



URBAN DESIGN BRIEF

**TAUNTON ROAD AND PETER MATTHEWS DRIVE,
COMMERCIAL PLAZA
CITY OF PICKERING, ONTARIO**

ZONING BY-LAW AMENDMENT(ZBLA)

Prepared for: SEATON COMMERCIAL DEVELOPMENTS LIMITED

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PROJECT SUMMARY

1.0



1.1 Introduction

MBTW-WAI was retained by Seaton Commercial Developments Limited to prepare Urban Design Brief (UDB) in support of Zoning By-Law Amendment (“ZBLA”) application to permit the proposed development of a commercial plaza consisting of eight (8) commercial buildings on the subject lands located at the southwest corner of Taunton Road and Peter Matthews Drive in the City of Pickering.

The purpose and intent of the Urban Design Brief is to provide written and illustrative guidance on various elements of the proposed development and to describe how the proposed design will function within its surrounding context.

The purpose of this UDB is to provide details on the urban design, built form and landscape features for the proposed commercial plaza. For the purpose of this document, the commercial plaza will be referred to as the “proposed development”.

The UDB will identify how the urban design goals, public realm and built form objectives of the Official Plan and other City documents will be achieved through the development proposal. This document provides guidance about the various design elements and intended design vision of the proposed development.

The UDB should be read in conjunction with the Planning Justification Report prepared by Korsiak Planning .

The total site area is 5.16 hectares (12.75 acres). The proposed development is situated south of Taunton Road, east of Bukholder Drive, north of Marathon Avenue and extends west to Peter Matthews Drive. The property has approximately 240 metres of frontage along Taunton Road.

The subject lands are part of the “Lamoreaux Neighbourhood” and designated as a “Community Node” with a “Pedestrian Predominant Street” as per Schedule VIII of the Official Plan of the City of Pickering.

A summary of the proposed development is as follows:

Overall Property Block:

Total Property	5.16 ha (12.75ac)
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Development Block Statistics:

a) Proposed Commercial Buildings Areas

Building A	6,671 m ²	718,082 ft ²
Building B	1,014 m ²	10,915 ft ²
Building C	650 m ²	6,997 ft ²
Building D	1,039 m ²	11,184 ft ²
Building E	557 m ²	5996 ft ²
Building F	963 m ²	10,366 ft ²
Building G	836 m ²	8,999 ft ²
Building H	1,031 m ²	11,098 ft ²
Gross Building Area	12,761 m ²	137,358 ft ²

b) Proposed Parking

Parking Required	575	4.5 spaces/ 100 m ²
Parking Proposed	587	4.6 spaces/ 100 m ²

The proposed development’s design components are covered in further detail in Section 4.0 of the Urban Design Brief, while Section 2.0 summarizes pertinent policy documents and explains how the proposed development complies with applicable policies.

1.2 Vision, Principles and Design Direction

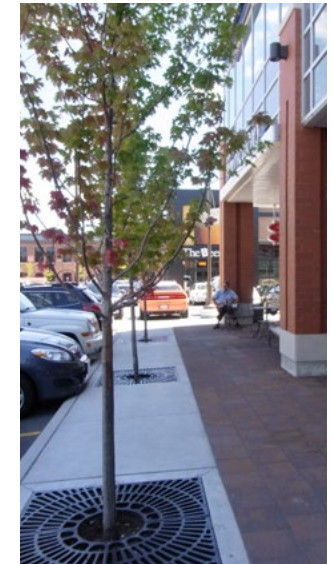
1.2.1 Vision Statement

The proposed development is located in the Lamoreaux Neighbourhood of Pickering and it's envisioned to create a vibrant, dynamic hub that enhances the area's commercial diversity and complements both its existing and planned character. Strategically located south of Taunton Road, west of Peter Matthews Drive, and east of Burkholder Drive, the development is well-positioned within the neighbourhood's future bikeway network. It will feature a pedestrian-predominant street to the west and connect to a potential multi-use area to the south, offering safe, accessible public spaces. With locally inspired architecture, the plaza will establish a unique identity while supporting multi-modal transportation and offering new retail and commercial opportunities for residents and visitors, strengthening the community's economy and livability.

The proposed development's vision aligns with the guiding principles of the Pickering Official Plan and the Seaton Sustainable Place-Making Guidelines.

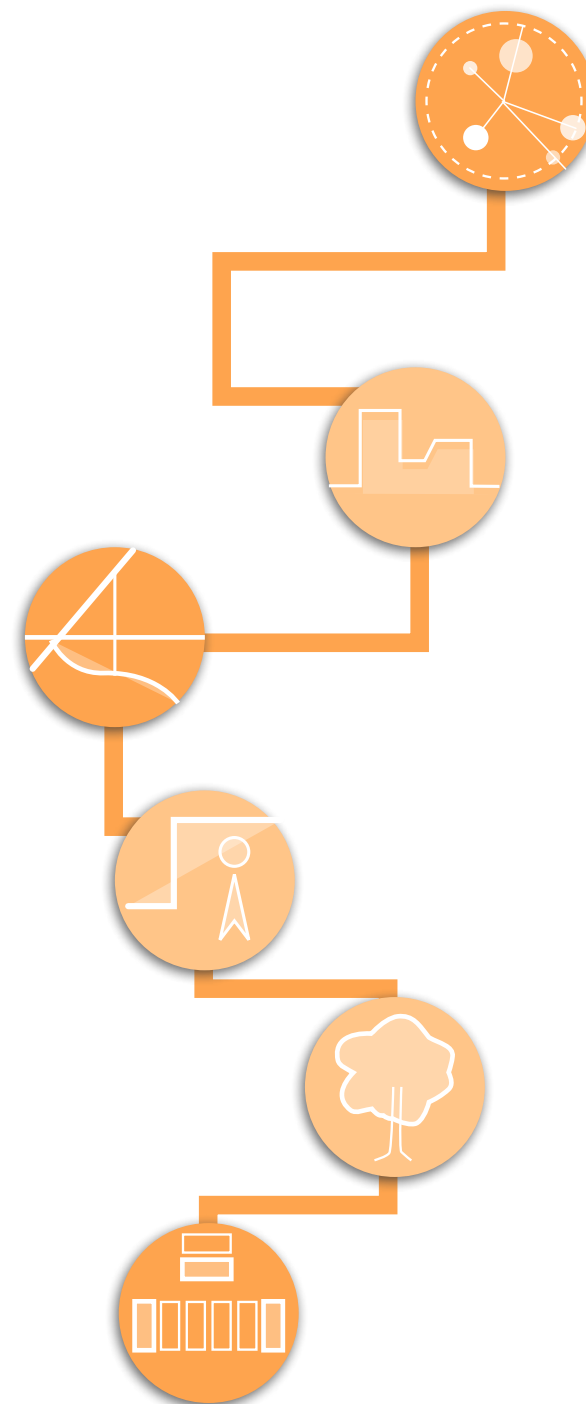
The proposed development will rely on the following guiding principles:

- The proposed development will seamlessly integrate with surrounding roads (Taunton Road, Peter Matthews Drive, Marathon Avenue and Hibiscus Drive Extension) and the future bikeway network, ensuring easy access for all transportation modes and promoting walkability, cycling, and transit use.
- The design will prioritize pedestrian comfort and safety by featuring a pedestrian-predominant street, enhanced landscaping, and open space design to foster a vibrant public realm. A network of pedestrian walkways and sidewalks will ensure visual and physical permeability throughout the site, facilitating easy movement and engagement.
- The proposed built form will provide high quality built form inspired by the local architecture while having a distinguishable and unique identity.
- Provide diverse retail and commercial opportunities that meet the needs of both residents and visitors, ensuring economic vitality and reinforcing the neighbourhood as a thriving commercial destination.



