



April 2015

Centre Wellington
PLACE MATTERS
Urban Design Guidelines



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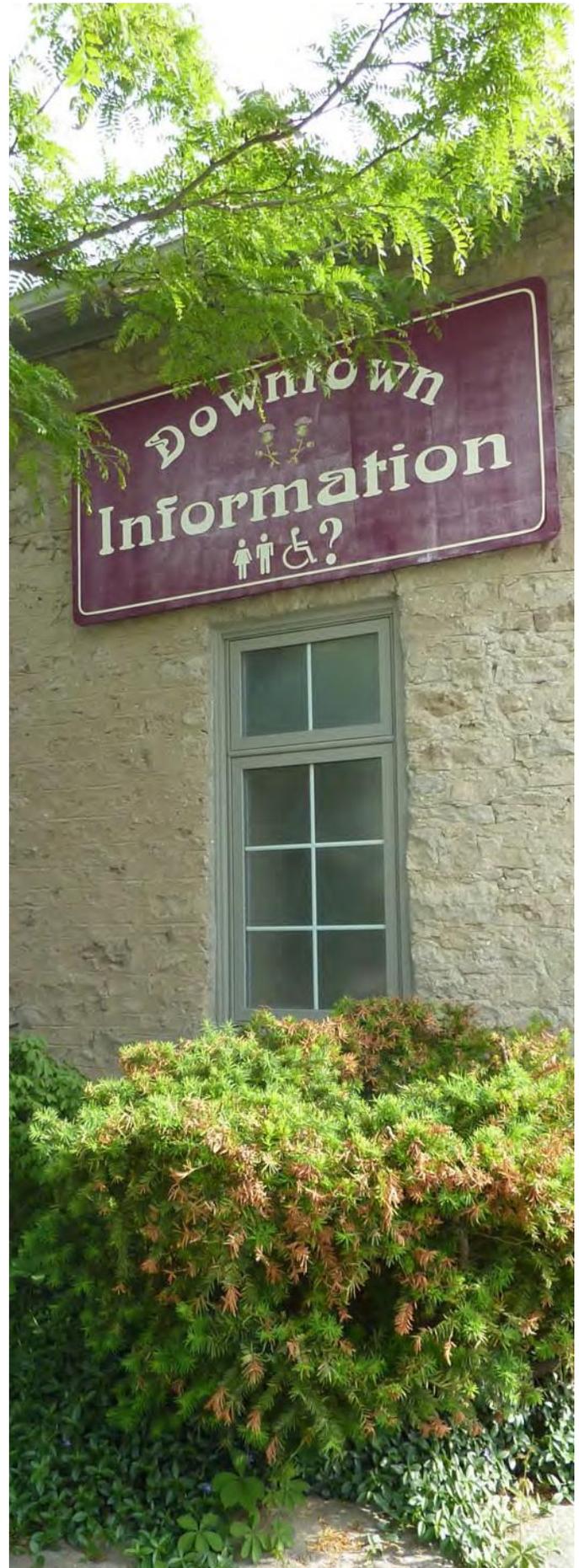
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INTRODUCTION

PURPOSE

The purpose of The Urban Design Guidelines (UDGs) for Centre Wellington is to provide a framework of principals and guidelines that will provide design direction for the development, redevelopment and enhancement of buildings, façades, streetscapes, public open space and natural areas. The UDGs build on intentions and aspirations of the Township to create a community that conserves its cultural and natural heritage resources, while allowing for contextually sensitive growth and development.

Urban design is about making connections between people and places, movement and urban form, nature and the built fabric. Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity. – www.urbandesign.org



BACKGROUND

In September of 2013, the Township of Centre Wellington (the Township) retained a multi-disciplinary team from Meridian Planning Consultants, Golder Associates Ltd., and TCI Management Consultants to assist in the development of a Community Improvement Plan (CIP). The CIP was initiated as part of the Township's commitment to enhancing its urban centers of (Elora/Salem and Fergus) to encourage local economic development and support and enhance the quality of life within Centre Wellington. Phase 1 of the CIP study identified specific 'areas of interest' within the urban centres in which the community improvement tools and recommendations could be most effectively applied. The Phase 1 Study (November 2013) recommended the following as Community Improvement Project Areas (CIPAs):

- The Downtowns;
- Brownfield and Bluefield Sites;
- Industrial Areas;
- Highway Commercial Areas; and,
- Residential Transition Areas.

The Phase 1 Study put forward a number of additional recommendations relating to Municipal Leadership Program Options which could be executed in the Township over the course of the CIP implementation period. One of the recommendations put forward was that:

The Township could prepare additional Urban Design Guidelines for improvements (façade and signage), heritage restoration, and redevelopment within the CIPA. The purpose of the Urban Design Guidelines would be to promote a design theme and the Township's desired design approaches to landowners and developers. Staff can use the guidelines to review and evaluate financial incentive applications.

In January 2014, the consulting team of Meridian Planning and Golder Associates Ltd. was retained by the Township to complete the Urban Design Guidelines (UDG) for the Township's urban centres of Elora/Salem and Fergus. Subsequently, these Urban Design Guidelines will act as a companion document to the CIP and will provide additional guidance for community improvement by identifying design principles and guidelines with respect to streetscape, built form, site access, signage, and open spaces. The UDG will also help to manage areas of heritage character within the Township through principals of heritage conservation. Staff will also use the UDG to assist in the evaluation of development and re-development applications.



COMMUNITY DIALOGUE

From the outset of the Community Improvement Plan and these subsequent Urban Design Guidelines, it was apparent that residents of Centre Wellington care deeply about their community. A number of engagement activities took place to garner feedback from key stakeholders and the broader citizenry of Centre Wellington, including a Stakeholder Workshop, a Public Design Workshop (tentative), and a Public Open House (tentative). A number of key issues and themes came out of these engagement sessions. The following list is a summary of the topics identified:

TO BE COMPLETED UPON FINAL COMMUNITY OPEN HOUSE

PLANNING FRAMEWORK

The UDGs embody the goals and values set forth in many of Centre Wellington's plans and policies and build on the direct input of citizens and stakeholders. Below, the relationship between the UDGs and associated plans and policies is illustrated. The Urban Design Guidelines will be a highly used and important document in protecting and enhancing Centre Wellington's urban centres.



Adapted from Culture Matters, CW Cultural Action Plan 2013

APPLICATION

The Guidelines are intended to provide clear direction for designers, developers, and property owners in their applications for proposed developments/alterations to their properties. They will also assist Township staff in their evaluation of these developments, acting as a guide or checklist for appropriate development. These guidelines will also help guide future enhancements within the public realm such as streetscape improvements. In relation to the CIP, they will provide a framework for preparing and evaluating applications for financial incentives such as grants and loans.

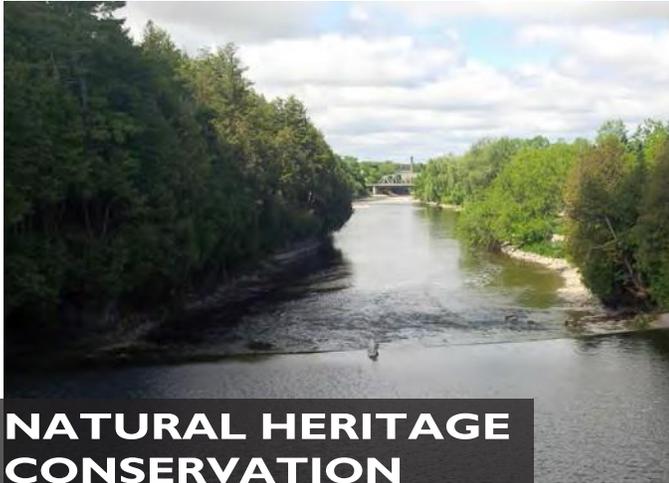
The Urban Design Guidelines do not supersede the Township's official plan or their zoning by-laws.

GUIDING DESIGN PRINCIPLES

The Urban Design Guidelines support a design vision that:

Retains and builds upon the small town character of Elora and Fergus and continues to support two unique and distinct communities that celebrate and deeply value their differences and similarities through their natural and cultural heritage.

The following design principles represent the overarching values that the urban design guidelines have been built upon. These design principles are strongly aligned to the community values put forward in the Township's Official Plan (2005) in section B.2. Future development and community design shall adhere to and uphold these principles:



Design that promotes the conservation and enhancement of healthy, diverse ecosystems, recognizing the intrinsic value of these ecosystems, as well as the significant community value they embody



Design that promotes the conservation, enhancement, and celebration of built heritage resources, cultural heritage landscapes, as well as the intangible attributes that imbue Centre Wellington with a distinct sense of place



Design that promotes the maintenance and well-being of the environmental, social, and economic structures and values within the community for this and future generations



Design that promotes travel on foot through the use of appropriately scaled features and the creation of comfortable and accessible spaces



UNIVERSAL ACCESSIBILITY

Design that promotes the creation of simple and intuitive spaces that are flexible and equitable to people with diverse abilities



SAFETY

Design that promotes the creation of safe and comfortable spaces for all members of the community through the application of principles of Crime Prevention Through Environmental Design (CPTED)



CONTEXTUAL DEVELOPMENT

Design that promotes a village scale, where new development and/or redevelopment reflects the historic landscape pattern and human-scaled development



SEASONAL AND NIGHT-TIME USE

Design that considers temporal and seasonal opportunities/requirements that may activate spaces during previously under-utilized times



CULTURAL HERITAGE IN CENTRE WELLINGTON

A community's cultural heritage is written in its buildings, streets, and landscapes. Centre Wellington's unique built heritage and cultural heritage landscapes are symbolic of the community's past, but are also significant elements of the Township's current sense of identity and community pride. Continuing to foster the current culture of conservation and enrichment of the Township's heritage resources is a significant component of the urban design guidelines.

Heritage conservation is the ongoing management of a historic place in order to protect its heritage values for future generations. It can also involve protecting landscapes and non-physical elements such as cultural and spiritual values and traditional knowledge which people associate with a place. Heritage conservation is an activity that cannot be undertaken in isolation. The purpose of heritage conservation is not to freeze a place in time, but it is tied to the idea of change management by ensuring that community values are protected during the process of change and its evolution into the future. It is also tied closely with other municipal objectives and initiatives such as economic development, land use planning, tourism planning, infrastructure planning and management, and municipal public works.

The benefits of cultural heritage conservation go beyond conserving a built, tangible artifact. It has been widely documented that heritage conservation contributes to a myriad of broader community benefits that tie into both social and environmental sustainability. Historic neighbourhoods were built with walkability in mind. People who live in walkable neighbourhoods spend less time driving and are also more likely to know, trust, and be socially engaged with their neighbourhoods.

Historic neighbourhoods are intimate places which have a distinct character and sense of place. They are designed for people, with human scaled elements and comfortable and pleasant streetscapes. The conservation of heritage buildings, neighbourhoods, and landscapes ultimately supports the other design principles outlined for the urban design guidelines and creates a highly reciprocal relationship.



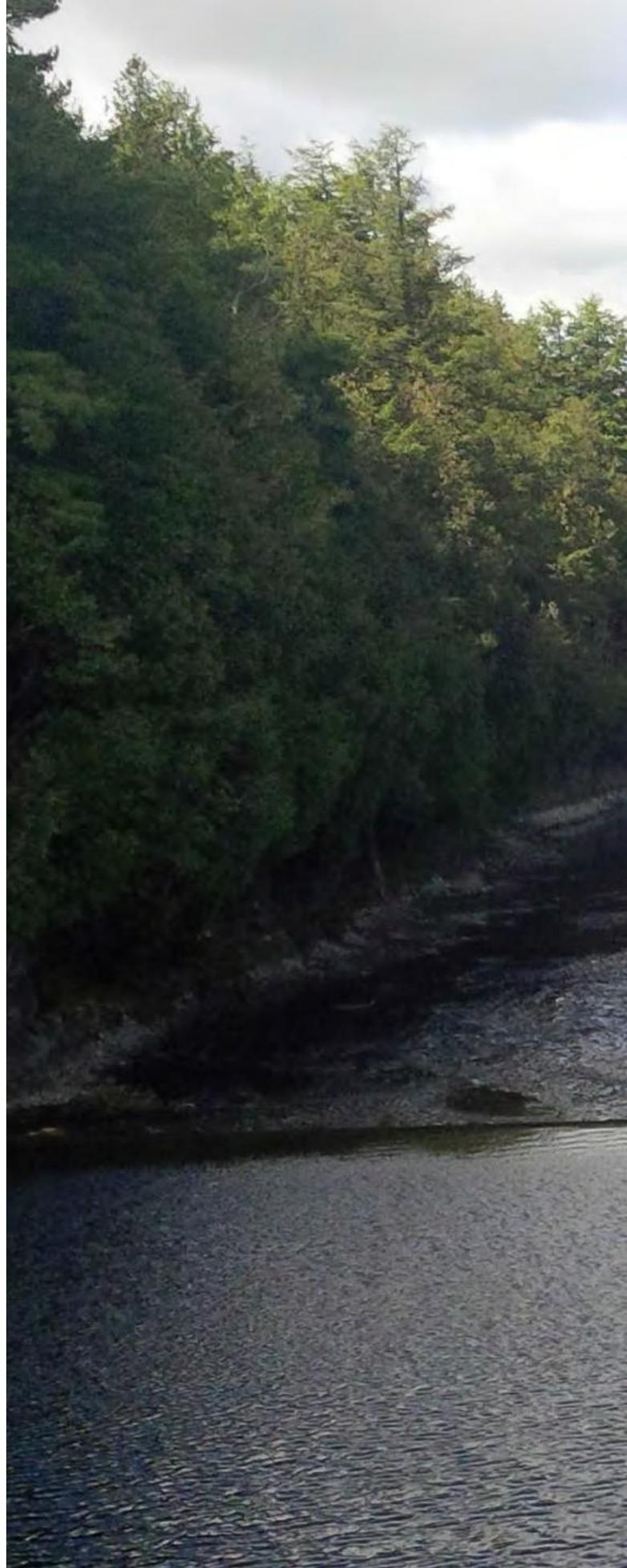
NATURAL HERITAGE IN CENTRE WELLINGTON

Centre Wellington is comprised of a large mosaic of natural areas, from forests and wetlands to meadows and river valleys. These natural spaces are not only intrinsically important, they provide benefits, often referred to as ecosystem services that are vital to human well-being and to the health and safety of our communities. They provide flood control, soil retention, water purification, improved air quality, pollination, climate change mitigation and the provision of wildlife habitat, forest and freshwater foods, and places for outdoor recreation and activities¹.

The Grand River is both a significant natural and cultural heritage resource and is designated as a Canadian Heritage River. The Grand River has been identified within the Township's official plan as the single most important physical feature within the community. The gorges and valley lands around the Grand River and Irvine Creek provide a high scenic amenity, and these natural areas are important tourist attractions. The Grand has deeply influenced the cultural landscape of the community and has, in turn, been influenced by the processes of the community.

Centre Wellington is a community that highly values its natural areas. Conserving the Township's riverscapes and other natural heritage features is a significant underpinning of the urban design guidelines. Guidelines have been put forward to support and foster the conservation of the Township's natural spaces and features within urban areas.

¹ *Ontario Nature. Best Practices Guide to Natural Heritage Systems Planning. 2014.*





DESIGN GUIDELINES

DESIGN GUIDELINES

The Design Guidelines are broadly organized around four Development Character Areas:

- Downtown and Residential Transition Areas
- Industrial
- Highway Commercial
- Residential

Within each of these areas, the existing character and a broad design vision are described and guidelines are provided for both the private and public realm.

Within this report, three terms are intended to have the following meanings with respect to compliance. They are:

- May, Encourage, Recommend, Consider: desirable to comply with this statement
- Should: requires a convincing reason in order not to comply
- Must, Shall: mandatory, compliance required



HERITAGE DESIGN

Centre Wellington has a rich fabric of heritage buildings, structures, and landscapes. As such, the guidelines put forward in this document seek to retain and celebrate the qualities and attributes that contribute to the traditional and unique spaces and places within this community. These guidelines seek to protect the community's heritage character by ensuring that new development (either as alteration, infill, or new construction) celebrates and enhances the existing built environment, as well as its cultural heritage landscapes. Subsequently, the Urban Design Guidelines give significant direction on:

- The appropriate management and conservation of the existing heritage character of areas within the downtowns, residential neighbourhoods, and industrial areas, and;
- The sympathetic infill development and/or redevelopment within the various heritage character areas (downtown, residential, industrial) that is complementary to the heritage fabric, without replicating historic architectural styles.

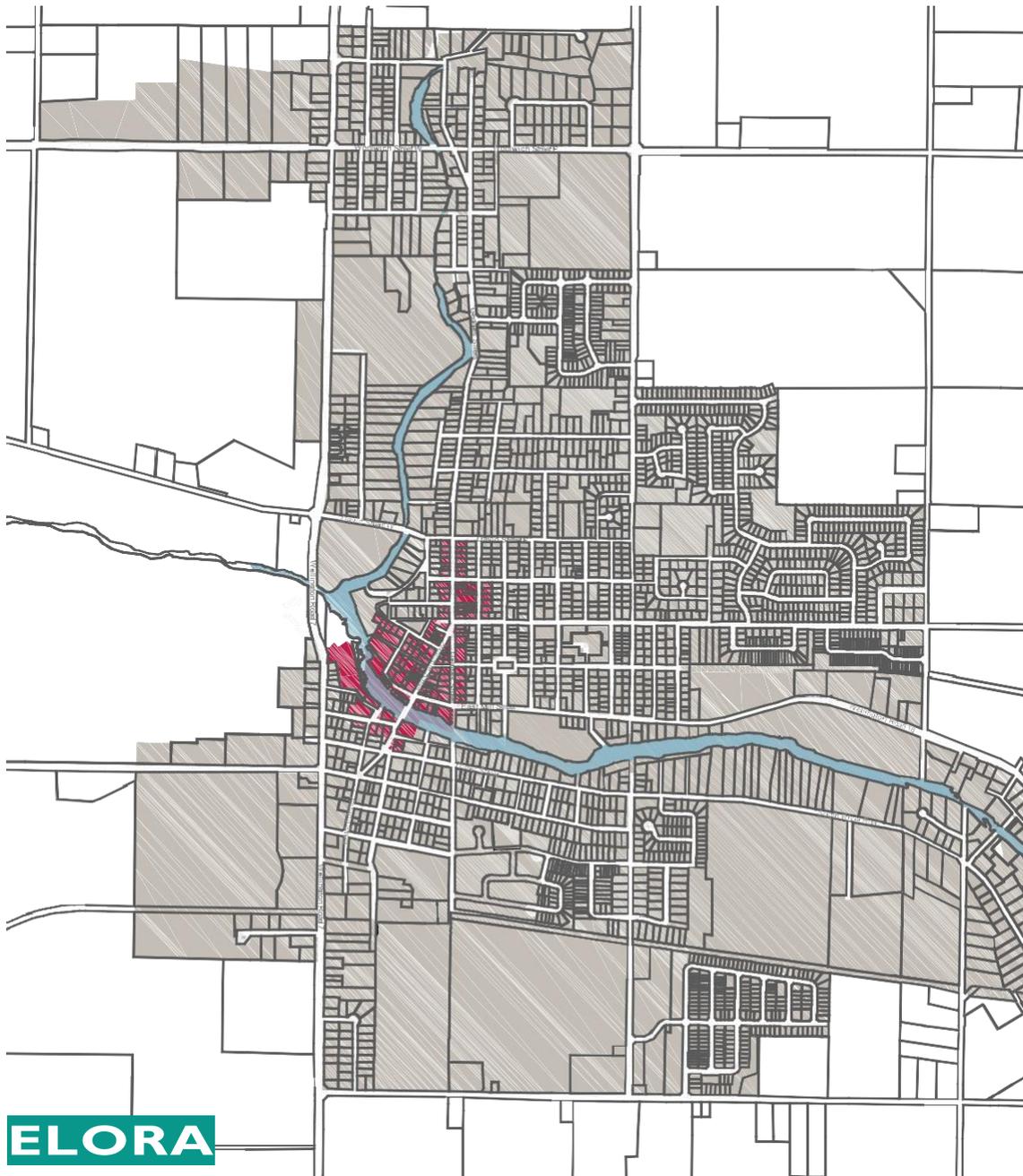
Identification is the first step in conserving a community's heritage. Heritage resources that have already been identified are those buildings, structures, landscapes, and properties that are designated under Part IV and/or Part V of the Ontario Heritage Act or listed on the Municipal Heritage Register. The Township is currently working on the identification of its cultural heritage resources with the intention of developing a Cultural Heritage Management Plan. Such a plan will assist in further identifying key heritage character areas within the Township of Centre Wellington.

Guidelines shall also be read in conjunction with federal, provincial, and municipal legislation in regards to heritage conservation, with additions, alterations and/or impacts to heritage properties following the legislated process for review and approval.

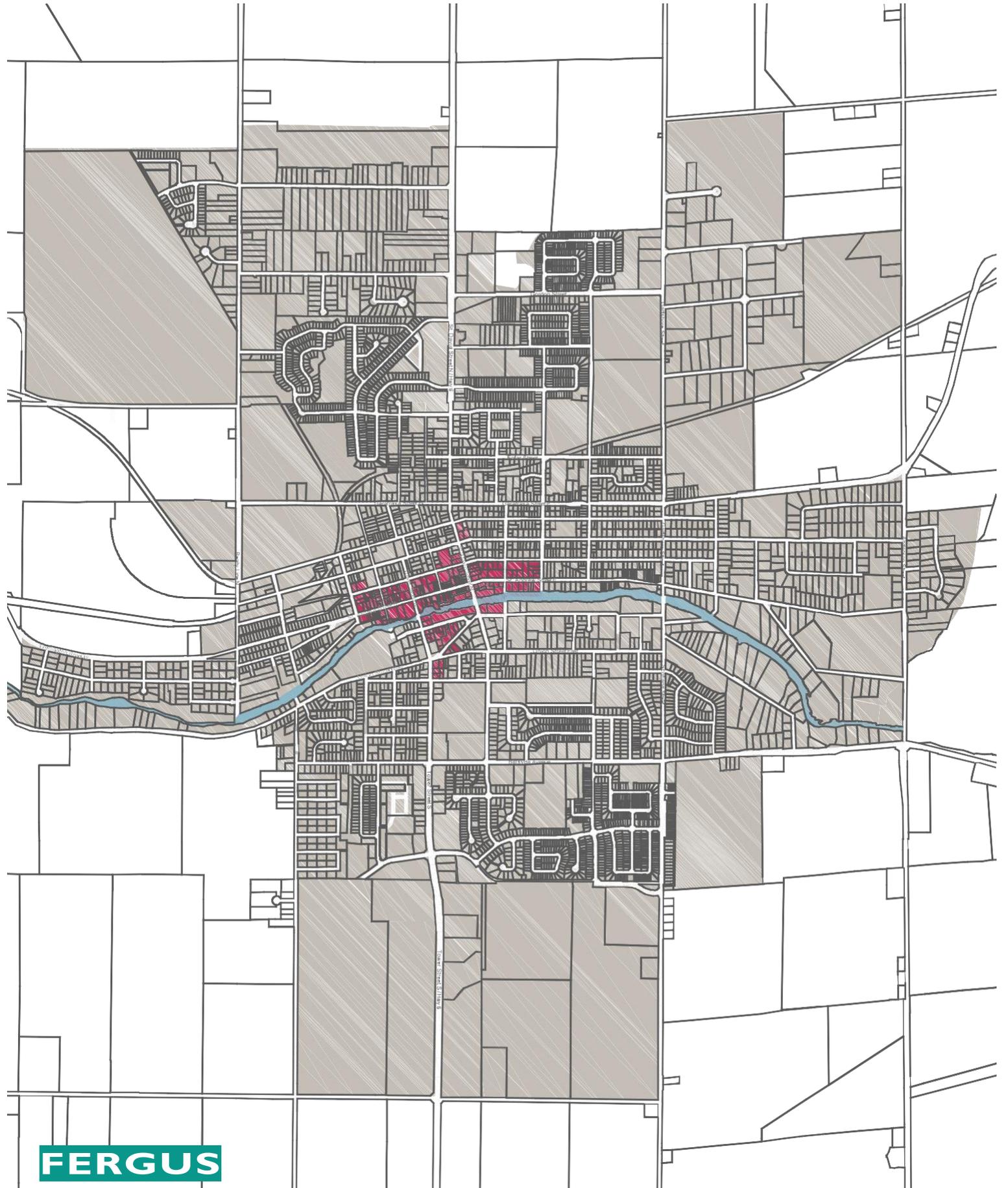
It is strongly recommended that, when building or renovating within Centre Wellington's heritage character areas, including the downtowns, residential neighbourhoods, and historic industrial areas, that a full member from the Canadian Association of Heritage Professionals (CAHP) be consulted or act as the primary designer on the project. CAHP has defined a heritage professional as the following:

A Heritage Professional is a person who has specialized knowledge, supported by formal training and/or work experience, in the conservation and stewardship of cultural heritage. The Professional conforms to accepted technical and ethical standards and works in accordance with the regulations and guidelines of the person's specialty heritage field and the jurisdictions of practice.





DESIGN GUIDELINES FOR
DOWNTOWNS AND
RESIDENTIAL TRANSITION AREAS



FERGUS



DESIGN GUIDELINES FOR THE DOWNTOWN AND RESIDENTIAL TRANSITION AREAS

EXISTING CHARACTER

For the purposes of this document, the downtown areas of Fergus and Elora shall encompass those lands designated as 'Central Business District' by Schedule A-1 of the Township of Centre Wellington Official Plan, as amended, as well as lands designated as 'Residential Transition Area' and lands designated as 'Mixed Use' by Schedule A-1.

Elora and Fergus' downtown areas are distinct in their physical form and the role they play within their individual communities and the broader community of Centre Wellington. Their commonality however is their connection to the Grand River, which defines each of the downtowns in terms of their physical and historical narrative.

Elora

Elora has a vibrant and bustling downtown which attracts a high number of tourists, especially in the summer months. Focused around the 'hub' of Metcalfe Street and Mill Street and bordered by the Grand River and Irvine Creek, it offers visitors both cultural and natural treasures. Parks, such as the Elora Greenspace at the corner of Metcalfe and Mill and Victoria Park to the downtown's west, offer public open space and a connection to the Township's natural heritage. Street trees and landscaping have been incorporated along the main streets, where space allows, and an array of public art is seasonally on display through the Elora Sculpture Project program.

Comprised primarily of historic two storey structures, Elora's building stock presents a sense of eclecticism, with buildings ranging from stone and brick to stucco and wood façades in a myriad of colours.

While the natural and cultural heritage of Elora's downtown should continue to be celebrated and conserved, improvements are needed along the streetscape and in creating universal accessibility to the businesses and services. The development of the Little Folks property on the south-west side of the river redefines the downtown and places a greater focus on the built environment adjacent to the riverscape.

Fergus

The heart of downtown Fergus is found along St. Andrew Street West, bordered by Tower Street and St. David Street North. This core area is the commercial centre of the downtown with stores and offices fronting the street. The downtown area extends beyond this centre, to both the east and west, but is a combination of retail, service, and residential uses at street level. St. David Street North and Bridge Street are part of the provincial Highway 6 corridor and carry a high volume of traffic, including transport trucks, which impacts the quality of the pedestrian comfort level along these streets. The number of offices and small businesses within downtown Fergus results in pedestrian traffic that is 'destination focused', as well as a strong vehicular presence along the main streets, as people tend to drive and park in close proximity to their destination.

Enhancements to the streetscape have been made through the inclusion of banners and planters within the downtown core. While street trees do exist, they do not give a sense of 'greenness' or maturity to the streetscape.

Downtown Fergus is comprised of stone buildings that are typically two to two and a half stories in height. The consistent massing and setback gives the core of the downtown a strongly patterned built environment. To the east and west of the core, the building stock is more varied and intersected by driveways, lanes, and parking lots which interrupt the rhythm of the street.

The Grand River runs parallel to St. Andrew Street, on its south side. While this river frontage can be accessed through public walkways and gardens from St. David Street to Tower Street, it is primarily dominated by public parking areas. Subsequently, Fergus' downtown river front holds a significant opportunity for improvement.



DESIGN VISION FOR THE DOWNTOWNS

The guidelines set forth in the following sections promote a common vision for the downtown areas of Elora and Fergus. The fundamentals of this vision result in downtown communities that:

- Are visually, physically, and economically linked to the Grand River – one of the unifying threads that connect Elora and Fergus;
- Exude a consistent rhythm and positive feeling that spans across both Elora and Fergus;
- Reflect a coordinated approach to the design of the public realm within each of the downtowns that reflects the identity and themes within each community;
- Both respect and celebrate the heritage character and scale of existing structures;
- Have strong gateway features that echo those of the larger municipal area;
- Are both universally accessible and facilitate distinct pedestrian and vehicular experiences, while maintaining strong and safe connections between parking and the pedestrian realm.



While this is a common vision for the downtown areas of both Elora and Fergus, the guidelines will manifest themselves differently in the two communities. Specifically, the guidelines aim to:

Elora	Fergus
<ul style="list-style-type: none"> ■ Maintain and bolster the eclectic character that currently exists; ■ Promote cohesive materials and patterns along streetscapes and riverscapes to create a strong backbone for a diversity of building façades and eclectic spaces; ■ Improve connections to trails, parks, and other active recreation; and, ■ Distinguish bridges as key gateways and provide protection of views of and from these features. 	<ul style="list-style-type: none"> ■ Maintain and bolster the strong rhythm/character of the visual corridor created by existing limestone and sandstone buildings; ■ Provide a greater distinction between the pedestrian realm and vehicular realm where the pedestrian feels safer and traffic is calmed; ■ Create stronger civic presence along the riverscape by linking spaces together into a continuous pedestrian experience with a consistent palette of materials and colors; ■ Encourage a civic anchor, such as the newly renovated library, to attract more pedestrians; and, ■ Encourage the revitalization of business and store frontages along areas facing the river; and, ■ Enhance alleyways and rear-accessible buildings to create an urban feeling that resonates with the experience of St. Andrews Street.

To achieve this design vision, the following design guidelines have been put forward for the downtown areas of Elora and Fergus. These guidelines have been divided into two main sections, **Public Realm** and **Private Realm**, to provide distinction between public sector and private sector improvements.



PUBLIC REALM GUIDELINES FOR DOWNTOWN AND RESIDENTIAL TRANSITION AREAS

For the purposes of the Urban Design Guidelines, the public realm consists of publicly owned streets, pathways, right of ways, parks, and open spaces. These are the places and spaces that are accessible to all and connect us to our community. The public realm within the downtowns of Elora and Fergus is a key point of focus of the UDGs and will support the design vision for these areas through the implementation of Section 1.6 Guiding Design Principles.

STREETSCAPES

Goal: The streetscapes of downtown Elora and Fergus, should be planned, designed, operated, and maintained to accommodate all ages, abilities and modes of travel in a manner that is safe, convenient and comfortable. Streetscapes should prioritize pedestrian comfort, incorporating wide sidewalks, urban trees, street furniture, and other amenities, as part of the integral infrastructure that comprises the design and engineering of the street.

Roadways

The roadway is the area from curb to curb within the right of way and may include lanes for vehicular traffic, a median, pedestrian crossing, bike lane/route and on-street parking. This section deals with the travel lanes, which are key circulatory routes for both vehicles and cyclists. Creating roadways that are safe and comfortable for all modes of transportation and accommodate the daily needs of downtown users is imperative. Roadways within the downtowns should:

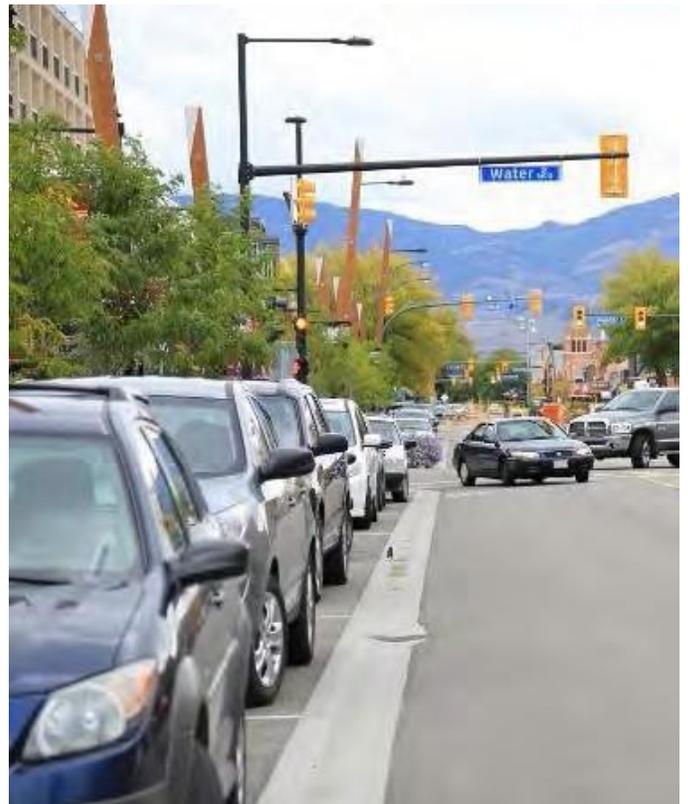
- Be designed so as to minimize vehicular lane widths while maintaining vehicular and pedestrian safety standards, in order to broaden sidewalks and create an enhanced and inviting pedestrian environment along the streetscape.
- Be designed to incorporate proposed signed cycling route with sharrows along St. Andrew Street in Fergus and along Metcalf Street in Elora, per the County's Active Transportation Plan (2012).



