

DETAILED STREETSCAPE & DESIGN GUIDELINES FOR DOWNTOWN MILLBROOK

FINAL REPORT June 2017

The Township of Cavan Monaghan



Stempski Kelly Associates Inc.

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DETAILED STREETScape & DESIGN GUIDELINES: PROJECT INTRODUCTION

The Township of Cavan Monaghan has been proactive in pursuing initiatives to encourage downtown revitalization and continues to do so through its goal to develop and implement a Detailed Streetscape and Design Guideline for Downtown Millbrook. There have been accomplishments made through municipal, focus and service group initiatives in the past that have resulted in subsequent community improvements. This is an obvious testimony to the leadership, organization and drive of the Township, its businesses and residents. The purpose of this report for the Millbrook community is not to revise what has already been planned, but to add detail so that the vision for its “downtown” district is documented and incorporated into the public realm - a communal, physical streetscape as well as its constituent façades.

The Process

Plans, reports and mapping relevant to the project scope were supplied by the Township of Cavan Monaghan to Stempski Kelly Associates Inc. (SKA) for review. These were summarized and all relevant information was considered as the project moved forward.

To initiate the Detailed Streetscape and Design Guidelines for Downtown Millbrook, a meeting with members of both the Downtown Millbrook Revitalization Advisory Committee and Municipal Heritage Committee was held to engage local interest and gather input from community members and business owners. The session included information about streetscape, façade and public realm development in general, as well as to collectively further identify specific nuances to be captured, introduced, or maintained within the current physical context of Millbrook’s downtown.

A Community Design Workshop was held for interested parties and was comprised of an informative presentation and a Visual Preference Survey designed to stimulate thought and discussion about the community’s façades and streetscapes in general. Many of these priorities have direct links with the design of the physical landscape and have therefore, where applicable, become the focus for the proposed façade and design recommendations. Additionally, inventories were analyzed and areas that would support further improvements were identified.

SKA also had discussions with representatives from Township Staff, the Downtown Millbrook Revitalization Advisory Committee, and the Municipal Heritage Committee. The nature of the discussions revolved around revitalization opportunities (specifically façades) for Downtown Millbrook. The comments and information provided helped inform a direction for this comprehensive and implementable streetscape and design guideline.

All relevant information collected formed the ‘foundation’ from which to draw upon in terms of recommending improvement design guidelines for streetscapes, façades and the public realm. A theme and style guide further helps to define a character for the downtown area. These recommendations, with the aid of visual demonstrations, illustrate how the recommendations would improve the physical realm, and how the recommendations can be put into action to further development planning.

HOW TO USE THIS PLAN

POTENTIAL USE SCENARIOS

Township of Cavan Monaghan Staff

Operations staff consult the *Plan* to determine façade considerations, private/public realm interfaces and material style guides. Locations are identified for future development and incorporation through existing streetscape and façade elements.

Project Manager

The *Plan* is consulted for guiding principles and character of streetscape elements. As places are developed, the *Plan* indicates the type of elements that might be considered for use. The *Plan* offers a summary of material options, yet essentially addresses 'physical elements' for consideration.

Planning or Design Consultant

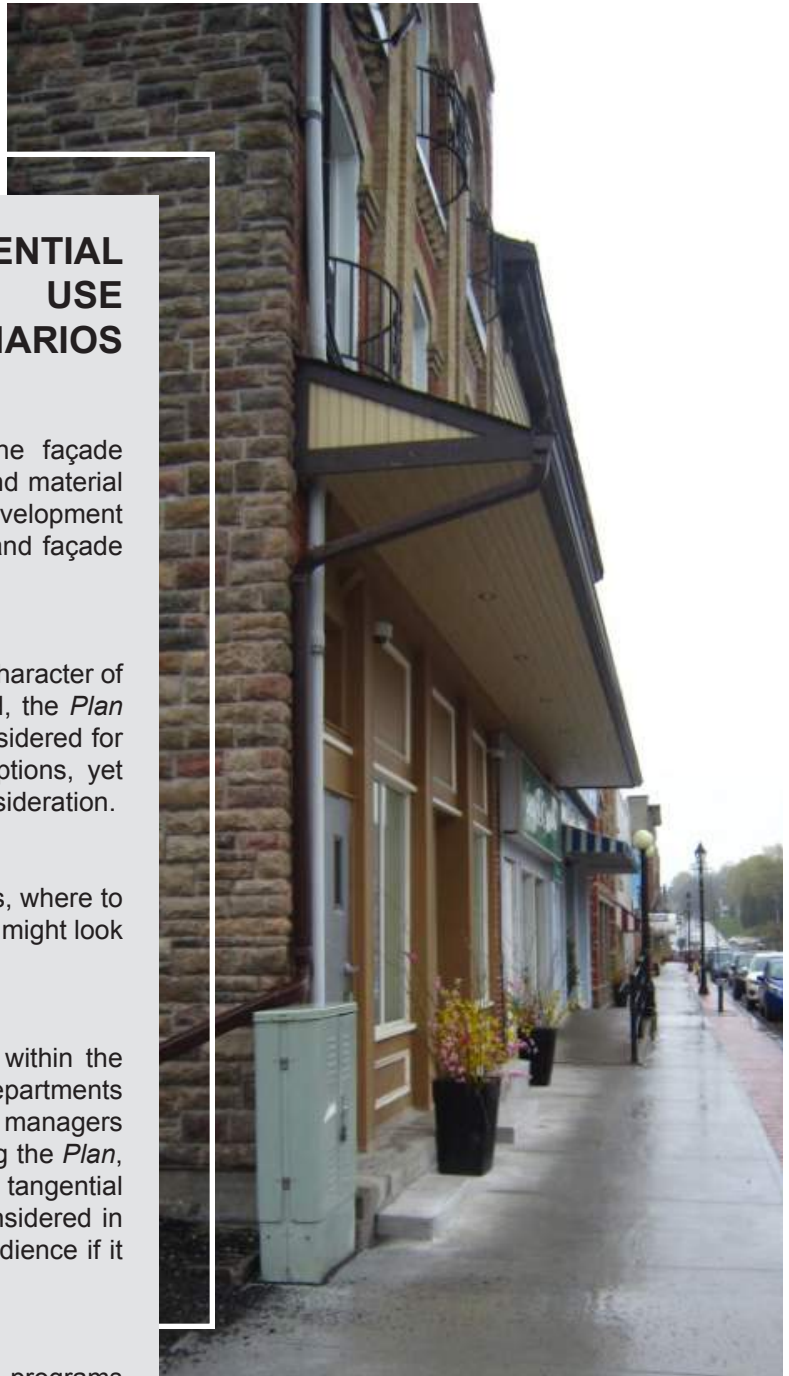
The *Plan* offers guidance for streetscape features, where to place them, what materials to use, and what they might look like.

Department Managers

While a variety of places/spaces and activities within the Township may be organized into specific departments (Planning, Public Works, Parks & Recreation, etc.), managers of those departments will benefit from referencing the *Plan*, thereby gaining awareness of the peripheral or tangential topics that might be identified, celebrated or considered in any particular place. These appeal to a wider audience if it reaches across numerous departments.

Community Service Group Leader

The *Plan* may be consulted as service group programs are developed to match Township needs, requirements of service group activities, and resources (parks, commercial areas, destination features, etc.) within the community.



GUIDING PRINCIPLES

Each element of the new streetscape, façade and design guideline will need to reflect the context and character of Downtown Millbrook, and should embody the values that define the community as charming and unique. The following guiding principles, premised on the community's input, provide the foundation for the Detailed Streetscape and Design Guidelines.

Downtown Millbrook will be:

A Pedestrian Friendly Environment:

The design of the streetscape will reflect this priority with attention to scale, beauty, and accessibility that works for and celebrates people. The pedestrian will feel connected, inspired, comfortable and safe.

Built on Respect:

The streetscape will reflect the overall needs and desires of community members, Township Staff and Council.

Polite:

All streetscape elements shall have 'good manners'. They should be located so as to not obstruct pedestrian or vehicular passage, important views, entranceways or points of egress. They should not be loud in character, but support, complement and enhance the landscape. They should be of the highest enduring quality to respect available and future resources.

Beautiful Downtown:

A new aesthetic that complements the downtown character will focus on decorative elements and

helping to define the downtown core by flanking areas as a unique and important district within the Millbrook community.

A Green Streetscape that is Attractive and Vibrant:

Street greening not only enhances the aesthetic appeal of a downtown, it promotes economic activity, improves environmental quality, reduces crime, encourages tourism, slows traffic and creates a sense of community pride.

A Unified Sense of Place:

The downtown district, having a distinct character, will be united by a common family of streetscape elements that are based on a unifying theme, to ensure that continuity will be felt throughout the overall downtown area.

The Heart of the Community:

The downtown functions as a core economic centre, the main civic area and the primary public gathering space. As such, the downtown should showcase the best that the Township and the community has to offer.

FOREWORD





CHAPTER 1: FOUNDATIONS

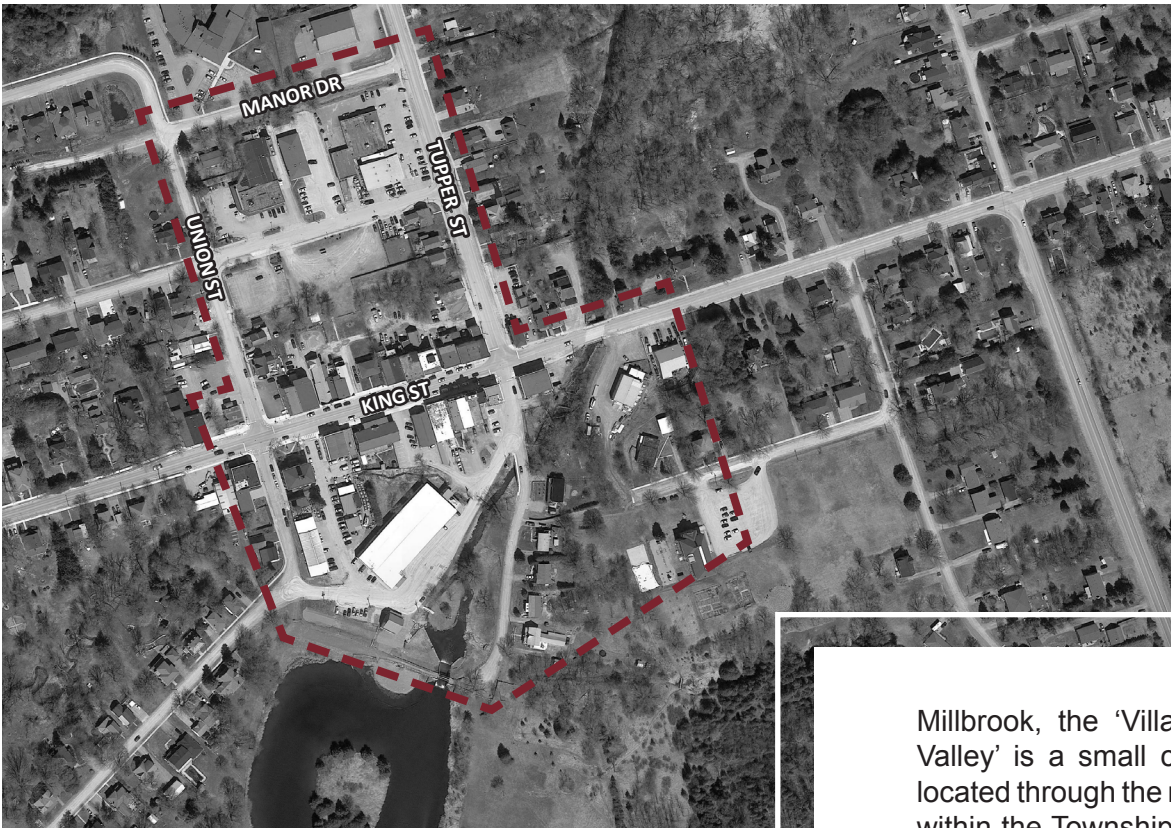


AN OVERVIEW

The foundations section provides a brief introduction to the history and context of Millbrook and how the strength, endurance and consistency of strong heritage architecture can influence the future direction of the community's streetscapes and public realm. While understanding that change does occur in the built environment, and ensuring that community desires are heard and adequately implemented, opportunities and challenges can be successfully identified and addressed. The result – a Detailed Streetscape and Design Guideline to provide direction for future revitalization



HISTORY & CONTEXT



Millbrook, the 'Village in the Valley' is a small community located through the rolling hills within the Township of Cavan Monaghan. Although only an hour east of Toronto, and 15 minutes from Peterborough, Millbrook has successfully been able to retain its unique and charming character while avoiding the uniformity of encroaching urban sprawl. Millbrook is home to the greatest number of historically designated buildings, per capita in Canada.

