

SECTION 13

RURAL ZONE

In any Rural Zone, no land shall be used and no building or structure shall be erected, located or used for any purpose except in accordance with the following regulations:

13.1 PERMITTED USES IN RURAL ZONE

Within any Rural Zone, no person shall use any lot or erect, alter or use any building or structure for any purpose except one or more of the following uses as identified by a dot:

Uses	Uses Permitted in Zone
Uses permitted in the Agricultural (A) Zone	●
Public Park (see Section 5.17.5)	●
Dwelling, Single Detached (on an existing lot of record)	●

Amendments affecting the table above: ZBA [4]

13.2 RURAL (RUR) ZONE REGULATIONS

RUR ZONE		Permitted Uses
Regulations		All permitted uses
a	Minimum Lot Frontage	10m
b	Minimum Lot Area	1.0 ha
c	Maximum Lot Coverage	20%
d	Minimum Front Yard Setback	30m
e	Minimum Rear Yard Setback	30m
f	Minimum Interior Side Yard Setback	5.0m
g	Minimum Exterior Side Yard Setback	5.0m
h	Maximum Building Height	11m
j	Minimum Gross Floor Area	80m ² for Dwellings, Single Detached

4.3 Regional Shopping Centre

The **Regional Shopping Centre** is a commercial designation that contains the existing Heritage Place Mall.

4.3.1 Permitted Uses

4.3.1.1 Within the area designated **Regional Shopping Centre**, a *Regional Shopping Centre* and accessory uses may be developed subject to the following conditions:

- a) The *Regional Shopping Centre* must include: a *Major Department Store*, a *Supermarket*, ancillary retail and service stores and a *Discount/Promotional Department Store*;

4.3.1.2 The following definitions shall apply within this designation:

- a) *Regional Shopping Centre* - A group of commercial uses conceived, designed, developed and managed as a single interdependent and inter-related unit intended to serve the City and the surrounding regional market area, including a *Major Department Store*, *Discount Promotional Department Store*, *Supermarket* and ancillary retail and service uses.
- b) *Major Department Store* – One of a group of department stores that emphasize a broad selection of higher price and quality range merchandise, specialty goods and large household furnishings and appliances in a distinctly departmentalized format with specialized service personnel and cashier facilities typically available in each department.
- c) *Discount/Promotional Department Store* – One of a group of department stores which emphasizes a large selection of lower and middle price range merchandise in the *supermarket* style format, with cashier stations predominantly grouped at the store exit location and featuring discount pricing made possible by volume merchandising, standardization and the self service format.
- d) *Supermarket* – One of a group of retail stores that primarily offer food for sale, together with subsidiary offerings of household goods and services, in a self-service format.
- e) *Gross Leasable Floor Area*– The floor area on which tenants pay rent. The total floor area that is designed for tenant occupancy and tenant’s exclusive use, including basements, cellars, mezzanines and upper floors, measured from the centre line of joint partitions and the exterior of outside wall faces. Within a *Regional Shopping Centre*, a mezzanine shall not be considered *Gross Leasable Floor Area* where such mezzanine is used for storage or office uses that are accessory to the principle use.

4.3.2 General Policies

- 4.3.2.1 One *Regional Shopping Centre* is considered adequate to serve the needs of the City and its surrounding region. Expansion to the existing Regional Shopping Centre or supermarket within the Regional Shopping Centre must meet the tests in Section 4.4.2.9 of this Plan.
- 4.3.2.2 Off-street automobile parking areas shall be established at a rate that will adequately serve the *Regional Shopping Centre*, including parking for all employees and customers. Parking areas and points of access are to be developed in accordance with Section 7.8.7, Urban Design, Parking and Access, and relevant urban design guidelines.
- 4.3.2.3 The urban design policies of Section 7.8.6.5, Streetscape, Large Lot, respecting the appropriate form of development on large lots apply to this area.
- 4.3.2.4 During the time frame of this Plan, should a second *Regional Shopping Centre* be proposed, the City shall require an amendment to this Plan which shall be considered only where the following information and studies are supplied to the satisfaction of the City:
- a) An analysis of the need for the facility and the impact of the proposed use on the commercial structure of the City and Region, including the Downtown, 10th Street West and 16th Street East areas.
 - b) An assessment of the traffic, land use and servicing impacts of the proposed use, including recommended infrastructure improvements necessary to accommodate the proposed use.
 - c) All development information to ensure high quality urban design, safe access, on site environmental controls, the store size and dimensions.

