



350 ST. ANDREW STREET WEST URBAN DESIGN BRIEF

FERGUS, ONTARIO
VAN GROOTHEEST HOLDINGS INC.

PREPARED BY:
MHBC PLANNING (with additional graphics provided by Fryett Turner Architects)

August 2021

CONTENTS

PART ONE: SPATIAL AND CONTEXTUAL ANALYSIS

- 1.1 INTRODUCTION
- 1.2 SITE DESCRIPTION AND CONTEXTUAL ANALYSIS
- 1.3 DOWNTOWN FERGUS
- 1.4 URBAN PATTERN

PART TWO: DESIGN VISION AND OBJECTIVES

- 2.1 VISION AND DESIGN OBJECTIVES

PART THREE: PROPOSED DEVELOPMENT

- 3.1 CONCEPTUAL DESIGN
- 3.2 HERITAGE COMPATIBILITY
- 3.3 SUSTAINABLE DESIGN

PART FOUR: RESPONSE TO TOWNSHIP POLICIES AND GUIDELINES AND DESIGN ANALYSIS

- 4.1 DESIGN RESPONSE TO TOWNSHIP OF CENTRE WELLINGTON POLICIES AND GUIDELINES
- 4.2 ANALYSIS OF MICROCLIMATE IMPACTS
- 4.3 CPTED CONSIDERATIONS
- 4.4 CONCLUSIONS

APPENDIX

- A: SUN/SHADOW ANALYSIS

PART 1

SPATIAL & CONTEXTUAL ANALYSIS

1.1 INTRODUCTION

On behalf of Van Grootheest Holdings Inc., MacNaughton Hermsen Britton Clarkson Planning Limited (hereinafter “MHBC”) has prepared this Urban Design Brief in support of site plan and zone change applications for the property municipally known as 350 St. Andrew Street West, Fergus, Ontario. The lands are legally described as Part of Lot 2, Southeast Side of St. Andrew Street and Part of Lot B, Southeast Side of River Alley Place, Registered Plan 77, hereinafter referred to as the “subject lands”.

The subject lands are located on the south side of St. Andrew Street West, in between the intersections with Tower Street and Maiden Lane. The property is irregularly shaped with frontage on St. Andrew Street and backing onto the Grand River, and has an area of approximately 1,148.8 m² (0.28 acres). The subject lands are presently developed with one existing building – an office building – with surface parking.

The proposal includes the demolition of the existing office building and the development of a new 5 storey mixed-use building with a total of 36 residential units and 127 m² of commercial area. A total of 21 surface and structured parking spaces are proposed, and vehicular and pedestrian access is proposed from St. Andrew Street West via an existing easement over the adjacent lands at 300 St. Andrew Street West.

Urban design is a vital component of urban planning and goes beyond concern for the visual and aesthetic quality and character but is also considered with the functionality and compatibility of development and how it contributes to complete and healthy communities that are safe, attractive, thriving, innovative and inclusive.

The purpose of this Urban Design Brief is to describe the physical arrangement of the development proposal, provide insight as to why certain design decisions are appropriate given the site specific context and how the proposal is consistent with and supportive of Township of Centre Wellington policies and design directives in the Official Plan and Draft Urban Design Guidelines. This design brief has been prepared in accordance with the urban design comments from the Township’s preliminary review and included in the memorandum dated January 8, 2021.

1.2 SITE DESCRIPTION & CONTEXTUAL ANALYSIS

The subject lands are approximately 1,148.8 m² (0.28 acres) in size, designated Business District and Core Greenlands in the Township of Centre Wellington Official Plan, and zoned Central Business District Commercial (C1) the Township’s Zoning By-law.

Access to the subject lands is currently provided by the drive aisle, via an easement, on the east side of the existing building, closest to the

SITE LOCATION

350 St. Andrew Street, Fergus, ON



shared lot line with the adjacent church property. The subject lands have a frontage of approximately 19 metres along the south side of St. Andrew Street West, and back onto the Grand River. The subject lands slope from the highest grade at the front of the property line to the lowest grade near the rear property line adjacent the Grand River.

The subject lands represent an underdeveloped parcel within the Central Business District, in close proximity to the commercial core of Fergus. The subject lands are well surrounded by commercial uses and within proximity to institutional uses, including schools. James McQueen Public School is located approximately 200 metres away and is within walking distance of the subject lands. The subject lands are also well located with respect to recreational uses and open space uses, and are within a 10 minute walk to Victoria Park, Fergusson Park, Beatty Park and Blair Park.



ABOVE: VIEW OF THE SUBJECT LANDS LOOKING EAST FROM ST. ANDREW STREET WEST
BELOW: VIEW OF ADJACENT PROPERTIES AND SURROUNDING BUILT FORM ON ST. ANDREW STREET WEST





ABOVE: VIEW OF THE SUBJECT LANDS AND GRAND RIVER LOOKING SOUTH-WEST FROM THE BRIDGE ON TOWER STREET SOUTH
BELOW: VIEW OF OPEN SPACE USES IN PROXIMITY TO THE SUBJECT LANDS



The subject lands are well connected to the road network, via St. Andrew Street West and Tower Street South (which connects to Highway 6), which is an arterial road and provides connection to a Provincial Highway which travels northbound and southbound. With respect to active transportation, sidewalk infrastructure exists along both the north and south sides of St. Andrew Street West. Uses that immediately surround the subject lands include the following:

- NORTH:** Melville United Church, a variety of commercial/office uses along St. Andrew Street W., and existing single detached dwellings further to the north.
- EAST:** The Grand River, and a variety of commercial/retail uses further to the east as part of the Fergus Central Business District.
- SOUTH:** The Grand River, and existing single detached dwellings fronting onto Queen Street West.
- WEST:** Variety of commercial/office uses along St. Andrew Street W., and existing single detached dwellings further west.

