

COUNTERPOINT | DILLON  
LAND DEVELOPMENT BY | CONSULTING

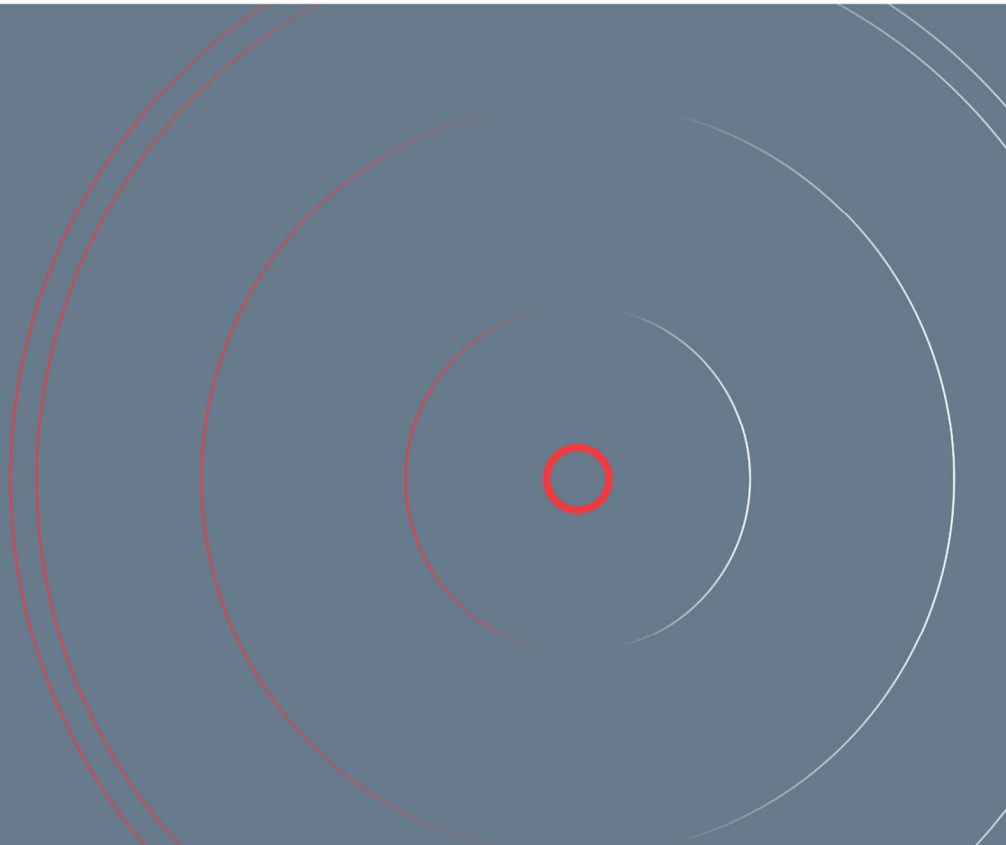
THE CORPORATION OF THE CITY OF WINDSOR

# URBAN DESIGN BRIEF

455 Kennedy Drive West,

Windsor, ON

April 2026 – 26-3266



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# 1.0 BACKGROUND

## 1.1 PURPOSE

Dillon Consulting Limited (Dillon) has been retained by The Corporation of the City of Windsor, herein referred to as the “applicant”, to prepare an Urban Design Brief to assist in obtaining the necessary Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBA) approvals related to a portion of the parking lot lands and former Roseland Clubhouse to accommodate the development of 0.539 ha (1.33 ac) of municipally owned lands, located at 455 Kennedy Drive West, within the City of Windsor (subject site) (refer to Figure 1 – Location Map – Location Map).

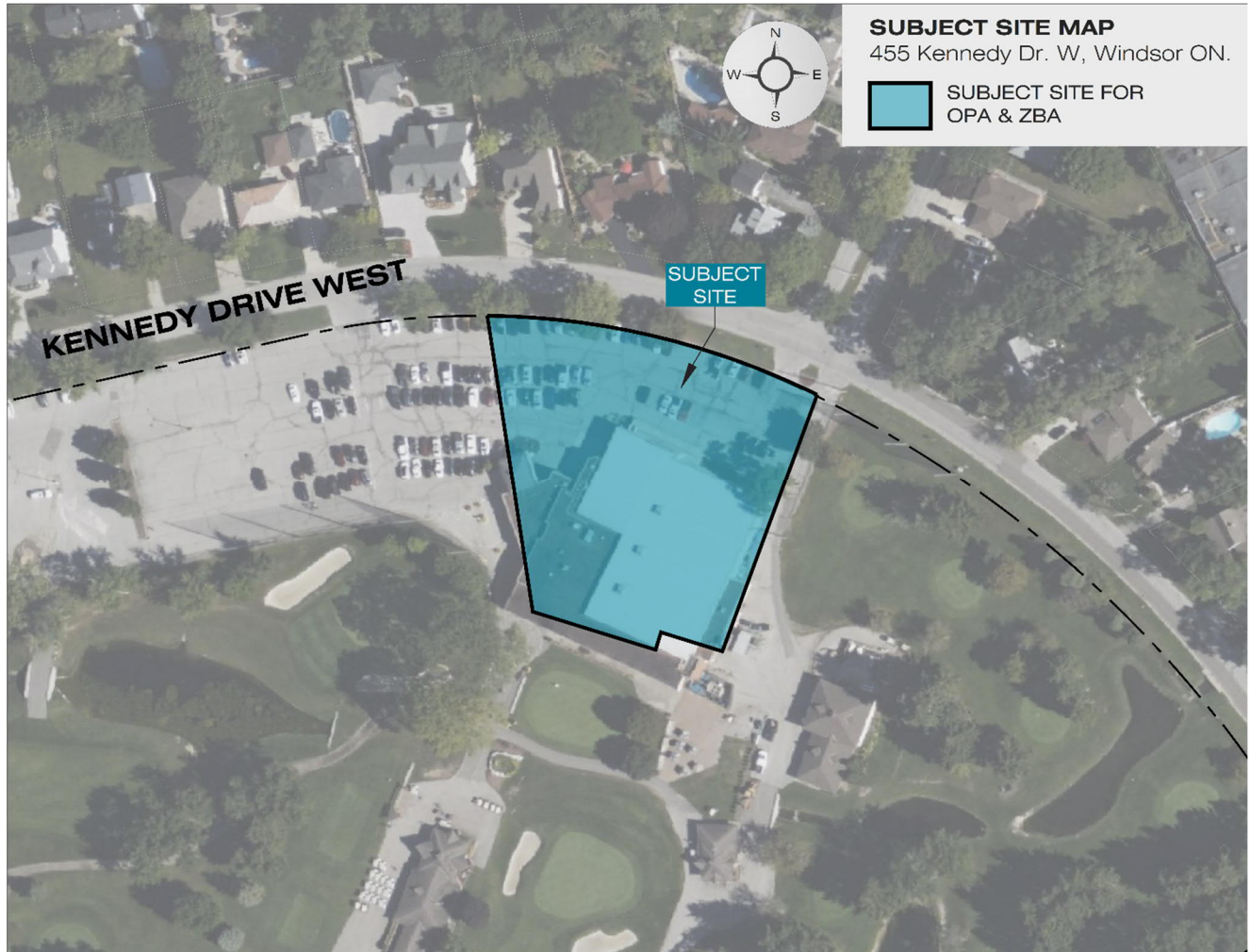
This Urban Design Brief, prepared in response to the Planning Consultation: Stage 1 Letter (PC-039/25) dated March 13<sup>th</sup>, 2026, highlights how the proposed development's design features align with the City's Official Plan, as well as specifically addresses the Medium Profile Building guidelines found in Section 3.0 of the City's Intensification Urban Design Guidelines.

