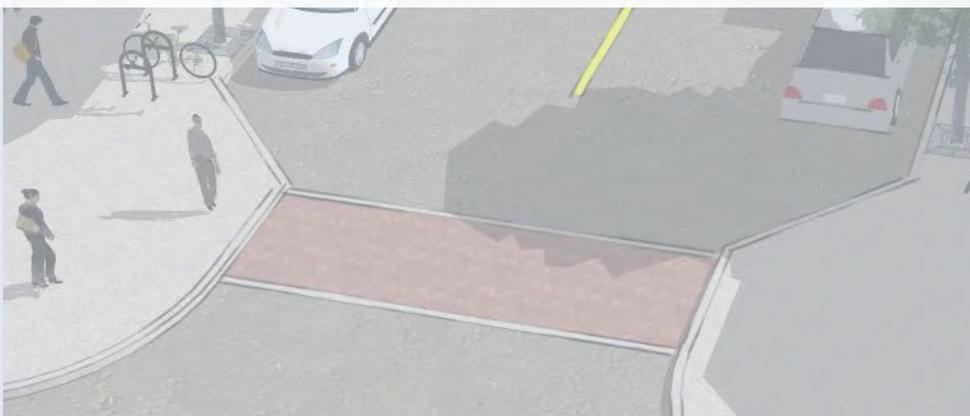
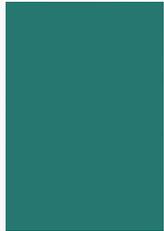
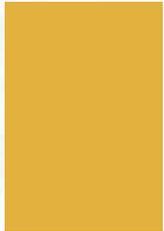




# CENTRAL AREA

# Design Guidelines

May 2014



# TOWN OF INGERSOLL

prepared by: peter j. smith & company, inc.



# TOWN OF INGERSOLL

## CENTRAL AREA Design Guidelines

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### Acknowledgements:

The Central Area Design Guidelines were developed together with the residents and stakeholders of Ingersoll to provide a community-based guide for development. The plan acknowledges the dedication of the following organizations that facilitated the planning process:

Central Area Design Guidelines Steering Committee  
Town of Ingersoll  
County of Oxford

prepared by: peter j. smith & company, inc.



*Chapter 1 presents the context and existing conditions of the Central Area and establishes the vision based on community involvement.*

# 1

# Introduction

# 1.1

## Introduction

*The design guidelines for the Town of Ingersoll are an opportunity to promote the character of the community.*

Ingersoll's Central Area is the heart of the community, it is where people gather to shop and dine or simply to socialize and walk the vibrant main streets. Its atmosphere reflects that of a traditional downtown, complete with local shops and unique goods and services. This small-town downtown character is highly valued in Ingersoll; it is what sets the community apart from other places and reflects its entrepreneurial spirit.

### *Purpose*

Initiated by the Town of Ingersoll together with the County of Oxford, the Design Guidelines serve to promote the flavour of the Central Area while maintaining and enhancing economic development potential. By identifying and illustrating what new development should look like based on an overall community vision, the design guidelines provide a template to work towards shared goals for the future.

To state briefly, the purpose of the design guidelines is to guide development towards achieving the vision for the future.

### *Application of the Design Guidelines*

The Design Guidelines developed for Ingersoll's Central Area are a tool for public and private use. They are designed for business owners, residents, government officials, developers, architects and planners alike. These guidelines are voluntarily applied, meaning that individuals can choose to utilize the guidelines to assist in the design and development of a property or properties within the Central Area. They are not mandatory regulations. Instead the guidelines recognize a community desire to actively enhance the quality of development in a way that is appealing to the residents and visitors of Ingersoll.

To encourage the use of the design guidelines, the Town Council may choose to establish various incentives to assist in implementing the guidelines (examples of which are discussed later in the document).

## What the Design Guidelines Address

The design guidelines are applicable to all properties within the Central Area. Design guidelines for buildings use both general and building type design guidelines to address the following:

- context
- setback and orientation
- height and roofline
- materials and details
- entryways
- windows
- appurtenances
- signage and lighting
- parking
- landscaping

Design guidelines are also provided for streets and parking areas. Street design guidelines address the street itself, on-street parking, sidewalks, amenities, signage and lighting, landscaping and gateways. Parking area design guidelines address the parking area itself, surface design, pedestrian access, amenities, signage and lighting, context and landscaping.

***Together these components of the design guidelines promote a community character that is derived from community input and the existing conditions.***

## Structure of the Design Guidelines

While specific design guidelines are the main product of the document, Ingersoll's Central Area Design Guidelines presents a foundation to the development of the guidelines in the first two chapters of the plan. The following flowchart describes the structure of the document and basis for the design guidelines:

### 1 Introduction

Chapter 1 presents the context and existing conditions of the Central Area and establishes the vision based on community involvement.

### 2 Urban Design Concept

Chapter 2 utilizes the existing community character and community input to transform the vision into physical design elements. The Urban Design Concept is essential to developing design guidelines that support community-wide enhancement and achieve the vision for the future.

### 3 Implementation

**Chapter 3 is the primary implementation tool within the document: the design guidelines.** Guidelines are provided for five different building types as well as for streets and parking areas. A Design District Map identifies where the different building types are appropriate within the Central Area.

\* In addition, background information is provided in the Appendix of the document.

*The Design Guidelines are based on the community's vision for the future.*

# 1.2 Steps to Application & Community Enhancement

*Central Area design guidelines have the potential to, step-by-step, achieve the community vision.*

Recognizing that achieving a community vision can sound like a daunting task, it is important to understand the potential impact of design guidelines over time. Design guidelines can impact all areas of the public realm including building exteriors, sidewalks, parks, streets and other public spaces; essentially they can address anything we see when in a public space. Applied individually, design guidelines can improve the appearance of a space or a building. Applied collectively, design guidelines can align all development to take incremental steps to construct the built form of a community.

The question that remains, is how are the guidelines applied? The following identifies the steps to applying the design guidelines to a specific property within the Central Area. To utilize the design guidelines, all document users should follow these five steps:

**1. Maintain consistency with Official Plan Policies and Zoning Regulations.**

**2. Apply General Design Guidelines.**

**3. Identify the appropriate Design District based on the property location.**

**4. Choose a building type that is applicable to the Design District.**

**5. Apply Building Type Design Guidelines.**

Note: Street and parking area design guidelines are applicable to the entire Central Area.

Also provided within the document are design potentials as part of the Urban Design Context. As the community develops, these items should be considered as potential options for community improvement.



## The Study Area

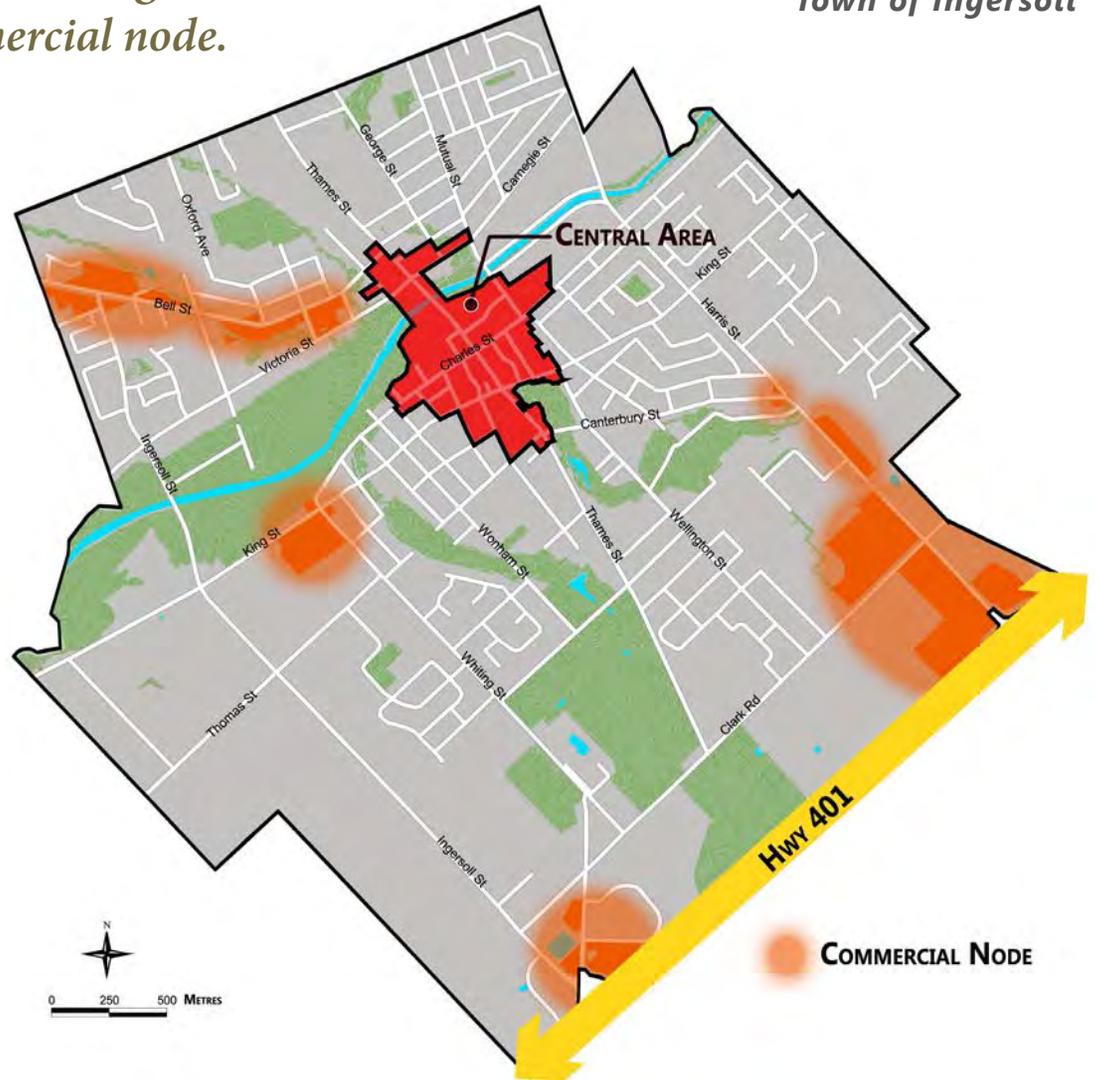
The Central Area is the study area for the design guidelines. This area is the traditional downtown of Ingersoll and is the core of the Town. As shown in the adjacent map, this area includes properties along Thames Street on both sides of the Thames River and railroad tracks as well as properties along Victoria Street, Charles Street and King Street, which cross Thames Street.

# 1.3 Context

*Understanding the context of the Central Area is critical to planning the future of this distinct commercial node.*

Located in the centre of Ingersoll, amidst several commercial nodes, including two along Highway 401, the Central Area is the historic downtown of the community. In the western portion of Oxford County, the Town is approximately 40 km, or a 30 minute drive, from London, Ontario. The Central Area's position in the Town and the Region demonstrate the need to emphasize its uniqueness. Key features within the Central Area include the Thames River and the railroad tracks, which parallel each other as they cross Thames Street just north of Charles Street.

*Context of the Central Area within the Town of Ingersoll*



## Relationship to Planning & Zoning

The design guidelines align with existing planning documentation including:

- **Oxford County Official Plan**, which recognizes the Central Area as the most functionally diverse area within the Town that will serve as the primary business, cultural and administrative centre.
- **Oxford County Commercial Policy Review**, which identifies the Central Area as a focal shopping area linking its success with image, accessibility and competition among other factors.
- **Town of Ingersoll Strategic Plan** and its objective to improve the physical image and design of downtown.
- **Town of Ingersoll Cultural Plan**, which identifies the continuation of repairing, enhancing and restoring commercial buildings in the downtown as a strategic priority of place.
- **Ingersoll's Downtown Revitalization Plan** that describes downtown as the heart and soul of the community and highlights concerns regarding competition from surrounding retail and urban areas.