On-Street Parking

On-street parking provides an important amenity within each of the downtown cores. Within Fergus, on-street parking is in the form of parallel parking. In Elora, on-street parking is primarily parallel, but perpendicular parking exists along Mill Street West and around Hoffer Park on James Street and Margaret Street. On-street parking within the downtowns should:

- Be separated from the pedestrian environment through the use of standard curbs.
- Be defined from traffic lanes using clearly marked painted lines.
- Incorporate curb extensions or bump-outs from the pedestrian realm to help define the parking lane. Bump-outs should be incorporated at street corners and pedestrian crossings, at a minimum; consideration could also be given to including mid-block bump-outs where space allows.
 - Bump-outs could incorporate appropriately landscaped planting beds or other decorative elements to further enhance the streetscape. These areas can also accommodate snow loading in winter months.
- Incorporate enhanced landscaping, street trees, or furnishings (that do not visually or physically impede pedestrian or vehicular traffic) within bump-outs.
- Provide accessible parking spaces per AODA standards which are clearly marked through signage and pavement markings and are directly adjacent to curb cuts or curb ramps
- Parallel parking lanes should have a minimum 2.7 m width and 6.7 m length. Perpendicular parking along a street (such as Mill Street West, Elora), should have a minimum 2.75 m width and 5.5 m length.
- Consideration could be given to using decorative paving treatments such as stamped concrete to further distinguish the parking bays within the downtowns.



Crosswalks

Crosswalks provide a literal intersection between the pedestrian and vehicular environment.

Creating a safe and comfortable crossing that is visible and legible to drivers, pedestrians, and cyclists is paramount. As such, crosswalks within the downtowns should:

- Be universally accessible and adhere to AODA regulations with dropped and textured curb cuts installed at all intersections to eliminate barriers to crossing the street.
- Extend from curb to curb along a roadway.
- Be located at all signalized intersections.
- Be constructed of high-quality, durable materials that are able to endure the impacts of winter maintenance including snowplows and de-icing.
- Be highly visible features within the roadway. High visibility paint, coloured asphalt or concrete or a combination of the above are appropriate treatments for crosswalks. Consideration could also be given to ThermoPrint style treatments.
- Be a minimum of 2.5m in width at standard crossings and a minimum of 3.0m width at major intersections. Major intersections include:
 - St. Andrew Street and St. David Street, Fergus
 - St. Andrew Street and Tower Street, Fergus
 - Queen/Bridge Street and St. David Street, Fergus
 - Bridge/Union Street and Tower Street, Fergus
 - Metcalfe and Mill Street, Elora
 - Colbourne and Geddes Street, Elora

- Curb extensions, such as the existing mid-block pedestrian crossing on St. Andrew Street, should be considered at major intersections to reduce crossing widths and introduce traffic calming measures, where space allows.
- Curb extensions can also offer an increased area for landscaping or streetscape amenities; however these features should not impede visibility for pedestrians or vehicles. Designed and landscaped appropriately, curb extensions that are not associated with a crossing can provide snow load zones in the winter.

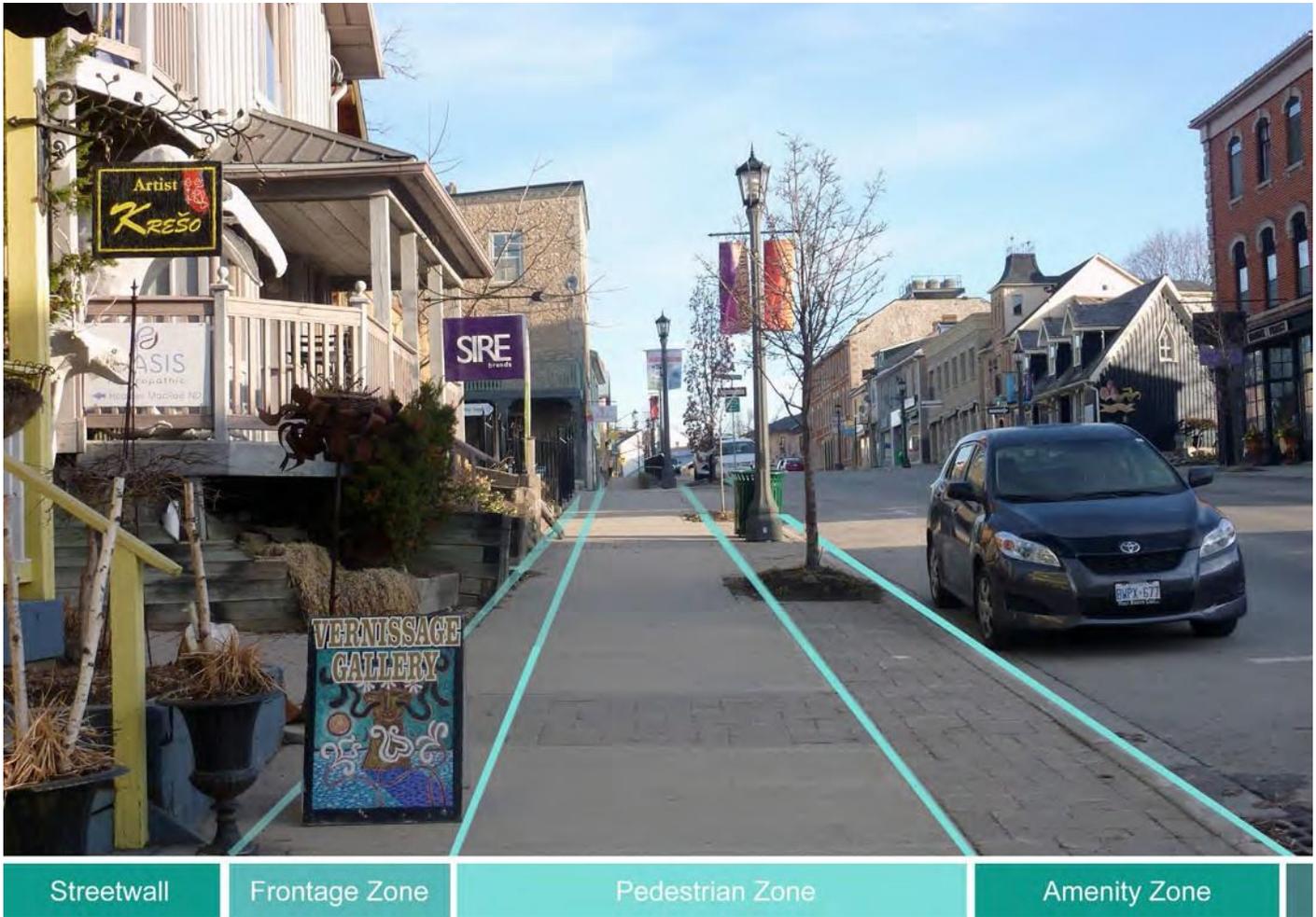
Fergus

- Consideration should be given to including curb extensions along St. Andrew Street to increase the space within the pedestrian realm and allow for more large-scale landscape amenities.
- Consideration should be given to extending/lengthening the existing curb extension associated with the pedestrian crossing along the south side of the street (in front of library) could introduce space for an enhanced downtown civic square.
- Consideration should be given to the inclusion of curb extensions on St. David Street, on the south side of St. Patrick Street, to provide a gateway to downtown and introduce traffic calming measures.





Sidewalks and Amenity Zones



The sidewalks within the downtown represent a significant network of public space, which connects the whole of the downtown together. Sidewalks provide pedestrian circulation, while amenity zones, or boulevards can also house some of a streetscape's defining features, including furnishings and street trees. Within the downtowns, sidewalks and amenity zones/ boulevard guidelines have been grouped together as a unified pedestrian environment. To create sidewalks that are comfortable, safe, and pleasant, they must be designed as part of the Township's infrastructure and should be:

- Constructed of paving materials that are durable, high-quality materials appropriate for multi-season conditions.
- Graded to avoid ponding water and ice buildup and shall be free of tripping hazards.

- A minimum of 4.0m in width, where feasible, with a minimum of 2.0m being designated for pedestrians, and a minimum of 1.0m being designated as a hardscaped amenity area, and another 1.0m designated as the frontage zone (between pedestrian zone and the building face), along primary streets (St. Andrew Street – from Bredalbane to Gowrie; St. David Street; Metcalfe Street; and, Mill Street). Where additional width can be accommodated, expand the hardscaped amenity area or frontage zone to further accommodate sidewalk cafes, landscape planting, etc.
- Pedestrian areas of sidewalks should continue to be constructed of concrete with a broom finish. The amenity zone area along the primary downtown streets should be hardscaped with enhanced paving treatments of decorative unit pavers.

- Sidewalks and amenity paving design and treatments should be consistent within each of the downtowns. Consideration should be given to including treatments that reflect the theme and identity of each community.
- Where feasible, sidewalks and amenity areas should be designed to encourage multi-use public/ pedestrian areas to suit a variety of uses and events.
- Sidewalks must be a barrier-free, continuous pedestrian network. Drop-curbs and appropriate curb treatments (textured and visual cues) shall exist at all crossings where curbs are present. Where sidewalks intersect driveways, sidewalks should be extended across the driveway to distinguish the pedestrian right-of-way.
- Ensure landscaping, street furnishings or other amenities, such as signage or sandwich boards, do not physically or visually impede pedestrian or vehicular traffic and signage.

Elora	Fergus
<ul style="list-style-type: none"> ■ Consideration should be given to improved decorative paving treatments along Mill Street West to coordinate with the paving style and design with of the decorative unit paving banding along Metcalfe Street. Paving in this area should be re-graded and reconfigured to ensure positive drainage and create a universally accessible streetscape. 	<ul style="list-style-type: none"> ■ Consideration should be given to decorative paving treatments of paved areas adjacent to the shops that face the river, along Menzie’s Lane, and along the laneways that connect to St. Andrew Street to create a shared pedestrian/vehicular realm. Such a treatment could include stamped or coloured asphalt or concrete.



PUBLIC PARKING LOTS

Goal: Public parking lots should be designed to promote the safe movement for both pedestrians and vehicles.

Creating parking lots that optimize the safe movement of pedestrians and vehicles is of the utmost importance. Maximizing the inclusion of trees and landscaping to visually enhance large scale areas of paving, as well as to aid in the reduction of the 'heat-island' effect is also an important aspect of integrating parking into the streetscape and making it more sustainable. Access to public parking lots should also be highly visible from the roadway. To achieve these aims, public parking lots should be:

- Designed to incorporate pedestrian crossings within parking areas and laneways that are highly visible. Consideration should be given to highlighting pedestrian crossings in parking lots using high visibility paint, unit pavers that highly contrast the parking paving, stamped or coloured asphalt or concrete or a combination of the above.
- Designed to separate access driveways from sidewalks and other walkways through the use of pavement treatments or markings. Sidewalks/walkways should take precedence over parking areas and driveways and be extended across parking areas and laneways. At minimum, a band of highly contrasting unit pavers or paint should distinguish the crossing area from the parking/laneway paving.
- Well signed, with directional or wayfinding signage being placed at visible locations within the streetscape. A consistent style and set of parking signage typologies could be developed as part of a Township-wide parking strategy or streetscape plan.
- Designed to promote a sense of safety. Where parking is located behind businesses, rear facing entrances and improved façades should be encouraged to provide a pedestrian scale experience and provide 'eyes on the street' in terms of safety and security (see façade guidelines).
- Well lit and provide appropriate lighting requirements that meet the standards of the Township and County's illumination requirements as identified by a qualified electrical engineer. Lighting should also follow recommendations such as dark sky cutoffs and energy efficiency, as outlined in the Lighting guidelines below.



- Where parking areas are adjacent to Core Greenlands or other natural systems, consider using native plant material.
- Landscaped buffers should be planted around parking lots to help visually filter parking lots from the streetscape and adjacent private properties, as well as maximize opportunities for tree plantings to shade paved areas.
- Parking lots and associated landscaping shall be designed in such a way as to follow the principles of CPTED and provide views and visibility to and from the parking lot.
- Designed to incorporate trees and landscaped islands within large-scale parking lots to reduce the heat island effect and enhance the aesthetic appeal and pedestrian comfort within the parking area.
 - Landscaped islands should be designed in such a way as to allow for snow storage during the winter months. As such, landscape materials should be salt tolerant and highly tolerant of urban conditions.
 - Landscaped islands should be separated from the parking stalls/lot with a barrier curb.
 - Trees within parking lots that are greater than 20 spaces, plant shade trees within landscaped islands within the parking lot at a minimum ratio of one tree planted for every five parking spaces supplied.
 - Consideration should be given to the inclusion of bioswales or stormwater infiltration areas.
- Accessible parking shall be provided in accordance with AODA requirements and guidelines.
- Consideration should be given to the use of permeable and semi-permeable parking surfaces to reduce surface run off and also to reduce the heat island effect.
- Consideration should be given to the use of lightcolored/high albedo paving materials. High albedo means more light is reflected and less heat is absorbed, resulting in a reduced heat island effect.
- Consideration should be given to the use of recycled paving materials.
- In highly used parking lots, consideration should be given to including tourist information signage (which could include a community map and key points of interest) and/or wayfinding signage.



BRIDGES

Goal: The heritage bridges within both the downtowns, and the larger community of Centre Wellington, shall be conserved and celebrated as important pieces of tangible history that mark an important community connection to the Grand River and Irvine Creek.

Bridges in the Grand River watershed act as passageways through time, providing clues as to how and why local communities and economies developed and evolved. These remaining heritage bridges should be interpreted, conserved and celebrated as vestiges linking our collective present to our past.

- Arch, Truss & Beam: The Grand River Watershed Heritage Bridge



The bridges of Elora and Fergus have long connected the banks of the Grand. Many of the bridges within Elora, Salem, and Fergus have historical ties and are physical expressions of the technology and design of their time. Most prominently are the numerous concrete bow string bridges and the steel truss bridges that are dotted throughout the community. Heritage bridges are those identified within Arch, Truss & Beam: The Grand River Watershed Heritage Bridge Inventory (March 2013). These guidelines should be considered for all existing and proposed bridges within Elora, Salem and Fergus. Bridges should adhere to the following guidelines:

- Continue to maintain existing vehicular heritage bridges across the Grand River and Irvine Creek in such a way that continues to uphold their defining heritage attributes and features, including, but not limited to, arches, beams, and trusses.
- Maintain and enhance existing views to and from heritage bridges, including significant vantage points from the river edge (including areas beyond the downtown cores).
- Consideration should be given to incorporating sustainable methods of catching and directing salt-laden runoff, on both pedestrian and vehicular bridges, away from the river into a filtration system.
- Where it has been identified that existing vehicular bridges can no longer support vehicular loads and traffic, considerations should be given to preserving the bridge in situ to accommodate pedestrian only traffic.
- When heritage bridges require replacement, consideration should be given to maintaining or reinstating historic attributes and elements of the original bridge design, including but not limited to arches and trusses.
 - Considerations should be given to reinstating a bowstring bridge, if feasible, should the replacement of the St. David Street Bridge in Fergus be required.
- Continue to maintain existing pedestrian bridges in such a way that they are accessible year-round, where necessary.
- Consideration should be given to adding a pedestrian bridge within the Elora downtown core, across the existing piers (which link Mill Street West and Ross Street), if feasible, based on engineering requirements and a heritage impact assessment.
- New pedestrian bridges within the downtowns should be designed in such a way as to:
 - Follow all building code and engineering standards, as well as environmental standards set out by the Department of Fisheries and Oceans (DFO), the Ministry of Natural Resources (MNR), and the Grand River Conservation Authority (GRCA), as required.
 - Reflect the heritage character of the area and visually relate to existing adjacent bridge structures.
 - Use materials that are context appropriate such as wood, weathered steel/metal, and stone. Brightly coloured materials should be avoided to respect the existing viewshed along the Grand River in this area.
 - Be wide enough to accommodate both pedestrians and cyclists, at a minimum of 3m in width.
 - Be designed to accommodate small snow removal equipment in the winter months.
 - Incorporate low level pedestrian lighting.
 - Be universally accessible.
 - Be designed to accommodate railing planting baskets, or other decorative features such as banners in a manner that does not interrupt the viewshed or impede pedestrians or cyclists, as appropriate.

PLANTING

Goal: Planting and landscaping within the Downtowns should be an integral part of the streetscapes, with plant material, especially street trees, being treated as a part of the Township's infrastructure.

Trees

Trees can provide a community with many social, economic, and environmental benefits. Street trees have the ability to unify disparate streetscapes, provide microclimatic benefits within the urban environment, provide habitat to urban wildlife, and of course clean the air, providing oxygen and absorbing and filtering gases and particulates. As such, trees within the downtown cores should be:

- Tolerant of urban conditions and are species that are locally adapted and are drought and salt tolerant.
- Comprised of a variety of species to avoid monocultures in order to reduce the risk of tree mortality due to host specific pathogens..
- Provide seasonal variation in form, colour and texture.
- Comprised of native species where planting and landscape enhancements are adjacent to Core Greenlands and natural heritage areas, such as the river corridors and the Elora Gorge.
- Appropriate to the location that it is to be planted in (the right tree in the right place), including horizontal and vertical size restrictions.
 - Material should not conflict with overhead or underground utilities, lighting standards etc.
 - Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
 - Consideration should be given to tree maintenance in terms of leaf and fruit 'litter'. For example, trees that produce and drop fruits, such as female Ginkgo trees, or various varieties of crab apple are not suitable street trees, but may be appropriate in other areas where they are setback from key pedestrian routes.
- Appropriately spaced based on growing conditions and size at maturity, between 6.0m and 10.0m.
- Considered as part of the urban infrastructure. In the instance that reconstruction of large areas of the streetscape are required, landscaping, particularly street trees, should be accommodated for as part of the overall redesign/reconstruction.
 - Every effort should be made to retain and protect existing mature trees in the event of construction/re-construction.
- 60mm caliper, at minimum, for trees, to reduce the ease of vandalism.
- Planted in continuous trenches, where trees are planted in hardscaped areas to maximize growing space for tree roots. Consideration should be given to using structural soil or soil cells (a modular subsurface composed of structural units that form a skeletal matrix). Soil cells are the preferred option as they optimize soil volumes.



Problem	Solution
Trees block views of signs and storefronts.	Co-design signs with trees. Prune the canopy to open up views as trees grow larger, but don't top the canopy.
Trees cost money; what do we get back?	Small investments pay off big! Initial planting and maintenance costs for small trees may be about \$500. As the tree grows, it generates greater benefits every year to air and water quality, property value and human health.
Trees get into power lines and underground pipes.	All trees are not the same. Careful choices of tree species suited to the root and canopy space available can minimize damage to utilities.
Tree roots crack the sidewalk.	Trees are living things. Tree roots need space to grow, as does the tree canopy. Many new technologies are available to increase root space under sidewalks and give roots more space so they don't push up paving.
Trees are messy.	Careful plant selection can reduce problems. Selecting the right tree for the right place can reduce falling flowers, fruit, and leaves. In addition, a routine maintenance program takes care of debris before it becomes a problem.
Tree upkeep and maintenance is expensive.	Annual tree care and maintenance will prevent major tree failures. As with other improvements, consideration could be given to sharing costs for a maintenance plan by all merchants in a district and the Township.

Oftentimes business owners have many concerns about street trees. This chart outlines how some of these concerns can be mitigated. (Diagram adapted from Main Street News Vol #263, Aug 2009)

- Planted in appropriate volumes of soil mixtures or amended soils to optimize growing conditions and plant health.
- Installed with a tree grate, where trees are located in hardscaped amenity areas (rather than in grassed boulevards or planting beds). Tree grates should:
 - Have spaces no greater than 13 mm wide in one direction.
 - Be oriented so that the long dimension of any openings within the grate is perpendicular to the dominant direction of travel in order to limit conflicts with mobility devices in the pedestrian environment.
 - Have adaptable tree openings that allow for expansion as the tree matures.
- When major street works are being undertaken, consideration should be given to placing electrical outlets adjacent to street trees, to allow for the opportunity to incorporate twinkle lights or seasonal lighting. Ensure outlets are placed in such a way as to avoid a trip hazard.

Newly planted street trees shall be:

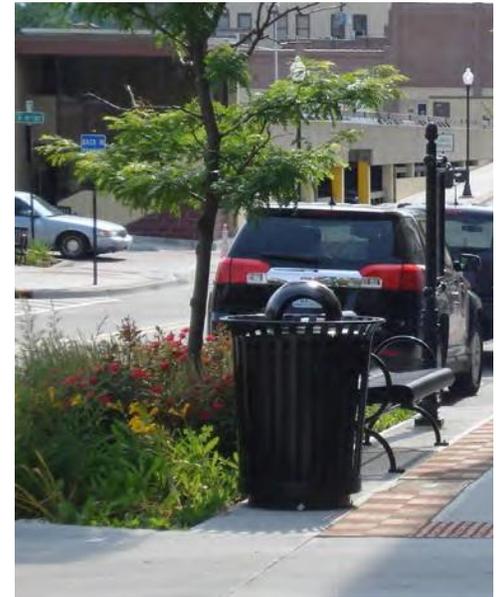
- Located within boulevards measuring 2.0m wide or greater.
- Offset a minimum 1.0m from the curb and be located within the boulevard or amenity area of the sidewalk to allow for snow storage and the maneuvering of larger vehicles. Where this is not possible, street trees should be located between the sidewalk and the public right-of-way.
 - At a minimum, setback:
 - 1.0m from sidewalk;
 - 1.5m from driveway entrance;
 - 3.0m from a building or structure;
 - 1.5m from a hydrant, light standard, utility pedestal, transformer, or water valve;
 - Located outside of sightline triangles measuring 9m by 9m.



Shrubs and Groundcovers

Shrubs, groundcovers, and herbaceous planting material provide another opportunity to add visual interest to a streetscape. Shrubs, groundcovers, and other softscape landscape material should meet the following guidelines:

- Shrubs, ground covers, and other landscape material should be selected to be appropriate to the local growing conditions and tolerant of urban conditions, drought and salt. Native plant species are encouraged where planting and landscape enhancements are adjacent to Core Greenlands and natural heritage areas.
- Shrubs shall be a minimum of 600 mm in height at the time of planting.
- Shrubs and groundcovers shall not have a mature height greater than 0.6m adjacent to street edges to maintain visibility along a streetscape.
- Landscaping materials shall not have a mature height greater than 0.3m from ground level at street corners/within sight triangles.
- Placement of landscape material should not conflict with overhead or underground utilities, lighting standards etc.
- Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
- Planted in appropriate soil mixtures or amended soils to optimize growing conditions and plant health.
- Avoid the use of plants that are toxic to pets.
- Plants should be selected to provide seasonal variation in form, colour and texture.
- Raised planters, or planting containers should be constructed of high-quality, durable material and be visually compatible with the overall streetscape and be consistent with the theme and identity within each of the downtowns.
- The selection of drought tolerant plant material or xeriscape landscaping is strongly encouraged. If irrigation is deemed necessary, the use of drip irrigation and rain sensors should be implemented to minimize water consumption. The use of recycled rain water or non-potable water sources is strongly encouraged, if possible.
- Only thornless plant materials shall be used adjacent to sidewalks, street edges and other pedestrian areas.



SIGNAGE AND WAYFINDING (PUBLIC REALM)

Goal: Signage within the public realm of the downtowns, including wayfinding, street signage, and gateway signage should act as a unified suite in both look and the structure of information displayed on the signs. All signage should adhere to the most current version of the Townships Signage By-Law.

All signage types shall be constructed of sturdy material and hardware with easy to clean surfaces. Signage should be designed to be vandal-resistant, durable, and resist degradation due to weathering.

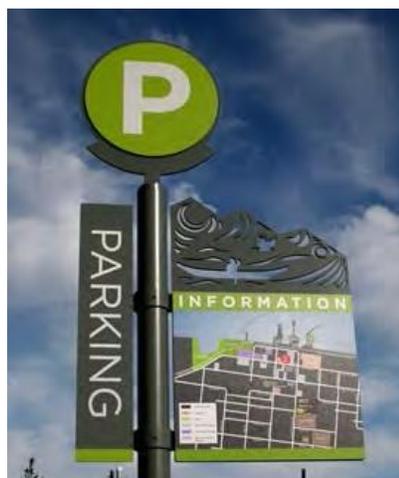
All signage should reflect and enhance the themes and identity within each of the communities in a way that is complimentary to the heritage character and visual aesthetics of the downtowns.



wayfinding

Wayfinding signage directs people to their desired destination. Centre Wellington has a strong wayfinding program in place, with signage that assists with navigation to key public facilities and community destinations. New signage should continue to follow the existing precedents and be:

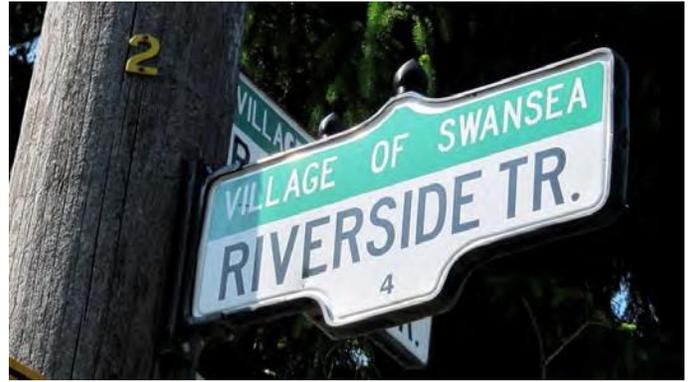
- Unified in look and style, implementing the same branding, materials, and colour palette.
- Be legible to both vehicular and pedestrian traffic. Where signage is geared to legibility from vehicles, consideration should be given to the speed of the traffic and scaled accordingly.
- When new development or new public / community features are opened, wayfinding signage should be reviewed to ensure these new attractions are reflected in the existing signs or to identify if and where new signs should be installed.
- Consideration should be given to the implementation of a public parking signage program to identify where public parking is available. This could be further incorporated into the existing wayfinding precedent, as well as consist of stand-alone signage that directs motorists to parking areas.



Street Signage

Street name signage can provide an opportunity to further identify an area within a community, marking it as distinct or unique and further identifying it as a cohesive district. Opportunity exists in both Elora and Fergus to install enhanced street name signage. New street name signage should:

- Be coordinated throughout both the downtowns in materials and style. Distinction could be made between the two communities in relation to colour and branding.
- Be consistent with the style and branding associated with the existing wayfinding signage, though colours could be unique to each community and reflect the unique heritage character and quality of each of the downtowns.



Interpretive Signage

Interpretive signage is an opportunity for education and identification of key landmarks and points of pride within a community. Interpretive signage within the downtown cores should:

- Be consistent with the style and branding associated with the existing interpretive signage.
- Be visually interesting in presentation and include graphics/images.
- Be easily legible, with highly contrasting text and background colours. Consideration should be given to including Braille on the signage to accommodate users with visual impairments.
- Be physically accessible for people of all sizes and abilities, including children and people confined to a wheelchair.

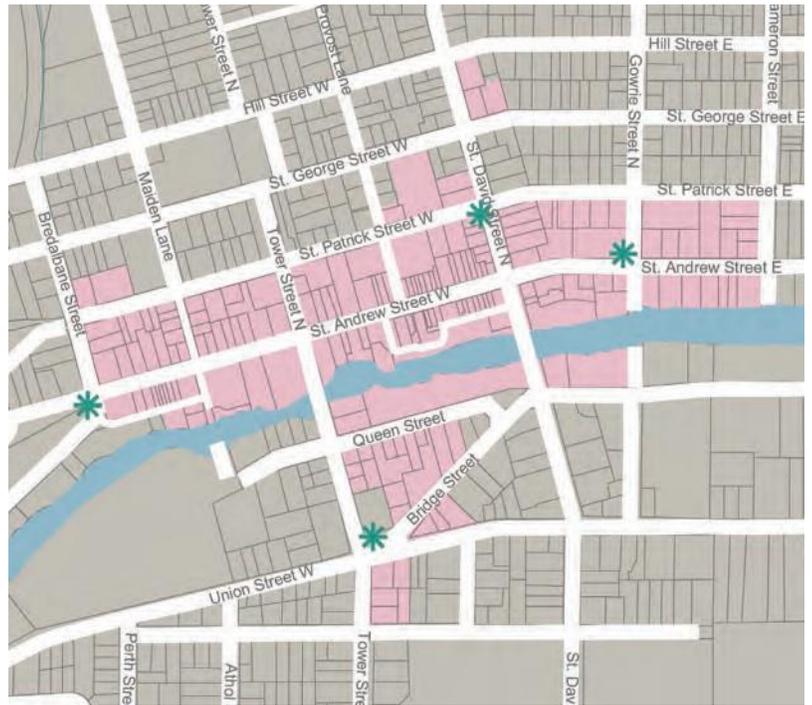
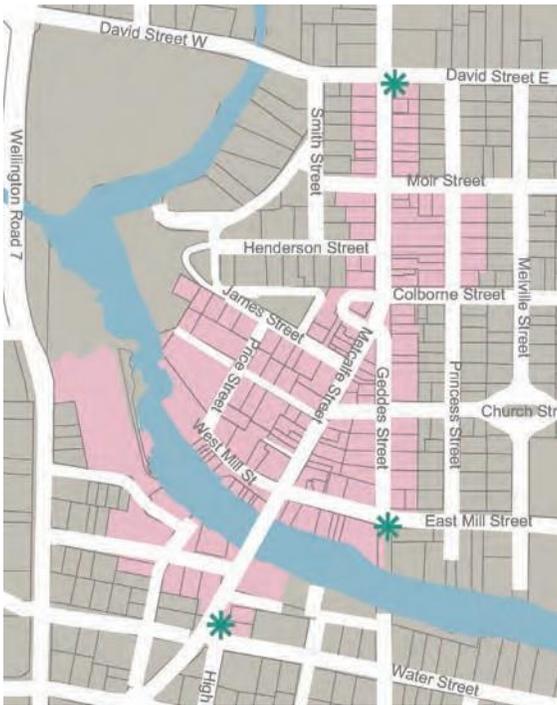


Gateway Signage

The boundaries of downtown areas could be further identified through the use of gateway signage at key vehicular and pedestrian entry points into the downtown cores. As with the street signage, downtown gateway signage should:

- Be coordinated throughout both the downtowns in materials and style. Distinction could be made between the two communities in relation to colour and branding.
- Be legible to both vehicular and pedestrian traffic. Where signage is geared to legibility from vehicles, consideration should be given to the speed of the traffic and scaled accordingly.
- Be consistent with the style and branding associated with the existing wayfinding signage, though colours should be unique to each community and reflect the unique heritage character and quality of each of the downtowns.
- Consider incorporating signage to illustrate the location of public parking areas.
- Consider the inclusion of public art and/or decorative landscaping to further enhance the gateway.
- Signage should consider including themes or features related to historic events or the history of the community.





LIGHTING

Goal: Lighting within Elora and Fergus' downtowns should continue to fulfill their functional requirements, allowing for safe vehicular and pedestrian travel during night-time/darker hours, while also providing an opportunity to add character and unity to the downtowns through the use of decorative poles, luminaires and accessories, such as banners and hanging baskets.

Currently the decorative lighting standards, distinct to each of the communities, can be found throughout the downtowns of Elora and Fergus. These decorative standards are supplemented by cobra head-style lighting where additional lighting levels are required, or where space does permit a decorative standard (i.e. near hydro poles). The Township should continue with their existing lighting program, ensuring that lighting:

- Meets the requirements and standards of the Township and County's illumination standards and requirements as identified by a qualified electrical engineer.
- Be selected to be 'dark sky' friendly.
- Incorporates energy efficient lamps, when replacements are required, where feasible.
- Is designed to be vandal-resistant, durable, and resist degradation due to weathering.
- Incorporates banner arms and fixtures to accommodate banners and hanging baskets; banners and hanging baskets should not visually or physically impede pedestrian or vehicular traffic.

Fergus

- Consideration should be given to extending decorative light standards to other areas of the downtown, including along Queen Street, Tower Street, and within the alleys on the north side of St. Andrew Street to further distinguish all of these areas as part of the downtown core.
- Pedestrian level lighting should be incorporated along the Riverwalk area of Fergus; lighting should be unique to this area and reflect the character and themes of the river.



FURNISHINGS

Goal: Landscape furnishings should be high quality, highly durable features of the streetscape and should comfortably and easily accommodate the needs of all users. Furnishings should reflect the identity and character of each of the downtowns.

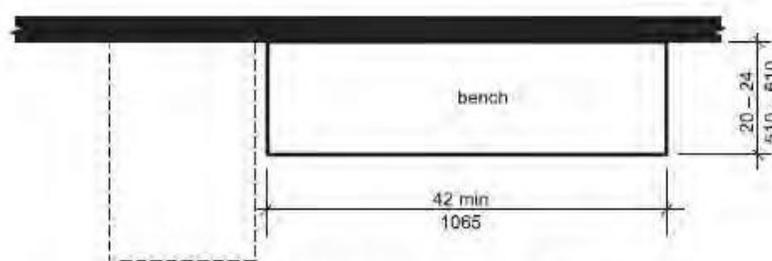
Benches

Benches are important features of a streetscape, and act as both points of rest and reprieve or nodes of social interaction and gathering. Integrating benches within a streetscape helps to animate the public realm and can also be a vehicle for functional public art and further community identity. Most importantly, benches should meet user's needs, and be comfortable, durable, and accessible. As such benches within the downtowns should be:

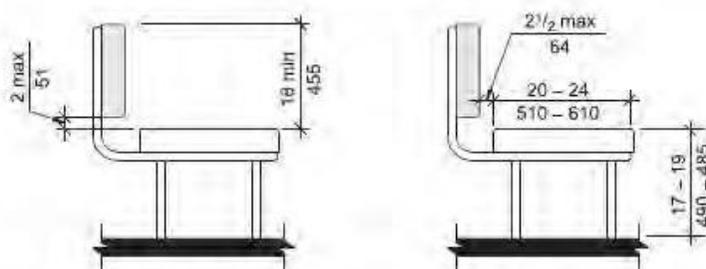
- Slip resistant and be designed in such a way as to avoid the pooling of water.
- Designed or selected to be comfortable, durable and easily maintained, and be resistant to vandalism.
- 0.3m clear width where back of the bench abuts a building, or wall.
- 1.2m minimum pedestrian path must be provided behind a bench when located at the front of the sidewalk facing the curb.
- Corporate advertising is strongly discouraged on benches and other street furnishings.
- Designed to meet standards for universally accessible benches, where possible. Universally accessible benches should be placed throughout the downtowns.



