



Destination
DOWNTOWN

APPENDIX II URBAN DESIGN GUIDELINES

April 16, 2019

DRAFT FOR DISCUSSION



The Planning Partnership
PLAN B Natural Heritage
SCS Consulting Group
NBLC
Cole Engineering
BRAY Heritage

TABLE OF CONTENTS

1.0 INTRODUCTION	1
2.0 DESIGN OBJECTIVES	1
3.0 DESIGN GUIDELINES FOR THE PUBLIC REALM	3
4.0 DESIGN GUIDELINES FOR THE PRIVATE REALM	25
5.0 IMPLEMENTATION	51

1.0 Introduction

The Downtown Georgetown Design Guidelines work together with the policies of the Downtown Georgetown Secondary Plan to provide the Town with a sound and rational framework for public investments and coordinated assessment and regulation of private development proposals.

The Design Guidelines will direct and shape the ongoing development of the Downtown in a balanced manner and according to the principles of good urbanism and high-quality architectural design. In particular, the Design Guidelines seek to protect and reinforce the Downtown's distinct history and built characteristics, while enabling investment and revitalization opportunities through appropriate development, as market and demographic conditions evolve.

The Design Guidelines will help to shape the public and private realms, including streets, public spaces and buildings, as they change and evolve, to achieve the vision of the Downtown Georgetown Secondary Plan. These Guidelines are meant to achieve continuity and compatibility with the existing historical fabric while, at the same time, enable individual expression in new developments.



2.0 Design Objectives

The following objectives guide the physical form and character of development of the Public and Private Realms in Downtown Georgetown.

- Ensure an attractive and distinctive Downtown that has outstanding architecture that both respects the heritage character and sits well within the context of visual diversity, interest and beauty;
- Promote sensitive integration of new development with existing development through the requirement for compatible development;
- Establish a variety of beautiful public gathering spaces to support cultural events, festivals and community life throughout the year including interconnected park spaces, trails and sidewalk networks;
- Create vibrant, safe and comfortable pedestrian-oriented streets that enhance mobility for pedestrians, cyclists and drivers and will support existing and future transit;
- Promote a mix of uses in a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses;
- Protect and enhance natural features while broadening opportunities for public access, enjoyment, education and stewardship;
- Demonstrate high-quality design in new development and incorporate best practices that respect and complement the character of Downtown Georgetown and its adjacent neighbourhoods;
- Incorporate sustainable development and construction practices to maximize resource conservation; and,
- Create a fine-grained, human scaled urban fabric.

Each of the sites that make up the Downtown are unique – from their physical location, size and shape to their surrounding context of existing streets, buildings, uses and heritage considerations, and will have their own unique set of requirements for development. As such, some of these guidelines will be more important / applicable than others, depending on the specific context, scale and use of each site. This will be assessed on a site-by-site basis.





3.0 Design Guidelines for the Public Realm

As the population of Downtown Georgetown continues to grow, it will require a public realm that continues to support and enhance the needs of its existing residents, new residents and visitors. This includes a variety and hierarchy of spaces for special events, community gathering and every day activities such as walking, sitting, socializing and engaging in street life, actively and passively. As such, the Public Realm Network for Downtown Georgetown is comprised of a diversity of Park Spaces and Streetscapes.

A comprehensive understanding of how the components of the Public Realm Network work together and complement each other, and their adjacent uses, will lead to a more connected, accessible and logical network of pedestrian friendly spaces throughout Downtown Georgetown. Moving people into, out of, and through the community easily and safely, and providing a variety of spaces for socializing, special events and recreation, is a priority.



3.1 Streetscapes

Collectively, the Streetscapes in Downtown Georgetown comprise a substantial percentage of community open space – which solidifies their importance as a defining feature of the Public Realm Network. Streets and lanes can be engaging and safe outdoor places with beautiful trees and plants, seating, shade and Public Art for everyone to enjoy.

The Streetscape Hierarchy

The Streetscape Hierarchy in Downtown Georgetown is comprised of the following:

- Main Street;
- Guelph Street;
- Mill Street;
- Church Street; and,
- Local Streets.

Guidelines for all Streetscapes

The following Design Guidelines apply to all streetscapes with Downtown Georgetown:

- AS1. All Streets will be safe, accessible, secure and shall implement the relevant policies of the Ontarians with Disabilities Act;
- AS2. The design of all streets shall include defined and, wherever possible, continuous zones for plantings, street furnishings, utilities, pedestrian sidewalks, bicycle paths and vehicular pavements;
- AS3. All streets shall include sidewalks on both sides of the street. Sidewalks on Main Street and on Guelph Street shall be a minimum of 2.1 metres in width, wherever possible. Sidewalks on all other streets shall be a minimum of 1.8 metres in width;
- AS4. A comprehensive and consistent approach to the design of the elements that make up the street environment is essential to enhance the character of the downtown and contribute to creating a sense of place. These elements include street furnishings and plantings;
- AS5. A coordinated family of street furnishings shall include street lights, seating, waste and recycling receptacles, community information boards, bollards, bicycle lock-ups, paving, and planters;
- AS6. Plantings include street trees, shrubs, annuals and perennials; street trees shall be included, wherever possible, acknowledging the potential constraints posed by below and above ground utilities. Where street trees are not possible, opportunities for other place-making, place enhancing elements such as public art, shall be explored;
- AS7. A comprehensive planting and soils strategy will be based upon species diversity, resiliency and urban tolerance; and,



- AS8. Public art opportunities shall be integrated in the downtown, refer to Town of Halton Hill Public Art Strategy.



Additional Guidelines for Main Street

Main Street, from Maple Avenue to Guelph Street, is characterized by different land uses, building forms, setbacks and street conditions. The generous residential lots with stately homes and large setbacks at the south end transition through a traditional Main Street with buildings and storefronts located close to the sidewalk to an eclectic mix of buildings and lot pattern towards the north end. As such, special consideration will be given to these contexts with respect to design of the street, the public realm and the adjacent built form.

MS1. Within the South Portion of Main Street, the current condition and approach to the streetscape is to be continued and enhanced:

- On-street parking shall continue to be accommodated along the north side of the street; consideration shall be given to demarcating these areas through decorative paving;
- A 2-way bicycle path shall be created through widening of the existing sidewalk;
- Large canopy street trees shall be planted between the sidewalk and the property line;

MS2. Within the Central Portion of Main Street, the current condition and approach to the streetscape is to be continued and enhanced:

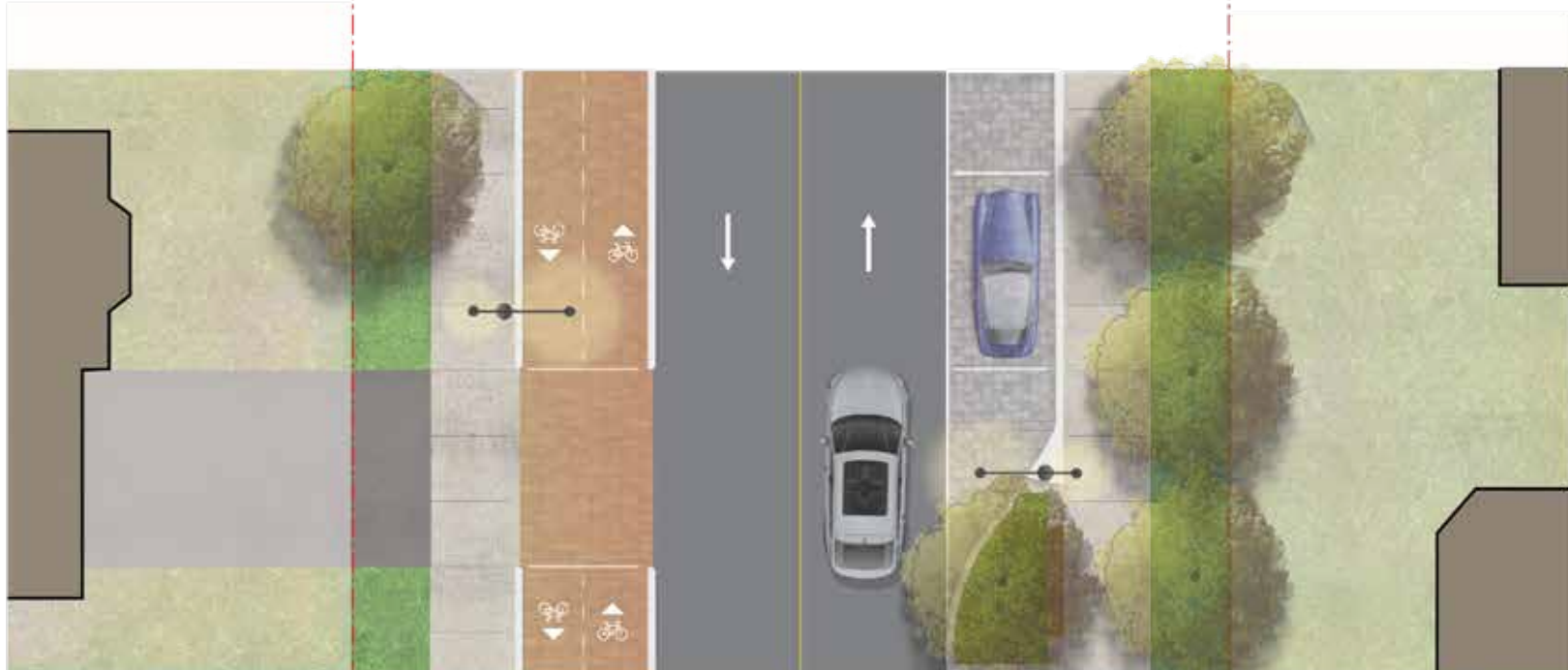
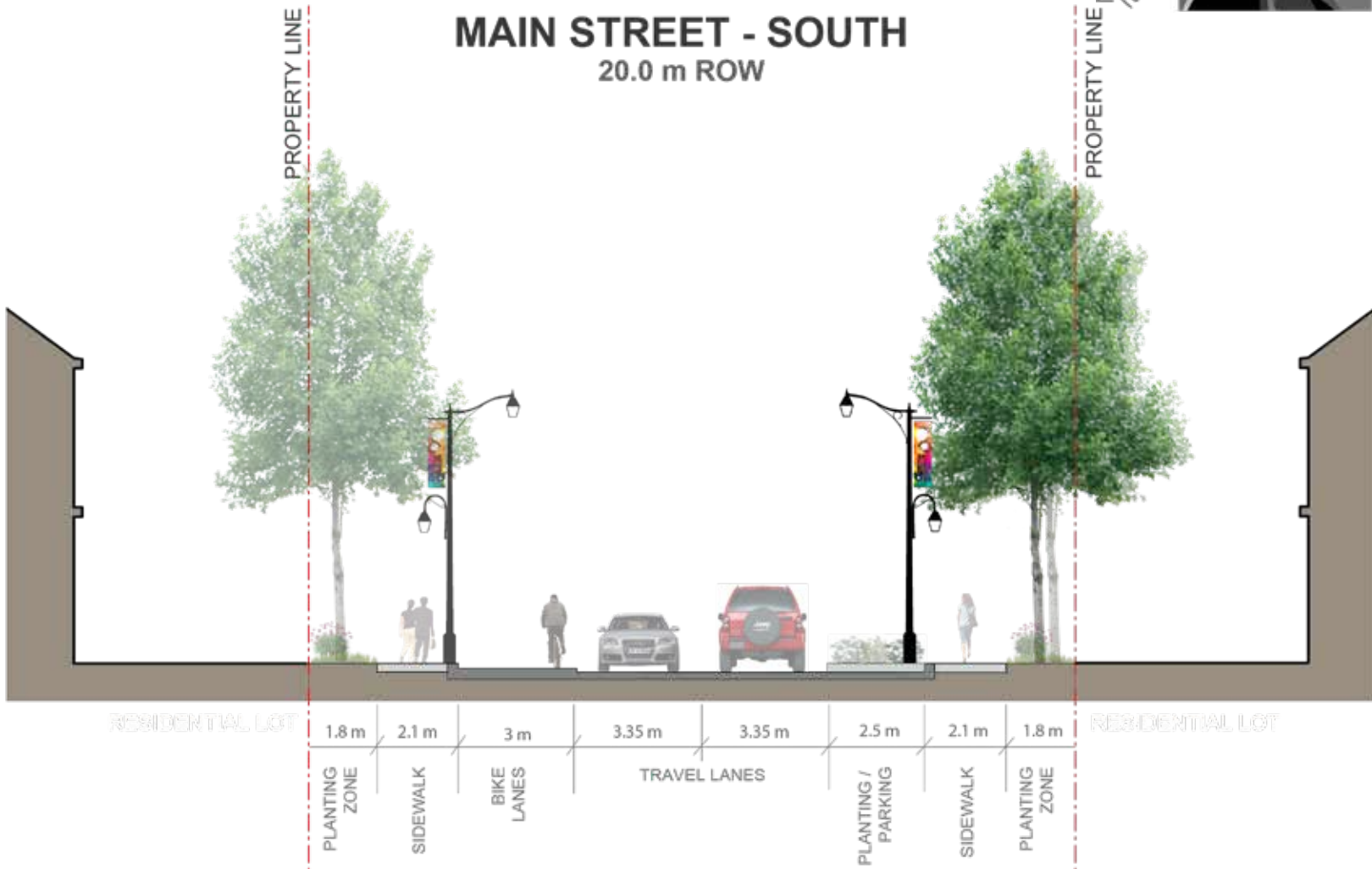
- On-street parking shall continue to be accommodated along both sides of the street; consideration shall be given to demarcating these areas through decorative paving;
- Pedestrian-scaled street lights are encouraged;
- A 2-way bicycle path may be created through;
 - Removal of on-street parking from one side of the street; or,
 - Removal of the centre landscaped median;

