URBAN DESIGN GUIDE

Traditional Downtowns in Huron County

Huron County Planning and Development Department

August, 2012
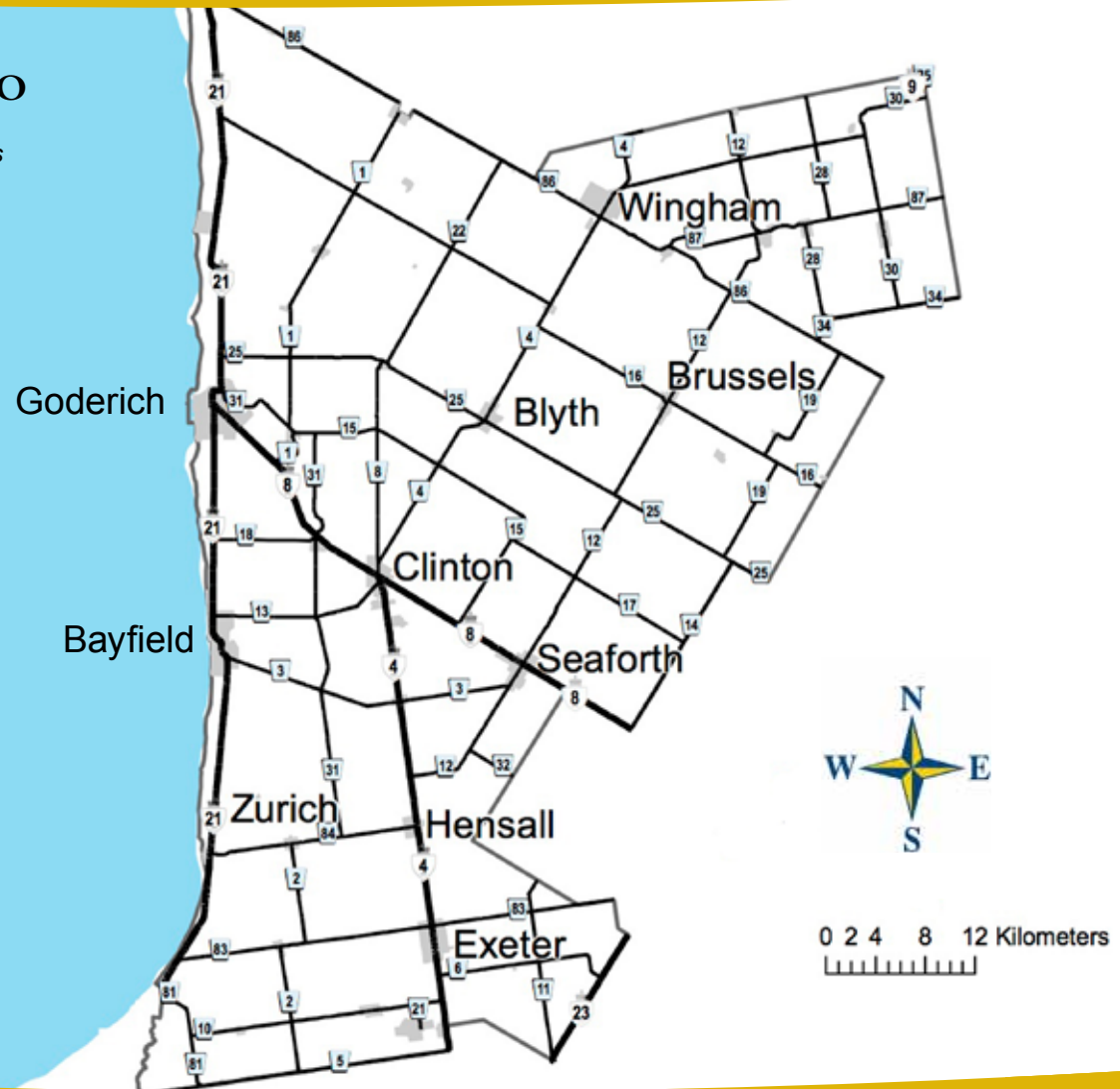
HURON
C O U N T Y

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HURON COUNTY, ONTARIO

For a more detailed map visit huroncounty.ca/gis

Wingham

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Brussels

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Seaforth

Zurich

Hensall

Exeter

Lake Huron

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INTRODUCTION

1.1 Purpose

The purpose of the Urban Design Guide is to encourage future development in the downtowns of Huron County to complement and enhance the existing unique, small-town character of the main streets. This Guide has been developed to apply to all downtowns in Huron County, and its intent is to improve the built environment on the main streets by outlining ways to achieve cohesive urban design that enriches the experience of visitors, passers-by, and residents.

A beautiful, vibrant, walkable downtown will both heighten the quality of life of residents in the community, as well as attract tourists and businesses to the area. Creating walkable downtowns will improve the mental and physical health of residents, while quality public spaces in the town will bring the community together and give residents a sense of place. Improved urban design can contribute to local economic regeneration, as people are more likely to visit and stay in a welcoming, vibrant place. Quality urban design is thus essential for a community's physical, social, psychological, and economic health.

The downtowns of Huron County have retained much of their original form, and this Guide recognizes that the traditional nature of the downtowns should be preserved as much as possible. However, as buildings and infrastructure deteriorate, there is opportunity to enhance the streetscape with contemporary designs and ideas, while still retaining the historic character.

The Huron County Official Plan outlines community values such as respect for heritage, universal access, active transportation, environmental sustainability, and health and safety. This Guide provides specific details as to how these values can be attained through urban design.

1.2 Goal

To enrich public experience, attract visitors, improve quality of life of residents and create a sense of place in the downtown streetscapes of Huron County by:

- Promoting high quality, sustainable and unified design of all built form and public features,

- Respecting the historical and natural context of the site,

- Enhancing the small town scale and character,

- Enabling active transportation and improving walkability, and

- Promoting pedestrian safety and universal access.

1.3 Structure

The guidelines are divided into two sections: Private Realm Design Guidelines, and Public Realm Design Guidelines. The Private Realm Design Guidelines are directed towards private developers and building owners as they create site and building design proposals. The Public Realm Design Guidelines are directed towards municipal staff and council as they plan to rebuild infrastructure, create public spaces, and integrate landscaping and street furniture into the downtown. Although there are two sections, the guide should be read as a whole, since the public and private realms are integrated along the streetscape. Both sets of guidelines should be considered during any development process.

