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# 60-66 MOORE STREET

PLANNING JUSTIFICATION REPORT



### August 15 2025

## **60-66 Moore Street Planning Justification Report**

**Submitted By**DS Studio Inc Toronto / Ottawa

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### **MUNICIPAL ADDRESS**

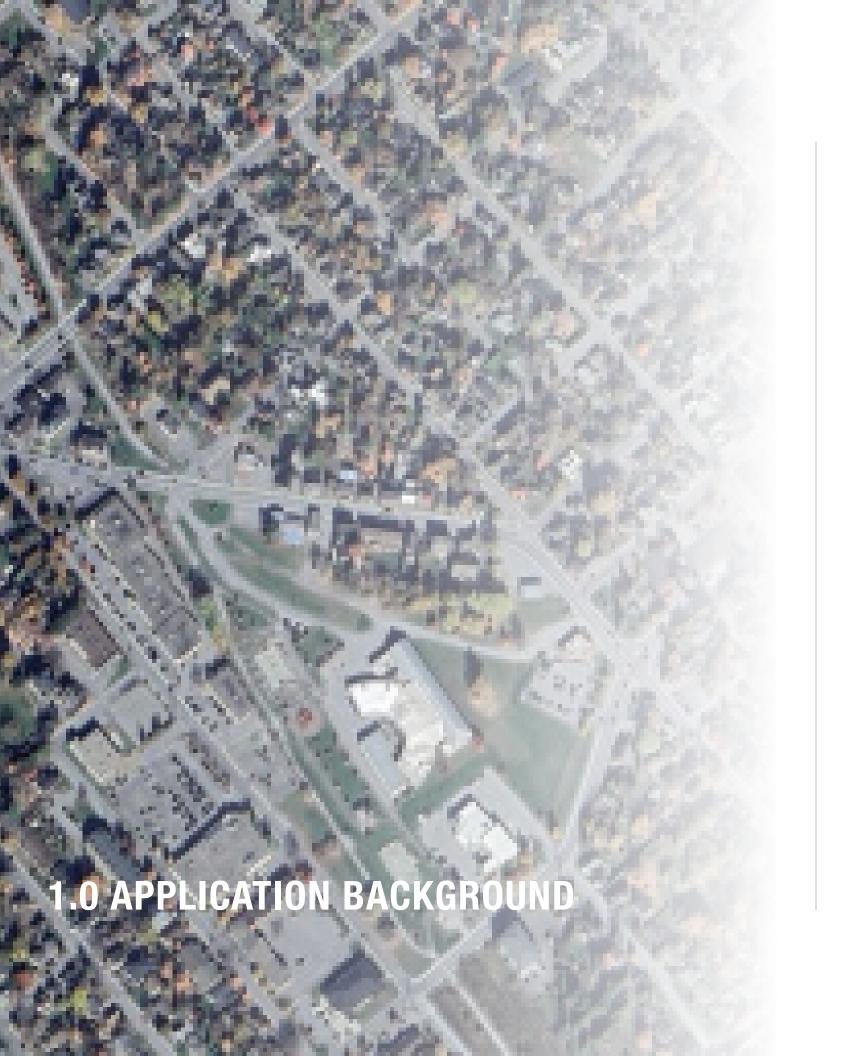
60-66 Moore Street, Carleton Place, Ontario

### PROPERTY LEGAL DESCRIPTION

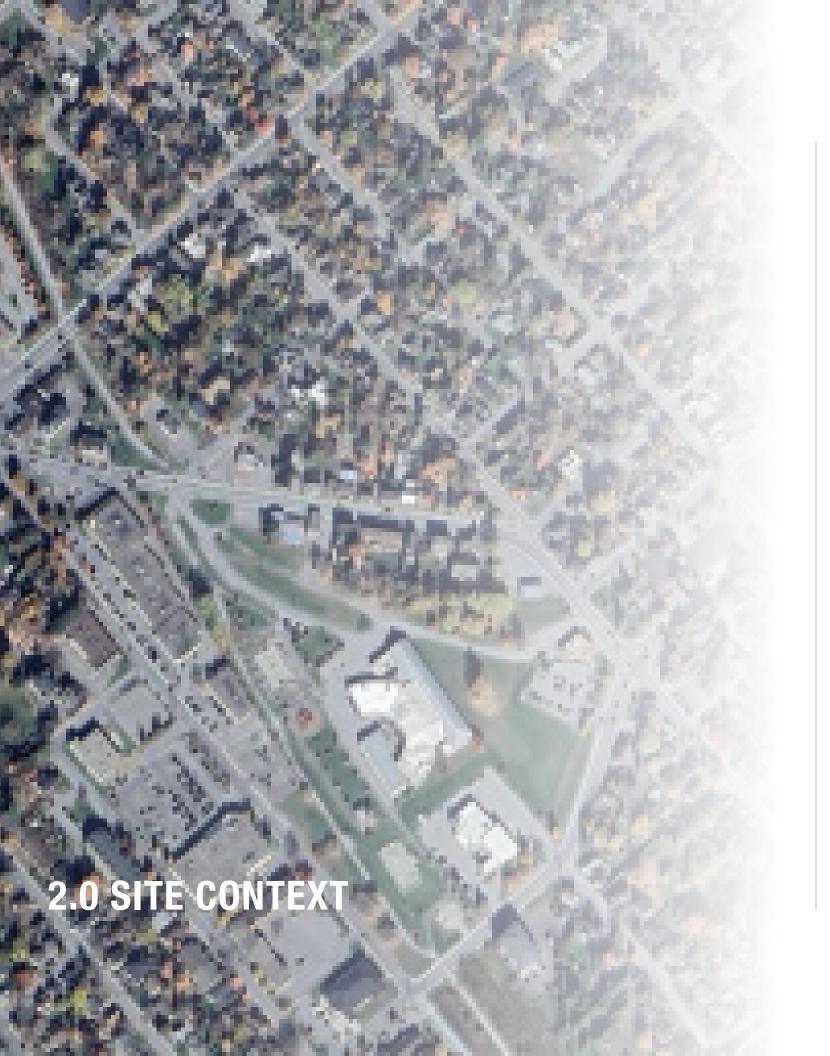
Part of Lots 1, 2 & 3
Registered Plan 376
Part of Park Lot 17
Registered Plan 230
Section E
and Part of Lot 14
Concession 11
Geographic Township of Beckwith
Town of Carleton Place
County of Lanark