CHAPTER 1: FOUNDATIONS

Millbrook is famed for its many architectural styles typical of 19th Century Ontario. Examples of Italianate, Victorian, Gothic Revival, Queen Anne Revival, Second Empire French Classical, Gothic Moorish and Art Deco are a few of the styles represented in this small rural village in Cavan Monaghan. Aptly named for its location next to Baxter Creek, home of the Mill Pond and the original Deyell Mill (1820), Millbrook is home to 45 properties designated as historically significant under the Ontario Heritage Act.

Over the years, Millbrook has undergone many reincarnations, has experienced major floods and fires, and has experienced both growth and decline. In efforts to maintain the character that defines its very existence, the Township of Cavan Monaghan has prepared a Detailed Streetscape and Design Guideline document that will encourage appropriate measures for physical revitalization of the downtown core's building stock.



Source: History - Significant Architecture of Millbrook (2007)

STAKEHOLDER INTERVIEWS

Interviews (in person and by telephone) included discussions with approximately 19 members from various committees: the Downtown Millbrook Revitalization Advisory Committee, the Municipal Heritage Committee, the Historical Society, the Business Improvement Area Committee, Township staff, the Downtown Decoration Committee and a few local community members. Many had been part of prior streetscape revitalization workshops and community engagement exercises.

When asked to define Millbrook there was a consensus that Millbrook has a strong heritage with good examples of historical building stock. Millbrook is a 'real heritage gem' with a 'funky vibe – where old meets new', it is the 'Village in the Valley' were some remarks taken away from the interviews.

Millbrook's location off the main highway allows the area to maintain its historical character without the pressures of being a thoroughfare town with strip development on either end. Millbrook has many downtown assets: its proximity to Mill Pond, its unique character, having a compact and walkable downtown, a beautiful seasonal planter program, a good mix of retail, close proximity to recreational walking and biking trails and a keen supportive community. All agreed that the recent streetscape improvements have been well-received, with the new sidewalks and greening measures most appreciated. The asphalt line painting for parking spaces and bump out no parking zones have not been as successful due to fading and wear.

Identified challenges revolve around necessary façade renovations (which can be costly due to the buildings age and historical detailing), sustainable business retention, encouraging both resident and tourist traffic to the downtown core, a lack of communal green space, playgrounds or parks, and the lack of engagement with absentee landlords.

Respondents noted that future revitalization efforts should include building façade renovations addressing peeling paint, awnings, general clean-up, and back of building spaces need the most attention. Other projects for consideration include more greening in the downtown core, the need for a community park or 'common green space', the need for directional signage and wayfinding features to link guests with parking areas, the Mill Pond, trails, new residential developments, and the downtown core.

Other interesting ideas include the need for some form of promotional materials geared towards developers and landlords on how best to proceed with appropriate revitalization plans that would be in keeping with the Millbrook character. A Window Décor session would also encourage a more interesting streetscape useful for both vacant storefronts and uninspired or service oriented main street businesses.

In conclusion, it was generally felt that there is significant community and township support for the Streetscape and Design Guidelines, focusing on façades and public realm spaces, to be integrated into a future Community Improvement Plan.

CHAPTER 1: FOUNDATIONS



COMMUNITY DESIGN WORKSHOP & OPEN HOUSE

Community Design Workshop

Participants were asked to complete a Visual Preference Survey outlining various façade styles, treatments and approaches. Within the survey, the participants ranked images on a scale of 1 to 4; 1 being unfavourable to 4 being very favourable images.

Within the façade survey, there were 107 images in 14 different façade categories. The purpose of the visual survey gives community members a voice in terms of what they would be like to see within their streetscape. It also indicates to the consultants, SKA, what the survey participants expect for Downtown Millbrook. The results of the Visual Preference Survey are listed in the Appendix.



Façade Survey Categories:

1. Convenience Retail
2. Comparison Retail
3. Convenience Service
4. Convenience Food & Beverage
5. Comparison Food & Beverage
6. Comparison Service
7. Historic
8. Historic-Modified
9. Infill
10. Infill Non-Historic
11. Signage
12. Character
13. Colour
14. Awnings

CHAPTER 1: FOUNDATIONS

What We Heard:

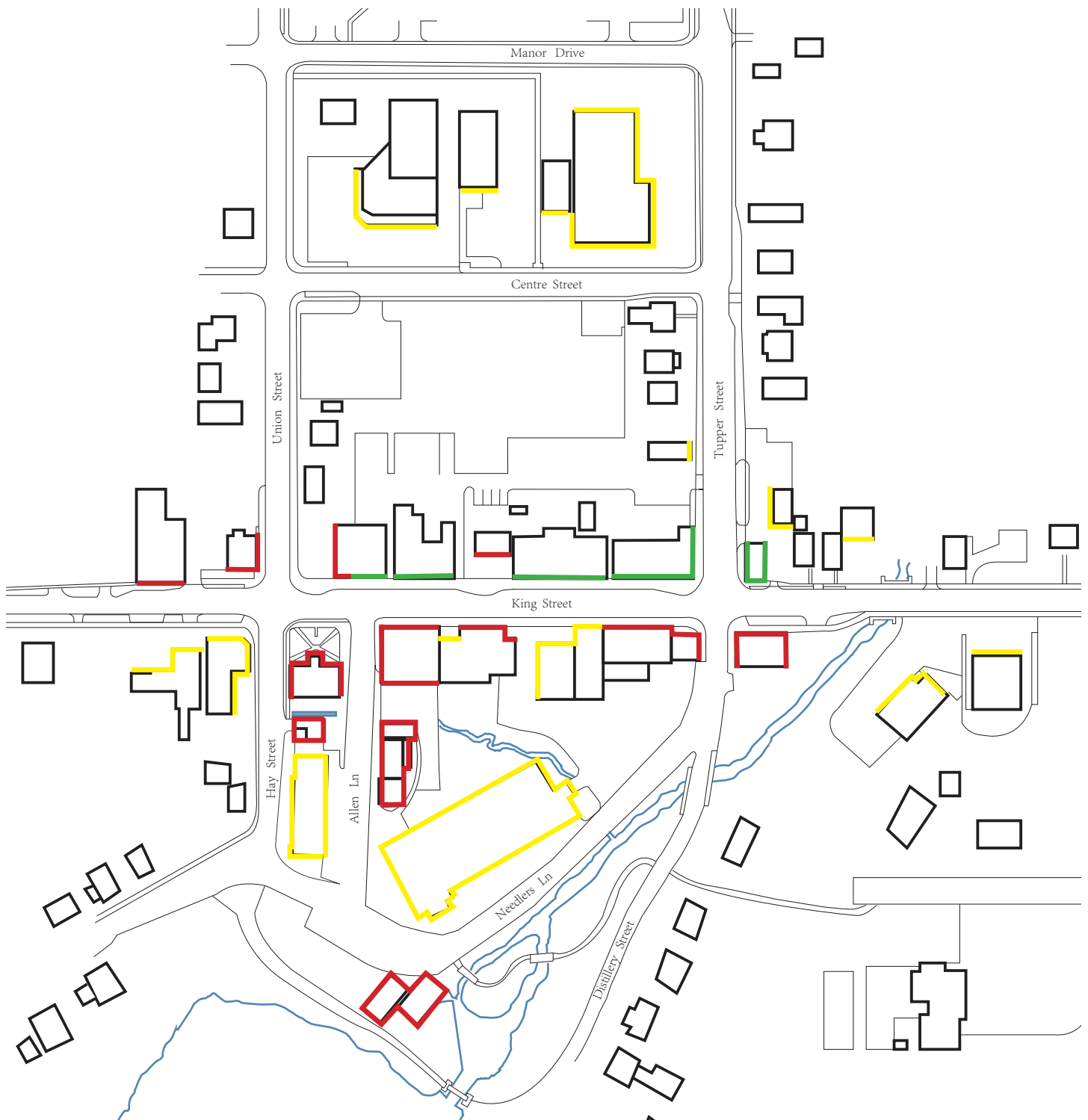
- Historic façades with creative, artistic details were preferred.
- Façades of higher quality details such as woodworking on trim and windows, laser cut metal and other ornamental craft were preferred.
- Awnings and mounted signs that extended off the main building were most favourable.
- Buildings with decorative sign panels with bold print were considered favourable.
- Stone and brickwork in traditional tones were favoured.
- Warm neutral building colours with rich earth accent tones, such as red and green, were preferred.

Community Open House

The purpose of this community open house session was to present the public with draft guidelines for streetscape, façades and other supporting spaces for downtown Millbrook with a means of providing insight and gathering feedback from the public. The session was graphic in nature and included a power-point presentation with a general overview of the document followed by display panels that captured the content of the document. Comment sheets were available to the public for review and feedback on the content. Overall, respondents felt positive about the draft guidelines presented with minor comments regarding the content.



EXISTING FAÇADE DESIGNATIONS



CHAPTER 1: FOUNDATIONS

Legend:

-  Historic
-  Historic Modified
-  Non-Historic

The analysis indicated that 35% of the buildings in Downtown Millbrook are considered Historic, 15% Historic-Modified and 50% are Non-Historic. This includes street-facing commercial buildings in the Downtown Study Area only.