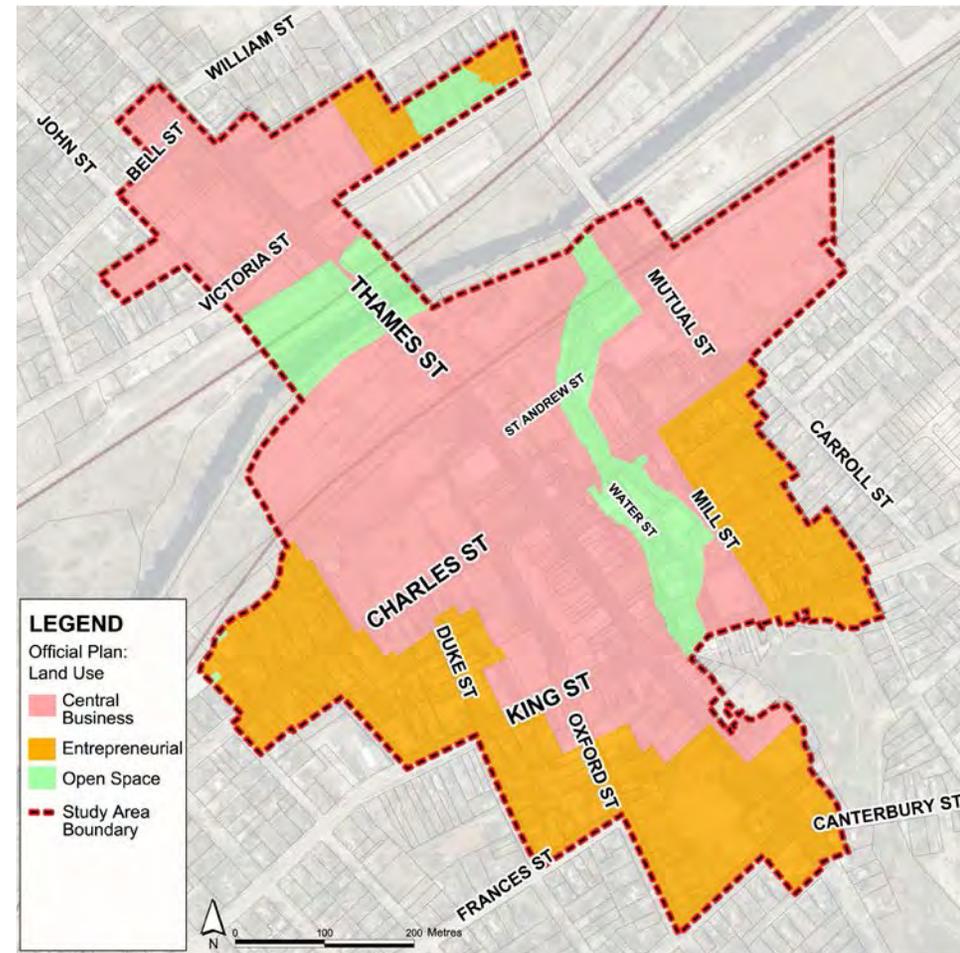
## Central Area Sub-Districts of the Official Plan

The Oxford County Official Plan identifies the vision for the Central Area as well as details policies for two sub-districts:

- **Central Business District:** The most intensive, functionally diverse business, cultural and administrative centre in the Town, the Central Business District permits the full range of commercial, office, administrative, cultural, entertainment, recreation, institutional, open space and multiple residential uses. (Section 9.3.2.3.1)
- **Entrepreneurial District:** Within the Entrepreneurial District a range of commercial and business opportunities are proposed through the conversion of existing residential dwellings and new development or redevelopment. Anticipating a continuation of residential uses, the intended result of the District is a mixture of land uses. (Section 9.3.2.3.2)

To illustrate the Sub-Districts within the Central Area of Ingersoll, as designated in the Oxford County Official Plan, the following map identifies the Central Business District, the Entrepreneurial District as well as the Central Area's designated Open Space.

## Oxford County Official Plan Land Use Designations



## Existing Conditions Inventory

A review of existing conditions revealed the following key points that inform the planning process:

### Flood Area Findings

- A large portion of the study area is within the floodway and flood fringe area of the Thames River (south branch). This is particularly significant because rebuilding in these areas is either prohibited or has significant restrictions.

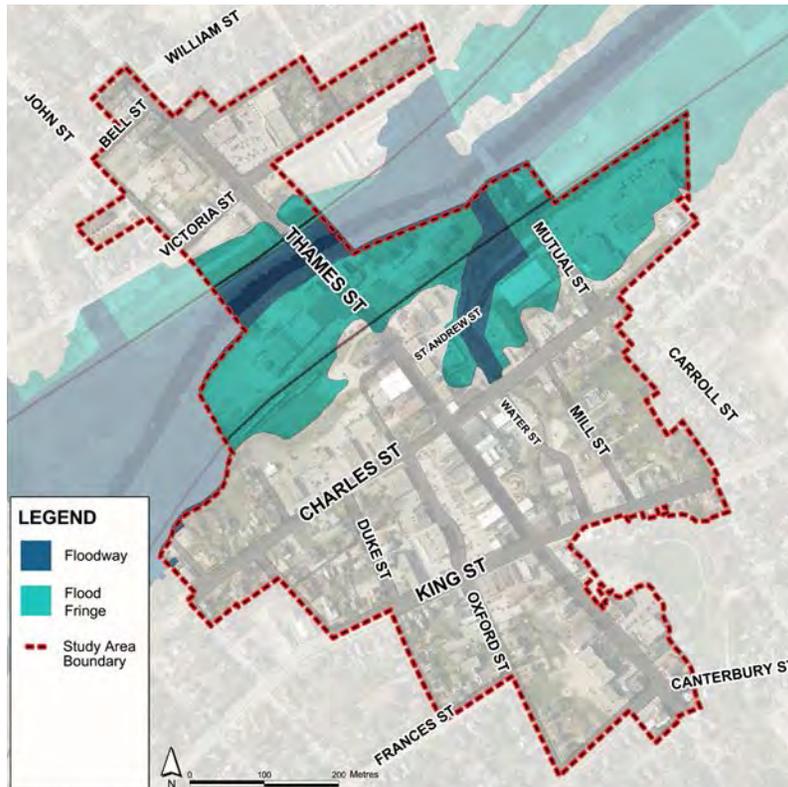
### Circulation Findings

- There are multiple arterial road access points within the study area.

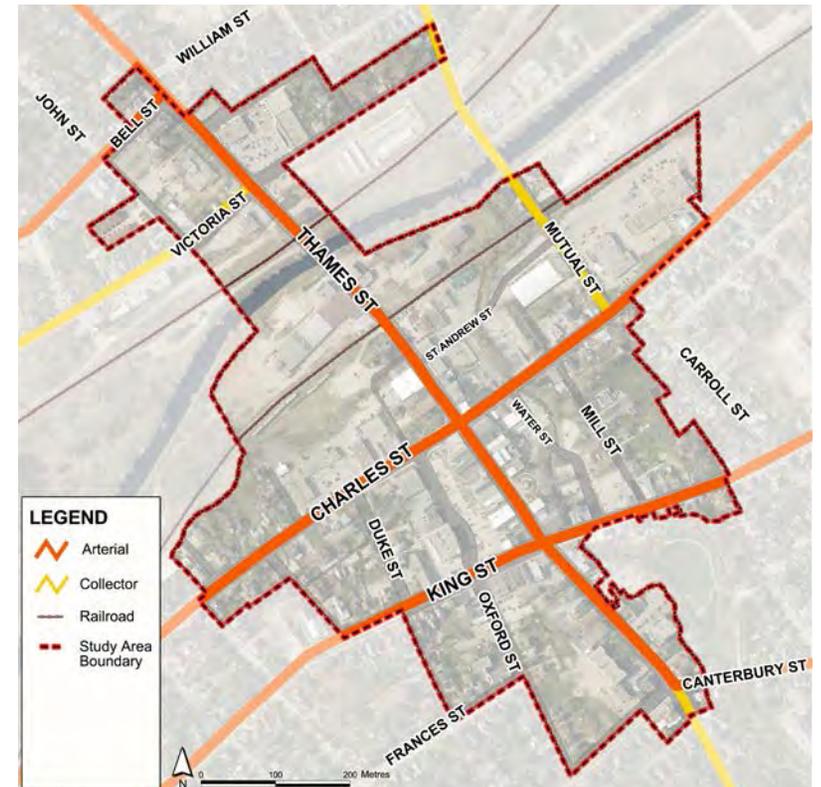
- Share the Road Bicycle Lanes within the study area include Charles Street, Mutual Street, Water Street (continuing along Hall's Creek) and Victoria Street/ Carnegie Street. Outside the study area, the Charles Street Share the Road Bicycle Lane connects to a Dedicated Bicycle Lane on Whiting Street and Clark Road West.

### Land Use & Zoning Findings

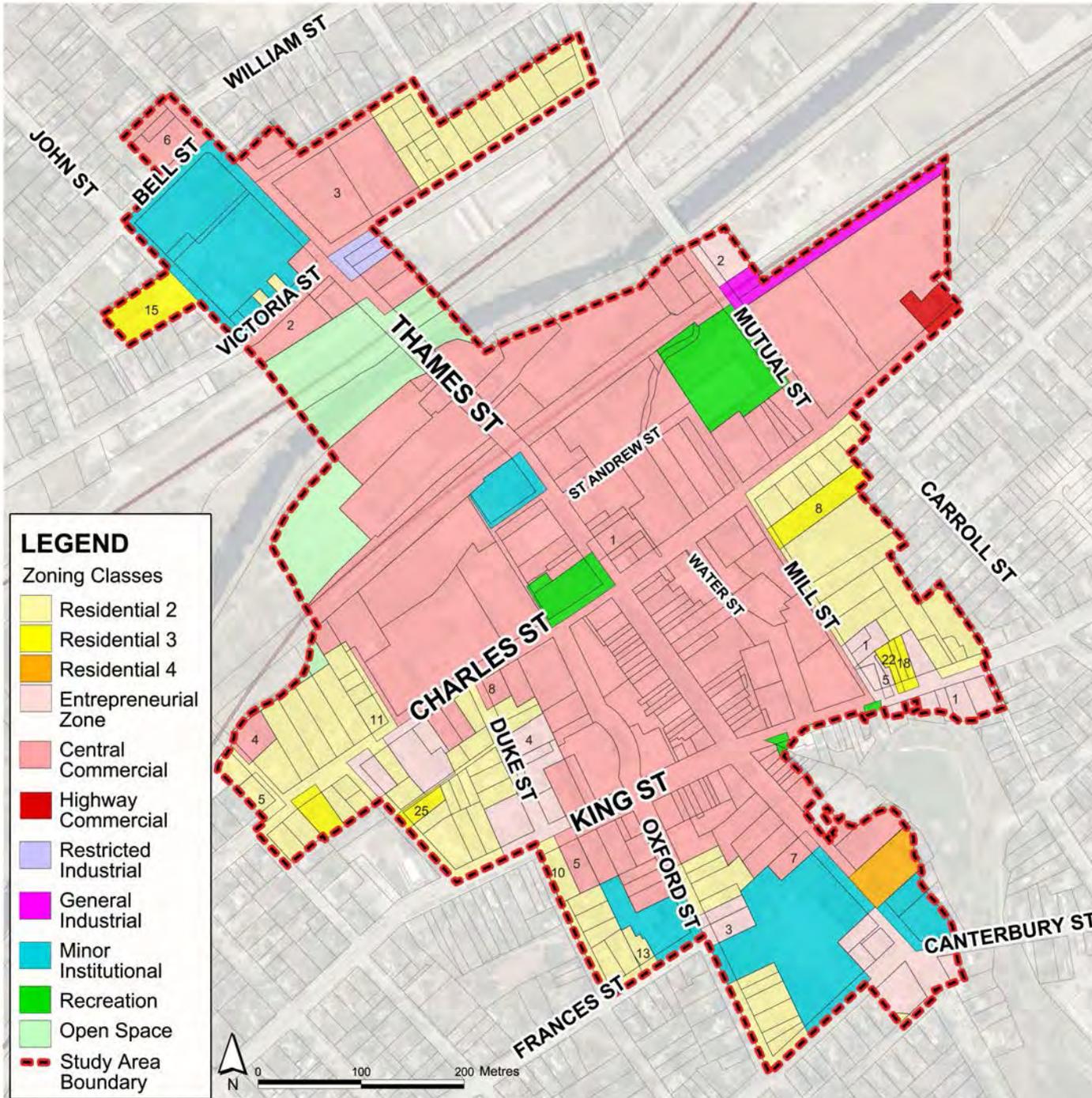
- The Official Plan designates the Central Area as comprising both the Central Business District (most intensive, functionally diverse business, cultural and administrative centre) and the Entrepreneurial District (features converted commercial properties).
- Zoning for the area is use based and includes 11 different zones with the largest area being zoned as 'Central Commercial (CC).'



Central Area Flood Area Map



Central Area Circulation Map



**Central Area Zoning Map**

Source: Town of Ingersoll Zoning By-law No. 04-4160.

