



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.

# The Woolverton

13 Mountain St & 19 Elm St

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## Urban Design Brief

May 25, 2021

**SvN**

Prepared For:  
Valentine Coleman 1 Inc. &  
Valentine Coleman 2 Inc.

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# 1.0 Introduction

## 1.1 Executive Summary

### Introduction

SvN Architects + Planners Inc. has prepared this Urban Design Brief on behalf of Valentine Coleman 1 Inc. and Valentine Coleman 2 Inc., the owners of the site municipally known as 13 Mountain Street and 19 Elm Street (the “subject property”). The subject property is located in the Town of Grimsby, Regional Municipality of Niagara, Ontario. The Urban Design Brief has been prepared in support of the Official Plan Amendment and Zoning By-Law Amendment application for the subject property.

The subject property is located at the northeast corner of Mountain Street and Elm Street. It comprises an area of 0.3188 ha (0.79 acres). The subject property contains existing buildings which include a single-family dwelling structure (Woolverton House - existing commercial use on the ground floor and residential use on the second floor) and secondary structure (existing commercial use) at 13 Mountain Street, and a church structure (Woolverton Hall - existing use, repurposed as a community hub) at 19 Elm Street. Each property also contains existing surface parking lots.

In this redevelopment proposal, the majority of the existing Woolverton House and Woolverton Hall will be maintained in their existing locations. These existing buildings will be adaptively reused and integrated into the proposed development which includes a new 7-storey mixed-use building (residential use with some commercial space at the ground floor to integrate with the existing buildings). The proposed development will include underground parking and usable outdoor space, including a publicly accessible plaza and outdoor amenity space.

### Purpose

The purpose of the Urban Design Brief is to provide contextual design details in support of the proposal. It will outline the strategy for the proposal and provide information on how it supports the Town of Grimsby planning and design policies and objectives and is reflective of good, contextually-based urban design practices. The Brief has been designed to provide a description of the existing site and context and to outline the intended vision for the intensification of the site.

**Figure 1:** Photo of Existing Site, Mountain Street Frontage





## 2.0 Proposal Overview

### 2.1 Vision

#### The Woolverton - Adaptive Re-use & Re-Development

The vision for this proposal is to provide a values-based development with community building, sustainability and design excellence central to its core. This proposal will contribute to the ongoing revitalization of the Grimsby Downtown core, while providing a pivotal role in the ongoing evolution of the cultural context of downtown Grimsby and the future development of lands within the greater Escarpment landscape.

Building on the character of the site and surrounding context, the redevelopment has been grounded by the adaptive reuse of the two main existing buildings on site and opportunities to create new open spaces and an active public realm.

**Figure 2:** Rendering of Proposal, view from corner of Mountain & Elm Streets



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## 2.2 Development Principles

The following Development Principles were established to shape and guide the vision and goals for the development of the subject property:

### 1. Continue to Invest in Site and Neighbourhood

Provide improved space within both existing and newly built structures, as well as improved outdoor spaces.

### 2. Integrate Community Spaces that are Accessible to the Public

Activate and develop POP (Privately Owned Publicly Accessible) spaces for the community.

### 3. Adaptive Re-Use of Historic Buildings

Capture embodied energy of existing heritage assets. Invest in and develop historic buildings to ensure their continued activation and physical conservation.

### 4. Connectivity to Local Community

Building access and open space design to enhance the public realm and support downtown pedestrian connections.

### 5. Contextual Approach to Development

Optimize building orientation for day-lighting.

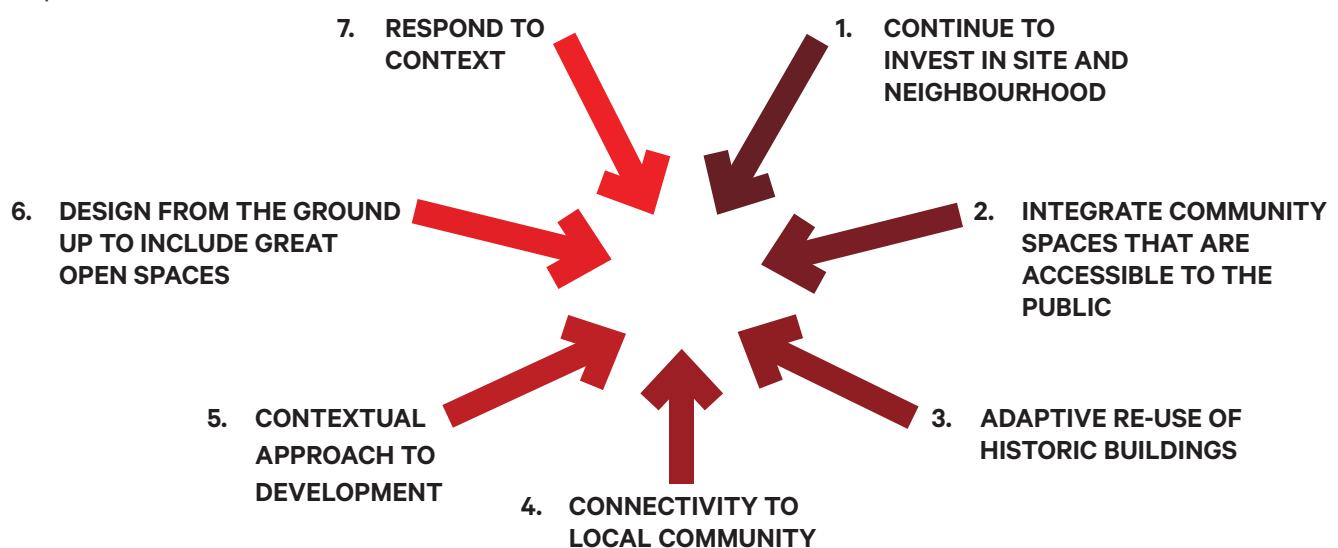
### 6. Design From the Ground Up To Include Great Open Spaces

Integration of programmed open space with new and existing buildings.

### 7. Respond to Context

Respect view corridors, including views to the escarpment and aligning building massing to natural features.

These Development Principles are to be used alongside the development policies of the Town of Grimsby Official Plan, Town of Grimsby Zoning By-Law as well as the Downtown Grimsby Design Guidelines to guide the proposed development.



## 3.0 Site and Surrounding Context

### 3.1 Surrounding Context

#### The Golden Horseshoe

The Town of Grimsby, in the northwest area of the Regional Municipality of Niagara, on the southern leg of the Golden Horseshoe, is characterized by its relationships with Lake Ontario and the Niagara Escarpment.

The subject property, comprised of 13 Mountain Street and 19 Elm Street, is located at the intersection of Mountain Street and Elm Street. It's located in Downtown Grimsby in immediate proximity to its historic Main Street and against the backdrop of the Niagara Escarpment.

The subject property is well connected to the existing provincial, regional and local road networks. The subject property is located approximately 600m south of the Queen Elizabeth Highway (QEW), a Provincial Road. Mountain Street (Highway 12) and Main Street (Highway 81) are classified as regional arterial roads.

The Town of Grimsby does not currently have a public transit network, though it does have access to GO Transit, which provides hourly bus service to locations outside of the Town of Grimsby. There are plans for future GO train service.

Mountain and Main Streets are identified as parts of the Region's strategic cycling network.

The Bruce Trail hiking network can be accessed approximately 200m south of the subject property.

Forty Mile Creek runs west of the Mountain Street.

**Figure 3:** Site Analysis Context





## 3.2 Connectivity

### 500m Radius

The figure below indicates a 500m radius around the site. The 500m radius represents what falls within a roughly 5-minute walking distance from the site.

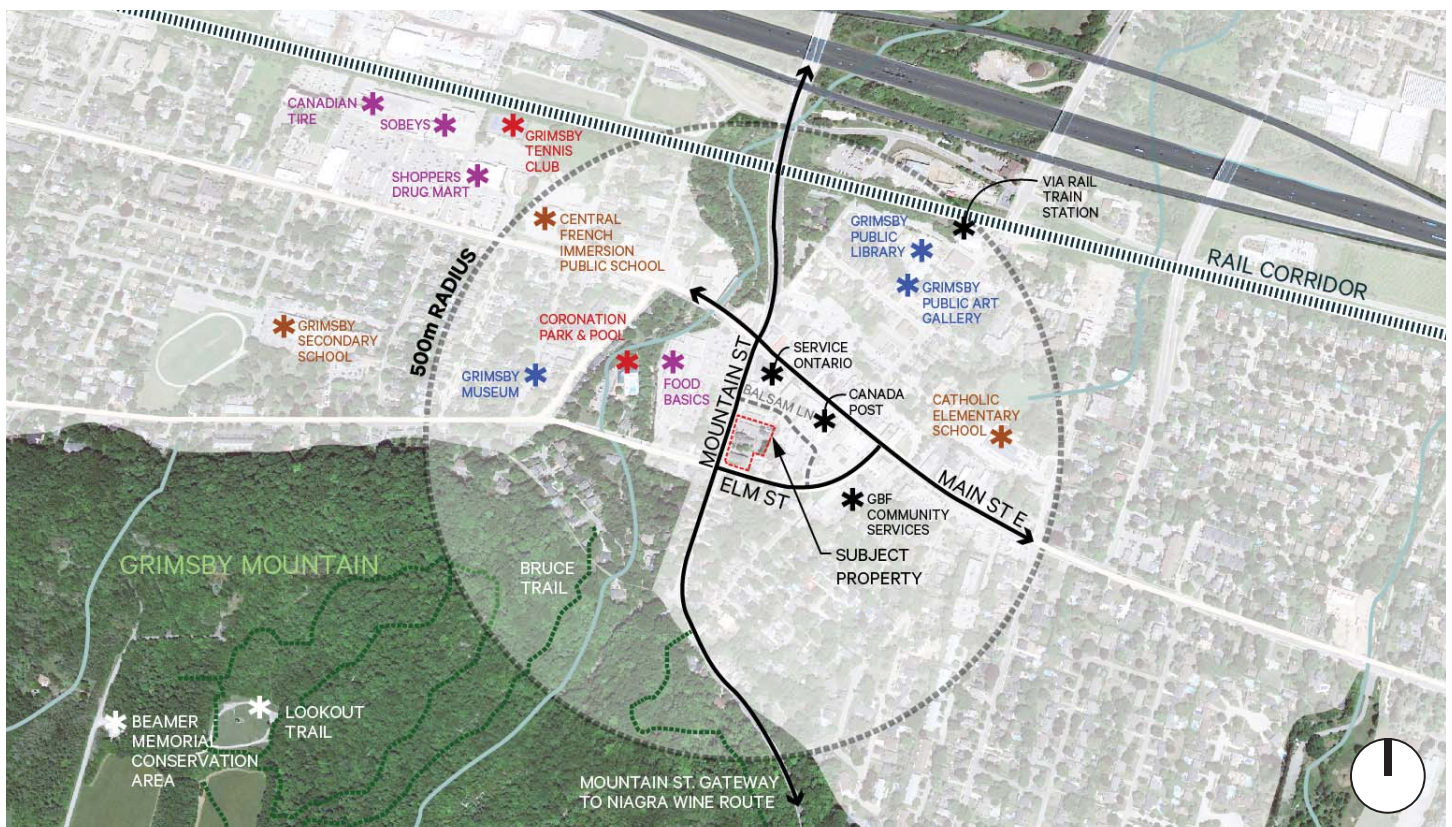
This radius encompasses both the ecologically and geographically relevant Niagara Escarpment as well as the Cultural and Commercial landscape of the historic corridor along Main Street East, Grimsby's traditional downtown streetscape. Both of these proximities inform the approach to the development's design and layout.

The subject property is well-served with amenities and community uses. There is a major grocery store, public schools, Grimsby Public Library, a pharmacy, Canada Post, bank branches, and numerous restaurants and commercial shops within walking distance of the subject property.

Coronation Park and Grimsby Lions Community Pool is in close proximity to the subject property along the edge of the Forty Mile Creek.

The subject property is located in Downtown Grimsby, a mixed-use, well-served area with proximity to many commercial, institutional and recreational amenities. It is immediately connected to the regional and provincial road network.

**Figure 4:** 500m Radius Site Context





### 3.3 Existing Buildings & Adaptive Re-use

#### Street Context

The triangle formed by Mountain Street, Main Street West and Elm Street informs the majority of the context of the Site.

