



# Corridor Transformation Strategy



County Road 22 Special Planning Area Design Guidelines



January 2012



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# 1.0 Corridor Transformation Strategy



*Commercial strip development typical across the Corridor*

Country Road 22 is an important inter-regional transportation corridor within the Town of Lakeshore linking the major urban areas of the Town, including the communities of Belle River, Emeryville, Puce and Maidstone, and the Town's major commercial and employment areas. County Road 22 faces similar challenges as other urban arterial road corridors in Ontario, which accommodate a diverse range of commercial and business uses which have historically existed and evolved over time, including automotive dealers, industrial malls, commercial strip plazas, expansive parking areas and older residential dwellings on large lots.

The supporting Official Plan Amendment and the Corridor Transformation Strategy - County Road 22 Special Planning Area Design Guidelines seek to transform County Road 22, over time, into an "Urban Avenue" – which is envisioned as a higher intensity, mixed use corridor which is supportive of future transit and provides a diverse mix and range of commercial, employment, residential and community uses. The intention is to create a complete corridor which accommodates the needs of pedestrians, transit users, cyclists and the automobile. The Urban Avenue will serve the daily needs of the Town's residents by encouraging a mixed use, walkable and pedestrian-oriented environment at appropriate locations, while functioning as a major inter-regional transportation corridor accommodating a variety of commercial and employment destination-oriented uses.

The design guidelines recognize that this transformation will require a long-term vision and phased approach to development within the Corridor. While mixed use and street-related built forms are encouraged within specific nodes in the Corridor, such development may not be achievable in the short-term and therefore interim forms of development will be permitted, while not precluding the development of more intensive built forms in the future. A concerted effort is required between the Town and the County to realize the streetscape elements within the right-of-way and the long-term redevelopment objectives. Ultimately, the purpose of the transformation strategy is to ensure that the development of the Corridor and adjacent built forms provide for a consistent and unified public realm and streetscape.

The Corridor Transformation Strategy provides principles and guidelines for the transformation of County Road 22 and a conceptual urban design framework to direct development within the Corridor that is in keeping with the Town's vision for County Road 22. The guidelines identify the Town's intent with respect to land use, built form, streetscape, parking, landscaping and other urban design matters which should be addressed through the preparation and review of development applications. The guidelines provide the Town with the necessary tools for the review and evaluation of development applications within the Corridor, which shall be consistent with these guidelines.



Mix of residential and commercial land uses exist throughout the Corridor



Large scale employment/warehousing uses



St. Clair Shores is a major commercial/retail anchor within the Lakeshore West Mixed Use Node

## 2.0 Corridor Transformation Principles

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**In order to achieve the Town’s vision of a higher intensity, mixed use Corridor which is supportive of future transit, development within the Corridor will be guided by the following land use and corridor design principles:**

1. Facilitate the creation of an “Urban Avenue” which accommodates higher intensity, mixed uses including a diverse range of commercial, office-related employment, residential and community uses.
2. Provide for a nodal structure along the Corridor which accommodates certain densities, a mix of land uses and transit supportive design at appropriate locations to encourage and promote future public transit along the Corridor.
3. Encourage infill, intensification and redevelopment and the comprehensive development of vacant and/or underutilized lands through the consolidation of lands.
4. Encourage medium density residential uses and mixed use buildings in a variety of built forms, including a range of tenures and affordability.
5. Develop a ‘complete corridor’ which accommodates the needs of pedestrians, transit users, cyclists, trail users as well as the automobile.
6. Accommodate the movement of people and goods through the Corridor in a safe and efficient manner.
7. Provide a mixed use, walkable and pedestrian-oriented environment, where appropriate, which serves the daily needs of the residents.
8. Create an attractive, consistent and unifying streetscape and public realm.
9. Ensure a high quality of urban design along the Corridor which may include special boulevard treatments, streetscaping, landscaping, plantings, signage and street furniture, in consultation with the County.
10. Accommodate interim built forms while not precluding the future intensification and redevelopment of lands to achieve the ultimate built form, through appropriate development phasing over the long-term.
11. Promote active and healthy lifestyles by accommodating recreational and trail uses along the Corridor.
12. Promote the ‘greening’ of the Corridor through the maintenance and enhancement of tree canopies and appropriate landscaping.
13. Ensure appropriate land use and built form compatibility between adjacent uses and established neighbourhoods through transitions in building heights, massing, siting, landscaping and buffering measures.
14. Promote the use of sustainable and green building technologies.
15. Ensure a high quality of site planning, urban design and building architecture.
16. Ensure the appropriate provision of municipal water, wastewater and stormwater management services to support development.
17. Ensure coordination with the County on matters relating to access and improvements within the Corridor.
18. In consultation with the County, limit direct access to the Corridor in favour of shared/consolidated access points.
19. Ensure that development applications and land use decisions are consistent with the County Road 22 Corridor Transformation Strategy.



Large format retail uses



Employment and office uses

# Figure 1: Conceptual Master Plan





# 3.0 Corridor Transformation Guidelines

The Corridor Transformation Guidelines express the Town’s intent with respect to land use, built form, streetscape, parking, landscaping and other urban design matters which should be addressed through the preparation and review of development applications, which shall be consistent with these guidelines.

Figure 1 illustrates the Conceptual Master Plan for the County Road 22 Corridor. The structural and corridor design elements of the Master Plan are described and illustrated through the following guidelines.

