



PROJECT **BACKGROUNDER** (VERSION 1.0)

Developer

Farahi Group of Companies

Project Site

530 & 540 Exmouth Street / Sarnia / ON

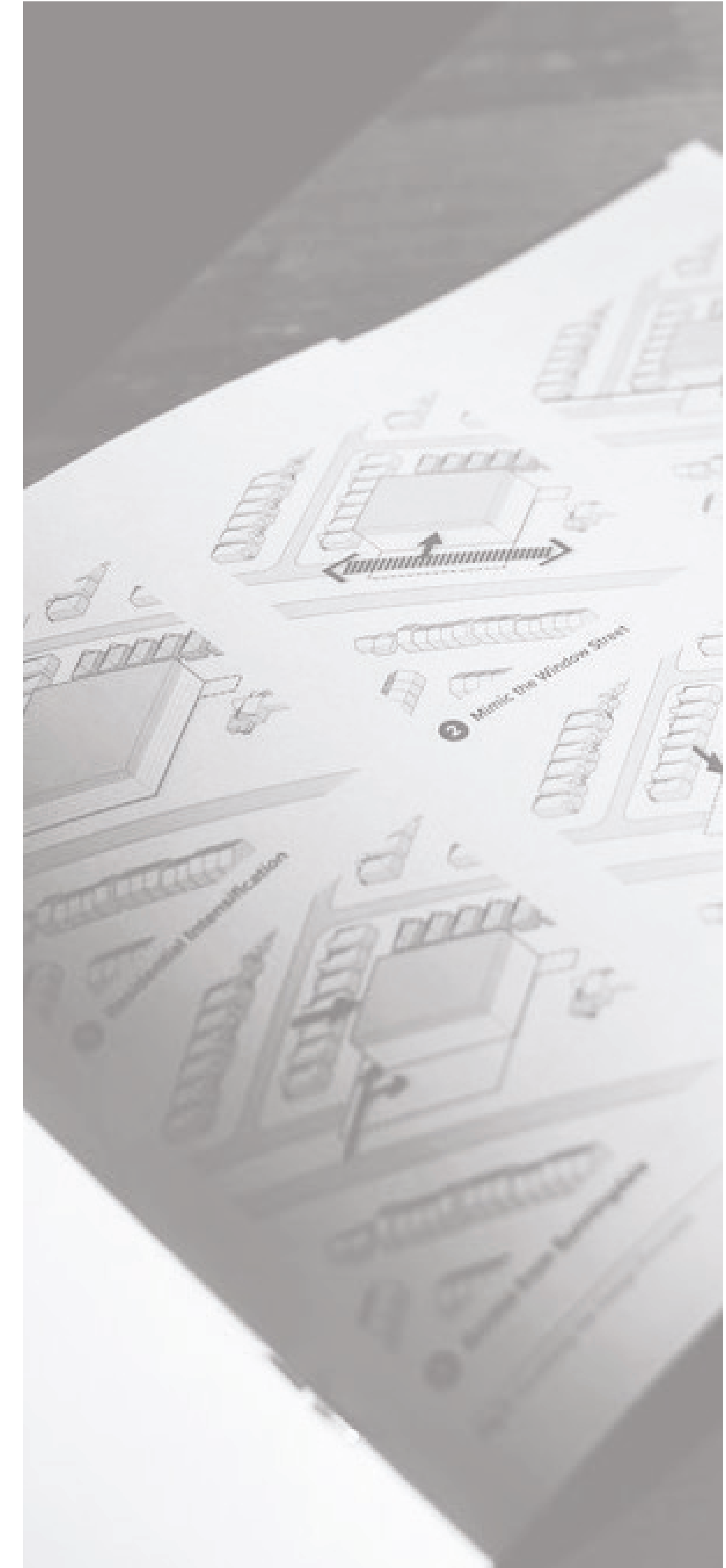
Flip through to learn more about the future vision and planning process for the project site.

PURPOSE

This backgrounder has been created to share information about the planned redevelopment of 530 & 540 Exmouth Street in Sarnia, 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 concept plan 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 Sarnia
3. The concept plan/design that has been developed based on those factors
4. Next steps and how your feedback will be considered by the developer



PROJECT SITE

The project site is comprised of two legal parcels, municipally referred to as 530 & 540 Exmouth Street in the City of Sarnia. The site is located on the north side of Exmouth Street at the intersection of East Street N and immediately south of Highway 402.