#### Site Context

The subject property features Woolverton House at 13 Mountain Street and Woolverton Hall (former church) at the corner of Mountain and Elm Streets. These properties contribute to the character of downtown Grimsby and the site itself. (Images 1, 2 & 3)

**Figure 6:** Photos of Existing Buildings on Site



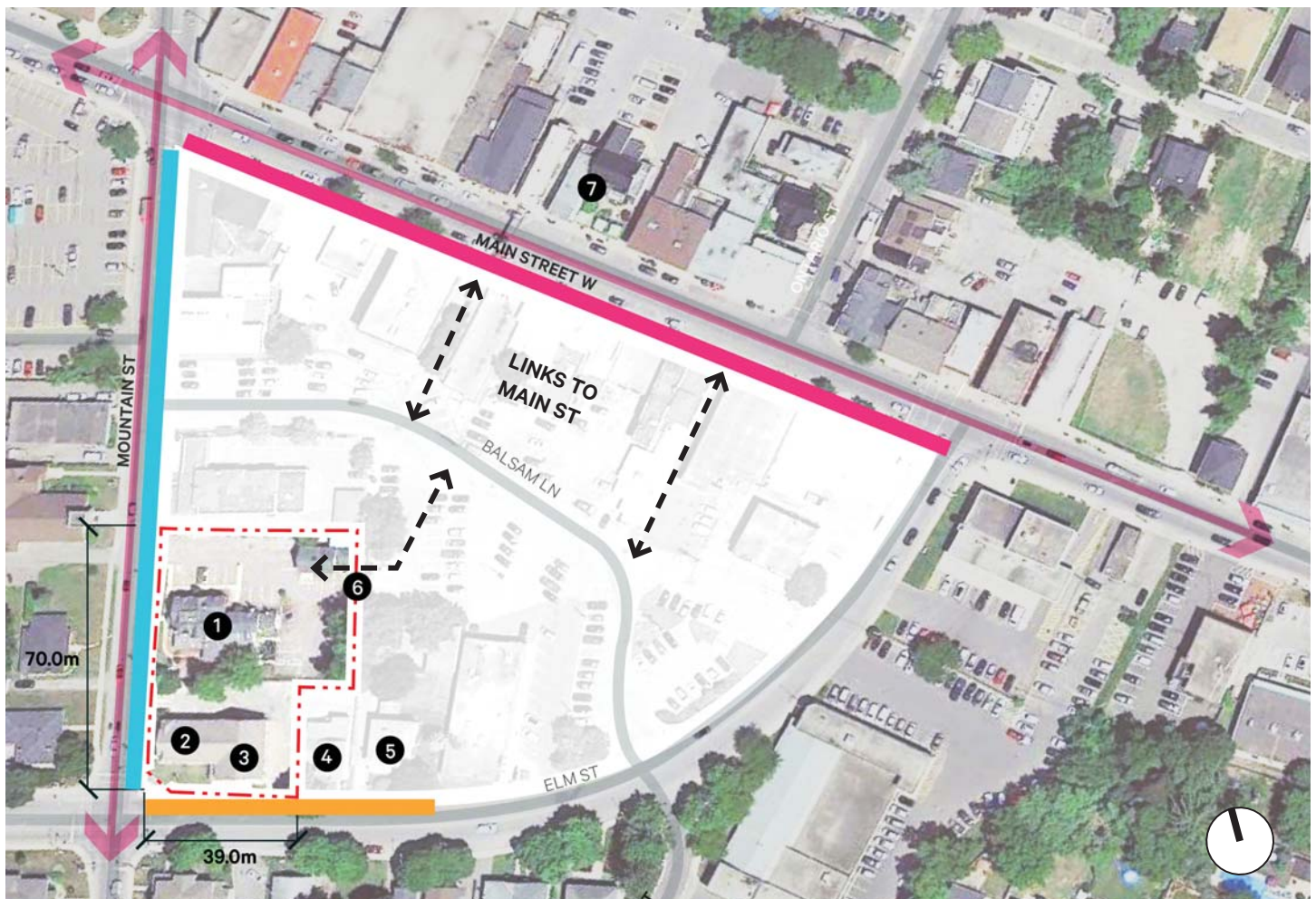
**1** 13 Mountain Street

**2** 19 Elm Street



**3** 19 Elm Street (South Elevation)

**Figure 5:** Site Context & Existing Building References





**Mountain Street**

Mountain Street provides a north-south connection to the Escarpment, and provides southerly views to the Escarpment from the site. As per policy requirements, protection of Escarpment views is a key consideration in the layout of the development. Mountain Street is lined with a mix of low-rise commercial and residential typologies, many of which are set back from the street with small front yards. (Images 1 & 2)

**Elm Street**

Elm Street diverges directly off of Main Street East, travelling westward across Forty Mile Creek, then reconnecting and renaming itself as Main Street West. It is flanked with a combination of larger and smaller properties. Within the area of the subject property, it is currently dominated by access points to multiple parking lots. Immediate neighbours on Elm Street are single-family dwelling structures repurposed for commercial uses. (Images 3, 4 & 5)

**Main Street**

Main Street is animated by the historic character and commercial activities of downtown Grimsby. It is lined with one- and two-storey buildings which mostly hug close to the sidewalk and street, unlike the buildings on Mountain and Elm Streets. (Images 7)

There are existing pedestrian links between the northeast corner of the subject property and Main Street via informal pathways across the adjacent municipal parking lot and between buildings. Currently, there is a Gate House on the corner of the site to provide that connection. (Image 6)

**Figure 7:** Existing Buildings on Elm Street Nearby Subject

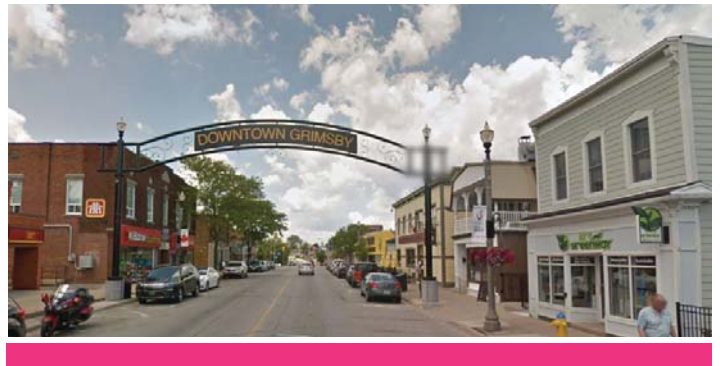


**4** 21 Elm Street

**5** 23 Elm Street



**6** Gate House



**7** Small Scale Retail and Heritage Buildings Along Main Street



**7** Small Scale Retail and Heritage Buildings Along Main Street



### Existing Buildings to Remain

The adaptive re-use of the existing buildings on site is a key component of the re-development strategy. At 13 Mountain Street sits a two-storey red brick building; Woolverton House. And 19 Elm Street is anchored by the cathedral vaulted, peach brick Woolverton Hall.

### Alterations & Adaptive Reuse

To create a site well-suited to the proposed intensification and re-development, some alterations to the existing buildings will be required. The proposal will maintain the original two primary structures at Mountain and Elm Streets but strip away the secondary additions that were built onto them at later dates.

The smaller ancillary building at the northeast corner of the site will also be removed.

