

Town of Goderich

Downtown Core Master Plan

FINAL: May 14, 2012

Acknowledgements

The Planning Partnership would like to thank the Rebuild Planning Advisory Steering Committee and the Deputy Mayor for their invaluable assistance in facilitating a collaborative process in Goderich and the community for the insight and ideas that have helped to form this Master Plan.

This Master Plan has been overseen by the Rebuild Planning Advisory Steering Committee which includes Chair John Grace, Co-Chair Tom Jasper and the following:

- Deb Shewfelt
- Michele Hansen
- Bod Davis
- Christopher Spaleta
- Donny Rivers
- Judy Walters
- Lorraine Baechler
- Mark Hussey

Administrative Support has been provided by the following staff:

- Larry J. McCabe, Clerk-Administrator
- Martin Quinn, Parks/Cemetery Supervisor
- Chip Wilson, Director of Operations/Public Works Manager
- Denise Van Amersfoort, Planner

The preparation of this Master Plan Report has been led by Dan Leeming and Wai Ying Di Giorgio of The Planning Partnership with the assistance of other team members Rick Merrill and Michael Ormston-Holloway. Additional consulting team members include Nick Poulos, Carl Bray and Rowan Faludi.

*Image on the cover –
Postcard ‘Goderich, Ontario, The Prettiest Town in Canada’*

Executive Summary

The Downtown Master Plan and Court House Park Design were initiated by the Town of Goderich following the August 2011 tornado, which devastated much of the Downtown Area. The purpose of these initiatives is to provide the Town with an urban design framework that will guide future decisions related to the public realm, built form and planning policy.

At the onset of the project, The Planning Partnership facilitated a ‘visioning’ workshop to engage the community and stakeholders. The workshop provided insight into the needs and desires of the community, which allowed the project team to identify key principles to guide the Master Plan development. Ongoing consultation with the Steering Committee and input from Staff resolved any technical issues related to physical design and shaped the final Master Plan and Park Plan presented in this report.

The Downtown Master Plan and Court House Park Design make a number of recommendations which are grounded in the following Vision Statement:

‘The Downtown Core, with Court House Park at its centre, is the historic, symbolic, cultural and civic heart of Goderich. As such, it is envisioned as a pedestrian-oriented, mixed-use centre that is enhanced by the design of high-quality landscapes, streetscapes and buildings that respect, complement and highlight its unique heritage character.’

The Master Plan recognizes two distinct areas within the Downtown Core Area that warrant different land use and development policies related to their established character and their potential for future development; ‘The Downtown Core’ and ‘The Residential Quadrant’.

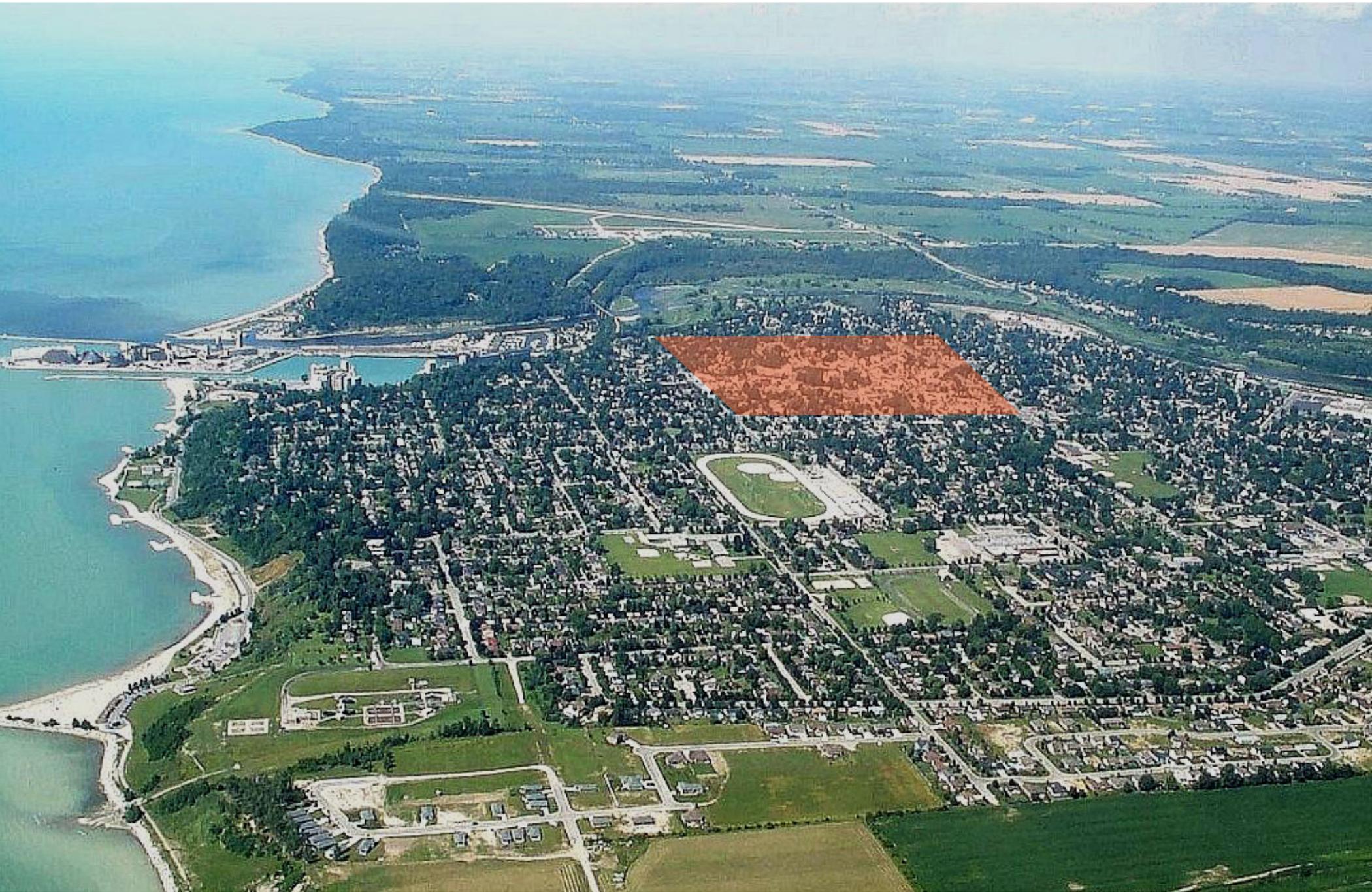
Within the Downtown Core area, the design recommendations include establishing a public art strategy in combination with enhanced planting in key locations around the outer square to create ‘Gateways’ to the Downtown Core. A reduction in the roadway width of the Square is recommended to allow the creation of an enhanced pedestrian streetscape and to promote a vibrant ‘Main Street’. Creating ‘Urban Squares’ at key intersections around the Square that may function as ‘Festival Plazas’ for pedestrians during community events and markets will also prioritize the pedestrian experience. Introducing groups of large canopy street trees at the eight intersections leading to the Square will frame views and create the sense of arrival upon entering the Square.

Respecting the heritage character of the Downtown Core is the primary consideration of the built form design recommendations of this report. The objective is to ensure that massing, height and design elements respond appropriately within their context. This includes consideration for such features as storefronts, doors, windows and signage along with recommendations that address setbacks, stepbacks and potential infill sites.

As the focus of the Square, Court House Park is an important public space where re-building efforts are to be focused in the immediate future. Its design is premised on four main proposals which include: the re-planting of significant numbers and sizes of trees to re-establish the historic character of the park, the creation of distinctly characterized outdoor ‘rooms’ which correspond to the four quadrants of the space, the re-establishment of the south building face as the main entrance (thereby relocating court services vehicular access to the north entrance) and the creation of a pedestrian walkway around the edge of the park that forms a ‘promenade’ around the Square. Inherent to the success of these recommendations is the principle that the park is a ‘car free’ zone, and a place for pedestrians and trees to thrive. Cars will continue to interact with the park space along its edge, where parking is permitted and where programmed events could take place as part of the animated and vibrant streetscape.

Working in tandem with the design recommendations for the Downtown Core and Court House Park, an overall planting strategy forms an important part of the Master Plan. This strategy seeks to re-establish a sustainable urban forest which is based on a successional approach that creates both short- and long-term canopies and on matching the right plant to the right location. Equally important to this precept is that healthy trees are dependent on healthy soil conditions. To this point, recommendations for amending poor existing soils and creating optimum soil conditions for long-term tree health are also provided.

The successful implementation of the Master Plan relies on the continued commitment and collaborative efforts of the Town, stakeholders and the community. A number of recommendations and action items are outlined to assist the Town in implementing this plan. These items identify requirements for financial funding and incentives, policy review and amendments, and stakeholder involvement. All of these items need to be carried out together in order to achieve the vision expressed in the Master Plan.



Aerial View of Goderich

Introduction 1.0



*Postcard Photograph of the original Court House in 1892,
J. G. Henderson, Goderich*

On August 21, 2011 a category F3 tornado ripped through the Town of Goderich, causing an incredible amount of physical damage and destruction in its path. Buildings, businesses, homes and hundreds of trees were severely affected. One of the areas greatly impacted was the Downtown Core, which is the dominant centre of institutional, economic, social and cultural activity in the Town.

As part of the Town's and community's efforts to re-build this important area, The Planning Partnership was retained to prepare a Master Plan for the Downtown Core and a Landscape Design for Court House Park through a public Request for Proposals and selection process. The primary purpose of the Downtown Core Master Plan and Court House Park Design is to provide a framework to guide future decisions concerning physical form and implementation within the public and private realms.

As such, this Project has two components:

- A Downtown Core Area Master Plan, consisting of a master plan and report that captures a vision for the Downtown Core, established through an interactive community and stakeholder engagement process. The Plan and Report provide urban design guidance on public and private realm elements, and outline a strategy for the implementation of these elements; and,
- A Court House Park Design, consisting of a set of plans and drawings illustrating the specific components of the Court House Park, including walkways, planting, landscape structures, and site furniture.

This Master Plan includes a combination of existing policies and procedures as well as recommendations for refinements and new policy and administrative approaches. This Plan also includes an array of conceptual and detailed design. The approach to this Plan for the consulting team was to articulate their recommendations for the revitalization of Downtown Goderich. It will now be the responsibility of staff and Council to interpret these recommendations and turn them into action – both in the short and long-term.



**PROJECT
AREA**

Introduction 1.0

1.1 Project Area

The Project Area, as identified on to the left, is the administrative and cultural hub of the community. It is also a mixed-use residential neighbourhood, with service, commercial and retail activity. The retail component generally includes smaller-scale stores that serve more ‘boutique’ functions.

The Project Area includes an eclectic mix of buildings – different styles, different scales and constructed in different eras. Land uses vary from single detached homes to apartments, offices, retail stores and Town Hall. The Project Area supports an inventory of historic buildings identified according to a consistent set of standards.

The Project Area includes a relatively large geographic area defined by Nelson Street, Victoria Street, Waterloo Street and Elgin Avenue, effectively the area referred to as the Downtown Core. Within this Area, three distinct districts have emerged that reflect the historic development pattern as it has evolved over the past century and a half. These districts are identified as:

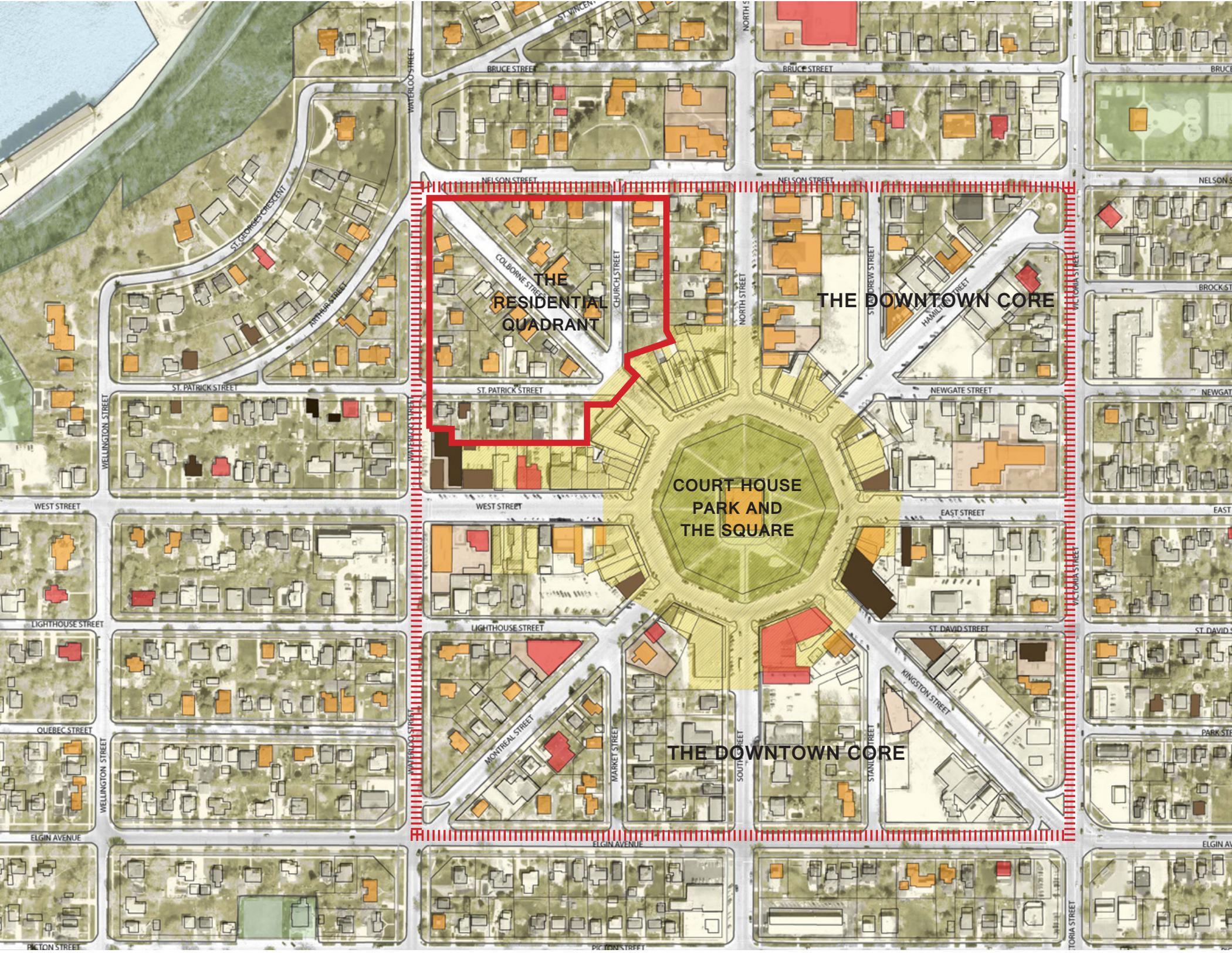
- Court House Park and The Square;
- The Downtown Core; and,
- The Residential Quadrant.

The redevelopment of The Square, The Downtown Core and, to a lesser extent, The Residential Quadrant will take place incrementally over the long-term. This redevelopment will respond to available funding, market forces, financial feasibility and political directions over many years.

To achieve continued success, it is imperative that a long-term commitment to revitalization and development is shown by the public sector, including the Town, the Province and, where appropriate, the Federal government.

The Project Area





**THE
RESIDENTIAL
QUADRANT**

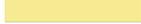
THE DOWNTOWN CORE

**COURT HOUSE
PARK AND
THE SQUARE**

THE DOWNTOWN CORE



LEGEND

-  **The Heritage Precinct:
'The Downtown Core Area' (Project Area)**
-  **Open Space / Parkland**
-  **Community Facility**
-  **Heritage Conservation Districts:
'The Square' and 'West Street'**
-  **Designated Heritage Properties**
-  **Potentially Significant Properties**
-  **Demolished Properties**
-  **Demolished Designated Heritage Properties**
-  **Demolished Potentially Significant Properties**

Context Map

1.2 Context

Goderich, a Town of approximately 8,000 people, is located in Huron County along the eastern shore of Lake Huron. The Town was incorporated in 1850 and became the County Seat in 1856 along with the construction of the County Court House at the centre of the park.

The park, originally intended as the Town's Market Square, is formed by an octagonal ring road which is referred to as 'The Square'. There are eight streets which radiate from the Square, all of which were originally laid out at one (surveyor) chain (66 feet) or one and a half chains (99 feet) depending on whether the street was designated 'minor' or 'major'

The Municipal Register of Cultural Heritage Properties (2009) identifies the Downtown Core Area as a Heritage Precinct containing a significant number of Designated Heritage Sites and Potentially Significant Sites. Both The Square and West Street are designated Heritage Conservation Districts.

Within the context of the significant cultural heritage features that are iconic of Goderich, the Master Plan will provide guidance on key initiatives for enhancing the public realm and re-establishing the built form. This direction will assist the community in the rebuilding process.

The most unique feature of the Downtown core is "the Square" – actually an octagon – within which is Court House Park. The heritage significance of this area has been recognized through designations of individual properties and districts under Provincial legislation. Damage resulting from the tornado has significantly altered the appearance of this precinct and the Master Plan seeks to promote rebuilding while respecting the heritage character of the area.

Defining the heritage character of what the Provincial Policy Statement would term a "cultural heritage landscape" begins with a brief history of the Downtown's development, upon which the Master Plan policies and guidelines are based. Reference will also be made to the Heritage Conservation District Plans that cover the Court House Park and Square portions of the Master Plan study area.

The following text is taken from the primary local history document “Memories of Goderich: the Romance of the Prettiest Town in Canada” by Dorothy Wallace (1977; no publisher or place of publication noted).

Origins of the Downtown’s Design

Goderich was designed as model town, one of the few built in Canada, and certainly one of the earliest. While working for The Canada Company, a 19th century precursor of today’s multinational development corporations, John Galt founded Goderich in hopes that the Town could serve as a shipping port. Galt arrived at the inlet at the mouth of the river and deemed the location appropriate for docking ships. Meanwhile, his colleague William ‘Tiger’ Dunlop had arrived at the same location by land and had constructed a small cottage – the first building in what would become the Town – as he also found the site conducive to developing a new settlement.

The Canada Company laid out the town based on an idealized plan taken from European designs first promoted during the Renaissance. Whereas the town began in the late 1820s as an informal settlement around the harbour, the Canada Company laid out the formal pattern in the 1840s and the town centre moved uphill and eastward. Company plans show the outline of an octagonal “square”, but commentators at the time record that the site remained in an undeveloped state (“stumps and brambles”) until after Town’s incorporation in 1850. According to text in Tour #1 of the Town’s series of walking tours, the streets radiating from the square, as well as the street around its circumference, were laid out by surveyors retained by the Company. The minor streets are 66 feet wide, corresponding to the length of a surveyor’s chain, while the major streets, including the one around the square, are 99 feet wide, or a chain and a half. No lane divisions or demarcation of sidewalks or boulevards are evident on the early plans.

Key public buildings were built to establish the town’s institutional framework. One of the earliest was the County Jail, built in 1839–41 us-

ing an octagonal design with a central hub and radiating cell blocks.¹

The Jail was built overlooking the river, north of the Downtown Core, and it was not until 1856 that the other important public building, the County Court House, was built. Its importance for the Town and the County was asserted by its placement in centre of the Downtown, in the Square.

But the central part of the Square had been intended for purposes other than judicial ones. The same year that the Court House was being built, the Canada Company deeded the Square to the Town as a market place, not a place for a civic building, and took the Town to court for building a Court House there. The Company won in court but was defeated by a special act of the Provincial legislature permitting the Court House use. A Court House and park have occupied the centre of the Square ever since.

As is evident from historical photographs (see to right), the Court House was an ornate structure intended to impress and to establish the urban character of the newly developing Downtown Core. A clock and bell were added to the tower in 1878. This building dominated the downtown core and its skyline until it was destroyed by fire in 1954. It was replaced by the current, more restrained structure, at which time the orientation of the entrances was shifted north-south instead of east-west, for reasons unknown.

Civic Improvements

Early photographs indicate that the rest of the Square appears to have been cleared and leveled by the time the Court House was completed, with street trees planted by the time of Confederation. These images show a chain fence (with

¹ The Court House design is based on a model jail layout promoted by English prison reformer Jeremy Bentham, and was widely used in British Empire and American jails of the time (including Kingston Penitentiary). The uncanny resemblance between the Goderich Gaol design and that of the Square may be mere coincidence, as may be the octagonal shape coinciding with the eight letters of the town’s name, or it may have been deliberate. Certainly an octagon is a very unusual shape for a town “square” and has few precedents beyond a utopian town layout found in Northern Italy and in unbuilt town designs from the Renaissance.

Introduction 1.0

wooden supports) erected to keep out (or in, depending upon the account) roving livestock: turnstiles were installed at entrances to the pedestrian walkways radiating from the Court House. Public toilets were provided, in privies adjacent to the building, enclosed by a high board fence. In 1858, shortly after the Court House's completion, the Square was the setting for a major ceremony welcoming the Governor General (the event was considered of sufficient international importance to be recorded in an image shown in the London Illustrated News). In 1867, a ceremony (with bonfire) was held in the Square to commemorate Confederation.

These photographs also record other structures in the park. The largest was a wooden market structure – the Town created a market in the Square after all – located at the Colborne Street corner. The structure appears to have been in place from the time of the Court House construction to 1879 (when it was removed in response to complaints about fees charged and about its appearance). On various special occasions, temporary ceremonial arches were created in or near the square, including one in 1874 made of salt barrels. At various times, buildings around the Square were decorated with bunting and garlands and the parade route circumnavigated the Square. During parades, the roadway was closed to vehicular traffic except for parade floats and processions.

Goderich prospered in the mid-19th century and buildings constructed in the downtown reflected this prosperity. Over the rest of the century, the use of common materials and similar architectural styles created a harmonious urban setting around the Square, as did a generally uniform height. The municipality added various urban improvements to the public realm, beginning with plank sidewalks around the Square and on side streets, and electric streetlights (1887). Paved sidewalks appeared in 1909. Improvements to the Park included horse chestnut trees planted around the rim and a canopy of large deciduous trees growing within. The Park also became a place of public commemoration with the erection of the WWI war memorial in 1919. Framing the Park was a remarkably cohesive streetscape of handsome late 19th century commercial structures. A major fire in 1873 destroyed 13 of the early, mostly wooden, buildings and led to a major reconstruction. By 1910, all buildings around the



Postcard Views of Goderich, 1995. Montreal Street to South Street. p.115



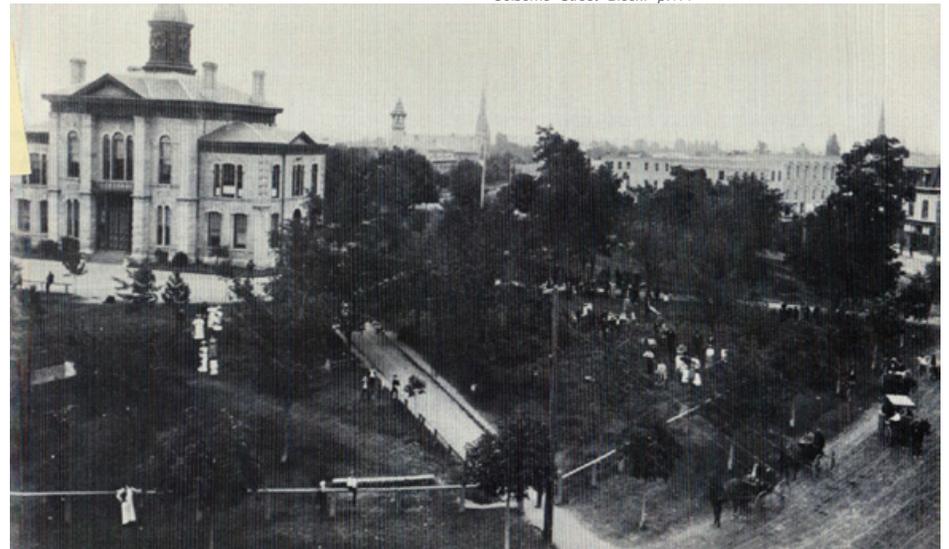
Postcard Views of Goderich, 1995. Decorations for Old Home Week of 1921 - Montreal Street to West Street p.115



Postcard Views of Goderich, 1995. Kingston Street to South Street. p.115



Postcard Views of Goderich, 1995. 1921 Goderich Old Home Week with the Square decorated for the festivities. North to Colborne Street Block. p.114



Postcard Views of Goderich, 1995. The park around the Court House was a popular place. Since livestock roamed the streets, the park was fenced off with turnstiles at each walkway to allow for pedestrian traffic through the park. p.21

Square were brick clad.