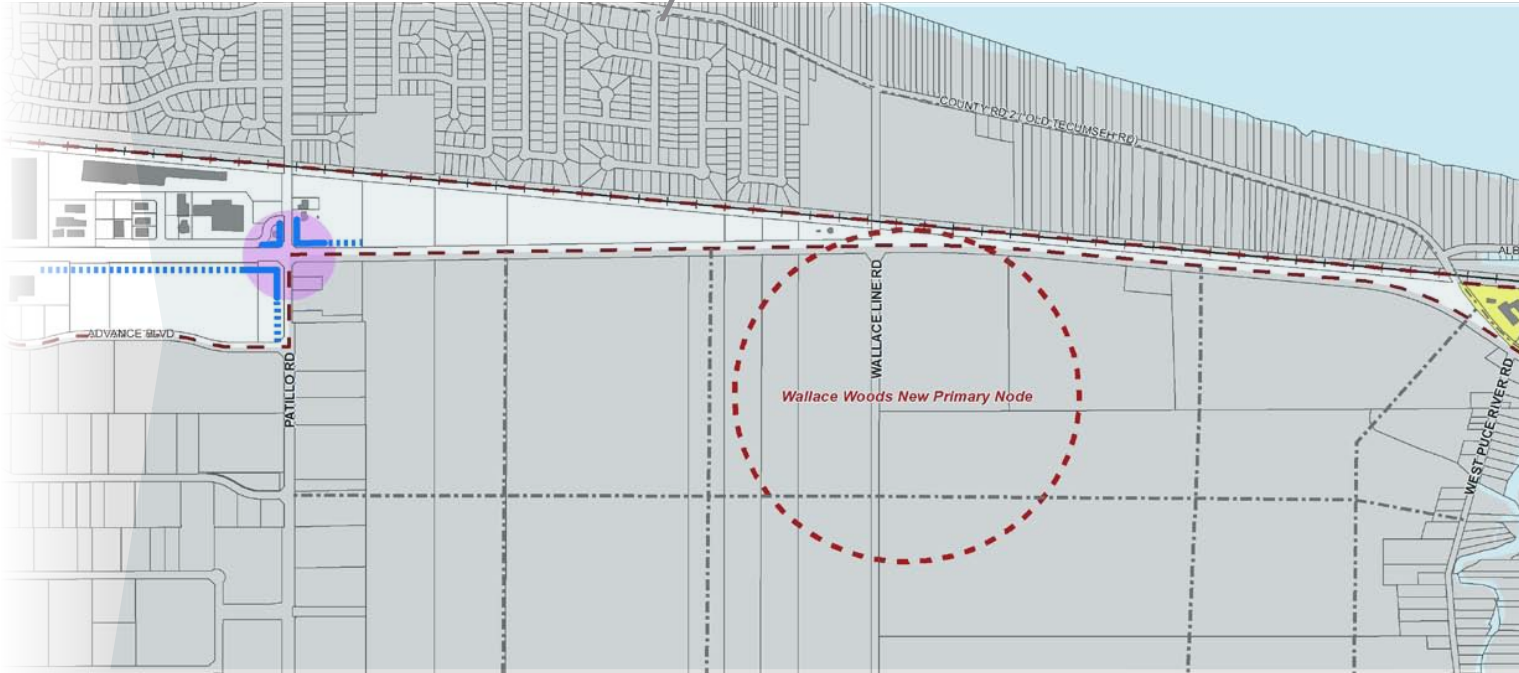


Mix of office and retail uses



Major transportation corridor

## for the County Road 22 Corridor





Highway service commercial uses



Mixed commercial and residential uses

# Conceptual Master Plan for the County



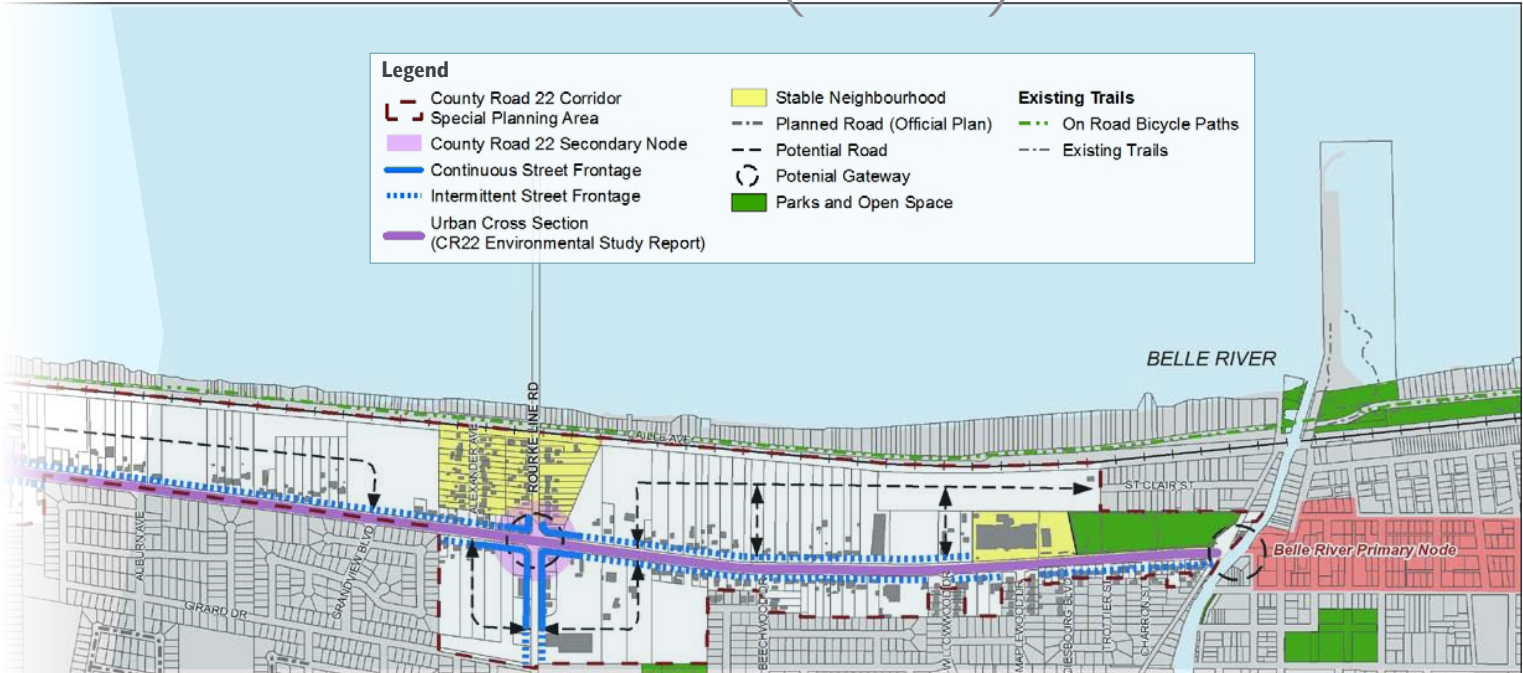


Redevelopment opportunities



Park, trail and recreational uses

# Road 22 Corridor (con't)



## 3.1 Nodes

It is recognized that development within the Corridor will involve multiple phases of successive development, before achieving a more intensive and transit supportive built form. Therefore, a realistic interim and phased approach to development is required. The guidelines establish five Secondary Nodes at major north-south intersections with County Road 22 which consist of established commercial/retail clusters, employment clusters, and historic settlement areas, and include the intersections of:

- Patillo Road;
- Puce Road (County Road 25);
- Emery Drive;
- Renaud Line Road; and
- Rourke Line Road.

These Secondary Nodes are intended to augment the Lakeshore West Mixed Use Node and the Wallace Woods and Belle River Primary Nodes identified in the Official Plan, which anchor the Corridor. The Primary, Mixed Use

and Secondary Nodes provide a structural framework and hierarchy to direct the most intensive and mixed use development within the Corridor. The Secondary Nodes are intended to concentrate a certain density of development around and within easy walking distance of a future transit station (typically 500 metres or a 10 minute walk). The transit station locations should be in accordance with the requirements of the Regional Transit Study.



*Street-related live-work units along the street*

### Guidelines:

- A mix of uses are encouraged within the Nodes, including commercial, employment, community/institutional and residential uses.
- Commercial/retail uses are encouraged to occupy the ground floor, whereas residential and office uses are promoted above the ground floor.



*Mixed use development with commercial/retail uses at grade and residential above*



Medium profile, mixed use buildings ranging from 2-3 storeys are encouraged

- Uses which provide for ground floor animation such as cafés, restaurants, specialty shops and boutiques and similar retail uses are encouraged within the nodes to provide pedestrian activity and amenity to the streetscape.