### **APPLICATION DESCRIPTION**

The purpose of this Class 1A Developmental Permit application is to propose the redevelopment of the site at 60-66 Moore Street in Carleton Place as it is a non-residential development that generally meets the requirements, standards and provisions of the Development Permit Area and the Built Form Design Criteria as expressed in Section 14 of the current Zoning By-Law but requires relief from one of these requirements. The proposed variance has very minimal impact on adjacent properties with no mitigation required.







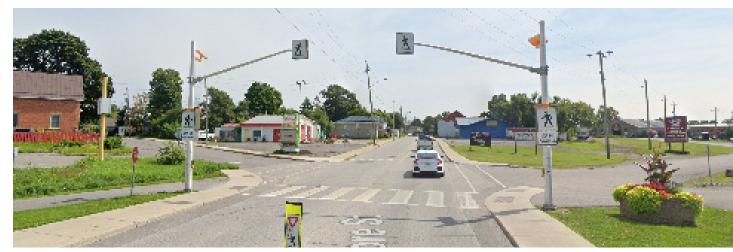
### **EXISTING SITE CONDITIONS**

The subject property, municipally known as 60–66 Moore Street, comprises an irregularly shaped parcel with a long frontage along Moore Street and variable lot depths. The site is partially paved, with unpaved areas consisting primarily of compacted gravel and grass patches along the periphery. The topography is generally flat and largely devoid of significant landscape features.

The property is currently occupied by two single-storey commercial buildings. The larger structure, clad in blue metal siding with a pitched roof, accommodates the Joe Mamma Cycles retail store. The smaller structure, finished in white metal siding with a flat roof, is located nearby. Vegetation on the property is minimal, consisting primarily of grassed areas and four small trees located at the rear of the bicycle store.

To the rear, the site abuts the Wool Growers property and its access drive, with the Ottawa Valley Trail situated beyond. Overall, the site is underutilized in its current form, with limited built form, minimal landscaping, and a lack of cohesive site planning to maximize its development potential.





MOORE STREET AND MUNRO STREET INTERSECTION - VIEW OF PROJECT SITE CORNER



MOORE STREET LOOKING EAST - VIEW OF PROJECT SITE MOORE STREET FRONTAGE



ACCESS ROAD TO WOOL GROWERS LOOING NORTH - VIEW OF REAR PROJECT SITE



60-66 MOORE STREET AERIAL VIEW



### LOCATION AND SURROUNDING CONTEXT

60-66 Moore Street is strategically located adjacent to Carleton Place's Downtown District, positioning it as a key anchor for extending pedestrian and commercial activity into Moore Street. With ongoing streetscape enhancements in the Downtown District—such as sustainable landscaping, street activation and pedestrian safety—this project aims to align with that vision, fostering an inviting and vibrant urban environment. Additionally, its proximity to the Ottawa Valley Rail Trail provides a seamless connection to nearby recreational amenities.

### SITE HISTORY

Carleton Place, established in 1819, grew from a small milling settlement into a thriving industrial town. The Moore family played a pivotal role in its early development, with J.P. Moore constructing a log home near the project site in the 1870s. Renowned for its lumber and textile industries, the town's industrial heritage has shaped its architectural character. Today, Carleton Place balances its rich history with modern growth, preserving its legacy through industrial revival building typologies housing a number of local businesses.

### **ADJACENT ATTRACTIONS**

The site benefits from its proximity to key attractions that contribute to Carleton Place's vibrancy. Adjacent to the Canadian Wool Growers, a year-round draw for visitors, and the lively Carp Creamery, a seasonal hub with ample seating and a playful design, the site is well-positioned to enhance this critical corner lot. Additionally, the multi-use trail linking pedestrians and cyclists to nearby recreational amenities strengthens connectivity, making this site a dynamic and inviting destination for residents and visitors alike.