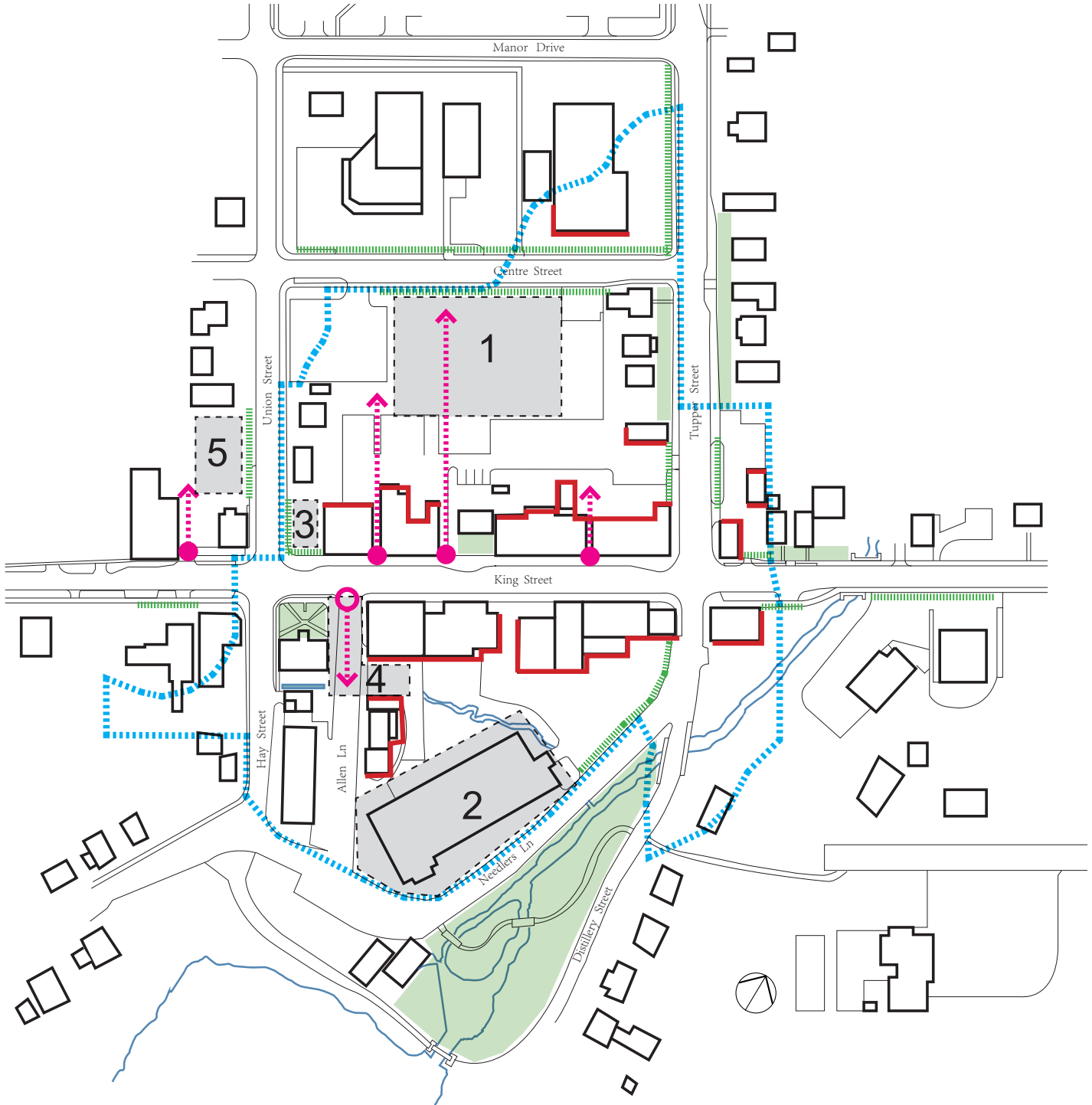
EXISTING FAÇADE INVENTORY



CHAPTER 1: FOUNDATIONS







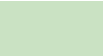



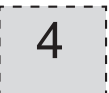



OPPORTUNITIES & CHALLENGES



CHAPTER 1: FOUNDATIONS

Legend:

Legend	
	Alleys and Laneways: Pedestrian/Vehicular Use: opportunity for enhancement
	Conflict zone: Alley entrance: opportunity for enhancement
	Possible development of pedestrian laneway: opportunity for lane enhancement
	Void / Parking Lot and Sidewalk Opportunity for streetscape enhancement
	Special Policy Area: Flood Zone (approximate location only: refer to Cavan Monaghan zoning maps for specific boundary)
	Back of Building Facades: opportunity for enhancement; visual appeal
	Open green areas: lawn or parkette
<i>Future development zone / vacant land:</i>	
	Tinney Property: Large vacant lot with prime streetfront and pedestrian throughfare opportunities
	Community Arena: Future development opportunity: Possible new building on existing arena footprint or 'Needler's Green' Park: prime location next to existing historic Needlers Mill and the Mill Pond
	Void Corner Lot: Prominent downtown corner lot
	Proposed Nexicom expansion opportunity: pedestrian lane; connection to Mill Pond
	1 Union Street: Vacant Township property

MILLBROOK SPECIAL POLICY AREA (SPA)

Certain lands within the established core area of Millbrook are designated as a Special Policy Area (SPA) (See Opportunities and Challenges Plan on the previous page). Part of the historic core of Millbrook's downtown lies within this SPA making the area susceptible to flooding from Baxter Creek. Special policies are required to ensure the continued economic and social viability for this area.

Approvals for any new development and/or renovations in the SPA are required from both the Otonabee Conservation Authority and the Township of Cavan Monaghan. Refer to the Township of Cavan Monaghan Official Plan, Section 4.8 – Millbrook Special Policy Area for specific policies and more detailed information.

In general, the policies are geared towards both new and renovated commercial and residential buildings in relation to flooding issues. Basement levels must be flood-proofed, new doorways and entrances shall be above the Regulatory Flood Elevation (RFE), and new utilities such as air conditioners and electrical systems shall also be above the RFE. The 'Floodproofing Standard' refers to a combination of measures incorporated into the basic design and/or construction of buildings, structures, or properties to reduce or eliminate flooding hazards, wave uprush, and other water related hazards along shorelines.

Of particular interest to the Streetscape and Detailed Design Guidelines, renovated doors and new doors or openings, must have the minimum lowest opening elevation at the RFE. If this is not possible due to legal issues or major disruption to the streetscape, floodproof doors or shields are required. Minor additions or renovations to existing commercial and non-commercial structures are allowed provided the main floor and exterior openings are not lower than the RFE, and that floodproofing measures are acceptable to the Otonabee Region Conservation Authority and The Township of Cavan Monaghan. Exterior spaces (parking, pedestrian access and evacuation routes) shall also be designed to minimize flood damage and not interfere with potential flood flows.



CHAPTER 1: FOUNDATIONS





CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



AN OVERVIEW

Generally, in rural communities, development can be traced over “periods”. Many structures and buildings will have retained their original detailing, but some may have been altered for various reasons, and infill may have added newer styles to the building fabric of the community over the years. In many cases, “styles” for individual façades work at cross-purposes to the feel of the streets in which they are situated and may negatively influence the desired communal character for the commercial district. More often than not, this is a result of a lack of clear identity and misinformation regarding the direction the community would like to go concerning its “look”. After all, most building owners’ skills lie in operating a business and not necessarily how to create, improve, or maintain the façade of a building – this is where the greatest challenge lies.

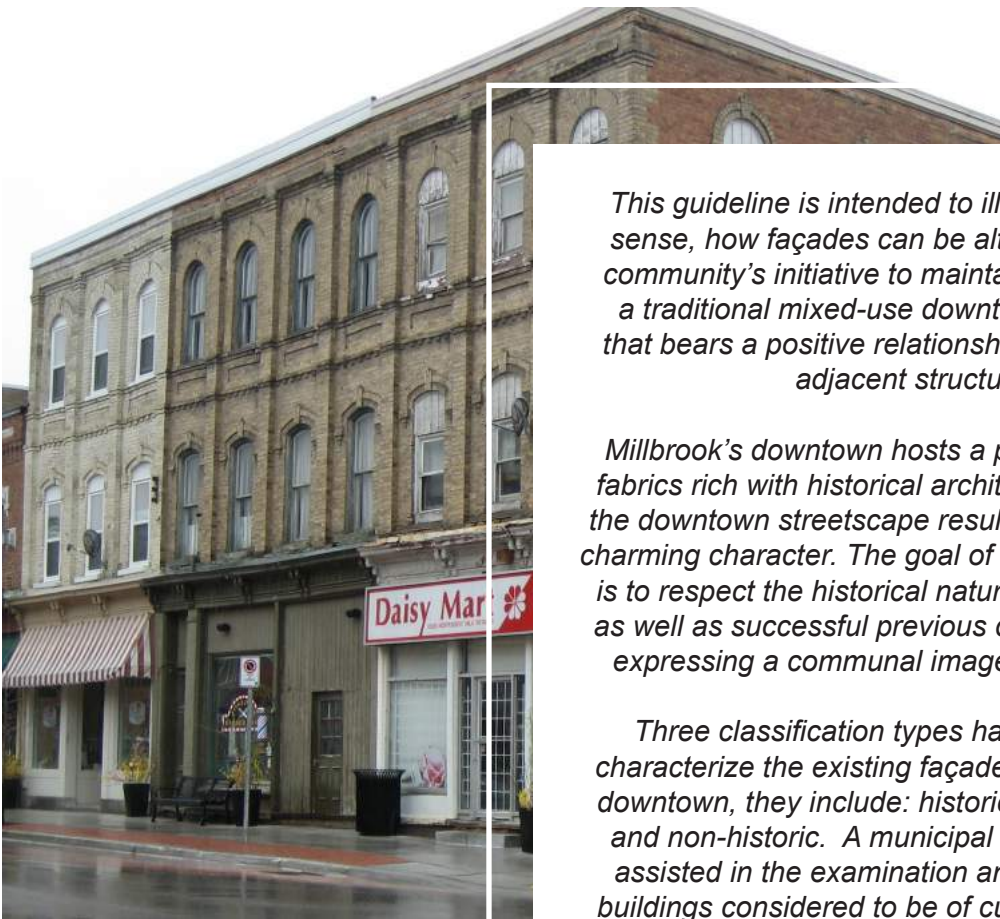
The forward thinking of Cavan Monaghan to engage in a Detailed Streetscape and Design Guideline for Downtown Millbrook is a proactive approach to addressing these challenges. Many communities and Town’s are now seeing the value of incorporating façade improvements into their overall revitalization strategy for their streets and cores. These projects can improve the overall look and feel of a community’s main street or commercial areas, helping them become more desirable as a destination.



2

HOW TO USE THIS 'TOOLKIT'

The Façade Improvement Guideline for Downtown Millbrook is essentially a façade improvement “information tool” addressing topics typically related to context, building envelopes, building/street relationships, climate, entrances, safety, adaptability, expression, scale, exterior materials, performance, etc.



This guideline is intended to illustrate, in a broad sense, how façades can be altered to satisfy the community's initiative to maintain the character of a traditional mixed-use downtown district – one that bears a positive relationship to the street and adjacent structures.

Millbrook's downtown hosts a plethora of building fabrics rich with historical architecture that accents the downtown streetscape resulting in a unique and charming character. The goal of this design guideline is to respect the historical nature of the community as well as successful previous developments while expressing a communal image and imagination.

Three classification types have been used to characterize the existing façades within Millbrook's downtown, they include: historic, historic-modified, and non-historic. A municipal evaluation system assisted in the examination and classification of buildings considered to be of cultural, architectural and/or historical value. Many buildings were deemed to have a seemingly historic character, or historic character with modification, while very few buildings had no historic value; yet all serve an important purpose in the community.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Façade improvement guidelines for buildings located within the downtown core will be employed to aid building and business owners in transforming their building façades. The following sections are intended to help create an identity for downtown façades while respecting the needs of the commercial corridor. These recommendations are not meant to limit creativity, but to encourage and channel it so that participants have the best possible result from their efforts.

■ SECTION 1

Section 1 is essentially a ‘how to’ step-by-step process for building owners (and/or tenants) in understanding their building’s façades, its context, condition and opportunities.

■ SECTION 2

Typically, under the ‘Elements’ section of this document, guidelines suggest ways in which a building façade can be improved to suit a desired theme or heritage era. The guideline doesn’t attempt to “redesign” the façade of every building within the downtown, rather it attempts to define period styles that may have occurred in Millbrook and possibly group its buildings into these categories. This provides an understanding, appreciation and ultimately, a guideline or demonstration of what these buildings could be like if façade improvements are undertaken. Generally, it is a visual education tool – a tool that may entice building owners into improving their façades within the downtown district area.

■ SECTION 3

Section 3 presents guidelines to ensure that an improvement is in keeping with the vision of the Township of Cavan Monaghan. It includes a ‘Façade Project Design Checklist’ as well as information supporting façade improvements for those considering new construction. Our guideline, with the help of appropriate examples, help inform business owners on how to approach giving their building a ‘face lift.’

■ SECTION 4

In Section 4 we have applied a few of the guidelines to illustrate how an existing building could be improved.

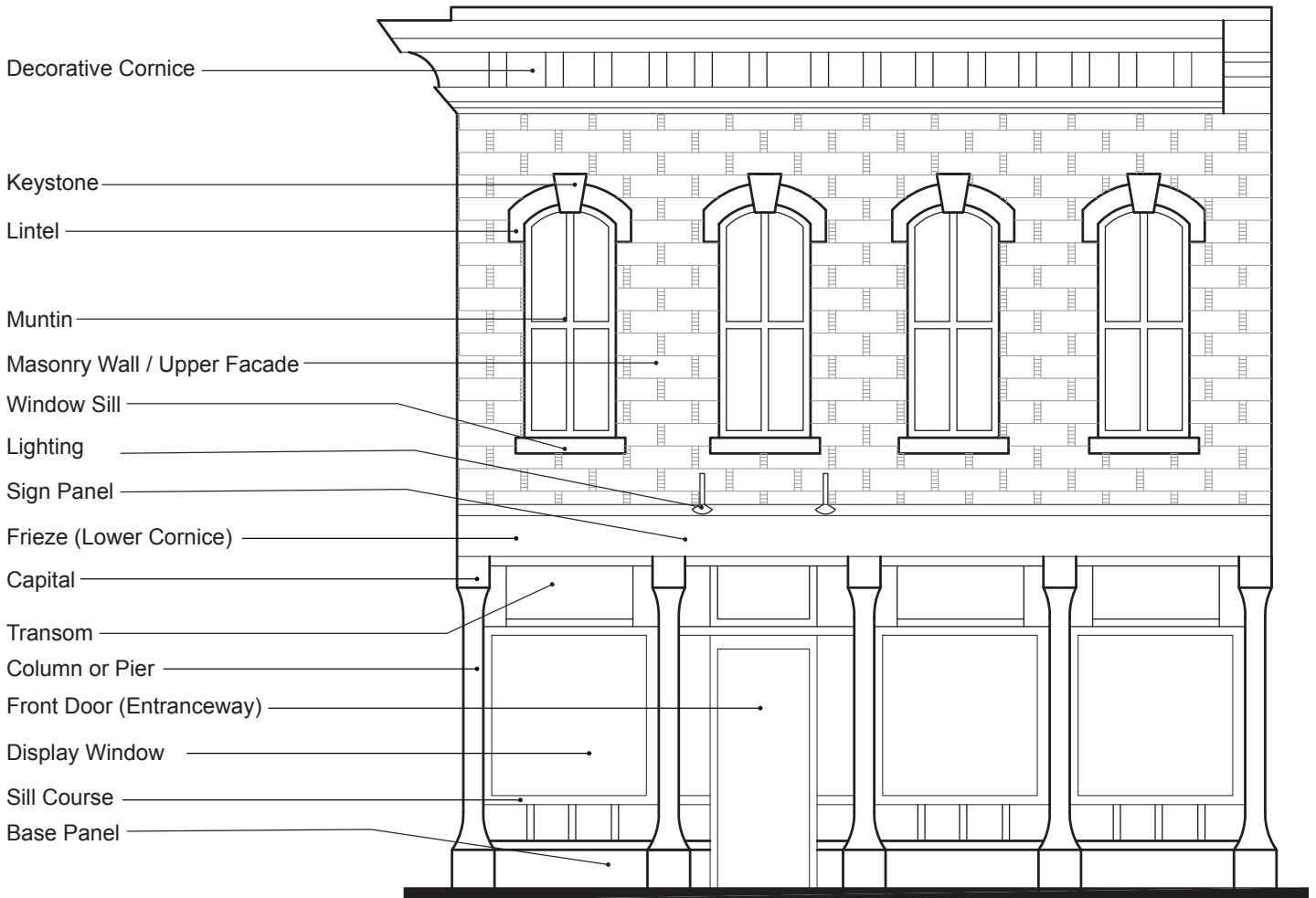
SECTION 1: TRADITIONAL COMPONENTS OF A FAÇADE



Traditionally, a commercial façade is divided into three sections: the street level storefront, the 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. 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. No 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



SECTION 1: TRADITIONAL COMPONENTS OF A FAÇADE

The following section provides a summary of many of the typical storefront components as well as an illustration (on the previous page) to assist the reader, community member and/or building owner with common terminology:

Base Panel

A base panel is where the building meets the ground. It is the anchor to the storefront and the 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 is 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 towards 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Middle Façade

The middle façade 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.

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, 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. Common ailments, caused by inadequate roof drainage, may be deteriorated caulking and failing flashings. If the existing cornice is in poor condition, repair is generally cheap and replacement is preferred.

Windows

Window openings and sashes/muntins 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, 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 re-created.

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 façade 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 re-created where possible.

SECTION 2: THE ELEMENTS



Traditional stores were constructed with plain walls along three sides and much more elaborate details on the street façade. The design effort and construction skill that is displayed on the street façade is generally beyond the expertise and expense 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Respecting Architectural Value & Merit

Traditional heritage value is evident throughout the downtown of Millbrook through its historic façades, continuous storefronts providing a ‘wall of retail’ or form of containment for parts of the street, and unique and vibrant colours. Traditional storefront materials, such as brick, are evident, while stonework likely acts as the flood-proofing foundations.

Most buildings have significant architectural qualities, but in the instance of new building development, infill or necessary renovations, a façade improvement project can provide the architectural and human-scale qualities that are missing or needing revitalization. The following design considerations highlight key elements that will assist in restoring or achieving architectural value to buildings whether they are historic in nature or in instances where they may lack architectural value.

Design Considerations:

- Most façades consist of an architectural framework designed to identify individual storefronts. 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 are 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.
- In the case where original building elements have been removed or substantially altered, contemporary treatments that respect the original and historic details are suitable. However, they should not appear to be of poor quality, of temporary nature, or be ill-suited for the area (e.g. vinyl or aluminium siding).
- If a building has historic or architectural merit, improvements should be designed to reveal the building’s original style, form, and materials, whenever possible.

SECTION 2: THE ELEMENTS

Façade Composition

Creating a satisfying and successful downtown core areas 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, and 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:

- Storefront windows should be consistent in height and design with storefront doors to create a cohesive appearance. Window coverings should also be kept to a minimum and respond to best practices in Crime Prevention Through Environmental Design (CPTED) principles.
- 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 storefronts that house different businesses, the signs should relate well to each other in terms of height, proportion, colour and background value. Maintaining uniformity among these characteristics reinforces the building’s façade composition while retaining each business’s individual 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.

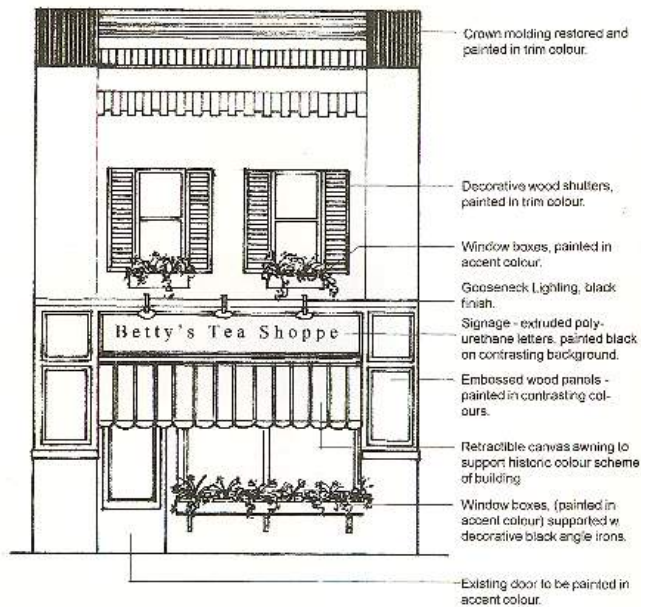
CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Building Style 1 Historic Building - Typical

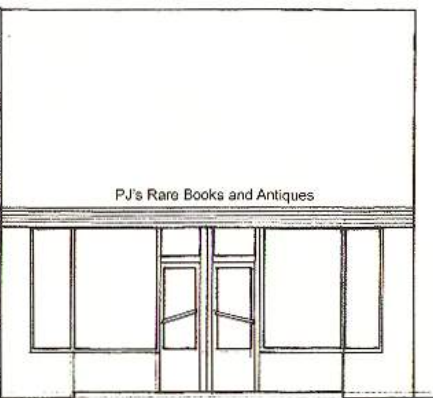
Existing Building Character



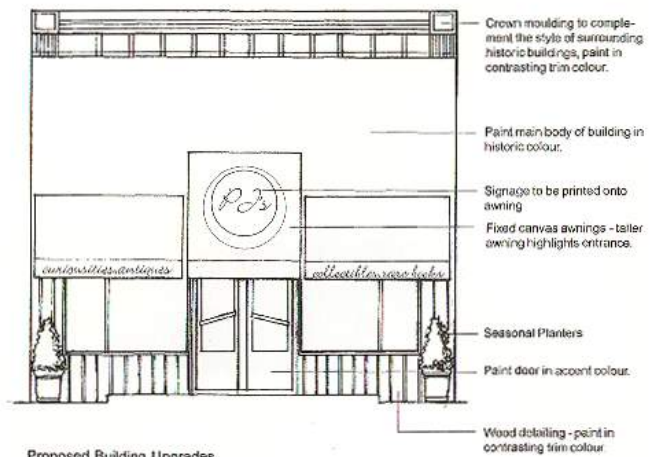
Proposed Building Upgrades



Building Style 2 Non-Historic Building - Typical



Existing Building Character



Proposed Building Upgrades

SECTION 2: THE ELEMENTS

Accessibility

Accessible buildings are good for business and the community. With the goal of making the community a barrier-free Township, 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.

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.
- Storefronts 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 / municipal approval.
- Ramp design should adhere to appropriate standards as set by the local 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



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



Building entrance flush with sidewalk - barrier-free

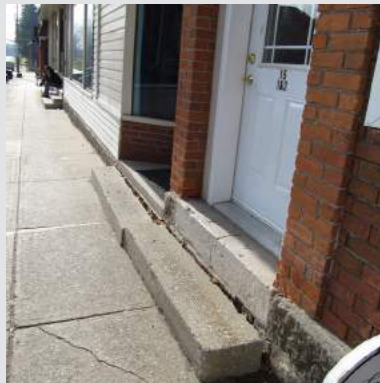


New construction that provides barrier-free entrance opportunities to its customers

RECOMMENDED



Ramps without handrails provide obvious challenges.



Building entrances not level with sidewalk require ramps or stairs - the latter being inaccessible.



Uneven paving and obstructed sidewalk provide additional obstacles.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Awnings and Canopies

The use of awnings for a storefront 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 the part of the sidewalk that it covers as it's own, demanding attention from the passing customer. Awnings provide shade to the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for visitors entering the building. In some instances, they can provide an alternative 'canvas' for signage. Awnings that reflect the heritage theme, including those made with solid colour or stripped patterned canvas, and ones of retractable styles with open sides are preferable, but not required.

Design Considerations:

- Choose an appropriate form of awning to suit 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 devices 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. 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. All awnings on a single storefront should have consistent form, material or colour.
- Choose a colour(s) keeping with the colour scheme for the building, and in keeping with the 'Historical' theme of the town in general.
- Retractable awnings also present an opportunity for an alternative option for signage. However these awnings should not be used for primary signage.
- An awning should not cover important architectural detailing and 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 and should extend 1.5m from the building face on streets & be set back 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.
- 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.
- All materials used must meet the Textile Flammability requirements of CAN/ULC-S109 or latest edition.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

RECOMMENDED



Awnings support façade composition and can make streetscapes more comfortable and appealing to pedestrians.



Closed awnings can accent store entrances.