**Figure 8:** Site Analysis Existing Site Conditions

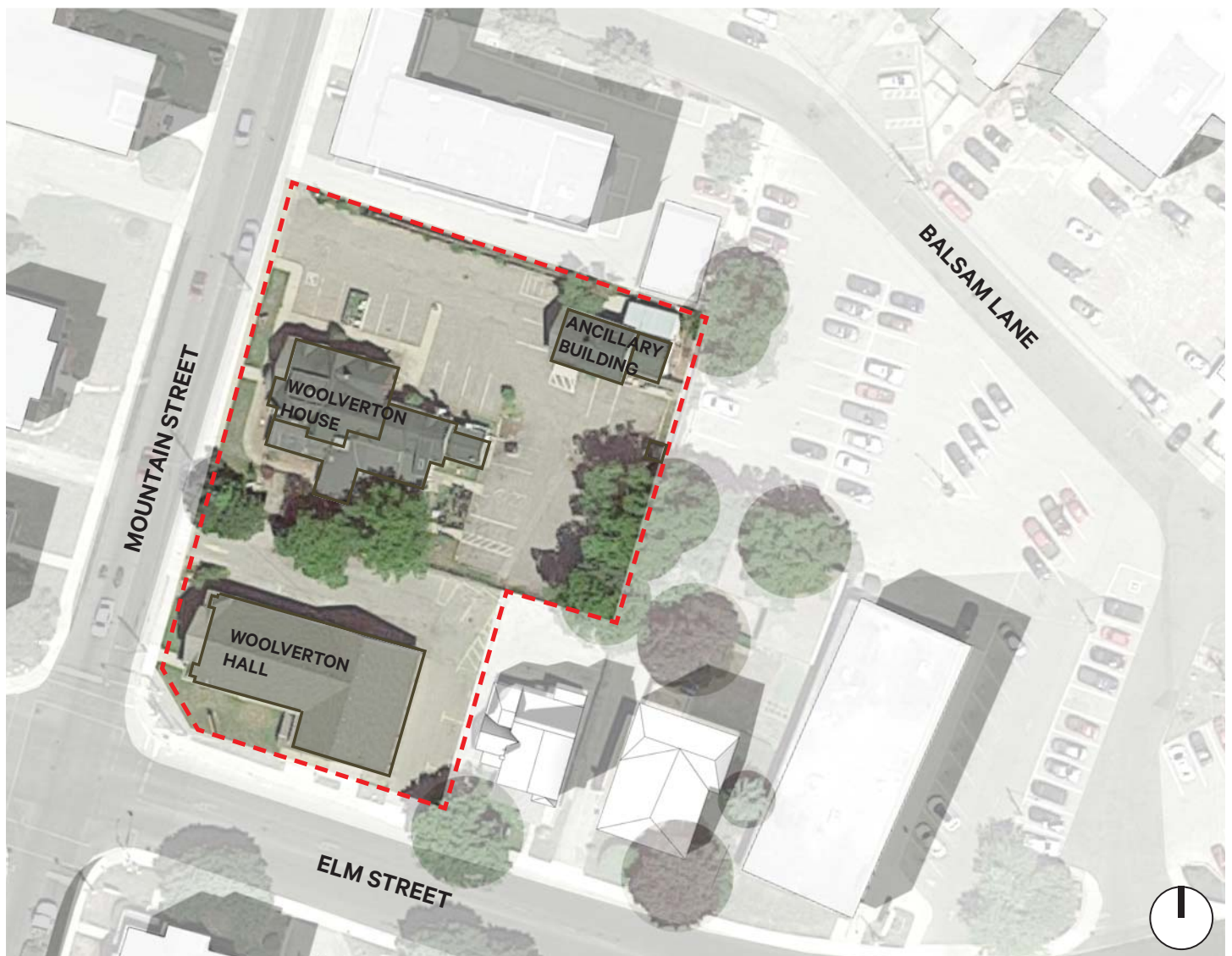




Figure 9: Site Plan Indicating Structures to be Removed

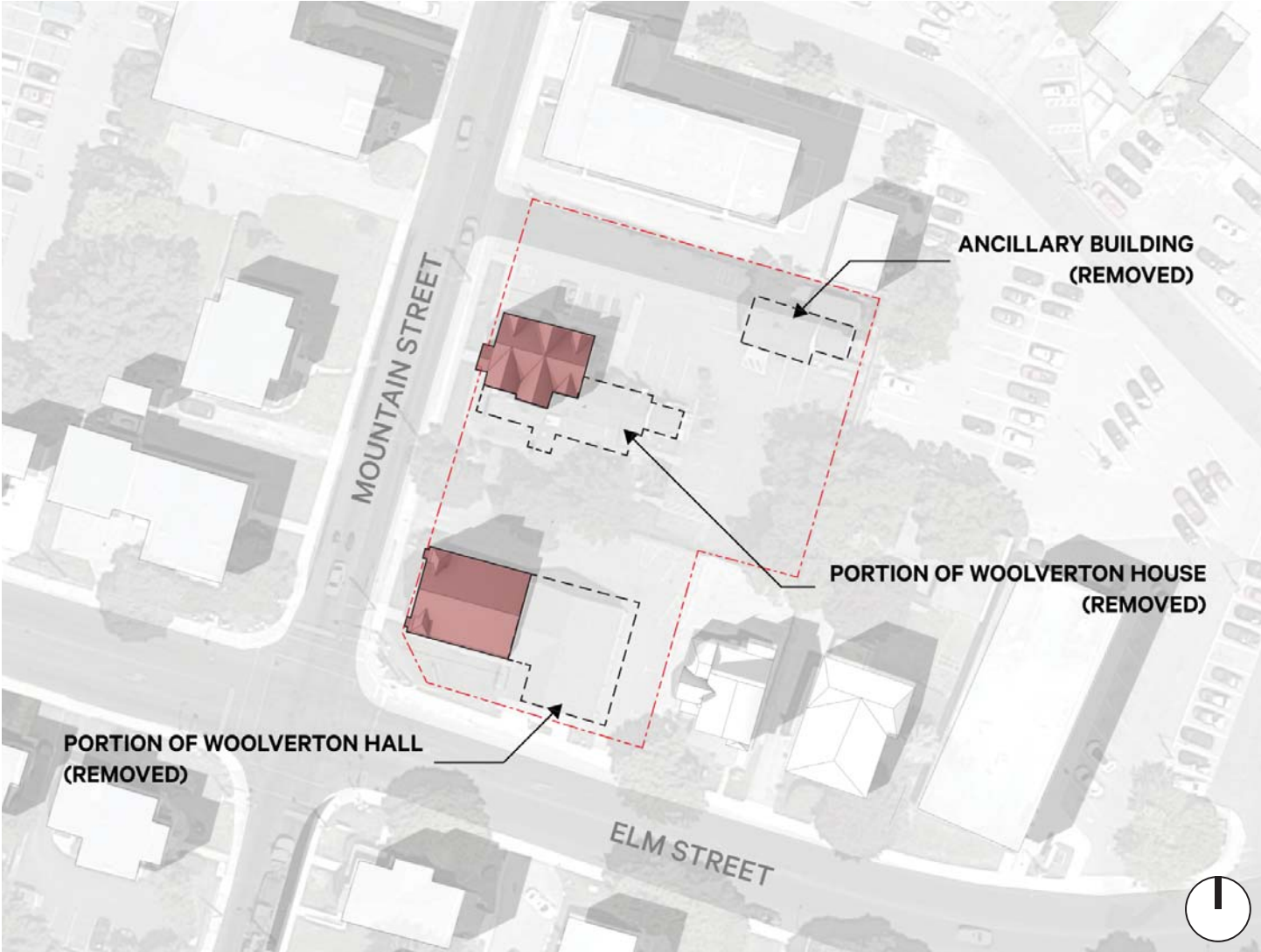


Figure 10: Photo of Existing Site Conditions on Mountain Street



Figure 11: Historic Photo of 19 Elm St.



## 4.0 Conceptual Design

The proposed development consists of the existing buildings that remain on site, a new contemporary structure for residential use with a proposed height of seven (7) storeys, and a series of carefully orchestrated outdoor spaces.

The proposal builds on a set of relationships between:

- the two existing buildings that exist on site (Woolverton House and Woolverton Hall)
- connectivity to downtown Grimsby
- the evolution of Grimsby's cultural landscape

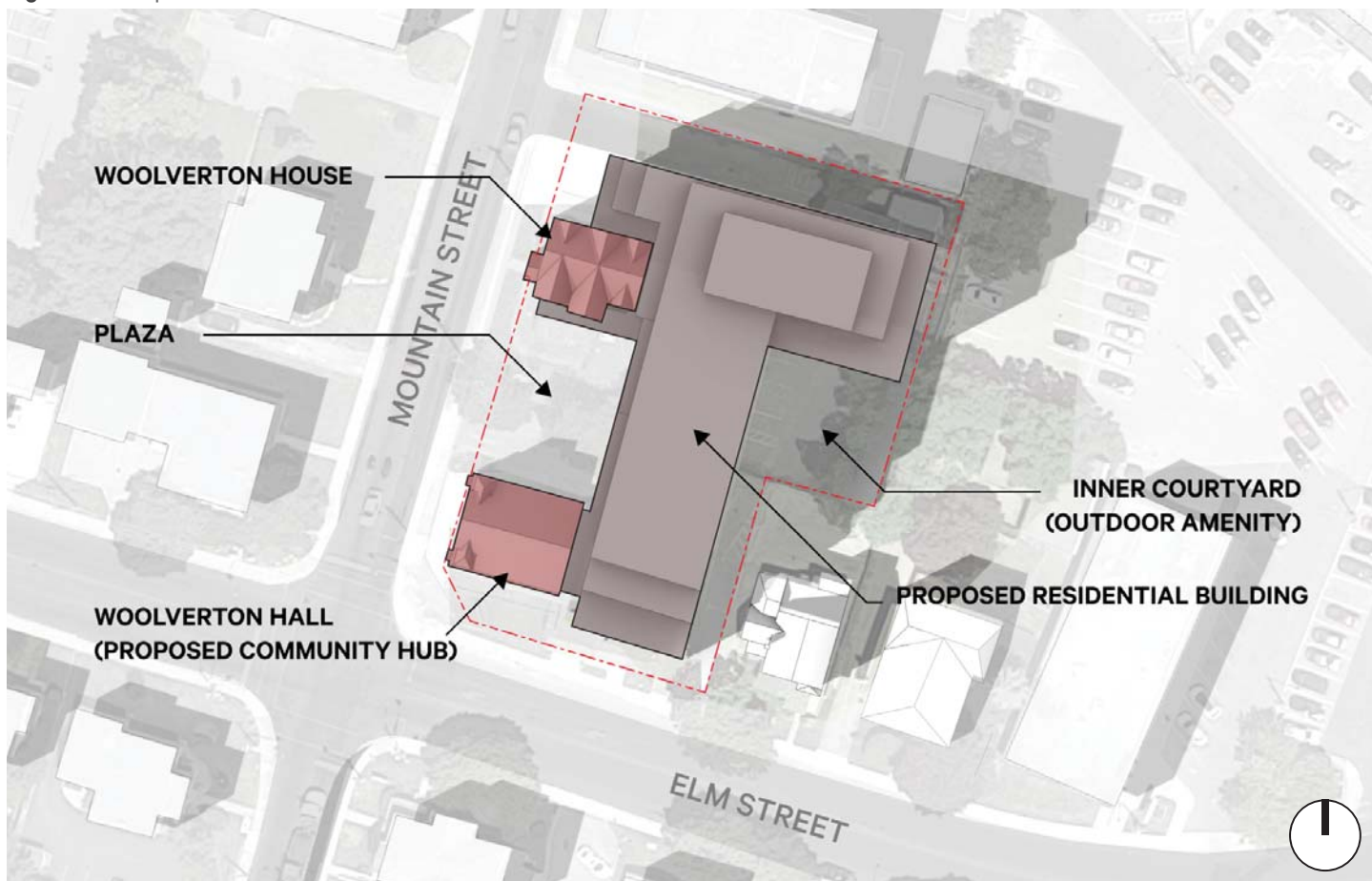
The proposal sets the new contemporary residential building back from the street edge to align the back edges of the existing buildings that remain on site. This site layout allows the space between the existing buildings to form a new plaza that defines the proposal's relationship with the public realm.

The Plaza is flanked by the two existing buildings which maintain their presence on Mountain and Elm Streets and continue to function as commercial and community spaces.

The new contemporary building directly engages with the existing buildings. The community hub space of the former church (now Woolverton Hall) extends into the new structure at the south end of the site (on the ground and second levels). The residential uses of the new structure extend into Woolverton House which maintains the existing three-bedroom unit on the second level of the existing building.

The following sub-sections provide a summary of the proposal.

**Figure 12:** Proposed Site Plan



## 4.1 Contextual Approach (Streetscape)

### Relationship to the Street

The existing Woolverton House and Woolverton Hall will remain as the anchors of the site, and the proposed intensification will be tucked in behind the buildings, creating a backdrop to the existing buildings. This siting allows the streetscape to maintain its existing character, while opening up the space between the two buildings for a publicly accessible plaza, and the space in the rear of the buildings for increased development. This stepping back from the property lines is cued from the existing fabric of Mountain Street, where the existing buildings are set back to create usable outdoor space along the edges of the properties.

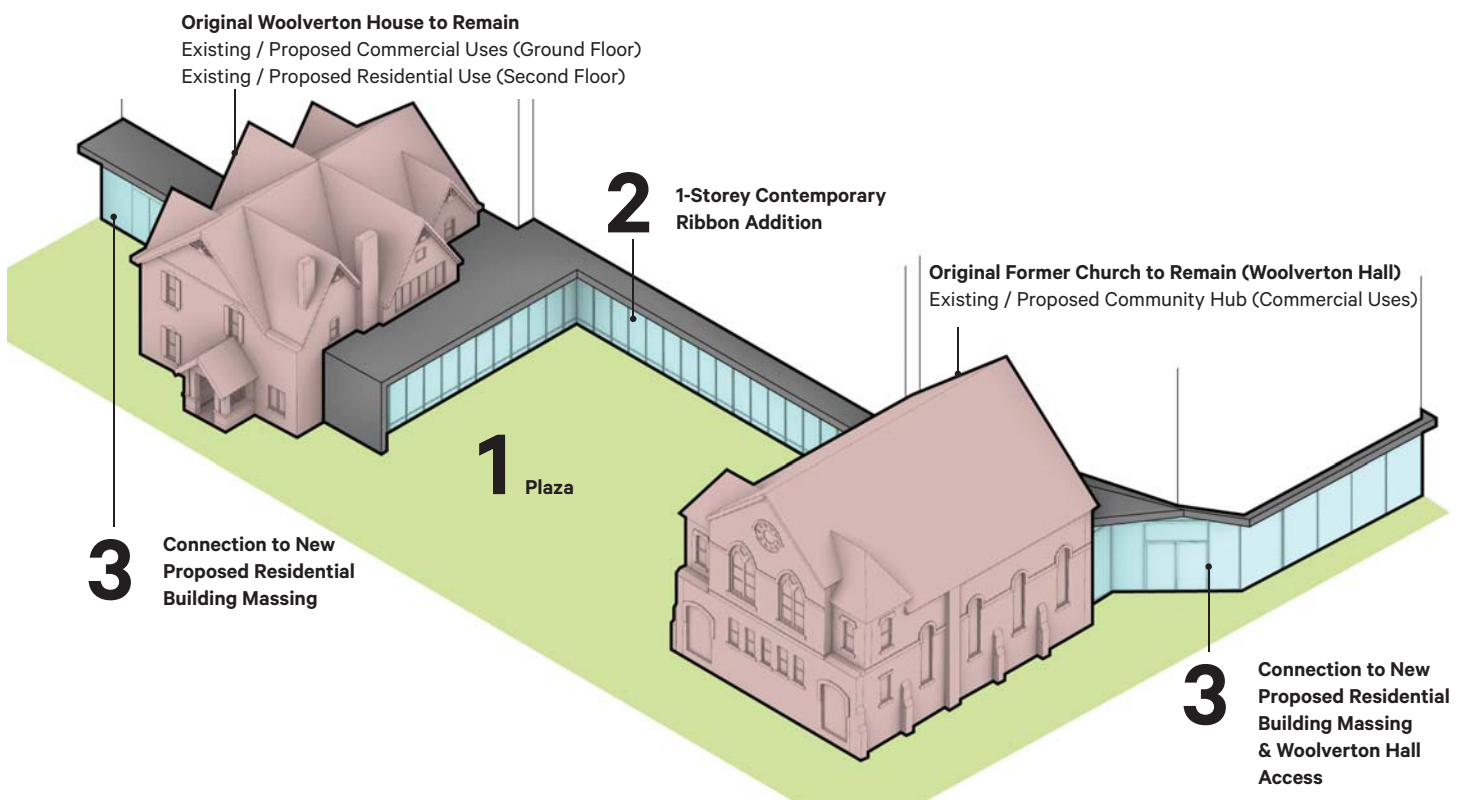
### Connections to Existing Buildings

The interface between existing and new construction is a key consideration in this development. With Woolverton House stripped back to its original structure, the space between it and Woolverton Hall is re-imagined as an open Plaza.

The Plaza will be a key component that animates the site and will allow for both public and private use of the subject property.

In this proposal, the existing historic buildings will frame the Plaza, and the new contemporary structure will sit far back from Mountain Street to form a backdrop to the Plaza. A modest frontage is proposed on Elm Street, where the massing will terrace back on the north-south axis of the site to address the scale of buildings on the neighbouring properties. (Figure 13)

**Figure 13:** Design Approach for Contextual Development





A proposed contemporary structure with a ribbon of animation at the ground level will connect the new and old structures together. This ground-floor ribbon will provide a series of access points onto the site and into the buildings.

A series of precedents are being used to illustrate methods and strategies to successfully interface historic forms with new contemporary architecture.

