

Keswick Secondary Plan, Town of Georgina

URBAN DESIGN REPORT

- Existing Urban Design Guidelines, October 31, 2003
- Existing Urban Design Conditions & Opportunities

1. Existing Urban Design Guidelines		
Ref	General Comments	Recommendation
.1	<p>The document reads as a 'Framework', providing strategies and initiatives for development / investment, with focus on four components of the community – the three Urban Centres, the Queensway Corridor, Woodbine Avenue and New Neighbourhoods. As such, the few 'guidelines' provided lack sufficient detail to guide design.</p> <p>As an example, with reference to Section 1.2, bullet #4 – 'Create a Retail Focus' is stated as a development directive rather than an urban design guideline. Instead, it should read 'Create a built environment that supports/enhances a retail focus for the Glenwoods Urban Centre'.</p>	<p>A new set of Urban Design Guidelines are recommended.</p> <p>These new guidelines should:</p> <ul style="list-style-type: none"> • focus on design rather than development strategies / initiatives; using design language; • reference the relationship of the guidelines to the Official Plan and Zoning and the approvals process; • address all components of the community; • In addition to being 'easily understood', the guidelines need to be user friendly and avoid language that may be highly subjective; for example, words such as 'beautiful' and 'significant' have no measurable meaning unless they are defined;
.2	<p>Proposed Table of Contents</p> <p>Consider including Schedule F1: Keswick Land Use Plan and also consider structuring the document to align with the Land Use Categories.</p>	<p>Section 1.0 - Introduction</p> <p>A general overview of the policy framework (OP and Zoning) and describe the context of the Town.</p> <p>Intent and purpose of the Guidelines should be described and, in particular, with respect to the approvals process.</p> <p>Vision</p> <p>A statement that describes the aspirations of the community with respect to its built environment – its form and function. It should reference the Town of Georgina Official Plan Vision and the design policies contained therein. Also, include the urban design vision/strategy for Keswick.</p> <p>Urban Design Principles provide guidance on how the community will be physically arranged, and its component elements shaped, in order to achieve the stated vision. This could include, for example:</p> <ul style="list-style-type: none"> ➤ Protection and enhancement of surrounding environmental lands/natural features, while broadening opportunities for public access, enjoyment, education and stewardship.

		<ul style="list-style-type: none"> ➤ Recognition of the scale and form of development/existing built character of the area. ➤ Establishment of a variety of public spaces to support cultural events, festivals and community life throughout the year. ➤ Creation of animated, safe and comfortable human-scaled streets that enhance mobility for pedestrians, cyclists and vehicles. ➤ Promotion of a mix of uses within a variety of building forms, including a range of housing types and opportunities for retail, commercial and community uses. ➤ Provision of connected systems of parks, open space, trails and streets that link to the lake edge.
		<p>2.0 Urban Structure / Community Character</p> <p>Describe the structure of the community by way of each of its component elements, their organization, character, function and hierarchy.</p> <ul style="list-style-type: none"> • Centres: Glenwoods, Maskinonge and Uptown Keswick • Corridors: Queensway (Mixed Use), and Woodbine (Commercial Employment) • Neighbourhoods (Existing and New) • Streets (Road Pattern) and Blocks • Streetscape hierarchy • Parks / Open Space System: Town Parks, Neighbourhood Parks, Parkettes, Village Urban Squares, Waterfront Parks • Special Character Elements: Gateways, View Vistas / Corridors, Heritage
		<p>3.0 Public Realm Design Guidelines</p> <p>Streetscape Treatments for different types of streets, by function / character.</p> <p>Parks Design for different types of park spaces, including the adjacent streetscape treatment.</p>
		<p>4.0 Built Form Design Guidelines</p> <p>For each of the centres, corridors and new neighbourhoods, address:</p> <ul style="list-style-type: none"> • Height and Massing • Transition • Building Design / Character

