

# City of Stratford Urban Design and Landscape Guidelines

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*Streetscapes in Stratford will be attractive and pedestrian-oriented.*

Table of Contents

- Section 1.0 Introduction ..... **1**
- Section 2.0: Vision and Guiding Principles ..... **3**
- Section 3.0: Public Realm Guidelines ..... **5**
  - 3.1 Sustainability ..... 6
  - 3.2 Open Space System ..... 7
    - 3.2.1 Natural Heritage Features..... 7
    - 3.2.2 Parks System ..... 7
  - 3.3 Stormwater Management ..... 9
  - 3.4 Community Structure ..... 11
  - 3.5 Streets and Streetscapes ..... 13
    - 3.5.1 Hierarchy and Treatments ..... 13
      - 3.5.1.1 Arterial Roads ..... 13
      - 3.5.1.2 Collector Roads ..... 14
      - 3.5.1.3 Local Roads ..... 14
      - 3.5.1.4 Tree-Lined Streets..... 15
      - 3.5.1.5 Boulevards – Downtown Core & Commercial Areas ..... 17
      - 3.5.1.6 Boulevards - Residential ..... 19
      - 3.5.1.7 Crosswalks and Intersections ..... 19
      - 3.5.1.8 Gateways ..... 20
    - 3.5.2 Pedestrian and Bicycle Circulation ..... 21
      - 3.5.2.1 Trail Design ..... 22
    - 3.5.3 Downtown Core/Commercial Area Street Furniture..... 23
      - 3.5.3.1 Seating ..... 24
      - 3.5.3.2 Transit Shelters ..... 25
      - 3.5.3.3 Public Art..... 26
      - 3.5.3.4 Lighting ..... 27
      - 3.5.3.5 Waste Receptacles ..... 28
      - 3.5.3.6 Public Signs ..... 28
      - 3.5.3.7 Utilities ..... 29

- 3.5.3.8 Public Safety ..... 30
- 3.5.4 Universal Design ..... 31
- 3.6 Parking ..... 32
  - 3.6.1 On-Street Parking ..... 33
  - 3.6.2 Bicycle and Scooter Parking ..... 33
- Section 4.0 Private Realm Guidelines..... 34**
- 4.1 Sustainability ..... 35
- 4.2 General Land Use and Site Design ..... 37
  - 4.2.1 Site Layout and Building Orientation..... 38
  - 4.2.2 Landscaping ..... 39
  - 4.2.3 Storage, Servicing and Loading ..... 41
- 4.3 Parking ..... 43
  - 4.3.1 Surface Parking..... 43
  - 4.3.2 Structured Parking ..... 46
- 4.4 Building Design Guidelines..... 46
  - 4.4.1 Building Heights..... 46
  - 4.4.2 Residential Buildings ..... 48
    - 4.4.2.1 Apartments..... 49
    - 4.4.2.2 Townhouses ..... 51
    - 4.4.2.3 Detached and Semi-Detached Residential ..... 52
    - 4.4.2.4 Secondary Suites ..... 56
    - 4.4.2.5 Residential Infill ..... 57
  - 4.4.3 Commercial Buildings ..... 58
    - 4.4.3.1 Large Format Retail..... 60
    - 4.4.3.2 Small Format Retail ..... 62
    - 4.4.3.3 Mixed Use Buildings ..... 63
    - 4.4.3.4 Drive Throughs ..... 63
  - 4.4.4 Institutional ..... 65
    - 4.4.4.1 School Facilities ..... 66
    - 4.4.4.2 Community Centres..... 68

4.4.4.3 Places of Worship.....	69
4.4.5 Employment Buildings .....	70
4.4.5.1 Office Buildings.....	72
4.4.5.2 Business Parks .....	73
4.4.5.3 Light Industrial .....	74
4.4.6 Heritage Buildings.....	75
4.4.6.1 Downtown Heritage Conservation District .....	75
4.4.6.2 Heritage Infill.....	78

## Section 1.0 Introduction

### Role of the Guidelines

The City of Stratford Urban and Landscape Design Guidelines have been developed to provide a comprehensive tool for the City to review and assess development proposals in both the public and private realm; to ensure that they promote the highest quality of urban design; are well integrated with Stratford's unique context; and conform to the Official Plan.

The Guidelines provide a series of comprehensive recommendations that support the scale, cultural heritage, natural environment and public open spaces that define the City. They provide recommendations that represent important design goals and are expected to be interpreted by the City, residents and development professionals with a degree of flexibility, to encourage creativity and excellence in design.

### Structure of the Guidelines

The Urban and Landscape Design Guidelines are intended to provide detailed direction with respect to the design of the community and to ensure the Official Plan vision is achieved. The Guidelines are structured into the following sections:

1.0 Introduction: describes Stratford's context and the purpose and structure of the Guidelines;

2.0 City of Stratford Vision and Guiding Principles: outlines the Vision Statement in the City of Stratford Official Plan and the corresponding guiding principles;

3.0 Public Realm Guidelines: provides detailed guidelines for streets, parks and open spaces, including sustainability, parking, stormwater management and streets and streetscapes. This section does not specifically consider the design of buildings, but provides guidance on the relationship between buildings and the public realm components (i.e. building location, orientation). Guidelines for the design of buildings are provided in the private realm guidelines; and,

4.0 Private Realm Guidelines: provides detailed guidelines for privately owned land, including sustainability, land use and site design and building typologies and design.



*View of Lake Victoria on the edge of Downtown Stratford.*

## Section 2.0: Vision and Guiding Principles

### Vision

The following Vision Statement for the City of Stratford has been proposed:

*"To Be The Best Place To Live, Work and Play."*

### Guiding Principles (As Indicated in the Official Plan):

Community Excellence – Strive for excellence in all areas – economic, technological, environmental, cultural and social – while maintaining the community’s heritage and charm.

Complete Community – Minimize conflict between land uses, while encouraging the development of a complete community which meets resident’s needs for daily living throughout an entire lifetime.

Economic Development – Maintain a strong and diverse economy based on the most advanced available infrastructure, as well as a strong education system.

Environmental Protection - Protect and enhance the City’s natural environment including the natural heritage and open space system, air quality and water quality and quantity, as well as providing protection from natural hazards.

Sustainable Development – Work to ensure that development is socially, environmentally and economically sustainable with the resilience to respond to climate change.

Intensification – Encourage appropriate intensification and infill, including mixed use development, which reflects the existing heritage context of the City with respect to factors such as height and design.

Heritage Preservation - Protect areas, landmarks and features which provide a physical link to the early development of Stratford and which contribute to its distinct character and sense of place.

Community Improvement - Upgrade physical, economic and social conditions where such conditions have been identified as being below accepted standards or where necessary to achieve the City’s goals for economic development.

Transportation System for all users – A coordinated approach to planning and transportation that creates a transportation system for all users be they pedestrians, drivers, cyclists, or transit riders, regardless of physical ability or age.

Public Participation - Provide ample, effective and meaningful opportunities to increase public awareness and participation in the planning process using an approach which is responsive and flexible.



*View of Downie Street in Downtown Stratford.*

### Section 3.0: Public Realm Guidelines

The public realm guidelines relate to development within public areas including streets, parks, arenas, community centres, and open spaces. The Guidelines consider sustainability, the open space network, parking, stormwater management and streets and streetscapes in Stratford. This section does not specifically consider the design of buildings, but provides guidance on the relationship between buildings and the above public realm components (i.e. building location, orientation). Guidelines for the design of buildings are provided in Section 4: Private Realm Guidelines.



*View of the Riverfront in Downtown Stratford.*

## 3.1 Sustainability

The City of Stratford is located in the centre of a rich, productive agricultural area in the heart of southwestern Ontario, with a population that is projected to grow to 33,600 by 2032. This growth must be accommodated while demonstrating a high level of responsibility to the environment. Elements of community design, including street networks, land uses, open spaces, stormwater management and roadway design can all play a role in ensuring that the performance of new and existing neighbourhoods and buildings are environmentally friendly and that residents can make sustainable transportation choices.

### Design Guidelines

- Neighbourhoods should provide a mix of land uses and residential densities in order to make more efficient use of land and infrastructure.
- New development should promote active transportation by including a mix of uses within walking distances, where feasible, and prioritizing cycling and pedestrian facilities.
- Existing natural spaces, trees, vegetation and environmental features should be protected and incorporated into the design of development.
- New trees should be planted to maintain and establish a continuous canopy.
- Where feasible, new developments are encouraged to explore opportunities for urban agriculture, such as rooftop gardens or space for community gardens.
- Public realm design should aim to reduce impervious hard surfaces.
- Materials should be locally sourced, where feasible, to prevent the expenditure of fossil fuels used for freight transportation. Canadian products are generally suited to withstand our climate.

The above guidelines are general recommendations for sustainability in the public realm and should be applied throughout the City of Stratford. More specific guidelines can be found in the sections that follow.



*Sustainable design and incorporation of urban agriculture such as community and rooftop gardens should be carefully considered in Stratford's public realm.*

## 3.2 Open Space System

Stratford's Open System contains approximately 47 hectares of formal parklands and 24 hectares of natural landscapes. This parks and open space system, which is focused around Lake Victoria and the Avon River system, is a key component of the City's character and should be protected and maintained as a highly visible and accessible amenity.

### 3.2.1 Natural Heritage Features

The City of Stratford has a limited system of natural heritage features, focused primarily around the Avon River. Where these significant natural environment features exist, they should be protected and where appropriate, enhanced.

#### Design Guidelines:

- Key ecological features and functions in the City of Stratford including wetlands, woodlands and wildlife habitat should be protected.
- A significant amount of the perimeter (greater than 50 percent is encouraged) of natural features should be bounded by a combination of roads or open space to maximize public access and significant views of the natural feature.
- Sensitive environmental features should be adequately buffered and linked to other features, where feasible, to ensure that ecological systems are not negatively affected by intensification or new development.
- The maintenance of natural drainage networks should be coordinated to assist in supporting stormwater management infrastructure such as stormwater management ponds (see Section 3.3).
- Streets, sidewalks and paths should connect with adjacent natural areas.
- Opportunities to develop higher density buildings adjacent to natural features should be explored to capitalize on views and connections to recreational trails.

### 3.2.2 Parks System

The City of Stratford has an extensive system of parks, including Avalon Park, Queens Park and Greenwood Park. These parks provide for active and/or passive recreational activities and social spaces within or at the edge of the City's residential neighbourhoods and are a primary focus of a healthy, active lifestyle for Stratford's residents.

### Design Guidelines:

- New parks should be located along major streets including Collector Roads and, where possible, at the terminus of streets and open crescents to create an attractive public realm and enhance safety through casual surveillance.
- Parks and open spaces should form a linked network to provide a variety of safe recreation and movement options between neighbourhoods and intensification areas.
- Natural features, such as woodlands and watercourses, should be preserved and integrated into parks and open spaces as a means of maintaining a sense of connection with the original landscape and to ensure a sustainable environment for plants and wildlife. Naturalized and indigenous plantings are to be used wherever possible.
- Park entrance design should provide amenities including visitor drop-off (i.e. parking area, lane and/or future transit stop), pedestrian scale lighting, and signage to assist in orientation and use of park amenities.
- Parks and open spaces should be designed to serve the diverse needs of the community, including facilities for passive (i.e. walking trails, community gardens, seating areas, park pavilions, interpretive displays) and active recreation (e.g. sports fields, skating rinks).
- Highly visible connections should link the major park amenities and facilities through walkways and bicycle paths.



*Parks in should be highly visible and accessible (Image Courtesy of Google Street View).*

- Vehicular connections through parkland should be limited to emergency and maintenance vehicle routes, and access to major park facilities and parking areas.
- Provisions to buffer residential areas from lighting, noise, traffic and parking areas should be provided through landscaping and appropriate setback treatments.
- Where possible, Neighbourhood Parks should be directly connected to school sites and other community facilities to encourage mutual use of outdoor facilities. At such locations, the park size, design and programming should conform to individual school board requirements. Sharing agreements can include parking facilities. In this instance, maintenance and cost sharing agreements should be developed to identify partnership responsibilities.
- Where viable, neighbourhood retail uses and cafes should face directly onto parks and open spaces.
- The perimeter of parks should be lined with buildings that face onto the park. Backlotted housing, or housing with the rear property line against parks, should be avoided.
- Where housing does back onto a park or open space, high-quality rear fencing should be provided.



*Highly visible connections to parks from residential neighbourhoods are encouraged (Image Courtesy of Google Street View).*

### 3.3 Stormwater Management

Stormwater Management (SWM) facilities should be publicly accessible and integrated as part of the open space network throughout the City of Stratford. SWM facilities can be designed to combine their function with amenities for residents and the local community.

### Design Guidelines:

- To promote SWM facilities as an important and desirable component of the open space system, street and block patterns should enhance views and access through street frontage.
- SWM facilities should be designed as positive visual features and incorporate an arrangement of formal planting, seating and paths that do not interfere with their function.
- The design of SWM ponds should avoid fencing in order to promote public access and surveillance opportunities.
- Public education displays should be integrated into SWM facilities to be used to increase public awareness and appreciation of the local environment.
- Planting within SWM facilities should be compatible with the adjacent natural areas.
- Managing access to the perimeter of SWM ponds should be provided on a site-by-site basis through a combination of pond edge treatments. Shallow slopes should be considered for direct access areas and overlooks with railings or densely planted areas should be applied to discourage direct access, where appropriate.



*Stormwater management facilities should be designed as positive community amenities that link natural heritage and open space systems in the City.*

- A hierarchy of design treatments should be developed to address the various conditions of SWM pond design and locations including urbanized edges.
- Edges of SWM ponds abutting the open space system should remain naturalized.
- The water level in stormwater management ponds is designed to fluctuate in response to storm events and therefore accessibility under these circumstances may need to be limited (i.e. through dense landscaping).
- Where feasible, provide sitting areas with pathway connections at SWM pond edges to encourage public safety through frequent use and surveillance opportunities of these areas.
- Urbanization of stormwater management ponds will be considered within the City of Stratford based on the context and abutting land uses, such as within Commercial Areas and along Arterial Roads.
- Urbanized stormwater management ponds should maintain appropriate targets for water quality, erosion and flood storage.
- The use of paved edges for the function of creating a positive community amenity should be designed to minimize any impacts on the pond's form and function.
- Maintenance access driveways should double, where appropriate, as recreational trail.

