

3.0

MIXED USE CORRIDORS

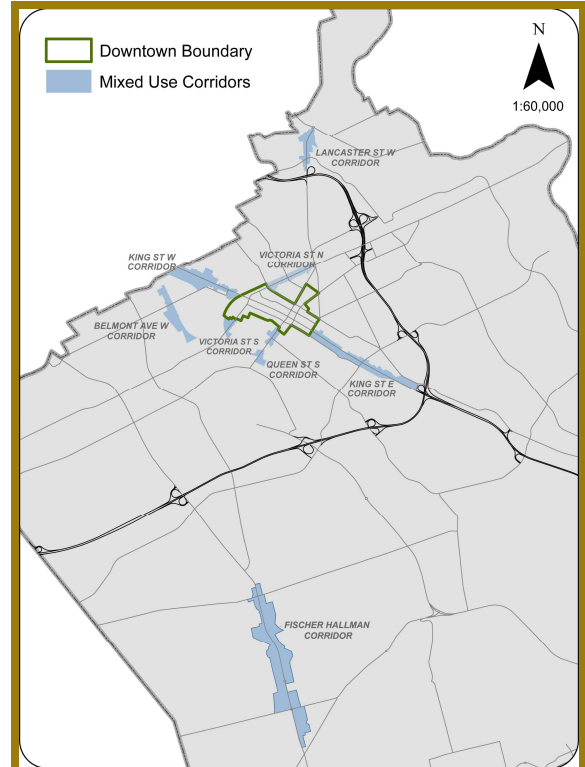
Introduction

Over the past two decades, the City's planning approach has been to encourage stability in the interior of the downtown area neighborhoods, and direct new development to arterial roads leading to and from the downtown. In 2001, the City of Kitchener completed a major review of its commercial policy structure and created a new commercial policy based on a nodes and corridors planning model. The commercial policy includes eight Mixed Use Corridors identified on the Location Map, and include: Belmont Avenue (Upper & Lower); King Street (East & West); Lancaster Street; Queen Street; Victoria Street (North & South); and Fischer-Hallman. The City's Official Plan encourages intensification in the corridors with a high level of urban design provided in a Design Brief.

The Mixed Use Corridor Design Brief expands on the City's Urban Design Manual general guidelines and clarifies the City's design and development expectations in the corridors. The Design Brief should be coordinated with other City and Regional initiatives such as the City's Downtown Strategic Plan, the City's Culture Plan, applicable Heritage Conservation District Plans and Regional initiatives including road reconstruction projects.

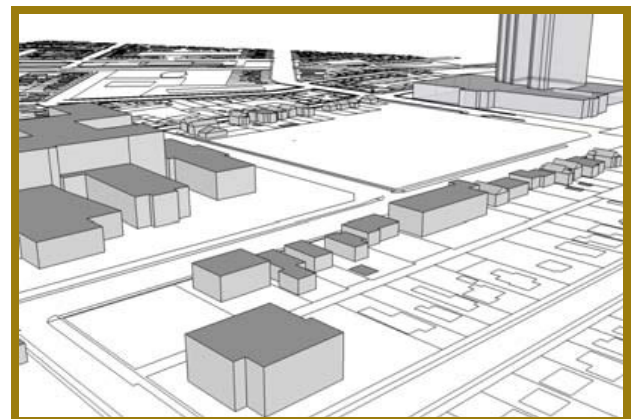
Existing Conditions

The Mixed Use Corridors share several characteristics that provide a framework for new development strategies briefly noted below. Generally, the Mixed Use Corridors are located on or near major transit routes in City's central neighbourhoods or at entrances to the City. The public and private realm should be designed to support transit. Buildings are generally located close to the street however vary in height and density. New development should maximize development opportunities, yet be compatible with surrounding land uses and built form. The corridor streets are characterized by standard street light fixtures and narrow sidewalks. A new design approach, with greater public investment, will be required to create pedestrian streetscapes. Even though the opportunities for growth vary in scale and timing along any given corridor, each corridor has significant redevelopment and infill potential.

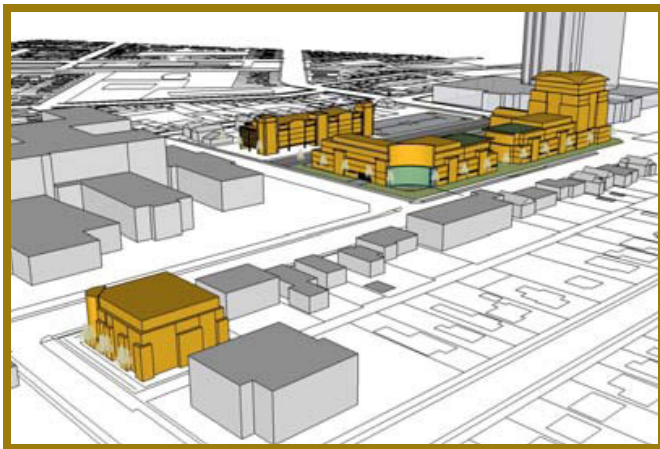


The Mixed Use Corridors are located within the inner city on, or near, major transit route including the Regional Central Transit Corridor.

The Region of Waterloo is proposing a rapid transit system along the Central Transit Corridor proposed through the Regional Growth Management Strategy (RGMS). Current and future transit initiatives should be reviewed in context of the City's Mixed Use Corridor Design Brief, and special design studies may be required to address specific design issues and linkage opportunities.



Existing built environment with redevelopment opportunities.



Redevelopment concept illustrating transit oriented development with desirable transition in built form.

General Vision

Over time, it is envisioned that the Mixed Use Corridors will intensify with transit supportive uses which are well integrated with surrounding neighbourhoods and provide a high quality public realm designed for people.



Great streets, such as the Champs Elysees in Paris, are designed for people and are remembered (Project for Public Spaces).

Design Objectives

The Mixed Use Corridor guidelines indicate the City's design and development expectations in the public and private realm. Future development in the Mixed Use Corridors is expected to satisfy the following design objectives:

- Encourage compact urban form and promote intensification;

- Maintain human scale form and compatible development;
- Achieve high quality building and landscape design that contributes to a sense of place and corridor identity;
- Create walkable, transit supportive environments, and;
- Promote civic design and the creation of a high quality public realm that inspires innovation, creativity and corridor identity.



Great streets, including many streets in Portland Oregon, encourage participation and are physically comfortable (Jon Winslow, Project for Public Spaces).

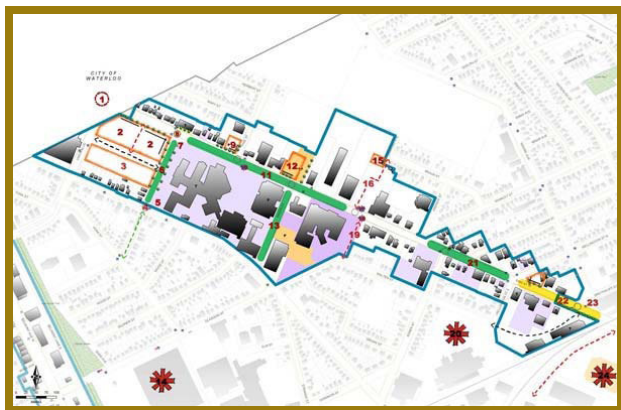
Design Brief

The Mixed Use Corridor Design Brief is organized into the following two sections:

- General Corridor Guidelines: This section provides a comprehensive range of design guidelines to assist with the future redevelopment of the Mixed Use Corridors. Guidelines relate to: public realm; gateway features; built form; building design; parking; transit; landscape design; lighting; signage and land use.
- Corridor Design Strategies: This section provides a unique design strategy for each mixed use corridor based on a general vision statement, specific design strategies and detailed design

guidelines illustrated on the corresponding design plan.

Each Corridor Vision will be implemented through various strategies such as the development review process (site plan approval), road reconstruction projects, the urban design capital budget, site specific zoning regulations, and special capital projects. The Design Brief is intended to be flexible, and should guide development without being overly prescriptive.



Each corridor has a specific design plan which provides a strategy to improve the public realm and encourage a desired built form and environment.

Introduction – General Corridor Guidelines

Over time, it is envisioned that the Mixed Use Corridors will intensify with a broad range of uses, and have attractive urban streetscapes that encourage walking, cycling and transit use. The General Corridor Guidelines section contains guidelines related to: Public Realm; Gateway Features; Built Form; Building Design; Parking; Transit; Landscape Design; Lighting; Signage; and Land Use.



Major transit corridors, such as Orenco Station in Portland, have pedestrian oriented streetscapes and transit supportive development (Fregonese Calthorpe & Associates)

Public Realm

The public realm is a major structural element in any city. The public realm represents over 25% of city land use area, and includes roadways, pedestrian linkages, parks and open spaces, semi-public spaces and accessible parts of public buildings. The quality of public realm also contributes to quality of life, community health, walkability, sense of place and adds economic value. A significant component of the public realm is the streetscape, which includes the distinguishing elements of the street and the building facades facing the street. The following guidelines apply to the public realm:

1. **Block Size & Connectivity** – Future land parcels and development blocks should be compatible with surrounding block sizes and incorporate an interconnected street network and pedestrian linkages to encourage shorter walking distances. Landscaped refuge islands are encouraged along long blocks.



Landscaped refuge islands improve corridor connectivity and are encouraged along long blocks.

2. **Green Infrastructure** – Integrate existing natural systems, and introduce new green infrastructure to increase environmental benefits and interaction along the corridors. Techniques may include natural system restoration, improved trail connections and accessibility to park/urban spaces, new public places, green roofs, sustainable building technologies and substantial corridor trees.
3. **Park Spaces** – Improve urban quality by upgrading, or providing new city park spaces and clearly defining park entrances through vertical elements. Provide a range of pedestrian amenities, such as formal and informal seating areas and bike parking. Consider opportunities to integrate public art. Improve access to park spaces through new trail and pedestrian linkages.
4. **Public Urban Spaces** – Provide a range of public urban spaces along major transit corridors, such as urban gardens, urban parkettes, squares, plazas and courtyards. Encourage new public spaces for large development projects, underserved areas and major transit stations. New public spaces should be at grade with City sidewalks, be multi-functional and multi-seasonal and include hard and soft landscape elements, creative light fixtures, interactive elements, and formal and informal seating areas.



Successful urban public spaces are fully accessible and include coordinated street furniture and interactive elements.



Successful urban streetscapes are designed for people, and include street trees, coordinated street furniture, generous sidewalks and attractive facades.

5. **Streetscape Design** – Public streets should be designed for people and include a well coordinated streetscape defined through the following elements:
 - (i) **Road Right of Way** – This area includes the roadway and the boulevard.
 - (ii) **Roadway** – 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, dedicated bike lane and on-street parking.

- (iii) Boulevard – This area includes items (iv) through (vii) described below.
- (iv) Buffer Zone – This zone provides a buffer against the roadway and parked vehicles, and accommodates sign and utility posts, and snow storage.
- (v) Landscaping and Site Furnishing Zone – This zone provides a buffer between pedestrians and vehicular traffic. Street furniture, trees, and other fixed objects should be located in this area and aligned in a manner that maintains the pedestrian clearway zone.
- (vi) Pedestrian Clearway Zone – This zone is designated for pedestrian and barrier-free movement. This zone should be clear of obstructions and be of sufficient width to accommodate pedestrian traffic.
- (vii) Land Use Transition Zone – This zone acts as a setback from the pedestrian clearway to the building frontage. Depending on the space available, this zone may accommodate outdoor displays, street furniture, and landscaping, and spill out spaces for patios and retail.

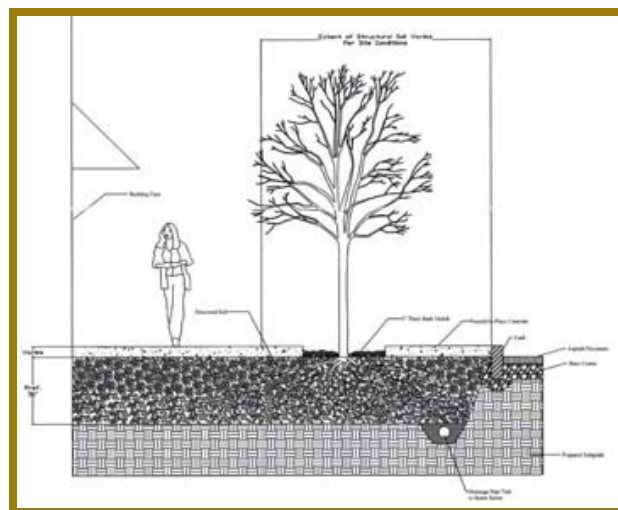


A pedestrian oriented streetscape includes a well defined buffer zone (iv), a pedestrian clearway zone (vi) and land use transition zone (vii).



A hard surfaced site furnishing zone creates a wider sidewalk zone and is recommended along narrow roadways.

- 6. Street Trees – Structural soil allows for healthy root growth and is recommended for trees planted in urban areas.



Structural soil is a special growing medium that improves tree survivability in urban conditions (Cornell, Urban Horticulture Institute)

- 7. Street Furniture – Street furniture and light fixtures should be coordinated in design, colour and scale. Street furniture should be well organized and designed to minimize streetscape clutter.
- 8. Bicycle Parking – A range of short term and long term bike parking should be provided at appropriate locations in the amenity and landscape zones, public spaces, transit stations and major employment centres and public/institutional buildings. The ring and post is

preferred in the public right of way and the inverted U rack is preferred at major transit stations.

9. Streetscape Themes – Unique streetscape themes should be explored in each corridor, and may be defined through custom banners, public art displays, historical/cultural references, artistic signage, landscape features, similar building forms and architectural styles/treatments.
10. Private Realm – New development is expected to contribute to public realm quality through human scale development, articulated and attractive building facades and appropriate landscaping features that contribute to the public realm and corridor themes/identity.
11. Utilities – Overhead, and at-grade utilities should be buried during all road reconstruction projects with priority given the King Street. Underground conduits should also be considered during reconstruction projects. Buildings facing over head hydro wires are subject to electrical and safety setback requirements, and may require alternative massing solutions.

Gateway Features

Gateways provide a principal entrance into a neighbourhood or district and are often located at major street intersections. Gateways may also be defined through landmark buildings, special landscape features, unique public spaces, major transit stations and other vertical elements. Gateways may be defined through a variety of techniques including coordinated building design, special landscape features and creative public spaces. Gateways proposed near downtown districts must be coordinated with the Downtown Strategic Plan. The following guidelines apply to the public and private realm:

1. Building Form & Orientation – Buildings should frame the street intersection and incorporate vertical elements and creative building massing to accentuate the intersection.
2. Building Design – Main building entrances should be oriented towards the intersection. Gateway buildings should incorporate higher quality design and distinctive architectural treatments such as

contrasting building materials and vertical elements. Gateway buildings should include signage that complements surrounding gateway building themes or complements the architectural style of the building.



Gateway intersections can be reinforced through creative building forms and articulated building massing.

3. Landscape Designs – Gateway intersections or entrances may be defined through special hardscape elements, contextual landscape features, or new landscape features.
4. Public Art – Public art features enhance the public realm and should be considered at major gateways, public spaces and large institutional projects. Features may include sculptures, industrial artifacts, artistic signage, murals, decorative fencing, paving patterns, and interactive elements such as lighting, water, mist and sound. Public art opportunities should be co-ordinated with the City's Culture Plan.



Gateway entrances can be reinforced through public art, such as "Animanimus" by Ted Fullerton located on King Street at Madison Avenue.

5. Special Crosswalk Treatments – Special crosswalk treatments are encouraged at gateway intersections. Ladder crosswalks are encouraged at major transit intersections located along the Central Transit Corridor. Alternative crosswalks are encouraged in other locations. Decorative crosswalks are preferred in commercial villages or heritage districts.



A ladder crosswalk treatment clearly identifies pedestrian space and is encouraged at major transit intersections.



Decorative crosswalks and tight curb radius are preferred in alternative locations such as heritage districts.

6. Special Lighting – Consider complementary mid-pole luminaires at gateway intersections to improve pedestrian lighting and streetscape appearance.

Built Form

Built form is a function of density, height and floor size. In an urban context, mixed use corridors should have a compact urban form which generates a sense of street enclosure, optimizes the use of land and includes building forms which are compatible with the surrounding buildings. The following guidelines relate to built form:

1. Building Placement – New buildings should be located close to the street to create a consistent built form pattern and reinforce the street edge with subtle variations in setbacks for open space opportunities. A consistent building setback is encouraged for similar scaled buildings. Increased setbacks may be considered for unique site conditions, prominent views, pedestrian activities or taller buildings (over 10 storeys). Additional side and rear yard setbacks may be required on tight infill sites to meet Ontario Building Code spatial separation requirements.



A compact urban form is created when buildings are located close to the street, and frame intersections on corner lots.

2. Corner Sites – Buildings should be located close to the intersection and may require alternative building forms to address irregular lot shapes. Wrap around drive through lanes are not appropriate in mixed use corridors. Corner sites

should also be reinforced with greater building heights to emphasize the intersection.



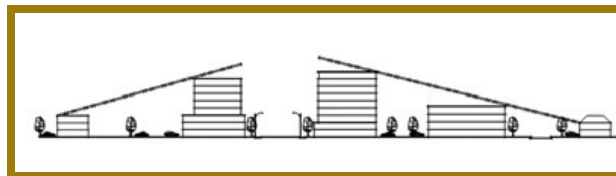
Alternative building forms may be required at corner intersections to reinforce the street edge.

3. **Street Enclosure** – A consistent, urban street enclosure, is recommended for each corridor ranging from a minimum 1:4 height-to-corridor width ratio to a maximum 1:1 height-to-corridor width ratio. Some variation in form is expected along long corridors and gateway intersections.



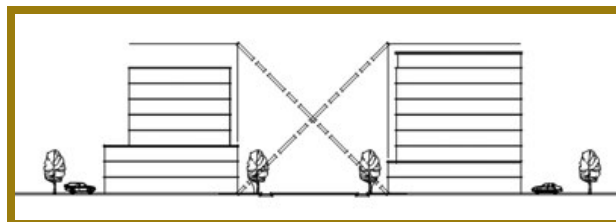
Street enclosure is generated through the building height-to-corridor width ratio, which represents the ratio of building height to the distance separating building facades on either side of the street.

4. **Neighbourhood Transition** – The greatest height and massing should be located along primary corridor streets and internal to large development sites. Each corridor should also have a defined transition in built form between taller buildings located inside the corridor, and the lower-rise buildings located in the surrounding neighbourhoods.



A transition in building heights contributes to a compatible built form.

5. **Building Height**: Building height generates street enclosure, and should be compatible with surrounding buildings and district character. Single storey buildings will be discouraged, particularly along two storey streetscapes. A low to mid-rise form (2-8 storeys) is encouraged in all corridors subject to appropriate transitional measures and massing. High-rise forms (over 8 storeys) are encouraged for large redevelopment sites, gateway intersections on major corridor streets and near major transit stations. Maximum building heights should be designed in proportion to street width, and should not exceed a 1:1 height to width ratio. Additional height may be considered subject to appropriate shadow impacts, wind analysis, views, skyline impacts and contribution to public realm.
6. **Human Scale**: Buildings should be designed for pedestrian comfort, and have a compatible relationship to surrounding buildings and street proportion.



Human scale development is achieved with a 1:1 height-to-street width ratio.

Building Design

Building design contributes to urban quality, sense of place and contextual fit through the use of appropriate massing, scale, proportion, rhythm, architectural elements and material. New buildings should be designed to reinforce the street edge, improve streetscape appearance, be compatible with

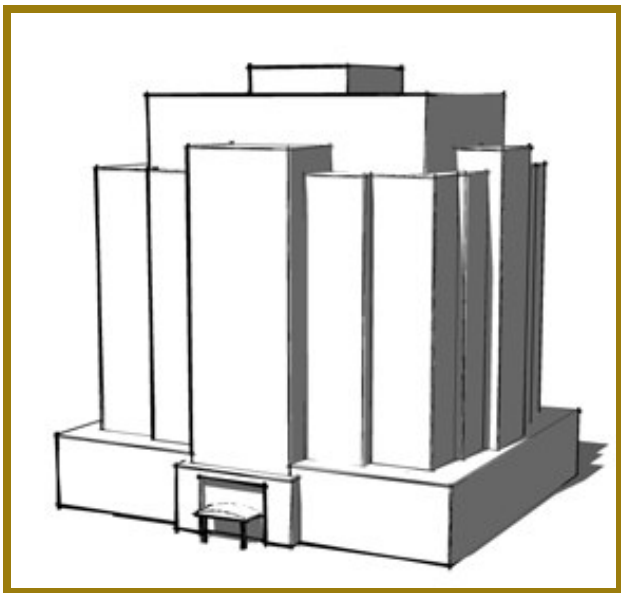
surrounding buildings and maintain a human scale form.



Well designed buildings and landscaping contribute to urban quality.

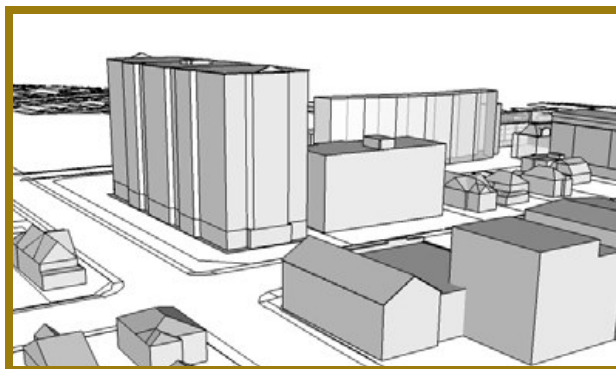
The following guidelines apply to building design:

1. **Massing** – Building mass refers to a building's physical form, which includes roofline, wall plane and rhythm. New buildings should respect surrounding building forms, and maintain compatibility through various design techniques such as building stepbacks, terracing, roof line articulation, and architectural detailing such as belt courses, cornices, fenestration and colour. Taller buildings should be designed with a strongly defined base element, an articulated middle section and articulated top section.



