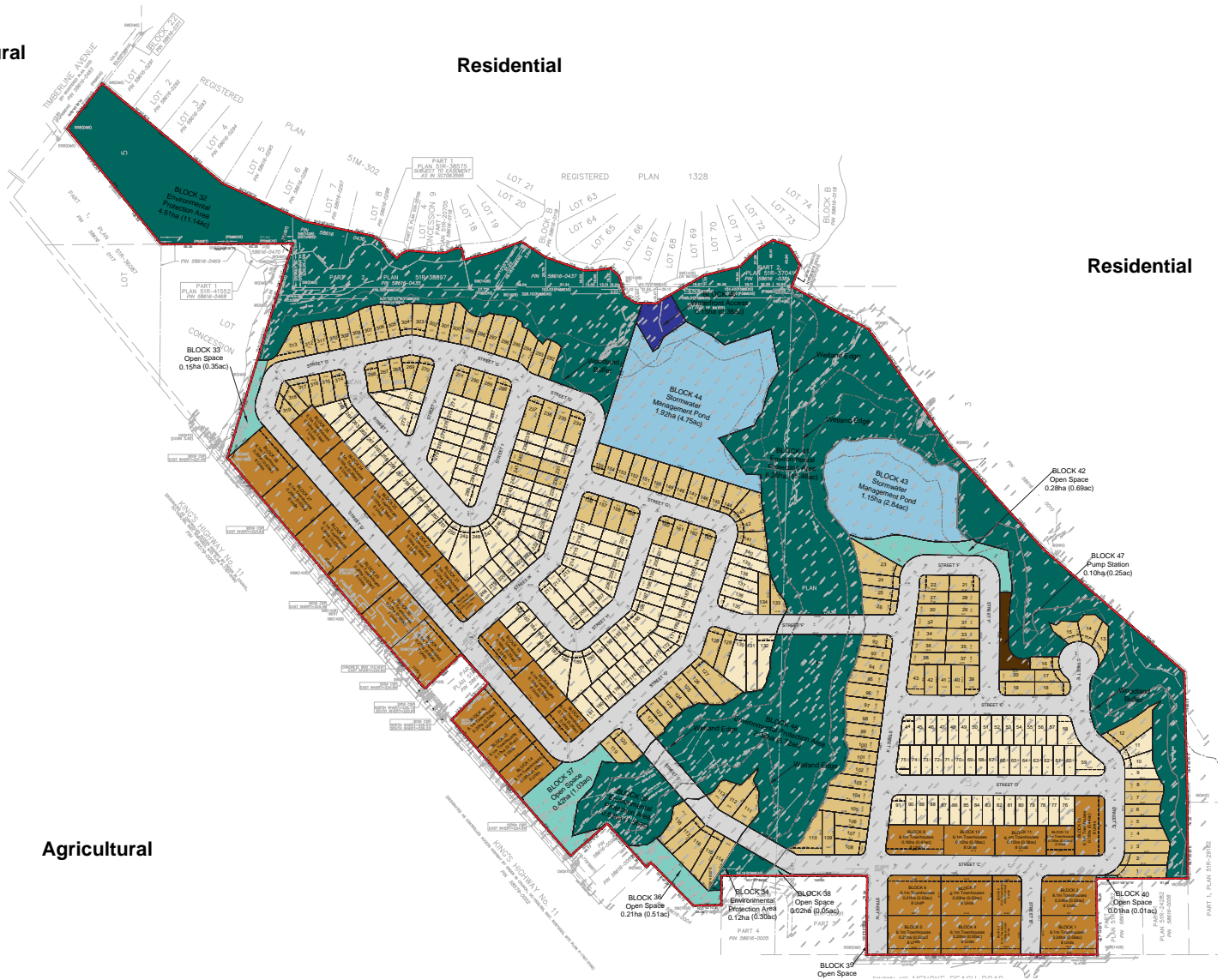


tural

Residential

Residential

Agricultural



# 8743 HIGHWAY 11, SEVERN

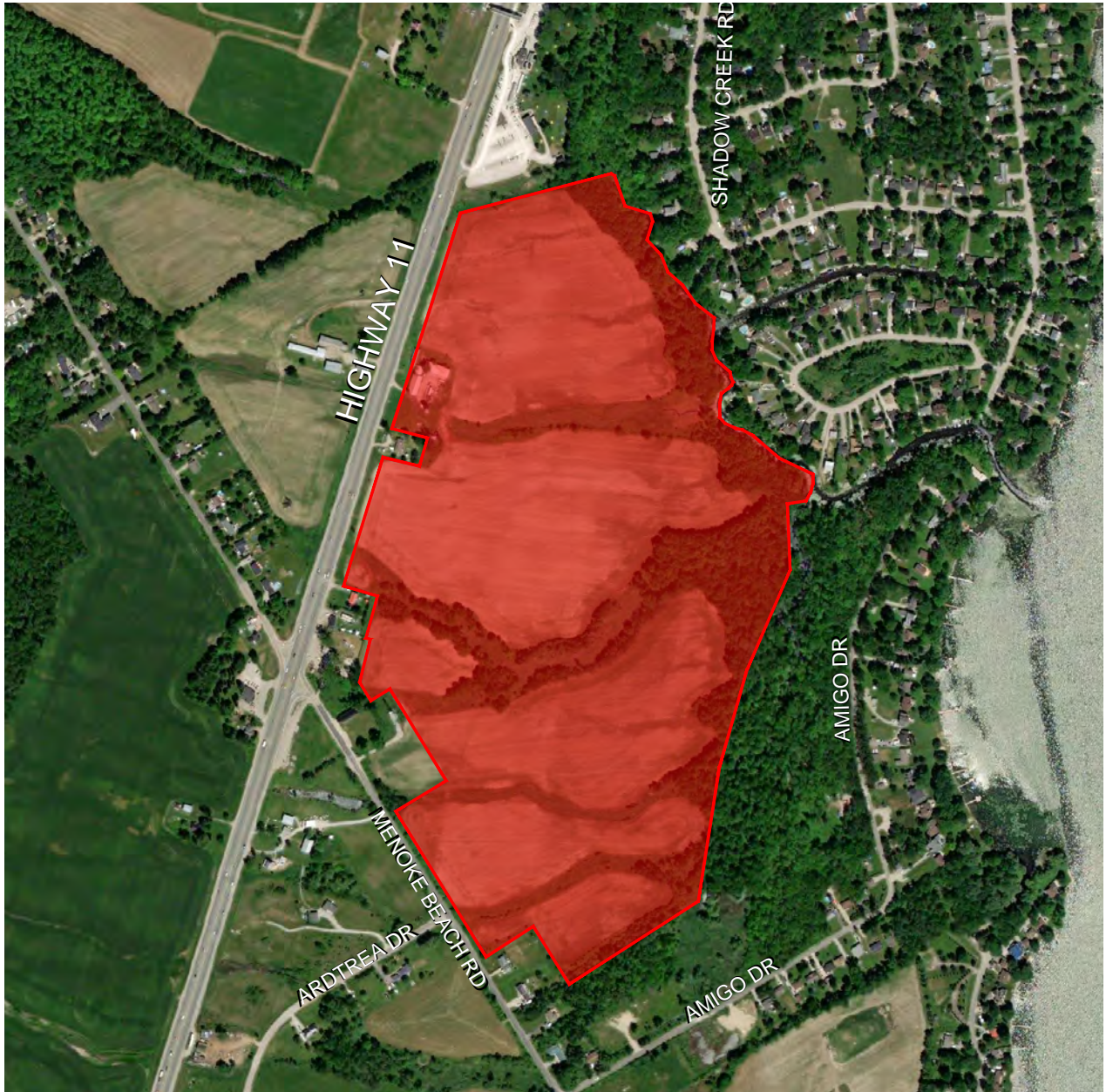
JANUARY, 2022

## URBAN DESIGN BRIEF

File No. 15226AA

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Aerial location of Subject Lands





# 2.0 HOW TO READ THIS BRIEF

Figure illustrating adherence where applicable

Design policy and guidelines from the municipality

Response to design policy and guidelines

Reference to key design principle being acknowledged

**G1.5.3.2a)** Landscaping is a major contributor to a vibrant streetscape. A high quality of landscape design will be required to enhance the visual aesthetics of development and to enhance the site and land use compatibility.

**G1.5.3.2b)** Landscaping within private lands should be complementary to streetscape design and materials within the public realm.

**G1.5.3.2 c)** Landscaping shall be used to screen or buffer development from adjacent uses, and mitigate on-site operational activities such as loading and waste storage facilities, where necessary.

