
MAIN STREET DEVELOPMENT COMMITTEE REPORT

URBAN DESIGN



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MANDATE

This group will review the current mix of architectural design, scale and placement of buildings along Main Street and provide recommendations to the committee on possible development and specific guidelines for future development related to style, scale, placement etc. This could also include a recommendation that an urban design manual or other control tools be developed.

RESEARCH AREAS

In order to fully understand our mandate, it was imperative for us to research other jurisdictions and how they were able to accomplish what Kingsville would like to accomplish. The following towns were referenced:

Niagara-on-the-Lake
Wellington
Goderich
Petrolia
Pembroke
Nelson, BC
Bayfield
Kincardine
Cobourg
Oakville
Windsor

PURPOSE OF DOCUMENT

The purpose is to articulate the design objectives of the Town's Official Plan to ensure the design of both the public and private realms bolsters the Town's vision to be the 'most livable community in Canada'.

It will provide clear expectations for preferred design and development outcomes that achieve functional and attractive design by providing guidance throughout the design process. It is hoped that this will provide a predictability through consistent direction. It will also allow for flexibility in achieving the most appropriate design solution. The framework would be firmly based on policy direction, existing character, and best practices.

It would establish an assessment framework for the review of development proposals by providing reviewers and decision makers with detailed design directives to evaluate whether projects will be well-executed, function properly, and enhance the public realm.

It is hoped that this will provide guiding design principles and urban design direction for the creation of detailed design documents tailored to a specific context, land-use, or development form – such as, master plans, design framework plans for districts or specific development types, site-specific design briefs, development standards, by-laws, etc.

GUIDING DESIGN PRINCIPLES

Urban Design is an essential tool for enabling the creation of stimulating, vibrant, and livable places that are attractive, functional, and have a definable sense of identity. The guiding design principles reinforce

the policy direction and design-based approach to community development as outlined in the urban design sections of the Town's Official Plan.

New and infill development is recommended to be designed and executed in accordance with these six guiding design principles:

SENSE OF IDENTITY – creating distinct and vibrant communities

A livable community has a clear hierarchy of distinct spaces and places, complete street corridors that connect them, and a diversity of uses that foster live, work and play. These well-designed urban environments are easily navigated, encourage public interaction, provide engaging places for people, connect a palette of community amenities, and establish a visual character with a distinctive identity.

As an urban design principle, sense of identity (placemaking) is focused on developing buildings, streetscapes, infrastructure and spaces that are permanent and enduring, memorable and beautiful, adaptable and flexible, and highly valued. Ultimately, the collective aspect of these characteristics creates a recognizable and vibrant community.

COMPATIBILITY – fostering compatibility and context-specific design

The townscape of Kingsville has evolved over many years, resulting in variety and diversity of development patterns and building forms with unique qualities and characteristics. As an urban design principle, compatibility is the purposeful integration of new development into an existing context by ensuring the proposed massing, height, rhythm, street presence, and materials can co-exist with the established surroundings, without unacceptable adverse impact. Compatibility is the application of appropriate and context-specific design solutions that ensure new development is integrated into and complements the diversity of community functions, built environment and identity.

CONNECTIVITY – enhancing connectivity and accessibility

Improving the corridors that connect Kingsville's districts and neighbourhoods presents an opportunity for the creation of 'complete streets', which connect people to local places, buildings and surrounding environment, connect private spaces with the public realm, and connect old with new. In regard to Main Street, this corridor should not be a means to move traffic as quickly as possible from one side of town to the other, but rather be an inviting corridor that encourages people to visit the shops, restaurants and amenities downtown.

As an urban design principle, connectivity promotes choices for mobility and improved accessibility, whether the mode is walking, driving, cycling or taking transit. Streetscapes can assist in defining the character of districts and their design should reflect the surrounding context, land uses, and landmarks so that networks of public open spaces are created to facilitate social and civic interactions. Connectivity also considers how linkages are made to and through individual sites and public spaces.