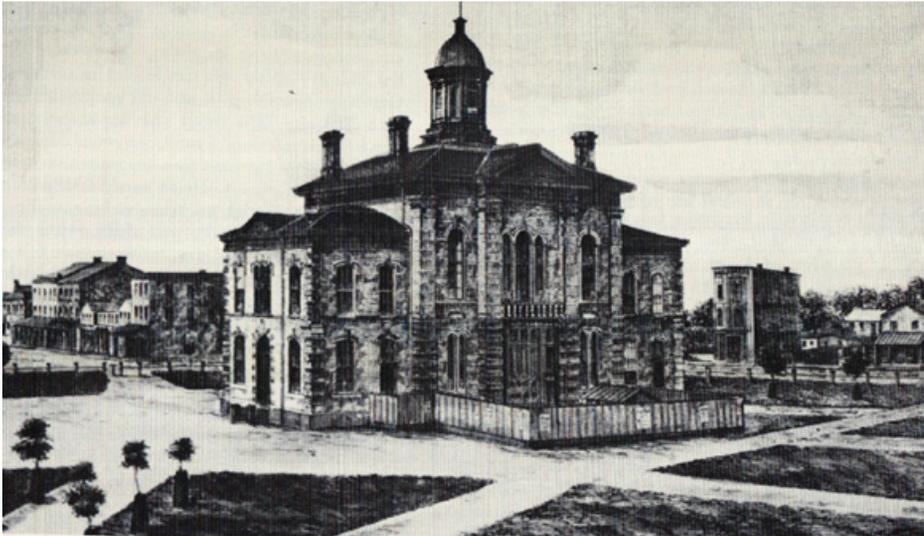
Evolution and Conservation

The cohesive style and massing of buildings surrounding the Square was intact until after WWII. As was a common trend throughout the Western world following the War, older buildings were not valued as communities strove to embrace new ways and new styles. The requirements of motor vehicles began to dominate downtowns. While Goderich's generous street widths could accommodate plenty of on-street parking along with through traffic, its buildings were not always suited to contemporary needs or fashions. They were also vulnerable to the elements, having had little investment in them since the start of the Depression. The first loss of an original 19th century building came in 1956, with the demolition of the British Exchange Hotel. Others followed, and it was only in 1975 that there was an attempt to recognize the importance of the Square's buildings, in this case, through a comprehensive repainting scheme. By the early 1980s, the municipality began to formally recognize the heritage significance of its downtown and, in 1993, designated the Square and most of the first block of West Street as Heritage Conservation Districts under Part V of the Ontario Heritage Act (By-laws 21-1993 and 71-1993, Christopher Borgal Architects).

These two Plans provide design guidelines for conservation and rehabilitation of the buildings within these areas. However, the Plans do not contain guidance for treatment of the Park, nor do they provide responses to the type of catastrophic losses resulting from the tornado other than to provide guidelines for new infill. Because they were created prior to the major changes in Ontario's heritage legislation brought in as part of the 2005 revisions to Provincial planning regulations, they are missing some policies and guidelines that are needed in establishing the planning and design principles and guidelines for the current Master Plan. The following text is intended to fill that gap while respecting the intent of the two Heritage Conservation District Plans.

Draft Heritage Character Statements

As stated in the West Street Heritage Conservation District Plan, Section 2, the objective of designation is "to maintain the character of the building groups by recommending growth in a manner compatible to [sic] the scale and character of the existing streetscape. As well, alterations, renovations and restorations sympathetic to the heritage qualities of the district would be encouraged." The next section is a preliminary attempt to define the heritage character of the Square and Park using the format and terminology reflected in the 2005 changes to the Ontario Heritage Act. More detailed descriptions of the heritage attributes of individual properties are found in the guidelines attached to the designating by-laws.



Memories of Goderich, 1977, Dorothy Wallace, Writer and Editor, p.49

The Square and Court House Park

Summary Statement of Cultural Heritage Value or Interest

This unique octagonal layout contains a major public space (park and Court House) and is bounded by a somewhat intact late 19th century commercial streetscape, from which radiates a formal street pattern.

Summary of Heritage Attributes

- Surviving 19th and early 20th century buildings
- Generally uniform massing, materials and setbacks
- Radial street pattern
- Octagonal layout
- Central park with Court House
- Wide streets (99' on perimeter street; 66' on radiating streets)
- Associations with the Canada Land Company

West Street

Summary Statement of Heritage Attributes

This early extension of the downtown core was an important link to the harbour and railway station and contains some of the Town's earliest commercial and institutional buildings.

Summary Description of Heritage Attributes

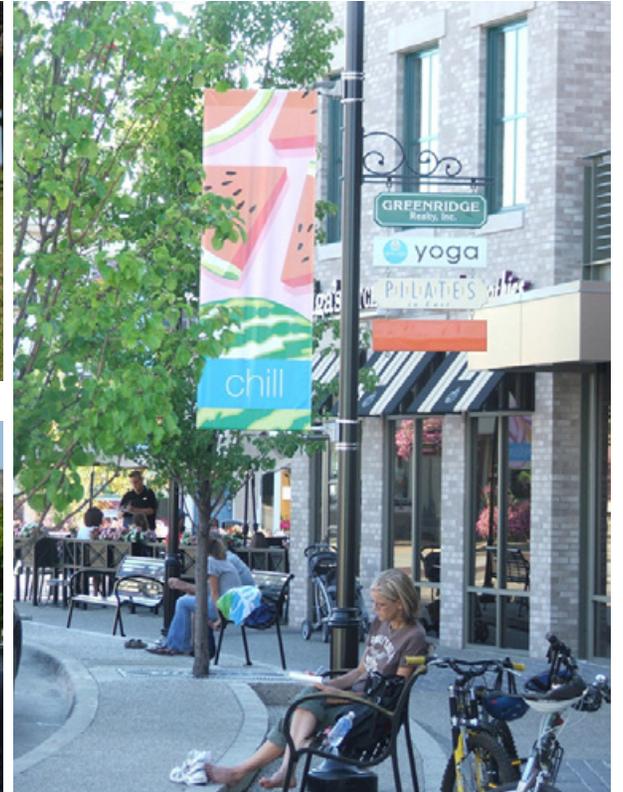
- Concentration of important early commercial and institutional buildings
- Associations with the early commercial development of Goderich



Memories of Goderich, 1977, Dorothy Wallace, Writer and Editor, p.80



Otenco Station, Hillsboro, Oregon



Grand Rapids, Michigan



The Farmer's Market, Goderich, Ontario



Remembrance Day Parade, Goderich, Ontario



35 South Street, Polley's Livery Stable
The building was built in 3 stages, 1840s-1878



View of Court House, Goderich



Harbour Park, Goderich

1.3 Study Objectives

This Master Plan intends to make The Project Area a focus for investment in the years to come. The objectives of this Master Plan are to:

1. Identify the current structure and state of repair of The Project Area and determine where new development activity, and particularly public investment should be focused.
2. Provide clear Guiding Principles, Policies and Design Guidelines that:
 - protect and enhance the character of The Square as a public space to be enjoyed by residents and visitors alike, while accommodating the important Court House function;
 - promote The Downtown Core as a focal area for investment in commercial, institutional, cultural, entertainment and residential uses; and,
 - ensure that redevelopment is compatible with existing development patterns both within The Downtown Core and within the adjacent Residential Quadrant. Compatible development is development that may not necessarily be the same or similar to the existing buildings in the vicinity, but, nonetheless, enhances an established community and coexists with existing development without causing any undue adverse impact on surrounding properties.
3. Create new programs, planning and/or financial mechanisms to ensure a high standard of urban design while reducing the costs of redevelopment and reinvestment in The Project Area.
4. Enhance the appearance and encourage a high level of property maintenance for buildings and their surroundings.
5. Ensure that public improvement projects are undertaken within an overall design and implementation program that is consistent with the policy objectives of this Master Plan.
6. Encourage the municipality to work with other government agencies and the private sector to promote innovative housing forms and development techniques in The Project Area. These will facilitate appropriate redevelopment and new investment that is acceptable to the residents and business community of Goderich.



Goderich Community Workshop, January 12, 2012

1.4 Study Approach and Process

It is important to note that prior to the devastating event in August 2011, the community was already experiencing a challenging economy, most obviously reflected in the Downtown Core Area. A number of existing studies have been prepared that speak to and provide recommendations on how to address this situation, including:

- Initial Viability Review – Goderich Business Improvement Area (2011)
- Preliminary Theatre Feasibility Study (2011)
- Goderich BIA Strategic Plan (2010)
- Downtown Core Community Improvement Plan (2008)
- Business Retention and Expansion (2007)
- Downtown Goderich Trade Area Report (2006)
- The Economic Development Marketing Strategy for the Town of Goderich (2005)

This Master Plan takes into consideration the findings and conclusions of these reports, but recognizes that the aim of the study is to guide the rebuilding of The Downtown Core with consideration for establishing an environment that supports, encourages and promotes community vitality. In this regard the Master Plan focuses on public realm beautification and redevelopment opportunities related to urban design, built form and site planning.

In addition to reviewing these background reports and existing policies the Consultant Team undertook a number of key tasks that included:

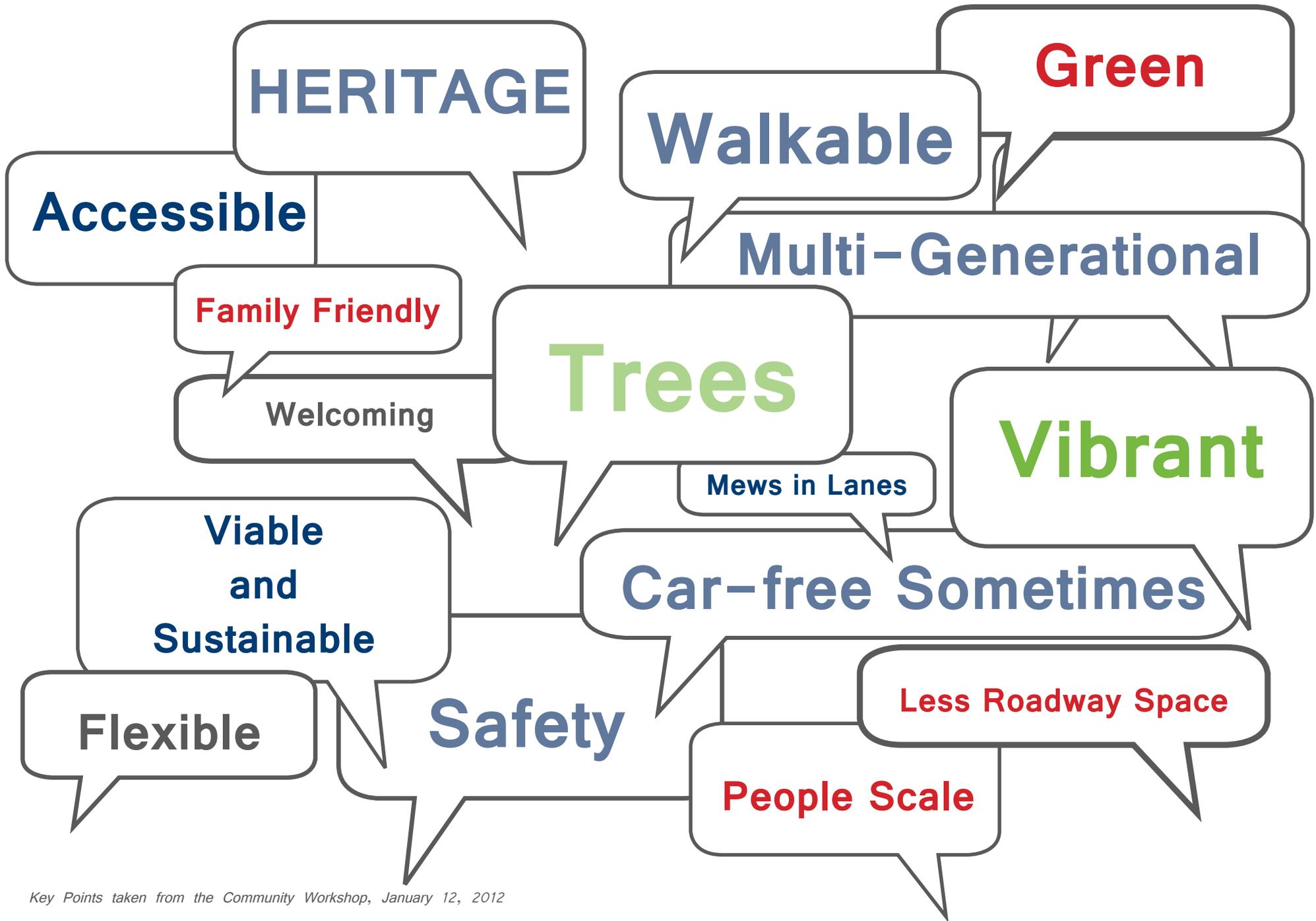
- Meetings with the Rebuild Planning Advisory Steering Committee;
- Site investigations with respect to:
 - The condition of downtown trees;
 - The character of existing streetscapes;
 - The character of existing built form; and,
 - The status of building demolitions

- The preparation of design concepts and draft reports leading up to this final report, and
- Facilitating and leading a community workshop to develop a vision and principles that would serve as the basis for the Master Plan and Park Design.

The community workshop took place over three days, from January 12 to January 14, at the Royal Canadian Legion Hall, located on Kingston Street. In addition to working meetings with the Steering Committee, the Local BIA, Chamber of Commerce, the Heritage Committee, and the Environmental Committee, over one hundred members of the community came to the workshop each day to share their experiences and ideas with the team. Generally, the ideas expressed were similar in their desire to realize a better downtown area as the cultural, economic and civic centre of the community.

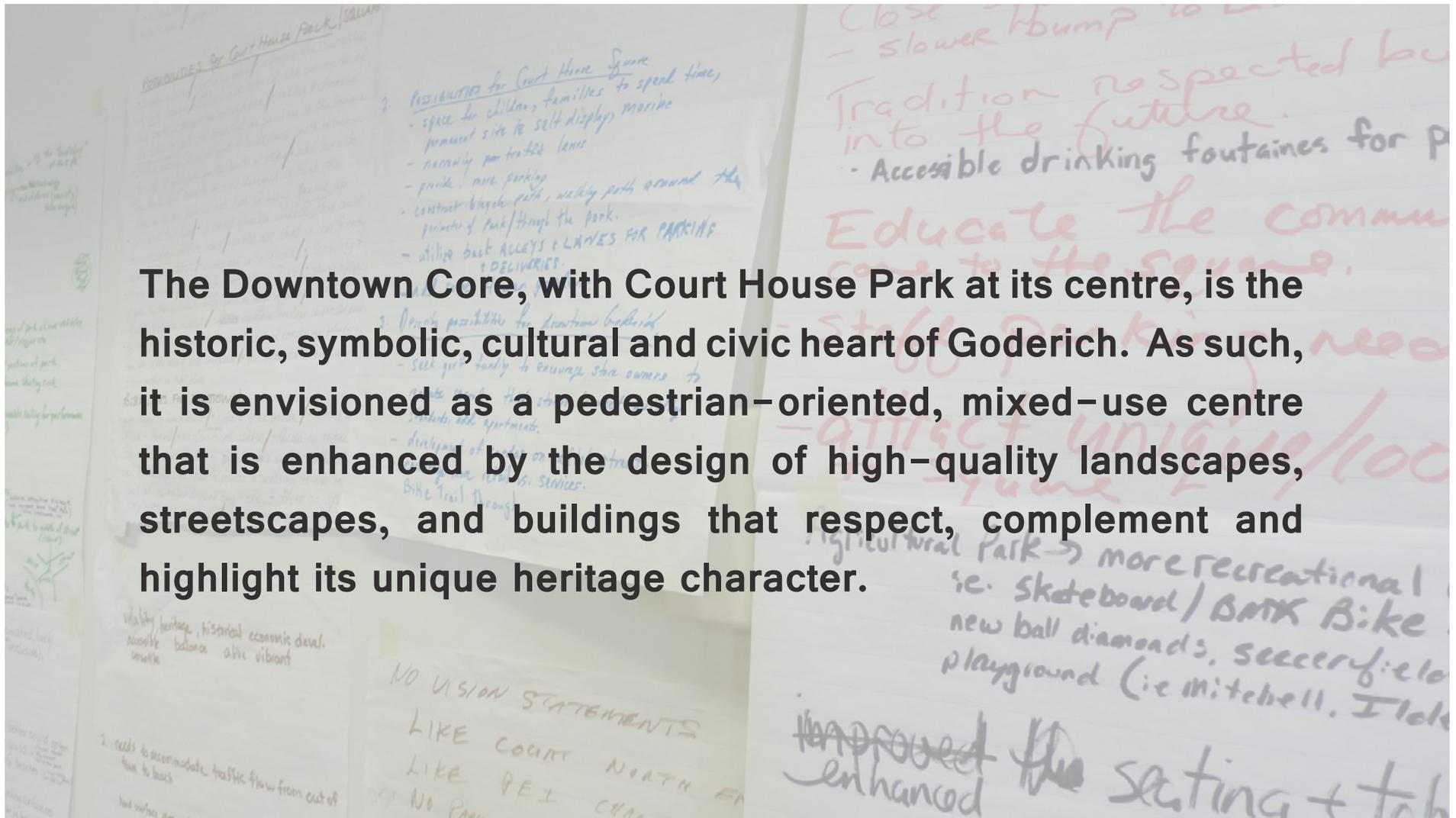
At the conclusion of the workshop some of these ideas were incorporated into preliminary concept plans and designs that would comprise the first step towards developing the Downtown Core Master Plan and Court House Park Design.

Over the course of the following six months, these plans and designs were refined and explored further, with continued input from the Steering Committee. This process culminated in the Plan and designs that are presented in this report. The Master Plan builds upon the outcomes of the workshop, incorporates best practices in the fields of urban design, architecture, planning and arboriculture and synthesizes shared ideas for pedestrian-scaled streets, the heritage character of the core, civic identity and sense of community expressed in the form and function of the Downtown Core. Some of these ideas, captured on the following page, are inherent in the ‘Vision Statement’ and supporting ‘Guiding Principles’ that follow.



Key Points taken from the Community Workshop, January 12, 2012

1.5 Vision Statement



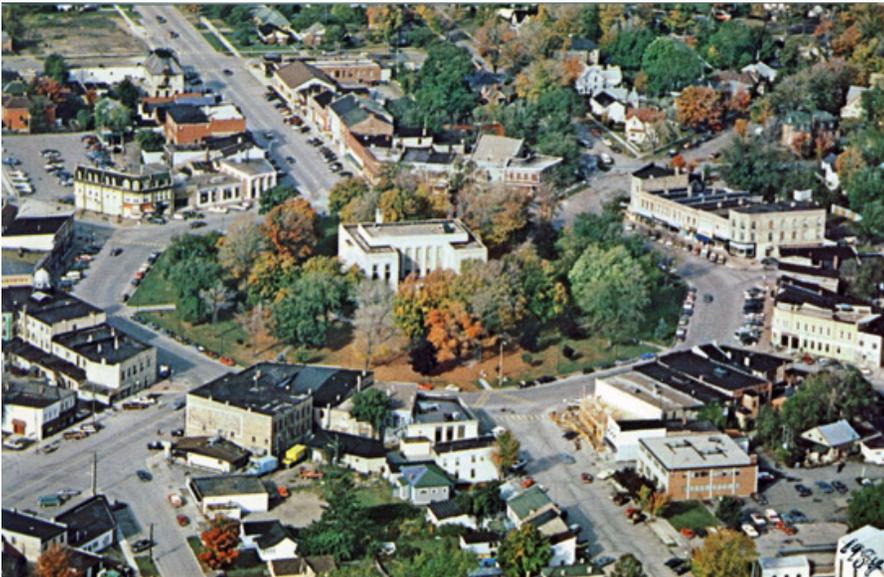
'Vision' Statements from the Community Workshop, January 12, 2012

1.6 Guiding Principles

1 Implement Special Rules and Privileges for the Downtown Core Area

The Downtown Core Area is a special place warranting special rules and privileges. It is the historical, symbolic, cultural, and civic centre of the community. It is a place where people are able to live, work, shop, play and come together as a community.

Its function and role within the community should be maintained, enhanced and promoted through designs and policies that balance the needs of public and private development.



The Square, Postcard, 1984. Goderich, Ontario

2 Reinforce and Enhance the Character of the Downtown Core Area

The character of the Square and Court House Park relates primarily to the unique octagonal shape and radial street pattern. The Park has always been the symbolic centre for the Town and County, for recreation, memorization and celebration, and the Square the traditional commercial precinct. West Street has served as the link between the Downtown Core and the harbour area, with its port, industries and railway station. It is also the site of key municipal institutions. Protection of the important heritage resources within these parts of the Downtown Core has been secured through designation of the Square and Park, as well as a block of West Street, as Heritage Conservation Districts.

The tornado has been the most radical of the changes affecting this area, but since the mid-19th century, fires have claimed the Court House and many of the surrounding buildings, and there have been demolitions due to changing economic conditions.

However, the basic urban structure remains of street widths, block dimensions, and the configuration of Park and Square remains the same, as do many of the late 19th century structures that ring the space. Recognizing these underlying patterns and reinforcing them through conservation and ensuring harmonious infill will be the primary heritage goals of this Strategy.



Streetscape, Goderich, Ontario



37-41 West Street, Goderich, Ontario



92 Court House Square, Bedford Hotel, Goderich, 1896

3 Make Pedestrians the Priority in the Downtown Core



Collingwood, Ontario



New Haven, Connecticut



Goderich, Ontario

In many communities across southern Ontario, animated and lively street environments contribute significantly to the commercial success of main streets. This is due to the increased foot traffic – vital to retail – that is generated by safe, visually pleasing and pedestrian-scaled streetscapes. People are naturally drawn to places that make them feel comfortable and to places where others are gathered.

A strong message that came through during the Workshop was that residents valued the ability to walk within the Downtown Core and would like to see The Square developed to be more pedestrian-oriented.

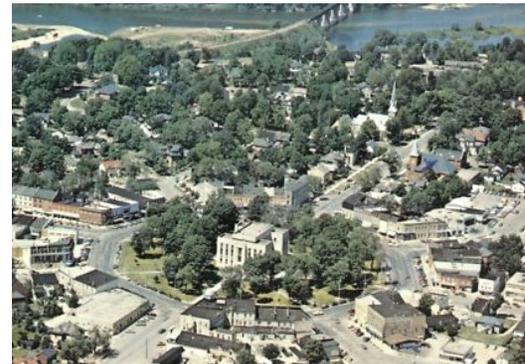
Key to the pedestrianization of the Downtown Core is ensuring that pedestrians, vehicles and cyclists co-exist in a safe and accommodating environment and that the sense of scale and sense of place is created with pedestrians in mind.

4 Enhance Wayfinding and Orientation; Strengthen Connections to Cultural Amenities and Open Space Features

The way by which one experiences a place or space is strongly related to the manner in which they view, navigate through and interact with their surroundings. In order to promote a positive experience, pedestrians, motorists and cyclists must be able to navigate through their surroundings in a safe and pleasant manner. Further, they need to know where they are, where they would like to go, and where special places and places of interest are located.

The notion of orientation and wayfinding is in large part dependant on the series of visual cues and references that mark points in space. These could include, for example, buildings, parks, signage, streets or any combination of these elements; these visual references contribute to creating a ‘sense of place’ which is one of the fundamental urban design objectives in developing communities.

Two key points were made in the Workshop with respect to the notion of ‘sense of place’. These were that the ‘cues’ currently found in and around the Downtown Area seem to promote people leaving rather than arriving and that the existence of The Square is not evident beyond the immediate Downtown Core.



Postcard ‘Goderich, Ontario, The Prettiest Town in Canada’



The Pillars, built in 1929 to commemorate the opening of the Huron Road, Highway 8 to Stratford, and the 100th anniversary of the founding of Goderich and the Huron Tract (1827)

5 Establish a Sustainable Urban Canopy (Forest)

Perhaps the most meaningful way to create comfortable pedestrian spaces is by creating an urban tree canopy or forest. At their most basic, trees provide shade, protection from wind and rain, and help define and delineate space and spatial relationships. However, a healthy urban forest also has greater and more specific benefits in communities; including the economic benefits of trees enhancing property values and improving business adjacent to retail uses, and the ecological benefits of providing habitat or food sources for local and migrating birds and wildlife, reducing the urban heat island effect, and mitigating stormwater runoff.

Goderich must be cognizant of the fact that the benefits of urban trees are exponentially magnified when they are mature, and have large, connected canopies.

‘Bring back the trees’ was a message that was repeated countless times in the Workshop and it became evident that a treed Square and tree-lined streets were an integral part of the community’s desired identity. To this end, the Master Plan report prescribes strategies to reforest Goderich in a sustainable manner.



Historic Photo, Date unknown

6 Make Trees the Priority in the Park

Court House Park was, in more recent history, a landscaped park ringed almost entirely by mature deciduous canopy trees within the Square and by Horsechestnut Trees around the outer rim of the Square.

One of the strongest messages expressed by the community during the Design Workshop was the desire to see large canopy trees within the Park again. Residents described sitting with friends on benches under trees, strolling along tree-lined walkways and plantings that make the park feel lushly landscaped.

To achieve this vision of the Park as a landscaped and treed space, one of the most important recommendations is to create an environment where trees and plants can thrive. The compaction of soil in the park due to vehicular and other uses as well as salt accumulation, have, over time, compromised its ability to support optimum plant growth. This report provides strategies for improving existing soil conditions and maintaining a healthy environment within which trees will thrive.



