

2.0 COMMERCIAL AREAS

The design of commercial areas will be based upon design principles intended to create vibrant and street focused relationships of traditional main streets, and shopping areas.

Where commercial uses are developed on self-contained distinct commercial sites, the interior and exterior relationships of the site design shall foster the same objectives of pedestrian comfort and a pedestrian related human scale of building architecture.

The guidelines for the Block Plan Stage form the basis of detailed site planning, building design and landscaping that will be reviewed at Site Plan Approval stage.

The proponents must demonstrate a clear continuity of design principles from the Block Plan Stage to the Site Plan Approval submission.

Key elements that are to be addressed for Commercial areas are:

- Site Planning
- Setbacks
- Built form and massing
- Parking and service areas
- Landscaping and lighting
- Greening Policy



Continuous Pedestrian Access

2.1 Site Planning and Setbacks

2.1.1 General

- Mixed use development is encouraged that envisions retail and community/ institutional uses at grade, integrated with office and residential uses developed at upper storeys.
- Site planning and building design will be based upon street related retail and other grade level uses to create strong pedestrian activity zones and active city streetscapes. The majority of store frontages should face and be accessed from street sidewalks.
- Masterplanning of commercial areas, whether on street-related or self-contained sites, shall provide convenient, comfortable and safe pedestrian movement both to the site and within it.
- To encourage pedestrian movement, buildings should be sited to maximize the proximity to public transit, bike and walking routes.
- Site planning shall promote the importance of the built form in the streetscape.



Neighbourhood Retail with Related, Compact Parking



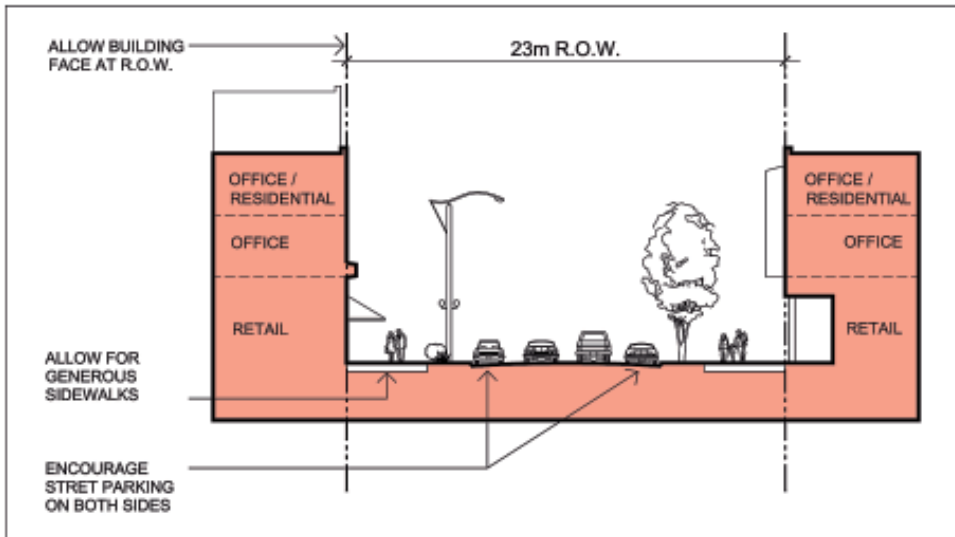
Street Related Retail



Mixed-use Development and Streetscape Elements



Site Planning Principles for Urban Blocks



Street Section Principles at Urban Block



Vibrant Sidewalk Activity



Street Related Retail at Frontage Lot Line

- On self-contained commercial sites, the pedestrian and vehicular movement on the site shall be designed to foster a sense of commercial “streets”.
- Greenway buffers are to be incorporated between residential and commercial lots.
- Decorative privacy masonry walls in combination with soft landscaping shall screen commercial areas from abutting residential areas.

Where residential lots front onto commercial areas the following guidelines shall apply:

- Service / loading areas shall be located away from Residential areas, Arterial roads and Primary roads.
- Loading / service areas shall not be visible from the street; the design of the landscape shall visually screen these areas from adjacent uses.
- The design of the landscape treatment shall screen parking areas from adjacent uses.
- Self-contained commercial sites with roads abutting all sides are to be avoided. Such sites shall be bound by no more than three roads.



