

Trent Hills Community Improvement (CIP) Style Guide

Traditional Components of Street-Facing Façade

Traditionally, a commercial façade is divided into three sections: the street level storefront, middle façade, and upper façade. The middle and upper facades frequently have architectural elements that align with abutting buildings, so the rhythm of the architecture, window openings, banding, and other elements continue along the streetscape. There are also stand-alone buildings that often have some special purpose. By the mid 19th to early 20th century, most streetscapes were composed of blocks of brick buildings, each with multiple storefronts and interiors subdivided by firewalls. Not one building was strikingly out of character, yet each storefront was distinct.

The street level storefront has always been the single most important feature of a commercial building. It makes a statement about the personality of the owner or occupant and is an advertisement for their wares or trade. The street level may be the only feature customized by the storekeeper.

The following provides a summary of many of the typical storefront components as well as an illustration to assist the applicant with common terminology:

Base Panel

A base panel is where the building meets the ground. It is the anchor to the storefront and base for the display window. As this area acts as a kick plate and takes abuse from snow clearing and pedestrian traffic, frequent inspection and maintenance are advised.

Display Windows

Display windows allow customers to view merchandise and the interior of the store. Designed to advertise and entice shoppers inside, they are the most important part of the storefront and the one most commonly changed. Blocking off or reducing the size of a display window is not recommended. Window frames and sashes can be repaired or replaced using the original pattern. There are techniques to improve energy efficiency without destroying the design. Sill courses are typical to heritage windows.

Entrance ways

The entrance way is traditionally in the centre and recessed back from the display window area. In this way, it directs the attention of the customer toward the display windows and draws them into the shop. Recessed entrances contribute qualities of depth and shade that create one of the characteristic rhythms in a traditional commercial area. The floor surface within the recessed entry is the welcome mat to the customer. Concrete, terrazzo, stone, brick, and tile are the most common and wear resistant entry floors. Columns, pier, pilasters and transoms are typical to entrance ways.

Doors

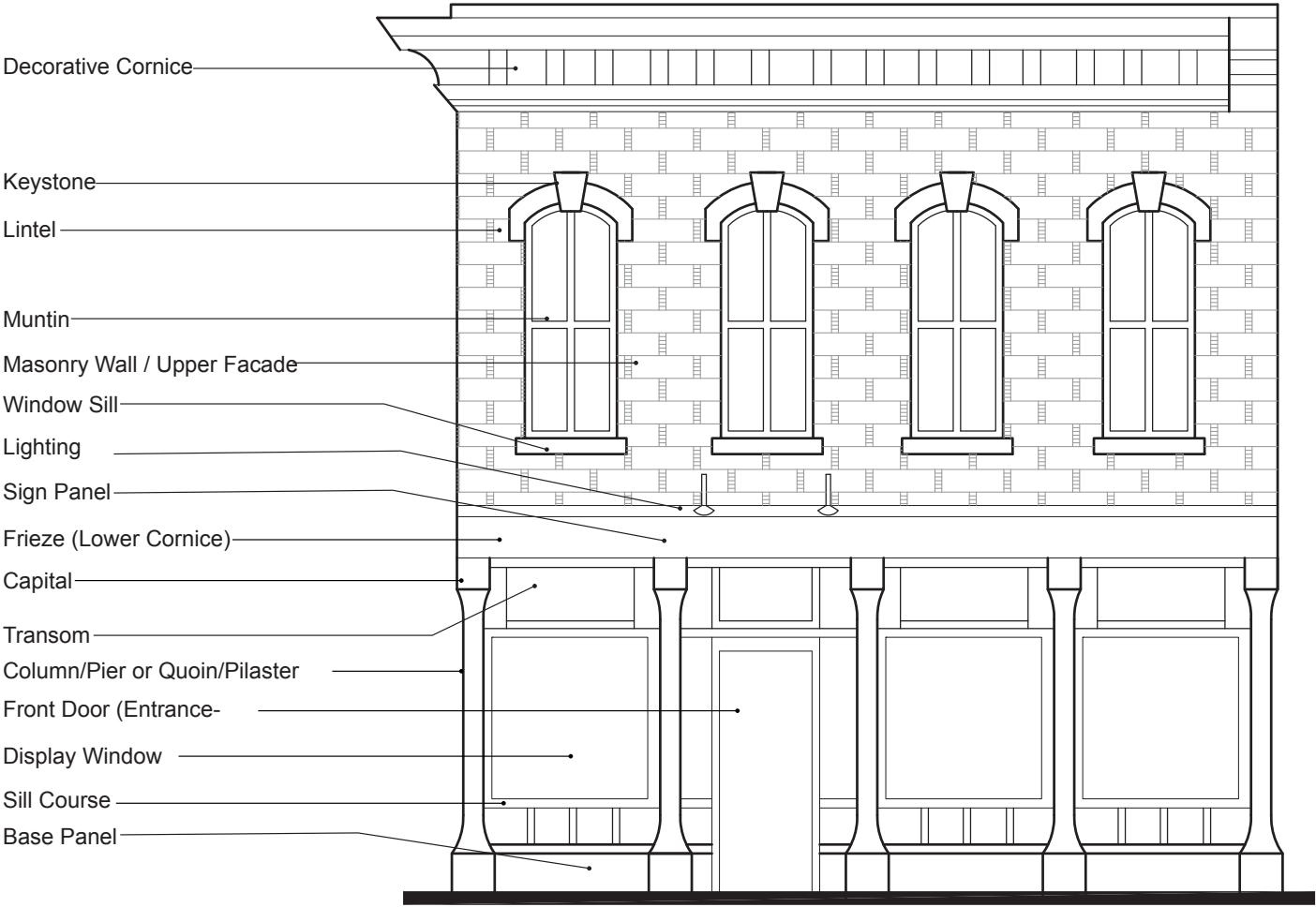
As the door is the first contact the customer has with the business, its feel, weight, smooth operation, and hardware should impress. Doors can also reinforce the character of the overall design and appearance of the building. Original doors usually were carefully chosen and should not be replaced. Replacement doors should complement the existing façade.

Cornice

The traditional storefront cornice is a horizontal band that caps the storefront and separates it from the middle façade. Collectively, these form the strongest and most continuous line on the street. They can unite a row of buildings regardless of variations in building height, width, or design. The cornice is also prone to deterioration that leads to it being altered, removed, or covered. The result is a flat area that disrupts the visual proportion of the building and the alignment of the overall streetscape.

