

# Brighton Village Centre Concept Design

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# Brighton Village Centre Design Principles

1. Create an Identifiable Place
2. Create a Gateway
3. Create an Activated Mixed-Use Frontage Along Brighton Common
4. Reinforce Pedestrian Connectivity with Internal Pathways
5. Maximize the Experience of the Brighton Entrance Driveway and Sequence
6. Create a Visible Sign
7. Develop a Coherent Language of Design
8. Incorporate Innovative Community Programming
9. Enhance the Pedestrian Experience
10. Create a Design Exemplar for the Dream Office as Part of a Mixed-use Building

# Brighton Village Centre Design Principles

## 1. Create an Identifiable Place

Located in the rapidly growing Brighton neighbourhood, Brighton Village Centre (BVC) is a vibrant destination for living, working and community events. The urban design vision calls for the creation of a precinct of street and blocks that create an exemplary model for urbanization that is dense, diverse, compact, and walkable.

The design of the BVC and the individual buildings will incorporate sustainable design strategies that will be energy efficient, and fully integrated at multiple scales.

The BVC will create a gateway to the larger subdivision while establishing a distinct sense of identity and a strong sense of arrival.

The vision reinforces the design of the public realm. Including two crescent streets, as well as two minor radial streets that create a set of six development parcels.

## 2. Create a Gateway

The two gateway sites accommodate two modern buildings that are distinctive and respond to the geometries of the surrounding streets.

Individually, and together, these two buildings will be visually prominent and act as a landmark.

## 3. Create an Activated Mixed-use Frontage Along Brighton Common

The streetscape along Brighton Common is activated with pedestrian oriented walk-up retail units that not only serve to activate the street, but also serve to increase interest and activity along the transparent frontages.

The retail units will be sized to accommodate community retail opportunities while not taking away from the larger scale neighbourhood retail in the Brighton area. The retail bays will target activities such as convenience stores, dentist, salons, and fitness studios to name a few.

A series of mixed use buildings are proposed to form a walkable crescent that creates a sense of enclosure for the two gateway development blocks. The tree planting on the crescent will be incorporated with standard sidewalk dimensions and wider sidewalks in areas of high pedestrian volumes. Multi-unit residential development is vertically integrated with some of the retail components to create a mixed-use environment.

## 4. Reinforce Pedestrian Connectivity with Internal Pathways

Increased connectivity is encouraged by providing pathways that allow for easy transition through the BVC. These pathways will exemplify the CPTED principles with adequate lighting and many balconies that create eyes on the street principle.

## 5. Maximize the Experience of the Brighton Entrance Driveway and Sequence

The grand entrance driveway into Brighton Village Centre and Neighbourhood is curvilinear and elegant. The tree lined drive will reinforce the geometry and define the central park-like space which will accommodate key features that serve the neighbourhood.

## 6. Create a Visible Sign

A low sign is proposed to mark the axis and entrance to Brighton.

## 7. Develop a Coherent Language of Design

The plan calls for modulation of scale and character of contemporary urban buildings serving a range of uses. The material palette will include a wide variety. The rhythms, scale, and proportion of the individual buildings will be developed to ensure that there is compatibility between individual buildings and a coherent language for Brighton Village Centre. All buildings will conform to the Guidelines for Architectural Design on page 10.

## 8. Incorporate Innovative Community Programming

The concept calls for innovative learning and play spaces for children incorporated with the Dream Building and the Community Building.