- Development within the nodes should provide suitable transitions and buffering with adjacent Stable Neighbourhoods, through setbacks, buffering, massing and

landscaping. Stable Neighbourhoods represent areas of established residential areas where significant growth and redevelopment is not anticipated.

- Appropriate locations for future transit stations should be identified within the nodes and at major intersections along the Corridor and sufficient right-of-way widths should be secured.

**Street-related mixed use development:**



Commercial/retail uses at grade with residential units above



Parking is accommodated at the rear of the building



Provides convenient pedestrian access to the building and an extension of adjacent "public" space

## 3.2 Interim and Ultimate Development

The transformation of the Corridor will require a long-term vision and phased approach to development and redevelopment within the Corridor. While mixed use and street-related built forms are encouraged within specified nodes in the Corridor, such development may not be achievable in the short-term and therefore interim forms of development will be permitted, while ensuring that the ultimate built forms may be achieved in the future.

Interim development forms may relate to the phasing of development on a site. Where initial development may include an office or retail establishment which includes a large amount of surface parking areas, such parking areas may be redeveloped to accommodate infill development to achieve a more intensive built form in the future. Therefore, over the planning horizon of the Official Plan, both the interim and ultimate built forms should be considered during the planning process. Development applications should be accompanied by a Master Site Plan which identifies the proposed interim development and illustrates how the site may be intensified

over time to achieve the ultimate built form as envisaged by these guidelines.

The following figures provides a conceptual illustration of how a large format retail establishment may develop in the short term, while accommodating more intensive development in the future through the introduction of street-related uses and a mix of land uses and built forms.



