

Design Review Panel Eastgate Square

Block 6 of Approved Plan of Subdivision
25T-202305

City File No.
FCSP-23-121

75 Centennial Parkway North
City of Hamilton

Prepared For
Harrison Equity Partners

March 12th, 2026

 **BOUSFIELDS INC.**
Job Number
21229

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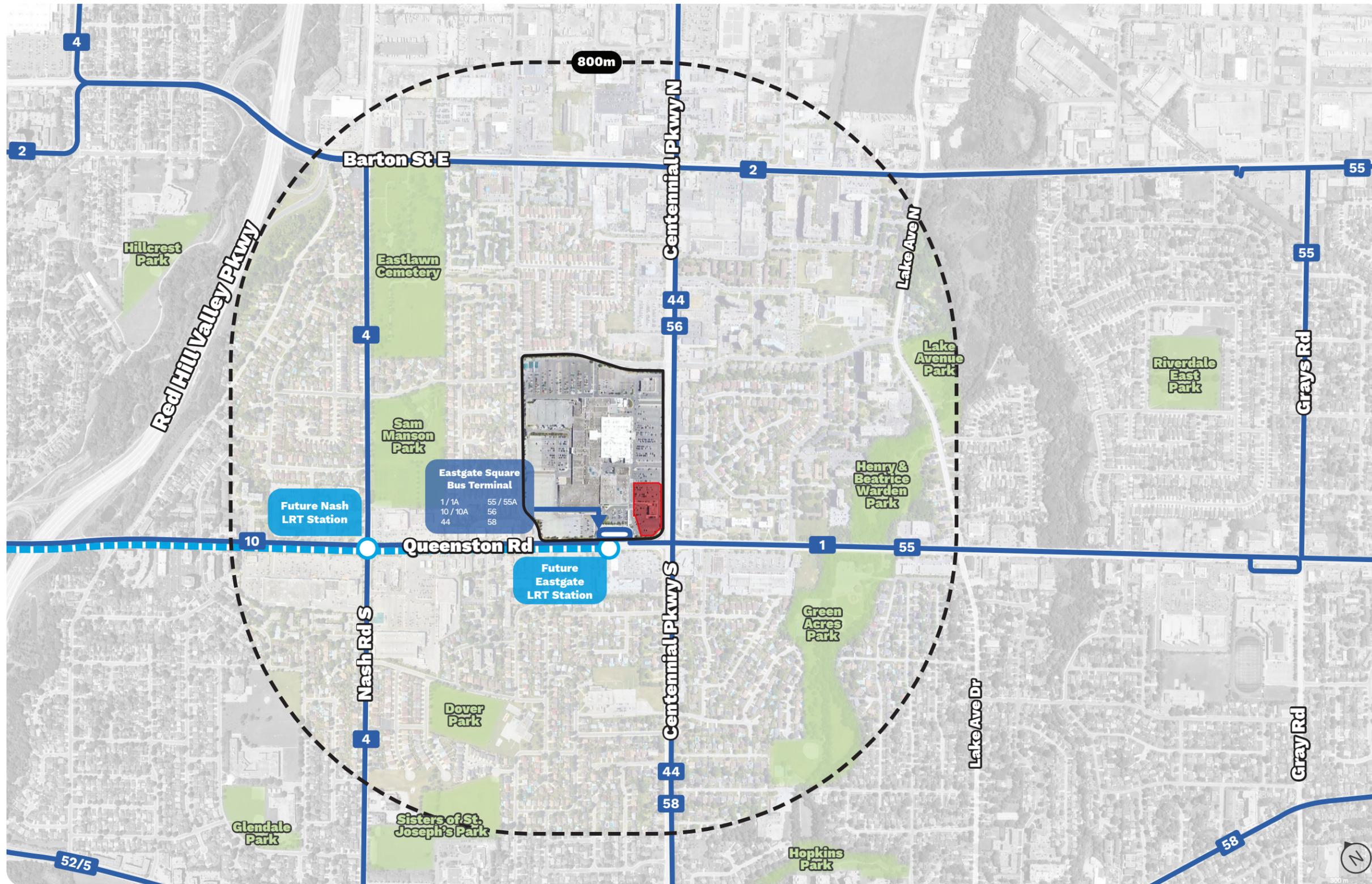
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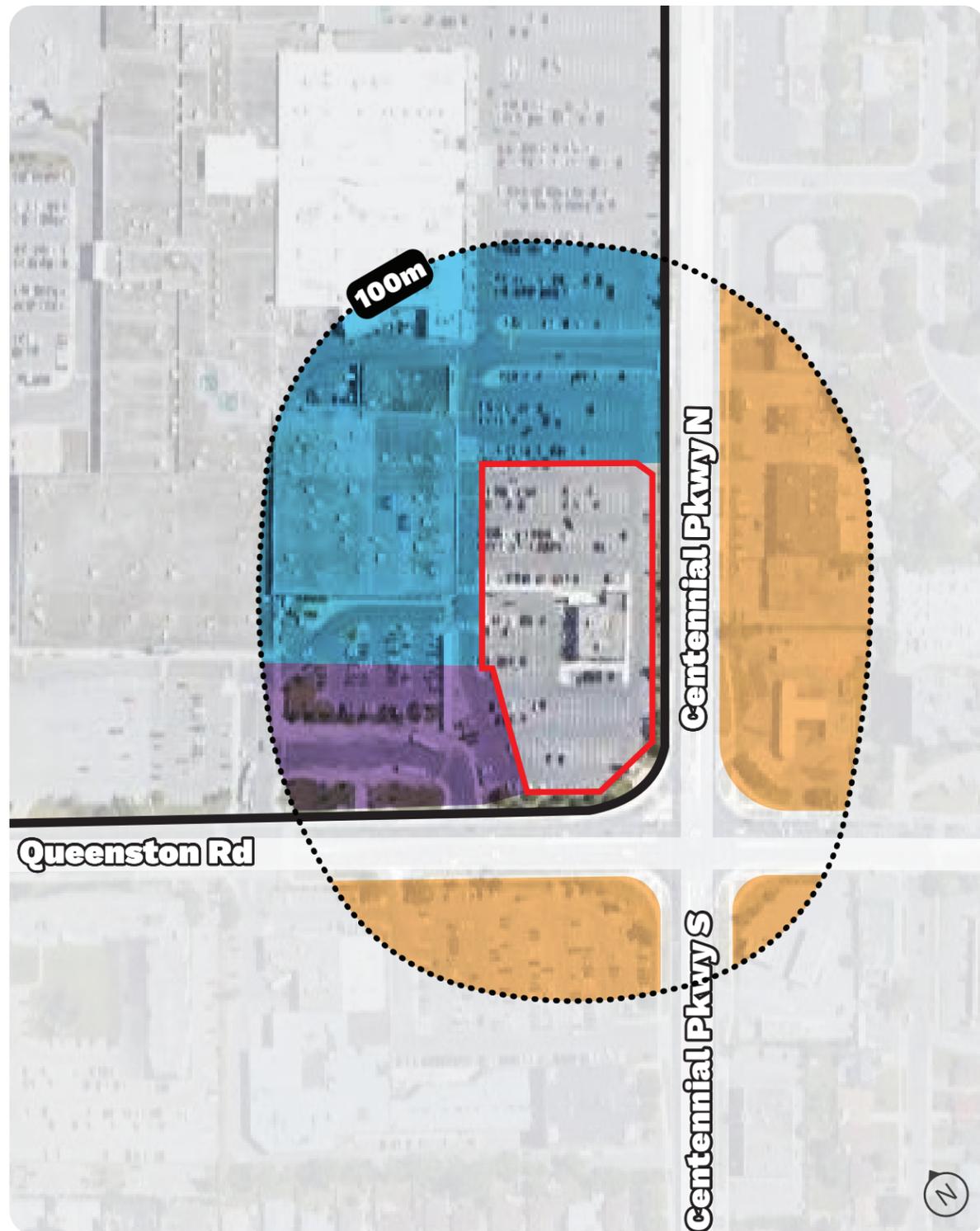
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1.0 Area Context

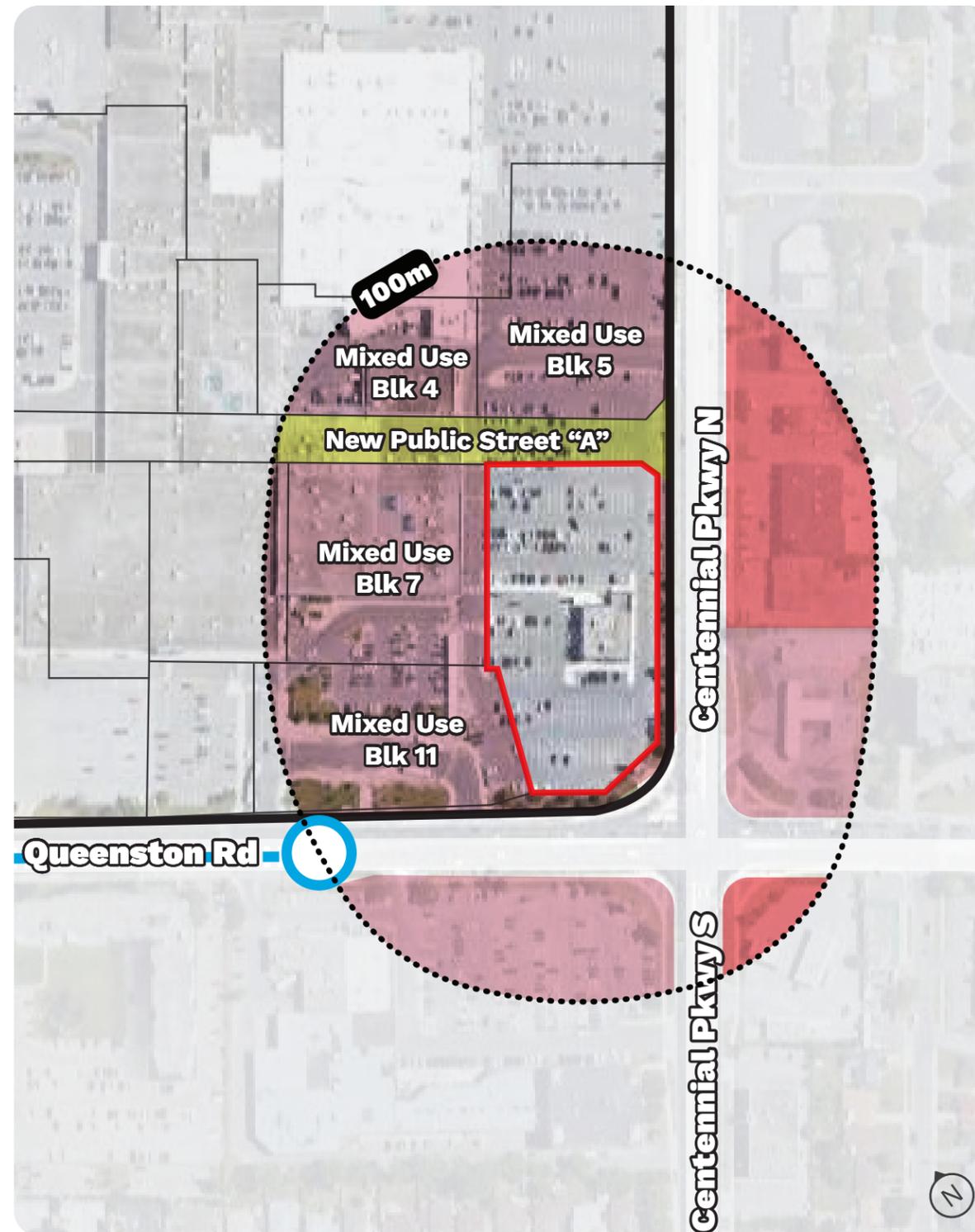


- Legend**
- Eastgate Square Property
 - Block 6
 - Proposed Hamilton LRT Line
 - HSR Bus Routes

