East Hill Town Centre

Town Center Design Guidelines

THE CITY OF Red Deer

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EAST HILL TOWN CENTRE

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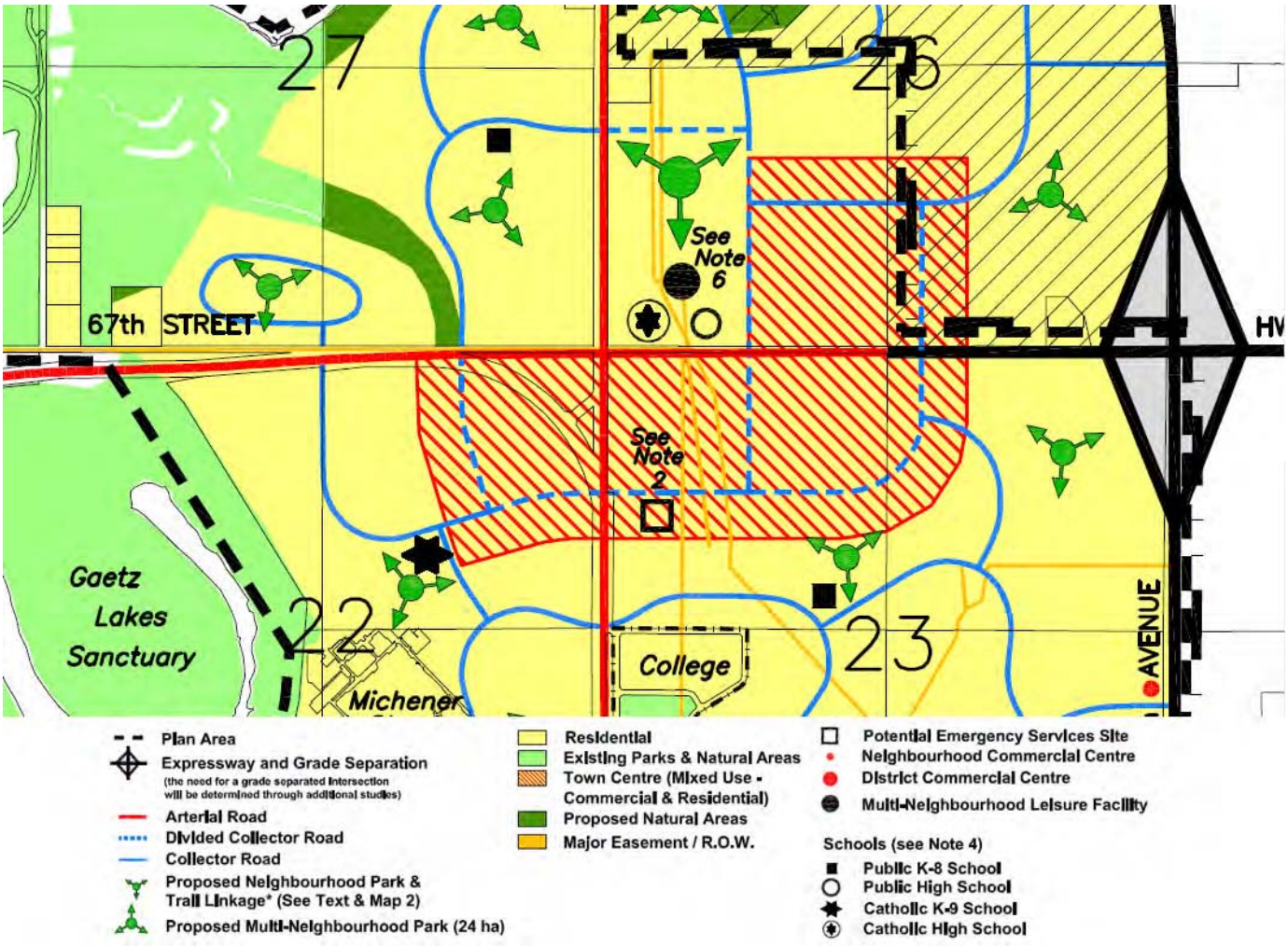
1. INTRODUCTION

The East Hill Town Centre will be the heart of the surrounding East Hill communities. This area will be developed to reflect a unique image and character through careful design, with a focus on walkable streets, diverse range of land uses, and solid integration of commercial, residential and civic uses and activities.

Commercial sites for retail, entertainment and office space, as outlined within the East Hill Major Area Structure Plan and the City of Red Deer Municipal Development Plan, will anchor the town centre development. These elements will provide goods and services for the East Hill community, as well as serving a regional market. Vital and dynamic commercial "main streets" will provide pedestrian friendly and convenient access to various facilities and amenities while allowing for more specialized independent commercial opportunities. The sites may include public squares and distinctive features at carefully selected locations that will function as community focal points, orientation guides, and gathering spaces.

Direct pedestrian and open space linkages among neighbourhoods, commercial sites, natural areas, parks, school sites and other community gathering places, will establish an active pedestrian network and highly accessible to all abilities destinations. Transit service will link the town centre with the surrounding neighbourhoods and the entire city of Red Deer. A supporting hierarchy of interconnected streets and efficient access to parking will acknowledge the presence of the automobile.



2. VISION PRINCIPLES

The vision statements of the East Hill Major Area Structure Plan helps guide the East Hill Town Centre into a vibrant and unique focal point.

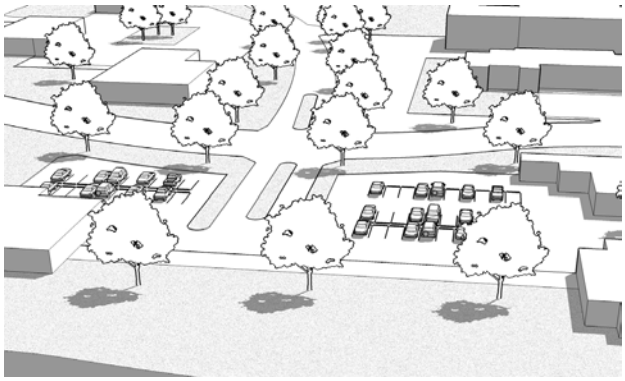
"East Hill communities are easily identified by their compact land use pattern, pleasant environment, walkable streets and green spaces linking neighbourhoods to commercial sites, natural areas, parks, school sites and other community gathering places."

"the surrounding region support a regional commercial centre that has developed from individual commercial developments initially into a vibrant town centre."

"the Main Street architecture reflects elements of traditional prairie downtowns and contemporary designs."

'recreation, social and cultural activities supplement viable commercial services, and shape the town centre as a focal point for the surrounding neighbourhoods and larger East Hill community."

