

URBAN DESIGN BRIEF



87-95 Seagram Drive, Waterloo

Official Plan Amendment and Zoning By-law Amendment | December 2025



PLANNING
URBAN DESIGN
& LANDSCAPE
ARCHITECTURE

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Prepared by

MHBC Planning, Urban Design
& Landscape Architecture
540 Bingemans Centre Drive, Suite 200
Kitchener, ON N2B 3X9
519 576 3650

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1.0 INTRODUCTION



MacNaughton Hermesen Britton Clarkson Planning Limited ("MHBC Planning") has been retained by Masri O Architects on behalf of Modern Real Estate Development (the "Applicant") to prepare an Urban Design Brief in support of Official Plan Amendment and Zoning Bylaw Amendment applications (the "Applications") for the lands municipally known as 85-95 Seagram Drive within the City of Waterloo (the "Site"; see Figure 1.1).

The Site is located on the south side of Seagram Drive, west of Albert Street. The Site is approximately 0.35 hectares prior to road widening dedications and 0.319 hectares after road widening dedications, with approximately 85 metres of frontage on Seagram Drive. The Site is currently occupied by low-density residential dwellings, including single-detached dwellings and a six-plex dwelling. Three of the lots also include detached garage structures in the rear yard.

The Applicant is proposing two 27-storey high-density mixed-use towers with a shared 7-storey podium (the "Proposed Development"; see Figure 1.2). The Proposed Development includes 522 apartment units, 76 vehicle parking spaces, 560 bicycle parking spaces, and generous indoor and outdoor amenity space.

This Urban Design Brief has been prepared as part of a complete application to the City of Waterloo and includes the following topics:

- A description of the existing Site conditions and surrounding context, including built form,

transportation network, landscape features, and cultural heritage landscapes;

- A detailed review of the Proposed Development, including the vision, Site design, building design, circulation, public realm design, and sustainability;
- An outline of the applicable policy context and analysis of the Proposed Development as it relates to the applicable urban design policies; and,
- A summary of the conclusions regarding the proposed redevelopment of the Site.

This Urban Design Brief has considered, and must be read in conjunction with, the following plans and studies supporting the Applications:

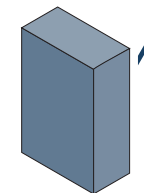
- Planning Justification Report, prepared by MHBC Planning (dated December 2025)
- Architectural Drawing Package, prepared by Masri O Architects (dated December 12, 2025)
- Landscape Plan, prepared by Hill Design Studio (dated December 2025)
- Shadow Study Analysis, prepared by Masri O Architects (dated November 2025)
- Functional Servicing & Stormwater Management Report, prepared by MTE Consultants (dated October 2025)
- Transportation Impact Study, prepared by Paradigm Transportation Solutions (dated October 2025)
- Pedestrian Wind Assessment, prepared by SLR Consulting (dated October 14, 2025)
- Environmental Noise Assessment, prepared by SLR Consulting (dated October 2025)



522 Residential Units



560 Bicycle Parking Spaces



**Two 27 Storey Towers
7 Storey Shared Podium**



**Podium/Rooftop Common
Amenity Space**



76 Vehicle Parking Spaces

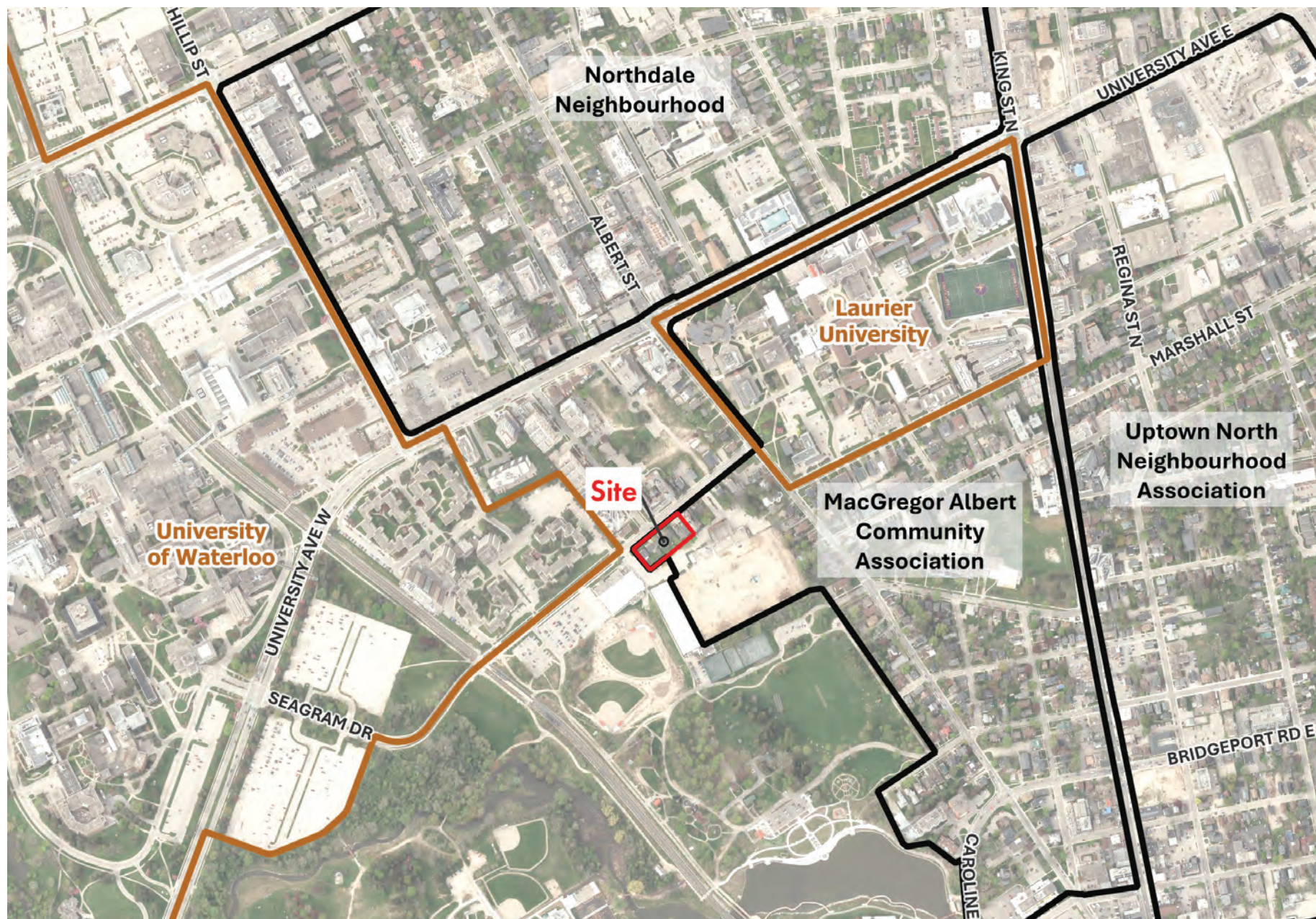


Figure 1.1 - The Site at 87-95 Seagram Drive, Waterloo



Figure 1.2 - The Proposed Development (Masri O Architects, December 2025)

2.0 SITE AND SURROUNDING CONTEXT



2.1 EXISTING SITE CONDITIONS

Municipally addressed as 87-95 Seagram Drive, the Site is located on the south side of Seagram Drive, west of Albert Street, in the City of Waterloo. The Site is approximately 0.35 hectares in area, with approximately 85 metres of frontage on Seagram Drive (see Figure 2.1). The Site is comprised of five lots, each with direct driveway access to the Site from Seagram Drive. The Site slopes gradually from east to west, falling approximately 2 metres from the western to eastern property line (lot 87 to lot 95).

