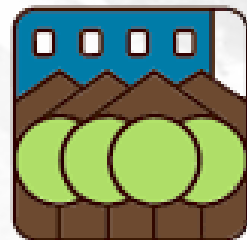


# 287 LORETTA AVENUE

DESIGN BRIEF

MAY 2026

**HOBIN**  
ARCHITECTURE



**Centretown Citizens  
Ottawa Corporation**

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# - CONTEXT -



**Application Summary:**

**Application Type: Zoning By-Law Amendment**  
**Legal Description: Lots 287 and 299 and 157 and 153**  
**Municipal Address: 287 Loretta Avenue**



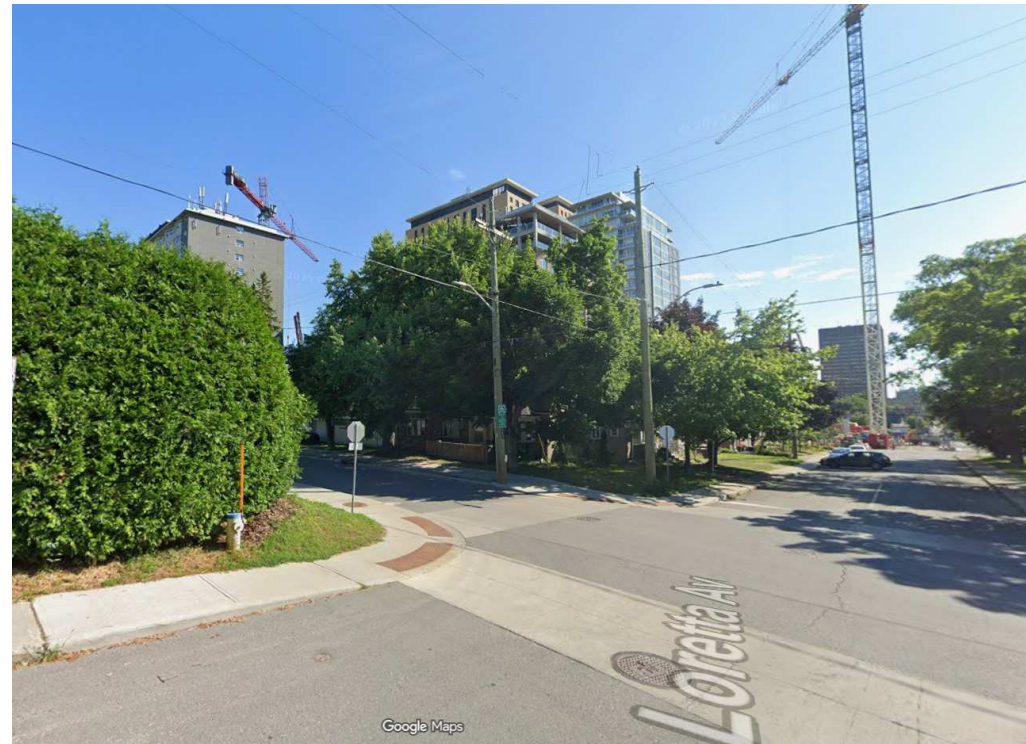
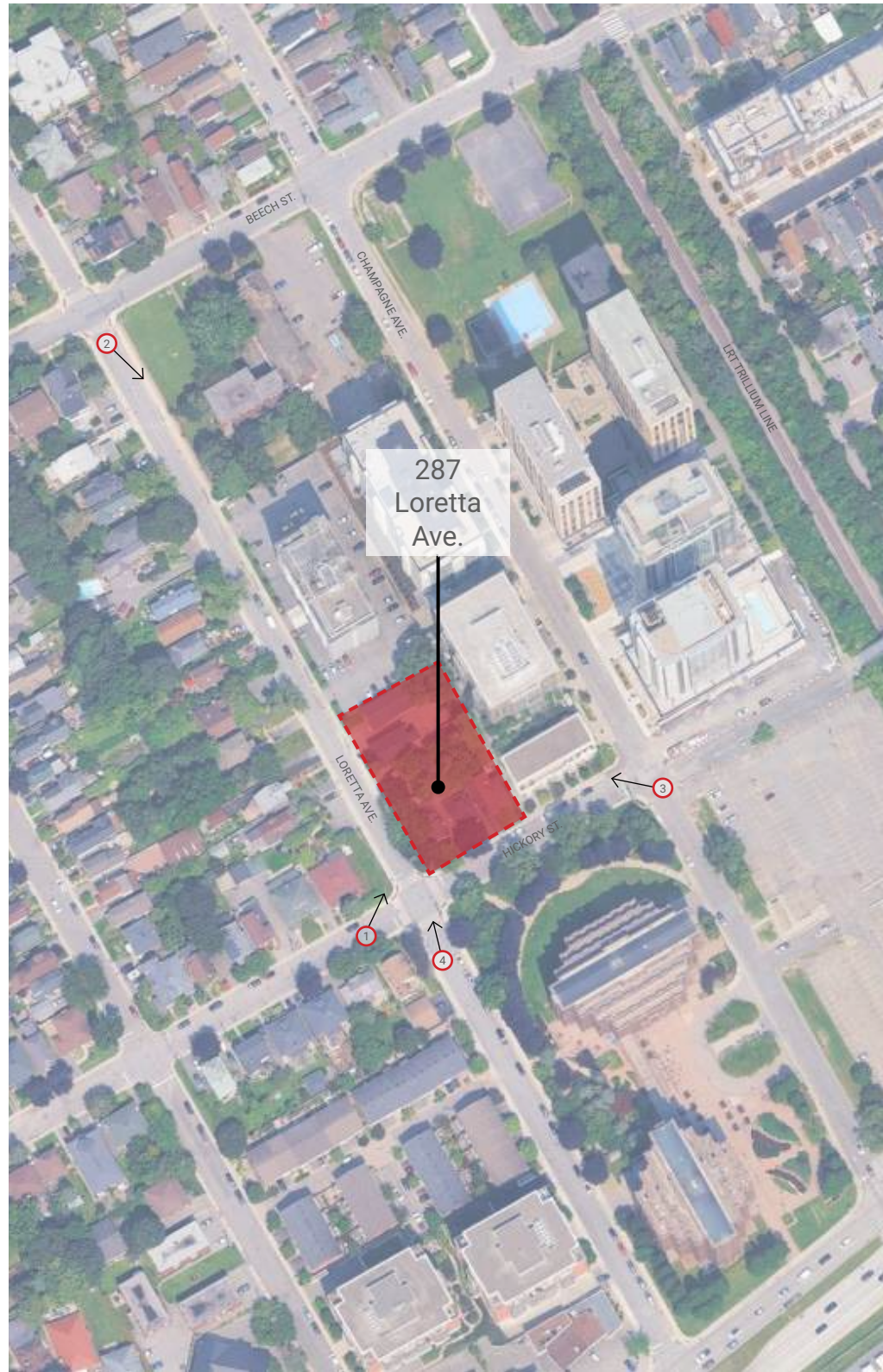
# 1.2 CONTEXT | CITY SCALE



