

City of Guelph

**Downtown Streetscape Manual  
& Built Form Standards**

**PUBLIC OPEN HOUSE**

June 2, 2014

Brook McIlroy  
in association with  
Unterman McPhail Associates  
McCormick Rankin Inc.

**BrookMcIlroy/**

# Agenda

---

1. Introduction
2. Streetscape Manual
3. Built Form Standards
4. St. George's Square
5. Next Steps

# 1. INTRODUCTION

# Project Components

---

## 1. Streetscape Manual

- Streetscape Guidelines
- Infrastructure & utilities
- Update from 2001

## 2. Built Form Standards

- Built-form guidelines & standards for historic & new areas of downtown
- Provide clarity to developers and guide private sector investment

## 3. St. George's Conceptual Design

- Start dialogue on this important public plaza and develop concept plan
- Build on success of Market Square
- Understand costs



## Introduction

# Project Timeline

---

PPS Study

Analysis of Existing Conditions & Opp.  
Q1 2013

Preliminary Design Principles & Directions  
Q1 2013

Public & Stakeholder Consultation  
Q2 2013

Prepare Draft Manuals  
Q2 2013 – Q1 2014

St. George's Square Concept & Public Meeting  
Q1 2014

Draft Manuals Released  
Q1 2014

Stakeholder Input  
Q1/Q2 2014

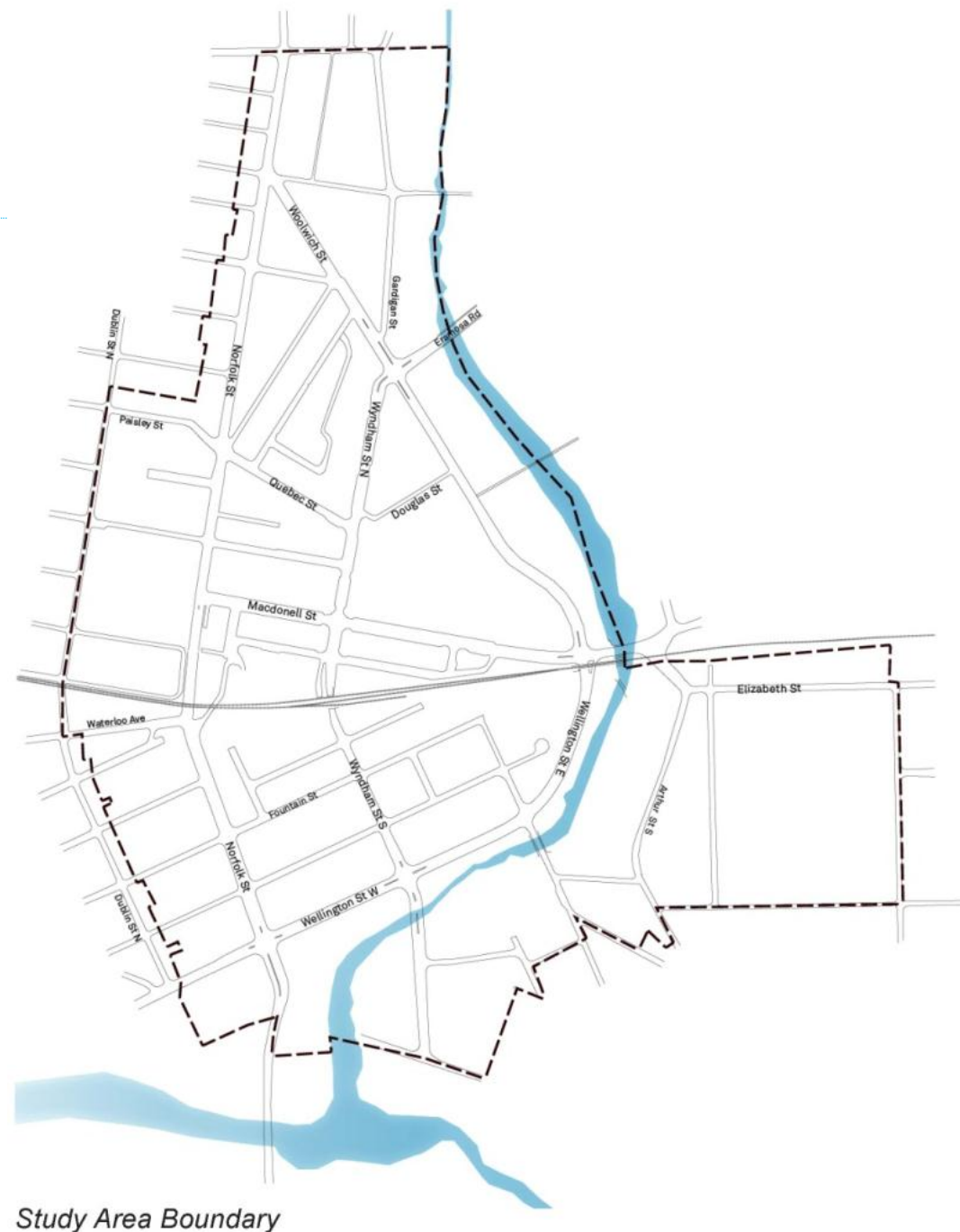
Council Adoption  
Q4 2014



## Introduction

# Study Area

- Streetscape Manual and Built Form Standards address all lands within boundary of Downtown Guelph
- Consistent with boundary for the Downtown Secondary Plan



# **2. STREETSCAPE MANUAL**

# Streetscape Manual

## Prioritization

---

Over the past half century:

- Personal vehicles given priority
- Historic 19<sup>th</sup> century streets re-designed to promote personal vehicles

Opportunity to transform streets to:

- Adopt a 'complete streets' approach to street design
- Re-balance right-of-way space allocations and modal priorities
- Optimize street design to place equal priority on pedestrians, cyclists, transit users, and personal vehicles
- Reduce vehicle speeds





Our streets should **accommodate** all modes of transportation, and...



Pedestrians

Vehicles

Bicycles

Transit

CORNERSTONE



... have **character** and a sense of place.





