



PROJECT **BACKGROUNDER** (VERSION 2.0)

Developer

2419361 Ontario Inc.

Project Site

928 & 934 Oxford Street W / London / ON

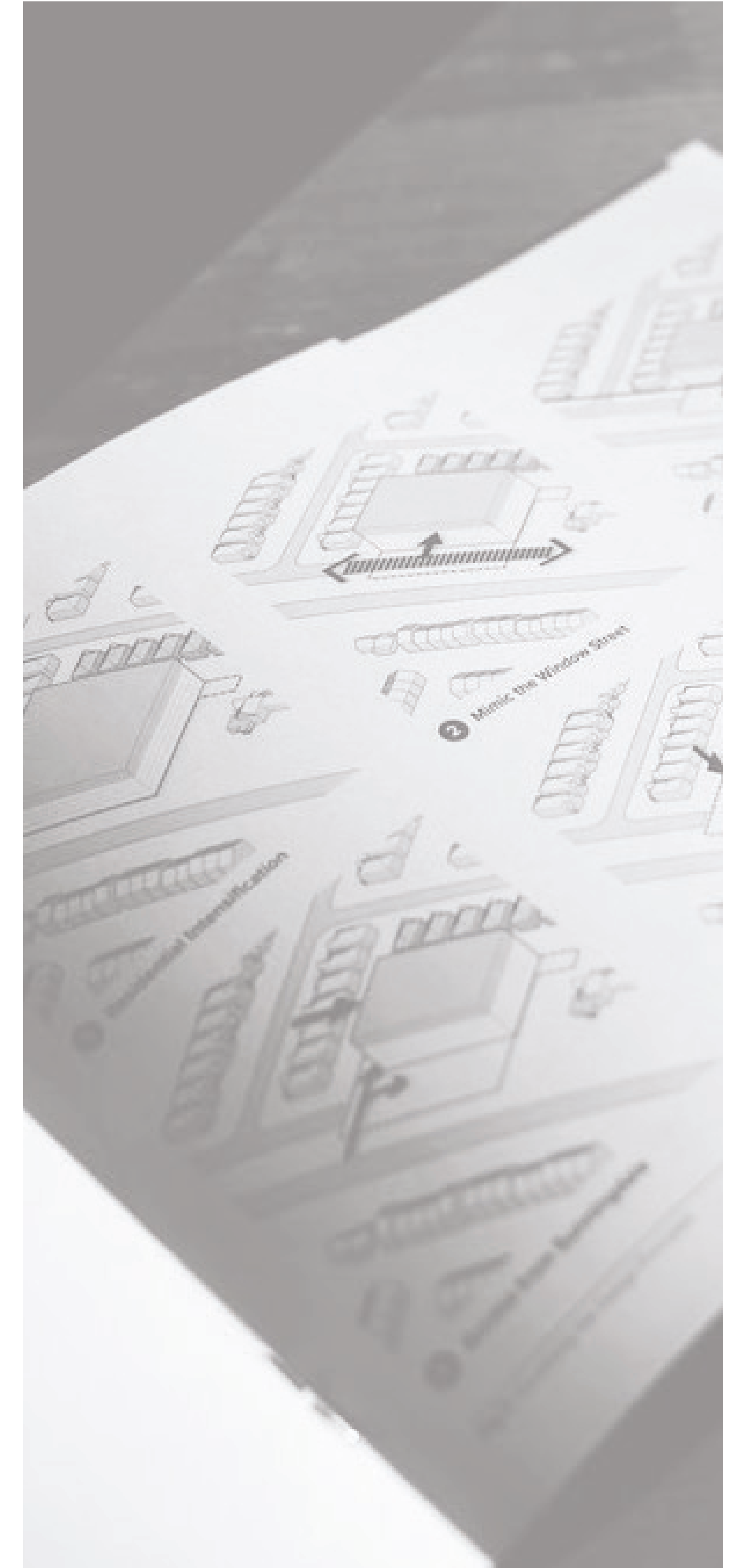
Flip through to learn more about the future vision and planning process for the project site.

PURPOSE

This backgrounder has been created to share information about the planned redevelopment of 928 and 934 Oxford Street West in London, ON. The following information boards provide an overview of the process the developer undertakes in conceiving and creating a project, the process the City will undertake in reviewing this project, and an explanation of the preliminary concept design that has been established for the site.

THESE INFORMATION BOARDS WILL HELP YOU UNDERSTAND:

1. The planning process for this project
2. The key factors that shape new development in London
3. The preliminary concept plan/design that has been developed for the project based on those factors
4. Next steps and how your feedback will be considered by the developer



PROJECT SITE

928 and 934 Oxford Street West (the project site) is located in the Oakridge neighbourhood of London. The project site is located on the south side of Oxford Street West, approximately 230 metres (approx. 3 minute walk) west of the intersection of Oxford Street West and Guildwood Boulevard/ Juniper Street.

SITE AREA

2,090.3m² (0.517 ac.)

DEPTH

45.7m

FRONTAGE

45.7m

EXISTING USE

Single-detached Dwellings
(one on each property)



PLANNING HISTORY

Portions of the project site have been the subject of a previous planning application.

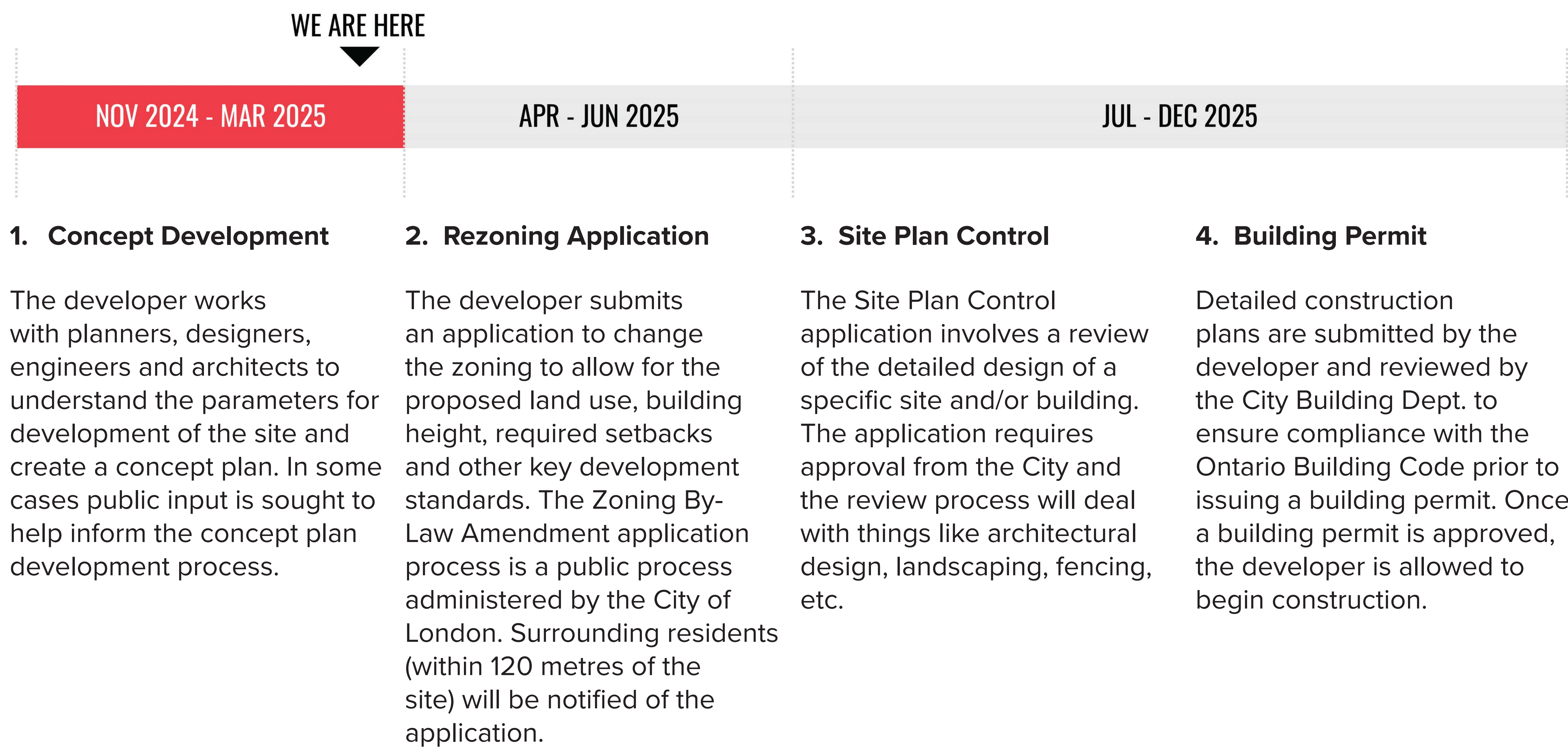
In July 2024, a Zoning By-Law Amendment was approved for the property at 934 Oxford Street West, for a low-rise apartment building with a maximum height of 13.0 metres and a maximum density of 80 units per hectare.

Since that time, the developer has purchased the neighbouring property (928 Oxford Street West) and is considering a new concept for both parcels.



THE PLANNING PROCESS

Development projects don't happen overnight. Each project undergoes a series of progressive steps from vision to concept to reality. This graphic represents the key stages in the planning process for 928 and 934 Oxford Street West and estimated timing for each step.



WHAT INFORMS NEW DEVELOPMENT?

All developers must consider and account for these key factors when planning a new development or redevelopment in London. New projects should represent a “balancing” of these key ingredients.