- The following guidelines have been adapted from the ADA Design Standards 2010 document for benches:
 - Seat heights should be at 450 to 500 mm above ground level with a seat depth between 510 to 610mm.
 - Provide back support of at least 1065 mm long and 455mm in height, above the seat surface (including any gap between the seat surface and the back support). If there is a gap or space between the back support and seat surface, it should not exceed 51 mm in height.
 - Ensure the back support is 64 mm (maximum) from the rear edge of the seat, measured horizontally.
 - Arm rests should be present at both ends of all benches and an additional arm rest in the middle where benches are longer.
- Ensure bench is placed on a seasonally stable surface.
- To enhance visibility benches should be of a contrasting colour to its surroundings.
- The following ADA clear widths should be followed when installing benches (Adapted from Boston Complete Streets Guidelines Draft July 2011):
 - 1m minimum on either side of bench.
 - 1.5m minimum from fire hydrants.
 - 0.3m from any other amenity, utility, or fixture.
 - 1.5m minimum pedestrian path in front of bench.



(a) Clear Floor Space and Size



(b) Bench Back Support and Seat Height

Garbage and Recycling Bins

Providing garbage bins throughout the downtowns encourages pedestrians to dispose of their litter appropriately. Ensuring that bins are placed at strategic locations in the downtowns and are able to be easily accessed and maintained by Township staff is integral to their success.

- Garbage bins should be located adjacent to pedestrian gathering and seating areas and grouped with other street furnishings, where space permits.
- Where space permits, consider siting bins outside of restaurants and eateries, particularly ones that offer take-away foods.
- The following clear widths should be followed when siting garbage/recycling bins:
 - 0.4m minimum clear width surrounding receptacle.
 - 0.3m minimum from other ground features, such as manholes, tree grates, etc.
 - 1.2m minimum from fire hydrants.
 - 1.0m minimum from other furniture.
 - 1.2m minimum pedestrian pathway by the receptacle.
- Garbage bins should be accessible by all pedestrians and be located in such a way as to facilitate easy access by Township maintenance staff.
- In parks or green spaces, locate bins adjacent to a trail or walkway, preferably paved, to allow for greater accessibility.
- Consideration should be given to bins that incorporate slots for both recycling and garbage integrated into one unit.
- Units should be chosen that have relatively small openings or be covered to prevent overloading and limit odour.
- Garbage bins should be selected to be durable and easily maintained and resistant to vandalism.
- Corporate advertising is strongly discouraged on the face of garbage or recycling bins.



Newspaper Boxes

Newspaper boxes are often overlooked elements of the streetscape. To ensure a unified and clutter free streetscape, the placement of newspaper boxes should adhere to the following guidelines:

- Newspaper boxes should be located at one or two select locations within the downtown cores, such as adjacent to post offices.
- The siting of Newspaper boxes should adhere to the placement guidelines outlined for garbage and recycling bins.
- Consideration should be given to amalgamating newspaper boxes into one unit that has been selected to tie into other street furnishings.
- Corporate advertising should be discouraged newspaper boxes.



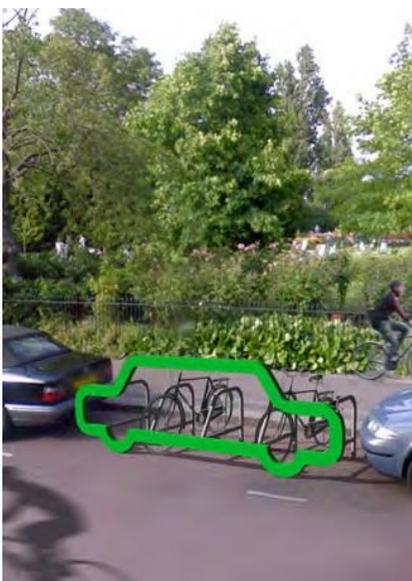
Bicycle Racks

Bicycle parking encourages an alternative and sustainable mode of transit to and within the downtowns. A typical parked bicycle is 1.8m by 0.6m. As such, bicycle rack design/style should meet the following criteria:

- Support the bicycle upright by its frame in two places.
- Prevent the wheel of the bicycle from tipping over.
- Enable the frame and one or both wheels to be secured.
- Inverted 'U' style racks or post and ring are two styles that would meet the above criteria. These individual units are preferred over large, multi-unit bike racks, as they meet the above criteria. Creative, custom alternatives (that meet the above requirements and are distinctly legible as bicycle racks) should also be encouraged and act as functional public art.
- Bicycle racks should be placed in such a way as not to impede the pedestrian environment of the sidewalk when two bicycles are properly affixed to the rack. Bicycle racks should be placed to meet the following spacing requirements:
 - Be a minimum of 0.6m from any wall or curb.
 - Racks that are placed parallel to each other shall be spaced at 0.8m apart.



- Rings that are placed in a row to align with a street edge or building edge should be placed at a minimum distance of 3.6m, from centre to centre.
- Be placed a minimum of 1.5m away from fire hydrants, measured centre to centre.
- Be placed a minimum of 1m away from other street furnishings and amenities.
- Bicycle racks should be located in multiple locations throughout the downtowns to allow for adequate parking and to discourage the use of street trees, signage, or other site furnishings as 'alternative' bicycle lock-up options.
- Consideration could be given to converting one on-road parking stall to a bicycle 'parking lot' in a central location within each of the downtowns. This option could be implemented in conjunction with the conversion of downtown roadways into Sharrows.
- Further guidelines and standards for bicycle parking and facilities can be found in Wellington County Active Transportation Master Plan, 2012



PUBLIC ART

Goal: Public art should be located at key points within the downtowns, create key focal points and engage people within a space, contribute to the creation of a memorable space, and deepen community pride.

Elora is a community that has deep roots in the arts and currently has a significant public art program through the Elora Sculpture Project (a civic initiative managed through Elora's BIA), that has created an infrastructure for the placement of sculpture throughout the downtown core during the summer months, with different works being displayed each summer. Permanent pieces of public art are also present in Elora's public parks and spaces and can be seen through functional street elements, such as benches and arbors.

Fergus also has a thriving arts community; however there is not an overt expression of this throughout the downtown's public realm. While there are a few examples of painted panels, historical photographs, and functional public art, such as benches, public art is not an overt fixture within the downtown core. Encouraging the inclusion of public art within downtown Fergus should be a community driven initiative; where new key pieces are desired, consider involving the community in the process, from the selection of the artist through to the fruition of the piece of artwork.

General guidelines for public art in the downtown cores are as follows:

- Engage local artists or artisan groups and encourage community participation.
- Artwork can be a further reflection of the themes and history of Fergus and Elora. Consideration should be given to a variety of different purposes for public art pieces and can encompass functional pieces such as site furnishings, bicycle racks, etc.
- Public art can act as a focal point within an area; as such, consideration should be given to placing public art within key civic spaces, such as at gateways within the downtown.
- Commercial advertising within, on, or as part of the artwork is strongly discouraged.
- Public art pieces that are not functional in nature should be lit to contribute to the streetscape in the night. The Township should work with the artist, when feasible, to generate an appropriate lighting scheme that enhances the artwork and is in accordance with Township standards and guidelines (energy efficient, reduces glare/spill, etc.).
- Public art should be constructed in such a way as to be durable, easily maintained, and resistant to vandalism.
- Temporary public art pieces that could be installed for one day or up to one year should be encouraged.
- Consideration could be given to developing a public art strategy or program for Fergus that will help guide the selection, placement and incorporation as well as maintenance of public art. While this should be focused in the downtown core, it could also extend to the broader community of Fergus.





CIVIC NODES AND OPEN SPACE

Goal: Civic nodes, such as public squares or places and larger parks and open space, should continue to be integral focal points of the downtowns and be engaging, high quality public spaces.

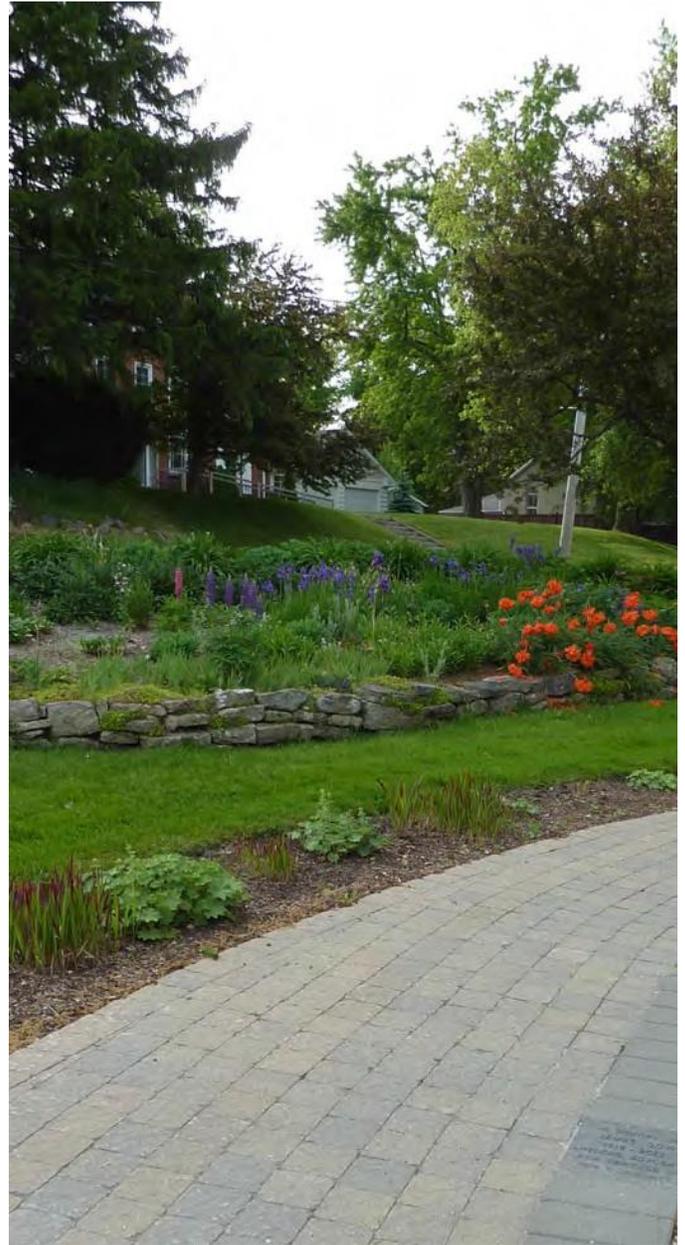
Urban Parks

Urban parks are an important part of creating healthy, thriving, and lively downtowns and are points of civic pride. As such, urban parks should be:

- Designed in such a way as to foster social interaction and also allow for passive or unscheduled recreation. If space allows, they should also be designed in such a way as to accommodate larger gatherings or special community events.
- Designed to uphold the principles of CPTED and support user safety and comfort.
- Universally accessible in relation to key points and features within the park and at primary entrance points into the park.
- Relate to the surrounding built environment. Adjacent buildings should relate to the space so that windows and building entries face the park. This will assist in creating a more dynamic streetscape around the park and also allows for a greater amount of surveillance over the park, increasing the sense of safety and security.
- Fully furnished with landscape amenities such as seating areas, garbage and recycling bins, bicycle racks, and pedestrian level lighting, at a minimum. The inclusion of public art within urban parks is strongly encouraged. (Refer to streetscape guidelines for additional guidelines for public art and site furnishings).
- Designed to incorporate sustainable materials and practices, such as locally sourced stone.
- Seating areas should consider the park's context and microclimate and be sited so as to:
 - Be sheltered from the wind.
 - Take advantage of site views.
 - Be situated back from circulation pathways.
 - Provide a variety of options for pedestrians, such as sunlight or shade; quietude or activity; formality or informality.
 - A number of seating areas in various locations throughout the park shall be designed to be universally accessible.



- Urban parks should be highly visible from the street. Where this is not feasible, appropriate wayfinding signage should be put in place to direct pedestrians and vehicular traffic to the site.
- Urban parks should be connected to the pedestrian network through sidewalks, walkways, and/or trails.
- Designed to ensure that the ecological functions of adjacent natural heritage areas and/or Core Greenlands are protected and managed appropriately. Where feasible, create urban parks in a way that enhances such features.
- Designed to support plant material through the placement of sufficient topsoil (minimum 150mm) and planting soils (based on plant material size) depths throughout the park. In greenfield parks or natural areas, the soil profile shall remain intact with limited disturbance or compaction.
- Cultural heritage features and natural heritage features within a park should be conserved and integrated into the park design as a means of retaining a sense of connection with the natural and cultural heritage.
- Designed in such a way so as to integrate larger trees and landscaped areas into the space.
- Include pedestrian level lighting, especially along walkways and at entry points.



Elora River Connections

Elora has numerous trails and parks which are adjacent to the river, including Victoria Park and Bissell Park, which are just beyond the downtown core, but are in easy walking distance. The public connections to the river within the downtown proper currently include the parking area and ruins of what is known as the Little Folks Property (though this is not truly public property), on the south side of the Grand. There are also some smaller nodes on the north side of the river along Mill Street East and West. Existing and future connections to and along the river should follow the general Urban Parks Guidelines and also be:

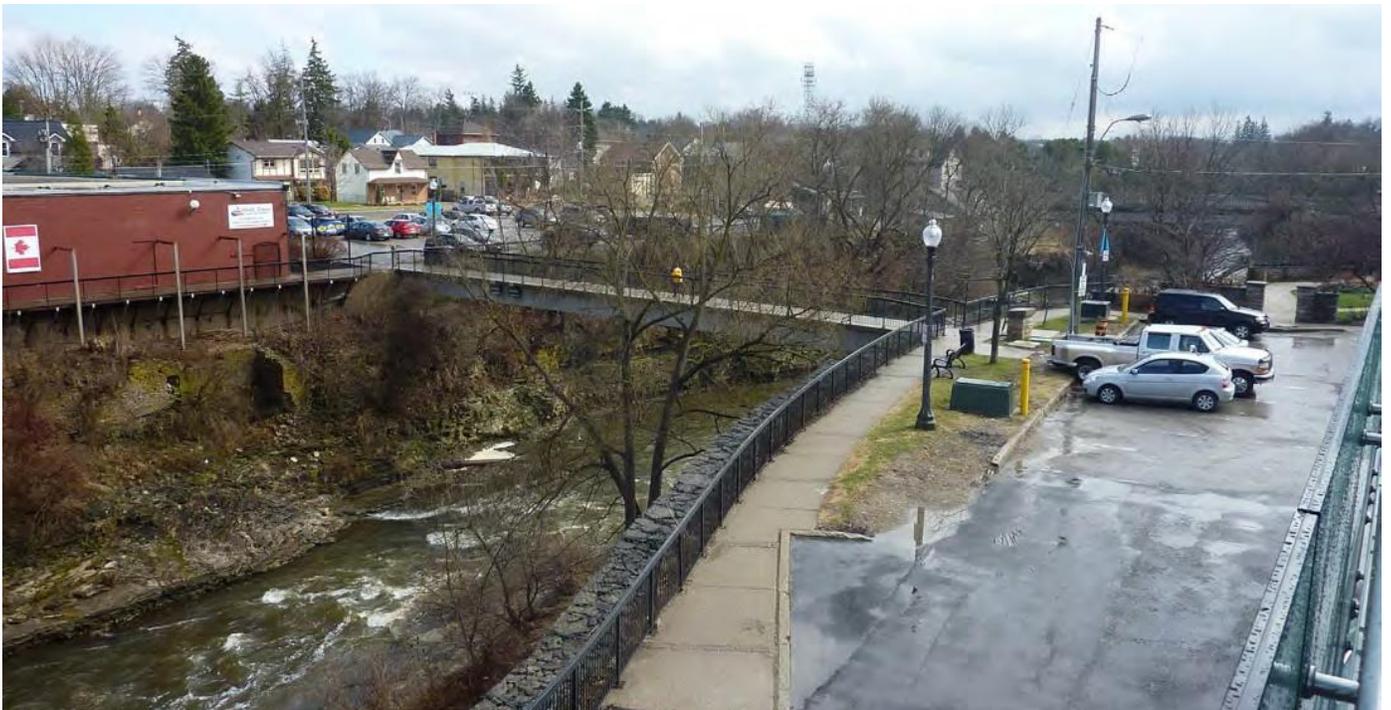
- Designed to include decorative seating and other necessary landscape furnishings such as garbage bins and bicycle racks.
- Incorporate landscape plantings which enhance and delineate the area, without blocking scenic views or compromising the visibility/safety of the area.
- Incorporate decorative paving treatments or boardwalks, as dictated by the context that compliment other paving schemes or adjacent building materials.
- Are designed in such a way as to provide seasonal comfort and maintenance so it can be used year-round, as well as during night-time hours.
- Be consistent in treatment and style to create a series of unified public waterfront spaces.
- Where fencing or railings are required, they should be designed in such a way as to ensure user safety while maintaining views to the river and gorge.



Fergus Riverwalk

In addition to the guidelines put forward for urban parks, the following are put forward as design considerations relating to the Riverwalk within Fergus, extending from Tower Street to St. David Street:

- Encourage adjacent businesses that are complementary to the functionality and use of the Riverwalk. Restaurants, cafes, Tourism and Information offices and retail shops would be appropriate additions to the riverscape.
- Continue the precedent of residential units/balconies facing onto Menzie’s Lane to create after hours surveillance and to further the sense of a multi-use neighbourhood area.
- Continue to maintain the Templin Gardens as an important cultural heritage feature of Fergus. Integrate enhancements within the broader Riverwalk into the Gardens through the use of compatible paving treatment (in areas where modern pavers or granular surfacing currently exists) and landscape furnishings.
- Continue to screen the Queen Street Parking lot with naturalized landscaping to enhance views from the Riverwalk.
- Encourage the appropriate placement of interpretive signage along the river that is similar to the interpretive signage program found throughout downtown Elora.
- Consider multi-tenant signage on side façades.
- Pedestrian level lighting should be incorporated along the length of the Riverwalk to increase the feeling of safety and security.
- Consider light fixtures that are unique to the Riverwalk and not duplicate the light standards along the downtown streetscapes. Light standards should be a coordinated palette of poles, luminaries, and accessories (such as rod/banner arms) that reflect the character of the riverscape, but do not create a false sense of heritage.



- All lighting should be designed and placed in such a way as to eliminate glare and light trespass into adjacent buildings and the river and be dark sky compliant.
- Select site furnishings, particularly benches or seating elements that are bold and distinct to only the Riverwalk to create a unique identity for the area. Explore opportunities to work with local artisans to design custom furniture or select prefabricated pieces that are bold in colour (comparable to the red chairs in the Elora Greenspace).
- Consideration could be given to replacing the railing along the river's edge and across the pedestrian bridge with a more decorative design that compliments the surrounding industrial heritage and incorporates natural materials such as wood and weathered steel; views to the river shall be maintained.
- Install bicycle racks at key points along the walk per the above guidelines.
- Explore a variety of furnishing types, including benches that are universally accessible, informal seating elements such as seat walls, and table and chair style seating to accommodate a variety of uses.
- Public art should be encouraged along the Riverwalk and opportunities to incorporate public art at gateways to the Riverwalk, as well as in the form of custom site furnishings, should be explored. Art along the Riverwalk should incorporate themes relating to the river and Fergus' natural and cultural history.
- Create gateways or 'front doors' to the Riverwalk at St. David Street and Tower Street as well as along St. Andrew Street by extending features of the Riverwalk to the streetscape. This could be achieved by the inclusion of:
 - Wayfinding signage or a directional visual cue (painted sidewalk, public art), that indicates an entry point to the Riverwalk.
 - Planters and planting beds, where space permits, that have similar planting schemes as those found along the Riverwalk.
 - Utilize existing 'dead space' at the St. David Street entrance and Tower Street Entrance to create inviting entry points to the Riverwalks.
 - Architectural features such as gates, arches, or pergolas, etc.
- Consider sight-lines from the main streets to focal points along Riverwalk to help draw pedestrians to the waterfront.
- Pedestrian paving treatment should be consistent along the length of the Riverwalk from St. David Street to Tower Street to provide a visually distinct pedestrian realm and to create continuity along the riverfront.
- Consideration should be given to decorative paving treatments of paved areas adjacent to the shops that face the river, along Menzie's Lane, and along the laneways that connect to St. Andrew Street to create a shared pedestrian/vehicular realm. Such a treatment could include stamped or coloured concrete.





PUBLIC UTILITY FACILITIES

Goal: Public Utility Facilities, such as pumping stations should be integrated into the urban fabric in a way that is sympathetic to their context and location.

Public Utility Facilities are necessary infrastructure within our communities, however they should not be dominant features of our communities, but rather be subtly and sympathetically integrated into the overall streetscape without compromising the function of the building.

Public Utility infrastructure should:

- Be located in such a way as to minimize visibility from the public realm.
- Be screened through the appropriate use of landscape materials and / or fencing, where appropriate.
- Be integrated into the surrounding context through the use of appropriate building materials and architectural accents that reflect the heritage character of the downtowns (refer to section on Buildings and Structures for additional guidelines on appropriate building materials and architectural elements).
- Public Utility Facilities should not impede on important viewsheds nor impact views to or within heritage character areas of the downtowns, including river views. Every effort shall be made to site utility buildings and infrastructure away from significant heritage buildings and highly used public areas.



PRIVATE REALM GUIDELINES FOR DOWNTOWN AREAS

For the purposes of the Urban Design Guidelines, the private realm consists of the buildings, structures and spaces that are found beyond public right of way and other public properties such as parks and trails. The private realm has a highly significant impact on the way Elora and Fergus, look, feel, and function. A key point of focus within this section are the guidelines for building façades, which are integral for achieving the Design Vision put forth in this document. For the purposes of this document, public buildings such as libraries, municipal offices, as well as provincial and federal buildings and grounds within the downtown areas will be considered as part of the private realm and should be compliant with the guidelines below. Only the exterior features of a building are subject to the guidelines.

The guidelines set forth in this section provide direction to private property owners to effectively enhance their buildings, façades, and properties in a way that will improve the urban environment while promoting a continuity of character within the community and upholding the design principles of this document.



SIDEWALK FRONTAGE AREAS

Goal: Sidewalk frontage areas should further animate the street and provide opportunity for seasonal cafes, additional display signage, and decorative elements, such as planters, that are unique to individual businesses.

Sidewalk frontage areas are the spaces between the pedestrian zone of the sidewalk and the streetwall or building face. It is an area for businesses to display sign boards, place sidewalk café furniture, or add decorative elements, such as planters. It also provides a buffer between sidewalk foot traffic and the activity around entryways. Because the features within the sidewalk frontage area are being provided and placed by business owners (rather than the Township), this space is considered to be within the private realm. Sidewalk frontage areas provide opportunity to animate the street and should:

- Be designed so as not to physically impede or restrict movement in any way within the 2.0m required clear width of the pedestrian zone of the sidewalk.
- Be designed to ensure that a 1.5m width around the primary entrance of the business (or adjacent businesses) is kept clear of obstructions.
- Does not extend past the business to which the design element is associated.
- Be designed so as not to block important views and sightlines for pedestrians and vehicular traffic. Site triangles at corners and intersections shall be kept clear.
- Be complimentary in style and scale to the business with which it is associated.
- Encourage the placement of high quality, durable tables and seating areas to animate the street.
- Be enclosed with a decorative barrier, fencing or bollards that are removable either nightly, or seasonally, where larger sidewalk cafés or patios are adjacent to the street. The following are general guidelines for barriers:
 - Be a maximum height of 1.0m.
 - Be free-standing, stable and removable.
 - Be designed in such a way as to allow patrons and pedestrians to see from the café to the street and vice versa.
 - The use of materials for barriers that is not specifically designed as fencing, such as buckets, flag poles, newspaper stands and waste receptacles is prohibited.
 - The lowest point in the barrier should be no more than 6 inches in height. This is to ensure that visually-impaired pedestrians who use canes will note the barrier. For this reason the use of chains or ropes shall not be used for barriers.





DECORATIVE FENCING AND WALLS

Goal: Decorative fencing and walls should delineate public and private boundaries, as well as screen undesirable views without creating safety hazards or 'dead space'.

Decorative fencing and walls should be integrated into the overall streetscape and should:

- Be designed and constructed using high quality natural materials such as brick, stone, wood, and metal. Vinyl or other composites are discouraged within the downtown core.
- Take cues from the existing streetscape and building fabric in terms of its style and design and be considered an extension of the built form.
- Consider the inclusion of landscape materials to add additional visual interest along a fence or wall. Screening could consist of planting broad-leaf evergreen vines along a trellis structure, or including planter boxes to delineate space.
- Consider integrating local artists or craftspeople into the design and manufacturing process to create unique elements that also function as public art.
- Designed in such a way as to avoid entrapment or block views for both pedestrians and vehicular traffic.
- Fences and walls should provide relief in their design along public walkways to avoid solid faces for extensive lengths to avoid potential entrapment areas. Visual relief may include but is not limited to a physical break, landscaping, or a decorative element.
- Be consistent in form/design, materials, and location where larger expanses of decorative fencing are required, such as adjacent to larger parking areas.



BUILDINGS AND STRUCTURES

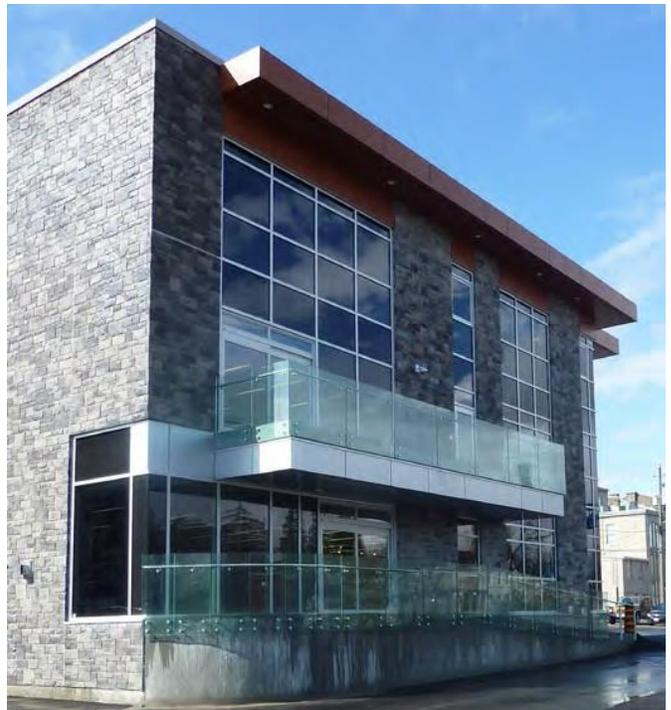
Goal: Buildings within the downtowns should reflect the form, scale, and rhythm of the best examples of the existing building stock within each of the downtowns. New buildings, additions, or structures should not negatively impact the existing heritage stock of the collective streetscape, nor diminish individual heritage attributes of a building, but complement and highlight these valuable community assets.

Building Style

Every building has been influenced by an architectural style or character. Character-defining elements include the overall shape of the building, its materials, craftsmanship, decorative details and features, as well as the various aspects of its site and environment. Buildings within the downtowns should follow the below guidelines relating to style/character:

- New buildings and additions within the downtown cores should be contemporary but complimentary to the existing building stock and take cues from the existing heritage fabric of the downtown in relation to building materials, massing, scale, and proportions. New buildings should be designed to be ‘of their time’, using the principles of design and proportion exemplified by the best examples of traditional heritage buildings. Modern buildings (or additions to more modern architecture) should emphasize complementary and harmonious qualities rather than attempt to replicate heritage designs.
- The sides of buildings that are highly visible from the street should incorporate high quality building materials and architectural features and details that are complimentary to the design as the primary façade.
- The architectural style/influence of a heritage building should be considered as a guiding influence in the design of an addition or alteration. Strict adherence is not required, but the principles of sympathy, respect, and context should be demonstrated.
- Architectural styles that are inconsistent with and not part of the local vernacular should not be used in the design of new buildings or additions (i.e. French or Spanish influenced architectural styles).
- Additions or major alterations to existing heritage buildings should be located away from the façade of a building and preferably be located at the rear of a building to reduce the visual impact on the main street streetscape.
- Additions or alterations should remain secondary in nature and clearly distinguishable from the existing heritage building. This can be achieved, for example, through the use of an additional setback and/or the use of traditional materials and finishes rather than exact duplicates of form to provide an appropriate transition between an addition and the existing heritage resource.
- Additions and alterations should avoid irreversible alterations to the heritage building. A preference should be given to reversible additions and alterations.
- Additions or alterations of heritage buildings should not negatively impact the symmetry and proportions of the building or create a visual imbalance.
- Additions and alterations to more modern buildings should be encouraged to utilize the design principles of heritage building design, where appropriate.

- Utilities such as air conditioning units, utility meters, etc. should be incorporated into the design of a building to ensure they are screened from public view, either by incorporating them into the structure, siting them to the back of a building, or screening the utilities with landscaping or decorative fencing.
- Drive-through facilities within downtowns and residential transition areas are strongly discouraged.
- In residential transition areas, where residential housing stock is being converted to office or commercial uses, retain the original building features, such as windows, doors, porches, and other architectural details of the building to reflect its original use and the narrative of the site.





Heritage Buildings and Sustainability

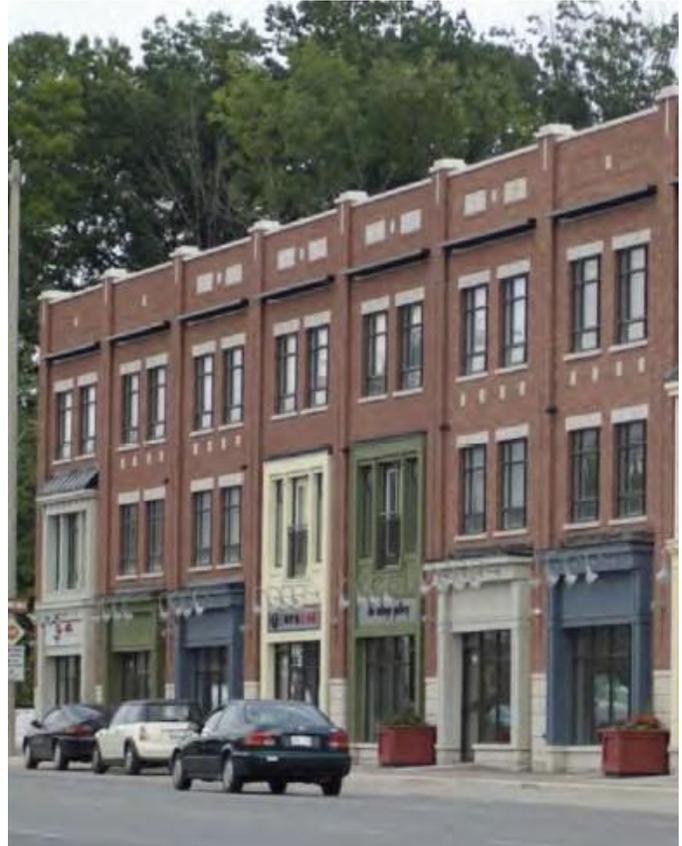
Heritage buildings are themselves often inherently sustainable under the premise that the greenest building is the one that is already built. Additionally, historic building construction methods and materials often maximized natural sources of heating, lighting and ventilation to respond to local climatic conditions. Further introducing opportunities to incorporate sustainable and energy efficient systems and alterations in a way that conserves a building's historic attributes is strongly encouraged as part of these guidelines. This can mean repairing existing features or finishes; utilizing salvaged building materials, or incorporating new technology into a building's energy system. Exterior building features and systems such as skylights, solar panels, green roofs, etc. should be placed and modified, as required, to respect the significant architectural features and elements of a building.



Building Proportions, Scale and Placement

Building proportion, scale, and placement within the overall streetscape is highly important in the proper integration of a new building/addition. The following guidelines should apply to both building street frontages as well as their relation to rear alleys, parking areas, or open space:

- Additions or infill buildings should reflect the scale, massing, footprint, proportions and setback of adjacent buildings.
- New buildings should be dominantly rectangular in form.
- New buildings or additions should follow the established setback of the adjacent buildings to maintain the rhythm and structure of the streetscape. The main streets of Fergus (St. Andrew, St. David, and Queen) and Elora (Mill, Metcalfe, and Geddes) are typically defined by street-wall buildings, built out to the edge of the blocks on which they sit, and built flush with their adjoining neighbour to create a continuous street face. As such, new buildings should maintain a consistent relationship of buildings to the street to form a continuous wall, where feasible.
- If a setback from the existing streetwall is required for zoning or building code compliance, it shall not exceed 3m from the existing streetwall, whichever is lesser. Setback areas should be used as a frontage area to accommodate café furniture, board signage, landscaping, etc. and not be used to accommodate parking.
- New buildings should be placed perpendicular to the street, with windows and entrances fronting on to the street.
- New buildings at corners should be considered as an opportunity for landmark buildings with enhanced architectural details incorporated on the visible facades. The inclusion of diagonal building setbacks or recessed entries should be considered to enhance the pedestrian environment.
- Building widths should be similar to the adjacent buildings, or existing pattern of window and entry bays that are at street level.





- Buildings wider than 7.5 metres should incorporate traditional façade elements (see façade guidelines below), and proportions such as changes in materials, building projections, columns, or other vertical architectural elements, to de-emphasize the larger building and visually break up the building mass into smaller units.
- Buildings that face onto multiple streets, alleys, and/or other public areas from which the building can be viewed, should be designed with complementary façade treatments that adhere to the below façade guidelines, and create a street wall that is permeable in terms of windows and doors. Large blank façades that are visible from the public realm are strongly discouraged.
- Building facades should be “three dimensional,” incorporating a high degree of relief that may be achieved by careful incorporation of recesses, projections, and other architectural elements.
- The height of any addition should be similar to adjacent buildings and should not dominate the existing building, adjacent buildings, or the streetscape, nor should it interfere with any significant view or viewshed. The height of additions should be subordinate to any significant adjacent heritage buildings.
- Roof type, scale, and pitch, as well as design elements, should be complementary to adjacent heritage buildings.
- Existing historic rooflines should be maintained, where feasible.
- Significant heritage out buildings within the back lanes and alleys shall be conserved. As back alleyways are improved and enhanced, consideration should be given to re-purposing these buildings to accommodate business or retail shops.
- Buildings within the downtowns shall not exceed 3 stories or 11m in height, per the Townships Zoning By-law.



