

east woodstock secondary plan and design study
industrial design guidelines
prepared by MHBC Planning

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1.0 Background and Site Description

On September 1, 2005, approximately 1,270 ha (3,140 acres) of land in the Township of Blandford-Blenheim were incorporated into the City of Woodstock. The recently announced Toyota manufacturing facility will be situated on approximately 405 ha (1,000 acres) of this land. It is intended that the remainder of the lands (including an additional 70 hectares), excluding significant environmental features, being brought into the City will be developed primarily for industrial and appropriate service commercial-type uses. The annexed lands surrounding Toyota are referred to herein as the Study Area and are identified on the adjacent figure.

The Study Area is bisected from northeast to southwest by Highway No.401. An existing interchange (currently being upgraded) is located at Highway No.401 and Oxford County Road No.2 (previously Highway No.2). The interchange with the Oxford County Road No.2 arterial is located at the south boundary of the Study Area. Oxford County Road No.2 becomes Dundas Street (the main street that crosses through downtown Woodstock).

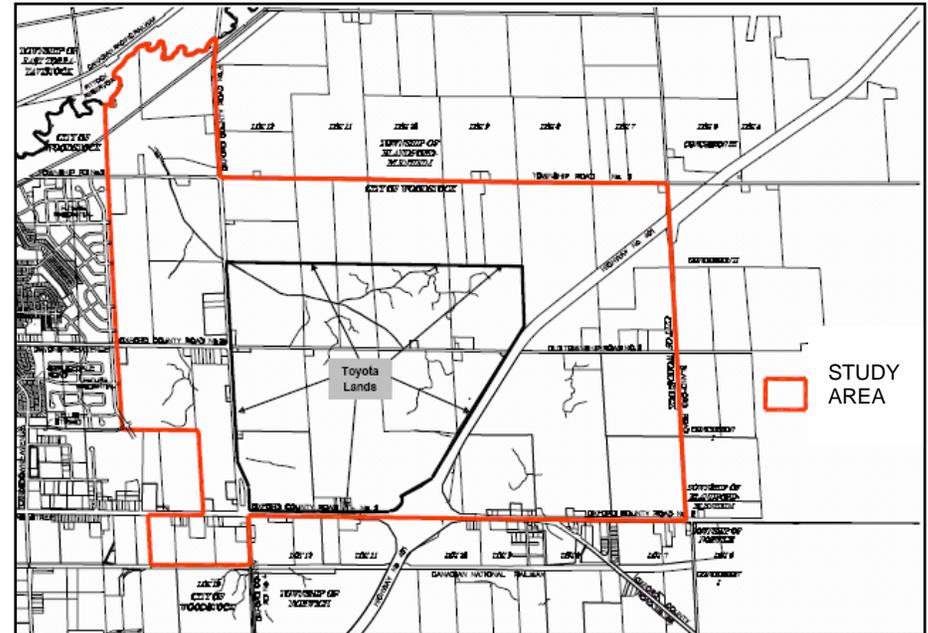


Figure 1.0 Study Area

The westerly portion of the Study Area includes Oxford County Road No.4, a north-south arterial road that forms the westerly boundary of the Toyota site (currently being graded). At the south and west intersections of Oxford County Road No.4 and County Road No.2, is an area designated “Future Urban Area”. Further to the west are existing industrial areas, as well as the designated limit of residential communities currently developing in an east and southeasterly direction. The northwest portion of the Study Area includes lands owned by the Upper Thames Conservation Authority along the Pittock Reservoir. These lands are to the north of Landsdowne Avenue.

The central portion of the Study Area is traversed west to east by County Road No.35 (Devonshire Avenue). This road will terminate at County Road No.4 and is planned as one of the entrances into the Toyota site.

2.0 Purpose of the Guidelines

The County of Oxford Official Plan has existing policy related to the design of business park and service commercial areas. These policies are found under the heading 'site planning'. Similarly, the City of Woodstock Zoning By-law regulates the location and minimum requirements for buildings and facilities on individual lots. A summary and excerpts from the Official Plan, as they relate to employment lands, is found under Appendix 'A' of this report. A summary and excerpts from the Industrial Zone sections of the City of Woodstock Zoning By-law are found under Appendix 'B'.