MS3. Within the North Portion of Main Street, the current condition and approach to the streetscape is to be improved and enhanced:

- On-street parking shall continue to be accommodated along one side of the street; consideration shall be given to demarcating these areas through decorative paving;
- Pedestrian-scaled street lights are encouraged; and,
- A 2-way bicycle path shall be created.

MAIN STREET - SOUTH

20.0 m ROW



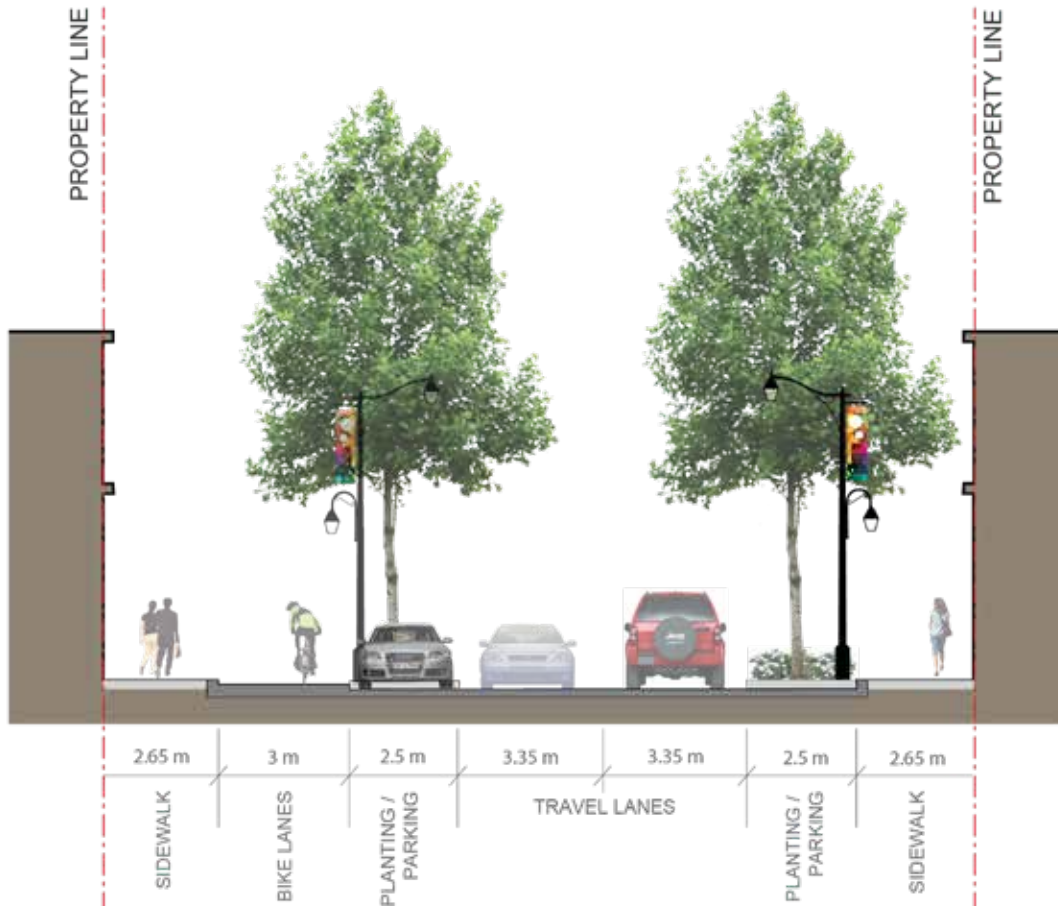
MAIN STREET - CENTRAL

with median 20.0 m ROW

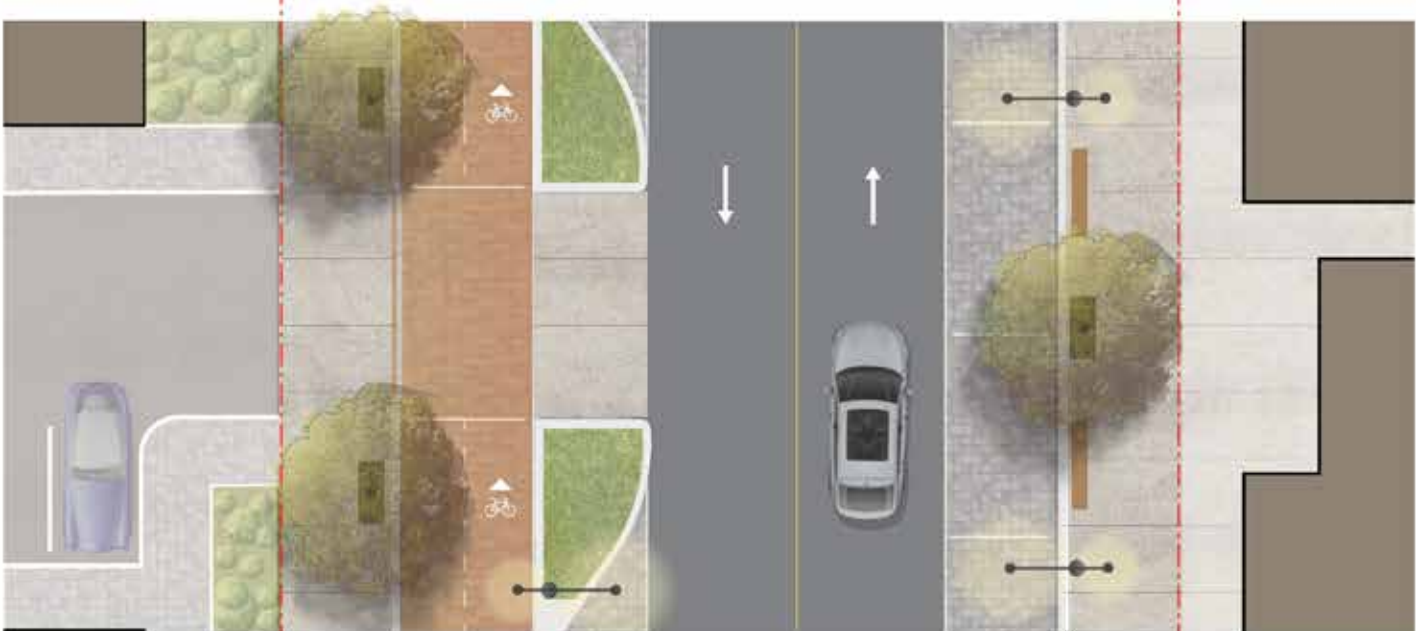
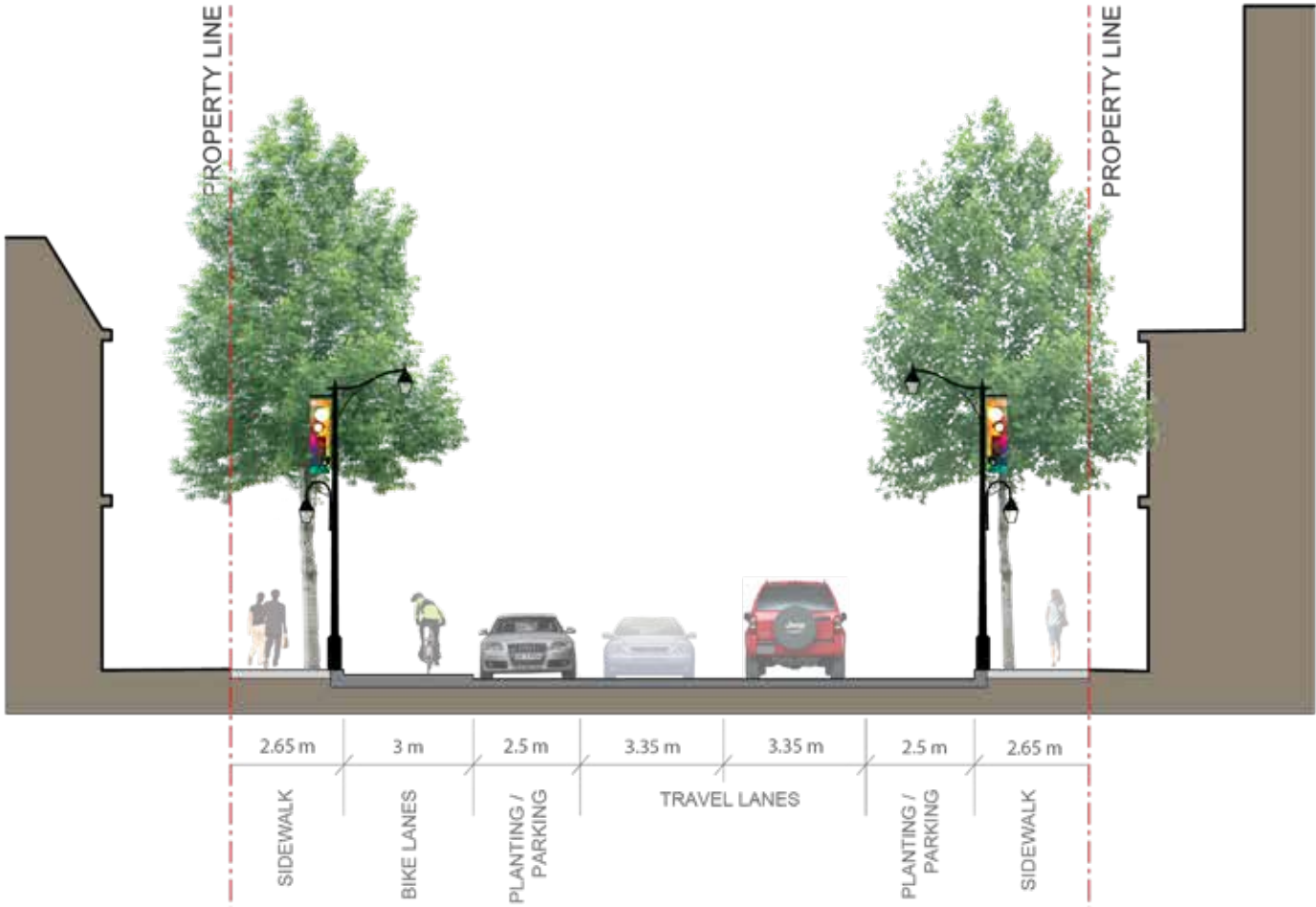


