

Haldimand County

Dunnville Secondary Plan and Special Flood Plain Policy Update



Urban Design Guidelines

DTAH / MMM Group / May 2012

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Cover Images



Chestnut Street (1938).
Credit: Niagara Falls
Public Library



Recent development
in Brampton, ON
demonstrating an
appropriate scale and
character for Dunnville.
Credit: Sean Marshall,
Flickr.

1 / Introduction

Haldimand County initiated in 2011 the Dunnville Secondary Plan and Special Flood Plain Policy Areas Update. These urban design guidelines are a tool to assist the County and the residents and businesses of Dunnville achieve a long-term vision. They will support the County's Official Plan and Secondary Plan effort and build on and reinforce the direction from the previous Haldimand County Streetscape Plan and Urban Design Guidelines (2010). The urban design guidelines should be read in conjunction with the Official Plan, the Dunnville Secondary Plan and other applicable policy documents.

The purpose of these guidelines is to develop a realistic urban design framework to help direct change in specific areas of the downtown and emerging retail commercial growth areas as well as better connect these two locales. The primary emphasis is to encourage appropriate urban street-related development with a mix of uses with support from a high-quality, pedestrian-focused public realm.

The guidelines are intended to provide direction rather than prescriptive requirements for the four defined Special Areas within the Secondary Plan area. The County has the authority to waive individual guidelines for specific projects if this would better achieve the design policy objectives than strict application of the guidelines.

This document is organized into five sections:

- **Urban Design Framework** – describes the overall land use and urban design concept for the Secondary Plan Area;
- **Guiding Principles** – articulates the overall vision for the physical form and character for the Special Areas;
- **Built Form Guidelines** – addresses the key elements regarding the placement and design of buildings, how they relate to one another and shape the public realm;
- **Public Realm Guidelines** – addresses the key elements of the space between buildings—the streets, parks and open spaces; and
- **Guidelines for Special Areas** – more specifically suggests the built form and public realm character and potential form for each of the four special areas—the County-Owned Waterfront Lands, Main Street Corridor, Broad Street Transition Area, and the Broad Street and Taylor Road Retail Node.

2 / Urban Design Framework

The Urban Design Framework (Figure 2.1) illustrates the overall high level and long-range land use and urban design concept for the Secondary Plan area, with particular focus on the built form and public realm character of the four Special Areas—Waterfront, Main Street Corridor, Broad Street Corridor, and the Broad Street/Taylor Road Retail Node.

Connecting to the River

A long-standing objective for Dunnville has been to extend the downtown towards the Grand River. New street-related development which may include retail-at-grade will help to animate Main Street. Streetscape improvements, expanded public open space and other amenities will help downtown become more connected to the river upon which it was founded.

Making Streets as Places

Broad Street and Main Street will become more than corridors for vehicles. They will support street-related redevelopment that encourages walking and cycling. They will become more urban places with a wide range of activities and amenities like Queen Street and Chestnut Street today. The streets, public lanes, and private walkways that connect Broad Street to Main Street will become more important as redevelopment takes place.

Creating Landmark Features

A proposed Farmers Market structure and the eastern entrance features will provide two different types of visual landmarks and terminus announcing arrival into Dunnville. The Farmers Market will frame the Main Street frontage and be visible when approaching from the west, from Queen Street down the pedestrian lane and Bridge Street, and will become a welcome gathering place and source of pride for the community. The eastern entrance features will be more formal with well-designed signs and plantings, and provide a balanced counterpoint to Dunnville's existing entrance features from the west.

Encouraging a More Walkable Dunnville

New pedestrian crossings and the river walk will encourage greater pedestrian activity. This will in turn support the existing shops and services and inspire new businesses to take advantage of a revitalized downtown. Pedestrian pathways are encouraged through larger sites to improve connectivity from Broad Street to Main Street and the waterfront. New mid-block crossings or new signalized intersections should be introduced where current crossings are of great distance apart.

Developing the Retail Node as a Gateway

Rather than the common definition of a gateway as an object, the entire Broad Street Taylor Road retail node will become Dunnville's eastern gateway. High quality built form, site design and public realm should relate to the character of the main street and historic commercial core and reinforce the rural agricultural roots and small town flavour of Dunnville and Haldimand County.

Fostering a More Green Dunnville

New large canopy street trees, passive stormwater management techniques, well-planted front yards and commercial properties—along with a more inviting pedestrian and cycling environment—will further the green identity of Dunnville.