SUSTAINABILITY – integrating sustainability and resiliency

Sustainability is the interface of environmental, social, economic and cultural influences that ensure a community remains balanced and productive. The design objective is to create a sustainable urban form that supports compact development, greater walkability and transit use, site and building adaptability, intensification versus sprawl, conservation of natural areas, building in harmony with the surrounding environment and greater use of existing infrastructure. As an urban design principle, sustainability relies on accommodating growth through compact development on a street-grid road system supported by alternative transportation modes and re-enforces walkability, promoting green building design and

incorporating alternative energy sources, and combining living, working and playing environments in close proximity.

LEGACY – preserving built heritage, cultural and natural resources

Kingsville has a rich built, cultural and natural history which is relevant and visible today in its historic buildings, landscapes and natural areas. As an urban design principle, legacy is focused on the preservation and enhancement of built heritage, cultural features and landscapes, significant public views, and natural heritage systems and features. These features continue to endure through the evolution of the Town's form and creation of livable places. This design principle facilitates greater compatibility between old and new elements, strengthens community identity, celebrates the Town's cultural and natural assets, and inspires new development to become an asset for future generations. Kingsville's Main Street includes an enduring collection of heritage properties that should be preserved. Any new development should complement the historic flavour of the downtown, both in style and in scale.

CREATIVITY – inspiring creativity and innovation

Unique communities emerge when their feel and function reflect local values, history, culture, places, landmarks, buildings and the surrounding landscape. As Kingsville continues to evolve, new development and redevelopment will contribute to and build upon the unique community features, attributes and distinct identity. Kingsville's downtown should provide an atmosphere for creative expression, with opportunities to display visual and performing arts.

As an urban design principle, creativity encourages development that incorporates a range of inspired and innovative design solutions that positively respond to the scale and materiality of the local context. This principle promotes a high-quality built environment comprising appropriately designed buildings, pedestrian-focused places, attractive streetscapes, enhanced views and vistas, and adaptable gathering places, which all respond to their local surroundings.

KINGSVILLE APPEAL

Kingsville should look for opportunities to grow while maintaining its quaint, small-town feel. Kingsville should look to protect and enhance the following reasons why people come here to live, work or play

- Wineries
- Access to Pelee Island
- Access to Point Pelee Provincial Park
- Restaurants
- Weather
- Walking paths and trails
- Beaches
- Heritage and history
- Festivals and celebrations
- Craft beer operations
- Art
- Golf (Stay and Play)
- Marinas and water sports
- Shopping

- Fresh vegetable and flower stands
- full service gas station
- eclectic offering of shops and services in town
- kindness of our citizens

The downtown of any municipality speaks to the economic, social and cultural fabric of the community. Kingsville's Main Street should reflect the values of the community and be a place where both visitors and residents come together to enjoy amenities in a vibrant, walkable, safe environment.

SUB COMMITTEE RECOMMENDATIONS

The following points are recommendations that the Main Street Development – Design Sub-committee have developed to serve as guidelines for future development along the subject Main Street corridor in the Town of Kingsville.

PUBLIC REALM

The public realm is defined as the publicly owned places and spaces that belong to and are accessible by everyone. These can include municipal streets, lanes, squares, plazas, sidewalks, trails, parks, open spaces, waterfronts, public transit systems, conservation areas, and civic buildings and institutions

- a network of streets that accommodates multi-modal choices for pedestrians, cyclists, transit and vehicles
- a network of accessible, interconnected and predictable pedestrian-oriented spaces and routes
- well-designed, barrier free, and comfortable public spaces that relate directly to the surrounding buildings with ground floor uses that encourage greater pedestrian activity and generate interest
- well-designed street furnishings with strategic sheltered shelters, wayfinding, and public art installations that provide orientation, identity and a sense of place

STREETSCAPE

Streetscape is the design quality of a street, the visual effect of all its components set against the context of the built form and landscape that frame it, give it scale, and provide varying degrees of enclosure. This section primarily focuses on the pedestrian zone of the streetscape, which is organized into four sub-zones: building interface zone, pedestrian path zone, planting and furnishing zone, and curb zone.

- The building interface zone accommodates the transition between public and private property. The design direction for the building interface zone is tailored primarily to main street and mixed-use corridor contexts with active building frontages.
- Maintain or create a continuous street wall of building façades to provide a sense of enclosure and backdrop to pedestrian activities.
- Orient and position primary building façades, entrances and public spaces directly towards streets

- Design and construct patios and outdoor retail displays to be compatible with the surrounding streetscape elements and architectural qualities of abutting buildings. Ensure these features do not obstruct pedestrian circulation.
- Incorporate canopies and awnings on building façades and umbrellas within patio spaces to provide protection from inclement weather.