**G1.5.3.2d)** Landscape materials shall be selected for their aesthetic, ecological, disease tolerance and maintenance characteristics.

**G1.5.3.2e)** Hard and soft landscaping shall be used for the spaces between the street line and buildings to enhance the streetscape, as well as provide a buffering function when on-site parking is placed close to the street or in side yards. To help create a strong landscape presence that also screens surface parking, a generously sized area and/or low decorative fencing should be provided along the street line to allow for an aesthetically pleasing view from the street into the site.

**G1.5.3.2f)** Vehicular entrances often present opportunities for landscaping that highlight entry points into the site. Therefore, appropriate landscaping should be provided on either side of driveway entrances where appropriate, particularly at the main entrances.

**G1.5.3.2g)** The use of berms along public street frontages shall generally be avoided due to their tendency to isolate buildings from the streets. Also, they give an impression that the public right of way is primarily a channel only for vehicles.

**G1.5.3.2h)** Landscaping can play an important role in delineating a site's side yards and often provides a visual break in large isolated areas. In this regard, landscape strips planted with trees and/or shrubs and flowers should be used to separate each development and the associated parking area.

**G1.5.3.2i)** The presence of significant trees on an development site shall be determined through a tree survey and, should generally be preserved, maintained and integrated into the new landscape design.

**G1.5.3.5 e)** Landscaping plays an important role in buffering potential negative effects. There should be a wide and generously-planted landscape strip using a combination of deciduous and coniferous trees, as well as opaque fencing, with noise attenuation properties where required, along the property line abutting the residential area. Berms are recommended at rear yards where additional height for a buffer may be warranted.

**G1.5.3.5 f)** when a development abuts a street with a residential use on the opposite side, the frontage should be treated with a wide landscaped strip and, where possible, parking shall not be located closer to the street than the building face.

**RESPONSE**  
An attractive landscaping treatment will be provided throughout the Subject Lands to enhance the experience in the Community while integrating the natural landscape and environmental protection area to the south. In addition, native plant materials will be utilized to ensure optimum plant growth. The proposal will promote high quality landscaping clusters in focus areas such gateway entries into the community to provide sense of arrival, and stormwater management features. Sudding and a shade tree shall be provided along each new residential lot, and street trees within the public realm shall be implemented in combination with sidewalks and lighting as per Township standards.

A community private park and boat launch area will serve as two focal points centrally located within the community to serve residents as places of social congregation. Trails adjacent to the natural heritage feature and SWM pond are proposed to connect the community through natural assets on the Subject Lands. Buffer planting will be provided where development is proposed adjacent to the natural heritage feature, protecting and reinforcing vegetation within this feature as recommended by the EC prepared by Astmuth. While each individual landowner will be responsible for fencing, future Urban Design and Architectural Control guidelines will direct the type and quality of fencing for future home buyers.

Overall, the proposed landscaping program will complement the existing natural heritage landscaping and provide an attractive local community within West Shore.

**ACCESSIBILITY**

**NODE**

**STREET FURNITURE**

**PUBLIC REALM**

**PEDESTRIAN-ORIENTED**

**FOCAL POINT**

This Urban Design Brief organizes key urban design principles into categories. Within each category, a written response demonstrating adherence with those principles is provided. In some cases where strict compliance is not feasible, design rationale is provided to outline how the design intent continues to be respected.

Well-designed developments can help to connect people with places, balance the protection of the environment with emerging built form, and achieve development that promotes a sense of place and local identity within a community. Key urban design terms have been used in this brief to further articulate how the proposal achieves good design principles and enhances the relationship with the surrounding community.

# 3.0

## EXISTING CONTEXT ANALYSIS

The site is located in the Township of Severn, specifically within the West Shore Community of Severn, which is situated east of Highway 11 and along Lake Couchiching. The Subject Lands are located northeast of Amigo Drive and Menoke Beach Road. The site is currently surrounded by the following uses:

**NORTH** Various commercial uses are located directly north of the Subject Lands, including Webbers restaurant and Starbucks. To the northeast is an existing residential neighbourhood along Shadow Creek Road. To the northwest is primarily agricultural uses alongside Highway 11.

**EAST** East of the Subject Lands is primarily residential single-detached homes along Amigo Drive and Shadow Creek Road. Beyond the residential uses is Lake Couchiching.

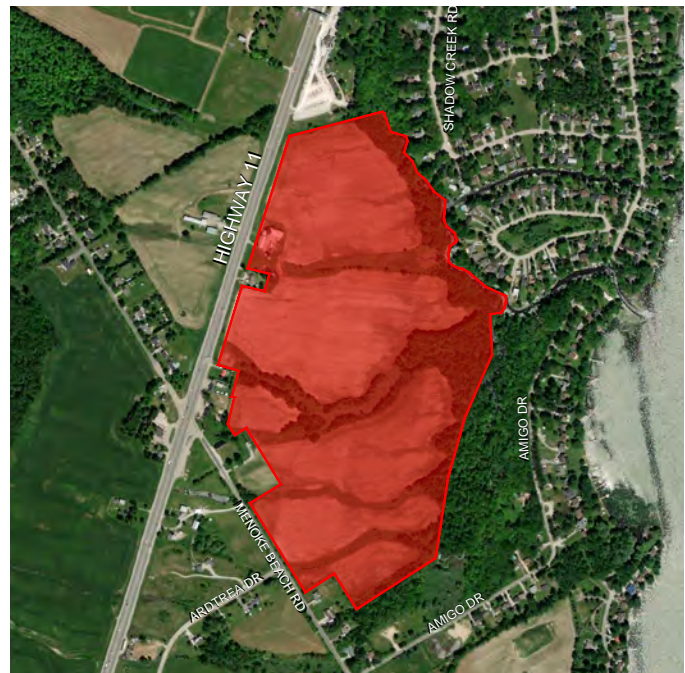
**SOUTH** The south line of the Subject Lands runs along Menoke Beach Road and includes a community church (Ardrea United Church). There are a few residential dwellings along Menoke Beach Road with agricultural uses further to the south.

**WEST** Immediately to the west of the Subject Lands is Highway 11, followed by agricultural uses and limited residential dwellings along Brennan Line.

The area surrounding the Subject Lands is characterized by a mix of commercial uses to the north, residential uses to the east, and agricultural uses to the south and west. The Subject Lands are located near commercial retail developments and facilities and residential neighbourhoods.

The commercial built form along Highway 11 is made up of primarily one-storey buildings with significant vehicle parking spaces and significant setbacks from the highway. A majority of the existing surrounding residential development consists of cottages of one or two-storeys in height with a large front and side yard setbacks.

