SHELBURNE
COMMUNITY IMPROVEMENT PLAN



DESIGN GUIDELINES
for shelburne community improvement plan

The Planning Partnership + MDB Insight | May 30th, 2019



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SECTION 1

INTRODUCTION



Improvement Plan

SECTION 1 INTRODUCTION

The design guidelines for Downtown Shelburne build upon the Vision Statement for the Town of Shelburne and are the culmination of a collaborative and engaged process involving Town staff, stakeholders, residents and the consultant team. They combine both anecdotal and technical information and ideas and bring together 'best practices' in planning and urban design with 'made-in-Shelburne' solutions.

Through the many conversations and explorations around 'How to Improve the Downtown Neighbourhoods', the community's aspirations and the team's understandings were turned into several actions for the future. The '12 Big Moves' are meant to be impactful and reflect the community's desire for place making, community identity and celebration of its natural and cultural heritage, better connectivity and active transportation opportunities, pedestrian-scaled environments and quality public spaces and buildings. Correspondingly, the Big Moves are organized around three main themes: Built Form, Public Realm and Mobility, and as such, will form the basis of the final Community Improvement Plan for the Town of Shelburne.

VISION STATEMENT

The historic Town of Shelburne is a progressive and diverse community that is friendly, welcoming, and inclusive. Development is sustainable and accessible with parks, recreation facilities and trails that encourage a healthy lifestyle.

Shelburne has a vibrant and growing economy with local businesses and employment opportunities that enhance its heritage. Our businesses are supported with physical and social infrastructure that encourage and support a balanced growth.

Shelburne is attractive and liveable with a range of shops and services with interesting, unique, and cultural attractions and meeting places for residents and visitors.

*Shelburne is a **people place, a change of pace**.*


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12 BIG MOVES FOR SHELBURNE

BUILDINGS

BIG MOVE #1 Restore the fronts of Downtown buildings to reflect Shelburne's heritage

BIG MOVE #2 Promote the improvement of houses in the historic residential neighbourhoods with financial incentive programs

BIG MOVE #3 Promote a wider range of retail and commercial services in Downtown buildings

BIG MOVE #4 Develop a Mural Program as part of a public art program

PUBLIC REALM

BIG MOVE #5 Enhance Main Street with narrower lanes and extensive tree/landscape planting

BIG MOVE #6 Create entrance feature at key intersections through a combination of landscape and pavement treatment, buildings, and signs to welcome residents and visitors

BIG MOVE #7 Redesign Fiddle Park as a community hub

BIG MOVE #8 Redesign Jack Downey Park to become the community's 'living room'

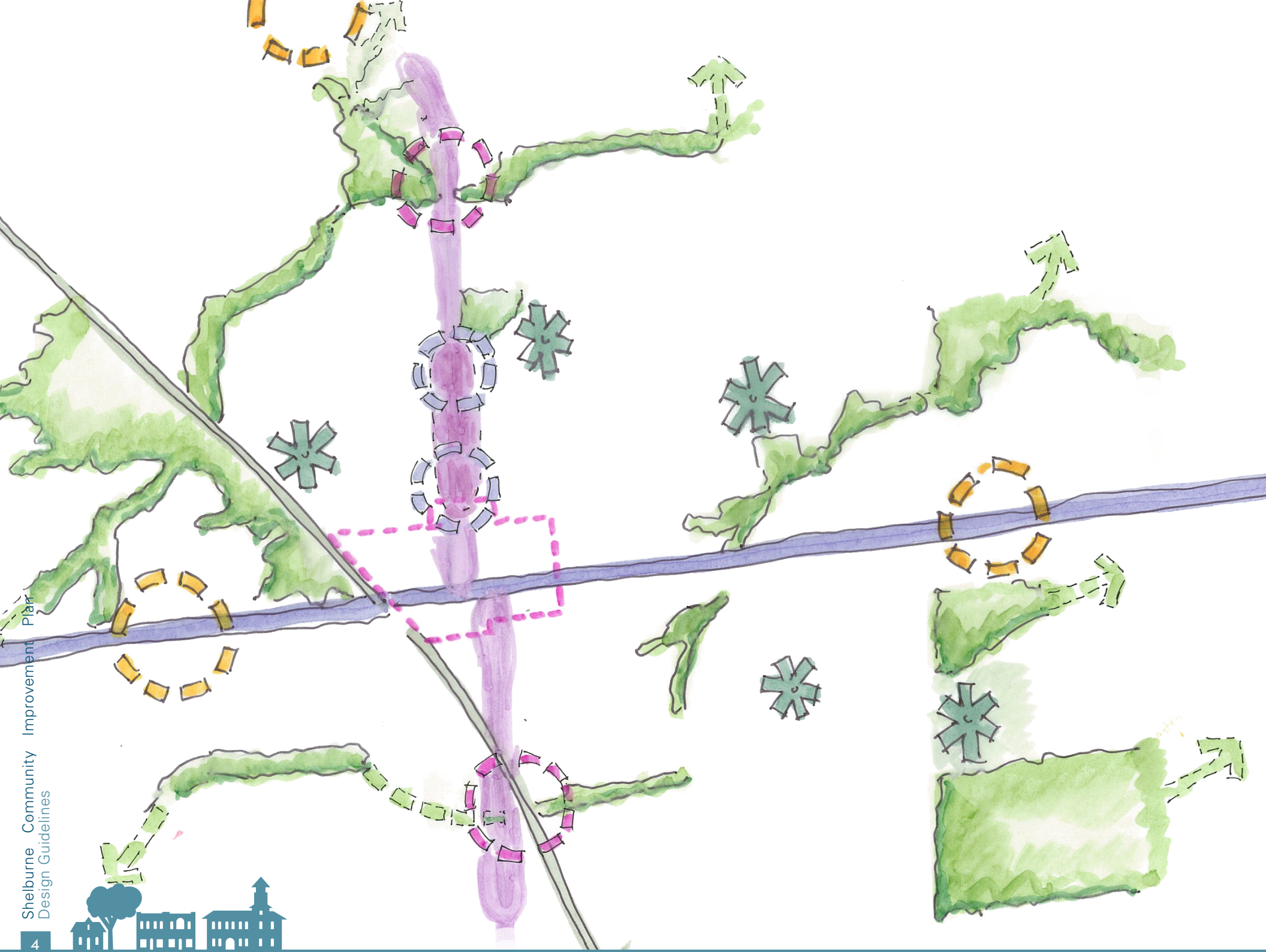
BIG MOVE #9 Improve commercial buildings along County Road 124 with sidewalks, trails, and landscape/pavement treatment

MOBILITY

BIG MOVE #10 Reduce truck traffic on Main Street with narrower lanes and clear signs to alternate truck routes

BIG MOVE #11 Connect Shelburne through trails and sidewalks to promote a connected and healthy community

BIG MOVE #12 Improve Downtown lanes with special pavement and landscaping to improve use for parking, servicing/loading, pedestrian and cycling connection



GLOSSARY

Awning
A temporary shelter or roof-like projection consisting of non-rigid materials such as canvas or cloth, except for the supporting framework. Awnings must be retractable.

Awning Sign
A sign with copy painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of such awning.



Canopy
A permanent roof like projection which extends from part or all of the building façade and is constructed of metal, glass, plastic, wood or cloth.

Canopy sign
A sign attached to or constructed in or on the canopy.

Cornice
A prominent, continuous, horizontally projecting feature, typically made of ornamental moulding, surmounting a wall or sign band, dividing the building horizontally for compositional purposes.

Datum Line
A line, plane or volume on a building façade to which other elements in new developments can relate.

Display Window
A large window or set of windows displaying items for sale.

Fascia and Banner Signs
A sign attached to, marked or inscribed on, erected or placed against a wall forming part of a building, or supported by or through a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall.

Ground Signs
A sign directly supported by the ground without the aid of any other building or structure, which includes the names of owner(s) and/or tenant(s) and address and/or advertises goods, products, services or events that are sold, offered, or provided on the premises on which the sign is located.

Lintel
A horizontal support of timber, stone, concrete, or steel across the top of a door or window.

Materiality
The use of various materials in the design of the building.

Moulding
A strip of decorative wood or other material used to frame elements of the façade including the sign band, windows, doors, etc.

Projecting Signs
A sign attached to a building and projecting out horizontally from a building at a right angle to the building and includes an overhanging sign.

Sign Band
A flat horizontal band on the building façade, located above the storefront and below the second storey window, where a sign is attached.

Sills
The lower horizontal part of a window frame or window opening.

Streetwall
A wall or portion of a building façade at ground level, facing the street.

Wall Sign
A sign erected on a sign band or onto the wall of a building façade.

Window Base
The lower portion of a façade below the display windows between the bottom of the window and the ground.

Window Signs
A sign posted, painted, placed or affixed in or on a window exposed to public view, and shall include an interior sign that faces a window exposed to public view; Window signs do not include window displays.





SECTION 2

BUILDINGS

BUILDINGS BIG MOVE #1

Restore the fronts of Downtown buildings to reflect Shelburne's heritage

Shelburne's Downtown consists of 1-3 storey buildings with landmark buildings such as the Shelburne Town Hall and various churches. Due to the redevelopment of various buildings, there are inconsistencies across buildings, such as with fenestration, materiality, and signage. The CIP presents an opportunity to provide a vision for the façades of buildings in the Downtown that not only reflects the Town's heritage but creates a recognizable and unique area.

EXISTING CONDITIONS











Building façades are one of the most significant elements of Shelburne's Downtown. They are the 'first impression' given by Downtown businesses to patrons and visitors, and collectively shape the character of the area. It is of great importance that the Community Improvement Plan assist business owners and developers with building the best possible façades, or improving those that already exist.

In Downtown Shelburne, and especially on Main Street, building façade guidelines should:

- ensure a sense of stylistic unity;
- respect the historic Main Street façade conventions of Downtown Shelburne; and,
- allow for creativity and innovation in individual buildings.

The following guidelines are informed by the 2006 Heritage Façade Improvement Program Guidelines, created as part of the 2007 Community Improvement Plan.

ELEMENTS OF A BUILDING

Roof

The roof condition should be distinguished from the rest of the building and designed to contribute to the visual quality of the streetscape.

Upper Storeys

The middle or body of the building should distinguish the upper storeys from the storefront level with distinct architectural features & window openings.

Storefront

The base should be clearly defined and well proportioned. It is the anchor to the storefront with windows at the pedestrian level, contributing to an animated street.



CHANGES TO EXISTING BUILDINGS WITH HERITAGE VALUE

In general, the original, distinctive qualities and character of a historic building, such as bulkhead details, piers, windows, transoms, entrances, cornices and various façade accessories, shall be preserved, wherever possible. The removal or alteration of any traditional materials or distinctive features shall be avoided. In instances where removal is required due to damage or deterioration, the materials shall be replaced with the same material or with materials that are compatible and/ or complementary to the original architectural character.

Changes to a building of heritage value should:

1. Treat distinctive stylistic features or examples of skilled craftsmanship with sensitivity.
2. Repair or replace missing architectural features with an accurate duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural design of different architectural elements from other buildings or structures.
3. Respect changes to a historic building or resource which may have taken place over the course of time and may have acquired significance in their own right. The valid contributions of all periods to a historic building or resource should be respected.
4. Avoid historical misrepresentation. Buildings tell the story of historical development of the area. It is important that the historical record does not get confused through the mimicry of past architectural styles.
5. Façade design should be complementary to a building's original materials, as well as to those of adjacent buildings.
6. Ensure the selection of windows be undertaken in a manner that the materials and surrounds be based on those of the original building. The type of window (double hung etc.) and the resulting profile should reflect that of the original building.

GENERAL CHARACTERISTICS OF A BUILDING

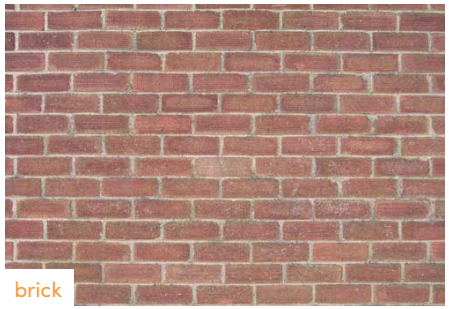
Materials

Much of Downtown Shelburne's historic character comes from the preservation and continued use of traditional cladding materials. Appropriate façade cladding materials to ensure the continuation of this character include:

- brick
- stone
- clapboard
- batten board

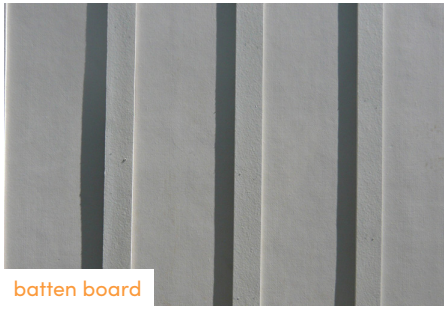
Façades may be made from a single cladding material, or two, with a different material used on the first storey. In the case of the latter, the material should be applied uniformly across the entire first storey façade, including base panels, pilasters and areas above and beside the shop window. First storey façades should be primarily glazed.

