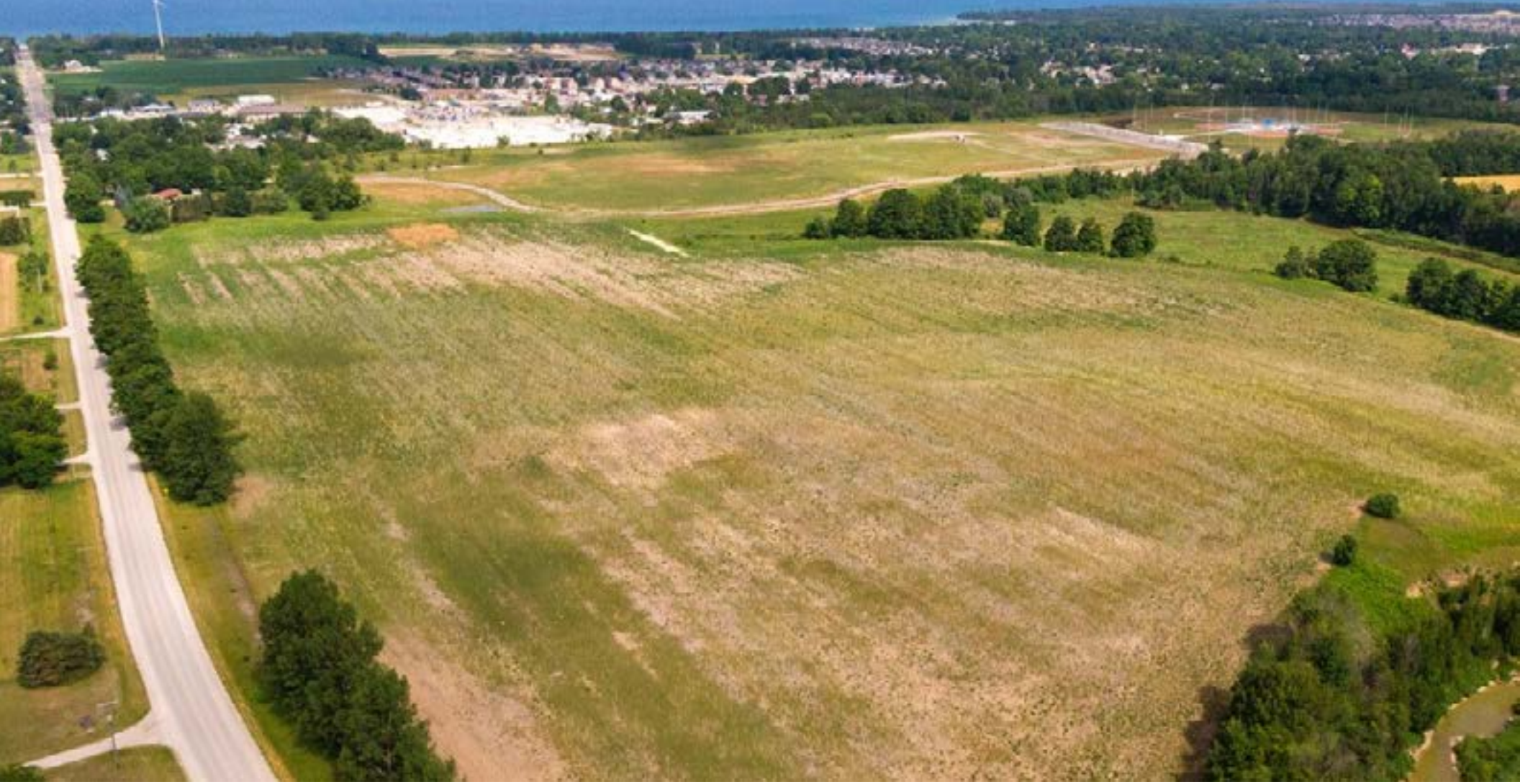


Innovation Park
Urban Design Guidelines

INNOVATION PARK
SAUGEEN SHORES

SaugeenShores

www.saugeenshores.ca

Contents

1

INTRODUCTION

Introduction

The Town of Saugeen Shores is a place where optimists gather. We are well-educated, and eager to collaborate on new ideas, attract opportunities and support our economic sector. That's why Saugeen Shores is home to Ontario's clean energy sector with a proven roadmap for the future. We energize innovation here.

The blend of economic diversity and lifestyle flexibility is unique in Ontario. The scale of our community provides the opportunity for people to walk or bike to work supporting a healthy lifestyle. Our amenities include fresh water beaches across 18 kilometres of shoreline and 40 kilometers of trails. In this setting, Innovation Park, a planned centre for energy innovation, and a hub for Canada's clean energy frontier, can thrive.

Innovation Park was created to foster and build on this innovative spirit in clean energy. When multiple innovators work in close proximity ideas percolate, achievement is celebrated and shared, new thinking crosses boundaries; innovation multiplies. That is the inspiration behind Innovation Park, bordered by trails, history, and nature. It is the future home to some of the region's most innovative companies.

Located at 300 Concession 6 in Port Elgin, the Innovation Park offers 17 lots on 23 acres of employment land. The Park's location, only 25 kilometres from the world's largest nuclear generating facility, Bruce Power, make it ideally suited to host businesses in the clean energy sector.

Lots within the Park are fully serviced with town water, wastewater, hydro, and have access to high-speed Internet. As each lot within the Park develops, it is critical that built-form, landscaping and site design meet the highest of design standards. These guidelines have been prepared with a focus on sustainability and green design to recognize the overall vision for Innovation Park as a centre for clean energy innovation. New and emerging design technologies will be encouraged and embraced within Innovation Park with incentives available through the Town's Economic Development Community Improvement Plan.

VISION AND DESIGN OBJECTIVES

VISION

Innovation Park represents a new high-quality employment area that permits various innovative green and clean energy businesses and supports including conference centres, facilities for education and training and other uses that will support the growth of businesses within the park through the synergies and collaborations that occur between various park users. Innovation Park will provide a mix of prestige employment uses with a focus on clean energy companies and sustainable design. The Park will be designed to:

1. Respect and protect the beauty of the surrounding natural environment;
2. Encourage active transportation;
3. Provide for high quality amenity space within the Park, and connections to amenities outside of the Park;
4. Achieve quality design and architecture; and
5. Apply a sustainability lens to all development proposals.

A high level of design that enhances pedestrian experience will define Innovation Park.

DESIGN OBJECTIVES

The following design objectives establish overarching intentions regarding how the vision for Innovation Park can be realized. Development in the Park is guided by the following:

1. Promote, encourage and prioritize sustainable and green building and landscape practices;
2. Establish a high-quality, cohesive and identifiable image for Innovation.
3. Create high quality streets through a hierarchy of connected, coordinated and consistent streetscapes; well-designed gateways; and landscaping.
4. Promote pedestrian friendly design by providing connected pedestrian routes and linkages to trails and designing buildings and landscaping to frame and enhance the human experience.
5. Encourage creativity of site design and architecture.
6. Promote, encourage and support active transportation opportunities.
7. Ensure appropriate transition and design that complements and fits well with adjacent rural areas and natural features.
8. Mitigate the visual impact of large surface parking areas and loading and servicing on the street, particularly at high profile locations.

PRIORITY DESIGN AREAS

The Figure 1 illustrates Priority Design Areas within Innovation Park including the following:

Gateways: Entrances to Innovation Park have been identified as gateways. There is an expectation that Gateways will have enhanced landscaping; coordinated signage and high quality building design. A secondary gateway is illustrated where a future trail connection is anticipated to be constructed.

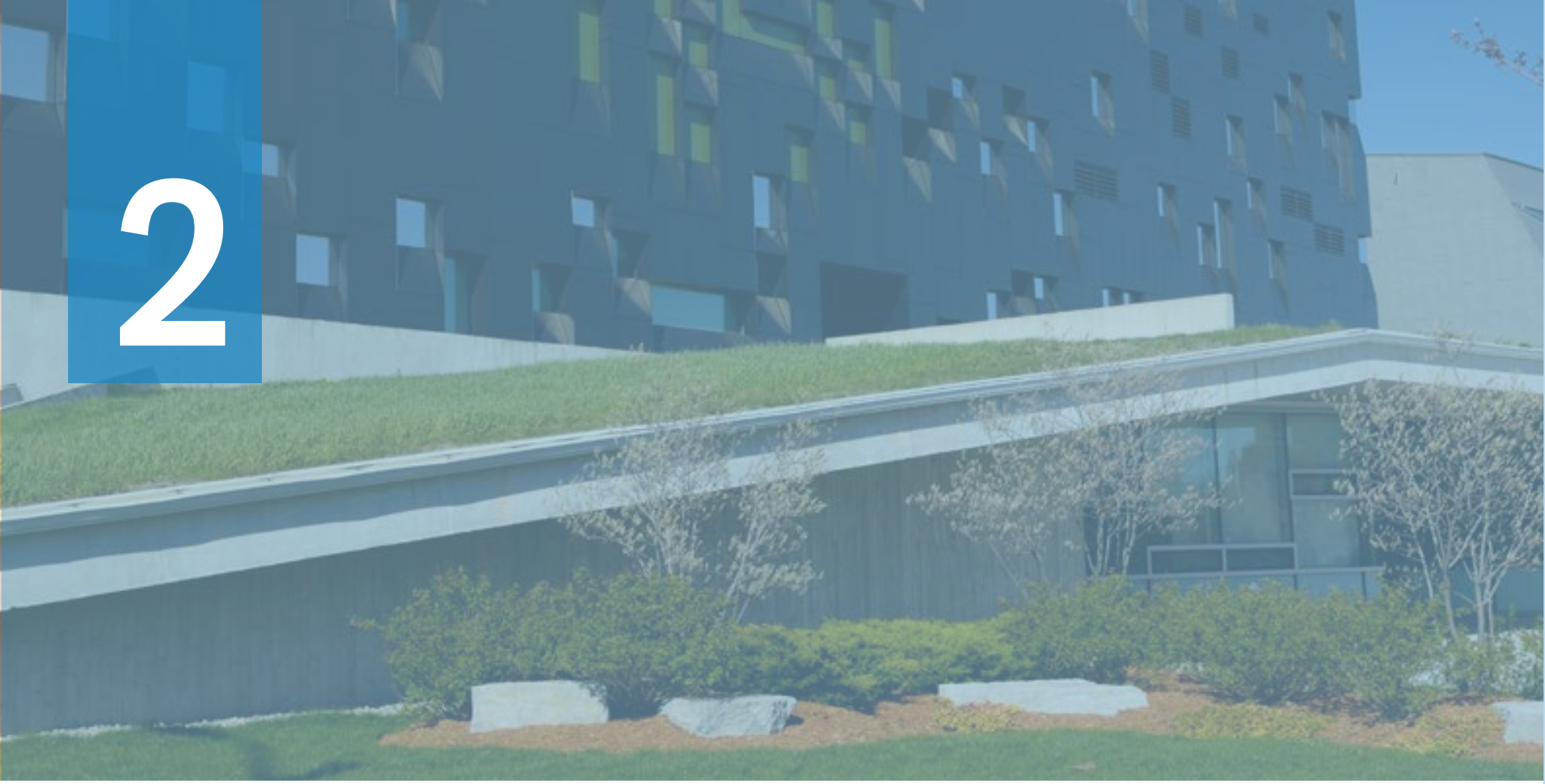
Concession 6 Interface: An enhanced landscape zone is illustrated along the Concession 6 frontage of Innovation Park. This area is intended to provide for an appropriate transition from the surrounding rural area to Innovation Park. It is anticipated that the landscape zone will be implemented within both the public and private realm and may include landscaped berms in order to screen the uses within the park.

