

URBAN DESIGN BRIEF

Project Name: Erie Street Dental Relocation

Project Site: 876 Hurontario Street, Collingwood, Ontario

Application Type: Concurrent Site Plan Control and Deeming By-law

Prepared By: Olivia Magalhaes, Applicant's Agent

Date: July 2026

1.0 Introduction and Design Vision

This Urban Design Brief (UDB) is submitted in support of a concurrent Site Plan Control and Deeming By-law application for the property located at 876 Hurontario Street. In accordance with the Town of Collingwood's Urban Design Manual (UDM), this brief demonstrates how the proposed dental clinic redevelopment integrates cleanly into the surrounding physical fabric while upholding high standards of architectural excellence, accessibility, and pedestrian connectivity.

The overarching design vision aligns explicitly with the Lakeshore and Mountainside Recreation architectural theme outlined within the Town's guidelines. Rather than introducing a completely new structural footprint, the development intelligently embraces the existing built form, dramatically elevating its presence within the streetscape through a refreshed, premium facade materiality. By leveraging a structural vernacular inspired by natural mountain and cottage design elements and replacing dated finishes with high-end, contemporary materials, the project takes what is currently on-site and transforms it into an elevated, visually sophisticated facility. This design approach effectively introduces high-quality built forms and textured surfaces that actively enrich the public realm along this primary commercial gateway.

2.0 Context Analysis and Neighbourhood Compatibility (UDM Section 2.0 + 3.0)

The subject property is positioned along Hurontario Street, a major commercial corridor. The site is bounded entirely by long-standing or planned commercial uses, establishing complete land-use synergy with its immediate neighbours:

- North: Commercial use (Bowling Alley).
- South: Commercial use (Gas Station).
- West: Commercial use (Coin Wash).
- East: Hurontario Street, directly fronting a vacant parcel slated for future commercial

development.

Massing and Built Form Compatibility (UDM Section 4.0)

To respect the established physical character of the corridor, the development maintains the exact footprint of the existing building, avoiding changes to the property's low-impact footprint. Visual and spatial enhancements are restricted to the vertical plane through a second-storey addition designed to accommodate administrative office uses.

In compliance with UDM architectural compatibility guidelines, the addition is styled as a backsplit. This steps the building's massing back away from the Hurontario street line. The second storey is visible predominantly from the side and rear profiles, preventing the building from dominating the street edge while creating an articulated, low-rise commercial profile that harmonizes seamlessly with the variable massing of adjacent commercial properties.

3.0 Architectural Character, Materiality and Aesthetics (UDM Section 4.3)

Embodying the Lakeshore and Mountainside Recreation aesthetic, the exterior envelope bypasses urban Victorian architecture in favor of a rustic, premium material palette that celebrates the region's geography through contemporary tones:

- Grounded Masonry Base: Retains the existing charcoal-painted brick and stone, establishing a modern, deeply grounded base at the pedestrian scale.
- Board and Batten Siding: Utilizes light grey "board and batten" style siding (blending existing elements with new matching installations) to introduce strong vertical articulation, geometric shadow lines, and classic cottage-like visual warmth.
- Heavy Timber Post & Beam Accents: Integrates dressed, smooth-finished Douglas Fir heavy timber post and beam elements. To align with the regional recreation aesthetic, these structural accents feature solid grey or natural stained tones (such as rich Chestnut or Hawthorne browns), anchoring the mountainside motif.
- Cohesive Clean Trims: Implements clean white aluminum fascias, soffits, miscellaneous trims, and white vinyl windows, ensuring a uniform, highly polished finish across both the existing structure and the new addition.

4.0 Site Layout, Access and Parking Design (UDM Section 5.0 + OP Section 5.3.2.4)

4.1 Access, Mobility and Loading (UDM Section 5.1 / OP Section 5.3.2.4 b + d)

Vehicular access is restricted to a single, optimized curb cut on Hurontario Street, reducing traffic disruptions and pedestrian conflicts across the sidewalk. Given the boutique 340 sq. m. footprint of the clinic, a dedicated heavy commercial loading space is not mandated through

the Zoning By-law and has not been included. Waste management facilities are situated out of public view in a dedicated service zone. In accordance with UDM Section 5.4 (Service Areas), the garbage bins will be fully hidden within a structural enclosure built from wood siding that directly matches the aesthetic of the primary clinic building.

4.2 Parking Placement and Pedestrian Connectivity (UDM Section 5.3 / OP Section 5.3.2.4 c + e)

The site accommodates 18 parking spaces, balancing the Town's public realm goals with essential client services:

- **Rear Parking Field:** The vast majority of vehicular parking is tucked behind the building, completely screened from the public streetscape to satisfy standard municipal configuration objectives.
- **Front-Yard Barrier-Free Parking (Strategic Justified Exception):** The designated barrier-free accessible space is intentionally positioned in the front court between the building and the road. While front-court parking is generally discouraged by the UDM to protect street aesthetics, it is a critical operational necessity for a dental practice serving elderly patients, parents with strollers, and patients with severe mobility constraints. Bringing these spaces directly to the front entrance ensures safety and immediate, dignified access. This layout is further supported by an integrated, fully accessible access ramp at the main entrance, utilizing grading controls to ensure a seamless, barrier-free transition from the parking stalls directly into the clinic lobby.
- **Landscape Mitigation and Walkways (UDM Section 6.0):** To eliminate any visual harshness from the front stalls, soft landscaping beds and tolerant perennials are introduced along the property line to buffer the view. Furthermore, a dedicated, concrete pedestrian walkway directly connects the municipal sidewalk to the front entrance, ensuring a safe path through the site.

5.0 CPTED Considerations and Safety (UDM Section 8.0)

The site design adopts mandatory Crime Prevention Through Environmental Design (CPTED) principles to ensure universal comfort, safety, and clear site lines:

- **Natural Surveillance ("Eyes on the Street"):** The backsplitted second-story addition introduces active administrative windows facing the side and rear properties. Paired with expansive windows on the ground floor, the design optimizes natural surveillance over all parking sectors.
- **Sightline Control (UDM Section 6.2):** All landscape vegetation specifies low-growth species and high-canopy trees, maintaining an open horizontal visual window between 0.9m and 2.1m to eliminate potential blind spots.

- Illumination (UDM Section 7.0): Any exterior lighting will utilize dark-sky compliant, down-shielded LED luminaires to provide uniform coverage over all accessible pathways and parking bays without creating glare, heavy shadows, or light spill onto adjacent commercial lots.
- Defensible Space: Delineated landscape borders establish clear boundaries, defining public vs. private zones while cleanly interfacing with neighbouring properties.

6.0 Conclusion

The proposed development at 876 Hurontario Street represents a highly compatible, well-proportioned infill project that honors the Lakeshore and Mountainside Recreation theme of the Town's Urban Design Manual. By maintaining the existing footprint and introducing a stepped-back second story clad in natural, premium materials, the design respects its commercial surroundings. The minor front-court parking adjustment is explicitly justified by healthcare accessibility requirements and is effectively mitigated through dedicated pedestrian channels and robust landscape buffering. The project stands as a clear fulfillment of the core design goals of the Town of Collingwood.