2.0 Immediate Context



Existing Land Use



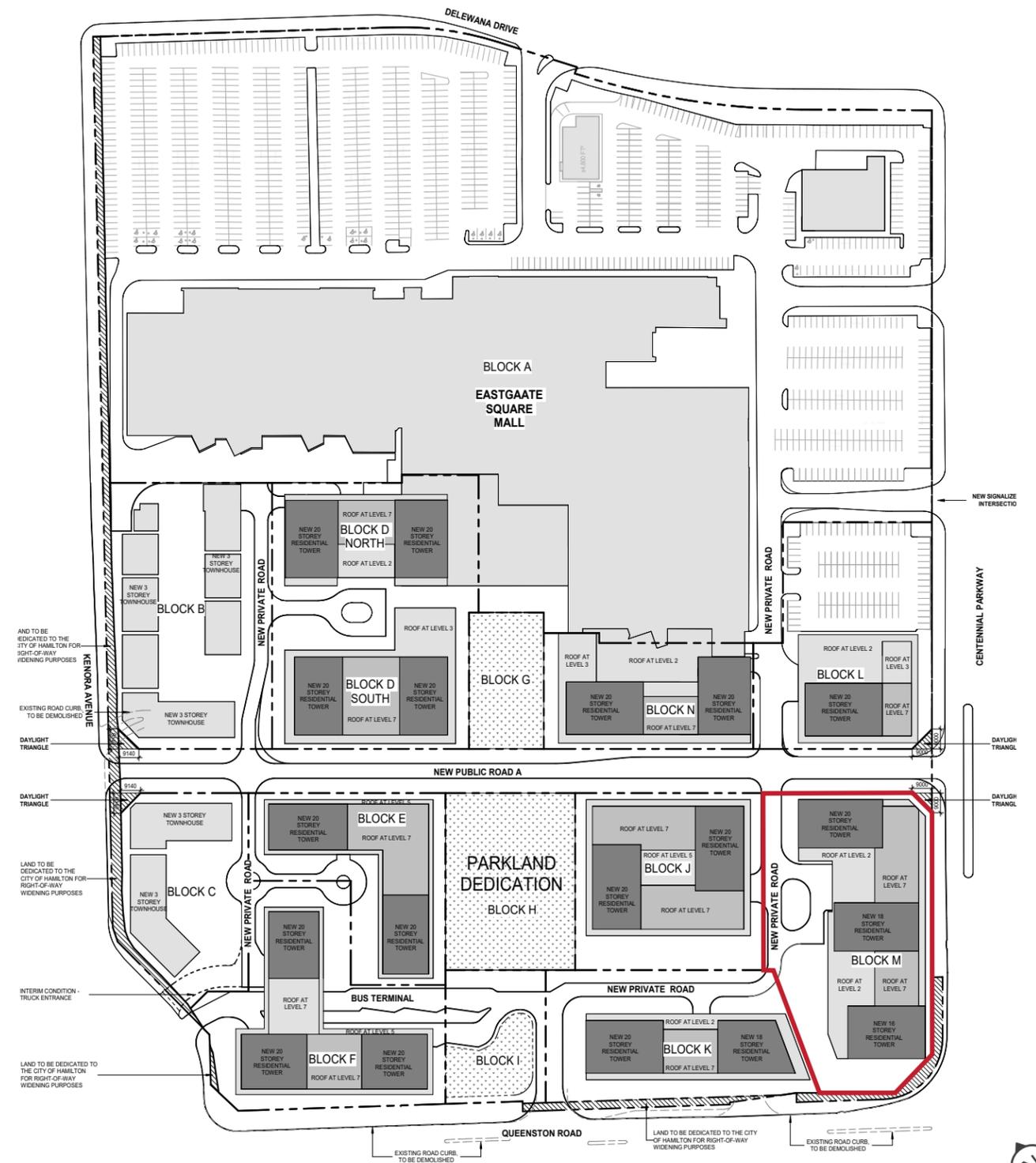
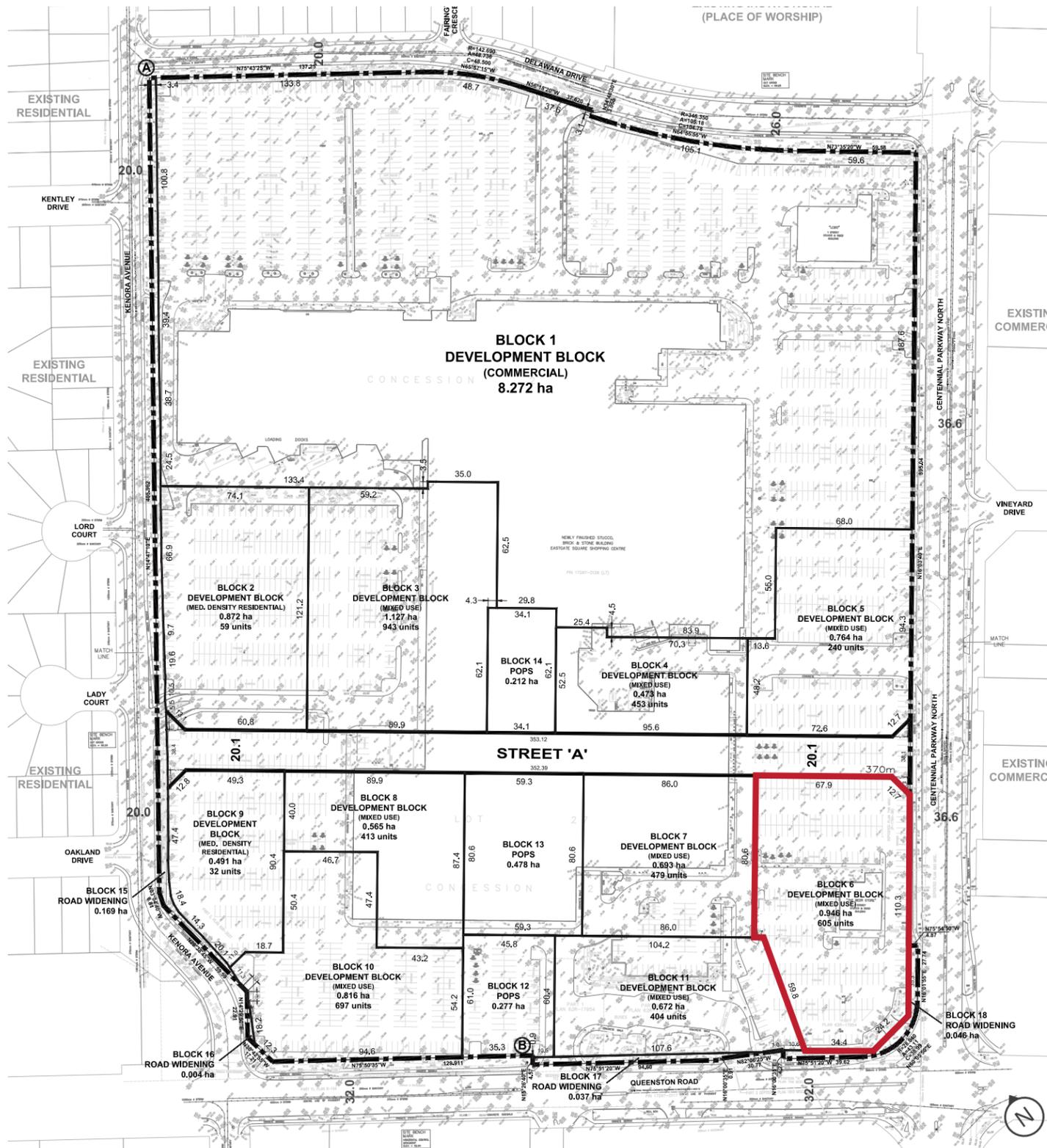
Future Land Use

Legend

- Eastgate Square Property
- Block 6
- Proposed Hamilton LRT Line
- Eastgate Square and Surface Parking Area
- Existing HSR Bus Terminal
- Retail/Commercial
- New Public Street "A"
- Land Use Designation (Official Plan Schedule E-1)**
- Mixed Use - High Density
- Mixed Use - Medium Density

3.0 Approved Draft Plan of Subdivision

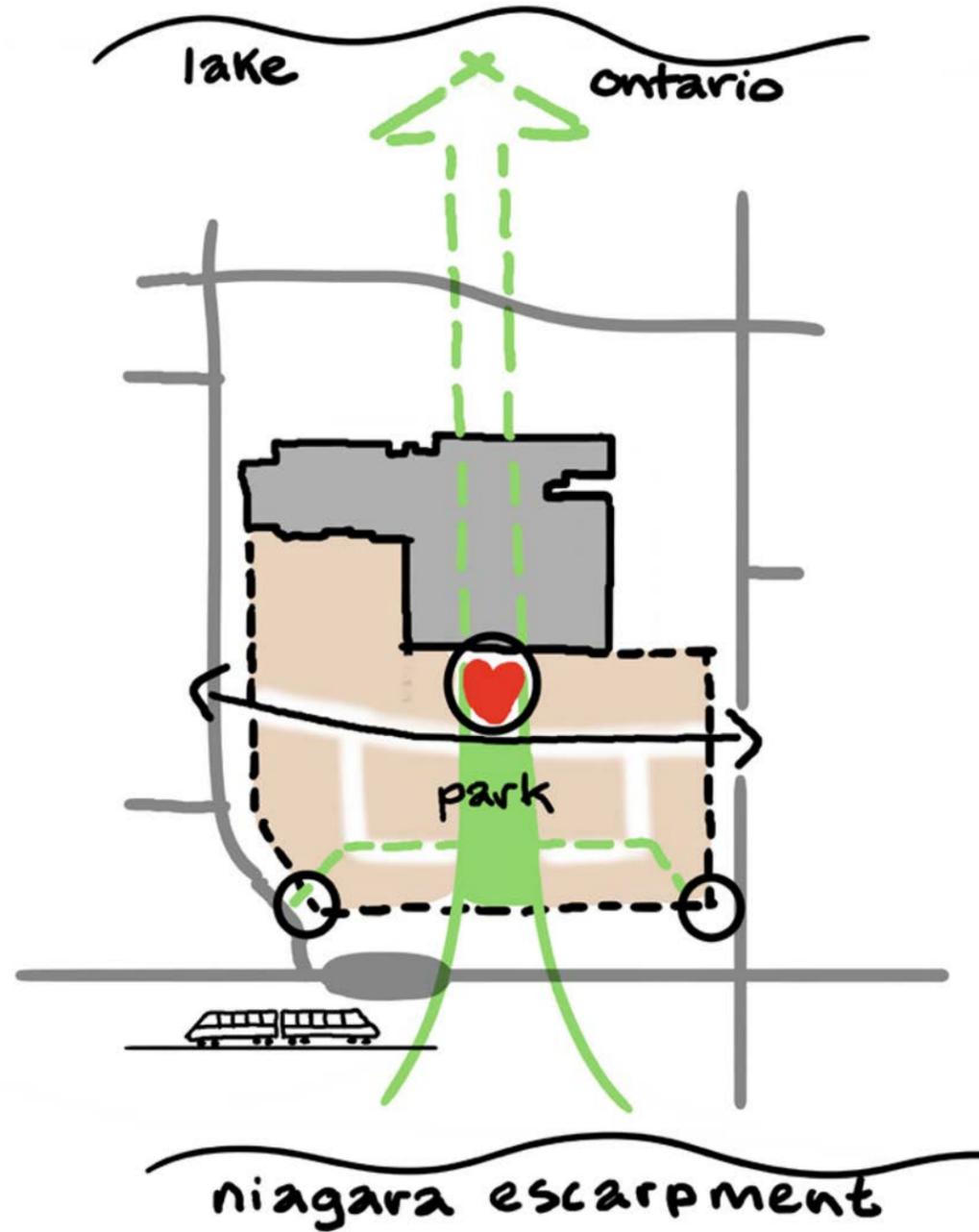
Conceptual Demonstration Plan



4.0 Master Plan and Design Vision



Concept View



Based on the analysis and documents of the city of Hamilton, the development of Eastgate Square first focuses on the south portion of the site, and the interior of the mall. This builds upon the transportation ambitions of the city and utilizes the commercial intersection of Queenston Road and Centennial Parkway. The basis of the concept is defined by two big moves: a road connection between Centennial parkway and Kenora Avenue, and a green connection from Queenston Road to the new entrance of Eastgate Square mall.

