

## 1.0 BACKGROUND

### 1.1 South Guelph District Centre Study

On April 2, 2001, Guelph City Council endorsed the South Guelph District Centre Study process. The purpose of the study is to comprehensively address the future mixed-use development proposed for lands surrounding the intersection of Clair Road and Gordon Street. This area is generally identified as the South Guelph District Centre (SGDC) in the Official Plan.

#### 1.1.1 Official Plan Objectives

The Official Plan's objectives for this area are summarized below:

- Provide a range of mixed land uses to serve the growing south Guelph community.
- A distinctive and high standard of building and landscape design is encouraged at this highly visible location.
- An attractive urban parkway, or gateway, is to be provided along Gordon Street with a landscaped setback, design controls and coordinated sign and lighting design.
- Development is to occur in a cohesive, complementary and coordinated manner.

The SGDC is not a specific land use designation. The intent of the SGDC policies is to provide additional guidance for the lands currently designated Community Commercial Centre, Service Commercial, and General Residential in the vicinity of Clair/Gordon.

#### 1.1.2 Urban Design Guidelines and Streetscape Concept

The SGDC is located at the intersection of two arterial roads, one of which (Gordon St.) is a major gateway route into the City of Guelph from Highway 401. It is centrally located within the South Guelph area and has a high level of visibility and accessibility. By virtue of these attributes, new land uses, buildings and a streetscape are encouraged to develop with a distinctive and high standard of design in order to establish a focal point for the South Guelph area.



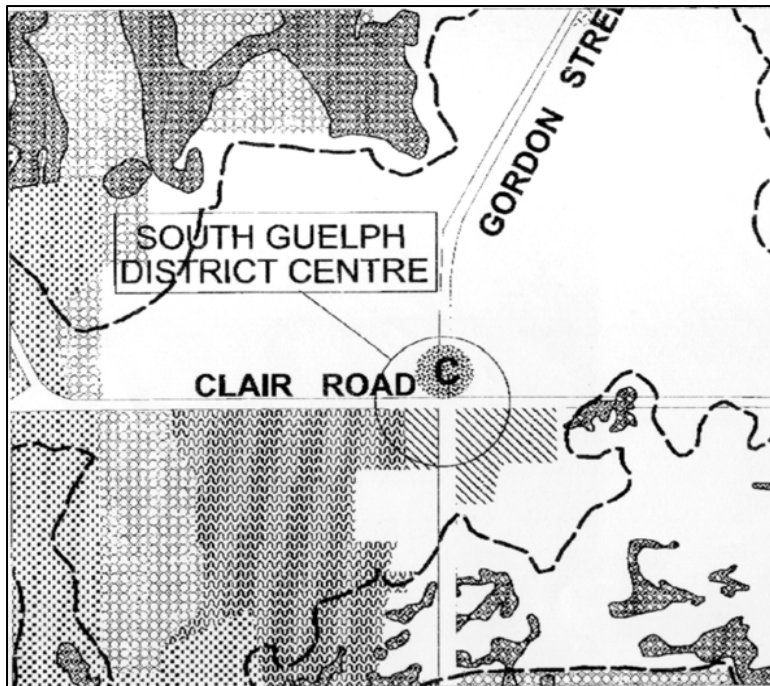
There are several housing forms that could be used in the Centre, including stacked townhousing. The above example in North York, Ontario shows a recent example of such housing, where the units are stacked vertically as well as positioned back to back.



Institutional buildings such as libraries could contribute positively to the land use mix in the Centre. The above example is the Central Library in Richmond Hill, Ontario

To provide additional guidance for the development of these lands, the South Guelph District Centre Study has been initiated by the City of Guelph. The Urban Design Guidelines and Streetscape Concept component of this study is the subject of this report. This report outlines an urban design concept and demonstration plan, and a set of guidelines, which deal with both the public and private lands in the Centre.

The Urban Design Concept and the guidelines have been arrived at through a consultative process, which included a review of relevant precedents, the establishment of guiding urban design principles, and an urban design workshop. The workshop was particularly valuable in the foundation of the urban design concept and demonstration plan.



Area Map



There are many building types that could be used in a mixed-use land use setting, including churches. The adjacent example shows a church in North York, Ontario. The building exhibits an appropriate relationship with the street and provides a good scale to the adjacent residential context.



Schools, such as the special education institution in Vaughn, Ontario shown above could provide opportunities for attractive architecture in the Centre.

## 1.2 Area Context Notes and Observations

### 1.2.1 Northeast Quadrant

- adjacent residential areas in an advanced stage of completion
- interface between mixed use commercial development and existing residential
- a mix of uses – commercial (retail, offices), institutional and residential - should be contemplated for this quadrant
- provide open space/community trail linkages across Gordon street to the northwest quadrant
- official plan and zoning amendments required for commercial development



**1.2.2 Northwest Quadrant**

- official plan and zoning approval for community commercial uses are granted; site plan approval is required
- adjacent residential areas in an advanced stage of completion
- consider a grocery store and commercial and institutional uses
- interface with residential development to the west and north
- consider open space/community trail linkages across Gordon Street to the northeast quadrant



**1.2.3 Southeast Quadrant**

- Brock nursery site has expansion possibilities as a garden centre in the current zoning
- Pergola site is a good candidate for mixed commercial uses surrounded by medium to high-density residential uses including townhouses and/or apartments up to a height of 10-storeys
- consider motel/hotel uses to support the adjacent business park
- consider including a golf practice range within a development scheme (possible interim use)
- consider a greyhound bus stop in front of this quadrant along Gordon St.
- there are constraints with the current sewer capacity in this quadrant for the southerly lands
- adjacent environmental features provide an opportunity for trails and an outdoor amenity
- interface with future low density residential uses to the east and south



**1.2.4 Southwest Quadrant**

- part of the site is for corporate business park
- demand for automotive repair, car wash and gas station uses may be accommodated here
- mixed commercial uses should blend seamlessly with commercial uses permitted by corporate business park designation
- consider linkages to proposed secondary school and recreation lands
- further south, there may be opportunities for mixed uses (Bird property)
- corporate business park designation is to the west of this area
- consider a greyhound bus stop in front of this quadrant along Gordon St.



### 1.3 South Guelph District Centre Urban Design Study Objectives

The objectives of the study are expressed in the City of Guelph's work program for SGDC, which calls for "an urban design study, which will develop urban design policies that will place a priority on providing a safe and convenient pedestrian environment in a mixed-use node." It further states that pedestrian comfort can be increased by providing a coordinated streetscape approach, which emphasizes:

- Pedestrian scale amenities, such as transit shelters, benches, waste receptacles, newspaper boxes, information kiosks, etc.
- Places for people to recreate outdoors, such as parkettes, outdoor patios, connections to community trails, etc.
- Coordinated signage, lighting.

The study also calls for an urban design concept and guidelines that will address privately owned lands to help create an inviting urban gateway, including:

- Building placement.
- Height and massing.
- Site planning measures to enhance compatibility between the mixed use node and surrounding land uses.

### 1.4 Relevant Precedents

As a background to the urban design study, a review of relevant developments and streetscapes with particular relevance for this project located in Southern Ontario and GTA was conducted. In this regard, built examples in four high-growth municipalities, namely Markham, Burlington, Mississauga and Brampton were analyzed with a view to assembling a reference source that could be used throughout the course of the study.

In order to understand the policy basis that has enabled these developments to be constructed in the subject municipalities, a summary of their current planning and, particularly, urban design frameworks as expressed in their official plans was provided. In assembling this information, particular attention was paid to planning

and urban design policies that deal with commercial uses, gateway districts, and mixed-use centres.

The text of this background review includes current photographic examples of developments and streetscape treatments in each of these municipalities, along major arterial corridor areas, gateways, and mixed-use centres, with particular application to the Study.

In summary, as a result of the review it can be concluded that there are many examples of development with good urban design characteristics, which have been built within the past several years, or are currently being constructed, in Southern Ontario, and which have applicability for the South Guelph District Centre. Of particular note are the emerging developments at "Gateway District" sites along Hurontario St. south of Highway 407 in Mississauga, and a Mixed-use Centre at Upper Middle Rd. and Appleby Line in Burlington.