1.3 DOWNTOWN FERGUS

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

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

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

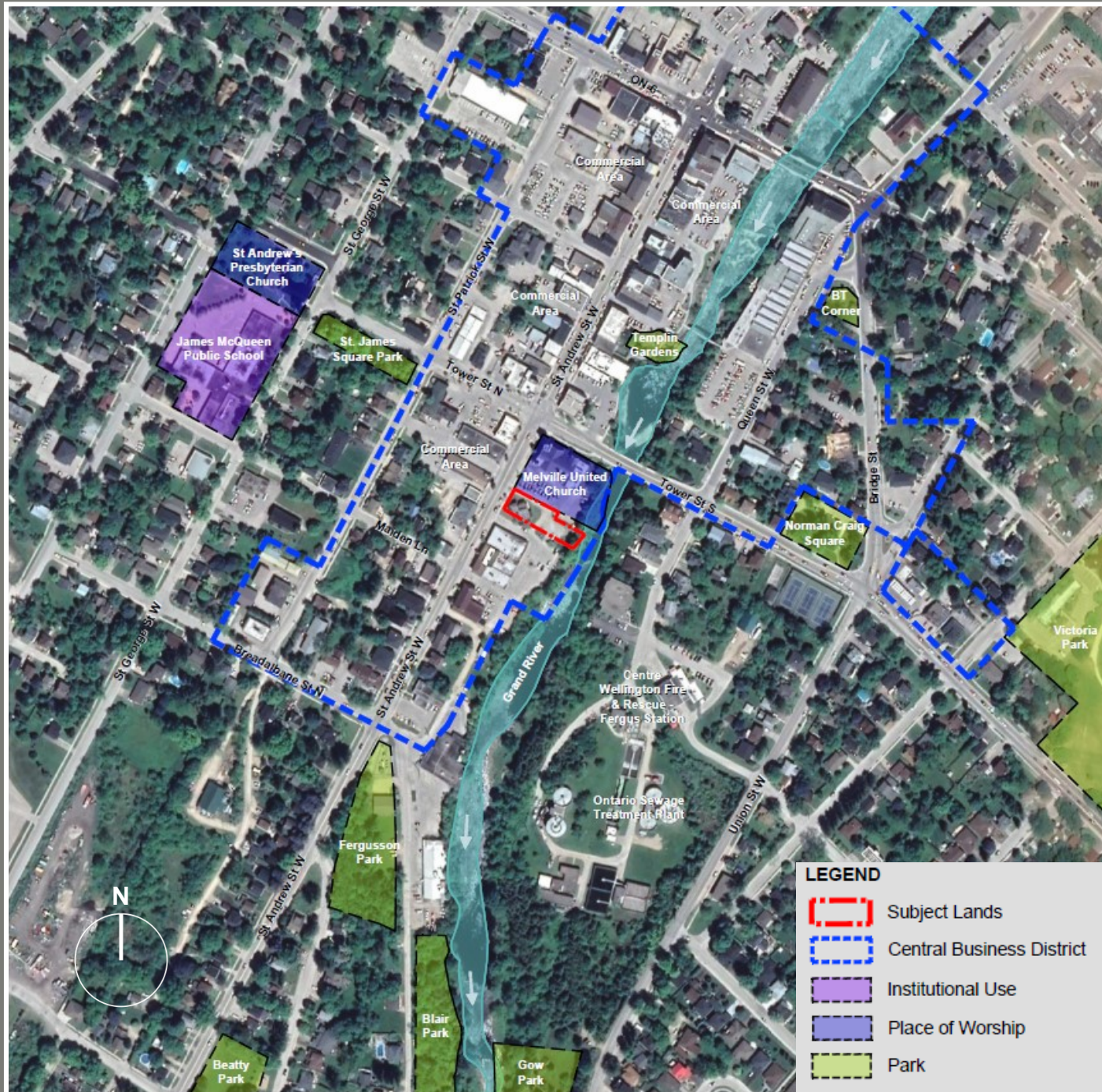
1.4 URBAN PATTERN

The current urban fabric of the subject lands and surrounding area is, for the most part lots and blocks laid out within a modified grid pattern of streets. The subject lands represent a underutilized parcel with the downtown area. The existing public streetscape on Andrew Street West is conducive to walkability, however the existing built form on the subject lands is not conducive to providing a comfortable and safe pedestrian environment. As such, the subject lands have tremendous redevelopment opportunity and are well positioned within the downtown with access to the existing sidewalk system, connecting the lands to the surrounding neighbourhood and other open space uses.

The existing urban pattern promotes walkability and provides easy and convenient walking routes to trails and nearby amenities. No new streets or lanes are proposed as part of the development that would alter the existing urban pattern. The proposed development would enhance the public streetscape and encourage pedestrian activity along St. Andrew Street West.

CONTEXT PLAN

350 St. Andrew Street, Fergus, ON



PART 2

DESIGN VISION & OBJECTIVES

2.1 VISION & DESIGN OBJECTIVES

The proposed development represents a high quality, vibrant mixed-used redevelopment that will provide additional attainable rental housing units into the downtown core of Fergus, and that are well connected to surrounding commercial, institutional, and recreational uses within Fergus.