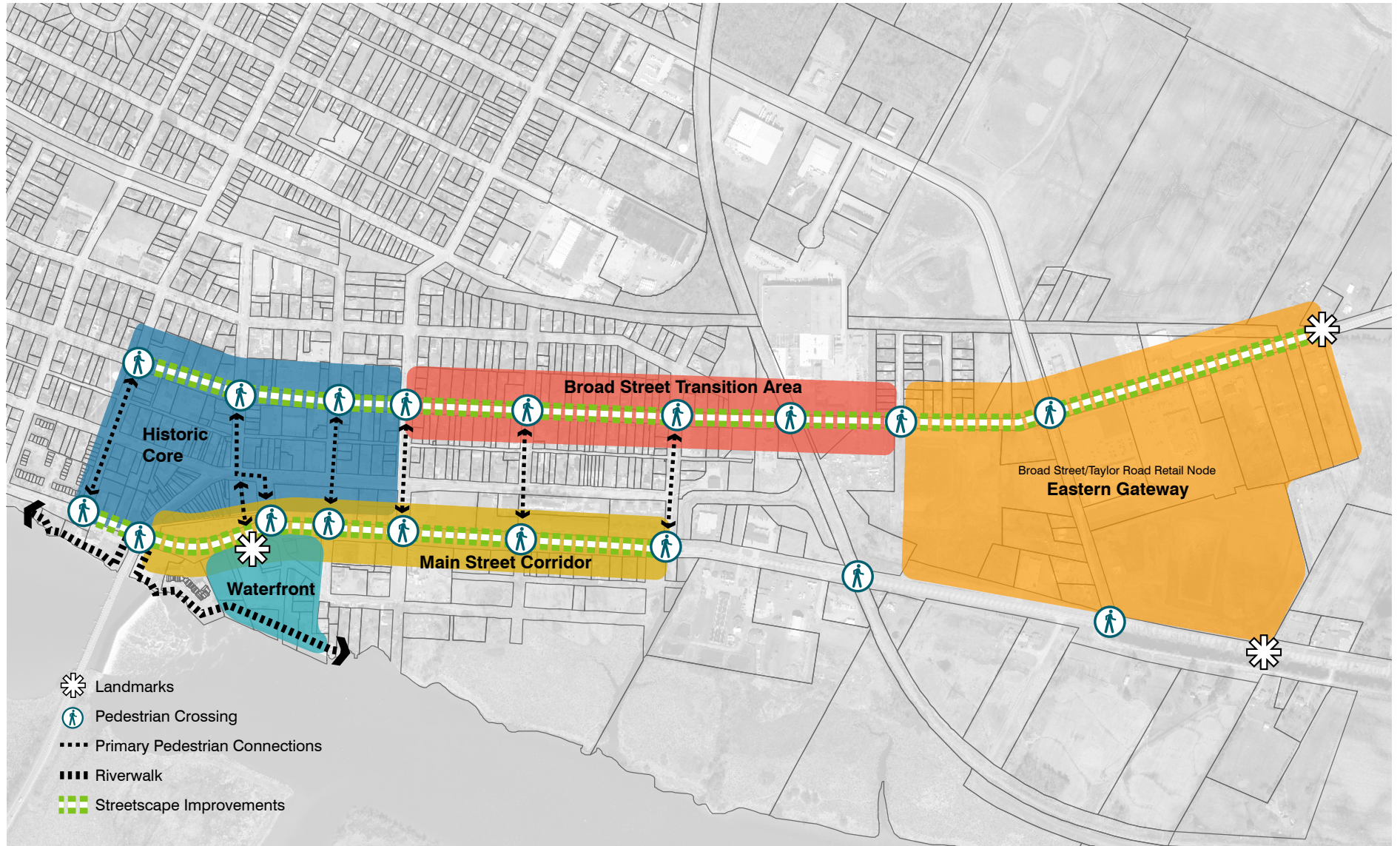


Figure 2.1: Urban Design Framework - Dunnville Secondary Plan

3 / Guiding Principles

3.1 Encourage a Well Integrated, Rich and Varied Urban Form

Principle: Redevelopment should include a broad mix of housing, commercial and employment uses, focused within the downtown and along the corridors with transitions down towards the existing residential neighbourhoods.

With redevelopment comes the opportunity to define vibrant mixed use and high quality development—to create places where people will want to live, work, recreate, shop and spend time. Redevelopment should incorporate mixed use projects, new housing, neighbourhood-serving retail, employment, schools, day care centres, parks and other amenities to serve the local community.

New development should be compatible with the existing neighbourhoods and sensitive to their context. The majority of new buildings should fit in, not stand out. Special places and locations will deserve special buildings, but not every site. Not every new building needs to be a landmark or symbol. The scale of new development must balance the intensification objectives with the protection of adjacent existing neighbourhoods and the small town character of Dunnville. Intensification can and should improve overall environmental and community sustainability.



Good urban places balance new with old, support a wide range of activities and mix of uses, and are well-designed.

3.2 Redevelop with Appropriate Densities

Principle: Redevelopment densities should meet Provincial and County intensification objectives while minimizing the impact on existing low-density residential areas.

Density controls are required to help guide the intensity and location of redevelopment within the study area. Density controls are planning tools used to regulate the size, massing and location of new buildings. These controls should work in concert with built form guidelines to limit building mass adjacent to the existing neighbourhoods, with greater massing towards the main streets.

The Province established recent planning intensification targets that were further refined by the County. The Haldimand County Official Plan recommends that intensification should largely take place within the existing urban areas, with Dunnville to accommodate over 500 additional dwelling units by 2026, 11% of the total County growth over that period. Much of this population growth will be accommodated in redevelopment areas such as the Downtown Intensification Area and the Intensification Corridors along Main Street East and West.

3.3 Provide Appropriate Transitions to Adjoining Neighbourhoods

Principle: The interface between redevelopment sites and neighbourhoods should respect the character of the residential areas and historic commercial core and minimize adverse impact by creating a comfortable transition in the built form and treatment of the landscape interface with the public realm.

New buildings should be context sensitive, respond to the characteristics and features of the individual sites, and be developed to minimize the visual impacts of medium to higher density development on the adjacent low-density residential neighbourhoods. Building height and scale should be stepped down towards the low-rise residential areas by respecting angular planes and incorporating appropriate setbacks.

3.4 Enhance Community Facilities through Redevelopment

Principle: The County should encourage redevelopment to improve the quality and supply of community facilities and services within Dunnville.

A considerable benefit of redevelopment is the opportunity for the County to enhance community facilities, services and other public amenities through various mechanisms. Potential enhancements could include the acquisition of land for—and the on-going operations and maintenance of—parks and open space, expansion of waterfront open space, facilities for public access to the river, farmers market, streetscape improvements and infrastructure upgrades.



New public amenities—such as a new landmark Farmers Market structure and new waterfront public open space—are a potential benefit that may result from redevelopment.

3.5 Demand Design Excellence

Principle: The County and Dunnville should require excellence in the design of all aspects of the urban environment: buildings, streets, parks and open spaces.

As Dunnville intensifies, greater demand will be placed on the built environment. It is critical that all new projects, whether buildings or public spaces, be of the highest quality. One of the key goals to intensification and redevelopment should be to achieve superb architecture, landscape architecture and urban design that improves the public realm. New works should respect and fit within their context and improve their overall setting.

For the County to demand high quality projects is to recognize the importance of the built environment to the fundamental economic and competitive advantage downtown Dunnville holds. As growth occurs so will the need for design excellence. It does not serve the County to accept mediocrity. Any effort to elevate the importance of design in the public eye is worthy.



All projects—new residential, commercial or mixed-use buildings, streetscape, or public open spaces—should demonstrate exceptional design quality that reinforce and strengthen Dunnville’s character and image.

4 / Built Form Guidelines

4.1 Site Plan Organization

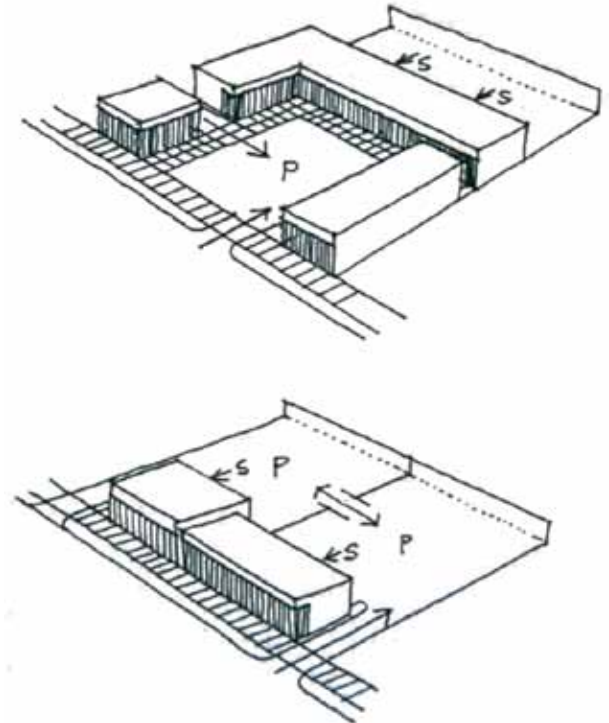
Principle: The parts of each development, whether modest or grand, must be laid out to function well, respect heritage values, and conform to the Official Plan, Secondary Plan, and other plans approved by the County.