Site Planning Principles for Self-Contained Commercial Sites



Screen Parking Areas with Landscaped Buffers



Landscaping at Site Edges

2.1.2 Setbacks

- Generally, buildings shall be located close to the street line of their frontage, in order to reinforce the street edge, and promote the pedestrian scale of shopping streets and public spaces.
 - Setbacks shall be established which will not negatively impact neighbouring buildings and open spaces with respect to sun/shadow and site lines.
 - Setbacks for specific commercial streets or areas shall relate to the height and massing of commercial development and the adjoining street scale.
 - The projection of architectural elements such as canopies, arcades, and bay windows, which enliven the street frontage and promote visual diversity, is encouraged.
- On self-contained commercial sites, a substantial percentage of the building mass of the development should be located close to the street along the main street frontages to reinforce the streetscapes, and minimize the impact of parking areas.
 - The siting of commercial buildings at corners, particularly at major intersections helps to promote the gateway aspect of these focal locations.
 - On commercial streets, buildings should be sited close to the corners, or alternatively, configured to define pedestrian public places at these locations. This shall also apply to commercial development on self-contained commercial sites located at major intersections.
 - Increased setbacks and/or buffers shall be established where commercial areas abut low density residential zones.



Commercial Building Sited to Enhance the Streetscape or Public Realm



The Streetscape Zone/Public Realm Along a Commercial Zone



Retail Architecture Conveying Community Character / Image

2.1.3 Parking

Site planning shall minimize the impact of parking areas as much as possible through their configuration, the use of landscaping, and grading.

- Parking areas should be located wherever possible at the rear or the side of blocks. These should be connected to the streetscape by the development of pedestrian links or covered ways. Thus convenient surface parking will be provided without adversely affecting the character of major streetscapes.
- Vehicular and service access from residential streets should be minimized.
- Where portions of street frontage are characterised by adjacent commercial parking areas, landscaping and tree planting shall be designed to improve the pedestrian comfort and visual streetscape.
- The scale of large parking areas shall be subdivided through the use of landscaped parking islands and differentiated paving materials to designate major pedestrian routes. Large, unarticulated parking areas shall be avoided.
- The end of parking aisles shall be defined by curbed, landscaped islands.



Typical Parking Court

2.1.5 Service and Loading Areas

- Design measures shall be employed that reduce the visual and noise impact of service and loading areas on the surrounding environment. Garbage storage areas should not face any public street.
- Loading zones shall only be located on public streets where no other alternative is viable. In street-related commercial developments, it is recognized that it may be necessary for loading doors to occur at street facades. In these cases, doors should be recessed from the facade to minimize their impact on the streetscape.
- On self-contained commercial sites, where site planning constraints necessitate loading areas in visually prominent locations, they shall be screened with integrated architectural elements compatible with building design vocabulary and materials. Berming and landscaping shall also be used to screen these functions.
- Storage of goods shall be within main building structures. Outside storage is to be avoided.
- Consideration during site planning and building design should be given to facilities for recyclable waste. Incorporate central, convenient locations for building users to collect and store recyclables and compostibles.
- On self-contained commercial sites, all loading areas shall be screened by landscape features and/or compatible fencing.

2.1.6 Lighting Design and Safety

- Lighting design should be integrated with the overall architecture and landscape design of commercial areas. The design of lighting as urban design features helps to define the sense of place and pedestrian scale of commercial areas. In addition, accent lighting is encouraged to emphasize built forms and landscape elements.
- Lighting shall be designed to promote pedestrian well being and safety. Pedestrian and parking areas shall be well lit to promote safety and comfort at all hours. Adjacent to walkways, pedestrian routes, public places and other pedestrian zones, light standards shall use pedestrian level pole heights.
- Exterior lighting shall be designed to minimize the projection of light onto adjacent properties. The spill over of light into residential neighbourhoods is to be avoided.
- For all exterior lighting, use energy efficient technology where possible. This not only fulfills Greening Policy principles, but will reduce the amount of light spillage into adjacent sites.

2.2 Built Form and Massing

The design of buildings in commercial areas should enhance public outdoor urban space, whether in the form of streets, plazas, squares, or internal pedestrian walkways.

2.2.1 Building Design and Facade Development

- The design of commercial elevations should contain changes in the wall plane to provide relief and a sense of scale to commercial wall elevations.
- Building design should emphasize architectural elements that promote pedestrian comfort and scale. These may include the use of canopy structures, arcades, and projecting display windows.
- Architectural design features that create active and lively street edges, and minimize blank facades are encouraged. These include the use of projecting cornices, canopies, signage features, wall relief, and fenestration patterning.
- The design of building entrances shall emphasize their importance for orientation, building identification and articulation of exterior form.
- Elevation design should promote pedestrian friendly scale through the use of glazed areas, articulation of materials and variations in wall planes.
- Special consideration should be given to the architectural form and detailing of locations identified as focal points and landmarks. The architectural design of buildings at corner conditions demands special consideration; buildings shall address both street frontages.