Middle Façade

The middle facade of a commercial building is above the storefront and characterized by a flat wall with regularly spaced window openings also referred to as a ‘frieze.’ It usually has brick banding and other decorative features that align with and match the upper façade and sometimes the abutting buildings.



Traditional Components of Water-Facing Façade

Upper Façade

The upper façade also contains window openings and decorative features. These usually are aligned with those on the middle façade and sometimes with the abutting structures.

Roof Cornice

Usually a decorative cornice crowns the roof line of a commercial façade. Cornices make the building look finished and are traditionally made of brick, stone, wood, pressed metal, and terra cotta or ceramic tiles. Some are topped with projections such as finials or crests. As they are difficult to reach, cornices suffer from a lack of maintenance. Deteriorated caulking and failing flashings, aggravated by inadequate roof drainage, are common ailments. If the existing cornice is in poor condition, repair is generally cheaper and preferable to replacement.

Windows

Window openings and sashes/muntin are probably the most conspicuous building feature on a façade. The “fenestration” or arrangement and shapes of window openings can define the style and character of a building. The size, proportion of glass to masonry, spacing, and decoration contribute to the unity of the street as well as the attraction of the individual façade.

Window openings and sashes should be maintained, not boarded up, reduced in size or shape, or re-divided by incorrect placement of the muntin bars that hold the panes of glass. They require periodic inspection, particularly at the sills where water may collect. Caulking, painting, and proper drainage will result in long-term service. Well-fitted and maintained storm systems can provide an acceptable performance level even when compared to modern products. If a window cannot be repaired, replace it with one that matches the original. If there is evidence of original shutters, make sure they are the correct size and proportion to the window opening.

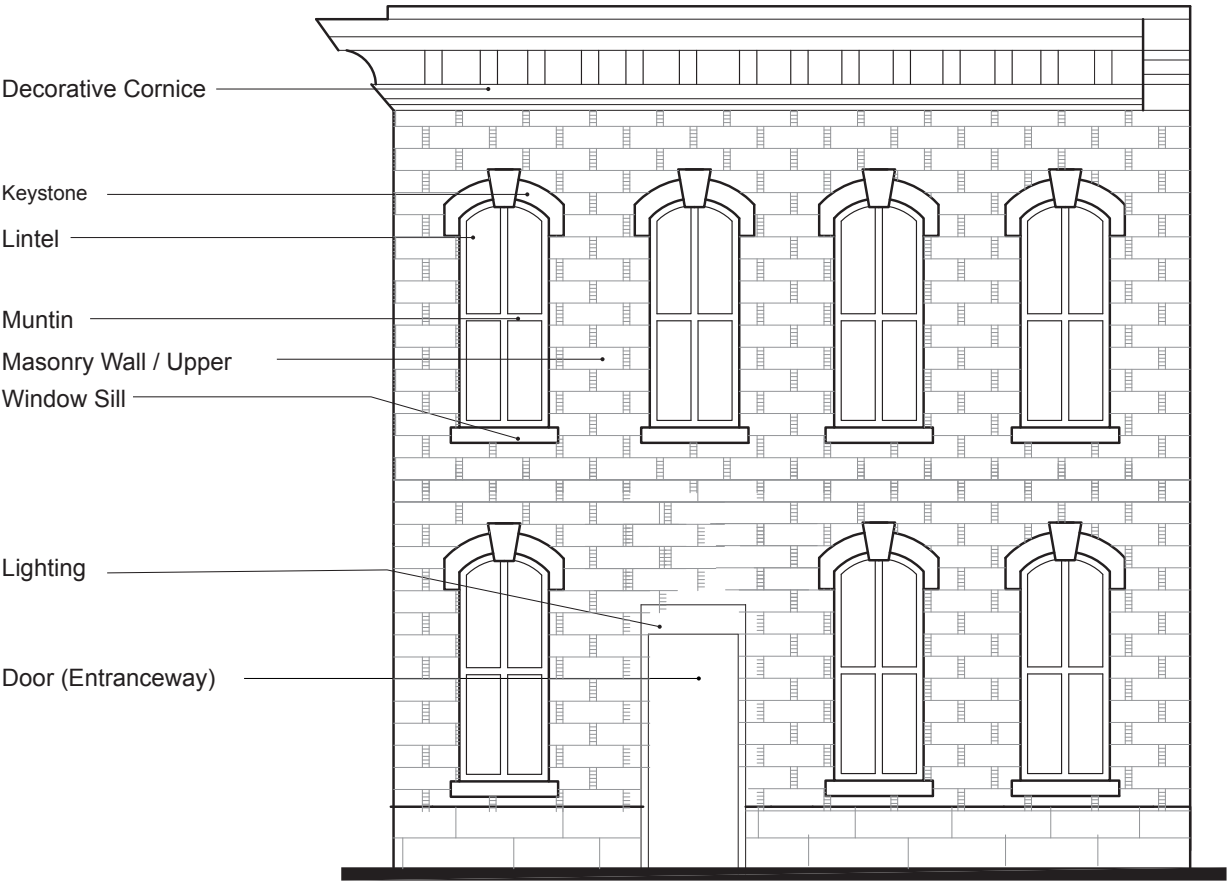
Corner Quoins

Quoins are contrasting or projecting bricks, stones, or paint schemes that define the vertical edges of a façade, separating it visually from the abutting structures. Painting or cladding over the quoins will remove the visual separation of one building from the next. Where possible, original quoins should be maintained or recreated.

Pilasters

A pilaster is a vertical element of a wall. It could be a protruding brick section or an applied piece such as a half column. Often used in pairs, the purpose is to frame an entrance way or divide a large facade into units. Pilasters are often covered or obscured by layers of new cladding. Their bases or plinths can become buried by rising sidewalk levels or hidden behind new base panels. Pilasters are important to defining a storefront and should be uncovered, repaired, or recreated where possible.

A water-facing façade, similar to the traditional street-facing façade, is still divided into three sections: the street level façade, middle façade, and upper façade. The middle and upper façades frequently have architectural elements that align with abutting buildings, so the rhythm of the architecture, window openings, banding, and other elements continue along the streetscape. The focus of the water-facing façade is directed towards the back of the building. Difference between the street-facing and water-facing façade occurs below the second, as there may be varying elements such as a loading docks, increased doorways, utility areas and/or parking etc.

