

# URBAN DESIGN BRIEF

## 743 RICHMOND STREET, LONDON

Official Plan Amendment & Zoning By-Law Amendment Applications



## EXECUTIVE SUMMARY

This Urban Design Brief (“Brief”) has been prepared as part of the complete Official Plan Amendment and Zoning By-Law Amendment application for the proposed mixed-use development at 743 Richmond Street, London (“Subject Lands”, “Subject Property”, or “Site”).

The applicant is proposing to redevelop the site to contain a thirty-five (35) storey mixed-use development consisting of 512 residential units and two (2) ground-level retail units. An access point is provided along Oxford Street to allow access to the loading area and three (3) levels of underground parking for a total of 77 parking spaces. The proposed development will create a cohesive and integrated mixed-use development with varying interconnected and unified design choices.

This Brief discusses the design vision, existing conditions of the subject property, the neighbourhood context of the site, the existing urban design policies found in the City of London Official Plan and Draft Urban Design Guidelines, as well as details about the proposed development. This Brief follows the City of London Urban Design Brief (“UDB”) Terms of Reference (“ToR”) in order to meet the requirements for a ‘complete’ application submission package.

Specific consideration has been given to assessing the existing office residential and business district commercial land use planning development controls and urban design principles which currently apply to the lands. The Brief will also provide an analysis of suitability of these lands for high-density residential purposes and its urban design elements. The Brief responds to this Urban Design framework and sets out various recommendations for the overall development.

This Brief was prepared by Up Consulting Ltd., who have been retained as the consulting land use planner and urban design consultant for the proposed development to provide independent land use planning analysis and opinion. This Brief, including the opinions and recommendations set out herein, has been prepared by a member in good standing with the Ontario Professional Planners Institute and the Canadian Institute of Planners.

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## 1. INTRODUCTION

This Brief has been prepared as part of the complete Official Plan Amendment and Zoning By-Law Amendment application for the proposed mixed-use development of the property municipally known as 743 Richmond Street, London.

The applicant is proposing to redevelop the site to contain a thirty-five (35) storey mixed-use development consisting of 512 residential units and two (2) ground-level retail units. An access point is provided along Oxford Street to allow access to the loading area and three (3) levels of underground parking for a total of 77 parking spaces. The proposed development will create a cohesive and integrated mixed-use development with varying interconnected and unified design choices.

This Brief discusses the design vision, existing conditions of the subject property, the neighbourhood context of the site, the existing urban design policies found in the City of London Official Plan and Draft Urban Design Guidelines, as well as details about the proposed development. This Brief follows the City of London Urban Design Brief (“UDB”) Terms of Reference (“ToR”) in order to meet the requirements for a ‘complete’ application submission package.

Specific consideration has been given to assessing the existing office residential and business district commercial land use planning development controls which current apply to the lands. The Brief will also provide an analysis of suitability of these lands for high-density, mixed-use purposes and its urban design elements.

## 2. CONTEXT ANALYSIS

This section of the Brief provides descriptions of the site and neighbouring context of the subject property.

### a) Site Attributes

The subject property is municipally addressed as 743 Richmond Street, London and known legally as PLAN 22 PART OF LOTS 22-24, South side of Oxford Street East, Registered PLAN 15236. The location of the subject properties is shown in Figure 1. The subject property is located on the south side of Oxford Street East, west of Richmond Street, north of Picadilly Street, and east of St. George Street.



**Figure 1: Location of Subject Property (Source: City of London GIS Portal)**

The subject property has an approximate lot area of 1,407.29 m<sup>2</sup>, and a frontage of approximately 40 m onto Richmond Street and 35 m onto Oxford Street East. Following the road widening along Oxford St E and the daylight triangle, the site will have an approximate lot area of 1,304 m<sup>2</sup>. The subject property is currently occupied by a two (2) storey multi-unit retail building, which is contemplated to be demolished to accommodate the proposed development. Access to the property is provided via Richmond Street, Oxford Street East, and a laneway at the rear of the building accessible from Oxford Street East. Figures 2 to 4 below provide street-view images of the existing building.

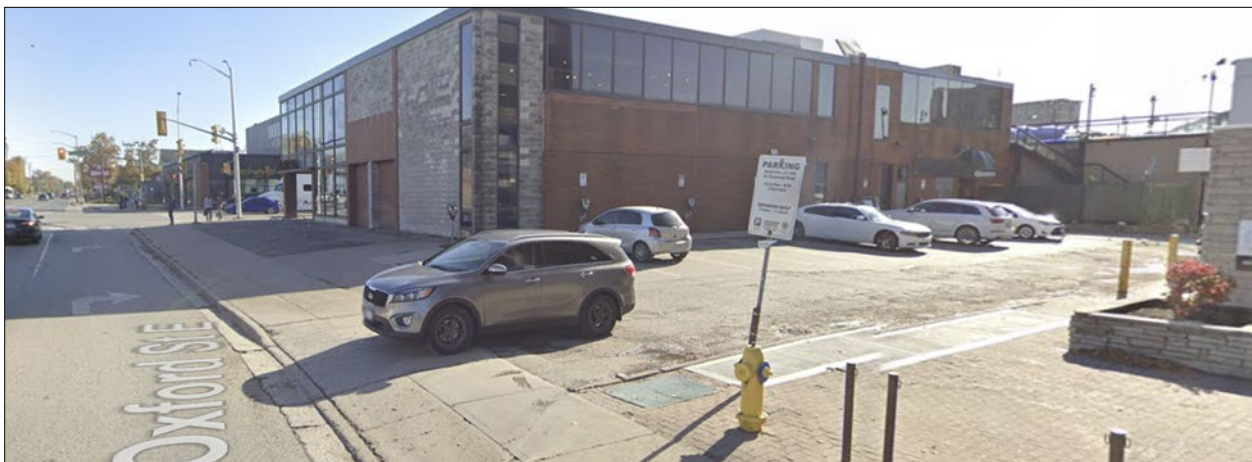




**Figure 2:** Streetview of the Existing Building from the Corner of Richmond St. and Oxford St. E (Source: Google Maps)



**Figure 3:** Streetview of the Existing Building from Richmond St. (Source: Google Maps)



**Figure 4:** Streetview of Laneway at the Rear of the Existing Building (Source: Google Maps)

## b) Surrounding Context

The subject property is situated in a well-established urban area within the Richmond Row corridor, characterized by a diverse mix of commercial, residential, retail, and institutional uses. This stretch of Richmond Street is recognized as one of London's key urban main streets, offering a high degree of street-level activity and pedestrian engagement throughout the day. Additionally, Oxford Street East serves as a key arterial road, functioning as a multi-modal spine that connects retail, dining, and essential services with surrounding residential and institutional areas, including key transit and employment nodes.

To the south, restaurants, salons, and retail storefronts are located at the base of office and apartment buildings to contribute to an active and pedestrian-friendly streetscape along Richmond Street. These buildings frame the street with continuous building walls and active façades, reinforcing the corridor's urban character and walkability. To the north, east, and west, residential development ranges from low-rise townhouses and single-detached homes to high-rise apartment buildings, creating an urban fabric that supports residential density and diverse housing forms.