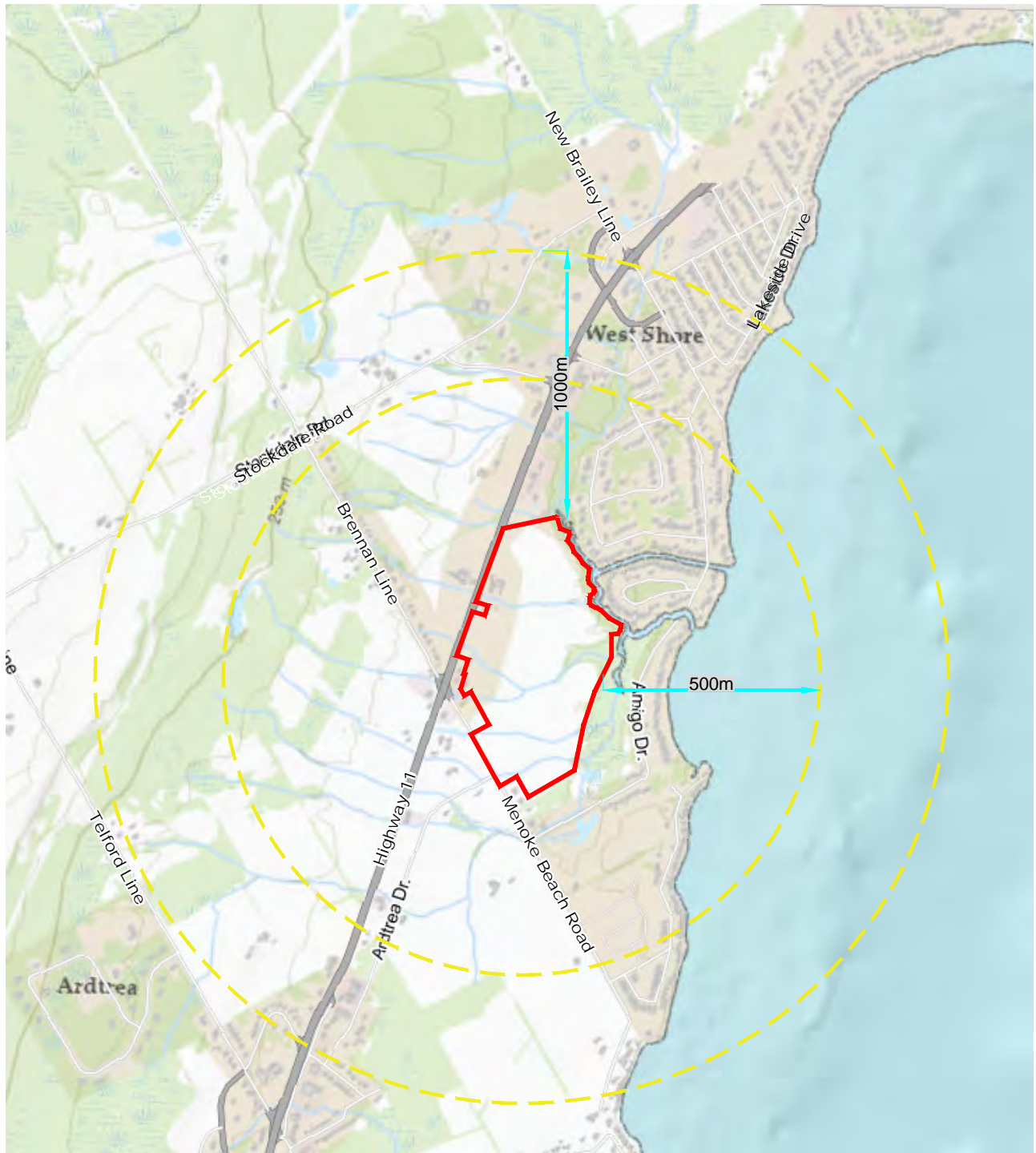
The design of the proposed residences will be compatible and in character with the existing dwellings of the surrounding planning area and will adhere to both the Simcoe County Official Plan and the Township of Severn Official Plan.



### LEGEND

Subject Lands

Figure 3.1 Subject Lands on an Aerial Map.



**LEGEND**






- |                                                                                     |                  |                                                                                     |                  |
|-------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------|------------------|
|  | Subject Lands    |  | Residential Area |
|  | Walking Distance |  | Commercial Area  |
|                                                                                     |                  |  | Open Space       |

Figure 3.1 Context map showing the Subject Lands in relation to its surroundings.



# 4.0 OPPORTUNITIES

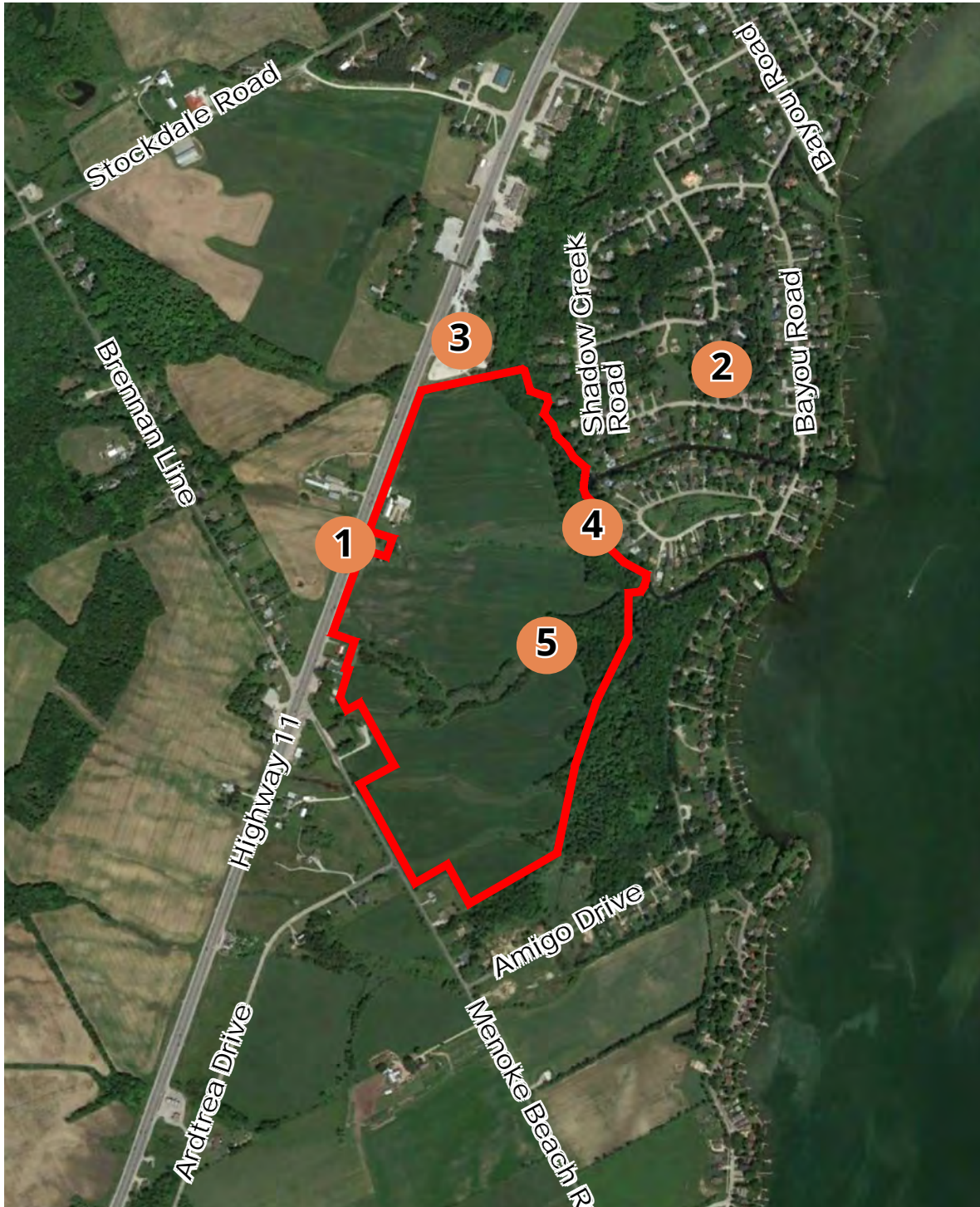


Figure 4.1 Opportunities Map



An opportunities and constraints analysis was conducted to evaluate the various factors that may prioritize benefits or impact future uses on the Community. **Figure 4.1** correspond to the response numbers below. While this evaluation is preliminary, this analysis builds a foundation and understanding of the existing context noted previously.

### **1. ACCESS TO ROAD NETWORK**

The site directly abuts Highway 11 and has access via Menoke Beach Road, providing the community with accessibility to reach essential needs within the Township and within surrounding areas of the County of Simcoe.

### **2. COMPATIBLE LAND USES**

Adjacent to the Subject Lands is existing low density residential dwellings, which will result in a seamless transition between the existing land uses of the surrounding areas and the dwellings proposed within the site.

### **3. PROXIMITY TO EXISTING COMMERCIAL USES**

The Subject Lands are located near commercial retail developments and facilities thus representing a unique opportunity to provide a new residential neighbourhood in a growing community.

### **4. SHADOW CREEK**

The Subject Lands abut Shadow Creek, which is an existing watercourse that is actively used for boating, providing opportunities for waterfront access to the subdivision.

### **5. NATURAL HERITAGE FEATURES**

The Subject Lands have a number of natural heritage features that cross and/or frame the property boundary, providing opportunity to integrate these features as a natural amenity within the overall plan.

