



OUR OFFICIAL PROPOSAL  
FOR THE NORTHERN REACH  
WATERFRONT RESIDENTIAL  
DEVELOPMENT OPPORTUNITY



# A Brief History

- Landmart Homes founded by Mario Roque over 45 years ago, with a focus on custom homes.
- After building roughly 80 Custom Homes per year, Landmart shifted its focus to full Neighbourhoods, still offering custom style.
- In 2015, as part of its expansion into the Greater Toronto market, Landmart Homes launched a new division; LIV Communities.
- As Landmart's developments were completed, the decision was made to operate in the future entirely under the LIV Communities name.
- The company has sold and built several thousand homes throughout Southern Ontario.

# A Little Bit of the LIV Philosophy

- We don't disrupt – we compliment the surrounding areas around our sites.
- We strive to build the entire community, not just our own developments.
- We always aim for our homes to be equal parts quality and attractive.

LOYALTY INTEGRITY VISION



# We have a team of all-stars.

- LIV Communities is a formidable team of professionals with centuries of combined experience, and tens of thousands of units planned and built throughout Ontario and beyond.
- Dorian Grah - Executive Director of Operations
- Rob McDaniel - Executive Director of Construction
- Jeff Watson - CAD Production Manager
- Trevor Barnes - Director of Purchasing
- Sam Badawi - Director of Land Development
- Helen Vrbanic - Director of Marketing
- Cliff Caisse - CFO
- And others in attendance with us tonight.

# We LIV to GIVE to the Community



- 90-unit affordable house rental building.
- Managed Design Team including Architects and Engineers.
- Provided guidance and review of all choices regarding subcontractors, materials and tendering.
- Guided budgeting and managed permitting process with design team & city.



# Where have we been and where are we going?

**GRAVENHURST**

**SEVERN**

**ORILLIA**

**SIMCOE**

**BRAMPTON**

**OAKVILLE**

**BURLINGTON**

**HAMILTON**

**ANCASTER**

**PARIS**

**BRANTFORD**

**STONEY CREEK**

**GRIMSBY**

**NIAGARA FALLS**

**LOWBANKS**

What have we built?



NATURE'S GRAND  
*Brantford*

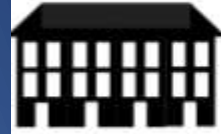
It's time to LIV WELLAND







## DEMONSTRATION CONCEPT PLAN



**Townhouse Dwelling:** Street, Stacked and Back-to-Back



**Mixed Use Commercial-Residential**



**Prospective School site**



**Proposed Location for Pedestrian Bridge**



**Central Park**



**High Rise and Mid-Rise Apartments**  
(6-8 Storeys)



**Southern Park**

# Character Areas

Central Park





# Character Areas

## Programming:

- Great lawn for formal and informal programming, directly adjacent to the waterway.
- A variety of seating areas, lookout opportunities, and bike racks.
- Open spaces that will function as active and passive greens for activities such as picnicking, frisbee play, kite flying, etc.
- Children's play zones that will integrate various landscape forms, water play opportunities, and other elements unique to the waterfront
- Skating loop for activation in the winter months.
- Changeroom/washroom kiosks
- Naturalized and formal planting areas.



## Central Park Vision:

- To create a city-wide destination park with prominent waterfront views that will be the central focus of the community.





# Character Areas

## Mixed-Use Commercial/Residential



- Public Realm detailing including waterfront amenities and mixed-use block
- A destination pedestrian area built for ALL of Welland, featuring farmers' markets, street performances, and outdoor restaurant/café seating







# Character Areas

## Programming:

- Mid-rise built form with retail at grade and residential above.
- Central Market Street/woonerf terminating in a plaza space at the water's edge.
- Unique pedestrian bridge in alignment with the Market Street view corridor, providing access across waterway to Merritt Island.
- Flexible space for day-to-day waterfront use and seasonal special events.
- Pop-up or seasonal food/beverage kiosks with water's edge views and opportunities for patio seating.
- Docking facility/kiosk for paddle sports including public parking.
- Ample seating, shade elements, and bike racks.
- Underground parking for residential units.
- Safe and direct connections between public surface parking and the Waterfront Trail.



## Mixed-Use Hub Vision:

- To create a landmark mixed-use hub that activates and animates the waterfront.





