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HOBIN
ARCHITECTURE

Urban Design Brief

2226 Mer Bleue Road

22 July 2025



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1 Project Description

Developer
Richcraft

Architect
Hobin Architecture

Landscape Architect
Fotenn Planning and Design

Planner
Fotenn Planning and Design

Project Summary

The proposed development is a shopping centre that is comprised of a grocery store, anchor retail, five separate retail units and three multi-unit retail buildings.

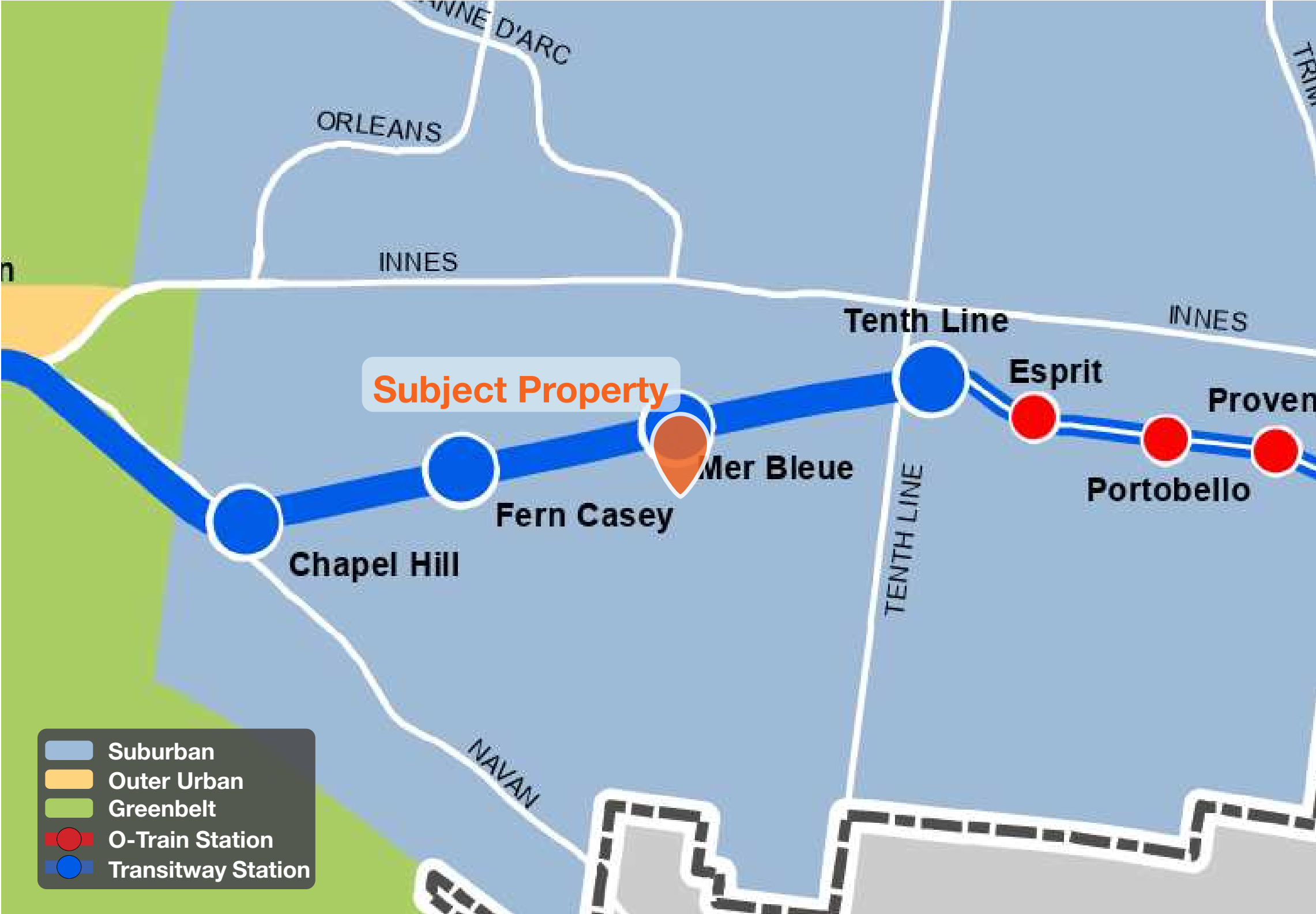
The ten buildings share 328 parking spaces located at grade with 22 accessible parking spaces and 10 loading spaces. Twenty four bicycle parking are found at grade. Collectively, the gross floor area for all ten buildings is 8,757 square metres.

Key Statistics

- / **Heights:** 4-storeys (18.0 metres)
- / **Vehicle Parking:** 328 (22 accessible, 10 loading spaces)
- / **Anchor Retail:** 1,520 square metres
- / **Grocery Store:** 3,086 square metres
- / **Total GFA:** 8,757 square metres

2 Design Directives

Policy Context - Official Plan



The subject property is located in the Suburban Transect. The Suburban Transect comprises neighbourhoods within the urban boundary located outside the Greenbelt. Neighbourhoods generally reflect the conventional suburban model, including larger setbacks, lower levels of intensification, and a separation of uses. The focus in the Suburban Transect will be to develop communities in a way that supports their gradual evolution to becoming 15-minute neighbourhoods.

The planning challenge is to introduce more viable public transit and active mobility options neighbourhoodwide in each of the major suburban communities, solidify Town Centres with more employment and more urban-type development, help functional local hubs and corridors to emerge and develop and encourage more diverse housing forms to meet the changing needs of an evolving demographic.