SITE AREA

1.52 Ha

DEPTH

530 Exmouth Street: 104m

540 Exmouth Street: 91m

FRONTAGE

530 Exmouth Street: 60m

540 Exmouth Street: 85m

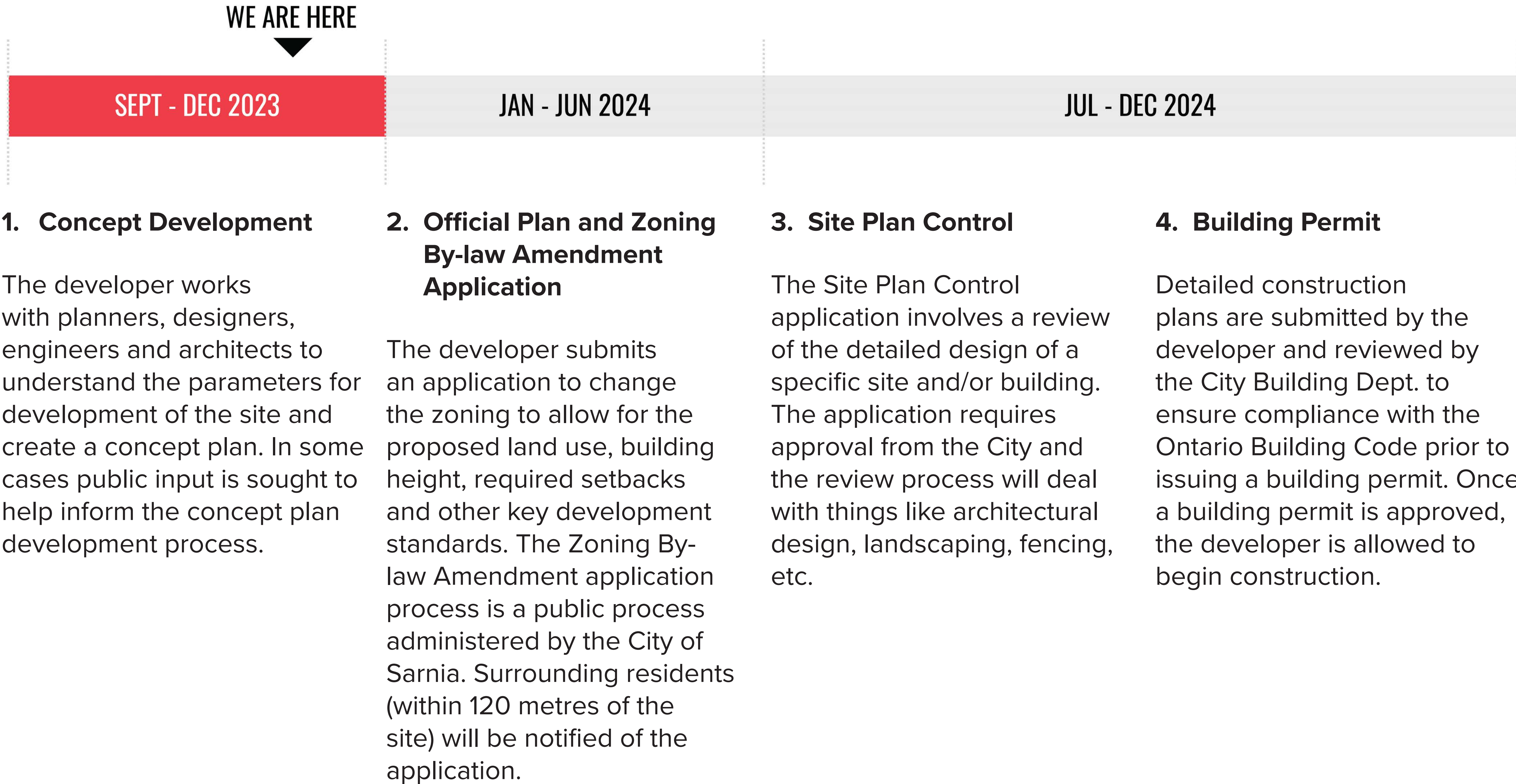
EXISTING USE

Vacant (Zoned General Commercial 1)



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 530 & 540 Exmouth Street 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 Sarnia. 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 Sarnia. 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

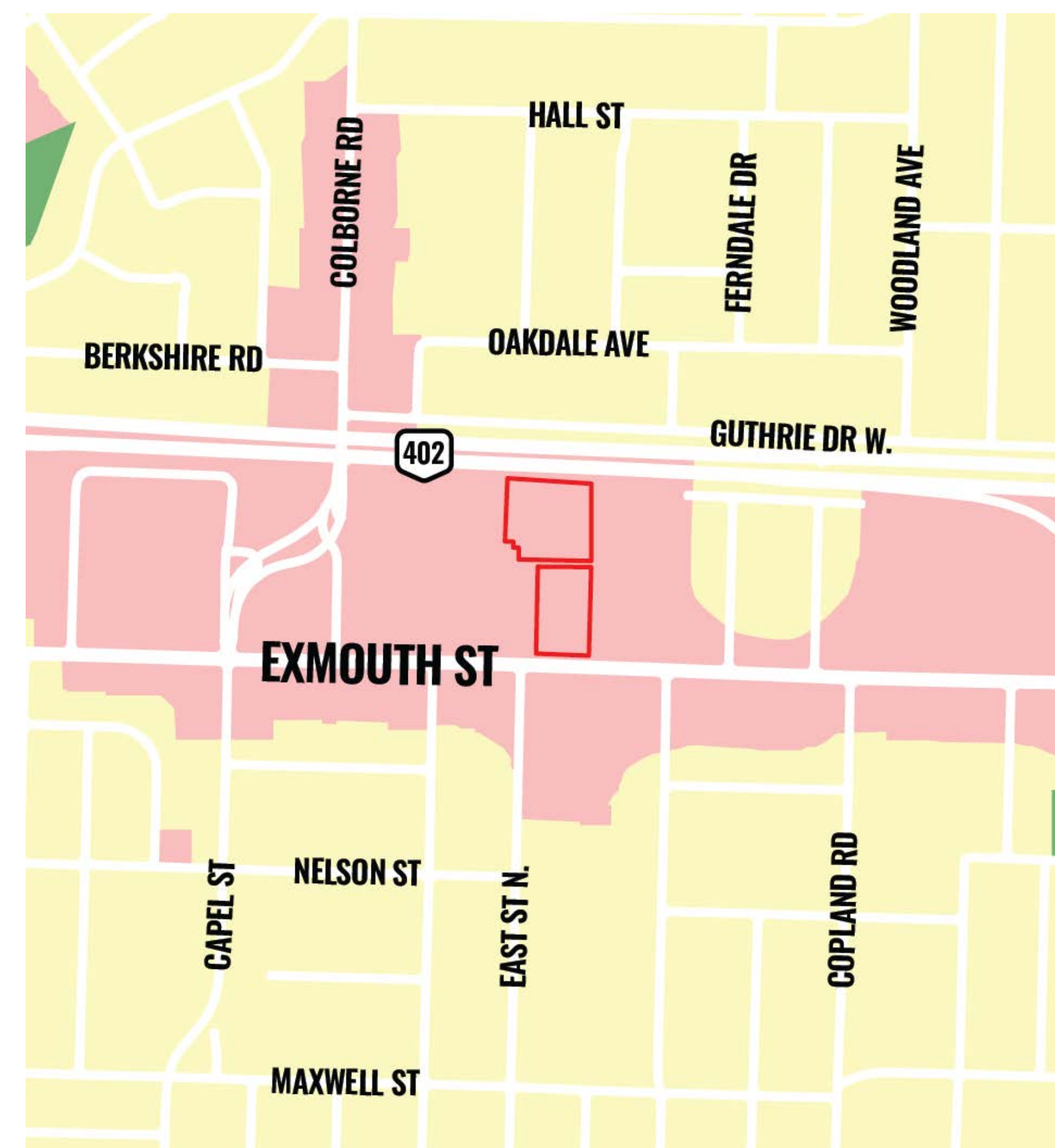
Not all parts of a neighbourhood are planned equal. The types of uses, building forms and densities that can be developed on a given site varies depending upon the specific Official Plan policies for that site. The key applicable policies for 530 & 540 Exmouth Street are highlighted below.