# 1.3 CONTEXT | REGIONAL SCALE



# 1.4 CONTEXT | EXISTING CONTEXT



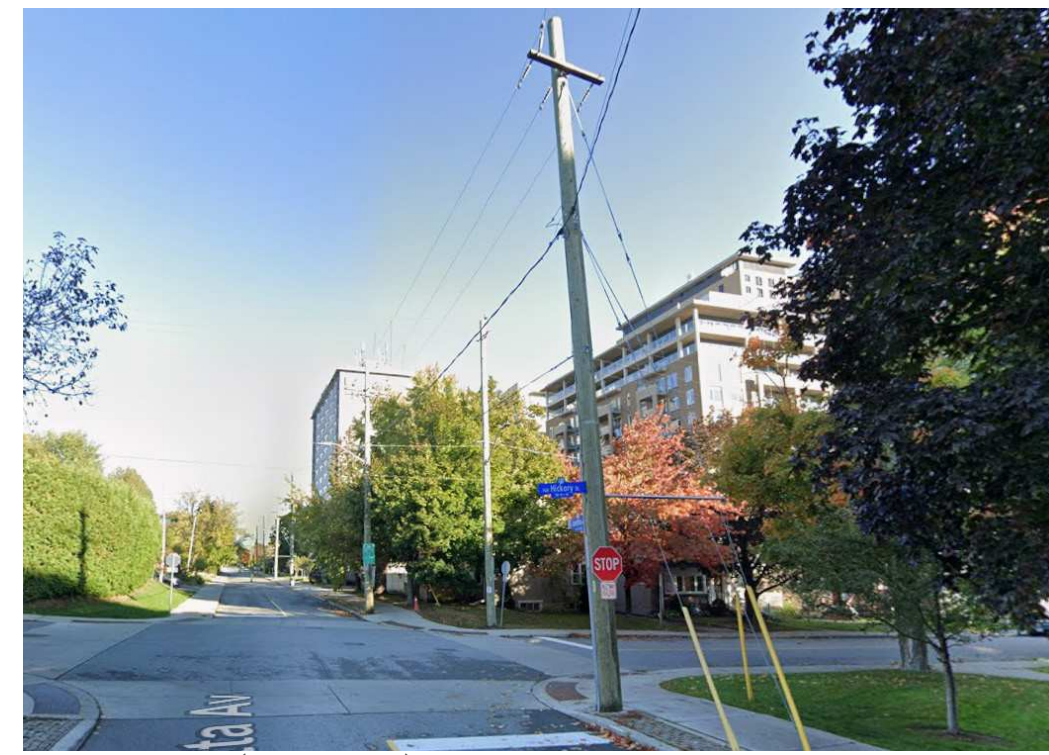
1. Hickory St. (View North-East)



2. Loretta Ave. (View South)



3. Hickory St. (View North-West)



4. Loretta Ave. (View North)

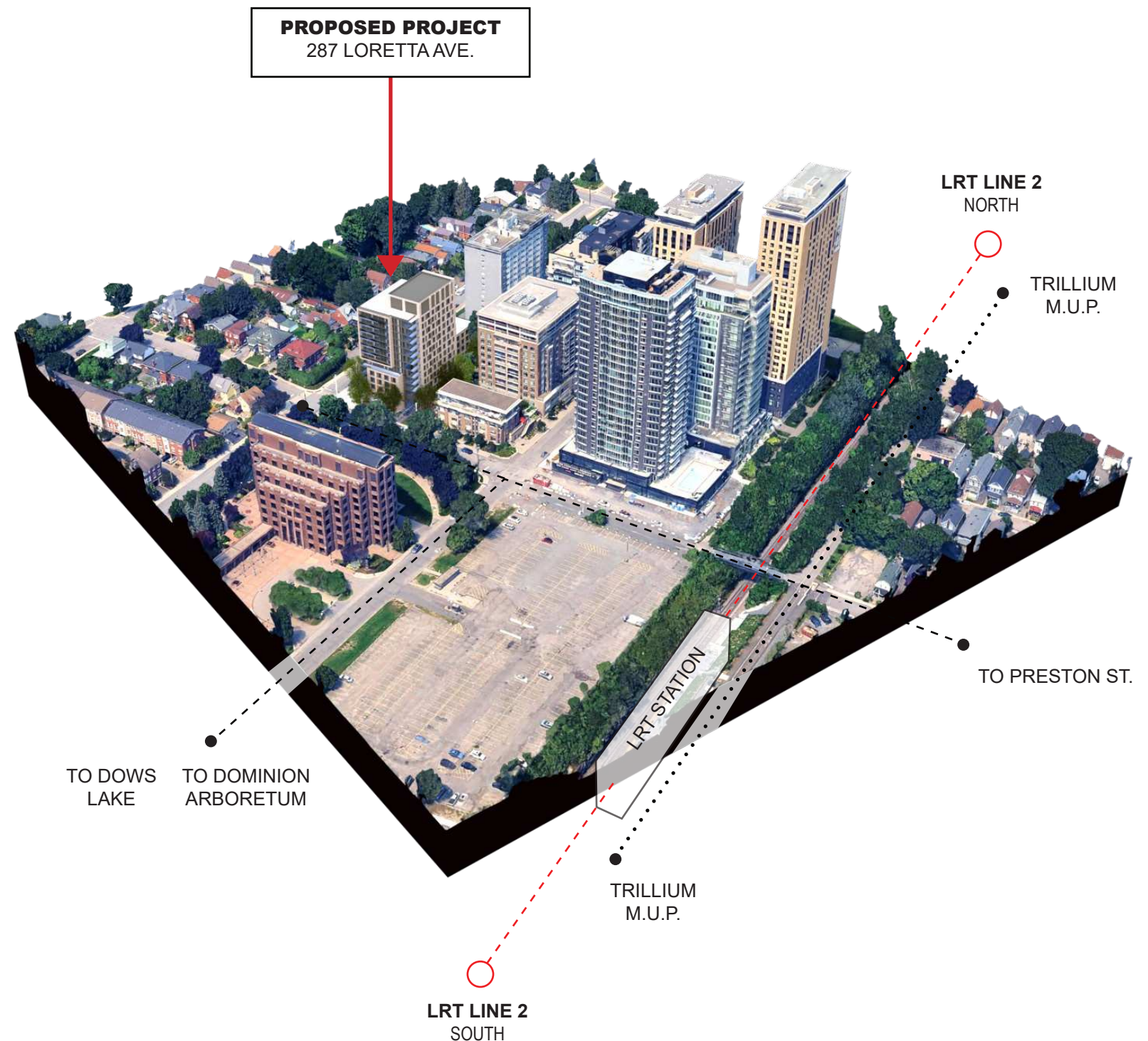


## CONNECTION

**287 Loretta** is located in Ottawa's Civic Hospital Neighbourhood. The site is located in close proximity to the **Dow's Lake LRT Station**. Since this station was constructed, densification of the surrounding area has been continuous. (active development applications including a 25 storey tower at 116 Beech St., and a 50 storey tower at 829 Carling)

The surrounding area has several desirable features in close proximity. **Tremblay Park** is located to the North, while **Trillium MUP**, the **Dominion Arboretum** and **Central Experimental Farm** are to the south. Preston Street, to the east, is an arterial road which encompasses the bulk of Ottawa's **Little Italy** neighbourhood. Major Transit nodes such as **Dows Lake LRT Station** and the Carling Avenue **BRT** line are located within a five minute walking radius. The location of the site provides the opportunity for the successful integration of affordable housing into existing transit infrastructure and walkable neighbourhoods.

The property is currently divided into four parcels, occupied by detached single family residential homes. The properties directly north, east, and south of 287 Loretta are occupied by **high rise** residential projects of up to 25 stories. West of the property begins a neighbourhood of **detached residential buildings**. The majority of these small-scale homes are two storeys and brick clad. As such, the **site exists on the threshold of two densities and competing building typologies**. The redevelopment seeks to respect the transition between these typologies, and create a pedestrian experience that integrates the two environments.



