

Proposed Drive-Thru & Service Addition Bessada Kia

# URBAN DESIGN BRIEF

1675 & 1695 Bayly Street, Pickering, ON.



Project No. 25240

December 2025

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## 1.0 Purpose of Urban Design Brief

BBA has prepared this Urban Design Brief with Kirby Structures to support a Zoning By Law Amendment and Site Plan Application for the lands at 1675 and 1695 Bayly Street Pickering, Ontario. The current automotive dealership is located at 1675 Bayly Street and proposes an addition for drive-thru and service expansion of 908 sq.m that will provide additional customer service areas to the existing 1275m<sup>2</sup> facility to provide an overall building area of 2,183m<sup>2</sup>. In addition, the existing automotive dealership, the lands at 1695 Bayly Street will be used for parking and expanded vehicle inventory for the dealership as per required in the zoning by law.

The purpose of this Urban Design Brief is to evaluate the development proposal addition of the automotive dealership; Bessada Kia to ensure that the proposed development is compatible with the surrounding lands and the City of Pickering Official Plan Design Policies within Chapter 9 and 12 of the City of Pickering Official Plan.

This Brief will describe the development vision for the dealership addition, physical form, layout and design of the proposed building addition and site improvements by illustrating the building massing, and articulation to establish the relationship between the building and the street as well as the existing context and current use of the site.



Figure 01-Aerial (1675 & 1695 Bayly Street, Pickering)

## 2.0 Property Context

The 'subject lands' are situated on the south-west corner of Bayly Street and Brock Road South and are known municipally as 1675 and 1695 Bayly Street Pickering, Ontario. The subject lands are bound by Bayly Street to the North, Brock Road South to the East, Commercial Properties to the South and a Proposed Multi-Residential Development to the West of the subject lands.

The surrounding land uses are primarily comprised of "Employment Areas-Mixed Employment" Commercial Areas in addition to the Proposed Multi-Residential Development under construction.

