



# URBAN DESIGN BRIEF

6555-6595 Royal Magnolia Avenue  
London, ON

PROPOSED ZONING BYLAW APPROVAL  
TO PERMIT TWO MIXED USE 6 STOREY COMMERCIAL AND APARTMENT RESIDENTIAL BUILDINGS

September 2023



**CONTENTS**

<b>1</b>	<b>Section 1.0 – Planning Context</b>	<b>1</b>
1.1	Subject Lands	1
1.2	Existing Site Images	2
1.3	Surrounding Land Uses	3
1.4	Proposed Development	3
1.5	Goals and Objectives	5
1.6	City of London Planning Framework	5
1.6.1	Zoning Bylaw	5
1.6.2	Official Plan Designations	6
1.7	London Plan Urban Design Principles	7
1.7.1	Character	7
1.7.2	Street Network	7
1.7.3	Streetscapes	8
1.7.4	Public Space	8
1.7.5	Site Layout	9
1.7.6	Buildings	9
1.8	Spatial Analysis	9
1.9	Site Specific Spatial Analysis	11
<b>2</b>	<b>Section 2.0 – Design Principles and Design Responses</b>	<b>12</b>
2.1	Conceptual Design:	12
2.1.1	Building Organization	12
2.1.2	Building Massing	12
2.1.3	Site Design	12
2.1.4	Building Design	13
2.1.5	Public Realm	13
2.2	Sustainability	13