View of Main Street District



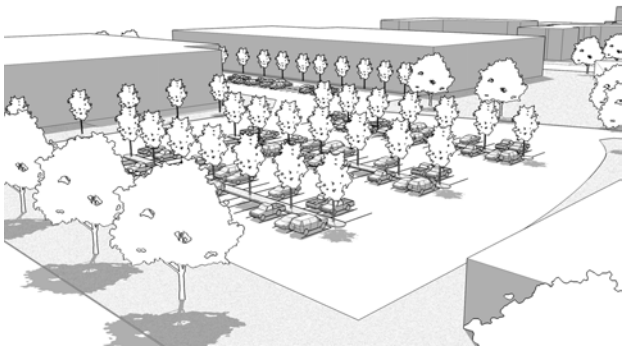
View of Neighbourhood Commercial District

3. GOALS STATEMENT

The East Hill Town Centre Design Guidelines have been developed to ensure a high standard of design, quality, and appearance for the mixed use commercial and residential developments including the public realms.

These guidelines are intended to be used in conjunction with the East Hill Town Centre (C5) and Main Street (C6) Land Use Districts as identified in the City of Red Deer Land Use Bylaw. They are to be used to help guide the direction of design and development of the Town Centre early in the planning process. Landowners, builders, and tenants will use these guidelines in order to assist in achieving a coordinated whole. Alternative solutions may be considered where it can be clearly demonstrated that the intent of the guidelines can be met or exceeded.

These guidelines shall become a part of the established approval process prior to issue of any permits. The East Hill Town Centre review committee will require a Master Site Plan to be submitted, by developers of East Hill Town Centre. The review Committee will use these guidelines the C5/C6 Districts and the Master Plan submitted to approve the overall development concept.



View of 'big box' stores within Neighbourhood Commercial District

4. GENERAL SITE DESIGN

The following section describes general site attributes and qualities of the East Hill Town Centre.

The East Hill Town Centre Design Guidelines will enrich and accentuate the requirements of East Hill Town Centre (C5) and Main Street (C6) Districts as identified in the City of Red Deer Land Use Bylaw.

4.1 Setbacks & Orientation

4.1.1 Setbacks

The overall intent of setbacks and orientations of within the Town Centre is to have all commercial buildings to be placed on the property line abutting a public/private sidewalk or trail in order to provide a continuously appealing walkable environment. Storefronts will be appealing, visible through large glass windows for the walk by window shoppers. Building will be permitted to setback a portion of their building to include an exterior amenity area that will serve as a seating area for a café or other such public/private recreational uses.

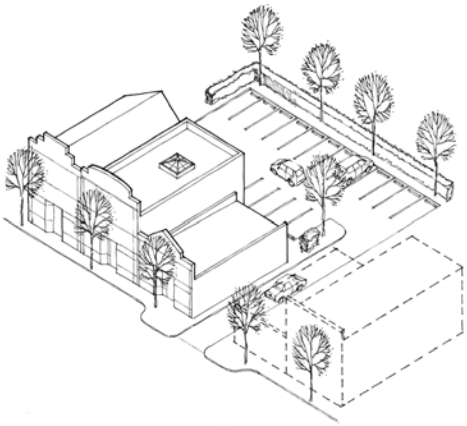
Within the Town Centre, buildings should be located adjacent to each other with no side yard setback to create a continuous wall of buildings. However, if a break in the side yard is proposed, the area will contain a trail connection to a public/private sidewalk with landscaping that meets CPTED regulation of the City of Red Deer Land Use Bylaw. If a side yard setback is provided, sides of the buildings adjacent to trail locations should be designed to compliment front and rear design with the inclusion of windows on main floors.

Within the main street, buildings shall be located adjacent to each other with no side yard setback in order to create a continuous wall of buildings reflecting the design of a traditional small town prairie main street.

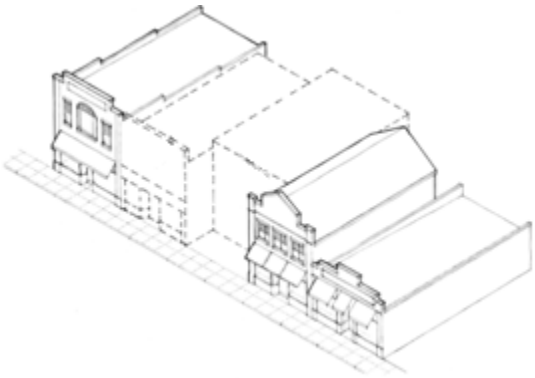
4.1.2 Orientation

Buildings are intended to be located along public and private streets with the majority of parking to be located in the rear and sides of buildings along private roads. Buildings should be orientated to have equal architectural treatment on all sides adjacent to the public or private road and providing access from public sidewalks, even when parking is located in the rear or side yard.

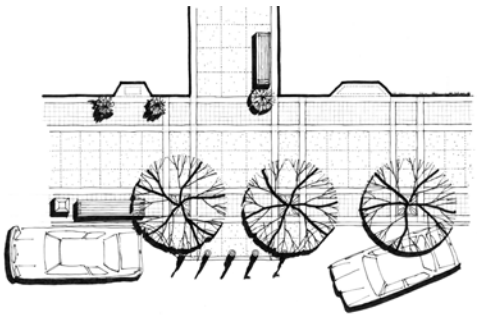
All buildings along Main Street Should have a primary entrances facing onto the public street. Secondary accesses to 2nd floor office or residential along Main Street may be at the rear or side (where a courtyard or amenity) has been established.



Example of off-street shared rear parking.



Equal setbacks create 'wall of buildings.' Interesting gathering spaces are created by occasional "setting back."



Example of landscape opportunities on Main Street

4.2 Parking

Parking in the Town Centre should adequately serve the users without detracting from the compact design that makes it a successful pedestrian focused commercial centre.

When functional requirements are the only objectives considered in parking lot design, the design outcome is generally undesirable, with poor quality landscaping, unattractive streetscapes and a lack of pedestrian safety, comfort and amenity.

Traditional parking lot surfaces prevent rainwater and snowmelt from being absorbed into the soil to replenish groundwater. During storms and winter thaws, impermeable pavement can produce rapid run-off which poses flooding hazards and the risk of carrying pollutants directly into out lakes, rivers and streams. Dark surfaces can also increase the temperature of stormwater run-off, disrupting water quality in receiving areas.

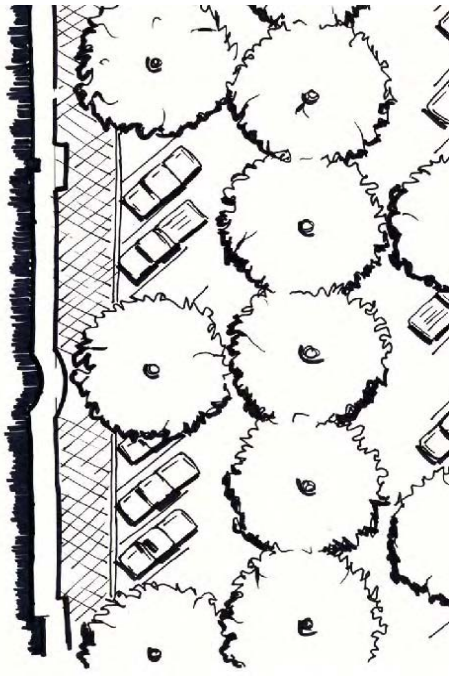
It is important for there not be a perception of a “sea of parking”. As such, landscape islands should be located at the ends of all parking rows and planting islands incorporated into the design of the parking area, or otherwise broken into smaller areas. Where possible, parking areas should be provided in the rear of buildings.

