

Urban Design Brief

212 Raglan Street
Collingwood, ON



March 22, 2024



TABLE OF CONTENTS

SECTION 1	2
Introduction	2
Subject Lands	2
Proposed Development	3
Design Goals and Objectives	5
<i>County of Simcoe Official Plan</i>	6
<i>Town of Collingwood Official Plan</i>	7
<i>Town of Collingwood Urban Design Manual</i>	10
SECTION 2	27
Conceptual Design	27
Public Realm	27
Implementation	28
Conclusion	28

SECTION 1

Introduction

Zelinka Priamo Ltd, on behalf of Make Space Inc., has prepared this Urban Design Brief in support of a Site Plan Approval application to permit the development of a self-storage establishment, with a total GFA of approximately 2,272.5m² (24,461ft²) and a total of 3 parking spaces on the south portion of land at 212 Raglan Street (the “subject lands”).

The purpose of the following Urban Design Brief is to provide contextual design details of the proposed development, and to evaluate the proposed design within the context of urban design policies of the County of Simcoe Official Plan and the Town of Collingwood Official Plan.

Subject Lands

The subject lands are a portion of the property at 212 Raglan Street, as only a portion of the property is subject to Site Plan Approval. The property is located at the southwest corner of Hume Street and Raglan Street. The portion of the property subject to Site Plan Approval has a frontage of approximately 82.6m (271 ft) along Raglan Street, and a net area of approximately 8,501.8m² (91,512.6ft²) (Figure 1).

Figure 1 – Aerial View of Subject Lands



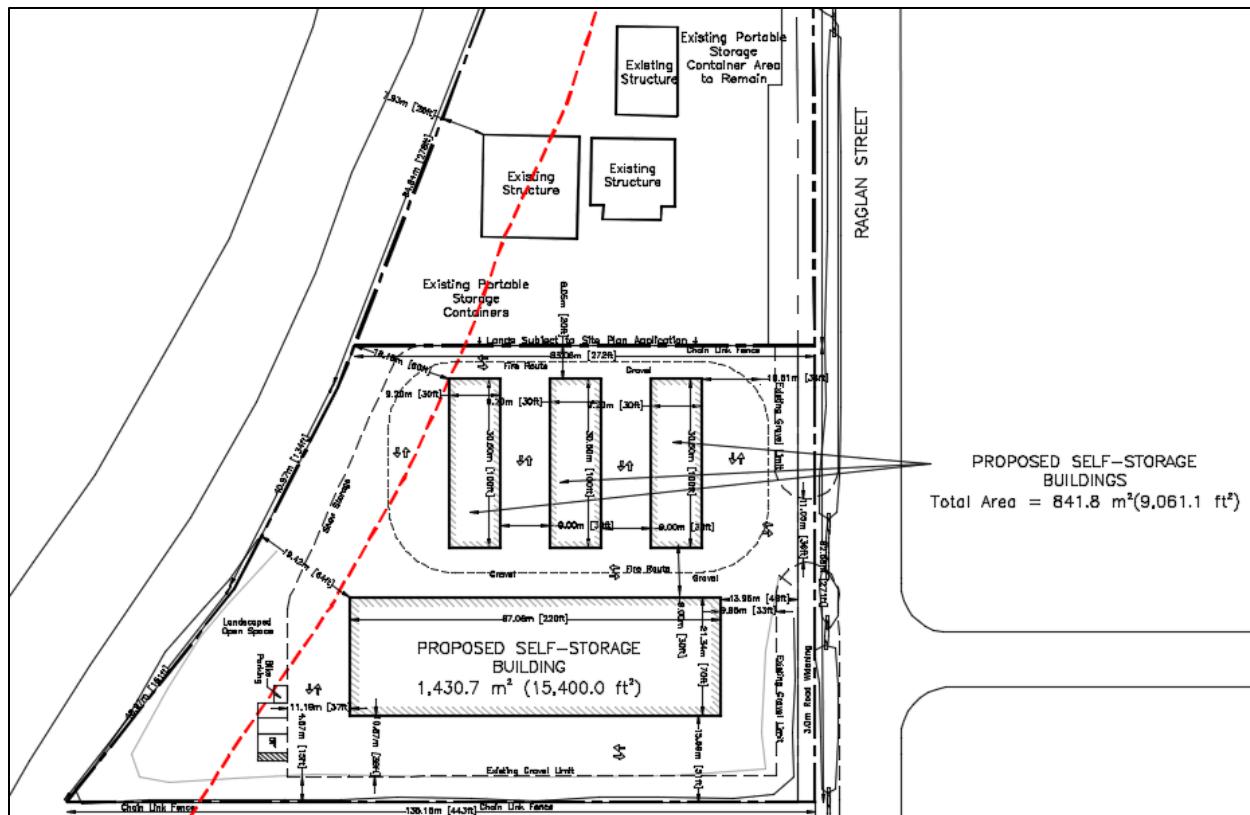
The subject lands currently contain small temporary storage for the existing self-storage establishment on 212 Raglan Street. These storage containers would be removed in order to support the proposed development.

The subject lands abut the Pretty River to the west, which is a watercourse protected by the Nottawasaga Valley Conservation Authority.

Proposed Development

The subject lands are proposed to be developed for three (3) small self-storage buildings (280.6m^2 footprint/building), and one (1) larger self-storage building, with a footprint of approximately $1,430.7\text{m}^2$ ($15,400\text{ ft}^2$) (Figure 2).