# 1.4 Community Involvement

*Design guidelines are developed for the community and by the community through the implementation of a community involvement program.*

The development of the design guidelines was led by a Steering Committee made up of a variety of community representatives. The Committee met throughout the planning process, reviewing document materials to ensure the design guidelines meet the needs of the community. In addition, several input sessions were conducted

to establish a clear vision for the future, the included:

- Vision Session
- Issues and Opportunities Public Open House
- Prioritization Public Open House



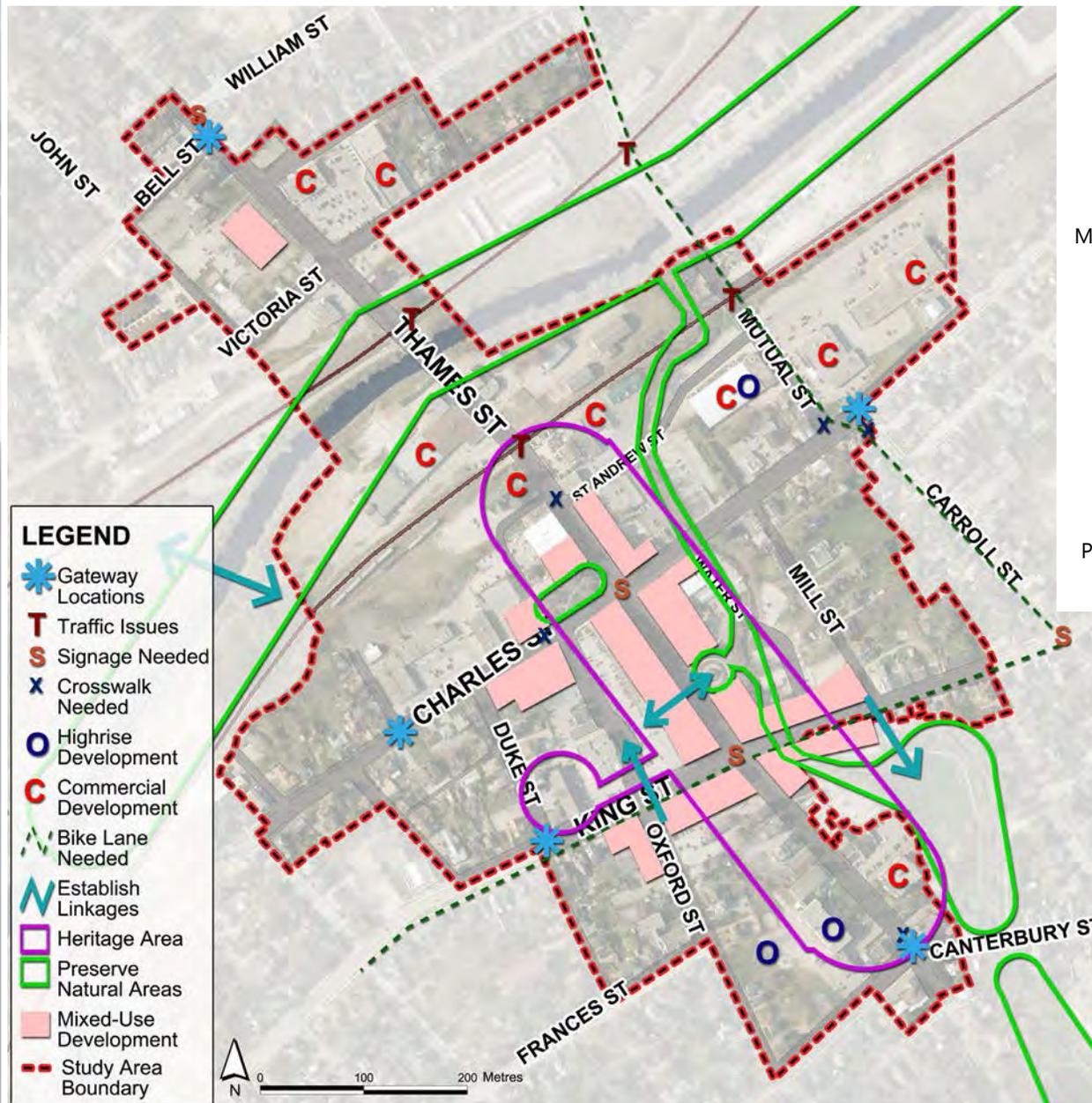
## *Vision Session*

During the Vision Session, conducted on August 28, 2013, the Steering Committee discussed the future of the Central Area including the strengths and challenges impacting the achievement of a future vision as well as how this document can help be an effective tool for the community. Major findings demonstrated a desire for a cohesive community with clean, professional looking buildings and an emphasis on historical forms of development. The group sited the importance of developing practical design guidelines that would demonstrate how buildings could be tastefully constructed.

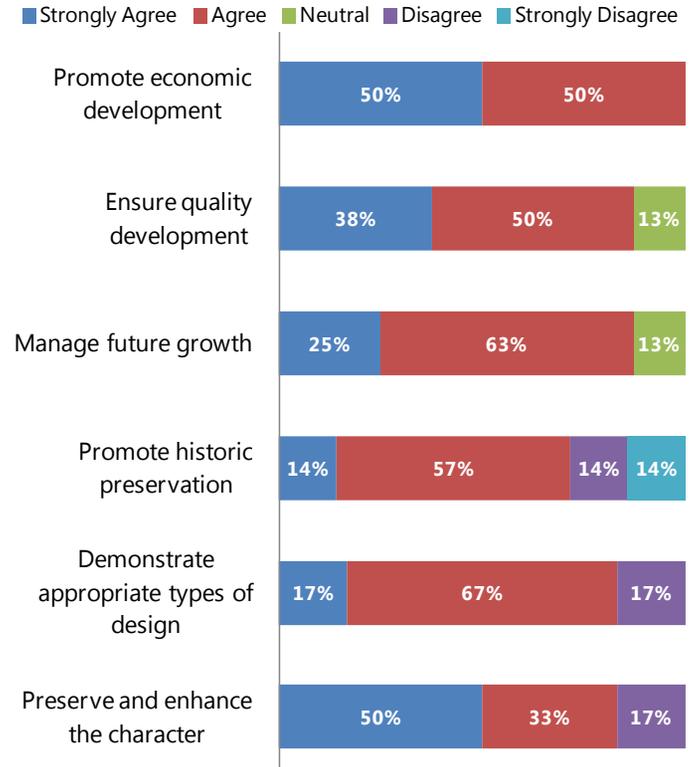
## *Issues and Opportunities Public Meeting*

On October 16, 2013, a public open house was conducted that included a presentation of the design guidelines process and background as well as an interactive input session that gathered individual and group responses using a workbook and mapping exercise. Priority issues identified as part of the exercise include: Mixed-Use Development, Thames River Corridor, Underutilized Parks, Heritage Guidelines/Designated Conservation Districts, Traffic Safety at Rail Crossings and a plan for the former Victory Memorial School (VMS). The results from the individual workbooks demonstrate that while there were varying results on the character and development of the Central Area, there was consistent agreement on the use of the design guidelines to accomplish a variety of community objectives.

Results from the Community Mapping Exercise



Central Area Design Guidelines should be used as a Tool to:



Response Summary from the Individual Workbook Responses

# 1.5 The Vision

*The vision for the Central Area guides the development of the Design Guidelines. It was developed based on community input and assessment of the Town context. Also, the vision correlates with the Oxford County Official Plan.*

The Oxford County Official Plan details a vision for the Central Area that focuses on its function. The vision states:

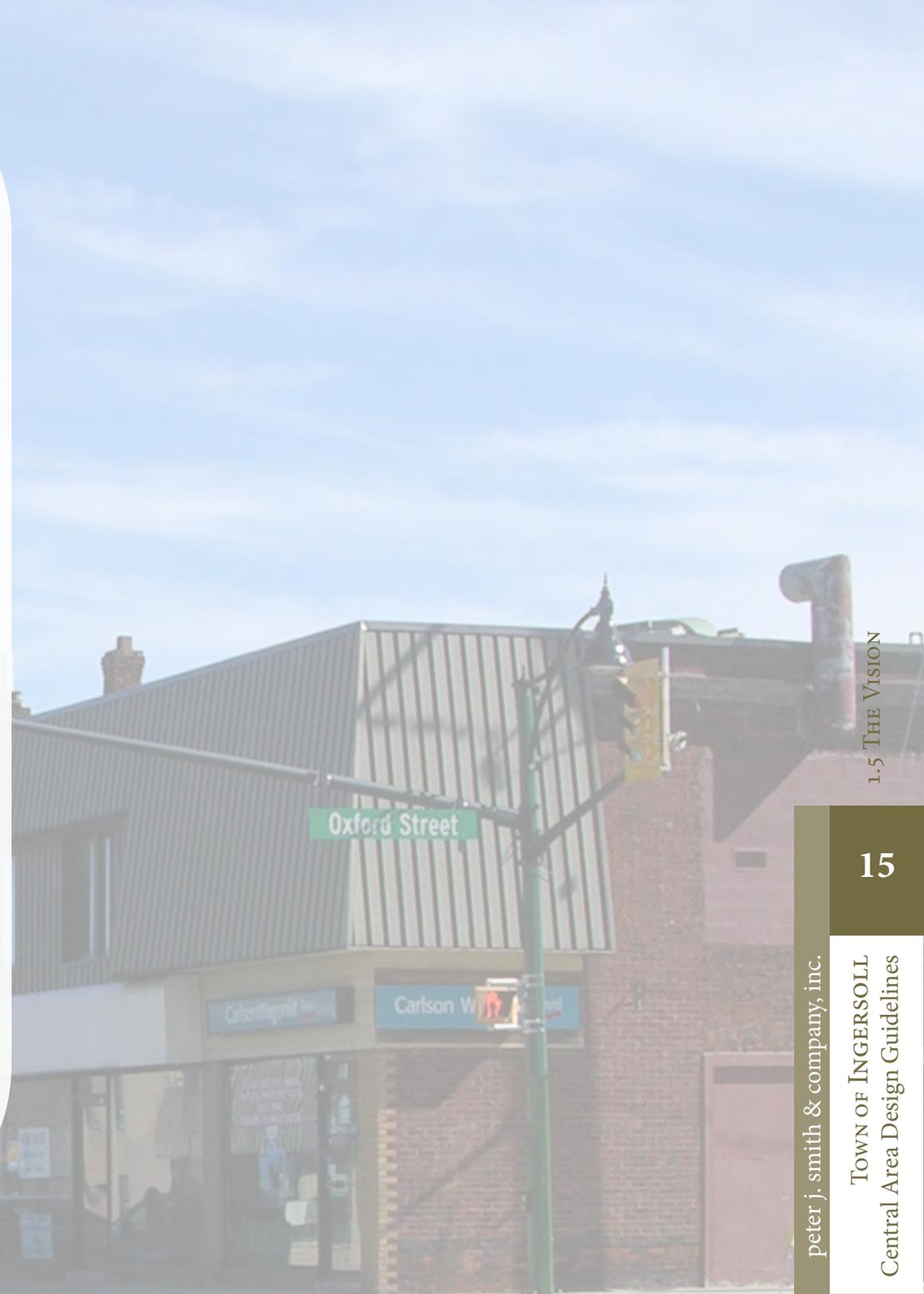
*"In the future, the Central Area of the Town of Ingersoll will remain as the most functionally diverse area of the Town and will serve as the primary business, cultural and administrative centre. The commercial core of the Central Area will continue to meet the day to day and specialty retail needs of residents of the Town. At the same time the Central Area will increasingly serve as a people place and will have increased day and night activity through the introduction of residential development within and near the Central Area and through better integration of the Central Area with the wider community." (Section 9.3.2.1)*

The Official Plan Central Area Vision also describes specific vision elements, which are summarized as follows:

- Sub-Areas: Designated to increase the number of people working and living in the Central Area over the long term.
- Urban Design and Heritage Protection: Reflect a human scale and protect heritage resources of the Central Area.
- Greenspace and Pedestrian Amenities: Enhance the Central Area by adding greenspace, street trees, pedestrian areas and streetscaping improvements as well as encouraging alternative modes of transportation.