The Site is currently occupied by low-density residential dwellings, including single-detached dwellings and a six-plex dwelling. Three of the lots also include detached garage structures in the rear yard.



Figure 2.1 - Existing Site conditions

2.2 SURROUNDING CONTEXT

Built Form

The surrounding area primarily consists of residential uses, academic-related uses and recreational uses. The Northdale neighbourhood, characterized by mid to high-rise buildings and the University campuses, is located north of the Site. The surrounding area has rapidly intensified, shifting from a predominantly low-rise residential form to a mid-rise and high-rise mixed-use form (see Figures 2.2 – 2.8).

Immediately north of the Site is a low-rise residential dwelling (2 storeys in height) and the student dormitory of Waterloo Collage Hall (4 storeys in height). Further north are mid-rise and high-rise residential and mixed-use buildings, with the Northdale neighbourhood located across University Avenue West, approximately 300 metres north of the Site. Building heights range from 2 to 25 storeys. The tall buildings include a mix of slab and tower/podium massing and are generally designed in a modern style with panel siding and coloured facades. In contrast, the nearby low-rise forms have a mid-century architectural style. Also to the north is the commercial node of University Shops Plaza, providing numerous food and commercial opportunities.

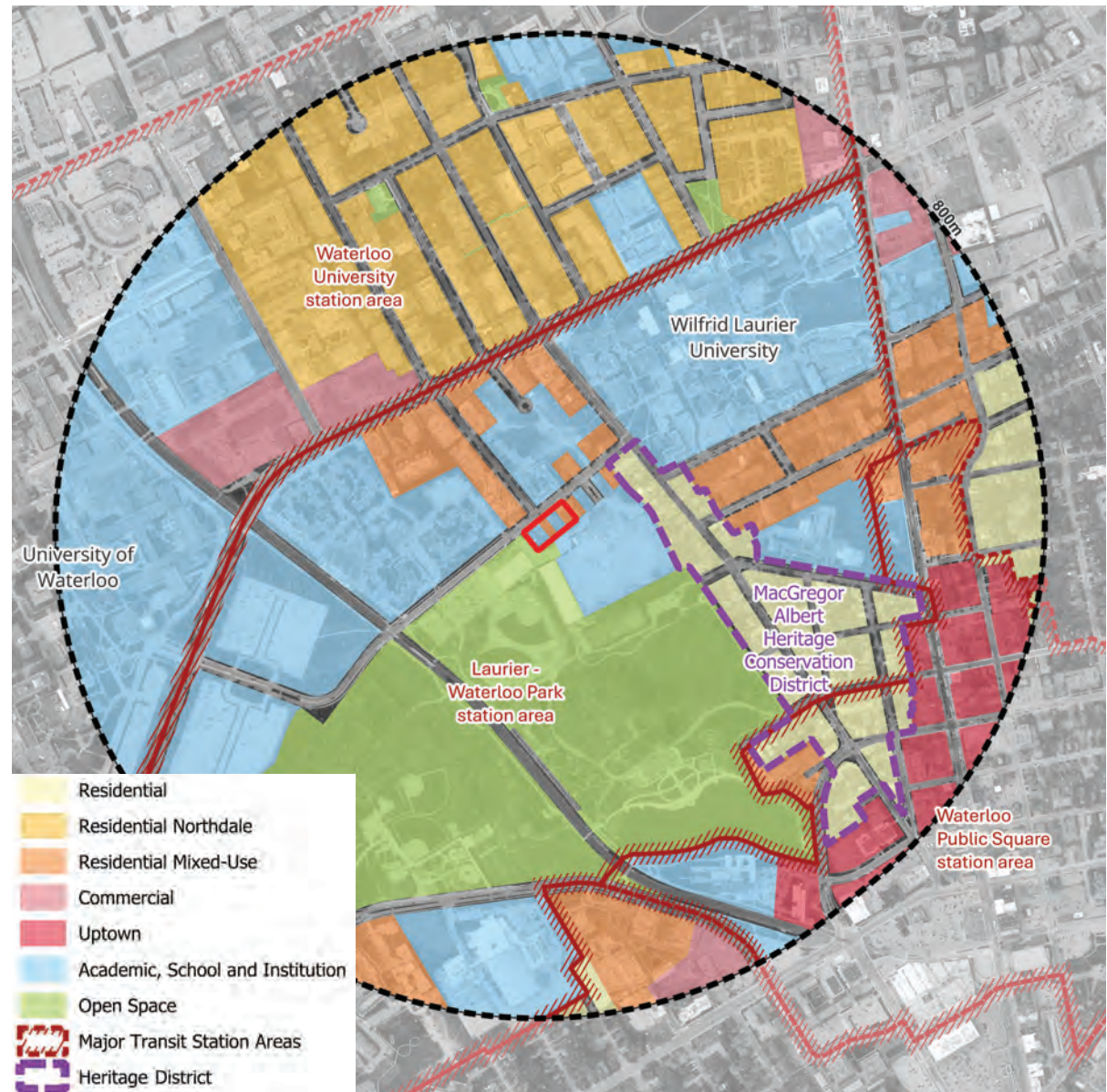


Figure 2.2 - Existing land uses within 800m of the Site

To the east of the Site are additional multi-residential buildings, including a 6-storey residential building that directly abuts the eastern property line. Also to the east is the Wilfrid Laurier University Waterloo campus, which includes multiple buildings, open spaces, and parking areas. The campus extends to King Street West, with employment and commercial uses further to the east. Recently, a 30-storey mixed-use development at 177-179 Albert Street (corner of Seagram Drive and approximately 150 metres east of the Site) has been approved.

To the south, the Site abuts University Stadium. Beyond the stadium is Waterloo Park, which includes recreational and leisure opportunities of Waterloo Cricket Pitch, Waterloo Skatepark, baseball diamonds, soccer fields, a bandshell, and parking, for example. Further south is Uptown Waterloo core, which incorporates a range of retail, entertainment, and commercial uses.

Immediately west is the KW Granite Club. Further west are additional institutional and high-rise residential uses. The University of Waterloo campus and Laurier-Waterloo Park ION LTR station is located approximately 300 metres west of the Site, with access provided via Seagram Drive. The material palette and architectural style of buildings is consistent with those to the north.



Figure 2.3 - Northdale Neighbourhood looking north from University Avenue West



Figure 2.4 - Wilfrid Laurier University Waterloo campus



Figure 2.5 - 6-storey residential building immediately east of the Site



Figure 2.7 - Waterloo Park



Figure 2.6 - University Stadium



Figure 2.8 - Laurier-Waterloo Park ION LTR station

Circulation

The surrounding area has an irregular street grid, with the Site being well connected to the existing provincial, regional, and local road network (see Figure 2.9). The overall street pattern includes larger lots around institutional and open space uses, transitioning into more fine-grained streets in the residential neighbourhoods. Seagram Drive functions as a Minor Collector and includes two vehicle lanes, cycling lanes, landscaped boulevards, and concrete sidewalks. Connections to the broader city and region are provided via University Avenue West and King Street North.

The Site is well connected to several public transit routes (see Figure 2.10). Located within the Wilfrid

Laurier University and Waterloo Park Station Area (MTSA), the Site is approximately 300 metres east of the Laurier-Waterloo Park ION LRT station and 750 metres southeast of the University of Waterloo ION Station and bus terminal, offering regional service and connections to GO Transit and the Greater Toronto Area. Additional Grand River Transit bus services, including the 202 iX-press, is provided along University Avenue, King Street North, Bridgeport Road, and Caroline Street.

The Site is connected to a robust active transportation network (see Figure 2.11). Dual sidewalks are provided on all adjacent streets, directly servicing the Site. Moreover, Seagram Drive includes bike lanes, with additional separated

cycling lanes on University Avenue West and King Street North. An entrance point to Laurel Trail is located approximately 250 metres west of the Site, on Seagram Drive. The multi-use trail supplies connections through Uptown Waterloo, the University of Waterloo, and links to the Spur Line Trail, introducing further circulation networks. Moreover, the large university and park blocks provide internal trail and walkway networks that contribute to a fine-grained active transportation network. A 3.0 metre road widening is being requested by the City of Waterloo for future improvements for a multi-use pedestrian connection between the Laurier Waterloo Park Station to the Wilfrid Laurier Campus.

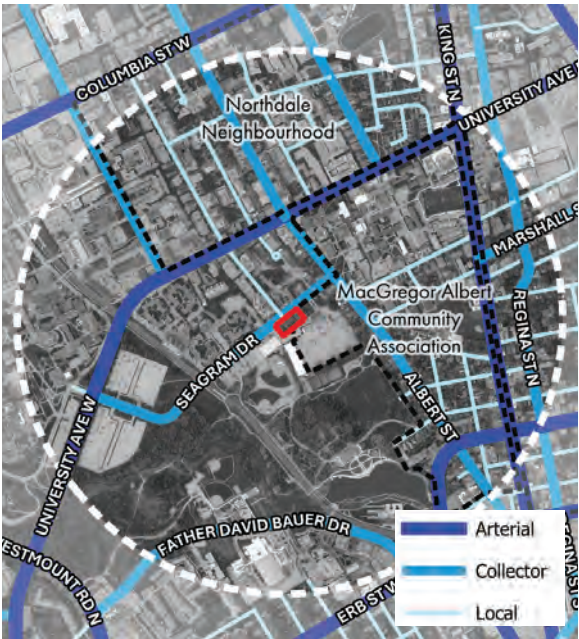


Figure 2.9 - Surrounding vehicle circulation



Figure 2.10 - Surrounding public transit

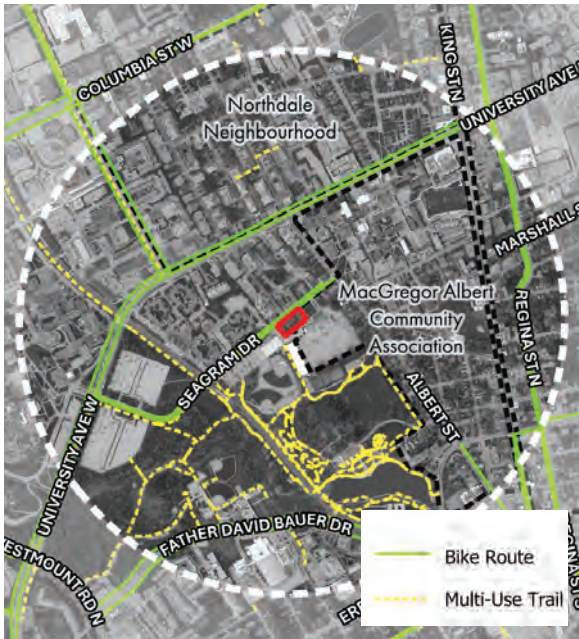


Figure 2.11 - Surrounding active transportation routes

Natural Heritage and Open Space

The Site is within walking distance of several open spaces and parks (see Figure 2.12). The Site is within 50 meters of Waterloo Park and 1 kilometre from Waterloo Public Square, providing a range of open space and recreational opportunities. While Waterloo Park contains Core and Supporting Natural Features, there are no significant natural features near the Site. Additional green space is available within the university campuses and nearby school yards, including MacGregor Senior Public School.

Summary

The Site is in a diverse neighbourhood and within a PMTSA (a primary focus for intensification to support the LRT Transit system) featuring a mix of building types, heights, and architectural styles. It is well integrated with the surrounding context and the broader region via vehicle, transit, and active transportation networks. Its proximity to Uptown Waterloo, Waterloo Park, and the two university campuses also offers convenient access to a wide range of commercial amenities and open spaces.

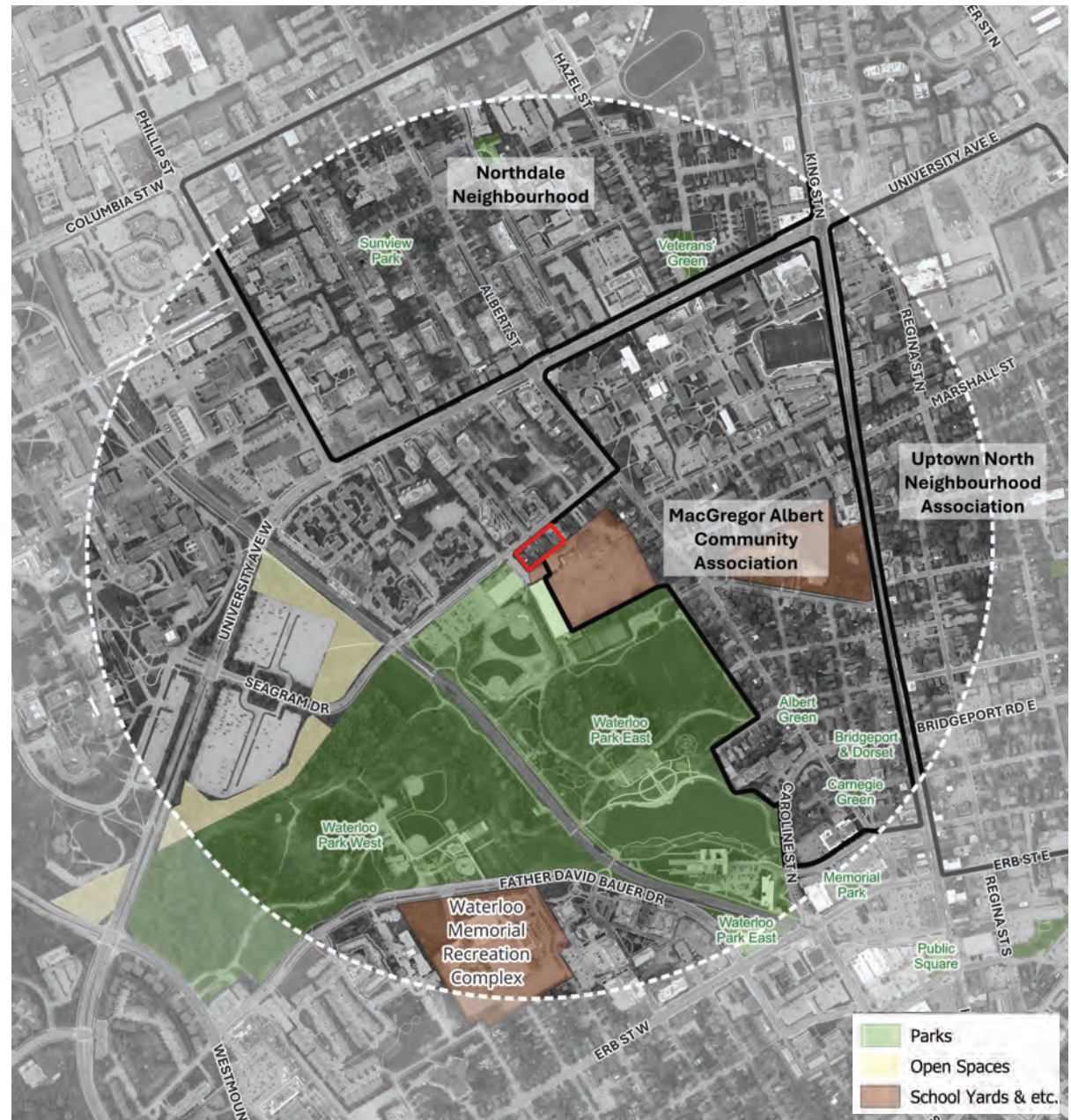


Figure 2.12 - Surrounding parks and open spaces

3.0 PROPOSED DEVELOPMENT



3.1 VISION AND OBJECTIVES

The vision for the Proposed Development at 87-95 Seagram Drive includes a high quality and vibrant design for a high-density mixed-use building which represents an efficient use of the Site within a Major Transit Station Area and a Major Corridor.

The following objectives have been identified for the purpose of achieving the vision for the redevelopment:

- Redevelop the Site to provide for a high-density mixed-use development and a more efficient use of the land and infrastructure;
- Support transit in the area, including the Laurier-Waterloo Park ION Station, with a transit-oriented development;
- Create an attractive tower form, with high quality architecture on all facades;
- Develop a well-defined podium that addresses the public realm and provides clear connections between the sidewalk and building entrances;
- Create a development that incorporates sustainable design principles and techniques; and,
- Provide a development that through the combination of massing, orientation, pedestrian entrances, architectural elements, and material selection, will result in a development that compliments the existing built form.

3.2 SITE PLAN

The Proposed Development consists of two 27-storey high-density mixed-use towers with a shared 7-storey podium base (see Figure 3.1). The development includes 522 apartment units, with a mix of 1-, 2-, 3- and 4- bedroom units. This offers a range of attainable housing options for future residents wanting to locate to both Uptown Waterloo and the universities, in an area well-served by employers and alternative transportation options. The Proposed Development also includes ground floor commercial space and office space on the 33rd and 34th floor.

The podium is setback 5.0 metres from the northern property line, 3.0 metres from the eastern property line, 5.4 metres from the southern property line, and 3.0 metres from the western property line. The Site is accessed via two vehicular driveways off Seagram Drive: one on the east side, which leads to the rear parking and loading area and one on the west side, which provides access to internal structured parking below grade. Building entrances face Seagram Drive and include separate access points for the ground floor commercial spaces and each residential tower. Additional entrances are located on the rear of the podium, providing access to surface parking.

Within the 7-storey podium there are common amenity spaces, including a lobby for both Tower 1 and Tower 2 on the ground floor. The ground floor also features commercial uses fronting Seagram Drive, activating the streetscape and enhancing the

public realm, consistent with the City's objectives for mixed-use intensification within PMTSAs. Additional amenity space is provided on the 8th floor of the Proposed Development.

Tower 1 offers a range of amenities including a dining area, movie room, game room, and lounge areas, as well as virtual reality (VR rooms) and a fitness area. Tower 2 complements these offerings with classrooms, meeting rooms, and a study area. A central breeze way connects the two towers, ensuring access to all shared amenity spaces. Also accessible from the central breezeway/viewing area is 8267 square feet of outdoor amenity space, including a pickleball court.

Servicing access is provided from Seagram Drive via the eastern driveway. Fire will be serviced directly from Seagram Drive. The garbage storage and pick up area is located within the podium, at the rear of the Proposed Development. Truck turning movements are accommodated within the Site.

SEAGRAM DRIVE

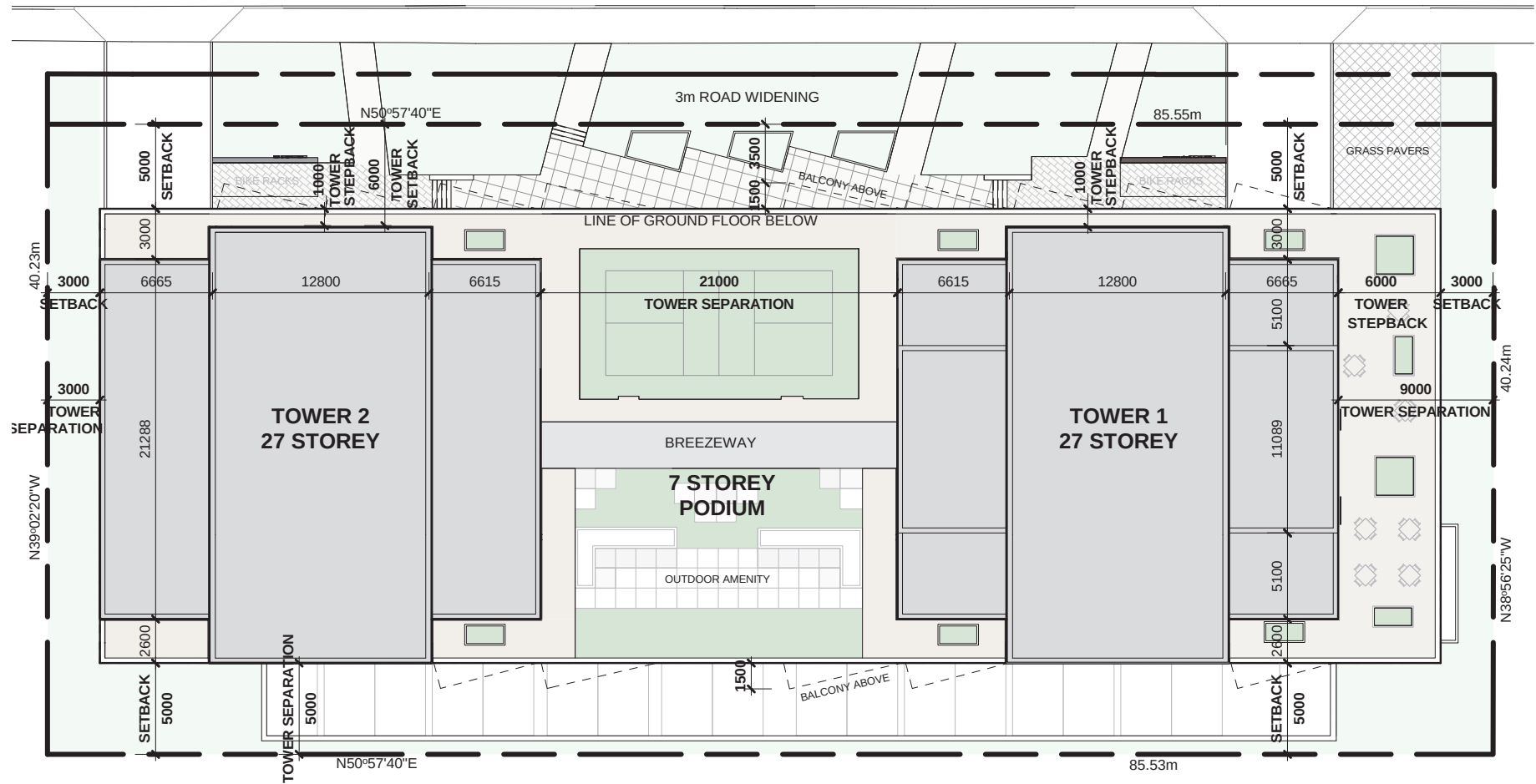


Figure 3.1 - Proposed Site Plan (Masri O Architects, December 2025)

3.3 BUILDING DESIGN

Built Form and Massing

The Proposed Development features a podium and point tower form (see Figure 3.2), with two towers positioned at the eastern and western portion of the podium, separated by 21.0 metres. Both towers are setback 6.0 metres from the northern property line and 5.0 metres from the southern property line. Tower 1 is setback 3.0 metres from the western edge, while Tower 2 is setback 9.0 metres from the eastern, providing adequate separation and consideration of potential redevelopment of adjacent eastern lands.

Podium Design

The Proposed Development features a 7-storey podium base designed to provide a pedestrian-scaled massing along Seagram Drive, integrated harmoniously with the surrounding built form, which includes a mix of low, medium and high-rise buildings (see Figure 3.3). The podium height is 7-storeys due to the grade change from east to west along the Site frontage. This change enables first-storey heights ranging from 3.0 metres to 6.0 metres, accommodating active commercial uses and accessibility requirements, while a reduced second-storey height allows for the inclusion of residential units. Due to the grade change and the integration of the second storey into the architectural expression of the first floor through materials and finishes, the podium is perceived as 6-storeys along Seagram Drive.