- On self-contained commercial sites, design of elevations at the public street frontage shall include wall articulation and window placement, so that the buildings address the streetscape, regardless of their entrance location.
- Exterior building materials shall be of a high life-cycle and aesthetic quality.
- Roofscape form should be designed to provide visual interest for the public streetscape.
- The use of wall and roof screens is promoted to conceal rooftop mechanical systems, and ensure that this equipment is not visible from the street. These should be integrated with the overall architectural design of the project.
- Where buildings exceed three storeys in height, additional consideration shall be given to pedestrian comfort criteria.
- To enhance pedestrian comfort and to create more accessible green space within the site, incorporate where possible, seating within the grounds and consider balconies and rooftop gardens in the building design.



Roof Top Screening

2.2.2 Signage

- Commercial development shall ensure the design of signage that is of a quality commensurate with the architecture of the buildings in its scale, materials, consistency and design. A high level of clarity, visibility and visual interest should be attained with minimal visual clutter and impact on adjacent uses.
- Consistency of approach to signage shall be encouraged, while at the same time diversity and flexibility for tenant signage is required.

Locations and signage guidelines for multi-tenant sites should be developed that accommodate the need for unique tenant signage, while at the same time, ensure a degree of continuity of architectural design elements. These coordinated signage guidelines may be submitted later as part of the Site Plan Approval process.

- Rooftop signs shall be avoided.
- The design of ground or monument signs shall reflect the architectural characteristics of the building and the surrounding landscaping. Controls shall be instituted for the number of monuments signs allowed per lot.



Retail Signage

3.0 INDUSTRIAL AND EMPLOYMENT AREAS

Industrial and employment land uses will often be located along major arterial roads or highways to promote easy transportation access and high visibility. This high visibility demands that their design should strive to continue the enhancement of the City of Brampton's business image.

The principles governing the development of industrial and employment areas are based upon the same goals and objectives as those for the community as a whole. Design guidelines for site planning and built form in these areas are intended to promote varied and high quality streetscapes and to establish a prestigious business image for the City of Brampton.

The creation of open space and continuity of pedestrian connections is important in these areas in fostering pleasurable environments for working.



Landscaped 'Campus' Setting

3.1 Site Planning and Setbacks

- The development of park-like-campus settings will assist in achieving a strong image for these areas, while preserving and enhancing the existing landscape.
- Industrial development should support the logical distribution of buildings, parking and loading areas in an integrated balance to minimize the impact of vehicles on the streetscape.

3.1.1 Development adjacent to environmental areas

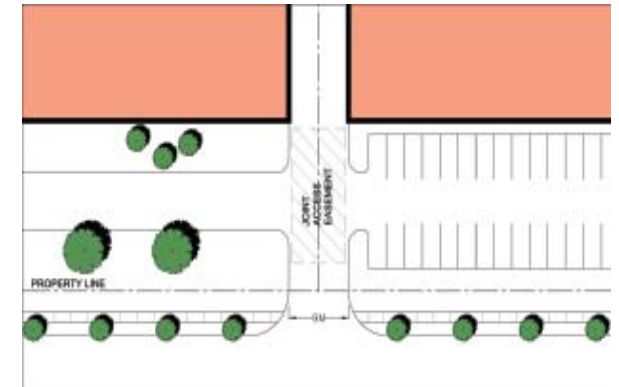
- The impact of development adjacent to existing and regenerating environmental areas should be minimized through site planning that responds sensitively to the existing natural environment.
- Development shall be set back to create buffer areas from existing natural features.



Landscaped Buffer Adjacent to Primary Streets

3.1.2 Site Access

- Vehicular access to development lots in these areas should be accessed from local streets wherever possible.
- Joint access driveways at adjacent development lots is encouraged in order to maximize landscaped areas surrounding lots.
- Site planning shall provide for ease and continuity of pedestrian movement between sites and within them. Provisions for barrier-free environments shall be taken into account.
- Distinctive paving patterns and materials are encouraged in key locations to promote pedestrian safety and assist in orientation.
- Convenient access to transit routes shall be promoted through the provision of pedestrian links at longer block lengths. Similarly, design safe and attractive bike-friendly access to the site.
- To encourage pedestrian movement, buildings should be sited to maximize the proximity to public transit, bike and walking routes.



