

STONE ROAD Corridor
Urban Design Guidelines

FINAL REPORT
FEBRUARY 21, 2000

City of Guelph

1.0 BACKGROUND

1.1 Stone Road Commercial Node Urban Design Study

The City of Guelph commissioned the *Stone Road Commercial Node Urban Design Study* (1999) to develop an urban design vision and qualitative standards for the Stone Road corridor. The stated mission of the study was "to create/promote a distinct Guelph character" for the commercial concentration between the Hanlon Parkway and Gordon Street.

To accomplish this mission, the urban design study advocated the following:

- an active, interconnected, safe, accessible and visually enriching public realm and streetscape;
- support for a pedestrian scale by appropriate building placement, massing and articulation;
- provision, or enhancement, of landscaping on privately owned lands, particularly when viewed from the public realm or adjacent properties; and
- identification, connectivity and enhancement of views and linkages between natural and open space features and the various land uses.

1.2 Stone Road Corridor Urban Design Guidelines

Following the completion of the consultant's study, the Department of Planning and Business Development has developed the following urban design guidelines. These guidelines are intended to provide guidance to City staff and the landowners toward implementing desired improvements within the corridor.

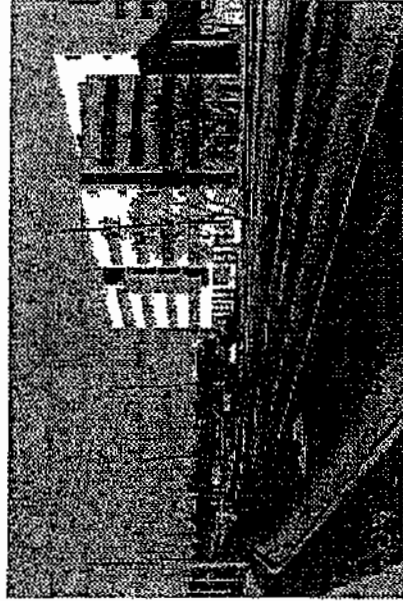
It is hoped that the approval process will be more efficient by clearly articulating public objectives prior to submission of detailed site plans for specific development permits.

The principles and guidelines are not prescriptions or regulations for a specific design application that development should adhere to, but rather a set of recommendations to be applied in a flexible manner and in concert with site-specific considerations.

These guidelines acknowledge that private development is market driven and is governed by prevailing economic conditions and tenant needs/demands. A flexible approach is advocated for the privately owned lands based on an overall design strategy for the Stone Road corridor. This design strategy promotes the physical improvements necessary to accommodate



Unplanted boulevard on Stone Road west of Gordon Street



The OMAFRA complex includes a prominent building that anchors Stone Road at Gordon Street

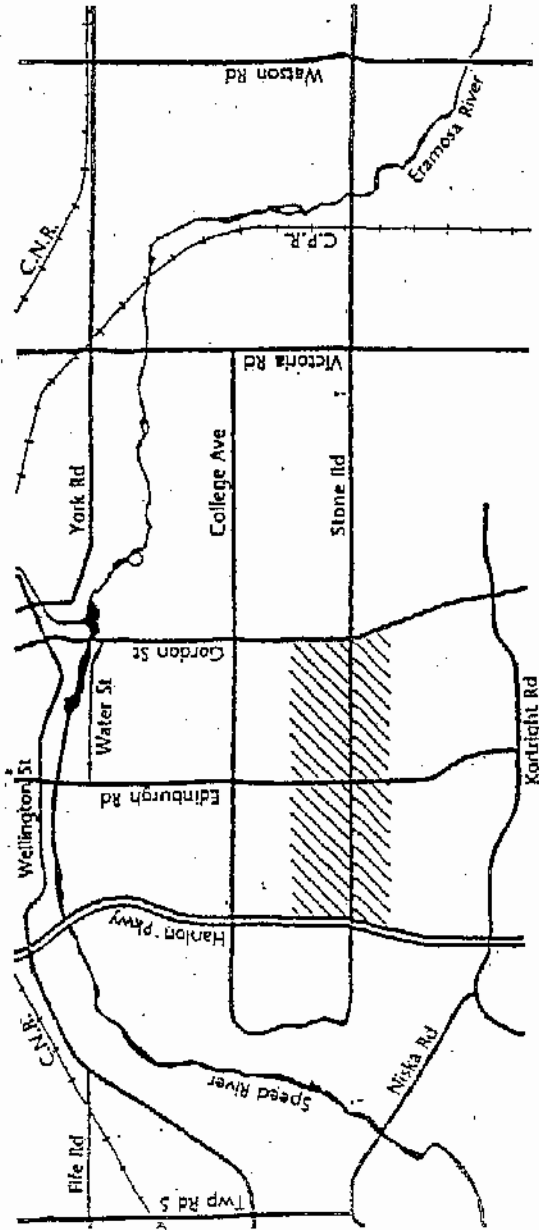
the anticipated increase in activity along this commercial/business corridor.

The municipality will also be responsible for some improvements as part of capital budget expenditures as well as through the development approval process.

1.3 Study Area

These guidelines generally apply to lands fronting on Stone Road between the Hanton Parkway and Gordon Street.

The City of Guelph recognizes that the University of Guelph is presently undertaking a review of its Long-Range Development Plan. Principles and guidelines from this study are not intended to apply to the academic lands but may be considered useful input into that process. However, the guidelines shall apply in the event that academic lands are re-developed for non-academic purposes in the future.



Study area context

2.0 URBAN DESIGN STRATEGY

The urban design strategy for the Stone Road corridor was formulated by:

- an analysis of planning and design policies applicable for the area;
- setting out an overall urban design concept; and
- considering implementation mechanisms for realizing the urban design concept.

2.1 Policy Basis

The Guelph Official Plan policies and Guelph Urban Design Guidelines (1995) provide a firm foundation upon which the urban design strategy is based.

2.2 The Urban Design Challenge

The urban design challenge for Stone Road is to maintain and enhance the area's physical attributes, to improve its attractiveness as a commercial/business node, and to give it a "sense of place", as this intensification and evolution occurs.

Urban design precedents were analyzed to provide guidance for the long-term intensification of the corridor. The following desirable characteristics were identified:

- concentration of commercial uses at street intersections;
- continuity of retail frontages and variety;
- a fine-grained street network that allows permeability from the adjacent areas to the major streets;
- street width, sidewalk size, building location, massing and architectural articulation that support a pedestrian scale; and
- appropriately designed public amenities, including public open spaces, streetscaping and street furniture.

2.3 The Urban Design Strategy

To help realize the design concept, the proposed strategy is to:

- improve the environmental quality of existing streets, boulevards, open spaces, walkways, bikeways and trails by identifying appropriate initiatives and qualitative standards necessary to create an active, interconnected, accessible, safe and visually enriching public realm;



Median at Stone Road



Plaza along Stone Road

identify design options for new streets and walkways, to ensure a high level of public access while providing flexibility for a broad range of development types;

encourage transit-supportive built form, and a network of streets to enhance transit convenience and accessibility;