Taller buildings should have a clearly defined base section, an articulated middle section, and sculpted top section.

2. **Low-rise Buildings (1-3 storeys)** – Street facing elevations should express an articulated base section with emphasis on design details and compatible rooflines. Mechanical equipment should be screened from public view.
3. **Mid-rise Buildings (4-8 storeys)** – Mid-rise buildings should be designed with defined base, middle and top sections with emphasis on façade and roofline articulation. Elevator penthouses will be carefully integrated into the building design. Slab forms may be appropriate subject to providing a well defined base section and articulated building facades. Building stepbacks may be encouraged to maintain an established street edge form.
4. **High-rise Buildings (over 8 storeys)** – High-rise buildings should be designed with a base section that contributes to the pedestrian environment, an articulated middle section to reduce the appearance of bulk and a sculpted top section that contributes to an interesting skyline. A transition in building height is encouraged along each corridor, particularly adjacent to other high rise buildings. Taller buildings are encouraged at corner intersections, and a variety of techniques may be used to reduce bulk, including building stepbacks, terracing, articulated base sections (podiums) and modulated facades. Tower forms are preferred to reduce bulk and shadow impacts.



Building heights and rooflines should vary to create an interesting skyline and provide a sense of transition along corridors.

5. **Building Façades** – Active ground floor facades are encouraged, and may include increased window openings, canopies, projecting or artistic signage, subtle wall projections and architectural details. All facades should be designed to reduce the appearance of bulk, contribute to corridor themes or character, screen mechanical equipment and contribute to interesting skylines. Similar façade treatment is expected on side and rear elevations.



Streetscape quality is improved through articulated facades and architectural detail.

6. **Key Locations** – Higher quality design will be expected of new buildings located at gateway intersections, in proximity to heritage buildings and terminating vistas.



Building design can improve pedestrian comfort through human scale lighting and canopies.

Parking

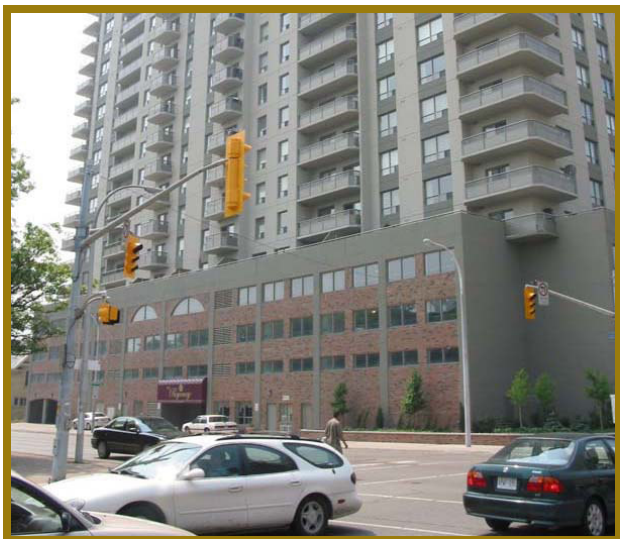
An urban built form is created when buildings are located close to the street and any surface parking is provided in the side or rear yards. Off-street parking should be located in the interior side and rear yards, and on-street parking opportunities should be explored during road reconstruction projects. The following guidelines apply to parking:

1. **Location** – Any surface parking areas will be located in the side and rear yards. Front yard parking will be considered only for sites with unique site conditions.



An urban condition is created when buildings are located close to the street and parking is provided in side or rear yard.

2. **Screening** – Parking areas will be screened from public view through landscaped buffers, low architectural screen walls or decorative fencing. Decorative fencing with limited landscaping is preferred on tight urban infill sights. Landscape islands and clear, direct, pedestrian linkages will be required for larger surface parking areas.
3. **Underground Parking** – Underground parking is preferred for large, intensive development projects.
4. **Podium Parking Structures** – Podium parking structures may be considered provided they are well integrated into the building design, and include vertical and horizontal articulation, canopies, articulated entrances and appropriately scaled landscaping. Active uses are encouraged at the ground floor street face.



Podium parking structures require a variety of design features such as canopies, articulated massing and large street trees, to create an active pedestrian streetscape.

5. **Parking Structures** – Parking structures should be integrated into the streetscape through articulated building facades, pedestrian scale lighting, and landscaping features. Active uses are encouraged at the ground floor street face.



Public parking structures may be enhanced through landscaping elements, pedestrian scaled lighting and articulated facades.

6. **On-street Parking** – On-street parking opportunities should be explored during design of road reconstruction projects. Curb extensions should be considered, and may contain landscape features or streetscape elements.



Public parking structures with grade related uses improve streetscape appearance and function.

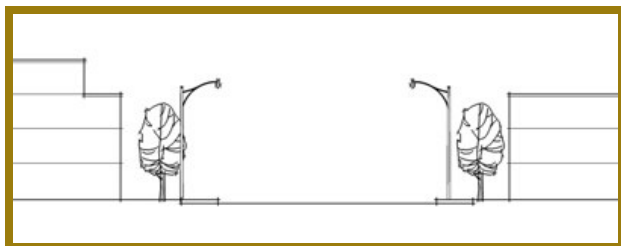
7. **Parking Requirements** – Reduced parking standards should be considered, and implemented through future zoning initiatives, to encourage compact development and support transit usage, particularly for multiple dwellings, mixed use buildings, and in proximity to transit stations. Reduced parking standards should also be considered on a site specific basis for development applications proposing car sharing programs or commuter option programs such as corporate transit passes or shared parking arrangements.
8. **Design Solutions** – Alternative design solutions, such as tandem parking spaces for additional spaces above required numbers in multiple dwellings, should be considered to encourage compact development.
9. **Bike Parking** – A variety of bike parking opportunities should be provided in urban corridors, including the amenity zone (ring and post rack), trail entrances, near transit shelters and indoor bike rooms for secure storage in large residential and employment buildings.

Transit

The Mixed Use Corridors are located on, or near, major transit routes and have the greatest opportunity to attract transit supportive development when buildings and entrances are located close to the street and surface parking is provided in the rear. This type of development reduces car dependence, creates interest along the street and encourages greater

housing choice. The following guidelines apply to transit oriented urban design:

1. Land Use – Pedestrian oriented land uses, such as specialized food stores, restaurants, personal services, offices and retail are encouraged along major transit routes and near major transit stops and stations. Encourage increased densities at major transit stations.
2. Built Form and Building Design – Locate buildings close to the street to minimize walking distances to transit stops and stations. Improve pedestrian interest and activity through high quality building design and window openings.



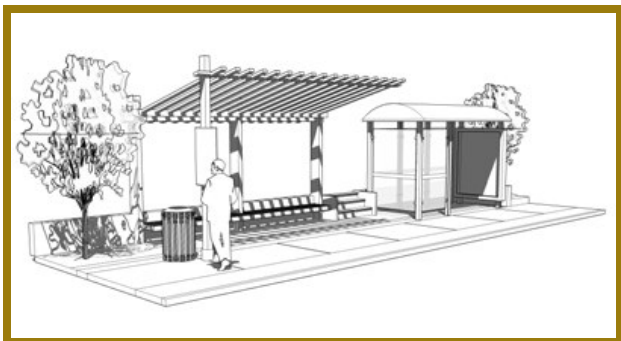
Transit-supportive development occurs when buildings and entrances are oriented to the street and parking is provided in the rear.

3. Bicycle Parking – Provide bicycle racks in close proximity to transit stops and stations.
4. Transit Stop Locations – The maximum spacing interval should be 250 metres. Consider curb extensions along major corridors to improve transit customer safety.



Transit stops should be integrated with site development and include high quality pedestrian amenities.

5. Transit Amenities – Provide pedestrian amenities such as waste receptacles, bike racks, outdoor benches and street trees at major transit stops and stations. Coordinate elements with shelter design and bus loading requirements.
6. Transit Shelters – Provide transit shelters at major transit stops and stations. Shelters are preferred behind sidewalks, and may be considered in the Amenity Zone provided sufficient room is available and corner visibility is maintained. Glass shelters may be considered close to the street intersection, and will be evaluated on a site basis. A consistent shelter design is encouraged with opportunities for architecturally enhanced (context sensitive) shelter designs at major transit stops and stations. Shelters should be at grade with sidewalks, and provide openings facing the street. Custom shelter designs should be considered at undersized locations, and may be retrofitted/integrated onto building facades. Glass canopies are recommended.



Consider alternative shelter designs at major transit stops and transit stations.



Integrate transit stops into the right of way through brick retaining walls, concrete or paving stone surfaces and landscaping.

7. Commuter Option Programs – Contact Region of Waterloo Transportation Planning staff to investigate and implement commuter option programs such as corporate transit passes, carpooling benefits and bike parking options.
8. Design Guidelines – Additional guidelines are provided in the City's Urban Design Manual, the Grand River Transit Bus Stop Zone Guidelines, ITE's Promoting Sustainable Transportation Through Site Design, and the Ministry of Transportation's Transit Supportive Guide.

Landscape Design

Landscape design is the aesthetic and functional treatment of the areas surrounding built form, and has a direct impact on urban quality, walkability and streetscape appearance. Landscape design is used to define space, complement building features, create streetscape character and provide buffering. Improving the pedestrian environment will require greater

emphasis on scale, form, line, texture and colour. Landscape guidelines are provided below:

1. Streetscape – A pedestrian oriented streetscape is encouraged along all streets, and should include coordinated streetscape elements or furniture, street trees, variety of plant materials and urban landscape elements.



Pedestrian oriented streetscapes include coordinated streetscape elements, street trees, pedestrian scale lighting, and variety of hard and soft landscaping features.

2. Urban Green -- Promote urban green, such as public spaces, street trees and planting beds, along specific streets.
3. Grass Boulevards – Grass boulevards along residential frontages and historic areas should be maintained, and supplemented with new street trees. Grass boulevard should be complemented with a soft landscape setback.



Grass boulevards soften urban environments and strengthen residential streets and historic neighbourhoods.

4. Urban Boulevards – Urban boulevards may be defined through special paving patterns, street trees with structural soil and soft landscaping materials subject to appropriate maintenance agreements.
5. Public Space – The public realm should include a variety of urban public spaces and gateway features to contribute to an interesting and creative public realm. New public spaces should be located on primary street frontages and be at grade with public sidewalks. New public and semi-public spaces should include an appropriate distribution of hard and soft landscape elements including trees, decorative light fixtures, interactive elements and custom designed street furniture.



Large infill projects require an appropriate balance of hard and soft landscape materials.

6. Private Realm – New development projects should provide an appropriate distribution of hard and soft

landscape materials that contribute to the pedestrian environment and streetscape theme. A hard landscape treatment, with street trees, is encouraged for commercial or mixed use projects. The landscape design should prohibit cars from parking within landscaped setback zones. Lots with reduced setbacks may consider paved surfaces with planters. A softer landscaping treatment with street trees is preferred for large residential projects, commercial buildings abutting residential properties or properties located in historic areas. Street edges may also be defined through decorative fencing.



On narrow roadways, street furniture can be incorporated into the landscape setback zone and can improve streetscape quality.

7. Buffering – Parking and utility areas will be buffered from the street through various techniques including a 3 metre landscaped buffer, architectural screening walls or decorative fences. Alternative fencing, such as vertical board on board fencing with privacy lattice or decorative pillar fencing with landscaping is encouraged for projects abutting stable residential neighbourhoods.

Lighting

Lighting is both a functional and aesthetic component of the streetscape. Lighting affects safety and security, contributes to place making and character, provides clarity of circulation, contributes to building identification and view enhancement. In the public realm, the primary fixture type is the LPE standard. This standard is designed for vehicular traffic at a roadway scale. Alternative standards are required to improve streetscape aesthetics and pedestrian

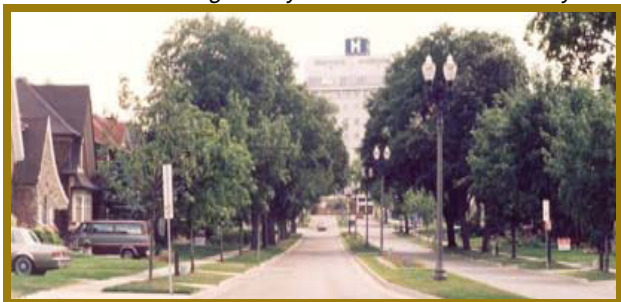
visibility. In the private realm, lighting should be designed to improve luminance for pedestrians and improve streetscape appearance.

The following guidelines apply to lighting:

1. Streetscape – Street lighting should be used as a unifying streetscape element which contributes to the pedestrian environment and civic identity. The design of fixtures should relate to the urban context and contribute to attractive streetscapes. Functionally, semi, or full cut off fixtures with metal halide lamps are recommended to reduce overlighting/glare and improve night time visibility.



Decorative street lights improve streetscape appearance and contribute to gateway entrances and walkability.

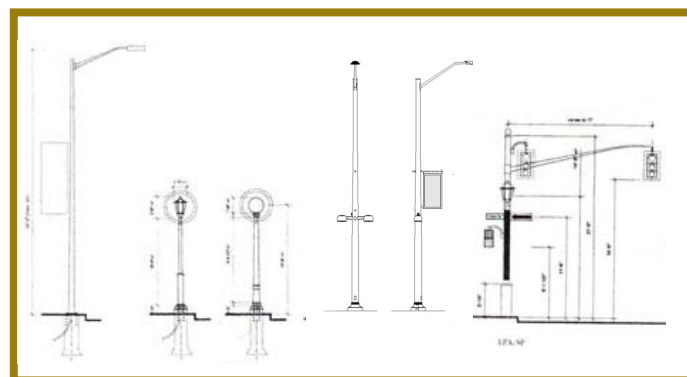


Pedestrian-scale lighting improves visibility along sidewalks and creates attractive streetscapes.

2. Corridor Street Lighting Hierarchy: The following lighting strategy is recommended for the following street types:
 - (i) Mixed Use Corridors – Existing utility poles (LPE standard) should be used to minimize capital costs. Improve streetscape appearance through banners and hanging baskets. Improve pedestrian lighting through enhanced

private realm lighting or midpole luminaire (as per LPC3).

- (ii) Civic Streets – Special lighting (similar to LPC1 or LPC2 standard) is required along civic streets to reflect a historic scale of fixture spacing and height, or establish a village character. Queen Street and the Belmont Corridor could be considered as Civic Streets.
- (iii) Main Streets – Special lighting is required along King Street, the City's and Region's Main Street. King Street is a major transit corridor, and functions as a gateway entrance into the City and the downtown. Special, pedestrian scale lighting is already provided in the downtown. A special light standard is recommended along the King Street corridors to improve lighting for pedestrians and transit users and improve streetscape quality (such as LPC3). A new standard should be incorporated into the Region's Rapid Transit initiative.
- (iv) Gateway Intersections – Specific gateway intersections can be enhanced through mid-pole luminaire attachments (similar to LPA/SP standard).



LPE LPC1 LPC2 LPC3
LPA/SP

The On Lighting Downtown Study provides a lighting hierarchy for the Mixed Use Corridors.

3. Public Spaces – All public spaces should include pedestrian scale lighting with decorative light fixtures.
4. Private Realm – Encourage decorative lighting on all projects. Encourage directional down lighting on building facades located close to the street to improve lumination on sidewalks. Encourage pedestrian scale lighting and decorative fixtures for large development projects, particularly uses that generate high pedestrian traffic.



Decorative pedestrian-scale light fixtures can be used to improve the streetscape quality and create themes.

Signage

Building and site signage comes in many different shapes, sizes, materials and colours, and has a direct impact on streetscape character and quality. All signage should be fully integrated into the building and site design, and contribute to the pedestrian environment through appropriate illumination, materials and size. The following guidelines apply to signage.

1. Streetscape – Building signage should be fully integrated into the façade design and contribute to the building design. Ground signage should

maintain a human scale form, and include appropriate landscape materials.



Streetscape clutter is eliminated when signs are fully integrated into the building design and relate to individual store fronts.

2. Lighting – Directional lighting is preferred over backlit signs to minimize overlighting and glare. Gooseneck lighting, hooded/directional spotlights and other decorative fixtures are encouraged. Backlit fascia signs may be considered provided the fascia board is a darker colour.
3. Preferred Sign Types – Appropriately scaled ground-supported signs, projecting signs, appropriately scaled fascia signs (such as channel text signs and box signs) and awnings are encouraged.



Fascia signs can be used as a building design element.



Channel text signs are appropriate for any building.

- (i) Fascia Signs – Box signs should generally be flat against the building façade, and minimize projection from building walls. Minor projections may be considered to accommodate mechanical requirements. Box signs should not extend across the entire building façade unless they function as a cornice line to define the base section. Corner sites should not have signage which extends across the entire building façades or overwhelms the building. Multiple unit buildings should have separate signage for each unit divided by building columns, pilasters or other elements. Fascia signs should be integrated into the façade and not extend past the roofline. All type of channel text signs are encouraged. Text lettering may extend across the entire building façade. Gooseneck lighting is preferred.



Fascia signs can be integrated into the building design and reinforce corridor themes such as Grand River Hospital.

- (ii) Ground Supported Signs - Smaller scale signs are encouraged (< 5 square metres) and should not exceed a human scale (> 15 square metres). Signs should include low ground cover and plant materials and contribute to streetscape themes through similar style and materials.

- (iii) Window Signs – Glass etching and transparent frosting is preferred.

- 4. Discouraged Signs – Large, intensive signs designed for automobile traffic are discouraged. This may include large back lit fascia signs with lighter tone fascia boards, neon signs, and excessive opaque window signs. Building and site signage should be designed primarily for pedestrians and contribute to the streetscape.



Ground Supported signs should clearly identify business name and be an appropriate size/scale to surrounding corridor signs.

Land Use

The Mixed Use Corridors will create urban environments shall support a range of housing, employment opportunities and provide services to the surrounding neighbourhoods and city residents. The corridors are expected to intensify with transit oriented development, and provide a compatible transition to surrounding neighbourhoods.

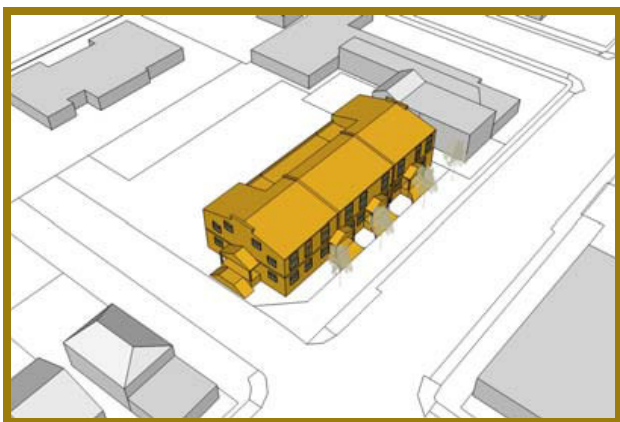


Compact mixed-use buildings are encouraged along transit corridors.

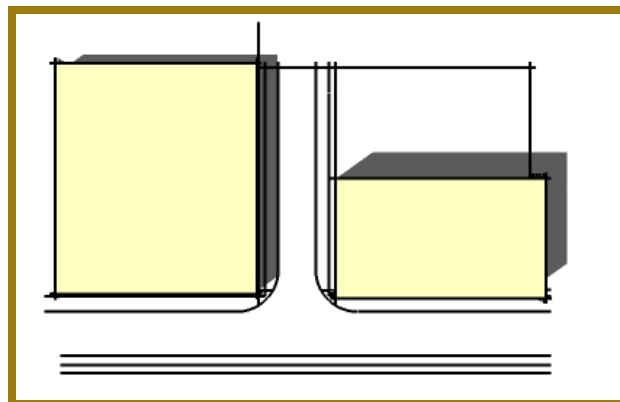
1. Preferred Land Use – Land uses encouraged in all corridors include mixed use buildings (particularly specialized retail and convenience retail), live-work units, compact housing (e.g. stacked townhouses), offices, restaurants and other service oriented uses. Existing single detached houses are encouraged to convert into live work spaces. Specific land uses will strengthen economic clusters and transit use identified in the table below.
2. Density – Higher density uses are encouraged along transit routes, near major transit stops, large development sites and major public spaces. Compact urban form may be encouraged through minimum density requirements.

Land Use	Belmont		King		Lancaster	Queen	Victoria		Fischer Hallman
	Upper	Lower	East	West			North	South	
Banks	✓	✓	✓	✓	✓	✓	✓	✓	✓
Institutional			✓	✓			✓		
Office/Hi-Tech		✓	✓	✓			✓		✓
Office/Medical	✓	✓	✓	✓	✓	✓		✓	✓
Personal Service	✓		✓	✓	✓	✓	✓	✓	✓
Low Rise Residential		✓			✓			✓	
Medium Rise Residential	✓	✓	✓	✓	✓	✓	✓	✓	✓
High Rise Residential		✓	✓	✓		✓			✓
Residential Conversion					✓		✓		
Retail/Specialty Food	✓		✓	✓	✓	✓		✓	✓

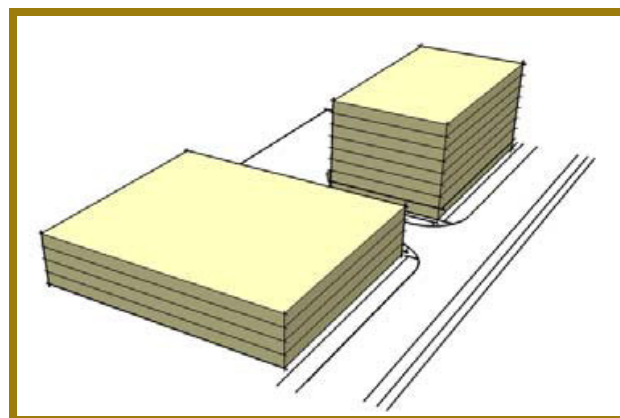
3. Compatibility – Compatibility will be reviewed during the site plan process. Alternative building massing may be required to achieve a human scale form of development.
4. Retail Use – Retail use is subject to Municipal Plan policies. Ground floor retail use is encouraged in any mixed use building fronting major transit routes.
5. Discouraged Land Use – Low density, single storey auto-oriented uses, will not be supported in the Mixed Use Corridors.
6. Zoning By-law – New zoning provisions will be considered to implement the Municipal Plan policies for the Mixed Use Corridors, and address specific urban design guidelines that reinforce human scale development, compatibility, intensification, transit use and high quality building design.



Low rise housing, such as stacked townhouses, can generate an urban density of 60 units per acre with 36% lot coverage and 1.0 x FSR.



A floor space ratio is a term used to calculate density by dividing the total gross floor area by the total site size; sites developed at greater building coverage result in less height.



A site developed at 4.0 FSR may result in a 4 storey building if fully developed, or may result in an 8 storey building if half the site is developed.

3.1 MIXED USE CORRIDOR DESIGN STRATEGIES

This section provides detailed design strategies for each corridor based on a vision statement, specific design strategies and detailed design guidelines illustrated on the corresponding Design Plan.

The vision statement is a conceptual description of how the corridor will look and function in the future. Each vision builds on the existing built form patterns and incorporates neighbourhood assessment analysis and public comments.

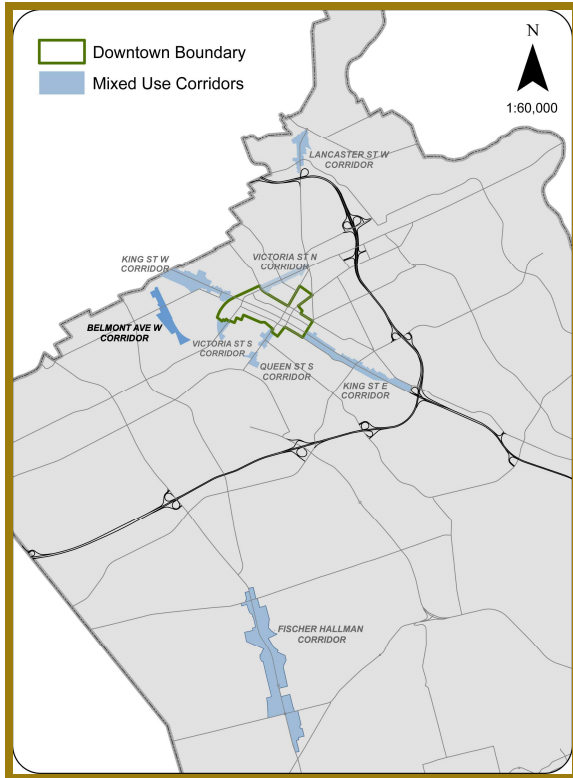
The design strategies are used to implement the corridor vision and provide direction on specific corridor attributes such as branding opportunities, desired built form, preferred land use and signage.

The design guidelines provide detailed design direction for specific public realm improvements, potential development opportunities (identified as redevelopment or intensification opportunities), specific design expectations and linkage opportunities identified on a design plan.

The design plan shows the existing corridor conditions and identifies the corresponding design guidelines. The design plan is anticipated to evolve over time and should be referred to during the development approvals process and road reconstruction projects. In all cases, additional building height may be considered subject to appropriate transitional measures. Specific public realm improvements will be implemented through road reconstruction projects, the City's urban design budget, special capital projects and partnership opportunities. The design plan symbols are identified below.

Design Plan Legend			
Key Symbols		Linkages	
MUC Boundary		Pedestrian	
Gateway		Trail	
Pedestrian Crossing		Vehicular	
Transit Improvement		Lighting	
Proposed Rapid Transit Station		Pedestrian Scale	
Planned/Future Development		Enhancement	
Proposed Streetscape Improvement		Heritage	
Natural Streetscape Building Edge		Potential Heritage Resource	
Street Tree		Listed on the Municipal Heritage Register	
Bus Stop		Heritage Kitchener Inventory of Historic Buildings	
Terminus Site	T	Designated under Part IV of the Heritage Act	
Parking Area	P	Designated under Part V of the Heritage Act	

3.2 BELMONT AVENUE CORRIDOR



Overview

The Belmont Avenue corridor is a unique commercial corridor in the city. The corridor has two distinct sections separated at Glasgow Street. Upper Belmont is located north of Glasgow, and includes Belmont Village, a compact urban village centrally located in the Westmount neighbourhood. The Village provides a range of specialty shops and commercial uses serviced by rear laneways. Lower Belmont is located south of Glasgow, and contains a range of office uses and higher density housing. Both sections have access to public parks and are bounded by the Iron Horse Trail to the east. The corridor has many underutilized properties that could be redeveloped or intensified.

Corridor Vision

The Belmont Avenue Corridor is an urban village that provides a diverse range of shops, offices, services and housing, and has strong pedestrian linkages to surrounding neighbourhoods and the open space system.



Redmond Town Centre illustrates the urban village concept (Robert Steuteville).

Corridor Strategies

- **Land Use:** Encourage mixed use buildings (retail and residential), specialty shops and restaurants in Upper Belmont. Encourage higher density housing, office uses and mixed use buildings in Lower Belmont.
- **Built Form:** Maintain low-rise, compact urban form in Upper Belmont (2-5 storeys with step backs for increased height). Encourage mid-rise forms (3-8 storeys) in Lower Belmont with opportunity for high-rise forms (10 storeys).
- **Building Design:** Maintain flat, or mansard rooflines in Upper Belmont with articulated rooflines (pitched roofs or tower elements) at gateway intersections. Emphasis on articulated facades and window openings in both sections.
- **Parking:** Maintain existing laneway access and locate parking behind buildings. Encourage underground parking for high-rise forms & structured parking for mid-rise forms.
- **Linkages:** Emphasis on pedestrian connections to trail and new linkages to corridor.
- **Streetscape:** Promote urban green. Maintain, and upgrade urban landscape features in Upper Belmont, and encourage softer landscaping treatment in Lower Belmont.
- **Signage:** Encourage small-scale, artistic fascia signage with directional lighting in Upper Belmont

and small scale ground supported signs with landscaping in Lower Belmont.

- Lighting: Civic Street. Short term, add hanging baskets to streetlights in Lower Belmont. Long term, provide pedestrian scale lighting extending from Union Street to train tracks.

Corridor Guidelines

1. Gateway Opportunity: Maintain existing landscape features. Reinforce through special crosswalk treatment, gateway building design and mid pole gateway lighting.



Alternative building designs, such as a corner tower feature, can reinforce gateway intersections and contribute to urban village theme.

2. Redevelopment Opportunity: Vacant 0.18 ha site. Encourage low rise form (2-3 storeys) with tower element. Locate building at intersection and incorporate soft landscape features. Provide pedestrian linkage across site to trail.
3. Public Realm Opportunity: Provide bike parking & public art.
4. Streetscape Strategy: Create secondary façade along rear laneway and public trail. Encourage surface mounted fascia signage with directional lighting.
5. Streetscape Improvement: Replace asphalt surface with decorative paving patterns & provide urban landscape elements.

6. Public Realm Opportunity: Introduce low architectural wall to screen parking area and incorporate appropriate design and signage details. Consider bicycle parking opportunities.



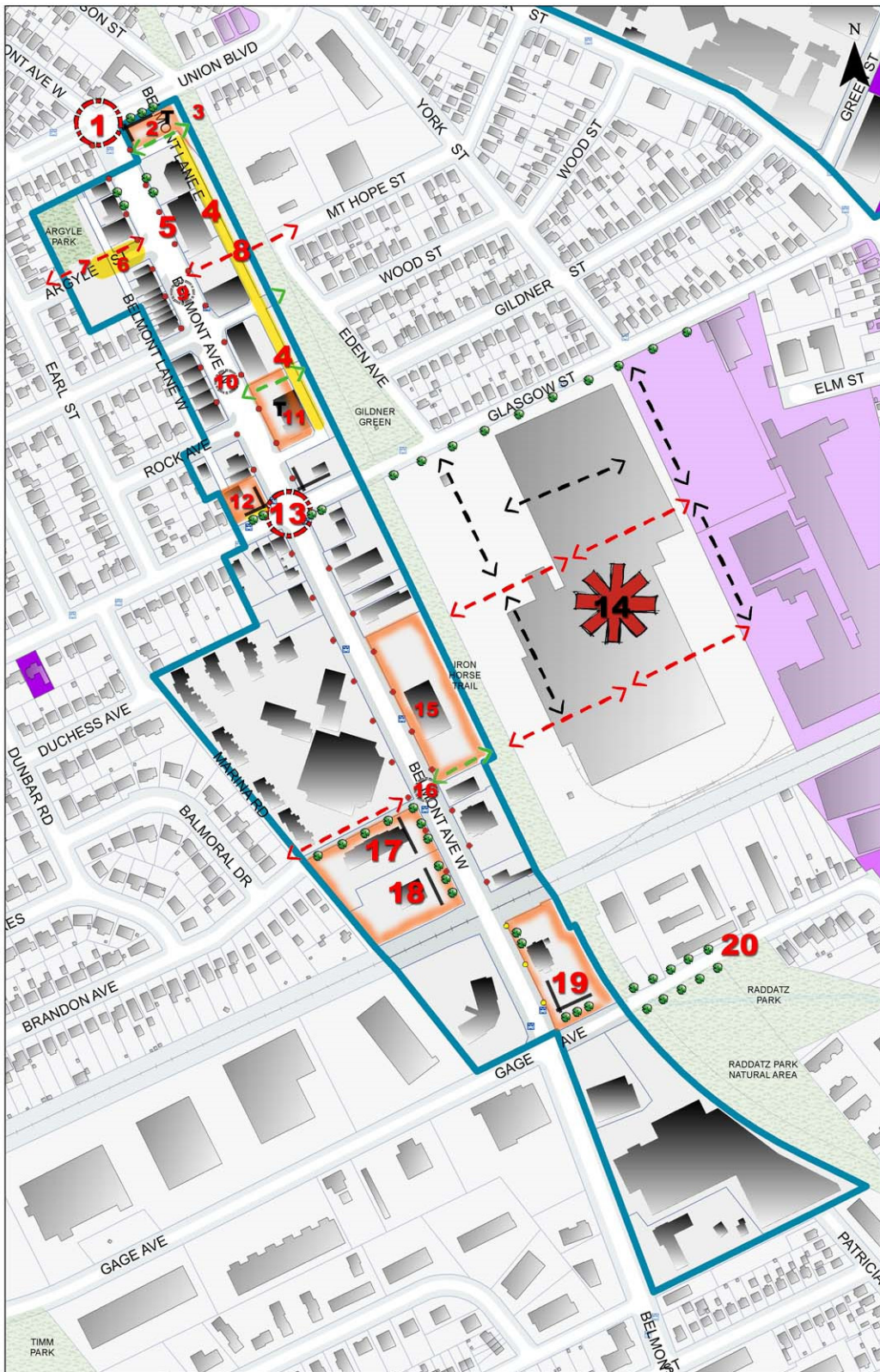
Introduce low brick walls to screen parking areas and reinforce village character in Lower Belmont.

7. Pedestrian Linkage: Pedestrian access. Consider direct, clearly defined route and consider bike parking opportunities.
8. Pedestrian Linkage: Create formal, barrier free linkage to Upper Belmont with public art opportunity and bike parking. Secondary access to King West corridor.
9. Pedestrian Linkage: Improvement. Existing pedestrian refuge island. Consider landscaped island.
10. Pedestrian Linkage: Corridor access. Consider new landscape pedestrian refuge island pending future corridor intensification.

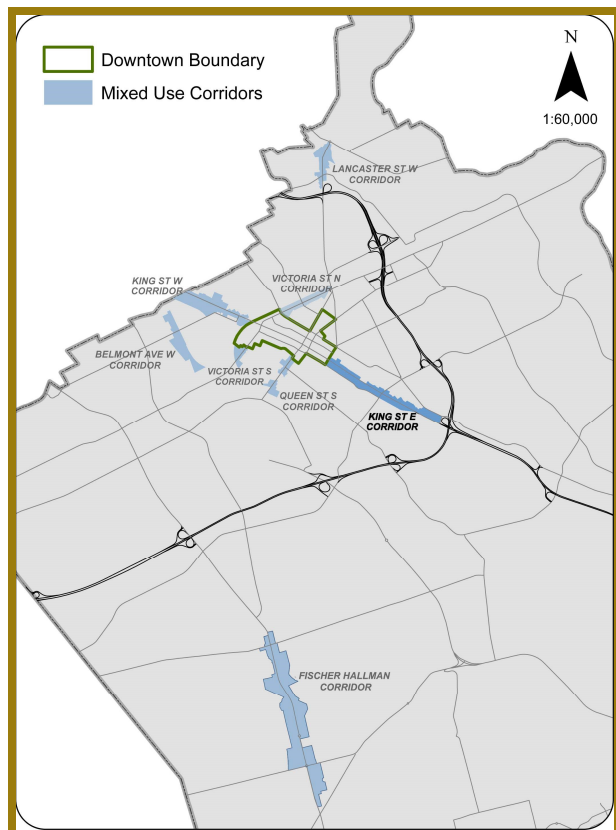


Introduce landscaped refuge islands to complement existing landscape theme and improve pedestrian access across corridor.

11. Redevelopment Opportunity: Underutilized 0.25 ha property. Encourage low rise (3-4 storey) mixed use building. Provide minor step back on top floor if over 3 storeys in height.
12. Redevelopment Opportunity: Underutilized 0.13 ha property. Short term, reinforce street edge through landscaping features and village motifs. Long term, encourage low rise office or mixed use building with articulated roofline. Maintain laneway access.
13. Gateway Opportunity: Emphasize through coordinated landscape treatments, gateway building design and mid-pole gateway lighting.
14. Redevelopment Opportunity: Diamond Capital Lands. Encourage fine grain residential development with integrated public realm hierarchy with multiple accesses to Iron Horse Trail.
15. Intensification Opportunity: Encourage low-rise (2-4 storeys) office intensification with shared parking structure.
16. Pedestrian Linkage: Corridor access. Consider signalized pedestrian cross walk or landscaped refuge island. Provide connection to Iron Horse Trail and implement during Diamond Capital redevelopment.
17. Planned Development Opportunity: Vacant 0.53 ha site. Encourage residential high-rise development (8-10 storeys). Encourage high quality building design with articulated building facades and partially recessed balconies.
18. Redevelopment Opportunity: Underutilized 0.54 ha property. Encourage mid-rise intensification or residential development (6-8 storeys). Emphasis on articulated facades and roofline.
19. Redevelopment Opportunity: Underutilized 0.64ha site. Encourage low to mid rise office building. Place building close to intersection to create formal entrance into corridor.
20. Public Open Space: Reinforce park entrance through improved signage and landscaping treatment.



3.3 KING STREET EAST CORRIDOR



Overview

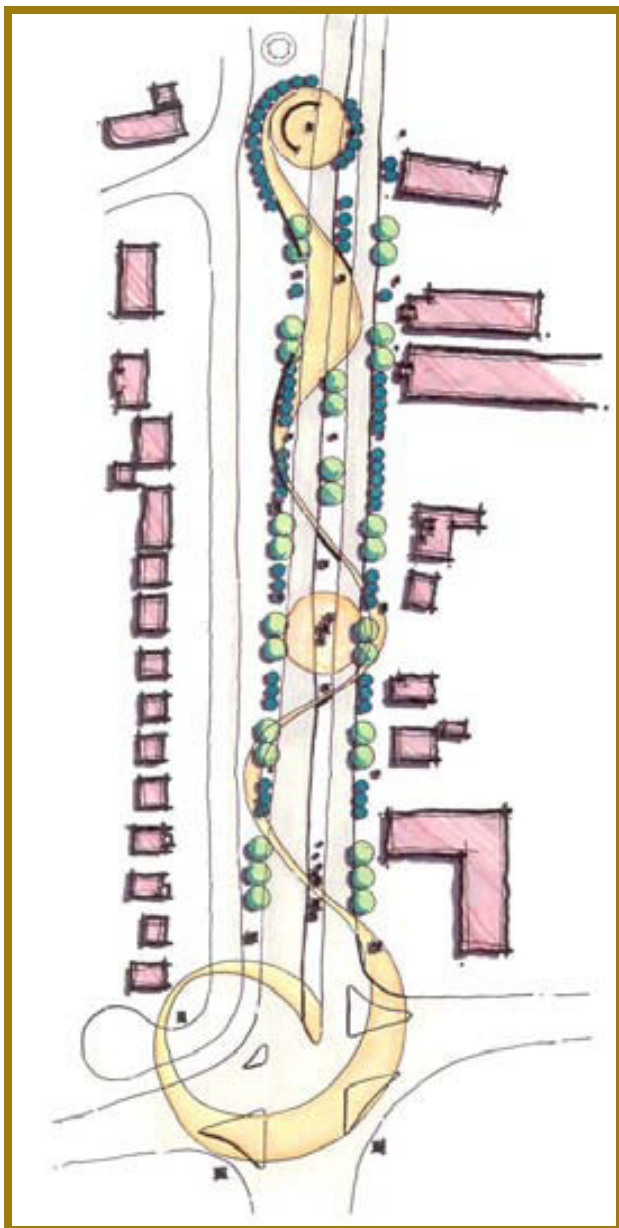
The King East corridor is an urban corridor which functions as a primary entrance into the City and downtown and is located along the Central Transit Corridor. The corridor has a diverse range of land uses, including concentrations of small scale retail/office uses and higher density housing. The corridor has three distinct sections that vary in form, density, and function. The first section is located between Montgomery Road and Ottawa Street. This section provides the principal entrance into the city and is a major traffic corridor. The second section extends from Ottawa Street to Stirling Avenue. This section functions as a commercial corridor and has a low-rise form in a state of transition however, has opportunity to evolve into a strong urban form. The third section extends from Stirling Avenue to Cedar Street adjacent to the Market District. This section provides a primary entrance into downtown and has a compact urban form similar to the downtown districts.

Corridor Vision

The King East Corridor is a compact mixed use corridor that is connected to surrounding neighbourhoods, embraces cultural diversity, celebrates the Grand River and creates a memorable entrance into the city.



Significant gateway features, such as University Street in Montreal, make a dramatic statement in the city.



A strong gateway feature along King Street East would create a dramatic, and memorable, entrance into the City.

Corridor Strategies

- Land use: Encourage mixed use buildings and residential intensification.
- Built form: Encourage low and mid-rise forms north of King Street, and mid to high-rise forms south of King Street on larger redevelopment blocks.

- Building Design: Emphasis on articulated ground floor facades, articulated rooflines and corner buildings.
- Linkages: Improve pedestrian linkages across corridor.
- Parking: Locate surface parking behind buildings or in interior side yards. Encourage underground parking and on-street parking. Consider shared parking arrangements and reduced parking standards.
- Streetscape: Improve streetscape quality through decorative street light fixtures, coordinated street furniture, street trees, and higher quality sidewalk finish. Relocate overhead wires underground through rapid transit initiative. Promote Grand River theme along corridor.
- Signage: Encourage pedestrian scale signage and variety.
- Lighting: Main Street. Introduce decorative street light fixture through rapid transit initiative and consider cultural banner strategy. Consider special street lighting for gateway entrance.

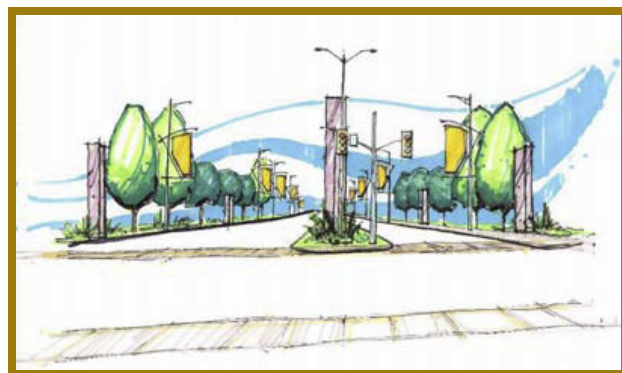
Corridor Guidelines

1. Redevelopment Opportunity. Encourage mid-rise (3-5 storeys), mixed use building on existing property or high-rise form for block redevelopment. Encourage retail uses along ground floor façade. Introduce features that relate to Market District.

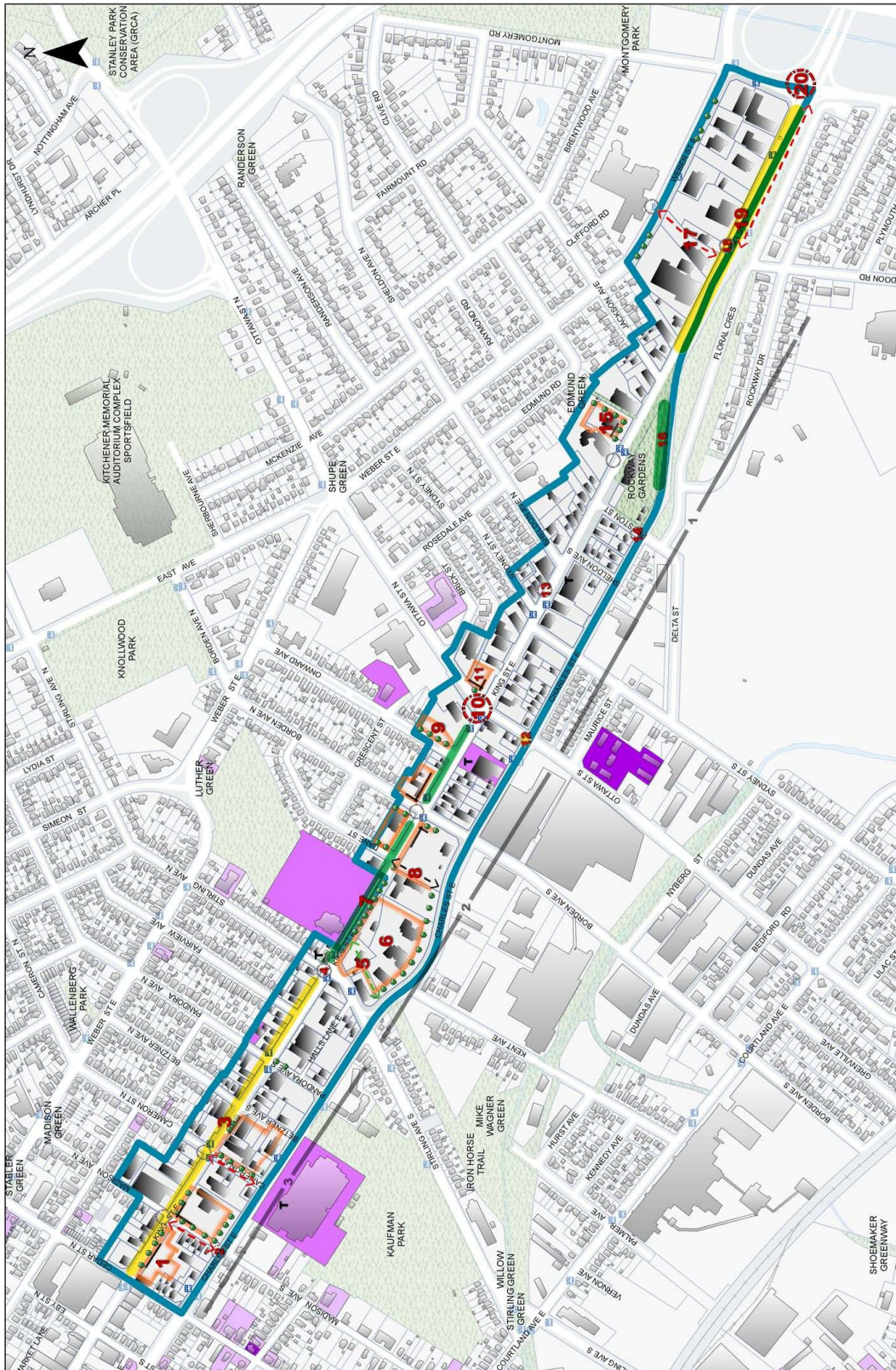


Urban living conditions involve innovative housing forms, a strong relationship to the public realm and attention to design details.

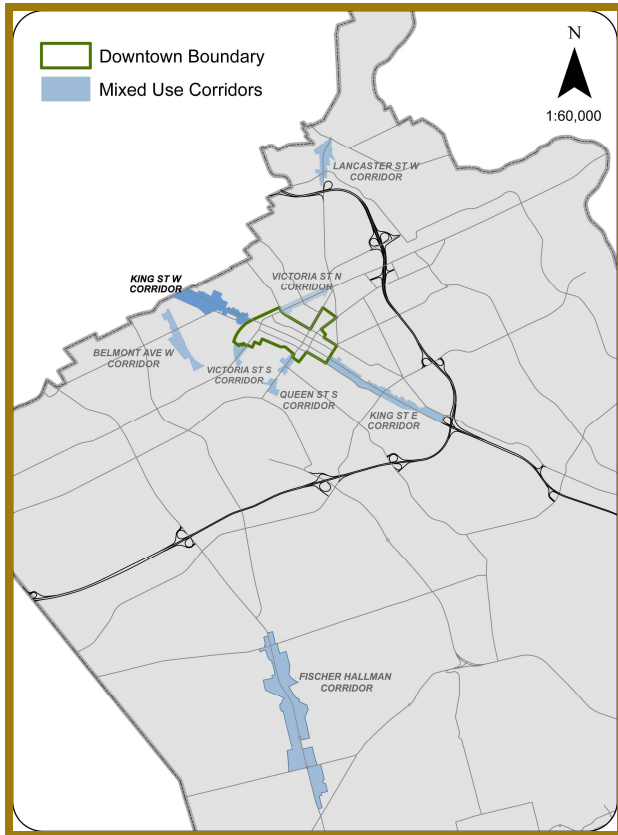
2. Pedestrian Linkage: Improve neighbourhood and corridor access. Consider landscaped refuge island. Reinforce edge with street trees.
3. Streetscape Strategy: Provide on-street parking with curb extensions. Provide wider sidewalks and introduce more street trees. Consider special crosswalk treatments.
4. Gateway Opportunity: Consider special crosswalk treatment.
5. Trail Linkage: Opportunity to extend existing trail into corridor through redevelopment opportunity.
6. Redevelopment Opportunity. Underutilized site with lot consolidation opportunities. Encourage mid-rise form along King Street with opportunity for greater height internal to site.
7. Streetscape Strategy: Promote urban green. Over time, consider on-street parking opportunities.
8. Vehicular Linkage: Consider public street or driveway access to create urban block structure and on-street parking opportunities.
9. Redevelopment Opportunity: Partially vacant, underutilized site. Encourage low-rise form (3 storey townhouses).
10. Gateway Opportunity. Emphasize through special crosswalk treatment and gateway building design.
11. Redevelopment Opportunity. Vacant 0.18 ha site. Encourage low-rise mixed-use or office building on existing property or mid-rise form for block redevelopment.
12. Potential Rapid Transit Station: Encourage higher densities near intersection and improve pedestrian linkages to King Street.
13. Pedestrian Linkage: Disconnected block structure. Consider landscaped refuge island.
14. Pedestrian Linkage: Neighbourhood access. Consider signalized crosswalk to create formal access to Rockway Gardens.
15. Intensification Opportunity: Encourage mid-rise building (6-8 storeys). Gateway building. Emphasis on articulated building facades and roofline.
16. Streetscape Improvement: Incorporate landscape materials into planned streetscape improvement which complement Rockway Gardens.
17. Pedestrian Linkage: Neighbourhood access. Create formal pedestrian linkage opportunities between High School and Rockway Gardens.
18. Pedestrian Linkage: Corridor access. Consider landscaped refuge island and coordinate with future gateway improvement project.
19. Streetscape Strategy (long term): Gateway entrance. Consider design competition to create memorable City gateway entrance. Consider cultural elements and linkage to Grand River. Improve pedestrian accessibility across King Street.
20. Gateway Opportunity (short term): Emphasize through landscape materials, special crosswalk treatment and decorative island pavers. Coordinate with Ministry of Transportation.



A memorable city entrance could be created through a high quality entrance feature with a strong connection to Kitchener's culture and heritage.



3.4 KING STREET WEST CORRIDOR



Overview

King Street is a major urban corridor in the City. The King Street West corridor is a major transit corridor which is supported by a large hospital, two public schools, a food store and a broad range of transit supportive uses. The corridor is located along the Central Transit Corridor, and has potential to redevelop with higher density transit supportive uses.

Corridor Vision

The King West Corridor is a primary transit corridor that has a new urban focus and emphasis on streetscape quality, health science clusters, public space and architectural expression.



Higher density, transit supportive development is encouraged along the Central Transit Corridor (Portland Oregon, Judy Davis, Seattle Daily Journal of Commerce).

Corridor Strategies

- **Land Use:** Transit supportive uses, including higher density office, mixed use buildings and more public spaces.
- **Built Form:** Orient buildings close to the street. Encourage mid rise forms (4-8 storeys) along corridor with opportunity for high rise buildings at gateway intersections and large redevelopment sites.
- **Building Design:** Emphasis on building facades and roofline.
- **Parking:** Maintain rear laneway access. Encourage underground parking and articulated parking structures. Consider shared parking arrangements and reduced parking standards.
- **Linkages:** Create strong linkages to abutting neighbourhoods and access to major transit stops. Maintain grade sidewalks.
- **Streetscape:** Improve streetscape quality with decorative street light fixtures, new public urban spaces, coordinated street furniture and transit shelter designs, urban landscape features and higher quality sidewalk finish. Relocate overhead wires underground. Promote Grand River theme in corridor.
- **Signage:** Encourage diverse range of signage with emphasis on fascia signage and smaller scale ground supported signs.

- Lighting: Main Street. Introduce decorative street light fixtures through rapid transit initiative and consider cultural banner strategy.

Corridor Guidelines



The King West Corridor has opportunity to intensify with transit oriented development.

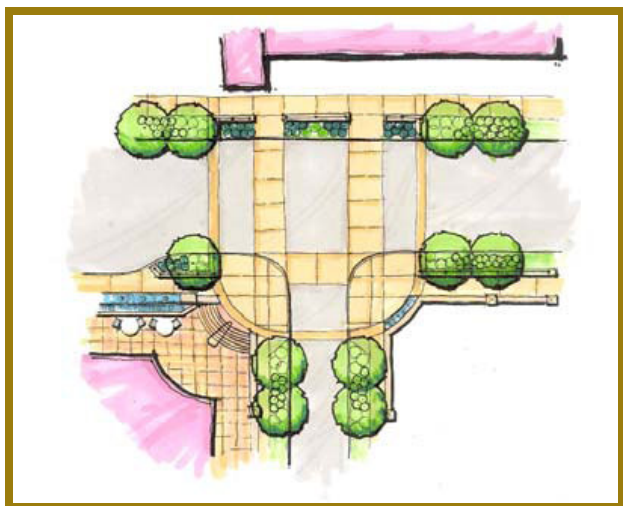
1. Gateway Opportunity: Emphasize through special crosswalk treatment and gateway building design.
2. Redevelopment Opportunity: 2.62 ha parking site. Encourage large scale mixed use development with transition in height (5-15 storeys). Orient massing towards gateway intersection and incorporate urban landscape features with new public open space (public art opportunity). Transit station potential.
3. Intensification Opportunity: Consider parking structure (5-6 storeys (400-500 spaces) and outdoor surface parking (250 spaces) for Sunlife/Clarica with shared parking opportunities.



A "mid-town" concept could be considered for the Sunlife/Clarica parking area, and provide a new urban centre with an integrative public realm between Kitchener & Waterloo.

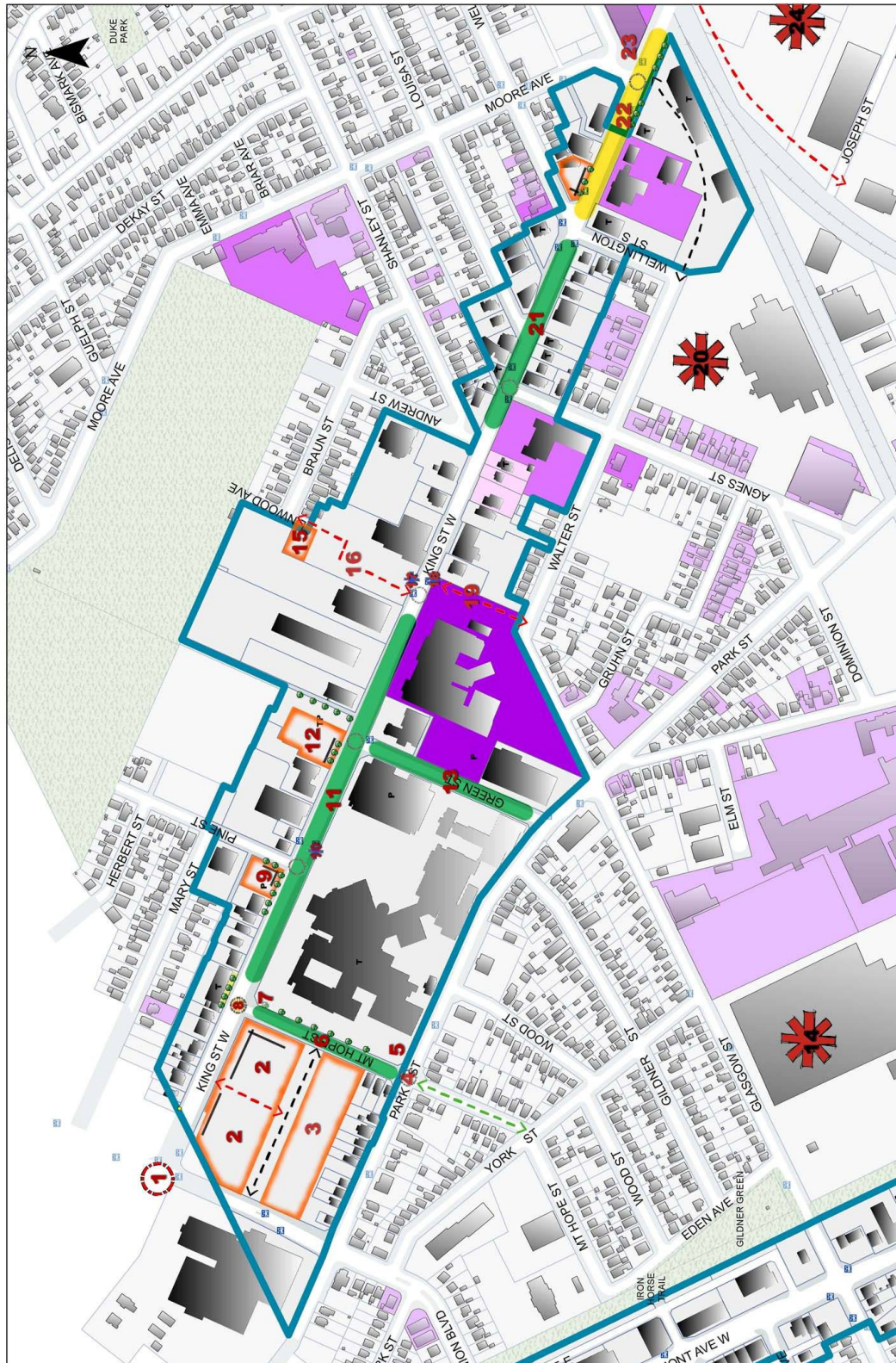
4. Pedestrian Linkage: Consider signalized intersection to improve access to surrounding neighborhoods and Belmont Village.
5. Streetscape Improvement: Consider landscaped entrance feature (Hospital) tied to Mt. Hope streetscape strategy.
6. Streetscape Strategy: Improve public realm through new, pedestrian oriented streetscape. Consider curb extensions, on-street parking, mid-block pedestrian crossing, urban green (street trees), seating areas and special sidewalk pavers.
7. Streetscape Improvement: Consider landscaped entrance feature. Coordinate with surrounding streetscape improvements.
8. Pedestrian Linkage: Introduce curb extension and consider signalized intersection with special crosswalk treatments to improve pedestrian access across corridor.
9. Redevelopment Opportunity: 0.13 ha surface parking lot. Encourage mid-rise (4-5 storeys) office

building with shared parking accommodations with 18 Pine Street.

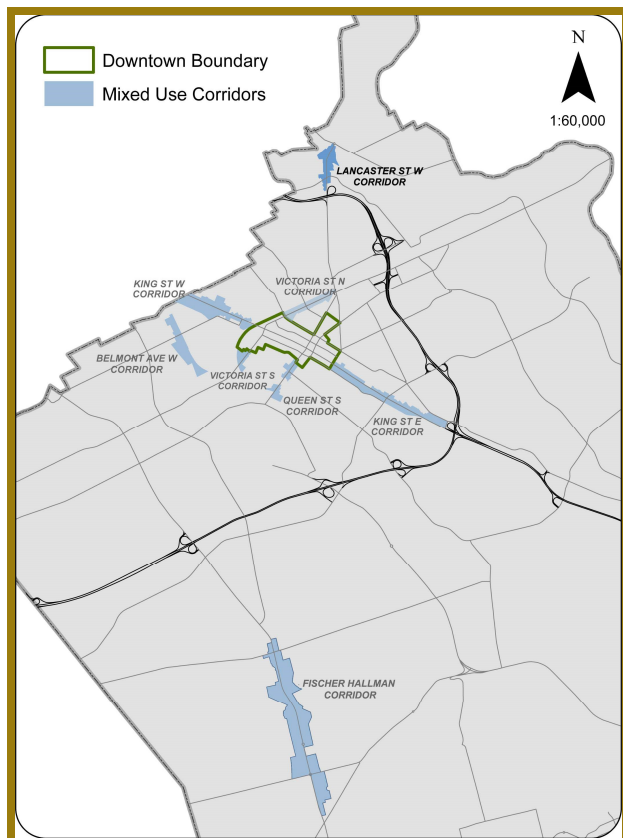


Special crosswalk treatments define pedestrian space and should be provided at major transit stops and public space intersections.

10. Transit Improvement: Major transit stop. Provide consistent transit shelter design with coordinated urban street furniture.
11. Streetscape Strategy: Promote urban green with some hardscape elements. Encourage small ground supported signs.
12. Redevelopment Opportunity: 0.46 ha surface parking lot. Encourage mid-rise office or mixed-use building (4-8 storeys).
13. Streetscape Strategy: Promote urban green.
14. Redevelopment Opportunity: Diamond Capital land.
15. Redevelopment Opportunity: Consider townhouse development.
16. Pedestrian Linkage: Improve pedestrian linkage.
17. Transit Improvement: Introduce urban street furniture.
18. Transit Improvement: Introduce new transit shelter design with urban street furniture. Consider public art, and investigate partnership opportunities with Region and School Board.
19. Pedestrian Linkage: Improve linkage to encourage neighbourhood access.
20. Redevelopment/Intensification Opportunity: Underutilized site. Encourage new pedestrian linkages to corridor and health sciences campus.
21. Streetscape Strategy: Promote hardscape with some urban green.
22. Streetscape Strategy: Planned underpass. Maintain grade related sidewalks and minimize widening impacts along King Street. Incorporate urban street trees and integrate public art into public infrastructure.
23. Public Space Opportunity (Cultural Corridor): Consider industrial artifact or public art. Consider relocating utility pole.
24. Planned Development Opportunity: 3.35 ha vacant property. Planned health science campus. Consider pedestrian linkage to Victoria Street South corridor.



3.5 LANCASTER STREET MIXED USE CORRIDOR

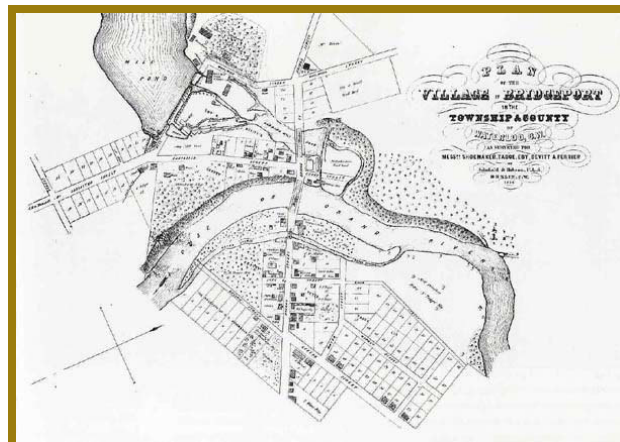


Overview

The Lancaster Street Mixed Use Corridor is a historically significant corridor defined by its proximity to the Grand River and village character originating from an 1856 Survey Plan. The corridor is experiencing increasing traffic volumes and has limited access to the Grand River and neighbourhood amenities. The corridor is in a state of transition, and opportunities should be explored to provide better connections to the Grand River, improve linkages to surrounding neighbourhood amenities and reinforce a positive village identity. New development proposals may be subject to floodplain and topographical constraints.

Corridor Vision

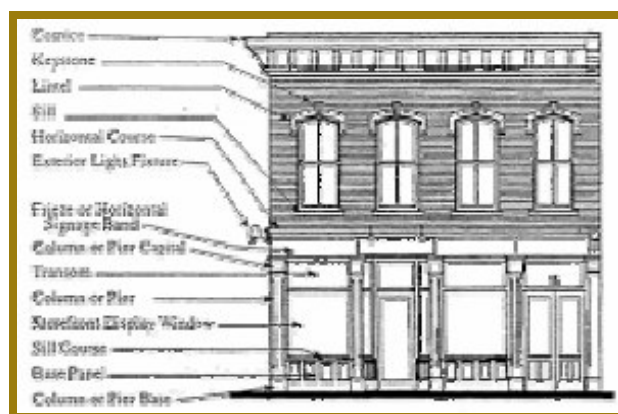
The Lancaster Street Corridor is a thriving village atmosphere with strong connections to the Grand River and cultural history.



Bridgeport Village was created through a compiled survey plan prepared in 1856 which united separate villages on the east and west sides of the Grand River.

Corridor Strategies

- **Land Use:** Encourage range of small scale businesses and mixed use buildings. Improve public space quality.
- **Built Form:** Maintain low-rise form along corridor (2-4 storeys) with opportunities for mid-rise forms (3-6) on larger sites.
- **Building Design:** Articulate base section and roofline. New buildings should contribute to village character.



Traditional building design elements contribute to village character (Allston Village, Boston MA)

- **Linkages:** Provide public sidewalks on both sides of Lancaster Street and provide formal crosswalk near Shirk Place. Provide formal linkage to Walter Bean Trail and incorporate natural landscape

elements emphasizing Grand River. Consider new linkages to Grand River. Formalize lane access to street oriented businesses.

- **Parking:** Maintain traditional parking patterns (surface parking lots). Encourage parking in side or rear yards with limited opportunity for front yard parking.
- **Streetscape:** Create strong village character through building design elements and artistic signage. Reinforce Grand River theme into corridor through natural landscape materials, signage, and streetscape banners. Introduce cultural elements into public realm. Consider BIA and Community Improvement Plan.
- **Signage:** Encourage small scale, artistic fascia signs and projecting signs.
- **Lighting:** Mixed Use Corridor (short term). Introduce streetscape banners with Grand River theme. Consider alternative lighting options through Community Improvement Plan proposal.

Corridor Guidelines

1. **Heritage Resource:** Maintain Bridgeport bowstring arch design, and integrate into road improvement projects.



The Bridgeport Bridge was rebuilt as public works project during the Great Depression and contributes to Village character.

2. **Gateway Opportunity:** Maintain terminus view through building mass or public space monument. Reinforce intersection with new landscape features celebrating Grand River and pioneer history. Upgrade General Green's parkette through road improvement projects.

3. **Redevelopment Opportunity:** Underutilized 0.1 ha site. Reinforce street edge through landscape materials or building mass. Consider public open space feature.
4. **Redevelopment Opportunity:** Encourage property consolidation to facilitate redevelopment potential subject to floodplain/hazard constraints.
5. **Vehicular Linkage:** Formalize shared laneway access.
6. **Streetscape Strategy:** Encourage village character through traditional building design elements with soft ambient lighting and projecting signage along front facades. Provide sidewalks on both sides of Lancaster with high quality, landscaped retaining walls to complement Grand River theme. Introduce streetscape banners.



New retaining walls should contribute to corridor theme and character.

7. **Redevelopment Opportunity/Public Realm:** Consider adaptive reuse of historic mill property or integrate into public realm.
8. **Pedestrian Linkage:** Neighbourhood access. Explore opportunities to create formal linkage to school property.
9. **Pedestrian Linkage:** Corridor access. Consider landscaped refuge island to create formal crossing.



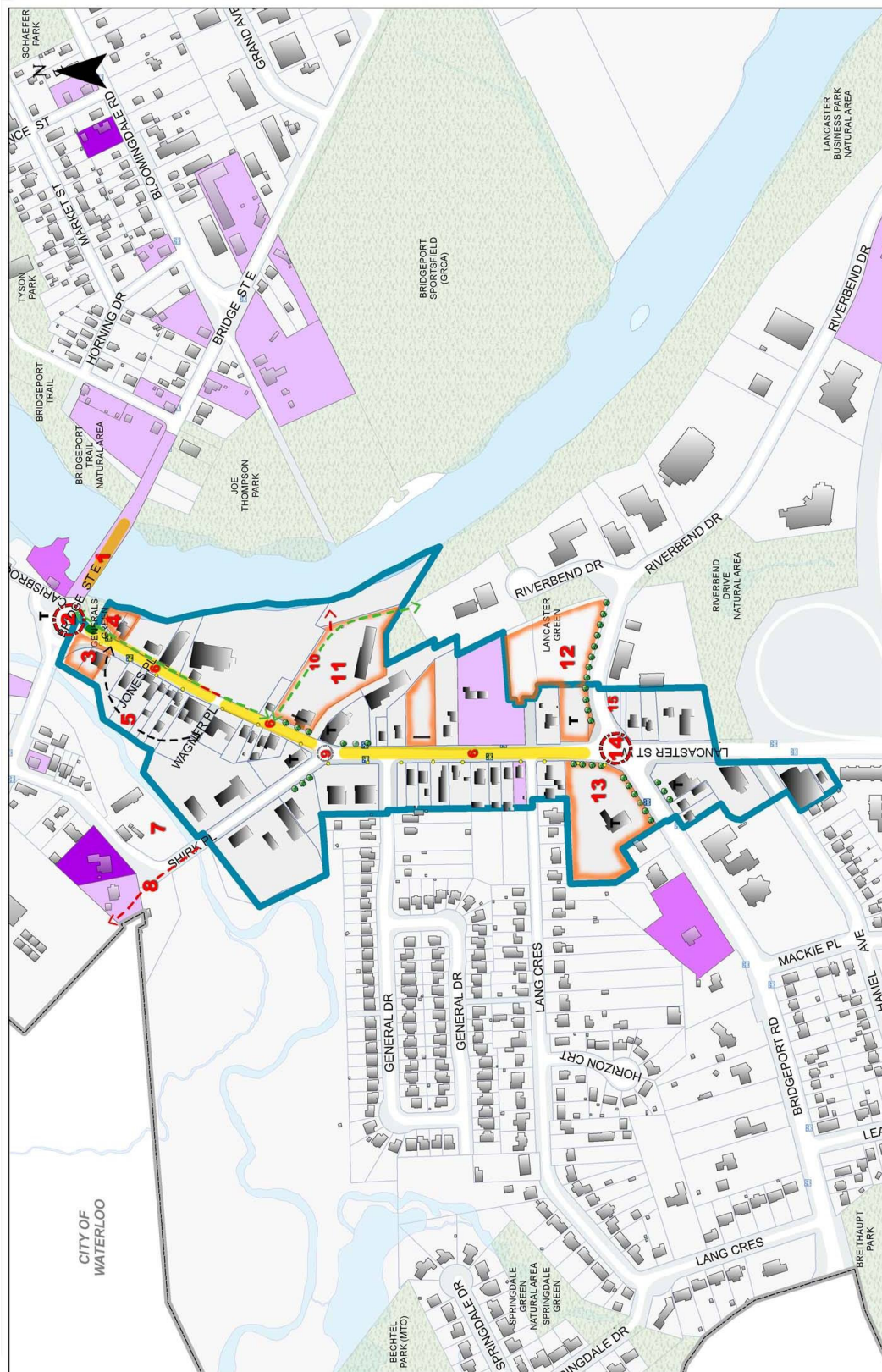
Consider landscaped refuge island to provide better access across corridor.

10. Trail Linkage: Introduce formal pedestrian access to Grand River and Walter Bean Trail. Implement during site redevelopment.
11. Redevelopment Opportunity: Underutilized 0.9 ha site. Maximize views to Grand River and provide access to Walter Bean Trail through new linkage. Encourage mixed use development on property and reinforce street edge.
12. Redevelopment Opportunity: Underutilized 1.07ha site. Maintain soft landscape setback along street frontage. Encourage new lotting pattern to facilitate gateway building design. Consider special gateway feature referencing Grand River and Lancaster Corporate Centre.
13. Redevelopment Opportunity: Underutilized 0.97 ha site. Encourage intensification or redevelopment. Strengthen soft landscaping treatments along street frontages.
14. Gateway Opportunity: Emphasize through coordinated landscape treatments, architectural signage and gateway building design. Reinforce Grand River, Lancaster Corporate Centre and Lancaster Village theme.

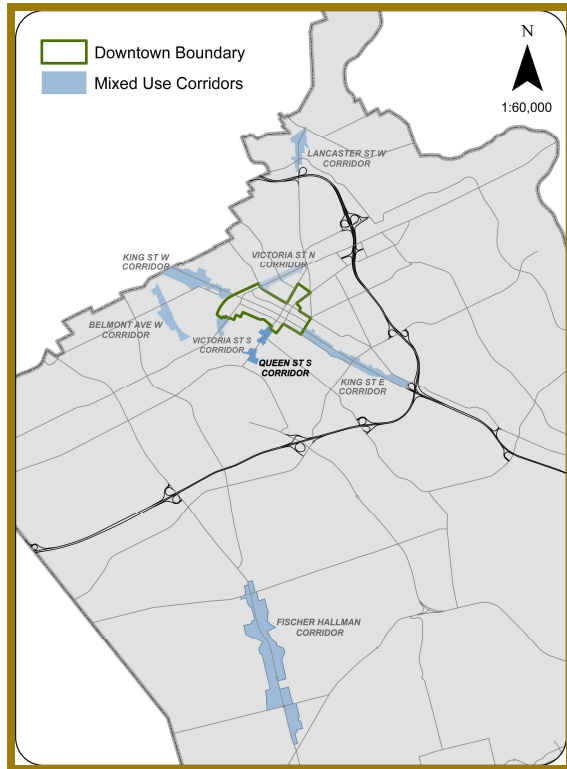


An appropriate streetscape banner can improve streetscape appearance and reinforce Grand River theme.

15. Redevelopment Opportunity: Vacant 0.04 ha site with potential lot consolidation opportunities. Consider gateway feature. Explore partnership opportunities.
16. Redevelopment Opportunity: Vacant site. Encourage mid-rise residential or office building.



3.6 QUEEN STREET SOUTH CORRIDOR



Overview

The Queen Street South corridor is a historic boulevard that provides a principal entrance into the downtown and Victoria Park. Queen Street is one of the oldest streets in the city and is situated within the Victoria Park Heritage Conservation District which is characterized by a number of historic properties including the Joseph Schneider Haus, a national historical site facing Queen Street. Transit supportive development is encouraged along the Queen Street Corridor however, given the surrounding historic context, a high level of design standard will be applied to ensure the policies, guidelines, and objectives of the Victoria Park Heritage Conservation District Study and Plan are addressed.

Corridor Vision

Queen Street is a historically significant boulevard that has a pedestrian scale streetscape reinforced with a compatible blend of old and new buildings and street trees.

Corridor Strategies

- **Land Use:** Encourage compact residential uses and commercial uses with emphasis on professional services, restaurants and convenience retail. Maintain existing single detached houses and encourage home businesses.
- **Built Form:** Encourage mid to high-rise forms (4-10 storeys) north of Courtland Avenue. Encourage built form compatible, low to mid-rise forms, with surrounding historic neighbourhood south of Courtland. Consider special massing exercise for zoning implementation.
- **Building Design:** Incorporate traditional building materials, compatible rooflines, and historical elements into new building designs. Encourage brick finish. Ensure mid and high-rise forms contribute to interesting skyline while also emphasizing the pedestrian scale on lower storeys.
- **Linkages:** Maintain, and improve pedestrian linkages across corridor.
- **Parking:** Encourage parking in side and rear yards with intensive landscape buffering from the street.
- **Streetscape:** Strengthen historic streetscape through pedestrian scale lighting, historic street signs, avenue trees (tree lined boulevard), period style street furniture, decorative pillar fencing and compatible building design. Consider incorporating artistic and cultural heritage features into public infrastructure.
- **Signage:** Encourage small scale ground supported signs.



Introduce pedestrian scale lighting and new boulevard trees to enhance historic character along the Queen Street South corridor (recommended in Victoria Park Area Heritage Conservation District Plan).

- Lighting: Civic Street. Introduce pedestrian scale lighting along Queen Street and Courtland Avenue between Queen Street and David Street.



Over the long term, introduce pedestrian scale lighting to enhance historic streetscape.

Corridor Guidelines

1. Streetscape Improvement: Reinforce through urban landscape elements.
2. Streetscape Improvement: Improve lane condition through new landscaping elements and improved lighting.
3. Planned Development Opportunity. Proposed Arrow Shirt redevelopment. Encourage access to corridor.



Ensure all new development is compatible with surrounding heritage resources, particularly related to building features identified in the Victoria Park Heritage Conservation District Plan.

4. Gateway Opportunity: Reinforce through special crosswalk treatment. Coordinate with Victoria Street South gateway intersection.
5. Pedestrian Linkage: Corridor access. Replace existing pedestrian crosswalk with landscaped refuge island or architecturally enhanced crosswalk. Consider artistic features reflective of heritage district. Investigate partnership opportunities.



Consider landscaped refuge islands for trail crossing locations.

6. Planned Development Opportunity: Proposed 14 storey apartment building. Consider significant building setbacks, articulated façade treatments and coordinated landscape materials. Respect district character, and incorporate similar building

materials (brick) and existing site elements into building and landscape design. Reinforce street edge through decorative fencing.

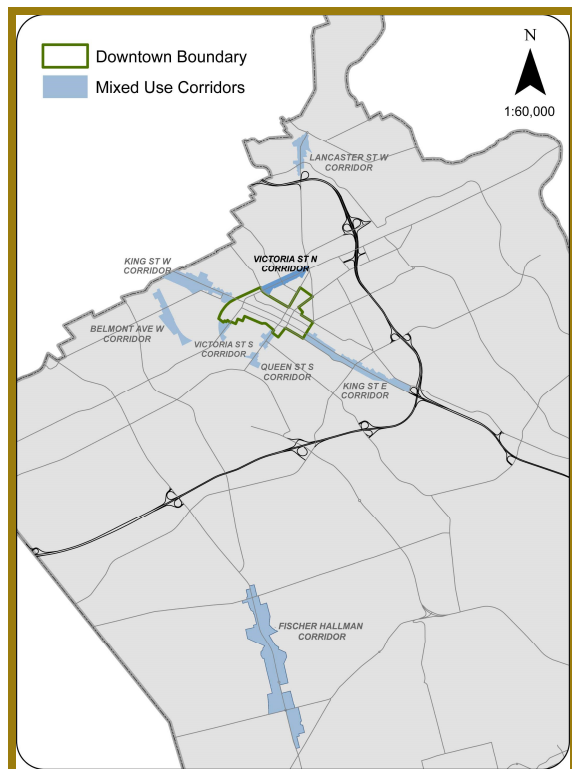


Decorative pillar fencing reinforces the street edge for properties with increased setbacks and contributes to streetscape theme.

7. Pedestrian Linkage: Corridor access. Consider new crosswalk at Iron Horse Trail crossing. Incorporate artistic features reflective of heritage district. Investigate partnership opportunities with Region.
8. Planned Development Opportunity: Maintain, and improve connection from trail to planned development at 90 Woodside Avenue.



3.7 VICTORIA STREET NORTH CORRIDOR



Overview

The Victoria Street North corridor is a major traffic corridor which leads into the downtown and Warehouse District. The corridor includes a broad range of commercial uses and low-rise housing. The corridor has limited access to local transit however, is located adjacent to a major railway line and the Kitchener VIA station which has an opportunity to become an intermodal station. The corridor includes several underutilized sites, and has some limitation on development opportunity with residential land use restrictions abutting the railway line.

Corridor Vision

The Victoria Street North corridor is a compact, well-landscaped business corridor that supports the downtown and is well connected to surrounding neighbourhoods.

Corridor Strategies

- **Land Use:** Encourage mixed use buildings and residential intensification south of Victoria and commercial intensification north of Victoria.
- **Built Form:** Promote compatible intensification south of Victoria (3-6 storeys) and encourage mid-rise forms north of Victoria (3-8 storeys).
- **Building Design:** Maintain residential streetscape character (roof pitches, building materials and architectural treatments) south of Victoria. Encourage increased glazing and articulated facades north of Victoria.
- **Linkages:** Improve corridor linkages across corridor.
- **Landscaping:** Encourage soft landscaping in front yard setback. Consider hard landscape materials, including decorative fences, on urban lots.



A strong landscape buffer improves the public realm when buildings are located away from the street line.

- **Parking:** Maintain laneway access south of Victoria Street and locate parking behind buildings. Encourage parking in side yards north of Victoria subject to intensive landscape screening from street.
- **Streetscape:** Maintain residential scale streetscape south of Victoria with urban landscape elements. Improve streetscape appearance through landscaping, public space opportunities and streetscape banners. Consider BIA.



Landscaped pedestrian refuge islands improve pedestrian access across major corridors and contribute to the streetscape.

- Signage: Encourage small scale ground supported signs south of Victoria Street and larger, but proportionate ground supported signs north of Victoria Street. Discourage large fascia signs and neon signs.
- Lighting: Mixed Use Corridor. Maintain existing lighting standards. Consider streetscape BIA banners.

Corridor Guidelines

1. Redevelopment Opportunity: Vacant 0.41 ha development site. Encourage low-rise development (2-3 storeys). Reinforce street edge and intersection with building mass and maintain open view to railway station.

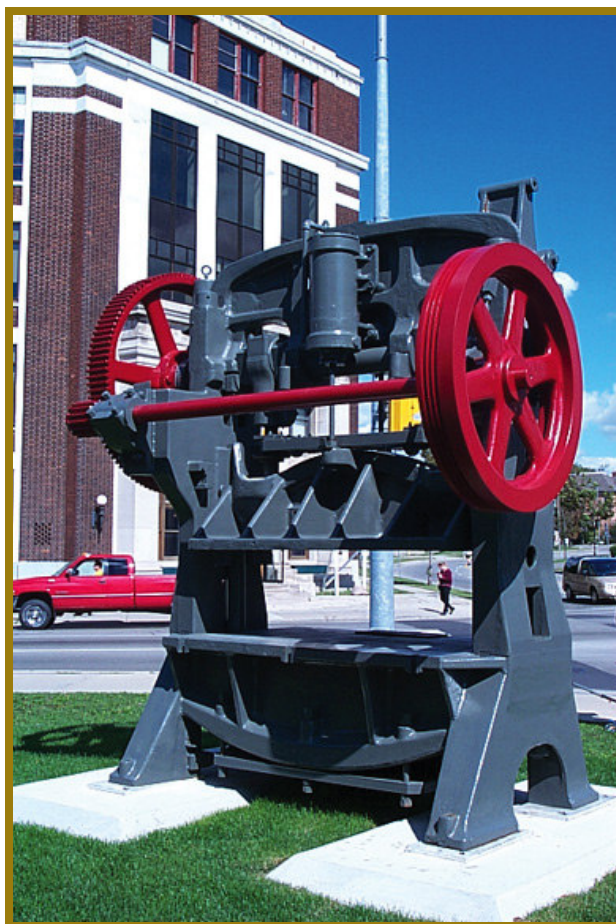


Maintain open view from Victoria Street to Train Station.

2. Redevelopment Opportunity: Underutilized 0.7 ha site with lot consolidation opportunity (110 Water

St. N.). Encourage redevelopment opportunities including low to mid-rise mixed-use building, commercial building or public open space with industrial artifact opportunity.

3. Pedestrian Linkage: Corridor access. Consider landscaped pedestrian refuge island. Coordinate with Weber Street reconstruction project.
4. Streetscape Improvement: Consider architectural fencing or landscape buffer.



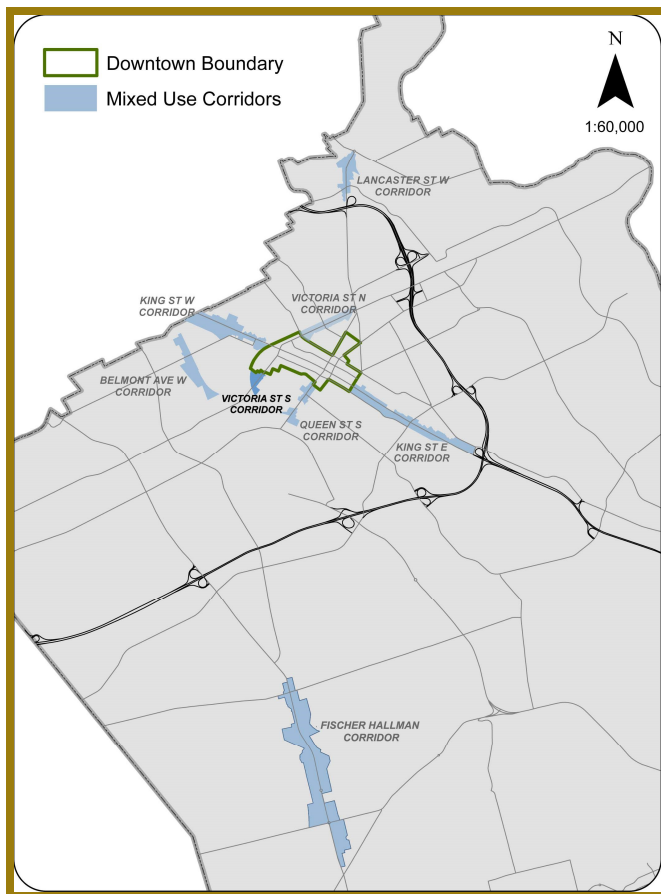
Consider industrial artifact opportunities along Victoria Street and King Street corridors.

5. Planned Development Opportunity: Planned apartment site. Create a strong treed boulevard connecting to corridor.
6. Streetscape Strategy: Improve streetscape quality through intensive landscape boulevard and wider sidewalk widths.

7. Redevelopment Opportunity: Underutilized 0.28 ha site. Encourage low to mid-rise residential development (3-8 storeys) or mixed use building.
8. Future Development Site: 6.1 ha redevelopment site. Review linkages to corridor and consider additional tree planting along Margaret Avenue and St. Leger Street linkages.
9. Pedestrian Linkage. Corridor and neighbourhood access. Consider pedestrian connection such as intersection pedestrian signal or landscaped refuge island following Adam Street redevelopment.
10. Redevelopment Opportunity: Underutilized 0.26 ha site. Orient building close to street. Locate parking in side yard.
11. Gateway Opportunity: Emphasize through landscaping, streetscape banners, building placement and special crosswalk treatment.



3.8 VICTORIA STREET SOUTH CORRIDOR



Overview

The Victoria Street South corridor is a mixed use corridor that provides primary entrances into the downtown, Warehouse District and Victoria Park. The corridor is located adjacent to the Victoria Park Heritage Conservation District, and is bounded by a railway line to the north. The corridor includes numerous underutilized properties which could be redeveloped and possibly integrated into the Health Sciences campus master plan.

Corridor Vision

The Victoria Street South Corridor is an intimately scaled mixed use corridor that is well integrated with Victoria Park and the Warehouse District, and has strong linkages to the surrounding neighbourhoods and downtown.



A contextually sensitive, compact urban form, is encouraged in the Victoria South Mixed Use Corridor (418 Broadway Street, Vancouver, Haebler Construction & Egil Lyngen Architects).

Corridor Strategies

- **Land Use:** Encourage small scale commercial businesses in existing residential buildings and support compact mixed use buildings on redevelopment sites.
- **Built Form:** Maintain existing built form pattern (2-4 storey form) in corridor with opportunities for mid-rise form (4-8 storeys) on large redevelopment sites.