MAIN STREET - CENTRAL

without median 20.0 m ROW



MAIN STREET - NORTH
20.0 m ROW



Additional Guidelines for Guelph Street

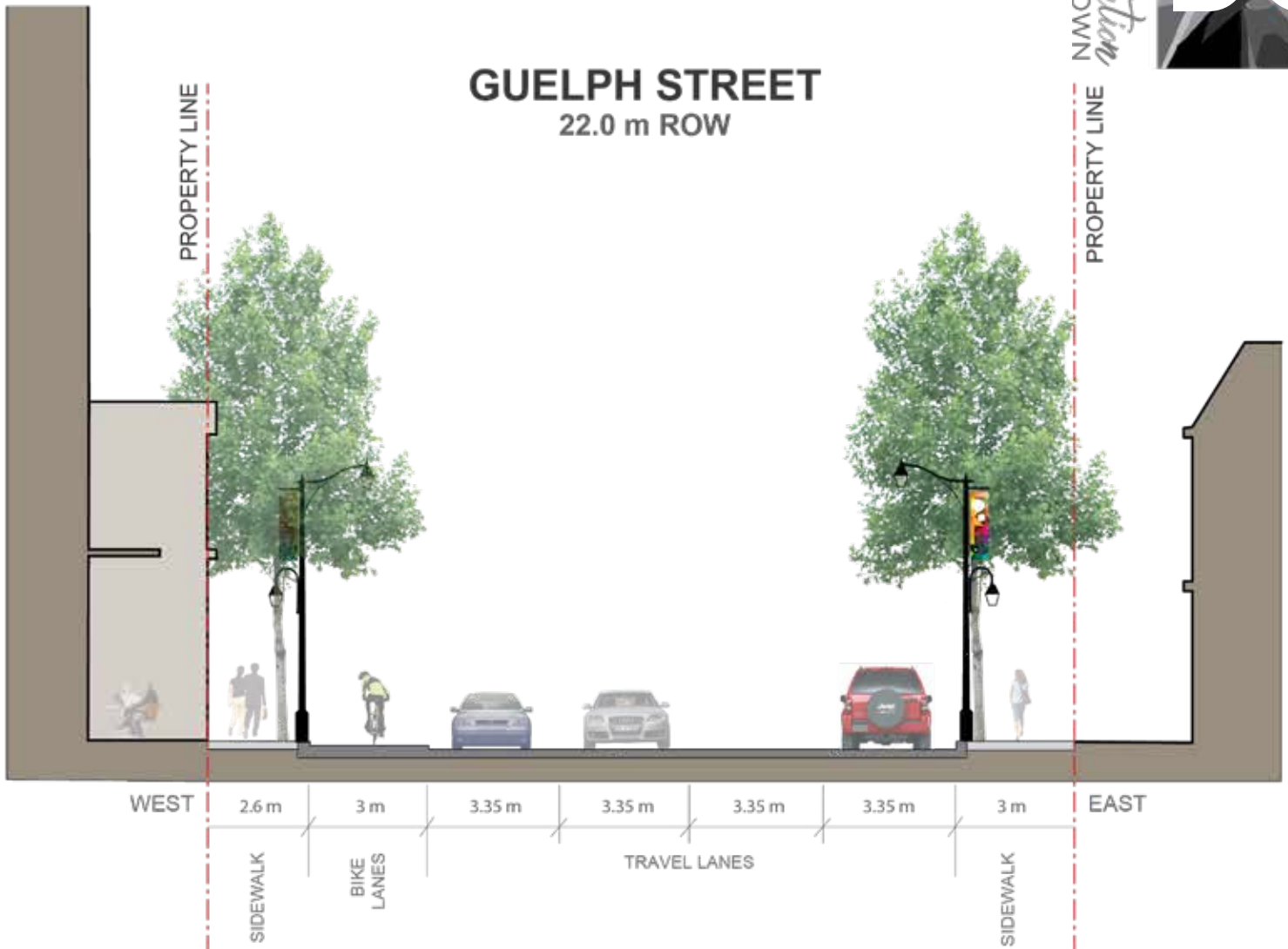
Guelph Street (Highway 7) is a major road that bounds the Downtown and connects it to the rest of the community and beyond. As such, it has a distinct identity and character that can be enhanced with the following improvements:

- GS1. Sidewalks shall provide space for outdoor cafes and retail uses. Visual and textural materials are to be considered for pedestrian paving to clearly delineate the pedestrian thoroughfare for the visually impaired and to help limit encroachments;
- GS2. Trees are to be located along the curb edge and shall be protected by tree grates and guards;
- GS3. Pedestrian scale decorative lighting shall illuminate the sidewalks. Where space permits, hardscaped boulevards shall line the street, separating pedestrians from vehicles to facilitate safe pedestrian movement;
- GS4. On-street parking, where possible and appropriate, shall be accommodated on Guelph Street;
- GS5. Where pedestrians and cyclists are meant to cross Guelph Street, the street environment shall provide safety features, which may include pedestrian islands, lit crosswalks, clear signage and/or well-marked routes;
- GS6. Intersections along Guelph Street shall be considered as high priorities for intersection improvements that increase the safety for pedestrians and cyclists; and,
- GS7. Through redevelopment of the parcels south of Guelph St, the Town shall consider a road widening of approximately 3.0 metres.



extensive sidewalks

GUELPH STREET 22.0 m ROW



Additional Guidelines for Mill Street

Mill Street is a local road that connects the residential neighbourhoods west of Main Street to the Downtown and beyond, to the GO Station area. As such it has a distinct function and character that can be enhanced with the following improvements:

- mS1. The sidewalk on the north side shall be expanded to incorporate street trees and a raised bike lane; and,
- mS2. The sidewalk on the south side shall incorporate street trees.



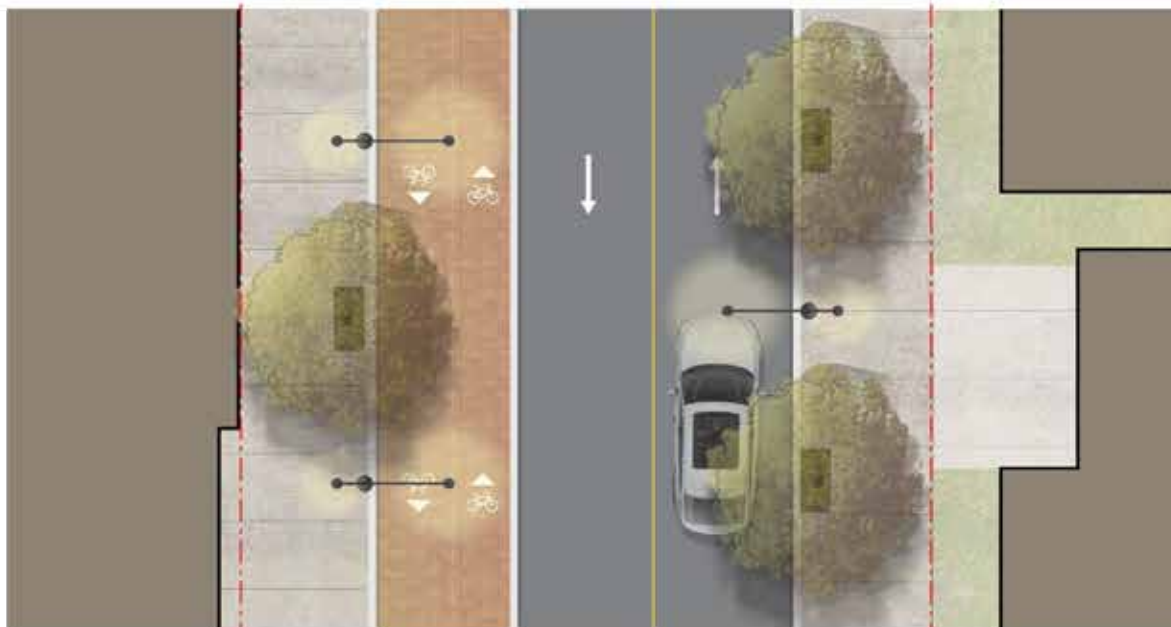
street trees



raised bike lane

MILL STREET

15.0 m ROW



Additional Guidelines for Church Street

The section of Church Street, between Main and Market Streets, has a unique character that results from the mix of community uses and buildings that are located on the south side of the street. The concentration of these uses, in combination with the townhouses located close to the street, on the north side, provides the opportunity to create a “shared street” that supports the library/cultural centre functions/events and an enhanced streetscape transition between the townhouse units and the public realm. On this basis, the following improvements shall be considered:

- CS1. Reduction of the roadway pavement width and removal of the lay-by parking;
- CS2. Relocation of the sidewalk on the north side of the street to allow for a landscaped zone between the Townhouse front doors and the roadway;

- CS3. Replacement of the barrier curbs with either flush or rolled curbs, in combination with decorative bollards to delineate the vehicular travel lanes;
- CS4. Decorative pavement across the public walkways, roadway and private areas in front of the library/cultural centre;
- CS5. Decorative street lights/fixtures that address roadway and pedestrian zones; and,
- CS6. An allee of canopy trees along street line in front of the church and library/culture centre.



CHURCH STREET 'SHARED STREET'

12.0 m ROW



Additional Guidelines for Local Streets

Local Streets are the smaller scaled, quieter public spaces where daily life happens - children play, neighbours meet, dogs are walked and, in some cases, street parties can take place. On this basis, the following improvements shall be considered:

- LS1. Where space permits, hardscaped boulevards shall line the roads, separating pedestrians from vehicles to facilitate safe pedestrian movement;
- LS2. Street lighting is to illuminate both the pedestrian and vehicular realm; and,
- LS3. Sidewalks are to be provided on both sides of all Local Streets.