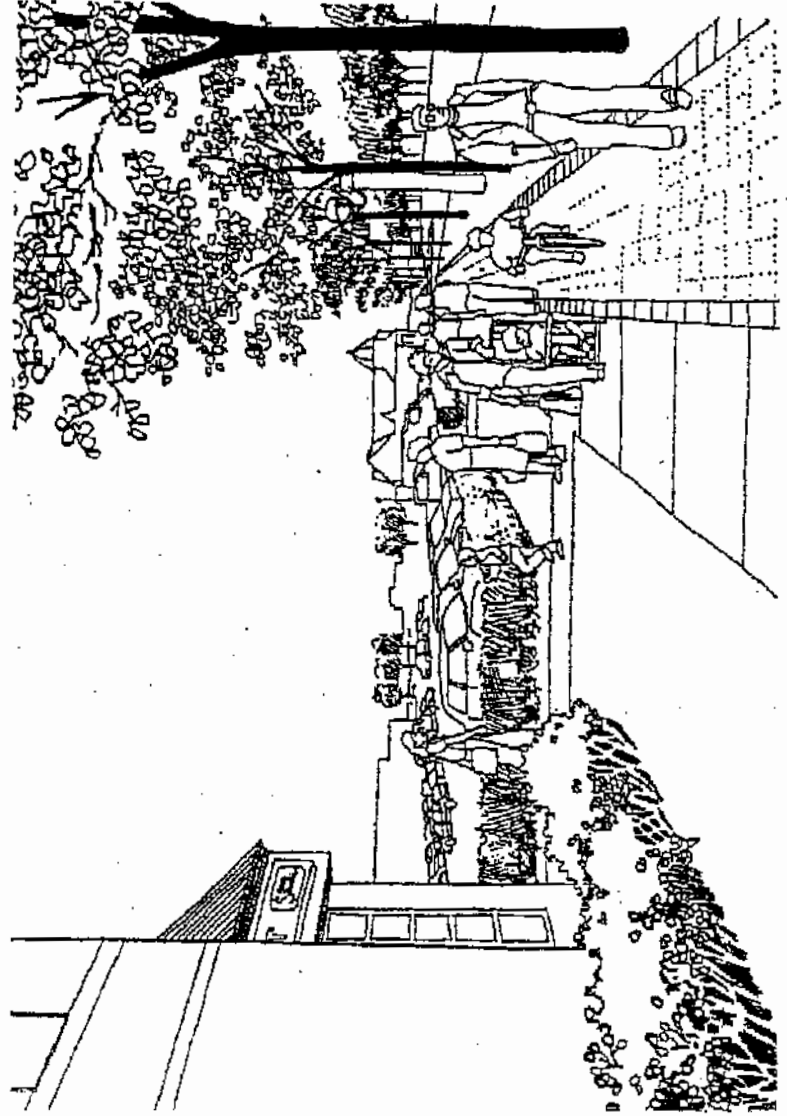
guide new development towards design standards that are supportive of a pedestrian scale, through performance criteria for building placement, massing, and building articulation;

guide new development to use site planning tools that enhance a given site, particularly adjacent areas that impact the amenity of the public realm;

encourage the municipality to apportion funds for capital improvements; and

encourage owners of existing developments to participate in various initiatives for improving the area.

Specific guidelines have been developed, based upon stated principles, to implement the urban design strategy. Suggestions for implementation have also been provided in Chapter 4.



Stone Road Corridor Urban Design Guidelines

3.0 URBAN DESIGN PRINCIPLES AND GUIDELINES

The urban design principles and guidelines are intended to guide the municipality with respect to development in the public and private realms.

3.1 General Principles and Guidelines

3.1.1 Gateways and Intersections

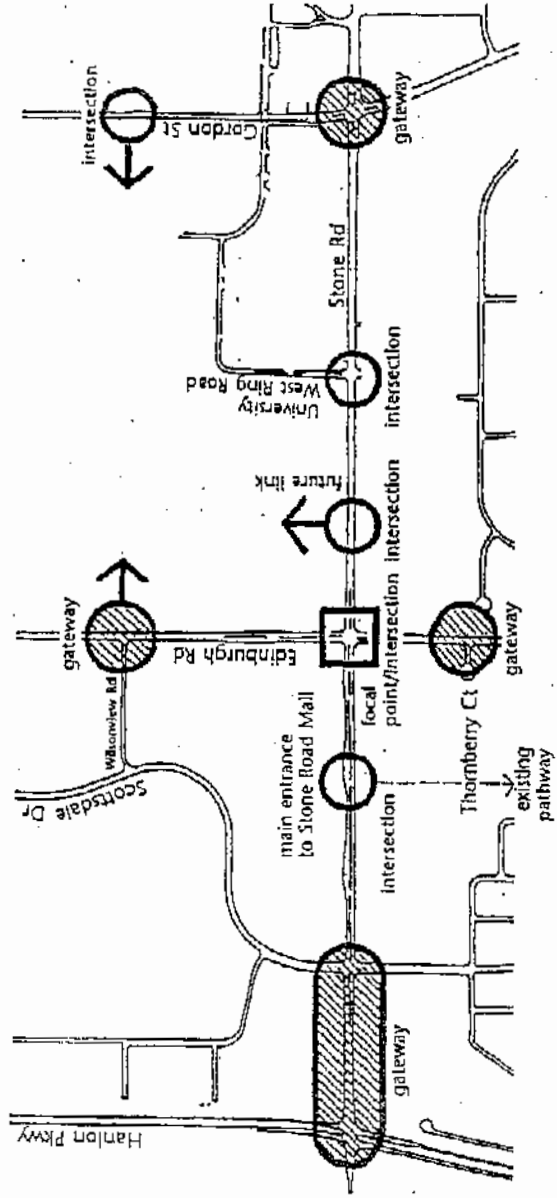
Principle: A sense of arrival and identity should be established for the area at clearly defined entrance points, utilizing opportunities in both the public and private realms.

Guideline 1: Locate gateway "markers" where Stone Road intersects with Hanlon Parkway and with Gordon Street and where Edinburgh Road intersects with Wilsonview Road and with Thornberry Court. The "markers" could be comprised of special landscaping, building features, public art installations, special signage or any combination thereof.

Guideline 2: Emphasize the built form of Stone/Scottsdale intersection by encouraging locating buildings and/or landscaping features at the northeast and southwest corners.



Gateway markers at Mississauga City Centre/Square One



Proposed gateways and intersections

Stone Road Corridor Urban Design Guidelines

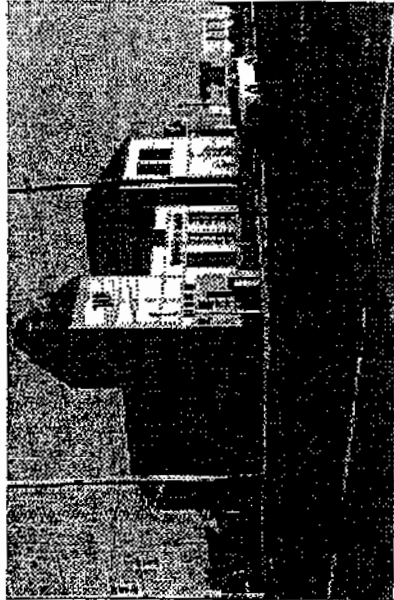
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Principle: The major intersections on Stone Road should be articulated to help define distinct points of emphasis.

Guideline 3: Emphasize the built form, landscape and streetscape of the Stone/Edinburgh Intersection. If redevelopment is planned near the intersection, locate buildings and landscaping that address this corner.

Guideline 4: Provide small landscaped areas at the entrance to major pedestrian pathways.

Guideline 5: Place any proposed buildings appropriately to articulate the northwest corner of the Stone/West Ring Road intersection.



Edinburgh Market Place exhibits good precedents for building siting and massing

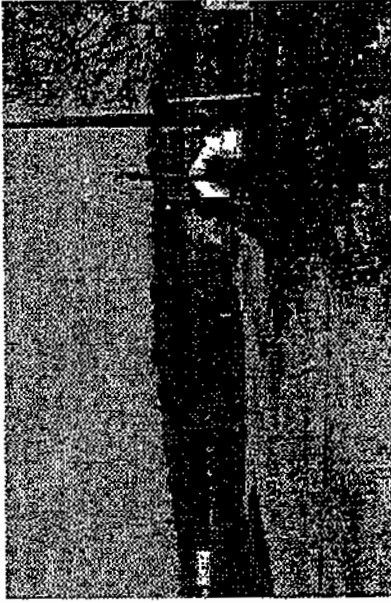
3.1.2 Views and Vistas

Principle: Prominent views to the area's natural features should be preserved and enhanced. As well, vista terminations of streets, trails and walkways should be suitably treated by strategic placement of buildings and/or landscape elements.

Views of prominent buildings and landscape features are orienting elements in the urban environment and contribute to the visual richness of an area. For example, Guelph has long had policies for the preservation of the views of the Church of Our Lady which is a prominent local precedent.

Guideline 6: Accentuate view termination of streets, trails and walkways with building and/or landscape elements.

Guideline 7: Provide opportunities for views from Stone Road north to the Dairy Bush.



Dairy Bush from Stone Road

3.1.4 Safety

Principle: Safety matters should be an integral part of any future urban design initiative in the public and private realms.