Schedule A – Transect Policy Areas, City of Ottawa Official Plan

Policy Context - Official Plan

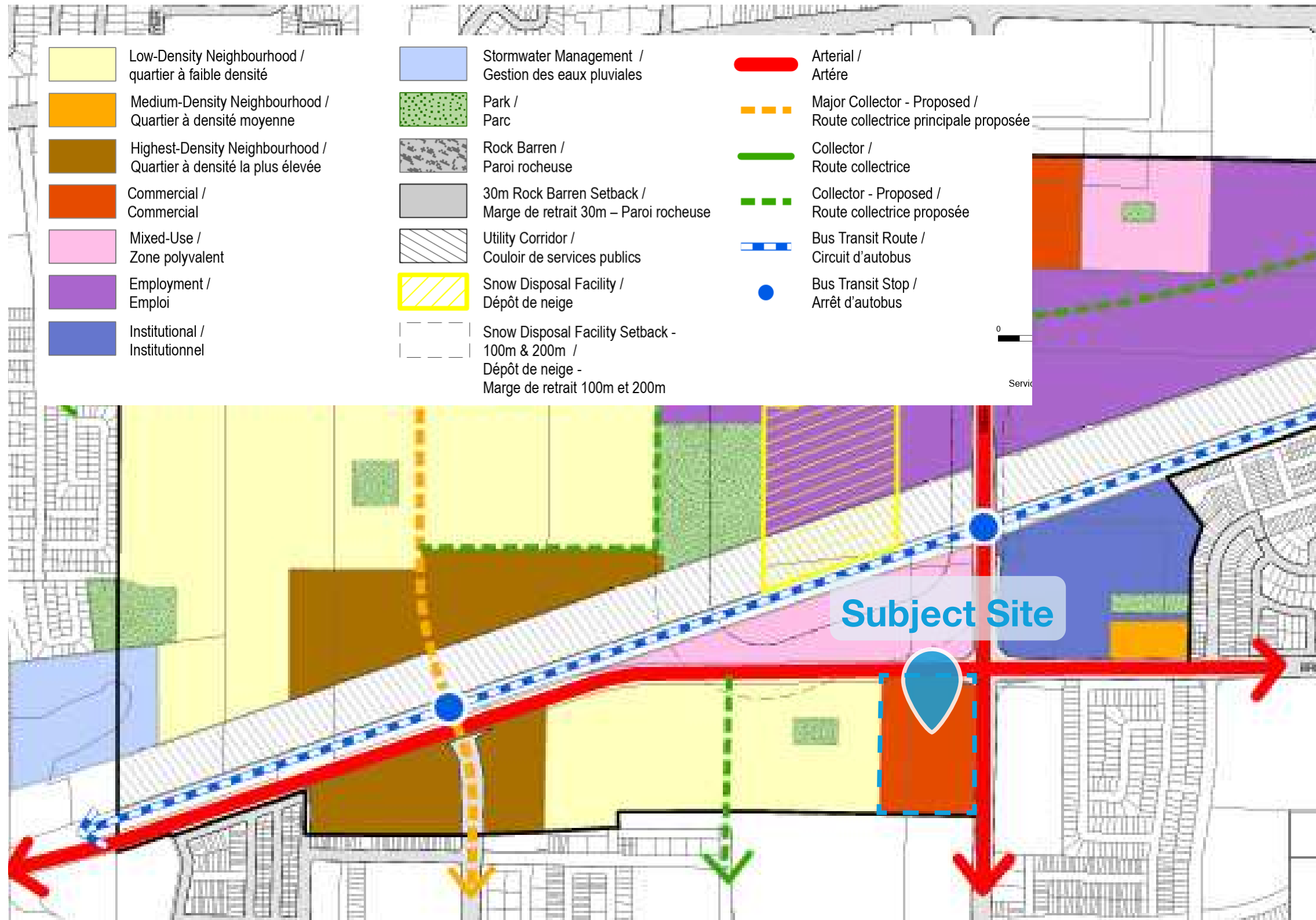


Schedule B8 — Suburban East Transect, City of Ottawa Official Plan

The subject property is designated Minor Corridor. The corridor designation applies to bands of land along specified streets whose planned function combines a higher density of development, a greater degree of mixed uses and a higher level of street transit service than abutting Neighbourhoods, but lower density than nearby Hubs. In the case of minor corridors, a maximum depth of 120 metres from the centreline of the street identified as a Minor Corridor.

In the Minor Corridor designation, this Plan shall permit a mix of uses which support residential uses and the evolution of a neighbourhood towards 15-minute neighbourhoods.

Policy Context - East Urban Community Phase 3 Secondary Plan



The planning area is envisioned to be a new complete neighbourhood for Orléans and the rest of the city. Its mix of housing, employment, institutional and commercial services, combined with leisure and recreational opportunities will make it an attractive place to live, work and play.

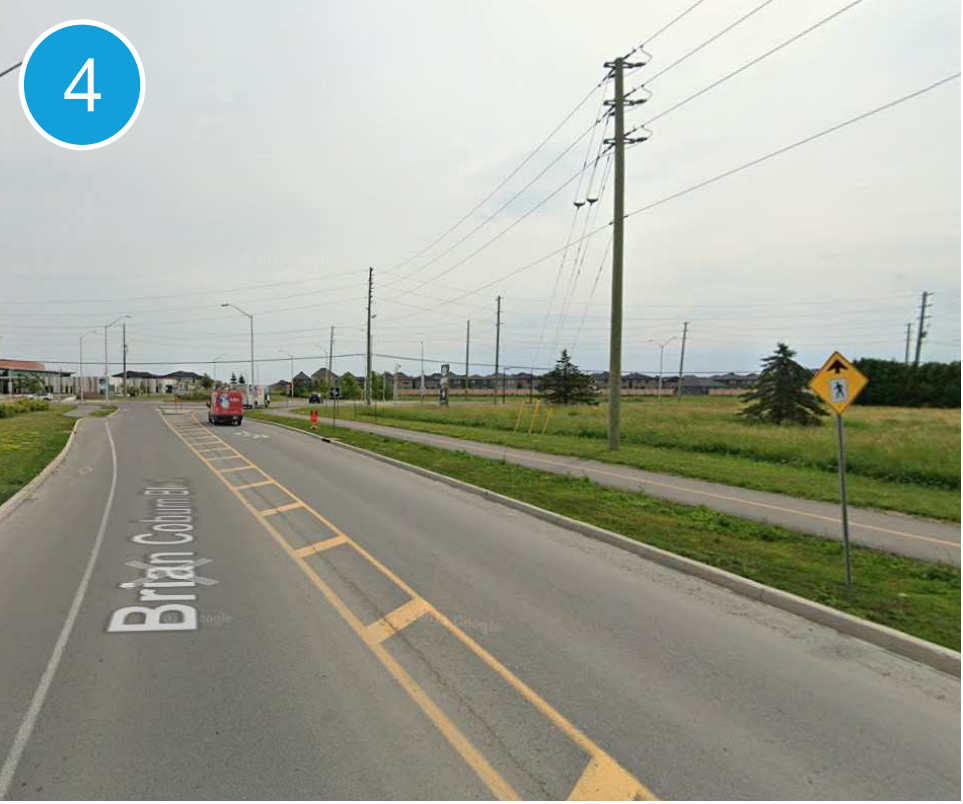
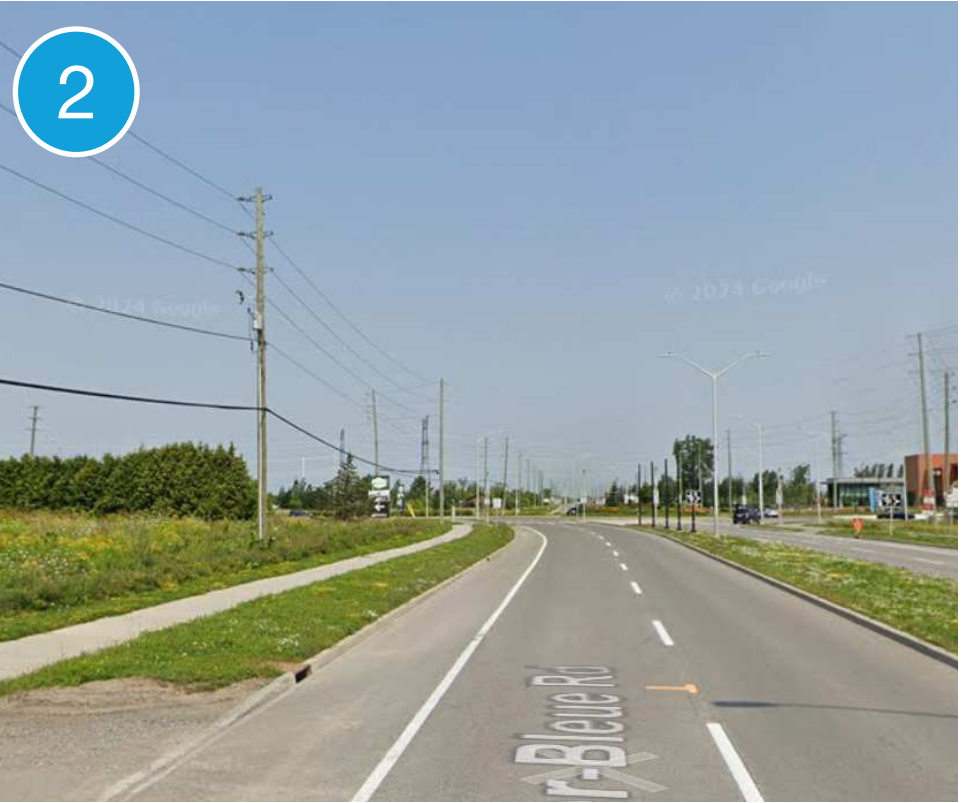
The design of this community is based on a walkable, transit-supportive street and block network with connectivity to the future Cumberland Transitway line and its stations. Highest-Density Neighbourhood and Mixed-Use designated areas are located strategically to serve the community and beyond. The neighbourhoods will have parks, transit and other amenities within an easy walking distance.