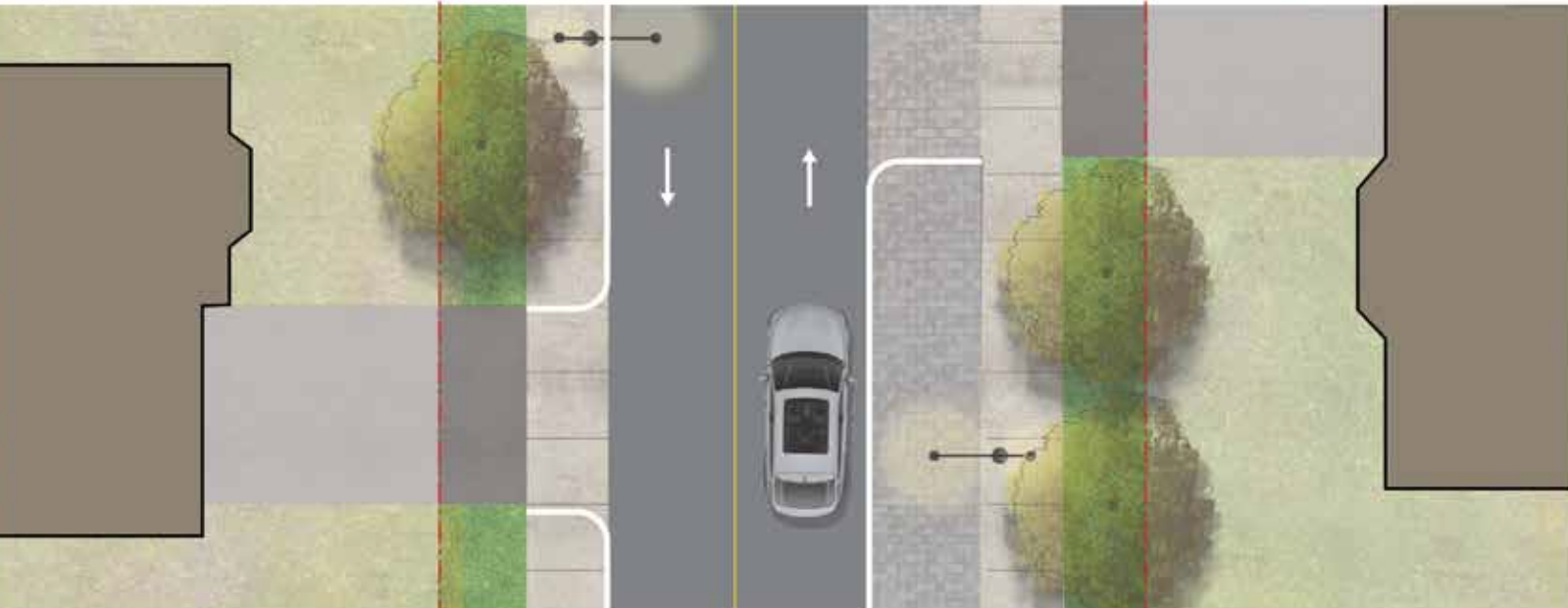
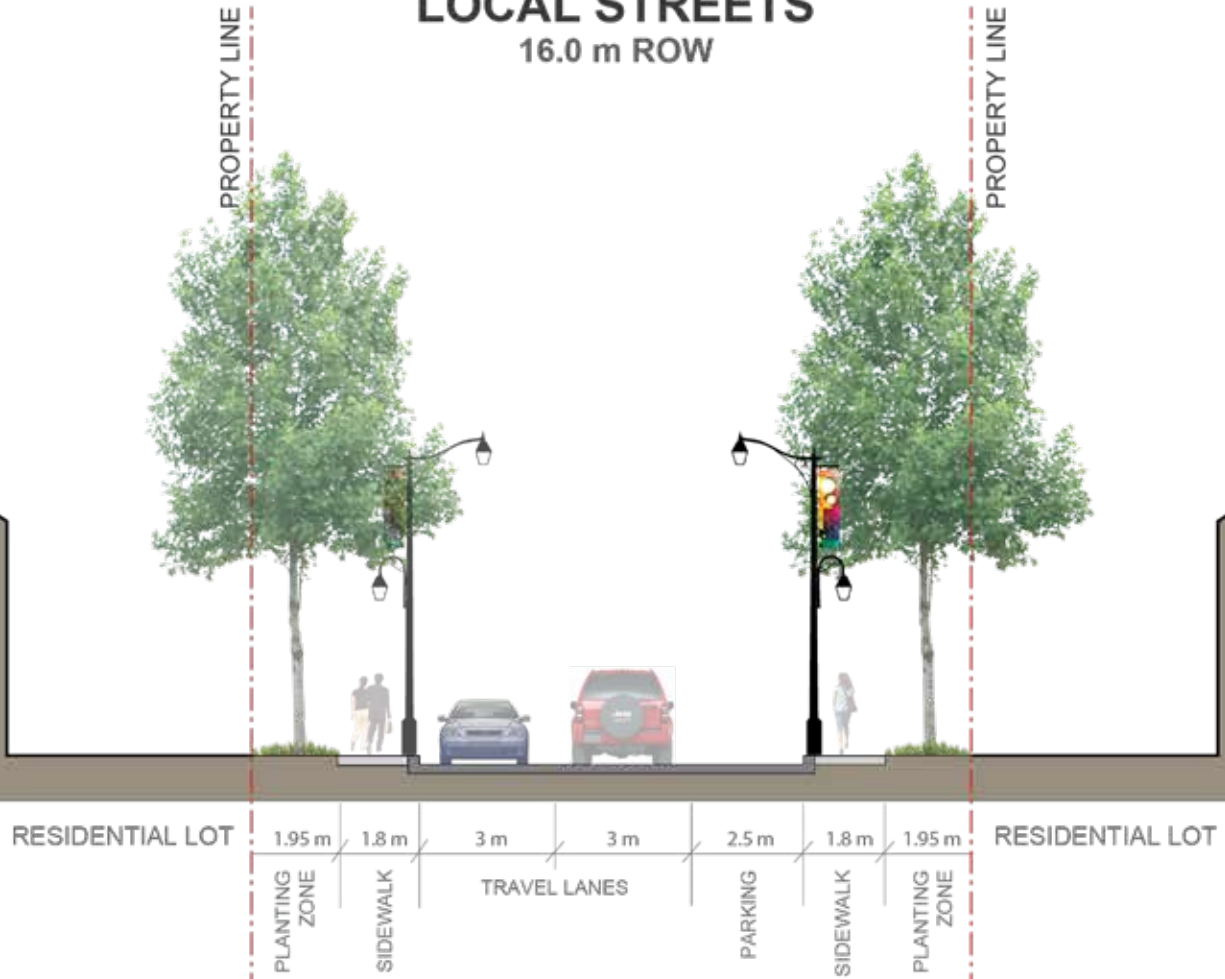
raised sidewalks



pedestrian-scaled lighting

LOCAL STREETS

16.0 m ROW



3.2 Park Spaces

An accessible, animated and varied hierarchy of Park Spaces is vital to promoting a healthy community and important to fostering a strong sense of place within Downtown Georgetown. Well designed, interesting and unique Park Spaces where people go to rest, relax, play, walk their dogs, eat lunch, enjoy the landscape and access community amenities, become the jewels of the community and are crucial components of the Public Realm Network. These spaces must support a variety of special, seasonal and daily activities, their design must reflect their context and enhance the character of the Downtown and they should promote best practices in urban design, landscape architecture and landscape ecology. Most importantly, Park Spaces shall reflect their urban context and be planned and designed as urban parks - smaller in scale, more passive and containing more features and elements than their suburban counterparts.

The Park Space Hierarchy

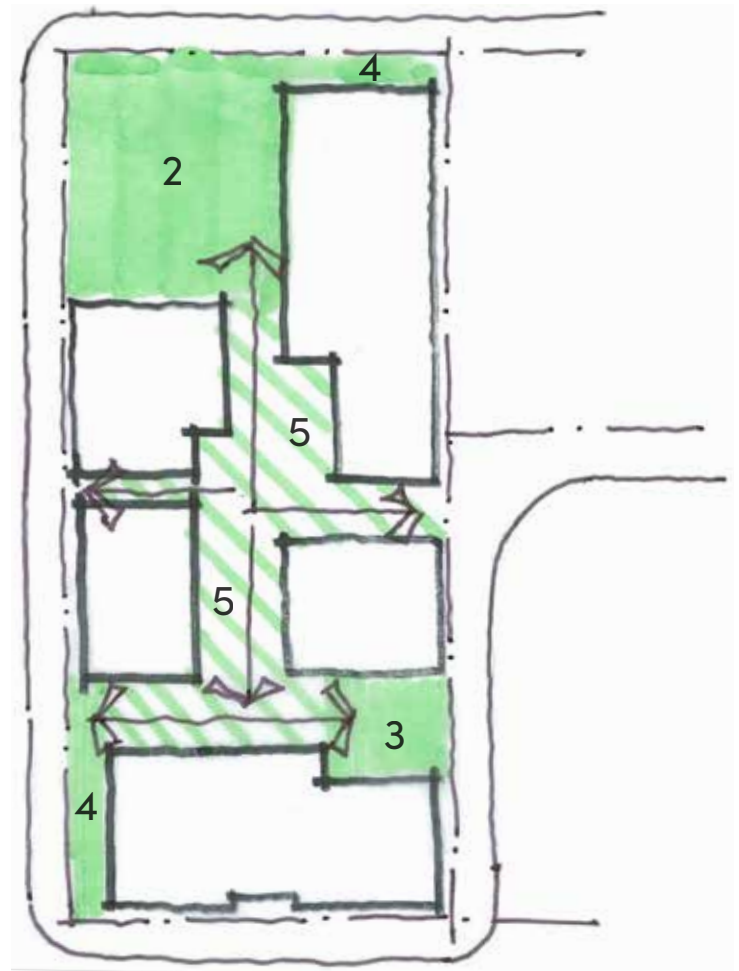
The Park Space Hierarchy appropriate for Downtown Georgetown is comprised of the following components:

1. The Existing Park (ie Remembrance Park);
2. Urban Squares;
3. Pocket Parks;
4. Sliver Parks; and,
5. Connecting Links.

Guidelines for all Park Spaces

The following guidelines apply to all Park Spaces in Downtown Georgetown:

- APS1. All public Park Spaces, will be safe, secure and accessible to the public;
- APS2. All Privately Owned Public Spaces (POPS) will be safe, secure and accessible to the public for a minimum of 14 hours per day, unless otherwise established through required legal agreements. These POPS will include adequate signage that indicates when it is open and accessible to the public;



remembrance park



APS3. All Park Spaces, including existing, and new, will display signage outlining the 'Park Manifesto' that outlines appropriate conduct for Park Space users and encourages respect for the Park and all users and adjacent spaces;

APS4. All Park Spaces shall be well maintained; Comprehensive maintenance schedules will be developed for all Park Spaces, including existing and new, to ensure safe, accessible and healthy landscapes;

APS5. All new Park Spaces will achieve a minimum of 40 percent tree canopy cover by the end of the 10th year after it is constructed, or redesigned;



APS6. The design of new Park Spaces will prioritize pedestrian comfort, by maximizing the duration of daily sunlight and protecting pedestrians from wind and other elements to support year-round use of the Park Space;

APS7. Amenities, such as seating, tables, washrooms, water fountains and waste receptacles shall be of a high quality and readily available within all Park Spaces;

APS8. New Park Spaces will be designed to the highest standards; high-quality building materials, informed planting choices and environmental sustainability are priorities in the design of new Park Spaces;



various park designs

APS9. New Park Spaces will include opportunities for Public Art;

APS10. New Park Spaces will include high quality, barrier free programmable space that can accommodate the needs of Park Space users and facilitate children's play, socializing, special events and recreation; and,

APS11. New Park Spaces will create and enhance opportunities for greening, and shall be appropriately linked with other elements of the Public Realm.

Additional Guidelines for Urban Squares

In addition to the guidelines for all Park Spaces, the following guidelines apply to Urban Squares:

- US1. Urban Squares are small Park Spaces that accommodate passive activities in a dense urban area. An Urban Square is defined as a pedestrian space larger than 1,000 square metres and smaller than 8,000 square metres in size with street frontage. Urban Squares include both hard and softscaped elements and are equipped with seating opportunities and ample pedestrian amenities;
- US2. Urban Squares shall be designed as follows:
- Have a minimum frontage on a public street of at least 40 percent of the depth of the Urban Square;
 - May have multiple public street frontages;
 - Adjacent built form shall have active, at-grade frontages abutting the Urban Square;
 - Shall include community and civic event spaces;
 - Shall include seating and a full furniture program, including lighting, opportunities for outdoor cafés and restaurants, facilities for seniors, children and youth; and,
- US3. It is not acceptable to place garbage storage facilities, loading docks or utilities in or directly adjacent to Urban Squares.



urban squares



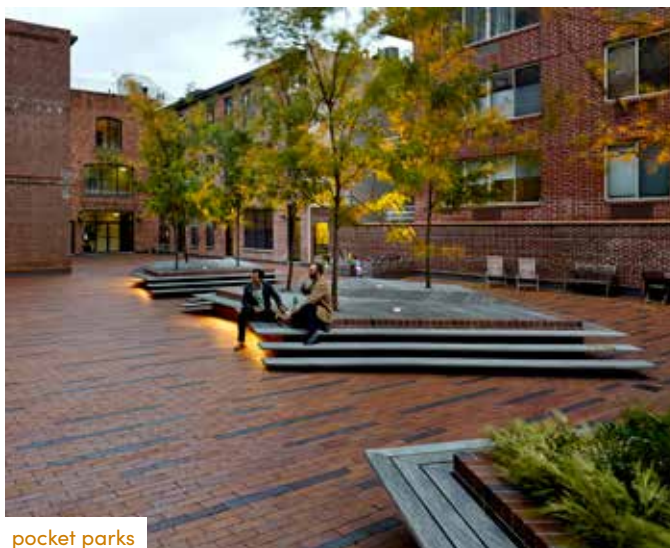
Additional Guidelines for Pocket Parks

In addition to the guidelines for all Park Spaces, the following guidelines apply to Pocket Parks, :

PP1. Pocket Parks are small-scaled components of the Public Realm Network and have an important role to play in enhancing the pedestrian connectivity in the Downtown. They are expected to be less than 1,000 square metres in size, but generally greater than 75 square metres. Pocket Parks shall be primarily hard surfaced, with limited soft surface elements;

PP2. Pocket Parks are expected to develop with the following criteria in mind:

- Have frontage on at least one public street;
- Require that adjacent built form have primary and active frontages facing the Pocket Park, where appropriate; and,
- Facilities shall include a full site furniture program, opportunities for outdoor cafés and restaurants, and facilities that support diverse and passive uses/activities.



pocket parks

Additional Guidelines for Sliver Parks

In addition to the guidelines for all Park Spaces, the following guidelines apply to Sliver Parks:

SP1. Sliver Parks are small scale components of the Public Realm Network that add to the width of the public sidewalk system, and create plazas or forecourts between the face of the adjacent building and the street. Sliver Parks shall be primarily hard surfaced, with limited planting and soft surface elements;

SP2. Sliver Parks are expected to develop with the following criteria in mind:

- Require that adjacent built form have primary and active frontages facing the Sliver Park; and,



sliver park

- Be flexible to accommodate spill out retail space, and/or outdoor cafés and restaurants.