1. City Planning Policy

The City’s Official Plan provides the overarching framework for growth and development within London. All new development in the City must conform to the vision outlined in the Official Plan.

2. Context

New development should also consider the unique context of the site and seek to mitigate the impact of new development on adjacent neighbourhood areas.

3. Stakeholder Feedback

What various stakeholders such as City Staff and local residents think and say about an issue should also be factored into the project planning for consideration.

4. Technical Specifications

New development must be designed to meet various municipal and provincial technical specifications for things like the design of servicing connections, how stormwater is managed and the size of driveways, etc.

5. Economic Viability

In addition to the above, the developer needs to create a financially viable project. Otherwise, a project cannot go forward.



THE PLANNING PROCESS

1. City Planning Policy

Not all parts of a neighbourhood are planned equal. The types of uses, building forms, and densities that can be developed on a given site varies depending upon the specific Official Plan policies for that site. The key applicable policies for 928 and 934 Oxford Street West are highlighted below.

Summary

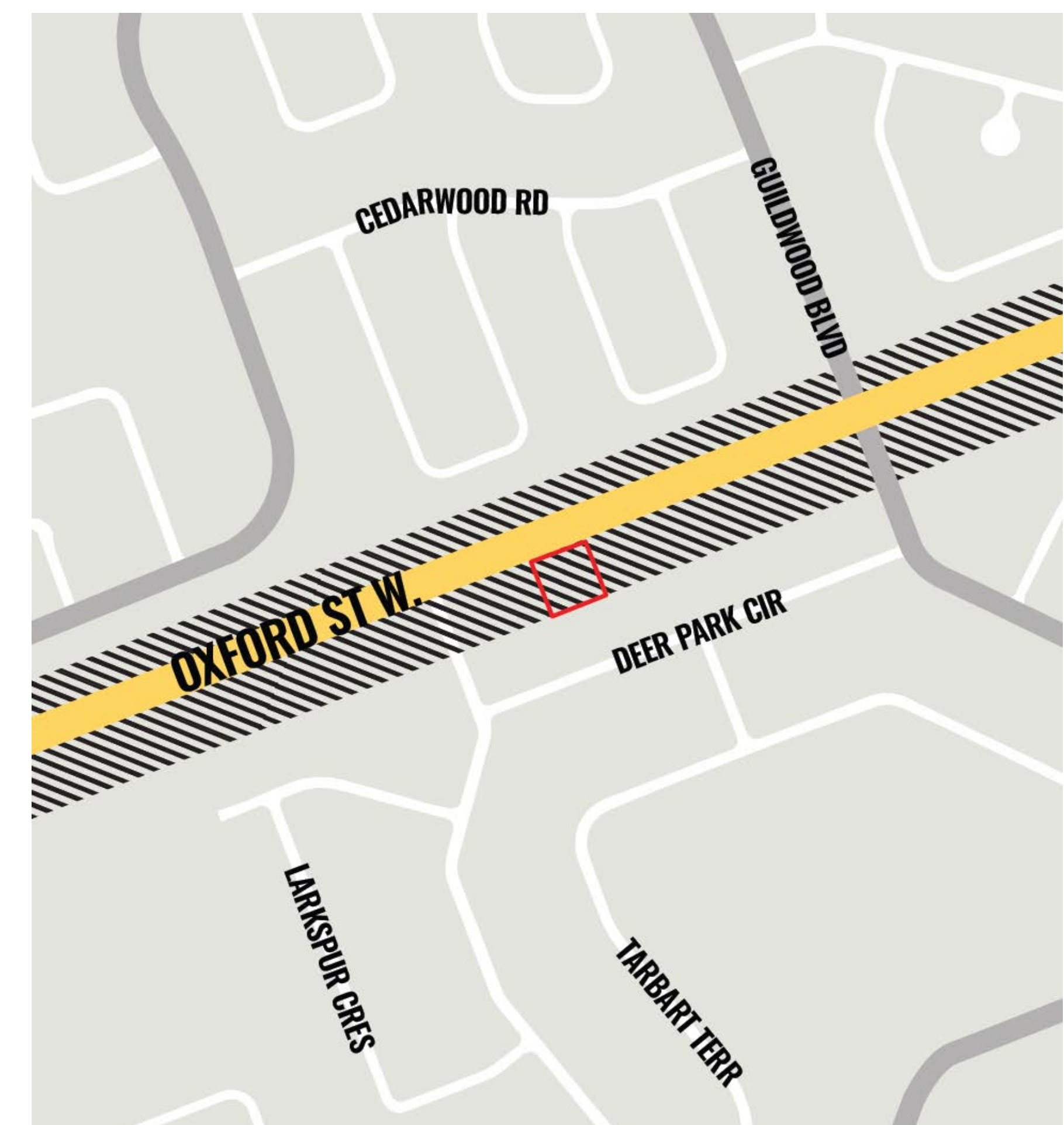
The project site is within the “Neighbourhoods” Place Type and has frontage along an “Urban Thoroughfare”. Neighbourhoods are envisioned as diverse places that include a broad range of housing opportunities. The intensity of development and range of uses permitted on a given site varies depending upon the street classification that the property fronts onto. New infill development up to 6-storeys is allowed on this site.

/ Place Types



● Neighbourhoods ● Green Space

/ Street Classifications



● Urban Thoroughfare ● Neighbourhood Connector
Special Permissions

WHAT INFORMS NEW DEVELOPMENT HERE?

2. Context

We examine the physical environment of the neighbourhood including such things as lots, buildings, streetscapes, topography, street patterns and natural environment. These are some of the elements that collectively determine the physical character of the neighbourhood. New development should have regard for these elements and be sensitive to, compatible with, and a good fit within the existing surrounding neighbourhood.



WHAT INFORMS NEW DEVELOPMENT HERE?

3. Stakeholder Feedback

Feedback received through our outreach program will be used to deepen our understanding of the local context and, where possible, shape some elements of the design of the project. We acknowledge that change is difficult and that no outcome will satisfy all interested parties completely. As such, the project team cannot integrate everything suggested by our neighbours and the community at-large. Our communications and outreach strategy for this project includes:



Info Postcard

To notify local residents of the planned redevelopment via direct mail and direct them to the project website.



Website

To provide a “home-base” for sharing information and updates about the project and gathering feedback through the online comment form.



Virtual Community Information Session

To provide a live forum to share information directly with residents/ participants and facilitate a Q & A session.



Verbatim Feedback Summary

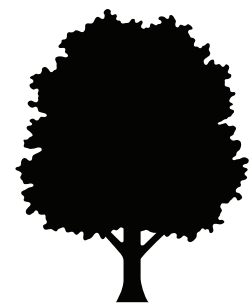
To clearly document and share all verbatim feedback that was collected by the project team through various channels.



WHAT INFORMS NEW DEVELOPMENT HERE?

4. Technical Specifications

To ensure that the development concept is well-considered and meets the City's technical standards, the developer is undertaking a range of technical studies listed below. These studies will help to inform the concept design and will be submitted to the City with the Zoning By-law Amendment application. The City's planners and engineers will review them to ensure sure the documents meet the required scope of work and that the conclusions are in adherence with City technical standards.



Tree Preservation Report

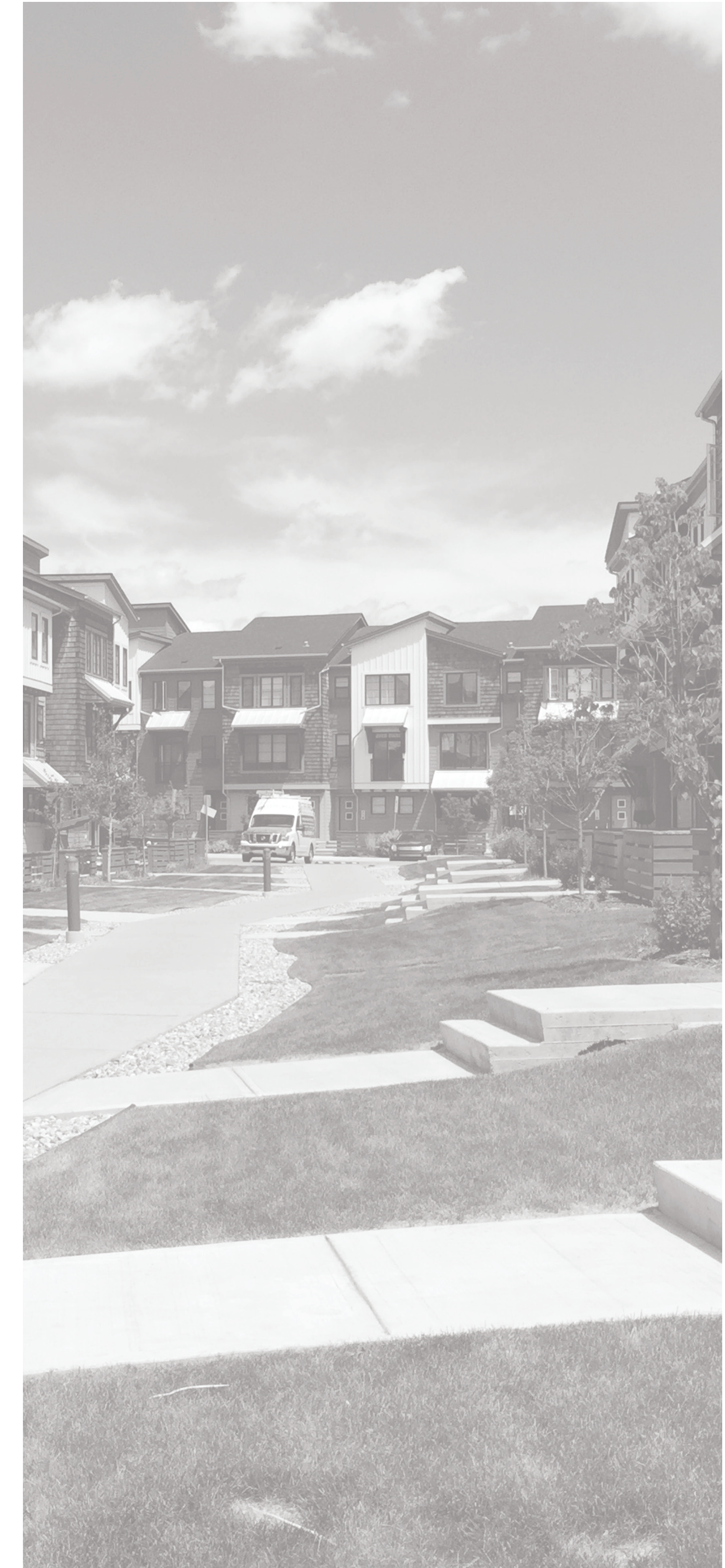
To document the characteristics of existing trees on, and surrounding, the site and understand measures that would be necessary for them to be preserved, where possible.



