

# Design Guidelines for the Frank A. Marshall Business Park



Dunnville  
Haldimand County  
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## **1.0 Design Guidelines for the Frank A. Marshall Business Park**

### **1.1 General**

- a) It is the intention of these Design Guidelines to provide aesthetic direction to both private sector developers and the County for the ongoing development of the Frank A. Marshall Business Park. It is the responsibility of the County to ensure that all development is reviewed in the context of these guidelines.
- b) The public realm will be the responsibility of the County and includes:
  - public parks and open space linkages;
  - the public road right-of-ways;
  - storm water management facilities; and,
  - any other properties owned and/or used by the County.
- c) The private realm includes all the lands owned by individuals and private companies. It will be their responsibility to develop and maintain their individual properties in conformity with the provisions of these Design Guidelines.
- d) These Design Guidelines will be implemented through the implementing zoning by-law and through the site plan control provisions of the Planning Act.
- e) These Design Guidelines are to be adopted by Council. They may also be amended, from time to time, at the discretion of Council.

## **1.2 Business Park/Commercial Designation**

### ***Buildings***

- a) Building façades along the public streets shall be articulated with colour, material variations, windows and other treatments of the wall plane to provide a high quality of design, detail and variety.
- b) The design treatment of flanking façades visible from the road shall be equal to that of the front façade.
- c) Windows shall be encouraged on all façades that overlook streets and open spaces; reflective mirror glass shall not be used for windows at grade.
- d) Entrances to buildings shall be prominent and visible with entrance canopies, awnings and other architectural elements.
- e) Rooftop mechanical equipment shall be screened with materials that are complementary to the building.

### ***Gateways***

- f) Buildings located at the entrances to the Frank A. Marshall Business Park from Highway 3 are identified as Gateways and shall be designed as landmark buildings with consideration to minimizing setbacks, special landscape treatment, streetscaping, and unique building treatment.
- g) The massing and design of buildings at the identified Gateways shall indicate the importance of the gateway location. This includes higher buildings, higher roofs and unified architectural detailing.
- h) To facilitate the construction of the identified Gateways, partnerships among the County, developers and/or service clubs shall be encouraged.

### ***Loading and Parking***

- i) Loading and service areas shall not be located at the front or exterior side of the buildings.
- j) Loading and service areas shall be screened from view from the street, public open spaces and adjacent residential areas.
- k) Parking areas shall be located at the side or rear of the building and set back from the street right-of-way.
- l) Parking areas shall be designed in small sections and include lighting, substantial landscaping, and special paving



to break up expanses of parking and to provide places for pedestrian connections shared access to parking areas shall be promoted.

- m) Parking areas shall be screened from view from streets, open spaces, and adjacent residential areas with low fencing and planting.

### **Landscaping**

- n) The landscape treatment of individual properties have a role in creating the image of the entire employment areas and therefore must be coordinated.
- o) The front yard setback shall be landscaped to define pedestrian walks, the main building entrance and to screen parking areas.
- p) Pedestrian circulation through parking lots, and from the street to building entrances shall be clearly defined with special paving, lighting and landscape treatment.
- q) Planting shall visually enhance individual sites, screen parking and loading areas – while enabling views of buildings – and create a consistent landscape treatment along streets.
- r) Landscape design shall relate to the architecture of the building with particular attention to entrances and windows, architectural massing, rhythm, detailing and sightlines.
- s) Substantial landscape treatment shall be used to help define large parking areas into small pods.
- t) Buffer planting shall consist of a mix of indigenous evergreen and deciduous plant species of a suitable height and configuration to provide a visual screen between adjacent properties during all seasons.
- u) Trees, shrubs and groundcovers shall be planted at grade in wide, continuous planting beds that serve to define pods of parking and provide the preliminary pedestrian circulation.
- v) Planting beds shall be established to enable plant material to be massed to create a healthy and sustainable landscape.
- w) More detailed guidelines with respect to appropriate plant materials are provided in Section 2.7.



### **1.3 Business Park Designation**

#### ***Buildings***

- a) Building façades along the public streets shall be articulated with colour, material variations, windows and other treatments of the wall plane to provide a high quality of design, detail and variety.
- b) The design treatment of flanking façades visible from the road shall be equal to the that of the front façade.
- c) Windows shall be encouraged on all façades that overlook streets and open spaces; reflective mirror glass shall not be used for windows at grade.
- d) Entrances to buildings shall be prominent and visible with entrance canopies, awnings and other architectural elements.
- e) Rooftop mechanical equipment shall be screened with materials that are complementary to the building.