# - DESIGN PRINCIPLES -



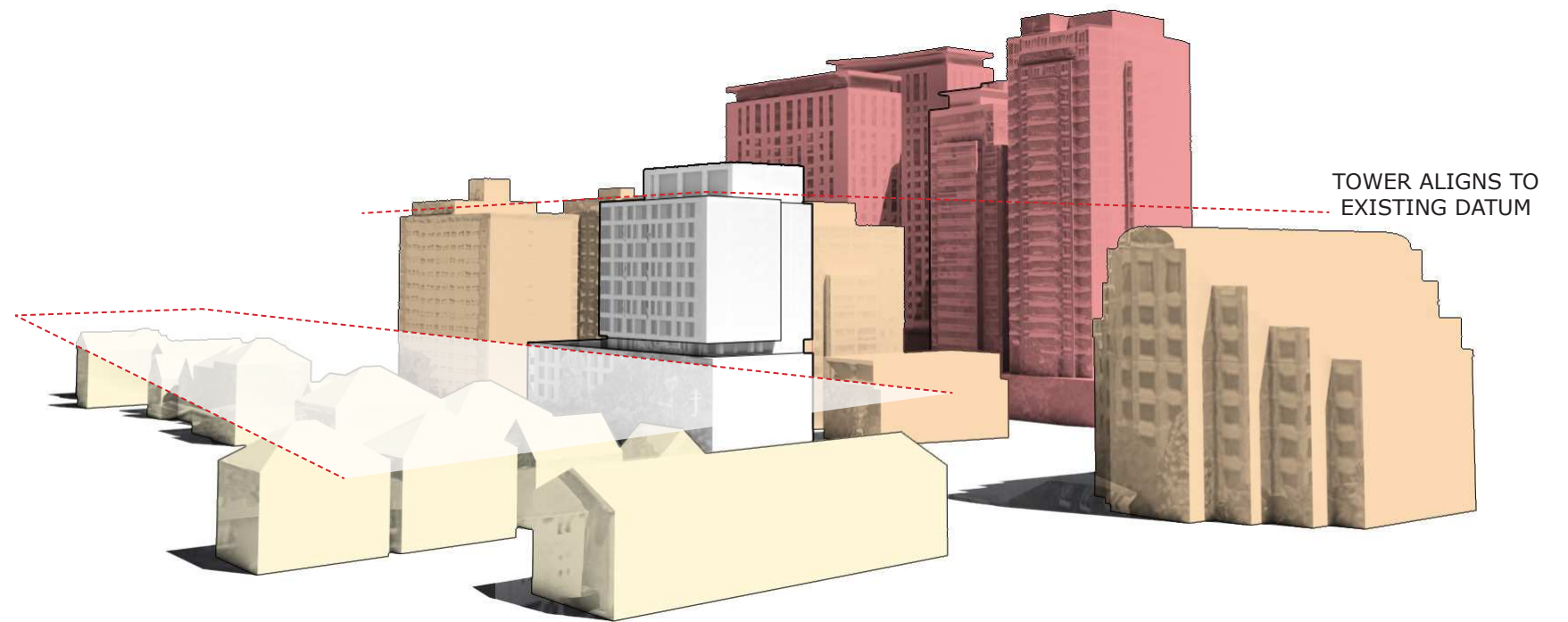
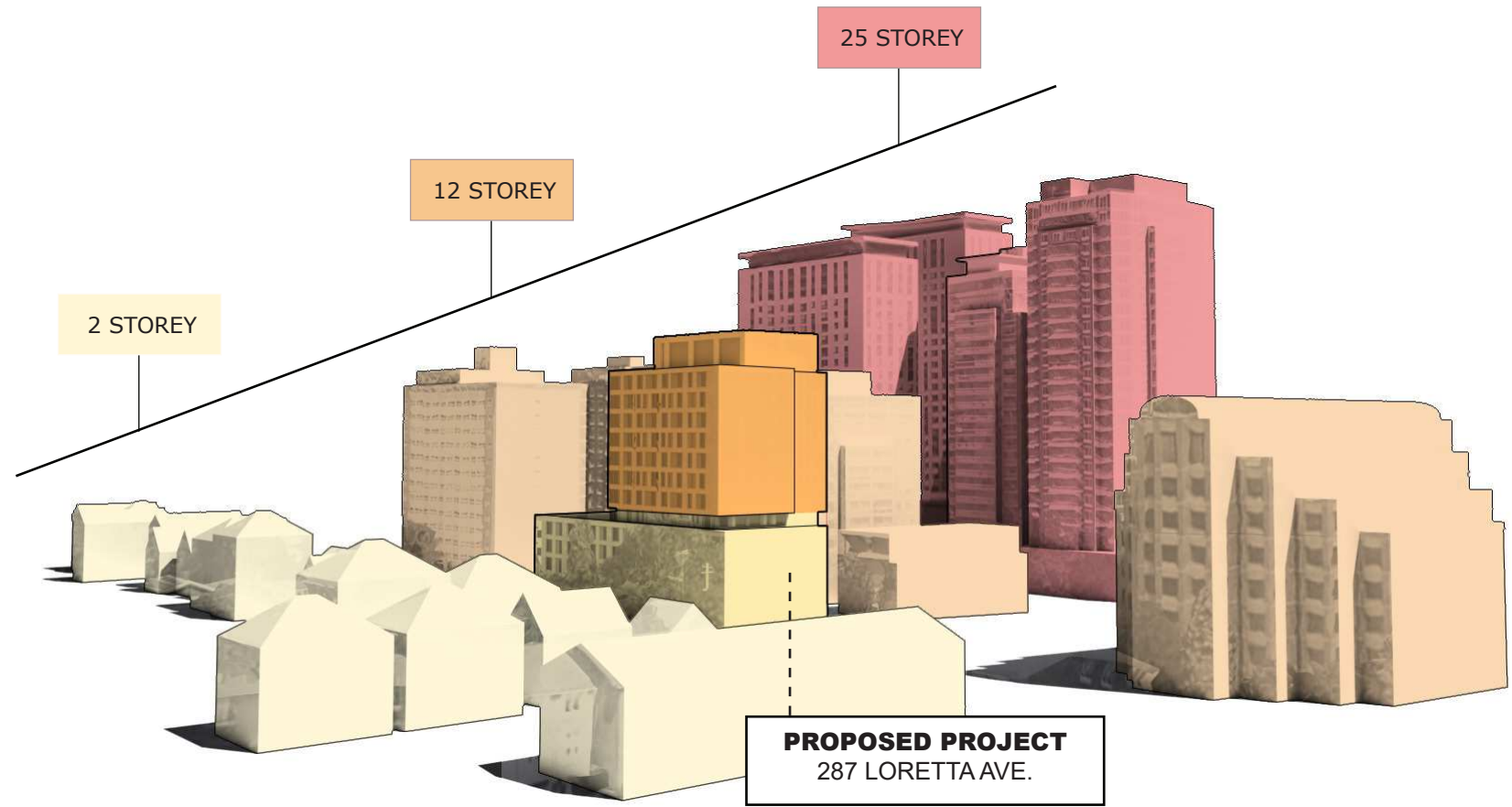
## Design Proposal:

The proposed development consists of one residential tower. The building, proposed at 12 storeys encompasses residential units and amenity spaces. The building contains 124 units of various typologies ranging from studios to 3-bedroom suites. The proposed development provides 13 parking spaces. 10 spaces are located in a parking garage and five surface parking stalls at grade. 62 bicycle parking stalls are located within the parking garage. The provided bicycle storage and convenient storage location options encourage residents to choose cycling as an active mode of transportation.



