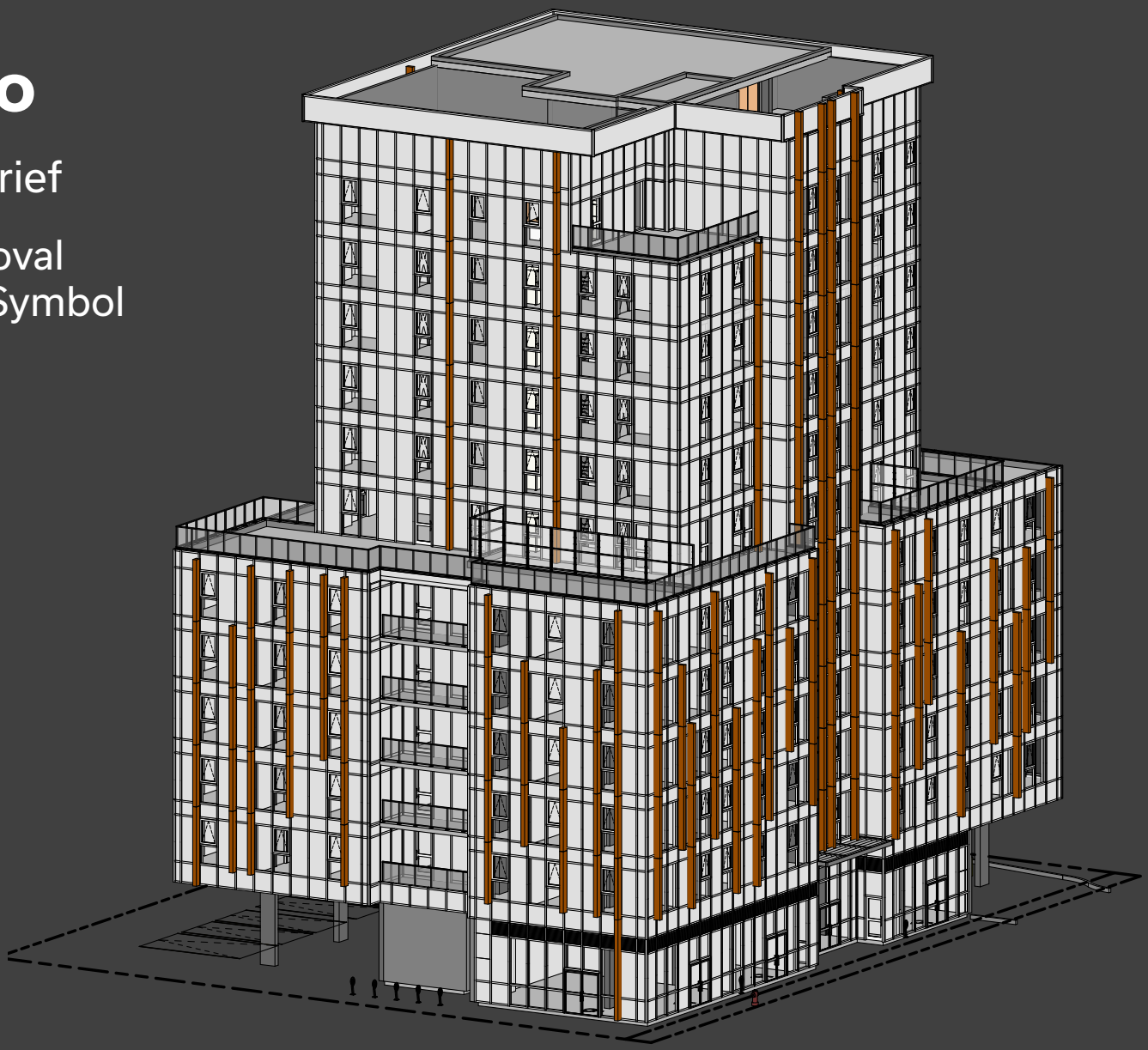
251 Hazel Street
Waterloo, Ontario

Planning and Urban Design Brief

Applications for Site Plan Approval
and to Lift the Zoning Holding Symbol



August 1, 2025

NEW GENERATION DESIGN WAVE

The Planning Partnership

ROMBALD INC.
Engineers Specializing in Building Services

GRIT ENGINEERING INC

Hill Design Studio
Landscape Architectural Consultants

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1. INTRODUCTION

This Planning and Urban Design Brief ("Brief") has been prepared by The Planning Partnership ("TPP") on behalf of 247 Hazel Inc., (the "Applicant") in support of the Site Plan Approval application and the application to lift the zoning holding symbol for the property known municipally as 247-251 Hazel Street, in the City of Waterloo (the "Subject Site"). The proposed applications would permit a 12 storey mixed use development with approximately 180.8 square metres of commercial uses on the ground floor, 94 residential dwelling units throughout the upper floors, and 546.2 square metres of amenity space (the "Proposed Development").

The Subject Site is located along the west side of Hazel Street, approximately 20 metres north of University Avenue West, a key artery through and gateway into the City. The rectangular shaped site covers approximately 1,637 square metres, with a frontage of approximately 45 metres, and a depth of approximately 35 metres. The applicant previously attempted to acquire the property to the south to consolidate this portion of the block but was unsuccessful.

From a land use perspective, the Proposed Development is consistent with and conforms to applicable Provincial and local planning policy frameworks. The Proposed Development will allow for the infilling and intensification of a significantly under-utilized high-density development site within the City of Waterloo's evolving Northdale Neighbourhood, replacing existing single detached dwellings with an appropriately-scaled and well-proportioned mixed-use development project, which will create expanded housing opportunities along with new commercial services and employment opportunities, and in doing so, facilitate an engaging public realm and a creative building design to support the creation of a complete community.

From an urban design perspective, the Proposed Development will incorporate a well-sculpted, sleek built form that accentuates the podium/tower typology required by the City with additional articulation creating visual interest. Coupled with active uses along the entire

