OXFORD STREET EAST

CORRIDOR DESIGN STUDY

Highbury Avenue to London Airport

Prepared by members of the London Urban Design Association with assistance from The City of London and The Environmental Management Resource Centre for Business
July 16, 1997

EMRCB Steering Committee
1764 Oxford St. E., Unit J9
London, Ont.
N5V 3R6

Att: Mr. Gary Nicholls, Steering Committee Chair

Dear Mr. Nicholls,

Please find attached the final version of the Oxford Street East Corridor Design Study. This report is a culmination of the discussions and ideas that were generated at the three day charette held on July 18, 19, and 20, 1996 at Fanshawe College. It includes an overview of the existing conditions and site characteristics that are prevalent along Oxford Street together with a series of design principles and recommendations that will encourage physical improvements to the streetscape environment.

The accompanying Corridor Master Plan illustrates in general terms how these design principles could be implemented. The landscape improvements that are shown are intended to act as a catalyst for more detailed design solutions that would be specific to each site. The design principles or guidelines that have been developed for each of the four identified zones would be used to provide a background or theme for the more detailed design philosophy.

On behalf of all of the members of the design team I would like to thank you for the opportunity to submit this report. The charette that produced this document proved to be an effective process in generating a Master Plan that will form the basis for the revitalization of the Oxford Street East corridor.

Sincerely,

Jim Vafiades, OALA, Chair LUDA
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1.0

PREFACE
1.0 PREFACE

1.1 BACKGROUND

This project was initiated by the Environmental Management Resource Centre for Business (EMCRB) in early 1996 and a one-day workshop was held on March 23, 1996. The participants included representatives of businesses located along Oxford Street, members of the EMRCB, members of the London Urban Design Association (LUDA), and staff from the City and local utilities. This workshop was highly successful in outlining the scope of the project to all the participants and it formed the basis for the 3-day charette on July 18, 19 and 20 at Fanshawe College. The purpose of which was to prepare the Master Plan. The EMRCB funded the charette with the intention that the implementation of the Plan would be shared between the Oxford Street businesses and the City.

1.2 PURPOSE

This document, in conjunction with the Conceptual Master Plan, has been prepared to provide a framework for the revitalization of the Oxford Street corridor from Highbury Avenue to the London Airport at Crumlin Road. The Report and Plan will focus on physical improvements and enhancements to all private and public property holdings fronting onto Oxford Street, the public rights-of-way of Oxford Street East and the intersecting public streets. As the charette had a limited time frame, it was necessary for the design team to focus on key issues and problems. This mandate included a review of the current conditions with a desire to develop a series of design guidelines and recommendations. These ideas would form the basis for detailed designs of specific elements along the streetscape corridor.

1.3 MASTER PLAN GOALS

The goals of the Master Plan were to:

- Enhance the pedestrian experience with improved lighting, street furniture, sidewalks and bus shelters.
- Improve bicycle routes
- Encourage side yard boundary screening
- Consolidate property entrances and screen parking areas
- Develop a hierarchy of planting treatments that would range from natural to cultivated
- Develop aesthetic and complementary signage for buildings and businesses
- Identify an entrance gate and key focal points along the corridor
- Encourage the use of naturalization techniques
- Recommend maximum building setbacks and design criteria
1.4 NEED FOR THE MASTER PLAN

A number of major businesses had for some time believed that the physical environment along the Oxford Street East Corridor was unpleasant, disorderly, and did not truly represent the City of London. Particularly when these businesses brought business associates from the Airport, a very negative image of London was conveyed to the extent that some businesses would take another route into the City. The businesses also realized that in order to improve matters, both the relevant government agencies and the business community had to share in making the physical environment better. The EMRCB then set up a steering committee to develop an action plan that would address these concerns. The vision and mission statements that were developed formed the basis for the creation of this Master Plan and report. These statements are as follows:

1.4.1 Vision Statement

To encourage and promote aesthetically appealing and environmentally responsible development of roadways, green spaces, properties, and structures along Oxford Street East Corridor from the Airport to Highbury Ave.

1.4.2 Mission Statement

To attract and inspire new businesses and institutions by being collective role models for new cost effective, cooperative and sustainable property developments.
EXISTING PHYSICAL CONDITIONS
2.0 EXISTING PHYSICAL CONDITIONS

2.1 OVERVIEW

What is it specifically that conveys such a negative image of the Oxford Street Corridor? From the discussion of the workshop and the charette it was concluded that many elements of the street, both public and private, contribute to the deteriorated and blighted condition.

The public elements of the street include: roadway, curbs or no curbs, sidewalks or no sidewalks, unkempt boulevards, utility poles and overhead wires, signage (for information and traffic), furniture (bus bays, benches etc.)

The private property elements include: deteriorated parking lots, untidy outdoor storage areas, poorly defined and unkempt vehicular access to properties, garish and overdone signage, tired building conditions.

The photographs on the following pages illustrate some of the major criticisms of the appearance of the streetscape corridor.

2.2 EXISTING CORRIDOR DESCRIPTION and FACTS

The Oxford Street East Corridor is 4.5 km in length from Highbury to Crumlin. It is generally a four lane paved road with turning lanes at major intersections.
It is a more developed road at the west end with sidewalks on both sides and a centreline common turning lane. As one travels easterly the Corridor evolves into a less urban, more rural road profile with grassed ditches, graveled shoulders and no sidewalks. The arterial road appears to function very well as an arterial road.