The following goals and objectives have been identified for the purposes of achieving the vision for the redevelopment:

- 1.** Create a strong visually appealing street edge along St. Andrew Street West that will improve the streetscape and encourage active transportation modes in this location. This includes the provision of a building, which addresses the street in terms of architectural detailing, active retail uses on St. Andrew Street West having direct access to the public sidewalk, and enhanced landscaping along the public street frontage.
- 2.** Provide for development that will be supportive of transit investment in the Region and alternative transit modes, and will encourage future residents to walk to and from nearby residential, commercial, office and retail uses, services and public amenities.
- 3.** Introduce additional building height and parking requirement reductions within lands designated central business district commercial in a manner that is sympathetic to surrounding uses.
- 4.** Achieve a high-quality of architectural design and construction that is innovative and timeless, contributing positively to the area and Fergus' identity. Encourage contemporary architecture that complements rather than competes with the surrounding development.
- 5.** Provide a development that, through the combination of massing, orientation, enhanced landscape design, pedestrian entrances, architectural elements, detailing, and material selection, will result in a positive pedestrian experience along the street frontage, and between adjacent uses and planned open spaces.
- 6.** Design a high quality pedestrian realm focused around the connections to the open space network. Create a pedestrian realm that encourages connections and natural experience along the Grand River.
- 7.**

PRELIMINARY RENDERING

350 St. Andrew Street, Fergus, ON



VIEW LOOKING EAST FROM ST. ANDREW STREET

PRELIMINARY RENDERING

350 St. Andrew Street, Fergus, ON



FRONT BUILDING FAÇADE - VIEW LOOKING EAST FROM ST. ANDREW STREET

PART 3

PROPOSED DEVELOPMENT

3.1 CONCEPTUAL DESIGN

The proposed development for the site is a high quality mixed use multiple-residential development that will provide new residential units within close proximity to the downtown core of Fergus. The current proposed development integrates the following principle elements:

- A five storey mixed use and multiple residential building.
- 36 residential units proposed in the form of purpose built rental units to assist in the provision of attainable housing forms.
- 127 square metres of retail area proposed at grade along the St. Andrew Street West frontage and a ground floor height of 4.5 metres which could accommodate additional non-residential uses in the future.
- 21 parking spaces proposed in the form of a single level of structured parking and surface parking incorporated into the ground floor and to the rear of the building for future residents of the development.
- Secure indoor bicycle parking.
- One vehicular access point from St. Andrew Street West providing direct access to the screened parking structure via the existing access on the east side of the property.
- Direct pedestrian connections from the public sidewalk along St. Andrew Street West to the proposed building entrances.
- Pedestrian connections to the passive trail along the top of bank adjacent the rear property line and along the Grand River.
- A well defined building base and prominent building entrances providing for an attractive streetscape along St. Andrew Street West.
- A rooftop common amenity area of 286 m², with a mix of landscaped and hardscaped areas.
- Balconies for units located in upper storeys.
- Large windows to provide eyes on the street.
- A mix of building materials and colours which complement existing materials and colours of existing buildings in the downtown.
- The gross floor area of the building is 2818 square metres.

The Owner's primary objective is to develop the site with an attractive and cost-efficient building to provide for housing at a more attainable price point within the downtown core of Fergus.

Site Design

The site will be accessed from the St. Andrew Street West frontage. Natural weather mitigation strategies have been incorporated including covered building entrances. All proposed parking is accommodated within the interior of the building or at the rear of the property and is screened from the public realm. Structured parking supports a reduced heat island effect and provides shaded areas for parking.

The main access to the proposed mixed use and residential building will connect directly to the surrounding public sidewalk system. The building lobby will be accessible to pedestrians from the public sidewalk system and the parking area. Outdoor amenity areas are provided on the roof of the fifth floor. Additional landscaped areas for passive amenity use will be provided behind the proposed building to facilitate a potential trail linkage along the top of bank of the Grand River. Private amenity areas will be provided in the form of covered balconies for a number of the residential units.

Built Form, Massing and Articulation

The massing of the proposed building is broken up using a number of techniques including changes in building materials/colours; projections; recessions; and varying window sizes. The 5 storey building has been designed with a clearly defined base, middle and cap. The building orientation provides for the narrowest side of the building to face the public street frontage, helping to minimize the visual impact of the additional building height proposed and to provide a continuous street frontage along St. Andrew Street West. By facing the narrowest side of the building to the street it also minimize the bulk of the building as viewed from the public realm (i.e. St. Andrew Street West).

The proposed building is planned as the mixed use building and includes 127 square metres of commercial/retail area proposed at grade along the St. Andrew Street West frontage and 36 residential units. The proposed building is planned to be 5 storeys in height (17.5m). Steppbacks above the building base adjacent St. Andrew Street West help to ensure a human scale of development. Projections in the façade provide visual interest within the middle and top portion of the building. The proposed development has been designed with consideration to the existing built form context.

Character and Architectural Treatment

The proposed development will assist in the continued intensification and development in the downtown core and on lands within the designated Central Business District. The building design demonstrates a contemporary architectural expression. The development will be constructed of high quality materials and provides an attractive design that will be reasonably priced.

A well defined base, selective use of building materials and colours and the incorporation of architectural articulation all add to the visual interest of the development and will result in an attractive streetscape. The front building entrances are well defined and highly visible from St. Andrew Street West and the public realm. High quality materials including a large amount of glass will be incorporated into the façade, resulting in an attractive design. Repetition of lines and windows through both vertical and horizontal articulations will help to break up the building mass and create visual interest.