PEDESTRIAN PATH ZONE ELEMENTS

The pedestrian path zone is dedicated to pedestrian access that provides predictable, continuous, unobstructed, and barrier free movement. The width of the pedestrian path is dependent on the function of the corridor, width of the roadway, and volume of pedestrian traffic.

- Select sidewalk surface treatments based on streetscape function, desired permeability, durability, shape flexibility, pedestrian volumes and barrier free movement.
- Crosswalks should be clearly defined by using alternate materials or paint to add design appeal and enhance safety for pedestrians.
- Provide continuous, unobstructed, and barrier-free sidewalks on both sides of a street.
- Incorporate traditional paving materials, such as standard scored concrete, for the majority of sidewalk surface treatments. Incorporate non-traditional paving materials to signify special locations, assist in wayfinding, define pedestrian-priority routes, and establish a hierarchy of public spaces.

PLANTING AND FURNISHING ZONE ELEMENTS

The planting and furnishing zone creates a comfortable, human scale environment, while providing a buffer between the pedestrian path and the roadway zone.

- Select street trees that are native and non-invasive species, well suited to harsh urban conditions, and medium and large stature in size to achieve canopy targets. Avoid plants that drop seeds or heave concrete along a barrier free path of travel.
- Wherever possible, plant street trees along both sides of all streets.
- Position street tree plantings to prevent conflicts with above and below ground utilities and door swings of parked vehicles.
- Establish a tree planting spacing rhythm or pattern that provides flexibility to adapt to the streetscape function. Where possible, integrate groupings of street tree plantings without impeding transit facilities, pedestrian circulation and street furniture.
- Incorporate planting beds into street tree planting areas or design as standalone greening features
- Select and position street furniture and wayfinding elements to optimize convenience, access and comfort, to reinforce a sense of place, and to provide a consistent streetscape appearance while maintaining a barrier free path of travel.
- Where warranted, select streetlight standards that incorporate both roadway and sidewalk-oriented fixtures to reduce the number of poles required to maintain sufficient illumination levels keeping the dark sky mandate in consideration.
- Place bicycle parking facilities close to concentration centres, building entrances, and urban squares. Where space permits and activity levels warrant, these facilities can be located within the interface zone.

- Increased shelter from the elements, encouraging pedestrians to remain, to linger even with inclement weather conditions. inclement

CURB ZONE ELEMENTS

The curb zone accommodates utilities and provides for pedestrian movement between parked vehicles and the pedestrian path. The pedestrian zone and planting/furnishing zone may encroach into the curb zone when additional buffering is needed in high traffic areas or where an extension of the pedestrian environment is warranted.

- Whenever possible, locate utilities and their associated control features underground.
- Creatively integrate above-ground utility features within the streetscape design or screen/conceal them from view from the public realm.
- Where warranted, incorporate curb extensions at the intersections of roadways and at mid-block locations to expand the pedestrian path into the roadway, to provide additional pedestrian queuing space and to shorten roadway crossings.
- Provide barrier free curb ramps at all intersections, which include detectable warning surfaces.

GATEWAYS

Gateways provide a sense of arrival to a town and its various special districts through well-designed built form, landscaping and enhanced streetscape treatments that together promote a distinctive identity and establish points of reference.

Major gateways are located at visually prominent sites positioned at key entry points into the Town and growth areas. Minor gateways are located at secondary entry points to the Town, prominent intersections, and entrances to special districts.

Gateways should reinforce the district character by incorporating the design elements or theme utilized on the gateway feature(s) onto the road allowance, streetscape, public lands and where appropriate, onto private sites throughout the district.

- Recommended gateway locations should be on Main Street at Heritage to the west and Main Street at Kratz Road to the east. Other locations within the Municipality should also be in consideration outside of this committee's area of study.