An increasing number of people are concerned with their personal safety in urban environments and consequently feel intimidated to use public spaces in certain areas and times. People often try to avoid isolated areas and reduce their use of public areas after dark. The range of physical factors regarding personal safety in public areas include the following: lack of proper lighting; an illegible layout that prevents people from easily orienting themselves; ease of access to assistance; and clear signage. In response, CPTED (Crime Prevention Through Environmental Design) guidelines have been devised by various public bodies to encourage the incorporation of safety considerations into public areas as well as private developments.

The "eyes on the street" approach to safety promotes increased opportunities for informal surveillance and reduces the number of isolated spaces where crime can occur. In this regard, the design and siting of buildings should provide visual overlook and easy physical access to streets and open spaces. Similarly, clear views from the street to parks and open spaces should be available.

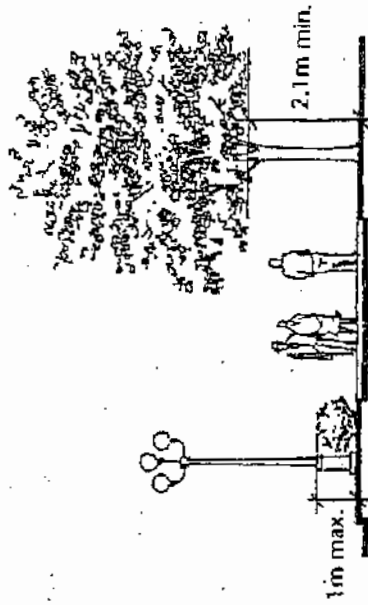
"Eyes on the street" is harder to achieve in more natural settings such as parks and trails, and has to be compensated by clearly marked routes and legible layouts that direct people to well-defined destinations and more populated areas.

For developments that are accessed by the public regularly, such as parking lots and garages, specific measures should be adopted to increase safety. For garages, the following is recommended: adequate lighting levels; directional signage; clear visibility into stairwells and waiting areas; sound activated alarms; and light colours on all surfaces. For surface parking areas, landscaping, berms and fences should not block views into the parking areas and allow casual observation from the street.

An integrated strategy for a safe environment should also include programming for activities and events, citizen involvement, and effective maintenance. Nevertheless, design can help create safer environments.

Guideline 9: Locate and design buildings such that doors and windows face adjacent public streets, open spaces, walkways and trails.

Guideline 10: For parking garages, provide adequate lighting levels, directional signage, clear visibility into stairwells and waiting areas, and light



Trail/Walkway with good visibility at the perimeters

colours on all surfaces. Also consider sound-activated alarms.

Guideline 11: Locate lights so that they do not conflict with street trees.

Consider lights at the pedestrian scale - generally, below 5m in height - to reduce the likelihood of such conflicts and to supplement road lighting.

Guideline 12: Cluster activity areas in parks and open spaces together to provide informal surveillance within and between areas.

Guideline 13: Consider installing public telephones in visible locations in parks and along trails and walkways to improve access to assistance.

Guideline 14: Ensure that pathways and walkways connect with destinations.

Guideline 15: Locate and design entrances to parks, open spaces and trails to be highly visible to promote use by casual passersby. Locate maps, location and distance information, and signage at entry points and activity areas to develop a sense of orientation and knowledge about the area.

Guideline 16: Keep heights of shrub material along park and walkway edges to below 1m to prevent blocking sightlines. Similarly, along the edges of surface parking lots keep the height of

shrubs and screen fences (visually permeable screens are recommended) to 1m to allow casual observation from the street. Generally, provide a clear surveillance zone along walkways between 1m and 2m above grade.

Guideline 17: Provide regular maintenance in parks, trails and walkways to increase the perception of safety by reducing graffiti, litter, vandalism and poorly maintained planting.

3.1.5 Barrier-free Accessibility

Principle: Barrier-free accessibility should be considered an integral part of designing the private and public realm.

Barrier free accessibility advocates ease of movement for persons who have restricted or impaired mobility due to physical or sensory impairments. Others that benefit from environments with increased accessibility include shoppers with carts, persons with young children in strollers, and people with temporary disabilities.

Statistics Canada estimates that approximately 13% of our society includes people who have varying degrees of disability. Also, considering an aging population, which has an increased incidence of disabilities proportionate with

age, the need for a barrier-free environment becomes clear.

Guideline 18: Ensure barrier-free access through appropriate design consideration for: walkways, paths and trails; locations and numbers of designated parking spaces; curb ramps; pedestrian drop-off areas; steps; building entrances; signage, rest areas; plant material; and lighting.

3.2 Principles and Guidelines for Privately-owned Lands

In the context of private development, the following urban design principles and guidelines provide an overall approach and framework. They also provide qualitative standards for landowners and their designers to strive for. While these guidelines do not ensure quality, they set out parameters that engage private developers in dialogue with City staff to determine appropriate solutions.

The private sector will play a significant role in shaping the quality of the urban environment of the Stone Road corridor. The buildings and spaces of private developments will give form to, and support the viability of, the public spaces they border.

This section describes the design principles and guidelines for the private sector. The

primary intent is twofold: 1. make the private landowners aware of the qualitative standards and municipal expectations for the area; and 2. help the municipality guide development as it occurs, in order to realize the design strategy for the corridor.

The following principles and guidelines are not prescriptions or regulations for a specific design application that private development should adhere to, but rather a set of recommendations to be applied in a flexible manner and in concert with site-specific considerations.

3.2.1 Street and Block Pattern

Principle: A street and block pattern should be devised for large land holdings to provide a fine-grained vehicular and pedestrian network.

A fine-grained network of streets allows for larger blocks to be more permeable for access, and acts as an organizing device for the intensification of large land holdings in a planned and organized manner. In addition, an increase in the length of developable frontage increases development flexibility for various land uses and building types.

To enable connectivity with the current public road system, and for convenience, future vehicular and pedestrian access routes in vacant sites should be considered to be part of a single interconnected network.

Stone Road Corridor Urban Design Guidelines

Guideline 19: Consider alternative road options that balance the need for providing vehicular connections between the internal and municipal road networks, while discouraging short-cutting by motorists.

Guideline 20: Consider a street and block pattern that provides an interconnected network of vehicular and pedestrian routes.

3.2.2 Built Form

Principle: Buildings should have continuous frontages to form a consistent setback in new developments.

The built form aspects of urban design provide direction to guide developers regarding building location, a consistent streetwall, height impacts on adjacent uses, and the appropriate enclosure of public spaces.

As aptly exhibited in its downtown, Guelph has a built form tradition of aligning buildings parallel to the street and with a consistent setback. In the central area, some very pleasant streets, such as Douglas and Wyndham, are created through the cumulative effect of buildings located along the street. Over a span of many years, a consistent streetwall is created and helps define and shape the public street. This

pattern provides convenient physical access to stores and offices and helps ensure a pedestrian-friendly environment. Within the study area, there are also several good precedents, such as the TD Bank and Swiss Chalet at Edinburgh Market Place and the University Research Park, where buildings are located along the street frontage.

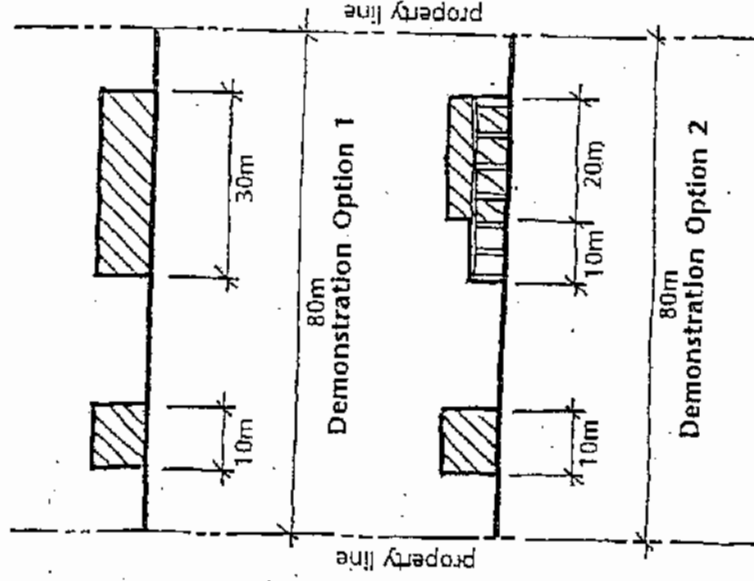
For new development, a certain amount of street proximity is recommended for buildings to ensure a minimum critical mass, while allowing convenient vehicular access and parking. New development may be phased in a manner that would locate up to 50% of built structures along the street over the long term. Other built form and landscape options such as walls, decorative fences, pergolas and colonnades will also assist in defining the streetwall.