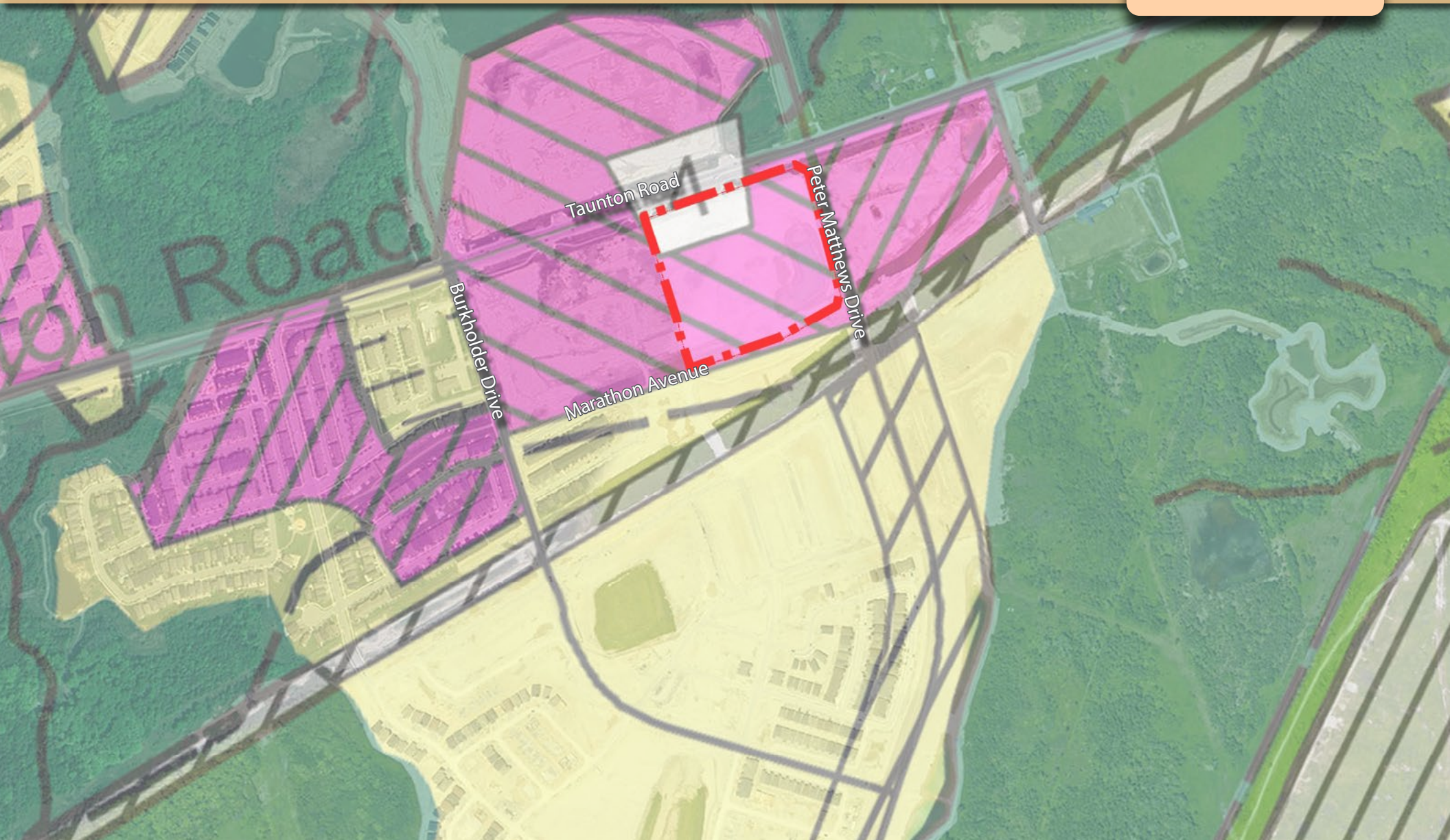
1.2.2 Design Objectives

- 1 Enhance the streetscape by ensuring commercial buildings frame the street with consistent setbacks, creating a cohesive relationship with adjacent public roads while promoting pedestrian-friendly spaces.
- 2 Provide clear visibility and orientation of primary entrances towards public roads or open spaces to foster safety and accessibility, while seamlessly integrating secondary entrances with the building façade.
- 3 Maintain high architectural quality across all building elevations, especially for corner buildings, and incorporate articulated storefronts and diverse façade treatments to minimize blank walls and enhance visual interest.
- 4 Site parking, drive aisles, and loading areas away from the street frontage, primarily at the rear or side of buildings, and utilize landscaping and architectural features to visually screen surface parking lots from adjacent roads and properties.
- 5 Integrate pedestrian connections within larger commercial block to enhance circulation and ensure safe, direct access to adjacent uses and public sidewalks, with well-designed pathways guiding pedestrians from the surrounding streets to key building entrances.
- 6 Design public and private streets and sidewalks to support comfortable and enjoyable pedestrian movement, incorporating wide sidewalks with street furniture and encouraging small-scale urban squares for social interaction.
- 7 Implement sustainable development practices and Crime Prevention through Environmental Design (CPTED) principles to create a well-lit and comfortable environment that encourages casual surveillance and integrates seamlessly with surrounding neighborhoods.



POLICY FRAMEWORK

2.0



(e) despite the policies of Table 5, shall prohibit the following uses in Community Nodes: (i) single-detached and semi-detached dwelling units; and (ii) automotive and vehicle sales.

Four Community Nodes are planned within the Seaton Urban Area. The function of the Community Nodes is not to compete with the City Centre.

The proposed development implements the above policies by introducing eight commercial buildings on the site, varying in scale and designed to accommodate a wide range of tenants, offering diverse commercial services and retail options to near by communities.

City Policy – Built Form and Urban Design of Mixed Corridors, and Community Nodes

11.7 City Council shall require a strong pedestrian focus be created within the Community Nodes and Mixed Corridors. To achieve this focus, development shall adhere to the following built form and urban design principles which shall be further illustrated in **the Sustainable Placemaking Guidelines for the Seaton Urban Area**:

(a) Pedestrian Focus of Community Nodes & Mixed Corridors:

(i) development should be designed to be pedestrian and transit friendly from the outset, even though these areas are intended to intensify over time;

(ii) development should generally be oriented to the street and designed to promote a vibrant and safe street-life and to support the early provision of transit;

(iii) high activity uses that animate the streetscape and encourage foot traffic, like retail uses, are encouraged at grade and up to the street, with uses such as offices and residential uses on second floors and above;

(iv) public and private streets and sidewalks shall be designed to create comfortable, enjoyable pedestrian movement in a vibrant public realm through wide sidewalks, street furniture and on-street parking where feasible;

(v) small scale urban squares will be encouraged in appropriate places; and

(vi) drive-throughs and stacking lanes are to be oriented to the interior of a site and not located between a building and the public sidewalk;

(b) Pedestrian Predominant Streets: To achieve a strong street presence, each Community Node shall contain a Pedestrian Predominant Street, which may be public or private and shall be identified in relevant Neighbourhood Plans. These Pedestrian Predominant Streets shall be incorporated into the initial development of the Community Nodes but are intended to be intensified and fully realized over time. The design criteria are as follows:

(ii) buildings shall generally be built up to the streetline and no parking, driveways or lanes should be located between the buildings and the street;

(iii) drive-throughs and service stations shall not be permitted;

(iv) residential units shall not be permitted on the ground floor of the portion of a building facing the Pedestrian Predominant Street;

(v) on-street parking shall be provided where feasible and appropriate;

(vii) single use buildings exceeding a ground floor area of 5,000 square metres should generally be directed to the interior of a property with smaller stores oriented onto the Pedestrian Predominant Street in front of the larger stores. Alternatively, larger stores could be located up to the streetline provided they are lined with smaller stores, multiple entrances or other similar means to animate the streetscape;

(viii) sidewalks should be of sufficient width to:

- (1) accommodate anticipated pedestrian volumes;
- (2) comfortably and safely accommodate the needs of persons with disabilities and the elderly;
- (3) ensure sufficient space for coordinated street furnishings, public utilities, tree plantings and transit shelters; and
- (4) accommodate sidewalk cafes, kiosks, and street vendors where possible;

(ix) buildings and spaces should be designed to reflect a human scale of development; contribute to public safety and security; and create a significantly enhanced pedestrian environment;

(x) buildings should be encouraged to have awnings, canopies, arcades or front porches to provide weather protection; and

(xi) buildings should have a consistent setback;

(c) Enhancing the Public Realm:

(i) In order to promote street activity/animation and other building and streetscape elements that improve the comfort of the pedestrian environment, the following encroachments into the public realm be allowed:

- (1) awnings or canopies realm;
- (2) outdoor cafes and seating for restaurants; and
- (3) semi-permanent structures over the sidewalk, including entry features, arcades and perpendicular signage and/or lighting fixtures attached to the building; and

(ii) establish the amount of any permitted encroachment, whether temporary or semipermanent, on a site-by-site basis, and in consideration of the following criteria:

(1) the encroachment enhances pedestrian comfort by providing shade and/or protection from the rain and elements;

(2) the encroachment does not impede pedestrian and/or vehicular access, movement or safety, or impede any public maintenance activities; and

(3) the encroachment does not impede sight lines to important views and vistas;

(d) Building Heights:

(i) building heights for residential and mixed use buildings shall range from 3 storeys to up to 20 storeys at gateway sites;

(ii) stand-alone commercial uses shall have a minimum height generally of 5.0 metres subject to the policies on interim uses in Section 11.8;

(iii) buildings taller than 4 storeys shall be designed with a stepback, at an appropriate height, for all building facades that front onto a public or private road; and

(iv) buildings taller than 4 storeys immediately abutting an existing or planned Low or Medium Density residential designation shall be designed, where necessary, to create a transition of heights and minimize compatibility issues.