2.3  TRAFFIC VOLUMES

Oxford Street is currently carrying approximately 35,000 vehicles at the west end in front of Fanshawe College, decreasing to 25,000 vehicles west of Clarke Road, 20,000 vehicles east of Clarke Road, 13,000 vehicles west of Airport Road and 7000 vehicles east of Airport Road. The major north/south roads that intersect Oxford carry the following volumes:

<table>
<thead>
<tr>
<th>Road</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarke Road</td>
<td>21,000</td>
</tr>
<tr>
<td>Highbury Avenue</td>
<td>36,000</td>
</tr>
<tr>
<td>Crumlin Road</td>
<td>5,000</td>
</tr>
<tr>
<td>Airport Road</td>
<td>9,000</td>
</tr>
<tr>
<td>Industrial Road</td>
<td>4,500</td>
</tr>
<tr>
<td>First Street</td>
<td>6,000</td>
</tr>
<tr>
<td>Second Street</td>
<td>7,000</td>
</tr>
<tr>
<td>Third Street</td>
<td>5,500</td>
</tr>
</tbody>
</table>

(source - City Traffic 1994).

2.4  STREET DESIGNATIONS

In the City’s Official Plan Oxford Street is designated an Arterial along with intersecting streets of Highbury Avenue, Clarke Road, Airport Road, and Crumlin Road.
Second Street is designated as a Primary Collector, and First Street, Third Street and Industrial Road are designated as Secondary Collector Roads. The ultimate right-of-way width for arterial roads set out in the Official Plan is 36 m (120 ft.)

2.5 LAND USE

The existing land use is reflected in the Official Plan land use designations, as well as the implementing Zoning Bylaw Z-1. Generally the zoning at the west end of the corridor is designated as Regional Facilities (Institutional) recognizing John Paul II Secondary School, Fanshawe College, London Psychiatric Health Centre, Robarts School, Detention Centre and Children's Aid Society. Existing residential enclaves exist along Roehampton Crescent and Ayerswood, First Street and Second Street.

From Second Street easterly along the south side is a Restricted Service Commercial designation and zoning reflecting the small scale industry and commercial development that exists along the south side, while the predominant use on the north side, 3M, is designated and zoned Light Industrial.

East of Clarke Road on the north side, the entire corridor is designated and zoned General and Heavy Industrial, reflecting large petroleum storage facilities and truck terminals. The south side is occupied by General Motors Diesel, and is designated similarly.
Lack of road side drainage and boulevard treatment, i.e. no hard surface for bus stop area; no trees; no sidewalks.

Some occasional Restricted Service Commercial zones occur to provide and reflect the existing commercial uses that serve both the local industry and the traveling public along Oxford Street. No heritage resources are identified on the City's Heritage resources list in this area.

2.6 PEDESTRIANS AND CYCLING

The city's pedestrian and bicycle route map show a recreational route along Second Street to Oxford Street and then through the Fanshawe Campus to Cheapside Street. This is a segment of the easterly circuit from the South Branch of the Thames north through the Pottersburg Creek Valley to Second Street at Wavell Street.

2.7 CITY PLANNED FUTURE IMPROVEMENTS

There are two major improvements / developments planned for the Corridor during the next year. These are:

2. The City's Oxford High Tech Park with the Third Street Extension, now under construction.
3.0 SITE CHARACTERISTICS
3.0 SITE CHARACTERISTICS

3.1 INITIAL IMPRESSIONS & PERCEPTIONS

3.1.1 Transportation

Oxford Street functions efficiently and well as a high speed arterial road. The average speed of vehicles would appear to be between 60 and 80 kph. It is noisy to walk along as expected, especially where old pavement exists.

3.1.2 Pedestrians

The highest level of pedestrian activity occurs at the west end near Fanshawe College. Sidewalks in this area are provided, however the pedestrian environment is quite harsh. There are no walkways as one travels east past Fanshawe College.

3.1.3 Overhead wires

Congested, disorderly, numerous, two rows of poles at east end on north side

3.1.4 Focal points and landmarks

GM Tower, 3M stacks, the Esso Roof Sign and Ellis-Don all represent multi-national corporations and express their corporate image with varying degrees of intensity.

Linear formation of street trees and land contouring in front of large corporate building, (3M) demonstrates effective landscape screening.
3.1.5 Architecture

There are a few well designed structures along the Oxford Street corridor, however, for the most part, the buildings are tired and relics of the past, generating opportunity for improvement. There is a need to consider what is happening in backyards, and to improve the visual quality of these spaces.

Most of the structures maintain a low profile notwithstanding that 8 stories is allowed in the Zoning Bylaw. It is desirable to bring the buildings to the front of the site in certain areas to meet the street (consider maximum frontyard setback). In many situations, building fronts and entrances are oriented to the side of the structure (e.g., Ellis Don). This is undesirable as it creates a less impressive entrance and connection to the street.