The full text and graphics of the "Review of Relevant Precedents" document has been appended to this report as Appendix A.

### 1.5 Guiding Urban Design Principles

A set of guiding urban design principles was prepared to provide valuable background material as well as an early focus for the urban design study, and to help the urban design workshop participants, which took place on November 2, 2001, prepare for a productive session.

The objectives of the guiding urban design principles are threefold:

- Generate a basis for creative and critical thinking for the study.
- Establish a common background for the deliberations during the November 2, 2001 urban design workshop.
- Create a shared basis for the urban design guidelines.

The Guiding Principles have been organized under the following headings:

- The Public Right of Way
  - Boulevards and crosswalks
  - Median
  - Special gateway features
  - Bicycles
  - Buses
  - Public art
- Linkages
  - Interconnected network of streets and/or pedestrian linkages
  - Connectivity among existing greenway systems traversing the area
- Street Edges
  - Connectivity with the public right of way
  - Front yard treatment
  - Corner treatment
- Adjacent Development
  - Height, massing, noise, and shadowing impacts
  - Side and rear perimeter buffering
- Building Placement and Setbacks
  - Consideration for existing context
  - Preferred building locations
  - Corner lots and other highly visible locations
  - Entrances
- Building Massing and Articulation
  - Adjacent public streets
  - Corner treatment
  - Pedestrian scale and visual interest
  - Weather protection
  - Roofline
- Parking
  - Preferred locations

- Treatment of large parking areas
- Connectivity with the public right of way

- Barrier-free Accessibility
  - Access to and from the street to building(s)
- Site Servicing, Access, and Circulation
  - Number and size of access points
  - Pedestrian safety and comfort
  - Service areas
- On-site Landscaping, Natural Area and Tree Preservation
  - Hard and soft landscaping
  - Site edges and buffer planting
  - Corner treatment and vista terminations
  - Preservation of natural areas and existing vegetation
- Outside Display and Storage
  - Location and treatment of display and outside storage areas
- Lighting
  - General considerations
  - Spillover into adjacent developments
- Signage
  - General considerations

In summary, the Guiding Urban Design Principles strive to reinforce a Centre, which has the following five common themes:

- A well articulated streetscape and public realm - generous and well-planted boulevards and where applicable, medians, pedestrian-scaled lighting and furniture, and public art.
- Transit-supportive development pattern – mix of uses, buildings that are sited and modulated to support a vibrant public realm, bicycle routes, conveniently placed bus stops.



- Visual emphasis at the Clair/Gordon intersection as well as approaches to the intersection – through landscape treatments, “markers”, as well as building placement, massing and articulation.
- Site planning measures that promote pedestrian safety and convenience.
- An interconnected network of linkages throughout the area – existing greenways, major open spaces, streets and pedestrian walkways.

The full text of the “Guiding Urban Design Principles” document has been appended to this report as Appendix B.

## 1.6 Urban Design Workshop

The workshop took place on November 2, 2001 in Guelph City Hall. This was an important step in the study process, as the workshop explored detailed design strategies and solutions for the four quadrants of the Centre, with the participation of area landowners and their consultants, City staff, Councillors, urban design students, and the study consultants, in an interactive and participatory setting.

The Workshop Agenda was made up of the following items:

- Introduction and analysis of the area
- Slide presentation on relevant precedents
- General discussion and preliminary visioning
- Work group deliberations
- Presentations of work group findings
- Summary

### 1.6.1 Introduction, Analysis of the Area, and Relevant Precedents

At the start of the workshop, the planning basis of the area was introduced, which was followed by a slide presentation on Relevant Precedents outlining built examples in Mississauga, Brampton, Burlington, Markham, Richmond Hill, Vaughn, and Toronto. A general discussion ensued, where the participants discussed the characteristics, constraints and opportunities presented by the area.



Group 1 deliberations



Group 2 deliberations

### 1.6.2 General Discussion and Preliminary Visioning

Prior to work group deliberations, the participants held a round table discussion on the challenges and opportunities that are presented in the Centre. The impetus for the Centre is to achieve a mix of uses that supports the residential developments that are being currently developed in the area. There seemed to be a general consensus that many of the opportunities could be realized for the area if due emphasis and care is given in the planning for the area to achieve a high quality urban environment. It was also mentioned that the development of the area has to have the benefit of a flexible land use planning framework, and the necessary responsiveness to changing market forces, while promoting a high quality built form and landscape.

In terms of density, several participants noted the suburban development reality with its requisite surface parking, which often limits commercial site coverage to 25%. Generally, an urban-inspired streetscape has been called for, which also establishes a gateway presence at the Clair/Gordon intersection using buildings at or near the intersection, appropriate lighting and street furniture, water feature/s, textured pavement at pedestrian crossings, and ample and high quality landscaping.

### 1.6.3 Work Group Deliberations and Findings

The participants were divided into two work groups:

- Group 1 for the lands on the north side of Clair Rd.
  - Councillor Karl Wettstein, Ward 6
  - Kathy Zografos, Pergola Sports Centre
  - Bill Green, GSP Planning Consultants
  - Nancy Shoemaker, BSR&D Consultants
  - Craig Manley, Guelph Planning Department
  - Dan Kudo, Guelph Works Department
  - Rick Tulkonow, Guelph Works Department
  - Dan Ritz, Guelph Community Services Department
- Group 2 for the lands on the south side of Clair Rd.
  - Councillor Marilyn Shapka, Ward 6
  - Tony Zografos, Pergola Sports Centre

- Phil Grubb, Paradigm Transportation Solutions
- John Sennema, Reid's Heritage Homes
- James Etienne, Guelph Works Department
- Al Hearne, Guelph Planning Department
- Mike Crechiolo, Guelph Planning Department

The work group format allowed the participants to build upon the background information provided and develop a vision for the Centre as well as a detailed plan for the development of their assigned area.

Both groups provided the following input:

#### Analysis

- Area's characteristics and features
- Key land use and urban design issues
- Constraints and opportunities
- Target markets/land use focus

#### Overall Urban Design and Streetscape Strategy for the Whole Area

- Street and block pattern
- Overall streetscape treatment – boulevards, roadway, medians
- Intersection treatments
- Pedestrian, vehicular and bicycle access
- Gateway marker locations and features that reinforce the concept
- Public art opportunities
- Land uses in each of the quadrants
- Building placement, orientation, massing and articulation
- Landscaping
- Street frontage treatments
- Parking lot locations and treatments
- Signage
- Phasing and implementation
- Primary urban design guidelines

### Detailed Urban Design Plan and Streetscape Concept

In keeping with their overall urban design strategy, the two work groups elaborated in expanded detail on their assigned area to prepare a plan for the development of the private lands as well as the adjacent streetscape.

#### **1.6.4 Work Group Findings and Summary**

The results of the workshop were instrumental in the preparation of the Urban Design Concept and Demonstration Plan, as well as the Urban Design Guidelines that will assist the development of the South Guelph District Centre.

Both groups concentrated on establishing a detailed four-quadrant concept surrounding the Clair/Gordon intersection, which proceeded from an overall conceptual understanding of the larger context. The groups analyzed the existing green spaces and the current public road system and considered potential new linkages and interconnections. These deliberations provided the basic building elements upon which both groups proceeded to look at: major areas of built form emphasis, such as at the four corners of the Clair/Gordon intersection; importance and extent of built form presence along major streets; areas of particular landscape emphasis, such as along the boulevards of the Clair and Gordon street frontages, as well as along the boulevards of the potential new roadway in the two south quadrants.

The streetscape deliberations for both groups considered the use of medians, particularly along Gordon Street, generous public right of way plantings, location of gateway markers at the approaches to the Clair/Gordon intersection, public art opportunities, and street furniture and lighting options.