4.4 East City Commercial

16th Street East from 9th Avenue East to 26th Avenue East

The **East City Commercial** designation applies to the major automobile related commercial area in Owen Sound. It is the main eastern entrance to the City and is a key element in the image of the City. The principle planned function of the **East City Commercial** designation is to accommodate large format retail uses requiring relatively large sites. Such development serves as a regional destination and may accommodate single or multiple purpose sites. The locational attributes of these sites lend themselves to the accommodation of certain other complementary uses such as offices, large entertainment and community facilities as well as service commercial uses, and high density residential which are also contemplated under this designation.

4.4.1 Permitted Land Use

- 4.4.1.1** The following uses may be permitted within lands designated **East City Commercial**:
- a) Large format retail and service commercial uses such as *garden centres, retail warehouse stores, automotive, furniture and home-furnishing uses having significant needs for on-site storage and parking.*
 - b) Limited smaller scale retail on underutilized or infill type lots, service commercial and personal uses, financial institutions and services, business, professional and medical offices, restaurants, entertainment and other community facilities such as day care centres, ancillary to and in support of large format retail and service commercial uses.
 - c) High density residential uses and non-ground oriented multiple dwelling units in combination with uses permitted in Section 4.4.1.1 b).

4.4.2 General Policies

- 4.4.2.1** The East City Area shall be developed in an orderly and co-ordinated manner to provide a high quality, automobile accessible retailing environment to serve the community and surrounding region.
- 4.4.2.2** The area shall be capable of providing both large-scale lots to accommodate large format retail uses and medium scale properties to accommodate service and support businesses.
- 4.4.2.3** Additional urban design guidelines may be prepared for the continuing development and redevelopment of the East City Area, addressing, among other things, access, landscaping, pedestrian connections and signage as well as gateway opportunities to create an appropriate entrance to the City as described in Section 7.8.3.5, Urban Design, Experiencing the City.
- 4.4.2.4** All development shall be consistent with the urban design policies of Section 7.8, Urban Design, and all relevant design guidelines.
- 4.4.2.5** The urban design policies of Sections 7.8.6.4, Streetscape, Front Yard Parking, and 7.8.6.5, Streetscape, Large Lot, respecting the appropriate form of development on large lots and lots with front parking apply to this area.
- 4.4.2.6** Off-street automobile parking areas shall be established at a rate that will adequately serve the related commercial facilities, including parking for all employees and customers. Parking areas and points of access are to be developed in accordance with Section 7.8.7, Urban Design, Parking and Access, and relevant urban design guidelines for the East City Commercial Area.
- 4.4.2.7** Lots adjacent to residential uses shall be developed and used in accordance with Section 7.8.8, Urban Design, Adjacent Uses, and relevant urban design guidelines for the East City Commercial Area.

- 4.4.2.8** In order to sustain the planned function for the East City Area, the City may limit the minimum and maximum gross floor area of any permitted use through the City's Zoning Bylaw.
- 4.4.2.9** Should a rezoning of the **East City Commercial** designation or an expansion to the East City Commercial designation be proposed for the uses listed in Section 4.4.1.1 a) and b), the City shall require the following information and studies acceptable to the City:
- a) A market analysis of the need for the proposed development and the impact of the proposed use on the commercial structure of the City and the Region, including all commercial areas within and close to the City. Such a study shall confirm that:
 - i. Designated commercial property, suitable for the intended scale and type of development is not available within the Downtown Area.
 - ii. Available commercial property in the Downtown is not economically viable for the intended scale and type of development.
 - iii. The proposed increase in commercial floor space will not be premature by increasing the amount of commercial floor space in the City beyond the 5 year market demand.
 - iv. The proposed development will not undermine the economic viability or planned function of a significant commercial component of the Downtown or impair the function of a designated commercial district as identified in this Plan.
 - b) An assessment of the traffic, land use, ecological and servicing impacts of the proposed use, including recommended infrastructure improvements necessary to accommodate the proposed use.
 - c) Site development information to ensure high quality urban design, safe access, on-site environmental controls, store size and function, and similar information necessary to assess the impact of the use on the area.
- 4.4.2.9.1** Residential uses permitted in Section 4.4.1.1 (c) subject to provision of the following:
- a) Adequate parking for residential and retail uses.
 - b) Appropriate buffering and/or integration of the residential uses and other permitted uses.