The subject property, as identified on Schedule A is designated Commercial.

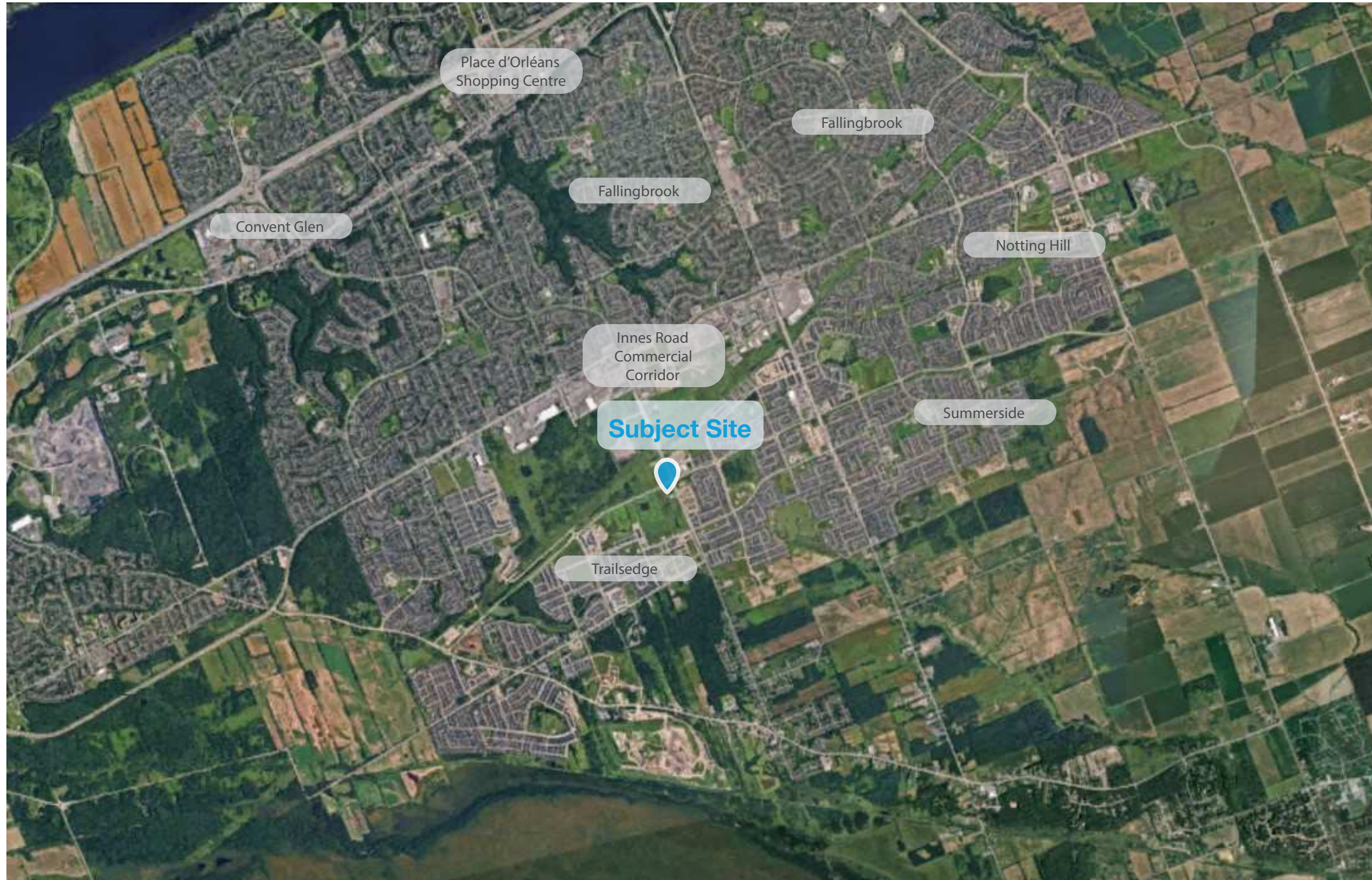
Schedule A — Designation Plan, East Urban Community Phase 3.