Photo: Huntsville, Ontario



Photo: North Bay, Ontario



Photo: Windsor, Ontario

PUBLIC VIEWS AND VISTAS and URBAN SQUARES

Public views and vistas to significant natural, cultural and architectural resources can create strong points of reference for orientation and foster a sense of community identity. It is the committee's recommendation that the Municipality of Kingsville develop a green space within the downtown core.

Urban squares are highly accessible and flexible spaces that are designed and programmed as pedestrian places for formal and informal gatherings, social interactions, passive leisure activities and/or local events. Urban squares can be plazas, forecourts and courtyards that are extensions of the larger public realm, whether in private or public ownership.





- Incorporate the following elements in the design of urban squares:
 - a) trees and overhead structures to provide shade
 - b) decorative paving materials to define pedestrian areas
 - c) lighting fixtures to illuminate pedestrian routes and create safe spaces for evening activities
 - d) seating oriented towards activity areas
 - e) coordinated site furnishings
 - f) public art installations and wayfinding elements
- Use high quality materials such as brick or stone for raised planters that are reflective of the desired character and ensure raised planters are at least 0.40m in height to promote informal seating areas along the street frontage.

PUBLIC ART

Public art is an integral component of dynamic, livable communities by playing a significant role in the creation of attractive public places. Public art can enhance local identity and character, interpret local history, traditions and culture, foster creativity, and instill a sense of civic pride. Public art may include, but is not limited to, sculptures, murals, architectural features, signage, fountains, seating and street/site furniture, stylized infrastructure elements, and design of amenity space. Consider the installation of public art during the initial design stages of development sites and public realm improvements. Consider approaching owners of the buildings to engage them in contributing to public artwork on their buildings. Where that is not an option, consider approaching the local Art Society or school students to participate in creating local murals.



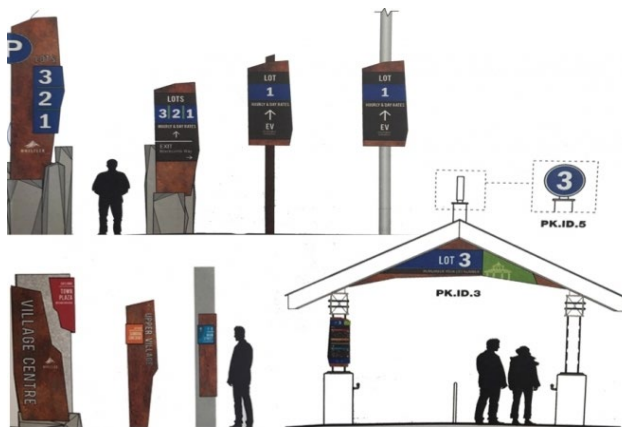


Photo: Town of Essex, Ontario

- Select locations that best showcase the public art installation, such as:
 - a) culturally significant sites
 - b) publicly accessible spaces that accommodate gatherings and high pedestrian traffic
 - c) highly visible locations, such as gateways and urban squares
 - d) significant development or redevelopment sites
- Install public art that achieves a positive relationship in scale, spacing, and materials with adjacent building massing, materials and architectural elements and, where applicable, adjacent open space/natural features.
- Install murals on exterior walls of buildings downtown. The use of exterior walls for advertising of businesses not located in that building should be prohibited.
- Where possible, incorporate accent lighting to highlight the artistic installation and discourage vandalism.

WAYFINDING

Wayfinding elements help orient people in an unfamiliar environment by providing key visual and navigational information along paths of travel. Successful wayfinding systems typically incorporate landmark buildings, significant natural features, markers, public art installations and street furnishings. In addition, effective wayfinding includes unique surface treatments, maps, and signage that incorporate universal design principles. These elements, whether incorporated collectively or individually, become communication tools to facilitate movement, connect places, and reinforce identity within the built environment.



Design direction:

Design and install wayfinding systems that achieve the following navigational and orientation objectives:

- a) barrier free, flexible and user-friendly
- b) clear and consistent information and branding
- c) strategic and predictable placement
- d) coordinated design and theme
- e) clearly identify intuitive paths of travel
- f) complement other public realm and site elements

LOW-RISE NON-RESIDENTIAL BUILDINGS:

Low-rise, buildings include those that contain the following uses, either as a single use or mix of uses which include retail, service and/or commercial, community and/or institutional, and mixed-use developments. It is recommended for future development along the Main St. corridor, that from Cemetery Road to Jasperson Road only be a maximum 6 metres in total building height, then a maximum of 10 metres for the rest of Main Street.