BRIDGE STREET - VIEW OF MAIN STREET CHARACTER



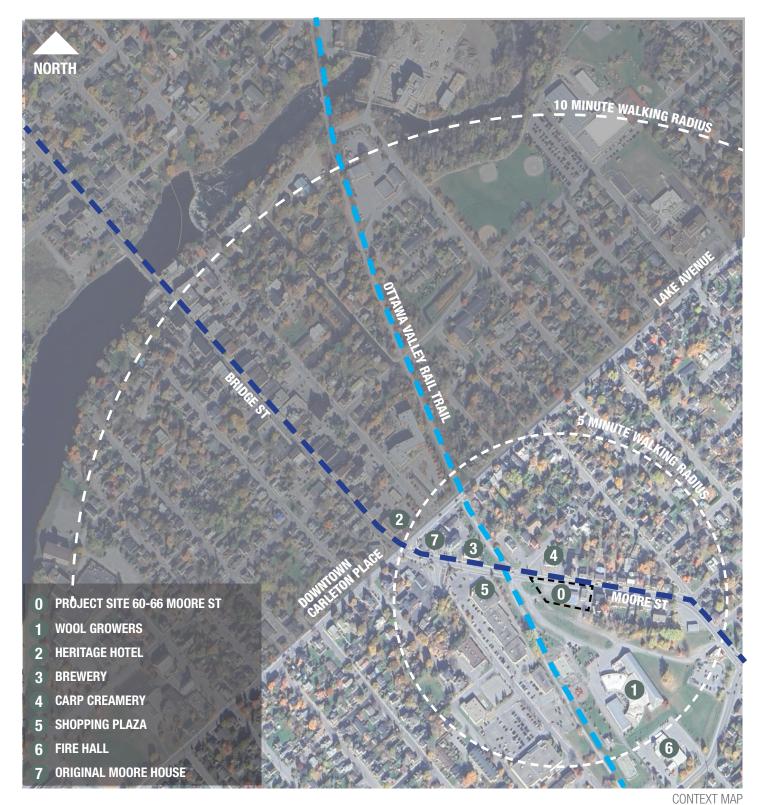
OTTAWA VALLEY RAIL TRAIL - VIEW OF RECREATIONAL CONNECTION



WOOL GROWERS - VIEW OF ADJACENT INDUSTRIAL REVIVIAL BUILDINGS



CAR CREAMERY - VIEW OF COLORFUL ICE CREAM PARLOR ACCROSS PROJECT SITE







MOORE STREET AND MUNRO STREET INTERSECTION - VIEW OF PROJECT SITE CORNER



MOORE STREET LOOKING EAST - VIEW OF PROJECT SITE MOORE STREET FRONTAGE



MOORE STREET LOOKING EAST - VIEW OF BUILDINGS ADJACENT TO PROJECT SITE

### MISSISSIPPI TRANSITIONAL ZONE

The Mississippi Transitional Sector serves as a vital connection between Carleton Place's historic downtown and its surrounding areas, with zoning provisions intended to foster a vibrant, mid rise mixed-use environment. This zone supports commercial, residential, and institutional uses that promote economic growth while activating the public realm along prominent town thoroughfares, enhancing connectivity and the pedestrian experience

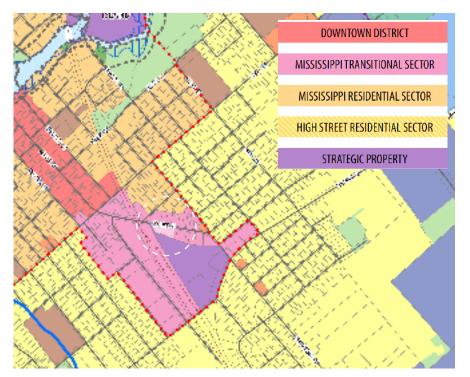
This zone encourages a lively transition between the traditional historic town center and adjacent areas of modern urban growth.

### **CONNECTION AND WALK-ABILITY**

Our project redevelops an existing commercial property, improving pedestrian-friendly design and promoting a strong street presence.

Conveniently located within a short walk of Bridge Street and the Ottawa Valley Rail Trail, the site enhances connectivity for to recreational amenity users, and downtown foot traffic by providing pedestrian sidewalks throughout the site.

Through the introduction of indigenous landscaping, lighting strategies and a 360-degree building design, the project creates a welcoming pedestrian environment from all faces of the development. Streetlevel commercial spaces further activate the Moore Street frontage.



CARLETON PLACE ZONING MAP



PROJECT SITE LOCATION





### **MASTER PLAN**

Our master plan reflects the site's unique wedge-shaped frontage that faces Moore Street, the Wool Growers and open landscaping of the Ottawa Valley Rail Trail. The building's design offers a pedestrian-friendly and human-scaled experience from all sides. By activating the street edge with engaging storefronts, landscaping, and architectural features, the design fosters a vibrant and welcoming environment which engages with the public realm along Moore St. A key element is anchoring the corner with signage, greenery, and distinct architectural detailing, establishing a strong visual identity for the site and strengthening its role as a cornerstone for Moore Street's evolving streetscape. The location of the main entrance and signage for the anchor tenant faces both Moore Street and the trail to further emphasize the multi-faceted design for the building - that there is no front or rear to the building - it is accessible from all directions.

The building is centrally positioned, allowing for vehicular circulation along the rear to maintain uninterrupted pedestrian activity at the front. The rear edge of the site, which faces the Wool Growers property and the recreational trail, has been carefully designed to maintain visual continuity and connectivity with the recreational spaces beyond. This strategic layout provides 360-degree visibility, ensuring that all sides of the building contribute to engaging with, and activating the surrounding community.

To reinforce a strong presence on all sides, a variety of design strategies have been implemented, as outlined throughout this section.



### 360-DEGREE FRONTAGE

The Moore Street frontage is designed to maximize pedestrian engagement, with a widened urban width sidewalk and multiple entrances strategically placed along the street to activate the public realm. Prioritizing a walkable, human-scaled experience, the design incorporates a landscaped pad of indigenous planting, illuminated signage, and street-level lighting to create a safe, inviting and dynamic edge.

### **360 SITE VISIBILITY**

Positioned at the center of the site, the building allows for seamless vehicular and pedestrian circulation on all sides, ensuring 360-degree visibility and accessibility. The rear of the building holds equal prominence to the front, designed to visually connect with the Wool Growers for activations and community events. Thoughtful architectural articulation, landscaping, and lighting will enhance both front and back facades, creating a cohesive and engaging environment throughout the site.

### **WASTE COLLECTION**

As per Developmental Permit By-Law Section 3.28.1 Waste collection is strategically managed by locating storage at the site's furthest corner from Moore Street, concealed within a fully enclosed structure to maintain aesthetics. The double-width drive aisle ensures seamless access for waste collection vehicles, optimizing site circulation while maintaining an efficient and unobtrusive waste management system.