3.2 COMMON ELEMENTS

- Hydro Poles, Overhead Wires, & Street Lights
- Asphalt surface, four lanes of high speed traffic
- Street signs
- Minimal site furniture / bus shelters
- Flat Topography
- No street trees
- Linear / one point perspective
4.0

PROGRAM DEVELOPMENT
4.0 PROGRAM DEVELOPMENT

4.1 PRINCIPLES OF A POSITIVE DRIVING EXPERIENCE

The design team determined that the primary activity or experience associated with this corridor was vehicular; a "driving experience". This was characterized as a "high speed" experience. This determination allowed the team to then focus on the nature of the visual images associated with this relatively high speed driving experience.

4.1.1 Gate Feature near Airport

Develop a large scale gate feature to welcome visitors. Design should be a reflection of London.

4.1.2 Positive "Image" of London

Elements of the "Image" of London to be conveyed include:

- Clean appearance
- Treed and maintained
- Open; not congested
- Safe
- Sense of Pride
- Friendly Atmosphere

4.1.3 Public Works

- Provide landscape improvements to the public right of way
- Develop a long term maintenance program

4.1.4 Principles of Landscape Treatment

- The landscape treatment of a site should reflect the land use and work within that context.
- Existing context should be incorporated into solutions. For example, natural areas should be enhanced with native species, while built up areas would receive a more refined approach.
- Recognize public vs. private yard and develop solutions that will compliment each other.
- Obtain city input for development of street amenities such as:
  - lighting
  - street furniture
  - bus shelters
  - lane improvements and sidewalk treatments
  - street trees
4.2 ZONE ANALYSIS and BOUNDARIES

Based on the assessment of the background material and on site analysis, the design team identified four distinct landscape zones along the corridor that had sufficiently dissimilar physical features and conveyed a distinct experience. They were characterized by the visual changes and experiences noted as part of driving through the corridor. This observation assisted the team in developing improvement recommendations that responded to the local context of each particular zone.

These zones are described as follows:

1. "Urban / Residential" Zone (West or Fanshawe Zone)
2. "Cultivated / Park" Zone (Central or 3M Zone)
3. "Natural / Rural" Zone (East or GM Zone)
4. "Airport Zone" (London Airport Authority)

4.2.1 "Urban Residential" Zone

From Highbury Avenue to east of Second Street: This zone is characterized by institutional buildings and groupings of buildings within large open spaces for parks, sports fields and parking lots. Greater pedestrian and cycling traffic occurs as well as a higher demand for bus transit. Within the predominant land uses are small scale commercial uses serving primarily the local institutional populations.

4.2.2 "Cultivated-Park" Zone

From east of Second Street to east of Clarke Road: This zone is characterized by a diversity of scale and industrial-commercial uses. Along the north side is the large 3M office and plant complex as well as the London Business Centre and the future Oxford high-tech Park to the west. To the east of Clarke Road are the pleasing office/warehouse centres of Hay Stationary and Pitney-Bowes. Again some smaller scale commercial uses occur at Clarke Road. Along the south side to the west of Clarke Road are small scale more industrial type uses such as autobody shops, contractor yards, and salvage yards with a good deal of outdoor storage. There is a major opportunity for improvement in this area.

4.2.3 "Natural - Rural" Zone

From east of Clarke Road to the Airport entrance at Crumlin Road: This zone prevails and is characterized by, but not without exception, large scale industrial and open storage uses such as General Motors Diesel and Ellis Don Ltd., Shell and Sunoco tanks etc.
Agricultural fields of corn and soybean intervene along the north side, while some small scale industrial and office uses occur along the south side. Large trees and hedgerows occur in the rear yards of large industrial sites such as Pottersburg Creek behind and south of General Motors, contributing to a more open and rural character. Pottersburg Creek crosses Oxford Street East toward the Airport and generates a large open low area that is massed with vegetation.

4.2.4 "Airport Zone"

This zone is what is inside the London Airport site and east of Crumlin Road. It is very open with large lawn areas and small scale plantings traversed by a one way entry/exit road system that services the terminal. A complementary feature is the Golf Course lying to the south of the entrance area.
5.0

ZONE TREATMENT RECOMMENDATIONS
5.0 ZONE TREATMENT RECOMMENDATIONS

The design team identified a number of landscape treatments / objectives that would be desirable to achieve within each zone. These are summarized below:

5.1 URBAN ZONE

- Lighting should be at two levels to respect pedestrians and vehicles
- Pedestrian experiences should be enhanced and made safer by opening views to buildings and open spaces. A better interface between buildings and street life experiences should be made by not blocking views and access with solid heavy tree plantings and high berms.
- Street furniture should be well chosen and located appropriately.
- Pedestrian circulation across the street should be made safer by incorporating centreline landscaped medians that provide refuge and slow vehicle speeds.
- Cycling routes should be provided to recognize demand of institutional populations.
- Design elements should be more structured and geometric than in other zones.
- Enclose vast open spaces (park at west end) with linear tree plantings and understory shrubs.
- Consider zoning regulations that require buildings to "meet the street"
- Private lands:
  - front lawn / trees / rhythm
  - limit hard surfaces