## 2.0 URBAN DESIGN APPROACH

### 2.1 Gateway Image

The District Centre along Gordon Street is one of the two southerly gateways into Guelph. As stated in the City of Guelph Official Plan: “Through a consistent and planned enhancement of natural heritage features, landscape design, and built form control a physical expression of the general character and image of the City can be established along these highly visible routes”.

The gateway image will be a result of the appropriate treatment of the public as well as the private realms. In this regard, the objective is to create “a sense of place” over time as a cumulative product of the built forms, the landscape, and streetscape amenities/features on all four quadrants of the intersection. Specifically, the following items should be considered to help create a gateway image:

- Public realm streetscape amenities and features that are unique to the area, and which are inspired by the architectural and historic precedents of Guelph. These would include items such as public art and sculptural elements (walls, median installations), lighting poles, banners, signage, and decorative paving or painting in boulevards and crosswalks.
- Public realm landscaping such as prominent tree and plant arrangements, planted medians, and planted berms at selected locations.
- Built form on private lands that give visual prominence to the intersection through height at view corridors.
- Positioning of buildings that provide an immediacy of buildings and landscaping along the street frontages and which signal the Clair/Gordon intersection as the focal point of the Centre.
- High quality architecture, which as a factor of siting, massing, and façade articulation will provide a sense of cohesiveness and an identifiable image for the southerly gateway to the City.

### 2.2 Urban Design Concept and Demonstration Plan

It is of paramount importance to set out an urban design concept, which articulates the five guiding urban design principles applicable to the South Guelph District Centre that were discussed previously, and to form a basis for the urban design guidelines.

For that purpose, an Urban Design Concept and Demonstration Plan has been developed that combines, and puts into graphic language, the following:

- Guiding Urban Design Principles developed through the study process.
- Planning direction for the area, including the District Centre Concept.
- Results of the November 2, 2001 Urban Design Workshop.

**Important Note: There will be many programmatic and site specific considerations to be taken into consideration in planning a development in the Centre. As such, it should be noted that this plan is a conceptual diagram that has been created as a foundation for the urban design guidelines. Therefore, the concept drawing should be used as a reference source about the general intent of the guidelines. Furthermore, the urban design concept and demonstration plan does not limit the ability for a development proponent to provide alternative site layouts and building arrangements that are in keeping with the intent of the guidelines.**



Figure 1. Urban Design Concept and Demonstration Plan

### 2.2.1 Central Square

The Clair/Gordon intersection is the geographic centre of the area and where the gateway image will be exhibited in the strongest manner. A central square is proposed, which is made up of the four corners at the intersection. These corners will provide opportunities for a blend of public area streetscaping, landscaping and built form contributions for a strong urban presence.

The landscape in each of the four component segments of the square should contain a blend of decorative paving and soft landscaping and provide appropriate forecourts for adjacent buildings. See detailed demonstration plan in Section 3.2

In the adjacent sketch, buildings surrounding the square have been shown to define the shape of the square. For the square to function as intended, it is important that entrances to the bordering buildings be accessed from it.

### 2.2.2 The Public Streetscape

The public streetscape has been dealt with in detail in Section 3.2. Generally, the streetscape concept calls for extensive tree planting on the public boulevards, decorative paving at signalized intersections for pedestrian safety and visual enhancement, road medians at the approaches to the Clair/Gordon intersection, distinctive lighting, and consideration for public art.

It is important to reiterate that the success of the Centre as an urban area will depend on the combined and coordinated contributions of private developments and the public streetscape.

### 2.2.3 The Markers

Markers can be defined as visual elements that signal arrival and demarcate a location, and attempt to give it a special identity.

Four areas have been identified at the approaches to the Clair/Gordon intersection as providing distinct opportunities to signify the sense of arrival at the Centre. They are located at the northerly approach at the intersection of Gordon Street and the greenway/storm water swale; the



Figure 2. Study Area Centered on Clair/Gordon Intersection

southerly approach at the intersection of Gordon Street and the future public road alignment running generally parallel to Clair Road; the easterly approach at the intersection of Clair Road East and Farley Drive; and the westerly approach at the intersection of Clair Road West and Gosling Gardens.

Markers for consideration in the Centre include special signage and lighting, landscaping features and building placement and treatment.

### 2.2.4 Linkages

There are established green spaces and parks in the area surrounding the District Centre. To optimize the use and enjoyment of these spaces, it is important that they are interconnected to provide a comprehensive network, and where possible, linked to the Centre.

Pedestrian linkages should be provided between the green spaces, parks and streets, which in turn connect to the District Centre lands.

Within the District Centre quadrants, pedestrian linkages through the various developments should be located in strategic locations in order to establish connectivity between the developments and the adjacent land uses, streets and green spaces.

### 2.2.5 Future Road Alignments

A road parallel to Clair Road has been shown in the two south quadrants. From an urban design stance, this road provides for the formation of a finer street and block pattern, which creates public street frontages and added linkage opportunities between developments and open spaces.

In several instances north/south connections from this road have been shown to Clair Road and beyond, either through public roads, or through private roads that could be designed to public road standards.

### 2.2.6 Buildings

In each of the quadrants of the District Centre lands, building outlines have been shown to demonstrate important building frontage locations that should be observed to the extent practical, as follows:

- **Northeast Quadrant** – two building outlines define the central square at the Clair/Gordon intersection. Additional building outlines are shown along the Farley Drive and Gordon Street frontages, in particular a building at the Farley/Clair intersection with the potential to contribute to the East Gateway Area & Marker location. Further north, residential townhouses or low-rise offices have been shown, buffered by landscaping to the west and south.

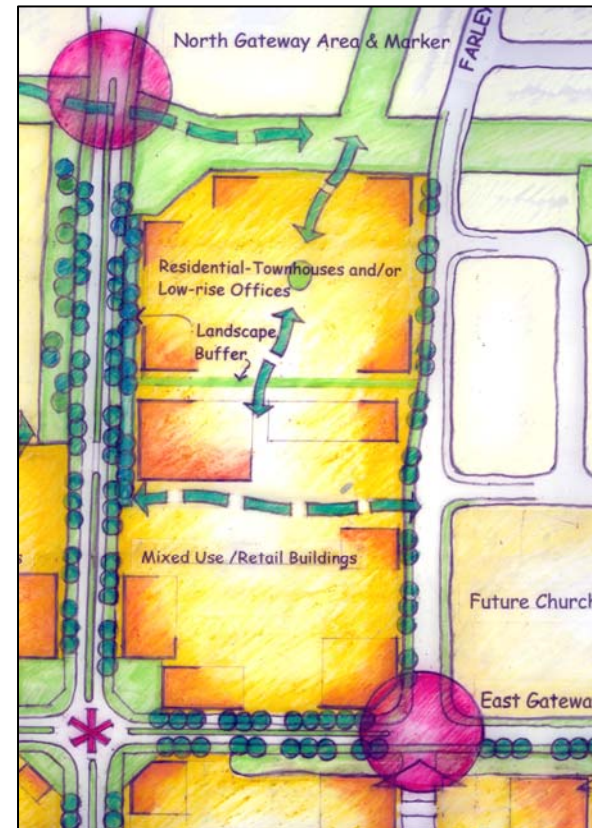


Figure 3. Northeast Quadrant

- Northwest Quadrant – a single large building has been located at the southeast section of the quadrant, which also helps define the Central Square. If additional buildings could be located in this quadrant, priority should be given to the Clair/Gosling Gardens intersection.



Figure 4. Northwest Quadrant

- Southeast Quadrant – building outlines have been shown to emphasize the street intersection as well as provide street frontages. Storm water retention areas along the Clair Road frontage limit the opportunities for placing building at the intersections, however the use of extensive landscaping will provide adequate visual emphasis in these locations. Buildings have been shown, which address the South Gateway Area & Marker, as well as to define the Gordon Street frontage.



Figure 5. Southeast Quadrant



- Southwest Quadrant – A building outline has been shown diagonally located at the Clair/Gordon intersection, to address a potential use as a gas bar, alternatively the gas bar could also be located along Gordon Street. Other buildings are located to address the street intersections, including the South Gateway Area & Marker, as well as to define the Gordon Street frontage.