### **CORNER ANCHOR**

The site's unique geometry naturally lends itself to a prominent corner anchor, reinforcing its visual and architectural presence. By emphasizing strong massing articulation, strategic signage placement, and integrated landscaping, the design creates a distinct focal point at the corner. Architectural detailing enhances street visibility and identity, ensuring the building serves as a landmark within the evolving Moore Street corridor.

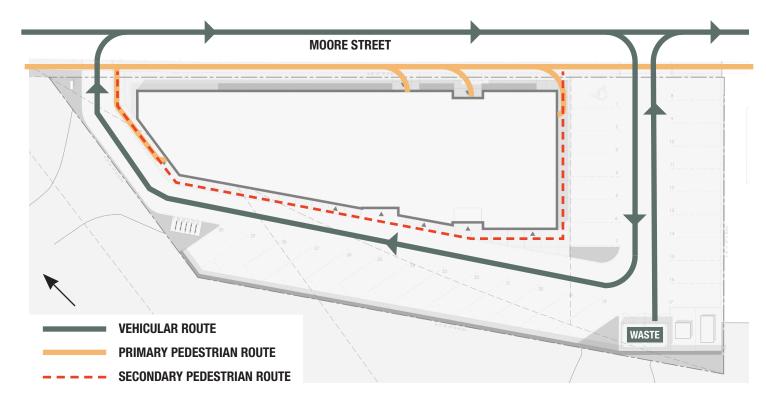
### FRONT YARD LANDSCAPE BUFFER

Due to the constraints of the site's geometry and the functional requirement to provide adequate on-site parking, a full 5-metre front yard landscape buffer cannot be accommodated. However, to address the intent of the Town's bylaws and to enhance the streetscape, a continuous planting strip with a dense hedge has been incorporated along the front property line. This landscape treatment serves to screen the parking area from the public realm and maintain a high-quality visual interface with Moore Street, aligning with the overall objectives of the Town of Carleton Place's by-laws.



INSPIRATION IMAGE OF WASTE COLLECTION ENCLOSURE

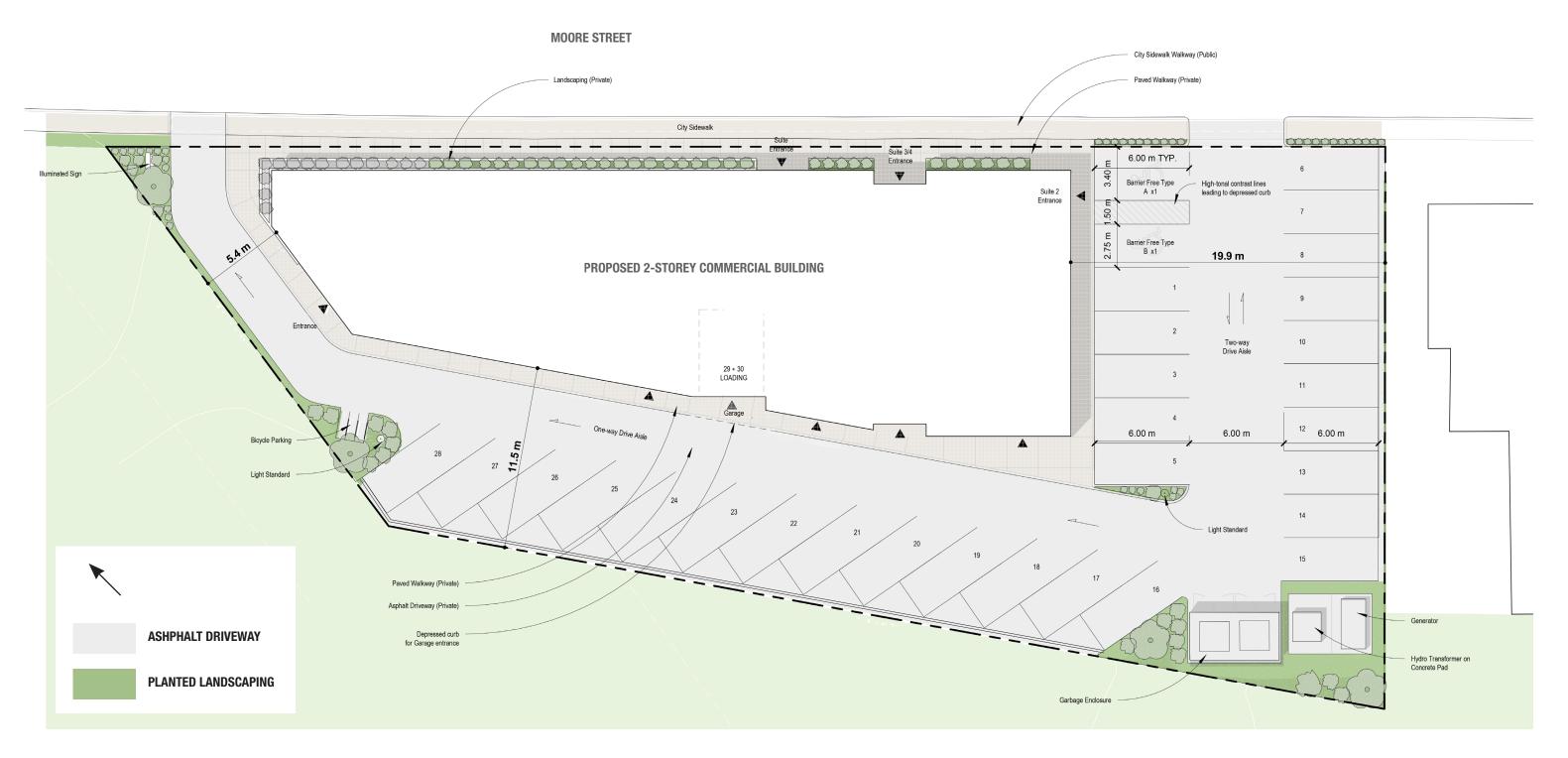
ZONING AND SITE STATISTICS				
BUILDING ADDRESS	60-66 MOORE STREET, CARLETON PLACE	VEHICULAR PARKING ZONING REQ. HALF 1/ 20m <sup>2</sup> = 32	2 GARAGE PARKING + 28 SPACES + 2 BF SURFACE ASPHALT PARKING	
SITE ZONING	MISSISSIPPI TRANSITIONAL SECTOR	BICYCLE PARKING ZONING REQ. 4% PARKING : 2	3 SPACES	
SITE / LOT AREA ZONING REQ. MIN AREA: NIL	2098 SQ M / 0.52 ACRE	FRONT YARD SETBACK ZONING REQ. ESTABLISHED BLDG LINE	1.5 METERS	
BUILDING GROSS AREA ZONING REQ. FSI : NIL	663 SQ M / 7,136 SQ FT <b>GROUND FL</b> 620 SQ M / 6,735 SQ FT	REAR YARD SETBACK ZONING REQ. NIL	11.5 METERS	
	<b>SECOND FL</b> 1,283 SQ M / 13,810 SQ FT <b>TOTAL</b>	CORNER SIDE YARD SETBACK ZONING REQ. NIL	5.4 METERS	
BUILDING HEIGHT ZONING REQ. MAX HEIGHT: 22 M	9 METERS / 2 STOREYS	INTERIOR SIDE YARD SETBACK ZONING REQ. NIL	19.9 METERS	