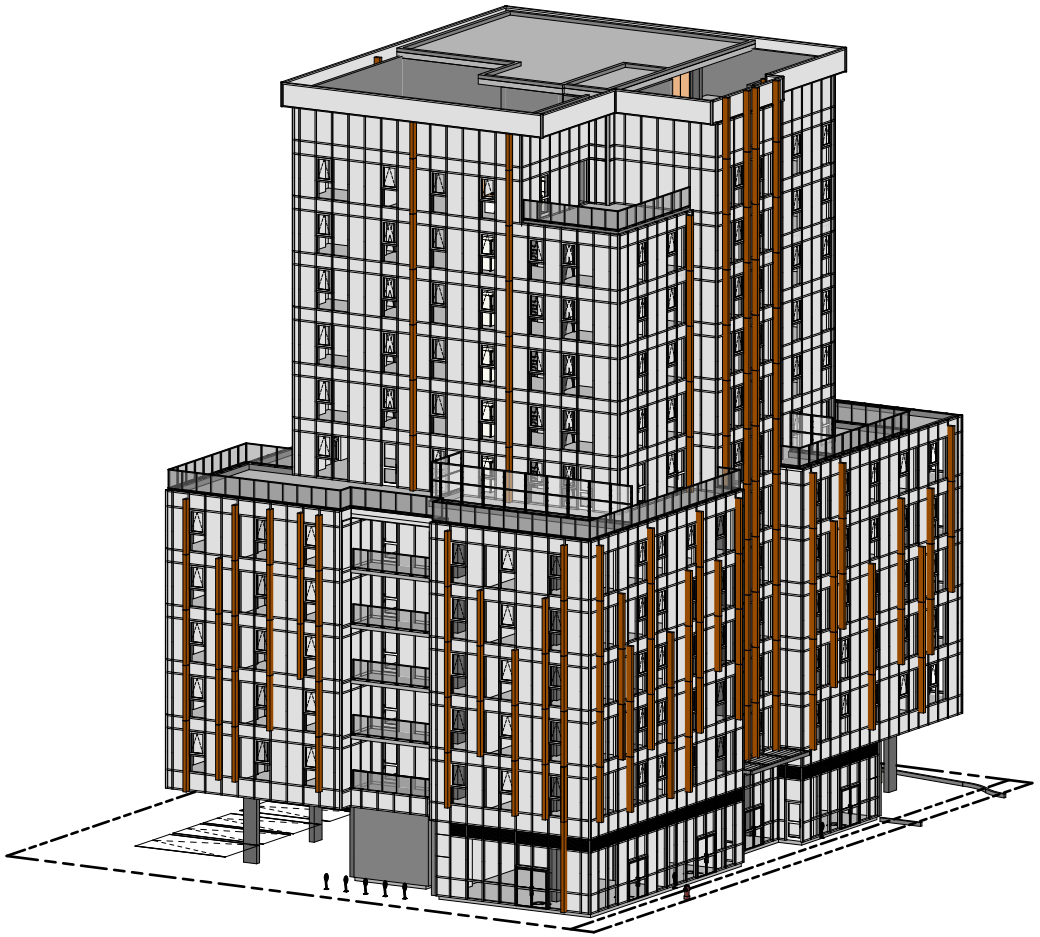


FIGURE 1: PROPOSED DEVELOPMENT

street frontage, the Proposed Development will establish an urban built form condition and support an engaging, pedestrian-friendly environment that is especially desirable given the Site's location in proximity to Wilfrid Laurier University's main campus.

The Proposed Development complies with all but two zoning regulations, including those that restrict the maximum building height and density. As such, a Minor Variance application will be submitted in the future, following endorsement of the Site Plan application by City staff, in order to refine two zoning regulations within Zoning By-law 2018-050 in order to permit architectural variety through a creative massing element, and reflect the necessary function and layout of the ground floor.

A Pre-submission Consultation Meeting was previously held with City staff on January 31, 2025 for a Zoning By-law Amendment application. Following this Pre-submission Consultation, refinements were made to the Proposed Development to further align with the Zoning By-law, whereby a Zoning By-law Amendment application is no longer needed and, in its place, a Minor Variance application will be pursued, as discussed and confirmed with City staff. In addition to this Planning and Urban Design Brief, the following technical and supporting studies and plans have also been prepared and included as part of this Site Plan application and the associate application to lift the holding symbol:

- Site Plan
- Floor Plans
- Building Elevation Drawings
- Sun/Shadow Study
- Wind Study
- Energy Study
- Functional Servicing and Stormwater Management Report
- Noise Study
- Traffic Impact Study

This Brief has been prepared to review and evaluate the Proposed Development and the applications for Site Plan Approval and to lift the zoning holding symbol in the context of all applicable and evolving Provincial and local planning and urban design policies, guidelines, and regulations. Based upon a detailed review and evaluation of the Proposed Development against this emerging framework, as summarized in this Brief, it is our conclusion that the Proposed Development will effectively intensify the Subject Site in conformity with the City's Official Plan and various Urban Design Guidelines, and in a manner that assists with the creation of a more vibrant, active and complete community, while also assisting the City in achieving its growth and intensification targets and requirements.

Overall, it is our opinion that the Proposed Development is appropriate and represents "good planning" and good, thoughtful urban design, and will help to further diversify an already complete community, provide new jobs and commercial services, create expanded housing opportunities, support the existing and planned infrastructure for this area, and intensify an otherwise underutilized site in the City of Waterloo.

2. CONTEXT ANALYSIS

2.1 SUBJECT SITE

The Subject Site is municipally known as 247-251 Hazel Street, situated within the Columbia District and the Northdale Neighbourhood in the City of Waterloo. The Subject Site is approximately 0.1637 hectares (1,637.198 square metres) in size, with a frontage of approximately 44.8 metres onto Hazel Street. The topography of the Subject Site is predominantly flat with a slight slope descending towards University Avenue West.