*Large format retail establishments provide opportunity for more extensive development by reserving “out-parcels” for street-related infill development*

### Guidelines:

- While more intensive, mixed use and street-related built forms are encouraged along the Corridor, it is recognized that such uses may not develop in the short-term and a phased approach to development is required. Interim development should not preclude the desirable ultimate built form as envisaged by these guidelines.
- Development applications not meeting the intent of these guidelines should only be considered when accompanied by a Master Site Plan which illustrates how the site may be intensified and built-out over time, consistent with these guidelines.
- The Master Site Plan should demonstrate how the ultimate built form may be achieved as envisaged by these guidelines, and consideration should be given to such matters as:
  - » placement of buildings and provision of street edge;
  - » ultimate land uses which provide for street-related and pedestrian uses;
  - » ultimate building heights, massing, densities and transitions to neighbouring uses;
  - » relationship to the County Road 22 streetscape;
  - » location of driveway accesses, site circulation and future road networks;
- » location of parking areas and future redevelopment potential;
- » location and sizing of infrastructure;
- » accessibility to the street and future trail and pathways connections; and
- » future integration with adjacent land uses.
- The Master Site Plan should consist of a detailed site plan illustrating the comprehensive and ultimate build-out of the property and a design brief which provides an explanation as to how the ultimate built forms as envisaged by the County Road 22 Special Planning Area Corridor Design Guidelines may be achieved.
- The Town will review the Master Site Plan based on a site specific review to ensure it is contextually appropriate given the location, size and land use context of the site.
- The development of larger blocks of land within single or multiple ownership should be accompanied by a Master Site Plan which illustrates the interim and ultimate comprehensive development of the lands, consistent with these guidelines.

Conceptual illustration of the built form transformation of a large format retail establishment



Short term built form



Medium term built form



Ultimate built form



*A large format retail establishment and associated parking area is sited to the rear of the site, with mixed use, street-related "out-parcels" being subsequently developed at the street-edge*



*A large format retail establishment with commercial, street-related buildings at the street-edge*



## 3.3 Streetscape

County Road 22 is the main east-west Corridor linking the Town's urbanized areas and should provide for an attractive and well designed streetscape that defines the character of the Town and communities, and contributes to a distinct place and identify. The Town will work with the County to develop a consistent and unifying boulevard, streetscape and public realm through the on-going and planned improvements to County Road 22. The development of the streetscape should be independent from the redevelopment of the adjacent built forms, allowing for the development of a unified and consistent public realm as soon as possible, while recognizing that the adjacent built forms will evolve over time.

### Guidelines:

- The streetscape should provide consistency in terms of sidewalks, boulevards, plantings and landscaping, street furniture, lighting, signage, public art, and utilities, among other elements.
- Consistent standards for the location and design of street furniture, lighting, waste/recycling receptacles, and bicycle parking will help define the street. These elements may be consistent with those in Belle River or provide a unique theme within each of the nodes reflective of the areas character.
- The streetscape should be of a pedestrian scale which provides safety and comfort to pedestrians, particularly within nodes.
- Well-demarcated intersections and cross walks should be provided at major intersections to improve pedestrian safety, connectivity and accessibility.
- In addition to public lands within the right-of-way, private areas including parking areas should provide appropriate landscaping, visible from the public realm.



*Building that addresses the street and frames the intersection provides visual interest*

- Provide pedestrian linkages between parking areas, buildings and sidewalks within the right-of-way.
- Sidewalks and multi-use paths within the right-of-way should be continuous and provide convenient access to adjacent properties.
- Continuous sidewalks on both sides of the street should be encouraged within Primary, Mixed Use and Secondary Nodes.



*Convenient pedestrian linkages between the street and adjacent built forms*



*Encourage consistent standards for the location and design of street furniture and plantings (Notre Dame Street)*

- Where sidewalks are located next to a building, an extended paved area may accommodate street furniture or functional elements related to the building (i.e., patios, seating areas, plantings, etc.) to provide a compatible transition and integration between the public and private lands, where appropriate.
- Provision of on-road bicycle paths should be encouraged in a safe manner to encourage bicycle use, where off-road multi-use paths are not provided.
- The long-term relocation of above ground utility poles with underground utility trenches should be considered, particularly within nodes and throughout the urban cross section.
- Traffic calming measures should be encouraged within urban cross sections through the use of special boulevard treatments, including, special pavement materials, plantings and landscaping. Within the Secondary Nodes opportunities for on-street parking on Town roads should be explored as a form of traffic calming while encouraging pedestrian activity.
- Drive-through establishments should be discouraged within nodes and Continuous Street Frontage areas, where the site directly abuts County Road 22, in order to enhance the pedestrian environment. Where drive-throughs are proposed, appropriate staking lengths and traffic operations must be demonstrated.

## 3.4 Built Form

Built forms along the Corridor may vary depending upon the development character of the area. As development within the Corridor progresses there is a desire to encourage the creation of a 'continuous street frontage' within nodes and focused around major intersections. A Continuous Street Frontage would require that a certain percentage of the street frontage is occupied by a building façade, whereby limiting vehicular access driveways and parking areas in the front and side yards, in favour of rear service lanes and rear yard parking areas. This would assist in bringing buildings closer to the street and locating parking areas at the side and/or rear of buildings where they are screened from public view, encouraging a more attractive, vibrant and pedestrian-oriented streetscape. It is recognized that Continuous Street Frontages may not be achievable in the short-term, however, interim development should not preclude the provision of a Continuous Street Frontage over the long term build-out of the Corridor.

Alternatively, an 'intermittent street frontage' may be appropriate in other areas of the Corridor including the predominately employment/commercial areas, where buildings are setback from the street at varying distances and the character is intended to remain lower profile in scale, employment/commercial in character, and predominately automobile oriented.

The Conceptual Master Plan (Figure 1) identifies areas where a Continuous or Intermittent Street Frontage is desirable. While it is recognized that building setbacks from the road are subject to County of Essex By-laws and requirements, it is anticipated that as the Corridor evolves over time into a more Urban Avenue, the setback requirements may be reduced to create a more pedestrian-oriented environment and streetscape.