4.4.3 Site Specific Policies

OPA 4

- 4.4.3.1** Commercial development shall be permitted on the Wal-Mart and Home Depot Lands (Part of Park Lot 7 and 8, Range 5, East of the Garafraxa Road) in accordance with the following conditions:
- a) That the development is not a Regional Shopping Centre as described in Section 4.3.1.2;

- b) The maximum permitted size of the major retail store shall not exceed 9,800 square metres;
- c) The maximum permitted size of the major home improvement warehouse outlet shall not exceed 12,077 square metres;
- d) Individual freestanding commercial building totaling 5,500 square metres maximum may be permitted in addition to the major retail store and major home improvement warehouse outlet;
- e) The City may use holding provisions to ensure that appropriate arrangements for improvements to the road system are provided for in terms of sufficient access to the subject lands and lands in the vicinity;

Prior to the approval of development of lands adjoining the lands subject to this Section, the City may require an assessment as to appropriate locations for the open space area.

4.5 West City Commercial

10th Street West from 6th Avenue West to 9th Avenue West

10th Street West connects the commercial development on the “Sunset Strip” in Georgian Bluffs to the Downtown Area. It is the main entrance to the City from the west and the north and is an important aspect of the City’s image. This area consists mainly of arterial commercial development, with parking areas between the buildings and the street. Typically, the commercial development abuts low-density residential and institutional uses to the rear.

4.5.1 Permitted Uses

4.5.1.1 The following types of uses may be appropriate within the lands designated **West City Commercial**:

- a) A wide variety of small commercial uses such as food services, restaurants, convenience stores, specialty automotive services, commercial and personal services, specialty retail, funeral homes, and motels.
- b) Small business, professional and medical offices, and clinics.
- c) Non-commercial uses such as medium density forms of housing, senior citizens housing, nursing homes, day care centres, housing for special groups, churches and other institutional uses.

4.5.2 General Policies

4.5.2.1 The West City Commercial Area should be maintained and developed as a cohesive and attractive pedestrian and automobile oriented retail and service area to serve local and regional needs.

4.5.2.2 Incremental commercial intensification within the area is warranted over an extended period of time.

- 4.5.2.3** The limited lot depths make this area most suitable for smaller format stores less than 500 square metres in size.
- 4.5.2.4** All development shall be consistent with the policies of Section 7.8, Urban Design and all relevant design guidelines.
- 4.5.2.5** Additional urban design guidelines may be prepared for the continuing development and redevelopment of the West City Area, addressing, among other things, access, landscaping, pedestrian connections and signage as well as gateway opportunities to create an appropriate entrance to the City as described in Section 7.8.3.5, Urban Design, Experiencing the City.
- 4.5.2.6** The urban design policies of Sections 7.8.6.3, Streetscape, Side or Rear Yard Parking, and 7.8.6.4, Streetscape, Front Yard Parking, respecting the appropriate form of development apply to this area.
- 4.5.2.7** Parking areas and points of access are to be developed in accordance with Section 7.8.7, Urban Design, Parking and Access, and relevant urban design guidelines.
- 4.5.2.8** Lots with narrow frontage may require assembly with adjacent properties to support commercial redevelopment in order to provide suitably spaced vehicular access points. Council will consider the traffic generating characteristics of the proposed use, parking and access requirements and site issues such as building setback in determining the applicable requirements.
- 4.5.2.9** High traffic generating uses should be located on larger lots to provide a variety of access options.
- 4.5.2.10** Lots adjacent to residential uses shall be developed and used in accordance with Section 7.8.8, Urban Design, Adjacent Uses, and relevant urban design guidelines.
- 4.5.2.11** In order to sustain the planned function for the West City Area, the City may limit the minimum and maximum gross floor area of any permitted use through the City's Zoning Bylaw.
- 4.5.2.12** Should a rezoning or expansion of the **West City Commercial** designation be proposed, the City shall require the following information and studies acceptable to the City:
- a) A market analysis of the need for the proposed development and the impact of the proposed use on the commercial structure of the City and the Region, including all commercial areas within and close to the City. Such a study shall confirm that: