

prestige business park

urban design plan

Westgate Business and Professional Park





Objectives

- Recognize and reinforce the Gateway significance afforded to these lands by ensuring appropriate architectural hierarchy and transitions;
- Reinforce street edge through consistent, forward building placement adjacent to arterial roads with complimentary landscaping treatments in buffers that extend along available frontage;
- Promote building articulation as a means of adding visual interest and diversity to the arterial road streetscape;
- Provide for a variety of building sizes, heights and shapes that are designed using high standards and quality materials;
- Provide quality, attractive urban spaces such as courtyards or small urban seating and garden areas as a means of enhancing both the building’s surroundings and the pedestrian and social environment;
- Ensuring functional vehicular circulation and inter-site connection to capitalize on limited access from the arterial roadways (see *Master Servicing and Implementation Strategy*);
- Reduce the visual impact of parking areas through effective use of landscaping treatment on traffic islands and perimeter landscape strips. Use of plantings where practical to break and define smaller parking lots in place of continuous parking fields.
- Provide opportunity for clearly defined pedestrian corridors and transit access internal to the site.

Guidelines

Building

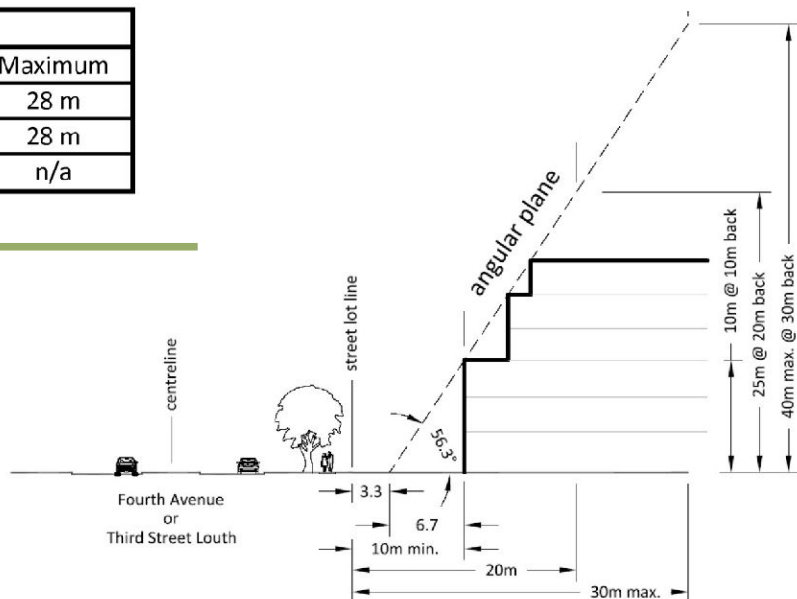
1. Zoning Provision - “Building-Within Zone”

Buildings constructed along arterial frontage shall meet with minimum (10m) and maximum (28m) setback criteria, otherwise referred to as the “build-within zone”.

Building Setbacks		
From	Minimum	Maximum
Fourth Avenue	10 m	28 m
Third Street	10 m	28 m
Other	6 m	n/a