The proposed development implements the above policies by prioritizing pedestrian movement within the site, providing efficient and logical connections that allow users to safely and easily access all commercial entrances and the surrounding pedestrian network. The buildings feature front walls that enhance and animate the streetscape, creating a more engaging environment. Parking is strategically screened from surrounding communities and existing streets by the buildings within the site.

The Community Nodes and to a lesser extent the Mixed Corridors may develop first with primarily commercial uses and intensify over time with a broader mix of uses, which will contribute to long-term intensification.

City Policy - Interim Uses within Community Nodes & Mixed Corridors

11.8 City Policy Where sole commercial uses at lower minimum density and heights are proposed in the initial phases of development, City Council shall require applicants, for site plan approval, to submit a development concept and intensification plan demonstrating how the ultimate density and other objectives for the site can be achieved. The intensification plan shall address and illustrate:

- (a) how the design criteria for a pedestrian predominant street in each Community Node and the creation of vibrant streetscapes in other locations can be achieved;
- (b) how the public and private realm can be improved to enhance the pedestrian experience;
- (c) how the property may accommodate a mix of uses and how it will intensify over time including addressing and illustrating such matters as:
 - (i) the provision of public roads and small blocks;
 - (ii) the siting and orientation of buildings, which do not preclude future intensification;
 - (iii) the ability to achieve both short-term and longer term intensification;
 - (iv) the location of parking for the initial development and potential changes to parking to accommodate the intensification process; and
 - (v) the phasing of the intensification of the site to realize the ultimate built form;
- (d) how blocks will be further subdivided and how the intent of this Plan can be met in the interim through private roads that will convert to public roads in the future; and

City Policy - Development Blocks within Community Nodes & Mixed Corridors 11.9 City Council:

(a) shall require development within the Community Nodes and Mixed Corridors to establish a pattern of streets and blocks that are conducive to pedestrian oriented streetscapes and which encourage pedestrian circulation to, from and within these mixed use designations. Within these designations, residential and mixed use blocks shall generally be in the range of 10,000 to 20,000 square metres; and 143 Pickering Official Plan Edition 9: Chapter 11 - Seaton Urban Area

(b) may, subject to an Intensification Plan as per Section 11.8, consider larger development blocks in the interim in order to accommodate large scale retail and mixed use developments provided the Intensification Plan illustrates how the pattern of streets and smaller blocks can be realized through intensification.

The proposed development also envisions two gateway plazas with landscape features at the northwest and northeast corners of the site, enhancing the streetscape along Taunton Road and highlighting the pedestrian entrances to the site. Additionally, landscaped areas are proposed centrally within the development to break up the parking surface, as well as along the southern edge to provide a visual and noise buffer for the development. Outdoor patios are proposed away from busy streets and parking areas, positioned along pedestrian pathways between buildings to enhance comfort and accessibility.

2.2 Seaton Sustainable Placemaking Guidelines (July 2011)

The purpose of these guidelines is not to replace the policies of the Official Plan, but to provide a greater level of guidance on urban design and sustainability performance measures and benchmarks.

The vision for the Seaton Urban Area is, as set out in the Section 2.12 of the Official Plan, to become

“a sustainable urban community that is compact, walkable, and pedestrian-focused and contain a mix of uses that can adapt and evolve over time”.

It will be developed based on the policies in the Official Plan including the sustainability principles in Section 2.12 and, as shown in the Structure Plan. Seaton is conceived as a cluster of separate, but linked, residential neighbourhoods and employment areas, complete with community, amenity and recreational facilities. The community is envisioned to contain a mix of uses at strategic locations, intended to evolve over time as Seaton matures. Integral to this vision, the Seaton Natural Heritage System will be protected and integrated into the design of the neighbourhood areas. Open spaces and an extensive trail network will contribute to the overall character by enhancing the scenic quality, while providing focal points for views and places for gathering.

The proposed development is designated as a “Community Node” and implements several guidelines outlined in the Seaton Sustainable Placemaking Guidelines. These include promoting pedestrian-friendly streets, public walkways, creating urban plazas, and designing a commercial development with the potential for future intensification.

Section 4.2 in the guidelines document describes in detail the urban design guidelines for commercial and mixed-use development.

The proposed development envisions stand-alone commercial buildings that align with the Community Node vision for the site. The buildings are designed to frame the street and gateway plazas, while also screening parking from surrounding streetscapes. The proposed setbacks accommodate landscaping, walkways, sidewalks, and outdoor patios, all of which enhance pedestrian comfort and contribute to the creation of a vibrant public realm. The proposed architectural detailing and massing are intended to evoke visual interest, with an emphasis on entrances and active frontages.

The following chapters of this Brief will demonstrate how each element of the proposed development, such as the proposed road network, active transportation network, landscape features, and built form functions both with each other and within the context of the surrounding area.

For more detailed policy analysis, please refer to the submitted Planning Justification report.

CONTEXTUAL COMPATIBILITY

3.0

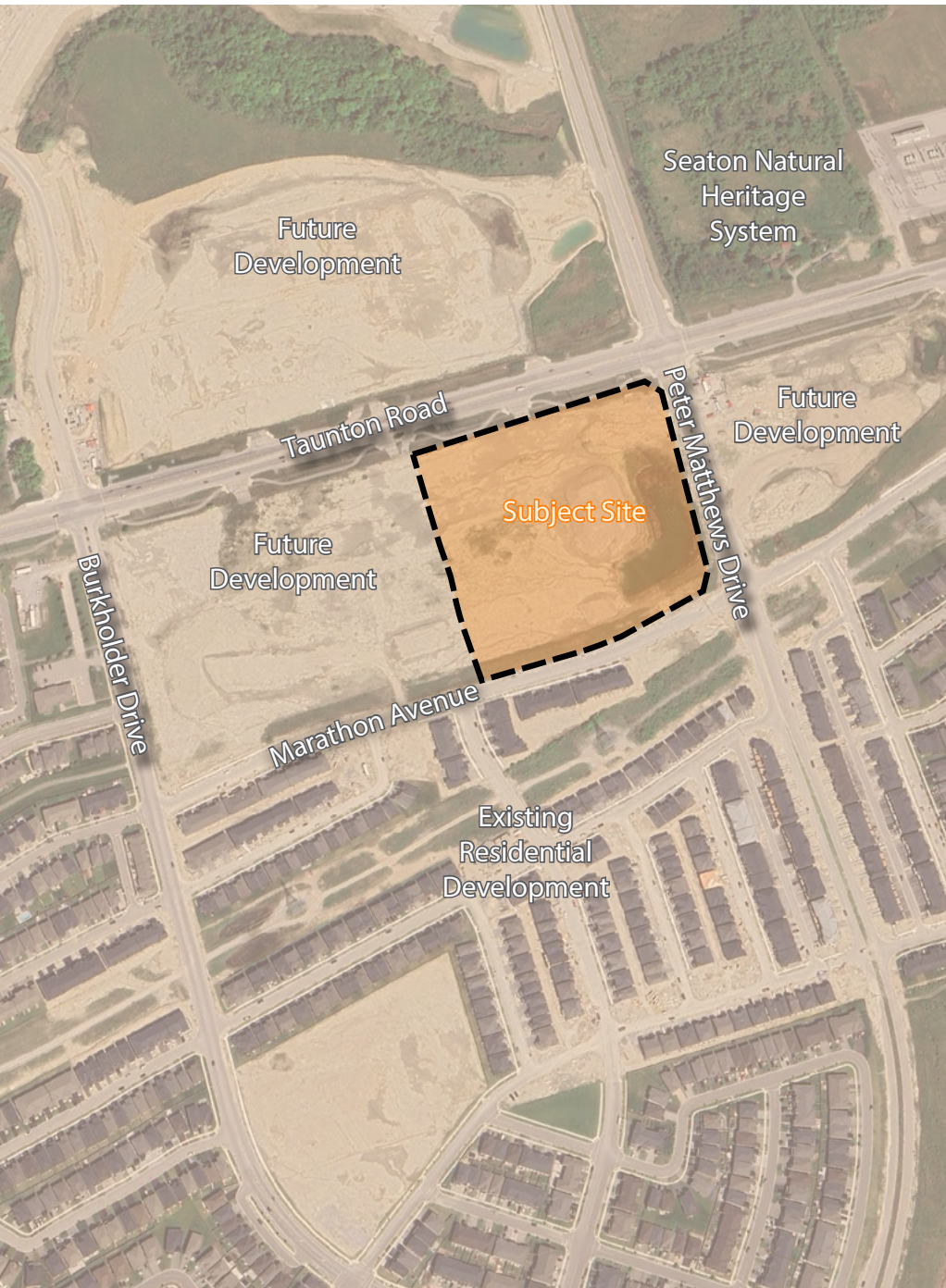


Taunton Road

Peter Matthews Drive

Burkholder Drive

Marathon Avenue



3.1 Site Location

The proposed development at the southwest corner of Taunton Road and Peter Matthews Drive is located within the Seaton Urban Area in Lamoreaux neighbourhood between Taunton Road to the north and Peter Matthews Drive to the east and Marathon Avenue to the south.

“In its current condition, the subject site is an unoccupied greenfield area, with greenfield undeveloped areas immediately to the north, east, and west, while existing low-rise developments are situated to the south and further west.

The proposed development aims to introduce high-quality a high-quality commercial development and well-designed landscaped areas which will revitalize this site and realize the vision of the vibrant community node.

Please refer to the Figure 2 for more details on the existing key land uses and landmarks surrounding the subject site.

3.2 Surrounding Context and Existing Conditions

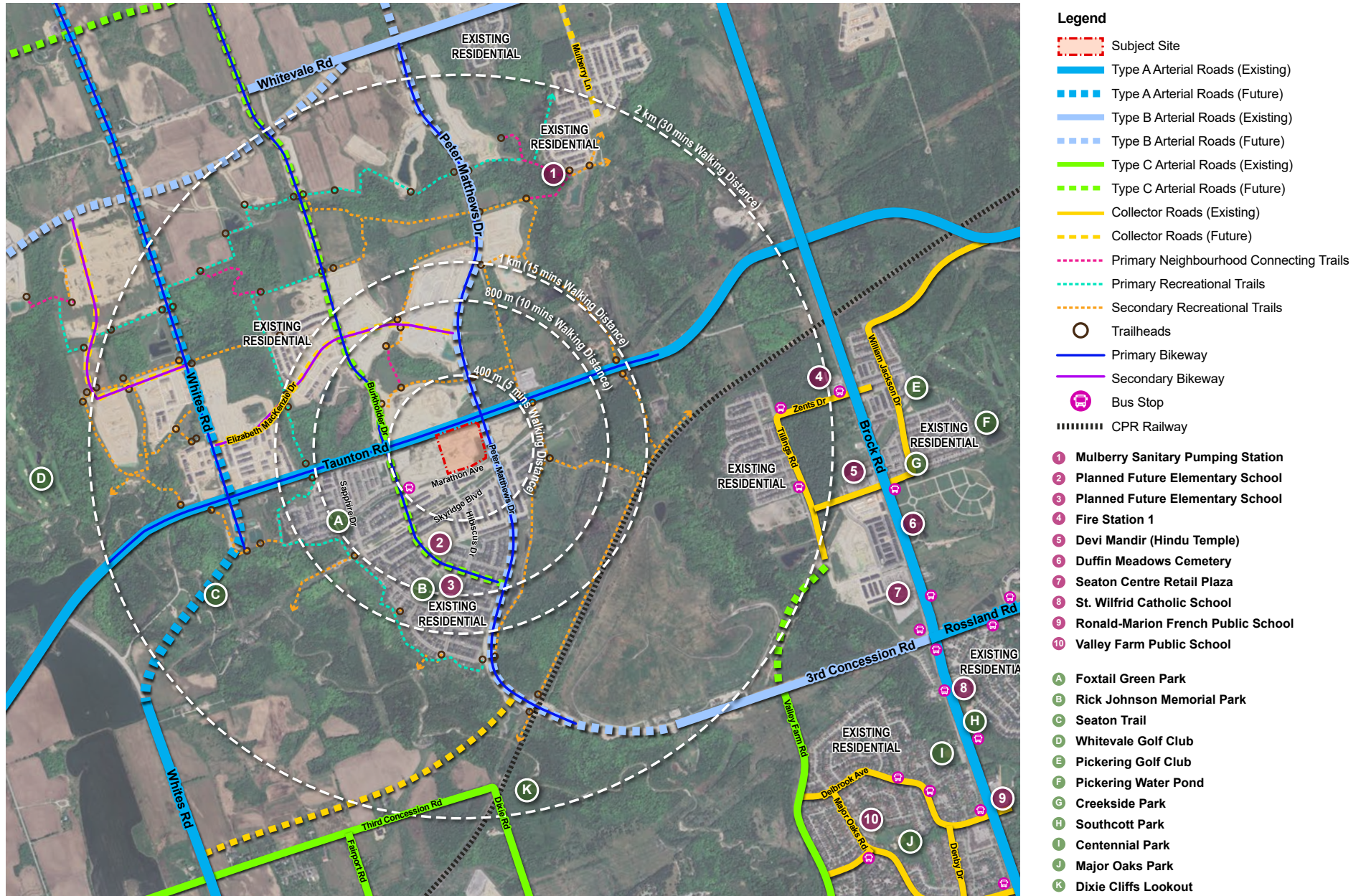


Figure 2: Context Map

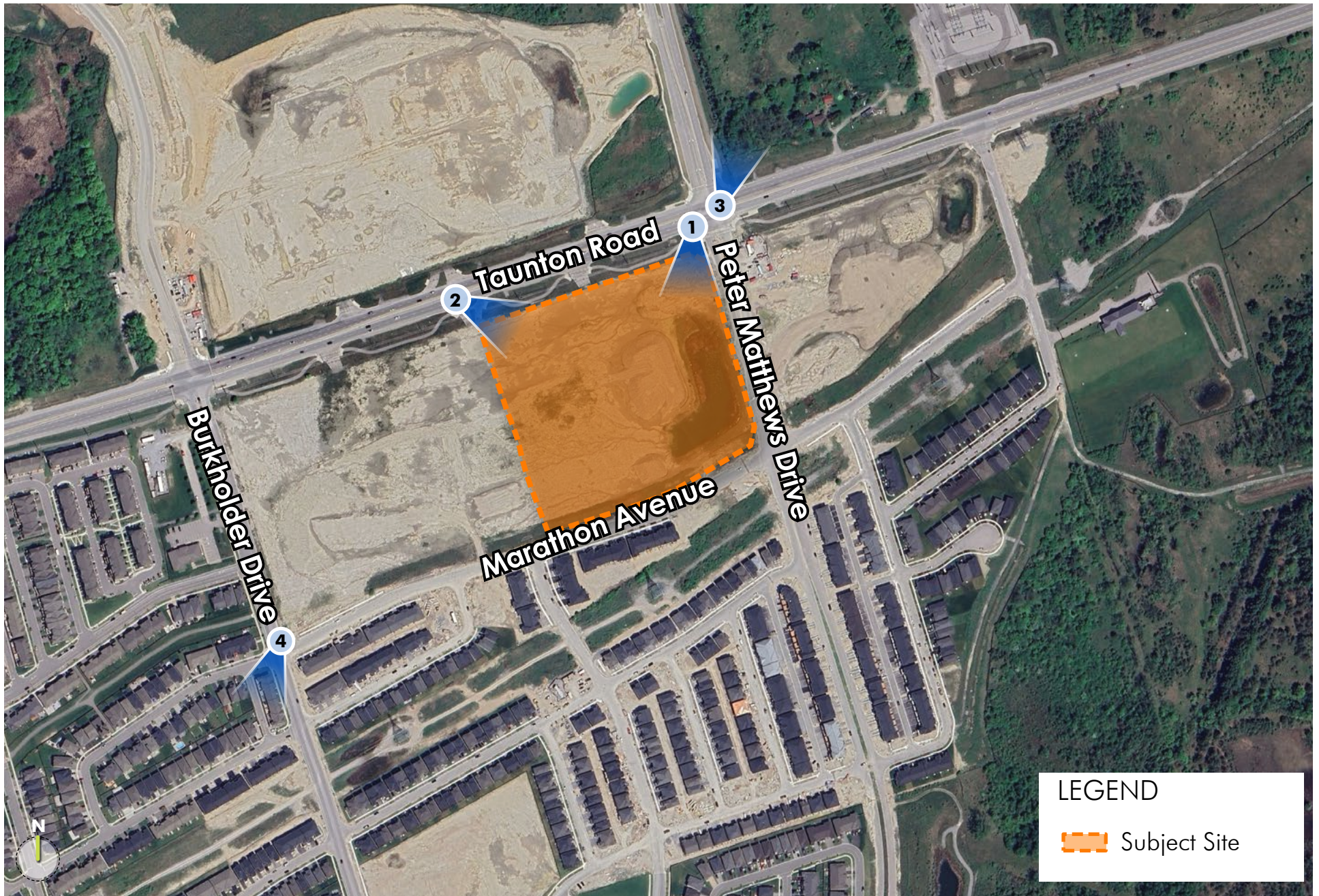


Figure 3: Site Context Images - Key Map



1 Southwest-facing view of subject site at the intersection of Taunton Rd & Peter Matthews Dr



2 Southeast view of subject site at the intersection of Taunton Rd & the proposed extension of Hibiscus Dr



3 View of Seaton Natural Heritage System at the northeast corner of Taunton Rd & Peter Matthews Dr



4 Existing residential neighborhood at the southwest corner of Burkholder Dr & Marathon Ave

3.3 Opportunities and Constraints



PUBLIC REALM

- Proximity to recreational trails within 500m enhances walking and biking accessibility, promoting an active lifestyle.
- The site's location near a planned elementary school and parks fosters community engagement and creates opportunities for family-oriented activities.
- The site is well-served by major arterial roads (Taunton Road and Peter Matthews Drive), providing convenient access for vehicles and enhancing visibility for the commercial plaza.
- Well-suited location for future commercial uses due to its proximity to arterial roads, the CP Railway Corridor and convenient access to the surrounding low-rise residential community to the south and west.
- Lack of near-by access to transit poses a constraint on commuters
- Increased traffic from arterial roads may require careful planning to ensure pedestrian safety and traffic flow, especially during peak hours.



BUILT FORM

- The subject site is surrounded by planned mixed corridor and community node designation allowing for diverse commercial opportunities and residential integration, contributing to vibrant community spaces.
- Being positioned west to a gateway site to the east offers potential for architectural prominence and serves as a landmark for visitors and residents.
- Opportunity to activate the streetscape by providing enhanced street landscaping and conveniently accessible on-site parking.
- Opportunity to utilize architectural design (materials, massing, detailing) to visually attract pedestrians.
- Proximity to neighbouring low-rise developments provides a great opportunity for a vibrant and active development .



SUSTAINABILITY

- Proximity to parks and the Seaton Natural Heritage System enhances the appeal of the location for potential visitors seeking outdoor activities.
- Opportunity to provide visual & physical connections to adjacent existing parks/ open spaces and the surrounding Natural Heritage System through context-sensitive architecture and stormwater management design.
- Opportunity to implement environmentally friendly built form and landscape design elements to protect and enhance the surrounding natural spaces and provide pedestrian-friendly, pleasant and safe public realm.
- Opportunity to provide new employment within close proximity to the existing low-rise residential housing, and current and anticipated transit.



DESIGN ANALYSIS

4.0

4.1 Site Plan Overview

The proposed development comprises of 5.16ha of developable land. The site is envisioned as a commercial hub that will integrate seamlessly with the surrounding community.

The proposed development envisions a total of eight (8) buildings of varying sizes and orientation within the site that will accommodate a range of commercial, retail and service-related uses. The proposed development will have four (4) vehicular access points with a series of drive aisles internal to the site. Shared surface parking areas are envisioned and lined with walkways and landscape surfaces.



The proposed development implements the City's Vision and Strategic Direction with the following Urban Design and Architectural considerations:

- 1 The proposed buildings will be of high quality design, and where feasible sited to address Taunton Road, Peter Matthews Drive and the proposed extension of Hibiscus Drive.
- 2 Streetscape enhancements such as landscaping features, buffers and setbacks will be implemented to create an attractive and comfortable public realm.
- 3 The proposed built form will have appropriate massing, building articulation, features and materials that will be compatible and complementary to the adjacent neighbourhoods.
- 4 Surface parking and loading will be sufficiently screened from public view through a coordinated combination of landscaping and built form buffering.
- 5 The site will be well connected with internal drive aisle and walkway network that will support multi-modal transportation and provide accessible and efficient circulation throughout the site.
- 6 Entry features and edges will be identified and celebrated as they provide passersby with a first impression of the commercial centre and will assist in creating a unique character for the site.
- 7 The proposed development will have regard for the existing and future surrounding development sites in order to create seamless integration.



Figure 4: Preliminary Concept Plan

4.1.1 Site Access & Circulation

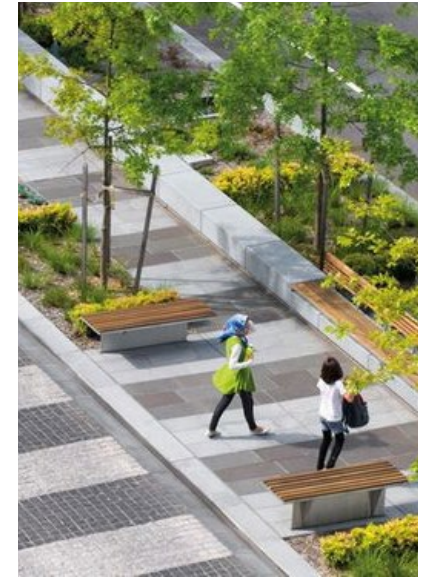
A number of pedestrian walkways are envisioned throughout the site to provide for a well connected public realm that supports active transportation. The proposed sidewalks and walkways integrate with the existing pedestrian network of the surrounding community.

Pedestrian Circulation

The proposed development envisions a series of pedestrian walkways that will provide direct access into all proposed commercial buildings. A continuous sidewalk will be constructed in the future along Peter Matthews Drive, Marathon Avenue and the proposed extension to Hibiscus Drive connecting to the existing sidewalk on Taunton Road. A series of internal walkways will connect the main sidewalk to the retail entrances. The proposed walkways access points will be clearly marked through surface treatments, signage or changes in paving material. The walkways will be accessible and continuous and will connect to adjacent sidewalks and are envisioned to provide pedestrian access throughout the proposed development. Walkways will be designed to ensure a safe, comfortable and attractive public realm and may include benches, small shade structures, garbage/recycling receptacles and landscaping. Walkways will accommodate movement from and through the parking area. Where possible, walkways will be integrated with parking islands to ensure pedestrian safety and comply with AODA.

Cycling Circulation

The proposed development provides strong connectivity for cyclists via dedicated bikeways along Taunton Road and Peter Matthews Drive, which offer further links to nearby recreational trails. The development will actively promote cycling by incorporating bicycle parking facilities strategically positioned throughout the site, particularly in proximity to the main building entrances, ensuring both convenience and accessibility for cyclists.