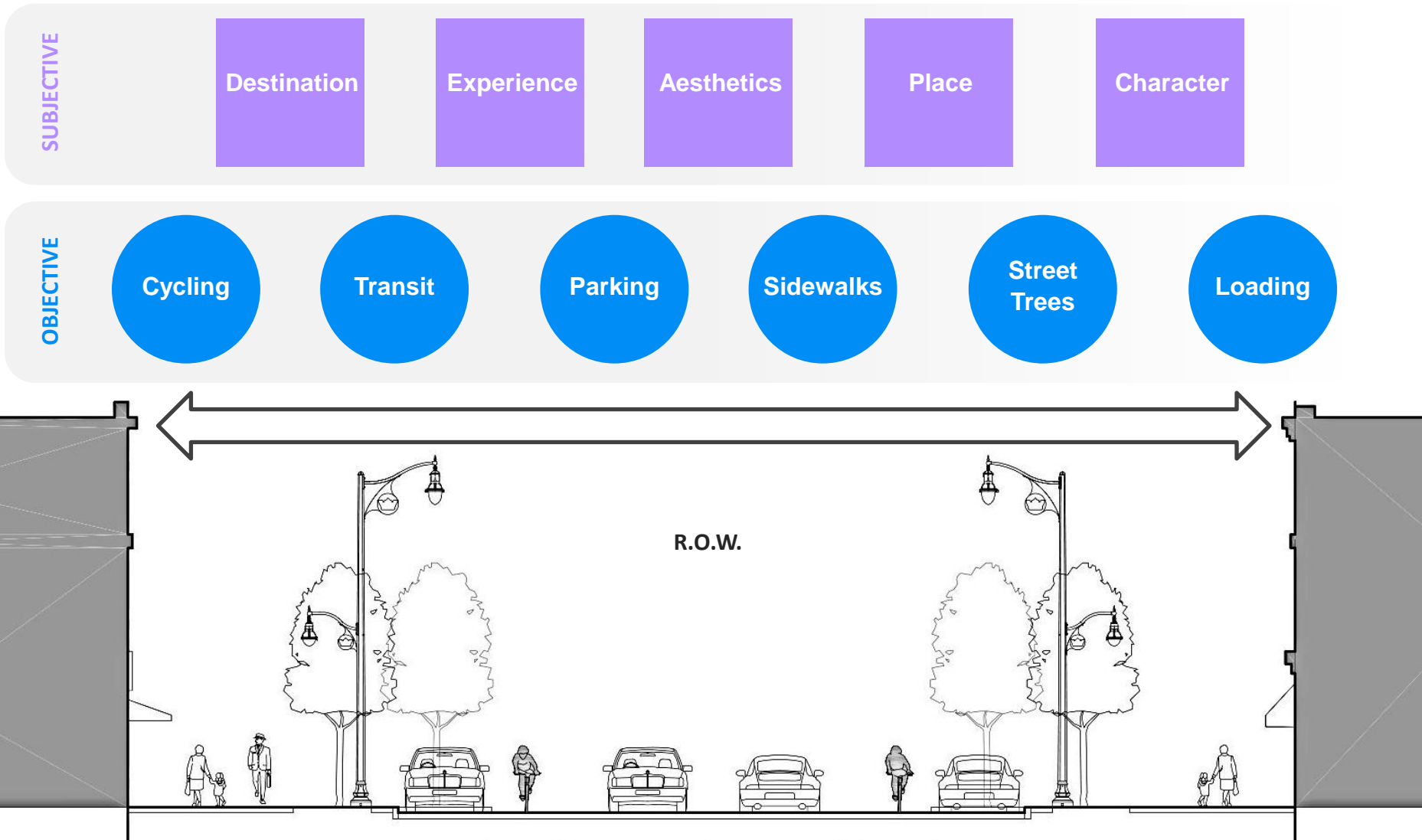
# Downtown as a Place

The purpose of the Streetscape Manual is to:

- Respond to the City's goal of attracting more jobs, buildings and activities to the Downtown;
- Create an inclusive destination for all users;
- Design for flexibility and versatility;
- Improve access and enhance linkages;
- Create support for local businesses; and
- Build on, and strengthen, Guelph's unique community identity.



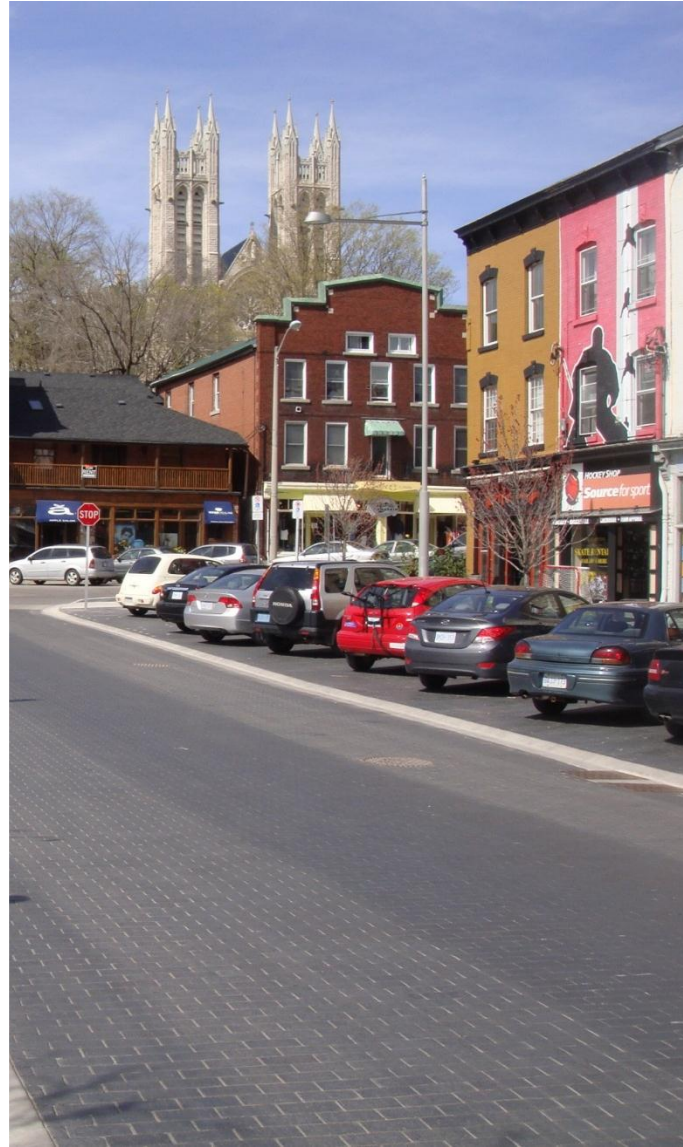
# Balancing Competing Interests





# Streetscape Manual

## Creating Flexible Streets





# Flexible Streets - Wyndham

---





# Flexible Streets - Macdonell

---





# Flexible Streets - Douglas

---





# Flexible Streets - Quebec

---



# Streetscape Manual

## Traditional Streets

The balance of the Downtown Secondary Plan area supports a traditional streets approach / toolkit with additional emphasis and details around:

- better street tree details;
- bike facilities (e.g. cycle tracks and bike boxes);
- more on-street parking; and
- consistent streetscape details.