3 **Site, Context, & Analysis**

Site Photos



Site Analysis - Site Context



The subject site is located in the Orleans community in the east end of Ottawa.

The subject site is located in the southern part of Orleans and is proximate to the Innes Road Commercial Corridor.

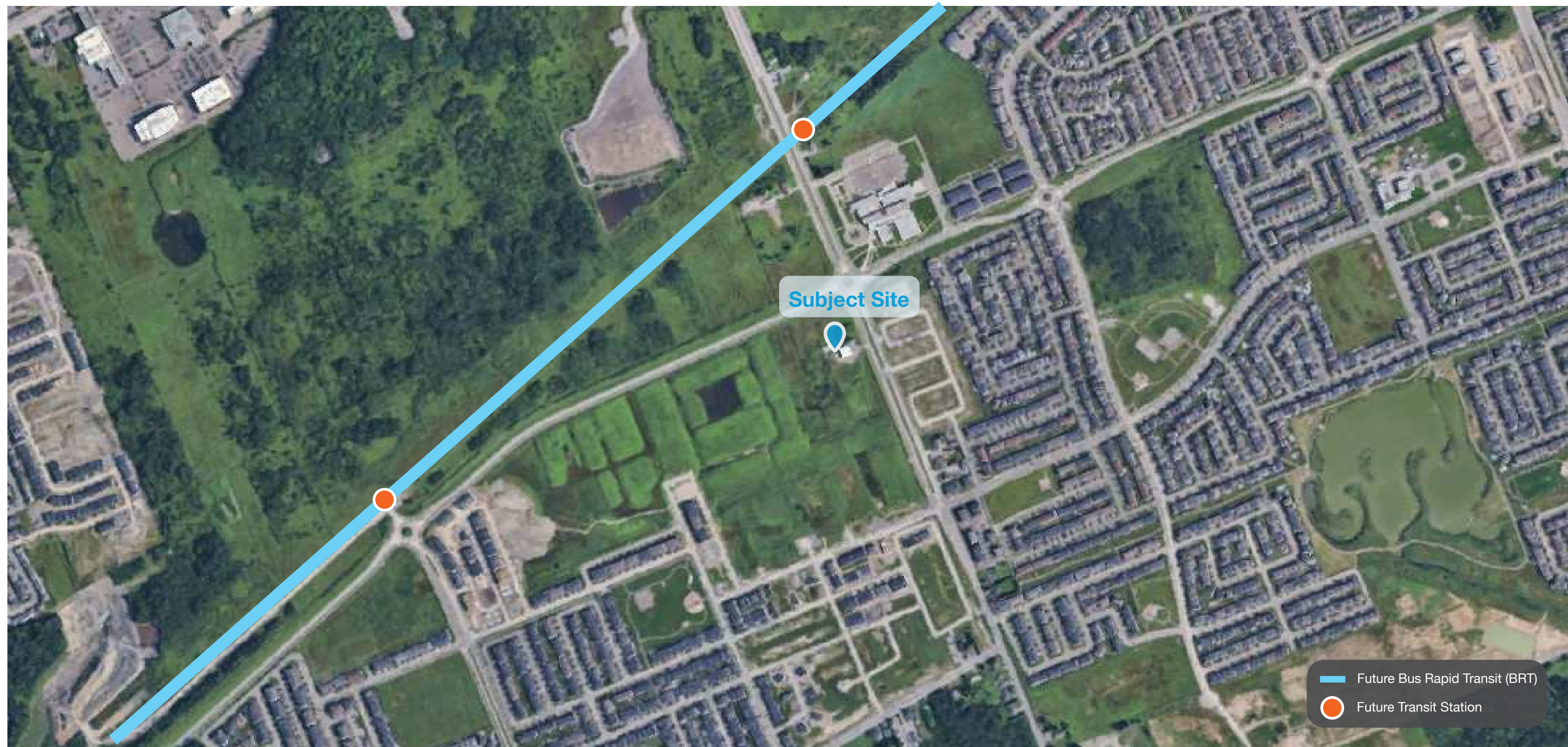
Aerial image of the subject property and surrounding area

Site Analysis - Surrounding Amenities



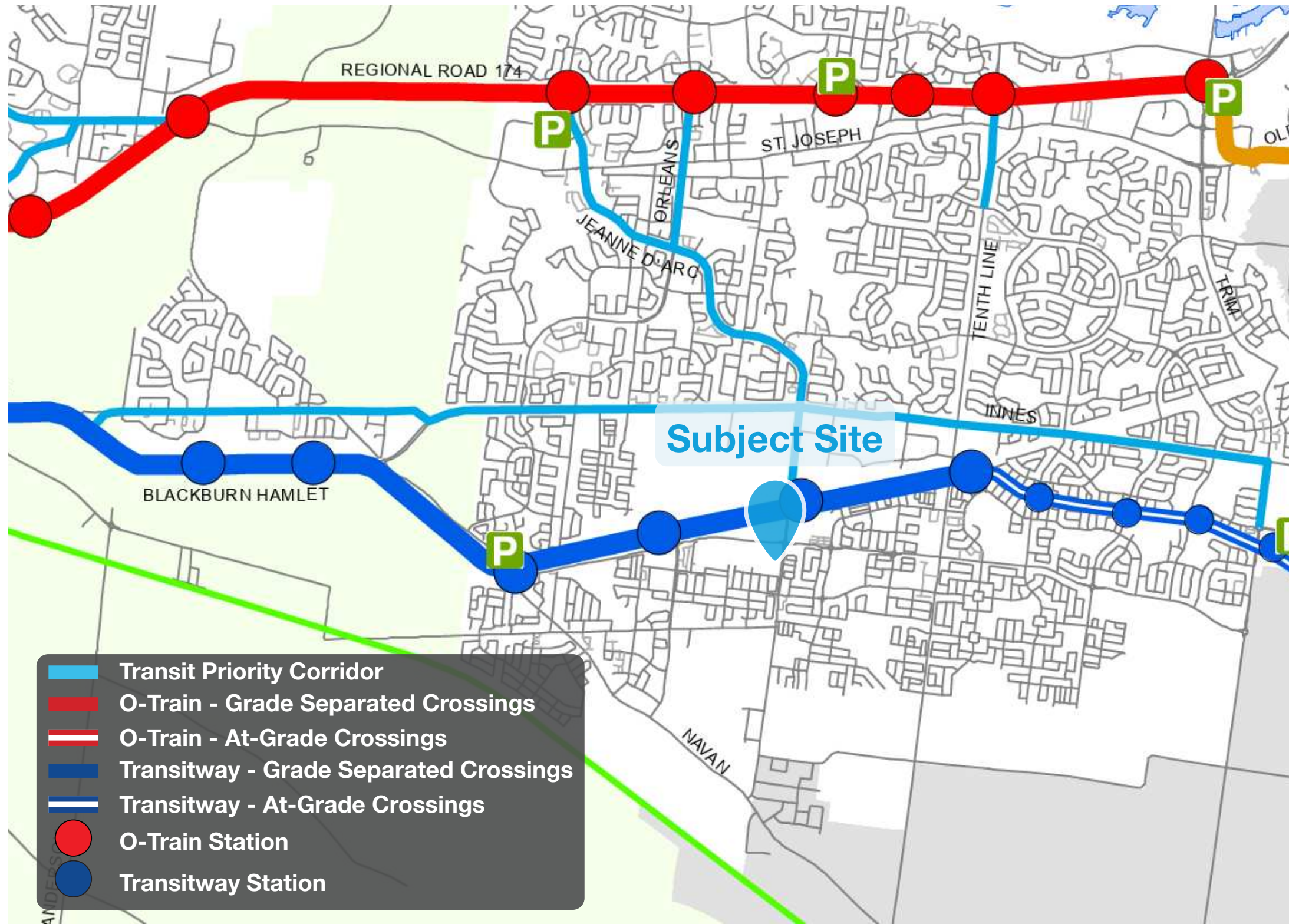
Aerial image of the subject property and amenities in the surrounding area.