Figure 3.2 - Proposed podium and point tower massing (Masri O Architects, December 2025)

The podium offers access to both residential towers as well as the street-facing commercial units. Primary entrances to the residential lobbies are recessed into the podium design to mitigate potential wind impacts and to provide comfortable, sheltered entry points. The street edge is clearly defined, with accessible design provided to both the commercial units and residential lobby areas. The setback of the podium along Seagram Drive allows for clear sightlines to building entrances and the public sidewalk, supporting safe access and minimizing potential conflicts between pedestrians and cyclists.

The ground floor commercial component, along with the residential units above, will contribute to an active façade and vibrant streetscape along the Seagram Drive frontage. Transparent glazing is provided along the commercial units to allow for clear views in and out of the podium, promoting natural surveillance and enhancing the public realm. Commercial and residential uses are separated through the building design through distinct entrances. Balconies projecting from the above residential unit facades provide additional articulation and “eyes on the street,” further supporting a safe and animated pedestrian environment.

The material palette incorporates a design language that references the modern design in the Northdale neighbourhood. The material palette includes white and dark grey panelling combined with window glazing and balconies, contributing to a cohesive aesthetic.

The rooftop of the podium, located on the 8th floor, will be activated with shared amenity spaces that are easily accessible from both the towers, offering residents convenient outdoor recreation and social areas. A breezeway located atop the podium and setback from the podium façade will not be visible

from the street frontage or public realm, ensuring the pedestrian scale of the podium design is maintained along Seagram Drive. Parking is provided underground and screened from view, further supporting a pedestrian friendly streetscape.



Figure 3.3 - Proposed podium design with ground floor commercial (Masri O Architects, December 2025)

Tower Design

Above the podium, the design transitions to two-point towers that are stepped back from the podium to create a distinct massing (see Figure 3.4). The point towers each have 617 square metre floor plates, creating slender tower profiles. Further, the towers accommodate appropriate step-backs from the podium to maintain a pedestrian scale podium and provide for a visually appealing tower design.

The towers are located at the eastern and western portion of the podium, separated by 21.0 metres, providing adequate separation and consideration of potential redevelopment of adjacent eastern lands. Typical residential floors within the towers include a mix of 1-, 2-, 3, and 4-bedroom units.

The tower façade design integrates with the design of the podium, utilizing a rhythmic pattern of white and grey panels and windows, creating continuity. The front vertical edge/conners of the tower are also stepped-in, providing visual interest and reducing perceived mass, opposed to a flat façade. The upper floors of the tower further simplify the design to create distinct top features, such as larger areas of vision glass.

A 9-metre-tall mechanical penthouse is seamlessly integrated into the tower design, servicing each building while contributing to the visual character of the Waterloo skyline. The mechanical penthouse is screened by the high parapet walls that extend the architectural language and materiality of the towers upper levels, ensuring a cohesive and refined appearance.



Figure 3.4 - Proposed tower design (Masri O Architects, December 2025)

Microclimate

A shadow study was prepared by Masri O Architects (see Figure 3.5). The study concluded that the Proposed Development meets the criteria for shadows on adjacent properties, public spaces, and residential yards. Specifically:

- Public plazas, parks, and open spaces have no new net shadow between 10am and 4pm during the September test times;
- School yards have continuous sun on 50 percent of the area between 9am and 4pm during all test dates;
- Public sidewalks on the opposite side have a minimum of 50 percent sun coverage between 9am and 6pm during the March and September test times, as provided by the slender point tower forms; and,
- Nearby residential yards have a minimum of 3 continuous hours of sun during the March and September test times.

A Pedestrian Wind Assessment was prepared by SLR Consulting Ltd. The study concluded that the existing wind comfort conditions on-site and surrounding are comfortable. The assessment further concluded that the wind safety criterion is generally met in all areas, however, it is recommended to either recess the entrance from the main façade or instal a vertical wind screen to the west of the door to provide local wind shelter. A wind screen is also recommended near the southwest building corner as well as along the pickleball court, to improve safety conditions and provide local wind shelter.



Figure 3.5 - Shadow Study (Masri O Architects, November 2025)

3.4 ACCESS, CIRCULATION, PARKING, AND SERVICES

Active Transportation

Pedestrian access is provided from Seagram Drive, linking with the existing sidewalk network that services the Site (see Figure 3.6). Main building entrances are oriented towards Seagram Drive and are sheltered with overhead canopies provided from above residential balconies. Ground floor commercial spaces and residential towers will have direct access to Seagram Drive, enhancing street level activity and accessibility. The development also ensures barrier-free access to both residential and non-residential areas, as well as to the landscaped area along the street frontage, encouraging pedestrian use and comfort.

A large indoor bicycle parking area is provided within both the basement and the 2nd floor of the podium, with additional bike parking located outdoors for visitors, along the Seagram Drive frontage. A total of 560 bicycle parking stalls is provided – 540 Type A bicycle parking and 20 Type B bicycle parking.

Vehicle and Loading Access

Vehicle access to the Proposed Development is provided from Seagram Drive (see Figure 3.7). Two vehicular driveways service the Site. The eastern driveway leads to rear parking and the loading area (partially covered by the podium above), while

the western driveway provides access to internal structured parking. A total of 76 vehicle parking spaces is provided. 4 barrier free parking spaces (Type A and Type B) is also available, ensuring convenient access to the building's elevators, supporting accessibility for all users. Parking areas are located under and within the building mass, and to the rear of the Site, screened from view of the public realm. Emergency access is provided on Seagram Drive and truck turning movements are accommodated within the Site.