The Old Post Office in Cambridge, Ontario provides a reference for a contemporary architectural ribbon that connects various elements along the ground level of the site. (Figure 14)

The Niagara Falls History Museum provides a clear reference for a contemporary massing at the principal and secondary residential entrances, demonstrating how they acknowledge and respect historic buildings. (Figure 15)

Further review of the detailed design of these ground-level connections and detailed design will occur during a future site plan approval process.

**Figure 14:** Single Storey Contemporary Ribbon Addition - Old Post Office, Cambridge ON



**Figure 15:** Connection to New Proposed Residential Mass - Niagara Falls History Museum, Niagara Falls ON



## 4.2 Proposed Massing & Height

### Stepped Massing

The tallest area of the proposed building mass is located along the recessed east and north areas of the subject property. This strategy minimizes the amount of impact on the surrounding context.

The proposed building mass will step back from a height of 7 storeys down to a height of 4 storeys to create street frontages that closely align with Mountain Street (Figure 17) and Elm Street (Figure 18).

The principal residential entrance at the northern end of the site will be set back from Woolverton House to create an outdoor space along Mountain Street (Figure 17).

The proposed massing adjacent to Woolverton Hall (location of the community hub entrance as well the secondary residential entrance) will sit in line with the existing buildings along Elm Street.

The overall massing will be broken up with architectural detailing and a distinctive ribbon that extends across the ground level, linking the new and existing buildings together.

**Figure 16:** Mountain Street Rendered Perspective Elevation



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Figure 17: Proposed West Elevation (Mountain Street Elevation)

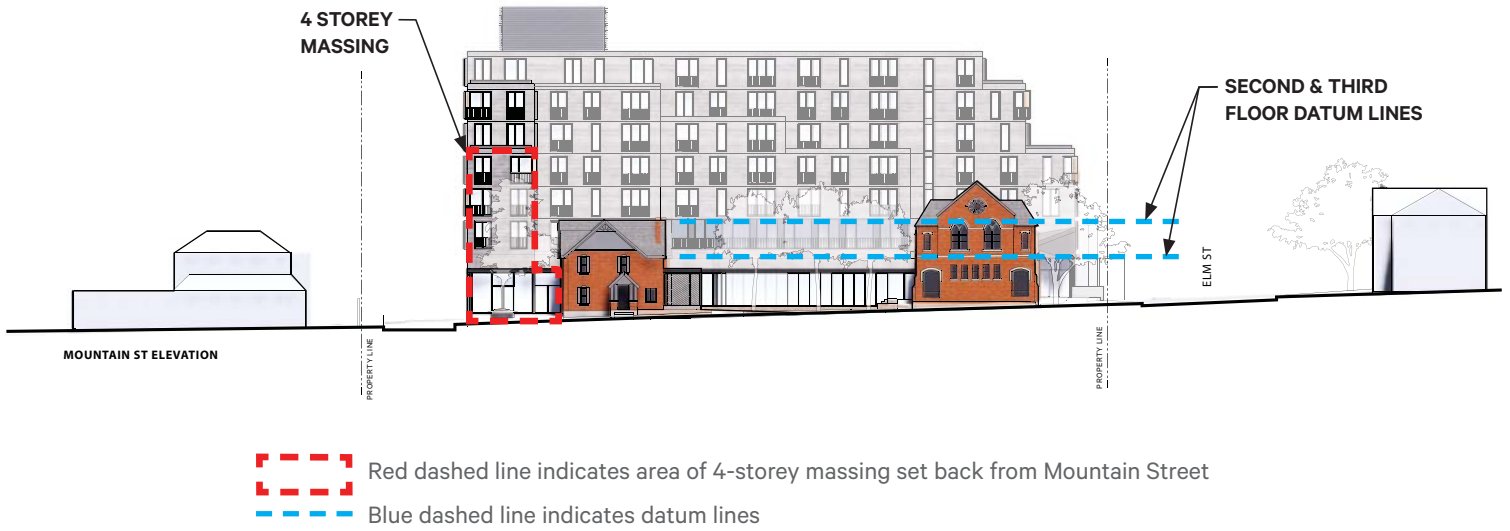
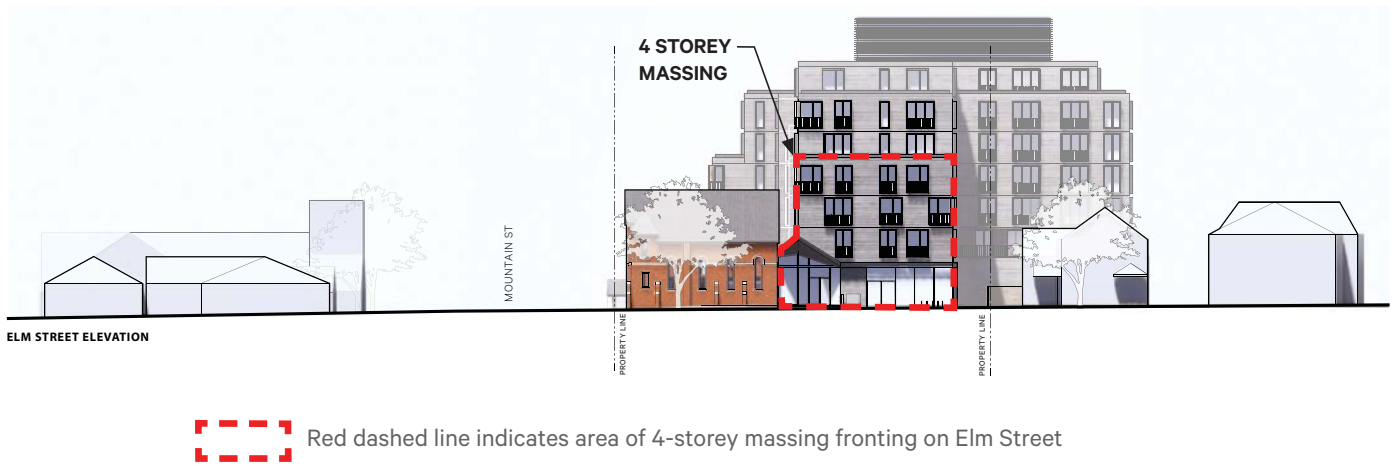


Figure 18: Proposed South Elevation (Elm Street Elevation)





## Building Heights

A 4.5m building height is proposed for the ground-floor ribbon that strengthens a pedestrian relationship to the site. The height of this ribbon relates directly to the ground-floor massing of Woolverton Hall, and the lower edge of the roof massing on Woolverton House.

Floors 2 through 6 each have a proposed height ranging from 3m to 3.6m. The datum of the proposed second floor aligns with the second floor of Woolverton Hall and the upper roof line of Woolverton House. (Figure 17)

The mechanical penthouse is located on the roof of the the seventh floor, stepped back from the the massing where possible.

There is a proposed building height of 4-storeys at the southern edge of the site, where the building meets Elm Street, as well as at the northwest of the site, where the new structure extends closest to Mountain Street (Figure 19).

The proposed massing will step back further from Mountain and Elm Streets as the height increases at the fifth and sixth floors.

An additional stepback is proposed at the edges of the seventh floor.

Careful siting and stepbacks are orchestrated into the proposed massing, forming a strong relationship to the existing building heights, while protecting views toward the Niagara Escarpment. A further review of Niagara Escarpment views is describe in a separate Visual Impact Assessment Report.

**Figure 19:** View Along Mountain Street



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## 4.3 Existing & Proposed Uses

### Woolverton Hall (Former Church)

Woolverton Hall will maintain its function as a Community Hub where allocated space will remain in the existing building, and additional space will be provided in the new structure where it fronts Elm Street.

### Woolverton House

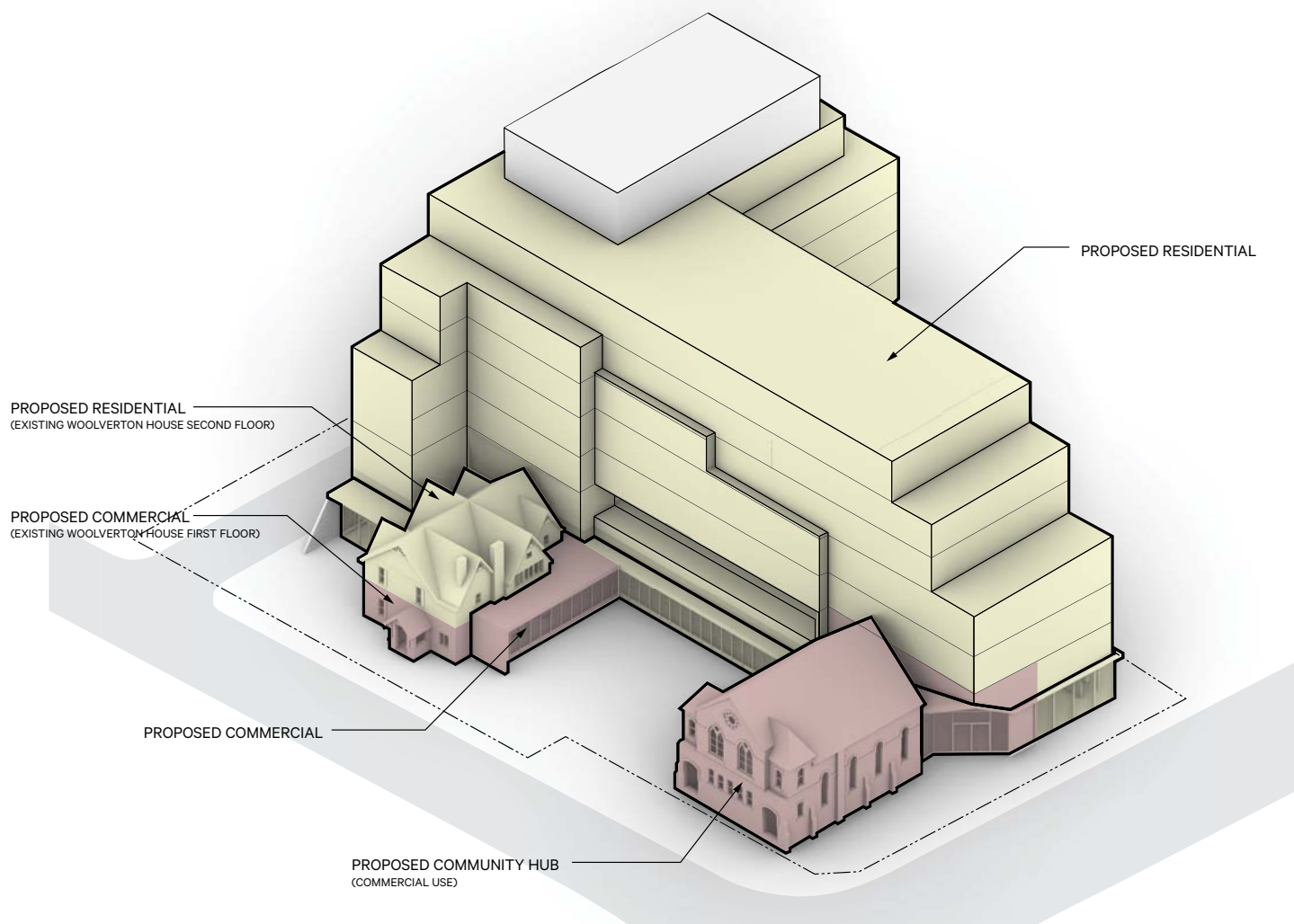
Woolverton House will maintain its commercial use on the ground floor with office spaces on the north side, with a new addition on the south side, facing a newly created plaza. The area facing the Plaza will be dedicated to commercial use, providing an excellent location for a cafe with outdoor seating.

The second floor of Woolverton House will maintain its existing residential use with a proposed three-bedroom residential unit, connected from both the ground floor as well as from within the new residential structure.

### The Woolverton - New Structure

The new structure will contain residential uses (rental apartments). There will be a mix of 1-, 2- and 3-bedroom units, including a selection of 2- and 3-bedroom townhouse-type units with direct access to the exterior grade.

