



# East and West Broadway Corridor Study

Draft Vision and Land Use Framework





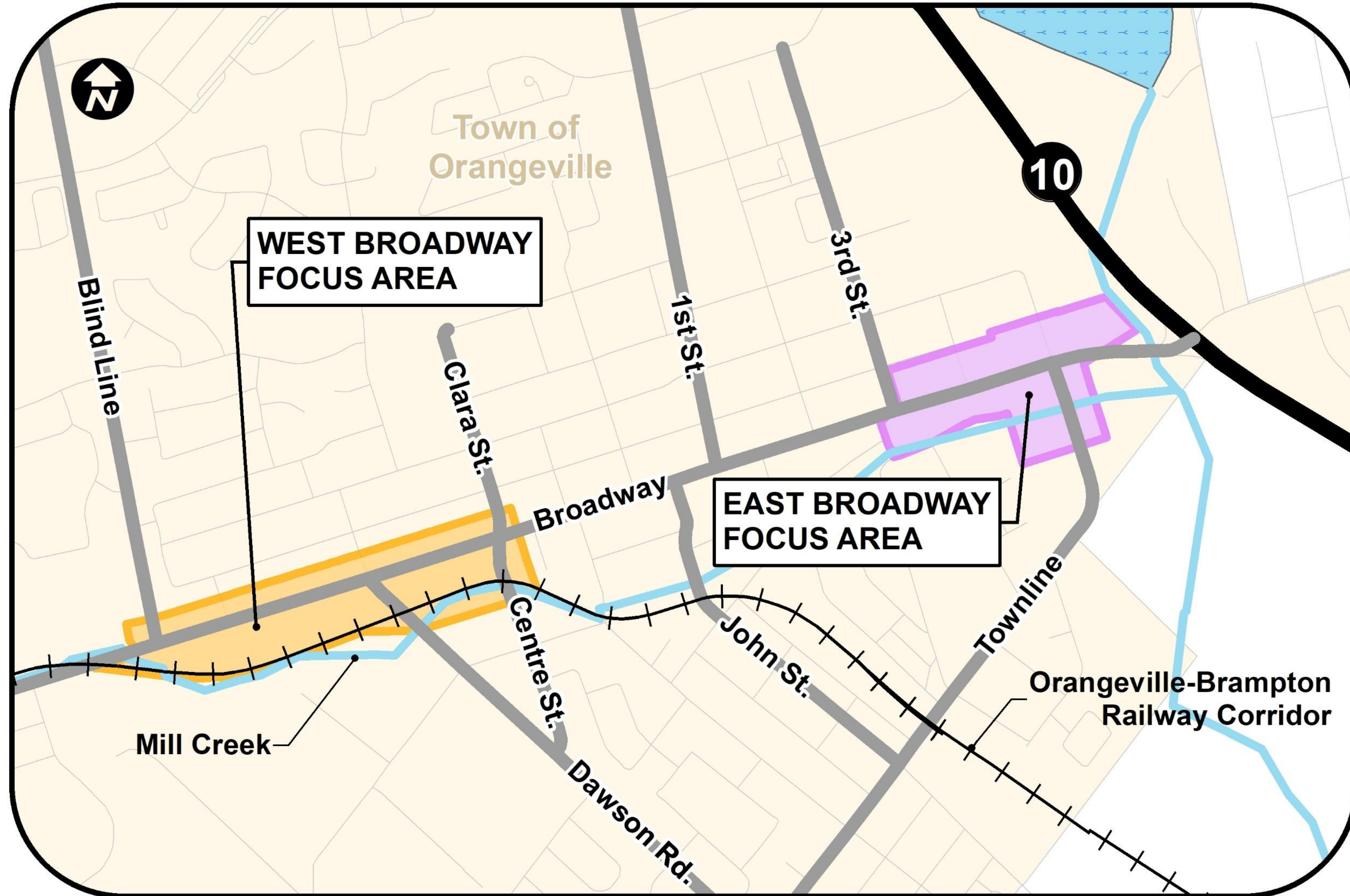
# Agenda

1. Background
2. Vision for the Study Areas
3. Land Use and Built Form Framework
4. Streetscape Plans
5. Implementation

# Background



# Study Area



# Purpose and Scope

## Purpose:

1. Evaluate the sections of Broadway to the east and west of Downtown
2. Establish a vision, land use and public realm plan which:
  - accommodates growth
  - facilitates the creation of a vibrant, accessible and sustainable corridor,
  - creates a character for the area that is distinct from Downtown, but builds upon its current character and heritage.

## Scope:

### Project Initiation

- Kick-Off
- Public Consultation Planning
- Data Collection and review
- Public Engagement – Online Survey
- Background Report

Nov 2024 to March 2025

### Development Vision and Planning Study

- Draft vision and Land Use Framework
- Transportation & Parking Analysis
- Infrastructure Plan
- Urban Design Visioning and Principles
- Fiscal Impact Analysis
- Public Engagement – Stakeholder Interviews and Open House
- Finalize Draft Report and Present Development Vision and Planning Study to Council

May to Now

### Implementation

- Draft Design Guidelines and Streetscape Plans
- Draft Planning Instruments
- Finalize all implementation Tool & Present to Council

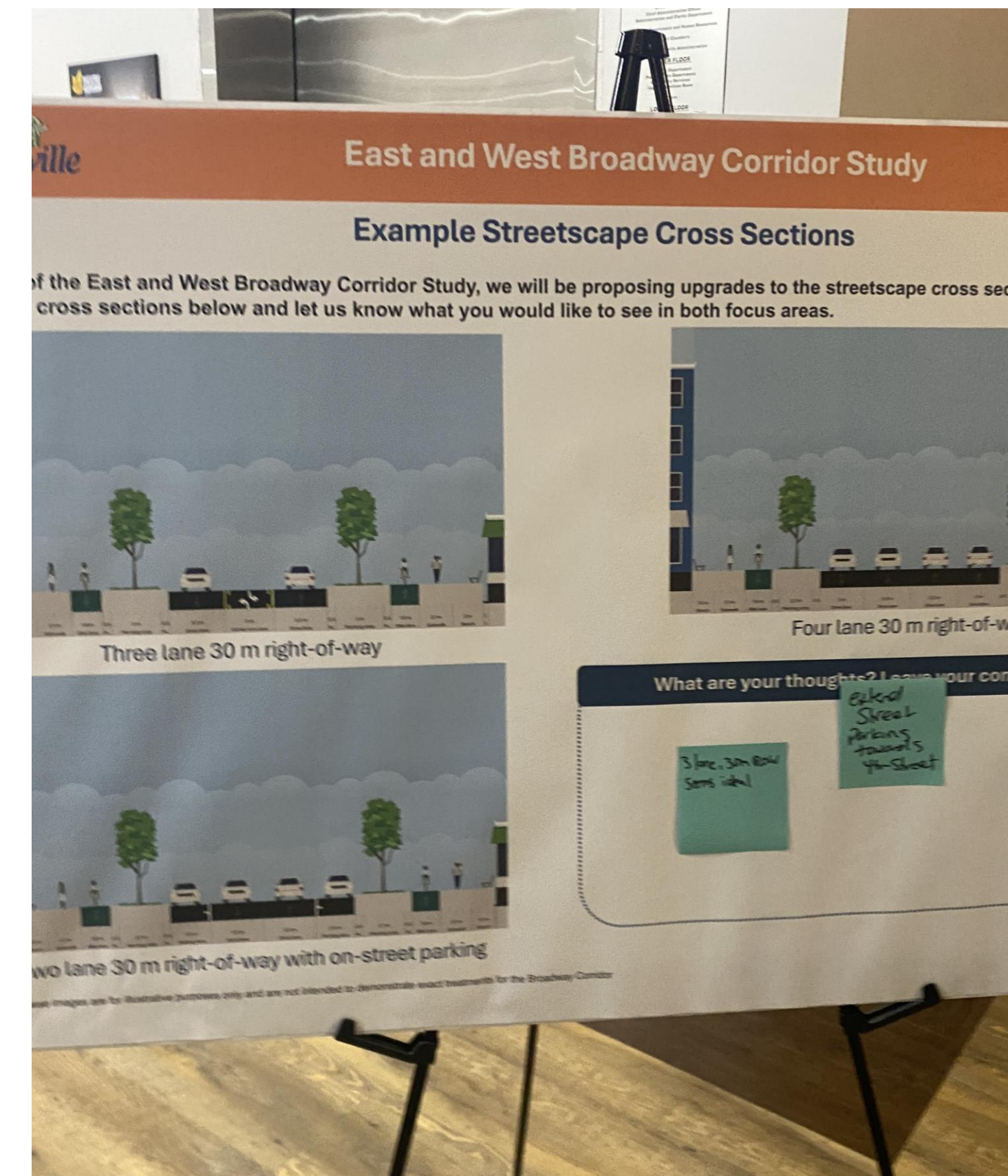
April 2026

# Engagement Summary

- Questionnaire in Q1 2025 – 120 response received
- Council Presentation – Spring 2025
- Three Focus Groups held in Spring/Summer 2025:
  - OP Review Committee
  - Economic Development Committee
  - Developers, Consultants, Landowners and BIA
- Open House - June 2025

## Common themes:

improve safety of roads, increase opportunities for alternative modes of transportation, improve feel of street, ensure high level of design, building heights generally well received and need to avoid blocky development.