The site plan is the foundation for much of a project's design quality. The County should expect proponents to conduct a thorough site analysis of the proposal, leading to a set of site-specific intentions or objectives upon which the scheme and its site organization will be based. These will cover such aspects as the project's larger cultural landscape, environmental sustainability, microclimate (improving wind, rain, snow, and sun-shade comfort), County parking standards,

minimizing paved surfaces, best green practices, storm water management, and vehicular, cycling, and pedestrian circulation linkages of all types to and through the site. The proponent should share alternative layouts, and explain the reasoning by which the proposed solution is derived.

Guidelines

- Buildings should be positioned to define and enhance the pedestrian realm.
- Parking and servicing entrances should not dominate the street frontage of any development.
- Primary pedestrian entrances should be visible and easily accessible from the public sidewalk.
- Buildings and other elements should be organized on a site to respect adjacent land uses and public open spaces.



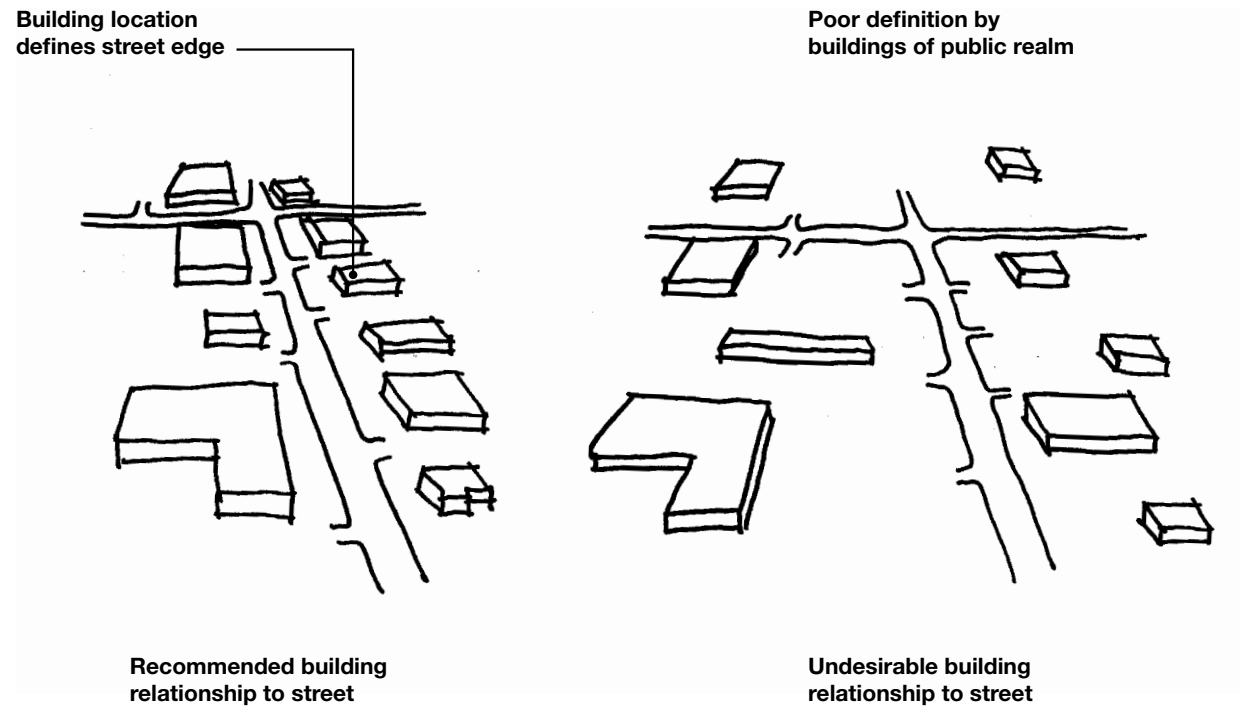
A simple illustration demonstrating the different ways to better organize a retail commercial site.

4.2 Setbacks and Build-To Lines

Principle: New development should be located with frontage towards the primary address street to frame and give shape to the public realm.

Guidelines

- New development should be built to the established setback/build-to line as defined by the County Zoning By-Law and relate to its context and neighbouring buildings.
- Build-to lines shall generally be 3.5 metres from the public right-of-way to allow for residential landscaping and retail commercial uses to make use of the street frontage for seating and displays. For retail commercial uses, the primary pedestrian surface treatment will extend to the building face to create a more broad and generous boulevard.



Buildings—no matter their use—should have a strong relationship to their primary frontage street. By locating along a build-to line the definition of the public realm will become more clear.

4.3 Building Design

Principle: Good urban places should be composed of many buildings, varied in type and size. New buildings should help shape the pedestrian realm, respect existing land uses and incorporate the most recent advances in sustainable building and sound community development principles.

Guidelines

- Careful consideration of a building's massing, articulation of the façade, scale and proportion of elements, and selection of appropriate building materials are all essential components of a building's contribution to a great public realm.
- At the ground level, the design and scale of building façades and sidewalks should enhance the pedestrian experience by being visually interesting, active, and comfortable.

- Design excellence should be evident in all aspects of building design, including the choice of materials, proportion and massing, detailing, colour, lighting, and all other areas of design.
- Permanence, scale and finish of materials should be appropriate to their use and location, especially for at-grade elements. A cohesive, finished appearance should be achieved throughout the building elevations.
- The scale, articulation, rhythm, proportion, pattern, colour, texture and materials of buildings shall be complimentary to adjoining buildings, existing and new.
- New buildings should be of their time, respond to their context in a sensitive manner, but not be nostalgic.



New buildings should strive for design excellence, making use of traditional materials such as brick, wood and stone, with pleasing and complimentary proportions to the existing Dunnville character.



New buildings should respect their heritage context but be of their own time without being nostalgic. They may reference traditional forms but not simply imitate.

4.4 Building Heights

Principle: Most of the redevelopment should be in low-rise buildings that address the streets and other public spaces to give shape and a sense of enclosure to the public realm.

Guidelines

- Building height should reflect the importance of each street.
- New buildings shall be designed with a minimum street wall height of 2-storeys and a maximum street wall height of 3 storeys. Stepbacks of 2 metres are required above the third storey.
- Single storey medium and large format commercial buildings should approximate a minimum 8- metre or 2-storey building height.
- Within the historic core, Main Street Corridor, and the Waterfront Lands new as-of-right buildings shall not exceed 4 storeys in height.
- Within the historic core, 6-storey residential apartment buildings are permitted by special condition per the Official Plan. These buildings will require a 2-metre stepback at 3 storeys and a 2- metre projection zone above the fifth storey.
- In the Broad Street corridor, new as-of-right buildings shall not exceed 3 storeys in height.