**FIGURES**

**Figure 1.** Site Location (City of London Online Mapping)..... 1

**Figure 2.** Subject site as existing (City of London Online Mapping)..... 2

**Figure 3.** Site Plan focused on proposed development..... 4

**Figure 4.** Proposed Development from Royal Magnolia Ave at Cambell St. N. .... 4

**Figure 5.** Artist’s rendering of proposed building looking northwest from Heathwoods Ave..... 5

**Figure 6.** Proposed Landscaping by RKLA ..... 5

**Figure 7.** Existing Zoning ..... 6

**Figure 8.** The London Plan – Place Types, Map 1 ..... 6

**Figure 9.** Southwest Area Secondary Plan North Lambeth Designation ..... 7

**Figure 10.** Proposed North Elevation..... 9

**Figure 11.** Regional Spatial Analysis, 400m and 800m Radius ..... 10

**Figure 12.** Site Specific Spatial Analysis ..... 11

**Figure 13.** Proposed East Elevation. .... 13

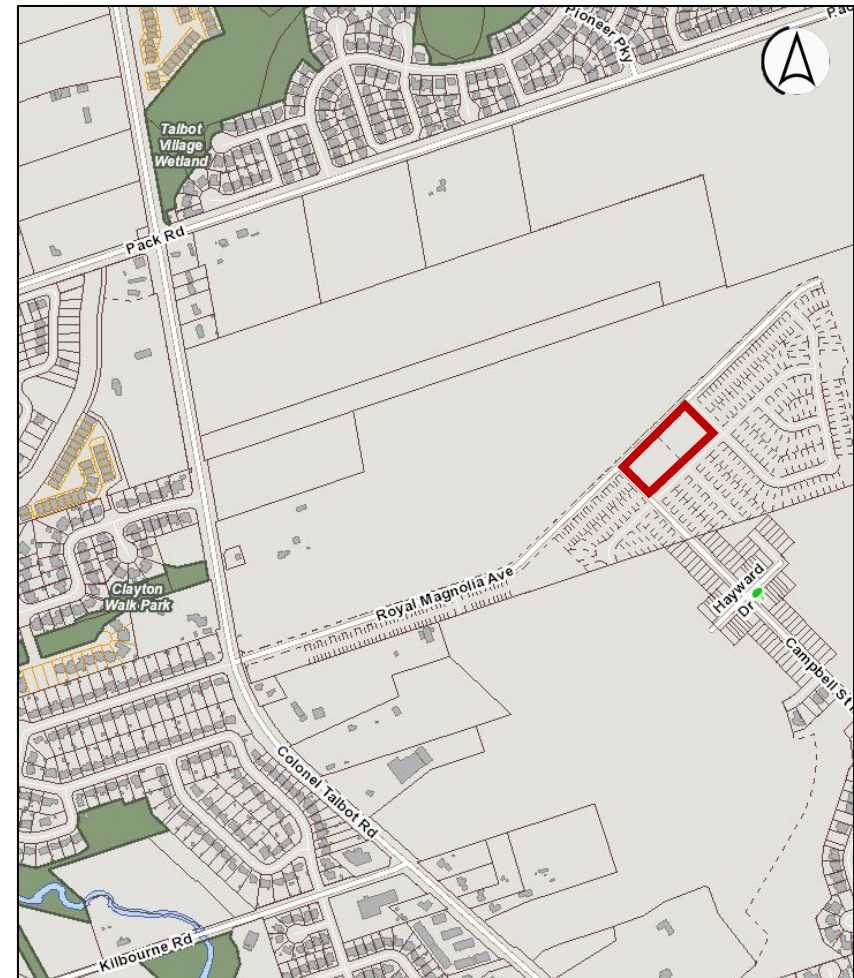
**APPENDICES**

- Appendix A – Site Plan
- Appendix B – Building Elevations
- Appendix C – Architectural Renderings
- Appendix D – Landscape Plan

## 1 SECTION 1.0 – PLANNING CONTEXT

### 1.1 SUBJECT LANDS

<b>Applicant/Proponent:</b>	York Developments
<b>Site Location:</b>	Located along Royal Magnolia Avenue, East of Colonel Talbot Road.  (See <b>Figure 1</b> . Site Location – ).
<b>Municipal Address:</b>	6555 & 6595 Royal Magnolia Avenue, London, ON
<b>Roll Number:</b>	080070013030000
<b>Legal description:</b>	WESTMINSTER CON ETR PT LOTS 74 AND 75 RP 33R16208 PARTS 2 AND 3 PT PART 1
<b>Site area:</b>	± 1.1 ha (2.73 ac)
<b>Street Frontage:</b>	Royal Magnolia Ave (± 158 m) Big Leaf Trail (± 70 m) Heathwoods Ave (± 158 m) Campbell St. N. (± 70 m)
<b>Existing Features</b>	The subject site is currently vacant.



**Figure 1.** Site Location (City of London Online Mapping)





### 1.3 SURROUNDING LAND USES

The subject lands are located along the South side of Royal Magnolia Ave. which is a brand-new road and identified as a Neighbourhood Connector in the London Plan Map 3, with predominantly Street Townhouse Residential dwellings and future residential lands currently used for crop lands. The neighbourhood is primarily Townhouse and Single Detached Residential currently under construction. More specifically, the surrounding land uses include:

**North:** Across Royal Magnolia Ave are future residential lands that are currently used for cash crops.

**East:** Across Big Leaf Trail are residential lands (under construction) with zoning allowing for Single Detached Residential Dwellings.

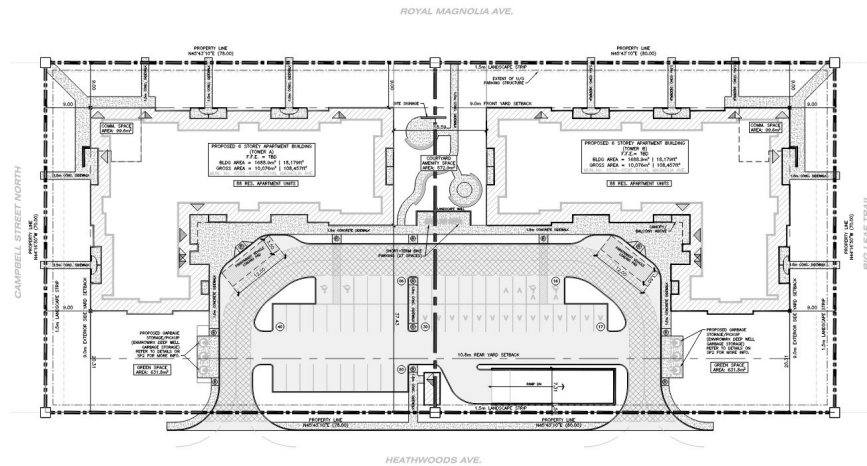
**South:** Across Heathwoods Ave are residential lands (under construction) with zoning allowing for Single Detached Residential Dwellings.

**West:** Across Campbell Street North are residential lands (under construction) with zoning allowing for Single Detached and Townhouse Residential Dwellings.