The Oxford County Official Plan presents specific objectives to further the Central Area Vision. They include:

- Retail Function: To maintain the commercial core of the Central Area as the highest order retail shopping district capable of meeting the day to day and specialty needs of the residents of the Town of Ingersoll.
- Employment Function: To promote the Central Area of the Town of Ingersoll as a place of employment and a focus of economic activity for the Town.
- Residential Function: To increase the residential population living within and in the vicinity of the Central Area.
- Pedestrian Circulation Network: To support the creation of a continuous, safe, interesting and comfortable at-grade pedestrian circulation network which provides pedestrian links between the districts within the Central Area and between the Central Area and the wider community.
- Heritage Protection: To recognize the significance of the heritage resources of the Central Area in serving as a source and reminder of the early built form and identity of the Town by protecting and enhancing these unique heritage elements.
- Parking and Transportation: To provide a safe, convenient, efficient and integrated transportation system which will promote cycling and walking in the Central Area while continuing to provide adequate facilities to meet vehicular needs within the area.



# The Vision

## *Central Area Design Guideline Vision, Goals & Objectives*

The Central Area Design Guideline vision, goals and objectives are consistent with the Official Plan and expand on the Town and County's existing vision for the Central Area by focusing on urban design relevant to design guidelines and tying to community involvement and the existing context findings. The Central Area Design Guideline vision is:

***The character of Ingersoll has evolved into a picturesque agricultural community on the Thames River with a preserved heritage and an intimate urban scale. The Town is known as a friendly community gathering place with a well-defined downtown. It has a unique focus on arts and culture which occupies a niche as part of a vibrant downtown for residents and visitors. Ingersoll does not limit itself to a heritage theme and is respectful of its historic identity. In the future, the community will maintain its town-centered charm through a system of urban design that connects all aspects of the community while promoting a neighbourly atmosphere for everyone.***

This vision advances the concepts presented in the Official Plan in the incorporation of a 'system of urban design' and reflects the community involvement that focused on economic development and quality development or design while maintaining the Town's historic qualities.

To help guide the community and further the vision, detailed objectives specifically targeting urban design that incorporate universal design principles for quality development are outlined. These objectives are in addition to the Official Plan objectives, which are relevant to the overall development of the Central Area but do not specifically describe the future of urban design. Urban design focused objectives are the primary goals for implementing the Central Area Design Guidelines.

*In the future, the community will maintain its town-centered charm through a system of urban design that connects all aspects of the community while promoting a neighbourly atmosphere for everyone.*

• **Goal 1: To promote a quality downtown environment with an attractive public and private realm.**

The strategic initiative to achieve this goal is to facilitate quality development through easy to use design guidelines. These design guidelines should:

- Reflect the existing community character, culture and heritage of Ingersoll.
- Maintain flexible consistency and promote unique yet functional buildings.
- Promote and respect the historic identity of the community.
- Maintain an intimate scale within the Central Area.
- Promote cohesive public and private realm development.

• **Goal 2: To enhance the Central Area as a unique downtown experience enjoyable for all.**

The strategic initiative to achieve this goal is to develop the downtown as an attraction or destination by:

- Creating or enhancing community anchors that are relevant to the community including the arts, culture and heritage of Ingersoll.
- Enhancing connections of the Central Area to the Thames River.
- Developing iconic public places that are a signature of Ingersoll.
- Creating gateways that will direct and inform residents and visitors to Central Area attractions.
- Linking all of the street elements and public spaces together for a cohesive walking experience.
- Establishing a sustainable environment that is focused on maintaining and revitalizing the Central Area's historic location as Ingersoll's downtown.



*Chapter 2 utilizes the existing community character and community input to transform the vision into physical design elements. The Urban Design Concept is essential to developing design guidelines that support community-wide enhancement and achieve the vision for the future.*

# 2

# Urban Design Concept

# 2.1 Character Area Analysis

*The existing character of the Central Area provides an important foundation for all design decisions for future development.*



*The Pharmasave Building represents recent development in Ingersoll that respects the traditional building flavour.*

Ingersoll's Central Area can be divided into three distinct character areas. They are:

**Central Area Core** – traditional character

**Central Area Green** – conversions / smaller scale development

**Central Area North** – retail/strip mall plazas

In each district a unique design flavor has evolved for both the building and site. Some of the elements build an attractive public realm experience and others detract.

Elements that contribute to the character of the area are:

- building mass
- height
- materials
- setback
- fenestration (window placement)
- parking
- landscape
- signage
- pedestrian/vehicular circulation

To identify character areas within the Central Area a street-by-street assessment was conducted. For each character area sample photographs are provided from the assessment.

## Central Area Core

The Central Area Core character area consists of main street - Thames Street south of the southern (C. P. Railway) railroad track to below King Street. The character of the area is defined by two to three storey buildings with a contiguous street façade that forms a continuous street wall with minimal setbacks. Corner buildings are designed with unique fenestration and entrances to address urban corners of the streetscape. Materials are originally brick and stone but in many cases have changed to stucco and metal siding. The street is dominated by large, open storefront windows, which in some cases have been covered. Parking is on-street or in rear lots. Signage is flush to the building façade. Pedestrian circulation is directed linearly along the street, with no controlled crosswalks outside of the signalized intersections.



*The adjacent three photographs illustrate existing buildings within the Central Area Core Character Area.*



## Central Area Green

The Central Area Green character area consists of the area surrounding the Central Area Core character area that is south of the C.P.R. railroad track and south of Mutual Street. The term green is derived from the landscaped setbacks, primarily lawns, that are a dominant feature of the area.

The character of the area is defined by predominantly two to three storey residential style buildings with a varied street façade, broken street wall and larger setbacks. Materials are originally brick and wood but in many cases include stucco. The facade is dominated by rectangular, vertical windows. Parking is on-street or in rear and side yard lots. Signage is intermittent and generally flush to the building façade. Pedestrian circulation follows the grid street pattern and historic service laneways.

*The adjacent two photographs illustrate existing buildings within the Central Area Green Character Area.*

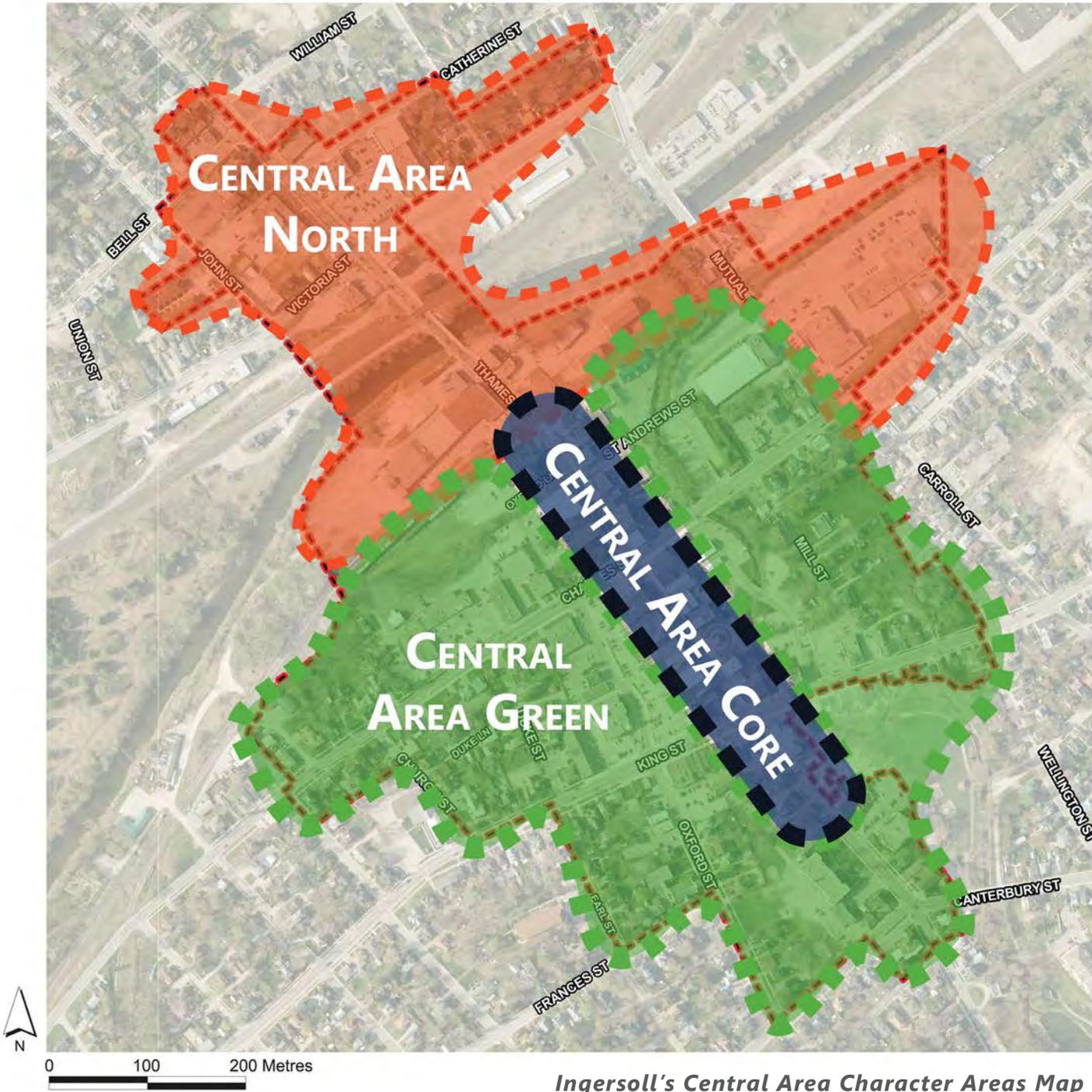


## Central Area North

The Central Area North character area consists of the area north of the C.P.R. railroad tracks along and surrounding Thames Street as well as the area north of Mutual Street along Charles Street East. The character of the area is defined by one to two storey buildings. There is no real street wall as it is intermittently broken by curb cut site access. Setbacks are varied and larger than in the Central Area Core character area and there are no defined corner buildings. Materials include: block, brick, metal and stucco. Windows are random and do not dominate the streetscape and usually only on the entry façade leaving side walls blank. Existing buildings are generally a box style with minimal windows. Parking is in front, side or in rear yards. Signage is flush to the building façade or freestanding. Pedestrian circulation flows alongside the streets and there are no dedicated open space pathways.

*The adjacent two photographs illustrate existing buildings within the Central Area North Character Area.*





*Ingersoll's Central Area Character Areas Map*

# 2.2 Urban Design Concept

*The Urban Design Concept illustrates the vision for the Central Area.*

The Urban Design Concept is based on the character area analysis and the vision, goals and objectives for the Central Area Design Guidelines. The concept looks at the Central Area with a system-based perspective. This is a critical step in the development of the design guidelines because it provides the basis for design recommendations. With the Urban Design Concept identified, all design guideline recommendations fit with how the area functions and should function in the to achieve the Central Area vision, goals and objectives.

## *About the Concept*

The Central Area of Ingersoll is unique in that all of the main street buildings on Thames Street can be accessed from their rear yards. The Urban Design Concept highlights this feature and creates a double streetscape adjacent to and parallel to Thames Street,

one that is vehicle dominated with pedestrian sidewalks and parking and the other that is pedestrian dominated with a promenade or boardwalk trail and rear lot parking. This double streetscape concept enhances the Central Area by:

- Accenting Thames Street as the main thoroughfare with a traditional existing building stock.
- Reducing the impact of the separation of the north and south by enhancing the Central Area's connection with the Thames River.
- Focusing on the streetscape, providing space for street activity and a continuous traditional style building façade to pull the north and south visually and physically together.
- Supporting the main street pedestrian spine with two parallel pedestrian systems: a formal promenade to the rear of the buildings on the west side of Thames Street and a more natural trail on the east side adjacent to a broader open space, naturalized stream and natural drainage area.

In addition to the double streetscape feature of the concept, which focuses on north-south connections, the concept examines east-west circulation potentials. These potentials are detailed as follows:

- The east-west flow is strengthened on Charles and King Streets with identifiable streetscape and building facades creating a double cross of vehicle circulation and on-sidewalk pedestrian connections.
- The east-west pedestrian connection runs from the Town Centre through a potential double alleyway in the west block of buildings to the main street park, an enhanced event space and to the stream side trail. This pedestrian route defines a strong focus to the Central Area as an arrival and event node.

For orientation, trail heads would be created at all contact nodes between the streetscape and the road system. Vehicle gateways would be created at entrances to the Central Area adjacent to each of the Central Area anchors.

To complete the organization of the Central Area as a destination, existing and enhanced anchors are identified. Anchors include:

- The existing Ingersoll District Memorial Centre/ Arena as a key location or anchor within the Central Area.
- A potential for a unifying urban streetscape and a market / theatre and museum district west of Thames Street connecting to the existing Ingersoll Theatre of Performing Arts. Within the district is the potential to develop the former rail station as

an interpretive centre/museum and a significant park attraction/facility.