1.4 Role of the Guide

The Urban Design Guide contains a set of criteria that will be used as a supplement to municipal Official Plans, Downtown Zoning By-laws and existing plans (eg. HCD Plans) when assessing new projects.

The Guide is intended as a tool to help residents, municipal staff, and council review development applications, and should be used by developers, landowners, and consultants as they prepare proposals. This guideline was written to be applicable across the County and therefore may not suit the unique aspects of every downtown; communities are encouraged to utilize those aspects of the guideline which best adress the needs and goals of their downtown. The Guide is to be used in conjunction with and should inform future community design and streetscape plans.

This guide should be of particular interest and reference for:

- Municipal Council,

- Property and business owners,

- BIA,

- Chamber of Commerce,

- Heritage Committee,

- Municipal Departments (ex. Planning, Parks, Public Utilities, Roads, Community/ Economic Development), and

- Interest groups (ex. Communities in Bloom)

GROUP	HOW THEY WOULD USE THE GUIDE	EXAMPLE
Municipal Council	Municipal Councils should endeavor to consult this document when asked to make decisions relating to the physical appearance of downtowns.	If it has been determined that municipal servicing infrastructure in the downtown is in need of replacement, the guideline should be referred to as it highlights opportunities to pair the infrastructure replacement project with streetscape improvements.
Property and Business owners	A property owner could refer to this guideline for suggestions on how façade redevelopments, signage, landscaping, lighting, etc contribute to the overall streetscape of a downtown.	If a property owner is interested in improving the appearance of their building, this guideline outlines key considerations of storefront design and façade improvement and could aid a landowner in getting started with the process.
BIA / Chamber	The BIA or Chamber of Commerce could use this document to help inform strategic planning decisions.	If the Municipality and BIA undertook a joint-project with the goal of making a downtown more friendly to pedestrians, there are many suggestions within the guideline of how that could be achieved.
Heritage Committee	Heritage Committees may refer to this guideline when changes are being made within one of the Heritage Conservation Districts within their municipality.	A Municipal Heritage Committee considering developing a municipal signage guideline for their historic downtown area might refer to this guideline as a starting point for their research.
Municipal Departments Planning, Parks, Public Utilities, Roads, Community/ Economic Development	Municipal Departments should strive to use this document in all decision making regarding physical elements of downtown areas and further, collaborate with other Departments when changes are proposed in order to optimize every downtown revitalization opportunity.	If new streetlamps are proposed, for example, this document could be a resource to the Public Works Department as they work to determine the appropriate lamp choice for the streetscape. If the downtown area was included as a designated Heritage Conservation District, this would also be an example where the Municipal Heritage Committee should be consulted on the lamp choice.
Interest Groups	A special interest group might want to help 'spruce up' a section of the downtown with a project supported financially by a fundraising campaign.	Communities in Bloom is a very active organization in many communities in Huron County. By using the guidelines, areas of the downtown could be identified for future Communities in Bloom project areas. A public art project supported by a special interest group would be another example.

Seaforth, 2012

PRIVATE REALM DESIGN GUIDELINES

2.1 Site Design

To create a vibrant downtown, each site must be thought of in relation to the entire streetscape and how people interact with the street. The location and orientation of buildings, landscaping, parking, and amenities on each site contributes to the look and feel of the downtown as a whole.

For example, a wide street with large building setbacks gives drivers a feeling of ease, and vehicles will speed through the town. On the other hand, pedestrians are most comfortable in an enclosed space, which can be formed by building a "wall" of buildings adjacent to the sidewalk on either side of the street.

Building sites and open spaces must be carefully planned to create visual interest and ensure pedestrian comfort. This section provides guidelines for creating an attractive, human-scaled streetscape through site design.

Objectives

- Support a cohesive streetscape by integrating each property with its surroundings.
- Create a welcoming public interface by locating less attractive site elements out of public view.
- Promote public safety and universal access by carefully planning site elements such as parking, pedestrian pathways, and outdoor display, retail, and dining.

Shaded seating creates an inviting space for pedestrians in front of the Memorial Hall in Blyth.

This well-kept and attractive alleyway leads to the parking lot behind the municipal offices in Clinton.

Guidelines

Building Placement and Setbacks

✓ Position buildings to face the main street.

✓ Locate buildings at the property line (no set-back) to create a continuous row of buildings on the main street with entrances along the sidewalk.

✓ Create a pedestrian-oriented space in front of buildings that are setback from the sidewalk by including elements such as a clearly marked walkway, seating, trees or plantings.

Alleyways

✓ Create pedestrian access to rear-lot parking areas via well-lit and maintained pedestrian pathways.

✓ Provide curb ramps from the parking lot to the pedestrian walkway.

✓ Create pedestrian walkways of materials that are easily maintained for safety and accessibility.

✓ Embellish entrances to alleyways with signs or planters to create a welcoming pedestrian area.

The sidewalk needs to be designed to accomodate such a dining space. Decorative fencing separates diners from the flow of pedestrian traffic. (Goderich)

A sidewalk encroachment provides an outdoor dining space without obstructing the pedestrian through-way. (Pilot project in Blyth)

Outdoor Retail and Dining

✓ Create outdoor retail and dining spaces in front of buildings that have a set back from the street – do not obstruct the sidewalk.

✓ Dining and retail areas may be located on bump-outs in between the sidewalk and the street in order to keep the building setback consistent. (Note: Ensure Municipal approvals are obtained and the proper road authority is contacted prior to installation.)

✓ Use landscaping and/or decorative fencing to define dining areas and provide enclosure while still allowing visibility from the sidewalk.

Utilities

✓ Utilities such as hydro and gas meters, utility cabinets, and transformer vaults should not be visible from the public right of way.

✓ Incorporate utilities into the side or rear of buildings.

✓ Use attractive enclosures or screening for utilities that are located in public view.

Parking and Loading

✓ Locate parking, loading and service areas behind buildings so that they do not detract from the streetscape, with vehicular access off side streets and laneways.

✓ Provide a landscape area along the edge of a site where parking lots are adjacent to a main street (see section 3.5).

2.2 Built Form

The main streets of Huron County are culturally significant spaces with rich architectural history. High-quality, traditional architecture and pedestrian-scaled buildings are integral components of the downtown's heritage. Historic buildings should be identified and preserved, and new built form should reflect the character of the streetscape. The guidelines of this section are directed towards integrating new development into the downtown while preserving the historic streetscape design. An aesthetically diverse yet coherent main street will help enhance the quality of life of residents and strengthen the economic viability of the downtown.