Joint Access Driveway

3.1.3 Building Setbacks

- Building setbacks that enable a generous landscaped setting should be established in order to reflect a campus-like environment.
- Rear and side yard setbacks shall be established to allow convenient vehicular access and loading.
- Landscape setbacks should be provided adjacent to highways to create landscape strips that promote a green image for these areas. The only permitted use within these areas should be soft landscaping.
- The development of open space / landscaped areas within industrial and employment areas is encouraged to foster high quality exterior spaces for relaxation and interaction within urban areas designed for the working environment.

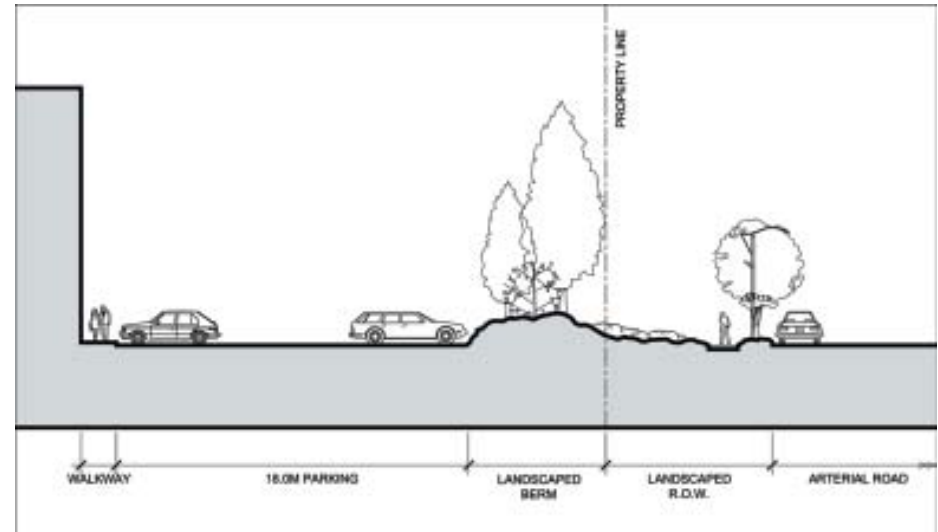
3.1.4 Parking Areas

- Site planning shall minimize the impact of parking areas as much as possible through their configuration, the use of landscaping, and grading.
- At lot frontages on primary streets, substantial continuous landscaped areas between buildings and the street line shall be maintained. These areas shall constitute approximately 40% of the building frontage and be free of parking although access driveways may cross through.
- Site planning is encouraged to incorporate grading that creates berming and landscaping to screen parking areas from pedestrians and those in vehicles.

- Internal side yard and rear yard locations for parking are encouraged to lessen the visual impact of parking on the streetscape. These locations are preferred and parking at main front yard locations should be limited to visitor parking where possible.
- Design of parking areas should promote pedestrian comfort and a human-scaled environment. This shall be achieved through the use of high quality landscaping and pedestrian paving materials.
- The scale of large parking areas shall be reduced through the use of differentiated paving materials to designate major pedestrian routes, and subdivision by landscaped parking islands.
- Front doors and building entrance areas should be visible from streets for security purposes.



Landscaping to Screen Parking Areas



Parking Areas - Typical Section

3.1.6 Site Lighting and Safety

- Site lighting shall be designed to promote pedestrian well being and safety. Pedestrian and parking areas shall be well lit to promote safety, and comfort at all hours. Light standards shall use pedestrian level pole heights adjacent to walkways, and other pedestrian zones.
- Exterior lighting shall be designed to minimize the projection of light onto adjacent properties. In particular, the spill over of light into residential neighbourhoods is to be avoided.
- Accent lighting is encouraged to emphasize built forms and landscape elements.
- All loading areas shall be screened by landscape features and/or fencing that is compatible with the building's architecture.
- Consideration during site planning and building design should be given to facilities for recyclable waste. Incorporate central, convenient locations for building users to collect and store recyclables and compostibles.

