

Town of Orangeville

COMMERCIAL URBAN DESIGN STUDY



prepared by:

Walker, Nott, Dragicevic Associates Limited Planning Urban Design Environmental Assessment

in association with:

Marshall, Macklin, Monaghan Landscape Architecture and Urban Design Group

July 2005

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MARSHALL, MACKLIN MONAGHAN

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WALKER, NOTT, DRAGICEVIC ASSOCIATES LIMITED

1. INTRODUCTION

COMMERCIAL URBAN DESIGN STUDY

TOWN OF ORANGEVILLE

WALKER, NOTT, DRAGICEVIC ASSOCIATES LIMITED

MARSHALL, MACKLIN MONAGHAN

1. INTRODUCTION

1.1 Background

The Town of Orangeville commissioned Walker, Nott, Dragicevic Associates Limited, in association with Marshall Macklin Monaghan Limited to prepare the Commercial Urban Design Study (the Study) to assist the municipality in the development of detailed urban design guidelines for the five identified land use designations, and examine Urban Design Guidelines for one site specific location:

- a) Central Business District
- b) General Commercial
- c) Neighbourhood Commercial
- d) Service Commercial
- e) Restricted Commercial Residential
- f) C Line and Alder Street (Neighbourhood Mixed Use)

These study areas have evolved to a level where further development/redevelopment should be subject to enhanced physical design requirements, that addresses not only the individual needs of the land use operations, but also contribute to a broader design concept for each of these study areas.

In addition, this study explores the design opportunities and enhancement of the identified gateway locations and East Broadway from 3rd Street to Highway 10 intersection.

1.2 Purpose of the Commercial Urban Design Study

The purpose of the Study is:

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- To Identify and address the specific urban design issues of the Town.
- To develop Urban Design Guidelines that address the five commercial land use designations, and the site specific Neighbourhood Mixed Use designation;
- To recommend the appropriateness of: implementing the Butler study on a Town-wide basis, and replacement controls for the lands at the northwest and southwest corners of C Line and Alder Street;
- To recommend, if necessary, any amendments to the various implementation tools of the Town, and the appropriateness of adopting the urban design guidelines as an Official Plan amendment; and
- To create a sense of identity by defining the major gateways, and enhancing the streetscape of East Broadway.

The Urban Design Guidelines will describe physical design concepts that are directed towards enhancing the character of these areas and outline the major elements that will assist in creating an integrated development. The Urban Design Guidelines are to provide the Town of Orangeville with design directions in the assessment of development applications (i.e., site plan approvals) and the implementation of public works or other community improvement projects. Further, the Guidelines will provide design directions for the private sector in the preparation of development and redevelopment concepts.

The Commercial Urban Design Guidelines should be read in conjunction with the Site Plan Approval Procedures and Design Guidelines, the Downtown Orangeville Heritage Conservation District Guidelines, prepared by the Town of Orangeville Planning Department and Heritage Orangeville, the Sign By-law and relevant policies required by the Orangeville-Brampton Railway.

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2. OVERVIEW

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2. OVERVIEW

The Town of Orangeville is characterized by a wide variety and diversity of commercial areas. This attribute likely arises due to the fact that the Municipality is somewhat segregated from other larger urban settlements within commuting distance providing retail alternatives for the local market. Other reasons for this diversity in commercial opportunities within Orangeville can also be attributed to its historical role as a regional service centre as well as a result of the expanding population base with increasing retail needs.

Whatever the reason, the Town of Orangeville has a diverse base of commercial retail facilities which are located throughout the Municipality. The siting of these commercial facilities is permitted by the Town's Official Plan through a range of land use designations. These designations generally apply to "areas" within the Town which exhibit similar characteristics which typically represent the types of commercial facilities permitted. The following subsection provides a brief overview of each of these areas designated by the Official Plan for commercial use.

2.1 Study Areas

2.1.1 Central Business District (CBD)

The Central Business District is the focal point of commercial activity within the Town of Orangeville. It is centrally located along Broadway within the Town and is generally bounded by Third Street, Faulkner Street, First Avenue/Zina Street and Armstrong Street/Little York Street. It provides the largest and most diverse range of commercial uses in an "urban" setting defined by low-rise commercial buildings in a compact form. Parking is provided on-street along Broadway, as well as in various other off-street locations to the north and south of Broadway. The CBD appears currently to be a vibrant area with few, if any, vacancies.

2.1.2 Restricted Commercial/Residential (RCR)

Found along the Broadway (west of the CBD) and First Street corridors, the Restricted Commercial/Residential designation is an area in transition. It is intended that the existing residential form of development be retained as the uses are converted to commercial. The non-residential uses permitted tend to be those which can be easily and readily accommodated in renovated dwellings such as offices, medical clinics and art studios.

2.1.3 Neighbourhood Commercial (NC)

Located throughout the Town of Orangeville, Neighbourhood Commercial uses are typically medium scale retail and service commercial uses which serve the day-to-day needs of the surrounding neighbourhoods. Facilities typically include small to medium sized strip plazas with consolidated parking areas generally located in-front of the commercial units.

2.1.4 General Commercial (GC)

The General Commercial area is the second most significant concentration of commercial facilities outside of the CBD, and is generally located to the north of Third Avenue and west of Highway #10. The General Commercial area tends to be more "suburban" than the CBD with freestanding retail uses with large floor plates in the form of "big box" and shopping centre/plaza facilities. The area is largely car-oriented and is characterized by large parking areas located primarily in front of the commercial uses.

2.1.5 Service Commercial (SC)

Service Commercial uses tend to be located along the Broadway and Highway 10 corridors as they rely upon exposure and accessibility to the travelling public. The uses tend to be "destination-oriented" requiring large site areas due to the nature of the commercial activity and for display and storage purposes. Typical uses can include automobile dealerships, service stations and commercial recreation uses. The form of development includes freestanding and multiple use buildings requiring a large amount of on-site parking.

2.1.6 C Line and Alder Street (Neighbourhood Mixed Use)

The property located on the north-west corner of C Line and Alder Street is the only site within the Town designated as Neighbourhood Mixed Use. This site-specific designation is intended to accommodate both residential and commercial units, promoting a live-work relationship to recognize the site's proximity to Montgomery Village. Low and medium density residential units are permitted in association with a broad range of commercial activities served by on-site parking.

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2.2 Urban Design Issues

- Lack of Distinct Identity for Each Commercial Area Action: Creation and Improvement of Area Identity (incl. Gateways). Each commercial designation should have its distinct identity to promote the particular commercial activities. While CBD, RCR and GC areas need to further reinforce their identities by improving streetscape and on site landscaping, NC and SC will require concerted efforts to create identity by introducing new public realm improvement and requiring comprehensive site planning treatment for all new development and redevelopment.
- Poor Built Form Presence to Public Street in NC and SC Areas . Action: Bring building closer to street: more parking to side and rear: landscaping on boulevard and on site
- Unwarranted Traffic Disruptions in CBD, NC and SC Areas Action: Parking and access strategy: use of abutting street where possible
- Parking Lot Dominated and Poorly Landscaped Street Frontage in GC, NC and SC Areas Action: More parking to side/rear: boulevard and on-site landscaping



Central Business District



Service Commercial





Highway 9 and Highway 10

- Lack of Street Amenities in the Public Realm within NC and SC Areas Action: Creation of Streetscape Improvement Strategy
- Proliferation of Signage in NC and SC Areas Action: Restrict types of signage through sign bylaw
- Potential Unwarranted Visual Presence and Public Realm Interface of Drive-through Facilities Action: Put in Place Design Guidelines. Zoning Regulations, and Engineering Standards
- Lack of Community Gateways Presence Defining the entries to the Town especially at points where the bypass intersects highway entrances. Action: Find the level of commitment to changes to Hwy 9. Through public consultation define stakeholders' desires for gateway character.
- Highway Improvements as Part of Town-wide Gateway Project MTO approvals necessary for improvements to 9/10 Action: initiate discussions with MTO and involve them in process







East Broadway

General Commercial



C Line and Alder Street

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2.3 Urban Design Objectives

Based on the initial analysis of the existing development and urban design conditions within the identified areas, preliminary objectives for the Urban Design Guidelines for these specific areas were established, as follows:

- To reinforce and maintain the heritage character of Orangeville's downtown area, through compact redevelopment which respects and complements the existing scale and character of buildings and public spaces.
- To provide a framework for the continued development of Orangeville's downtown as viable business areas, which serve the growing needs of the community at large.
- To develop a coordinated and consistent streetscape theme within the public realm for the identified commercial districts, to foster an enhanced area identity.
- To encourage an improved pedestrian environment and provide safe, convenient, and friendly pedestrian access.

- To provide a quality urban image through the placement of buildings, while encouraging pedestrian-oriented streetscape elements.
- To establish buildings as part of the streetscape element, as they define the street edge and are complemented by landscaping.
- To ensure that new development or redevelopment relates to and complements adjacent development.
- To minimize the visual impact of expansive parking areas through site plan and landscape treatment.
- To provide vehicular circulation, parking and servicing facilities which are well integrated, attractive, and functional.
- To have a clearly defined outdoor display area, if applicable.
- To provide signs which communicate effectively, and present a coordinated image within private development and the streetscape.



Typology of Commercial Uses

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3. URBAN DESIGN GUIDELINES:

Central Business District

3. URBAN DESIGN GUIDELINES: CENTRAL BUSINESS DISTRICT

The following urban design guidelines are applicable to the Central Business District

3.1 Built Form

3.1.1 Heritage Preservation

- 3.1.1.1 Where a new or infill development is to be constructed adjacent to a building of architectural or historical significance, consideration with regard to built form, scale, detailing, colour, and materials should be given to ensure harmony with the features of the existing building.
- 3.1.1.2 To upkeep the integrity of the existing heritage resources, the design guidelines for the **Central Business District** should be used in conjunction with the Downtown Orangeville Conservation District Guidelines for any alteration of existing heritage buildings or new conservation within the District.

3.1.2 Building Setbacks

3.1.2.1 The front building walls are encouraged to align with the front walls of adjacent buildings in order to maintain a consistent building mass along the Broadway.



Consistent building setback along Broadway.

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- 3.1.2.2 The front building wall of new infill buildings should occupy a majority of the lot frontage to minimize an unwarranted gap in between buildings. It ensures the creation of a continuous street facade. Traditional urban form is established by small scale attached buildings with no open space between them. The only exception is well-lit public passageways to the rear parking area.
- 3.1.2.3 Where breaks in the street building wall occur, the continuation of the linear street form will be encouraged with the use of site elements such as street trees, planters, gates or low walls.
- 3.1.2.4 The provision of landscaped open space and amenity areas such as entrance plazas, forecourts and outdoor cafes are encouraged in places where buildings are not built to the street line. These open space areas can provide added interest to the street environment.





2 Storey minimum building height for infill developments.

3.1.3 Building Height and Massing

- 3.1.3.1 New infill development should have a minimum building height of 2 storeys to maintain the character of Broadway.
- 3.1.3.2 Continue the finer grain of architectural massing established in the **Central Business District** by discouraging new buildings with monolithic facades.

3.1.4 Building Elements

- 3.1.4.1 Buildings should accentuate the corners of significant street intersections through the use of both prominent building massing, addressing the intersection as well as the street fronts and, building features to provide landmarks within the Town.
- 3.1.4.2 New buildings should be designed and sited to preserve and enhance special street views and significant buildings.
- 3.1.4.3 The use of blank walls that are visually prominent is discouraged. Where such facades exist, the use of murals or landscaping to screen walls and provide visual interest will be encouraged.
- 3.1.4.4 Spacing, proportions, dimensions, quantity and general patterning of windows in new buildings should be sympathetic and similar to buildings of historical and architectural significance, and to adjacent existing buildings. Rows of windows should be used to define each floor level.
- 3.1.4.5 Continuation of the rhythm of storefront windows in new developments is encouraged. Storefronts at the street level traditionally have large window openings to expose goods within shops to passers-by and to promote retail activity.
- 3.1.4.6 The use of large sheets of reflective glass at street level should be discouraged.
- 3.1.4.7 The roof forms of proposed buildings should complement those of existing adjacent buildings. In particular, flat roof forms should be encouraged along the main commercial streets where most existing buildings have flat roofs.
- 3.1.4.8 Pitched roof forms are appropriate at the easterly and westerly extremities of the CBD (west of Wellington/Third, and east of Faulkner).
- 3.1.4.9 Pitched roof forms are appropriate along side streets with a more residential nature, where existing buildings along these streets have pitched roofs.

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- 3.1.4.10 Parapet walls should be used to screen rooftop equipment where flat roofs are proposed.
- 3.1.4.11 Materials and colours for proposed buildings, and for additions or renovations to existing structures, should complement and be compatible with adjacent buildings.
- 3.1.4.12 The use of fine architectural detailing in the building facades is encouraged, especially around windows, and at the building's cornice lines. A variety of architectural details adds richness and interest to facades, and can build on the tradition of craftsmanship established in heritage buildings of Downtown Orangeville. Detailing should be compatible and in harmony with adjacent buildings.
- 3.1.4.13 The use of awnings should be encouraged as canopies and awnings add colour and interest to streetscapes, and they provide weather protection for pedestrians and for merchants' goods. Awnings also reinforce the identity of individual retail and service outlets located on main streets.
- 3.1.4.14 Awnings should have a minimum 1 m in depth from the building face and a minimum clearance above sidewalks of 2.4 m.
- 3.1.4.15 Grade changes at the street level should be minimized to allow pedestrians to move directly from the street into buildings. Where a grade change is necessary, the difference in elevation between street level and building entrance should not exceed 1.0 m at the exterior face of the building. In these cases, steps should be expansive to allow for maximum pedestrian movement, and ramps for barrier free access must be provided.
- 3.1.4.16 The facades of buildings should have windows that overlook streets and/or lanes, in order to maintain the character of a safe and pedestrian friendly environment.
- 3.1.4.17 Utilities, such as transformers and switching mechanisms, should be incorporated within the development proposals, and enclosed within the building, wherever possible.

COMMERCIAL URBAN DESIGN STUDY

- 3.1.4.18 Exhaust vents should be directed away from public areas and sidewalks.
- 3.1.4.19 The noise generated by exhaust fans near public areas and store fronts should be controlled and kept to minimal levels.
- 3.1.4.20 Vents and grills of exhaust structures should be designed with the same level of care and detail as doors and windows of buildings, and not simply reflect their technical function.
- 3.1.4.21 Exhaust fans placed in landscaped areas should be unobtrusive and should not adversely affect plant material.

3.2 Streetscape

- 3.2.1 General
- 3.2.1.1 Sidewalk widths should be maintained along retail commercial streets of the **Central Business District**, as ease of pedestrian movement is an important factor in retail areas.
- 3.2.1.2 A continuous and consistent streetscape should be maintained along Broadway and selected side streets. The detail for construction of the streetscape paving needs to be modified to ensure sustainable, maintainable and safe passage.
- 3.2.1.3 Continue the use of main street patterns and materials along pedestrian laneways, walkways and forecourts in order to link streets to parking areas and other mid-block pedestrian connections.
- 3.2.1.4 Trees should be planted at grade wherever possible for ease of pedestrian movement and to reduce visual clutter.
- 3.2.1.5 Where intersections require that no trees impede sightlines, shrub planting, in planters and annuals to add colour should be considered.

- 3.2.1.6 Planters should be used for seasonal effects, and they may be used along the street line and within the development parcel to define the street edge.
- 3.2.2 Street Amenities
- 3.2.2.1 Hanging flower baskets, as a viable alternative, can be incorporated with pedestrian lampposts as an attractive streetscape element.
- 3.2.2.2 Wherever sidewalk width permits, streetscape elements such as benches, planters, waste receptacles, and newspaper boxes should be grouped together, and located in conjunction with street trees and lights.
- 3.2.2.3 In addition to Broadway frontage, pedestrian scale streetlights should be located along side streets.
- 3.2.2.4 Design detailing and scale of street furnishings should be coordinated with the overall streetscape design and architectural character, and follow the Town's 1990 streetscape plans for continuity.



Continue the use of main street patterns and maternals.

Follow the Town's 1990

plans

streetscape

continuity.

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3.3 Access & Circulation

3.3.1 Vehicle Access and Circulation

- 3.3.1.1 Access into, and circulation within, an individual site should provide safe and well-defined routes.
- 3.3.1.2 Proper lighting, landscaping, and pedestrian amenities along the circulation routes will enhance overall site appearance, promote public safety, and encourage the use of public transit.
- 3.3.1.3 Landscaped traffic islands should be used, where possible, to delineate the main drive aisles, subdivide large parking area into smaller "courts", and improve edge conditions between the side streets and adjoining properties.

3.3.2 Pedestrian Routes

- 3.3.2.1 The provision of retail or personal service space shall be encouraged along pedestrian routes for pedestrian interest and public safety.
- 3.3.2.2 Pedestrian routes should be well illuminated to ensure public safety.



Pedestnan routes should be well illuminated.

- 3.3.2.3 Pedestrian routes internal to the private realm should be well defined by textured paving, low fences and shrubs.
- 3.4 Parking & Service Areas

3.4.1 Street Parking

- 3.4.1.1 Parking on all side streets should be maintained.
- 3.4.1.2 If deemed to be necessary, a Parking Strategy and Access Management Study for the Central Business District is recommended.
- 3.4.2 Off-Street Parking
- 3.4.2.1 Parking located in front of buildings shall be prohibited.
- 3.4.2.2 Where surface parking for new development is necessary, parking lots shall be located at the rear of buildings.
- 3.4.2.3 Vehicular entrances to parking structures and areas should be located on side streets and entrances along Broadway shall be prohibited. The purpose of prohibiting direct vehicular access to individual sites along Broadway is to ensure that there is no disruption of the street edge, and to maintain the primacy of the pedestrian environment.
- 3.4.2.4 The number of vehicular site entrances from the street should be kept to a minimum.
- 3.4.2.5 A clearly defined sidewalk should continue through all driveways into parking areas and facilities, where appropriate.
- 3.4.2.6 Surface parking area should be well lit to ensure public safety.
- 3.4.2.7 Where possible, the integration of small, interconnected parking areas distributed throughout the site should be encouraged.