### 1.4 PROPOSED DEVELOPMENT

The proposed mixed use commercial residential apartment development would intensify the new residential neighbourhood Mixed Ground floor uses with commercial corner units at the intersections along Royal Magnolia Ave, and ground floor apartment units would diversify the Royal Magnolia Avenue Road frontage and would encourage pedestrian activity enhancing the public realm. The proposed buildings would function as a gateway into the lower density residential neighbourhood to the South of Royal Magnolia Ave and create a focal point of the community.

Between the proposed buildings and directly connected to Royal Magnolia Avenue, would be a shared courtyard amenity space. This space would be landscaped and would allow for the residents and patrons of both buildings to enjoy an outdoor location. A site plan has been designed and can be found in **Appendix A**.



**Figure 3.** Site Plan focused on proposed development.

Each proposed 6-storey apartment building would be “L” shaped and encompass approximately 1,688.9m<sup>2</sup> (18,179 sq. ft) of ground area. Each building comprises 88 residential units, for a total of 176 new residential units. Both 1- and 2-bedroom units are proposed in this development. The buildings would be located primarily towards, and along the Royal Magnolia Ave frontage with additional frontage along both Campbell St. N. and Big Leaf Trail.

Two vehicle connections from Heathwoods Ave would connect to a shared 50 space surface parking area and access to residential underground parking. Internal walkways would connect the proposed buildings, the parking area, a shared courtyard amenity space and municipal sidewalks. Landscaping is proposed around all sides of the building.



**Figure 4.** Proposed Development from Royal Magnolia Ave at Cambell St. N.

Conceptual elevations for the apartment building (**Appendix B**) show a high degree of architectural detail and design through utilization of extensive glazing, building articulation, awnings, and cladding materials.

The proposed building has been positioned along the street frontages to strengthen the Royal Magnolia Avenue, Campbell Street North, and Big Leaf Trail streetscapes. The proposed building and landscaping would screen the surface parking area from view from the public realm.

The proposed building façade makes use of horizontally and vertically oriented panelling, variation in height, lighting, and use of angles to create a visually interesting transition between building materials and overall aesthetic building. The proposed



building has been illustrated through the renderings in **Appendix C**.



**Figure 5.** Artist's rendering of proposed building looking northwest from Heathwoods Ave.

The landscape plan in **Appendix D** identifies the proposed enhanced landscaping, as well as the conceptual layout of walkways servicing the proposed apartment building.



**Figure 6.** Proposed Landscaping by RKLA

## 1.5 GOALS AND OBJECTIVES

The subject lands are located at a prominent location along the new Royal Magnolia Avenue corridor.

The proposed development strives to create a high-quality urban environment that will enhance the streetscape and residential community. The proposed apartment buildings aim to create an entrance into the residential neighbourhood to the south and function as a focal point of the community.

## 1.6 CITY OF LONDON PLANNING FRAMEWORK

### 1.6.1 ZONING BYLAW

The subject lands are currently multi-zoned Residential [R8-4(51)], Convenience Commercial [CC6(12)], and Neighbourhood Facility



[NF1(17)]. The zoning provides for a variety of residential uses (including apartment buildings); a variety of commercial uses; and neighbourhood facilities including Places of Worship and Day Care Centres.