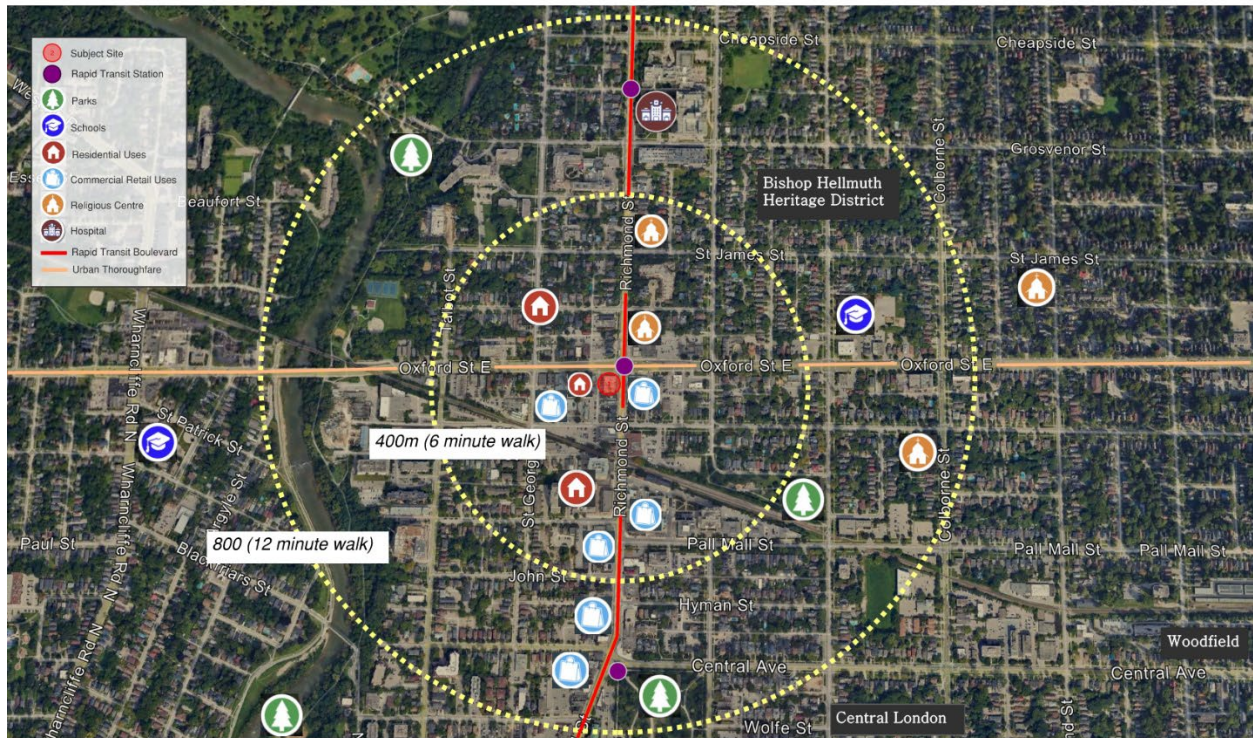
To the west of Oxford St. E, the neighborhood contains places of worship, medical facilities, fitness centers, and various service-oriented businesses including London Muslim Mosque, Skintreet Salon & Spa, MVMT Strength Fitness Centre, and Cherryhill Village Mall. These community uses provide key services and amenities to both local residents and visitors, supporting a complete community framework in alignment with The London Plan.

The subject property is well-served by public transit, with several London Transit Commission (LTC) bus routes accessible within a 2-minute walk from the site. Route 6 (Richmond) and Route 90 (Masonville Place–White Oaks Mall Express) provide direct connections to commercial hubs including the Downtown, Masonville Place Shopping Centre, and White Oaks Mall. For post-secondary access, Route 13 (Wellington) and Route 106 (Downtown–Natural Science) provide convenient links to Western University and Fanshawe College. Additionally, Route 2 is part of the planned North Corridor Bus Rapid Transit (BRT) expansion, with a future Rapid Transit Station proposed within walking distance of the site. This expansion will offer greater regional transit accessibility for the area. The proximity to future rapid transit infrastructure strengthens the site's long-term alignment with transit-oriented development principles and intensification goals outlined in The London Plan.

The subject property is located approximately 1 km north of Downtown London, which is within a 5-minute drive or a 15-minute walk. It is also situated 2.8 km southeast of Western University, accessible within a 7-minute drive or a 10-minute bus ride. The site's location allows for convenient access to London's primary academic, cultural, and employment districts. The site has convenient access to parks, trails, and green spaces, including Gibbons Park to the north, Victoria Park to the south, and Ann Street Park to the west along the Thames River. These recreational amenities contribute to the overall livability of the area and support opportunities for outdoor activity within walking distance.

The following aerial imagery, Figure 5, shows existing buildings located on Richmond Street and Oxford Street East, as well as points of interest within proximity to the site.





*Figure 5: Neighbourhood Spatial Analysis Map (Source: Google Earth)*

### 3. DESIGN GOALS AND OBJECTIVES

The intent of the proposed development is to transform an underutilized site located at a prominent intersection of Richmond Street and Oxford Street E just north of Downtown London into a vibrant, high-density, mixed-use development that supports the City's strategic intensification objectives. Situated within a Major Transit Station Area (MTSA) and designated 'Rapid Transit Corridor' under City of London Official Plan ("The London Plan"), the subject lands are ideally positioned to accommodate growth that supports sustainable transit usage, urban vitality, and mixed-use intensification. The proposal is consistent with the growth management direction of the Provincial Planning Statement, as well as the design and planning principles established by the City of London.

This 35-storey development is envisioned to deliver a range of residential unit types, from studio units to 3-bedroom units, complemented by street-oriented retail uses at grade. The design prioritizes active transportation, pedestrian comfort, and a contextual fit within the urban fabric, while also contributing to the evolving skyline of the downtown-adjacent neighbourhood.

The urban design goals and objectives guiding the proposed development are as follows:

- **Respect and Enhance the Historic and Urban Context of Richmond Row**  
The development will draw inspiration from the scale and materiality of nearby buildings to establish a cohesive streetscape. The podium will incorporate high-quality materials, fine-grain detailing, and architectural articulation that reinforces the established character of the Richmond Row corridor.
- **Support the Planned Function of a Major Transit Station Area and Urban Corridor**  
The building design supports the long-term vision of the MTSA by introducing a high-intensity land use form that accommodates increased residential population and transit ridership. The proposal enhances transit-oriented development principles by optimizing proximity to rapid transit infrastructure.
- **Foster a Pedestrian-Oriented and Human-Scaled Streetscape**  
The building base will be designed to activate the public realm with clearly defined, grade-related entrances along both Richmond Street and Oxford Street East. Streetscape enhancements including active ground-floor uses, will reinforce a pedestrian-friendly environment. Vehicular access and parking will be located at the rear of the site to prioritize walkability and minimize conflicts with pedestrian movement.
- **Deliver a Mix of Private and Public Amenities**  
The development will include extensive indoor and outdoor amenity spaces that address the needs of future residents while contributing to the neighbourhood. Ground-floor retail uses will provide accessible services that support both building occupants and the surrounding community.
- **Promote Active Transportation and Transit Connectivity**  
The site design will integrate secure 270 bicycle parking spaces and infrastructure that encourages walking and cycling within proximity of public transit and surrounding uses.

These features will reduce reliance on private vehicles and encourage sustainable transportation habits.

- **Ensure Safe and Inclusive Public Realm Design**

Pedestrian circulation within and around the site will be safe, legible, and universally accessible. The design will apply the principles of Crime Prevention Through Environmental Design (CPTED) and conform with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Building Code (OBC) to ensure a safe and inclusive environment for all users.

This design-led approach ensures that the proposed development will not only intensify the site appropriately but also contribute positively to the broader urban experience, complementing the City's long-term vision for complete communities supported by efficient transit systems and high-quality design.

## 4. POLICY CONTEXT AND ANALYSIS

The following subsections of this Brief discuss the design guidelines applicable to the subject property and how they have been considered in the proposed development applications.

### a) City of London Official Plan (The London Plan)

The London Plan establishes high-level urban design objectives and policies to ensure long-term development has been designed to reflect the many of these objectives. The proposed

The following table examines the applicable Urban Design Policies outlined in The London Plan, including “City Building Policies” that apply to all areas of London.

Growth Framework	Policy	Design Adherence
92.8	Development within the Primary Transit Area should be designed to be transit oriented and well serviced by cycling lanes and paths, sidewalks, urban public spaces, and public seating areas.	<p>The proposed development will provide safe and convenient access to the site for pedestrians and cyclists.</p> <p>Commercial units and residential entrances will be connected to public sidewalks and transit services (Oxford Street East and Richmond Street) via sidewalks.</p>
Character	Policy	Design Adherence
197	The built form will be designed to have a sense of place and character consistent with the planned vision of the place type, by using such things as topography, street patterns, lotting patterns, streetscapes, public spaces, landscapes, site layout, buildings, materials and cultural heritage.	The proposed development will ensure building design, material selection, and thoughtful transitions to contribute to site and building designs aligned with the existing streetscape and prioritizes the creation of a strong sense of place and character consistent with the planned vision of the place type.
202	Buildings and public spaces at key entry points into neighbourhoods will be designed to help establish a neighbourhood’s character and identity.	The development is located at a prominent corner that serves as a gateway to the downtown core and features prominent massing, commercial activity, and architectural detailing that contribute to a strong neighbourhood identity.