Figure 1 – Location Map



Source: City of Windsor Mapping (2026)

Figure 2 – Subject site



Source: City of Windsor Mapping (2026)

## 1.2 RESIDENTIAL DEVELOPMENT

The residential development consists of a four (4) storey, 17.0m high, forty-eight (48) unit multiple dwelling building, on a portion of the parking lot lands and former Roseland Clubhouse, located at 455 Kennedy Drive West. The subject site under application is approximately 0.539 ha (1.33 ac.), has ±89.8m (294.61ft) of frontage along Kennedy Drive West, and is bounded by the remaining Roseland Golf Club lands to the east, south, and west.

The subject site is legally described as:

- Part 1 on Plan 12R-30034, being Part of Block 'E' Registered Plan 1241 and Part of Lot 140 on Registered Plan 1478, in the City of Windsor, County of Essex.

The proposed multiple dwelling is oriented toward Kennedy Drive West, establishing a strong street presence while maintaining appropriate setbacks and a sensitive transition to the surrounding residential context. Vehicular access will be provided from Kennedy Drive West. A total of 85 parking spaces are proposed, including 11 visitor parking spaces within a surface lot adjacent to Kennedy Drive West, and 74 parking spaces within a below-grade parking garage accessed via internal driveways; of the total, 4 spaces will be accessible. In addition, 5 bicycle parking spaces are provided within the underground garage. One loading space is proposed within a shared loading and refuse area with the new clubhouse, located south of the building. An existing service lane providing access to the new clubhouse will be maintained on lands owned by the City of Windsor.

The development has been designed to be compatible with the surrounding low-profile residential neighbourhood, incorporating appropriate massing, setbacks, and orientation, while expanding the housing options within the Roseland residential neighbourhood. The design prioritizes pedestrian-oriented elements, landscaped frontages, and connectivity to existing networks, and incorporates urban design best practices such as articulated façades, upper-storey step-backs, and predominantly below-grade parking. The remainder of the Roseland Golf Club lands will continue to operate as a golf course on City-owned lands, with a new clubhouse proposed south of the development, supporting the long-term function of the facility while maintaining the lands for recreational and open space purposes.

A blanket easement will be established over the subject lands to facilitate shared vehicular access, driveways, and servicing between the proposed residential development and the retained clubhouse lands.

(Refer to the Conceptual Site Plan Figure 2 and the Conceptual Renderings Figures 3-6).

## 1.3 DEVELOPMENT APPLICATIONS

The subject site is designated "Mixed Use Corridor" under the City of Windsor's Official Plan (OP) and Residential District 1.1 (RD1.1) in the City of Windsor Zoning By-law 8600. The current RD1.1 zone only allows for existing dwellings and does not permit the proposed residential development. As such, the applicant is requesting that Council approve a Zoning By-law Amendment (ZBA) to the City of Windsor Zoning By-law 8600 to apply a Residential District 3.2 (RD3.2) zone to permit the proposed Multiple

Dwelling. The intensification of these lands for residential development is in keeping with pertinent local policies, provisions, and guidelines of the Provincial Planning Statement (2024), the City of Windsor Official Plan, and the City of Windsor Zoning By-law 8600. All building requirements for a multiple dwelling are in accordance with the Residential District 3.2 (RD3.2) Zone.



Figure 4 – Rendering 1



Source: Architecttura – Rendering #1

Figure 5 – Rendering 2



Source: Architecttura – Rendering #2

Figure 6 – Rendering 3



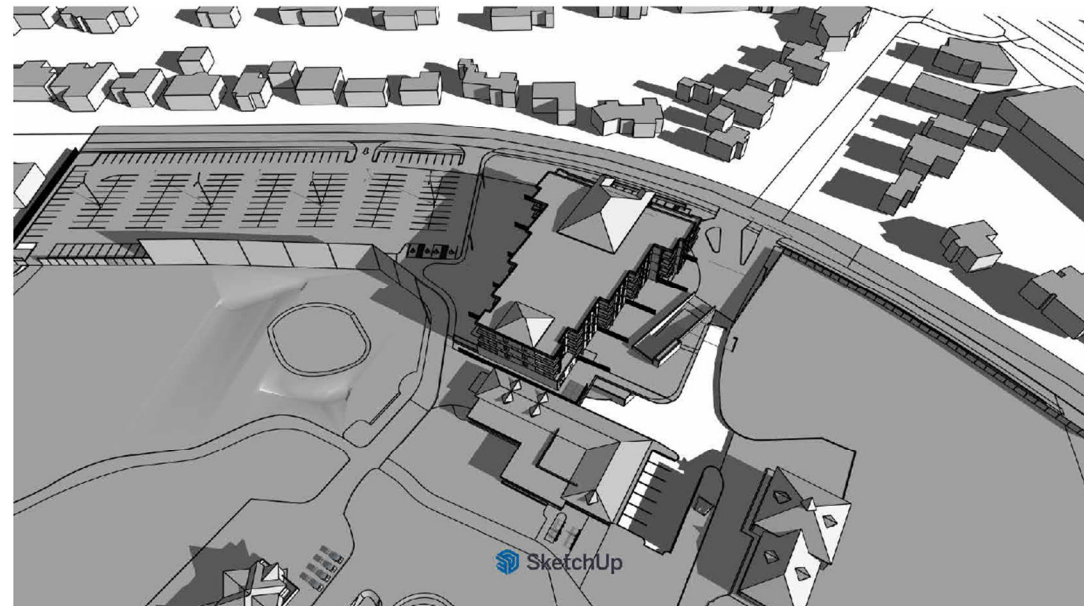
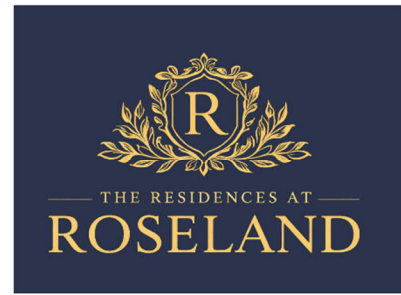
Source: Architecttura – Rendering #3