Illustration No. 1: Median Crossing
5.2 CULTIVATED / PARK ZONE

- Curb south and north side of Oxford to give proper definition between roadway, access and parking.
- Encourage joint accesses for small frontages in order to give more lands for "pockets" of landscaping.
- Encourage sideyard boundary treatment in order to screen frequent outdoor storage.
- Provide walkways -- not necessarily sidewalks -- for pedestrians.
- Provide for commuter cycling within walkway areas or on wider roadway lanes.
- Improve bus stop areas with specially designed bus shelters that reflect the nature of the zone.
- Provide alternate benches and litter bins that are both ergonomic and aesthetic.
- Provide high level lighting at street edge and have private properties supplement with lower level lighting.
- Recognize and respect the irregularity of building setback.
- Consider Walker Drain and Hydro Corridor as opportunity for recreation use and cycling.
- Create "parkway" effect by using hierarchy of plants with trees that allow filtered views to businesses.
- Landscape Small Business Centre to set an example for others.
- Consolidate signs into single multi-use structures that are aesthetically pleasing and located appropriately.

Illustration No. 2: Parking Lot Screening / Bus Shelter Amenity Area
5.3 NATURAL / RURAL ZONE

- Curbs are a low priority; no curbs are acceptable, although a defined edge between asphalt and the landscape may be desirable; i.e. concrete edge that allows storm water to flow to roadside ditches.
- Storm water management is an opportunity to integrate natural water features into the landscape; e.g. create high profile corporate site between Airport and Airport Road on north side of Oxford.

- Opportunities to create similar high profile image for London with City entry gate feature at the Oxford & Airport Rd. intersection.
- Culvert at Pottersburg Creek should be improved and highlighted to look like a “bridge”.
- Street lights should be at high level respecting large scale of built environment.
- Planting schemes along the street to be more natural and less formal to fit better with the rural character. The use of native species in non linear formations is recommended.
- Recognize rural and agricultural uses, even if temporary.
- Signage should be “iconistic”, bold and large to reflect and identify the large corporations.
- Accesses to large corporations should be less confusing with enhanced entry road features and attractive main building entrances.
- Encourage naturalization in rear lands and along the Oxford Street frontage where possible. This low maintenance solution improves the environment and provides for an efficient use of unused land. Corporate images are also improved through public relations and marketing.

Illustration No. 3: Attractive architecture and naturalized landscaping
5.4 AIRPORT ZONE

- The experience of entering or exiting the airport should be treated as an “event”. The landscape treatment should be unique evoking a strong emotional response.
- As a place of embarking or arrival it must convey images of “welcome”, “farewell” and “come again”.
- Carry natural / rural theme into the Airport's driveway / parkway; enhance planting program in key locations to create an improved sense of London's natural landscape.
- From the Airport moving west, provide features that welcome visitors to London in a manner that reflects London's character; this too is an event.
- Remove the existing sign at Crumlin Road and replace with an improved feature at Airport Road.
5.5 GATEWAY ZONE

The intersection of Oxford Street and Airport Road has been identified as a major focal point in terms of vehicular circulation and exposure and has been chosen to act as a "Gateway" to the city.

5.5.1 Philosophy and Design

A gateway is important to convey identity, orientation and a sense of arrival to the City of London. The Gateway should be about the City, in a prominent and highly exposed location, and at a scale which is in keeping with the large scale industrial context of the area. It should reflect the high speeds that are prevalent along an urban arterial road. Corporate signs are encouraged on their respective sites along Oxford Street.

5.5.2 Location

Recommended at all four corners of the Airport Road, Oxford Street East intersection. This approach allows the user to "go through" the Gateway instead of "just looking at it".

5.5.3 Symbolism

Should reflect the City as a whole and build on common themes such as the 'Forest City'.

Illustration No. 4 - Sketch of Gateway - Plan and Section
5.5.4 Materials

Durable and strong requiring minimal maintenance, i.e. granite, metal, concrete.

5.5.5 Gateway Design

The conceptual example provided shows the same structure on all four corners of the intersection. The structure shows a higher than wider solid base approximately 15 feet in height, with symbolic "Forest City" trees welded of cast materials placed on top. The trees would be 15 to 20 feet in height. See Fig.

5.5.6 Other Entrances

Design should be usable at other City entrances if possible. This approach will unify many of the entrances into London and act as major markers for the entrances of the zones that they are identifying.
IMPLEMENTATION RECOMMENDATIONS
6.0 IMPLEMENTATION RECOMMENDATIONS

6.1 TRANSIT

Improve communication between London Transit and corporations, including the London Airport Authority, to ensure appropriate and cost effective transit service is provided to Oxford Street businesses.

- Improved transit use is desired to allow corporations to convert more asphalt parking areas to recommended landscape improvements and streetscape enhancements. Improved ridership on London Transit is a long standing goal for London.
- Bring transit service right to the Airport's front door. The Airport is a major employer in the area. Clients may also benefit from this service from time to time.
- Improve functionality and appearance of London Transit bus bays with unique zone related bus shelter, bench and litter bin designs

6.2 OXFORD STREET RIGHT-OF-WAY IMPROVEMENTS

A series of right-of-way improvements are recommended as part of the overall streetscape enhancement program for the corridor. These improvements would add visual interest to open spaces, provide definition of public walkways and open areas, screen unsightly areas, and provide protection from excessive wind and sun. The design team recognizes there are limited public funds available to finance these improvements. In addition, there is little or no tolerance for increased taxes. Therefore, a key component of the implementation program for these recommendations is the need to create, with the cooperation of the City, a Business Improvement Association for this corridor.