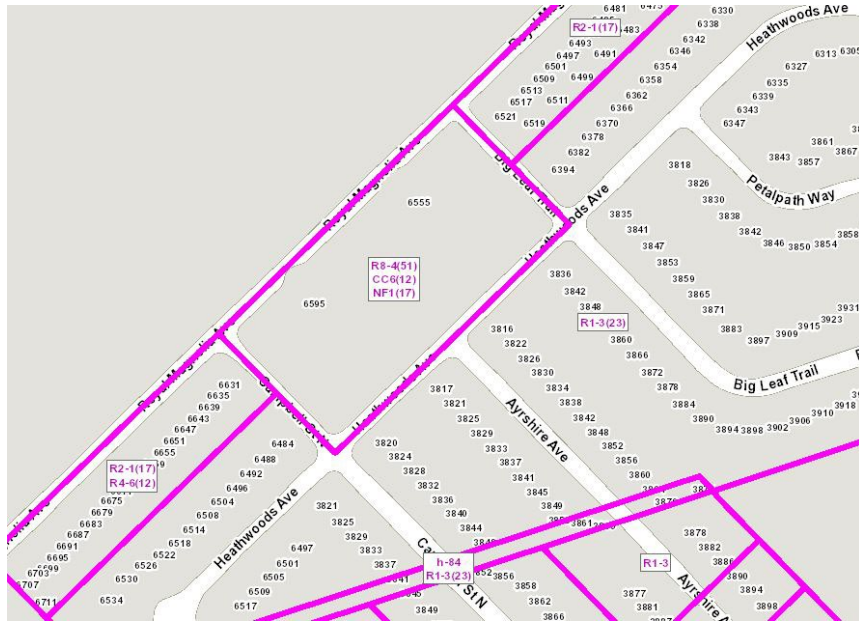


Figure 7. Existing Zoning

### 1.6.2 OFFICIAL PLAN DESIGNATIONS

The Subject Lands are designated “Neighbourhoods” as identified on Schedule ‘A’ – Land Use (Figure 8). Royal Magnolia Avenue is identified as “Neighbourhood Connector,” per Schedule ‘C’ – Transportation Corridors.

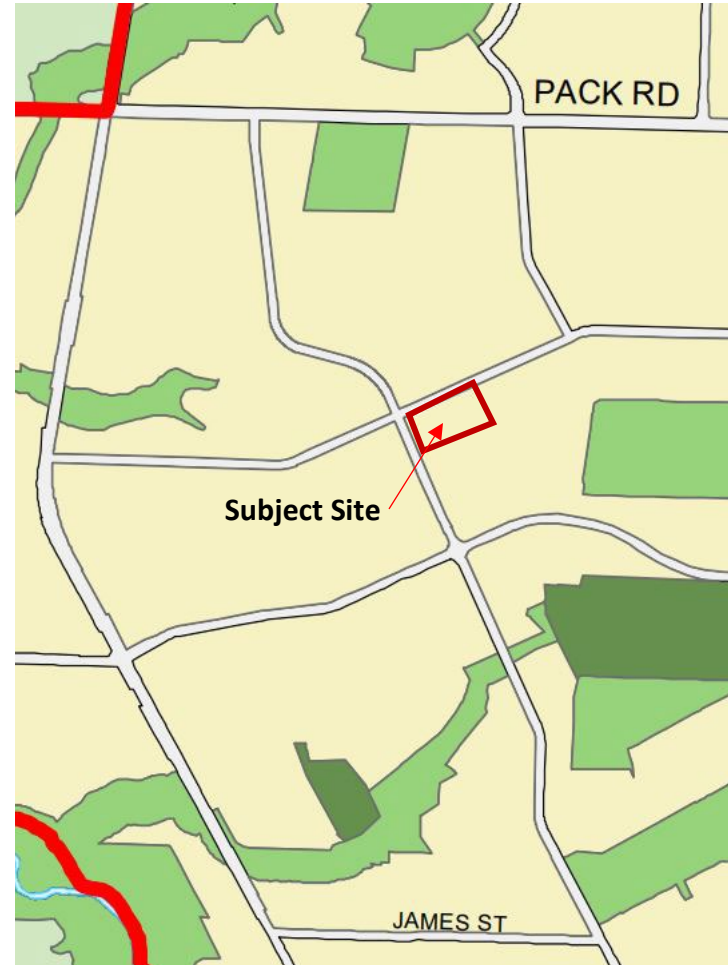


Figure 8. The London Plan – Place Types, Map 1

Finally, the Subject Lands are also located within the Southwest Secondary Area Plan (SWASP). The lands are designated as Medium Density Residential (MDR) see Figure X, permitting residential uses up to 6 storeys in height, and a limited range of

commercial and personal service uses, small-scale restaurants, civic and institutional uses, schools, and churches.