Figure 7 – Rendering 4

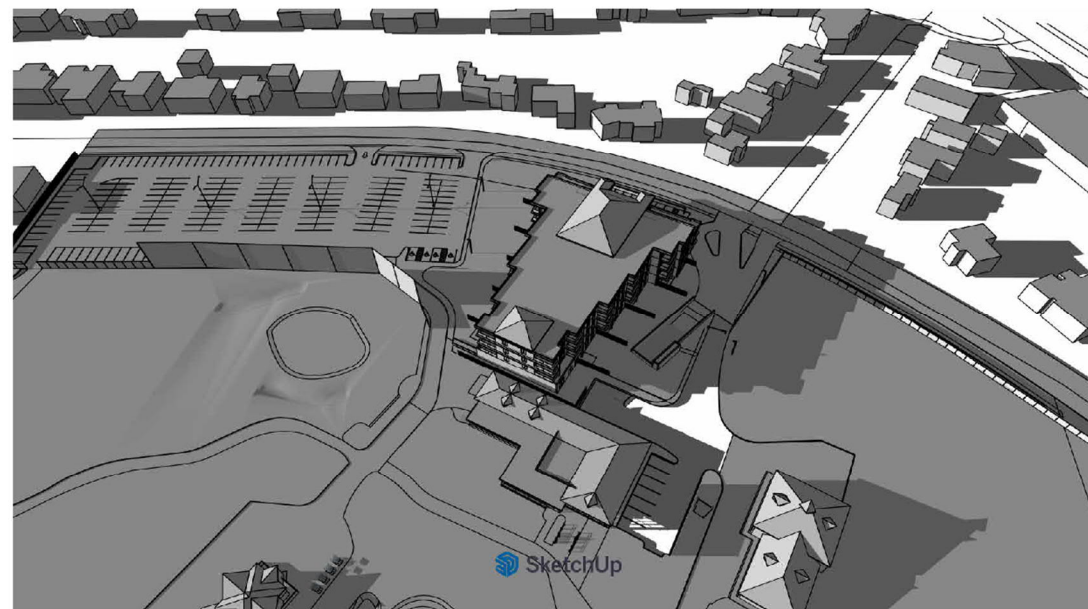


Source: Architecttura – Rendering #4

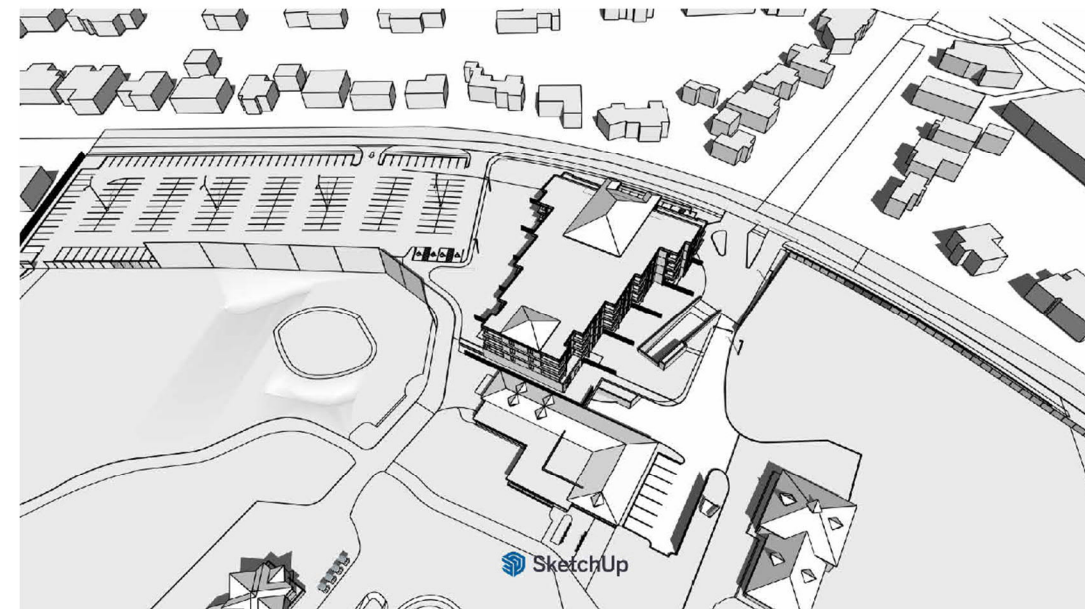
Figure 8 – Shadow Studies – March 21



MARCH 21 - 9:00 AM



MARCH 21 - 6:00 PM



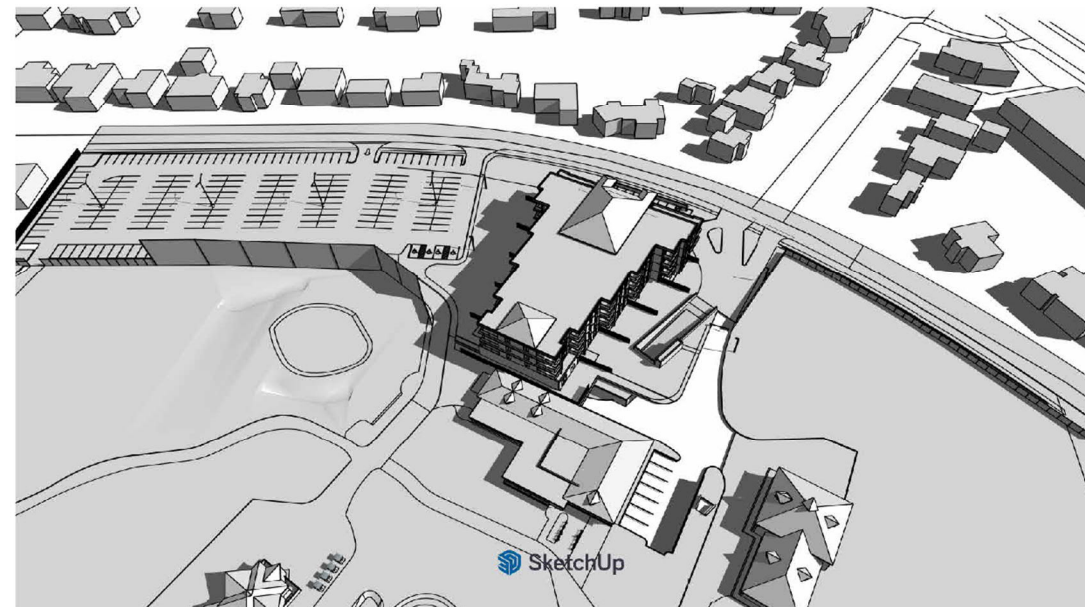
MARCH 21 - 12:00 PM



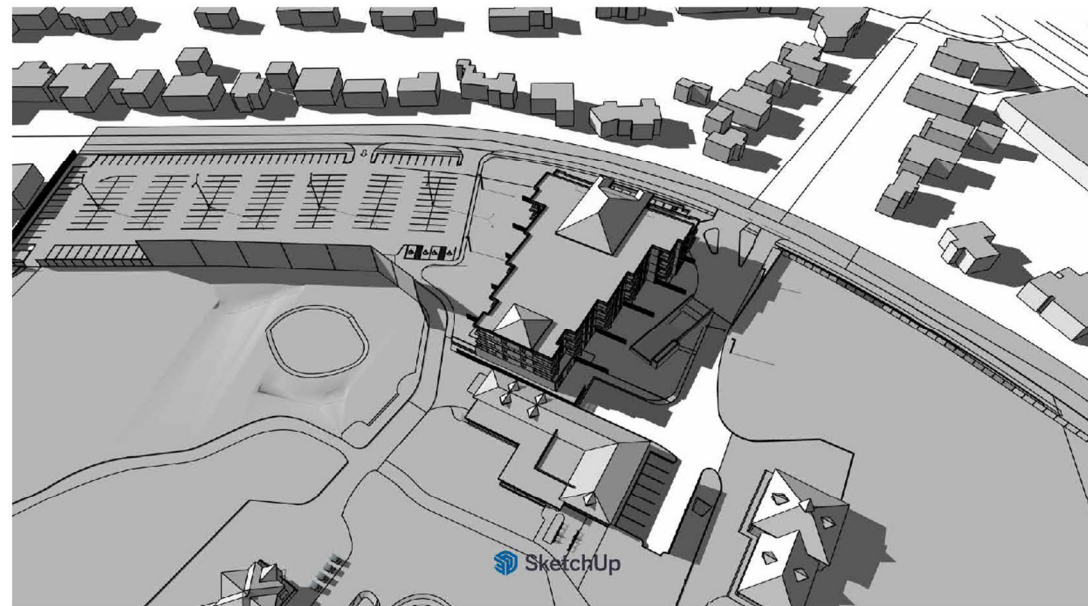