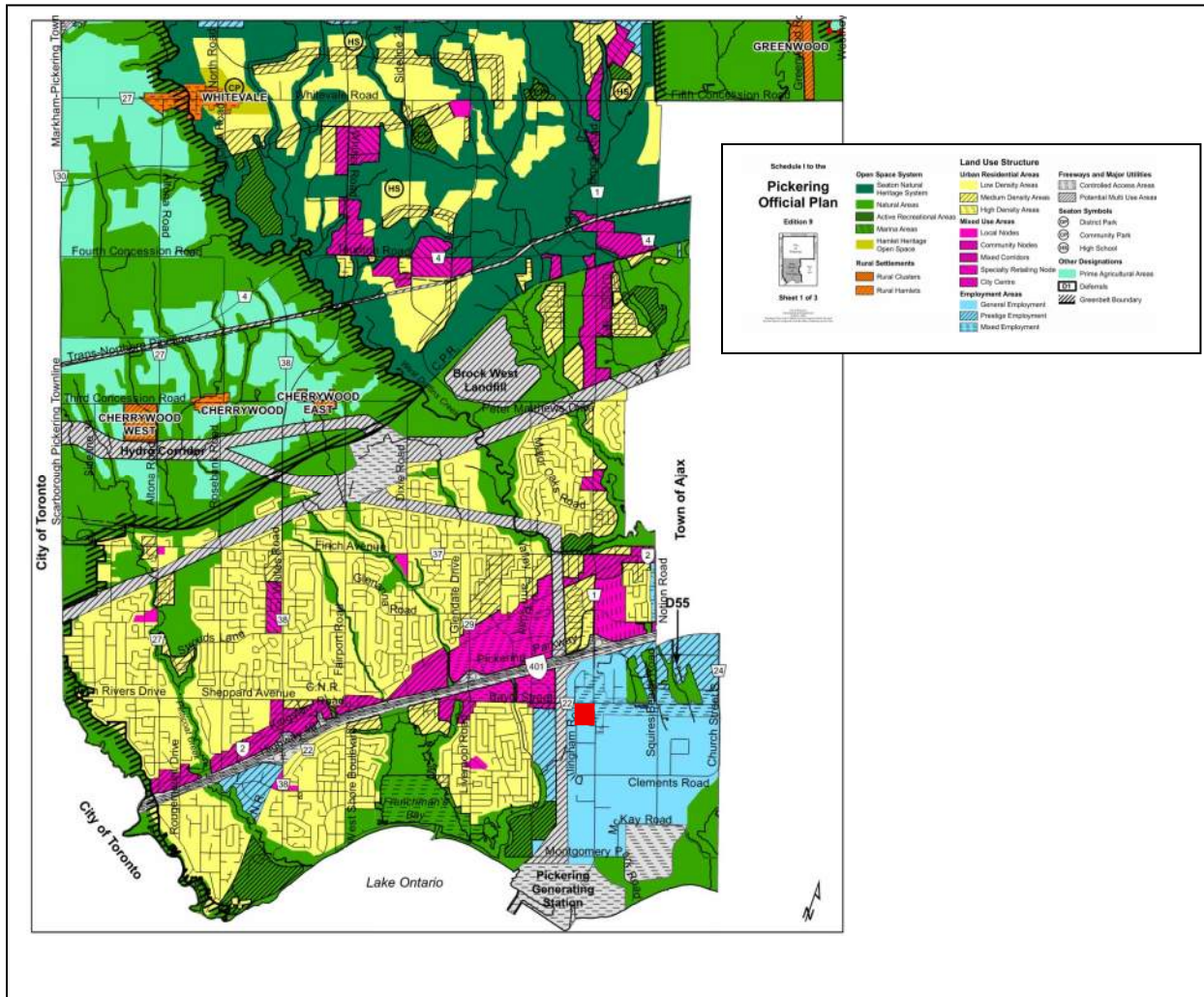


Figure 02-Schedule 1 Official Plan Land Use Map (1675 & 1695 Bayly Street, Pickering)

### 3.0 Development Proposal

BBA has prepared this Urban Design Brief with Kirby Structures to support a Zoning By Law Amendment and Site Plan Application for the lands at 1675 and 1695 Bayly Street Pickering, Ontario. The current automotive dealership is located at 1675 Bayly Street and proposes an addition for drive-thru and service expansion of 1,390 sq.m that will provide additional customer service areas to the existing 1275 m<sup>2</sup> facility to provide an overall building area of 2,665m<sup>2</sup>. In addition, the existing automotive dealership, the land at 1695 Bayly Street will be used for parking and expanded vehicle inventory for the dealership as per required in the zoning by law.

The proposed automotive dealership service and drive-thru addition is designed to align with the current vehicular and functional operations of the current dealership, Bessada Kia. The existing dealership, as previously noted, is currently 1,275 m<sup>2</sup>, containing a sales and service area. The sales area is approximately 368m<sup>2</sup> and the current vehicular service area is 907 m<sup>2</sup>. The proposed addition for a new customer service drive-thru and expanded service area is a modernization of operations as well as aligning to the manufacturer; Kia Canada Design Standards. The proposed 908 m<sup>2</sup> service and drive-thru building addition is adjoined to the east of the existing facility and set back from the north (Bayly Street) façade, with an exterior car display area and entry. The location of the addition relates to the function and operational standards of the current facility, as such, is situated to align to manufacturer design standards and operational constraints.