Common materials to be avoided on façades include vinyl or aluminum siding, shingles (wood or asphalt), precast concrete or glass (if used as a curtain wall). Stucco is no longer recommended due to difficulties with its maintenance and the lack of historic application in Shelburne. Wood is discouraged, in favour of brick or stone.


brick


stone


clapboard


batten board

Colours and Painting

Closely related to the range of preferred façade materials is that of colour. Red brick tones strongly characterize the façades of buildings in the Downtown area, especially above the first storey.

Guidelines for colours and painting include:

- Brick and stone façades should be left unpainted to reveal the natural colours of the materials. Efforts should be undertaken to remove paint from painted brick or stone façades.
- Clapboard or batten board should be painted in 'earth tone' colours, including white, beige, brown, red-brown and grey. These colours closely approximate those of the exposed brick or stone.
- Upper cornices and window trims, if not made of brick or stone, should be painted in light colours only, including white, pale grey and pale beige. This will highlight and contrast them against the darker building façades.
- The first storey of façades may be painted in a wider range of colours, in order to express the tastes and themes of individual shops. These colours may include pale yellows, reds, blues and greens.

ELEMENTS OF A FAÇADE

The diagram below and the following guidelines identify various façade elements. For façade renovation or restoration projects, it is encouraged that these elements are preserved or re-introduced, where applicable, in order to fit within the historical character of Downtown Shelburne.





STOREFRONT

Well-proportioned and designed storefronts can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entryways, doors, windows, window bases, signing bands, awnings, canopy, lighting, and ground signs are all elements of successful storefronts.

Entryways & Doors



1. Doors and doorways should be designed to reflect the scale and character of those found in Shelburne.
2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. All entrances and exits should be barrier-free.
4. Storefronts should have access at grade with the sidewalk.



traditional doorway surrounds



various existing styles

Windows



1. Transparent glass is preferred over dark tinted or textured glass to increase visibility into the business.
2. Historic features such as frames, special glass, and decorative mouldings should be conserved.
3. The height and width of transparent glass on a storefront should be maximized.
4. Window frames should be minimized and painted to add a colour complementary to the building.
5. Window signs are subject to the following guidelines:
   - The maximum sign area of any permitted first floor window sign shall not cover more than 20% of the window space;
   - For premises which front on a public right-of-way, the window sign on the second storey shall not exceed 10% of each single window pane or other transparent surface available for display;
   - No window signs shall be permitted above the second story of any building;
   - Window signs no greater than .30 m2 (3.0 sq.ft) indicating that the business is 'open' are permitted;
   - Neon tubing, except as a concealed light source forming part of an approved back-lit sign, is prohibited; and,
   - Whole window decals are not permitted i.e. perforated vinyl.

Window Base



1. Window bases should use high quality and easy-to maintain materials.
   - High quality materials include stone, brick, concrete, wood, metal panels, ceramic tiles, and other masonry materials.
2. Window bases should be designed for multiple storefronts in a building using consistent materials and resulting in a straight horizontal line.



consistent window size, style, and base

Sign Band, Awning & Canopy



Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:

Fascia and Banner Signs

1. A fascia sign shall be erected no higher than the upper limit of the first storey of a building.
2. Back-lit or internally illuminated fascia signs are prohibited, except where only the individual lettering is back-lit Fascia signs shall not be more than 90% of the width of the building's 1st storey façade.
3. Max. height of a fascia sign is 62 cm (2.0 ft.).
4. Copy must not exceed 30 cm (12.0 in.) in height.
5. Individual letters mounted directly to a wall shall be allowed.
6. Sign shall not project greater than 20.32 cm (8.0 in.) from the adjacent wall.
7. Sign shall not exceed a thickness of 15.24 cm (6.0 in.).
8. Fascia signs on the second or third floor are permitted for building identification purposes only and shall only be permitted if:
   - The applicant can provide historical evidence that a similar sign existed in the past at that location;
   - The sign is the name of the building and not a specific business;
   - The lettering is replicated to appear like a faded or ghost-like original historical sign;
   - The sign faces a street or public lane; and,
   - The total sign area for painted fascia wall signs (per location) shall not exceed 65 m2 (700.0 sq. ft.).







fascia and banner signs



Projecting Signs

1. Min. clearance of 2.5 m (8.0 ft.) above the finished grade or floor level and located between the first and second storey
2. Projecting sign area shall not exceed 0.75 m2 (8.0 sq. ft.)
3. Projecting sign shall not project greater than 1.0 m (3.0 ft.) from the adjacent wall
4. Projecting sign shall not exceed a thickness of 10.0 cm (4.0 in.)

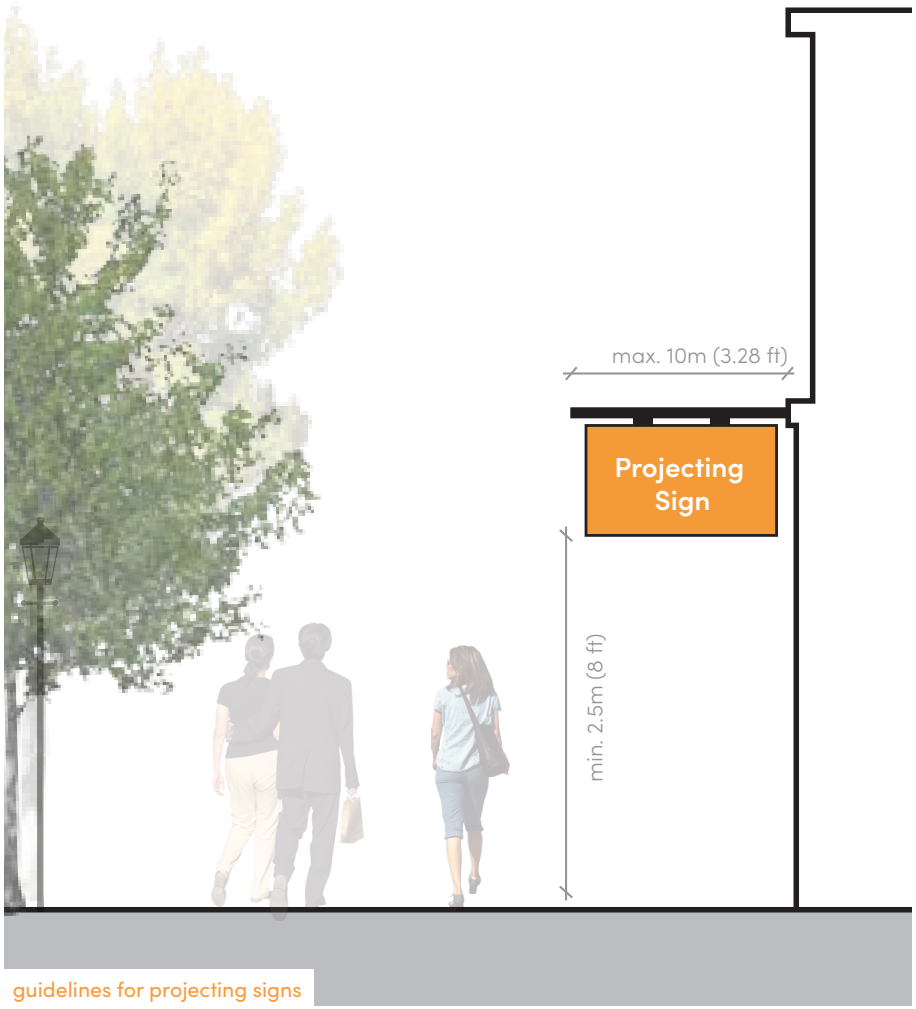








projecting signs



guidelines for projecting signs

Canopy Signs

1. Canopy signs are prohibited

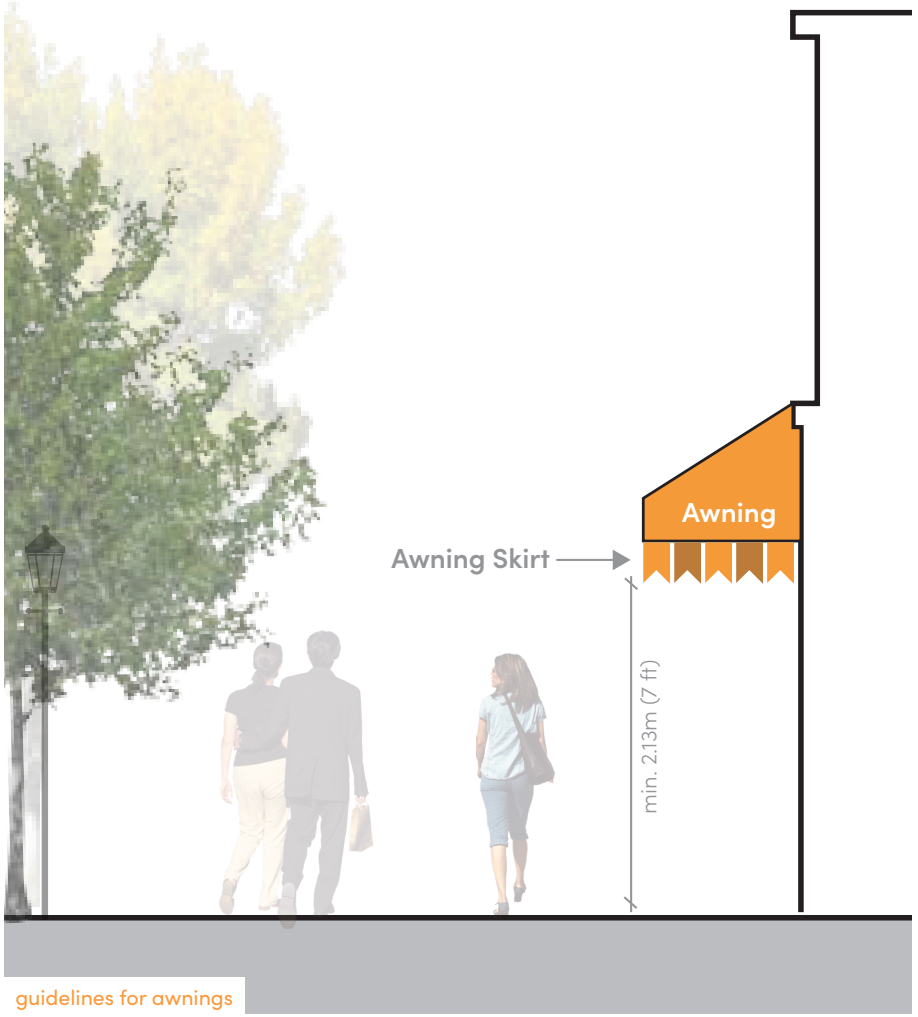
Awning

1. Maximum of 1 awning per business frontage.
2. The bottom edge of awning shall be a minimum of 2.13 m (7.0 ft.) above the ground surface.
3. New awnings shall have the traditional profile, retractable with a skirt (valance) utilizing canvas or material similar in appearance .
4. No sign shall be suspended from an awning covering or support structure.
5. Canopy, bubble awnings or non-retractable awnings are not permitted.
6. Valence or bottom edge of awning sign shall not exceed 15.24 cm. (6.0 in.) in height.
7. Signs shall be a non-illuminated, painted or stenciled on the fabric surface of an awning.
8. Awning skirt shall not exceed 15.0 cm (6.0 in.) in height.





awnings



guidelines for awnings

Lighting



1. Lighting along the storefront is encouraged for safety purposes and to highlight signage.
2. All approved signs may be illuminated only by an external light source.
3. Lighting should be balanced with adjacent buildings' lighting.
4. Lighting should be located above the signband or the window to encourage window shopping without interfering with pedestrian traffic.
5. Fixtures should be of an appropriate size and style to complement the overall architectural expression of the building.
   - Sconces, gooseneck lights and downlights are encouraged.
6. External light sources shall be shielded so that the light source is not visible off the property on which the sign is located.
7. The use of back-lighting is restricted to copy only.



sconces



downlights

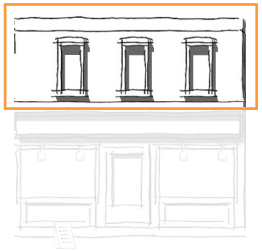


gooseneck lights

Ground Sign



1. The maximum height shall not exceed 0.91 m (3.0 ft.)
2. Maximum width shall not exceed 0.61 m (2.0 ft.)
3. Maximum sign area shall not exceed of 0.56 m2 (6.0 sq. ft.) per side
4. Maximum 1 sign per street frontage
5. The sign shall be placed directly in-front of a business property and shall not to obstruct pedestrian traffic
6. Sign use - only during operating hours of the business
7. The sign shall not be located on roadways (including paved shoulders), centre medians, medians between main roads and service roads, traffic circles, or any islands/medians separating traffic



UPPER STOREYS + ROOF

The upper storeys and roof of a building most often incorporate key architectural features that make up the Town's historical character. Moreover, elements, like cornices, have the potential to stitch the buildings together, creating a cohesive built form.