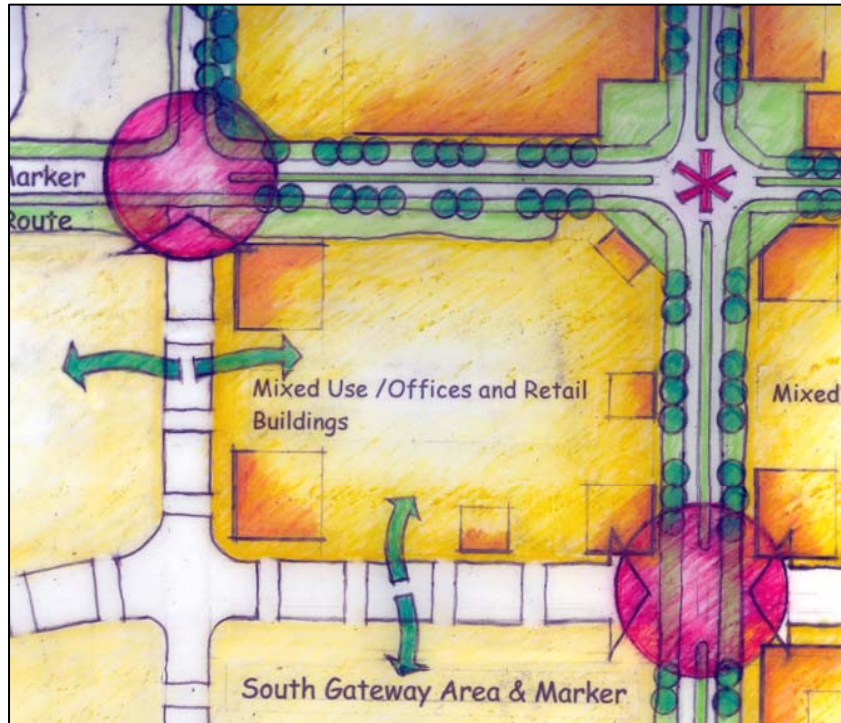


Figure 6. Southwest Quadrant

### 3.0 URBAN DESIGN GUIDELINES

The urban design guidelines elaborate upon the urban design concept and the Guiding Urban Design Principles, and are general and flexible in nature to accommodate a change in commercial floor space needs, market demands and a range of mixed uses. Furthermore, the guidelines are designed to accommodate a wide range of potential design alternatives, while promoting a high quality of gateway image in both the public and private realms.

In preparing these guidelines the Official Plan of the City of Guelph as well as the City of Guelph Urban Design Guidelines have been consulted.

It is anticipated that the guidelines will be used as a reference source for implementation of municipal capital budget expenditures for streetscape and related programs in the Centre, as well as the development review and approval processes.

The guidelines have been organized under three major headings:

- General guidelines, which deal with the overall context of the Centre, as well as its Gateway characteristics as a combination of the public and private realms.
- Guidelines for the public realm and the streetscape.
- Guidelines for privately owned lands.

#### 3.1 General Guidelines

##### 3.1.1 Gateway Features

Due to its location on a major southerly approach to Guelph, the District Centre has a prominent role to play to reinforce the image of Guelph as a vibrant community that cares about high quality urban environments. This high quality image should promote distinctive landscaping, streetscape and built forms to signal entry into the City.

The gateway image will be a result of the appropriate treatment of the public as well as the private realms in the Centre. The gateway features on the public right-of-way should work in concert with private



These well-designed gateway features/light standards at the Mississauga City Centre provide visual markers for the area with a vertical emphasis.



Gateway markers, such as the wall and landscape feature located at the southerly entrance to Brampton along Hurontario St., provide for a visual signal and reminder at one of the main approaches to that city.

development sites adjacent the intersection to create a distinct statement for the area and give it a “sense of place.”

Lighting could play an important role in conveying the gateway image of the Centre, which should complement the design of new developments in the Centre and provide for a safe and attractive environment in both the public and private realms. Floodlighting of buildings and special features in the centre are recommended, particularly at the four gateway locations and at the Clair/Gordon intersection. As well, ground mounted lighting should be considered for landscaped areas, particularly along front yards.

**Guideline 1:** At the four gateway locations along Clair Road and Gordon Street, locate gateway “markers” or features, which use landscaping and/or built forms to signify arrival at the Centre. Place particular emphasis at the South Gateway Area to signal entry into the City from Highway 401.

**Guideline 2:** Locate landscape and/or built features or markers at the intersection of Gordon Street and Clair Road to signal the focal point of the Centre and the Central Square.

**Guideline 3:** In selecting features and markers for the Centre, consider prominent tree and planting arrangements, street furniture, planted medians, sculptural elements such as decorative walls, public art, and height emphasis for buildings at or near the Clair/Gordon intersection.

**Guideline 4:** Consider features for the area, which are inspired by the architectural and historic precedents of Guelph.

**Guideline 5:** Incorporate creative lighting arrangements into the design of both the public and private realms.



Planted medians, such as the one located along Hurontario Street in Mississauga seen above, contribute to a sense of arrival in the community, and often provide a welcome green visual break from road asphalt.



At prominent intersections, buildings should be located with massing, location and ground level uses and entrances that address the corner. The above office and retail building provides an appropriate example at the Gateway District in Mississauga at Hurontario and Matheson.

### 3.1.2 Linkages

The area around the Centre contains several open space assets that need to be connected and made accessible to the emerging development areas.

Furthermore, an interconnected network of streets and/or pedestrian linkages act as organizing devices for the intensification of large sites and allow for easy access between contiguous land uses. Therefore, new developments in the four quadrants around the Clair/Gordon intersection are encouraged to incorporate vehicular and/or pedestrian access networks on their site and linking them to adjacent sites and open spaces.

**Guideline 6: Existing greenway systems traversing the area should be interconnected, and linked to the major streets and pedestrian walkway routes in the development areas within the four quadrants.**

### 3.2 Guidelines for the Public Realm and Streetscape

The streetscape design guidelines are directed by the following applicable Official Plan objectives for this area as follows.

- To create a high standard and distinctive landscape design for this location
- To create an attractive urban parkway and gateway along Gordon Street, establish landscape control, coordinated signage and lighting.
- To develop a public realm plan, which is cohesive, complementary and coordinated.

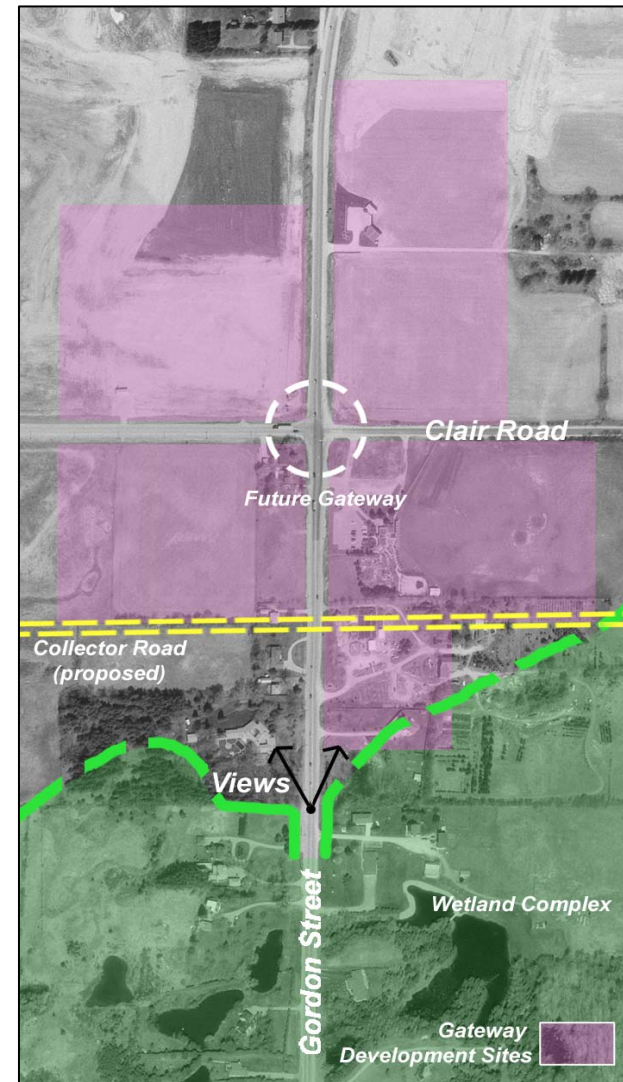
In addition, there are existing landscape characteristics, which should be considered in developing the streetscape design guidelines as follows.