SHADOW STUDY

Source: Architecttura

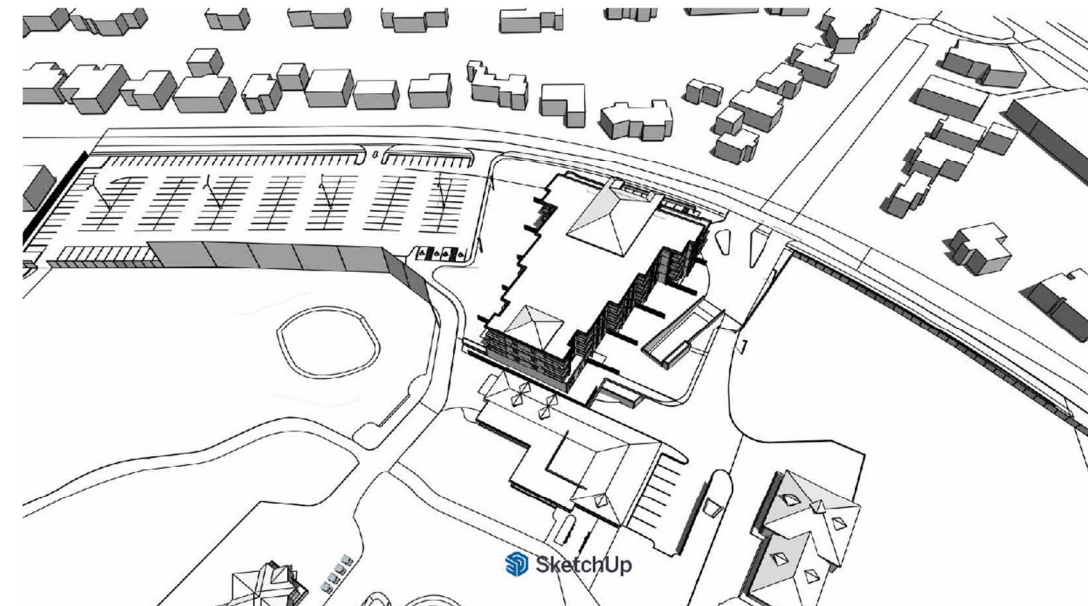
Figure 9 – Shadow Studies – June 21



JUNE 21 - 9:00 AM



JUNE 21 - 6:00 PM



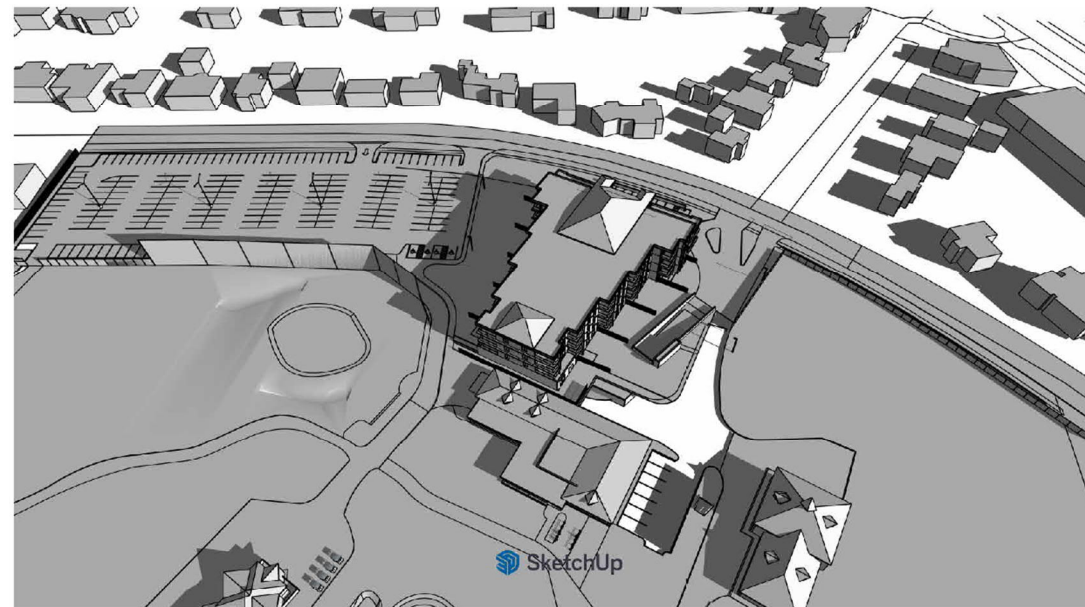
JUNE 21 - 12:00 PM



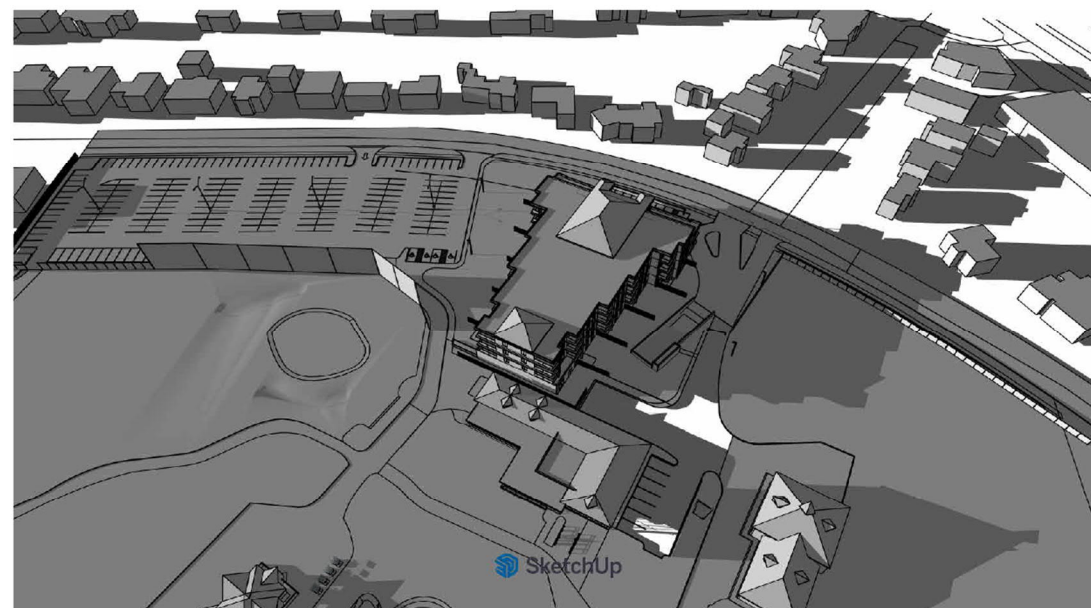
SHADOW STUDY

Source: Architecttura