Additional Guidelines for Connecting Links

In addition to the guidelines for all Park Spaces, the following guidelines apply to all Connecting Links:

- CL1. Connecting Links are outdoor walkways through a development site, connecting two streets together. They shall be provided in areas with high volumes of pedestrian traffic, for ease of movement as well as the creation of unique urban spaces;
- CL2. Connecting Links shall contribute to the logical wayfinding system and help to establish a network of publicly accessible spaces within Downtown Georgetown; and,
- CL3. Connecting Links are expected to develop with the following criteria in mind:
 - Width will take into account scale of adjacent buildings, but shall be a minimum of width of 2.5 metres;
 - Shall include several egress opportunities to the public sidewalk system;
 - Will be located between pedestrian destinations and may become destinations themselves;
 - Require that adjacent built form have primary and active frontages facing the Sliver Park;
 - Be primarily hard surfaced, with limited planting and soft surface elements; and,
 - Be flexible to accommodate spill out retail space, and/or outdoor cafés and restaurants.



connecting links



4.0 Design Guidelines for the Private Realm

An array of building types is encouraged throughout the Downtown. All development within Downtown Georgetown shall be compatible with development on adjacent properties and shall be consistent with these Design Guidelines.

4.1 Guidelines for all Buildings

The intent of these Design Guidelines is to achieve a balance between consistency of design as well as individual expression in new developments. Innovation is encouraged.



Guidelines for Architectural Variety/Quality

Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through variations in the façade treatment and building mass in order to improve the overall architectural richness, variety, and building articulation in the community. In addition, Downtown Georgetown has a proud history of well designed buildings. All development shall ensure excellence in design and demonstrate high quality architectural detailing, in accordance with the following guidelines:

AV/Q1. In Downtown Georgetown new building design shall:

- Be barrier free;
- Have a textured architectural quality that can be achieved by introducing variation in certain elements of the façade treatment such as balconies, bay windows and porches, cornices, window trim, entrances, canopies and the articulation of the building mass;
- Promote street space that is scaled to the pedestrian and organized to present an appropriate façade to all adjacent public



streets. Primary pedestrian entrances shall provide direct and universal access to the public sidewalk;

- Include pedestrian weather and sun protection systems including awnings, canopies, colonnades, or front porches along the sidewalk edge of important pedestrian streets, adjacent to Park Spaces and at entrances to buildings;
- Where feasible, have all transformers and other above ground utilities located within the building, or on private property located away, and/or screened, from public view;

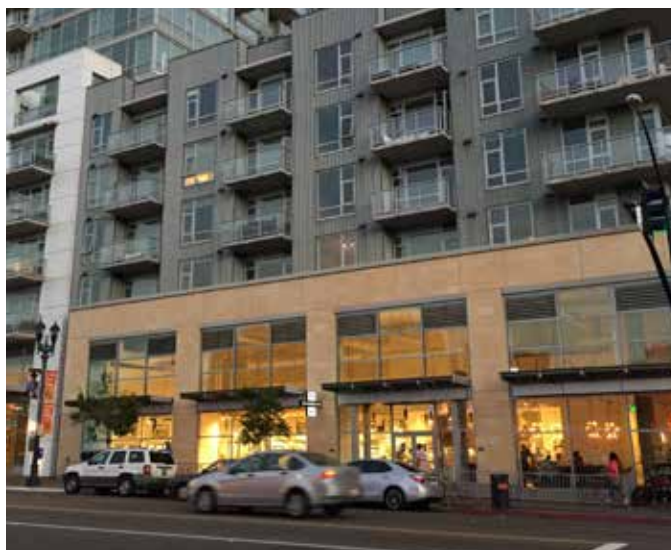


AV/Q2. Design Excellence – All development shall demonstrate design excellence and compatibility with its surrounding context. Architectural detailing, landscape treatments, colour and building materials shall be representative of the highest quality possible;

AV/Q3. Identity – Development shall achieve a unique expressive identity respectful of context. Where applicable, the ground floor of buildings shall be designed to express the individuality of the commercial or residential unit through architectural expression and the inclusion of entrance doors and windows addressing the street. In addition, development shall respect the existing physical character of its adjacent and surrounding context. Development shall:

- Respect the prevailing existing building height, and, if taller, be stepped-back from the prevailing existing building height;
- Respect and reinforce the general physical character, pattern, scale and massing of prevailing development context;
- Require that the prevailing patterns of landscaped open space within the Public Realm are maintained or enhanced;





AV/Q4. Expressive Forms - Development shall clearly express a base at the street level, the main body of the building, and a roof form. This will be achieved through various means including setbacks, step backs, textures and materials and other architectural treatments;

AV/Q5. Flexibility - Provide sufficient flexibility in considering architectural design proposals to support and accommodate variety, without any strict imposition on building style, or the poorly interpreted replication of historical elements in new building design, except where Designated or Listed Heritage Buildings are affected;



AV/Q6. Exterior Materials and Colours - Exterior building colours and materials are selected from a traditional palette. Cladding materials shall be high quality and appropriate for the building type proposed and in recognition of the development context in proximity. Use building materials, such as red or yellow brick, stone, wood and glass, that are true to their nature and do not mimic other materials. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding are not permitted;

AV/Q7. All publicly visible facades at the side and rear of buildings should have a compatible architectural expression as the primary façade through consistency in materials and expression of datum lines;



AV/Q8. Balconies - Balconies shall be designed as an integral part of the building rather than appearing to be 'tacked-on';

AV/Q9. Roof Top Gardens - Where appropriate, roofs and terraces shall be usable for private and communal outdoor patios, decks and gardens. Green roofs are encouraged as a means of retaining storm water, improving air quality and to add visual interest. Roof top gardens may also offer opportunities as dog stations; and,

AV/Q10. Roof top mechanical equipment shall be screened from public view with materials that are complementary to the building or through architectural features. Roof top penthouses are to be integrated with the primary architectural expression and/or roofline.

Guidelines for Compatible Development and Transition

All development applications within Downtown Georgetown will be required to demonstrate compatibility with their surrounding context. Compatible development is central to the vision of preserving and enhancing the unique character of the Downtown. A key element of compatible development is related to the defined transition in development height on adjacent properties.

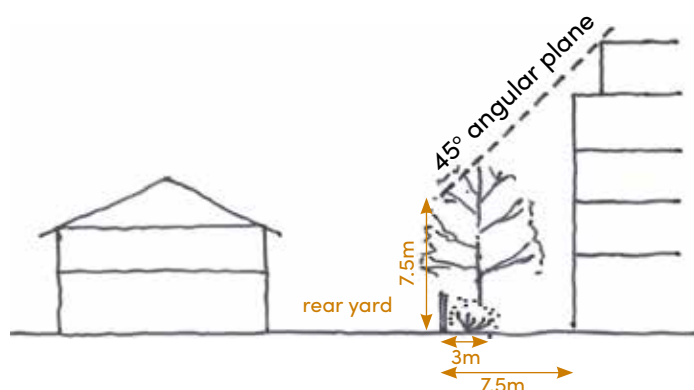
CD/T1. For any proposed development, building mass, lot coverage, scale and building setbacks shall be compatible with buildings in the immediate vicinity;

CD/T2. For additions or renovations to an existing building shall be compatible with the architectural style, exterior colour and materials of the primary building;

CD/T3. The transition of building types and between abutting Areas and properties shall be established through the application of some combination of:

- The transition in permitted heights established in the policies of the Secondary Plan;
- Setbacks, step backs and the application of angular planes;
- Façade articulation, enhanced landscape treatments, tree planting and fencing;
- Any other applicable development transition approaches acceptable to the Town;

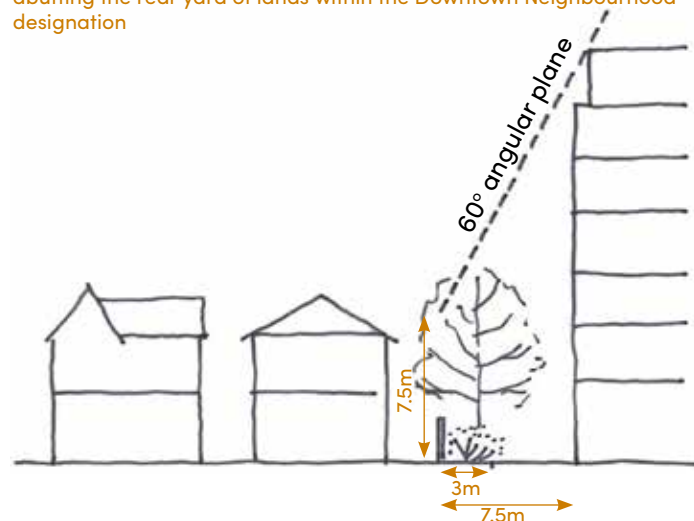




Downtown Neighbourhood
Designation

New Development

Setback and angular plane requirements for new development abutting the rear yard of lands within the Downtown Neighbourhood designation



Downtown Neighbourhood
Designation

New Development

Setback and angular plane requirements for new development abutting the side yard of lands within the Downtown Neighbourhood designation

CD/T4. In addition to those tools, transition requirements shall also consider and mitigate impacts related to overlook and loss of privacy, to the satisfaction of the Town;

CD/T5. Where any proposed development abuts the Downtown Neighbourhood Area, as defined in the Secondary Plan:

- An appropriate building setback shall be established from any abutting rear or interior side lot line;
- A minimum landscape buffer strip of 3 metres shall be included within the setback, abutting any abutting rear or side lot line. The 3 metre landscape buffer shall provide the opportunity for substantial tree, shrub and groundcover planting and appropriate privacy fencing;
- An angular plane measured from 7.5 metres above the abutting lot line shall be used to establish the maximum height of any new development. The angular planes shall be applied as follows:
 - A 45 degree angular plane where new development abuts a rear yard condition; or,
 - A 60 degree angular plane where new development abuts an interior side yard condition;
- Front lot lines and exterior side lot lines are specifically exempt from the need to apply and angular plane; and,

CD/T6. Where the transition techniques are to be applied, they shall be applied only to those developments that are expected to accommodate Mid-Rise I and Mid-Rise II Buildings. It is the responsibility of the taller and more massive buildings to establish appropriate transition to the abutting smaller scale development.

Additional Guidelines for Gateways and Landmark Sites

Highly visible and prominent locations in the Downtown provide excellent opportunities for place-making and promoting the identity of the Downtown. For these reasons, Gateway Locations and Landmark Sites warrant special consideration and shall include a combination of building and landscape features that enhance the quality of the Public Realm and contribute to the character of the Downtown.