# Character Areas

## South Gateway



- Connecting Seaway Mall to Waterway



# Character Areas

## Programming:

- Medium to high-density residential built form
- Private courtyards
- Dog park
- Community gardens
- Event/market lawn
- Picnic/bbq station
- Children's play zones
- Naturalized gardens
- Ample seating, shade elements, and bike racks
- Extensive connections to the Waterfront Trail
- Accessible opportunities for swimming



## South Gateway Vision:

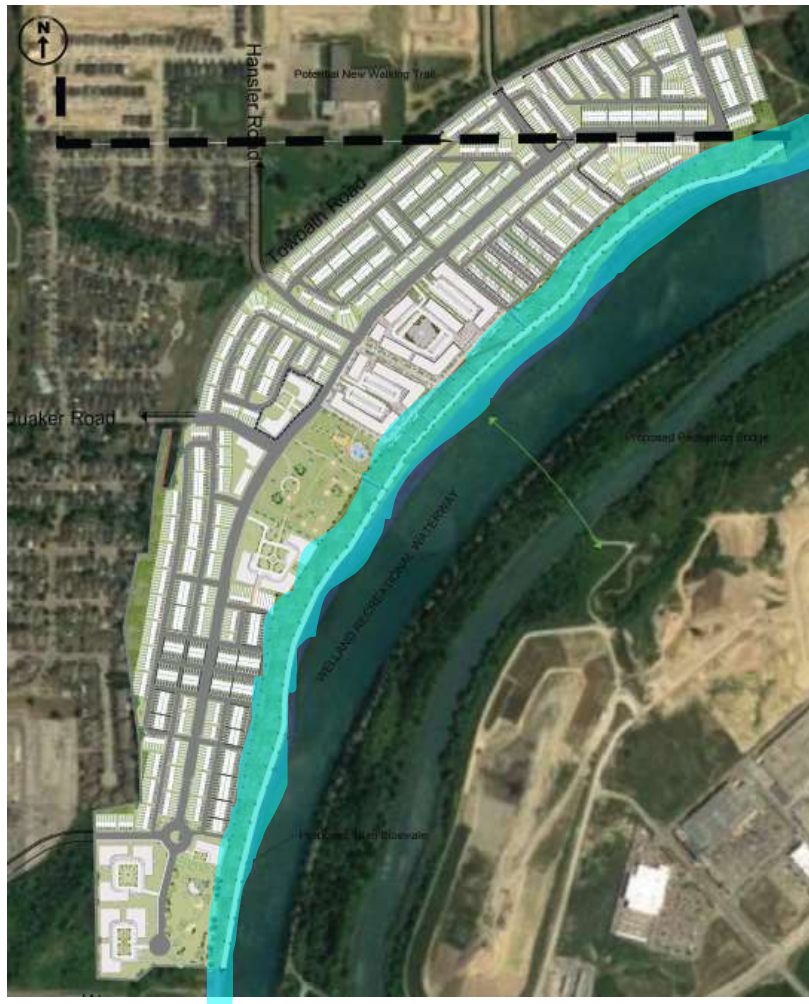
- To create an inviting gateway from the south that provides strong connections between adjacent uses and the waterfront.





# Character Areas

## Waterfront Trail



- Paths and trails along the waterfront
- Dock that can be used as a paddle sport launch
- Pedestrian bridge to Merritt Island

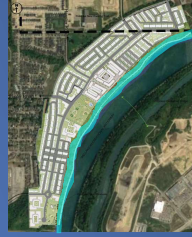


# Character Areas

## Programming:

- Pathways that change in level in response to viewing opportunities, integration of lookout terraces, and connections with parks, plazas, and the pedestrian bridge.
- Pedestrian bridge in alignment with the Market Street view corridor, providing access across the waterway to Merritt Island.
- A variety of seating areas and lookout opportunities with a distinct design palette.
- Bike racks to be installed along the Waterfront Trail and in all other parks and plazas to promote cycling connections throughout the community.
- Formalized and naturalized water's edge conditions.