## Massing

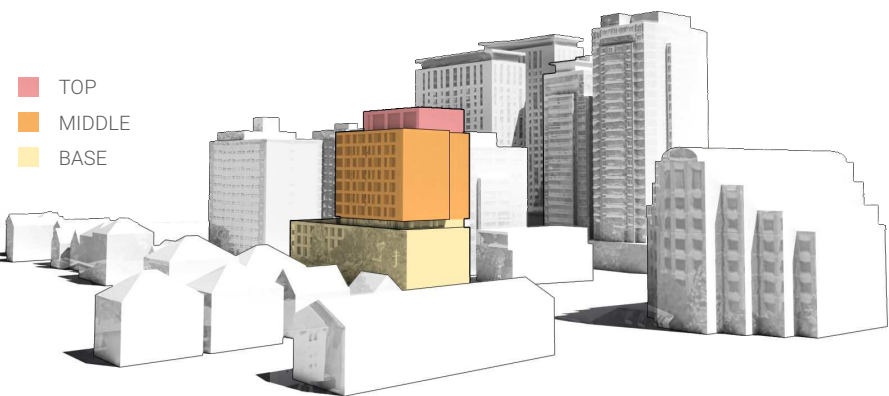
The **proposed massing** is articulated to reflect the adjacent properties. The existing context rises as you move from west to east across the surrounding blocks. It begins with **detached brick homes** on the lower western end, and culminates in **25 storey towers** as you move towards the LRT line. The podium is designed in response to the scale set by the western low-rise properties, while the tower is designed to align with the **escalation in scale** set by existing developments. Material selection reflects the language of the surrounding towers, with a heavy emphasis on **warm brick** and **earthen accents**.



# 2.3 DESIGN PRINCIPLES | MASSING

## Massing

**Podium:** The west façade / southwest corner of the four storey podium has the greatest **connection to the low-rise housing** neighbourhood. Though the units are single story, visually the façade is designed to be reminiscent of **townhouses** with walkout units onto Loretta Ave. A storey high break in the brick materiality separates the tower from the podium level. From the street level, this physical and visual break allows the podium units to respond to the low-rise buildings independently of the tower above. Meanwhile the southwest corner is slightly carved out to allow the creation of a small **public plaza**. In this corner the building incorporates greater amounts of glazing to allow the amenity spaces to integrate into the public realm, with the addition of a **terrace** that bridges the interior amenity to the exterior plaza, and provides active frontage along Hickory Street.



# 2.4 DESIGN PRINCIPLES | PODIUM VIEW, NORTH EAST



# 2.5 DESIGN PRINCIPLES | PODIUM VIEW, SOUTH EAST



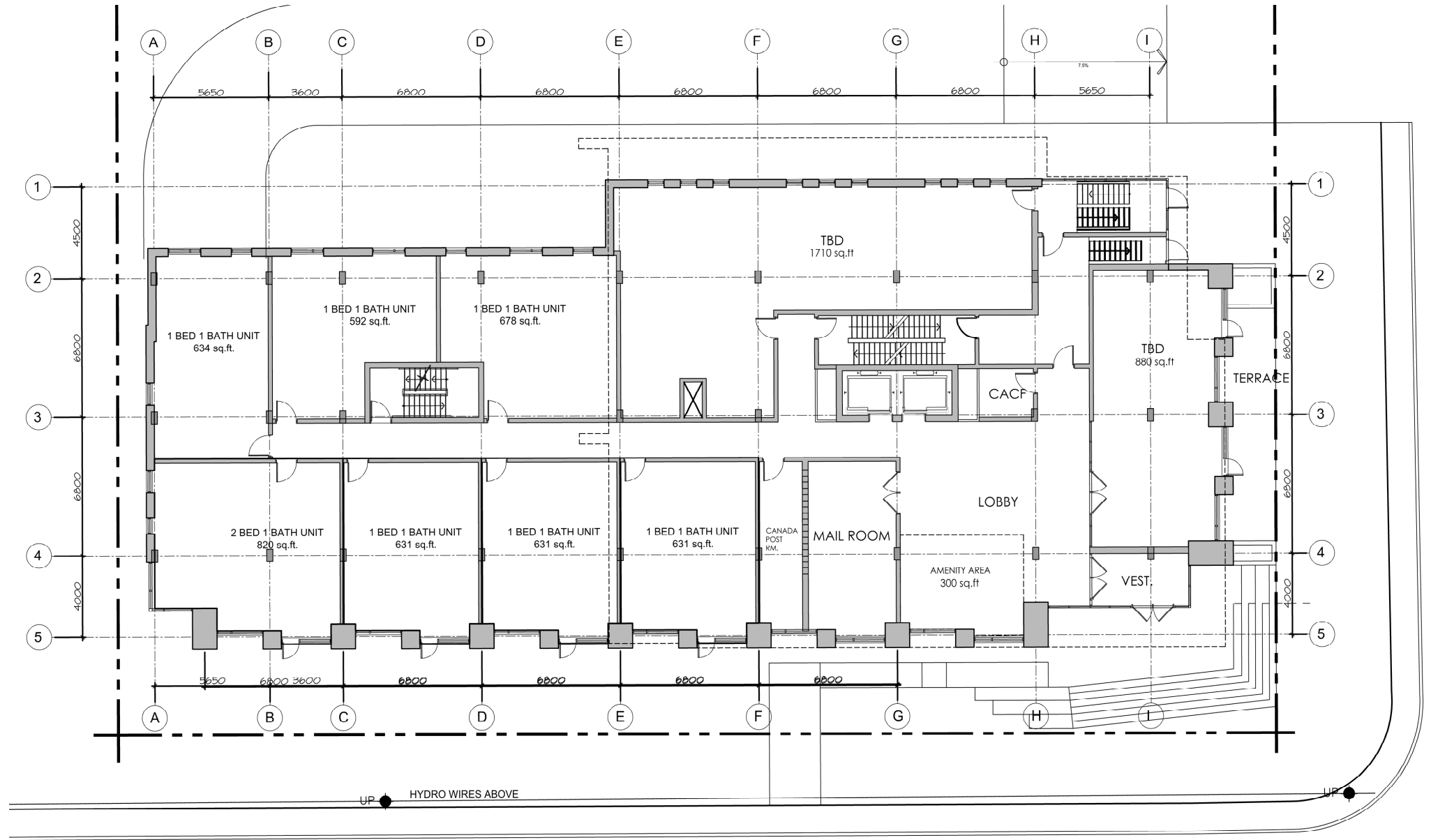
## Ground Floor Activation

The ground floor aligns the amenity space to the **southern terrace**, creating a public/private transition and helping to activate the public landscaping elements.

Flanking either side of the terrace the building retreats to allow the creation of small **public plazas**, providing places of rest and open atmosphere to the pedestrian experience. The southeast corner plaza allows access to bicycle parking, while the southwest rises to provide primary access to the tower.