# 4.1 CONSTRAINTS

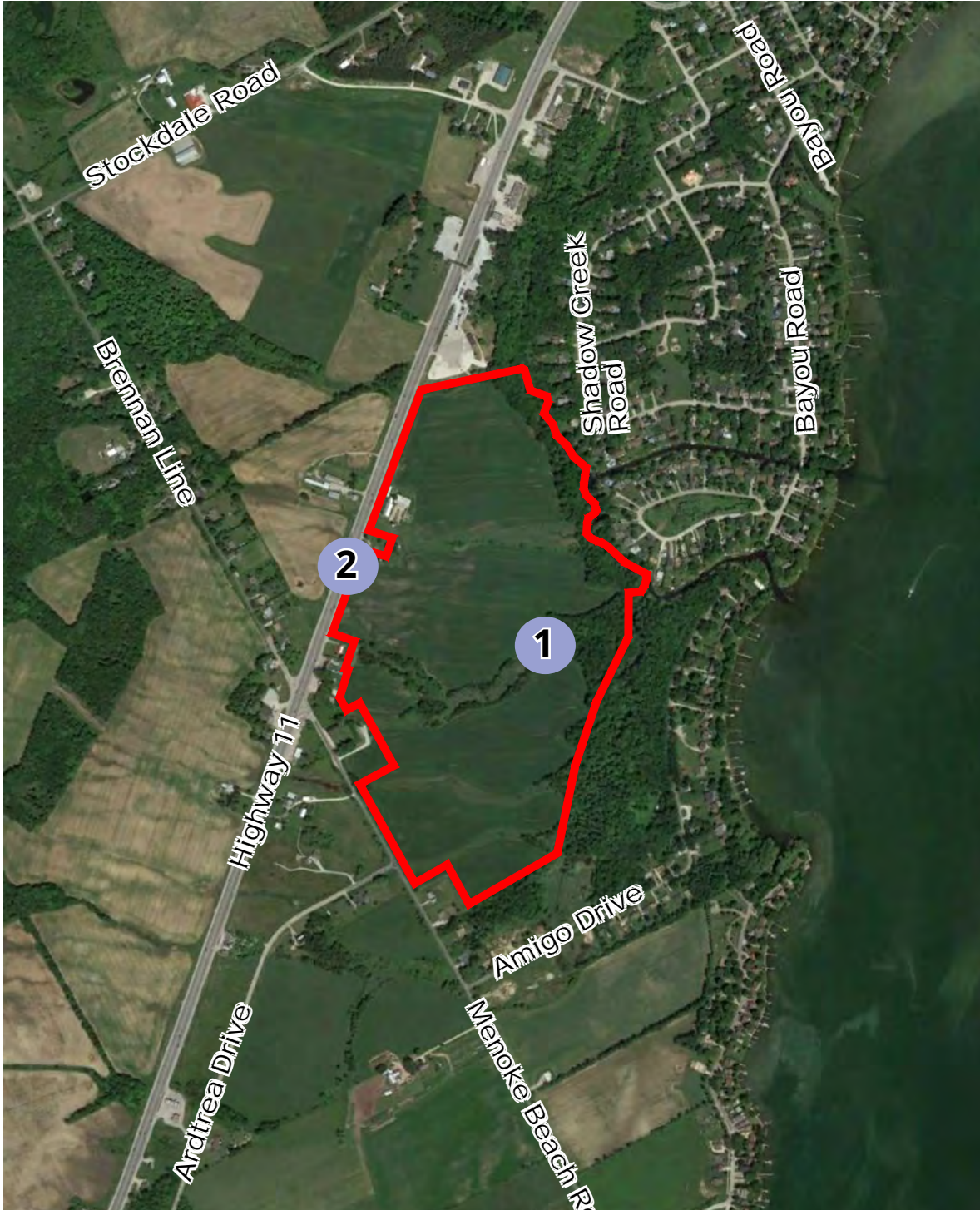


Figure 4.2 Constraints Map

### **1. NATURAL HERITAGE FEATURES**

As discussed previously, while existing natural heritage features can serve as an amenity, they all require protection, resulting in a constraint relative to usable area for development purposes and requiring a level of care in the design and layout of the plan.

### **2. NOISE IMPACTS**

The Subject Lands' proximity to Highway 11 will result in noise impact from the travelling public that will require noise mitigation measures to be implemented where determined by a noise consultant.

# 5.0 THE PROPOSAL

The proposal is for a comprehensively developed mixed residential neighbourhood on the Subject Lands. The proposal consists of 534 units, with a density of 17.62. The intended breakdown of dwelling types includes 151 40' single detached, 189 36' single detached, and 215 20' townhouses. The overall plan structure has been organized to locate higher density residential homes adjacent to Highway 11 and Menoke Beach Road, with a lower density transition as you move east toward the natural heritage features with a range of lot sizes.

The proposed development will be accessed via two entrances off Menoke Beach Road, which has a direct connection to Highway 11. The overall plan contemplates a modified grid network with limited cul-de-sacs to promote connectivity. On-street parking will be available to visitors within the proposed subdivision. Pedestrian sidewalks are contemplated on the proposed streets and pedestrian connections are proposed to the commercial uses to the north and Shadow Creek, allowing residents to launch canoes and access the water.

The developed of the Subject Lands will also include natural heritage features within an open space network for the enjoyment of residents. These areas are integrated throughout the development, connected through trail opportunities, creating sub-communities within the overall plan, and allowing residents to live within the natural environment.

Landscaping will be provided throughout the development through the inclusion of street trees and appropriate boulevard landscaping. This landscaping will be in addition to the natural heritage features which will be maintained and protected on site.

**Agricultural**



**Agricultural**



Figure 5.1 Plan of Subdivision



Residential

Residential

Residential



Agricultural

# 6.0

## SUSTAINABILITY

### POLICIES AND GUIDELINES ON SUSTAINABILITY

#### The Simcoe County Official Plan

**Policy 3.5.28)** Settlement form and building design shall consider conservation in energy, water and wastewater management, the current use or eventual introduction of public transit, the integration of paths and trails, bicycle routes, a compact and convenient design which encourages walking, the incorporation of natural heritage features and areas, public safety including the impact on policing services, and the preservation of public access to shorelines.

### RESPONSE

The proposal represents a form of development that considers and responds to a changing climate. The proposal contemplates 534 lots in a compact urban form, providing a lotting fabric and unit types that are more dense than existing urban morphology of the area. The plan deploys a modified grid with limited dead ends, allowing for convenient vehicular, cycling and pedestrian movement. The plan will include pedestrian sidewalks extending from Menoke Beach Road to the south to the commercial uses in the north, allowing the broader community to have public access to existing shops and services through the Subject Lands by foot or bicycle, assisting with the reduction of automobile use. The plan has been designed to integrate and protect existing natural heritage features, with opportunities for integrated trails, helping to create a unique local identity within the overall plan. Sustainable landscape practices including implementation of shade trees on lots, natural heritage buffer enhancements and the use of native, non-invasive species will be promoted through the plan. Finally, the development will be encouraged to implement sustainable building practices that promote energy, water and wastewater conservation, as recommended through the technical review process of the Plan of Subdivision, and as part of the future Urban Design and Architectural Control Guidelines.



**SUSTAINABILITY**





Figure 5.1 Example Trails adjacent to Natural Areas



Figure 5.2 Existing Shops within Walking Distance of Subject Lands

# 7.0

## LANDSCAPE DESIGN

### POLICIES AND GUIDELINES ON LANDSCAPE DESIGN

#### Township of Severn Official Plan

**Policy E3.8 a)** Existing vegetation, including forested areas, topography, views and watercourses shall be preserved as much as possible. Clear cutting of treed sites shall be discouraged and where deemed appropriate, tree inventories shall be undertaken and preservation techniques devised, to ensure the survival of designated trees.

**E3.8 b)** New roads, buildings, and utility installations shall, as far as possible, be designed to blend with the natural landscape.

**E3.8 c)** Existing landforms and grades shall be maintained as much as possible.

**E3.8 d)** New development, particularly in forested areas, shall be located and designed so as to diminish the effect on existing vegetation and topography.

**E3.8 e)** New development on steep slopes shall be avoided wherever possible and where such development occurs, design guideline 3 above shall apply.

**E3.8 f)** Generally, new development shall be screened from major roads, both within and surrounding the secondary plan area, by existing tree cover, planting areas or other appropriate vegetation or berming.

**E3.8 g)** Where fencing is required, the use of natural construction materials such as wood or stone shall be encouraged and the fencing shall be maintained in a condition which blends with the landscape. Preference shall



Figure 7.1 Proposed Landscape Plan





be given to designs incorporating additional planting or properly designed berming rather than fencing.

**E3.8 h)** Outside storage shall be avoided wherever possible and, where permitted, it shall be screened from adjacent roads and/or surrounding properties.

**E3.8 i)** Where additional landscaping is necessary as a component of site development, it should generally consist of plants which are indigenous to the area.

**E3.8 j)** the landscaping of individual lots or sites should be designed to blend with surrounding properties and with the character of the area as a whole.

**E3.8k)** the use of building materials and building designs that blend with the landscape and with each other shall be encouraged. The natural character of the landscape shall be respected and reinforced, particularly in forested areas.

**E3.8l)** Buildings or structures on untried sites shall incorporate landscaping to enhance the site and the surrounding area.

**E3.8 m)** The scale of new buildings and structures should be appropriate to their surroundings.

**E3.8n)** On-site parking shall be integrated with the development of the site and generally shall be screened from surrounding roads and properties.