Site Analysis - Surrounding Amenities, Transit



Aerial image of the subject property and anticipated Bus Rapid Transit Route

Site Analysis - Transit Network

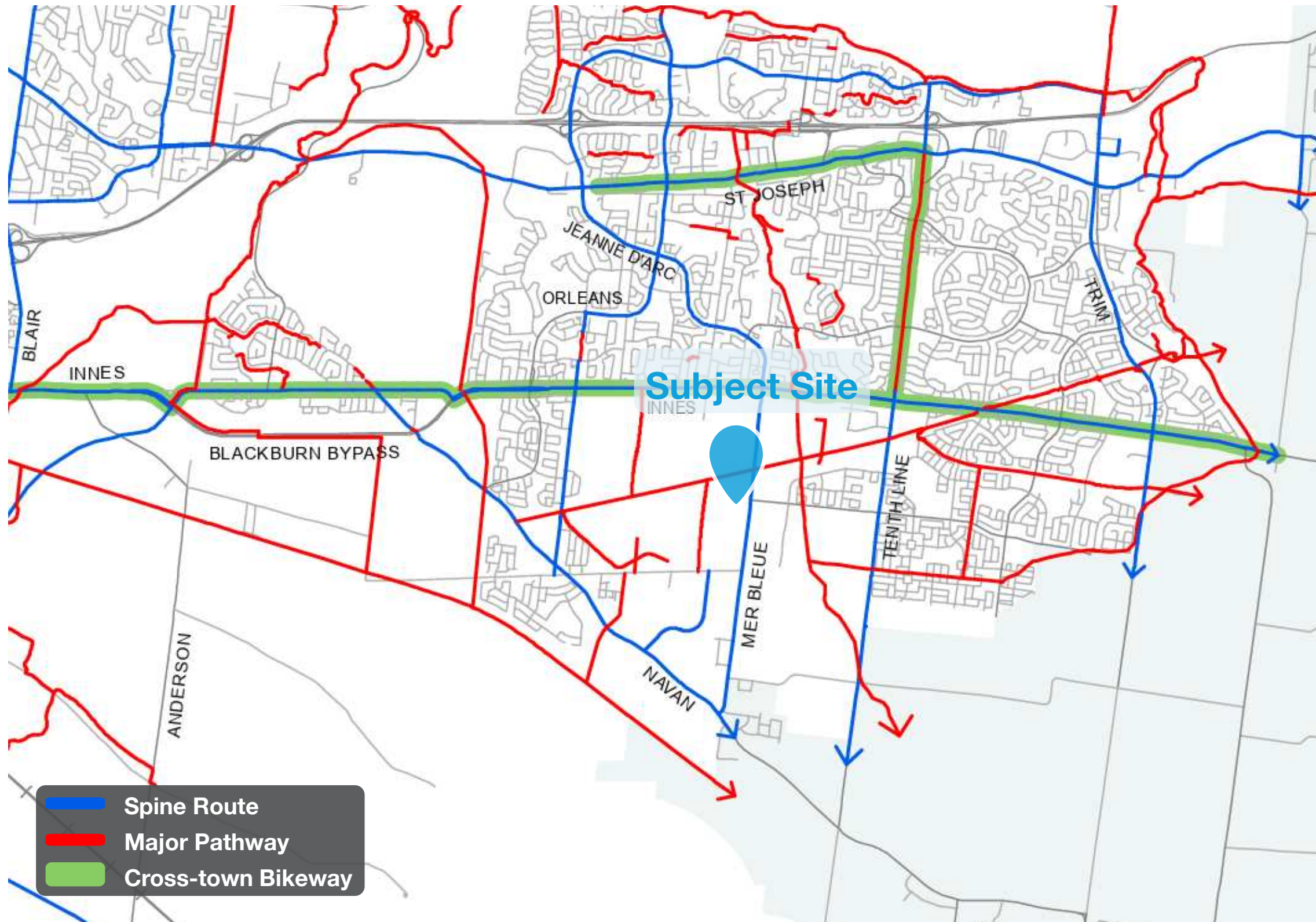


As identified on Schedule C2, the subject site is located approximately 290 metres from the closest rapid transit station. Local OC Transpo services are more readily available, having a bus stop located approximately 200 metres north of the subject site.

A BRT station is scheduled to be located immediately north of the subject site on the existing Hydro Corridor.

Schedule C2 - Transit Network, City of Ottawa Official Plan.

