



**Huron Church Road
Urban Design Master Plan & Development Guidelines**

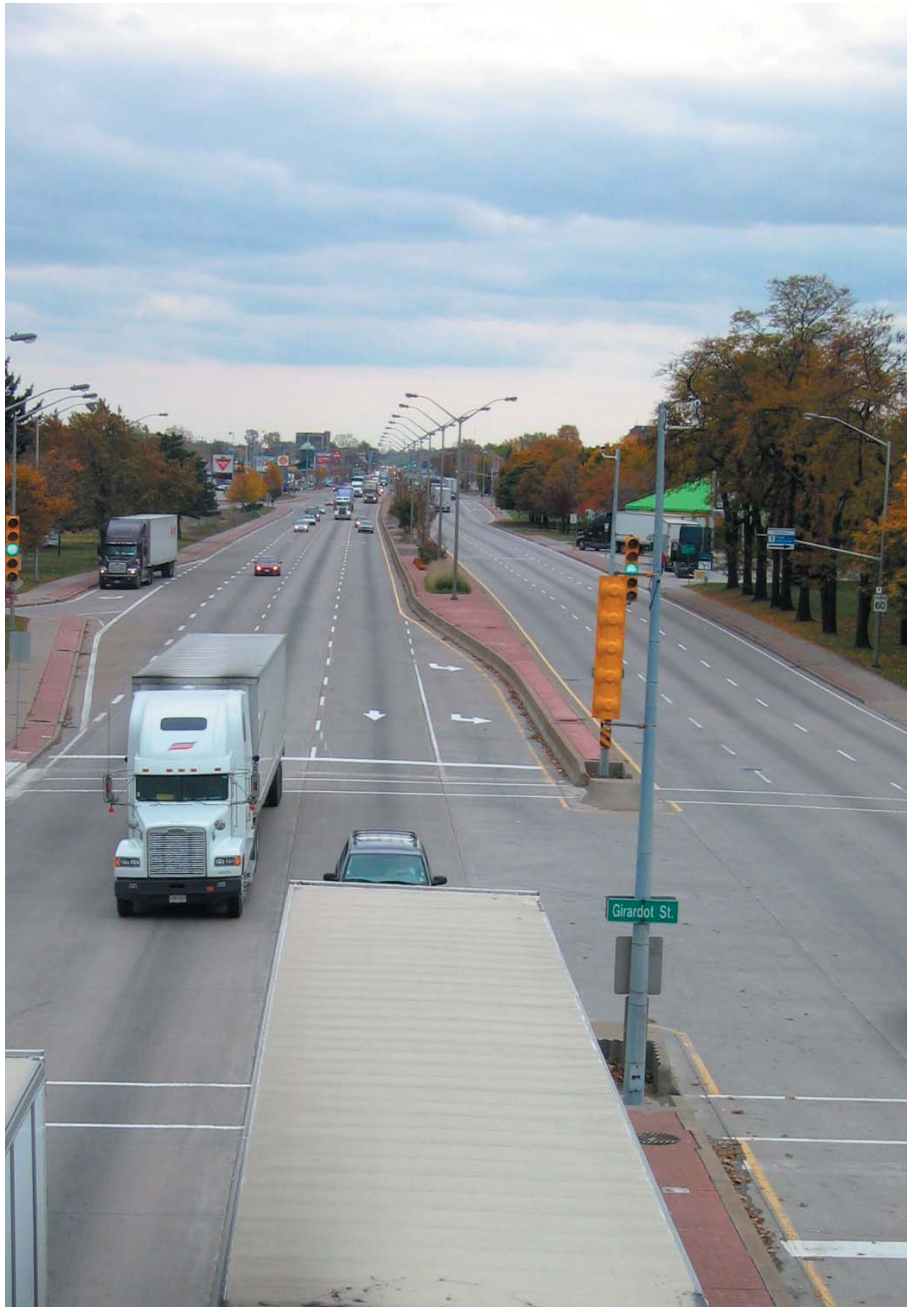
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Poulos and Chung Engineers Ltd

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View from Green Pedestrian Bridge looking south along Huron Church Road towards Tecumseh Road W.