Scale & Transition

Massing Techniques

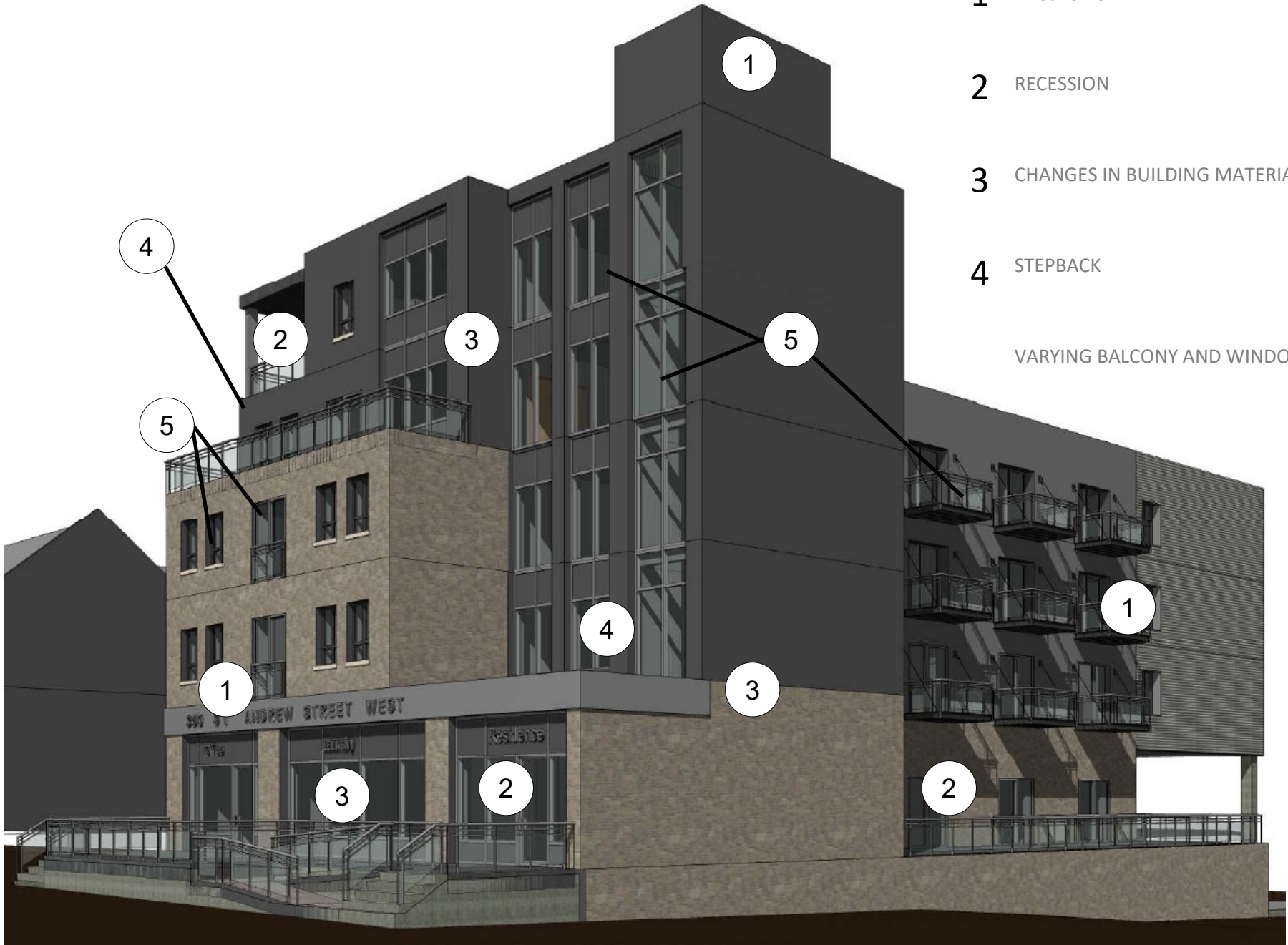
1 PROJECTION

2 RECESSION

3 CHANGES IN BUILDING MATERIALS

4 STEPBACK

VARYING BALCONY AND WINDOW SIZES



A five-storey building, setback 4.2 metres from the street frontage on St. Andrew Street West, is an appropriate mid-rise height which transitions well with the existing built forms located immediately to the east and west. Melville United Church, directly east of the subject lands, will remain the tallest structure along the streetscape. The proposed height will help to frame the street and will form an appropriate transition to potential higher density development within the downtown. The orientation of the proposed building maintains the rear and side yard setbacks in accordance with the zoning by-law. The design focuses the mass of the building to address the public streetscapes and respond to the character and rhythms of adjacent areas.

The proposed development respects the existing neighbourhood character through compatible building massing (ensuring appropriate building setbacks and building height), building design principles, and streetscape elements. As the subject lands are adjacent Melville United Church to the east, the Grand River to the south, and established commercial/retail uses to west and north, factors contributing the compatible design of the subject lands are not anticipated to change in the foreseeable future.

The subject lands represent a generally square parcel of lands with frontage on the public streets. Impacts relating to physical separation and overlook are not anticipated to impact adjacent properties. The proposed building meets the requirements of the zoning by-law relating to side and rear-yard setbacks. A specific massing option is proposed that establishes an appropriate relationship to the surrounding built form using building stepbacks at various levels to lessen the buildings perceived mass from the public realm and adjacent properties.

