

URBAN DESIGN GROUP ARCHITECTS LTD | Suite 810 - 675 W Hastings Street, Vancouver, BC V6B 1N2 T +1(604) 687-2334

Paul Chiu, Architect AIBC, MRAIC, AAA, SAA, MAA, OAA, SBA, Principal
Crosby Chiu, MRAIC, SBA, Senior Associate
Sarah Chappell, Associate
Bojan Ilic, Associate

Rick Jones, Founding Principal
Aaron Vornbrock, Principal
Eric Ching, CSBA, Principal

January 14, 2022

City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

ATTN: Sustainable Planning and Community Development
DevelopmentServices@victoria.ca

RE: Project Description and Design Rationale, Development Permit Application
Commercial Development, 1555 Hillside Avenue, Victoria BC, V8T 2C1

Our Project No. 5129

Site Description

The proposed development site is approximately 13,800 square feet in the Oakland neighborhood located along Hillside Avenue in the Northeast Victoria.

The site is immediately adjacent to the Well Wise health store to the east, Hillside Shopping Centre across Hillside Avenue to the north, 3-storey Hillside professional building to the West and Myrtle Avenue to the south. The subject site is entirely within the CL-1L Commercial Landscape District zone.

The Hillside mall and its surrounding commercial uses form a prominent commercial core for the region. The property is served by high volume traffic routes such as Cook Street, Shelbourne Street and Hillside Avenue itself.

Development Description and Objective

The proposed development involves the construction of a new one-storey building for a single-tenant retail occupancy. The project aims to accommodate the requirements of the new tenant and bring new retail business to the existing commercial block.

Site Planning and Design

The Proposed development site is relatively flat. The elevation differential along the site is about 2 feet, sloping from Hillside Avenue to the rear of the property by 1%.

New landscaping along Hillside Avenue and new concrete sidewalk will enhance the street frontage with introduction of new plants. Additional landscaping provided on the south along the existing 4 foot high block wall and along the south elevation.

The building will be situated to the North with street frontage, masking the view of the parking lot and facilitating pedestrian access to the main entrance creating pedestrian friendly street access from the ground floor. The existing driveway access to parking is at the east side of the building. A total of 9 parking spaces will be provided, including one accessible parking space. 2 bike racks will be provided along the north, close to the main entrance. A new garbage enclosure at the south-west side of the site will be provided. Existing trees within 9M landscape buffer on the south will remain. A new 6 foot high wood fence along the west of parking lot will secure the property. Existing sidewalk access to Myrtle Avenue will remain.

Form & Character

The proposed building is designed with the local context in mind while ensuring a current form and character that support the building's intended function, and appeal to the project's intended market. Simple, clean lines characterize the design with a lineal roofline and pilasters that wrap around the storefront glazing and anchor the building to the ground.

All facades are treated with similar quality and materials and architectural detailing, creating a visually appealing pedestrian environment complimented by high-quality signage, pylon sign and metal canopy that will provide weather protection for pedestrians.

The proposed building is designed to suit the new tenant's branding requirements comprising of the tenant's bright red metal cladding complimented by wood-grain finished longboard siding and white and gray EIFS.

Shell building elements follow the store's interior program and operational functions with generous 16-foot high glazing bays along the northeast corner adjacent to the store frontage.

Sustainability

The proposed building design considers a host of sustainability strategies that can include the use of high-efficiency HVAC systems, low-flow water fixtures, LED Dark-Sky/FCO compliant lighting, thermally-broken Low-Emissivity (Low-E) storefront glazing, light-colored high-albedo roofing, and drought-tolerant native planting, to name a few, while the development as a whole contributes to the broader sustainable development strategy of infill developments to optimize the use of existing services and promote compact communities near alternative transportation and mass transit infrastructure.

Crime Prevention through Environmental Design (CPTED)

Generous glazing on the north and east of the building allows for Natural Surveillance of surrounding areas during hours of operation, with ample lighting around the buildings supplemented by surveillance cameras at night to maintain round-the-clock security. The site's Landscape Design, especially along the south with 6 foot wood fencing along the west of the parking lot and existing 4 foot concrete block wall promotes both Natural Access Control and Territorial Reinforcement. Signage will be installed in strategic locations to ensure that access and movement in and around the site are directed, and areas for public or private/restricted use are clearly demarcated.

Should you require additional information or clarification regarding the foregoing, please do not hesitate to contact us directly.

Yours truly,

Niki Sharoodi

Niki Sharoodi, Intern Architect AIBC
URBAN DESIGN GROUP ARCHITECTS LTD.

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