Parking lots should be buffered with landscaping, berming, and where acceptable, low fencing to assist in the screening of these areas from adjacent properties. Parking lots should be designed to enhance pedestrian safety and comfort, increasing shade, enhancing the quality of landscaping, encouraging on-site stormwater management, and promoting the use of sustainable materials and technologies.

Before planning and building surface parking lots, the feasibility of alternatives, such as underground or structured parking, should be considered. When these preferred alternatives are not feasible, surface parking lots should be carefully designed to enhance the urban design and environmental conditions.

Surface parking lot design should reflect the following objectives:

- respect the existing or planned context
- enhance the safety and attractiveness of the public realm (adjacent streets, parks and open spaces)
- create direct, comfortable and safe pedestrian routes
- provide shade and high-quality landscaping
- mitigate the urban heat island effect
- manage stormwater quality and quantity on-site
- incorporate sustainable materials and technologies



Angled parking is a possibility on Main Street

Landscape islands and planters should be incorporated into parking lot designs

Trees should be utilized to screen parking where possible

4.2.1 Parking Provisions

- all parking areas must adhere to the City of Red Deer standards for both quantity and layout design.
- where possible, parking areas should be provided in the rear of buildings or else situated completely within the interior of a complex of buildings.
- shared parking plans will be considered to manage the retail parking demands during daytime and more restaurant/theatre availability in evening.
- Covered bike racks should be placed so that they do not obstruct the flow of pedestrians, are easily identifiable, visible and convenient to customer entrances.

4.2.2 On-Street Parking

- traditional downtown areas typically include on-street parking which offers the benefits of visitor convenience, separation between street and pedestrians, traffic slowing, and adding to the life of the street.
- street parking generally serves the short-term, convenience parking needs of customers.
- angled parking is a potential on Main Street

Typical angled parking

4.2.3 Off-Street Parking

Off-street parking areas can typically accommodate greater volumes of vehicles than on-street solutions and helps maintain a streetscape that emphasizes a direct connection between pedestrians, buildings, and the landscape.

- parking areas available to the general public should be clearly identified by a coordinated signage system and designed to be accessible for all users.
- clear signage should direct visitors to off-street parking, as well as direct pedestrians from their vehicles to building entrances.
- Alternate parking in the form of underground, roof top, multi-storey parkade and parking ramps is encouraged.
- parking areas should be well-lit for safety and security, and lighting fixtures selected for their resistance to vandalism and “dark sky” lighting characteristics.

Multi-Storey Parkade

4.2.4 Landscape Treatment

- landscaped buffers (including vegetation, screen, berms, and/or fencing) should be used to separate or screen parking areas from public and private spaces.
- the layout of parking areas should consider the solar orientation to provide shade for vehicles.
- plants should be selected for their hardiness in this environment, be low enough to maintain driver visibility, and non-destructive to vehicles (e.g. sap).
- trees should have a high canopy height in order to facilitate strong sight lines/traffic visibility.
- distribute landscaping throughout the site to soften and screen parking lot edges, reinforce circulation routes, create pedestrian conditions and maximize shade and stormwater benefits.
- where possible, collect rainwater from rooftops and other surface for plant irrigation.
- ensure overhanging braches of trees or shrubs adjacent to pedestrian pathways maintain a clear headspace.
- coordinate tree planting with the location of light standards and other utilities.
- landscaped areas should be designed to accommodate the following:
  - trees should be planted away from the curb, sidewalks, driveways and other hard surfaces.
  - all plant material should have a setback from any curb edge to protect from vehicle overhang and mechanical damage.
  - high-branching deciduous shade trees should be planted to establish continues canopy coverage.
- For parking lot edges adjacent to streets, parks or other public open space, provide the following:
  - at least one row of shade trees, spaced evenly for the length of the parking lot edge.
  - screening, consisting of planting, alone or in combination with other landscaped features.
  - A coordinated appearance with the streetscape treatment.

Examples of landscape treatment in Parking lots

4.2.5 Vehicle Access and Circulation

- provide access to surface parking lots from secondary streets or laneways whenever possible.
- share driveway access between adjacent sites where feasible
- define street access driveways and internal vehicle routes with curbed landscaped areas, tree planting and lighting. Explore opportunities to include public art.
- size vehicle circulation routes according to use. Avoid using over-sized driveways, drive aisle and turning radii.
- where circulation routes require wider driveways and turning radii (i.e fire lanes, service areas), coordinate the location of these routes with major drive aisles.
- provide continuous circulation throughout the site. Avoid dead end driveways and turnaround specifications.
- ensure unobstructed motorist and pedestrian sight distance and provide clearly marked crossings at all intersections between vehicle routes and pedestrian pathways.

4.2.6 Pedestrian Circulation

- all pedestrian routes will include curb cuts for ease of mobility and stroller travel.
- establish a direct and continuous pedestrian network within and adjacent to parking lots to connect building entrances, parking spaces, public sidewalks, transit stops, other pedestrian destinations and alternative transportation.
- provide at least one pedestrian route between the main building entrance and the public sidewalk that us uninterrupted by surface parking and driveways.
- in larger parking lots or where parking lots serve more than one building or destination, provide designated pedestrian pathways for safe travel through the parking lot.
- the width, number and orientation of pedestrian routes should match the anticipated flow of pedestrian traffic through the site. Consider the space requirements for equipment related to parking lot use, such as shopping carts, strollers and mobility aids, when planning the width and location of pedestrian routes
- all pedestrian routes within a parking lot should include:
  - shade trees along one or both sides of the pathway.
  - pedestrian-scale lighting to illuminate and define the route; and

Pedestrian Circulation Options

4.2.7 Lighting

- provide a comprehensive Lighting Plan for the parking lot site. Lighting should create an identity for the parking lot, enhance adjacent streets and pedestrian environments and be appropriate to the location, context and scale of the areas being lit.
- select different luminaries with a coordinated appearance to light pedestrian pathways, parking spaces, drive aisles, building and site entrances and other relevant parking lot features.
- balance the need for safety and security with the reduction of energy consumption and light pollution.
- provide Pedestrian-scaled lighting, such as bollards or lower-scale pole fixtures along pedestrian routes.
- consider lighting elements for their aesthetics and design value, not simply their lighting function or ease of maintenance.
- coordinate the location of lighting with pedestrian clearways, tree planting and other landscaping.

4.2.8 Site Grading

- ensure that any grade changes at the edge of surface parking lots provide a subtle transition to surroundings areas.
- avoid significant changes in grade (greater than 4% slope) between the public sidewalk and pedestrian access and circulation routes. Ensure universally accessible routes are provided across and grade changes.
- limit the maximum grade on landscaped areas to 33% (3:1) or less to ensure that grassed slopes can be maintained.
- limit the use of retaining walls particularly along street frontages, parks, ravines and other areas of the public realm.
- when appropriate, use the existing site grading to enhance the screening of parking lots.
- provide a site grading plan compatible with the stormwater management approach selected for the site.