2. Zoning Provision - Building Height

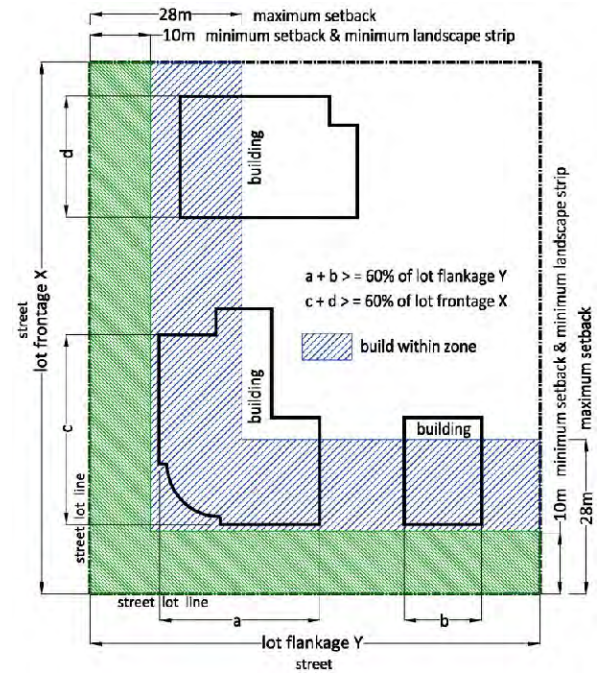
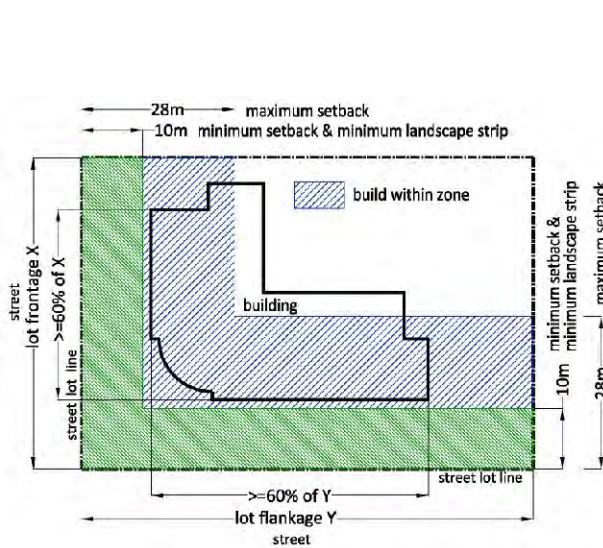
Building height shall be subject to the provisions outlined in Section 2(k) of By-law 2008-66 and will be specifically 10m at 10m from any property line, 25m at 20m from any property line and 40m at 30m or more from any property line.





3. Zoning Provision - Building Frontage

Single building facade or the sum of multiple building facades on a lot abutting the arterial road shall comprise a minimum of 60% of the linear lot frontage and fall within the “build-within zone”.



4. Zoning Provision - “Service Facilities Siting”

No external loading bays, docks or spaces are permitted for the buildings adjacent to Fourth Avenue. Loading bays, docks and spaces are permitted in the rear yards of buildings located internal to the site, lying beyond 122m (400') from Fourth Avenue.

5. Zoning Provision - Lot Coverage

Maximum Building Coverage shall be 40%

6. Architectural Design and Building Materials

All buildings should incorporate high quality building materials that create visual interest and strong facade articulation. Buildings along Fourth Avenue and Third Street Louth should exhibit the highest degree of architectural detailing with quality treatment and material variety, as these buildings hold the highest visibility from all angles of approach.



visual interest and quality building materials

Building designs are encouraged to reach or surpass 70% of the surface area with glazing for these street facing facades. Large buildings should incorporate prominent facade articulation and material treatments to reduce the appearance of bulkiness. Large flat wall space should be avoided where possible.



7. Pedestrian Design Elements

Buildings should be designed to signal pedestrian entrance points. Distinct architectural features should serve as a guide for quick and easy identification for directional means. Additional architectural features may be incorporated that assist in sheltering pedestrian movement such as canopy or colonnade designs.

It should be recognized that business park presence in this city's westerly context is for the most part, single loaded in terms of built form. It should also be recognized that this employment area will be largely destination driven with most arrivals via automobile and transit. In practical terms, the campus arrangement would have building main entrances focused to the parking areas internal to the site. It should be expected that the most prominent entry features will be found internal under such conditions.

The Fourth Avenue and Third Street Louth frontages, while functional for access to buildings, are not required to be the primary point of pedestrian access. Provision of pedestrian access from these perimeter roads to buildings adjacent is expected, however, these entrances may be less physically prominent than those internal. All pedestrian accesses should be defined through landscape treatments, lighting, and walkways to make them easily discernible for those pedestrians accessing the buildings from the arterial roads.



easy entry identification



colonnades can assist in sheltering pedestrian movements

8. Rooftop Mechanical Penthouse Screening

Depending on the uses, buildings can have considerable rooftop requirement for mechanical and communications needs. Buildings should be designed in a manner that addresses HVAC, mechanical and communications structures by screening or masking their presence with an appropriate barrier or enclosure. Where possible, designs should be encouraged to incorporate rooftop mechanical screening with similar or complimentary treatment to the main building treatment.



rooftop mechanical screening



9. Siting Along Internal Streets

Buildings located internal to the business park, whether on an internal public road allowance or defined main driveway are encouraged to locate close to the roadway or be clustered around transit stops and/or parking courts. This will help to break-up large parking expanses and support the creation of smaller nodes/clusters within the business park, contributing to the campus image.



locating buildings close to internal road and main driveways assists in breaking up large parking areas and creates opportunity for clusters within the business park.