A minimum 2-storey street wall of continuous or closely related buildings can provide sufficient enclosure to create a comfortable pedestrian realm. Other elements such as trees, decorative street lighting, furnishings and on-street parking further enrich the space.

4.5 Ground Floor Uses

Principle: Buildings should have continuous frontages of grade-related uses with direct access from public sidewalks. The ground floor shall incorporate the most public and active uses within the building to activate the street. Parking shall not dominate a site's public frontage. In neighbourhood retail areas, primarily devote the street level frontage to entrances, shop windows, or other displays.

Guidelines

- Ground floor spaces in all commercial buildings shall be designed to accommodate a range of retail uses, future market flexibility and change of use.
- Retail commercial uses at grade should have a high degree of transparency with windows for displays and frequent entrances to animate the street environment.
- The minimum ground floor height should be 4.5 metres above grade. Within the floodplain, properties may be required to raise their ground floor above grade.

- At the ground floor level, any setback zone shall be treated as an extension of the public realm, to provide additional outdoor space, allow for at-grade uses to expand outdoors, and to encourage street animation. Ground floors for retail commercial uses shall be universally accessible, articulated to respond to human scale and provide good visual connection between interior spaces and the public realm.
- Encourage the development of publicly-accessible open spaces at ground level. Where feasible, design these open spaces in relation to local serving retail uses such as cafes and to the public open space network.
- Residential uses should have grade-related units directly accessible from the public sidewalk to animate the street and provide a higher sense of security and ownership.



Windows at street level with doors accessible from grade support and encourage a pedestrian friendly retail activity.

4.6 Building Entrances

Principle: Frontages with commercial uses at grade should provide barrier-free access from the public sidewalk. Frontages with residential uses at grade should have units with direct access from the public sidewalk.

Guidelines

- Retail commercial uses are encouraged at grade when fronting on main streets. The ground floor for all buildings in this context shall be designed with sufficient floor to ceiling heights to accommodate retail or other commercial uses.
- Ground floor residential units are encouraged to have their principal entrance from the neighbourhood streets where feasible. Frequent residential entries are encouraged to create fine-grained, pedestrian-oriented streets.
- Vehicular access should be appropriately integrated into the design of the building massing and public realm, in such a way that it supports the design concept and does not detract from the design of the building elevation and the overall character of the street.

- Where private courtyards and outdoor spaces are visible from the public realm, consideration should be given to pedestrian experience and views from the public realm. These spaces should expand on and not detract from the pedestrian experience of the public realm.
- For larger buildings with shared entries, entry should be through prominent entry lobbies or central courtyards facing the street. From the street, these entries and courtyards should provide visual interest, orientation, and a sense of invitation.
- Provide multiple entries at street level where appropriate, if consistent with security and other concerns.
- Ground floor residential units are encouraged to have their principal entrance from the neighbourhood streets where feasible. Frequent residential entries are encouraged to create fine-grained, pedestrian-oriented streets.
- Parking and service areas should be in the interior of the blocks and accessed from local streets.



The principle entrance of residential units at grade should be accessible from the public sidewalk, but set back a sufficient distance to permit front yards and an appropriate level of privacy.

4.7 Corners Sites

Principle: Buildings on corners and in other prominent locations should have special architectural treatment and emphasis. Each corner site is an opportunity to maximize views and sunlight exposure. To realize this advantage and encourage architectural variety, each corner should hold the street wall by building to the street face for a minimum distance of 15 metres.

Guidelines

- Corner buildings should be given special architectural treatment to make them stand out from the building pattern along the rest of the block.
- Encourage buildings on corner sites to locate their primary entrance at the corner.



The Dunnville Dominion Public Building is a fine example of how a building should take advantage of a corner site.



An example of a mixed-use building with a subtle yet appropriate corner treatment.

4.8 Balconies and Projections

Principle: Integrate private balconies, outdoor terraces and bay windows into the overall form and design of the buildings.

Guidelines

- Balconies and projections should be contained within the building envelope, extending no more than 1.5 meters from the primary building face.
- A 2-metre projection zone with a 50% limit is provided for the top floor of 6-storey apartment buildings (permitted in the historic core by special Official Plan condition only).
- Entrance canopies, awnings and signage shall be appropriately scaled, attractive and integrated into the architecture of the building to contribute a positive vibrancy to the public realm.
- Building utilities, vents, service meters and connections shall be minimized on primary street facades, concealed (within the building or by landscape elements) and integrated within the overall design of the building.



Balconies, porches and other elements projected from the primary building face should be integrated with the overall form and design of buildings, and not appear to be simply decorative.



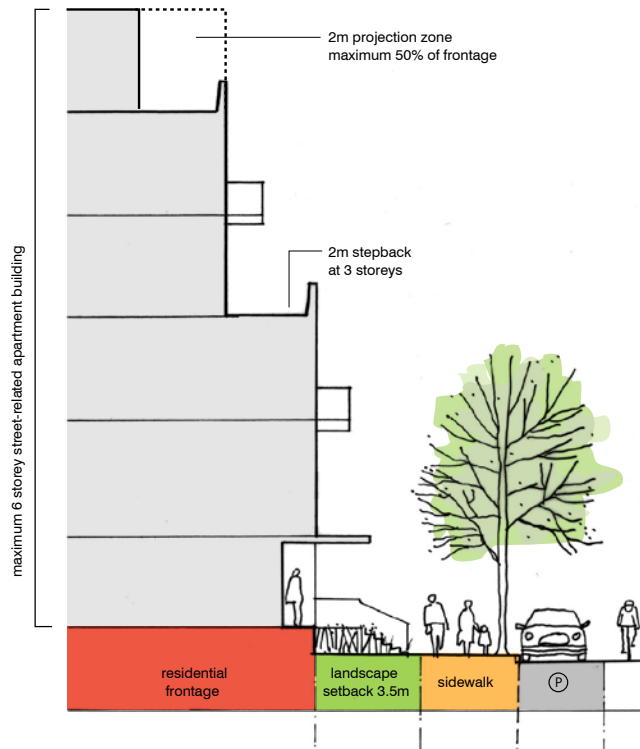
Well-designed signs scaled to the pedestrian should compliment the building and not dominate the façade.

4.9 Vehicular Access, Parking and Servicing

Principle: Minimize the impact on the public realm of vehicular circulation and access routes to parking and servicing.