### 3.4 Community Structure

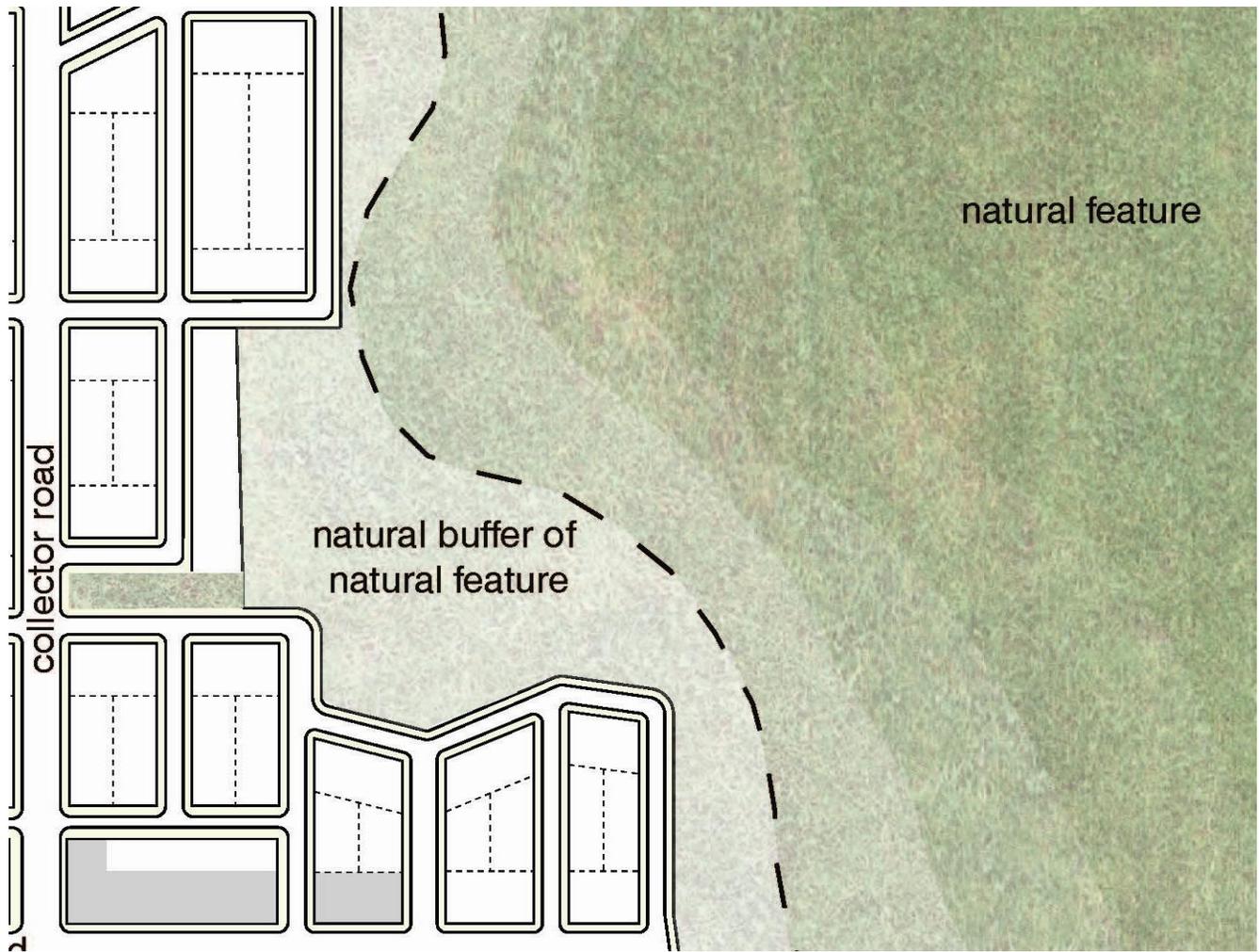
The variety of development within the City of Stratford helps to define its character as an attractive place to live. Older established neighbourhoods, which demonstrate the City's early history of urban growth, are some of its most desirable and livable communities. Small areas of land in Stratford may be used for neighbourhood development and this development should take cues from the successes of the older established developed areas. They should be distinct and identifiable, with a strong sense of place and a well-defined structure that includes neighbourhood focal points.

#### Design Guidelines:

**Neighbourhood Focal Points:** The neighbourhood focal points should include open spaces, parks and community gardens. A variety of uses, services and amenities such as community facilities, commercial retail, small scale employment areas, high density residential, and access to transit should also be considered, where appropriate.

**Neighbourhood Edge:** Communities should have an edge that defines their extent. The edge is generally located within walking distance of the focal point.

Higher density is encouraged adjacent to neighbourhood focal points, where appropriate, and in instances where it is adjacent to large open spaces such as parks, or arterial or collector roads.



*New neighbourhoods in Stratford should be distinct and identifiable, with a strong sense of place and a well-defined community structure. New neighbourhoods should include a clear focal point as well as an edge that defines their extent.*

## 3.5 Streets and Streetscapes

### 3.5.1 Hierarchy and Treatments

The street network in the City of Stratford is primarily a compact grid pattern and is comprised of Arterial Roads, Collector Roads and Local Roads. While these streets serve an important functional role in the movement of goods through the City, it is important to ensure they continue to evolve to support active transportation, including pedestrians, cyclists and transit users.

#### 3.5.1.1 Arterial Roads

Arterial Roads are high capacity transportation roads that serve as major gateways into the City of Stratford. Examples of major arterial roads in Stratford are Ontario Street, Erie Street and Huron Street which serve as “main streets” lined with a mix of commercial, residential and industrial uses. While these streets serve an important transportation role in the community, as the City evolves, Arterial Roads should transition to a more urban character and include a high level of design in the pedestrian realm. This includes buildings with densities supportive of transit and alternative modes of transportation (such as cycling), and the provision of well landscaped, pedestrian oriented boulevards.

To ensure a functional/urban design balance between the boulevard and street pavement, Arterial Roads should be designed to include wide sidewalks, street trees, consistent paving, lighting and public art where appropriate. Wherever possible, joint access is encouraged along arterial roads to minimize curb cuts and disruptions to pedestrian circulation and traffic flow.



*Boulevards in the City's downtown and along Ontario Street are landscaped and pedestrian friendly. Similar boulevard treatments along more streets in the City is encouraged (Images Courtesy of Google Street View).*

### 3.5.1.2 Collector Roads

Collector Roads are medium capacity transportation roads that connect and provide connections within neighbourhoods. Examples of Collector Roads in the City of Stratford include Cambria Street, Douro Street, and Forman Avenue. Collector Roads have a higher level of design than Local Roads through the integration of boulevards that include wide sidewalks on both sides, consistent paving, lighting and public art where appropriate.

### 3.5.1.3 Local Roads

Local Roads are low capacity transportation roads used to access individual residential properties and typically carry traffic that has its destination or origin on that street. Examples of Local Roads within the City of Stratford include Woods Street, Bay Street and Perth Street. Similar to the earliest areas of the City where the local road pattern is compact and well-connected, new local streets should promote a similar pattern to enhance connectivity, and ensure efficient walking, cycling and transit access.

More recently, local street patterns in new developments in the City are wide, less continuous and result in residential enclaves of looped roads and cul-de-sacs and are therefore less conducive to well connected neighbourhoods. Cul-de-sacs may be appropriate where the existing topography constrains grid-based block development. In such cases, the length of the cul-de-sac should be a maximum of 150m to provide efficient connections to primary street infrastructure (i.e. fire hydrants), and to ensure accessibility on foot should the street be blocked. Where cul-de-sacs terminate, pedestrian connections should be provided through to nearby streets and neighbourhoods to enhance the level of connectivity through the community.

### 3.5.1.4 Tree-Lined Streets

Tree-lined streets are a feature of Stratford and new streets should be designed to reflect that character. It is important that tree planting allows for mature and healthy growth for a variety of species. Trees provide shade and comfort to pedestrians and enhance the visual and environmental qualities of the street. Trees should be incorporated into all street design. Tree species that are native to the City of Stratford should be used to promote long-term survival and to prevent disease.



*Streets characterized by trees and landscaping, improve stormwater treatment by naturally filtering run-off before it enters the storm drain system. Trees also provide shade for pedestrians and nearby buildings (reducing energy costs).*

#### Design Guidelines:

- Street trees and landscaping should be comprised of locally adapted species. Plants that grow naturally in the City of Stratford are adapted to the local climate and soil conditions and can survive with minimum upkeep, use of fertilizer, pesticide or irrigation.
- Soil infrastructure should be improved on boulevards where trees will be planted. This will ensure the long term health of the tree and benefits to the community.
- Street trees should generally be located within the boulevard and should be offset a minimum of 1.5 metres from the curb to accommodate snow storage, large vehicle movements and minimize salt damage. Where this is not possible, street trees should be located between the sidewalk and the public right-of-way.
- Trees should be spaced consistently at 6.0 to 9.0 metre intervals based on mature size.
- Appropriate clearances from utility boxes, street lights and sight triangles should be considered.
- Careful consideration should be given to the type and location of trees to ensure that higher branching trees are positioned to mitigate potential interference with large vehicles such as trucks. Sight lines should also be considered in the location of trees planted at intersections.

- Existing street trees should be preserved wherever possible, as mature street trees create a greater sense of enclosure along roads. If existing street trees die, they should be replanted with trees that will grow to be comparable in size.
- Utilities should be located, where feasible, on one side of the road to help create more favorable growing conditions for trees.
- Local street pavement widths (from curb to curb) should be minimized to reduce impervious surfaces and stormwater runoff and to maximize boulevard areas (from curb edge to building face) for future planting.
- Bioswales are an approach for maximizing water infiltration and cleansing runoff and should be considered for incorporation into the design of roads where soil conditions permit.
- Formalized bioswales should be considered along Arterial and Collector Roads while naturalized bioswales may be considered on Local Roads.



*Street trees should generally be located within the boulevard and should be offset a minimum of 1.5 metres from the curb.*

### 3.5.1.5 Boulevards – Downtown Core & Commercial Areas

Boulevards are important community places that should accommodate the safe movement of pedestrians, but also provide areas for social interaction. The City's Downtown Core, Commercial Area and Mixed-Use Area sidewalks are typically wider, accommodating the highest number of pedestrians, a variety of commercial activities and street amenities (i.e. street trees, lighting, bike parking, seating). These streets should focus on creating a complete, safe, intimate pedestrian environment for walking, cycling, and socializing.

#### Design Guidelines:

- The boulevard (between curb edge and building face) in the Downtown Core, Commercial and Mixed-Use Areas should generally have a minimum width of 4.0 metres and be comprised of a 1.5 metre wide sidewalk and 2.5 metre wide boulevard that is constructed of a hard paved surface and/or landscaping on both sides of the street.
- Sidewalks should be constructed of a solid, stable and textured material such as concrete. The pavement base should be significant to minimize heaving and damage by tree roots. Higher quality treatments for curbs, such as granite, which can be removed, maintained and replaced during reconstruction, should be considered for improved maintenance in key areas, particularly within the downtown heritage conservation district, including the area surrounding City Hall, and along Ontario Street.
- At corners, consideration should be given to the widening of boulevards to provide enhanced sidewalk conditions that include decorative planting areas, seating areas, increased sight lines, universal design markings and other amenities (i.e. fountain, public art).
- Sidewalks should be coordinated with the design of feature paving across boulevards, intersections, crosswalks and driveways to ensure visibility and accessibility of the pedestrian network.
- Street trees should be located within the paved boulevard and planted in an adequate pit under a metal grille.
- Sidewalks should connect with adjoining recreational trail networks.
- Porous surfaces should be considered for sidewalks, especially when adjacent to parks and open spaces.

- All sidewalks should be barrier-free. Sidewalk clutter (i.e. newspaper boxes, signage), should be minimized to enable safe and efficient movement of pedestrians.
- For sidewalks on busy main streets, textured edges and sound assisted crosswalks should be considered to assist the visually impaired.
- As provincially mandated, curb ramps should be used to provide assistance to persons with disabilities, as well as providing a proper transition between the road surface and top-of-curb at pedestrian sidewalk corners.



*The boulevard (between curb edge and building face) in the Downtown Core and Commercial Areas should be a minimum width of 4.0 metres, where feasible.*

### 3.5.1.6 Boulevards - Residential

Sidewalks are recommended on both sides of most streets within residential areas and should ensure barrier free access within and between neighbourhoods.

#### Design Guidelines:

- Residential area sidewalks should generally be a minimum of 1.5 metres wide, and should be provided on one side of the street, with the exception of cul-de-sacs, which do not require sidewalks.
- The design of sidewalks should be coordinated with intersecting driveways and private pedestrian walkways.
- All sidewalks should be barrier-free.
- Generally, the sidewalk surface should be constructed of poured concrete, however unit paving may be used as an edge condition on the sidewalk to provide opportunities for variation and visual interest.
- Street trees are generally recommended to be planted back from the sidewalk (i.e. away from the roadway) to prevent damage from salts and confined soil area and to promote mature growth. However, street trees may be planted within a landscaped boulevard (minimum 2.5 metres wide) beside the curb edge.

### 3.5.1.7 Crosswalks and Intersections

Crosswalks ensure continuity of the sidewalk network. Carefully designed crosswalks should be provided to enhance access for pedestrians.

#### Design Guidelines:

- Crosswalks should be continuous and connected to adjacent sidewalks.
- Universal access should be provided at all crosswalks, including special surface treatments to facilitate access for the visually impaired.
- Crosswalks should be clearly designated for safety, with appropriate surface markings or variation in construction material and signs.

- Areas with high pedestrian traffic, such as the Downtown Core, Commercial and Mixed-Use Areas, should use feature paving or other markings, and should have pedestrian priority signalization, to reinforce pedestrian priority.
- Streetscape design should take into account the geometry of streets and their sightlines. Transit shelters, signs, trees and other visual obstructions should be located to ensure they do not obstruct driver visibility and create unsafe conditions at intersections.



*The design of crosswalks may incorporate artistic interpretations.*

### 3.5.1.8 Gateways

Gateways into the City include Ontario Street, Huron Street, Mornington Street and Erie Street, along with the Downtown Core and the waterfront along the Avon River. These streets and areas should not only be identified through architectural features, but should also announce arrival to Stratford through the quality of built form and open spaces. Strong “gateway” elements such as landscaping in the right-of-way and centre median and other features that are integrated into Ontario Street should be considered at other entry points of the City to promote a strong sense of place, welcome and direction.

#### Design Guidelines:

- Buildings with a high quality design and appropriate land uses should support gateway streets and areas.
- Gateways should create a sense of entrance and arrival, contributing to community image and identity and providing a higher order of streetscaping. Elements contributing to gateway features and design include: trees and other landscaping, active at-grade uses, urban plazas, feature lighting, paving, seat walls, wayfinding signage and public art.
- Incorporate buildings that prominently address adjacent streets through enhanced building and site design treatments, such as taller corner elements, double height entrance areas, and large expanses of glazing.

- Landscaped gateway features should not be used to identify individual subdivisions but instead should incorporate wayfinding features for the neighbourhood as a whole.
- Gateway areas should be centres for information and wayfinding but should not be overwhelmed by signage.



*Gateways should be defined by neighbourhood features such as landmark buildings and landscaping (Image Courtesy of Google Street View).*

### 3.5.2 Pedestrian and Bicycle Circulation

Encouraging alternative modes of transportation throughout the City of Stratford will promote healthy lifestyles and support a variety of land uses. Good circulation supports mixed land use and a concentrated population, reducing auto dependency and supporting local goods and businesses.

The City of Stratford has approximately 16 kilometres of pedestrian trails, including the 8.5 kilometre T.J. Dolan Natural Area and the Avon Trail. A system of trails developed in accordance with the Bike and Pedestrian Master Plan will build on these existing trails, providing efficient connections into and throughout the City's parks and open spaces and along designated right-of-ways.