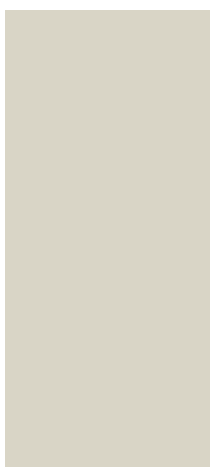


Façade Project Design Checklist

By completing this checklist , an owner/tenant or their design professional will be attuned to considerations for desirable façade improvement and can determine the degree in meeting ‘best practices’ for facade improvements.

| Façade Project Design Checklist | | | | |
|---|-----|----|-----|----------|
| Criteria/Description | Yes | No | N/A | Comments |
| 1. Responding to Core Context | | | | |
| i) Does the façade design enhance its context and adjacent buildings? | | | | |
| 2. Building Envelopes in the DRPA | | | | |
| i) Does the façade integrate with neighbouring facades to support a uniform building group and overall streetscape network? | | | | |
| 3. Beneficial Building / Street Relationships | | | | |
| i) Does the building façade and street establish a supportive relationship, in which indoor and outdoor spaces animate and are connected to each other? | | | | |
| ii) Does the façade define the building as a distinct space with a strong sense of identity and place? | | | | |
| 4. Response to Climate | | | | |
| i) Does the façade design respond to the climate of area, taking into account all seasons? | | | | |
| 5. Identifiable Building Entrances | | | | |
| i) Does the façade project help to make the buildings entrance more identifiable? | | | | |
| 6. Long Life / Loose Fit | | | | |
| i) Is the façade treatment capable of being adapted to new / future building uses? | | | | |

| Criteria/Description | Yes | No | N/A | Comments |
|--|-----|----|-----|----------|
| 7. Safety Within Downtown Core | | | | |
| i) Does the façade design provide personal safety and impart a sense of comfort to all users? | | | | |
| 8. Community Expression | | | | |
| i) Does the façade design express a sense of permanence and durability? | | | | |
| ii) Does the façade promote traditional roots and express historical and/or theme continuity? | | | | |
| 9. Appropriate Scale | | | | |
| i) Does the scale of the proposed façade relate to the scale and size of the building as well as the human body, making space comfortable for users? | | | | |
| 10. Exterior Materials for Facades | | | | |
| i) Does the proposed façade materials reinforce the cohesion of related groups of buildings? | | | | |
| ii) Are proposed exterior building materials durable and of high aesthetic quality? | | | | |
| 11. Technical Performance | | | | |
| i) Does the proposed façade determine a balance capital costs, operating costs and maintenance costs? | | | | |
| 12. Accessibility | | | | |
| i) Does the façade design provide equal means of access to all users regardless of ability? | | | | |



THE ELEMENTS

The Elements

Traditional stores were constructed with plain walls along three sides and much more elaborate details on the street façade. Along with street-facing façades, water-facing façades are equally as important and need to elaborate details along two sides (street and water). The design effort and construction skill that is displayed on the street façade is generally beyond the expertise and expenses that most owners and builders are able to incorporate into recently constructed buildings. Quality construction from any period should be recognized as an asset and displayed prominently and not concealed by poor quality construction or poor quality signs.

Respecting Architectural Value & Merit

The traditional heritage value is evident throughout the downtowns of Trent Hills. Continuous storefronts not only provide a wall of retail, but are also a form of containment for the street. Traditional storefront materials, such as brick and stone, are evident.

Some buildings do not have significant architectural qualities, and in some cases these buildings may in fact represent poor architectural design. In these instances, a renovation or façade improvement project can provide the architectural and human-scale qualities that are missing. The following design considerations highlight key elements that will assist in restoring architectural value to buildings whether they are historic in nature or lack architectural value.

Design Considerations:

- Most façades consist of an architectural framework designed to identify individual store-fronts. Each storefront should respect this architectural framework and not extend beyond it.
- Individuality within a standardized or unified appearance is encouraged for single buildings containing multiple storefronts. Separate buildings even in cases where several adjacent to each other are occupied by a single tenant or owner -- should remain visually distinct.
- Façades should present a visually balanced composition according to the original architectural intent.
- If a building has historic or architectural merit, improvements should be designed to reveal the building’s original style, form, and materials, whenever possible.



CIP

DID YOU KNOW...

Grants are available to property owners undertaking work consistent with the goals of the Downtown Community Improvement Plan. A portion of the facade design fees and construction costs are available through different CIP programs. Review the Community Improvement Plan for more information.

The Elements: Façade Composition

To create a satisfying and successful downtown core area transcends the issue of specific architectural styles. Great places may be of any style, or of many styles. However, the arrangement of architectural elements such as doors, windows, signage on the walls of buildings which face public streets and plazas is an important part of good community design. Façade composition drives the safety, convenience, and comfort of our sidewalks by establishing where people enter and leave buildings, how people in the buildings can see out onto public spaces, and how pedestrians “read” the buildings.

Design Considerations:

- Store-front windows should be consistent in height and design with store-front doors to create a cohesive appearance. Window coverings should also be kept to a minimum .
- Façade design should be complementary to a building’s original materials as well as to those of adjacent buildings.
- Signs with too much information can be confusing. Secondary information can be put on windows, doors or awnings. Window signage should be limited to covering no more than 15 percent of available window space.
- When a building contains multiple store-fronts housing different businesses, the signs should relate well to each other in terms of height, proportion, colour and background value. Maintaining uniformity among these characteristics reinforced the building’s façade composition while still retaining each business’s identity.
- Awnings on a multiple-storefront building should be consistent in character, scale and location, but not to be identical.
- Renovated façades should emphasize building and structural elements such as columns and bays, consistent with design guidelines for new construction. Where existing buildings have long, visually uninteresting façades and roof lines, façade improvements should make it easier to identify individual businesses from the street.



CIP

DID YOU KNOW...

Both professional design fees and construction costs may be offset through the grant incentive programs offered through the Downtown Community Improvement Plan.



GREEN MEASURES

DID YOU KNOW...

Buying local, durable building materials is not only sustainable but supports the local economy too!