**G1.5.1e)** exercise appropriate municipal development control in order to achieve a consistently high quality of site, building and landscape design.

**G1.5.3.2a)** Landscaping is a major contributor to a vibrant streetscape. A high quality of landscape design will be required to enhance the visual aesthetics of development and to enhance the site and land use compatibility.

**G1.5.3.2b)** Landscaping within private lands should be complementary to streetscape design and materials within the public realm.

**G1.5.3.2 c)** Landscaping shall be used to screen or buffer development from adjacent uses, and mitigate on-site operational activities such as loading and waste storage facilities, where necessary.

**G1.5.3.2d)** Landscape materials shall be selected for their aesthetic, ecological, disease-tolerance and maintenance characteristics.

**G1.5.3.2e)** hard and soft landscaping shall be used for the spaces between the street line and buildings to enhance the streetscape, as well as provide a buffering function when on-site parking is placed close to the street or in side yards. To help create a strong landscape presence that also screens surface parking, a generously sized area and/or low decorative fencing should be provided along the street line to allow for an aesthetically pleasing view from the street into the site.

**G1.5.3.2f)** Vehicular entrances often present opportunities for landscaping that highlight entry points into the site. Therefore, appropriate landscaping should be provided on either side of driveway entrances where appropriate, particularly at the main entrances.



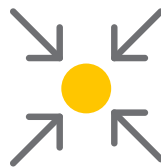
Figure 7.2 Proposed Community Private Park and Shared Amenity



Figure 7.3 Proposed SWM Planting and Boat Launch Area



**ACCESSIBILITY**



**NODE**



**STREET FURNITURE**

**G1.5.3.2g)** The use of berms along public street frontages shall generally be avoided due to their tendency to isolate buildings from the street. Also, they give an impression that the public right of way is primarily a channel only for vehicles.

**G1.5.3.2h)** Landscaping can play an important role in delineating a site's side yards and often provides a visual break in large asphalted areas. In this regard, landscape strips planted with trees and/or shrubs and flowers should be used to separate each development and the associated parking areas.

**G1.5.3.2i)** The presence of significant trees on a development site shall be determined through a tree survey and, should generally be preserved, maintained and integrated into the new landscape design.

**G1.5.3.5 e)** landscaping plays an important role in buffering potential negative effects. There should be a wide and generously-planted landscape strip using a combination of deciduous and coniferous trees; as well as opaque fencing, with noise attenuation properties where required, along the property line abutting the residential area. Berms are recommended at rear yards where additional height for a buffer may be warranted.

**G1.5.3.5 f)** when a development abuts a street with a residential use on the opposite side, the frontage should be treated with a wide landscaped strip and, where possible, parking shall not be located closer to the street than the building face.

## RESPONSE

An attractive landscaping treatment will be promoted throughout the Subject Lands to enhance the experience in the Community while integrating the natural landscape and environmental protection area to the south. Native, non-invasive plant materials will be utilized to ensure resilient plant growth. The proposal will promote high quality landscaping clusters in focus areas such gateway entrances into the community to provide sense of arrival, and stormwater management features. Sodding and a shade tree shall be provided along each new residential lot, and street trees within the public realm shall be implemented in combination with sidewalks and lighting as per Township standards.

A community private park and boat launch area will serve as two focal points centrally located within the community to serve residents as places of social congregation. Trails adjacent to the natural heritage feature and SWM pond are proposed to connect the community through natural assets on the Subject Lands. Buffer planting will be provided where development is proposed adjacent to the natural heritage feature, protecting and reinforcing vegetation within this feature as recommended by the EIS prepared by Azimuth. While each individual landowner will be responsible for fencing, future Urban Design and Architectural Control guidelines will direct the type and quality of fencing for future home buyers.

Overall, the proposed landscaping program will complement the existing natural heritage landscaping, and provide and attractive local community within West Shore.



**PUBLIC REALM**



**PEDESTRIAN-ORIENTED**



**FOCAL POINT**



# 8.0 ARCHITECTURAL DESIGN

## POLICIES AND GUIDELINES ON ARCHITECTURAL DESIGN

### Township of Severn Official Plan

**Policy E3.8k)** The use of building materials and building designs that blend with the landscape and with each other shall be encouraged. The natural character of the landscape shall be respected and reinforced, particularly in forested areas.

**E3.9a)** require building construction to occur in accordance with the regulations of the “The Building Code”.

**G1.5.1e)** exercise appropriate municipal development control in order to achieve a consistently high quality of site, building and landscape design.

**G1.5.3.1a)** the design of new buildings and redevelopment should achieve a complementary design relationship to existing buildings, while accommodating a diversity of architectural styles, building materials, energy conservation techniques and innovative built forms.

**G1.5.3.1b)** the design of all buildings shall have regard to pedestrian safety and direct street access. Buildings should be massed to recognize pedestrian scale and provide an appropriate street wall height at the street line and be architecturally articulated to provide visual variety and interest, yet be sensitive to high wind speeds, and long periods of shadowing. Generally, building articulation features such as canopies, cornice lines and varying façade materials should be used to reinforce a pedestrian scale.

**G1.5.3.1g)** the climate in Southern Ontario necessitates the use of weather protective apparatus. Buildings should employ devices such as awnings, canopies, building cantilevers / overhangs to minimize uncomfortable high winds which may be associated with the height or placement of buildings, and generally improve the level of pedestrian comfort. Sheltered building entrances should be provided at primary building entrances to high-density residential, public recreational, industrial, office and commercial buildings, where necessary.

**G1.5.3.1h)** roofscapes shall be an integral part of the design of a building and harmonize with the design of the rest of the building. On this basis, roof top mechanical units shall



Figure 8.1 Proposed Renderings of Example Dwellings Types, Materiality and Quality Contemplated



be organized and screened with complementary materials, colours and finishes as necessary to provide a skyline with desirable visual attributes.

## RESPONSE

The proposal intends to provide a wide range of building model types with an architectural palette that includes earth tones, and quality materials such as brick, stone, EIFS panel and hardieboard to create a distinctive community. The architectural style combines a traditional style with modern elements and moments to create a local identity that continues to maintain compatibility with the surrounding context. All dwellings will be in the range of one to two storeys, and include architectural fenestration that such as canopies, cornice lines and projections that represent shared relationships with all models. Porches, porticos and wrap-around verandas will be provided to achieve front yard amenity and passive surveillance along the street. All rooflines will have a consistent style and colour to achieve a harmonious roof-top, allow for the public realm focus to be on the variety of facade treatments along the street, rather than the skyline.



# 9.0

## BUILT FORM AND ORIENTATION

### POLICIES AND GUIDELINES ON BUILT FORM AND ORIENTATION

#### Township of Severn Official Plan

Policy E3.8m) The scale of new buildings and structures should be appropriate to their surroundings.

**G1.5.3.1c)** Buildings shall be encouraged to orient themselves to the public street, where possible, and present their principal building facades with an appropriate building design and fenestration to the public street. The design of corner buildings shall take into account exposure to multiple street frontages and high public exposure; as well as incorporate elements such as increased height, fenestration and roof features, and well-articulated entrances.

**G1.5.3.1e)** The protrusion of garages on residential buildings into the front yard, beyond the main front building wall, shall be discouraged.

**G1.5.3.3a)** Site design incorporates the built form of structures, landscaping, services and the layout of all amenities. Site design shall promote an appropriate design relationship between the public realm, adjacent land uses, on-site operations and visual aesthetics, in order to promote an environment that is pleasant and attractive to the community.

**G1.5.3.4a)** The locations of buildings and parking areas shall reflect their location in relation to adjoining buildings, open spaces and natural features.

**G1.5.3.4b)** freestanding buildings for retail, restaurants and services, as well as office and residential buildings, shall be located at the street edge where possible, to encourage their use by pedestrians.

**G1.5.3.4c)** Buildings on corner lots shall be located in close

proximity to the street rights of way since intersections are prominent locations in the streetscape as they address two street frontages. Corner lots should emphasize their important urban presence by employing appropriate strategies for major landscape treatments as well as building massing and articulation that emphasize the corner condition.

**G1.5.3.4d)** building entrances shall be located to be visible from the adjoining street(s) and, where possible, directly linked to the sidewalks through appropriately articulated walkways.

**G1.5.3.5a)** buildings higher than two storeys should be designed to minimize overlook conditions particularly if located adjacent to residential areas. Massing strategies such as stepping down towards buildings of lower height should be employed to minimize impacts.