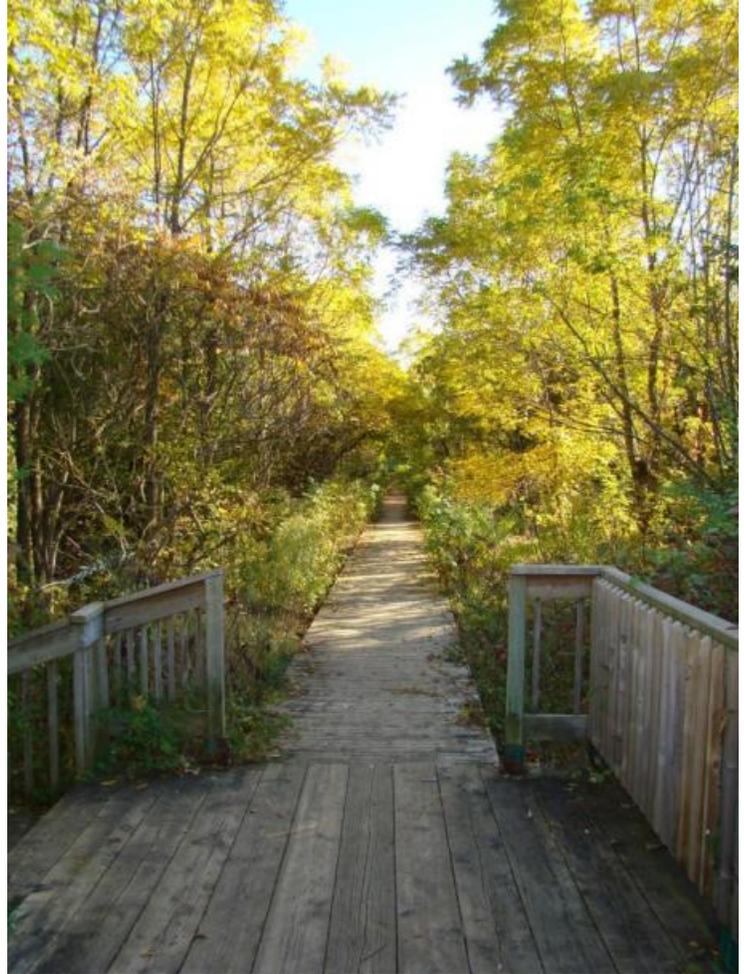
*The Avon Trail passes through Stratford along the Avon River.*

### 3.5.2.1 Trail / Walkway Design

The City of Stratford's trails link the community and provide pedestrians and cyclists with direct connections throughout the City. The trail system should establish easy connections between Residential Areas, Commercial Areas, the Downtown Core, Industrial Areas, Parks and Open Spaces Areas, as well as schools and other destinations.

## Design Guidelines:

- Recreational trails / walkways on streets and within open spaces should be planned in accordance with the Bike and Pedestrian Master Plan in a coordinated manner to connect with existing and proposed trails in other parts of the City of Stratford, such as the Avon Trail, which extends along the Avon River through the City, as well as enhances the permeability of existing urban blocks.
- The design of trails / walkways should reflect the function and nature of the type of open space it occupies. Trails / walkways should generally be a minimum of 3.0 metres wide to allow for two-way cycling traffic and/or pedestrian passage.
- Lighting on trails should be determined on a case-by-case basis, particularly where lighting may disturb natural habitats, have high maintenance costs or where trails at night may be unsafe.
- Trails should be accessible and visible from the public street or other public areas to enhance safety.



*Trails should provide links throughout the City, with easy access for a range of users.*

### 3.5.3 Downtown Core/Commercial Area Street Furniture

Street furniture, including benches, bicycle racks, waste receptacles, light poles and bollards should have a consistent style to promote a pedestrian orientation on Downtown Core/Commercial and Mixed-Use Area streets. Local parks, along the waterfront and other outdoor public spaces should also be considered as locations for these elements. A unified palette of street furniture helps distinguish key public areas and reinforces the significance of the Downtown Heritage Conservation District, the waterfront and other key areas in the City of Stratford.

### 3.5.3.1 Seating

#### Design Guidelines:

- Street furnishings should be developed within an overall City standard and should provide a consistent and unified streetscape appearance that is appropriate for the area context.
- Street furnishings should be placed in a coordinated manner that does not obstruct pedestrian or vehicular circulation.
- Street furniture should be placed so as not to impact sidewalk maintenance, particularly snow removal.
- Street furniture should be concentrated in areas with the highest pedestrian traffic, such as the Downtown Core and Commercial and Mixed-Use Areas.
- Benches should be sited and maintained so that they can function all year round.
- Where appropriate, seating elements other than manufactured benches are encouraged. Precast concrete blocks or slabs, square cut boulders, raised planters and seatwalls make interesting and durable places to sit.



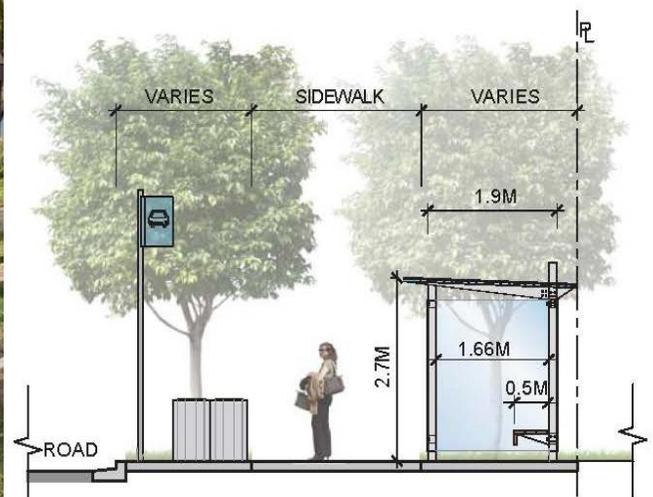
*Seat furnishings should be developed with an overall concept and should provide a consistent and unified streetscape appearance.*

### 3.5.3.2 Transit Shelters

Transit shelters should be easily accessible, provide a safe and comfortable environment for pedestrians waiting for transit and promote transit use throughout the City of Stratford.

#### Design Guidelines:

- Far-side stops (after an intersection) are encouraged to enhance safety and efficiency by reducing the number of stops required before proceeding through an intersection.
- Sidewalks should connect directly to transit shelters to encourage active transit use and to ensure safety and convenience.
- Transit stops should include basic amenities, such as seating, waste receptacles, lighting, route information, and a shelter for weather protection. Where adjacent to street lighting, lighting on shelters is not required.
- Transit stops should have barrier-free access and be located in a way that does not interfere with pedestrian movement.
- Transit shelters located on the sidewalk or boulevard should be located between 1 to 3 metres from the street curb.
- Tree planting should be provided adjacent to the shelter to provide shade, a wind break, and an attractive environment.
- Run-off from shelter roofs should be directed to adjacent tree pits or landscapes.
- Transit shelters should be highly transparent to promote safety.
- Transit shelters should include community information panels and area specific public art installations.



*Transit shelters should include basic amenities, including seating, waste receptacles, lighting and route information.*

### 3.5.3.3 Public Art

Public art is encouraged throughout the City of Stratford, particularly in the Downtown Core, Commercial and Mixed-Use Areas, along the waterfront and in all public parks and key community entry points (gateways). Public art enhances the sense of place and contributes to the overall character, culture and history of Stratford.

#### Design Guidelines:

- Recommended public art locations include:
  - sites of cultural significance;
  - high activity areas (i.e. the waterfront and Downtown Core, Commercial and Mixed-Use Areas, public parks, plazas, key streets and intersections, gateways, trails, courtyards, gardens and institutional or public building sites;
  - 'Corporate' business streets and roads to Industrial Areas;
  - Key buildings in Industrial Areas (i.e. head offices); and,
  - Utility corridors.
- Public art should be site sensitive and should explore opportunities to celebrate Stratford's historic and current events, including the Stratford Festival, and figures of local, national and international relevance.
- Public art pieces should be durable and easily maintained.
- Public art should be installed at highly visible sites that provide an opportunity for casual surveillance such as views from adjacent buildings and/or public streets.
- Sites with public art pieces should include appropriate landscaping materials that complement the piece.
- Sites may be reserved for groupings of complementary pieces, including temporary installations.
- Public art should be both physically and visually accessible and barrier free. The incorporation of universal design principles is encouraged.



*Public art should be provided to enhance the sense of place and contribute to the overall character of Stratford.*

### 3.5.3.4 Lighting

Sustainable lighting practices should be implemented to reduce light pollution, conserve energy and reinforce pedestrian priority. Pedestrian-frequented areas can be emphasized by the use of pedestrian-scaled light standards or illuminated bollards.

- The design and location of lighting should consider sustainability and the impacts of light pollution, including:
  - *Energy efficiency;*
  - *Directional lighting that reduces wasted energy;*
  - *Induction lighting;*
  - *Solar power; and,*
  - *Street reflectors and sensors (to help regulate brightness and when lights turn on and off).*
- Downcast pedestrian-scale lighting should be provided in high traffic pedestrian areas.
- Consideration should be given to providing additional pedestrian-scale lighting in areas with a high volume of pedestrian activity, such as key intersections, transit stops, trail crossings walkways and mid-block connections.
- All pedestrian and street lighting should be “dark sky” friendly to minimize light pollution.
- Private property lighting should ensure safe and well lit pedestrian areas, including parking areas and building entrances.



*Appropriately designed and placed lighting fixtures add to the aesthetic of Stratford while offering nighttime visibility.*

### 3.5.3.5 Waste Receptacles

Waste receptacles should be located at street corners in areas of high pedestrian activity such as the Downtown Core, Commercial and Mixed-Use Areas, and transit stops. They should be coordinated with the overall street furniture palette and should include slots for recycling as well as litter.

#### Design Guidelines:

- Receptacles should be located in conjunction with seating areas, pedestrian entrances, parking areas, washrooms, key destinations and at regular intervals along trails and circulation routes.
- Maintenance access to all litter and recycling receptacles should be located to provide convenient access for the City's Operations staff.
- Receptacles should integrate separate slots for recyclable litter.
- Recycling and litter receptacles should be grouped together or integrated in a single container.
- Recycling and litter receptacle design should be wildlife proof.
- Receptacle design is encouraged to complement other adjacent furnishings such as benches and transit shelters.



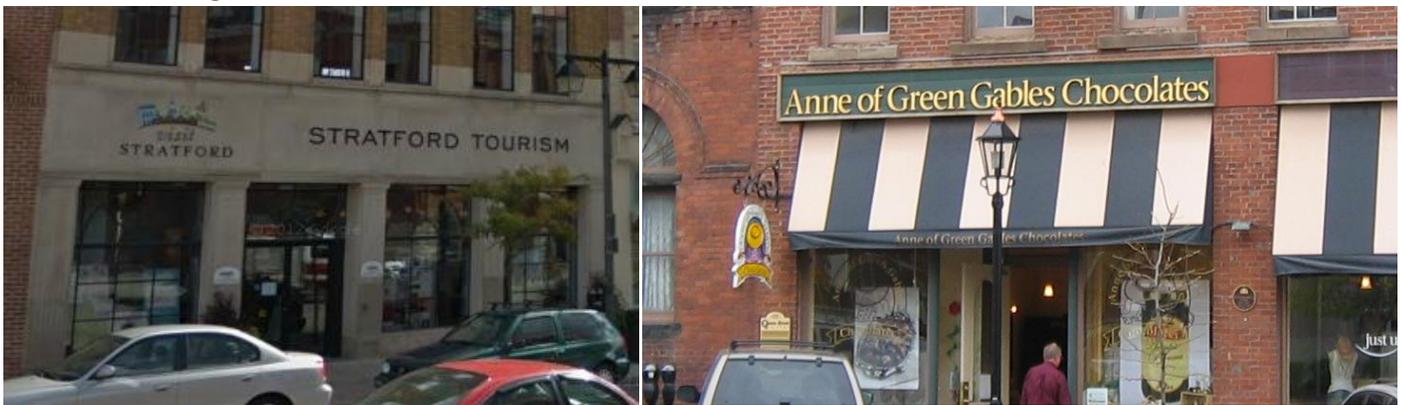
*Waste receptacles should be located frequently throughout the City, especially in high traffic areas such as the Downtown Core and Commercial Areas.*

### 3.5.3.6 Public Signs / Kiosks

A hierarchy of signs should be implemented uniformly throughout the City of Stratford. The City has existing wayfinding signage that is located throughout the City. In the long term, as the surrounding residential neighbourhoods grow, the need for information kiosks may become evident. As pedestrian traffic increases throughout the Downtown Core and Commercial and Mixed-Use Areas, these kiosks can become important sources of information for the community.

### Design Guidelines:

- Information Kiosks should be conveniently located in highly active pedestrian areas to attract users and provide security.
- Information kiosks should be limited in size to minimize visual impacts while providing adequate space in which to post information.
- Information kiosks should not impede pedestrian circulation.
- Signs should be carefully located to ensure they do not impede sightlines for drivers.
- Signage along arterial streets within Commercial and Mixed-Use Areas should not overwhelm the appearance of the streetscape nor restrict the placement of street trees.
- In areas with high pedestrian traffic, such as the Downtown Core and Commercial and Mixed-Use Areas, commercial signage should be pedestrian scaled.
- Traditional materials such as wood, brass, or bronze are the most appropriate materials for signage within the Downtown Heritage Conservation District. Some modern materials may be considered if they blend with the material of built structure upon which the sign is to be located.
- Within the Downtown Heritage Conservation District, utilization of symbols and historic lettering is encouraged.
- Mobile, neon and backlit signs are strongly discouraged.
- The number and frequency of signs incorporated into street furniture (i.e. benches with advertisements) should be limited where possible.
- Small, unobtrusive plaques to indicate the source of funding for the streetscape item are encouraged.



*High quality and appropriately placed signage will enhance way finding, and support the character of Stratford.*

### 3.5.3.7 Utilities

The coordinated design and integration of service infrastructure and utilities will contribute to the visual quality of Stratford’s streetscapes and residential neighbourhoods. Utilities should be considered as an integrated component in building design and the public realm.

### Design Guidelines:

- In residential neighbourhoods, utilities should be buried below-grade, typically in the boulevard section of the right-of-way. The use of a joint utility trench is encouraged for access and maintenance benefits.
- Opportunities should be identified for grouping above-grade utilities in single locations (i.e. the flanking yard of the public right-of-way). Such locations should be guided by the location and hierarchy of streets, storm water management facilities, parks and other components of the open space system, as well as utility access considerations.
- Utilities, including utility cabinets, transformer vaults, hydro meters and gas meters, should be shown on the site plan and incorporated into building design. Where this is not feasible, utilities should be placed in discrete locations and/or screened from public view, where they will not interfere with pedestrian movement or transit stops.
- New and innovative solutions for integrated utility services should be explored to minimize street clutter. Products that incorporate street lighting and telecommunication facilities within the same pole are encouraged.
- To minimize clutter near bus shelters, opportunities to coordinate street lighting and bus signage within the utility pole should be explored.



*Utilities should be screened from public view using discrete and complementary building materials.*

### 3.5.3.8 Public Safety

Public realm design should protect the safety of the residents as well as the general public who may be travelling through or visiting the City of Stratford. Building and site design should adhere to the principles of Crime Prevention through Environmental Design (CPTED), including:

- Natural Surveillance;
- Natural Access Control;
- Territorial Reinforcement; and,
- Maintenance.