Goderich Economic Development Banner, Goderich Website

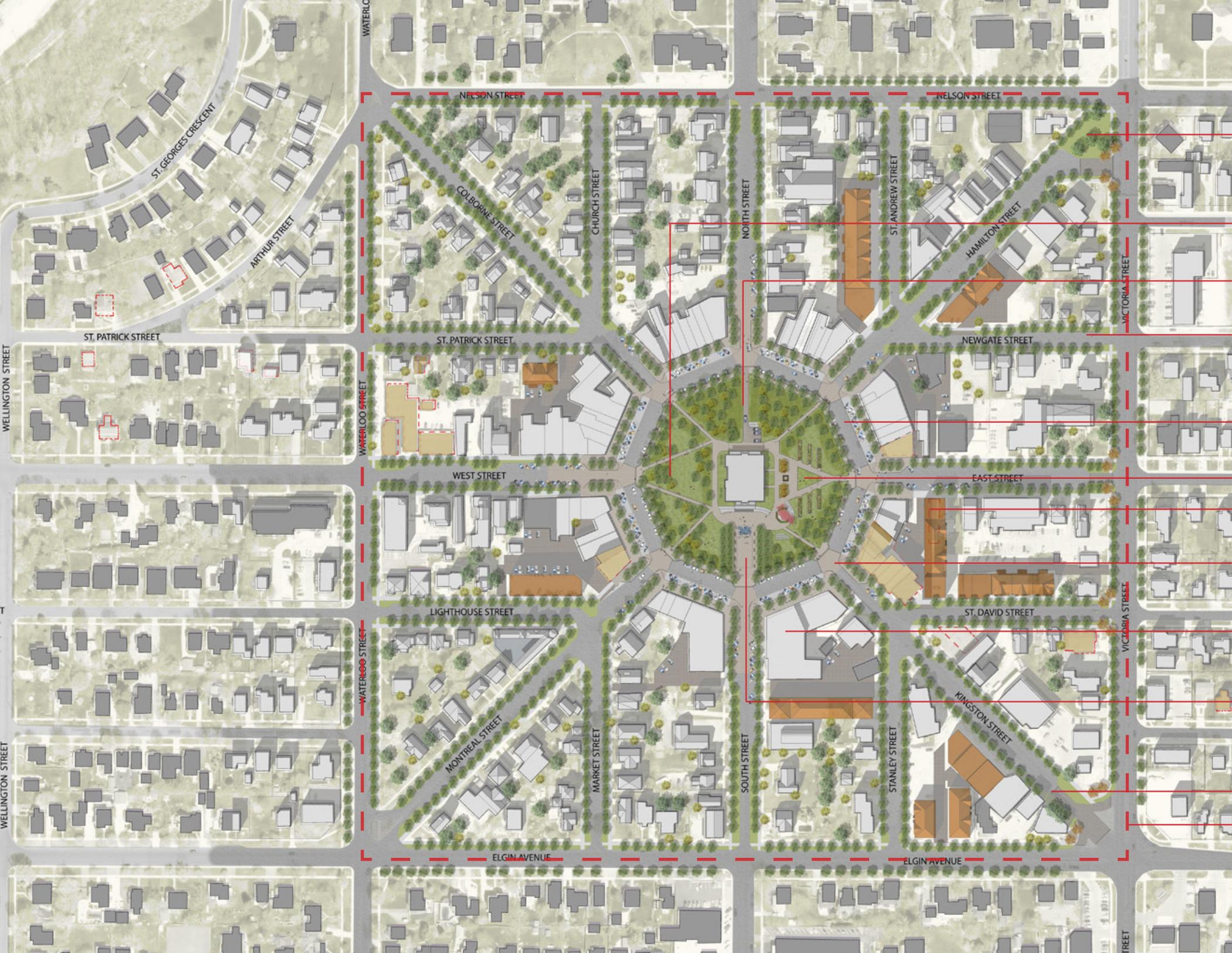
7 Design and Construct New Buildings to become Future Heritage

The Municipal Register of Cultural Heritage Properties identifies the Downtown Core Area as a Designated Heritage Precinct, including a number of Designated Heritage Sites. Similarly, the Square and West Street are identified as Heritage Districts. Together, they define the unique heritage character that is associated with Downtown Goderich.

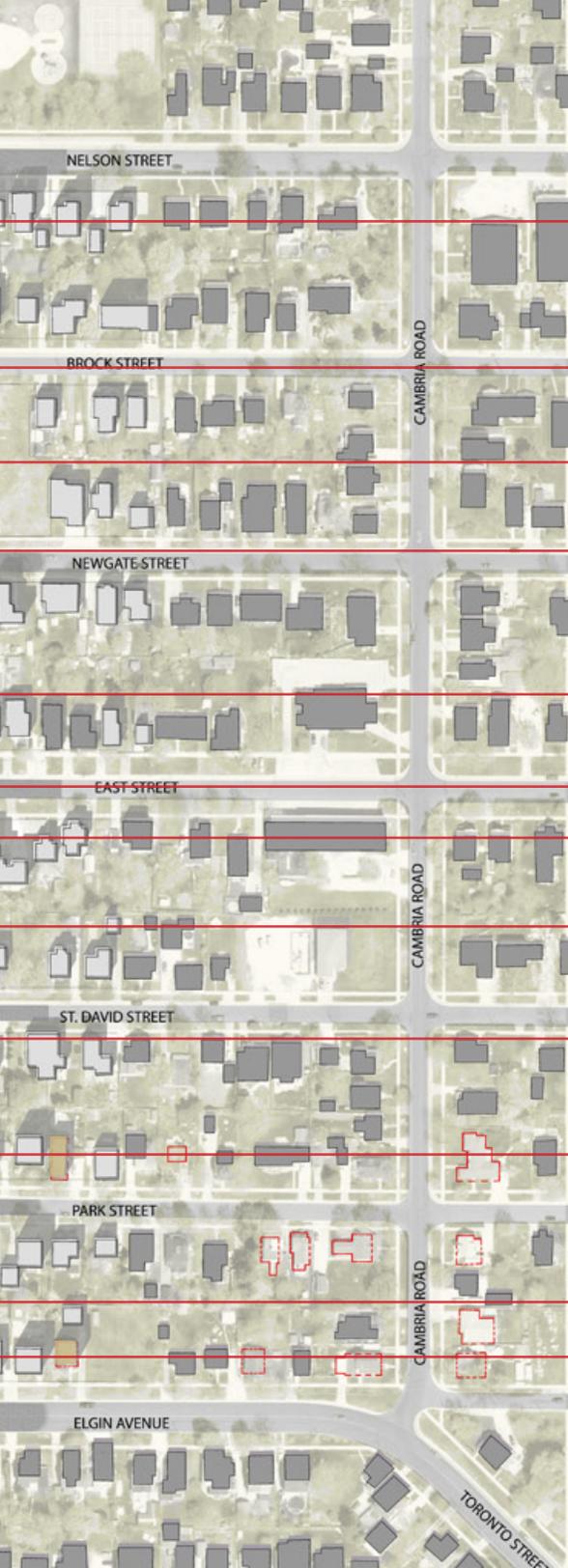
In many historic downtowns and main streets, where heritage features prominently, the challenge for architects, planners and urban designers is one of protecting and maintaining the heritage character while allowing new development to occur.

Current thinking suggests that replicating heritage buildings using available contemporary technologies and materials results in poor substitutes for, and takes away from, the integrity of the original buildings.

New buildings in the Heritage Precinct can contribute to the overall Downtown Core by highlighting heritage sites, through contrast and juxtaposition and by reinforcing the street edge through the incorporation of key elements and materials and through the adherence to consistent scale, height, massing and setback criteria.



Introduction 1.0



Gateway and Public Art

The Lawn

The Grove

Secondary Streetscape

The Square and Promenade

The Commemorative Gardens

Infill Opportunities

Festival Plazas

Heritage Building Design
Principles

The Plaza

Primary Streetscape

Project Area



28 Nelson Street West



Goderich Market



Goderich Winterfest



Goderich Market, Court House Square



54 Colborne Street



Goderich Market



Goderich, Ontario



9 Victoria Street South



Goderich Beach

Planning Policy Approach 2.0

It is the intent of this Master Plan to support economic revitalization of Downtown Goderich within a context of historic preservation, while at the same time recognizing that adaptive reuse, redevelopment and intensification can be accommodated.

It is also the intent of this Master Plan to ensure that redevelopment/new development will be appropriately designed, and will be compatible with the existing urban form.



View of the Square, January 2012

2.1 The Downtown Core Area

Permitted Land Uses

1. It is important to remain flexible in permitting all of the varying land uses that are typical of a vibrant Downtown, while being equally restrictive of those uses considered to be inappropriate in an evolving urban setting. Permitted uses on lands identified as The Downtown Area on Map 1 include:
 - dwelling units located on the second storey, and/or above, of all building types at ground level;
 - commercial uses including financial institutions, offices, retail stores, restaurants, personal services and funeral parlours;
 - tourist accommodations;
 - institutional uses, including places of worship;
 - cultural, recreational and entertainment uses;
 - urban squares/festival spaces; and,
 - public uses and public and private utilities.

- any retail store with a Gross Floor Area in excess of 4,000 square metres; and,
- automotive-oriented uses of any kind (sales, service, gas stations).



View from the Square, Goderich, Ontario

Prohibited Land Uses

1. The following land uses are prohibited within the 'Historic Main Street' designation:
 - drive-through facilities of any kind;
 - stand-alone retail plazas and/or individual stand-alone retail stores;

Planning Policy Approach 2.0

At-Grade Uses

1. The provision of community services, restaurants, cafes, stores and display windows at-grade provides visual interest, encourages active transportation, enhances retail viability and contributes to a safer, more vibrant pedestrian environment:
 - buildings shall be designed in a manner that contributes to vibrancy and, where possible, provides an active use at-grade in order to promote pedestrian activity; and,
 - at-grade uses will change over time to adapt to a variety of community needs. As a result, the floor-to-ceiling height of ground floors for all buildings should generally be sufficient to adapt to all typically permitted uses.
4. Density can also be used in defining the amount of development permitted on a lot. However, density as a planning tool used by itself will not ensure that any specific built form will be produced. As such, density will be considered a product of the relationship between built form, height and lot coverage and will not be specifically regulated in this Master Plan.
5. Parking shall not be located in the front yard of any building within The Downtown Area.
6. All development within The Downtown Area shall be compatible with development on adjacent properties.
7. All development within The Downtown Area shall be subject to Site Plan Control, and shall be carried out in conformity with the Design Policies for the Downtown Area, and the other applicable policies of this Master Plan.

Development Policies

1. An array of housing and building types is encouraged throughout The Downtown Area. It is the intent of this Master Plan to use existing built form as the key determining factor for the types of development permitted in each land use designation.
2. Within the The Downtown Area, the minimum building height shall be two (2) storeys or equivalent. The maximum building height shall be six (6) storeys. Taller buildings may also be considered subject to appropriate impact mitigation techniques being employed, including enhanced landscaping, angular planes, step-backs and/or setbacks, to the satisfaction of Council.
3. Within The Downtown Area, new buildings above 2 storeys shall be required to articulate the historic 2 storey building height, either through architectural detailing, or with a building step-back above the second storey, to the satisfaction of the Council.

Parking Requirements

1. It is the intent of this Plan to ensure an appropriate supply of parking, both vehicular and bicycle, throughout the Downtown Area. Council may consider implementing into Zoning By-laws a range of parking ratios within each of the designations in the Downtown Area.
2. The following policies will be used in establishing an appropriate parking supply within The Downtown Area:
 - Council shall provide public parking areas (on-street parking, surface lots and/or structured parking facilities) within The Downtown Area to increase the supply of parking for bicycles and automobiles;
 - where new development is proposed within 250 metres of an existing public parking facility, Council may reduce the minimum parking requirement, identified in the Zoning By-law in recognition of the enhanced public parking supply;
 - given the substantial supply of public parking within The Downtown Area, new retail commercial or office space development shall not be required to provide on-site parking. New residential and new tourist accommodations/hotels shall be required to provide on-site parking or a reasonable alternative, in accordance with the zoning By-law and subject to approval by Council.
 - where a development proposal is unable, or does not wish to provide all of the required parking spaces, Council may accept cash-in-lieu of parking spaces. The minimum parking requirement shall be used to calculate any parking space deficiency.
 -

The cost of each parking space shall be established by Council, and may be waived for any specific development, at the discretion of the Council. The funds raised through this provision shall be utilized by the Council solely for the purchase of property for public parking and/or the building of public parking within the boundaries of The Downtown Area.



Angled Parking



Half Underground Parking



Street Parking



Underground Parking

Parkland Dedication

1. All redevelopment activities that are the result of the tornado shall be exempt from any parkland dedication requirement.
2. All new development within the Project Area shall be subject to the parkland dedication requirements of the Planning Act, except that the alternative parkland dedication requirement provided in the Planning Act of 1.0 hectare per 300 dwelling units shall not be applied.
3. Council may accept cash-in-lieu of parkland dedication on any application for new development. That cash-in-lieu contribution will be used to enhance the public realm within the Project Area.

Site Plan Approval

1. All development that creates new buildings, or new Gross Floor Area in excess of 15 percent of existing Gross Floor Area within the 'Downtown Area' shall be subject to the Site Plan Control provisions of the Planning Act. Where Site Plan Control is required, no building permit may be issued by the Council without first reviewing the development application in the context of all the principles and regulations identified within this Plan.

The Council shall utilize the Site Plan Approval process to the maximum extent permissible by the Planning Act. Specifically, the Council may consider matters related to exterior design, including, and without limitation to the character, scale, materials, colour, appearance and design features of buildings for all development in the 'Downtown Area'.

Live-Work Units

1. Live-work units include the potential to integrate small-scale commercial or retail uses at-grade, in combination with a residential unit. They are typically within a townhouse built form.
2. Live-work units may be located anywhere within The Downtown Area, with the exception of properties that abut St. Patrick Street, Church Street and Colborne Street.
3. Home occupations are permitted in all single-detached dwelling units within The Downtown Area provided the use is of an accessory and subordinate nature and does not substantially alter the residential nature of the property.

Bed and Breakfast Establishments

1. New bed and breakfast establishments are permitted within existing single-detached dwelling units in The Downtown Area. The implementing Zoning By-law and/or Site Plan shall ensure that:
 - the use shall not have a negative impact on the privacy of neighbouring properties; and,
 - adequate parking facilities are available on the lot for the proposed use and parking should not be located in the front yard of any buildings.

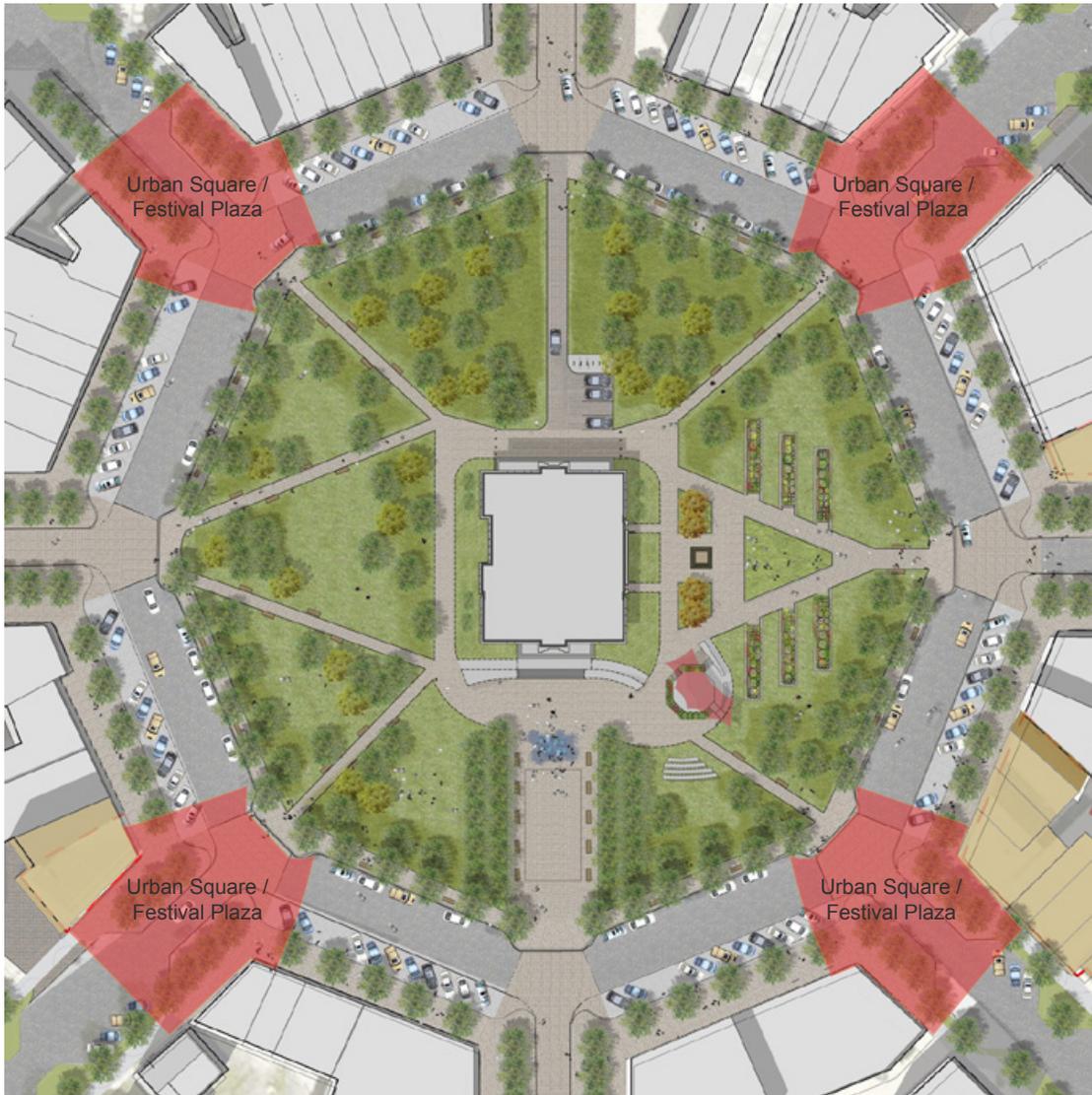
Places of Worship

1. Places of worship shall be high quality landmark buildings.

Urban Squares / Festival Plazas

1. Urban Squares/Festival Plazas represent the smallest parks and are intended to provide visual amenity and minor open space areas and/or linkages within The Downtown Area. Urban Squares/Festival Plazas are expected to be designed and developed to recognize their unique function and their surrounding context.
2. Urban Squares/Festival Plazas shall be located on visible road frontages and their entries should be clearly defined through landscape treatment and built form elements. The design should provide a focal area or feature that gives character and provides for a range of passive and informal uses. The following shall apply to the development of urban squares/festival spaces throughout The Downtown Area:
 - urban squares are intended as formal pedestrian spaces, in support of the adjacent higher density, mixed use development;
 - an urban square shall generally have a minimum frontage on the abutting sidewalk of 5.0 metres, and a minimum depth of 5.0 metres;
 - urban squares shall be designed to reinforce a high quality formalized relationship with its adjacent building use and streetscape; and,
 - hard and soft landscape elements and features within the urban square shall be designed to define and articulate activity areas, circulation, entry points, seating and gathering areas.

Planning Policy Approach 2.0



The Square: Urban Squares/Festival Plazas

3. Urban Squares/Festival Plazas shall be located on visible road frontages and their entries should be clearly defined through landscape treatment and built form elements. The design should provide a focal area or feature that gives character and provides for a range of passive and informal uses. The following shall apply to the development of urban squares/festival spaces throughout The Downtown Area:
 - the urban square is designed and built by the landowner to the satisfaction of Council;
 - the urban square is maintained by the landowner to the satisfaction of Council; and
 - the owner(s) and/or the condominium corporation is made aware that the urban square is to be considered as a public space and is to be open and accessible to the public at all times

It is the intent of this Plan to recognize and protect The Residential Quadrant as a unique neighbourhood within the Project Area.

It is also the intent of this Plan to ensure that new development will be appropriately designed, and will be compatible with existing development within this area, and with development in The Downtown Area.



The Residential Quadrant

2.2 The Residential Quadrant

Permitted Land Uses

1. A mixture of uses is encouraged not just within The Residential Quadrant in general, but on individual development sites, and within individual buildings. Permitted uses on lands identified as The Residential Quadrant on Schedule 'B' include:
 - single-detached and semi-detached dwellings;
 - multiple-unit buildings and townhouses;
 - bed and breakfast establishments;
 - secondary dwelling units;
 - live-work units;
 - home occupations;
 - small scale office uses in a permitted residential built-form;
 - public uses and public and private utilities.

Development Policies

1. Within The Residential Quadrant the minimum building height shall be two (2) storeys or equivalent. The maximum building height shall be four (4) storeys.
2. All development within The Residential Quadrant shall be compatible with development on adjacent properties.
3. All development, with the exception of extensions/expansions to existing buildings, or any single-detached dwelling, shall be subject to Site Plan Control, and shall be carried out in conformity with the 'Design Policies for the Downtown Area', and the other applicable policies of this Master Plan.

Live-Work Units

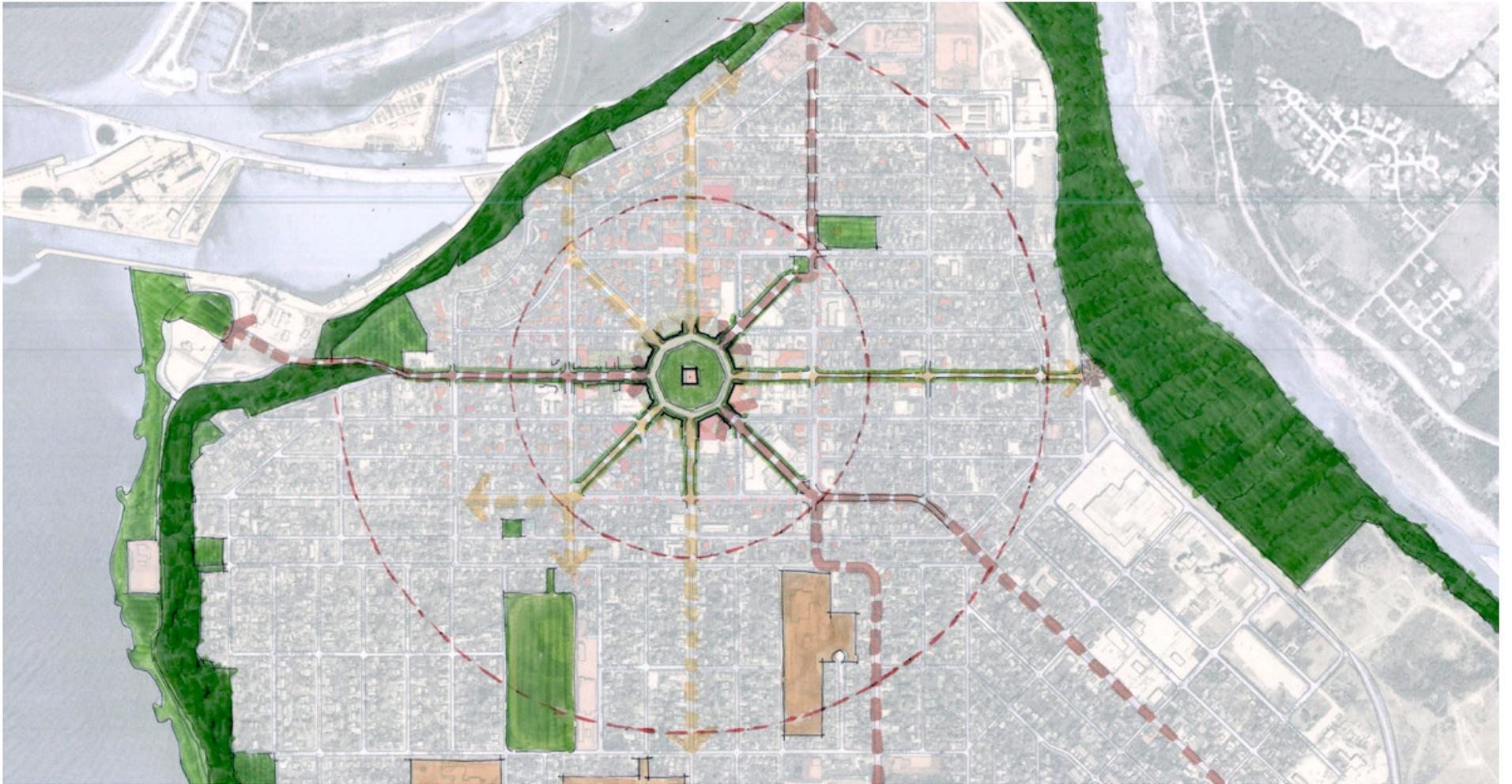
1. Live-work units include the potential to integrate small-scale commercial or retail uses at-grade, in combination with a residential unit. They are typically within a townhouse built form.
2. Live-work units may be located anywhere within The Residential Quadrant.

Home Occupations

1. Home occupations are permitted in The Residential Quadrant, provided the use is of an accessory and subordinate nature and does not substantially alter the residential nature of the property.

Bed and Breakfast Establishments

1. New bed and breakfast establishments are permitted within existing single-detached dwelling units in The Residential Quadrant. The implementing Zoning By-law and/or Site Plan shall ensure that:
 - the use shall not have a negative impact on the privacy of neighbouring properties; and,
 - adequate parking facilities are available on the lot for the proposed use and parking should not be located in the front yard of any buildings.



Public Realm Diagram

Public Realm Design Guidelines 3.0

The Guiding Principles and Policies that have been described for the Master Plan are premised on using the situation presented by the tornado as an opportunity for improvement. This means that planning and design should focus on creating a safer, more animated and aesthetically pleasing pedestrian environment, and creating the best possible ecological environment that allows and promotes the greening of the Downtown. Guidelines should also be provided to facilitate and encourage built form (development) that preserves or enhances the unique character of the Downtown.

The Public Realm Strategy envisions a combination of streetscape and landscape designs that contribute to promoting the Downtown Core Area as a vibrant, and pedestrian-oriented place. The success of the Downtown Core, and more specifically The Square, as the Town's effective Main Street will in large measure be affected by the success of the public realm in attracting and keeping people Downtown.

This section focuses on the key aspects of the public realm design that will start to create the type of environment that will support the activities of businesses and institutions and enhance the daily lives of residents. At the same time, this will welcome visitors to enjoy the unique experience offered by the Town.