**G1.5.3.5b)** development on private lands shall be designed with the intent of recognizing the relationship between the public realm and adjacent land uses

**G1.5.3.5c)** Noise generating activities should be located away from noise sensitive land uses, such as residential areas, and buffered as necessary.

**G1.5.3.5d)** when a development is located adjacent to existing, or planned residential areas, sufficient building setbacks should be provided to minimize potential height and massing impacts such as overlook, shadowing and high wind speeds. (Site Plan applications may be required to submit wind and/or shadow studies to address such potential conditions.)



## RESPONSE

As noted all dwellings will be one to two storeys in height, which is compatible the surrounding context. All principal facades including the front and flankage facade will be oriented to the street, and articulated with high quality finishes and fenestration. Garage designs will generally be in line with the building face so as not to create a “snout house” effect along the streetscape, ensuring active frontages along public streets. Dwellings have been oriented to ensure both the footprints and yards do not encroach into the natural heritage features and associated setbacks. The overall location of dwellings on lots shall be controlled by the implementing Zoning By-law and details shall be managed by future Urban Design and Architectural Control Guidelines.

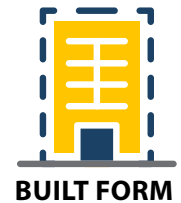
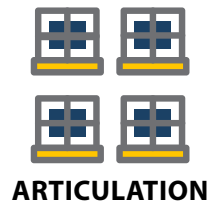


Figure 9.1 Proposed Renderings of Example Corner Dwellings Types, Materiality and Quality Contemplated

# 10.0 VEHICULAR CIRCULATION

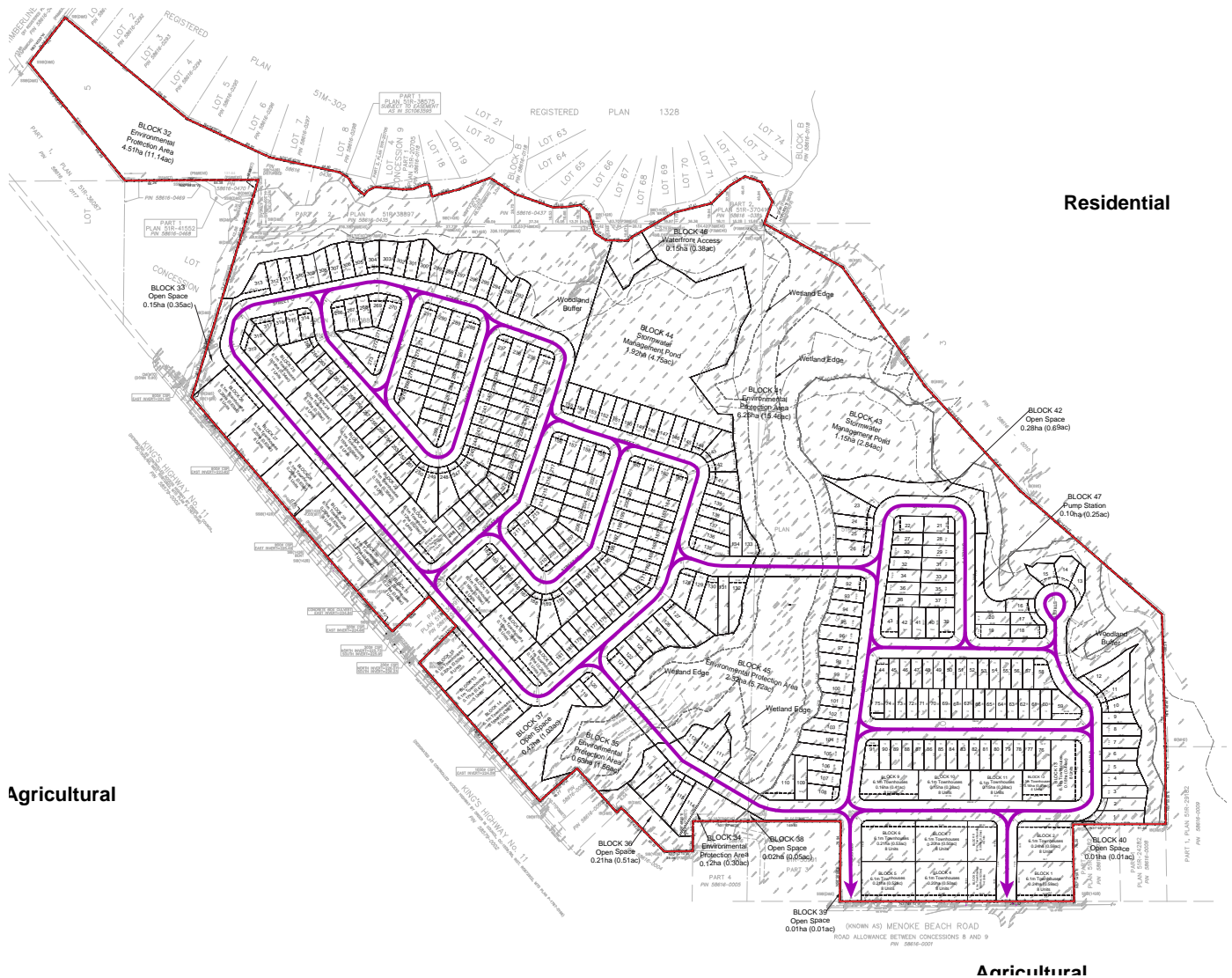


Figure 10.1 Proposed Vehicular Circulation





## POLICIES AND GUIDELINES ON VEHICULAR CONNECTIVITY

### Township of Severn Official Plan

**Policy E3.8n)** on-site parking shall be integrated with the development of the site and generally shall be screened from surrounding roads and properties

**G1.5.3.6a)** the location of parking is a major determinant for the layout of a development or redevelopment that is pedestrian friendly and transit supportive. Therefore, surface parking shall be avoided or substantially minimized between the public street and buildings. Where appropriate, the Township shall encourage the provision of surface parking areas in locations not visible from the public street, such as in rear yards and/or well-landscaped side yards.

**G1.5.3.6b)** where surface parking areas are situated adjacent to a public street in the front yard, their layout should be subdivided into smaller areas to avoid large monotonous asphalt surfaces. In these cases, a certain percentage of the frontage should be reserved for landscaping between the buildings and the street line. The parking areas may be partially buffered and/or screened from the street through the use of landscaping, tree planting, pedestrian facilities, lighting, fencing and/or other landscape elements in order to enhance the visual aesthetics of, and pedestrian activity within, such parking areas.

**G1.5.3.6c)** clearly defined pedestrian accesses between parking and adjacent buildings and entrances should be provided with well-delineated walkways using decorative paving surfaces.

**G1.5.3.6d)** surface parking lots shall be linked to the streets and other public areas with well-delineated walkways, utilizing decorative paving treatments.

**G1.5.4a)** the number of vehicular access points into a site and their width could potentially have detrimental effects on street frontages by reducing available areas for landscaping and by creating large expanses of asphalt. On this basis, joint access driveways shall be considered on adjacent Commercial/Industrial sites only. Alternatively, a landscaped strip should be provided between the access points and the side property line. Landscaping for Commercial/Industrial sites only is considered to be any modification to the grade of the land adjacent to the right of way and any ground cover other than grass. Landscaping within the right of way is not permitted without written approval from the road authority. Each of the road authorities has their own requirements regarding access and it is the responsibility of the proponent to satisfy these requirements. It is also recognized by the Township, that landscaping shall be on-site.

## RESPONSE

The proposed road network is laid out as a modified grid network that ensures a high level of connectivity throughout the plan with only one cul-de-sac proposed. Two points of access have been provided from Menoke Beach Road to provide access for the entire community. Parking will be managed on individual properties in the front or flankage yards with front or flankage landscaping to ensure a green streetscape. On-street visitor parking would occur on local streets throughout the plan. Opportunities to pair driveways to increase front lawns and landscaping opportunities will be explored at the detailed design stage.

# 11.0

## PEDESTRIAN CIRCULATION

### POLICIES AND GUIDELINES ON PEDESTRIAN CONNECTIVITY

#### Township of Severn Official Plan

**Policy E3.9 b)** Encourage any construction or reconstruction on public lands to occur in a manner consistent with the needs of the physically challenged.

**E6.2.1a)** the paths should be in harmony with the natural environment

**E6.2.1b)** the paths should incorporate changes in elevation and direction, however steep grades generally should be avoided.