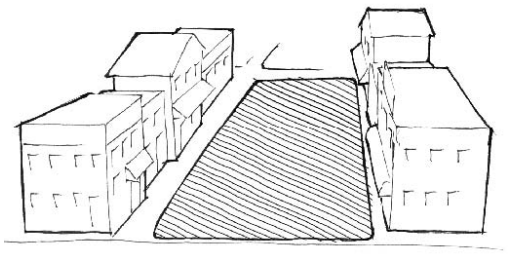
4.2.9 Snow Storage

- snow storage areas should be identified on the Landscape Plan and have a minimum dimensions to accommodate snow pilling from a typical plough blade.
- provide snow storage areas away from public streets and other areas where motorist/pedestrian sight distance and continuous landscape screening are essential.
- sodded areas or portions of landscaped areas may be identified for snow storage with plant material selected accordingly.
- hard surfaced areas used for snow storage are encouraged to have permeable paving to retain snowmelt on-site.

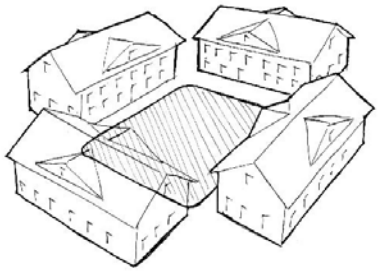
4.3 Public Gathering Spaces/Exterior Amenity Areas

One of the key features in the East Hill Town Centre, as identified early in the visioning process, is the inclusion of public gathering spaces. As outlined in the visioning workshop, these spaces should not be identified solely as additional retail areas, but rather as clear civic/public space for active and passive recreational uses. That is not to say that retail activities may not occur in these areas, but that they should seasonal and/or portable. These should be areas where people gather to experience their surroundings rather than to specifically shop.

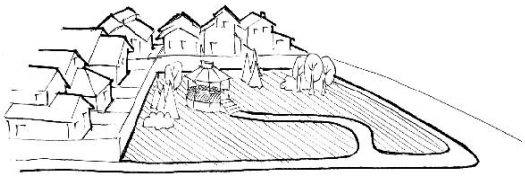
- These gathering spaces may take the form of plazas and courtyards within the Town Centre, and extend out into the residential community as open space areas and playgrounds.
- The City encourages developers to invest in the creation of public/private gathering spaces, exterior amenity areas, funded either by the developer or through creative potentially cost-sharing public amenity proposals. The creation of a business improvement district, for example, maybe considered in order to maintain public realm infrastructure.



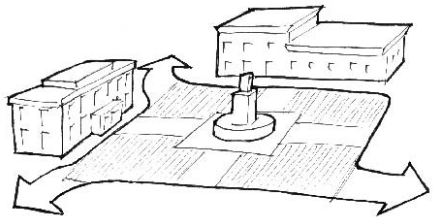
Where possible, pedestrianize spaces between buildings, and detail the spaces so that they are clearly identified as public space.



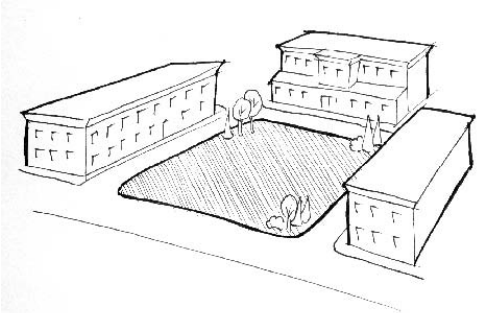
Siting of buildings can assist in the creation of outdoor public “rooms”



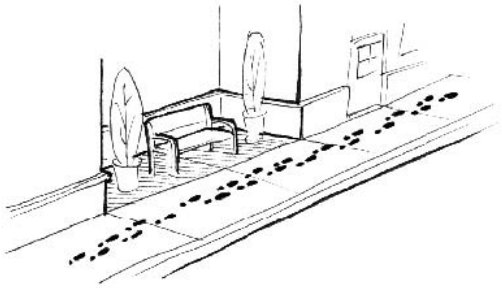
Take advantage of ‘leftover’ space to contribute to the shared public realm



Circulation routes should be located at the edges of shared public spaces



Careful arrangement of building forms can shape positive outdoor space



Setbacks in building facades can offer outdoor amenity space out of the way of busy pedestrian travel paths

Public gathering areas should be located in focal areas that are easily accessible. General site guidelines for public gathering areas include:

- integration of public art into the public spaces where possible.
- use of building architecture, such as lows walls, pergolas, and archways to define the public area.
- public areas should include places to rest, play, and dine in outdoor areas.
- the area be defined with specialty paving and/or other high quality architectural materials.
- all public areas are to be fully accessible.
- the area should be provided with benches, waste receptacles, directory maps and other site furnishings.
- consideration be made for taking advantage of prevailing winds and solar orientation for pedestrian comfort.
- that provision be made for night lighting strategies that afford public comfort and safety.

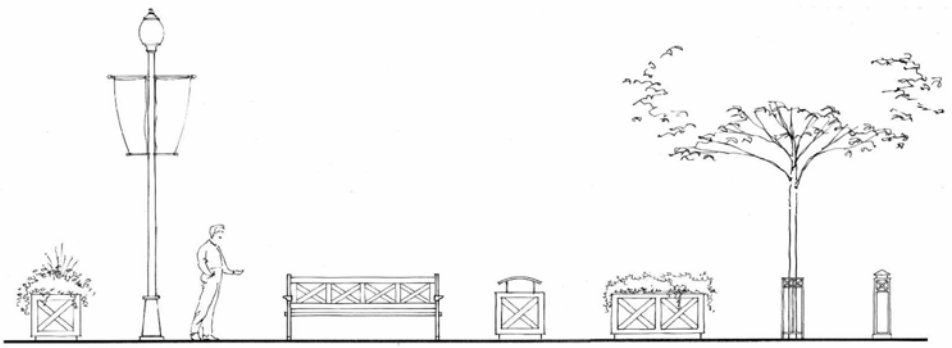
Courtyards and public spaces can offer a variety of experiences: formal or informal; intimate or expansive; sheltered or exposed; active or passive

4.4 Site Furnishings

Site furnishings that may be incorporated into the Town Centre include but are not limited to the following; benches, tables, umbrellas, ash/trash receptacles, bicycle racks, water fountains, ornamental light standards, ornamental planters/pots, bollards, dog leash stays, shade structures, public art, tree grates, etc. While there are several stock options identified by The City of Red Deer available, it may be advisable to consider fixtures of a custom nature to enhance a distinctive sense of place within the Town Centre.