TYPES OF DEVELOPMENT

It is the recommendation of this subcommittee that the future developments within the Main Street corridor, Kingsville take into consideration the greater impact to the overall municipality and its citizens' quality of life.

We are proposing that the Town of Kingsville does not approve any developments in a “big box” commercial format and consider the impacts of development of “strip malls” or “multi unit” developments within the guidelines we have outlined below.

When removing an existing structure to build a new structure, the new development needs to take into consideration the adjacent buildings and be designed to be complementary to the streetscape.

This committee recommends that Kingsville is to encourage different styles of commercial developments such as non-permanent kiosks to supplement our available commercial space.

BUILDING PLACEMENT



- Orient and position buildings to define the streetscape on public streets and internal driveways and to assist in fostering active pedestrian environments along the street edge.
- Design and orient buildings to achieve compatibility with the existing or planned local context by:
 - a) maximizing window and door openings along the public realm
 - d) maintaining public views to natural features, heritage resources, or identified view corridors

FAÇADES

- On façades visible from a public street or urban square, incorporate openings (transparent glazing and entrances) on a minimum of 50% of the façade to enhance the transparency of buildings, reduce the appearance of bulk and provide a strong visual presence along the street.
- Extend building façades parallel to and along the property line(s) that face the public realm, and/or incorporate strategic setbacks from the property line to accommodate urban squares, forecourts, flexible retail and patio space, extensions of the streetscape, and public art.
- For corner buildings, incorporate vertical elements, expressive massing and architectural features to accentuate the corner and address both frontages.
- For building façades greater than 30.0m in length, divide the horizontal dimension of the building by incorporating significant modulations (projections/recesses) in the massing and variety in architectural detailing. Design façades of longer buildings to give the appearance of a collection of finer grain structures.
- Incorporate weather protection elements on the building base, such as awnings, canopies, and projecting façade elements, to:

a) provide coverage at main building entrances, along active commercial streets, and where appropriate.

b) achieve a minimum clearance of 3.75m measured from grade

c) maintain clear sightlines to ground floor uses and entrances

- The outer look of the buildings should be consistent with the look of the surrounding buildings.
- all facade colours and materials to be approved by the town to ensure compatibility with the Design Guide.
- Franchises should be approached when they are required to upgrade their facilities. They would be encouraged to work with the town towards a blended external look which would be compatible with the surrounding area.

ENTRANCEWAYS

- Design principal buildings and entrances to face Main Street regardless of whether the building abuts the property line or otherwise. Secondary access points may be oriented directly to parking areas or amenity spaces.
- Design principal building entrances to be at grade with barrier free access from the public sidewalk and/or pedestrian network.

BUILDING DETAILING AND MATERIALS

- Design building façades that are well articulated and incorporate a rhythm of transparent glass and solid materials. Avoid large areas of blank or poorly articulated walls.
- Design building façades with a high standard of design, detail and variety of materials that:
 - a) are aesthetically compatible and exhibit quality of workmanship
 - b) are functional, durable and easily maintained
 - c) contribute to energy efficiency and sustainability

- Incorporate cladding materials that include brick, stone, metal, glass, wood, and in-situ concrete of high architectural quality. Incorporate high quality stucco only as an accent material.
- Encourage the use of brick, fieldstone and materials that mimic clapboard in all new construction and building renovations
- On exposed end walls along an interior side lot line without openings, clad the façade with the same building materials and detailing that complement the overall building design and to prevent an undesirable visual appearance. The implementation of an artistic installation is highly recommended on these surfaces.
- Architecturally incorporate identification and business advertising signage into the design, scale and materials of the building façade. Ensure signage does not block architectural features or overpower the façade.
- For a development comprising multiple buildings, incorporate complementary massing, architectural features, materials and roof design amongst the structures to bring continuity to the overall site.

COMPATIBILITY WITH ADJACENT SURROUNDINGS

Design buildings abutting built heritage resources that complement the context and heritage characteristics and that incorporate compatible proportions, rhythm of façade openings and bays, height and setback transitions, enhanced façade articulation and material.