Figure 2 – Conceptual Site Plan



The requisite facets of a functional development are illustrated on the above conceptual site plan, including:

- Adequate areas identified for snow storage;
- Dedicated loading spaces along all side of the building for easy access; and,

- Standard and barrier free parking as well as bicycle parking

Vehicular access to the subject lands is provided by one, full-turn driveway from Raglan Street. A total of 3 parking spaces, including 1 barrier-free space is also provided.

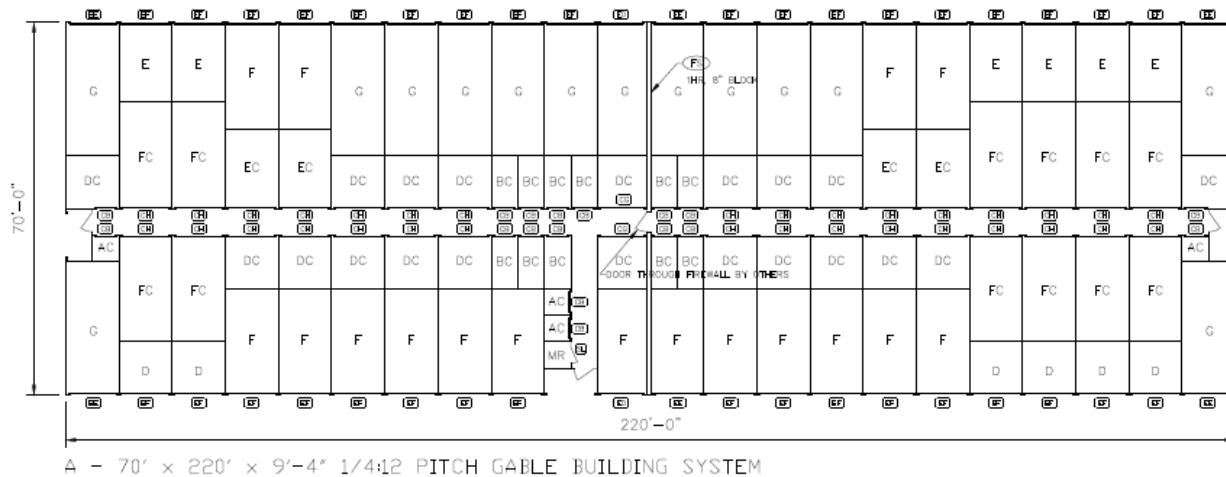
The location and orientation of the proposed storage buildings will make efficient use of the subject lands while providing for appropriate building separation and fire routes. Further, the proposed site design ensures appropriate levels of separation between the proposed development and the abutting uses to the south and remains compatible with the existing structures and development on the north portion of 212 Raglan Street. The surface parking area, combined with the use of appropriate landscaping, fencing, and tree plantings, will enhance the aesthetic quality of the subject lands post-development.

A detailed analysis of the conceptual building and site design follows in the “Conceptual Design” section of this report. In general terms, the proposed buildings are entirely metal with no framing and are a standard design for self-storage buildings, the rendering shown in Figure 3 conceptually highlights a similar building that the owners have constructed in another Municipality, but highlights the overall colour scheme and design of the building proposed on the subject lands.

Figure 3 – Conceptual Rendering of a similar project



Figure 4 – Floor Plan



Design Goals and Objectives

Overarching principles, guidelines, and policies that inform the proposed development are outlined in various respects throughout the:

- *County of Simcoe Official Plan;*
- *Town of Collingwood Official Plan; and,*
- *Town of Collingwood Urban Design Manual*

These documents provide the benchmarks from which this report is prepared.

The proposed development intends to develop and make better use of the underutilized property at 212 Raglan Street in a manner that is consistent with the planning goals and objectives of the County, as well as enhance existing conditions along Raglan Street through landscaping and more prominent and permanent building locations. With respect to the contextual setting: the proposed development intends to offer a design that is compatible with the surrounding uses and complementary to this industrial area in the Town of Collingwood.

More specifically:

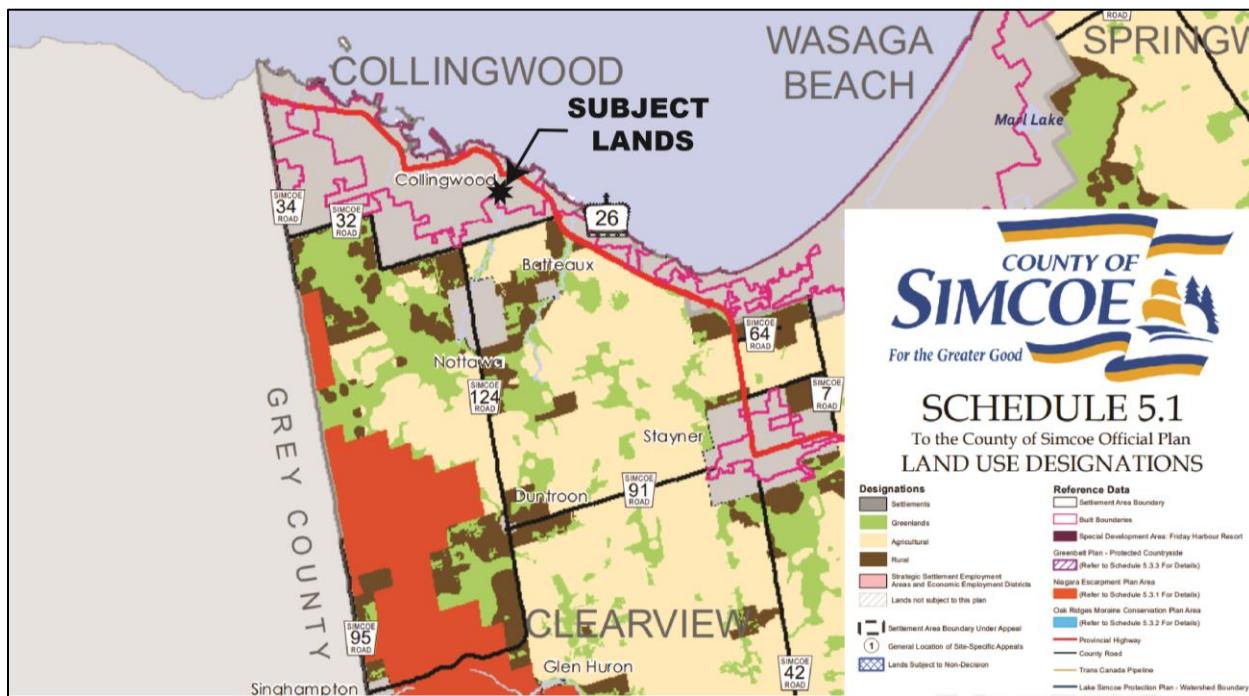
- Make efficient use of the subject lands to provide an opportunity for a desirable industrial use expansion;
- Create a high-quality built form with a design that is consistent within the context of the surrounding industrial neighbourhood;
- Provide a site and building designs that are consistent with the goals and objectives of the County of Simcoe and Town of Collingwood Official Plan;