Summary

The project site is within a Strategic Growth Area as identified in the City Structure Plan. Intensification opportunities in the form of high-density and mixed use development are intended for these areas. The project site is designated “Mixed-Use Corridor I” which is intended to develop as a mixed-use and transit supportive corridor. This designation permits a full range of mid-rise and high-rise residential, office, recreational, cultural, entertainment and community uses.

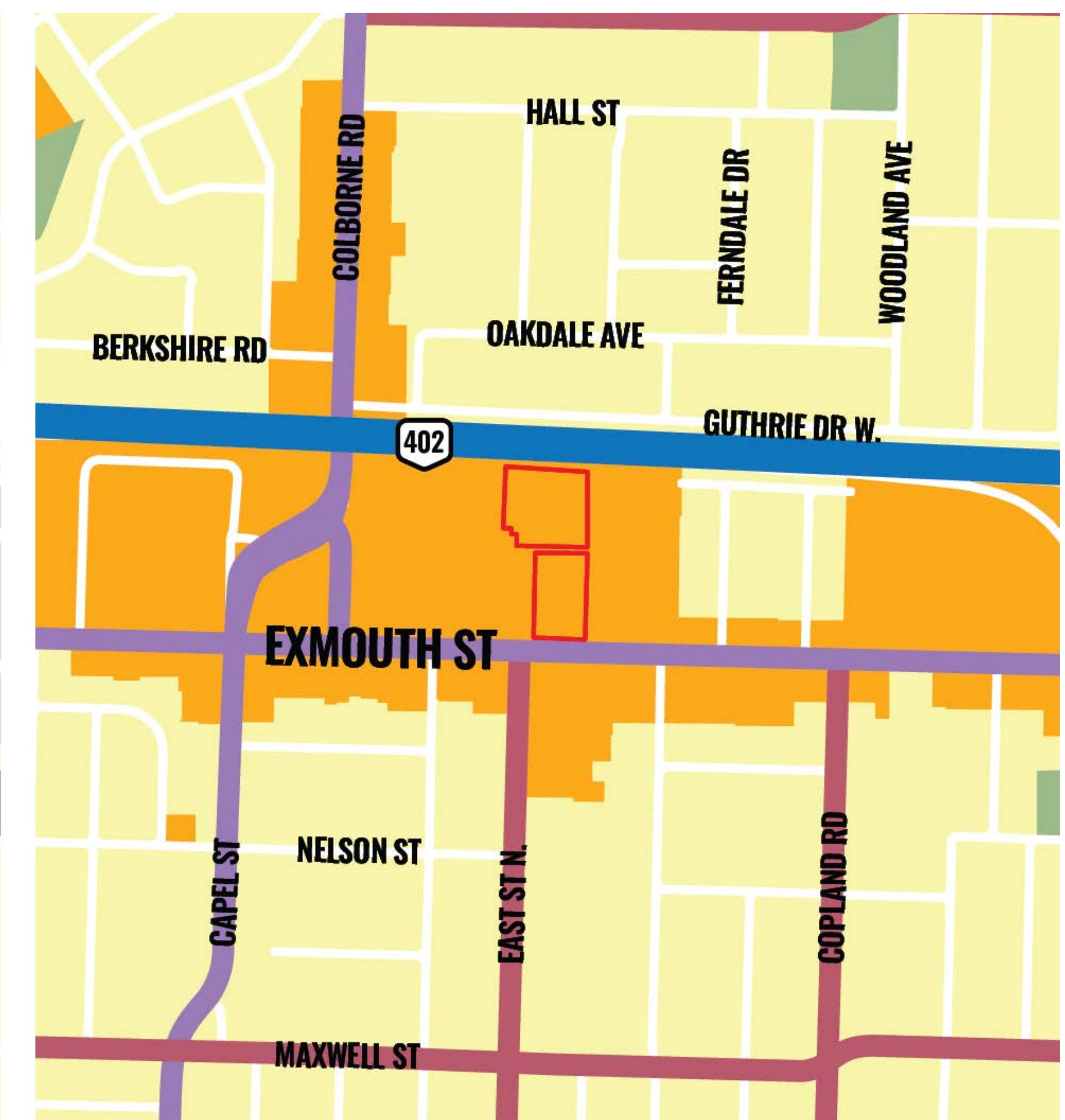
The project site has direct frontage on an Arterial City Road and a Provincial Highway. These roads are intended to accommodate high traffic volumes and to act as major transit corridors. Direct access from neighbouring properties to Arterial Roads is discouraged.