VACANT BUILDINGS

The external look of vacant buildings can be an eyesore at times. In order to mitigate this, we would suggest vacant buildings of more than 30 days be window decorated. Perhaps having a town map incorporated here would be helpful. The addition of tourism brochures would be advantageous here where they would be maintained by the persons responsible for tourism.

LOW-RISE RESIDENTIAL BUILDINGS

In applying the design directives, low-rise residential buildings are primarily medium and high-density residential, a maximum height of 6 metres and in multi-unit forms, such as apartment-style flats and townhouses.

BUILDING PLACEMENT

- Orient and position buildings towards Main Street to foster active pedestrian environments along the street edge.

HEIGHT AND MASSING

- Design buildings with height and massing that create and reinforce pedestrian-scaled environments.
- Design buildings located adjacent to low-density, low-rise residential areas that incorporate façade setbacks, modulation and/or height reductions on portions of the building to achieve greater compatibility by reducing the appearance of height and massing
- On key sites, such as gateways, intersections, view terminus and abutting open space areas, increase the height of portions of the building and emphasize building entrances and architectural features to create visual cues for site orientation.

FAÇADES

- For façades visible from the public realm, incorporate a high level of architectural treatment that contributes to the pedestrian environment and reinforces the community character. Design façades with variety in architectural elements, such as varied wall planes and roof lines, human scale proportions, large windows, and porches/entranceways.

ENTRANCEWAYS

- Orient main entrances towards Main Street and design entrances that are accessible, illuminated and provide weather protection.
- Locate vehicular-access entrances/exits to parking at the rear or side of the building and incorporate the access into the building.
- Incorporate garage entrances that are flush with or recessed behind the building face and architecturally integrated into the main building massing

BUILDING AND MATERIALS

- Design building façades with a high standard of design, detail and variety of materials that:
 - a) are aesthetically compatible and exhibit quality of workmanship
 - b) are functional, durable and easily maintained
 - c) contribute to energy efficiency and sustainability

- On exposed end walls along an interior side lot line without openings, clad the façade with the same building materials and detailing that complement the overall building design and to prevent an undesirable visual appearance.
- Encourage the use of brick, fieldstone and materials that mimic clapboard in all new construction and building renovations.
- Architecturally integrated mechanical systems and utilities, such as drainage pipes, vents and meters, into the wall plane, façade and building design and screened from view from the public realm.
- For utilities and building service elements, locate these features in the rear or side yard to ensure they are not visible from the public realm and integrate them into the architectural composition of the building or screened from view.

COMPATIBILITY WITH ADJACENT SURROUNDINGS

- Design buildings abutting built heritage resources that complement the context and heritage characteristics and that incorporate compatible proportions, rhythm of façade openings and bays, height and setback transitions, enhanced façade articulation and materials.

SITE DESIGN ELEMENTS

Successful site design contains:

- an organized layout of buildings and spaces, connected by routes providing barrier free access, orientation and navigation for pedestrians, cyclists and drivers
- a clear hierarchy of public, semi-public and private spaces
- a defined street edge with buildings sited to create a street wall with active frontages to enhance the pedestrian experience and create a sense of enclosure
- service functions that are concealed from the public realm

SITE LANDSCAPING

Existing vegetation

- Whenever possible, preserve, protect and enhance existing, healthy vegetation within natural areas, parks, street rights-of-way and private properties.
- Incorporate a diversity of plant species based on ecological compatibility, seasonal variety, and appropriateness for site conditions.
- Incorporate drought and salt-tolerant species, especially when adjacent to hard surfaces. Wherever possible, select native and non-invasive species, especially when adjacent to natural areas.
- Select plant species based on the following attributes:
 - a) growing requirements (growing space, soil volume, and soil medium)
 - b) environmental characteristics of the site (moisture, light levels, soil qualities, and other micro-climate conditions)
 - c) intended function (enhancement, shading, screening, and/or buffering)
 - d) characteristics of the plant at maturity (crown volume, trunk size, and root flare)

FRONTAGE, PERIMETER AND BUILDING FOUNDATION PLANTINGS

- Landscape front and side yards with plantings and other landscaping features that provide visual interest, highlight pedestrian connections, enhance building and site features, screen undesirable elements, and provide continuity with the public realm.
- Where warranted, landscape side and rear yards with plantings and/or fences/walls to achieve functional and attractive screening and/or buffering.