This will allow the City to implement many of the improvements through the collection of a special levy for businesses along this corridor. The levy could be based on the total linear frontage of an owner's property that abuts Oxford Street. However, another key to implementation of these recommendations is the time frame. It is the recommendation of the design team that the funds for the recommended improvements be collected over no more than a five year time line.

6.3 INTERSECTION IMPROVEMENTS AND ENHANCEMENTS

The key intersection improvements are recommended at Airport Road and Oxford Street. These are described in detail in Section 5.5 of this report. It is the design team's recommendation that these improvements be addressed immediately to coincide with the proposed works planned for this intersection in the spring of 1997.
Other key intersections where landscape enhancements are proposed include Second Street, Third Street, and Clarke Road. In all cases, median plantings and improved street lighting standards are proposed. Medians and plantings would be extended in all four directions along the rights-of-way to ensure a consistent visual experience from all points at these intersections.

Special attention to the north-east corner of the Second Street intersection is proposed to ensure consistency with the existing Fanshawe College entry feature.

6.4 STREET LIGHTING

Common standards unique to the Oxford Street corridor are proposed for the street lighting with a double fixture for centre medians and a single fixture for side boulevards. Design considerations for these fixtures would be as follows:

- clean, stream lined design to reflect "cutting edge" nature of industry.
- Banners (where recommended) should be large to allow for good readability.
- post becomes narrower as it rises.
- solid, heavy looking base.
- cantilevered light fixtures.
- provide pedestrian level fixtures on side boulevard styles in the Urban Zone area.

Illustration No. 6 - Double fixture - Centre Median (Boulevard)
This standard can be implemented over time as the need arises for replacement. If certain areas along the corridor have a greater need for replacement based on the priorities established by the BIA (or as recommended in this report), this could be funded through the BIA improvement levy. It is proposed that lights be moved to the medians at all intersections.

6.5 BUILDINGS

Encourage / enforce a maximum building setback of 10 metres. This is intended to limit the asphalt at the front of sites and force parking around to the sides of the buildings. This allows for street side entrances and improved landscape treatments. In addition parking is located at the side of the building where it can be properly screened.

Encourage facade improvements of existing structures with special loan programs, and provide guidelines for proposed buildings to facilitate good design.

Design buildings to complement and contribute to a desirable community character in terms of shape and style, roof lines, colour and materials. Building roof designs should screen unsightly mechanical equipment from public view.
6.6 LANDSCAPE TREATMENT

6.6.1 Entrance Drive Landscaping

Entrances into parking areas should be visual identifiers to assist users and enhance the sense of arrival. Vertical plantings that do not hinder sight lines together with colourful understory plantings will provide an attractive and inviting entry statement. Where possible, landscaping should come out to the street to separate or break up large asphalt sections and screen unsightly loading and parking areas. This work would be carried out on private lands and would be subject to the economic forces of each individual business.

6.6.2 Building Landscape Treatment

Based on the conceptual Master Plan, individual property owners will be encouraged to act upon the suggested improvements by implementing the treatments themselves or by enlisting professional consultants to prepare more detailed drawings specific to their needs and requirements. Appendix A illustrates a range of suggested plantings that would compliment each zone. In general, landscape materials should be durable, safe and be compatible in colour, texture, pattern and scale with adjacent buildings.

Building entrances should be linked to sidewalks and parking areas by means of a safe, convenient and well lit walkway system.
7.0

BUDGETS
7.0 BUDGETS

7.1 CORRIDOR RIGHT OF WAY IMPROVEMENT COSTS

7.1.1 Hard Costs

- Street Lighting
  4500 metre road: 2 poles per 45 metres of roadway - 200 poles
  Unit cost: $2500.00
  Total: $500,000.00

- Curb & Gutter
  Curbs: 2500 metres proposed
  Unit cost: $40.00
  Total: $100,000.00
  Storm Sewers & Catch basins:
  $200,000.00

- Raised Medians
  1300 metres proposed (3 metres wide at $100 per metre): $130,000.00
  4000 sq. m. asphalt at $30.00 per metre:
  $120,000.00
  Total: $250,000.00

- Sidewalks
  2000 metres at $40.00 per metre:
  $100,000.00

7.1.2 Soft Costs

- Sod
  40000 sq. m. at $3.75 per sq. m.: $150,000.00

- Trees
  400 trees at $375.00: $150,000.00

- Asphalt Overlays / Repairs (Long Term Maintenance)
  $100,000.00

- Utility Relocations
  $150,000.00

- Contingency, Professional Fees
  $300,000.00

Total Costs
$2,000,000.00
### 7.2 PRIVATE PROPERTY IMPROVEMENT COSTS

#### 7.2.1 Hard Costs

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting</td>
<td>$2,500.00 ea.</td>
</tr>
<tr>
<td>Concrete Sidewalk</td>
<td>$40.00/sq.m.</td>
</tr>
<tr>
<td>Unit Paving Sidewalk</td>
<td>$45.00/sq.m.</td>
</tr>
<tr>
<td>Asphalt Paving</td>
<td>$25.00/sq.m.</td>
</tr>
<tr>
<td>Metal Fencing</td>
<td>$50.00/ l.m.</td>
</tr>
<tr>
<td>Concrete Curbing</td>
<td>$40.00/ l.m.</td>
</tr>
</tbody>
</table>