Objectives

- Maintain the traditional, small-town character of the streetscape by designing new buildings in a size and style that complements adjacent historic buildings.

- Create an attractive street-wall through high-quality façade, storefront and signage design.

- Create an interesting and diverse pedestrian environment by maintaining a succession of varied frontages and uses.

- Consider pedestrian comfort, safety, and accessibility in the design of storefronts.
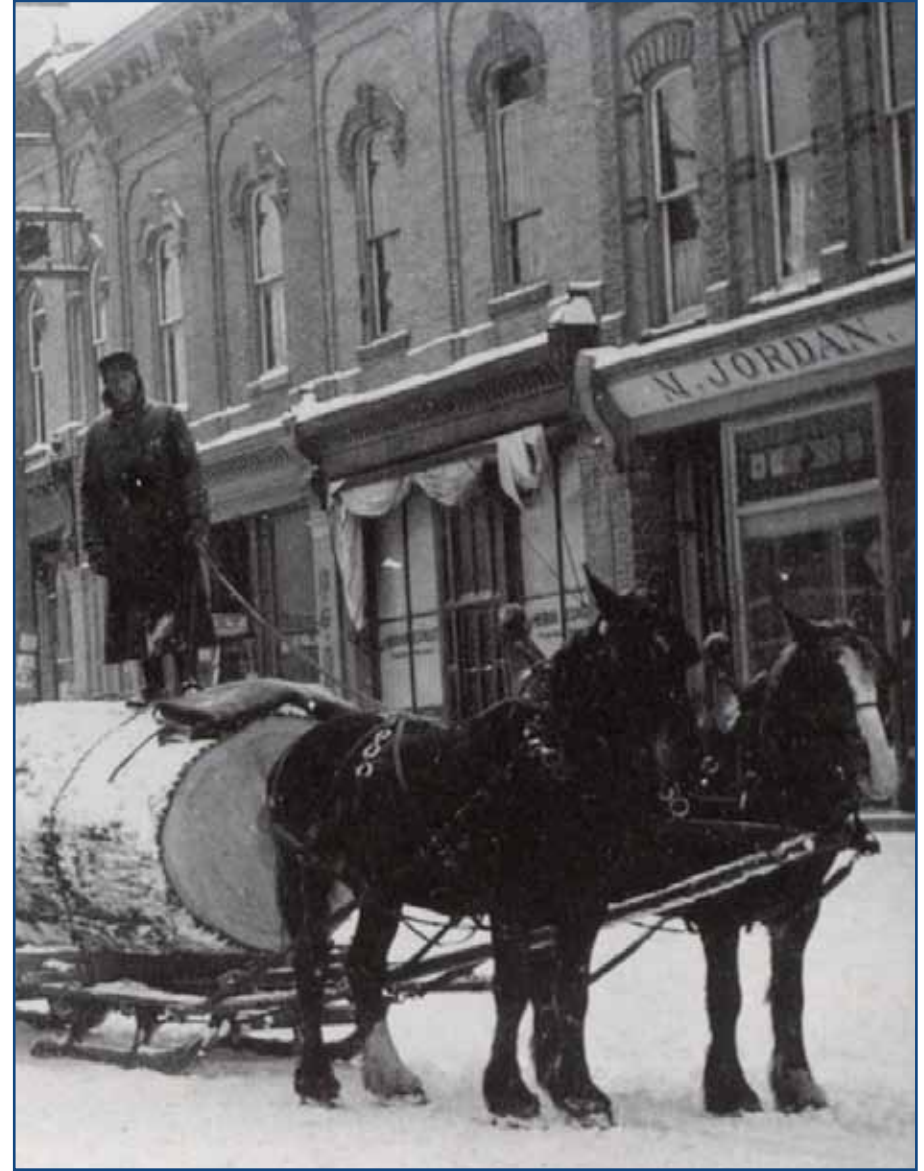

Seaforth's Historic Main Street. (Source Unknown)

Guidelines

Height and Massing

- ✓ Design street sections with a ratio of building height to road corridor width of 1:2 to 1:3; this creates a scale of intimacy.

- ✓ Buildings should be no less than 2-storeys along the main road, with additional height and mass concentrated at priority lots such as corners, T-intersections, and gateways (section 3.3).

- ✓ Design new buildings to reflect the base, middle, and top of adjacent buildings.
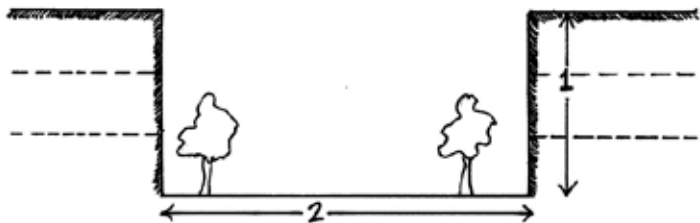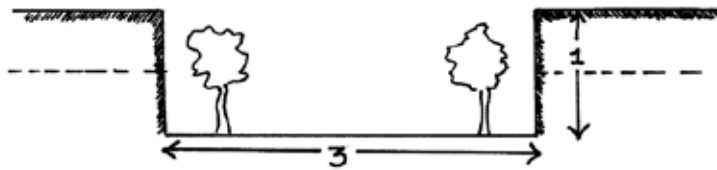
Top: Height is added to emphasize the importance of a building without disrupting the pattern of the block (Seaforth); Middle: A one-storey building creates a distinct gap in the street-wall (Brussels); Bottom: The three-storey buildings articulate the corners and act as book-ends for the two-storey buildings on the block. (Goderich)

Façade Design

✓ Respect the heritage of the downtown by incorporating traditional design features into new facades.

✓ Preserve and/or restore historic facades where possible.

✓ Align windows, front doors, cornice lines, sign boards, and fascias with those of adjacent buildings to create continuity along the streetscape.

✓ Locate entrances and windows at regular intervals consistent with the pattern on the block.