Landscaping and Lighting

1. Zoning Provision Arterial Road Streetscape

A minimum landscape strip of 10.0 m will be required along the arterial road frontage. The landscape strip should comprise tree planting arranged in appropriate clusters or sequential spacing in order to provide opportunities to shade the adjacent public sidewalks, balanced with available views into the development or onto the buildings lining the arterial roads. Plantings may also include gentle berming and low lying shrubbery, foundation planting and gardens to provide an aesthetic and appealing linear planting scheme that compliments the development, buildings and associated roadway boulevard space.



landscaped setback from adjacent arterial roads

2. Zoning Provision Richardson/Francis Creek Buffer

A minimum 15.0m landscape buffer is required adjacent to the Richardson/Francis Creek Drainage Channel. The landscape buffer should comprise tree planting arranged in appropriate clusters or sequential spacing in order to provide opportunities to shade both the adjacent watercourse and locations providing passive pedestrian movement and amenity. The landscape buffer may provide opportunities for a pedestrian trail to enhance access and permeability into the business park subject to authority approval. Establishing trails can assist in channelling pedestrian movements which can in turn, assist in protecting ground cover from damage of foot path wear.



riparian buffer adjacent to richardson/francis creek planned in consultation with conservation authority



landscaped amenity areas

3. Zoning Provision - Landscape Open Space

Minimum landscaped open space shall be 20%. Landscaped open space in this context would include areas of amenity for buildings that serve the pedestrian component such as seating areas, courtyards, transit stops and other similar space complimenting the function of the buildings and business park.



encourage transit use and provide suitable shelter to support its use



4. Zoning Provision - Loading and Storage

Outdoor storage or display of any kind, including vehicle compounds will not be permitted in the Business Park. Loading areas, bays and docks are to be contained within the rear yard areas of buildings located internal to the site. Ideally, this would represent areas adjacent to the railway right-of-way. For buildings located adjacent to Fourth Avenue, loading areas including waste & recycling container storage, are to be internal to the building or contained within a designated enclosure, aesthetically constructed, to screen receptacle or containers. Landscaping and architectural treatment can assist in minimizing visual impacts.



for buildings with loading permissions, effort to integrate design is encouraged



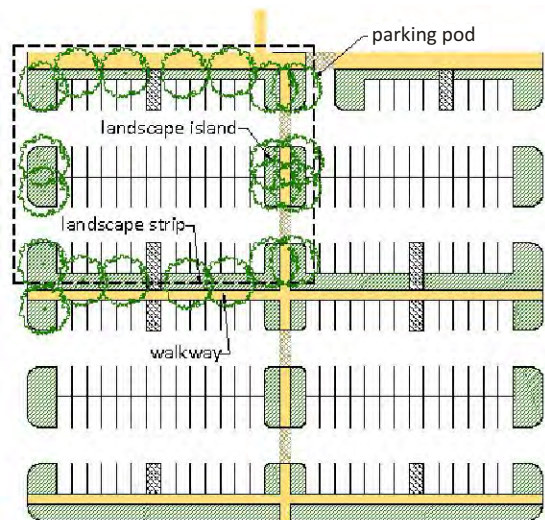
care to be taken in placement and treatment of refuse areas



potential loading arrangements adjacent to railway lands

5. Zoning Provision - Landscape Strips in Parking Areas

In order to minimize the impact of large surface parking areas, landscaped strips and islands are to be implemented. Landscaped strips with a minimum width of 4.0m shall be used to define parking pods and shall be landscaped with a combination of groundcover and tree/shrubbery plantings. Where a landscape strip contains a pedestrian connecting link or walkway, the minimum planting strip shall be 6.0m. These landscape strips/islands should include shade tree plantings, with an average spacing not exceeding 9.0m.



parking lot landscaping strips



6. Courtyards and Urban Spaces

Site and architectural plans should have regard to providing dedicated, identifiable courtyard or urban space amenity areas adjacent or within close proximity to office buildings or other uses that typically have higher volumes of pedestrian traffic or employee compliment. Outdoor amenity spaces do not have to be “soft” landscape driven, but may be more appropriately suited for “hard” treatment for broader access and mobility. Such areas may be arranged in a manner that are seen as a natural extension of the building architecture or separated with distinct features to signal pedestrians that a place of rest is available.

