

# URBAN DESIGN BRIEF



Figure 1 – Architectural Perspective courtesy of Archisystem Inc.

## PROPOSED EXPANSION OF EXISTING HOTEL

PREPARED FOR:  
2720064 Ontario Inc  
1144 Division Street  
Cobourg, On. K9A-5Y5

DATE: DECEMBER 2020



Sol-Arch

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# 1. INTRODUCTION

This urban design brief has been prepared by Sol-Arch on behalf of 2720064 Ontario Inc. in support of a Site Plan Approval application for the construction of an additional Hotel building on the subject site. The development is to be located in the north part of the Town of Cobourg Municipal Boundary as illustrated in Figure 1 below.

The purpose of the Brief is to provide the design rationale for the project and discuss how the project is compliant with relevant municipal policies and guidelines, in addition to how the project fits with both the existing and emerging planned site context.

A number of other documents and studies have been submitted with this Brief in support of the application. The Brief is to be read in conjunction with all other documents and materials. The accompanying documents and materials are filed under separate cover.

All of the images and plans submitted in conjunction with the Brief are conceptual in nature and are subject to change.

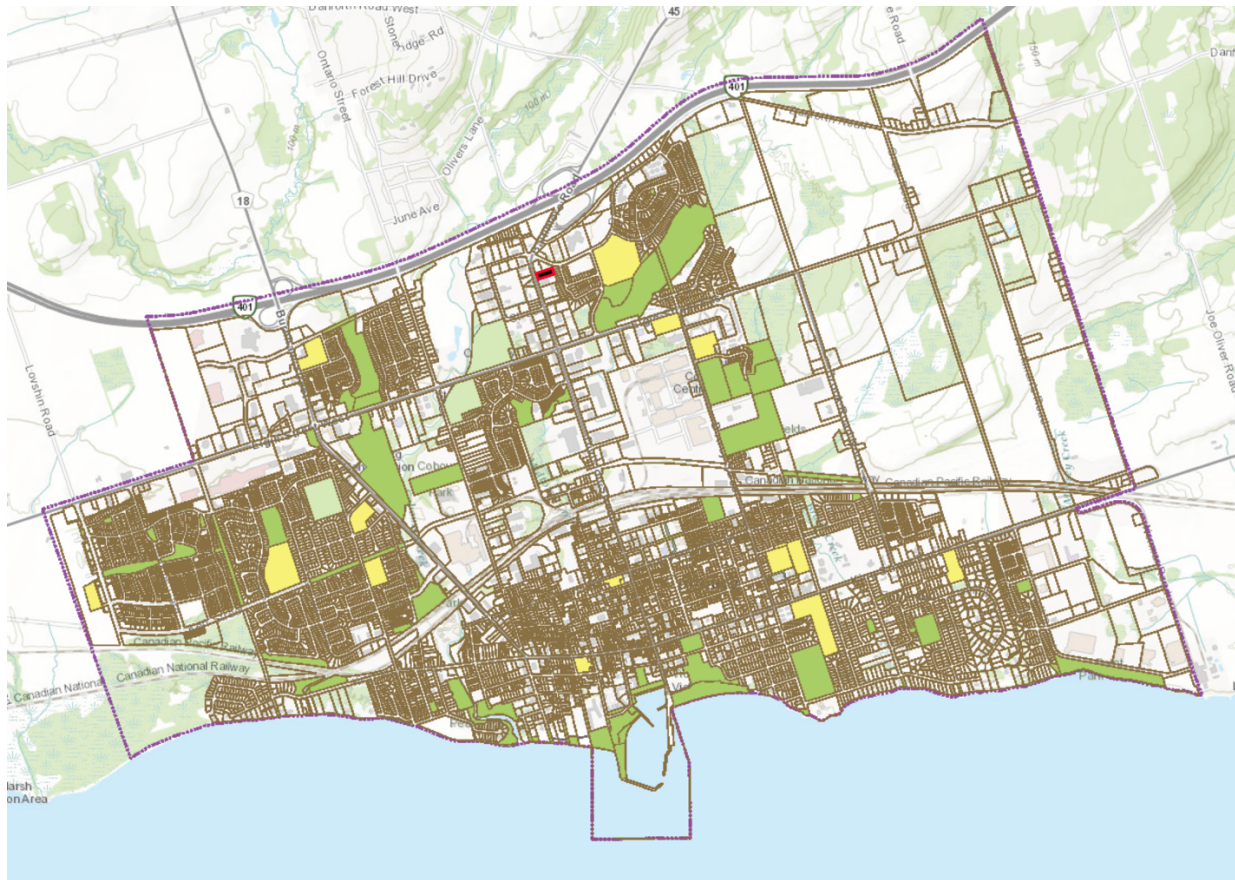


Figure 2 – Town of Cobourg Municipal Boundary



## 2. SITE AND CONTEXT

The proposed development site is located in the north-central portion of the Town of Cobourg. The site is located just south of the Highway 401 offering accessibility as Division Street is an interchange where an exit is offered along the Highway 401.