Jill Taylor's design demonstrates how modern architecture can be compatible with the overall character of the block. (Goderich Block Planning Kingston to East Street. Courtesy of Taylor Hazell Architects Ltd)

The stories of this corner building align with those of the older buildings on the block. (Goderich)

Second-storey windows are aligned, and cornice lines distinguish the storefronts from the upper storeys. (Clinton)

Corbel   Lintel
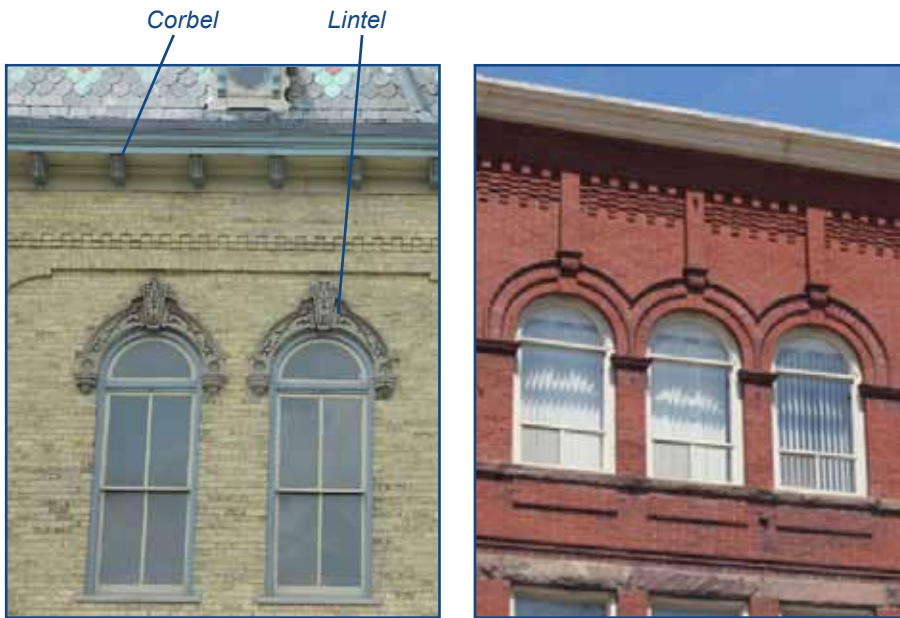
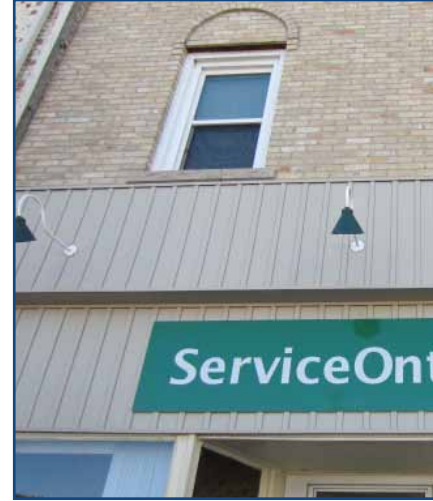*Windows with rounded tops and decorative lintels. (left: Seaforth; right: Wingham)*

✓ Articulate the roofline with architectural elements that complement the main street's historic buildings (ex. through the use of corbels).

✓ Articulate second-storey windows with design elements that reflect the traditional architecture of the downtown (ex. rounded top and lintels).

✓ Design doors, doorways, and windows to reflect the scale and character of those traditionally found in the downtown.

✓ Enhance sidewalls that are visible to the public with windows, displays, and murals.

✓ Incorporate façade plaques describing the history of the building or site.

Top: Paintings decorate filled-in windows on a side wall. (Clinton)
Bottom: The mural on the side of the second storey of this building enhances an otherwise blank wall. (Seaforth)
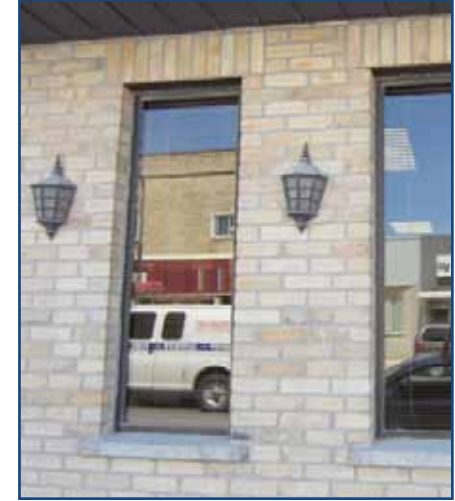
Materials

✓ Use materials that reflect the local identity of the downtown, including materials that are locally sourced and/or that have been consistently used in the historic development of the town.

✓ Avoid vinyl and metal siding, plastic, plywood, and concrete block.

VInyl siding detracts from the historic look of the brick. (Clinton)

Traditional yellow brick and decorative light fixtures on a side-wall. (Wingham)

Lighting

✓ Incorporate pedestrian-oriented lighting into the first-storey façade.

✓ Illuminate building entrances, signage, and architectural features with decorative light fixtures that respect the character of the building.

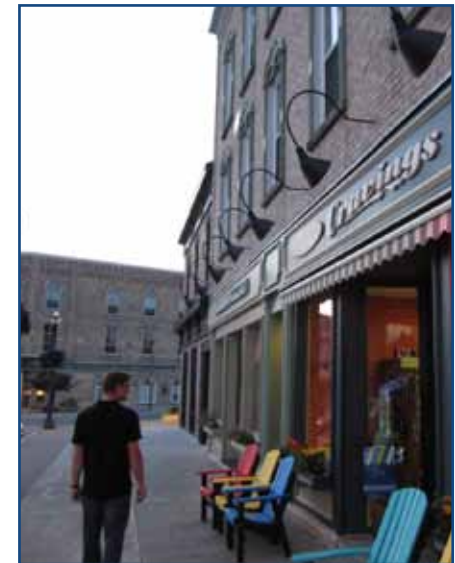✓ Design light fixtures and lamps to avoid glare or spillover onto adjacent properties.

Awnings and lighting create a comfortable pedestrian environment. (Blyth)

Pedestrian-oriented goose-neck lighting. (Goderich)

Store Fronts

✓ Clear, glass windows should comprise 60% of the storefront to enliven the street level and encourage window-shopping.

✓ Distinguish the storefront from the upper floors of the building through a change in material or the addition of a cornice line.

✓ Locate entrances at grade and provide a ramp on site where the entrance is not at sidewalk level – do not obstruct the sidewalk.

✓ Provide weather and sun protection through the use of canopies and awnings designed to complement the architectural character-istics of the building and streetscape.