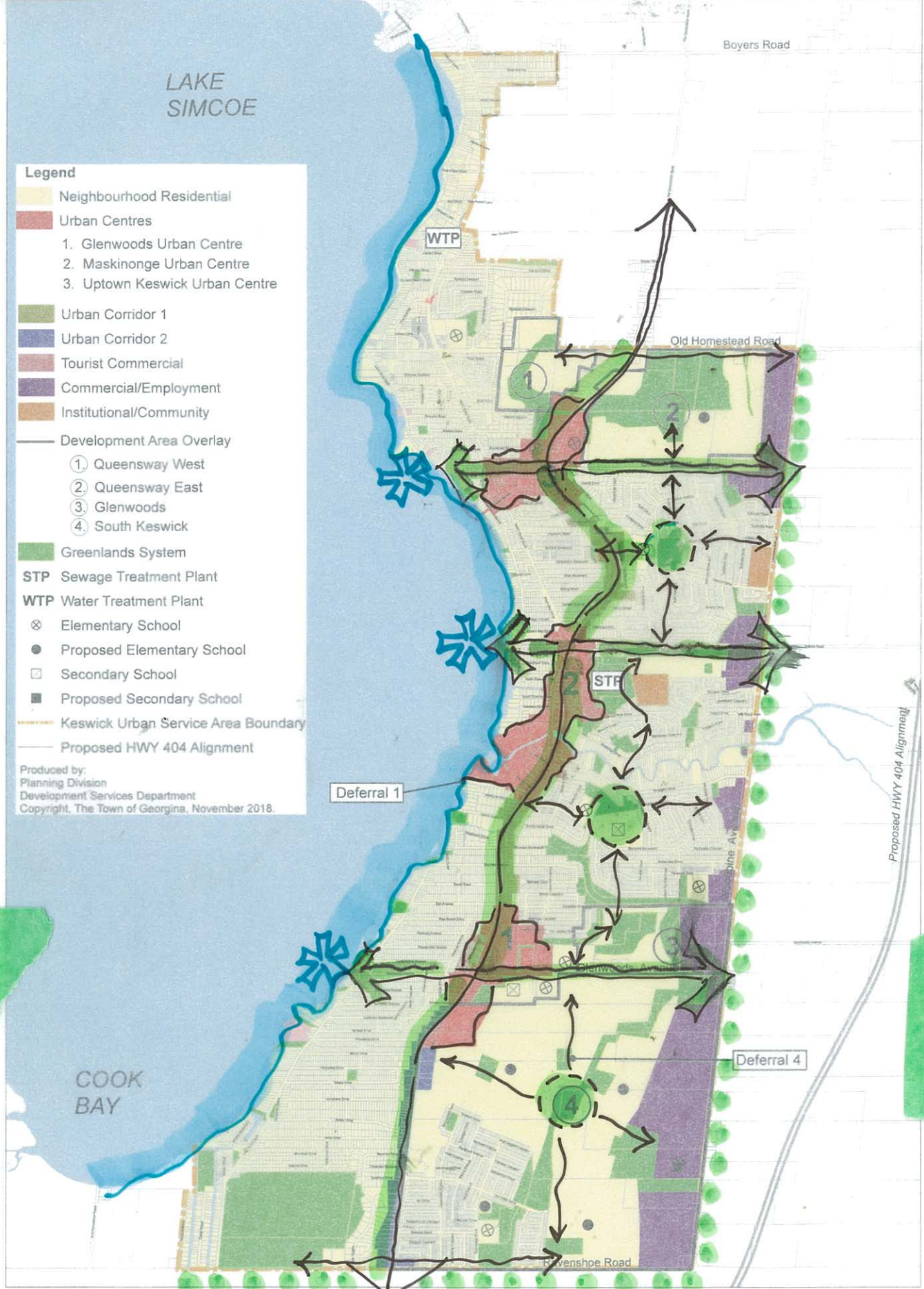
Boyers Road

LAKE SIMCOE

Legend

- Neighbourhood Residential
- Urban Centres
 1. Glenwoods Urban Centre
 2. Maskinonge Urban Centre
 3. Uptown Keswick Urban Centre
- Urban Corridor 1
- Urban Corridor 2
- Tourist Commercial
- Commercial/Employment
- Institutional/Community
- Development Area Overlay
 - ①. Queensway West
 - ②. Queensway East
 - ③. Glenwoods
 - ④. South Keswick
- Greenlands System
- STP** Sewage Treatment Plant
- WTP** Water Treatment Plant
- ⊗ Elementary School
- Proposed Elementary School
- ⊠ Secondary School
- Proposed Secondary School
- Keswick Urban Service Area Boundary
- Proposed HWY 404 Alignment

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Schedule F1: Keswick Land Use Plan

KESWICK SECONDARY PLAN Town of Georgina



0 250 500 1,000 1,500 2,000 Metres