The strategy evolves the suburban shopping mall surrounded by a sea of parking into a high density, vibrant and transit focused urban area. The concept is built around public spaces including a central park and town square. The park visually connects the green of the Niagara Escarpment to the south and opens a visual corridor north to Lake Ontario. Green spaces are integral to the masterplan and informally respond to the surrounding city grid and are then overlaid with flowing landscape forms responding to the creeks that flow from the escarpment to Lake Ontario.

Concept Diagram

Concept View - Looking North from Queenston Road



For the design of Eastgate Square, a vision was created using a series of design principles. These principles work together as a guide for the development, and outline the goals, ambitions, and intentions of the project.



Inclusive landscape: Create a green blue infrastructure that fosters biodiverse ecological landscapes. Include sustainable approaches to water management and heat stress.



Community and social value: Create public places that promote social interaction. Include spaces for events and activities that enhance the atmosphere of the place and help to define a community identity.



Transit oriented development: Consider and prepare for future transit ambitions of the city. Ensure multiple modes of transportation are accessible to residents and visitors.



Health and wellbeing: Create access to quality landscapes and public spaces that encourage people of all ages and backgrounds to pause, play, and interact. Include safety considerations for pedestrians.

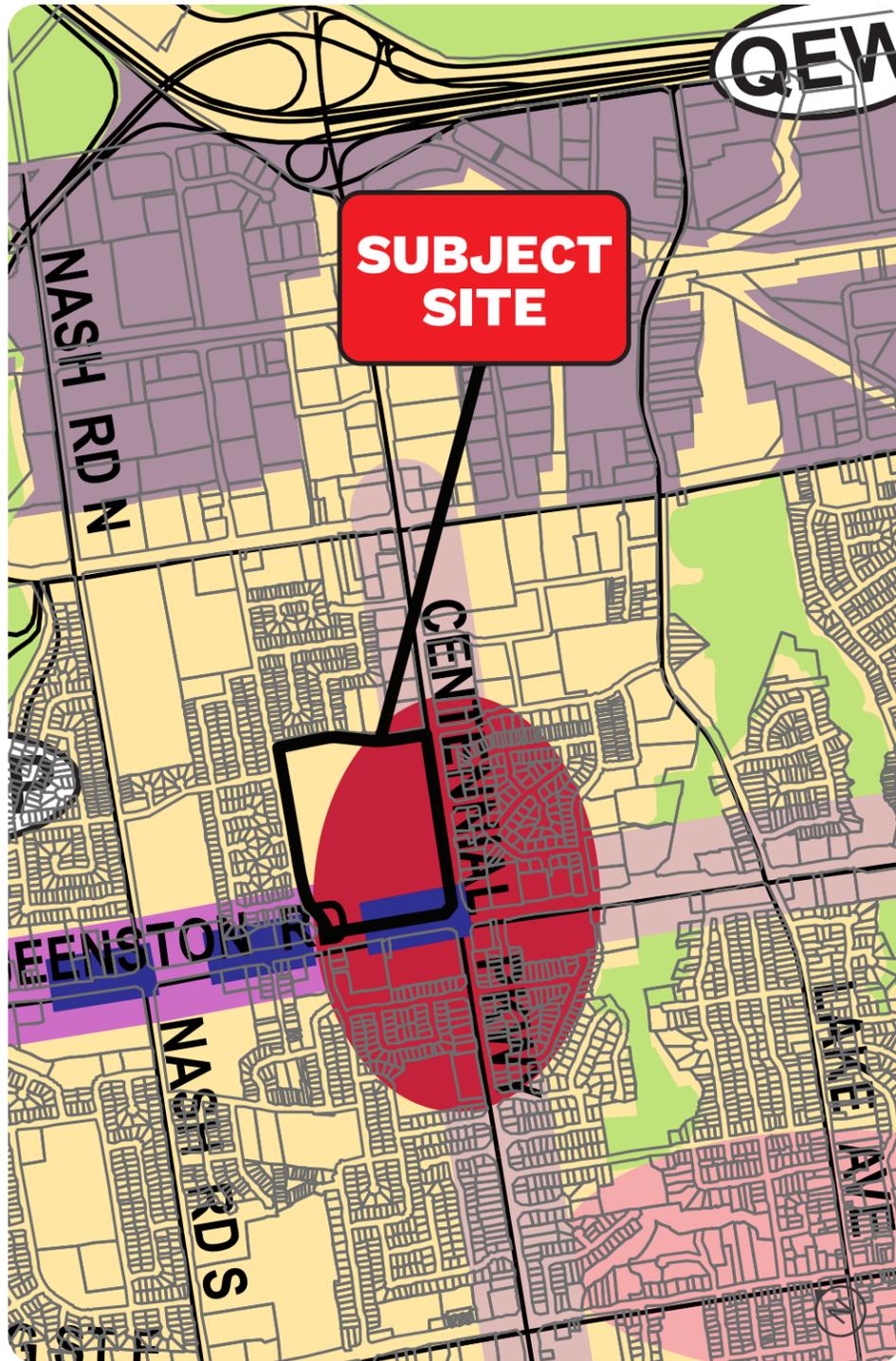


Mixed use development: Integrate different uses and activities to encourage interaction and use of the entire site throughout various times of day. An active environment contributes to social safety, community identity, and economic stability.



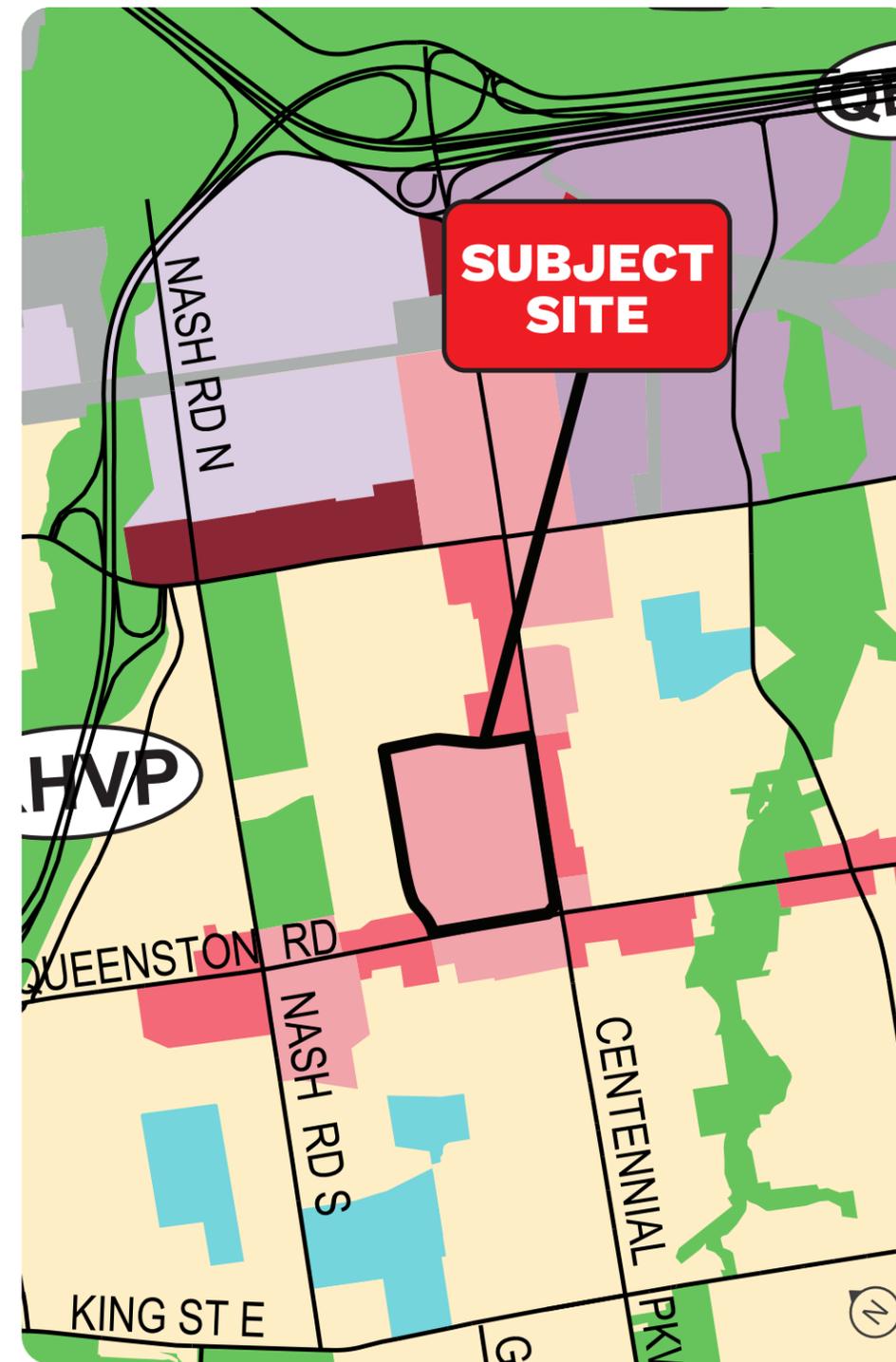
Future planning and resilience: Create a design that functions not only in the short term, but also in the long term. A resilient design will make a lasting impact on the community development for years to come.

5.0 Planning Context



- Legend**
- Urban Structure Elements**
- Neighbourhoods
 - Employment Areas
 - Major Activity Centres
 - Major Open Space
 - Urban Expansion Area - Neighbourhoods
 - Urban Expansion Area - Employment
- Nodes**
- Downtown Urban Growth Centre
 - Sub Regional Service
 - Community
- Corridors**
- Primary
 - Secondary
 - Priority Transit Corridor
- Other Features**
- Rural Area
 - John C. Munro Hamilton International Airport
 - Niagara Escarpment
 - Urban Boundary
 - Municipal Boundary
 - Lands Subject to Non Decision 113 West Harbour Setting Sail