This colourful store front is charming, but also compliments the historic facade above. Note the traditional brick and arched windows. (Exeter)


Awnings provide rain and sun protection for window-shoppers. (Wingham)

Windows, awnings, and flower pots make this store front attractive, welcoming, and comfortable. (Seaforth)

Signage

✓ Design all signs to respect the structure, scale and materials of the building; signs must be architecturally integrated with the building.

✓ Ensure that signage does not block architectural features or overpower the façade.

✓ Design signs to be compatible with adjacent development; signs must not overwhelm or detract from adjacent properties by virtue of size, lighting, or design.

✓ Align façade signs with those on adjacent buildings when possible.

✓ Façade signage is preferred over ground-mounted signs.

✓ Backlit signs are strongly discouraged.

✓ Projecting or hanging signs are encouraged and should be oriented to pedestrians passing on the sidewalk.

✓ The distance from the sidewalk to the bottom edge of a hanging sign should be 2.8 metres or greater.

This sign is eye-catching but not overwhelming. (Blyth)
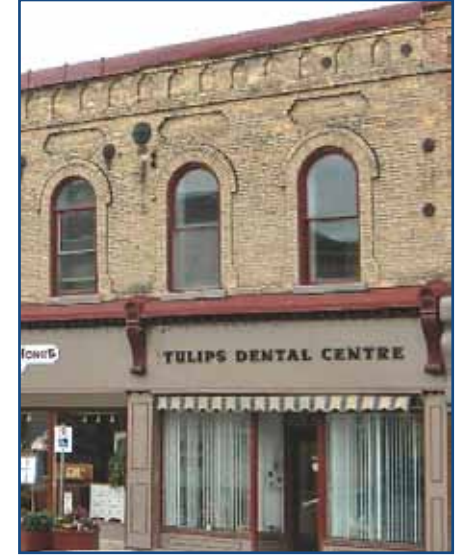
This signboard is integrated with the rest of the building. (Seaforth)

Projecting or hanging signs are more pedestrian-oriented. (Brussels)

A decorative hanging sign is an attractive way to identify a business. (Goderich)

2.3 Priority Locations

Certain locations in the downtown act as orientation points within the urban fabric of the community. This section will guide the development of priority locations such as corner lots, street terminuses, and gateways in order to utilize the potential of these spaces to add to the visual and functional form of the downtown.

Objectives

- Identify, preserve, and enhance areas of special interest in the community such as vistas, landmarks, and gateways.

- Create destinations in the downtown to spatially orient the public.
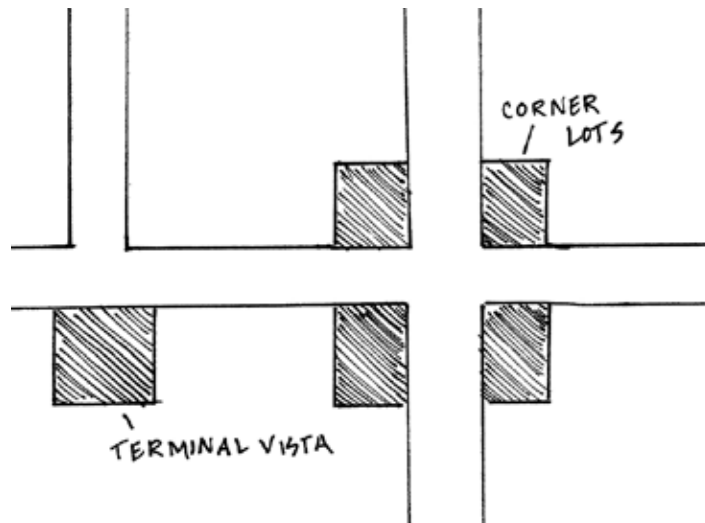
The curved building corner softens the sharply angled lot. The building's unique design adds interest to the street. (Goderich)

Wingham's town hall is an important landmark in the downtown. Built in 1890, it now houses municipal offices and a theatre for preforming arts.

Guidelines

Corner Lots

✓ Reinforce the street-corner by situating a taller (3-storey) building on the corner, or through the use of a turret or a corner-accentuating roofline.

✓ Provide entrances on the main street, or provide pedestrian entry via a cropped or curved building corner.

✓ Address both street frontages by using the same level of architectural detailing on both sides of the building.

✓ Where the building is set back from the street, provide a landscaped pedestrian-oriented space at the corner.

Gateway Lots

✓ Structures located at gateways onto the main street should be of high-quality design that reflects the character of the downtown.

✓ Enhance gateway sites through the use of landscaping and public art (see section 3.6).

Architecture detailing continues along both sides of the building. The corner is cropped to accomodate an entrance. (Clinton)

The flat corner face and peaked roof softly articulate the street corner. (left: Clinton; right: Goderich)

The Dutch Fountain at the end of Hamilton Street is an attractive gateway feature. (Goderich)

Terminal Vistas

✓ Encourage architectural embellishments on buildings situated at terminal vistas.

✓ Build larger buildings or heightened rooflines at terminal vistas.

✓ Provide an opportunity for landscaping by increasing the building setback.

✓ Do not locate parking, service entrances, or utilities at a terminal site.

This three-storey building marks the entrance to downtown Wingham. Another large building on the opposite side of the street would emphasize this gateway.

The terminal vista on North Street is a view of the Goderich courthouse.

Exeter, 2012

3.1 Right-of-Way Design

If design guidelines are followed, people will want to walk or cycle through the downtown to spend more time in the space. By creating a beautiful streetscape, the downtown becomes a public destination as opposed to a throughway.

This section is therefore directed towards providing the necessary infrastructure to support and encourage active transportation. For example, keeping lanes no wider than necessary, eliminating unnecessary lanes, and using curb extensions at pedestrian crossings can improve walkability in the downtown.

Making the downtown a pedestrian-oriented space has community and individual health benefits, as well as economic benefits for the town. Please also see the guidelines relating to landscaping (section 3.2), and street furniture (section 3.3) to improve pedestrian comfort and safety.

Objectives

- Facilitate active transportation by providing amenities for pedestrian and bike circulation.
- Enhance the streetscape by providing space for landscaping, street furniture, and storefront displays.
- Ensure safety and universal access through sidewalk, crosswalk and road design.
- Calm vehicular traffic through the downtown

Guidelines

Roadway

✓ Consider the introduction of a bicycle lane on either side of the main street.