The next several pages will describe designs and offer recommendations for design elements associated with:

- Court House Park
- Streetscapes
- Gateways
- Greening Strategy
- Viewscapes



Colborne Street Festival Plaza

Public Realm Design Guidelines 3.0

Objectives

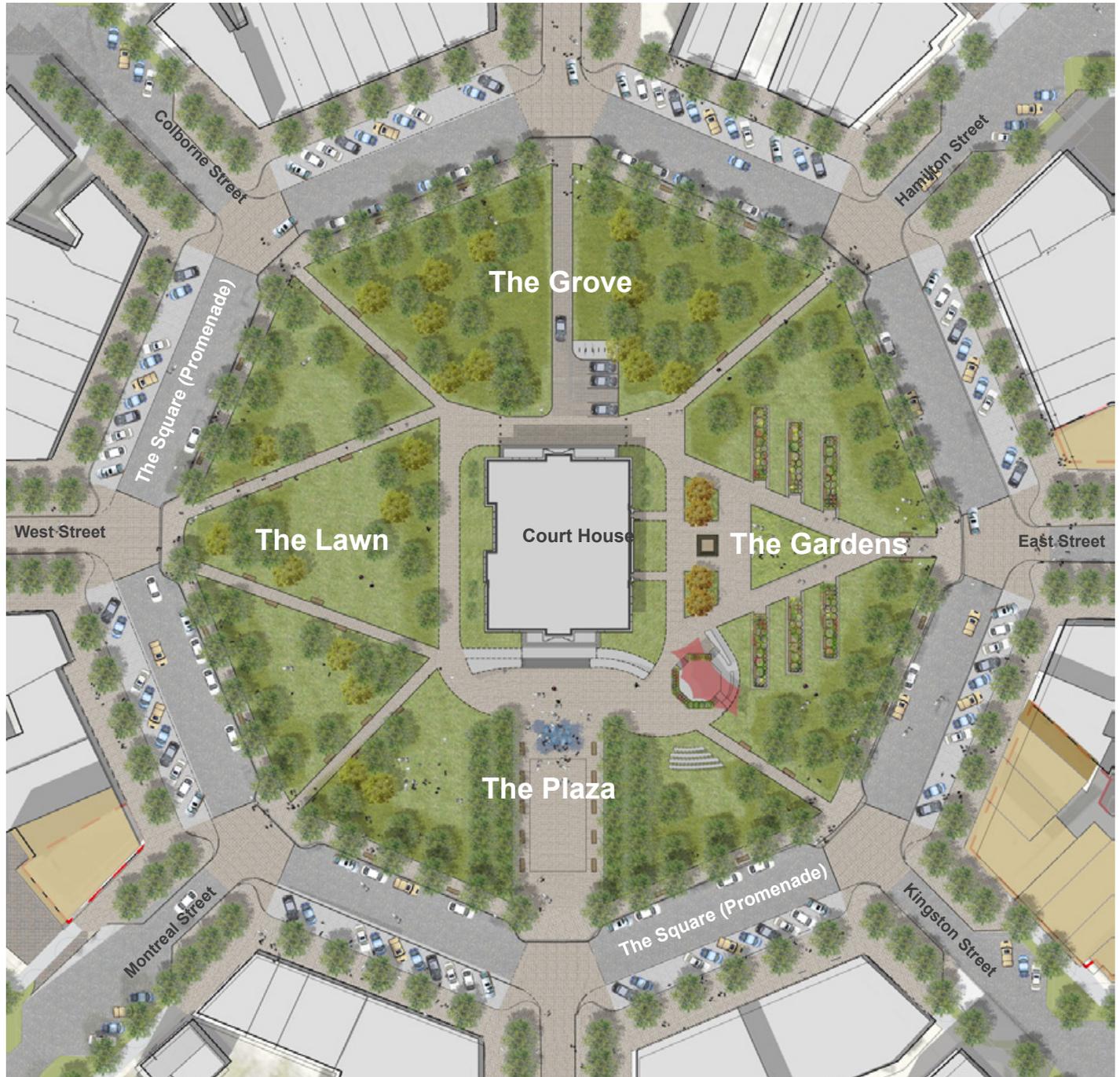
A key characteristic of any great downtown is the quality of the public realm. The public realm is fundamental to creating memorable places. Goderich has many fantastic components of the public realm that help to create a memorable downtown experience. As a result of the tornado, there is an opportunity to replan and replant the public realm.

The Square and Court House Park is an example of a Significant Cultural Heritage Landscape that is one of the key memorable place-making aspects of Goderich. The adjacent streetscapes which lead into The Square have the opportunity to magnify the importance of The Square, but to also become either ceremonial or functional retail streets in their own right. Additional Urban Squares/Festival Spaces would also enhance the experience.

The tremendous inventory of historic buildings is also a fundamental character-giving component of the Downtown Goderich experience. It is crucial that the inventory be maintained, and where new buildings are introduced that those new buildings are compatible with the historic character of the area.

The design objectives for The Project Area are:

1. Based on the belief that the livability and physical appeal of a community can be enhanced by the quality, layout and attractiveness of its public and private realm.
2. Intended to provide development proponents with an understanding of the design intent of the community. The fundamental basis of these design policies is to create a built environment, which provides:
 - visual diversity, interest and beauty;
 - a well-defined public realm, including The Square, the connecting streetscapes and new urban squares/festival spaces;
 - sensitive integration of new development with existing development through the promotion of compatible development;
 - a full range of retail and community services and facilities in proximity to, or integrated with, housing to promote walking and to help reduce automobile trips;
 - a pedestrian-oriented and cyclist-oriented development pattern where priority is given to the pedestrian, cyclist and motorist, in that order of priority;
 - an attractive and distinctive Downtown, with strong visual and physical connections to the waterfront and the rest of the community; and,
 - protection of the unique road network that is fundamental to the historic character of the Downtown and the image of Goderich.



The Square and Court House Park Concept

Public Realm Design Guidelines 3.0

3.1 Court House Park

It is the intent of this Master Plan is to ensure that Court House Park will remain an important visual icon of Goderich, and be maintained as a public open space with facilities that meet the social and recreational needs of residents, tourists and visitors, while accommodating the functional requirements of the Court House.

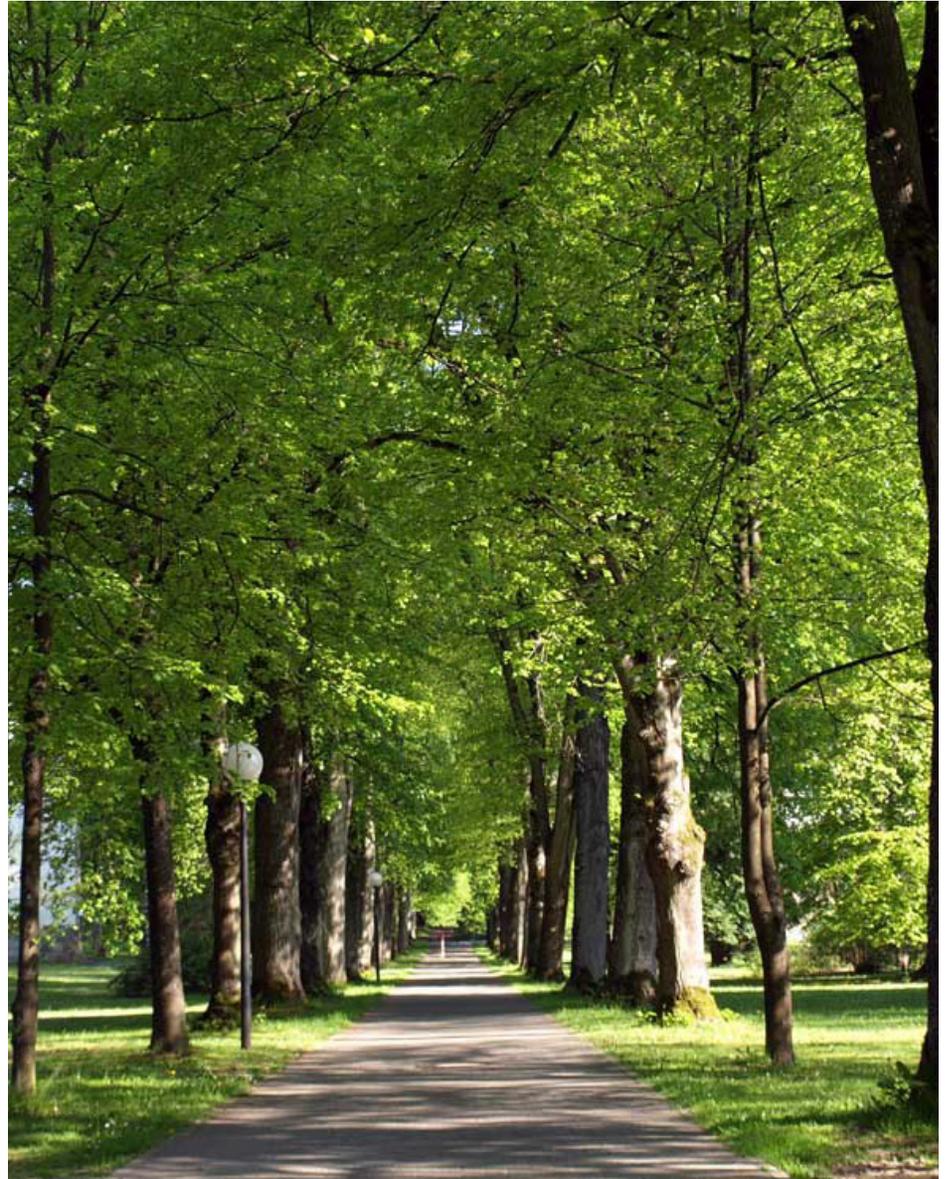
Permitted Uses

1. Permitted uses on lands identified as Court House Park include:
 - passive recreation uses;
 - the Court House and six (6) associated parking spaces and loading facilities;
 - other public uses and public and private infrastructure; and
 - special events.

Policies

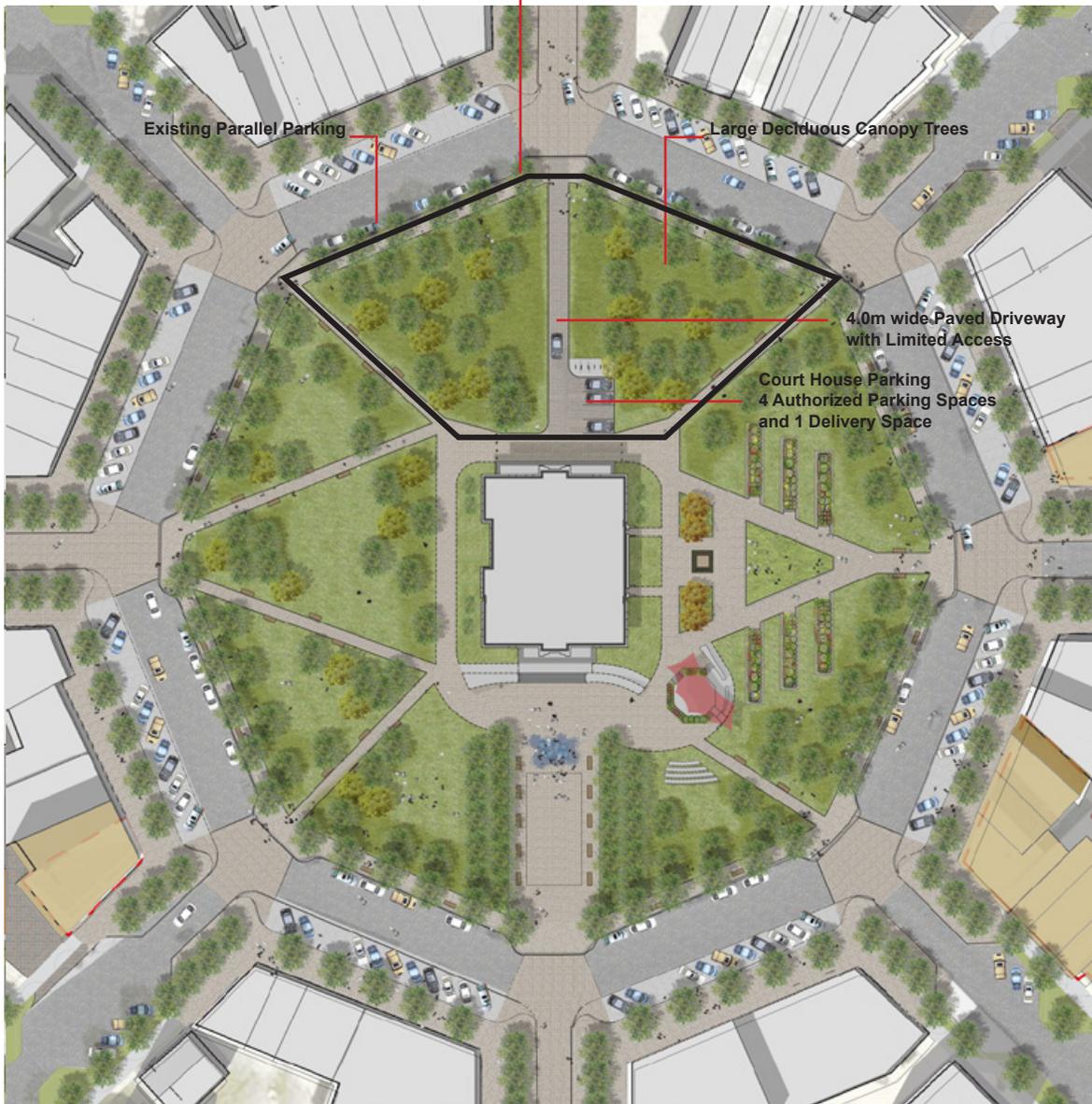
1. Council shall retain Court House Park in public ownership and use these lands for public purposes.
2. Public amenities within Court House Park will feature the existing cenotaph and related landscape. Facilities may also include a park pavilion, small scale children's playground equipment, an interactive water feature, an area to accommodate an outdoor skating surface, a performance area (s), passive seating areas and walkways.
3. Court House functions, such as parking and loading, will be carefully designed and controlled. Vehicles of any kind shall no longer be permitted

4. Court House Park will be redeveloped with a high level of landscaping including hard surface areas, shaded areas under tree canopies or open air structures, lighting, distinctive tree, shrub and ground cover planting. Any new structures shall be limited to those necessary to serve the particular on-site activities.
5. Pedestrian access to Court House Park should be clearly defined with landscape or architectural elements to ensure an appealing park presence.
6. Street trees should be planted along the edge of Court House Park without screening the view into the Park.
7. Seating and shade areas should be designed in connection with walkways, play areas and the other key features, including the cenotaph and performance area.
8. Redevelopment of Court House Park shall require preparation of a Detailed Landscape Plan, to be approved by Council. Buildings and sites should accommodate an array of compatible development. A mixture of uses is encouraged not just within the designation in general, but also on individual development sites, and within individual buildings. High activity uses that animate the streetscape, like retail and restaurants, are encouraged at-grade, with uses such as offices and residential uses on second floors and above.
9. All existing residential dwelling units are permitted. The implementing zoning by-law shall delineate those locations within The Downtown Area where residential uses are permitted at-grade and where new multiple-unit buildings and townhouses may be permitted.



Public Realm Design Guidelines 3.0

8.0m wide Pedestrian Promenade (see 4.3.2)



The Grove Concept Plan

3.1.1 The Grove

Planting Strategy

This quadrant of the park is meant to evoke the tall branching character of relatively dense woodland groves. Populated with hardwood and mostly native trees, these trees will eventually dominate the rest of the park as they grow over the next century.

Recommended Species:

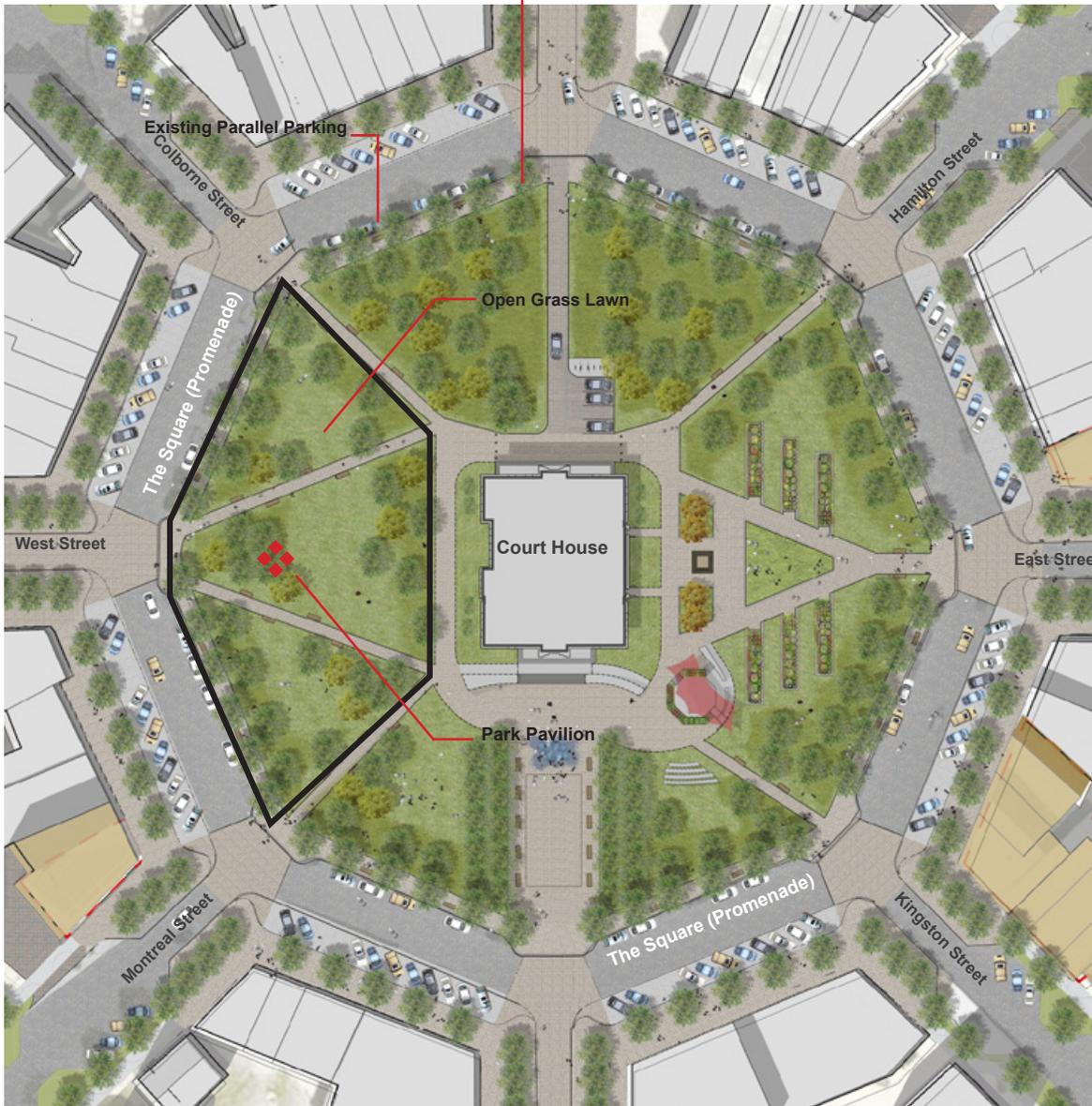
- *Acer saccharum* / Sugar Maple
- *Catalpa speciosa* / Northern Catalpa
- *Cercidiphyllum japonicum* / Katsura Tree
- *Fagus sylvatica* / European Beech
- *Quercus alba* / White Oak





Public Realm Design Guidelines 3.0

8.0m wide Pedestrian Promenade (see 4.3.2)



The Lawn Concept Plan

3.1.2 The Lawn

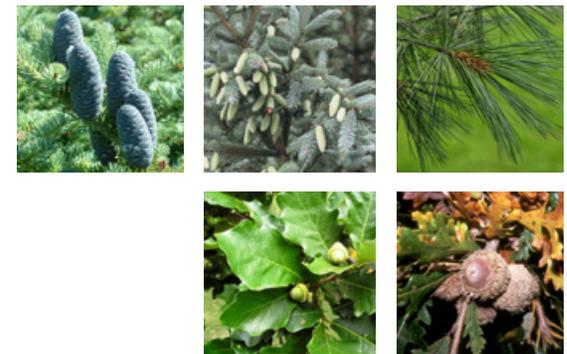
Planting Strategy

This quadrant of the park has areas of complete screening, with clustered evergreen planting, as well as areas of complete openness in the form of grass lawns, to create accommodate flexible open play.

To complement the evergreen trees, this design uses ornamental deciduous species which will offer magnificent spring flowers and vibrant autumn foliage, for a truly all-season park.

Recommended Species:

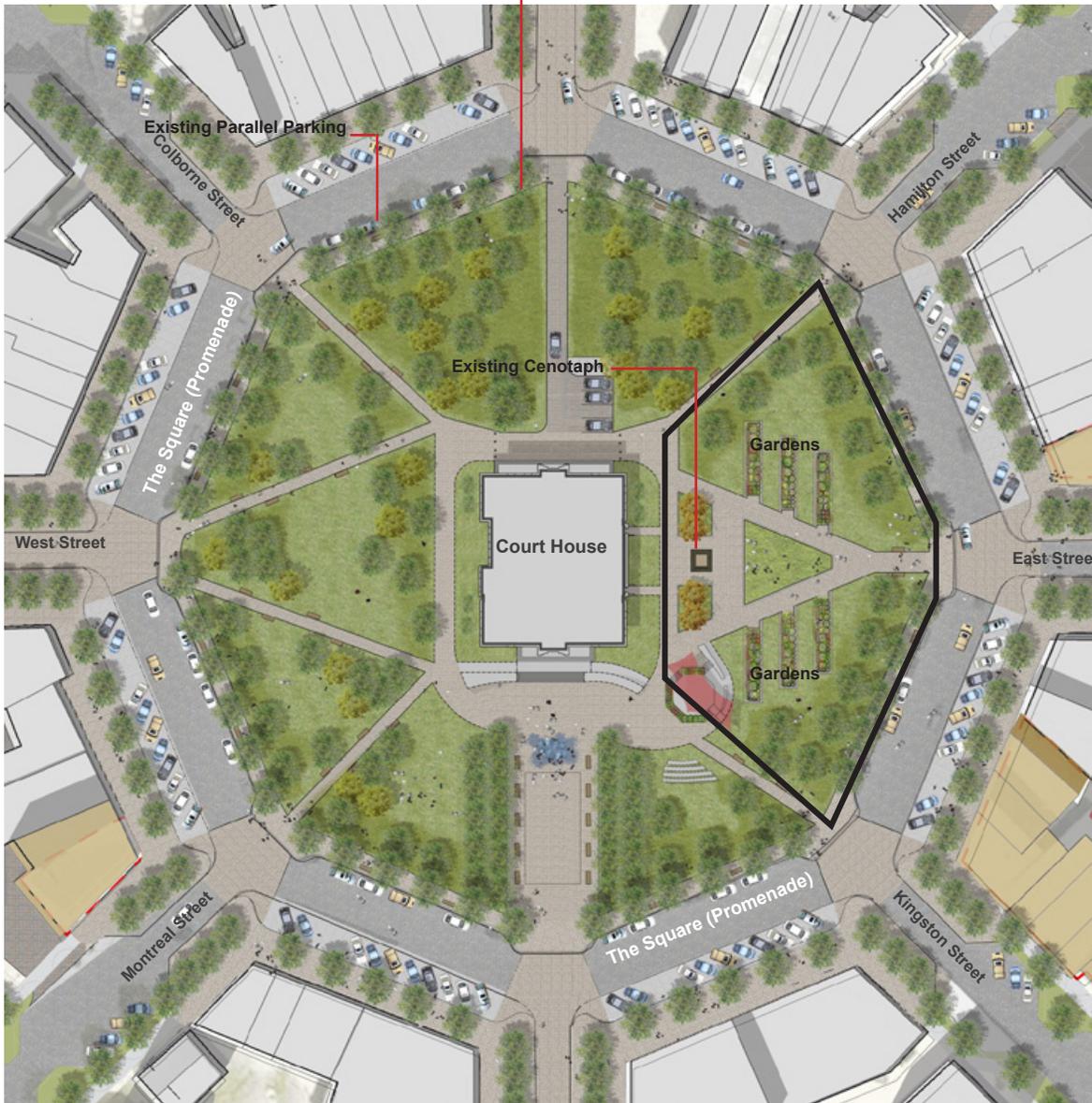
- *Abies balsamea* / Balsam Fir
- *Abies fraseri* / Fraser Fir
- *Picea abies* / Norway Spruce
- *Pinus strobus* / Eastern White Pine
- *Fagus grandiflora* / American Beech
- *Larix decidua* / European Larch
- *Metasequoia glyptostroboides* / Dawn Redwood
- *Prunus x yeddensis* / Yoshino Cherry
- *Quercus bicolor* / Swamp White Oak
- *Sassafras albidum* / Sassafras





Public Realm Design Guidelines 3.0

8.0m wide Pedestrian Promenade (see 4.3.2)



The Commemorative Garden Concept Plan

3.1.3 Commemorative Gardens

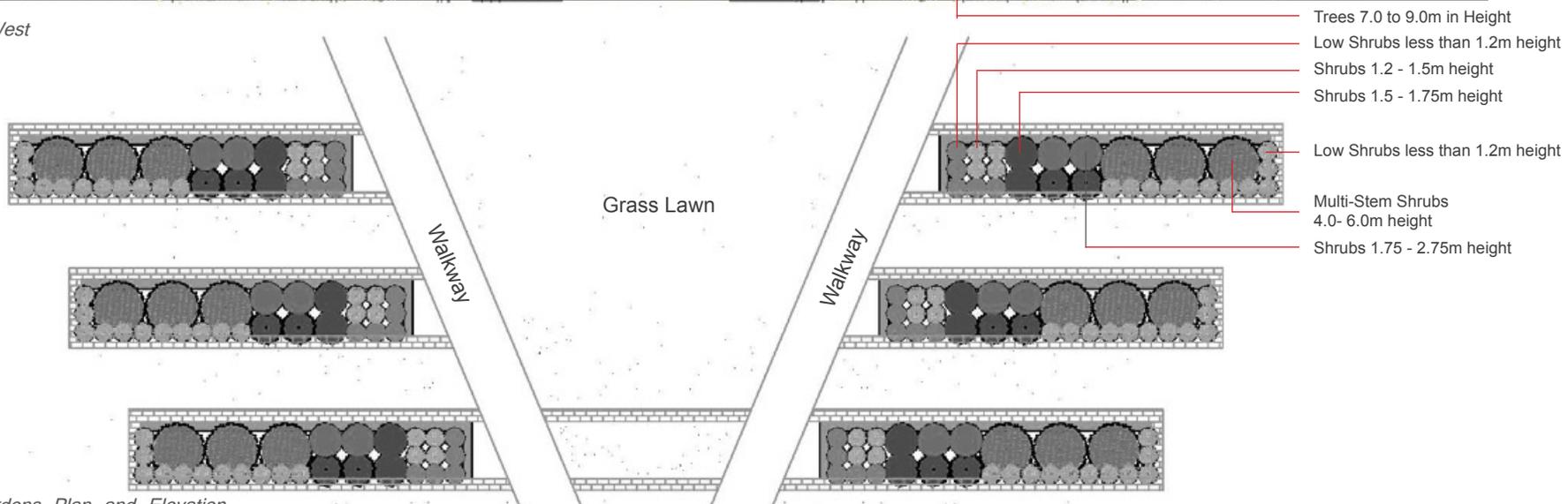
Planting Strategy

With the exception of the street trees, this quadrant of the park is envisioned as a garden rich in texture and colour with a species palette that includes groundcovers, low spreading shrubs, and small trees that, as a total composition, creates an interactive and sensory landscape within the park.