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- 3428 Large surface parking areas should be visually softened by introducing trees, planters and clearly defined pedestrian routes.
- 3.4.2.9 Delineate parking areas that abut side streets with the use of attractive low walls, fences or planters, or with rows of small street trees.



Screening at surface parking at side streets

- 3.4.2.10 Incentives or public/private partnerships for the provision of public parking in new infill development should be promoted.
- 3.4.2.11 Designated barrier free parking spaces should be located close to the barrier-free building entrances and clearly identified by signs or markings.
- 3.4.2.12 Adequate bike racks should be provided in the parking lot and/or near the building entrances, but not on Broadway or Mill Street.
- 3.4.2.13 Existing parking should be preserved, where possible. Temporary surface parking visible from Broadway should be screened with landscaping and/or decorative structure.





Oshawa

Temporary surface parking should be screened with landscaping and/or decorative structure.

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3.4.3 Structured Parking

- 3.4.3.1 Where feasible, parking should be incorporated into proposed buildings in above grade or underground parking structures.
- 3.4.3.2 Above grade parking structures should be screened at grade and designed as part of the overall building. The design guidelines for building details also apply to parking structures.
- 3.4.3.3 Retail or personal service uses should be encouraged at the street level of parking structures, where feasible.
- 3.4.3.4 When exiting from the parking structure, vehicles should have a clear view of the pedestrian zone. Every entry into and exit from the parking structure should have a minimum stacking area equal to one car length or 6.0 metres behind the property line. The gradient of this stacking area should be less than 5%.
- 3.4.3.5 Parking structures should be well lit to ensure public safety and provide for ease of identification.
- 3.4.3.6 The exteriors of pedestrian entrances to parking structures should be illuminated with overhead lighting and architecturally defined.

3.4.4 Service and Loading Areas

- 3.4.4.1 Loading, garbage facilities and other service functions should be screened from the street and from public view. Location of these facilities within or at the rear of buildings is encouraged.
- 3.4.4.2 Co-ordinate the entrances to service areas with those of parking areas to reduce the amount of vehicular interruptions along pedestrian routes.
- 3.4.4.3 Service area entrance locations along Broadway should be discouraged and such entrances should be encouraged to locate off side streets, or at the rear of the properties.

3.5 Outdoor Display Area

- 3.5.1.1 To maintain the vibrancy of the CBD commercial activities, temporary outdoor merchandise display areas should be encouraged, as long as they do not obstruct pedestrian movement on public sidewalks.
- 3.5.1.2 Regulations for outdoor display areas should be in accordance with the Town of Orangeville's Display of Merchandise By-law.
- 3.5.1.3 Permanent outdoor display areas are not permitted.

3.6 Signage

- 3.6.1.1 Signage design should conform to the provisions established in Town of Orangeville, for the Heritage Sign Special Policy District.
- 3.6.1.2 Signage should form a part of the overall design of buildings and design, materials and colours of signage should reflect building scale and complement the building facade. Back-lit signs shall be prohibited.

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4. URBAN DESIGN GUIDELINES:

Restricted Commercial Residential

4. URBAN DESIGN GUIDELINES: RESTRICTED COMMERCIAL RESIDENTIAL

4.1 Built Form

4.1.1 Heritage Preservation

4.1.1.1 Where a new or infill development is to be constructed adjacent to a building of architectural or historical significance, consideration with regard to built form, scale, detailing, colour, and materials should be given to ensure harmony with the features of the existing building.

4.1.2 Building Setbacks

- 4.1.2.1 Building setbacks should conform to the Town of Orangeville Zoning By-law, and generally respect the setback of the adjacent properties.
- 4.1.2.2 In addition to building setbacks, a sense of separation should be created between public streets/sidewalks and building entrances with the use of the front lawn and plantings, with no parking spaces.

4.1.3 Building Height and Massing

- 4.1.3.1 Residential building massing and height should be related to the adjacent buildings to enhance the existing neighbourhood character.
- 4.1.3.2 Multiple unit residential buildings should be designed to retain the general massing character of large detached homes. The exterior walls should not have the appearance of an overly massive building block.
- 4.1.3.3 Individual residential units should have clear identities through varying architectural treatment, (i.e. varying facades, window sizes/styles, columns, etc.) but should remain consistent in overall theme.

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4.1.3.4 Residential units on corner lots which are exposed to a public street and in public view, should have upgraded elevation treatments for both the fronting and flanking sides of the buildings

4.1.4 Building Elements

- 4.1.4.1 Materials and colours for new buildings, and for additions or renovations to existing structures, should complement and be compatible with adjacent buildings.
- 4.1.4.2 The roofs of new buildings should be sloped in a manner that maintains the historic residential appearance.
- 4.1.4.3 Building materials, colours and details should be compatible and complement those of adjacent buildings.
- 4.1.4.4 Pedestrian entrances to both single and multiple residential buildings should be spatially and architecturally prominent and welcoming.
- 4.1.4.5 The facades of buildings should be closer to the streetline with front entrance(s) oriented toward the street and windows that overlook streets and/or lanes, in order to maintain the character of a safe and pedestrian friendly community.



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Facades of buildings should be closer to the streetline with front entrance(s) onented toward the street.

4.2 Streetscape

4.2.1 General

- 4.2.1.1 Existing sidewalk widths and materials should be maintained.
- 4.2.1.2 A tree replacement program for mature trees has been established, which replaces those trees with similar tree species.

4.2.2 Landscape

4.2.2.1 To maintain the traditional character of a residential area, tall fences and hedges should be discouraged in front yards on all roads.

- 4.2.2.2 Planting strips with minimum widths of 3.0 metres should be provided between the street line and parking lots on side streets for all corner lots. Shrubs should cover a minimum of 50% of the planting strip.
- 4.2.2.3 Low fencing, combined with low shrubs, may be used along property lines to screen/protect parked vehicles, and also to provide visual interest.
- 4.2.2.4 In front yard areas, decorative fences higher than 0.9 metres are prohibited and continuous planting of tall shrubs and coniferous trees, which obscure pedestrian views, will be discouraged.
- 4.2.2.5 Landscape treatments should be provided within medians at major access driveways in the form of high branching street trees and low shrub planting, which do not obstruct vehicular views.
- 4.2.2.6 To ensure the protection of privacy, planting strips should be provided on the rear lot line where it abuts residential buildings, and along the side yard where permitted.

4.3 Access & Circulation

- 4.3.1 Vehicular Access and Circulation
- 4.3.1.1 Access into, and circulation within, an individual site should provide safe and well-defined routes.
- 4.3.1.2 Proper lighting and landscaping within the parking area will enhance overall site appearance, and promote public safety.

4.4 Parking & Service Areas

- 4.4.1 Street Parking
- 4.4.1.1 Parking on all side streets should be allowed, where feasible.

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- 4.4.2 Off-Street Parking
- 4.4.2.1 Parking areas located in front of buildings shall be prohibited. The only exception is handicapped parking (if necessary).
- 4.4.2.2 Where surface parking for new development is necessary, parking lots should be located at the rear of buildings.
- 4.4.2.3 Vehicular entrances to parking areas should be located on side streets and entrances along Broadway should be avoided, wherever possible.
- 4.4.2.4 The number of vehicular site entrances from the street should be kept to a minimum.
- 4.4.2.5 Surface parking area should be illuminated to ensure pedestrian safety. To preserve residential character of this district, outdoor illumination devises should be at a pedestrian scale or mounted on the side/rear building walls.
- 4.4.2.6 Designated barrier free parking spaces should be located close to barrier-free building entrances and clearly identified by signs or markings.
- 4.4.3 Service and Loading Areas
- 4.4.3.1 Loading, garbage facilities and other service functions should be screened from the street and from public view. Location of these facilities should be within or at the rear of buildings.

4.5 Outdoor Display Area

4.5.1.1 Outdoor display and open storage areas should not be permitted so as not to detract from the residential character of the area.

4.6 Signage

- 4.6.1.1 The existing Town of Orangeville Sign By-law, will be applied as a regulating legislation.
- 4.6.1.2 Signage should form a part of the overall design of buildings and design, materials and colours of signage should reflect building scale and complement the building facade.



5. URBAN DESIGN GUIDELINES:

Neighbourhood Commercial

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5. URBAN DESIGN GUIDELINES: NEIGHBOURHOOD COMMERCIAL

The following urban design guidelines are applicable to the Neighbourhood Commercial Area

5.1 Built Form

- 5.1.1 Building Setbacks
- 5.1.1.1 Where feasible, encourage building placement at the minimum setback required by the Zoning By-law, thus avoiding large setbacks and substantial areas of surface parking in the front yard.
- **5.1.1.2** To improve building relationship to the public streets, it is recommended that the minimum front yard setback be reduced from 6.0m to 3.5m.

5.1.1.3 It is also recommended that a maximum 22.5m front yard setback be established on the basis to include maximum two rows of parking, adequate landscape screen and building forecourt.







Maximum two rows of parking, adequate landscape screen and building forecourt.

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- 5.1.1.4 Future additions or redevelopment should address the potential of including additional street-related buildings to promote an urban and pedestrian-oriented streetscape.
- 5.1.1.5 Building treatments, such as unenclosed entrance structures, colonnades, overhangs, canopies, awnings, and landscape elements should be allowed to encroach into the front yard.
- 5.1.1.6 Corner buildings should be located at the minimum building setbacks in order to enhance the role of these areas as focal points.





At existing shopping plazas, placement of outbuildings closer to

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5.1.1.7 At existing shopping plazas, placement of outbuildings closer to the street should be strongly encouraged to foster a visually pleasant and pedestrian friendly streetscape environment, while the overall parking supply should not be compromised.



Outbuilding for the existing development

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5.1.2 Building Heights and Massing

- 5.1.2.1 Taller, non-habitable structures (such as clock towers, decorative masts with banners, specialized lighting and/or information displays) should be encouraged for corner buildings in order to contribute to a stronger area identity through inclusion of vertical emphases at the intersection.
- 5.1.2.2 The bulk or mass of buildings, in conjunction with setback lines, should, where possible, establish a consistent urban streetscape to assist in defining a recognizable street edge.
- 5.1.2.3 The scale of building mass should be compatible with neighbouring properties, particularly where dissimilar land uses abut.
- 5.1.2.4 Building massing should include variations in the building envelope to allow for elements such as entrances, forecourts, or other specific building articulations. These elements should provide interest and detail when viewed from the public street, particularly at corner locations.

5.1.3 Building Frontage

- 5.1.3.1 A more substantial building façade fronting the public street at the minimum setback line is encouraged, in order to define a more urban street edge.
- 5.1.3.2 In general, the required minimum building frontage should be in proportion to the lot frontage and the proposed front yard setback.
- 5.1.3.3 The percentage of building frontage required should increase proportionally for wider lots.
- 5.1.3.4 The minimum building frontage should increase proportionately to 40% of the lot frontage for lots between 30 metres and 100 metres wide. For lots greater than 100 metres wide, the minimum building frontage should remain at 40% of the lot frontage. (Table 1)



- 5.1.3.5 For the purpose of building frontage calculation, the length of all major building components (primary building façades or extensions of the façade as decorative screens, and colonnades) fronting onto a primary public street could be applied cumulatively as a sum of the total building frontage.
- 5.1.3.6 For corner lots, the above-noted building frontage should apply to the street frontages defined (by By-law) as the 'front' of the lot. However, the intent of the guidelines in this subsection should also be considered for the secondary (or exterior side yard) street frontage.
- 5.1.3.7 To maintain the presence of the building façade at the street edge, the minimum building frontage should also be in proportion to the front yard setback.
- 5.1.3.8 At the 3.5 metre front yard setback, a minimum building frontage should be between 30% and 40% of lot frontage, as indicated above. As the front yard setback increases, the minimum building frontage should increase proportionately from 35% to 45% at the 22.5 metre front yard setback.



5.1.3.9 For the purpose of building frontage calculation, the length of all major building components (primary building façades or extensions of the façade as decorative screens, and colonnades) fronting onto a primary public street could be applied cumulatively as a sum of the total building frontage.

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- 5.1.3.10 For corner lots, the above-noted building frontage should apply to the street frontage defined (by By-law) as the "front" (or narrowest street frontage) of the lot. However, the intent of the guidelines in this subsection should also be considered for the secondary (or exterior side vard) street frontage.
- 5.1.3.11 If alternate site planning demonstrates that the intent of this subsection is achieved, flexibility in the application of these guidelines could be considered.

TABLE 1 - PROPOSED MINIMUM BUILDING FRONTAGE TABLE FOR NEIGHBOURHOOD COMMERCIAL AREA

% of Minimum Building Frontage in Relation to Lot Frontage and Front Yard Setback					
Front Yard	Lot Frontage				
Setback (m)	< 30m	30m-65m	65m-100m or greater		
3.5	30	35	40		
3.6 -7.5	31	36	41		
7.6-15.0	33	38	43		
15.1-22.5	35	40	45		

5.1.4.1 Buildings within a new development should have a coordinated and recognizable overall theme, and, where possible, reflect vernacular details of the local architecture.

Pedestrian Entrances and Access

- 5.1.4.2 Doorways/entrances to buildings, especially commercial buildings, should be prominent and visible from public streets.
- 5.1.4.3 Main entrances to buildings should be emphasized through entrance canopies, awnings, and other architectural elements.
- 5.1.4.4 Where possible, main entrances should be located within 30.0 metres of designated handicapped parking spaces.
- 5.1.4.5 Retail area display openings should be provided along pedestrian routes to maintain interest and improve security.
- 5.1.4.6 In multi-tenant development, the use of multiple pedestrian entrances into the building at street level is encouraged.
- 5.1.4.7 Where possible, access to ground level shops should provide barrier-free design without the use of steps and ramps.
- 5.1.4.8 Improvements to existing buildings which lack barrier-free access should be encouraged, where possible.
- 5.1.4.9 Where steps and ramps provide access, these should be architecturally integrated with the building.
- 5.1.4.10 Building access ramps should be located as close as possible to the most direct, barrier-free path of travel.
- 5.1.4.11 Steps should be designed to accommodate persons with disabilities who may prefer steps to ramps.

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- 5.1.4.12 As a minimum, circulation and building access for pedestrians shall conform to barrier-free access requirements as set out by the Ontario Building Code.
- 5.1.4.13 Colonnades may be encouraged to provide weather protection. On flanking lots they should also be encouraged, where appropriate, to return along the side street to provide a transition to residential streets.
- 5.1.4.14 The use of awnings should be encouraged to provide weather protection for pedestrians, as well as providing colour, visual interest, and advertising for the retailer. Awnings reinforce the character of individual retailers and may be used to emphasize entrances.

Building Wall

- 5.1.4.15 A strong articulation of building façades is encouraged, and blank walls demonstrating no specific architectural design, are to be discouraged.
- 5.1.4.16 Where blank walls occur, the use of additional architectural details and building materials to enhance the visual appearance should be encouraged. Alternatively, the use of murals, painted wall signs, and other sculptural or graphic artwork should be encouraged to promote visual interest. The context of graphics and artwork should be subject to the conformity of any and all relevant Municipal regulations, where applicable.
- 5.1.4.17 Walls parallel to the public street should be required to have windows, display windows, or a high level of architectural detail involving the use of two or more materials.

Fenestration

- 5.1.4.18 Windows facing the street frontage, whether display windows for retail use or windows for office space, should be large, occupying a minimum of 30% of the street elevation between the ceiling and floor at grade.
- 5.1.4.19 Clear glass is preferred for glazing, but some tinting based on functional considerations (building orientation, for example) is

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acceptable. Reflective (mirror) glass at grade should not be used and its use at upper level windows/curtain wall should be examined for architectural merit and be clearly demonstrated as an essential component in the design.

Materials

- 5.1.4.20 Although there is no strong preference for any specific materials, exterior finishes should exhibit quality of workmanship and be relatively easy to maintain or, preferably, maintenance free. Materials such as wood or natural stucco should be avoided unless maintenance programmes can be secured.
- 5.1.4.21 For the front/exterior façade, "unfinished" materials (basic concrete block, unfinished plywood, galvanized metal, etc.) should not be permitted. Split-face and patterned (ribbed) concrete block may be allowed where they are clearly essential to the design, but should not dominate the façade.
- 5.1.4.22 The materials used in the front elevation should be carried around the building, wherever possible.
- 5.1.4.23 Materials and colours should complement and be complementary with adjacent buildings.
- 5.1.4.24 Strong geometric patterns, especially primary colours (such as bright red, yellow, green), should be avoided except for signs.
- 5.1.4.25 Detailing should be rich rather than sparse, demonstrating a high standard of craftsmanship. Brick detailing is encouraged as well as good quality woodwork and fenestration. Entrance doors should also meet a high standard of design and finish.
- 5.1.4.26 Where buildings abut each other, some details should carry over or show a clear relationship. Compatibility and harmony should guide building design at both the overall and detail levels.

Projections

- 5.1.4.27 Canopies and awnings are encouraged as means of weather protection, shading, as well as adding articulation, colour and interest to the building elevation. They should be allowed to project beyond the minimum front setback line, but should not extend over the property line.
- 5.1.4.28 Porticoes, colonnades, trellises, and permanently roofed walkways are acceptable provided they are substantial and permanent.
- 5.1.4.29 Canopies giving protection to passenger drop-off and service outlets (drive-thru facilities) are encouraged.

<u>Roof</u>

- 5.1.4.30 Although the predominant use of flat roofs in commercial development will likely be the norm, pitched or sloped roofs should be encouraged providing the design respects the context and the elevations of adjacent buildings. Dormers for fenestration or mechanical venting are also encouraged.
- 5.1.4.31 The use of dormers, turrets and pergolas is encouraged. Dormers shall be incorporated into mansard-style roofs to assist in diminishing building mass.
- 5.1.4.32 Roof-top mechanical equipment should be integrated with the building design, and roof-top units and vents should be screened using materials complementary to the building, where applicable.
- 5.1.4.33 Use of architecturally detailed cornices is encouraged to define the top of the building façade. Where grade conditions permit, cornices should be coordinated with other cornices or prominent horizontal building features on adjacent buildings to provide some unity to the street. On sloping streets, some sensitivity to the orderly stepping of façades should be shown.
- 5.1.4.34 Where possible, parapets should be used to provide approximate building height continuity between adjacent buildings.