FAÇADE IMPROVEMENTS FOR DOWNTOWN AREAS (PRIVATE REALM)

Significant Façade Elements

The basic elements of a downtown commercial building are described within this section to set the stage for the Façade Guidelines. The composition of commercial buildings in the downtown cores can typically be divided into three parts: the base, body, and cap. The base consists of the storefront and sign band; the body consists of the upper portion of the building (typically one or two stories); and the cap consists of the cornice and any other roof features, such as dormers.

The base of the building can be further divided into three parts: the bottom part consists of portions of the building below the glazing, the middle consists of the display windows, and the cap consists of the signband and associated cornice and details, such as lighting. The consistency and repetition of this pattern across expanses of storefronts also results in legible pattern that facilitates a positive pedestrian experience. The use of common features such as lighting, awnings, and projecting signage can also provide unity and rhythm to the pedestrian realm.

FAÇADE GUIDELINES

Goal: In order to maintain the existing patterns and rhythms of the historic built form, general design principles of geometry, proportion and scale should be followed that ensure the original design intent of the architecture is preserved. Modern buildings or older buildings that are not in character with the historical commercial patterns should also follow these guidelines when possible in order to create continuity with the predominant building type that defines the character of the downtown core.



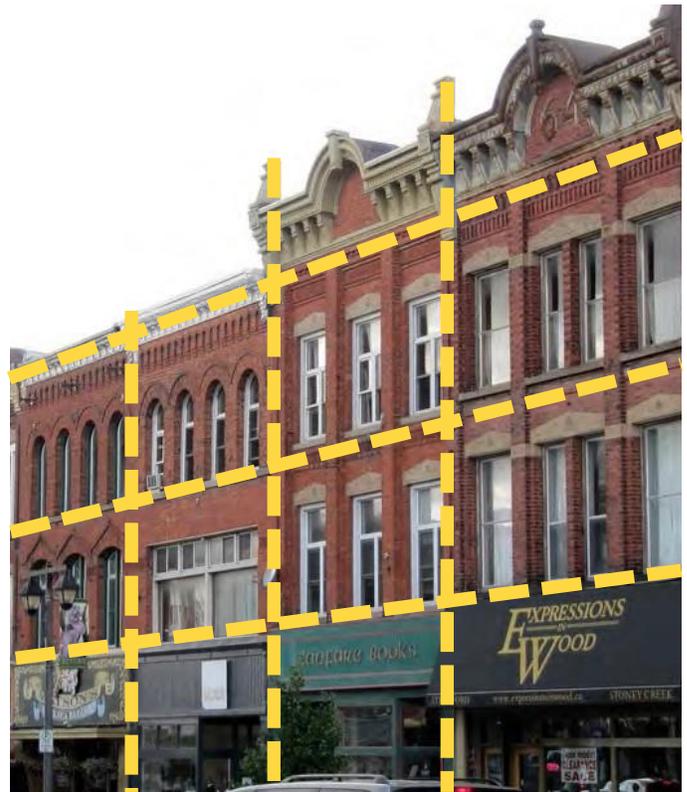
General Façade Guidelines:

The historic commercial buildings in downtown Elora and Fergus follow strong design fundamentals of proportion, spacing, and detailing that are generally attractive to the eye and provide visual interest which can facilitate an improved pedestrian experience. *The guidelines in this chapter are intended to be applied to both the front facing façades, façade sides visible from the street, as well as those along back alleyways or riverfronts.* The following general guidelines should be applied to any façade improvement project:

- Upon consideration of a façade improvement project, study the façade, research the history of the building and obtain historical photographs to fully ascertain original design intent and the extent to which the original architectural elements and materials remain.
- As much as possible, maintain original façade components and materials, prioritizing repair rather than replacement of damaged components. If this is not possible, replacement parts and materials should be as similar as possible to the original in terms of material type, colour, texture, dimensions, proportions, and design.
- Maintenance, repair, replacement and restoration work on historic buildings should be undertaken using proper heritage methods and materials. Modern materials and methods of construction may have detrimental effects on old construction. It is strongly recommended that property owners consult a professional craftsman or contractor that is a member of the Canadian Association of Heritage Professionals (CAHP).



- Horizontal elements that cross multiple storefronts or blocks of similar buildings (such as signbands, awnings, and base panels) should be maintained and coordinated.
- Infill buildings should integrate into the existing fabric, and be aligned with the horizontal building elements (base, body, cap) of adjacent buildings.
- Align vertical elements to create a visual connection between the storefront and upper façade treatment with regards to style, scale, materials, and openings.
- Projecting elements on upper floors should also be included to provide diversity and visual interest in the development of building façades. This includes, but is not limited to canopies, cornices, awnings and balconies where residential uses on upper floors are proposed.



The horizontal and vertical articulations of a street wall should be respected. These elements create a sense of rhythm and provide a sense of human scale to the street.





Align horizontal facade elements where redevelopment or infill occurs. Vertical elements should respect the rhythm of the existing buildings.



WINDOWS AND DOORS

Goal: The placement of windows and doors should maintain and replicate the traditional placement and the existing patterns of solids and voids within individual buildings and along the broader streetscape.

Windows and doors are important architectural features both functionally and visually, and provide legibility to a building façade. Doors and windows are necessary elements for any building, but their layout and decorative treatment are an opportunity to express the unique qualities and character of each building.

Entrances and Accessibility

Entrances of commercial buildings and businesses should be clearly defined points of access within a building's façade and be an inviting and accessible entrance for all users. Guidelines for doors and entrances are as follows:

- Primary entries should be prominently located, facing the street to which their address is associated.
- Doors and entrances shall be designed to “universal design standards” and the AODA guidelines to ensure safe and comfortable access for users of varying mobility needs.
- Ideally doors and entrances should be at grade with the sidewalk, or be accessed by a gentle ramp that is AODA compliant.
- Ramps and railings should be of suitable materials, colour and design details to blend in with the original structure as much as possible, and be designed to reduce the visual impact on the original façade of the building. Ramps and railings should not destroy or damage significant heritage features of a building, and their installation should be reversible.
- Where space is limited, or significant heritage features are present, and permanent ramps cannot be constructed, portable ramps should be considered for existing buildings where there is a grade change.
- Original doors and frames should be repaired, rather than replaced, where feasible.
- Avoid adding new or secondary entrances that are incompatible in size, scale, or material.
- Avoid enclosing old entrances on heritage buildings with solid materials. If the door is no longer in use, it should be secured and left for future use.
- Doors with a minimum of 50% transparent glass should be used for commercial entrances. Residential entryways to upper floor apartments on a commercial façade should be in keeping with the style doors used for the commercial entrance within the same building; solid doors or doors with reduced or opaque glass can be used for residential entrances.
- Within new infill buildings, or where a historic precedent can be demonstrated, consideration should be given to recessing entries to provide a sense of protection and transition for the customer. Recessed entries also prevent doors from swinging onto sidewalks.
- New doors should be compatible with the building's overall character, with materials matching the original window materials. Wood doors are preferred as they are durable, have more detail, can be painted and repaired easily, and are complementary to the heritage fabric of the downtowns.





Storefront windows

Storefront windows allow for natural lighting of interior spaces and provide a wonderful opportunity to display a business' goods and services and add visual interest to the street. They also play an important role in the feeling of safety that pedestrians have while walking along a downtown street. Storefront window guidelines are as follows:

- Use transparent glass to provide clear views of storefront displays from the street and allow natural surveillance of the street and adjacent outdoor spaces.
- Windows should form part of a larger set of traditional architectural elements including window bases, transom windows, and storefront cornices.
- Create a cohesive storefront appearance by aligning window heights and unifying window sizes.
- Windows should comprise 50%-75% of the storefront façade, including storefront windows, transoms and doors.
- Windows should be a balance between transparency and visibility into stores and sustainability; conservation of heat should be considered as part of the design process when selecting/designing storefront windows and doors.
- Original window frames and sashes should be repaired if possible, rather than replaced. Repairs should be limited to damaged portions of the window assembly. Wood frames and sashes are preferred to aluminum. Vinyl windows are strongly discouraged within the downtown cores.
- If replacement is necessary, window design should match the original in type, shape, size, glazing pattern, and detail.

- Windows should not be removed or filled in, where they have existed historically. Where offices occupy former retail spaces, window displays and blinds should be utilized as opposed to removing windows. Avoid covering a display window or filling the opening with non-transparent materials.
- Do not fill in key architectural features such as arches or transoms when replacing or renovating windows.
- Avoid inserting new ceilings which block windows.



In some instances, a business might desire roll-up doors, particularly restaurants or galleries, to replace the typical display windows that would exist along a storefront. While these doors may not be compatible with all business types, they can contribute a strong street vitality to businesses where the passerby can easily spill into an interior space. Where roll-up or garage-style doors are being considered they should:

- Respect the proportions and vertical pattern of the historic façades of the streetscape. A series of narrower doors punctuated by columns is preferred. Large doors that expand across the entire store frontage are strongly discouraged.
- Align with the horizontal elements of the street’s storefront facades, with the top of the roll-up doors in-line with adjacent display windows and/or transoms.
- Align with the vertical elements on upper storeys to create a visual connection between the storefront and upper façade treatment.
- Be primarily glass, with the bottom panel or base panel being solid to reflect the adjacent façade composition.
- Glass should be transparent. Coloured glass is strongly discouraged.
- Contain glass panes/panels that are primarily square versus panels that are largely rectangular or horizontal.
- Contain a painted or wood base panel, if the bottom panels are not glass. Metal / metallic base panels are discouraged.
- Complement the materials and colours that have been selected for the other architectural elements of the building. Colours or materials should be subtle, muted tones and should match the trim of other doors and windows within the base area (or storefront area) of the façade.
- Consideration should be given to accordion-style doors or doors that roll horizontally, rather than overhead.



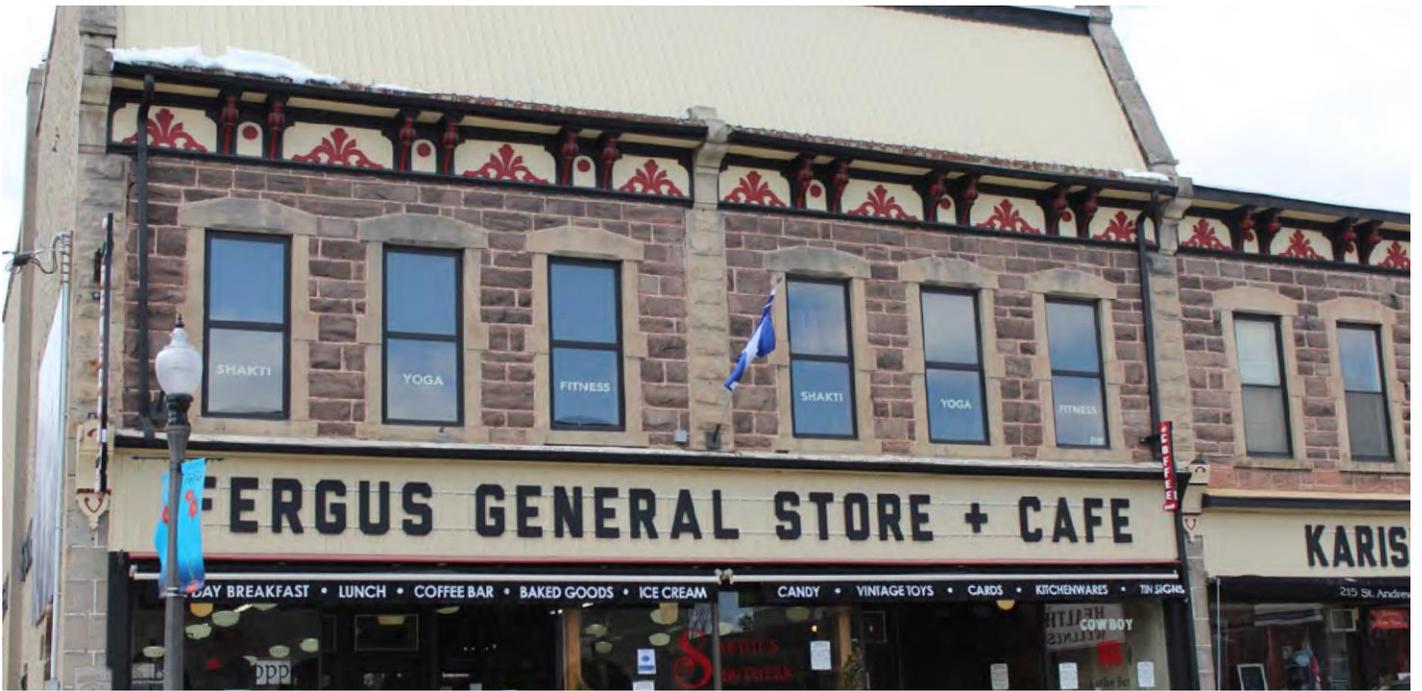
Upper Storey windows

Upper storey windows let in light to upper offices and dwellings. They also add architectural interest and rhythm to a building. Upper storey window guidelines are as follows:

- Original window frames and sashes should be repaired if possible, rather than replaced. Repairs should be limited to damaged portions of the window assembly.
- Wood frames and sashes are preferred. Vinyl and aluminum windows are strongly discouraged.
- If replacement is necessary, window design should match the original in materials, type, size, shape, glazing pattern, and detail.
- Windows should not be removed or filled in where they have existed historically. Every effort should be made to match replacement windows to the historical openings. Do not fill in architectural details such as arches.
- Occupants of upper storeys are encouraged to use blinds, drapes, or interior shutters for window coverings, rather than cardboard, sheets, or other improvised solutions. Coordination of window coverings across a broad building façade is encouraged.
- Window air conditioner units in upper storey windows on the predominant face of a building (fronting a main street or river) are discouraged. If portable air conditioning units are required, owners and tenants are encouraged to use contemporary models that allow for discrete venting from an exterior window.
- Windows should comprise approximately 25% of the upper storey façade.
- Upper storey windows should align both vertically with the storefront windows, doors and vertical accents below, as well as horizontally, with upper storey windows on adjacent buildings.

- Upper storey windows should be consistent in placement and size with the best examples of traditional building design. Large picture windows within the upper storeys are inappropriate and strongly discouraged.
- Any new infill building is to be composed of a series of symmetrically placed windows arranged above the ground floor at regular intervals. A window comprised of a single glazing unit that comprises this entire 25% of the allotted window area is not permitted.
- In new infill, upper storey windows should reflect the materials, type, size, shape, glazing pattern, and detail of the historical windows used within the downtowns.



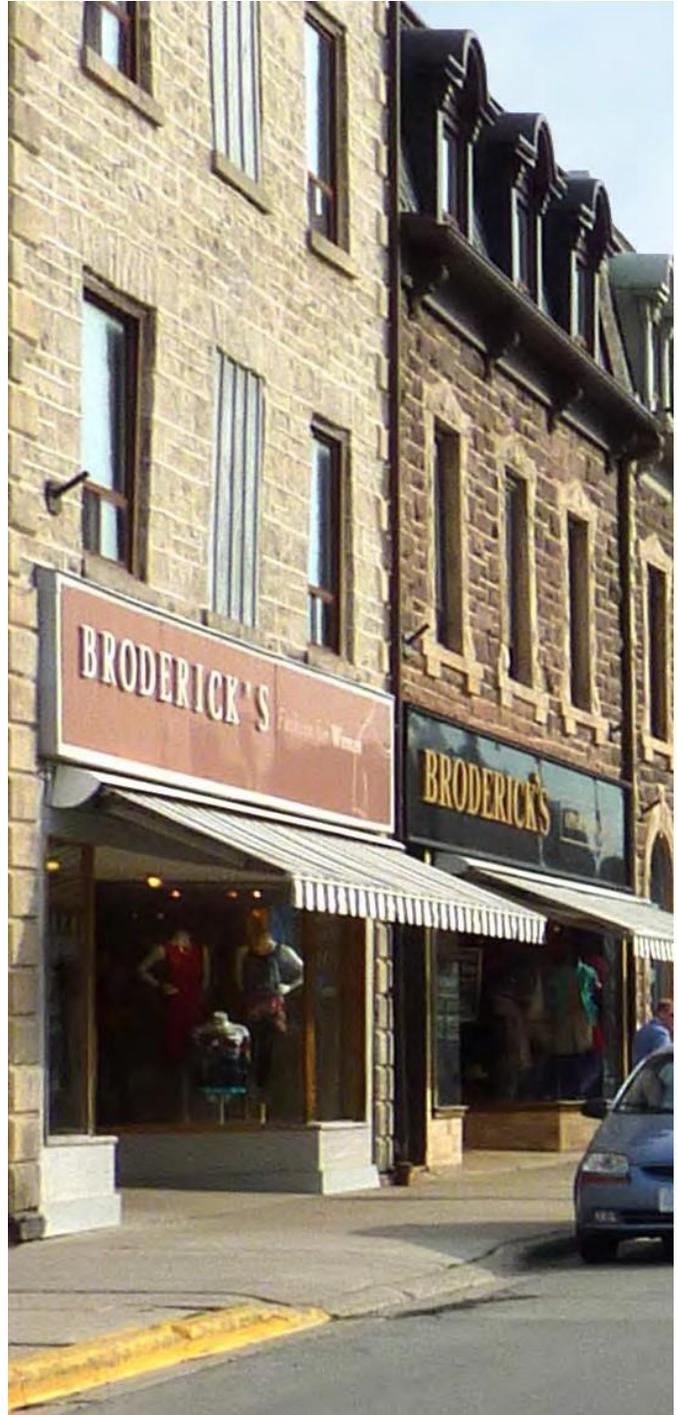


Awnings

Awnings can fulfill many functions, protecting pedestrians from weather and shading windows from direct sunlight. They can add depth to the building surface and embellish and emphasize entrances. Awnings should adhere to the following guidelines:

- Awnings should be located in consideration of the overall façade's composition and should span the façade's window openings, without covering or diminishing significant architectural details or patterns.
- Multiple awnings should be used for larger building frontages with multiple business entrances, rather than a single continuous awning. Varying patterns, coloring, and lettering can be useful to reflect different businesses.
- Awnings should be a square or triangular shape rather than more contemporary rounded or bubbled shapes.
- Awnings should be fabric material. Vinyl or plastic awnings are strongly discouraged.
- Lettering on the awning should be limited to the awning valance and should be consistent with the primary building signage style.
- Consideration should be given to installing retractable awnings to accommodate different seasons and weather. Where awnings are fixed, they must be designed in such a way as to accommodate snow loading.
- Awning height should be no more than two-thirds the depth of the awning, with the height of the valance (the front face) no more than 0.5 metres in height.
- Awnings should have a minimum vertical clearance of 2.5 metres when projecting over an area intended for pedestrian traffic; and a minimum 4.3 metres when within 0.6 metres of an area intended for vehicular traffic.
- Avoid backlit or internally illuminated awnings.

- Awnings should be placed above windows and doors, and not be placed across blank walls.
- Colour selection should not be restricted, recognizing that different colours/palettes can further embody the character and individuality of particular businesses. However, colours selected should complement the colour palette on the building.





Building Materials

The building materials within a community can act as a timeline, indicating the period in which it was built and associated building practices and expressing the evolution of regional building practices and technology through time. Heritage buildings, such as those found in Elora and Fergus, were constructed from materials that were locally available and as such, are reflections of the natural landscape. Materials for buildings within the downtowns should adhere to the following guidelines:

- Conserve as much as possible of the original material when undertaking repairs.
- Material selection should be based on consideration of original materials, materials used in adjacent buildings or storefronts, and/or surrounding landscape elements. In general, locally sourced natural materials (stone, wood, etc.) will blend well with existing buildings and the surrounding landscape.
- Appropriate materials for the primary cladding include brick, split face or ground face masonry units, local stone, such as limestone or sandstone, cementitious siding and wood. A more varied range of materials, such as concrete, wood trim, copper, stucco, steel, or other metals, can be used for the accent materials. Stucco as the primary building cladding is strongly discouraged, especially at the base or storefront level of a façade, as it weathers poorly.
- Masonry units, such as brick, should match the existing character and appearance of the area. Masonry units that require replacement due to extensive deterioration should be replaced in kind based on documentary and physical evidence. New construction developments that utilize masonry as a structural or cladding component should be done in a manner that remains consistent with the area's heritage character.
- Appropriate materials for roofing include slate, asphalt shingles, and metal using colours selected from a natural colour palette. Strong or primary colours for roofing are not permissible.
- Vinyl and metal siding materials are strongly discouraged, as is the use of 'faux' materials that try to mimic natural materials, such as false stone or brick.
- Do not cover original design elements with lesser quality materials such aluminum or steel siding.
- Where possible, where previous concealment has occurred, remove newer materials and restore original elements.
- The cladding of an addition to a heritage resource should not attempt to "match" or replicate the cladding of the heritage resource itself, but a different, sympathetic and complementary material should be selected.
- Refer to element-specific guidelines for material choices for doors, windows, signage, etc.



Colour

Building colour can make a building a focal point of a community, while a complimentary colour pallet used throughout a streetscape can create a highly unifying effect. Recognizing that buildings within a downtown core can further identify a business, the following guidelines are put forward relating to building colours:

- Brick and stone façades should remain in their natural state and not be painted.
- Painted surfaces should favour ‘matte’ or ‘satin’ finishes. ‘Gloss’ and ‘high gloss’ finishes are discouraged, especially over large expanses.
- Façades should consist of a single “base” color and use secondary colors as accents. Accent colors should complement the base colours of the façade, and should preferably be used to accent architectural features (such as window or door frames, pillars or columns, sign lettering) on the façade.
- Accent colours should be limited to two colours used within the architectural elements of the building that are complementary to the base colour as well as other architectural cladding.
- Color should be used to highlight interesting architectural features without disrupting the predominant architectural patterns and/or character along a commercial corridor.
- Colour selection should not be restricted, recognizing that different colours/palettes can further embody the character and individuality of particular businesses. However, it is recommended that colours should be muted tones that reflect the heritage character of the downtowns. The Benjamin Moore Historic Colours collection provides a range of appropriate options. If used, brighter or bolder colours should be limited to accent colors on façade elements, such as window and door frames, building trim, sign bands and lettering, and other details.
- Colours on the backs of buildings, directly adjacent to the river (such as along Mill Street West in Elora) should be muted and draw on the colour palette of the surrounding natural environment. Buffs, tans, browns, and muted blues and greens would be appropriate colours for this area. Effort should be made to coordinate colours across these blocks of buildings to visually unify this area.



COMMERCIAL / BUSINESS SIGNAGE

Goal: Commercial or business signage within the downtown cores should be designed to be integrated and harmonious with the buildings and streetscapes which they occupy. They should allow each business to clearly identify itself and its goods and services, while being compatible and complimentary to the historic fabric of the downtowns.

Fascia Signs

Fascia signs are affixed and integrated into the façade of a building and run horizontally between the section that divides the storefront windows and door from the upper façade. Guidelines for fascia signs are as follows:

- Fascia signs should be located within the sign band on the façade, a horizontal section that divides the storefront windows from the upper façade. Signs should not cover façade features, such as windows, transoms, doors, cornices, and columns. The sign band should be capped with a prominent horizontal feature such as a cornice or row of lights to separate it from the upper façade.
- Fascia signs should be constructed of durable materials that complement the building façade. Internally lit, neon or plastic materials should not be used.
- Fascia signs should be attached flush with the building wall and should cover the entire sign band area, rather than only a small portion.
- Design signage with lettering that is clear and easy-to-read. Lettering and images on fascia signs should provide depth to the sign, such as raised lettering or individually cut or carved lettering.
- Conversions of residential buildings to commercial uses should consider ground signs or hanging signs as the primary business signage, rather than fascia signage, in order to preserve the integrity of the existing residential façade.
- Large fascia signs are strongly discouraged along the backs of buildings adjacent to the river in Elora.
- Signage shall be in accordance with the Township's most current signage by-law in terms of their size and location and other applicable restrictions.



Projecting Signs

Projecting signs are those signs located along a building's façade that project perpendicularly over the sidewalk. Projecting signs should be:

- Installed perpendicularly to the façade, oriented towards pedestrians.
- Designed to hang from a mounted wall brace. Mounting hardware should coordinate with the overall sign design and hardware used on other parts of the façade.
- Limited to one per business entrance, mounted near the storefront entrance.
- Complementary to the form, colors, and lettering of any primary wall signage, and should reflect the character of the business. Lettering should be clear and easy to read.
- In accordance with the Township's most current signage by-law in terms of their size and location and other applicable restrictions.



Sidewalk Signs

Sidewalk signs are temporary signs that allow business owners to advertise daily or weekly specials. Located within the frontage zone of a sidewalk, sidewalk signs can lend visual interest to the street. Sidewalk signage should be:

- Visually attractive and add to the character of the streetscape.
- Located so it does not disrupt pedestrian movements along the sidewalk.
- A maximum height of 1m.
- Located to ensure the prime pedestrian route along a sidewalk and to business entries is unobstructed, allowing for a full 1.5 meters of open sidewalk for pedestrian traffic.
- Constructed of high quality, durable materials and are designed to be resistant to weather and wind.
- Complimentary to the form, colours, and materials of the building and adjacent landscape and should reflect the character of the business. Lettering should be clear and easy to read.
- Limited to use during the hours of operation of the business.
- In accordance with the Township's most current signage by-law in terms of their size and location and other applicable restrictions.





Window Signs

Window signage is a sign that is inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. Window signs should be:

- Designed to be complementary to the primary signage, and not act as the primary signage for a business. Window signage can be either long-term or short-term in nature.
- Durable and fade resistant and may consist of etched or painted glass on the windows or signs that are attached to the glass or displayed directly behind it.
- Window signs should only be used in storefront windows, and not in upper storey windows.
- Limited to covering a maximum of 25% of any single window, or 25% of the entire surface area of a group of windows and shall not block the clear view of exits or entrances and shall maintain visibility into the interior of the premises at all times.
- Designed so as to not visually compete with the interior window display or other exterior signage.
- Limited to one or two colours that is in keeping with or complementary to the existing signage palette.
- Window signs should use a simple lettering typeface, similar to the style of the primary building signage, that is clear and easy-to-read and that is sized to the pedestrian scale.
- Lighting of window signs, where necessary, should be limited in nature to reduce spillover. Neon, electronic messages, or fluorescent lighting for illumination are not permitted.



Ground Signs

Ground signs are those found within the front landscape of a building, and are permanent structures within the front setback. Within the downtowns, ground signage is most typically found within the residential transition areas. Ground signs should be:

- The predominant signage on residential buildings that have been converted to commercial uses in order to maintain the integrity of the residential building's architectural form and patterns.
- Attractive and add to the character of the streetscape, rather than dominating the visual landscape or views of a building.
- Constructed of high quality, durable materials that complement the building façade. Internally lit, neon or plastic materials are not permitted.
- Complimentary to the form and colors of the building and adjacent landscape and should reflect the character of the business. Lettering should be clear and easy to read.
- Mounting hardware and structural materials should coordinate with the overall sign design and hardware or materials used on the building façade.
- Should be located so as not to impede pedestrian or vehicular movement or sight lines and in accordance with the Township Signage By-Law.



EXTERIOR BUILDING LIGHTING

Goal: Exterior building lighting should be designed to complement the individual architecture of a building and be sensitive to the overall heritage character of the downtowns.

Practically, exterior building lighting extends the life of a streetscape into the night-time hours, as well as can provide an additional sense of security, with additional illumination of the street and business entries. Well-designed lighting can also add visual interest to a building and a streetscape. Exterior building lighting should:

- Be placed at residential entrances in the form of wall mounted sconces or other externally mounted light fixture that is coordinated with commercial lighting, especially visually predominant and/or repeated elements like fascia sign lighting.
- Implement principles of CPTED and illuminate entry ways and recessed areas on a building façade.
- Utilize energy efficient standards or bulbs.
- The scale and style of light fixtures should be consistent with the storefront. Fixtures should enhance and compliment a building's architectural details. Lighting should attract attention to signs, store information, or building details, but not to itself.

Lighting for signage should be:

- Implemented to illuminate fascia and projecting signs.
- Oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover.
- Designed to incorporate spotlighting that enhances the visibility of the sign, as well as the architectural character of the building; backlit signage is not permitted.
- Repetition of individual light fixtures or a band of lighting over a fascia sign can act as a cap to clearly separate the fascia signage from the upper body of the building, but should not visually or physically interfere with other capping features such as cornice detailing, etc.



RAILINGS

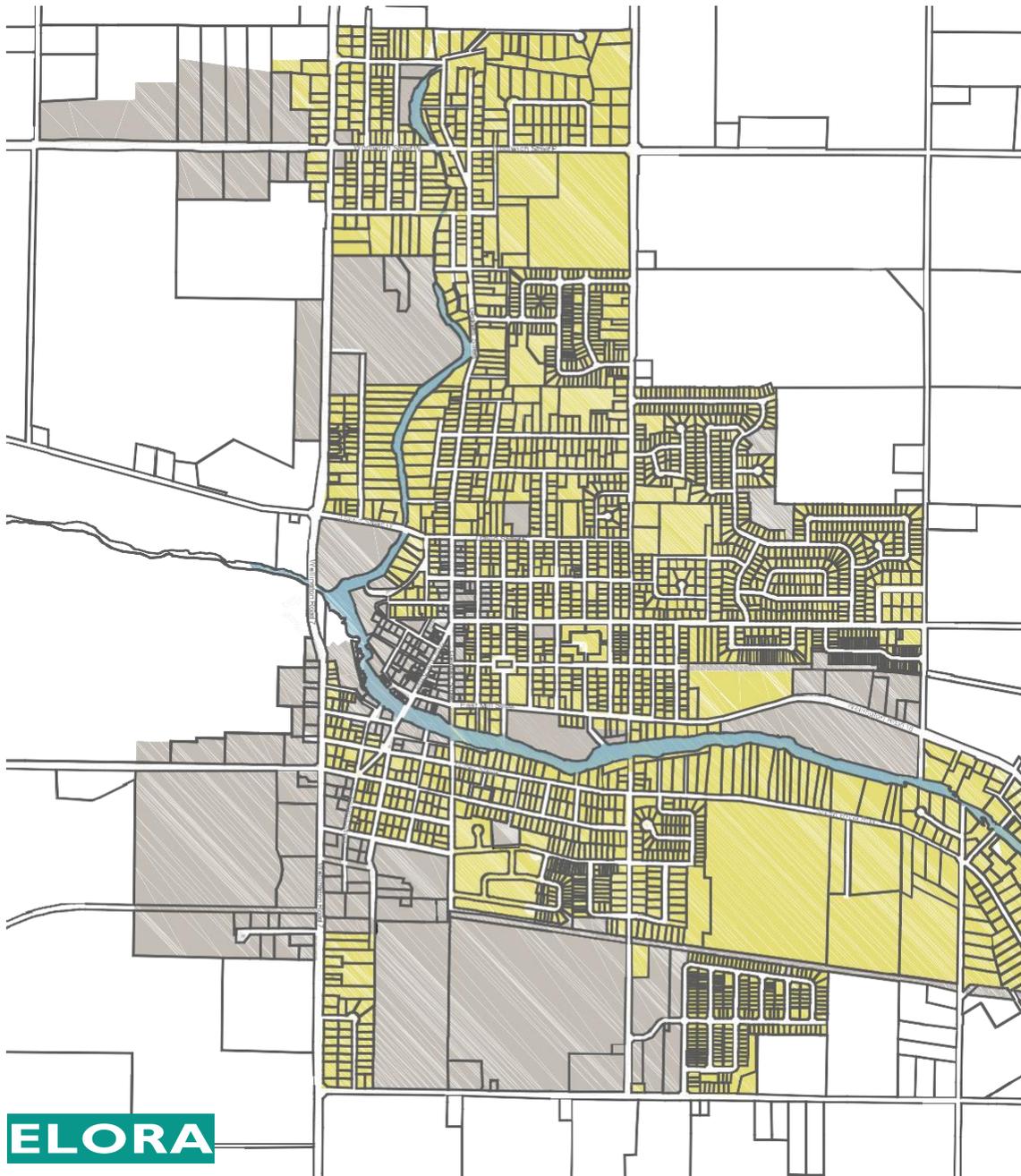
Goal: Railings within the downtown cores should be consistent with the building vernacular and integrated into the individual building and the overall streetscape.