3.1.5 Service and Loading Areas

- Design measures shall be employed that reduce the visual and noise impact of service and loading areas on the surrounding environment. Loading, service and garbage storage areas should not face any public street.
- Wherever possible, garbage and storage areas should be located inside buildings.
- Where site planning constraints necessitate loading areas in visually prominent locations, they shall be screened with integrated architectural elements compatible with building design vocabulary and materials. Berming and landscaping shall also contribute to screening these functions.
- In general, storage of goods shall be within main building structures. Where outside storage is necessitated it shall be screened by landscape features, together with fencing features. These shall be compatible with building design, vocabulary and materials.



Lighting



Landscaped Buffers to Screen Loading Areas

3.2 Built Form

The quality of the built form within these areas will contribute significantly to the physical image of industry and employment. Major objectives of development in these areas will be to promote architectural interest and human scale, and to enhance the quality of development exposed to the public realm.

3.2.1 Building Design and Facade Development

- Prestige development shall be ensured in areas adjacent to highway locations. In these areas building form should be scaled to the highway environment. Architectural features such as entrance areas, canopies, office components and major areas of fenestration are encouraged at the building elevations facing the highway frontage.
- To promote the sense of buildings addressing the street, office and entrance elements of buildings in employment and industrial areas should be oriented towards the streetscape.
- On corner lots, equal attention should be given to both elevations fronting on the streetscapes. Office and entrance elements are encouraged to engage the corner in their design.
- Minimum proportional areas of fenestration for main facades fronting onto streets and onto highways should be considered in the establishment of design controls for the concept plans of these areas.

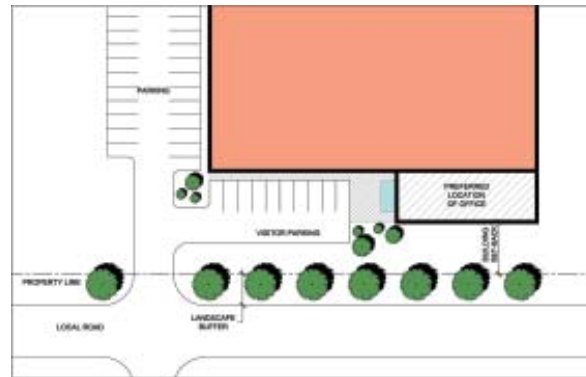
- To relieve large expanses of solid wall, architectural features that emphasize entry areas and other special building areas are encouraged. Articulation of building materials and form will be crucial to provide three-dimensional relief to large wall areas.
- Buildings should emphasize architectural elements that promote pedestrian comfort. These may include the use of canopy structures or arcades. In addition, the design of building entrances shall be emphasized for their importance for orientation, building identification and articulation of exterior form.
- Exterior building materials shall be of a high life-cycle and aesthetic quality.



Commercial Corner



Building Entrances



Office and Entrance Elements Located at Site Frontage



Commercial Highway Frontage

3.2.2 Roofscape

- The impact of mechanical equipment at rooftops should be minimized. Rooftop mechanical units are to be screened in all directions, and shall be compatible with building design in form, materials and colour. When designing screening, attention should be given to sight lines from public streets and roadways.
- Alternately, architectural form of mechanical equipment may be designed to integrate large central elements with the architecture of the building.
- Visual accenting of parapet lines and roofscapes is encouraged to assist in establishing appropriate scale for these large buiding types.

3.2.3 Signage

- Development shall ensure the design of signage that is of a quality commensurate with the architecture of the buildings in its scale, materials, consistency and design. A high level of clarity, visibility and visual interest should be attained with minimal visual clutter and impact on adjacent uses. Consistency of approach to signage type shall be encouraged in multi-tenant structures.
- Rooftop signs are not permitted.
- The design of ground or monument signs shall have regard for the architectural characteristics of the building and the surrounding landscaping.
- Design of signage shall conform to the City of Brampton signage by-law.

3.2.4 Open Space and Pedestrian Linkages

The quality of both private and public open space in industrial areas contributes significantly to the quality of the working environment. Design of these areas shall contribute to the “greening” of employment areas in Brampton.