#### 7.2.2 Soft Costs

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
<td>$250.00 ea.</td>
</tr>
<tr>
<td>Shrubs</td>
<td>$35.00 ea.</td>
</tr>
<tr>
<td>Groundcover/Perennial</td>
<td>$2.00 ea.</td>
</tr>
<tr>
<td>Sodding</td>
<td>$3.75 sq.m.</td>
</tr>
<tr>
<td>Topsoil</td>
<td>$25.00 cu.m.</td>
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</table>

#### 7.2.3 Specialty Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fountain or Water Feature</td>
<td>$10,000.00 - $100,000.00</td>
</tr>
<tr>
<td>Outdoor Structures</td>
<td>$5,000.00 - $25,000.00</td>
</tr>
<tr>
<td>Signage with lighting</td>
<td>$5,000.00 - $25,000.00</td>
</tr>
</tbody>
</table>
8.0

SECTIONS
Section A-A: Rural Zone near Airport Road
Section B-B: Rural Zone near GM Corporation
Section C-C: Cultivated / Park Zone near London Business Park
Section D-D: Urban Zone near Fanshawe College
Section E-E: Urban Zone near John Paul II Secondary School
AREA 3

STREET EAST
CORRIDOR MASTER PLAN
LONDON, ONTARIO
3M PARKING LOT:
- Random placement of vegetation clusters provides screening and viewing of parking areas
- Remove asphalt and introduce turf and trees in boulevards

Oxford Street East

Area 4

Oxford
Street East
Corridor Master Plan
London, Ontario
GM - DIESEL DIVISION

- Formalized front lawn area to express corporate image
- Tree lined entry drive
- Water feature
- Reduced parking at main entrance
- Native plantings
- Native trees clustered in random pockets to reduce asphalt areas

Naturalized plantings and native species to extend into boulevard and edges of properties

Oxford Street East

CORRIDOR MASTER PLAN
LONDON, ONTARIO
POTTERSBURG CREEK
- Bank enhancement with naturalized plantings to reinforce biodiversity

AGRICULTURAL LAND

GATEWAY
- Representative of forest city
- Elements on each corner to promote the sense of moving through a gateway
- High-level lighting in medians with natural plantings

RURAL SETTING
- Provide small forested areas to evoke rural landscape and manipulate views and scale of open space

AREA 7

OXFORD STREET EAST
CORRIDOR MASTER PLAN
LONDON, ONTARIO
AIRPORT LANDSCAPE
- Cluster trees to complement rural setting
- Reduce lawn areas with informal groundcover meadow treatment
- Reforestation of drive to airport

OXFORD STREET TERMINUS
- Vertical sculptural element that would be illuminated and designed to move

GOLF LAND GOLF CENTRE

OXFORD STREET EAST
CORRIDOR MASTER PLAN
LONDON, ONTARIO

PREPARED BY MEMBERS OF THE LONDON URBAN DESIGN ASSOCIATION (LUDA) FOR THE ENVIRONMENTAL MANAGEMENT RESOURCES CENTRE FOR BUSINESS (EMRC)
SCALE: 1:1000M
DATE: SEPT. 18, 1974

AREA 8
APPENDICIES
## APPENDIX A: SUGGESTED PLANT MATERIAL SPECIES

### ZONE DESIGNATIONS:
- **ZONE 1:** STREET RIGHT OF WAY
- **ZONE 2:** URBAN ZONE
- **ZONE 3:** CULTIVATED PARK ZONE
- **ZONE 4:** NATURAL-RURAL ZONE
- **ZONE 5:** AIRPORT ZONE