Railings are a functional necessity for raised patio or balcony areas, but can also provide an opportunity to further unify and enhance the built environment. In Elora and Fergus, railings are more prominent along the backs of buildings, where upper storey residential units have balconies or deck areas. The following guidelines should apply to railings that are highly visible from the public realm:

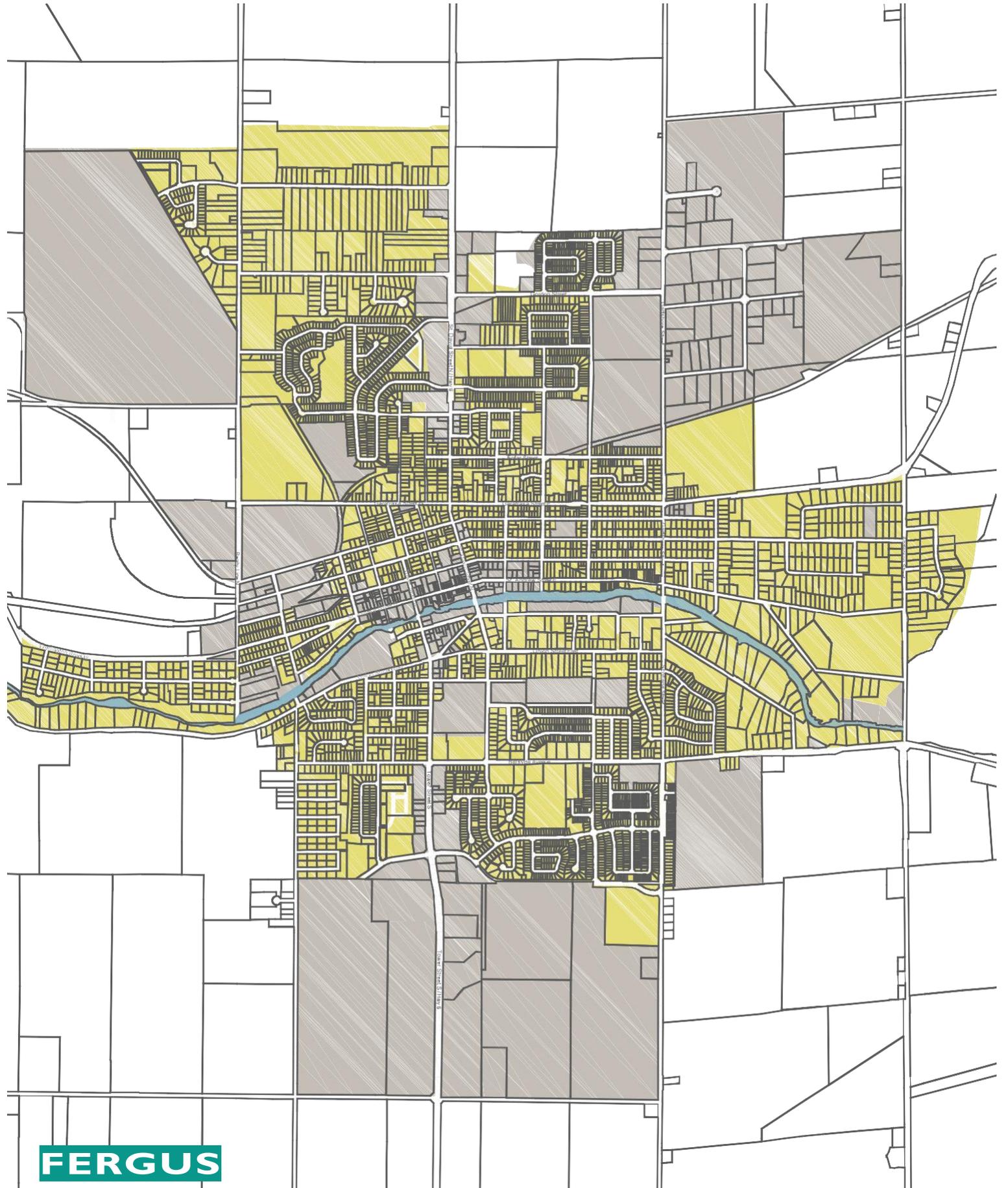
- Railings should adhere to all building code standards and requirements, unless exempted under Part II of the Ontario Building Code for Heritage Buildings.
- Where solid panels are used rather than pickets, they should be decorative in nature and provide decorative relief and detailing that compliments the surrounding built environment.
- Where pickets are used, they should be of a simple design and placed vertically along the railing. Decorative starbursts, diagonals, or horizontal slats are generally discouraged, unless otherwise called for based on the architectural style of the building.
- Railings that are designed in styles that are not historically prevalent within Centre Wellington are also discouraged as they do not suit the building vernacular of Elora or Fergus. Exceptions may be granted along business frontages where this style would complement the goods and services offered by the particular business.
- Railings should be sensitive to the heritage character of the building and draw on materials, colours, and styles in its design. Colours should match or compliment window frames and/or doors.
- Natural materials such as wood, metal and glass are encouraged. Vinyl railings are strongly discouraged as are clear panels.
- Railings on multiple stories of the same building shall be consistent in design, materials, and colour.
- Where railings extend across multiple building façades it is strongly encouraged that the colour and design is consistent both horizontally across the entire stretch of the railing, as well as vertically, where multiple levels of railing exist. This may require a multiple tenant/owner approach to railing enhancements.







DESIGN GUIDELINES FOR **RESIDENTIAL AREAS**



FERGUS

RESIDENTIAL AREAS

EXISTING CHARACTER

For the purposes of this document, the residential areas of Fergus and Elora-Salem shall encompass those lands designated as ‘Residential’ and ‘Future Residential’ by Schedule A-1 of the Township of Centre Wellington Official Plan, as amended.

Like many small towns throughout Southern Ontario, Elora and Fergus’ historic residential cores have strong connections to the downtowns. The historic residential neighbourhoods are laid out in a grid pattern with small blocks, creating a highly walkable street network. Many of the older residential streets are lined with mature trees. In Elora and Salem, many of the older residential streets do not have curbs and exemplify a cross section that is more rural in style.

Beyond the historic residential centres of Elora, Salem, and Fergus, newer development has given way to wider lots with a block pattern that is much larger. In more recent developments, the traditional grid block pattern has been replaced by curvilinear subdivisions.

DESIGN VISION FOR RESIDENTIAL AREAS

The guidelines set forth in the following sections promote a common vision for the residential areas of Elora, Salem and Fergus. These guidelines can also be carried over to the hamlets of Belwood and Inverhaugh. The fundamentals of this vision result in residential neighbourhoods that:

- Exude a consistent rhythm and positive feeling that spans across both Elora and Fergus;
- Both respect and celebrate the heritage character and scale of existing neighbourhoods;
- Promote walkable streetscapes that are safe, comfortable places for pedestrians and are connected to downtowns, , commercial centres, and community amenities;
- Encourage the use of sustainable and ‘green’ infrastructure, within the public right-of-ways;
- Balance the built form with landscaping and streetscaping that result in greener streets.

To achieve this design vision, the following design guidelines have been put forward for the residential areas of Elora and Fergus. These guidelines have been divided into two main sections, Public Realm and Private Realm, to provide distinction between public sector and private sector improvements.



PUBLIC REALM GUIDELINES FOR RESIDENTIAL AREAS

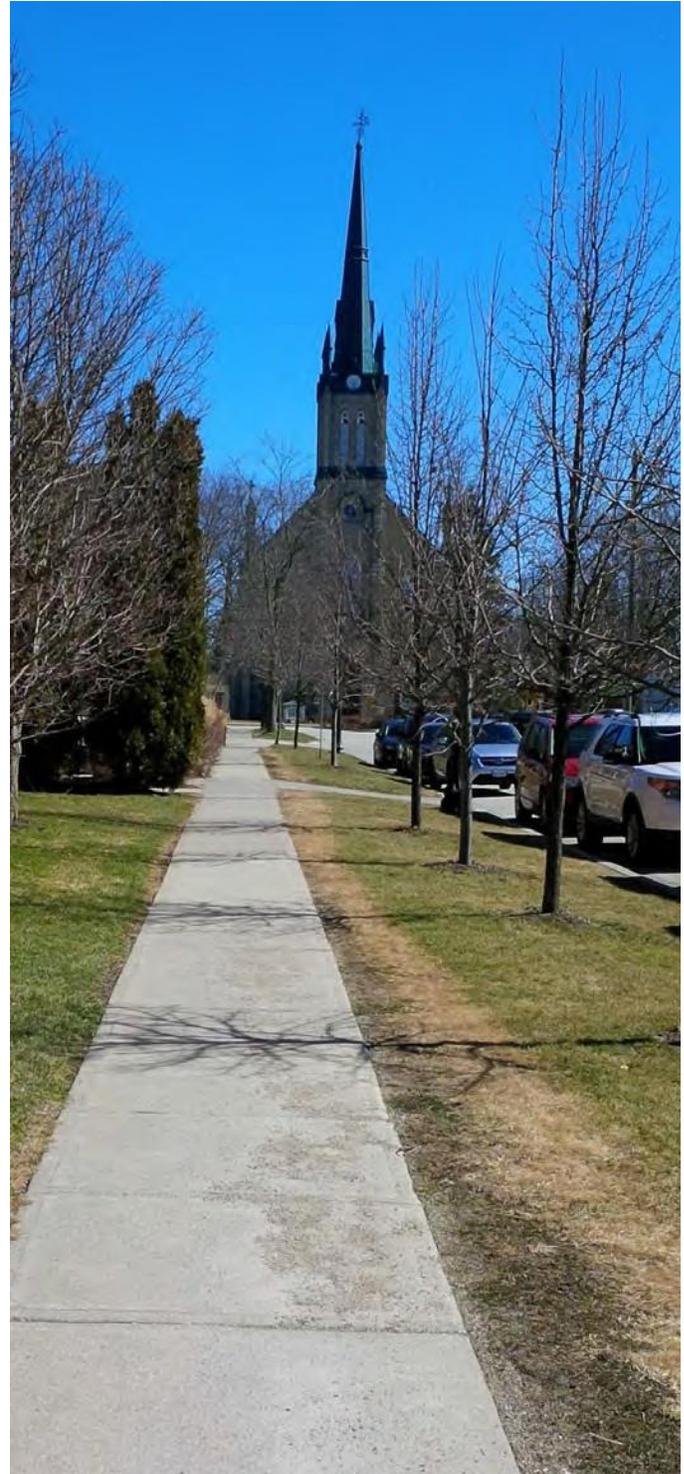
STREETSCAPES

Goal: Streetscapes should promote a comfortable and safe pedestrian network through the inclusion of sidewalks and treed boulevards.

Roadways

The roadway is the area from curb to curb within the right of way and can include lanes for vehicular traffic, a median, pedestrian crossing, bike lane/route and on-street parking. This section deals with the travel lanes, which are key circulatory routes for both vehicles and cyclists. Creating roadways that are safe and comfortable for all modes of transportation and accommodate the daily needs of residents is imperative. Roadways within residential areas should:

- Be designed so as to minimize vehicular lane widths, while maintaining vehicular and pedestrian safety standards in order to broaden sidewalks and create an enhanced pedestrian environment along the streetscape. This will also reduce crossing distances, creating a more accessible streetscape.
- Every effort should be made to maintain or reduce roadway widths in the event of public infrastructure works.
- Block lengths should be within a range of 120-150m by 70-80m. A traditional rectangular grid pattern should be used as the basis for the development of residential blocks with ease of orientation, accessibility and connection as primary considerations.
- Unless there is a significant need for improved stormwater management, maintain existing edge of roadway conditions (such as gravel shoulder or mountable curbs) in older neighbourhoods to retain the character of the streetscape, where feasible.



Crosswalks

Crosswalks in residential neighbourhoods can provide key connections within the pedestrian realm that facilitate safe and comfortable crossings for all users of all abilities. Crosswalks within residential areas should meet the following guidelines:

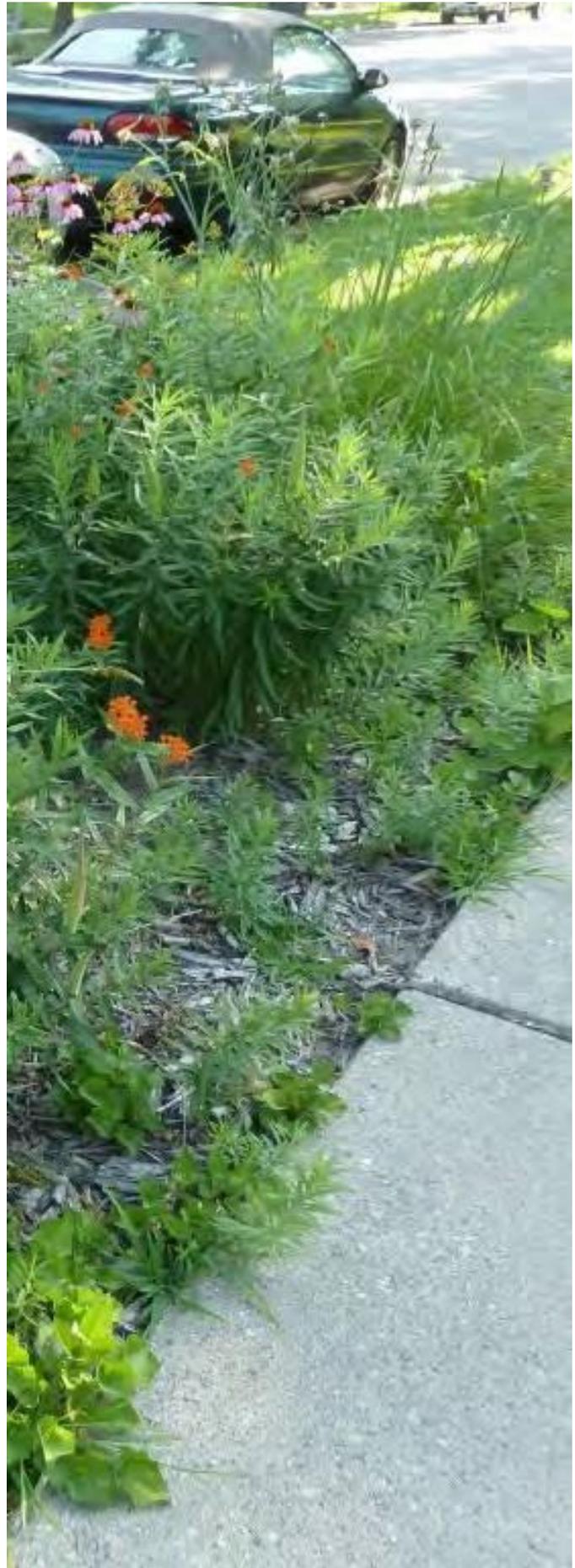
- Be universally accessible and adhere to AODA regulations with dropped and textured curb cuts installed at all intersections to eliminate barriers to crossing the street.
- Extend from curb to curb along a roadway.
- Be located at all signalized intersections.
- Be constructed of high-quality, durable materials that are able to endure the impacts of winter maintenance including snowplows and de-icing.
- Be highly visible features within the roadway. High visibility paint, unit pavers that highly contrast the parking paving, coloured asphalt or concrete or a combination of the above are appropriate treatments for crosswalks. Consideration could also be given to ThermoPrint style treatments.
- Be a minimum of 2.5m in width at standard crossings and a minimum of 3.0m width at major intersections.
- Curb extensions could be considered at major intersections or key crossing areas near schools or senior centres to reduce crossing widths and introduce traffic calming measures, where space allows.
- Curb extensions can also offer an increased area for landscaping or streetscape amenities; however these features should not impede visibility for pedestrians or vehicles. Designed and landscaped appropriately, curb extensions that are not associated with a crossing can provide snow load zones in the winter.

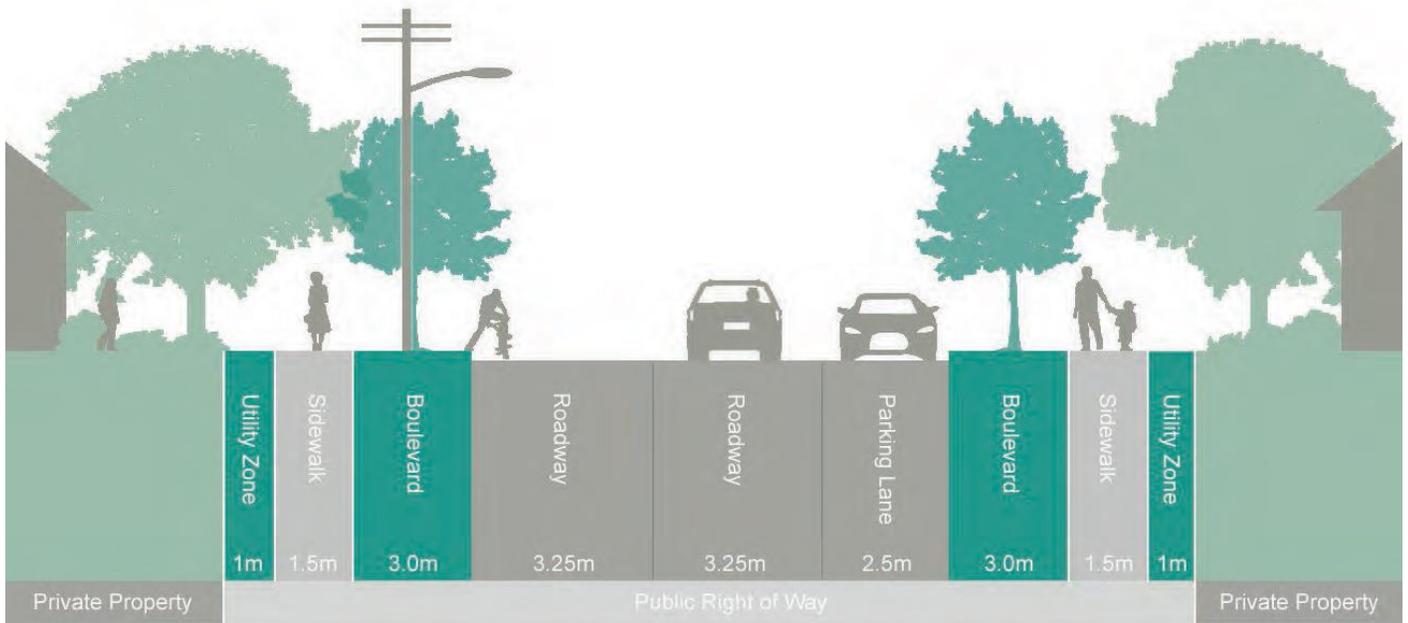


Boulevards

Boulevards provide an important buffer between the pedestrian realm and the roadway. These areas are also key areas to incorporate enhanced landscaping and street trees. Guidelines for boulevards are as follows:

- Boulevard widths should be maximized, where space allows. Boulevards should be a 2.25m minimum landscaped boulevard between the roadway edge and the sidewalk, within new developments; 3.0m boulevards are strongly encouraged to accommodate street trees.
- In new developments, and where space is allows, street trees should be placed a minimum of 2.0m from the back of the curb.
- Street trees should be located within the landscaped boulevard, where adequate growing conditions allow. If space and/or regulations do not allow for street trees in the boulevard, they should be located on the other side of the sidewalk, within public property. It is strongly recommended that every effort should be made to place street trees within the boulevard.
- The landscaped areas of boulevards should be 'green' and well maintained. Consideration should be given to low-maintenance, drought-tolerant grasses or white clover to minimize maintenance requirements and allow for the boulevards to appear green throughout the summer months.
- Low impact development (LID) stormwater management techniques and facilities are strongly encouraged within the boulevard.
- Alternatives to standard lawns within the boulevards are encouraged, such as low growing perennials less than 30cm in height. All plant material within the boulevard shall be in adherence with the Township Bylaws/ Policies.





'Best' Residential Cross Section - Where space allows, generous boulevards with street trees should be included on both sides of the road; public utilities are grouped together to accommodate tree planting.



Reduced Space Residential Cross Section - Where space is limited, a reduced boulevard accommodates trees and separates pedestrians from the sidewalk. Utilities are grouped as an easement on private property.



Limited Space Residential Cross Section - Within confined right-of-ways, the sidewalk is located next to the roadway and street trees are located behind the sidewalk and homeowners are encouraged to plant 'street trees' on private property.

Sidewalks

The sidewalks within residential areas represent a significant network of public space, which connects neighbourhoods with the broader community. Sidewalks provide an important infrastructure for pedestrian circulation. To create sidewalks that are comfortable, safe, and pleasant, they should be:

- Constructed of paving materials that are durable, high-quality materials appropriate for multi-season conditions.
- Be graded to avoid ponding water and ice buildup and shall be free of tripping hazards.
- A minimum of 1.5m on local roads, and a minimum of 1.8m on collector roads, where an existing precedent does not exist. In older neighbourhoods, where sidewalks are narrower, consideration should be given to retaining the existing dimensions, while maintaining accessibility and maintenance standards.
- Pedestrian areas of sidewalks should continue to be constructed of concrete with a broom finish.
- Sidewalks should be a barrier-free, continuous pedestrian network. Drop-curbs and appropriate curb treatments (textured and visual cues) shall exist at all crossings where curbs are present.
- Where sidewalks intersect driveways, sidewalks should be extended across the driveway to distinguish the pedestrian right-of-way.
- Locate new sidewalks to avoid the removal or damage of existing mature vegetation, where possible.
- Continue the practice of placing unit pavers, rather than concrete sidewalk, adjacent to mature trees, to accommodate buttress roots.



PLANTING

Goal: The inclusion of street trees within the public right of way should be an integral part of the streetscapes and boulevards should be designed to accommodate plant material in such a way that it is able to thrive within the urban environment.

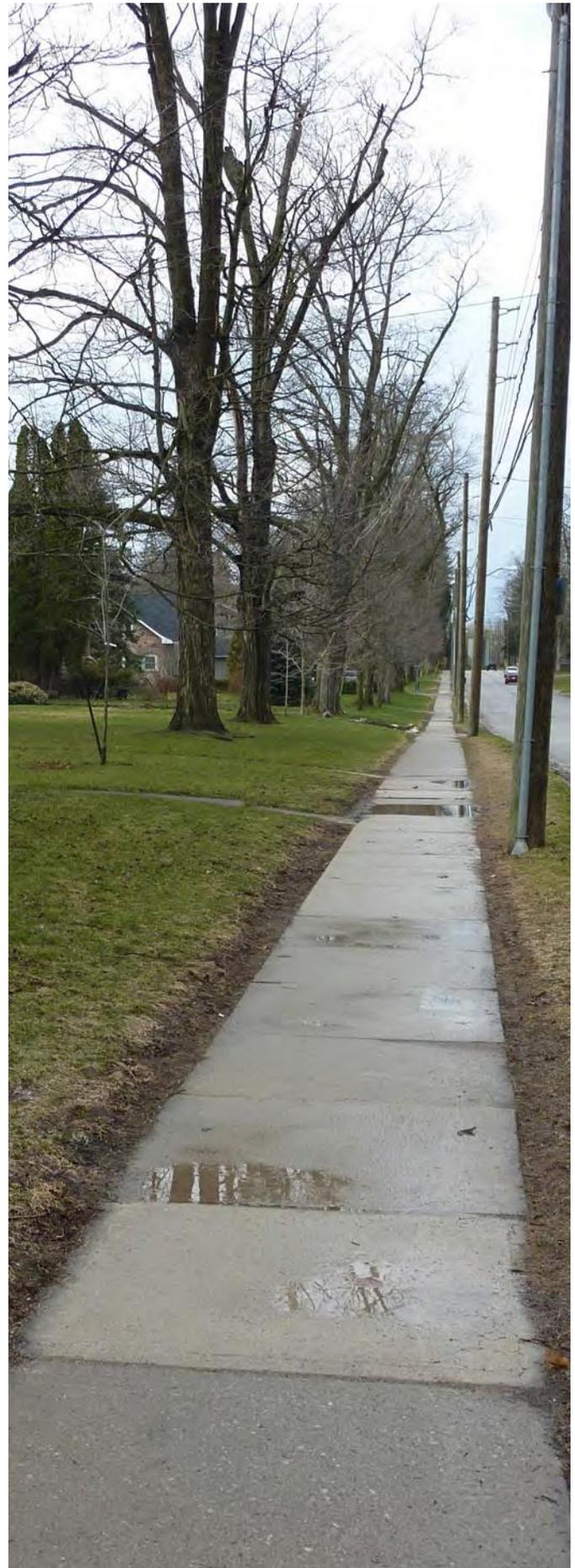
Trees

The inclusion of trees within the streetscape will make a significant difference in unifying the streetscapes of the residential areas, as well as creating a more pleasant pedestrian environment. Plant material, especially street trees, should be treated as a part of the Township's infrastructure due to the many social, economic, and environmental benefits they can provide. Street trees should be:

- Highly tolerant of urban conditions and comprised of species that are locally adapted and are drought and highly salt tolerant.
- Comprised of a variety of species to avoid monocultures.
- Provide seasonal variation in form, colour and texture.
- Appropriate to the location that it is to be planted in (the right tree in the right place), including horizontal and vertical size restrictions.
 - Material should not conflict with overhead or underground utilities, lighting standards etc.
 - In new developments, roadways should be designed to ensure that utility and tree conflicts are minimized. Consideration should be given to allowing a utility easement along the front of private properties to minimize the right-of-way width.
 - Trees planted under overhead utilities shall have a mature height of 6m or less.
 - Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.



- Consideration should be given to tree maintenance in terms of leaf and fruit 'litter'. For example, trees that produce and drop fruits, such as female Ginkgo trees, or various varieties of crab apple are not suitable street trees, but may be appropriate in other areas where they are setback from key pedestrian routes.
- Appropriately spaced based on growing conditions and size at maturity, between 6.0m and 10.0m.
- Considered as part of the urban infrastructure. In the instance that reconstruction of large areas of the streetscape are required or where new development is proposed, landscaping, particularly street trees, should be accommodated for as part of the overall redesign/reconstruction.
- 60mm caliper, at minimum, for trees, to reduce the ease of vandalism.
- Planted in appropriate volumes of soil mixtures or amended soils to optimize growing conditions and plant health.
- Replaced immediately where trees within the public realm require removal due to damage or poor conditions. If space allows, consideration should be given to planting two new trees to replace large specimens.
- Where mature tree roots and buttresses interfere with sidewalks and public walkways that have been identified by the Township for repair, it is recommended that where right of way limits permit, the reparations include the redirection of the sidewalk to avoid conflicting with the tree.
- Homeowners are strongly encouraged to care for public trees that are adjacent to their property. Education programs, such as those offered by Neighbourwoods, should be encouraged and continue to develop to further inform residents on the importance of street trees and their related care.



LIGHTING

Goal: Lighting within Elora and Fergus' residential areas should continue to fulfill its functional requirements, allowing for safe vehicular and pedestrian travel during night-time/darker hours:

Lighting within residential areas is primarily cobra head lighting. Lighting within residential areas should:

- Meet the requirements and standards of the Township and County's illumination standards and requirements as identified by a qualified electrical engineer.
- Be selected to be 'dark sky' friendly.
- Incorporates energy efficient lamps, when replacements are required, where feasible.



PRIVATE REALM GUIDELINES FOR RESIDENTIAL AREAS

For the purposes of the Urban Design Guidelines, the private realm consists of the buildings, structures and spaces that are found beyond public right of way and other public properties such as parks and trails. The private realm has a highly significant impact on the way residential neighbourhoods look, feel, and function. While the streetscapes and parks are the places where people travel, interact, and play, it is the rhythm, scale, and patterns of the private realm that dictate the comfort and sense of walkability that a neighbourhood has. Only the exterior features of a building are subject to the guidelines.

The guidelines set forth in this section provide direction to private property owners to effectively enhance their homes and properties in a way that will improve the urban environment while promoting a continuity of character within the community and upholding the design principles of this document.



FENCING, WALLS AND HEDGE GUIDELINES

Goal: Fencing, walls, and hedges should delineate private and public space and offer screening to private spaces in a way that is complementary to the fabric of the streetscape and the architecture of a building.

Fencing, walls, and hedging can help delineate the boundaries of a property, while contributing to the visual appeal of a neighbourhood. Fencing in residential areas should adhere to the following guidelines:

- In front yards, fencing should be a maximum of 1.2m in height. Ideally fencing within the front yard should be visually permeable. Privacy fencing and/or walls are not appropriate within the front yard area, unless an existing historical precedent exists or can be demonstrated.
- Fencing should be maintained and cared for appropriately. In the case of metal or wood fences, ensure that applicable surface treatments are regularly employed to prevent rust, rot, or other deterioration.
- Wood fencing, high quality composite fencing, or decorative metal is preferred over vinyl or plastic fencing materials. Unfinished pressure-treated lumber fencing and chain link fencing are discouraged where they are visible from the road and/or other public spaces that might affect the streetscape. Stone and brick are appropriate materials, especially where a historic precedent exists.
- Where fencing visible from the public realm is painted, colours should be muted and neutral tones that reflect the heritage character of the community.
- Size and scale of the fencing should be considered closely when erecting a new fence and be in keeping with the overall massing and scale of the property and the broader context of the neighbourhood.
- The style of fencing that is visible from the public realm, including privacy fencing in side and rear yards fronting onto public right of ways and open space, should be complementary to the architectural style of the building and the overall neighbourhood.
- Setbacks of the fence, walls, and hedges must adhere to Township By-laws, traffic safety and transportation standards, and the principles of CPTED. Sightlines, such as sightline triangles, over and around the fencing should not impede public safety.
- Landscape hedges should be maintained and cared for appropriately using good horticultural practices.
- Where a new landscape hedge is desired, the size and scale of the plant material should be considered to ensure sightlines over and around the hedge will not impede pedestrian and vehicular movement and safety.



PARKING AND GARAGES

Goal: Parking areas and garages should adequately accommodate vehicles while minimizing their visual impact on the streetscape.

Garages, driveways and parking areas can significantly affect the streetscape. Siting features such as garages behind the front façade of a primary dwelling and limiting the paved areas for driveways, while still meeting minimum zoning requirements, can help to reduce the visual impact of these features (and vehicles) on the streetscape. Parking and garages in residential areas should adhere to the following guidelines:

- Garages should be located to the side and rear of a property and not protrude beyond the main front façade of a residential dwelling.
- Attached garages should be well integrated into the massing of the main building with good proportional detailing.
- Garages that are attached but not contained within the mass of the dwelling should be designed in a way that is complementary to the primary dwelling.
- Subject to zoning regulations, carriage houses (garages with living space above) are strongly encouraged to allow for higher density on a property. The height and footprint of the carriage house must be subordinate to the primary dwelling.
- Side entry garages that are incorporated into the main massing of the house are acceptable, providing that driveway access still allows for a significant amount of softscape within the front setback.
- Garages should be designed with single bays/doors, with doors reflecting the architectural character and detail of the main dwelling.
- Parking and driveways should be screened or softened, where feasible, through the use of landscaping.
- Paving materials for parking areas can include asphalt, gravel, concrete, or concrete pavers and should be selected from a natural colour palette.
- Where setbacks are limited, efforts should be made to explore alternative methods of 'paving', such as turf geogrids or to minimize the paved area by implementing a 'two-track' driveway, if parking beside or behind the house is not feasible, in order to preserve the expanse of the front yard
- Large, monotonous areas of paving for parking are strongly discouraged. If larger parking areas are required for multi-tenant buildings, parking should be well integrated into the site design through appropriate placement, landscape screening, and paving materials.
- Large, expansive driveways should be discouraged in order to allow for a greater area of softscape.





BUILDINGS

Goal: New infill development and alterations/additions to existing homes should be complementary with the existing architectural language and rhythm along a streetscape.

Design Considerations for Heritage Buildings and Properties

Heritage buildings and properties are those that are designated under Part IV and/or Part V of the Ontario Heritage Act; listed on the Municipal Heritage Register; or have potential heritage value. To protect and conserve the existing built heritage fabric of Centre Wellington, any additions, alterations, or improvements to heritage buildings and properties should comply with the most recent version of The Standards and Guidelines for the Conservation of Historic Places in Canada. Guidelines shall also be read in conjunction with federal, provincial, and municipal legislation in regards to heritage conservation, with additions, alterations and/or impacts to heritage properties following the legislated process for review and approval.

Additions, alterations, improvements, or new buildings associated with residential heritage buildings shall also be subject to the following guidelines:

- The architectural style/influence of a heritage building should be considered as a guiding influence in the design of an addition or alteration. Strict adherence is not required, but the principles of sympathy, respect, and context should be demonstrated.
- Additions or alterations should remain secondary in nature and clearly distinguishable from the existing heritage building. This can be achieved, for example, through the use of an additional setback and/or the use of complementary materials and finishes to provide an appropriate transition between an addition and the existing heritage resource.
- Form and details of the addition should be complementary to the original construction, with respect to style, scale, and materials but still distinguishable to reflect the historical construction periods of the building.
- Additions should not negatively impact the symmetry and proportions of the building or create a visually unbalanced façade.
- Additions or major alterations to existing heritage buildings should be located away from character defining attributes and/or the façade of a building and preferably be located at the rear of a building to reduce the visual impact on the main street streetscape.
- The height of any addition should be similar to adjacent buildings and should not dominate the existing building, adjacent buildings, or the streetscape, nor should it interfere with any significant view or viewshed.
- Additions should not obscure or remove important architectural or character defining features of the existing building.
- New doors and windows should be of similar style, orientation and proportion as on the existing building. The use of suitable reclaimed materials should be considered Where appropriate.
- Additions or alterations should avoid irreversible changes to original construction, including the filling in of windows and doors.
- Existing historic rooflines should be maintained, where feasible.





Building Style

Every building exemplifies, or has been influenced by, an architectural style or character. Character-defining elements include the overall shape of the building, its materials, craftsmanship, decorative details and features, as well as the various aspects of the building's site and environment. Buildings within the residential areas should follow the below guidelines relating to style/character:

- In older neighbourhoods, new buildings should be designed to be complimentary to the existing architectural styles of the area.
 - New buildings should incorporate a front façade and other façades that are visible from the public realm, that are well articulated through the use of compatible architectural elements, such as window trims, cornices, etc. Blank walls that face the street or other public areas are strongly discouraged.
 - New buildings and additions should reflect a traditional ratio of solids to voids, with regards to the placement of windows and doors.
 - Materials should be durable, high quality building materials that are similar or complimentary to those found within the neighbourhood or broader community.
 - Brick, stone, and wood or cementitious siding are the preferred cladding materials. Other materials, such as stucco, decorative concrete or glass are permitted based on design merit and / or when used in combination with other materials. If vinyl siding must be used, ensure it is of a high quality. Aluminum siding is strongly discouraged.
 - Extend finish materials to all sides of the building, including building projections.
- Use changes in building materials intentionally for horizontal definition, for changes in building form, occurring at wall setbacks or projections, and to articulate the transition between the building base, middle and top. Do not end materials at external corners, resulting in the front façade being clad in one material and side façades in another.
 - Utilities such as air conditioning units, utility meters, etc. should be incorporated into the design of a new building to ensure they are screened from public view, either by incorporating them into the structure, siting them to the back of a building, or screening the utilities with landscaping or decorative fencing.