Figure 3 – Aerial context of the Property

The site provides vehicular accesses to the site from the centre of the property.

### Photo of Subject Property



The site is currently being used as a motel. The site layout presently has 2-storey motel along the northern property line fronting onto Division Street with a drive aisle in the middle. Parking is provided along the Division Street frontage as well as adjacent to the existing building. The southern portion of the property has landscaped green space.



Located directly north is a Shell Gas Station.



Located directly south is a small retail plaza.



The proposed expansion of the motel is well served by the surrounding land uses. It is beneficial to have both retail and commercial uses located within walking distance of the Motel. Single family residential uses are located to the rear of the Motel.

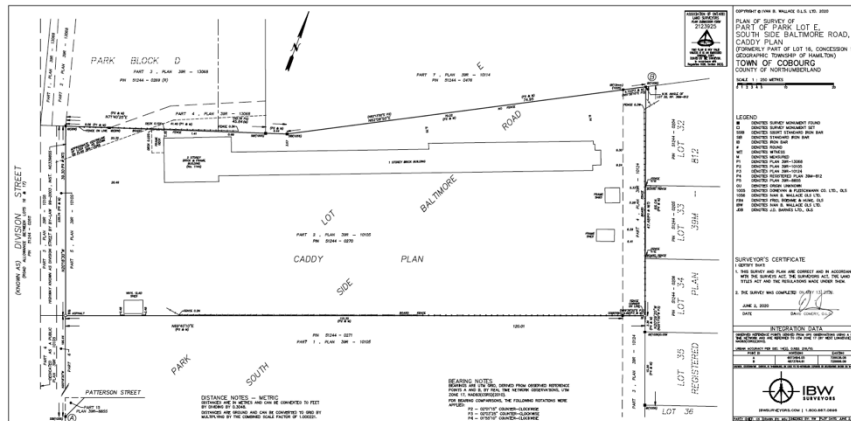


Figure 4 – Plan of Survey – Courtesy of IBW Surveyors

The subject property has a frontage of 39.3m along Division Street and a depth of 115.35m. The parcel is slightly irregular in shape. The parcel is 4,928.03 sq.m in area. There are no easements or Rights-of-Ways registered on the property