## Waterfront Trail Vision:

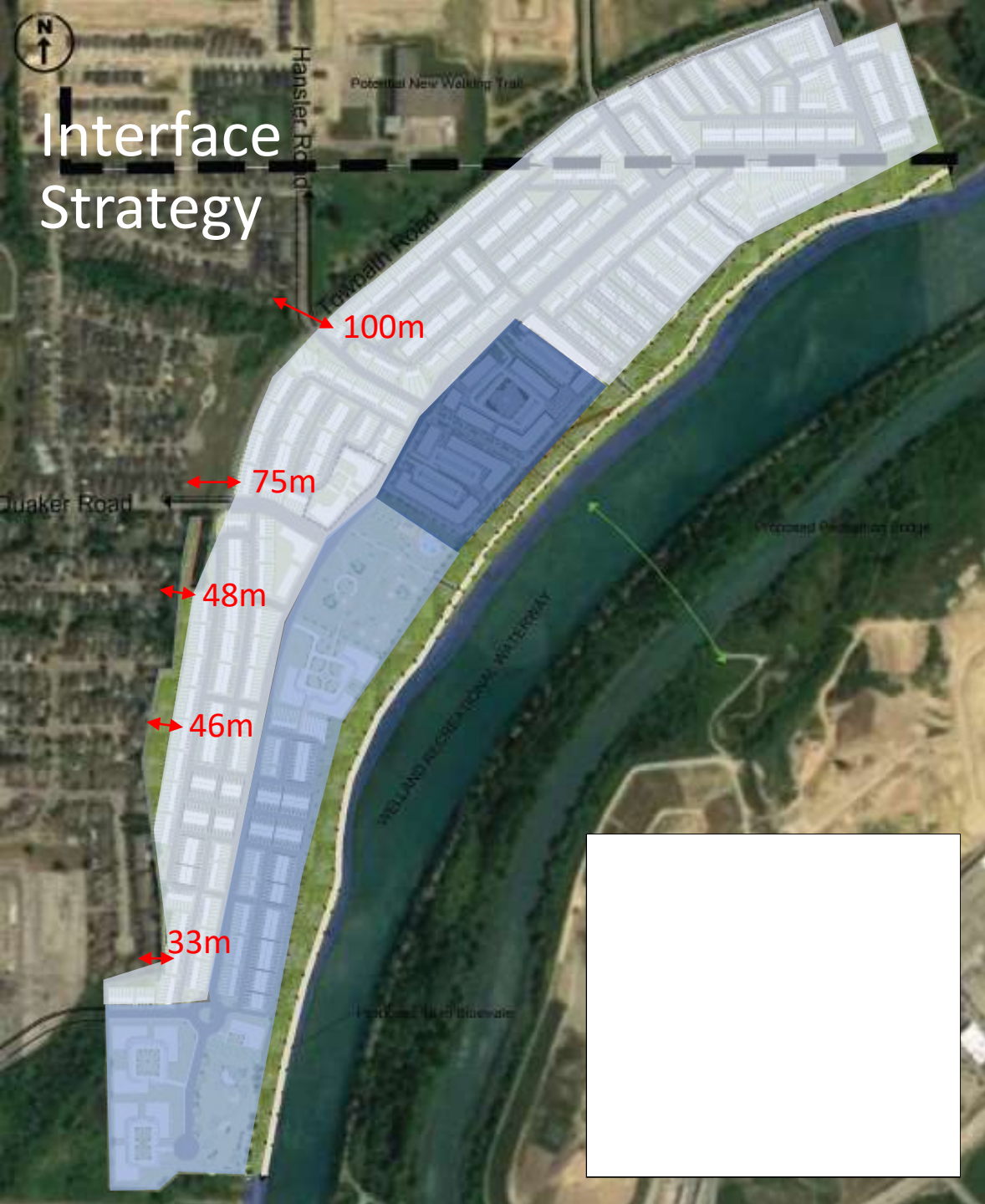


To create a publicly accessible and activated waterfront, linking the Waterfront Trail along the waterway's edge, and ensuring continuous shoreline exposure from Highway 406 to the north, to Woodlawn Road to the south.