As intensification of existing commercial properties continues to occur, it is expected that the amount of street presence will gradually increase. The City recognizes that existing building layouts and lease requirements may present constraints on site development and could limit opportunities to achieve this principle within the sort to medium term.

Guideline 21: On new development sites, as part of a comprehensive site development strategy, encourage locating up to 50% of buildings or other structures parallel to the adjacent street



A University Research Park building on the south side of Stone Road



Buildings should have appropriate street presence

line, in a consistent setback. Within this consistent setback no parking is to be allowed.

Guideline 23: In redevelopment sites, where no buildings exist along the street frontages, or where large gaps exist between them, consider using built form, landscaping, or a combination, to improve the street frontages.

Principle: When located along the street frontages or other pedestrian spaces, buildings should provide customer entrances. Building facades should be appropriately articulated to support an active and vibrant public realm.

In particular, large single-purpose retail buildings can be out of proportion with the pedestrian scale and require particular design attention. Building entrances should be located along the street edge, or directly accessible from it, to support an active public realm. High quality design, expressed through facade composition, appropriate choice of materials and detailing, will be a prime contributor to the enjoyment of the public realm.

Ancillary uses or retail outlets located within a large format retail store create added opportunities for several entrances and articulation at street level. Similarly, along pedestrian spaces, opportunities should be explored to have display windows,

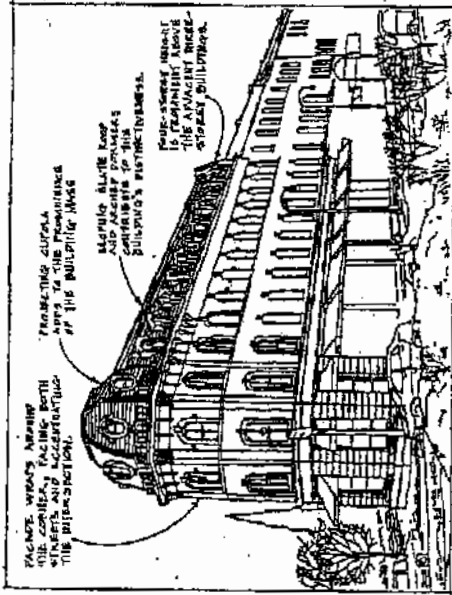
entrances, or other features in commercial buildings adjoining these thoroughfares. Along street frontages where windows cannot be placed on the facades, other features such as canopies or similar projecting elements should be considered.

Corner sites provide particular challenges and opportunities, where new buildings have to be designed to address both streets. The former Wellington Hotel is a very relevant local example where the massing and architectural treatment of the building provide design continuity to the adjacent context, and visually reinforce the corner site through the use of a cupola feature.

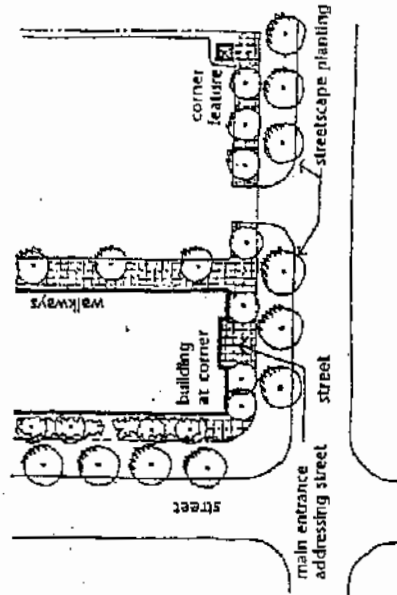
Guideline 23: Design new buildings to accommodate entrances that are visible from and provide direct access to adjacent streets and walkways and incorporate windows and display areas at eye level wherever possible.

Guideline 24: Use massing strategies for large buildings to avoid "overwhelming" the streetscape, such as articulated rooflines and vertical expressions of structural bays.

Guideline 25: On corner sites, locate and mass buildings to give them prominence. They should be made to define and properly address both streets.



The Wellington Hotel in Guelph displays appropriate massing and articulation for street-related buildings
Source: City of Guelph Urban Design Guidelines, 1995



Buildings should be sited to address corner sites, with entrances visible and accessible from the street

Principle: Buildings should be designed to locate service areas and roof top equipment away from public view.

Service areas are an essential functional component of any development. However, they should be designed to ensure the least amount of disruption for pedestrian movement and maximize safety. Furthermore, unsightly or noisy service areas should be located away from the direct view of primary pedestrian circulation areas. Where choices are limited to locate service areas away from the street, the service area should be integrated into the design of the building.

Flootop mechanical systems are an integral part of a building's functional requirements. However, if roof top units are not part of the early design considerations, their placement and appearance can detract from the overall desired appearance. It is important that roof top mechanical systems, and their enclosure, be an integral part of the building design and be seen as an integral component of the overall composition.

Guideline 26: Where possible, locate loading, garbage storage and other similar services within the building to minimize negative visual and other impacts. Configure the design to eliminate or minimize direct views from streets, and other primary pedestrian areas, into service areas.

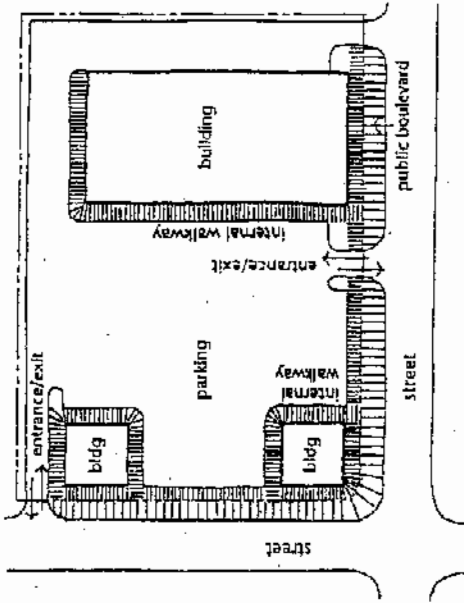
Guideline 27: Integrate roof top mechanical units into the building design and provide screening as necessary.

3.2.3 Site Treatment, Landscaping and Open Spaces

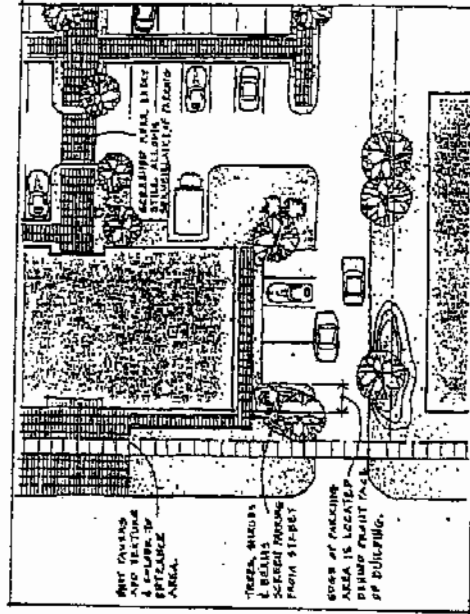
Principle: Open spaces and linkages which are part of private developments should be designed to be well articulated, safe and accessible and be integrated into the overall network of open spaces and linkages where possible.

The primary open space network of the Stone Road corridor is comprised of the public spaces made up of streets and boulevards, City parks, and a trail network (Royal Recreational Trail) through the area. Publicly accessible but privately owned spaces have an important role to play to supplement this network. An important component of connectivity is signage that identifies trails and walkways, as well as visual clues that ensure continuity.

The University of Guelph has land holdings which are located strategically north of the corridor, the Dairy Bush and the east-west pathway which connects Edinbrough Road to Gordon Street. A minor trail through the University Research Park lands also connects Stone Road to Harvard Road.