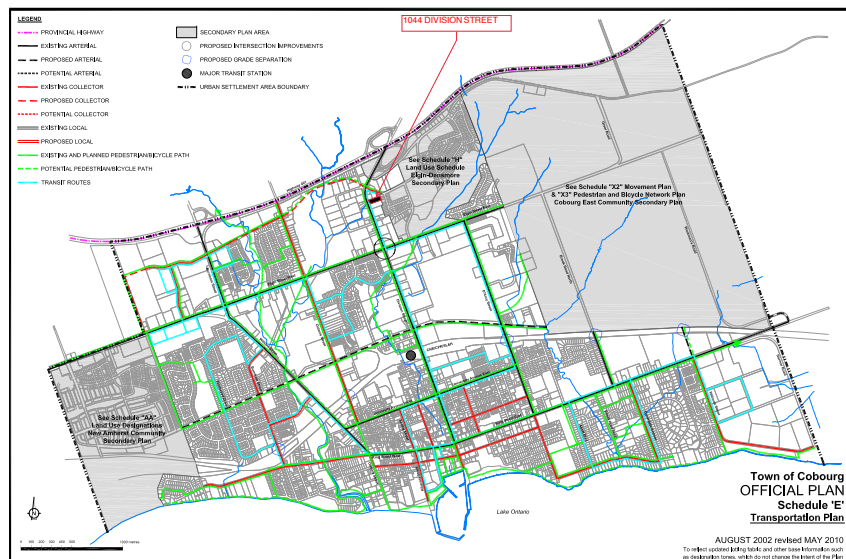
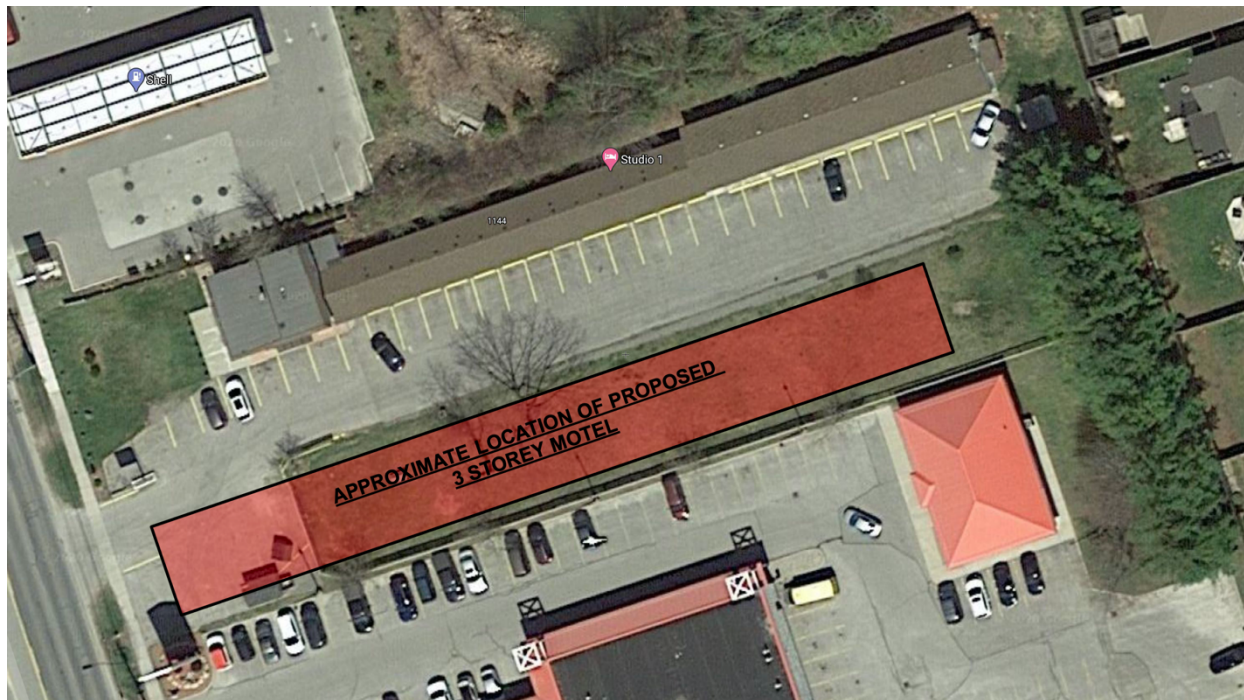


Figure 5 - Schedule 'E' of the Town of Cobourg Official Plan

Division Street as per Schedule 'E' of the Town of Cobourg Official Plan is designated as an Arterial Road. The site is well served by Public Transit and is located along Route 2, additionally Division Street offers existing as well as planned pedestrian/bicycle path.

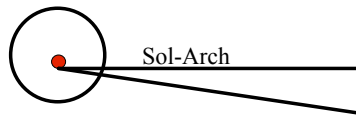
### 3. PROJECT OVERVIEW

The existing Motel at 1144 Division Street has 16 rooms located across two floors. The built form of the existing building addresses Division Street as a two-storey building. The two-storey portion of the building has 2 rooms above the office/reception area with the remaining 14 rooms located at grade with direct access from the parking area. The proposal is to add 50 additional rooms to the existing motel. The proposed motel will offer 64 units in total.



The application proposes to remove the parking located along the Division Street frontage as well as the landscaped area to the rear to facilitate the construction of the new 3-storey motel.





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The building is proposed to be located to the south of the existing motel to the North. This will increase the street presence for the newly constructed 3 storey building as visibility will be increased from Division Street.

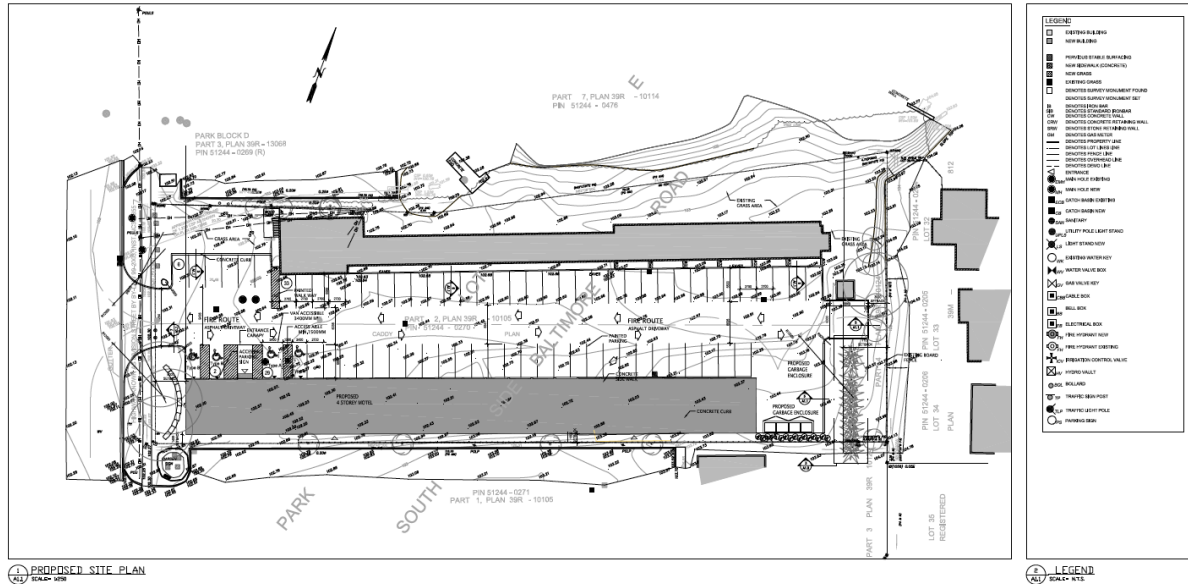


Figure 6 – Proposed Site Plan courtesy of Archisystem Inc.

Access to the building will be from a covered articulated canopy with a passenger dropoff area. A second entrance/exit is provided towards the rear of the building adjacent to the proposed surface parking area. The building mass proposed is approximately 9.09m along the Division Street Frontage and 92.71m deep.



Figure 7 – Example of Super 8 Covered Canopy

The ground floor consists of the main entrance, reception, laundry facilities, a fitness room and a breakfast area that fronts on Division Street. In total 15 guest rooms are offered on the ground floor. The second floor offers 18 guest rooms with a small foyer/sitting room adjacent to the elevator and the third floor offers 17 guest rooms also with a small foyer/sitting room adjacent to the elevator.

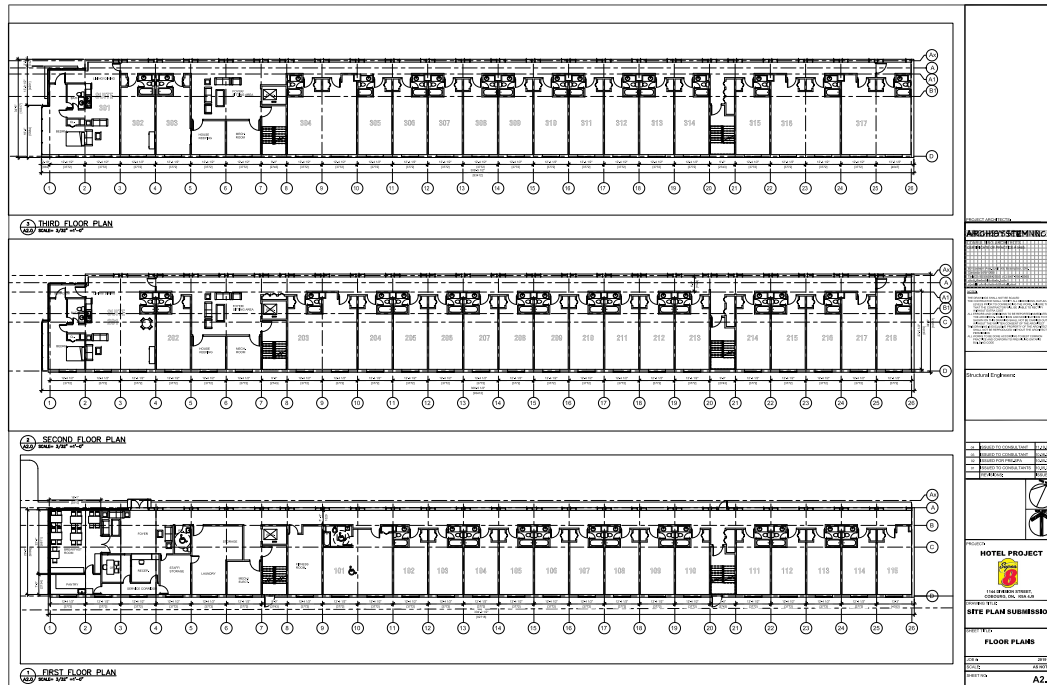
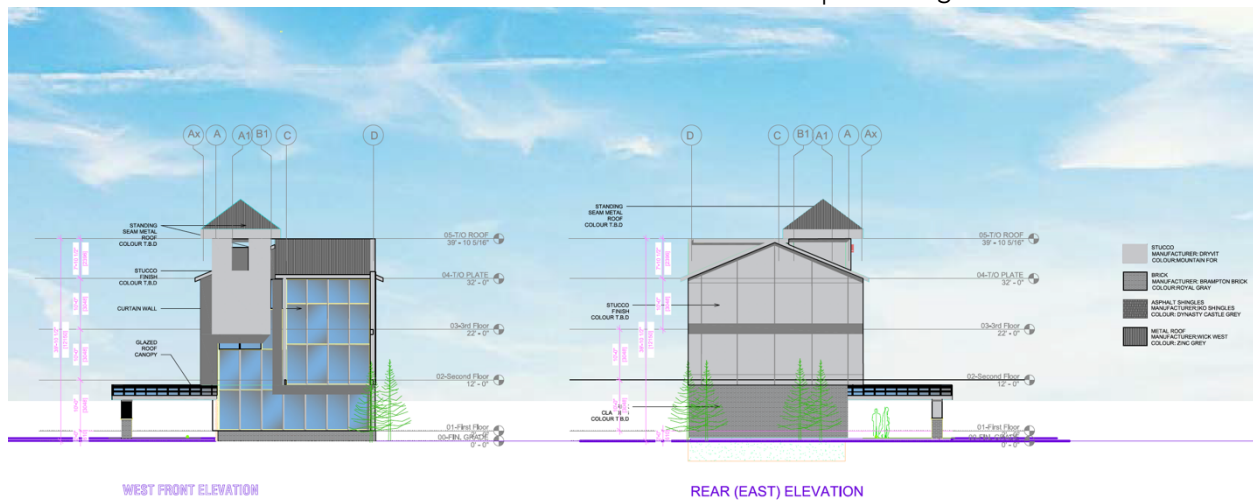


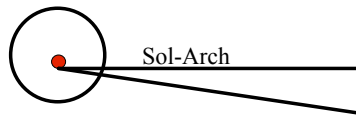
Figure 8 – Proposed Floor Plans courtesy of Archisystem Inc.

The façade of the building will address Division Street with a high quality of design and building materials. The facade of the Division Street elevation will be glass curtain wall construction with a decorative raised pediment at the corner. The material choices are of a type and colour that will contribute and enhance the streetscape of Division Street. The elevations propose material choices of a combination of stucco and brick with a mixture of metal roofs and asphalt shingles.









## 4. POLICIES AND GUIDELINES OVERVIEW

### 4.1 Town of Cobourg Official Plan

The Official Plan in Section 5 – General Design Policies, provides policies and guidance as to how the design of proposed developments can not only improve but enhance the existing community. The following paragraphs provide an overview how the proposed Motel expansion complies with those policies.

#### **5.2.1.2 Streetscape Design**

5.2.1.2 (iv)(vi) a and b - The proposed new building provides the new parking spaces located as to not frame the Arterial Road – Division Street. The parking for the new building is to be in-line with the front wall with no parking in-front of the building. A landscaped buffer of 5m is proposed between the main wall and the property line adjacent to Division Street, in addition a decorative armour stone wall as well as three new Ivory Silk Lilac Trees in the landscape buffer.

The new building is appropriately massed at three storeys in height and a 5m setback that it will create a sightline that is of a high quality streetscape.

5.2.1.2 (vii) - The landscape buffer along Division Street proposes three new Ivory Silk Lilac Trees to both the North and the South of the existing drive aisle. This drive aisle is to remain as access to the site. In total, 6 new trees are proposed. This will frame the public view of both the existing and the proposed building. An architectural feature in the form of an Armour Stone Wall is within the southern landscape buffer area. The signage will advertise for the SUPER 8 motel franchise and will contribute to the public street along Division Street.

5.2.1.2 (viii) - All service and open storage areas are located to the rear of the proposed buildings and are not visible from the street.

The proposal has appropriate regard for the policies contained in Section 5.2.1.2.