**E6.2.1c)** road crossings should be kept to a minimum and, where viable, pedestrian underpasses may be constructed where paths intersect major roads

**E6.2.1d)** generally, paths should not parallel roads and where they do they should be separated from the travelled surface of the road as much as possible. The space between the path and road should retain its natural vegetation or be replanted by trees or shrubs if no buffer exists.

**E6.2.1e)** wherever possible, paths should incorporate junctions or points of interest such as nature observation areas along their routes.

**E6.2.1f)** the travelled surface should be suitable for pedestrian traffic and be of a material that requires little maintenance.

**E6.2.1g)** it is not anticipated that the use of the paths will be sufficient to warrant separate pedestrian and bicycle trails, however if separation of these activities appears necessary in certain areas, an additional path may be constructed or part of the path widened and designated for bicycle use.

**G1.5.3.3d)** continuous, highly visible, well-articulated and landscaped connections between building(s) and the street should be provided to establish appropriate pedestrian linkages between the sidewalk and building entrances, and generally improve access for public transit users.

**G1.5.3.3f)** site design along major roads should also consider the integration of future public transit access.

**G1.5.3.5g)** on large sites, efforts should be made to encourage pedestrian linkages between uses and adjacent sites.

**G1.5.6a)** barrier-free access for persons using walking or mobility aids shall be provided in all public and publicly-accessible buildings and facilities and along major pedestrian routes. Such barrier-free access features may include level surfaces, ramps and curb cuts, railing automatic door openers and rest areas.

**G1.5.6b)** Barrier-free features shall be integrated with the functional and design components of the site and/or buildings.

## RESPONSE

The proposed public road system will include a parallel system of pedestrian sidewalks that will offer barrier-free movement through the plan of subdivision connecting the public from Menoke Beach Road to the commercial uses to the north. In addition, a proposed trail system is contemplated central to the plan that would follow the edge of the natural heritage feature, servicing as a active transportation feature for the community. Final details of both sidewalks and trails will be refined at the detailed design stage.



**PEDESTRIAN-ORIENTED**

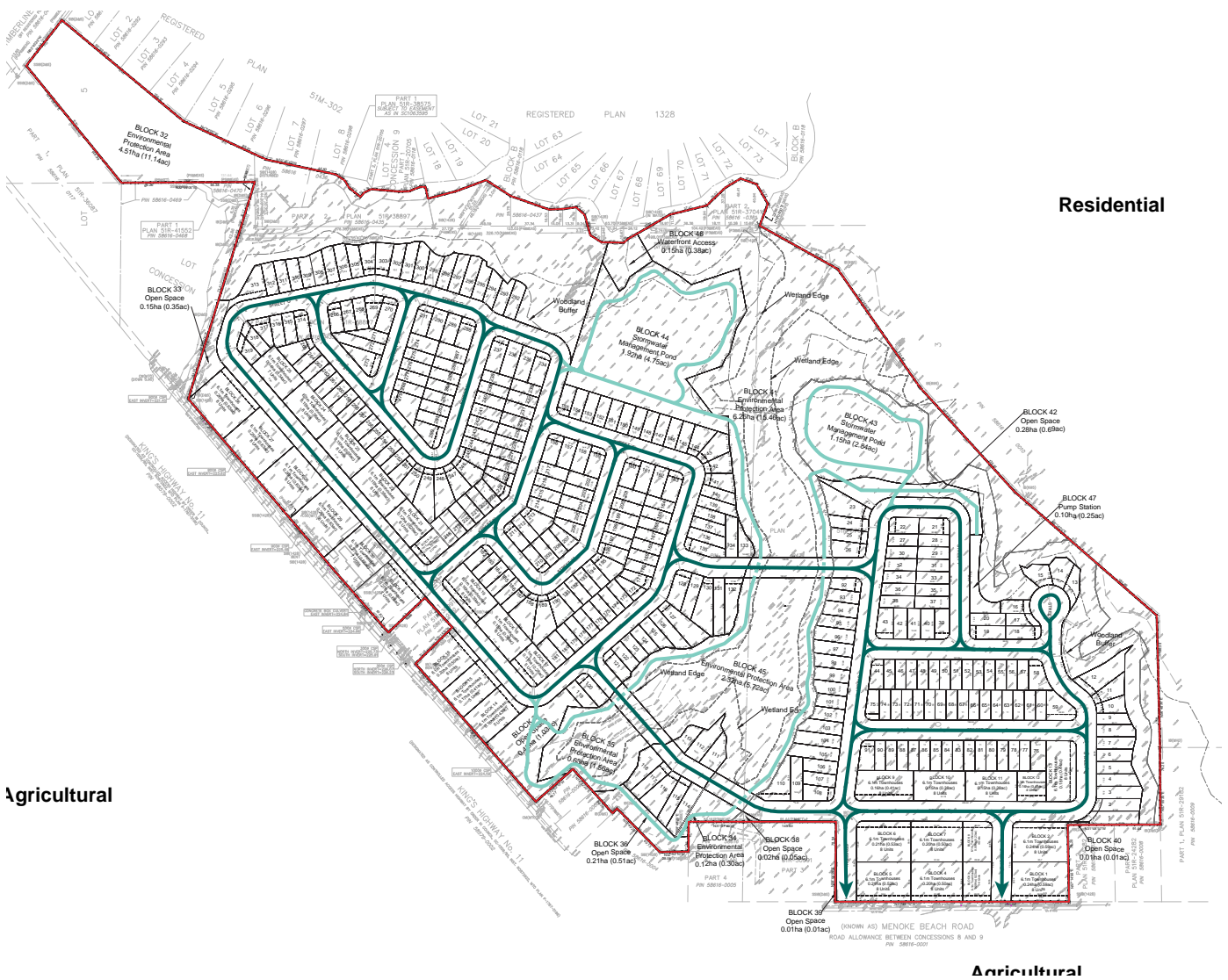


Figure 11.1 Proposed Pedestrian Circulation



# 12.0

## PUBLIC REALM

### POLICIES AND GUIDELINES ON PUBLIC REALM

#### Township of Severn Official Plan

**Policy G1.5.1d)** ensure high quality design is employed in the development of all public works and that these public works contribute to an improved urban environment.

**G1.5.2.1a)** an integrated design and treatment of streetscape features shall be promoted throughout the municipality. Specialized streetscape designs and treatments may be adopted for particular areas of the Township in accordance with area, or site-specific, Council-adopted Urban Design Guidelines.

**G1.5.2.1b)** streetscape features located within public right-of-way, such as lighting fixtures, directional and street signs, parking meters, transit shelters, and street furniture shall be complementary in their design and located in an integrated manner, so as to avoid visual clutter.

**G1.5.2.1c)** gateway features shall be established at strategic locations within the municipality, as identified in Council-adopted Design Guidelines and may include specialized boulevards, landscape medians decorative street lightings, and/or decorative signage treatments.

**G1.5.2.1d)** planned road reconstruction shall be encouraged to include improvements to the existing streetscape consistent with the policies of this Plan or any Council-adopted Urban Design Guidelines.

**G1.5.2.2a)** road designs shall include well-designed streetscape features, incorporating, among other things: street tree planting, street lighting and furnishings, sidewalk and boulevard treatments, a variety of paving materials, and, where appropriate, bicycle lanes, community mailboxes.

**G1.5.2.2b)** road designs may incorporate traffic calming techniques such as narrower rights-of-way, traffic circles, and speed control devices, where appropriate, to promote a safer pedestrian environment and/or to maintain vehicles within designated speed limits. The Township will consider alternative standards for public road rights-of-way in order to achieve urban design objectives in certain areas of the municipality.

**G1.5.2.2 c)** the design of roads shall incorporate a high quality of urban design standards:

**i.** road rights-of-way shall be designed to secure a separation of vehicles and pedestrians and should provide an appropriate sidewalk for pedestrian use.

**i.b)** on collector and arterial roads with Settlement Areas a suitable boulevard may be provided to separate the road curb from the sidewalk and such boulevard shall include hard and/or soft landscape materials, street trees and pedestrian-level street lights, where appropriate.

**i.c)** where medians are provided within the road rights-of-way, such medians shall be encouraged to include hard and/or soft landscape materials, where appropriate.

**i.d)** a regularized pattern of street tree planting shall be encouraged along roads within Settlement Areas, and the Township shall establish minimum planting standards and species types in the Site Plan Manual and/or Council-adopted Design Guidelines.

**i.e)** the number and location of access points onto the public road system shall be minimized by encouraging common access points to be shared by adjacent development.