208	Signs will be designed as an integral part of development and will be compatible with the architectural style of the building and the existing and planned character of the surrounding area.	Signage for the ground-level retail unit and residential lobby will be integrated into an overhead feature to maintain compatibility with the architectural style of the proposed development.
<b>Streetscapes</b>	<b>Policy</b>	<b>Design Adherence</b>
228	Neighbourhood streets and all infrastructure will be planned and designed to enhance safety by implementing the principles of Crime Prevention Through Environmental Design, encouraging greater levels of passive surveillance, and providing sidewalks of sufficient width to support planned levels of activity.	The proposed development will provide extensive glazing and active uses at-grade (residential lobby and retail frontages) that support passive surveillance and 'eyes-on-the-street'. Wide sidewalks will be provided in areas of high activity – near building entrances and lay-by spaces.
<b>Site Layout</b>	<b>Policy</b>	<b>Design Adherence</b>
252	The site layout of new development should be designed to respond to its context and the existing and planned character of the surrounding area.	The site layout reinforces the surrounding urban form by maintaining a consistent street wall along Richmond Street and Oxford Street East and responding to adjacent heritage and mid-rise buildings.
253	Site layout should be designed to minimize and mitigate impacts on adjacent properties.	Adequate setbacks are provided along all external lot lines and the proposed development will not preclude future development in the surrounding area. The majority of parking, with the exception of drop-off/short-term parking spaces, and servicing areas are fully screened from adjacent parcels, including the public street.
256	Buildings should be sited so that they maintain and reinforce the prevailing street wall or street line of existing buildings. Where a streetscape has not been built out, buildings should be sited with regard for the planned street wall or street line.	The proposed development is designed with a continuous building wall facing Richmond Street and Oxford Street East to reinforce the existing street wall of existing buildings. Most notably, the southern podium height is 2-storeys and stepped back with the outdoor amenity space, thus matching the

		existing height of properties along Richmond St.
259	Buildings should be sited with minimal setbacks from public streets and public spaces to create an inviting, active and comfortable pedestrian environment.	The building is proposed to be sited in close proximity to its street frontages and includes a site design which will create an inviting, active, and comfortable interface defined by an interactive façade, staggered podium levels and setbacks, and ground level retail units.
261	Buildings at corner sites should be oriented towards the higher-order street classification.	The building is oriented towards both Oxford and Richmond Streets, which are both a major corridors.
266	Loading, garbage and other service areas will be located so that they will not have a negative visual impact from the street or detract from pedestrian connections.	Servicing facilities are located in the rear of the site, screened from Richmond Street and Oxford Street E. Servicing areas are separated from main pedestrian routes wherever possible.
268	Sites shall be designed to provide a direct, comfortable and safe connection from the principle building entrance to the public sidewalk.	The proposed site design provides direct connections from the sidewalk along Oxford Street East and Richmond Street to residential lobby entrances and ground level retail units.
269	Buildings should be sited to minimize the visual exposure of parking areas to the street.	Most of the proposed parking supply will be underground parking. A limited amount of surface parking is provided along the west of the building, fully screened from adjacent parcels and Oxford Street East by the proposed building masses.
270	The location, configuration, and size of parking areas will be designed to support the planned vision of the place type and enhance the experience of pedestrians, transit-users, cyclists, and drivers.	The location of parking below grade and outside of public view will support the planned vision of the area, establishing a transit-oriented and pedestrian-friendly function and appearance.
272	The impact of parking facilities on the public realm will be minimized by strategically locating and screening these parking areas.	All parking spaces will be located within a below grade parking structure. A limited number will be provided at grade, accessed off the

	Surface parking should be located in the rear yard or interior side yard.	public laneway and screened to the extent possible from adjacent parcels and Oxford Street East.
275	To reduce the visual impact of parking, make efficient use of land, to provide for outdoor amenity space, and promote active uses on street-facing facades, parking for large buildings, such as high-rise residential buildings, office buildings, and mixed-use buildings should be located underground or integrated within the building design.	Underground parking will be integrated within the overall building design and will not be visible from the public realm.
280	Adequate bicycle parking facilities will be required for all development to encourage cycling as a viable form of transportation. Covered and secure forms of bicycle parking should be incorporated into multi-unit residential, large-scale commercial or retail, institutional, and recreational developments.	Covered and secure bicycle parking for 270 spaces will be provided in the Mezzanine of the development.
<b>Buildings</b>	<b>Policy</b>	<b>Design Adherence</b>
285	To support pedestrian activity and safety, large expanses of blank wall will not be permitted along the street edge.	The proposal includes no large expanses of blank wall on exterior-facing elevations. Rather, the facades have been thoughtfully designed to include extensive glazing, balconies and materiality to provide a cohesive overall building design.
286	Buildings should be designed to achieve human-scale relationships that are comfortable for pedestrians.	The building will achieve human-scale relationships by providing distinct podium levels, step-backs above the third storey, active uses at grade (retail unit), and pedestrian-oriented elements such as awnings, overhangs, and vision glass at the ground level.
287	Within the context of the relevant place type policies, the height of buildings should have a proportional relationship to the	The development contemplates a road widening of 3 m as directed by City staff to facilitate a future widening at the ground level

	width of the abutting public right-of-way to achieve a sense of enclosure.	
289	<p>High and mid-rise buildings should be designed to express three defined components: a base, middle, and top. Alternative design solutions that address the following intentions may be permitted.</p> <ol style="list-style-type: none"> <li>1. The base should establish a human scale façade with active frontages including, where appropriate, windows with transparent glass, forecourts, patios, awnings, lighting, and the use of materials that reinforce a human scale.</li> <li>2. The middle should be visually cohesive with, but distinct from, the base and top.</li> <li>3. The top should provide a finishing treatment, such as roof or a cornice treatment, to hide and integrate mechanical penthouses into the overall building design.</li> </ol>	<p>The proposed development is designed in accordance with the high-rise policies set out in Section 289, as detailed below:</p> <ol style="list-style-type: none"> <li>1. Building bases are designed to support a human-scaled public realm with active uses (retail units, lobbies / vestibules) and a high proportion of glazing at ground level. Articulated massing, including continuous vertical elements and overhangs, will also contribute to a distinct building base.</li> <li>2. The middle portion is stepped back above the second, third, and sixth storey. Façade design also changes at this level, mostly comprised of glass, supporting an orderly and cohesive appearance.</li> <li>3. The rooftop design incorporates a finished treatment that conceals mechanical equipment within a penthouse structure, ensuring a clean and cohesive look that complements the overall building design.</li> </ol>
290	Buildings located on corner sites should address the corner through building massing, location of entrances, and architectural elements.	The proposed design features large ground-level windows and entryways on both streets to provide interaction with the public realm. Further, the proposed scale and architecture establishes a distinctive landmark at the intersection.
291	Principal building entrances and transparent windows should be located to face the public right-of-way and public spaces, to reinforce the public realm, establish an active frontage and	The principal entrances for retail units will be oriented towards Richmond Street and Oxford Street East. This arrangement will activate the public realm and establish a pedestrian-oriented frontage along



	provide for convenient pedestrian access.	the two streets.
292	High-rise buildings will incorporate a podium at the building base, or other design solutions to reduce the apparent height and mass of the building on the pedestrian environment, allow sunlight to penetrate into the right-of-way, and reduce wind impacts.	The proposed development is designed with a well-articulated podium, stepped-back above Levels 2, 3, 5, and 6, to maintain balance with surrounding buildings. The proposed building form reflects contemporary best practices in high-rise design.
293	High-rise buildings should be designed to minimize massing, shadowing, visual impact, and the obstruction of views from the street, public spaces, and neighbouring properties. To achieve these objectives, high rise buildings should take the form of slender towers. High rise buildings should not be designed with long axes where they create an overwhelming building mass.	The proposed podium/tower design will minimize shadowing to the extent possible as demonstrated in the accompanying architectural drawing package and Shadow Study. As part of the request Special Provisions, the applicant is proposing to limit the tower floorplate to a maximum of 1,000 sq. m in size, which will assist in minimizing shadow, wind and massing impacts of a tower on the surrounding area.
295	Residential and mixed-use buildings should include outdoor amenity spaces.	An outdoor rooftop amenity space will be provided on Level 2 of the development for resident use, as well as Level 35 which contemplates the inclusion of a rooftop pool and pool deck.
298	Design measures relating to building height, scale and massing should be used to provide a transition between development of significantly different intensities, considering the existing and planned context.	The proposed design incorporates tapered step-backs on the podium to ensure a smooth transition between the surrounding buildings and the proposed building. On the south side, the podium steps back from the second storey to align with the height of the adjacent heritage building, while on the west side, a step-back at the sixth storey helps transition to the neighbouring 14-storey building. This adjacent building has minimal glazing / window openings onto this shared interface, limiting potential overlook concerns.