#### **5.2.4 Landscape Design**

5.2.4 (i) – The existing landscaped area adjacent to Division Street is for parking to the South and grassed area with small shrubs to the North. The proposal will have a 5m soft greenspace buffer to the south with three new Ivory Silk Lilac Trees. The existing landscaped area to the north will be improved by adding three new Ivory Silk Lilac Trees.

The proposal landscaped green area has appropriate regard for the policies contained in Section 5.2.4.

#### **5.2.6 Accessibility and Visitability**

The proposed additional Motel will be in compliance with all applicable accessibility and visitability guidelines.

### 5.2.9 Signage

The proposed signage will comply with the Town's Sign By-Law

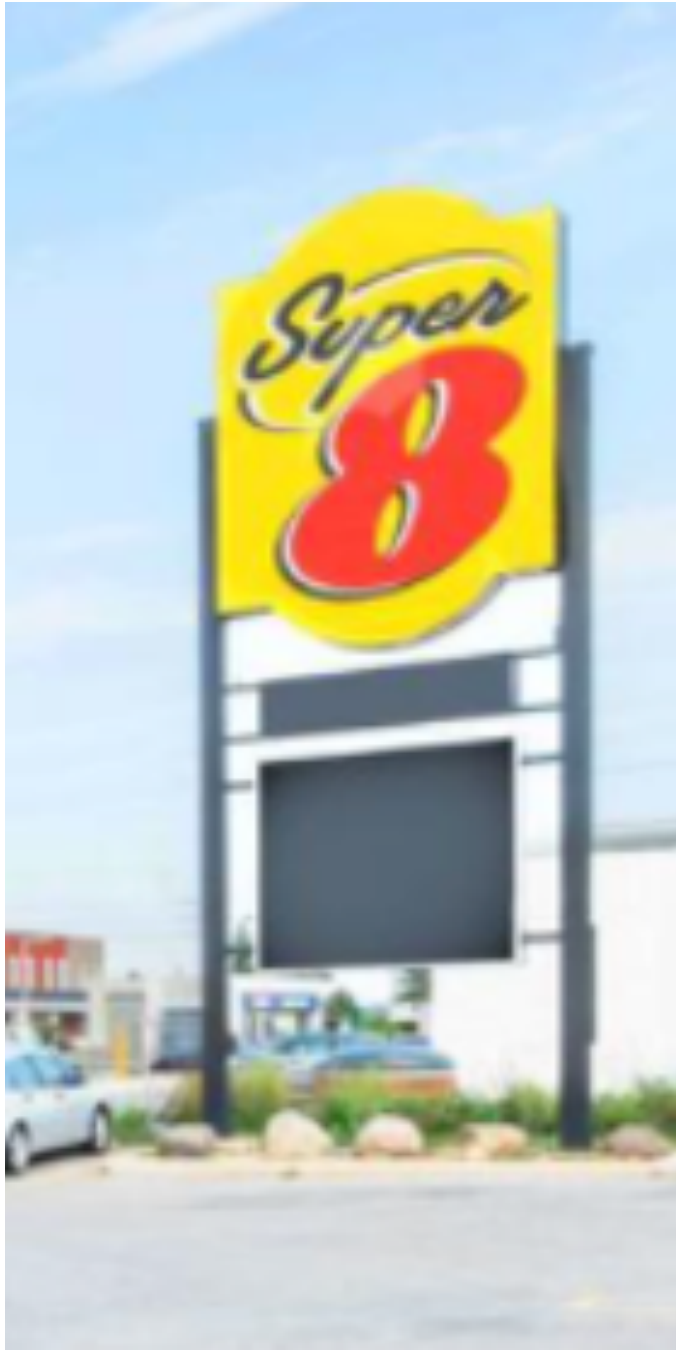


Figure 10 – Typical Signage of Super 8 Motel

## 4.2 The Town of Cobourg Urban and Landscape Design Guidelines (2010)

The Town of Cobourg has a comprehensive document that provides tools and guidelines to assess developments on both public and private lands. Part 3 deals with Public Realm Guidelines and Part 4 provides tools to evaluate development on Private Lands.

### 3.4 STREETS AND STREETSCAPES

The subject property is located along an Arterial Road.