**Figure 21:** Proposed Site Plan Indicating Locations of Uses





## 4.4 Unit Mix & Sizes

### Unit Mix

The proposed residential unit mix, to be per the following chart:

<i>1B (600-800 sq.ft.)</i>	<i>35%</i>	<i>26</i>
<i>2B &amp; 2B Townhouse (800-1,000 sq.ft.)</i>	<i>55%</i>	<i>41</i>
<i>3B + 3B Townhouse (1,000-1,200 sq.ft.)</i>	<i>8%</i>	<i>6</i>
<i>3B (2nd floor of Woolverton House)</i>	<i>1%</i>	<i>1</i>
<i>TOTAL</i>	<i>100%</i>	<i>74</i>

\*

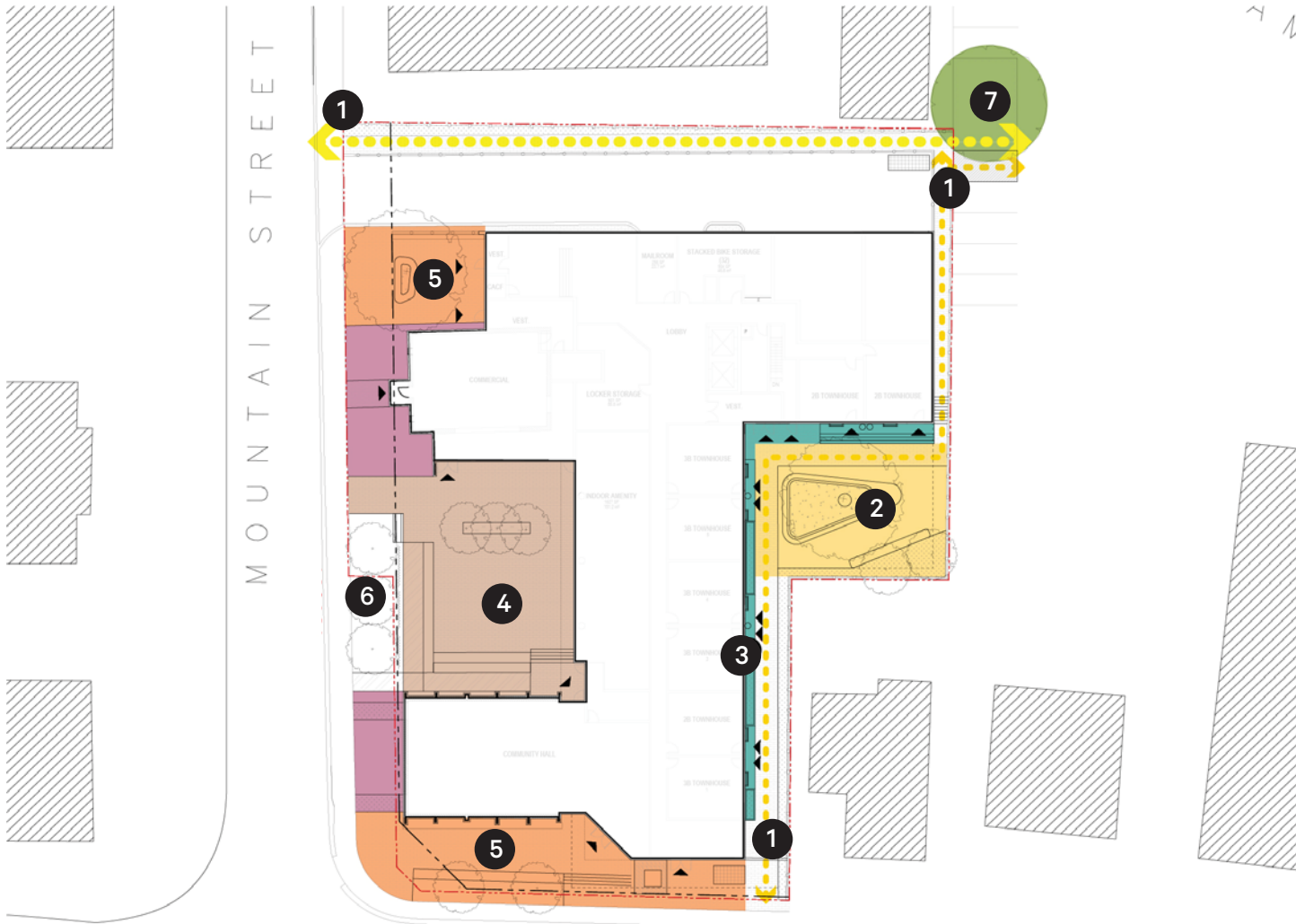
\*residential unit on 2nd floor of Woolverton House is existing

# 5.0 Public Realm

## 5.1 Site Strategy

- 1 Provide pedestrian connections from Mountain Street and Elm Street to the municipal parking lot.
- 2 Provide an outdoor amenity space that supports play.
- 3 Provide native landscaping in front of the mews townhouses.
- 4 Establish a publicly accessible plaza space in between the heritage buildings.
- 5 Provide generous accessible entrances to both the residences and the community hall.
- 6 Use screening trees and planting to create a soft division between Mountain Street and the publicly accessible plaza.
- 7 Protect the existing mature tree and provide access to the municipal parking lot.

Figure 23: Proposed Landscape Strategy Diagram



## 5.2 Planting

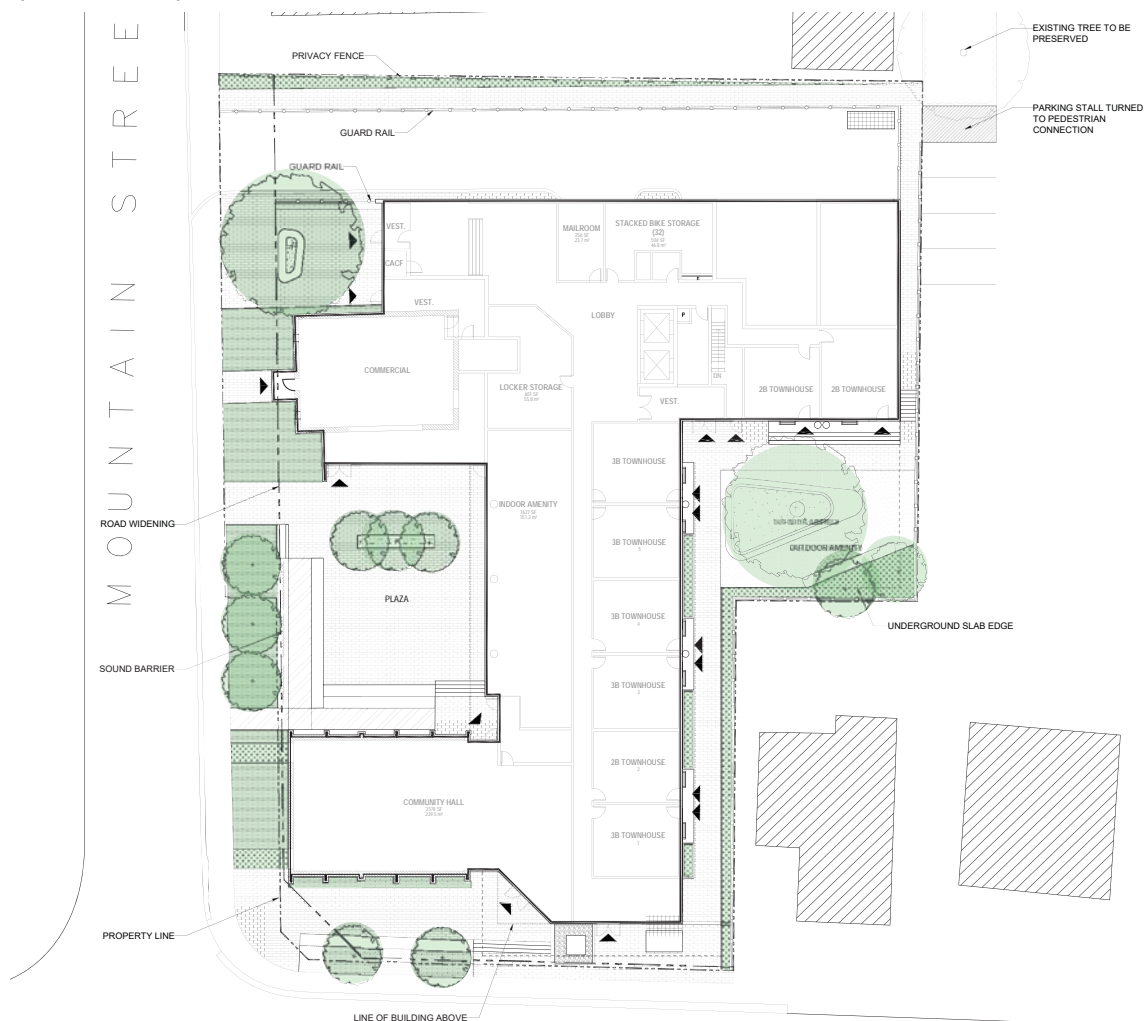
The planting strategy will draw on ecological references from the nearby Irish Grove woodlot and the Niagara Escarpment in order to define a planting palette that reflects Grimsby's unique natural heritage context.

The presence of the heritage architecture is amplified by the landscape design with a series of low maintenance native plantings whose boundaries respond to a variety of architectural forms.

A number of specimen trees are proposed for the entrances, plaza and outdoor amenity space which will provide focal points that define the character of these spaces.

Trees with hedge forming characters and tall grasses are proposed at the interface between Mountain Street and the central plaza. This will mitigate street noise and provide a more comfortable environment. Street trees are selected in order to provide a good canopy and seasonal interest. Tall grass and native shrubs will be planted as buffers along the property line.

**Figure 24:** Proposed Landscape Plan





### 5.3 Public Realm Connections

#### Vehicular Access (Figure 25)

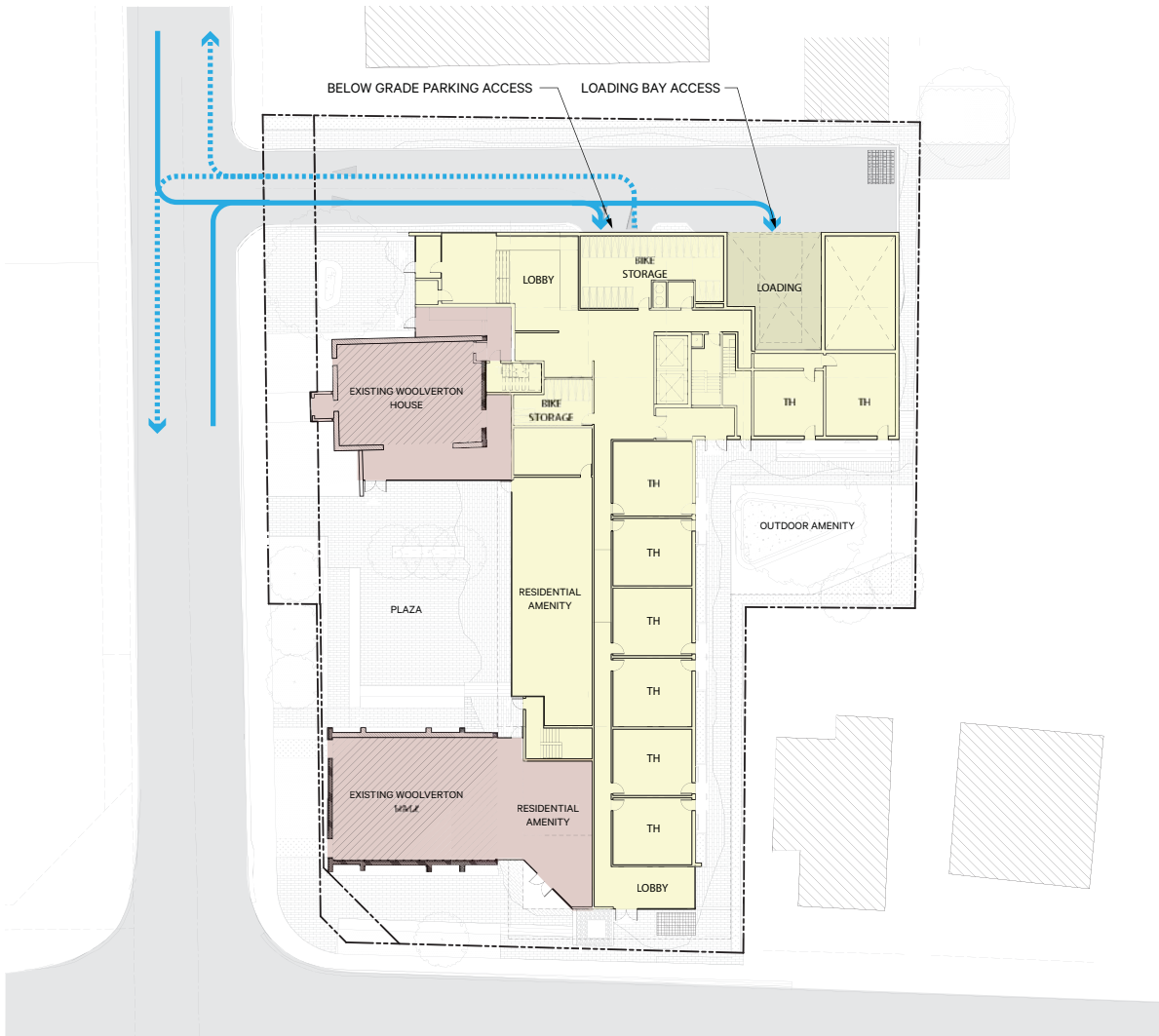
Vehicles may access the site via a driveway entrance off Mountain Street adjacent to the northern property line. This proposed driveway is in the same location at the existing Woolverton House parking access. (The existing parking access for Woolverton Hall, in the location of the proposed Plaza, will be removed.)