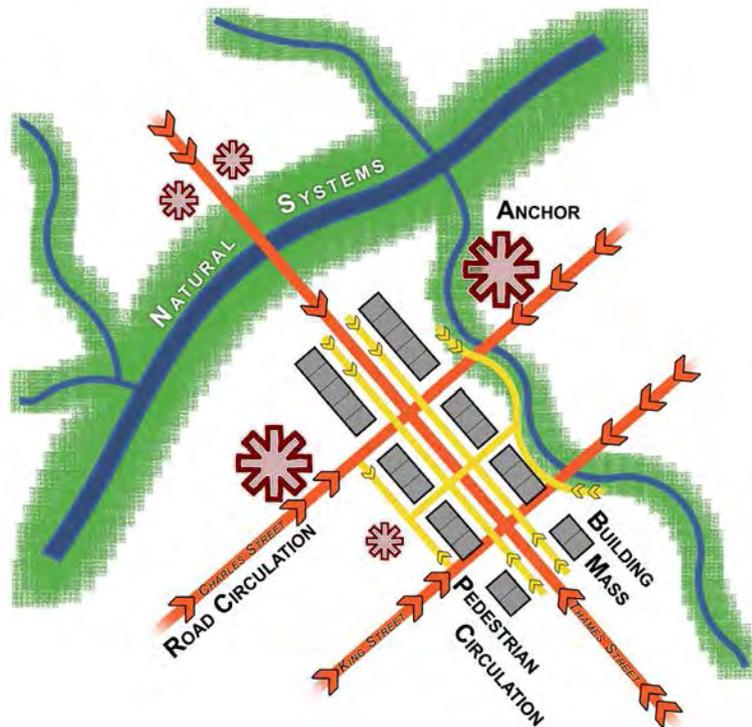
- An existing commercial area north of the Carnegie Street / Victoria Street which is already recognized as a hub within the Central Area.

These anchors enhance the connections to the existing Central Area anchor, the Town Centre, in a contiguous urban and natural open space pedestrian system.

### *Public Realm Features*

The Urban Design Concept outlines several key public realm improvements that should be considered in the development of the Central Area. Potential public realm improvements include:

- The development of a Riverfront Park as a regional attraction on both sides of the Thames River throughout the Central Area providing recreation space and employing ecological design principles.
- The development of an all season pedestrian/ bicycle waterfront trail along the entire length of the Thames River. The trail should be hard surfaced, lighted and maintained all year to guarantee safe access to and from the Central Area.
- The development of a naturalized park and promenade on the east side of Thames Street adjacent to the rear yards of the commercial buildings to provide contiguous access to the Thames River park. The park should be developed providing recreation space, promoting adjacent commercial uses and employing ecological design principles.
- The development of central downtown park to connect Thames Street to both the east and west promenades and act as an icon in the wayfinding system for the community.



**Central Area Urban Design Concept Sketch**

- The development of public art in the form of sculpture or murals at all prominent points and sightlines within Central Area streetscapes and gateways.

Also an important part of the development of the Central Area is the promotion of cultural events to enliven the downtown, promote economic development and community health.

*The features of the Urban Design Concept are illustrated in the Detailed Urban Design Concept Map*

**Detailed Urban Design Concept Map with Demonstration Sites**



**# DEMONSTRATION SITE**  
Note: Specific demonstration sites are listed in Section 3.5.

0 100 200 Metres



## Demonstration Sites

To highlight how design guidelines can be applied, several demonstration sites were identified to show a range of different building types. These demonstration sites do not represent any submissions from the actual property owners of these example properties. The five demonstration sites are illustrated on the Detailed Urban Design Concept Map and pictured below:

*Demonstration Site #1*



*Demonstration Site #3*



*Demonstration Site #2*



*Demonstration Site #4*



*Each  
Demonstration Site  
will be featured as  
an example of the  
design guidelines in  
the Implementation  
Section.*



*Demonstration Site #5*



*Chapter 3 is the primary implementation tool within the document: the design guidelines. Guidelines are provided for five different building types as well as for streets and parking areas. A Design District Map identifies where the different building types are appropriate within the Central Area.*

# 3

# Implementation

# 3.1

## Official Plan Considerations

*The Official Plan guides the future of the County and the Town, by ensuring that all development is consistent with the Official Plan policies.*

Introduced in Section 1.5 The Vision, the Official Plan (OP) provides objectives and strategic initiatives for the Central Area based on the Central Area Vision. These objectives and strategic initiative provide an overall picture for the future of the Central Area. Although the Official Plan provides development direction, it does not explore the urban design potentials of the Central Area. The Official Plan provides guidance for the following elements of development in the Central Area:

- Retail Function
- Employment Function
- Residential Function
- Pedestrian Circulation Network
- Heritage Protection
- Parking and Transportation

To enhance the vision for the future of the Central

Area, during the 5-year Official Plan review, the Town should incorporate objectives and strategic initiatives related to urban design that are consistent with the two goals presented in Section 1.5 of the Central Area Design Guidelines. These goals incorporate urban design principles that will guide development.

In addition to the Official Plan's objectives and strategic initiatives, specific policies are provided for the two districts within the Central Area: the Central Business District and the Entrepreneurial District. These policies guide the following elements:

- Location
- Permitted Uses
- Prohibited Uses
- Height Restrictions/Requirements (allows for height restrictions within the Zoning By-law to buildings adjacent to Thames Street)
- Streetscaping (allows Town Council to consider developing a Streetscape Master Plan for the Central Business District)
- Site Planning
- Site Design Policies
- Specific Development Policies
- Policies for Conversion of Existing Buildings (within the Entrepreneurial District)

Within these policy categories are several policies that are applicable to the design of development in the Central Area. Design related policies are listed as follows:

For the Central Business District (OP Section 9.3.2.3.1):

- Site Plan Control will ensure that new development and redevelopment are attractive and complement existing development in the Central Business District, respect existing heritage resources and promote a pedestrian environment.
- The needs of the elderly, persons with disabilities and other special needs groups will be adequately accommodated in the design of development.

For the Entrepreneurial District (OP Section 9.3.2.3.2):

- Site Plan Control will ensure compatibility with adjacent residential uses.
- Parking areas and driveways will be located to permit appropriate landscaping and screening from adjacent residential uses. Such parking areas will generally be located to the rear or side of the main building on the site.
- The needs of persons with disabilities and other special needs groups are addressed in the design of the development.
- Signage and lighting will be controlled in terms of height, size and orientation to minimize the effect on adjacent residential uses.
- Adjacent residential uses will be buffered through the requirements for setbacks, landscaped strips, screening and other measures.
- Existing mature vegetation will be maintained as much as possible on the site.
- On-site drainage from buildings and parking areas will be controlled, especially in relation to adjacent properties.

These policies shall be maintained in the implementation of the Central Area Design Guidelines.

## *Official Plan Recommendations*

To utilize the Design Guidelines as a tool to promote redevelopment in the Central Area, the Town and County should update the Official Plan based on the following recommendations:

- The Official Plan should incorporate a policy as part of Section 9.3.2 that encourages redevelopment of the Central Area by allowing for a facilitated approvals process with the use of the Central Area Design Guidelines for all developments within the Central Area.
- The Official Plan should incorporate a policy as part of Section 9.3.2 that designates the Central Area as a Community Improvement Project Area and encourages the use of funding assistance programs provided by the Federal and Provincial governments as they relate to community improvement, or specifically redevelopment, provided that development projects are consistent with the Central Area Design Guidelines. This recommendation is consistent with the Commercial Policy Review that discusses the use of financial incentives for downtown revitalization.
- The Official Plan should remove the requirements for off-street parking in the Central Business District of the Central Area except in new buildings. As part of this recommendation, the Official Plan may encourage the Town Council may adopt a Cash-in-Lieu-of-Parking bylaw. For the Entrepreneurial District, parking should be provided on-site in rear yards.

In summary, the Central Area Design Guidelines provide the foundational element for redevelopment efforts that can be encourage by the Official Plan policies.

# 3.2

## Zoning

### Considerations

*While the Central Area Design Guidelines provide a tool for development, the existing Zoning By-law regulates the development of properties within the Town of Ingersoll. This overview introduces the zoning considerations for the Central Area.*

The Zoning By-law for the Town of Ingersoll applies 14 main classes of zones to the town. For each zone class there is a list of permitted uses that implement the policies and land use designations of the Official Plan. Each zone class also has a specific set of dimensional requirements depending on the type of use. Some parcels also have 'special provisions' that apply which reflect site-specific decisions of Council for publicly reviewed development proposals. Most of the study area is zoned "Central Commercial (CC)." This zone

*The Central Area Design Guidelines provide further detail regarding the design components of development and are provided as an additional, non-regulatory tool for those looking to develop or redevelop a property. The Zoning By-law remains as the regulatory component for development.*

permits a wide variety of uses and it promotes the development of a mix of uses (excluding industrial), but not residential units on the main floor of a mixed use building. There is one area on the east side of the study area that is zoned "Highway Commercial (HC)" and it permits a wide range of commercial uses that are oriented to the needs of the travelling public. The HC zone includes larger minimum front and side yard requirements than in the CC zone, in order to accommodate larger parking areas and to minimize impacts on adjoining neighbours. Several areas along the edges of the study area are zoned "Entrepreneurial District (EC)." The EC zone permits a different mix of uses than the CC zone and it does not permit retail stores. Several other areas are zoned "Residential Type 2 (R2)" which permits only residential uses and home occupations, with smaller setbacks recognizing established building lines relative to the street. There are also zones for open space (parks) and existing institutional uses.

As with most municipal zoning by-laws, the Town's Zoning By-law applies performance standards to influence the layout of each property; it does not contain building design standards other than placing limits on the height of structures, the maximum lot coverage and the minimum landscaped open space. For the CC zone, however, there is no restriction on the maximum lot coverage or landscaped open space and a 6-storey maximum applies to all buildings. The zone provisions are listed in various sections of the Zoning By-law.

### *Recommendations to Incorporate the Design Guidelines*

The design guidelines differ from the zoning in that they are voluntary and not prescriptive guidelines for development. The guidelines address the design and appearance of the building's exterior that creates the setting for the public realm. In regards to design, the guidelines are more focused on physical recommendations that impact the community character. For example, the guidelines encourage specific height ranges to a maximum of three storeys depending on building type while the zoning allows for a maximum six storey buildings in the CC zone. In other cases the design guidelines may be less restrictive and allow for more flexibility in the use of buildings as long as the building meets performance standards. For example, the Zoning By-law restricts residential units on the main floor of mixed use buildings in the CC zone, with the design guidelines applied, the Town may consider

removing this restriction for buildings outside of the Central Core Area to encourage more people to live in the Central Area.

The guidelines may be an opportunity to provide another option for approvals. In addition, as discussed in the Official Plan Recommendations, the guidelines may also be combined with incentives to encourage use. As with the Official Plan, the Zoning By-law should include a special provision to allow for a facilitated process with the use of the Central Area Design Guidelines. The Town may consider more flexibility with permitted uses if the buildings follow the design guidelines.

# 3.3

## General Design Guidelines

*General design guidelines are based on urban design principles that are common to all development within the Central Area.*

Applicable to all parts of the Central Area, general design guidelines are measure for all building types and public realm development. The following general design guidelines advance the organizational, social, environmental, historical, economic and cultural significance of the Central Area.

### *General Design Guidelines*

- Development should respect the organizational vision of the Central Area to enhance the identity of the community and provide a strong sense of place that maintains a personal pedestrian scale.
- Corner commercial buildings should address the intersection with an angled, rounded or setback corner adjacent to the intersection.
- Residential infill buildings should reflect character, finish floor elevation and setback of the neighbourhood and context of surrounding buildings.
- Buildings should reflect the historical flavour of Ingersoll's Central Area.
- Development should promote interaction between residents and visitors.
- Public realm development should provide community gathering space.
- Development and redevelopment of the Central Area should promote sustainability and energy efficiency.
- Stormwater should be detained on site with the use of rain barrels, water gardens and/or percolation beds.
- Energy consumption should be minimized in the construction, maintenance and operation of new buildings and renovation of existing buildings.
- Alternative energy sources should be promoted within the Central Area.
- Buildings should offer a variety of unit sizes to attract residents of all ages and ethnicities and encourage a variety of goods and services and rental accommodation for various income groups.