- Appropriately integrate the proposed buildings into the existing context, specifically in terms of urban design;
- Ensure the maintenance, and enhancement where possible, of privacy between the subject lands and abutting properties;
- Protect the function and viability of the abutting Pretty River and,
- Mitigate any adverse impacts from adjacent uses.

County of Simcoe Official Plan

The subject lands are identified within the “Settlement” land use designations in the Haldimand County Official Plan (Figure 4).

Figure 4 – Schedule “5.1” – County of Simcoe Land Use Plan

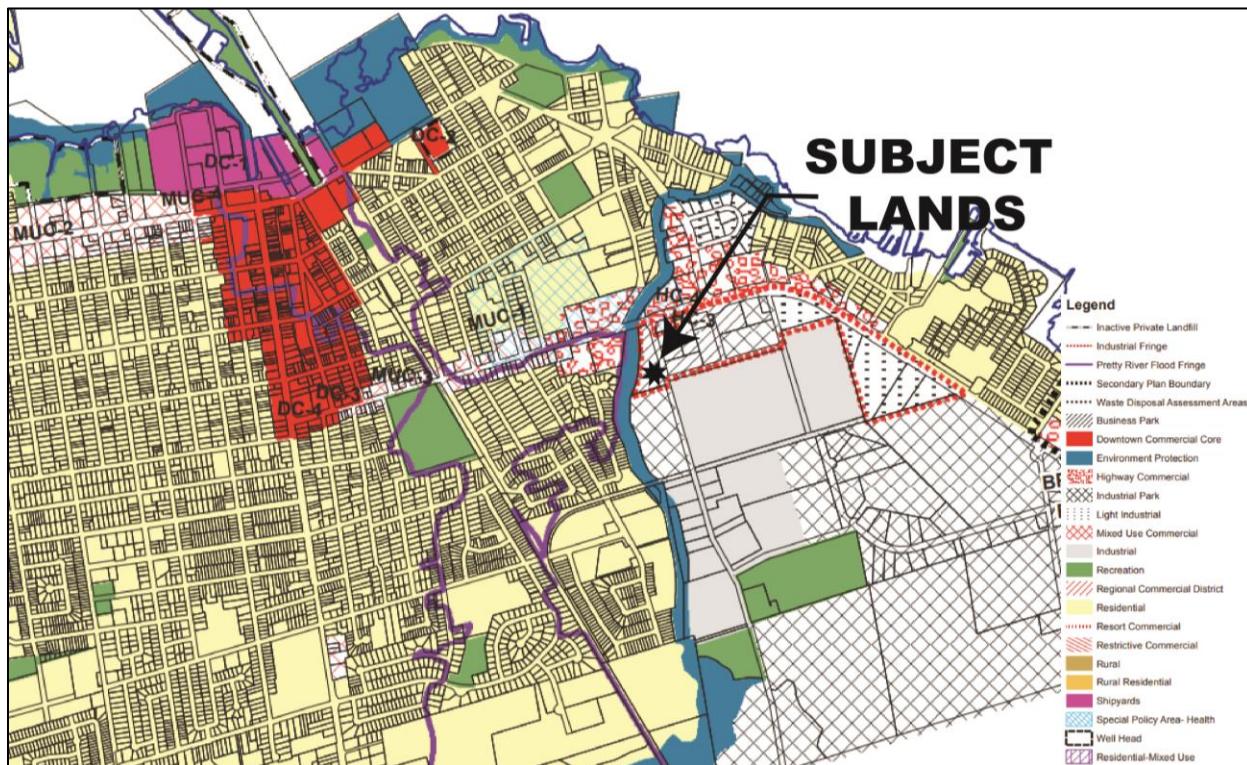


The County Official Plan does not have any specific design principles for the subject lands; however, the County Official Plan does support the proposed land use and supports growth and economic development in the “Settlement” land use designation. The proposed self-storage establishment business expansion is permitted in the County of Simcoe Official Plan.

Town of Collingwood Official Plan

The Town of Collingwood Official Plan has designated the subject lands “Business Park” within the *Industrial Fringe* on Schedule ‘A’ Land Use Plan (Figure 5).