Windows, Sill and Lintel



1. The historic window style including the window, sill and lintel should be conserved and promoted.
2. Where possible, the window openings and architectural style should be restored to the historic window style and should maintain datum lines and match the rhythm of the window spacing on the rest of the façade and/or on surrounding buildings.

Cornices



Cornices add a sense of completion and historic ornamentation to storefront buildings. Many older buildings in Downtown Shelburne have had their cornices removed, while newer ones have in some cases been built without cornices.

Guidelines for cornices include:

1. Adjacent buildings of the same height should have a single, unified cornice treatment.
2. Where buildings of slightly different height are adjacent to one another, the use of a false front extension on the shorter building can allow them to share a single cornice.
3. Cornices should be constructed out of wood, pressed metal or stone.
4. Cornices should be of a light colour to provide contrast with the rest of the building.





historic window and cornice style

BUILDINGS BIG MOVE #2

Promote the improvement of houses in the historic residential neighbourhoods with financial incentive programs

Shelburne's historic residential neighbourhoods have over the years become an eclectic mix of houses in varied architecture styles and building conditions. The CIP provides an opportunity for financial programs to improve various aspects of those houses. The following guidelines provide directions for four areas of improvement that will be covered in the financial programs.

EXISTING CONDITIONS











applicable area applicable buildings

1 MATERIALITY

The materiality of a building refers to the material used to cover the exterior walls. This specific area of improvement looks at providing a "face-lift" to a residential building when it is deemed in need of improvement.



2 ENERGY EFFICIENCY

The energy efficiency of a house can have a large impact on residents' potential to counteract climate change, and can save money in the long term. However, energy efficiency can be challenging with an older stock of housing. This specific area of improvement looks at modernizing the various components of a house that will make it more energy efficient.



3 ACCESSIBILITY

Improving the accessibility of a building is necessary for a healthy and equitable community, but can become expensive in practice with older buildings. This specific area of improvement looks at helping building owners apply a range of accessibility initiatives to their buildings.



4 LANDSCAPE

The landscape is generally referred to as the green space surrounding the residential building. Specific to this area of improvement, the front yard is the focus. This category aims at improving the general tree canopy of a property.



BUILDINGS BIG MOVE #3

Promote a wider range of retail and commercial services in Downtown buildings

Downtown Shelburne currently provides retail and commercial services from health-related stores to restaurants. As identified in the public consultation component of this project, there is a strong desire for a wider range of retail and commercial services in Downtown buildings.

In support of the Town's ongoing work to attract and create a strong business community, the Town's CIP will provide various programs that will help improve businesses and provide a framework for them to flourish. Specific to this Big Move, there is an opportunity to use Downtown properties more efficiently and intensify key areas to attract services currently lacking (e.g. restaurants and hotels were identified as two lacking services in the Town's Economic Development Strategy, 2016).

Considering the unique cultural landscape of Downtown Shelburne, the following guidelines provide guidance to infill development within Downtown Shelburne.



GENERAL BUILDING GUIDELINES

1. All new development in Shelburne's Downtown should be compatible with its character and context. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.
3. New building design shall:
   - be barrier free;
   - have a textured architectural quality that can be achieved by introducing variation in certain elements of the façade treatment;
   - create a street space that is scaled to the pedestrian and is organized to present an appropriate façade to all adjacent public roads to provide interest and comfort at ground level for pedestrians. Primary pedestrian entrances shall provide direct and universal access to the public sidewalk;
   - have a façade that is articulated with three-dimensional elements, such as balconies, bay windows and porches, cornices, window trim, entrances, canopies and the articulation of the building mass (see façade guidelines);
   - employ architectural details and/or a step-back at the upper storeys that is established in the implementing Zoning By-law;
   - include pedestrian weather and sun protection systems such as awnings, canopies, colonnades, or front porches along the sidewalk edge of important pedestrian roads and adjacent to the urban squares and at entrances to buildings;
   - have any visible mechanical equipment appropriately screened and located in a manner that has a minimal physical and visual impact on public sidewalks and accessible open spaces; and,
   - where feasible, have all transformers and other above ground utilities located within the building, or on private property located away, and/ or screened, from public view.
4. In the design of development that includes a heritage resource, the compatible use of significant heritage elements shall be encouraged, while not adversely affecting the character of the building or surrounding area.



sketch of an infill building

INFILL-SPECIFIC GUIDELINES

Façade Articulation

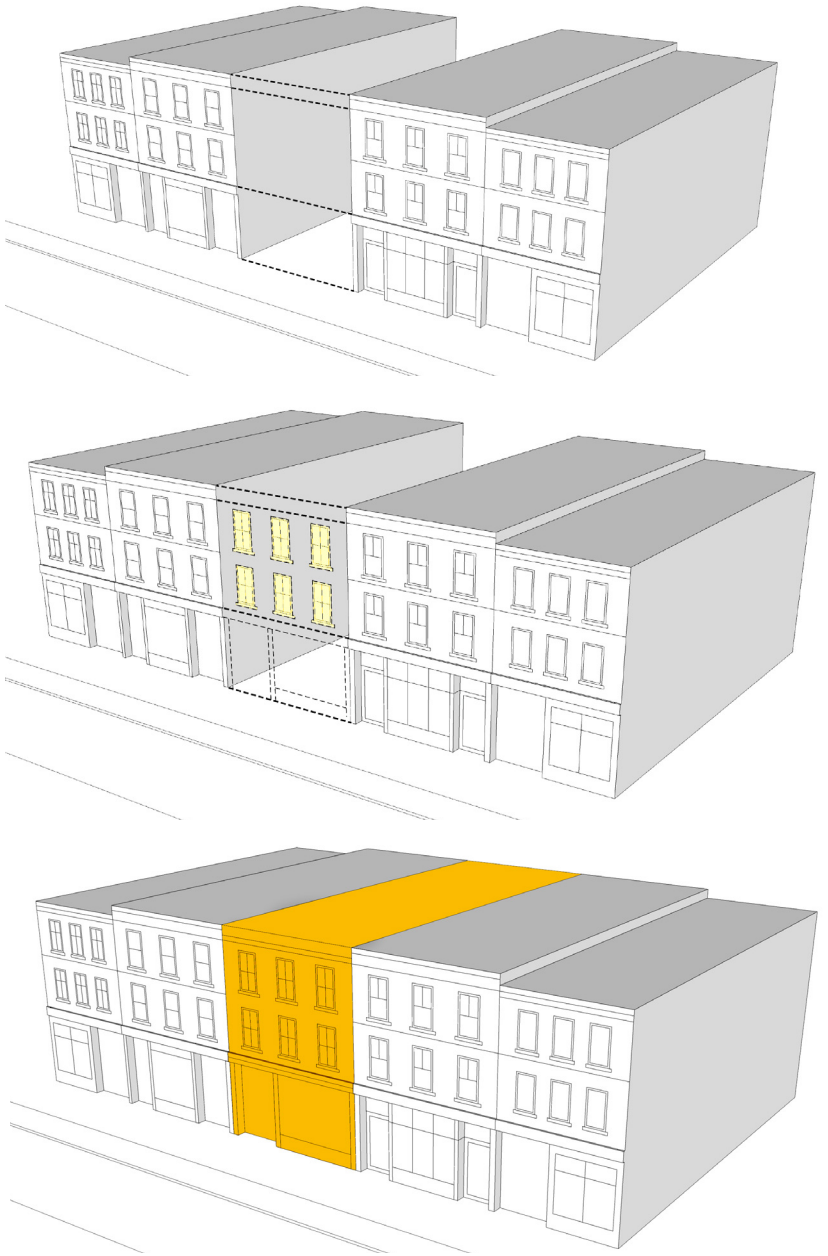
New buildings should:

1. Consider and respect the height and massing of adjacent buildings reflecting the base, middle and top of those buildings.
2. Respect the pattern of façade division by ensuring the horizontal and vertical architectural orders are aligned with neighbouring buildings.
3. Include a cornice that is aligned with neighbouring buildings and of similar proportions.
4. Should locate windows to be vertically aligned from floor-to-floor and horizontally aligned with the neighbouring buildings.
5. Have entries and display windows at regular intervals consistent with the established pattern on the block.

Orientation and Placement of Buildings

Orientation and placement of buildings along the street helps to reinforce the public realm by enhancing the pedestrian environment by creating a sense of enclosure. This is achieved by framing the street with parallel aligned buildings. New buildings should:

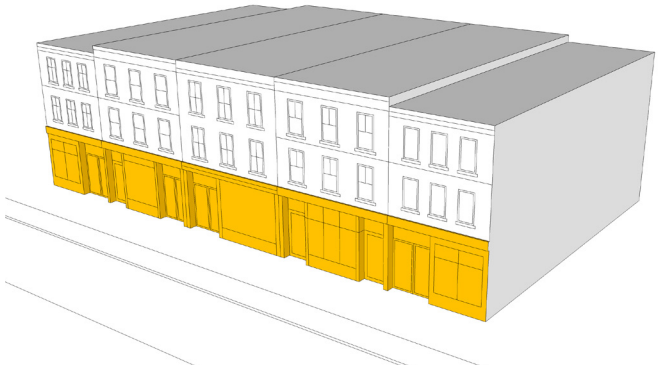
1. Ensure consistent setbacks with existing buildings from the street curb.
2. Be oriented to address the street and located close to the street edge, if on corner lots.
3. Have a relatively consistent building edge to provide spatial definition and containment to the street. The front and exterior side walls of buildings should be located within a defined zone on the lot.

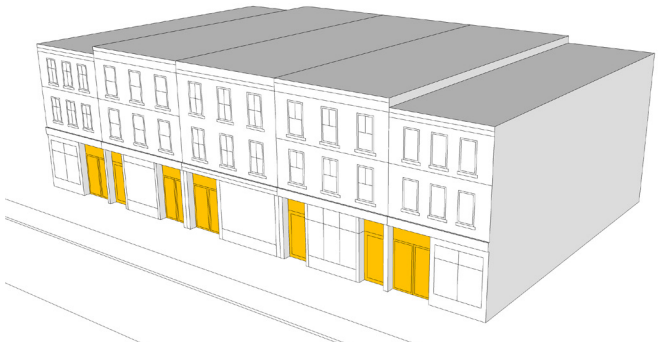


Horizontal and vertical architectural features should be aligned with neighbouring buildings



Barrier-free access can be accomplished using recessed entries





Storefront entrances should be visible

Storefronts

New development should reinforce the storefront characteristics according to the following guidelines:

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.

2. To ensure an attractive visual presence on the street and a high quality retail space at grade level:
   - storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation;
   - clear glass should be used for wall openings (e.g., windows and doors) along the street-level façade. Dark tinted, reflective or opaque glazing should be discouraged for storefronts;
   - an identifiable break or gap should be provided between the street- level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape;
   - on corner sites, storefronts should address both street frontages through entries or glazing;
   - storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape;
   - Storefronts should reflect the existing character and context;

- weather protection for pedestrians is encouraged through the use of awnings and canopies; and;
- where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.

Materials

New development should be mindful of ensuring excellence in architectural design and in the use of high-grade materials, particularly at street-level. A key objective of the Design Guidelines is to achieve a balance between consistencies in design quality and street interface, while enabling individual expression in new developments.