#### ***Loading and Parking***

- f) Loading and service areas shall not be located at the front or exterior side of the buildings.
- g) Loading and service areas shall be screened from view from the street, public open spaces and adjacent residential areas.
- h) Parking areas shall be screened from view from streets, open spaces, and adjacent residential areas with low fencing and planting.

#### ***Landscaping***

- i) The front yard setback shall be landscaped to define pedestrian walks, the main building entrance and to screen parking areas.
- j) Planting shall visually enhance individual sites, screen parking and loading areas – while enabling views of buildings – and create a consistent landscape treatment along streets.
- k) Landscape design shall relate to the architecture of the building with particular attention to entrances and windows, architectural massing, rhythm, detailing and sightlines.
- l) Buffer planting shall consist of a mix of indigenous evergreen and deciduous plant species of a suitable height and configuration to provide a visual screen between adjacent properties during all seasons.



- m) Trees, shrubs and groundcovers shall be planted at grade in wide, continuous planting beds that serve to define pods of parking and provide the preliminary pedestrian circulation.
- n) More detailed guidelines with respect to appropriate plant materials are provided in Section 2.7.

## **1.4 Urban Industrial Designation**

### ***Buildings***

- a) Building façades along the public streets shall be articulated with colour, material variations, windows and other treatments of the wall plane to provide a high quality of design, detail and variety.
- b) Entrances to buildings shall be prominent and visible with entrance canopies, awnings and other architectural elements.

### ***Loading and Parking***

- c) Loading and service areas shall not be located at the front of the buildings.
- d) Parking areas shall be screened from view from any adjacent residential areas with fencing and planting.

### ***Outdoor Storage***

- e) Outdoor storage areas that face public streets shall be avoided. Where site planning constraints necessitate outside storage in visually prominent locations, they shall be screened with architectural elements and/or berms and/or landscaping.

### ***Landscaping***

- f) Planting shall visually enhance individual sites, screen parking and loading areas – while enabling views of buildings – and create a consistent landscape treatment along streets.
- g) The front yard setback shall be landscaped to define pedestrian walks, the main building entrance and to screen parking areas.
- h) Landscape design shall relate to the architecture of the building with particular attention to entrances and windows, architectural massing, rhythm, detailing and sightlines.
- i) Buffer planting shall consist of a mix of indigenous evergreen and deciduous plant species of a suitable height and configuration to provide a visual screen between adjacent properties during all seasons.
- j) Trees, shrubs and groundcovers shall be planted at grade in wide, continuous planting beds that serve to define pods of parking and provide the preliminary pedestrian circulation.
- k) More detailed guidelines with respect to appropriate plant materials are provided in Section 2.7.