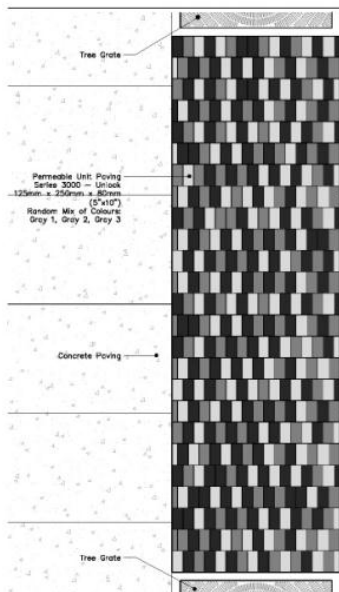


## Material Palette / Unit Paving Pattern



Permeable Precast Concrete Unit Pavers

- 'Pixelated' unit paving pattern
- Uses three neutral greys
- Adds visual interest
- Provides material continuity and identity
- Easily re-laid after construction



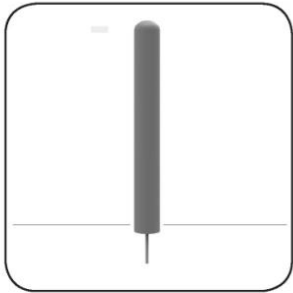
Precast Concrete Unit Pavers



Examples of 'pixelated' paving patterns.

# Site Furnishings Palette

---



Bollard



Bike Ring



Tree Grate



Detectable Warning Surface



Backed Bench



Planter

# 3. BUILT FORM STANDARDS

## Built Form Standards

# Identified Character Areas

Design principles have been developed for the following six character areas to ensure that site and building design supports the unique characteristics, Downtown Secondary Plan policies, and Strategic Assessment recommendations for each area.

-  Historic House-Based Area
-  Historic Street-Based Area
-  Renewal Area
-  Ward West Area
-  Mill Lands Area
-  Neighbourhood Fringe Area



Map illustrating identified Character Areas in Downtown Guelph.

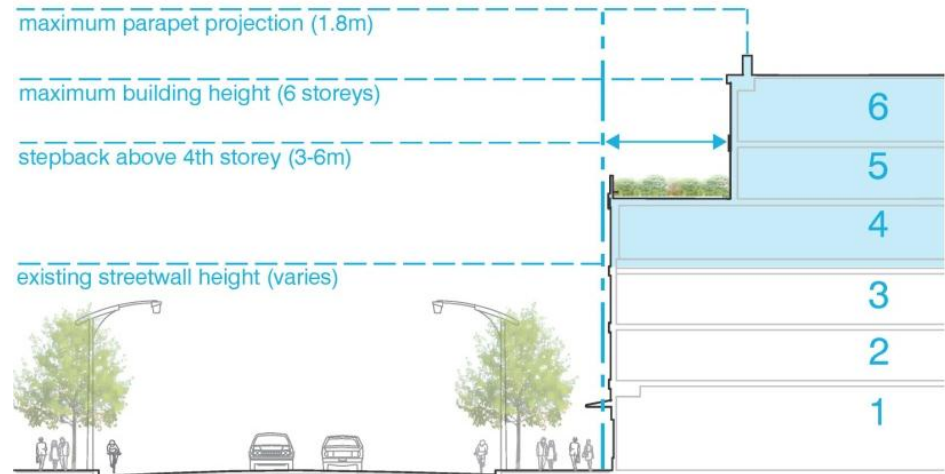


## Built Form Standards

# Built Heritage Resources

Five Performance Standards to ensure that site and building alterations maintain the design integrity and support the vision and principles of the Downtown Secondary Plan.

- 1: Height and Massing
- 2: Setbacks and Stepbacks
- 3: Ground Floor Condition
- 4: Materials
- 5: Roofs, Cornices and Parapets



*Setbacks and stepbacks of alterations should balance the look and form of the existing built heritage resource.*



*The height and massing of alterations should be sensitive to, and complement, the existing built heritage resources.*

## Built Form Standards

# All Buildings – Site Design

Six Performance Standards to ensure that site design for new buildings and alterations to all buildings support the vision and principles of the Downtown Secondary Plan.

- 6: Setbacks
- 7: Publicly Accessible Open Space
- 8: Private Amenity Space
- 9: Public Art
- 10: Parking, Access, Loading and Servicing
- 11: Sustainable Site Design



*Structured parking should be clad in high quality materials and wrapped in active at-grade uses. Servicing / loading areas should be at the rear of the site.*