Higher densities and height may be achieved with alternative massing solutions (Museum Lofts in Portland's Cultural District, Bryan Powel, Urban Development, 2004).

- **Building Design:** Attention to detail and scale. Emphasis on ground floor articulation, compatible rooflines and similar building materials. Balance residential scale with industrial character. Refer to

Victoria Park Heritage Conservation District for additional direction.

- **Linkages:** Strengthen Victoria Park entrances through entrance piers. Incorporate pedestrian linkages in new development proposals with emphasis on new linkage along railway corridor. Maintain lane access.
- **Parking:** Locate parking behind buildings in rear yards. Encourage underground parking for large scale development projects. Consider reduced parking standards.
- **Streetscape:** Reinforce residential, mixed use character with articulated ground floor facades and compatible building design. Create strong visual connection to Victoria Park and create green corridor along Park Street.
- **Signage:** Encourage small scale ground supported signs for residential to business conversions throughout the corridor. Encourage projecting signage, or channel text fascia signage for new mixed use buildings.
- **Lighting:** Mixed Use Corridor. Maintain existing lighting standards. Consider gateway intersection fixture with hanging baskets. Consider extending pedestrian scale lighting past Victoria Park along Park Street to Victoria Street.

Corridor Guidelines

1. **Pedestrian Linkage:** District and neighbourhood access. Create new pedestrian linkage along rail corridor connecting Park Street to King Street. Consider pedestrian amenities and lighting. Integrate through site redevelopment.
2. **Future Development Opportunity:** Existing Municipal maintenance facility (Bramm Street yards). Opportunity for increased height and density. Ensure future development maintains pedestrian linkages with small, intimate public spaces. Incorporate pedestrian trail along railway linking Park Street with School of Pharmacy campus.

3. **Redevelopment Opportunity:** Underutilized sites. Encourage property consolidation to facilitate mid-rise mixed use development (4-8 storeys). Incorporate building step backs on top floors for taller buildings (4-8 storeys). Maintain service lane and orient buildings close to street.



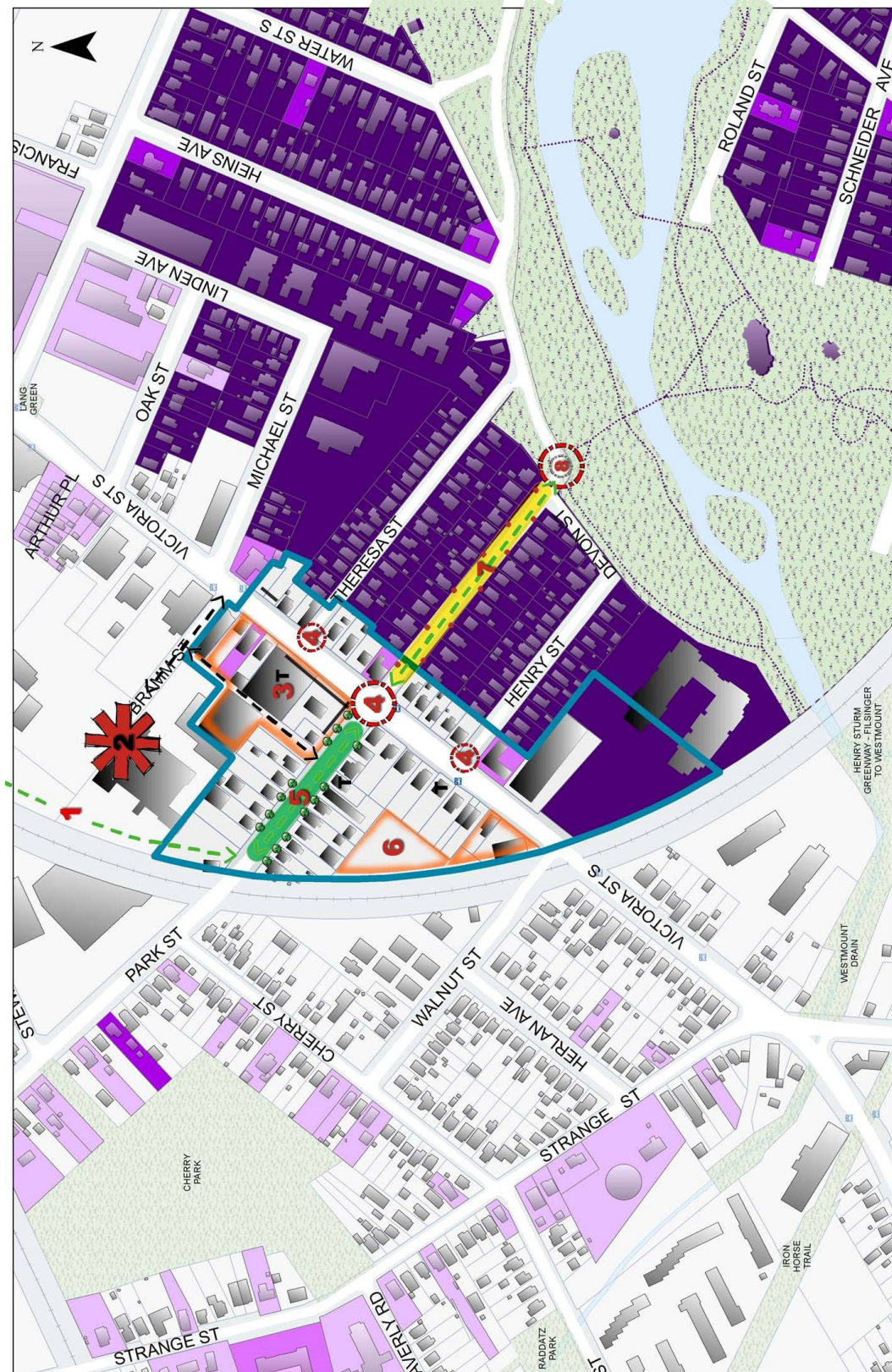
Encourage mid rise form with transition in massing on larger redevelopment sites.

4. **Gateway Opportunity:** Emphasize through special crosswalk treatment. Coordinate with Queen Street South gateway intersection. Also encourage through gateway building design and entrance piers. Consider secondary entrance piers at Park Street, Henry Street and Theresa Street. Coordinate with Victoria Park Heritage District Conservation Plan. Consider mid pole luminaires consistent with Victoria Park.

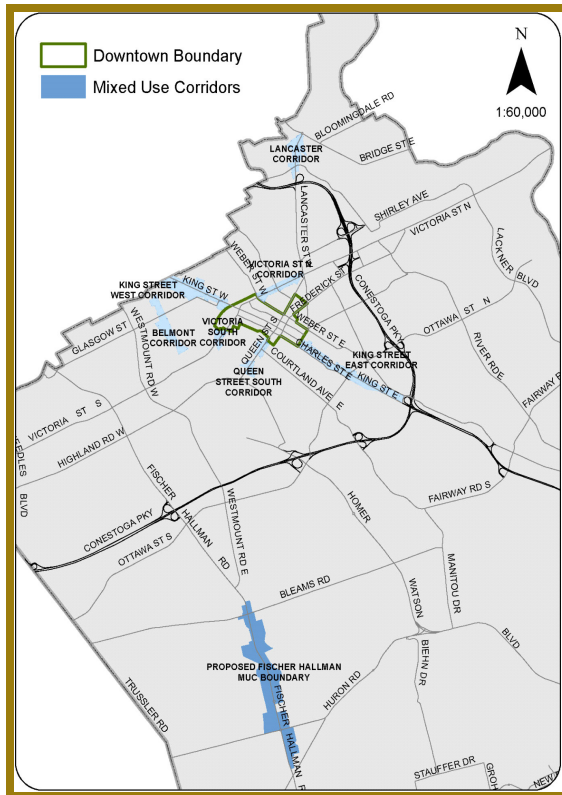


New entrance piers provide appropriate entrances to Victoria Park.

5. Streetscape Strategy: Reinforce Victoria Park theme by providing consistent tree planting along Park Street, maintaining existing 2-storey built form and encouraging smaller scaled ground supported signs.
6. Redevelopment Opportunity: Underutilized property. Consider severance opportunities to expand existing properties, or consider lot consolidation for larger site redevelopment. Maintain low -rise form at street edge.
7. Streetscape Strategy: Consider extending pedestrian scale lighting in Victoria Park to Park Street intersection to encourage pedestrian movement.
8. Gateway: Formal gateway entrance into Victoria Park, and major trail crossing.



3.9 FISCHER HALLMAN ROAD CORRIDOR



Overview

For the purpose of this Urban Design Brief the Fischer Hallman Road Corridor refers to the lands within the boundary defined on the enclosed Design Plan.

A Vision for the Fischer Hallman Road Corridor has been established and is contained in Part 1 of this Design Brief. All aspects of the Corridor design guidelines contained Part 2, 3 and 4 of this Design Brief have been prepared in accordance with this overarching Vision for the corridor so as to ensure an overall sense of cohesion.

Part 2 of this Design Brief pertains to the Character Areas of the corridor. More refined Design Visions have been established for the individual character areas comprising the Fischer Hallman Road Corridor. Detailed design guidelines for each character area have been developed to guide future decision making in order to achieve the character area visions and vision for the Fischer Hallman Road Corridor as a whole. Private realm guidelines are intended to be

applied in the review of individual development applications. Public realm guidelines are intended to be considered for streetscape design through the Regional Environmental Assessment process and similar future municipal works opportunities.

Part 3 of this Design Brief pertains to the Gateways within the corridor. Gateways within the corridor have been classified into two typologies: Community Gateways and Neighbourhood Gateways. Detailed design guidelines have been prepared for the two Gateway typologies to clarify the design expectations for each.

Part 4 of this Design Brief identifies site specific considerations, as identified on the Design Plan for the Fischer Hallman Road Corridor.

It is intended that all of the General Corridor Guidelines contained in the Mixed Use Corridor Urban Design Brief and the Design Brief for Suburban Development and Neighbourhood Mixed Use Centres apply to lands within the Fischer Hallman Road Corridor.

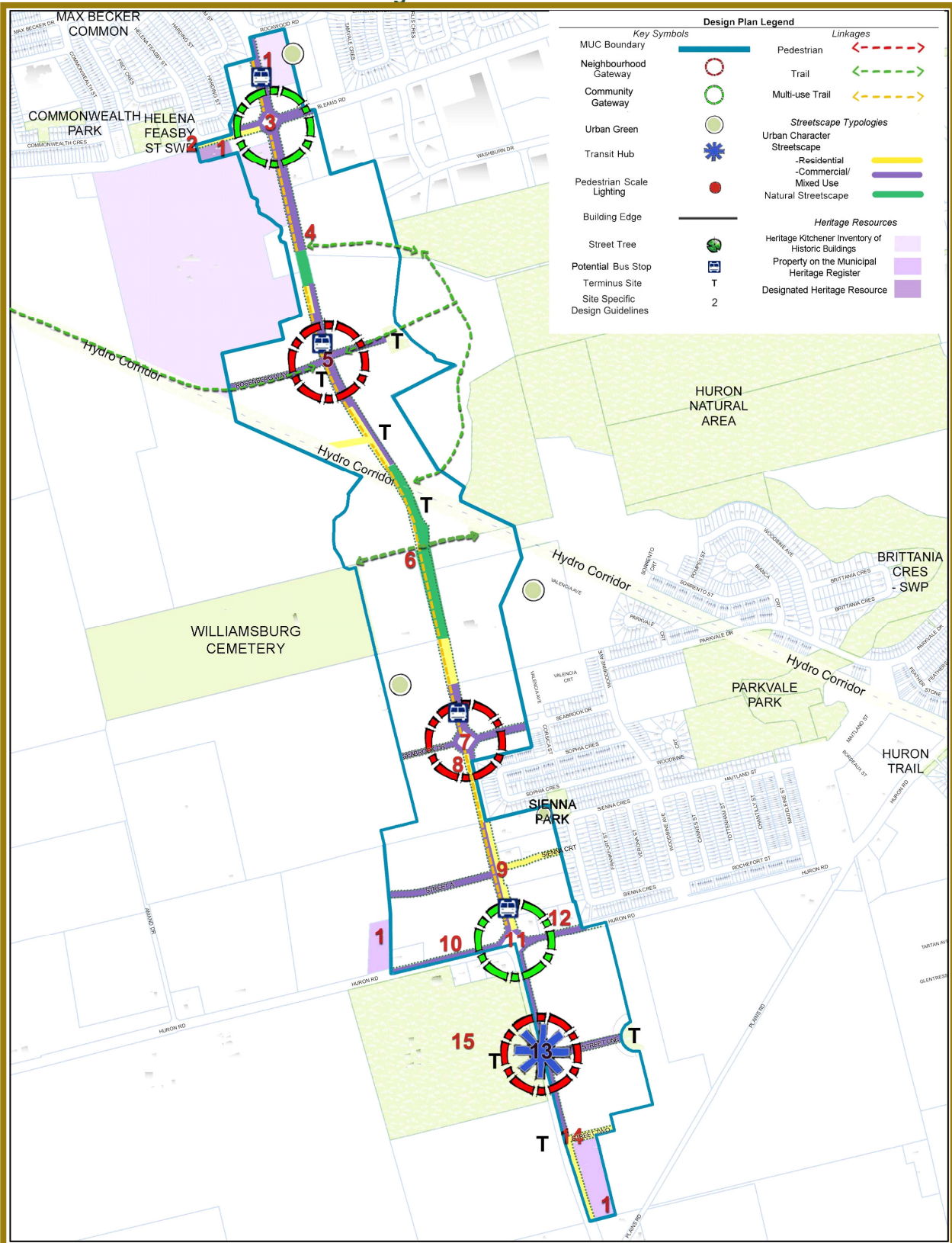
It is intended that all parts of this Fischer Hallman Road Corridor Design Brief be considered together. Transitions between character areas and gateway typologies is a high priority. In areas of transition a combination of the applicable design guidelines may be appropriate. Site Specific considerations contained in Part 4 recognize unique site circumstances. In the event of conflicting guidelines, the direction in Part 4 of this Design Brief would take precedence.

Part 1- Corridor Vision

Fischer Hallman Road Corridor will function as the central spine for the Rosenberg Community. It will evolve into a transit-supportive corridor consisting of commercial activity, medium and high density residential, mixed use and office development. Although Fischer Hallman Road will carry a high volume of vehicles, the needs of pedestrians, cyclists and transit users will be a high priority, particularly through the neighbourhood areas of Rosenberg, which will have a different look, character and reduced traffic speeds.

The entire streetscape of Fischer Hallman will have an overall sense of cohesion but will have distinguishable urban and natural character areas within it. Intersections which serve as neighbourhood entrance points will be inviting, attractive and reflect local neighbourhood character.

Fischer Hallman Mixed Use Corridor Design Plan



Part 2- Corridor Character Areas

Urban Character Area Vision

The Urban Character Area of the Fischer Hallman corridor will promote compact mixed use development oriented to the street, transit and public sidewalk. It will be a walkable environment designed to be comfortable, safe, interesting and inviting to the pedestrian.

Public Realm- Streetscape Design Guidelines

The Fischer Hallman Road Environmental Assessment will help guide the future design considerations in the public realm. The public realm plays an integral role in the overall character of the streetscape. The public realm can be considered a sum of its component parts: the road way and the boulevard (which is comprised of several zones as illustrated below).

Road Way Guidelines

1. Consider water management and infiltration in the design of the road way.
2. Planned to be four lanes of through traffic.
3. Strive to maintain pedestrian friendly, walkable block lengths.
4. Right in/right out access to private developments are encouraged along Fischer Hallman Road subject to a Regional Road Access Permit.

5. Strive to improve connectivity and accessibility to local neighbourhoods by providing local street connections to Fischer Hallman Road with interval spacing of 200-250 metres between intersections.
6. Provide a dedicated cycling route along both sides of Fischer Hallman Road to accommodate cyclists travelling in both directions.
7. Consider traffic calming options, including curb extensions, bumpouts, on street parking and vertical cues (such as landscaped centre medians) to slow traffic speeds.



Landscaped center medians can narrow the perceived street width and provide a place of refuge at pedestrian crossings.



6. Centre medians should be designed to provide sufficient soil volumes to support healthy tree growth in accordance with street tree best management practices.
7. Consider mid-block crossings at strategic locations to link neighbourhoods or to provide trail crossings to destinations.
8. Clearly demarcate pedestrian crossings and refuge locations.

Buffer Zone Guidelines

1. Utilities located within the Buffer Zone should be appropriately set back from the curb line.
2. The Buffer Zone should be adequately sized to minimize risk of damage to landscape treatments and site furnishings from passing traffic, maintenance vehicles and snow storage.

Landscaping and Site Furnishing Zone Guidelines

1. Sightlines should be regarded in the placing of all vertical elements in the streetscape, including street lights, landscaping, pedestrian-scaled lighting and other street furniture.
2. A high quality palette of the following streetscape elements will be considered to create a cohesive streetscape character:
 - Paving materials
 - Decorative street signs
 - Street furniture:
 - Garbage receptacles
 - Seating
 - Pedestrian-scaled lighting
 - Banner signage
 - Bollards
 - Bicycle Racks
 - Transit shelters
3. All of the above noted street furniture shall be:
 - a) Located at regular intervals along the corridor;
 - b) Located within the Landscaping and Site Furnishing Zone unless otherwise noted;

- c) Selected with regard for durability, ease of maintenance, compatibility with the local climate and availability for future replacement;
- d) Of a similar and complementary style;



- e) Of a coordinated palette of colours and materials that reflect the neighbourhood character (*as shown above*);
 - f) Located so as not to obstruct the Pedestrian Clearway Zone and in locations which do not impede emergency and maintenance vehicles, including snow removal vehicles; and
 - g) Located and oriented to optimize the pedestrian and transit-users' experience (safety, comfort and convenience).
4. Encourage pedestrian-scaled lighting integrated with road way lighting (mid-pole luminaire attachments) or consider installing on decorative poles at intervals regular enough to cast sufficient illumination on the Pedestrian Clearway Zone. LED lighting is preferred.
 5. Pedestrian-scaled lighting is a priority at neighbourhood gateway locations and crossings.
 6. Landscaping in the Landscaping and Site Furnishing Zone may serve as a visual cue for passing motorists as a traffic calming tool.
 7. Street trees in the Landscaping and Site Furnishing Zone are intended to create shade,

protection from wind, street spray and precipitation for pedestrians.

8. Street trees in the Landscaping and Site Furnishing Zone shall be planted at regular intervals dependant on soil volumes.
9. High branching street trees should be positioned to ensure there is no interference with large vehicular traffic or overhead lines. Canopies should be maintained at a minimum of 3 metres higher than the grade of the Pedestrian Clearway Zone for pedestrian comfort.



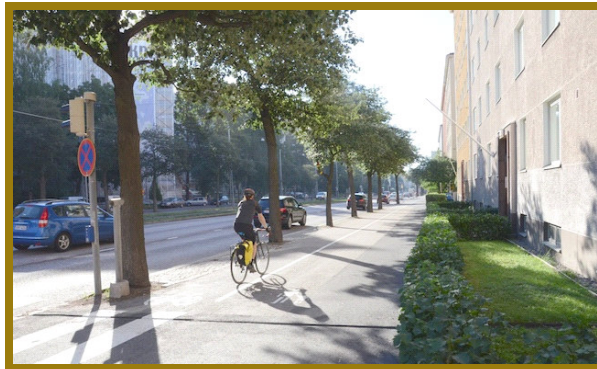
High branching street trees can reinforce the human scale and increase pedestrian comfort (Dan Burden)

11. Boulevard landscaping is to be designed with adequate soil volumes to support healthy tree growth in accordance with street tree best management practices.
12. Underground irrigation systems are preferred for optimal maintenance.
13. Resilient and native tree species that are able to withstand an urban setting with minimal maintenance are preferred.

Pedestrian Clearway Zone Guidelines

1. Dedicate space for pedestrians and cyclists for travel in both directions on both sides of Fischer Hallman Road separated from the road way. An uninterrupted multi-use trail on both sides of the road is one such option.

2. A wide, uninterrupted, unobstructed and barrier free Pedestrian Clearway will be provided along both sides of Fischer Hallman Road.