Preliminary Grading Plan

To better understand how the proposed development interacts with the adjacent properties and the public right-of-way.

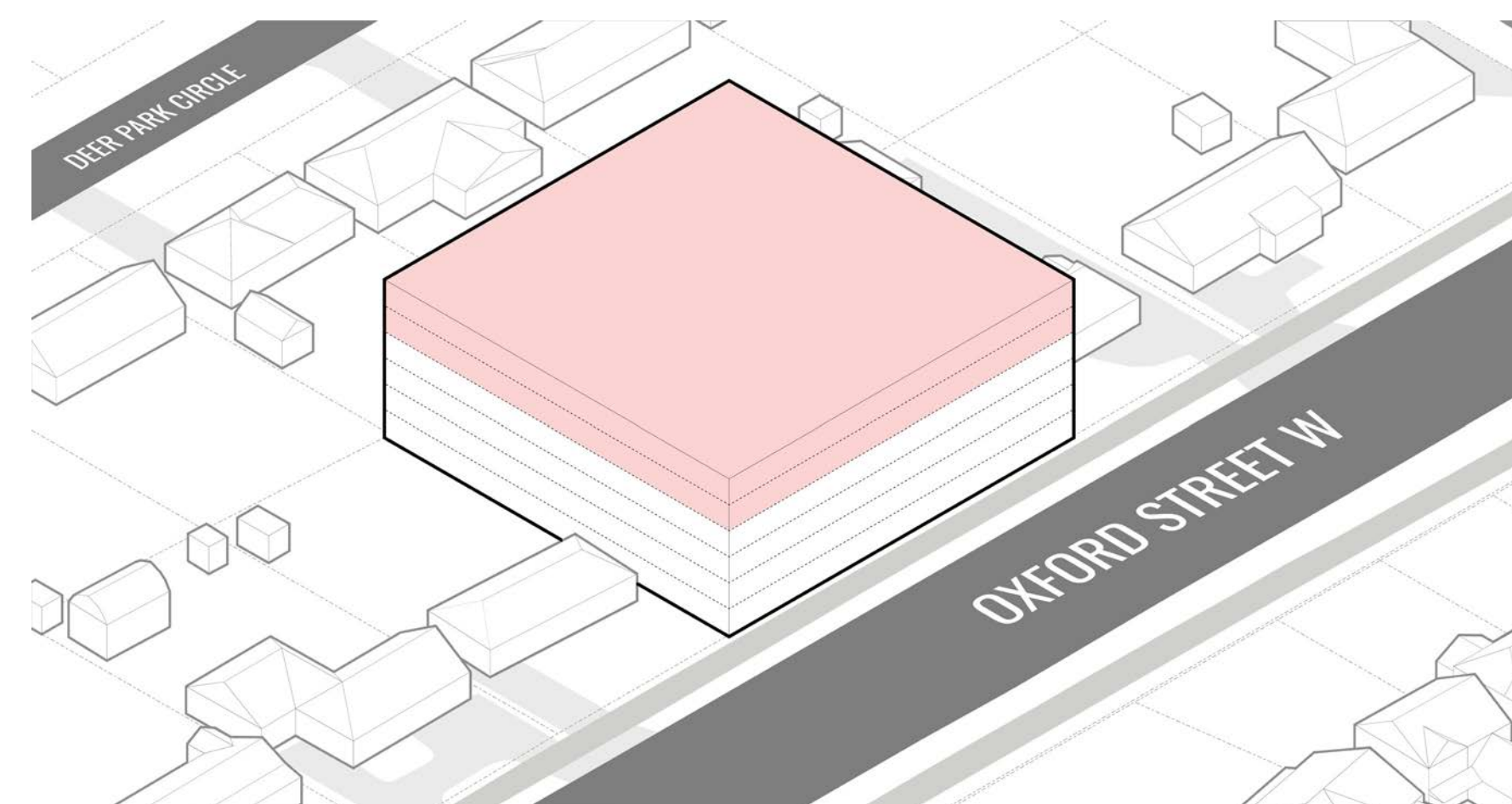
WE WILL MAKE THESE REPORTS AVAILABLE TO THE PUBLIC ONCE THEY ARE COMPLETE.



PRELIMINARY DESIGN PRINCIPLES

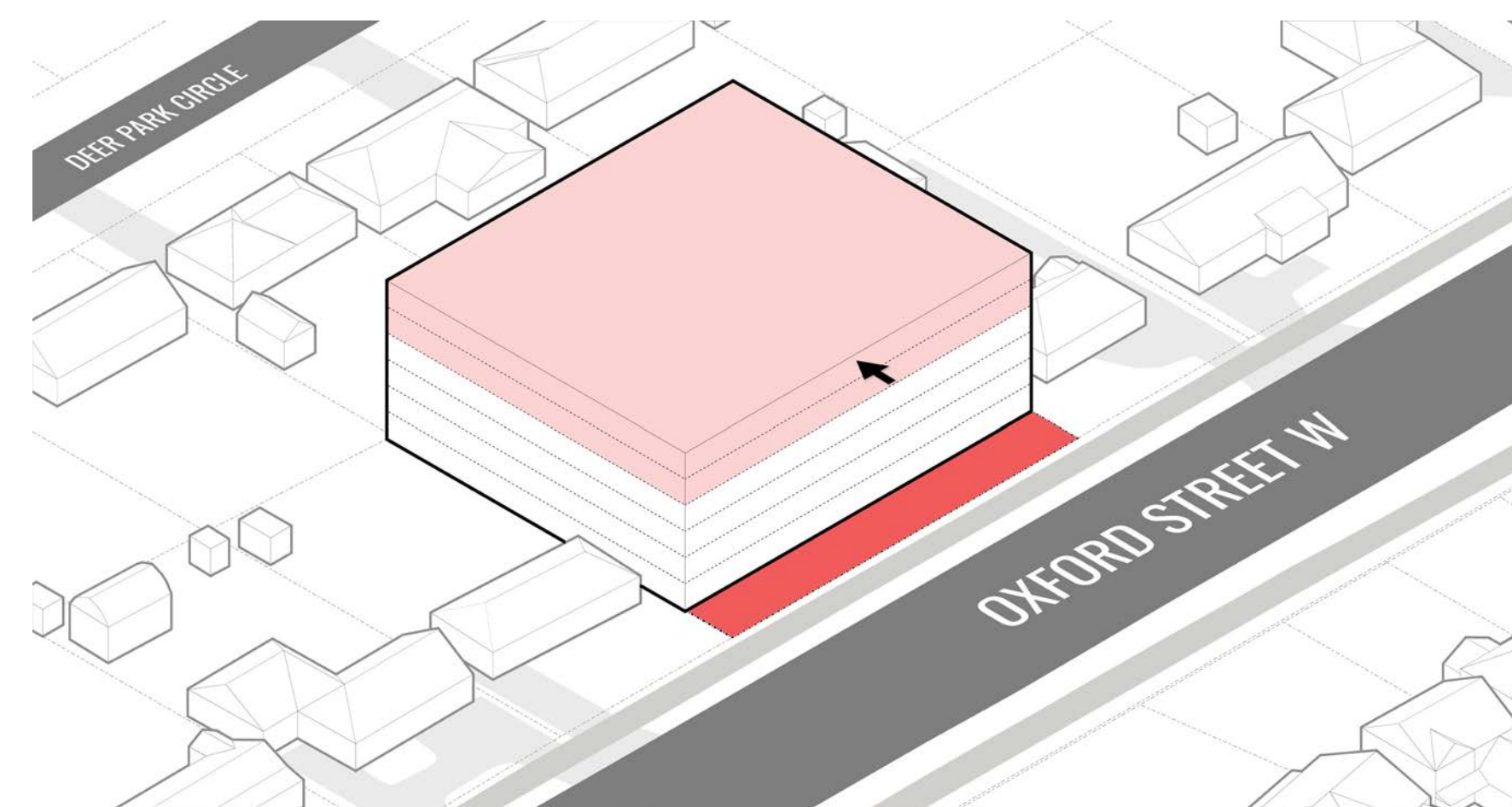
These preliminary design principles for the project have been developed to help communicate the general direction for the project. They have been informed by our preliminary understanding of the factors described in these information boards.

NOTE: The following images do not represent buildings. They show a potential “outer-envelope” within which a building or multiple buildings could be developed.