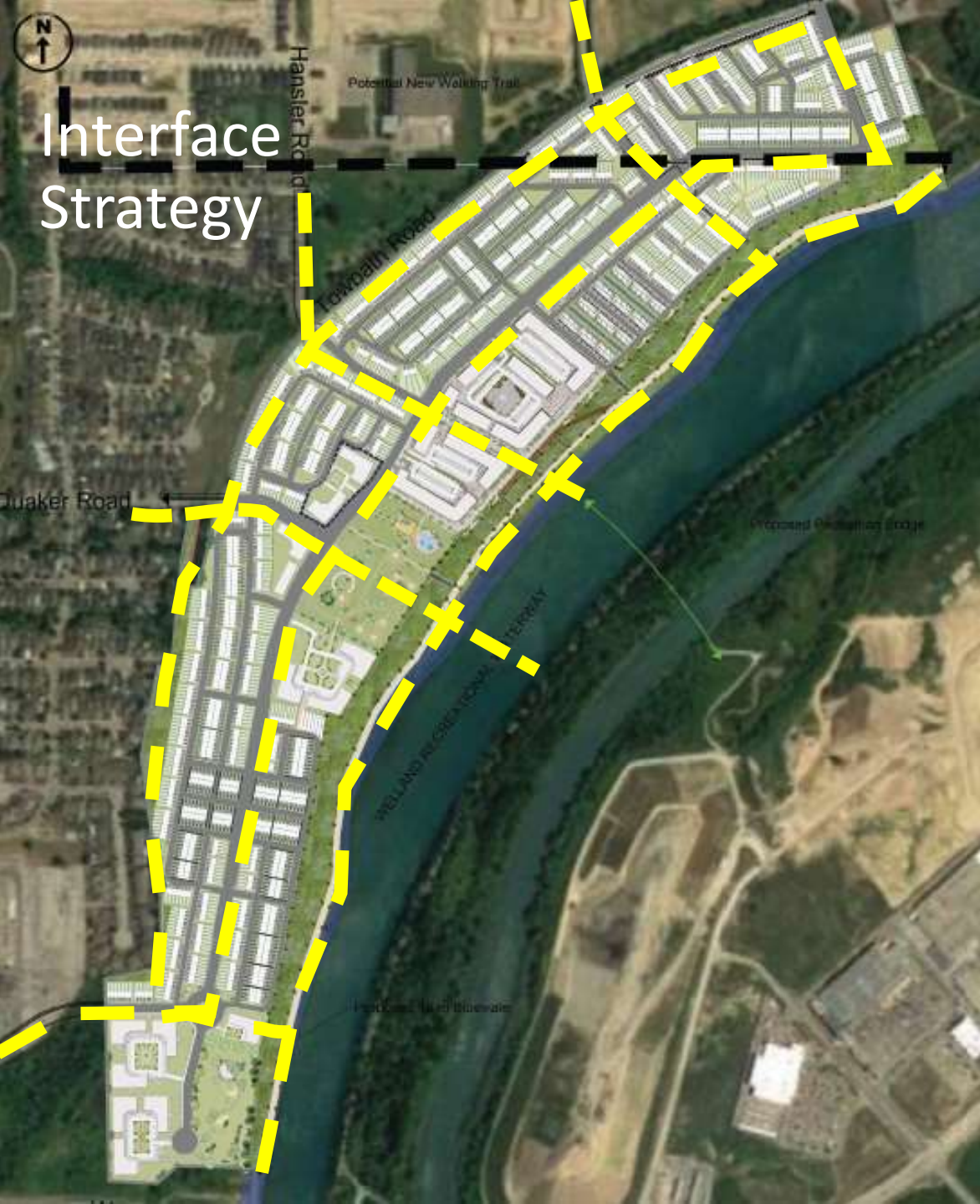


# Interface Strategy



- Lowest density is adjacent to neighbours.
- Area of greatest sensitivity is the area to the south, abutting the existing residential.
- Utilize existing watercourse within existing NPCA limits as a buffer.
- Ensure pedestrian connectivity and accessibility.
- Distinct transition between Welland and Thorold.





# Interface Strategy

- Ensure pedestrian connectivity and accessibility.
- Integration of new community with surrounding context.