High Profile Lots: High profile lots are those lots that, due to their increased visibility, require a high standard of design. This includes gateway lots; corner lots; lots fronting Concession 6 and lots adjacent to the open space/ stormwater management block. Guidelines for High Profile Lots are included in Section 5 of this document.

Areas with Archaeological Potential: Within the Park there are two areas that require further archaeological study prior to development. The gateway lot adjacent to Concession 6 can be developed following completion of this additional archaeological study. There is an opportunity for a larger lot to be created adjacent to the Stormwater Management block should further study of the north archaeological potential area be completed and it be determined that this area can be developed.

Figure 1

GATEWAYS AND HIGH PROFILE LOTS



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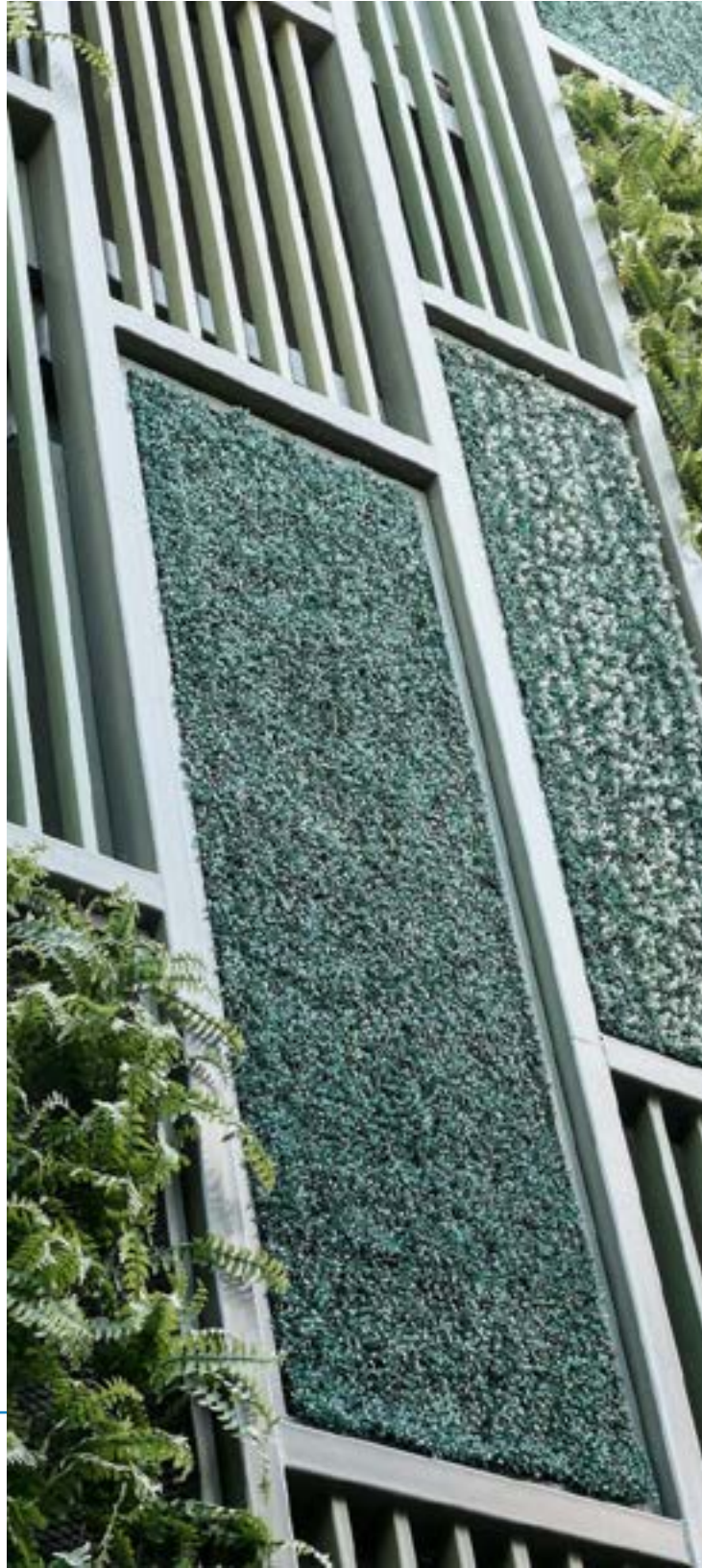
SUSTAINABLE AND GREEN DESIGN

Sustainable and Green Design

As a planned centre for clean energy innovation, the incorporation of sustainable and green design initiatives is of critical importance to the development of Innovation Park. The following guidelines relate to site, building and landscape design. Incentives may be available for projects that exemplify green design.

General Guidelines:

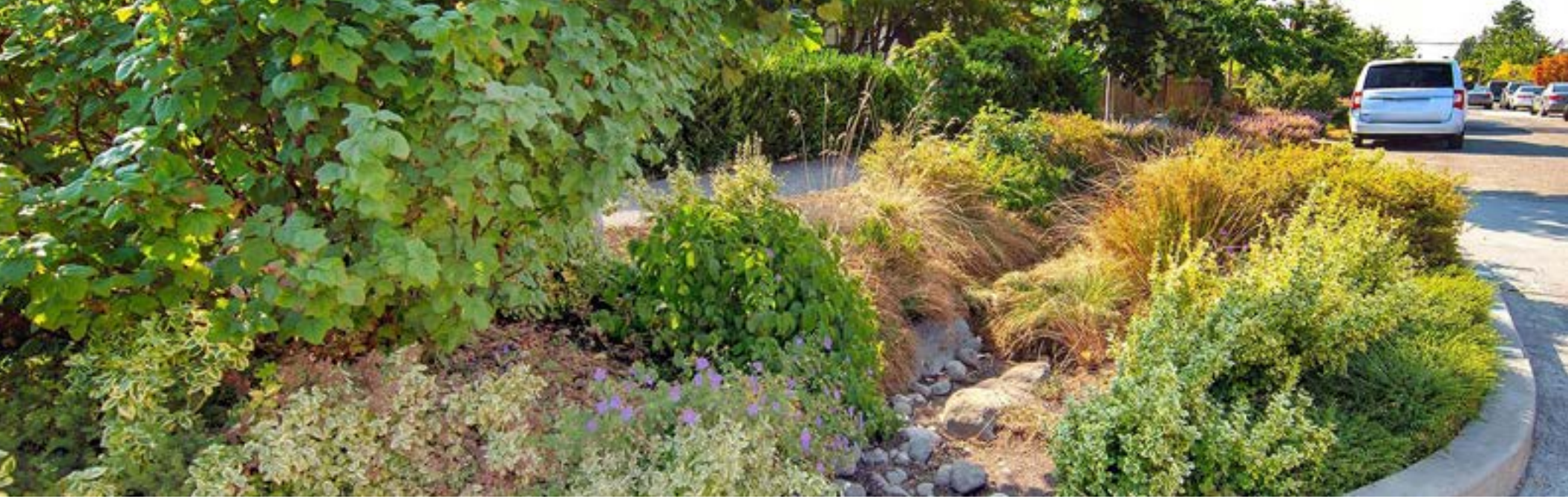
1. The implementation of sustainable practices that address issues including, material consumption, surface runoff, and storm water management should all be considered during construction.
2. Promote alternative transportation options such as biking and walking to reduce automobile dependency. Bicycle parking should be provided for all development.
3. Encourage recycling and waste reduction initiatives within the park.
4. Consider the use of rainwater harvesting for industrial processes and irrigation.
5. Site plan drawings should identify a designated snow storage area in an area that will reduce salt and contaminant impacts on vegetation, groundwater and surface water. Appropriate on-site snow storage is preferable to off-site snow removal.