✓ Distinguish the bike lanes from vehicle lanes by changing the road colour or material.

✓ If space permits, construct a median in the centre of the road to calm traffic and create a place for vegetation, public art, and banners.

On-Street Parking

✓ Parallel parking is preferred over angled parking, since angled parking causes more conflicts between cars and bicycles and takes up road space that could be used for wider sidewalks, bicycle lanes, or medians.

✓ Designate approximately 2.6 meters of road for parallel parking (see section 4.3 for bicycle parking).

Stratford's wide sidewalks facilitate three or more people walking side by side.
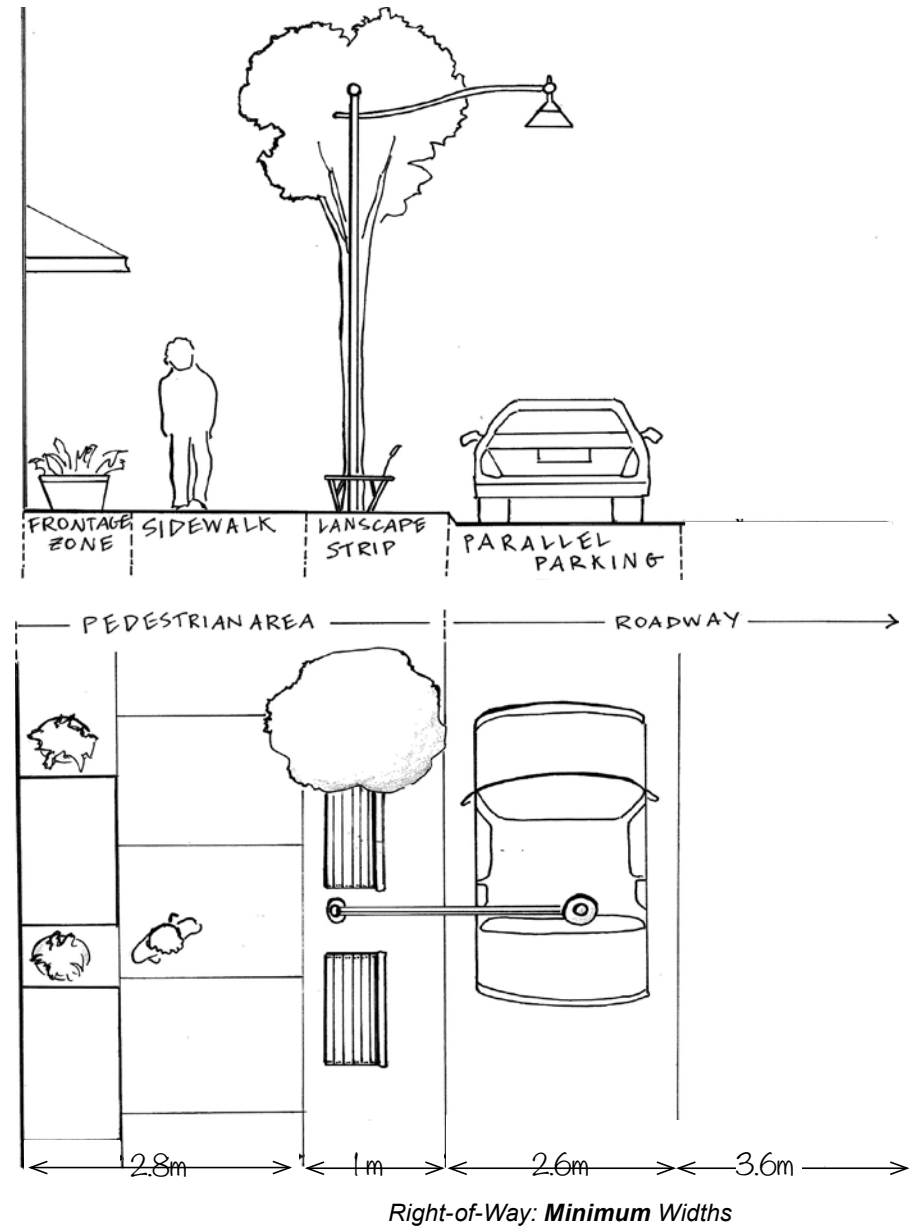

Parallel parking in Wingham.

Pedestrian Zone

✓ Provide a wide concrete, unobstructed sidewalk on both sides of the street to accommodate 2-way pedestrian traffic.

✓ Provide a landscape strip between the sidewalk and the road to be used for street trees, furniture, and public art. This strip should be clearly differentiated from the un-obstructed throughway through the use of a different colour or material.

✓ Provide space between the sidewalk and lot line to be used for window-shopping, small street furnishings, and storefront displays.

✓ Build bump-outs to serve as an expanded sidewalk, a space for outdoor dining, or a landscaped curb edge.

Crosswalks

✓ Provide crosswalks at intersections that see high levels of

The landscape strip, which is identified in Wingham by a change in sidewalk colour, is a great place for signboards and other street furniture. (Wingham)

FRONTAGE ZONE | SIDEWALK | LANSCAPE STRIP | PARALLEL PARKING

PEDESTRIAN AREA | ROADWAY

2.8m | 1m | 2.6m | 3.6m

*Right-of-Way: **Minimum** Widths*

pedestrians crossing (major and T-intersections).

✓ Mark crosswalks with a clearly visible sign.

✓ Indicate pedestrian crossing areas on the road with painted zebra stripes or a change in road colour and/or material.

✓ Use curb extensions to provide safe crossing points at intersections.

✓ Provide curb ramps at all intersections.

3.2 Public Space and Landscaping

A clearly visible sign marks the crosswalks in Exeter (left) and Blyth (right).

Left: Painted zebra stripes or cross-hatching indicate the crossing area. Right: Curb extensions decrease the pedestrian crossing time and increase their visibility. (Listowel, Ontario. Both Photos Courtesy of Google Street View 2012. Accessed August 29, 2012 through maps.google.ca)

CURB EXTENSION

DRIVER'S FIELD OF VISION

ORDINARY
CURB LINE

Vehicles are more likely to yield to pedestrians due to the increased visibility offered by curb extensions.