1.0 introduction

1.1 project background

Huron Church Road Civic Way is a multi-functional roadway that plays an essential role for Windsor, Ontario and Canada. The road is an Education Corridor, Commercial Gateway, Open Space Corridor, and a high capacity Vehicular Corridor. Most importantly Huron Church Road's role as a gateway to Canada, with approximately 44,500 vehicles travelling north or south bound daily and 25% of that being truck traffic, warrants an exceptional design treatment.

This urban design initiative presents an exceptional opportunity to shape not only the urban and functional conditions of the roadway but to also create a lasting and vibrant impression on visitors to Canada and Windsor alike.

The City of Windsor has recognised the importance of Huron Church Road as a Civic Way through its Official Plan. Subsequently, the City identified the need for a high quality urban design that would reflect the area's importance and respect the diversity that already exists there. This approach complements similar design improvements that have been initiated in other border crossing areas, notably Niagara Falls and Fort Erie. To complete this task the City retained a team composed of Brook McIlroy Planning + Urban Design / Pace Architects and Poulos and Chung Engineers Ltd. The project process was divided into four distinct phases which included Opportunities and Constraints Analysis, Master Plan Design, Installation Plan and Development Guidelines. The four phases of tasks are reflected in the structure of this document.

This document also acknowledges the important work of the University of Windsor's Green Corridor Group and their invaluable contribution to this project. The Green Corridor Group's goals for sustainability provide not only a potential sustainable yardstick for Windsor, but Canada as well.

1.2 document structure

The outline for Huron Church Road Civic Way Urban Design Master Plan and Development Guidelines Document is as follows:

- Section 2.0 provides an analysis of the Primary Study Area for Huron Church Road including, site context, key structuring elements, existing conditions, and opportunities and constraints for the Master Plan Design.
- Section 3.0 contains the Master Plan Conceptual Design for Huron Church Road including streetscape and built form design recommendations.
- Section 4.0 provides an overview of the proposed streetscape installation elements in a more detailed examination of the Master Plan Design.
- Section 5.0 provides the Development Guidelines that will actualize the short and long-term redevelopment goal in implementing the Master Plan Design.
- Section 6.0 provides an implementation strategy for the redevelopment of Huron Church Road Civic Way.
- Section 7.0 gives an overview of the public consultation process.

1.3 the objectives

The objectives for the Huron Church Road Civic Way Development Guidelines are to create a unified and striking vision for the roadway that is locally significant and contextually appropriate. This overall design aims to take advantage of many unique conditions that exists in The Huron Church Road Civic Way Study Areas while addressing some of the traffic issues for pedestrians and nearby residents. The objectives of this exercise are as follows:

- Provide an Urban Design Master Plan that includes a design vision and framework for the coordination of visual, functional, and operational dimensions of Huron Church



View from Green Pedestrian Bridge looking North along Huron Church Road towards College Ave.



View of existing greenbelt along the western side of Huron Church Road

Road, including lighting, planting, walkways, signage, public art, furniture, and property development.

- Prepare the detailed design concepts for the Public Installations that reinforce the “arrival experience” of Huron Church Road.
- Prepare design and development guidelines & Official Plan policy recommendations to facilitate implementation of the conceptual Master Plan and ‘Public Installations’.

1.4 the process

This process is based on a foundation of public participation including:

- A community workshop during which key elements of the study and stakeholder concerns were identified;
- Two open houses during which participants were shown preliminary concepts and were asked to provide input for the completion of the Study;
- Discussions with Key Stakeholders, composed of representatives from Huron Church Road’s businesses, institutions and organizations, provided comments on proposed concepts and study objectives.
- The Project Team, composed of City staff, guided the process and provided comments to proposed concepts and study orientations.

A matrix of public consultation is included in Section 7 of this document.

Huron Church Road Study Area by numbers

1.1 kilometres between Tecumseh Road W. and College Avenue

25 percent of all trade between Canada and the USA crosses Ambassador Bridge

11,125 trucks travel along Huron Church Road daily

140,000 visitors entering Canada from Ambassador Bridge arrive at the Ontario Travel Information Centre

335 pedestrians cross Huron Church Road daily at Tecumseh Road W., Girardot Street and College Avenue

10 acres of land designated for commercial development

320,000 square feet of commercial floor area located at Tecumseh Road W.

1.7 kilometres of open space fronting onto Huron Church Road