PROPOSED SITE PLAN - CIRCULATION DIAGRAM

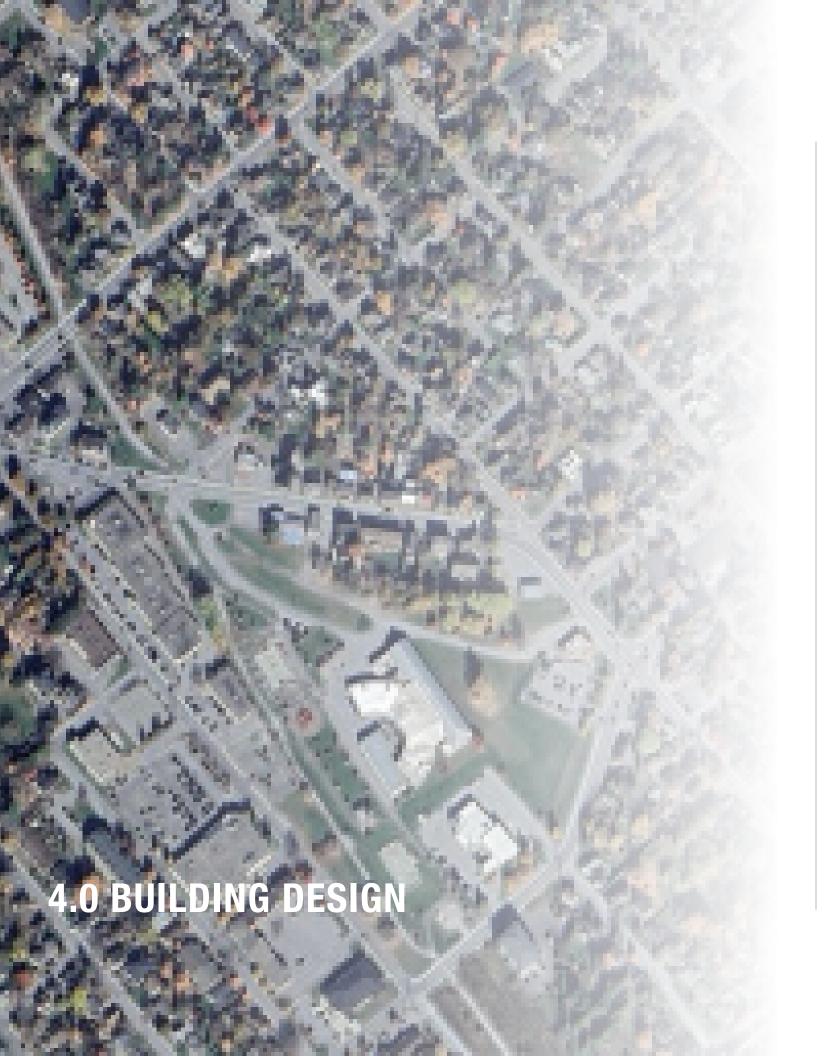
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PROPOSED SITE PLAN





### **BUILDING DESIGN**

Advancing an ambitious vision for the redevelopment of 60-66 Moore Street in Carleton Place, this proposal entails the construction of a two-storey, 13,870-square-foot commercial building that will house 4-5 commercial tenants. This development represents a strategic investment in Carleton Place's growing commercial sector, fostering economic activity while providing state-of-the-art facilities for professional and medical services.

Situated at the prominent intersection of Moore Street and Munro Street, the development is positioned just south of Bridge Street, the town's historic and commercial heart. This prime location capitalizes on increasing pedestrian and commercial traffic as Carleton Place continues to experience significant growth. With well-known local attractions such as the ice cream shop across the street and the Woolgrowers Headquarters nearby, the project is poised to reinforce the vibrancy of this transitioning district.



### **DESIGN VISION: A LOCAL HUB**

The design vision for the building embraces a 360-degree approach, ensuring both the street and parking lot facades actively engage with the surrounding community.

Thoughtful elements for human comfort, such as protective overhangs and ample site lighting, enhance the user experience while generous fenestration breaks up the façade, activating the street and improving visibility.