On-site walkways should connect to the public boulevards wherever possible



Preferred locations for service areas, pedestrian walkways and landscaping

Source: City of Guelph Urban Design Guidelines, 1995

Stone Road Corridor Urban Design Guidelines

Private walkways along the frontages of most stores and buildings in the Node are often discontinuous between developments, as well as between buildings within the same development. This frequently results in pedestrians choosing to drive from store to store. Across Edinburgh Road, an opportunity exists to connect Stone Road Mall to Edinburgh Market Place, through the first signalized intersection north of Stone Road, and further to the proposed new plaza on University lands. A well delineated and safe pedestrian walkway through the three plazas would allow pedestrians to choose not to drive from one store to another.

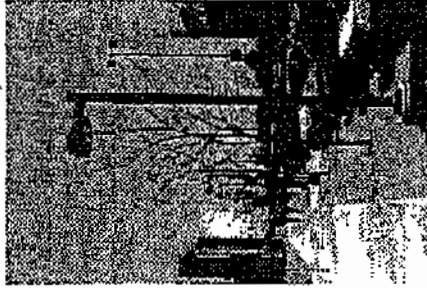
For new development, and where opportunities present themselves through redevelopment on existing sites, well-delineated pedestrian walkways should be provided along the commercial frontages and connected directly to the public sidewalks.

Guideline 28: Provide continuous and well defined pathways for pedestrians and bicycles between Stone Road and the existing east-west pathway south of the Dairy Bush. Consider an entrance treatment where pathways meet Stone Road.

Guideline 29: Consider planting on either side of pathways with large caliper deciduous trees as well as pedestrian-scale lighting and seating. If a pathway crosses a road, use changes in paving materials, or other means, to announce the primacy of pedestrian movement.

Guideline 30: Within development sites, provide continuous pedestrian walkways and amenities along retail and commercial frontages, separated from parking and service areas and, where feasible, directly connected to adjoining streets. Consider larger pedestrian walkways when they include planting.

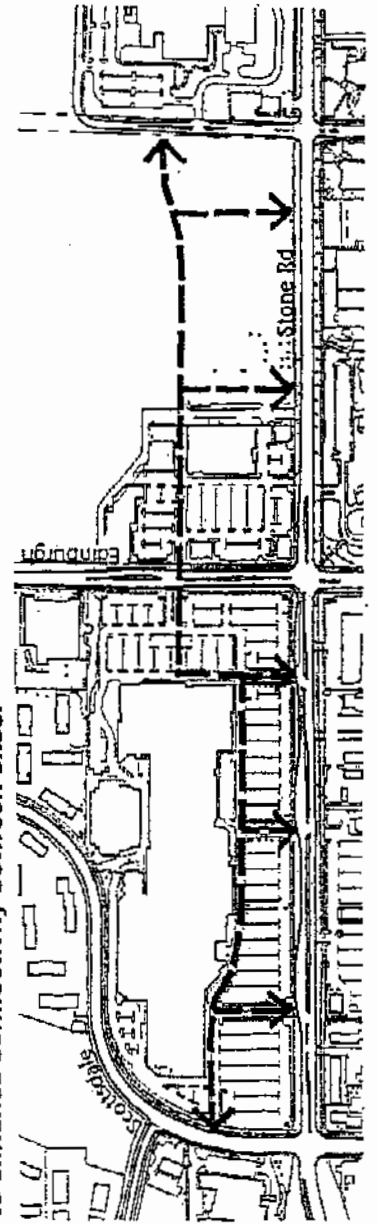
Guideline 31: Where feasible, connect internal vehicular and pedestrian routes to enhance connectivity between sites.



Pedestrian walkways at Square One shopping centre, Mississauga



Planting and walkways at Square One shopping centre, Mississauga



Pedestrian and vehicular connection opportunity between sites on the north side of Stone Road

Guideline 32: *When a setback is necessary, provide hard and/or soft landscape treatments between buildings and the property line.*

Principle: Significant landscape features should be preserved and enhanced where possible.

Prominent landscape features include the stand of trees in the southeast corner of Stone/Edinburgh and the large tree area located at the southeast corner of the University Family Housing complex adjacent the Research Park lands. The University of Guelph has indicated that their long term plans (30 to 50 years) may include redevelopment of the southeast corner of the Edinburgh/Stone intersection due to the limited life span of the current housing units on the site.

Guideline 33: *In the event of a redevelopment proposal for the lands at the southeast corner of Edinburgh/Stone intersection, conduct an inventory to determine the viability of retaining any, part, or all of the trees.*

3.2.4 Parking

Principle: Surface parking lots should be designed and sited to contribute to an attractive streetscape.

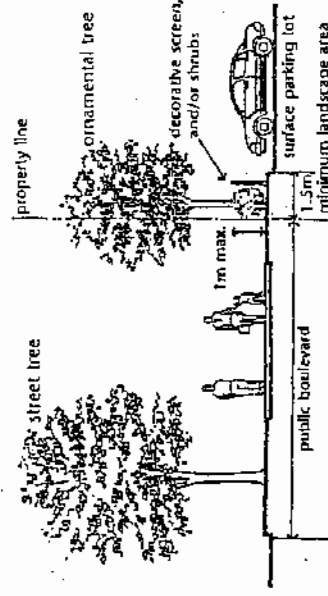
In many suburban shopping plazas, retail strips and malls, site layouts are mainly automobile-oriented. In siting buildings, these layouts often ignore the street frontages in favour of large surface parking areas. However, when located at the street edge, surface parking lots do not provide for an attractive and animated streetscape. The long term solution for this issue may be the gradual intensification of such commercial areas where, over a span of time, with increased transit and bicycle usage, and perhaps reduced parking ratios, buildings fill in some of the parking areas.

In the shorter term, a certain amount of building frontage will need to be encouraged to achieve a balance of building and surface parking along the street edge. A good local example is the Edinburgh Market Place, where buildings have been used to "anchor" both street frontages, and share the street edge with surface parking. This siting typology is an appropriate one for the Node, as it combines street edge buildings with surface parking courts. In the longer term, through intensification, additional building frontages would cumulatively add to increasing building presence along streets. Landscape screens also play an important role in modifying surface parking lot edge conditions.

The retail plazas located west of Edinburgh Road, and Stone Road Mall, have buildings significantly set back from the street with



Stand of trees on the south side of Stone Road at Edinburgh Road



Landscape and fence screening should be provided along surface parking lots

Stone Road Corridor Urban Design Guidelines

large surface parking lots. Stone Square Plaza has a U-shaped building organization where, except at the east end, buildings are a backdrop to the parking lot. If and when this site is intensified, extending the easterly building to Stone Road to "anchor" the street frontage at this end should be encouraged.

Large, amorphous parking lots in shopping plazas often lack well delineated pedestrian and landscape spaces. By treating large surface parking areas as forecourts for buildings, as well as providing special landscape areas, generous walkways, site furniture and lighting, these internal environments can be substantially improved.

As also discussed under Section 3.1.4 Safety, for surface parking areas, landscaping, berms and fences should not block views into the parking areas and allow for casual observation from the street.

Guideline 34: *When surface parking is located at the street edge, provide tree and shrub planting against the parking lot pavement. Where appropriate, use low (max. 1m high), decorative and permeable walls/fences designed to compliment adjacent buildings.*

Guideline 35: *Divide large parking lots into smaller areas by using islands with tree and shrub plantings. Establish a continuous network of plantings and link to the public streetscape where possible.*

Use distinctive site furniture and lighting to provide on-site amenity.

Guideline 36: *Define major walkways across surface parking lots by using decorative paving or markings. Connect to the public sidewalk to establish a comprehensive pedestrian network.*

Guideline 37: *Provide bicycle parking facilities in convenient locations.*

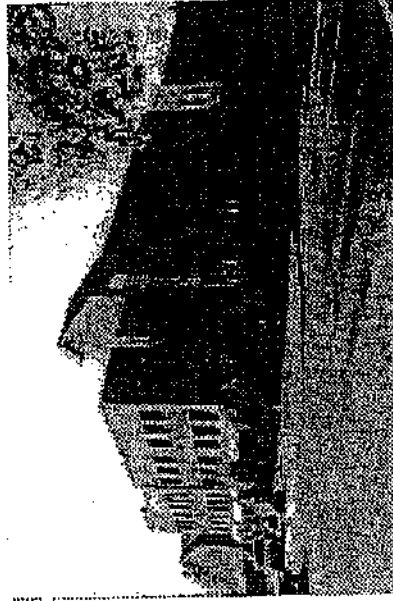
Principle: *Where located along a street frontage, multi-storey parking structures should be designed to provide well articulated facades facing the streets. If conditions are favourable, street-related uses at the ground level of a parking structure facing the street should be encouraged.*

As commercial sites intensify, the limited amount of available land may necessitate the construction of parking structures. The urban design challenge for such expansions is to integrate structures into the public street network in terms of their ground level uses and built form presence. Several worthy examples exist in southern Ontario, where retailing has been placed at grade level and/or the parking structure facades are architecturally articulated to create an appropriate presence along the street.