Awnings, signage, windows at consistent height provide a unified appearance



Historic brick detailing accentuates second and third storey windows. Windows complemented with awnings and signage.



Harriston, Ontario - Before



Harriston, Ontario - After


The Elements: Accessibility

Accessible buildings are good for business and the community. With the goal of making the community a barrier free environment, the Province of Ontario is developing guidelines (Accessibility for Ontarians with Disabilities Act) to prevent and remove all barriers to provide equal opportunity for residents and visitors.

All efforts should be made to ensure that all aspects of buildings are fully accessible; however, façade improvements may only accommodate in a limited manner (ie. sidewalk widths may limit integrating ramp/landing solutions to building entrances).


Design Considerations:

- The primary goal is to provide equal means of access to all users regardless of abilities.
- Make all entrances and exits barrier-free;
- Inside the building, consider how the layouts of aisles, seating areas, counters, washrooms, and fixtures are welcome to disabled people.
- Provide barrier free access to all levels/floors.
- Store-fronts should have access at grade with the sidewalk. Should exterior space permit, a ramp (with guardrails), parallel with the building might be considered with proper site plan / town approval.
- Ramp design should adhere to appropriate standards as set by the Ontario Building Code in regards to slope allowances, widths, railing heights etc. Materials and colour choice should blend in with the overall design of the store front.
- If possible, a recessed door might be considered to accommodate a grade change;
- Hand rails should be provided for entrances with stairs.
- Entrances should be well defined with the use of signs, doorways or awnings and should be well lit.

**ACCESSIBILITY**

DID YOU KNOW...

Refer to the Facility Accessibility Design standards to make sure travel routes meet the accessibility requirements!

**CIP**

DID YOU KNOW...

Accessibility upgrades are in line with the Commercial Facade Improvement Grant. Review the Community Improvement Plan and the Facility Accessibility Design Standards for more information.



Concrete ramp with guardrail provides access to historic building. Note colour of handrail.



Building entrance flush with sidewalk - barrier-free



New construction that provides barrier-free entrance opportunity to its customers.

RECOMMENDED



Business entrances not level with sidewalk- requires stairs up into buildings. Ramps without handrails provide obvious challenges and add to obstruction on street.



NOT RECOMMENDED

The Elements: Awnings & Canopies

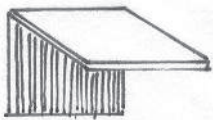
The use of awnings for a store-front not only provide practical benefits for a building façade, but can also dramatically animate the streetscape itself. An awning is a clever way to extend a building façade into the street, claiming that part of the sidewalk that it covers as it's own, demanding attention from the passing customer. Awnings provide shade for both the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for the visitor entering the building. In some instances, they can provide an alternative 'canvas' for signage.

Design Considerations:

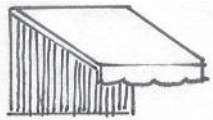
- Choose an appropriate form of awning to suite the window and door arrangement. Awnings can accentuate the entrance door, or can span a full building façade;
- Traditional canvas awnings are retractable, can span over a sidewalk, and are available in a variety of historical colours and patterns. Remote control devises are available to ease extension and retraction;
- Fixed canvas awnings are usually steep to shed snow, and therefore do not extend far over the sidewalk environment. However, the height of this type of awning can further enhance an otherwise bare building face;
- In all instances, consider the durability of the fabric in regards to weathering. Fading and mould resistant fabrics are preferred;
- Choose a colour(s) in keeping with the colour scheme for the building, and in keeping with the desired theme of the downtown in general;
- Retractable awnings also present an opportunity for an alternative option for signage. An awning should not be used for primary signage;
- An awning should not cover important architectural detailing;
- Awnings should respond to the overall configuration of the building façade;
- Awnings should be attached to a solid wall no higher than 300mm above the top of window edge;
- Awnings should extend maximum 1.5m from the building face on streets; and be set back a minimum 600mm from the sidewalk curb.
- Awnings should be rectangular in shape with straight edges. Awnings shall not have a bottom soffit panel and shall not be backlit;
- All awnings on a single store front should have consistent form, material or colour;
- An architectural arcade or fixed canopy may be used instead of an awning;
- An architectural arcade or fixed canopy / roof structure are those that might highlight an entrance or extend the full frontage of the store, but shall not include additional support such as a column or post.

Awning Types

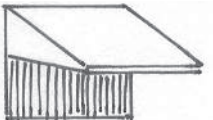
Open Sided



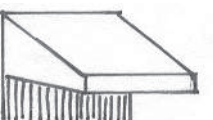
Open Sided with Valance Drop



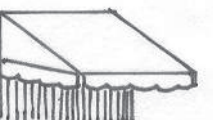
Closed awning with a return



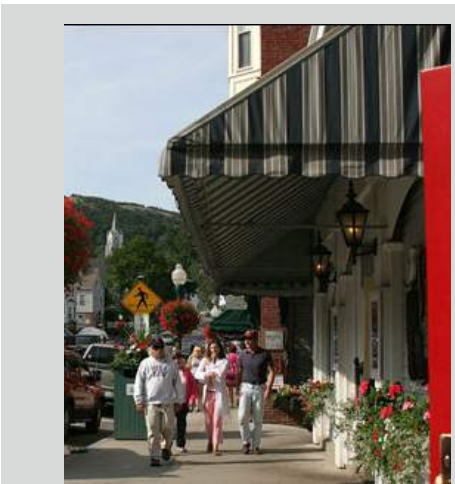
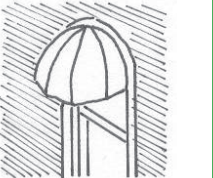
Fixed Valance



Fixed Valance



Dome Awning



Awnings support façade composition and can make streetscapes more appealing.



Traditional awning with supportive signage shades sidewalk merchandise and interior space.



Steep pitch may respect sight lines on street corner or screen unsightly building face.

RECOMMENDED



Closed rounded awnings in bright primary colours are not recommended

NOT RECOMMENDED


The Elements: Signage


Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base. Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the store-front and oriented to the pedestrian. Signs have become bigger, bolder, and louder with the advancement of the passing vehicle. Now signs fabricated from plexiglass, are back lit, not integrated into the architecture of the building and have little appeal to a consistent theme. Advertising is not limited to just a sign - specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores encumbering pedestrian movement. These displays contribute to a cluttered and confusing store-front, they obstruct views into and out of a store and compromise personal and store safety.