The driveway is proposed to descend at a 6% slope down to the below grade parking levels. All proposed parking is to be contained in the below grade parking levels. The surface-level parking that currently exists on site will be relocated below grade.

A loading space is proposed towards the east end of the sloped driveway, also tucked beneath the building mass. The loading space may be used for waste collection trucks, moving trucks, etc.

Fire department access is proposed to be directly on Mountain Street, with the principal entrance for fire fighting purposes at the main residential entrance at the north end of the site (main residential entrance noted on Figure 26).

**Figure 25:** Proposed Site Plan Indicating Vehicular Circulation and Entry Location



## Pedestrian Access

Pedestrian access occurs in the following locations, and as indicated in the diagram below. (Figure 26)

### Mountain Street Entrance

The primary entry for the residences is situated at the north end of the site, adjacent to the vehicular access. An additional entrance to the Commercial units is proposed next to the residential entrance. (Figure 27)

### Woolverton House Entrance

The existing Mountain Street entrance for Woolverton House will remain in use for commercial tenants.

### Plaza

Access to the commercial space on the south side of Woolverton House, as well as indoor amenity space in the residential building will exist in the Plaza.

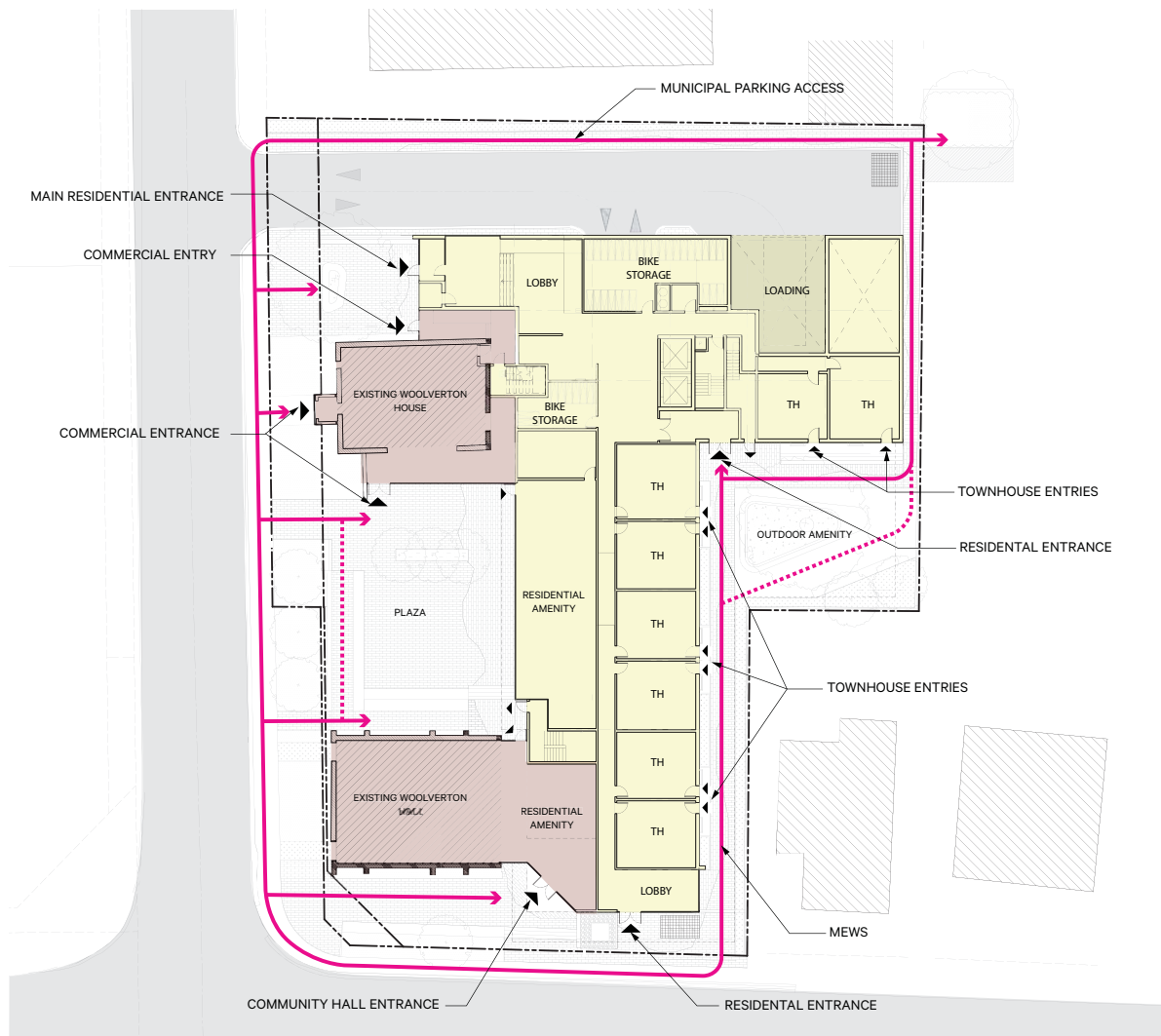
### Elm Street Entrance

The entrance for the Community Hub as well as a secondary entrance for the residences is proposed for the Elm Street frontage. (Figure 28)

### The Mews

The townhouse units will be accessed off the mews on the east side of the site.

Figure 26: Proposed Site Plan Indicating Pedestrian Circulation and Entry Locations



**Figure 27:** Rendered View of Mountain Street - Proposed Principal Residential Entrance



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.

**Figure 28:** Rendered View of Elm Street - Proposed Community Hub Entrance & Secondary Residential Entrance



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.



## 6.0 Sustainable Design Strategy

### 6.1 Sustainability Vision

The vision for The Woolverton is to set a benchmark for Grimsby's "post-carbon" future. We understand that construction of new communities, and the ongoing energy use within buildings, are two of the largest contributors to greenhouse gas emissions in the world today.

The property owner and developer, as an environmentally and socially responsible entity, has committed to pro-actively address the two most critical 'sustainability' outcomes of new community development:

1. minimizing the amount of embodied energy within the design of the buildings to assure that the development supports a sustainable "carbon-positive" supply chain,
2. minimizing the "operational energy" (heating, cooling, electrical loads) within the finished building to assure the development minimizes energy usage and emissions beyond initial occupancy.

### 6.2 Embodied Energy

The Woolverton tackles the issue of embodied energy by maintaining and reusing as much of Woolverton House and Woolverton Hall as possible to prolong the life of the existing building stock.

The higher density of the new building will seek to reduce the embodied energy per resident through a compact development footprint.

A reduced parking ratio works to minimize the use of concrete, a material associated with high carbon emissions, for the storage of vehicles. (Refer to subsection 6.3 Active Transportation, in support of the reduced parking ratio).

In future phases of the project each material that goes into the buildings will be evaluated for durability and embodied carbon implications. Wherever possible, lower-embodied carbon materials will be selected and used.

### 6.3 Active Transportation

With a mix of uses and a location close to downtown and other amenities, the proposed development promotes walking and other forms of active transportation.

Active transportation is further supported by the site's direct connection to local bike routes and enhanced with the provision of indoor storage space for at least 74 bikes (one space per residential unit). Indoor bike storage will be securely and conveniently located near the principal entrance on the Ground Level. Outdoor bike racks are proposed for 10 additional bikes at grade.

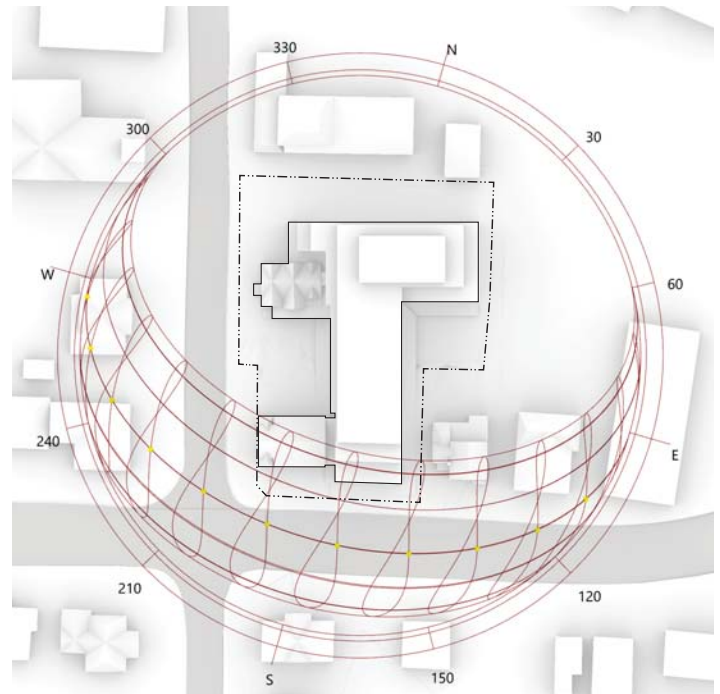
## 6.4 Solar Access & Daylight

The building form and orientation are such that 85% of all units receive direct sun during the winter months as few units are completely north facing.

The narrow floor plate provides a variety of units with a shallow depth from the façade to the corridor wall. This produces units which receive excellent daylighting, thus reducing the need for electrical lighting during the day.

The terracing of the south and west ends of the building also work towards minimizing the shadows on adjacent properties and the open space on the site. (Refer to the sun-shadow study for further details).

**Figure 29:** Sun Path Diagram



**Figure 30:** Solar Gains Modelling



### Window to Wall Ratio (WWR)

Design of the envelope will work towards maximizing energy efficiency by providing sufficient glazed area for daylighting and views but without overglazing. Overglazing results in significant heat loss during the winter or solar gains in the summer that cause overheating.

Where solar orientation causes concern, strategies for sun shading, including vertical and horizontal shading elements, will be utilized.