- site furnishing such as benches and tables should be provided at entrances to buildings, plazas and within open spaces, and arranged into conversational groupings. A portion of elements may be seasonal and thus portable.
- furnishings shall be positioned to face towards areas of pedestrian activity or focal points of interest. Site furnishings should be positioned to avoid obstructing pedestrian access or visibility to focal spaces and/or building entrances.
- site furnishings selected shall be manufactured of durable materials that are resistant to a combination of harsh weather and vandalism.
- site furnishings should be consistent in style and selected based on the theme and design of the Town Centre.
- Should be CPTED friendly

A coordinated trash receptacle and planters



A coordinated series of custom site furnishings may be used in East Hill Town Centre.

Custom Bench

Custom trash receptacle

Movable site furnishing

Custom tree grate

4.5 Pedestrian Circulation

It is essential to the intent of the East Hill Town Centre that logical pedestrian movement is maintained and enhanced. Wide sidewalks will allow adequate space for pedestrians, wheelchairs, strollers, bicycles, rollerblades, sleighs, etc. to safely travel, and avoid conflicts with fixtures in the public realm such as newspaper boxes, lamp standards, and signposts.

In addition to guidelines stated in Parking, all pedestrian pathways should be made obvious through the consistent use of textured and/or coloured materials. Landscaping, lighting fixtures and benches will also help to delineate pathways.

Pathway and sidewalk surfaces should be comprised of materials which are stable, durable, and slip-resistant under various weather conditions. Pedestrian surfaces should be fully accessible, with maximum grades of 6%.

The East Hill Town Centre should encourage pedestrian circulation though proper scaling within the Town Centre. Scaling the Town Centre for people rather than cars will encourage the use of trails and sidewalks. Most services should be located within proximity to businesses, schools, parks and residential homes.

Scaling should also be considered for the buildings, site furnishings and walkways. The surrounding should be designed to human scale in order to enhance the environment with a sense of safety and comfort.

Wide comfortable sidewalks allow for safe and inviting pedestrian usage

Unique and inviting streetscape encourage pedestrian circulation

4.6 Landscaping

Landscaping should be considered as an integral part of the overall design for the East Hill Town Centre.

- a consistent palette of planting materials should be used throughout the development to create a feeling of sense of place.
- similar street trees should be used on major roadways to create a consistent boulevard treatment while parking lots should be landscaped to lessen the impact of pavement, and gathering places should be planted to create a level of textural detail.
- plantings should include a mix of evergreen and deciduous shrubs to provide variation in plant textures and to ensure foliage during the winter months.
- landscaped areas should be provided to screen and/or buffer views of loading, trash areas and service entries.
- large expanses of groundcover mulch are not desirable.
- defined planting beds and/or container plantings should be encouraged at storefront walkways and plazas, and should incorporate ornamental and shade trees in planting beds or in tree grates.
- select street tree species that have high, sparse canopies that will not cover storefront signage and that will still provide enough shade for pedestrians.
- materials, soil amendments and selective plant materials should be used as a means to limit dependence upon additional watering, maintenance and fertilizing.

Example of landscape treatments

Landscape options for sides of building

Street and meridian planting

Low planting options near crosswalks

Street planting provides shade and shelter for pedestrians

Landscape treat add visual appeal and function to pedestrian areas

4.7 Site Lighting

Light poles and fixtures should be in scale with proposed or surrounding buildings. Consider using pedestrian scale lights in bollards (3 to 4 foot high posts) where appropriate.

Light and illumination should also be in scaled in order to insure proper lighting is given. Exterior lighting shall take into account background lighting and lighting from other sources to only provide the minimal amount of lighting needed.

Site lighting, security lighting, and architectural/landscape lighting should provide the user with illumination levels appropriate for the designed activity (i.e. parking, walking, outdoor dining).

Site lighting should strive to minimize glare. Light trespass beyond property lines shall be controlled by shielding or aiming fixtures away from residential properties.

Similarly, lighting should not shine upward, and will maintain the night sky as dark as possible. The East Hill Town Centre Dark Sky Initiative aims to reduce light pollution through the use of proper lighting fixtures in order to limit and reduce the "over spill" of light that diminishes our dark, night skies and ability to see stars.

LED lighting is recommended for all Street trees due to their low consumption on electricity. LED lights also provide a concentrated, focused light with little "over spill."

- use lighting to accentuate the architectural features of the buildings.
- building and signage lighting must be indirect, with the light source(s) hidden from direct pedestrian and motorist view.
- for exterior sign illumination, shaded gooseneck lamps are encouraged.
- when located adjacent to residential areas all fixtures shall be equipped with light shields to cutoff unnecessary light trespass to neighboring residential uses.
- all pedestrian/public areas are to be well illuminated.
- light pole design should be of neighbourhood scale and character style within the commercial and pedestrian areas.

Custom lighting options add to the overall design by supporting the colours and material of the area

4.8 Site Signage

Site signage will provide for directions, signs and advertisement space. Signage should complement the community character, furnishings and design of the Town Centre.

Signage should be an integral part of the design of the building and streetscapes rather than added as an after-thought.

Signs for multiple storefronts within the same building should align with each other.

Provide small scale “directory” signage as needed within commercial areas to aid in orientation for drivers and pedestrians.

Site signage provides a practical use while reinforcing the style, colours and materials of the area.

4.9 Awnings & Canopies

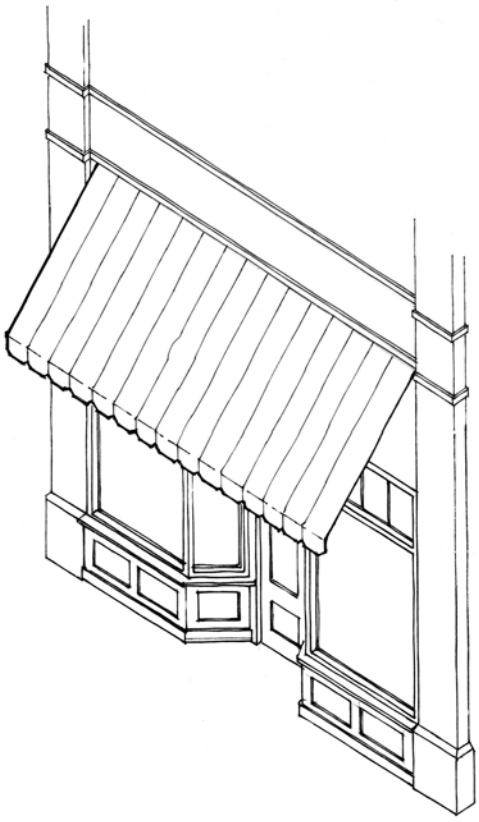
The use of awnings and canopies should be encouraged to enhance the sense of "small-town" traditional streetscape, shelter pedestrians, and provide visual interest.