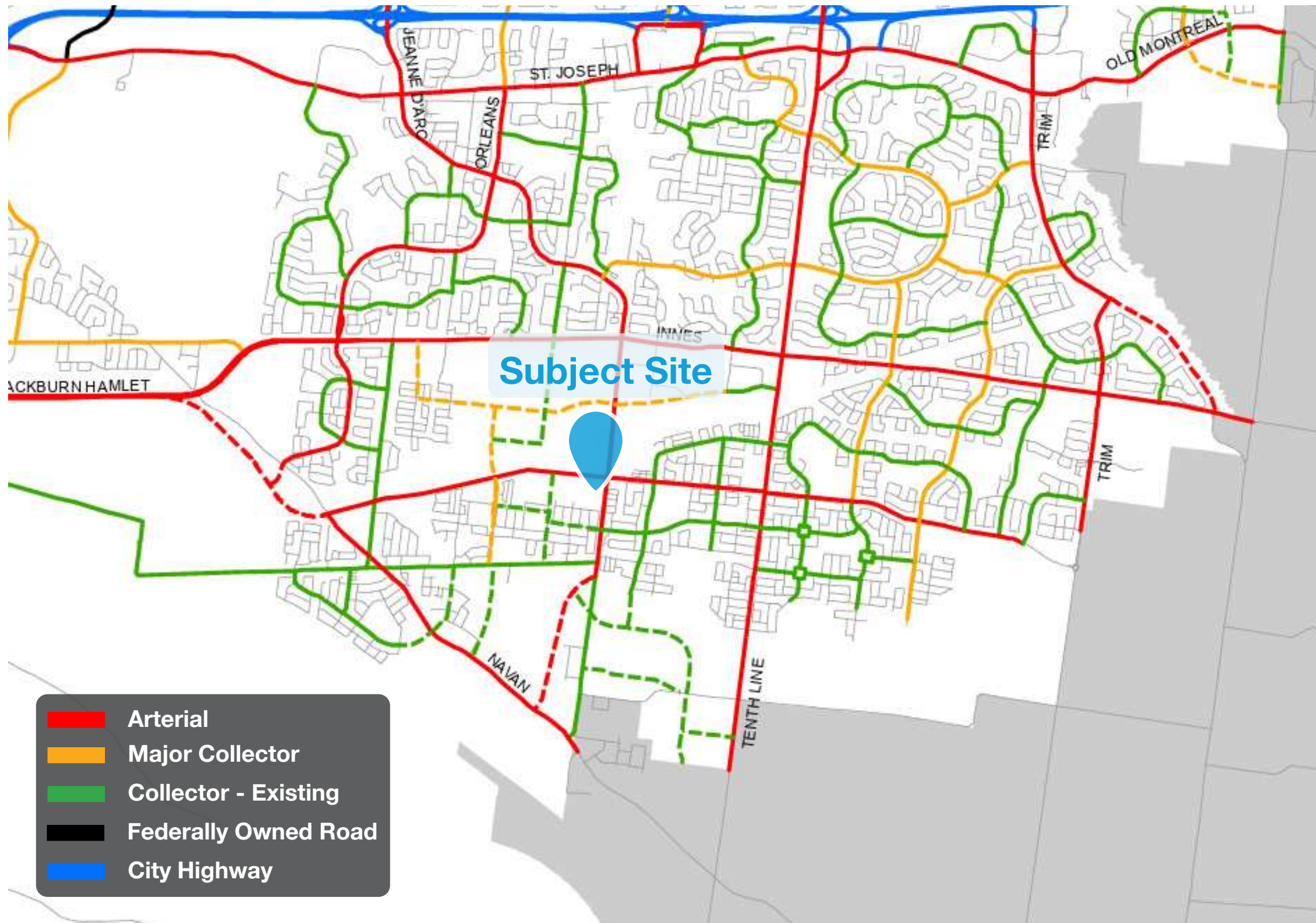
Site Analysis - Active Transportation Network



As identified in the City of Ottawa Transportation Masterplan, the subject property is located on a Spine Route, which is designated to provide efficient travel for cyclists. The subject property is also closely located to several Major Pathways which provide dedicated travel for cyclists throughout the Orleans community.

Map 1 - Cycling Network, City of Ottawa Transportation Master Plan

Site Analysis - Street Network



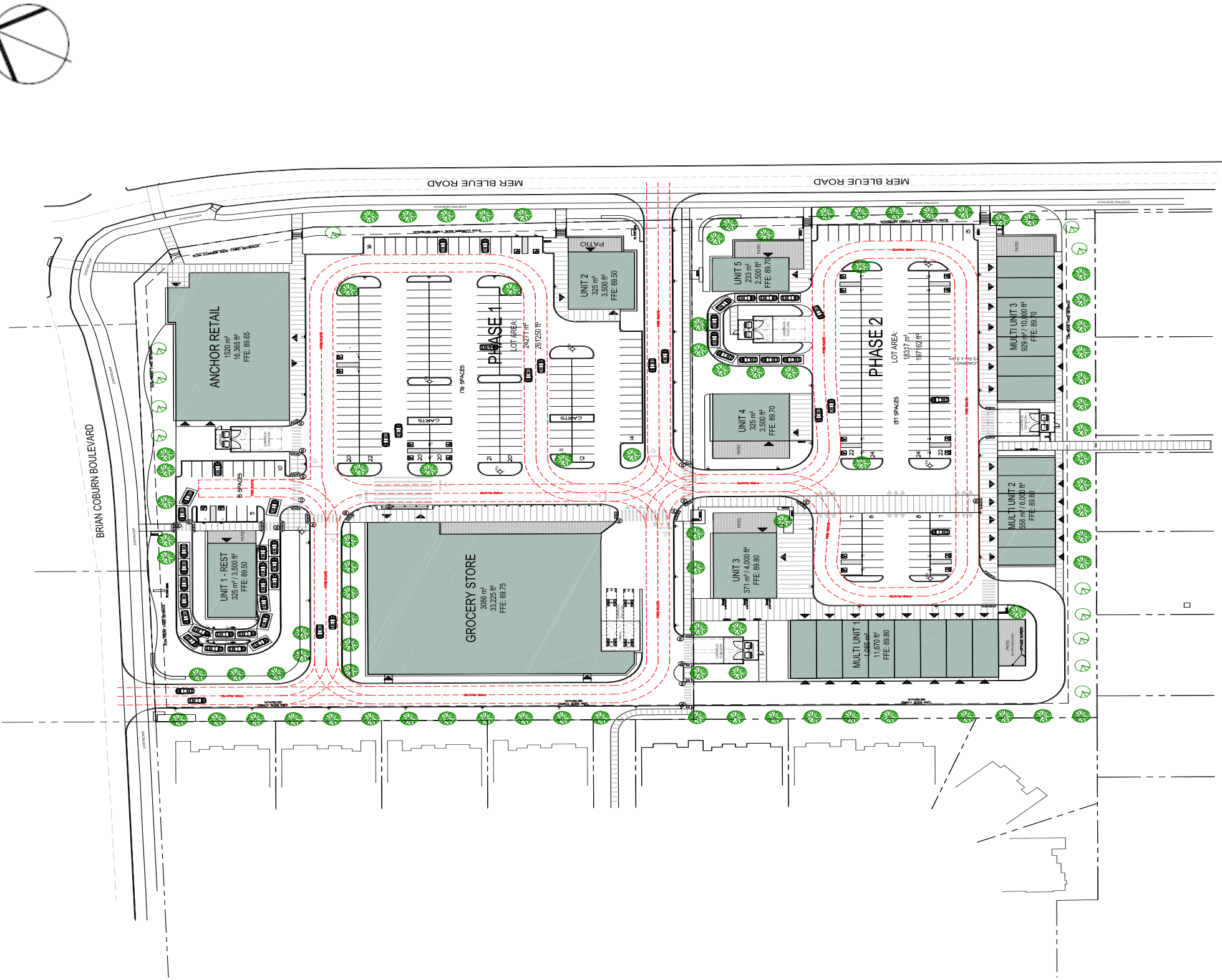
As identified Schedule C4 of the Official Plan, the subject property is located at the corner of two Arterial Roads.