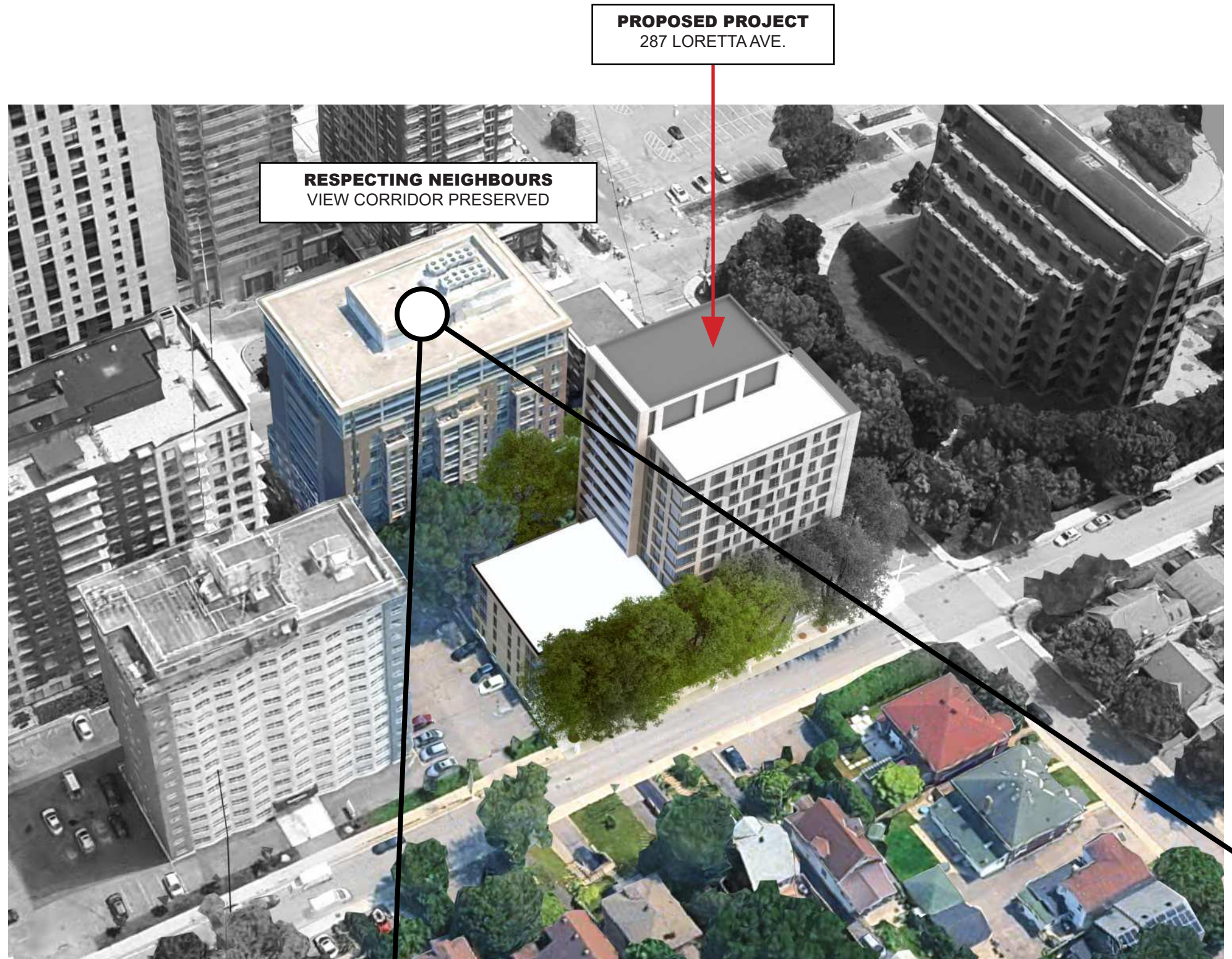
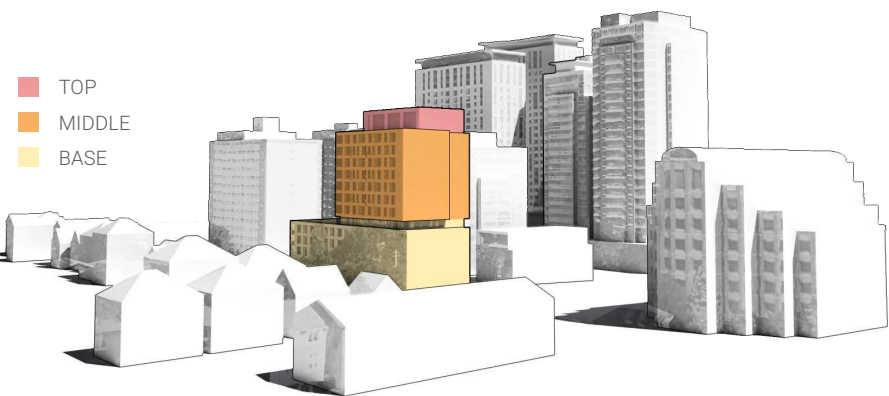
The western edge is dedicated to **walkout units** providing the opportunity for private gardens, allowing the development to **integrate** into the language of the residential street.

The eastern edge of the development slopes down to allow service access as well as a limited amount of underground parking.



## Massing

**Tower:** Throughout various massing explorations, it was determined that shifting the tower volume south ensured that neighbouring properties' **views** and access to **sunlight** are minimally obstructed. Consideration of the west facing units of 100 Champagne Ave. S was of particular concern. To accommodate these design principles, the tower is articulated into **two offset volumes**, floating above the podium level. The foreground (in respect to the southwest entry) volume matches the datum line set by the adjacent towers of that block, while the rear volume rises slightly, stepping towards the higher 25 storey towers running along the LRT corridor.





YATES ON YATES,  
VICTORIA, BC,  
MGM ARCHITECTS



GREYSTONE VILLAGE,  
OTTAWA, ON,  
HOBIN ARCHITECTURE



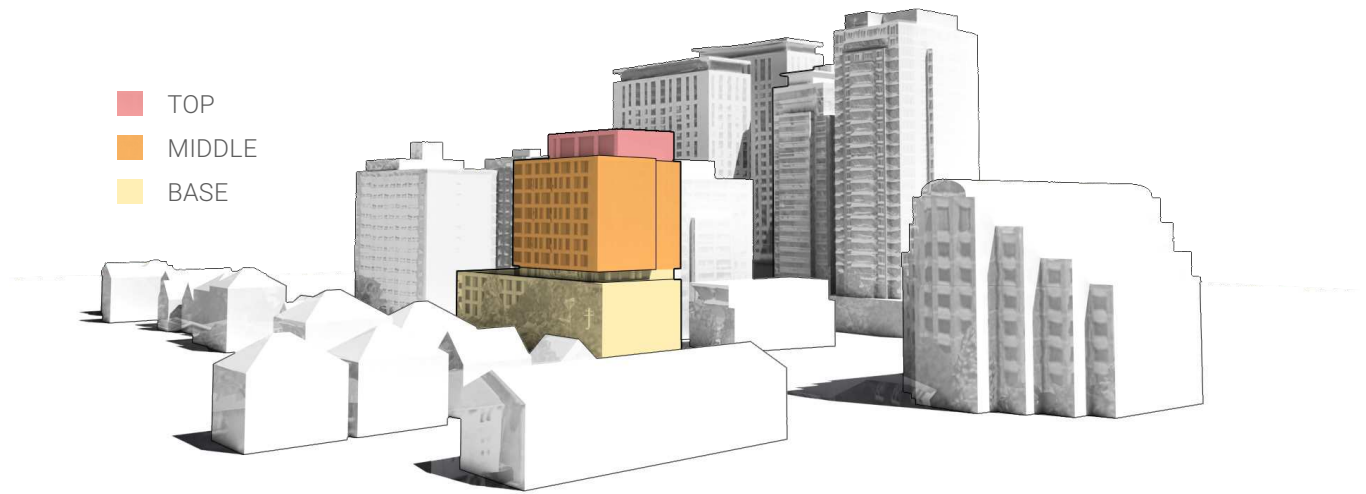
# 2.9 DESIGN PRINCIPLES | TOWER VIEW, NORTH WEST



# 2.11 DESIGN PRINCIPLES | MASSING

## Massing

**Top:** At level 13, the massing steps back to provide some additional relief. The architectural language of the tower extends vertically to encapsulate the mechanical penthouse in masonry and aluminum cladding.