Building Guidelines:
The incorporation of sustainable building features should be encouraged in order to increase the performance of a building with respect to its energy efficiency and on-site waste treatment.

1. Building materials should be sourced from local suppliers when possible. Most Canadian products are made with consideration of our climate and as such have longer life cycles.
2. New developments are encouraged to seek LEED or equivalent certification. This distinguishes building projects that have demonstrated a commitment to sustainability by meeting higher performance standards in environmental responsibility and energy efficiency.
3. Building and sites system energy consumption (HVAC, hot water, lighting) should be reduced through the use of appropriate mechanical and construction technology (natural cooling, light recovery, passive solar design, etc.).
4. Renewable energy systems should be incorporated to power on-site light standards and to supplement building power requirements, for example, solar panels on flat roofs.
5. Innovative wastewater treatment, water reduction and sustainable irrigation strategies are encouraged, including the use of water efficient plumbing fixtures.
6. Building construction and operation methods should aim to reduce dependence on non-renewable resources. This can be accomplished by using appropriate recycled materials.
7. Net-Zero buildings are strongly encouraged and may be subject to financial incentives from the Town as well as other levels of government.

Renewable energy systems are strongly encouraged.



LOW IMPACT DEVELOPMENT GUIDELINES

Storm water management by minimizing the environmental impact of urban growth are the main goals of low impact development (LID), a sustainable and green approach to land use and urban planning. The goal of LID principles is to improve urban areas' quality of life by imitating natural hydrological processes that lessen storm water runoff, filter pollutants, and encourage groundwater recharge.

1. Reuse Topsoil: Retain and reuse uncontaminated on-site topsoil in areas not covered by the building and parking/hard surface areas. Ensure proper storage of topsoil to retain soil health and quality.
2. Site Disturbance: Limit site disturbance including earthwork and clearing of vegetation to 12 metres beyond the building perimeter, 1.5 m beyond primary roadway curbs, walkways, and main utility branch trenches, and 7.5 m beyond constructed areas with permeable surfaces (such as pervious paving areas) that require additional staging areas in order to limit compaction in the constructed area.
3. Maintain a minimum 30 cm/12" quality topsoil, protect areas from disturbance and/or decompact subsoil in landscaped areas/non hardscape areas.
4. Encourage low impact development features within site design including rain gardens, bioswales, infiltration trenches, permeable pavement and rainwater harvesting.

ENERGY GUIDELINES

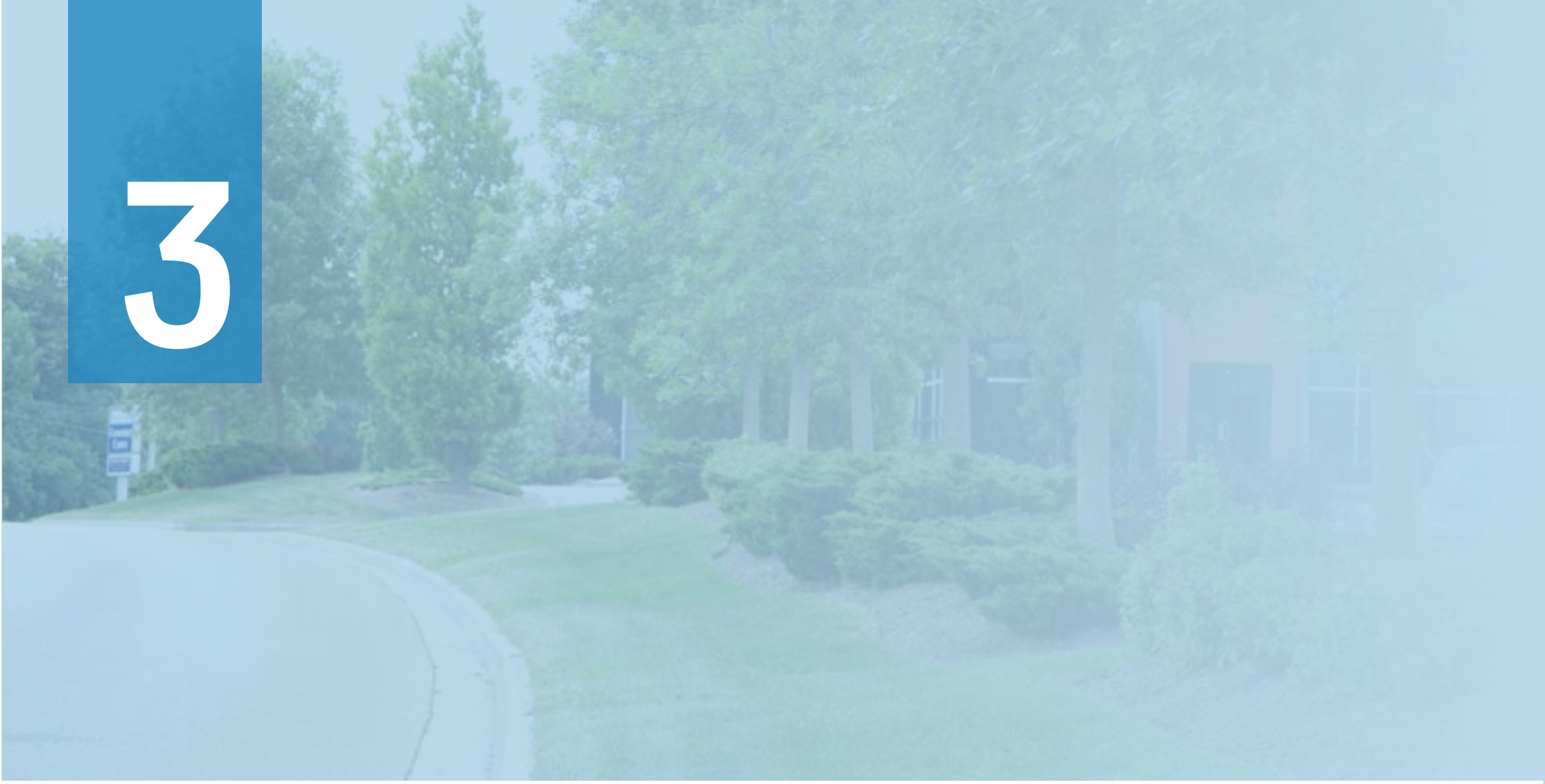
Improved energy efficiency and air quality should be addressed through building and site design. There are numerous methods of improving energy efficiency and air quality, including: passive solar design, green roofs, and natural ventilation.

Alternative energy sources may also be integrated on-site, such as: wind turbines, solar and photovoltaic panels and geothermal systems (subject to any necessary approvals). As new technologies arise, it is important that these features be well designed and integrated into overall building and site design.

1. Building design should exceed Ontario Building Code requirements wherever possible.
2. Renewable technologies should be incorporated into building façade, roof, and site designs.
3. Implement energy-efficient lighting and heating, ventilation, and air conditioning (HVAC) systems in industrial buildings. Buildings should also be designed with opportunities for passive cooling strategies to improve thermal performance and reduce energy consumption.
4. By encouraging passive convection cooling and ventilation, natural ventilation systems could be included as a substitute for air conditioning. Mechanical systems for buildings, heating, and cooling can be reduced or eliminated with the use of passive systems.
5. The use of renewable energy sources, such as solar panels is encouraged within the Park.

Energy efficient fixtures LED lighting should be incorporated into all buildings.

The use of renewable energy sources, such as solar panels is encouraged within the Park.



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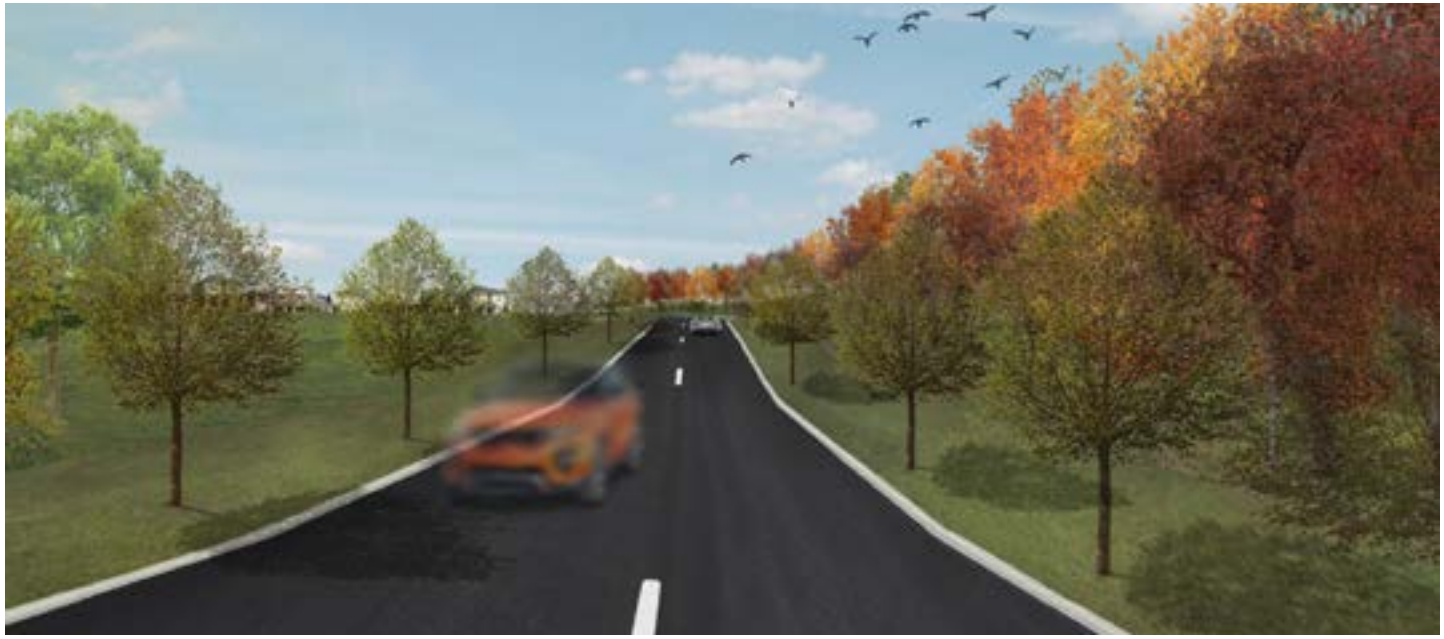
PUBLIC REALM GUIDELINES

Public Realm Guidelines

The public realm is a broad term that deals with places and spaces accessible to the public. It provides particular guidance on the design of streets and streetscape elements including gateways, focal points, landscaping and pedestrian connections.