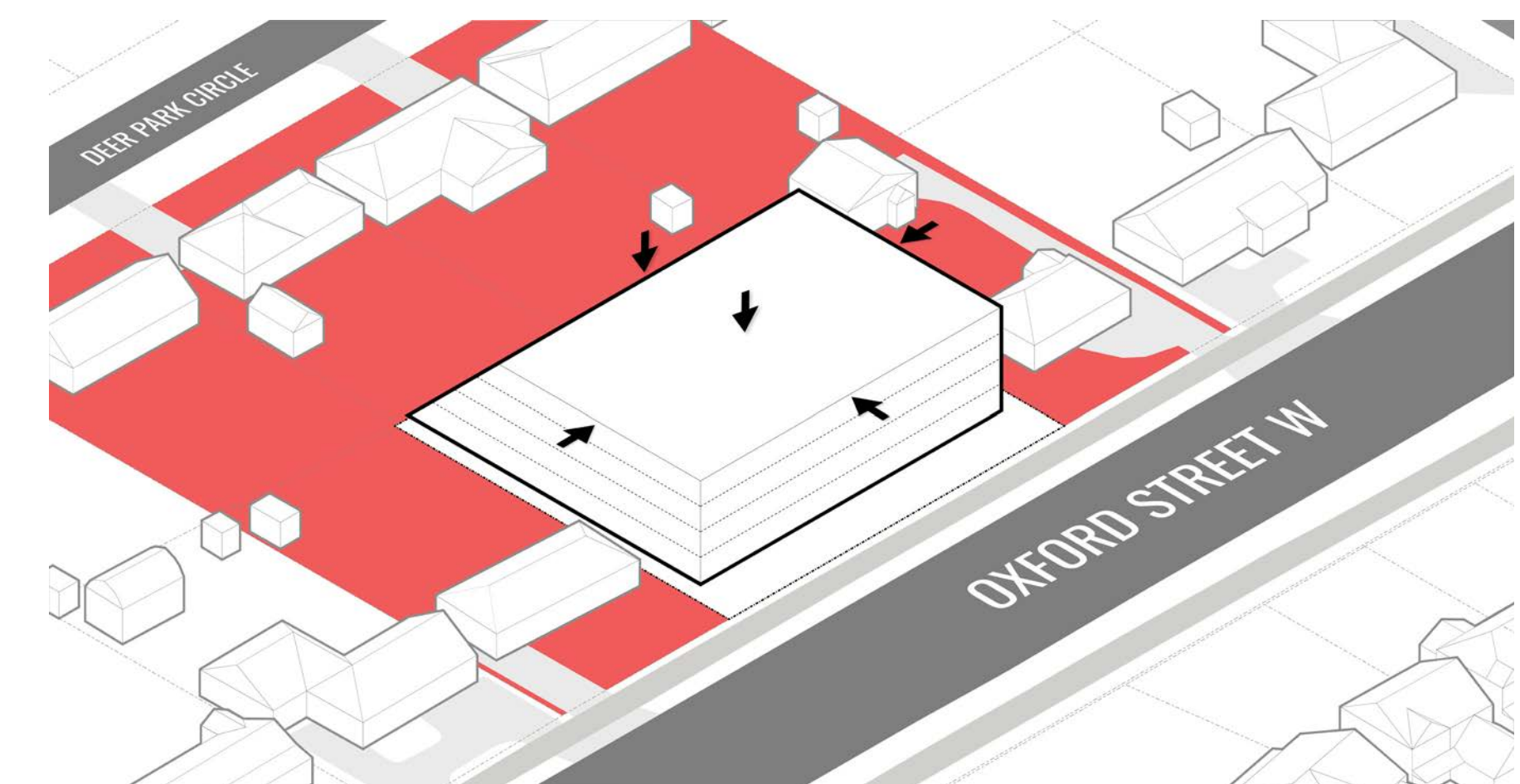
1. Residential Intensification

Given its size and location, the site presents an opportunity for residential intensification. The proposed zoning framework will allow for a low-rise built form which is in line with the maximum height permitted by the applicable London Plan policies.



2. Accommodate the ROW Dedication

An approximately 6.3m road right-of-way widening will be required to be dedicated to the City of London along the Oxford Street West frontage. This reduction in land area has been accounted for in the development design.



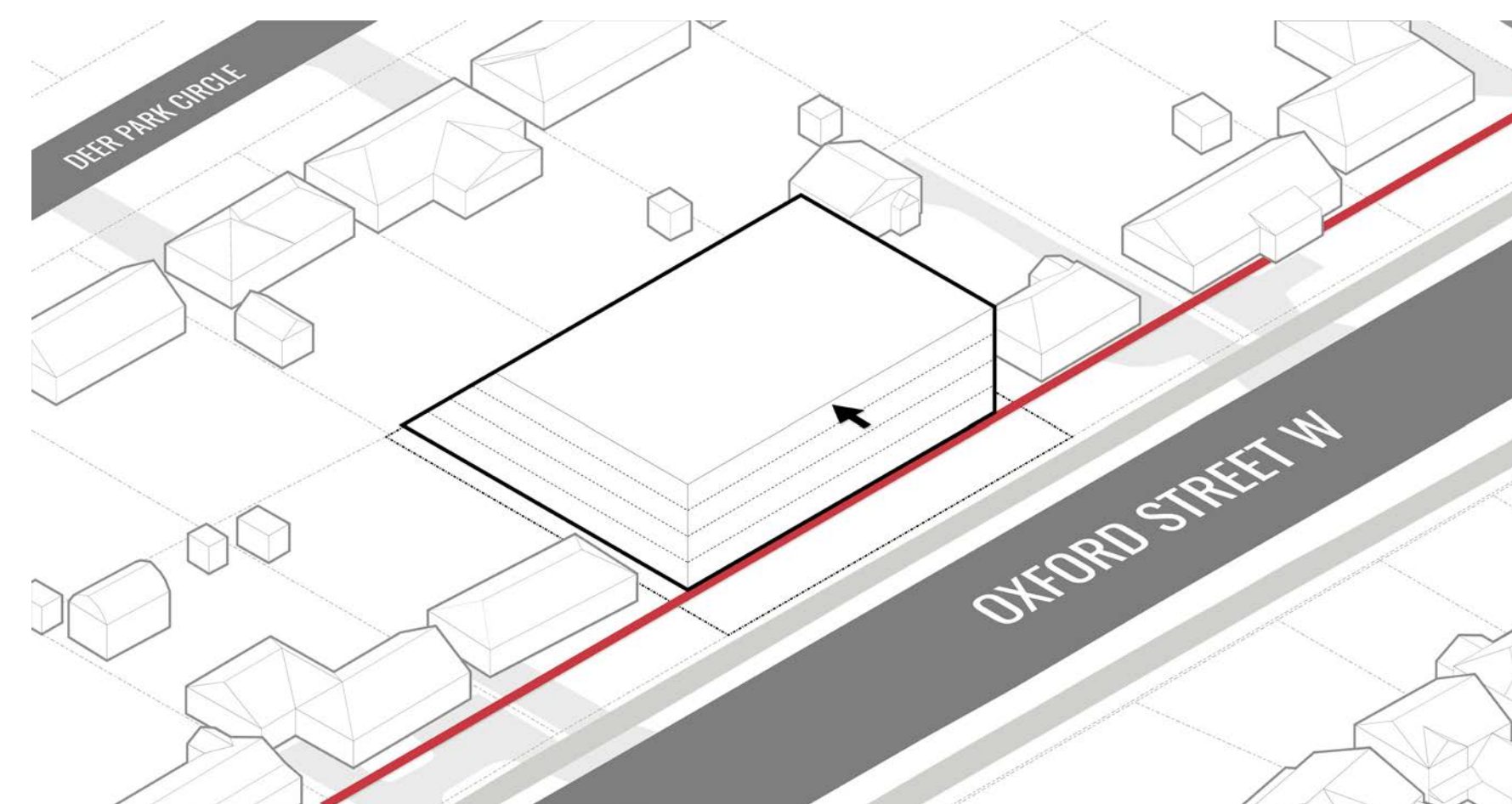
3. Respond to the Context

New buildings should be sensitive to the neighbouring lower-scale uses and buildings that are not anticipated to change over time. Any new buildings should fit within a 45-degree angular plane measured from the south property line. The side yard setbacks should vary based on building orientation to accommodate appropriate facing distances based on the type of orientation (e.g., side-to-rear, front-to-rear).