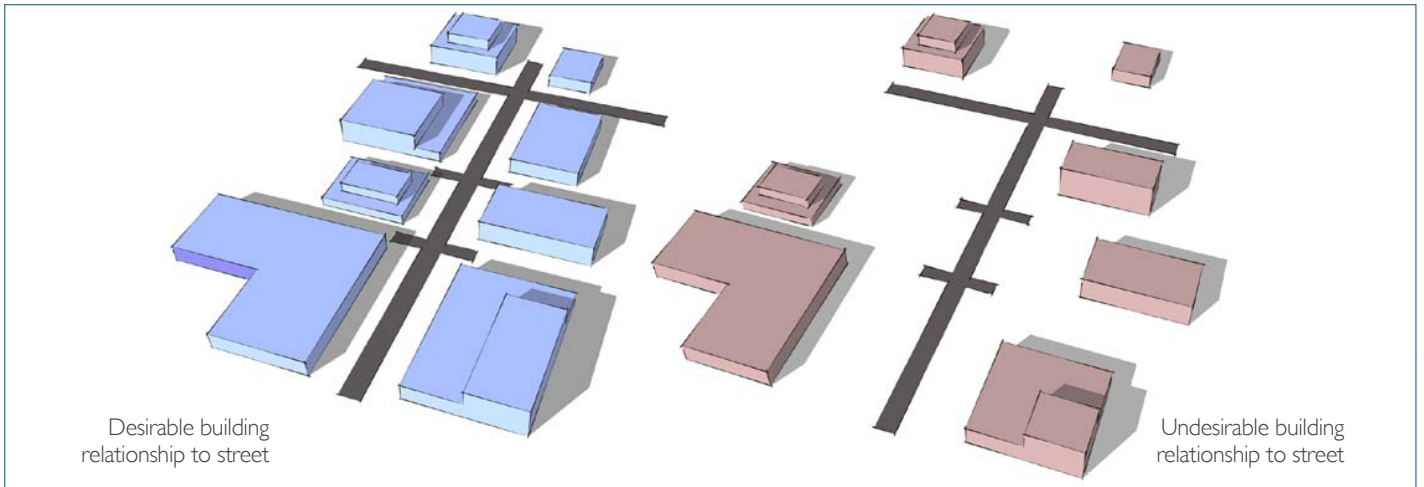
### Guidelines:

- Continuous Street Frontages – Land uses within the nodes are intended to transform, in the long-term, from a lower intensity built form to mid-rise and mixed use built forms. Parking should be accommodated primarily at the rear of the buildings. It is suggested that within the areas identified as a Continuous Street Frontage area a minimum of 75% of the length of the lot frontage be occupied by building frontage within a building setback zone of 0 to 3 metres from the public right-of-way, and subject to any County setback requirements.
- Intermittent Street Frontages – Land uses within the intermittent street frontage areas which include existing employment and commercial areas outside the nodes may accommodate reduced street walls and increased setbacks given the character of these areas. It is suggested that within the areas identified as an Intermittent Street Frontage area a minimum of 50% of the length of the lot frontage be occupied by building frontages within a building setback zone of 0 to 10 metres from the public

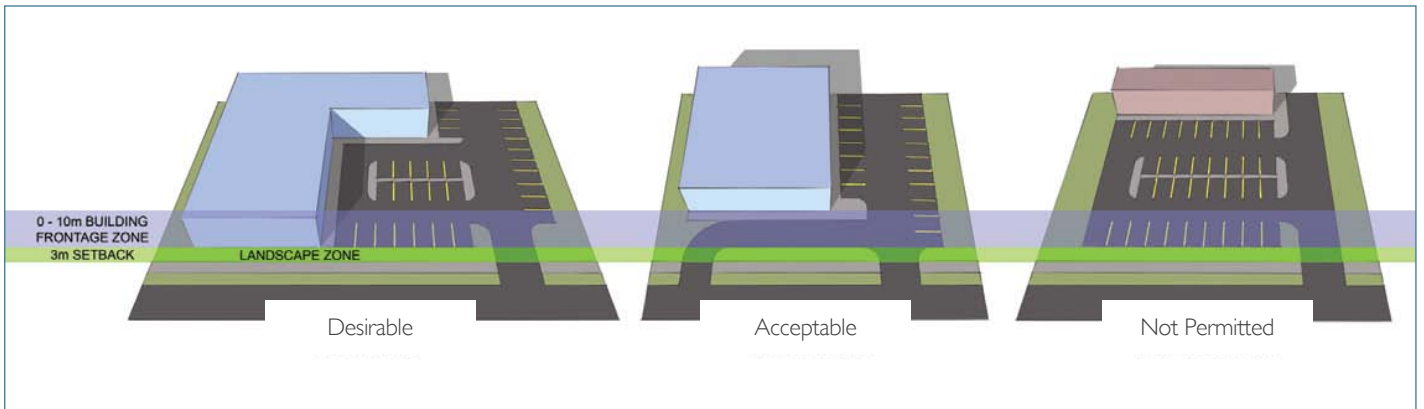


*Street-related residential apartment building*

- right-of-way, and subject to any County setback requirements.
- The Town will consider establishing both minimum and maximum building setbacks in the implementing Zoning By-law, and in consideration of the County's setback requirements.
- Medium profile building heights of 2 to 3 storeys are encouraged within the Mixed Use and Secondary Nodes. A minimum building height of 2 storeys is recommended within the nodes.