- Alternative modes of transportation, such as walking and cycling, should be promoted to minimize vehicle use, improve air quality and promote community health.
- Pedestrian circulation should be facilitated to the Central Area Core and the Thames River.
- The Central Area should be promoted as an outdoor museum offering interactive historical displays and pedestrian nodes with seating and interpretative panels.
- Public art in the form of sculptures or murals should be encouraged at all prominent points and sightlines in the Central Area public realm.

**Study Area Boundary Map**



*The General Design Guidelines apply to all properties within the Central Area.*

# 3.4

## District Design Guidelines

*Design Districts direct the implementation of design guidelines based on existing character areas.*

As a background and rationale for the design guidelines the design districts are based on the character areas to maintain a cultural / chronological succession of building in the community as well as enhance the design of buildings in the district.

There are three design districts generally to accommodate five building styles that maintain and enhance the design character of the Central Area. Each of the five building styles follow general design guidelines as well as design guidelines specific to the building type.

### **Central Area Core Design District**

- Traditional Core
- Core Promenade

### **Central Area Core Gateway Design District**

- Traditional Core
- Traditional Box
- Traditional Commercial
- Traditional Plaza

### **Central Area Core Green**

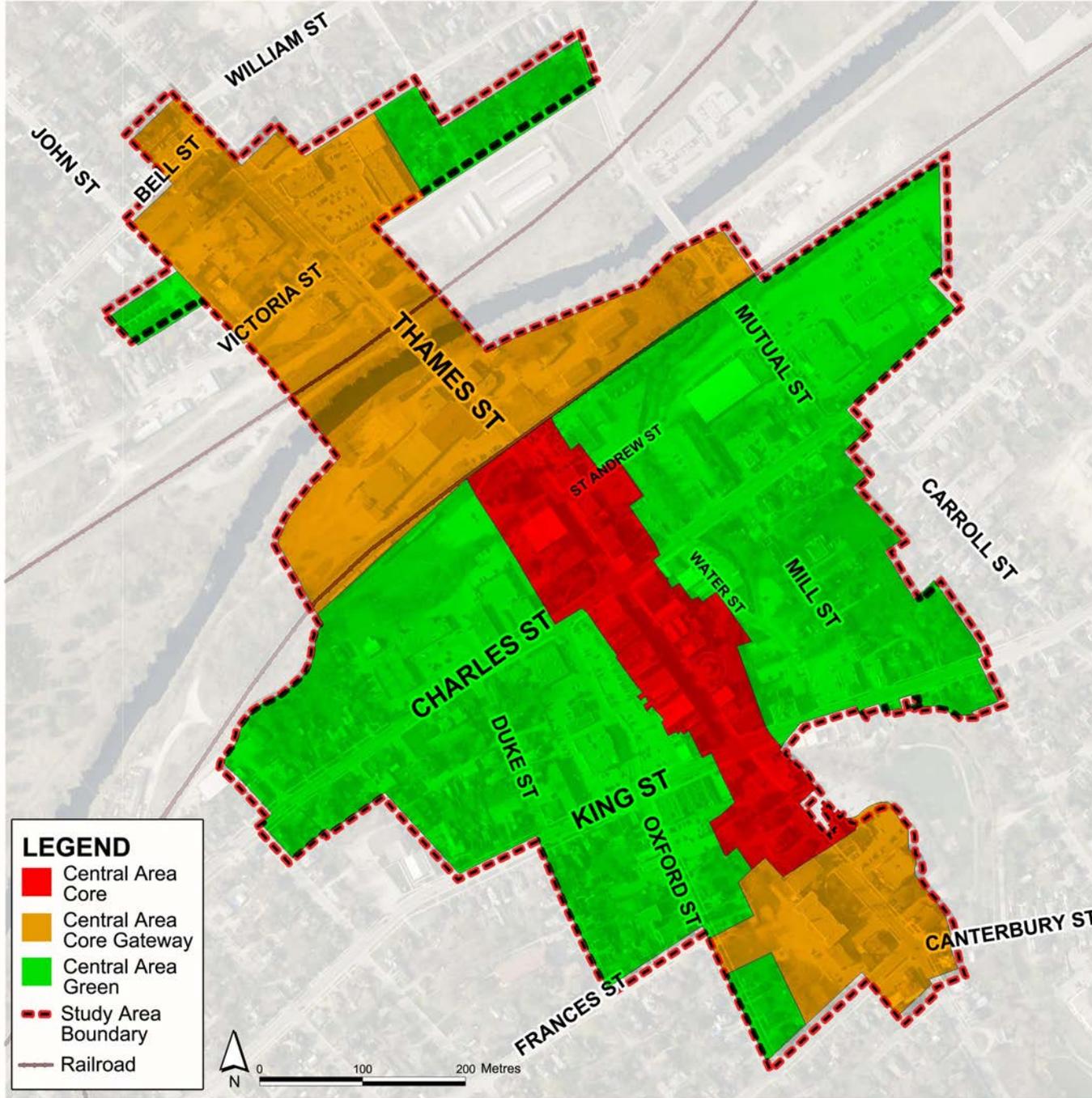
- Traditional Box
- Traditional Commercial
- Traditional Plaza

### **Public Realm design is guided by the:**

- Core Parking
- Core Street

Each design district is illustrated in the Design District Map.

# Design District Map



## Traditional Core

The Traditional Core design guideline encourages the traditional 'main street' intent of the existing building stock and mass without recreating style. The street is dominated by large, open storefront windows to add colour, texture and detail to the street thereby encouraging shopping and social interchange. Future development will occur in a context that is sensitive to the historical identity and culture of 'main street' by encouraging walking, window shopping and development of outdoor cafes to enhance a lively Central Area. The guidelines encourage three-storey brick buildings that maintain a continuous street façade and pedestrian scale. Buildings on street corners are encouraged to address the street intersection directly with windows and entrances.

Context	Setback & Orientation	Height & Roofline
Buildings should compliment facade patterning and horizontal lines of adjacent buildings	Buildings should maintain the existing setback along Thames Street (approximately 3-3.5 metres)	Building height should be a minimum of 2 to a maximum of 3 storeys
Buildings should reflect a historic "Main Street" character	Building facades should be flush with adjacent buildings, excluding architectural details	Roof should be flat, compatible with local historic precedents
	Buildings should be oriented parallel to the street	'Green' roofs are encouraged



Materials & Details	Entryways	Windows	Appurtenances	Signage & Lighting	Landscaping	Public Realm
Buildings should be red/buff brick, similar to local historic precedents	Entrances should be centrally located within each store front	Windows on new buildings should be of similar style, size and proportions as local historic precedents	Porches, balconies and arcades should not be included on the front or sides of buildings	An identification sign could be provided on the building at each entrance no higher than the first storey	Parking areas should be shaded with trees	At grade pedestrian access should be provided from the building to the side walk
Storefronts should include painted wood trim and detailing around doors and windows and along the base	Doors should be highlighted on the facade with architectural enhancements and a recessed entryway	Windows on rehabilitated buildings should be of the same size and proportions as the original design	Awnings could be included over the doors/windows of store fronts	The business name may be included on the store front's awning, if applicable	Permeable paving materials are encouraged for walks, patios and other hard surfaces	Sidewalks (minimum width 2.5 metres) should be provided on all street facades
Architectural details on existing buildings should be maintained in similar size, detail and material. New constructions should include architectural details similar to local historic precedents	Doors could include a transom or sidelights	Except for storefront windows, windows shall be double hung with muntins similar to local historic precedents (typically two over two)		Lighting should be incorporated into the signage	Native tree species should be used	Parking should be provided behind buildings.
For facades facing the street, articulate the top of first story and uppermost story with architectural detailing	Storefront doors should be a minimum of 75% transparent	Except for storefronts, buildings should maintain a window to wall ratio similar to local historic precedents, typically 15-25%		Entrances should be lit		Access to rear parking should be from side streets.
Windows openings should include traditional architectural details such as lintels and or brick voussoirs		Storefronts should maintain a window to wall ratio similar to local historic precedents, approximately 60%		Lighting should incorporate a full cutoff to cast light downwards and minimize light spillover		Parking should not abut building, but be separated from building with landscaped area and/or sidewalk
Where appropriate, centrelines of windows and doors should be aligned vertically		Windows should be taller than wide (usually 2:1 ratio of length to width)				
		All facades should have windows				
		Windows should be clear glass and recessed				

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

**Core Promenade**  
The Core Promenade buildings are the rear of the Traditional Core buildings. With the design guidelines the rear of each building should be treated as a unique façade with access from the promenade to and through the building to the main street. Variation in the setback of the facades should be varied to allow for outdoor activities such as sales and dining areas. Materials do not have to maintain the same formal character as the main street façade and should use wood and stucco to maintain a more casual and pedestrian scale in the area. Windows should be apparent but not dominant however entrances should be accented with colour, awnings, lighting and attached signs.

Context	Setback & Orientation	Height & Roofline
Rear lanes and back properties of retail/commercial buildings	Setbacks variable and setback area utilized for multiple purposes (vehicle/pedestrian access, gathering/outdoor space, utilitarian uses, etc.)	Building height should be maximum 3 storeys
Buildings should relate to promenade with porches, balconies, entry ways, etc.	Buildings should be oriented parallel to the rear lane	Roof should be flat, compatible with local historic precedents
		'Green' roofs are encouraged



Materials & Details	Parking	Sidewalks	Amenities	Signage & Lighting	Landscaping
Buildings should be red/ buff brick, wood/ aluminum/vinyl siding, similar to local historic precedents	Parking should be delineated from the pedestrian area with landscaping	Sidewalk, minimum 6 metres wide, between parking and buildings	Tasteful and appropriate public art (sculpture/ murals) is encouraged in all available space	An identification sign could be provided on the building at each entrance no higher than the first storey	Parking areas should be shaded with trees
Building backs should include decks, porches, balconies, awnings, decks and/or overhangs		Sidewalks are shared use spaces allowing for building shipments/ deliveries	Bike racks should be provided	Lighting should incorporate a full cutoff to cast light downwards and minimize light spillover	Permeable paving materials are encouraged for walks, patios and other hard surfaces
		Outdoor seating areas are encouraged	Utilities/refuse containers should be visually screened	Entrances should be lit	Native tree species should be used
					Planters and plant beds are encouraged to delineate spaces

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

### Traditional Box

The Traditional Box design guideline encourages two storey buildings in retail and office setting. The buildings are simple in style, with quality materials used, preferably brick and/or decorative block, and with enough detail to define character. The colour and texture reflect the historical quality of the entire Central Area. The buildings form their own street wall and should be intermittently varied over longer distances. Windows should form a rhythm and vertical alignment should be used where possible. Side and rear walls should be transparent. Rear entry should be encouraged. Parking should be on street or in the rear yard. Pedestrian circulation should be defined to each entrance and around the building. Signage should be integrated into the building façade.

Context	Setback & Orientation	Height & Roofline
Buildings should compliment facade patterning and horizontal lines of adjacent buildings	Building setbacks should be within 3 metres of typical adjacent building setbacks	Building height should be a minimum of 1 to a maximum of 3 storeys
Buildings should reflect a historic "Main Street" character	Buildings should be oriented parallel to the street	Roof should be flat, compatible with local historic precedents
Building/site should be designed to engage the street	Maximum building footprint should not exceed 50% of block length or depth	Roofline shall feature a three dimensional cornice treatment
		'Green' roofs are encouraged

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.