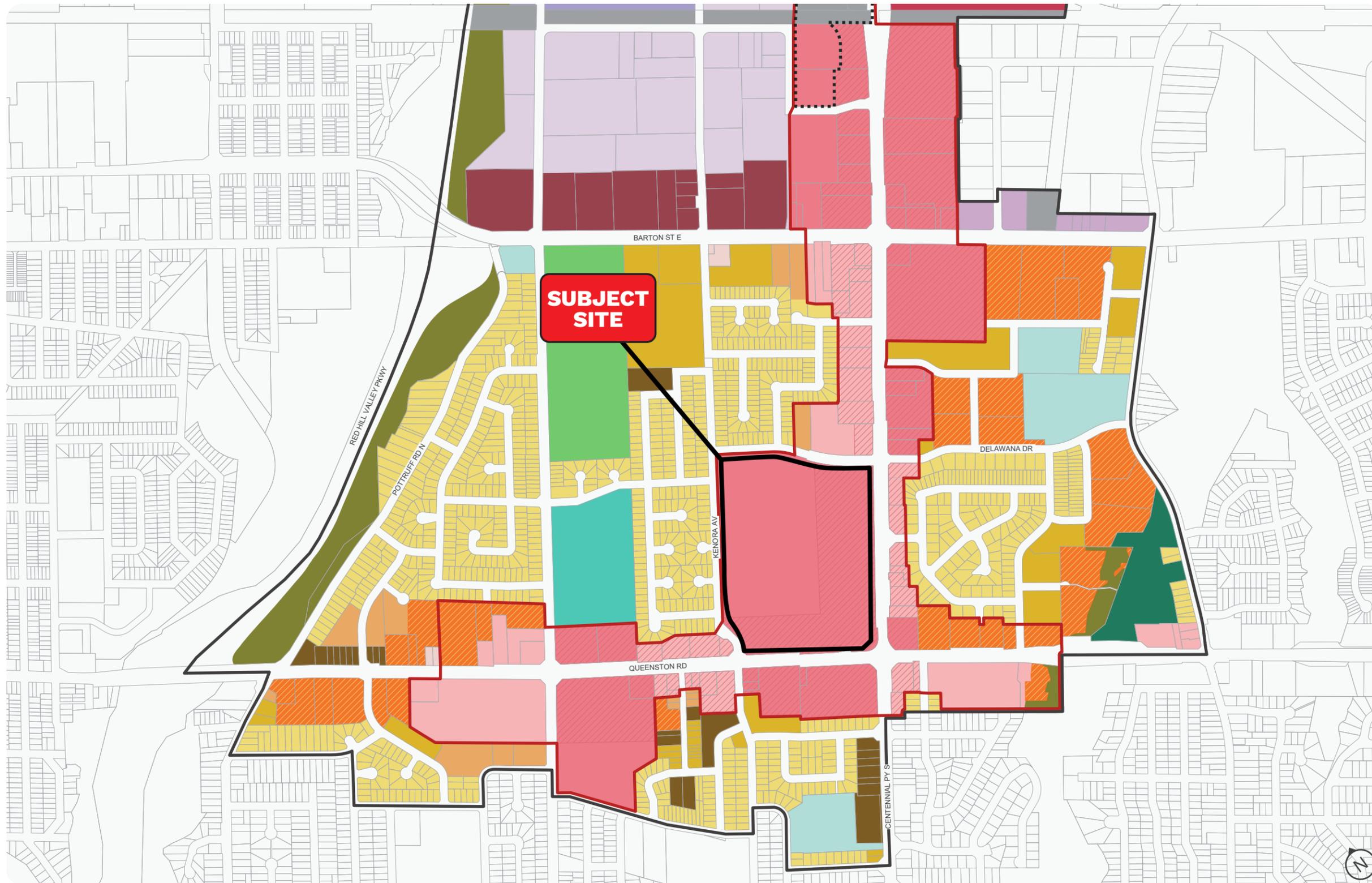
Hamilton Official Plan Map E
Urban Structure Elements



- Legend**
- Urban Structure Elements**
- Neighbourhoods
 - Open Space
 - Institutional
 - Utility
 - Urban Expansion Area - Neighbourhoods
 - Urban Expansion Area - Employment
- Commercial and Mixed Use Designations**
- Downtown Mixed Use Area
 - Mixed Use - High Density
 - Mixed Use - Medium Density
 - District Commercial
 - Arterial Commercial
- Employment Area Designations**
- Industrial Land
 - Business Park
 - Airport Employment Growth District
 - Shipping & Navigation
- Other Features**
- Rural Area
 - John C. Munro Hamilton International Airport
 - Niagara Escarpment
 - Urban Boundary
 - Municipal Boundary
 - Lands Subject to Non Decision 113 West Harbour Setting Sail

Hamilton Official Plan Map E1
Urban Land Use Designations

Centennial Neighbourhoods Secondary Plan Map B.6.7-1 Land Use Plan



Legend

Residential Designations

- Low Density Residential 2
- Low Density Residential 3
- Medium Density Residential 2
- Medium Density Residential 3
- High Density Residential 1

Commercial and Mixed Use Designations

- Local Commercial
- Mixed Use - Medium Density
- Mixed Use - High Density
- District Commercial
- Arterial Commercial

Industrial Designations

- Light Industrial
- General Industrial
- Business Park

Parks and Open Space Designations

- Neighbourhood Park
- Community Park
- General Open Space
- Natural Open Space

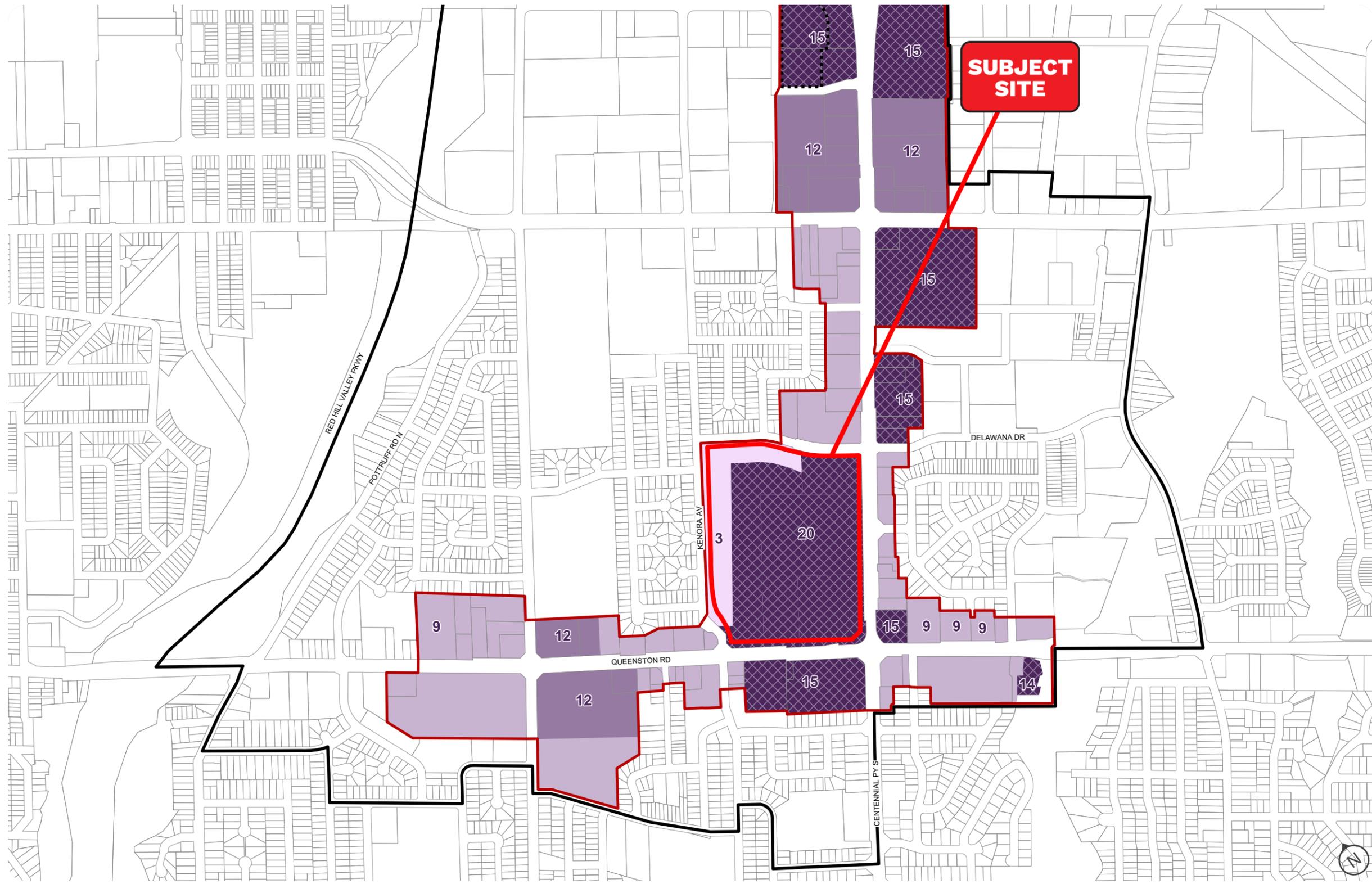
Other Designations

- Institutional
- Utilities

Other Features

- Pedestrian Focus Street
- Railways
- Commuter Bus and Rail Station
- Sub-Regional Service Node Boundary
- Secondary Plan Boundary

Centennial Neighbourhoods Secondary Plan Map B.6.7-2 Maximum Building Heights in the Node



- Legend**
- Max. 3 Storeys
 - Max. 6-8 Storeys (9 where indicated)
 - Max. 12 Storeys
 - Greater than 15 Storeys
 - Railways
 - Commuter Bus and Rail Station
 - Sub-Regional Service Node Boundary
 - Secondary Plan Boundary