## **1.5. Public Realm Landscape Guidelines**

### **1.5.1 General**

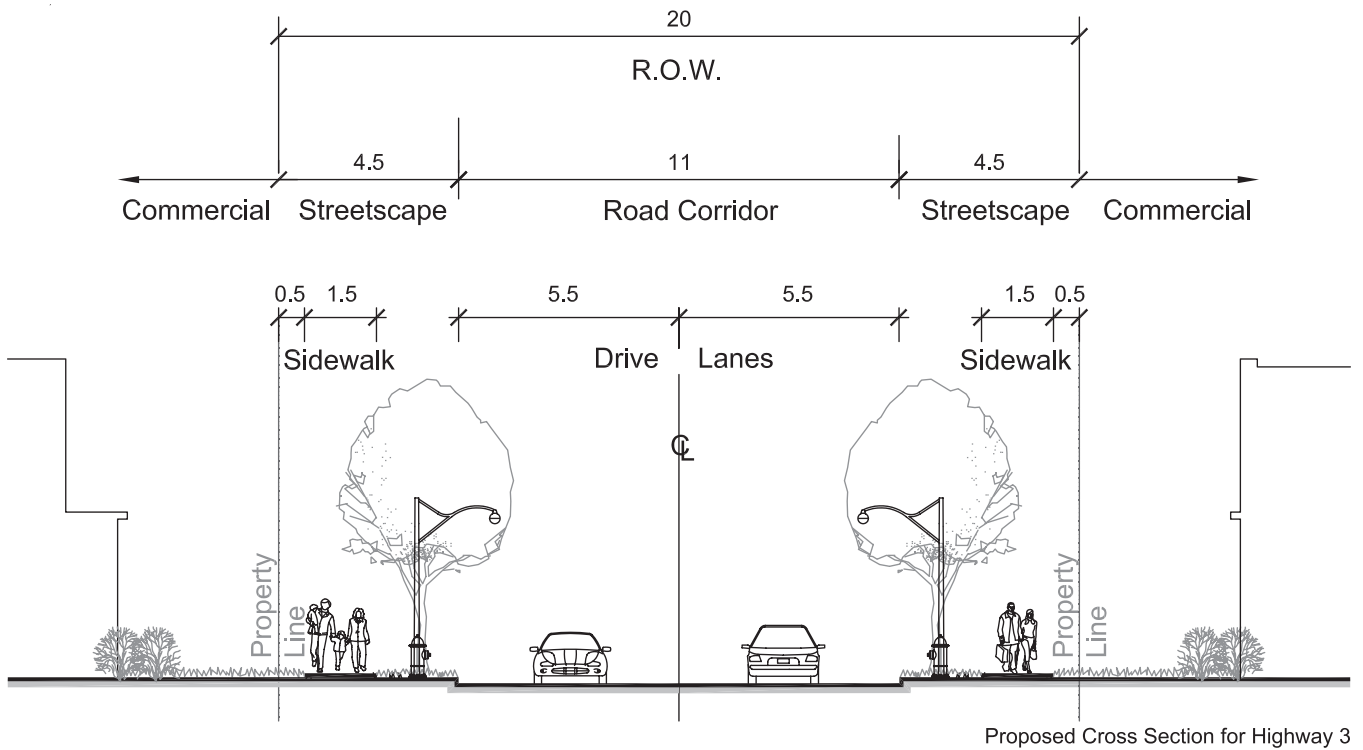
Landscaping shall be provided within public road right-of-ways, storm water management facilities and public parks and open space linkages. For these areas the following guidelines shall apply.

- a) Provide a diversity of plant species that are chosen for their ecological compatibility.
- b) A mix of tree species is most desirable to help provide resistance to insect and disease problems. Therefore, to promote diversity:
  - no more than four trees of one species or variety are to be planted on one side of the street in a single row;
  - no one species shall exceed 20% of the number of trees planted; and,
  - where conditions permit, a mix of coniferous and deciduous trees shall be planted.
- c) Choose plant material that is appropriate for the site conditions (soil, micro climate etc.)
- d) Choose plant material for seasonal variety, drought tolerance and salt tolerance.
- e) Locate plant material to conserve energy and modify temperature and wind extremes.
- f) Plant material shall be #1 nursery stock, conform to the Canadian Standards for Nursery Stock and be in good health with no bark scrapes, broken branches, insect or disease presence or excessive root pruning.

### **1.5.2 Streetscapes/Roads**

- a) Roads in the Frank A. Marshall Business Park include Highway 3, as well as collector and local roads.
- b) Highway 3 shall be designed with a 20m right-of-way. It shall have high quality streetscape treatment that shall include street trees, pedestrian lights and sidewalks. Highway 3 shall include:
  - a road surface of 11m with one driving lane in each direction (5.5m)
  - the boulevard shall be 4.5m and accommodate a 2.5 metres grass verge with a deciduous tree and a 1.5 metre