Materials & Details	Entryways	Windows	Appurtenances	Public Realm	Signage & Lighting	Landscaping
Buildings should be red or buff brick and/or stone, similar to local historic precedents	Main entrances should be a minimum of 75% transparent	Windows on new buildings should be of similar style, size and proportions as local historic precedents	Porches, balconies and arcades should not be included on the front or sides of buildings	At grade pedestrian access should be provided from the building to the side walk	Identification signage shall be located on the building façade and may or may not be lit	Parking areas should be shaded with trees
Architectural details on existing buildings should be maintained in similar size, detail and material. New constructions should include architectural details similar to local historic precedents	Doors should be highlighted on the facade with architectural enhancements and a recessed entryway	Windows on rehabilitated buildings should be of the same size and proportions as the original design	Awnings could be included over the doors/windows	Sidewalks (minimum width 3 metres) should be provided around all street facades and linked to pedestrian network	Facade lighting should be wall mounted, historic in character and, except for identification signage, be mounted on first story	Permeable paving materials are encouraged for walks, patios and other hard surfaces
The façade should be composed to exhibit a clearly defined base, midsection and crown	Doors could include a transom or sidelights	Except for storefront windows, windows should contain mullions/muntins similar to local historic precedents	Drive thru's should not be located on any street frontage	Parking should be provided on street and beside/behind buildings.	Lighting should incorporate a full cutoff to cast light downwards and minimize light spillover	Native tree species should be used
On all sides of the building, articulate the top of first story and uppermost story with architectural detailing	Each side of the building that faces a public street shall contain at least one public entrance	First floor should maintain a window to wall ratio similar to local historic precedents, approximately 60%		Access to rear parking should be from side streets.	Entrances should be lit	Containerized landscaping is encouraged as sidewalk space allows
Facades should be articulated and/or building facades staggered with respect to setback, to create variety and/or private realm along the streetscape	Main doors should include a continuous panel of glazing of approximately 30 - 60% of the door surface area	Except for first floors, buildings should maintain a window to wall ratio similar to local historic precedents, typically 15-25%		Parking should not abut building, but be separated from building with landscaped area and/or sidewalk.	Signs should be integrated into the facade pattern	
Windows openings should include traditional architectural details such as stone lintels and stone or brick voussoirs		All facades should have windows; windows should be clear glass and recessed				
Parapets should conceal rooftop equipment from the public realm and not exceed 65% of a story						

## Traditional Commercial

The Traditional Commercial design guideline encourages building conversions and smaller scale development in mixed use former residential areas. Many of the conversions would include office, retail and residential in a single owner occupied building. Landscaped front yards set the flavor for the district. The renovation or addition should maintain the original design and character of the building or surrounding buildings. The street façade is varied and buildings should be setback. Façade materials should be in keeping with original brick and wood construction but could include stucco, stone and vinyl/aluminum siding. The facade should maintain the vertical windows style and include a large percentage of glass for transparency in an addition. Parking should be located in the rear yard if possible. Signs should be small and generally flush to the building façade.

Context	Setback & Orientation	Height & Roofline
Buildings should reflect a historic "Neighbourhood Street" character	Accommodate a diversity of front yard setbacks within 4 metres of average of adjacent setbacks	Building height should be from 1 to a maximum of 2-1/2 storeys
Buildings should be compatible with adjacent development by using a common scale, massing and height to complement the existing context	Buildings should be oriented parallel to the street	Roof should be pitched, compatible with local historic precedents
		Roofs could include dormers; windows within the dormer should occupy the majority of the dormer face



Materials & Details	Entryways	Windows	Appurtenances	Parking	Signage & Lighting	Landscaping
Buildings should be red/buff brick, stucco, or wood/aluminum/vinyl siding, similar to local historic precedents	Primary building entrance should be clearly visible from the street	Windows on new buildings should be of similar style, size and proportions as local historic precedents	Entries, porches, balconies should be designed in similar style as existing building	Parking may be provided in side and/or rear yards	Building signage may be ground-mounted or on the building face no higher than the first storey	Maintain the green landscape character of the neighbourhood
Architectural details on existing buildings should be maintained in similar size, detail and material. New constructions should include architectural details similar to local historic precedents	The building's street facade should feature a porch, overhang, or other architectural gesture that provides a "public face"	Windows on rehabilitated buildings should be of the same size and proportions as the original design		Side lot parking areas should be screened with low fence/wall/vegetation allowing for select views in/out	Lighting should be mounted on the building no higher than the first storey and/or at pedestrian level	Native tree species should be used
	A walkway, minimum 1.5 metres, should connect the front entry to the street sidewalk and to any on-site parking	All facades should have windows		If fencing/wall used to screen side yard parking, maintain a consistent character on the street by ensuring height and opacity consistent with those found throughout the neighbourhood		Permeable paving materials are encouraged for walks, patios and other hard surfaces
		Windows should be clear glass and recessed				

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

### Traditional Plaza

The Traditional Plaza design guideline encourages two storey buildings in a strip mall or strip plaza type of development. If possible the building should have a direct relationship to the street encouraging parking in the rear and side yards to facilitate pedestrian circulation from the street thoroughfare. Materials should maintain the quality of other historical design areas and include brick and decorative masonry. Windows should dominate all accessible facades and all facades should be transparent. Covered walkways are encouraged and should be wide enough for access as well as through circulation. The building should have some articulation and a street presence that is inviting to pedestrians and cyclists.

Context	Setback & Orientation	Height & Roofline
Buildings should be fronting on the street and be easily accessible by pedestrians and on-site parking	Buildings should be brought up to the sidewalk	Building height should be 1 to 2 storeys
	Buildings should be oriented parallel to the street	Roof may be flat, pitched or a combination of the two
	Buildings should encourage pedestrian as well as vehicular traffic	'Green' roofs are encouraged
Buildings should maintain the alignment of horizontal elements of adjacent existing buildings	Facades should be articulated and/or building facades staggered with respect to setback, to create variety and/or private realm along the streetscape	



Materials & Details	Entryways	Windows	Appurtenances	Public Realm	Signage & Lighting	Landscaping
Buildings should be red/buff brick, similar to local historic precedents	Doors should be centrally located within each store front	Windows on new buildings should be of similar style, size and proportions as local historic precedents	Porches or balconies may be included on the second storey	At grade pedestrian access should be provided from the building to the sidewalk	An identification sign could be provided on the building at each entrance no higher than the first storey	Parking areas should be shaded with trees
Storefronts should include painted wood trim and detailing around doors and windows and along the base.	Doors should be highlighted on the facade with architectural enhancements	Windows on rehabilitated buildings should be of the same size and proportions as the original design	Awnings or arcades should be included over the doors/windows of store fronts	Sidewalks (minimum width 2.5 metres) should be provided between parking areas and building and between street and building	Ground-mounted signage may be used	Permeable paving materials are encouraged for walks, patios and other hard surfaces
Architectural details on existing buildings should be maintained in similar size, detail and material. New constructions should include architectural details similar to local historic precedents	Doors could include a transom or sidelights	Except for storefront windows, windows should be double hung with muntins similar to local historic precedents (typically two over two)		Parking may be provided in side and/or rear yards	Lighting should be incorporated into the signage	Native tree species should be used
For facades facing the street, articulate the top of first story and uppermost story with architectural detailing	Storefront doors should be a minimum of 75% transparent.	Except for storefronts, buildings should maintain a window to wall ratio similar to local historic precedents, typically 15-25%		Access to rear parking should be from side streets	Entrances should be lit	
Windows openings should include traditional architectural details such as stone lintels and stone or brick voussoirs		Storefronts should maintain a window to wall ratio similar to local historic precedents, approximately 60%		Outdoor seating areas are encouraged	Lighting should incorporate a full cutoff to cast light downwards and minimize light spillover	
Facades should be articulated and/or building facades staggered with respect to setback, to create variety and/or private realm along the streetscape		Windows should be clear glass and recessed		Bike racks should be provided		

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

## Core Street

The Core Street design guideline encourages redevelopment of the main street from a motor vehicle-oriented thoroughfare to a complete street for all users, thereby encouraging a full range of street activities. Temporary parking closures could allow for outdoor patios on raised wood platforms with colourful wood railings. Sidewalks should be as wide as possible. Existing 9' (approximately) sidewalks could be

widened to 14' in a 66' ROW allowing for two 11' travel lanes and two 8' parking stalls. Cyclists (commuters) could use the street as a complete street, walk bicycles or use rear yard trails. The street should encourage shopping, social interchange and day/nighttime use and offer an attractive safe experience.



Street	On-Street Parking	Sidewalks	Gateways	Amenities	Signage & Lighting	Landscaping
Travel lanes should be minimized to accommodate wider pedestrian spaces	On-street parking could be delineated from vehicular travel lanes with pavement banding, pattern or material changes	Sidewalks should have a minimum 2.5 metre clear travel path	Gateways should be developed at the downtown retail/commercial boundaries to announce arrival	As space allows, benches should be included to make the street more pedestrian friendly and activate the public realm	Street light standards should be the standard 'Ingersoll Downtown' style, cast light downwards, and be a maximum height of 6 metres high	Street trees should be located in the street right-of-way and shade 50% of the street
Where feasible, bike lanes should be provided on both sides of the street and delineated from vehicular lanes. Where not feasible, shared lanes should be used	On -street parking should contain no more than eight contiguous spots (broken-up by sidewalk bumpout or landscaped area)	Sidewalk paving materials should continue across driveways and vehicle entrances	Gateways should be linked to the sidewalk and could incorporate pedestrian amenities such as seating, interpretive panels and public art	Trash and recycling receptacles should be grouped and located near gathering/ seating areas and be accessible by maintenance vehicles	All other street lighting should incorporate a full cutoff to cast light downwards and minimize light spillover	Native tree species adapted to site conditions should be used
Pedestrian crossing should be differentiated with a pavement banding and/or a different colour/material than street surface		Additional pedestrian/ outdoor seating space could be provided by bumping out the sidewalk into the area typically used for on-street parking	Gateways should preserve views and sightlines into the Central Area	Trash and recycling receptacles should be contained within a decorative surround	Wayfinding signage should be provided for public parking and major destinations	If groundcovers are used under trees, they should 0.6 metres or less in height
Curb extensions/bumpouts should be incorporated at all intersections and mid-block crossings to narrow pedestrian crossing length and define on-street parking		Gateways should be landscaped in an informal, low maintenance style	Bike racks should be provided	Interpretive panels should be provided to express Ingersoll's cultural identity	The use of structural soils or engineered urban tree planting systems is encouraged	
Mid-block pedestrian crossings are recommended on Thames & Oxford Streets					Permeable paving materials are encouraged for walks, patios and other hard surfaces	
"Yield To Pedestrians" signing, curb extensions and road striping should be provided at mid-block pedestrian crossings						

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

## Core Parking

The Core Parking design guideline encourages parking lots to be naturalized especially if they are a component of the open space trail system. Drainage areas should be day-lighted and naturalized through the parking area. Native trees with large canopies should shade the parking lot and minimize radiant heat, storm water should be detained in rain gardens throughout the parking area. If possible permeable paving should be used to maximize infiltration. The parking area should be organized around the pedestrian circulation system especially the community trail and provide direct and safe access to surrounding buildings.



Context	Parking Area	Surface Design	Pedestrian Access	Amenities	Signage & Lighting	Landscaping
Parking may be provided in side and/or rear yards	Provide one landscaped tree island in parking rows for every 10 contiguous, parking spaces	Porous parking lot materials and other green technologies are encouraged	Sidewalks (minimum width 2.5 metres) should be provided between parking areas and building and between street and building	Preservation/ opening of views and access to water bodies, streets and natural features is encouraged	Public parking areas should be signed at entrance and at closest major intersection	Parking areas of 10 or more spaces should provide a minimum of 10% of the total parking area as landscaped open space
Parking should not abut building, but be separated from building with landscaped area and/or sidewalk	Parking aisles should be oriented perpendicular to nearest building(s) served	Routing of surface stormwater runoff into landscaped islands/ filter strips is encouraged	Pedestrian access to/from adjoining properties is encouraged	Pedestrian seating is encouraged when parking is adjacent to a street or natural feature	Lighting should incorporate a full cutoff to cast light downwards and minimize light spillover	Parking areas should be shaded with trees; minimum one tree per 10 parking spaces
Parking lots should not be located at street corners	Vehicular access/ connections to adjoining properties are encouraged	Provide curb cuts to direct stormwater to landscaped islands/filter strips	Where feasible, parking lot pedestrian access should be connected to trail or other pedestrian network	Bike racks should be provided	Public parking areas should incorporate the standard 'Ingersoll Downtown' street light style	Native tree species adapted to site conditions should be used
Pedestrian circulation should hold the highest priority over other circulations	Each end of every parking row shall have a landscaping tree island	Snow storage should be provided on permeable areas away from water bodies				Parking should be screened with plantings and an optional low fence/ wall when adjacent to public right-of-way, allowing for select views in/out; minimum width of plant bed should be 2 metres
						Landscaped tree islands should be a minimum of 3 metres wide

**Note:** For Signage and Lighting elements, the designer must adhere to all requirements of the respective Town's By-laws and related regulations, as amended from time to time.

# 3.5

## Demonstration Sites

*Demonstration Sites show what specific properties in the Central Area could look like with the design guidelines applied.*

As was identified in the Detailed Urban Design Concept, five different demonstration sites were identified, with at least one demonstration site in each Design District. These five sites represent each of the building types.