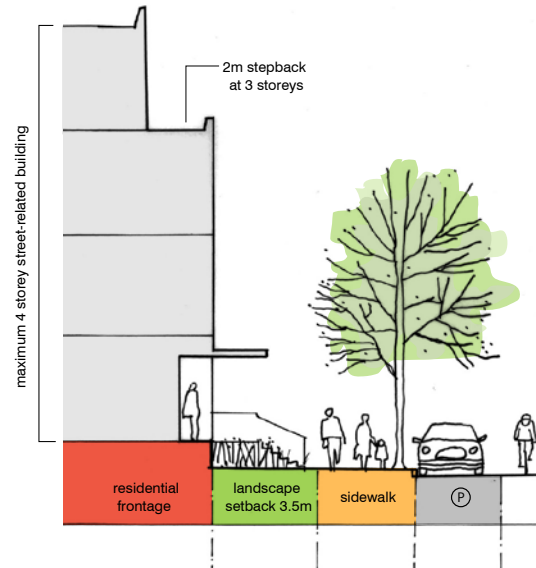
Guidelines

- Minimize interruptions by vehicular access to building frontages.
- Avoid residential frontages where the garage is the dominate feature over other elements such as the main entrance, front door, porch or stoop. Residential parking is preferred to the side or rear of the property.
- Service entries should be screened to provide a visual buffer and reduce noise impacts on adjacent neighbourhoods
- Shared rear access lanes and interior service courts are encouraged.
- To minimize conflicts between vehicles and pedestrians:
 - » Vehicular access should be primarily from local streets, rear service lanes or, on large parcels, new internal streets;
 - » Vehicular access should be consolidated to serve multiple buildings. Shared rear access lanes and interior service courts should be encouraged;
 - » Large land parcels should include a more refined street network to ensure a high-level of permeability for public circulation and to encourage a scale of redevelopment similar to that of a traditionally sized block; and
 - » New public streets should meet all municipal standards and guarantee full public access and landscaping.
- Surface parking should be minimized and generally limited wherever possible. Where surface parking is provided, the main parking area should be located at the rear or side of buildings fronting on to the primary address street.
- On-street parking should be provided wherever possible on the local streets to serve a number of purposes: to help calm traffic and to supplement the overall parking supply serving the main streets and local neighbourhood.



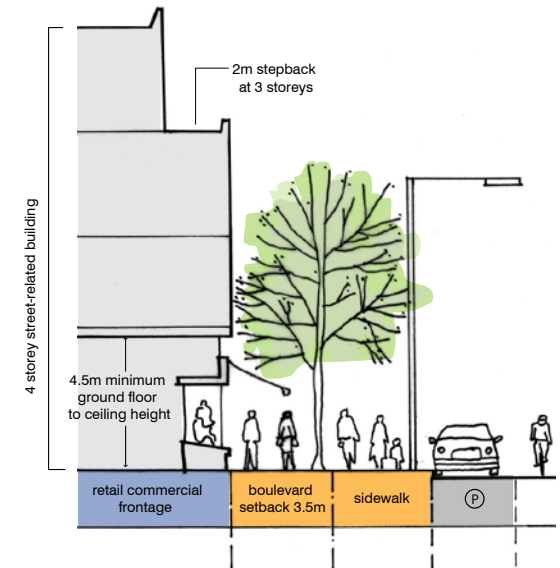
Apartment Building

- This building type is currently permitted by special condition in the Historic Core as stated in the Halidmand County Official Plan
- Maximum 6 storeys with 2-metre step back at 3 storeys to maintain street wall
- 2-metre projection zone above 5 storeys, with a maximum projection of 50% of the total facade
- 3.5-metre landscape setback
- Street tree shown planted within the public right-of-way where feasible



Residential

- Maximum 4 storeys with a 2-metre step back at 3 storeys to maintain the street wall
- Grade accessible residential units
- 3.5-metre landscape setback
- Street tree shown planted within the public right-of-way where feasible

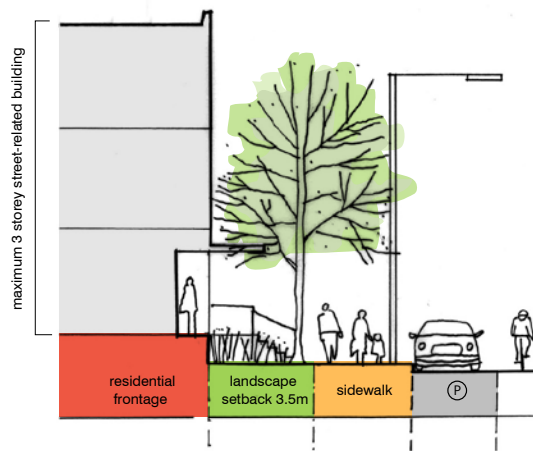


Mixed-Use

- Maximum 4 storey mixed-use building with 2-metre step back at 3 storeys to maintain streetwall
- Minimum 4.5 metre ground floor to ceiling height
- 3.5-metre boulevard setback
- Street tree shown planted on private property

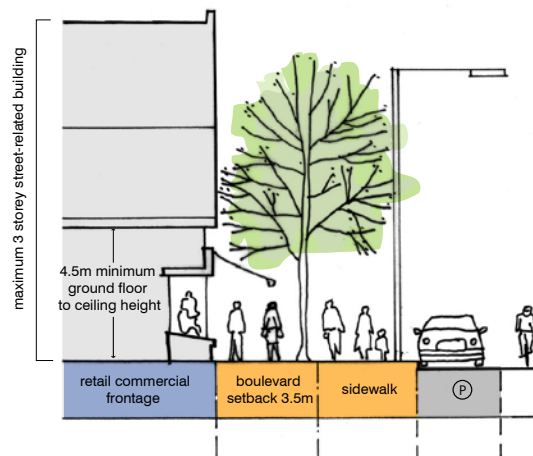
**Figure 4-1: Section - Built Form and Public Realm
Historic Core Special Condition**

**Figure 4-2: Sections - Built Form and Public Realm
Main Street Corridor and County-Owned Waterfront Lands**



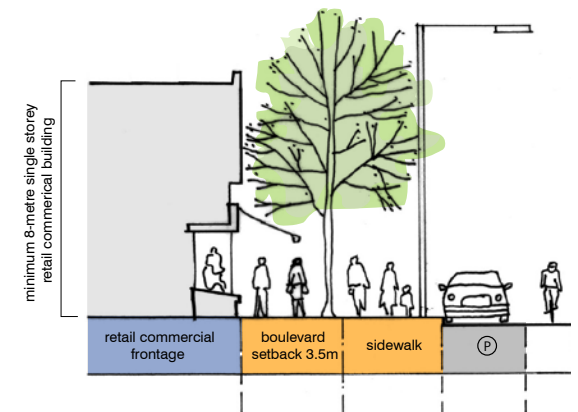
Residential

- Maximum 3-storey street-related residential building with grade accessible units
- 3.5-metre landscape setback
- Street tree planted on private property



Mixed-Use

- Maximum 3-storey street-related mixed-use building with retail commercial uses at grade
- 3.5 metre boulevard setback
- Street tree planted on private property



Single Storey Retail Commercial

- Minimum 8-metre (approximate 2 storey) street-related retail commercial use
- 3.5 metre boulevard setback
- Street tree planted on private property

**Figure 4-3: Sections - Built Form and Public Realm
Broad Street Transition Area**

**Figure 4-4: Section - Built Form and Public Realm
Broad Street and Taylor Road Retail Node**

5 / Public Realm Guidelines

5.1 Develop Complete Streets

The pedestrian environment refers to the structure, setting and support for public life in urban settings. A public realm that is well proportioned, connected, legible, comfortable, safe and attractive, contributes to the quality of life for all citizens. Improvements for pedestrians should focus on increasing space to support social and retail activities, providing visual relief in an urban setting, and elevating environmental quality.