Design Considerations:

- Type face should be made clear and easy to read. Painted plastic letters and moulded polyurethane signs are currently available, which keep historical themes relevant, while lessening maintenance issues. Stainless steel letters or similar alternatives are acceptable. Colours should be coordinated with building.
- Studies show that a passerby can effectively read seven words on a sign and do so in under 4 seconds. Primary signs should advertise the name of the business and the primary goods or services offered.
- A recommendation of a maximum of one primary sign and one blade sign for store face. Alternatively, primary signage may be permitted on an awning.
- Signs attached to a building should be integral with store-fronts, no larger than 600mm in height and externally lit. Backlit or neon type signs are not encouraged as the primary integrated sign.
- An additional blade sign may be attached perpendicular to the façade at a height above 2.4m, not exceeding 1.0m in height or 0.6m in length. The blade sign should be located just under or just over the store awning. In other circumstances, the blade sign may be suspended by chains or by a bracket.
- Ideally, a continuous frieze or fascia should be located over the store-front at approximately 450- 500mm in height. This fascia should be the location of the primary sign.

**CIP**
DID YOU KNOW...
Your private business may be eligible for a façade improvement incentive through the Downtown Community Improvement Plan. New signs that follow the guidelines are part of the plan!

**BY-LAW**
DID YOU KNOW...
The Municipality of Trent Hills has a Signage By-Law 2008-33. Refer to the By-Law for more detailed information regarding signage in Campbellford!

**CPTED**
DID YOU KNOW...
Limiting the amount of signage in windows is just one way of using the CPTED standards to minimize undesirable behavior! Refer to CPTED Ontario for more information.



Custom decorative metal arm with hanging sign easily read by pedestrians.

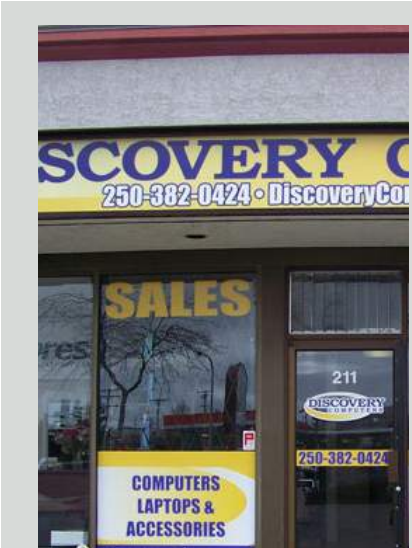


Rustic wood sign with additional themed adornment. Note lighting.



Extruded letters painted gold.

RECOMMENDED



Too many signs and too much information.



Signs fabricated from Plexiglass, are back lit, not integrated into the architecture of the building and have little appeal to the streetscape

NOT RECOMMENDED

The Elements: Shutters

Shutters, although no longer used for their original use of protecting widows, can add visual interest to a building façade. If painted in a contrasting colour to match other trim, shutters can animate a façade that might otherwise be considered stark, boring, and uninteresting. Typical styles include, Louver, Panel, Board & Batten and Combination Shutters.

Traditional wood shutters demand a higher level of maintenance, and should be painted with a high quality paint to ensure less frequent touch ups. PVC or plastic shutters, while less costly and easier to maintain, have limited colour options, and are often available in standard sizes only. However they can be painted with the appropriate paint.

Design Considerations:

- The width of the shutter should be in keeping with the width of the window. The total size of both shutters should be the size of the inside of the window frame.
- Shutters should be mounted on the inside edge of the window frame to give the appearance that they can be closed. Use hinges if possible, even if shutters are not meant to be closed.
- Use the right shape. For example, for arched windows use arched shutters.
- Shutters should be traditional/historic in style (in keeping with the style of the building) and made out of wood or vinyl. They should also be coloured in the same colour as other trim.



GREEN MEASURES

DID YOU KNOW...

Buying local, durable materials is not only sustainable but supports the local economy too!



Wood shutters with curved top and decorative finishes.




Contrasting black wooden louver style shutters with curved top




Proportioned shutters with functioning hardware.


RECOMMENDED



Inappropriate use of colour



Unrealistic use of shutters.



Narrow shutters are not in scale with window width appear inoperable.

NOT RECOMMENDED

The Elements: Lighting

Lighting found on store-fronts is for safety purposes as well as to highlight signage. Unfortunately, the invention of the backlit Plexiglas sign has undermined many façade improvement projects - lighting, sign and complete design flexibility for graphic work in one easy to install unit is more appealing than having to consider and maintain each component separately. However, public opinion in regard to historic/destination areas show a preference for the more tactile composition of separate signage and lighting on façades.

Design Considerations:

- The primary goal of a light fixture is to be a source for highlighting a specific detail, signage or space on the building façade.
- Lighting should complement a building and should be appropriate to a building’s architectural style.
- Lighting of front door areas can be accomplished in two ways. Wall mounted fixtures with a lantern style can flank a doorway or store-front. A ceiling mounted fixture for a recessed doorway could take on one of either two forms - a hanging lantern style or a less decorative fixture such as a recessed ceiling fixture.
- Highlighting signage can be accomplished decoratively with attractive ‘Gooseneck’ lighting. Modern versions of the ‘Gooseneck’ are available that are less decorative, but maintain the integrity of selective signage and traditional theming.
- Simple, unobtrusive spot lights can also highlight signage that might otherwise not be able to be lit.
- Modern light fixtures with traditional styling come with up-to-date technologies that include ‘dark sky’ compliance and shadow guards.
- Avoid pulsating or flashing lights as well as poorly directed light to the street which will cause distraction for the motorist and inappropriate glare towards neighbouring buildings or pedestrians.



CPTED

DID YOU KNOW...

Lighting is just one way of using the Crime Prevention Through Environmental Design standards to minimize undesirable behavior! Refer to CPTED Ontario for more information.



CIP

DID YOU KNOW...

Your private business may be eligible for a façade improvement incentive if it includes new lighting consistent with the guidelines. Refer to the Downtown Community Improvement Plan for more details.



BY-LAW

DID YOU KNOW...

The Municipality of Trent Hills has a Signage By-law 2008-33. Refer to the By-Law for more detailed information regarding lighting to highlight signage.



ACCESSIBILITY

DID YOU KNOW...