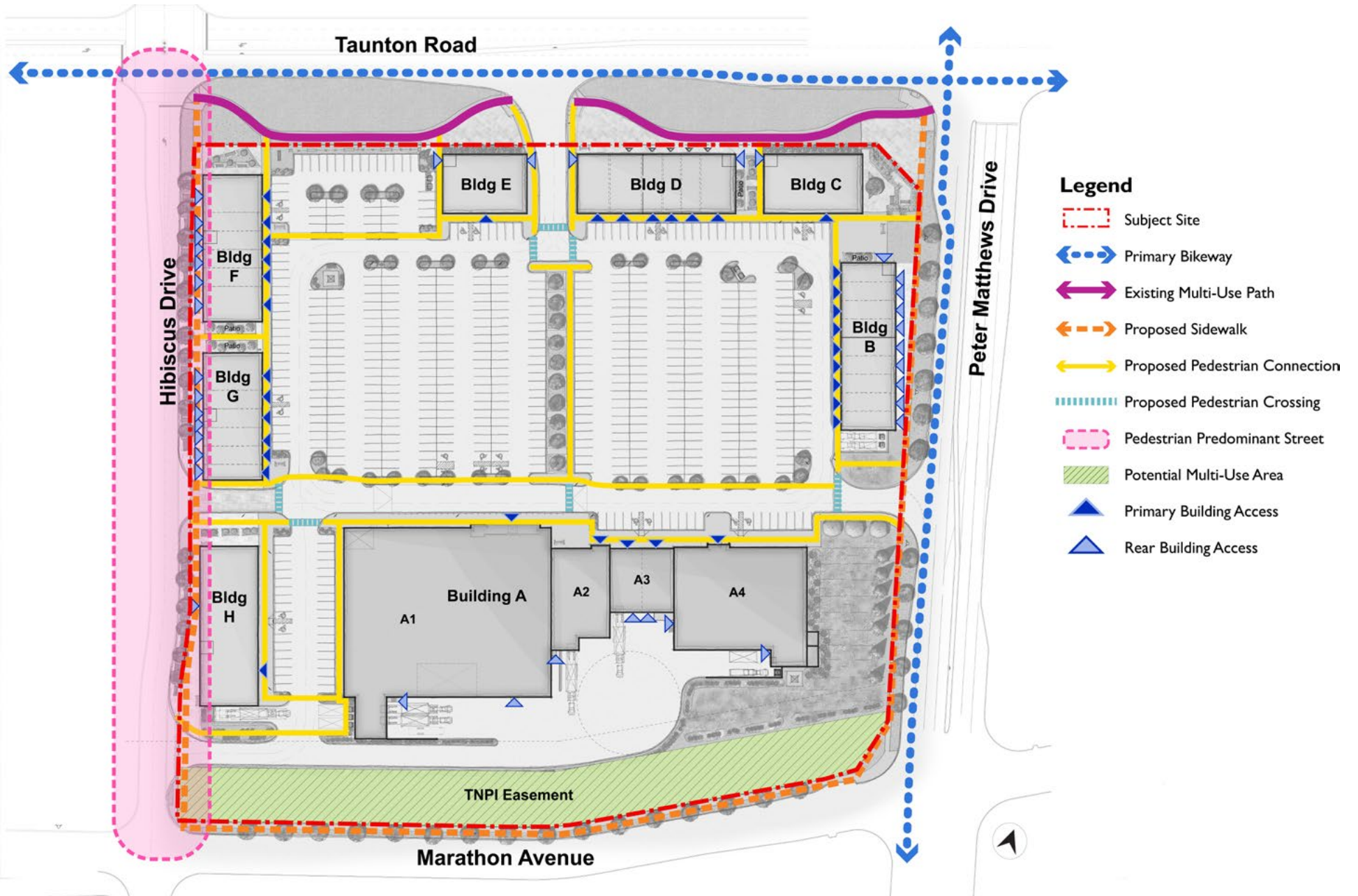


Figure 5: Pedestrian Circulation Diagram

Vehicular Circulation

The proposed development has a total of four (4) access points, one (1) identified as primary entrance and three (3) as secondary entrances. As shown in Figure 6, the primary entrance is through a right-in/right-out access from Taunton Road. The secondary entrances will also be clearly visible through distinguishable landscape features and provide additional direct access from Peter Matthews Drive and the proposed extension of Hibiscus Drive to the proposed development.

An east-west private driveway is proposed, connecting Peter Matthews Drive Road with the proposed Hibiscus Drive extension. The proposed development introduces private driveways that will provide internal circulation within the site. As shown in Figure 6, the proposed site organization also integrates with the existing, adjacent streets and has regard for future connection opportunities to facilitate future development to the west. The proposed internal driveways will consider traffic calming measures to ensure for safe and comfortable use for all modes of transportation.



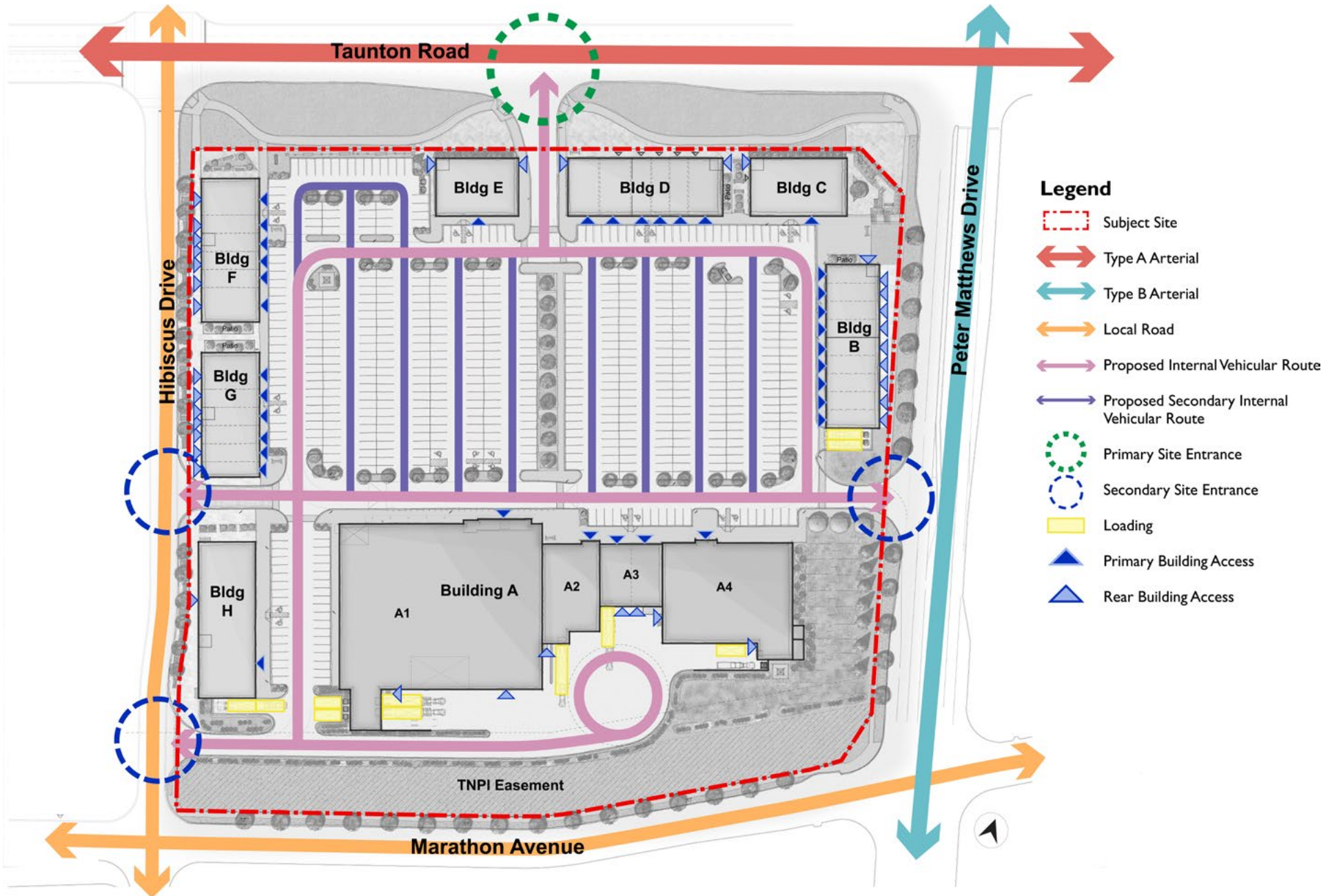


Figure 6: Vehicular Circulation Diagram

4.1.2 Parking, Loading and Servicing

Parking

The proposed development will introduce approximately 587 surface parking spaces to accommodate the proposed retail uses on the site. Accessible parking spaces are envisioned and will be located in close proximity to main building entrances. The proposed parking is designed in a grid pattern to increase permeability and legibility. As shown in Figure 6, landscape strips are proposed along the perimeter of the site in order to sufficiently screen the proposed parking from public view.

Loading and Servicing

Loading and servicing areas are provided to accommodate all eight (8) buildings. An all turns loading and servicing area for building 'A' is situated at the southern edge of the site with direct access from the proposed Hibiscus Drive extension. Loading and servicing areas are envisioned adjacent to all remaining buildings. To minimize the impact on public realm, loading areas are envisioned located to the side or back of buildings and additionally screened with landscape where possible.



4.2 Built Form

The proposed development comprises of eight (8) commercial structures that are one storey in height and have varying gross floor areas, as shown in the table below:

Building	GFA (sf) (+/-)
Building A	6,671
Building B	1,014
Building C	650
Building D	1,039
Building E	557
Building F	963
Building G	836
Building H	1,031
Total	12,761

The proposed commercial building 'A' in the southern portion of the subject site is envisioned to be a one storey commercial structure, which will accommodate large retailers. Elevations for the building will be clad with the prominent materials. Articulation will be used along the facade and particularly at main entrances.