Elevation Looking West



Commemorative Gardens Plan and Elevation

Public Realm Design Guidelines 3.0

Design Strategy

The Gardens are designed to frame the existing cenotaph, preserve the main view from East Street and ensure that the monument remains the focal point of the space.

The Gardens are comprised of a series of planting beds, facing the Court House. They are defined on one side by low concrete walls that serve as seating as well.

Plants should be selected and arranged within the planting bed from the lowest to highest in height, and from the central view cone to the periphery of the view, as suggested by the illustrated elevation to the left. The types of plants that are recommended in these beds, listed by height, are as follows:

Recommended Species:

1. Shrubs Less Than 0.25m – 1.0m in height

- Rhododendron luteum – Yellow Azalea
- Cotoneaster pammeri 'Coral Beauty' – Coral Beauty Cotoneaster
- Potentilla fruticosa 'Goldfinger' – Goldfinger Potentilla
- Various mixed perennials interplanted with Periwinkle (Vinca minor):
 - Crocus (Yellow, Purple, White)
 - Hyacinths (Purple, Light Purple, Pink)
 - Tulips (Yellow, Orange, Red spectrum)
 - Daffodils (Yellow varieties)
 - Lily (Orange varieties)
 - Iris (Yellow and Large Purple varieties)

2. Shrubs 1.2m – 1.5m in height

- Viburnum plicatum F. Tomentosum 'Newsam' – Japanese Snowball Bush
- Ribes alpinum – Alpine Currant
- Sorbaria sorbifolia – False Spirea
- Hydrangea quercifolia – Oak Leaf Hydrangea

3. Shrubs 1.5m – 1.75m in height

- Aronia melanocarpa – Black Chokecherry
- Hamamelis x intermedia 'Diane' – Dianne Hazel
- Amelanchier alnifolia 'Regent' – Alder Leaved Serviceberry
- Viburnum dentatum – Arrowwood Viburnum

4. Small Trees 1.75m – 2.75m in height

- Viburnum dentatum 'Christom' – Blue Muffin Arrowwood
- Physocarpus opulifolius 'Coppertina' – Coppertina Ninebark
- Cornus amomum – Silky Dogwood
- Hamamelis 'Vernalis' – Vernal Witchhazel
- Sambucus canadensis 'Aurea' – Golden Elder

5. Small Trees 4.0m – 6.0m in height

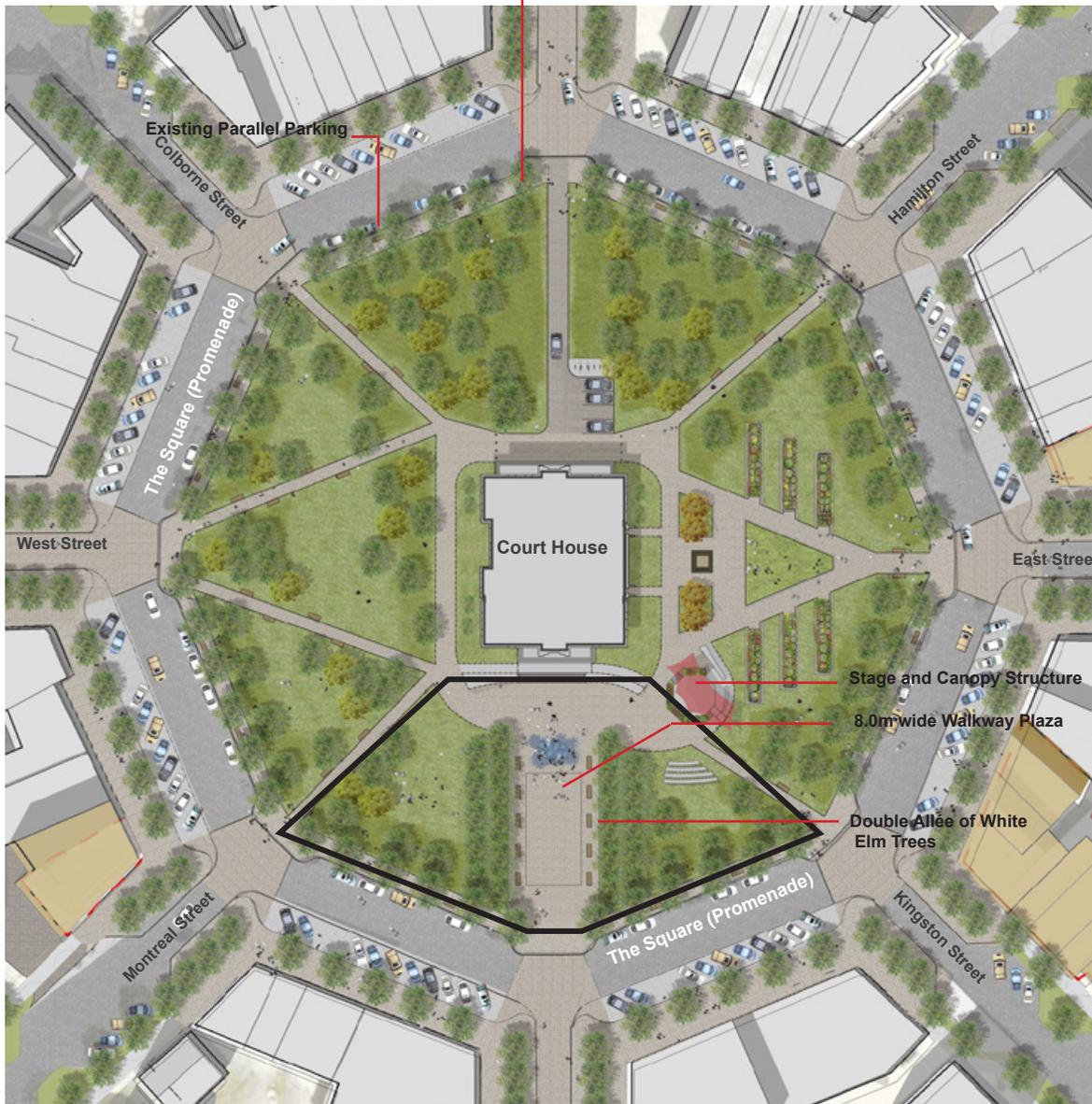
- Amelanchier canadensis – Juneberry
- Acer griseum – Paperbark Maple
- Prunus maackii – Manchurian Cherry
- Hamamelis virginiana – Witch Hazel



Rittenhouse Square, Philadelphia, Pennsylvania

Public Realm Design Guidelines 3.0

8.0m wide Pedestrian Promenade (see 4.3.2)



The Plaza Concept Plan

3.1.4 The Plaza

Planting Strategy

Like the north quadrant, this area is envisioned to be grove-like at times, favouring mostly native, large, high-branched specimens, that will define the landscape well into the century.

Like the west quadrant, this landscape opens up to allow for flexible programming, while defining the space with a strong double-row Allée of elm trees,. This will be achieved through the reintroduction of the white elm tree - a historically important tree to the Town of Goderich.

Recommended Species:

- *Acer nigrum* / Black Maple
- *Acer saccharinum* / Silver Maple
- *Liriodendron tulipifera* / Tuliptree
- *Tilia americana* / American Basswood
- *Sophara japonicum 'Regent'* / Regent Japanese Pagoda Tree
- *Ulmus americana 'Princeton'* / Princeton White Elm
- *Ulmus americana 'Valley Forge'* / Valley Forge White Elm

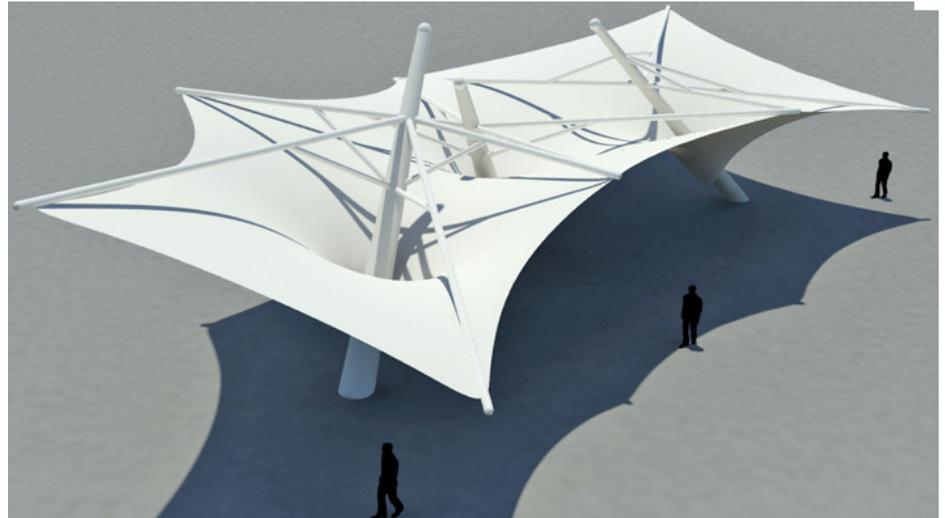


Performance Area

Many of the community, cultural and civic activities and events that occur in Court House Park involve the use of a stage. Prior to the 2011 tornado, the stage / performance area consisted of a gazebo structure on a raised concrete base. Given that the gazebo structure was destroyed, it has been suggested, both in the community workshop, and through subsequent feedback from the steering committee, that a re-envisioning of the performance area would be appropriate.

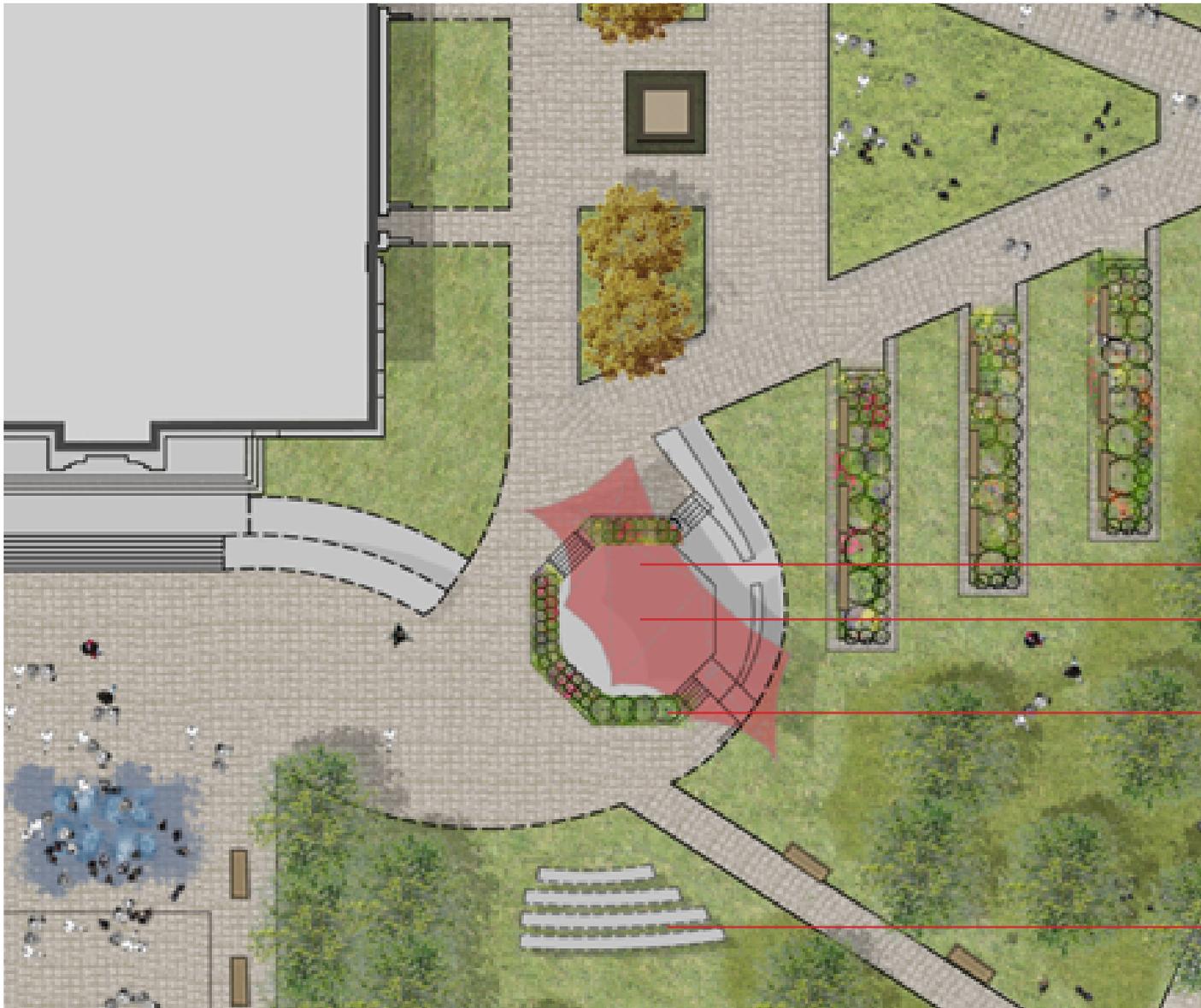
This Master Plan Report provides three options for the redevelopment of the performance area and stage in the general location where the gazebo used to stand. All of the options envision a tensile canopy structure that may be fastened to the southeast corner of the building and extend out over a raised stage area. As a visually light and floating structure, the canopy is intended to provide minimal obstruction to views to the Court House. With its fluid lines and simple form set against the building massing in the background, the canopy will serve to highlight the heritage qualities of the Court House.

The Master Plan recommends a new canopy extending over the existing concrete stage that makes use of the existing seating within the park.



Example of a Tensile Canopy Structure

Public Realm Design Guidelines 3.0



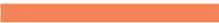
Canopy Structure

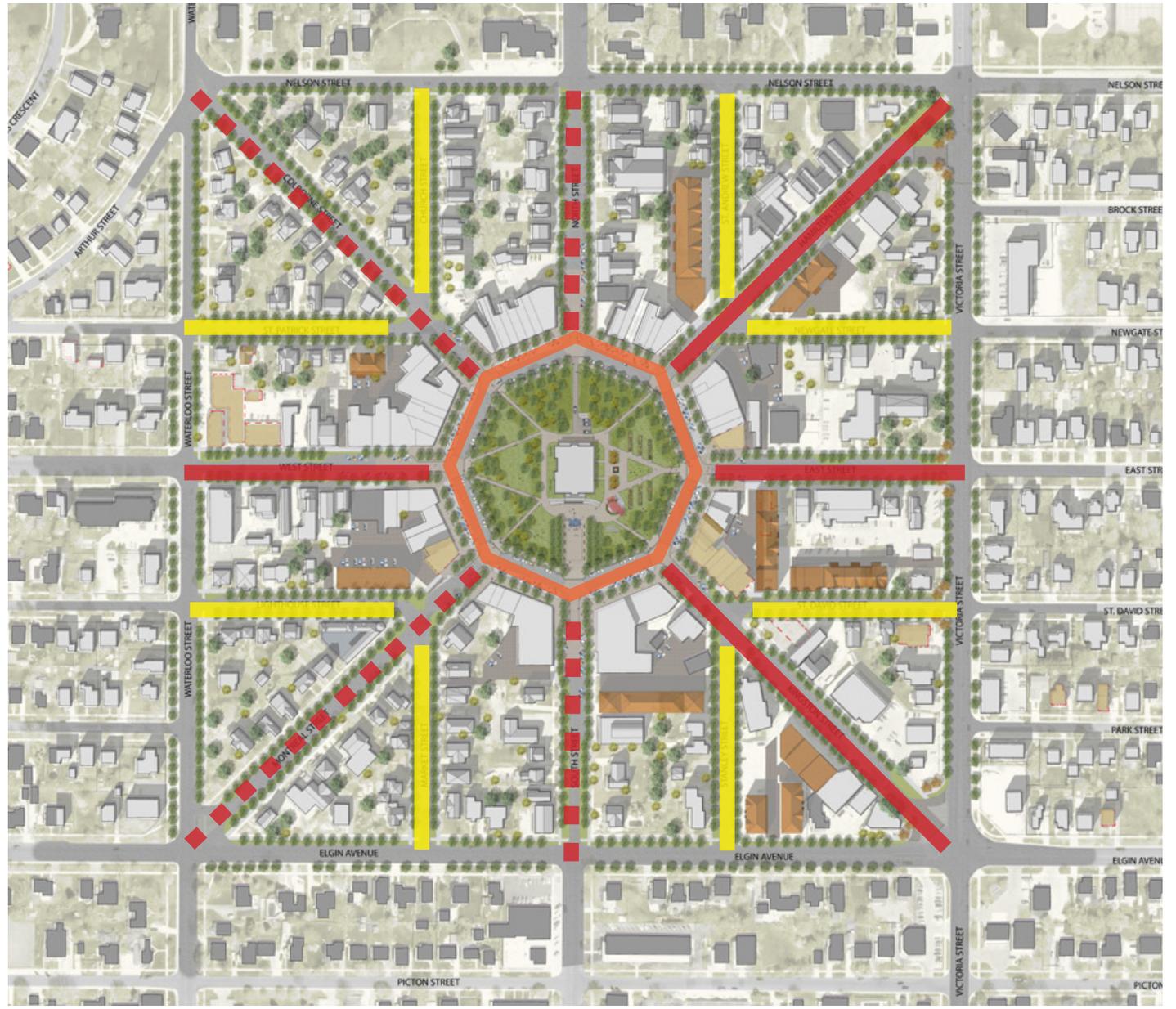
Existing Stage

New Planting Proposed
(See List on page 45)

Existing Seating

The Performance Area Concept Plan

-  The Square
-  Primary Streets (Mixed-Use Streets)
-  Primary Streets
-  Secondary Streets (Residential)



Street Hierarchy Diagram

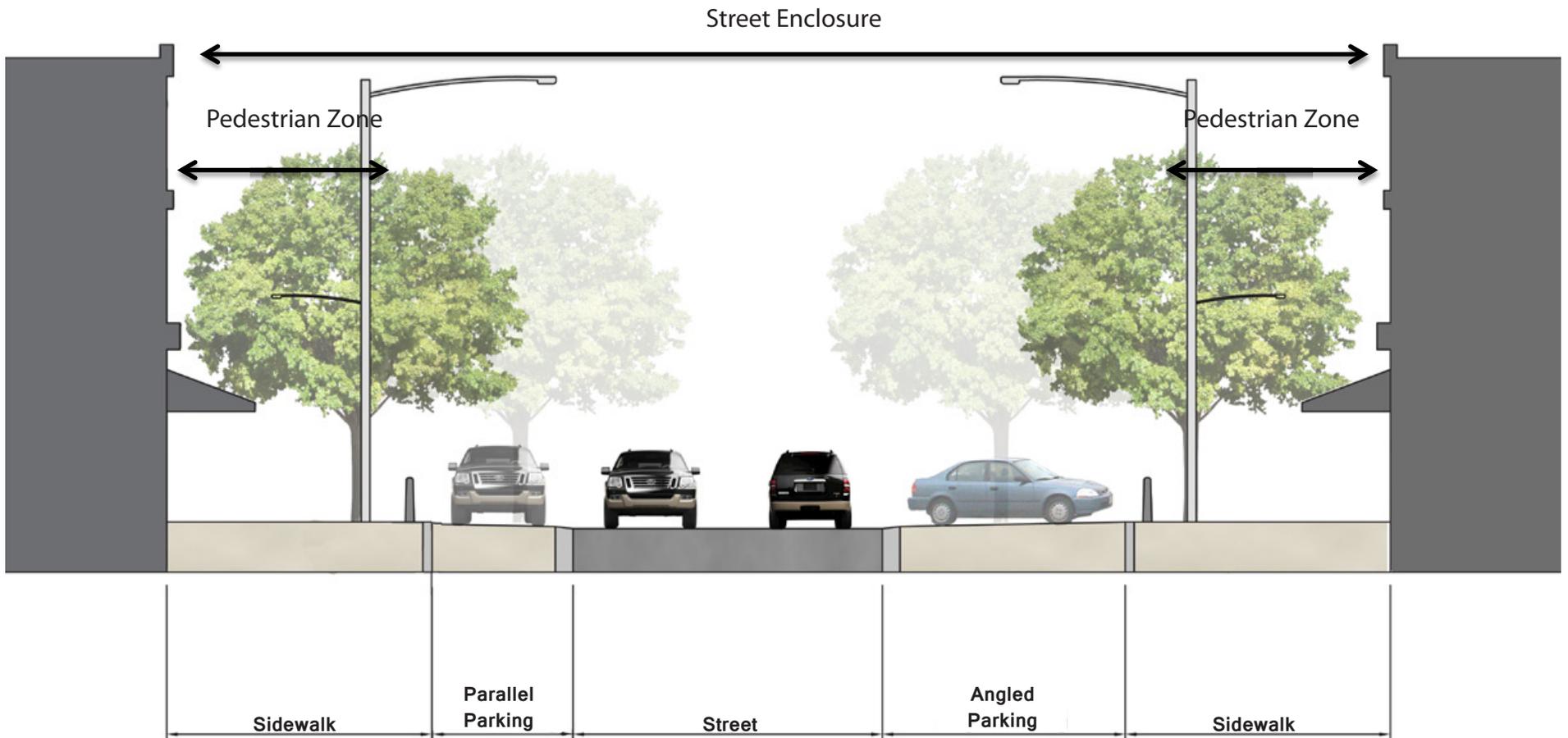
3.2 Streetscape Design

1. Within the Project Area there are three street types: the Square, Primary Streets (Mixed-Use / Retail Streets) and Secondary Streets (Residential Streets). These typologies are based on their adjacent land uses, their particular function for moving traffic, including vehicles, transit, pedestrians and cyclists, as well as their design characteristics. These design guidelines ensure that important streets, those that have a prominent role or important function within the community, are enhanced through appropriate streetscape design measures.
 - The street hierarchy within the Downtown Core shall comprise:
 - The Square – the main retail street;
 - Primary Streets (Mixed-Use) – Hamilton Street, Kingston Street, East Street and Montreal Street, which have also been identified as the streets with the most potential for development as Mixed-Use Streets;
 - Primary Streets – Colborne Street, North Street, South Street, and Montreal Street, whose intersections with The Square provide the opportunity to develop Urban Squares / Festival Plazas (see section 2.5.4); and
 - Secondary Street (Residential) – all other streets located within the Downtown Core
 - The existing street configurations (road cross section within the public right-of-way) for these streets should be modified to emphasize the pedestrian zone; this includes widening the sidewalk and creating boulevard areas for tree planting where some on-street parking currently exists; in some instances this may involve decreasing the paved portion of the carriage way.
 - Wherever possible, a continuous row of street trees should be planted within the boulevard on both sides of the street.

General Design Guidelines

1. Boulevard trees shall be provided and shall be located between the curb and the sidewalk, the 'Pedestrian Zone', where viable.
2. Species selection should be tolerant of the local climate and should avoid the creation of a monoculture.
3. Street furniture shall be coordinated to ensure a consistent and unified streetscape. Furniture shall be strategically placed to provide resting places and shade spots for pedestrians.
4. Benches, waste and recycling receptacles, bicycle racks and tree guards shall be placed with regard for pedestrian comfort and vehicular traffic in and around buildings and parking and loading areas.
5. Pedestrian-friendly streets shall be created through the provision of sidewalks, appropriately scaled decorative lighting, tree planting, architectural variety and with building wall faces that are designed with consistent setbacks and are aligned with right-of-ways to provide a continuous road edge and 'Street Enclosure'. For all streets within the Project Area:
 - on-street parking, where possible and appropriate, shall be accommodated;
 - particular regard shall be had for the preservation or enhancement of scenic vistas along all streets;
 - sidewalks shall be continuous on both sides of the road, with a minimum width of 2.0 metres. Where possible, greater sidewalk widths are encouraged; and,
 - where street reconstruction projects are proposed, a detailed streetscape plan by a qualified Landscape Architect shall be required prior to Council's approval to proceed with or tender the project.
6. The Project Area includes a fine-grained street network. The existing street network is unique to Goderich and provides the organizing framework for development. In addition, the grid of streets establishes the size of development blocks. The grid of streets is identified on Map 4.
7. The consistent pattern of streets and development blocks in The Project Area facilitates development. As such, the existing street and development block pattern shall be maintained.