1. New buildings should respect the materials of adjacent buildings and consider the palette of materials and colours evident in nearby existing buildings.
2. Building materials should be selected for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be durable.
3. Shelburne has a rich history of architectural styles, colours, and material quality from which to draw from. New developments should seek to contribute to this mix and variety.
4. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
5. Shelburne has a tradition of yellow brick and red brick buildings. New development should consider this tradition.
6. In general, the appearance of building materials should be true to their nature and should not mimic other materials.
7. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.

Encroachments

Encroachments ensure a comfortable pedestrian environment and part of that comfort is weather protection. It is important to promote the provision of building elements that provide shade and/or shelter from the rain through permissions for encroachments into the pedestrian realm. In addition, street activity/animation is promoted. Street cafés and outdoor seating for restaurants should be considered. Subject to the approval of Council, buildings may incorporate:

1. Awnings or canopies.
2. Outdoor cafés and seating for restaurants.
3. Semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building.
4. Temporary seating/tables to replace some on-street parking.

OUTDOOR CAFES & PATIOS GUIDELINES

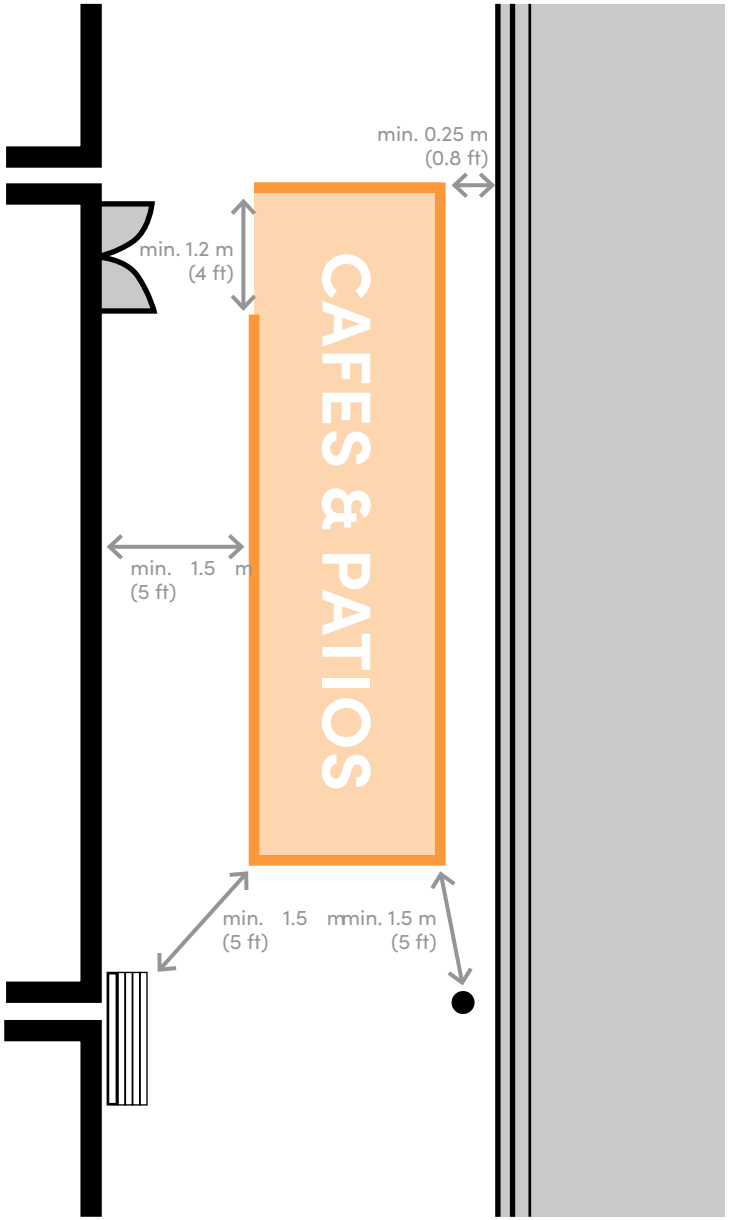
Outdoor cafés and patios provide for a lively main street and provide the opportunity for restaurants to increase their capacity and activities. Subject to the Town's By-Law 31-2017, the following guidelines should be considered when planning for outdoor cafés and patios:

1. Outdoor cafés and patios should not encroach on a 1.5m clearance right-of-way.
2. Outdoor cafés and patios are encouraged to be located at the curb edge.

3. Outdoor cafés and patios' entryway should have a minimum width of 1.2m and should align with the respective restaurant's door.
4. Outdoor cafés and patios should have a minimum 0.25m buffer with the curb.
5. Outdoor cafés and patios should have a minimum 1.5m clearway with the nearest street bench.
6. Outdoor cafés and patios should have a minimum 1.5m clearway with the nearest fire hydrants.



outdoor temporary street café encroaching onto the sidewalk



Infill Buildings on Larger Lots

There are opportunities for infill development in two areas north and south of Main Street on larger lots. Infill development on these lots must ensure the building scale and character contributes to the fine grained texture of the built form in Downtown Shelburne and is compatible with its surroundings. Buildings should define the street edge with parking and service located at the rear to ensure the pedestrian focus of streets.



1. New development shall be compatible with its surrounding context. It shall improve the character of the community, without causing any undue, adverse impacts on adjacent properties.
2. Development intensity and massing should be measured through a combination of floor space index (FSI), lot coverage and height.
3. Where the setbacks of existing buildings are greater than 5 metres, the front yard setback of new buildings will be a maximum of 5 metres.
4. Side yard and rear yard setbacks should be developed in keeping with the historic configuration of buildings along common streets.
5. Side yard setbacks may be minimized to generate a continuous street wall.
6. Parking for infill development should be consistent with current Town policies and By-laws. The Town may consider alternate or reduced parking requirements for new residential development.
7. All new infill development within the Downtown area shall be subject to site plan control.

ADDITIONS-SPECIFIC GUIDELINES

The building height within Downtown along Main Street varies between 1 to 3 storeys with opportunities for additions to provide for a continuous building wall, of up to 3 storeys, and additional retail, commercial, and residential spaces. Subject to Site Plan Approval and the façade guidelines previously mentioned, the following guidelines should be followed when a building owner is considering additions to a building:

Architectural Expressions

The addition should have a consistent and/or complimentary architectural expression with the existing building.

Materiality

The addition should have a consistent and/or complimentary materiality with the existing building.

Horizontal Elements

The building should use horizontal elements to break up the height, through the use of:

- Cornices;
- Setbacks;
- Materials;
- Balconies; and,
- Architectural Details.

Relationship to the Street

The design of the addition should incorporate openings, such as with windows with proper sills and lintels, to add architectural interest.

Exposed Elevations

In the event where there are exposed elevations with the new and/or existing addition(s), the building owner should ensure that there is a consistent and continuous façade treatment. In order to prohibit blank walls, the building owner should provide for openings and/or interesting features, such as murals or other forms of public art.



BUILDINGS BIG MOVE #4

Develop a Mural Program as part of a public art program

Murals have the potential to animate walls that lack openings and general interaction with the public realm. This type of public art is quite flexible in that it can be applied to any wall size and can be customized to the artist and the specific location.

Shelburne has many opportunities for murals and therefore, should consider creating a Mural Program, as part of a Public Art Program.

For the purpose of the Community Improvement Plan, site location is crucial to the visibility of the mural and its potential to impact the public realm. As such, murals should be focused within gateways, further discussed under Big Move #6. These areas will become hubs with various pavement and landscape treatments, and murals, alongside other forms of public art, which will add colour and character to these areas.

The murals can be placed on numerous canvases, such as:

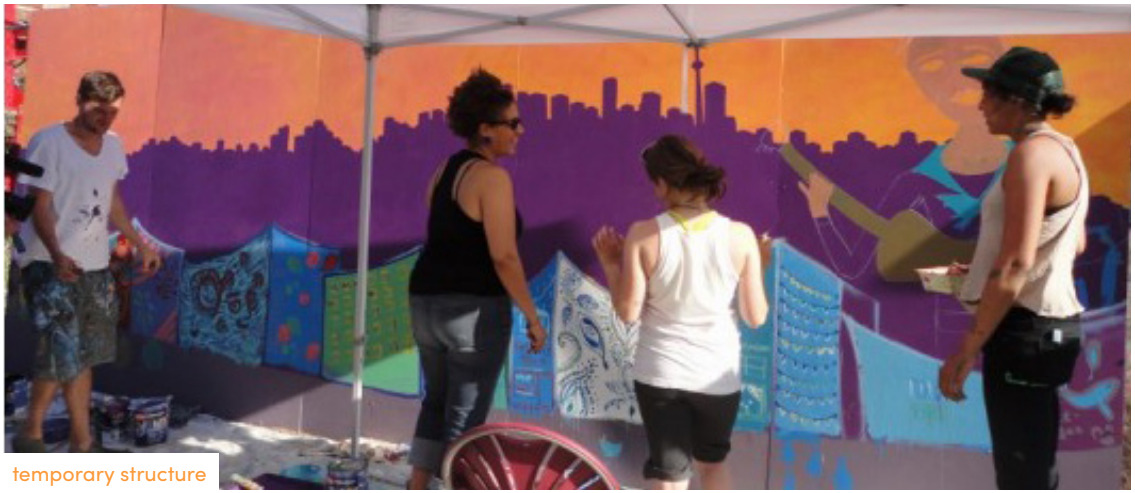
- Sides of building;
- Exposed elevation;
- Temporary structure; and,
- Construction site fence.

In addition, murals can be painted directly on a building or fastened as 'mural panels' to allow for ease of install and future maintenance.





exposed elevation


temporary structure



sides of a building





SECTION 3

PUBLIC REALM

PUBLIC REALM BIG MOVE #5

Enhance Main Street with narrower lanes and extensive tree/landscape planting

Main Street, or Highway 89, bisects Shelburne from east to west and connects the Town with all modes of transportation. The current state of the street is vehicle-centric and does present opportunities for pedestrian and cyclist-oriented interventions. As the street is long and presents different characteristics, it was divided into the following three sections:

DOWNTOWN MAIN STREET

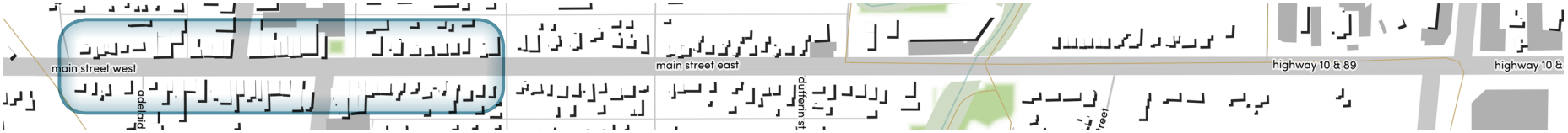
RESIDENTIAL MAIN STREET

COMMERCIAL MAIN STREET



greenwood str
l crescent
centennial road
county road 124
highway 10 & 89
highway 10 &
dufferin street
simon street
russel court
school road
ty road 11

DOWNTOWN MAIN STREET



The Downtown portion of Main Street currently hosts the most activities and acts as the Town's downtown core. It has a Right-of-Way (ROW) of 20.0m and incorporates two (2) traffic lanes, street parking, and sidewalks and trees on both sides of the street.

This section of Main Street holds the potential for a more extensive and flexible public realm through the use of parking spaces as temporary parklets, creating the opportunity for patio spaces when deemed appropriate, alongside bike lanes, street furniture, and additional vegetation on both sides of the street.