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5.1.4.35 Coping should be of good quality material and workmanship. Some design profiling and detail should be evident and the choice of material should suit the design. Materials which distort or degrade easily should not be allowed.

Corner Buildings

- 5.1.4.36 Where possible, major building entrances should occur at the corner.
- 5.1.4.37 The height of corner buildings can be stepped back, or other building recessions or projections can be employed to incorporate the entrance or other structures which mark these as significant locations.
- 5.1.4.38 Corner buildings could incorporate taller non-habitable structures or freestanding elements to frame and signal the importance of corner locations.
- 5.1.4.39 Corner building façades should address both street frontages with equal importance.

5.2 Streetscape

- 5.2.1 General
- 5.2.1.1 Consistent use of feature paving, pedestrian lighting, hanging flower baskets, banners, and other amenities is encouraged.
- 5.2.1.2 Existing concrete sidewalks on one side of the street spaced generously away from the edge of the road should be maintained except where there are gathering spaces such as in front of commercial properties and at transit stops.
- 5.2.1.3 Provide feature paving at pedestrian crossings to indicate pedestrian priority.





Taller non-habitable structures signal the importance of corner locations.

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5.2.1.4 Provide visual amenities, such as banners and planters to bring additional interest to the streetscape.



Visual amenities bring additional interest to the streetscape.

5.2.1.5 Street Trees should be provided on all streets to provide cooling and softening of the street. Selection of species should be urban, salt tolerant plants and native species, where possible. The town has a standard of using Sugar Maple in the 19th Century section of the town. The planting of the maple specie should be carefully implemented with oversize planting trenches, good drainage and placed in an area with limited salt contamination. The use of one species should be limited to 30% of all trees planted in the streets of Orangeville. Where possible, a mix of species on each street should be pursued to ensure that no monoculture is created.



Use of high branching trees allow view through to developments.

- 5.2.1.6 High branching tree species or columnar tree species should be used to allow views through to private commercial development.
- 5.2.1.7 Where redevelopment occurs along local roads, a single row of high branching street trees should be provided between the curb and sidewalk in the grassed boulevard on both sides of the street. Identify above and below ground services prior to planning and planting trees. These trees should be located at the same distance from the road's edge as adjacent trees, and should also be spaced to match the rhythm of existing street trees along that road.
- 5.2.1.8 The planting of street trees as "infill" along local roads should be implemented wherever the rhythm of existing street trees has been interrupted.
- 5.2.1.9 Where physical limitations restrict the planting of additional street trees, consideration should be given to the inclusion of trees on private lands at driveways or entrances (subject to sight line considerations).
- 5.2.1.10 The species of infill trees along local roads should be similar to those of adjacent street trees. A monoculture of trees should be avoided by limiting the numbers of one species of tree.

5.2.2 Street Furnishings

- 5.2.2.1 In areas of public accessibility, street furnishings should be provided:
 - pedestrian and street lighting use existing street light standards for ease of maintenance and storage. Identify commercial districts by the design of pole aprons, and apron/luminaire colour
 - transit shelter select town-wide standard without differentiation between districts
 - seating select town-wide standard bench without differentiation between districts. Use large flat-topped stones and planter walls for informal seating. Phase out advertising benches.
 - waste receptacles select town-wide standard with differentiation between districts by colour bands or logos.

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- Newspaper boxes select town-wide standard without differentiation between districts, group with waste receptacles.
- Bollards select town-wide standard with differentiation of colour between districts should be used for separation of pedestrian and vehicular zones.
- hanging baskets, and
- banners on armatures of utility poles should identify districts.
- 5.2.2.2 Design detailing and scale of street furnishings should be coordinated with the overall design of the streetscape.
- 5223 Feature paving may be used along roads at transit shelters and at the main intersection.
- 5.2.2.4 Feature paying should be consistent in colour and pattern of use throughout.
- 5.2.2.5 Pedestrian crosswalks at main intersection should receive special paving treatment to emphasize their significance. The crosswalks may consist of concrete paying or a mixture of concrete and unit pavers on a concrete base.
- 5.2.2.6 To facilitate safe crossing over wide paved streets, barrier-free pedestrian safety islands should be provided (where possible) at the median as a safe resting place for pedestrians.
- 5.2.2.7 Continuous, hard surface paving treatments should be provided between sidewalks and all transit stops and shelters, and feature paving should be used in transit shelter areas.
- 5.2.2.8 Pedestrian scale lighting should be provided when there is sufficient pedestrian activity to warrant. Lighting at a suitable height for pedestrians may be added to existing vehicular light poles.



Use of banners with a distinct colour and pattern.



Transit shelter to provide a weather protected environment for the riders.

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- 5.2.2.9 Benches and waste receptacles should be provided at all transit shelters, and at the Gateway areas. Furnishings, such as newspaper boxes and mail boxes, should be grouped together with other site amenities.
- 5.2.2.10 Seating areas should be provided in locations adjacent to a barrier-free path of travel. Street furniture design should consider the ease of use by persons with disabilities.
- 5.2.2.11 Banners should be designed with a distinct colour and pattern for the East Broadway Area.
- 5.2.2.12 Transit shelters should provide a weather protected environment for the transit riders by using transparent building materials for side walls, and by providing exit ways on two opposite sides.
- 5.2.2.13 Poured drop curbs should be provided at all street corners to ensure barrier-free accessibility.
- 5.2.2.14 For pedestrian comfort and visual interest, street amenities should be provided. These amenities may include pedestrian lighting, seating, waste receptacles, hanging baskets, and banners.
- 5.2.2.15 The design of street amenities should be developed within an overall thematic concept.
- 5.2.2.16 It may be appropriate to develop a streetscape theme that incorporates design elements that are reminiscent of the Town's past, i.e., pedestrian fixtures and street signs.
- 5.2.2.17 Street furnishings should have pedestrian scale.
- 5.2.2.18 Pedestrian scale lighting and banners should be provided.
- 5.2.2.19 Brackets for hanging baskets should be installed parallel to the curb line and should be securely fixed to posts or poles. Baskets should not hang over the roadway curb line.

- 5.2.2.20 The location of streetscape elements (such as trees and benches) should not impede the sight line of motorists and pedestrians.
- 5.2.3 Landscape
- 5.2.3.1 Existing buildings which have no setbacks from the public rightof-way will not have front yards. Feature paving in the public right-of-way should extend to the building edge.
- 5.2.3.2 A landscape strip should be provided where no building abuts the street or buildings, and located at the minimum building setback line.
- 5.2.3.3 Within the landscape strip, a combination of high branch deciduous street trees and accent coniferous plants, low shrubs, planters, attractive low walls or decorative fences should be used at the edges of the parking lots where they abut the public boulevard. Where possible, grade difference should be tactfully utilized to achieve enhanced visual screening of the parking area.



Well maintained landscape strip along a shopping establishment.

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- 5.2.3.4 Sites which have building setbacks greater than 3.5 metres should have front yards which consist of traditional formal plant beds and lawns. The planting of shade trees should also be encouraged.
- 5.2.3.5 Tall (over 0.9 metre high) fencing, opaque fencing, or tall hedges along street lines should be discouraged.
- 5.2.3.6 Where feasible, complementary landscaping decorations such as window flower boxes and wall trellises on building façades should be promoted along street frontages.
- 5.2.3.7 Front yard guidelines for landscaping also apply to exterior side yards.
- 5.2.3.8 Lighting leading to rear parking areas should be provided between buildings, where possible.
- 5.2.3.9 Site edges should consist of soft landscape elements such as grassed lawns, shrubs, and trees.
- 5.2.3.10 Off-street parking in the side or rear yards should be screened at the street line by landscaping, low (maximum 0.9 metre high) fencing, or low walls.

5.2.3.11 Landscape planting screens and fencing should be provided in side and rear yards of non-residential or mixed use buildings which are adjacent to residential properties.

5.3 Access & Circulation

5.3.1.2

- 5.3.1 Vehicular Access and Circulation
- 5.3.1.1 An access management plan for the study area should be initiated by the Town, to establish an overall strategy for the future consolidation of access points to individual properties.



Existing conditions



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Where possible, access to parking areas should consolidate access points through shared driveways to minimize disruption of the public sidewalk and to facilitate traffic movement to public roadways.

- 5.3.1.3 Access into, and circulation within, an individual site should provide safe and well defined routes.
- 5.3.1.4 Proper lighting, landscaping, and pedestrian amenities along the circulation routes will enhance overall site appearance, promote public safety, and encourage the use of public transit.
- 5.3.1.5 Landscaped traffic islands should be used to delineate the main drive aisles, subdivide large parking areas into smaller "courts", and improve edge conditions between the public street and adjoining properties.



Landscaped islands are used to delineate the main drive aisles, and subdivide large parking areas.

5.3.1.6 Driveway access points should be minimized to reduce conflict with pedestrian traffic. This can be achieved through the sharing of access driveways into rear parking areas, or through the use of local street access wherever possible.

- 5.3.1.7 Use of accent planting and floral displays should be encouraged at the side of the main driveway access, providing vehicular sight lines are not impeded.
- 5.3.1.8 Pedestrian paving should continue across all driveways to indicate pedestrian priority.
- 5.3.1.9 Barrier-free accessibility should be achieved by ensuring easy access to ground level shops and public buildings to persons with disabilities, and providing poured drop curbs in sidewalks at road crossings along all local roads.
- 5.3.1.10 Poured drop curbs between road surfaces and top of sidewalk curb should provide maximum assistance to persons with disabilities.
- 5.3.1.11 Plant materials should not be an obstacle to the barrier-free path of travel.
- 5.3.1.12 The selection of paving materials for sidewalks, crosswalks, trails and walkways should consider a barrier-free surface, be pedestrian friendly, and suitable for use by persons with disabilities.
- 5.3.1.13 Where possible, paving surface should have colour and texture contrast to define walkway edges, changes in direction, building entrances, road intersections, and poured drop curbs.

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5.3.2 Pedestrian Routes

5.3.2.1 Direct, well-lit, and barrier-free pedestrian walkways should be provided between parking facilities and main building entrances, and between transit stops/shelters and buildings.



Direct, well-lit, and barrier-free pedestrian walk ways.

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- 5.3.2.2 Where possible, conflict between pedestrian and vehicular crossings should be minimized.
- 5.3.2.3 Pedestrian routes should have priority over vehicular routes where crossings occur, and should be marked accordingly.
- 5.3.2.4 Paving materials other than asphalt should be considered for pedestrian walkways, and they should be continuous across driving aisles.
- 5.3.2.5 Lighting levels along pedestrian routes should provide appropriate, continuous illumination.
- 5.3.2.6 Pedestrian-scale light fixtures should be considered either in conjunction with vehicular lighting or as freestanding elements.
- 5.3.2.7 Where appropriate, pedestrian access routes to the adjacent properties should be encouraged.
- 5.3.2.8 To facilitate pedestrian gathering and access, a minimum 2.5 metre walkway and forecourt space should be provided between parking areas and main building entrance(s).
- 5.3.2.9 The minimum pedestrian walkway width should be 1.5 metres.
- 5.3.2.10 To avoid the use of precast curbs, walkways and adjacent parking spaces should have a 0.6 metre overlap to accommodate the car overhang. The walkway width shall be 0.6 metres wider.
- 5.4 Parking & Service Areas

5.4.1 Off-Street Parking

- 5.4.1.1 Where surface parking for new development is necessary, parking lots should be dispersed around the building. Where possible, parking should be discouraged in a yard fronting on a street.
- 5.4.1.2
- 5.4.1.3 A maximum of two rows of parking and a drive aisle should occur in a yard fronting on a street. The remainder of the setback
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depth should be used for landscaping and the forecourt of the building.

- 5.4.1.4 Each row of parking spaces should terminate with a landscaped island (minimum 3.0 metres wide), where possible.
- 5.4.1.5 A minimum of two 16mm calliper high branching trees should be planted in each traffic island at the end of parking stalls. Islands should be mulched to accommodate pedestrian crossing and snow storage.
- 5.4.1.6 Parking areas should not infringe on the forecourt of buildings facing the public street. A minimum 2.5 metre strip of land in front of the building face should be maintained for pedestrian circulation, paved entry courts, and landscaping.
- 5.4.1.7 Where feasible, shared parking facilities between multi-use facilities on a single site should be used to encourage optimum daily usage.
- 5.4.1.8 As part of the parking facility, a pedestrian curb ramp should be provided, where possible, within 30.0 m of the main building entrance, to allow for barrier-free access.
- 5.4.1.9 Ticket kiosks at the entry into parking areas should be at least one car length beyond the sidewalk.
- 5.4.1.10 Sidewalks should continue through all driveways into parking areas and facilities.
- 5.4.1.11 Pedestrian walkways should be developed between parking lots and the public street. These walkways should be landscaped and lighted to encourage convenient, safe, and frequent public use. These walkways should also be barrier-free by allowing for unobstructed views from one end to the other.
- 5.4.1.12 Designated handicapped parking spaces should be located as close as possible to barrier-free building entrances.
- 5.4.1.13 All designated handicapped parking spaces and pedestrian poured drop curbs should be clearly identified by signs or markings.

- 5.4.1.14 Parking areas adjacent to residential properties should provide landscape planting and opaque fencing to buffer the visual and acoustic impacts of the parking area.
- 5.4.1.15 Light standards in the parking lot should be provided both at the pedestrian level along walkways, and at higher levels for security and vehicular circulation. Lighting provisions should be subject to approval on a site-by-site basis.
- 5.4.1.16 Lighting for parking areas should not spill over onto adjacent residential properties.
- 5.4.1.17 Outdoor illumination of any new development should use full cutoff lights (lights that do not shine above the horizon), and implement lighting designs that minimize the scattering of lights into the atmosphere.



Parking area is screened by low shrubs.

Richmond Hill

COMMERCIAL URBAN DESIGN STUDY

- 5.4.1.18 Parking areas which abut streets should be screened by using attractive low walls, decorative fences, planters, low shrubs, or rows of high branching street trees.
- 5.4.1.19 To allow for proper landscaping screen, it is recommended that the setback for parking areas from public streets be increased to 3.0m from 0.9m.
- 54120 Large expanses of unbroken surface parking should be avoided. and landscaping should be used to define smaller areas within surface lots.
- 5.4.1.21 Interior parking lots are to be subdivided using planting strips (minimum 3.0 metres wide) or landscaped islands with walkways (minimum 4.5 metres wide).
- 5.4.1.22 Vehicular entrances to parking lots should be located on side streets, wherever possible. The number of vehicular entrances should be kept to a minimum.

5.4.2 Service Areas

- 5.4.2.1 Service (including exterior garbage storage and recycling containers) and loading areas should be located away from the primary building face, preferably in the rear or side yard of the building and integrated within the building, where possible.
- 5422 Appropriate buffering and screening of service and loading areas should be incorporated using landscaping or built screens, or a combination of both. Any building materials used to create screens should relate to those of the primary building exterior.
- 5.4.2.3 Adjacent properties should be considered in the treatment of service and loading areas and should be suitably buffered or screened.
- 5.4.2.4 Entrances to service areas should be coordinated with those of parking areas to reduce the number of vehicular entrances along the street.

- 5.4.2.5 Where appropriate, service area access driveways should be separate from access driveways related to the primary building face.
- 5.4.2.6 Service routes should be directed to the side or rear of buildings. avoiding interruptions across sidewalks and other pedestrian walkways which lead to primary building entrances.

5.5 Outdoor Display Area

- 5.5.1.1 Outdoor display area in this subsection refers to permanent outside merchandise display area for garden nurseries, home improvement centres and fresh produce markets.
- 5.5.1.2 Outdoor display areas are not permitted.

5.6 Signage

- 5.6.1.1 The existing Town of Orangeville Sign By-law, should be applied as a regulating legislation.
- 5.6.1.2 Street signs within the public right-of-way should consider a unified, thematic appearance that contributes to the existing character of the area.

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5.6.1.3 Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.



Gateway sign reinforces a sense of arrival to the commercial area.

- 5.6.1.4 Freestanding signs addressing private development should be consolidated for each development and located within the property line perpendicular to the street frontage and mounted in a landscaped setting. Sign materials should be consistent with the building design.
- 5.6.1.5 Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- 5.6.1.6 Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence or on the building identification sign.

- 5.6.1.7 Street address signs should be clearly visible from the street curb, located at grade on the principal building façade.
- 5.6.1.8 Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- 5.6.1.9 Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.
- 5.6.1.10 Directional signs should be coordinated with other signs in colour and sign materials.
- 5.6.1.11 Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- 5.6.1.12 Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.
- 5.6.1.13 Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- 5.6.1.14 Fascia signs should be sized proportional to the building facade.

5.7 **Drive-through Facilities**

Where drive-through facilities are permitted, site layout of such a facility should have regard to the applicable Zoning By-law, the preceding design quidelines within this subsection and the following use specific guidelines:

- 5711 Ensure that the proposed drive-through facilities are compatible with and sensitive to the adjacent land uses.
- 5.7.1.2 Avoid placing drive-through facilities adjacent to residential properties. Where this cannot be achieved, the facility should be located as far away as possible from the adjacent residential properties. Separation distance should be examined on a siteby-site basis and subject to a noise impact study, if requested by the Town.
- Consider proper measures to mitigate the potential noise, odor 5.7.1.3 and light pollution and privacy protection.
- 5714 Minimize the number of vehicular access points to the site from the public street.
- 5.7.1.5 Place the access point to the stacking lane of a drive-through facility as deeply as possible into the site.
- 5.7.1.6 Access driveway on a corner lot should be located as far as possible from the adjacent intersection.
- 5.7.1.7 Place the proposed building at or near the street frontage of the site. Where possible, avoid placing stacking lanes between the building and the public street.
- 5.7.1.8 No stacking of vehicles should occur on the public street.
- 5.7.1.9 Provide pedestrian routes to connect public side walk to the building and parking areas, but not pass through a stacking lane. Use decorative paving or similar alternatives, complemented by soft landscaping, to define these connections.
- 5.7.1.10 Avoid interruptions to stacking lanes by other vehicular traffic (parking, loading and services).

