

COMMERCIAL DESIGN BRIEF

1. Design Brief Process

Design Briefs will be required in conjunction with all applications for an Official Plan and Zoning Bylaw Amendments seeking permission for commercial uses, either within or outside designated Block Plan areas.

2. Submission Requirements

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|-------------------------------------|------------------------------------|
| Initial Submission | 1 digital and 4 hard Copies |
| Each Subsequent resubmission | 1 digital and 3 hard Copies |
| Final Submission | 1 digital and 4 hard Copies |

Ideally, the applicant will submit their initial Design Brief with their ‘complete’ application for an Official Plan and/or Zoning Bylaw Amendment. However, as a minimum requirement prior to holding a Public Meeting, the City will ask the applicant to submit a ‘Preliminary’ Design Brief that demonstrates the general architectural and landscape design intentions for the site. The approval of the Design Brief, by the Planning, Design and Development Department is required prior to the enactment of the amended Official Plan and/or Zoning Bylaw.

3. Format Overview

The purpose of the Commercial Design Brief is to demonstrate how the application for Official Plan and/or Zoning Bylaw Amendment meets the principles set out in the City’s Development Design Guidelines and where it expresses the following planning and design goals.

Brampton’s identity as Canada’s Flower City will flow from the following goals that work towards enhancing resident’s sense, understanding and enjoyment of place.

It is the mandate of the City to create:

Floral communities that promote valley themes and the use of flowering plant material.

Green communities that protect, celebrate, restore and/or minimize negative impacts on healthy ecosystems.

Cultural communities that protect, enhance, integrate and celebrate heritage resources.

Pedestrian communities that are comprised of identifiable neighbourhoods, pedestrian in scale, and encourage barrier-free access and transit use.

Patterned communities that are valued and defined by their community-organizing elements, and by the physical and visual connections among them.

Street related communities with durable, appealing and energy efficient buildings that overlook, define and complement the public domain.

Diverse communities that promote the gathering of individuals from a variety of cultures and incomes.

The applicant is encouraged to choose those goals that they feel best relates to their application. These goals will lead to the identification of **Community Identity Features** in Section 4 of the Commercial Design Brief. **Community Identity Features** are defined as any Landscape or Architectural feature that either introduces innovation in design (architectural, environmental,

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Design Submission Terms of Reference:

etc.), celebrates the site’s heritage, reflects the surrounding community, advocates the Flower City Strategy and Valley Themes, and/or establishes a transit friendly development.

The following Terms of Reference is the template that each Commercial Design Brief must follow. Section 1 focuses on framing the proposal through the expression of planning and design goals (see above, use only those goals that pertain to the site/land use) for the site and demonstrating an understanding of the site’s potential by detailing the existing conditions. Sections 2 & 3 will demonstrate how the proposal meets the principles laid out in the City’s Development Design Guidelines. Finally, Section 4 will illustrate where the proposal achieves the goals set out in Section 1 and how it delivers a unique character to the City. At a minimum, the development proposal should strive to achieve at least two of the goals stated above.

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1. VISION

1.1 Development Vision and Principles

State at least two principles that will frame the proposal to express the planning and design intent of ongoing City initiatives. (Note: the planning and design principles found in the City’s Development Design Guideline should not be restated here)

1.2 Development Context

1.2.1 Opportunities and Constraints

Provide a detailed analysis of surrounding land-uses and how they should influence the Landscape and Architectural design of the site.

1.2.2 Site Analysis

Description of existing on-site features such as natural features, heritage structures, views, etc. and how they will be integrated in the proposal.

1.2.3 Concept Plan

Plan illustrating building(s) layout, access points, parking lot, pedestrian system, streetscaping, internal landscaping, service areas, patios, entrance features, drive-thrus, utilities

2. LANDSCAPE GUIDELINES

Provide design objectives and deliverables with accompanying images that illustrate the principles found in the Part VI, Section 2.0 of the City’s Development Design Guidelines.

2.1 Parking Lot

2.1.1 Entrances

2.1.2 Islands

2.1.3 Drive thru’s

2.2 Streetscape

2.2.1 Relationship between other site elements

2.2.2 Screening of parking lot, utilities and loading docks

2.2.3 Recreational opportunities

2.2.4 Street furniture

2.2.5 Gateway features – Signage

2.2.6 Transit stops

2.2.7 Fencing requirements

2.3 Pedestrian Systems

2.3.1 Internal paths and linkages, climate mitigation, pedestrian comfort

2.3.2 External paths and linkages, climate mitigation, pedestrian comfort

2.4 Transition Between Land-uses

2.4.1 Screening of Residential Views

2.4.2 Noise Mitigation

2.5 Landscape Features

Below are examples of landscape elements that can be manipulated to express a degree of uniqueness to the proposed development:

- Features could include seasonally themed floral elements used in Parking Lots, Streetscape and Gateways
- Framing of significant views
- Interesting paving features
- Decorative fencing
- Architectural structures to complement buildings and architectural theming and to unify streetscape, located at site entrances and prominent corners.

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3. ARCHITECTURAL GUIDELINES

Provide design objectives and deliverables with accompanying building elevations and images that illustrate the principles found in Part VI, Section 2.0 of the City’s Development Design Guidelines:

3.1 Site Planning

- 3.1.1** Street/Visual-Building Relationships
- 3.1.2** Site Access
- 3.1.3** Parking Lot
- 3.1.4** Edges and Gateways
- 3.1.5** Service Areas
- 3.1.6** Signage
- 3.1.7** Lighting Design and Safety

3.2 Built Form and Setbacks

- 3.2.1** Building Design
 - 3.2.11** Architectural Style
 - 3.2.12** Roof Lines
 - 3.2.13** Special Features
 - 3.2.14** Façade treatment (fenestration, projections)
 - 3.2.15** Architectural detailing (quoining, corncing, masonry details)
- 3.2.2** Building Entrances
- 3.2.3** Building Materials
 - 3.2.31** Quality, color, texture
 - 3.2.32** Compatibility with surrounding community/development
- 3.2.4** Building Setbacks
- 3.2.5** Transition Zones Between Land Uses
- 3.2.6** Mechanical Units & Utilities
- 3.2.7** Building Signage
 - 3.2.71** Coordination with architecture
 - 3.2.72** Preference for cut-out letters

4. COMMUNITY IDENTITY FEATURES

Identify, describe and provide images of features that will give identity to the site and explain how they achieve the envisioned design character.