# Vision



# Structure Draft Vision and Land Use Framework

Vision – What we want these areas to look like/how we want to grow

## Private Realm Considerations:

- Land Use Recommendations – setbacks, building heights, permitted uses, parking rates
- Urban Design Recommendations – massing, entrance locations, etc.

## Public Realm Considerations

- Infrastructure Needs
- Streetscape Improvements



# Two Visions For Two Different Areas

Vision Statement is used to guide land use planning and streetscape recommendations.

Based on:

- Background information
- Public and stakeholder feedback to date
- Environmental and development constraints
- Provincial Policy and Legislation

Context:

- East Broadway plays an important role bringing people into the Town from Highway 10
- West Broadway is primarily residential, with access to the Orangeville Transit Hub and future multi-use trail along the former rail line



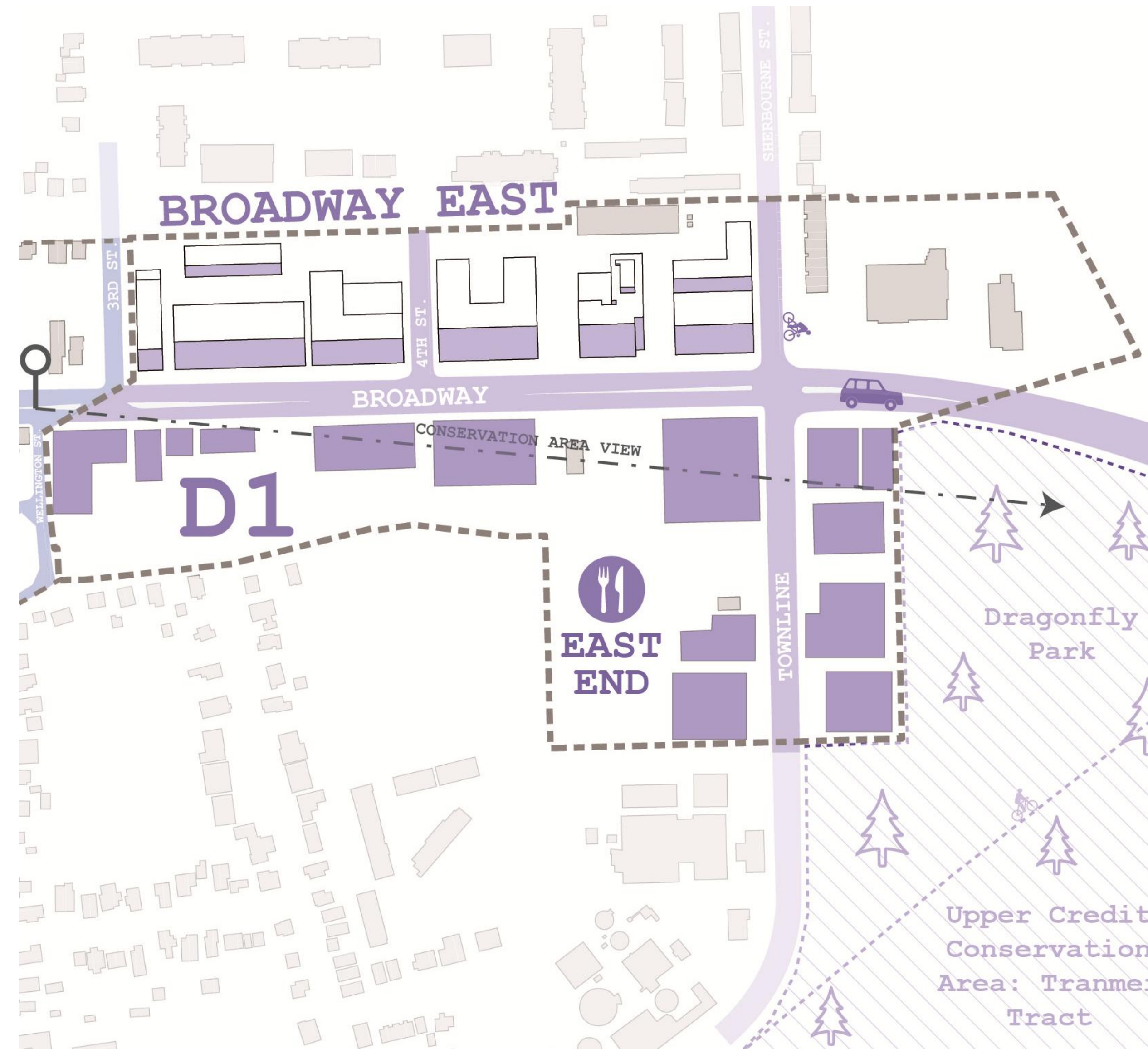
# East Broadway Study Area

## Vision:

*In the future, the East Broadway study area will have transformed into/be a vibrant corridor that invites people into Town, catching their excitement and encouraging them to explore with open spaces, greenery, shopping and housing. While it used to be auto-centric, it is now a dynamic space for everyone.*

## Objectives :

- Reinforcing role as a gateway into the Town
- Increase variety and mix of land uses
- Incorporate streetscaping measures (i.e. wayfinding, landscaping)
- Activate the street – buildings locate closer, entrances more visible
- Provide seamless transition to the Downtown
- Create a unique character



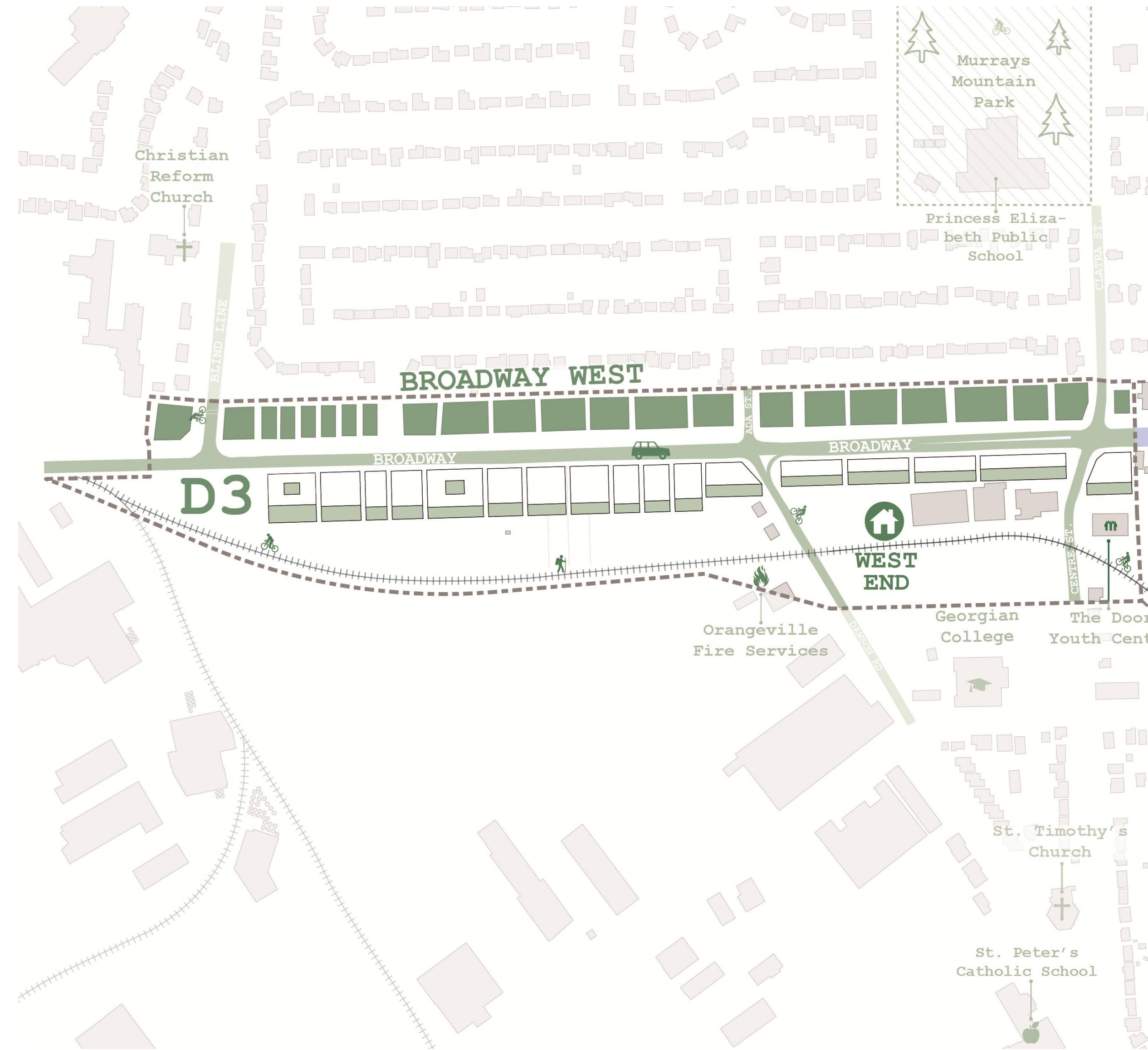
# West Broadway Study Area

## Vision:

*In the future the West Broadway study area is a pedestrian-scaled corridor which leads people from the excitement of Downtown to a place that feels like home. This home is for all ages and abilities, all preferences for transportation, and has places to explore, create, learn, grow and rest. This home reflects the history of the past and protects for the future.*