Such amenity spaces do not necessarily require large areas and may be provided for in a linear fashion along building face, foundation or walkways, blending into the image of the building. Professional medical buildings can often have pedestrian traffic that is in part patient and in part companion to those requiring the services within. In such instances, having suitable locations to relax while waiting on appointments is often a welcome amenity use.

Hard surfaced amenity spaces should include shade trees and ornamental plantings. The creation of amenity space on rooftops and terraces is also encouraged. This includes “green roof” initiatives.



areas of outdoor amenity located in close proximity or adjacent to buildings are encouraged

treatments can include soft landscaping or a natural extension of the building architecture with planting



7. Pedestrian walkways/crosswalks

Pedestrian walkways, sidewalks and crosswalks should be designed and coordinated so that a continuous network of pedestrian linkage is created that is thoughtfully laid out and easily discovered from all parking areas, buildings and businesses internal to the site. Walkways should to provide direct connections between businesses and transit facilities.

Appropriate demarcation at driveway or road crossings should assist both pedestrians and motorists in demonstrating the planned locations for pedestrian movement throughout the business park, most notably along access driveways or internal public roads leading to and from the boundary arterial roads. This can be achieved through contrasting surface treatments or materials such as interlock or concrete that presents a clearly identifiable surface contrast. Painted surfaced may be considered in areas less traveled. Traffic calming techniques including “neckdowns” or raised intersections may also be considered in slowing traffic at key pedestrian crossings and to reduce crossing distances. Signage for pedestrian crossings should be posted.



clearly defined barrier-free crosswalks

varied treatment of the cross walk locations is encouraged





8. Lighting

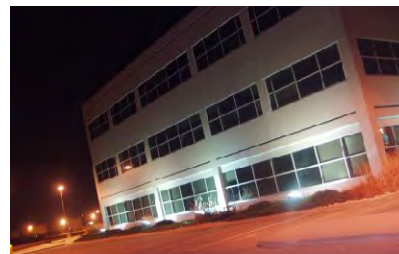
Street lighting will meet with municipal standards on all public roads adjacent and internal to the business park. In situations where primary access driveways are in private ownership, the established lighting fixture selection should be used for the primary access driveways to provide harmony for the entire business park. Lighting for parking areas should be of a pedestrian scale (generally less than 7m) and provide appropriate coverage to ensure safety and comfort. Illumination of buildings can often provide visual interest and accentuate the architecture. Wall mounted lighting is preferred, however ground-based lighting may also be considered for buildings along Fourth Avenue and Third Street provided careful attention and levels of illumination do not contribute to light pollution. Street and parking lot lighting shall include full cut-offs to reduce the effect of sky glow. Illuminated wall mounted corporate signage identifying a single tenant may be used provided it is of appropriate size and intensity. Such signage often serves as an effective way-finding point or landmark reference for descriptive or directional discussions. Energy efficient options such as LED should also be considered for implementation under sustainability initiatives.



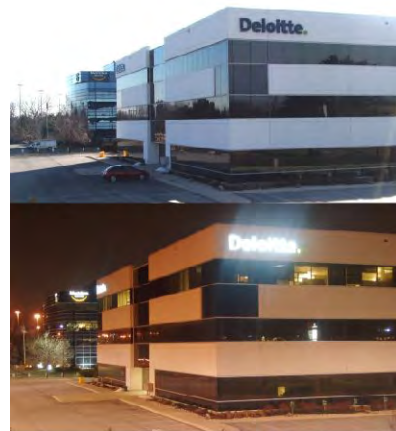
parking area pedestrian scale illumination



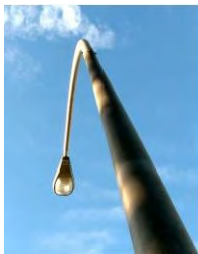
building illumination can accent architecture



foundation lighting to accent and provide visual interest



good example of day and evening landmark identity with appropriate lighting techniques



Streetlighting to meet with municipal standards for Public Roads



consider energy efficient LED

Special Notation on Lighting

Lands within the business park associated with the adjacent health care complex are serving as a heliport for medical evacuations. Lighting plays an imperative role in navigation. Lighting associated with the heliport is regulated under federal standards (Part III - Aerodromes, Airports and Heliports Standard 325 - Division VIII - Heliport Requirements - 325.33 - Lights). Regard for these requirements should be taken into consideration during site planning of adjacent development to avoid conflicts.





9. Business Park Edge and Interface

The Westgate Business and Professional Park is essentially an urban peninsula projecting into surrounding agricultural lands. This will result in a single loaded streetscape that will heighten the focus toward the built environment and present visual contrast along its perimeter corridors. Despite the lack of opportunity to generate corridor symmetry, design treatments of built form and landscaping will be anticipated to hold the urban street edge with principles as though it were a balanced environment. The efficiency of the land use must be maintained. While visual or aesthetic appeal is less of a concern for the railway exposure, efforts should be made to incorporate landscaping to soften the potential loading areas associated with the uses expected along this edge. Noise attenuation is not a requirement between the railway and business park, however, landscaping is appropriate and in keeping with the overall design objectives for this development area.

10. Utilities and Services

Utility installations and other site services such as hydro vaults, refuse areas, and other above grade utility plants on private property should be carefully situated to avoid visual obtrusion. In situations where utility plant locations or refuse areas are noticeably exposed, consideration for landscaping treatments, decorative fencing or screening should be afforded. For utilities within public roads, standards for the municipality will generally apply. If exterior metering, regulators or panels are to be used, they should be incorporated into the design of the buildings wherever possible in order to lessen visual impacts.

Landscaping or screening treatments should be considered in conjunction with appropriate safety and maintenance access having been given priority. In all instances, consideration for landscape treatment or screening should be considered so as to mitigate the negative visual impact on the public realm of these required infrastructure components.



landscaping treatment as a means of screening larger utility installations





11. Street Trees

High branching street trees shall be planted along public streets, within and abutting the business park. Average spacing for the trees should be 9.0m except for driveway locations, where visibility and sight lines shall be considered. The city planting list is available for reference on tree selections. For planting within the regional road allowance, the region should be consulted to ensure compatibility and harmony with chosen planting schemes.



street tree spacing assists in defining street edge and route heirarchy



12. Fencing

Fencing within the business park is to be discouraged with the exception of yards abutting the CN Rail line, the heliport, or around larger utility installations out of need for safety. Vehicle compounds are not permitted within the business park, limiting the need for security fencing use. Businesses will be permitted to protect premises from unauthorized access and trespass where warranted.

Some low level decorative fencing are acceptable in areas where pedestrian courts or amenity spaces are providing separation from landscaping as a means of discouraging cut-through pedestrian movement.

Fencing for the sole purpose of property demarcation is not supported. The use of chain link, wire or solid wood fencing will be discouraged. Chain link fencing along the railway lands would be permitted.



use of fencing for property demarcation is not supported and fencing for security should be limited



examples of decorative fencing to protect sensitive landscaped areas or defining courtyard amenity space



Special Notation on Landscaping and Planting

Landscaping treatments in the vicinity of the health care complex heliport should have regard for the navigational safety needs and requirements. Special consideration on landscaping treatment and selection will be reviewed in light of this particular interface. The approval authority will determine requirements for compliance.