A clearly defined and uninterrupted multi-use trail can accommodate both cyclists and pedestrians (Kris Westwood)

Land Use Transition Zone Guidelines

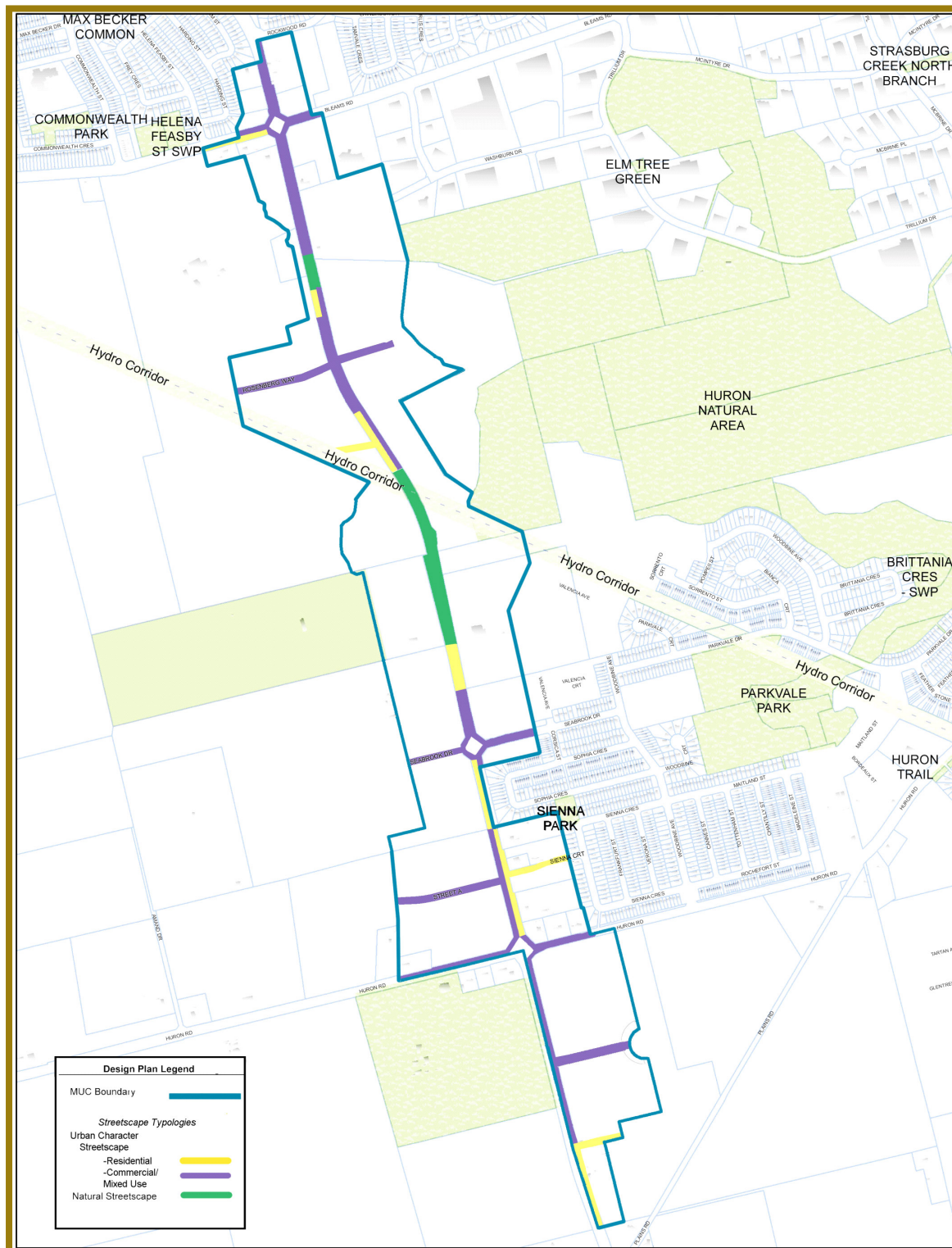
1. Consideration may be given to encroachment agreements for architectural projects, signage, awnings, canopies, private street furnishings or outdoor displays into the public right of way if located entirely within the Land Use Transition Zone subject to City approval for City streets or Regional approval for Regional roads.
2. Transit stops and shelters should be designed in accordance with Grand River Transit Location and Design Guidelines. Encourage locating transit shelters near prominent building entrances in the Land Use Transition zone where reasonably practicable, or alternatively to be located in the Landscaping and Site Furnishing Zone.



Locate transit shelters behind the Pedestrian Clearway

Private Realm- Streetscape Design Guidelines

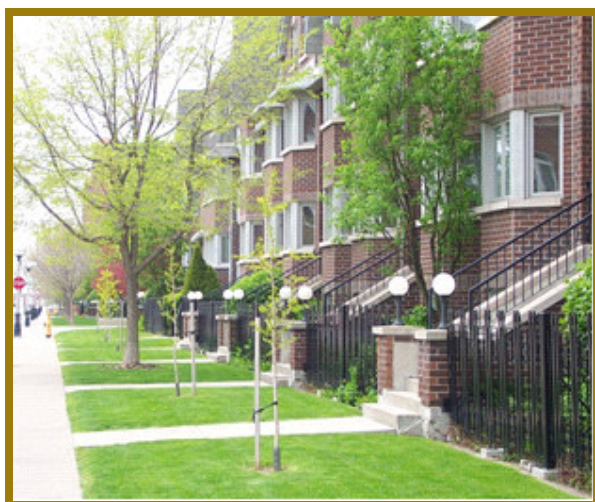
The Design Plan for Fischer Hallman identifies residential and mixed use/commercial streetscape areas comprising the Urban Character Area. The following design guidelines apply according to the streetscape area applicable to the subject site.



Characteristic	Residential Streetscape	Commercial / Mixed Use Streetscape
Lot / Block configuration	- Backlotting and sidelotting of residential development to Fischer Hallman Road or neighbourhood gateway streets is not permitted. - Long blocks of similar and/or concentrations of small lot frontage is discouraged.	Any blocks created should have sufficient frontage on Fischer Hallman Road.
Front yard and yard abutting a street setbacks	Encourage front yard setbacks that are comparatively larger than front yards in the commercial/mixed use streetscape areas to provide sufficient front yard for landscaping.	Minimal front yard setback to ensure the building addresses the street. Locate buildings that are near transit stops closer to the street.
Building Placement	- Prominent building entrances are to be oriented toward the public realm. - Buildings to maintain a generally consistent street edge with subtle variations in setbacks. - Siting and orientation of building(s) on a lot & distribution of building heights and massing shall minimize the appearance of bulk, frame intersections and reduce impacts (shadow, overlook) on adjacent residential properties.	
Front yard projections	Architectural projections (eg: steps, porches) in the front yard acceptable	Canopies, awnings and “spillover” uses (eg: restaurant patios, informal gathering places) in the front yard encouraged.
Building height	- Midrise building form encouraged. Heights will generally be between 3 to 6 storeys with opportunities for taller buildings at locations specified by the Rosenberg Secondary Plan and Zoning By-law. Increased step backs and terracing of upper storeys may be regulated. - Subtle variations of building heights and rooflines are encouraged to create interest along the streetscape. - Ensure a compatible transition of building heights from buildings located in the corridor and the low-rise buildings in the adjacent low rise neighbourhoods.	
Street Enclosure	- Massing of development will maintain a human scale and a 1:2 height-to-corridor ratio. - A podium base of 3 to 6 storeys is considered appropriate with setbacks for upper storeys.	
Massing	- Provide for interruptions of long spans of building mass along a streetscape to create permeable building blocks. - Buildings will be oriented to reduce the appearance of mass and minimize shadow and overlook conditions on adjacent low-rise residential development.	
Building Facades	- Blank facades to Fischer Hallman and intersecting gateway streets are not permitted. - Corner lots will be developed with facades that address both street frontages.	- Encourage regular building openings for all facades addressing a street. - Corner lots will be developed with facades that address both street frontages. - Ground floor facades, window openings, entrances & outdoor patio areas may be regulated.
Materials/ articulation	- High quality building materials and architectural articulation will be required for all buildings fronting on Fischer Hallman and/or intersecting gateway streets. - Buildings at priority lots (gateways, corner lots, site of cultural heritage interest, village greens, neighbourhood parks or terminus sites) are encouraged to be designed as landmarks with architectural innovation.	
Parking location	- Structured parking is strongly encouraged. - Surface parking lots should not be permitted in the front yard or yard abutting a street and may be further regulated through the zoning. - Shared parking and internal accesses among uses and developments will be encouraged where appropriate.	

Characteristic	Residential Streetscape	Commercial / Mixed Use Streetscape
Service areas	Garbage facilities, parking, loading & service areas will be designed and oriented to be screened from view from the public realm and adjacent low rise residential properties and to minimize adverse impacts on adjacent properties.	
Access	Access via private rear lanes or window streets may be considered to support planning objectives for streetscape, built form, and reduce conflict between multi-use pathways, cycling routes, sidewalks, driveways and transit.	Consolidated access points may be encouraged as a measure to minimize impacts on traffic flow and to reduce the number of interruptions in the Pedestrian Clearway Zone. Connectivity internal to the site/block should also be considered.
Transportation Demand Management	- Transportation Demand Management measures are encouraged for all development applications. - Reduced parking requirements will be considered for all developments which achieve the objectives of the TDM Plan	
Landscape treatment in the front yard or yard abutting a street	Soft landscaping treatments, including tree planting are encouraged.	Hardscaping treatments (eg: planter boxes) are encouraged.
Sustainable building strategies/ amenity space	- Private amenities may be provided in the form of rooftop gardens, private balconies. - Solar panels, green roofs and other sustainable building design strategies are encouraged.	Solar panels, green roofs and other sustainable building design strategies are encouraged.
Pedestrian scaled lighting	Consideration may be given to integration of pedestrian-scaled lighting in building/site design where appropriate.	

* In the case of a residential development proposed within a Commercial/Mixed Use Streetscape area consideration of Residential Streetscape design guidelines may be appropriate.



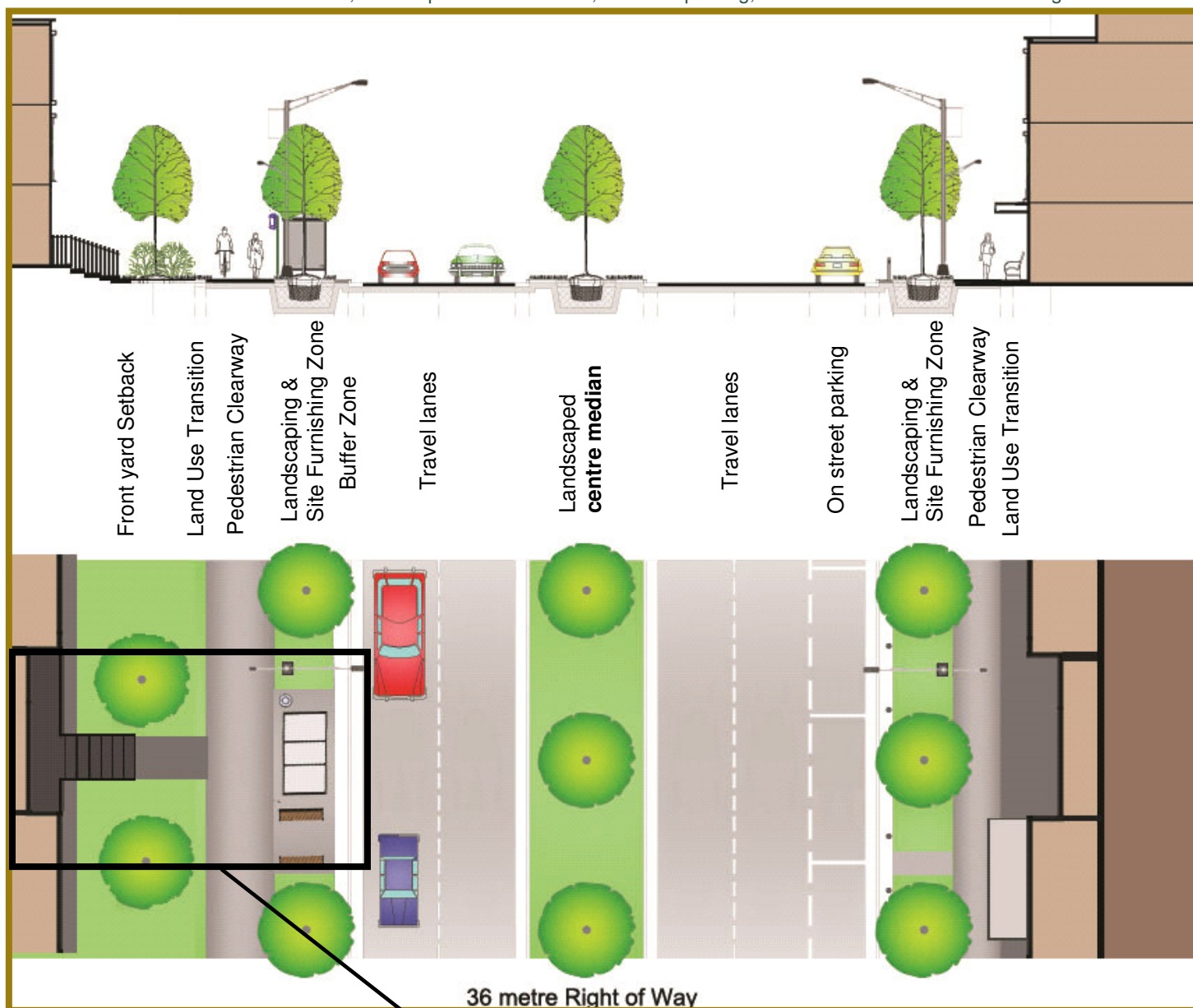
Urban Character Area- Example Residential Typology



Urban Character Area- Mixed Use/Commercial Typology

Urban Character Area Streetscape Potential Option (for illustrative purposes):

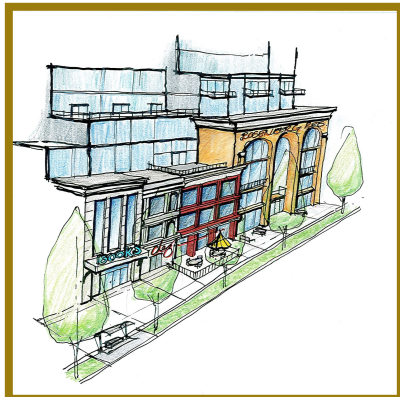
Off road multi-use trails, landscaped centre median, off street parking, residential and commercial frontages



Urban Character Area Streetscape

Potential Development Options

Mixed Use Development



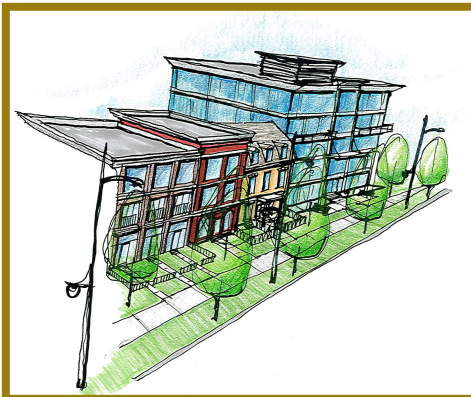
- Active uses at grade
- Regular building openings at the sidewalk
- Human scaled podium base with stepbacks to upper storeys

Commercial Development



- Curb extension to create semi-public plaza
- On street parking
- Articulated façades addressing both streets

Residential Development



- Soft landscaping within the front yard
- Pedestrian scaled lighting
- Front lotted development –driveways located at the rear



- Pedestrian Scaled lighting
- Landscaped centre median
- Wide, uninterrupted multi-use trail
- Parking areas screened from view
- Minimal front yard setbacks with hardscaping to animate Mixed Use street edge
- Relatively larger setbacks with softscaping along Residential street edge

Natural Character Area Vision

The primary focus in the Natural Character Area of the Fischer Hallman corridor will be to conserve, maintain and enhance natural heritage features and landscapes. This area will be characterized by a narrowed right of way with enhanced vegetation on both sides of the road. Opportunities to improve linkages between the Fischer Hallman corridor and the Huron natural area will be considered within this area.



Conserving the existing vegetation is a priority in this area

Public Realm- Streetscape Design Guidelines

The Fischer Hallman Road Environmental Assessment will help guide the future design considerations in this area. The following public realm streetscape design guidelines provide high level design direction for consideration in this process.

Road Way Guidelines

1. Consider water management and infiltration in the design of the road way.
2. Minimize the width of the road way as a traffic calming measure and to minimize any impacts on the natural landscape.
3. Design of road way will maintain existing viewsheds (eg: to the Huron Natural Area).

Buffer Zone Guidelines

1. Utilities located within the Buffer Zone should be appropriately setback from the curbline.

Landscaping and Street Furnishing Zone

1. Strive to conserve all existing vegetation.

2. Consider implementation of a naturalized streetscape treatment.
3. Avoid introduction of any non-native landscaping.

Pedestrian Clearway Zone

1. Dedicate space for pedestrians and cyclists for travel in both directions on both sides of Fischer Hallman Road separated from the road way. An uninterrupted multi-use trail on both sides of the road is one such option.

Private Realm- Streetscape Design Guidelines

Policies in the Rosenberg Secondary Plan designate much of the Natural Character Area as open space and natural heritage, wherein private development is limited. The following guidelines apply for private development on lands in close proximity to the Natural Character Area.

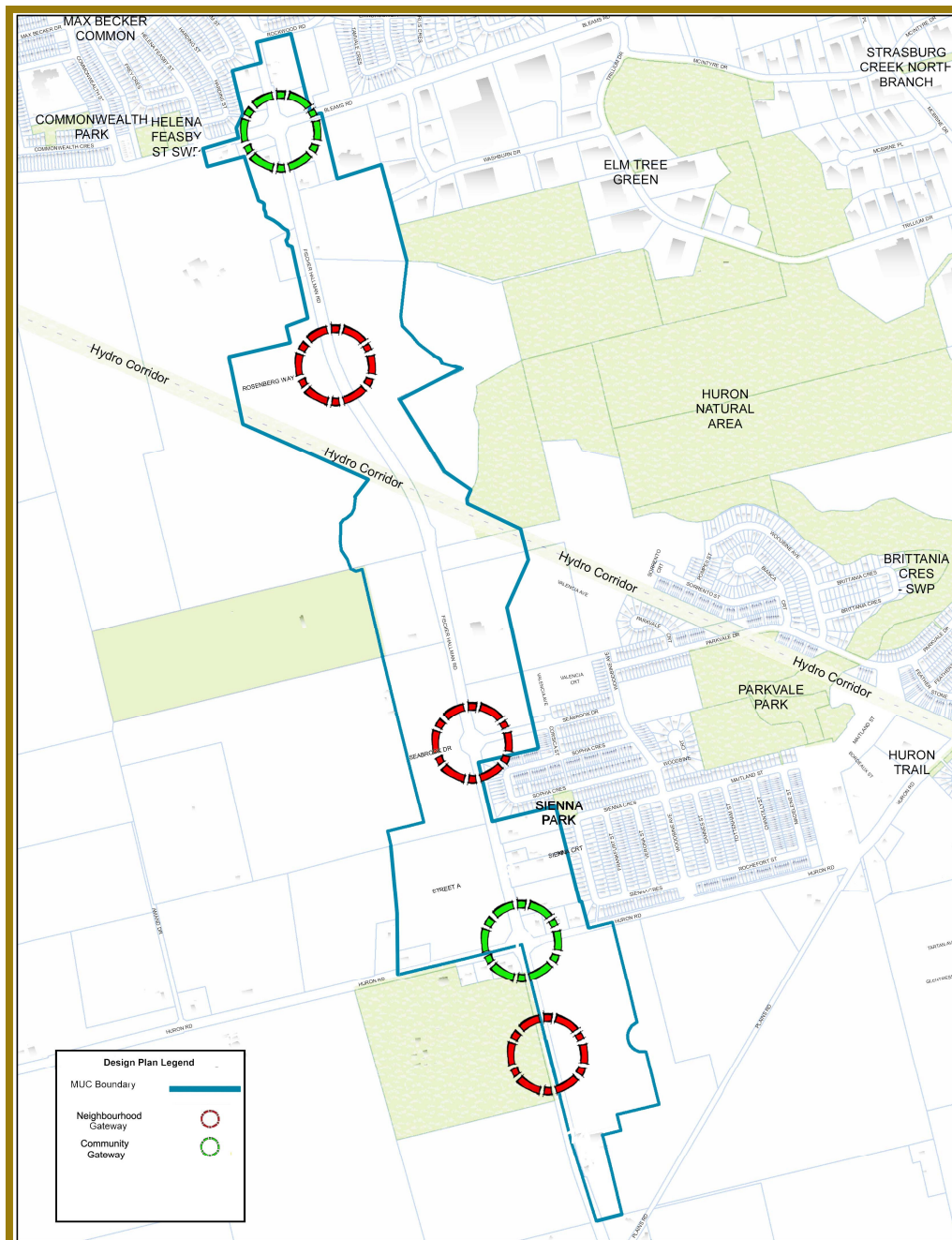
1. Development in close proximity to the Huron Natural Area will maintain views and vistas to this key feature of the Natural Heritage and Open Space system.
2. Incorporate appropriate setbacks and buffers from natural heritage features including any significant habitat, if any.
3. Exercise environmentally responsible design and construction practices.
4. Maintain and enhance natural features and landscapes in building and site design.



Natural Character Area

Part 3- Gateway Typologies

The Gateways within the Fischer Hallman Corridor are located at prominent intersections along the corridor. The Gateways are the primary cross-corridor connection points for pedestrians and cyclists and as such clearly defined pedestrian crossings are essential in these locations. The Gateways permit greater population and employment densities than elsewhere along the Fischer Hallman corridor. Most importantly, the Gateways serve a vital place making function. These are the locations where sense of place is instilled which helps define local neighbourhoods and/or the Rosenberg Community as a whole. Unless otherwise stated herein, the public and private realm principles of the Urban Character Area apply in the Gateways, and the additional guidelines for the Gateways contained herein also apply. There are two gateway typologies within the Fischer Hallman Mixed Use Corridor- Community Gateways and Neighbourhood Gateways. The following design guidelines apply according to the Gateway typology (as shown below):



Community Gateway Vision

Community Gateways will be destinations for the many residents and employees of the Rosenberg Community, providing a range of commercial and employment opportunities as well as transit hub connections to travel to and from other locations throughout the City. These community gateways will be key locations to express community identity and foster sense of place as the travelling public enters the Rosenberg Community.



Neighbourhood Gateway Vision

Neighbourhood Gateways will be vibrant lively places designed to reinforce neighbourhood character. These locations will become inviting entrances into the neighbourhoods. These gateways will be neighbourhood focal points; acting as gathering places for the residents of the surrounding area. Neighbourhood Gateways can be considered the local “Main Street” of the neighbourhoods they serve.



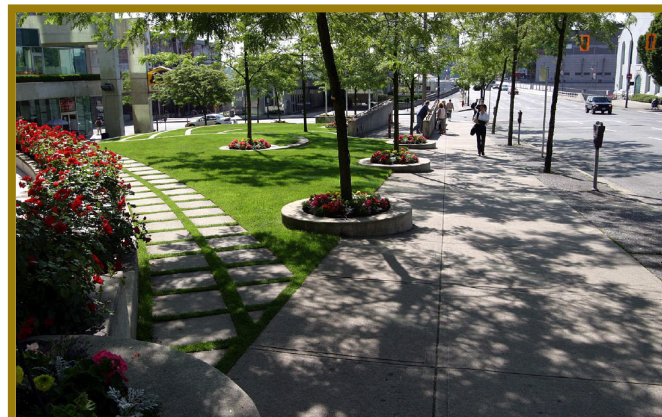
The following chart highlights the public realm characteristics which distinguish the two Gateway typologies.