- 5.7.1.11 Raised islands, or other forms of barriers such as concrete curbs, should be used to separate stacking lanes from main parking areas and driveways. Where feasible, provide decorative paying treatments and soft landscaping.
- 5.7.1.12 Design stacking lanes to be straight, with a minimum amount of turning movements. Escape lanes should be provided from stacking lanes.
- 5.7.1.13 Where feasible, provide outdoor seating spaces and patios adjacent to the building and close to the street.
- 5.7.1.14 Any engineering standards applicable to the drive-through facilities should be prepared by an engineering consultant or Town staff.



Well landscaped drive-through facility



Articulated built form of a drive-through facility

Mississauga

MARSHALL, MACKLIN, MONAGHAN



6. URBAN DESIGN GUIDELINES:

General Commercial

6. URBAN DESIGN GUIDELINES: GENERAL COMMERCIAL

The following urban design guidelines are applicable to the General Commercial Area

6.1 Built Form

- 6.1.1 Building Placement
- 6.1.1.1 Where feasible, encourage building placement close to the street line to avoid large setbacks and substantial areas of surface parking in front of the building.
- 6.1.1.2 Primary buildings with articulated facades adjacent to public streets should be encouraged, and should occupy a portion of the primary frontage of the site.



Primary building adjacent to a public street.

Markham

6.1.1.3 The orientation and entrance of small retail buildings should be located close to public streets, where possible.



Orientation and entrance of small retail buildings located close to public streets.

- 6.1.1.4 Building treatments, such as unenclosed entrance structures, colonnades, overhangs, canopies, awnings, and landscape elements should be allowed to encroach into the front yard.
- 6.1.1.5 If alternate site planning demonstrates that the intent of this subsection is achieved, flexibility in the application of these guidelines could be considered.

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6.1.2 Building Elements

6.1.2.1 Buildings within a new development should have a coordinated and recognizable overall theme, and, where possible, reflect vernacular details of the local architecture.



A coordinated and recognizable overall theme.

North Yark

- 6.1.2.2 Main entrances should be prominent and clearly visible from major streets.
- 6.1.2.3 Where possible, a secondary entrance to local streets is encouraged.
- 6.1.2.4 Access to buildings should provide barrier-free design without the use of steps and ramps.

6.1.2.5 Access to the buildings from public sidewalks should be convenient and direct.



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Convenient and direct access to the building from public sidewalks.

- 6.1.2.6 Where steps and ramps provide access to buildings, these should be treated so as to integrate them with the architecture of the building.
- 6.1.2.7 Building access ramps should be located as close as possible to the most direct barrier-free path of travel.
- 6.1.2.8 Steps should be designed to accommodate persons with disabilities who may prefer steps to ramps.
- 6.1.2.9 As a minimum, circulation and building access for pedestrians should conform to barrier-free access requirements as set out by the Ontario Building Code.

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6.1.2.10 On corner sites, buildings should address both streets, and incorporate special features to frame and signal the importance of corner locations.



On corner buildings address both streets.

Clarington

- 6.1.2.11 Where long facades occur, the use of additional architectural details and building materials should be encouraged to enhance the visual appearance. Blank walls, demonstrating no specific architectural design, are discouraged.
- 6.1.2.12 Where a wall abuts a street, the fenestration design of a nonprimary wall should have sufficient details and glazing material to enliven this otherwise monotonous and non-descriptive street elevation, and it should be augmented with an enhanced landscaping edge to assist in establishing a visually pleasant streetscape and a year-round safe pedestrian environment.
- 6.1.2.13 Parapets or roof forms should be used to screen mechanical equipment.



Scarborough

Sufficient details and glazing material for the fenestration design of a non-primary wall.

- 6.1.2.14 A more substantial building façade fronting the public street at the minimum setback line is encouraged, in order to define the street edge.
- 6.1.2.15 Building massing should include variations in the building envelope to allow for elements such as entrances, forecourts, or other specific building articulations. These elements should provide interest and detail when viewed from the public street, particularly at primary frontages and corner locations.
- 6.1.2.16 Roof forms should complement those of existing and adjacent buildings.
- 6.1.2.17 Roof top mechanical equipment should be incorporated as an integral part of the building design. Roof top units and vents should be screened using materials complementary to the building.
- 6.1.2.18 Where buildings abut each other, some details should carry over or show a clear relationship. Compatibility and harmony should guide building design at both the overall and detail levels.

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- 6.1.2.19 Colonnades may be encouraged to provide weather protection. On flanking lots they should also be encouraged, where appropriate, to return along the side street to provide a transition to residential streets.
- 6.1.2.20 The use of awnings should be encouraged to provide weather protection for pedestrians, as well as providing colour, visual interest, and advertising for the retailer. Awnings reinforce the character of individual retailers and may be used to emphasize entrances.
- 6.1.2.21 Fixed awnings should have a minimum horizontal projection of 1.0 metre and a minimum height above the sidewalk of 2.4 metres.

6.2 Streetscape

6.2.1 Street Furnishings

- 6.2.1.1 In areas of public accessibility, street furnishings should be provided:
 - pedestrian and street lighting use existing street light standard for ease of maintenance and storage. Identify commercial districts by the design of pole aprons, and apron/luminaire colour
 - transit shelter select town-wide standard without differentiation between districts
 - seating select town-wide standard bench without differentiation between districts. Use large flat-topped stones and planter walls for informal seating. Phase out advertising benches.
 - waste receptacles select town-wide standard with differentiation between districts by colour bands or logos.
 - Newspaper boxes select town-wide standard without differentiation between districts, group with waste receptacles.
 - Bollards select town-wide standard with differentiation of colour between districts should be used for separation of pedestrian and vehicular zones.
 - hanging baskets, and

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 banners on armatures of utility poles should identify districts.

6.2.2 Landscape

- 6.2.2.1 Street Trees should be provided on all streets to provide cooling and softening of the street. Selection of species should be urban, salt tolerant plants and native species, where possible. The town has a standard of using Sugar Maple in the 19th Century section of the town. The planting of the maple specie should be carefully implemented with oversize planting trenches, good drainage and placed in an area with limited salt contamination. The use of one species should be limited to 30% of all trees planted in the streets of Orangeville. Where possible, a mix of species on each street should be pursued to ensure that no monoculture is created.
- 6.2.2.2 Ensure that above ground and under ground services are identified prior to planning and planting. Species selection for areas with overhead wires will include trees that will not grow into the wires.
- 6.2.2.3 Sight lines from driveways and streets to streets with trees must be recognized prior to planning and planting street trees.
- 6.2.2.4 A combination of high branch deciduous street trees and accent coniferous plants, low shrubs, planters, attractive low walls or decorative fences should be used at the edges of parking lots where they abut the public boulevard. Where possible, grade differences should be tactfully utilized to achieve enhanced visual screening to the parking area.
- 6.2.2.5 Encourage additional landscaping on large sites. Require landscape plans to be submitted by development proponents to the Town for review and approval.

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Vaughan A combination of high branch deciduous street trees, low shrubs, and decorative fences at the edge of a parking lot.

- 6.3 Access and Circulation
- 6.3.1 Vehicle Access and Circulation
- 6.3.1.1 Access into, and circulation within, an individual site should provide safe and well-defined routes.
- 6.3.1.2 Proper lighting, landscaping, and pedestrian furnishings along the circulation routes will enhance overall site appearance, promote public safety, and encourage the use of public transit.
- 6.3.1.3 Landscaped traffic islands should be used to delineate the main drive aisles, subdivide large parking areas into smaller "courts", and improve edge conditions between the public street and adjoining properties.



Landscaped islands are used to delineate the main drive aisles, and subdivide large parking areas.

6.3.1.4 Where possible, pedestrian routes should have priority over vehicular routes where crossings occur, and should be marked accordingly.

6.3.2 Pedestrian Routes

- 6.3.2.1 Protect pedestrian walkways from vehicular movement through landscaping, curbs and other elements that are compatible to the overall design.
- 6.3.2.2 Direct, well-lit, and barrier-free pedestrian walkways should be provided between parking facilities and main building entrances, and between transit stops/shelters and buildings.
- 6.3.2.3 Paving materials other than asphalt should be considered for pedestrian walkways, and they should be continuous across driving aisles.

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- 6.3.2.4 Lighting levels along pedestrian routes should provide appropriate, continuous illumination.
- 6.3.2.5 Pedestrian-scale light fixtures should be considered either in conjunction with vehicular lighting or as freestanding elements.
- 6.3.2.6 Where appropriate, pedestrian access routes to the adjacent properties should be encouraged.
- 6.3.2.7 To facilitate pedestrian gathering and access, a minimum 2.5 metre walkway and forecourt space should be provided between parking areas and main building entrance(s).
- 6.3.2.8 The minimum pedestrian walkway width should be 1.5 metres.
- 6.3.2.9 The design for the pedestrian should have regard to the relevant county or municipal documents in regards to safety.

6.4 Parking and Service Areas

- 6.4.1 Off-Street Parking
- 6.4.1.1 To mitigate the negative perception of unattractive large asphalt surfaces, large expanses of surface parking should be subdivided into smaller parking courts by landscaping dividers.
- 6.4.1.2 Where appropriate, use sidewalks, cart corrals, or customerloading areas to divide the parking lot.
- 6.4.1.3 To allow for proper landscaping screen, it is recommended that the setback for parking areas from public streets be increased to 3.0m from 0.9m.



A landscaped edge condition for a power centre.

Mississauga

- 6.4.1.4 A minimum of two 16mm calliper high branching trees should be planted in each traffic island at the end of parking stalls. Islands should be mulched to accommodate pedestrian crossing and snow storage.
- 6.4.1.5 Direct pedestrian routes should be provided through parking areas.
- 6.4.1.6 Parking areas adjacent residential properties should provide landscape planting and opaque fencing to buffer visual and acoustic impacts of the parking area.
- 6.4.1.7 Bicycle parking should be provided that is in a convenient, safe and secure area.
- 6.4.1.8 Lighting for parking areas should not spill over onto adjacent residential properties.
- 6.4.1.9 New development should use full cut-off lights (lights that do not shine above the horizon), and implement lighting designs that minimize the scattering of lights into the atmosphere.

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- 641.10 Lighting levels along pedestrian routes should provide appropriate, continuous illumination.
- Light standards in the parking lot should be provided both at the 6.4.1.11 nedestrian level along walkways, and at higher levels for security and vehicular circulation. Lighting provisions should be subject to approval on a site-by-site basis.
- 6.4.1.12 Pedestrian walkways/through-block pedestrian connections should be developed between parking lots and the public street. These walkways should be landscaped and lighted to encourage convenient, safe, and frequent public use. Walkways should also be made barrier-free by allowing for unobstructed access from one end to the other.
- 6.4.1.13 The parking lot and walkways to the parking lot areas should be visible from the main entrance of the building.

6.4.2 Service and Loading Areas

- 6.4.2.1 Service (including exterior garbage storage and recycling containers) and loading areas should be located away from the primary building face, preferably in the rear or side vard of the building and integrated within the building, where possible.
- Service and loading areas should not be exposed to major 6.4.2.2 streets.



Landscape screening of service and loading area.

- 6.4.2.3 Appropriate buffering and screening of service and loading areas should be incorporated using landscaping or built screens, or a combination of both. Any building materials used to create screens should relate to those of the primary building exterior.
- 6424 Adjacent properties should be considered in the treatment of service and loading areas and should be suitably buffered or screened.
- 6.4.2.5 Where appropriate, service area access driveways should be separated from access driveways related to the primary building face

6.5 **Outdoor Display Area**

- 6511 Outdoor display area refers to permanent outside merchandise display areas for garden nurseries, home improvement centres and fresh produce markets.
- 6.5.1.2 All inventory merchandise should be placed in the designated area located in side and rear vards.
- The designated open storage area should be screened from view 6.5.1.3 of adjacent streets and properties.
- 6.5.1.4 Tall, opaque/translucent fences and/or walls, preferably enhanced with landscaping treatment and integrated with primary building in material and colour, should be used as the screening devices for the open storage area.

COMMERCIAL URBAN DESIGN STUDY

6.5.1.5 All merchandise for outdoor display and marketing purposes should be set back from the property line and placed within the designated outdoor display area.



A combination of articulated wall/fence and landscaping edge for an outdoor area.

- 6.5.1.6 The designated outdoor display area should be clearly defined on all sides with landscaping and/or architectural edge treatment. Landscaping edge treatment may include the combination of upgraded walls/fences, formal hedges, dense planting strips, or architecturally detailed bollards (with heavy duty chain). Architectural treatments may also include independent colonnades, upgraded wingwalls or an extension of the building façade.
- 6.5.1.7 The architectural and landscape edge treatments for the outdoor display areas should be integrated by design and also serve as a theft prevention barrier. Chain link and/or barbed wire fences should be prohibited in front yards.

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6.5.1.8 Lighting for open storage and outdoor display areas should not spill over onto adjacent residential properties.

6.6 Signage

- 6.6.1.1 Signage design shall conform to the provisions established in Town of Orangeville Sign By-law.
- 6.6.1.2 Signs should be incorporated into the building design; design of stand alone signages should tie in with the overall theme of the development.



Sign reinforces a sense of arrival.

Niagara Falis



COMMERCIAL URBAN DESIGN STUDY

- 6.6.1.3 Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.
- 6.6.1.4 Freestanding signs addressing private development should be located within the property line perpendicular to the street line and mounted in a landscaped setting. Sign materials should be consistent with the building design.
- 6.6.1.5 Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- 6.6.1.6 A single primary identification sign should be allowed per business frontage. Where there is a wider building frontage, an additional, smaller secondary sign may be allowed.
- 6.6.1.7 Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence.
- 6.6.1.8 Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- 6.6.1.9 Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.
- 6.6.1.10 Directional signs should be coordinated with other signs in colour and sign materials.
- 6.6.1.11 Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- 6.6.1.12 Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.

- 6.6.1.13 Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- 6.6.1.14 Fascia signs should be sized proportional to the building façade.

6.7 Drive-through Facilities

Where drive-through facilities are permitted, site layout of such a facility should have regard to the applicable Zoning By-law, the preceding design guidelines within this subsection and the following use specific guidelines:

- 6.7.1.1 Ensure that the proposed drive-through facilities are compatible with and sensitive to the adjacent land uses.
- 6.7.1.2 Avoid placing drive-through facilities adjacent to residential properties. Where this cannot be achieved, the facility should be located as far away as possible from the adjacent residential properties. Separation distance should be examined on a site-by-site basis and subject to a noise impact study, if requested by the Town.
- 6.7.1.3 Consider proper measures to mitigate the potential noise, odor and light pollution and privacy protection.
- 6.7.1.4 Minimize the number of vehicular access points to the site from the public street.
- 6.7.1.5 Place the access point to the stacking lane of a drive-through facility as deeply as possible into the site.
- 6.7.1.6 Access driveway on a corner lot should be located as far as possible from the adjacent intersection.
- 6.7.1.7 Place the proposed building at or near the street frontage of the site. Where possible, avoid placing stacking lanes between the building and the public street.

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- 67.1.8 No stacking of vehicles should occur on the public street.
- 6.7.1.9 Provide pedestrian routes to connect public side walk to the building and parking areas, but not pass through a stacking lane. Use decorative paying or similar alternatives, complemented by soft landscaping, to define these connections,
- 6.7.1.10 Avoid interruptions to stacking lanes by other vehicular traffic (parking, loading and services).
- 6.7.1.11 Raised islands, or other forms of barriers such as concrete curbs. should be uses to separate stacking lanes from main parking areas and driveways. Where feasible, provide decorative paving treatments and soft landscaping.
- 6.7.1.12 Design stacking lanes to be straight, with a minimum amount of and turning movements. Escape lanes should be provided from stacking lanes.
- 6.7.1.13 Where feasible, provide outdoor seating spaces and patios adjacent to the building and close to the street.
- 6.7.1.14 Any engineering standards applicable to the drive-through facilities should be prepared by an engineering consultant or Town staff.



Outdoor seating area and patio adjacent to the building.

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7. URBAN DESIGN GUIDELINES:

Service Commercial

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7. URBAN DESIGN GUIDELINES: SERVICE COMMERCIAL

For properties zoned Service Commercial (C3) fronting onto Broadway, between Welington Street and Credit River crossing, reference should be made to Section 9.0 East Broadway.

The following urban design guidelines are applicable to the Service Commercial Area.

- 7.1 Built Form
- 7.1.1 Building Setbacks
- 7.1.1.1 Where feasible, encourage building placement at the minimum setback required by the Zoning By-law, thus avoiding large setbacks and substantial areas of surface parking in the front yard.
- 7.1.1.2 Within the identified District Gateway area, building setback should be minimized and built form should contribute to the reinforcement of the gateway feature.
- 7.1.1.3 Future additions or redevelopment should address the potential of including additional street-related buildings to promote an urban and pedestrian-oriented streetscape.
- 7.1.1.4 Building treatments, such as unenclosed entrance structures, colonnades, overhangs, canopies, awnings, and landscape elements should be allowed to encroach into the front yard.
- 7.1.1.5 Corner buildings should be located at the minimum building setbacks in order to enhance the role of these areas as focal points.



Corner buildings should be located at the minimum building setbacks.

7.1.2 Building Height and Massing

- 7.1.2.1 Taller non-habitable structures (such as clock towers, decorative masts with banners, specialized lighting and/or information displays) should be encouraged for the corner buildings in order to contribute to a stronger area identity through inclusion of vertical emphasis at the intersection.
- 7.1.2.2 The bulk or mass of buildings, in conjunction with setback lines, should, where possible, establish a consistent urban streetscape to assist in defining a recognizable street edge.
- 7.1.2.3 The scale of building mass should be integrated with neighbouring properties, particularly where dissimilar land uses abut.

- 7.1.2.4 Building massing should be designed to minimize impacts on adjacent properties with respect to privacy overview and sunlight access.
- 7.1.2.5 Building massing should include variations in the building envelope to allow for elements such as entrances, forecourts, or other specific building articulations. These elements should provide interest and detail when viewed from the public street, particularly at corner locations.

