodied carbon; and, (OPA 167)
- f) encouraging energy efficiency in neighbourhood design and development as set out in Section B.3.7.1.

3.3.2.9 – Urban design plays a significant role in the physical and mental health of our citizens. Community health and well-being shall be enhanced and supported through the following actions, where appropriate:

- a) creating high quality, safe streetscapes, parks, and open spaces that encourage social interaction, physical activity and active transportation; (OPA 167)
- b) ensuring an equitable distribution of accessible and stimulating amenity areas, including the development of places for active and passive recreation uses; (OPA 142)
- c) encouraging development of complete and compact communities or neighbourhoods that contain a variety of land uses, transportation, recreational, and open space uses; and,
- d) reducing air, noise, and water pollution through the following:
 - i. facilitating and promoting the use of active transportation modes through building and site design;
 - ii. providing adequate green space, landscaped buffering, and storm water management facilities;

- iii. using appropriate pavement treatments;
- iv. promoting energy efficient design of sites and buildings; and,
- v. promoting innovative construction materials and techniques.

3.3.2.10 – Streets shall be designed not only as a transportation network but also as important public spaces and shall include, where appropriate:

- a) adequate and accessible space for pedestrians, active transportation, as well as transit, other vehicles, and utilities; (OPA 167)
- b) continuous sidewalks;
- c) landscaping such as street trees and landscaped boulevards;
- d) pedestrian amenities such as lighting, seating, way-finding signage, and urban braille;
- e) on-street parking;
- f) public art;
- g) amenities and spaces that encourage social interaction, pedestrian activity and animate the streetscape such as public gathering places, patios and sidewalk cafés. (OPA 167); and,
- h) allowances for temporary and permanent road closures that support public gathering, open space programming and naturalization. (OPA 210)

Built Form

3.3.3.2 – New development shall be designed to minimize impact on neighbouring buildings and public spaces by:

- a) creating transitions in scale to neighbouring buildings;
- b) ensuring adequate privacy and sunlight to neighbouring properties; and,
- c) minimizing the impacts of shadows and wind conditions.

3.3.3.3 – New development shall be massed to respect existing and planned street proportions.

3.3.3.4 – New development shall define the street through consistent setbacks and building elevations. Design directions for setbacks and heights are found in Chapter E – Urban Systems and Designations and in the Zoning By-law.

3.3.3.5 – Built form shall create comfortable pedestrian environments by:

- a) locating principal façades and primary building entrances parallel to and as close to the street as possible;
- b) including ample glazing on ground floors to create visibility to and from the public sidewalk;
- c) including a quality landscape edge along frontages where buildings are set back from the street;
- d) locating surface parking to the sides or rear of sites or buildings, where appropriate; and,
- e) using design techniques, such as building step-backs, to maximize sunlight to pedestrian areas.

Storage, Service and Loading Areas

3.3.7.1 – Service and loading areas shall be located away from streets so as to minimize disruption or conflicts with adjacent land uses and pedestrian routes and shall be screened as necessary from views from the public right-of-way.

3.3.7.2 – Service and loading areas shall be buffered to reduce visual and noise impacts, particularly when located adjacent to residential areas. Buffering methods should include berms, tree and shrub plantings, noise walls, fences, and/or the use of quality construction materials and methods.

3.3.7.3 – Outside storage areas shall be sited and organized to reduce their potential negative impacts on the streetscape. Open storage areas should be located in the rear or side yards and screened from public view or from views from adjacent properties.

3.3.7.4 – Outside storage and loading areas shall be paved with a hard surface to reduce dust and promote improved air quality.

Access and Circulation

3.3.9.1 – Joint access driveways shall be considered between adjacent sites to minimize disruption of the public sidewalk, maximize the areas available for landscaping, and minimize expanses of pavement.

3.3.9.2 – On large sites, clearly defined internal driving aisles shall be provided to provide visual and functional definition of the site, to direct traffic, and to frame parking areas.

3.3.9.3 – To ensure safety and promote their priority over vehicular traffic, pedestrian walkways shall differ in material and appearance from driving surfaces.

3.3.9.4 – Landscaped walkways shall be provided along buildings, particularly in areas with high levels of pedestrian traffic. Walkways shall be connected to other pedestrian routes on the site and linked to pedestrian entry points at the street, and where appropriate to adjacent developments.