Arterial Roads are the major routes of the City's transportation network that generally carry large volumes of traffic over the longest distances. Arterials function as major public and infrastructure corridors in the urban communities and villages they traverse.

Schedule C4 - Urban Road Network, City of Ottawa Official Plan.

4 Design

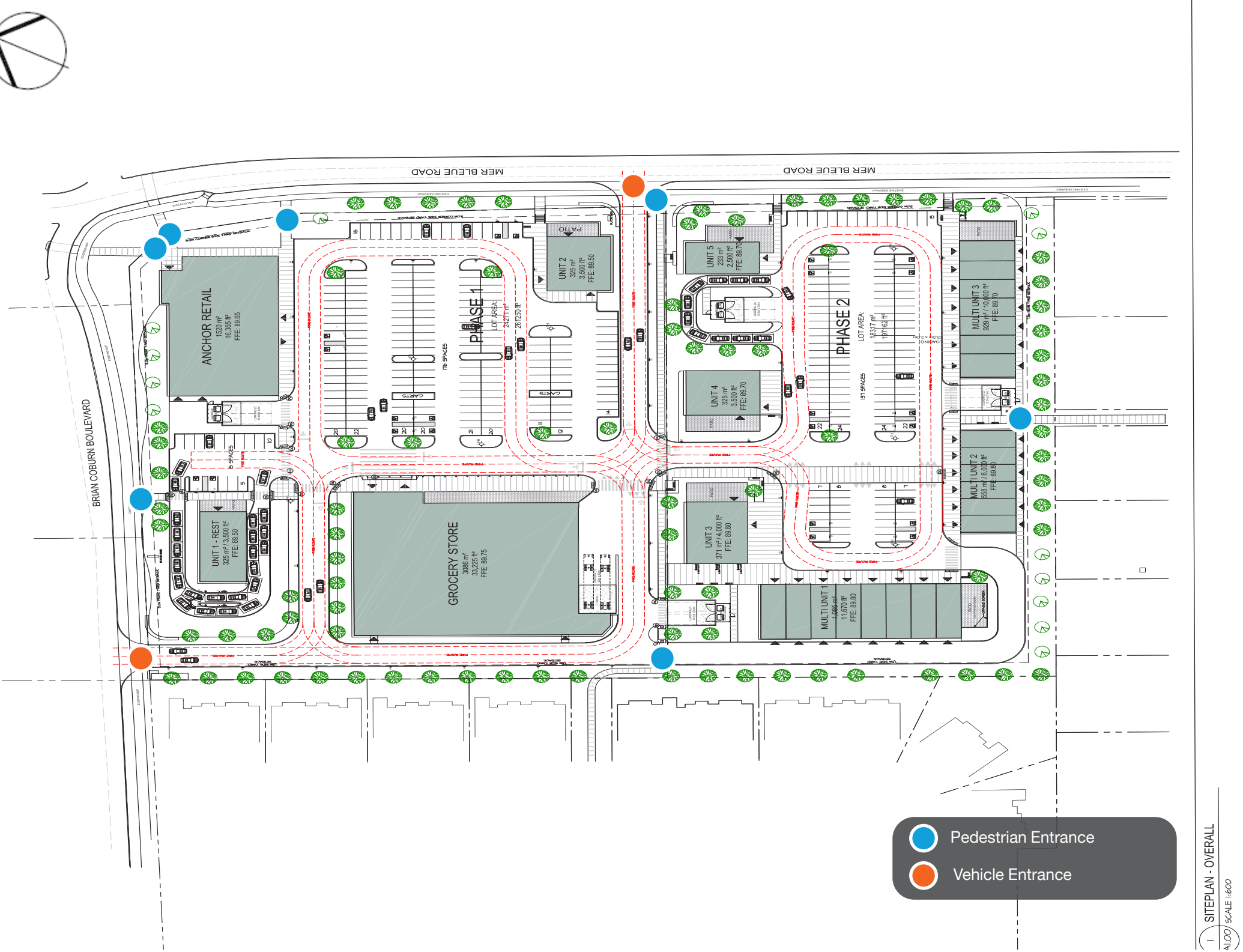
Proposed Development - Site Plan



SITEPLAN - OVERALL
SCALE 1:600

Proposed development Site Plan

Proposed Development - Vehicle and Pedestrian Entrances