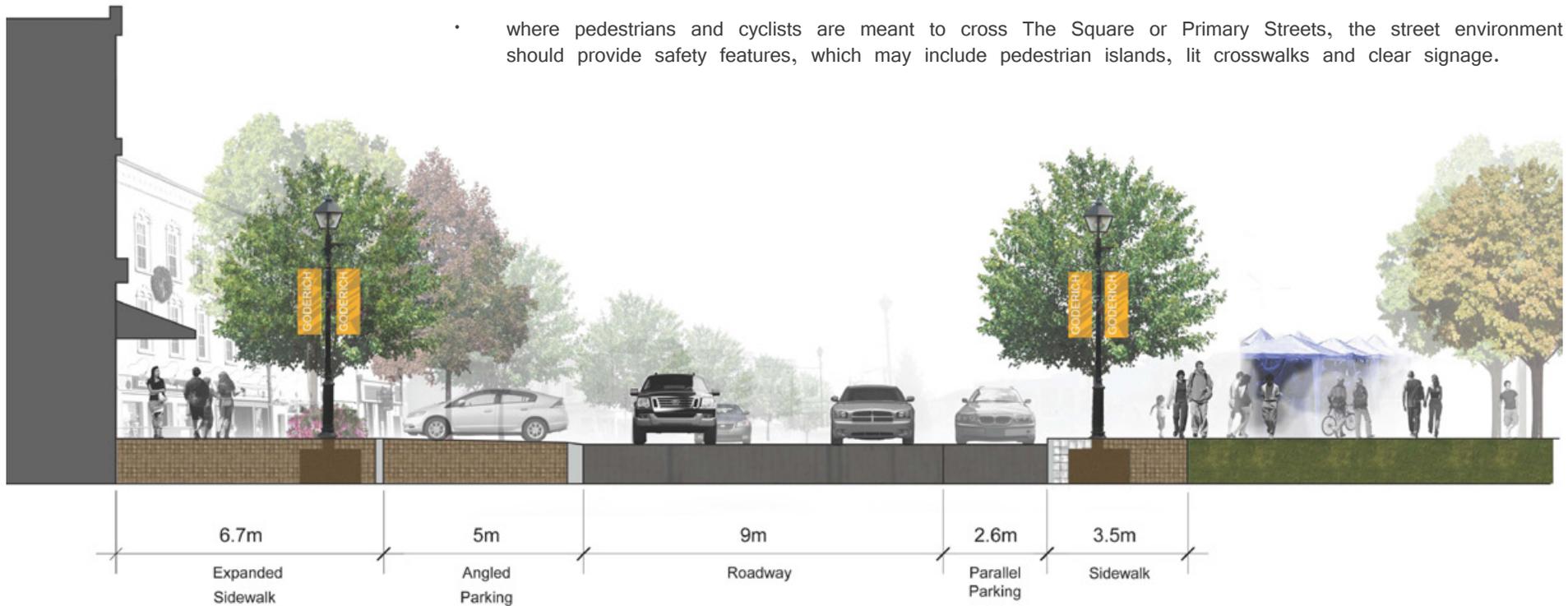
Public Realm Design Guidelines 3.0



Typical Street Cross Section

3.3 The Square (Promenade)

1. The Square and the Primary Streets are the highest order of roads in the 'Downtown Area'. They have distinct identities and characteristics that should be enhanced with the following improvements to make them enjoyable, safe and walkable environments:
 - in retail areas, the sidewalks should provide space for outdoor cafes and retail uses. Visual and textural materials should be considered for pedestrian paving to clearly delineate the pedestrian thoroughfare for the visually impaired and to help limit encroachments;
 - trees along The Square and the Primary Streets should be located along the curb edge and shall be protected by tree grates and guards;
 - pedestrian scale decorative lighting shall illuminate the sidewalks. Where space permits, hardscaped boulevards shall line the roads, separating pedestrians from vehicles to facilitate safe pedestrian movement; and,
 - where pedestrians and cyclists are meant to cross The Square or Primary Streets, the street environment should provide safety features, which may include pedestrian islands, lit crosswalks and clear signage.



The Promenade Cross Section

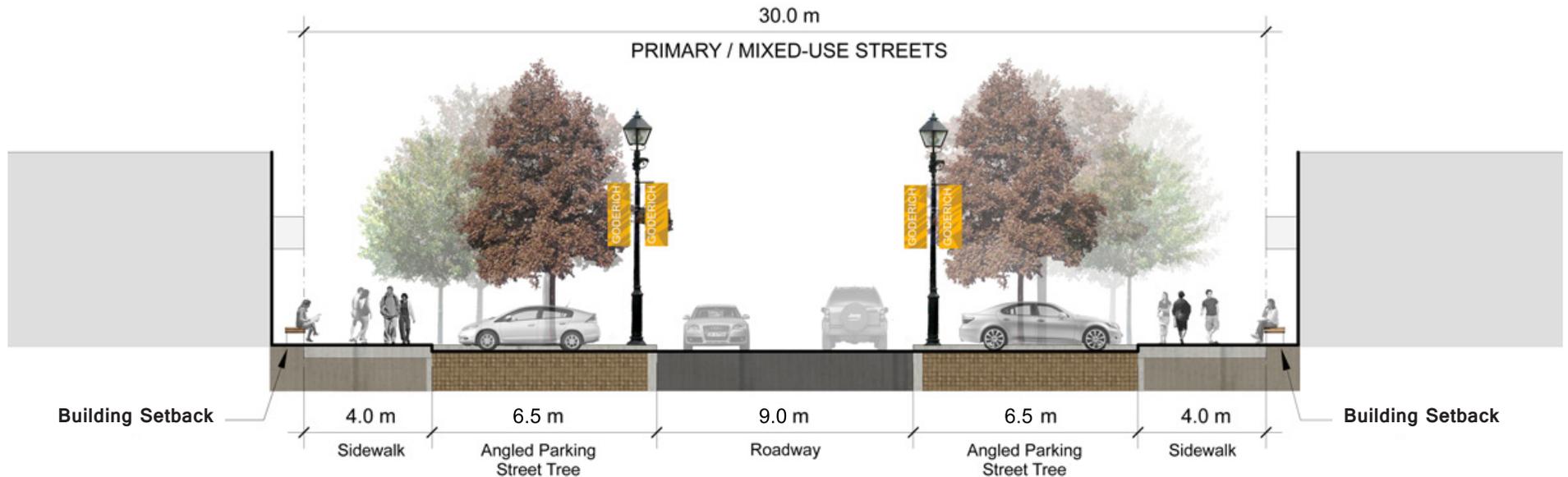
Public Realm Design Guidelines 3.0



The Promenade Plan

3.4 Primary Streets

1. Primary Streets located within the Project Area are lined with a range of retail, commercial and mixed-use buildings, and parking areas and should be designed as follows:
 - sidewalks should be continuous on both sides of the street, poured in place concrete with a minimum width of 2.4 metres;
 - where space permits, hardscaped boulevards shall line the roads, separating pedestrians from vehicles to facilitate safe pedestrian movement;
 - at key locations, such as the throat to the The Square and at the perimeter of The Downtown Core, landscaped boulevards should be created; and,
 - road lighting should illuminate both the pedestrian and vehicular realm.

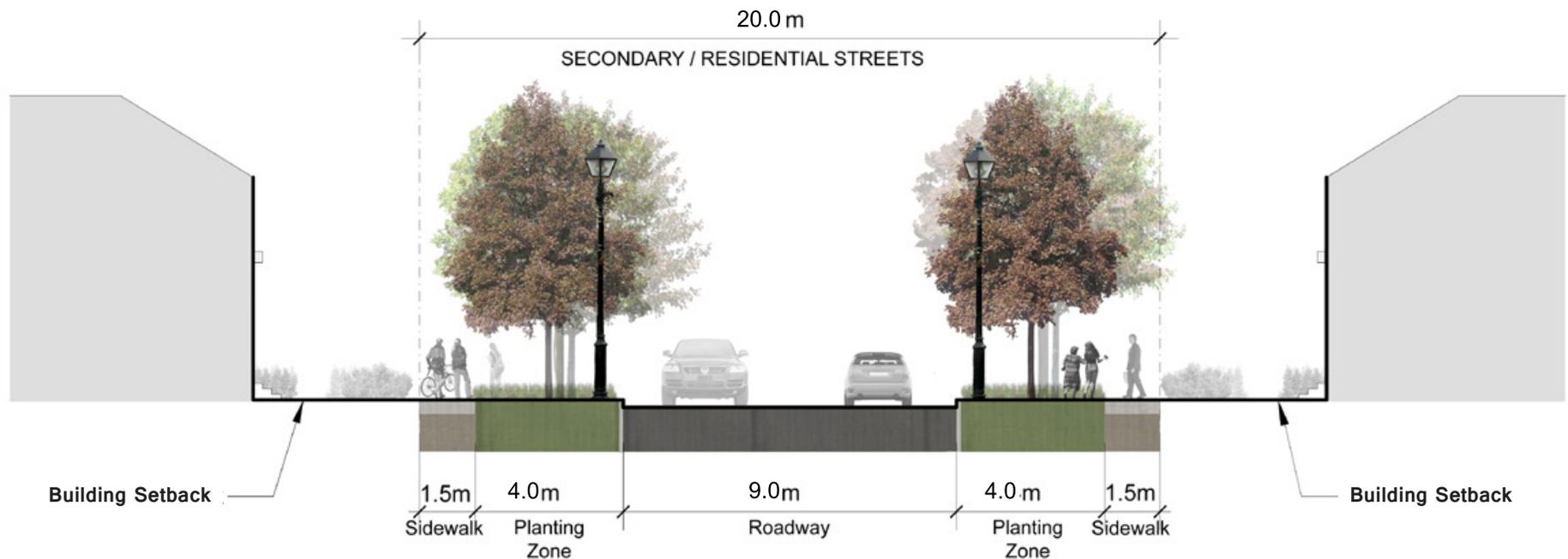


Primary Streets Typical Cross Section

Public Realm Design Guidelines 3.0

3.5 Secondary (Residential) Streets

1. Residential Streets located within the Project Area are lined with residential gardens, lawns and mature trees and should be designed as follows:
 - sidewalks should be continuous on both sides of the street, poured in place concrete with a minimum width of 1.5 metres;
 - where space permits, hardscaped boulevards shall line the roads, separating pedestrians from vehicles to facilitate safe pedestrian movement; and,
 - road lighting should illuminate both the pedestrian and vehicular realm.



Secondary Streets Typical Cross Section

3.6 Proposed Vegetation

PERMANENT CLIMAX CROP



Gymnocladus dioicus
Kentucky Coffee Tree



Celtis occidentalis
Common Hackberry



Tilia americana
American Basswood



Zelkova serrata 'Green Vase'
Japanese Zelkova



Ginkgo biloba
Maidenhair Tree



Quercus robur
English Oak



Phellodendron amurense
Amur Corktree



Ostrya virginiana
Ironwood



Quercus muehlenbergii
Chinkapin Oak



Quercus bicolor
Swamp White Oak



Quercus rubra
Red Oak



Platanus x acerifolia
London Planetree

PIONEER NURSE CROP



Liriodendron tulipifera
Yellow Poplar



Catalpa speciosa
Northern Catalpa



Acer saccharinum
Silver Maple



Alnus rhombifolia
White Alder



Acer freemanii
Freeman's Maple



Alnus glutinosa
Black Alder



Populus grandidentata
Canada Aspen



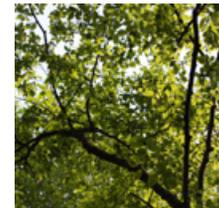
Robinia pseudoacacia
Black Locust



Populus tremuloides
Trembling Aspen



Betula papyrifera
Paper Birch



Betula alleghaniensis
Yellow Birch

Public Realm Design Guidelines 3.0

SMALL TREES & SHRUBS



Cercis canadensis
Eastern Redbud (9m)



Acer griseum
Paperbark Maple (6m)



Salix lucida
Shining Willow (5.5m)



Chionanthus virginicus
Fringetree (5m)



Carpinus caroliniana
Musclewood (7m)



Viburnum lentago
Nannyberry (6m)



Hamamelis virginiana
Witch Hazel (5m)



Cornus alternifolia
Pagoda Dogwood (5m)



Prunus virginiana
Chokecherry (7m)



Amelanchier canadensis
Juneberry (5.5m)



Syringa reticulata
Japanese Silk Lilac (5m)



Acer tataricum
Tatarian Maple (4.5m)



Cornus mas
Cornelian Cherry (6m)



Salix discolor
Pussy Willow (5.5m)



Salix bebbiana
Beaked Willow (5m)



Crataegus laevigata
English Hawthorne (4.5m)

SMALL TREES & SHRUBS



Acer ginnala
Amur Maple (4m)



Viburnum lantana
Wayfaring Tree (3m)



Aesculus parviflora
Bottlebrush Buckeye (2.5m)



Cornus stolonifera
Red Osier Dogwood (2m)



Clethra alnifolia 'paniculata' /
Summersweet (1.5m)



Amelanchier arborea
Downy Serviceberry (3m)



Hamamelis x intermedia arnold's
promise / Witch Hazel (2.5m)



Hamamelis vernalis
Vernal Witch Hazel (2.5m)



Cephalanthus occidentalis /
Buttonbush (2m)



Calycanthus floridus
Carolina sweetshrub (1.5m)



Cornus racemosa
Grey Dogwood (3m)



Cornus amomum
Silky Dogwood (2.5m)



Viburnum dentatum
Arrowwood (2m)



Aronia arbutifolia 'Brilliantis-
sima' / Red chokeberry (2m)



Physocarpus opulifolius
Common Ninebark (3m)



Sambucus canadensis
American Elderberry (2.5m)



Viburnum plicatum 'tomentosum'
/ Doublefile Viburnum (2m)



Spiraea alba
Meadowsweet (1.5m)

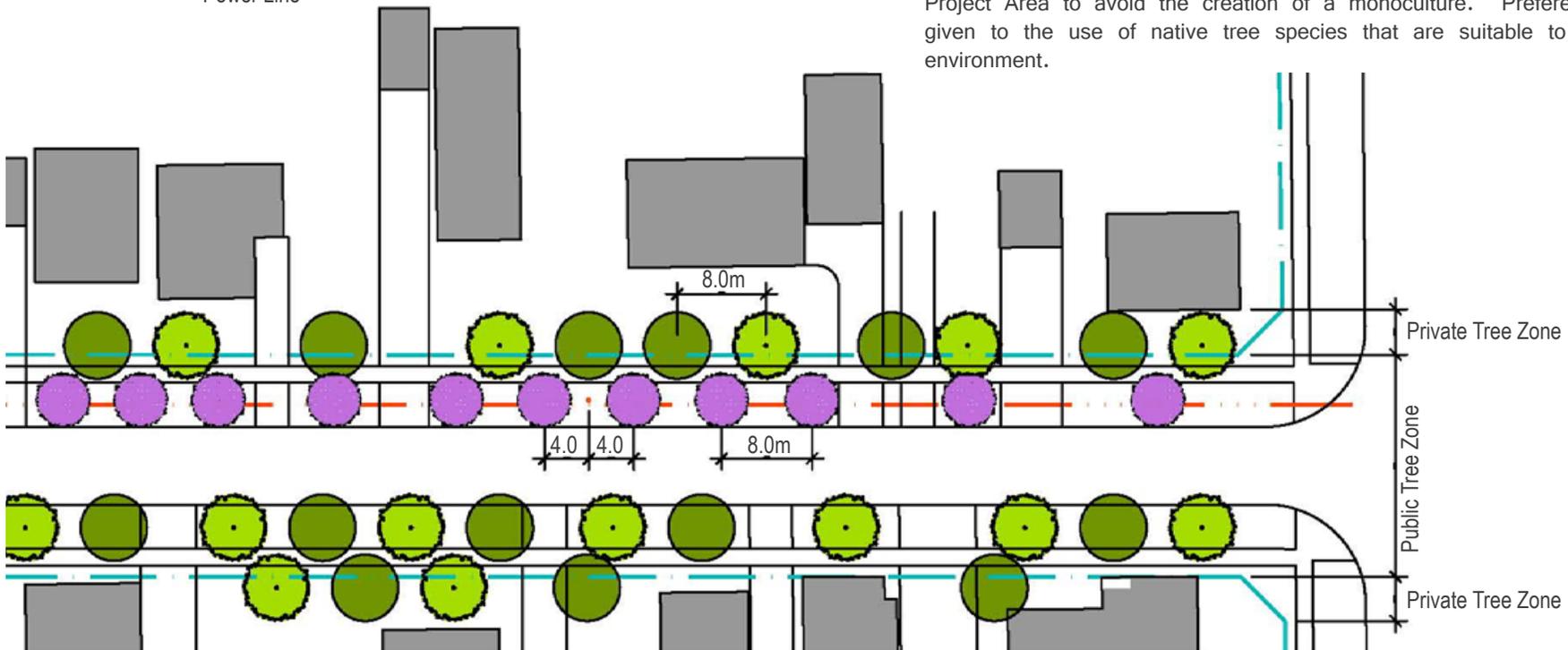
Public Realm Design Guidelines 3.0

LEGEND

-  Climax Canopy Tree
-  Pioneer Canopy Tree
-  Small Canopy Tree (near power lines)
-  Utility
-  Property Line
-  Power Line

3.7 Greening Strategy for Streets

1. Trees are an important part of the character and a legacy of Goderich that should both plan for and protect for future generations to enjoy. This is particularly important given the effects of the tornado.
2. In general, all proposed street trees should be planted in continuous tree trenches to ensure access to adequate soil volumes. Tree trenches should be irrigated and drained, where possible.
3. A variety of tree species should be used throughout and adjacent to the Project Area to avoid the creation of a monoculture. Preference shall be given to the use of native tree species that are suitable to the planting environment.



Typical Street Tree Planting Design

3.8 Greening Strategy for the Downtown Core Area

This strategy will provide overall recommendations on the types and locations of trees to be planted within the Core Area, and similarly affected areas, with a goal of establishing a sustainable urban canopy that supports a hierarchy of streetscapes. The Greening Strategy is premised on:

- Successional planting
- The right plant in the right place
- Planting for the seasons

Urban Soil Reality

The current reality of the urban soils in Goderich is one of diminished soil profiles, low organic matter content, and high salinity levels due to heavy winter salting. And while generally, the soil seems to have retained a lot of its potential, with regard to relatively established soil profiles, and organic matter content, these soils do behave like typical urban environments, in terms of compaction levels.

Compaction has taken its toll, and there is an imbalance between the desired 50% Pore-Void Space and 50% Solid-Organic Space, also referred to as restoring the soil's Bulk Density.

Soil is frequently the principal impediment to the mature and healthy development of a tree specimen, so it is critical to restore the function of the soil prior to the next generation of tree planting, as to give the trees the greatest possible chance for unimpeded development.

Trees do what trees do best when they are mature and have a healthy leaf area index, with a strong, established and connected canopy.

HEALTHY SOIL =

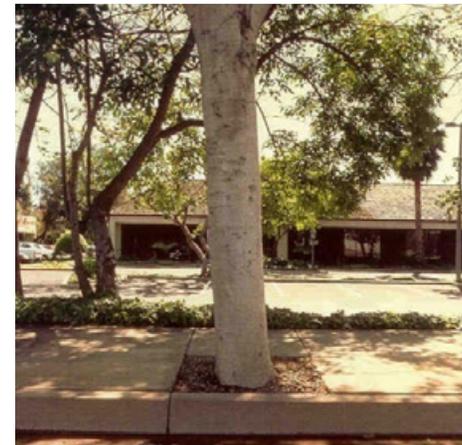
PORE SPACE + ORGANIC MATTER + MICROORGANISMS

HEALTHY TREES =

HEALTHY SOIL + WATER + MAINTENANCE



Surviving Tree in Court House Park



Constrained Tree Pit

Public Realm Design Guidelines 3.0

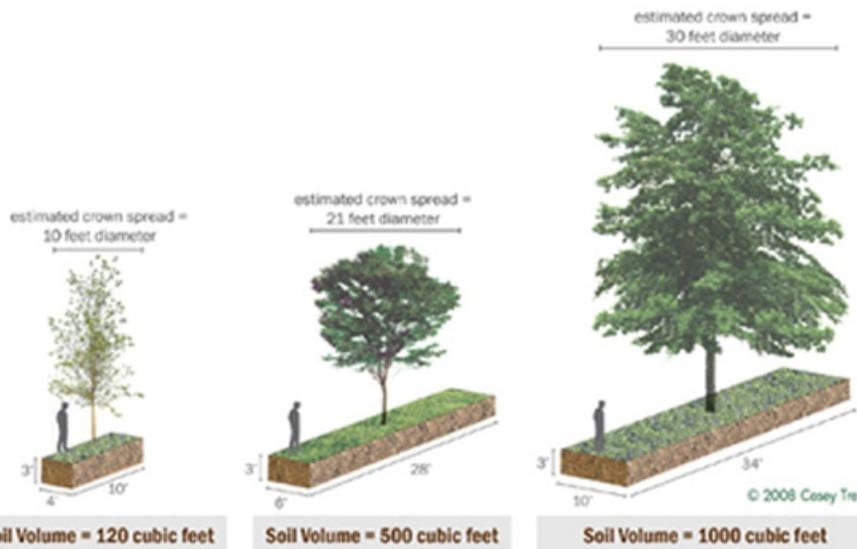
Soil Volume

If this design is to achieve its mandate of mature, healthy street trees, investment in subsurface infrastructure is necessary. This encourages root growth within channels that are unimpeded by compacted soils, and function as connected soil trenches, of sufficient volumes to support mature tree growth, understanding that biomass is virtually equal above and below ground.

Consistent with several park and city guidelines in North America, each street tree should have no less than 30 cubic metres of soil in order for it to achieve its full growth potential. While this is the desire, it is understood that as areas become more urban, and space becomes more constrained, trees often cannot get more than 15 cubic metres; however shared soil volumes of 30 cubic metres are still very much encouraged.

To determine the feasibility of this objective, a plan demonstrating the maximum potential soil volumes relative to subsurface interruptions of the root volume continuity should be provided to explain methodology to the Town, prior to development.

By connecting soil as a system rather than a pit, the roots can grow together, sharing the rooting volume. A shared soil volume behaves more naturally, and has the added benefits of building healthier soil profiles, and promoting more symbiotic relationships, between roots and healthy tree growth.



Soil Volumes



Root Area and Urban Stressors

Soil Technologies

When soils are particularly compacted, or are displaying low levels of organic matter, plants will struggle to establish, and typically fail within a decade of transplanting. In these instances the following technologies can be observed to improve a trees establishment post-transplantation.

1. Mechanical Solutions
2. Air Excavation
 - Localized bursts of pneumatic pressure to break up compacted soils
 - Restores bulk density and soil matrix (ie. ratio of void to solid space)
3. Vertical Mulching
 - Soil coring as to provide deep root aeration
 - Backfill holes with soil prescription based on soil amendment needs
 - Suitable amendments – gypsum and calcium for soil buffering, deep root fertilizer, organic matter/carbon

Structural Solutions

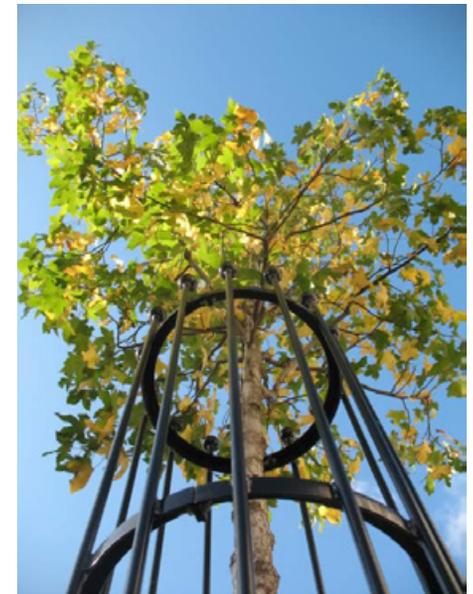
1. Structural Soil Cells
 - Silva Cell (Company: Deep Root)
 - Strata Cell (Company: City Green)
2. Structural Soils – Sands
 - Any soil medium mixed with granular/aggregate material, as to incorporate structural angles that will bear the load of above ground weight, toward the mitigation of soil compaction issues
 - When drainage is of particular concern the soil mixed with the aggregate can be of a higher sand content



Structural Soil Cells



Flexible Tree Ties



Tree Guard

Public Realm Design Guidelines 3.0



Urban Tree Grate



Sub-Surface Tree Stake



Sustainability Furnishings

Urban Tree failure can occur for many reasons. Two more typical reasons are persistent physical damage of a trees trunk or branches, or as previously mentioned, soil compaction.