An angular plane analysis has been prepared in support of the proposed development demonstrating that the proposed building falls well within the ideal 45-degrees. The angular plane has been measured from the property line opposite St. Andrew Street West. The approach to the angular plane analysis is intended to demonstrate the proposed development recognizes and preserves the significant sight lines to Melville United Church along the St. Andrew Street West streetscape. Upper storey stepbacks and landscaping have been introduced to minimize visual impacts on adjacent property owners.

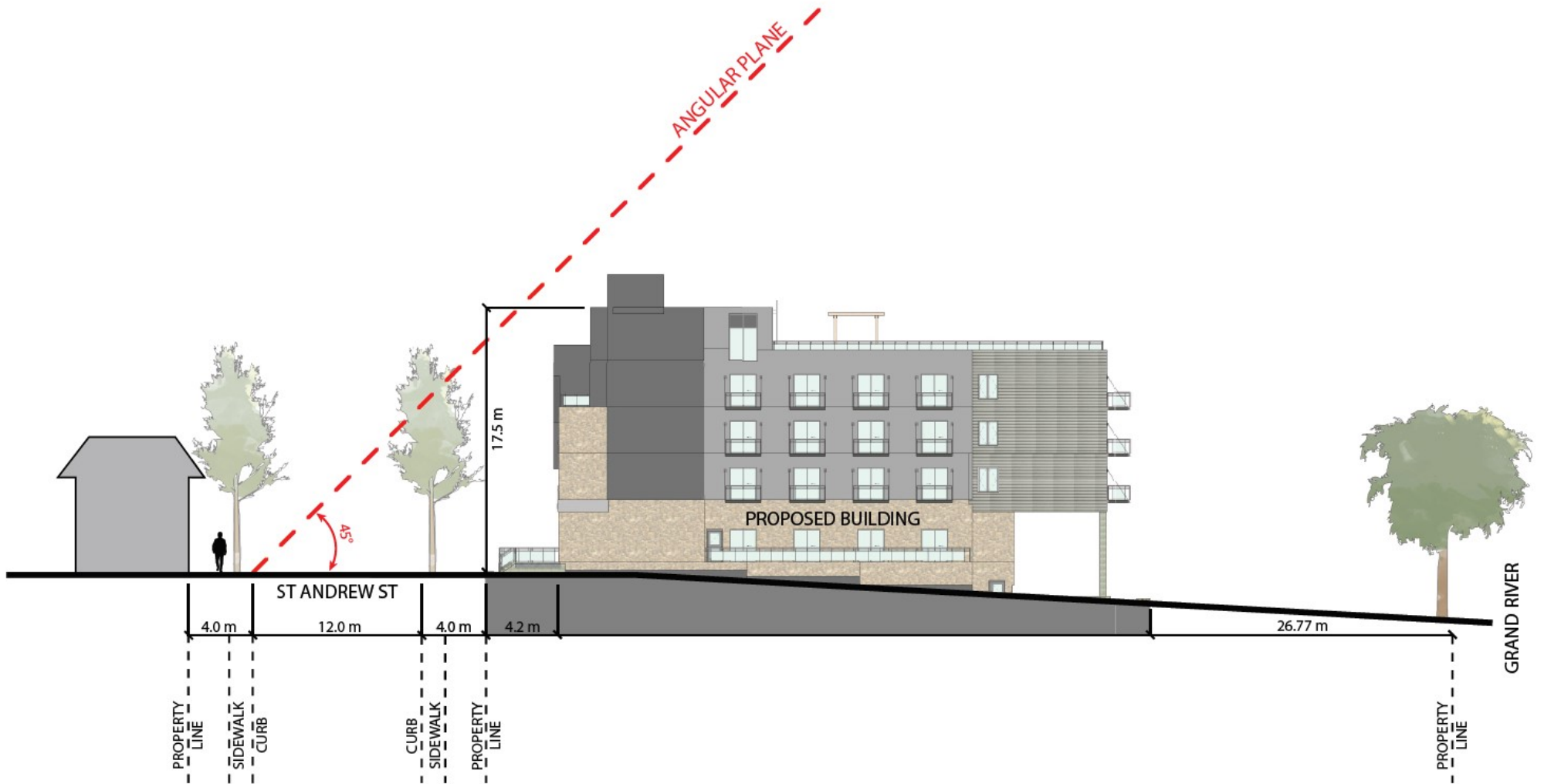
3.2 HERITAGE COMPATIBILITY

A Heritage Impact Assessment was required to determine the level of impact the proposed redevelopment will have on the adjacent properties that are listed on the Centre Wellington Heritage Register, located at 300 and 380-389 St. Andrew Street West. The evaluation determined that the proposed redevelopment of 350 St. Andrew Street W will result in no adverse impacts to either heritage property. As precautionary measures, the following is recommended to ensure no impacts occur to the heritage properties:

- Provide an increased front yard setback to ensure sight lines to the church are maintained along the streetscape;
- Allow for a minimal buffer of a metre between the remnant stone wall and construction activities in addition to installing a

ANGULAR PLANE ANALYSIS 350

St. Andrew Street, Fergus, ON



- construction fence along the buffer;
- Material storage, grading and dumping of other materials is prohibited in the immediate area of the stone wall; and,
- Install construction fencing along the length of the north property line to reduce that amount of debris that may impact the south elevation of the Melville United Church.

3.3 SUSTAINABLE DESIGN

As a general planning and design principle, higher density development in proximity to the amenities associated with downtowns and in support of higher-order transit is considered to be sustainable development.