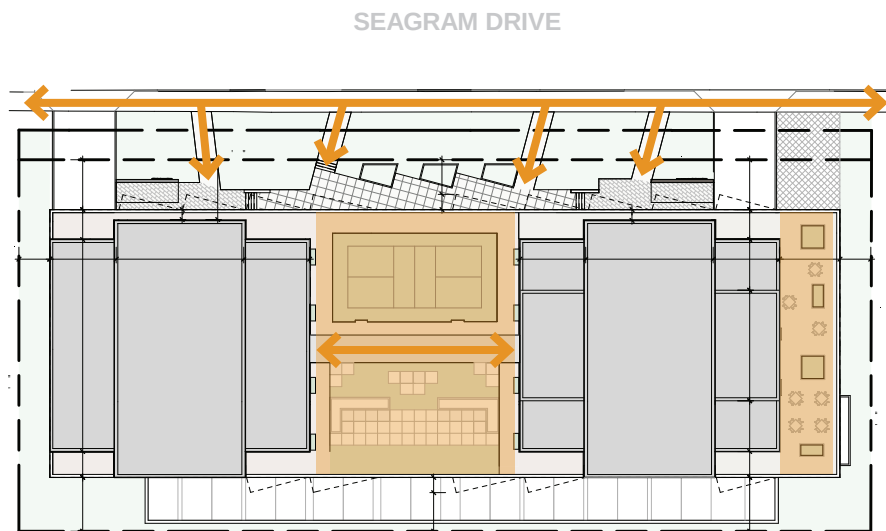


Figure 3.6 - Pedestrian circulation

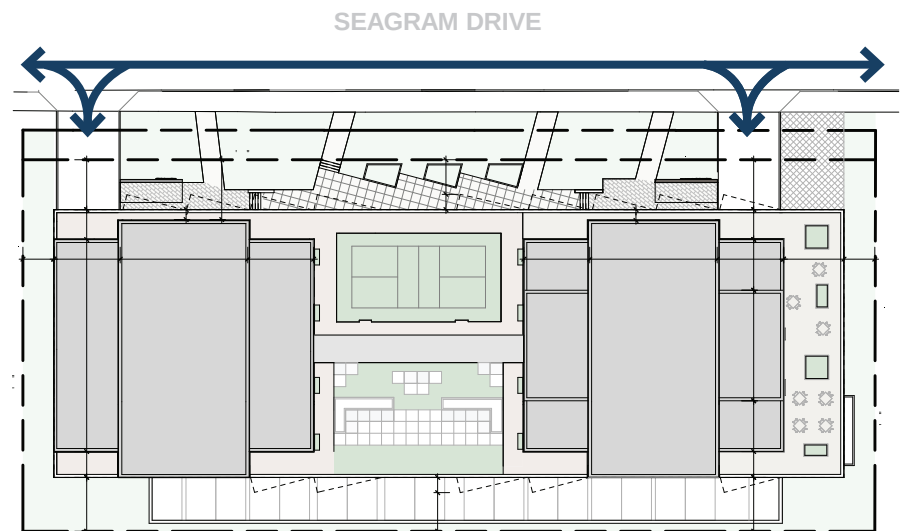


Figure 3.7 - Vehicle circulation

3.5 PUBLIC REALM AND LANDSCAPE DESIGN

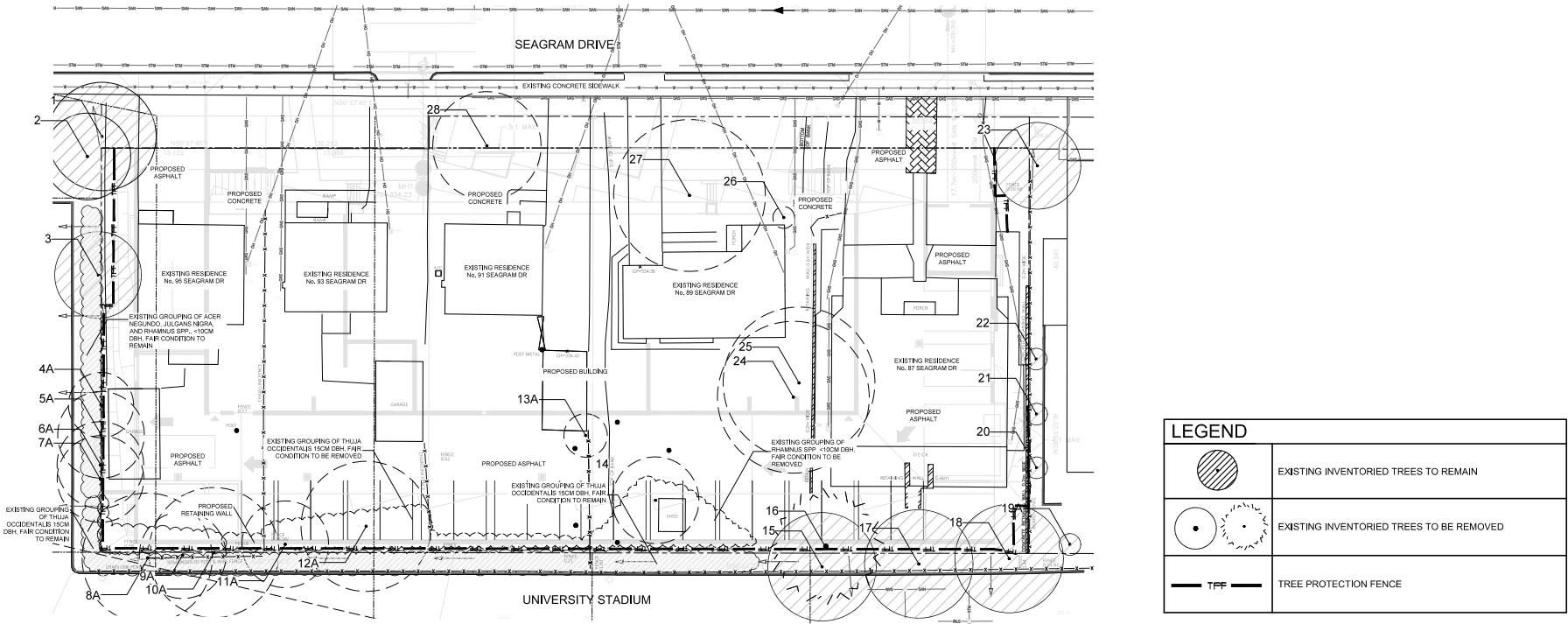
The Proposed Development prioritizes a safe and engaging public realm through thoughtful design strategies grounded in Crime Prevention Through Environmental Design (CPTED) principles. Active ground-floor uses, and residential balconies above contribute to natural surveillance, enhancing the sense of safety and vibrancy along the street. Large windows along the Seagram Drive frontage further promote visual connection between the public and private realms, reinforcing the feeling of security. Entrapment areas are avoided by orienting primary building entrances towards Seagram Drive, located

at the end of visible walkways, maintaining clear sightlines.

As for the landscape design, the buildings main pedestrian entrances are marked with broad walkways framed by gardens. Raised planters, permeable pavers, and street trees provide additional landscaping to soften the buildings edge. Landscaped buffers, including mature street trees along the rear property line, boarder the Sites perimeter, creating a transition to adjacent recreational, residential, and institute uses, such

as University Stadium. Additionally, the landscape design considers the preservation of existing trees, including several native species (see Figure 3.8)

The preliminary design for the 8th floor rooftop amenity area features seating, planters, a pickle ball court, and a central breezeway, creating a common gathering space for future residents. The amenity area is connected to indoor amenity areas and is accessible from both Tower 1 and Tower 2.



3.6 SUSTAINABILITY

The Site design creates a compact urban form that represents an efficient use of land within the Wilfrid Laurier University and Waterloo Park Station Area. Active transportation is encouraged through connections to the public sidewalk and provision of bicycle parking. Further, the Sites proximity to the ION LRT station encourages public transit use (see Figure 3.9).

An Energy Strategy Study was prepared by Masri O Architects, which found that the Proposed Development incorporates resilience through high-quality and durable building materials, use of electricity-based systems that can be supported by alternative modes of energy production, and that provides intensification in a central location, making use of existing infrastructure.

Additional sustainability measures will be explored through the Site Plan Approval process.



Figure 3.9 - Proximity to ION LRT stations

4.0 POLICY CONTEXT AND ANALYSIS



4.1 CITY OF WATERLOO OFFICIAL PLAN

The Site is designated Mixed-Use High Density Residential within the City of Waterloo Official Plan. The Mixed-Use High Density Residential designation is intended to provide opportunities for substantial levels of intensification, encouraging high density, mixed-use, primarily residential development in Major Nodes and Major Corridors. The Site is further designated within the Wilfrid Laurier University and Waterloo Park Station Area (PMTSA), further promoting intensification.

The applicable policy review of the Official Plan, as outlined below, includes sections 3.11.1 (General Urban Design Policies), 3.11.2 (Urban Design within Nodes and Corridors), and 3.11.4 (Urban Design within Station Areas).

3.11.1 General Urban Design Policies

Intensification: The Proposed Development supports intensification through introducing a mixed-use, high-density development in a location that is well served by existing infrastructure, transit, and community amenities. Moreover, a mix of 1-, 2-, 3- and 4-bedroom units are available, providing a range of housing options. The development is compatible with the surrounding area and supports the transition of the area from auto-oriented uses to a compact urban form, aligning with intensification objectives.

