

# Main Street Development Policy Review Committee

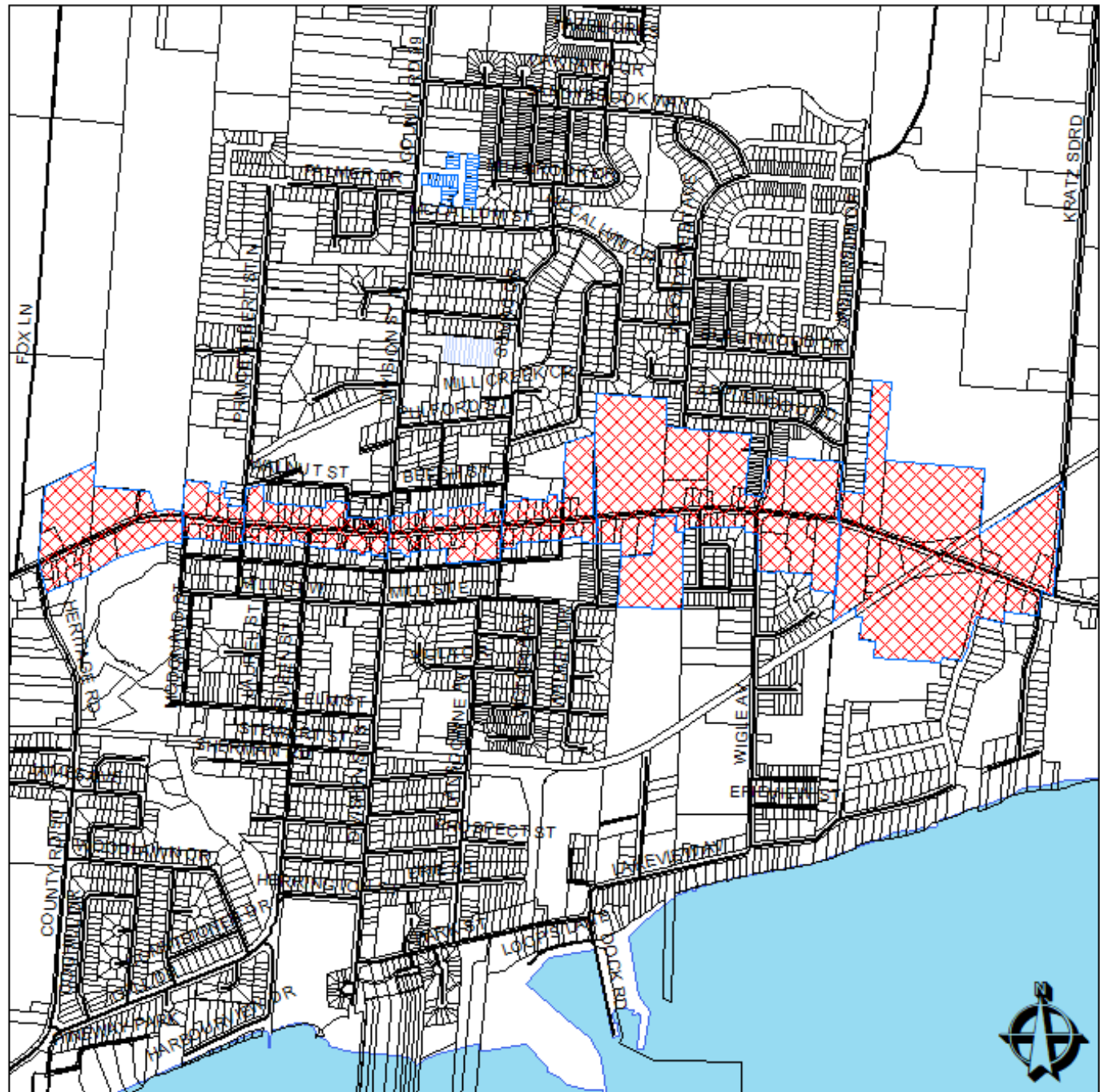
June 21, 2021

Special Meeting of Council

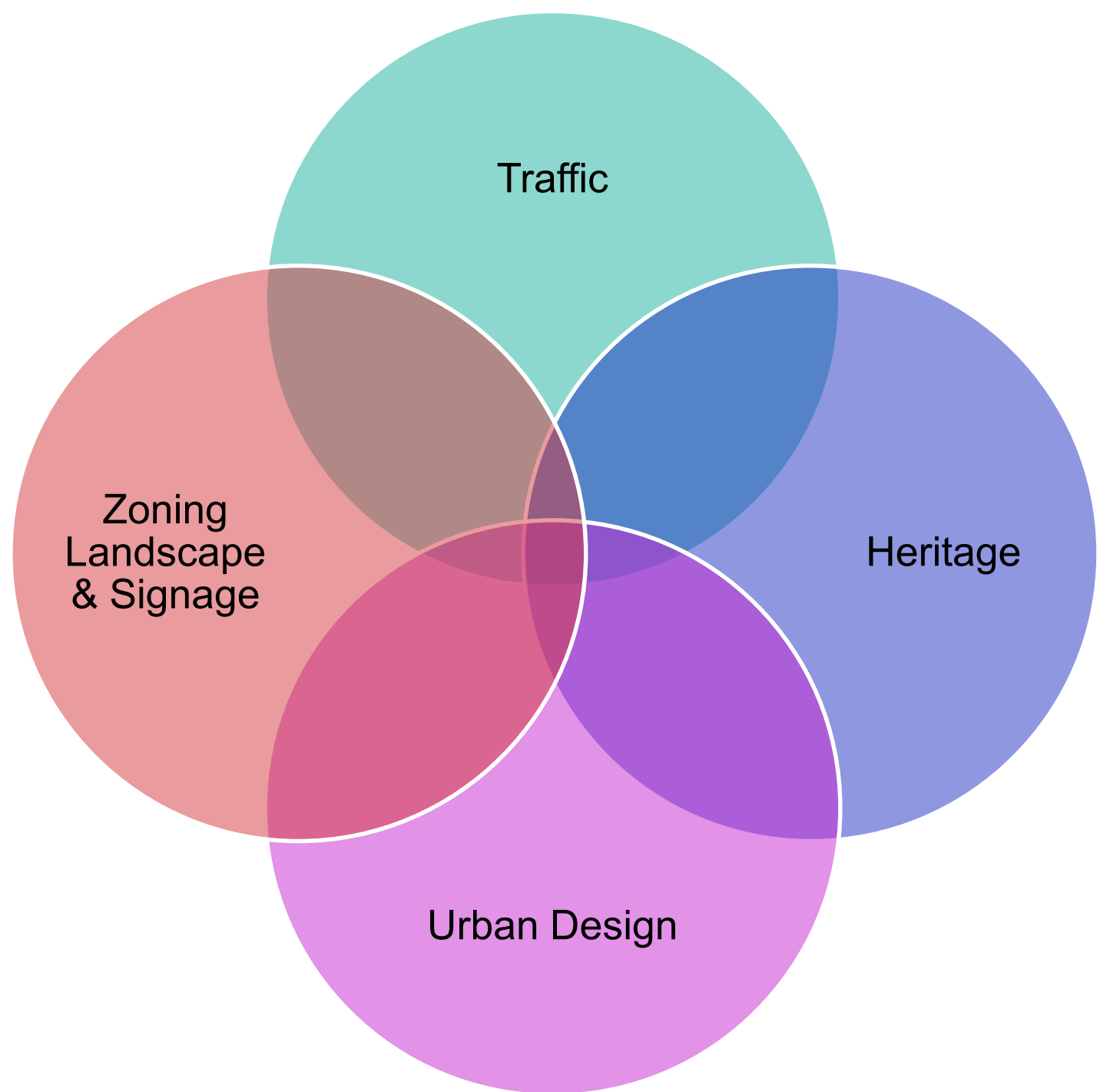


# Study Area

From Heritage Rd to the west  
To Kratz Sdrd to the east



# Four Sub- committees



# Goals

- **Review:** what policies are currently in place and how they help or hinder, create or fragment;
- **Explore:** through the facilitation of an open, broad discussion on the vision for the Main St. corridor;
- **Focus:** on what is the initial study structure to yield the best overall result for development along the Main St. corridor;
- **Create:** a interconnected policy or policies that provide the Town and its residents with a conveyable vision of the future.