- 3.4.1.1.1 Arterial Roads – As per the guidelines, Arterial Roads encourage a transition to a more urban character through design in the pedestrian realm. The proposal offers a significant 5m landscape buffer with 3 new street trees planted on either side of the drive aisle to differentiate the public from the private realm

### 4.0 PRIVATE REALM GUIDELINES

#### 4.2 General Land Use Designations

- 4.2.3 Signs – As a franchised Super 8 Motel, the proposed signage will be as per the Town of Cobourg Sign By-law.
- 4.2.4 Landscaping – The front street yard area is to be a 5m wide landscaped green space. This will appropriately define the public space from the public realm. Six new Ivory Silk Lilac Trees are proposed to be planted on private property. This is in addition to a decorative retaining wall proposed along Division Street in front of the proposed building. A 1.5m landscape buffer strip is proposed on the south of the building and the lot line, which will define the edge of the property line.



Figure 11 – Rendering of Front Yard courtesy of Archisystem Inc.



4.2.5 Storage, Service and Loading – The refuse area is located at the rear of the property, behind the proposed building in a garbage enclosure. From the Division Street streetscape the enclosed garbage enclosure will not be visible.

### 4.3 Parking

4.3.1 Surface Parking – The existing south surface parking area along Division Street will be removed and replaced with Landscaped Green Space. The proposed site layout is of two long linear buildings that run from the front to the rear of the property. The parking follows the east-west orientation of the building. The location of the Ivory Silk Lilac Trees will provide additional screening of the surface parking area.