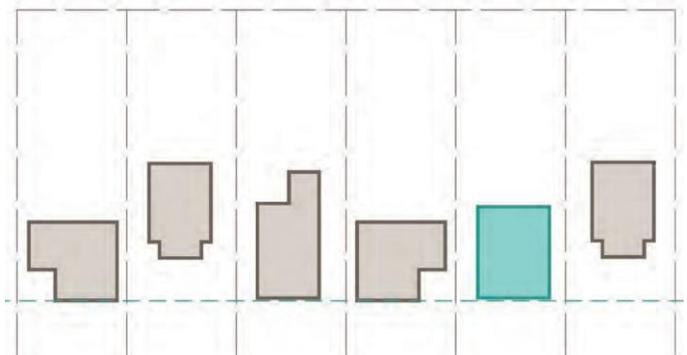


Building Proportions, Scale and Placement

The style, scale, proportions and placements of buildings are one of the most influential factors on a streetscape. New development shall be sited and designed so that it is integrated into an existing neighbourhood in a way that complements and respects the existing neighbourhood fabric. Guidelines for new buildings in residential neighbourhoods are as follows:

- Infill buildings and additions should be consistent with the existing setback, footprint, size and massing patterns of a neighbourhood, particularly the immediately adjacent properties.
- Infill buildings should be of a similar height of adjacent buildings. Abrupt variations in height should be avoided. If a height discrepancy cannot be avoided, new development should make every effort to incorporate a transition in building height when the proposed development is one or more stories higher than the adjacent buildings. The transition may be achieved by:
 - Stepping down the proposed building height towards the adjacent shorter buildings;
 - Constructing a mid-range building element between the shorter and taller buildings on either side;
 - Terracing building heights, where additional storeys may be permitted provided they stepped back from the front façade generally at a 45 degree angle.
 - Increasing the separation distance between the buildings.
- Front and side setbacks of infill development should be consistent with adjacent buildings. Where setbacks are not generally uniform, the new building should be aligned with the building that is most similar to the predominant setback on the street. All setbacks must conform to Township By-laws.

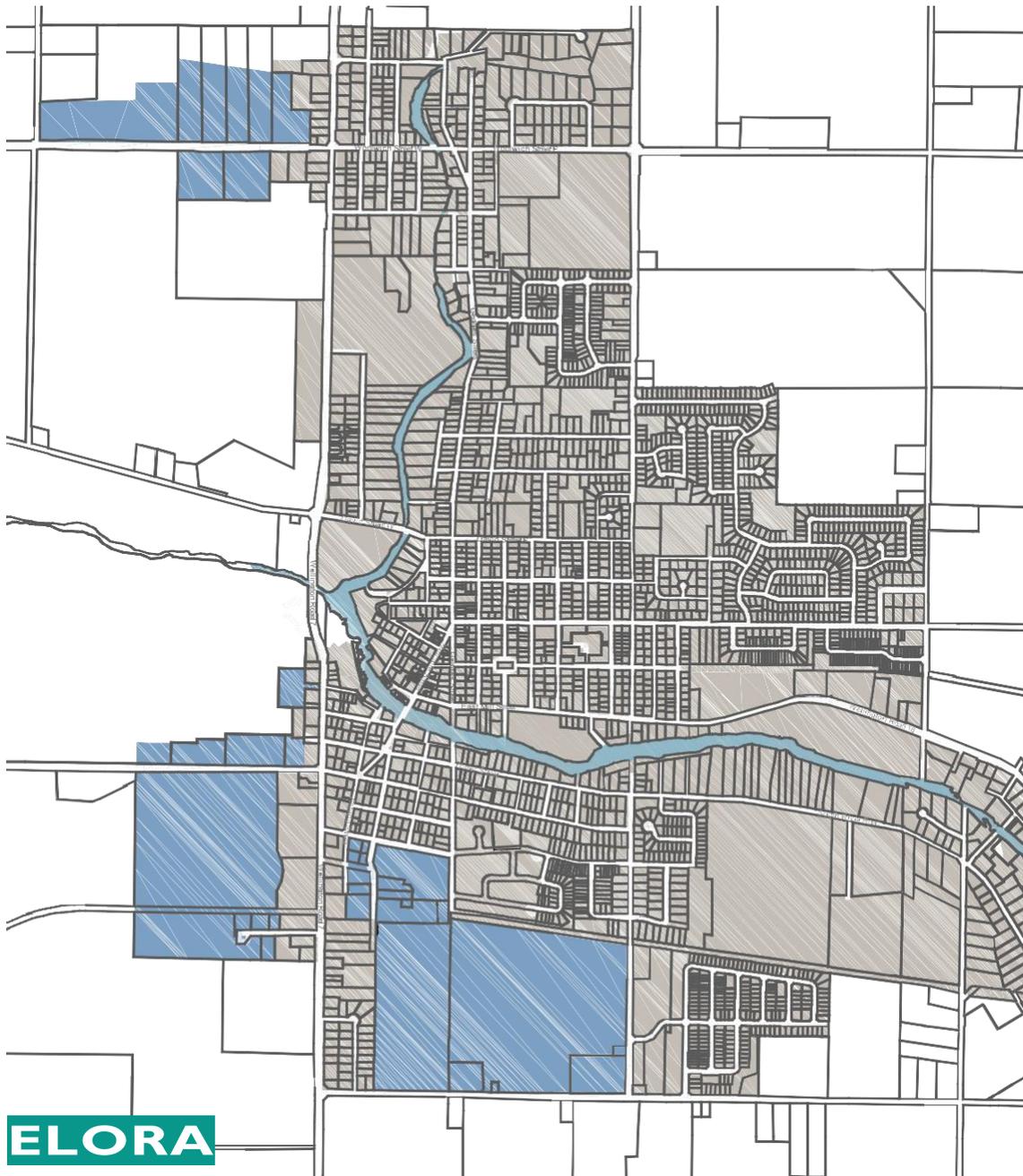
- Setbacks may vary slightly when the setback is being used to retain existing mature/ significant vegetation or landscape features.
- New buildings should be placed perpendicular to the street, with windows and primary entrances fronting on to the street. Size, shape, proportion, number and placement of windows and doors should reflect common building patterns and styles of other buildings in the immediate area.
- Site and design residential buildings on corner lots so that both the front and the side of the building are oriented to the public street and are detailed with similar quality and style.
- Roof type, scale, and pitch, as well as design elements, should be complementary to the surrounding buildings and architectural vernacular. Roofs should be pitched with slopes between 30 – 60°.



Setbacks of new buildings should be aligned with the predominant setback on the street.







DESIGN GUIDELINES FOR **INDUSTRIAL AREAS**

INDUSTRIAL AREAS

EXISTING CHARACTER

Elora and Fergus have a deep-seated industrial history that is still present today. Both towns have a strong milling and manufacturing history. In Elora, the Little Folks property is a remnant of its industrial past, though this area is within the downtown core. Industrial lands in operation are primarily found at the southern edge of Elora and the western edge of Salem. Fergus has long-standing links to industry through the former Beatty Brothers factory, which still houses industrial operations (AO Smith). With the downsizing of the AO Smith Factory and the vacant industrial lands to its south there is a great deal of opportunity within this area. Fergus also has a large tract of land identified as industrial in the Official Plan, located in the north east corner of the town.

For the purposes of this document, the industrial areas of Fergus and Elora-Salem shall encompass those lands designated as 'Industrial' by Schedule A-1 of the Township of Centre Wellington Official Plan, as amended.

DESIGN VISION FOR INDUSTRIAL AREAS

The guidelines set forth in the following sections promote a common vision for the industrial areas of Elora and Fergus. The Township of Centre Wellington recognizes the importance of creating attractive and high quality areas to retain and attract business and industry. The fundamentals of this vision result in industrial areas of the community that:

- Create an immediate first impression of attractive, high quality business / industrial areas;
- Exemplify a safe, comfortable, and pleasant pedestrian environment through industrial areas that are well connected to the broader pedestrian network of the community as well as to the active transportation network;
- Establish height and massing buffers and transitions between industrial and non-industrial uses;
- Incorporate built form that creates a consistent and attractive edge to the street while minimizing the presence of parking areas along the street edge;
- Visually connects to the existing community through the use of architectural materials and design;
- Conserves and protects industrial heritage properties.

To achieve this Design Vision, the following design guidelines have been put forward for the industrial areas of Elora and Fergus. These guidelines have been divided into two main sections, Public Realm and Private Realm, to provide distinction between public sector and private sector improvements.



PUBLIC REALM GUIDELINES FOR INDUSTRIAL AREAS

The public realm consists of publicly owned right-of-ways, pathways, parks, and open spaces. Connections between the places where people live, work, and shop should be safe, accessible, and designed with community character in mind. The public realm in the industrial areas of Elora and Fergus will work to supporting the design vision for these areas and create attractive, pleasant streetscapes and pedestrian environments.

STREETSCAPES

Goal: Streetscapes within the industrial areas should be designed to accommodate and promote a physically safe and comfortable walking and cycling environment. Creating visually pleasing streetscapes is also a priority within these areas.

Roadways

The roadway is the area from curb to curb, or shoulder to shoulder, within the right of way and is a key circulatory route for both vehicles and cyclists. Roadways within the industrial area should:

- Be designed to accommodate vehicular movement and safety, without detriment to the quality and safety of the pedestrian environment of the streetscape.
- Be designed to accommodate cyclists through the use of a paved shoulder, where space permits.



Crosswalks

Crosswalks are a significant part of the roadway and are the intersection between the pedestrian and vehicular environments. Because of the high volumes of traffic and the inherently higher speed of traffic in industrial areas, emphasis should be placed on creating crosswalks that are:

- Highly visible features within the roadway.
- Constructed of high-quality, durable materials that are able to endure the impacts of winter maintenance including snowplows and de-icing.
- High visibility paint, contrasting coloured asphalt or concrete, or a combination of the above is appropriate treatments for crosswalks in the highway commercial area.
- Universally accessible and adhere to AODA regulations with dropped and textured curb cuts installed at all intersections to eliminate barriers to crossing the street.
- Extend from curb to curb along a roadway.
- Located at all signalized intersections.
- A minimum of 3.0m width.

Sidewalks

A continuous network of sidewalks within the industrial area can create links to the broader community network of sidewalks and trails and provide a strong connection to destinations within the private realm. As such, sidewalks in these areas should:

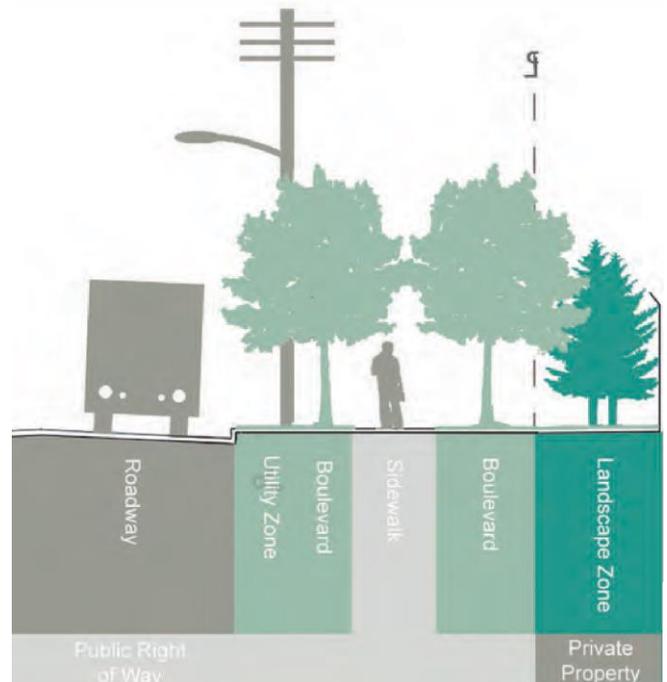
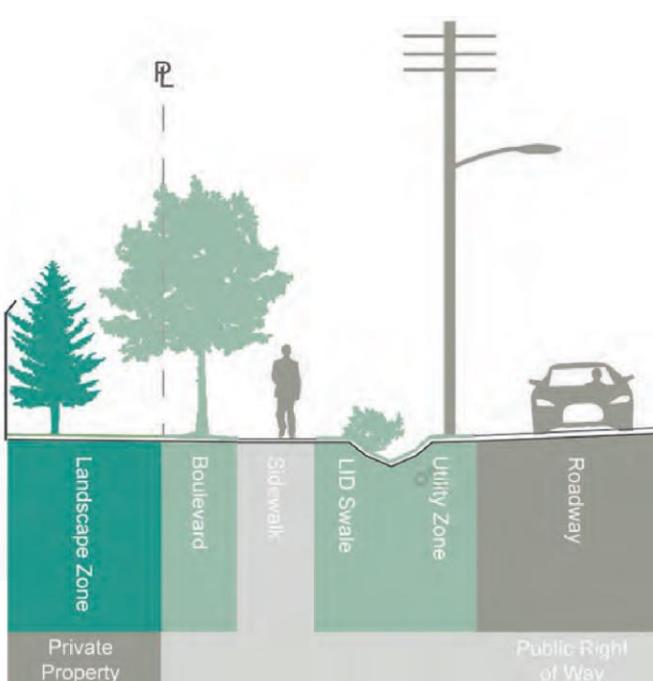
- Be graded to avoid ponding water and ice buildup and shall be free of tripping hazards.
- Be a barrier-free, continuous pedestrian network. Drop-curbs and appropriate curb treatments (textured and visual cues) shall exist at all crossings where curbs are present. Where sidewalks intersect driveways, sidewalks should be extended across the driveway to distinguish the pedestrian right-of-way.
- Be a minimum width of 1.5m to allow two wheelchair users to pass one another or travel abreast, or allow one wheelchair to turn around.
- Be constructed of concrete with a broom finish.
- A continuous network of sidewalks should be located on at least one side of the street. Sidewalks should be set back from the curb/street edge with a landscaped boulevard that is a minimum of 1.5m in width. Where space allows, this boulevard width should be increased to allow for landscaping.
- Where new sidewalks are installed, they should be diverted around existing mature trees and vegetation that is in good to fair condition and be sited/constructed in a manner that minimizes disturbance to existing tree roots.



Boulevards

Boulevards provide an important buffer between the pedestrian realm and the roadway. These areas are also key areas to incorporate enhanced landscaping and in the case of the industrial areas, include stormwater conveyance channels/ditches. Guidelines for boulevards are as follows:

- Boulevard widths should be maximized, where space allows. Boulevards should be a 2.25m minimum landscaped boulevard between the roadway edge and the sidewalk; 3.0m boulevards are strongly encouraged to accommodate street trees.
- Where space within the boulevard area is limited due to existing ditches and/or overhead utilities, street trees should be located between the sidewalk and the property line, where space allows.
- Ditches should be designed in such a way as to be able to accommodate herbaceous vegetation, such as cattails and other native perennials. Ditches should only be mown beyond the top of bank, and the sloped sides and bottom allowed to naturalize. Ensure vegetation does not block sight lines at driveway and roadway intersections for vehicles and pedestrians.



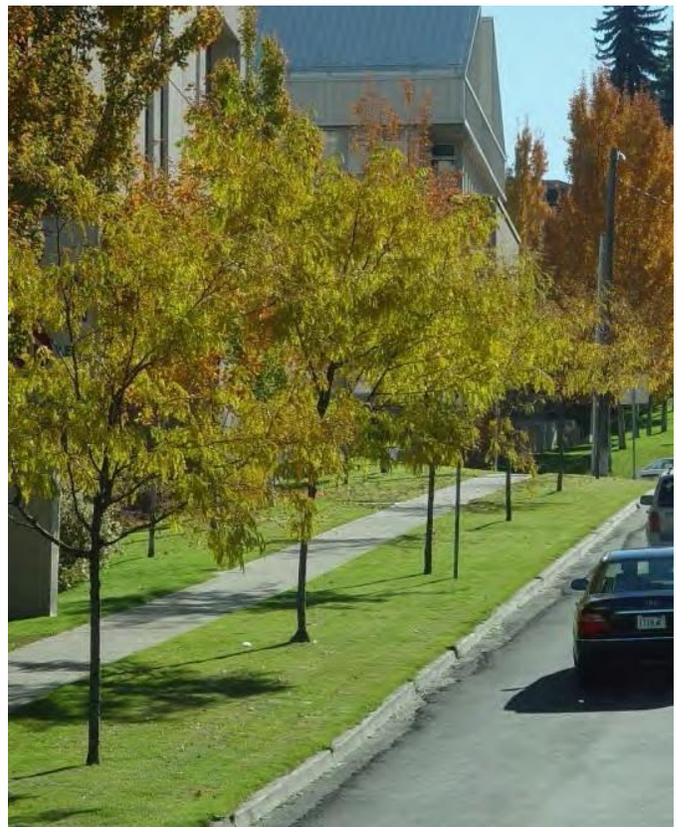
PLANTING

Goal: Planting and landscaping within the industrial areas should be an integral part of the streetscapes and be designed to accommodate plant material in such a way that it is able to thrive within the urban environment.

Trees

The inclusion of trees within the streetscape will make a significant difference in unifying the streetscapes of the industrial areas, as well as creating a more pleasant pedestrian environment. Street trees shall be:

- Highly tolerant of urban conditions and are comprised of species that are locally adapted and are drought and highly salt tolerant.
- Comprised of a variety of species to avoid monocultures.
- Provide seasonal variation in form, colour and texture.
- Appropriate to the location that it is to be planted in (the right tree in the right place), including horizontal and vertical size restrictions.
 - Material should not conflict with overhead or underground utilities, lighting standards etc.
 - Trees planted under overhead utilities shall have a mature height of 6.0m or less.
 - Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
 - Consideration should be given to tree maintenance in terms of leaf and fruit 'litter'. For example, trees that produce and drop fruits, such as female Ginkgo trees, or various varieties of crab apple are not suitable street trees, but may be appropriate in other areas where they are setback from key pedestrian routes.
- Appropriately spaced based on growing conditions and size at maturity, between 6.0m and 10.0m.
- Should be considered as part of the urban infrastructure. In the instance that reconstruction of large areas of the streetscape are required or where new development exists, landscaping, particularly street trees, should be accommodated for as part of the overall redesign/reconstruction. Trees should be planted both within the boulevard as well as along the private edge of the streetscape, where space allows.
- 60mm caliper, at minimum, for trees, to reduce the ease of vandalism.
- Planted in appropriate volumes of soil mixtures or amended soils to optimize growing conditions and plant health.



Shrubs and Groundcovers

Shrubs, groundcovers, and herbaceous planting material provide another opportunity to add visual interest to a streetscape. Shrubs, groundcovers, and other softscape landscape material should meet the following guidelines:

- Shrubs, ground covers, and other landscape material should be selected to be appropriate to the local growing conditions and tolerant of urban conditions, drought and salt. Native plant species are encouraged in all areas.
- Shrubs shall be a minimum of 600 mm in height at the time of planting.
- Shrubs and groundcovers shall not have a mature height greater than 0.6m adjacent to street edges to maintain visibility along a streetscape.
- Landscaping materials shall not have a mature height greater than 0.3m at ground level at street corners/within sight triangles.
- Placement of landscape material should not conflict with overhead or underground utilities, lighting standards etc.
- Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
- Planted in appropriate soil mixtures or amended soils to optimize growing conditions and plant health.
- Select a palette of plants that has year-round interest.



LIGHTING

Goal: Lighting within Elora and Fergus' industrial areas should continue to fulfill its functional requirements, allowing for safe vehicular and pedestrian travel during night-time/darker hours.

Currently the lighting standards within industrial areas are cobra head standards. Lighting within the industrial areas shall:

- Meet the requirements and standards of the Township and County's illumination standards and requirements as identified by a qualified electrical engineer.
- Be selected to be 'dark sky' friendly.
- Incorporates energy efficient lamps, when replacements are required, where feasible.
- Adjacent to the historic industrial area within Fergus, along Hill Street and St. George Street West from Beatty Line to Breadalbane Street, consideration could be given to including decorative standards or the inclusion of banner arms and fixtures to accommodate banners to identify this area as a unique industrial heritage area.
 - Lighting should be selected to be complementary to the existing heritage, but should not promote imitation or 'faux' heritage.
 - Banners and hanging baskets should not visually or physically impede pedestrian or vehicular traffic.

SIGNAGE AND WAYFINDING (PUBLIC REALM)

Goal: Signage within the public realm of the industrial areas should continue to follow the existing signage program within Centre Wellington and adhere to the most current version of the Township's Signage By-Law.

Industrial Park Gateway Signage

Creating attractive gateway signage for industrial areas within Elora and Fergus will help to promote a sense of arrival and further contribute to a sense of a high-quality industrial development. Gateway signage should:

- Be coordinated across various industrial parks in materials and style. Distinction could be made between the different industrial areas or between different communities in relation to colour and branding.
- Be consistent with the style and branding associated with the existing wayfinding signage.
- Utilize high quality, durable materials that are locally relevant to the Township and are in keeping with the character of the community.
- Be enhanced by landscape plantings suitable for the conditions in which they are located, which complement the proposed signage.
- Be sited outside of the daylight triangle and not visually impede pedestrian or vehicular traffic.



PRIVATE REALM GUIDELINES FOR INDUSTRIAL AREAS

For the purposes of this document, the private realm for industrial areas refers to all those elements located outside of the public right of way and other public property. The private realm has a significant impact on the way these industrial corridors function and look.

While industrial areas are not something that is typically associated with community pride and identity, these areas play an important role in the economic development of the community. It is important that these areas are also subject to design guidelines to encourage an attractive, high-quality industrial sector that attracts new business and is a pleasant place for people to work.



PARKING AND PEDESTRIAN CIRCULATION

Goal: Broad expanses of paved parking areas along the street frontage should be minimized to allow for a more aesthetically pleasing streetscape.

Within industrial areas, large parking areas are often placed between the buildings and the street, resulting in vast setbacks and expanses of concrete paving that do little to improve the character of the street or enhance the curb appeal of the associated businesses. As such, the following guidelines should apply to new and infill industrial areas, as well as for retrofits and improvements to existing parking areas, where feasible. Private parking lots within industrial areas should be:

- Located to the side or rear of a business, to facilitate the reduction of the building setback and to minimize the visual impact of large expanses of paving on the streetscape.
- Designed to encourage shared entrances to minimize the number of entry points along a street, reducing paving, and reducing the frequency of pedestrian crossings across driveways.
- Designed in such a way so that sidewalks/walkways should take precedence over parking areas and driveways and be extended across parking areas and laneways. At a minimum, a band of highly contrasting unit pavers or paint should distinguish the crossing area from the parking/driveway paving.
- Designed to incorporate an integrated network of pedestrian crossings and walkways that are highly visible and connect from the parking lot to the main entrance of the business. Continuous internal pedestrian walkways should connect the public sidewalk or right-of-way to the principal customer/office entrances. Such sidewalks should feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, and ground covers.
- Designed to include pedestrian crossings within parking lots that are delineated through the use of high visibility paint, unit pavers that highly contrast the parking paving, stamped or coloured asphalt or concrete or a combination of the above.
- Designed to promote a sense of safety. Where parking is located behind business, rear facing entrances, and improved façades with windows should be encouraged to provide a pedestrian scale experience and provide 'eyes on the street' in terms of safety and security.
- Well lit and provide appropriate lighting requirements that meet the standards of the Township and County's illumination requirements as identified by a qualified electrical engineer and CPTED best practices. Lighting should also follow recommendations such as dark sky cutoffs and energy efficiency, as outlined in the Lighting guidelines.



- Designed to incorporate trees and landscaped islands within large-scale parking lots to reduce the heat island effect and enhance the aesthetic appeal and pedestrian comfort within the parking area.
 - Landscaped islands should be designed in such a way as to allow for snow storage during the winter months. As such, landscape materials should be salt tolerant and highly tolerant of urban conditions.
 - Landscaped islands should be separated from the parking stalls/lot with a curb.
 - Landscaped islands and medians should be a minimum of 3m in width to optimize growing conditions for trees and other plant material.
- Landscaped buffers should be planted around parking lots to help visually buffer parking lots from the streetscape, as well as maximize opportunities for tree plantings to shade paved areas. Landscaped buffers between a public road and parking area should screen views of cars from the street while allowing eye level visibility into the parking lot. Landscape buffers between parking areas and adjacent residential or institutional properties should include evergreen plant species and/or decorative walls or fencing.
- Where parking areas are adjacent to Core Greenlands or other natural systems, consider using native plant material.
- Accessible parking shall be provided in accordance with AODA requirements and guidelines.
- Designed to include sheltered bicycle parking/lock up within the parking area or adjacent to the building, near to the primary employee entrance.

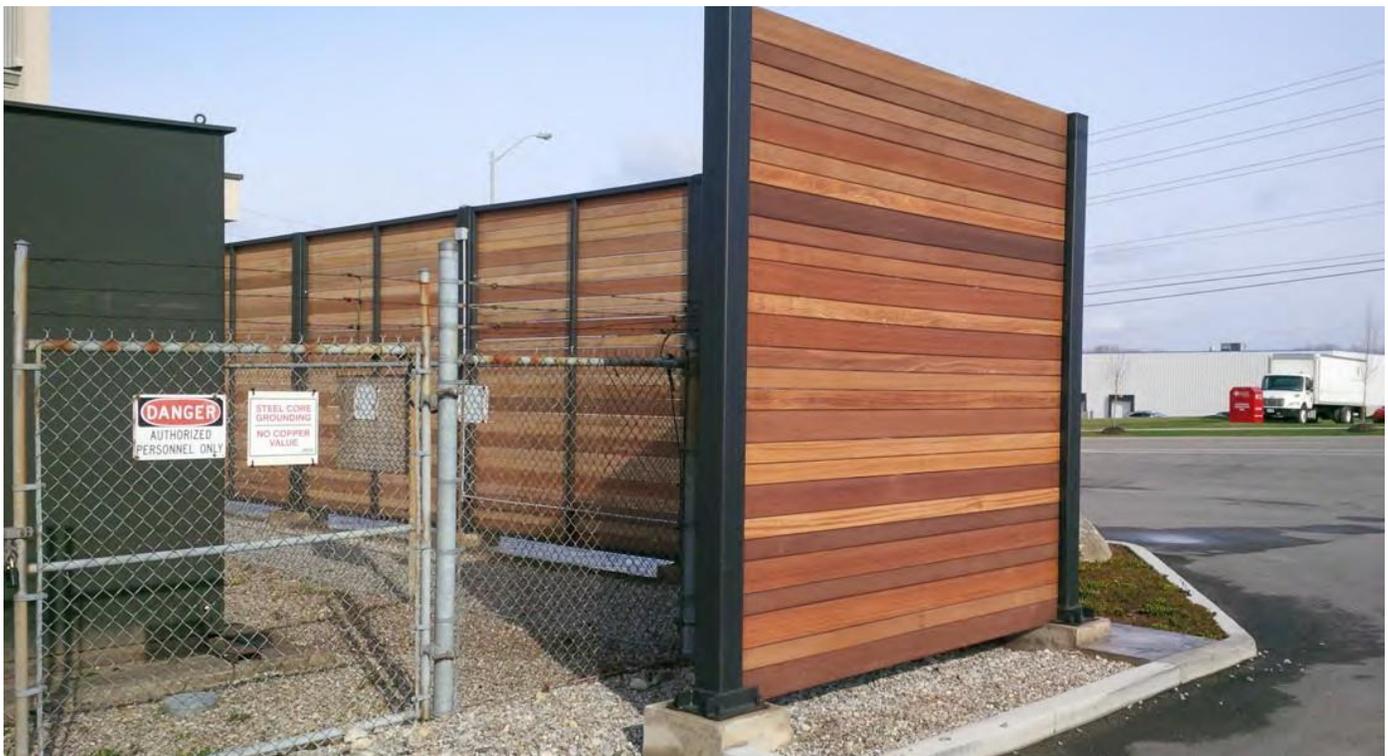


UTILITY AREAS

Goal: Utility and service areas should be screened from the general public, while still allowing for the necessary operational requirements and uses.

Utility and outdoor storage areas such as garbage storage and loading and delivery bays can greatly detract from a streetscape, if not properly accounted for within a site design. These areas should be well integrated into the overall site and also adhere to CPTED principles. As such, utility areas should:

- Be screened from public view by locating them towards inconspicuous locations of a building. Outdoor storage areas shall only be located within rear yards and interior side yards and set back from the building frontage. Views from the public realm and adjacent uses, such as residential or commercial areas, should be identified and completely screened. Consideration must also be given to views from adjacent upper storey windows.
- Screening can be one or a combination of berming, landscaping and/or decorative fencing or walls. If landscaping is only being used, it should be designed to ensure that year round screening is provided through the inclusion of evergreen species.



FENCING AND SCREENING

Goal: Fencing and walls should be placed to help delineate private and public property, for safety and security reasons around industrial yards, and also to assist in screening areas of parking, storage or utilities.

Fencing and walls can add a defining feature to a streetscape and help to create visual unity to a corridor where a disparate collection of buildings and setbacks exist. Fencing and walls within industrial areas should be:

- Designed and constructed using high quality natural materials such as brick, stone, wood, and metal. Vinyl or other composites are discouraged.
- Take cues from the broader community building fabric in terms of its style and design, especially where adjacent to residential, institutional, or commercial properties.
- Consider the inclusion of landscape materials to add additional visual interest along a fence or wall. Screening could consist of planting broad-leaf evergreen vines along a trellis structure.
- Consider integrating local artists or craftspeople into the design and manufacturing process to create unique elements that also function as public art.
- Designed in such a way as to avoid entrapment or block views for both pedestrians and vehicular traffic. Fences and walls should provide relief in their design along public right-of-ways to avoid solid faces for extensive lengths to avoid potential entrapment areas.
- Fences or screens should be designed in such a way as to screen the full height of an outdoor storage area. Berming can also be considered to aid in fully screening these areas.
- Where security fencing is required, it should be limited to side and rear yards and visually screened with landscaping. Security fencing should be located behind a landscape buffer so that the landscaping is visible from the street or adjacent parcels.
- Where existing security fencing is located along the property frontage, consideration should be given to stepping it back from the property line by a minimum of 2m and introducing a landscaped buffer.
- Fencing in front yards should be limited to decorative use only and should not visually obstruct the building.
- Be consistent in form/design, materials, and location where larger expanses of decorative fencing are required, such as adjacent to larger parking areas.



LANDSCAPING

Goal: Landscaping surrounding industrial properties should contribute to the streetscape as well as enhance the main entrance and employee amenity areas of a building. Landscaping should also be implemented to buffer and enhance adjacent natural areas.

Landscape can help soften the large buildings and extensive paving areas associated with industrial development. Landscape can also aid in improving the natural environment through the enhancement of natural areas, or the inclusion of native plantings around on-site stormwater management facilities. Landscaping on industrial properties should adhere to the following guidelines:

- Landscaped amenity areas for employee use is highly encouraged. Amenity areas can include seating, dining areas, and/or water features and other landscape furnishings and should be highly landscaped and defined area adjacent to the building. The amenity area should be designed to maximize user comfort through microclimatic design.
- Retain, extend and enhance landscaping and natural features such as existing trees, wetlands, hedgerows and natural drainage patterns as much as possible.
- Designed to accommodate snow storage in a way that optimizes exposure to sunlight and melt impact.
- Create plaza areas around business entrances which incorporate seating and enhanced landscape elements.
- Planting street trees along public property to accommodate street trees where space is limited or to parallel trees on Township property to create a broader, treed allée is highly encouraged.
- Planting should follow the landscape guidelines outlined in the Public Realm section of this chapter.



BUILDINGS AND STRUCTURES

Goal: Buildings within the industrial areas should be designed to create a positive, high-quality image and respond to streetscape through the creation of a pedestrian scaled environment along the street. New buildings, additions, or structures should not negatively impact the existing heritage.

Design Considerations for Heritage Buildings and Properties

Ensure that any additions, alterations, or improvements to buildings designated, listed, or with potential heritage value comply with the most recent version of The Standards and Guidelines for the Conservation of Historic Places in Canada.

Additions, alterations, improvements, or new buildings associated with industrial heritage buildings shall also be subject to the following guidelines:

- New buildings and additions should be contemporary but complimentary to the existing building stock and take cues from the existing heritage fabric in relation to building massing, scale, and proportions. New buildings should be designed to be ‘of their time’, using the principles of design and proportion exemplified by traditional heritage buildings. Modern buildings (or additions to more modern architecture) should emphasize complementary and harmonious qualities rather than attempt to replicate heritage designs.
- The architectural style/influence of a heritage building should be considered as a guiding influence in the design of an addition or alteration. Strict adherence is not required, but the principles of sympathy, respect, and context should be demonstrated.
- Additions or major alterations to existing heritage buildings should be located away from the façade of a building and preferably be located at the rear of a building to reduce the visual impact on the main street streetscape;
- Additions or alterations should remain secondary in nature and clearly distinguishable from the existing heritage building. This can be achieved, for example, through the use of an additional setback and/or the use of traditional materials and finishes rather than exact duplicates of form to provide an appropriate transition between an addition and the existing heritage resource.
- Additions and alterations should avoid irreversible alterations to the heritage building. A preference should be given to reversible additions and alterations.
- Additions or alterations of heritage buildings should not negatively impact the symmetry and proportions of the building or create a visual imbalance.
- Conserve the original building materials and architectural features.
 - Original building materials and architectural details should not be covered up, including windows and entrances.
 - Materials such as brick and stone should not be painted.
 - Repair deteriorated materials or features in place. If it is not possible to retain and repair original materials, replace with the same type/style of material; if that is not feasible, substitute materials that convey the same form, design, and overall visual appearance as the original.
- Retain existing heritage structures in situ and allow for historic relationships to remain and historic industrial process to be visible by maintaining physical and visual linkages and any related heritage landscape features.

Building Style and Façades

In order to create an industrial area with a positive image, it is important to encourage the design of buildings that reflect a pedestrian scale in terms of both their siting, proportions, and features. Discouraging the development of large, unarticulated designs and supporting buildings that include architectural details, traditional fenestration patterns, and articulated rooflines will create industrial areas that people can relate to. Buildings within the industrial areas should adhere to the following guidelines:

- Plain, unarticulated, box-like designs are highly discouraged. Reduce building massing by incorporating different materials, textures or colours, or off-setting portions of the building. Reduce the bulk of a building by using appropriate proportions and pedestrian scales, especially on façades facing public right-of-way.
- Exterior building walls that are visible from the public right of way, or are visible from residential, commercial, or institutional areas should be designed so that there are no large expanses of blank walls. Architectural elements, such as doors, entry areas, display windows, pilasters, columns, horizontal and vertical offsets, material and color variations, decorative cornices, awnings, canopies, murals, and graphics, should be used to break up any stretch of blank exterior wall greater than 25 meters.
- Articulated rooflines are encouraged, particularly those that reflect existing historic industrial precedents that exist within the community. Consideration should be given to incorporating skylights to allow for natural lighting opportunities.
- Rooftop equipment, such as heating, venting, and air conditioning units, which are visible from the public right-of-way, shall be concealed. Ideally screening should be integrated into the architectural design of the building.