Goderich, ON
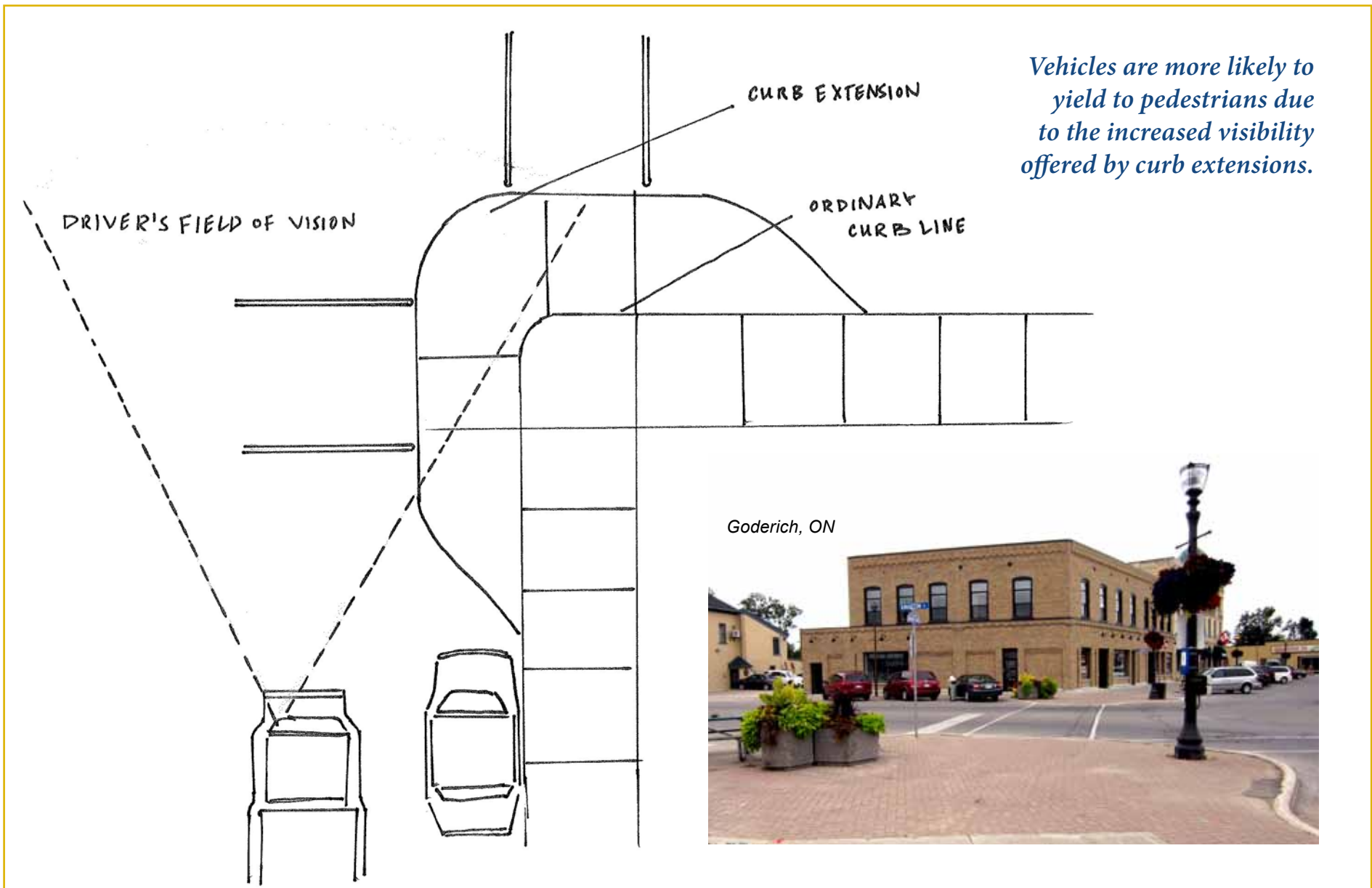
Pocket parks, plazas, playgrounds, gardens, and pedestrian pathways are different types of public spaces that should be integrated into the downtown. These spaces offer recreational benefits and serve as orientation points where the community can gather. The street is another type of public space; it is a transitional space used by everyone who resides in and visits the community.

In all public spaces, trees and other vegetation visually enhance the environment, reduce the heat island effect, remove contaminants from the air, and provide natural shade and wind protection. Vegetation and green space enhances downtown livability and character and contributes to the health of the community. Quality public space design and landscaping is essential in giving the downtown an identity and creating a welcoming environment for residents and visitors.

Objectives

Clan Gregor Square is a great place to relax, play, and hold events such as concerts and barbeques. (Bayfield, photo courtesy of Craig Metzger)

The Alice Munro Literary Garden in Wingham is a public landmark that is also a space for people to meet and interact.

- Create a walkable downtown by contributing to pedestrian comfort and health through the use of street trees and other vegetation.

- Enhance the aesthetic appeal of the downtown by providing green space and landscaping.

- Create comfortable and attractive spaces in the downtown where people can meet, play, and relax.

Guidelines

Street Trees

✓ Choose trees and other landscape materials that are indigenous to the area.

✓ Plant and maintain deciduous street trees along the landscape strip (see 3.4) between the sidewalk and the road in order to create a canopy over the sidewalk and adjacent parking area.

✓ Consider site lines to building storefronts and signage when choosing tree species and spacing trees.

✓ Use tree guards to prevent street trees from bruising.

✓ Plant clusters of both deciduous and coniferous trees on corners where residential streets meet the main-street if sightlines and space permit.

Street trees create an inviting atmosphere for visitors and residents as they enter the downtown. (Mitchell)

Tree guards protect the base of the tree from bruising. (Exeter)

Street trees provide shade for tourists and shoppers in Bayfield.

Parking is buffered by effective landscaping. Flowers on the centre median and sidewalk facilitate a safer pedestrian crossing. (Goderich)

Trees and shrubs hide the view of the parking lot from the park. (Clinton)

Buffers

✓ Provide a minimum 3 metre-landscaped buffer to screen parking and utility areas from the public view.

✓ Use a combination of deciduous/coniferous trees, shrubs, planters and decorative fencing as a buffer.

Sidewalk and Centre Median

✓ Install flowerpots in the sidewalk area between the 2-metre wide pedestrian throughway and the lot line (see 3.1). This space can also be used for outdoor display.

✓ Install planters and street furniture on the landscape strip between the sidewalk and roadway (see section 3.3 for street furniture).

