

SARNIA RESIDENCE

Neighbourhood Association Fact Sheet

299-307 Sarnia Road, London, Ontario | ZBA File Z-26076



Concept Rendering – View facing north from Sarnia Road.



Neighbourhood Position

Sarnia Residence should be understood as a better-designed, better-managed evolution of the already-approved apartment development principle for this site. The 2026 proposal remains an apartment/residential intensification project, but it is now being clarified as a premium, hospitality-grade, purpose-built student accommodation residence with stronger controls for traffic, parking, waste, noise, move-in/out, student behaviour, and neighbour accountability.

1. The Connection: Last Year's Apartment Approval to This Year's Premium Student Residence

Plain-English Message

Last year, the project was presented at the land-use level as an apartment building. This year, the

applicant is being more specific about how the building will operate: as a premium, professionally managed student residence. That clarification should make the neighbourhood more comfortable, because it adds management systems, resident rules, internal amenities, move-in controls, waste procedures, and a single accountable operator.

Neighbour Question	Clear Answer	Why This Helps the Neighbourhood
Did the project change from last year?	No. The apartment/residential planning principle remains the same.	The 2026 proposal is not a new unmanaged use; it is a clearer operating model.
Why mention student housing now?	The applicant is being transparent about the target residents and the management model.	Clearer operations allow traffic, waste, noise, conduct, and move-in/out to be addressed directly.
What does “Ritz-Carlton student housing” mean?	Hospitality-grade design, professional management, and stronger operating standards.	A high-standard residence is more accountable than scattered unmanaged student houses.
Will it create more nuisance?	The intent is the opposite: internal amenities and building rules are designed to keep student life inside a managed building.	Study rooms, dining, fitness, court, terrace, lounge, and controlled access reduce unmanaged spillover.

2. Why Neighbourhood Support is Reasonable

Support Rationale

The strongest reason to support the updated proposal is that it provides a managed answer to student housing demand near Western University and Ivey. A professionally operated PBSA residence can be monitored, maintained, and held accountable in a way that scattered house conversions cannot.

Better than unmanaged rental conversions: The project concentrates student demand in a purpose-built building with one owner/operator, rules, maintenance standards, and neighbour response procedures.

Better design than last year: The current concept improves the earlier approval through stronger architecture, more amenity, landscaped terraces, a courtyard/atrium approach, and a clearer transition to the rear.

Better transition: The tallest building mass is oriented toward Sarnia Road, while the building steps down to 4 storeys at the rear.

Better internalization: Student study, social, recreation, dining, and fitness activities are intentionally located inside the building rather than spilling into the neighbourhood.

Better operating accountability: A professional PBSA operator can manage conduct, quiet hours, move-in windows, waste, amenity use, maintenance, and neighbour complaints.

Better comfort and sustainability: A modern all-electric VRF HVAC system supports resident comfort, windows-closed acoustic mitigation, energy efficiency, and low-carbon building performance.

3. Professional PBSA Property Management Intent

Neighbourhood Assurance

Sarnia Residence is intended to be operated by a qualified professional PBSA property manager, not as a loose collection of unmanaged student rentals. Professional management is central to the project's neighbourhood compatibility strategy.

The developer intends to retain a leading professional PBSA property manager. The preliminary short list is: (1) Campus Living Centres, (2) Varsity Communities / KEILTY, and (3) Campus Suites, subject to due diligence, availability, final commercial terms, and confirmation of fit for the Sarnia Residence operating model.

The selected operator is expected to help implement resident conduct standards, quiet-hour rules, move-in/move-out scheduling, amenity management, waste procedures, maintenance response, and a clear neighbour communication process.

Management Item	Neighbourhood Value
Leading PBSA operator intent	Signals that the building will be managed with residence-style systems, not left to unmanaged student behaviour.
Preliminary short list	Campus Living Centres, Varsity Communities, and Campus Asset(s), subject to due diligence and final agreement.
Resident conduct and amenity controls	Supports quiet hours, controlled access, amenity rules, move-in/out coordination, maintenance response, and issue follow-up.
Neighbour communication	Creates a clear point of contact for Sandy, selected neighbours, and the neighbourhood association.