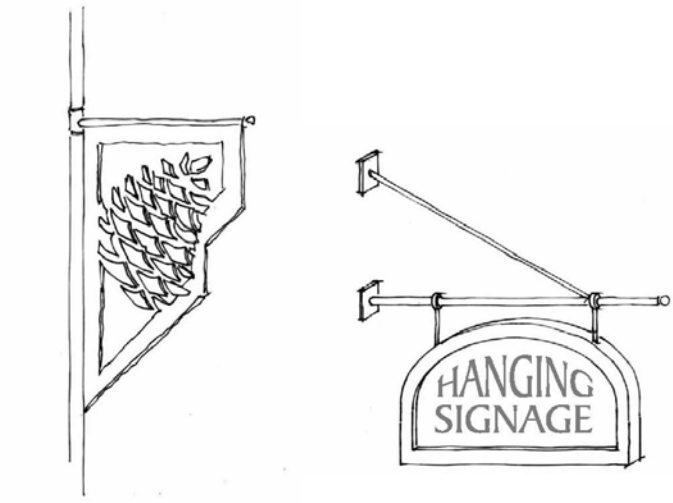
- awnings should be front-lit only, rather than internally lit
- awnings and canopies can provide a natural location for signage
- simple awning patterns are encouraged for buildings which are of a more decorative or highly detailed nature, while more decorative awnings may be appropriate for buildings with simpler lines.
- awnings and canopies which are self-supporting are strongly encouraged.
- fabric awnings and canopies may be either fixed (rigid) or retractable.
- structural/architectural awnings and canopies are permitted if they are consistent with the architectural style of the building to which they are attached.
- long expanses of awning should be broken into segments that reflect the door or window openings beneath them.
- awnings should project a minimum of 3 feet (1m) from the face of the building.
- awnings and canopies should allow a minimum of 10 feet (3m) vertical clearance from the sidewalk below.

4.10 Signage

Signage types permitted include fabric canopy, sandwich boards, fascia wall, and multi-tenant (especially for second and third levels for office space).

- signage should be consistent with the scale of the other signs. Signs should be mounted no more than one storey above the sidewalk level.
- artwork, icons, logos, and simple messages to enhance the friendliness of the sign should be considered.
- professionally fabricated signage in metal, plastic, glass, or some combination of these materials, as well as in stone or wood shall be used.
- glass etching or adhesive letters on the windows is acceptable, but avoid cluttering the view from the sidewalk.
- under marquee and blade signs are permitted.





Examples of signage and awnings

4.11 Safety & Security

The intent of this section is to outline guidelines that will create a street that is not only safe, but also *feels* safe, 24 hours a day, allowing people to fully engage in the activities that abound there. Research has shown that spaces and buildings which invite activity subsequently discourage undesirable activity, and reduce incidents of vandalism, graffiti, and public crime.

Safety is achieved through good design principles and proper land use

- every streetscape, open space, and building design should incorporate lighting, lines of sight and other elements that support a safe environment.
- provide adequate lighting levels for pedestrians to survey their environment.
- incorporate mixed uses (retail, commercial, & residential) to encourage the presence of people throughout the day. With these extra "eyes on the street", there is an added sense of safety in mixed-use developments.
- designs should take into account four distinct seasons in which safety factors change for drivers and pedestrians.
- designs should have clarity that identifies where it is safe to go, and what are public, private and semi-public spaces.
- Proper design and effective use of the built environment can reduce crime through the main principles of Crime Prevention Through Environmental Design and should incorporate the following elements:
  - Access Control
  - Natural Surveillance
  - Territorial Reinforcement
  - Maintenance

4.11.1 Graffiti Management

Graffiti-abatement strategies should be integrated in the design of buildings and associated public spaces, including:

- Potential use of murals on long, uninterrupted walls
- planting climbing vines or thorny plants along building walls
- protect walls & fences with a commercially available protective coating
- paint surfaces in dark colours
- have a building maintenance schedule in place

The most important step to take in order to keep graffiti off of property is to be vigilant and remove graffiti as soon as possible. The faster graffiti is removed the less likely it will reoccur. The longer graffiti stays on a property, the harder it becomes to remove and the more additional graffiti it attracts. In instances of graffiti occurring:

Graffiti should be discouraged and cleaned as soon as possible

- remove graffiti as soon as possible, 24 to 72 hours
- paint over graffiti with appropriate paint type
- use environmentally safe removal products
- engage professionals to remove the graffiti

Community Standards Bylaw will be enforced to ensure that no graffiti is placed

4.12 Sustainability

All new development within East Hill Town Centre and NW Timberlands should consider the full range of measures and sustainable building practices, products and landscaping that will minimize impact on the natural environment and conserve resources needed for construction and occupancy. Built Green principles should be applied through:

- All buildings within the East Hill Town Centre are encouraged to have a minimum Bronze Built Green Certification level.
- All buildings should utilize insulation, house wrap and materials that meet Built Green certification.
- All windows and doors installed should be Built Green Certified.
- Energy Star materials and products should be encouraged.
- Low-flow toilets and water conservation faucets should be encouraged
- Architectural Planning and design should take advantage of energy efficiency (i.e. natural heating and/or cooling, sun and wind exposure, etc.)

Special consideration may be given to developments which can demonstrate a commitment to sustainable construction and which employ green design practices.

Paths and sidewalk encourages all abilities transportation

4.12.1 Water Conservation

Materials, soil amendments and selective plant materials should be used as a means to limit dependence upon additional watering. Additional methods of water conservation should include:

- Xeriscaping
- Rain Gardens
- Bio Swales
- Water Collection Systems

Solar lighting options are a great alternative to traditional lighting

Bio Swales is not only functional but can also be visually pleasing

Rain Barrels come in various styles, shapes and sizes

4.13 Main Street Commercial

4.13.1 Building Design

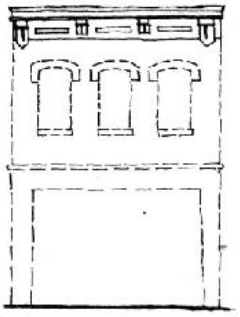
Building façades should have a clearly defined "base", "middle", and "cap" development. In the case of three storey buildings the "middle" would be both the second and third floors. Typically, the main floor has higher ceiling heights than upper floors.

Main Street should encourage integrated outdoor restaurant space, retail areas and pedestrian amenities such as benches, waste receptacles, and lighting to bring life to the street.

4.13.2 Architectural Character

Massing & Proportions

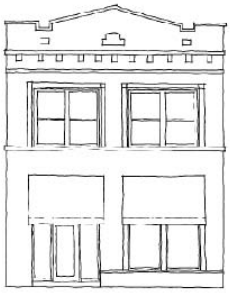
- differentiate a primary façade with significant setbacks in the wall plane
- setback variations in façade treatment may be continued through the structure, including the roofline, front and rear façades to reduce the perceived mass of the building.
- larger buildings should be broken up into subordinate elements to reduce the apparent overall size, especially for buildings on large parcels. For human scale and visual interest, the mass of the building should be subdivided horizontally and vertically, into a hierarchy of volumes.
- alternately, large lots may be developed with several buildings, rather than a single structure
- the spaces between buildings should also be considered with respect to how they can contribute to the overall positive open space of the site.
- setbacks in building façades and spaces between buildings shall be designed to create distinct "places" and create opportunities for outdoor activity, and may include amenities such as benches, sitting areas, or outdoor eating areas.
- where possible, orient such spaces to take advantage of the sun and shield from prevailing winds (modify micro-climate).
- buildings should be designed to include prominent focal features
- to break up the monotonous appearance of long facades, a building more than 45 feet (13.7m) in width should be divided into increments of no more than 40 feet (12.2m) through articulation of the façade. This can be achieved through combinations of the following techniques:
  - divisions or breaks in materials
  - window bays
  - separate entrances and entry treatments
  - variation in roof lines
  - building setbacks
- traditional commercial facades have a three-part horizontal layering:



Cornice - traditional building cornice, made of stone, brick, wood, metal, or other materials; serves to visually cap the facade.