3.3.9.5 – Pedestrian walkways shall be made continuous across driving aisles as well as across driveway entrances at the street where appropriate.

3.3.9.6 Transit access shall be enhanced by:

- a) connecting sidewalks, open space and trails to transit stops and shelters; (OPA 167)
- b) locating transit stops and principal building entrances in close proximity to each other, where appropriate; and,
- c) ensuring lighting, seating, trash receptacles, and route information are available at each transit stop.

Parking

3.3.10.1 – To create and enhance safe, attractive pedestrian oriented streetscapes, surface parking shall be discouraged, and parking located below grade or in parking structures shall be encouraged.

3.3.10.2 – Shared parking facilities shall be encouraged, where appropriate.

3.3.10.3 – Provision of parking shall be in accordance with the design directions described in Section E – Urban Systems and Designations.

3.3.10.4 – Where surface parking is proposed, it should be located to the sides or rear of buildings to enable the development of a continuous street edge and the creation of quality urban spaces consistent with Section B.3.3.2 – General Policies and Principles.

3.3.10.5 – Parking areas shall be connected to the street through safe, landscaped pedestrian walkways.

3.3.10.6 – Perimeters of surface parking lots shall be landscaped with appropriate materials that allow visibility from the public realm to the interior of the parking area.

3.3.10.7 – Interiors of parking lots shall include landscaped islands, when possible, to provide shade and visual relief from hard surfaces. Landscaped islands should be of sufficient size to ensure growth of vegetation.

3.3.10.8 – Parking lots shall be paved with hard surfaces to reduce dust and promote improved air quality. The use of permeable pavement systems or other low impact development and green infrastructure practices is encouraged for storm water management, when technically possible. (OPA 167)

3.3.10.9 – Parking lots shall be lit with sufficient light for safety. On surface parking lots, lighting shall be internally oriented so as not to cause glare on adjacent properties or public roads. Outdoor lighting fixtures that reduce energy consumption and direct light away from the night sky are encouraged.

3.3.10.10 – Bicycle parking facilities shall be located as close as possible to the entry points to buildings. A variety of bicycle parking formats, such as sheltered racks and lockers, catering to both employees and visitors is encouraged.

3.3.10.11 – Where a reduction in the minimum number of required parking spaces or an increase in the maximum number of permitted parking spaces is proposed, the City shall require a Parking Analysis / Study as part of a complete application, unless otherwise determined through the formal consultation process. (OPA 221)



Hamilton

Fruitland-Winona Secondary Plan

Chapter 7.4 in Volume 2 of the Urban Hamilton Official Plan outlines the applicable policy framework for the Fruitland-Winona Secondary Plan area. The Secondary Plan contains numerous design-oriented policies seeking to help shape the built environment within the secondary plan area. The following urban design policies of the Fruitland-Winona Secondary Plan are applicable to the proposed development:

7.4.2.9 – Urban Design

- a) Ensure the development of an attractive, safe, and pedestrian oriented community environment;

- b) Promote a high quality of design for public parks, open spaces, and buildings;
- c) Ensure compatibility between areas of different land use or development intensity;
- d) Establish gateway features at appropriate locations to function as entranceways to the City, and the communities of Fruitland and Winona;
- e) Provide integrated community design that coordinates land use, open space, street network, and built form elements to achieve the community vision;
- f) Protect views of the Niagara Escarpment and other natural features;
- g) Create street and building design that promotes neighbourhood vitality and pedestrian comfort at the grade level of buildings;
- h) Promote public transit, active transportation such as walking, and recreational connections through a well-connected system of streets, walkways, and trails; and,
- i) Promote design variety within streetscapes.

Streetscape & Built Form

7.4.10.2 – Architectural variation through the incorporation of varied roof lines, materials and colours in each building and from building to building, shall be encouraged.

7.4.10.3 – Variation in the number of storeys, porch designs, architectural style and building type from building to building shall be encouraged.

7.4.10.4 – Continuous rows of repetitive building façades shall be discouraged.

7.4.10.5 – Building façades with architectural details and windows facing both streets shall be encouraged on corner sites.