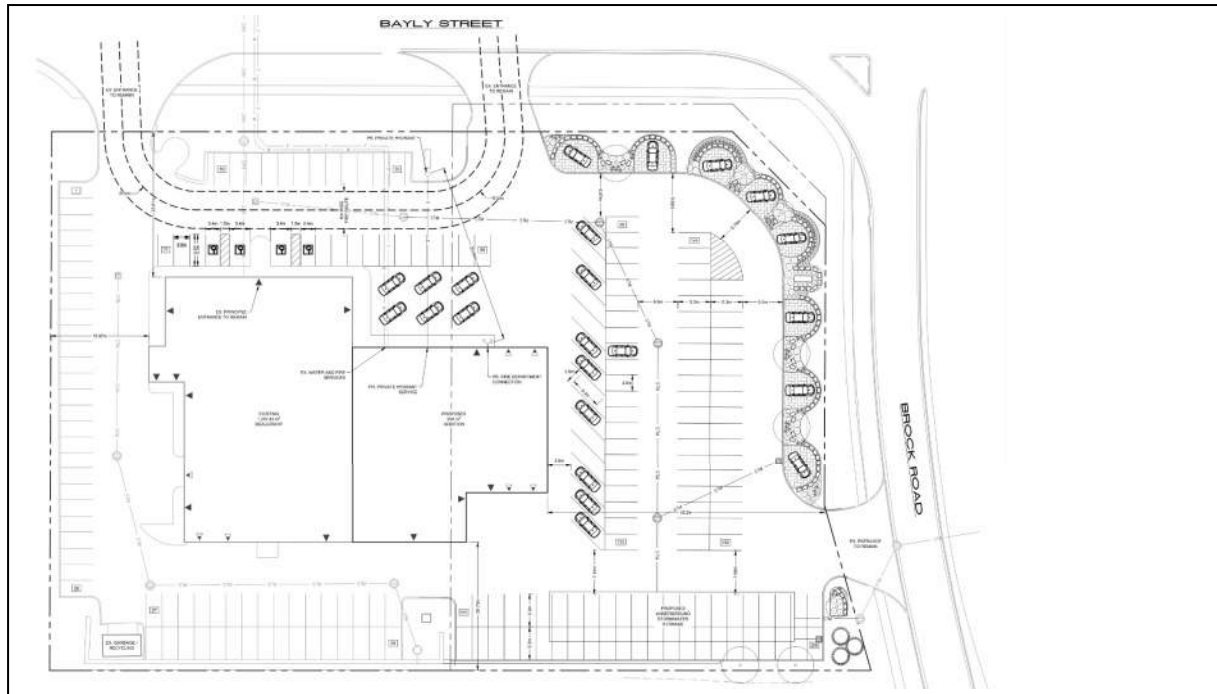


Figure 03-Proposed Site Plan

#### 4.0 Urban Design Objectives

The Official Plan recognizes that new developments shall respect the physical character of the existing neighborhoods while promoting high quality-built environments as a 'west anchor for Durham Region.

*The City recognizes the value and benefits of ensuring for its residents, business-people and visitors, the creation of high quality built and natural environments. In addition to achieving a distinctive physical form that expresses the City's image as the western anchor of Durham Region, many social, economic and environmental benefits are realized by achieving well designed environments.*

*As Pickering continues to grow and evolve, design excellence must be promoted when the basic community building blocks are constructed, including the streets, parks, public squares, shops and residential neighborhoods. Community design should focus on the relationships between, as well as the visual character and aesthetic qualities of, the City's basic community building blocks.*

*(City of Pickering Official Plan – Chapter 9)*

While promoting high quality design through new developments key principles identified through the community design within the official plan are identified from the City of Pickering;

1. *Encourage the creation of an overall physical form for Pickering that is related to the scale and pace of pedestrians.*
2. *Encourage private and public developments that offer pedestrians and users a high level of comfort, enjoyment and personal protection.*
3. *encourage private and public developments that provide an integrated mix of uses, activities and experiences.*
4. *encourage the design of road patterns, buildings and the spaces between them in a manner that supports an efficient public transit system and makes it easy for both pedestrians and vehicles to move about in a variety of directions.*
5. *Encourage developments that are designed to fit their contexts by considering the mix of uses, and the massing, height, scale, architectural style and details of existing, adjacent buildings.*
6. *Encourage developments that create spaces between and along buildings that are of high architectural and landscape quality and contribute to and enhance the overall quality of Pickering's public realm.*
7. *Encourage, where appropriate, the creation of landmarks and other distinctive elements including buildings, open spaces, landscapes and natural features that make it easy for people to understand where they are, and how they get to the various places, amenities and facilities they require.*
8. *Encourage the design of buildings and places that can be used for a variety of purposes, and are capable of adapting over time to changing circumstances and opportunities.*
9. *Encourage the use of colour, decoration and variation in material to create buildings, and the spaces around buildings that are attractive for people to look at and use; and;*
10. *Encourage developments that establish appropriate relationships between built and natural environments, that ensure sensitive natural systems are protected and*

*where possible enhanced and celebrate significant aspects of the natural and cultural landscape.*

Given the Community design principles of the Official Plan framework described in Chapter 9 that establishes a strategy for ten (10) Community Design Concerns: **human scale, mixed uses, context, places versus buildings, legibility, pedestrian comfort, permeability, building adaptability, attractive public spaces and natural heritage.**

Although the proposed automotive service drive-thru addition may not integrate such current community design principles given the existing building location, form and context of the site. Attributes of the existing, proposed building addition and current development can be aligned to such principles of the Official Plan Design Principles;

1. *Encourage private and public developments that provide an integrated mix of uses, activities and experiences;*
2. *Encourage developments that are designed to fit their contexts by considering the mix of uses, and the massing, height, scale, architectural style and details of existing, adjacent buildings;*

While a functional- commercial use; automotive sales and service dealership may not align with the modern community and urban design principles of the Official Plan, integration of a mix of uses and a myriad of styles, scale, massing help contribute the public realm provide a greater significance to the existing context, buildings-spaces of community importance as well as the employment of people in the community.

While the Community Design Concerns focus on the above attributes of integration the White the Detailed Design considerations derived from these concerns identify the range of specific design matters to establish a solid approach to community design for Pickering, at this point in its development, as noted through the Official Plan.