7.1.3 Building Frontage

- 7.1.3.1 It is encouraged that the length of the building frontage should be in proportion to the lot frontage and the proposed front yard setback.
- 7.1.3.2 In principle, the amount of building frontage required should increase proportionally for wider lots and for deeper building set back.
- 7.1.3.3 For the purpose of building frontage calculation, the length of all major building components (primary building façades or extensions of the façade as decorative screens, and colonnades) fronting onto a primary public street could be applied cumulatively as a sum of the total building frontage.
- 7.1.3.4 For corner lots, the above-noted building frontage should apply to the street frontages defined (by By-law) as the 'front' of the lot. However, the intent of the guidelines in this subsection should also be considered for the secondary (or exterior side yard) street frontage.

7.1.4 Building Elements

Theme

7.1.4.1 Buildings within a new development should have a coordinated and recognizable overall theme, and, where possible, reflect vernacular details of the local architecture.

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Retail stores.

Guelph



New restaurant development should have a coordinated and recognizable overall theme.

Pedestrian Entrances and Access

- 7.1.4.2 Doorways/entrances to buildings, especially commercial buildings, should be prominent and visible from public streets.
- 7.1.4.3 Main entrances to buildings should be emphasized through entrance canopies, awnings, and other architectural elements.
- 7.1.4.4 Where possible, main entrances should be located within 30.0 metres of designated handicapped parking spaces.
- 7.1.4.5 Retail area display openings should be provided along pedestrian routes to maintain interest and improve security.
- 7.1.4.6 In multi-tenant development, the use of multiple pedestrian entrances into the building at street level is encouraged.
- 7.1.4.7 Where possible, access to ground level shops should provide barrier-free design without the use of steps and ramps.
- 7.1.4.8 Improvements to existing buildings which lack barrier-free access should be encouraged, where possible.
- 7.1.4.9 Where steps and ramps provide access, these should be architecturally integrated with the building.
- 7.1.4.10 Building access ramps should be located as close as possible to the most direct, barrier-free path of travel.
- 7.1.4.11 Steps should be designed to accommodate persons with disabilities who may prefer steps to ramps.
- 7.1.4.12 Where possible, improvements to existing buildings which lack barrier-free access should be encouraged.
- 7.1.4.13 As a minimum, circulation and building access for pedestrians should conform to barrier-free access requirements as set out by the Ontario Building Code.
- 7.1.4.14 Colonnades may be encouraged to provide weather protection. On flanking lots they should also be encouraged, where

appropriate, to return along the side street to provide a transition to residential streets.

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7.1.4.15 The use of awnings should be encouraged to provide weather protection for pedestrians, as well as providing colour, visual interest, and advertising for the retailer. Awnings reinforce the character of individual retailers and may be used to emphasize entrances.

Building Wall

- 7.1.4.16 A strong articulation of building façades is encouraged, and blank walls demonstrating no specific architectural design, are to be discouraged.
- 7.1.4.17 Where blank walls occur, the use of additional architectural details and building materials to enhance the visual appearance should be encouraged. Alternatively, the use of murals, painted wall signs, and other sculptural or graphic artwork should be encouraged to promote visual interest. The context of graphics and artwork should be subject to the conformity of the relevant Municipal regulations, where applicable.
- 7.1.4.18 Walls parallel to the public street should be required to have windows, display windows, or a high level of architectural detail involving the use of two or more materials.

Fenestration

- 7.1.4.19 Windows facing the street frontage, whether display windows for retail use or windows for office space, should be large, occupying a minimum of 30% of the street elevation between the ceiling and floor at grade.
- 7.1.4.20 Clear glass is preferred for glazing, but some tinting based on functional considerations (building orientation, for example) is acceptable. Reflective (mirror) glass at grade should not be used and its use at upper level windows/curtaín wall should be examined for architectural merit and be clearly demonstrated as an essential component in the design.

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Materials

- 7.1.4.21 Although there is no strong preference for any specific materials, exterior finishes should exhibit quality of workmanship and be relatively easy to maintain or, preferably, maintenance free. Materials such as wood or natural stucco should be avoided unless maintenance programmes can be secured.
- 7.1.4.22 For the front/exterior façade, "unfinished" materials (basic concrete block, unfinished plywood, galvanized metal, etc.) should not be permitted. Split-face and patterned (ribbed) concrete block may be allowed where they are clearly essential to the design, but should not dominate the façade.
- 7.1.4.23 The materials used in the front elevation should be carried around the building, wherever possible.
- 7.1.4.24 Materials and colours should complement and be complementary with adjacent buildings.
- 7.1.4.25 Strong geometric patterns, especially primary colours (such as bright red, yellow, green), should be avoided except for signs.
- 7.1.4.26 Detailing should be rich rather than sparse, demonstrating a high standard of craftsmanship. Brick detailing is encouraged as well as good quality woodwork and fenestration. Entrance doors should also meet a high standard of design and finish.
- 7.1.4.27 Where buildings abut each other, some details should carry over or show a clear relationship. Compatibility and harmony should guide building design at both the overall and detail levels.

Projections

7.1.4.28 Canopies and awnings are encouraged as means of weather protection, shading, as well as adding articulation, colour and interest to the building elevation. They should be allowed to project beyond the minimum front setback line, but should not extend over the property line.

- 7.1.4.29 Porticoes, colonnades, trellises, and permanently roofed walkways are acceptable provided they are substantial and permanent.
- 7.1.4.30 Canopies giving protection to passenger drop-off and service outlets (drive-thru facilities) are encouraged.

Roof

- 7.1.4.31 Although the predominant use of flat roofs in commercial development will likely be the norm, pitched or sloped roofs should be permitted providing the design respects the context and the elevations of adjacent buildings. Dormers for fenestration or mechanical venting are encouraged.
- 7.1.4.32 The use of dormers, turrets and pergolas is encouraged. Dormers shall be incorporated into mansard-style roofs to assist in diminishing building mass.
- 7.1.4.33 Roof-top mechanical equipment should be integrated with the building design, and roof-top units and vents should be screened using materials complementary to the building, where applicable.
- 7.1.4.34 Use of architecturally detailed cornices is encouraged to define the top of the building façade. Where grade conditions permit, cornices should be coordinated with other cornices or prominent horizontal building features on adjacent buildings to provide some unity to the street. On sloping streets, some sensitivity to the orderly stepping of façades should be shown.
- 7.1.4.35 Where possible, parapets should be used to provide approximate building height continuity between adjacent buildings.
- 7.1.4.36 Coping should be of good quality material and workmanship. Some design profiling and detail should be evident and the choice of material should suit the design. Materials which distort or degrade easily should not be allowed.

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Corner Buildings

- 7.1.4.37 Where possible, major building entrances should occur at the corner.
- 7.1.4.38 The height of corner buildings can be stepped back, or other building recessions or projections can be employed to incorporate the entrance or other structures which mark these as significant locations.
- 7.1.4.39 Corner buildings could incorporate taller non-habitable structures or freestanding elements to frame and signal the importance of corner locations.
- 7.1.4.40 Corner building façades should address both street frontages with equal importance.



Corner buildings could incorporate taller non-habitable structures to signal the importance of the corner location.

- 7.2 Streetscape
- 7.2.1 General
- 7.2.1.1 An enhanced streetscape should be developed to define the street and give travelers a sense of place within the two precincts of this district.
- 7.2.1.2 Continuous sidewalks should be maintained.
- 7.2.1.3 Sidewalks should continue across driveways to indicate pedestrian priority.
- 7.2.1.4 Landscape strips that are less than 1.0 metres in width and are adjacent to a hard edge, such as a wall or curb, should be paved with feature paving material.
- 7.2.1.5 Landscape strips between 1.0 and 2.5 metres in width, which are adjacent to grassed private property, should consist of grass or other ground cover.
- 7.2.1.6 Landscape strips that are greater than 2.5 metres in width should consist of grass, ground cover and deciduous/coniferous trees, wherever possible.
- 7.2.1.7 Native tree species should be considered as often as possible.
- 7.2.1.8 Standard shade trees planted within landscape strips should be spaced as recommended below. Small trees should be used beneath hydro wires or in narrow (less than 2m) landscape strips, and planted on 10-metre intervals.
- 7.2.1.9 High branching tree species or columnar tree species may be used to allow views through to private commercial development.
- 7.2.1.10 In existing conditions, where the landscape strip in combination with available private property adjacent to the street line exceeds 2.0 metres in width, street tree planting at the street line should be considered.

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- 7.2.1.11 Trees that are planted on the street line should become the maintenance responsibility of the Town or the MTO.
- 7.2.1.12 Accent planting, in the form of small flowering trees, may be used at areas of an intersection to distinguish this specific road intersection. These plantings should be placed to ensure standard sight line clearances.
- 7.2.1.13 Where appropriate, poles with banners should be incorporated into the landscaped corners. Banners should be colourful and may display a logo for the commercial area, or announce special events.



Landscaped corner for a commercial development.

- 7.2.1.14 Annuals may be accommodated in planters aboveground.
- 7.2.1.15 Tree grates and guards will be used to protect the trees above ground.
- 7.2.1.16 Streetscape furnishings will be in accordance with standards established herein.

- 7.2.2 Street Amenities
- 7.2.2.1 For pedestrian comfort, safety and visual interest, pedestrian amenities should be provided. These pedestrian amenities include paving, lighting, street furnishings and possible future transit shelters.
- 7.2.2.2 Design detailing and scale of pedestrian amenities should be coordinated with the overall design of the streetscape
- 7.2.2.3 Feature paving should be consistent in colour and pattern of use throughout.
- 7.2.2.4 Continuous, hard surface paving treatments should be provided between sidewalks and future transit stops and shelters.
- 7.2.2.5 Pedestrian scale lighting should be provided when there is sufficient pedestrian activity to warrant.
- 7.2.2.6 Benches and waste receptacles should be provided at future transit shelters. Furnishings, such as newspaper boxes and mailboxes, should be grouped together with other site amenities.
- 7.2.2.7 Seating areas should be provided in locations adjacent to a barrier-free path of travel. Street furniture design should consider the ease of use by persons with disabilities.
- 7.2.2.8 Poured drop curbs should be provided at all street corners to ensure barrier-free accessibility.
- 7.2.3 Landscape
- 7.2.3.1 Landowners should be encouraged to provide landscape buffer or islands within parking lots on private lands.
- 7.2.3.2 Planting strips with minimum widths of 3.0 metres should be provided between the street line and parking lots.

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7.2.3.3 On sites where buildings are to be located close to the front lot line and no parking in front of the building is proposed, landscape planting will be required in order to frame the building. Alternatively, the construction of low metal and masonry fences to define the site will be considered and it should be coordinated with the overall streetscape design.



Landscape planting between building and public sidewalk.

7.2.3.4 Low fencing, combined with low shrubs, may be used along property lines to screen/protect parked vehicles, and also to provide visual interest.



Landscaped planting edge abutting a public street.

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- 7.2.3.5 Decorative fences higher than 0.9 metres, or continuous planting of tall shrubs and coniferous trees along street frontages, which obscure pedestrian views, should be discouraged.
- 7.2.3.6 Landscape treatments should be provided within medians at major access driveways in the form of high branching street trees and low shrub planting, which do not obstruct vehicular views.
- 7.2.3.7 Where a commercial property abuts a residential zone, a planting strip of 3.0 metres minimum width should be provided for vegetation, fencing, and snow storage.
- 7.2.3.8 Where commercial properties have parking lots which are adjacent to each other, a shared landscape buffer with a minimum total of 3.0 metres should be provided between lots. except where shared driveway access occurs.
- 7.2.3.9 Shrubs should cover a minimum of 50% of the planting strip.
- 7.2.3.10 Screen planting, where provided, should cover a minimum of 50% of the planting strip area and should form a continuous visual screen between properties.
- 7.2.3.11 All landscape plans should be reviewed by Town staff to ensure that the proposed landscape design is compatible with adjoining land holdings.

7.3 Access & Circulation

7.3.1 Vehicular Access and Circulation

- 7.3.1.1 Where possible, access to parking areas should consolidate access points through shared driveways to minimize disruption of the public sidewalk and to facilitate traffic movement to public roadways.
- 7.3.1.2 Access into, and circulation within, an individual site should provide safe and well defined routes.

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Access to parking areas should consolidate access points through shared driveways

- 7.3.1.3 Proper lighting, landscaping, and pedestrian amenities along the circulation routes will enhance overall site appearance, promote public safety, and encourage the use of public transit.
- 7.3.1.4 Landscaped traffic islands should be used to delineate the main drive aisles, subdivide large parking areas into smaller "courts", and improve edge conditions between the public street and adjoining properties.
- 7.3.1.5 Driveway access points should be minimized to reduce conflict with pedestrian traffic. This can be achieved through the sharing of access driveways into rear parking areas, or through the use of local street access wherever possible.

- 7.3.1.6 Use of accent planting and floral displays should be encouraged at the side of the main driveway access, providing vehicular sight lines are not impeded.
- 7.3.1.7 Pedestrian paving should continue across all driveways to indicate pedestrian priority.
- 7.3.1.8 Barrier-free accessibility should be achieved by ensuring easy access to ground level shops and public buildings to persons with disabilities, and providing poured drop curbs in sidewalks at road crossings along all local roads.
- 7.3.1.9 Poured drop curbs between road surfaces and top of sidewalk curb should provide maximum assistance to persons with disabilities.
- 7.3.1.10 Plant materials should not be an obstacle to the barrier-free path of travel.
- 7.3.1.11 The selection of paving materials for sidewalks, crosswalks, trails and walkways should consider a barrier-free surface, be pedestrian friendly, and suitable for use by persons with disabilities.
- 7.3.1.12 Where possible, paving surface should have colour and texture contrast to define walkway edges, changes in direction, building entrances, road intersections, and poured drop curbs.
- 7.3.1.13 Poured drop curbs should be provided along the edges of all parking lots and landscaped islands.

7.3.2 Pedestrian Routes

- 7.3.2.1 Direct, well-lit, and barrier-free pedestrian walkways should be provided between parking facilities and main building entrances, and between transit stops/shelters and buildings.
- 7.3.2.2 Where possible, conflict between pedestrian and vehicular crossings should be minimized.

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- 7.3.2.3 Pedestrian routes should have priority over vehicular routes where crossings occur, and should be marked accordingly.
- 7.3.2.4 Paving materials other than asphalt should be considered for pedestrian walkways, and they should be continuous across driving aisles.
- 7.3.2.5 Lighting levels along pedestrian routes should provide appropriate, continuous illumination.
- 7.3.2.6 Pedestrian-scale light fixtures should be considered either in conjunction with vehicular lighting or as freestanding elements.
- 7.3.2.7 Where appropriate, pedestrian access routes to adjacent properties should be encouraged.
- 7.3.2.8 To facilitate pedestrian gathering and access, a minimum 2.5 metre walkway and forecourt space should be provided between parking areas and main building entrance(s).
- 7.3.2.9 The minimum pedestrian walkway width should be 1.5 metres.
- 7.3.2.10 To avoid the use of precast curbs, walkways and adjacent parking spaces should have a 0.6-metre overlap to accommodate the car overhang. The walkway width shall be 0.6 metres wider.
- 7.3.2.11 Where possible, access to parking areas should consolidate access points through shared driveways to minimize disruption of the public sidewalk and to facilitate traffic movement to public roadways.
- 7.3.2.12 Access into, and circulation within, an individual site should provide safe and well-defined routes.
- 7.3.2.13 Proper lighting, landscaping, and pedestrian amenities along the circulation routes will enhance overall site appearance, promote public safety, and encourage the use of public transit in the future. Reference should be made to the relevant county or municipal documents in regards to safety.

7.3.2.14 Landscaped traffic islands should be used to delineate the main drive aisles, subdivide large parking areas into smaller "courts", and improve edge conditions between the public street and adjoining properties.

7.4 Parking & Service Areas

7.4.1 Off-Street Parking

- 7.4.1.1 Where surface parking for new development is necessary, parking lots should be dispersed around the building.
- 7.4.1.2 Large expanses of unbroken surface parking should be avoided, and landscaping should be used to define smaller areas within surface lots.
- 7.4.1.3 To allow for proper landscaping screen, it is recommended that the setback for parking areas from public streets be increased to 3.0m from 0.9m.



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- 7.4.1.4 Landscaping and landscaped traffic islands (a minimum of 3.0 metres wide) should be used to define smaller parking courts and improve conditions, particularly at the street edge and principal building facades. If a landscaped traffic island incorporates a pedestrian walkway, the width of the island should be a minimum of 4.5 metres.
- 7.4.1.5 A minimum of two 16mm calliper high branching trees should be planted in each traffic island at the end of parking stalls. Islands should be mulched to accommodate pedestrian crossing and snow storage.
- 7.4.1.6 Parking areas should not infringe on the forecourt of buildings facing the public street. A minimum 2.5 metre strip of land in front of the building face should be maintained for pedestrian circulation, paved entry courts, and landscaping.
- 7.4.1.7 Where feasible, shared parking facilities between multi-use facilities on a single site should be used to encourage optimum daily usage.
- 7.4.1.8 As part of the parking facility, a pedestrian curb ramp should be provided, where possible, within 30.0 m of the main building entrance, to allow for barrier-free access.
- 7.4.1.9 Vehicular entrances to parking lots should be located on side streets, wherever possible. The number of vehicular entrances should be kept to a minimum.
- 7.4.1.10 Control points on entrances into parking areas should be at least one car length beyond the sidewalk.
- 7.4.1.11 Sidewalks should continue through all driveways into parking areas and facilities.
- 7.4.1.12 Light standards in the parking lot should be provided both at the pedestrian level along walkways, and at higher levels for security and vehicular circulation.
- 7.4.1.13 Pedestrian walkways should be developed between parking lots and the public street. These walkways should be landscaped

and lighted to encourage convenient, safe, and frequent public use. These walkways should also be barrier-free by allowing for unobstructed views from one end to the other.