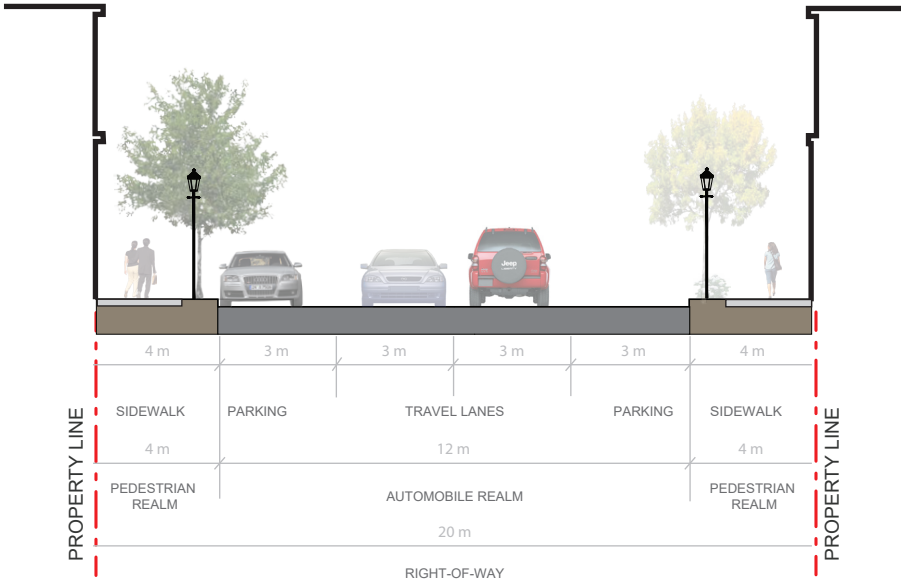
EXISTING CONDITIONS











DESIGN ELEMENTS



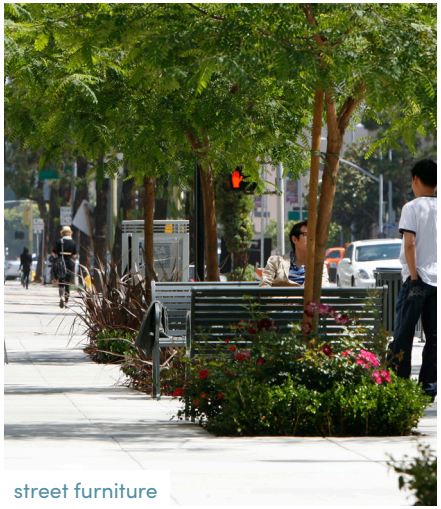
bike lanes



parklets

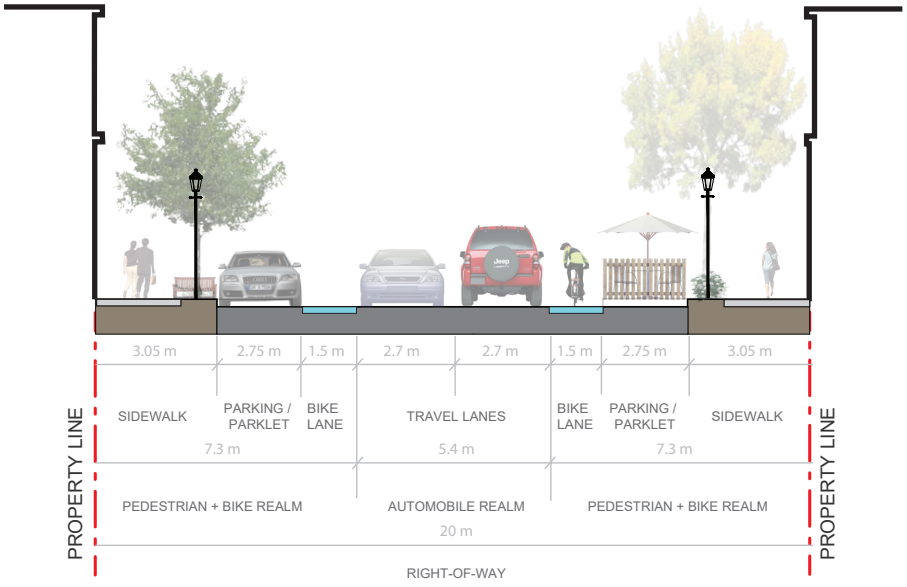


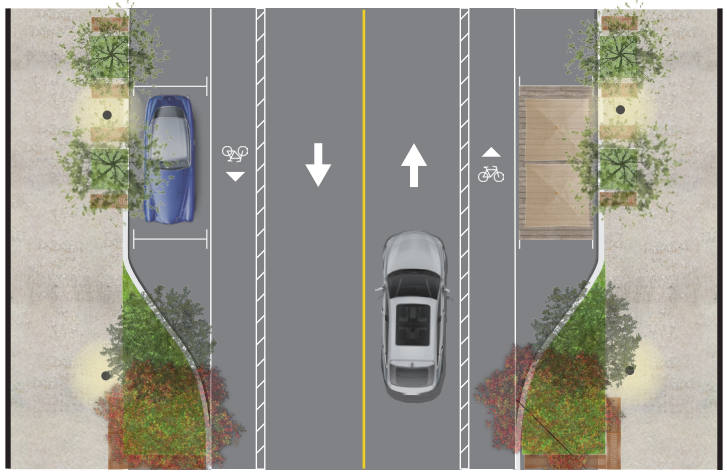
bioswales



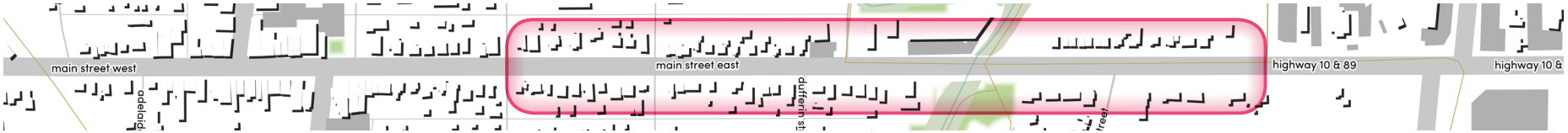
street furniture

DOWNTOWN SECTION & PLAN (20.0m)





RESIDENTIAL MAIN STREET



The residential section of Main Street currently consists of a Right-of-Way (ROW) of 20.0m that incorporates two (2) traffic lanes, street parking on the north side of the street, and sidewalks on both sides of the street with a landscaped vegetative buffer with mature trees.

With a residential character, this section of Main Street holds the potential for improved active transportation facilities and traffic calming measures

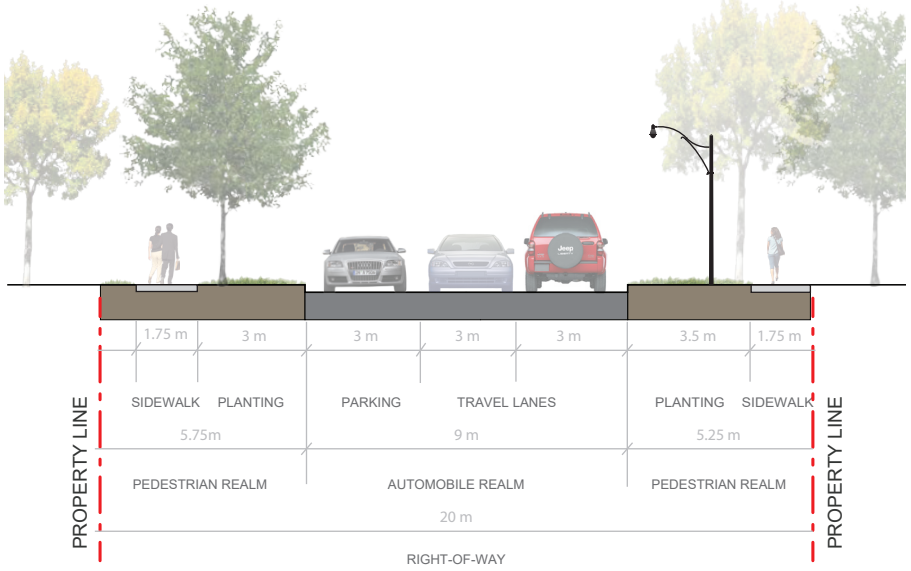


EXISTING CONDITIONS





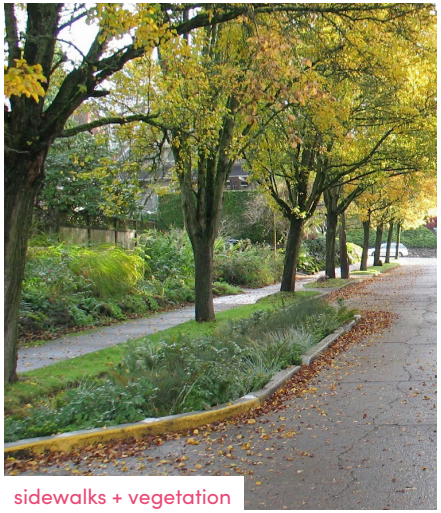




DESIGN ELEMENTS



bike lanes



sidewalks + vegetation

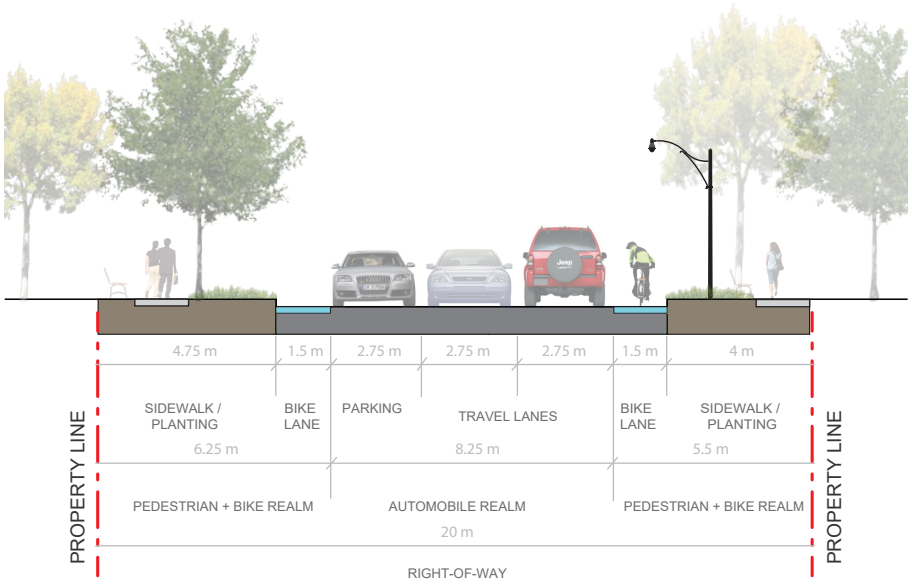


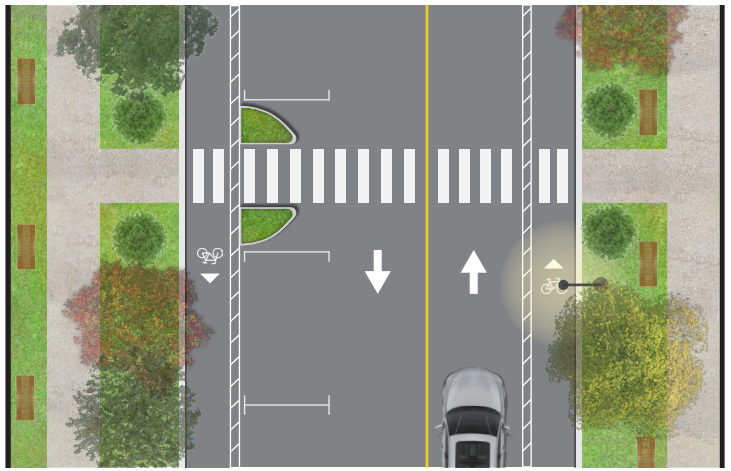
traffic calming measures



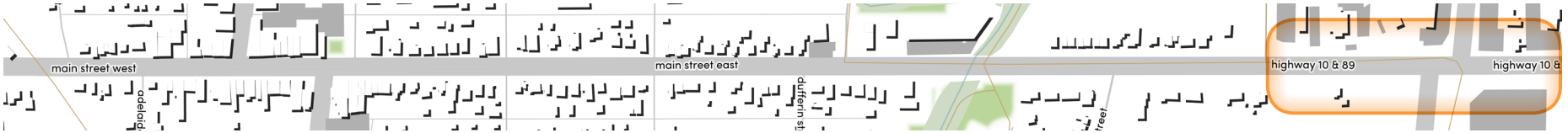
on-street parking

RESIDENTIAL SECTION & PLAN (20.0m)





COMMERCIAL MAIN STREET



The eastern section of Main Street, specifically at the intersection with County Road 124, currently consists of a Right-of-Way (ROW) of 55.0m that incorporates six (6) traffic lanes with a median, sidewalks on one side and grassed area between the property lines and the ROW.