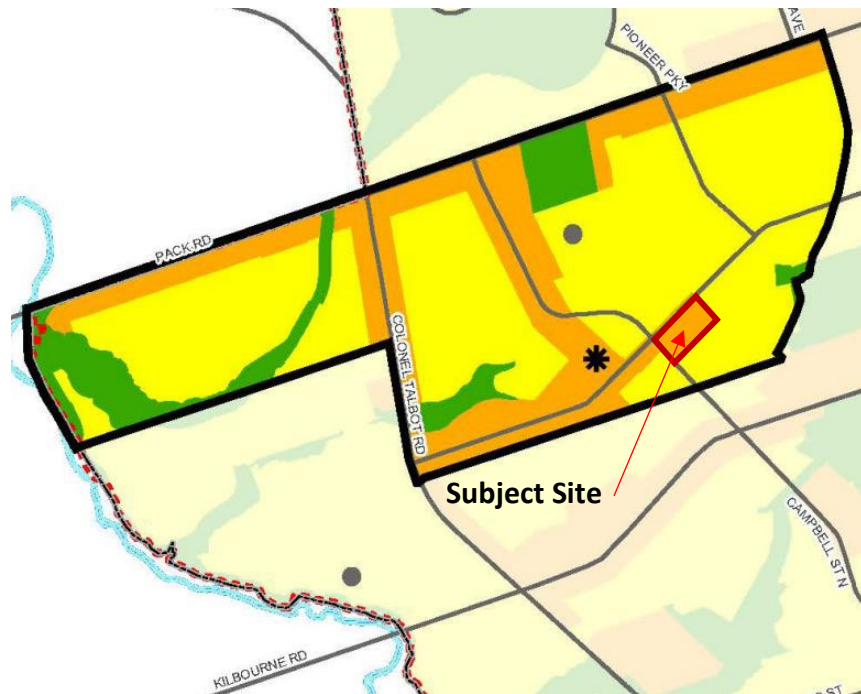


Figure 9. Southwest Area Secondary Plan North Lambeth Designation

## 1.7 LONDON PLAN URBAN DESIGN PRINCIPLES

The London Plan places an emphasis on urban design throughout the Place Types citywide. The following outlines the relevant policies to this proposed development.

### 1.7.1 CHARACTER

The streetscape and character along Royal Magnolia Avenue is currently under development. The London Plan and SWASP envision the Royal Magnolia streetscape as a medium density neighbourhood with a mix of commercial uses, that transitions into a low-density residential community. The streetscape would benefit from proposed walkway and sidewalk connections, lush landscaping opportunities, and mixed commercial and residential uses at ground level.

The proposed development, described in the following sections, would help solidify the primarily residential streetscape along Royal Magnolia Avenue and create a sense of place that is easily identifiable. The proposed built form includes building façades with considerable amounts of glazing, appropriate signage, and high-quality building materials. The proposed buildings would function as a gateway feature transitioning into the lower density residential neighbourhood to the south, and function as a commercial focal point along Royal Magnolia Avenue.

### 1.7.2 STREET NETWORK

The road layout has been established through previous Draft Plan of Subdivision processes. The site is uniquely situated with road frontages on all sides. Despite the large amount of road frontages, the proposed development is only proposing two vehicle accesses

from Heathwoods Avenue. The proposed development is an integral component to all four streetscapes and would complete the current phase of Royal Magnolia Avenue construction. Establishing newly created neighbourhood.

### 1.7.3 STREETSAPES

Royal Magnolia Avenue will be a neighbourhood connector, and due to the intersection with Colonel Talbot Road, it will function as a major vehicular thoroughfare for the new neighbourhood. Therefore, it is reasonable to expect a high-volume of vehicle and pedestrian activity.

Campbell Street North will also be a neighbourhood connector and will function as the main north-south route for the new neighbourhood. The London Plan envisions Campbell Street North connecting from Wharnccliffe Road South / Main Street and Pack Road in the future. Therefore, it would be reasonable to expect a high-volume of vehicle and pedestrian activity along this street frontage (similar to Royal Magnolia Avenue).

Big Leaf Trail, and Heathwoods Avenue are local roads and will primarily serve the low-density residential units fronting onto the right of ways.

The proposed buildings have been located and oriented primarily to the Royal Magnolia Avenue frontage, and to a lesser extent

along both Campbell Street North and Big Leaf Trail frontages. This building placement is proposed to:

- Create a solid street edge.
- Enhance the pedestrian experience.
- Screen surface parking.

The streetscapes would be enhanced by the proposed buildings additional landscaping and planting. The buildings would also become a community gateway feature.

### 1.7.4 PUBLIC SPACE

Internal walkways inviting pedestrians to enter the site and providing immediate connections to the proposed commercial and residential entrances. A centralized courtyard amenity space is also provided along the Royal Magnolia frontage, with pedestrian connections from municipal sidewalks. Residential units are also provided with personal balconies, or ground level outdoor spaces. Two large green spaces are proposed along Heathwoods Avenue at the intersections with Campbell Street North and Big Leaf Trail. Enhanced landscaping along the entire property and along the base of the proposed buildings would help to create a pleasing interface with the public realm and screen the surface parking area.