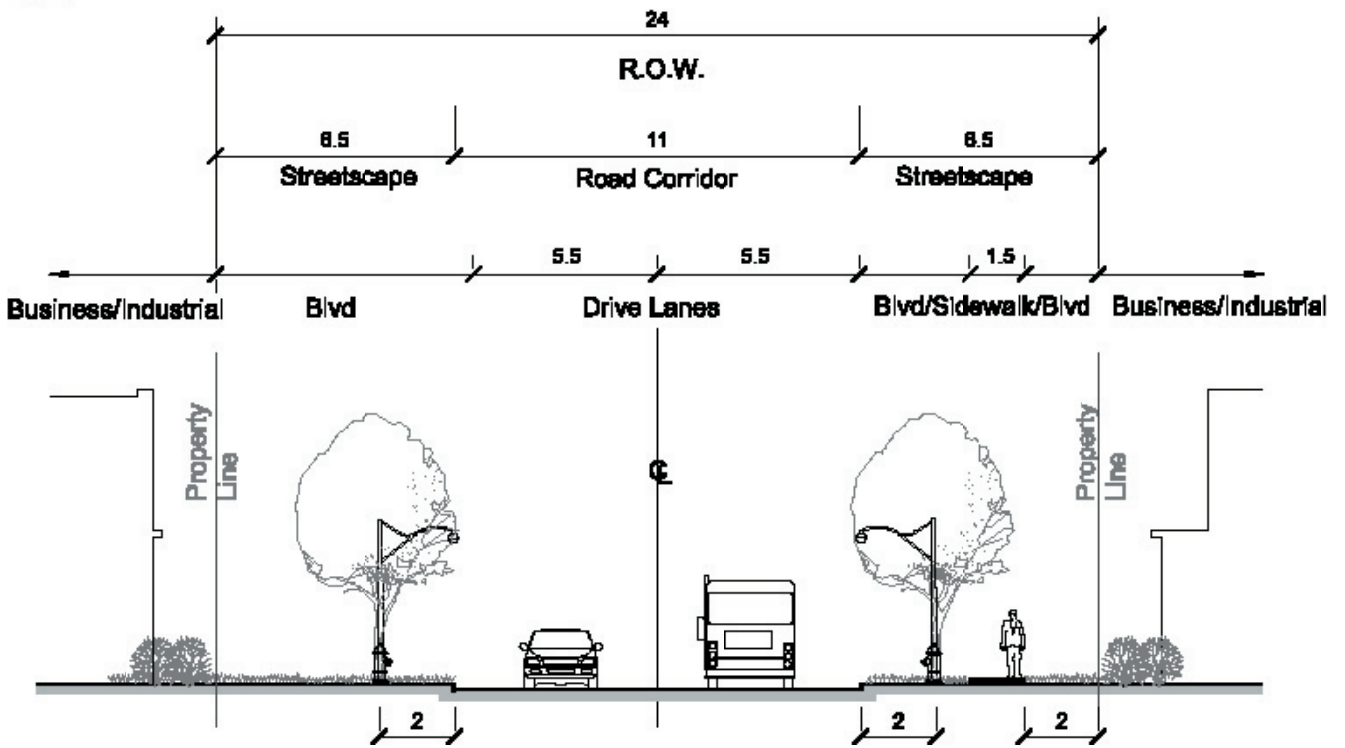
sidewalk on both sides.



c) Collector roads shall be designed with a 24m right-of-way. They shall have high quality streetscape treatment that shall include street trees, pedestrian lights and sidewalks. Collector roads shall include:

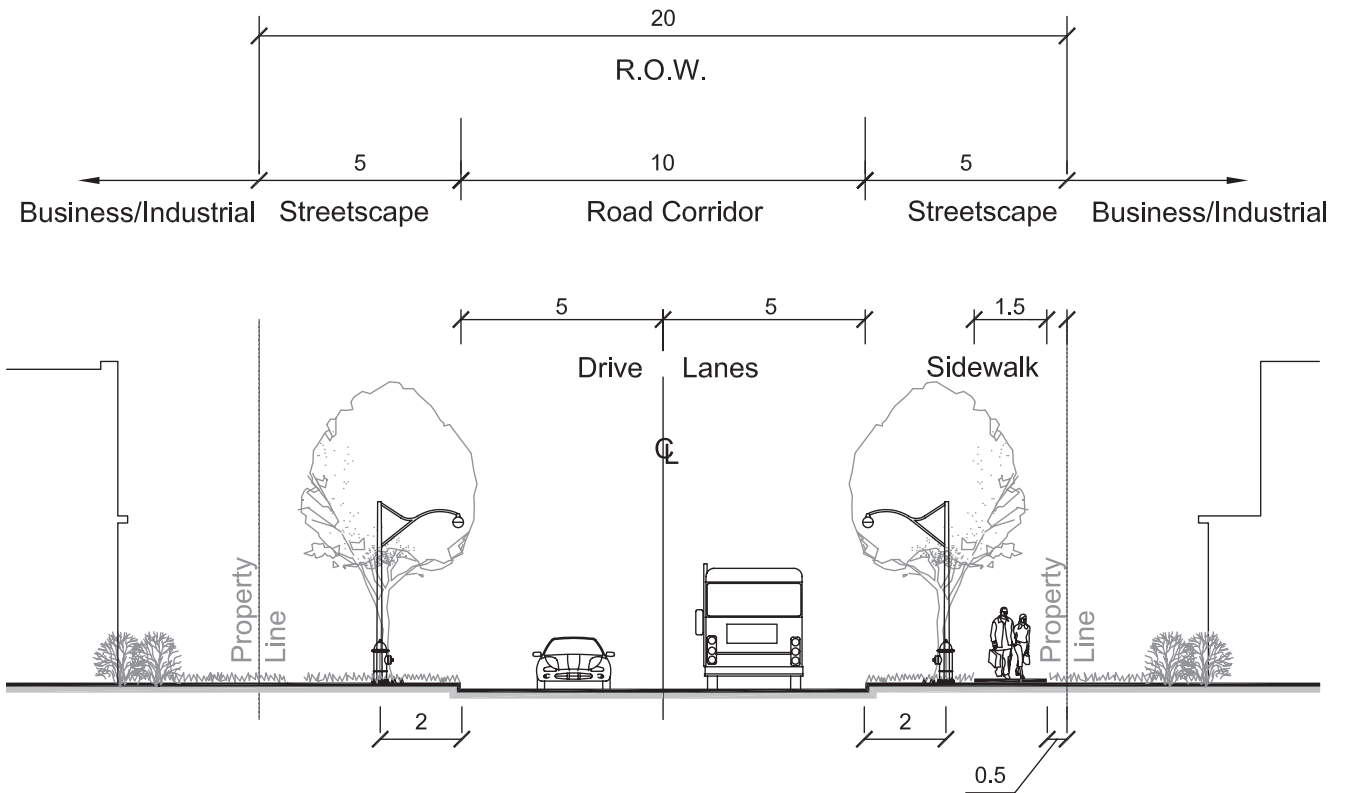
- a road surface of 11.0m with one driving lane in each direction (3.0m) and shared use parking lanes on one side (4.0m).
- the boulevard shall be 6.5m to accommodate a 3.0m grass verge with a deciduous street tree, and a 1.5m sidewalk on one side.
- deciduous street trees shall be located in the centre of the grass verge, planted 8m on-centre, in the public right-of-way.
- poles, lights, signs, and other services shall be located along the street tree planting line to minimize clutter and disruption of the road's character.
- lighting design shall have regard for road and pedestrian

requirements; the size, height, and style of lighting shall reflect the hierarchy of the road.



Proposed Cross Section for Collectors

- d) Local roads shall be designed with a 20.0m right-of-way and include:
- a road surface of 10m, which will accommodate one driving lane in each direction (3m) and a shared use parking lane on one side.
  - a boulevard of 5.0m on both sides to accommodate a grass verge with a deciduous street tree and a 1.5m wide sidewalk on one side of the street.
  - deciduous street trees shall be located in the centre of the grass verge, planted 8m on-centre, in the public right-of-way.
  - poles, lights, signs, and other services shall be located along the street tree planting line to minimize clutter and disruption of the road's character.
  - lighting design shall have regard for road and pedestrian requirements; the size, height, and style of lighting shall reflect the hierarchy of the road.



Proposed Cross Section for Local Roads

### Landscaping

- e) Landscaping within public road right-of-ways shall consist of street trees and manicured grass in the public boulevard.
- f) Street trees shall be located within the road right-of-way in the zone between the curb and sidewalk or curb and property line at least 1.5 metres from the edge of the curb or entrance driveway.
- g) Trees must be centred in the planting strip when the distance between the curb and the sidewalk is 2.5 metres or less.
- h) No tree is permitted where the distances between the curb and sidewalk is less than 2 metres.
- i) No trees shall be planted within a 2.5 metre radius of a fire hydrant, light standard, utility pedestal, transformer or water valve.
- j) No trees shall be located closer than 10 metres to a stop sign or traffic light.
- k) Street trees are to be planted 8 metres on centre. Closer spacing of up to 6 metres may be acceptable where utilities and services in the right-of-way limit the space available for

trees.

- l) The following list constitutes acceptable street tree species for the Frank A. Marshall Business Park. Alternative deciduous native species with a similar hardiness rating and a tolerance for of urban conditions may be submitted for approval.