LANDSCAPING SURFACE PARKING AREAS

- Incorporate tree and shrub plantings into the design of surface parking areas to:
 - a) provide shade in the summer
 - b) provide screening from views from Main St.
 - c) reduce large, continuous expanses of surface paving
 - d) reinforce pedestrian and vehicular circulation routes
 - e) contribute to the canopy coverage target
- Design landscape areas within and surrounding surface parking areas that include:
 - a) deciduous tree plantings to provide shade and reduce the heat island effect
 - b) soil volumes that support the range of plantings
 - c) ground cover materials in planting beds
 - d) irrigation systems, where warranted
- Design landscape areas that continuously screen parked vehicles visible from the street through the use of berms, shrubs, hedges and/or low walls. Ensure these screening elements are at an adequate height to effectively screen headlights, yet low enough to allow for visual surveillance of the parking area.
- Incorporate and position landscape areas and islands adjacent to:
 - a) major drive aisles to delineate routes and calm traffic
 - b) pedestrian circulation routes to delineate the path and provide buffering from parked and moving vehicles
 - c) site entrances to identify access points

SURFACE PARKING LOTS

PARKING AREA LOCATIONS

- Locate surface parking lots behind buildings and screened from view from the public realm. Surface parking areas may be located on the side of a building(s) provided the parking spaces are adequately screened and not located between the front façade of the building and the street.

LIGHTING

Effective lighting provides adequate night-time visibility while minimizing glare and light intrusion onto adjacent private properties, public lands and rights-of-way. Lighting can be incorporated into building and landscaping features to accent architectural and site elements, define pedestrian routes, and extend the usability of gathering places for evening activities.

SIGNAGE

Signage attracts attention and conveys a message. When appropriately designed, signage complements and enhances the architectural character of the building façade and site features, while not competing or overpowering.

Design direction:

- Design signage that:
 - a) is approved by the town to maintain proportionate with the scale of the building and its surroundings
 - b) communicates a clear message
 - c) is oriented towards intended viewers
- Incorporate illumination from a shielded external light source, concealed lighting, moderate ambient back-lit lighting, or low accent lighting to prevent glare and spillover onto adjacent properties.
- Internally lit, neon or plastic signage within the commercial area should be avoided.
- Prohibit the use of temporary mobile roadside signage within the Main Street corridor.
- Incorporate signage that does not obscure, detract from or dominate the form, character or details of the building(s), site or adjacent properties.
- Design signage to complement and creatively enhance the building(s) and overall site design. Avoid applying signage to create visual interest on an otherwise blank wall.
- On a mixed-use or multi-unit commercial/employment building or site, incorporate signage that creates a coordinated image and provides uniformity in business identification and advertising. Where possible, share signage among tenants to reduce visual clutter.
- On heritage properties, incorporate signage that represents the type, materials and styles appropriate to the heritage attributes of the character of the building and site, as well as its current function. Install signage that does not obstruct the heritage attributes of the property.
- On large sites, incorporate signage that clearly identifies the site and building entrances and provides orientation and wayfinding to key access points and amenities. Strategically place signage to prevent compromising pedestrian and motorist sight lines, paths of travel, or views into buildings.
- Signage should be proportionate with the size of the surrounding buildings.

SERVICE, LOADING AND STORAGE AREAS

Service, loading and storage areas typically include the following types of facilities: utility areas, loading spaces, delivery docks, parking areas for larger vehicles, materials storage areas, refuse storage and collection areas, compaction areas, air handling equipment and vents, and tanks and containers.

The following design direction related to service, loading and storage areas will be read and applied in conjunction with a site development standards manual.

Design direction:

- Design and integrate service, loading and storage areas to minimize the visual impact on the public realm, on built form and amenity areas, and on surrounding sensitive uses.
- Wherever feasible, locate service, loading and storage areas within the main building(s) to ensure these facilities are not visible from the public realm or within view of the main building entrance(s).