4. Developer Mission Statement

Mission Statement

The developer's mission is to help others, earn less if necessary, and give more value back. For Sarnia Residence, this means investing in a higher-quality student residence that makes the neighbourhood environment more upscale and helps students live well.

This mission explains why the project is not being positioned as a lowest-cost, maximum-efficiency student rental. The intent is to invest more in architecture, common space, amenity, building systems, professional operations, acoustic comfort, waste management, landscaping, and neighbourhood accountability so the project performs better for residents and neighbours over the long term.

The project should therefore be understood as a long-term neighbourhood improvement strategy: a better building, better-managed students, a more upscale frontage on Sarnia Road, and a healthier living environment for tenants.

5. Key Improvements from the Prior Approval

Area	Last Year / Baseline	2026 Neighbourhood Benefit
Project description	Apartment building / residential intensification at a zoning level.	Same planning principle, now clarified as premium PBSA with professional operations.
Design quality	Apartment concept established development principle.	More refined hospitality-grade design with better arrival, amenity, courtyard/atrium, landscaped terraces, and stronger architectural expression.
Professional PBSA management	Management was not central to last year's public message.	Developer intends to retain a leading professional PBSA manager; short list includes Campus Living Centres, Varsity Communities, and Campus Asset(s), subject to due diligence and final agreement.
Student livability	Student residence could be treated like conventional apartment housing.	Study, dining, fitness, court, lounge, terrace, and internal amenity spaces help students live well inside the building.
Transition	Transition addressed through prior framework.	8-storey mass is concentrated toward Sarnia Road and steps down to 4 storeys at the rear.
Mechanical / HVAC	Not a central neighbourhood message last year.	Modern all-electric VRF HVAC supports comfort, energy efficiency, quiet operation, and windows-closed acoustic mitigation.
Operations	Management was less central in the prior message.	Conduct rules, quiet hours, controlled access, move-in scheduling, hidden servicing, waste protocols, and neighbour-response process.

6. Practical Neighbourhood Commitments

Compatibility Approach

The applicant should not ask neighbours to ignore impacts. The better approach is to show that the project has practical systems to manage impacts before and after opening.

Concern Area	Proposed Commitment / Response
Traffic and move-in/out	Scheduled move-in windows, loading coordination, staff/security support during peak arrival periods, and advance communication where appropriate.
Parking and mobility	Resident parking rules, strong bicycle parking, transit and walking information, and clear communication discouraging inappropriate neighbourhood street parking.
Waste, odour, and pests	Indoor or screened waste/recycling rooms, regular cleaning, odour-control measures, pest-control monitoring, and managed collection procedures.
Noise and amenity use	Quiet-hour rules, controlled access to amenity areas, management

	oversight, and a future mechanical-noise review after equipment is selected.
Student conduct	Resident code of conduct, lease enforcement, controlled access, security/response procedures, and escalation protocol for repeated issues.
Professional PBSA management	Intent to retain a leading professional PBSA property manager, with a preliminary short list including Campus Living Centres, Varsity Communities, and Campus Asset(s).
Neighbour contact	A dedicated property-management contact for concerns and follow-up, with a commitment to maintain dialogue after opening.

7. Invitation: Neighbourhood Focus Group for Continuous Improvement

Proposed Invitation to Sandy and Selected Neighbours

The applicant would like to invite Sandy and a small number of selected neighbours to participate in a Neighbourhood Focus Group. The purpose is not to replace the formal City process, but to create a practical communication channel where neighbours can review operational topics and provide feedback as the project advances through planning, Site Plan Approval, construction preparation, lease-up, and early operations.

Suggested Focus Group Mandate

- Review practical neighbourhood topics such as move-in/out, traffic management, waste procedures, amenity rules, noise controls, landscaping interface, and neighbour communication.
- Provide early feedback on operating protocols before the building opens.
- Help identify neighbour concerns that can be addressed through Site Plan Approval, detailed design, construction planning, or management procedures.
- Create a clear communication path between the owner/operator, selected neighbours, and the neighbourhood association.
- Support continuous improvement after opening through a check-in process during the first year of operation.