PRELIMINARY DESIGN PRINCIPLES (CONTINUED)

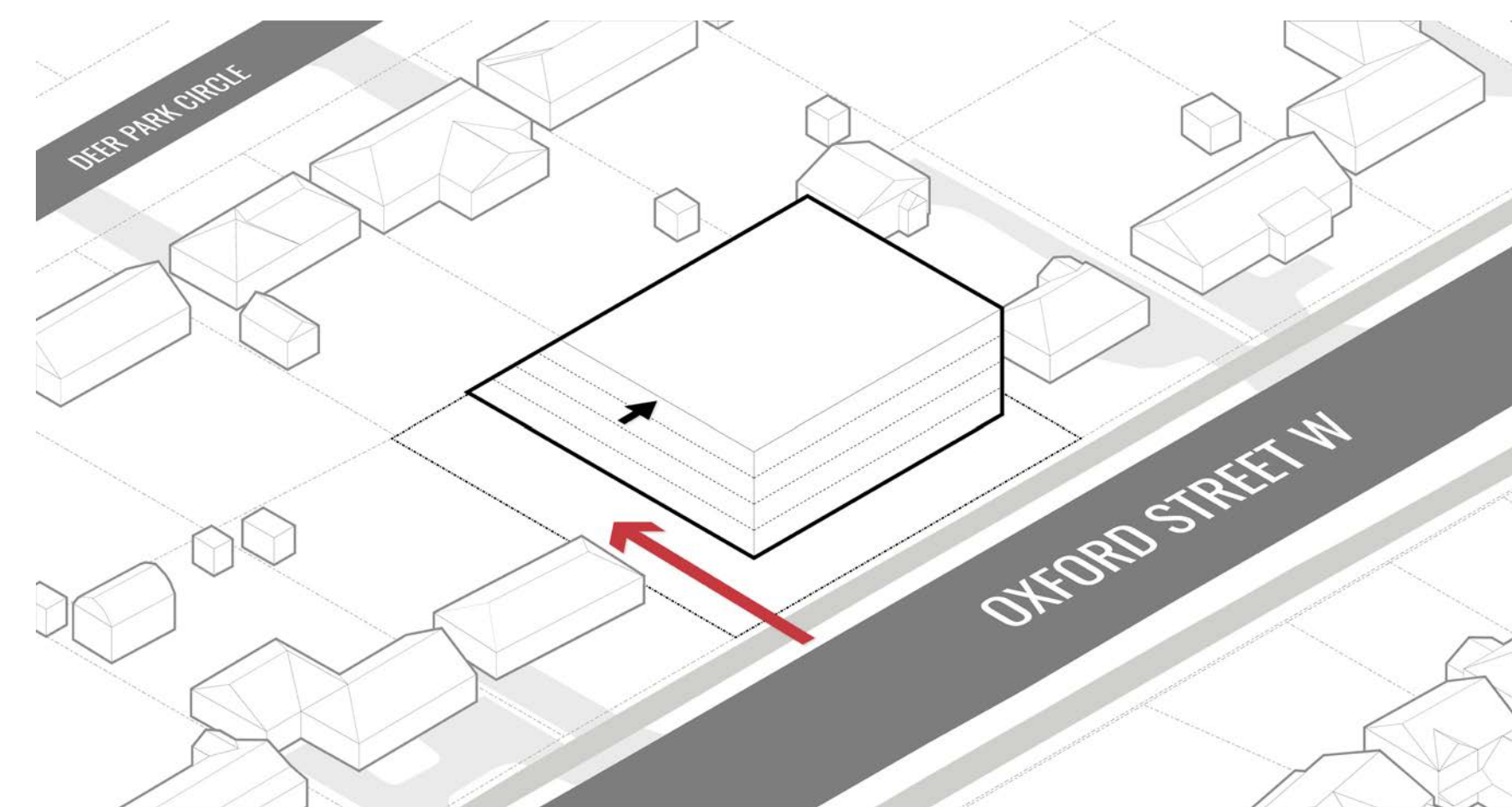
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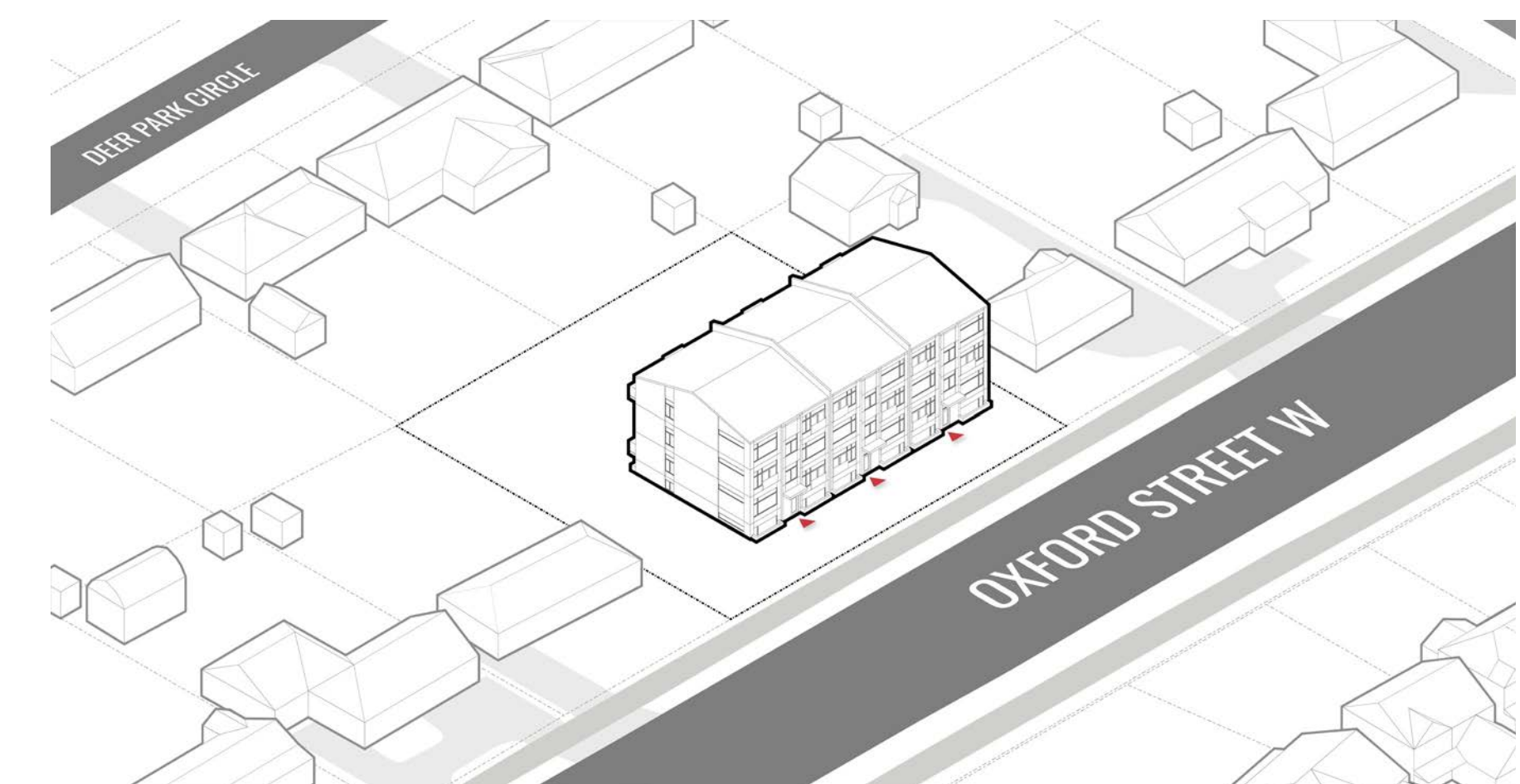
4. Establish a New Street Wall

The ultimate right-of-way for an Urban Thoroughfare in the London Plan establishes a new “street wall” along Oxford Street West. The proposed zoning regulations and concept plan should respect this planned built edge condition. New development should be sited close to Oxford Street West to facilitate a more urban character with a high degree of enclosure to the public realm.



5. Provide Site Access

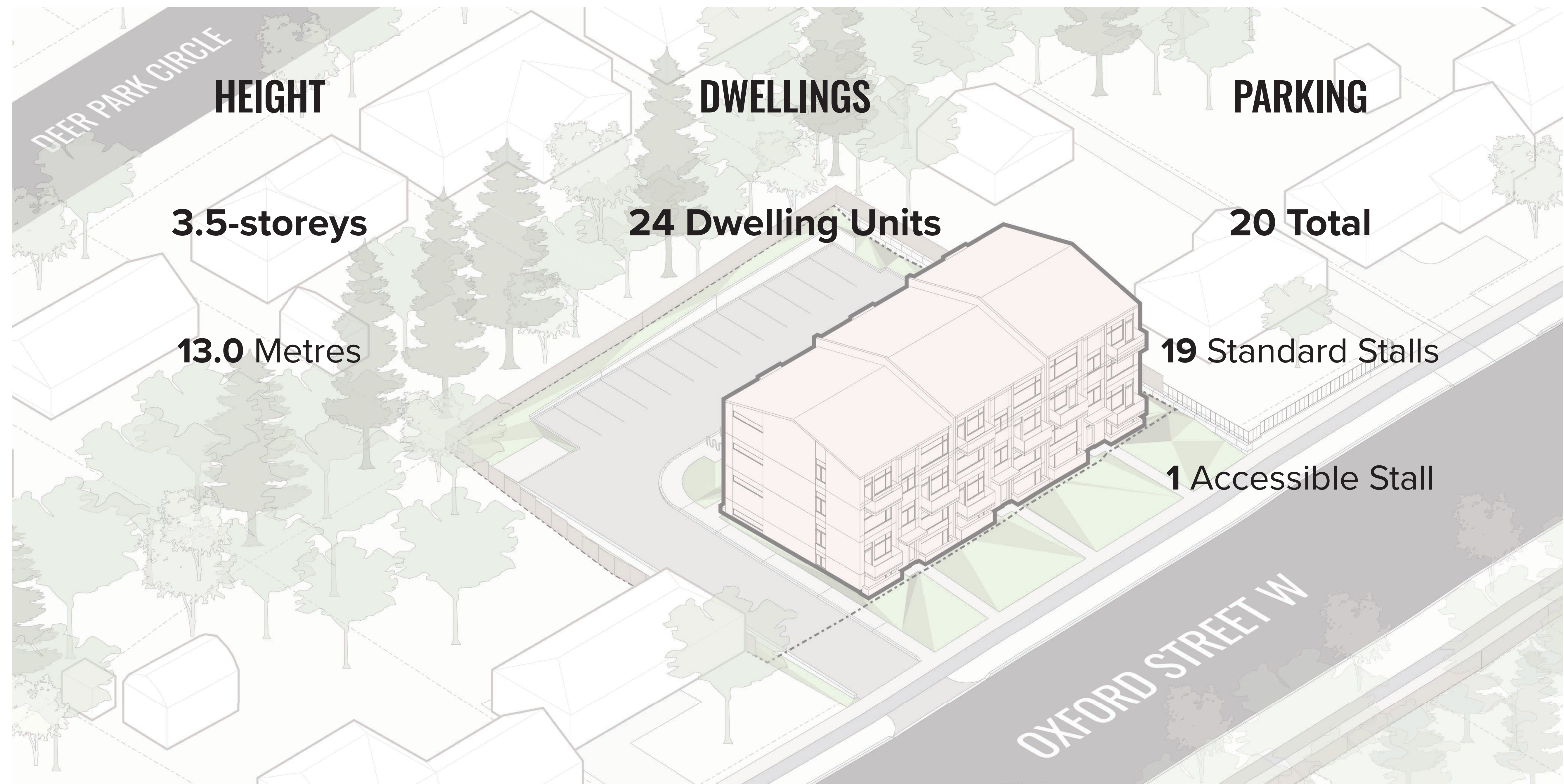
New development will require a new 6.5 metre access/ driveway off of Oxford Street West. In order to avoid conflicts with the neighbouring driveways, the new site access, shown on the concept plan, has been located on the east side of the site.