# Outcome

Establish a “Plan” for the Main St. corridor that will guide development

Review



Explore



Focus



Create



# Plan



# Traffic Sub Committee

Laura Mastronardi, Joe Wilds, Tom Greenall & Mary Ellen Havlik



## Focus Areas / Areas of Concern

### **Study Area: Heritage Road to Kratz Sideroad**

1. Traffic Congestion
2. Traffic and Pedestrian Safety
3. Independent Traffic Study
4. Active Transportation

# Summary of Main Findings

## 1. Traffic Congestion:

- poorly timed lights
- too many access/egress points
- crosswalks
- on street parking
- underutilized municipal parking lots

## 2. Traffic and Pedestrian Safety:

- speed; lighted and unlighted crosswalks
- poor driving habits
- access/egress points
- absence of lane markings on road at some points



## Summary of Main Findings continued

### 3. Independent Traffic Study

- lack of independent historical and current data
- over reliance on data submitted by developers

### 4. Active Transportation

- inadequate parking for cyclists
- current infrastructure is limiting



# Recommendations

## 1. Traffic Congestion

- retiming of street lights to allow for better traffic flow
- limit new access points in study area
- standardize crosswalks to ensure all are lighted
- on street parking - no recommendation at this time
- municipal parking lots - better signs including size, location, position
- Accelerate work plans for extension of Heritage Road to Road 2 as well as all Road 2 improvements

## 2. Traffic and Pedestrian Safety

- introduce community safety zone
- standardize crosswalks as above
- poor driving - education and enforcement
- reduce access/egress points for pedestrian safety
- improved road markings especially for turning lanes



## Recommendations Continued

### 3. Independent Traffic Study

- fund and carry out a full baseline traffic study in conjunction with the Transportation Master Plan

### 4. Active Transportation

- develop multi-use pathway
- introduce bike racks in municipal parking lots
- improve road markings for cyclists

We recommend that interested parties review the full presentation found at:

<https://www.kingsville.ca/en/do-business/resources/Planning/MSDRC/Main-Street---Traffic-Sub-Committee-with-Comment.pdf>

# Heritage

Sarah Sacheli, Gideon Spevak & Joe Wilds

## Focus Areas / Areas of Concern

1. Protecting properties designated under the Ontario Heritage Act
2. Protecting properties on the Kingsville Municipal Heritage Register that are key elements of the downtown streetscape
3. Protecting other properties on the Kingsville Municipal Heritage Register
4. Enhancing Main Street's heritage feel

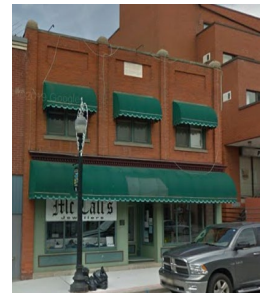
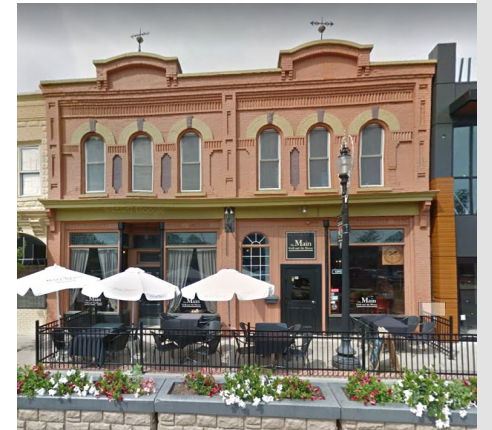
# Sources

- Division of Time website ([divisionoftime.ca](http://divisionoftime.ca)), a project of the Kingsville Municipal Heritage Advisory Committee
- Kingsville 1790 – 2000, *A Stroll Through Time*, Volumes 1 and 2, Kingsville-Gosfield Heritage Society, 2003.
- Kingsville Municipal Heritage Register
- Municipality of Bluewater Official Plan
- Oakville Liveable by Design
- Ontario Heritage Tool Kit
- Ontario Heritage Trust

## Main Findings and Recommendations

1. The Town of Kingsville should protect more of the key historic buildings on and near Main Street with designation under the Ontario Heritage Act.

- The Conklin Building — 1-11 Main Street East
- The Fox Block — 13 Main Street East
- The David Block — 15 Main Street East
- The David Store — 19 Main Street East
- The Union Block — 29, 31 and 33 Main Street West (29 Main Street West is already designated)
- The DeJean Block — 24 Main Street West
- The Jasperson Block — 14 Division Street South