/ City Structure



- Strategic Growth Area
- Existing Community Area
- The Greenlands System

/ Land Use and Transportation

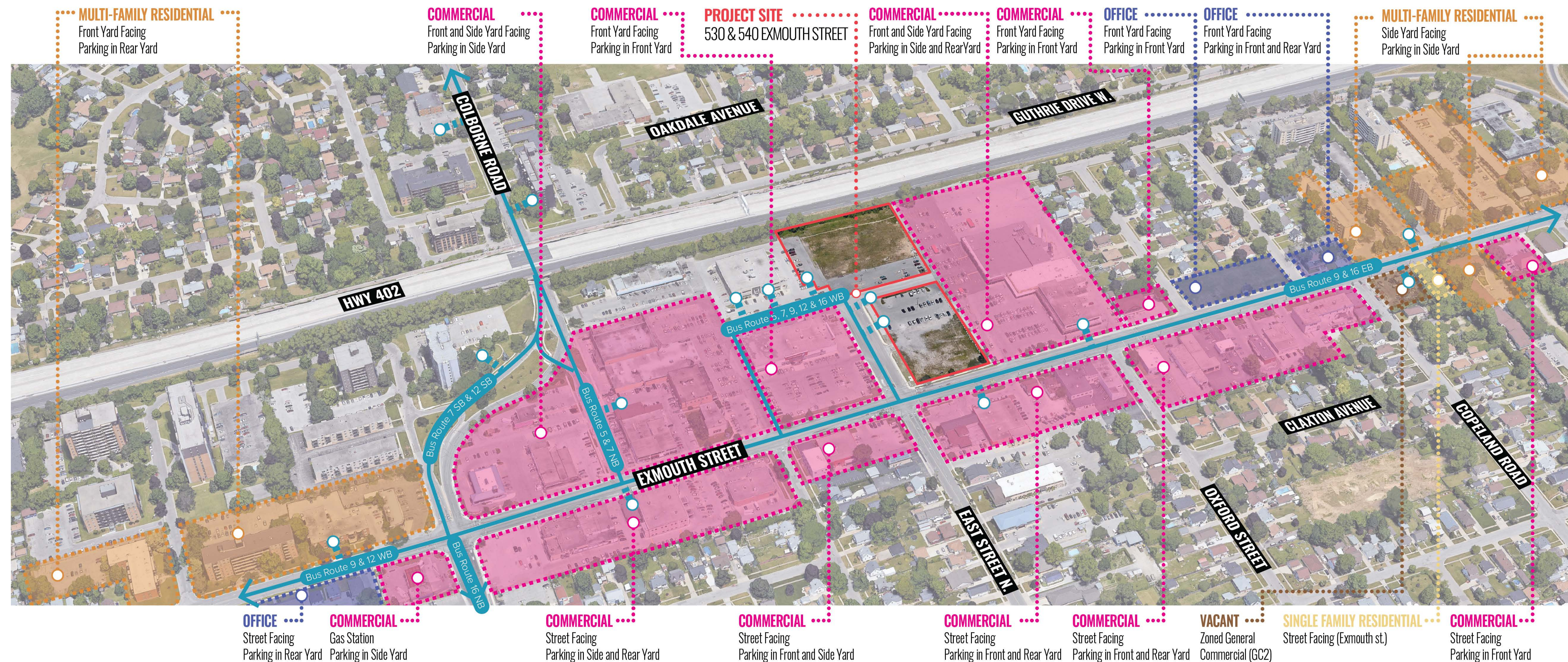


- Mixed Use Corridor I
- Existing Neighbourhood
- Parks and Open Space
- Arterial City Road
- Collector Road
- Provincial Highways

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.



What We Heard Report

To “close the loop” by clearly documenting and sharing all feedback that was shared and our response to it.



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.



Servicing Report

To examine the capacity of local sanitary and stormwater management infrastructure and identify any needed improvements.