Public Realm Characteristics

Characteristic	Community Gateway	Neighbourhood Gateway
Place making capacity	Intended to reinforce the sense of place of the City of Kitchener and/or Rosenberg Community as a whole	Intended to reinforce the sense of place of the local neighbourhood
Land Use Transition Zone	Minimal activity in this zone; not an optimal location for “spillover” uses	Maximize use of this zone; promote “spillover” activity and social interaction.
Right of Way design	- Higher volume of vehicular traffic. - Highly legible pedestrian crossings (including pedestrian refuge islands) are a top priority in road way design. - On street parking not appropriate.	- Lesser volume of vehicular traffic. - Highly legible pedestrian crossings (including pedestrian refuge islands) are a top priority in road way design. - Consider traffic calming options (such as bumpouts, onstreet parking) as a high priority in road way design. - Landscaped centre median to be incorporated in intersecting street design. - On street parking encouraged in certain locations- see Part 5 Site Specific Considerations.
Landscape and Site Furnishing Zone elements (including banners, public art, street furnishings, wayfinding signage, commemorative signage)	- Will reflect the Rosenberg Community. - Street trees should be planted at regular intervals along both Fischer Hallman Road and the intersecting street.	- Will reflect the local neighbourhood with some reference to the broader Rosenberg Community. - Street trees should be planted at regular intervals along both Fischer Hallman Road and the intersecting street.
Gateway features	Incorporate larger scale, more decorative entrance features such as decorative walls and pillars.	Incorporate smaller scale, lower maintenance entrance features.



Prominent gateway features encouraged at Community Gateway locations to identify Rosenberg Community



Widened boulevard encouraged at a Neighbourhood Gateway to maximize activity in the land use transition zone (Dan Burden)

The following chart highlights the private realm characteristics which distinguish the two Gateway typologies.

Private Realm Characteristics

Characteristic	Community Gateway	Neighbourhood Gateway
Built form	- Balance of building heights on both sides of the street and at a scale that does not exceed 1:2 height to corridor width in order attractively frame the intersection. - Corner lot buildings to have articulated facades on both street frontages. - Landmark building design: architectural innovation and expression is encouraged.	
Ground floor use	Active use	Active use, particularly restaurants and specialty retail.
Building orientation relative to Fischer Hallman Road	Minimal setbacks; oriented close to Fischer Hallman Road	- Comparatively greater setbacks than Community Gateways - Greater animation of private and semi-public space in front of the building particularly at the intersection.
Building orientation relative to intersecting street	- Generally similar setback as the setback to Fischer Hallman Road, in some cases lesser setback than to Fischer Hallman - Prominent building entrances will be oriented towards Fischer Hallman Road and interior to the site	- Lesser setback than the setback to Fischer Hallman Road; greater setbacks may be appropriate to accommodate outdoor patio areas - Prominent building entrances will be oriented towards the intersecting street (rather than Fischer Hallman Road)



Opportunities for greater building heights at Community Gateway locations (Molinaro Group)

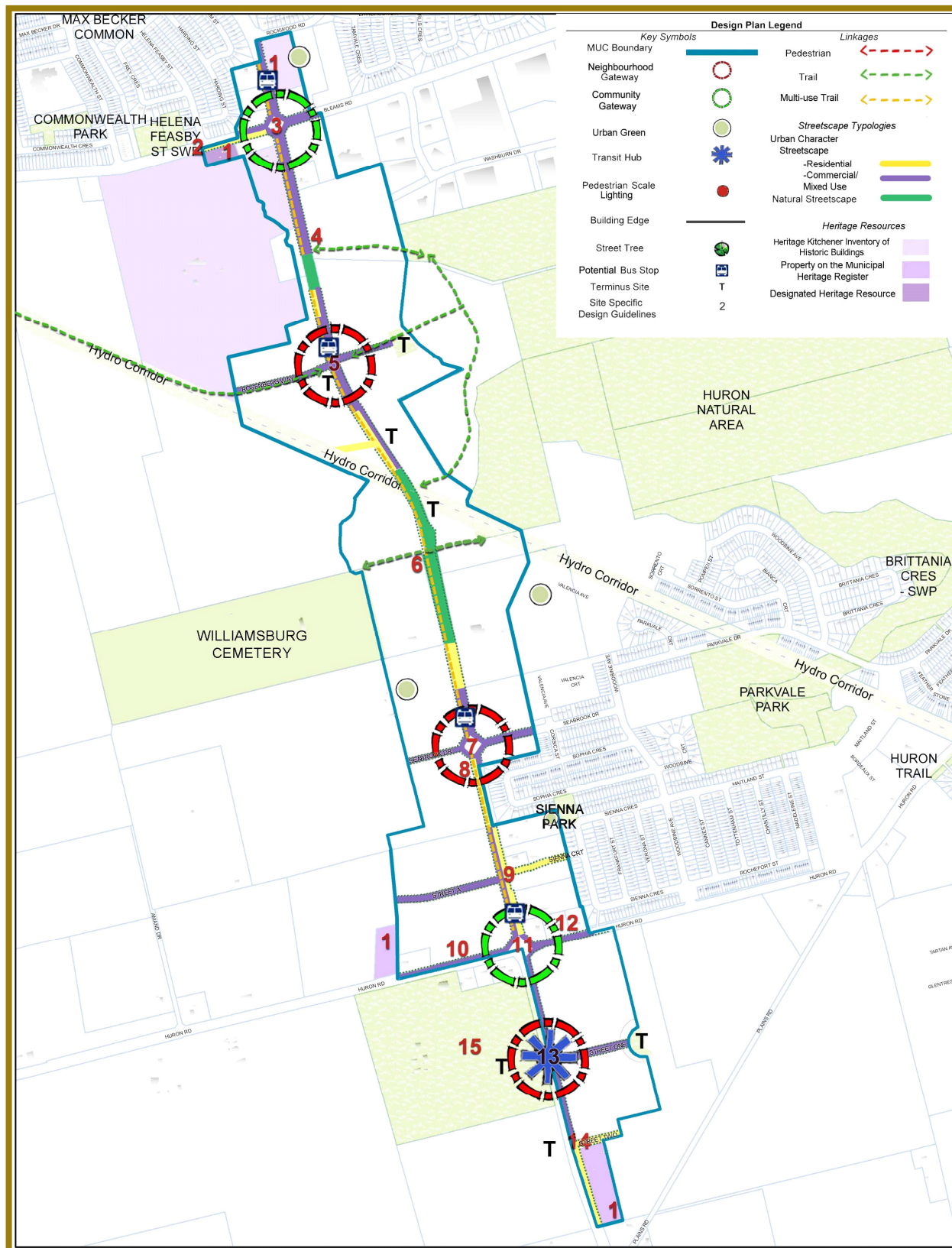


Minimal building setbacks along Neighbourhood Gateway intersecting street (en)



Articulation of all street facing facades required along both Community and Neighbourhood Gateways

Part 4- Site Specific Design Considerations



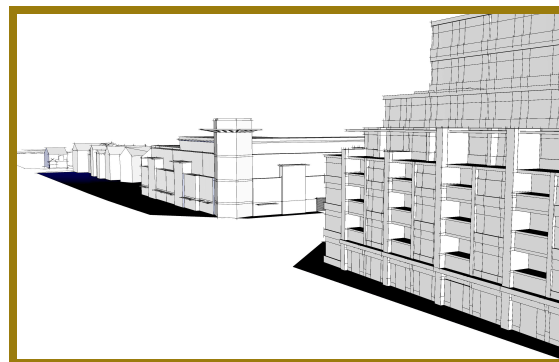
1. **Heritage Resource:** Conserve existing buildings and structures of historical or architectural significance or cultural merit. Development on adjacent lands will complement and where possible incorporate the heritage resource. Impacts to the heritage resource will be evaluated through the development review and Environmental Assessment processes.



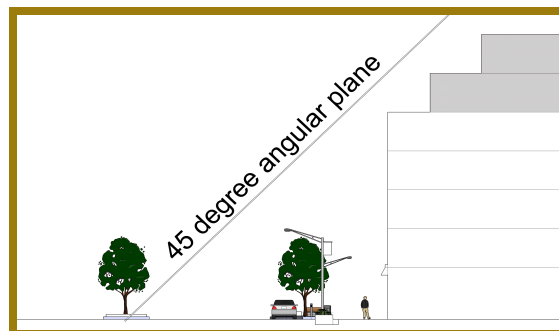
Cultural Heritage Resource on the Municipal Heritage Register- 1940 Fischer Hallman Road

2. **Bleams Road- Heritage Road:** Consider an interpretive panel on the south side of Bleams Road to recognize the historical significance of Bleams Road and the Village of Williamsburg.
3. **Fischer Hallman and Bleams Community Gateway:** This Gateway is a destination for the Rosenberg Community for commercial and employment uses. It is an entrance point into Rosenberg from the north as well as an entrance point into Williamsburg from the south.
 - a) Mid to high rise (8 to 10 storey) buildings are encouraged on easterly corners and lesser height (3 to 6 storeys) will be encouraged on westerly corners to ensure a compatible transition of building height from adjacent low rise residential area to the west. Mid and high rise buildings should maintain a human scaled podium base of 3 to 6 storeys with stepbacks of upper storeys to maintain a human scale and a 1:2 height-to-corridor ratio. High rise residential development south of the gateway must also maintain a similarly scaled podium base along Fischer Hallman Road with stepbacks to upper storeys.

- b) Buildings at this gateway will be oriented to Fischer Hallman Road with minimal building setbacks from the Fischer Hallman Road street line.



Graduated increases in height from east to west along Bleams Road across Fischer Hallman Road



To reinforce the human scale a 1:2 height-to-corridor ratio (or 45 degree angular plane from the centre of the street) is encouraged

4. **Possible midblock crossing:** Consider a mid-block crossing to improve east-west connectivity of neighbourhoods and linkages to the trail network.
5. **Fischer Hallman Road and Rosenberg Way Neighbourhood Gateway:**
 - a) A top priority for this Gateway is to optimize connectivity and linkages to the trail network, the planned neighbourhood park to the east, the Huron Natural Area and the Huron Business Park. Consider incorporating this trail in the form of a multi-use trail in the design of Rosenberg Way.



Dedicated multi use trail to optimize connectivity (Dan Burden)

- b) Consider bump-out /curb extension to widen the Pedestrian Clearway and Land Use Transition Zones and to create an opportunity for on street parking. On street parking is preferable on one side of the street on Fischer Hallman Road both north and south of the intersection during off peak hours and on one side of the street on Rosenberg Way both east and west of the intersection.
- c) Orient primary building entrances with regard for siting of transit stop. Incorporate the transit stop in the Land Use Transition Zone if possible.
- d) Building setbacks of up to 10 metres from the street line will be encouraged at the corner of Fischer Hallman Road to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.
- e) Generally, minimal building setbacks will be encouraged along Rosenberg Way to promote a pedestrian-oriented streetscape. Consideration may be given to setbacks of up to 10 metres from the street line to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.



Minimal building setbacks and primary entrances along the Rosenberg Way frontage to animate the streetscape

- f) Incorporate public art, wayfinding signage and/or interpretive signage at trail connection e.g. to highlight landmarks, views and vistas and/or to provide information about the Huron Natural Area.
 - g) Building facades of corner buildings to address both streets but to be oriented towards Rosenberg Way.
 - h) Live/work developments will be encouraged along Rosenberg Way.
 - i) Midrise buildings of up to 5 storeys in height permitted on the west side of the intersection.
 - j) High rise buildings in a tower form of up to 10 storeys in height are encouraged on the east side of the intersection.
 - k) Podium base of high rise buildings should balance the mid rise scale of development on the west side of the intersection with stepbacks to upper storeys.
6. **Possible midblock crossing:** Consider a mid-block crossing to improve east-west connectivity of neighbourhoods and linkages to the community trail network. Consider the incorporation of public art, wayfinding signage and/or interpretive signage at this location to bring awareness to the Regional Core Environmental Features in the area.



A clearly defined mid block crossing to establish/enhance linkages (Gary Toth)

7. Fischer Hallman Road and Seabrook Drive Neighbourhood Gateway:

- a) Provide a dedicated cycling lane in the design of the Seabrook Drive road right of way.
- b) Consider bump-out /curb extension to widen the Pedestrian Clearway and Land Use Transition Zones and to create an opportunity for on street parking. On street parking is preferable on one side of the street on Fischer Hallman Road north of the intersection during off peak hours and on one side of the street on Seabrook Drive both east and west of the intersection.
- c) Orient primary building entrances with regard for siting of transit stop. Incorporate the transit stop in the Land Use Transition Zone if possible.
- d) Building setbacks of up to 10 metres from the street line will be encouraged at the corner of Fischer Hallman Road and Seabrook Drive to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.
- e) Generally, minimal building setbacks will be encouraged along Seabrook Drive to promote a pedestrian-oriented streetscape. Consideration may be given to setbacks of up to 10 metres from

the street line to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.

- f) Encourage live/work development along Seabrook Drive.
- g) Maximum five storey building height permitted. Minimum façade height of 2 storeys required.
- h) Buildings facades of corner buildings to address both streets but to be oriented towards Seabrook Drive.



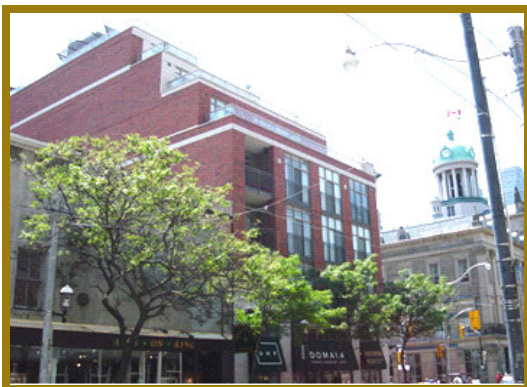
Corner buildings to be articulated at the corner and address both street frontages

8. **Stormwater Management Pond:** A stormwater management pond is likely to be located along the west side of Fischer Hallman Road. There is existing backlotted residential development with privacy fencing along the east side of Fischer Hallman Road. Streetscape character will differ from the guidelines in this location given these conditions.
9. **Fischer Hallman Road and “Street A” Intersection:**
 - a) Consider bump-out /curb extension to widen the Pedestrian Clearway and Land Use Transition Zones and to create an opportunity for on street parking. On street parking is preferable on one side of the street on “Street A” west of the intersection.



Widened boulevard and on street parking to improve the pedestrian realm (Dan Burden)

- b) Generally, minimal building setbacks will be encouraged along “Street A” west of the intersection to promote a pedestrian-oriented streetscape.
- c) Buildings facades of corner buildings to address both streets but to be oriented towards “Street A”.
- d) Midrise buildings of up to 8 storeys in height will be permitted on the west side of Fischer Hallman Road provided that a podium base of 3 to 5 storeys is established along the Fischer Hallman Road frontage with setbacks to upper storeys.
- e) A transition of building height will be required from taller buildings at the corner of Fischer Hallman Road and “Street A” to the nearby low density residential development to the east and west.



Setbacks of upper storeys can help reinforce the podium base and reduce the appearance of mass

- 10. **Huron Road- Heritage Road:** Consider an interpretive panel on the north side of Huron Road to recognize its historical significance.
- 11. **Fischer Hallman and Huron Community Gateway:**
 - a) Encourage integration of public art and/or landscaped entrance feature on the northwest corner of Fischer Hallman Road and Huron Road to identify this location as the primary entrance into the City’s Urban Area and the Rosenberg Community from the South.



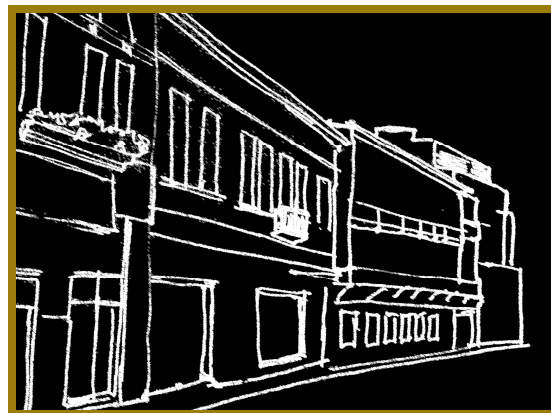
Gateway entrance features may also be integrated in the design of the road way (Gary Toth)

- b) Buildings proposed on the northwest and southeast corners of the intersection are to be oriented to Fischer Hallman Road with minimal building setbacks from the Fischer Hallman street line. A podium base of 2 to 5 storeys in height is encouraged along Fischer Hallman Road. Mid to high rise buildings up to 8 to 10 storeys are encouraged if taller buildings are located interior to the site or stepped back from the Fischer Hallman Road and Huron Road street lines.
- c) On the northeast corner of the intersection the buildings are encouraged to be oriented towards Huron Road and be of a low to mid rise scale (2 to 5 storeys) as a transition from nearby low rise residential development to the east.

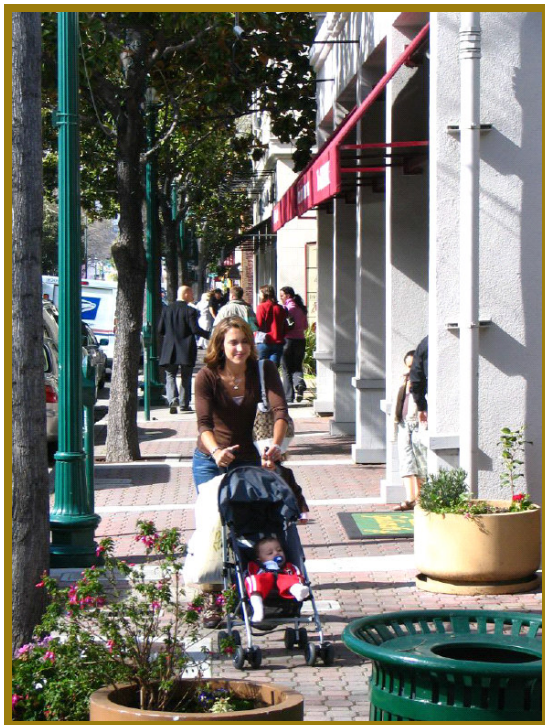


Midrise scale of development to transition from nearby low rise residential development

- d) A transition of building height will be required from taller buildings near Fischer Hallman Road and Huron Road to the nearby low density residential development to the east and west.
- e) Close proximity to nearby transit hub serving the community; consider linkages to the transit service in site design and development.
- 12. **Vegetation:** Existing vegetation on the northeast corner of this intersection is to be conserved in accordance with an approved Environmental Impact Study (EIS). Appropriate scale and siting of buildings on this corner will depend on the outcome of the EIS.
- 13. **Fischer Hallman and Street One of Subdivision 30T-07205 Neighbourhood Gateway:** This Gateway is an entrance point into Subdivision 30T-07205. It is a primary path between a local neighbourhood park and a municipal park.
 - a) Building and site design will be required to preserve and enhance view corridor of both terminus sites at either end of Street One.
 - b) A top priority for this Gateway is to optimize connectivity for all modes of travel to the planned District Park to the west.
 - c) Incorporate connections and linkages to the planned neighbourhood park to the east.
- d) Consider on street parking on Street One on both sides of the street.
- e) Median to be incorporated in the road right of way on Street One.
- f) Mid rise form of development (two to four storeys) encouraged along Street One.
- g) Mid to high rise form of development (8-10 storeys) encouraged in a tower form stepped back from the Fischer Hallman and Street One streetlines.
- h) Podium of any high rise development must reinforce human scale and complement the adjacent lower scale of development along Street One.
- i) Building setbacks of up to 10 metres from the street line will be encouraged at the corner of Fischer Hallman Road and Street One to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.
- j) Generally, minimal building setbacks will be encouraged along Street One to promote a pedestrian-oriented streetscape. Consideration may be given to setbacks of up to 10 metres from the street line to increase semi-public space and/or where necessary to accommodate outdoor commercial space (eg: patio or street retail). Parking will not be permitted within this setback.



Minimal building setbacks to animate streetscape



Minimal building setbacks except where needed to enlarge the Land Use Transition Zone to accommodate spillover uses (Dan Burden)

- k) Potential transit hub to be located in the immediate area. Transit facilities to be designed in accordance with Grand River Transit Location and Design Guidelines. Lay-by design for transit facility is preferred.
- l) Orient primary building entrances with regard for siting of transit stop. Incorporate the transit stop in the Land Use Transition Zone if possible.
- m) Consider utilization of Land Use Transition Zone and/or semi-public spaces for passive waiting areas for the transit service.
- n) Incorporate pedestrian linkages between building entrances and transit hub location.
- o) Encourage connectivity and linkages to the transit facility from nearby sites.

14. **Fischer Hallman and Street Two of Subdivision 30T-07205 Intersection:** This is an entrance point to Subdivision 30T-07205. It is also a primary entrance point into the Rosenberg Community and

the City Urban Area from the south for a large portion of the travelling public.

- a) Encourage integration of public art and/or landscaped entrance feature at this location.



Public art can help instill a sense of place and reflect neighbourhood identity

- b) Encourage mixed use buildings of up to 6 storeys in height at the intersection with possibilities for greater height if stepped back from the Fischer Hallman Road streetline.



Midrise scale of development with a mix of uses

- 15. **District Park:** Any buildings proposed on the District Park lands should be oriented towards Fischer Hallman Road.