Proposed development Site Plan

Proposal Legend



Proposed Development - Renderings



Proposed Development - Renderings



Proposed Development - Renderings



RETAIL B

Hero's Feast

Hero's Feast

Proposed Development - Renderings



Proposed Development - Renderings



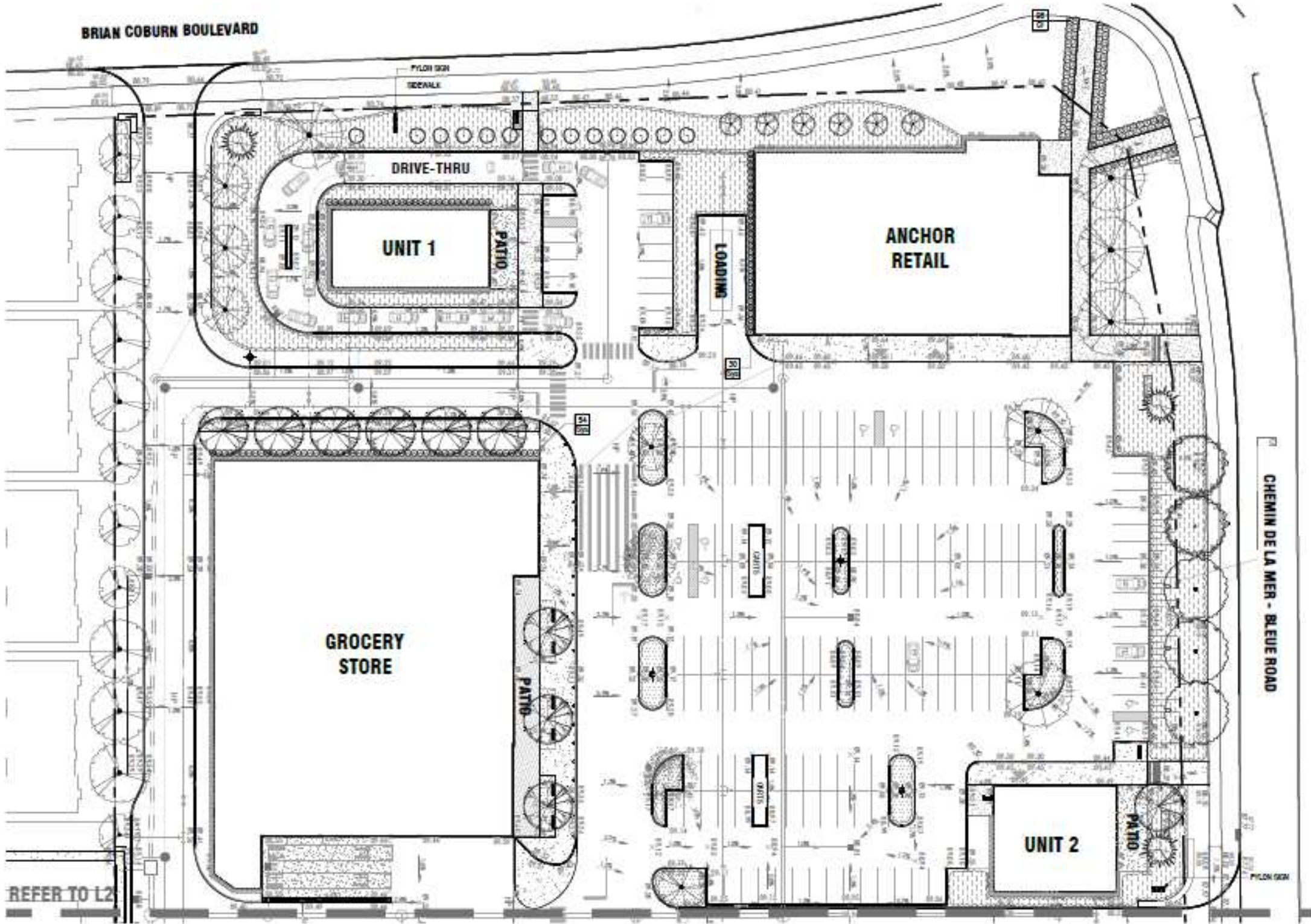
Proposed Development - Renderings



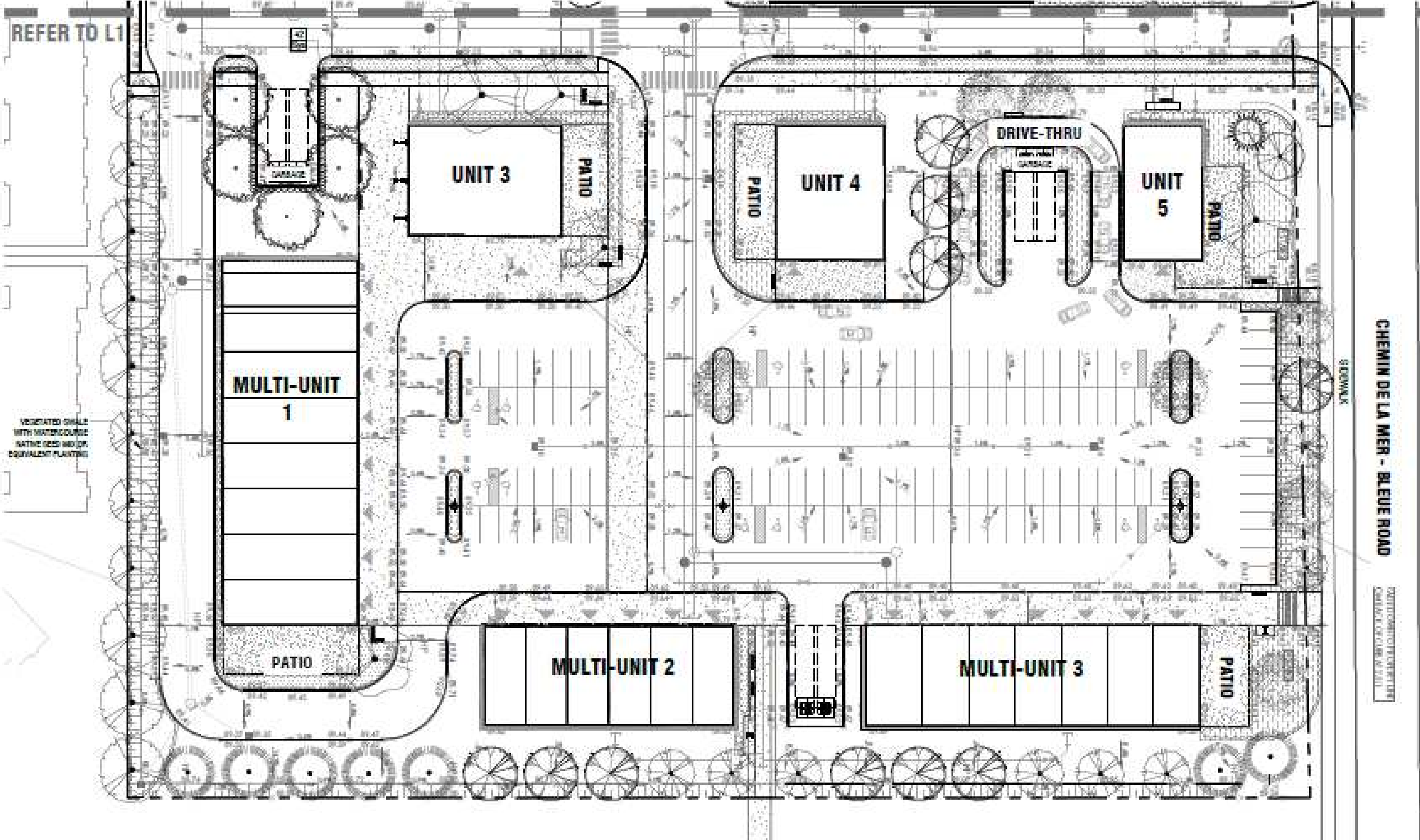
Proposed Development - Renderings



Proposal Legend - Landscape Plan North



Proposal Legend - Landscape Plan South



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