CONCESSION 6 INTERFACE

The figure on page 7 illustrates a landscape zone along Concession 6. It is intended that special design attention be given to the Concession 6 interface to allow for an appropriate rural to urban transition. This may include a landscaped berm which would screen parking areas from Concession 6. Plantings within the Concession 6 landscape zone should be included within both the public and private realm. For the two easterly lots that require access to Concession 6, breaks in the landscaping will be provided to accommodate driveway access. Landscaping along Concession 6 shall be native species with consideration to seasonality. A mix of coniferous and deciduous trees is preferred.



Enhanced landscaping will be required along the Concession 6 frontage. A minimum landscape strip of 6 metres will be required for all properties abutting Concession 6. The Town may permit a portion of this landscaping within the public right-of-way.

STREETSCAPE DESIGN

Objective: Foster a high-quality streetscape that is visually appealing, harmonious, pedestrian-friendly and allows for the ease of movement of goods and people through the area.

Guidelines:

1. Consider the use of soft landscape treatments between parking areas and streets.
2. Use street trees as the primary organizing element of the streetscape by planting them in a consistent rhythm and spacing on both sides of the street.
3. Coordinate the location of street trees with other elements in the street such as utilities and street lights.
4. Consider the type and location of street trees to ensure that higher branching trees are positioned so there is no interference with truck traffic or sight lines at intersections.
5. Consider the use of vegetation along the street fronts to enhance the interface between the public and private realm. High standards for planting density, quality and variety at main building facades on public street frontages and in landscape buffers shall be applied.
6. Street design should coordinate and cluster the location of utilities to minimize their visual impact on the streetscape.
7. Landscape materials and street trees shall be native species. A suggested plant list is included as Appendix A.

Buildings and landscaping shall create interest and a pedestrian friendly streetscape.

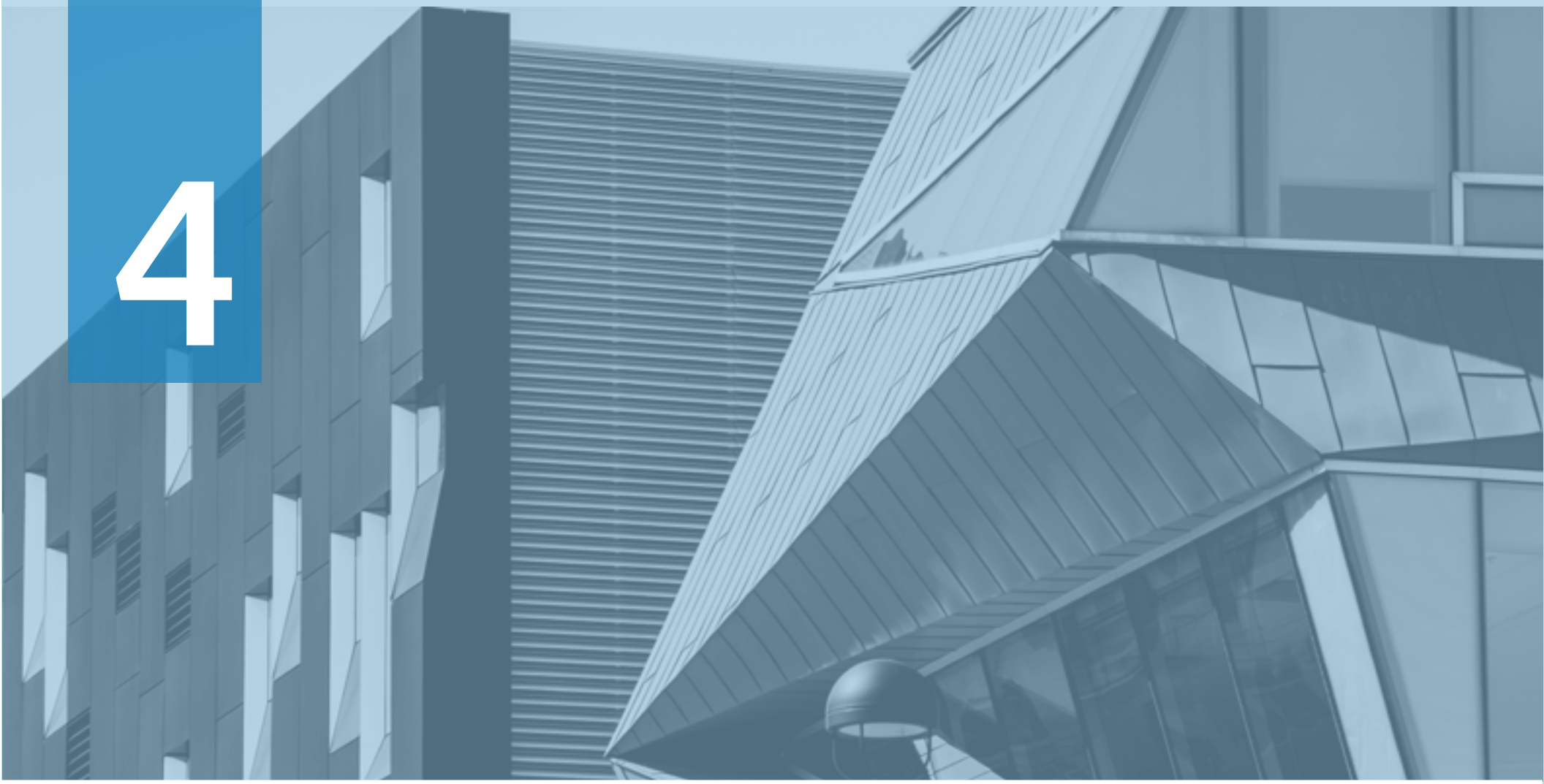
Street design should coordinate and cluster the location of utilities to minimize their visual impact on the streetscape.

The Town of Saugeen Shores will provide entry signage at identified gateways which will be coordinated with the landscape materials.

SIGNAGE AND WAYFINDING

The Town of Saugeen Shores will provide entry signage at identified gateways to promote and advertise Innovation Park. The following will be considered when designing and placing signage within the public realm:

1. Signage provided by the Town of Saugeen Shores should be designed to enhance the gateways into Innovation Park and will be coordinated with landscape features.
2. Future signage is to be in accordance with the Town's sign standards.
3. Any future trail connections should be identified with clear signage following the Town's Sign Guidelines and links to the trail systems adjacent to the Park.
4. All Town signage should be coordinated in style; colour and theme to ensure cohesive branding within the park.
5. The Town should consider special street signage that incorporates the Innovation Park logo.
6. The Town should consider creating sign templates for private signage to ensure that private signage is in alignment with or representative of the Innovation Park wayfinding signage scheme.
7. The Innovation Park logo and colour scheme (see **Appendix B**) should be used consistently within the Park to provide for cohesive design and placemaking.



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PRIVATE REALM GUIDELINES

Private Realm Guidelines

SITE DESIGN

Site design guidelines relate to the placement of buildings within the site, including setbacks and access, landscaping, service areas, parking, outdoor storage, utilities and signage.

BUILDING SITING AND ORIENTATION

Objective: Establish a strong street edge with buildings and landscaping to create an attractive, pedestrian-friendly streetscape.

Guidelines:

1. Locate and orient buildings towards the street close to the minimum allowed setback or at the same established setback as adjacent buildings.
2. On corner lots, locate buildings close to both streets and in consideration to the setback established by buildings on the opposite side of the street.
3. Orient/orientation the primary façade of the buildings parallel to the street.
4. Optimize the length of the building façade adjacent to the street so that it is proportional to the width of the lot and occupies a significant portion of the street frontage.
5. Locate the most active building use (i.e. office or sales) towards and closer to the street than other, less active, components (i.e. industrial / warehouse).
6. Orient buildings on the lot to consider adjacent natural features.
7. Place buildings to ensure sight lines for both vehicular and pedestrian traffic through the site.

Buildings should be placed close to the street to define edge and create a comfortable pedestrian environment.

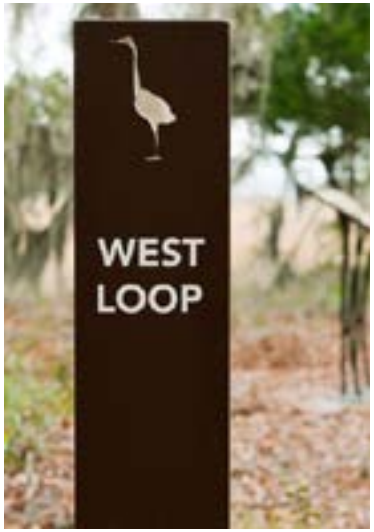
Place the most active uses towards the street such as offices or sales and define a clear building entrance.