301	A diversity of materials should be used in the design of buildings to visually break up massing, reduce visual bulk and add interest to the building design.	The proposed development will consist predominantly of pre-cast concrete, brick and glazing, used strategically to define architectural elements and articulate vertical and horizontal components. Building materials will be further refined at the Site Plan Approval stage.
Form	Policy	Design Adherence
841	<ol style="list-style-type: none"> <li>1. All planning and development applications will conform with the City Design policies of this Plan.</li> <li>2. Buildings should be sited close to the front lot line, to create a pedestrian oriented street wall along Corridors and provide appropriate setback from properties that are adjacent to the rear lot line.</li> <li>3. The mass of large buildings fronting the street should be broken down and articulated at grade so that they support a pleasant and interesting pedestrian environment. Large expanses of blank wall will not be permitted to front the street, and windows, entrances, and other building features that add interest and animation to the street will be encouraged.</li> <li>4. Development should be designed to implement transit-oriented design principles.</li> <li>5. Buildings and the public realm will be designed to be pedestrian, cycling and transit-supportive through</li> </ol>	<ol style="list-style-type: none"> <li>1. The proposed development aligns with the City Design policies by prioritizing high-quality architecture, active ground-floor uses, and compatibility with adjacent land uses and the surrounding urban fabric.</li> <li>2. The building is sited with minimal setbacks from Richmond Street and Oxford Street East to maintain a continuous urban street wall, while appropriate rear setbacks provide privacy and transition from adjacent uses.</li> <li>3. The podium design includes varied massing, articulated façades, transparent glazing, and active entrances, eliminating blank walls and enhancing the pedestrian experience.</li> <li>4. The project demonstrates key TOD principles through its compact form, bicycle parking, active frontages, limited surface parking, and strong connectivity to nearby transit stops and the future BRT station.</li> <li>5. The development includes widened sidewalks, secure bicycle storage, and highly visible pedestrian entrances, all</li> </ol>

	<p>consideration of building orientation, location of entrances, clearly marked pedestrian pathways, widened sidewalks, cycling infrastructure and general site layout that reinforces pedestrian safety and easy navigation.</p> <p>6. Convenient pedestrian access to transit stations will be a primary design principle within Rapid Transit Corridors. New development adjacent to rapid transit stations and transit stops should make strong, direct connections to these facilities.</p> <p>7. On-street parking within Corridors is encouraged wherever possible and when conflicts with public transit services and on-street bike paths can be avoided or mitigated.</p> <p>8. While access to development along Corridors may be provided from “sidestreets”, such accesses to development will be located and directed in a manner that minimizes impacts on the internal portions of adjacent neighbourhoods.</p> <p>9. All public works will ensure a high quality pedestrian environment through streetscape improvements which may include widened sidewalks, upgrading the sidewalk material, planting street trees, installing benches and other street furniture, providing pedestrian lighting, and integrating public art.</p> <p>10. Planning and development applications will be discouraged if they result in</p>	<p>organized to promote safe, direct access and clear navigation throughout the site.</p> <p>6. Entrances are positioned to provide direct, barrier-free access to public sidewalks and existing transit stops within walking distance of the site, ensuring seamless multimodal connectivity.</p> <p>7. While the development minimizes on-site surface parking, the adjacent street infrastructure can accommodate lay-by or short-term on-street parking without impacting existing transit or cycling lanes.</p> <p>8. Vehicular and service access is provided from the existing rear laneway along the west property line from Oxford Street East, minimizing disruption to nearby residential areas and maintaining the integrity of the corridor streetscape.</p> <p>9. Streetscape enhancements such as internal sidewalks, pedestrian-scaled lighting, and detailed paving are incorporated to support a safe, attractive public realm at this major intersection. Such details will be refined at the Site Plan Approval stage.</p> <p>10. The development utilizes the entire parcel in a cohesive manner and does not fragment</p>
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	<p>the creation of one or more isolated remnant lots that cannot be reasonably developed or assembled with other parcels in the Place Type to develop in accordance with the long-term vision for the Corridor.</p> <p>11. Where appropriate, block concepts should be developed to provide for rear drive lanes and to coordinate automobile access and circulation.</p> <p>12. Surface parking areas should be located in the rear and interior side yard. Underground parking and structured parking integrated within the building design is encouraged.</p> <p>13. Buildings will be designed to mitigate the impact of new development on adjacent neighbourhood areas.</p>	<p>surrounding land, supporting a compact urban block consistent with the long-term corridor vision.</p> <p>11. The proposal leverages an existing rear laneway to support site servicing and vehicular access, minimizing curb cuts and pedestrian conflicts along the primary streets.</p> <p>12. Nearly all parking is provided underground, with a small amount of screened surface parking at the rear of the site/wester portion of the site, in full alignment with best practices and policy direction.</p> <p>13. The design includes step-backs, setbacks, and material transitions to manage height and massing impacts, especially in relation to the adjacent heritage properties and high-rise building to the west.</p>
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Based on the foregoing, it is our opinion that the proposed design conforms to the policies of The London Plan.

#### b) Draft City-Wide Urban Design Guidelines

The Draft City-Wide Urban Design Guidelines (“UDGs”) expand on the City Building Policies by providing examples and policy context for different Place Types. Once adopted, these guidelines will help implement the City Building Policies of The London Plan through context-specific guidance on each policy.

Though the UDGs are still in draft form and not in-force and effect, the following section outlines how the draft UDGs have informed the design of the site and building, with a particular focus on guidelines related to Streetscape, Site Layout, and Buildings.



### *i. Character*

The proposed development has been carefully designed to respond to and respect the cultural heritage context of its surroundings. Located directly adjacent to the heritage-listed property at 739 Richmond Street, and in close proximity to additional heritage-listed buildings at 744, 746, and 753 Richmond Street, the subject site sits within a sensitive and historically significant streetscape. The proposal recognizes the importance of these heritage resources and aims to enhance and complement their presence through thoughtful design and integration.

The design of the podium portion of the proposed 35-storey mixed-use building has been intentionally scaled to reflect the existing street wall and massing of neighbouring heritage buildings. Through the use of high-quality and complementary materials, such as pre-cast concrete, glazing and detailed façade articulation, the podium takes architectural cues from adjacent structures, echoing their rhythm, proportions, and material. This establishes a respectful and cohesive relationship at the pedestrian level while preserving the visual character of the Richmond Row corridor.

To maintain views to distinctive heritage elements, the development has been designed to frame and highlight these features rather than obscure or overwhelm them. The placement and articulation of the tower component have been strategically set back from the podium to reduce its visual impact at the street level, allowing the lower-scale heritage buildings to retain their prominence and character. In doing so, the massing transition helps mitigate the perceived scale of the new development and ensures compatibility with the finer-grain heritage context.

### *ii. Streetscape*

The proposed development will incorporate ground-floor retail spaces on both Richmond Street and Oxford Street East to support the active, pedestrian-friendly character of the neighbourhood. Additionally, a high proportion of transparent glazing and active uses at grade, including residential lobbies and retail frontages, will enhance passive surveillance and foster ‘eyes-on-the-street.’

The development locates parking underground and allocates minimal surface parking to the rear for drop-off and/or short-term parking. The limited surface parking is strategically screened by the building to hide from public view and maintain a pedestrian friendly streetscape. Further, located within a transit corridor, the development prioritizes direct pedestrian connections to the public sidewalk system and transit stop. Wide sidewalks will be provided in areas of high activity, such as near building entrances and lay-by spaces. Elements such as signage, utilities, and lighting will be coordinated to ensure clear visibility and functionality, preventing the obstruction of signage or lighting.

In alignment with City guidelines, Low Impact Development (LID) features will be integrated into the streetscape to support sustainable stormwater management and reduce strain on municipal stormwater infrastructure. The proposed development includes green roofs, as well as landscaping and sustainable design elements on the second level rooftop amenity area.

### *iii. Site Layout*

The site layout prioritizes a pedestrian-friendly environment by framing the public realm with an active and comfortable frontage. The building is oriented with its long axis parallel to Richmond Street, ensuring continuous street frontage and direct connections between the sidewalk, residential lobbies, and ground-floor retail spaces. Of the 77 parking spaces provided, the majority of the parking is located underground, while a small number of spaces are placed at the rear of the building for short-term/drop-off spaces. Bicycle parking is incorporated in a secure and covered mezzanine space to encourage multimodal transportation and improve safety and accessibility for cyclists. This feature encourages active transportation and aligns with the City's goals to promote cycling as a viable transportation mode.

### *iv. Buildings*

The proposed development aligns with best practices for high-rise buildings, ensuring a pedestrian-friendly and visually engaging design. The building base is designed at a human scale to enhance comfort at street level. The façade incorporates articulation, varied materials, and contrasting colours to break up massing and create visual interest, eliminating blank walls and contributing to an appealing streetscape. Material variation and articulation at the podium level contribute to architectural interest and reinforce a sense of continuity with the adjacent heritage buildings. These elements collectively animate the streetscape, contributing to a positive and legible urban experience.

Above Levels 2, 3, 4 and 6, the tower steps back strategically to reduce the visual bulk and maintain sky views, sunlight penetration, and a comfortable pedestrian microclimate at street level. These step-backs are also part of the strategy to mitigate potential wind tunnel effects commonly associated with tall buildings in dense urban environments.