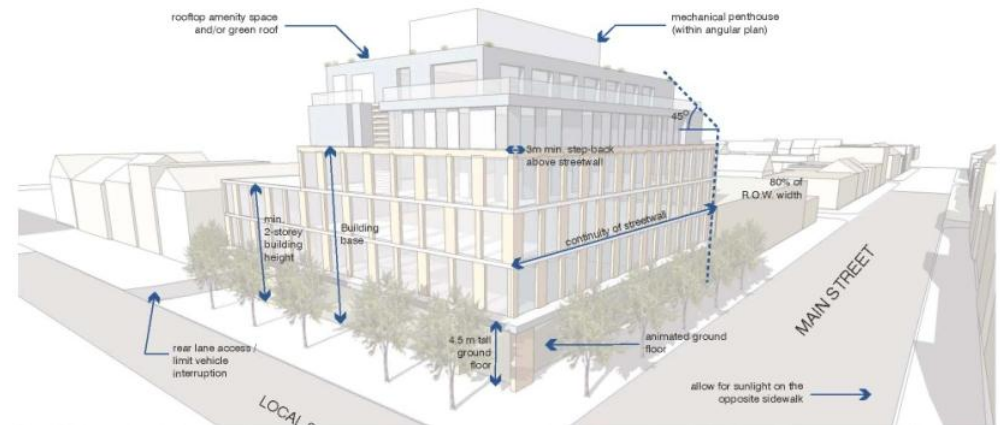
*Private amenity space should be sited and oriented to capitalize on sunlight penetration and dimensioned to suite intended user needs.*



# All Buildings – Building Design

Ten Performance Standards to ensure that building design for new buildings and alterations to all buildings support the vision and principles of the Downtown Secondary Plan.

- 12: Height
- 13: Massing and Floor Plates
- 14: Stepbacks
- 15: Angular Planes
- 16: Articulation and Detailing
- 17: Ground Floor and Building Entrances
- 18: Materials
- 19: Roofs, Cornices and Parapets
- 20: Lighting, Awnings, Canopies and Signage
- 21: Sustainable Building Design



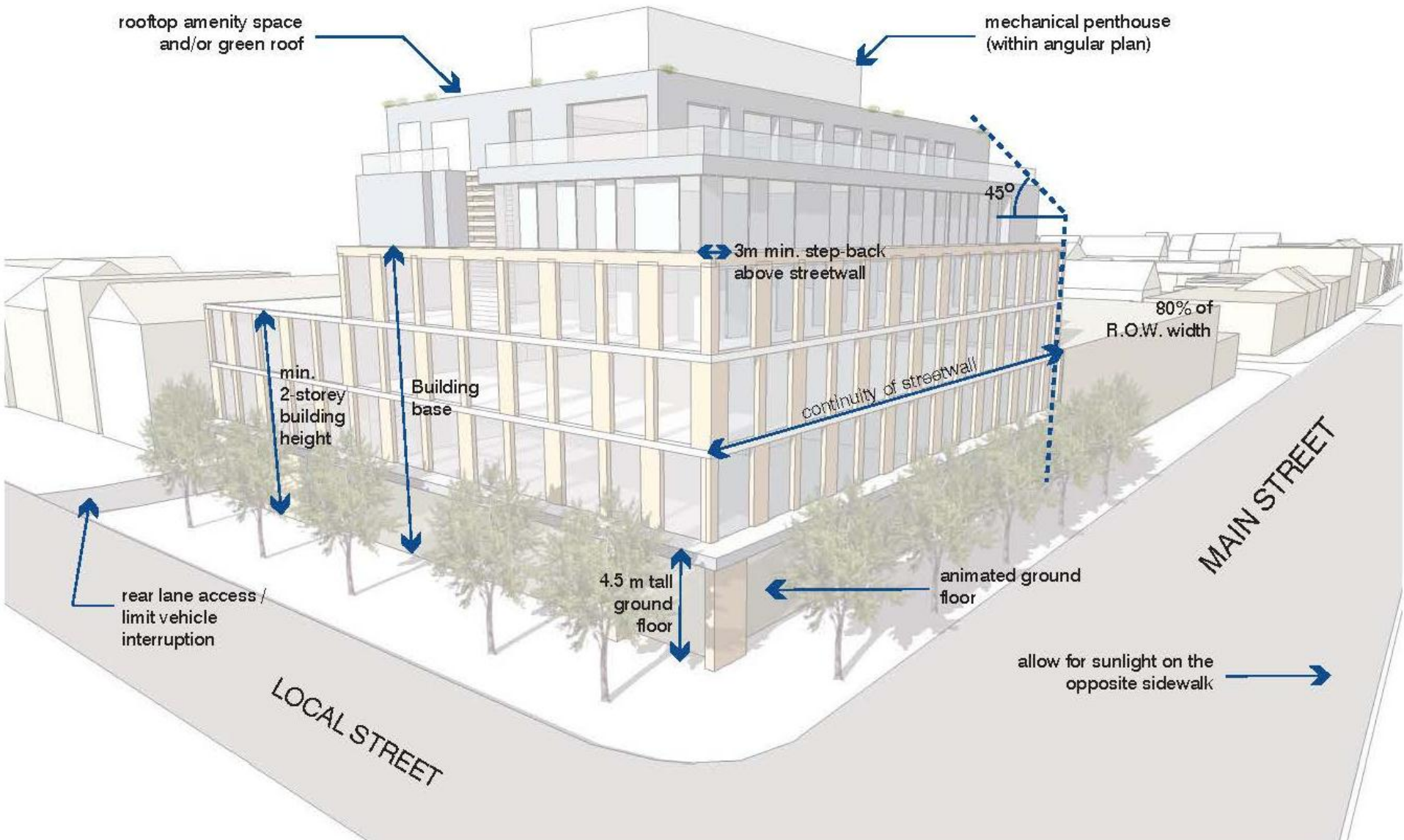
*Building heights should generally respond to the established low to mid-rise character of Downtown Guelph.*