6.0 Site Context Photos

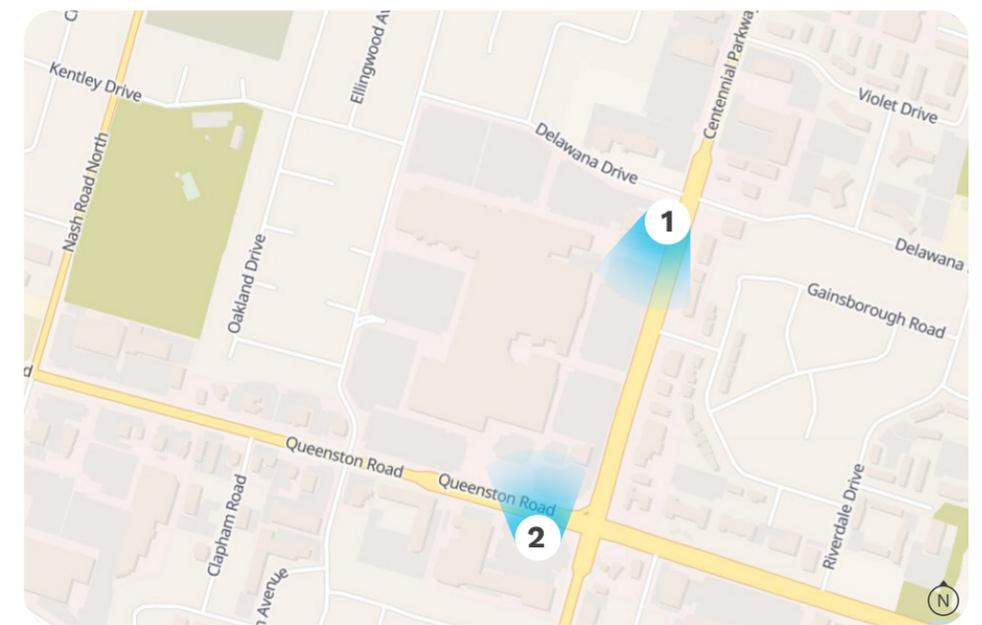


1. View looking south towards Block 6 on Centennial Parkway North



2. View Looking North toward Block 6 from the south side of Queenston Road

Key Map



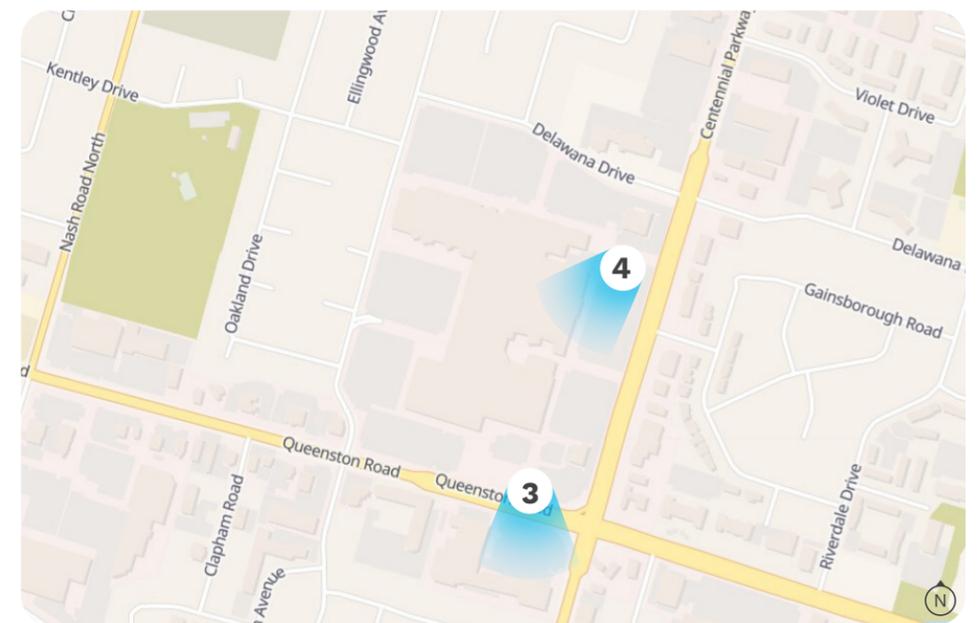


3. View Looking South from Block 6 on Queenston Road



4. View Looking Southwest at Eastgate Mall from the north of Block 6

Key Map



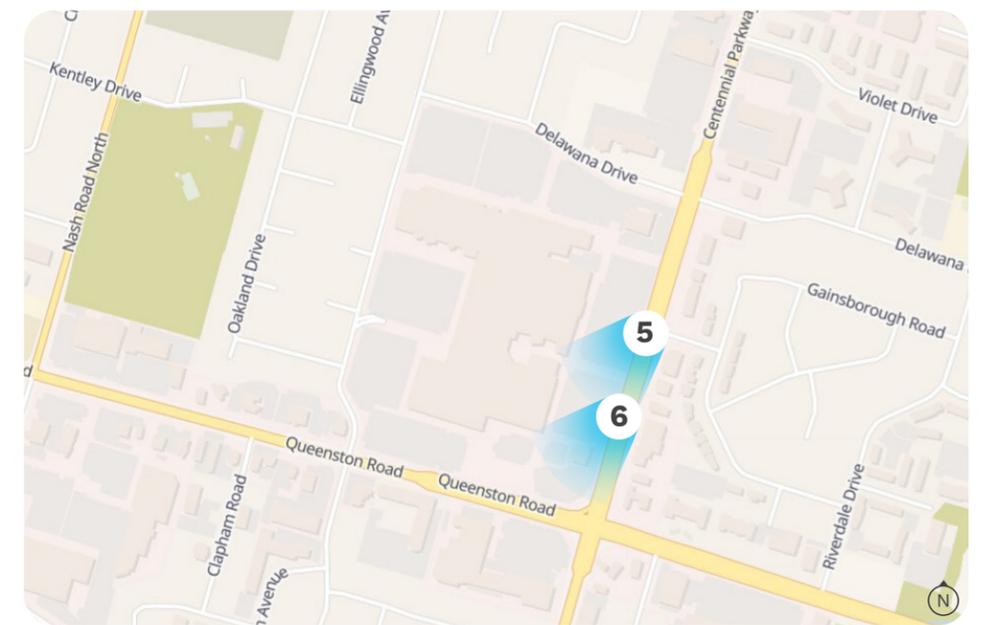


5. View Looking Southwest towards Block 6 from Centennial Parkway North



6. View Looking Southwest towards Block 6 from Centennial Parkway North

Key Map



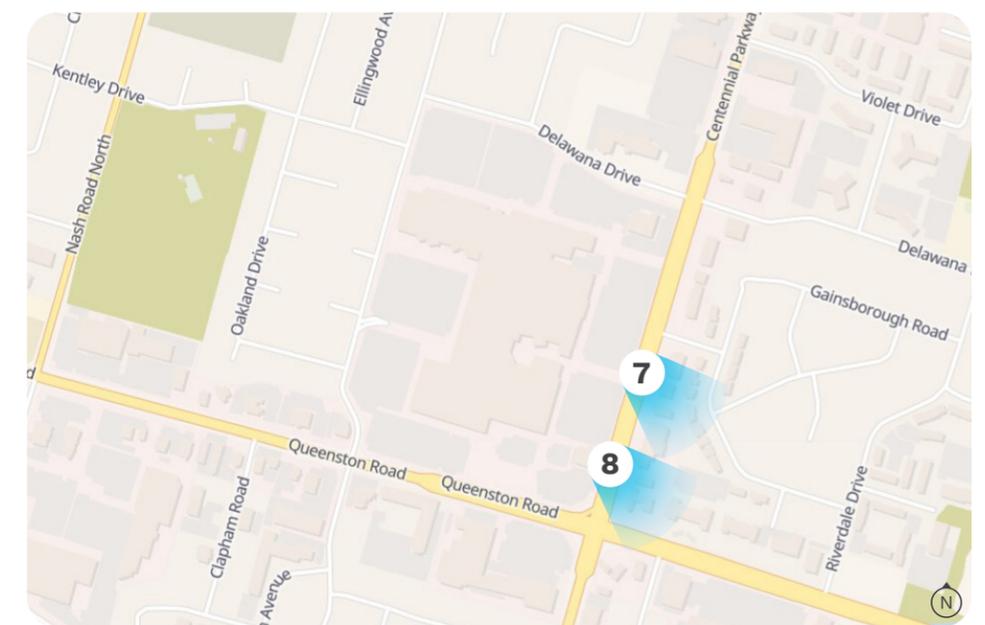


7. View Looking Southeast from Block 6 on Centennial Parkway North

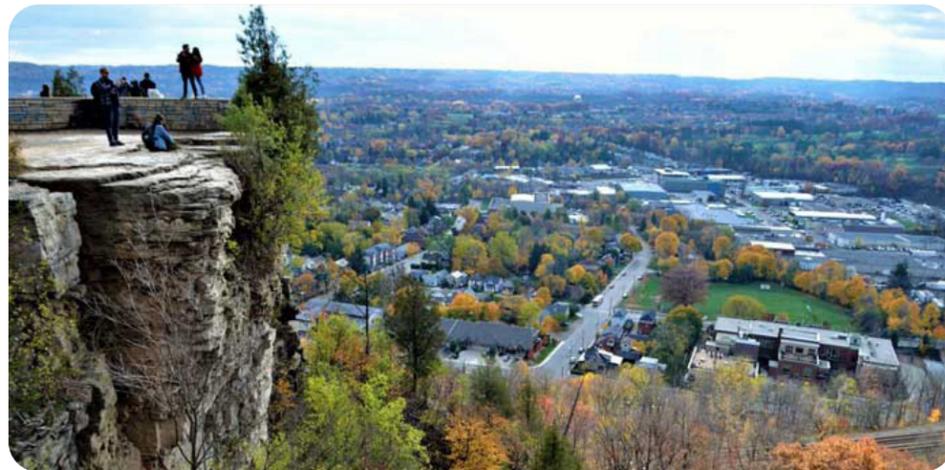


8. View Looking Southeast from Block 6 on Centennial Parkway North

Key Map



7.0 Design Considerations



Niagara Escarpment



Devil's Punchbowl

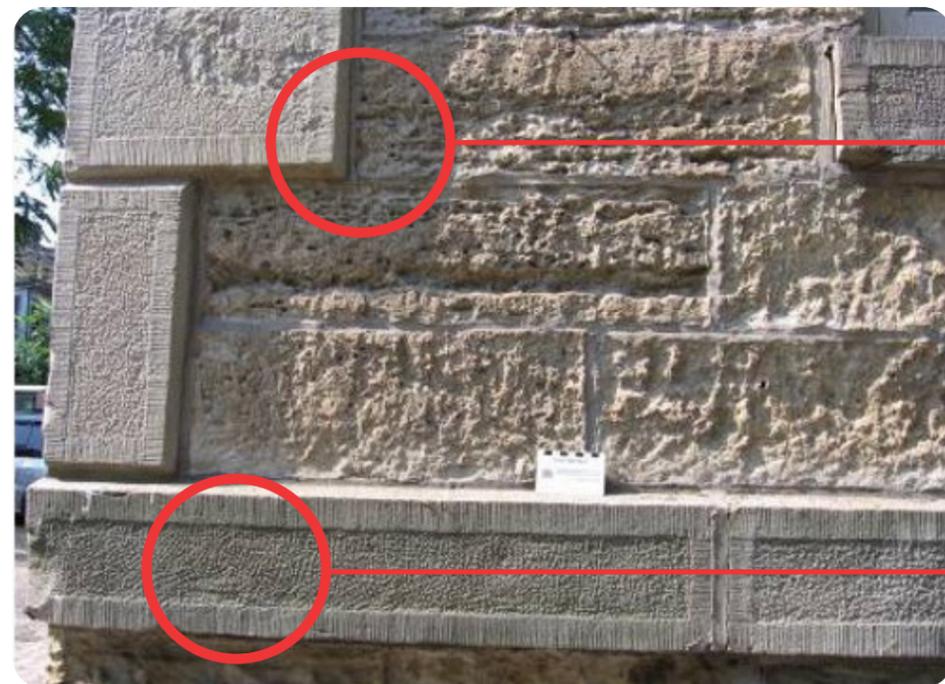
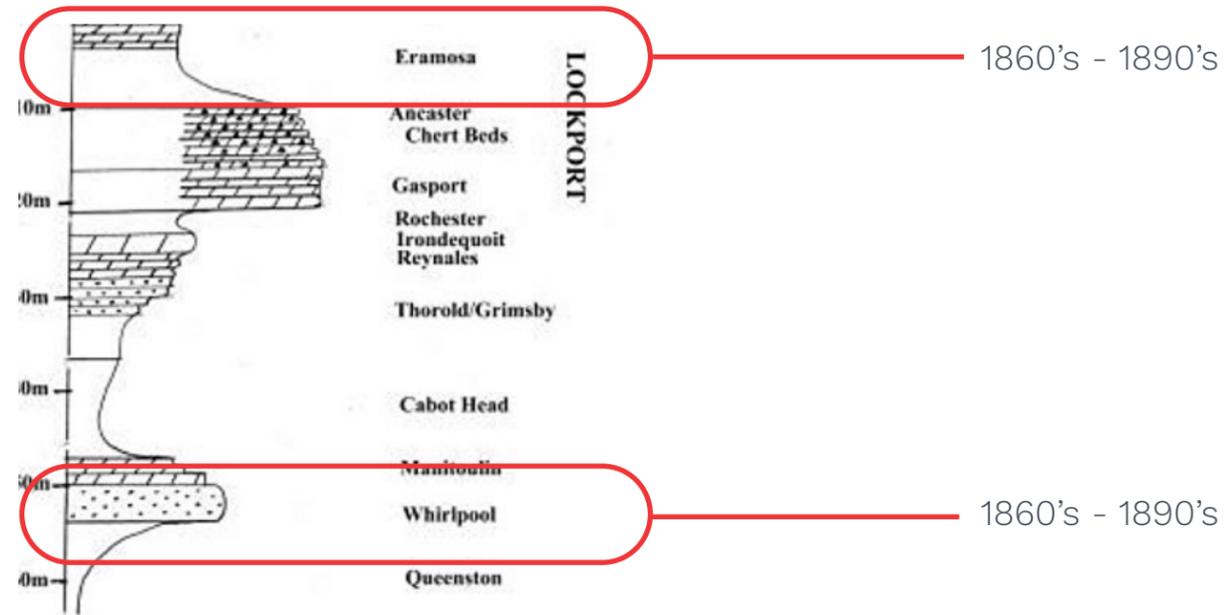


Hamilton "the City of Waterfalls"