Hazel Street is a considered a Minor Collector road and provides connectivity in the north-south directions between University Avenue West at the south end, looping around to Albert Street at the north end. Approximately 1.4 metres of the Subject Site along Hazel Street has been allocated for a road widening. Hazel Street is serviced by the 19 and 91 bus routes, offering connections between St. Jacobs Market, Northfield Station, the University of Waterloo Station and other destinations. Moreover, University Avenue is in close proximity to the Subject Site, a Regional Arterial road offering east-west connections locally as well as access to regional public transit.

Currently, the Subject Site is occupied by three single-detached dwellings which provide a total of 9 units and 34 rooms. Typically, these units are rented on a short-term basis (based on “semesters”) by students attending Wilfrid Laurier University’s Waterloo Campus. The single-detached dwellings exhibit a suburban style of development reflective of historical trends. However, the Northdale Neighbourhood has undergone a deliberate, pre-planned evolution into a higher density complete community to accommodate significant residential intensification in order to keep up with the growing demand for housing from students and the general population.

2.2 NORTHDALE NEIGHBOURHOOD

Historically, the Northdale Neighbourhood has been a suburban residential neighbourhood which has undergone a demographic shift over time to support an increasing student population. Corresponding to this demographic change, the predominate housing tenure of the neighbourhood has also shifted



FIGURE 2: SUBJECT SITE

from primarily ownership to primarily rental. Over time, the increasing demand for rental units or rooms has driven many single detached dwellings to be converted to support multiple units. The neighbourhood has a whole has evolved to include a range of residential unit types and dispositions, that modestly intensified the area. Building on this gradual change, recent changes to planning policies and guidelines have provide a strong mandate to support growth and intensification in the area, envisioning the neighbourhood's ongoing evolution into a higher density complete community.

The City of Waterloo's Official Plan anticipates that the Northdale Neighbourhood will accommodate a large portion of the City's population and employment growth, particularly through the Northdale Specific Provision Area policies, and the associated Northdale Urban Design and Built Form Guidelines. Over the past decade, the area specific directives have been proved quite successful in spurring significant development activity, particularly seeing an influx of higher density residential and mixed-use development projects. In addition to this local planning policy direction, the area is also subject to broader Provincial legislation that highlights a transit-oriented development approach for the area surrounding the University of Waterloo ION LRT Station, an area that has been designated as a Major Transit Station Area ("MTSA").



FIGURE 3: NORTHDALE NEIGHBOURHOOD BOUNDARY

2.3 SURROUNDING CONTEXT

The Subject Site is surrounded by a mix of institutional and residential uses, with the larger surrounding area seeing an influx of mid- to high-rise mixed use developments. The Site fronts onto Hazel Street, which is considered a Minor Corridor road (Schedule B of the City of Waterloo Official Plan) and is planned to accommodate mainly medium to medium high density residential development, as well as limited amounts of commercial uses in mixed-use formats. This is evident in the uses and amenities that surround the Subject Site, which include:

North: Immediately to the north of the Subject Site are more properties supporting low-density residential uses within single-detached dwelling buildings. These existing lower density uses and built forms are likewise expected to be redeveloped and intensified over time. The neighbourhood is also interspersed with some at grade commercial uses within mid-rise mixed-use buildings, as well as open spaces including a football field and a community garden. Further north past Hickory Street West are student residences, institutional buildings in the form of university and school buildings, as well as parking facilities. The lands to the north of the Subject Site are planned to accommodate higher density mixed-use development, consistent with the form of the Proposed Development.



FIGURE 4: VIEW NORTH ALONG HAZEL STREET



FIGURE 5: SOUTH SIDE OF UNIVERSITY AVENUE - WILFRID LAURIER UNIVERSITY

South: South of the Subject Site on the south side of University Avenue West is Wilfrid Laurier University's Waterloo Campus. The university campus is filled with an array of uses including student residences, parks and outdoor public spaces, institutional buildings, recreational facilities, and ancillary commercial uses. Further south past Bricker Avenue are low to medium density residential buildings and student residences.