Upper Facade- the upper facade, constructed of brick, stone, stucco, or pressed tin; typically has a symmetrical design; and is characterized by regularly-spaced window openings.

Storefront- the traditional building store front characteristics are markedly different from both the upper facade and the cornice. The storefront is primarily composed of large display windows, surrounded by enframing piers and a storefront cornice. Provides a strong visual base to the building.

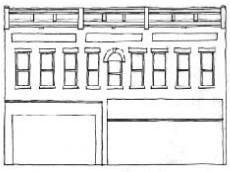


Primary Facades - elevations or front facades that are oriented toward the primary street.

Primary facades should employ an overall building design strategy exhibiting a.) three-part horizontal layering; b.) overall verticality; c.) hierarchy; and d.) a balanced composition.

Storefront & display windows should be included in all retail developments.

Entryways should be highlighted by the design and arrangement of facade elements.



Secondary Facades- elevations or facades of corner buildings that do not face the primary street that are oriented toward the primary street.

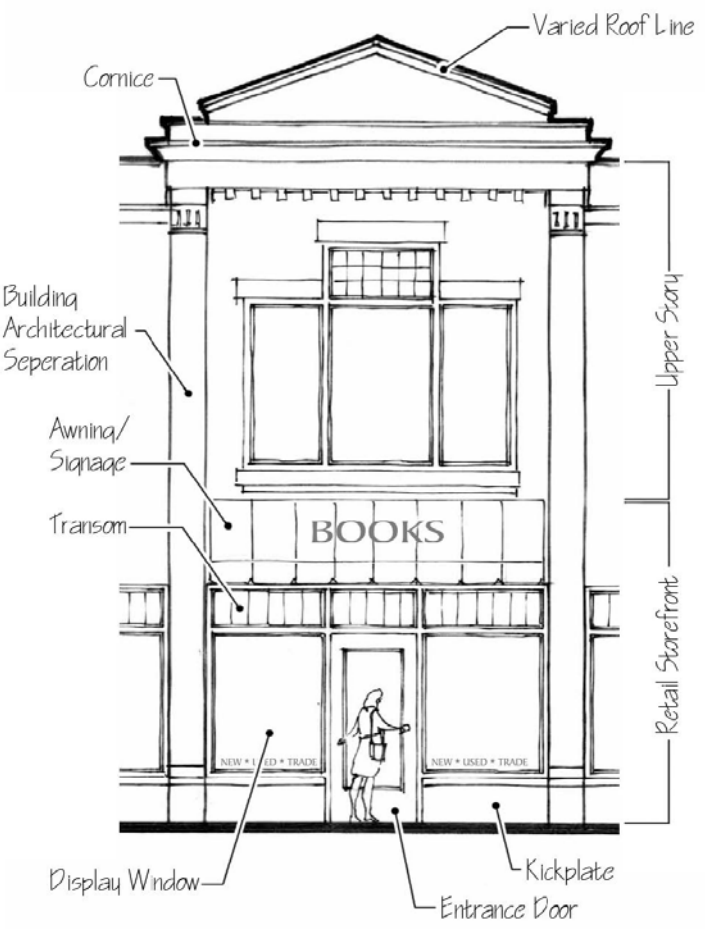
- secondary facades should contain display windows and/or secondary storefronts.
- secondary facades should contain upper storey windows.
- secondary facades should be balanced in design and shall provide a distinction between lower and upper sections of the building.
- secondary facades should not directly compete with the primary facade.

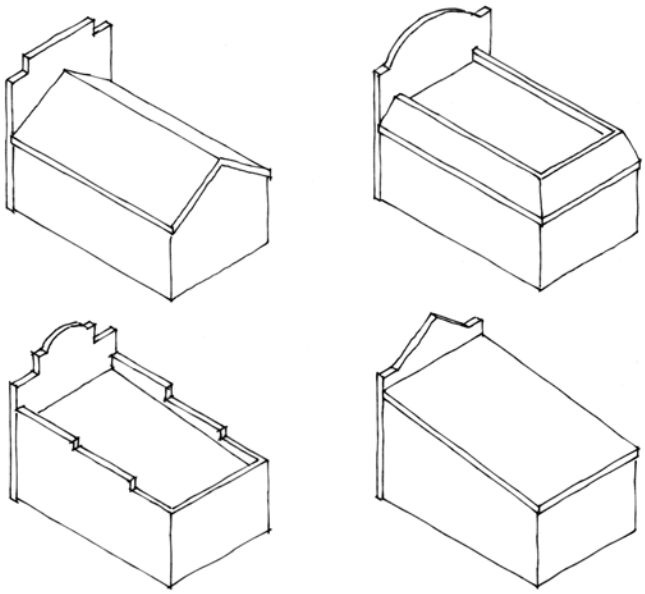
Buildings should have a sense of unity & balance. In the example above, the second storey windows and ornamentation create a pattern through their matching shapes and rhythmic spacing. Although there are two different stores at street level, the strength of the second storey gives the building unity.

Buildings with multiple storefronts within a larger frontage should be compatible from storefront to storefront.

Rooflines & Parapets

- rooflines should mimic the separate, yet complementary rhythm of historic Main Street buildings.
- flat roofs (slightly sloped to drain) are preferred with parapets that articulate the rhythm of the buildings. Parapets should be embellished with brick detailing and stepped or sloped to achieve a visually interesting yet harmonious sequence along the building façade.
- align prominent parapet heights and cornices on adjacent buildings and use historically inspired cornice and parapet details at roof level
- sloped roofs may be used on top of a multi-story building to help reduce the overall height of the façade and define the residential character of the upper floors.
- long ridgelines parallel to the street shall be broken up by dormers, turrets, setbacks, or other means
- unbroken ridge lines generally should not be longer than one and one-half times the height of the building.
- gable, hip, and shed roofs are suitable and may be used in combination with expanses of flat roof





Example of roof lines

4.14.3 Building Doors & Windows

Windows and doors are some of the most important character defining features of Main Street structures. They give scale to buildings and provide visual interest to the composition of individual facades. Distinct window and door designs in fact help define many historic building styles.