## Objectives :

- Pedestrian scaled, low to mid-rise built form
- Leverage and build on open space and trail connections
- Incorporate streetscaping measures (i.e. wayfinding, landscaping)
- Activate the street – buildings locate closer, entrances more visible
- Expand public art and communicate local priorities through design



# Land Use and Built Form Framework



# East Broadway

Land Use and Built Form Framework

## General Land Use Goal:

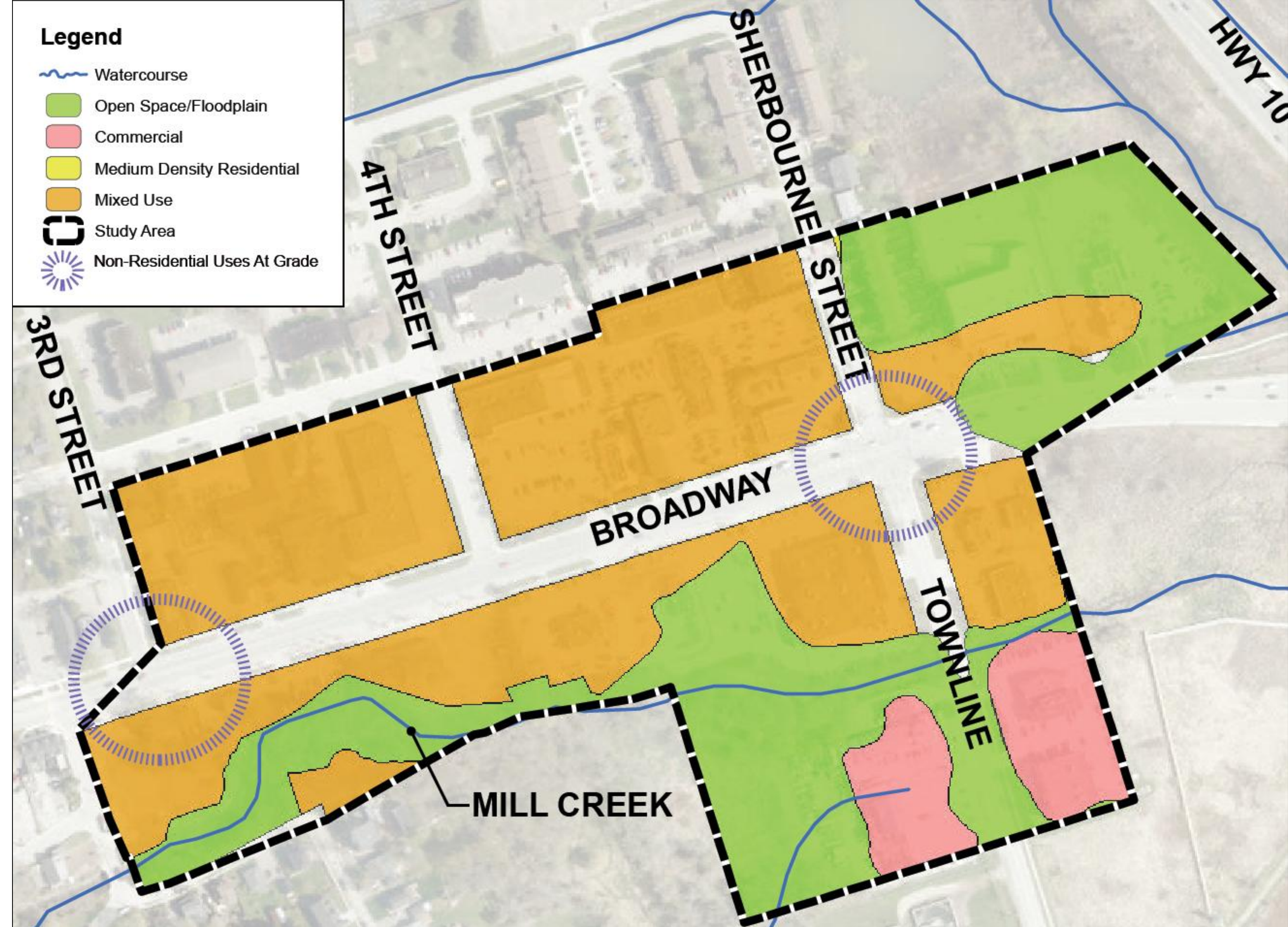
To provide policies and regulations to enable the development of a mid-rise mixed-use built form with street activating uses at grade

## Land Uses:

Generally mixed-use except for lands within 200 metres of wastewater treatment plant and natural hazards

## Non-Residential Uses at Grade:

- Can't require it everywhere, not enough demand
- Vacant storefronts hinder creation of vibrant streetscape
- Only required at key intersections
- Elsewhere, require active uses along street frontage (i.e. lobby, gyms, party rooms)



# East Broadway

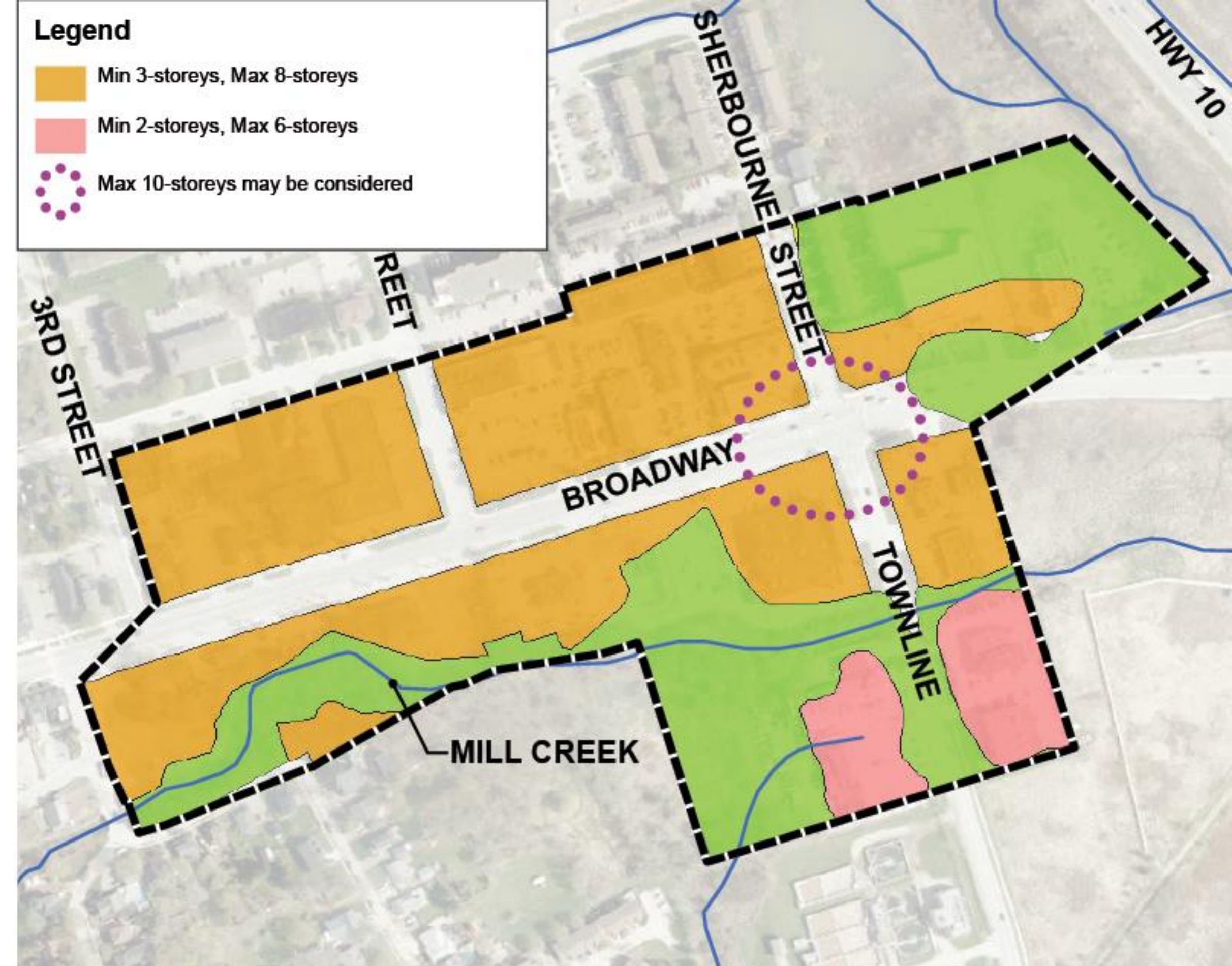
## Land Use and Built Form Framework

### Heights:

- Minimum building height:
  - sense of enclosure
  - consistent streetwall
  - helps achieve intensification
- Maximum Building Heights
  - Reflective of existing development and directions for similar sized communities
  - Best practice to base mixed use building heights on width of right-of-way
  - Helps defined human scale, considers sun shadow impact