Detailed Design Considerations for the development of new and existing sites noted in the Official Plan are; **Community Image, Corporate Initiatives, Design with Nature, Development and Subdivision Design, Views and Vistas, Design of Public Open Spaces, Streetscapes, Design of Buildings Barrier Free Access, Public Art and Lighting.**

While the proposed building addition for the service and customer drive-thru to the existing automotive service and sales development do not necessarily align with all Detailed Design Considerations developed in the Official Plan, aspects of the development and its context can be considered as appropriate attributes, as there is a strong corporate initiative through the branding, contribution to the existing streetscape generated through landscape design and building form, as well as improving and providing barrier free accessibility to the site. Given the existing automotive service and sales development and proposed building addition are a commercial building and site, designed functionally through business operations primarily, there is an attempt to provide a level of urban design and integration of the site, as the area goes through a transition in development and similar spaces to these are transitioned into mixed use developments that align with the current vision of the Official Plan and urban design principles set within.

The proposed building addition and site plan will attempt to align the design objectives and addresses the following elements that will be discussed in detail within this report. These items include:

- **Site Orientation & Building Massing**
- **Building Façade, Fenestration & Materiality**



Figure 04-Conceptual Rendering (Front Elevation)



Figure 05-Kia Canada Conceptual Renderings

## 4.1 Site Orientation & Building Massing

Site Orientation and Building Massing for the subject site development proposal of a service and drive-thru addition is designed to align with the current vehicular and functional operations of the current dealership, Bessada Kia. The current dealership massing is an existing two-storey (7.3m) building height, with a sales area at the front (north) and existing service department at the back (south) on the existing property. The existing dealership is currently orientated to align the front façade along Bayly Street and is currently 23.81m from the north lot line, along Bayly Street.



Figure 06-Proposed Building Elevations

The proposed automotive dealership service and drive thru addition is designed to align with the current vehicular and functional operations of the current dealership, Bessada Kia as per the manufacturer DCD (Design Control Documents) produced by Kia Canada. The existing dealership, as previously noted, is currently 1,275m<sup>2</sup>, containing an existing sales and service area. The sales area also contains a set back second level mezzanine area with offices. Through the proposed development of this building addition to the customer drive-thru and service addition will attempt to align itself with some of the key objectives of the urban design objectives provided through the City of Pickering Official Plan. Key objectives in relation to the consistent two-story massing that is being shown are;

- ***Consistent Corporate Initiatives through the consistent building envelope and massing,***
- ***A consistent streetscape design (Bayly Street) with new addition and existing building***
- ***humans scale with respect to the massing of new and old building elements.***

Although the Pre Consultation Comments (January 2024) suggest that the building addition should be placed in an alternate location (South-West Corner) of Brock Road and Bayly St, the proposed concept and justification provided above suggests otherwise for the current project. As such it could also be considered that future development and massing could still exist in future on the corner, should car-inventory operations change.

It should be considered that although the proposed development, customer drive-thru and service addition and the existing Bessada Kia sales and Service do not meet all the attributes and objectives of the Urban Design Guidelines as a new development, the proposed addition and existing when reviewed in context accomplishes principles that align to;

1. *Encourage private and public developments that provide an integrated mix of uses, activities and experiences;*
2. *Encourage developments that are designed to fit their contexts by considering the mix of uses, and the massing, height, scale, architectural style and details of existing, adjacent buildings;*

Through this typology and functional use, reinforces a new and alternate modern developments that provide a mix to the context and neighborhoods which also promote a “less of sameness” and more significant experiences for adjacent developments that are not functionally and purpose-built developments, such as the subject site. It should also be noted that the (South-West Corner) of Brock Road and Bayly St, uses landscape elements and presentation of inventory to promote a street edge presence that reflects that ongoing operational use of the existing automotive sales and service dealership; Bessada Kia.

## 4.2 Building Façade, Fenestration and Materiality

Building on the key attributes of Site Orientation and Massing, the Building Façade, Fenestration and Materiality for the subject site development proposal of a service and drive thru addition is designed to align with the current vehicular and functional operations of the current dealership, Bessada Kia. As noted previously the current automotive dealership massing is an existing two-story (7.3m) building height, with a sales area at the front (north) and existing service department at the back (south) on the existing property. The existing dealership is currently orientated to align the front façade along Bayly Street and is currently 23.81m from the north lot line, along Bayly Street.