Character: The Proposed Development has been designed to reinforce the character of the Wilfrid Laurier University and Waterloo Park Station Area and the nearby Northdale neighbourhood

through a contemporary built form that integrates sensitively with its context. The building has an identifiable character with a distinct base, middle and top. The material palette incorporates white and grey paneling combined with window glazing. These elements are consistent with the surrounding neighbourhood. Moreover, the large windows at grade encourage interaction between the public and private realm, as well as providing surveillance.

Views and Vistas: The development takes advantage of its location to provide views to all directions. In specific, Waterloo Park is located approximately 50 meters south of the Site, with views provided from the rooftop amenity space as well as from south facing residential units. The point tower design minimizes visual bulk and maintains sky views, and tower separation helps reduce visual obstruction from public vantage points. The 7-storey podium addresses the public realm, with thoughtful articulation ensuring visual interest at multiple scales. Overall, the building will become a prominent part of the Major Corridor, providing a high-quality designed development in the area.

Streetscapes: The proposed building, including its primary entrances, is thoughtfully oriented toward Seagram Drive to compliment and enhance the character of the surrounding context. The development will provide direct connections to the public sidewalk network, incorporate high-quality landscaping along street frontages, and feature visually appealing facades that contribute positively

to the public realm. Large windows along the façade will enhance transparency and foster a sense of permeability between public and private spaces. The detailed landscape plan will be explored within the Site Plan Approval process and will refine the integration of public and private space along street frontages.

Landmarks: The Proposed Development includes two slender 27-storey towers that are designed to stand out, while remaining sensitive to the surrounding context. The towers heights, massing, and architectural detailing establish a strong visual orientation and contribute positively to the evolving identity of the area. The podium is designed to compliment the towers and provide a human-scaled streetscape that enhances the public realm, ensuring the development is visually engaging and contributes positively to the surrounding context.

Safety and Security: The Site design considers Crime Prevention through Environmental Design (CPTED) principles. Surveillance is provided along street frontages through ground floor commercial units with transparent glazing. The pedestrian circulation network is continuous, avoiding dead ends and entrapment areas. CPTED principles will be further addressed and refined during the Site Plan Approval process.

Site Circulation: The Proposed Development emphasizes pedestrian movement, aligning with City goals. The Site is in proximity to public transit and active transit routes, such as the Laurier-Waterloo Park ION LTR station and Laurel Trail. The design also supports barrier-free access to all building entrances, common spaces, and surrounding public areas. Two large indoor bicycle parking areas are proposed within the podium, located in proximity to entrances and elevators to allow for easy access. Further bicycle parking is provided along the Seagram Drive frontage. Vehicular access is provided via two driveway entrances from Seagram, directing traffic to internal and rear routes. Parking and loading areas are screened from the public view.

Transit-Oriented Design: The Site is located within the Waterloo Park Station Area. The Site is approximately 300 metres east of the Laurier-Waterloo Park ION Station and 750 metres southeast of the University of Waterloo ION Station and bus terminal, offering regional service and connections to GO Transit. Additional Grand River Transit bus services, including the 202 iX-press, is provided along University Avenue, King Street North, Bridgeport Road, and Caroline Street. Incorporating integrated Site amenities, such as bicycle parking, further supports sustainable transportation.

Universal Design: The Site is designed to be universally accessible, providing barrier-free access to both the non-residential and residential areas. Additionally, accessible parking spaces are in proximity to building entrances and elevators.

Parking: Vehicle parking is located underground and to the rear of the podium behind the planned active uses, allowing for the optimization of the lands while being screened from the public realm.

Site Servicing Areas: Loading areas are located internally, within the podium, and are screened from public view. Truck turning movements are accommodated within the Site.

Outdoor Lighting & Signage: Outdoor lighting will be designed to be dark sky compliant and provide for safe pedestrian areas. Entrances to the building will be well lit. The detailed lighting and signage design will be provided through the Site Plan Approval process.

Compatible Development: The proposed mixed-use building is compatible with surrounding land uses. The overall height and massing are compatible with the Site's location in a Major Transit Station Area, with setbacks and step-backs provided to address the public realm. Moreover, the contemporary architectural style, detailing, and materiality complements the surrounding neighbourhood context.

Human-Scale Development: The Proposed Development prioritizes human-scale design by creating a comfortable and engaging environment for pedestrians and residents. The 7-storey podium is designed to activate the street with vibrant commercial uses, enhancing the pedestrian experience along Seagram Drive. The slender tower profile ensures minimal adverse impacts on the surrounding context. The design also incorporates

elements such as landscaped buffers and outdoor amenity spaces, contributing to a human-scale experience.

Building Design: The building design compliments and enhances the surrounding neighbourhood character and context. As explored above, the architectural design contributes to a cohesive and attractive streetscape. Further, principal entrances are oriented to Seagram Drive and include overhangs, reinforcing the building's relationship with the public realm and pedestrian comfort. The ground floor utilizes commercial units and common areas with visible entrances and high levels of transparency to create an active frontage along Seagram Drive. Additionally, the building's facades are well articulated with material changes, projections, and balconies to create visual interest and break up the massing. Parking is located within the building and to the rear of the Site, screened from public view.

Landscape Design: The proposed landscaping incorporates a distribution of hard and soft landscaping, contributing toward a coordinated and enhanced Site design and streetscape. The rooftop of the podium, located on the 8th floor, includes shared amenity space that is easily accessible from both towers, offering residents convenient outdoor recreation and social areas. Landscaped buffers are provided along property lines, with the inclusion of mature street trees, creating privacy between uses and treatment along the edge of University Stadium. Additionally, the building's main entrances are framed by gardens. Further landscaping details will be explored during the Site Plan Approval phase.

Site Amenities: A range of amenities is provided within the Proposed Development. Approximately 2704 square metres of amenity space is supplied in the form of internal meeting rooms, lounge areas, karaoke rooms, virtual reality rooms, and a fitness area, etc.

Sustainable Design: The Site plans for intensification within a major transit station area which is a primary target for intensification and mixed-use development. The Site prioritizes the comfort and convenience of pedestrians and cyclists, featuring a connected pedestrian network, landscaped outdoor spaces, street trees, bicycle parking, and a compact urban form. Specific sustainability measures will be addressed through a subsequent Site Plan Approval application.

Priority: The Proposed Development places a strong emphasis on urban design. The design focuses on creating an attractive, sustainable, and well-connected environment that aligns with the City's priorities for urban vibrancy, quality of life, and community impact.

3.11.2 Urban Design within Nodes and Corridors

Connectivity: The Proposed Development promotes connectivity, with emphasis on pedestrian movement. Both on and off-site circulation is comfortable and functional for all modes of transportation. The proposed building, along with primary building entrances, are oriented towards the street, addressing the public realm. The development

will feature direct access to the public sidewalk network, as well as proximity to active and public transit routes. Additionally, the Site is designed to be universally accessible, providing barrier free access.

Interest: The Proposed Development will result in visual interest and active spaces.

Building Design: The design of the proposed building will contribute to a high quality and coordinated streetscape. The contemporary design of the building complements the surrounding neighbourhoods.

Built Form and Massing: The Proposed Development includes a point tower and podium form with a clearly distinguished base, middle, and top. The proposed podium form is oriented toward the street with setbacks meeting the minimum requirements, creating a sense of enclosure along Seagram Drive. Above the podium, the design transitions to two-point towers that are stepped back from the podium to create a distinct massing. The building façades are well articulated with material changes, projections, and balconies to create visual interest and break up the massing. Further, the design and massing of the building relates to the surrounding context, street proportions, and human scale dimensions.

Skyline: As reviewed throughout other policies, the design of the building will have articulated massing and supporting architectural features that create an interesting and recognizable skyline coordinated with other surrounding buildings from many views and vantage points.

Site Amenities: As discussed above, 2704 square metres of indoor and outdoor amenity space is provided, encouraging a range of Site amenities.