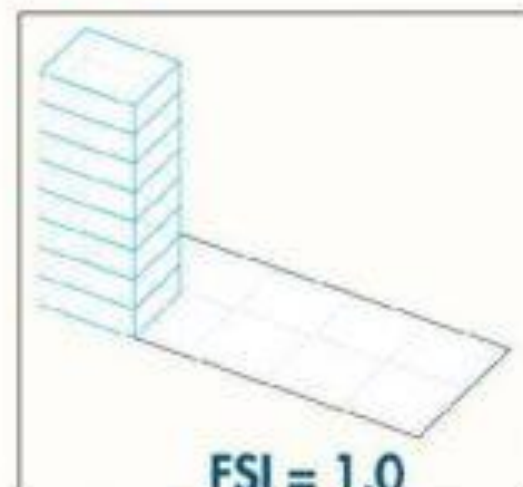
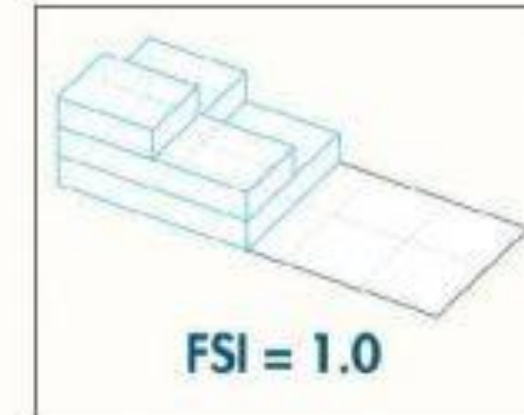
### Density:

- Mixed Use: 4.0 Floor Space Index
  - Floor Space Index: Gross Building Area/Site Area
  - Move away from units per hectare and establish density based on massing
  - UPH is highly sensitive



**Floor Space Index**

$$FSI = \frac{\text{Total Built-Up Area}}{\text{Plot Area}} = \frac{1,000 \text{ m}^2 \text{ Built-Up Area}}{1,000 \text{ m}^2 \text{ Plot Area}} = 1.0$$



# East Broadway

Land Use and Built Form Framework

## Setbacks:

- Front Yard:
  - Minimum: 3.0 m setback.
  - Maximum: 5.0 m setbackStepback of 1.5–3.0 m above the 6th storey.
- Side Yard:
  - 2.5 m minimum setback;
  - 3.0 m stepback above the 6th storey.
- Rear Yard:
  - 7.5 m minimum setback;
  - 2.5 m stepback above the 6th storey unless a 10 m setback is provided.

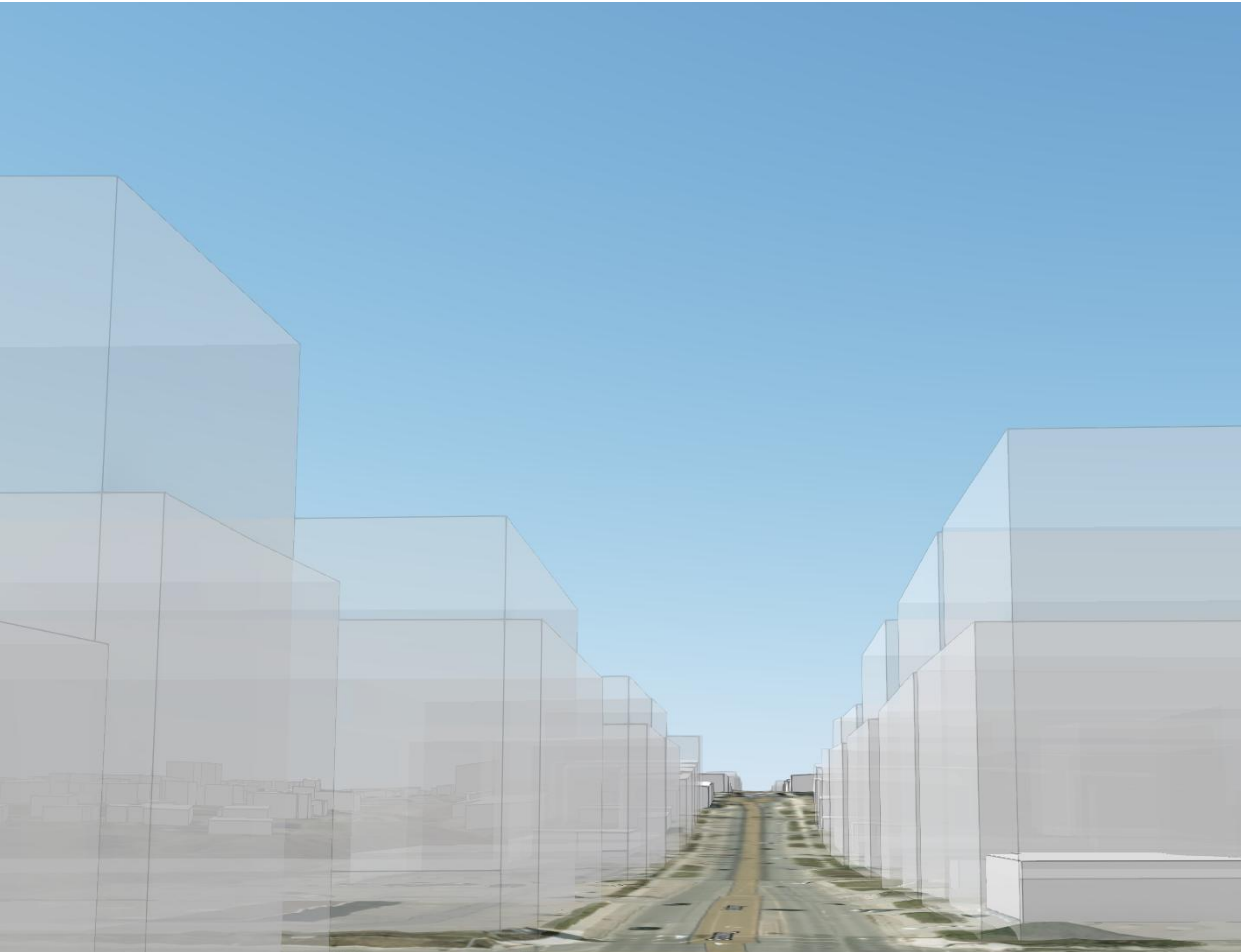




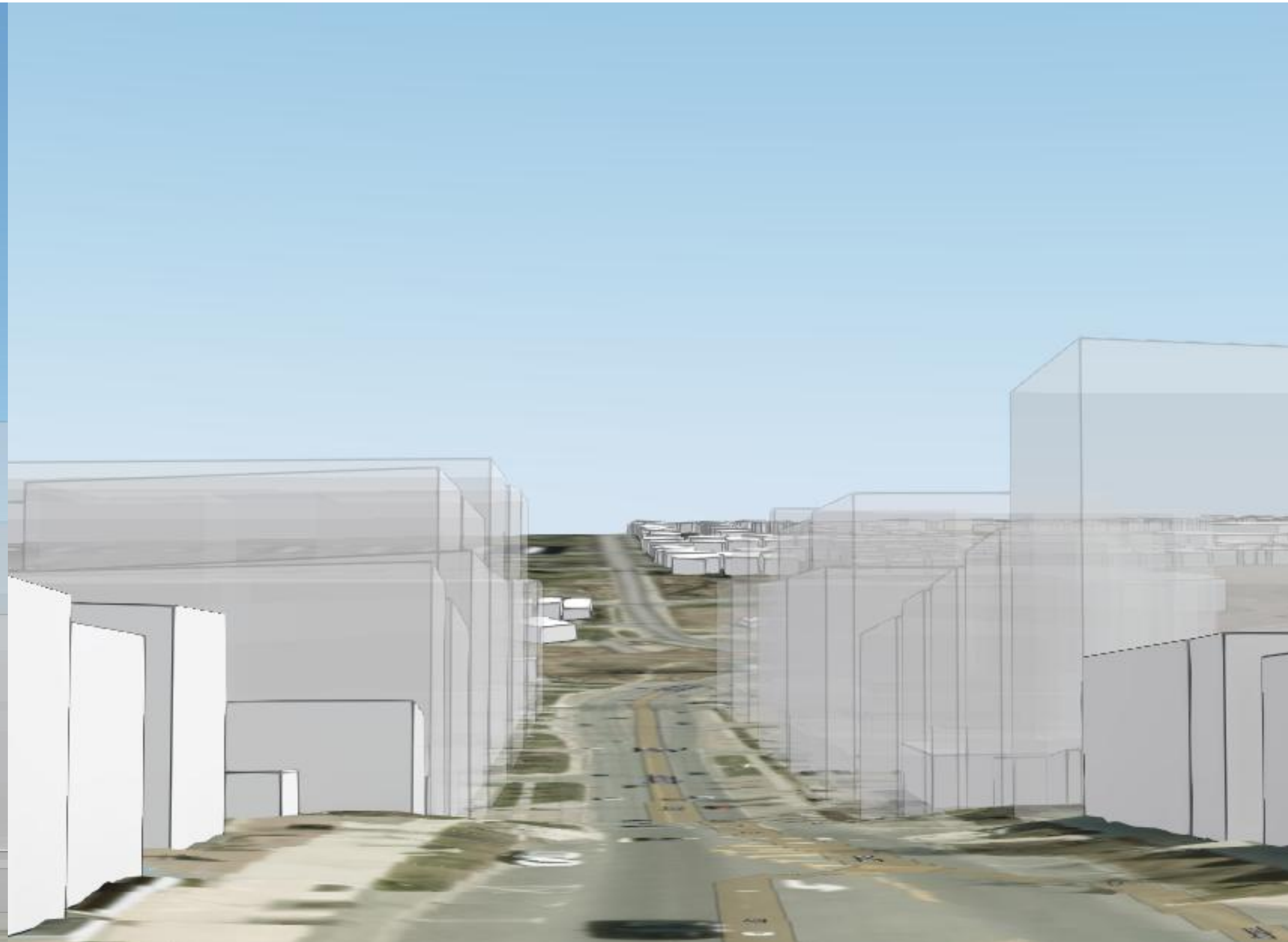
33-37  
BROADWAY

14 MARCH 2024

Buildable Area massing looking west from Broadway at Sherbourne/Townline (transparent gray representing building area and white boxes representing existing buildings).