As an acceptable awning alternative, steep pitch awnings respect sight-lines on street corners and may screen unsightly building faces.

NOT RECOMMENDED



Bright primary colours are not recommended for awnings.

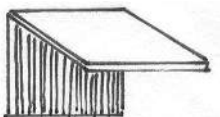


Highly intricate awnings typically do not match historic brick buildings. Awnings should subtly complement the building fabric not detract from it.

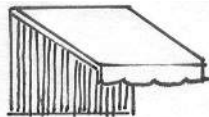


Coordinate where possible with neighbouring storefront so as to avoid clashing façades.

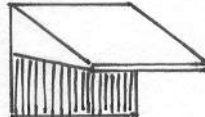
Awning Types



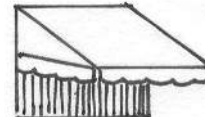
Open Sided



Open Sided with Valance Drop



Closed awning with a return



Fixed Valance



Dome Awning

SECTION 2: THE ELEMENTS

Signage

Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the storefront and oriented to the pedestrian. Signs have become bigger, bolder, and louder with the advancement of competing for the attention of the passing vehicle. Signs fabricated from plexiglass, are back lit, not integrated into the architecture of the building and have less 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 storefront, they obstruct views into and out of a store and compromise personal and store safety; generally, not meeting the best practices of CPTED principles.

Design Considerations:

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base -- materials and techniques possessing a short lifecycle. 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 the 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. Typically, font size should not be smaller than 100mm (4') in height.
- A maximum of one primary sign and one blade (perpendicularly mounted) sign for store face is recommended. Alternatively, primary signage may be permitted on an awning.
- Signs attached to buildings should be integrated with storefronts, no larger than 600mm in height and externally lit. Backlit or neon type signs are not encouraged as the primary sign.
- An additional blade sign may be attached perpendicular to the façade at a height above 2.4m, not exceeding 1.0m in height nor 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 storefront at approximately 450-500mm in height. This fascia should be the location of the primary sign.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Extruded letters painted gold. Note retracted awning.



Hanging sign is easily read by pedestrians while the sign board on the building addresses vehicular traffic.



Custom decorative metal arm with hanging sign easily read by pedestrians. Note continuity down street.

RECOMMENDED



Too many signs and too much information is distracting and confusing.



The area's weather conditions should be taken into consideration when choosing signage strategies - signage should be visible year-round.



Signs fabricated from Plexiglass are back lit and often don't integrate well into existing architecture and have little appeal to a consistent theme.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Shutters

Shutters, although no longer used for their original purpose of protecting windows, 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 keep 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Wood shutters proportionate to the windows maintain the historical character of the building.



Wood shutters with curved top and decorative finishes.



Contrasting black wood 'louver' style shutters with curved top provide a good fit for the window.

RECOMMENDED



Unrealistic scale and use of shutters.



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



Unappealing and inappropriate shutter style.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Lighting

Lighting found on storefronts is for safety purposes as well as to highlight signage. Unfortunately, the invention of the backlit plexiglass 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 'Traditional Heritage' theme (lantern style) can flank a doorway or storefront. 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 historical 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

RECOMMENDED



Small spotlights highlight sign and entryway. Note decorative sign board and block metal letters.



Unobtrusive spot lights highlighting signage that might not otherwise be lit.



Traditional 'Gooseneck' lighting painted to match building colour scheme.

NOT RECOMMENDED



Signage and lighting clutter is visually unappealing and may be distracting to a motorist.



Neon tube lighting is not recommended.



Lighting should be subtle. Avoid lighting that stands out too much, especially in the daylight.

SECTION 2: THE ELEMENTS

Building Material

Brick façades contain a great deal of historical 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.

In keeping with the heritage theme, 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 and 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 storefronts 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.
- Windows should be made of wood, painted aluminum or vinyl possessing appropriate or sympathetic detail through relief and colour.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Design features in combination with desired paint colours can contribute positively even amongst the presence of brick façades.



Wood siding can be used both horizontally or vertically, but consistency is key.



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

RECOMMENDED



Use appropriate quality materials and ensure the use of materials that wear and weather well and reflect well on the building.



Refrain from using too many differing and non-complementary building materials and detailing.



Avoid the use of extreme colours in cladding materials.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

The following specific materials considerations apply to legitimate heritage-value buildings only and should be addressed:

Wood Cladding

Due to the risk of fire, by the mid-to-late 19th century most Ontario communities had abandoned wood in favour of brick construction. A modern practice of creating a “historic” cladding in wood, such as board and batten, may not be authentic. Using new materials such as aluminum or vinyl over the original also should be avoided. These may trap moisture causing the underlying original materials to mold and deteriorate. The fasteners required could also allow water penetration and cause damage that is expensive to repair if the new cladding is removed in the future. The thickness of the new layer will recess existing openings and likely require the removal or partial covering of decorative features.

Masonry

There is an endless variety of decorative brickwork patterns. A skilled mason can create depth and dimension even using a single colour and type of brick. Most historic masonry was unpainted and performs best in this condition as the brick and mortar can exhaust seasonal moisture and salts. Elaborate patterns can be achieved with a base colour (usually red-orange) brick, accented with a buff colour brick. Some buff, red, and black pigments were used historically to even out brick colour variations and add accent bands and surrounds. A careful examination of the building should reveal the original treatment.

If the masonry has been painted, or there is excessive damage caused by inappropriate cleaning, applying another layer of paint may be the only option. The greatest danger to masonry buildings is from repairs using hard mortar with high cement content. Almost every pre-1920s building used soft mortar with a high lime content and small amount of cement. Soft mortar allows brick and stone walls of varying hardness to absorb stresses and thermal movements. Hard mortar transmits rather than absorbs stresses, resulting in cracking and crushing. Keep a masonry wall in good repair by eliminating any causes of brick or stone damage, repair vertical cracks, and re-paint where necessary using a mortar mix no stronger than the historic mortar. Try to match the type of tooling used on the original mortar. A qualified mason will be able to determine the correct mortar mix.

Exterior Woodwork

Exterior woodwork on a heritage building was often designed and placed in such a way that it was protected. When cornices, sign bands, or other protective overhangs are removed, the woodwork is exposed to the elements. Carved, sawn, and turned decorations are more vulnerable to decay when fastenings break, allowing water to penetrate behind. Ensure that all fastenings are secure and repair with compatible, durable materials. Wood replacement is normally only necessary if no longer sound or unable to hold paint. Reproductions that are sympathetic in scale, thickness, and choice of material will be the most successful. Paint was the standard

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

finish for exterior woodwork as it gave added protection from the elements and the chance for artistic expression through colour combinations, faux treatments, pin striping, and other techniques.

When paint blisters, cracks, peels, or deteriorates in any way, it is usually a symptom of an underlying problem such as water penetration, too many layers of paint, ultraviolet exposure, poor surface preparation, or the presence of contaminants. As each paint or wood problem is identified, an appropriate strategy for correcting the underlying cause and preparing the surface for re-painting can be chosen. Do not strip paint to the base wood and then re-coat with clear varnish or sealant. The unpainted look is not historically authentic and can allow ultraviolet light and atmospheric degradation of the wood. When sanding or removing early paint, wear protective clothing, work in a well-ventilated area, and dispose of all paint chips and dust.

Stucco

If the stucco is original and to be retained, loose patches should be removed and repaired to match the existing texture. After removal of loose patches, the areas to be replaced should be cleaned of loose particles. If the stucco is not original and is to be removed there are specific considerations that must be addressed by an experienced trades person. New stucco should be of an acrylic stucco composition.

Concrete or Stone

Deterioration of these materials are typically associated with drainage problems behind the surface wall. Once deterioration has halted, patching to match the original concrete or stone may proceed. Use patch materials that are verified to have the same colour and texture. The final patch should be as invisible as possible. Concrete and stone can also be readily cleaned.

Metal

If ferrous metal trim is exposed, it should be primed with an appropriate primer and paint. Non-ferrous trim, such as galvanized metal, should be coated with an appropriate chromate primer and paint. Metal that had corroded or decayed to the point where it must be replaced should be cut away and accurately reproduced if possible. In some cases, molds may be taken and cast in fiberglass, thereby reproducing the original in a lighter and more stable form. This is especially useful in reproducing trim elements. With deteriorated cornices, it is sometimes possible to replace single elements this way.

In some cases, original materials may be so deteriorated to replace. In this case, every attempt should be made to duplicate the visual appearance of the original.

SECTION 2: THE ELEMENTS

Seasonal Adornment

Often overlooked, decorative urns, pots, and hanging baskets provide an extra level of decor to a storefront 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 the 'nature' theme, materials might include Birch trunks, evergreen boughs, pine cones and similar materials reminiscent of the 'great outdoors'.

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). Note, insulation is not about keeping root-zones 'warm' rather its to prevent a continuous 'freeze-thaw' condition -- its about keeping the root-zone 'frozen'.
- 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 façade.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Planters accent windows and entrances attractive potential clientele.



Annuals complement facade colour scheme.



Planters and hanging baskets can soften an outdoor patio.

RECOMMENDED



Avoid excessive use of seasonal adornment, and remain tactful.



Storefront planting does not appear to match the scale of the façade.



Too many pots that are too small appear to clutter the storefront.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Sidewalk Retailing

Sidewalk retailing accompanies the 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 cafés or patio spaces or additional sidewalk retailing (sales displays).

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 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.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Organized outdoor display areas are inviting and are often reflective of the store interior.



Outdoor display areas show off a store's wares.



When available, a temporary sidewalk bump-out is added to accommodate the restaurant patio space adding interest to the streetscape.

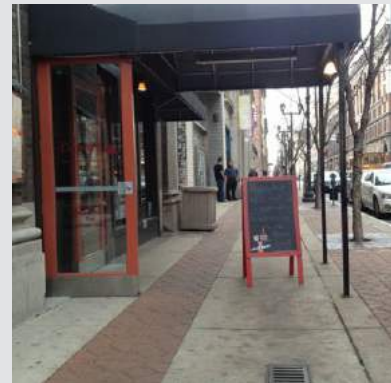
RECOMMENDED



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 avoid being located where they may obstruct sidewalks.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Public Art

Public art is an important element of façade composition that is often overlooked. Banners and murals are the most common examples of public art that are often incorporated into a buildings' façade. Obviously cooperation between private and public sectors is necessary (what is allowed and what is not) – the Township 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 the community and reflect being part of Millbrook, 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 is required.
- 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.
- Public art should be highly visible yet not intrusive into sight lines.
- Public art should be sited in a highly visible area, along with being at a certain height off the ground to help to minimize the risk of vandalism.
- Consider murals beyond the typical 'Heritage' theme - expressing an understanding of a communities 'present' and anticipating its 'future' is as important as appreciating its 'past.'

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES



Alleyways afford a great opportunity for public art. Removable panels are preferred for ease of maintenance and allow for changes with seasons/events.



Murals can depict significant historical events that are important to a community.



High-quality banner materials are often durable, visually appealing and inviting.

RECOMMENDED



Painted wall murals can be visually appealing and effective, but ensure that they fit the overall brand of the community.



High-contrast banners may not be appropriate especially if the community is looking to achieve a more 'natural' or 'historic' theme



Ensure banners are legible and cater to multi-way viewing.

NOT RECOMMENDED

SECTION 2: THE ELEMENTS

Colour

Traditionally, a palette of two or three contrasting colours were used during the Victorian period. The earth tones (e.g. light brown with dark brown trim) of the earlier period, were complemented with tertiary colours such as olive and terra cotta to liven the otherwise simple and plain earthy scheme.

Design Considerations:

- Window trim, wooden cornice detailing, and moulding should be painted in a contrasting colour to the body of the building. Note window suppliers now offer a good availability of colour.
- 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 not to be limited to them.