Figure 5 – Schedule ‘A’ Land Use Plan Town of Collingwood Official Plan



The proposed self-storage establishment expansion is permitted within the Town of Collingwood Official Plan. The Official Plan provides more detailed guidance for Design Standards within the “Business Park” land use designation. As per Section 4.5.3.7.4, “Business Park” uses will be subject to high development standards including extensive and well-designed landscaping treatment. The uses permitted shall be encouraged to develop in a nodal or campus-design format consisting of one or more individual buildings or multiple tenancy buildings having shared parking, loading and access facilities. Business Park uses will be subject to site plan control and will generally be built to full urban standard. The proposed development is well designed and contains multiple buildings using shared facilities and infrastructure with enhanced landscaping along the Pretty River.

The Town of Collingwood Official Plan also sets out Urban Design Standards in Section 3.8. Below are the relevant policies in Section 3.8 (in *italics*) and how the proposed development addresses each policy:

3.8.1 Goals

1. *To ensure the development of high-quality urban form and public open spaces in keeping with the direction of the Places to Grow, Growth Plan for the Golden Horseshoe.*

The proposed development supports an improved high-quality form of self-storage facility.

2. *To direct new development to fulfill the community's vision (as expressed in this Official Plan and other Plans and initiatives, Council policies, and past community participation and visioning processes) and build upon its existing assets including primarily the waterfront and the downtown core.*

The proposed self-storage facility is an expansion and improvement to what currently exists at 212 Raglan Street, and although it is not along the waterfront or in the downtown core, it is on an underutilized lot planned for industrial uses.

3. *To ensure that new development adds to the community's health, livability and function by requiring that specific characteristics and performance standards are met.*

The proposed development supports the economic viability of the property while also providing for a need within the Town. The owners of the property are experienced in the self-storage establishments and will create a facility which meets all performance standards for a well-functioning facility.

4. *To ensure that new development incorporates barrier-free design to facilitate accessibility for persons with disabilities and the elderly.*

The proposed developments support a barrier free design within the 1-storey buildings, and incorporates a barrier free parking space.

5. *To protect the health of the natural environment by reducing the environmental impacts associated with new development and making enhancements where feasible.*

The environmental impacts on the subject lands as a result of the proposed development are minimal as the appropriate setbacks from the Pretty River have been incorporated on the Site Plan and enhanced landscaping will be provided along the Pretty River corridor on the subject lands.

6. *To improve community engagement, understanding of regulations, and streamline the development application review process, by creating design standards that effectively and efficiently communicate the requirements to stakeholders.*

The applicable design standards within the Town of Collingwood Urban Design Manual have been reviewed and applied to this development, a review of the applicable guidelines is noted later in this report.

3.8.2 Objectives

1. *Maintenance of existing topography, vegetation and grades shall be encouraged within the constraints of sound engineering practice. Additional landscaping shall generally be required to ensure an appropriate percentage of tree canopy.*

Sound engineering practice has been applied to the proposed development and existing topography, vegetation and grades are maintained where possible. Additional landscaping is proposed, and a conceptual landscape plan and tree preservation assessment shall be provided through the Site Plan Application process.

3. *Community design shall emphasize public access, safety and health.*

Public access is provided to the proposed development through the existing gravel driveway. The property is not manned by an employee, and therefore the entryway will have restricted access to customers only.

4. *Building orientation is to emphasize pedestrian access and accessibility for transit services and on-site parking lots shall generally be screened from surrounding roads and property.*

The proposed development is more auto-oriented due to the nature of a self-storage facility being the storage of larger items. On site parking and bike storage is located to the rear of the subject lands, screened from Raglan Street.

5. *Landscape details on individual lots or sites shall blend with other surrounding properties and with the character of the area as a whole. The use of building materials and building designs that blend in with the landscape and with each other shall be encouraged.*

The proposed conceptual landscaping shall blend with other surrounding properties. Landscaping will be provided abutting the Pretty River and shall be provided on Raglan Street to provide for additional screening.

6. *The scale of buildings and structures shall be appropriate to their surroundings.*

The scale of the buildings fit within the industrial neighbourhood.

Section 3.9.3 outlines a policy for development abutting the Pretty River. The proposed buildings on the subject lands are set back 30 metres from the stable top of the bank of the Pretty River as shown on the provided Site Plan.

The subject lands are also in the *Industrial Fringe* area on Schedule 'A' in the Town of Collingwood Official Plan, as such, policy 4.5.3.9.4 – Industrial Fringe (OPA#11) also applies to the proposed development:

4.5.3.9.4 Appearance

In order that new uses within the Special Policy – Industrial Fringe complement the Town a high quality of development respecting location, building design, and building materials shall be encouraged in accordance with the Town's Urban Design and Architectural Standards.

The proposed development is designed to a high standard for self-storage buildings and the building locations allow for appropriate setbacks and a street facing design along Raglan Street.

The proposed development is generally in line with the urban design standards of the Town of Collingwood Official Plan.

Town of Collingwood Urban Design Manual

The below analysis highlights guidelines within the Town of Collingwood Urban Design Manual and how the proposed development for a self-storage establishment incorporates the relevant design guidelines as it relates to an industrial built form.

6 - Site Layout

A. Streetscape

1. All development (including subdivisions) shall be arranged to address streets, excepting laneways, as window streets, by lining streets with building front facades, active uses, and public spaces.

IND

The proposed development and buildings on site are arranged in a way which addresses Raglan Street, however, due to the nature of the use, being auto-oriented, there is limited opportunity for active uses and public spaces, however the frontage of the property is intended to be screened with landscaping for a greener pedestrian public sidewalk.