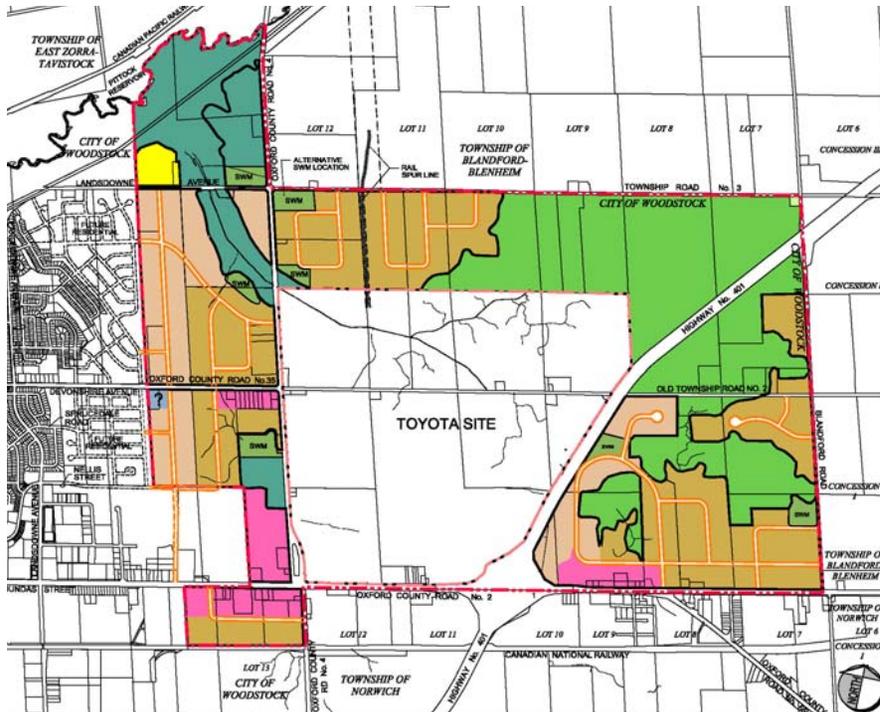
The purpose of this document is to provide a clear understanding of the urban design criteria to be incorporated into proposals for development within the East Woodstock Lands. These guidelines shall be used in conjunction with the existing design policies/provisions in the Official Plan and Zoning By-law.

Implementation of these design guidelines will ensure that developments in the East Woodstock lands achieve the desired

built form vision for this area. These guidelines are intended to be used by a variety of stakeholders, including:

- private landowners, builders, developers and designers;
- the general public, to understand the image for the East Woodstock lands;
- the City of Woodstock, in establishing a vision for the East Woodstock lands and to assist in the review of development applications.

These guidelines have been prepared to coincide with the East Woodstock Secondary Plan and Design Study. Following these guidelines is a design review checklist to assist in the preparation and review of site plan and building permit applications.



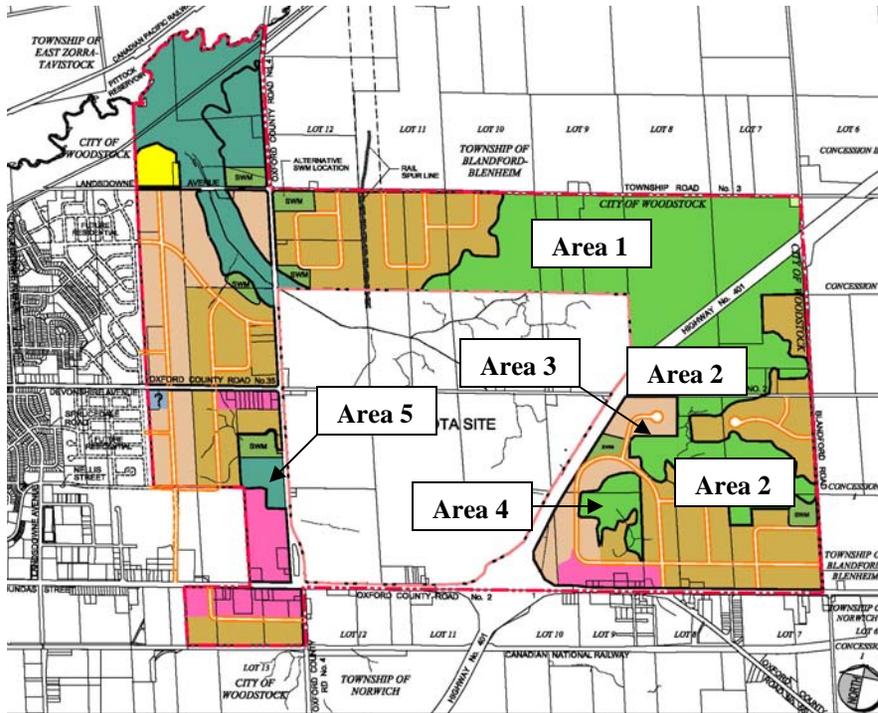
Concept Plan for the Study Area

3.0 Urban Design Principles

The design principles governing the development of this set of guidelines are as follows:

1. The Business Park areas shall;
 - a. Be positioned as a transition between residential and industrial areas,
 - b. Be located in areas with visibility from Highway 401.
 - c. Not permit open storage,
 - d. Have the highest standards for exterior design,
2. The Traditional Industrial areas shall;
 - a. Be located in proximity to the Toyota site
 - b. Provide for a variety of Industrial lot sizes to meet a range of demands.
3. The Service Commercial areas shall;
 - a. Be orientated and visible to arterial road intersections.
4. Open Space Areas shall;
 - a. Include Environmental Protection areas which will be preserved and appropriately buffered,

- b. Include community walkway linkages,
5. Community Facilities may;
- a. Be located within the Study Area subject to future identification of need.
 - b. Parkland dedication will be taken at a rate of 2% for industrial and commercial lands, either as parkland or cash in lieu.
6. The road network shall;
- a. Provide adequate and safe access to the arterial road system,
 - b. Generally discourage cul-de-sacs in favour of crescents and through streets,
 - c. Provide flexibility to respond to future market demands for a range of lot sizes,
 - d. Limit direct property access on arterial roads.



Environmental Areas that require buffers

4.0 Site Guidelines

4.1 Setbacks and Buffers from Environmental Features

All new development in the Study Area is subject to the setback provisions of the City of Woodstock Zoning By-law 5899-81.

New developments in areas adjacent to environmental features, may require additional setbacks. Areas 1-5, as identified on the adjacent map, represent significant environmental features. Developments adjacent to these features are subject to the following policies;

- Development adjacent to a Provincially Significant Wetland shall be in accordance with the 'Development Adjacent to a Wetland' policy in the County of Oxford Official Plan,
- New Development and/or site alteration within and on lands within 50 metres of a woodlot will require the preparation of an Environmental Impact Study in

accordance with Section 3.2.6 of the County of Oxford Official Plan.

4.2 Landscaping and Natural Features

A quality Industrial Park should have quality landscaping. Landscape Plans for new development shall;

- Compliment existing or proposed landscaping on adjacent lots,
- Be used to frame buildings, to compliment the existing natural features in the Study Area, and to screen parking areas and outdoor storage areas.

The City of Woodstock Zoning By-law has landscape provisions for both commercial and industrial zones. According to these provisions the minimum landscaped open space requirements are;

- | | |
|--|-----|
| ▪ Restricted Industrial (M1): | 5% |
| ▪ General Industrial (M2): | 10% |
| ▪ Prestige Office and Industrial (M4): | 20% |
| ▪ Industrial Highway Commercial (M6): | 10% |
| ▪ Highway Commercial Zone (C4): | 10% |



Dense landscaping conceals this parking area from roads and adjacent buildings



Lower lying landscaping softens the parking area without decreasing the feeling of safety



An example of landscaping that can blend with existing natural features on site.



A landscaping plan which used both hard and soft elements

Within each site, the minimum landscaped open space should be focused on the following areas;

- to soften the edges of parking areas
- to define entrances to the site
- to landscape front yards
- to buffer sensitive uses
- to complement building façades.

In addition to the minimum landscape area requirements of the zoning by-law, the following guidelines should be considered;

- Both hard and soft landscaping are encouraged to enhance the overall aesthetic of the site,
- Landscaping shall buffer the view of outdoor storage and parking areas from adjacent streets and buildings,
- Site plan submissions shall include the proposed Landscape Plan,

- Landscaping should be used to achieve some unity between building sites.
- Ensure that landscaping does not decrease the safety of pedestrians and vehicles.
- A key component of the Study Area is its existing natural features. A portion of the site is designated as ‘environmental protection’ and includes wetlands, valleylands and woodlots. Development is not permitted in areas designated as Environmental Protection.



Without landscaping Industrial buildings can become visually unappealing.



Landscaping can be used to clearly define the entrance to a building

4.3 Service Areas and Outdoor Storage

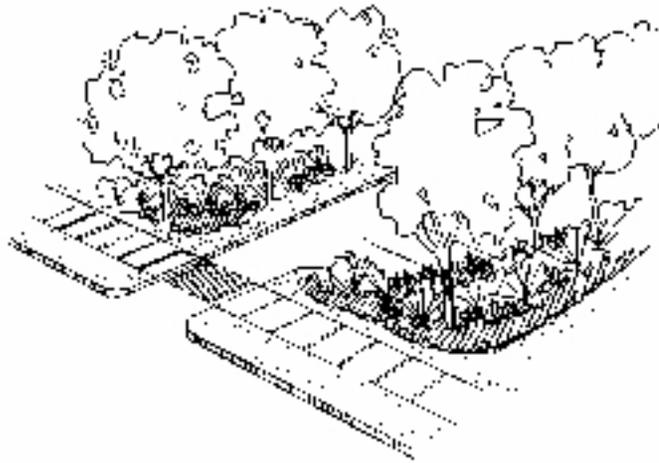
- Outdoor storage areas shall not be permitted on sites that abut residential areas.
- Outdoor storage areas shall not be permitted on sites that abut Highway 401.
- Sites where outdoor storage is permitted shall be consistent with provisions in the City of Woodstock Zoning By-law.
- Permitted outdoor service areas shall be located in the rear yard of the site.
- Outdoor storage areas shall be screened or buffered with landscaping and/or fencing.
- Service areas shall be located at the rear or side yards of the site.
- Service areas shall be screened or buffered with landscaping, berming and/or, fencing.
- Service and loading areas shall not be visible from the street.
- Vents, mechanical rooms and other roof top equipment should be screened from view

4.4 Road Allowances

The City of Woodstock Engineering Department has standards that they use for Local, Collector, and Arterial streets. Some typical sections for each of these street types are found under Appendix C of this document. Typically the road allowances are;

- Local Street: 20.0 metres
- Collector Street: 20.0 metres
- Arterial Street: 26.2 metres

The City of Woodstock also has a standard for short cul-de-sacs (also included under Appendix C). However, this standard may not be appropriate for Industrial areas. An example of a proposed cul-de-sac within an industrial area is also provided under Appendix C and maybe a more appropriate guideline.



Example of a well screened parking area



Large front yard parking areas shall be avoided.

4.5 Parking and Vehicular Access

- Access to sites from arterial roads shall generally be discouraged.
- New development within the Study Area shall address both vehicular and pedestrian access to and from sites.
- Large parking areas shall be located in the rear or side yards of lots.
- Parking areas shall be landscaped or screened to soften their appearance.
- A small visitor parking area is permitted at the front of a site. Such areas shall be landscaped and screened from the adjacent street.
- Parking requirements shall be consistent with the provisions of the City of Woodstock Zoning By-law.
- New development shall ensure safety and security by maintaining eye level visibility to the parking area.

4.6 Lighting

- New developments should have lighting that complements the existing or proposed lighting for other properties within the Study Area.
- Lighting shall be provided as a safety feature in areas with less visibility (e.g. parking lots).
- Floodlighting of buildings is encouraged, especially for buildings with features of architectural interest.
- Lights can be ground mounted or located on the buildings themselves.
- On-site lighting shall be sited to minimize impacts on neighboring properties and streets.
- Lighting shall also be sited to avoid spillover affects on natural areas.
- Local area lighting is preferred over high mounted general site lighting.
- Landscape lighting is encouraged.
- Building entrances should be well lit.



Lighting can be used to highlight special architectural features



This parking lot combines local area lighting and general area lighting, making it well lit for both automobiles and pedestrians.



Above left: Monotonous rooflines and walls should be avoided.
Above right: The massing of this building is broken up by changes in height and façade extrusion.



Above left: Single storey buildings without any roofline variety are discouraged.
Above right: This single storey building has more height than a standard one storey, and has some variety in the roofline.

4.7 Massing and Height

- Priority should be given to avoid long continuous building forms and heights.
- Massing for proposed buildings will be reviewed in the context of building height, number of stories, roof configuration and building groupings.
- Massing for buildings should create variety, identity and rhythm.
- Building elevations should incorporate design features to provide some architectural interest.
- Changes in colour and texture are encouraged to create visual identity and interest.
- Windows, along street-fronting façades, should be generously used and should have a significant appearance in the elevation design.
- Buildings on corner lots should pay careful attention to the exposed exterior walls visible from both streets.
- A variety of heights within the Study Area are encouraged.
- The heights of buildings shall be consistent with the maximum heights in the City of Woodstock Zoning By-law.

4.8 Signage

The design of signage in the East Woodstock lands is encouraged to promote an attractive visual environment. The following guidelines address signage within the Study Area.

- A building's signage shall compliment its architectural design and built form.
- Signage that is backlit is encouraged.
- Building signage that is comprised of individual letters is preferred.
- Signage shall be consolidated to avoid visual clutter.
- Consistent sign locations are encouraged (e.g. at site and building entrances).
- Temporary signs are generally discouraged.
- Signage in high exposure areas is encouraged.
- Signage that directs trucking, employees, pedestrians and visitors should be provided.
- Street addressing should be easily visible to traffic and emergency services.
- Signage shall be reviewed and regulated in accordance with the City's Sign By-law.



An example of street addressing that is easily visible



This signage fits well into the buildings design. It is also has the preferred individual letters and backlighting.

5.0 Areas of Special Consideration

Extra thought shall be given to the massing, materials and landscaping of areas identified for special consideration. These areas have high visibility and are key in maintaining the image of the Industrial park. The areas for special consideration are;

- Gateways and Landmarks
- End View Sites
- Key Intersections
- Highway 401
- Development Next to Residential



This is an ideal gateway building as it has significant architectural treatment, corner articulation and attractive nighttime lighting.

5.1 Gateways and Landmarks

Opportunities for gateways exist along major roads and at the various entrances into the Study Area. These gateways or landmarks should be used to mark the arrival or entry to the employment lands. The following guidelines are intended for sites with gateway potential;

- Buildings shall have significant architectural treatment.

- Architectural features, such as towers, enhanced elevation treatment, or unique massing is encouraged.
- Parking and servicing shall be located away from the gateway feature.
- An attractive nighttime appearance is encouraged.
- Development on all adjacent corners to the site shall be related (in terms of massing, setbacks, heights and landscaping).
- Main building entrances should be located at the end of the view corridor.
- Buildings shall be designed to enhance the overall image of the employment area.

5.2 End View Sites

End view sites are focal points and occur at T-intersections or bends in the street. End view sites provide an opportunity to create terminating vistas. The guidelines for end view sites should be similar to some of the guidelines for gateway sites and include;

- Buildings shall have architectural interest.
- Identifiable architectural features such as towers, unique massing or other architectural forms are encouraged.
- Buildings shall be placed at the end of the view corridor.



The buildings on this planned intersection have similar setbacks and massing. Special landscaping has also been provided.

5.3 Key Intersections

Sites at the intersections of major roads provide an opportunity for a focal point. These ‘four corner’ sites also provide an opportunity for public amenity. The following guidelines shall be applied to the corners of major road intersections.

- Built form and landscaping shall address all four corners of major intersections.
- Buildings shall be located close to the street (i.e. at the minimum setback).
- Pedestrian amenity space is encouraged.
- All four corners shall have similar building massing and height.
- Each corner shall have related hard or soft landscaping treatments.

5.4 Highway 401

Sites with frontage on Highway 401, and sites that are visible from Highway 401 should follow the following guidelines;

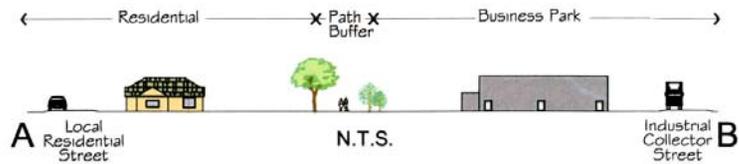
- Special consideration shall be made to the exterior of all buildings that front Highway 401.
- Building materials shall be of high quality.
- Outdoor storage is not permitted.
- Parking and loading facilities shall not be located between the building and Highway 401.
- Building fronts should face towards Highway 401.
- Special attention to signage and landscaping is encouraged.
- Both signage and landscaping should be designed in a manner that makes it visible to vehicles traveling at high speeds.



The orientation and size of this building would not be appropriate for a site facing Highway 401. The lack of signage and landscaping make this building visually unappealing.