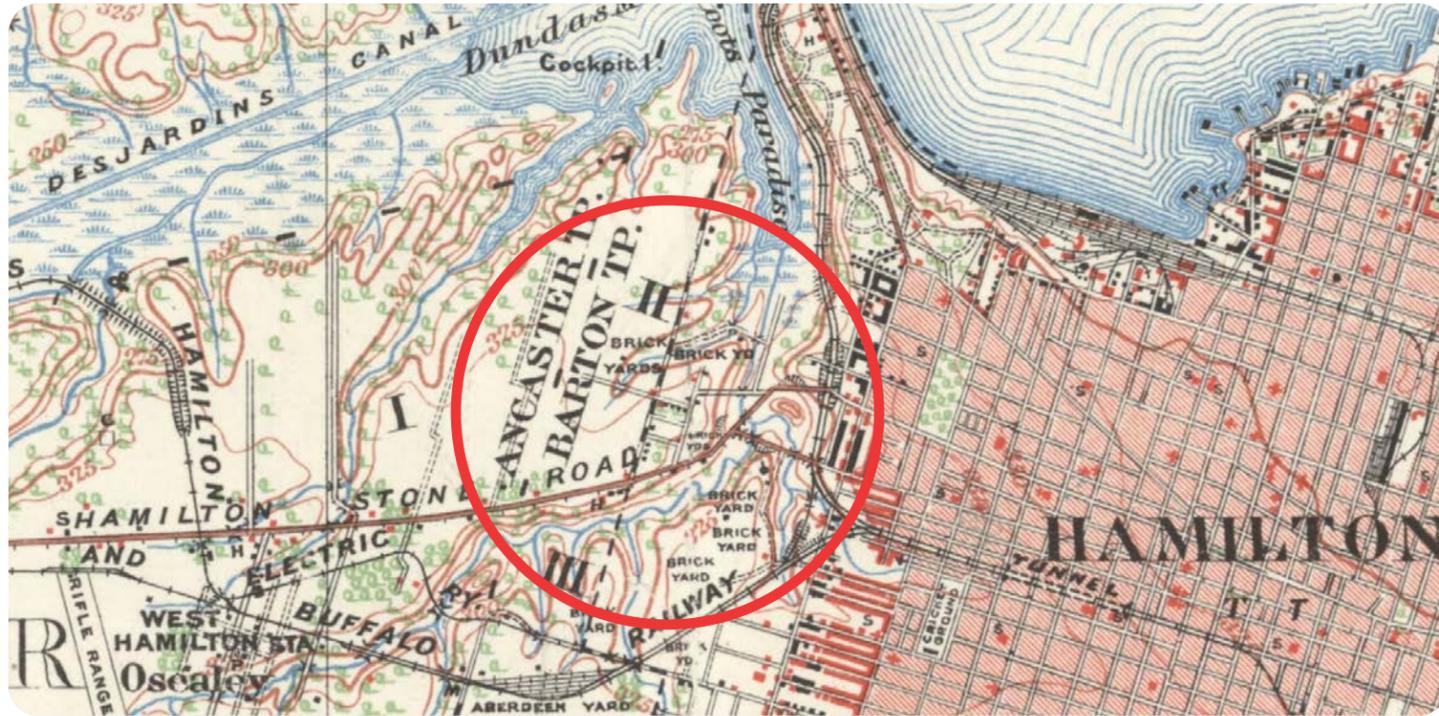


Royal Botanical Gardens





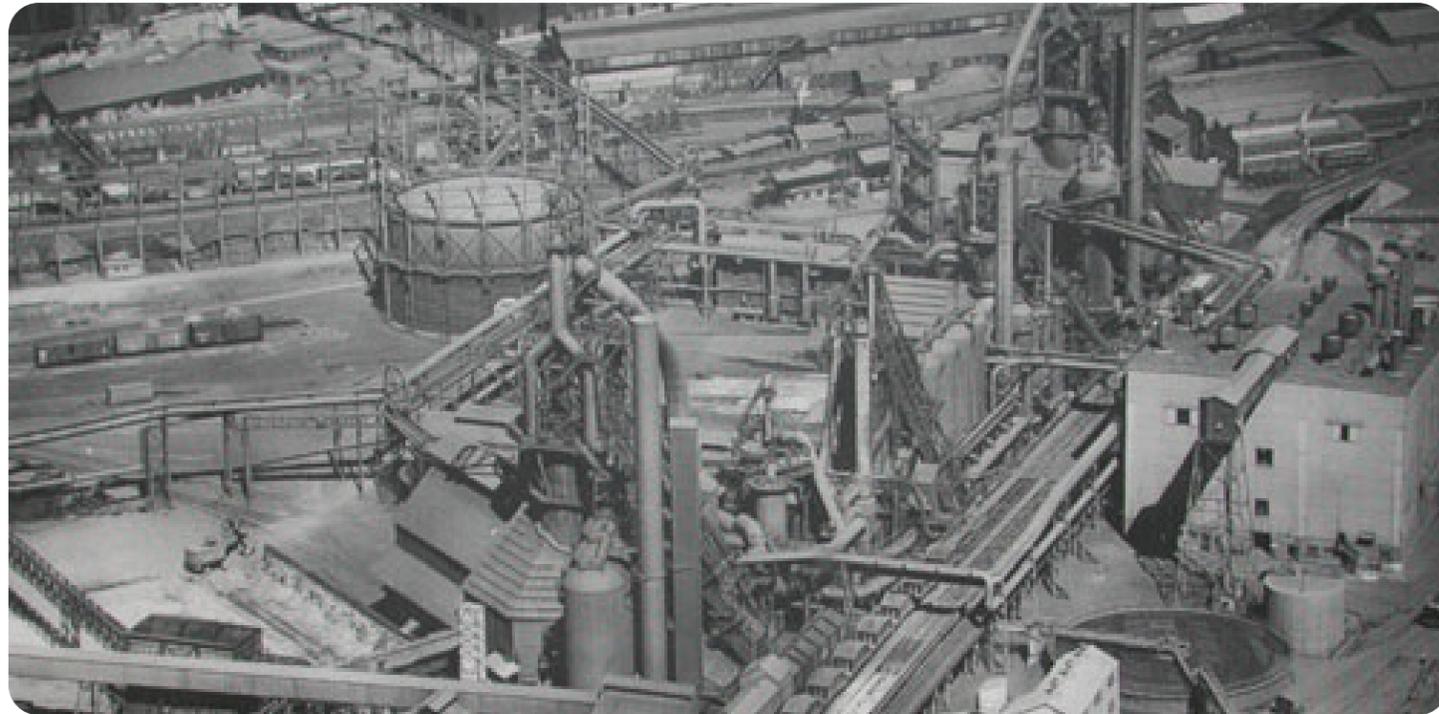
Brick in Hamilton



- Crawford Bros. on Macklin
- Frid Bros. on Hill
- George Frid on Main W.
- Edmund New on King W.
- Olman Bros. on Macklin
- Simpson Brick on Aberdeen
- George Walsh on Garth (Dundurn)

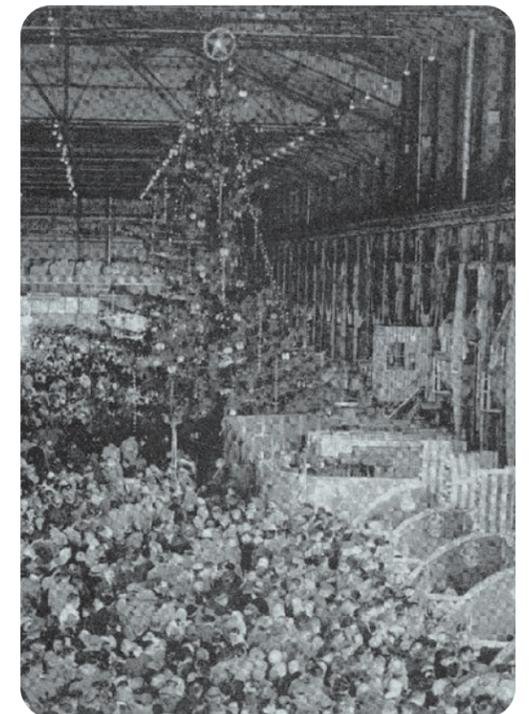


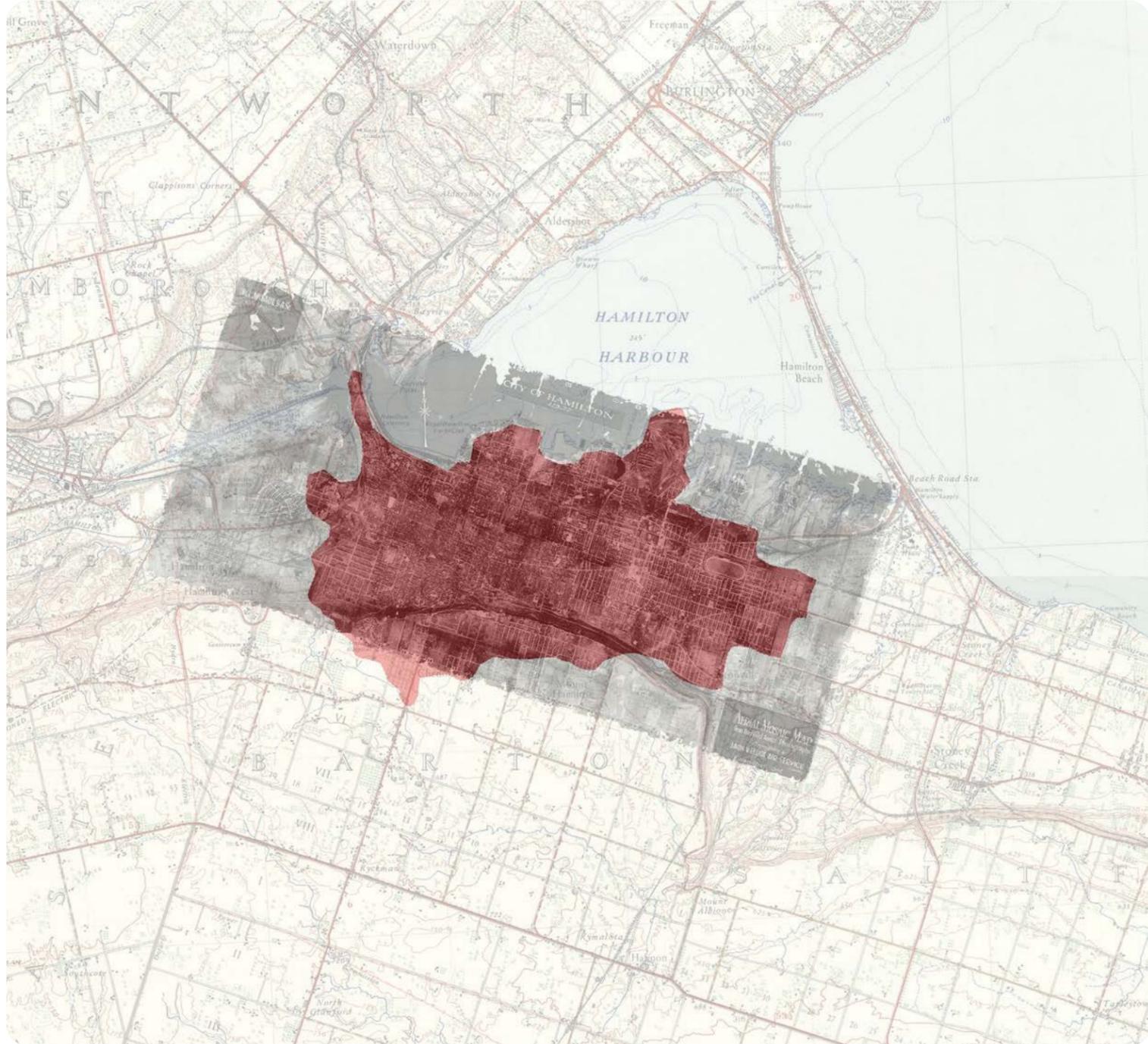
A CANADIAN BRICK PLANT — FANNING & FRIED, HAMILTON, ONT.