**i.f)** street lighting shall, where appropriate, incorporate pedestrian-level lighting to maintain pedestrian safety.

## RESPONSE

The proposed plan of subdivision which will provide municipal right of way that will include barrier-free concrete sidewalks, street trees and lighting meeting Township standards. In addition, opportunities for enhanced public realm elements in the form of benches would further support active public spaces. At the main entrance locations off of Menoke Beach Road, opportunities to provide gateway signage and entrances. Overall, these measures will contribute to an improved urban environment that is publicly accessible and enhances connectivity through the southern end of West Shore.



Figure 12.1 Examples of trails and tree-lined sidewalks



**PUBLIC REALM**

# 13.0

## WAYFINDING AND SIGNAGE

### Township of Severn Official Plan

**Policy G1.5.2.4a)** Gateways will be designed to provide a sense of welcome and arrival.

**G1.5.2.4b)** Gateways will be designed to assist in orientation.

**G1.5.2.4c)** Gateways will create a memorable image of the Township.

**G1.5.2.4d)** Gateways will contribute to the social, cultural, historical or thematic character of the area being defined.

**G1.5.3.7a)** All signs shall be in accordance with the Township Sign By-law and/or County of Simcoe and/or Province of Ontario sign regulations and designed as an integral element of the site layout and/or building design that does not dominate the overall development character.

**G1.5.3.7b)** Some land uses require outside display areas such as sales outlets for vehicles and garden supply stores. Display areas should be designed to make a positive contribution to the streetscape and the overall site development. Generally, there shall be a limited percentage of site frontage devoted to outside display areas. Architectural and/or landscaping components shall be used as appropriate, to provide well-defined display areas that work in harmony with adjacent buildings and display areas. Some of these treatments include extensions of building facades, colonnades and canopies, planting, pergolas and decorative walls.

**G1.5.3.7c)** All lighting shall be internally oriented so as not to cause glare on adjacent properties or public roads.

**G1.5.5)** New development and redevelopment shall incorporate design concepts that promote personal safety for individuals accessing the development, such as adequate lighting, safe pedestrian routes, and clear sight-lines.

### RESPONSE

The Plan of Subdivision will consider gateway signage to provide a sense of arrival to the community. This signage will also provide wayfinding to provide guidance to the main entrance to the community from Menoke Beach Road. Opportunities to mark trailhead locations will also be considered as part of the detailed design stage.



Figure 11.1 Example of Gateway Signage



# 14.0

## SERVICING AND UTILITIES

### **Township of Severn Official Plan**

Policy G1.5.2.3a) Services and utilities shall be encouraged, wherever possible, to coordinate and locate within an initial common trench to avoid unnecessary over digging and disruption of municipal rights of way, and to maintain a pleasant visual environment along public roads.

**G1.5.2.3b)** Above-ground utility and telecommunication service providers shall be encouraged to co-operate with the Township in identifying locations which minimize the visual impacts of such equipment and facilities where located within the public right-of-way and determine appropriate locations for age utility equipment and utility cluster sites.

**G1.5.2.3c)** Services and utilities shall be clustered or grouped where possible to minimize visual impact.

**G1.5.2.3d)** Services and utility providers shall be encouraged to consider innovative methods of containing utilities and telecommunication.

**G1.5.3.1f)** Building functions that do not directly serve the public, such as loading areas, shall not face a public street.

**G1.5.3.8a)** Site and building services and utilities such as waste storage facilities, loading, air handling equipment, hydro and telephone transformers and switching gears and metering equipment, shall be located and/or screened from public streets and adjacent residential areas or other sensitive land uses, in order to buffer their visual and operational effects.

**G1.5.3.8b)** Site access, service areas and loading areas shall be located away from streets so as to minimize disruption or conflicts with adjacent land uses, sidewalks and both on-site, and off-site, pedestrian routes and shall be visually screened

as necessary from public views. Screening should be designed to use landscaping and/or solid fencing. Loading and service areas should be buffered for noise impacts, particularly when located against residential areas. Buffering strategies include berms, tree and shrub planting and opaque noise walls and fences.

**G1.5.3.8c)** It is recognized that in some developments, there will be a need to accommodate outside processing and storage areas, particularly for uses such as building supply centres and some industrial operations. These storage areas should be organized and placed to reduce their potential negative impacts on the streetscape. Therefore, open processing and storage areas should be located in the rear or side yards and screened from public view, or from views from adjacent properties, using fencing and/or landscaping.

**G1.5.3.8d)** Storage areas should be paved with hard surfaces such as asphalt, concrete or interlocking paves where possible to reduce dust.

### **RESPONSE**

The Owner will work with the Township and utility companies to screen required utilities such as boxes within the public realm, and utility lines. Private utilities will be designed to be located in side and rear yards, out of view of the public realm. Waste pick-up areas will meet water removal requirements, including consolidated pick-up locations where required depending on County truck design standards.

# 15.0 CONCLUSIONS

The proposal is for a comprehensively developed mixed residential neighbourhood on the Subject Lands. Based on our review of the applicable urban design policies in the County of Simcoe and Township of Severn Official Plan, it is our opinion that the proposal is in keeping with the design direction of both documents.

**Agricultural**



**Agricultural**

- 11m (36') Single Detached
- 12.2m (40') Single Detached
- 6.1m (20') Townhouses
- Open Space
- Pump Station
- Environmental Protection Area
- Street A-K
- Waterfront Access
- Stormwater Management Pond

Figure 15.1 Plan of Subdivision

Residential

Residential

Residential

Agricultural





# 16.0

## DESIGN TERMS



### ACCESSIBILITY

Providing for ease, safety, and choice when moving to and through places



### ADAPTIVE REUSE

Converting an existing building into a new use



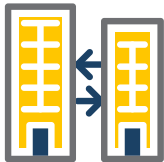
### ANGULAR PLANE

A geometric measurement that maintains solar access and height transition



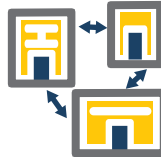
### ANIMATION

Support sustained activity on the street through visual details, engaging uses, and amenities



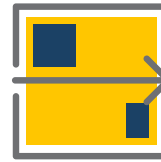
### COMPATIBILITY

Similar size, form and character of a building relative to others around it



### CONNECTIVITY

The ease of movement and access between a network of places and spaces



### DESIRE LINE

Shortest or most easily navigated route marked by the erosion of the ground caused by human traffic



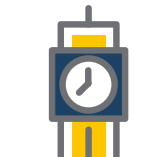
### FACADE

The exterior wall of a building exposed to public view



### HEIGHT TRANSITION

The gradual change in height between buildings within a community



### LANDMARK

Highly distinctive buildings, structures or landscapes that provide a sense of place and orientation



### MASSING

The effect of modifying the height and bulk of the form of a building or group of buildings



### NODE

A place where activity and circulation are concentrated



### STEP BACK

A recess of taller elements of a building in order to ensure an appropriate built form presence on the street edge



### STREETWALL

The consistent edge formed by buildings fronting on a street



### STREET FURNITURE

Municipal equipment placed along streets, including light fixtures, fire hydrants, telephones, trash receptacles, signs, benches, mailboxes, newspaper boxes and kiosks



### SUSTAINABILITY

Developing with the goal of maintaining natural resources and reducing human impact on ecosystems



**ARTICULATION**

The layout or pattern of building elements (e.g. windows, roofs) that defines space and affects the facade



**BUILT FORM**

The physical shape of developments including buildings and structures



**CHARACTER**

The look and feel of an area, including activities that occur there



**CIRCULATION**

The movement patterns of people and vehicles through a site or community



**FIGURE GROUND**

The visual relationship between built and unbuilt space



**FINE GRAIN**

A pattern of street blocks and building footprints that characterize an urban environment



**FOCAL POINT**

A prominent feature or area of interest that can serve as a visual marker



**GATEWAY**

A signature building or landscape to mark an entrance or arrival to an area



**PEDESTRIAN-ORIENTED**

An environment designed to ensure pedestrian safety and comfort for all ages and abilities



**PUBLIC REALM**

Public spaces between buildings including boulevards and parks; where pedestrian activities occurs



**RHYTHM AND PATTERN**

The repetition of elements such as materials, details, styles, and shapes that provide visual interest



**SETBACK**

The orientation of a building in relation to a property line, intended to maintain continuity along a streetscape



**URBAN FABRIC**

The pattern of lots and blocks in a place



**VIEW TERMINUS**

The end point of a view corridor, often accentuated by landmarks



**VISTA**

Direct and continuous views along straight streets or open spaces



**WAYFINDING**

Design elements that help people to navigate through an area (e.g. signs, spatial markers)



**MHBC**

PLANNING  
URBAN DESIGN  
& LANDSCAPE  
ARCHITECTURE