Stormwater Management Brief

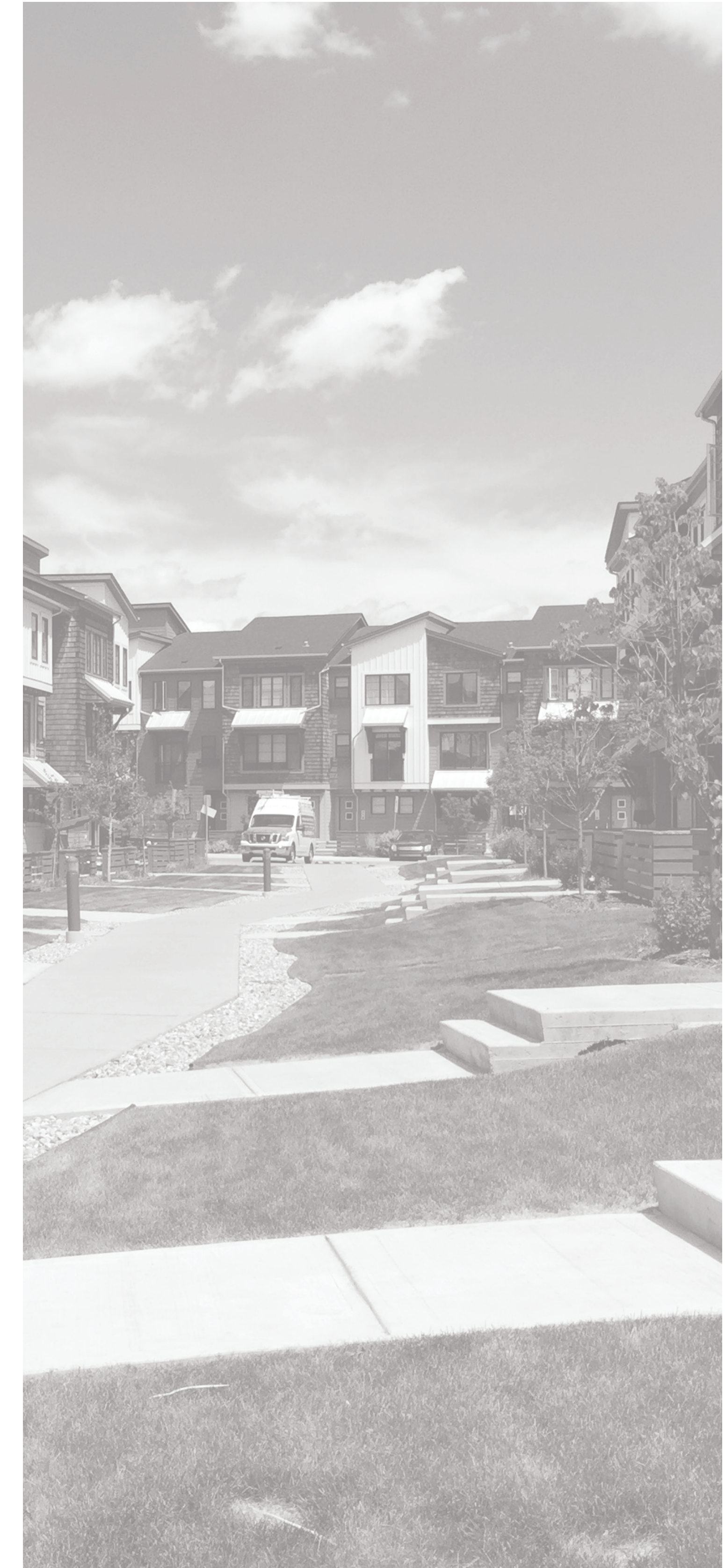
To examine the capacity of stormwater management infrastructure and identify any needed improvements.



Transportation Impact Study

To assess existing infrastructure and traffic patterns in the area, understand any potential impacts of new traffic and identify any corresponding needs for improvements.