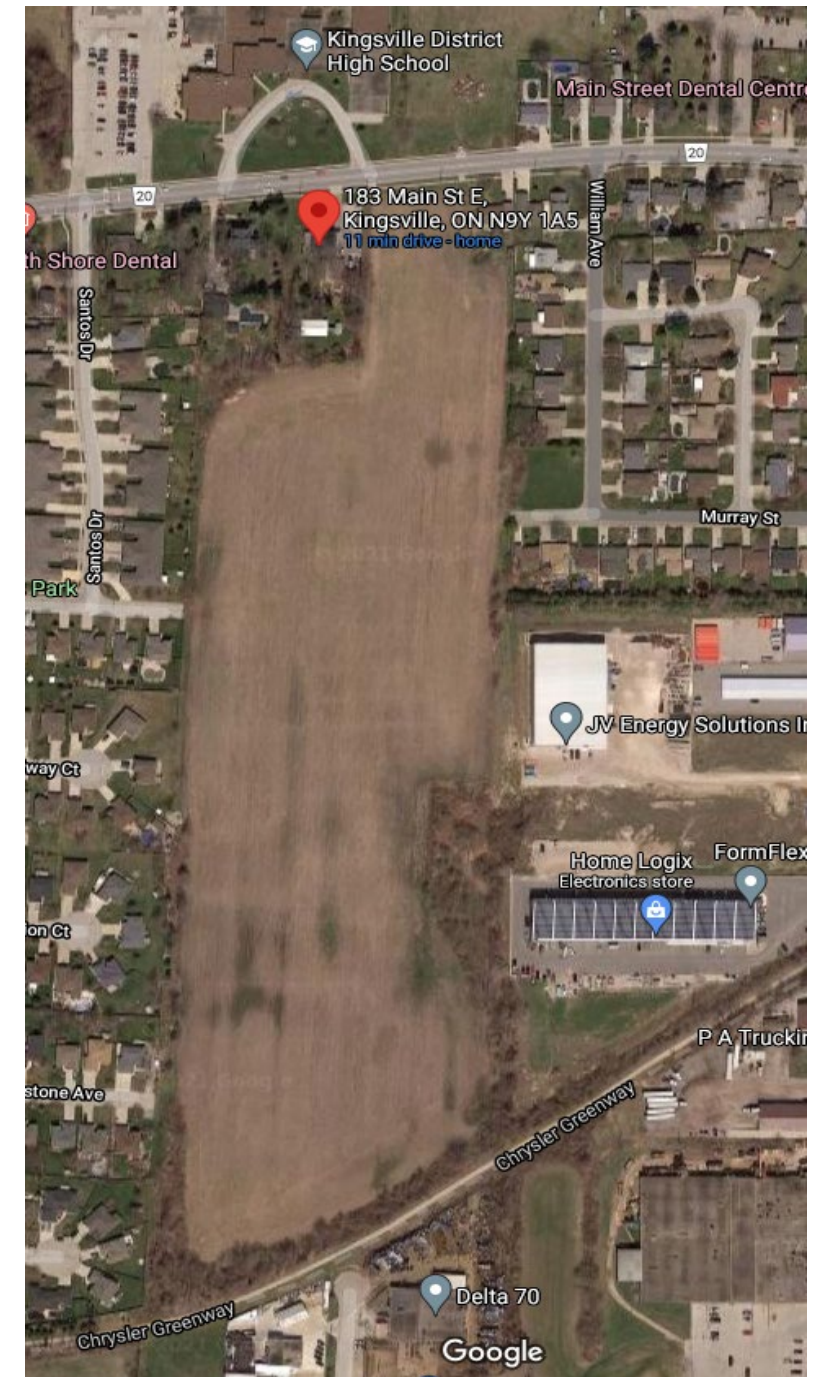
# Main Findings and Recommendations

2. Designated properties on Main Street should be protected with controls on development on abutting lots.





To the east of 183 Main Street East (the Esther Jasperson Campbell House) is a 25-acre parcel of land with an agricultural use (field crops). We recommend this parcel, if developed, become a commercial/residential mix with no access or parking along Main Street. Access to this parcel should be off Murray Street to the east and Gladstone Avenue and Walker Drive to the west with access to the development closest to the street from a parking lot and loading area behind the building(s) along Main Street. In keeping with the streetscape, any buildings abutting Main Street should face Main Street and be no higher than two stories so as not to dwarf the Esther Jasperson Campbell House. Development closest to the street should be similar in scale to the streetscape provided by the contiguous buildings from the Conklin Block at 1 Main Street East to the David Block at 19 Main Street East. These should be commercial buildings or buildings with commercial on the ground floor and residential above. Behind the Main Street-facing buildings, we recommend low-density residential construction (single-family dwellings). Any higher density residential construction up to current three-storey standards capped at current height restrictions, should be limited to the south-east portion of the parcel, closest to the abutting industrial development and the Chrysler Greenway, and away from the existing single-family residential development to the west.