### 1.7.5 SITE LAYOUT

The proposed development orients the new buildings along Royal Magnolia Avenues, as well as limited frontage along Campbell Street North and Big Leaf Trail. The corner commercial units are located with prominent views and connections to the intersections of Royal Magnolia and Campbell Street North and Big Leaf Trail, respectively. Large setbacks and a high amount of glazing, create an inviting landscaped and comfortable pedestrian environment are along Royal Magnolia, Campbell Street North, and Big Leaf Trail.

### 1.7.6 BUILDINGS

The proposed 6-story apartment buildings have been designed with an appropriate massing for a community focal point and residential gateway. Building facades would be provided with a high proportion of glazing, articulation, variation in height and materials, and generally well designed on all sides - without blank walls.

Building entrances are all accessible by walkways that also connect to the public sidewalk, and into the surface parking area.



Figure 10. Proposed North Elevation.

### 1.8 SPATIAL ANALYSIS

Figure 11 shows the subject lands and land uses within 400m and 800m radius from the Subject Lands. The two radii represent approximate walking distances of approximately five and ten minutes, respectively.

The subject lands are located at the intersection of two neighbourhood connectors and are within a planned medium density residential neighbourhood. The area is not currently served by bus public transit, however as the area continues to develop with residential and commercial uses there would be opportunity to support future public transit operations.