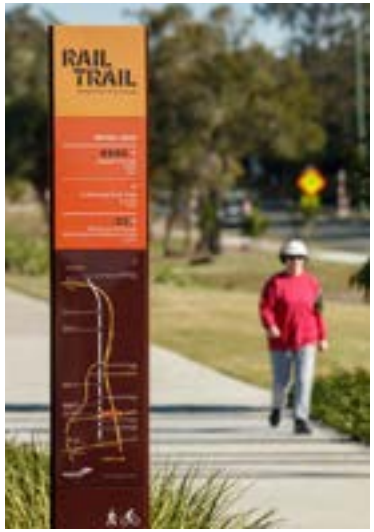
OPEN SPACE DESIGN

Objective: Protect and enhance the natural features and open space amenities as a key defining feature of Innovation Park and ensure a positive interface between the built and natural environments.

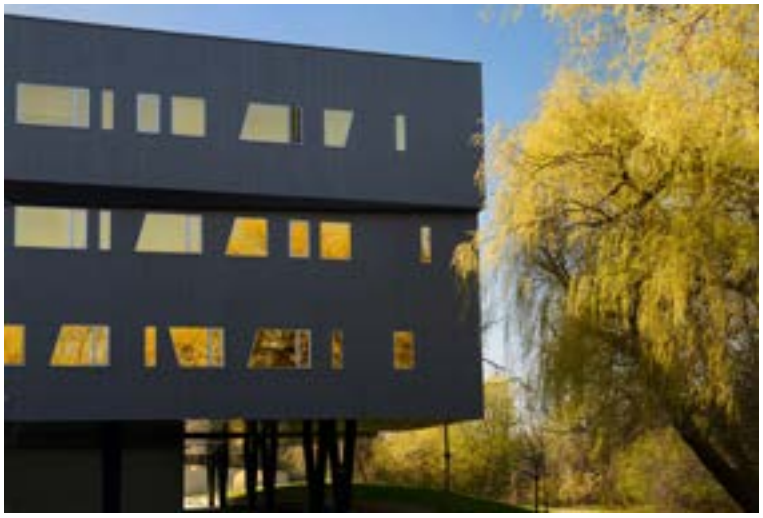
Guidelines:

1. Sites adjacent to open space and natural features should use building massing and landscaping to provide views to the open space.
2. Use appropriately sized native species and lighting that is directed away from environmental features (see Appendix A for recommended landscape materials).
3. Site designs that incorporate natural elements and/or provide for new open space areas are strongly encouraged.
4. On-site amenity areas for employees should be oriented to face natural features.
5. Interpretation signage should be considered along the interface with natural areas. This may include wayfinding signage to direct site users to the existing trail network.
6. A naturalized landscape approach should be incorporated abutting existing natural features as opposed to more formal plantings.





Interpretation signage should be considered along the interface with natural areas. This may include wayfinding signage to direct site users to the existing trail network.



The placement of buildings should consider surrounding natural features and should take advantage of view and vista opportunities.

BUILT FORM

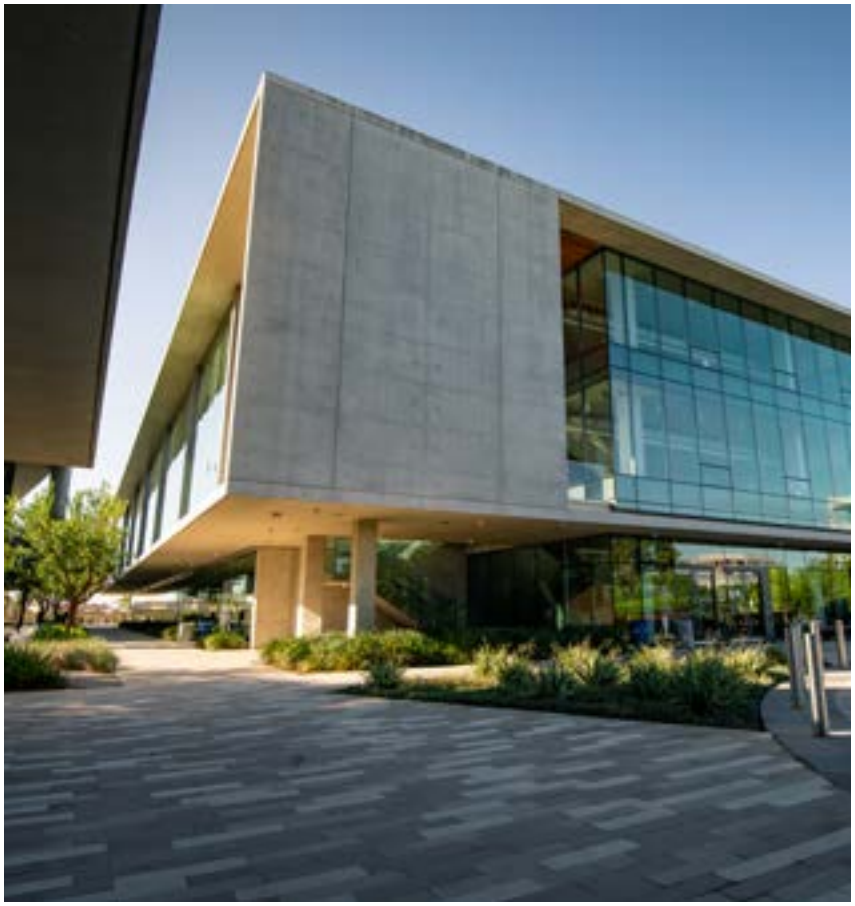
This section is intended to direct the form and general characteristics of buildings as they relate to and enrich the overall quality of the Innovation Park, particularly the streetscape. The guidelines do not prescribe building style but rather provide architectural considerations to ensure a high level of design that aligns with the theme of Innovation Park. Building images contained within this document represent high-quality, innovative building designs that reflect the high design standard that will be expected within Innovation Park.

HEIGHT AND MASSING

Objective: Ensure the height and massing of buildings is appropriately arranged to emphasize and frame the public street, create focal points, and consideration of impacts on adjacent uses.

Guidelines:

1. Place the bulk of the building's mass and height towards the public street.
2. Use mass, height and building form to emphasize and articulate gateway locations or prominent sites.
3. Where a multi-storey building is proposed, locate the tallest part of the building near the street edge or corner, where feasible.
4. Transition building height and massing to provide an appropriate transition to the rural interface on Concession 6.
5. Building heights and accessory buildings shall be in accordance with the Town of Saugeen Shores Zoning By-law. Additional height may be permitted to emphasize components of a building and/or for applications featuring exemplary design.



Use mass height and building form to emphasis building entrances and pedestrian routes.

Apply a contemporary styling in the architectural design and materials choices that reflect a high quality image of Innovation Park.

ARCHITECTURAL STYLE AND DETAILS

Objective: All buildings contribute to the visual appeal and interest of the Innovation Park through a coordinated level of architectural character, level of design detail and a diversity of forms.

Guidelines:

1. Apply a contemporary styling in the architectural design and materials choices that reflect a high quality image of Innovation Park.
2. Locate active building functions (lobbies, sales, offices, meeting rooms, etc.) near the front of the site and less active uses to the rear.
3. Use architectural style, colour, materials, articulation and projections to provide interest and detail, rhythm, prominence, and uniformity to the building elevations.
4. Design elevations visible from the street in a matter that is pedestrian-friendly by providing details related to articulation, fenestration and other appropriately scaled architectural features and materials.
5. Incorporate as much natural light into the building design as feasible.
6. Reduce the visual impact and scale of large, blank walls through building form and architectural design such as fenestration, canopies, articulation and other techniques and landscaping.
7. Weather protection should be considered at building entrances, bicycle parking, walkways and other pedestrian connections through the use of porticos, overhangs or recesses.

MATERIALS AND COLOUR

Objective: Cladding and exterior colours are thoughtfully considered in the overall building style and design.

Guidelines:

1. Sustainable and locally sourced materials are strongly encouraged.
2. Building façades visible from the street shall employ high quality, durable materials, be visually permeable, and exhibit a well-considered architectural rhythm and colour palette.
3. The predominant materials used will support the overall contemporary theme and high-quality image of the Innovation Park by using modern building materials such as masonry, precast, architectural panels, glazing, stucco, metal and steel.
4. Finishes that reflect natural materials are encouraged.
5. Building materials should reflect a tasteful and neutral colour palette. Bright colours and primary colours are generally discouraged.

Create interest in the building through materials and color choices.

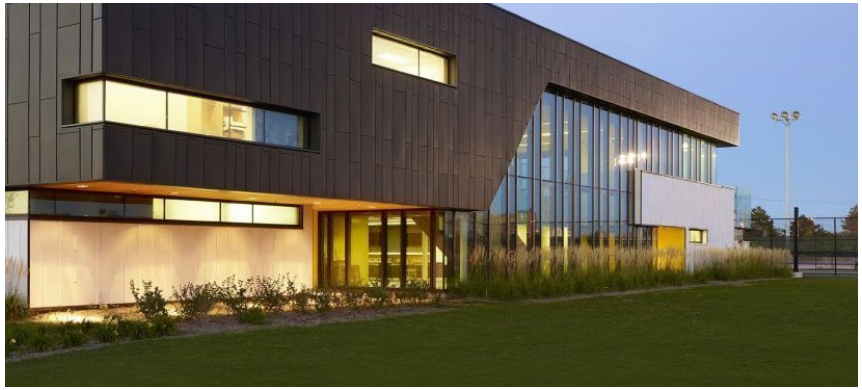
Finishes that reflect natural materials are encouraged.

ENTRIES AND WINDOWS

Objective: Building entrances should be defining architectural features of a building, providing appropriate transition from the outdoors into buildings.

Guidelines:

1. Articulate the front facade with a generous amount of windows.
2. Where feasible, locate the main entrance on the primary street frontages. Secondary entrances may be located at the side or rear, adjacent to parking areas.
3. Design all building entrances to be prominent and visible from the street and parking areas using placement, massing, articulation, roof lines and materials and colour.
4. Buildings with multiple units and main entrances should apply the same level of attention to all primary entrances.
5. Appropriately scale the entry feature to its function and frequency of use.
6. Provide a higher degree of transparency and glazing at building entrances and locate the most active activities near the main building entrance.
7. Consider the size, location, colour and framing of all glazing/windows as an important element of the buildings design.



CONNECTION AND ACCESS

Objective: Ensure pedestrian safety by prioritizing separate and identifiable pedestrian routes from the street to the building, within the site and to adjacent sites.

Guidelines:

1. Prioritize pedestrian connectivity and safety in the overall site design.
2. Define distinct and separated pedestrian walkways and vehicular driveways from the street to the building and within the site where feasible.
3. Locate and design parking areas and internal drive-aisle so that pedestrian access to the building is practical and safe.
4. Ensure landscaping and signage does not interfere with visibility of both vehicular traffic and pedestrian routes.
5. Provide direct, continuous, barrier free pedestrian walkways between building entrances and parking areas.
6. Where visitor parking and drop-off areas are located between the building and street, they should be designed to minimize conflicts with pedestrian connections.
7. Encourage and promote active transportation by providing pedestrian connections and require bicycling parking.
8. Ensure landscaping and signage does not interfere with visibility of both vehicular traffic and pedestrian routes.

Promote active transportation threw the provision of bicycle parking.

Use architecture and landscaping to define pedestrian routes.

PARKING

Objective: Design parking areas on a site to achieve a more attractive and interesting streetscape.

Guidelines:

1. Encourage location of parking areas to the rear or side of buildings. On corner lots, parking areas should not be located on an exterior side. Parking in the front yard should have appropriate landscape screening.
2. Parking areas are to be buffered from view along Concession 6 to the greatest extent possible.
3. Minimal amounts of visitor parking may be located in the front yards between the street and the building and well landscaped and screened from street.
4. Bicycle parking should be located near the entrance to the building and should include weather protection.
5. Provide landscaped islands and peninsulas to break up parking areas and minimize the aesthetic impact of continuous areas of surface parking, especially when parking is visible from the street.
6. Buffer and screen parking areas that are visible from the street with plantings, berming, low walls or fencing, and other landscaping features.
7. Consider and provide the location of snow storage areas in the design and layout of the site.

Buffer and screen parking areas that are visible from the street with landscaping features.

SERVICING, LOADING AND UTILITIES

Objective: Limit the visibility of loading, servicing and utilities to mitigate their visual impact on the street.

Guidelines:

1. Locate loading bays, servicing facilities and utilities at the side or rear of a site and not in the front yard.
2. Thoughtfully integrate loading, servicing and utilities into the building design through materials and colours that complement and enhance the building.
3. Where necessary, screen loading, servicing and utilities from the street with low and wing walls in a material the same as or complementary to the building, solid fencing, landscaping or a combination of these.
4. Design loading routes to minimize crossing pedestrian routes.
5. Locate and design parking areas and internal drive-aisle so that pedestrian access to the building is practical and safe. Align vehicle access points (driveways) on opposing sides of the street where feasible.
6. Where visitor parking and drop-off areas are located between the building and street, they should be designed to minimize conflicts with pedestrian connections.
7. Locate garbage and recycling facilities internal to the building where possible. Any outdoor garbage or recycling facilities shall be appropriately screened from the street. Screening shall be architecturally integrated with the building design. Any outdoor garbage and recycling facilities shall be located at the side or rear of buildings.
8. Screen from public view or integrate within the building design all major structures of the buildings function (i.e. mechanical units, venting) into the overall design of the building.
9. Incorporate parapets or mechanical houses into the roof line of buildings to screen or enclose rooftop mechanical units.
10. Minimize the visibility of building utilities, vents, service meters and connections on façades that face the street by screening these features with building or landscape elements or by integrating into the overall design of the building.

Loading areas should be screened from the public realm.

Outdoor amenity areas should be located in highly visible areas.

Promote views between the interior of buildings and exterior through the location of windows.

UNIVERSAL DESIGN

Objective: Provide clear, continuous and visible (barrier-free) pedestrian pathways for persons with disabilities, special needs and reduced mobility.

Guidelines:

1. Design in accordance with the Ontarians with Disabilities Act and other applicable Provincial legislation.
2. Ensure all pathways are free of barriers and avoid obstacles (i.e. street trees and landscaping, seating, public art and signage).
3. Minimize points of conflict and intersect between pedestrians and vehicular traffic.

SAFETY AND SECURITY

Objective: Ensure safety and security through appropriate building and site design that adhere to Crime Prevention Through Environmental Design principles.

Guidelines:

1. Ensure sight lines between buildings and pedestrian walkways are unobstructed and well lit.
2. Consider views for safety and surveillance opportunities when selecting and siting landscape elements.
3. Promote views between the interior of buildings and exterior through the location of windows.
4. Trail entrances shall be clearly visible and well lit.
5. Site should be designed to avoid entrapment areas. Likewise, the density and height of landscape materials should be considered to ensure visibility of pedestrian areas.
6. Outdoor amenity areas should be located in highly visible areas. Building design should ensure that windows overlook any outdoor amenity spaces.

The above diagram illustrates several design features that contribute to safety and security

LANDSCAPING, LIGHTING AND SIGNAGE

LANDSCAPING

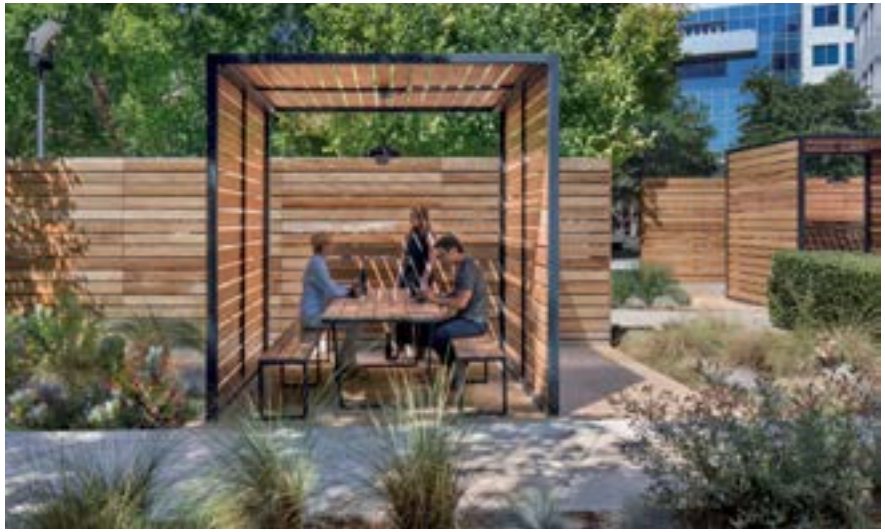
Objective: Landscaping is an important component of Innovation Park's image and shall be used to enhance the streetscape, provide visual interest, complement the building design, enhance site amenities and improve overall ecological functions.

Guidelines:

1. Design landscaping to: add visual interest to open spaces and blank façades; soften dominant building mass at a pedestrian scale; provide definition for pedestrian movement and open areas; provide a consistent visual image between adjacent properties along a street; screen unsightly areas, and accentuate/frame/reinforce desired views; provide protection from excessive wind and sun; and stabilize steep embankments.
2. Thoughtfully incorporate landscape design elements into the front yards, building entrances, focal points of the site, outdoor amenities areas, and buffers.
3. Plantings should be native species that provide seasonal changes and interest. Climate impacts (wind, sun, snow, salt, etc) should be considered during landscape planning.
4. Select plantings that are hardy and climate appropriate with an emphasis on native and indigenous species that have low watering and low maintenance requirements (see Appendix A).
5. Along street frontages, trees should be primarily deciduous to maintain views and promote safety. Coniferous species should only be used to screen views and wind.

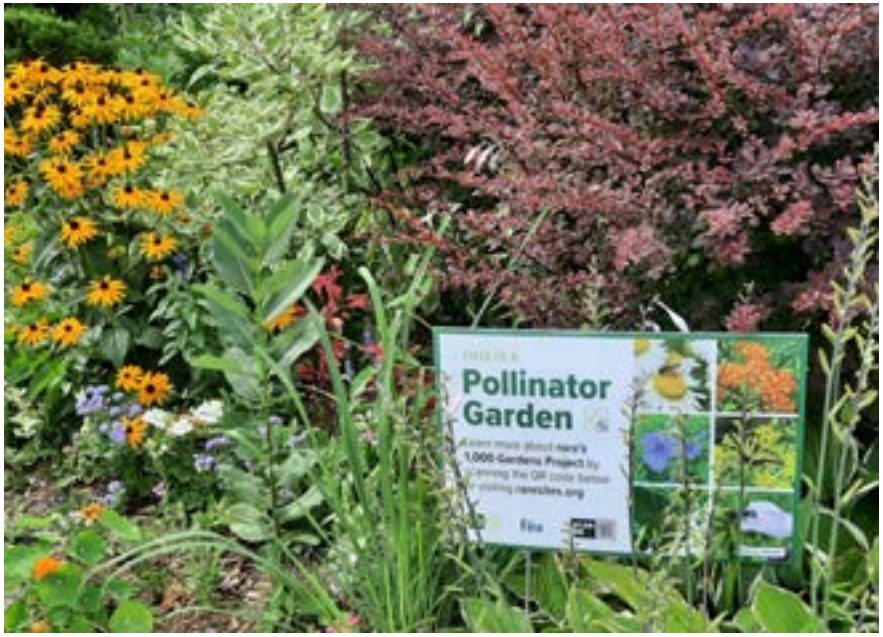
6. For lots adjacent to open space, landscaping should be provided in an informal arrangement of native, local plant communities that create a transition or buffer area between the development and the naturalized area.
7. Outdoor amenity areas should be thoughtfully incorporated into the site design and defined by the building to minimize sun and wind impacts. It should include landscaping, seating, shelter, and receptacles so that employees have an enjoyable and comfortable outdoor space to take breaks during their work day.
8. Outdoor amenity space should be designed as useable space that encourages social interaction between site users.
9. Where applicable, amenity spaces should be located in proximity to natural areas.
10. Innovative features such as outdoor work stations will be encouraged and supported by the Town.
11. Landscape plans should integrate stormwater and drainage requirements into the landscape design, such as low impact landscape techniques (rainwater gardens, swales) and plant materials that slow run off and increase infiltration.
12. To prevent needless replacement, soft and hard landscape materials should be durable with a long life cycle.

Outdoor amenity space should be designed as usable space that encourages social interaction between site users.

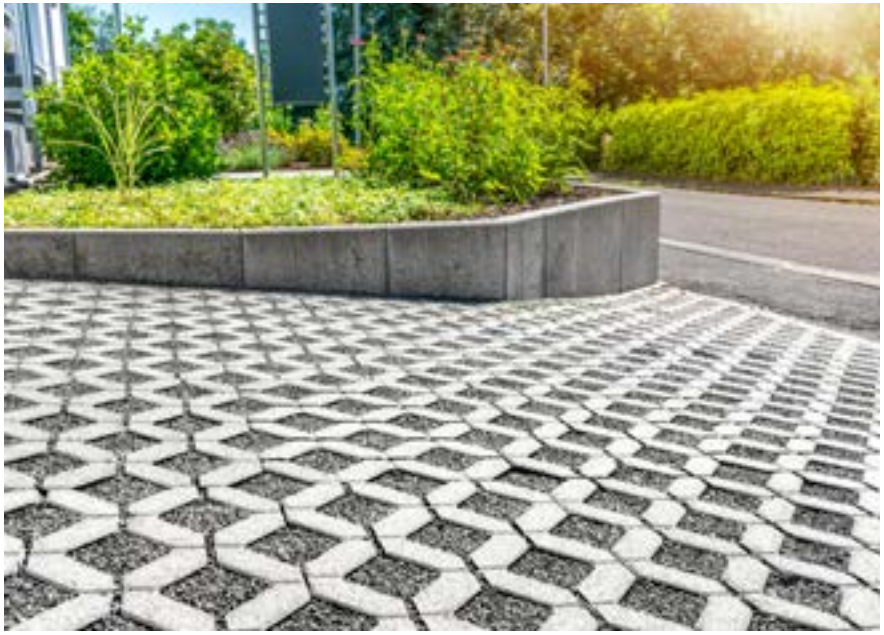


Innovative features such as outdoor work stations will be encouraged and supported by the Town.

13. The provision of trees provide for shade opportunities and can assist in reduced energy costs. The planting of trees will be required on all lots.
14. Permeable pavers should be used to optimize surfaces that allow water infiltration and filter pollutants, and paved areas should be kept to a minimum.
15. The placement of landscaped areas needs to maximize the overall amount of water infiltration. Green roofs should be used when a building's footprint takes up a significant amount of the property, decreasing the amount of area that may be used for surface landscaping.
16. A variety of techniques should be included into landscape designs to reduce water usage. This can entail using native plants, mulches, and compost as substitutes for grass, as well as rainwater collection systems.
17. Pollinator gardens are encouraged within site landscaping.
18. Use native, drought tolerant, vegetation in landscaping to reduce water consumption and support local biodiversity.
19. Create a green buffer zone between Innovation Park and the adjacent rural interface.



Pollination gardens and rain gardens are strongly encouraged within landscaped areas



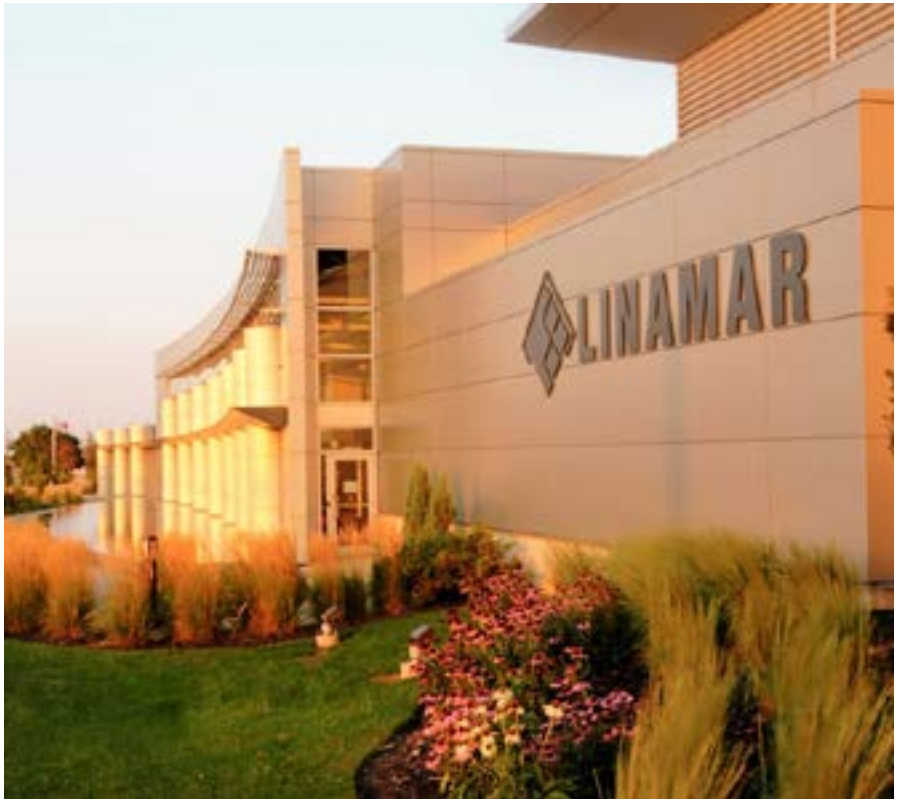
Consider the use of permeable paving within landscaped areas.

SIGNAGE AND LIGHTING

Objective: Signage and lighting are considered and integrated in a consistent manner and style in the overall building design to improve visibility, increases safety and security, and accentuate site and building features.

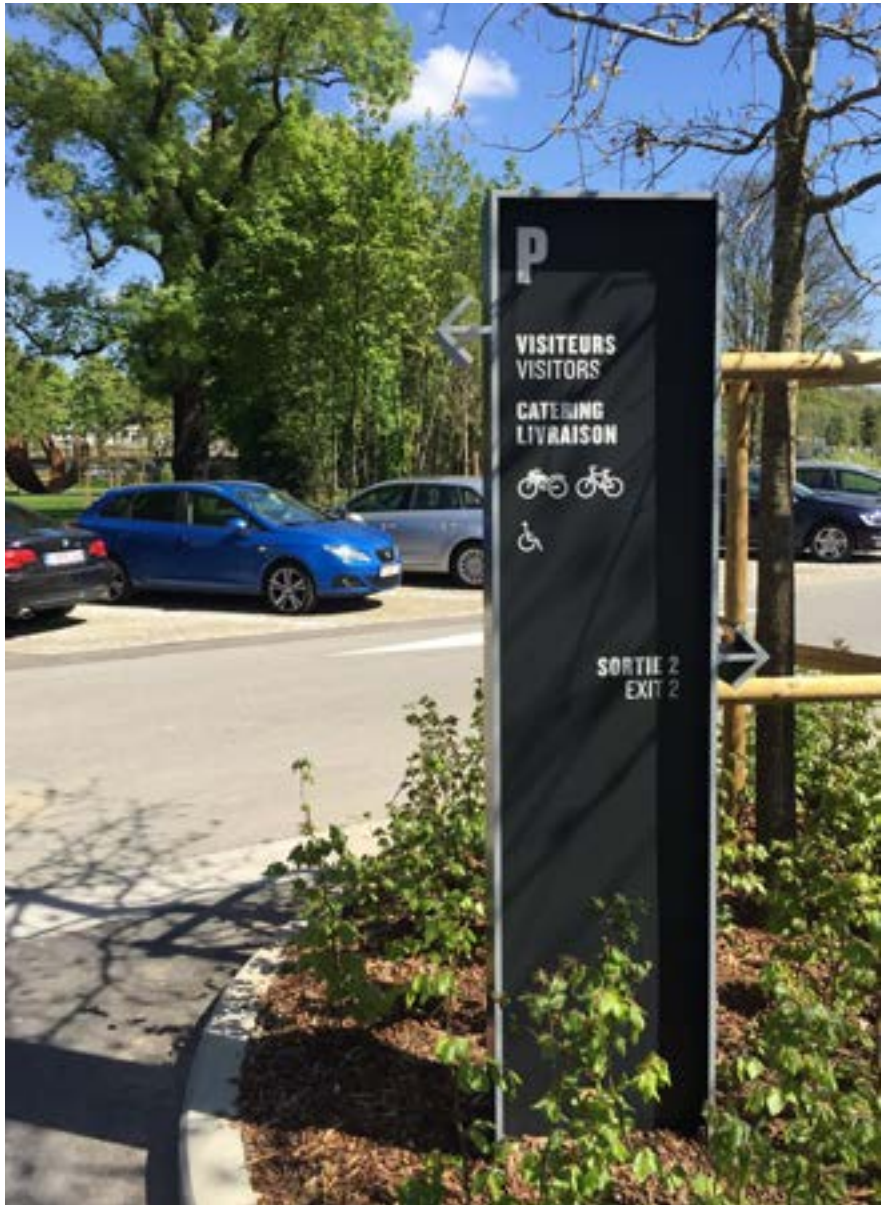
Guidelines:

1. Signage and lighting should form an integral part of the overall building design and theme.
2. All pedestrian areas, including walkways, parking areas, amenity areas and building entrances should be properly lit, relate to the pedestrian scale and provide a safe and secure area.
3. Signage should be designed in a coordinated manner across the site to limit cluttering, distraction, confusion and unnecessary repetition.
4. Lighting of the building should be considered for security reasons and to provide interest and accentuation in the evening hours.
5. Building lighting should be used to accentuate prominent buildings, landscape features and high profile locations.
6. Outdoor lighting must be aimed, located, designed, fitted and maintained to avoid spillover onto adjacent properties.
7. Outdoor lighting shall be dark sky compliant.
8. Light standards in parking areas should be organized and thoughtfully planned to avoid visual clutter.
9. Security lighting around the building perimeter shall be provided.
10. Ground related lighting should be incorporated into the landscape design.
11. Avoid improperly installed lighting that creates problems of excessive glare, light trespass, high energy use and light pollution.



Signage should be integrated into building design to complement the architectural design.

12. Signage should be compatible with and compliment the building design in terms of scale, location and materials.
13. Signage should assist with pedestrian and vehicular wayfinding.
14. Locate a sign at the main vehicular entrance with the building address name and directional information (if applicable). Signage should not dominate the streetscape.
15. Any freestanding signs should be ground-related with a horizontal form. They should be integrated with landscaping design. Tall, freestanding pylon signs and neon signs are discouraged.
16. A coordinated approach to signage for multi-tenant/ unit buildings is required. A directory sign should be located at the main access from the street and integrated with landscaping.
17. Building addresses must be clearly identifiable from the street.
18. All signage shall be compliant with the Town's Sign By-law.
19. For larger sites consider wayfinding signage to help navigate users through the site. Wayfinding signage should be clear and simple in design with consideration to accessibility.



Wayfinding signage should be clear and simple in design with consideration to accessibility.

5

PRIORITY DESIGN AREAS

Priority Design Areas

GATEWAYS

Objective: Create focal points and a sense of entries that define the overall image of Innovation Park at gateway intersections through architectural design and landscape elements.

Guidelines:

1. Design gateways to be distinctive and reflective of the overall Innovation Park image and identity.
2. Buildings adjacent to identified gateways should be designed with the highest quality of building materials and architectural design standards.
3. Provide coordinated design elements in the public and private realm at gateway intersections that emphasize these prominent locations and contribute to a unified theme or character. Unifying elements include features like architectural form and elements, tree and plant species, decorative street furniture or paving, decorative planters, decorative walls/ fencing, public art, building materials, signage, lighting, and other similar elements.
4. Locate and design buildings with prominent architectural features, additional massing and enhanced elevations at gateway corners and key terminating vistas. Emphasize views and interest through vertical articulation, interesting architectural features and building materials, massing details, colour and other design strategies.

5. Design landscaping within gateways to create year-round interest.
6. Locate soft landscaping gateway features (such as planting, shrubs, etc.) within the public right-of-way. These features should be clustered and substantial enough to define the gateway site and street edge and require minimal maintenance. Locate built or structural landscaped features (such as architectural walls, ornamental fences, signage, etc.) on private lands outside of the public right-of-way. These features should be designed to be compatible with gateway buildings in terms of scale, materials, colour and architectural character.

CONCESSION 6 INTERFACE

The figure on page 7 illustrates a landscape zone along Concession 6. Through the site plan application process, lots with frontage on Concession 6 will need to provide enhanced landscaping along this frontage. The following guidelines shall be considered:

1. Plantings within the Concession 6 landscape zone should be coordinated with any plantings contained within the public realm.
2. For lots that require access to Concession 6, breaks in the landscaping will be provided to accommodate driveway access, however the remainder of the frontage shall have enhanced landscaping.
3. Plant materials and trees shall be native species. Salt tolerant plants are strongly encouraged.
4. Consideration should be given to seasonality when selecting plant materials.
5. A mix of coniferous and deciduous trees and/or plant materials shall be provided.
6. Signage shall be incorporated with landscaping.
7. A landscaped berm may be required depending on the location of parking and loading/service areas.
8. Where feasible, provide a continuous landscape strip of at least 10.0 metres adjacent to Concession 6. This landscape buffer may be partially within the public realm.

HIGH PROFILE LOTS

Objective: Enhanced building design and landscaping treatment is encouraged for high visibility lots within Innovation Park to promote the visual appeal of Innovation Park and ensure a harmonious approach into the Park. High profile lots include corner lots, lots with frontage on Concession 6 and lots adjacent to open space/ stormwater management areas.

Guidelines:

1. Buildings and landscaping along high profile lots shall be designed with the highest quality of materials and architectural design.
2. Place and mass buildings towards the street.
3. Pedestrian connections to the street should be provided, where feasible, to enhance pedestrian connectivity.
4. No outdoor storage is permitted along the street frontage.
5. Buildings on these lots should be designed to have a strong street presence by providing enhanced building design and landscaping.
6. Where feasible, provide a landscaped strip of at least 1.5 metres along all interior side lot lines.
7. Where feasible, a continuous landscape strip of at least 6.0 metres should be provided between any parking area and street edge.

High profile lots should employ the highest quality of architectural design and landscaping.

6

IMPLEMENTATION

Implementation

These guidelines are intended to be used as direction for development during the review of site plan applications. These guidelines have been established to promote a consistent standard and expected level of design to ensure the long term benefit and compatibility of users in Innovation Park.

While these guidelines prescribe the physical elements of buildings, landscaping and the spaces around them, they are meant to incorporate sufficient flexibility to allow for individual creativity and design to take place during the site plan approvals process. This document is not intended to be prescriptive but rather descriptive, providing a set of expectations to ensure a high quality built environment is achieved.

Development within Innovation Park is subject to the Town of Saugeen Shores Site Plan Control By-law. In addition to these Guidelines, landowners, purchasers, builders, developers, architects and designers, should review the design policies of the Town of Saugeen Shores Official Plan, the Town's Subdivision and Site Plan Development Guide and the Town of Saugeen Shores Zoning Bylaw and any other relevant documents.

The Subdivision and Site Plan Development Guide provides details with regards to the approval process and technical standards. The Zoning Bylaw provides land use permissions, restrictions and development standards. The guidelines contained herein are intended to supplement the Town's technical standards and regulations to ensure the highest standard of design is applied within Innovation Park. The Town may require Design Brief's and/or Sustainability Statements in support of site plan applications that illustrate how the proposed development has considered and incorporated the design guidelines contained herein.

Appendix A:
List of Recommended Street Trees

List of Recommended Trees

Saugeen Shores unique climate and soils limit the variety of species which are recommended for street tree planting. Species listed in this appendix are preferred for their dependability, low maintenance requirements and drought resistance. Species attributes such as pollution tolerance, soil and moisture requirements, and growth characteristics must be considered together with spatial suitability. An acceptable species is not necessarily appropriate for all planting sites.

Native Tree Species

Evergreens
White pine / Pinus strobus
White cedar / Thuja occidentalis
Balsam fir / Abies balsamea
White spruce / Picea glauca
Eastern hemlock / Tsuga canadensis

Shade trees
Red oak / Quercus rubra
Pin oak / Quercus palustris
Paper birch / Betula papyrifera
Red maple / Acer rubrum
Sugar maple / Acer saccharum
Silver maple / Acer saccharinum
Shagbark hickory / Carya ovata

Small trees
Serviceberry / Amelanchier alnifolia
Red mulberry / Morus rubra
American mountain ash / Sorbus americana
Staghorn sumac / Rhus typhina
Nannyberry / Viburnum lentago
Redbud / Cercis canadensis

Native Plantings

Shrubs
Red Osier dogwood / Cornus sericea
Gray dogwood / Cornus stolonifera
Honeysuckle / Lonicera
Winterberry holly / Ilex verticillata
American hazel / Corylus americana

Vines and Groundcovers
Bittersweet / Celastrus scandens
Trumpet vine / Campsis radicans
Bearberry / Arctostaphylos uva-ursi
Bunchberry / Cornus canadensis
Creeping Juniper / Juniperus horizontalis
Large-leaved aster / Eurybia macrophylla

Wildflowers
Bloodroot / Sanguinaria canadensis
Wild Ginger / Asarum canadense
Pearly Everlasting / Anaphalis margaritacea

Grasses
Big bluestem / Andropogon gerardii
Little Bluestem / Schizachyruim scoparium

For additional information and guidance related to landscaping and native species consider the following reference materials:

- Landscape Ontario publication – “Landscaping with native plants”; Ontario Nature
- Going Wild for Native Plants
- Bruce County Forestry

Appendix B:
Innovation Park Theme and Colour Codes

INNOVATION PARK

SAUGEEN SHORES

R: 38 G: 64 B: 107
C:95 M:78 Y:25 K:24
Hex #26406b

R: 38 G: 132 B: 191
C:86 M:38 Y:1 K:0
Hex #2684bf

R: 80 G: 190 B: 227
C:69 M:0 Y:5 K:0
Hex #50bee3

R: 239 G: 167 B: 66
C:0 M:41 Y:99 K:0
Hex #efa742

R: 59 G: 181 B: 199
C:77 M:1 Y:22 K:0
Hex #3bb5c7

Note: The above color scheme and branding is encouraged to be incorporated within Park signage and may also be incorporated in building signage. Building materials are not intended to reflect this colour scheme.

INNOVATION PARK

SAUGEEN SHORES

SaugeenShores

Innovation Park
Urban Design Guidelines

www.saugeenshores.ca