2. Buildings shall line streets with commercial/retail, office space, living units, or other active uses; and with functional windows and entrances, rather than parking lots, garages, or blank walls.

The proposed use is not considered an active use, and the industrial nature of a self-storage facility prevents the ability to have direct access to the proposed development from the streets without being a customer and having a unit. The entrance to the proposed development will be gated and not supervised by an employee.

3. Interior uses such as seating areas, employee rooms, offices, waiting areas and lobbies, which have the potential for clear windows, should be located along street-facing walls with functional windows and entrances.

The proposed self-storage establishment will not contain seating areas, waiting rooms, offices or lobbies, and does not contain any windows for security and privacy reasons.

7. Buildings should be oriented parallel to the street centre line and create a 90 degree grid pattern with other adjacent buildings. Groups of buildings or those creating courtyards may be permitted to vary from this requirement to create site differentiation based on design merit.

The three (3) small self-storage buildings are parallel to Raglan Street and the larger building is perpendicular due to its size. The site layout avoids large blank walls facing the street but rather breaks up the buildings.

8. Building masses on one site should relate to those on neighbouring sites to create a coherent streetwall by extending the street grid lines and building setback lines to define building envelopes. **IND**

The existing development on the north side of the property at 212 Raglan Street as outdoor storage and permanent structures close to the street but screened through landscaping. The property to the south at 300 Raglan Street has a large industrial building close to the street with parking on both sides. The subject lands and the proposed development close the gap in the street wall between both developments and enhances the existing condition.

B. Parking

2. Surface parking shall be located behind buildings, and accessed from an laneway where practical, except as outlined in this Section. **DR IND**

The minimal parking required for the property is located to the rear of the property behind the proposed buildings.

4. Parking and vehicle travel lanes shall not be located within the front setback area; excepting the portions necessary for:

- Vehicle entrances;
- Priority parking stalls for persons with disabilities, family, or expectant mother parking; and/or,

There is a small gravel laneway in front of the building due to the nature of a self-storage building needing to be accessed from all side by a vehicle due to the location of the storage units. Barrier free parking is also provided.

8. Each site shall have a single car entrance designated. Additional entrances may be permitted provided:

- It is demonstrated to be a reasonable option due to site conditions or use; and,

The subject lands have one vehicular entrance provided for the proposed buildings. Two additional entrances are provided at 212 Raglan Street, however due to the length of the frontage, the proposed entrances are permitted.

11. Parking areas shall be designed to include direct and safe pedestrian linkages while maintaining pedestrian safety, comfort and access.

The proposed parking area is located in close proximity to the large proposed building for easy access.

12. Paving shall be reduced to the minimum necessary to accomplish site circulation and parking needs with other areas set aside for landscaping, or pedestrian amenity spaces.

The proposed gravel/paved areas are necessary to provide access to all sides of each of the proposed buildings, the remaining portion of the property is to be landscaped.

13. Gated parking lots shall be designed to prevent traffic queuing onto the street.

The proposed development and industrial use do not generate a lot of traffic all at one time and would therefore note create traffic queuing on Raglan Street.

E. Relationship of Uses

2. A combination of landscaping; compatible building massing, façade design and detailing; and, use of public spaces shall be the methods used to reduce negative impacts and transition between developments and neighbouring uses.

Fencing and landscaping will be used to mitigate possible impacts to neighboring uses to the south.

3. Buildings groups should be arranged such that they define streets and outdoor spaces, versus a collection of separate development pods. **DR IND**

The proposed buildings are clustered and will function as one self-storage facility operated by one company.

F. Site Character

1. To help promote differentiation and character, developments over 1,500 square metres in floor area shall incorporate at least two of the following where appropriate:

- Decorative walkway patterning and/or materials that are different from the public sidewalk;
- Public art feature(s);
- Decorative wall-mounted or freestanding light fixtures for pedestrian ways;
- Decorative metal fencing;

- e. Roll-up or large operable windows and doors adjacent to outdoor seating areas;
- f. Landscaped trellises or other decorative element that incorporate landscaping near the main building entry;
- g. Decorative entry features;
- h. Decorative bike shelter; or,
- i. Decorative street furniture/functional elements.

DR IND

While the proposed development has a gross floor area greater than 1,500m², the above noted features are not appropriate for the type of use as the use will be secure and not conducive to public loitering. Landscaping will be provided for the purpose of enhancing and buffering the Pretty River and providing privacy between adjacent uses.

J. Open Areas

1. Open areas shall be grouped into useable, prominent landscaped areas, rather than equally distributed into configurations of low impact such as at building or site peripheries, or at locations not visible from public areas.

The proposed landscaping along the Pretty River is a significant portion of the property in order to generate a higher impact open space.

2. Site layout shall facilitate physical and visual access to adjacent or nearby parks, trails, open spaces, water courses, waterfront, and similar public spaces to reinforce their public profile and safety.

For the safety and security of the customers of the self-storage establishment, there will not be public access through the site to the Pretty River.

K. Outdoor Amenity Space

1. Each building shall provide 16m² of human-scaled, pedestrian oriented outdoor amenity space. The Downtown Heritage District is exempt of this requirement. **DR**

The proposed development is auto-oriented, there is minimal human scale outdoor amenity space as the buildings are for loading and unloading into each unit.

4. Outdoor amenity spaces shall be safe, well-designed spaces with necessary landscaping and features, and at practical locations to act as organizing elements, enhance uses, and add to the overall function of the site.



The proposed landscaping on the subject lands is intended to enhance the Pretty River at the rear and screen the development along Raglan Street and the south property line. The landscape design shall be well-designed for this function.