Future occupants wishing to seek alternative forms of transportation will have options for walking, biking, or public transportation available. This will be facilitated by the provision of indoor bicycle parking, as well as the provision of future pedestrian connections to both the existing sidewalk system and surrounding uses. The provision of reduced parking minimizes land consumption.

Energy efficient construction practices, building technologies, and mechanical systems will be encouraged in the development of the subject lands.

Detailed landscape plans prepared in support of the future Site Plan application will consider the incorporation of hard landscape elements and drought resistant landscaping to reduce water consumption (where appropriate). Salt tolerant landscaping in key locations will also be encouraged. Increased topsoil depths in landscaped areas are encouraged to reduce runoff volumes and encourage root growth for trees.

PART 4

RESPONSE TO TOWNSHIP POLICIES & GUIDELINES
& DESIGN ANALYSIS

4.1 DESIGN RESPONSE TO TOWNSHIP OF CENTRE WELLINGTON POLICIES AND GUIDELINES

TOWNSHIP OF CENTRE WELLINGTON OFFICIAL PLAN (2004)

The majority of the subject lands are designated Central Business District on Map A-1 of the Official Plan, with a small portion along the rear lot line that is designated Core Greenlands and located within the Regulatory Flood Line. The Central Business District designation is intended to accommodate a wide range of uses including retail, office, service, administrative, religious, cultural and entertainment uses. In addition, residential development is permitted within this designation, provided that retail, office, or service commercial uses are located at street level. The Central Business District is intended to accommodate the most intensive development within the urban centres, thus making the subject lands an optimal location to propose a higher-density, mixed-use development.

Section **C.15.3** of the Township Official Plan provides direction for detailed urban design guidelines and policies which generally encourage a higher standard in the physical design of the built and natural environment for areas in existing districts, specifically the Central Business District.

C.15.3.4.: New development located within an existing established district or neighbourhood will be designed as an integral part of the area's existing larger pattern of built form and open spaces such as building mass, height, proportion, enclosed volume and position relative to street and site.

Design Response: *The various considerations included in Policy C.15.3.4 have been addressed through the proposed design of the site. This includes: improvements to the aesthetic quality of the site from the public realm; the provision of safe, comfortable and functional site circulation; the incorporation of compatible materials, architectural detailing, and building massing; and the orientation of the proposed built form and site design.*

C.15.3.5. & C.15.3.6.: The preservation of the existing pattern of setbacks in the existing urban area shall be supported so that new buildings do not substantially alter the street relationship. New developments within the Central Business District should support the creation of continuous building façades along streets frequented by pedestrians.

Design Response: *The proposed building façade and street setback has been designed to provide a continuous building form along the St. Andrew Street West street frontage and tie into the existing context. The proposed setback is intended to preserve the existing built form pattern in the Central Business District.*

C.15.3.7.: The street façades of publicly accessible buildings should be designed to encourage and facilitate public accessibility.

Design Response: *The proposed building and primary building entrances have been oriented to the street. The proposed development will have direct access to the public sidewalk system. The proposed building façades includes a defined building base which further enhances the streetscape.*

C.15.3.8.: Except in the industrial designations building functions that do not directly serve the public, such as loading bays, and blank walls, should not be placed directly along the street.

Design Response: *The proposed development does not propose to include blank walls visible from the public realm. All parking is located at the rear of the property and screened from public view.*

C.15.3.9.: Community facilities, retail shops and similar uses on the ground floor should be located at grade and approximately level with the adjacent sidewalk.

Design Response: *The proposed mixed use development will provide commercial/retail uses within the ground floor and located along the public street frontage. The finished floor elevation of the proposed building has been dictated by the grading of the subject lands and elevation required to accommodate the proposed structured parking. As such, the main floor building elevation is slightly higher in elevation than the adjacent sidewalk. The proposed development includes accessible pedestrian access and utilizes this change in grade to provide an enclosed front patio area addressing the public streetscape and providing a natural delineation between the public and private realms.*

C.15.3.10.: Signage should clearly indicate street address and/or building, business or tenant name, and should integrate with the façade design.



TOWNSHIP OF CENTRE WELLINGTON DRAFT URBAN DESIGN GUIDELINES

In 2015 the Township of Centre Wellington published draft Urban Design Guidelines (UDG's) which contain guiding design principals as well as more specific guidelines that apply to various types of development and/or various locations within the Township. These guidelines are to be reviewed and evaluated with all planning processes and approvals. The purpose of the draft UDGs is to build on intentions and aspirations of the Township to create a community that conserves its cultural and natural heritage resources, while allowing for contextually sensitive growth and development.

C.15.3.3 of the Township Official Plan provides: *Urban Design Guidelines shall generally ensure that proposed developments:*

- a) *Are compatible in architectural form with abutting neighbourhoods;*
- b) *Form a cohesive and unified cluster of buildings which are architecturally compatible with each other;*
- c) *Provide links with the pedestrian, cycle and vehicular routes on their perimeter by such means as the extension of existing pathways and local streets into or through the site; and,*
- d) *Maintain and enhance remaining elements of valued historic development patterns in the layout of new development.*

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



development and community design shall adhere to and uphold these principles:

Comments of the Preliminary Planning Review for the mixed use development proposed at 350 St. Andrew Street West were provided in the memorandum dated January 8th, 2021. The memorandum provides a summary of the urban design guidelines compliance review and outlines specific guidelines that apply to the proposed development. Each of the included guidelines is provided below with a response to demonstrate the how the proposed development has been designed with consideration for each guideline.