The proposed customer drive-thru service addition and renovation to the existing sales - service automotive dealership building attempts to provide a cohesive and renewed modern development that attempts to promote quality design with aligning to community design principles of the City of Pickering Official Plan;

1. *Encourage private and public developments that provide an integrated mix of uses, activities and experiences;*
2. *Encourage developments that are designed to fit their contexts by considering the mix of uses, and the massing, height, scale, architectural style and details of existing, adjacent buildings;*
3. *Encourage the use of colour, decoration and variation in material to create buildings, and the spaces around buildings, that are attractive for people to look at and use; and;*

Through these key principles detailed design objectives in developing the existing and new building addition provide an;

- ***Consistent Corporate Initiatives through the consistent building envelope and massing,***
- ***A consistent streetscape design (Bayly Street) with new addition and existing building***
- ***humans scale with respect to the massing of new and old building elements.***

Although it's noted that the proposed building addition and existing building renovation typology do not align directly with the cultural aspects of the Official Plan and Urban Design Objectives, by renewing a place of employment with enhanced façade design and improvements provides a renewed consistency through corporate branding and initiatives that renews the site urbanistically and a consistent streetscape.

With reference to the provided building elevations of the proposed addition and existing building renovation of Bessada Kia, an overall consistency and uniformity is provided through the corporate re branding of façade and fenestration through the manufacturer DCD (Design Control Documents) produced by Kia Canada. A strong modern and clean approach to building façade of both the existing sales is developed through the Kia Canada branding and DCD strategy incorporating a wholistic clean look of modern ACM (Aluminum composite panel) in a silver field colour with black accent-colour used in horizontal orientation with aligned glazing elements, of large, combined openings, reinforces an overall clean and modern street scape façade. Areas of the proposed addition and existing automotive sales and service dealership for pedestrian accessibility are also reinforced through the glazing elements and large combined openings of curtain wall as well as glazed door openings, providing a balance to the façade and clean modern aesthetic of the

manufacturer branding. With respect to the materiality, again a simple modern approach to the façade and fenestration through the manufacturer DCD (Design Control Documents) produced by Kia Canada is produced. Clean glazing curtain wall areas with modern ACM (Aluminum composite panels) in linear horizontal orientation with a silver colour and black accent-coloured areas used in the upper façade to accentuate the brand, establishes the clean and modern aesthetic of the Kia Canada brand.

Through this corporate brand approach to the building façade, the simple massing is further accentuated to provide a clean and modern building elevation(s). The customer service drive-thru service addition and the existing sales service renovation provide a renewed and modern building that is;

- ***Consistent Corporate Initiatives through the consistent building envelope and massing,***
- ***A consistent streetscape design (Bayly Street) with new addition and existing building***
- ***humans scale with respect to the massing of new and old building elements.***

By aligning the design of the addition and renovation of existing dealership to these key principles of the City of Pickering Official Plan, the proposed addition and renovation deliver and maintains fundamental urban design characteristics of façade, fenestration, and materiality in relation to the City of Pickering Official Plan design objectives.

Although the building placement and orientation may not align with the siting principles and key objectives of the Official Plan and design principles, working with an existing building with functional constraints and aligning other key aspects and objectives within the Official Plan demonstrates that a consistent streetscape and other elements can still be achieved through this proposed customer drive thru and service addition as well as renovation to the existing sales and service areas at Bessada Kia.



Figure 07-Concept Rendering and Site Development Perspective at Bayly and Brock St S.

## 5.0 Conclusion

Through this Urban Design Brief we conclude that the design of the proposed customer service drive-thru service addition and renovation of the existing sales – service areas at Bessada Kia; 1675 and 1695 Bayly Street aligns to the key principles and objectives described within the City of Pickering Official Plan. While all objectives and principles cannot be achieved due to functional constraints related to operational logistics, corporate constraints, and the existing building. The proposed addition and renovation to the existing dealership will attempt to align with the Official Plan Design Objectives and Principles;

- ***Consistent Corporate Initiatives through the consistent building envelope and massing,***
- ***A consistent streetscape design (Bayly Street) with new addition and existing building***
- ***Human scale with respect to the massing of new and old building elements.***

Through these key design principles and attributes the proposed addition and renovation of Bessada Kia, attempts to align the proposed design with the City of Pickering Official Plan Design Objectives and the modern cooperate branding design from Kia Canada.

Therefore through the attributes described in this report the proposed customer service drive-thru service addition and renovation of the existing sales – service areas at Bessada Kia; 1675 and 1695 Bayly Street, Pickering, ON remains *respectful of the physical character of the existing neighborhoods while promoting high quality-built environments as a 'west anchor for Durham Region*, and aligning to some key objectives within the City of Pickering Official Plan.

Respectfully Submitted:

A handwritten signature in black ink, appearing to read 'N. Swerdfeger', with a horizontal line underneath.

Nicholas Swerdfeger, OAA MRAIC  
Principal Architect