The architectural elements present a modern take on local vernacular, incorporating industrial-style windows, brick, and wood. Unique design features establish a strong corner presence, anchoring the site as a key component of the downtown district's southward expansion.

Integrated signage thoughtfully integrated into the building design further supports wayfinding, creating a welcoming and navigable commercial destination

### **KEY VALUES**

The project is driven by key values that prioritize

- Human-scale design and community oriented site
- Sustainability
- Respectful but unique architecture

Designed to be approachable, the building is pedestrian-friendly, integrating features that enhance comfort and accessibility. Sustainability is embedded through durable materials and energy-efficient strategies.

While respecting the local vernacular with familiar materials like white siding, brick and wood, the design also incorporates unique architectural elements that allow it to stand out as a landmark building, contributing to the area's evolving identity.



25 MOORE STREET - BRAUMEISTER BREWERY



33 LANSDOWNE - CARLETON PLACE MEWS



49 MOORE STREET - CARP CUSTOM CREAMERY



142 FRANKTOWN ROAD - WOOL GROWERS



95-103 MOORE STREET



### **LOCAL MATERIALITY**

The proposed building design has been thoughtfully developed in response to the unique character, heritage, and evolving identity of Carleton Place. Rooted in the local context, the building reinterprets traditional materials and forms in a modern expression—striking a balance between respectful integration and architectural renewal.

The light exterior palette references the Creamery, the Wool Growers, and adjacent Braumeister buildings in the surrounding area, contributing to a unified streetscape and enhancing the visual continuity of Moore Street. The clean lines and crisp detailing, paired with black aluminum-framed glazing, introduce a contemporary edge while maintaining a scale and rhythm appropriate to the neighborhood.

Natural wood cladding and a peaked roof residential vernacular are employed towards the eastern end of the block, acting to break up the mass and maintain continuity with the scale of the existing neighbourhood while creating a transitional buffer between the more commercial extension of Bridge Street and the more residential end of Moore Street.

Accessibility and public engagement are central to the design intent. The building is approachable from all sides, with welcoming entrances, active frontages, and enhanced pedestrian experience along Moore Street through widened sidewalks and human-scaled detailing. The materials and massing are intentionally selected to create a building that feels open, inclusive, and connected to its setting.

This proposal aims to contribute meaningfully to the continued growth and revitalization of Carleton Place, offering a design that is both rooted in tradition and reflective of the town's forward-looking spirit.















GLASS VESTIBULE TO BREAK MASSING

WHITE CLADDING WITH BLACK GLAZING FRAMES

**WOOD SIDING** 





BLACK METAL CANOPY



WHITE CLADDING (SIDING OR BRICK)



SPANDREL GLAZING PANELS



RENDERING VIEW LOOKING SOUTHWEST ALONG MOORE STREET

### **BUILDING TECTONICS**

**Structural Exploration:** The design explores the options to integrate both steel and wood members and cladding, balancing durability and sustainability with cost efficiencies.

**Cladding:** Local materials like white cladding, brick and wood are integral to the design, grounding the building within its context while ensuring a timeless aesthetic.

**Detailing:** Industrial-inspired details, such as exposed steel elements and large factory-style windows, create a visual dialogue with neighboring building typologies, reinforcing a connection to the area's architectural heritage while introducing a modern, refined character.





PRELIMINARY BUILDING MASSING - VIEW LOOKING SOUTHEAST ALONG MOORE STREET



PRELIMINARY BUILDING MASSING - VIEW LOOKING NORTHEAST FROM OTTAWA VALLEY RAIL TRAIL



PRELIMINARY BUILDING MASSING - VIEW LOOKING NORTHWEST FROM WOOL GROWERS



PRELIMINARY BUILDING MASSING - VIEW LOOKING SOUTHWEST ACROSS MOORE ST



9.0m T/O PARAPET 8.0m ROOF

4.5m 2ND FLOOR \_\_\_

0.0m GROUND FLOOR

9.0m T/O PARAPET 8.0m ROOF

4.5m \_ 2ND FLOOR \_ \_

0.0m GROUND FLOOR







9.0m T/O PARAPET
8.0m ROOF

4.5m 2ND FLOOR

0.0m GROUND FLOOR

9.0m T/O PARAPET 8.0m ROOF

4.5m 2ND FLOOR

0.0m GROUND FLOOR





CORNER (WEST) ELEVATION



### **MULTI TENANT COMMERCIAL BUILDING**

The multi-tenant commercial design will house an anchor office/medical space on half of the ground floor and part of the second level, with the remaining space available for lease.

Designed for flexibility, the layout accommodates 2-5 businesses with a mix of ground and second-floor units, including optional double-height suites. This variety supports diverse needs, accommodating both larger and smaller businesses.

This mixed business development will increased commercial activity within the neighborhood, enhancing the economic strength of the transitional sector of Moore Street and bringing vibrancy to this prominent corner.

### **MULTIPLE ENTRANCE POINTS**

Through the provision of pedestrian circulation throughout the site and entry points on all building facades, the design seeks to promote a dynamic, double-sided building that simultaneously activates the street and connects with the adjacent park land behind the site.

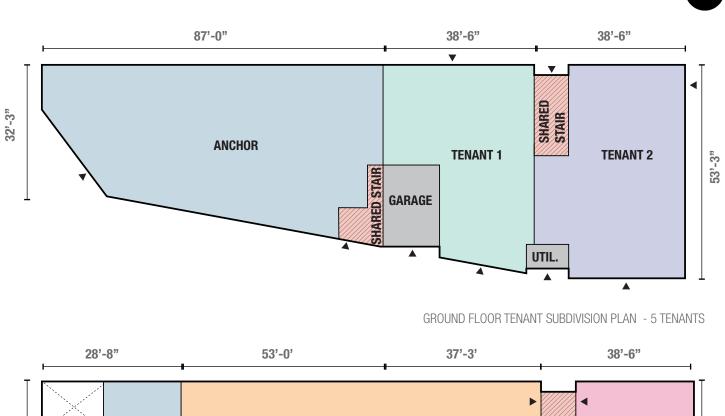
Large street-facing entrances and ample at-grade glazing enhance business exposure, while providing visibility and activation that energizes the street.