L. Building Service Uses

1. Specifically designated areas shall be provided for uses such as service entrances, delivery and sorting, temporary storage, garbage and recycling, outdoor storage, outdoor work areas, and other similar uses. These shall be: <ol style="list-style-type: none">a. Located behind buildings;b. Appropriately sized for the intended use; and,c. Screened from public areas and residential uses to reduce visual, or sound impacts on adjacent uses, as per UDM Section 10-Landscaping & Public Spaces. DR	2. Truck maneuvering, circulation, and queuing lanes shall be signed, and marked accordingly on the pavement.	3. Outdoor storage shall only occur within physically-defined areas. DR	4. Loading and delivery areas should not be located in a required setback area.	5. Uses shall provide sufficient onsite truck queuing areas as necessary for the expected numbers of trucks. These shall be located behind buildings and screened as practical.	6. Truck maneuvering/circulation areas should be designated to avoid trucks from parking and idling in locations adjacent to residential uses.
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There is not garbage or recycling required on site for the proposed use, and for security reasons, only one entrance will be required for all vehicular traffic. Unit doors for the proposed use surround each of the buildings as per the provided conceptual rendering, there is sufficient maneuvering space for the proposed use. Car and van loading will be most common.

N. Utilities

1. Switch boxes, transformers, electrical and gas meters, ground mounted air conditioning units, and other above-ground or building-mounted mechanical equipment and utility elements (including antennae or satellite dishes), shall be located away from development entrances, street intersections, public spaces, or the front façades of buildings; due consideration shall be given to locating these where they can provide the necessary service with a balance between economical and aesthetic parameters. **DR IND**

All required utilities will be interior to the building where possible, or away from public view through fencing and landscape screening.

7. Electrical transformers, mechanical equipment and other similar equipment should be located in and accessed from a laneway where one exists, or can be provided. **DR IND**

Once a confirmed location has been determined for an electrical transformer by the Town of Collingwood's electrical provider, it will be readily accessible.

O. Lighting

1. A cohesive light plan shall be developed where the quality of light produced, and type of light sources used on the exterior of buildings, signs, parking areas, pedestrian walkways, and other areas of a site, are compatible with, and appropriate to the overall design and use of the site.
2. Lighting of the street system, adjacent walkways, sidewalks, and public spaces shall be functionally appropriate, and properly scaled to increase security and comfort for users.

A lighting plan will be provided to the Town of Collingwood for approval which provides lighting for safety and security.

R. Snow Storage/Melt

1. Snow storage/melt areas should be located behind buildings.
2. Snow storage/melt areas shall be designed so as not to negatively impact:
 - a. Landscape areas (with particular attention to trees);
 - b. Views of buildings and public outdoor spaces from the street;
 - c. Transit facilities; and,
 - d. Pedestrian circulation routes.

The proposed snow storage location is denoted on the provided site plan and is located to the rear of all buildings.

7 - Buildings

A. Building Placement and Orientation

1. Buildings shall be designed for an urban context directing their primary facades to the street to create window streets. Rather than being simply pushed closer together, as in many suburban developments, buildings must be designed for close siting which facilitates street activity and active transportation, with views directed to the street and public spaces not toward neighbouring sites.

The proposed buildings do not have a primary façade, as all faces of each of the buildings will look the same.

2. Buildings shall be placed at the front setback line, except where the following are provided between the building and the setback line: **DR IND**

- a. Public spaces;
- b. Spaces for specifically designed for active uses (such as outdoor dining); and/or
- c. Public amenities such as trailheads and/or outdoor amenity spaces; and/or
- d. Public art.

The front setback line (Raglan Street) will be lined with existing and proposed street trees, there is a proposed laneway between the buildings and the front lot line, however that is to provide access to the unit doors on each side of the building.

3. Multiple building developments shall use a combination of building placement, landscaping, outdoor amenity spaces, and other techniques to physically define street walls along front setback lines. With priority given to public streets. **DR IND**

Raglan Street is lined with street trees and though the proposed development, the owner is looking to enhance that feature and maintain that street wall.

4. The length of buildings along street frontages should be maximized as much as practical. **IND**

The proposed buildings do not have a lot of architectural significance or fenestration and therefore the building wall along the street is broken up through building orientation.

7. Breaks in the streetwall defined by buildings shall be limited to those necessary to accommodate pedestrian walkways, public spaces, entry forecourts, permitted vehicular access driveways and parking areas, drop-off areas, and view corridors, or other

specific features based on design merit. In these instances, streetwalls may be required to be defined by any combination of:

DR RSub

- a. Additional street trees;
- b. Low walls no greater than 1.5m in height;
- c. Landscaping;
- d. Public art; or,
- e. Decorative fencing no greater than 1.5m in height; or,
- f. Other similarly effective design features.

The proposed break in the street wall is to accommodate vehicular entry, the existing vehicular entry on the property is proposed to remain. The frontage will be enhanced by additional landscaping.

11. Buildings along Highway 26, north of the Highway 26 and First Street intersection, or south of the Pretty River

Parkway and Highway 26 intersection, may be placed behind the setback line to locate limited parking in front of the buildings, provided the following are met:

- a. No more than two rows of parking are located between the building and the Highway frontage; and,
- b. Additional landscaping is provided along the

frontage to provide visual interest with, at a minimum, an additional row, or groupings of trees; and,

- c. Parking along the corridor shall be screened from the sidewalk by a minimum 2.4m wide landscaped planter bed to a maximum height of 1.0m.

No parking is required within the front yard setback however self-storage unit doors will be facing the street and therefore unit loading and unloading will occur in the front yard setback of the subject lands. Landscaping is proposed to avoid visual impacts.