Palette Selection:

Millbrook hosts unique architecture that melds traditional attributes with modern colour. Several updated historical buildings in the Downtown have animated accent colours that inspire the warm, traditional colour scheme we have chosen. The blend of red, yellow and green tones bring life to older buildings, while complementing, rather than contrasting the warm shades of beige and cream limestone.

We suggest that base tones for the main painted area of the building include warm browns, beige and slate. We suggest that the more muted colours be used for highlighting and trim work, complementing the base, including window trim and wooden cornice detailing. A third accent colour, a more rich tone, would be used for doors or elements requiring highlighting - awnings, shutters, signage. Accent colours include colours such as oxblood red, rust, mustard yellow, olive green, sage green and slate cyan.

The following colour palette 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 community's initiative. The palette is from CIL; most of these colours can be matched/ offered by several other quality manufacturers.

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

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Accent					
	Olive Green	Slate Cyan	Sage Green	Antique Blue	Smoke Blue
Base/Body					
Trim					

Accent					
	Oxblood Red	Wine	Wheat	Rust	Mustard Yellow
Base/Body					
Trim					

SECTION 3: CONSIDERATIONS & CHECKLIST



Façade projects within Millbrook's downtown should respond to the following 'best practices' to help with its efforts to create a relevant and quality improvement for both the building and the street.

Further, the elements section of this guideline provided added description to support these practices. During the design of new and renovated façades and/or buildings, a project team – building users, administrators, managers/staff, and façade designers – will have two broad areas of responsibility: the first towards particular project needs (how the façade serves the business), the second towards communal needs (how the façade serves the character of the street), which includes façades facing street and back of buildings and how they collectively influence the public realm.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

The following are ‘best practices’ in façade improvements:

1. Responding to Core Context

- Façades should be designed to enhance the larger compositions created by groups of buildings and landscapes.
- Façade improvements should be considered as opportunities to “repair” holes and discontinuities along the street.

2. Façade Improvement in the Core

- Façades should, in general, align or work with existing façades to reinforce the clarity of the public network and the cohesion of building groups.

3. Beneficial Building / Street Relationships

- Building façades and street spaces should establish a mutually supportive relationship in which indoor and outdoor spaces animate and are connected to each other.
- Façades should define buildings as distinct spaces with a strong sense of identity and place.
- Façades should enhance the clarity, safety and efficiency of streets and pedestrian routes.
- Building faces adjacent to public open spaces and thoroughfares should be treated as fronts and should activate the public street environment.

4. Response to Climate

- Important public spaces, both indoor and outdoor, should benefit from the sun.
- Rain and snow shelter should be provided in high-use areas around entrances, and where heavily travelled pedestrian routes run parallel to building façades.

SECTION 3:

CONSIDERATIONS & CHECKLIST

5. Identifiable Building Entrances

- Façade projects should help building entrances become easily identifiable, and should address the “Main Streets” in the community.
- All improved building entrances should satisfy the standards for accessibility stated in the Accessibility for Ontarians with Disability Act (AODA), latest edition.
- With façade treatments, building entrances should be ordered with the most important entry addressing the main avenue of approach.
- All building faces adjacent to major public open spaces and thoroughfares should have entrances that are clearly identified.
- Façade treatments should promote building entrances that are open and prominent, provide a sense of transition from outside to inside and encourage people to approach and enter.

6. Long Life / Loose Fit

- Façade treatments should be capable of being adapted to new building uses and expansion as the needs and the priorities of the owners change.

7. Safety

- New façade projects and renovations should be designed to provide actual personal safety as well as impart a sense of comfort and well-being in Millbrook’s downtown core.
- Personal safety is a broad-spectrum requirement that goes beyond basic façade treatments and is basic to all aspects of the environment, including spatial clarity and legibility, signage and orientation, lighting and visibility, planting, paving materials, and winter walkability-mobility, as well as ramp gradients, traffic controls, and safety alert devices.

8. Community Expression

- Improved façades must reconcile many diverse and often contradictory issues in terms of their expression – the “messages” they give about their role in or the quality of the street.
- Façades should express a sense of permanence and durability, a sense of the area’s traditional roots, its historical continuity, and a sense of its connectedness to these.
- Further, façades should express Millbrook’s commitment to serving the community and its visitors, and its responsibility to treat commercial activity as a public resource. To express this, façades should be interpreted as open, safe, accessible, welcoming, and familiar.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

9. Appropriate Scale

- The scale of the façades should relate to the scale and size of the building as well as the human body, to make viewing, approaching and use of the street-front space and building a comfortable experience.
- The scale of elements and massing should correspond to the various distances from which it is viewed.
- Design should balance the building mass, and maintain the general pattern for windows, doors, and details along the street.

10. Exterior Materials for Façades

- Façade materials should reinforce the cohesion of related groups of buildings.
- Façade materials should reflect the building's role as a landmark or a fabric building.
- Exterior building materials should be durable and of high aesthetic quality. The use of distinctively local materials including wood, brick, and stone are encouraged; the use of non-acrylic stuccos and vinyl siding is discouraged.
- Large expanses of blank, street-fronting walls at grade should be avoided.
- Architectural detailing should extend around the building; no visible building face may be unimproved.

11. Technical Performance

- Façade projects should be subjected to life-cycle costing to determine the best fit between capital costs, operating costs and ongoing maintenance costs. Façade projects should be designed to reduce maintenance costs.

12. Accessibility

- Façade projects should provide equal means of access to all users regardless of abilities - this includes entrances, exits and access to all levels of building.

SECTION 3: CONSIDERATIONS & CHECKLIST

13. Special Policy Area (SPA)

- Any new development and/or renovations in the SPA require approvals from both the Otonabee Conservation Authority and the Township of Cavan Monaghan
- Basement levels must be flood-proofed
- New doorways and entrances shall be above the Regulatory Flood Elevation (RFE)
- New utilities such as air conditioners and electrical systems also be above the RFE

14. Heritage Value Buildings

While a Façade Project Design Checklist will address many pertinent aspects of typical façade renewal, further consideration to “historic” façades should be considered and includes:

- Scale considerations for new construction to a historic façade (proportioning, rehabilitation of lost or distorted form), appropriate surface materials and restoration considerations (inappropriate modern materials) and storefront, door, and fenestration considerations
- That any new construction should respect the historic patterns and relationship of solids and voids in wall openings. Height to width proportions of existing buildings should be respected.
- That any original material that can be preserved should be left in place.
- Generally, setbacks on the main façade are to be completely discouraged. Cornice levels of adjacent buildings should be respected whenever possible to promote continuity of the horizontal lines of the streetscape.
- The following materials are seen as being appropriate materials for façade treatments to heritage-value buildings: brick, wood, stone, concrete, stucco (as a panel material), terra cotta and metal.



CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

The following specific materials considerations apply to legitimate heritage-value buildings only and should be addressed:

Brick – if deteriorated or missing brick is to be replaced, the first consideration is to match the size of the original, and if exposed, match the colour. In some cases, matching bricks may be removed from another inconspicuous part of the building (i.e., a subsidiary façade). Care should also be taken to ensure the proper matching of mortar and the tooling of joints. Existing brickwork may also be cleaned, or if required, stripped of paint.

Stucco – if the stucco is original and to be retained, loose patches should be removed and repaired to match the existing texture. After removal of loose patches, the areas to be replaced should be cleaned of loose particles. If the stucco is not original and is to be removed there are specific considerations that must be addressed by an experienced tradesperson. New stucco should be of an acrylic stucco composition.

Wood – If wooden elements of a building's façade require replacement, attention to exact reproduction of the original elements should be paid. With wooden sash windows, complete re-building may be required, in which case the original appearance of the window should be duplicated.

Concrete or Stone – Deterioration of these materials are typically associated with drainage problems behind the surface wall. Once deterioration has halted, patching to match the original may proceed. Use patch materials that are verified to have the same colour and texture; the final patch should be as invisible as possible. Concrete and stone can also be readily cleaned.

Terra Cotta – This material should be maintained in place if at all possible.

Metal – If ferrous metal trim is exposed, it should be primed with an appropriate primer and paint. Non-ferrous trim, such as galvanized metal, should be coated with an appropriate chromate primer and paint. Metal that has corroded or decayed to the point where it must be replaced should be cut away and accurately reproduced if possible. In some cases, molds may be taken and cast in fiberglass, thereby reproducing the original in a lighter and more stable form. This is especially useful in reproducing trim elements. With deteriorated cornices, it is sometimes possible to replace single elements this way.

In some cases, original materials may be so deteriorated as to require replacement. In this case, every attempt should be made to duplicate the visual appearance of the original.

SECTION 3: CONSIDERATIONS & CHECKLIST



By completing this checklist, an owner/tenant or their design professional can determine the degree in meeting 'best practices' for façade improvements.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

Façade Project Design Checklist				
Criteria/Description	Yes	No	N/A	Comments
1. Responding to Core Context				
<i>i) Does the façade design enhance its context and adjacent buildings?</i>				
2. Building Envelopes in the Downtown Area				
<i>i) Does the façade work/align with existing facades and reinforce the clarity of the public network and the cohesion of building groups?</i>				
3. Beneficial Building / Street Relationships				
<i>i) Does the building façade and street establish a supportive relationship, in which indoor and outdoor spaces animate and are connected to each other?</i>				
<i>ii) Does the façade define the building as a distinct space with a strong sense of identity and place?</i>				
4. Response to Climate				
<i>i) Does the façade design respond to the climate of area, taking into account all seasons?</i>				
5. Identifiable Building Entrances				
<i>i) Does the façade project help to make the buildings entrance more identifiable?</i>				
6. Long Life / Loose Fit				
<i>i) Is the façade treatment capable of being adapted to new / future building uses?</i>				
7. Safety Within Downtown Area				
<i>i) Does the façade design provide personal safety and impart a sense of comfort to all users?</i>				
8. Community Expression				
<i>i) Does the façade design express a sense of permanence and durability?</i>				
<i>ii) Does the façade promote traditional roots and express historical continuity?</i>				
9. Appropriate Scale				
<i>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?</i>				
10. Exterior Materials for Façades				
<i>i) Does the proposed façade materials reinforce the cohesion of related groups of buildings?</i>				
<i>ii) Are proposed exterior building materials durable and of high aesthetic quality?</i>				
11. Technical Performance				
<i>i) Does the proposed façade determine a balance capital costs, operating costs and maintenance costs?</i>				
12. Accessibility				
<i>i) Does the façade design provide equal means of access to all users regardless of ability?</i>				
13. Special Policy Area - SPA (re. Flood Plain)				
<i>i) Does the building lie in a SPA zone?</i>				
<i>ii) Do the entranceways meet the minimum Flood Regulation elevation?</i>				
<i>iii) Have appropriate Flood Proof measures been included?</i>				
14. Heritage Value Buildings				
<i>i) Does the building have heritage value?</i>				

CONSIDERING NEW BUILDINGS AND REDEVELOPMENT

New buildings can add greatly to a community. The following recommendations should be taken into consideration when building a new building or redeveloping an existing building within the downtown area of Millbrook.