Encourage the location of buildings along the street edge to define the street



Built forms should address the street and accommodate parking primarily at the rear and/or side of buildings (building setbacks are subject to County setbacks, but not in addition to any required County setbacks)



Commercial/employment buildings with minimal setbacks and parking in the front yard



Promote the creation of a desirable street edge

- Buildings should be oriented towards County Road 22 with primary entrances facing the street and be easily accessible from the street.
- Buildings should be architecturally articulated and modulated to provide interest and amenity to the street and create a comfortable pedestrian environment, through the use of quality materials and architectural details such as canopies, cornices, porches, window treatments, etc.
- Building massing should be compatible with the character of the adjacent built forms and neighbourhood character (i.e., complement existing massing patterns, character, colours and materials), where appropriate.
- Where development is adjacent to established Stable Neighbourhoods, the side and rear yard setbacks should ensure compatibility with the adjacent residential neighbourhood and provide an appropriate buffer and built form transition.

## 3.5 Parking

Parking areas should be located at the rear and/or side of buildings and screened from the street where appropriate to encourage building placement closer to the street, add visual amenity and interest to the streetscape, and encourage pedestrian activity and access to the street.



*Subdivide large surface parking lots through planting strips and walkways*



*Encourage the screening of parking areas from the street by street-related buildings*

### Guidelines:

- Parking areas should be located at the rear and/or side of buildings. The location of primary parking areas within the front yard, where the site directly abuts County Road 22, should be discouraged.
- Parking areas visible from the street should be screened through appropriate landscaping or buffering through the use of tree/shrub plantings, landscaped berms, decorative fencing or low walls.
- Large parking areas should be subdivided into smaller blocks through landscaping strips and pedestrian walkways which accommodate tree/shrub plantings, landscaping, decorative fencing or low walls as a means to subdivide expansive asphalt surfaces. Parking areas which accommodate more than 100 parking spaces on an individual lot, or in combination with parking on an adjacent lot, are considered large parking areas.
- Large parking areas should consider accommodating bicycle parking facilities near the building entrances.



*Encourage parking areas at the rear of buildings screened from the street*

- Stormwater management features should be integral to the design of large parking areas which provide for the natural infiltration of stormwater run-off through bio-swales, permeable pavement and other means.
- Parking areas should be well-designed to minimize potential conflicts with pedestrians and motorists.
- The location of parking areas and primary building entrances should be coordinated with the location of future transit stations.
- Parking areas and public spaces should incorporate principles of Crime Prevention Through Environmental Design (CPTED) by providing opportunities for improved accessibility, adequate lighting, and situate buildings to provide “eyes on the street” and visual overlook of parking areas and public spaces.

Encourage stormwater management features to promote natural infiltration

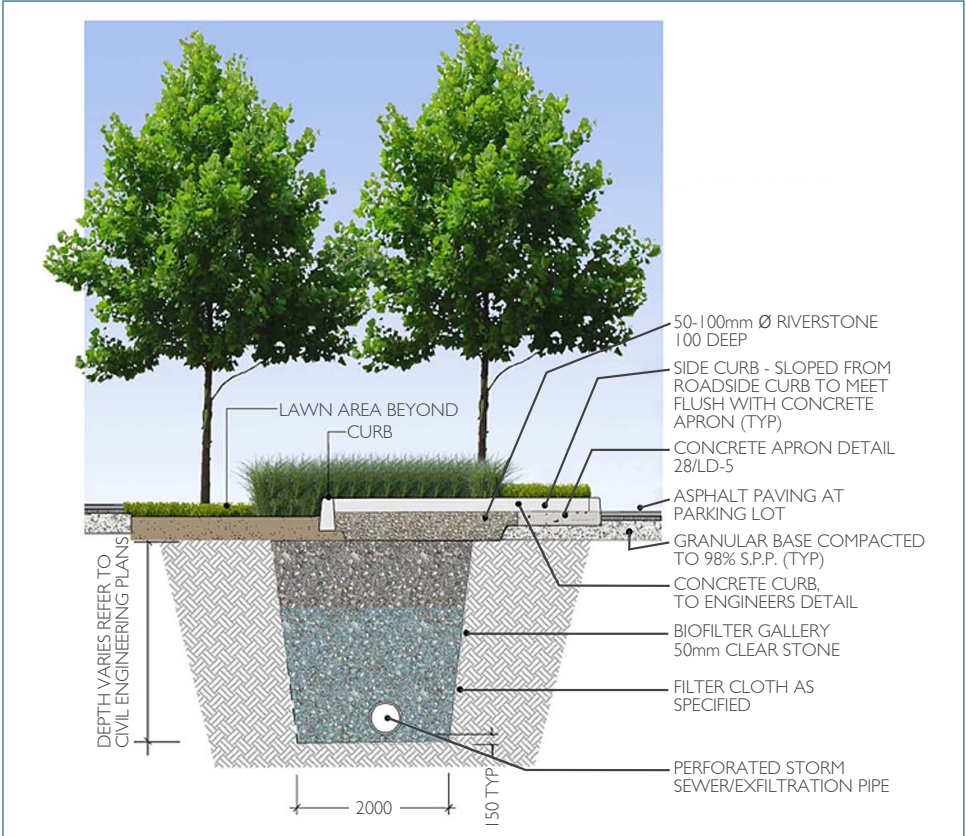


Illustration of a bioswale (Source: Schollen & Company, Sabourin & Kimble)