The building integrates pedestrian comfort features, including weather-protection elements such as canopies and overhangs, as well as thoughtfully designed lighting and signage scaled to pedestrian height. These components enhance wayfinding and comfort, particularly during evening hours and inclement weather.

The podium rooftop incorporates a landscaped outdoor amenity terrace for residents, offering both functional open space and opportunities for social interaction. This feature not only enriches the living experience but also contributes to the overall architectural composition and green coverage of the building.

Based on the foregoing, it is our opinion that the proposed design adheres to the City of London Draft UDGs.

## 5. DESIGN CONSIDERATIONS

This section of the Brief provides discussion and architectural drawings of the proposed design, including the Site Plan; Building Design; Access, Circulation, Parking and Services; Public Realm; Landscape Design; and Sustainability.

### a) Site Plan

The proposed development introduces a 35-storey mixed-use residential tower featuring 512 residential units, ground-level retail uses, a tapered podium, mezzanine level, and three levels of underground parking. The design transforms an underutilized site at a prominent urban intersection into a high-density, transit-supportive development aligned with the growth and intensification goals of The London Plan. With a total gross floor area (GFA) of 34,091 m<sup>2</sup>, the development accommodates a balanced unit mix noted as follows:

- 256 studio units (50%)
- 96 one-bedroom units (19%)
- 93 two-bedroom units (18%)
- 67 three-bedroom units (13%)

This unit diversity ensures the provision of a broad range of housing options for individuals, couples, and families, supporting demographic inclusivity and long-term urban livability.

Indoor amenity spaces are located on Levels 2 and 35 at a rate of 2.27 m<sup>2</sup> per unit (1,161 m<sup>2</sup> in total), and outdoor amenity spaces on Levels 2 and 35 at a rate 1.24 m<sup>2</sup> per unit (634 m<sup>2</sup> in total). These spaces include shared rooftop terraces and resident lounges, offering high-quality spaces for socializing, recreation, and relaxation within a dense urban setting. The ground floor accommodates retail spaces, a residential lobby, a leasing office, and loading/service areas, all organized for efficient circulation and interface with the public realm.

Figures 6 to 9 below illustrate the proposed Floor Plans prepared by Hariri Pontarini Architects.

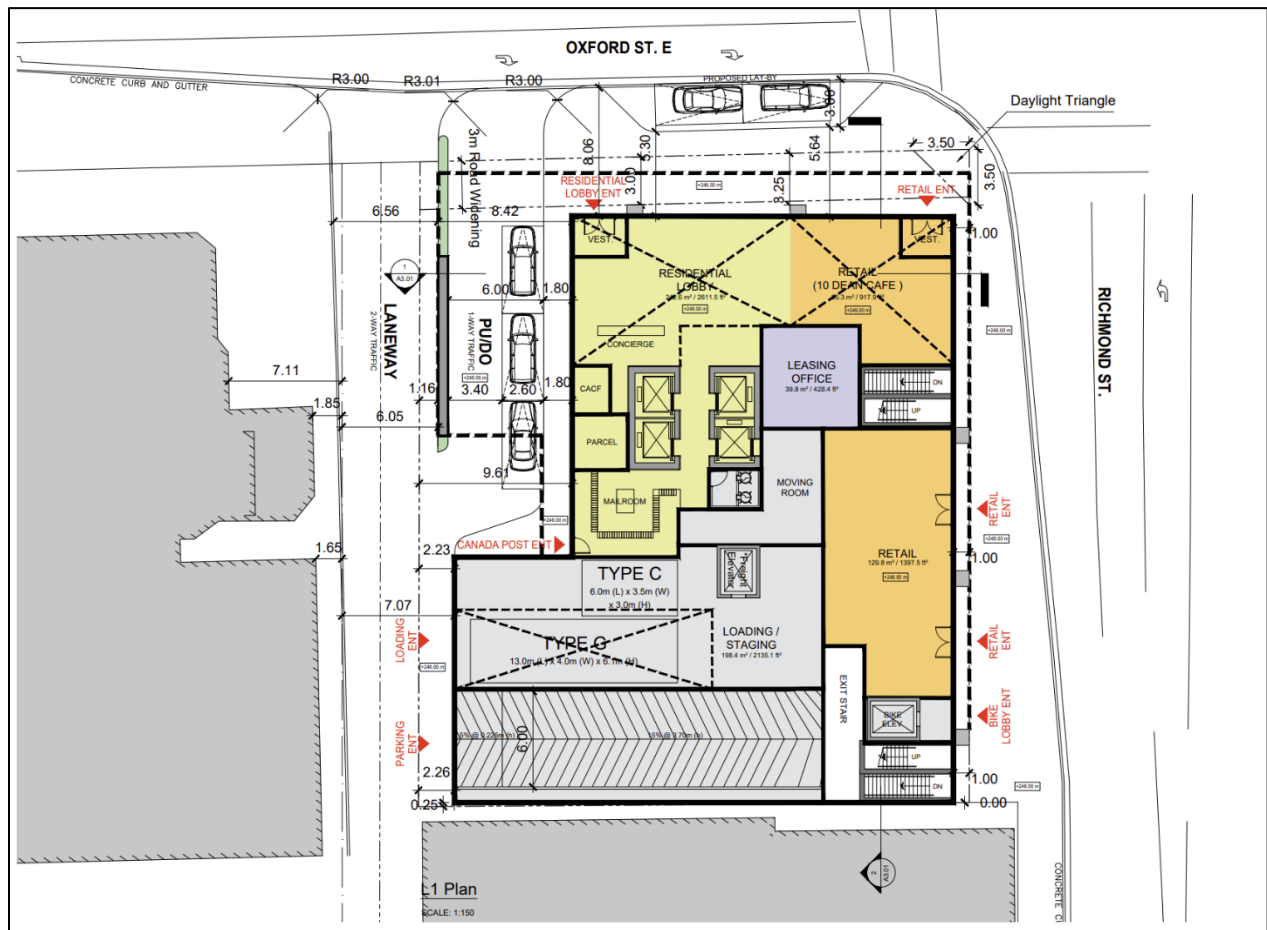
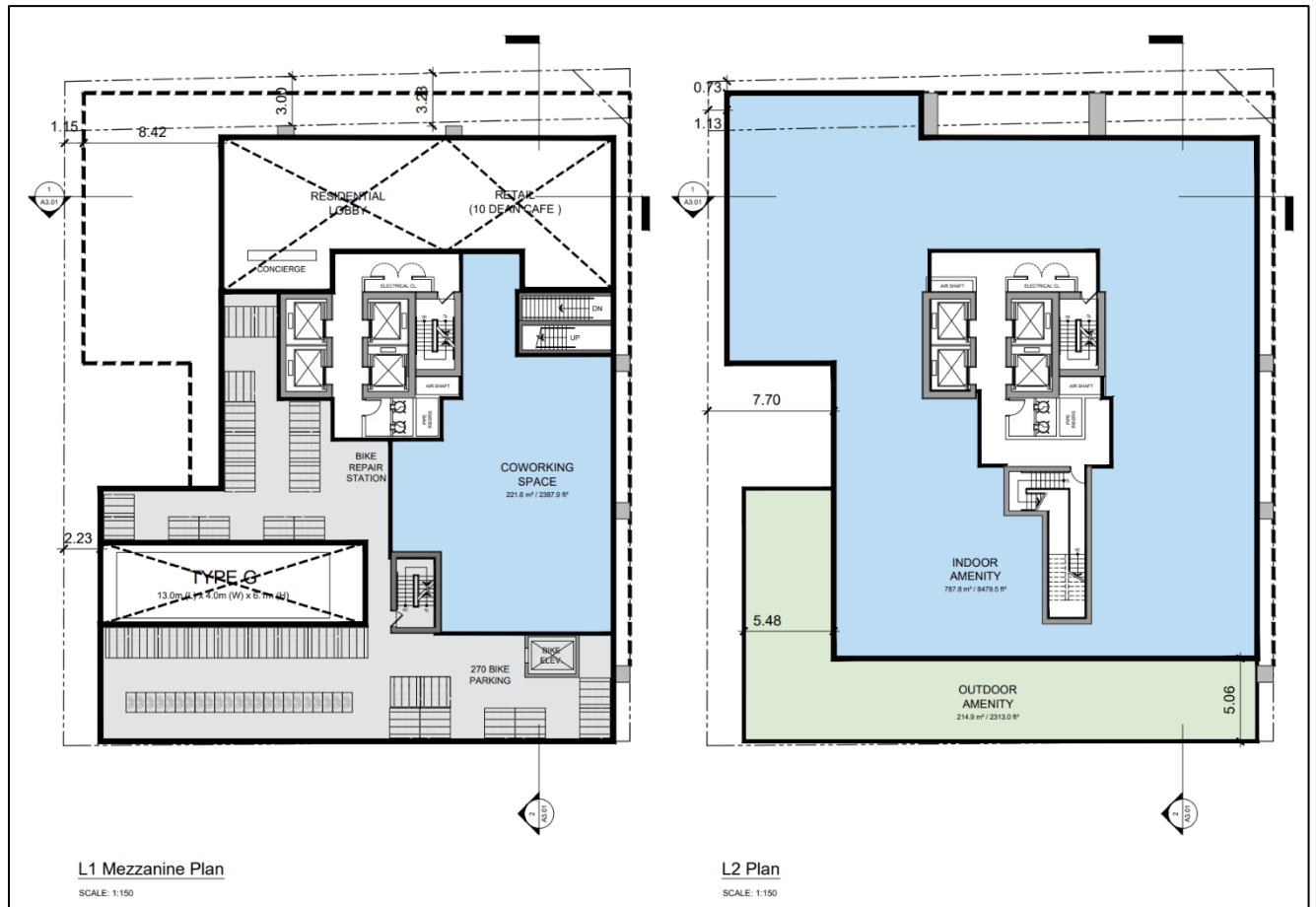