D. Building Groupings

1. Multiple buildings in a single project shall demonstrate a functional relationship with one another and the public spaces of the development, by:
 - a. Taking into account micro-climate including:
 - i. Daylight and sunlight exposure; and,
 - ii. Wind and temperature; and,
 - iii. Minimizing the impacts of shadows on outdoor spaces for people;
 - b. Minimizing the impacts of undesirable shadows on adjacent buildings;
 - c. Creating compatible relationships and access between interior spaces, exterior spaces, and entrances of different buildings;
 - d. Arranging buildings to afford both passive and active solar access potential for adjacent buildings; and,
 - e. Creating open areas with comfortably scaled relationships between
2. Outdoor amenity spaces, and public areas should receive direct sunlight for the portion of the day they are intended to be used to maximize sunlight exposure during cooler months.



The proposed buildings are centrally located on the subject lands and will not cause any shadow impacts. There is ample space for sunlight exposure and a compatible relationship between the proposed buildings and the Pretty River.

3. Within multiple building developments the architecture shall be complementary in style, form, colour, material and roof line.

The proposed colours for the buildings are to be white, teal and matte black metal materials. The surrounding buildings are white, red, and blue, and the building to the south has a large blank wall and fenestration further south on the building. All of these industrial buildings have similar accent colours and are primarily white or grey. The proposed building scheme will be compatible with abutting industrial buildings.

E. Context

1. Buildings and additions shall be designed to:
 - a. Improve the overall streetscape, and public realm and;
 - b. Generally relate in scale, materials and design features to the surrounding buildings; and,
 - c. Express traditions of Collingwood and the region in their design, materials, and colour.

The proposed self-storage buildings are industrial in design and will relate to the surrounding industrial context, while also having visually interesting colours which are similar to the surrounding area.

G. Building Façade

1. In addition to the specific requirements of the UDM, the design of non-residential buildings should meet one of the two architectural themes identified for Collingwood listed below:
 - a. Traditional Small Town Heritage Style; and,
 - b. Lakeshore and Mountainside Recreation.

Industrial buildings are exempt from this requirement.

5. Street front façades shall incorporate pedestrian-oriented lighting. **DR**

The proposed development does not have a pedestrian oriented design and there is no public sidewalk along this portion of Raglan Street.

10. All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colours, and details. **IND**

All sides of the proposed self-storage buildings are architecturally the same, but there is regard for a consistent and visually appealing colour scheme.

H. Articulation

2. Building façades shall demonstrate a unified appearance with complementary materials and colours. The use of oversized, or out-of-proportion, design elements and building features may not be permitted.

The proposed building design is unified across the site and around the façade of each building as per the provided conceptual rendering.

I. Entrances

5. Every building should provide at least one entrance that does not require passage through a parking lot from the front sidewalk to gain access.

The subject lands do not have access to a public side walk as this industrial fringe area is auto-oriented development.

K. Blank Walls

Loading, storage, meeting facilities, or other building uses that necessitate

large walls without openings and are not adjacent to the spaces identified above (or visible from main site entrances or from the primary frontage) may be exempted.

The proposed development required loading and unloading spaces and requires large walls with no fenestration for security reasons.

O. Façade Material

1. Building materials and colour schemes shall be consistent with the chosen architectural style. Industrial uses may provide less decorative facade materials for non-street frontages, such as concrete and metal siding; provided the front façade material does not transition at the corner, and is wrapped around to the sides.

The proposed buildings are to have metal siding around the entirety of each building.

6. Metal siding, decorative concrete, mirrored and reflective materials, stucco, and similar materials may be permitted:
 - a. Based on design merit; and,
 - b. When used in combination with other materials; and,
 - c. When not used as the predominant façade material

The proposed metal siding is colored in a way to compliment the surrounding industrial buildings.

10 - Landscaping and Public Spaces

A. General Design

2. It is the applicant's responsibility to ensure that all landscape features, soil augmentation, irrigation, planting plans, and all associated details be designed to function properly for their intended use, location, maintenance, and the health of landscape plant materials.

A landscape architect has been retained for this project; a future conceptual landscape plan will show how the proposed landscaping on site will function.

5. Primary entrances for pedestrians, as well as those for vehicles, shall be emphasized by landscape features that use plant materials with a greater variety of seasonal interest, texture and colour compared to the rest of the site design.

DR

The existing vehicular entrance is surrounded by street trees and will be further enhanced through additional entrance features such as a gate and additional landscaping.

11. Walls and fences which are visible from public right-of-ways, pedestrian walkways and trails, parks, and other public spaces, shall not run in a continuous plane for more than 15m without incorporating at least one of the following:

- a. A minimum of 0.75m change in height for at least 3m;
- b. Use of pilasters at intervals, on property corners or at changes in wall/fence planes;
- c. Sections of open metal fencing combined with accent planting;
- d. Planting enclaves at intervals to provide visual interest.

The street frontage along Raglan Street is to contain a combination of fencing and landscaping.

C. Street Trees

1. Street trees shall be required along both sides of all streets (exempting laneways), for all divisions of land and developments. Street trees shall generally be located between the drive lanes and sidewalk. The exact location of street trees shall be based on the street/highway section approved by the Town.

Street trees exist along the west side of Raglan Street and will be further enhanced if deemed necessary by the consulting landscape architect.

D. Frontage Plantings

1. Building setback areas shall be fully landscaped to provide visual interest, accent the building architecture and bring a sense of nature into the urban environment, excepting areas used for the following:
 - a. Infrastructure for active transportation;
 - b. Public art;
 - c. Stormwater facilities that are designed as an aesthetic amenity;
 - d. Outdoor amenity spaces; and/or
 - e. Outdoor seating for restaurants, cafés, or similar uses; and,
 - f. areas used for vehicle lanes and parking.