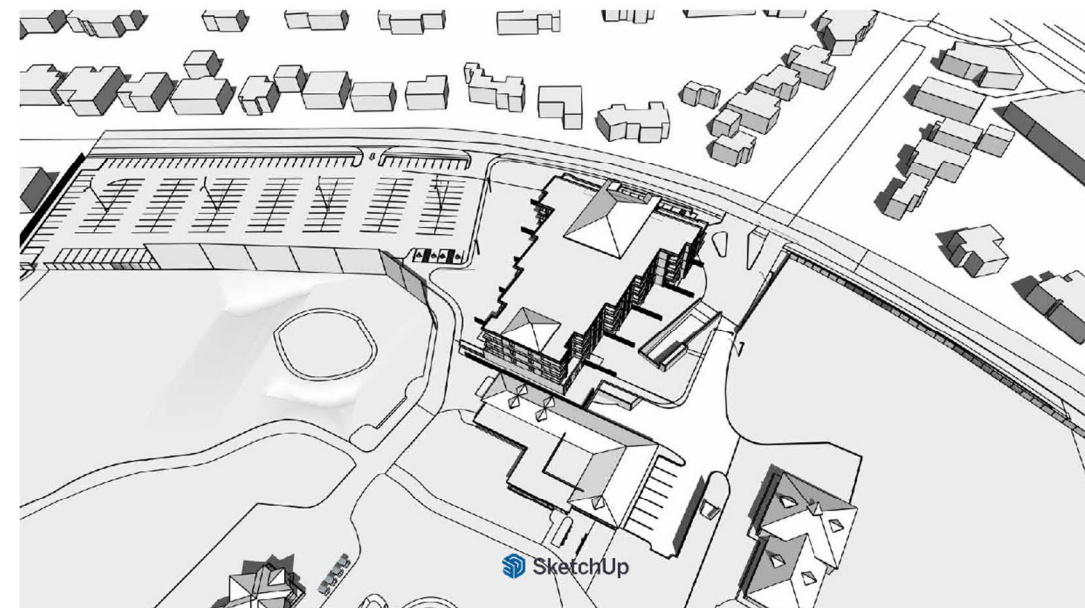
Figure 10 – Shadow Studies – September 21



SEPTEMBER 21 - 9:00 AM



SEPTEMBER 21 - 6:00 PM



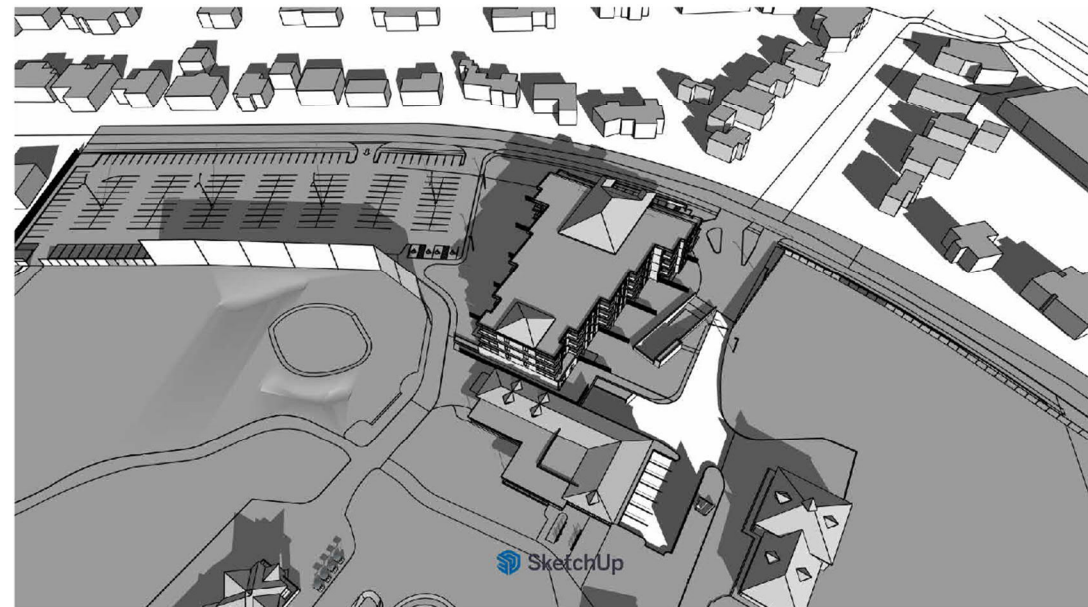
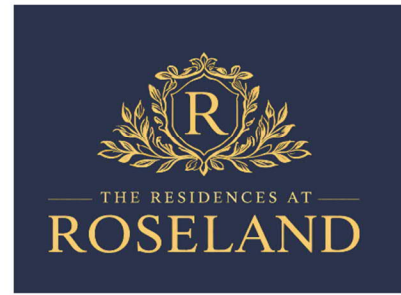
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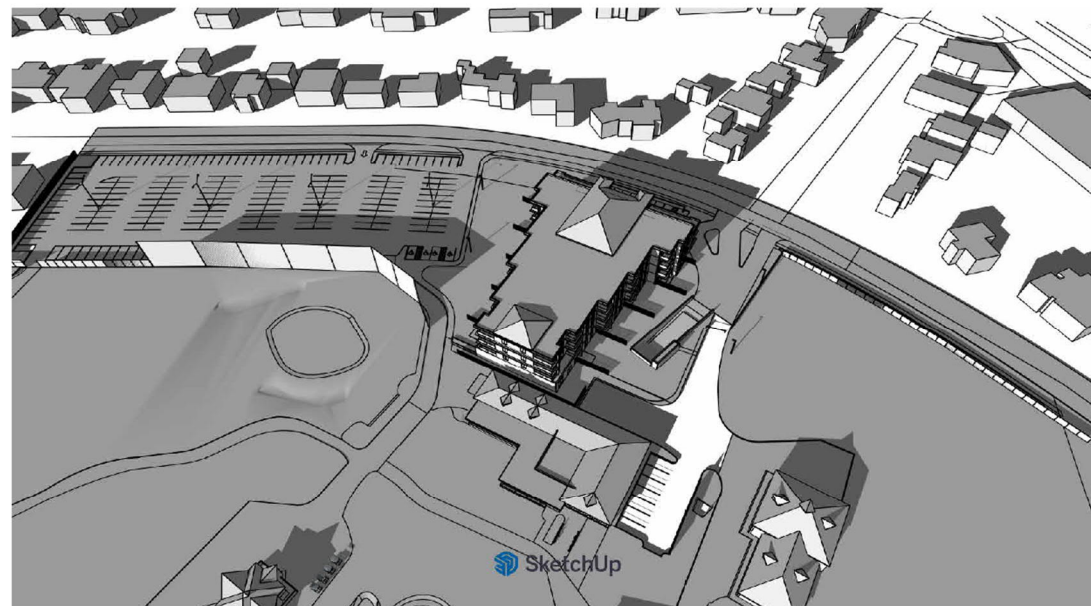
SHADOW STUDY