### Design Guidelines:

- Buildings and main entrances should front on to the public street to encourage a pedestrian-orientated streetscape and maximize public surveillance of the street.
- Ensure a clear transition between public, semi-private and private spaces to encourage users to develop a sense of ownership in frequently used spaces.
- Sight lines between buildings along designated pedestrian walkways should be unobstructed and well lit.
- The selection, siting and maintenance of landscape elements should consider views for safety and surveillance opportunities. In addition, landscaping should be carefully placed to limit access to potential vandalism targets (i.e. low rooftops).
- Views between the interior of public buildings and exterior public spaces should be promoted through the location of windows and other building openings.
- Particularly after dark, streetscapes should provide users with informed choices for alternative pedestrian routes.
- The placement of active public institutions, such as schools and community centres, in proximity to public open spaces will promote active use and surveillance opportunities.
- Orientation along public walkways and through public spaces should be promoted through well signed/ marked routes.
- To reduce the need for mid-block connections, and to facilitate active transportation, blocks should be limited to a length of generally less than 250 metres.

### 3.5.4 Universal Design

The City of Stratford is developing a 5 year plan, as required under the Accessibility for Ontarians with Disabilities Act, to ensure that people of all abilities can use the services and participate in the events the City of Stratford offers. Along with this plan, the principles of universal design should be applied in all public spaces and within new developments to ensure individuals of all abilities are able to access public areas and buildings throughout the City of Stratford.

The following guidelines are to be used in conjunction with those guidelines and standards provided in the following:

- City of Stratford’s Accessibility Plan;
- Ontario Building Code (Section 3.8: Barrier-Free Design);
- Ontarians With Disabilities Act (AODA); and,
- Principles of Universal Design

### Design Guidelines:

- The design of buildings other than single, semidetached or townhouses should be fully accessible.
- At a minimum, design choices relating to circulation and building access for pedestrians and vehicles should conform to barrier-free access requirements as set out in Section 3.8 of the Ontario Building Code (OBC).
- Barrier-free access to the ground level of all publicly accessible buildings should be provided. Access structures such as ramps should be designed to integrate seamlessly with buildings, particularly designated heritage buildings.
- Curb ramps should provide barrier-free connections between the street and pedestrian walkways.
- All public sidewalks should be barrier-free. Street trees and landscaping, seating, public art and signage should not be an obstacle to the barrier-free path of travel.
- In high activity areas such as the Downtown Core, Commercial and Mixed-Use Areas and public parks, the use of multi-sensory visual and audio queues as well as textured paving should be considered to assist in orientation and the existence of potential hazards to persons living with disabilities. Sensory indicators may be tactile or audible.

## 3.6 Parking

### 3.6.1 On-Street Parking

The City of Stratford should continue to permit parking on City streets, wherever possible, to animate the street, reduce vehicle speeds and serve as a buffer between pedestrians and vehicles. To encourage on-street parking, appropriate design standards for roadways, including bump-outs, should be developed.

#### Design Guidelines:

- Parallel on-street parking is preferred over perpendicular or angled parking to minimize the overall width of the roadway and optimize sightlines, except in unique existing circumstances including the area surrounding City Hall and Market Square.
- On-street parking may be situated within curb-extensions and bump-outs, where appropriate.
- Curb extensions or bump-outs should be landscaped with street trees or low level ground cover and be designed to accommodate snow loading.
- Where appropriate, permeable paving should be considered to promote drainage and enhance the street edge.



*Parallel on-street parking is preferred over angled parking to minimize the overall width of the street and to optimize sight lines.*

### 3.6.2 Bicycle and Scooter Parking

The accommodation of convenient parking for bicycles and scooters is essential to sustainable and healthy transportation options. Bike racks should be placed in highly active pedestrian areas throughout the City. The placement of racks within the pedestrian realm should not impede pedestrian movement.

- Bicycle parking should be provided at regular intervals in areas of high pedestrian activity, close to building entrances and in both the public and private realm. It should be sheltered and short-term visitor bicycle parking should also be provided.
- The placement of bicycle posts within the pedestrian realm should not impede pedestrian movement and snow clearing. Post-and-ring bicycle parking, constructed of aluminum or galvanized steel, is preferred over larger units.
- Bicycle storage and parking facilities should be provided at public facilities, public parks and open spaces to encourage alternative modes of transportation.
- Secure, long-term bicycle parking facilities should be provided at transit terminals and larger employment, business or office buildings.



*Bicycle parking is encouraged in Stratford and should not impede pedestrian movement.*

The private realm guidelines consider all privately owned land and buildings and include sustainable building and lot design, land use and site design, building typologies and the detailed design of buildings within the City of Stratford.



*View of a commercial building in Downtown Stratford.*

In Section 3.1 (Public Realm Guidelines: Sustainability), it was noted that new development within the City of Stratford should demonstrate a high level of responsibility to the environment. In addition to the public realm guidelines, the following guidelines provide recommendations for sustainable design within the private realm, including buildings and their surrounding sites.

To minimize adverse impacts on the environment, sustainable design should be at the forefront of all private realm development. Where feasible, on-site stormwater management is encouraged, while other initiatives (i.e. green roofs, rooftop gardens, green walls) are recommended to reduce the urban heat island effect and other environmental impacts.

## Design Guidelines:

### Sustainable Building Design

- New buildings are encouraged to reduce the energy consumption of building and site systems (i.e. HVAC, hot water, lighting) through the use of appropriate mechanical and construction technology (i.e. natural cooling, light recovery, passive solar design).
- Vegetated or “green” roofs are recommended, especially in areas with minimal landscaping, to minimize water runoff, improve building insulation, and provide additional outdoor amenity areas.
- Water use reduction technologies are encouraged, including water-efficient appliances, such as aerators, low-flow shower heads, dual-flush toilets, front-loading washers, waterless urinals and high-efficiency dishwashers.
- Waste water technologies, such as rain barrels or cisterns, are encouraged in new buildings to collect and filter rain water to be recycled for non-potable domestic uses.
- All buildings should have conveniently located waste management facilities to support the separation of waste into different streams according to reuse and recycling regulation (i.e. compost, paper, plastics).
- Density bonusing may be provided, at the discretion of the City of Stratford, for projects which demonstrate a high level of sustainable building and site design.



*Energy Conservation techniques, including the installation of solar panels and green roofs, are encouraged in new neighbourhoods.*

### Adaptive Re-Use & Recycling of Buildings

- An effective means of achieving environmental sustainability objectives is to reduce dependence on new materials through remodelling or adaptive reuse of existing buildings. When feasible, this is often preferred to demolition and recycling. However, energy consumption of existing buildings should be carefully considered when assessing the environmental merits of a project.
- Materials salvaged from demolition should be used in new building design, avoiding the waste and pollution of new production.
- If there are no salvageable materials available from an existing development site, efforts should be made to purchase materials from building demolition sales, salvage contractors and used materials dealers.
- Materials should be reused in new buildings and in public amenity areas (i.e. outdoor paving).
- Many new and established construction products made with reprocessed waste materials are available for specification on new projects. Construction materials containing post-consumer waste or recovered materials have the greatest recycling merit and should be used.



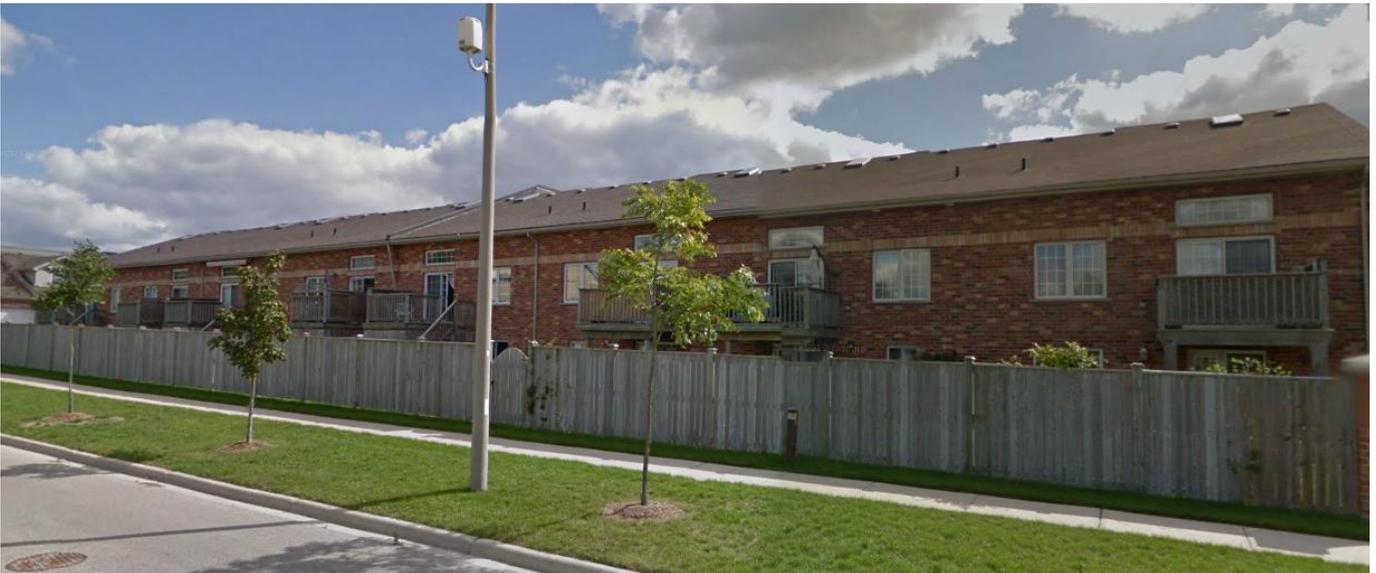
*Permeable pavement and adaptive landscaping are encouraged in Stratford.*

## 4.2 General Land Use and Site Design

The following guidelines refer to all building types within the City of Stratford. For more detailed design guidelines please see Section 4.4: Building Design Guidelines.

### 4.2.1 Site Layout and Building Orientation

The relationship of buildings to one another and to open spaces influences the character of Stratford including the amount of energy they consume, the comfort of pedestrians at street level and the quality of interior and exterior spaces.



*Backlotting is discouraged in new developments in Stratford. Where it cannot be avoided, dense landscaping is preferred over fencing for screening purposes to minimize maintenance issues (Image Courtesy of Google Street View).*

#### Design Guidelines:

- Buildings should be located and designed to define the public realm and frame streets, internal drive aisles, sidewalks, parking areas and amenity spaces.
- Main building entrances should face public streets and be directly accessible from public sidewalks.
- Corner buildings and buildings that terminate streets or primary view corridors should reinforce their prominent location through appropriate building massing, setbacks and building base design (i.e. active-uses, bay windows, projections, recesses, materials and other architectural details). Higher density development may also be appropriate for these locations.
- Where commercial retail uses are desirable, but not feasible at the time of development, the design of ground floor uses should consider the flexibility to allow for conversion to

commercial uses, including appropriate floor-to-floor heights of 4.5 metres and appropriate treatments of entrances and façades.

- On streets where mixed use or commercial development is provided, building setbacks should generally be reduced to minimize distances between building entrances and abutting public street and sidewalks to create a semi continuous streetwall. This consistency will give a sense of enclosure to pedestrians on the street and promote the regular placement of shops and public uses. Variations in the street wall are recommended where building forecourts, courtyards and other forms of public or semi-private open space are desired.
- Passive solar design should be considered when designing block layout, buildings, transportation corridors and open spaces.

#### 4.2.2 Landscaping

Landscape treatments within private properties have an important role in establishing the image of the entire City of Stratford and will help to provide visually continuous connections to the parks and open spaces. Private landscaping requires the coordination of individual treatments with functional requirements, including parking, linkages, servicing, loading and storage. Landscaping should be used to define areas and establish clear boundaries within sites and should be coordinated with landscape treatment in the public realm.

#### Design Guidelines:

- Where buildings are set back from the front lot line, front yards should be landscaped with trees, shrubs and native plantings to promote amenity and privacy for private developments.
- Tree placement in front yards on private property should be selected to reduce exposure from salt damage.
- Landscaping should differentiate site areas including parking, building forecourts, courtyards, gardens and sidewalks to give each site a distinct, clearly defined character.
- Landscape elements should be used to define and enhance building edges, the street and open spaces so that these areas contribute to a consistent and well defined image for the site.
- Landscaping and grading should be used to screen and enhance parking areas, access and service roads, loading areas and dissimilar uses on adjacent properties.
- Landscaping should mitigate expansive or blank building façades in the form of clustered trees or other forms of planting, which can have a softening effect.
- All internal vehicular driveways of sites of a significant size should be designed to accommodate street trees. Landscape treatments provided along major access driveways or within driveway medians should be provided in the form of high-branching deciduous

trees and low shrub planting (i.e. less than 1.0 metre at mature growth) to preserve vehicular sight lines.

- Shrub and fencing heights should not obscure views through to private or public development to preserve sight lines and safety.
- Planting strips, low walls and/or fencing should be provided between the street line and parking lots. Landscape materials should include a combination of salt tolerant ground cover, low shrubs and high-branching deciduous trees that do not obscure pedestrian views.
- High-branching deciduous trees, which are aligned on the front property line, should be coordinated with street trees to maintain views through to private development.
- Where neighbouring properties have adjacent surface parking lots which have not been functionally integrated, a coordinated planting strip, low wall and/or fence that is wide enough to plant trees and/or other landscape edge treatments (3 metres minimum recommended) should be provided between the parking lots to allow sufficient area for parking lot edge treatments, drainage, access, vegetation, fencing and snow storage. However, vehicular and pedestrian connections should be introduced between the parking lots.
- Rear yards should generally provide, as a minimum, a landscape edge treatment to include adequate space for tree planting or other landscape treatments, particularly where a non-residential use abuts a residential use.
- Where lane access or service driveways are located in the rear yard, the landscape edge should be wide enough (i.e. 3 metres, where feasible) to plant trees and/or other landscape to serve as an adequate buffer in combination with fencing at abutting property lines.
- Plant material in areas of high pedestrian activity should be:
  - Low maintenance, pest and disease resistant;
  - Free of features that could poison or cause injury to pedestrians (i.e. large fruit);
  - Selected and placed to ensure clear views into and out of amenity spaces;
  - Arranged/massed to provide maximum affect and efficiencies in maintenance and watering; and,
  - Varied, interesting and full-form during all seasons of the year.
- Fencing may be used as an alternative to landscaping for the purpose of screening utilities or other features.



*A coordinated planting strip that is wide enough to plant trees and/or other landscape edge treatments (3.0 metres minimum recommended) should be provided on the edge of parking lots (Image Courtesy of Google Street View).*

#### 4.2.3 Storage, Servicing and Loading

The visual impact of service and delivery areas within the private realm should be minimized. Landscape and other treatments are encouraged to provide additional screening to service area enclosures. Open storage, where permitted, should be located at the rear of lots, screened by building placement or by landscape or other screening.

##### Design Guidelines:

- Loading docks, outside storage and service areas should be located in areas of low visibility such as at the side (non-street side) or rear of buildings.
- Outside storage of any kind in public street rights-of-way, exterior side or front yard building setbacks or easement areas is discouraged.
- Service and refuse areas should not encroach into the exterior side or front yard setback. Service and refuse areas should be screened to a minimum height that ensures they are not visible.
- Service and refuse areas should be paved with an impervious surface of asphalt or concrete.
- Service and outside storage enclosures should be constructed of materials to match or complement the main building material. No enclosure should be made of any form of

chain link or other non-opaque fencing. Waste enclosures should enclose an area large enough to accommodate the peak needs of the various potential users of the building.