The height of this building is better suited for Highway Exposure. Signage is in an appropriate location for fast moving vehicles to observe.



The above illustrates one solution for the residential/business park interface. This treatment keeps industrial traffic out of the residential area. As well, this treatment provides a landscaped buffer between the residential area and the business park area, as well as adequate setbacks.

5.5 Development Close to Residential

The land west of the Study Area is designated as Residential in the County of Oxford Official Plan. The areas abutting residential uses have been designated as Business Park to provide transition between Residential and Industrial land uses. Development in these Business Park lands shall consider the following guidelines;

- New buildings shall have a high degree of design and architectural detail.
- Building materials shall be of a high quality
- Outdoor storage is not permitted on business park lots adjacent to residential areas.
- Site design should orientate loading, and similar activities away from residences.
- Berming, planting, and fencing, should be used to screen views to the business park.

6.0 Architectural Guidelines

The general design concept for the subject lands is the provision of well-detailed and well-proportioned buildings with uncluttered lines. Buildings with a monolithic appearance are generally discouraged. It is intended that distinctive designs shall be developed for each individual project within the subject lands.

6.1 Building Materials

Both the County of Oxford Official Plan and the City of Woodstock Zoning by-law have identified preferred building materials for the 'Business Park' designation and the corresponding 'Prestige Industrial Zone'. These materials are encouraged for the entire Study Area and include:

- Metal
- Glass



This building uses a variety of materials that break up its façade in an appealing way.



This building uses one consistent material. The end result is boring and unappealing.



Highly reflective glass is discouraged as it removes visual connections between the interior and exterior of buildings.

- Manufactured or natural stone
- Steel
- Brick masonry products
- Precast concrete

The following additional guidelines related to building materials apply;

- Exposed concrete block will not be permitted.
- Materials and treatments at grade level shall provide visual interest at a pedestrian scale.
- The front façades of buildings shall contain a high standard of design and a variety of materials.
- Changes in building materials and colours shall be encouraged to break up long elevations.
- Glazing with high clarity should be used for entrances and other parts of the buildings to encourage visual connections between the interior and exterior of buildings.
- Highly reflective glazing is discouraged.

6.2 Building Entrances

- Main entrances to buildings should be clearly visible from the street.
- Entrances may use seating, lighting, signage, and other features that provide interest and comfort for pedestrians.
- Main entrances should also provide sufficient weather protection.
- Weather protection should be designed in a way that fits with the building's architectural character.
- Glazing with high clarity should be used for entrances and other parts of the buildings to encourage visual connections between the interior and exterior.



This entryway is well-defined from the rest of the building.



This entranceway provides weather protection, which increases the comfort level for pedestrians.

7.0 Design Review Checklist

The City of Woodstock has produced a document entitled, “Application for Site Plan Control Introductory Notes”. This document (found under Appendix D of this document) provides the basic requirements for site plan approval. These requirements must be followed for any new developments within the East Woodstock lands.

A pre-consultation meeting with the City of Woodstock’s Engineering Department and the County of Oxford’s Community and Strategic Planning Office is encouraged prior to plan preparation. The following checklist summarizes the basic requirements for Site Plans, Landscape plans and Building Elevation drawings.

The Introductory Notes found under Appendix D should be consulted for the full requirements, as well as the detailed requirements for utility and servicing plans.

Site Plan Drawings

- Site Characteristics and Zoning regulation data table.
- Road allowances, street centre-line and curb line
- Proposed yards (front, rear, interior and exterior side yards)
- Location and dimension of proposed and adjacent buildings and structures.
- Garbage storage and collection areas
- Loading areas, parking areas and snow storage areas.
- Driveways
- Pedestrian and vehicular building entrances
- Free-standing signs
- Walkways and bicycle paths
- Existing and proposed grades
- Adjacent water bodies and floodplain/regulatory fill line as established by the Upper Thames Conservation Authority.

Landscape Plans

- Locations of existing and proposed trees and shrubs.

- City of Woodstock planting detail drawings for trees and shrubs.
- Complete list of trees and shrub species.

Building Elevation Drawings

- All façades of the building(s)
- Front façades of any adjacent buildings
- Windows, doors and openings
- Mechanical equipment and equipment rooms on the roof
- Supporting structures, signs and graphics.
- Cross sections of the buildings
- Proposed construction material
- Location and style of exterior lighting attached to buildings and structures.