Source: Architecttura

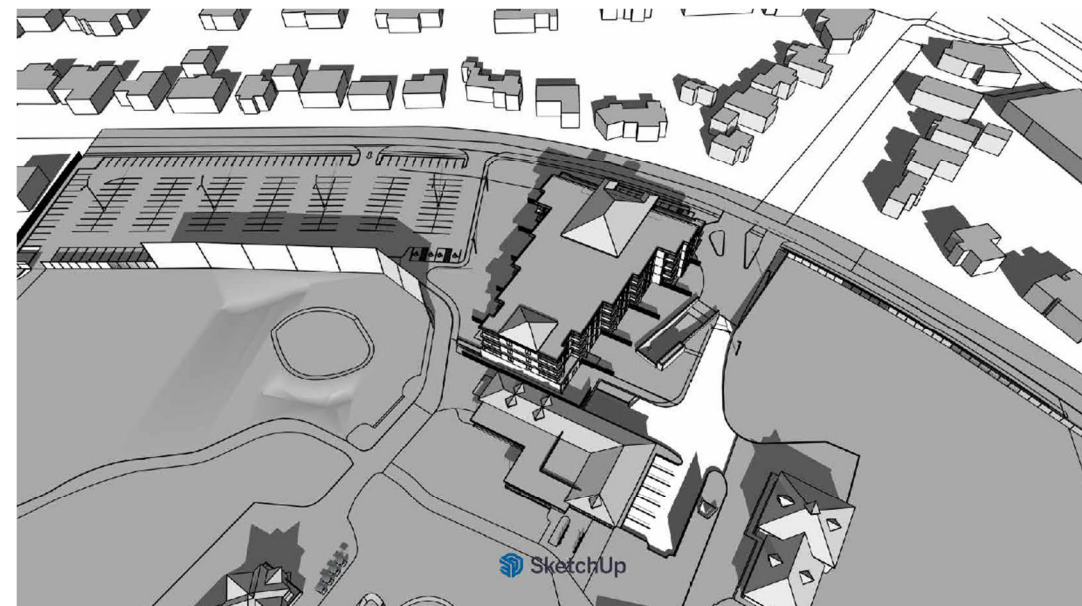
Figure 11 – Shadow Studies – December 21



DECEMBER 21 - 11:00 AM



DECEMBER 21 - 3:00 PM



DECEMBER 21 - 12:00 PM



SHADOW STUDY

Source: Architecttura

## 1.4 EXISTING NEIGHBOURHOOD CHARACTER AND VISION

The proposed development aligns with the City of Windsor's Urban Design policies, as outlined in the Official Plan and conforms to the vision for intensification. It qualifies as a Medium Profile development and aligns with the City's Intensification Guidelines, which encourage compact built form, diverse housing options, and thoughtful integration with existing neighbourhoods.

Located within close proximity to a Mixed Use Corridor and the Mixed Use Node at Cabana Road East, the surrounding area is intended to accommodate mid-rise, transit-supportive development. The surrounding context includes a mix of low-rise residential, commercial, institutional, and recreational uses

In keeping with the vision for of the 'Housing Solutions Made for Windsor', this development aims:

- To expand housing options in the area by introducing a mix of unit types within a multiple dwelling massing;
- Be designed to provide a transition in height and massing from low-profile areas; and
- Be compatible with the surrounding area in terms of scale, massing, height, siting, orientation, setbacks, parking and amenity areas.
- A memorable, attractive and liveable city is one where people feel comfortable and are inspired by their surroundings (Windsor OP, 8.0). As such, this development employs design strategies through sustainability and place-making to safeguard, enhance, and elevate the quality of life for current and future area residents.

The surrounding land uses include:

- Commercial – Retail Plazas along Cabana Road East (e.g., convenience stores, salons, small-scale retail); Restaurants and cafés (e.g., Tim Hortons, Subway, local eateries); Service-Oriented Businesses such as medical offices, banks, and fitness studios
- Institutional – Roseland Public School (elementary school located south of the site); Places of Worship (e.g., Roseland-Trinity United Church); Community Services (child care centers and nearby medical clinics)
- Low-profile residential (north, south, west)
- Existing Neighboring Parks -Central Park, Curry Park.

Overall, the surrounding area is characterized by a mix of established low-rise residential neighbourhoods and accessible open space, as well as nearby commercial uses and convenient access to local services and amenities. Given the site's immediate access to fully functional municipal servicing, and its location within a walkable, well-serviced urban neighbourhood with diverse access to public parks, the subject site is ideally suited to accommodate the proposed residential development. Collectively, this well-serviced and varied urban fabric provides a strong foundation for compact, appropriately scaled residential intensification that contributes to Windsor's long-term growth and livability objectives.