✓ Planters, public art, tourism signs, and other decorative street furnishings are encouraged on sidewalk bump-outs, the landscape strip, and the centre median.

✓ Incorporate planter beds for shrubs and other low-growing plants into the design of the centre median.

Planters are placed on the landscape strip between the sidewalk and road. Note also the accessibility ramps that are integrated into the front of the municipal offices in Seaforth, but do not obstruct the sidewalk.

A plaza in Bayfield contains an outdoor cafe and various shops. The entrance is embellished with a vined archway. (Bayfield)

The parkette in downtown Exeter has a gazebo to protect visitors from the elements, as well as many decorative plantings and flower pots.

Parks and Plazas

✓ Provide trees, gazebos or canopies to give shade and protect pedestrians from the elements.

✓ A variety of tree and plant species is encouraged in public open spaces.

✓ Provide benches, waste receptacles, bicycle racks, and drinking fountains in the public space.

✓ The design of public furniture in the park should be consistent with that of furniture along the street.

✓ Public art, planters, and decorative fountains are encouraged in public spaces, and should be designed to evoke the character of the downtown.

✓ Where a public space is located at a terminal vista, address the view corridor with a monument, fountain, or piece of public art.

✓ Provide pedestrian-scaled light fixtures in all public spaces.

The pocket park in Brussels is a great use for what would have been an empty lot.

3.3 Street Furniture

High-quality street furniture supports public activities and improves walkability in the downtown. This section provides guidelines as to how street furniture such as seating, drinking fountains, waste receptacles, public art, lighting, and public signs should be incorporated into the streetscape.

Objectives

- Promote active transportation by incorporating various types of street furniture into the sidewalk and site design

- Enhance streetscape and gateways with high quality street furniture design.

- Create a sense of identity through the cohesive design of all street furniture.

- Ensure safety and accessibility through the strategic location of street furniture.

- Celebrate the heritage of the downtown through public art and historic-style street furniture.

Traditional lamps and planters are installed on a sidewalk bump-out on Seaforth's main street.

Guidelines

### Pedestrian and Cyclist Amenities

✓ Ensure the sidewalk is barrier-free by siting all street furniture such that it does not obstruct the 2-metre pedestrian throughway.

✓ Locate pedestrian and cyclist amenities on the landscape strip between the sidewalk and road, on sidewalk extensions or bump-outs, or in the area between the sidewalk and lot-line where space permits.

✓ Provide drinking fountains in the downtown at strategic points that experience high volumes of pedestrian traffic, such as in parks or in front of public buildings.

✓ Provide waste receptacles at major intersections, in public spaces, and in front of public buildings.

✓ Waste receptacle design must be consistent throughout the downtown and should include a separate component for recycling.

✓ Provide bicycle racks near public building entrances, parks, and along the right-of-way.

✓ Ensure that all bike racks are highly visible from the sidewalk and building entrances.

Clinton.

Clinton.
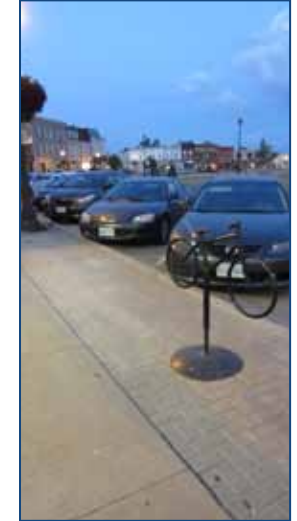
Goderich.

Exeter.

Bayfield.

Blyth.

Public Art

✓ Public art and monuments are encouraged in parks and plazas, at gateways, and in other highly visible spaces in the downtown.

✓ Public art installations should celebrate the history and culture of the town and its surrounding area.

✓ Integrate public art with the streetscape – installations should be tasteful and not overwhelming.

Seating

✓ Site seating (including benches, raised planters, and seat-walls) at regular intervals in the downtown according to pedestrian volume and proximity to major amenities.

✓ Maintain seating so that it may be accessible in all seasons.

✓ Ensure seating has adequate shade and protection from the elements.

✓ A consistent design must be used for all benches in the downtown and should be in keeping with the traditional downtown style.

The radar antenna installation in downtown Clinton celebrates the history of the town.

A shaded bench in Bayfield.

Benches are located away from the pedestrian through-way (Exeter).

Public Signs

✓ Design street signs to be consistent with the traditional downtown streetscape.

✓ Incorporate way-finding signage into the downtown.

✓ Welcome people onto the main street with a sign or banner designed to evoke the character of the downtown.

✓ Provide directional signage at gateways that indicates the location of prominent downtown destinations.

✓ Use decorative signage to identify landmarks in the downtown.

✓ Discourage the use of billboards in the downtown.

Wayfinding signs in Blyth help tourists reach their destination.

Decocrative signs in downtown Exeter hold hanging flower baskets.

Street Lighting and Soundscaping

✓ Provide uniform, pedestrian-scale lighting on downtown streets and in public areas.

✓ The design of all street and traffic lights in the downtown must be consistent and must complement the historic streetscape.

✓ Organize street trees and street lighting to ensure streets are well lit.

✓ Decorate street lamps with coordinated banners or hanging flower baskets.

✓ Incorporate sound system infrastructure throughout the downtown to enable music for special events, holiday seasons, etc to enhance the pedestrian and consumer experience.

Wingham's street lights are modern and elegant.

Traditional street lamps in Seaforth.

Banners decorate street lights in Clinton.

RELATED RESOURCES

- Accessibility Standards for the Built Environment (AMCTO, Draft 2009)

- Bayfield Main Street Streetscape and Open Space Master Plan (Wendy Shearer, 2003)

- Downtown Blyth Streetscape Master Plan (Stantec, in progress)

- Exeter Community Improvement and Streetscape Design Plan (MBPC, Sylvia Behr, 2011)

- Goderich Block Planning - Architectural Study for Kingston - East Block (Taylor-Hazzell Architects, 2012)

- Huron County Accessibility Plan (2011)

- Huron County Cultural Plan (2008)

- Huron County Universal Design and Accessibility Guideline for Site Plan Control (2008)

- Planning by Design: A Healthy Communities Handbook (MMAH, OPPI, 2009)

- Take Action for Sustainable Huron: Community Sustainability Plan (2011)

- Town of Goderich Downtown Core Master Plan (The Planning Partnership, 2012)

- Transit-Supportive Guidelines (Ontario Ministry of Transportation, 2012)