#### 3.2.1 Landscape Context

##### Gordon Street South of Clair Road

For the foreseeable future Gordon Street south of the proposed collector road will remain rural in nature. Refer to adjacent air photo for the gateway intersection and proposed collector road location. The scenic rolling topography, existing woodlots and wetland areas will remain given the protection status of these lands.

The topography of the roadway is also distinctive, and as one travels north. Viewers' elevated vantage points along Gordon Street will reveal a dramatic change from rural land uses to urban built elements, once the District Centre is developed. The dramatic change from rural to urban will help to reinforce the sense of entry to the south end of the City of Guelph.



Air photo illustrating protected wetland complex and study area

**Gordon Street North of Clair Road**

With the proposed mixed uses anticipated for the gateway area, and the existing and proposed townhouse and single-family residential uses in place, or in the development stage, the context of the north half of the area is more urban in comparison to the southerly approach to the Centre. The existing design elements from adjacent residential developments such as masonry columns and walls provide contextual visual clues.

**Clair Road West & East of Gordon Street**

Within the study area, Clair Road will remain urban with a progression towards suburban and rural uses, as one travels east and west respectively. The extensive storm water management swales proposed on either side of the southern section of Clair Road for both the east and west blocks create unique recreation and landscaping opportunities with respect to these features.

**Gordon Street / Clair Road Intersection**

This is where the different landscape “characters” of the north, south, east, and west sections of Gordon Street and Clair Road meet. This intersection acts as a gateway to Guelph and becomes the focal point of the four development blocks located around the intersection. Therefore, the intersection’s streetscape and landscape treatment should be distinctive and memorable for the vehicular traveler, yet pedestrian friendly.

**3.2.2 Streetscape Guidelines**

**Gordon Road South of Proposed Collector Road**

Within the Gordon Street road allowance south of the existing Brock Road Nursery (which will act as the northern boundary to the future east-west collector road), an urban undivided centered road is



Allstate Parkway in Markham represents a suburban naturalized landscape treatment, which is recommended for the future prestige industrial park collector road



This public right of way in Burlington is simply treated with a grass boulevard and street trees.

proposed. The City's design shows four lanes of traffic (two northbound, two southbound) with a painted centreline.

**Guideline 7:** Incorporate additional street tree planting in the boulevards. Utilize native tree species adjacent this wetland complex, which are not invasive and like wet conditions (e.g. white cedar, cottonwood, red and silver maples and green ash). Extensive coniferous trees should also be planted to reinforce the natural landscape associated with the wetland complex to the south.

**Proposed Collector Road (Westerly Direction)**

A 26 m right of way is proposed to accommodate initially a two lane paved road with a rural cross section to service a future Prestige Industrial Park.

**Guideline 8:** Consider integrating entry features and signage for the area, particularly at the West Gateway Area. Consider a landscaped terrace of limestone boulders/ blocks to create grade variation. This entry treatment is a preferred design response and reflects the rural nature and building traditions of Guelph.

**Guideline 9:** Incorporate a sidewalk on at least one side of the road to service future area employees and students, who will be walking from their work place or the school to the Centre.

**Guideline 10:** Plant a double row of trees such as red oaks in a staggered fashion along this section of the road to create a strong entry sequence to the Centre.



The above photographs in Toronto and Markham illustrate low walls with integrated signage and landscaping to demarcate prestige entry features into employment areas

**Proposed Collector Road (Easterly Direction)**

**Guideline 11:** As a complimentary design solution to future private development landscaping, consider the use of limestone features on the boulevards.

**Gordon Street South of Clair Road**

This 150-metre section is being designed as an urban centre divided road (i.e. incorporates a centre median) by the City of Guelph and it is intended to accommodate northwest and southeast turning vehicular movements. The narrowness of the median (1.5m) and the extensive vehicular stacking requirements prohibit the possibility of a fully landscaped median.

**Guideline 12:** Use a 1.5 metre wide grassed boulevard adjacent the curb, with staggered (0.5m between the two rows) trees placed every 20m o.c. for each row, for this section and the remaining gateway area. Consider planting green ash tree species. Also, use a standard 1.5m wide City sidewalk.

**Guideline 13:** Use roadway lighting consisting of City of Guelph concrete poles c/w modified cobra head fixtures. Both roadway and pedestrian poles should be concrete. (See photos in this page). Consider a bright colour for the cobra head brackets, pole bases and pedestrian luminaires, which is coordinated for the entire District Centre.

**Gordon Street North**

While the recommended streetscape treatment is the same as described under Guideline 12 above, the significant streetscape design change for this section of roadway vs. Gordon Road south of Clair Road is with respect to the street and walkway lighting. Similar to the City's "Downtown Guelph Public Realm Plan" for the Gordon Street downtown gateway (pp.14 – 15), it is recommended that the proposed central median have roadway lighting incorporated into it.



Proposed east entry feature



Left - Proposed roadway pole, complete with modified cobra head arm, pedestrian light and base. Right – Proposed pedestrian pole



**Guideline 14:** Consider a modified, and colour coordinated, cobra head for this location vs. the decorative luminaire proposed for downtown Guelph. A comprehensive pedestrian lighting system (poles 4.8m ht. – 20m o.c.) placed on the development side of the sidewalk is recommended and should run the entire length of this section and connect into the existing recreational trail network.

**Guideline 15:** The existing overhead hydro service is over 35 years old and is scheduled to be replaced; consider burying the overhead lines along this section of Gordon Street.

**Guideline 16:** Guelph Hydro has recently begun to explore the use of metal halide light sources (Gordon Street bridge); as such consider this light source for the District Centre.

Note for Future Study: In light of the proposed tight construction timeline for Gordon Street, the City should enter into negotiations with Guelph utilities with respect to implementing the above lighting recommendations.

**Clair Road, North Side (East and West)**

**Guideline 17:** For either side of Clair Road, apply the same streetscape design for lighting and boulevard treatment, as described under Guidelines 12 and 13.

**Clair Road, South Side (East and West)**

On Clair Road, where linear extended detention basins (dry ponds) are proposed, the recommended design treatment is dealt with in the following guidelines.



The examples above indicate the recommended design approach to median roadway lighting on Gordon Street, north of Clair Road

**Guideline 18:** Treat swales and related open spaces as linear parks. A meandering 2m wide combined bicycle / pedestrian pathway should run the entire length of the blocks to encourage cycling and walking. (These pathways should connect to the Gordon Street on-road bicycle lane). The path should be located adjacent Clair Road and groupings of street trees should occur at certain intervals. Tree groupings of red oaks, hackberries, green and red ashes are recommended. Heavily planted side slopes adjacent the path are discouraged for public safety reasons.

**Guideline 19:** Place coniferous, mixed deciduous / coniferous tree and shrub plantings on the south bank of the linear dry ponds to create the appearance of a woodlot edge, while screening the future backs of industrial buildings and open storage areas (West section). Recommended shrub and tree species include serviceberry, dogwood, white pine and white spruce, trembling aspen, white birch, slippery elm and sugar maple.

**Guideline 20:** Place street (roadway) lighting along the linear pond east of Gordon. West of Gordon, locate pedestrian scale lighting along the entire length to connect to the future high school and park.

**Guideline 21:** Explore the opportunity to create a wet pond feature at the southwest entrance to the future industrial park.

**Intersection Treatment/Central Square**

This is the key public realm feature of the streetscape component of these guidelines.