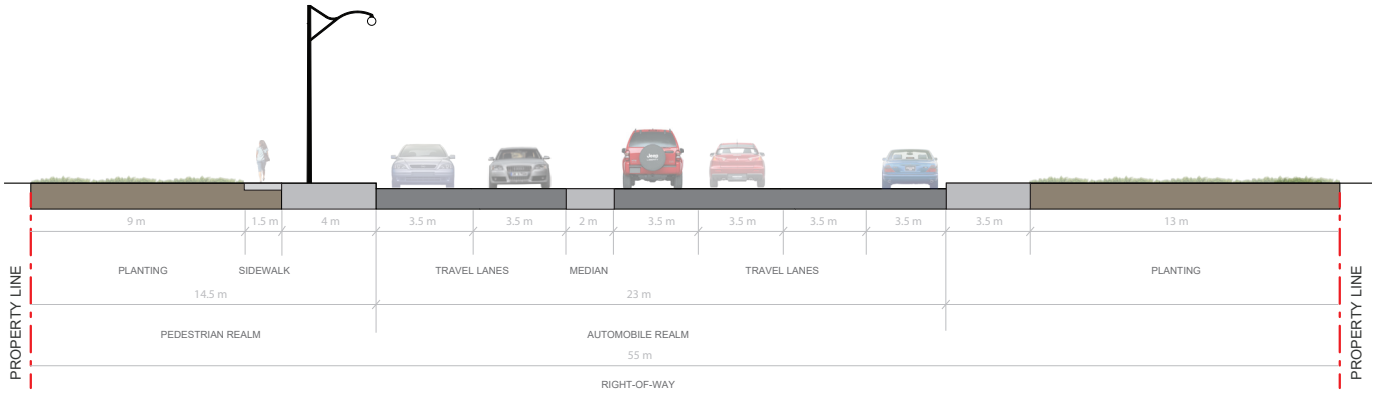
This section of Main Street holds the potential for separated multi-modal movements with active transportation facilities provided on both sides of the street alongside street furniture and extensive vegetation that acts as buffer to traffic, creates a sense of safety, adds visual interest, and improves the overall tree canopy of the area.



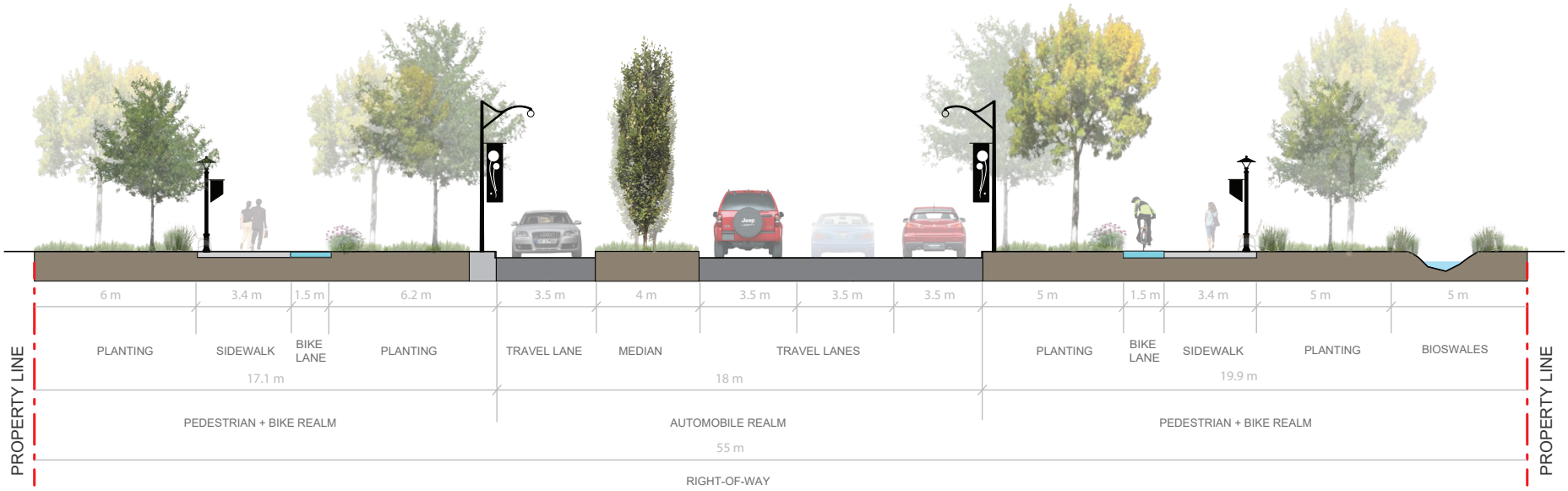
EXISTING CONDITIONS

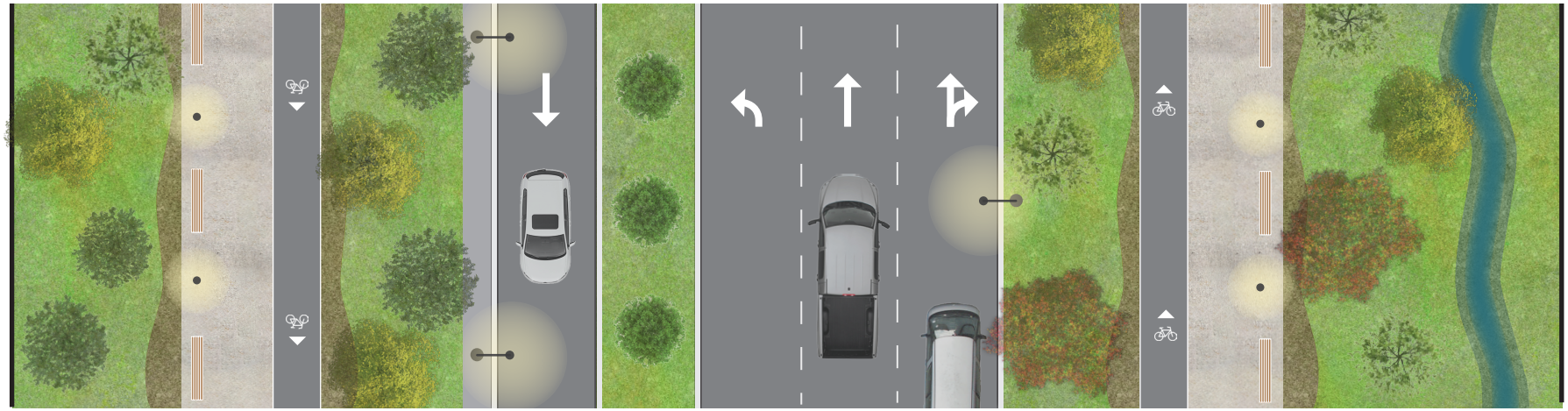






COMMERCIAL SECTION & PLAN (55.0m)





STREET FURNITURE FOR MAIN STREET

Street furnitures, including lighting, seating, and planters among others, is crucial to placemaking and provides important amenities to pedestrians and cyclists. Street furniture should be selected cohesively as one family that represents the heritage character of Shelburne with materials such as wood and metal. It is important that each piece of the family is incorporated throughout Main Street, especially at key intersections and gateways. The street furniture will humanize the street and promote walking and biking as reliable and healthy modes of transportation. The following section provides a street furniture family appropriate for the three Main Street sections previously explored.

LIGHTING



pedestrian lighting

DOWNTOWN RESIDENTIAL



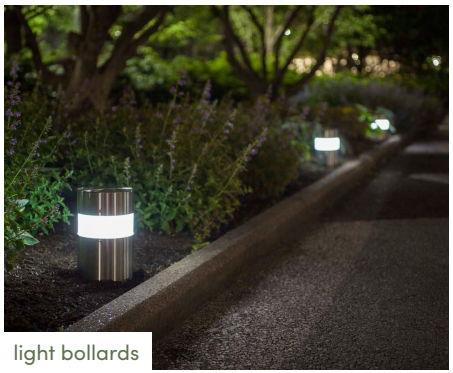
boulevard lighting

COMMERCIAL



trail lighting

DOWNTOWN RESIDENTIAL COMMERCIAL



light bollards

DOWNTOWN RESIDENTIAL COMMERCIAL

SEATING



two-person benches

DOWNTOWN RESIDENTIAL COMMERCIAL



one-person benches

DOWNTOWN



long benches

DOWNTOWN



tables

DOWNTOWN

PLANTERS



standalone planters

DOWNTOWN RESIDENTIAL COMMERCIAL



dual planters

DOWNTOWN RESIDENTIAL COMMERCIAL



planter + seating

DOWNTOWN



planter + seating

DOWNTOWN

OTHER



garbage+recycling

DOWNTOWN RESIDENTIAL COMMERCIAL



garbage- only

DOWNTOWN RESIDENTIAL COMMERCIAL



bike rack/locks

DOWNTOWN RESIDENTIAL COMMERCIAL



bollards

DOWNTOWN RESIDENTIAL COMMERCIAL

PUBLIC REALM BIG MOVE #6

Create entrance feature at key intersections through a combination of landscape and pavement treatment, buildings, and signs to welcome residents and visitors



TOWN GATEWAY

The Town currently has signage posts at the extremities of its boundary. There is an opportunity to either complement or replace those signs with a combination of landscape and pavement treatment, and public art.



welcoming signage



entrance signage


public art

DOWNTOWN GATEWAY

Shelburne's Downtown is a community hub that incorporates a wide range of amenities. There is an opportunity to welcome residents and visitors with a unique built form alongside appealing wayfinding.


luminous planter


gateway arch



wayfinding

DOWNTOWN NODE

Within Shelburne's Downtown, there are three special nodes that incorporate most of the traffic and activities. There is an opportunity for pavement treatment and parklets to add more flexibility for community events, and to redesign Jack Downey Park.


pavement treatment



parklets


design for jack downey park

PUBLIC REALM BIG MOVE #7

Redesign Fiddle Park as a community hub

Fiddle Park was identified by the Public as a key location for public realm improvements to create a neighbourhood park that incorporates a wide range of recreational amenities. The design for the park includes a lake that could be used for water sports during Summer and ice skating during Winter. Other features include a trail system, reforestation of certain parts of the park, additional parking, community gardens, and a pavilion for special events.

The vision for the park is a community hub that acts as a gathering space for the Town that incorporates year-long community-based programming, while allowing residents to connect with Shelburne's nature. In addition to creating a central hub for shared experiences for the community, developing Fiddle Park into a rural destinations and public tourism facility will attract tourist, and increase community beautification.

EXISTING CONDITIONS



POSSIBLE DESIGN



DESIGN RECOMMENDATIONS

Key design recommendations for Fiddle Park include:

- A lake/pond that would provide a range of water sports during the Summer season and ice skating during Winter;
- A community garden that can be used throughout Spring, Summer and Fall;
- A pavilion to provide shelter for events;
- Additional vehicle and bicycle parking spaces to improve accessibility;
- A trail system that provides access to many parts of the park including the lake/pond and the natural heritage system;
- Flexible spaces to host outdoor activities; and,
- Reforestation of key areas to complement the natural heritage system.