Figure 6: Ground Floor Plan (Source: Hariri Pontarini Architects)





**Figure 7: Level 1 Mezzanine and Level 2 Floor Plan (Source: Hariri Pontarini Architects)**

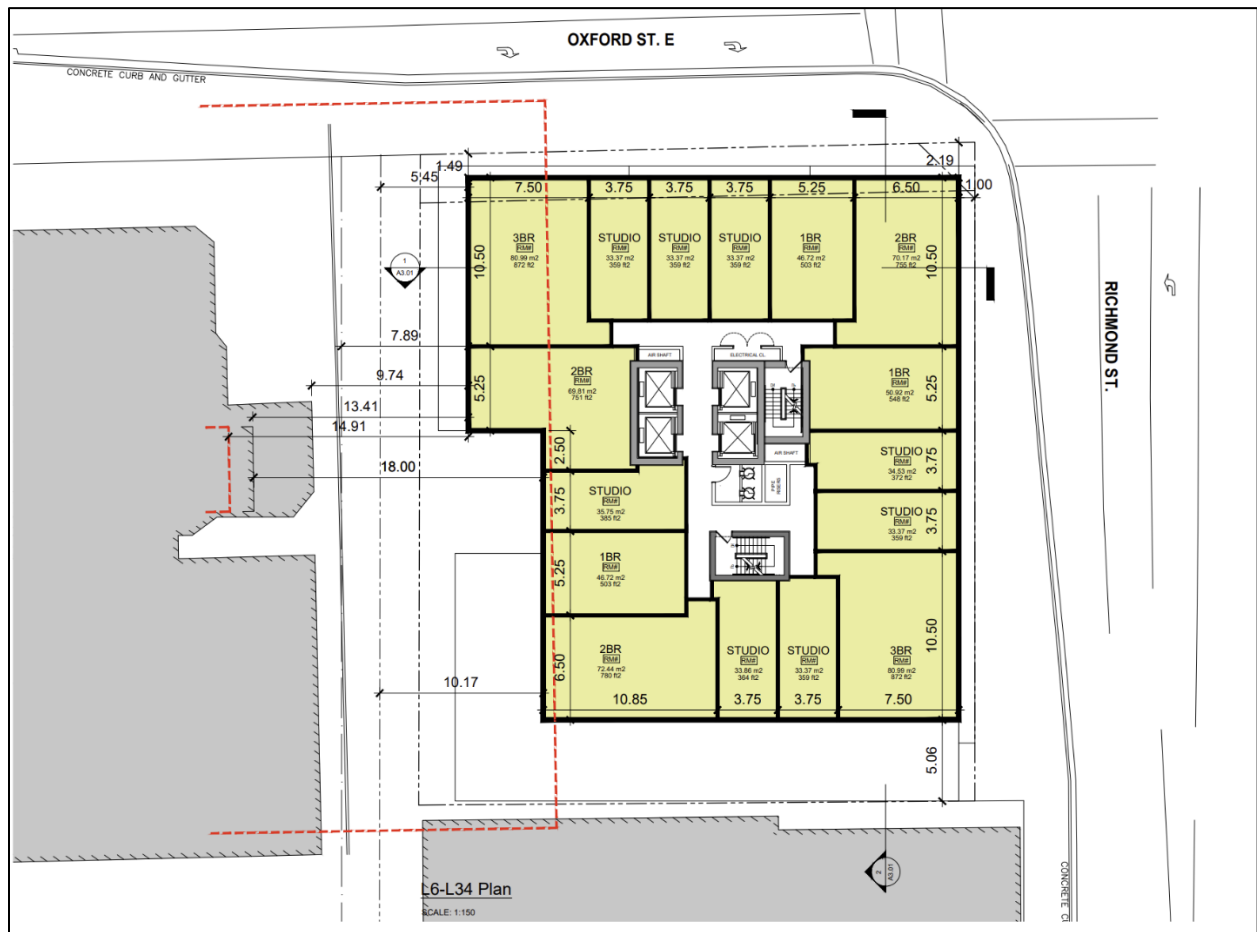
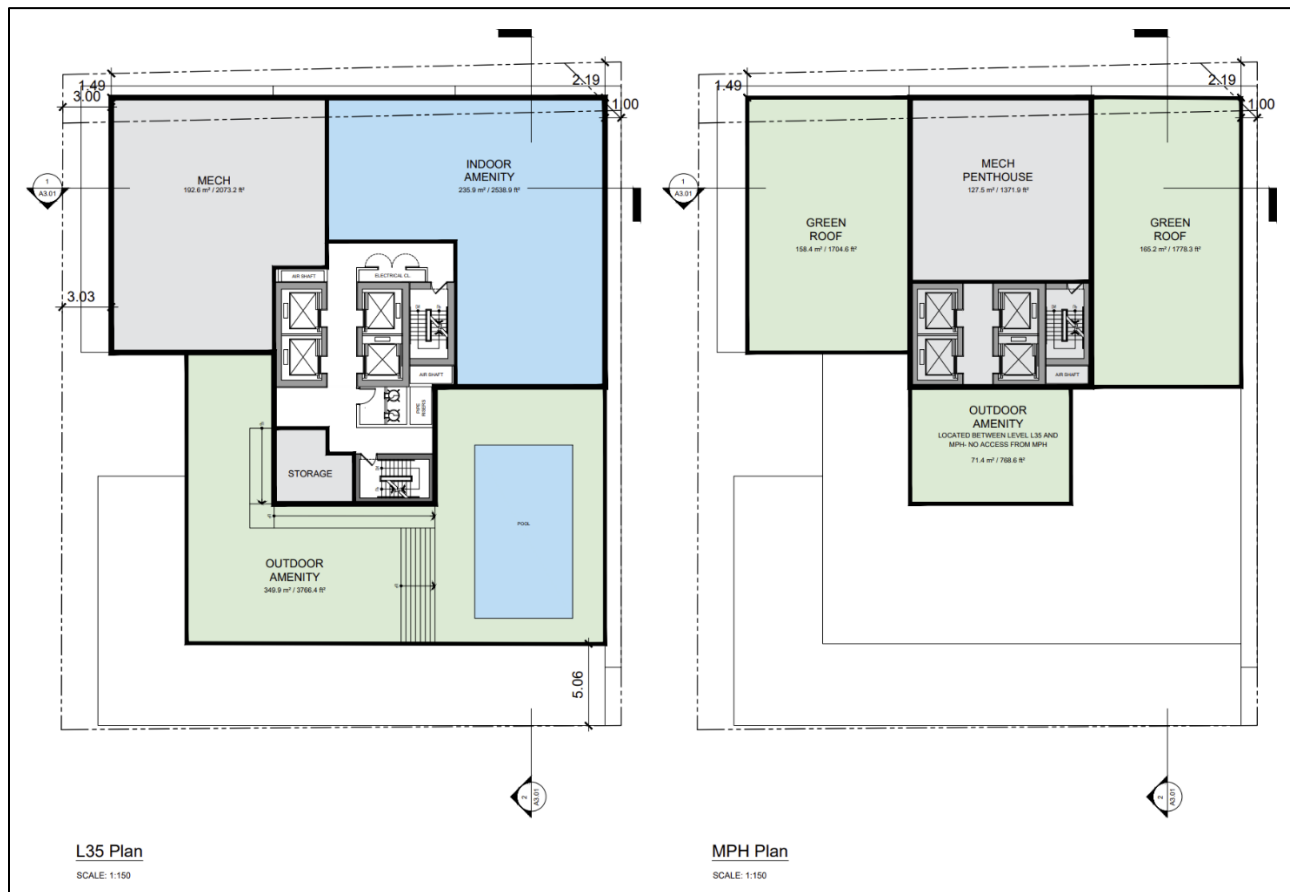