## 9. Enhance the Pedestrian Experience and Public Realm

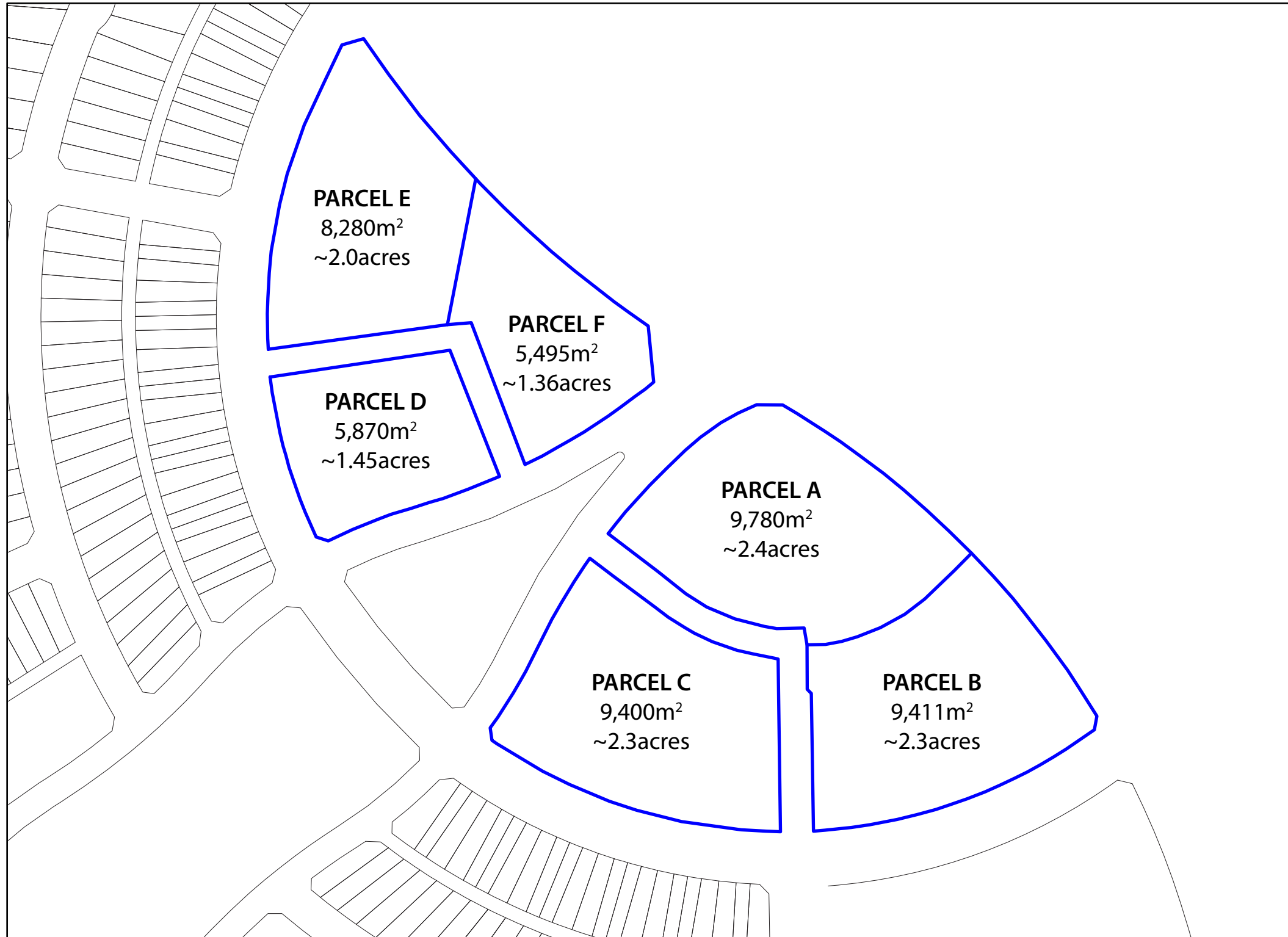
Develop with the pedestrian in mind with safe designs for pedestrian crosswalks, parking lots, and public spaces.

## 10. Create a Design Exemplar for the Dream Office as part a Mixed-use Buildings

The Dream offices are designed to be housed in one of the primary mixed-use buildings at the BVC Gateway. The prominent location will exemplify high-design with high quality finishes and design. The Dream office will include at-grade entrance and meeting rooms and then upper floor that includes the remaining program, such as offices, meeting rooms and staff spaces. The unique location at the end of the building create a dynamic form.