Landmark Sites

- LS1. Taller building elements at Landmark Sites shall be considered, if compatible with and appropriately transitions to the surrounding context; additionally, these elements must:
- Include distinct architecture and/or architectural features;
 - Strengthen the identity of the Downtown;
 - Be proportionately scaled, relative to its location, context and visibility;
 - Reflect design excellence;
- LS2. On Landmark Sites, distinct/special building height, massing and articulation shall be visible and legible from greater distances and close up;
- LS3. Built form and landscaping at Landmarks sites must be comprehensively considered and include coordination of the private and public realm, with respect to layout, configuration, materials, design features and design details; and,
- LS4. Built form design criteria shall be based upon the proposed building typology – Mid-Rise I and Mid-Rise II.



landmark buildings



Gateways

- GS1. A series of Gateway Locations mark the entry points to the Downtown; these locations, which may include existing built form and/or proposed Landmark Sites, shall be the focus of public realm development;
- GS2. Gateway Locations shall be comprehensively considered and include coordination of the private and public realm, with respect to layout, configuration, materials, design features and design details;

GS3. Gateway Locations shall be designed to:

- Enhance the sense of arrival / wayfinding;
- Strengthen the identity of the Downtown;
- Be proportionately scaled, relative to its location, context and visibility;
- Complement the character of the Downtown;
- Reflect design excellence; and,

GS4. Design at Gateway Locations should incorporate a combination of built features and landscape elements; these may include public art, signage, architectural features, landscape structures, street furnishings, special pavements and plantings (both permanent and seasonal).



gateway features

Additional Guidelines for Low-Rise Buildings

LRB1. Low-Rise Buildings, including Live-Work Units, shall be a maximum of 3 storeys in height. The Town may establish more specific height limits on a site by site basis, based on the scale of adjacent buildings and the character and context of the surrounding community.

Additional Guidelines for Mid-Rise I Buildings

MRI1. Mid-Rise I Buildings are to be a minimum of 3 storeys and a maximum of 6 storeys. The building height for Mid-Rise I Buildings shall be exclusive of mechanical penthouses and roof ornamentation.

MRI2. Mid-Rise I Buildings shall:

- Be compatible with and provide appropriate transitions to the surrounding context;
- Respect the character and be suitably integrated with adjacent existing and planning developments;
- Be developed on sites that are suitable for the proposed development, with adequate land area for required parking, site landscaping and landscape buffering;
- Be arranged/sited to align with and frame streets and park spaces;
- Incorporate highly articulated primary façades that face a public street and include main entrances to the building;
- Incorporate at-grade main entrances with a maximum of one step above grade; and,
- Incorporate a podium element that is 2 or 3 storeys in height, or the same height as immediately adjacent buildings; the tower portion above the podium shall be stepped back a minimum of 2.0 metres from the podium face.



low-rise building



mid-rise I buildings



mid-rise I buildings

Additional Guidelines for Mid-Rise II Buildings

MR11. Mid-Rise II Buildings are a minimum of 6 storeys, or 25 metres in height and a maximum of 12 storeys. The building height for Mid-Rise II Buildings shall be exclusive of mechanical penthouses and roof ornamentation.

MR12. Mid-Rise II Buildings shall:

- Be compatible with and provide appropriate transitions to the surrounding context;
- Respect the character and be suitably integrated with adjacent existing and planning developments;
- Be developed on sites that are suitable for the proposed development, with adequate land area for required parking, site landscaping and landscape buffering;
- Be arranged/sited to align with and frame streets and park spaces;
- Incorporate highly articulated primary façades that face a public street and include main entrances to the building;
- Incorporate at-grade main entrances with a maximum of one step above grade; and,
- Incorporate a podium element that is 2 or 3 storeys in height, or the same height as immediately adjacent buildings; the tower portion above the podium shall be stepped back a minimum of 2.0 metres from the podium face.

Additional Guidelines for Buildings in the Historic Main Street Area

The Secondary Plan includes a number of Land Use Designations that have specific requirements for design, that are not necessarily related to the building form that is permitted. Within the Historic Main Street Area, as defined within the Secondary Plan, the following additional guidelines apply:

HMSA1. High activity uses that animate the streetscape and encourage foot traffic are required at-grade abutting Main Street, and along the side streets within the Historic Main Street Designation, with uses such as offices and residential uses on second floors and above. At-grade façades shall incorporate primary building entrances and broad window treatments at street level;

HMSA2. All development proposals within the Historic Main Street Area shall incorporate the following requirements for the design of front and exterior side façades:

- The minimum building height shall be 2 storeys;
- Buildings above 2 storeys shall be required to articulate the historic 2 storey building height, both through architectural detailing and with a building step-back above the 2nd storey;
- The floor-to-ceiling height of ground floors for all new buildings shall be a minimum of 4.25 metres; and,
- The elevation of the front door shall preferably flush with grade, and shall be no more than 1 step above grade.



mid-rise II buildings



Additional Guidelines for Buildings in the Downtown Regeneration Area

The Secondary Plan includes a number of Land Use Designations that have specific requirements for design, that are not necessarily related to the building form that is permitted. Within the Downtown Regeneration Area, as defined within the Secondary Plan, the following additional guidelines apply:

DRA1. High activity uses that animate the streetscape and encourage foot traffic are required at-grade abutting Main Street and Mill Street within the Downtown Regeneration Area, with uses such as offices and residential uses on second floors and above. At-grade façades shall incorporate primary building entrances and broad window treatments at street level;

DRA2. Abutting other streets within the Downtown Regeneration Area, high activity uses that animate the streetscape and encourage foot traffic, are encouraged at-grade. At-grade façades shall incorporate primary building entrances and broad window treatments at street level, where appropriate;

DRA3. Development within the Downtown Regeneration Area shall:

- Ensure that enhanced connections to the Town's parks and trails are provided;
- Provide enhanced on-site pedestrian elements;
- Consider the topography of the area in determining appropriate building design and massing;
- Incorporate appropriate conservation and integration of any on-site Designated or Listed Cultural Heritage Resource.



mid-rise II buildings

DRA4. All development proposals shall incorporate the following requirements for the design of front and exterior side façades within the Downtown Regeneration Area:

- The minimum building height shall be 3 storeys;
- The floor-to-ceiling height of ground floors for all new buildings shall be a minimum of 4.25 metres;
- The maximum floor plate for any building component above the sixth floor shall be 750 square metres; and,
- The minimum separation distance between adjacent buildings above the sixth floor shall be 25 metres.

Additional Guidelines for Buildings in the Downtown Neighbourhood Area

DNA1. In reviewing applications for development within the Downtown Neighbourhood Area, the Town shall be satisfied that:

- The residential character of the neighbourhood is maintained;
- The proposed development complements, and is similar to other existing residential buildings in proximity in terms of:
 - Landscape treatments;
 - Building height, scale, lot coverage and massing;
 - Roof line;
 - The location and size of parking facilities/garages;
 - Architectural detail;
 - Building materials and colour; and,



animated street frontage



heritage integration



low-rise development

— Front and side-yard setbacks;

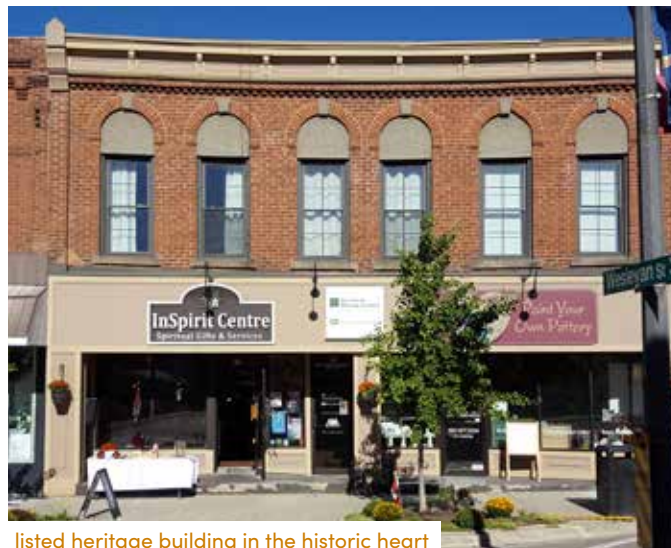
- The façade of any building facing a street shall feature a porch, prominent entrance or other architectural gestures that provides a 'public face'. The main front door must be clearly visible from the street;
- The elevation of the front door shall be no more than 1.2 metres above grade;
- Appropriate buffering such as landscaping and fencing will be provided on-site to ensure the compatibility of the use with adjacent uses; and,
- Appropriate on-site parking is available. Driveways and/or garage doors shall not dominate the front façade of the primary building or the view from the street. All on-site parking shall be located within the interior side and/or rear yard.

4.2 Heritage Design

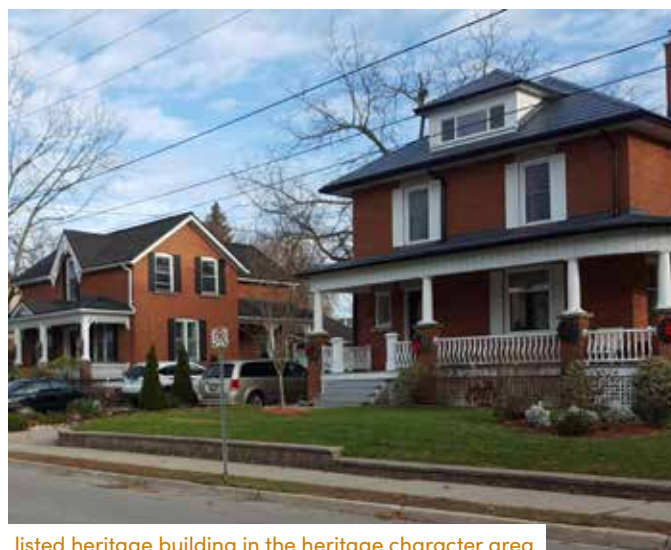
Appendix III to the Secondary Plan includes an inventory of both Designated and Listed Cultural Heritage Resources. Within Downtown Georgetown, there are three distinct areas exhibiting unique heritage characteristics, as follows:

1. The **Historic Heart**, centred on Main Street, where many of Georgetown's most recognizable historic commercial and institutional buildings are found. Collectively, they define a relatively intact, authentic, and historic streetscape with a strong sense of architectural continuity. Within this approximately two-block zone, the intent of these guidelines is to preserve the existing character, and ensure that new development conforms to the primary character-defining architectural elements of the Main Street streetscape;
2. A **Heritage Character Area**, roughly corresponding to the Downtown Neighbourhood area and those areas of Main Street outside of the Historic Heart. In this area, there is a recognizable pattern of streets, lots, landscapes and buildings with historic origins, but with a more eclectic architectural and spatial character. Within this area, the intent of these guidelines is to ensure new development is compatible with the character-defining elements, but with more latitude for individual expression; and,
3. The **Balance of the Downtown**, where some heritage buildings are found, but where there is no prevalent historic character across the area. In this area, the intent of these guidelines is to ensure that heritage resources are conserved and featured appropriately within new development, but with the most latitude for individual expression. Refer to 7.1 Design Guidelines for All New Development.

This Heritage Guideline Section is organized in 2 parts. First, to provide general guidance for development on, or adjacent to the identified heritage resources in the Downtown, and second, to provide specific guidance for the identified Historic Heart and the Heritage Character Area.