## 2.0 DESIGNATION AND DESIGN POLICY

### 2.1 OFFICIAL PLAN DESIGNATION

The City of Windsor Official Plan (OP) establishes the framework for land use and urban design. The subject site is currently designated “Open Space”, reflecting its historic function within the Roseland Golf Club. An Official Plan Amendment is proposed to redesignate the lands to “Residential” to permit a medium-profile multiple dwelling. The proposed development aligns with the intent of the Official Plan by promoting compatible intensification, reinforcing a clear public edge along Kennedy Drive West, and maintaining appropriate scale, massing, and spatial relationships with the surrounding neighbourhood.

### 2.2 GENERAL URBAN DESIGN POLICIES

Section 8 – Urban Design of the Official Plan outlines urban design principles aimed at guiding development proposals. These policies ensure that developments incorporate good urban design practices, contribute positively to community quality and resident welfare, and promote sustainability and resilience. The objectives include:

- Ensuring compatibility with the surrounding context to prevent negative impacts from development;
- Encouraging diverse land uses that provide access to essential services while incorporating universal design to accommodate individuals of all ages and abilities;
- Supporting active and alternative transportation options to enhance connectivity and reduce car dependency;
- Promoting sustainable designs that prioritize compact and efficient urban forms; and
- Advocating for high-quality design that fosters attractive, walkable neighbourhoods and respects appropriate scale, massing, and density relative to the surrounding area.

The proposed development aligns with these policies by ensuring compatibility through appropriate building height, articulated massing, and landscaped setbacks, promoting walkability through direct pedestrian connections to Kennedy Drive West, and delivering a compact, well-designed built form that integrates with the surrounding residential and open space context. Together, these principles focus on creating vibrant, sustainable, and inclusive communities that enhance quality of life while minimizing environmental impacts.

### 2.3 CITY OF WINDSOR INTENSIFICATION GUIDELINES (2022)

As of June 2022, the City of Windsor has adopted the Intensification Guidelines to provide further policy direction regarding residential intensification and mixed-use development. The document provides a comprehensive framework to guide development and encourage responsible infill development, optimize land use, and integrate new growth into existing neighbourhoods. Its focus is on promoting sustainable growth while preserving community character and enhancing livability. Key principles of the intensification strategy include:

- **Efficient Land Use:** Encouraging higher-density development within designated intensification areas to support public transit, infrastructure, and community services.
- **Context-Sensitive Design:** Ensuring new developments fit within the character of existing neighborhoods through appropriate scale, setbacks, and design elements.
- **Mixed-Use Development:** Promoting diverse land uses that create vibrant, walkable communities and reduce dependence on automobiles.
- **Connectivity and Mobility:** Enhancing pedestrian and cycling networks while supporting transit-oriented development.

The proposed development adheres to these intensification guidelines by promoting a medium profile land use, enhancing connectivity, and fostering a dynamic urban environment. By aligning with the City's policies, the development contributes to Windsor's broader goal of sustainable and well-integrated urban growth.

## 3.0 URBAN DESIGN ANALYSIS

To evaluate the proposed development, this report includes an analysis of the site context, building massing, and site/landscape treatment. The planning rationale reviews pertinent Official Plan policies and criteria to identify and assess potential development challenges. This Urban Design Report specifically addresses the Medium Profile Building guidelines found in Section 3 of the City's Intensification Design Guidelines (Intensification Guidelines, 3.4.3), with a focus on The study also aims to evaluate the design of the residential development and demonstrate how it responds to the surrounding context; implements appropriate urban design principles; and represents a compatible and context-sensitive form of intensification.

### 3.1 CONTEXT AND ORIENTATION

The subject site is located along Kennedy Drive West at the interface between a low-density residential neighbourhood and the open space lands of the Roseland Golf Club, representing a transitional condition suitable for context-sensitive intensification .

The residential building is oriented toward Kennedy Drive West, establishing a clear street presence while maintaining a strong relationship with the surrounding landscape. As shown on the Conceptual Site Plan , the building is positioned to frame the public edge while opening toward the golf course, reinforcing a defined transition between public and private realms. Its placement near the street with direct pedestrian access supports the public realm, while landscaped setbacks and frontage amenity areas provide a gradual transition to the residential area.

The building's north-south orientation and compact massing are designed to respond to solar conditions and minimize shadow impacts. Shadow studies (March, June, September, and December) demonstrate that shadows are generally directed toward the golf course and internal site areas, limiting impacts on adjacent residential properties. Entrances are oriented toward Kennedy Drive West and articulated through glazing and architectural detailing, enhancing visibility, wayfinding, and passive surveillance. Landscaping and setbacks further soften the interface between built form and open space.

Overall, the site's orientation and design provide a balanced response that integrates built form within a landscape setting while minimizing impacts and reinforcing the character of the surrounding neighbourhood.

### 3.2 BUILT FORM AND MASSING

The massing strategy prioritizes compatibility through a sensitive response to the site's transitional context between low-density residential uses and the open space of the Roseland Golf Club. The building is positioned to establish a defined presence along Kennedy Drive West while maintaining appropriate setbacks and spatial separation from adjacent residential areas, ensuring a gradual transition in scale and minimizing impacts related to privacy, overlook, and shadowing.

The building form incorporates horizontal and vertical articulation through recessed balconies, variations in façade planes, and material changes to reduce visual bulk and create a consistent architectural rhythm. These elements break down the building mass into legible components, avoiding a monolithic appearance and reinforcing a human-scaled design (OP S.3.4.4.1). The façade is further organized through a clear base, middle, and top expression, providing compositional clarity and enhancing visual interest.

Material treatment emphasizes durability and context, with a defined base that anchors the building and upper storeys that incorporate lighter materials and glazing to reduce perceived mass. This approach contributes to a balanced architectural expression that integrates with both the residential character and the surrounding landscape setting (OP S.8.3.2.2).

Overall, the proposed built form represents a context-sensitive design solution that balances the introduction of medium-density housing with the need to maintain compatibility through thoughtful massing, articulation, and spatial relationships..

### 3.3 SHADOWS AND PRIVACY

The shadow studies assessed the impacts of the residential development throughout key seasonal periods (March, June, September, and December) and demonstrate that the proposed development casts limited and shifting shadows that do not result in prolonged overshadowing of adjacent homes or private amenity areas. The building's modest height, compact form, and north-south orientation minimize the extent and duration of shadows.