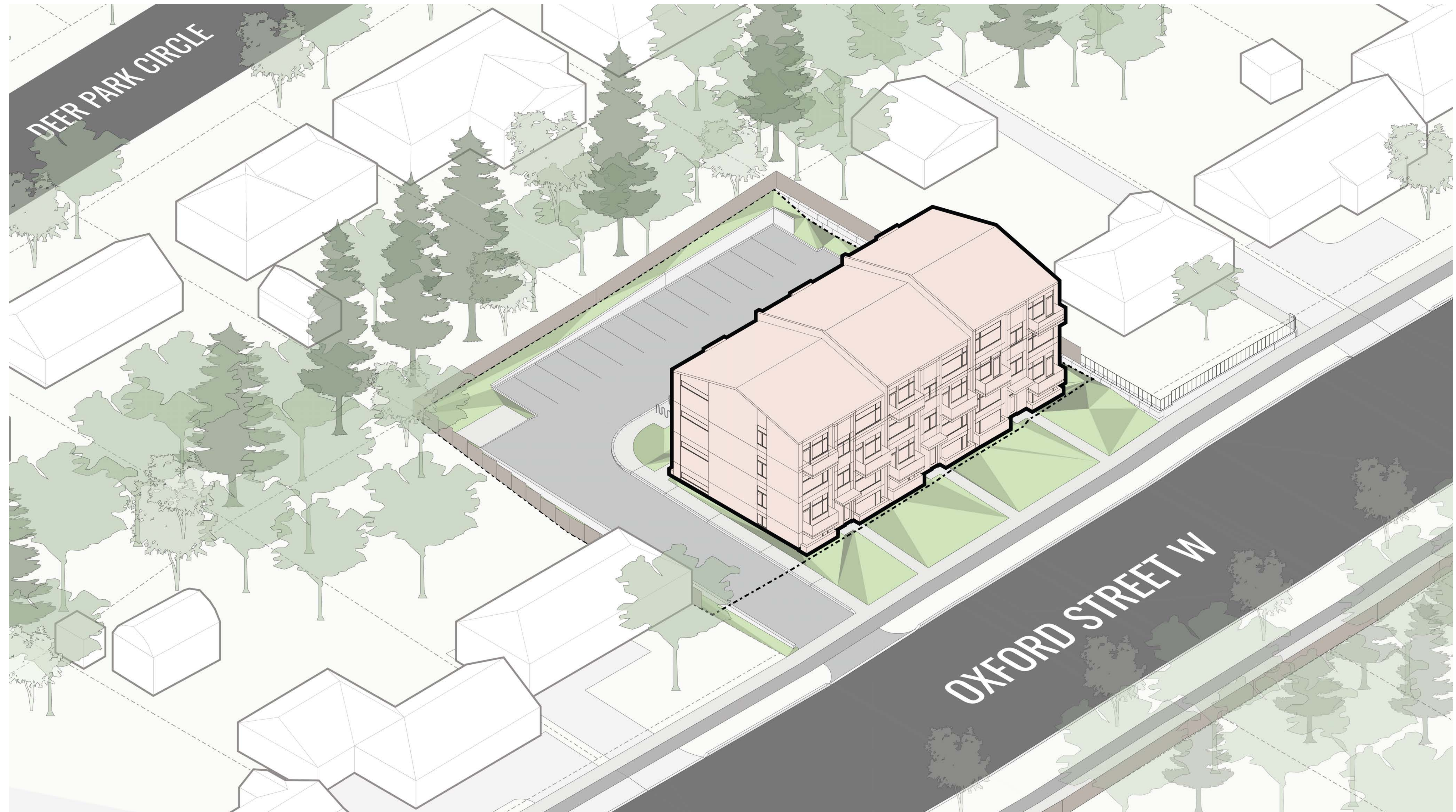
6. Define and Animate the Streetscape

The new building has been oriented such that the primary building frontage faces towards Oxford Street West, with parking located at the rear of the site. The primary frontage will include active elements such as entrances, clear glazing, and a high level of articulation and architectural details.

CONCEPT PLAN: **STATISTICS**



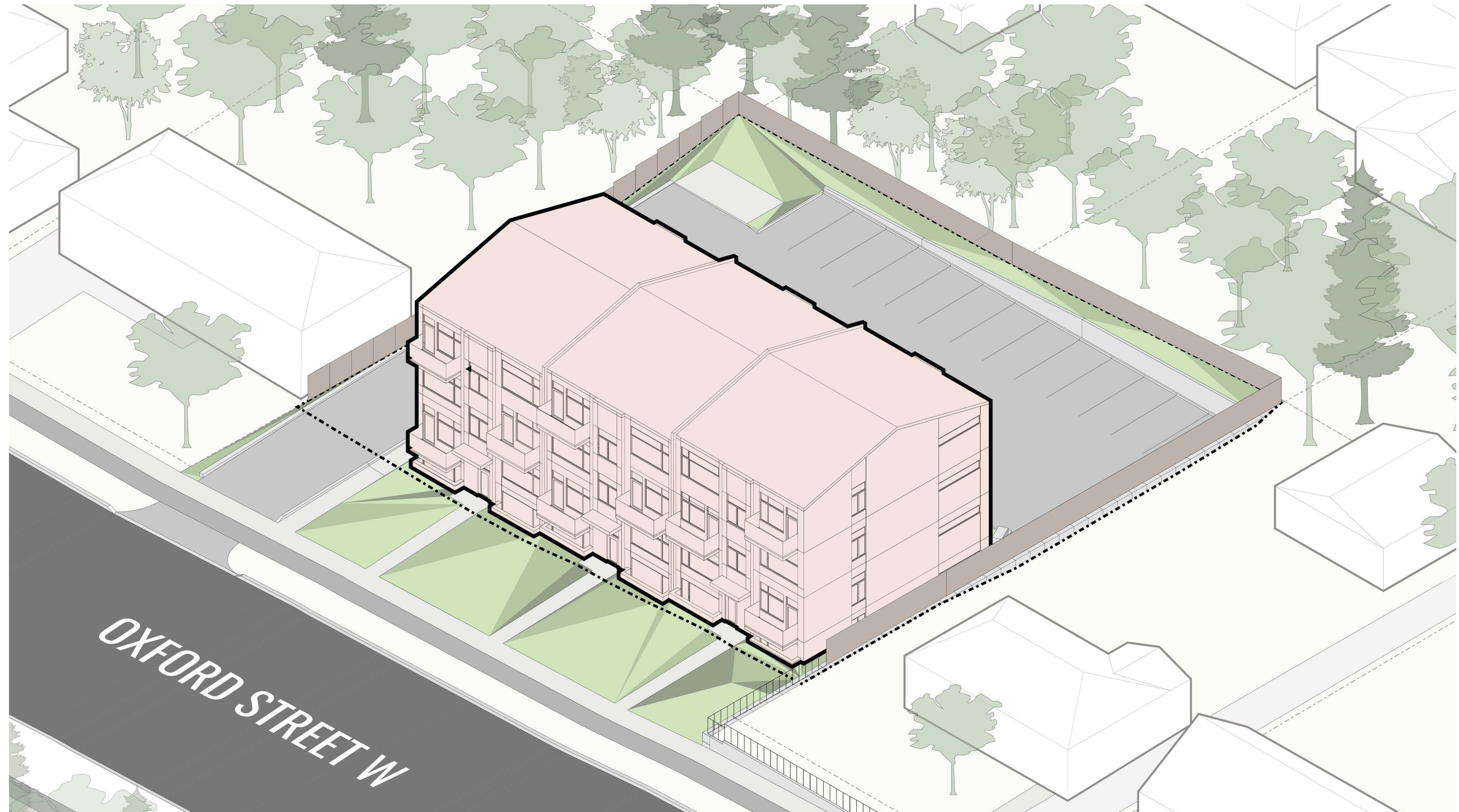
CONCEPT PLAN: **BUILDING RENDERING**



Aerial view looking southwest from Oxford Street W.

Artist's Rendering

CONCEPT PLAN: **BUILDING RENDERING**



Aerial view looking southeast from Oxford Street W.