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



CONCEPT PLAN: STATISTICS



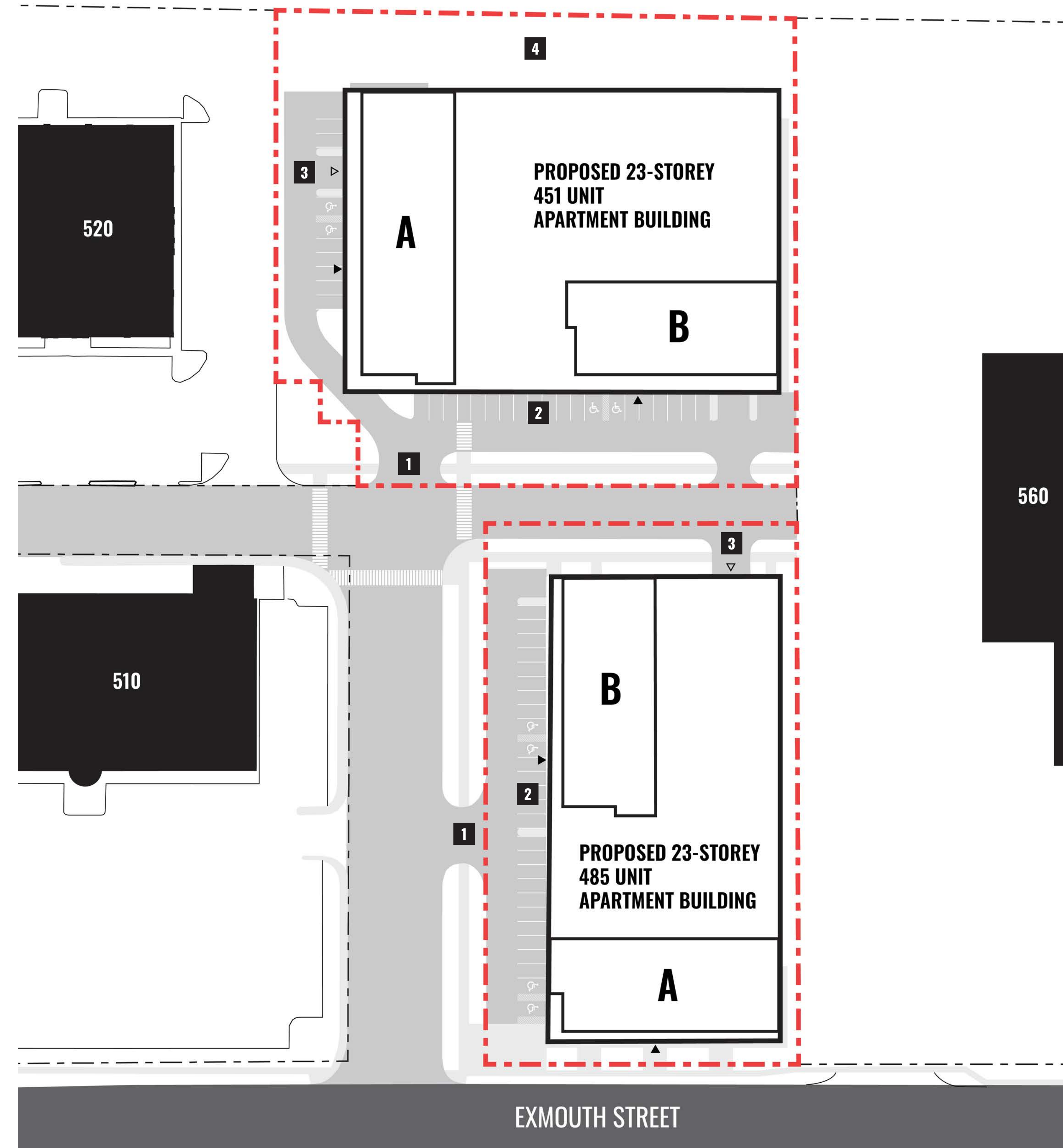
CONCEPT PLAN: **BUILDING RENDERING**



Aerial view looking northeast from Exmouth Street.

Artist's Rendering

CONCEPT PLAN: SITE LAYOUT

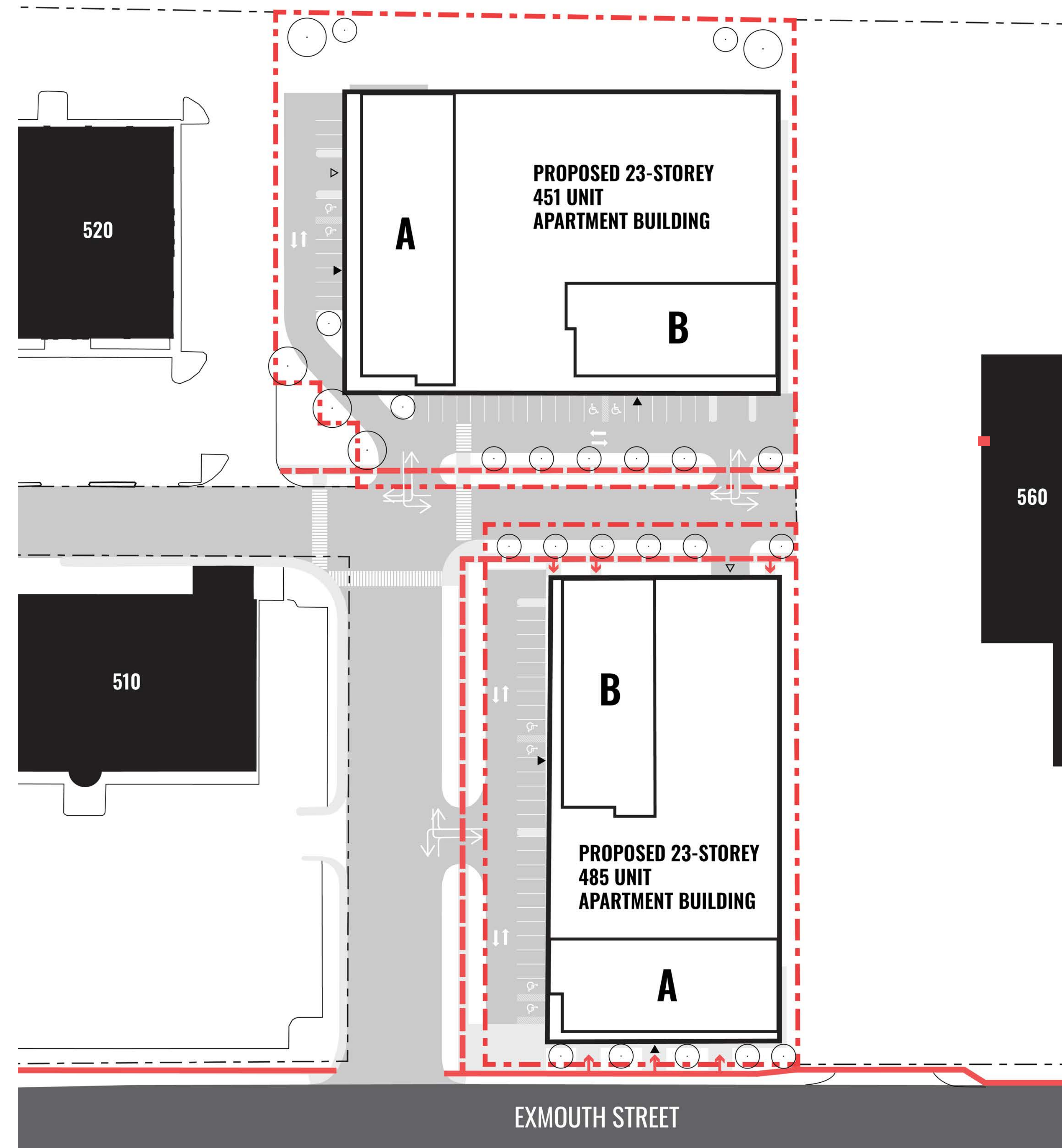


LEGEND

- ▲ Individual Unit Entrances
- △ Garage Entrances
- Site Boundary
- New Building Footprint
- 1 Existing Site Access
- 2 Visitor Parking Area
- 3 Parking Garage Access
- 4 Common Outdoor Amenity Area

Note: This simplified site concept plan has been prepared based on the detailed site concept plan by Baird AE. It is meant to aid in illustrating the key attributes of the development concept. For dimensions and full site details, please refer to the 2023-11-15 conceptual site plan.