East: Immediately east of the Subject Site is Hazel Street, followed by the Veterans' Green Memorial Park. The Park contains pedestrian pathways and connections to other streets in the neighbourhood, as well as access to the Veteran's Memorial Sculpture. Further east are residential rowhouses followed by a building containing a mix of commercial uses abutting University Avenue West and King Street North.

West: The Subject Site is abutting the Lazaridis School of Business and Economics to the west. Further west along University Avenue West are institutional uses in the form of religious buildings, as well as residential and mixed use buildings with commercial ancillary uses on the ground floor. Located about 1 kilometre to the north-west is the University of Waterloo Station providing access to the ION light rail network and local and regional bus stops.



FIGURE 6: EAST SIDE OF HAZEL STREET - VETERANS' GREEN MEMORIAL PARK



FIGURE 7: LAZARIDIS SCHOOL OF BUSINESS AND ECONOMICS VIEW ALONG UNIVERSITY AVENUE WEST

2.4 NEARBY ACTIVE DEVELOPMENT APPLICATIONS

As noted, the Subject Site is located in an area to the north of University Avenue West and south of Columbia Street West, within a neighbourhood known as Northdale. Northdale is currently undergoing significant change as it accommodates a large portion of the City's recent and ongoing intensification. Increasingly, development applications are being proposed to respond to this progressive growth mandate for the area. There are currently a number of recently approved and active development applications in proximity to the Subject Site, which include:

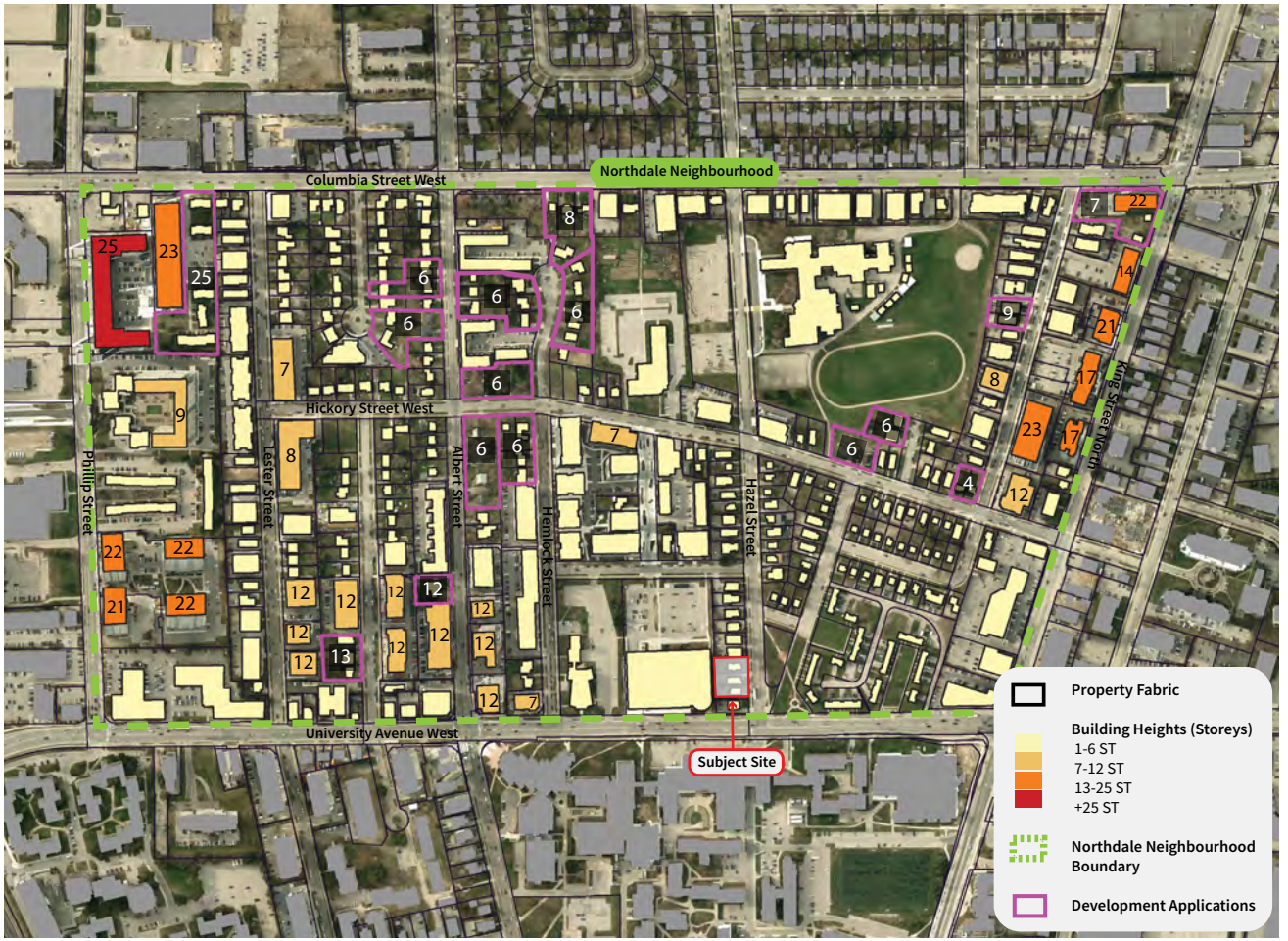


FIGURE 8: DEVELOPMENT APPLICATIONS IN THE NORTHDALE NEIGHBOURHOOD

TABLE 1: NEARBY DEVELOPMENT APPLICATIONS

Address	Building Height	Storeys	Status	Description/Use
130 Columbia Street West and 365 Albert St	Up to 44 metres	Up to 14 storeys	Approved	ZBA to create more permissible commercial use regulations
143 Columbia Street West	82.5 m	25 storeys	Under Review	ZBA to permit a 25 storey mixed-use building
20 University Avenue East and 177-179 Albert Street	75.4 metres	24 storeys	Under Review	OPA and ZBA to permit a 25 storey mixed useresidential building
249-253 Sunview Street	39 m	13 storeys	Approved	ZBA to permit a 13 storey apartment building
251 Albert Street	31 m	7 storeys	Approved	ZBA to permit 7 storey mixed-use building
262-268, 274, 276, and 280 Albert Street	Around 20 metres	6 storeys	Approved	ZBA for a 6 storey residential building
290-298 Hemlock Street	Around 20 metres	6 storeys	Approved	ZBA for a 6 storey residential building
309-311 Hawthorn Street	Around 20 metres	6 storeys	Approved	OPA and ZBA for a 6 storey residential building
310-322 Albert Street and 291-295 Hemlock Street	Around 20 metres	6 storeys	Approved	OPA and ZBA for a 6 storey residential building
314-316 Batavia Place and 295-297 Albert Street	Around 20 metres	6 storeys	Approved	ZBA to permit a 6 storeys mixed-use building
329 and 331 Spruce Street	19.6 m	9 storeys	Approved	ZBA to permit 9 storey multi-apartment building
333 Albert Street	21.4 metres	6 storeys	Approved	ZBA to permit a 6 storeys mixed-use building
34-38 Hickory Street West	Around 20 metres	6 storeys	Approved	ZBA for a 6 storey residential building
446 Albert Street	Up to 96.8 m	Up to 30 storeys	Under Review	ZBA to permit 13 new residential apartment buildings
83-85 Hickory Street West and 265-267 Hemlock Street West	21.1 metres	6 storeys	Approved	OPA and ZBA for a 6 storey residential building
85 to 89 Columbia Street West and 300 Hemlock Street	27.5 m	8 storeys	Approved	ZBA to permit an 8 Storey apartment building