In terms of safety, as also mentioned under Section 3.1.4, for parking garages the



Architecturally treated parking deck in Square One mall, Mississauga



Parking deck in Oakville with retail

following should be considered during the design stage: adequate lighting levels; directional signage; clear visibility into stairwells and waiting areas; sound activated alarms; and light colours on all surfaces.

Guideline 38: *Design the facades of future parking decks to be well articulated and complimentary to public streets.*

Guideline 39: *Where conditions are favourable, investigate opportunities to incorporate street-related uses at the grade level of a parking structure facing the street.*

Principle: *Driveways from parking lots onto streets in the area should be consolidated wherever possible to minimize pedestrian, vehicular and bicycle traffic conflicts.*

Frequent driveway entrances provide for discontinuous walkways and increase chances for conflicts with pedestrians, jeopardizing their safety. While it is a given that vehicular access is an important part of the Node's commercial health and vitality, there may be opportunities in new developments to look for ways to consolidate vehicular access points without limiting convenience.

Guideline 40: *Wherever feasible, consolidate vehicular access points from*

streets to parking lots to increase pedestrian and cyclist safety and convenience.

3.2.5 Signs

Principle: *New developments should incorporate signage in the early stages of design with a view to harmonizing it with the design intent of the building and the landscaping.*

Signs are an important aspect of commercial activity. Many shopping centres, plazas and individual retail stores incorporate signs on the facades or rooftops of buildings, as well as free-standing signs placed close to the street. When placed on the roof of a building, large billboard signs could detract from the building and the adjacent streetscape. The preferred approach is to discourage these types of signs in favour of fascia signs. An alternative treatment involves incorporating signage into the parapets of buildings and designing them as an extension of the building facade. Ground signs should be in-scale with its surroundings and enhanced by landscaping at its base.

Guideline 41: *In new developments, promote the use of fascia signs and ground signs. Encourage the size of the fascia sign to be proportionate with the building facade. When ground signs are used, incorporate them into landscaping*



Sign incorporated into facade – Yonge Street in Toronto

as free-standing signs placed close to the street. When placed on the roof of a building, large billboard signs could detract from the building and the adjacent streetscape. The preferred approach is to discourage these types of signs in favour of fascia signs. An alternative treatment involves incorporating signage into the parapets of buildings and designing them as an extension of the building facade. Ground signs should be in-scale with its surroundings and enhanced by landscaping at its base.

Guideline 41: In new developments, promote the use of fascia signs and ground signs. Encourage the size of the fascia sign to be proportionate with the building facade. When ground signs are used, incorporate them into landscaping and encourage the maximum height of a sign not to exceed the height of an adjacent building.

3.3 Principles and Guidelines for Publicly-owned Lands

The public sector has a major role to play in the creation of a vibrant, visually attractive and pedestrian supportive environment. The creation of an enhanced public realm can be fostered through demonstrated leadership by the municipality. This section describes the design principles and guidelines that encourage the municipality to initiate and

implement public works on its own and/or in cooperation with the private sector or other levels of government.

3.3.1 Open Spaces and Linkages

Principle: Municipal parks, streets, trail systems and new pedestrian ways should be combined to form a continuous open space system. These open spaces should be connected to the existing and future retail complexes.

Major public spaces adjacent to the corridor include W.E. Hamilton Park and University Village Park; the Royal Recreational Trail (RRT); Ecole St. Rene Goupil and Priory Park Public School. Future bicycle lanes are also proposed on major streets. In addition, the University of Guelph's east-west pathway immediately south of the Dairy Bush is heavily used as a connection between Edinburgh and Gordon.

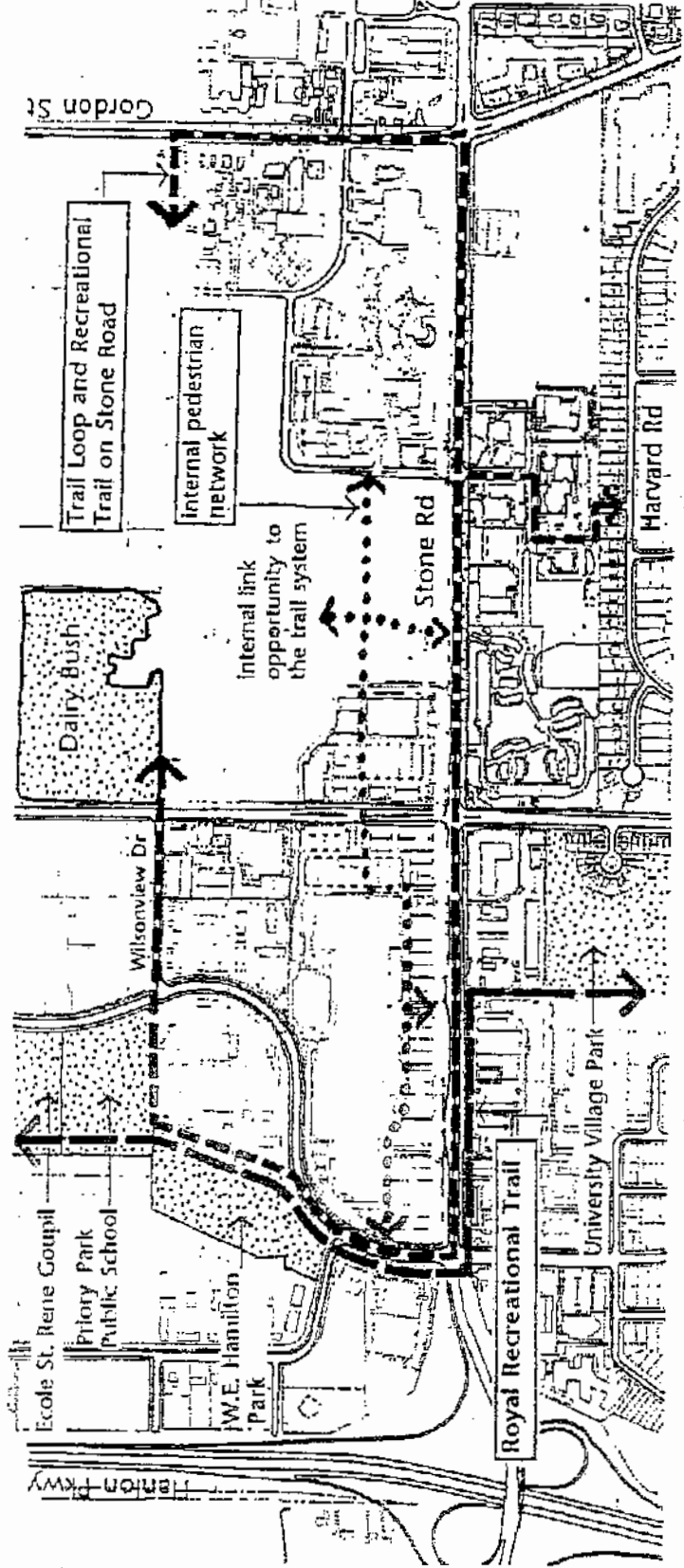
A city-wide trail master plan will explore opportunities to create a cohesive and legible network of open spaces and linkages. An opportunity may exist to create a "trail loop" through the area - from Scottsdale to Gordon. This could be a complete network if the University's east-west pathway, along with improved municipal boulevards forming a "recreational trail" on Stone Road, Scottsdale Drive and Gordon Street are all connected. Along Stone Road it is recommended that the "trail loop" take on a more urban character as a

"recreational trail" with larger, decorative sidewalks and street trees.

The frequency of use of a walkway/bikeway system is often dependent on signage that marks the trails and the major entry points. As such, it is important that trails be marked with appropriate signage.