- Service areas for delivery, loading and garbage pickup are encouraged to be coordinated to reduce the number of curb cuts along the public street.
- Service areas should be separated from pedestrian amenity areas and walkways.
- Separate service driveways are not encouraged. Service driveways should be coordinated with those of parking areas to reduce curb cuts along the streetscape.
- Noise mitigation techniques, including sound barrier walls, are encouraged where storage, servicing and loading abut a sensitive land use.
- In ground refuge containers are encouraged.



*Servicing and loading areas should be located at the rear of buildings and screened from view through the use of either structural elements or landscaping features.*

## 4.3 Parking

A variety of parking will be available in the City of Stratford, including:

- Surface parking;
- On-street parking (Please refer to Section 3.5.1);
- Structured parking above or below grade; and,
- Limited parking associated with public open spaces such as parks and trail systems.

The following guidelines are intended to prevent parking from becoming a dominant element in the City of Stratford. The design of parking facilities should coordinate landscaping, lighting, walkways and structures to ensure a compatible interface with open space, buildings and streets.

### 4.3.1 Surface Parking

Existing surface parking areas in Stratford provide key opportunities for infill in which future buildings can be sited at the street edge to improve pedestrian comfort and encourage improvements to the public realm. In the interim, opportunities to visually divide existing and new large surface parking lots into smaller parking courts through landscaping should be encouraged to improve site quality and access, promote pedestrian safety and help reduce the impacts of surface parking lots on the urban heat island effect.

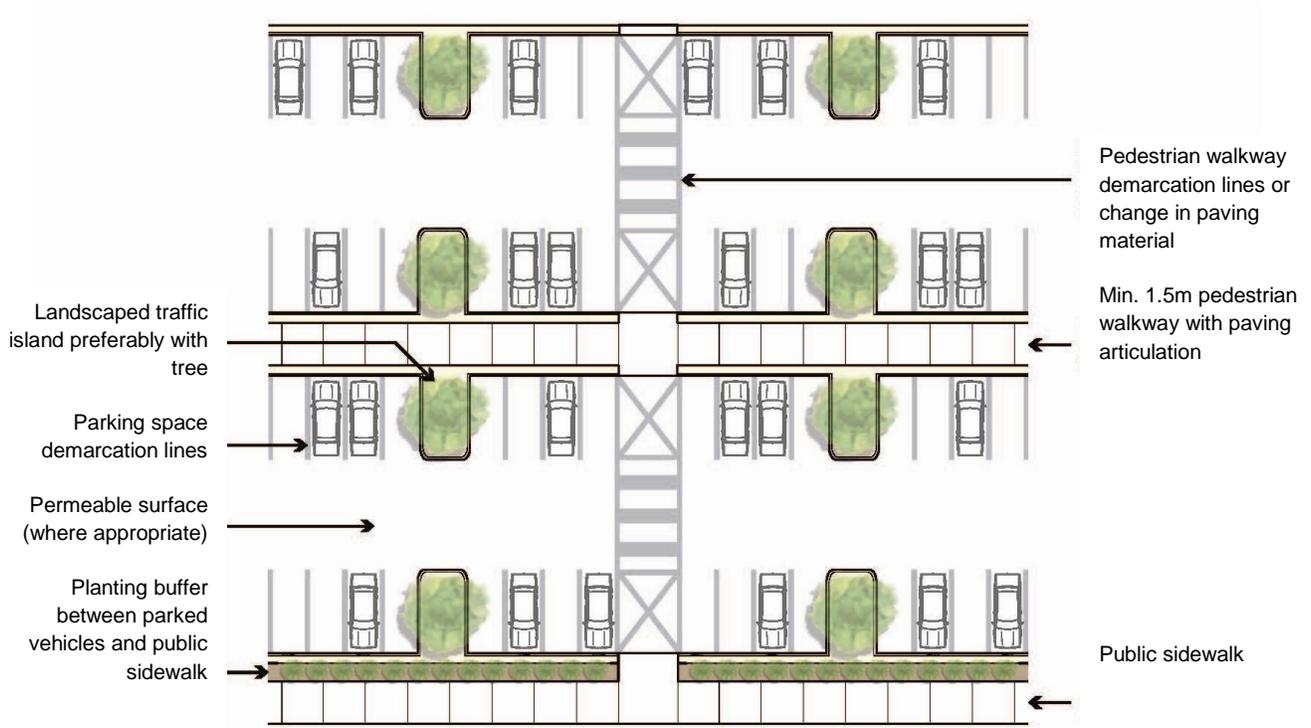
#### Design Guidelines:

- Continuous or large surface parking areas should generally not be located in front of buildings, or on corner lots.
- The total amount of parking should be minimized through approaches such as shared parking between adjacent properties, particularly in the evenings, weekends and other off-peak periods.
- Planting strips, landscaped traffic islands and/or paving articulation should be used to define smaller parking 'courts,' improve edge conditions, provide for pedestrian walkways and screen storage and utility areas. The amount of landscaping should be proportionate to the overall parking lot size.
- Major internal vehicular routes should be defined by raised and curbed traffic islands planted with trees and low level vegetation to maintain visibility.
- High branching trees with tree grates and shrubbery on hard paving surfaces are recommended for ease of maintenance. Sod surface or shrubs are recommended as ground cover at the perimeter of lots. Consideration should also be given to the location of low walls and/or fences at the perimeter of lots.
- Appropriate lighting levels and consistency of coverage should be provided in parking areas to assist both pedestrian and vehicular circulation.

- Freestanding or building-mounted light standards should be provided at pedestrian level, along
- Preferential parking for energy efficient vehicles and reserved spaces for car-sharing services are also encouraged.
- Service and drop-off area circulation should not interfere with pedestrian circulation.
- Buffer elements should be designed to facilitate clear sightlines between the street and parking area. A recommended maximum height of 1.2 metres should be applied to maintain sightlines from inside vehicles.
- Landscaping, or other parking area screening devices, should not obstruct the primary building façade or total visibility of the parking area.
- Distinctive pavement should be used to indicate pedestrian crossings and create an interesting visual identity. Where not possible, pavement markings may be used as an alternative.
- Permeable paving, swales and other features to manage stormwater on-site may be considered, where appropriate.
- Internal joint accesses are encouraged where possible.



*To minimize their impact on the public realm, surface parking lots should be located behind buildings and should be divided into smaller parking courts.*



*Parking areas should be well-defined through landscaping, pavement articulation and pedestrian walkways.*



*Wheelchair accessible parking should be placed strategically in front of store entrances, and should be complemented by barrier-free sidewalks with mountable curbs and designated signage.*

### 4.3.2 Structured Parking

As development over the mid and long-term intensifies and land values increase, structured parking will become a viable and desirable option to ensure the ultimate urban build-out of the City of Stratford where a high proportion of buildings directly line public streets.

Parking structures should have a high level of design which is consistent and complementary to the development and site as a whole. The side/rear yard parking garage entrance minimizes its visibility from the street.

#### Design Guidelines:

- Parking structures fronting on to public streets and public open space should be developed with an active at-grade use, where feasible, to provide attractive façades, animate the streetscape and enhance pedestrian safety.
- Access to structured parking should be from secondary streets or the interior of blocks. Ramps at street corners or view termini should be avoided.
- Ramps to parking structures should be located at the rear and side of buildings away from main building frontages and major streets.
- Parking within a structure should be screened from view at sidewalk level and the street-level wall should be enhanced by architectural detailing, landscaping or similar treatment.
- Pedestrian entrances for parking structures should be located adjacent to main building entrances, public streets or other highly visible locations.

## 4.4 Building Design Guidelines

### 4.4.1 Building Heights

Buildings in the City of Stratford are predominately low-rise (2-4 storeys) and new development should be complementary and well integrated with the existing built form. Mid- and/or high-rise buildings of 3-6 storeys (9-18 metres) may also be appropriate in certain locations where higher density is desirable, such as the Downtown Core and Commercial and Mixed-Use Areas. They should be subject to specific urban design criteria to ensure their fit with the community.

Buildings taller than 6 storeys (18 metres) are generally not recommended. However, taller building proposals will be evaluated on a case by case basis, in keeping with the policies of Section 4.6.6 of the Official Plan, which identifies opportunities for density bonusing.

## Low-rise Buildings

Low-rise refers to buildings that are 1-3 storeys (3-9 metres). Low-rise does not necessarily imply low density and a variety of higher density low-rise buildings are recommended to create a more urban character as the City of Stratford evolves. These developments include small lot (Frontages less than 12 metres) single and semi-detached dwellings, townhouses, stacked townhouses, walk-up apartments and other multiunit residences.

## Mid-rise Buildings

Mid-rise buildings are 3-4 storeys (9-12 metres). As the City of Stratford evolves, mid-rise buildings will be appropriate in key areas to create a more vital, urban character and promote transit use. Building articulation, orientation and ground floor façade design are important elements in creating architectural quality and a pedestrian oriented environment at the building base. Mid-rise buildings may be comprised of one use (i.e. residential or employment) or may contain a mix of uses (i.e. retail at-grade with residential above). The building scale and design should also integrate with adjacent buildings and the surrounding residential neighbourhoods and minimize the impact of parking and servicing areas.

## High-rise Buildings

High-rise buildings are 5 storeys or above (+15 metres). In the City of Stratford, high-rise buildings should be limited to key sites, including intersections of Arterial Roads and gateway areas, and should be evaluated on a case-by-case basis.

High-rise building design should consider three parts of the building massing: the base which relates primarily to the public street and open space, the middle (shaft) and the top including the roof, and mechanical penthouse. High-rise building design should incorporate principles of good urban design, including:

- Tall floor-to-ceiling heights at-grade (4.5 metres) to create a strong street presence, flexible commercial space and a pedestrian oriented streetscape.
- An articulated building design that mitigates the mass and shadow impacts of the building, provides a contextual fit among old and new buildings and creates visual interest to promote height as an asset.

High-rise buildings can accommodate a combination of uses, including retail at-grade with residential above, retail at-grade with employment above, or residential only. The design of the building at-grade, including setbacks and landscaping, should appropriately reflect the at-grade use.

## 4.4.2 Residential Buildings

Stratford's housing stock is dominated by low density built form, although recent housing activity indicates a gradual shift toward a moderately higher proportion of medium and high density units. The following guidelines pertain to the full range of individual buildings including apartments, townhouses and detached and semi-detached residential housing.

### General Principles for Residential Buildings

The following outlines the general principles for residential design. Detailed guidelines are found in the following section.

*Create a Strong Public Face:* As the City of Stratford evolves, a large amount of residential development will remain as low-rise single and semi-detached buildings on local streets. The houses that line these streets substantially influence the image and pedestrian experience of the streetscape. House designs that accentuate an attractive and animated building frontage using elements including large windows, front porches and steps combined with architectural variety will contribute positively to the streetscape and aid in casual surveillance opportunities. Garages should not be the dominate feature of the house and should not preclude opportunities for useable rooms that look out onto the street.

*Automobile Storage should be Subordinate:* To reduce the impact of automobile storage, the house façade should have greater expression than the garage through a well articulated façade.

*Create Dual Frontages on Corner Lots:* On corner lots, give positive expression to the two street frontages through the use of wrap-around front porches or sunrooms, bay windows and side entrances. Privacy fencing should be limited to screening the back yard only.

*Ensure Creative, High-Quality and Diverse Design:* Housing design is intended to encourage creativity and diverse interpretation of architecture. The design guidelines will enable a variety of housing projects and styles while still creating cohesive, integrated and attractive neighbourhoods.

*Activity & Safety:* An animated residential streetscape is a key design consideration. Housing should incorporate designs with habitable, street facing rooms (i.e. living, dining rooms and kitchens) to promote neighbourhood safety through "eyes on the street".

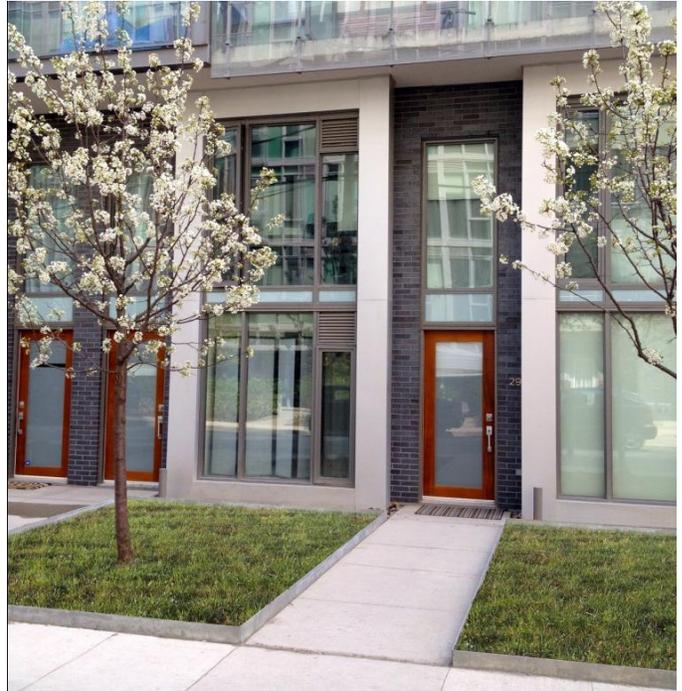
*Context Sensitive:* The mass, scale and architectural elements of residential buildings should be sensitive to adjoining areas.

*Housing Variety & Choice:* A full range of housing types (i.e., detached, semi-detached, townhouse, apartments) should be provided throughout the City to accommodate a wide demographic (i.e. couples, families with children, single parents, seniors, people with special needs and others). A range of housing types will provide flexibility over time.

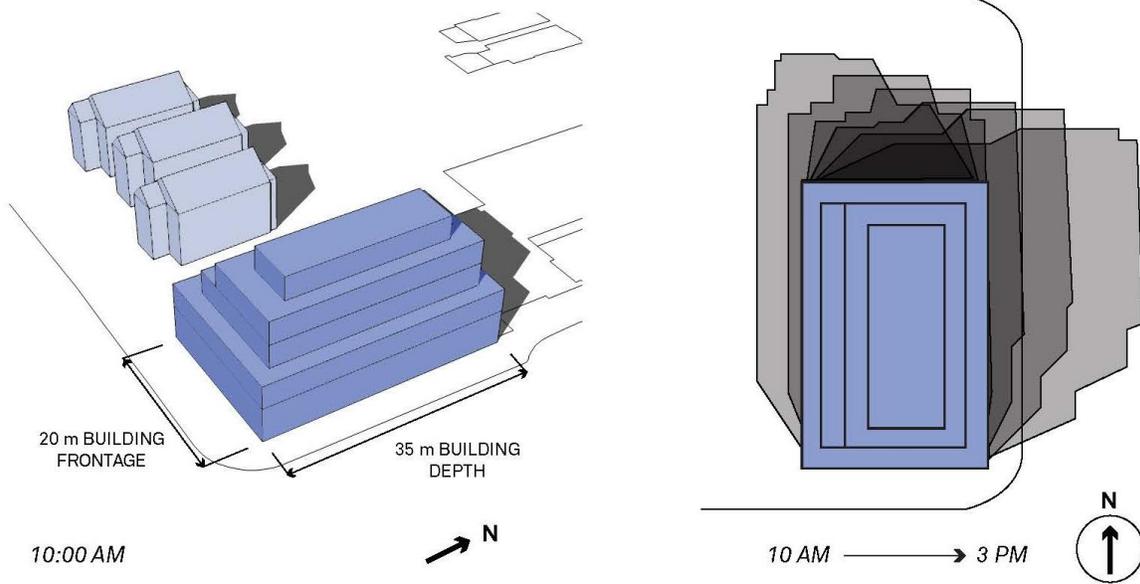
#### 4.4.2.1 Apartments

##### Design Guidelines:

- Apartment developments should conform to the regulations identified for front, side, and rear yard setbacks for Residential Zones as outlined in Section 5 of the City of Stratford Zoning By-law (201-2000).
- Taller apartment buildings should be designed to minimize shadows on adjacent properties.
- Individual unit entrances should be provided for at-grade units. The above setback requirements will reinforce privacy and security through a landscaped transition area.
- A variety of design elements should be used to break-up larger façades and express individual units.
- Balconies should be provided above the ground floor where possible, and incorporated into the building design.
- Balconies should be large enough to function as amenity spaces.
- Parking and servicing areas should be located to provide clear views from residential units and communal building spaces.
- Semi-public mid-block walkways (minimum width of 3.0 metres) are encouraged within apartment development blocks.