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

Design Response: *The proposed development focuses height and mass where it provides the best public realm opportunities while minimizing impacts on surrounding lands. Massing techniques are incorporated into the building design including projections, recesses, variation in colour, materials and texture, all of which help to reduce and diversify the massing of the building. The building façade will be designed to provide transparency, architectural continuity and visual interest. No blank walls are proposed. As a result of proposed windows and balconies there will be sufficient natural surveillance onto the surrounding public street.*

The proposed development is of a larger scale than neighbouring buildings. The front portion of the building includes a step back at

one storey on the south side of the façade, and three storeys on the north side of façade which does not exceed buildings within the immediate area. As such, the proposed development is in keeping with existing building heights. The development will not result in shadows that negatively impact heritage attributes.

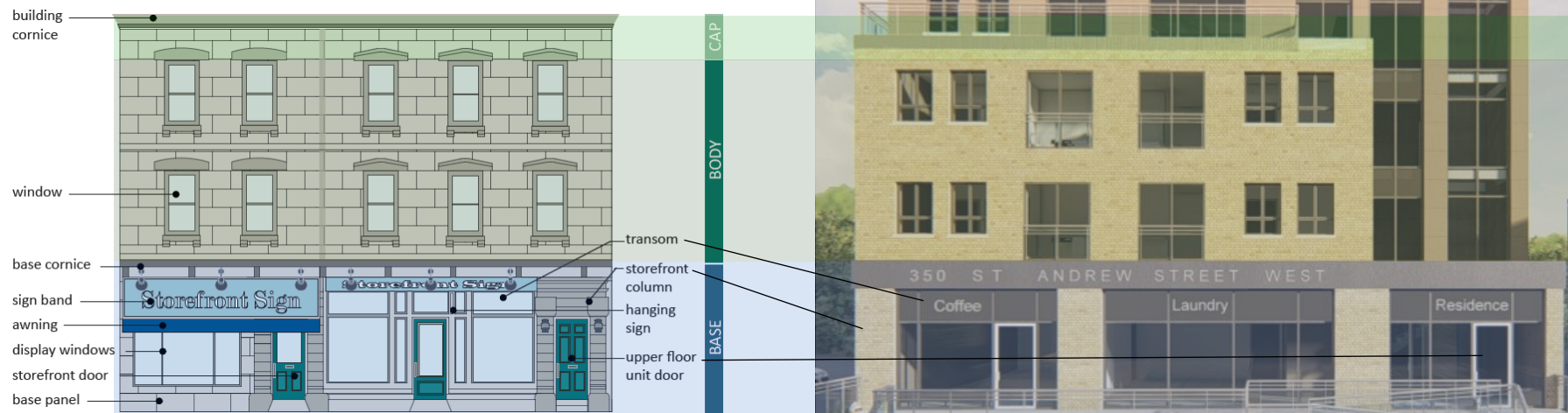
- Architectural styles that are inconsistent with and not part of the local vernacular should not be used in the design of new buildings or additions (i.e. French or Spanish influenced architectural styles)

Design Response: The proposed building will have a contemporary design, meaning the building will be designed with a present-day building style, using varied architectural details and modern materials. The colours and textures of the proposed development are reflective of the contextual surroundings and respectful of cultural heritage conservation.

- Roof type, scale, and pitch, as well as design elements, should be complementary to adjacent heritage buildings.

Design Response: The building is composed of a stone veneer, fiber cement board, and corrugated aluminum siding with a neutral palette. Details such as windows, patio doors, door frames,

Façade Components Compatibility



soffits, cap flashing with be black. The use of stone is consistent with the historical Town of Fergus and surrounding buildings. The roof is a platform roof which is common in commercial buildings. There will be pre-engineered glass railings incorporated into the building and used for balconies on the front façade and south elevation.

- Existing historic rooflines should be maintained, where feasible (***proposed height to be further evaluated for compatibility**)

***Design Response:** The proposed development is five storeys in height, the front façade has step backs to reduce massing along the streetscape. The massing is directed to the rear of the building.*

- Infill buildings should integrate into the existing fabric, and be aligned with the horizontal building elements (base, body, cap) of adjacent buildings.

***Design Response:** The building is designed with a defined base and cornice's provided on the first and third storeys to enhance the public realm and reinforce historic development patterns along St. Andrew Street West. The primary building entrances are designed to be visible from and directly accessible from the public street. The proposed development will have a front yard setback of 4 metres which recesses the massing of the building away from the streetscape to preserve view of the adjacent church. Driveway access to the proposed development is located off of St. Andrew Street West and provides direct access from the street to the structured and surface parking area, which is screened from view of the public realm and streetscape.*

TOWNSHIP OF CENTRE WELLINGTON URBAN DESIGN MANUAL

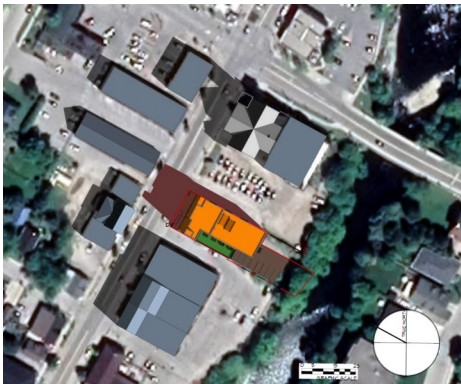
The Township's Urban Design Development Standards address matters such as vehicular and fire route access, parking lots, outdoor lighting, accessibility, landscaping, utilities, etc. and must be adhered to for any new development. These standards have been reviewed in the design of the conceptual site design in support of the zoning by-law amendment required to permit the development as proposed. As part of the formal site plan application process, an amendment to this brief will be provided to identify the detailed site designs compliance to the standards and guidelines included in the Township of Centre Wellington Urban Design Manual.