## Main Findings and Recommendations



3. The Town of Kingsville should encourage property owners to repurpose heritage buildings on Main Street.

## Main Findings and Recommendations

4. To enhance Main Street's heritage feel, the Town of Kingsville should implement bylaw controls such as limiting building heights, encouraging the placement of new buildings at the sidewalk to create a street wall, and prohibiting the installation of internally lit signs.





## Main Findings and Recommendations

5. The Town of Kingsville should implement programs beyond designation to preserve historic façades.

- Discourage the cladding of brick façades
- Implement a bylaw that regulates the type and size of signs allowed on buildings



## Main Findings and Recommendations



**6.** To enhance the downtown core's heritage feel, the Town of Kingsville should use only Victorian or Edwardian-inspired fixtures on public rights of way and install crosswalks that mimic the brick produced in Kingsville during these eras.

# Urban Design Report

Brenda Gagnier, Dave Hunt, Tasha Slater & Sarah Sacheli

## Focus Areas / Areas of Concern

We have an eclectic assortment of small businesses, services, and natural sites. Rich in historic character and our eyes steadily set on the future as one of the most desirable places to live in Canada

- Brand our town – creative design, access, and excellent livability
- Street - functional, attractive and sense of identity
- Preserve heritage buildings
- Ability to walk, cycle, drive, sit and enjoy

# Urban Design

- PUBLIC REALM –STREETSCAPE
- PEDESTRIAN PATH ZONES
- PLANTINGS AND FURNISHINGS
- CURB ZONE



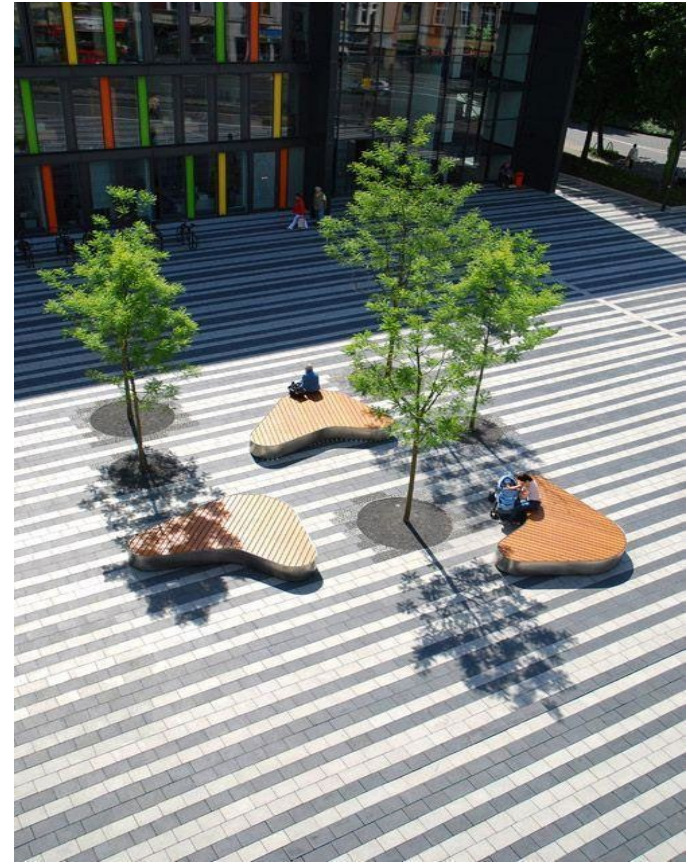
# Gateways

Arches identifying entrances to town at Main Street & Heritage & Main Street and Kratz



## Public Views and Vistas

Greenspace within the core for public gatherings, social interactions. Provide trees, decorative paving, lighting and seating





# Public Art

Sculptures, murals, signs, fountains – consider approaching building owners, Art Society, students to contribute towards artwork on buildings. Residents may also sponsor.