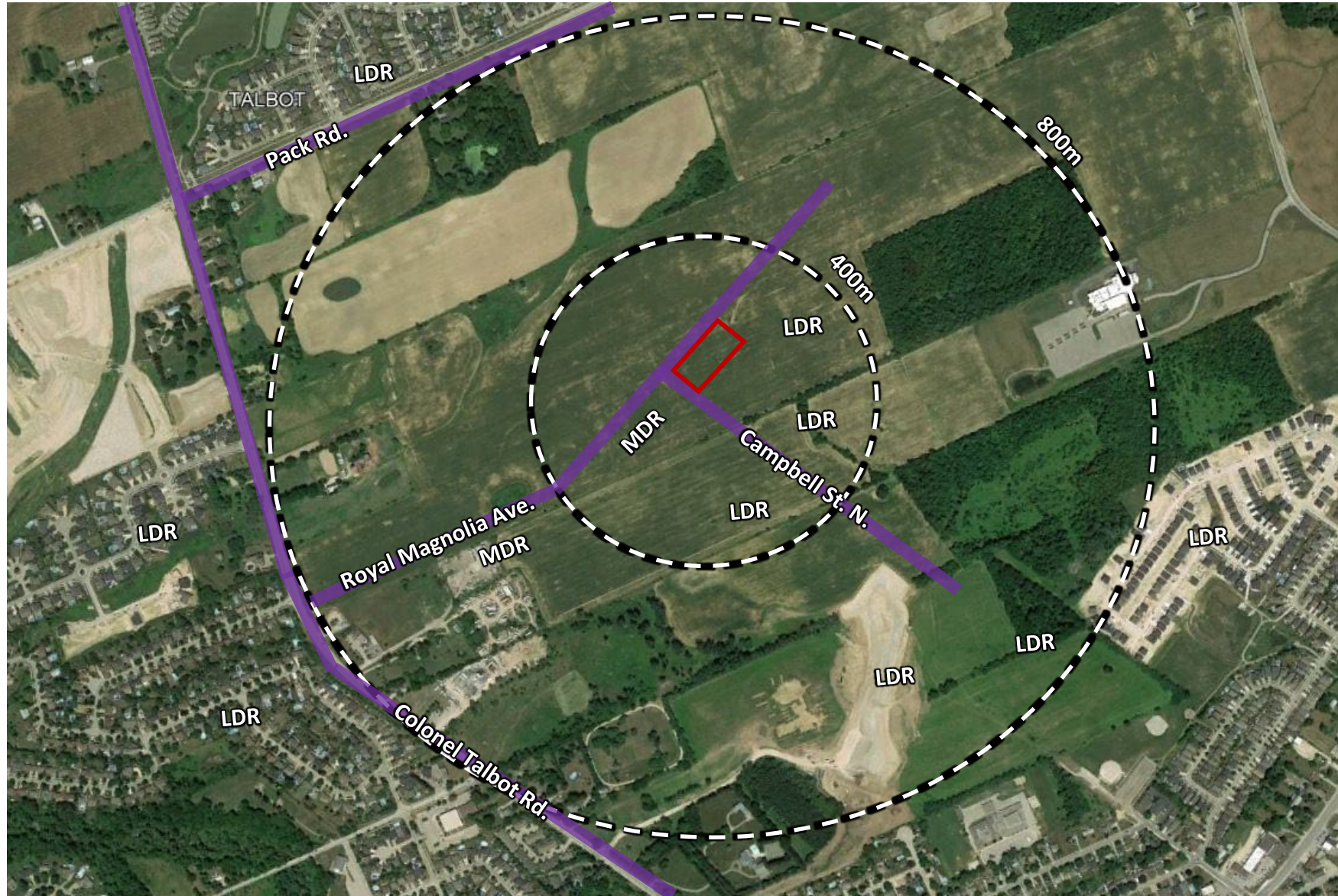


Figure 11. Regional Spatial Analysis, 400m and 800m Radius

## 1.9 SITE SPECIFIC SPATIAL ANALYSIS

A Site-Specific Spatial Analysis was conducted on the Subject Lands, including:

**Composition and Built Form:** The site is currently vacant and surrounded by medium and low-density residential dwellings under construction. Located at the intersection of Royal Magnolia Avenue and Campbell Street North.

**Edge Conditions:** The site is afforded with a “Public Street Interface” along all four sides of the site: north (Royal Magnolia Ave), west (Campbell St. N.), east (Big Leaf Trail), and south (Heathwoods Ave).

The proposed building would front primarily onto Royal Magnolia Avenue, and the intersections with Campbell Street North and Big Leaf Trail. The building would be architecturally treated to emphasize the street edge and promote pedestrian activity while stimulating visual interest with large windows, glazed walls, building entrances, articulations, and walkways connected to the public sidewalk.

**Connectivity:** There are two proposed vehicle access points into the subject lands from Heathwoods Ave. and multiple pedestrian access throughout the site. Public sidewalks would be provided

within the public boulevard around the site boundary, along all street frontages. These sidewalks would provide pedestrian access to both the commercial and residential units.

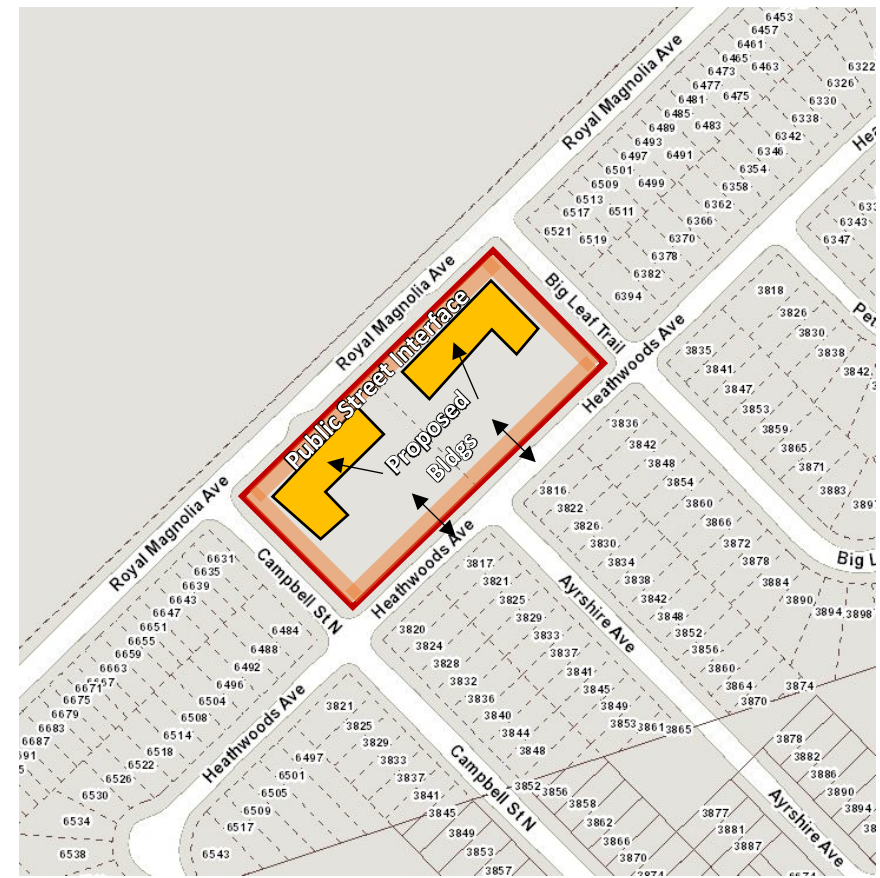


Figure 12. Site Specific Spatial Analysis



## **2 SECTION 2.0 – DESIGN PRINCIPLES AND DESIGN RESPONSES**

### **2.1 CONCEPTUAL DESIGN:**

With respect to the conceptual design for this project, our team has defined design principles that will inform this aspect of the proposed development:

- Building Orientation – The new buildings have been located along Royal Magnolia Ave, Campbell St. N., and Big Leaf Trail. This decision will ultimately yield a development that enhances the Residential character of the developing Royal Magnolia Avenue, by concealing utilitarian functions such as parking / loading areas / etc.
- Building Materials – Shall be contemporary in nature and arranged in a manner that allows for control of the formal building articulation.
- Entrances – The corner commercial units have direct connections to the Royal Magnolia Ave intersections with Campbell St. N. and Big Leaf Trail. Accesses to the apartment lobbies are found adjacent to the commercial units, as well as along the street frontages and finally also entrances interfaced with the surface parking area internal to the site. Internal walkways around the buildings would connect all entrances and public sidewalks.

#### **2.1.1 BUILDING ORGANIZATION**

The goal of the development organization is as follows:

- The new buildings have been arranged on the existing subject lands in a fashion that creates a community focal

point and gateway into the lower density neighbourhood to the south.

- This organization offers multiple, pedestrian friendly, experiences including entrances along the street scape, an inviting public realm with enhanced landscaping, and efficiently developing the entire subject lands.

#### **2.1.2 BUILDING MASSING**

- The proposed massing for this project has been carefully articulated to match the scale required for a residential apartment along Neighbourhood Connectors.
- Additionally, to accommodate the concept of human scale you will note the buildings have been broken down into compartments, using material breaks, to avoid a monotonous uninspired design response.

#### **2.1.3 SITE DESIGN**

- The Royal Magnolia Street scape is proposed to remain a medium residential corridor, while the commercial units provide a diversity of uses.
- The proposed apartment buildings provide screening to surface parking, except along Heathwoods Ave where ample landscaping is proposed. Enhanced landscaping around the site boundary and long the base of the proposed buildings creates an inviting public realm.
- Providing pedestrian connections from the public sidewalks into the site where feasible to do so created a welcoming entrance to both the residential and commercial uses within the site.

### 2.1.4 BUILDING DESIGN

- Entrances have been provided on the street face to encourage walkability to and from the development.
- The material palette for this project offers a contemporary mix of grey brick veneer, siding, and dark grey & white exterior insulation finish systems.
- Shifting projected frames provide pattern to exterior design while articulating exterior balconies.



Figure 13. Proposed East Elevation.

- The final building form creates a dynamic design response that provides visual interest through the shifting articulated frames along the exterior – providing varied opportunities for balconies. The base of the building clad in grey brick veneer anchors the built form above with a familiar texture providing comfort to pedestrians in its familiarity. Above the dark grey brick, are white and dark grey exterior insulation finish systems varying the built form while bringing a warmth and richness to the building. Bright wood tone siding accent panels are introduced to draw visual interest into the building. Balconies and windows divide the building articulation. Upper storey

white siding provides a final layer of material variety. Rooftop feature focal points, are provided at the intersections of Royal Magnolia with Campbell St. N. and Big Leaf Trail to defining the gateway entrances into the residential neighbourhood.

### 2.1.5 PUBLIC REALM

- The primary public realm offering in this development is the enhanced landscaping and a shared courtyard amenity space between the buildings along Royal Magnolia Ave. This area is complimentary to the neighbourhood and unifies our design objectives for the project including building form and the pedestrian experience.

## 2.2 SUSTAINABILITY

In a day and age where sustainability and environmental design has become increasingly important, we have considered the following measures for this development:

- Landscape which offers water efficiency;
- Building system selection(s) will offer reduced energy requirements for the new buildings;
- Regionally sourced materials shall be employed in the design;
- Low VOC materials;
- Renewable material choices will be utilized where feasible.



## Appendix A – Site Plan

## Appendix B – Building Elevations

## Appendix C – Architectural Renderings

## Appendix D – Landscape Plan