- Building elevations and composition should promote a balance between solid walls, windows. The inclusion of operable windows is highly encouraged.
- Mirrored windows and large expanses of glazing are strongly discouraged.
- Façade colors and materials shall be low reflectance, subtle, neutral or earth tone colors. Brick and stone façades should remain in their natural state and not be painted. The use of high intensity colors, metallic colors, or fluorescent colors is prohibited, except for accents.
- Building trim and accent areas may feature brighter colors, and should complement the base colours of the façade, and should preferably be used to accent architectural features (such as window or door frames, pillars or columns, sign lettering) on the façade.
- Building materials should be light-coloured, with reflective surfaces or emissive materials, particularly on roofs, to help reduce the heat-island effect.
- Buildings should be designed to consider potential future uses/reuse and be designed to allow for a certain amount of flexibility of function.

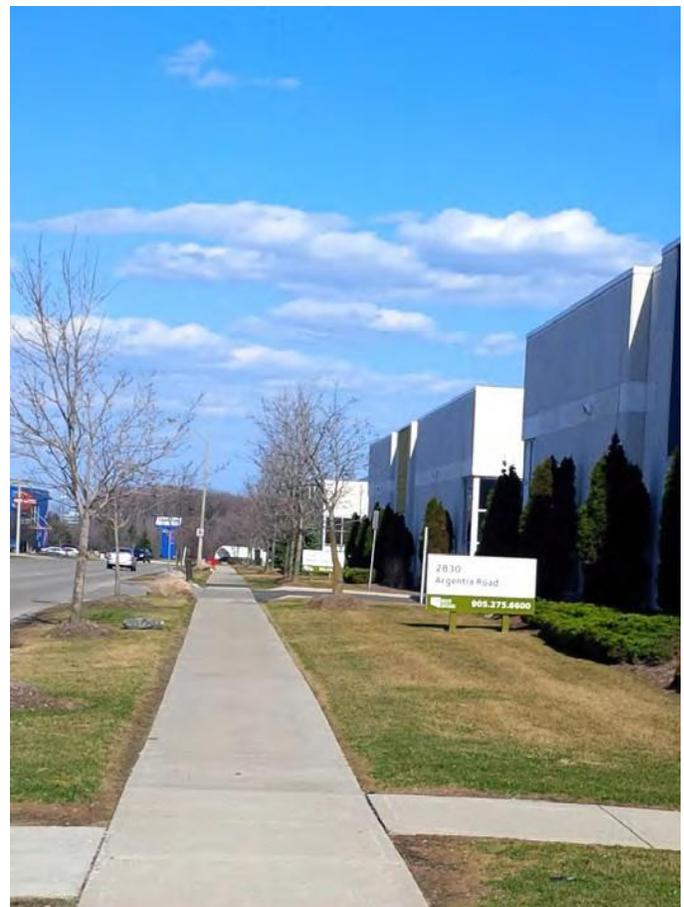




Building Setback, Scale and Massing

Buildings should be sited so that the character of existing landforms and site features is enhanced and to create a strong relationship between buildings and the streetscape that fosters pedestrian comfort. Buildings within industrial areas should adhere to the following guidelines:

- Buildings should be placed in such a way as to work with the existing topography of the site, minimizing disturbance to the site and the existing natural drainage patterns and to retain/minimize impact on existing natural features, where feasible.
 - Ensure buildings are setback from Core Greenlands and other significant natural heritage features per guidelines and legislations outlined by the Grand River Conservation Authority and other applicable jurisdictions and agencies.
 - Situate new buildings on the site so they are oriented to maximize passive solar gain opportunities of solar radiation and natural light.
 - Buildings should be sited close to the minimum setback, to create a consistent street edge. The office or sales portion of the building should be sited closer to the street than the plant or warehouse portion and clearly visible from the street.
 - The main entry of the building must face the main access road and be prominently visible upon entering the site. The front entry should be accessible from a public sidewalk or pathway, where feasible.
 - Building entrances shall be located and designed to be universally accessible and comply with AODA guidelines.
 - Buildings are encouraged to have a height and massing that supports the efficient use of land and appropriate transitions to adjacent land uses
- Locate storage, service, loading areas and most of the parking to the side and /or rear of the main building. These areas should have additional screening if adjacent to public roadways and/or residential areas.
 - Vehicular linkages and pedestrian linkages should be provided between adjacent multi-tenant industrial sites.
 - Buildings should share features with adjacent sites with similar use, where possible. These features may include shared access, parking, service and utility areas.
 - New developments of multiple tenants should be laid out with an internal circulation pattern (such as a grid) that allows for logical movement throughout the site that will accommodate intensification and/or redevelopment over time.





BUSINESS SIGNAGE

Goal: Commercial or business signage within industrial areas should be designed to be integrated with and complementary to the buildings and streetscapes which they occupy. They should allow each business to clearly identify itself and its goods and services, while being compatible with the building's design, as well as the surrounding context.

Fascia Signs

Fascia signs are affixed and integrated into the façade of a building. Fascia signs should be:

- Constructed of high quality, durable materials that complement the building façade. Internally lit, neon or plastic materials should not be used.
- Attached flush with the building wall and should cover the entire sign band area, rather than only a small portion.
- Designed with lettering that is clear and easy-to-read. Lettering and images on fascia signs should provide depth to the sign, such as raised lettering or individually cut or carved lettering.
- Historic buildings should consider ground signs as the primary business signage, rather than fascia signage, in order to preserve the integrity of the existing façade.
- Signs shall not exceed the height of the roof parapet.
- Projecting signs are not permitted.
- In accordance with the Township's most current signage by-law in terms of their size and location and other applicable restrictions.



Ground Signs

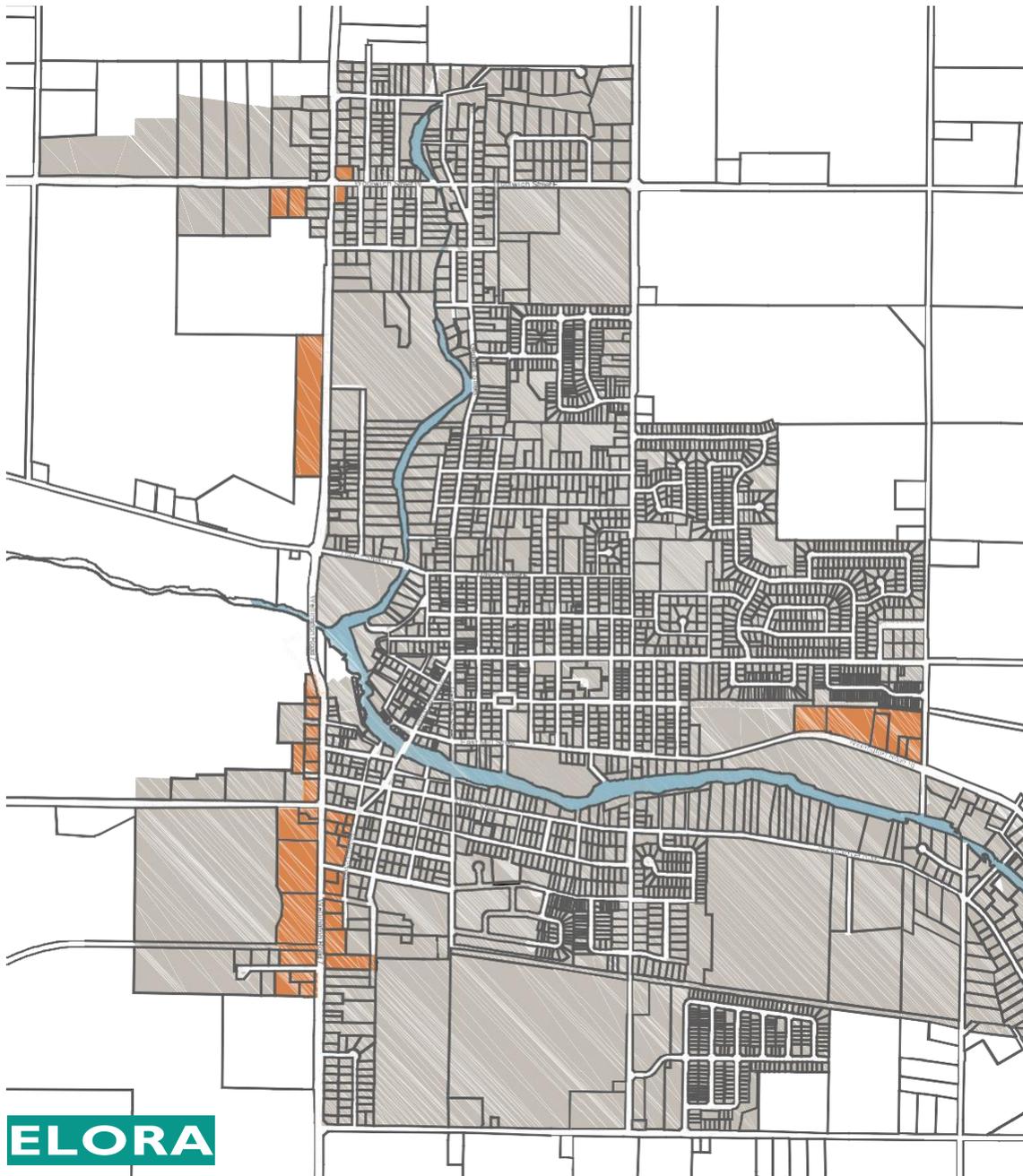
Ground signs are those found within the front landscape of a building, and are permanent structures within the front setback. Ground signs should be:

- Attractive and add to the character of the streetscape, rather than dominating the visual landscape or views of a building.
- Constructed of high-quality, durable materials that complement the building architecture. Internally lit, neon or plastic materials should not be used.
- Complimentary to the form and colors of the building and adjacent landscape and should reflect the character of the business. Lettering should be clear and easy to read.
- Mounting hardware and structural materials should coordinate with the overall sign design and hardware or materials used on the building façade.
- Clearly identify the address of the business or group of businesses.
- Ground mounted signs should be located in areas that accommodate pedestrian circulation and should integrate landscape features.
- Limited to one sign per building. Signage for multi-tenanted buildings should divide sign space equally between businesses.
- Located to be visible from streets and paths without physically or visually impeding safe vehicular movement and visibility.
- Pole mounted signs are highly discouraged.

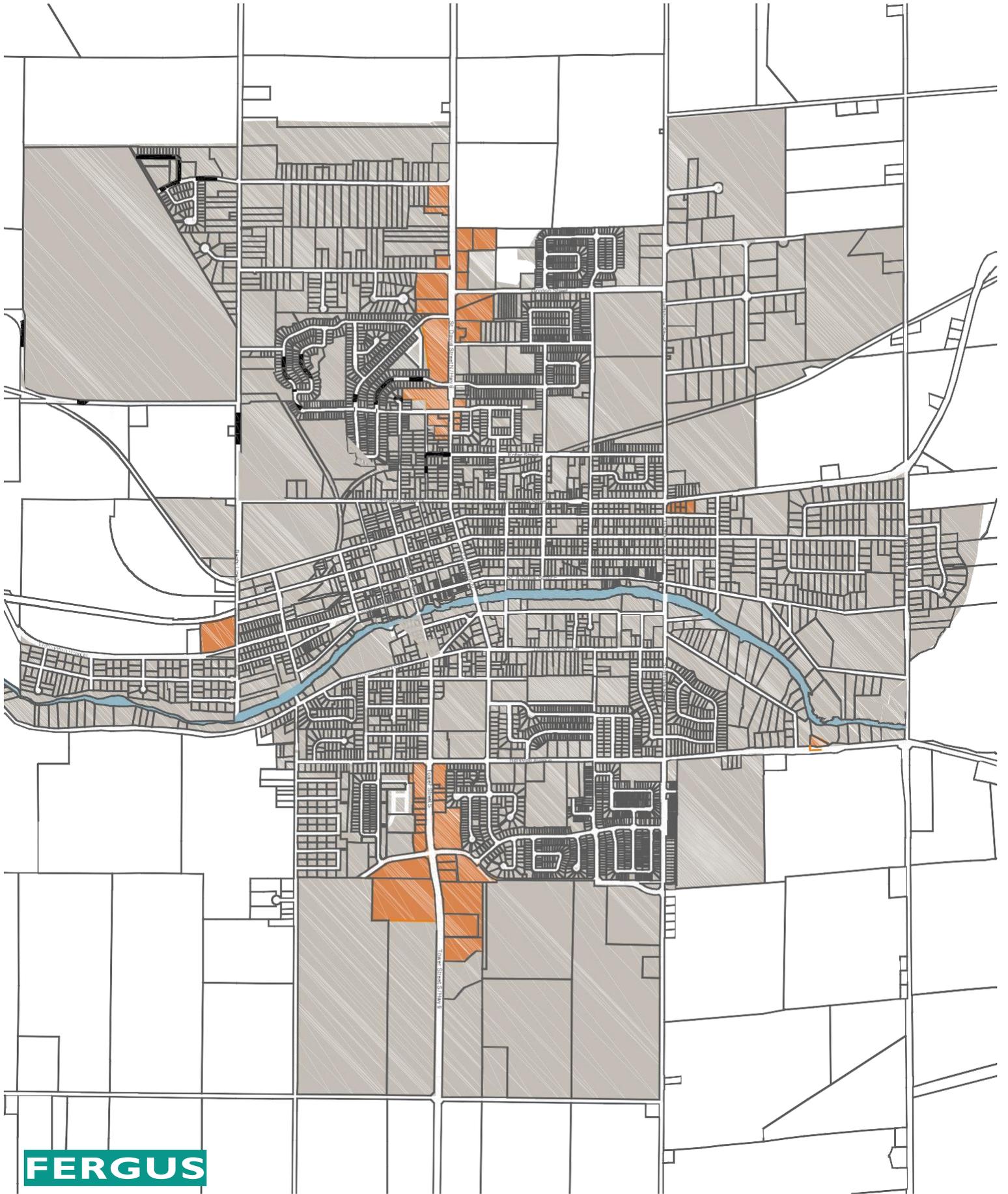
Lighting for signage should be:

- Implemented to illuminate fascia signage and ground mounted signage.
- Oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover.
- Designed to incorporate spotlighting that enhances the visibility of the sign, as well as the architectural character of the building; backlit signage is strongly discouraged.
- Blinking, flashing, or neon lighting is not permitted.





DESIGN GUIDELINES FOR **HIGHWAY COMMERCIAL AREAS**



FERGUS

HIGHWAY COMMERCIAL AREAS

EXISTING CHARACTER

Highway commercial areas (HCA) exist primarily along the main north-south highways which transverse Elora-Salem and Fergus. Within Elora highway commercial areas are primarily found along Wellington Road 7, where generally small scale development exists in the form of restaurants, gas stations, and some strip format retail. An area on the north side of Mill Street East is also designated as highway commercial and is characterized by both retail and office buildings, including the recently built Quarry Commons, a two-storey office complex. Elora's HCAs are characterized by streetscapes that are rural in nature, with no curbs or sidewalks.

Fergus has two main highway commercial areas: one at the north end of town, along St. David Street North/Highway 6 and one at the south of town, along Tower Street South/Highway 6. The south end HCA is comprised of 'big box' commercial retailers and auto dealerships, convenience/takeout restaurants, as well as 'strip' malls with both independent and chain stores, restaurants, and offices. Large expanses of parking are prevalent in this area. The north end HCA also contains a large 'big box' retailer as well as smaller chain restaurants and services. Adjacent to the residential area along St. David Street North, the HCA has a finer scale and typically consists of smaller format, single storey buildings. Both areas within Fergus have urban streetscape cross-sections, with sidewalks and barrier curbs.

DESIGN VISION FOR HIGHWAY COMMERCIAL AREAS

The guidelines set forth in the following sections promote a common vision for the highway commercial areas of Elora and Fergus. The fundamentals of this vision result in highway commercial corridors that:

- Are linked to their respective communities, through the use of materials and architectural design that is complementary to the existing heritage character of Elora and Fergus;
- Exemplify a safe, comfortable, and pleasant pedestrian environment through the use of trees, landscaping and landscape furnishings on both public and private property;
- Are well connected to the broader pedestrian network of the community as well as to the active transportation network;
- Have strong gateway features that echo those of the larger municipal area;
- Minimize the presence of parking areas along the street edge;
- Incorporate built form that creates a consistent and attractive edge to the street;
- Are both universally accessible and facilitate distinct pedestrian and vehicular experiences, while maintaining strong and safe connections between parking and the pedestrian realm;
- Ensure a seamless integration of development intensity and street infrastructure between residential areas and commercial areas.

To achieve this Design Vision, the following design guidelines have been put forward for the highway commercial areas of Elora, Salem and Fergus. These guidelines have been divided into two main sections, Public Realm and Private Realm, to provide distinction between public sector and private sector improvements.

PUBLIC REALM GUIDELINES FOR HIGHWAY COMMERCIAL AREAS

As in the previous sections of this document, the public realm consists of publicly owned right of ways, parks, trailways, and other open spaces within the highway commercial areas of Elora and Fergus. *The guidelines in this chapter are intended to be applied to both the front facing façades, façade sides visible from the street, as well as those that front onto two streets.*

STREETSCAPES

Goal: Streetscapes within the highway commercial areas should be designed to create pedestrian-scaled corridors that reflect the identity and heritage of Elora and Fergus.

Both Elora and Fergus are highly walkable communities in terms of their scale. Creating safe, comfortable, and pleasant pedestrian environments within the highway commercial corridors will be a significant step in encouraging people to choose walking over driving in these areas. Both streetscapes and the private realm will prioritize pedestrian comfort, incorporating wide sidewalks and pedestrian crossings, urban trees, street furniture, and other amenities, as part of the integral infrastructure that comprises the design and engineering of the street.

Roadways

The travel lanes within roadways are key circulatory routes for both vehicles and cyclists. Within Fergus, the main highway commercial area is located along Highway 6, a provincially owned highway, while the primary highway commercial spine of Elora is located along Wellington Road 7, a county owned road; consequently these roads have a higher frequency of traffic, as well as a large presence of transport trucks.

Roadways within the highway commercial areas should:

- Be designed to accommodate vehicular movement and safety, without detriment to the quality and safety of the pedestrian environment of the streetscape.
- Be designed to accommodate cyclists through the use of a paved shoulder, where space permits.
- Retain their existing cross section and limit the introduction of curbs, where they presently do not exist.



CROSSWALKS

Crosswalks are a significant part of the roadway and are the intersection between the pedestrian and vehicular environments. Because of the high volumes of traffic and the inherently higher speed of traffic within the majority of the HCAs, emphasis should be placed on creating crosswalks that are:

- Highly visible features within the roadway.
- Constructed of high-quality, durable materials that are able to endure the impacts of winter maintenance including snowplows and de-icing.
- Consist of treatments that can include high visibility paint, contrasting coloured asphalt or concrete, or a combination of the above.
- Universally accessible and adhere to AODA regulations with dropped and textured curb cuts installed at all intersections to eliminate barriers to crossing the street.
- Extend from curb to curb along a roadway.
- Located at all signalized intersections, at a minimum.
- A minimum of 3.0m width.
- Curb extensions can also be considered to offer an increased area for landscaping or streetscape amenities. These features should not impede visibility for pedestrians or vehicles. Designed and landscaped appropriately, curb extensions that are not associated with a crossing can provide snow load zones in the winter.
- Consideration should be given to the inclusion of pedestrian islands where crossings intersect four (4) lanes of traffic or more.

SIDWALKS

A continuous network of sidewalks that link to the broader community and provide strong connections to destinations within the private realm will activate the streetscape of highway commercial areas. As such, sidewalks in these areas should:

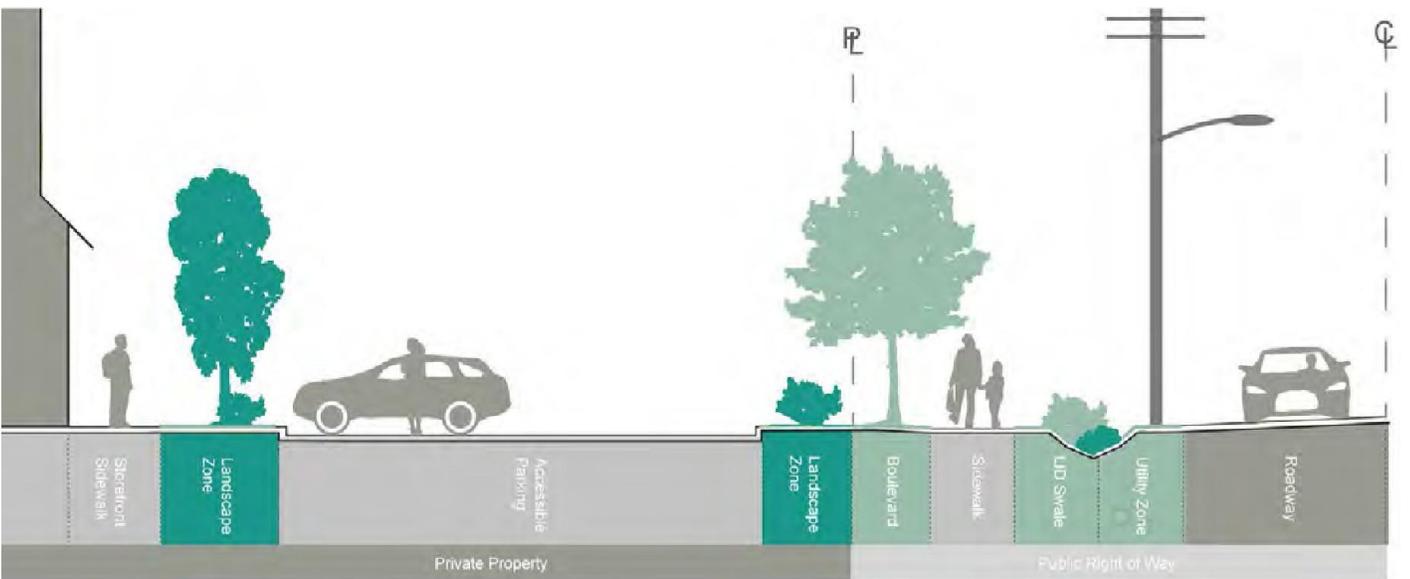
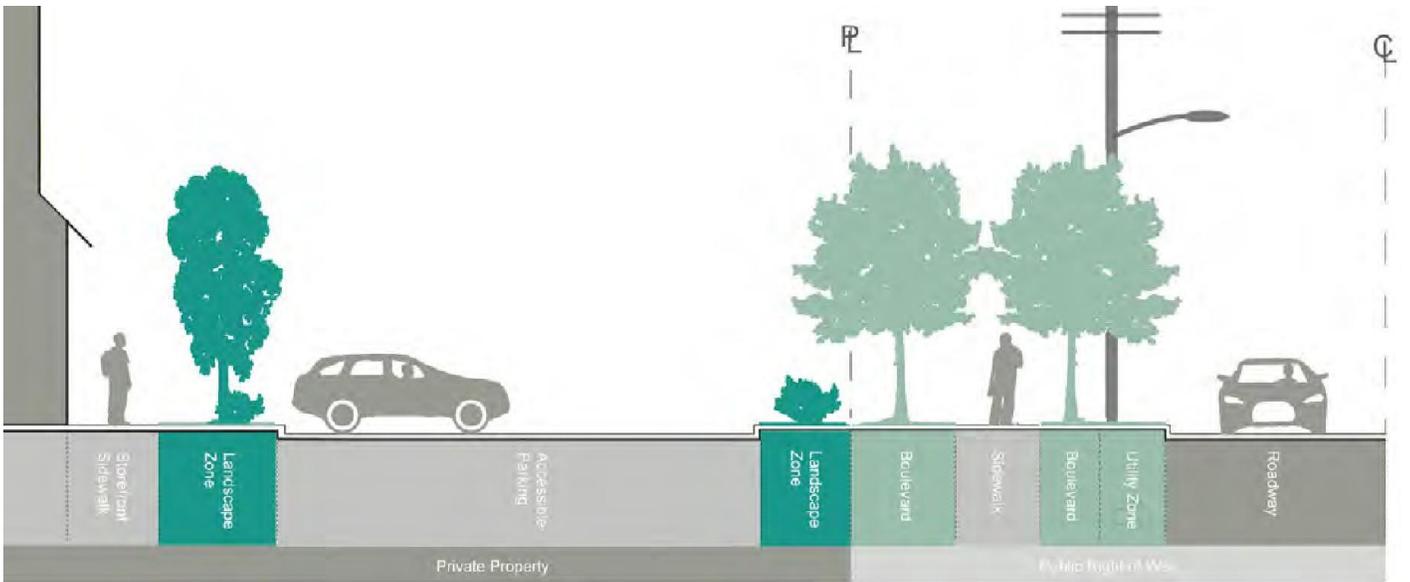
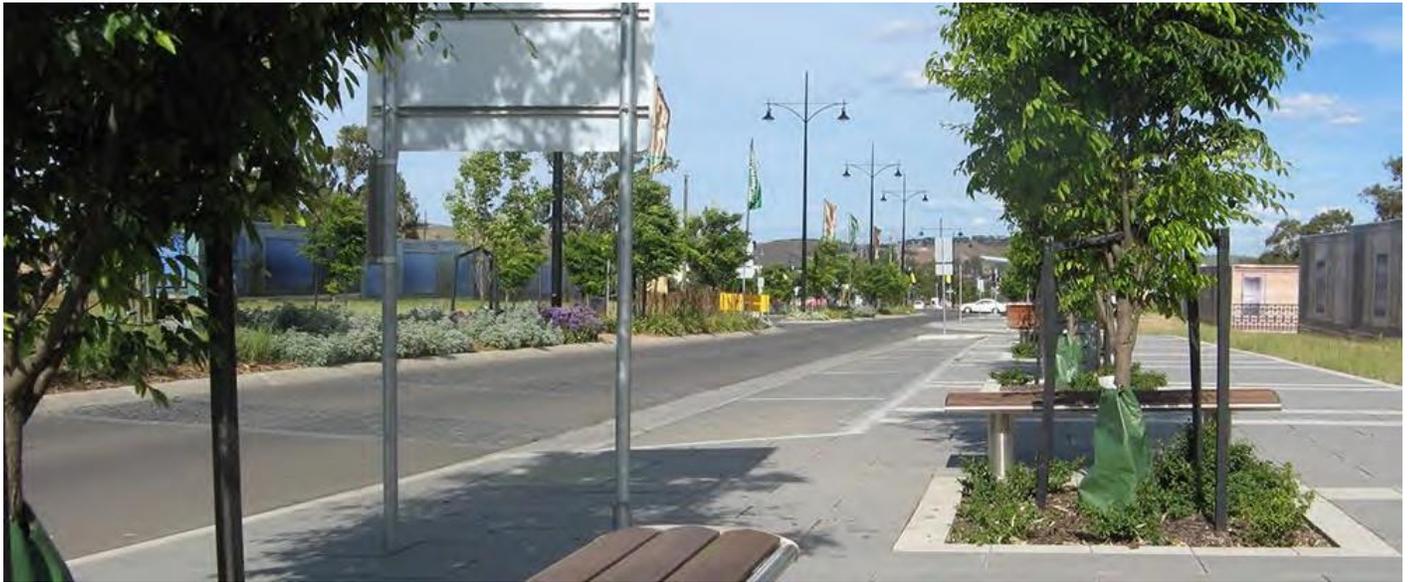
- Be constructed of durable, high-quality materials appropriate for multi-season conditions and that are able to endure the impacts of winter maintenance.
- Be graded to avoid ponding water and ice buildup and shall be free of tripping hazards.
- Be a barrier-free, continuous pedestrian network, following AODA guidelines. Drop-curbs and appropriate curb treatments (textured and visual cues) shall exist at all crossings where curbs are present. Where sidewalks intersect driveways, sidewalks should be extended across the driveway to distinguish the pedestrian right-of-way.
- Be a minimum width of 1.5m on local roads and 1.8m on collectors. The 1.5m width allows two wheelchair users to pass one another or travel abreast, or allow one wheelchair to turn around.
- Continue to be constructed of concrete with a broom finish.
- Ensure landscaping, street furnishings or other amenities, such as signage, do not physically or visually impede pedestrian or vehicular traffic and signage.
- A continuous network of sidewalks should be located on both sides of HCA streets. Sidewalks should be set back from the curb/street edge with a landscaped boulevard to allow for landscaping opportunities (refer to Boulevard Guidelines below).
- Where new sidewalks are installed, they should be diverted around existing mature trees and vegetation that is in good to fair condition and be sited/constructed in a manner that minimizes disturbance to existing tree roots.

Boulevards

Boulevards provide an important buffer between the pedestrian realm and the roadway. They also key areas to incorporate enhanced landscaping and streetscaping. Guidelines for boulevards are as follows:

- Boulevard widths should be maximized, where space allows. Boulevards should be a 2.25m minimum landscaped boulevard between the roadway edge and the sidewalk; 3.0m boulevards are strongly encouraged to accommodate street trees.
- Within urban cross sections, boulevards that are 2.25m wide or greater should be comprised of a landscaped area (1.95m wide, or greater), as well as a 0.3m paved edge zone at the curb/street edge. This paved edge zone provides a buffer to the landscaped area from winter salt spray and maintenance vehicles.
 - The paved edge zone should be coloured, stamped asphalt or concrete and a consistent colour and pattern should be implemented throughout Centre Wellington to create a unified treatment.
- Street trees should be located within the landscaped boulevard. If space and/or regulations do not allow for street trees in the boulevard, they should be located on the other side of the sidewalk, within public property. It is strongly recommended that every effort should be made to place street trees within the boulevard, and where space allows, trees should be planted within the boulevard and along the private edge of the right-of-way.
- The landscaped areas of boulevards should be 'green' and well maintained. Consideration should be given to low-maintenance, drought-tolerant grasses or white clover to minimize maintenance requirements and allow for the boulevards to appear green throughout the summer months.
- Where space within the boulevard area is limited due to existing ditches street trees should be located between the sidewalk and the property line, where space allows.
- Ditches should be designed in such a way as to be able to accommodate herbaceous vegetation, such as cattails and other native perennials. Ditches should only be mown beyond the top of bank, and the sloped sides and bottom allowed to naturalize. Ensure vegetation does not block sight lines at driveway and roadway intersections for vehicles and pedestrians.





PLANTING

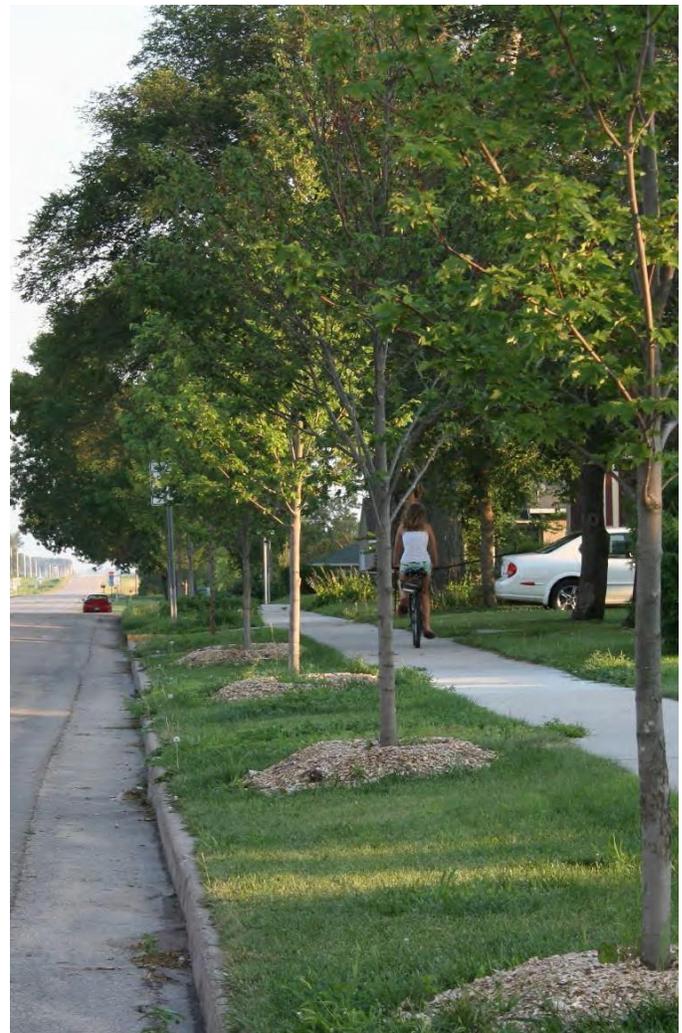
Goal: Planting and landscaping within the highway commercial areas should be an integral part of the streetscapes and be treated as a part of the Township's infrastructure due to the many social, economic, and environmental benefits they can provide.

Trees

The inclusion of trees within the streetscape will make a significant difference in unifying the streetscapes of the highway commercial corridor, as well as creating more pleasant pedestrian environment. Street trees shall be:

- Highly tolerant of urban conditions and are species that are locally adapted and are drought and highly salt tolerant.
- Comprised of a variety of species to avoid monocultures.
- Provide seasonal variation in form, colour and texture.
- Appropriate to the location that it is to be planted in (the right tree in the right place), including horizontal and vertical size restrictions.
 - Material should not conflict with overhead or underground utilities, lighting standards etc.
 - Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
 - Consideration should be given to tree maintenance in terms of leaf and fruit 'litter'. For example, trees that produce and drop fruits, such as female Ginkgo trees, or various varieties of crab apple are not suitable street trees, but may be appropriate in other areas where they are setback from key pedestrian routes.
- Appropriately spaced based on growing conditions and size at maturity, between 6.0m and 10.0m.