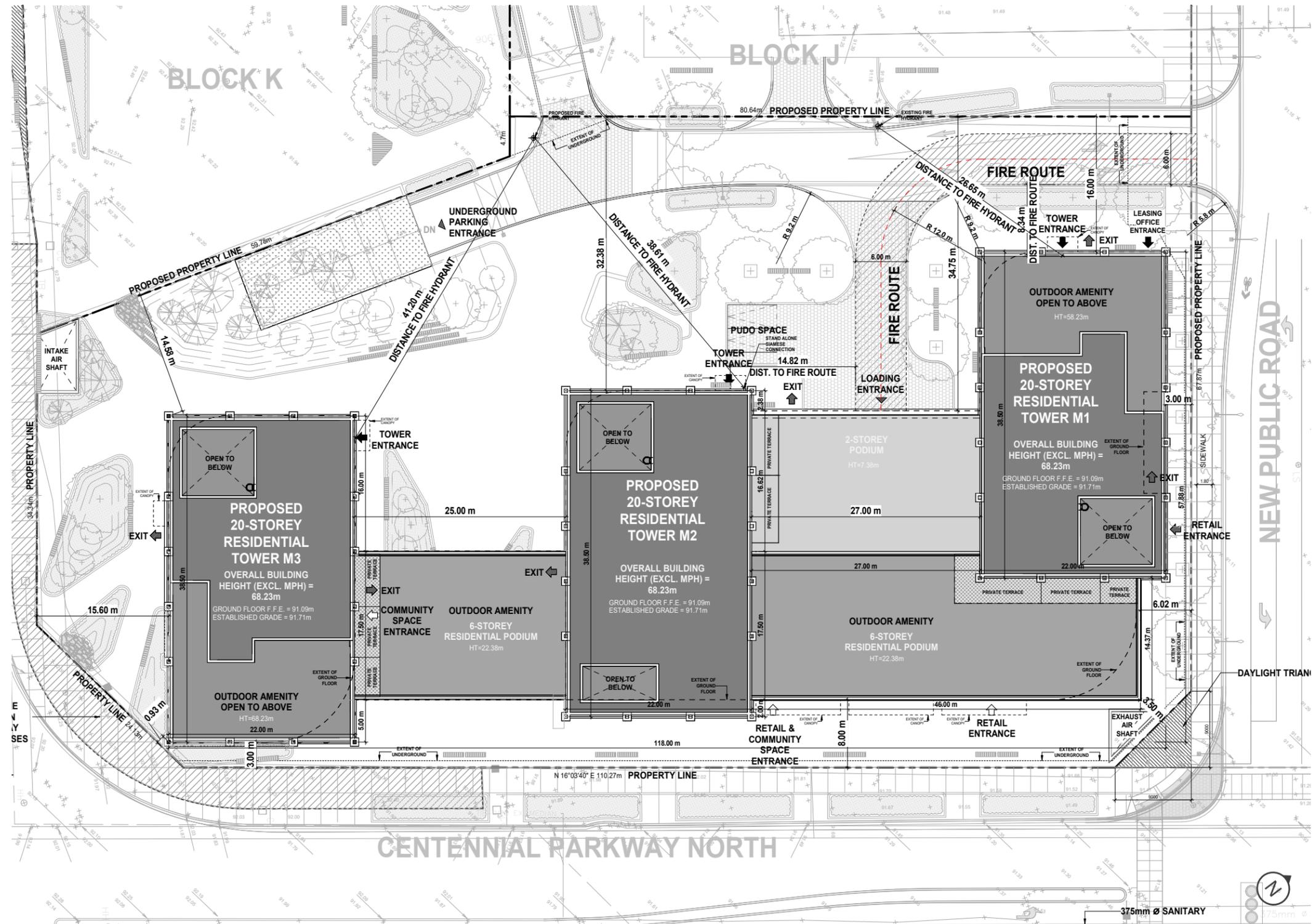
Largest Employers in Hamilton and When They Arrived

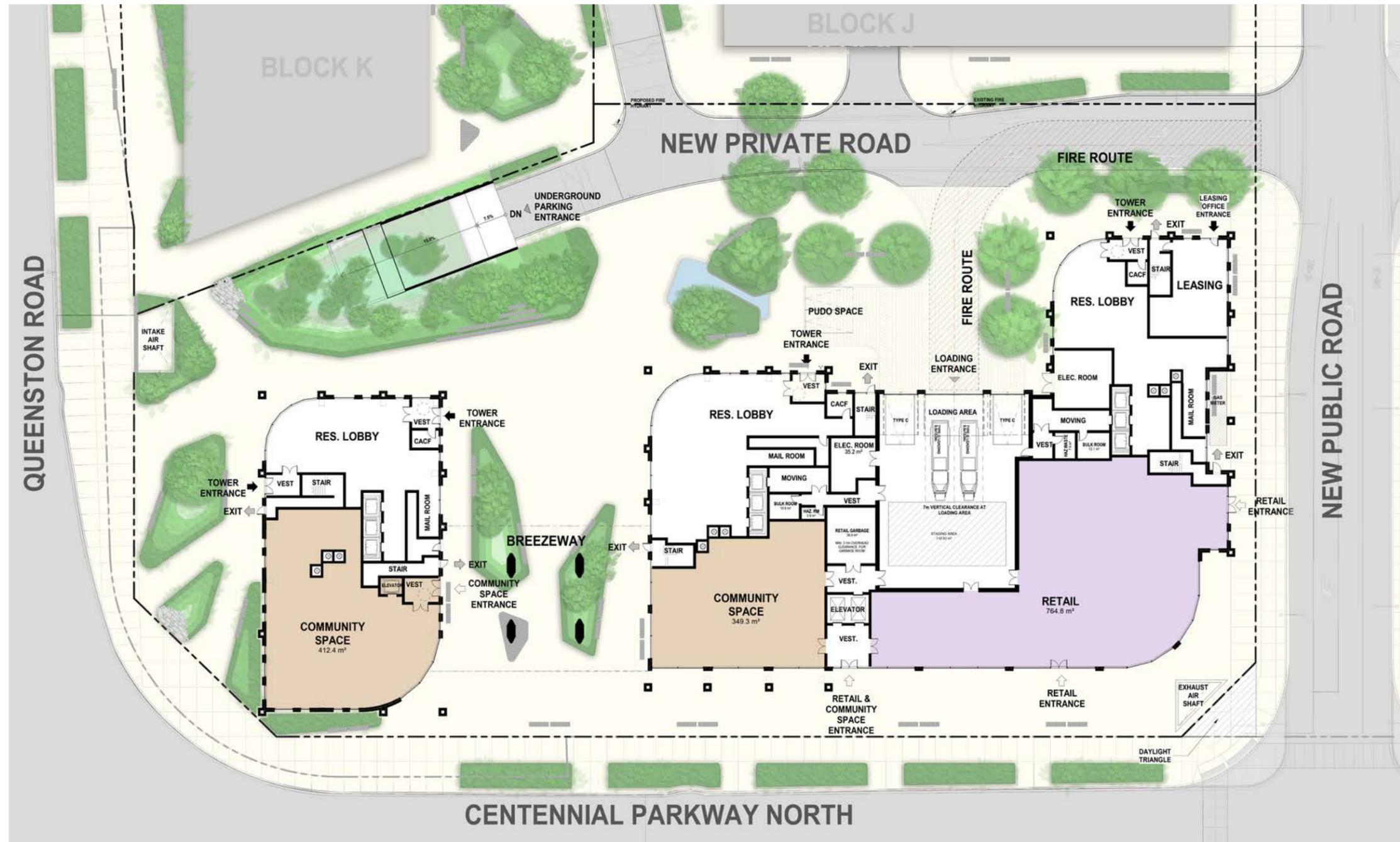
- 1897 - Westinghouse - Electrical Equipment and Household Appliances
- 1902 - International Harvester - Agricultural Implementations
- 1902 - Canadian Otis Elevator Company - Elevators and Forklifts
- 1910 - Stelco - Steel
- 1912 - Dofasco - Steel
- 1912 - National Steel Car - Railway Rolling Stock
- 1914 - Procter & Gamble - Consumer Goods
- 1930 - McMaster University - Education
- 1996 - Hamilton Health Services - Health





8.0 Architectural Plans





9.0 Landscape Concept

Landscape Concept - Master Plan



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Eastgate Square - Block 6
75 Centennial Parkway North, Hamilton

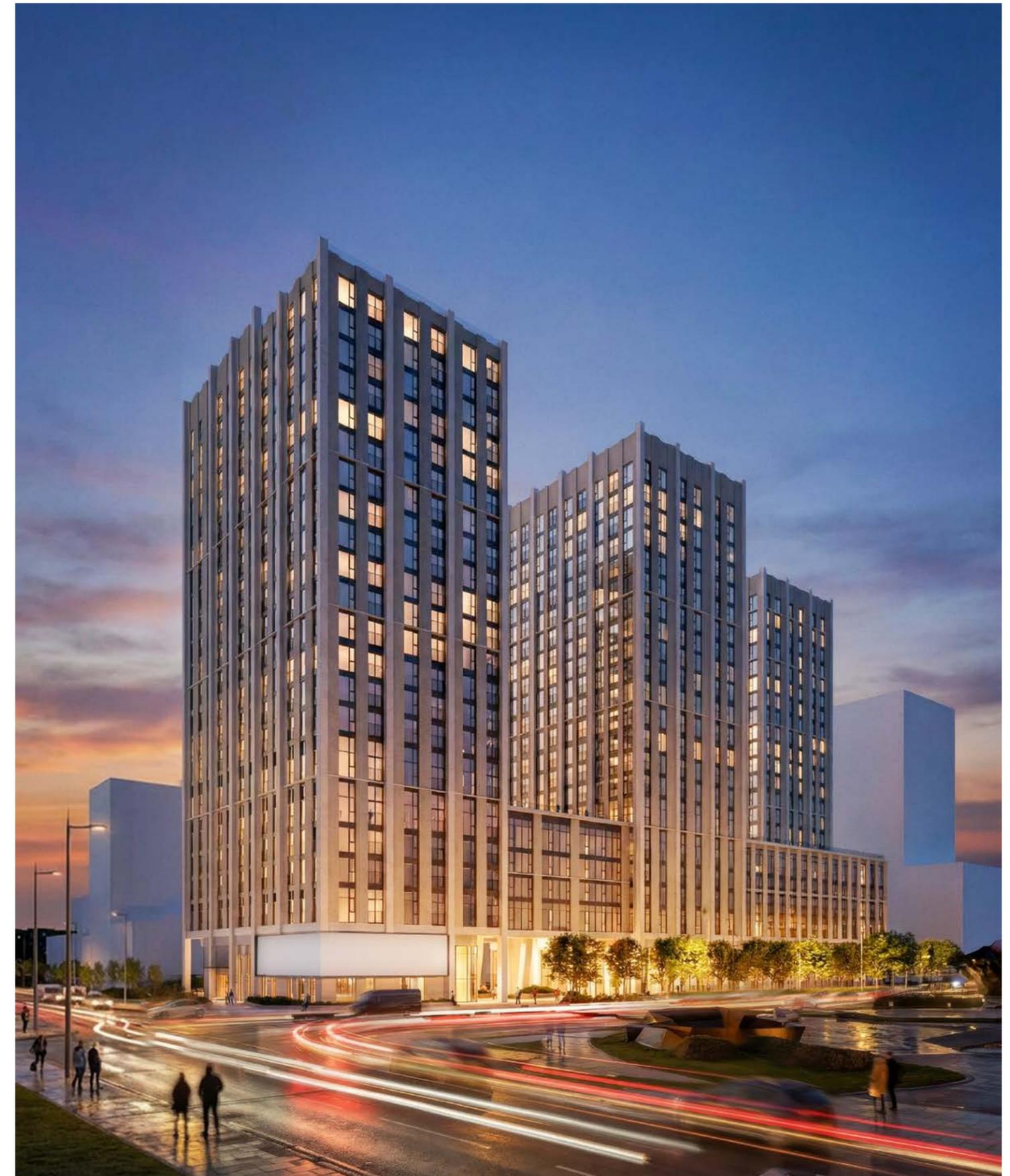
Landscape Concept - Block 6



10.0 Proposed Renderings



View looking southwest



View looking northwest



View looking southwest



Views looking west



Retail Frontage - Centennial Parkway North



Retail Frontage



Retail Frontage



Breezeway Pedestrian Access



Breezeway Pedestrian Access



Loading Access







11.0 Shadow Study

March 21st



MARCH 21 // 8:49 AM



MARCH 21 // 9:49 AM



MARCH 21 // 10:49 AM



MARCH 21 // 11:49 AM

Legend

- BLOCK 6
- PROPOSED BUILDING AS-OF-RIGHT
- PROPOSED BUILDING AS-OF-RIGHT SHADOW
- EXISTING MALL
- EXISTING MALL SHADOW
- PROPOSED OUTDOOR AMENITY
- PROPOSED PARK