CONCEPT PLAN: CIRCULATION

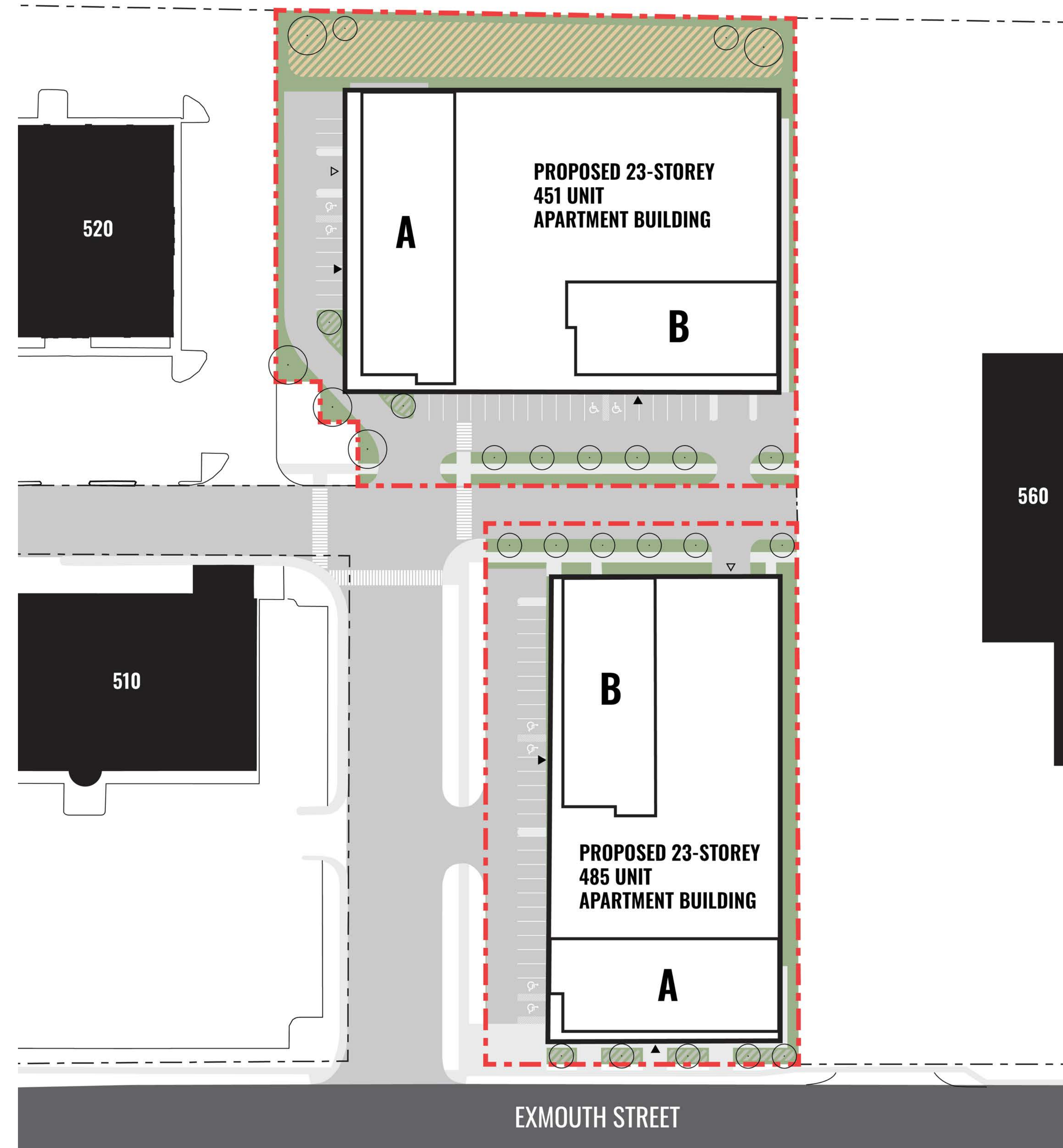


LEGEND

- ▲ Individual Unit Entrances
- △ Garage Entrances
- Site Boundary
- New Building Footprint
- ▬ Existing Sidewalk
- ▬ Proposed Sidewalk
- Pedestrian Circulation
- Vehicular Circulation/ Movements

Note: This simplified site access and circulation plan has been prepared based on the detailed site concept plan by Baird AE. 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 2023-11-15 conceptual site plan.