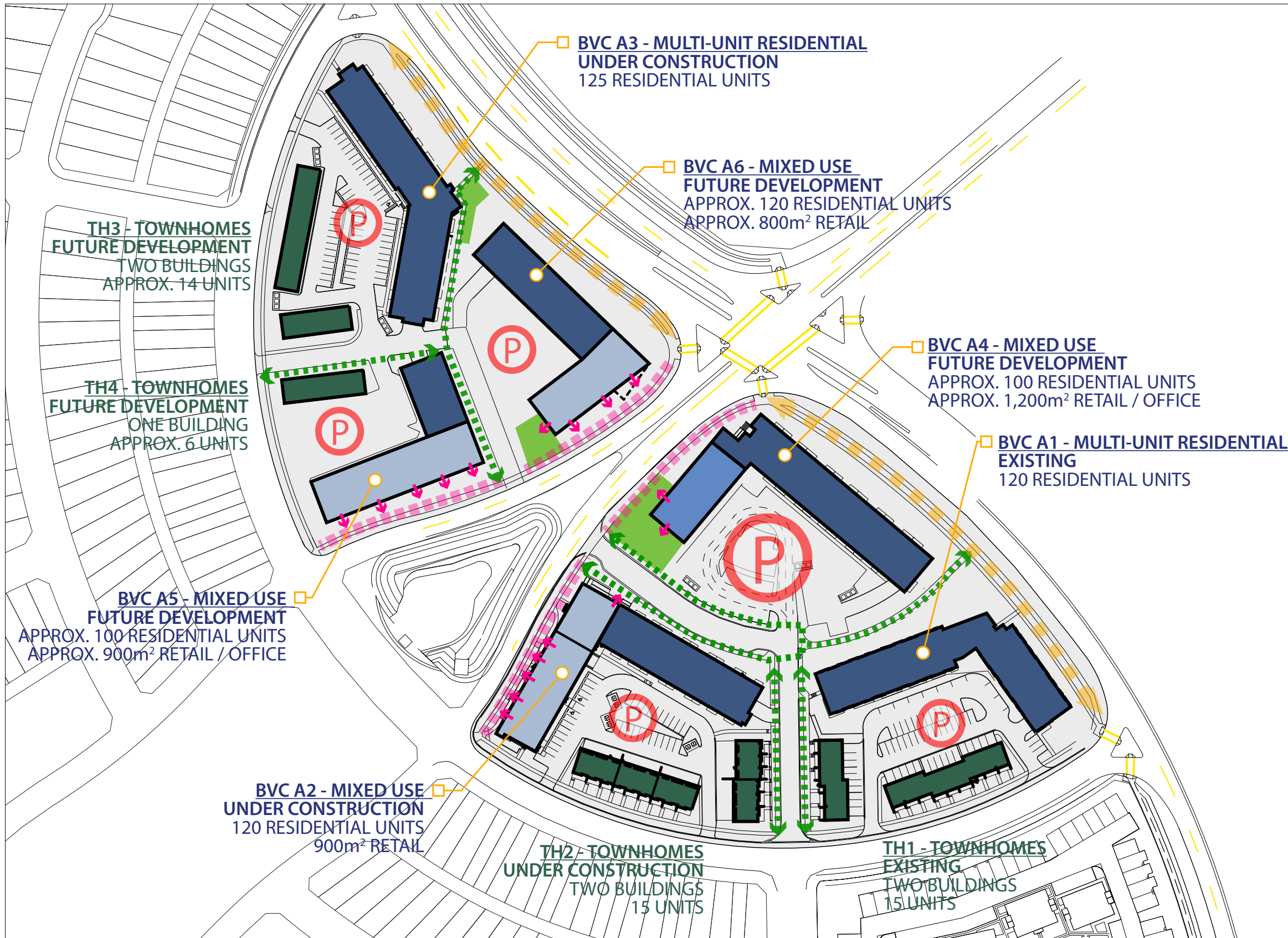
The sustainable building design creates a supportive and healthy workplace in a light-filled, loft environment. One level of underground parking is proposed in combination with surface parking to accommodate staff, clients, and visitors.

The prominent mixed-use building will have a civic presence complemented by a publicly accessible destination which can be used for retail, recreational, and community uses. A small community open space is proposed with hard surfacing to provide activity for residents, especially families with children. It is anticipated that this public amenity will function as a gathering place and focal point for visitors.