- 7.4.1.14 Designated handicapped parking spaces should be located as close as possible to barrier-free building entrances.
- 7.4.1.15 All designated handicapped parking spaces and pedestrian poured drop curbs should be clearly identified by signs or markings.
- 7.4.1.16 Parking areas adjacent to residential properties should provide landscape planting and opaque fencing to buffer the visual and acoustic impacts of the parking area.
- 7.4.1.17 Light standards in the parking lot should be provided both at the pedestrian level along walkways, and at higher levels for security and vehicular circulation.
- 7.4.1.18 Lighting for parking areas should not spill over onto adjacent residential properties.
- 7.4.1.19 New development should use full cut-off lights (lights that do not shine above the horizon), and implement lighting designs that minimize the scattering of lights into the atmosphere.
- 7.4.1.20 Parking areas which abut streets should be screened by using attractive low walls, decorative fences, planters, low shrubs, or rows of small street trees.
- 7.4.1.21 Adequate bike racks should be provided in the parking lot and/or near the building entrances.
- 7.4.2 Service and Loading Areas
- 7.4.2.1 Service (including exterior garbage storage and recycling containers) and loading areas should be located away from the primary building face, preferably in the rear or side yard of the building and integrated within the building, where possible.

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7.4.2.2 Appropriate buffering and screening of service and loading areas should be incorporated using landscaping or built screens, or a combination of both. Any building materials used to create screens should relate to those of the primary building exterior.



Landscaping and low wall to screen loading area. Scarborough

- 7.4.2.3 Adjacent properties should be considered in the treatment of service and loading areas and should be suitably buffered or screened.
- 7.4.2.4 Entrances to service areas should be coordinated with those of parking areas to reduce the number of vehicular entrances along the street.
- 7.4.2.5 Where appropriate, service area access driveways should be separate from access driveways related to the primary building face.
- 7.4.2.6 Service routes should be directed to the side or rear of buildings, avoiding interruptions across sidewalks and other pedestrian walkways which lead to primary building entrances.

7.5 Outdoor Display Area

- 7.5.1.1 Outdoor display area refers to permanent outside merchandise display area for garden nurseries, home improvement centres and fresh produce markets.
- 7.5.1.2 All inventory merchandise should be placed in the designated outdoor display area located in side and rear yards.
- 7.5.1.3 The designated open storage area should be screened from view of adjacent streets and properties.
- 7.5.1.4 Tall, opaque fences and/or walls, preferably enhanced with landscaping treatment and integrated with primary building in material and colour, should be used as the screening devices for the open storage area.
- 7.5.1.5 All merchandise for outdoor display and marketing purposes should be set back from the property line and placed within the designated outdoor display area.
- 7.5.1.6 The designated outdoor display area should be clearly defined on all sides with landscaping and/or architectural edge treatment. Landscaping edge treatment may include the combination of upgraded walls/fences, formal hedges, dense planting strips, or architecturally detailed bollards (with heavy duty chain). Architectural treatments may also include independent colonnades, upgraded wingwalls or an extension of the building façade.
- 7.5.1.7 The architectural and landscape edge treatments for the outdoor display areas should be integrated by design and also serve as a theft prevention barrier. Chain link and/or barbed wire fences should be prohibited in front yards.
- 7.5.1.8 Lighting for open storage and outdoor display areas should not spill over onto adjacent residential properties.

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7.6 Signage

- 7.6.1.1 The existing Town of Orangeville Sign By-law should be applied as a regulating legislation.
- 7.6.1.2 Street signs within the public right-of-way should consider a unified, thematic appearance that contributes to the existing character of the area.
- 7.6.1.3 Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.
- 7.6.1.4 Freestanding signs addressing private development should be consolidated for each development and located within the property line perpendicular to the street line and mounted in a landscaped setting. Sign materials should be consistent with the building design.



Freestanding sign in landscaped setting.

- 7.6.1.5 Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- 7.6.1.6 A single primary identification sign should be allowed per business frontage. Where there is a wider building frontage, an additional, smaller secondary sign may be allowed.
- 7.6.1.7 Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence.
- 7.6.1.8 Street address signs should be clearly visible from the street curb, located at grade on the principal building façade.
- 7.6.1.9 Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- 7.6.1.10 Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.
- 7.6.1.11 Directional signs should be coordinated with other signs in colour and sign materials.
- 7.6.1.12 Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- 7.6.1.13 Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.
- 7.6.1.14 Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- 7.6.1.15 Fascia signs should be sized proportional to the building façade.

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7.7 **Drive-through Facilities**

Where drive-through facilities are permitted, site layout of such a facility should have regard to the applicable Zoning By-law, the preceding design quidelines within this subsection and the following use specific guidelines:

- Ensure that the proposed drive-through facilities are compatible 7.7.1.1 with and sensitive to the adjacent land uses.
- 7712 Avoid placing drive-through facilities adjacent to residential properties. Where this cannot be achieved, the facility should be located as far away as possible from the adjacent residential properties. Separation distance should be examined on a siteby-site basis and subject to a noise impact study, if requested by the Town



Street edge condition of a drive-through facility.

- 7.7.1.3 Consider proper measures to mitigate the potential noise, odor and light pollution and privacy protection.
- 7.7.1.4 Minimize the number of vehicular access points to the site from the public street.
- 7.7.1.5 Place the access point to the stacking lane of a drive-through facility as deeply as possible into the site.
- 7.7.1.6 Access driveway on a corner lot should be located as far as possible from the adjacent intersection.
- 7.7.1.7 Place the proposed building at or near the street frontage of the site. Where possible, avoid placing stacking lanes between the building and the public street.



A corner building with drive-through at the rear.

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- 7.7.1.8 No stacking of vehicles should occur on the public street.
- 7.7.1.9 Provide pedestrian routes to connect public side walk to the building and parking areas, but not pass through a stacking lane. Use decorative paving or similar alternatives, complemented by soft landscaping, to define these connections.
- 7.7.1.10 Avoid interruptions to stacking lanes by other vehicular traffic (parking, loading and services).
- 7.7.1.11 Raised islands, or other forms of barriers such as concrete curbs, should be uses to separate stacking lanes from main parking areas and driveways. Where feasible, provide decorative paving treatments and soft landscaping.
- 7.7.1.12 Design stacking lanes to be straight, with a minimum amount of and turning movements. Escape lanes should be provided from stacking lanes.
- 7.7.1.13 Where feasible, provide outdoor seating spaces and patios adjacent to the building and close to the street.
- 7.7.1.14 Any engineering standards applicable to the drive-through facilities should be prepared by an engineering consultant or Town staff.

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8. MUNICIPAL GATEWAYS

8. MUNICIPAL GATEWAYS

8.1 Why Gateways?

To Residents: Gateways will become their front door, a place in which to take pride and a place to return home to.

To commercial businesses: Gateways will become an icon of Orangeville, places which indicate to their clients that they have arrived at their destination.

To institutions: Gateways will become part of the whole image of Orangeville.

To the Province: Gateways will be identifiable points of reference for travelers.

The objectives for the development of our Gateways:

Our Address: Help identify the boundaries of the Town as urban development spreads around it. The gateways must identify the location or district as Orangeville, essentially our address on the roadways that form the edges of our municipality.

Our Front Door: Welcome visitors and neighbours with signage to give a recognizable identity to Orangeville. Frame vistas of architectural and natural interest through this door.

Embrace Our Visitors: Our community gateways should have vegetation providing shade, year-round interest and a green environment in which our visitors and neighbours sense an urban community nested in a rural environment. Our built form at the gateways should reflect the character of our town, speaking to our natural and social heritage. We should invite our visitors to pause as they enter our Town.

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Give Directions: Our signage should be informative and sequential. For the way out of Orangeville, we must provide directions to major destinations outside Orangeville and provide them an invitation to return. At appropriate Gateways, information should be readily available to visitors, which will inform them about points of interest, events, self-guided tours, civic groups, sources of food and accommodation and other services that may be needed by the traveling public.

8.2 Gateway Hierarchy and Locations

A hierarchy of Orangeville gateways includes: Community; District and Commercial.

Community Gateways will be located to establish the entry into Orangeville from other municipalities. The gateway will be an experience encountered by travelers from the point of entry to significant commercial districts of the Town. The Community Gateway will include a significant architectural point of entry, zone provisions to encourage enhancement of the entry experience and street furnishings that express the theme of entry. Community Gateways should be located at Highway 10 and 9 intersecting with the bypass, and at the bypass and Region Road 109. The north gateway to the Town is at the intersection of Highway 10 and First Street. As well, this gateway experience could be further enhances by virtue of the contrast between the lake and the Commercial centre to the south of Highway 10.

The District Gateways will express a point of entering a commercial or residential neighbourhood. They will include: an architectural point of entry, zoning to encourage enhancement of the entry experience and street furnishings that express the theme of entry.

The Commercial Gateways will be encouraged by commercial enterprise at the driveway entry to their properties. Properties over 3 hectares should create an architectural point of entry to their properties.



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8.3 Design Criteria

Community Gateways will incorporate the following for the purpose of this Study:

- a) Structures will incorporate architectural, soft landscape or other features that emphasize the unique nature of the community;
- b) Structures will be sited at the major intersections and entrances on Highways 9 and 10, at the bypass and Region Road 109, and at Highway 10 and First Street; and,
- c) Gateways will be an information post containing the name of the Town among other elements.

District Gateways

Similar to the Community Gateways, they will act as information posts, identifying the Commercial District or Residential Neighbourhood and Town, and will reflect characteristics of these two entities. There will be design elements that are shared between the Community and District Gateways such as: letter font, colour and style.

Commercial Gateways

As its name suggests, Commercial Gateways in Orangeville are found at the entrances to commercial properties, and act as identifiers of that entity. Commercial Gateways can be found at entrances to business parks or at indivídual commercial sites. It is anticipated that the design concepts developed for the Community and District Gateways will act as the basis for the creation of specifications for Commercial Gateways at future developments. Subdivision and Commercial developers will be required to address the gateways design criteria.

Gateway development will include the following criteria for private developers, municipal government and other agencies.

	GUIDELINES		
GATEWAYS	Private Development	Municípal	Other Government Agencies
Community Gateways	 Setbacks Height Façade treatment Landscape design Vehıcular access Pedestrian access Signage Parking Walls/Fences 	 Welcome Centre Grading/landform Streetscape Street furnishings Signage Road crossings Pavement widths Walls/Fences Cycling access 	 Landmark buildings Setbacks Height Façade treatment Landscape design Signage Cycling access Parking Walls/Fences
District Gateways	 Setbacks Height Façade treatment Landscape design Vehicular access Pedestrian access Signage Parking Walls/Fences 	 Landmark Streetscape Street furnishings Signage Road crossings Pavement widths Walls/Fences Cycling access 	 Directional and information Signage Pedestrian and cycling access Setbacks Height Façade treatment Landscape design
Commercial Gateways	 Setbacks Height Façade treatment Landscape design Pedestrian access Signage Parking Walls/Fences Cycling access 	 Streetscape Street furnishings Signage Road crossings Pavement widths Cycling access 	

8.4 Community Gateways

The primary goal of the two Community Gateways is to impact the visitor with a strong sense of welcome, warmth, history, information and successful arrival at a destination. The features that are distinguished within this gateway will set the tone of the entire gateway system.

8.4.1 Highway 9 and Highway 10 Gateway Design

For the Highway 9 and Highway 10 Gateway, we have indicated a bold architectural presence reflective of some architectural details of the Town Hall. This gateway feature will be visible to the northbound traveler before the traveler sees the Town. Once through the feature, the visitor will be greeted with the vista of the town across the Credit River valley.

A vehicular lay-by will be provided beyond the entrance feature, therefore the heritage-rich characteristics that are associated with the Town, will be reflected by way of a plaza-like design, encompassing appropriately sized elements that are visible to approaching traffic. Bold use will be made of a centrally located and uniquely designed Information board parallel to the flow of traffic, incorporating recognizable features and characteristics that reflect the Gateway feature. Site furniture, by way of seating, trash receptacles, as well fencing, signage, and paving materials comprising the remainder of the gateway, will all serve to impress the visitor with the sense that the Town of Orangeville is a community oriented place of historic and cultural importance. The information on the board will direct the traveler to the nearby Information Centre and to the downtown.



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Highway 10 cascades toward the Town. A row of trees lines the west side of the highway, filtering views toward the town and open space. Bollards would separate the lanes of traffic on the median that exists. The bollards would initiate the flavour of the streetscape furnishings, bright in colour and fitting the theme established for the town.

8.4.2 County Road 109 and Riddell Road Gateway Design

The same bold architectural entrance should highlight the west entrance to the town. The location should be west of the south bound ramp to Riddell Road and the bypass for the Town. The feature will frame Broadway to the east, inviting travelers into the town. Those familiar with the bypass will make a decision at the gateway to travel south or east. The information on an information board will direct the traveler to the downtown. The landscape will include trees that will entice travelers to the east.



Country Road 109 and Riddell Road



8.4.3 Highway 10 and First Street

To enhance the north gateway and to direct visitors southbound to the downtown via First Street, construct the major feature as presented. The curving arch directs attention for southbound travelers on Highway 10. The size of the feature will embolden the vista. From this point on First Street, a sidewalk should be initiated on both sides, providing future business owners with an attractive pedestrian way. As a foreground to the gateway feature, a strong row of high branching deciduous trees should bookend a generously landscaped triangular median at the intersection of First Street and Highway 10.

8.5 District Gateways

District gateways will be included in the Broadway East neighbourhoods and should be considered in future new districts. The gateway will respect the pedestrian primarily by the construction of two masonry piers and concrete cap framing the sidewalk or pedestrian path. The right pier, as one enters a district, will include signage identifying the district in lettering that reads to the pedestrian. The piers will be large enough to create a sense of entry to the vehicular traveler. The piers will respect the construction of the Community Gateways.



Highway 10 and First Street Gateway




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9. EAST BROADWAY

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9. EAST BROADWAY

East Broadway is distinct from the CBD by its commercial types of activity. The district is automobile oriented. The streetscape and community character will recognize the qualities of the district. The colours and advertising are bold. The pedestrian activity is ample and requires enhancement of safety guidelines. The front yard landscapes of the few commercial properties that have plantings respect only the buildings they front and not the district as a whole. Many above ground utilities exist including hydro, telephone, and utility boxes. Those facilities will be difficult to disguise. It is the goal of these guidelines to integrate them.

9.1 Design Criteria

- Create a distinct commercial neighbourhood, distinguished from the nearby Town's CBD and Highway 10.
- Reduce the clutter of the street and commercial properties
- Create a pedestrian-friendly environment in the midst of the automobile related activities Create an environment that allows for vehicles and pedestrians to coexist.
- Define the street.
- Integrate utilities.
- Celebrate the bold colours of the commercial district.
- Provide information on signs within the district.



East Broadway Commercial District



Walking Along Broadway at Highway 10

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9.2 Design Concept

- Strategically plant conifers at the site "edge" to reinforce a sense of place. The trees should not obscure building frontages from the road and sight lines.
- Provide a double row of deciduous trees as a canopy for the pedestrian sidewalk on the south side of Broadway. The north side has overhead wires that would preclude the planting of large deciduous trees.
- Construct a curb feature at a point 0.5 m from the back of curb and at selected locations within the street. This will create a streetscape identity and mediate between vehicular and pedestrian experiences.
- A change in paving material indicates a pedestrian crossing and a transition into the commercial area from Highway 10.
- The Credit River crossing is celebrated through the use of trees and shrubs which aim to frame the bridge and further strengthen the idea of a gateway into the commercial district.
- At street intersections, add pedestrian style pavements at the crossings of the roads. The special paving should remind us of the CBD and be constructed for sustainability. Use impressed red pigmented coloured concrete or asphalt for colour contrast, texture and sustainability.
- Street furnishings will meet the Town standards but the colours will be an array of primary, yellow and blue in combination will be used for reflective materials and metal parts. The metal of pole skirts and benches should be blue. The curb features will have a banding of blue reflective material that will provide safe separation between vehicles and pedestrians. The colours are intended to reflect the bold colours of the commercial properties without favouring one commercial operator.

Create directories for the district indicating the locations and names of commercial buildings within the district. Locate the directories at the west boundary and near the intersection of Sherbourne and Broadway. A system of sign coding should be established and linked to the directories.

9.3 Relevant Urban Design Guidelines

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- For properties located within East Broadway and zoned Service Commercial (C3), Section 5.0 Neighbourhood Commercial urban design guidelines shall apply.
- For all other properties located within East Broadway, Section 5.0 Neighbourhood Commercial urban design guidelines shall also apply.

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9. EAST BROADWAY

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10. COMMENTS

On the Butler Interim Control By-law Study

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10. COMMENTS ON THE BUTLER INTERIM CONTROL BY-LAW STUDY

10.1 Background Information

Site Plan Applications were submitted to the Town of Orangeville in the early part of 2003 by two separate proponents of commercial proposals located at the intersection of C Line and Alder Street.

Loblaw Properties Limited, owners of lands on the north-west corner, sought planning approvals for a 2,547 square metre supermarket, with a potential expansion area of a further 1,858 square metres, a three-island gas bar, and an accessory retail pad.

The owners of the lands located on the south-west corner, Tribunal Developments Inc., applied to the Town for approval of a retail commercial centre of 3,137 square metres.

One of the main issues concerning both proposals was the introduction of "drive-through" facilities associated with the permitted commercial retail uses.

The Town of Orangeville adopted an Interim Control By-law on October 27, 2003, and directed that a study be undertaken to recommend appropriate zoning controls for the north and south-west corners ("subject lands") of C Line and Alder Street. The basis for the Study was a concern that the existing controls would permit development that was incompatible with the adjacent residential development of Montgomery Village. The Town retained The Butler Group Consultants Inc. to undertake the Study ("Butler Study").

Montgomery Village was one of the first neo-traditional developments built in Ontario, and is considered to be unique and successful, and thus is deserving of protection from adjacent uses which may result in negative impacts that would detract from its character.

The Butler Study reviewed the existing context of the proposed commercial facilities in relation to surrounding uses, with a focus on potential impacts related to the proposed commercial uses in proximity to Montgomery Village.

A total of five deficiencies with respect to the existing planning controls were denoted, being:

The compatibility issue was overlooked when the implementing by-law was passed, without including performance standards;

No size limitation was placed on supermarkets and hardware stores despite size restrictions being placed on other retail uses;

Inappropriate interface and lack of substantial built form between the Loblaw's property and the single detached houses on the west side of Thompson Road:

Standards to control the form of big box uses, such as building envelopes and maximum setbacks, were not included; and

Urban design controls were never formulated.