community garden



lake / pond



pavilion

PUBLIC REALM BIG MOVE #8

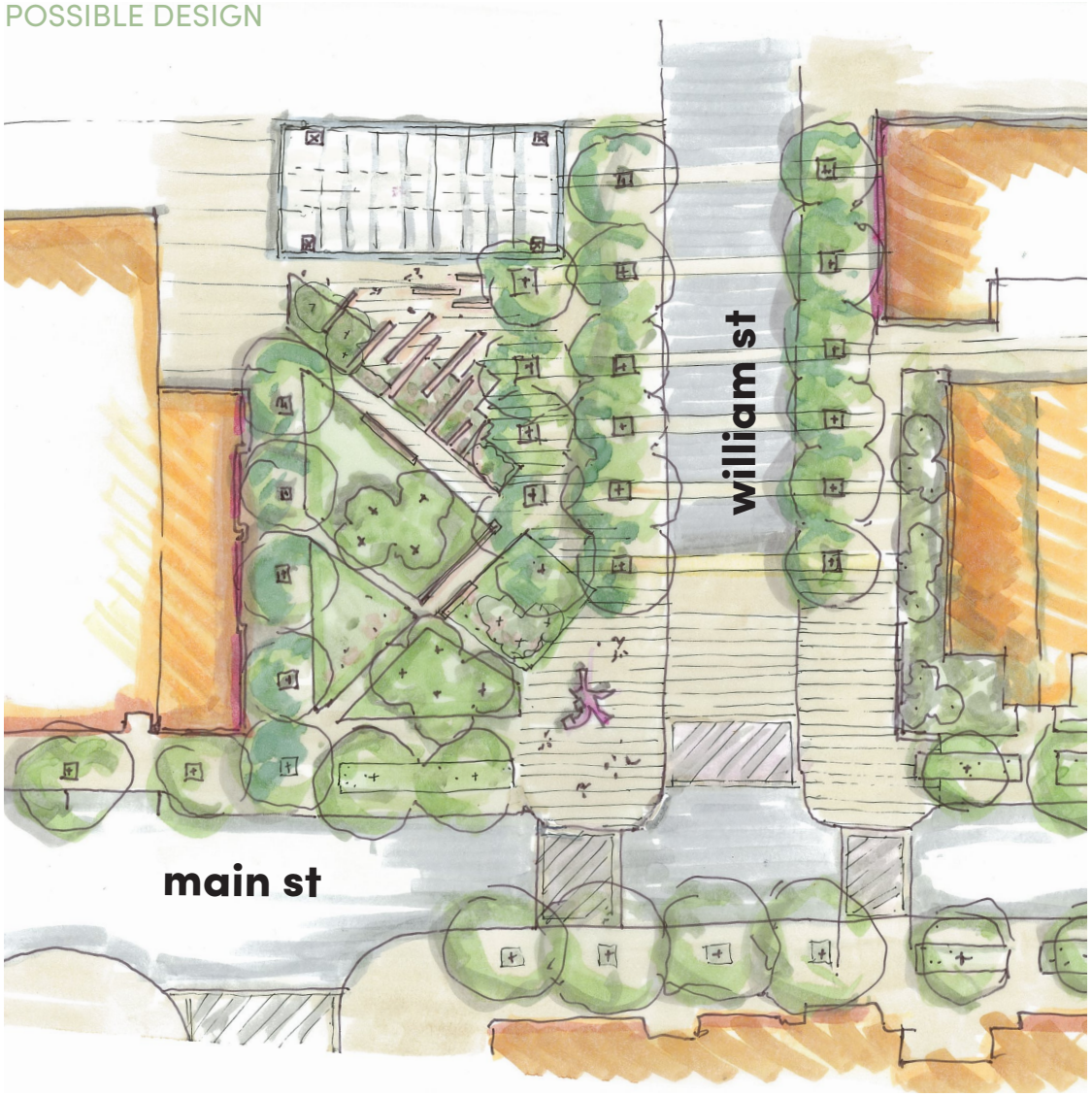
Redesign Jack Downey Park to become the community's 'living room'

Jack Downey Park is Shelburne's downtown park, elevating its potential as the community's living room. It currently incorporates trees, statues, a gazebo, and some seating. With its strategic location, there is an opportunity to expand the park northward over the existing parking lot with a flexible pavilion that could host the Town's farmers market, while still providing parking spaces along additional paths and vegetation. Reinforcing the idea of a flexible space, the park could expand onto William St during special events and could incorporate a special pavement and treatment, creating a 'spill over' effect and a shared street. Finally, the key intersection of Main St and William St could incorporate traffic calming measures to reinforce the pedestrian scale of Jack Downey Park and the direct surrounding area.

EXISTING CONDITIONS



POSSIBLE DESIGN



DESIGN RECOMMENDATIONS

Key design recommendations for Jack Downey Park include:

- The creation of an overall flexible space for a wide range of community-based programming;
- The extension of the park over the parking lot north of the park;
- The addition of a flexible pavilion that provides parking spaces and can host community events such as the farmers market;
- Special pavement over William St to extend the park during special events;
- Traffic calming measures, such as crosswalks identified by pavers, at the intersection of Main St and William St to improve the human scale; and,
- An extensive tree canopy and a complete family of street furniture.



flexible pavilion


community-based programming


moveable features

PUBLIC REALM BIG MOVE #9

Improve commercial buildings along County Road 124 with sidewalks, trails, and landscape/pavement treatment

The eastern boundary of the Town is composed of commercial buildings with extensive parking and storage surfaces and minimal public realm facilities. With a strategic location and upcoming residential developments, the eastern commercial corridor has the opportunity to incorporate streetscape improvements alongside the main arterial roads with gateway features at the eastern entrance of the Town along Main Street. In addition, buildings along the main arterial roads should be redeveloped and intensified to provide a continuous building wall with a street presence and extensive public realm. Buildings found at the three key intersections along the corridor should minimize front yard setback and locate parking at rear. The three intersections should incorporate traffic calming measures.

EXISTING CONDITIONS







potential future routes

STREETSCAPE IMPROVEMENT

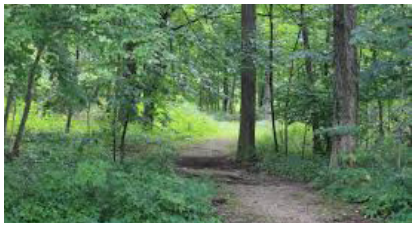
Notwithstanding current MTO regulations, Main Street and County Road 124 / Second Line should be improved with pedestrian and cyclist amenities such as sidewalks, bike lanes, and street furnitures. The Town will work with MTO over time to achieve this objective.

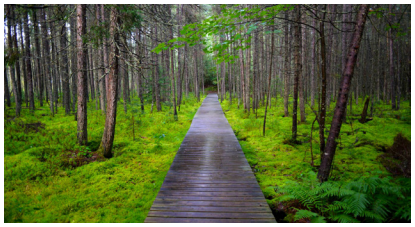




NATURAL TRAIL

Natural Trails should be integrated along Shelburne's creeks to connect its off-road trails to its on-road trails.





BUILDING EDGE

Notwithstanding current MTO requirements, buildings at key intersections should have a street presence with minimal front yard setbacks and parking at rear. In general, there should be a clear and continuous 'wall' of buildings along the street edge. The Town will work with MTO over time to achieve this objective.





GATEWAY

The new intersection provided through the Fieldgate development and the intensification of the No Frills property should be elevated as an important gateway with a combination of signage, pavement and landscape treatment.







"BLOODY HILARIOUS!"
TORONTO STAR
EVIL DEAD
THE MUSICAL
LIVE ON STAGE
ticketfly



SECTION 4

MOBILITY

MOBILITY BIG MOVE #10

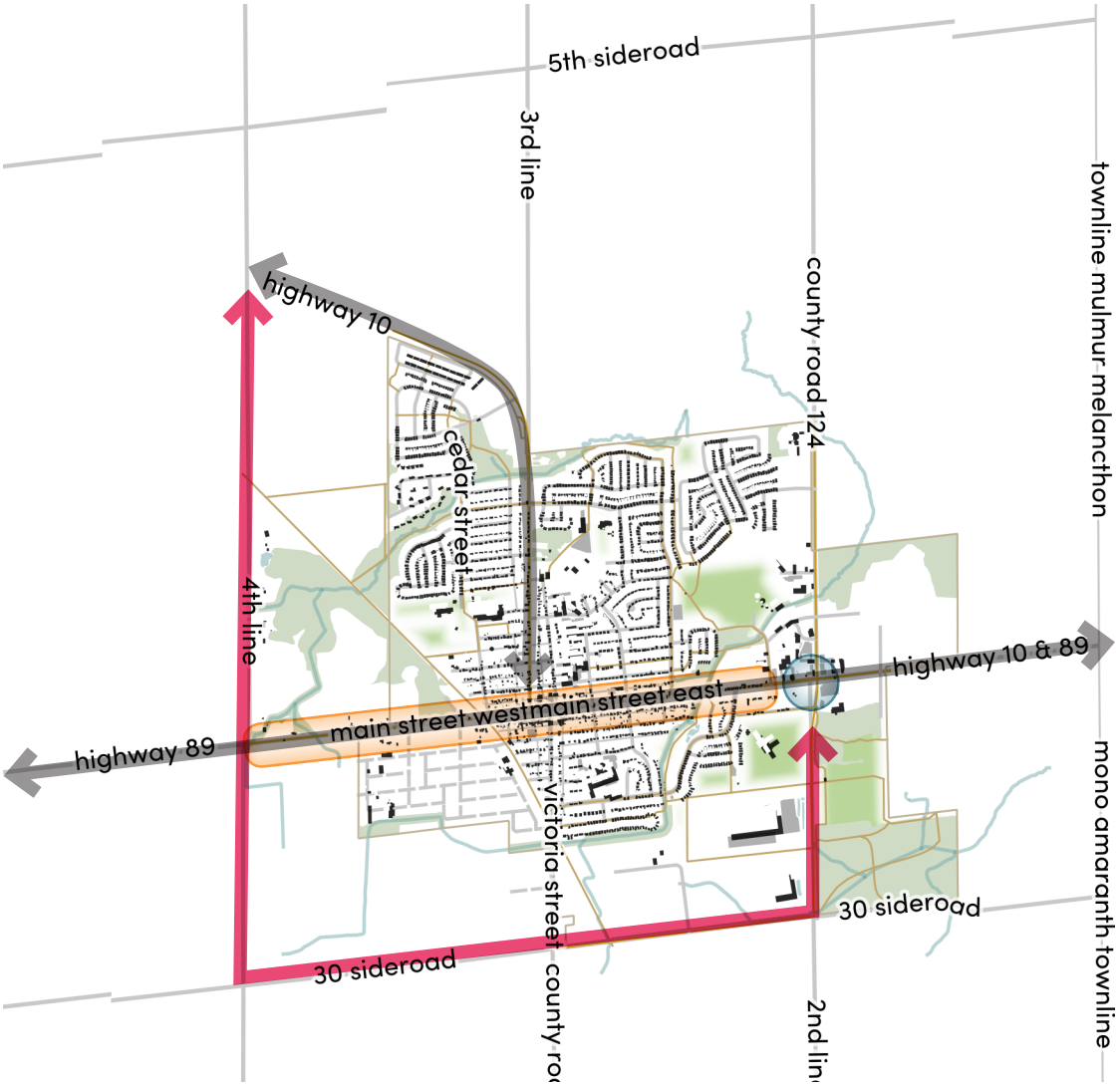
Reduce truck traffic on Main Street with narrower lanes and clear signs to alternate truck routes

Shelburne is at the intersection of two highways, Highway 10 and Highway 89, and is experiencing large amounts of truck traffic, not conducive to a pedestrian-oriented street network. Although the Town is currently discussing potential solutions to reduce truck traffic, such as a by-pass, there is an opportunity to disincentivize trucks to pass through the Town and promote an alternative road such as 30 Side Road and 4th Line. This can be achieved through narrower lanes and clear signage.

EXISTING CONDITIONS







REDUCE TRUCK TRAFFIC

Alongside the work the Town is currently undertaking to reduce truck traffic, the CIP has identified several strategies to incentivize truck drivers to utilize alternate truck route and to provide a sense of priority to pedestrian, cyclists, and car drivers in Shelburne.

ENHANCED MAIN STREET

As identified under Big Move #4, Main Street has the potential to become the true "main street" of Shelburne. The followings are key recommendations to realize the street's potential:

- Decrease lanes' width;
- Incorporate a wide range of traffic calming measures; and,
- Incorporate bike lanes. (The Town will work with MTO over time to achieve this objective)







WAYFINDING

Wayfinding at the Main Street and County Road 124 intersection should provide clear and explicit directions to alternate truck routes.

MOBILITY BIG MOVE #11

Connect Shelburne through trails and sidewalks to promote a connected and healthy community

Active transportation is a key component in promoting a healthy community. The existing active transportation network is widely used by the community and improved connections can provide another means by which to move around Shelburne. Possible connections are identified to link the existing and planned trails to local destinations. Arterial roads are also identified as key corridors for improved pedestrian and cyclist mobility.

EXISTING CONDITIONS







EXISTING DESTINATIONS

The Town incorporates a wide range of destinations, such as schools, recreation facilities, healthcare facilities, and commercial/retail nodes, that should be connected through active transportation facilities.

EXISTING + FUTURE TRAILS

The Town already incorporates a range of trails and is planning to expand this network even further in the near future.

ARTERIAL ROADS

Arterial Roads incorporate most of the traffic and should therefore have separated active transportation infrastructure for pedestrians and cyclists to move freely and safely.

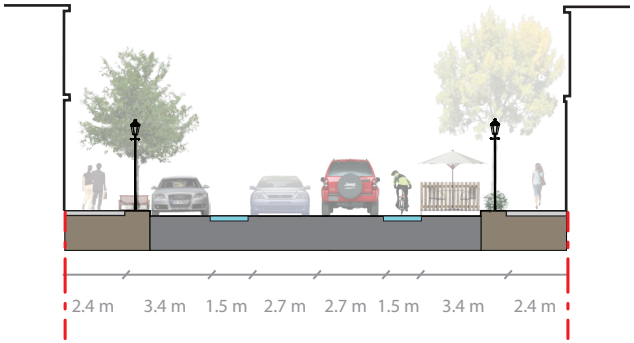
POSSIBLE CONNECTIONS

There are opportunities for improved connectivity between existing and future trails, and existing destinations. Such comprehensive network would promote a healthy community.