Figure 7 illustrates the proposed treatment for the Gordon Street / Clair Road intersection as a central square. The conceptual design for the square has its genesis in the November 2, 2001 design workshop.

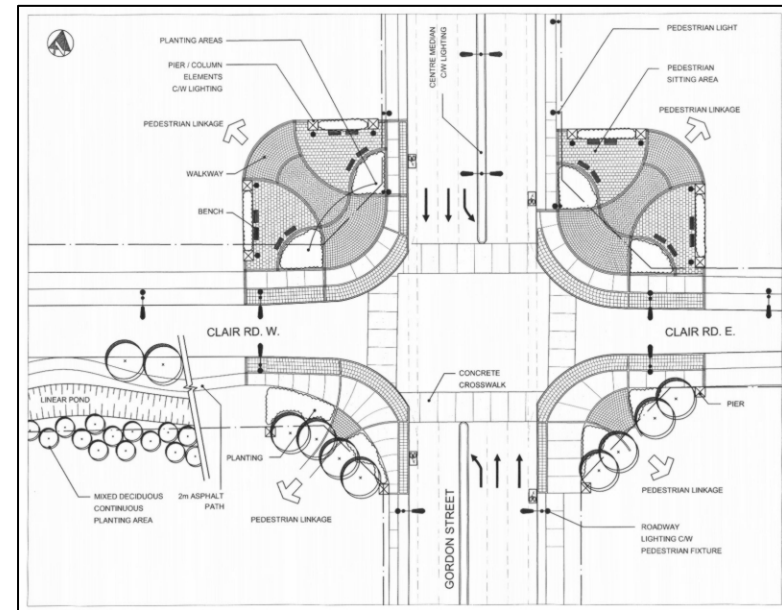


Figure 7 – Proposed Central Square Treatment

**Guideline 22:** Provide paving and planting areas, as well as areas of pedestrian circulation, to create a sense of arrival at the focal point of the Centre. Provide plenty of pedestrian sitting opportunities and use shrubs and annuals to create bright and animated spaces.

**Guideline 23:** Consider concrete crosswalks as indicated on the plan, however alternatives such as paving crosswalks in coloured interlocking pavers or coloured asphalt should also be investigated.

#### **Public Transit**

**Guideline 24:** To support access to the Centre through public transit, locate bus stops on Gordon Street, preferably south of Clair Road.

**Guideline 25:** Consider the possibility of using bus drop-offs and pick-ups within the development quadrants.

**Guideline 26:** Consider the possibility of locating a bus transfer station in the Centre that supports local and/or inter-regional transit.

#### **Public Art**

**Guideline 27:** Consider providing public art within the public realm, including the median, and the boulevards. Particular consideration should be given to providing public art as part of special gateway markers and features at the Clair/Gordon central square.

### 3.3 Guidelines for Private Lands

It should be acknowledged at the outset that the private sector will play a major role in shaping the urban environment in the Centre, as the buildings, the landscaping, and functional arrangements of the individual components of the developments will give form to and potentially enhance the public spaces they border.

The guidelines for private lands provide an overall approach as well as a flexible framework for landowners and their designers to work with. They provide qualitative standards that should be considered as part of the initial planning and design parameters for development in the Centre, and should assist the landowners in their dialogue with municipal officials to achieve their development aims against the background of public interest.

It should be emphasized that the guidelines for private lands are not prescriptions for a specific design application, but rather a set of recommendations to be applied in concert with site specific and marketing considerations.

#### 3.3.1 Natural Areas, On-site Landscaping and Street Edges

Landscaping is a major contributor to the creation of a vibrant streetscape in the Centre. Landscaping will also play a major role in establishing the character and environmental quality of the Centre. To help create a strong landscape presence for the Centre, which would also screen surface parking, generously sized landscape areas should be provided along the street lines, particularly along the Gordon St. and Clair Rd. frontages.

Sites adjacent natural features should be sensitively designed. In these instances, developments should be sited with the appropriate setbacks, and the on-site landscaping should be integrated with natural areas where possible.

Intersections are prominent locations in the streetscape as they address two frontages. In particular, corner development sites should emphasize their important urban presence by employing appropriate strategies for major landscape treatments and features, as well as



The street edge of this new development on Hurontario Street in Mississauga demonstrates private land landscaping that blends well with the public right of way and provides an appropriate street interface.



Similar to the street edge shown in the upper photograph, the side street of the above development also demonstrates appropriate treatment along the street with bold architectural forms and landscaping

building massing, articulation, and entrance locations that emphasize the corner condition. Specific attention should be paid to the four corner sites at the Clair/Gordon intersection, as this is the focal point of the area and should incorporate many of the gateway features.

Hard and/or soft landscaping provides aesthetically pleasing views into development sites from the street, particularly if/where parking is located in the front yard. Vehicular entrances into the site also provide good opportunities for landscape emphasis. Landscape elements, such as planting arrangements and water features should be considered to provide visual emphasis at the end of view corridors on development sites and vista terminations such as the Clair/Gordon intersection.

To provide for effective connectivity between developments and the public right of way, it is important that highly visible and well-articulated and landscaped connections between the building(s) and the street are provided in all four quadrants of the Centre. These connections should establish appropriate pedestrian linkages between the sidewalk and building entrances, and generally improve access by public transit users.

In instances where development is located adjacent residential areas, landscaping will play an important role in buffering potential negative impacts. Screen planting and berms are recommended at rear yards where additional height for a buffer may be warranted.

**Guideline 28:** At the Clair/Gordon intersection, place particular emphasis on creating an effective built form presence that works in concert with hard and/or soft landscaping to establish the gateway image for the Centre. Consider locating building entrances that are directly, or visually, accessible from the Central Square.

**Guideline 29:** In the front yards, provide landscaping on generously sized strips. A minimum landscape width of 3m is recommended along Gordon St. and Clair Rd. and all other public road frontages. Consider berms and/or low decorative fencing to provide aesthetically pleasing views from the



This street corner treatment on North Michigan Avenue in Chicago demonstrates a robust and colourful landscape treatment that adds visual interest to the streetscape.



Small parkettes, provide visual relief from development, parking and asphalt, such as the one shown above in Brampton at the intersection of Queen & Bramalea

street into the site, particularly if/where parking is located in the front yard.

**Guideline 30:** Provide pedestrian walkways that effectively connect the public sidewalks to buildings on the site. Use hard and/or soft landscaping as well as elements such as entry features located at the street edge to delineate and highlight these linkages.

**Guideline 31:** Provide landscaping on either side of driveway entrances where appropriate, particularly at main entrances.

**Guideline 32:** Emphasize intersections of streets by placing buildings in close proximity to the intersection, and by providing an appropriate building-landscaping-public boulevard composition. Use combinations of hard and soft landscaping as forecourts to buildings.

**Guideline 33:** When a building is located at or near an intersection, place the entrances in close proximity to, or visually accessible from, that intersection.

### 3.3.2 Adjacent Development

The four quadrants of the mixed-use node in the District Centre are surrounded by residential as well as business park uses. An effective integration of the adjacent areas with, and where necessary buffering from, the Centre is required. The use of effective landscape areas, and as necessary screening, is recommended to delineate boundaries between developments. In this regard, particular attention should be paid to the buffering of the residential areas in the northerly two quadrants of the Centre against height, shadowing and potential light spillage and noise impacts.

**Guideline 34:** Design buildings that are higher than two storeys to minimize overlook conditions along low-rise residential areas. Employ massing strategies such



In mixed-use areas, special attention should be paid to the interface between the different land uses. In the above example in Brampton at Steeles & McLaughlin, a landscape screen mediates between an apartment building and an adjacent retail plaza.



The above development in Mississauga at Eglinton & Creditview demonstrates a residential and retail interface that has been left unresolved.

as stepping down towards buildings of lesser height.

**Guideline 35:** Avoid long periods of shadowing on residential properties.

**Guideline 36:** Locate noise-generating activities away from noise sensitive land uses, such as residential areas. Provide noise buffering, such as noise attenuating fencing as required.