*Apartment buildings should provide individual access to at-grade units.*



*Careful apartment building articulation and orientation can be used to minimize shadows on the public realm.*

## 4.4.2.2 Townhouses

### Design Guidelines:

- Townhouse residential developments should conform to the regulations identified for front, side, and rear yard setbacks for Residential Zones as outlined in Section 5 of the City of Stratford Zoning By-law (201-2000).
- Townhouse developments should articulate and differentiate between individual dwellings.
- A minimum front yard setback between 3-5 metres is recommended.
- 1.5 metres from the front property line should be a “no encroachment” zone.
- The remaining setback may contain non-habitable building elements (i.e. porches, steps, roof elements).
- Parking from townhouses should be encouraged to be provided from a rear lane.
- No more than 6 double car garages or the equivalent in single car garage length should occur in a row to allow for a break in the building wall which may accommodate mid-block pedestrian connections.
- It is recommended that a 45 square metre landscaped amenity space be maintained for townhouses in the rear yards. 50 percent of front yard should be landscaped.
- End units should be articulated.

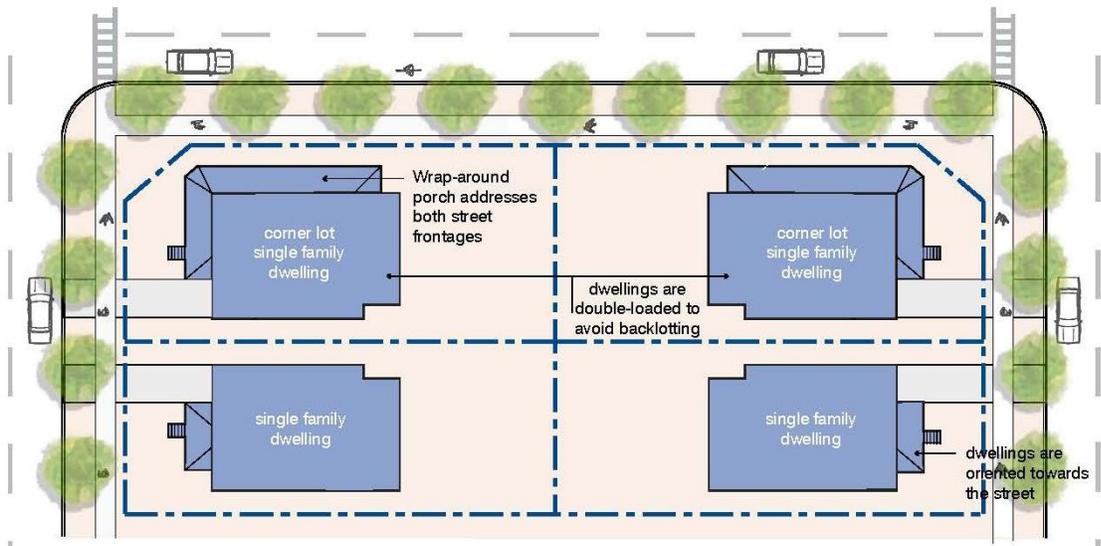


*Townhouses should be oriented to address the street and should create a continuous street edge.*

### 4.4.2.3 Detached and Semi-Detached Residential

#### Building Orientation

- Residential buildings should be oriented to address the public street with front doors and porches clearly visible from the public sidewalk.
- Dwellings on corner lots should provide positive frontages on both streets with no blank walls.
- Alternate solutions to back-lotting of public streets or parks, or housing with the rear property line against primary streets and parks, should be investigated such as window streets or rear lanes that allow the front of new development to frame the street.
- Front facing units provide protection from noise for outdoor living areas.



*Primary entrances should be visible from surrounding public streets, and designed to frame and address the street.*

## Setbacks

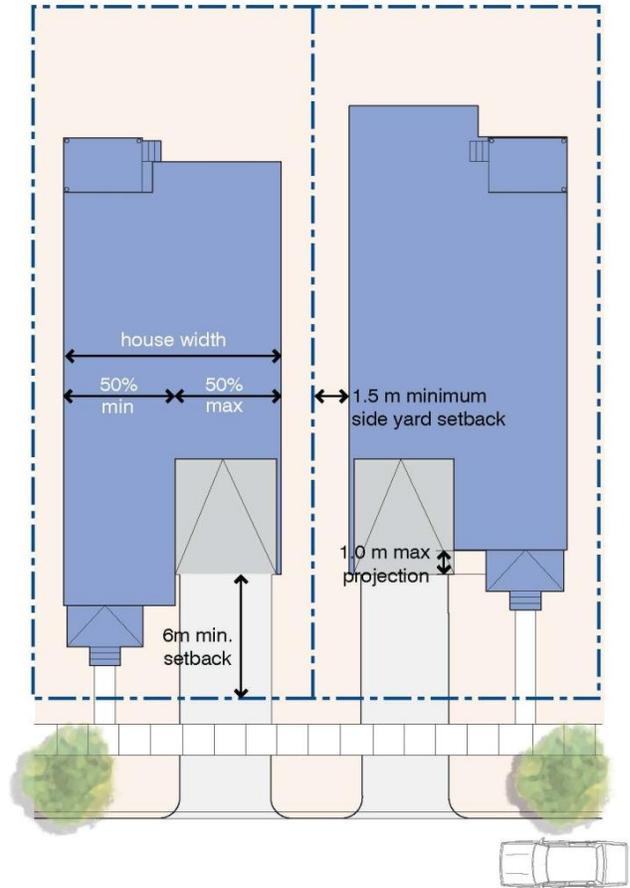
- Detached and semi-detached residential developments should conform to the regulations identified for front, side, and rear yard setbacks for Residential Zones as outlined in Section 5 of the City of Stratford Zoning By-law (201-2000).
- It is recommended that a 56 square metre landscaped rear-yard amenity space (excluding driveways) be maintained for single detached dwellings, as well as 46 square metres for semi-detached dwellings.



*Examples of single detached buildings.*

## Attached Front Garages

- Attached garages should be no wider than 50% of the width of the house.
- The garage should not extend more than 1 meter beyond the front façade of the house.
- A 6.0 metre minimum setback from the front property line to the face of the garage should be provided to accommodate driveway parking, however driveway parking in the front yard should be no more than two cars deep (12 metres maximum).
- Building materials of garages should be of a high quality that is consistent with the primary building façade.
- Lots less than 12 metres wide considered small lots and are limited to a single-car garage at the front of the building or lot.
- Lots above 12 metres in width are limited to two-car garages at the front of the building.



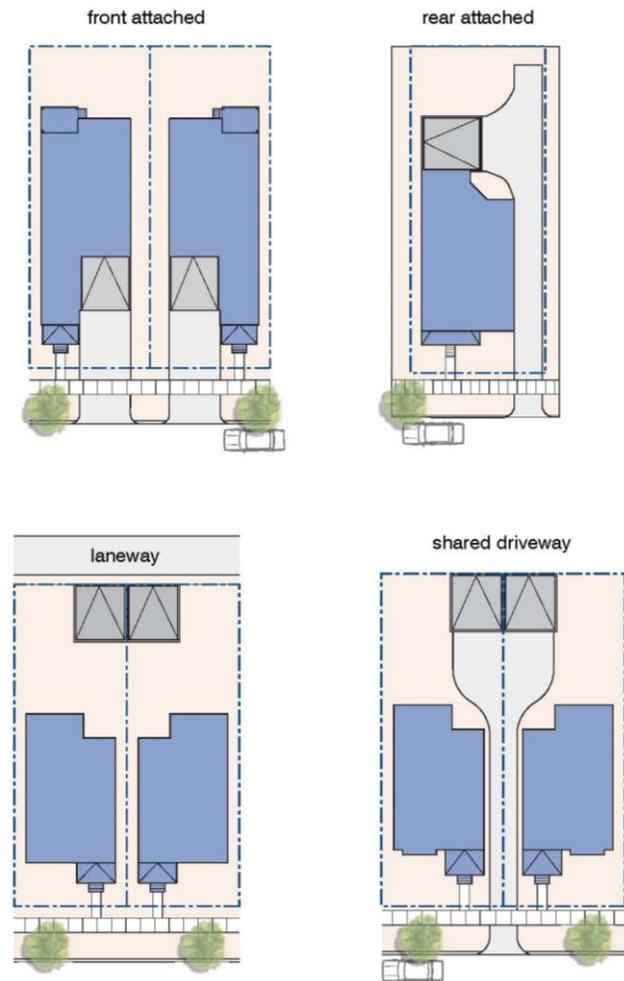
*To ensure garages do not become a dominant feature of the streetscape, they should be no wider than the width of the house.*



*Garages should not be the dominate feature of the house and should not preclude opportunities to have useable rooms that look out onto the street.*

## Residential Driveways

- Asphalt/Concrete driveway widths should be limited in size to ensure that vehicles are not a dominant feature of residential buildings.
- The width of asphalt or concrete driveways should be no wider than the width of the garage door. The hardscaped area can be extended by 1 metre on either side in accent material or paver.
- Where no garage is present, driveway depth should be sufficient to accommodate vehicle parking without overhanging the sidewalk.
- Permeable surfaces are encouraged for driveway paving to minimize run-off.
- Curb cuts for driveways should be paired to preserve the maximum number of on-street parking spaces and provide space for trees in the boulevard.
- Driveway access on corner lots should be provided from the minor street (i.e. access from Collector Street at the intersection between an Arterial and Collector Street).
- 40% of the front yard should be landscaped.
- Barrier curbs should be used in small lot subdivisions to protect on-street parking opportunities.



*To minimize the presence of the driveway, they should be no wider than the width of the garage.*

#### 4.4.2.4 Garden Suites

Secondary suites in Stratford should be designed to ensure that the structure is consistent with the existing dwelling while minimizing any adverse effects on adjacent properties.

##### Design Guidelines:

- Garden suites are permitted for rear garages. They should be complementary in character and quality of detail to the principle dwelling.
- Stairs to upper garden suite levels should be internal, but where they are required to be external, they should be located at the side or rear of the suite.
- Garden suite windows should be positioned to minimize overview of adjacent properties.
- Garden suites should include dormers and windows within a single storey structure and roof.



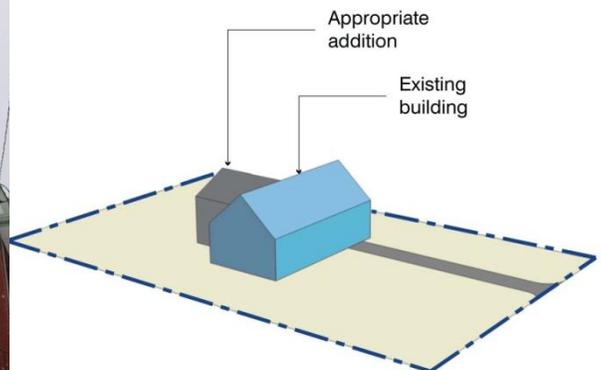
*Secondary suites should be positioned to minimize overview of adjacent properties (Images Courtesy of Siemens Koopman Architects).*

#### 4.4.2.5 Residential Infill

Infill refers to development in Stratford's established neighbourhoods that is complementary to the existing built form with respect to building use, density and architectural detailing. Where infill is proposed, it should be designed to respond to the specific residential neighbourhood. Through creative and careful architectural design, it is possible to recognize the existing context and character of a stable residential neighbourhood and allow for the evolution of architectural style and innovation in built form. The intent of these guidelines is to support intensification where appropriate through compatible and complementary infill and redevelopment within Stratford's existing built boundary.

#### Design Guidelines:

- Residential buildings on infill sites should be designed to respect the height, massing and setbacks of existing developments.
- Infill development should be consistent with adjacent setbacks to fit into the neighbourhood streetscape and contribute to a continuous public street edge.
- Varied front yard setbacks are permitted in instances where the setback integrates and preserves an existing natural feature (i.e. mature tree) or where varied setbacks are a characteristic of the neighbourhood.
- Additions to existing residential buildings should ensure a final building that reflects the height, scale and massing of adjacent buildings.
- Additions to existing buildings should not be greater than 1/3 of the total building volume.
- Building materials should be complementary to existing built form.



*Additions or redevelopment of residential buildings in Stratford's stable residential neighbourhoods should ensure a final building that reflects the height, scale and massing of adjacent buildings.*

### 4.4.3 Commercial Buildings

There are a variety of opportunities for commercial development in the City of Stratford. This includes commercial retail units within the Commercial and Mixed-Use Areas as well as Large Format Retail. A significant amount of commercial development has taken place outside the Downtown Core, along the major corridors into the City: Ontario Street commercial corridor, the emerging commercial node in the west end at Huron Street and O’Loane Avenue, and Erie Street (south of Cambria Street).

Where commercial buildings are developed, the highest quality of architecture and site planning is recommended. All buildings should be sited and designed to be compatible with the City of Stratford’s urban context and the character of adjacent development. Shallow setbacks, on-street parking and/or placing parking at the rear of the building all contribute to a strong relationship between the street and commercial buildings.

#### General Principles for Commercial Buildings

*Strong Street Edge:* All commercial development, including Large Format (or ‘Big Box’) uses, should provide continuous physical definition to streets and public spaces. Physical definition is achieved by locating buildings close to the street edge, direct access from the sidewalk with off-street parking located behind buildings or in parking decks and structures.

*Recognize the Urban Context:* Commercial development contributes to an urban, pedestrian focused public realm. The provision of flexible building forms that will allow retail to be integrated into buildings at-grade, as market conditions permit, will ensure the City of Stratford’s evolution towards a pedestrian focused public realm.

*A Mix of Uses and Sizes:* Although low-rise commercial development may dominate in the Commercial Areas, a mix of land uses and unit sizes should be provided where possible to increase diversity and flexibility.

*A Variety of Public Amenities:* Development should provide a variety of public amenities including urban squares, landmark features and art installations to promote a positive site appearance, pedestrian activity and social interaction.

## Design Guidelines:

### General Commercial:

- At-grade, commercial buildings should contain active office or commercial space. Office uses on the second floor and above are also encouraged.
- Only street level units should have separate entries, all other units should share a single main entrance and lobby. Providing additional secondary entrances to a development helps animate the street while the main entrance defines the symbolic entrance and civic address.
- Pedestrian amenities should be provided including walkways that connect entries, seating and human scaled lighting.
- Open spaces between buildings should be well landscaped, at the street edge and through parking areas.
- Excessive signage and illumination should be avoided.
- Roof lighting and illuminated awnings are all strongly discouraged.