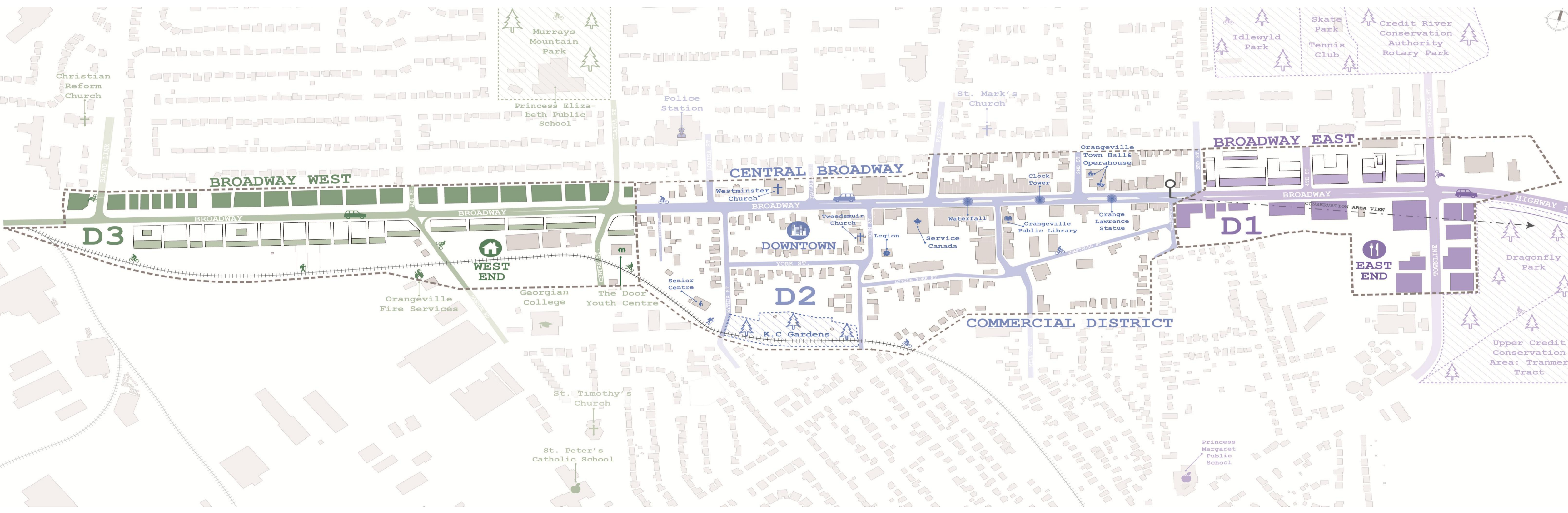


Buildable Area massing looking east from the Downtown (transparent gray representing building area and white boxes representing existing buildings).



View point illustrating approved development (shown in red) in the context of proposed building envelopes





Christian Reform Church

Murrays Mountain Park

Princess Elizabeth Public School

Police Station

St. Mark's Church

Idlewyld Park

Skate Park  
Tennis Club

Credit River Conservation Authority  
Rotary Park

BROADWAY WEST

CENTRAL BROADWAY

BROADWAY EAST

D3

WEST END

DOWNTOWN

D1

EAST END

D2

COMMERCIAL DISTRICT

Orangeville Fire Services

Georgian College

The Door Youth Centre

Senior Centre

K.C Gardens

Tweedsmuir Church

Legion

Service Canada

Waterfall

Orangeville Public Library

Orange Lawrence Statue

Orangeville Town Hall & Operahouse

Clock Tower

Dragonfly Park

Upper Credit Conservation Area: Trammer Tract

St. Timothy's Church

St. Peter's Catholic School

Princess Margaret Public School



# East Broadway

## Land Use and Built Form Framework

### Parking:

- Influences cost of development, ability to support urbanization, walkability and access
- Treat parking as priced resource rather than a fixed entitlement
- Recommend reducing parking requirement for mixed-use and apartment building to:
  - 1.0 parking spaces per unit plus 0.25 visitor spaces and/or 1 parking space per 30 m<sup>2</sup> of non-residential space.
  - Used in Stratford, Grand Valley and Brantford

### Other Considerations:

- Holding Symbol for servicing confirmation
- Minimum requirements for amenity area
- Maximum Building Width size of 60 m.



# West Broadway

## Land Use and Built Form Framework

### General Land Use Goal:

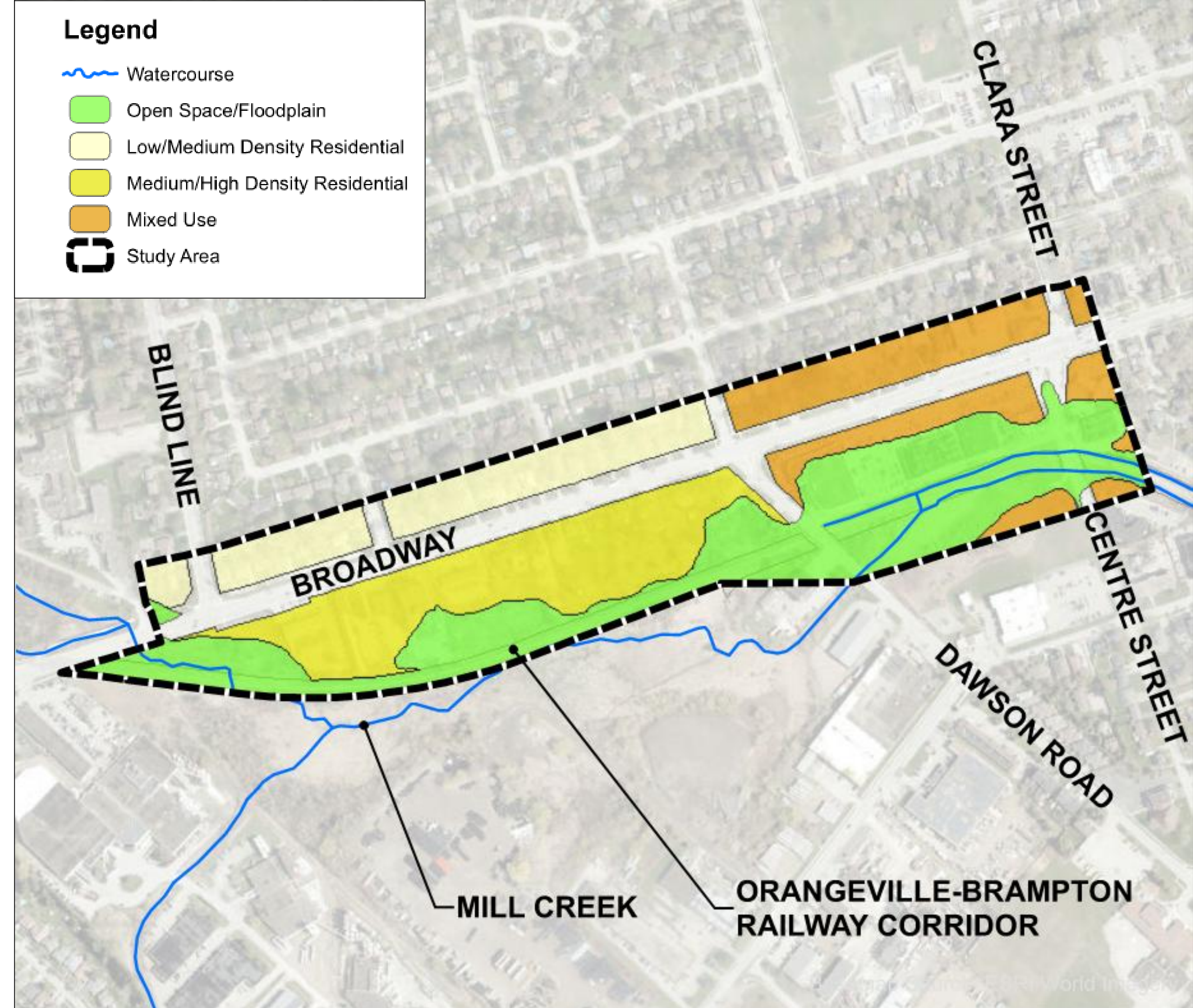
To provide policies and regulations to enable the development of a medium density walkable neighbourhood which capitalizes on its proximity to both cultural and natural resources

### Land Uses:

- Residential west of Dawson, mixed use east of Dawson
- Adaptive reuse on north side encouraged