Figure 31: Sun Shading Strategy

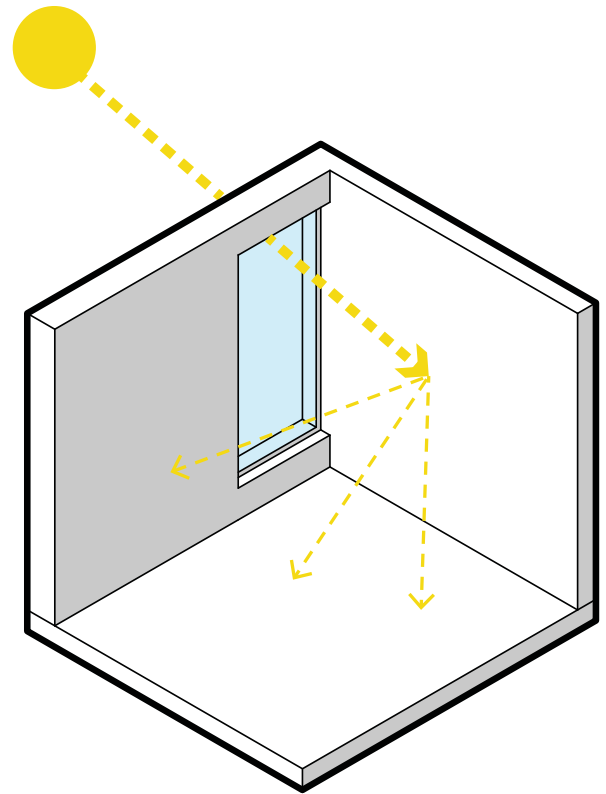
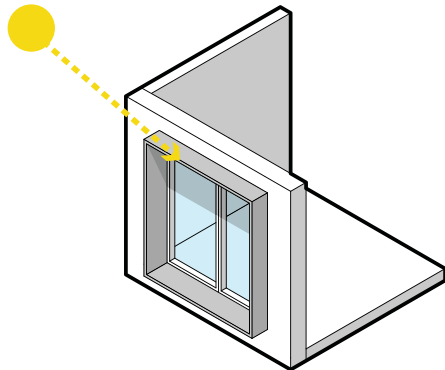
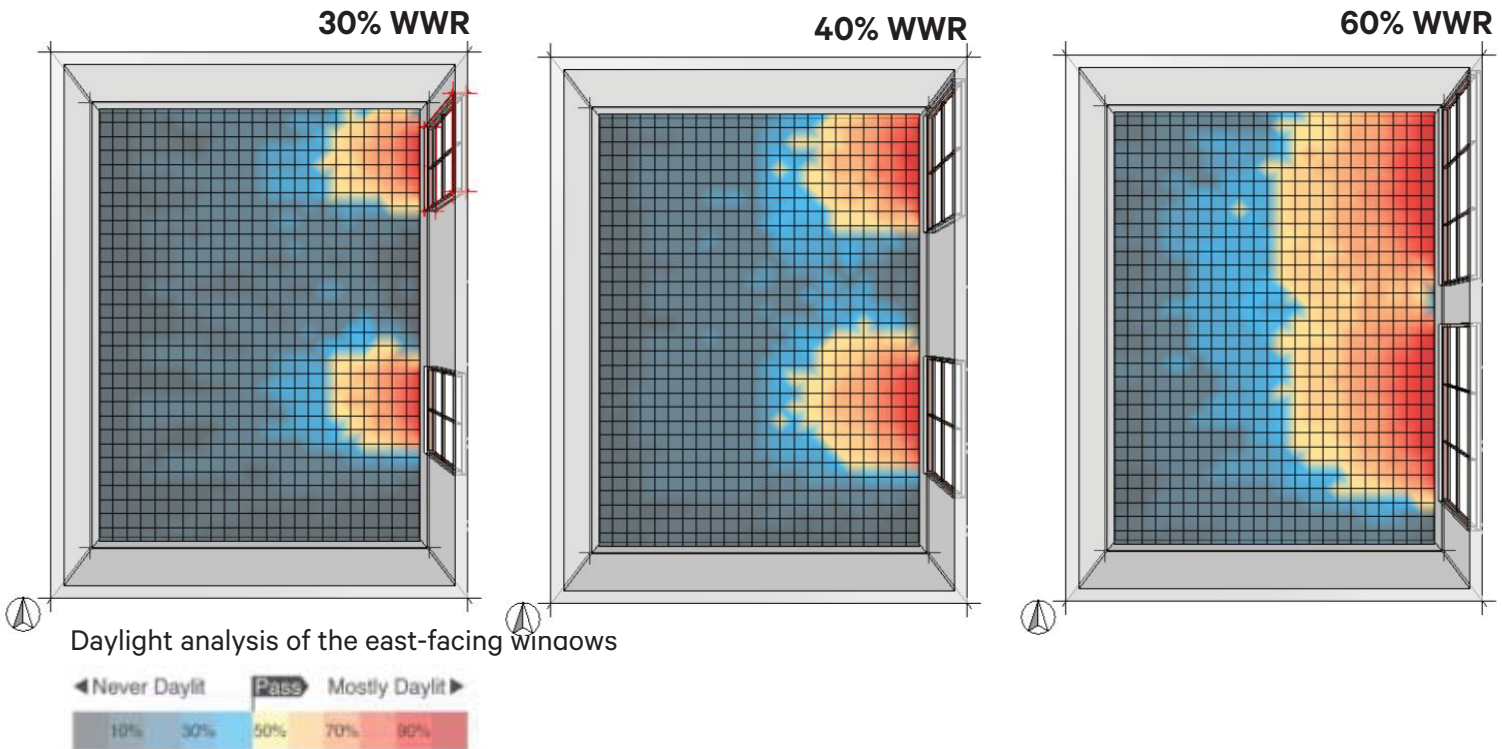


Figure 32: Daylight Modelling at Various Window to Wall Ratios



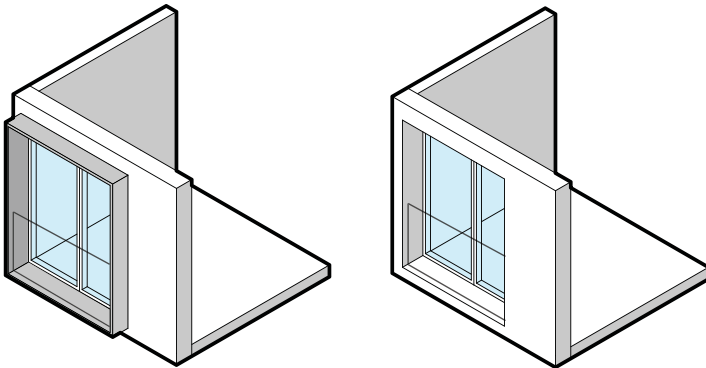


## 6.5 Passive Ventilation

Full-height floor-to-ceiling windows with operable vents, are proposed where possible. For units without access to a terrace, juliette balconies are proposed.

The proposed juliette-style balconies enhance passive ventilation by allowing a large area for air circulation.

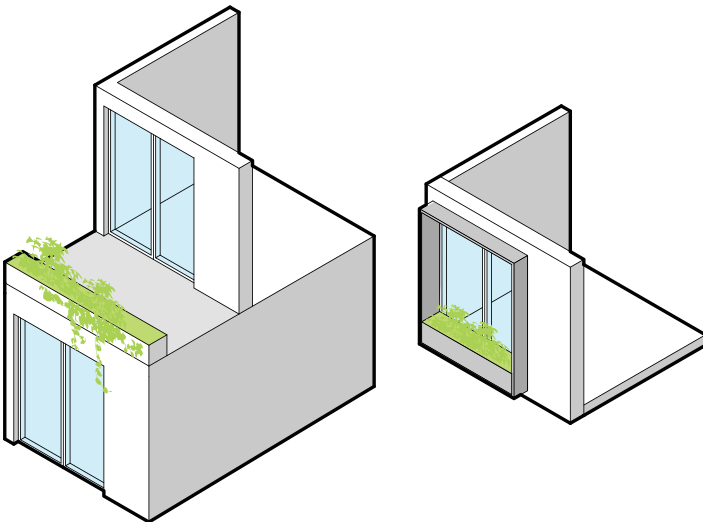
**Figure 33:** Projecting & Recessed Juliette Balconies



**Figure 34:** Juliette Balcony Precedents



**Figure 35:** Optional Terrace & Juliette Balcony Planters



**Figure 36:** Terrace Design



## 6.6 Sustainable Landscape Features & Green Roof

### Sustainable Landscape Strategy

The project's landscape strategy addresses sustainability in many ways. First, it reduces the hardscape surface of the site by 26% and replaces it with low-maintenance native species. This reduces the urban heat island effect, improves the site's stormwater performance, and provides increased habitat for pollinator species. Low-maintenance plant selection ensures that carbon inputs into the landscape are minimized. Where new hardscape is proposed we are investigating the use of high-albedo low-carbon materials. We are investigating ways to include local species at risk within our planting strategy in order to support biodiversity.

The landscape strategy begins with hardscape as needed and maximizing the amount of soft landscaping that incorporates native drought-tolerant species. The selection of lighter coloured paving and trees works to mitigate the heat island effect and provides a more comfortable outdoor environment. The proposed development reduces the overall percentage of hardscape surface across the site by 26% from the existing conditions, thereby providing greater stormwater retention.

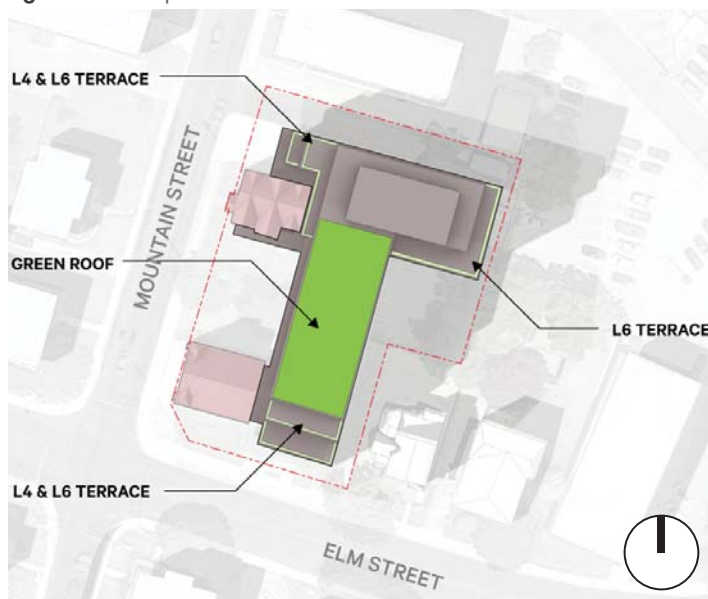
### Green Roof

The sustainable landscape strategy is further enhanced by the proposed green roof which will also reduce urban heat island effect. A green roof is proposed for the roof of the seventh floor in the area south of the mechanical penthouse.

### Planters

Planters are proposed for the terrace edges to create space for planting visible on the proposed building elevations. Planting selection for these planters will use the Niagara Escarpment as an ecological reference in order to identify hardy and low-maintenance species well suited to the growing conditions along the building edge. Location and extent of planters will be determined through the site plan approval process

**Figure 37:** Proposed Roof Plan



# 7.0 Response to Existing Design Framework

## 7.1 Planning Applications Overview

The first application of the redevelopment process is the combined Official Plan Amendment and Zoning By-law Amendment Application. The Official Plan Amendment will introduce limited changes to the policies, primarily permission for a minor increase in height. The Zoning By-law Amendment will introduce changes to the existing zoning regulations.

Building design details and landscape design details shall be further developed and secured through a future Site Plan Approval (SPA) process.

An overview of the proposal in the context of the existing planning and design framework, as presented in the relevant Policies and Design Guidelines is presented in the following subsections.

## 7.2 Region of Niagara - Official Plan

### Region of Niagara Official Plan

Readers may refer to the Planning Justification Report for an overview of the Niagara Region Official Plan.

Overall, the proposal is in line with the Region's Official Plan including its Growth Management Policies, Mixed -Use Development, Public Realm and Urban Design Policies, Built Heritage Policies, and Housing and Community Services Policies.

## 7.3 Town of Grimsby - Official Plan

### Town of Grimsby Official Plan

The proposed development is generally consistent with the Town's Official Plan. The Official Plan designates the properties as Commercial Core--Intensification and Downtown Intensification. The proposed development implements the Town's vision for these lands, including the integration of significant intensification and a mix of uses.

The application is seeking an amendment to the Official Plan to address built-form policies, though the proposal for this site is generally in conformity with the intentions of the Official Plan.

For additional information on the Official Plan and Zoning By-law Amendments, the reader may refer to the Planning Justification Report.



## 7.4 Regional Municipality of Niagara - Model Urban Design Guidelines

### Smart Growth Principles

The Region's Model Urban Design Guidelines identify and expand upon a list of 10 Smart Growth Principles, which we will touch on here:

#### 1. Create a mix of land uses

This proposal is for a mixed-use development that will support and utilize the well-developed mix of land uses that exist within the surrounding context. This factor is key in the proposal's ability to help contribute to a highly walkable neighbourhood.

#### 2. Promote compact built form

The compact form and increased intensification brought forth by this mid-rise development proposal will protect ecologically sensitive areas of the surrounding geography. This higher-density form will bring more residents to the downtown Grimsby area, contribute to the vitality of the local businesses and infrastructure, and promote a walkable city.

#### 3. Offer a range of housing opportunities and choices

The proposal includes a mix of one-, two- and three-bedroom apartments, including some two-storey units with direct access to the exterior ground level. This mix of unit types and sizes will encourage a varied demographic of inhabitants, positively adding to the range of available housing options in the area.

#### 4. Produce walkable neighbourhoods and communities

The location, density and mix of units in this proposal is ideal--and essential--to promote a walkable community. The existing sidewalk infrastructure on Mountain and Elm Streets will be maintained for safe pedestrian access.

#### 5. Foster attractive neighbourhoods and a sense of place

The preservation and adaptive re-use of Woolverton House and Woolverton Hall is a key factor in the proposal, building character and community pride into the centre of the development.

#### 6. Preserve farmland and natural resources

The redevelopment of an existing property and the maximization of land use in downtown Grimsby reduces the need for sprawl and helps to protect the ecologically sensitive and ecologically valuable surrounding landscapes.

#### 7. Direct development into existing communities

This proposal focuses growth through increased density within an existing community.

#### 8. Provide a variety of transportation choices

The proposal site is well connected to established car, bike and pedestrian infrastructure. It is also well situated should public transit be developed in the future.

#### 9. Make development predictable and cost effective

The use of an already developed site that connects to existing services and infrastructure reduces development costs.