Buildings should be:

- Scaled in a way that supports and maintains the historical pattern of building development along the corridor.
 - New buildings should be of a similar width to that of existing buildings in the area. Where a significantly greater width is proposed, the building should use materials and slight variations along the building face to reflect the proportions of existing buildings in the district.
 - Where a building houses multiple uses or units, the outside of the building should reflect the division of space.
 - Buildings should be spaced in relation to surrounding buildings to contribute to the rhythm of the corridor. Larger buildings and buildings with significantly different heights than those around them require larger spacing. In the downtown, smaller, more detailed, and more consistently sized buildings should be located closer together.
- Situated to create a sense of enclosure, safety, and comfort by ensuring the interaction with the street is appropriate.
 - Developments should strive to create an inviting entrance. Main entrances should be located on the public street side of the building, though a secondary entrance may be necessary where parking is provided.
 - Development on corner lots should use buildings to define the corner and realize the landmark potential of these highly-visible locations. Buildings at corner locations should address both street frontages.
 - Buildings adjacent to public spaces should be sited and designed to define and enhance the public space.
- Similar in height to neighbouring buildings.
 - Buildings in the 'downtown' district should be at least two stories in height.
 - A one-storey height difference is appropriate between adjacent buildings or additions. Changes greater than one storey may be accommodated by using a porch or colonnade, belt course of bricks, "stepped" increase, and/or roof details.
 - Where buildings exceed three storeys in height, additional consideration should be given to details that maintain pedestrian scale.

CHAPTER 2: FAÇADE IMPROVEMENT GUIDELINES

- Set back from the street similar to neighbouring structures to create a consistent streetscape.
 - Buildings in the downtown district should be close to the street, to make things feel more like an outdoor room.
 - Generally buildings should be located at the minimum front setback line or the established building line, whichever is less, in order to reinforce the street edge. Small variations in setbacks may be permitted to enable dooryard/courtyard seating and patio areas.
 - Side and rear setbacks should be established which will not negatively impact neighbouring buildings and open spaces with respect to sun/shadow and sight lines. Buildings should be at least two storeys in height.
- Adorned with architectural features should contribute to the local landscape.
 - Building material and design should blend with the 'Traditional Historic' theme.
 - Each building should have a distinctive design. The detailed design of predominant architectural elements of adjacent buildings should differ.

SECTION 4: FAÇADE IMPROVEMENT DEMONSTRATIONS



The following demonstrations illustrate treatments that could be incorporated into a façade's improvement. Both Historic-Modified and Non-Historic (typically infill) have been demonstrated.

This artist rendition provides a 'what it could be like' demonstration of how the facade guidelines could be applied to a 'historic' building in Millbrook. The building shown is fictional.



Alternative



Façade Demonstration: Historic-Modified

Intent

- To provide cohesion among Millbrook's built form
- To animate Façades (regardless of development periods) adding detail/feature/color etc

Colours

CIL Exterior Colour Collection

Base: 182, 176, 162

Accent: 24, 46, 61

Trim: 65, 67, 66

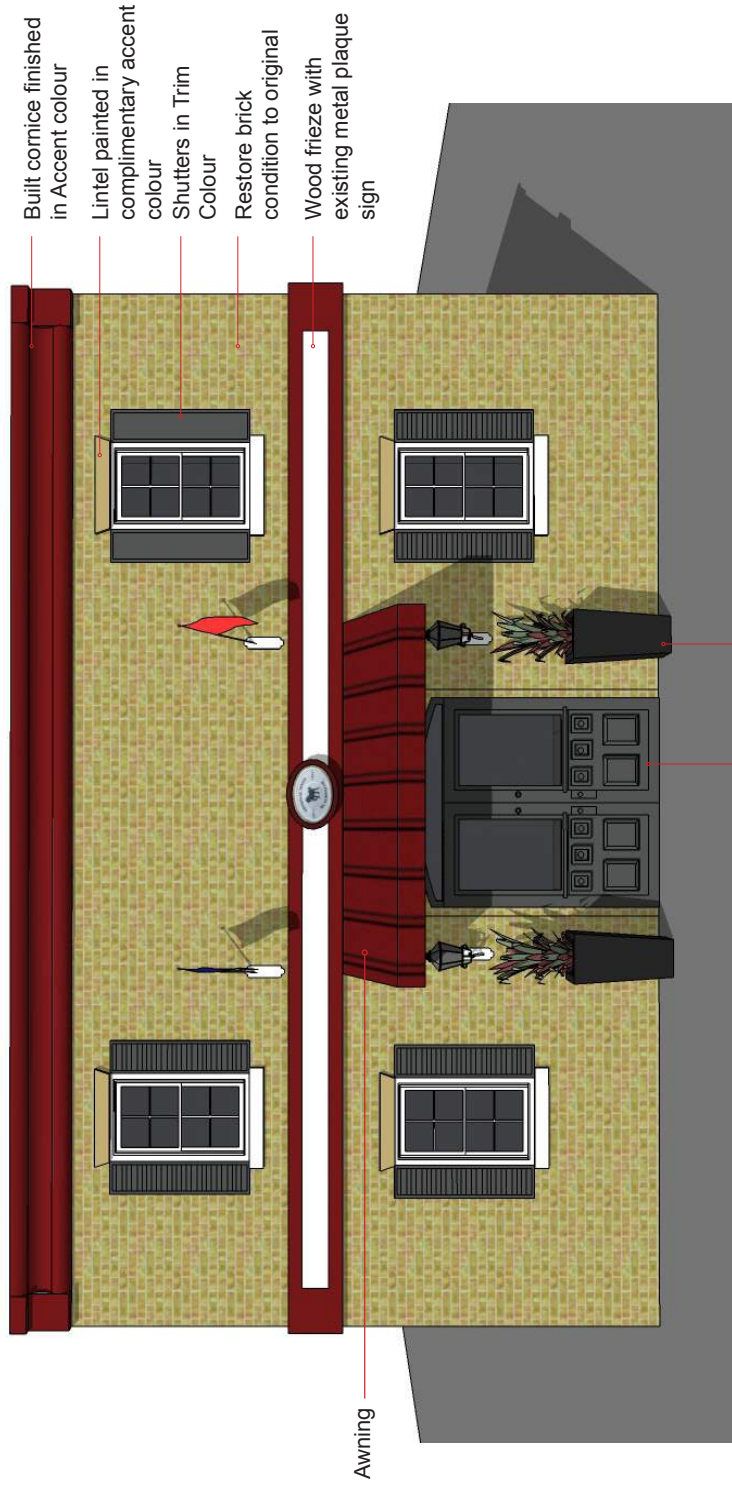
or approved equal



This artist rendition provides a 'what it could be like' demonstration of how the facade guidelines could be applied to a 'historic' building in Millbrook. The building shown is fictional.



Alternative



Façade Demonstration: Historic-Modified

Intent

- To provide cohesion among Millbrook's built form
- To animate Façades (regardless of development periods) adding detail/feature/color etc

Colours

CIL Exterior Colour Collection

Base: 236, 229, 211

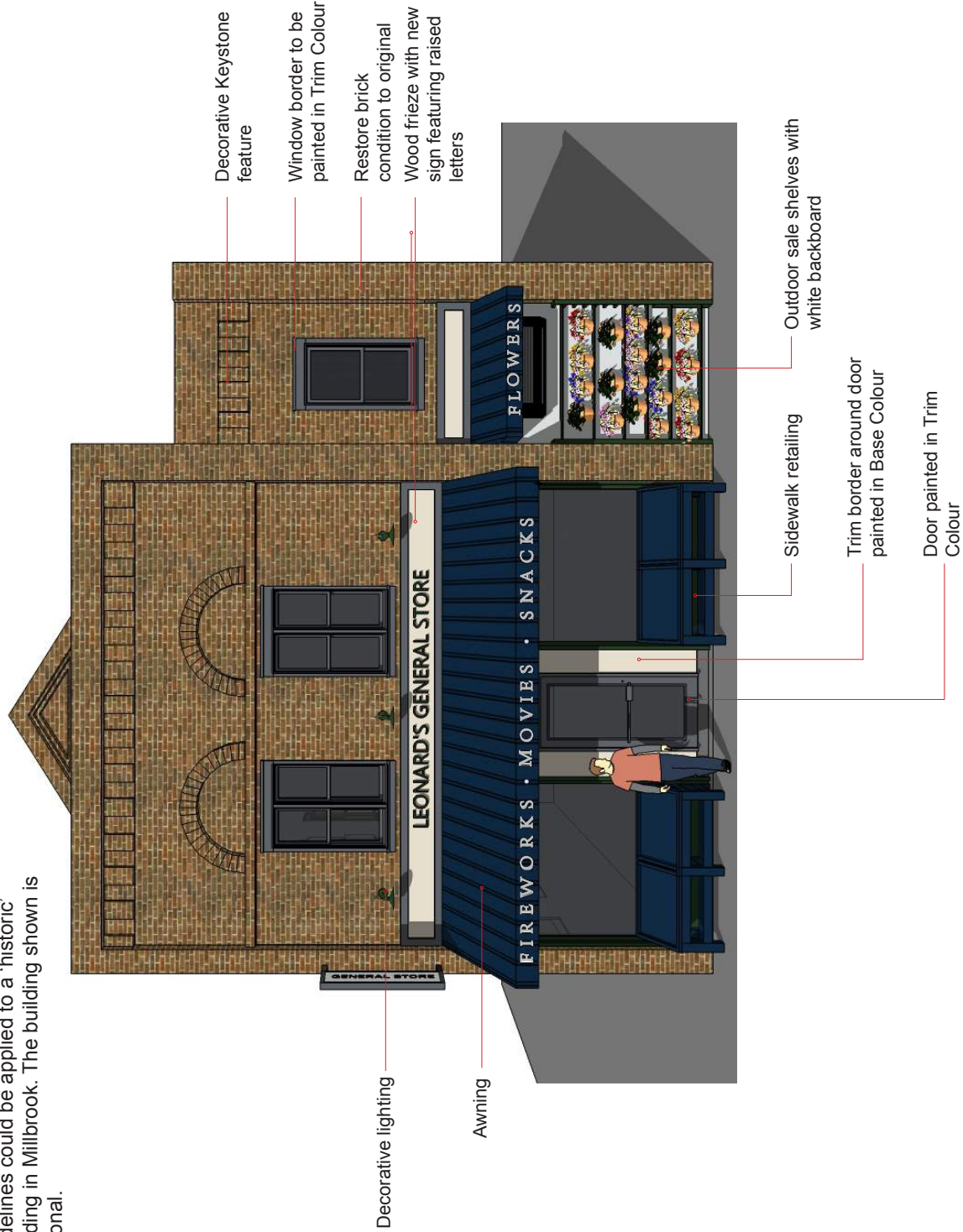
Accent: 93, 19, 20

Trim: 97, 83, 86

or approved equal



This artist rendition provides a 'what it could be like' demonstration of how the facade guidelines could be applied to a 'historic' building in Millbrook. The building shown is fictional.



Façade Demonstration: Historic-Modified

Intent

- To provide cohesion among Millbrook's built form
- To animate Façades (regardless of development periods) adding detail/feature/color etc

Colours

CIL Exterior Colour Collection

Base: 182, 176, 162

Accent: 24, 46, 61

Trim: 65, 67, 66

or approved equal



This artist rendition provides a 'what it could be like' demonstration of how the facade guidelines could be applied to a 'historic' building in Millbrook. The building shown is fictional.