3.11.4 Urban Design within Station Areas

Place Making: The Proposed Development will enhance the public realm by creating vibrant, attractive, and safe public and private spaces. The streetscape will complement the surrounding context, with clear connections to transit routes, amenity spaces, and public streets. Moreover, the development will prioritize pedestrian-friendly design, ensuring that public spaces feel welcoming and accessible.

Pedestrian Orientation: The Proposed Development prioritizes safety, accessibility, connectivity, and ease of navigation for people of all abilities and ages. Connectivity to and from transit stops is enhanced through Site design. The Site is connected to the sidewalk along Seagram Drive. Details such as lighting, seating, and shading will be further developed during the Site Plan Approval process.

Building Orientation: Buildings are oriented towards the street, with direct connections to walkways.

Built Form: The built form is thoughtfully designed with primary building entrances and facades oriented toward the street, reinforcing a strong urban presence. The podium features minimal setbacks, creating defined street wall that enhances the public realm and fosters a sense of enclosure at the pedestrian scale. The podium also includes

4.2 OFFICIAL PLAN AMENDMENT 58

transparent glazing to address the public realm and promote safety. Above, the two point tower forms are setback from the podium, establishing a transition in height and demonstrating sensitivity to the surrounding context.

High-quality materials are used throughout the built form and are responsive to the surrounding neighbourhood. Visual interest is further addressed through projections, podium balconies, and material articulation, contributing to a dynamic and visually engaging streetscape.

Sustainable Design: The development considers sustainable design within a Station Area. Specific details will be explored within the Site Plan Approval phase.

Community Character: The Proposed Development has been thoughtfully designed to respect the character of the existing Station Area and will enhance the surrounding built environment and context.

Parking: Most vehicle parking is provided underground, with a limited amount of surface parking located at the rear of the Site, screened from view to maintain an emphasise on pedestrian circulation.

3.9.3 General Urban Design Policies

Public Realm and Streetscapes: The streetscape design considers a variation in building typology, massing, architectural detailing, and materiality. Located within a PMTSA, the Site promotes active transportation and connection to transit stations. Pedestrian circulation and the inclusion of 560 bicycle parking spaces further promotes active transportation.

The Proposed Development considers a continuous street wall by providing limited setbacks from Seagram Drive, contributing to a human scale streetscape. Frequent and accessible building entrances are provided along the street frontage, supplying connection to ground floor commercial units and residential lobbies. The ground floor also includes a high level of transparency, creating a sense of safety, addressing the public realm. Parking is provided internally and to the rear of the Site, with limited impact on the public realm. The inclusion of landscaping and street trees also contribute to pedestrian comfort and well-being.

Built Form and Building Typologies: The built form of the Proposed Development contributes to a safe, accessible, and visually interesting environment. The building integrates harmoniously to the surrounding context, addressing the public realm, street frontage, and neighbourhood character. The two point tower forms are setback from the 7-storey podium base, providing a transition in height and reducing impacts on surrounding uses. Projections, recesses, changes

in materiality, and façade articulation further break the visual impact of the built form. Adequate tower separation is provided, with consideration of potential redevelopment of adjacent lands.

Major Transit Station Areas: The Site is within the Wilfrid Laurier University and Waterloo Park Station Area, providing convenient access and movement within and around transit facilities. On-site parking is provided underground and to the rear of the proposed building, screened from public view and promoting pedestrian circulation. Pedestrian movement is further supported through the inclusion of ground floor active uses in the form of commercial units.

Priority: The Proposed Development emphasizes urban design, contributing to an attractive and liveable city – a city designed for people with a strong and coherent sense of place.

4.3 CITY OF WATERLOO URBAN DESIGN MANUAL

General City Design Guidelines

The City of Waterloo Urban Design Manual (UDM) contains detailed standards, guidelines, and reference material that implements design objectives City wide. The following is a summary of key guidelines within the UDM that are achieved by the Proposed Development:

- The Site is designed to stimulate social interaction and support human activity (UDM 2.1.1).
- The Proposed Development considers human scale in the design of building entrances and landscape features (UDM 2.1.2).
- To minimize adverse impacts on the surrounding context, landscape buffers are provided, and the building form is compatible with the surrounding built environment (UDM 2.1.3).
- The Site has been designed with consideration of key Crime Prevention Through Environmental Design (CPTED) principles (UDM 2.1.4).
- The development promotes higher-density housing and street-level active uses near transit routes and major transit stops (UDM 2.1.5).
- The building facades have been designed with visual interest, including prominent entrances, windows, complimentary architectural elements, and coordinated building materials (UDM 2.1.6).
- The Site design supports amenity space in the form of landscaped entrance areas, a sports court, and outdoor rooftop patio areas, enhancing the quality of life (UDM 2.1.7).

- The Proposed Development will consider sustainable landscape treatments. Further details will be explored within the Site Plan Approval process (UDM 2.1.8).
- Lighting specifics will be examined during Site Plan Approval (UDM 2.1.9).
- The development respects the existing context and achieves a sense of place, incorporating existing features and surrounding neighbourhood character, as well as contributing to interesting views and vistas (UDM 2.2).
- The Site is designed with efficient circulation, regarding pedestrian accessibility and neighbourhood connectivity, as well as creating engaging spaces for all users (UDM 2.3).
- Sustainable design techniques will be explored and are encouraged (UDM 2.5)

Supplemental Design Guidelines – 3.1.4 Tall Buildings

The City of Waterloo promotes tall buildings through its Official Plan policies and Zoning By-law regulations which establish criteria for setbacks, density and height.

Built Form

The built form includes a distinct base, middle, and top to reinforce human scale and visual interest. A cohesive architectural composition is achieved using complimentary materials and coordinated design elements. The Proposed Development also addresses shadow impacts on the surrounding

context and incorporates massing transitions, such as step-backs and articulated façade, to ensure a sensitive and contextually appropriate built form.

Detailing

The building detailing will reinforce both human scale and contextual harmony. Entrances are proportionate to the overall building scale, and the 7-storey podium relates to the pedestrian scale. Building materials compliment the surrounding character, incorporating a design language that references the modern designs in the Northdale neighbourhood. Additionally, large windows provide surveillance on the public realm, promoting comfort and safety.

Circulation and Servicing Areas

Direct and convenient access will be provided for all loading facilities. Moreover, the loading area is located internally at the rear of the Proposed Development, screened from view, enhancing the public realm. Short delivery parking is also located in proximity to building entrances.

Site Amenities

The Site provides a variety of outdoor amenities such as a roof-top terrace, pickle-ball court, and seating areas. A row of street trees is also apparent along the eastern and western property line, along with additional garden space fronting the property. Abundant bicycle parking is also provided within the podium and along the Seagram Drive frontage, encouraging pedestrian circulation.

5.0 CONCLUSION



This Urban Design Brief concludes that the Proposed Development incorporates a high-quality of urban design and meets the proposed vision and objectives through the following:

- Creating a compact, mixed-use urban development that provides a more efficient use of land and infrastructure, as well as aligns with the transit-supportive goals of the PMTSA;
- Developing a well-defined podium that addresses the public realm and provides clear connections between the sidewalk and building entrances;
- Creating an active streetscape along Seagram Drive with ground floor commercial units;
- Providing abundant bicycle parking and barrier-free pedestrian connections to promote active transportation; and,
- Utilizing a façade design and material palette that compliments the surrounding context.

It is our opinion that the proposed Official Plan Amendment and Zoning Bylaw Amendment applications reflect the intent, policies, and guidelines of the City of Waterloo Official Plan, Official Plan Amendment 58, and Urban Design Manual, and represent good urban design.

Respectfully submitted,



Pierre Chauvin, MA, MCIP, RPP
Partner



Kate Wills, BES, MCIP, RPP
Associate



Adrienne Mason, BES
Urban Designer