FAYNA TOWN,  
KYIV,  
ARCHIMATIKA



NUOVO,  
OTTAWA, ON,  
HOBIN ARCHITECTURE



# 2.12

## DESIGN PRINCIPLES | MATERIALS

### Material

**Masonry** was chosen as the primary facade material due to its **prevalence in the surrounding context**, both among high and low rise development. The sand hues reflect the twenty five storey towers which form the backdrop of the development when seen from the southern corner, while the brick reflects the construction of the majority of low rise homes on that street. **Accent** panels which evoke **warm wood** details were chosen to compliment the material palette, while a contrasting grey aluminum panels are used to accentuate the articulation between volumes and provide the appearance of larger window punctuations throughout the facade.



370 QED  
OTTAWA,  
HOBIN ARCHITECTURE



# 2.13 DESIGN PRINCIPLES | SUSTAINABILITY



## Sustainability

The proposed development is exploring various sustainability strategies and components which may be suitable to the site. The proposed development aims to contribute to all three pillars of sustainability: social, economic and environmental. Various options are being explored, which target affordability, energy efficiency, greenhouse gas reductions, and accessibility. Social sustainability initiatives such as additional bike parking, pedestrian focused planning, and proximity to the future transit station encourage a healthy lifestyle.



# - DESIGN EVOLUTION -

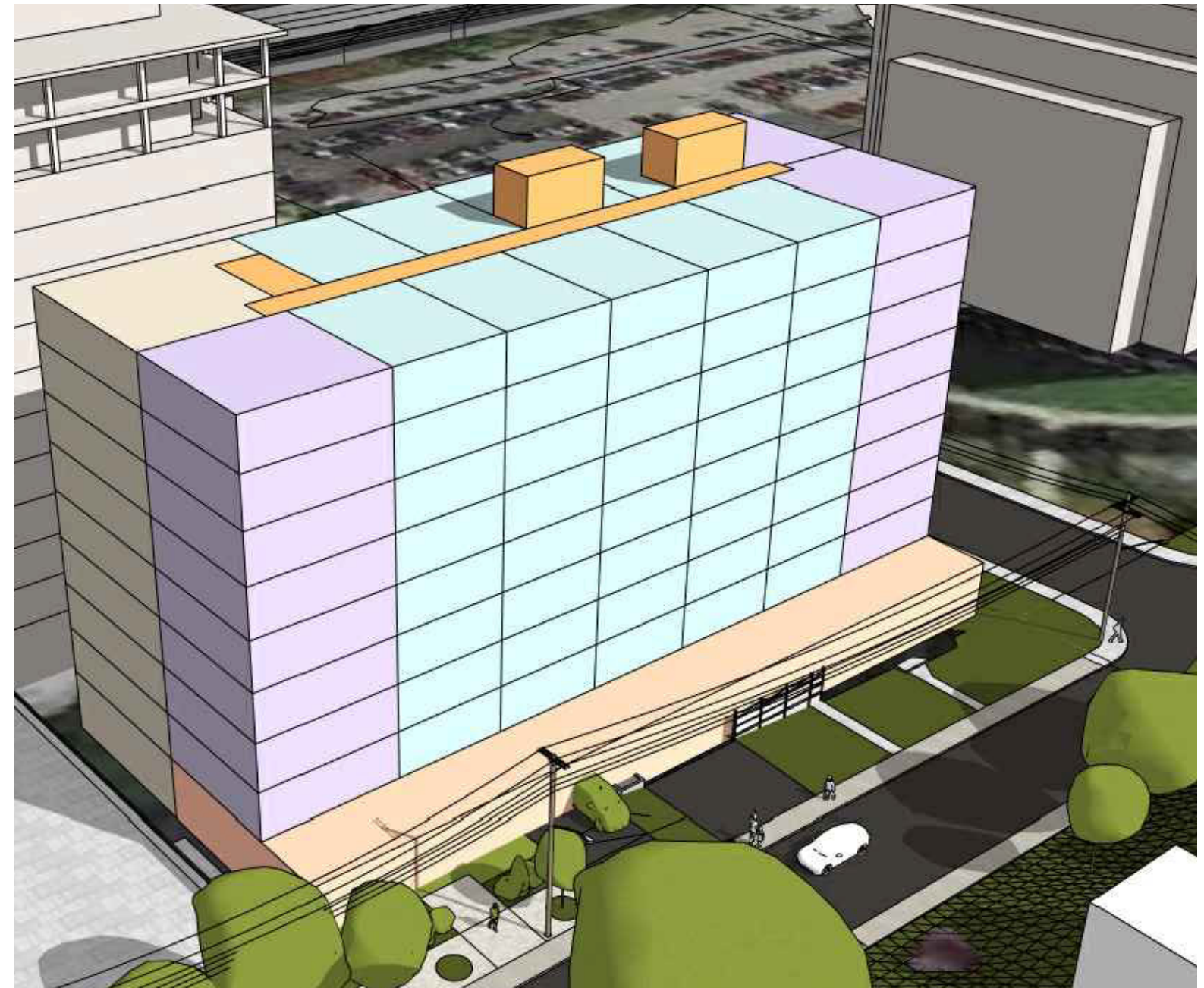




## Design Evolution

**2015:** Initially the properties at 299 Loretta Ave. and 157/153 Hickory St. had not been consolidated into the project. The first designs explore a single tower absent any significant podium due to the limited property size.





## Design Evolution





**2025:** Initially a lower bar shaped building was considered. The tower was chosen over this configuration as to avoid obstructing views and sunlight to the neighbouring towers, especially with consideration to the west facing units of 100 Champagne Ave. S. The purchase of the adjacent corner lots has allowed a scheme that is considerably more generous towards neighbouring developments. The addition of a larger podium level allows greater integration with the adjacent detached houses.