7.4.10.6 – The layout of streets, configuration of lots and the siting of buildings shall ensure:

- a) There is no reverse lotting adjacent to streets;
- b) Streets and open spaces have an appropriate degree of continuity;
- c) Opportunities are provided for the creation of views both within the community and adjacent to natural heritage areas;
- d) Pedestrian connections to public streets and other outdoor spaces are encouraged;

- e) The safety and security of all persons in public places including streets, parks and amenity areas shall be promoted through the design and siting of buildings, entrances, walkways, amenity and parking areas to provide visibility and opportunities for informal surveillance;
- f) Loading, service/garbage and parking facilities shall be integrated into the design of buildings to minimize disruption to the safety and attractiveness of the adjacent public realm. Where this integration is not feasible, these facilities shall be:
 - i. grouped and/or located to minimize their visual impact on the public street;
 - ii. screened with enhanced landscaping and fencing constructed; and,
 - iii. designed in keeping with the design of the building;
- g) Joint access driveways between adjacent sites on arterial and collector roads shall be considered to reduce collision conflict points, minimize disruption to the public sidewalk, maximize the areas available for landscaping, and minimize expanses of pavement;
- h) Parking should be located away from the street to maintain unimpeded views of the building façade and to enhance a pedestrian oriented environment; and,
- i) Parking lots abutting the street should be screened with low walls and landscape materials to provide a sense of enclosure along the setback line.

2. Proposed Development

2.1 Site Design

As outlined in Figure 7, the current development proposal entails two (2) 9-storey multiple dwellings containing a total of 249 residential units (124 units within Building A and 125 units within Building B), supported by a total of 279 surface vehicle parking spaces. The central location of the proposed buildings is reflective of the site's surrounding context. The significant setback from the north property line helps limit noise impacts associated with the QEW Highway, while maintaining an active street presence along the abutting road network. The +/- 40.0 metre rear (southerly) yard setback provides adequate separation between the proposed dwellings and the adjacent commercial use to the south, as well as providing for a functional surface parking lot equipped with landscaped parking islands, pedestrian connections, short-term bicycle parking spaces, and loading spaces. The central location of the proposed buildings also provides for continuous

landscaping along the perimeter of the site which accommodates various buffer plantings to soften the transition between the site and adjacent properties, and reduce the visual impact of the proposed surface parking lot from the streetscape. The enclosed Draft Zoning By-law Amendment prepared by UrbanSolutions contains site-specific regulations which implement the aforementioned site design elements.

Primary building entrances are located at the east side of Building A and west side of Building B, directly fronting the outdoor landscaped area proposed between the two buildings. This central location encourages use of the shared outdoor landscaped area, minimizes potential conflicts between pedestrians and vehicular traffic, and connects directly to parking areas as well as the public sidewalk along Vince Mazza Way.

Additionally, six (6) Molok bins are proposed to be located directly north of Building A to prevent pedestrian interference with waste collection activities. These semi-underground containers will occupy a smaller footprint than standard enclosures and will be further screened from the South Service Road and Vince Mazza Way streetscapes through the use of perimeter plantings, thus limiting their visual impact on the public realm.