Guideline 42: As part of the City-wide Trail Master Plan study, explore opportunities to establish a "trail loop" that interconnects the existing and proposed trail systems in the area (Royal Recreational Trail and bicycle routes) with the University's east-west pathway.

Guideline 43: Consider implementing a signage program to identify the "trail loop" system.



Proposed Interconnected Trail/Walkway System

3.3.2 Streetscape

Principle: Stone Road corridor requires to significant streetscape improvements to enhance pedestrian amenity and provide for a distinct identity, comfort, safety, accessibility and high visual quality.

Stone Road's right-of-way, approximately 36m wide, was designed to accommodate fast moving vehicles. Generally, the commercial plazas are organized to have easy car access, with parking dominating the street frontages. Typical of similar commercial corridors elsewhere in Southern Ontario, street enclosure, which is a prime aspect of pedestrian scale, is lacking due to the large building setbacks and scarcity of mature trees along the public boulevards.

The view of Stone Road west of Edinburgh Road is dominated by parking lots, with some landscaping, and many commercial signs. The view of Stone Road is different east of Edinburgh Road, where buildings start sharing the street with the parking lots. Some recent developments have reinforced this positive pattern, such as the Edinburgh Market Place, where a balance was successfully sought to "anchor" the street with strategically placed buildings. As well, the University Research Park buildings and the OMAFRA complex provide an immediacy of buildings and landscaping along their Stone Road frontages.

However, a consistent streetscape amenity is lacking, which could use the benefits of wide public sidewalks with high quality decorative paving, pedestrian lighting, banners, and street furniture, to add a sense of cohesiveness and visual identity to the area.

Given the wide cross section of Stone Road, and the generally low heights (one or two storeys) of development in place or anticipated in the foreseeable future, the efforts to create a better street enclosure should emphasize street trees on both sides of the road. Another, and equally important, reason for such a planting program is the creation of a "green" environment with the added benefit of a linear, park-like pedestrian realm that should be an integral part of the overall open space system of the area. The wide public boulevards make it possible to plant intensively in the public realm.

The design of the present signalized intersections emphasizes vehicular movement at the expense of pedestrians. Pedestrian crosswalks should be designed with a view to signaling to drivers the primacy of pedestrians at these locations, through textures and different colours that differentiate them from driveway asphalt. When placed at adequate intervals, appropriately designed crosswalks could act as traffic calming devices.

Stone Road Corridor Urban Design Guidelines

Guideline 44: Where there are no restrictions on height of trees due to overhead Hydro wires, plant large (over 18m average height when mature) deciduous street trees in the public boulevards. Use native tree species with good salt and compaction tolerance. Consider high branching trees in front of commercial areas.

Guideline 45: Under Hydro wires, plant small (up to 8m average height when mature) deciduous street trees in the public boulevard. Use native tree species with salt and compaction tolerance.

Guideline 46: To minimize tree loss, avoid monoculture. Limit the planting of single tree species to approximately 25% of the total street tree population.

Guideline 47: In selected areas on the Stone Road allowance consider planting a double row of trees between the sidewalk and the curb where boulevard dimensions allow.

Guideline 48: Taking advantage of the generous boulevard dimensions along the Stone Road, on the north side expand the current standard City sidewalk by 2.5m to accommodate small bicycles, rollerbladers and pedestrians in the form of a "recreational trail", and as an integral component of a "trail loop" in the north half of the study area. Use decorative paving adjacent the concrete sidewalks. Connect the sidewalks in the

public boulevards to the walkways of adjacent commercial sites.

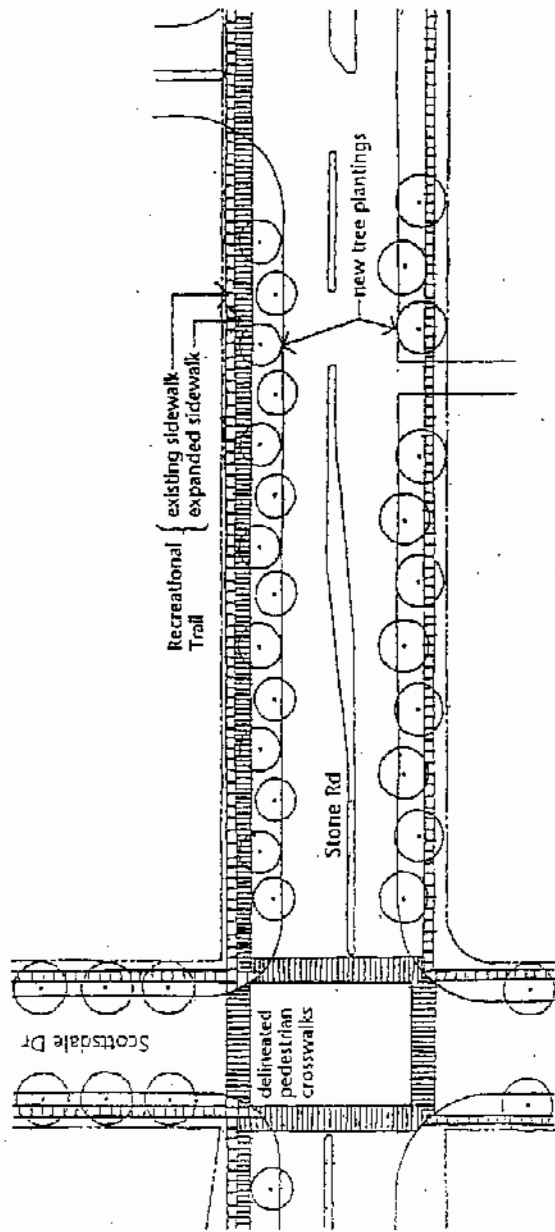
Guideline 49: Design pedestrian-scale lighting and street furniture to provide a consistent high quality streetscape throughout the area. In this regard, pay particular attention to Stone/Edinburgh intersection and its vicinity to highlight the area as the central focus of the Node.

Guideline 50: As part of a longer term strategy, consider burying the overhead Hydro wires.

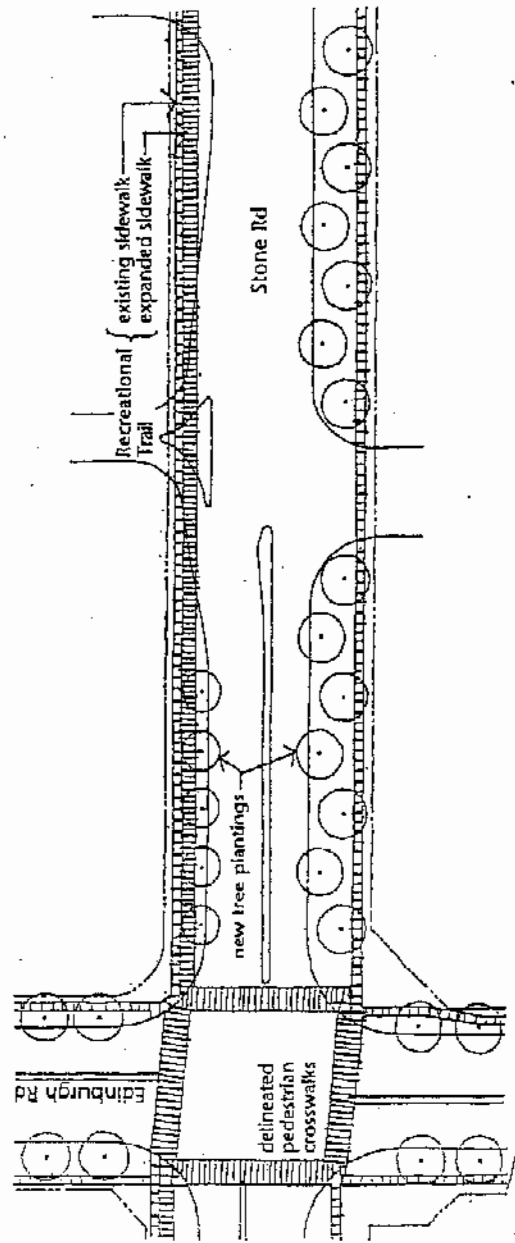
Guideline 51: Improve the pedestrian crosswalks at all the current and future signalized intersections along Stone Road, Edinburgh and Gordon in the study area. In these locations, use decorative paving and colours that differentiate the crosswalk from the driveway asphalt.