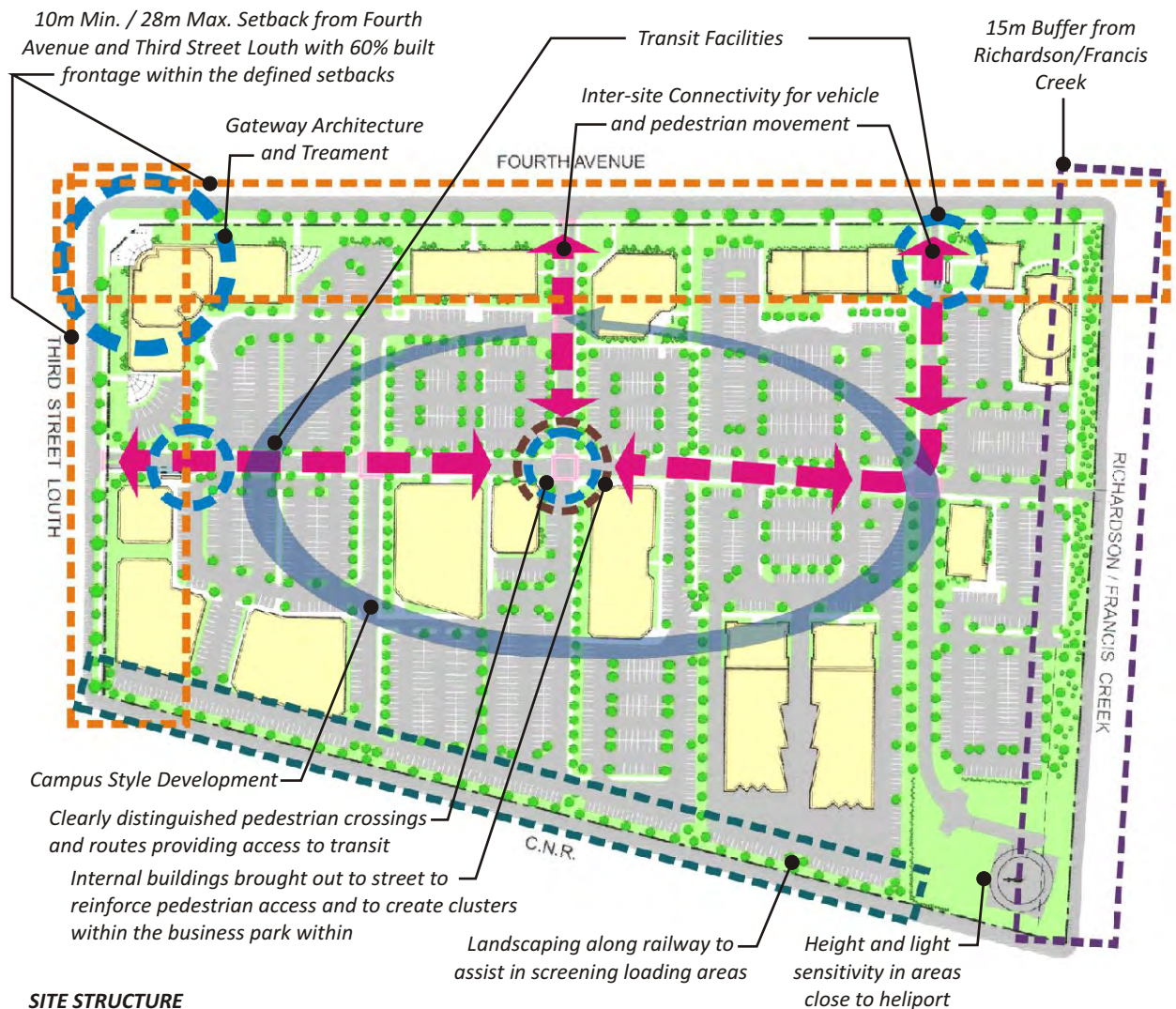


Access and Parking

1. Zoning Provision - Site Access and Circulation

Traffic movement and parking design should be major considerations during the development approval process. The Westgate BPP will be providing two points of access from Fourth Avenue and one from Third Street Louth. Interconnection between the individual properties is a requirement as set out in the city policies for this business park. The planned access points from the perimeter road shall be provided as public street. Linkages between properties shall be provided.

With inter-site connectivity afforded, regard shall be held for the functional flow and capacity of all internal roads and driveways in providing clear & discernible access to interior buildings and businesses. Individual site owners shall demonstrate through their site plan submissions how their site fits within the context of the broader campus and the inter-site connectivity provisions being utilized.