The proposed built form of all buildings shall feature the architectural elements, colours and material treatment that is consistent within the front, flankage and rear elevations. The architectural design will consider the use of large storefront windows, where possible, to enable views to activities inside, creating interest for passersby and to serve as a visual connection to the outdoors and provide casual surveillance. The design of each individual building shall be compatible with the overall design of the development. The design of the built form shall also be compatible with and complement the architecture of the adjacent residential development to the south and be sensitive to the surrounding rural lands.

The architectural composition of the buildings will consider the massing, roof lines and street relationship. The building elevations will provide visual interest through design, articulation and fenestration.



4.3 Public Realm

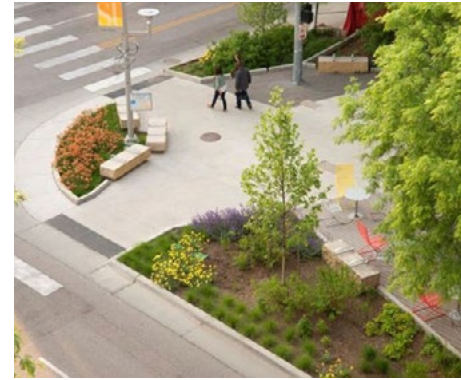
4.3.1 Site Access Treatment

Site Entrance

The proposed development provides four (4) access points, one (1) identified as primary entrance and three (3) as secondary entrances, as shown in Figure 6. The proposed development accesses will feature clearly defined points marked by enhanced landscaping and signage. These entrances will be designed to create a sense of arrival and visual clarity for both pedestrians and vehicles. The use of transparent building facades near the entrances will allow for clear sightlines into the retail spaces, creating an inviting atmosphere. Low walls, integrated planters, and consistent signage will guide visitors into the commercial plaza, ensuring smooth transitions from the street into the site. These entrances will blend seamlessly with the overall streetscape design, enhancing connectivity and accessibility.

Landscape Features

Distinctive landscape features will be positioned at the eastern and western corners of the site, located at the intersections of Taunton Road with Peter Matthews Drive and Taunton Road with Hibiscus Drive. These corners will serve as visual landmarks, with raised planters, native plantings, and low walls providing a sense of identity to the development. In particular, these landscape features will incorporate signage and seating elements, fostering a welcoming environment for pedestrians. By framing these key intersections with thoughtful landscaping, the corners will help define the boundaries of the site and enhance the overall aesthetic appeal of the development.



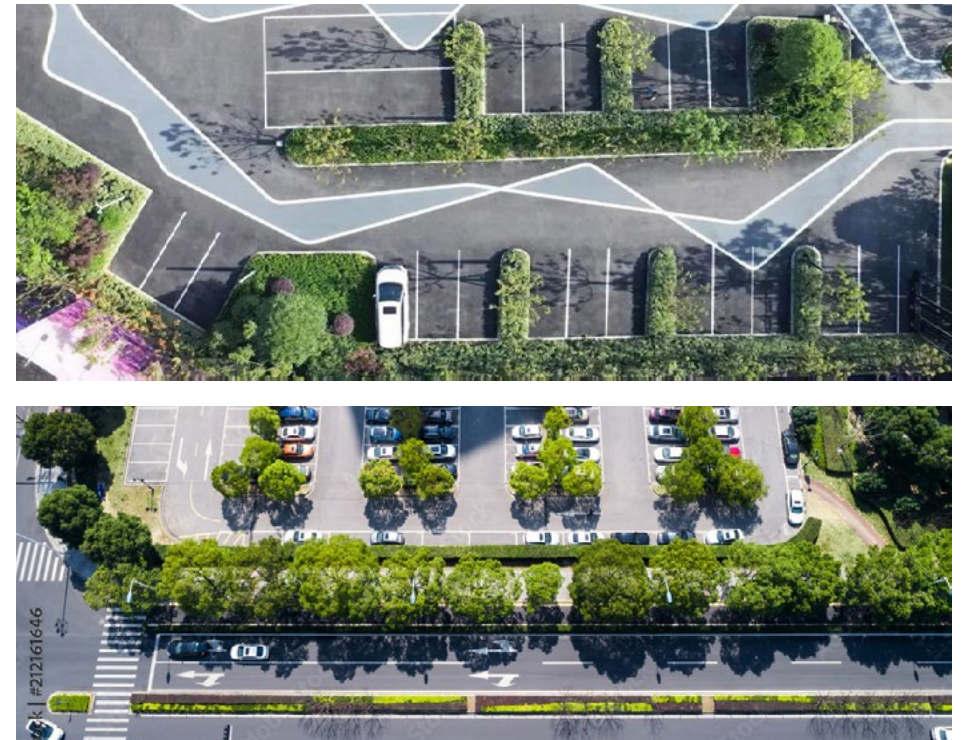
4.3.2 Streetscape treatment

The streetscape treatment throughout the site prioritizes pedestrian safety and comfort. Buildings are aligned with street edges to establish a strong urban fabric and create active frontages, especially along pedestrian routes, by orienting retail entrances towards these corridors. The integration of glass storefronts fosters a visual connection between the interior and the public realm, contributing to a lively and engaging streetscape. Raised planters with seating, street trees, and coordinated street furnishings provide places for rest and social interaction, enhancing the walkability of the site. The streetscape is further animated by patios adjacent to the retail buildings, allowing for outdoor dining and gathering opportunities



4.3.3 Landscape Buffers

Landscape buffers are proposed along the east edge of the site facing Peter Matthews Drive and the south edge facing Marathon Avenue. These buffers will act as transitional zones between the proposed retail buildings and the adjacent uses, offering both visual screening and enhancing the site’s overall green space. The buffer areas will include a variety of native plantings and trees, contributing to a pleasant and sustainable environment. These landscape buffers will help soften the edges of the development, improving visual appeal while providing a natural barrier between the commercial plaza and the surrounding areas.



4.3.4 Pedestrian-Predominant Street Treatment

The pedestrian-predominant street, extending from Hibiscus Drive, as shown in Figure 7, is thoughtfully designed to enhance the pedestrian experience. Sidewalks are provided on both sides of the road, allowing flexibility for various retail and commercial uses along the street. Boulevards on both sides incorporate streetscape furnishings and trees, contributing to an inviting and vibrant atmosphere. Hardscape replace traditional grassy areas, extending the sidewalks to accommodate higher pedestrian traffic.

Patios adjacent to buildings along the street encourage social interaction and support active frontages. The buildings feature high-quality architectural detailing, featuring doors and windows that enhance the visual appeal of the streetscape. Decorative paving materials offer clear visual cues to guide pedestrians and cyclists safely through the space, while street furniture, including benches and bike parking, complements the architectural character of the commercial plaza, fostering a dynamic and pedestrian-friendly environment.