### Non Residential Uses at Grade:

- Required at intersection of Centre and Clara and Dawson



# West Broadway

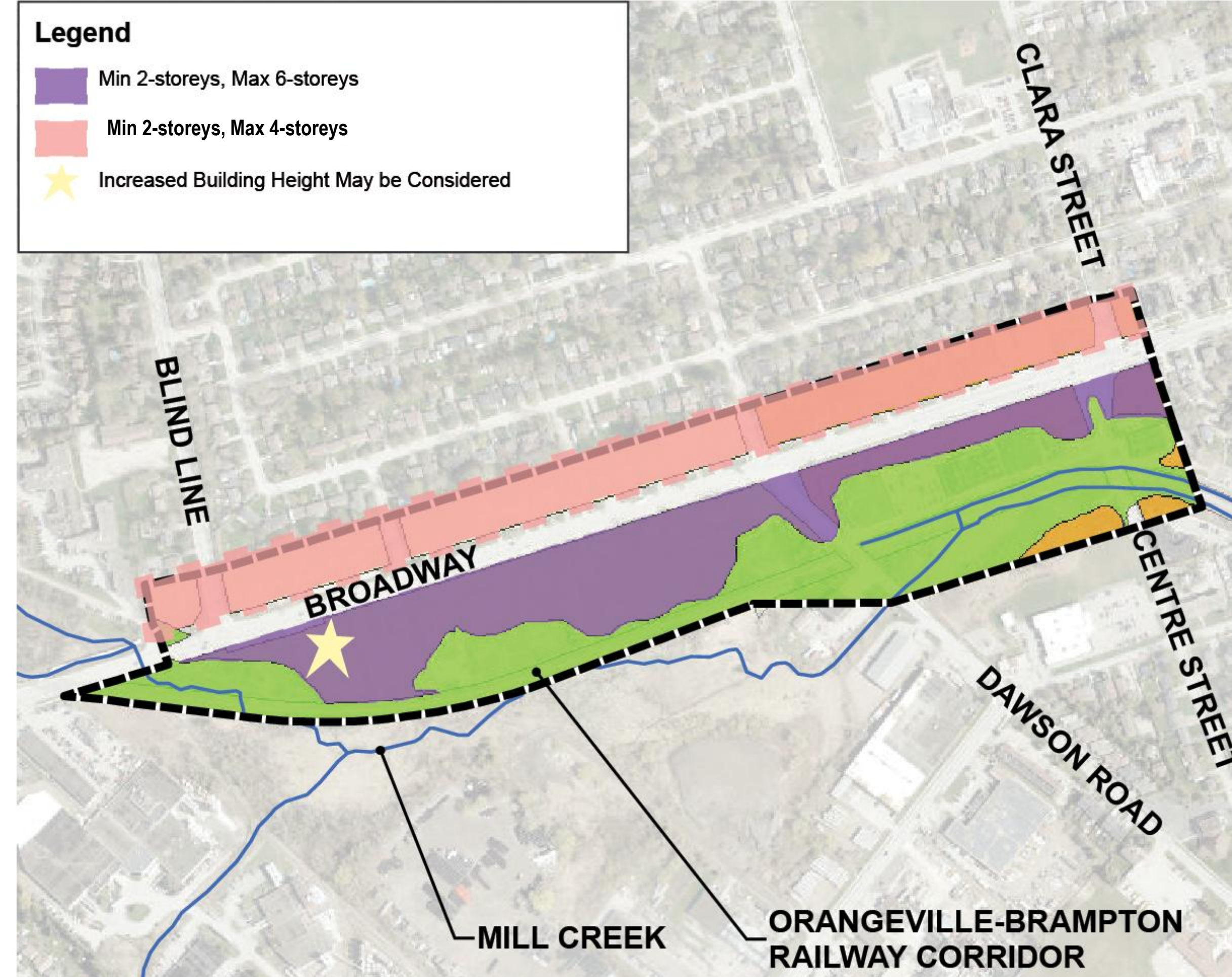
## Land Use and Built Form Framework

### Heights:

- Minimum building height:
  - sense of enclosure
  - consistent streetwall
  - helps achieve intensification
- Maximum Building Heights
  - Reflective of existing development and directions for similar sized communities
  - Transitions to established neighbourhood to north
  - Allows for greater heights near creek

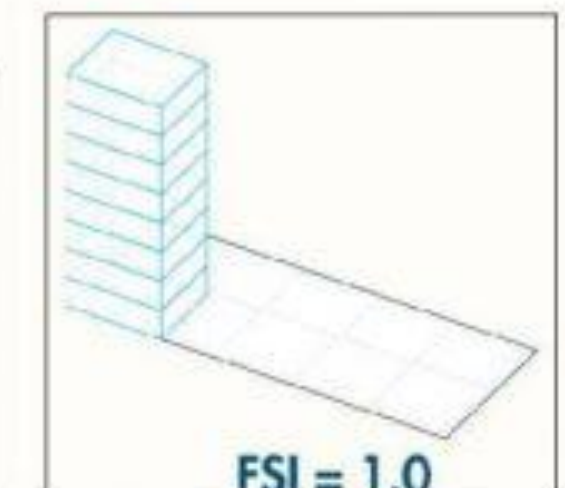
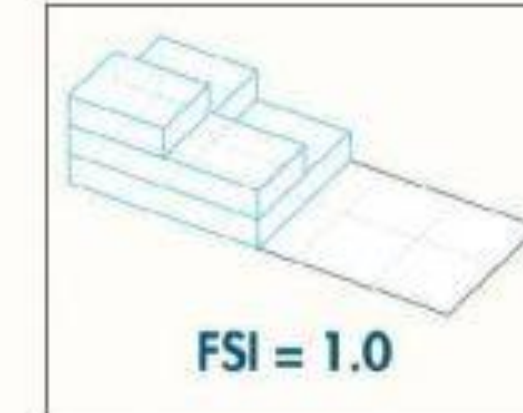
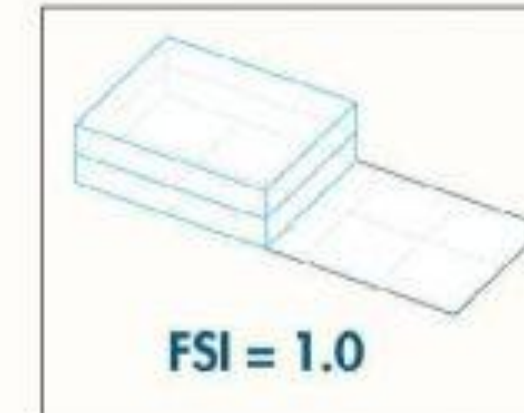
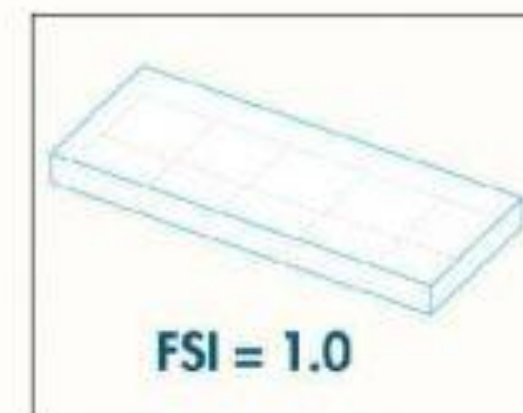
### Density:

- North Side: Max 2.0 Floor Space Index
- South Side Max 3.0 Floor Space Index
- Floor Space Index: Gross Building Area/Site Area
- Move away from units per hectare and establish density based on massing
- UPH is highly sensitive