4.2 ANALYSIS OF MICROCLIMATE IMPACTS

SHADOW STUDY

A shadow impact analysis was requested to allow staff to better understand the net impact the proposed massing will have on adjacent properties. The shadow study diagrams are included as **Appendix A**. The following is a short summary of the shadow study findings:

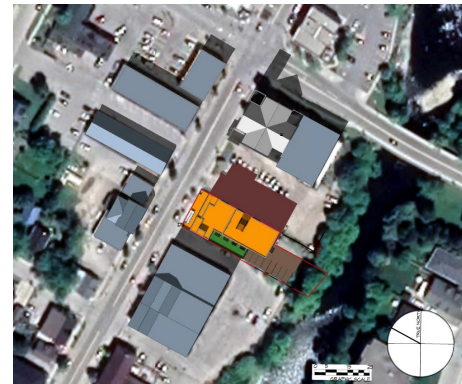
March/September 21: During the Spring /Fall time periods shadows fall, for the most part, within the subject lands and portions of the adjacent institutional use lands surface parking lot . Shadow impact are not anticipated to impact any existing built forms or public open



MARCH/SEPT—10AM



MARCH/SEPT—12PM



MARCH/SEPT—2PM



MARCH/SEPT—4PM

spaces.

June 21: During the summer time periods shadows impacts are limited to within the site slightly onto the adjacent institutional use lands and access lane for the proposed development. No existing built forms are impacted by the proposed development, nor are residential properties directly abutting the subject lands.

December 21: Properties on the west side of St. Andrew Street West across from the proposed development are anticipated to experience partial shadows during the morning time periods on December 21. Generally winter shadows are considered more acceptable as people are less likely to use their yards during this time of year, and shadows from existing buildings likely already impact these areas.

The shadow study diagrams demonstrate that the height and location of the building will not generate unacceptable amounts of shadows

4.3 CPTED CONSIDERATIONS

The proposed development has been designed with consideration of the basic concepts of Crime Prevention Through Environmental Design (CPTED).



ACCESS CONTROL

Access control is achieved by clearly differentiating between public space and private space. The principle of access control is directed at decreasing crime opportunity. The overall goal with this CPTED principle is not necessarily to keep intruders out, but to direct the flow of people while decreasing the opportunity for crime. The proposed development achieves access control by:

- Providing clearly identifiable, point(s) of entry into the building.
- Creating well-defined site entrances for vehicular access.



NATURAL SURVEILLANCE

Natural surveillance occurs by designing the placement of physical features, activities and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space. It is directed at keeping intruders under observation based on the theory that a person inclined to engage in criminality will be less likely to act on their impulse if he or she can be seen. The proposed development achieves natural surveillance by:

- Maximizing the number of "eyes" watching the site by creating a visual connection and maintaining unobstructed views from within the building to the exterior, as well as, between the street, the sidewalk, and the building.
- Proposing spaces and uses that are capable of generating activity (at-grade lobby/amenity areas).
- Placing windows along all sides of the building that overlook public sidewalk and parking areas.
- Designing lighting plans that avoid creating blind spots and ensuring potential problem areas are well lit (pedestrian walkways, stairs, entrances/exits, parking areas, recycling areas, etc.).



TERRITORIAL REINFORCEMENT

Territorial Reinforcement is the intentional design of the site to create a “border” between private and public property. These measures are not meant to prevent anyone from physically entering, but to create a feeling of territoriality and send a message to offenders that the property belongs to someone. The proposed development achieves the principle of territorial reinforcement by:

- Clearly delineating private from public property via: pavement treatments, entry treatments, landscaping, fencing, signage, etc.
- Delineating desired pedestrian and vehicular circulation.



MAINTENANCE

The other key aspect of CPTED is property maintenance; on the premise that good maintenance practices and upkeep send the message that the property is cared for on a regular basis. Following construction of the development, property management and/or management by a condominium corporation will ensure that the buildings interiors and exteriors are well maintained.

The proposed development will be also be subject to site plan approval including requirements to maintain the property for the life of the development.

4.4 CONCLUSION

The proposed development presented in this Urban Design Brief conforms to the Township of Centre Wellington's Official Plan policies and urban design objectives as well as the site specific goals and objectives identified herein. The development will have a positive contribution to the downtown in terms of design, pedestrian realm, and sense of place. Overall, the proposed redevelopment represents a significant investment in Fergus and will create new residential units in a high-quality development, all of which contribute positively to the Central Business District. In summary, the proposed development will:

- Capitalize on the existing location of the subject lands in proximity to the downtown core and within the designated Central Business District;
- Provide for intensification that is sensitive to the existing and planned surrounding context;
- Result in a pedestrian friendly development that supports active transportation and provides opportunity for trail linkage, while supporting existing and planned transit services, thereby minimizing future occupants' reliance on the automobile;
- Create strong visually appealing street edge;
- Result in a more efficient and sustainable use of the property;
- Increase the variety of unit types within Downtown of Fergus by offering smaller multiple residential units at an attainable price point; and
- Define the St. Andrew Street West street edge by incorporating high quality architectural detailing.

The proposed redevelopment is appropriate for this location and will contribute positively to the character and built form of downtown Fergus. The proposal additionally supports the vision to provide additional housing units into the downtown core of Fergus, and that are well connected to surrounding commercial, institutional, and recreational uses within Fergus.



APPENDIX A

SHADOW STUDY DIAGRAM