Figure 8: Levels 6 to 34 Floor Plan (Source: Hariri Pontarini Architects)



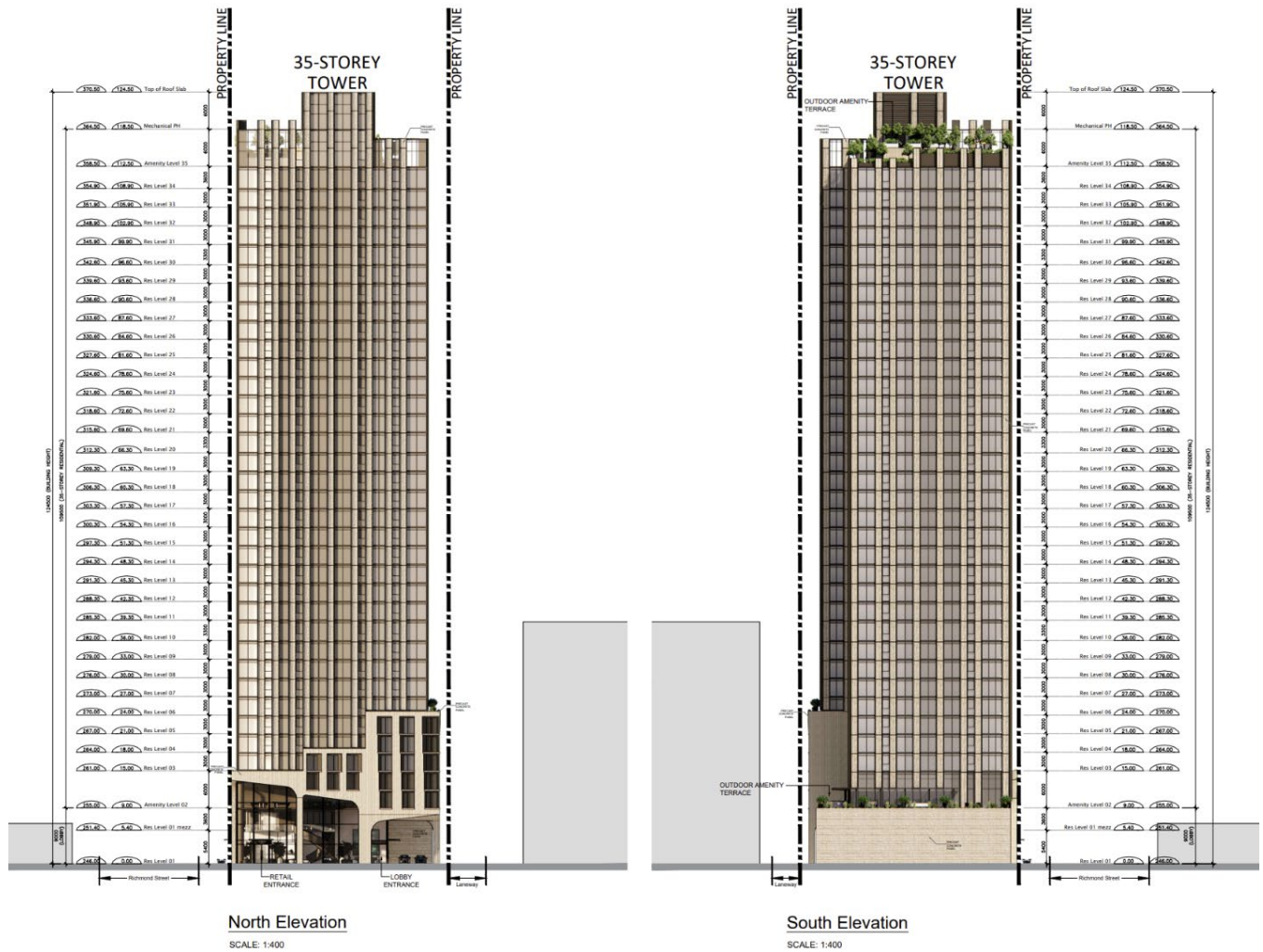
**Figure 9: Level 35 and Mechanical Penthouse Floor Plan (Source: Hariri Pontarini Architects)**

## b) Building Design

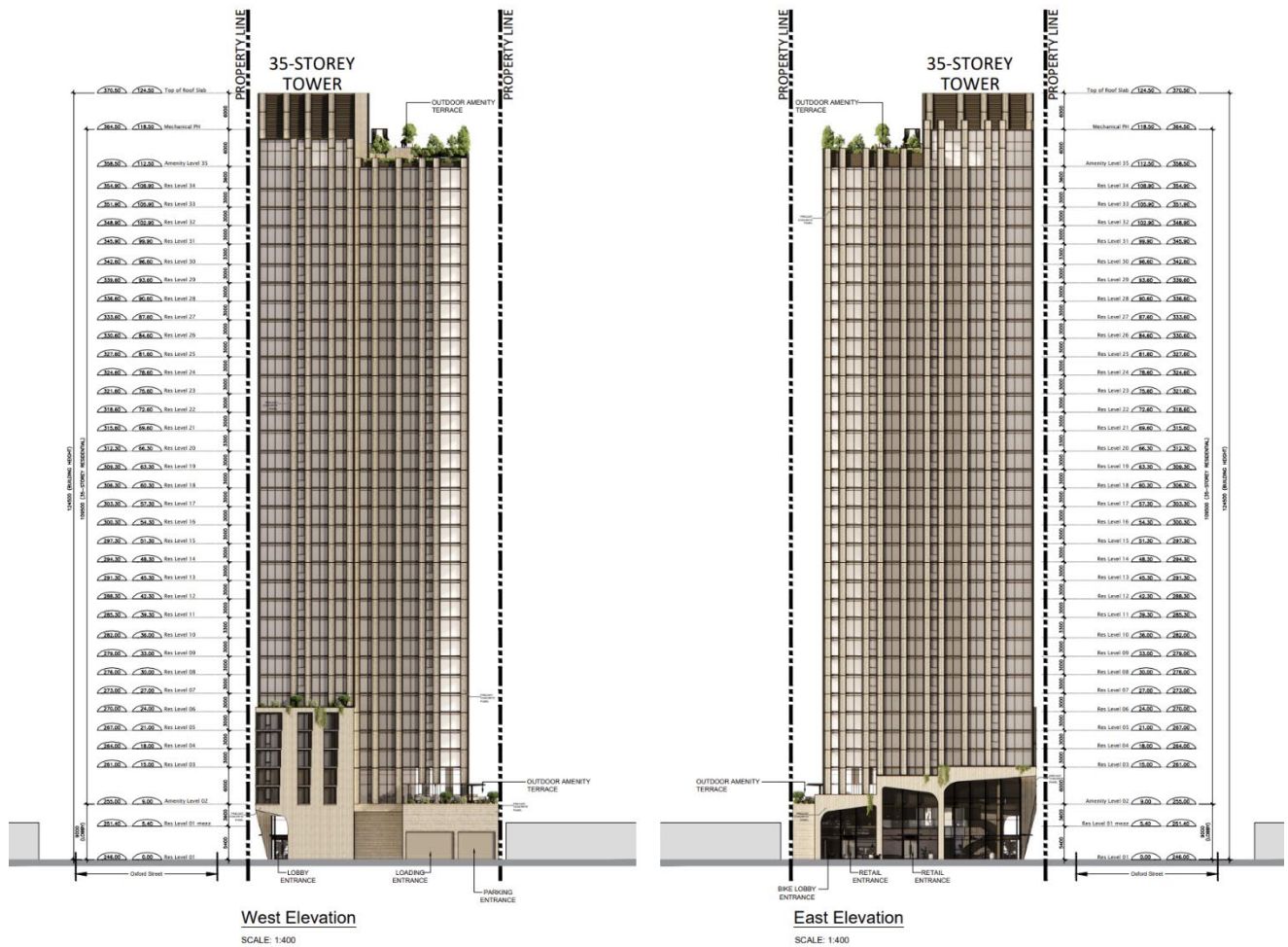
The proposed development provides a high standard of urban design and architectural expression, by contemplating well-articulated façades with a variety of building materials that contemplate the existing neighbourhood and a unique sense of place. The tower and podium work together to establish a strong street presence while providing a comfortable scale at the pedestrian level. The podium is articulated to reflect the rhythm and scale of surrounding buildings, particularly in consideration of the adjacent heritage properties on Richmond Row.