Guideline 52: Consider providing a new signalized pedestrian crosswalk at the Edinburgh/Wilsonview intersection to promote the continuity of the "trail loop" on either side of Edinburgh Road.

Stone Road Corridor Urban Design Guidelines

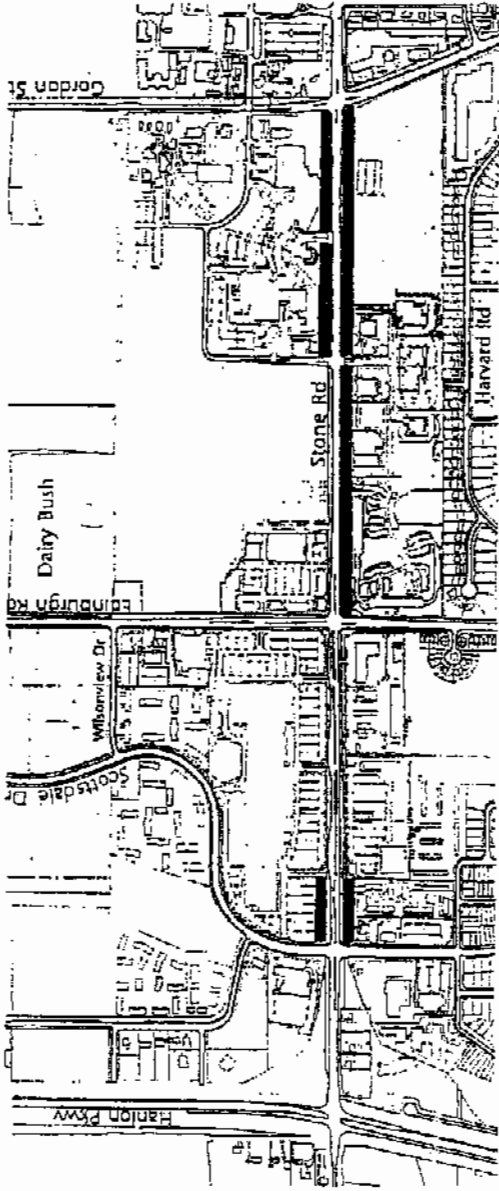


Proposed streetscape treatment on Stone Road at Scottsdale Drive (demonstration #1)

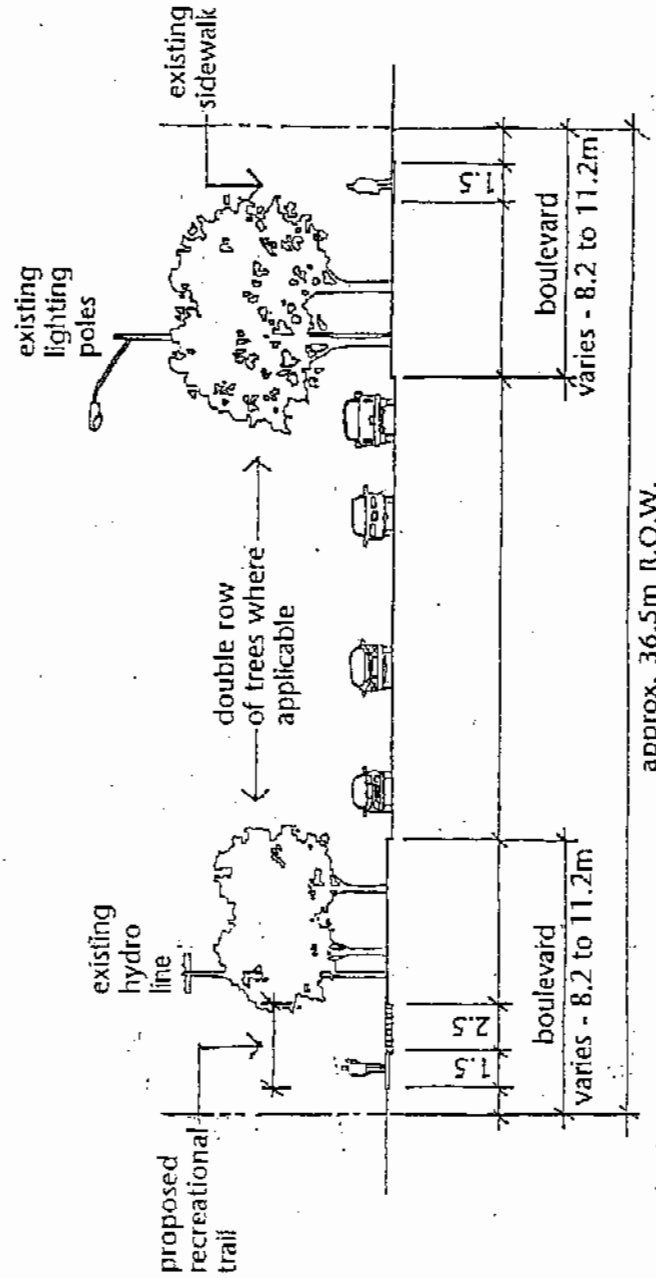


Proposed streetscape treatment on Stone Road at Edinburgh Road (demonstration #2)

Stone Road Corridor Urban Design Guidelines



Proposed locations for planting a double row of street trees



3.3.3 Public Transit

Principle: Additional transit stops should be considered with a view to improving convenience for the public. In addition, the City should investigate opportunities for locating a transit transfer station facility in the general area in cooperation with Guelph Transit.

Transit stops should be designed with amenities for the potential users in mind. A coordinated design approach for items such as transit shelters, waste baskets and signage will help increase the level of visual quality of the corridor.

Various considerations are indicated for siting the proposed transfer station: adequate area for maneuvering of several buses converging on one location; sufficient area to permit safe traffic movements for all in proximity to the site; and a design with adequate amenities for bus patrons waiting for transfers.

The transfer station facility should be located on a site that maximizes accessibility to a wide variety of potential patrons and will assist in animating a specific location. Furthermore, the transit transfer area should be designed with due consideration for special paving patterns and materials, lighting, and furniture (such as shelters, benches, waste receptacles, bicycle stands, mail boxes, information kiosks), signage and other pedestrian amenities.

While it is beyond the scope of these guidelines to identify and design a specific site for this transit transfer station, it is important to note that strong consideration should be given to a central location.

Guideline 53: As part of any future transit review, explore options to locate new transit stops along Stone Road. Provide a coordinated design approach for transit shelters and related amenities.

Guideline 54: Review options to locate a transit transfer station within the corridor.

Stone Road Corridor Urban Design Guidelines

4.0 IMPLEMENTATION

4.1 Procedural Priority

These urban design guidelines confirm the municipal interest in the implementation of the stated principles and guidelines through the capital budget and development review processes.

These guidelines provide assistance to City staff by providing a basis for:

- estimating capital/operating budget expenditures for streetscape and infrastructure improvements;
- establishing municipal work program priorities for additional studies and initiatives necessary to implement the guidelines; and
- reviewing development applications.

4.2 Realizing the Urban Design Strategy

It is acknowledged that the Stone Road corridor will evolve gradually and that the urban design strategy will be realized over a span of time as new developments are built, existing sites are intensified or redeveloped, and new public realm improvements take place.

Private development, or redevelopment, will occur gradually and sporadically. In order to

commence the improvement process, and for a discernible amount of improvement to occur in a relatively short amount of time, it is recommended that the municipality consider allocating capital expenditures towards streetscape improvements. These capital commitments may be supplemented by private development contributions through the planning approval process, such as under Section 41 of the Planning Act.

Staff anticipate that additional detailed studies and plans will be required to implement these guidelines. The following is a brief summary of future actions that may be required:

- Detailed plan for implementing proposed streetscape improvements and gateway features including budgeting for improvements (street tree planting, decorative paving in the public boulevards and street crossings, street furniture, and pedestrian scale lighting);
- City involvement in the detailed design of the Hanlon Parkway/Stone Road interchange to promote an extensive landscape treatment to create an attractive gateway;
- preparation of a public art policy in the Official Plan;
- preparation of a city-wide CPTED (Crime Prevention Through Environmental Design) guidelines;

Stone Road Corridor Urban Design Guidelines

26

- preparation of barrier-free accessibility guidelines;
- review of transit service and facilities; and
- Initiation of a city-wide Trail Master Plan study.