<b>Latin Name</b>	<b>Common Name</b>
Acer rubrum	Red Maple
Acer saccharum	Sugar Maple
Celtis occidentalis	Common Hackberry
Ginko biloba	Ginko
Gleditsia triacanthos	Honeylocust
Quercus macrocarpa	Bur Oak
Quercus borealis (rubra)	Red Oak
Tilia Americana	Basswood
Tilia cordata	Little leaf linden

- m) Trees must have a caliper between 50 and 75 mm measured at 150 mm above the stem flare.
- n) All trees and shrubs must be guaranteed for a minimum of two growing seasons after the planting date. The growing season is considered to be May 1 to November 1.

### **1.5.3 Storm Water Management Ponds**

- a) The storm water management ponds shall be designed as integral features of the landscape.
- b) The grading of the storm water management ponds shall ensure natural and variable side slopes and sinuous contours.
- c) Planting shall be comprised of native species and flood tolerant water's edge plants to stabilize banks.
- d) The ponds shall not be fenced.
- e) Storm water management facilities shall be designed with indigenous trees, shrubs, groundcovers, and emergent and aquatic species.
- f) Spacing, location and relationships between plants shall be designed to replicate natural associations found within the region;

- g) Seeding with native grasses and wildflowers shall be utilized to restore all disturbed areas.
- h) The use of sod and turfgrass seed with a high percentage of non-native species and Kentucky Bluegrass is not permitted.
- i) The landscape design of storm water management facilities,
- j) Creating an attractive aesthetic for all seasons and all water levels;
- k) Improving water quality through filtration, removal of contaminants through uptake and mitigating potential resuspension of accumulated sediments;
- l) Mitigating pond temperature through shading;
- m) Banks stabilization in areas prone to frequent fluctuation in water level;
- n) Deterring public access to specific areas; and,
- o) Enriching wildlife habitat connections and biodiversity.



#### 1.5.4 Public Spaces and Open Space Linkages

- a) Provide a variety of plant material including perennials, shrubs, coniferous and deciduous trees, and groundcovers with a hardiness zone rating of at least 5b.
- b) Provide a diversity of plant species that are chosen for their ecological compatibility.
- c) Choose plant material that is appropriate for the site conditions (soil, micro climate etc.).
- d) Choose plant material for seasonal variety, drought tolerance and salt tolerance.
- e) Locate plant material to conserve energy and modify temperature and wind extremes.
- f) Plant material shall be regionally grown and conform to the Canadian Standards for Nursery Stock.
- g) Exotic or non-native species, which are considered evasive, shall not be used.



## 1.6 Signage

- a) Signage should occur on the building and, only if necessary, as ground related monument signs. Signs should be integrated with the architecture of the building and the site landscape.
- b) Freestanding signs should be located on private property, parallel to the street and set within a landscape setting.
- c) Rooftop signs should be avoided.
- d) Signage should compliment the architecture of the building(s) in its scale, materials, consistency and design and shall be in accordance with all applicable by-laws.
- e) Consistency of approach to signage should be applied in multi-tenant structures.
- f) Temporary freestanding signs should not be permitted within the Business Park/Commercial or the Business Park designations.
- g) Signage at the identified Gateway locations should be within the public right-of-way and should be developed and maintained by the County.
- h) Gateway signage should identify the location of the Business Park, and announce arrival within it.
- i) Gateway signage can be free standing and/or part of an architectural element.



## **1.7 Private Realm Plant Selection Guidelines**

- a) Provide a variety of plant material including perennials, shrubs, coniferous and deciduous trees, and groundcovers with a hardiness zone rating of at least 5b.
- b) Provide a diversity of plant species that are chosen for their ecological compatibility.
- c) Choose plant material that is appropriate for the site conditions (soil, micro climate etc.).
- d) Choose plant material for seasonal variety, drought tolerance and salt tolerance.
- e) Locate plant material to conserve energy and modify temperature and wind extremes.
- f) Plant material shall be regionally grown and conform to the Canadian Standards for Nursery Stock.
- g) Trees must have a minimum caliper of 50 measured at 150 mm above the stem flare.
- h) Trees must be balled and burlaped.
- i) Shrubs must be container grown.
- j) Exotic or non-native species, which are considered evasive, should not be used.