- March & September Equinox (Spring and Fall): Shadows are moderate and move quickly throughout the day, with morning shadows directed toward the west and afternoon shadows largely contained within the site and adjacent open space. Nearby residential rear yards are not impacted during peak daylight hours.
- June Solstice (Summer): Shadow impacts are minimal due to the high sun angle, with shadows remaining short and primarily confined to the subject site and golf course lands.
- December Solstice (Winter): While shadows are longer, they are transient and do not result in continuous shading of adjacent properties. Impacts are generally limited to rooftops and front yard areas during early morning and late afternoon.

The building's orientation toward the golf course further directs shadowing away from sensitive residential areas, while setbacks and spatial separation reduce overlook and privacy concerns. Overall, the proposal maintains appropriate solar access and privacy, demonstrating a context-sensitive design that mitigates adverse impacts on surrounding properties.

### 3.4 PUBLIC REALM

A well-designed public realm is central to creating an attractive and livable residential environment within the Roseland neighbourhood. The development enhances the public realm by prioritizing human-scaled design, clear pedestrian access, and integration with the surrounding landscape. The building is oriented toward Kennedy Drive West with direct, barrier-free pedestrian connections, establishing a legible and accessible interface with the street (OP S.8.3.2).

The development contributes to the streetscape through its defined frontage, architectural articulation, and proximity to the sidewalk, reinforcing a comfortable pedestrian scale. Landscaping, including planting strips and soft edges, enhances visual quality and provides a transition between the public sidewalk and private residential uses. The site design minimizes the visual impact of vehicles by locating parking underground and servicing areas to the side and interior of the site, maintaining a pedestrian-focused frontage along Kennedy Drive West. This approach ensures continuity of the streetscape while reducing conflicts between pedestrians and vehicles.

Overall, the public realm strategy supports a cohesive and welcoming environment that reflects the residential character of the area while integrating with the adjacent open space system, contributing to a high-quality and context-sensitive living environment.

### 3.5 TRANSPORTATION AND CONNECTIVITY

The proposed development demonstrates a balanced approach to movement, accessibility, and connectivity, integrating effectively within the existing transportation network along Kennedy Drive West while supporting safe and efficient circulation within a residential context.

From an urban design perspective, the site establishes a clear movement hierarchy:

- Vehicular access is provided from Kennedy Drive West and designed to align with existing access patterns, ensuring safe and efficient circulation.
- Pedestrian connectivity is reinforced through direct, barrier-free connections between the public sidewalk and the main building entrance, providing clear and legible access for residents and visitors (OP S.8.3.1.2).
- Walkability is supported through the building's orientation and proximity to the street, encouraging short and direct pedestrian routes.

Parking is primarily accommodated below grade, with 74 underground parking spaces, complemented by 11 surface parking spaces, for a total of 85 spaces, including accessible and visitor parking. Surface parking is limited and located away from the primary frontage, minimizing visual impact and maintaining a pedestrian-oriented streetscape.

Overall, the development provides a well-organized circulation system that prioritizes pedestrian movement while accommodating vehicular access in a manner that is compatible with the surrounding neighbourhood.

### 3.6 SUPPORT WINDSOR'S ECONOMIC AND URBAN GROWTH

The proposed development supports Windsor's broader objectives for economic growth, intensification, and sustainable urban development (OP S.3.2.1, S.4.1.3 & S.6.3.1.1) by introducing new housing within an established and well-serviced neighbourhood, including:

- Expanding housing supply through the introduction of 48 residential units, supporting a range of household types and increasing housing choice within the Roseland neighbourhood;
- Optimizing existing infrastructure, utilizing available municipal services and reducing the need for outward expansion;

- Strengthening the local community, by adding population in proximity to parks, schools, and neighbourhood amenities; and
- Reinforcing efficient land use patterns, through the redevelopment of an underutilized portion of municipally owned land.

The proposal advances the City’s Housing Solutions Made for Windsor initiative by enabling the strategic sale of a portion of the subject lands, with proceeds reinvested into the development of a new municipal clubhouse. This approach supports both housing delivery and the long-term sustainability of the Roseland Golf Club as a public asset.

Consistent with Official Plan direction (OP S.8.3.1.6), the development is designed with long-term adaptability in mind, contributing to a resilient and evolving urban structure. Overall, the proposal represents a coordinated and context-sensitive form of intensification that supports housing, public investment, and the City’s broader economic and urban growth objectives.

### 3.7 FUTURE ADAPTABILITY AND LONG-TERM VISION

A well A well-designed development should respond not only to current conditions, but also anticipate long-term change. The proposed multiple dwelling at 455 Kennedy Drive West is forward-looking, aligning with Windsor’s vision for complete communities and resilient urban form, while remaining sensitive to its residential and open space context.

The development supports long-term adaptability (OP S.4.2.4) through:

- Compact and efficient site design, allowing the building to integrate with potential future improvements to surrounding infrastructure and community amenities;
- A diverse housing mix, providing a range of unit types that can accommodate evolving demographic needs, including seniors, smaller households, and families;
- Flexible site layout and circulation, which can accommodate future enhancements such as active transportation connections, servicing upgrades, and sustainable design features; and
- Durable and context-sensitive built form, designed to remain compatible as the neighbourhood evolves over time.

Consistent with broader policy direction (OP S.4.2.2 & S.6.3.1.3), the proposal contributes to a stable yet adaptable urban environment that supports incremental change while maintaining neighbourhood character.

Overall, the development represents a long-term investment in the Roseland neighbourhood, balancing immediate housing needs with flexibility for future growth and change.

## 4.0 SUMMARY

In summary, the proposed four (4) storey, 17.0m, 48-unit residential development at 455 Kennedy Drive West represents a context-sensitive approach to intensification within the Roseland neighbourhood. Located at the interface between low-density residential uses and the Roseland Golf Club, the site provides an appropriate opportunity to introduce modest residential density while maintaining the surrounding landscape character.

The development is designed to achieve compatibility through appropriate height, articulated massing, and landscaped setbacks, ensuring a gradual transition to adjacent residential uses. The building's orientation, site layout, and pedestrian connections establish a clear and legible relationship with Kennedy Drive West while integrating with the open space context. Parking is primarily accommodated below grade, minimizing visual impacts and supporting a pedestrian-oriented streetscape.

Key urban design strategies include:

- Contextual massing and façade articulation to reduce visual bulk and reinforce human scale;
- Direct, barrier-free pedestrian access and clearly defined entrances;
- Landscaped buffers and site organization that prioritize the public realm; and
- Limited shadow and privacy impacts, as demonstrated through seasonal shadow studies.

The proposal supports the City's broader objectives by introducing additional housing within a fully serviced area, optimizing underutilized municipally owned land, and contributing to the long-term sustainability of the Roseland Golf Club through reinvestment in a new clubhouse.

Overall, the residential development represents a well-integrated and forward-looking design solution that balances intensification with neighbourhood character, contributing positively to Windsor's urban structure and growth objectives.



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