The front yard of the subject lands is to contain landscaping to accent the proposed buildings and support the proposed stormwater management and overall screening of the property.

E. Perimeter Plantings

1. A minimum 2m landscaped perimeter may be required along rear lot lines and be designed as an attractive buffer and/or screen. **DR**
2. For non-residential uses, a 2m landscape perimeter may be required along side yard lot lines, from the rear edge of the building to the rear property line (where this does not disrupt other site functions) and shall be designed as an attractive buffer.

Due to the location of the Pretty River at the rear of this property, there is more than a 2m buffer at the rear of the property and it is design in a way to enhance the watercourse function. The south lot line also has more than a 2m buffer to provide screening from the industrial use to the south.

I. Screening

1. The design considerations for buffers and screening of nuisances or unwanted impacts shall meet the following:
 - a. The buffer/screen shall be appropriately located to most effectively obscure the view of the nuisances or unwanted impact;
 - b. The depth of the buffer/screen mass shall be relative to the strength or magnitude of the nuisance or unwanted impact;
 - c. Use a combination of plants;
 - d. Grading shall be used to enhance the effectiveness and visual interest of the buffer where practicable;
 - e. The height of the screen is as important as its width or depth and shall be designed accordingly in terms of screening nuisance or unwanted impacts; and,
 - f. The buffer shall be designed to be aesthetically pleasing.

While all surrounding uses are primarily industrial in nature and the proposed development does not generate noise aside from traffic noise, screening is to be provided in the form of fencing and landscaping along the rear, east and south property lines.

J. Outdoor Amenity Spaces

<p>1. Outdoor amenity spaces (as required by the UDM) shall be designed to meet the following as applicable to the specific site use, and level of public access, for which it is associated:</p> <ul style="list-style-type: none">a. Define the street wall;b. Provide a pedestrian-oriented space;c. Have a minimum dimension of 4m in any direction;d. The space should have a unified image and be perceived as an extension of the pedestrian network;e. Include a combination of landscape and hard surface design to physically	<p>and visually define the space and provide visual interest;</p> <ul style="list-style-type: none">f. Include fixed and/or movable seating;g. Be raised to curb height;h. Include decorative pavement materials (for example: pavers, cobble stone, stamped concrete or other similar materials; and/or, inlaid art works such as tile or etched plaques). Asphalt is prohibited from use in outdoor amenity spaces; and,	<p>i. Provide shade structures or shade trees.</p> <p>2. Outdoor amenity spaces shall be designed so that the relationship between the space and adjacent buildings allows the buildings to provide spatial enclosure and create a sense of shelter and comfort for users.</p> 
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The provided outdoor landscaped area along the rear of the property abutting the Pretty River is not to be used as a functional amenity area but rather is a passive landscaped area to enhance the Pretty River corridor.

Based on the above analysis of relevant guidelines in the Town of Collingwood Urban Design Manual, the proposed development on the subject lands incorporates the above noted design policies to generate a development which is consistent with the surrounding neighbourhood and has a visually interesting form.

SECTION 2

Conceptual Design

The orientation of the proposed buildings vary across the subject lands to provide for visual variety through differing massing interfaces with Raglan Street:

- Three (3) small self-storage buildings are oriented north-south.
- One (1) large self-storage building oriented east-west.

The proposed buildings establish desirable setbacks along each side yard, positioning the buildings as close to the street as possible while also maintain an appropriate setback to the abutting Pretty River. At this location, the buildings and enhanced landscaping will strengthen the street edge and provide a more defined condition between public and private realms.

The proposed buildings feature contemporary styling with a mix of bright and light coloured metal paneling that will enhance the contextual aesthetics in the area. The self-storage buildings will adhere to self-storage design standards, providing a variation of metal in different colours to provide a breakup of the storage doors and the rest of the building.

Public Realm

The proposed self-storage establishment on the property is not generally a pedestrian supportive land use. The proposed use is auto-oriented considering the large storage format.

The proposed development does provide for bicycle parking and all drive-aisle are wide enough to ensure safe two-way access for vehicles and cyclists. Parking, drop-off, and drive aisles are all located internal to the subject lands, screened by buildings and landscaping, away from primary public view.

Implementation

A conceptual rendering and preliminary floor plan have been provided through the Site Plan Approval Application; these are subject to change through the SPA process. All final approved materials which have been reviewed and approved by the Town of Collingwood, will make up the final Development Agreement and be implemented through the building process for the proposed development.

Conclusion

The proposed development will result in a better utilized, more economically viable condition for the subject lands, which will strengthen the streetscape and generate a form which is compatible with the adjacent land uses. The design is consistent with the goals and objectives of the *County of Simcoe Official Plan, Town of Collingwood Official Plan and Town of Collingwood Urban Design Manual*.

The scale and massing of the proposed buildings are appropriate and desirable for the subject lands, will establish a more consistent and prominent streetscape along Raglan Street, and will transition well with the surrounding built form. The development will provide a positive example of an industrial expansion.

The proposed development responds to the physical context by addressing the surroundings through scale, setbacks, and orientation. The proposed development considers, addresses and responds sensitively to the adjacent Pretty River and maintains landscaping and building setbacks along the river scape.

The proposed design makes use of quality materials in an aesthetic that will enhance the existing context. The use of variety and harmony in the design language will provide visual interest to the development and provide a strong, visually appealing presence of the buildings on the subject lands.