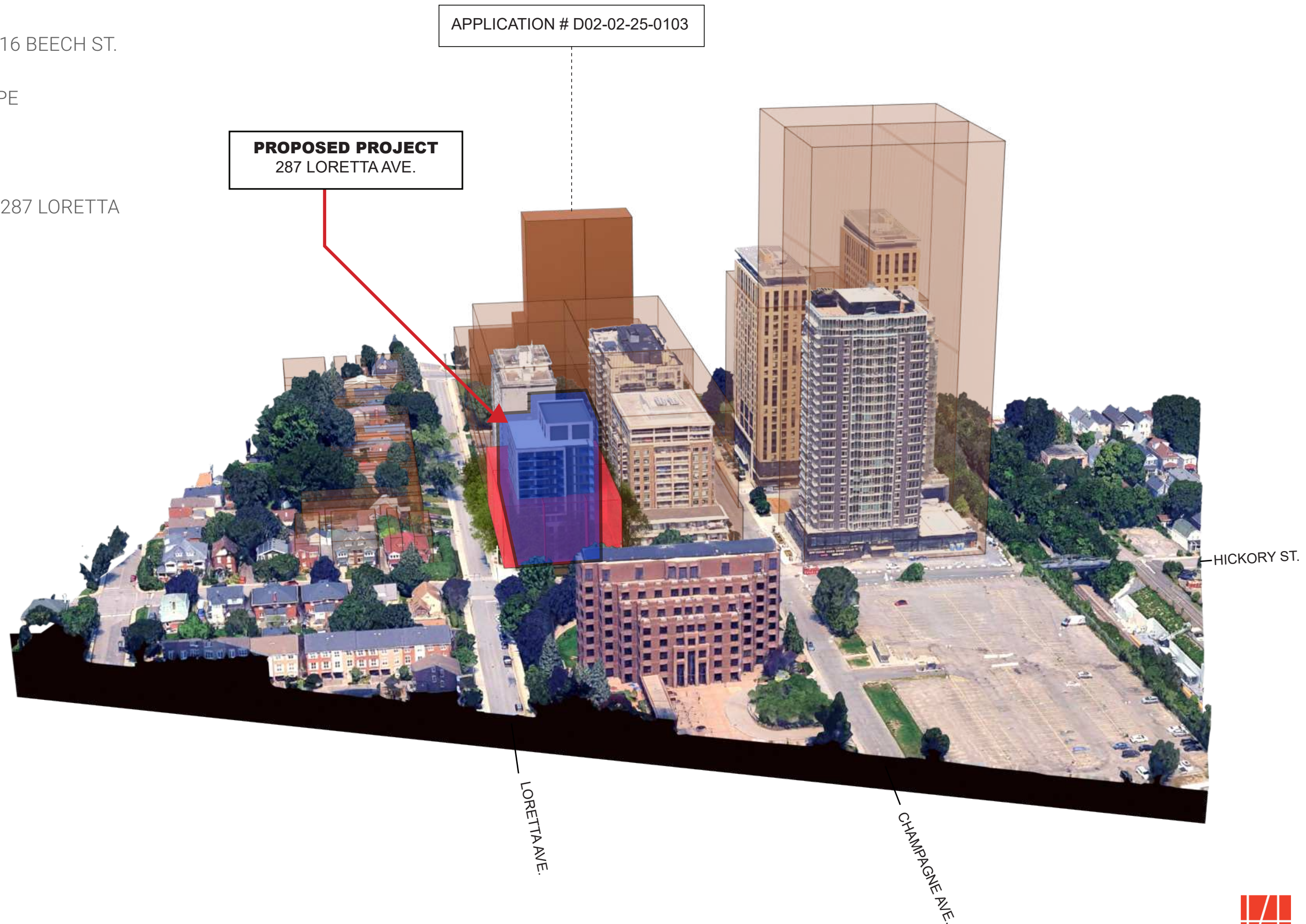


# - PLANNED CONTEXT -







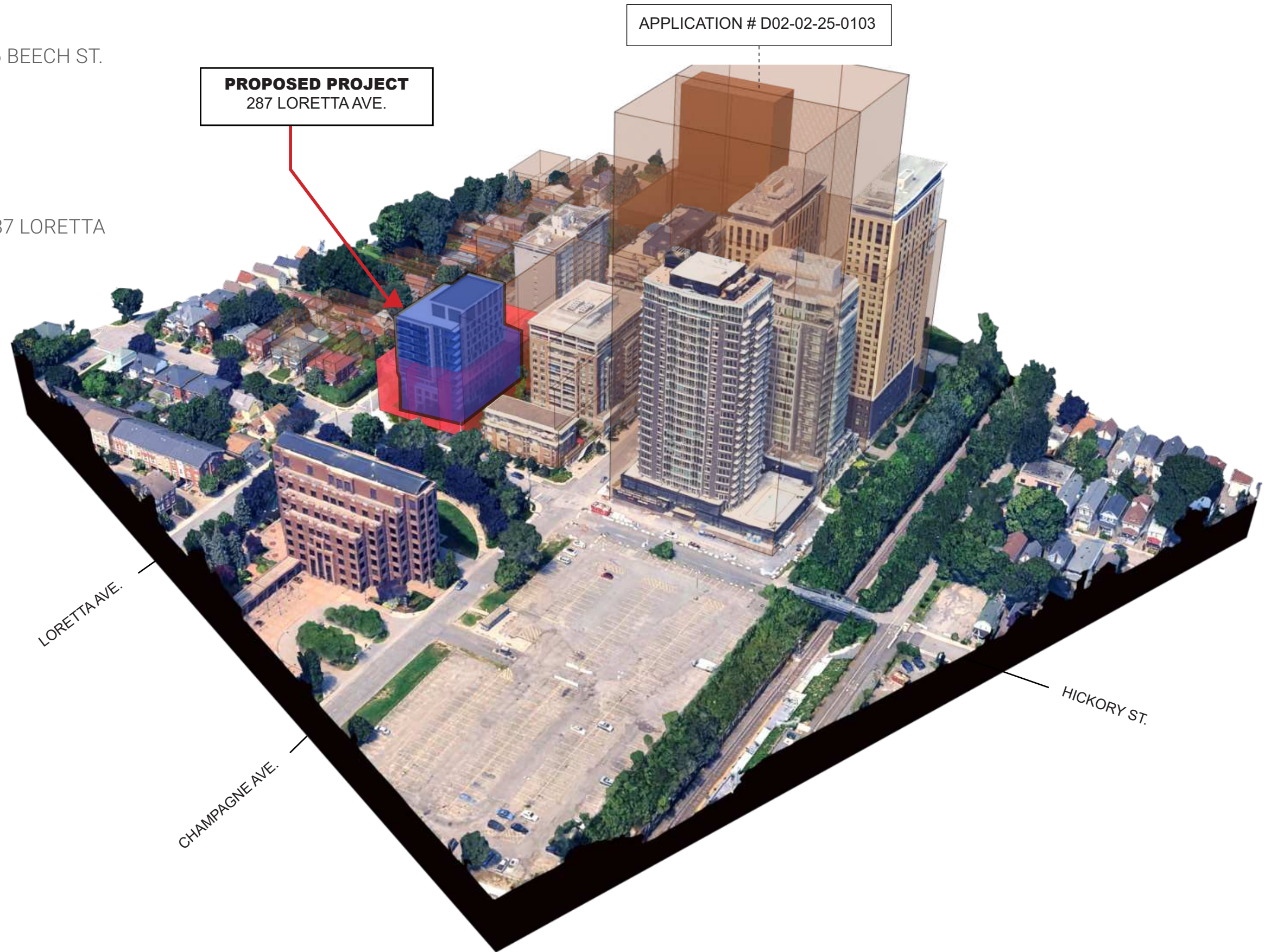
# 4.1 PLANNED CONTEXT | VIEW NORTH EAST

-  PLANNED DEVELOPMENT AT 116 BEECH ST.
-  AS OF RIGHT ZONING ENVELOPE
-  287 LORETTA AOR ZONING
-  PROPOSED DEVELOPMENT AT 287 LORETTA