*Street-level units should have separate entries, and should animate the street (Image Courtesy of Google Street View).*

### 4.4.3.1 Large Format Retail

Large format retail stores pose significant urban design challenges in terms of building scale, design and parking requirements. The City of Stratford should work with developers to assure the highest form of corporate architecture is achieved, particularly along major Commercial Areas and gateways to the City including Ontario Street, and Huron Street.

#### Design Guidelines:

- Large retail stores should be integrated into a consistent pattern of streets or private drives and blocks.
- Where appropriate, opportunities to provide compact building forms should be considered including multi-storey stores.
- Building setbacks should be minimized, particularly along commercial streets. Where larger setback are required, pedestrian amenities, such as seating areas, water and landscaping features, public art installations and internal pedestrian walkways should be provided within the public right-of-way.
- Surface parking should be located at the rear, or side of the building.
- Long façades should incorporate architectural relief and detailing, entrance features, recesses and projections along the length of the façade.
- Smaller retail units should line part of the principal building and have display windows and separate entrances.
- Infill development along the street line should be promoted to reduce the visual impact of large-format parking areas.
- False upper floors are discouraged. All floors visible from the street should be functional.
- Continuous boulevards of 4.8 metres should be provided on the principle sides of the building, whether along street frontages or adjacent pedestrian walkways. Incorporating street trees (spaced 8-10 meters on centre), landscaping, benches and pedestrian-scaled lighting is encouraged.



*Large-format retail buildings should have principle entrances that are visible from the surrounding public streets.*



*Illustration demonstrating a potential layout for a large-format retail development (CRU), with the building at the property line and parking located internally to the site (or screened where adjacent to the sidewalk).*

### 4.4.3.2 Small Format Retail

Smaller commercial retail units (CRUs) are encouraged within large-format retail developments to enhance the connections to adjacent streetscapes.

#### Design Guidelines:

- The location of smaller-format CRUs can be used to define street edges, courtyards, terraces and other public open spaces.
- CRUs may be located and designed to create a 'main street' shopping environment through their continuous alignment and, where feasible, multi-storey façades.
- Building entrances should be located on the street side of the building. If this is not possible, a clear and direct pedestrian route from the public sidewalk to the entrance should be provided.
- The co-location or close proximity of commercial retail units and the coordinated alignment of entrance doors is encouraged to facilitate sequential shopping.
- Areas not required for servicing between buildings should be well landscaped and programmed (i.e. outdoor seating and dining areas).
- CRUs should have continuous pedestrian sidewalks on all sides of the building where public entrances and parking areas are located.
- 



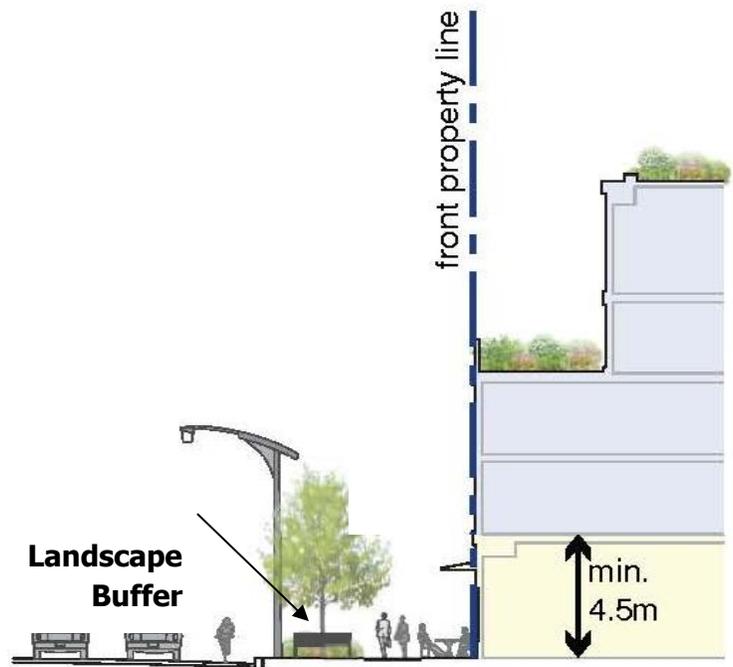
*Individual units should be defined through architectural detailing and at-grade entrances that are oriented toward the street.*

### 4.4.3.3 Mixed Use Buildings

Mixed use buildings are encouraged within the Downtown Core and where appropriate within Commercial and Mixed Use Areas, including the Ontario Street commercial node and the emerging commercial node at Huron Street and O’Loane Avenue. Mixed Use buildings should have a strong relationship with the street. Parking should either be provided on the street or at the rear of the development. Mixed Use buildings with retail located at-grade are encouraged particularly within the Downtown Core and Commercial and Mixed use Areas.

#### Design Guidelines:

- A 4.5 metre minimum floor-to-floor height is recommended at street level to create a strong street presence and support retail uses.
- A significant amount of the building frontage on the ground floor and at building base levels should be glazed to allow views of indoor uses and to create visual interest for pedestrians.
- Clear glass is preferred over tinted glass to promote a high level of visibility and mirrored glass should be avoided at the street level.
- Building entrances should support retail uses and can be expressed and detailed in a variety of ways, including large entry awnings, canopies or double-height glazing.
- Residential uses above the ground floor should have a floor-to-ceiling height of 3.0 metres.



*The base of the building frontage should include a significant amount of glass to allow views of the indoor uses and create visual interest for pedestrians. Mixed-use buildings should have a minimum ground floor height of 4.5 metres.*

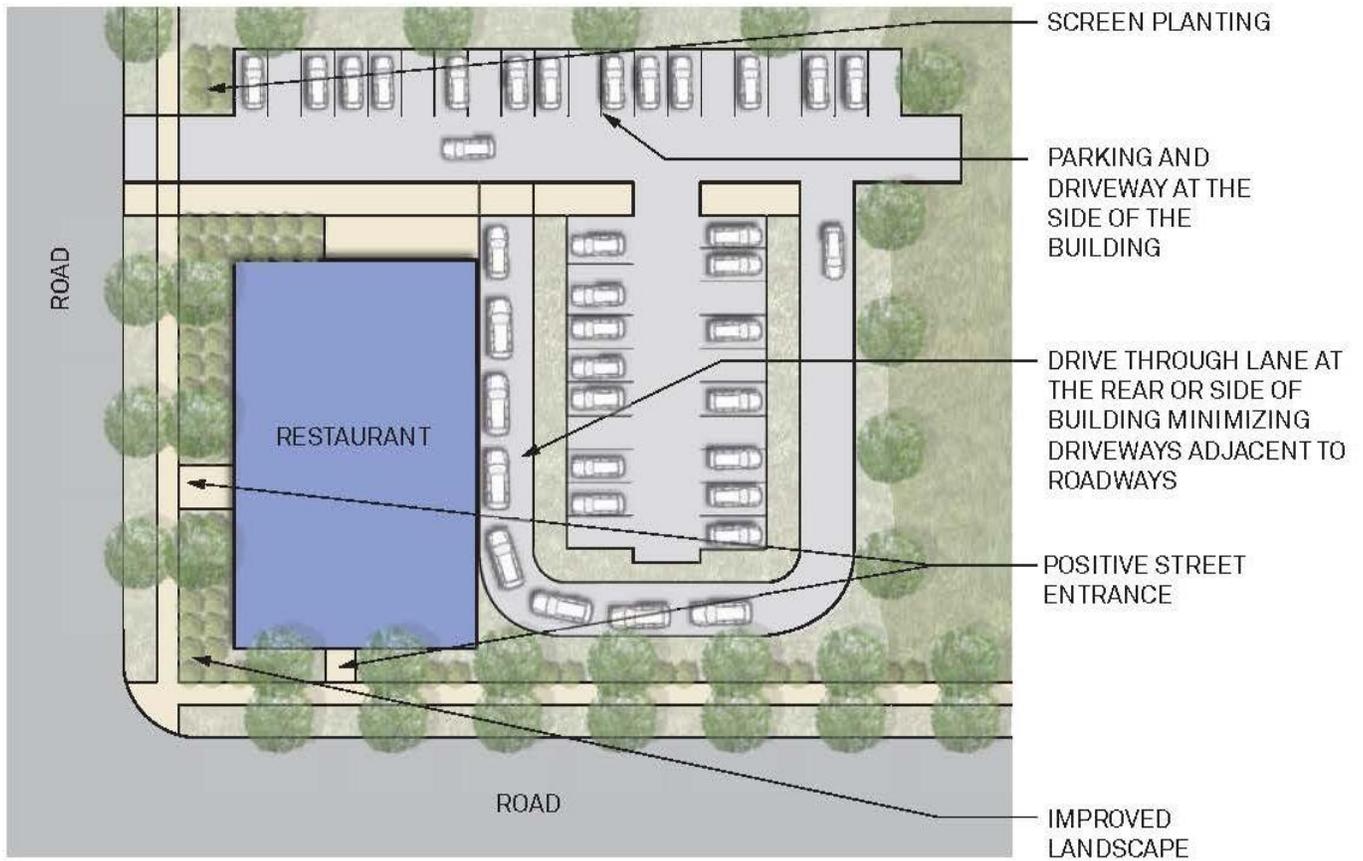
### 4.4.3.4 Drive Throughs

Commercial developments that contain drive-through facilities are not recommended in residential neighbourhoods or the Downtown Core. Where drive-through facilities exist or are likely to develop, including areas along Ontario Street and Huron Street, they should be carefully designed to maximize the safety of pedestrians and cyclists in the area while minimizing negative visual impacts.

### Design Guidelines:

- Vehicular traffic should be directed behind buildings, to decrease visibility of cars and drive-through amenities and to limit congestion at the property entrance.
- Drive-through lanes should not impede pedestrian access to buildings. Stacking lanes or driveways should not be located between the building and street.
- Multiple service windows in a single stacking lane should be implemented to reduce idling and congestion.
- When pedestrian traffic crosses vehicle lanes safe circulation routes that clearly demarcate the pedestrian path of travel should be promoted (i.e. raised pedestrian crossings, different material, bollards, landscaping).
- Where possible stacking lanes should be separated from parking areas through the use of landscaped islands.
- Stacking lanes should be located such that vehicle line-ups do not block traffic along public streets or impede the movement of vehicles on site.
- Where site area is constrained, double stacking lanes may be provided to reduce the length of the queue. This should be evaluated on a site-by-site basis to ensure that all other guidelines in this section are achievable.
- Where two drive-through businesses operate from the same building, separate stacking lanes should be provided to minimize vehicle conflicts. The alignment of these lanes should be evaluated on a site-by-site basis to ensure that all other guidelines in this section are achievable.
- Parking should be located at the side and/or rear of the building, and should ensure pedestrians do not have to cross stacking lanes to enter the building, if feasible.
- A landscape buffer should be located between the stacking lane and building.
- A landscape buffer should be located along the side and rear yard of the property to provide screening from adjacent uses. Where the site is adjacent to residential or institutional properties, a noise attenuation fence should be used.
- Lighting should be designed to ensure that there is no light spillage or glare cast over adjacent uses.
- White light sources should be used to reduce energy costs and to create a natural colour balance for safety and security.
- Speaker boxes should be oriented away from sensitive land uses.
- If drive-throughs are in close proximity to sensitive land uses, noise impacts should be reviewed.

- Drive-through's are discouraged in the Downtown Core.



*Illustration demonstrating a potential layout for a drive-through facility.*

#### 4.4.4 Institutional

#### 4.4.4.1 School Facilities

As the City grows, additional school facilities may be required. These campuses should be designed to reflect their civic role through prominent, high quality architecture.

##### Design Guidelines:

- Schools should be designed to integrate into their adjacent neighbourhoods. The design should reflect that use of school facilities (i.e. fields, auditoriums) in evening hours is encouraged.
- Building design should promote safety and ease of access through well defined entrances and windows facing the public street and primary walkways.
- Multi-storey school buildings are strongly recommended to maximize the site and services as well as contribute to an urban street condition through building façade proportion that contributes to a sense of enclosure at the street.
- The main school entrance should be highly visible and distinguished through the building's architecture and detailing (i.e. door size, entry and windows). A recessed entry or projecting canopy can also provide weather protection and promote the prominence of the entry.
- School façades should maximize the use of operable windows to naturally illuminate and ventilate classrooms, offices, recreational and social spaces.
- Covered walkways or building edge colonnades are recommended for linking separate school buildings or providing weather protected building edges fronting school open spaces including forecourts, courtyards, gardens or playing fields.
- In addition to school buses, local transit stops should be located in close proximity to school facilities.
- Bus stops and loading areas should be incorporated as a layby within the public right-of-way or on-site where safe and efficient access can be provided, however, the use of lands to accommodate buses and cars should be managed so as to not impact the function of the street.

- Where bus stops are provided on site, they should be integrated as part of the overall design of the school property to minimize conflicts.
- School sites should incorporate bike racks in convenient locations to building entrances.
- School buildings should strive to utilize green building technologies and sustainable site design/organization.
- The site should be organized to extend the street network via internal pedestrian walkways and driveways.
- Site organization should maintain view corridors and sight lines in order to further enhance crime prevention opportunities. Where chain link fence is used to maintain sight lines, significant landscaping should be provided to minimize the visual impacts.
- Portable classrooms should be located in the rear or interior side yard where possible.



*School facilities should promote high quality design that reflects their civic role in the community (Image Courtesy of Diamond & Schmitt Architects).*

#### 4.4.4.2 Community Centres

Community centres are focal points of healthy neighbourhoods and should be well integrated throughout the City of Stratford.

##### Design Guidelines:

- Community centres should be located in the most accessible areas of the City (i.e. along Arterial and Collector Streets).
- Community centres should be located in close proximity to existing and planned trails and transit routes to ensure easy access for pedestrians, cyclists, and transit users.
- Complementary uses such as schools, libraries and day care facilities should be located in close proximity to, or within, community centres to facilitate shared use.
- Active outdoor amenity spaces should be designed as an integral component of community centres to outdoor programming.
- The design of community centres should utilize green building technologies and sustainable site design and organization.
- Setbacks are encouraged to accommodate forecourts and gardens.



*Community Centres should be focal points in the City, promoting sustainable design and integrating comfortable public spaces.*

#### 4.4.4.3 Places of Worship

The City of Stratford contains a number of historically significant and beautiful churches. New and existing places of worship should be designed and maintained as highly visible community amenities.

##### Design Guidelines:

- Places of Worship should be easily accessible by pedestrians, cyclists and transit.
- Places of Worship are encouraged to be located at an intersection and should address both street frontages.
- When not sited at an intersection, Places of Worship should directly front onto their adjacent street.
- Places of Worship should be located on the edges of residential areas.
- Places of Worship should minimize floor area by creating multi-level buildings to accommodate accessory and, if applicable, complementary uses.
- Where part or all of a place of worship is no longer active, opportunities for adaptive reuse should be explored, including opportunities for new community facilities (i.e. art galleries, museums, etc.). Where reuse involves the alteration of the building, each project should be considered on a case-by-case basis, with the assistance of a heritage architect, to ensure the heritage character of the building and surrounding area is not compromised.



*View of St. Joseph's church in Stratford (Image Courtesy of Google Street View).*

#### 4.4.5 Employment Buildings

Along with tourism, manufacturing is one of Stratford’s top growing economic sectors. There is a significant amount of land located in the south and south east areas of the City that are designated as Industrial Areas, including the Wright Business Park and the Lorne Avenue East Business Park. The uses in this zone are primarily light industrial, business park and office and are concentrated at the Lorne Avenue West and Erie Street intersection, continuing south along Erie Street and along Douro Street, south of Romeo Street.