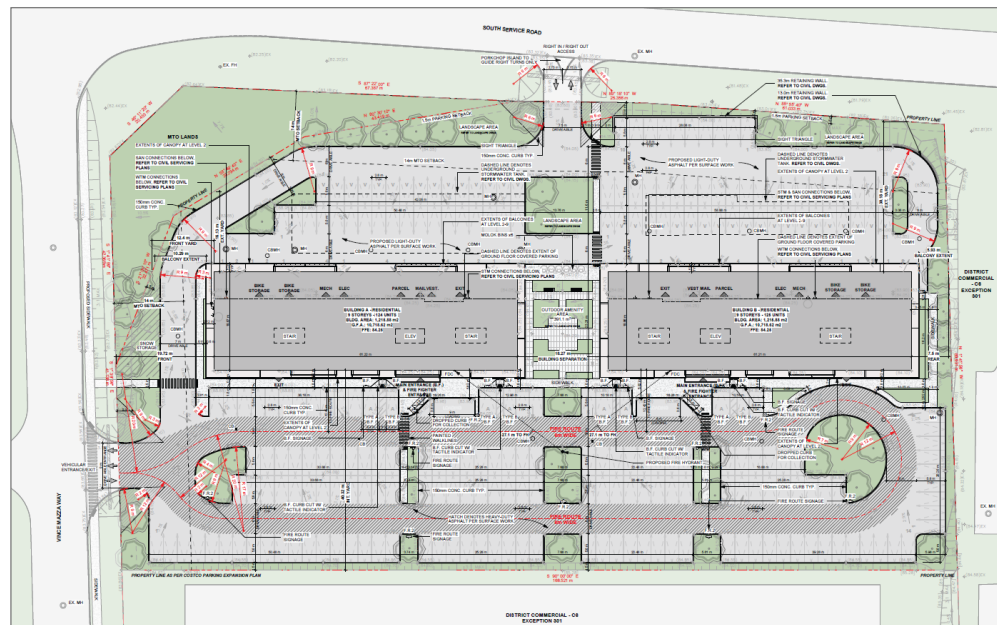


Figure 7 – Concept Plan

Additionally, the supporting Photometric Plan prepared by SBM confirms that all parking areas, building entrances, pedestrian walkways, and the central landscaped area are well illuminated through a combination of pole-

and wall-mounted fixtures, without causing excess spillover onto adjacent properties.

2.2 Building Design

Detailed elevations and renderings depicting the materiality and colour of the proposed towers have been prepared by BIM Studio (Figures 8, 9 and 10). As depicted below, the building design incorporates a distinct base level reinforced by a continuous canopy that wraps around the base of the buildings. The defined base visually anchors the buildings and establishes a strong pedestrian-scaled element at grade. The use of contrasting light and dark materials further reinforces the vertical articulation of the buildings and provides visual definition between individual components of the façades.

The building massing responds appropriately to the scale and proportions of the surrounding street network, including the South Service Road and Queen Elizabeth Way. The upper storeys are articulated through a combination of projecting and recessed balconies, varied building materials, and vertical architectural elements, which provide depth and visual interest to the façades. The exterior building corners incorporate pronounced architectural features that contribute to a distinctive roofline and help break down the horizontal massing of the towers. These elements, together with the consistent material palette and coordinated architectural treatment, ensure that the two towers maintain a cohesive overall design while providing visual articulation and variation along the building elevations.

Further, the proposed building separation distances and yard setbacks are consistent with the site-specific regulations incorporated into the previous approvals for the subject lands (via ZAC-22-063) and are appropriate given the surrounding context.



Figure 8 – Development Rendering (North-West View)



Figure 9 – Development Renderings (Various Views)



Figure 10 – Elevation Renderings (Left: North-East View; Right: South-West View)

Additionally, a Sun/Shadow Study has been prepared by BIM Studio in support of the proposed development. This Study was prepared in accordance with the City of Hamilton's shadow study criteria and illustrates anticipated shadowing impacts resulting from the proposed buildings measures at specific date and time intervals throughout the year. The Study concludes that the proposed buildings result in minimal disturbance of net shadows during the spring/fall and summer timeframes, and that the surrounding public realm achieves a minimum of 5 hours of continuous sunlight and more than 50% of sun coverage in the post-development scenario.

2.3 Landscape Design

The Preliminary Landscape Plan shown in Figure 11 has been prepared by Hill Design Studio in support of the development proposal. The plan is designed to encourage pedestrian connectivity to the public realm and optimize the provision of landscaped isles and trees throughout the proposed surface parking lot. The overall landscape design provides for efficient pedestrian circulation with continuous sidewalks and clearly demarcated pedestrian pathways through the onsite parking area. The provision of these pathways also minimizes potential conflicts between vehicular and pedestrian traffic.