The façade design incorporates high-quality materials, including brick, pre-cast concrete and glazing, which collectively provide texture, variation, and durability. This materiality reflects the historic and contemporary architectural language of the area while conveying a distinct, modern identity.

The street-fronting portions of the development will enhance the intersections of Richmond Street and Oxford Street East. The retail entrance at-grade is emphasized with distinct architectural elements, including canopies and enhanced glazing, creating a welcoming access point. The building reinforces a flat roofline, maintaining consistency with nearby heritage buildings, while the upper tower massing steps back above the second, third, and sixth floors to reduce perceived height and create a clear skyline transition. Building Elevations are shown in Figures 10 and 11 below. 3D Renderings are also shown on Figures 12 and 13.



**Figure 10: North and South Building Elevations (Source: Hariri Pontarini Architects)**



*Figure 11: West and East Building Elevations (Source: Hariri Pontarini Architects)*





*Figure 12: 3D Rendering of Proposed Development facing North-East (Source: Hariri Pontarini Architects)*



*Figure 13: 3D Rendering of Proposed Development facing North-West (Source: Hariri Pontarini Architects)*



### c) Access, Circulation, Parking and Services

The development supports a balanced and functional circulation network that prioritizes pedestrian and active transportation, while accommodating necessary vehicular functions in a discreet and efficient manner. The proposed development provides parking areas and service areas, including a garbage pick-up area and loading area, at the rear of the site, and oriented away from pedestrian routes.

The building will include underground parking, with three levels (P1,P2 and P3) to provide residential and visitor parking, reducing surface-level parking and visual clutter. Site access is maintained through an existing laneway along the west side of the site, which connects to Oxford Street East. This laneway provides access to loading, garbage collection, and emergency vehicles, ensuring that service functions are located away from the public realm and pedestrian routes.

Pedestrian access points are clearly defined and directly connected to the sidewalk network, promoting walkability and ease of access to transit and nearby amenities. The internal circulation system supports barrier-free access throughout the site in accordance with AODA and Ontario Building Code requirements.

### d) Public Realm

The proposed development provides a landmark design that will enhance the intersection of Oxford Street East and Richmond Street, with well-articulated façade designs and retail unit entrances fronting both Oxford Street East and Richmond Street. Entrances are strategically located and designed as architectural focal points, promoting vibrancy and supporting retail visibility. The podium is articulated with setbacks, material changes, and transparent ground-floor design, contributing to an animated and comfortable streetscape that aligns with The London Plan's intent for transit corridors and high-intensity mixed-use nodes. Figures 14 and 15 below provide 3D Renderings of the podium addressing the public realm.



*Figure 14: 3D Rendering of the Front Lobby and Retail Space from Oxford Street (Source: Hariri Pontarini Architects)*



*Figure 15: 3D Rendering of the corner facing North-East (Source: Hariri Pontarini Architects)*

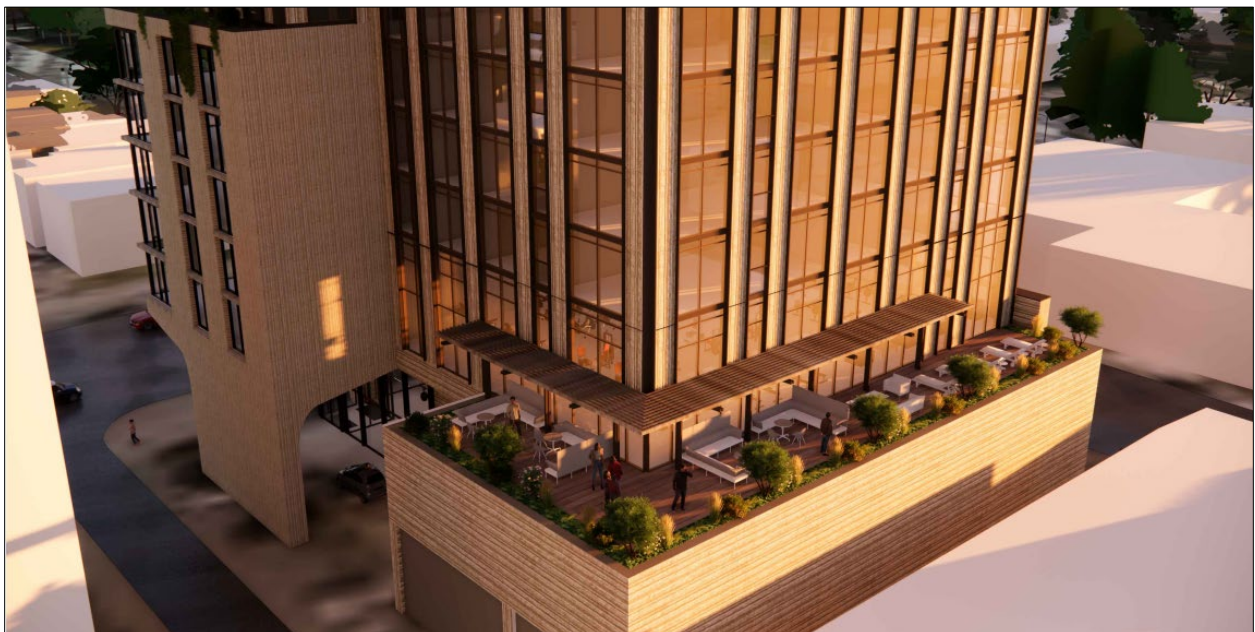
### e) Landscape Design

Given the compact and highly urbanized nature of the subject site, traditional at-grade landscaping such as street trees and perimeter landscape buffers is limited due to space constraints and the priority placed on a continuous built form along Richmond Street and Oxford Street East.

In response, the landscape strategy focuses on vertical and rooftop greening, offering high-quality, sustainable, and usable green space in the form of extensively landscaped outdoor amenity areas and green roofs. These spaces are integrated into the Level 2 outdoor terrace and Mechanical Penthouse roof, contributing significantly to the environmental performance and livability of the development.

Though these details will be refined at the Site Plan Approval stage, it is anticipated that the Level 2 and the Mechanical Penthouse Level amenity terrace includes a combination of planters, urban vegetation, and seating areas, providing residents with access to green space for social interaction, relaxation, and passive recreation. The proposed green roof at the Mechanical Penthouse Level helps to mitigate the urban heat island effect, reduce stormwater runoff, and enhance the building's sustainability performance. Figures 16 and 17 provide 3D Renderings of outdoor amenity space proposed.

Although at-grade landscaping opportunities are limited, the design ensures that pedestrian comfort, safety, and visual appeal are maintained through high-quality materials, well-articulated building interfaces, and coordinated site elements.



**Figure 16: 3D Rendering of Level 2 Outdoor Amenity Area (Source: Hariri Pontarini Architects)**





*Figure 17: 3D Rendering of Level 35 Outdoor Amenity Area and Green Roofs on the Mechanical Penthouse Level (Source: Hariri Pontarini Architects)*

#### f) Lighting

A detailed photometric plan will be provided as part of the Site Plan Approval process to ensure appropriate and safe illumination levels throughout the site. Site lighting will be designed to enhance safety and visibility for pedestrians while minimizing light spillover and glare on adjacent properties. Fixtures will be pedestrian-scaled and dark sky compliant, contributing to a comfortable nighttime environment.

#### g) Sustainability

The proposed development integrates sustainable design strategies that contribute to environmental performance, resident well-being, and climate resilience. Key features include:

- **Extensive rooftop amenity spaces** on Levels 2 and 34, featuring soft landscaping and opportunities for urban agriculture and passive recreation. See Figures 18 and 19 below for 3D Renderings.
- **Green roof systems**, reducing the urban heat island effect and supporting stormwater management.
- **High-performance building envelope and glazing systems** to reduce energy consumption.
- **Secure bicycle storage** of 270 spaces to promote active transportation and reduce dependency on private vehicles.

These elements demonstrate the project's alignment with the City of London's sustainability objectives and reinforce the role of intensification in advancing a low-carbon, compact urban form.



**Figure 18:** 3D Rendering of Outdoor Amenity Space on Level 2 (Source: Hariri Pontarini Architects)



**Figure 19:** 3D Rendering of Rooftop Amenity Space on Level 35 (Source: Hariri Pontarini Architects)

## 6. CONCLUSION

This Brief provides an assessment of the proposed development and development applications for the property known municipally as 743 Richmond Street, London which includes a discussion on the existing conditions of the site, its context, the urban design guidelines applicable to the proposed development, as well as details about the proposal. In our opinion the proposed site and building design provides a high standard of urban design reflective of the vision and design direction laid out in the London Plan and the City's draft Urban Design Guidelines. In our opinion, the development will serve as a landmark building and gateway into the City's downtown.

Respectfully submitted,



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