It is often assumed that the main purpose of streets is to accommodate the movement of vehicles and to provide for the routing of public utility lines. Most current standards and criteria for the design of streets reflect those priorities.

Beyond their utilitarian purposes, streets have many other, equally important dimensions. Streets are highly valued civic spaces as settings for public

social life and activity. The best, most popular and thriving main streets are where there are narrow-fronted shops and transparent display windows and entrances, set back sufficiently from the roadway to allow for canopies, street trees and furniture, and room for boulevard window shopping, outdoor eating and merchandizing, as well as the circulation of passing pedestrians. Parked vehicles at curbside also help to insulate walkers from moving traffic. This typifies the historic Dunnville downtown.

The best local residential streets are intimate in scale and detail, allowing residents to live at a slower pace. Buildings are appropriately designed and set back further from the roadway with lushly planted and well-maintained front yards. Traffic is slower, providing a higher sense of safety for cyclists and pedestrians.

5.1.1 Create an attractive and effective pedestrian environment

Streets are public spaces that should be seen as ‘urban rooms’ with floors, walls, ceilings or canopies, and furnishings. The quality of this space relies heavily on the attention given to the design, landscaping, materials and finishes applied to the area that is closest to the pedestrian.

Guidelines

- Sidewalks should be designed with coherent street walls, street trees, and other elements that give enclosure to the street spaces.
- Clear (and possibly subtle) indications should be provided to delineate between public and private spaces, in the choice of paving, walls, steps, materials, plantings, etc.
- Pedestrian scale lighting at appropriate locations and well-designed street furniture including benches, garbage receptacles and bicycle parking facilities should be incorporated into the design of pedestrian spaces.



Vibrant main streets should serve as public spaces that allow for activities to mix and mingle, extending from the interior of buildings to the outside.



Creating opportunities for retail commercial uses to spill out to the sidewalk will enliven and enrich the pedestrian experience.



Sensitive design of the pedestrian environment can greatly improve both social and recreational activities as well as foster a sense of community.

5.1.2 Design streets to be safe and pedestrian friendly

Engineering standards for design of streets represent critical elements that should significantly improve how safe a street is and how well it will be used by pedestrians.

Guidelines

- Traffic lanes, intersection geometries, and other vehicular traffic design standards should be dimensioned to be consistent with the type and multi-purpose use of each street.
- A minimum sidewalk width should be designed to be free of obstacles for safe passage by two wheelchairs. Sidewalk ramps and reasonable sidewalk grades for wheelchair accessibility should be incorporated into the design (per Haldimand County standard).
- Underground utilities should be coordinated and consolidated to ensure operational and maintenance efficiency and the protection of undisturbed areas for municipal tree planting.

5.1.3 Design streets as settings for a range of opportunities

The best streets are supportive settings for a wide range of social and recreational activities—places for sidewalk games, cycling, strolling, walking the dog, porch sitting, people watching, window shopping and unplanned social encounters that make for good gossip, news gathering and conversation. Residents will often use their place on the street as a means of personal expression. Merchants use displays to inform and entice potential customers. Restaurateurs expand their seating capacity in the summer months with outdoor café seating.

Landscape influences pedestrian comfort within the public realm. Street trees with broad canopies can normalize local air temperature in the summer allow for greater sunlight exposure in the winter, and reduce wind speeds year around.

Guidelines

- Allow for on-street parking where possible.
- Provide dedicated marked bicycle lanes where possible.
- Provide minimum pavement dimensions on residential streets to encourage low traffic speeds.
- Provide canopy trees on or close to sidewalks for summer shade.
- Incorporate stoops, porches, terraces, canopies etc. into the design of buildings to encourage residents to linger and socialize outside the entrance to the homes.
- The design of the streets should allow for many uses of the front yard setback areas, provide the opportunity for personal presentation, and perform the transition between the public and private realms.



The first few metres back from the sidewalk provide the space to demonstrate the rich character and individuality of a residential local street.

5.2 Create Better Parks and Open Spaces

New public parks, promenades, streetscape improvements and privately owned parkettes should be combined to form a coherent, publicly accessible pedestrian and bicycle green space system.

With redevelopment and intensification, resources available for urban open space become increasingly scarce. However, this activity should present the opportunity to contribute to new high-quality parks, streetscape improvements and recreational opportunities.

Guidelines

- The County should develop a detailed implementation strategy for the County-owned waterfront lands which may include a significant park space component.
- Introduce a publicly accessible pedestrian path system or boardwalk along the river's edge. The County should either establish a formal easement across privately-owned land where appropriate or feasible, purchase land, agree to a long-term lease, or negotiate a land dedication or land exchange.



Facilities like an amphitheatre designed to accommodate occasional flooding could host events and bring residents and visitors closer to the Grand River.



Public access to walk along the river would truly make Dunnville feel more like a waterfront community.



New waterfront public open space as an extension of Garfield Disher Park towards Main Street would be a valuable addition to Dunnville.

6 / Guidelines for Special Areas

6.1 County-owned Waterfront Lands

The public engagement process for the Dunnville Secondary Plan clearly indicated the desire and will of the community to play an important role in defining the form and character of their downtown and waterfront. What was heard throughout the process was that the County-owned Waterfront Lands are highly valued and should be redeveloped appropriately to bring the greatest benefit to the community. A balanced approach—one that considers the quality of the public realm alongside other uses—will lead to a vibrant, healthy, and sustainable downtown.

The key messages that emerged from the public engagement process include:

- Generous public access to the river is of paramount importance.
- Strong support for a generous public open space on the waterfront.
- The need for a visually prominent structure with associated parking to house the Farmers Market.
- A river-oriented gathering place for outdoor performances that would bring people to the waterfront and Dunnville.
- Improved public access along the river's edge that would facilitate greater use of the waterfront lands.
- Improved pedestrian and visual connections from the downtown and Main Street to the waterfront.
- Private development is important for the revitalization of the downtown but the waterfront lands are not the appropriate location for large scale infill.
- The community is strongly opposed to the sale of large portions of public land for private development.

This document recommends that the redevelopment of the County-owned Waterfront Lands should be directed by the following built form, parking and access, and parks and open space guidelines.