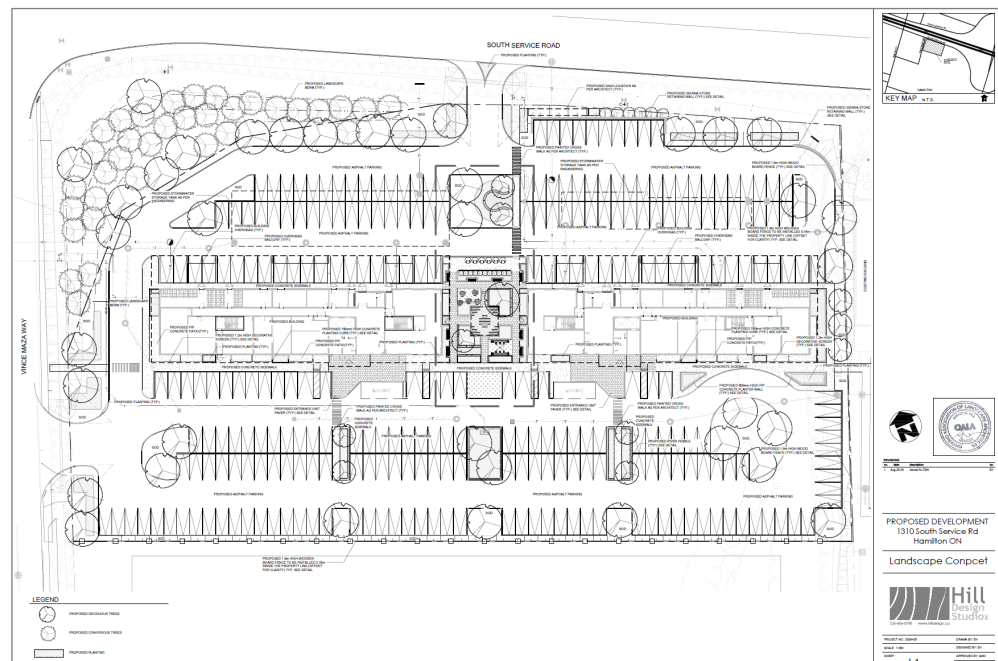


Figure 11 – Preliminary Landscape Plan (Hill Design Studio)

A robust group of trees are provided at the intersection of Vince Mazza Way and the South Service Road, with tree plantings accommodated along the street frontages where possible. Where tree planting along the street line is not possible, the plan contemplates smaller species of vegetation to ensure consistent screening of the surface parking lot along the public realm. An outdoor amenity area is proposed in the area between the proposed multiple dwellings, featuring a variety of seating options and landscaping. This central amenity area extends north into the parking area where a horseshoe seating area is proposed surrounded by tree canopy to provide a comfortable outdoor environment.

2.4 Site Organization & Circulation

The proposed site design centrally locates the proposed multiple dwellings and amenity area, focusing parking on the north and south side of the parcel. As previously noted, proposed street and shrub planting along the street line will provide appropriate visual screening of the parking uses from the public realm. There are two proposed loading/drop-off areas on site which are located to the south of the building and are therefore obstructed from view from the South Service Road. The parking areas have been optimized for use by both vehicular and pedestrian traffic, providing many off-street paths and landscaped areas for pedestrians traversing the parking lot.

A pedestrian thoroughfare runs along the north-south axis of the site, intersecting the central amenity area. This design culminates in a multi-function central anchor point that pedestrians may use for either leisure or as a means of access to the onsite parking areas as well as the South Service Road. Numerous building entrances are located along the building bases and provide direct access to the onsite amenity area and parking. Accessible parking is centrally located and provides convenient access to wide, off-street pedestrian pathways, outdoor amenity space, and primary building entrances, promoting effective barrier-free site design (Figure 12).

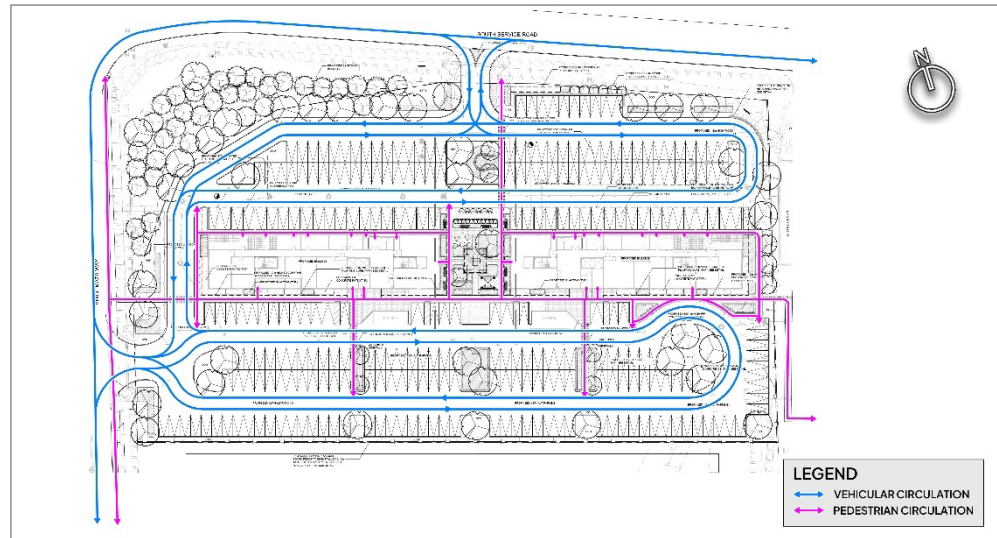


Figure 12 – Site Circulation Sketch

3. Analysis

3.1 Applicable Design Requirements

The proposed site and building design implement the urban design policies outlined in Section 1.5 of this Brief, as demonstrated below.