1. Tree Guards
 - Protect the trunk of a tree from bruising, which is the conduit of the trees vascular, or feeding system.
 - Prevent the encroachment of permanent or temporary structures (ie. market stalls, special event spaces, locked bicycles) that may indirectly damage tree trunks.
2. Tree Grates
 - In urban environments, open pit tree planting exposes soil, and provides areas of impeded circulation. While the open pits encourage greater air exchange between the soil and the atmosphere, as well as better water infiltration into the soil, they can become compact from above ground pedestrian traffic.
3. Flexible Tree Ties
 - In an attempt to mitigate serious impediments to tree growth from rigid tree ties (ie. to affix lights, electrical conduits), flexible trees ties that grow with the tree, are seriously encouraged
 - Flexible tree Tie Product by City Green

Donor Recognition

The Town of Goderich has expressed the desire to acknowledge the significant donations received for the rebuild of the Town. As part of this Master Planning process, The Planning Partnership has provided technical drawings for Court House Square Park. These drawings reflect a very broad range of caliper sizes, from the more typical 70–120mm, to extremely large specimens. As well as the range of sizes, the park will be planted with an extremely diverse array of tree and shrub species that will be so biodiverse that the Park could be thought of as a future Arboretum for the Town of Goderich. This would be a testament to the resiliency of the Town, and its dedication to replanting efforts, and the future of Goderich's Urban Forest.

In light of this commitment, a creative example of donor recognition would be to acknowledge donors as part of a tree identifying system which not only acknowledges the efforts on the donor. The label also interprets the tree species of park users, and potentially a 'quick fact', all the while encouraging a greater connection of the Town with its natural environment.



Dedication Plaque

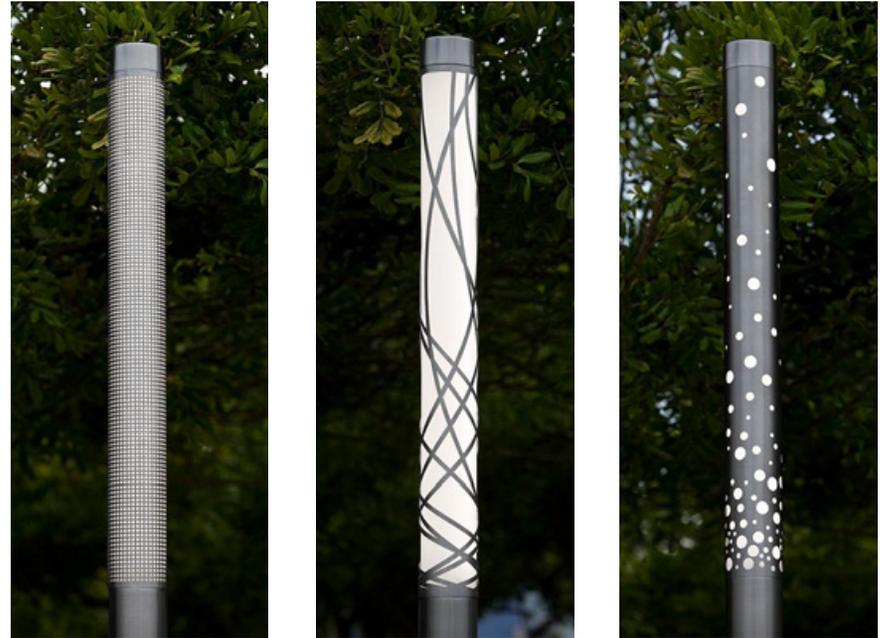


Interpretative Signage

Public Realm Design Guidelines 3.0

3.9 Coordinated Street Elements

- 1) The provision of street elements within the public realm will enhance both the pedestrian experience as well as promote a high-quality image of the community:
 - street elements include paving, benches, waste and recycling receptacles, bicycle lock-ups, bollards and street lights;
 - street elements should be coordinated such that style, materials, and colours are similar and complementary; and,
 - the placement of street elements should consider convenience, comfort, safety and coordination with adjacent buildings or other elements or utilities within the public realm.



Light Standard Options



Bollard Option



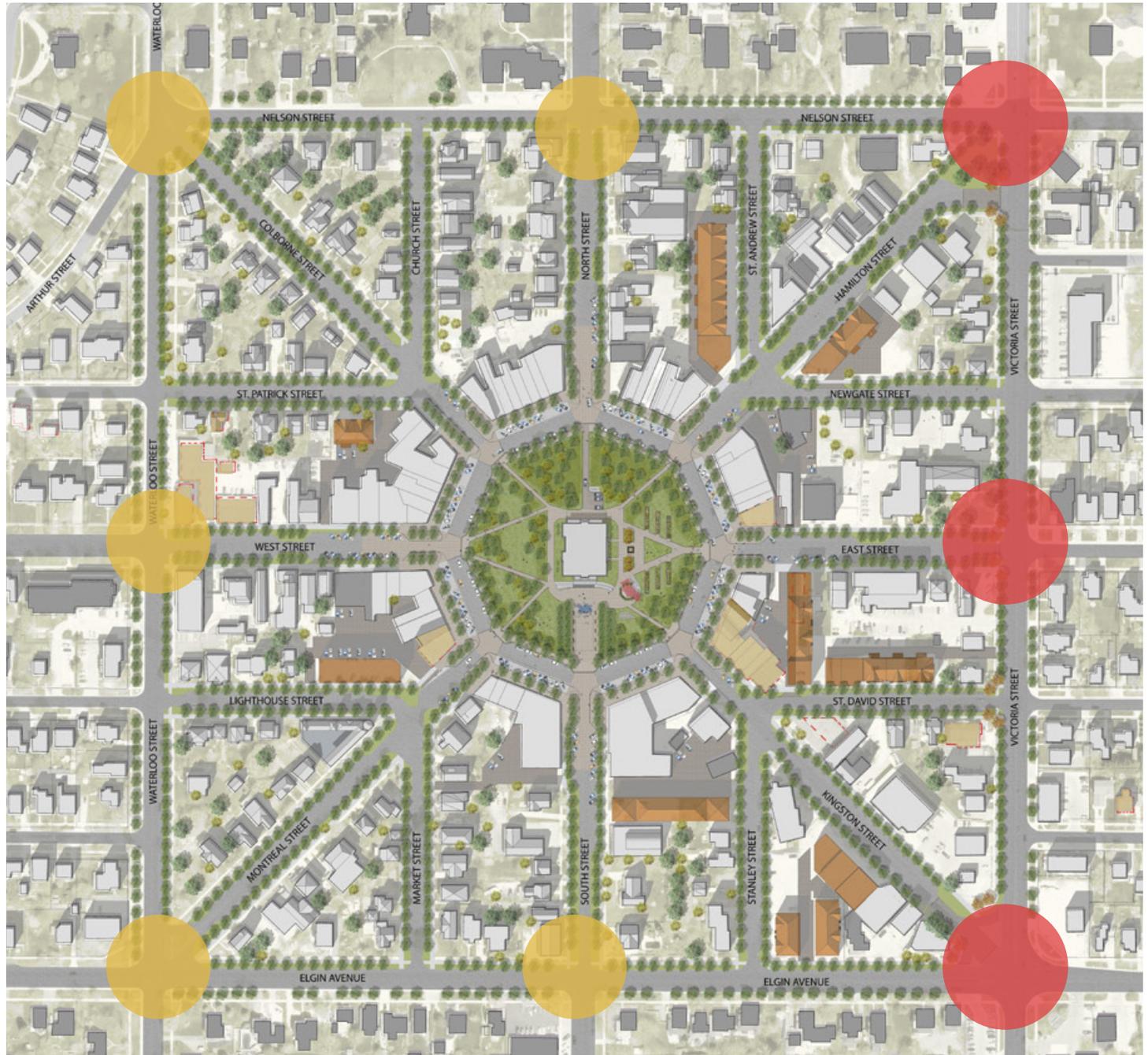
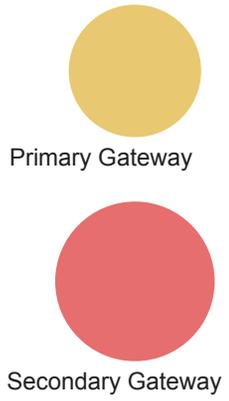
Bicycle Lock Up Section



Bench Option



Waste Receptacle



Gateway Diagram

Public Realm Design Guidelines 3.0

3.10 Gateways

1. Council will promote the development of gateways into The Downtown Area at the locations identified symbolically on the map to the left. These gateways will be designed to:
 - assist wayfinding, promote community identity and highlight the entrances to The Downtown Core Area;
 - be located on public lands; and,
 - enhance but not compete with surrounding existing historic and/or architectural features.
2. Primary Gateways (identified by the red circles on Map 5) are to be located at the primary entrances to The Downtown Area from Victoria Street and include Hamilton Street, East Street and Kingston Street;
3. Potential Secondary Gateways (identified by the yellow circles on Map 5) are to be located at secondary entrances to The Downtown Area from Nelson Street, Waterloo Street and Elgin Street. These include West Street, Montreal Street, South Street, North Street and Colborne Street;
4. Gateway design may incorporate appropriate architectural features, interpretive media, design motifs, and/or landscape treatments that define these main entrances to The Downtown Area:
 - planting and decorative paving treatments shall be consistent;
 - the same type of planting treatment should be considered in the locations of the 'Pillars'; and,
 - a standard palette of planting, such as that shown on this and the facing page, may be considered as one way to create unity and recognition of the various Gateway locations.
5. A public art program / process may be implemented as part of the development of the Gateways;
 - the public art components may take many different forms, including, for example, commemoration of notable people from the community, commemoration of historic or significant events and/or expressions of community visions, goals, values.

Greening Strategy for Gateways

FALL COLOUR

CANOPY TREES



Carpinus caroliniana / Blue Beech



Nyssa sylvatica / Black Gum



Cercis canadensis / Eastern Redbud



Amelanchier canadensis / Juneberry



Prunus maackii / Manchurian Cherry



Prunus virginiana 'Schubert' / Schubert Cherry

TALL SHRUBS



Hamamelis virginiana / Witch Hazel



Acer griseum / Paperbark Maple



Amelanchier arborea / Common Serviceberry



Viburnum Lentago / Nanny Berry



Cornus mas / Cornelian Cherry



Cornus Alternifolia / Pagoda Dogwood

LOW SHRUBS



Rhus aromatica / Fragrant Sumac



Hamamelis x intermedia 'Arnold Promise' / Witch Hazel



Spiraea x arguta 'Compacta' / White Spirea



Aronia melanocarpa / Black Chokeberry



Sorbaria sorbifolia / False Spirea



Chionanthus virginicus / Fringe Tree

PERENNIALS



Koeleria pyramidata / Prairie Junegrass



Sorghastrum nutans / Indian Grass



Panicum virgatum / Switch Grass



Vinca minor / Periwinkle



Liriope muscari 'Monroe's White' / Lilyturf



Galium odoratum / Sweet Woodruff

PERENNIALS



Dennstaedtia punctilobula / Hay Scented Fern



Matteuccia struthiopteris / Ostrich Fern



Pteridium aquilinum / Bracken Fern



Athyrium filix-femina / Lady Fern



Sporobolus heterolepis / Prairie Dropseed

SPRING FLOWERS

FULL SEASON

Public Realm Design Guidelines 3.0

Public Art Strategy for Gateways



Examples of Public Art - Ottawa, ON



Examples of Public Art - Vancouver, BC



Example of Public Art - County Court House, Everett, WA



Example of Public Art - Arlington, VA



Example of Public Art - Dublin, Ireland



Example of Public Art - Calgary, AB



Example of Public Art - Chattanooga, TN



Example of Public Art - Madison Square Park, New York

Hamilton Street Gateway (Liberation Memorial Park)



Existing Sculpture / Fountain

Pedestrian Walkway

Flowering Deciduous Trees at intersection

Specimen Shrubs / Perennials

Decorative Roadway Paving

Street Trees spaced 8 to 10 metres apart

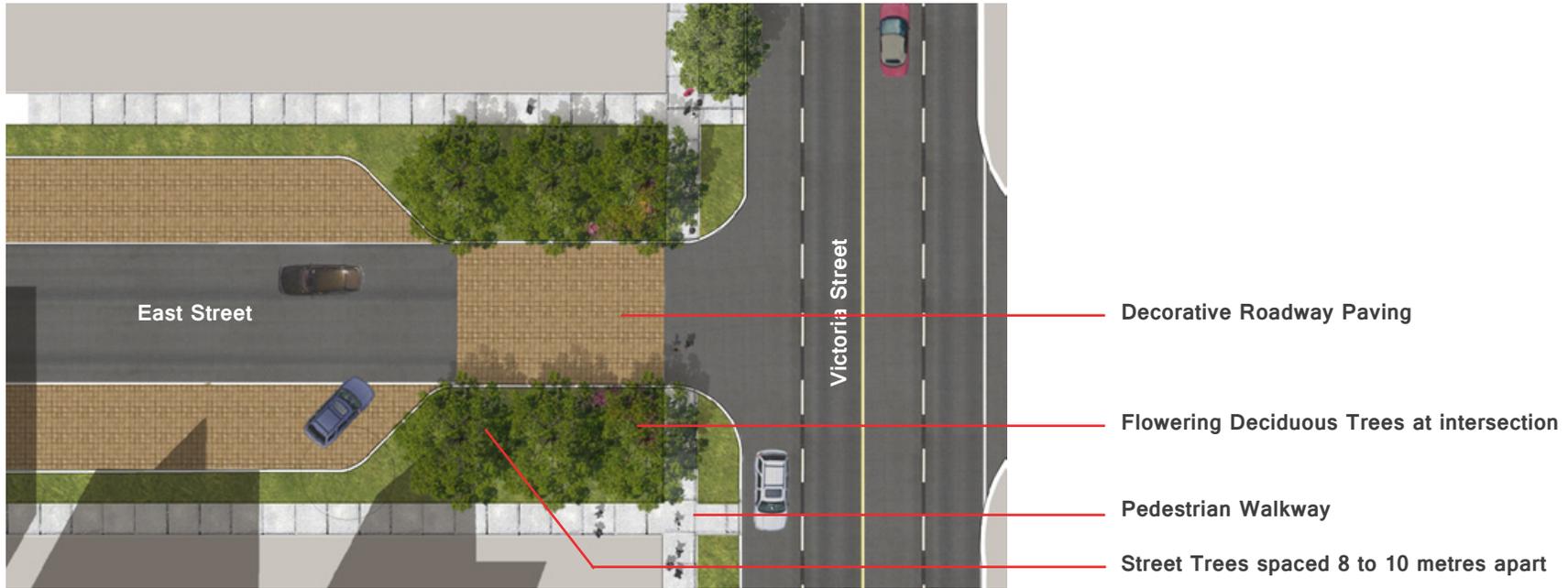
Concept Plan



Elevation

Public Realm Design Guidelines 3.0

East Street Gateway

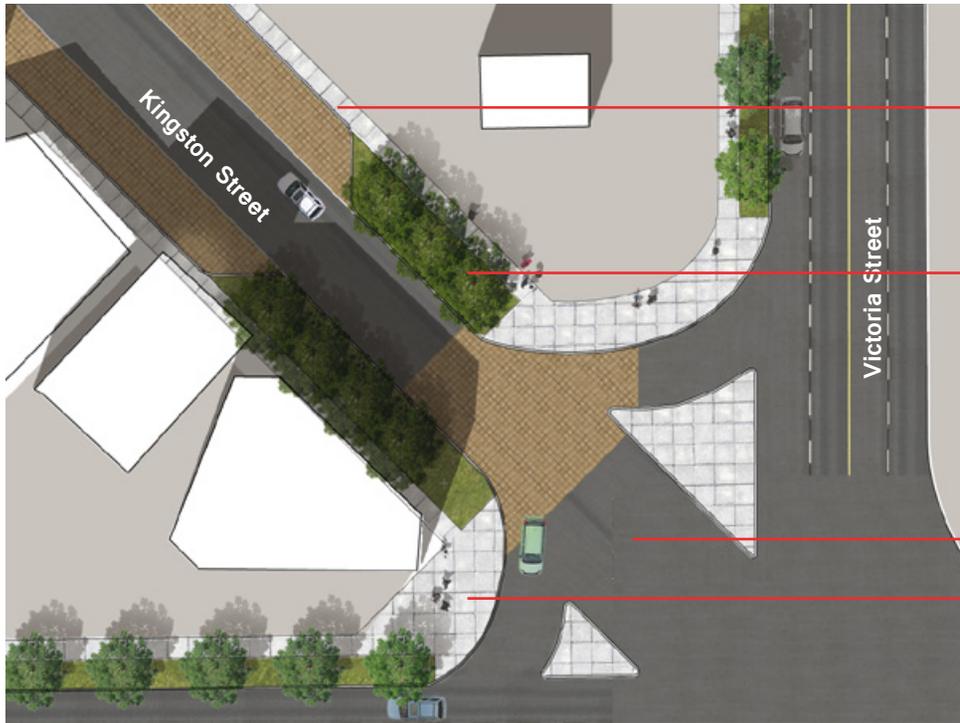


Concept Plan



Elevation

Kingston Street Gateway



Street Trees spaced 8 to 10 metres apart

Flowering Deciduous Trees at intersection

Decorative Roadway Paving

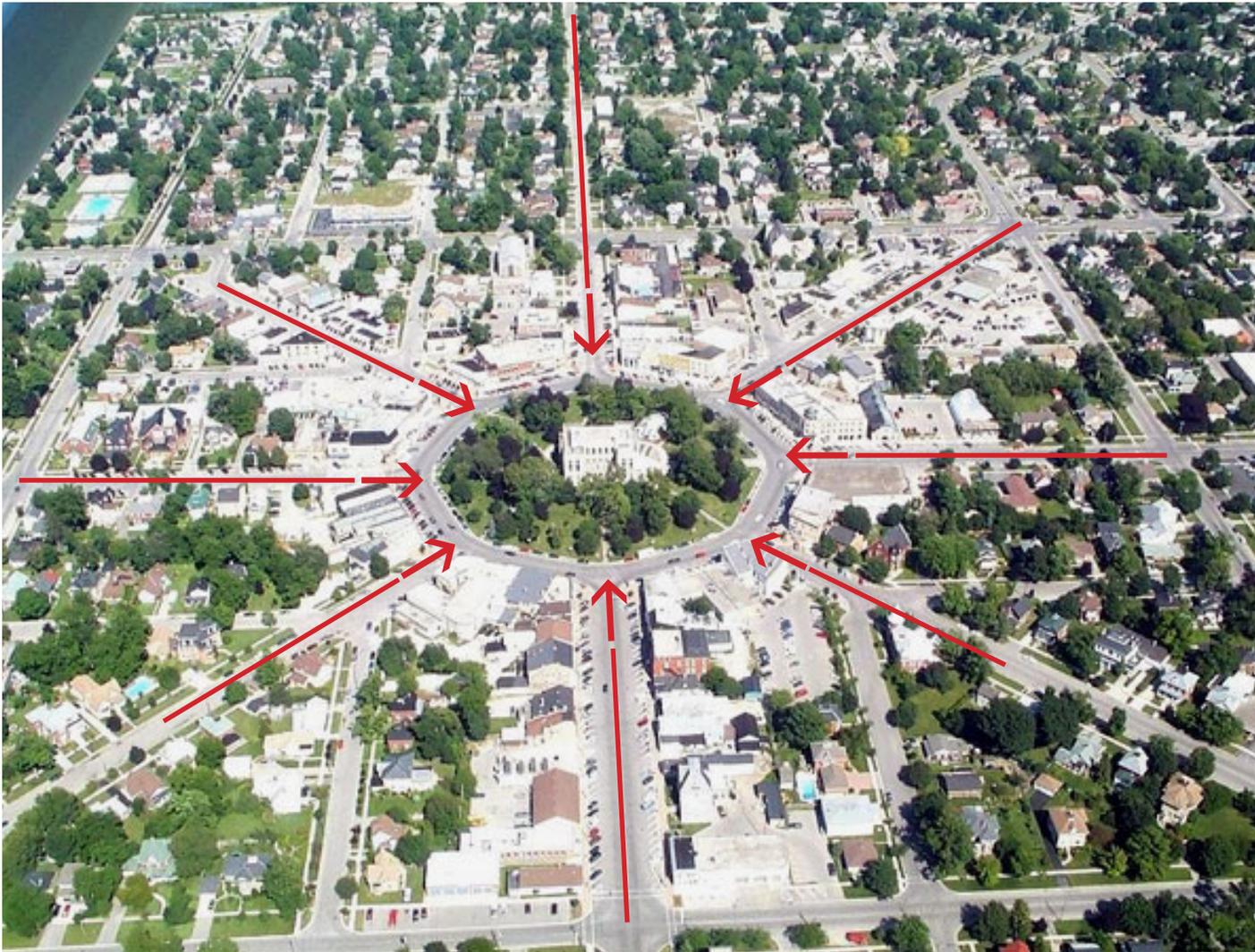
Pedestrian Walkway

Concept Plan



Elevation

Public Realm Design Guidelines 3.0



Viewscales to the Square and Court House Park

3.11 Viewscales

1. The image on this page identifies a number of 'Viewscales'. Council will ensure that these viewscales are protected, achieved and enhanced over time.
2. Any development and/or public works that could impinge upon or negatively impact these viewscales shall be required to demonstrate that the viewscales will be preserved and/or enhanced.
3. Where an identified viewscale is currently blocked by existing development, Council, through the redevelopment process, shall ensure, where possible, that an appropriate viewscale is achieved.

Private Realm Design Guidelines 4.0

The Built Form Strategy envisions a variety of new buildings that contribute to developing the Downtown Core Area as the mixed-use centre of the community within a context that ensures a high quality public realm, sensitive transitions to the surrounding residential uses and compatibility with the existing heritage character.

The distinct identity of Downtown Goderich is linked to its unique street pattern and ‘ring’ of buildings that form the walls of the ‘Square’. Central to the Strategy is maintaining strong edges to the Square and radiating streets, and creating attractive built form that will complement the existing building blocks. Design guidelines for building restoration and new infill within this Strategy follow the guidelines provided in the Square Heritage Conservation District Plan and provide additional detail, as well as illustrations of sample infill proposals.

All new development/redevelopment within the Downtown Core Area shall be based upon, and approved after the careful consideration of the concept of “Compatible Development”. Compatible Development is defined as follow:

“Compatible development is development that is not the same as, nor necessarily similar to existing development in the vicinity. Compatible development is development that enhances the character of the community without causing any undue adverse impacts on adjacent properties in the vicinity.”

The Demonstration Plan on the facing page illustrates one scenario for the long-term build out of Downtown Goderich. It does not make provisions for how or when this build out will occur, but focuses on where and what form development should take. It illustrates a built form strategy that identifies the location and massing of buildings and their relationship to the street. This built form strategy is supported by site-specific demonstration plans and set urban design guidelines that address development on **Infill Sites** and development on existing sites around **The Square**.

To distinguish between new development within the historic context of the core area and other new infill development, this section has been divided to provide guidelines for new development and renovations to buildings that are historic in nature and those that are not.



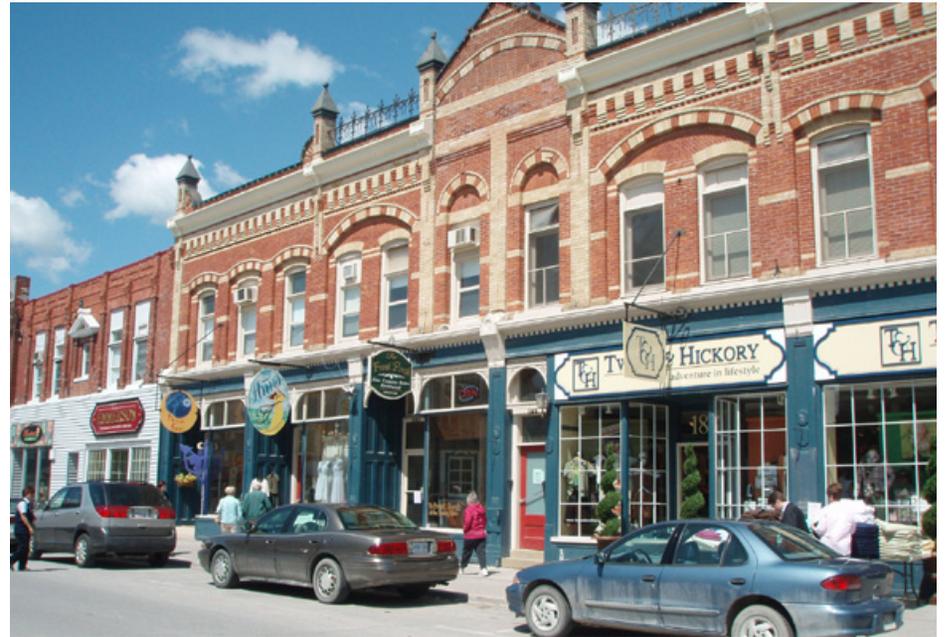
*Traditional buildings on the Square included weather protection elements
Memories of Goderich, 1977, Dorothy Wallace, Writer and Editor.*



*Historical buildings in Goderich were mixed-use
Goderich, Ontario (no longer exists)*

4.1 General Policies for All Buildings

1. It is crucial that all new development throughout The Project Area be compatible with the character and context of the Area. As such, new development, whether a renovation to an existing building, or a completely new building, will be reviewed by the Heritage Committee, staff and, ultimately, Council. 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 in order 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. Continuous streets of monotonous and repetitive façades shall be avoided;
 - 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;



*Architectural variety is crucial in creating a visually stimulating environment
Port Perry, Ontario*

Private Realm Design Guidelines 4.0

- have a dynamic 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;
 - 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 cultural heritage resource, the Heritage Committee, staff and ultimately, Council shall:
- encourage the compatible use of significant cultural heritage buildings, while not adversely affecting the character of the building or surrounding area. Significant cultural heritage resources, including buildings and associated landscapes shall be developed in conformity with the Heritage Policies of this Plan.