**Guideline 37:** Provide side and rear perimeter landscape buffering to delineate property boundaries. Use a generously planted landscape strip- a minimum of 1.5m is recommended - and opaque fencing when a development is located adjacent existing, or planned, low density residential lands.

**Guideline 38:** Design exterior lighting to prevent light spillage into adjacent residential developments.

### 3.3.3 Built Form

The built form guidelines in this section provide direction to development proponents and municipal officials for issues dealing with building location, building articulation and massing, height emphasis and potential impacts on adjacent uses, and the appropriate enclosure of public spaces.

Aside from its downtown, which provides a very good example of aligning buildings parallel to street along with a consistent setback, the nearby Stone Rd. commercial node also provides relevant examples that the District Centre can emulate for appropriate building placement, such as the TD Bank and the Swiss Chalet at Edinburgh Market Place.

A transit-supportive land use pattern is recommended for the Centre, which implies a finer grain of street networks and which create frontages for buildings. When buildings are located in close proximity to the street edge, they enable convenient access from the public right-of-way to the various amenities and residences. In the Centre, the



Wherever possible, it is preferred to place buildings in close proximity to the street to support pedestrian activity and provide visual interest, as this bank building in a retail plaza in Markham at Highway 7 near Woodbine demonstrates. Also note the roof top treatment, which blends well with the rest of the building



This bank building in Guelph at Stone Road demonstrates an appropriate corner lot treatment with good massing and height emphasis and siting.

planned roads in the two southerly quadrants provide an opportunity for new development to occur within a discipline imposed by streets.

Buildings that enclose public streets and open spaces play a major role in the creation of a viable streetscape. To ensure an appropriate pedestrian scale, large and/or high buildings should be modulated to provide a pedestrian scale at the street line. Buildings should be massed to provide an appropriate streetwall height at the street line and be architecturally articulated to offer visual variety and interest. In this regard, long, and/or high unarticulated walls should be avoided where possible. Generally, building articulation features such as canopies, cornice lines and varying façade materials should be used to reinforce a pedestrian scale.

Roofs on multi-storey buildings, especially when viewed from a distance, provide opportunities for significant vistas in the skyline. Therefore, to help establish the visual “signature” for the Centre, higher buildings should be designed with particular regard for the skyline. Roofscapes should be an integral part of the design of a building and harmonize with the design of the rest of the building. Therefore, roof top mechanical units should be organized and screened with complimentary materials colours and finishes as necessary to provide a skyline with desirable visual attributes.

In the Centre, where a development is located adjacent residential uses, sufficient setbacks should be provided to minimize potential height and massing impacts such as overlook and shadowing.

Buildings located at major vista terminations in the context of the Centre, or on view corridors within a development site, should be given special treatment through the use of massing and building articulation strategies, such as added height, special roof treatments, and use of high quality cladding materials.

Buildings on corner lots should be sited to recognize, as well as emphasize, the importance of the intersection location. Given the gateway characteristics of the Centre, it is recommended that buildings be located in close proximity to the street rights of way, and incorporate generous landscaping along the street frontages. Particular attention should be paid to buildings located at or near the Clair/Gordon intersection, which also form the Central Square.



This fast-food restaurant located in Markham along Highway 7 shows appropriate siting along the road frontage, an outdoor patio that adds to the streetscape, and good height emphasis that mediates a wide road cross – section.



Architectural design, through the use of theme or style, can add to visual interest in an area, such as the example in the above Brampton office complex along Steeles Avenue.



- Guideline 39:** In consideration for the existing context, locate buildings and parking areas to be responsive to the immediate context of open spaces and natural features, as well as the location of the site in the context of the Centre.
- Guideline 40:** Along the public street frontage/s of a development locate freestanding buildings for commercial, retail, institutional uses close to the street edge where possible.
- Guideline 41:** Provide appropriate façade articulation for buildings to promote visual interest, particularly along street frontages. Use building articulation features such as canopies, cornice lines and high quality finishes.
- Guideline 42:** Configure front yard setbacks to reduce the amount of parking, or avoid it where possible, between a building and a street.
- Guideline 43:** Locate building entrances to be visible from the adjoining street(s) and, where possible, linked to the sidewalks through appropriately articulated walkways.
- Guideline 44:** Design corner buildings to take into account exposure to multiple street frontages and high public visibility. Incorporate elements such as increased height, fenestration and roof features, and well-articulated entrances.
- Guideline 45:** Emphasize the gateway characteristics of the Clair/Gordon intersection by employing added height for buildings at the four corners, and by orienting their mass and entrance/s to the intersection. If/where buildings are not located directly at the intersection, use other built form elements such as colonnades to address the corner, and work in concert with hard and soft landscaping.



This townhouse complex on Yonge Street in Richmond Hill demonstrates a good street edge with direct a decorative fence treatment. The 3-st height offers a good scale for a medium density development along a wide road cross-section.



This new restaurant, along with a similar one adjacent to it, at an existing large plaza in Markham at Steeles near Highway 404, has been located behind a well-landscaped berm and an outdoor patio along the street frontage.

**Guideline 46:** Design roofs of higher buildings in the Centre with particular regard for the skyline of the area and to reinforce its gateway image. To ensure that roofscapes are an integral part of a building's design, where necessary screen mechanical units with forms, materials and colours complementary to the building.

**Guideline 47:** Prominently display building numbers and addresses near a main entrance, and illuminate appropriately for nighttime viewing.

### 3.3.4 Parking

Large amorphous parking lots dominate many suburban shopping plazas, particularly those built during the 70's and 80's. They are designed to accommodate the large demand for vehicular parking and often ignore street frontages. However, when they dominate the street frontages, parking lots do not provide for an attractive and animated streetscape, are not generally pedestrian friendly, and are not in keeping with transit supportive development patterns.

The long-term solution for this matter may be the gradual intensification of many commercial areas over a span of time due to increased densities in and around the area and with increased transit and bicycle usage. The recent development patterns of mixed use and commercial areas point to considerable progress in this regard. With increased regularity, new developments are being built to achieve a balance of building and surface parking along the street edge. Also, there are many examples of shopping plazas that were built in the 70's and 80's, which are being intensified with new buildings located at the street edge, with well articulated buildings and entrances that address the street.

Through its Official Plan policies, the City of Guelph encourages the location of large parking areas to be located in the rear and/or side yards of commercial and institutional land uses. Furthermore, it calls for parking lots to be divided into smaller segments with the use of extensive landscaping. The Official Plan also encourages bicycle parking facilities at major employment and shopping nodes.



This restaurant in a new large retail plaza development on Hurontario Street in Mississauga, demonstrates a good street edge building with a patio, which also uses bold architectural forms along a major roadway.



As this ample landscape treatment along the street frontage of a large retail plaza in Markham at Highway 7 demonstrates, whenever the placement of large parking lots along a street frontage cannot be avoided, the use of an effective landscape screening becomes paramount.

As previously mentioned, good local examples exist, including Edinburgh Market Place on Stone Rd., where buildings have been used to “anchor” street frontages, and share space with surface parking. Where the buildings are set back from the street, landscape screening plays an important role in modifying surface parking lot edge conditions.

It is of particular importance for the District Centre that the four corners of the Clair/Gordon intersection be dominated with buildings and/or landscaping; in this regard, vehicular parking should be located away from the Central Square.

**Guideline 48:** Avoid, or minimize, surface parking lots between the street line and buildings where possible. Accommodate majority of surface parking on the side and rear yards.

**Guideline 49:** Where parking needs to be accommodated in the front yard, allocate some of the frontage for landscaping and building/s, uninterrupted by parking.

**Guideline 50:** When surface parking is located at the street edge, provide tree and shrub planting along the street line by providing a minimum of 3.0m landscape strip. Where appropriate, use low (max. 1m high) decorative walls or fences designed to compliment adjacent buildings.

**Guideline 51:** Divide large parking areas into smaller and defined sections where possible, and use landscaping to avoid large monotonous asphalt surfaces. Incorporate decoratively-paved pedestrian walkways into these landscaped areas where appropriate, which link the public boulevards with the buildings that may be located away from the street.