Refer to section 4.4 Systems and Controls in the Facility Accessibility Design Standards to make sure lighting meets the accessibility requirements!



GREEN MEASURES

DID YOU KNOW...

Using solar powered lighting or LED bulbs are more sustainable options and reduces electricity costs!



Traditional gooseneck lighting painted to match building colour

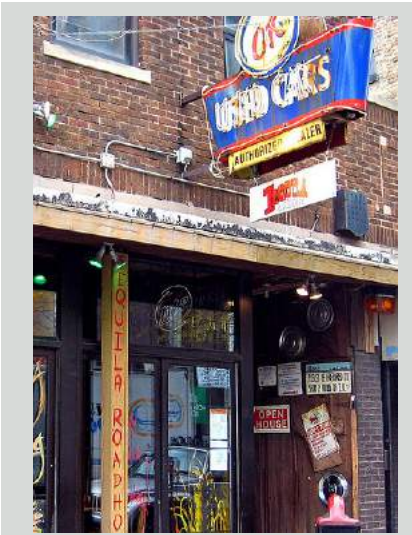


Traditional ‘yard’ style light with modern updates such as dark sky compliance rating and light shields.



Traditional lantern flanks doorway.

RECOMMENDED



Neon tube lighting is not recommended.



NOT RECOMMENDED

The Elements: Building Material

Brick façades contain a great deal of historic detailing and are typically comprised of local materials making them iconic components of the downtown. It is necessary to consider building materials in all façade treatments in order to help protect the architectural integrity and history of a community.

Typical siding materials include board and batten, decorative shingles and tongue and groove style panelling. Recent advancements in materials and techniques can emulate rustic and/or natural materials (wooden members & shingles, stucco, natural stone etc.)


Design Considerations:

- When original masonry is beyond the scope of restoration, a quality, insulated alternative that will allow original detailing to be preserved or mimicked should be used.
- Alternative materials might include; an acrylic stucco system, which will allow the preservation of much of the original detailing.
- Wood/carpentry design features in combination with desired paint colours provide an inviting addition to many façade compositions. Often many ‘frame’ buildings can contribute significantly to a downtown even amongst a predominance of brick and masonry façades.
- Rustication or foundation effects at the base of walls should relate in height proportion and design to specific elements of the building such as the window and floor.
- Walls, knee walls, and columns of the store-fronts shall be made of wood (painted finish), red clay brick or natural stone.
- “Hardiplank”, or equivalent cementitious board, with a smooth surface may be substituted for wood.

**CIP**

DID YOU KNOW...

Repair your walls to improve your facade and your private business may be eligible for a façade improvement incentive through the Downtown Community Improvement Plan.

**GREEN MEASURES**

DID YOU KNOW...

Buying local, durable building materials is not only sustainable but supports the local economy too!



Board and batten (vertical or horizontal).



Natural wood detailing around windows and doors create an inviting street presence.



Stone veneer comes in a variety of textures, patterns and colours.

RECOMMENDED



Modern applications of wood detailing.



Full stucco façades.

NOT RECOMMENDED


The Elements: Seasonal Adornment

Often overlooked, decorative urns, pots, and hanging baskets provide an extra level of decor to a store-front that attract a potential shopper in a way that conveys hospitality as well as adding to ‘street greening’ opportunities. This small touch offers a welcoming feeling suggesting that this is a friendly place to shop. Window boxes, hanging planters and floor pots or urns can be planted with seasonal floral displays or support other decorative materials.

To enhance seasonal adornment on a façade, materials such as Birch trunks, evergreen boughs, pine cones and similar materials reminiscent of the ‘great outdoors’. Be mindful of maintaining accessibility!


Design Considerations:

- Durability, creativity, and security are relevant factors when considering this type of adornment.
- Seasonal adornments need to be secured or be heavy enough to deter theft/vandalism.
- Hanging baskets need to be accessible for watering, but also need to be out of the way of passing pedestrians.
- Pots and planters can also be used during the winter with the creative use of dried plant materials, lights, and other ornamentation.
- Larger pots can be planted with evergreen plants if insulated (spray foam insulation, or cut up pieces of rigid foam insulation lining pots/boxes).
- Appropriate plant material in regards to sun or shade conditions should be considered.
- A co-ordinated colour scheme, including flowers, will enhance the overall appearance of the facade.

**ACCESSIBILITY**

DID YOU KNOW...

Refer to the Facility Accessibility Design standards to make sure travel routes meet the accessibility requirements!

**GREEN MEASURES**

DID YOU KNOW...

By adding greening to your business's façade it can make the façade more visually appealing and not only improves the overall streetscape appearance, but increases customer satisfaction!



Window box with winter interest




Planters and hanging baskets soften this outdoor patio



Large heavy decorative urns placed between windows.

RECOMMENDED



Too many pots that are too small clutter the store-front



Planting doesn't match the scale of the facade


NOT RECOMMENDED

The Elements: Sidewalk Retailing

Sidewalk retailing space accompanies space between the existing sidewalk right of way and building face. In some instances space is limited and opportunities are not available for sidewalk retailing. In cases where there is ample space, opportunities exist for sidewalk cafes or patio spaces and additional sidewalk retailing (sales displays). Adherence to accessibility standards and relevant municipal by-laws must be maintained.


Design Considerations:

- The existing sidewalk space and pedestrian thoroughfare should not be compromised in any way. In the case of sidewalk patios or food related activities, adequate setbacks should be provided to accommodate staff servicing, accessibility requirements, etc., to avoid spill out onto the public realm.
- Sidewalk retailing should be encouraged as this additional activity enlivens the overall ambiance of the streetscape.
- All private activity along the street should be considered temporary. All items should be removable, especially during the off seasons when snow clearing is an issue. All street fencing should also be removable.
- Any fencing should be kept low (approx. 1m) so that sight lines and security are not an issue.
- Overhead umbrellas should not encompass sidewalk space and should also not obstruct tree canopies. They should also be coordinated in colour and style.

**ACCESSIBILITY**


DID YOU KNOW...

Refer to the Facility Accessibility Design standards to make sure travel routes meet the accessibility requirements!

**GREEN MEASURES**

DID YOU KNOW...

By adding greening in the sidewalk retailing space it improves the overall streetscape as well as enhancing the business's storefront!