*Dynamic façade articulated with three-dimensional elements
Orlando, Florida, Baldwin Village*



*Weather and sun protection systems
Perth, Ontario*

4.2 Heritage Design

In general, the original, distinctive qualities and character of a historic building, such as bulkhead details, piers, windows, transoms, entrances, cornices and various facade accessories shall be preserved. The removal or alteration of any historical 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 design.

Common Principles

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 or the availability of different architectural elements for 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. New buildings should 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; and,
5. New buildings should be designed so that they do not appear to have been constructed earlier than they were.



*New buildings should be designed to enrich the historic nature of the existing context
Toronto, Ontario*

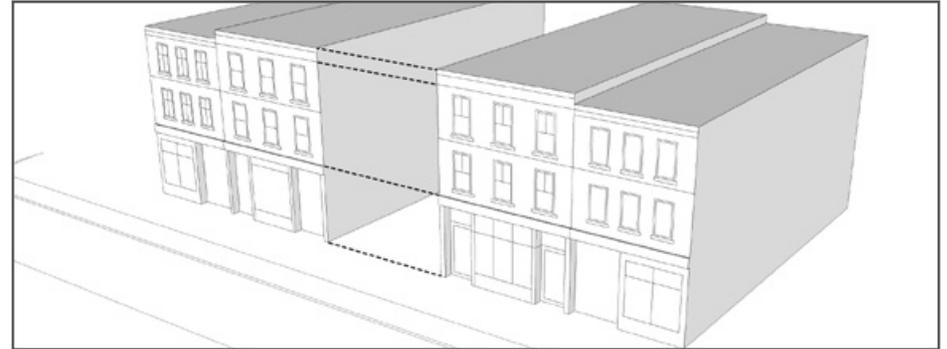


Potential Infill Site

Private Realm Design Guidelines 4.0

Height and Massing

1. New buildings should consider and respect the scale and massing of adjacent buildings reflecting the base, middle and top of those buildings;
2. New buildings should respect the pattern of facade division by ensuring the horizontal and vertical architectural orders are aligned with neighbouring buildings;
3. New buildings should include a cornice that is carefully aligned with neighbouring buildings and of similar proportions;
4. Windows should be vertically aligned from floor-to-floor and horizontally aligned with the neighbouring buildings; and,
5. New buildings should have entries and display windows at regular intervals consistent with the established pattern on the block.



Horizontal and vertical architectural orders should be aligned with neighbouring buildings

Setbacks and Steppbacks

1. New buildings should be located at a distance from the curb equal to that of adjacent buildings; and,
2. Where new buildings or new additions to buildings exceed the height of adjacent buildings, the additional height should be set back behind the prevailing facades a minimum distance of 3 metres to reinforce the street wall height while allowing additional height.



Potential for Three Storey Infill Site



Stepping the building back reinforces the existing street wall in Toronto, Ontario



Stepping the building back in Toronto, Ontario

Private Realm Design Guidelines 4.0

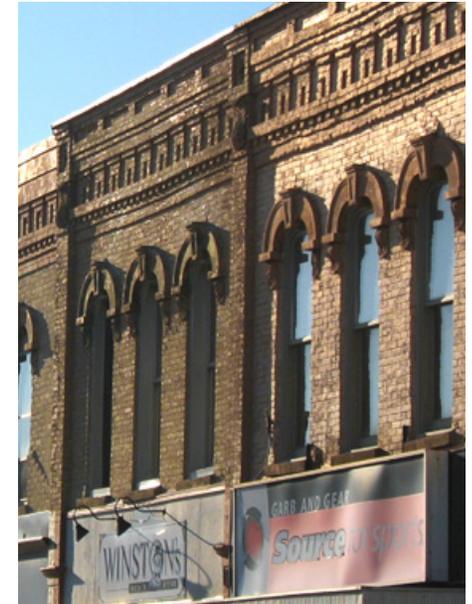
Materials

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 Heritage Design Guidelines for Goderich 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 chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability;
3. Key guidelines for architectural and material quality include:
 - Goderich 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;
 - building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete;
 - Goderich has a long history of yellow brick and white brick, the first choice should be yellow brick;
 - in general, the appearance of building materials should be true to their nature and should not mimic other materials; and,
 - vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.



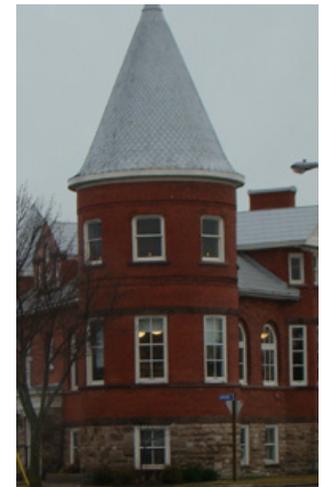
*Brick and Stone are key materials
Precedent example*



*Precast lintels and surrounds
Goderich, Ontario*



*Traditional Goderich materials emphasise brick as a primary material,
Goderich, Ontario*



Storefronts

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 traditional 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. Entrances, signage, weather protection and lighting were all elements of successful storefronts in the past. New development should reinforce these 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 a strong and 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; and,
 - storefront entrances should be highly visible and clearly articulated. Entrances should be located at or near grade. Split level, raised or sunken entrances are strongly discouraged.



Barrier-free access can be accomplished using recessed entries



Storefront entrances should be highly visible and clearly articulated



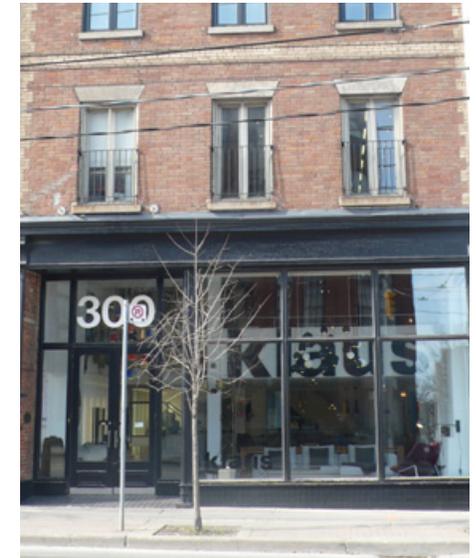
Storefront entrances should be highly visible

Private Realm Design Guidelines 4.0

- on corner sites, storefronts should address both street frontages through entries or glazing;
- storefront signage should be consistent with the signage guidelines (See Section 5.8 Signage), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape;
- to reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale;
- 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 facade.



Goderich, Ontario



Toronto, Ontario



Storefronts should have a high-level of transparency
Goderich, Ontario



Barrier-free access and weather protection can be accomplished using recessed entries
Paris, France

Doors and Doorways

1. Doors and doorways should be designed to reflect the scale and character of those traditionally found in Goderich;
2. Traditional doorway surrounds should be incorporated into the facades of buildings including sidelights, clear transoms and vision panels.

Windows

1. Where a new building is being proposed, the selection of windows should be undertaken in a manner that the materials and surrounds are in harmony with adjacent buildings;
2. If the design is contemporary, the scale should be in proportion to the windows on adjacent buildings;
3. Where a historic building is being restored the selection of windows the materials and surrounds should be based on those of the original building;
4. The type of window (double hung etc.) and the resulting profile should reflect that of the original building.



Windows materials and surroundings should be based on those of the original building Goderich, Ontario



Doors and doorways should reflect the scale and character of Goderich, Ontario



Toronto, Ontario



The scale should be in proportion to the windows on adjacent buildings Washington DC, USA



Toronto, Ontario

Private Realm Design Guidelines 4.0

Signage

Signage plays an important role in the overall image of any area. Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. This includes compatibility with existing buildings, where appropriate. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:

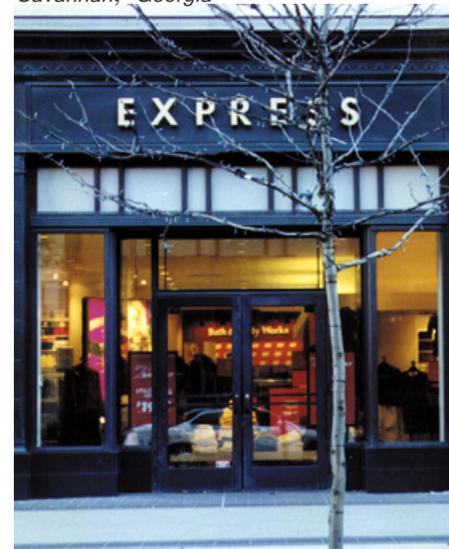
1. Sign Placement
 - Signs should be placed in a consistent location on all building facades. Generally, it should be located above the storefront windows or on canopies over the storefront;
 - Signage should not obscure windows, cornices or other architectural elements;
 - To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes; and,
 - Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
2. Sign Types
 - Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged;
 - Projecting/hanging signs should be permitted to encroach over the streetline provided that they do not project more than 1.0m from the building, and they have a minimum 2.4m clearance between the bottom of the sign and grade;
 - Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible, but are permitted to encroach onto public property provided that they provide a 1.5m of unobstructed sidewalk space.



Projecting signs add character Savannah, Georgia



Signage should not obscure window Boston, MA



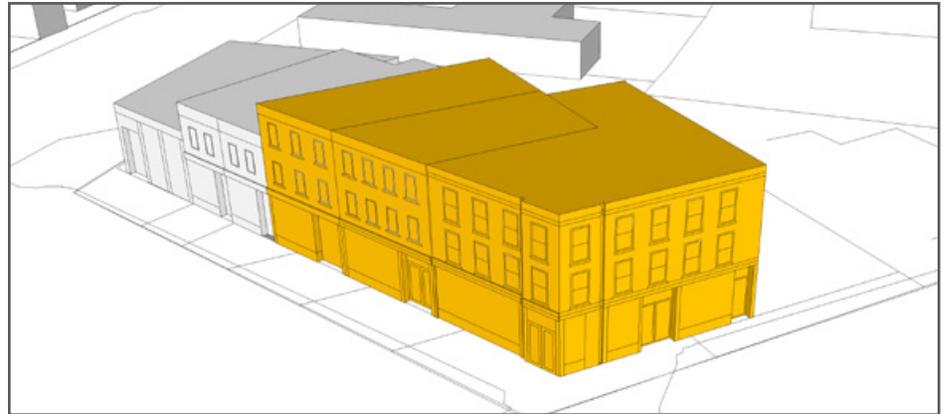
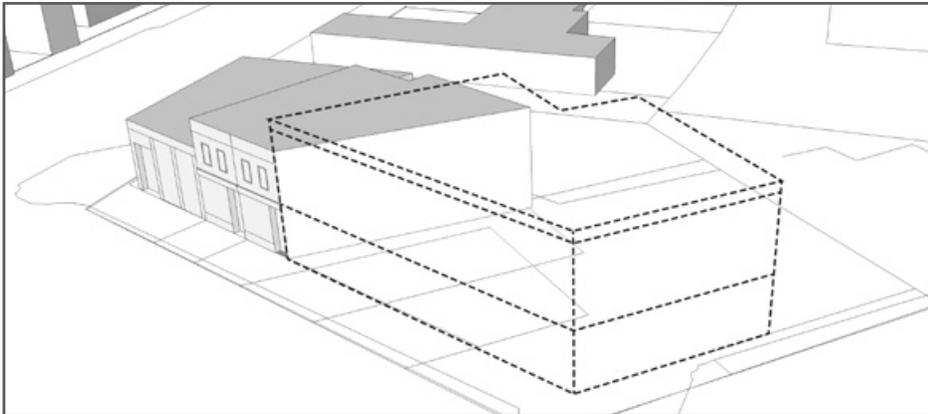
Sign placement within architectural bays and friezes. Boston, MA



4.3 East Block (Demonstration Plan)

The East Block (Kingston Block) is an important component of the square and should be developed in a manner that reinforces the built form of the predominant street edge surrounding the square. In principle it is a corner infill building and should reflect the guidelines for both building types.

1. The East Block contains several existing buildings that will provide the basis for the scale and massing of any new additions to the block including the following;
 - new additions should reflect the base, middle and top building components of the existing buildings on the block;
 - the treatment of the façade on the square should continue the corner for the full extent of the building(s);
 - the massing of the building should be similar on both faces of the new addition at the corner;
2. A separate design study specific to this block will be prepared by Taylor Hazell Architects



Private Realm Design Guidelines 4.0

- include prominent visual and vertical architectural features such as a wrap-around porch, bay window, turret feature or a clock tower, and/or an additional storey, greater than abutting buildings on non-corner sites;
- a corner building should have primary, articulated façades towards both streets;



*A corner building should provide prominent visual and vertical architectural features and articulated façades towards both streets
Boulder, Colorado*



*The treatment of the facade should address both street frontages.
Traditionally corner buildings in Goderich have done this (See image to right)
Minneapolis, MN (See image to left)*

- storefront entrances should be highly visible and clearly articulated. Entrances should be located at or near grade. Split level, raised or sunken entrances are strongly discouraged; and,
- a corner building should have the highest level of architectural detailing and a distinct architectural appearance.



Store entrances should be clearly visible; Traditionally Goderich corner buildings have a high level of architectural detail

Perth, Ontario



London, Ontario

Private Realm Design Guidelines 4.0

4.4 New Infill Development

All new development within the Downtown Core and around The Square is, by definition, infill development. As a result, a key consideration for new development is the relationship to existing buildings. The existing buildings of heritage value set the tone for the architecture of the core of Goderich. The following principles help to assure that new infill development adds to the character and context of the Town.

Design Policies for the Location of Buildings on a Lot (Demonstration Plans)

New buildings on lots outside of The Square, but within the core area, will act to complete the streetscape and reinforce the street edge conditions. Where new development abuts a street the principles for infill lots will apply including:

1. Lot Frontage and Lot Coverage
 - frontages, building coverage can exceed that of adjacent buildings when the additional building area meets the criteria for building massing.



Aerial View Demonstration Model

2. Setbacks

- in order to ensure development compatibility within The Project Area, Council shall establish appropriate interior side and rear yard setbacks in the implementing Zoning By-law;
- generally the front yard setback of a new building will reflect the setbacks of buildings on adjacent sites;
- 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;
- side yard and rear yard setbacks should be developed in keeping with the historic configuration of buildings along common streets; and
- side yard setbacks may be minimized to generate continuous street wall.



Private Realm Design Guidelines 4.0

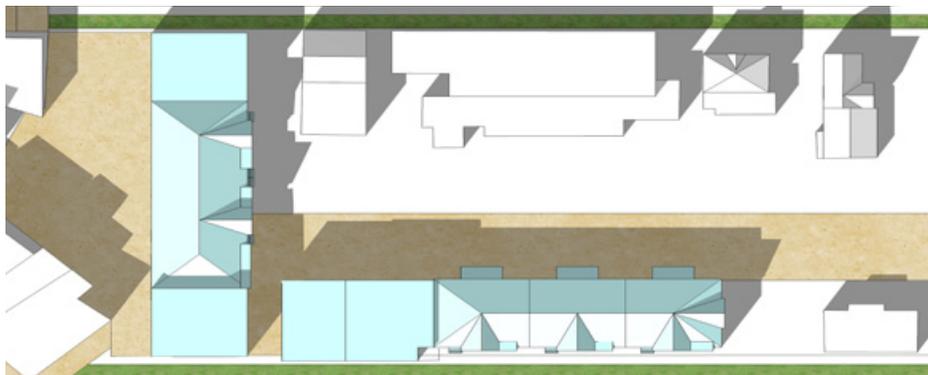


Typical Infill Site Demonstration Plan

4.5 Build Within Zones and Built Frontage

The unique nature of the existing built form in Goderich requires that new buildings be designed that respond to the context.

1. New buildings should be designed to occupy the highest portion of the street frontage as is possible to establish a continuous street wall condition;
2. Within The Residential Quadrant and The Downtown Area, a relatively consistent building edge is important 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. The build-within zones essentially set both a minimum and maximum setback;
3. It is understood that, where a lot has three or four sides abutting a public road, the identified minimum built frontage requirement may not be achieved on all sides. Council shall use its discretion in the application of the street wall concept on development blocks that have street frontage on more than two sides;



A consistent building edge defining the street edge

4.6 Encroachments

It is an objective of Council to ensure a comfortable pedestrian environment, and part of that comfort is weather protection. As a result, 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, it is an objective of Council to promote street activity/animation. Street cafes and outdoor seating for restaurants should also be considered. Council will encourage the following:

1. Awnings or canopies may be permitted to encroach into the public pedestrian realm subject to approval from Council;
2. Outdoor cafes and seating for restaurants may be permitted to encroach into the public pedestrian realm subject to approval from Council;
3. Semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building may be permitted to encroach into the public pedestrian realm subject to approval from Council; and,
4. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.

Private Realm Design Guidelines 4.0



Aerial View of Demonstration Model Showing the Potential Infill Sites

5.1 Formula for Success

Ongoing change is a positive sign of a healthy community. In order for the Town of Goderich to continue to be successful – economically, aesthetically and in terms of quality of life – a Downtown Core that includes and supports businesses, administration, culture, social activities and community events, with a focus on pedestrians, must be promoted and, more importantly, achieved.

Variety of Tools to Achieve Success

There are a variety of tools that have been used to help stimulate Downtown redevelopment. Across North America, various levels of government have used a vast array of planning, financial and other tools to facilitate the desired mixed-use, pedestrian-friendly environments. However, success is usually a result of a combination of tools and circumstances, as opposed to one critical action. Typically, government intervention beyond infrastructure investment and mandating including building programs, incentives and permissive planning policy regimes, for example, is seen as a key development catalyst that can influence private sector investment decisions.

Change Takes Time

Despite the significant and life-altering change that has already occurred in the community, changing an established Downtown Core takes time and will occur incrementally. It is not anticipated that wholesale changes to the Downtown Core and consumer lifestyle can occur overnight in Goderich.

Cooperation and Commitment are Required

Lastly, it is critical that all appropriate private sector initiatives within the Downtown Core be supported by a reciprocal commitment between the Town and other public agencies to create components of the road system, the pedestrian realm, public buildings and infrastructure. The improvements to the pedestrian

realm and public infrastructure must be developed in coordination with private sector investment.

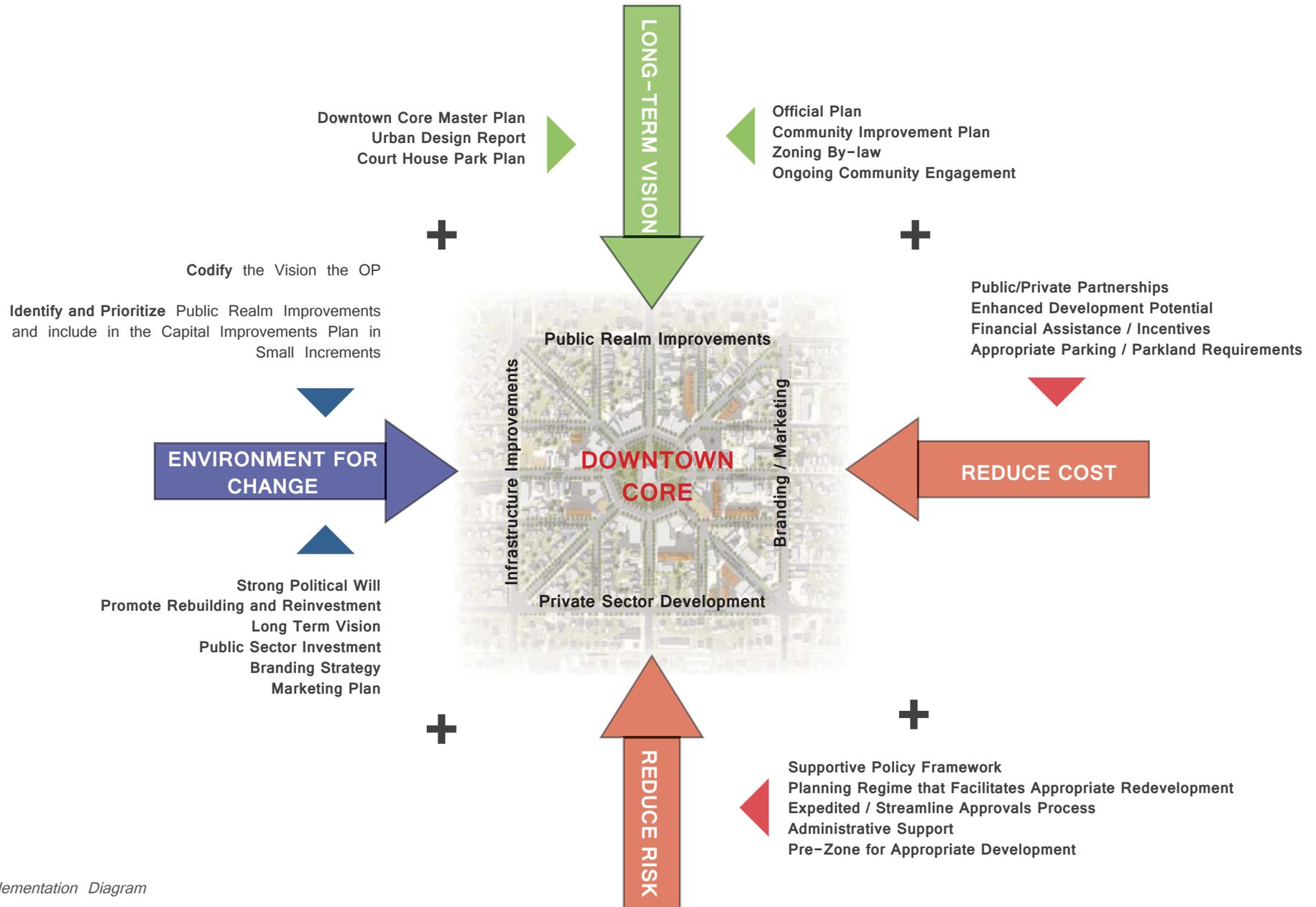
Three Actions to Stimulate Change

Previous sections of this Master Plan Report have identified an overall Vision for the Downtown Core, and have provided guidance on facilitating public realm and built form development. Experience in other jurisdictions across North America, combined with observations in the Town of Goderich, suggests that a strategy for the successful implementation of the Vision for the Downtown Core requires that the Town focus their activities into three basic categories. The Town must:

1. Create a Long-Term Vision
 - Identify Public Realm Improvements
 - Articulate Objectives for Private Sector Development
 - Strategy to Facilitate Improvements
2. Establish the Environment for Change
 - Codify the Vision through the Official Plan
 - Identify and Prioritize Public Realm Improvements
 - Include these in the Capital Improvements Plan
 - Develop a Marketing and Branding Strategy
3. Reduce the Risk / Cost of Development
 - Review and Update Community Improvement Plan
 - Refine the Regulations in the Zoning By-law
 - Expedite the Approvals Process

All three of these actions are completely interrelated and are required, in collaboration, to establish a comprehensive, and ultimately a successful transformation of the Downtown Core from its pre-tornado and current state to a vibrant mixed-use centre.

Implementation Strategy 5.0



Implementation Diagram

5.2 Action Plan

The following implementation recommendations are crucial actions the Town should consider in order to ensure the Downtown Core Area Master Plan and Court House Park Design are achieved. These interrelated recommendations provide concrete directions designed to facilitate public realm and infrastructure improvements and to foster private sector development. While the application of individual recommendations may achieve some of the intended results, the long-term success of the Downtown Core Area will require adoption of all these recommendations.

The implementation recommendations include administrative changes and suggestions for amendments to planning procedures and statutory planning policies for the Town of Goderich. The recommendations also include direction for both public sector investment and private sector development.



Establish an Oversight Committee to Implement this Plan

This Plan was developed through a collaborative process involving the project steering committee, input and feedback from the community and various stakeholders. The recommendations put forth represent their collective vision for the Downtown Core and Court House Park. In order to ensure the successful implementation of this Vision as well as the continued engagement of stakeholders, a project oversight committee that is dedicated solely to the realization of this plan should be established. The Oversight Committee could include members of staff, stakeholder groups and community groups.

List of Recommendations:

- Champion for Change
- Committee of Staff that Reports to Council
- Involve BIA and Chamber of Commerce
- Hold Public Update Sessions at Key Milestones



Implement the Public Realm Plan to Repair Damage and Improve the Community's Core Area

As the historic, cultural, social, administrative and economic centre of Goderich, The Square, including Court House Park, symbolize the heart of the community. Repairing the damage left by the tornado, and implementing the design recommendations of this Master Plan report represents a crucial step in the re-building process. If implemented successfully, it is hoped that these changes will spur other improvements in the Downtown Core, both public and private.

List of Recommendations:

- Focus Investment on Court House Park and The Square as the First Priority
- Undertake Detail Design for Court House Park
- Establish Court House Park 'Manifesto' as the Policy of Council
- Implement Improvements for Streetscapes and Gateways
- Work with BIA and Service Clubs to Identify Funding for Specific Projects
- Work with County, Province and Federal Government to identify Funding Sources



Update Planning Policy to Facilitate Compatible Development

As The Town of Goderich Planning Department should work with Town Staff and other professionals to update the Official Plan and Zoning By-laws to ensure that they reflect the new direction of development and the revised Vision for the Town.

List of Recommendations:

- Amend the Official Plan (OP) in accordance with the directives included in this Master Plan
- Update the Community Improvement Plan (CIP) and Incentive Programs by expanding the programs and resources available for private sector property encroachments
- Update Zoning By-law to conform and expand upon the new planning regime provided in the updated Official Plan
- Create Site plan Guidelines Manual that is reflective of the detailed design objectives of the Municipality
- Create Architectural Guidelines that are reflective of appropriate heritage conservation principles
- Update Heritage Conservation District Plans to support the new planning and design regime



The **Planning** Partnership 