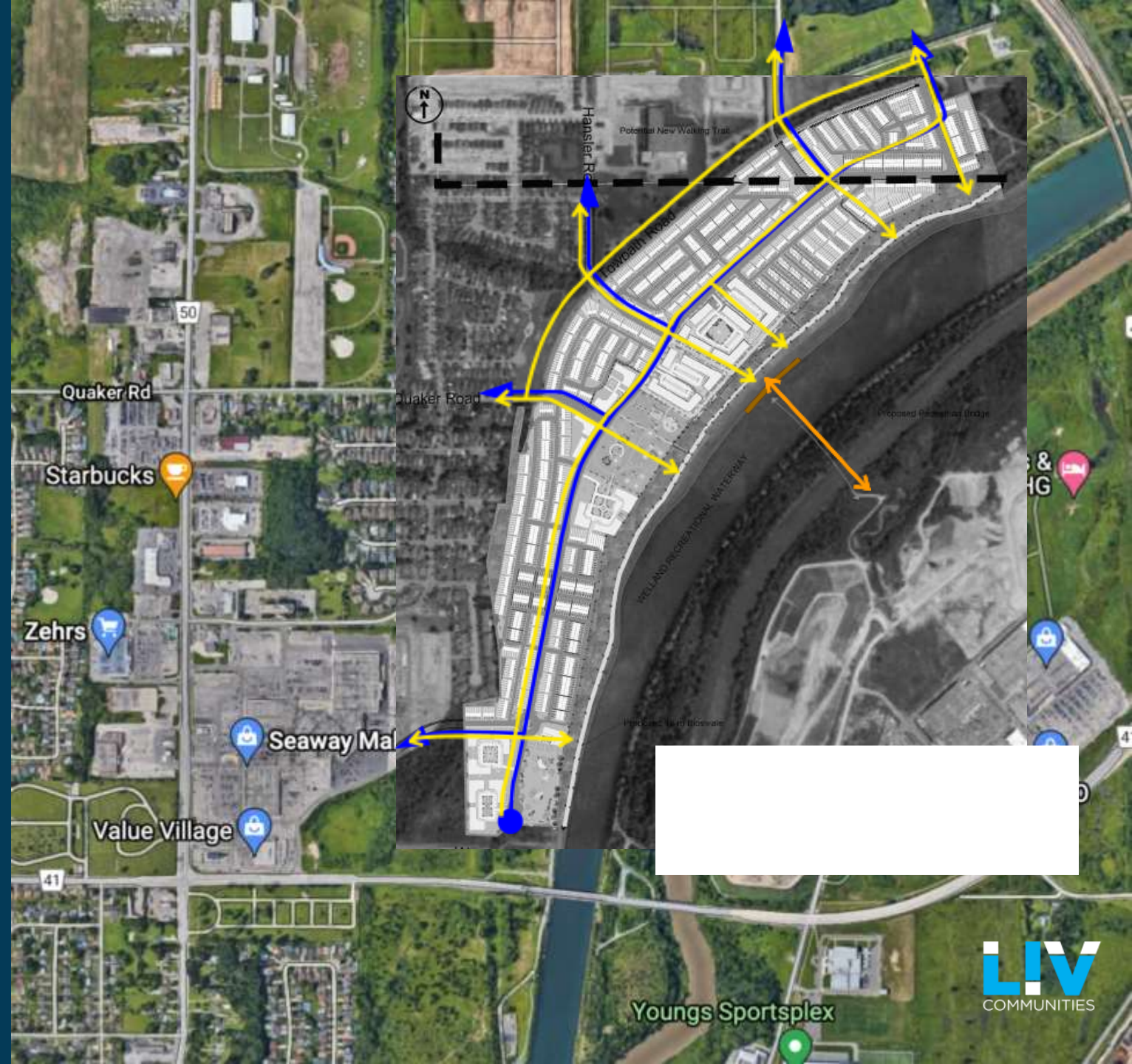
# Sustainability

Sustainability is important for all new developments but is especially important when adjacent to a feature like the Welland Recreational waterway

The management of stormwater quality can be done through inclusion of LIDS integrated in the park, and through an extensive bioswale or rain garden along the 30m retained lands along the water's edge. This has the dual benefit of protecting the waterway through natural means and beautifying the trail system that will run along the water's edge that will benefit new and existing Welland residents.

Integration of this community with its neighbours through planned trail systems. This, paired with the anticipated bridges connecting the site to Meritt island makes this community very walkable and a destination for cyclists.

Opportunities for use of sustainable construction materials will be examined for use in our midrise product through our site plan and product design stages.