Doors

- the style of the door should be compatible with the façade of the building and the general style of the streetscape.
- doors should contain a lot of glass to increase visibility into the store from the sidewalk and street.
- doorway areas recessed into the main facade line shall be encouraged over doorways flush with the facade. This allows the creation of a retail 'threshold'.
- retail entry doors should also incorporate glazing that is complementary to the display area glazing. The use of ornamental door hardware is also encouraged (e.g. kick plates, hinges, handles)

Windows

- on upper floors, the windows should be vertically oriented. Arched tops, columns framing the windows and decorative lintels are encouraged.
- large glazed areas should be subdivided by metal or wood frames/joints. Storefront panes should be divided vertically to establish a rhythm along the street.
- main floor commercial glazing should follow a traditional pattern of solid base skirting incorporating a sill max. 3 feet (0.9m) in height, glazed display area, and a transom above display windows and entry

Doors and windows add visual appeal

Upper-Story Windows

- the upper stories are clearly visually separated from the storefront level of the building.
- while the storefront level has large areas of glass and small areas of opaque materials, upper stories reverse the pattern with small areas of glass and a predominance of opaque materials.
- the upper-story window pattern is extremely important because it provides a sense of unity and symmetry to the entire building facade.

Transparency

- main facades shall have sufficient glazing to provide casual surveillance of the adjacent street, and provide interest to the building mass.
- windows should be large to provide maximum visibility into the store.
- reflective glazing should be avoided to allow better visual contact between interior and exterior.
- Reflective glass may be considered on upper floors where there may be architectural merit in reflective or deep colour tints.

5. BUILDING DESIGN

5.1 Building Design

Site design, above all, should recognize, relate and create a strong relationship to adjacent streetscapes and architectural buildings with the intent of reading as a comprehensive development. A variety of building forms is encouraged as long as all elements read well together. Architectural massing and detailing should include a variety of forms, materials, colors and textural choices.

Long building fronts without articulation in massing shall not be approved. The architecture shall not only be varied in plan view but also with changing roof heights and wall planes that appear to be a part of the main building and not a pseudo applied architectural element.

5.1.1 Corporate & Franchise Designs

To maintain the unique character of East Hill Town Centre, buildings should not be branded using the architectural style of a particular company.

Should national chains or franchise companies wish to construct in East Hill Town Centre, they will be required to do so in a manner that reinforces the design character of the community.

Bright logo colours which contrast too sharply with an established palette of the East Hill Town Centre development will not be allowed over vast areas of a building.

Façade materials must be selected which complement the palette of materials in the East Hill Town Centre.

The use of stock building plans or typical corporate designs are not permitted unless they are compatible with other buildings with in the Town Centre. Designs must be compatible with the character of the East Hill Town Centre.

Corporate & Franchise stores can coincide with the themes and styles of town centers

5.2 Building Entryways

Building entrances should be easily identified and may be recessed for weather protection, visual interest, and to provide additional window display space. Clearly defined customer entrances marked by architectural details such as canopies, overhangs, arcades, articulated roof forms, outdoor amenities/furniture/planters, upgraded store-front/windows and upgraded sidewalk patterns would be expected. In addition:

- On primary frontages, operable doorways should occur, on average, every 15 meters (50 feet) for the length of that frontage.
- all retail space should be easily accessible to the general public and maintain universal access for the disabled.
- in general, retail entrances should face the street upon which they are addressed, and be clearly visible to passersby.
- overhanging signage, awnings, canopies, pediments or other architectural expression should be used to emphasize entrances.

Visually interesting entryways draws pedestrian attention while adding to the style and characteristics of the town centre

5.3 Facade

Items to consider when developing building facades include the following:

- building facades should be designed to create an aesthetically pleasing appearance. Architectural detailing should include a variety of materials, forms, and colors. Architectural elements such as cornice lines, transom windows, etc. should be used.
- principle facades of buildings visible from a public street should be constructed in a combination of good quality materials which is consistent with site standards and creates architectural interest.

View of various facades from street

5.4 Ground Floor Uses

Orient ground floor commercial-retail uses toward the street with appropriate awnings/canopies for weather protection and enhancement of pedestrian scale.

Windows at street level should be sufficiently large to expose goods and activity within shops, and establish a strong retail presence.

Building façade of a 3 storey building

3 storey building incorporating signage, cornice and commercial ground floor.

Example of lower cornice and signage

5.5 Materials & Colours

Select materials for ease of use, durability, maintenance and design appropriateness. The use of quality local materials is encouraged, as a means of inspiring the design with local character, and a sense of regionality.

Care shall be taken to avoid nostalgic reproductions, but to use the materials in an authentic and meaningful manner. Materials selection shall consider limited use of non-renewable resources.

5.5.1 Materials

A high level of design and architectural detail is preferred.

Traditional materials including brick, stone (including cast stone) and stucco should be used as the primary building materials

Tile, stone, glass block, copper flashing, metal and wood should be considered for accent materials.

Materials shall be compatible between the elevations of main floors and upper floors, as well as consistent on all primary facades or elevations which are visible from the street.

Sloped roofs visible from public rights of way should be of slate, tile, standing seam metal, or other similar materials.

Material changes may also occur horizontally. In these cases, heavier material should generally appear below the lighter.

The following materials are not allowed on the façades or sides of buildings adjacent to public right of ways:

- aluminum, vinyl or fiberglass siding or roofing materials
- materials that attempt to mimic traditional materials (an example would be fiberglass panels that are molded to look like brick)
- the painting of unpainted brick is not allowed

Building material changes should always occur at inside corners to give the materials a sense of permanence and thickness. A change at an exterior corner does not provide this sense and additionally, may create an unprotected seam vulnerable to damage and peeling. In most cases, it is recommended that primary facade materials turn corners at exterior corners.

5.5.2 Colour

East Hill Town Centre encourages a varied but complimentary use of colours.

The colour of buildings should complement those of adjacent buildings. The colour of brick or other natural building materials should dictate the colour family choice. Bricks in the red and brown tones are encouraged.

Buildings should use primarily earth tones with light and bright colours used only as minor accents. The accent colours should complement the primary color.

Example of different textures, colours and material on the side of a building

Predefined colours create consistency and similarities throughout the town centre.

5.6 Building Utility & Service Areas

The following are to be considered in the treatment of utility and service areas:

- mechanical equipment should not vent to the street side of a building, nor should air intakes be located near parking or loading areas.
- window air conditioning units are not permitted.
- where possible, loading areas should be located on the side or rear of buildings where they are not visible directly from the street, nor in the sightlines of adjacent residential development.
- all utility areas should be attempted to be screened from adjacent residential uses with either architectural materials or landscaping that blends well with the design of the surrounding area.
- alternately, fully enclose within a service shed or integrate within the body of the building.
-
- truck loading and maneuvering areas should not conflict with or block pedestrian or vehicular access points or parking areas.

Trash storage and recycling enclosed in fenced area

Examples of loading areas

5.7 Town Centre District

The following are examples of potential treatment of the Town Centre District.

5.8 Main Street Commercial District

The following are examples of potential treatment of Main Street District development.