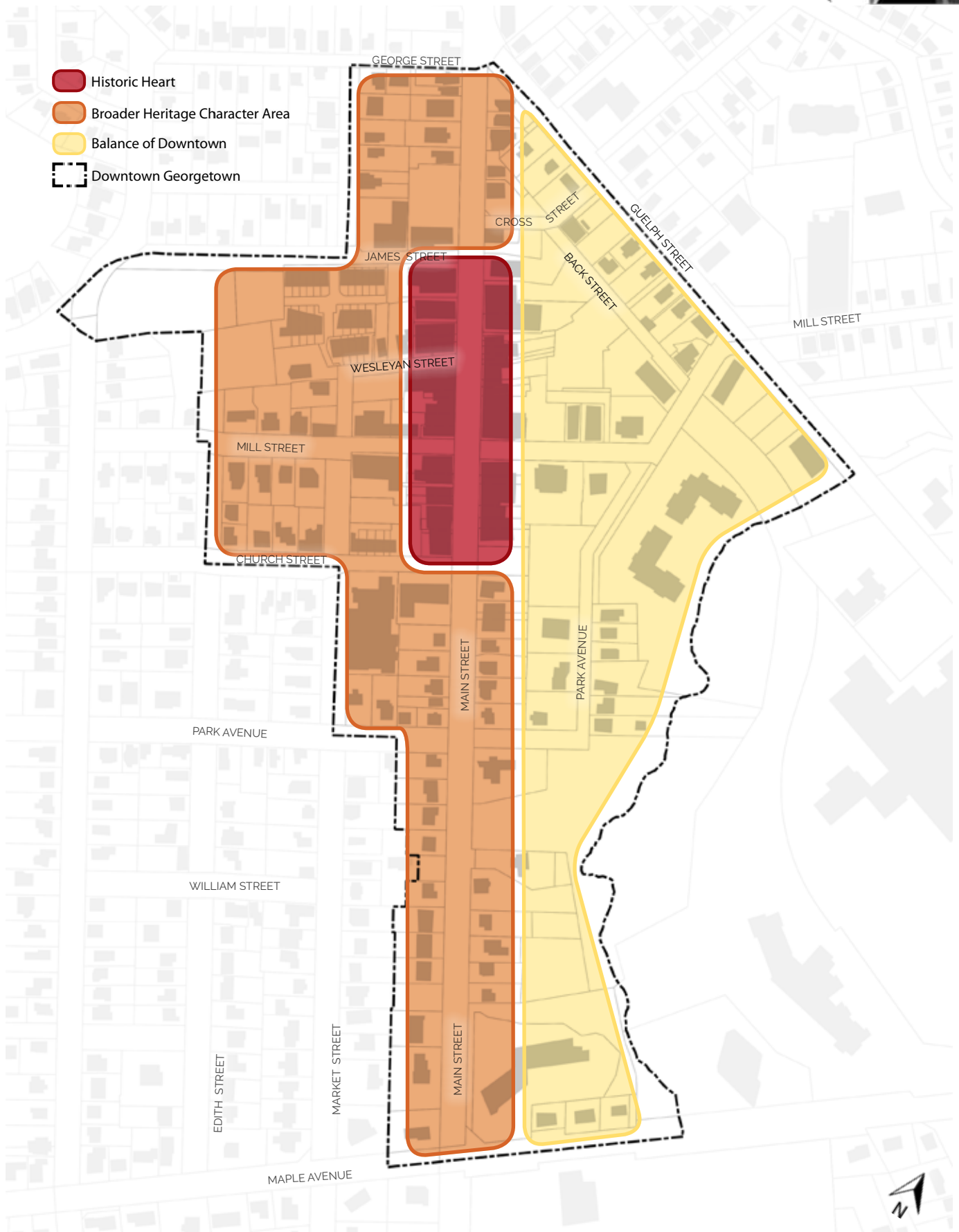
listed heritage building in the historic heart



listed heritage building in the heritage character area



listed heritage building in the balance of the downtown



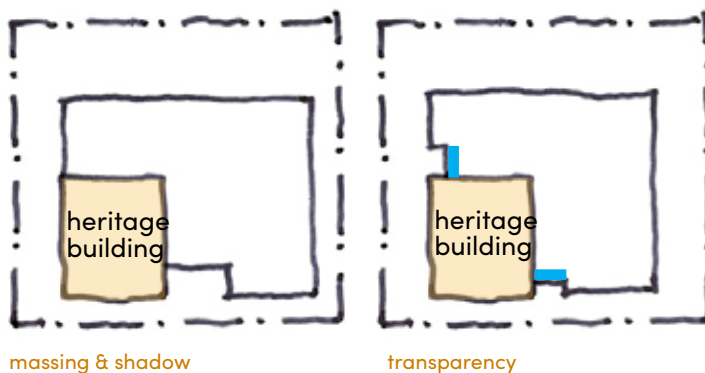
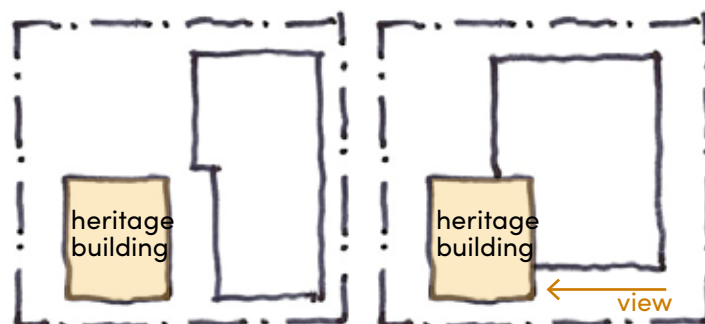
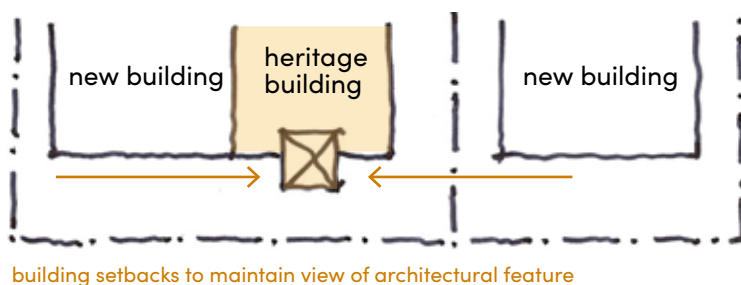
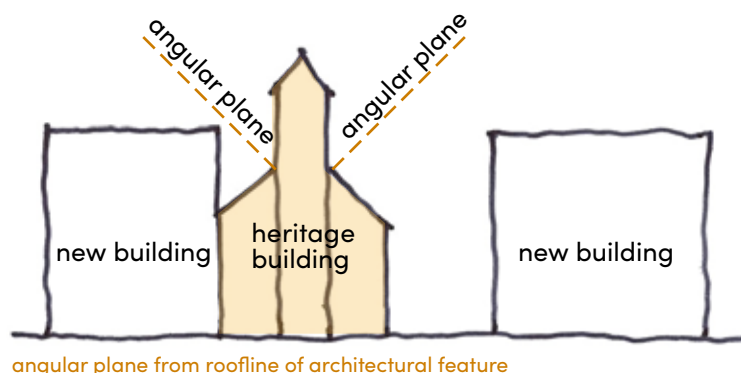
Heritage Guidelines for all Development

HG1. All development proposals within Downtown Georgetown shall design, restore or enhance their building façades in order to maintain the historic architectural character and identity of the Downtown. Where development is proposed that includes a Designated or Listed Heritage Building (as identified in Appendix III), the original architectural details and features shall be restored and appropriately incorporated into the development, including requirements for:

- Decorative details and façade articulation that respects, or is consistent with the horizontal architectural elements of the building and/or neighbouring buildings with historic features;
- Significant vertical elements that maintain the traditional vertical pattern of building façade design for development sites that exceed 12.0 metre frontages; and,
- Architectural features such as awnings, canopies, and building cantilevers/overhangs on the building's front and exterior façades, where appropriate;

HG2. Changes to a building of heritage value must:

- Treat distinctive stylistic features or examples of skilled craftsmanship with sensitivity;
- Repair or replace missing architectural features with an accurate duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural design of different architectural elements from other buildings or structures;





maintain vertical and horizontal rhythms of heritage buildings in new construction



low-rise development

- In instances where removal is required due to damage or deterioration, the materials shall be replaced with the same material or with materials that are compatible and/ or complementary to the original architectural character:
 - Respect changes to a historic building or resource which may have taken place over the course of time and may have acquired significance in their own right. The valid contributions of all periods to a historic building or resource should be respected;
 - Avoid historical misrepresentation. Buildings tell the story of historical development of the area. It is important that the historical record does not get confused through the mimicry of past architectural styles;
 - Be complementary to a building's original materials, as well as to those of adjacent buildings;
 - Ensure the selection of windows be undertaken in a manner that the materials and surrounds be based on those of the original building. The type of window (double hung etc.) and the resulting profile should reflect that of the original building;
 - Where an existing building lacks significant architectural detail, or a new building is proposed, the façade shall be representative of, or consistent with the historic architectural character and identity of the Designated or Listed Heritage Buildings in proximity;

HG3. Views of prominent architectural features of heritage buildings such as towers, turrets, spires or landmark facades will be maintained by all new development, including:

- For development on sites adjacent to the architectural feature, buildings shall be set back to maintain views of the feature from the ground level;
- For development on the same site, a 45 degree angular plane established from the roofline abutting the architectural feature shall be established where new development is not permitted, in addition to setbacks as above;



HG4. New construction on the site of existing heritage buildings shall feature the heritage resources within the architectural composition and provide a distinct visual separation between heritage features and new construction, using one or more of the following:

- A physical separation of 2 metres or more;
- Set back of new buildings to maintain views of the heritage building;
- A distinct massing change to create a strong shadow line, 3 metres wide and 2 metres deep;
- The use of transparency (glass) in joining the new construction to the heritage building. The transparency should be recessed a minimum of 0.5 metres; and,



HG5. New construction on the site of existing heritage buildings shall maintain similar horizontal and vertical rhythms through massing, datum lines, floor heights, bays, and architectural detailing. New construction should be visually distinct from the heritage building, using compatible materials.



heritage-sensitive development



Additional Guidelines for the Historic Heart

HH1. For sites with existing heritage buildings, the existing building shall form the podium element of the building, subject to the following:

- For new construction, buildings shall have a two storey podium at the street edge;
- The primary facade material shall be masonry, preferably yellow and/or red brick, wood, or natural stone. Aluminum siding, shingles, precast concrete panels, curtain wall glass, or stucco are not appropriate;
- An articulated cornice (minimum 0.5m height) shall be provided at the second storey. It shall respond to the cornice line of heritage buildings on abutting properties through alignment, height, proportion, rhythm, materials and/or architectural expression;
- Second storey windows shall have a vertical proportion and be vertically divided. They shall have articulated lintels and sills through elements such as projecting masonry, soldier courses, arched headers, change of material and/or decorative trims.

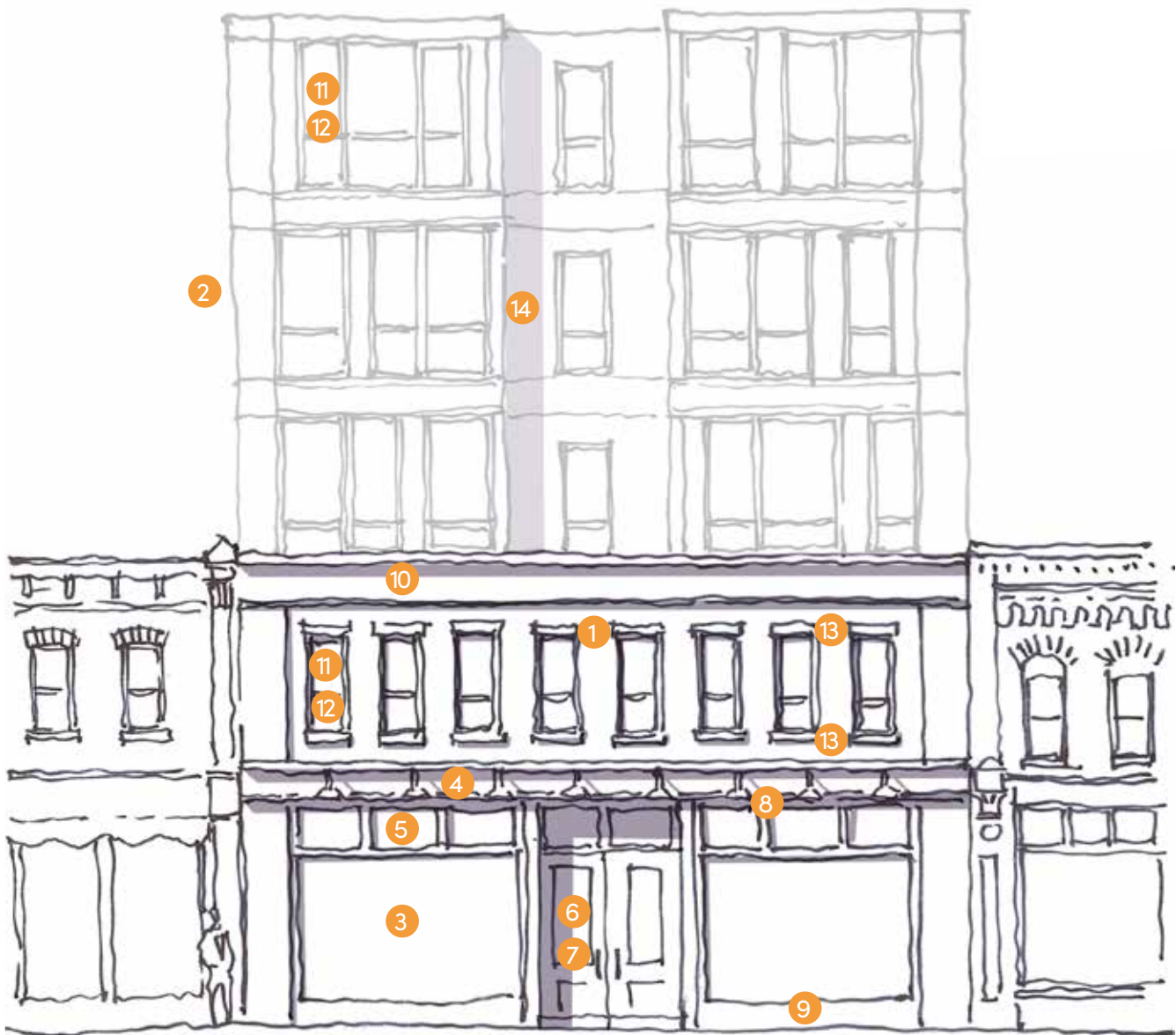


HH2. To facilitate a variety of retail expressions that are compatible with the context of the Historic Heart, the ground level facade shall incorporate a minimum of 5 (and preferably more) of the following:

- Transom windows;
- Recessed main store entrance with retail display along the sides forming the recessed entry;
- Paired, narrow store entry doors;
- Clear sidelights or doorway surrounds;
- A secondary cornice above the first storey;



heritage-sensitive development



adjacent heritage building	new construction	adjacent heritage building
-------------------------------	---------------------	-------------------------------

- | | | |
|--|--|--|
| 1 two storey podium building | 7 recessed retail entry doors | 12 upper storey windows divided |
| 2 upper storeys set back | 8 projecting (e.g. gooseneck style) lighting | 13 prominent lintels and sills on second storey windows |
| 3 ground floor 75% transparent | 9 window treatment within 0.5m of grade | 14 vertical division to upper storey facade through datum lines, change in plane, and/or materials |
| 4 sign band or datum line distinguishes ground floor | 10 prominent cornice at second storey | |
| 5 transom windows at ground level | 11 vertical proportion to upper storey windows | |
| 6 narrow, vertical proportion entry doors | | |

Demonstration of design guidelines for a building site within the Historic Heart. Architectural elements of new construction may be simplified or contemporary if desired. However, those elements must have significant conformity with historic styles for the podium building that defines the street edge. Above the podium, there is greater latitude for architectural expression.



mcgibbon hotel old proposal rendition

- Decorative brackets or trim;
- Projecting lighting that illuminates the sign band and storefront, such as gooseneck lighting;
- A dedicated sign band with individual cut-out lettering and graphics (three dimensional);
- Decorative columns or pilasters;

HH3. In addition to the optional choices above, the following guidelines apply to all ground level facades:

- The bottom of the window frame shall be within 0.5m of grade;
- The plane of the window shall be within 0.25m of the main front plane of the podium;
- The expression of retail may be accomplished with a wide variety of materials including glass, metal, wood, and masonry;



HH4. If the building is taller than the traditional podium along Main Street, additional building elements above the podium shall be stepped back a minimum of 3 metres from the front face of the podium. For every two storeys above that, an additional 3m step back is required (as measured from the front face of the podium). In addition, the building elements above the podium shall:

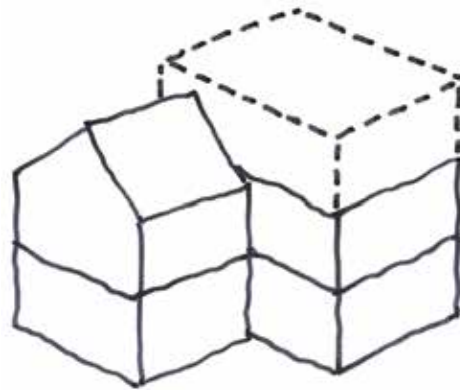
- Establish a vertical rhythm by incorporating datum lines, recesses, vertical breaks, pilasters and/or changes in material in the facade; and,
- While materials may differ from the podium, but must be complementary.



heritage-sensitive development

Additional Guidelines for Heritage Character Area

- HCA1. New buildings are to be located consistently with other buildings on the same block. For commercial blocks, setbacks are minimal. For residential blocks, setback varies but typically includes a front yard landscape zone;
- HCA2. Live work units and buildings with commercial on the ground floor are preferred to have a flat roof design;
- HCA3. For single-unit new residential construction located near the street edge of a predominantly residential block, building height should be a maximum of two storeys and incorporate a sloped roof design or profile. New construction taller than two storeys are to be located behind the rear half of the building;
- HCA4. Garages will not be a prominent visual feature of new development. If garages are provided, they are preferred to be located in the rear yard and accessed by a single lane driveway (3 metres maximum width). If integral garages are desired they may not project beyond the main front facade of the building:
- Single car garages are to be flush with the main front facade of the building, or set back; and,
 - Double car garages shall be set back a minimum of 6 metres from the main front facade of the building.



2 storey peaked roof building volume at street edge, taller portions set back



sensitive infill town houses

4.3 Other Key Design Elements

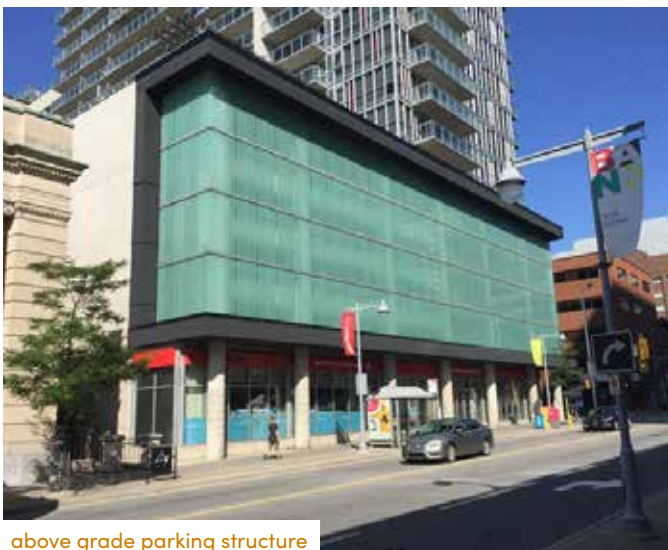
Guidelines for Parking, Loading and Service Facilities

Parking, loading and service facilities are important functional design elements that support a successful downtown, and that have a visual impact on the community. The sensitive location and design treatment of these facilities is important in the evolution of a beautiful historic downtown. The Town shall consider the following guidelines in their review of development applications:

- PLSF1. Access points shall be minimized and consolidated to optimize the use of driveways. An interconnected system of rear laneways and drive aisles across adjoining properties shall be encouraged;
- PLSF2. Connectivity between parking facilities and Main Street is required through the establishment of pedestrian linkages.
- PLSF3. Surface parking, loading and service facilities shall not be permitted in the front yard of any building within Downtown Georgetown. Parking, loading and/or servicing facilities may be permitted in an interior side yard and are permitted within the rear yard. On-street loading will be discouraged. Common laneways at the rear of commercial/mixed-use buildings shall be provided, where possible;
- PLSF4. Where parking, loading and/or servicing facilities are provided, their visual impact shall be mitigated by a combination of setbacks and landscaping including: pavement treatments, low walls or decorative fencing, landscaping and trees throughout parking lots and along the edges. Surface parking lots shall be lit with pedestrian-scale lighting;



surface parking



above grade parking structure



surface parking

PLSF5. Parking is encouraged to be provided in structures, either above, or where possible, below grade. Where a parking structure is above grade, permitted commercial uses shall be provided within the façade at-grade and the façade shall include appropriate architectural articulation; and,

PLSF6. Where surface parking is proposed, it shall be located within the rear yard or the interior side yard. Where any parking facility is located adjacent to a public street, it shall be designed to complement and integrate with adjacent buildings and the streetscape;

Guidelines for Lighting

Lighting is an essential consideration to ensure safe pedestrian, cyclist and vehicular movement. The following guidelines shall apply to the Downtown:

- L1. Exterior lighting shall be designed to promote pedestrian comfort, safety and provide a high quality ambiance;
- L2. Only Dark Skies friendly lighting will be permitted in the Downtown Area. In addition, accent lighting is encouraged where it can emphasize built form and landscape elements; and,
- L3. Pedestrian scale lighting shall be provided adjacent to streets, walkways, urban squares, pedestrian routes and within parks and along trails.



trail lighting



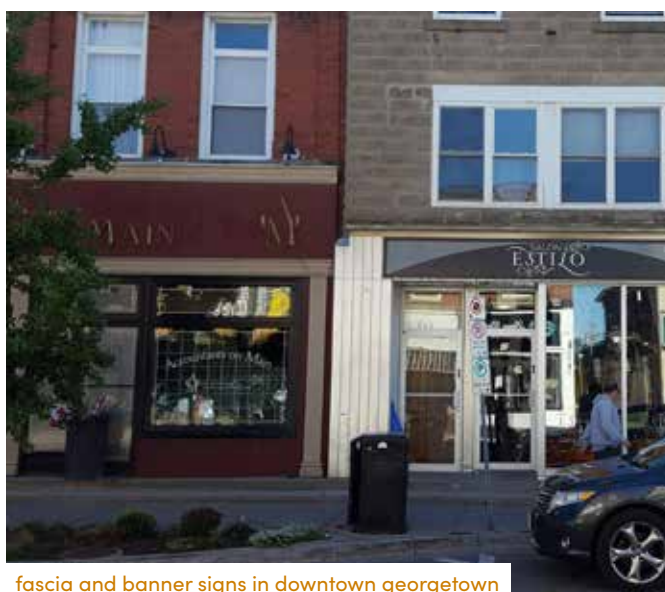
pedestrian lighting



Guidelines for Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are encouraged. Commercial storefront signage should be subject to the following guidelines, in addition to the Town's Sign By-law:

- S1. Signage shall be designed to be complementary to the character of the Downtown;
- S2. Backlit signage, fluorescent sign boxes corporate signage, billboards and large pylon signs shall be prohibited;
- S3. Signage within the Downtown Neighbourhood Designation shall be restricted in size and closely related to the principle building entrance;
- S4. Signs should be constructed of durable, high-quality materials and well maintained;
- S5. Street addresses should be clearly visible for every building;
- S6. Signage shall be integrated into the organization and design of building facades and located within architectural bays, friezes and datum lines;
- S7. Signs should not obscure windows, cornices, or other architectural elements;
- S8. Signs on heritage buildings should be compatible in terms of heritage character, colour, and material, and should not obscure architectural details;
- S9. The Town shall establish a Sign By-law specific to the various conditions and contexts found throughout the Downtown; and,
- S10. The Town shall consider an enhanced public wayfinding program throughout Downtown Georgetown.



fascia and banner signs in downtown georgetown





5.0 Implementation

These Design Guidelines establish a framework that guides the physical design of the Public and Private Realms within Downtown Georgetown. Each of the identified guidelines are expected to give the Town direction in the review and approval of various forms of development over time. The Design Guidelines for the Public Realm are expected to be implemented by the Town over time.

The Design Guidelines for the Private Realm are expected to be implemented through the statutory planning tools that are provided to the Town through the Planning Act. Key implementing tools and processes will allow the Town to provide a number of key opportunities and public processes to consider development applications – these tools and processes include the Secondary Plan, the Zoning By-Law and Site Plan Approval.



The wording in this Design Guideline is substantially definitive. Notwithstanding the use of definitive language, this document is truly a Design Guideline, which is an Appendix to the Downtown Georgetown Secondary Plan. As a guideline document, flexibility in interpretation is implied, to the satisfaction of the Town. The statutory effect given to these Design Guidelines will only be achieved as they are implemented in the Secondary Plan and Zoning By-Law, or through the Site Plan Approval process.





Destination
DOWNTOWN