These guidelines consider the value and importance of the County-owned Waterfront Lands and accurately reflect the public interest.

Built Form

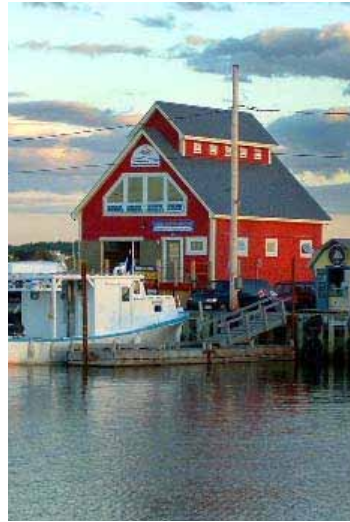
- A new visually prominent structure to accommodate the Farmers Market should front on Main Street, occupying no greater than 1/3 of the total Main Street frontage. Together with the park frontage, this will guarantee that no less than 2/3 of the south side Main Street frontage is in public ownership. Such a structure could include associated uses such as a café, publicly accessible washrooms, or accommodate other activities. The structure could potentially operate year-round.
- The County should proceed to investigate the potential for improving or redeveloping the Dunnville Boat Club facility to accommodate shared boat club, marina and waterfront restaurant uses.

- If the redevelopment of the lands includes private development, it should be a mixed-use project with active retail commercial uses at grade and located along the Main Street frontage, which strengthens the relationship to the downtown and adds vibrancy to the waterfront.

» From an urban design perspective, the preference is to locate potential new development in the most strategic location. The urban design framework indicates that connecting the downtown to the river is highly important. The best way to achieve this is through the addition of built form along the Main Street frontage, and more specifically on the north side as an extension of the existing downtown.

» If the redevelopment of the lands includes private development on the south side of Main Street, it should not exceed more than 1/3 of the total of the Main Street frontage.

» If the redevelopment of the lands includes private development, it shall adhere to these urban design guidelines.



An expanded marina operation with restaurant will invite more activity to the waterfront. This important public building should reflect an appropriate character for Dunnville and perhaps take on a marine vernacular form with simple materials and detailing.



The strategic role of development along the Main Street frontage should be to increase pedestrian activity and add vibrancy to the downtown and waterfront (credit: AIAflickrgroup - flickr.com).



A new Farmers Market structure should be well-designed, rooted in rural architectural tradition and serve as a focal point for the community.

Parking and Access

- The County should ensure that a sufficient parking supply is retained in the downtown to accommodate the anticipated demand.
- The County should provide a new surface parking lot associated with the Farmers Market structure.
- The County should provide boat launching facilities and sufficient docking and parking areas to accommodate visitor and marina activities.
- If the redevelopment of the lands includes private development, access to these lands should minimize interruptions to the primary pedestrian boulevards along Main Street and access and visibility to the waterfront.
- Additional parking facilities should incorporate features such as landscaping, signage and lighting in keeping with the Downtown character and consistent with streetscape improvement efforts by the County.

Parks and Open Space

- The County should provide a significant new and expanded public open space as part of the County-owned Lands redevelopment with no less than 1/3 of the total Main Street frontage. This will guarantee that no less than 2/3 of the southside Main Street frontage is in public ownership. The new public space should include an informal amphitheatre to accommodate larger gatherings, performances and events in addition to community recreational uses (such as a splash pad or play areas).
- Redevelopment of the Waterfront Lands should seek to retain mature trees and vegetation where possible, and address the flood hazards associated with the area.
- The County should proceed to investigate the potential for creating a riverfront promenade from Wingfield Park to Garfield Disher Park.



Ensuring access to public open space and the river's edge is a critical component of the urban design guidelines.



An informal amphitheatre within the expanded public space will promote performances and other community festivities.



The expanded riverfront park and public open space should invite a greater number of residents and visitors to the waterfront (credit: equuspower - flickr.com).

6.2 Main Street Corridor

The Main Street Corridor represents a significant component of Dunnville's waterfront and should enhance the connection and integration of Main Street with the historic commercial core and the County-owned waterfront lands. These guidelines augment the Haldimand County Streetscape Plan and Urban Design Guidelines, and identify more detailed guidance for Main Street. The intent of these guidelines is to facilitate a more safe and aesthetically pleasing area that can accommodate a greater range of uses and activities. New development is encouraged to contribute to an attractive and cohesive streetscape and facilitate a more inviting and pedestrian friendly environment.



New built form on Main Street and related to the downtown and waterfront should encourage grade-related retail commercial uses with residential or office above. This clever example in Port Credit, Mississauga has townhouse units accessible from the rear of the main street frontage.



A mixed-use building type with grade-accessible shops in a residential form is appropriate for Main Street.

Built Form

- New development should strongly relate to the primary address streets, and follow the setback/build-to line requirements established within these guidelines and per the Haldimand County Zoning By-laws.
- The build-to line shall be 3.5 metres from the public right-of-way to facilitate outdoor seating and residential gardens at the street frontage.
- The minimum height for buildings fronting on Main Street shall be 2 storeys.
- The maximum height for buildings fronting on Main Street shall be 4 stories, with a 2-metre step back above 3 storeys.
- Retail commercial uses in mixed used development will require a minimum ground floor height of 4.5 metres.
- Residential uses at grade will require units directly accessible from the public sidewalk to animate the street and provide a higher sense of security and ownership.
- New development should provide a well-landscaped property. Residential uses should have a well landscaped frontage on Main Street.
- Encourage building design and architectural styles which reinforce the built form character and architectural styles of Dunnville.

Access and Parking

- Locate driveways to minimize impact on the pedestrian realm. Consider shared driveways or rear lane access where appropriate.
- Main surface parking shall be located to the rear and side of buildings, not between the sidewalk and the main pedestrian entrance.
- Divide up large expanses of asphalt with space for planting to provide visual relief and provide shade during the warmer months.
- Locate primary pedestrian entrances towards Main Street. Provide direct access from public sidewalk to building entrance.
- Screen servicing and loading access from the pedestrian boulevards with fencing or landscape buffers.

Streetscape

- Introduce new street lighting, street trees and furnishings as recommended by the Haldimand County Streetscape Plan.
- Introduce on-street parking where possible.
- Introduce dedicated on-street bicycle lanes where possible.
- Continue to monitor the need for a new controlled pedestrian crosswalk at the intersection of Bridge Street and Main Street.
- Improve the north side municipal parking lot with additional plantings along its frontage and break up the large expanse of asphalt with planting beds and canopy trees to provide visual relief and shade during the warm seasons.
- Ensure consistent sidewalks on both sides of the street constructed with simple materials.

