

To: Chris Ross
Cc: Council
From: Matthew Goudy, CAO
Date: September 16, 2019

Reference: 11/154/2019-207

RE: Downtown Business Appearance

Thank you for passing along concerns you've heard about the "warehouse look" of the new commercial building. The warehouse look typically comes from the use of metal cladding as the most predominant exterior material on the building. When staff reviewed the architectural plans for the Green Box building, they primarily considered three provisions in the Land Use Bylaw:

Purpose of the Transitional Commercial District (C3):

To provide an area that is transitioning from industrial development to commercial development in areas having major thoroughfare exposure and in which uses create an attractive environment that is accessible to both vehicles and pedestrians

Section 14.4.15.d ii):

"A single, large, dominant building mass shall be avoided in new development. Methods of addressing building massing include, but are not limited to changes in height, projecting or recessing of elements and entrances, and the use of different materials and colours to create the look of different facades."

and, Section 14.4.15.e ii)

"All building facades shall use high quality, compatible and harmonious exterior finishing materials that also compliment the surrounding neighbourhood."

These provisions are intentionally subjective in this downtown district to allow the development officers and builders the flexibility to work together on an exterior design suitable for this transitional neighbourhood erring on the side of accommodating the builder/developer. In this case the Green Box building met the intent of the land use bylaw because it incorporated a large awning, complimentary colours around the doors/windows, and a stone façade that made the building compatible with surrounding commercial buildings such as NAPA, Pro-Water Conditioning, and Suds in the Bucket.

Additional regulation in the land use bylaw could provide more certainty on the look of a new building with the trade-off being less flexibility afforded to the development officer and builder or developer. With Council's direction on this matter, Administration can propose amendments to the land use bylaw for consideration and/or if desired, consult with the public and business community.

We trust this letter satisfies your concerns at this time.



Sincerely,

A handwritten signature in black ink, consisting of a series of vertical, slightly wavy lines that form a dense, scribbled shape, followed by a large, sweeping loop that extends to the right and then curves back down.

Matthew Goudy, P.Eng
Chief Administrative Officer