*Establish appropriate height transitions to existing adjacent developments, and suitable interfaces with adjacent streets, lanes, intersections, and open spaces.*

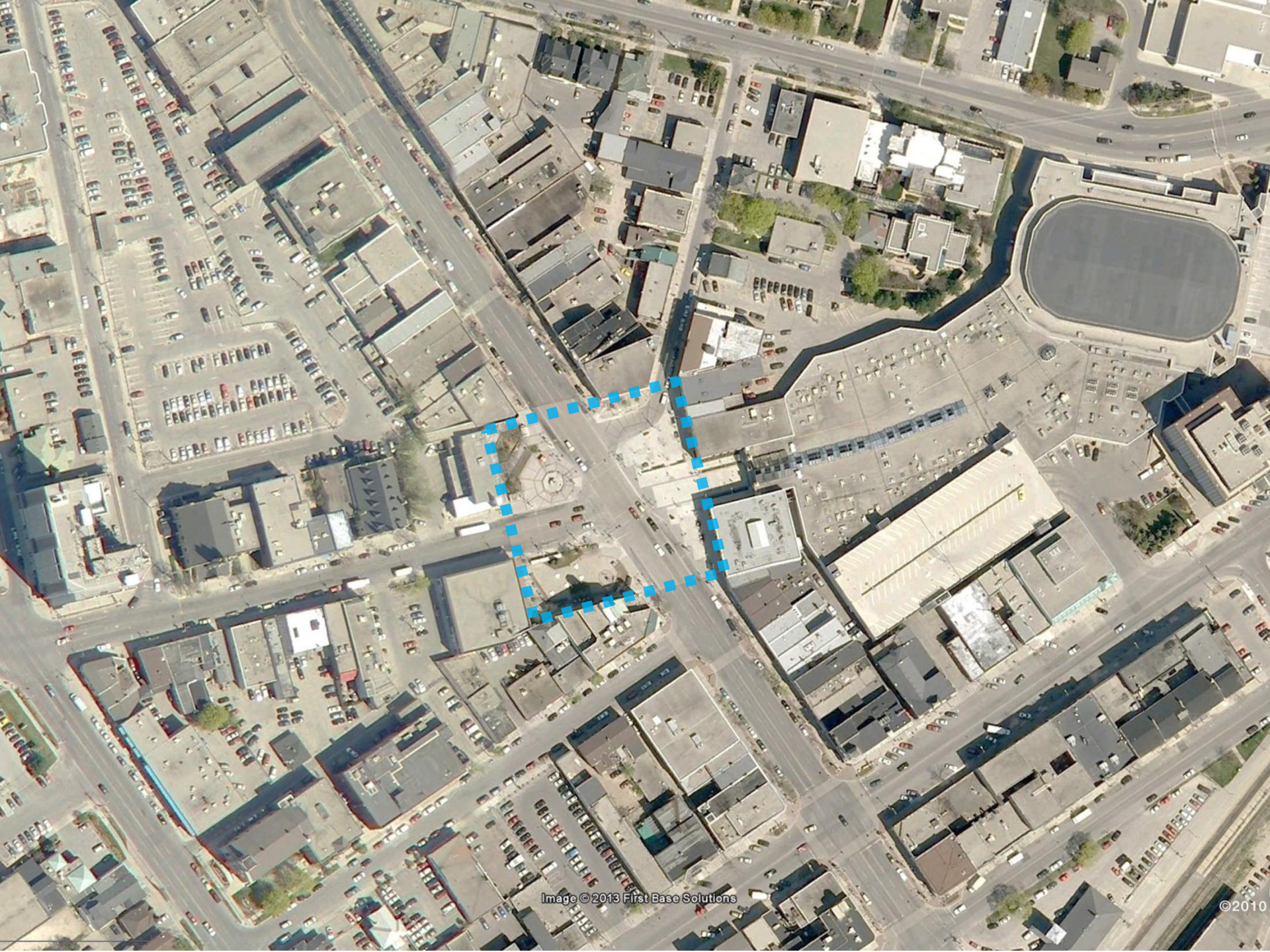
## Built Form Standards

# All Buildings – Building Design



# 4. ST. GEORGE'S SQUARE







St. George's Square

# History and Evolution – 1862



St. George's Square

# History and Evolution - 1925

---





St. George's Square