A cafe takes advantage of minimal sidewalk space with a single row of tables.



Outdoor display areas show off a store's wares.



Maintaining clear sidewalks with curb side retailing or patio

RECOMMENDED



Sandwich boards clutter sidewalks taking away from the overall streetscape appearance.



Large objects like ice machines, pop machines and newspaper boxes are 'privately' owned and managed yet often compromise space in the public realm -- this should be discouraged.



Sandwich boards can be tasteful, but should be avoided being located where they may obstruct sidewalks.

NOT RECOMMENDED

The Elements: Public Art

Public art is an important element of façade composition that is often overlooked. Banners, murals and sculptures are the most common examples of public art that are often incorporated into a buildings' façades. Obviously cooperation between private and public sectors is necessary (what is allowed and what is not) – the Municipality should provide guidance.

Design Considerations:

- Banners should be constructed of high quality, double-sided materials that will have a guaranteed longevity of at least 10 years
- Sizes, shapes and colours of banners may vary, however, the banners should be consistent throughout respective communities and reflect being part of the Town, drawing on local themes or events.
- The bottom of the banner should not be installed lower than 2.5 metres from finished grade.
- Maintenance and replacement of faded and/or damaged banners.
- Murals should not be directly painted or applied on the façade of the building, rather the appropriate fastening of 'mural panels' to allow for ease of install and future maintenance is preferred.
- Placement of public art should be highly visible yet no intrusion into sight lines to minimize risk of vandalism, highly visible area or at a height from ground.
- Also consider murals beyond the typical historic theme - expressing an understanding of a communities 'present' and anticipating its 'future' is as important as appreciating its 'past';



Building banners complement façades in scale and colour.



Murals enhancing/ coordinating with existing façades.

RECOMMENDED



Multiple contrasting colours are used and create a busy banner limiting legibility.

NOT RECOMMENDED

The Elements: Colour

Design Considerations:


- Window trim, wooden cornice detailing, and moulding should be painted in a contrasting colour to the body of the building.
- Window awnings, shutters and siding colour choices should be coordinated and should be painted in an accent colour.
- A high quality paint should be used for overall durability.
- Signage could complement building colour choices but need not be limited to them.

Palette Selection:

Trent Hills' building stock consists mainly of red brick. Colours best suiting the existing brick colours are found in a warm range. Informed by this, we suggest that two colours in warm tones such as beige, cream, tan, light blue and brown form a base palette. The first base colour would be for the main painted area of the building. The second base colour would be used for trim work - windows, trim and wooden cornice detailing. A third accent colour would be used for doors or elements requiring highlighting - awnings, shutters, signage. Accent colours are tertiary colours such as olive or sage green, terra cotta, warm blue, gold, taupe etc.

The following colour selection is a suggested base from which to work upon to suit the downtown as a whole. It is not meant to inhibit or limit colour selection, but rather initiate a process for appropriate colour selection that will be supportive of the towns initiative. While this palette is from the Benjamin Moore Historical Colours; (most of these colours can be matched/offered by several other quality paint manufacturers) they are consistent to the colours found in many other palettes not identified as “historical.”

Note: Colour representation may not be exactly as manufactured. Verify with local paint supplier.



CIP

DID YOU KNOW...

Thinking of updating the colour of your facade? Your private business may be eligible for a façade improvement incentive through the Downtown Community Improvement Plan.

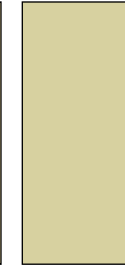



GREEN MEASURES

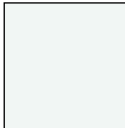
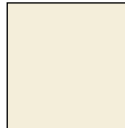











DID YOU KNOW...

Working with your local paint supplier can yield paint supplies and products that are more environmentally friendly.




Primary Base Colours:

| | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Litchfield Gray HC-78 | Putnam Ivory HC-39 | Greenbrier Beige HC-79 | Hepplewhite Ivory HC-36 | Hawthorne Yellow HC-4 | Castleton Mist HC-1 | Silver Satin 856 |
|  |  |  |  |  | | |
| Meadow Mist 936 | Monterey White HC-27 | Early Morning Mist 1528 | Rockport Gray HC-105 | Sandy Hook Gray HC-108 | | |

Secondary Base Colours:

| | | | | | | | | |
|---|---|---|---|---|--|--|--|--|
|  |  |  |  |  |  |  |  |  |
| White Diamond 2121-60 | Butterfield 897 | Yellow Freeze 2020-70 | Gray Horse 2140-50 | Woodlawn Blue HC-147 | Vale Mist 1494 | Louisburg Green HC-113 | Lapland AF-410 | Monticello Rose HC 63 |
|  |  |  |  |  | | | | |
| Raccoon Hollow 978 | Alexandria Beige HC-77 | Davenport Tan HC-76 | Stardust 2108-40 | Amherst Gray HC-167 | | | | |

Tertiary Accent Colours:

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Marlboro Blue HC 153 | Blue Nose 1678 | Ciribbean Azure* 2059-20 | Van Deusen Blue HC 156 | Hale Navy HC 154 | Covington Blue HC 138 | Clearspring Green HC 128 | Green with Envy* 2036-30 | Lafayette Green HC 135 | Nature's Reflection 504 |
|  |  |  |  |  |  |  |  |  | |
| Hot Apple Spice 2005-20 | New London Burgundy HC 61 | Red Rock 2005-10 | Shy Cherry 2007-20 | Audubon Russet HC 51 | Ansonia Peach HC 52 | Hawthorne Yellow HC 4 | Stuart Gold HC 10 | Split Pea* 2146-30 | |
|  |  |  |  |  | | | | | |
| Stormy Sky 161 | French Beret 1610 | Mississippi Mud 2114-20 | Deep Caviar 2130-20 | Black Forest Green HC-187 | | | | | |

Colour Combinations

Using the selected colour palette on the previous page, examples of colour combinations have been provided to help initiate the process of appropriate colour selection for a building’s façade. By selecting a Primary Base and pairing it with complimentary Secondary Base and Tertiary Accent colour there are a number of possibilities that are well-suited for Campbellford’s downtown building stock. Note: Building owners have the freedom to create their own colour combinations but the examples provided are recommended for the urban areas of Trent Hills.