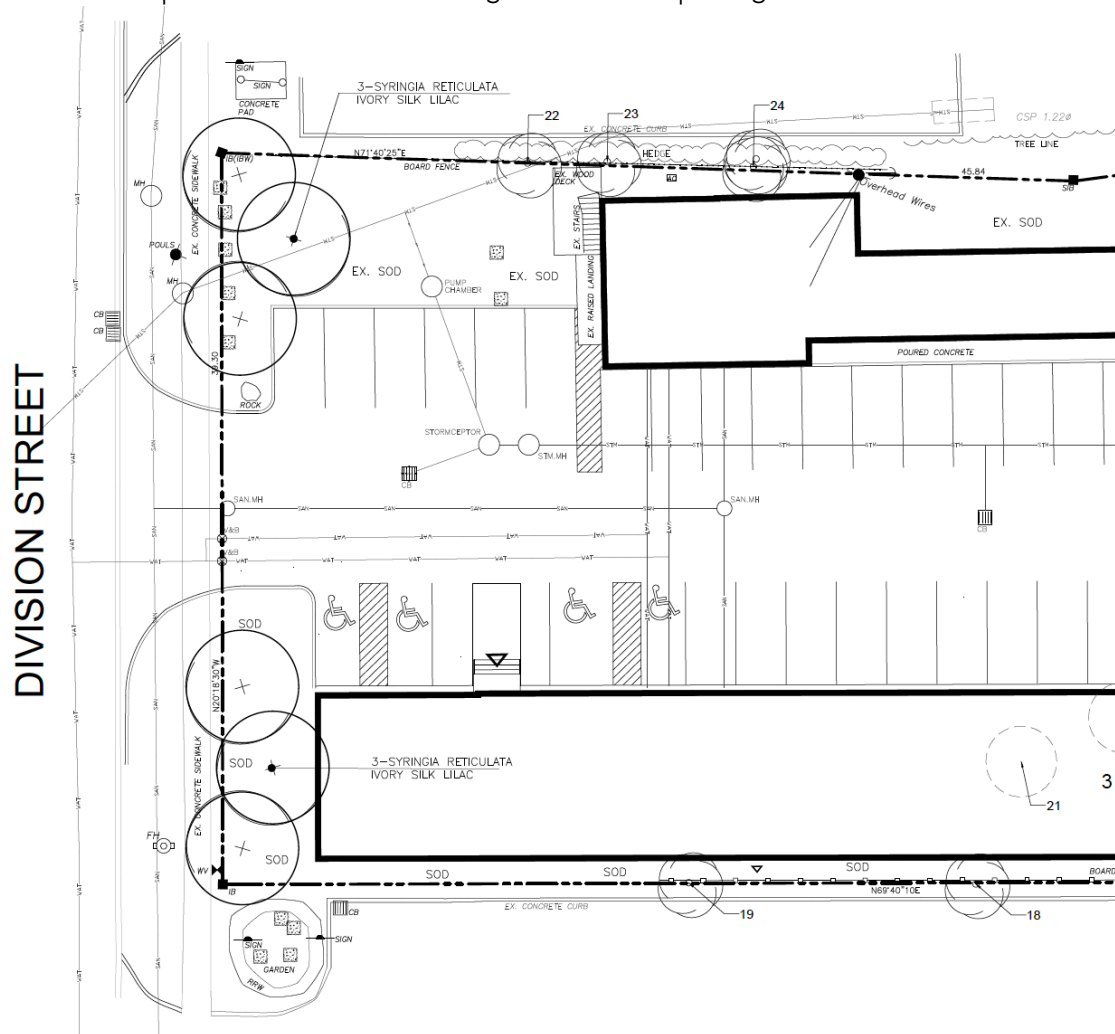


Figure 12 - Snapshot of Proposed Landscape Plan courtesy of Strategy 4

#### 4.4 General Building Design

4.4.1 Building Heights – Located along Division Street, which is classified as an Arterial Road, a Mid-rise Building proposed at 3 storeys in height (11.997m in height) is appropriate. The 21.42m rear yard setback from the established residential homes limits the impact from the motel in terms of overlook and shadowing.

- 4.4.2 Building Base Design – The building addresses Division Street as a modern curtain wall glass motel, which will allow views into the interior spaces from the street. The covered canopy entrance will provide protection from inclement weather.

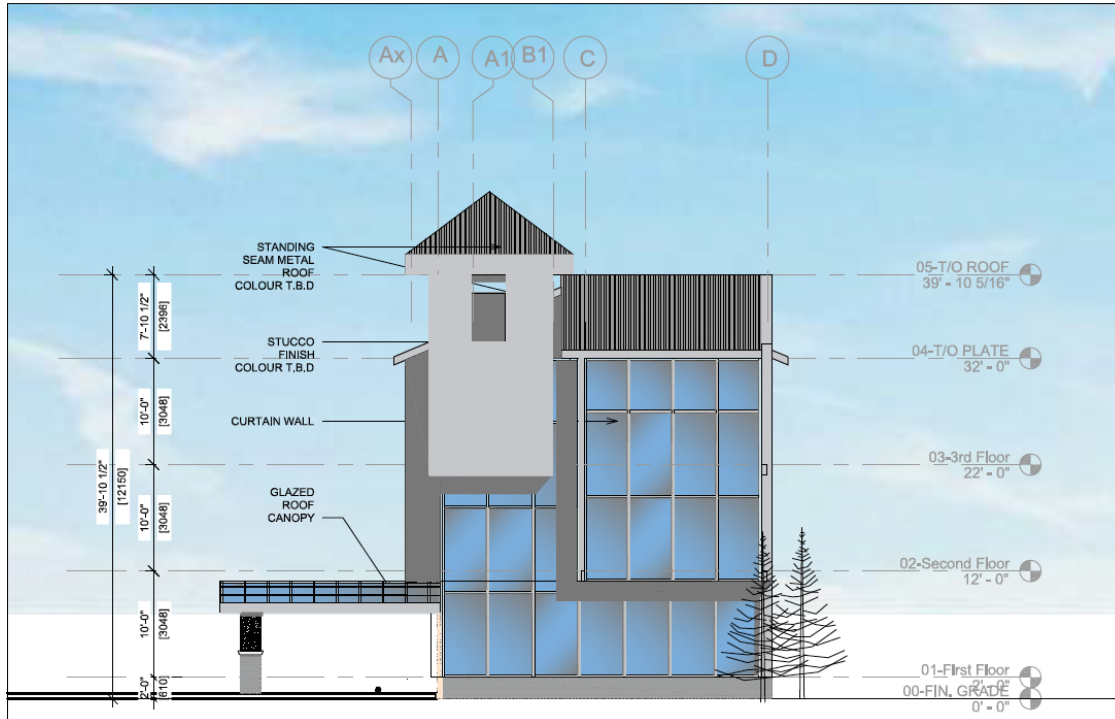


Figure 13 – Proposed Front Elevation courtesy of Archisystem Inc.

- 4.4.6 Building Articulation and Detailing – The proposed façade of the building addresses Division Street through 3 storeys of glazed windows and a covered glass roofed canopy.



## 5. SUMMARY AND CONCLUSION

The addition of a second Motel on the subject site is appropriate given the existing surrounding ancillary uses.

The landscape buffer and the planting of 6 new street trees achieves policies promoting the greening of streetscapes.

The development is in keeping with policies of the Official Plan as well as the guidelines of the Town of Cobourg Urban and Landscape Design Guidelines.

The approval of the proposed Site Plan Application on an underused parcel promotes good planning and is an appropriate use for the subject property.