Buildings within Industrial Areas in Stratford should be developed as one of the following:

*Street-Oriented Development* - Buildings should be developed with a continuous frontage at the property line to promote a more urban character and create streets that support pedestrian activity. Minimum and maximum building setbacks are encouraged, and surface parking should be located at the rear or sides of buildings.

*Campus Style Development* - Campus-style development consists of a balanced building and site plan approach that integrates landscape, topography and special features with site access requirements, including roads, driveways, parking, servicing and loading areas. Features of the sites, such as significant tree stands, topographical features and watercourses should be integrated into the building location and site design.



*Street oriented employment buildings in Stratford should be located as close to the front property line as possible. Parking should be located at the rear of the building and principle facades should incorporate a significant amount of glazing.*

*Gateway & Prestige Sites* - Gateway sites should be defined by high profile buildings that are of a high-quality architectural design. These sites should also introduce enhanced landscaping or streetscaping treatments. Gateway employment buildings should be designed as landmarks to capitalize on their high visibility and access to surrounding areas. Taller, articulated building elements in the form of towers, bays or other details should be used to emphasize the focal nature of these buildings, particularly at the intersections. Secondary uses should exhibit high design standards.



*Prestige and Gateway buildings, such as this building at the entrance of the Wright Business Park, should have high-quality architectural design and landscaping.*

#### 4.4.5.1 Office Buildings

Office buildings in Stratford are located in Industrial Areas, including the Wright Business Park and the Lorne Avenue East Business Park, and along Arterial Streets such as Ontario Street and Huron Street. These office buildings take the form of stand-alone buildings and low- or medium-rise buildings with office at-grade and residential or office above.

##### Design Guidelines:

- Office buildings should address the principle public street but may incorporate setbacks that provide attractive landscaping and tree-planting.
- The principle façades should incorporate large glazed areas and entrances, providing visibility between the building and the street.
- Main entrances should be directly accessible from public sidewalks;
- Surface parking areas should be located in the rear or side-yard, and should be well-landscaped and hidden from view.
- On large, flat roofs, opportunities for green roofs should be explored to create useable outdoor amenity areas for employees.



*Office buildings within Industrial areas should be developed as street-oriented, or campus style development.*

#### 4.4.5.2 Business Parks

Business parks in the City of Stratford are located in Industrial Areas and include the Wright Avenue Business Park and the Lorne Avenue East Business Park. Business Parks in Stratford should contain the highest site and design standards, and should promote the distinct image of the City and its high-tech employment uses.

##### Design Guidelines:

- Buildings should be located to address the principle public street, but may incorporate setbacks that provide attractive landscaping and tree-planting.
- The principle façades should incorporate large glazed areas and entrances, providing visibility between the building and the street.
- Large areas of parking should not be located between the principle façade and the adjacent street/sidewalk. All parking should be limited to the rear and side of property.
- Where possible, shared driveways should be provided.
- Open storage should be minimized. Where permitted, it should be screened from public view.
- Where required to monitor access to a site or individual building, guardhouses and security gates should be located in an unobtrusive manner and should utilize materials that are complementary to the main building.
- Checkpoints should be located so that they do not conflict with travel routes or restrict the queuing of vehicles or through traffic movement.
- Site design should define a well organized system of entrances, driveways and parking areas that minimizes conflicts between pedestrians, bicycles, and vehicles.
- Site design should accommodate pedestrians.



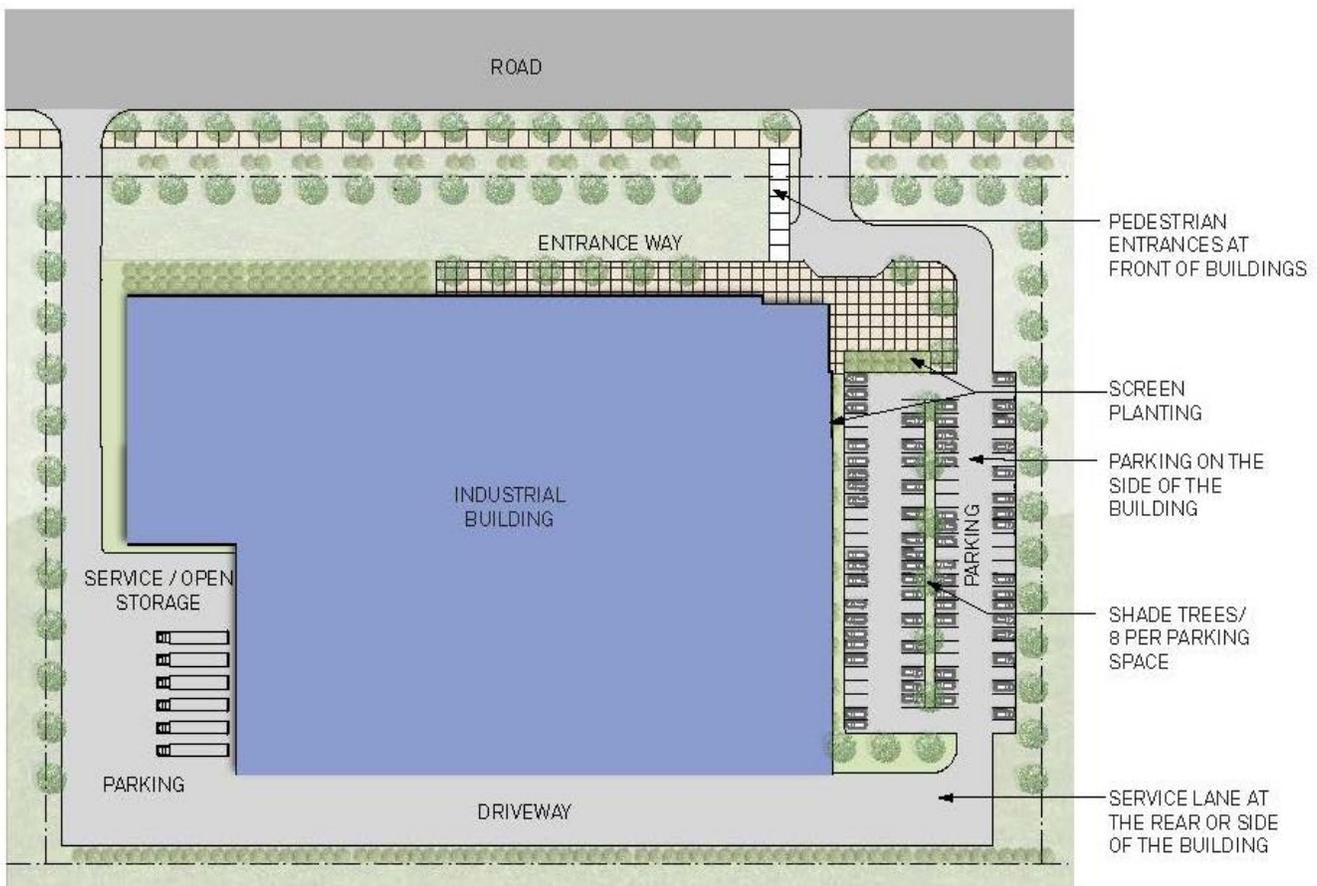
*Industrial Buildings provide attractive landscaping, but have very large set-backs from the street, with a significant amount of parking in the front (Image Courtesy of Google Street View).*

#### 4.4.5.3 Light Industrial

Light Industrial uses may include a range of industrial and manufacturing uses and should generally be located in the interior of blocks and away from main streets.

##### Design Guidelines:

- Buildings should address the street in order to define a more urban street edge.
- The highest quality of building design should be applied to the building façades facing the public street or open space.
- Corner buildings should address both street frontages.
- Parking in the front yard should be avoided where possible.
- Where large parking fields are necessary, landscape elements should be introduced to break up large asphalt areas and identify pedestrian access to buildings.
- Outdoor storage should generally not be visible from the public street or open space. Where outdoor storage is required, it should be screened with fencing and/or landscaping.
- Garbage containers and loading facilities should be screened and located away from public view.



*Illustration showing the potential layout of a light industrial building.*

## 4.4.6 Heritage Buildings

*For more information and guidelines on the Downtown Heritage Conservation District, please refer to the Stratford Downtown Heritage Conservation District Study and Plan (1994).*

### 4.4.6.1 Downtown Heritage Conservation District

Stratford's Downtown Heritage Conservation District continues to be the focal point of the City, and extensive steps have been taken to ensure that it retains that role. The heritage buildings in the City help to define the contextual character of the community. The most desirable outcome for these buildings is that heritage features be retained or restored and that any changes bring heritage buildings closer to their original exterior appearance.

The City of Stratford has over 80 designated heritage properties, some of which are not located within Downtown Heritage Conservation District. This significant number of heritage properties presents a unique opportunity for the City of Stratford to preserve these buildings and structures and to develop new adjacent buildings and renovations that reflect the unique scale and architecture of these buildings.

The intent of these design guidelines is to conserve the authentic heritage character and sense of place of the City of Stratford and to ensure that new buildings are sensitive to the existing heritage context and character. These design guidelines should be consulted alongside the Stratford Downtown Heritage Conservation District Study and Plan in seeking approval for both modifications to existing designated heritage or heritage-character buildings and development proposals for new buildings.

The following general guidelines, as outlined by the Ministry of Culture ([www.culture.gov.on.ca](http://www.culture.gov.on.ca)), should apply to all heritage designated properties and areas:

*Respect for Documentary Evidence:* Conservation work should be based on historic documentation such as photos, drawings and physical evidence. Where documentary evidence is lacking or absent, examples of comparable buildings in Stratford or other similar communities should be referenced.

*Respect for Original Location:* Do not move buildings unless there is no other means to save them. Site is an integral component of a building. Change in site diminishes heritage value considerably.

*Respect for Historic Material:* Repair/conservate rather than replace building materials and finishes, except where absolutely necessary. Minimal intervention maintains the historic content of the resource.

*Respect for Original Fabric:* Repair with like materials. Repair to return the resource to its prior condition, without altering its integrity.

*Respect for the Building's History:* Do not destroy later additions to a building solely to restore to a single time period.

*Reversibility:* Alterations should be able to be returned to original conditions. This conserves earlier building design and technique.

*Legibility:* New work should be distinguished from the old. Buildings should be recognized as products of their own time, and new additions should not blur the distinction between old and new.

*Maintenance:* With continuous care, future restoration will not be necessary. With regular upkeep, major conservation projects and their high costs can be avoided.



*Example of heritage houses in Stratford.*

## Design Guidelines:

- In general, heritage buildings should be retained or restored.
- Retaining the façade is not an acceptable substitute to the retention of the whole heritage structure.
- The height of an addition to a heritage building should generally be limited to its existing height, not including the cornice or parapet, in order to encourage the retention of these building features.
- Changes to existing heritage buildings should match the pre-established setback of adjacent buildings provided a continuous street wall is the result. This is extremely beneficial on sites where heritage buildings are currently setback from the street or are missing altogether.
- In the restoration of a heritage building, a heritage architect should be involved to advise on the most appropriate renovation techniques and materials to be employed.
- The façade material of any heritage building should not be changed or covered.
- Renovations of ground floor façades should be in keeping with the original building articulation, using those elements that are intact and replacing those that are missing or damaged (i.e. columns, cornices, openings, windows, doors).
- Original doors and windows as well as hardware, roof shingles and other heritage building elements should be replaced with models as visually similar as possible, striking a balance with modern standards of safety and energy efficiency.
- Heritage buildings should not be altered through embellishment or other decorative means against their initial stylistic intent (i.e. applying Italianate or Victorian embellishment to a modern building's original character).



*Older facades should not be changed or covered (Image Courtesy of Google Street View).*

#### 4.4.6.2 Heritage Infill

*For more information and guidelines heritage infill in Stratford, please refer to the Stratford Downtown Heritage Conservation District Study and Plan (1994).*

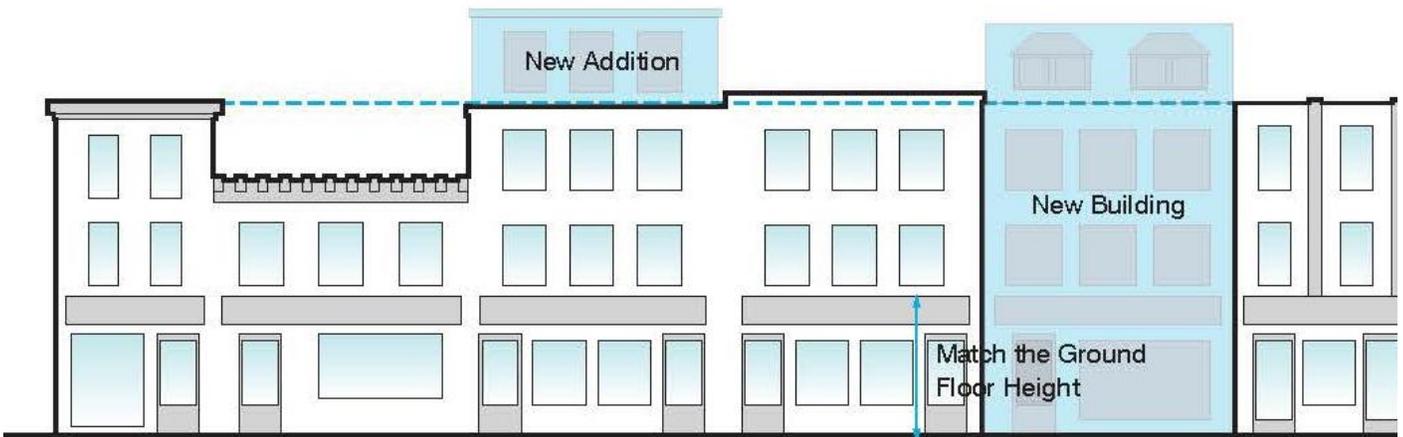
As the City of Stratford continues to evolve, there will be opportunities for infill development in the Downtown Heritage Conservation District and adjacent to heritage properties. The existing stock of heritage buildings should be used as inspiration for determining the mass, scale, rhythm and materiality appropriate to promote heritage authenticity.

For new developments, a balance between heritage character and creative, context-sensitive architectural design should be sought. New infill buildings should complement yet be distinguishable from existing heritage buildings.

The following guidelines outline how building elements in infill development should respect the heritage context while allowing contemporary interpretations of heritage details and design. In addition to the following heritage infill guidelines, please refer to the Stratford Downtown Heritage Conservation District Study and Plan.

#### Design Guidelines:

- New infill buildings constructed on adjacent heritage sites should not mimic the heritage structure but use sympathetic massing, height, alignment of windows, roofline, location of entrances, treatment of the ground floor and materials.
- On blocks with significant continuous heritage frontage, the height/width ratio of new development façades should not vary by more than 10 percent of the height/width ratio of the existing heritage frontage.
- On blocks lacking continuous building frontage, consideration should be given to match heights/widths of neighbouring blocks.
- In infill situations new development should reference the height, street wall setback, and massing of adjacent heritage buildings and/or reintegrate those aspects of heritage design that have been lost in a particular street segment.



*New infill development, renovations and/or additions to heritage buildings should maintain continuity in streetwall heights, rhythm, and character (Upper Image Courtesy of Google Street View).*