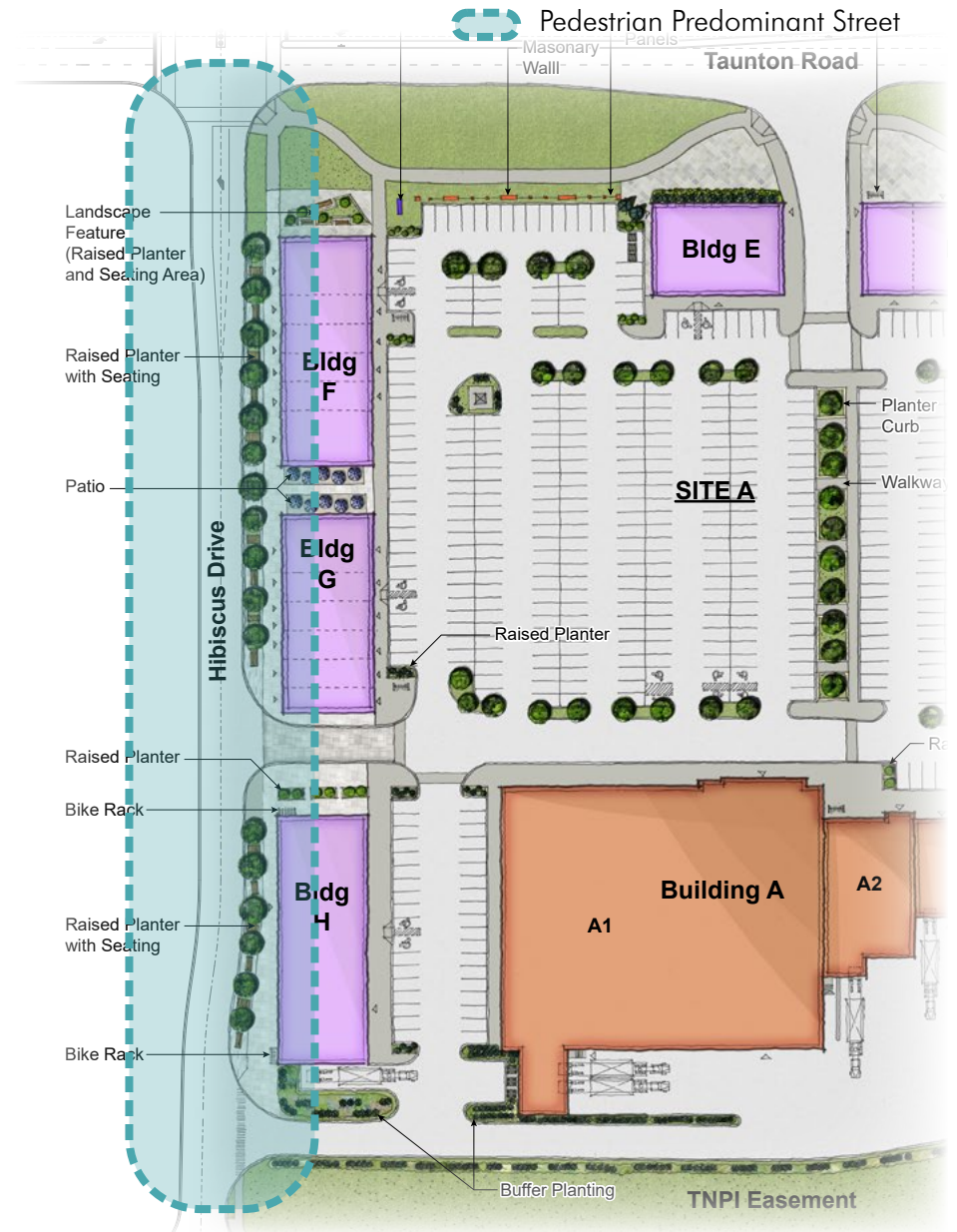
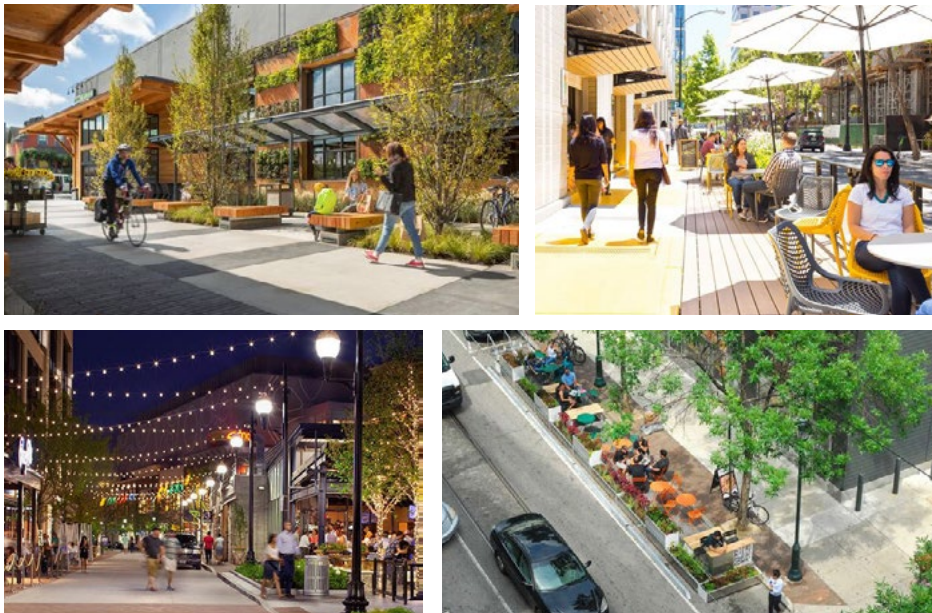


Figure 7: Pedestrian Predominant Street Conceptual Design

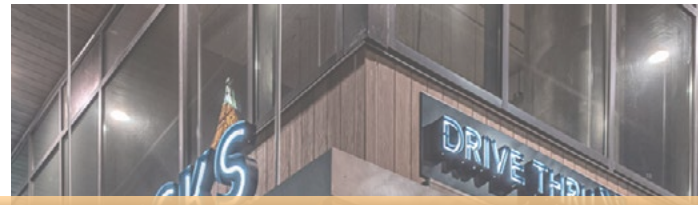
4.4 Sustainability

The proposed development will implement sustainable practices aimed at reducing environmental impact and promoting long-term environmental stewardship. These guidelines outline various low-impact development (LID) measures to ensure the project aligns with sustainable urban design principles and enhances the overall ecological integrity of the area.

- Implement shade trees on parking islands, along street edges, and other feasible locations to reduce the urban heat island effect and improve environmental quality.
- Ensure parking islands are landscaped to break up large parking areas, promote tree growth, and enhance stormwater retention capacity.
- Promote the use of native, drought-tolerant plant species that require minimal maintenance to reduce water usage and upkeep.
- Encourage the planting of high-branching deciduous trees to provide shade while ensuring clear sightlines, visibility, and pedestrian safety.
- Utilize light-colored materials for all hardscape surfaces, including parking areas, walkways, and urban squares, to reduce solar heat absorption and minimize energy demand.
- Ensure pedestrian connections are integrated throughout the development, with sidewalks linked to surrounding trails to promote active transportation and reduce vehicle dependence.
- Encourage the installation of electric vehicle charging stations to support sustainable transportation options and reduce greenhouse gas emissions.
- Leverage the development's proximity to the Seaton Natural Heritage System by maintaining pedestrian connections to natural features, promoting environmental stewardship, and supporting conservation efforts.

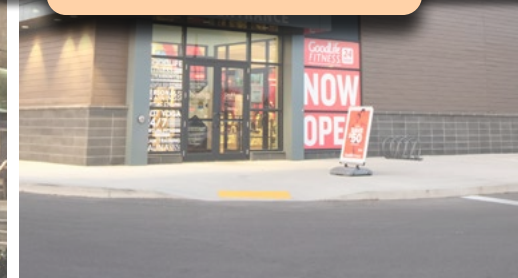


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CONCLUSION

5.0

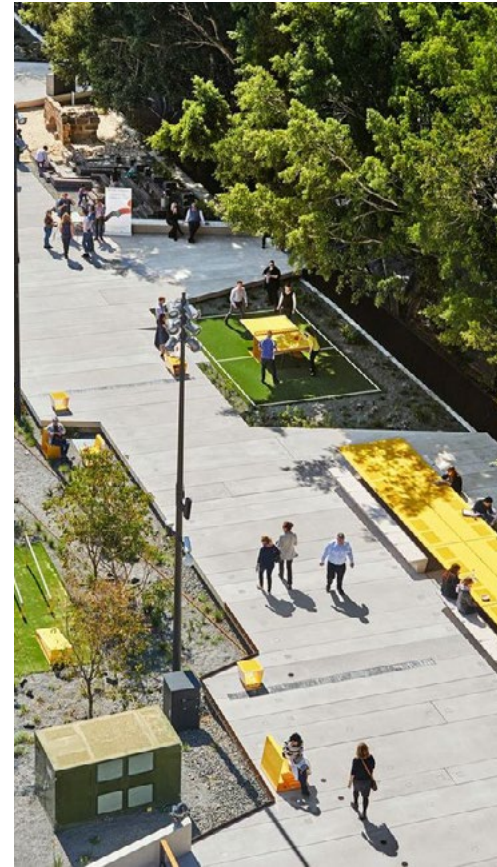


5.0 Conclusion

The proposed development encompasses a commercial plaza that will deliver essential amenities and services to the surrounding community. This commercial node is intended to contribute to the formation of a cohesive community for both existing and future residents and visitors within the vicinity. The site organization will facilitate seamless integration with the existing street network, resulting in a well-connected and permeable circulation system. Internal drive aisles will further enhance connectivity across the development area, while a comprehensive series of pedestrian walkways are proposed to ensure safe and comfortable access throughout the site.

The architectural expression of the proposed built form will prioritize high-quality design, enhancing the streetscape with visual interest and aesthetic appeal. The architectural language will be compatible with and complementary to the character of the surrounding context, reinforcing the overall urban fabric.

To establish an inviting and aesthetically pleasing environment, enhanced landscaping and entrance features will be integrated into the design. These elements will not only contribute to the attractiveness of the development but will also provide necessary screening for parking and loading functions, ensuring a refined public realm.





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