PARK PROGRAM LEGEND

- 1 EVENT SPACE
- 2 OPEN LAWN
- 3 PICNIC ZONE
- 4 PLAY MOUND
- 5 PLAYFUL LANDSCAPE
- 6 REST GARDEN
- 7 RECREATION OPEN LAWN
- 8 SHOWCASE EVENT
- 9 COFFEE KIOSK & SEATING



MARCH 21 // 12:00 PM



MARCH 21 // 12:49 PM



MARCH 21 // 1:49 PM



MARCH 21 // 2:49 PM

Legend

- BLOCK 6
- PROPOSED BUILDING AS-OF-RIGHT
- PROPOSED BUILDING AS-OF-RIGHT SHADOW
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MARCH 21 // 3:49 PM



MARCH 21 // 4:49 PM



MARCH 21 // 5:49 PM



MARCH 21 // 6:03 PM

Legend

- BLOCK 6
- PROPOSED BUILDING AS-OF-RIGHT
- PROPOSED BUILDING AS-OF-RIGHT SHADOW
- EXISTING MALL
- EXISTING MALL SHADOW
- PROPOSED OUTDOOR AMENITY
- PROPOSED PARK

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- 9 COFFEE KIOSK & SEATING

12.0 Planning and Urban Design Framework and Analysis

Urban Hamilton Official Plan and Centennial Neighbourhoods Secondary Plan

The Urban Hamilton Official Plan “UHOP” designates the subject property as *Mixed Use - High Density* on Schedule E-1 - Urban Land Use Designations and further identifies the site as a *Sub - Regional Service Node* on Schedule E - Urban Structure. The permitted uses for the *Mixed Use - High Density* designation include multiple dwellings, commercial uses (such as retail stores, auto and home centres, home improvement supply stores, offices, medical clinics, personal services, financial establishments, live work units, artist studios, restaurants), as well as a variety of institutional, entertainment, and recreational uses. The proposed apartment, retail/commercial and community uses are permitted in the Urban Hamilton Official Plan.

Further, Queenston Road and Centennial Parkway North adjacent to the site are identified as “Pedestrian Focus Streets” by Section E.4.3. Policies for Pedestrian Focus Streets are provided in Section 4.3.4 and include the following, among others:

- a. A minimum of 75% of the block face located between two roads shall be developed with buildings;
- b. Buildings shall be built up to the streetline and parking, driveways or lanes shall not be permitted between the buildings and the street, except as set out in E.4.3.4 g);
- c. Each building or store front shall face onto the pedestrian focus street with the main entrance of each building or store and substantial fenestration facing on to the street;
- d. On-street parking shall be provided where feasible and appropriate;
- e. A minimum height of two storeys shall be encouraged;
- f. Single use buildings exceeding a ground floor area of 5,000 square metres shall generally be directed to the interior of a property with smaller stores oriented onto the pedestrian focus street in front of the larger stores. Alternatively, larger stores could be located up to the streetline provided they are lined with smaller stores, multiple entrances, or other similar means to animate the streetscape;

With respect to design, Policy E.4.5.12 provides that areas designated *Mixed Use - High Density* are intended to develop in a compact urban form with a streetscape design and building arrangement supporting pedestrian use and circulation and the creation of a vibrant people place. Further, Policy 4.5.14 requires that applications for new development shall demonstrate how the policies for a pedestrian focus street where applicable, and the creation of a vibrant people place are being achieved.

The subject site is also located within the Centennial Neighbourhoods Secondary Plan (the “CNSP”) according to UHOP Volume 2: Appendix A - Secondary Plan Index Map. The land use designations for the CNSP are provided in Map B.6.7-1 - Land Use Plan, which designates the site as *Mixed Use - High Density*. The Secondary Plan further identifies perimeter of the site surrounding Queenston Road and Centennial Parkway North include a Pedestrian Focus Streets.

More specific policies for the *Mixed Use High Density* designation are provided under Section B.6.7.7.4, which requires that maximum building heights shall be in accordance with Map B.6.7.2 to the CNSP. Map B.6.7-2 provides that the maximum building height for the site is 20 storeys. The minimum height requirement for buildings fronting Queenston Road is 3 storeys (6.7.5.1 g).

Further, where residential development is proposed, high density buildings are encouraged to achieve a density of at least 100 units per hectare or greater of the developable site area. The proposed Site Plan achieves this minimum density target as 696 residential units are proposed over a net site area of 0.946 hectares (~735 units per hectare).

With respect to the Pedestrian Focus Streets designation, Section B.6.7.7.5 of the UHOP, Volume 2, provides the following additional policies:

- a. All lands designated *Mixed Use - Medium Density* and *Mixed Use - High Density* identified as pedestrian focus streets shall have a minimum height of 2 storeys;
- b. Notwithstanding Policy B.6.7.7.5 a), for properties adjacent to Queenston Road, the minimum height shall be 3 storeys;
- c. Pedestrian focus streets shall be a focus for retail activity and shall provide pedestrian oriented design at grade along the street;
- d. Development shall provide a high level of streetscape design to assist in the creation of complete streets;
- e. New buildings shall be built close to the street to provide street presence and enclosure;
- f. Building entrances shall be emphasized as a focal point of a building’s façade and be placed in highly visible locations where they provide an opportunity to animate the street;
- g. Minor setbacks of portions of a building from the primary building face in order to enhance the public realm and accommodate public amenity space shall be permitted;
- h. Notwithstanding Policy E.4.3.4 b) of Volume 1, where multiple buildings are located on a single site, buildings may be located in the interior of the site as long as the development provides an adequate block face along the pedestrian focus street, in accordance with Policy E.4.3.4 a) of Volume 1 and the Zoning By-law.

City of Hamilton Zoning By-law 05-200

In addition to the above, the subject site is identified as Site Specific Policy Area F per Map B.6.7-4. In this regard, policy B.6.7.18.6(a) identifies the site as the largest commercial site in the secondary plans area, and it is therefore essential that the site continues to function as a Sub-Regional Node with a retail function. Policy B.6.7.18.6(h) provides that new development is intended to have a gradation of building heights across the larger Eastgate Square site, with the lowest heights along the westerly and northerly edges of the site, transitioning to higher heights along Queenston Road and Centennial Parkway, and towards the intersection of Queenston Road and Centennial Parkway.

The proposed development of the subject site conforms to the urban structure and land use policies of the UHOP and CNSP, particularly through the intensification of an under utilized portion of the lands with an area planned for high-density, mixed-use development adjacent to the planned Eastgate Square LRT station. The proposed residential, retail/commercial and community uses are permitted within the UHOP and CNSP. The proposed ground floor uses will animate the public streetscapes and the introduction of the public outdoor plaza spaces and breezeway will help facilitate a pedestrian-orientated development and will facilitate a sense of place. Generous building setbacks are proposed along both street frontages to facilitate public realm improvements such as additional tree plantings, landscape features, and street furniture while also framing the public streets with good proportion and providing a sense of enclosure. The proposed development of Block 6 has been carefully designed and phased within the overall subdivision to ensure the existing important community and commercial function of the larger Eastgate Square site will not be impacted. Detailed construction management plans are being prepared as part of the Site Plan Control application. The proposal conforms with the maximum height requirement of 20.0 storeys identified in the CNSP.

The subject site is subject to the City of Hamilton Zoning By-law 05-200 (the "ZBL"), as amended. The subject site is zoned Transit Oriented Corridor Mixed Use High Density, Exception 633 (TOC 4-633) in the ZBL.

The TOC 4 Zone permits a wide range of commercial, retail, service, office, and residential uses, including dwelling units within mixed use buildings. Public uses such as a library or community centre are also permitted as per Section 4.4 of By-law 05-200, which permits public uses in all zones (subject to conditions). The TOC 4 zone provides regulations related to setbacks, building heights, gross floor areas and parking.

Exception 633 provides further regulations for the site as displayed on Figure 18 - Centennial Parkway North (Eastgate Square) of Schedule F - Special Figures, which divides the site into Areas A and B with special regulations for each area. The subject site is located in Area B. Within Area B, the minimum building height abutting Queenston Road is 11.0 metres and the minimum height abutting Centennial Parkway North is 7.5 metres, while the maximum building height is 62.0 meters.

Other applicable zoning regulations include a maximum setback from a streetline of 3.0 metres and interior side yard setbacks, only where abutting residential or institutional zones (which this site does not). The subject site is in Parking Rate Area 1 (PRA 1) and therefore there is no minimum residential parking requirement with a required minimum visitor parking rate of 2 spaces plus 0.05 spaces/unit. The minimum parking requirement for non-residential uses varies based on use. At this time, the proposed development complies with all applicable vehicle and bike parking requirements.

Minor variances are expected to permit a building setback beyond the maximum of 3.0 metres. Increased setbacks to facilitate public realm improvements are encouraged through the UHOP and CNSP and in our view are appropriate. Full justification will be provided upon submission of the Minor Variance application.

Variances to permit an increase in metric height beyond the 62.0 metres and to permit a ground floor height of 5.5 metres are also required. These are required to facilitate the proposed ground floor community and retail/commercial uses as well as to accommodate appropriate heights for each storey for structural and mechanical purposes.

Downtown Hamilton Tall Building Guidelines

While the site is not located in the Downtown area, the Downtown Hamilton Tall Building Guidelines are generally used through the City's development process to guide the development of tall buildings in other areas of the City.

In terms of building articulation, the Tall Building Guidelines provide that tall buildings will generally consist of a base, tower and top portion. The following exceptions are provided:

- On corner lots, at gateways, within a view terminus or to provide for a more public realm, the building's middle may extend down to the ground level without a distinct building base, as a means of enhancing the architecture expression and singularity;
- The extent of the area without base shall nonetheless be kept to a minimum and be designed to mitigate the impact of wind at the pedestrian level;
- Depending on the location and height of the tall building, the tower top might not be visible from street level and may not be necessary; and
- Other exceptions to this form may be considered on a site-specific basis, provided that the overall intent of the Official Plan is met.

In terms of placement, building bases should generally be placed parallel to the property line and/or centreline of the street, in a fashion that brings uniformity to the built form and frame the street, and the façades of the building base should align with adjacent building façades and align with the existing street wall; if there is none, a new street wall should be designed in coordination with adjacent blocks. In addition, no building face along a public street should generally be longer than 70 m; buildings over 40 m in length shall break up their perceived mass with articulation and/or changes in materials.

With respect to the tower portion, the maximum gross floor area for the floor plate of the tower portion of a tall building proposed should not exceed 750 square metres for residential purposes and 850 square metres for offices. Further, towers should be separated by at least 25 metres with a minimum 12.5 metre setback from the side and rear property lines to allow for adequate light, views and privacy. With respect to the top portion, rooftop mechanical equipment, as well as stair and elevator towers should be sized and located so that they are screened from view from the street.

While Downtown Hamilton Tall Building Guidelines are not directly applicable to the subject site, they have been taken into consideration in the design of the building to ensure a high-quality, attractive design that will not result in adverse impacts. The buildings have been sited parallel to the property lines and provide a sense of enclosure adjacent to the public sidewalk while also providing for space to accommodate public realm enhancements which will contribute to the pedestrian focus street environment. The 6-storey building base and shared podium provides good proportions with the adjacent public street right-of-ways. The towers achieve the minimum recommended separation of 25 metres between towers and provide for tower setbacks of at least 12.5 metres from interior side lot lines. Projecting balconies are not currently proposed. Tower floorplates are generally consistent with the recommended maximum of 750 square metres with tower floorplates of approximately 800 square metres. Further, the building length has been broken up through articulation with a 2-storey breezeway feature within the podium, and the mechanical penthouse elements have been adequately screened from view.