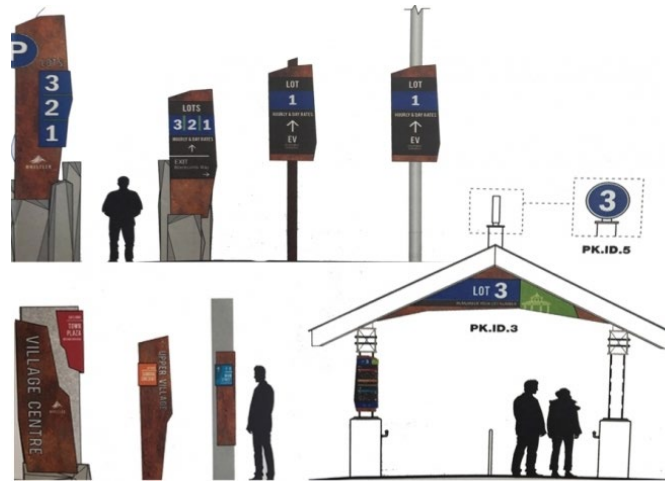
# Public Art

Sculptures, murals, signs, fountains – consider approaching building owners, Art Society, students to contribute towards artwork on buildings. Residents may also sponsor.



# Wayfinding (Directional Signage)

Signs identifying pathways, roads, businesses, areas of interest, and public parking lots.



## Residential & Non-Residential

### LOW-RISE RESIDENTIAL:

- Compatible
- Entrances
- Vehicle parking
- Materials

### LOW-RISE NON-RESIDENTIAL:

- 6 metres in height maximum from Greenhill Lane to Jasperson
- 10 metres in height maximum all other areas of Main Street / County Road 20
- No “big box” stores
- Strip malls / multi-unit development
- Facades
- Vacant Buildings

# Vehicle Amenities

## SURFACE AREA PARKING:

- Locations shielded
- Lighting
- Proper clear signage for locations

## SERVICE LOADING AND STORAGE:

- Not visible from the roadway if possible



# Facades





## Full Report

- Urban Design full report is available for viewing at
- <https://www.kingsville.ca/en/do-business/resources/Planning/MSDRC/Urban-Development-Report-Jan-5.pdf>

# Zoning, Landscaping/Streetscape and Signage

Bruce Durward, Dennis Rogers & Heather Brown

## Focus Areas / Areas of Concern

- Ensuring properties are following approved zoning by law regulations
- Greenspace to be designated by the Town of Kingsville
- Streetscape
- Property standards
- Adhere to a signage by-law.
- One sign, specific to current business or service that resides within that building.



# Data Sources

1. Spreadsheet was developed to help with the current and proposed usage of each property.  
It includes signage, heritage status, zoning, MPAC Property Description, and if the business is registered with the town.
2. Information provided in formal package



# Summary of Main Findings

- A review to be done of current property usage & compare it to zoning regulations.
- By-law needs to be developed for greenspace for developed properties
- Address ideas regarding houses and businesses that do not have main entrance facing the street their address is on.
- Appearance of Business standards.
- By law to be developed for signage
- Multiple signage on properties, or advertising on buildings for businesses that are not associated with the address.





## Recommendations



- Properties to be evaluated to ensure they are following the zoning bylaws and regulations
- Town of Kingsville to develop a greenspace bylaw.
- All houses or buildings face the front door to the street that their address is on.
- Town of Kingsville to develop a property standard by law
- Town of Kingsville to develop a signage by-law for new developments and existing properties
- Town of Kingsville to set signage by-law to support no billboard or advertising for consisting of business clarification.
- To use this recommendations as a standard for the Town of Kingsville as a whole and not just Main Street.



## References from different areas



- Niagara Sign Bylaws-  
<https://www.niagararegion.ca>
- Prince Edward County Signage-  
[www.thecounty.ca](http://www.thecounty.ca)
- Example of Greenspace, Signage for Businesses  
and Open and Closed Signs



# Policy Development

Planning Services



## Summary of Main Findings

1. Town Official Plan lacks policies specific to the Main St corridor.
2. Town's Comprehensive Zoning lacks specific regulations applicable the Main St corridor.
3. Planning Policy along the corridor lacks a specific guide to development on Main St. either at a policy level or based on public input.
4. A "Master Plan" or "Vision" for the Main St corridor has never been established.

## Recommendations

1. The development of new planning policy will be based on a combination of committee recommendations (adopted by Council) public input and review in relation to applicable local, County and Provincial policy.
2. Possible outcomes could include:
  - i) establishing a site-specific special policy area for the Main St. corridor with policy specific to the area
  - ii) establishment of a Downtown Community Improvement Plan for the Main St. core area
  - iii) reworking of current policy to focus more specifics on Main St. corridor.

Q&A