Artist's Rendering

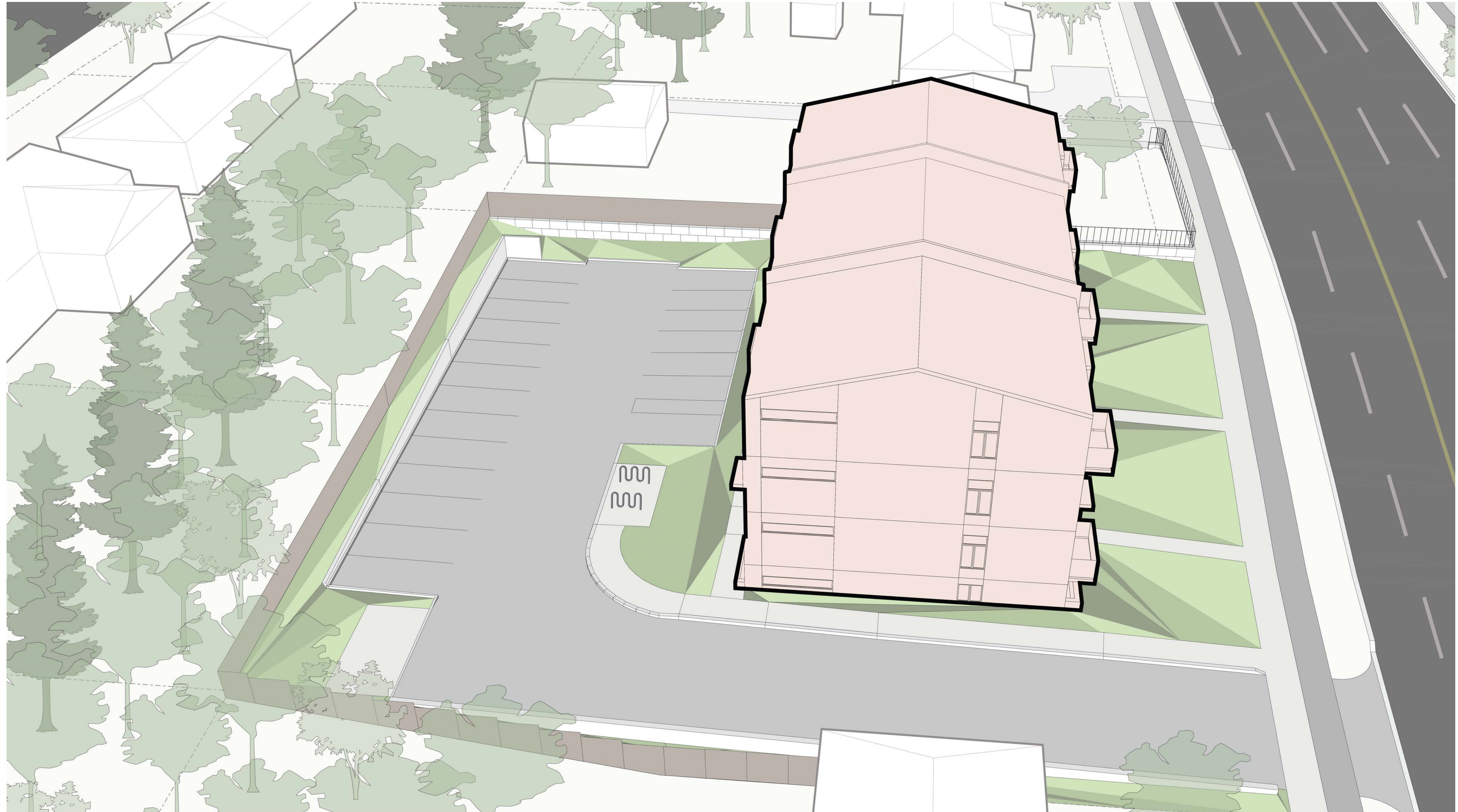
CONCEPT PLAN: **BUILDING RENDERING**



View looking southwest from Oxford Street W.

Artist's Rendering

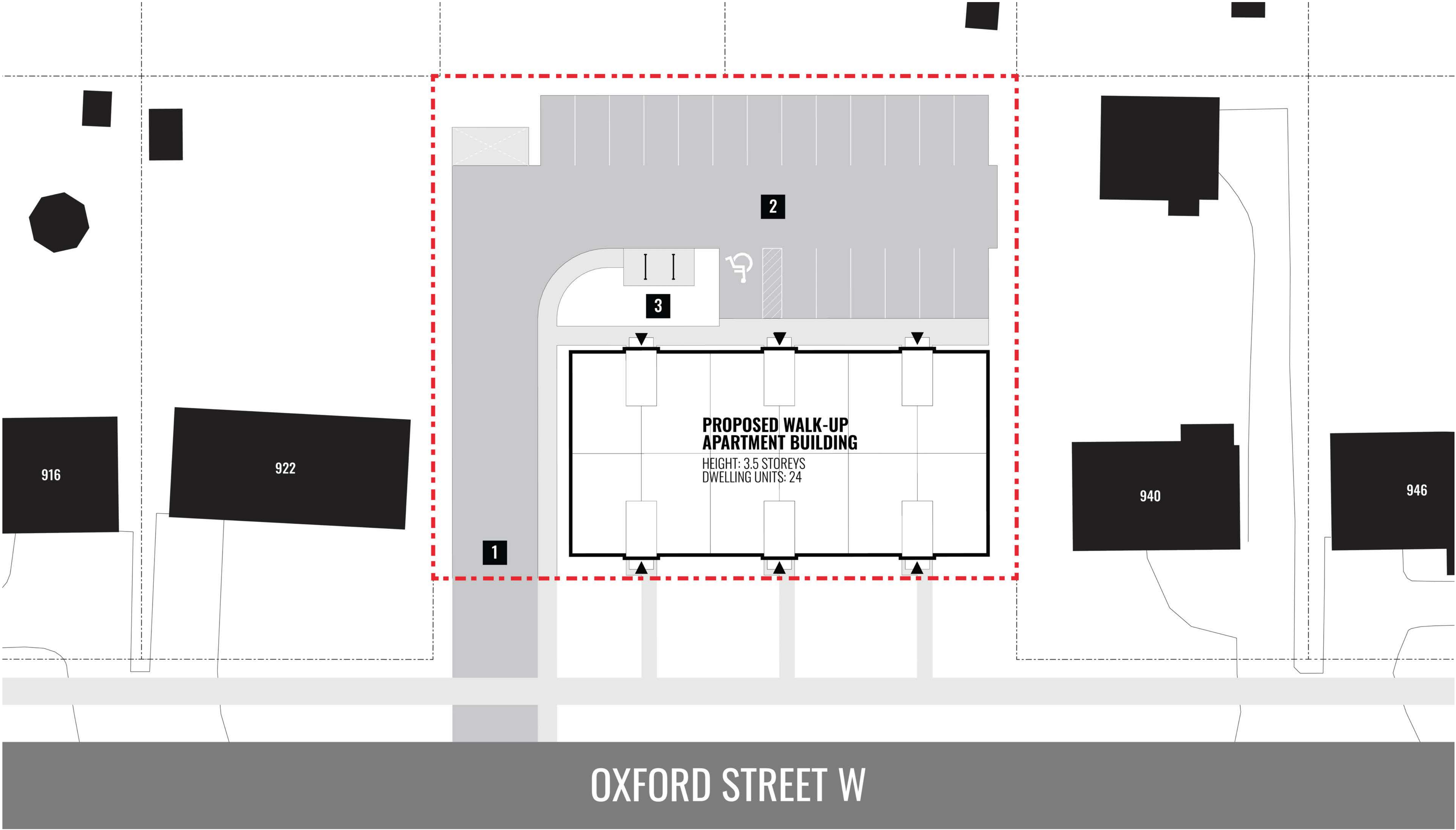
CONCEPT PLAN: **BUILDING RENDERING**



View looking west from from east property line.