Along with soft landscaping, built-forms can play an important role in providing an effective screen for parking, as well as offering pedestrians a well-defined path from the street to the building entrance. This example shows an entry feature at the street edge of a new grocery store in Mississauga, located on Hurontario Street.



The above example shows the edge of a retail parking lot in a mixed-use area in Burlington at Guelph & Prospect. This situation should be avoided as it presents a hostile environment to pedestrians, and offers little visual relief from cars and road asphalt.

**Guideline 52:** Avoid locating parking at or in the immediate vicinity of the four corners of the Clair/Gordon intersection.

**Guideline 53:** Provide bicycle parking in convenient locations.

**3.3.5 Pedestrian Safety and Comfort, Site Servicing, and Access**

To ensure safety and promote their priority over vehicular traffic, major pedestrian routes on a development site should be identified and delineated with decorative paving materials that differentiate them from the driving surfaces. Pedestrian walkways should be made continuous across driving aisles as well as across driveway entrances at the street. The use of soft landscaping is also encouraged along major pedestrian routes, along with features such as outdoor furniture and pedestrian-scale lighting.

Generously sized walkways should be provided along buildings, particularly in areas with large pedestrian traffic. These walkways should be connected to other pedestrian routes on the site and linked to major pedestrian entry points at the street, and where appropriate to adjacent developments and greenways. The existing residential developments in the northerly two quadrants of the Centre provide opportunities for the creation of effective pedestrian linkages that connect the residential population to the adjacent commercial and mixed use facilities.

The number of vehicular access points into a development site as well as the width of the driveways could potentially have detrimental effects on street frontages by reducing available areas for landscaping and by creating large expanses of asphalt. Therefore, where possible, joint access driveways should be considered on adjacent sites. Alternatively, a landscaped strip should be provided between the access points and the side property line.

The climate in Southern Ontario compels the use of weather protective apparatus. Devices such as awnings, canopies, and building cantilevers/overhangs should be considered on or adjacent buildings to improve the level of pedestrian comfort.



The above gas station is located at a corner gateway location in Markham at Steeles & Don Mills. A decoratively paved walkway extends from the sidewalk to the gas station and beyond into the adjacent retail plaza, which provides good pedestrian connectivity from the street to private development. Also note the decorative masonry wall and piers, which provides a decorative screen against the street edge.



The above photograph shows a close up view of the extension of the walkway into the retail plaza, which was discussed above.

Barrier-free accessibility should be an integral part of development and site design considerations. Accessibility should be ensured through appropriate design consideration for: walkways, paths and trails; locations and numbers of designated parking spaces; curb ramps; pedestrian drop off areas; locations of steps; location of building entrances; signage; rest areas; and lighting.

Loading and service areas should be placed away from streets and screened as necessary from public views. Screening measures include landscaping and/or solid fencing. Loading and service areas should be buffered visually and as necessary for noise impacts, particularly when located against residential areas. In particular attention should be paid to locate service areas away from the four corners of the Clair/Gordon intersection/Central Square.

**Guideline 54: Where possible, link internal vehicular and pedestrian routes to provide connectivity between developments as well adjacent residential areas.**

**Guideline 55: Within development sites, provide continuous pedestrian walkways along retail and commercial frontages, a minimum of 2m width is recommended. Where feasible, connect these walkways to other pedestrian routes on the site and to public streets.**

**Guideline 56: Consider using weather protective apparatus such as canopies, awnings and colonnades along buildings or in stand-alone forms to increase pedestrian comfort.**

**Guideline 57: Ensure barrier-free accessibility through appropriate design considerations for walkways, curb ramps, location of building entrances, signage, rest areas, and proper lighting.**

**Guideline 58: Combine vehicular access points to new developments where possible to reduce pedestrian-vehicular conflicts and reduce interruptions to the planted boulevards.**



This planted and decoratively paved median at the entrance of a retail plaza in Burlington at Appleby Line & Upper Middle demonstrates a visually pleasing treatment, which also provides a pedestrian refuge.



This decoratively paved boulevard is located at the same location discussed above. The matching treatment of the paving and planting in both the boulevard and the median contributes to visual and aesthetic continuity, and a high quality urban environment.

**Guideline 59:** Locate service areas away from street frontages and screen as required, using fencing and/or landscaping. If service areas are in close proximity to adjacent residential areas, employ buffering strategies that include noise attenuating fencing and landscaping.

### 3.3.6 Outdoor Display and Storage

It is recognized that for some developments in the Centre there will be a need to accommodate outside display areas, particularly for uses such as garden supply stores, and building supply centres. Where outside display areas are contemplated, they should be designed to make a positive contribution to the streetscape and the overall site development. Generally, there should be a limited percentage of street frontage devoted to outside display areas. Landscaping treatments should be used to work in concert with display areas, utilizing elements such as planting, pergolas and decorative walls. As well, architectural components should be used as appropriate, to provide well-defined display areas that work in harmony with adjacent buildings. Some of these treatments include extensions of building facades, colonnades and canopies.

To reduce their potential negative impacts on the streetscape, outdoor storage areas should be located in the rear or side yards and screened from public view, or from views from adjacent residential properties, using fencing and/or landscaping.

**Guideline 60:** Where required, locate outdoor display areas to work in concert with landscaping and built form features of the development. Use landscape elements such as plantings, pergolas, and decorative walls and fences, as well as architectural elements such as façade extensions, colonnades and canopies for effective integration with the overall development.

**Guideline 61:** Avoid locating outdoor storage areas along street frontages. If required, place such storage areas away from direct public view and use screening as required with fencing and/or landscaping.



This Home Depot store in Brampton at Steeles and Kennedy provides a corner gateway feature with incorporated signage and landscaping, which also acts as a well-articulated screen to display/storage areas behind.



The proliferation of signage can provide challenges that could counteract the positive effects of well-placed buildings and landscaped forecourts. Wherever possible, ground signs should be incorporated into landscape schemes and their size should not overpower adjacent buildings.

### 3.3.7 Signage

Signs are an important aspect of commercial activity. Types of signage regularly used in shopping plazas, a variety of retail stores and commercial uses include: fascia signs; rooftop signs; and free standing ground signs.

Given the gateway image that should be established in the District Centre, particular attention should be paid to promoting signage that enhances the buildings and landscaping of the area.

Generally, signage should be part of the overall development design considerations and work in concert with buildings and landscaping on a given site. In placing signs on a site or a building, developments should be mindful of impacts on the public streetscape. The cumulative impact of many signs in several developments in a row may, particularly if they are large, lead to an undesirable streetscape.

When placed on the roof of a building, signs could potentially detract from the building and the adjacent streetscape. A preferred approach would be to use fascia signs or ground signs that have been designed in-scale with the adjacent development and incorporating them into the landscape scheme.

Signage can also be used as a creative tool. In certain instances, a coordinated sign system, which utilizes up-to-date display technologies, lighting and other means, can contribute to a vibrant and animated streetscape particularly if it incorporates public art. In this regard, the Clair/Gordon intersection should be considered a prime candidate for such creative expressions.

**Guideline 62: Incorporate all signage into the design considerations for buildings and landscaping.**

**Guideline 63: Avoid using free-standing roof-mounted billboard signs; instead promote the use of fascia signs that are in proportion with the building façade.**

**Guideline 64: When ground signs are used, incorporate them into the landscape and encourage the maximum**



MBPD/Scoler Lee

The above proposal for a retail plaza in Brampton demonstrates individual signage that is incorporated into the architectural design of the building successfully. Also note the architectural articulation of the building, along with the height emphasis given at the end of the building, which is adjacent Highway 7.



MBPD/Scoler Lee

The grocery store in the retail plaza discussed above shows a signage and main entrance treatment solution that also acts to screen roof top units.

height of a sign not to exceed the height of an adjacent building.

**Guideline 65:** Consider signage at the Clair/Gordon intersection, which uses the opportunity to make a creative statement in keeping with the gateway image of the Centre.