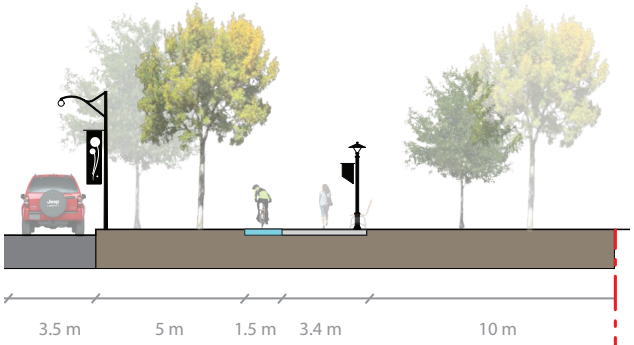
POSSIBLE ACTIVE TRANSPORTATION FACILITIES

Different active transportation facilities should be considered and assessed based on the road type (ie arterial, collector, or local), the intensity of traffic, and the environmental context (eg downtown vs natural heritage system). A context-based approach would ensure that the active transportation network promotes walking and biking as safe and reliable alternatives to the car.

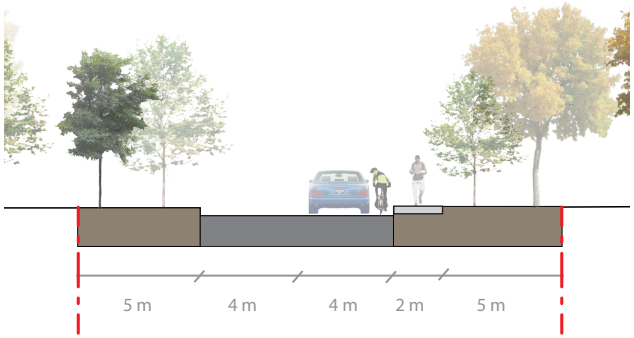
separated bike lane for arterial roads



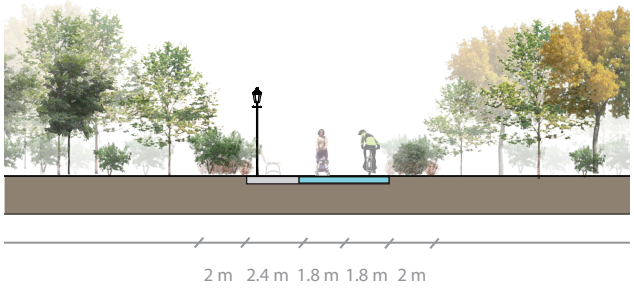
multi use trail for arterial roads



sharrows for local and collector roads



multi-use trail / natural trail



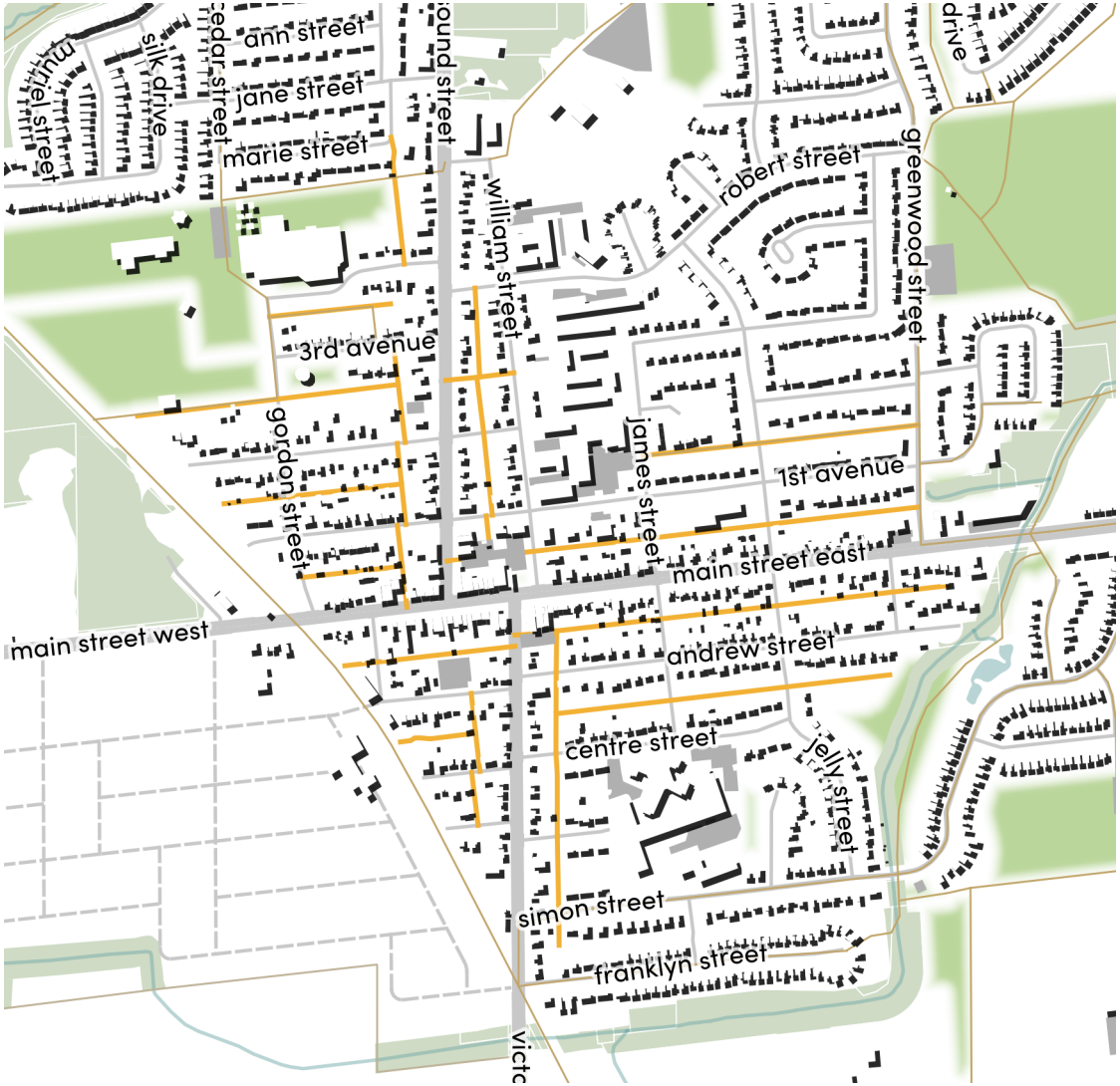
MOBILITY BIG MOVE #12

Improve Downtown lanes with special pavement and landscaping to improve use for parking, servicing/loading, pedestrian and cycling connection

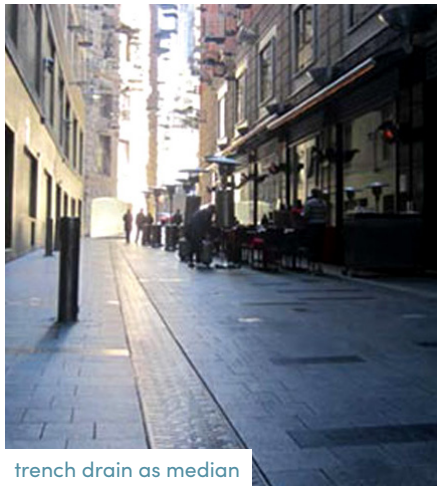
Municipal Lanes were initially designed as part of residential development in the Town prior to the 1950s. They are currently used for both servicing and access to the back of residential and commercial/mixed use properties where garages are generally located. There is an opportunity to intensify those spaces to include special pavement and landscaping, pedestrian and cycling connections.

EXISTING CONDITIONS

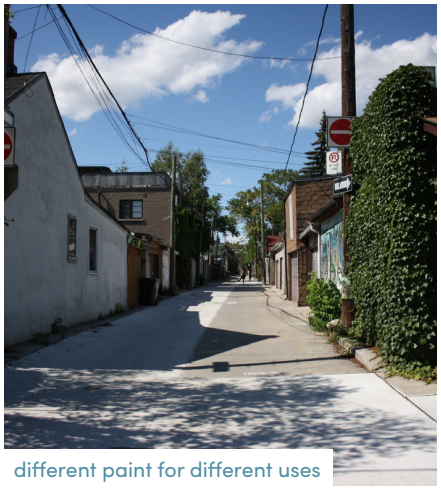




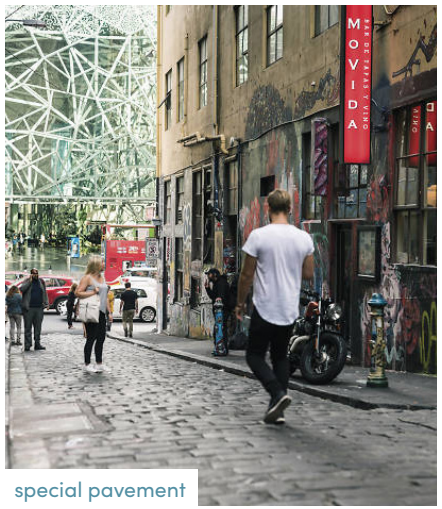
PRECEDENTS



trench drain as median



different paint for different uses

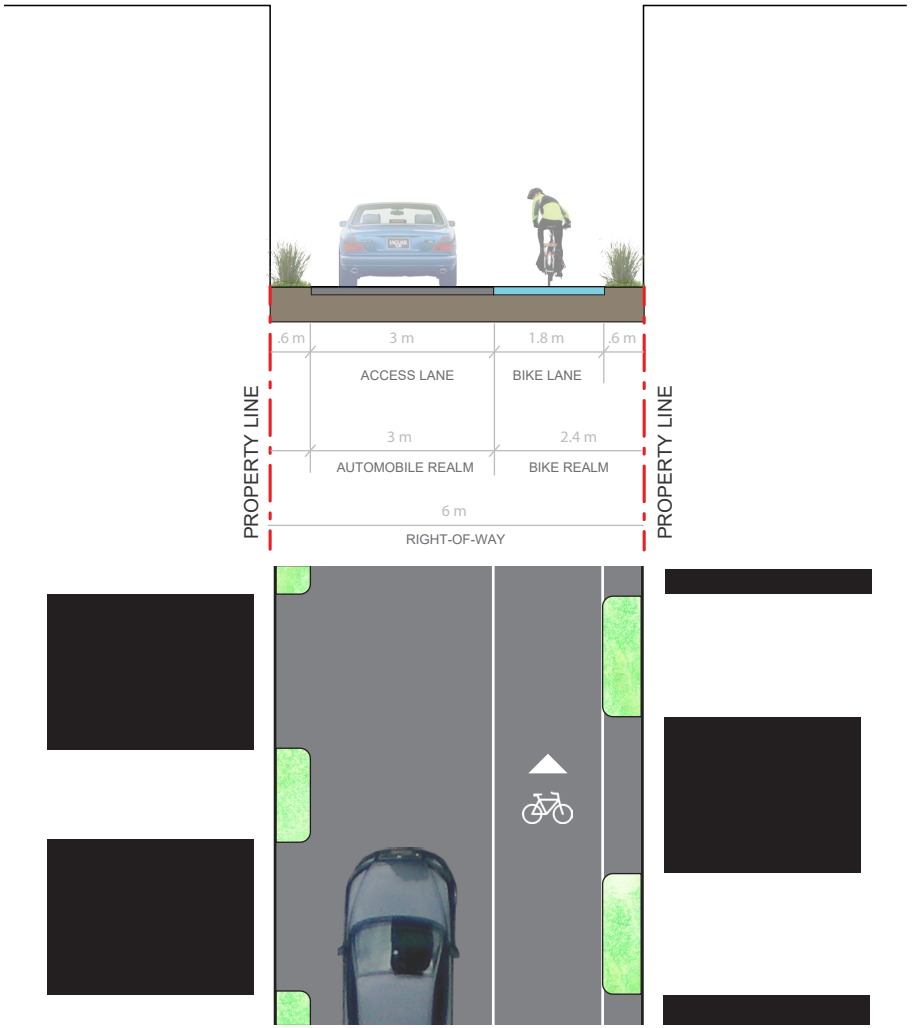


special pavement



porous material

LANE SECTION & PLAN



SHELBURNE

COMMUNITY IMPROVEMENT PLAN