CONCEPT PLAN: LANDSCAPE



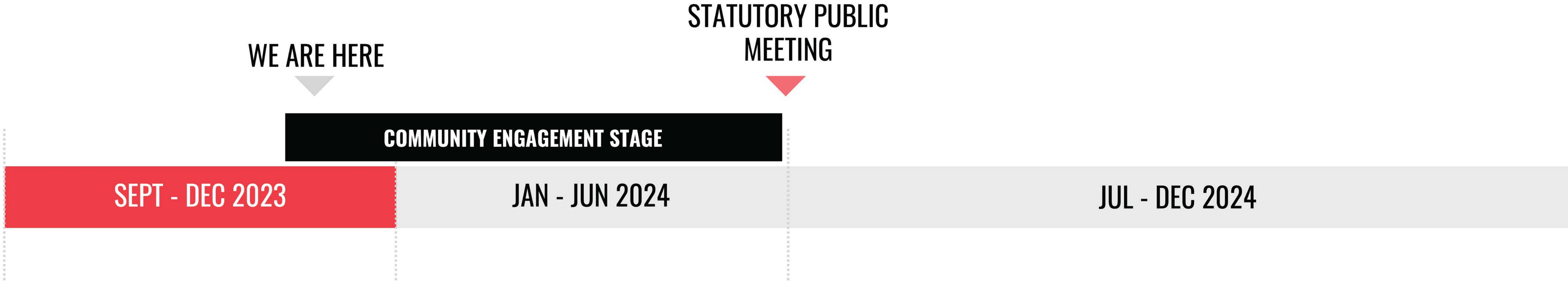
LEGEND

- ▲ Individual Unit Entrances
- △ Garage Entrances
- Site Boundary
- New Building Footprint
- Potential Tree Location
- Landscaped Area
- Enhanced Landscaping
- Common Amenity Area

Note: This simplified landscape plan has been prepared based on the detailed site concept plan by Baird AE. 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 Sarnia.



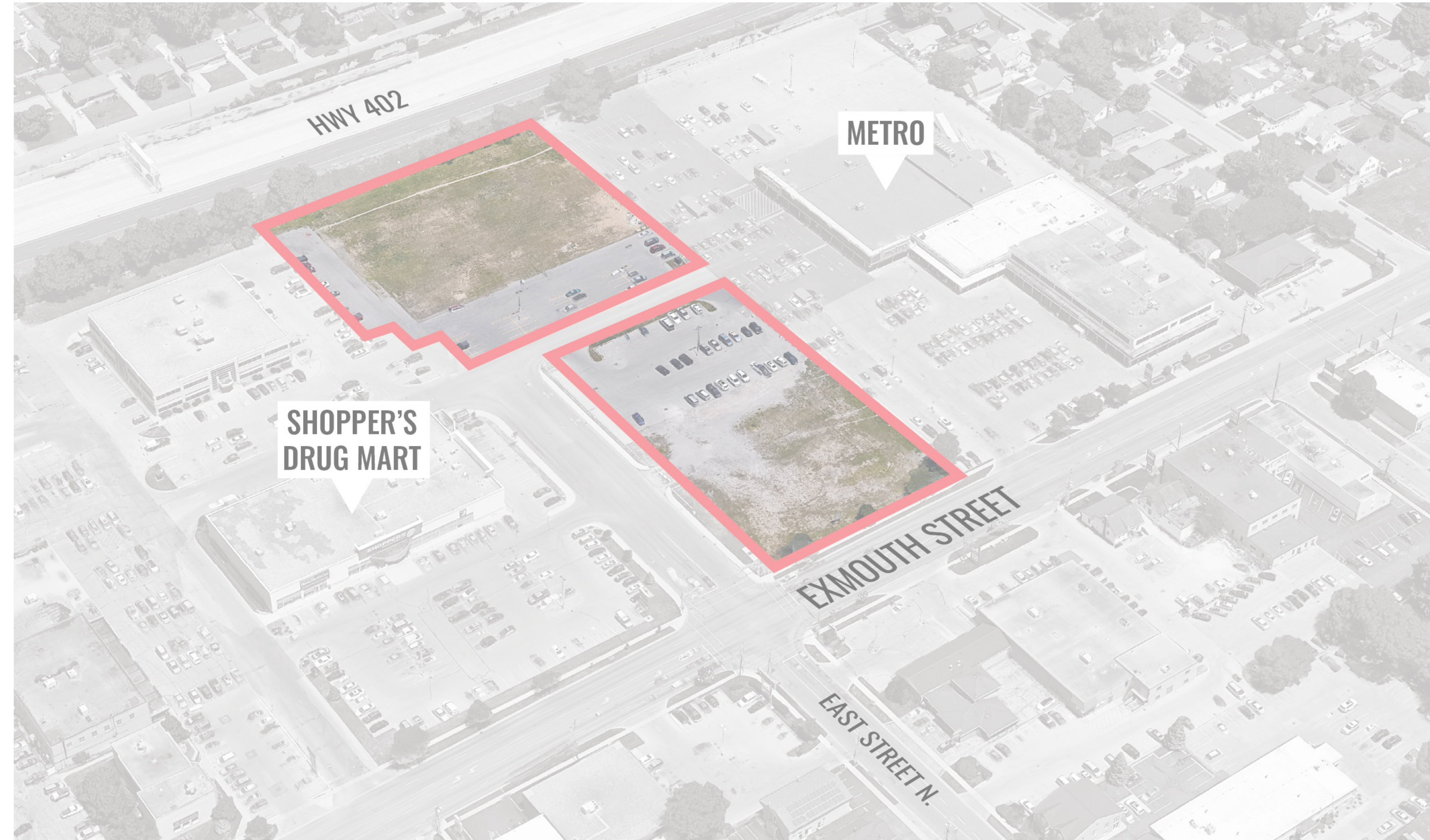
STAGE 1:

Applicant-Led

- Info Postcards
- Project Website
- ▶ • Virtual Community Info Session
- What We Heard Report

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 what we have heard and our team's response to it.