Artist's Rendering

CONCEPT PLAN: SITE LAYOUT



- LEGEND**
- Individual Unit Entrances

Site Boundary

New Building Footprint

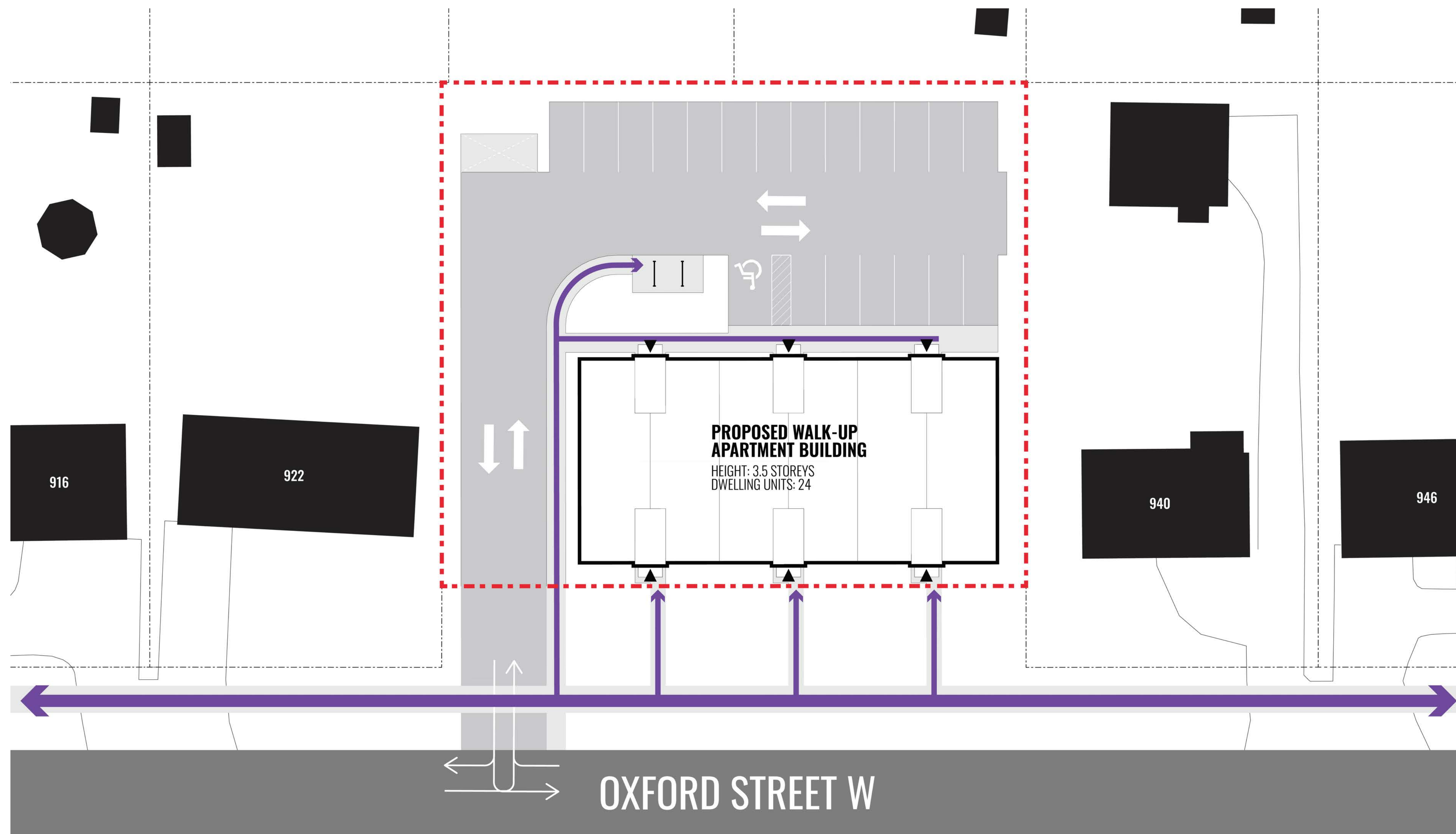
New Site Access

Surface Parking

Common Outdoor Amenity Area

Note: This simplified site concept plan has been prepared based on the detailed site concept plan by Siv-ik Planning & Design Inc. It is meant to aid in illustrating the key attributes of the development concept. For dimensions and full site details, please refer to the conceptual site plan.

CONCEPT PLAN: CIRCULATION

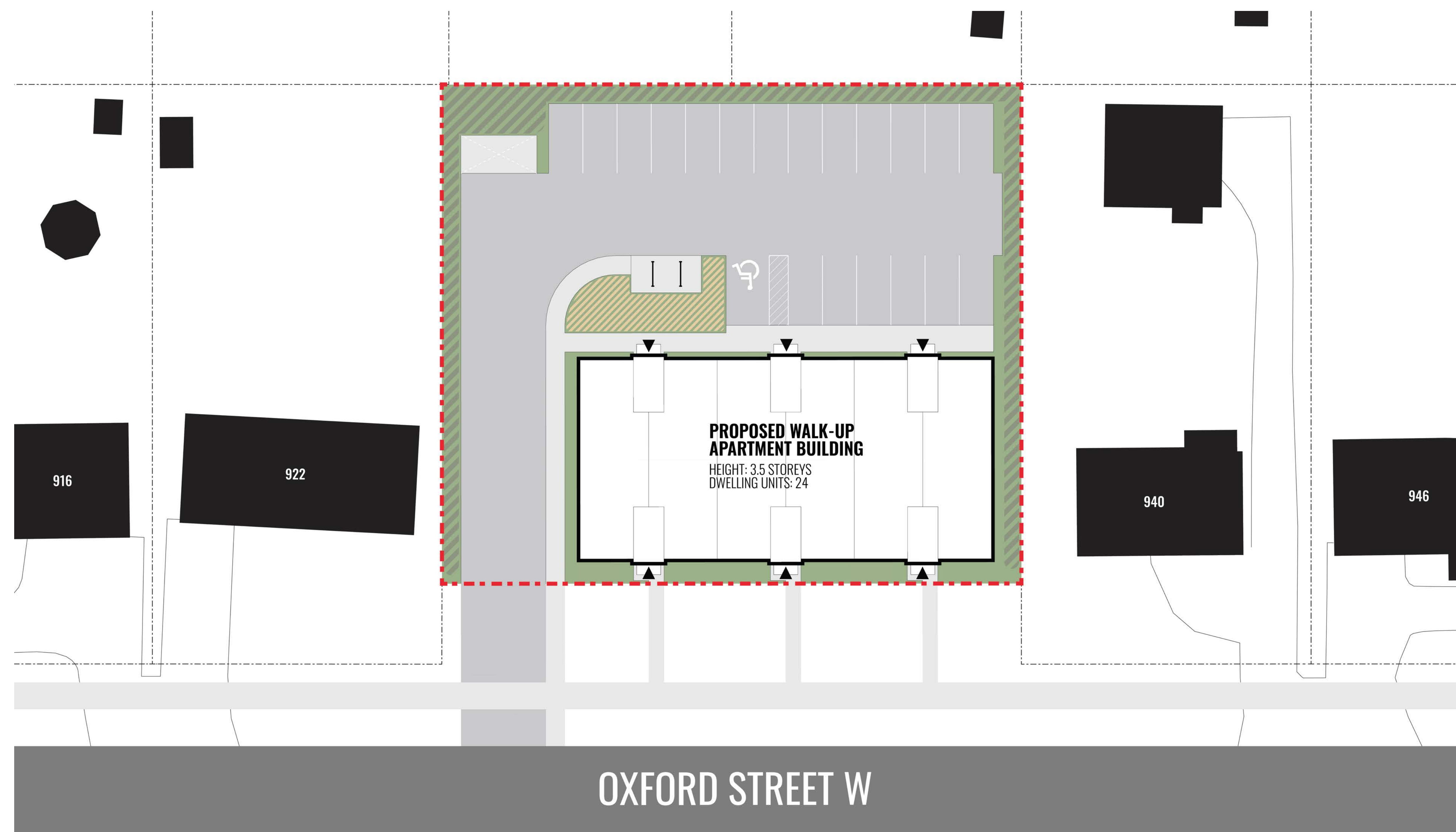


LEGEND

- | | | |
|-------|---------------------------|-----------------------------------|
| ▲ | Individual Unit Entrances | Existing Sidewalk |
| | Site Boundary | → Pedestrian Circulation |
| ■ | New Building Footprint | → Vehicular Circulation/Movements |

Note: This simplified site access and circulation plan has been prepared based on the detailed site concept plan by Siv-ik Planning & Design Inc. It is meant to aid in illustrating the key attributes and functions of the development concept related to vehicular and pedestrian movements. For dimensions and full site details, please refer to the conceptual site plan.

CONCEPT PLAN: LANDSCAPE

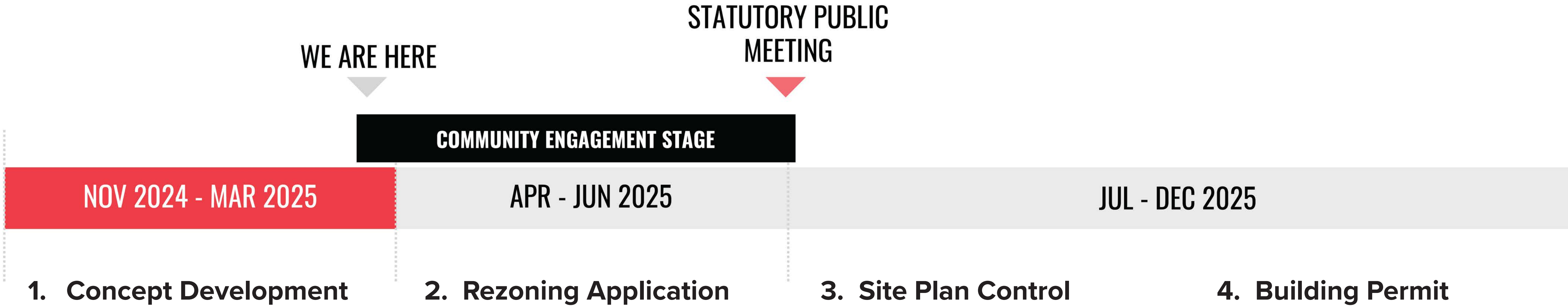


- LEGEND**
- ▲ Individual Unit Entrances
 - Site Boundary
 - New Building Footprint
 - Landscaped Area
 - Enhanced Edge Treatment
 - Common Outdoor Amenity Area

Note: This simplified landscape plan has been prepared based on the detailed site concept plan by Siv-ik Planning & Design Inc. It is meant to aid in illustrating the parameters for the future detailed landscape plan which will be prepared by a Licensed Landscape Architect during subsequent stages of the planning process and reviewed through the Site Plan Control application.

NEXT STEPS

This timeline shows a general overview of next steps in the planning and development process and how those steps intersect with future opportunities to engage with the project team and the City of London.



COMMUNITY ENGAGEMENT STAGE

Applicant-Led

- Info Postcards
- Project Website
- ▶ • Virtual Community Info Session
- Verbatim Feedback Summary

City-Led

- Notice of Application
- Commenting Period
- ▶ • Statutory Public Meeting



OUR COMMITMENT

1. We will provide you with quality and up-to-date information about the project.
2. We will help you understand how you can participate in the process.
3. We will ask you for your thoughts and opinions.
4. We will share the feedback we have heard.