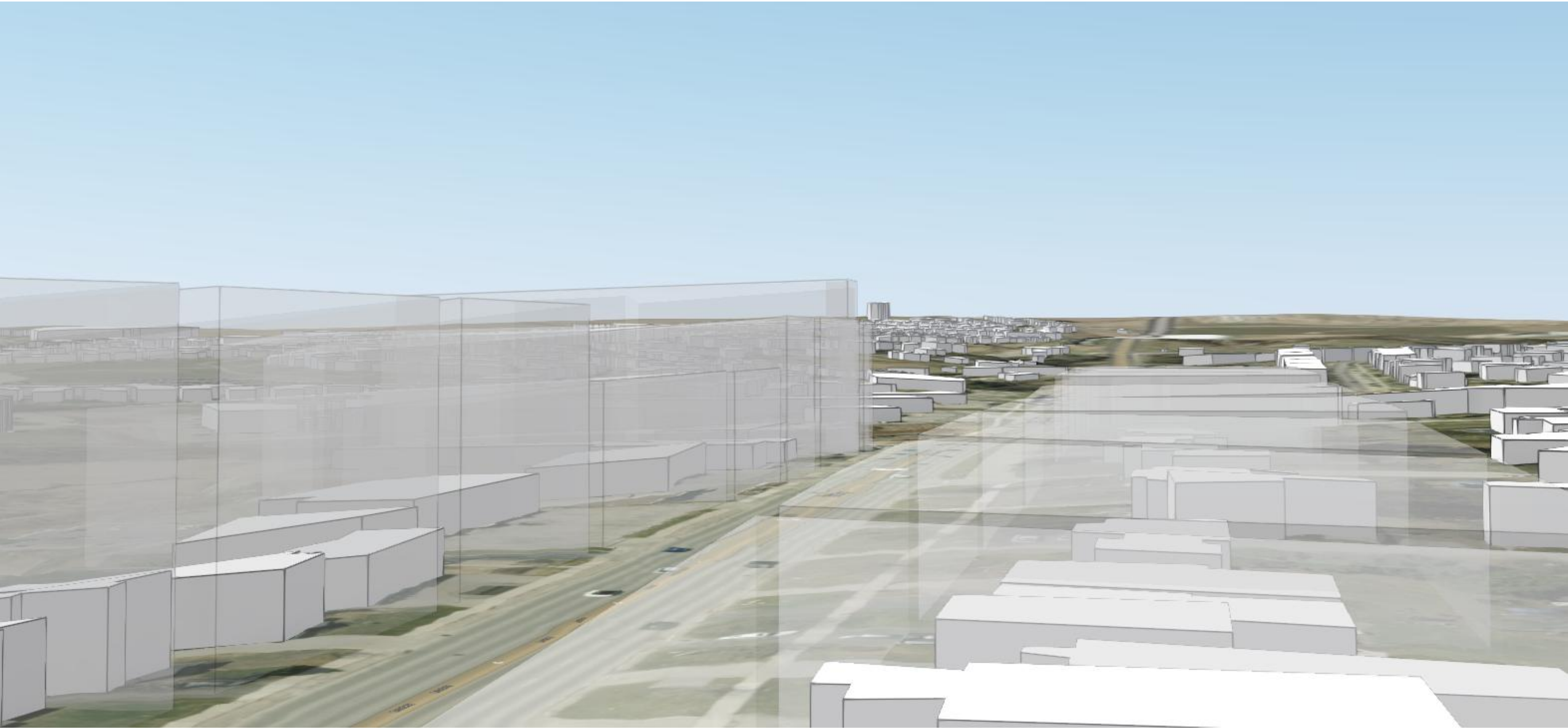


### Floor Space Index

$$FSI = \frac{\text{Total Built-Up Area}}{\text{Plot Area}} = \frac{1,000 \text{ m}^2 \text{ Built-Up Area}}{1,000 \text{ m}^2 \text{ Plot Area}} = 1.0$$



Height Transition looking west on Broadway



# West Broadway

## Land Use and Built Form Framework

### Setbacks:

- Front Yard:
  - Minimum: 3.0 m setback.
  - Maximum: 5.0 m setback
  - Stepback of 1.5–3.0 m above the 4th storey.
- Side Yard:
  - 2.5 m minimum setback;
- Rear Yard:
  - 7.5 m minimum setback

### Parking:

Similar recommendations to East Broadway. Need new standards for different types of Townhouses.

### Other Considerations:

- Encourage connections to multi-use trail south of Broadway
- Other recommendations similar to East Broadway



# Streetscape Plans

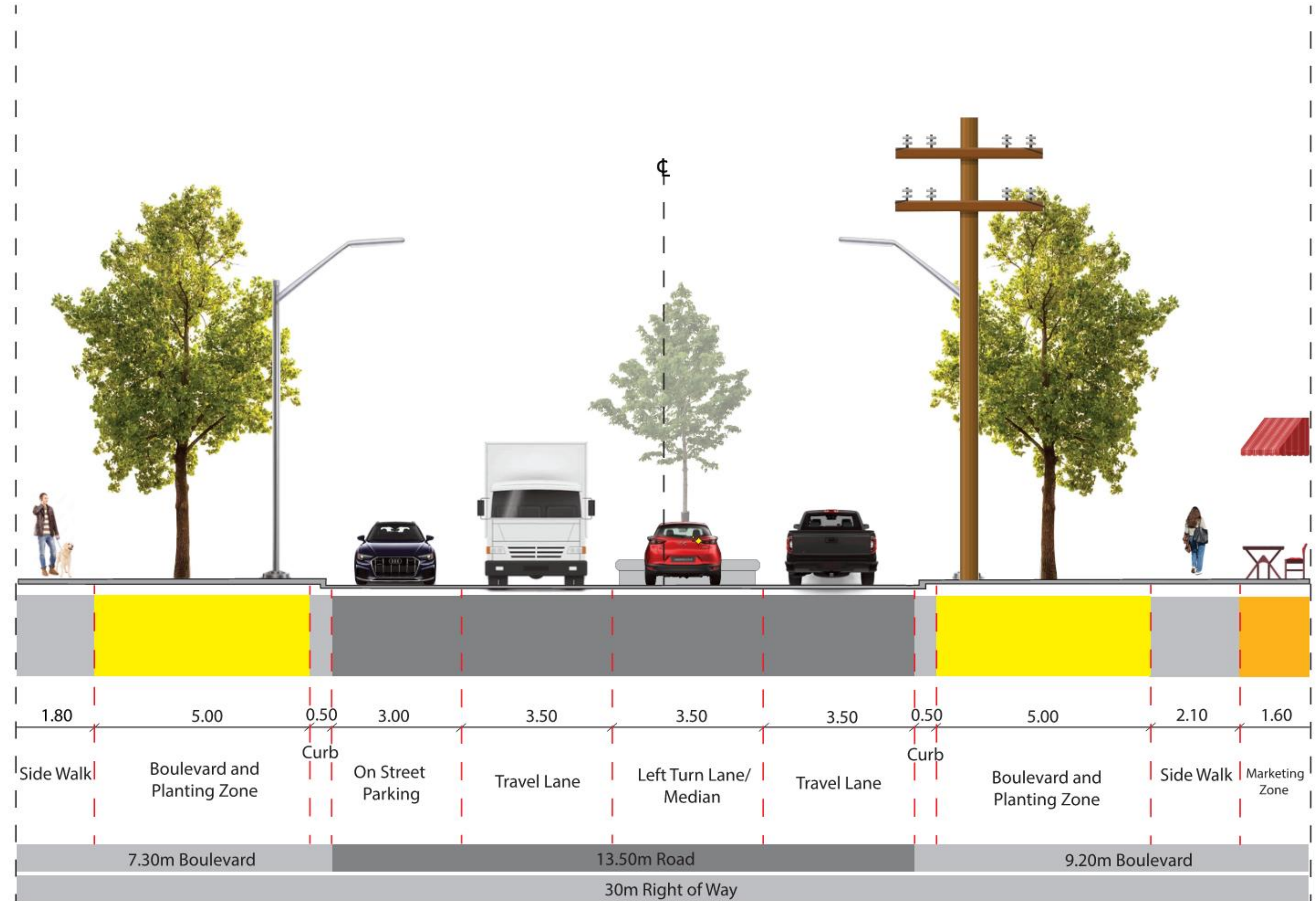


# East Broadway

## Proposed Cross Sections

### Recommendations:

- Reduce the four lanes for vehicular traffic to two lanes with one turning lane.
- Introduce a median in areas of the turning lane where left turns should be restricted.
- Widen the pedestrian sidewalk to on the north side of Broadway.
- Keep curb locations on the south side of Broadway.
- Add one lane of on-street parking on the south side of Broadway.
- Introduce a larger planting/furnishing zone (i.e. areas with trees, benches).
- Treat Broadway as a destination, not a thoroughfare