# History and Evolution - 1964

---

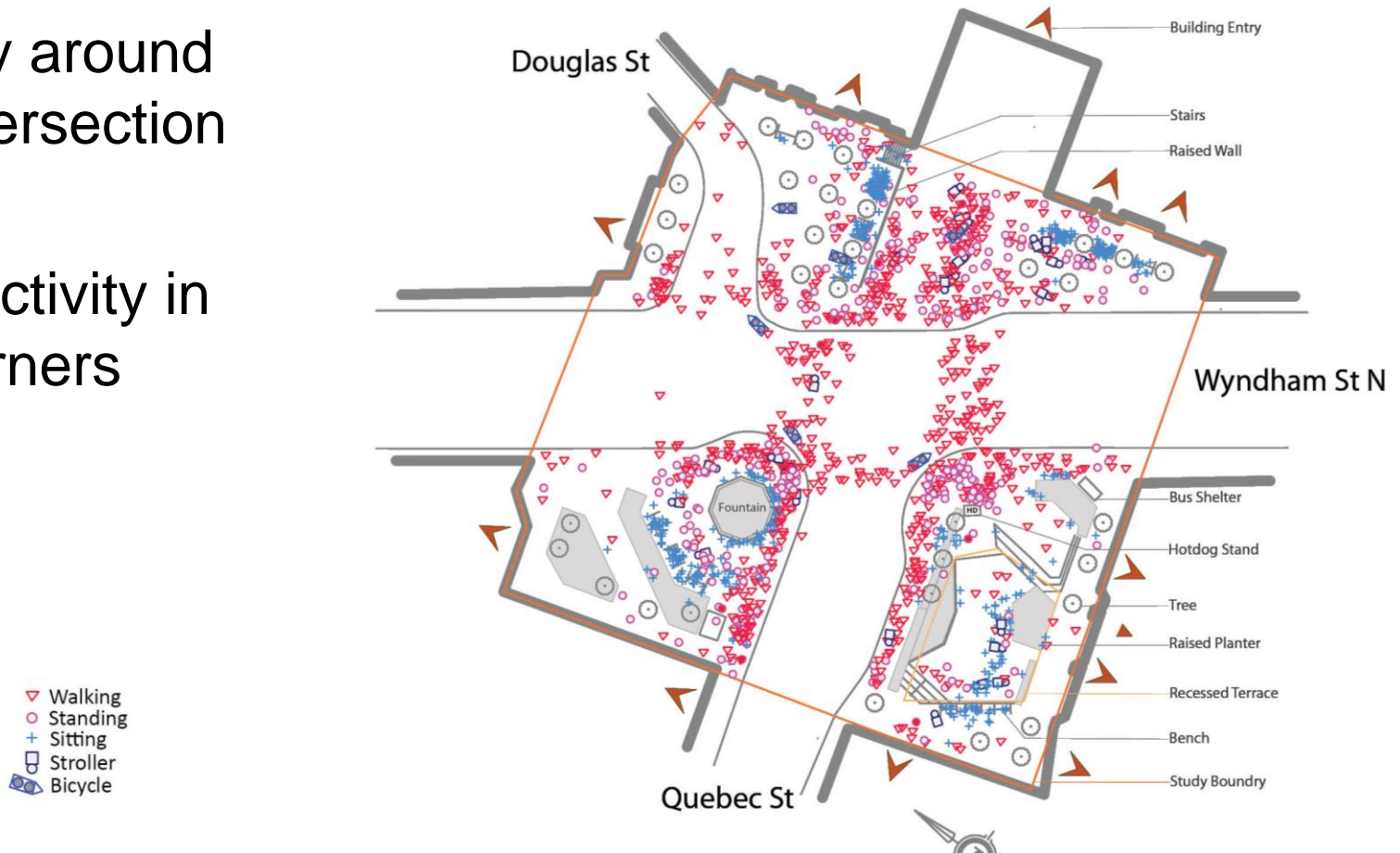


# How the Square is used now?

Day Time Activity Diagram (Late Spring/early Summer):  
Count taken approximately every 15 minutes and overlaid

Activity around  
the intersection

Less activity in  
the corners





# St. George's Square Opportunities

- Heart of the City
- Imageability and Placemaking
- Flexibility
- Edge Activation
- Connectivity and Wayfinding