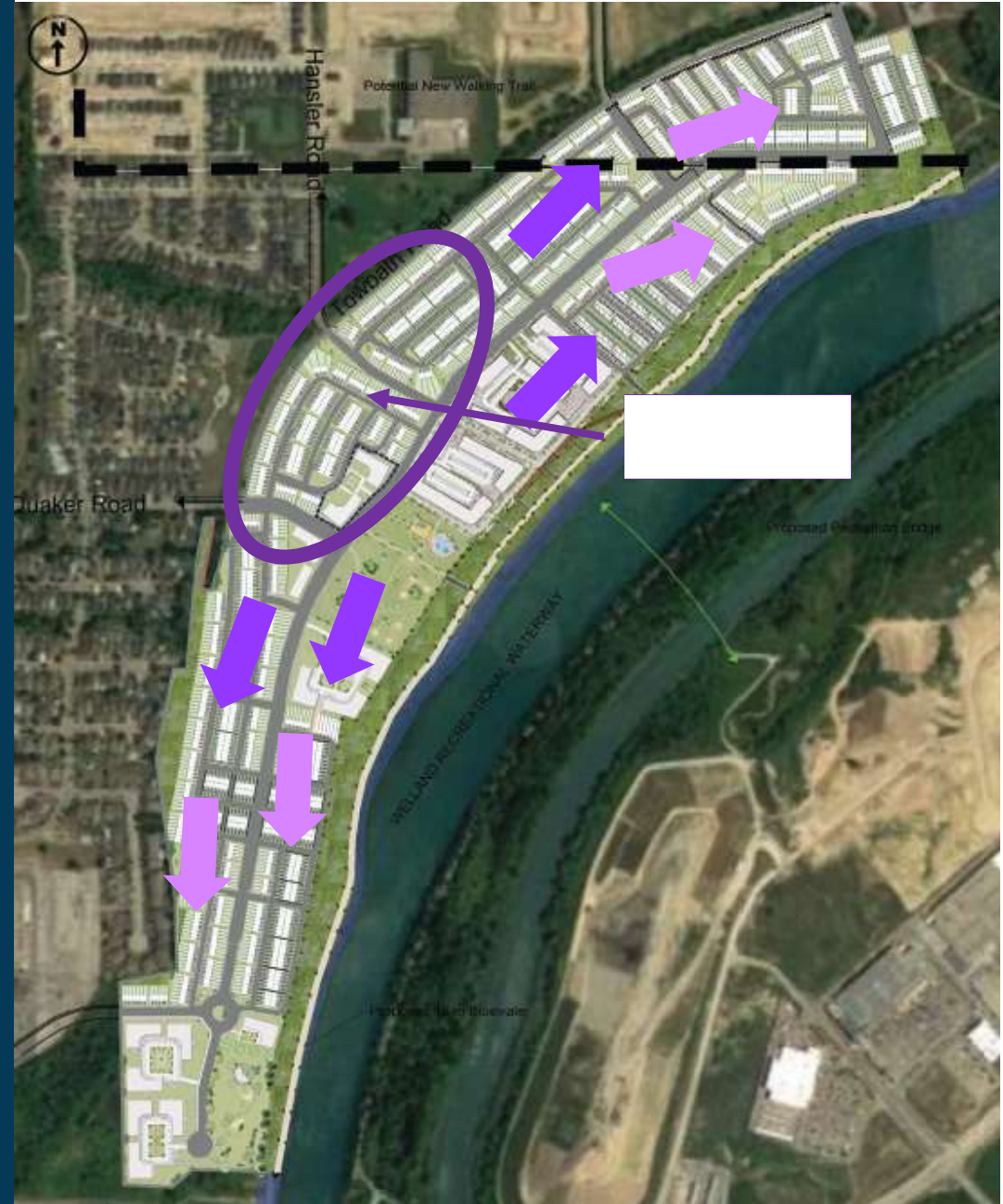
# Next Steps

Engage with staff to further develop the conceptual designs LIV has proposed.

Host an informal public meeting in early 2023, with staff and our neighbours invited, to share our ideas and hear theirs.

Once concepts become detailed design, start developing this site at its midpoint along the west edge of the site.

The starting of the project in the in the low rise section of the community will allow for bringing homes to sale and construction sooner. As development of mid rise, high rise and mixed use is more site specific.



# Welland and LIV's Partnership

- Planning Merits
  - Achieves provincial, regional and local policy
  - Residential form accommodates a diverse set of household types and sizes
  - Over 30% of Welland's targeted growth for 2051
- Economic Development Benefits
  - Higher end product
  - Supports local economic and employment outside of subject lands
  - Reinforces Welland as a destination
  - Provides substantial municipal revenue
- Flexibility
  - Builds Welland-focused community
- Place-Making Opportunities
  - Parks and recreation
  - Central mixed-use district
  - Connections from to adjacent shopping and Downtown
  - Takes advantage of Welland's pristine waterfront



**LIV** IN WELLAND  
COMMUNITIES

THANK YOU!