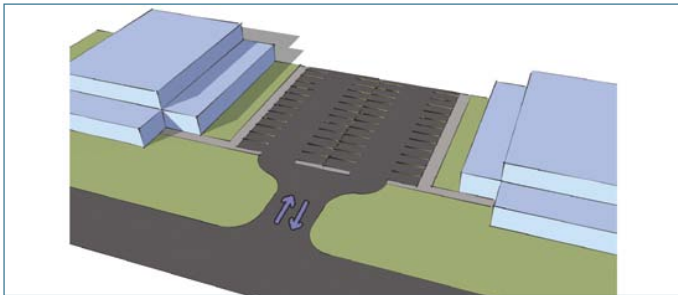
Encourage screening of parking areas through berms and landscaping



Permeable pavement and stormwater retention/infiltration islands

## 3.6 Site Access and Circulation

County Road 22 is a controlled access highway under the jurisdiction of the County, as such new accesses will be strictly limited, in accordance with the County's access and permit requirements. Vehicular access points should be limited and consolidated where possible to minimize conflicts with pedestrians and promote a continuous streetscape.



*Encourage the consolidation of multiple driveway accesses to provide a more continuous and uninterrupted streetscape*



*Consolidate vehicular access driveways which are flanked by commercial buildings to define the site entrance*

### Guidelines:

- Vehicular access locations should be consolidated where possible to minimize conflicts and provide for a more continuous and uninterrupted streetscape.
- Driveways should be aligned with those on the opposite side of the street, with adequate sight lines and setbacks from other driveways and intersections.
- Rear service lanes may be encouraged where access to individual properties is limited from County Road 22.
- Additional east-west roads or rear service lanes may be encouraged to alleviate traffic constraints along County Road 22 while providing access to individual properties, particularly within consolidated and larger development blocks.

The Conceptual Master Plan (Figure 1) illustrates potential opportunities for additional road capacity and connections to County Road 22, which may be considered, in consultation with the County.

- Service lanes parallel and adjacent to County Road 22 will be discouraged, particularly within urban cross sections and nodes.
- Site access to corner lots should be appropriately setback from the intersection to accommodate sight triangles and ensure vehicular and pedestrian safety and in accordance with the Town's Corridor Management and Access Control Policy.



## 3.7 Landscaping

The provision of street trees and other plantings within the public right-of-way is encouraged to provide a consistent and unifying streetscape and improve pedestrian amenity by providing shade and creating a buffer between the street and sidewalk.



*Encourage the provision of consistent boulevard landscaping and street furniture as provided along Notre Dame Street*

### Guidelines:

- Landscaping should be encouraged to provide a consistent and unifying streetscape, enhance the visual interest of the street and improve pedestrian comfort.
- Treed boulevards on both sides of the street should be encouraged in urban cross sections. Additional tree plantings within the adjacent building setback, between the sidewalk and building façade should be encouraged, where appropriate.
- Trees and plant materials within the boulevard and on private lands should be compatible in type and scale with the adjacent built forms.
- Selected trees and plant materials and species should be native to the area to minimize irrigation and maintenance needs.
- Plant species should be able to grow within the physical space available to them (both horizontally and vertically), and be resilient to damage from salt or other minerals.



*Use of landscaping to provide a buffer between the street and sidewalk*



*Coordinate landscaping and planters which accommodate seating areas*

- Trees and plant materials and planting infrastructure should be coordinated along the Corridor to provide visual continuity along the streetscape, particularly through the urban cross section and within the nodes.
- Existing mature trees should be maintained and protected where possible.
- Pedestrian linkages should provide convenient access from parking areas to the adjacent building and street.
- Employment uses and multi-unit residential buildings should provide suitable outdoor amenity space for its users.

## 3.8 Parks, Open Space and Trails

The Town will pursue the implementation of the Waterfront Development Strategy and Trails Master Plan, and the County Wide Active Transportation (CWATS) Master Plan, to provide a comprehensive system of linked trails and parks within and adjacent to the County Road 22 Corridor. This includes such features as on-road trails, off-road/multi-use trails, blue waterway trails, a potential rail trail, and encourage

access to the waterfront where public roads terminate at the water's edge, where feasible.



*Encourage the extension of multi-use recreational paths along County Road 22 as provided through the Optimist Park*



*Situate buildings to frame public open spaces and increase accessibility from the street*

### Guidelines:

- The implementation of the Town's Waterfront Development Strategy and Trails Master Plan, and the County Wide Active Transportation (CWATS) Master Plan, should improve connectivity between the County Road 22, adjacent neighbourhoods and the Town's rivers and Lake St. Clair.
- Improvement or expansion of the parks, open space and trails network and other recreational facilities will help to promote more active and healthy lifestyles and communities.
- Buildings should be sited and oriented to frame public open spaces and increase accessibility to these community assets, by accommodating compatible and complimentary uses which 'spill' into the adjacent public space and provide ground floor animation uses.
- Opportunities to make County Road 22 more inviting for pedestrians and cyclists should be considered through the introduction of trails and improvements to the streetscape, which may include a 'Green Corridor' within and/or adjacent to the County Road 22 Corridor. The Town may explore opportunities for such a multi-use trail, particularly between Patillo Road and Puce Road within the lands between County Road 22 and the railway, or in conjunction with a trail within the rail corridor (should the rail corridor be ultimately abandoned).
- Opportunities to improve connectivity between adjacent residential neighbourhoods and the Corridor should be promoted, through trails, pathways and sidewalks, in order to improve pedestrian access to the Corridor.
- A consistent approach to the design of bicycle lanes and trails is encouraged.
- Integration of stormwater management facilities with site planning and open space trail networks should be encouraged.
- The provision of public art as a focal point for important community uses and facilities or parks and open spaces should be encouraged. Public art may play an important role in the interpretation of history and the character of a place.