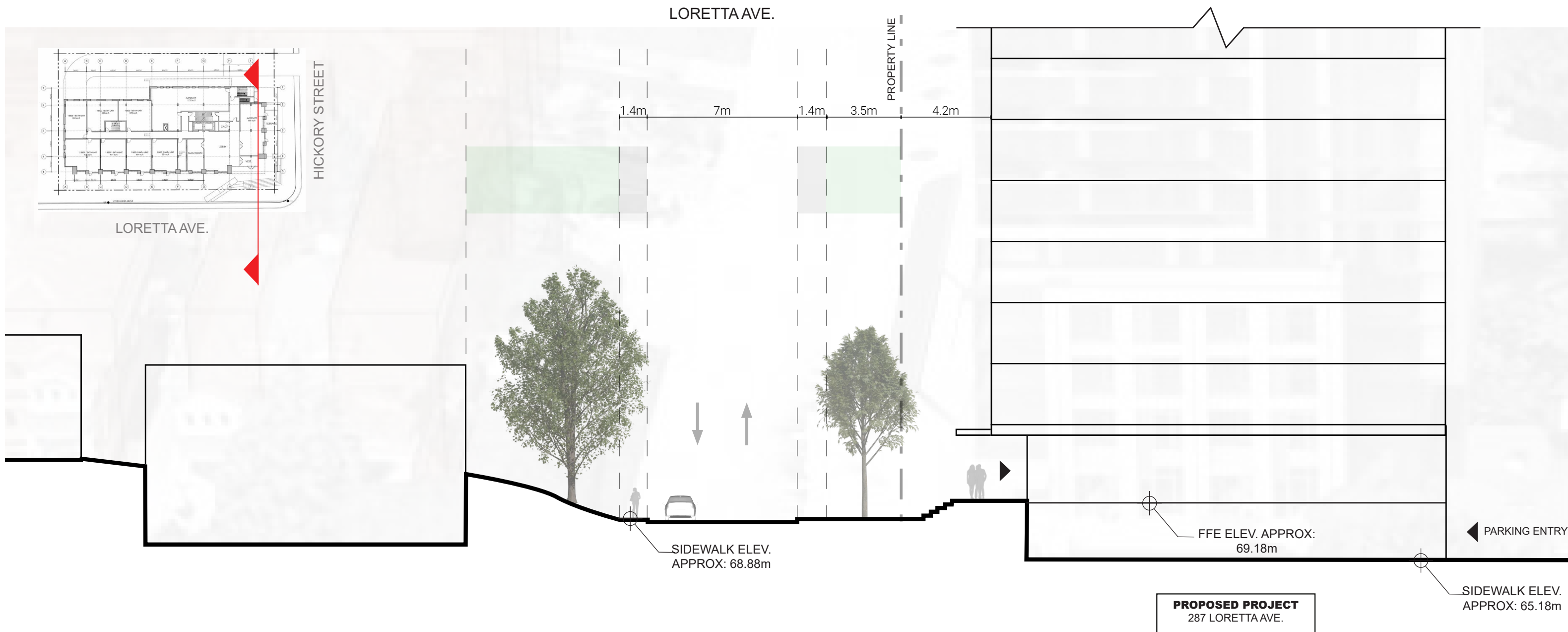


# 4.2 PLANNED CONTEXT | VIEW NORTH WEST

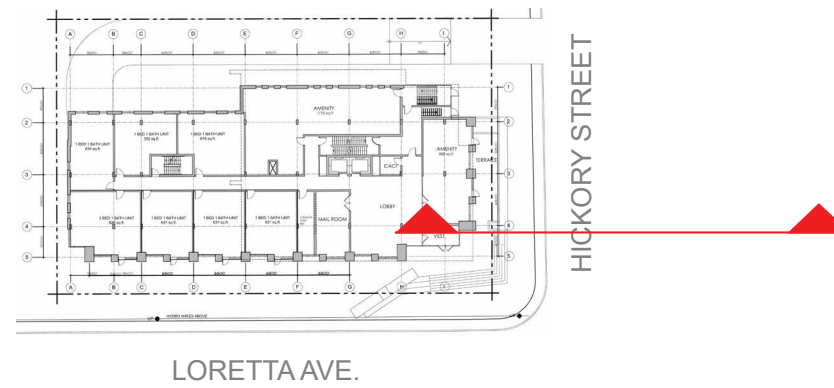
-  PLANNED DEVELOPMENT AT 116 BEECH ST.
-  AS OF RIGHT ZONING ENVELOPE
-  287 LORETTA AOR ZONING
-  PROPOSED DEVELOPMENT AT 287 LORETTA



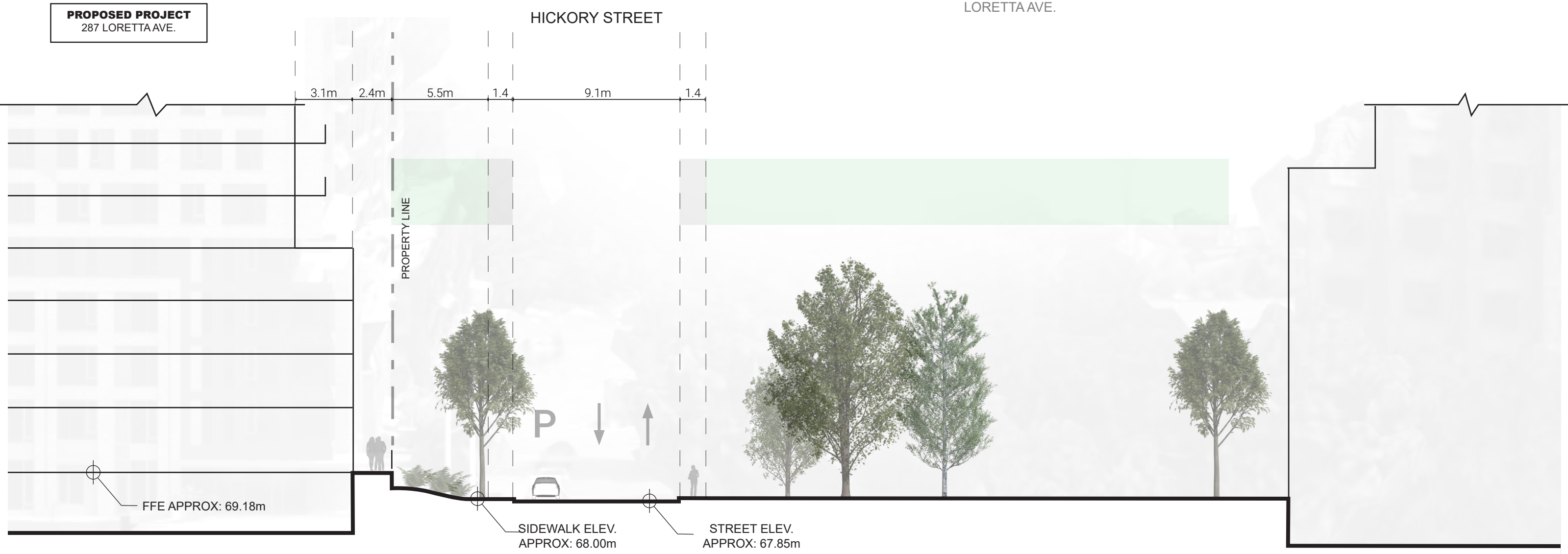
# 4.3 PLANNED CONTEXT | STREET SECTION LOOKING NORTH



# 4.4 PLANNED CONTEXT | STREET SECTION LOOKING EAST



**PROPOSED PROJECT**  
287 LORETTA AVE.



# - BUILT FORM TRANSITION -



# 5.1 BUILT FORM TRANSITION | 45° ANGULAR PLANE

