

March 25, 2021

**Chair and Committee Members
Planning and Environment Committee
City of London
300 Dufferin Avenue
London Ontario**

Via email

Re: Comments on the Draft Masonville Secondary Plan by Richmond Hyland Centre Inc.- c/o Westdell development Corporation, 1703 1737 Richmond Street, London, Ontario.

Dear Chair and Committee Members: SBM Planning and Zedd Architecture are retained by Westdell Development Corporation, who is the principal of Richmond Hyland Centre Inc. and the owner of the commercial centre, known as RICHMOND HYLAND CENTRE.

This Centre occupies the entire northwest quadrant of the Fanshawe- Richmond intersection that is included in the Secondary Plan planning area. Westdell has been involved for 2 years with the ongoing improvements to the commercial centre

We appreciate the major work that went into the preparation of the Secondary Plan, and that the Project was commenced in January 2019.

We have met with the Planning Staff and understand that the MSP is reaching out about 25 years and will experience an increase in population from about 3000 to 14000 and the number of jobs would grow from 3000 to 4000. The nature of the population profile is not well defined at this point, however, our own experience has shown that mostly no-family households would reside in the Masonville Secondary Planning Area.

OUR COMMENTS, CONCERNS AND REQUESTS:

1. **UNCERTAINTY** – The client has owned the Richmond Hyland Centre for 2 years. They are making efforts to improve the commercial facility in line with City policy and urban design standards that currently exist. Construction is underway on a

major addition. The client is concerned that the Secondary Plan will be too rigid and therefore constrain redevelopment opportunities by not being able to predict what the future holds, as well as recognize the complexities in managing the operation and renewal of a large commercial centre, comprising:

- a) Several tenants and leases with different time periods;
- b) The need to keep businesses open while renewal projects are constructed;
- c) Predicting the way and how people will shop? On-line, small stores, big box etc.

We request that the Secondary Plan recognize these complexities, provide broad scope and flexibility, and in the final version demonstrate how this has been accomplished.

2. BUS RAPID TRANSIT SERVICE -- Is there a Bus Rapid Transit Plan (BRT) planned for Masonville, or are there options that replace for Council's deferral of the North Route of the original BRT Plan? Secondly, is there a Plan that would show how the Masonville Transit Village would be connected to the surrounding communities with presumably a system of feeder routes? We see this as vital to achieving some of the PRINCIPLES of achieving high transit use, pedestrian mode reliance and enable the redevelopment intensity that is contemplated.

It is suggested that another PRINCIPLE be added to address these matters.

3. Our client is concerned that the outcome of the City preparing the Secondary Plan will conflict with the direction we received from the City from a PRE-CONSULTATION REQUEST ON REZONING for high rise apartment building development in June of 2020. The direction we received was that we should prepare our own Master Plan of the quadrant. *Provide a conceptual master plan for the redevelopment of the entire site in order to provide staff with the overall vision and development intent. Typically single-use commercial developments are known to have a short lifespan while mixed-use and residential tower developments are seen as more permanent. It is important to understand how the site will redevelop over time in order to ensure that the more permanent mixed-use development are located in the best locations on the site.*"

We are currently preparing our conceptual Master Plan that tries to describe how the Richmond Hyland Centre will transform in from 2022 through 2060 – a period of 38 years. We find our Master Plan at odds with the Masonville Draft Secondary Plan as the

following describes. SEE ATTACHMENT for the our MASTER PLAN outline and concept summary.

4. PUBLIC PARK LAND - Our Master Plan intends to show a public square (POPS) and a green “boulevarde” North Centre Road. The MSP proposes 0.5 ha in Section 3.6 – Parks. **We request** that the 0.5 be expressed as a target and not an absolute requirement.
5. RICHMOND AND NORTH CENTRE -- Our Master Plan intends to show a 16-storey apartment building in the northeast corner of our site that is at the intersection of Richmond and North Centre and is similar to the approved Tricar Development - kitty corner (special policy). The MSP shows MID-RISE at a maximum height of 8 storeys. **We request** a High- Rise designation on Schedule 4 -Heights for this area.
6. NORTH CENTRE ROAD – as a RESIDENTIAL CHARACTER STREET – would be a challenge in our Master Plan because the residential uses we are proposing would be in apartment form and likely above the commercial ground floor for the most part. We request the wording be changed to encourage street level dwelling unit entrances (but not require them). **We request** that Truck Loading and Service Entrances be recognized as a likely necessary feature and would need to be screened and concealed as much as possible.
7. LENGTHY DOCUMENT - The Draft MSP could be more concise if cross referenced to the London Plan, e.g. section 9.0 OUR TOOLS. These sections are very similar. This helps when preparing development applications as the fewer the policy documents in terms of number and length, the more efficient we can be to review and analyze the policies.

We thank you for the opportunity to comment on the MSP Draft and look forward to working with you on the future next steps to achieve a better alignment with our Master Plan and your Secondary Plan. Thank you.

Respectfully submitted,

Strik, Baldinelli, Moniz Ltd.

Planning • Civil • Structural • Mechanical • Electrical


Laverne Kirkness, BES, RPP, MCIP

Principal Planner, Planning Division Manager
Encl.
cc. Westdell Development Corporation
cc. Zedd Architecture.
cc. Sonia Wise
cc. Brit O'Hagan

ATTACHMENT

WESTDELL'S CONCEPTUAL MASTER PLAN for RICHMOND HYLAND CENTRE

prepared by Zedd Architecture and SBM Planning to 2060

Vision – a mixed use commercial residential community, with Transit Village intensity, comprising:

- high-rise apartment towers ranging from 16 to 22 storeys,
- medium density, medium rise apartment buildings, ranging from 6 to 8 storeys,
- commercial ground levels with small to medium sized stores from 50 m² to 2000 m², cafes, boutiques, restaurants.
- Surface and underground parking as well as upper level structure parking in the apartment towers.
- Natural park and public square (POPS).

Zedd architecture has prepared the attached plan based on TIME PERIODS OR YEARS and heights of buildings. The Plan is described as follows:

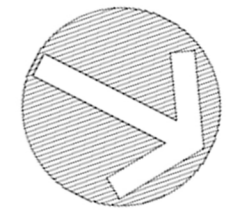
Sk1 Plans – 2 sheets showing the expected years or time frames in years of the various components of the overall development as to WHEN they may occur. Also, the commercial floor space is in blue colour and the residential is in the red colour. Four towers are proposed, and rise above the ground floor commercial spaces. The redevelopment can be considered as phases as follows:

- Year 2022 – phase 1 – apartment tower #1 and commercial ground floor at North Centre and Fanshawe Park Road
- Year 2026 – phase 2 – apartment tower #2 and commercial ground floor at mid block on Richmond Street about in the existing Beer Store location
- Year 2030– phase 3 – apartment tower #3 and commercial ground floor at North Centre and Richmond Street
- Year 2040 – phase 4 – apartment tower #4 and commercial ground floor at Richmond and Fanshawe Park Road
- Year 2050-60 – phase 1 – medium rise apartment buildings with fronts oriented to North Centre Road promenade and commercial ground floor
- The POPS – PUBLIC – PRIVATE SQUARE requires more thinking about when it can be implemented.

The end

N CENTRE RD.

FANSHAWE PARK RD. W



RICHMOND ST.

Scale : 1" = 80'0"ft

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19-049 Hyland Tower

Fanshawe & N Centre Rd

2022-2060 Phasing

2021.03.12

Sk-1

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