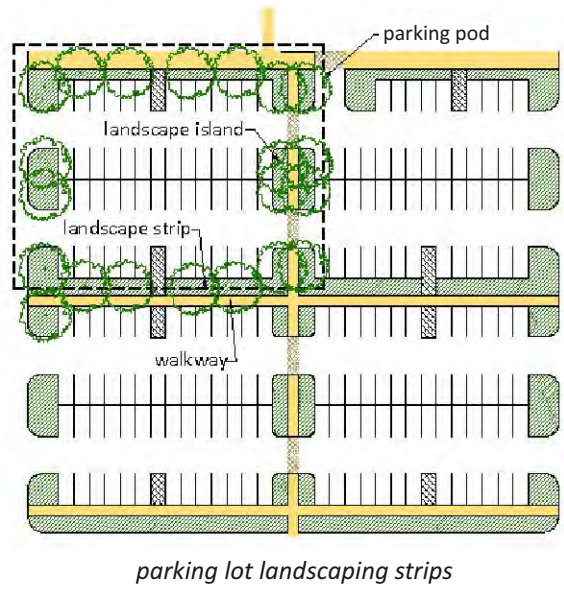
SITE STRUCTURE

SCHMATIC IDENTIFYING AREAS OF MIN./MAX. SETBACK AND PRINCIPLED OBJECTIVES FOR CONNECTIVITY AND CAMPUS LAYOUT



2. Zoning Provision - Parking Areas

Parking areas shall be arranged in pods and generally restricted to a maximum of 200 spaces per pod. Each pod shall be separated by a minimum 4.0m landscape strip/island. Where the landscape strip is providing a pedestrian walkway, the minimum width shall be 6.0m. Access points to the parking pods are permitted interruptions to the landscape strip/islands. Minor variances to pod size may be considered by the city in special circumstances. The number of access points to parking pods should be minimized. If parking areas are planned for controlled or restricted access, the provision of adequate queuing or entry control equipment needs careful consideration. It is not uncommon for professional offices to regulate their parking areas and if this approach is to be implemented, the design should demonstrate how access to parking areas will be kept free from undesirable queuing.



parking control must avoid unnecessary queuing



3. Internal Roadways - Vehicular Circulation

Internal roads accessing the perimeter roads should provide visual sense of hierarchy through such means as increased tree planting frequency, longer un-interrupted planting strips/islands and sidewalks that provide for pedestrian movement with easy and direct means to interior buildings.

4. Site Access - Landscape Features

Access points into individual sites within the Westgate BPP should provide identifiable points of visual reference or landmark by establishing minor gateway features. This can be achieved through specific planting or landscape treatment in conjunction with address and tenant signage, or as an alternative, constructed gateway features.



minor gateway planting feature

5. Transit Supportive Design

The business park design shall include the provision of, and access to, transit services. The campus arrangement provides opportunities to centralize potential transit stops within the design and layout. Designs advanced to the city should have regard to creating accessible and easily identifiable locations along the internal public or private roads. Direct pedestrian walkways shall be provided, connecting transit services with business park uses.

Transit stops should provide a shelter from inclement weather together with seating. Such installations support transit use and help to enhance ridership comfort, contributing to positive transit experience. As transit use is expected to increase, so too should the facilities that support it. Planned transit routes within the business park should ensure appropriate roadway geometry to facilitate the ease of manoeuvring. Lay-by lanes may be considered where appropriate so through traffic is not impacted.



transit shelter offering high visibility and shelter from the elements

6. Barrier Free Design

Accessibility needs will be provided in all instances of access to and from parking areas, transit stops and buildings. The pedestrian walkways shall also provide appropriate ramps at public and private road crossings.



barrier free access to all buildings and parking areas

7. Bicycle Parking

Bike racks should be provided in highly visible locations in close proximity to building entrances. Secure indoor bicycle storage facilities are also encouraged.





Gateway

1. Building Siting and Massing

The Gateway building is subject to the same setback regulations as adjacent buildings along the arterial roads. In order to bring focus to the Gateway corner, the building should be designed to be a landmark. Buildings at the corner of Third Street Louth and Fourth Avenue should present as a focal point by having the bulk of the building's massing directed to the corner. The building is not required to be the largest (square footage) or tallest (storeys), but shall be distinct in its design and presence at the corner location. Minor variances to permit increased height may be most appropriate at gateway locations.



conceptual gateway building

2. Architectural Detail

Buildings located at the corner of Third Street Louth and Fourth Avenue will be designed to address both streets and include high quality buildings materials, detail and features to enhance the significance of the gateway. A high proportion of glazing on gateway buildings should be included.



architectural features can add to the unique character and interest of the buildings while enhancing the public realm

3. Gateway Landscaping

Landscaping at a Gateway street corner should address both street frontages and are suggested to feature enhanced designs complimenting the character of the Gateway. Special features such as a corner plazas with trellis, cantilevered accents and/or public art are encouraged to enhance the image of a Gateway. Landscaping should also be used to frame vehicular access to the business park. This may include landscaped medians.