The Design Districts and Building Types represented in the Demonstration Sites are listed as follows:

Central Area Core:

- Demonstration Site #1: Traditional Core
- Demonstration Site #2: Core Promenade

Central Area Core Gateway:

- Demonstration Site #3: Traditional Box

Central Area Green:

- Demonstration Site #4: Traditional Commercial
- Demonstration Site #5: Traditional Plaza

For each demonstration site the existing building and a photo-simulation of the redeveloped site based on the design guidelines for the designated building types are shown. These sites provide an example of what redevelopment based on the design guidelines could look like in Ingersoll and are intended only as an illustration tool.

A short description is included to explain the basic design feature(s) illustrated for each demonstration site.

# Detailed Urban Design Concept Map with Demonstration Sites



## LEGEND

Type of Building & Description

- 1 - Traditional Core: Commercial façade improvement.
- 2 - Core Promenade: Re-use of building rear for Patio Restaurant and promenade.
- 3 - Traditional Box: Conversion of former school building to mixed uses.
- 4 - Traditional Commercial: Single detached Residence conversion with office on main floor.
- 5 - Traditional Plaza: Former restaurant converted to multi-use commercial.

# ✳ 1: Traditional Core - *Commercial façade improvement.*

## *Design Features:*

- Street level windows with wood trim and detailing
- Window awnings
- Windows with lintels/ voussoirs
- Recessed entryway with architectural enhancements
- Upper storey architectural detailing
- Brick facade
- Street trees



*Existing Building*



*Building with Improvements Based on the Design Guidelines*

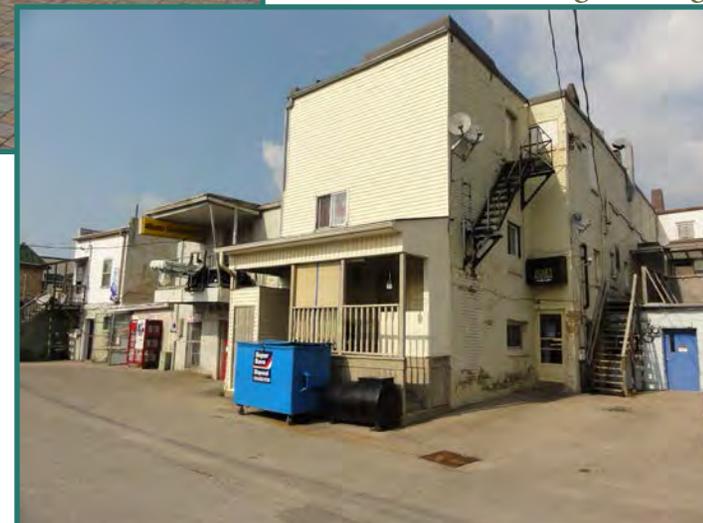
## 2: Core Promenade - *Re-use of building rear for Patio Restaurant and promenade.*



### ***Design Features:***

- Porches and balconies
- Window awnings
- Trees shade parking area
- Visually screened refuse
- Plantings delineate pedestrian and parking areas
- Sidewalks and outdoor seating between parking and buildings
- Permeable paving for patios

*Existing Building*



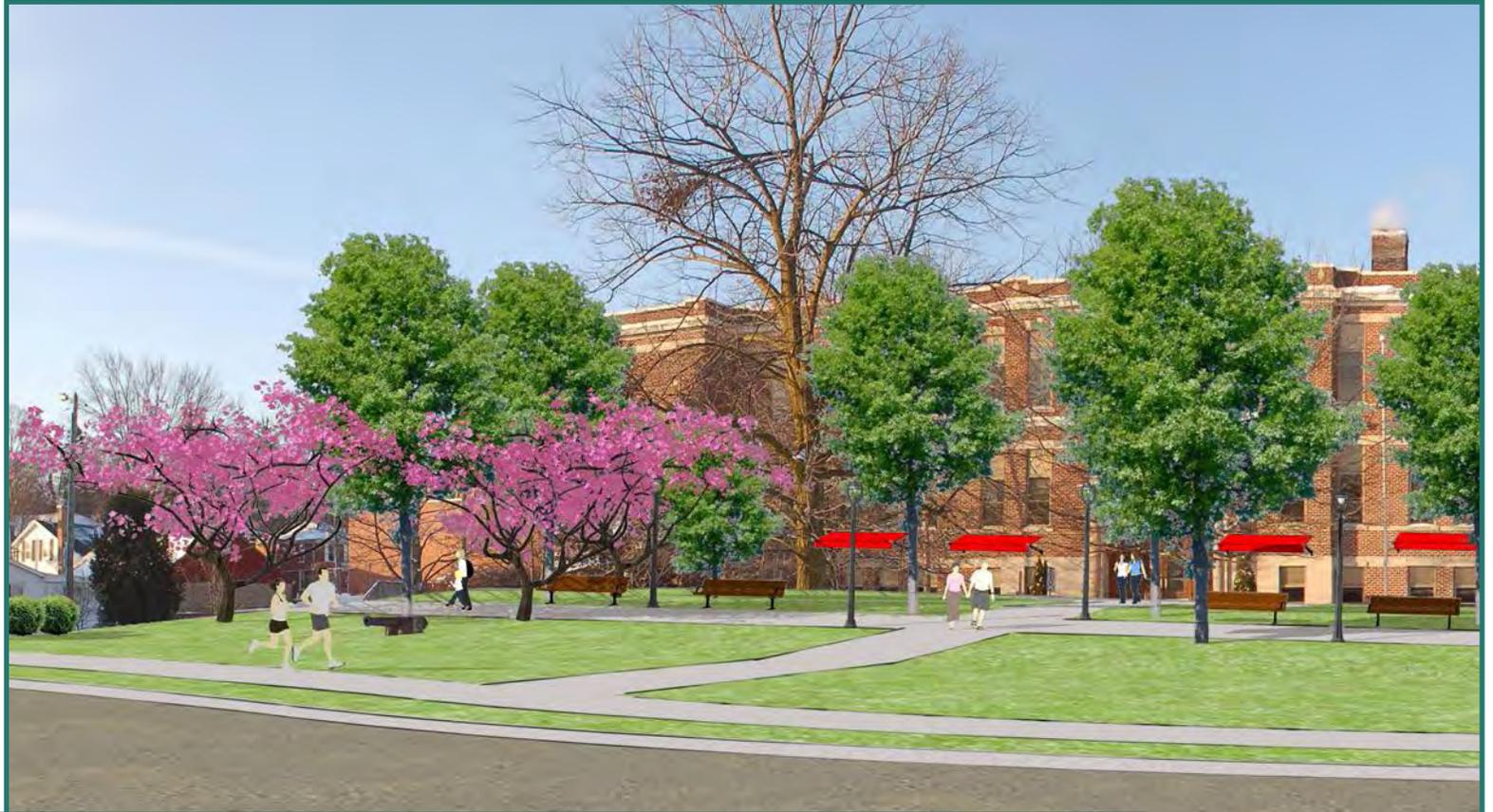
*Building with Improvements Based on the Design Guidelines*

# ✱ 3: Traditional Box - *Conversion of former school building to mixed uses.*

## *Design*

### *Features:*

- Window awnings
- Windows and architectural detailing reflect historic precedents
- Facade composed of base, mid-section and crown
- Recessed entryway with architectural enhancements
- Sidewalks linked to pedestrian network



*Existing Building*

### 3: Traditional Box (continued) ✱



*Building with Improvements Based on the Design Guidelines*

# ✱ 4: Traditional Commercial - *Single detached residence conversion with office on main floor.*

## **Design Features:**

- Red brick facade
- Enclosed entryway for commercial use
- Enhanced walkway with seating
- Rear yard parking
- Front yard landscaping



*Existing Building*



*Building with Improvements Based on the Design Guidelines*

# 5: Traditional Plaza - *Former restaurant converted to multi-use commercial.*



*Building with Improvements Based on the Design Guidelines*

## **Design Features:**

- Building addition brought to sidewalk
- Brick facade
- Window awnings
- Storefront windows
- Doors include transom / sidelights
- Landscaping, seating and bike racks
- Rear yard parking
- Sidewalks connect building, street and parking
- Access to parking from side streets



*Existing Building*



*Chapter 4 provides the background information for the development of the Central Area Design Guidelines.*

# 4

# Appendix

# 4.1

## Best Practices

*Great plans build on a history of planning and development.*

To develop guidelines that reflect current standards and practices, while providing an innovative approach to specific Town needs, it's necessary to understand the existing best practices in urban design guidelines. This best practices review presents how design guidelines are used in other communities and how we can best use them in Ingersoll.

The best practices review looks at a series of communities that are comparable to Ingersoll and its Central Area as well as use some type of design guidelines. Through



**Comparable Communities Map**

consultation with the project Steering Committee, six communities were chosen based on proximity, size and population.

Of the various plans reviewed, the purpose of the plan plays a significant role in how the document is implemented. For example, plans focused on heritage preservation or growth management generally have more stringent guidelines or standards. Other planning purposes include downtown development and design enhancement or quality control.

The review revealed several common elements used to guide design:

- **Urban Design:** Most community guidelines begin with a review of the streetscape, land use and design features of the study area. Recommendations guide the structure of development.
- **Private Realm:** This is the area most commonly addressed in design guidelines as it addresses the design of private buildings and structures.
- **Public Realm:** Consisting of all public spaces in a community, including streetscapes and parks, public realm guidelines are a significant part of nearly all community plans reviewed.
- **Building Styles:** Several communities identify specific building styles recommended to fit within the context of the community. In Perth, building styles specifically reflect what historically existed in the community. Other communities determine styles based on existing character.

The tools for demonstrating guidelines range and depend on the specificity of the guidelines. Implementation techniques vary based on the purpose of the document. Specifics about each document reviewed are provided in the Comparable Communities Matrix.

**Comparable Communities Matrix**

		Common Elements				Illustration Techniques				Title & Implementation Techniques
		Urban Design	Private Realm	Public Realm	Building Styles	Massing/3D Modeling	Photographic Examples	Sketches	Sections	
Community & 2011 Population	Central Purpose									
Town of Ingersoll (12,146)	Downtown / Central Area Development	●	●	●	●	●	●			Central Area Design Guidelines <ul style="list-style-type: none"> <li>• Develops an Urban Design Concept for the Central Area</li> <li>• Identifies Appropriate Building and Public Realm Typologies for Clear Implementation of the Guidelines</li> </ul>
Town of Perth (5,840)	Historic Preservation		●	●	◆			●		A Stewardship Guide to the Downtown Perth Heritage Conservation District <ul style="list-style-type: none"> <li>• Utilizes the Heritage Conservation District</li> <li>• Use of Heritage Manager &amp; Heritage Advisory Panel</li> </ul>
Town of Tillsonburg (15,301)	Downtown / Village Development	●	●	●		●	●	●	●	Central Area Design Study <ul style="list-style-type: none"> <li>• Planning Act Recommendations</li> <li>• Official Plan &amp; Zoning Bylaw Amendment Recommendations</li> <li>• Design Checklist</li> </ul>
Town of Collingwood (19,241)	Design Enhancement/ Quality Control		●		●	●	●			Town of Collingwood Urban Design Manual <ul style="list-style-type: none"> <li>• Applied as standards for all subdivisions, condominiums and site plan control applications</li> </ul>
Alliston - Town of New Tecumseth (30,234)	Downtown Development/ Historic Preservation	●	●	●		●	●	●	●	The Town uses several different documents for the development of Alliston, including: <ul style="list-style-type: none"> <li>• Downtown Enhancement Master Plan</li> <li>• Urban Design Guidelines, Town of New Tecumseth</li> <li>• Facade Improvement Guidelines for Commercial Core Areas of Alliston, Beeton and Tottenham</li> <li>• Alliston Secondary Plan</li> </ul>
City of Woodstock (37,754)	Downtown / Village Development	●	●	●			●	●	●	Central Area Design Study <ul style="list-style-type: none"> <li>• Planning Act Recommendations</li> <li>• Official Plan &amp; Zoning Bylaw Amendment Recommendations</li> <li>• Design Checklist</li> </ul>
Bolton - Town of Caledon (59,460)	Downtown / Village Development	●	●	●			●	●	●	Urban Design Guidelines Bolton <ul style="list-style-type: none"> <li>• Part of a Community Improvement Plan</li> </ul>

The review demonstrated that there are a variety of different purposes and methodologies for developing design guidelines. Many of the plans are have a central purpose that is focused on the intensification and redevelopment of land uses and are intended to be used by Architects and developers. The implementation methodology used in Ingersoll reflects the desired level of guidance, being primarily voluntary and not prescriptive, as well as the smaller town scale of the community.

DESIGN<sup>based</sup>  
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