*Promote public art as a focal point and pedestrian amenity area*



*Create comfortable and inviting public spaces*



*Public art and murals play an important role in the interpretation of history and character of place*

## 3.9 Signage

Signage should be designed and located so as to avoid visual clutter along the Corridor. Signs should be clearly visible, attractive and of an appropriate scale.



Combine signage with building façades to minimize free-standing signs

### Guidelines:

- Signage should be combined with building façades to minimize free-standing ground signs. Free-standing ground signs should be consolidated where possible.
- Building signs should be designed in coordination with the building façade and other adjacent building signage.
- Signage should be designed to fit within the context of the community character (i.e. heritage signage), through the use of materials, unique design elements, colours, etc.
- Directional signage and wayfinding signage should be as small as possible yet appropriately scaled to the speed to which they will be viewed. Such signage may include identification of landmarks, pathways and significant features or recreational amenities.
- Mobile signs should not be permitted.



Restrict the use of mobile signs to avoid visual clutter along the Corridor

## 3.10 Gateways

Gateways may be used to mark the arrival to a unique or distinct place or reinforce a sense of community identity. Gateways may consist of a structure, building or landscape elements which may incorporate signage or way-finding.



*Gateway features and signage should provide a consistent theme reflective of the areas distinct character*



*Gateway features may incorporate signage and wayfinding*



*Enhanced gateway feature and landscaping to identify entry to a community*

### Guidelines:

- Along County Road 22 gateways should be considered at the following locations:
  - » Lakeshore West Mixed Use Node – which is identified as an important gateway and entryway to the Town in the Official Plan.
  - » Emeryville, Puce, and Belle River Communities – these gateway locations may identify the unique and distinguishable communities which comprise the County Road 22 Corridor. Such gateways may coincide with existing signage already demarcating these communities.
  - » Watercourses – that have been identified by the Town as Blue Trails may function as gateway locations which provide opportunities for rest stops and parking to facilitate access to the rivers and Lake St. Clair.
- Gateway signage may follow a consistent theme or be of a unique character that is reflective of the gateway location, community identity, etc.
- Gateway materials should include natural materials and fit within the context and character of the surrounding lands.
- If buildings are part of the gateway, they should be of a form and character similar to that of the traditional residential and commercial buildings. Such gateway buildings should provide for enhanced architectural articulation.
- A gateway design strategy along County Road 22 should be undertaken by the Town.

# 4.0 Conclusion

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The Corridor Transformation Strategy establishes a long-term vision and phased approach to guide the transformation of the County Road 22 Corridor into an Urban Avenue. Over time, the County Road 22 Corridor is envisioned to evolve into a higher intensity, mixed use corridor which is supportive of future transit and provides a diverse mix and range of commercial, employment, residential and community uses. The Corridor will serve the daily needs of the Town's residents by encouraging a mixed use, walkable and pedestrian-oriented environment at appropriate locations, while functioning as a major inter-regional transportation corridor accommodating a variety of commercial and employment destination-oriented uses.

The Corridor Transformation Strategy outlines a series of principles and design guidelines for the transformation of County Road 22 and a conceptual urban design framework to direct development that is in keeping with the Town's vision for County Road 22. These design guidelines include:

- **Secondary Nodes** – A series of Secondary Nodes are established to direct the most intensive and mixed use development which is supportive of future transit along the Corridor.
- **Interim and Ultimate Development** – The guidelines encourage a long-term vision for more intensive development within nodes while recognizing that interim forms of development may be accommodated in the short to medium term, while not precluding the achievement of the ultimate built forms. Development applications which do not meet the intent of the guidelines should only be considered when accompanied by a Master Site Plan which illustrates how the site may be intensified and built-out over time.
- **Streetscape** – An attractive and well designed streetscape is encouraged that provides for consistent streetscape elements to define the character of the Town and its distinct communities. The Town will work with the County in this regard.

- **Built Form** – The guidelines provide for the development of a 'continuous' street frontage which provides for a more comfortable and pedestrian-oriented environment within Secondary Nodes and mixed use areas, while accommodating 'intermittent' street frontages along the Corridor where employment and commercial uses predominate.
- **Parking, Site Access and Circulation** – Parking areas should be appropriately located and screened from public view to add visual amenity to the streetscape and encourage pedestrian activity. Direct vehicle access to the Corridor should be limited in favour of shared access locations, where feasible, and in consultation with the County.
- **Landscaping** – The provisions of street trees and other plantings within and adjacent to the right-of-way is encouraged to provide a consistent streetscape and improve pedestrian amenity along the Corridor.
- **Parks, Open Space and Trails** – An integrated network of parks, open spaces and trails is encouraged in keeping with the Town's Waterfront Development Strategy and Trails Master Plan, and the County Wide Active Transportation (CWATS) Master Plan.
- **Signage** – Guidelines are provided to direct signage along the Corridor to avoid visual clutter and create a more attractive streetscape.
- **Gateways** – Gateway locations are identified as appropriate locations to mark a unique place and reinforce a sense of community identify.

The County Road 22 Transformation Strategy outlines the Town's intent with respect to the principles and design guidelines which should be addressed through the preparation and review of development applications. The guidelines provide the Town with the necessary tools for the review and evaluation of development applications within the Corridor, which shall be consistent with these guidelines.