Hamilton

Urban Hamilton Official Plan

3.3.2 General Policies and Principles

The intent of the policies contained within Sections B.3.3.2.1 through B.3.3.2.10 of the UHOP is to provide an overview of overarching urban design principles that should be achieved by new development, including fostering a sense of place, creating safe and accessible high-quality sites, promoting sustainability, and promoting compatibility to surrounding land uses. The proposed building and site design implement these policy objectives and demonstrate compatibility with both existing and proposed built forms and development patterns within the surrounding area. The distinct grade-level design, continuous canopy, and coordinated material palette will enhance the existing streetscape character and promote a pedestrian-oriented environment. Further, the centrally located landscaped area will encourage social interaction and passive recreation among future residents.

Built Form

Policies B.3.3.3.2 to B.3.3.3.5 seek to influence the built form of new development to include appropriate transitions in scale, intuitive site organization, and the provision of appropriate massing and tower stepbacks to foster a comfortable pedestrian environment. The proposed multiple dwellings are appropriately massed and scaled to respect both existing and planned street proportions and minimize the impacts of shadowing and overlook on adjacent properties. The proposed site includes consistent building setbacks along South Service Road and Vince Mazza Way to define the streetscape in accordance with Policy B.3.3.3.4. Additionally, the distinct grade level design which incorporates a higher composition of glazing than upper storeys promote visibility to and from the public realm, while proposed landscape treatments along the site's frontages create a quality landscaped edge and appropriately screen surface parking from the streetscape.

Storage, Service, and Loading Areas

Policies B.3.3.7.1 to B.3.3.7.4 provide direction on the siting of service and loading areas, highlighting the importance of screening these uses from view of the public realm and locating them on site in a manner which reduces the likelihood of interactions with users of the subject lands and adjacent sites. The proposed loading areas are located on the south side of the proposed multiple dwellings, shielded from view from the public realm in accordance with Policy B.3.3.7.1.

Access and Circulation

Policies B.3.3.9.1 to 3.3.9.5 provide guidance on overall site circulation and include recommendations on how to achieve a safe and functional pedestrian environment on the subject lands. The proposed access driveway along Vince Mazza Way has been designed to align with that of the neighbouring mixed-use development to the west at 1290 South Service Road and 5 & 23 Vince Mazza Way to promote efficient circulation within the surrounding public road network. The proposed site design also includes a series of pedestrian walkways safely connecting building entrances, parking areas, and private landscaped areas with the public realm.

Parking

Policies B.3.3.10.1 to B.3.3.10.11 seek to establish guidelines which foster safe, efficient, and compatible parking areas with limited impact on

surrounding development and pedestrians. While Policy B.3.3.10.1 discourages surface parking, the proposed configuration is considered appropriate given the site's location and surrounding context. The central location of the proposed buildings is necessary to provide sufficient separation distance from the adjacent QEW Highway for the purpose of reducing noise impacts, as supported by the enclosed Noise Feasibility Study prepared by JJ Acoustical Engineering. Additionally, the proposed surface parking area to the south of the proposed multiple dwellings directly abuts the planned expansion to Costco's existing surface parking lot within the southerly portion of 1310 South Service Road (to be facilitated through a future Consent to Sever application). Accordingly, the proposed surface parking configuration within this portion of the subject lands is compatible with the established and planned development patterns of the surrounding area.

In addition to the above, the enclosed Landscape Plan prepared by Hill Design Studio (shown in Figure 12) demonstrates that proposed perimeter plantings along the northerly and westerly lot frontages will help screen proposed surface parking areas from view of the public realm, while a series of landscaped parking islands will accommodate tree plantings in accordance with applicable zoning requirements. Further, the enclosed Photometric Plan prepared by SBM demonstrates that the proposed surface parking areas and pedestrian connections to building entrances and public sidewalks will be sufficiently lit for safety.