With the intent of rectifying these deficiencies, the Butler Study provided specific recommendations for each of the two sites. These recommendations were incorporated into site specific Official Plan and Zoning By-law Amendments which were subsequently adopted by Council on April 5th, 2004. These Amendments are known as the "Replacement Controls" and were subsequently appealed to the Ontario Municipal Board ("OMB") by both Tribunal Developments Inc. and Loblaw Properties Limited. The OMB Hearing related to this matter has been adjourned pending the completion of the Town of Orangeville Commercial Urban Design Guidelines, which is to include recommendations concerning the appropriateness of the replacement controls, and the appropriateness of applying the recommendations of the Butler Study on a town-wide basis.

It is important to recognize that since both properties involved were designated and zoned for commercial purposes at the time that Site Plan Applications were filed, there was pre-existing approvals in-place which permitted commercial retail development to occur. As a result, site plans have been approved by the Town for both properties.

The expectation is that the Replacement Controls can provide guidance and can be given consideration by both the Town and landowners for the further development of these properties.

10.1.1 C Line and Alder Street Replacement Controls

The Replacement Controls recommended by the Butler Study were incorporated into site specific Official Plan and Zoning By-law Amendments. The Replacement Controls have the following purpose:

Lands Owned by Loblaw Properties Limited (North-West Corner C Line/Alder Street)

Official Plan Amendment No. 89 was adopted to re-designate the property from "Neighbourhood Commercial" to "Neighbourhood Mixed Use" to permit a broad range of residential, commercial and mixed (residential/office) uses. Zoning By-law 36-2004 also applied specifically to Loblaw's property and implemented OPA 89 by rezoning the property to "Neighbourhood Mixed Use".

The Amendments restricted: food stores to a total gross floor area of 4,175 square metres; one or more other retail stores to a total of 377 square metres; and non-residential uses, other than ancillary offices, to locating closer than 30 metres from Thompson Road. Ancillary office uses within residential buildings with a maximum gross floor area of 92.9 square metres and a 5 pump gas bar with klosk were permitted. Drive-through facilities were specifically prohibited.

Urban design guidelines were also adopted for these lands through Official Plan Amendment 89.

The stated intention of the OPA is "to achieve greater overall land use compatibility for the area, a more appropriate gateway for the entrance to Montgomery Village, and a mix of land uses in keeping with the unique planning vision for Montgomery Village". The Amendment also recognized that notwithstanding these policies development should be allowed to proceed in the context of the site plan that was currently before the Town for approval.

Lands Owned by Tribunal Developments (South-West Corner C Line/Alder Street)

Site specific Official Plan and Zoning By-law Amendments were also applied to the lands owned by Tribunal Development. The intent of OPA 91 and Bylaw 33-2004 were to apply similar urban design guidelines for the development of the lands as on the north-west lands; restrict retail stores to a maximum of 929 square metres; and to prohibit automotive service stations and drive through facilities.

10.1.2 Butler Interim Control By-law Study Recommendations

The recommendations incorporated into the Butler Study are intended to be applied on a site-specific basis to the properties located on the north-west and south-west corners of C Line and Alder Street.

The appropriateness of these same controls being applied to other commercial sites in other areas of Orangeville is discussed below.

10.2 Recommendations

The overall intention of the Butler Study was to review the need for additional planning controls to be implemented for the properties located on the northwest and southwest corners of the intersection of C Line and Alder Street. There were concerns expressed that the existing Official Plan policies and Zoning By-law uses and standards were not sufficient to protect Montgomery Village from commercial development having the potential to create incompatibilities between uses and unacceptable impacts.

10.2.1 Appropriateness for C Line/Alder Street Area

The Replacement Controls pertaining to the two commercial properties located at C Line and Alder Street have two separate, but related, purposes. They are intended to promote land use compatibility between commercial and residential uses; and they are intended to achieve a level of design and aesthetics which support the unique planning vision for Montgomery Village.

The set of land use provisions set out in the Replacement Controls are responsive in respect to promoting land use compatibility in that they provide separation distances between residential and commercial uses, limit size of specific retail uses, and prohibit certain types of uses.

The Replacement Controls also supply a list of criteria that are intended to promote an appropriate design of these commercial facilities that will be suitable to the area's stated role as a gateway to Montgomery Village.

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The Replacement Controls are appropriate vehicles to address the stated issues and are an effective mechanism to guard against the concerns stated in the Butler Interim Control By-law Study.

The Commercial Urban Design Guidelines recommended in this Study are also an effective means in which to control the development of the subject sites. The recommendations address both technical (i.e. Zoning By-law provisions) and design related matters. Together these controls, if adhered to, would appropriately address the stated concerns related to these sites.

One aspect of the proposed development which is not felt to be appropriate however is the gas bar located on the north-west property. However, it is acknowledged that the approval for this use has previously been given. It would be recommended that any future redevelopment of the site not include this use as being permitted as-of-right.

10.2.2 Appropriateness for Application on a Town-wide Basis

The Replacement Controls include a series of land use controls and design guidelines that are intended to accomplish the specific objectives for the two sites. These objectives are, however, unique to this intersection. For this reason it is not reasonable to expect that the same Replacement Controls can be exported to other locations within the Town to bring about similar results.

While the Replacement Controls are not applicable themselves in other situations, the principles upon which they are based are important and transportable. This document has outlined a number of principles that are appropriate in commercial designations and zones within the Town, but how they are implemented within the different commercial areas are not necessarily the same. This would be the same for the specific provisions of the Replacement Controls.

The Commercial Urban Design Guideline Study provides detailed guidelines that should be considered during the review of commercial proposals. A number of these guidelines are intended to be implemented through specific tools like the Official Plan and Zoning By-law. Where these are applied the commercial proponent will be required to adhere to the specific provisions.

However, there are a number of guidelines which cannot be formally implemented in the same manner, either due to their nature or the need to review in the context of a specific property and location. For these guidelines it will be incumbent on the commercial proponent and the Town to ensure that their intent is upheld through site plan review.

The Commercial Urban Design Guidelines incorporate the same general principles of urban design that were recommended through the Butler Study, and embodied in Official Plan Amendments No. 89 and 91. The Guidelines though provide more comprehensive and detailed guidelines than was possible, and required, through the Butler Study.

The urban design guidelines incorporated in Amendments No. 89 and 91 were intended for a specific set of circumstances on two specific properties. For this reason their extended application across all commercial properties within the Town is not recommended. Rather, it is more appropriate for the Commercial Urban Design Guidelines recommended in this Study be applied to all commercial properties on a Town-wide basis

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11. IMPLEMENTATION

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11. IMPLEMENTATION

11.1 Key Stakeholders

The preceding sections of this Report have outlined the urban design concept for the future growth and development of the commercial areas of the Town of Orangeville. These have provided direction and guidance for the organization, and re-organization, of the physical environment and the establishment of aesthetic values that are intended to result in the increased vibrancy of the commercial areas.

In order to realize the intended benefits of the Commercial Urban Design Guidelines commitment from the large group of stakeholders, including the Town, local merchants, landowners, ratepayers and Ministry of Transportation is necessary. The commitments from these groups will be important throughout the long term as many of the initiatives recommended by the Urban Design Guidelines can only be accomplished over the long term.

Following is a discussion outlining the key stakeholders and their responsibilities and actions in the implementation of the Urban Design Guidelines.

Town of Orangeville

The first initiative toward implementation of Commercial Urban Design Guidelines has been already been taken by the Town through the identification of a need and the initiation of the Commercial Urban Design Guideline Study. Following the completion and acceptance of the Study the Town will begin to implement the final recommendations. The formal implementation will be initiated by the Planning Department and other Departments involved in the development review process.

As part of the implementation the Town will need to communicate the existence and intent of the Guidelines to all key stakeholders. Copies of the Guidelines should be widely distributed to all of those who will play a part, and have an interest, in their implementation.

Amendments to the relevant documents, as noted in the Commercial Urban Design Study, should be undertaken expeditiously. Other initiatives noted in

the Study (eg. parking strategy and access management study, streetscape improvement strategy) should also be undertaken as soon as possible.

Departments having a responsibility in the development approval process should review all future development applications in conjunction with the Design Guidelines to ensure that they meet the intended outcomes and achieve the desired objectives.

Council should review the Commercial Urban Design Guidelines on an annual basis when undertaking the budget to ensure that projects and matters which are under the control of the Municipality are identified and included in the capital works program for that year, if feasible. It is important for the Municipality to take part in implementing the Guidelines as public initiatives often are necessary to "kick-start" private investment.

Business Improvement Association/Chamber of Commerce

These groups comprise the majority of business and land owners within the commercial areas of the Town, and are therefore key stakeholders. Not only should they receive copies of the Guidelines, the Town may also wish to meet with each group to discuss the intended outcomes of the Design Guidelines, and how they can work together to accomplish the objectives of the Guidelines.

Heritage Orangeville

This is also an important local group as they have as an objective the preservation and improvement of the historical areas within the Town, which include downtown commercial areas. Town Staff should discuss the Urban Design Guidelines and their intended outcomes in specific reference to the historical areas of Orangeville to ensure that their actions are coordinated with those of the Municipality.

Developers/Land Owners/Business People

These groups are critical in terms of the overall support for, and implementation of, the Urban Design Guidelines. The actions of these groups will determine in large part whether the Guidelines are accepted and implemented successfully or not. The Town should provide copies of the Guidelines to these groups and discuss with them how their implementation can be positive to their private objectives. An understanding and

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appreciation of the desired outcomes is one of the most important components leading to successful implementation and achievement of the ultimate objectives.

Ministry of Transportation

Addressing the needs of the gateways has been an important consideration of the Commercial Urban Design Guidelines Study. As the most visible gateway is located along the Highway #10 corridor between Highways #9 and Broadway, the inclusion and participation of the Ministry of Transportation is crucial in realizing the objectives for this gateway. A meeting to discuss and review the Guidelines as they apply to the Highway #10 corridor is necessary in order for the Ministry to understand the Town's objectives.

Others

The involvement of other groups such as Town residents, the Orangeville Railway Development Corporation and others will also be important groups in the support and implementation of the Design Guidelines.

11.2 Recommended Initiatives

The primary tools which will be utilized to implement the urban design guidelines are the Official Plan, Zoning By-law, Downtown Orangeville Heritage District Guidelines, Sign By-law and the Procedural Manuals for Site Plan and Subdivision Applications.

It is recommended that the Urban Design Guidelines be adopted as a stand alone document by the Council for the Town, so therefore the amendments being proposed to the Official Plan are relatively minor in nature and are intended to reinforce the Guidelines.

The key advantages of a stand alone policy implementing the Urban Design Guidelines, as opposed to being approved through a formal amendment to the Official Plan, are flexibility and ease to amend the document. From time to time instances will undoubtedly arise of a site-specific nature that will not have been contemplated by the Design Guidelines. In these instances it will be important for the Town to have the flexibility to adapt to these circumstances. Were the Urban Design Guidelines to be adopted via an Amendment to the Official Plan, this flexibility would not be available. In addition, as times and circumstances change, Council will wish to re-visit the Guidelines to ensure that they are still applicable to the changing environment. When changes are deemed necessary, they can be made much more expeditiously if an Amendment procedure is not necessary.

The downside to not incorporating the Guidelines directly into the Official Plan is the ability for them to be set them aside and not implemented. This could be done on a site specific basis or in all situations if the Town felt that the Guidelines were not achieving the objectives, or if they were creating issues with the development industry. While this is a possibility, it is anticipated that the likelihood of this occurring is remote given the expressed desire amongst Council, Town Staff and Stakeholders that Urban Design Guidelines are necessary and desirable. In addition, if the above noted problems arose revisions could be undertaken quickly to meet the needs of the Town.

A number of changes are proposed for the Town's Zoning By-law. These changes mostly involve adding new provisions rather than amending existing ones. The additions arise given the Town's deficiency in having such Design Guidelines previously and therefore had no specific zoning provisions to provide for their implementation.

There are additions being recommended to the Town's Sign By-law. These additions are related more to function and aesthetics as opposed to technical which the current Sign By-law addresses adequately.

The proposed revisions related to the *Site Plan Approval Procedures and Design Guidelines* are relatively minor and are intended to promote consistency between the various implementation documents of the Town. A recommendation has been incorporated for the Town's consideration to update the document to have a specific section related to commercial zones/properties much like what is currently in place for industrial uses.

The remaining documents appear to be appropriate and no amendments or revisions are recommended as they are general in nature and support the Urban Design Guidelines being recommended.

The changes which are felt necessary to each of the implementation tools are outlined below under each commercial category (except for those related to the Neighbourhood Mixed Use designation which was reviewed in a

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previous Section to this Report). In many cases there is overlap between the recommended changes. These similarities are due to the fact that strategies are applicable and effective across a number of circumstances. **11.2.1** Central Business District

Official Plan Policies

New policies should include:

- (i) A policy that will require that all new commercial proposals provide detailed site plan information as required by Section 41 of the Planning Act, prior to Council's approval of any proposed Zoning By-law Amendment, to ensure that the proposal will properly reflect Council's policies and guidelines concerning urban design objectives for commercial uses within the Town of Orangeville. (Section E2.3.9)
- (ii) A policy that will acknowledge that in order to assist with the access to the commercial properties within the Central Business District it is the objective to limit the number of accesses to properties so designated directly from Broadway. (E2.3.10)
- (iii) A policy which would encourage the limitation of the number of accesses to properties from secondary streets through combining driveways for different properties wherever possible and feasible.(Section E2.3.11)
- (iV) A policy to encourage, where a new or infill development is to be constructed adjacent to a building of architectural or historical significance, consideration with regard to built form, scale, detailing, colour, and materials should be given to ensure harmony with the features of existing buildings. (E2.4.8)
- (V) A policy to direct that the Commercial Urban Design Guidelines referred to in Section E2.9 should be used in conjunction with the Downtown Orangeville Conservation District Guidelines to upkeep the integrity of the existing heritage resources with respect to any alteration of existing heritage buildings or new conservation within the District. (E2.4.9)

(Vi) Replace Sections E2.9.1 and E2.9.2 with a policy which states that Council has recently undertaken and approved a Commercial Urban Design Study which resulted in the approval of urban design guidelines for commercial areas within the Town of Orangeville. The policy should also refer to how it is Council's intent that every new commercial development, and every existing commercial property to be expanded, renovated or redeveloped for commercial purposes, assist in the implementation of the guidelines and be consistent with the guidelines to the greatest extent possible. The policy should also indicate that it is Council's intent that the effectiveness of the implementation of the policies be reviewed periodically and that the guidelines be updated and/or revised as necessary to ensure that they continue to accomplish the current design objectives of the Town. (Sections E.2.9.1 and E2 9.2).

Zoning By-law Regulations

- (i) Introduce "canopies" as an accessory use to be permitted to encroach in all yards. (Section 5.2 2C)
- (ii) Introduce a minimum height requirement for awnings and canopies of 2.4 metres. (Section 5.2 2C)
- (iii) Introduce a minimum depth for awnings and canopies of 1 metre. (Section 5.2 2C)
- (iv) Introduce a maximum height limitation for structures, plantings and other decorative features located within sight triangles of 0.9 metres. (Section 5.4)
- Introduce new provisions to require loading spaces to be located only in side and rear yards. (Section 5.16 3)
- (VI) Introduce new provision to restrict lot access from Broadway where access from another street is possible. (5.17 4)
- (Vii) Introduce new provision to permit parking areas to locate only within rear yards. (Section 5.17 7 d)
- (VIII) Introduce new Section 5.32 that will require, notwithstanding any other provision of the By-law, to require garbage storage areas to

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be located only in interior side and rear yards, and be screened from public view by the use of a privacy fence and/or planting strip. (Section 5.32)

- (ix) Introduce a maximum front yard and exterior side yard setback of 0 metres, or the average setback of the buildings abutting on both sides, whichever is the greater. (Section 13A.2)
- (X) Introduce minimum building height of 12 metres (three storeys). (Section 13A.2)
- (XI) Introduce new provisions requiring that planting strips be provided between the street line and parking area and that the planting strip be a minimum width of 3.0 metres. (Section 13A.2)
- (XII) Introduce new provision requiring that a planting strip of 3.0 metres be provided between any commercial use and an abutting residential use. (Section 13A.2)

Sign By-law

The Sign By-law should be amended to add a new 5.1 (f) Central Business District section as follows:

Notwithstanding anything in this By-law to the contrary, the following shall apply to all properties zoned CBD:

- Signage should form part of the overall design of commercial buildings.
- (ii) Design, materials and colours should reflect building scale and complement the building façade.
- (iii) Back-lit signs are not permitted in the Central Business District zone.

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Site Plan Approval Procedures and Design Guidelines ("Procedural Manual")

The Site Plan Procedural Manual should be amended so as to:

- (i) Refer to commercial areas in a separate section than that of other uses as is Industrial currently. This will necessitate the consolidation of information currently in the Procedures Manual but will increase the readability and understanding for the reader.
- (ii) The Town of Orangeville Commercial Urban Design Guidelines should be referred to in the Site Plan Procedure Manual so that proponents are knowledgeable as to the expectations of the Municipality with respect to commercial developments.
- (iii) Ensure that, as a minimum, all information referred to in the Commercial Urban Design Guidelines is required to be included on one or more of the plans to be submitted. This would include information with respect to location of all buildings; signs; planting strips; driveway accesses, parking areas and on-site traffic aisles; drive-through facilities, setbacks; etc..
- (iv) Add a reference that landscape screening in the form of planting strips and/or fences should also be provided between commercial and residential uses to reduce impacts. (Section 6.3)
- (V) Revise the reference to the width of buffer strips in accordance with the Commercial Urban Design Guidelines. (Section 9.7)

Subdivision Procedures Manual

No changes are required to the Subdivision Procedures Manual.

Downtown Orangeville Heritage Conservation District Guidelines

No changes are required to the Heritage Conservation District Guidelines.

11.2.2 Restricted Commercial Residential

Official Plan Policies

- (i) A policy to encourage, where a new or infill development is to be constructed adjacent to a building of architectural or historical significance, consideration with regard to built form, scale, detailing, colour, and materials should be given to ensure harmony with the features of existing buildings. (E2.8.4)
- (ii) The amendments proposed under the Commercial Business District Section above are sufficient to address the needs of the Restricted Commercial Residential area.