- Should be considered as part of the urban infrastructure. In the instance that reconstruction of large areas of the streetscape are required or where new development exists, landscaping, particularly street trees, should be accommodated for as part of the overall redesign/reconstruction.
- 60mm caliper, at minimum, for trees, to reduce the ease of vandalism.
- Planted in appropriate volumes of soil mixtures or amended soils to optimize growing conditions and plant health.



Shrubs and Groundcovers

Shrubs, groundcovers, and herbaceous planting material provide another opportunity to add visual interest to a streetscape. Shrubs, groundcovers, and other softscape landscape material should meet the following guidelines:

- Shrubs, ground covers, and other landscape material should be selected to be appropriate to the local growing conditions and tolerant of urban conditions, drought and salt. Native plant species are encouraged in all areas.
- Shrubs shall be a minimum of 600 mm in height at the time of planting.
- Shrubs and groundcovers shall not have a mature height greater than 0.6m adjacent to street edges to maintain visibility along a streetscape.
- Landscaping materials shall not have a mature height greater than 0.3m from ground level at street corners/within sight triangles.
- Placement of landscape material should not conflict with overhead or underground utilities, lighting standards etc.
- Consideration shall also be given to site safety. Landscaping shall not create areas with limited vehicular or pedestrian visibility or restrict site access in accordance with the principles of CPTED.
- Planted in appropriate soil mixtures or amended soils to optimize growing conditions and plant health.
- Avoid the use of plants that are toxic to pets and/or children.
- Select a palette of plants that has year-round interest.



SIGNAGE AND WAYFINDING (PUBLIC REALM)

Goal: Signage within the public realm of the highway commercial areas should continue to follow the existing signage program within Centre Wellington and adhere to the most current version of the Township's Signage By-Law.

Wayfinding

Wayfinding signage directs people to their desired destination. Centre Wellington has a strong wayfinding program in place, with signage that assists in navigation to key public facilities and community destinations. New signage should continue to follow the existing precedents and be:

- Unified in look and style, implementing the same branding, materials, and colour palette.
- Be legible to both vehicular and pedestrian traffic. Where signage is geared to legibility from a vehicle, consideration should be given to the speed of the traffic and scaled accordingly.
- When new development or new public / community features are opened, wayfinding signage should be reviewed to ensure these new attractions are reflected in the existing signs or to identify if and where new signs should be installed.
- Public wayfinding should continue to identify public and community features and shall not be venues for private enterprise.



Gateway Signage

Currently, community gateway signage is located within the highway commercial corridors of both Elora and Fergus. Fergus' gateways have currently been refurbished and are comprised of both wayfinding elements and decorative features that reflect the cultural heritage of the town. There is significant opportunity to enhance the existing gateway signage within Elora. Gateway signage should:

- Be coordinated in design/style where multiple gateway signs/features exist.
- Consideration could be given to creating gateway signage within Elora that is similar in design/style to those currently in Fergus. Distinction could be made between the two communities in relation to colour and branding.



LIGHTING

Goal: Lighting within Elora and Fergus' highway commercial areas should continue to fulfill its functional requirements, allowing for safe vehicular and pedestrian travel during night-time/ darker hours, while also providing an opportunity to add character and identity to these highly traveled areas through the inclusion of decorative accessories, such as banners and hanging baskets.

Currently the lighting standards within highway commercial areas are cobra head standards. To connect the highway commercial areas to the downtowns and create an enhanced sense of arrival, decorative accessories should be included on the current standards. Lighting within the highway commercial areas shall:

- Meet the requirements and standards of the Township and County's illumination standards and requirements as identified by a qualified electrical engineer.
- Be selected to be 'dark sky' friendly.
- Incorporates energy efficient lamps, when replacements are required, where feasible.
- Consider mounting decorative luminaires on existing light posts or hydro posts or, where space permits, include pedestrian level lighting standards within the boulevard.
- Consider the inclusion of banner arms and fixtures to accommodate banners and hanging baskets; banners and hanging baskets should not visually or physically impede pedestrian or vehicular traffic.



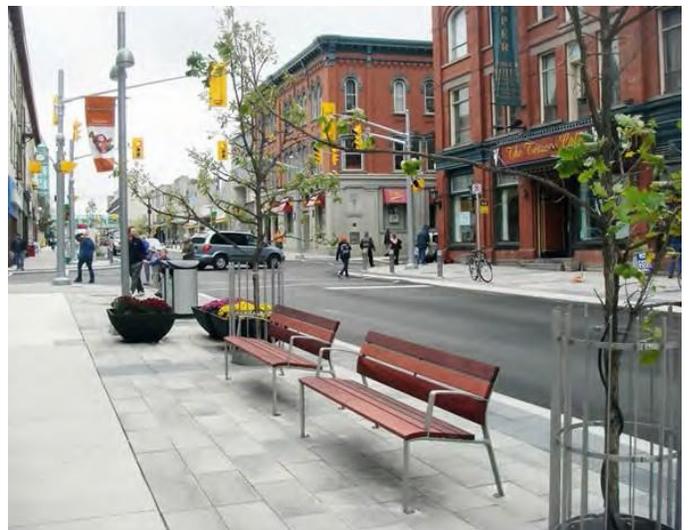
FURNISHINGS

Goal: Landscape furnishings should be high quality, highly durable features of the streetscape and should comfortably and easily accommodate the needs of all users.

Benches

Benches are important features of a streetscape, and act as both points of rest and reprieve or nodes of social interaction and gathering. Integrating benches within a streetscape helps to animate the public realm and can also be opportunities for functional public art and a vehicle for community identity. Most importantly, benches should meet user's needs, and be comfortable, durable, and accessible. As such benches within the highway commercial areas should be:

- Sited within the Tower Street corridor to create rest areas along the streetscape and provide focal points along the streetscape.
- Slip resistant and be designed in such a way as to avoid the pooling of water.
- Designed or selected to be comfortable, durable and easily maintained, and be resistant to vandalism.
- Designed to meet standards for universally accessible benches, where possible. Universally accessible benches should be placed throughout the downtowns.
- The following guidelines have been adapted from the ADA Design Standards 2010 document for benches:
 - Seat heights should be at 450 to 500 mm above ground level with a seat depth between 510 to 610mm.
 - Provide back support of at least 1065 mm long and 455mm in height, above the seat surface (including any gap between the seat surface and the back support). If there is a gap or space between the back support and seat surface, it should not exceed 51 mm in height.
 - Ensure the back support is 64 mm (maximum) from the rear edge of the seat, measured horizontally.
- Arm rests should be present at both ends of all benches and an additional arm rest in the middle where benches are longer.
- Ensure bench is placed on a seasonally stable surface.
- To enhance visibility benches should be of a contrasting colour to its surroundings.
- The following ADA clear widths should be followed when installing benches (Adapted from Boston Complete Streets Guidelines Draft July 2011):
 - 1m minimum on either side of bench.
 - 1.5m minimum from fire hydrants.
 - 0.3m from any other amenity, utility, or fixture.
 - 1.5m minimum pedestrian path in front of bench.
 - 0.3m clear width where back of the bench abuts a building, or wall.
 - 1.2m minimum pedestrian path must be provided behind a bench when located at the front of the sidewalk facing the curb.





Garbage and Recycling Bins

Providing garbage and recycling bins in highway corridors encourages pedestrians to dispose of their litter appropriately, especially in areas where convenience restaurants are located. Ensuring that bins are placed at strategic locations and are easily accessed and maintained by Township staff is integral to their success. Garbage and recycling bins should adhere to the following guidelines:

- Garbage bins should be located adjacent to pedestrian gathering and seating areas and grouped with other street furnishings, where space permits.
- Where space permits, consider siting bins outside of restaurants and eateries, particularly ones that offer take-away foods.
- The following clear widths should be followed when siting garbage/recycling bins:
 - 0.4m minimum clear width surrounding receptacle.
 - 0.3m minimum from other ground features, such as manholes, tree grates, etc.
 - 1.2m minimum from fire hydrants.
 - 1.0m minimum from other furniture.
 - 1.2m minimum pedestrian pathway by the receptacle.
- Garbage bins should be accessible by all pedestrians and be located in such a way as to facilitate easy access Township maintenance staff.
- Consideration should be given to using bins that incorporate slots for both recycling and garbage and ideally be integrated into one unit.
- Units should be chosen that have relatively small openings or have covered openings to prevent overloading and limit odour.
- Garbage bins should be selected to be durable and easily maintained and resistant to vandalism.

PUBLIC ART

Goal: Public art should be located at key points within the highway commercial areas, such as gateways, to enhance community identity and pride.

Guidelines for public art within the highway commercial areas should adhere to the following guidelines:

- Where new key pieces are desired, consider involving the community in the process, from the selection of the artist through to the fruition of the piece of artwork.
- Engage local artists or artisan groups and encourage community participation.
- Artwork can be a further reflection of the themes and history of Fergus and Elora. Consideration should be given to a variety of different purposes for public art pieces and can encompass functional pieces such as site furnishings, bicycle racks, etc.
- Public art can act as a focal point within an area; as such, consideration should be given to placing public art within key civic spaces, such as at gateways or traffic circles.
- Commercial advertising within, on, or as part of the artwork is strongly discouraged.
- Public art pieces that are not functional in nature should be lit to contribute to the streetscape in the night. The Township should work with the artist, when feasible, to generate an appropriate lighting scheme that enhances the sculpture and is in accordance with Township standards and guidelines (energy efficient, reduces glare/spill, etc.).
- Public art should be constructed in such a way as to be durable, easily maintained, and resistant to vandalism.
- Public art should not visually or physically impede pedestrian or vehicular circulation and sight lines.





PRIVATE REALM GUIDELINES FOR HIGHWAY COMMERCIAL AREAS

For the purposes of this document, the private realm for highway commercial areas refers to all those elements located outside of the public right of way and other public property.

The private realm has a significant impact on the way these commercial corridors function and look. Commercial areas should contribute to overall good community design, enhancing the character and quality of neighbourhoods, streets and the public realm. Within the guidelines, key points of focus are the siting and scale of new development, as well as creating or improving building façades that are characterful and interesting at a pedestrian scale.

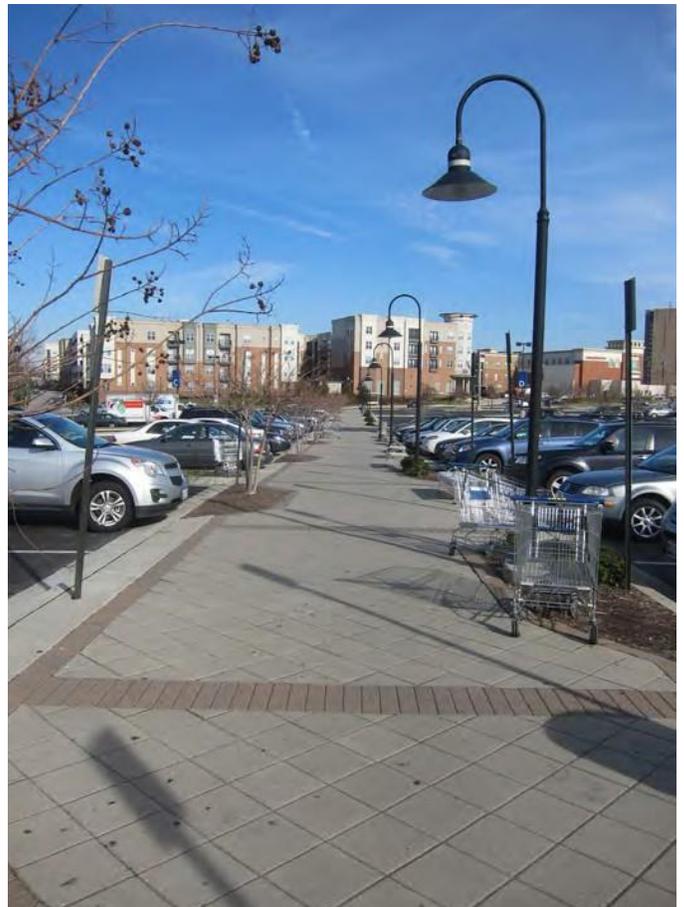


PARKING AND PEDESTRIAN CIRCULATION

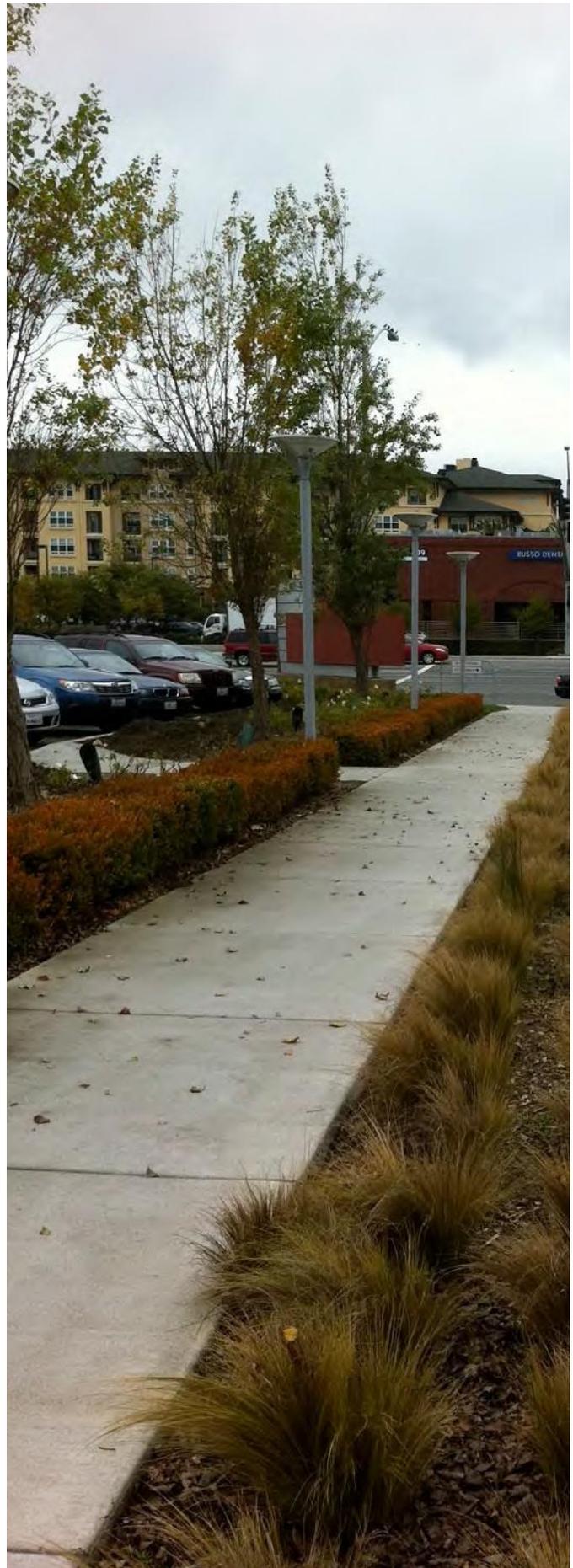
Goal: Broad expanses of paved parking areas along the street frontage should be minimized to allow for a more inviting pedestrian environment and a more aesthetically pleasing streetscape.

Within highway commercial areas, large parking areas are often placed between the buildings and the street, resulting in vast setbacks and expanses of concrete paving that do little to improve the character of the street or enhance the curb appeal of the associated businesses. As such, the following guidelines should apply to new and infill highway commercial areas, as well as for retrofits and improvements to existing parking areas, where feasible. Private parking lots within the highway commercial area should be:

- Located to the side or rear of a business, to facilitate the reduction of the building setback and to minimize the visual impact of large expanses of paving on the streetscape.
- Shared entrances are strongly encouraged to minimize the number of entry points along a street, reducing paving, and reduce the frequency of pedestrian crossings across driveways.
- Designed in such a way so that sidewalks/walkways should take precedence over parking areas and driveways and be extended across parking areas and laneways. At a minimum, a band of highly contrasting unit pavers or paint should distinguish the crossing area from the parking/driveway paving.
- Designed to incorporate an integrated network of pedestrian crossings and walkways that are highly visible and connect from the parking lot to the main entrance of the business. Continuous internal pedestrian walkways should connect the public sidewalk or right-of-way to the principal customer entrance of large retail establishments. Such sidewalks should feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, and ground covers.
- Pedestrian crossings within parking lots should be delineated through the use of high visibility paint, unit pavers that highly contrast the parking paving, stamped or coloured asphalt or concrete or a combination of the above.



- Designed to promote a sense of safety. Where parking is located behind business, rear facing entrances, and improved façades with windows should be encouraged to provide a pedestrian scale experience and provide ‘eyes on the street’ in terms of safety and security (see façade guidelines).
- Well lit and provide appropriate lighting requirements that meet the standards of the Township and County’s illumination requirements as identified by a qualified electrical engineer and CPTED best practices. Lighting should also follow recommendations such as dark sky cutoffs and energy efficiency, as outlined in the Lighting guidelines.
- Designed to incorporate trees and landscaped islands within large-scale parking lots to reduce the heat island effect and enhance the aesthetic appeal and pedestrian comfort within the parking area.
 - Landscaped islands should be designed in such a way as to allow for snow storage during the winter months. As such, landscape materials should be salt tolerant and highly tolerant of urban conditions.
 - Landscaped islands should be separated from the parking stalls/lot with a curb.
 - Landscaped islands and medians should be a minimum of 3m in width to optimize growing conditions for trees and other plant material.
 - Trees within parking lots that are greater than 20 spaces, plant shade trees within landscaped islands within the parking lot at a minimum ratio of one tree planted for every five parking spaces supplied.





- Landscaped buffers should be planted around parking lots to help visually buffer parking lots from the streetscape, as well as maximize opportunities for tree plantings to shade paved areas. Landscaped buffers between a public road and parking area should screen views of cars from the street while allowing eye level visibility into the parking lot. Landscape buffers between parking areas and adjacent residential or institutional properties should include evergreen plant species and/or decorative walls or fencing.
- Where parking areas are adjacent to Core Greenlands or other natural systems, consider using native plant material.
- Accessible parking shall be provided in accordance with AODA requirements and guidelines.
- Locate inviting pedestrian-friendly features such as landscaping, benches, and bike racks.



DECORATIVE FENCING AND WALLS

Goal: Decorative fencing and walls should be placed to help delineate private and public property and also assist in screening areas of parking.

Decorative fencing and walls can add a defining feature to a streetscape and help to create visual unity to a corridor where a disparate collection of buildings and setbacks exist. Decorative fencing and walls within the highway commercial areas should be:

- Designed and constructed using high quality natural materials such as brick, stone, wood, and metal. Vinyl or other composites are discouraged within the downtown core.
- Take cues from the broader community building fabric in terms of its style and design.
- Consider the inclusion of landscape materials to add additional visual interest along a fence or wall. Screening could consist of planting broad-leaf evergreen vines along a trellis structure.
- Consider integrating local artists or craftspeople into the design and manufacturing process to create unique elements that also function as public art.
- Designed in such a way as to avoid entrapment or block views for both pedestrians and vehicular traffic. Fences and walls should provide relief in their design along public walkways to avoid solid faces for extensive lengths to avoid potential entrapment areas.
- A maximum of 1.0m in height adjacent to streets and walkways and should not visually obstruct pedestrian or vehicular movement or create areas of concealment.
- Be consistent in form/design, materials, and location where larger expanses of decorative fencing are required, such as adjacent to larger parking areas.



UTILITY AREAS

Goal: Utility and service areas should be screened from the general public, while still allowing for the necessary operational requirements and uses. These areas should be well integrated into the overall site design and also adhere to CPTED principles.

Utility areas such as garbage storage and loading and delivery bays can greatly detract from a streetscape, if not properly integrated into a site design. As such, utility areas should:

- Be screened from public view by locating them towards inconspicuous locations of a building. Views from the streetscape and adjacent uses, such as residential homes, should be identified and screened. Consideration must also be given to views from adjacent upper storey windows.
- Screening can be in the form of landscaping and/or decorative fencing or walls. If landscaping is only being used, it should be designed to ensure that year round screening is provided through the inclusion of evergreen species.



BUILDINGS AND STRUCTURES

Goal: The sense of place and community character upheld in the Downtown Urban Design Guidelines should be extended into highway commercial areas, ultimately creating a cohesive sense of place and pleasant experience for visitors and residents.

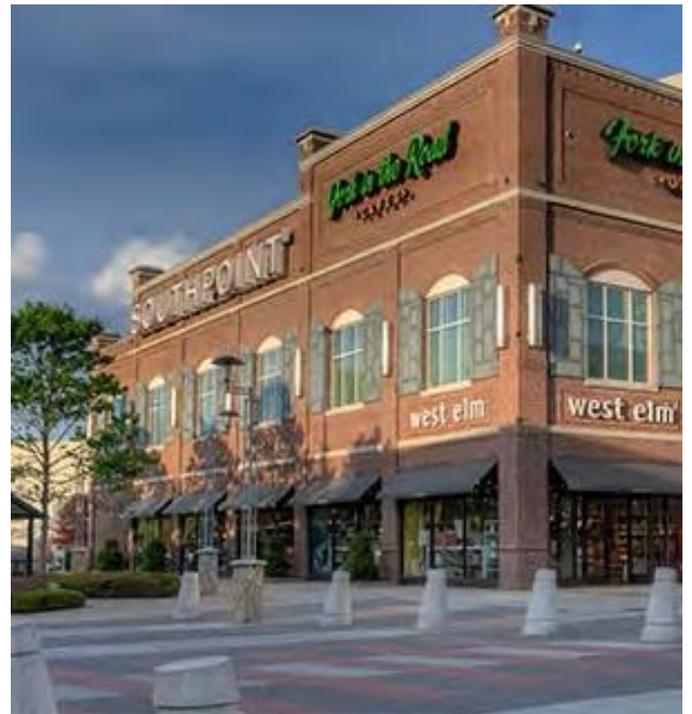
The buildings along highway commercial corridors are a reflection of the surrounding community and often are the first areas visitors and residents experience when entering a town. The comfortable sense of scale and pleasing design and character of buildings and streetscapes should be reflected in the highway commercial areas. Individual buildings and larger scale retail developments should be part of a comfortable pedestrian environment and relate to their surrounding neighborhoods and community because they are well sited and possess interesting and characterful architectural design.



Building Style

Due to the presence of national and/or international retail chain stores and historical development patterns, highway commercial areas can often feel ‘placeless’ or unrelated to their community’s character. Designing and renovating buildings so they reflect the design vernacular of Elora, Salem and Fergus is significant in building community-wide character and a sense of place. Buildings within highway commercial areas should follow the below guidelines relating to style/character:

- Building elements shall be consistent with or complementary to the predominant architectural style of the community.
- New buildings should be contemporary but complimentary to the existing building stock and take cues from the architectural vernacular of the downtown commercial areas, as well as some of the industrial heritage forms that remain, in relation to building style, character, massing, scale, and proportions.
- New buildings should be designed to be ‘of their time’, using the principles of design and proportion exemplified by traditional heritage buildings.
- Standard corporate architecture is not acceptable; future development shall be executed in materials found in the downtown core and reflect the best examples of the local building character and style.



Building Proportions, Scale, and Placement

The highway commercial areas have great room for improvement in terms of creating a comfortable pedestrian experience. The relationship between the public realm (streetscape) and private realm (buildings and parking) in this area is critical. The establishment of a coherent street wall and circulation pattern through designing well proportioned, scaled, and placed buildings can dramatically enhance the experience of these areas. The following guidelines shall apply to building street frontages as well as their relation to rear alleys, parking areas, or open space:

- Buildings that face onto multiple streets and alleys should be designed with similar façade treatments that adhere to the below façade guidelines, and create a street wall that is permeable in terms of windows and doors. Large blank façades that are visible from the public realm are strongly discouraged.
- Significant heritage buildings and structures that exist within highway commercial corridors shall be conserved and appropriately integrated into the surrounding built environment and vice versa. Refer to downtown building and façade guidelines for appropriate treatments of heritage buildings.



- The scale, massing and design of buildings along the street should be based on pedestrian scaled elements and details. Architectural or landscape features at street corners will emphasize the public street and streetscape amenities such as sidewalks.
- Buildings should be sited close to the front property line to reinforce the street edge. A building set back of between 3 and 6 metres will provide a definition to the street edge while still providing space for pedestrian circulation and landscaping.
- New developments of multiple retail outlets should be laid out with an internal circulation pattern (such as a grid) that allows for logical movement throughout the site that will accommodate intensification and/or redevelopment over time.
- Retail units should be built back-to-back when possible to create street blocks with active store frontages on all sides. Retail alleys can be used to connect the street with parking areas behind buildings.
- Plan the site to include areas for temporary snow storage and utility boxes.



Drive-Through Facilities

Drive-through facilities are an existing part of the urban fabric within Centre Wellington. While this UDG recognizes the desire for such facilities, limiting their prevalence within the highway commercial areas will assist in further developing a pedestrian friendly streetscape.

Drive-through facilities should follow the same principles of building style, placement, and scale as outlined within the various guidelines for Highway Commercial Areas. They should also adhere to the guidelines relating to parking and the pedestrian circulation. Drive-through facilities should:

- Site buildings close to the front property line.
- Be designed to reflect the existing community context and compliment the existing building stock and take cues from the architectural vernacular of the downtown commercial areas, as well as some of the industrial heritage forms that remain, in relation to building style, character, massing, scale, and proportions.
- Ensure all drive-through lanes and stacking lanes, as well as parking are located to the rear of the building site and are adequately buffered from the public realm and adjacent residential development. Avoid stacking lanes within the front or exterior side yards of a property. Stacking lanes should not wrap around a building.
- Where feasible, locate driveways into the site away from street intersections and minimize the number and width of driveways to limit pedestrian and vehicular interactions.

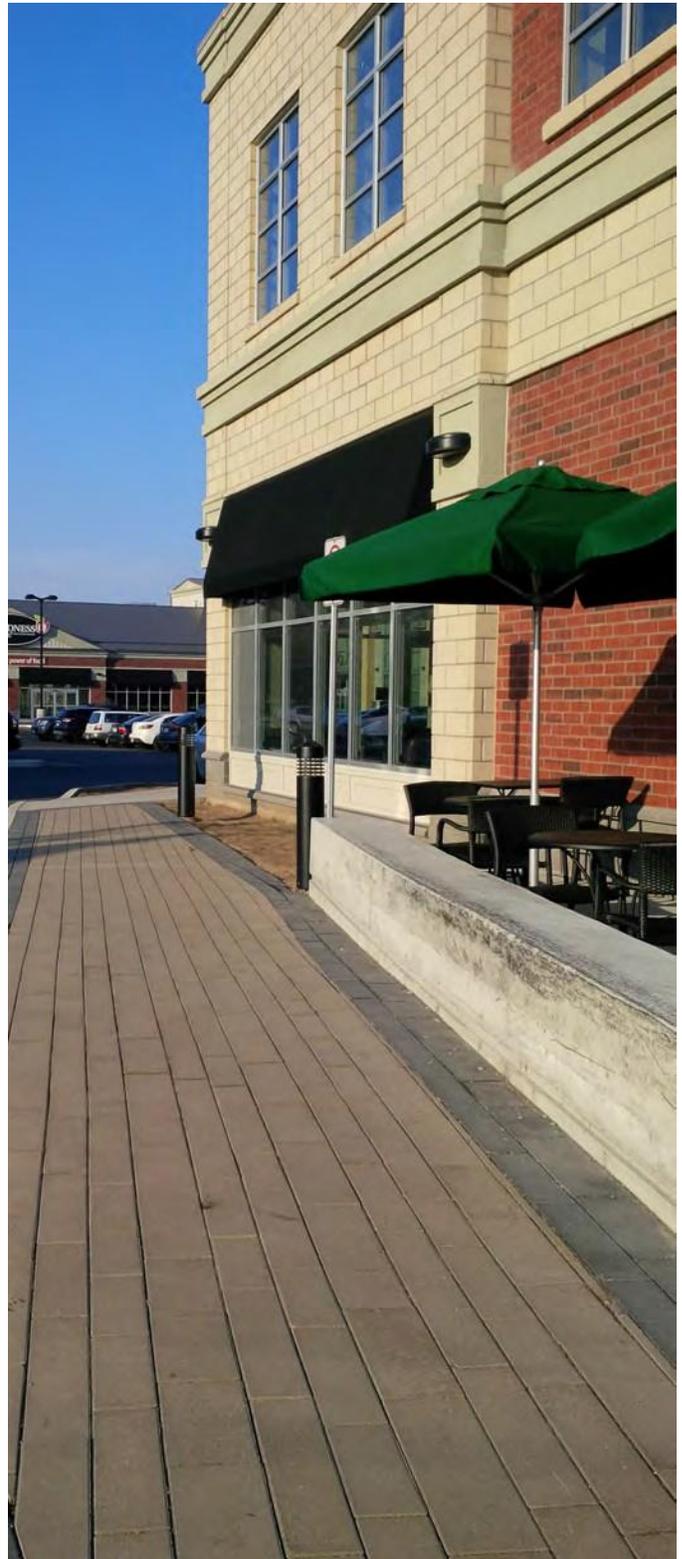
FAÇADE IMPROVEMENTS

Goal: Existing patterns and rhythms of the historic downtown cores and/or general design principles of geometry, proportion and scale should be extended into highway commercial areas so that the sense of place and character of downtown areas resonates across the entire community. Architectural elements should be used to emphasize a pedestrian scaled environment.

GENERAL FAÇADE GUIDELINES

Buildings within HCAs should follow strong design fundamentals of proportion, spacing, and detailing that are generally attractive to the eye and provide visual interest which can facilitate an improved pedestrian experience. The following general guidelines should be applied to any façade improvement project:

- Exterior building walls that face public streets or customer parking should be designed so that there are no large expanses of blank walls. Architectural elements, such as doors, entry areas, display windows, pilasters, columns, horizontal and vertical offsets, material and color variations, decorative cornices, awnings, canopies, murals, and graphics, should be used to break up any stretch of blank exterior wall greater than 25 meters.
- Rooftop equipment, such as heating, venting, and air conditioning units, which are visible from the public right-of-way, shall be concealed.
- A strong visual connection should be maintained between a building's interior and exterior through the use of transparent glazing/windows that allow pedestrians to see into a store's retail space.



MATERIALS AND COLOUR

Building materials and colour highly contribute to the sense of a building's quality and design. Materials and colours selected from a complimentary colour pallet used throughout a streetscape can create a highly unifying and pleasant effect. Materials and colours within HCAs should adhere to the following guidelines:

- Recommended exterior finishes include brick masonry, natural stone, textured concrete masonry units, or a combination of these. Stucco may be used, but should not be the primary finish, and should be used on higher portions of the building, furthest from the ground.
- Exterior finishes that use only plain concrete block, plain concrete, predominantly metal, plywood, sheet pressboard and other similar materials are strongly discouraged. Vinyl and metal siding materials are strongly discouraged, as is the use of 'faux' materials that are a poor imitation of natural stone or brick.
- Façade colors shall be low reflectance, subtle, neutral or earth tone colors. Brick and stone façades should remain in their natural state and not be painted. The use of high intensity colors, metallic colors, or fluorescent colors is prohibited.
- Building trim and accent areas may feature brighter colors, and should complement the base colours of the façade, and should preferably be used to accent architectural features (such as window or door frames, pillars or columns, sign lettering) on the façade.
- Color should be used to highlight interesting architectural features without disrupting the predominant architectural patterns and/or character along a commercial corridor.
- Appropriate materials for roofing include slate, asphalt shingles, and metal selected from a natural colour palette. Primary colours for roofing are not permissible.



Signage

Commercial or business signage within the HCAs should allow each business to clearly identify itself and its goods and services, while being compatible and complimentary to the fabric of the community. Guidelines for signage within HCAs are as follows:

- All signage should complement the character and scale of both the community and building.
- Buildings should be designed or retrofitted to include defined spaces to accommodate signs which respect building scale, architectural features, community character, and signage uniformity.
- A consistent design for building signage should be applied to the whole development to ensure a cohesive image.
- Ground mounted signs should be located in areas that accommodate pedestrian circulation and should integrate landscape features.
- Ground mounted signage should coordinate with the building character primarily, preventing corporate images or colors from dominating the site.
- Signage for multi-tenanted buildings or shopping areas should divide sign space equally between retailers.
- The guidelines above for Materials and Colours should also be applied to all signage.



Storefront and Signage Lighting

Practically, exterior building lighting extends the life of a streetscape into the night-time hours, as well as can provide an additional sense of security, with additional illumination of the street and business entries. Well-designed lighting can also add visual interest to a building and a streetscape. Exterior building lighting should:

- Be consistent with the storefront and surrounding character of the retail area and/or community in scale and style. Fixtures should enhance and compliment a building's architectural details.
- Attract attention to signs, store information, or building details, but not to itself.
- Not include Blinking, flashing, or neon lighting.

Lighting for signage should be:

- Implemented to illuminate storefront signage and ground mounted signage.
- Oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover.
- Designed to incorporate spotlighting that enhances the visibility of the sign, as well as the architectural character of the building; backlit signage is strongly discouraged. Repetition of individual light fixtures horizontally along a building's façade can break up large expanses of blank wall and create a more pedestrian-friendly experience.



Entryways

A retail or office entryway should be designed to give orientation and aesthetically pleasing character to the building. Entryways in highway commercial areas should be well defined and highly visible. In general, entryways should:

- Incorporate architectural elements, such as canopies, overhangs, recesses, outdoor patios, landscaping, or display windows to create a highly visible feature to passersby.
- Place display windows and all-day usages (such as a café within a big-box retail outlet) by entrances to animate the storefront and adjacent streetscape or sidewalk.
- Provide cover to protect pedestrians from weather and wind.
- Separate entryways should be provided for each individual tenant in multi-tenanted buildings.
- A sidewalk should be provided along the full length of any large retail building along a façade with a customer entrance or that face a parking area. Planting beds within the sidewalk (if the width is sufficient) or against the building façade is encouraged.