Hamilton

Fruitland-Winona Secondary Plan

General Urban Design Principles

The intent of Policy 7.4.2.9 a) through i) of the Fruitland-Winona Secondary Plan is to provide general guiding principles that should be implemented in site design. These principles include providing a safe and attractive pedestrian-oriented environment with high-quality open spaces, creating comfortable public realms with varied design along streetscapes, and ensuring compatibility of site design with the surrounding context. The proposed development satisfies the policies of Section 7.4.2.9 of the Fruitland-Winona Secondary Plan. The proposed site design contributes to the development of an attractive, safe, pedestrian-oriented community environment through a series of internal sidewalks and pedestrian pathways connecting building entrances, parking areas, and landscaped space with the public road network. The distinct grade-level design, continuous canopy, and centrally located landscaped area promote neighbourhood vitality and pedestrian comfort at grade. Additionally, the coordinated material palette,

projecting and recessed balconies, and varied architectural treatment across the street-facing facades of the proposed dwellings promote design variety within the streetscape.

Streetscape & Built Form

Policies 7.4.10.2 to 7.4.10.6 provide urban design policies created specifically for the Fruitland-Winona Secondary Plan area based on the principles of Policy 7.4.2.9. These policies seek to facilitate a varied built form across the Secondary Plan area and encourage robust pedestrian and vehicular connectivity, site organization which addresses the streetscape, and appropriately locating parking and loading uses in relation to the public realm. The proposed development is consistent with the streetscape and built-form policies contained in Sections 7.4.10.2 through 7.4.10.6 of the Fruitland-Winona Secondary Plan. The use of contrasting light and dark building materials, projecting and recessed balconies, and distinct grade-level design with higher proportions of glazing than upper storeys promotes architectural variation in accordance with Policies 7.4.10.2 through 7.4.10.5. With respect to Policy 7.4.10.6, the proposed site layout contains appropriate pedestrian connections from building entrances, parking lots, and landscapes areas to South Service Road and Vince Mazza Way. Further, the enclosed Photometric Plan prepared by SBM demonstrates that these areas will be adequately lit to ensure pedestrians safety and security. Both proposed loading areas are strategically located to minimize their visual impact from the public streetscape and are designed in keeping with that of the proposed building. Proposed perimeter plantings along the northerly and westerly lot frontages help shield the lot from view from the public realm to enhance the pedestrian oriented environment, while the proposed access driveway onto Vince Mazza Way has been strategically located to align with that of the adjacent mixed-use development to the west to promote efficient circulation within the surrounding public road network.

4. Conclusions and Recommendations

Based on the analysis contained within this Urban Design Brief, the proposed site and building design is deemed to be appropriate for the subject land and implements the applicable policies of the Urban Hamilton Official Plan and Fruitland-Winona Secondary Plan. The central location of the proposed multiple dwellings on site provides for appropriate separation from the QEW Highway to the north and adjacent commercial uses to the south, while allowing for perimeter landscaping, a central landscaped area between buildings, and pedestrian connections from building entrances to parking

areas and the public realm. The proposed building design includes a distinct base level, a continuous canopy, and contrasting building materials to break up the perceived massing and contribute to an attractive pedestrian environment at grade. Further, the supporting Sun/Shadow Study prepared by BIM Design demonstrates that the proposed building design will not generate undue shadowing impacts on adjacent properties or the public realm in accordance with applicable City criteria. Accordingly, the proposed development implements the urban design policies of the Urban Hamilton Official Plan and Fruitland-Winona Secondary Plan contained within Section 1.5 of this Brief.

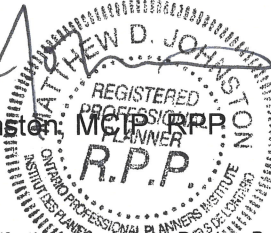
Many of the urban design elements discussed throughout this Brief will be secured through future conditions of Site Plan approval, as well as the regulations contained within the enclosed Draft Zoning By-law Amendment; which establishes site-specific development standards related to maximum building heights, required setbacks, building separations, as well as the provision for on-site landscaping.

Respectfully submitted this 5th day of October, 2026.

Regards,

UrbanSolutions Planning & Land Development Consultants Inc.


Matt Johnston, MCIP, RPP
Principal




Matthew LeBlanc, MCIP, RPP
Intermediate Planner

I hereby certify that the Urban Design Brief was prepared by a Registered Professional Planner, within the meaning of the Ontario Professional Planners Institute Act, 1994.

This report has been prepared based on a review of the subject application and cannot be used for any other purpose.