Signage

1. General

The business and professional community, not unlike the commercial community, can sometimes rely on corporate image and branding visibility to assist in establishing and reinforcing presence within a given market area. Professional and business signage is usually intended to announce and locate rather than draw passing traffic. Pedestrian traffic and vehicular traffic within business parks in general, are driven largely by purpose of destination, such as appointments or delivery. In business and professional environments, much like those envisioned within the Westgate BPP, tenancy can be comprised of many different businesses such as multi-national corporate satellite offices occupying complete building floor space to an individual professional occupying a single office suite. Business parks can see a variety of sign types. However, due to their destination focus, municipal address information is often the primary identifiable information being sought. Careful consideration for signage will be required when buildings are designed for multiple tenants and whether this is provided in multiple storey buildings or single storey unit arrangements. Ground signs and solitary, illuminated wall signs are the preferred selections within the Westgate BPP. Consideration should be given to continuity of the ground sign style for use throughout the business park, as this will provide a sense of cohesiveness and support an overall relationship to the business park itself. Signage should reflect the architectural character of the development and will be coordinated with landscaping and lighting design. Pole signs and roof signs are discouraged.



single corporate branding illuminated for landmark reference and identity

municipal address information easily identified

shared tenancy signage

2. Arterial Road Exposure

It is desirable to keep signage to a minimum along the arterial roadways of Third Street Louth and Fourth Avenue. It is anticipated that these frontages will be predominantly office in nature and also multiple storey with central access for the suites within. The focus for these arterial exposures should be to showcase architecture and landscaping. Centrally accessed office buildings should restrict signage to a single wall mounted (illuminated) sign. This is typically reserved for the largest tenant. When buildings are restricted to singular wall mounted signs, it assists and acts as a landmark for directional reference and identification. In these situations the wall sign is typically located at the upper level for visibility advantage. Municipal address and building names may also be wall mounted and should be associated with entrance locations of the building. All other tenancy should be supplied through a single ground sign. It is desirable to have a “clean” streetscape avoiding sign pollution. Where single storey buildings with separate unit entrances are located along an arterial road, each unit may use wall mounted signage above the ground floor. In such instances, continuity of sign style is desirable and should complement built form rather than contrast it.

3. Internal Businesses

The potential for a variety of development options exists for the Westgate BPP including servicing with internal public road and plan of subdivision or condominium, to single large lot multiple buildings on private road. In the latter arrangement it is important to provide the opportunity to identify and locate the internal businesses at the arterial road frontage. Ground signs with municipal address and directory listing are the preferred option in such instances. When public roads are servicing internal businesses, ground signs are again the preferred option for multiple tenant buildings.



appropriate ground-based business directory signage for multiple tenant building sharing site access points

Implementation

1. Applications

This Urban Design Plan will be implemented through any future development applications including plans of subdivision, plans of condominium, site plans and severances.

2. Compliance

The lands will be developed in accordance with the Master Servicing and Implementation Strategy (under separate cover). The Strategy document details cost sharing requirements to provide for the fair and equitable distribution of servicing costs between all landowners who benefit from those services.



CONCEPT PLAN FOR WESTGATE BUSINESS AND PROFESSIONAL PARK IS FOR ILLUSTRATION ONLY.

CITY OF ST. CATHARINES OFFICIAL PLAN AMENDMENT No. 35 AND ZONING BY-LAW AMENDMENT 2008-66 SHOULD BE REVIEWED FOR CONFORMITY IN CONJUNCTION WITH THIS GUIDELINE DOCUMENT PRIOR TO INITIATING DETAILED DESIGN. PRE-CONSULTATION WITH THE CITY OF ST. CATHARINES PLANNING DEPARTMENT IS ALSO RECOMMENDED.