#### 10. Encourage community stakeholder collaboration

Community involvement and feedback have been encouraged and sought out from the beginning stages of this proposal through the use of a website, conversations, community meetings (virtual during the current period, and then in person, as allowed by Public Health Guidelines) and will continue throughout the planning and development application processes.

### Specific Design Guidelines - Apartment & Mixed Use Buildings

In addition to the Smart Growth Principles, Specific Design Guidelines contain relevant considerations for this proposal which include the following:

- The impact on adjacent properties is proposed to be minimized through height and mass transitions (stepping), site layout and separation from adjacent properties and landscaping (4a.9)

- High quality pedestrian infrastructure will be maintained and improved on site (4a.9)
- The Ground Floor units will be provided with individual access at grade (4a.9)
- Parking is proposed to be located underground and accessed via a discrete driveway located at the interior of the lot (not at the corner) (4a.10)
- Existing buildings are proposed to be maintained for adaptive re-use to respect the existing character and fabric of the neighbourhood
- Sustainability features of the proposal are described in earlier sections of this brief

The proposed design is in line with the Regions's Model Urban Design Guidelines. These Guidelines will continue to be reviewed and considered throughout the Site Plan Approval (SPA) process in the future.

**Figure 38:** Mountain Street Rendered Perspective Elevation



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.



## 7.5 Downtown Grimsby Design Guidelines

### Downtown Grimsby Design Guidelines

The subject property falls within the boundaries of the Downtown Grimsby Community Improvement Plan (CIP). The CIP provides a guiding framework for re-development and improvements within the defined area of Downtown Grimsby.

The Downtown Grimsby Design Guidelines is a section of the Downtown Master Plan which was produced as part of the CIP process. It outlines a series of recommended design treatments for a number of elements including buildings, streetscapes, utilities, parking, gateway features, signage, and heritage assets, among others. It's overall intent is to protect the traditional, historic forms and streetscapes of the Downtown core area while providing guidance for proposed improvements and development.

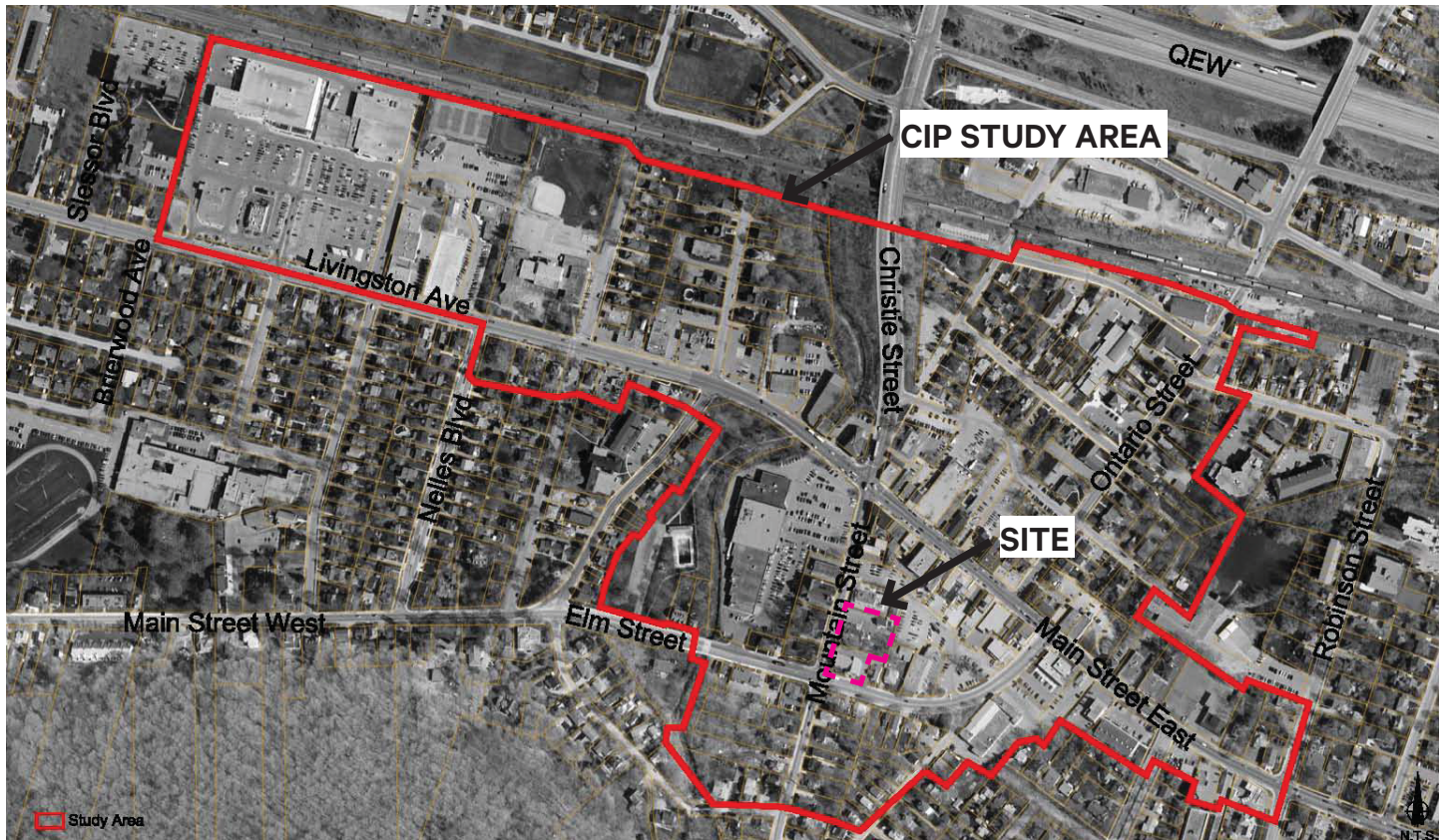
### Building Form

In keeping with the intent of the Design Guidelines, the

proposal seeks to celebrate the historic character of Downtown Grimsby via the maintenance and adaptive reuse of Woolverton House and Woolverton Hall. It also seeks to complement the historic context by contrasting the existing buildings with a new contemporary expression inspired by the Niagara Escarpment.

The proposed structure and site layout take its cues from the existing and neighbouring properties to establish setbacks from the street edge. On Elm Street, the proposed structure extends close to the sidewalk at a reduced four-storey height. On Mountain Street, the proposed structure sits back to the rear of the existing buildings, thereby maintaining their current prominence while allowing the publicly accessible Plaza to establish a desirable open space between the two heritage buildings. The new structure steps forward at the north end of the property, stepping down in height to four storeys, respecting the heights of both existing buildings.

Figure 39: Downtown Grimsby Community Improvement Plan Study Area





The Ground Floor is designed with a 4.5m height, in keeping with the Design Guidelines.

### Façades

The proposed structure provides three contemporary façade zones. The ground floor provides a ribbon of animation that defines the relationship of the building to both the public realm (the Community Hub entrance, the Plaza interface, and the residential entrance) as well as to the existing buildings. The mid-zone is comprised of the lower four-storey massings as well as the setback terraces that face the Plaza on the second floor. The upper zone includes sections of the building which terrace up and back to the uppermost storeys.

The building materials will be further developed during the Site Plan Approval process. Durable materials that complement and create a subtle background to the existing buildings will be proposed. (See Figure 38 for some example of options.)

The windows and rooflines of the proposed structure are designed as a contemporary complement to the existing building, rather than mimic historical forms and patterns.

Detailed review and design of the building signage will be developed at the Site Plan Application stage.

### Site Planning

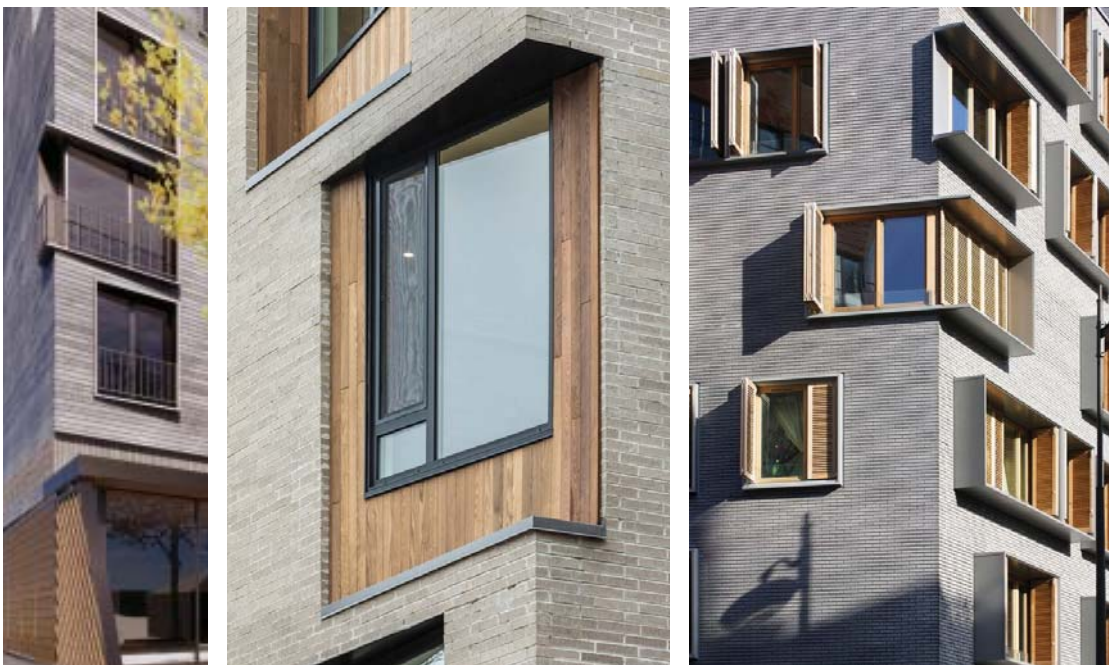
Onsite parking is proposed to be located underground beneath the new structure. Access to the parking is proposed at the north end of the site via a sloped driveway accessed from Mountain Street.

Plantings and landscape design shall be further developed at the Site Plan Approval stage. Refer to Section 5.2 for a preliminary overview of the proposed planting.

### Façade Improvements

The existing building façades are currently in good condition and will continue to be maintained in a manner that is consistent with the Guidelines.

**Figure 40:** Building Material Examples & Precedents



# 8.0 Conclusion

## 8.1 Conclusion

The proposed development will contribute positively to Downtown Grimsby and the Town of Grimsby as a whole.

The proposed development sets out to:

- Create a new building that is sensitive to its surrounding context, and that makes use of existing buildings through adaptive re-use.
- Provide 74 new residential units on an existing underdeveloped site.
- Create new usable open space that is accessible to residents and the general public.
- Reduce the reliance on automobiles through increasing density in an underdeveloped, well-served area, providing space for bike storage and parking, and pedestrian-focused design.
- Provide a Community Hub as well as space for commercial tenants.

**Figure 41:** Rendered View of the Proposal from the Corner of Mountain & Elm Streets



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.

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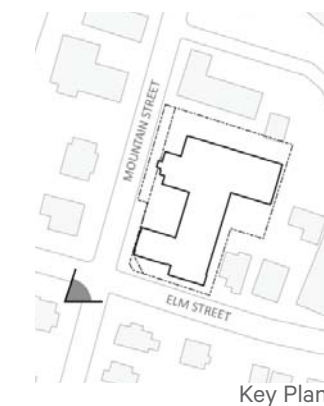
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## 9.0 Appendix

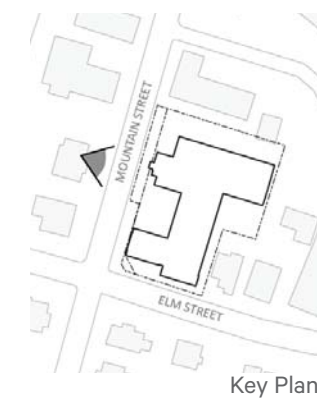
Corner of Mountain & Elm Streets



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.



Mountain Street



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.



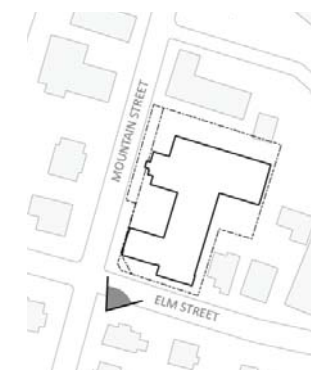
### Mountain Street Entrances



\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.



### Elm Street Entrances



Key Plan

\*This rendering is for illustrative purposes only and the design is subject to further revision through the iterative design process.









MOUNTAIN ST ELEVATION

PROPERTY LINE

PROPERTY LINE

ELM ST