6.2 Broad Street Transition Area

Broad Street (Highway 3)—the primary corridor in Dunnville linking the historic commercial core to the Broad Street and Taylor Road Retail Node—will likely transition as the community grows. The street is currently characterized by a mix of residential and commercial uses and employment uses. These guidelines will direct the growth and transition of the corridor towards a more urban and pedestrian-oriented mixed-use place.

Built Form

- New development should strongly relate to the primary address streets, and follow the setback/build-to line requirements established within these guidelines and per the Haldimand County Zoning By-laws.
- The build-to line shall be 3.5 metres from the public right-of-way to facilitate street tree planting on private property along Broad Street if not possible to accommodate street tree planting within the public right-of-way.
- The minimum height for buildings fronting on Broad Street shall be 2 storeys.
- The maximum height for buildings fronting on Broad Street shall be 3 storeys.
- Primary pedestrian entrances should be accessible from the public sidewalk.
- New development should provide a well-landscaped property.
- Encourage building design and architectural styles which reinforce the built form character and architectural styles of Dunnville.

Access and Parking

- Locate driveways to minimize impact on the pedestrian realm. Consider shared driveways or rear lane access where appropriate.
- Surface parking should be minimized and generally limited wherever possible. Where surface parking is provided, the main parking area should be located at the rear or side of buildings fronting on to the primary address street.
- Divide up large expanses of asphalt with space for planting to provide visual relief and provide shade during the warmer months.
- Locate primary entrances towards Broad Street. Provide direct pedestrian access from public sidewalk to building entrance.
- Screen servicing and loading access from the pedestrian boulevards with fencing or landscape buffers.

Streetscape

- Introduce new decorative street lighting and furnishings to signify the importance of Broad Street. The fixtures should relate to those found in the downtown, preferably with an acorn style luminaire on a black pole with decorative mast arm.
- New street trees will be required to be planted on private property as part of redevelopment/ infill projects. The County will also investigate feasibility of opportunities for planting on private property through a municipal tree planting program as well as feasibility of planting trees within the public right-of-way. In all cases street trees will be planted with sufficient space for healthy root growth and to achieve large mature canopies.
- Ensure consistent sidewalks on both sides of the street constructed with simple materials.
- Introduce additional pedestrian crossings at main intersections where possible to support a more pedestrian friendly environment. Preferred maximum crosswalk spacing is 150 metres.
- Introduce dedicated marked bicycle lanes where possible.

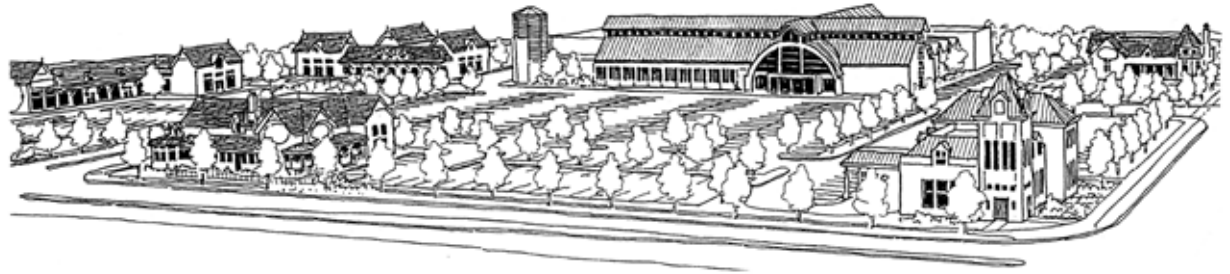


Elements such as large canopy street trees and decorative street lights will better connect the eastern gateway to the downtown along Broad Street.

6.3 Broad Street and Taylor Road Retail Node

The Broad Street and Taylor Road Retail Node is located in the eastern portion of the Secondary Plan Area and accommodates a mix of large format retail, service commercial, employment uses and large vacant land parcels. This emerging section of Dunnville should be considered as an important gateway to the community, with an enhanced level of building design, site landscape and streetscape. Its design character should respond to and be respectful of the historic commercial core and corridors, and contribute in a positive way to the overall small town image and structure of Dunnville.

The guidelines for the Broad Street and Taylor Road Retail Node within this document supercede those for properties currently enforced by the existing Frank A. Marshall Business Park Guidelines.



The Edinburgh Marketplace in Guelph offers a good example for how properties in the Broad Street-Taylor Road Retail Node should organize their sites to present a more appropriate character for Dunnville.

Built Form

- Organize sites to promote future infill development. Introduce an internal street and block pattern into large sites to facilitate intensification over time in an urban way.
- Encourage a wider range of mixed uses within larger developments.
- Encourage building design and architectural styles which reinforce the built form character and architectural styles of Dunnville.
- Tree planting, soft landscaping, street furniture and surfacing material changes should be used to define, improve and reinforce pedestrian routes.
- Address sustainability through: tree-planting and soft landscapes that maximize site vegetation to increase bio-mass and creates comfortable micro-climates and stormwater drainage systems that maximize ground water recharge; minimize mechanical off-site run-off; minimize the need for irrigation through rain harvesting; maximize areas of permeable paving or soft landscape. The County will review their current engineering standards to determine if these design options are feasible or appropriate.

Access and Parking

- Emphasize the pedestrian experience. Create linkages and connections between commercial areas and adjacent neighbourhoods or communities and provide uninterrupted pedestrian walkways of a substantial width along building faces and through parking areas.
- Locate primary entrances towards Broad Street, Ramsey Drive, Taylor Road and North Shore Drive. Provide direct pedestrian access from public sidewalk to building entrances.
- Buildings should frame streets and public open spaces.
- Surface parking should be minimized and generally limited wherever possible. Where surface parking is provided, the main parking area should be located within the interior of the site and to the rear and side of buildings.
- Screen servicing and loading access from the pedestrian boulevards with fencing or landscape buffers.

Streetscape

- Extend the new decorative street lighting and furnishings from the Broad Street Corridor to the eastern extent of the retail node. The fixtures should relate to those found in the downtown, preferably with an acorn style luminaire on a black pole with decorative mast arm.
- New street trees will be required to be planted on private property as part of redevelopment/ infill projects. The County will also investigate feasibility of opportunities for planting on private property through a municipal tree planting program as well as feasibility of planting trees within the public right-of-way. In all cases street trees will be planted with sufficient space for healthy root growth and to achieve large mature canopies.
- Ensure consistent sidewalks on both sides of the street constructed with simple materials.
- Introduce dedicated marked bicycle lanes where possible.
- Establish a formal feature to announce entry into Dunnville. This feature should include a decorative sign with extensive plantings, and may include other elements such as lighting. The location of the feature should be towards Dunnville's eastern boundary east of the Broad Street/Taylor Road/ Ramsey Drive intersection and the Broad Street and North Shore Drive intersection.



An elegant entrance feature located at the eastern limit of the Broad Street Taylor Road Retail Node will formally announce arrival in Dunnville.



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