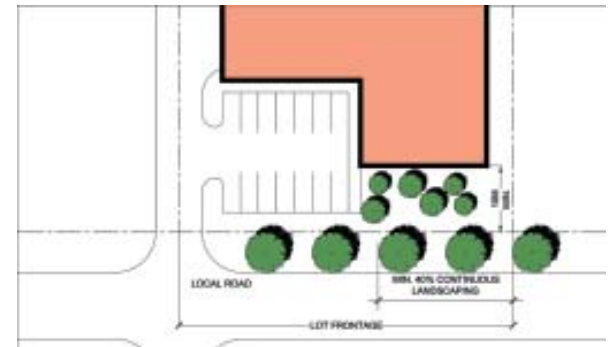
- The continuity of the open space sytem should be ensured within or in proximity to industrial areas. Park or open spaces for passive recreation shall be developed.
- Storm water ponds within industrial areas shall be developed as natural landscaped features that contribute to the high quality of landscaped environment.
- Minimum landscape areas shall be established in conjunction with the development of Block Plans to ensure a high quality of landscape development.
- Landscaped islands and paving demarcations should be used to promote proper scale within parking areas.



Landscape Space



Landscaped Pedestrian Access



Minimum Continuity of Landscaped Frontage

4.0 INSTITUTIONAL AND COMMUNITY SITES

New development plans will contain sites for schools, places of worship, and other community institutions located both within the neighbourhoods and at community nodes. These community institutions and their sites have the potential to act as landmarks and features within the the community plan. These include Schools, Libraries, Community Centres, Fire Stations, Performing Arts Centres, etc.

Their development should recognize their civic importance with a view to reinforcing their focal significance.

4.1 Site Planning and Setbacks

4.1.1 Site Location and Visibility

- Community institutional sites shall be located at focal intersections of primary streets.
- Visibility to these buildings should be maintained from the primary streetscapes to ensure their landmark status in the neighbourhood and in the overall framework of the plan. Their location and site development shall encourage axial views to them from the surrounding urban fabric.
- The location and site planning of institutional facilities shall reinforce the continuity of the open space network within the entire community plan. Links to major pedestrian routes within primary streetscapes, and to park areas and natural open space will ensure this continuity.
- Minimize the location of outdoor sports facilities away from the view of residential units (i.e. baseball backstops, basketball posts, hoops and backboards, ball walls, ball hockey goals etc.).



Siting at Key Intersections

4.1.2 Site Access

- The major entrances of schools and other institutional sites shall face the street.
- Landscape development of these sites should emphasize the pedestrian connections from major entrances to the streetscape.
- The design of institutions at corner sites shall address the streetscape of both public frontages. Consideration should be given to entrance locations that relate directly to the corner.

4.1.3 Setbacks

- Setbacks of institutional facilities shall have regard for the setbacks of adjacent streetscapes. To maximize the potential for their location within view corridors from surrounding neighbourhoods, schools and community facility buildings are encouraged to be located close to the streetline.

4.1.4 Parking Areas

- Access points to parking areas should be minimized to reduce their impact on the surrounding streetscapes. Shared parking with adjacent parks should be considered.
- Parking areas should be located to the rear and side yards. Front yard vehicle circulation and parking should be minimized.

4.1.5 Landscaping

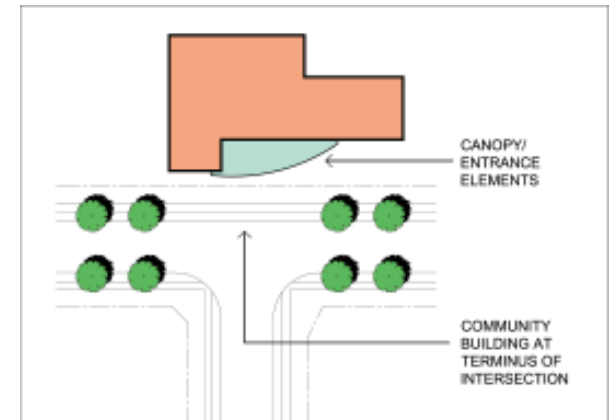
- The development of landscaping at the streetscape edges should be compatible with neighbouring residential areas. At the same time, landscape development should reinforce the focal nature of these facilities.
- The design of the landscape shall screen parking areas from view of residential units.



Landscaping Along School Site



Main Entrance to School Along Primary Street



Focal Location of Community Building

4.2 Built Form

- Development of the built form of institutional and community facilities should utilize building features that reinforce their landmark status. Architectural elements such as vertical projections, bay windows, large glazed areas, prominent entrance portals, canopies, and roof forms should be used to create significant identity for these structures within the community.
- The design of community institutions shall respond to the context of important street views and vistas from the surrounding area.
- The importance of building entries shall be emphasized in their elevation design. They should be articulated strongly within the building elevation to ensure strong visibility from the streetscape.
- The design of major signage should be grade related and coordinate with the architectural and landscape design of the facilities.



Fire Station



Performing Arts Centre