Meanwhile, additional entrances at the rear prevent a back-alley feel, instead fostering vibrancy and connectivity with the adjacent parkland. This dual-access approach not only enhances visibility but also offers flexibility in tenant layouts.

LEASEABLE AREAS : 5 TENANTS			
BUILDING GROSS AREA (LEASEABLE)	1,031 SQ M / 11,097 SQ FT		
BUILDING GROUND FLOOR GROSS AREA (LEASEABLE)	537 SQ M / 5,780 SQ FT		
BUILDING SECOND FLOOR GROSS AREA (LEASEABLE)	494 SQ M / 5,317 SQ FT		
BUILDING HEIGHT	GROUND : 5 METERS SECOND : 4 METERS		
ANCHOR TENANT LEASEABLE FLOOR AREA (EXCLUDES GARAGE)	GROUND: 257 SQM / 2,770 SQFT SECOND: 137 SQM / 1,480 SQFT		
TENANT 1 LEASEABLE FLOOR AREA	GROUND: 130 SQM / 1,395 SQFT		
TENANT 2 LEASEABLE FLOOR AREA	GROUND: 150 SQM / 1,600 SQFT		
TENANT 3 LEASEABLE FLOOR AREA	SECOND: 207 SQM / 2,225 SQFT		
TENANT 4 LEASEABLE FLOOR AREA	SECOND: 150 SQM / 1,600 SQFT		

LEASEABLE AREAS : 3 DOUBLE FLOOR TENANTS				
ANCHOR	GROUND: 257 SQM / 2,770 SQFT			
GROSS FLOOR AREA	SECOND: 137 SQM / 1,480 SQFT			
TENANT 2	GROUND: 150 SQM / 1,600 SQFT			
LEASEABLE FLOOR AREA	SECOND: 150 SQM / 1,600 SQFT			
TENANT 3	GROUND: 130 SQM / 1,395 SQFT			
LEASEABLE FLOOR AREA	SECOND: 207 SQM / 2,225 SQFT			

LEASEABLE AREAS : 4 TENANTS (SINGLE GROUND FLOOR SUITE)			
ANCHOR GROSS FLOOR AREA	GROUND: 257 SQM / 2,770 SQFT SECOND: 137 SQM / 1,480 SQFT		
TENANT 1 LEASEABLE FLOOR AREA	GROUND: 280 SQM / 2,995 SQFT		
TENANT 2 LEASEABLE FLOOR AREA	SECOND: 207 SQM / 2,225 SQFT		
TENANT 3 LEASEABLE FLOOR AREA	SECOND: 150 SQM / 1,600 SQFT		

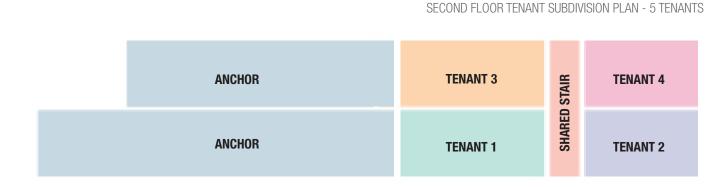


ANCHOR PATIO

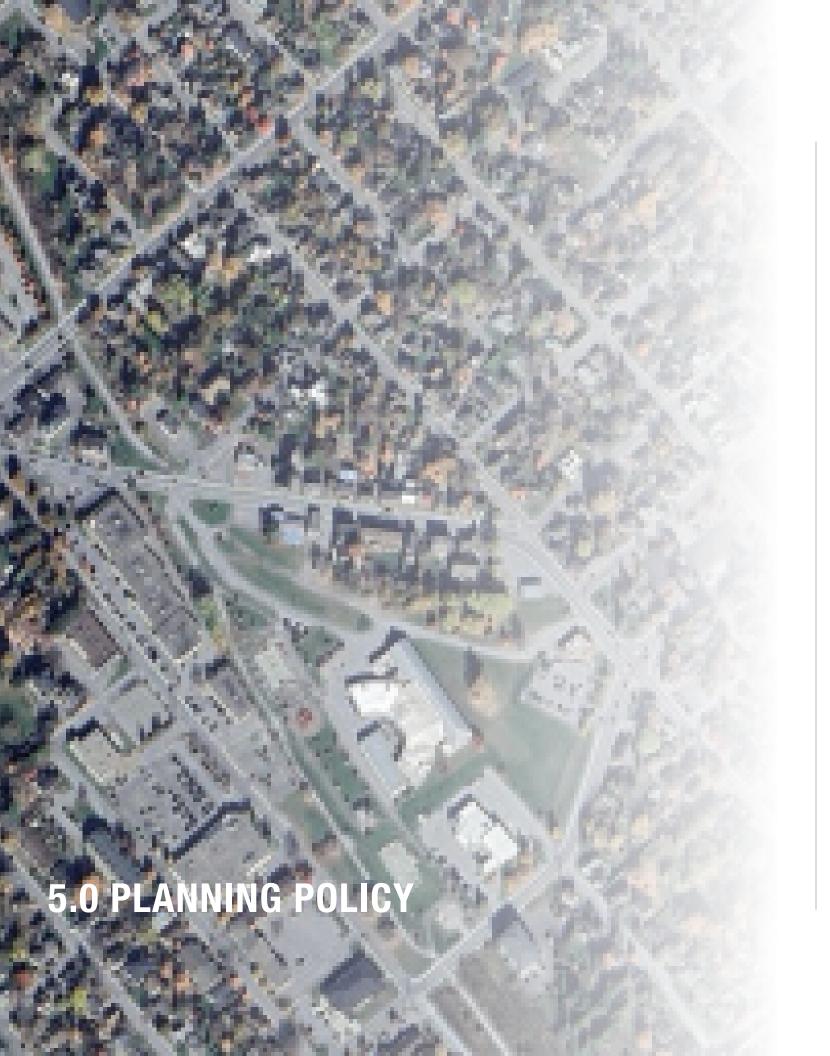
TENANT 3

ANCHOR PATIO

UTIL.