# St. George's Square Place d'Armes, Montreal

---



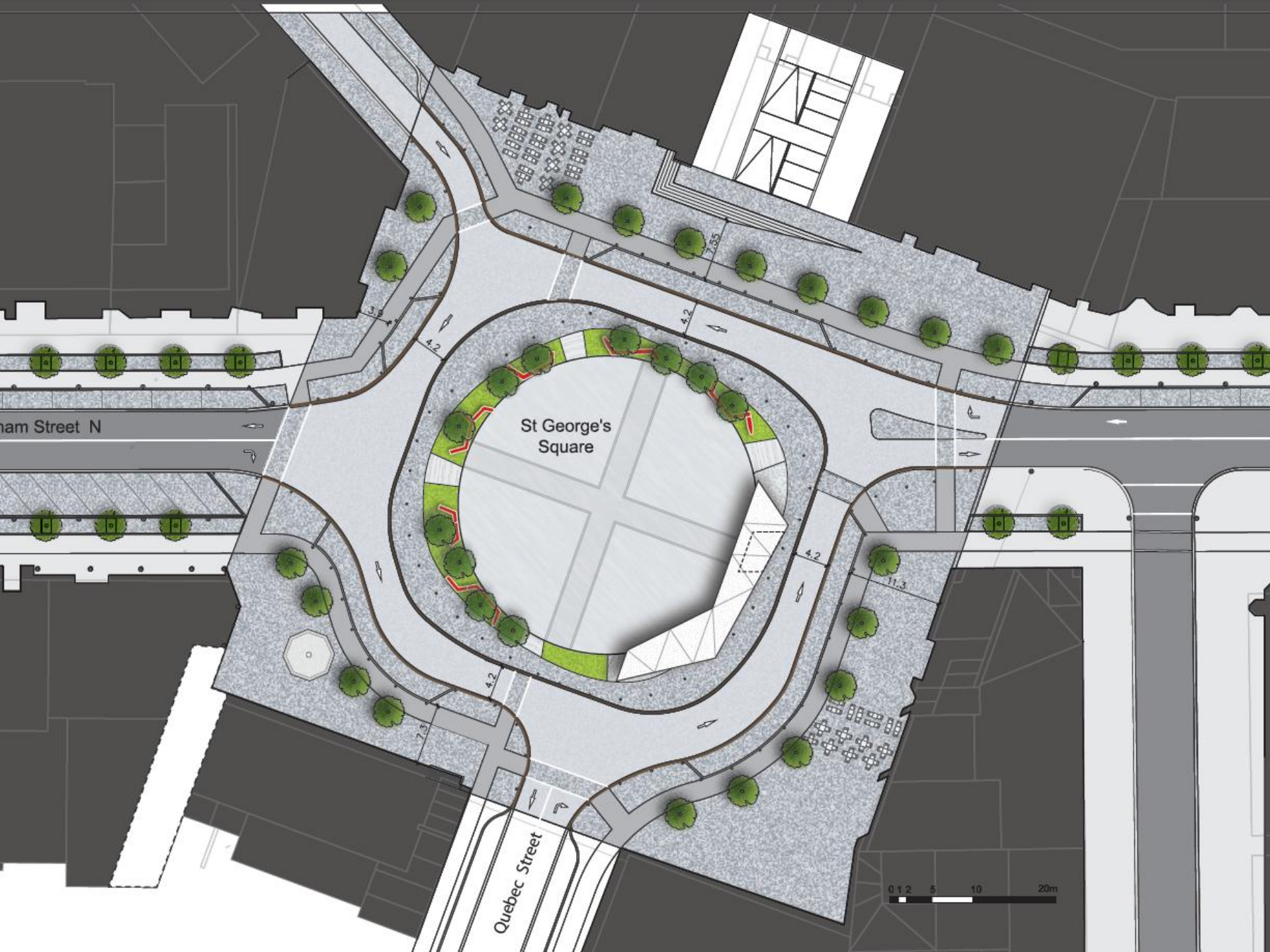


# St. George's Square Market Square, Pittsburgh

---







St George's Square

ham Street N

Quebec Street

0 1.2 5 10 20m





# Learning from Market Square



Guelph Market Place  
Strategic Urban Design  
Plan, 2008



Final Design and  
Construction 2009-2012

# 5. NEXT STEPS



# Next Steps

- Guided tour of St. George's Square
- Continue stakeholder consultation process
- Incorporate feedback from public and stakeholder consultation process
- Further revision / development of the St. George's Square concept plan
- Adoption of recommendations by City Council – Q4 2014