<table>
<thead>
<tr>
<th>PLANT TYPE</th>
<th>BOTANICAL NAME</th>
<th>COMMON NAME</th>
<th>ZONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ORNAMENTAL TREES</strong></td>
<td>Acer campestre</td>
<td>Hedge Maple</td>
<td>1,2,3</td>
</tr>
<tr>
<td></td>
<td>Syringa reticulata &quot;Ivory Silk&quot;</td>
<td>Japanese Tree Lilac</td>
<td>1,2,3</td>
</tr>
<tr>
<td></td>
<td>Amelanchier canadensis &quot;Shadblow&quot;</td>
<td>Shadblow Serviceberry</td>
<td>1,2,3,4</td>
</tr>
<tr>
<td><strong>SMALL SHADE, FLOWERING AND</strong></td>
<td>Acer rubrum var. &quot;October Glory&quot; or &quot;Red Sunset&quot;</td>
<td>Red Maple</td>
<td>1,2,3,4</td>
</tr>
<tr>
<td><strong>COLUMNAR TREES</strong></td>
<td>Tilia tomentosa</td>
<td>Silver Linden</td>
<td>1,2,3</td>
</tr>
<tr>
<td></td>
<td>Fraxinus pennsylvanica &quot;Patmore&quot;</td>
<td>Patmore Ash</td>
<td>1,2,3</td>
</tr>
<tr>
<td></td>
<td>Gleditsia triacanthos &quot;Skyline&quot; or &quot;Shademaster&quot;</td>
<td>Honey Locust</td>
<td>1,2,3</td>
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<tr>
<td></td>
<td>Magnolia x soulangiana</td>
<td>Saucer Magnolia</td>
<td>2,3</td>
</tr>
<tr>
<td></td>
<td>Malus varieties</td>
<td>Crab Apple</td>
<td>2,3</td>
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<tr>
<td></td>
<td>Ostrya virginiana</td>
<td>Ironwood</td>
<td>1,2,3</td>
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<tr>
<td></td>
<td>Pyrus calleryana &quot;Chanticleer&quot;</td>
<td>Chanticleer Pear</td>
<td>1,2,3</td>
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<tr>
<td></td>
<td>Quercus robur &quot;Fastigiata&quot;</td>
<td>Pyramidal English Oak</td>
<td>2,3</td>
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<tr>
<td></td>
<td>Tilia cordata</td>
<td>Littleleaf Linden</td>
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<tr>
<td><strong>LARGE SHADE TREES</strong></td>
<td>Acer saccharinum</td>
<td>Silver Maple</td>
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<tr>
<td></td>
<td>Acer saccharum</td>
<td>Sugar Maple</td>
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<tr>
<td></td>
<td>Fraxinus pennsylvanica</td>
<td>Green Ash</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Quercus robur</td>
<td>English Oak</td>
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<td></td>
<td>Liriodendron tulipifera</td>
<td>Tulip Tree</td>
<td>1,2,3</td>
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<tr>
<td></td>
<td>Celtis occidentalis</td>
<td>Hackberry</td>
<td>1,2,3,4</td>
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<tr>
<td><strong>ORNAMENTAL FLOWERING SHRUBS</strong></td>
<td>Acer palmatum varieties</td>
<td>Japanese Maple</td>
<td>2,3</td>
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<tr>
<td></td>
<td>Cornus alba &quot;Elegantissima&quot;</td>
<td>Silverleaf Dogwood</td>
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<tr>
<td></td>
<td>Cornus sericea</td>
<td>Red Osier Dogwood</td>
<td>3,4,5</td>
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<tr>
<td></td>
<td>Euonymus alatus &quot;Compactus&quot;</td>
<td>Dwarf Burning Bush</td>
<td>2,3</td>
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<tr>
<td></td>
<td>Forsythia varieties</td>
<td>Forsythia</td>
<td>2,3,4</td>
</tr>
<tr>
<td>PLANT TYPE</td>
<td>BOTANICAL NAME</td>
<td>COMMON NAME</td>
<td>ZONE</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------</td>
<td>-------------------------------</td>
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</tr>
<tr>
<td>EVERGREENS AND BROADLEAF</td>
<td>Hydrangea varieties</td>
<td>Hydrangea</td>
<td>2,3</td>
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<tr>
<td>PERENNIALS AND GROUNDCOVERS</td>
<td>Ilex verticillata</td>
<td>Winter Berry</td>
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<td></td>
<td>Ligustrum varieties</td>
<td>Privet</td>
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<td></td>
<td>Potentilla varieties</td>
<td>Cinquefoil</td>
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<td></td>
<td>Prunus cistena</td>
<td>Purpleleaf Sandcherry</td>
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<td></td>
<td>Rhus aromatic</td>
<td>Fragrant Sumac</td>
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<td>Rosa rugosa</td>
<td>Shrub Roses</td>
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<td></td>
<td>Spirea japonica varieties</td>
<td>Spirea</td>
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<td></td>
<td>Viburnum lentago</td>
<td>Nannyberry</td>
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<tr>
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<td>Viburnum triloba</td>
<td>Highbush Cranberry</td>
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<td>Abies concolor</td>
<td>White Fir</td>
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<td>Chamaecyparis nootkatensis &quot;Pendula&quot;</td>
<td>Weeping Nootka False Cypress</td>
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<td>Juniperus Upright and Spreading varieties</td>
<td>Juniper</td>
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<td>Picea varieties</td>
<td>Spruce</td>
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<td>Pinus varieties</td>
<td>Pine</td>
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<td>Taxus varieties</td>
<td>Yew</td>
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<td>Thuja occidentalis varieties</td>
<td>Cedar</td>
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<td>Cotoneaster dammeri</td>
<td>Bearberry Cotoneaster</td>
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<td>Euonymus fortunei varieties</td>
<td>Euonymus</td>
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<td>Ilex x meserveae varieties</td>
<td>Hollies</td>
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<td>Yucca filamentosa</td>
<td>Adam's Needle</td>
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<td></td>
<td>Azaleas and Rhododendrons</td>
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<td>2,3</td>
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<tr>
<td></td>
<td>Ajuga reptans</td>
<td>Bugleweed</td>
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<tr>
<td></td>
<td>Campanula</td>
<td>Belflower</td>
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<td></td>
<td>Coreopsis</td>
<td>Tickseed</td>
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<tr>
<td></td>
<td>Hosta</td>
<td>Plantain Lily</td>
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<td></td>
<td>Hedera helix</td>
<td>English Ivy</td>
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<td></td>
<td>Phlox</td>
<td>Phlox</td>
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<tr>
<td></td>
<td>Rudbeckia</td>
<td>Cone-Flower</td>
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<tr>
<td></td>
<td>Vinca minor</td>
<td>Periwinkle</td>
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<tr>
<td></td>
<td>Calamagrostis</td>
<td>Feather Reed Grass</td>
<td>4,5</td>
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<tr>
<td></td>
<td>Festuca</td>
<td>Fescue</td>
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<tr>
<td></td>
<td>Miscanthus</td>
<td>Miscanthus</td>
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<tr>
<td></td>
<td>Panicum</td>
<td>Switch Grass</td>
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<td></td>
<td>Pennisetum</td>
<td>Fountain Grass</td>
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<tr>
<td>IMPLEMENTATION RECOMMENDATIONS</td>
<td>AREAS OF ENHANCEMENT AS PER STUDY GROUP</td>
<td>STAFF COMMENT</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------</td>
<td>---------------</td>
<td></td>
</tr>
</tbody>
</table>
| TRANSIT                       | - Improve functionality and appearance of LTC bus bays  
                                - Improve Transit to Airport and to private property | SPA Staff will continue to liaison with LTC, requesting their input on location of existing and proposed bus bays, encourage locating of on site bus bays for industries that are high users of mass transit. Create a focal area on site c/w sitting area, refuse containers, newspaper boxes, etc. |
| OXFORD STREET RIGHT OF WAY IMPROVEMENTS | - establish a Business Improvement Association for this corridor recognizing there is very little money for these types of improvements | SPA staff have very little input into external works such as Transportation Planning. |
| INTERSECTION IMPROVEMENTS AND ENHANCEMENTS | - include median plantings, improved street lighting | SPA staff have very little input into external works such as these. However, we do require joint, common internal driveways where appropriate |
| STREET LIGHTING               | - encourage Two level lighting - lower level lighting on private property, to enhance pedestrian and vehicular traffic movement while promoting a safe and secure environment; high level lighting at street  
                                - include banners on stream line poles | SPA staff can encourage the establishment of the two forms of on site lighting adjacent to driveways and sidewalks (safety and security) |
| BUILDING                      | - maximum of 10 meter building setback  
                                - parking areas in side or rear yard c/w screening | SPA staff could encourage the developer to setback the building a maximum of 10 meters and recommend parking areas be located in less high profile/intrusive areas. The zoning by-law currently does not regulate by way of a maximum building setback and does not restrict location of parking areas, a zoning by-law amendment would be required |
| BUILDING LANDSCAPE TREATMENTS | - pedestrian access - relationship with building and street  
                                - encourage naturalization in rear of lands and along frontage of Oxford St.  
                                - screen outdoor storage  
                                - storm water management areas as natural areas  
                                - signage - "iconistic" type  
                                - facade improvements  
                                - signage uniformity (aesthetics) | SPA staff could encourage increased building landscaping and continue to require parking area landscape islands, parking area perimeter landscaping, sidewalks, bicycle racks, benches, etc. The transit friendly guidelines encourage pedestrian friendly development. We currently have a special provision clause that is inserted into development agreements regarding existing natural areas, ensuring they remain in their natural state. We could also encourage SWM areas be retained in their natural state. However, the fence by-law will likely restrict any recreational use of the area. Outdoor storage areas are required to be screened. Encourage facade improvements that are consistent with the zone treatments of the area, (the Planning Act does not permit regulation of building materials) |
APPENDIX C: OXFORD STREET DESIGN CHARRETTE TEAM