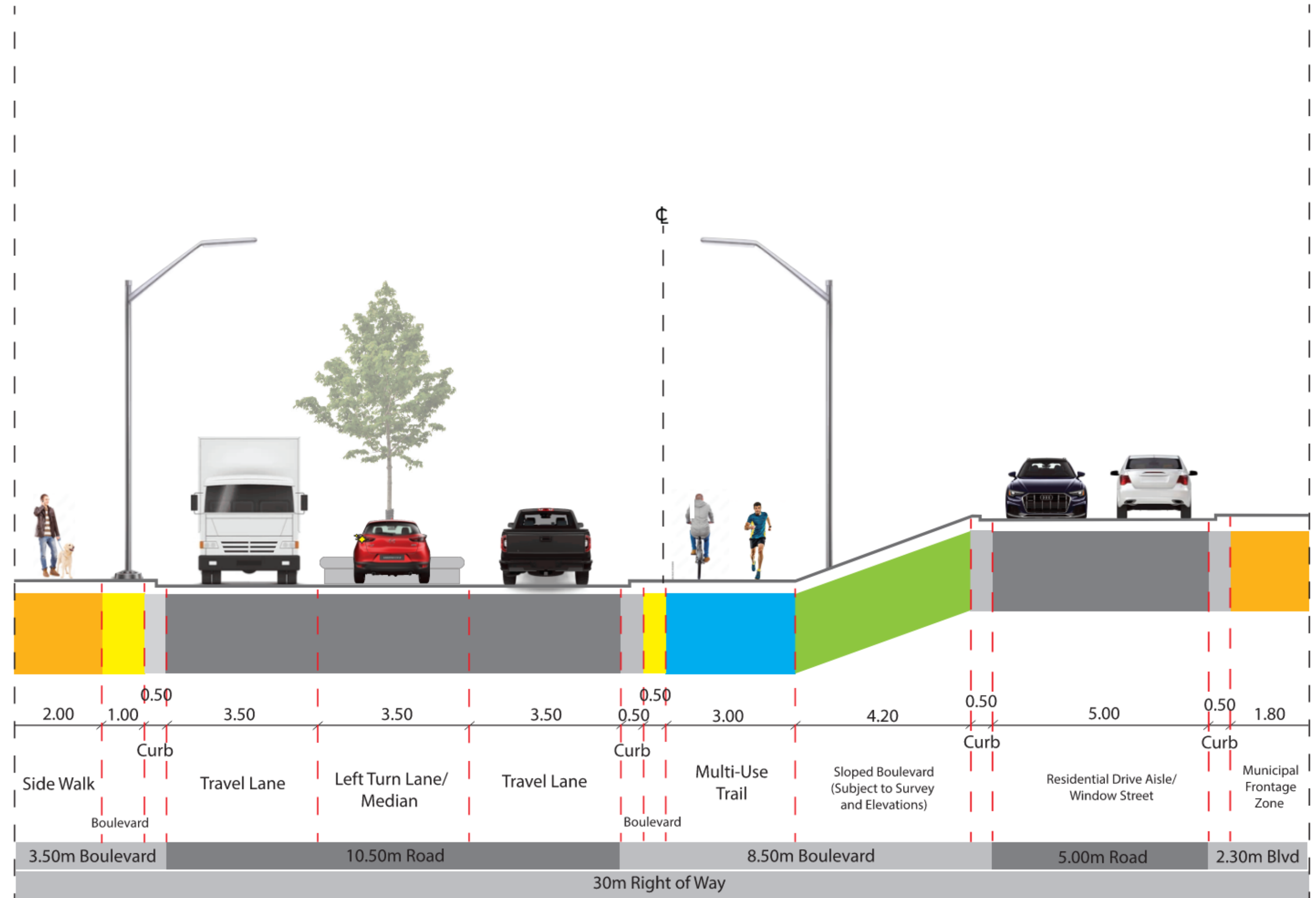


# West Broadway

## Proposed Cross Sections

### Recommendations:

- Reduce four lanes for vehicular traffic to two lanes with one turning lane.
- Introduce a median in areas of the turning lane where left turns should be restricted.
- Widen the pedestrian sidewalk to 2.0 metres.
- Keep curb locations on the south side of Broadway.
- Add a 3.0 m multi-use trail along the north side of Broadway.
- Introduce a larger planting/furnishing zone (i.e. areas with trees, benches).

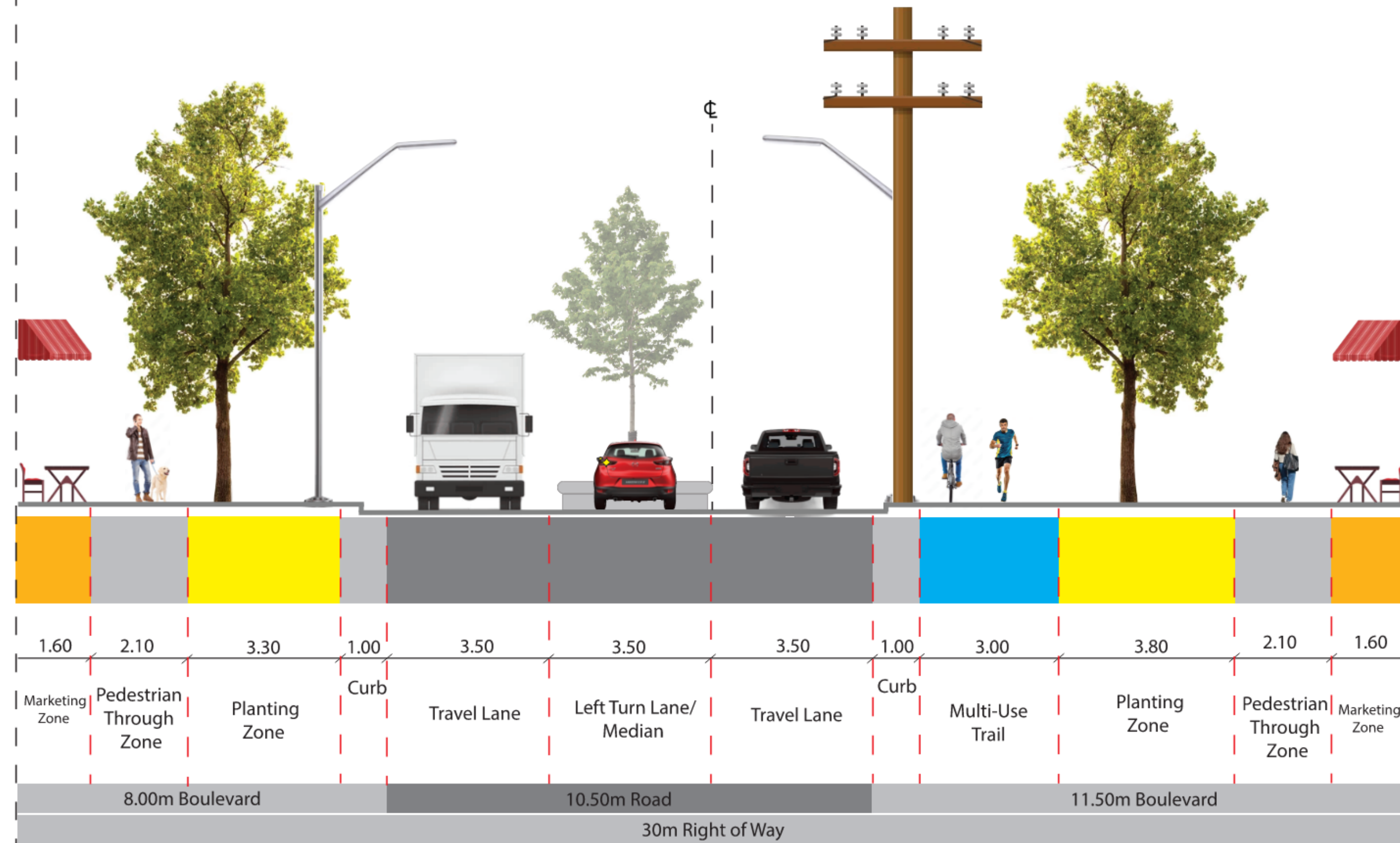


# West Broadway

## Proposed Cross Sections

### Recommendations:

- Reduce four lanes for vehicular traffic to two lanes with one turning lane.
- Introduce a median in areas of the turning lane where left turns should be restricted.
- Widen the pedestrian sidewalk to 2.1 metres.
- Keep curb locations on the south side of Broadway.
- Add a 3.0 m multi-use trail along the north side of Broadway.
- Introduce a larger planting/furnishing zone (i.e. areas with trees, benches).

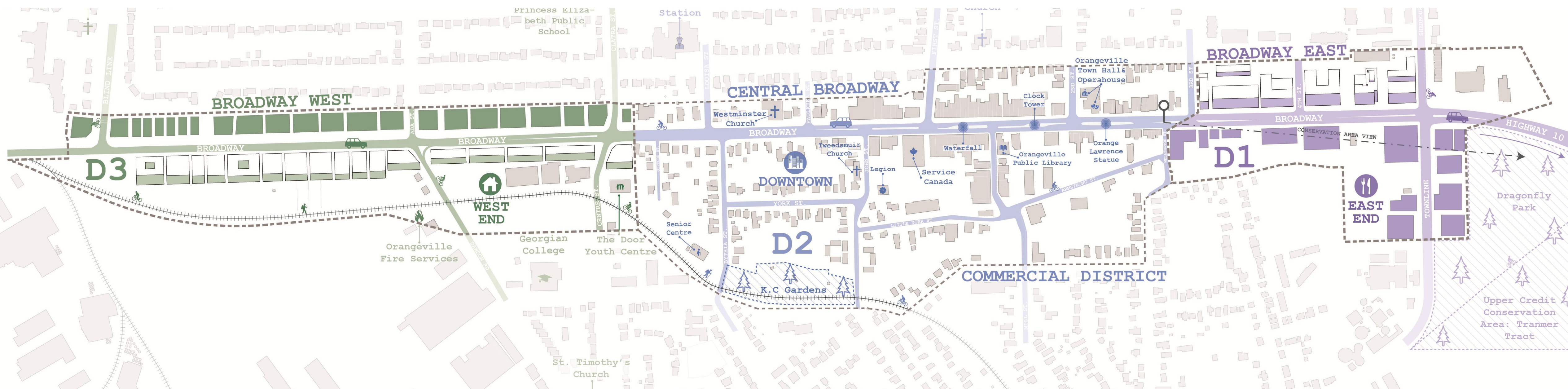


# Implementation

An aerial photograph of a commercial district at dusk. The scene includes a large parking lot with several cars, a multi-story commercial building with a red sign, and a road with traffic. In the background, there is a large body of water and distant hills. A dark blue diagonal overlay covers the left and top-left portions of the image, with the word 'Implementation' written in white text across it.

# Summary

- Realizing the vision for both study areas requires municipal and private sector investment
- **Land Use:** Report provides a framework that prioritizes land use and urban design changes that can create an active, vibrant streetscape and support mid-rise development.
- **Streetscape:** Proposed lane reduction is expected to have minimal impact on the transportation network, with any effects mitigated through Transportation Demand Management measures, improved pedestrian connections, and the Town's free transit service.
- **Infrastructure:**
  - Upgrades will be required to support growth. Some efforts are already underway (i.e water), while some require future budgeting.
  - Road upgrades use the existing south curb, reducing implementation costs.



# Next Steps

- Draft recommended changes to the Official Plan and Zoning By-law
- Prepare Urban Design Guidelines, which provides best practices to guide development and streetscape improvements



# Thank You!



Platinum member