**BUILDING SECTION - 5 TENANTS** 



### PLANNING POLICY CONFORMANCE

The proposed development is fully aligned with the purpose and objectives of the Town of Carleton Place Official Plan, particularly as they apply to the Mississippi District, which is identified as a core commercial area. By introducing an increased intensity of commercial use at the border of the downtown core, the proposal will stimulate and support downtown activity, contributing to the economic vitality of the area.

The existing site is currently underutilized, with a low density of commercial activity and substantial unused or inefficiently used space. The proposed redevelopment will significantly increase the number of commercial units relative to the lot area, in keeping with the Official Plan's objectives for intensification and the adaptive reuse or conversion of underused sites.

The design incorporates enhanced pedestrian circulation and orientation by establishing a true 360-degree building frontage. This ensures pedestrian access from all directions, supported by high-quality urban design elements such as appropriate lighting, weather-protective canopies, and barrier-free entrances. The proposal transforms what is currently a predominantly asphalt lot with minimal landscaping into a visually attractive and functional streetscape.

The property is located within the Mississippi Transitional Sector, where the proposed professional service office use is a permitted land use under the Development Permit By-law. In accordance with Official Plan Section 3.1.3, the proposal achieves the Town's desired intensification by increasing built form, locating parking to the rear of the property, and creating an active, walkable streetscape with minimal front setbacks. The building frontage and sidewalk design along Moore Street provide a comfortable pedestrian environment while also wrapping accessible walkways around the entire building to facilitate movement from all directions.

In further compliance with Official Plan Section 3.1.4.2, the proposal delivers a pedestrian-oriented experience, offering well-designed sidewalks, safe crossings, and clear connections between public and private spaces.

Consistent with the Development Permit By-law, particularly Section 3.44, the proposal exceeds the minimum tree replacement requirements, providing new plantings at a rate greater than the mandated 1:3 ratio. This additional greening will enhance the visual quality of the site, contribute to the urban canopy, and improve the overall pedestrian experience.

The proposal is consistent with the Ontario PPS (2020) by promoting efficient land use, intensifying a site within a settlement area, optimizing existing infrastructure, and supporting economic development.

### **REQUESTED VARIANCE: PARKING REDUCTION**

Due to the wedge-shaped geometry of the site, one key variance is required to realize our vision and accommodate feasible building depth while maintaining required drive aisles for safety and functionality:

As per Developmental Permit By-Law Section 3.29.3, current zoning would requires 61 parking spaces on-site for the leaseable areas proposed. Due to our narrow site width, we are seeking a reduction to 32 spaces, in order to accommodate minimum functional floor plate depths while maintaining functionality and accessibility throughout sidewalks, parking spaces and drive aisles.

Given the site's proximity to the Downtown District, where non-residential parking requirements are nil, this reduction aligns with local planning policies, promotes walkability, and leverages existing infrastructure to support alternative transportation options such as the nearby multi-use trail.

It should be noted that the requested variance in the number of parking spaces aligns with the proposed revisions to parking count found in the updated municipal bylaw currently under review. This further supports the requested variance as something that is aligned with the planning goals of the municipality.



# 6.0 SUMMARY

### A NEW LANDMARK IN CARLETON PLACE

The proposed redevelopment of 60–66 Moore Street exemplifies strategic, forward-looking planning that supports Carleton Place's economic growth, community vitality, and downtown revitalization. The site is currently underutilized, with two low-density commercial buildings occupying an irregularly shaped lot with minimal landscaping. Redeveloping it with a modern, two-storey mixed-use building anchored by a large medical/office tenant maximizes land efficiency, introduces high-quality commercial space, and strengthens the southern extension of the downtown commercial core.

The project prioritizes the public realm and pedestrian experience. A 360-degree building design engages Moore Street, Munro Street, the Wool Growers property, and the Ottawa Valley Rail Trail, creating an active, approachable streetscape. Human-scaled features—including widened sidewalks, protective overhangs, lighting, landscaping, and accessible entrances—encourage walking, enhance safety, and foster a sense of place. These interventions support community interaction, increase foot traffic, and complement the town's ongoing streetscape enhancements.

Architecturally, the building strikes a balance between tradition and contemporary design. Materials such as brick, wood, and white siding reference local heritage, while modern detailing, large windows, and integrated signage establish a prominent corner anchor that contributes to the town's identity. The building massing steps down to respect adjacent residential areas, providing a compatible transition while reinforcing the vibrancy of Moore Street.

The proposal aligns with the Official Plan, Development Permit By-law, and the Ontario Provincial Policy Statement (2020) by intensifying a designated settlement area, supporting mixed commercial uses, accommodating parking and waste management efficiently, and promoting active transportation.

By combining functional site planning, context-sensitive architecture, and policy conformity, this development enhances economic activity, strengthens the downtown edge, and provides a welcoming, pedestrian-friendly environment. It represents an exemplary model of good planning that is positioned for approval by the Town of Carleton Place.



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