| | | | | | | | | |
|------------------------------------|------------------------------------|--------------------------------------|------------------------------------|------------------------------------|-----------------------------------|---------------------------------|-------------------------------------|--------------------------------|
| <div>Litchfield Gray HC-78</div> | <div>Nature's Reflection 504</div> | <div>Alexandria Beige HC-77</div> | <div>Hawthorne Yellow HC-4</div> | <div>White Diamond 2121-60</div> | <div>Blue Nose 1678</div> | <div>Rockport Gray HC-105</div> | <div>Caribbean Azure* 2059-20</div> | <div>Vale Mist 1494</div> |
| <div>Early Morning Mist 1528</div> | <div>Split Pea* 2146-30</div> | <div>Amherst Gray HC-167</div> | <div>Monterey White HC-27</div> | <div>Hot Apple Spice 2005-20</div> | <div>Raccoon Hollow 978</div> | <div>Temporal Spirit 965</div> | <div>Mississippi Mud 2114-20</div> | <div>Davenport Tan HC-76</div> |
| <div>Greenbrier Beige HC-79</div> | <div>Mississippi Mud 2114-20</div> | <div>Butterfield 897</div> | <div>Hepplewhite Ivory HC-36</div> | <div>Deep Caviar 2130-20</div> | <div>Lapland AF-410</div> | <div>Castleton Mist HC-1</div> | <div>Marlboro Blue HC 153</div> | <div>Sparkling Wine 949</div> |
| <div>Butterfield 897</div> | <div>French Beret 1610</div> | <div>Woodlawn Blue HC-147</div> | <div>Sandy Hook Gray HC-108</div> | <div>Shy Cherry 2007-20</div> | <div>Yellow Freeze 2020-70</div> | <div>Meadow Mist 936</div> | <div>Buckland Blue HC-151</div> | <div>Gray Horse 2140-50</div> |
| <div>Silver Satin 856</div> | <div>Rustique AF-275</div> | <div>Black Forest Green HC-187</div> | <div>Marble White 942</div> | <div>Rustic Brick 2091-20</div> | <div>Louisburg Green HC-113</div> | <div>Putnam Ivory HC-39</div> | <div>Audubon Russet HC 51</div> | <div>Stardust 2108-40</div> |

The Elements: Back of Building


Most downtown businesses have space limitations on their main streets and require the use of parking areas behind street front buildings as well as water-facing façades. As such, businesses are inviting guests to their ‘back-yard’ spaces. Views of the backside of a building become an important part of the guest experience especially when visitors are traveling by boat and therefore has a direct impact on the public realm. This guideline will apply to properties that have back of building spaces that have impact on the public realm both physically (ie that are directly adjacent to) or visually (ie within visual contact of a public space such as a parking lot, park, walkway, sidewalk or laneway, or water-facing).

Design Considerations:

- For wall materials, windows, doors, etc. refer to general Façade Guidelines - treatment of the backside of buildings are generally the same as the street-facing façade guidelines;
- Building fabric: Should be clean and free of damage, staining or disrepair;
- Emergency access stairwells should be in working order, and free of disrepair;
- Access or walkway to the back door should be accessible, inviting with a highlighted back door for public use, or understated for private use;
- Access doors should be lit for night time access and safety, with limited glare and light spill to other properties;
- Storage and waste areas should be properly screened from view using fencing or plant material;
- Tree and shrub planting should be encouraged to add visual appeal.

Treatment of street-facing façade continues throughout all sides of building creating pleasing views of the backside of the buildings






CIP

DID YOU KNOW...


By improving the back of your building to enhance it's appaerance to the public, your private business may be eligible for a **second** façade improvement incentive through the Downtown Community Improvement Plan.



CPTED

DID YOU KNOW...

Using appropriate lighting to highlight the back of building space is just one way of using the Crime Prevention Through Environmental Design standards to minimize undesirable behavior! Refer to CPTED Ontario for more information.



GREEN MEASURES

DID YOU KNOW...

Using rain gardens in parking areas allows for adequate drainage and encourages sustainable methods dealing with stormwater runoff.



Facade Demonstrations

The following demonstrations illustrate treatments that could be incorporated into a façade improvement. Both non-historic (typically infill) and historic-modified have been demonstrated.




Proposed Facade


Existing Facade

Colours
Benjamin Moore Historical Colours


Base: Putnam Ivory
HC-39



Trim: Stardust
2108-40



Accent: French Beret
1610




Downtown
Facade
Guidelines

Non Historic
Demonstration 1

This drawing is a demonstration of design intent only, it is not a construction drawing.



Proposed Facade

Existing Facade

Colours
Benjamin Moore Historical Colours

Base: Marble White 942

Trim: Louisburg Green HC-113

Accent: Rustic Brick 2091-20

**Downtown
Facade
Guidelines**

**Non Historic
Demonstration 2**

This drawing is a demonstration of design intent only, it is not a construction drawing.





Proposed Facade

Downtown Facade Guidelines

Existing Facade

Colours

Benjamin Moore Historically Colours

Base: Litchfield Gray
HC-78



Trim: Alexandria Beige
HC-77



Accent: Nature's
Reflection
504



Refinish existing detailing in
trim colour

Traditional awning finished
in accent colour with optional
pattern.

New stylized siding in
body colour

Residence entrance
finish in trim colour

New removable
planters in accent
colour



Refinish window trim in
trim colour

Refinish frieze in trim
colour

Open sided traditional
awning finished in
accent colour with sign
opportunity

Refinish window trim
and entrance in trim
colour

Window sills to be
refinished in trim
colour

Historic Modified Demonstration 1

*This drawing is a demonstration
of design intent only, it is not a
construction drawing.*




Proposed Facade

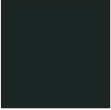
Existing Facade

Colours
Benjamin Moore Historically Colours


Base: Silver Satin 856



Trim: Black Forest Green HC-187



Accent: Rustique AF-275



Refinish existing detailing in trim colour

Refinish trim in trim colour

New stylized siding in body colour

Residence entrance finish in trim colour



Refinish window trim in trim colour

Refinish frieze in trim colour

Open sided traditional awning finished in accent colour with sign opportunity

Refinish window trim and entrance in trim colour

Window sills to be refinished in trim colour

**Downtown
Facade
Guidelines**

**Historic Modified
Demonstration 2**

This drawing is a demonstration of design intent only, it is not a construction drawing.