1. AQUAFOR BEECH LIMITED
   300 Wellington St., 1st Floor
   London, Ontario N6B 3P2
   Tel. (519) 642-2367
   Fax (519) 642-4058
   John Henricks
   Dan Weagant

2. CORNERSTONE ARCHITECTURE INCORPORATED
   284 Central Ave.
   London, Ontario N6B 2C8
   Tel. (519) 432-6644
   Fax (519) 432-6737
   Allison Hannay

3. KIRKNESS CONSULTING
   427 Regent St.
   London, Ontario
   Tel./Fax. (519) 672-6550
   Laverne Kirkness

4. RON KOUDYS LANDSCAPE ARCHITECT
   368 Oxford St. E.
   London, Ontario N6A 1V7
   Tel. (519) 667-3322
   Fax. (519) 645-2474
   Ron Koudys

5. ART LIERMAN DESIGN CONSULTANT
   364 Princess Ave.
   London, Ontario N6B 2A8
   Tel. (519) 667-1422
   Art Lierman

6. MALHOTRA NICHOLSON ARCHITECTS INC.
   201-256 Pall Mall St.
   London, Ontario N6A 5P6
   Tel. (519) 673-1190
   Fax. (519) 673-1490
   John Nicholson

7. PARKER CONSULTANTS
   562 Wellington St.
   London, Ontario N6A 3R5
   Tel. (519) 432-7591
   Fax. (519) 438-6395
   Dave Carter

8. PARTERRE LANDSCAPE DESIGN ASSOCIATES
   458 Queens Ave., Suite 4
   London, Ontario N6B 1X9
   Tel./Fax. (519) 439-7088
   Sylvia Behr
   Richard Crossman

9. VAFIADES LANDSCAPE ARCHITECT
   141 Windsor Cresc.
   London, Ontario N6C 1V9
   Tel. (519) 439-4451
   Fax. (519) 439-3217
   Jim Vafiades