Zoning By-law Regulations

- Introduce a definition of "Planting Strip" that includes its purpose of being a landscaping feature used to assist in providing buffering for properties, and shall be required to consist of a minimum of 50 % shrubs. (Section 2.0)
- (ii) Introduce "canopies" as an accessory use to be permitted to encroach in all yards. (Section 5.2 2C)
- (iii) Introduce a minimum height requirement for awnings and canopies of 2.4 metres. (Section 5.2 2C)
- (iv) Introduce a minimum depth for awnings and canopies of 1 metre. (Section 5.2 2C)
- Introduce a maximum height limitation for structures, plantings and other decorative features located within sight triangles of 0.9 metres. (Section 5.4)
- (VI) Add ability to construct fence with a maximum height of 1.0 metres within a "front" and "exterior" side yard. (Section 5.11)
- (vii) Introduce new provisions to require loading spaces to be located only in "rear" yards. (Section 5.16.3)

- (Viii) Introduce new provision to permit parking areas for a commercial use to locate only within "rear yards", with the exception of any required handicapped spaces which may be permitted in front and exterior side yards. (Section 5.17 7 d)
- (iX) Introduce new Section 5.32 that will require, notwithstanding any other provision of the By-law, to require garbage storage areas to be located only in interior side and rear yards, and be screened from public view by the use of a privacy fence and/or planting strip. (Section 5.32)
- (X) Introduce new provisions requiring that planting strips be provided between the street line and parking area and that the planting strip be a minimum width of 3.0 metres. (Section 18.2)
- (XI) Introduce new provision requiring that a planting strip of 3.0 metres be provided between any commercial use and an abutting residential use. (Section 18.2)

Sign By-law

The Sign By-law should be amended to add the following to 5.1 (e) Restricted Commercial Residential section as follows:

Notwithstanding anything in this By-law to the contrary, the following shall apply to all properties zoned Restricted Commercial Residential:

- (i) Signage should form part of the overall design of commercial buildings.
- (ii) Design, materials and colours should reflect building scale and complement the building façade.

Site Plan Approval Procedures and Design Guidelines

The amendments to the Site Plan Approval Procedures and Design Guidelines noted in the previous Section are appropriate for this area.

Subdivision Procedures Manual

No changes are required to the Subdivision Procedures Manual.

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Downtown Orangeville Heritage Conservation District Guidelines

No changes are required to the Heritage Conservation District Guidelines.

11.2.3 Neighbourhood Commercial

Official Plan Policies

- (i) Delete Policies E2.6.5 and E2.6.7
- (ii) The amendments proposed under the Commercial Business District Section above are sufficient, in addition to the above, to address the needs of the Neighbourhood Commercial area.

Zoning By-law Regulations

- (i) Introduce definition of "Building Frontage". (Section 2.0)
- (ii) Introduce "canopies" as an accessory use to be permitted to encroach in all yards. (Section 5.2 2C)
- (iii) Introduce a minimum height requirement for awnings and canopies of 2.4 metres. (Section 5.2 2C)
- (iv) Introduce a minimum depth for awnings and canopies of 1.0 metre. (Section 5.2 2C)
- (V) Introduce a maximum height limitation for structures, plantings and other decorative features located within sight triangles of 0.9 metres. (Section 5.4)
- (VI) Add ability to construct fence with a maximum height of 0.9 metres within a front and exterior side yard". (Section 5.11)
- (VII) Introduce new provisions to require loading spaces to be located only in interior side and rear yards. (Section 5.16.3)

- (Viii) Increase setback of an uncovered parking area from a street line from 0.9 metres to 3.0 metres. (Section 5.17 7 a)
- (ix) Introduce new provision to require a 3.0 metre planting strip be located along the property lines adjacent to all properties zoned and/or used for residential properties. (Section 5.17 7 e)
- (X) Introduce new Section 5.32 that will require, notwithstanding any other provision of the By-law, to require garbage storage areas to be located only in interior side and rear yards, and be screened from public view by the use of a privacy fence and/or planting strip. (Section 5.32)
- (Xi) Introduce "Drive-through Facilities" as a permitted use. (Section 15.1)
- (XII) Introduce a maximum front yard and maximum exterior side yard setback limit of 22.5 metres. (Section 15.2)
- (xiii) Introduce a new minimum front yard depth of 3.5 metres. (Section 15.2)
- (XiV) Introduce specific regulations for "automobile service stations" as per Section 16.3. (Section 15.2)
- (XV) Introduce new provision to require the building frontage to be a percentage of the front yard width in relationship to the distance that the building is setback from the front lot line. (Section 15.2)
- (XVI) Introduce a minimum fenestration requirement of 30% for building faces fronting onto streets. (Section 15.2)
- (Xii) Introduce new provision requiring that all parking areas be setback a minimum distance of 3.0 metres from a street line. (Section 15.2)
- (Xiii) Introduce new provisions requiring that planting strips be provided along all front and exterior side yard lot lines, and that the planting strip be a minimum width of 3.0 metres. (Section 15.2)

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- (XiV) Introduce new provision to require that parking areas be setback a minimum distance of 2.5 metres from the main building(s). (Section 15.2)
- (XV) Introduce new provision to require the minimum width of any walkway to 1.5 metres. (Section 15.2)
- (XVI) Introduce new provisions related to Drive Through facilities to restrict their location to a specific minimum distance from residential zones/uses; require buffering through planting strips. (Section 15.2)

Sign By-law

The Sign By-law should be amended to add a new 5.1 (g) Neighbourhood Commercial section as follows:

Notwithstanding anything in this By-law to the contrary, the following shall apply to all properties zoned Neighbourhood Commercial:

- (i) Street signs within the public right-of-way should consider a unified, thematic appearance that contributes to the existing character of the area.
- (ii) Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.
- (iii) Freestanding signs addressing private development should be consolidated for each development and located within the property line perpendicular to the street frontage and mounted in a landscaped setting. Sign materials should be consistent with the building design.
- (iv) Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- (v) A single primary identification sign should be allowed per business frontage. Where there is a wider building frontage, an additional, smaller secondary sign may be allowed.

- (vi) Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence.
- (vii) Street address signs should be clearly visible from the street curb, located at grade on the principal building façade.
- (viii) Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- (ix) Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.
- (x) Directional signs should be coordinated with other signs in colour and sign materials.
- (xi) Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- (xii) Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.
- (xiii) Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- (xiv) Fascia signs should be sized proportional to the building façade.

Site Plan Approval Procedures and Design Guidelines:

The amendments to the Site Plan Approval Procedures and Design Guidelines noted in Section 11.2.1 are appropriate for this area.

Subdivision Procedures Manual:

No changes are required to the Subdivision Procedures Manual.

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Downtown Orangeville Heritage Conservation District Guidelines:

No changes are required to the Heritage Conservation District Guidelines.

11.2.4 General Commercial

Official Plan Policies

The amendments proposed under the Central Business District Section above are sufficient to address the needs of the General Commercial area.

Zoning By-law Regulations

- (i) Introduce a definition of "Outdoor Display Area" which would permit display of merchandise on a property external to the main building on a continuous basis. (Section 2.0)
- (ii) Introduce "canopies" as an accessory use to be permitted to encroach in all yards. (Section 5.2 2C)
- (iii) Introduce a minimum height requirement for awnings and canopies of 2.4 metres. (Section 5.2 2C)
- (iv) Introduce a minimum depth for awnings and canopies of 1 metre. (Section 5.2 2C)
- (V) Introduce a maximum height limitation for structures, plantings and other decorative features located within sight triangles of 0.9 metres. (Section 5.4)
- (VI) Add ability to construct fence with a maximum height of 0.9 metres within an exterior side yard". (Section 5.11)
- (VII) Introduce new provisions to require loading spaces to be located only in interior side and rear yards. (Section 5.16 3)
- (VIII) Increase setback of a uncovered parking area from a street line from 0.9 metres to 3.0 metres (Section 5.17 7 a)

- (ix) Introduce new Section 5.32 that will require, notwithstanding any other provision of the By-law, to require garbage storage areas to be located only in interior side and rear yards, and be screened from public view by the use of a privacy fence and/or planting strip. (Section 5.32)
- (X) Introduce new Section 5.33 that will provide provisions for "Outdoor Display Area" to require that they be setback as per the requirements of the zone in which they are located and require that they be protected from public view through privacy fences and/or planting strips. (Section 5.33)
- (XI) Introduce "Outdoor Display Area" as a permitted use. (Section 14.1)
- (Xii) Introduce "Drive-through Facilities" as a permitted use. (Section 14.1)
- (Xiii) Reduce minimum front yard setback requirement from 6.0 metres to 3.5 metres. (Section 14.2)
- (XiV) Introduce new provision requiring that all parking areas be setback a minimum distance of 3.0 metres from a street line. (Section 14.2)
- (XV) Introduce new provisions requiring that planting strips be provided along all front and exterior side yard lot lines and that the planting strip be of a minimum width of 3 metres. (Section 14.2)
- (XVI) Introduce new provision to require that parking areas be setback a minimum distance of 3.0 metres from a main building. (Section 14.2)
- (XVII) Introduce new provision to require the minimum width of any walkway to 1.5 metres. (Section 14.2)
- (XVIII) Introduce new set of provisions related to Drive Through facilities to restrict their location a minimum distance from residential zones/uses; require buffering through planting strips. (Section 14.2)

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Sign By-law:

The Sign By-law should be amended to add a new 5.1 (h) General Commercial section as follows:

Notwithstanding anything in this By-law to the contrary, the following shall apply to all properties zoned General Commercial:

- (i) Signage should be incorporated into the building design; Design of stand alone signage should tie in with the overall theme of the development.
- (ii) Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.
- (iii) Freestanding signs addressing private development should be located within the property line perpendicular to the street line and mounted in a landscaped setting. Sign materials should be consistent with the building design.
- (iv) Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- (v) A single primary identification sign should be allowed per business frontage. Where there is a wider building frontage, an additional, smaller secondary sign may be allowed.
- (vi) Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence.
- (vii) Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- (viii) Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.

- (ix) Directional signs should be coordinated with other signs in colour and sign materials.
- (x) Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- (xi) Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.
- (xii) Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- (xiii) Fascia signs should be sized proportional to the building façade.

Site Plan Approval Procedures and Design Guidelines;

The amendments to the Site Plan Approval Procedures and Design Guidelines noted above are appropriate for this area.

Subdivision Procedures Manual:

No changes are required to the Subdivision Procedures Manual.

Downtown Orangeville Heritage Conservation District Guidelines:

No changes are required to the Heritage Conservation District Guidelines.

11.2.5 Service Commercial

Official Plan Policies

- Revise Policy E2.7.2 to remove reference to "Automobile Dealership", "Used Car Lots", "Automobile Parking Depots", and "Public Garages"
- (ii) Revise Policy E2.7.4 to add: "Automotive uses such as "automobile Dealership", "Used Car Lots", "Automobile Parking Depots", and "Public Garages" are also not permitted in areas designated "Service Commercial" "Automobile Service Stations" however, are a permitted use".

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- (iii) Revise Policy E2.7.4 to add "It is anticipated that over-time proposals for specific zoning by-faw amendments and redevelopment proposals will be made in accordance with the above policy so as to have the effect of relocating those automotive and automobile related uses to more appropriate areas".
- (iv) The amendments proposed under the Commercial Business District Section above are sufficient to address the needs of the Service Commercial area.

Zoning By-law Regulations

- Introduce a definition of "Outdoor Display Area" which would permit display of merchandise on a property external to the main building on a continuous basis. (Section 2.0)
- (ii) Introduce "canopies" as an accessory use to be permitted to encroach in all yards. (Section 5.2 2C)
- (iii) Introduce a minimum height requirement for awnings and canopies of 2.4 metres. (Section 5.2 2C)
- (iv) Introduce a minimum depth for awnings and canopies of 1 metre. (Section 5.2 2C)
- (V) Introduce a maximum height limitation for structures, plantings and other decorative features located within sight triangles of 0.9 metres. (Section 5.4)
- (VI) Add ability to construct fence with a maximum height of 0.9 metres within an exterior side yard". (Section 5.11)
- (VII) Introduce new provisions to require loading spaces to be located only in interior side and rear yards. (Section 5.16.3)
- (Viii) Increase setback of a uncovered parking area from a street line from 0.9 metres to 3.0 metres (Section 5.17 7 a)

- (ix) Introduce new Section 5.32 that will require, notwithstanding any other provision of the By-law, to require garbage storage areas to be located only in interior side and rear yards, and be screened from public view by the use of a privacy fence and/or planting strip. (Section 5.32)
- (X) Introduce new Section 5.33 that will provide provisions for "Outdoor Display Areas" to require that they be setback as per the requirements of the zone in which they are located and require that they be protected from public view through privacy fences and/or planting strips. (Section 5.33)
- (Xi) Introduce "Drive-through Facilities" as a permitted use. (Section 16.1)
- (XII) Introduce "Outdoor Display Area" as a permitted use. (Section 16.1)
- (Xiii) Introduce "Automobile Service Station" as a permitted use. (Section 16.1)
- (XiV) Remove "Automotive Use", "Vehicle Storage Facility", and "Farm Implement Sales and Service Establishment" from the list of permitted uses (Section 16.1)
- (XV) Reduce minimum front yard setback requirement from 6.0 metres to 3.5 metres. (Section 16.2)
- (XVI) Introduce new provision requiring that all parking areas be setback a minimum distance of 3.0 metres from a street line. (Section 16.2)
- (XVII) Introduce new provisions requiring that planting strips be provided between the street line and parking area and that the planting strip be a minimum width of 3.0 metres. (Section 16.2)
- (XVIII) Introduce new provision requiring that a planting strip of 3.0 metres be provided between any commercial use and an abutting residential use. (Section 16.2)

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- (XIX) Introduce new provision to require that parking areas be setback a minimum distance of 2.5 metres from a main building. (Section 16.2)
- (XX) Introduce new provision to require the minimum width of any walkway to 1.5 metres. (Section 16.2)
- (XXI) Introduce new set of provisions related to Drive Through facilities to restrict their location a minimum distance from residential zones uses; require buffering through planting strips. (Section 16.2)

Sign By-law

The Sign By-taw should be amended to add a new 5.1 (i) Service Commercial section to apply restrictions to all commercial zones as follows:

- Street signs within the public right-of-way should consider a unified, thematic appearance that contributes to the existing character of the area.
- (ii) Signs marking the gateways should reinforce a sense of arrival to the commercial area. Gateway sign designs and locations should be clearly visible and relate to both the scale of vehicles and pedestrians.
- (iii) Freestanding signs addressing private development should be consolidated for each development and located within the property line perpendicular to the street line and mounted in a landscaped setting. Sign materials should be consistent with the building design.
- (iv) Building identification signs should be incorporated as an integral, coordinated element of the principal building façade and should be compatible with the building design in scale, colour, and materials.
- (v) A single primary identification sign should be allowed per business frontage. Where there is a wider building frontage, an additional, smaller secondary sign may be allowed.
- (vi) Multiple tenant retail developments should encourage a thematic sign design to contribute to a unified building presence.

- (vii) Street address signs should be clearly visible from the street curb, located at grade on the principal building façade.
- (viii) Building entrance canopies and window awnings may incorporate signs to enhance building character and identification. Awnings on multiple tenant buildings should be coordinated on all exterior elevations.
- (ix) Encourage directional signage to provide information including entrance/exit locations, pick-up areas, handicapped parking areas, and loading areas.
- (x) Directional signs should be coordinated with other signs in colour and sign materials.
- (xi) Sign location should not compromise pedestrian and vehicular sight lines in order to ensure the safety of movement.
- (xii) Mobile signs should be discouraged, except where permitted by the Town's Sign By-law.
- (xiii) Building signs and ground/pylon signs should be designed with one predominant lettering style (appropriate to the business involved), with dark lettering on a light background recommended.
- (xiv) Fascia signs should be sized proportional to the building façade.

Site Plan Approval Procedures and Design Guidelines

The amendments to the Site Plan Approval Procedures and Design Guidelines noted in Section 11.2.1 are appropriate for this area.

Subdivision Procedures Manual

No changes are required to the Subdivision Procedures Manual.

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Downtown Orangeville Heritage Conservation District Guidelines:

No changes are required to the Heritage Conservation District Guidelines

11.2.6 All Commercial Areas

Other Implementation Tools:

To properly direct, regulate and enforce the intended outcomes of the Orangeville Commercial Urban Design Guidelines the Town may also wish to consider adopting standards specific to such matters as fencing, lighting and noise. While these matters are included in other documents, it is recommended that specific standards be developed, consistent with the above noted Urban Design Guidelines, for commercial properties within the Town. These standards should be incorporated into a package of materials provided to landowners and developers who are considering development, re-development or renovations to commercial properties within the Town.

In addition, other studies/strategies have been referred to in the Commercial Urban Design Guideline Study as being desirable. These include a Parking Strategy and Access Management Study, a Streetscape Improvement Strategy and engineering standards for drive-through facilities. Throughout the course of undertaking the Study, and in particular during the Stakeholders Meeting and the Public Open House, the Study Team heard comments regarding these issues. The identification and evaluation of these issues are however outside the scope of this Study. The Town may wish to consider undertaking an evaluation of these matters to identify if, and the extent to which, they are issues which require addressing.

11.3 Financial Considerations/Priorities

The recommendations of the Commercial Urban Design Guidelines include a number which involve improvements to public lands. Some of these relate to street tree planting, paving, street furniture, light standards, etc.

In implementing the Guidelines, Council, with the assistance of Staff, should determine a list of priorities for these public improvements. This list of priorities can then be utilized in the preparation of a multi-year capital forecast. The multi-year forecast can then be reviewed and monies set aside for specific projects on an annual basis during the consideration of the annual Municipal budget.

Local organizations such as the Business improvement Association and Chamber of Commerce may be able to undertake specific projects called for by the Design Guidelines within their annual expenditures. The Town should discuss this possibility with these groups to determine if this is possible.

From time to time upper tier governments make funds available through specific programs for the purposes of improving urban areas, whether for aesthetic or infrastructure purposes. Town Staff should monitor such programs to determine if projects incorporated in the Commercial Urban Design Guidelines can be considered for any of these programs.

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