1:2000

BRIGHTON VILLAGE CENTRE PARCEL AREAS | May 2024



- TOWNHOMES
- MIXED-USE: RETAIL AT-GRADE
- MULTI-UNIT RESIDENTIAL
- MIXED-USE: OFFICE / RETAIL
- COMMUNITY PUBLIC SPACE
- COMMERCIAL FRONTAGES
- PEDESTRIAN CIRCULATION
- BIKE PATH + PEDESTRIAN SIDEWALK
- P PARKING AREAS

The coloured buildings depicted are intended conceptual footprints for both existing and future buildings. The overall site and building configurations will be designed to be consistent with the concept plan principles contained in this plan. Approval of each development will be conducted using this illustration as a guide in conjunction with the development standards contained in the DCD8 regulations.

1:2000

BRIGHTON VILLAGE CENTRE CONCEPT PLAN | MAY 2024



NOTE 1. The overall site configuration and land uses shown on these illustrations are generally consistent with the concept plan proposed for this site by Dream. The detailed depiction of buildings, parking areas and driveways are for illustrative purposes to show an option for development which in keeping with the policies in this Concept Plan. Variance from the buildings, parking and driveways as depicted in this illustration will be considered through the normal development review and approval process (i.e. concept plan, Zoning Bylaw, development permit), and will be approved where in keeping with policies of this Concept Plan.



CONCEPTUAL VIEW (REFER TO NOTE 1) OF BRIGHTON VILLAGE CENTRE AT FULL BUILD OUT | June 2024





CONCEPTUAL VIEW (REFER TO NOTE 1) OF STREETScape AND OPEN SPACE | June 2024

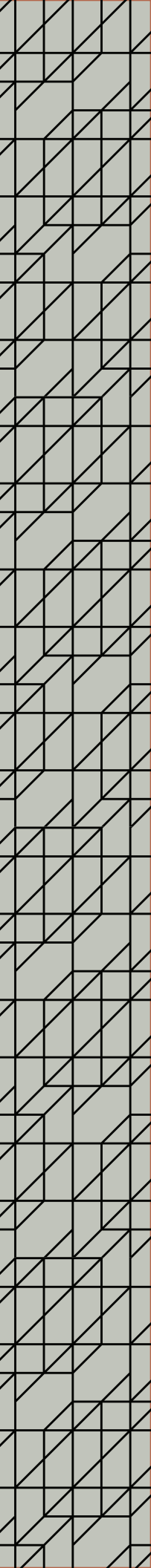




CONCEPTUAL VIEW (REFER TO NOTE 1) OF PUBLIC OPEN SPACE AND WETLAND | June 2024



# Brighton Village Centre Design Principles ARCHITECTURAL GUIDELINES





# CONTEMPORARY MODERN KEY FEATURES AND DEFINITIONS

- Context sensitive building design means An Architectural Design of a building which respond to its adjacent land-uses, built environment and local climatic conditions.
- Simplicity of form, repetition means the use of repeated visual elements in architectural building design to provide a consistent visual experience.
- Marriage of indoor and out means maximizing use of clear windows at lower levels of building and the street to create an active, interesting and engaging streetscape.
- Clear articulation of retail entrances means providing a direct physical and visual connection between the street and the building's entrance, with features such as canopies or porticoes, arcades, arches, and integral planters.
- Crisp detailing means use of architectural design elements that provide a sharp and characteristic form to the building.
- No ornament means achieving better design through simplicity - a simplicity of form, space, materiality, detail, and colour.

## RETAIL GUIDELINES

- Simplicity of form, repetition
- Context sensitive building design
- Clear articulation of retail entrances
- Crisp detailing
- No ornament
- Activated Mixed-Use frontages to increase pedestrian density

## TOWNHOME GUIDELINES

- Context sensitive building design
- Simplicity of form, repetition
- Marriage of indoor and out
- Crisp detailing
- No ornament

## OFFICE GUIDELINES

- Simplicity of form, repetition
- Context sensitive building design
- Flexible office space
- Crisp detailing
- No ornament

## RESIDENTIAL GUIDELINES

- Context sensitive building design
- Simplicity of form, repetition
- Marriage of indoor and out
- Crisp detailing
- No ornament