Suggested Wording for the Invitation

“We appreciated the neighbourhood’s constructive approach during last year’s approval process. As the 2026 proposal has been refined into a premium, professionally managed student residence, we would like to invite Sandy and a small group of selected neighbours to join a Neighbourhood Focus Group. The group would provide practical feedback on traffic, parking, waste, noise, move-in/out, landscaping interface, and long-term operations so that Sarnia Residence can continue improving as a responsible neighbour.”

8. Suggested Neighbourhood Support Statement

Possible Position

“The neighbourhood association appreciates the applicant’s early engagement and the effort to present the 2026 proposal as a more carefully designed and professionally managed version of the previously approved apartment project. Subject to continued review of traffic, parking, waste management, noise, move-in/out procedures, and property-management commitments, the association supports continued City review of the application and welcomes the proposed Neighbourhood Focus Group for ongoing dialogue.”

9. Project Snapshot

Item	Neighbourhood-Relevant Point
Address	299-307 Sarnia Road, London, Ontario.
Application	Zoning By-law Amendment, File Z-26076.
Built form	8-storey apartment building stepping down to 4 storeys at the rear.
Residential program	204 residential units.
Resident-only commercial space	67 sq.m commercial gross floor area for building residents only.
Parking	188 parking spaces.
Bicycle parking	225 bicycle parking spaces.
Operating model	Premium, professionally managed PBSA near Western University and Ivey Business School.
Property management intent	Developer intends to retain a leading professional PBSA property manager. Preliminary short list: Campus Living Centres, Varsity Communities, and Campus Asset(s), subject to due diligence and final agreement.
HVAC / building systems	Modern all-electric VRF HVAC strategy intended to support comfort, acoustic mitigation, energy efficiency, and low-carbon performance.
Developer mission	Help others, earn less if necessary, and give more value back through a higher-quality residence that improves the neighbourhood environment and helps students live well.

10. Neighbourhood FAQ

Why are you calling it student housing this year?

Last year the project was discussed at the land-use level as an apartment building. The 2026 proposal keeps the same apartment/residential planning principle but clarifies the intended operation as a professionally managed premium student residence.

Is “Ritz-Carlton student housing” just marketing?

For neighbourhood purposes, it means higher standards: professional management, concierge-style arrival, better internal amenity, conduct rules, controlled access, waste management, acoustic comfort, and accountability.

Who will manage the building?

The developer intends to retain a leading professional PBSA property manager. The preliminary short list is: (1) Campus Living Centres, (2) Varsity Communities / KEILTY, and (3) Campus Suites, subject to due diligence and final agreement.

Why is the developer mission relevant?

The mission is to help others, earn less if necessary, and give more value back. In practical terms, this means investing more in design, common spaces, management, building systems, and neighbourhood accountability so the residence is more upscale and students live well.

Will students spill into nearby streets?

The building is intentionally designed with internal study, dining, fitness, court, lounge, and terrace spaces so student activity can be managed inside the residence.

How will move-in and move-out be handled?

The focus group can review proposed scheduled move-in windows, loading procedures, staff/security support, and neighbour communication before opening.

How will garbage be managed?

Waste and recycling are intended to be indoor or screened, professionally managed, regularly cleaned, and subject to odour-control and pest-control procedures.

Why is VRF HVAC relevant to neighbours?

A modern all-electric VRF system supports resident comfort and allows acoustic mitigation strategies such as central HVAC and windows-closed living in response to Sarnia Road noise.

How will neighbours raise concerns after opening?

The applicant proposes a dedicated property-management contact through a qualified PBSA operator, supported by a Neighbourhood Focus Group/check-in process to maintain accountability after opening.

11. Source Materials

- City of London, Notice of Planning Application and Public Meeting, Zoning By-law Amendment, 299-307 Sarnia Road, File Z-26076, Notice dated July 2, 2026.
- City of London, By-law No. Z.-1-253325, passed June 3, 2025, rezoning 299-307 Sarnia Road from R1-10 to h-8*h-101*R9-7(72)*H20.
- Province of Ontario / City of London, OPA 124 Signed Decision, July 25, 2025.
- Sarnia Residence design/teaser and PBSA key-strength materials.
- Transportation Impact Assessment, Functional Servicing Report, Shadow Study, and Noise Impact Study prepared for the 2026 ZBA application.