Façade Demonstration: Non-Historic

Intent

- To provide cohesion among Millbrook's built form
- To animate Façades (regardless of development periods) adding detail/feature/color etc



Roof trim finished in Accent colour

Lintel painted in Complementary Accent Colour

Shutters in Accent Colour

Window sill painted in Complementary Accent Colour

Wood frieze with existing wood plaque sign

Siding painted in Base Colour

Frame Ice Machine (or utility); Complementary Colour

Window trim to be painted in Complementary Accent Colour

Door to be painted in Accent Colour

Decorative lighting

Decorative Sign

Colours

CIL Exterior Colour Collection

Base: 236, 229, 211

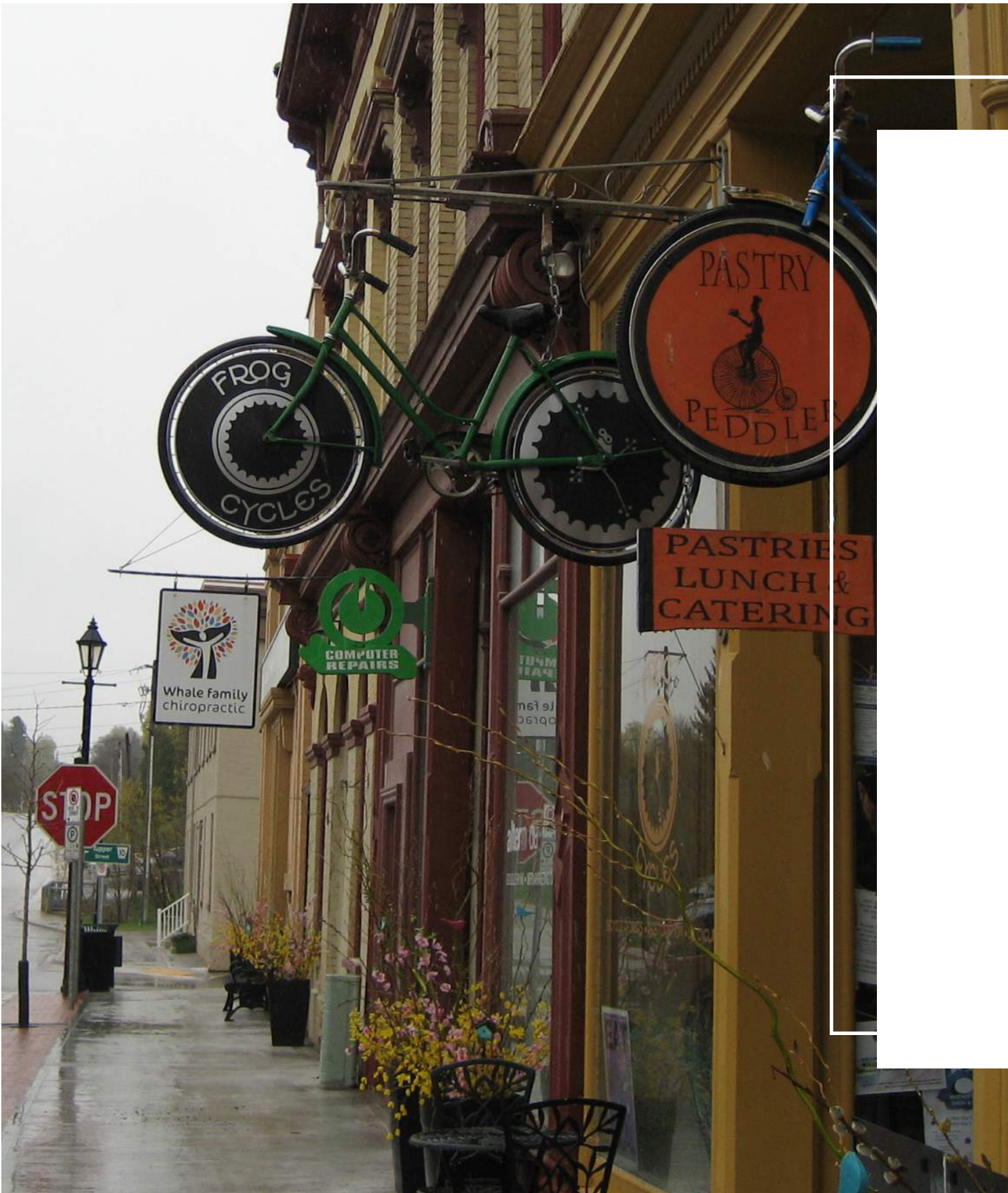
Accent: 148, 158, 118

Complementary

Accent colour: 214, 182, 99

or approved equal







CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE



AN OVERVIEW

The public/private realm interface extends beyond just building façades and what is typically considered streetscape elements. The following section addresses these often overlooked spaces, and provides guidelines on how these areas, if properly addressed, can have a positive visual impact on Millbrook's Downtown.



3

DESIGN GUIDELINES: BACK OF BUILDING SPACES

Small rural communities have space limitations on their main streets that require the use of parking areas behind their street-facing buildings. As such, businesses, whether intentional or not, are inviting guests into their 'backyard' spaces. Views of the backside of a building become an important part of the guest experience, and therefore have a direct impact on the public realm. This guideline will apply to properties that have back of building spaces that impact the public realm both physically (i.e. directly adjacent to) or visually (i.e. within visual contact of a public space such as a parking lot, park, walkway, sidewalk or laneway).

Design Guidelines for Back of Building Spaces:

- For wall materials, windows, doors, etc., refer to the Façade Improvement Guidelines - treatment of the backside of buildings are generally the same as the street-facing guidelines.
- The 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 walkways to the back door should be inviting with a highlighted back door for public use, or understated for private use, both should be accessible.
- The back door should have lighting to accommodate night time access and safety while limiting glare and light spill onto other properties.
- Storage and waste areas should be properly screened from view using fencing or plant material.
- Tree and shrub plantings should be encouraged to add visual appeal yet not create unsafe situations.

CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE



DESIGN GUIDELINES: ALLEYS AND LANEWAYS

Alley and laneways are important connectors for pedestrian thoroughfare and offer shortcuts and easy access to parking lots or other areas of the downtown. Alleys are also important vehicular access points to back of building spaces, accommodating utility trucks, emergency and service delivery vehicles, as well as customer and tenant parking. As such, they are shared lane ways that need to service vehicles but also remain comfortable and safe for pedestrians. Most laneways are privately owned and are likely part of a right-of-way with limited 'development' potential and must remain open and free of obstruction for multi-use. As supportive pedestrian walkways, these private laneways become an important part of the public realm in terms of maintaining a walkable environment. This guideline will apply to alleys and laneways that accommodate vehicular and/or pedestrian traffic travelling from one public space to another, and to those that bridge public and private space such as a parking lot provided by the business.

Design Guidelines for Alley and Laneway Connectors:

- If the laneway offers access to a public space, parking lot or is a connecting link for an alternative thoroughfare to another part of the community, the laneway should be functional and visually appealing for both pedestrian and vehicular use.
- Materials should conform to Millbrook's streetscape guidelines.
- If space allows, a designated pedestrian zone could be identified through a change of pavement material or colour.
- Entrance and exit areas should be clear of obstructions and should offer the driver a clear view of the upcoming roadway.
- Building walls facing the laneway should be free of disrepair and/or should be restored or repaired to support a unified look with the associated building façade.
- Should the space allow single-lane traffic only, consideration should be given to making it a one-way lane pending an alternative exit point from the back of building space.
- Road surfacing should be accessible, should drain properly, and be free of damage and pot holes.
- Signage originating from both the main street and the back of building should clearly indicate that the lane is shared by vehicles and pedestrians.
- Signage should conform to the standards in the Facade Improvement Guidelines, and also meet municipal zoning by-laws, if applicable.

CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE

- Lighting should be considered for the entire length of the lane to ensure safe pedestrian passage.
- Overhead arbours or entrance features could be considered in order to highlight access from the street. Special consideration must be made to accommodate emergency vehicular access in regards to the height and width of such entrance features. Lighting may be integrated within these structures.
- With support from the neighbouring property owner, wall dressings (such as vertical plantings, artwork, murals, trompe l’oeil, banners, hanging baskets, etc.) could be considered (space allowing) to enliven the pedestrian experience.



DESIGN GUIDELINES: PARKING LOTS & VOID SPACES (NEXT TO SIDEWALKS)

Many downtown parking lots, both private and public, are adjacent to a designated sidewalk. The presence of the parking lot itself presents various issues to the public realm. The void in the streetscape building fabric causes disinterest for the pedestrian while the direct adjacency between pedestrians and vehicles can cause safety concerns, and the nature of a paved parking lot is neither visually attractive nor physically comfortable for the pedestrian. Vehicular entrance ways and exits are not often designated causing unsafe conditions for both the driver and the pedestrian. The appropriate treatment and design of a buffer zone between a parking lot and sidewalk could solve these concerns and provide visual benefits to the streetscape and parking lot environment. These guidelines apply to privately owned parking lots and vacant lots that are adjacent to the sidewalk in the downtown area.

Design Guidelines for Parking Lots and Void Spaces:

General:

- Designate specific entrance and exit lanes into and out of the parking lot.
- Highlight entrance / exit ways with a marker such as a bollard or gateway post that supports the character or style of the designated streetscape furnishings.
- Provide appropriate signage for parking lot use.
- Barrier zones should be maximized based on the available space.

Boulevard or Corner Treatment:

- Provide a physical separation zone between the sidewalk and parking lot as a safety barrier for pedestrians.
- Barrier treatments should fit in with the streetscape design guidelines or character presented by the surrounding streetscape.
- Sight lines for drivers should be maintained at entrance and exit portals (i.e. plantings or fencing needs to be low enough for unobstructed sight lines).
- Treatments should remain low enough to maintain sight lines into any space (to respect Crime Prevention Through Environmental Design principles), while still offering some measure of physical separation.
- Treatments might include a planted barrier with trees, shrubs and perennials that support the streetscape guidelines for streetscape planting.

CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE

- Maintenance of planting areas should be considered.
- For building parcels with future development plans, raised removable tree planters may be considered.
- Alternative measures might include curbed plant beds, rain garden plantings, or low fence/planting combinations.
- Should space allow, the barrier zone could accommodate street furnishings such as benches, lighting, waste receptacles, and bike racks.



DESIGN GUIDELINES: SETBACK SPACES

Most buildings along a main street are built directly to the property line. However, in some instances, buildings are set back from the property line, affording more room or space for the public realm. This space can be used by the property owner / business proprietor for retail purposes in the way of sidewalk sales, seasonal adornment, or if large enough, for an outdoor café space. When this is not the case, this setback zone will be seen as belonging to the street and can be a real asset for streetscape activity. This guideline applies to setback spaces on a downtown street that are between a private building façade and a public sidewalk.

Design Guidelines for Setback Spaces:

- Surface Conditions: Pavements should drain away from the building face and should be in good repair.
- Pavement materials should be coordinated with the streetscape conditions contributing to a unified streetscape environment.
- In the absence of using the space for retail purposes, the expanded setback space could be used for streetscape furnishings such as benches, waste receptacles, bike racks or seasonal planters. Refer to the streetscape guidelines for appropriate locations.
- Larger zones set away from an entrance door could support street greening, public art, wayfinding, information kiosks, etc.



CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE



SERVICE, UTILITY AND RESIDUAL SPACES

Private service and utility spaces can directly effect the overall appreciation of a public space if not managed appropriately. These spaces are inevitable – waste bins, storage areas, utility boxes, loading docks, air conditioners and exterior work spaces are part of many downtown businesses. Special treatment of these spaces will ensure that the public is safe from any potential hazard, the space itself is secure from potential vandalism, and that the view of these do not detract from a positive user experience. Air conditioners, gas tanks and external utility chambers should be accessible for service and be kept in good repair.

Residual spaces are those ‘left over’ spaces that might not be functional for the owner, but will have some visual impact on the public realm. These guidelines apply to private service, utility, and residual spaces that have direct visual impact on the public realm.

Design Guidelines for Service, Utility and Residual Spaces:

- Workspaces, waste receptacles (dumpsters, multiple waste bins, recycle bins) and storage areas should be physically screened from public view with a secure and solid screen, such as a board fence.
- Property owners should consult with zoning by-laws to ensure conformity for fence heights, etc.
- Residual spaces should be maintained and kept free of debris, or unsightly clutter. Materials requiring disposal should be screened appropriately if not being removed from the site in a timely manner.
- Service and utility areas between different users, within a single building or between different buildings, could be shared to maximize space efficiencies.
- Lighting should be designed so that there is no glare or light spilling into surrounding areas.

DEMONSTRATIONS

Opportunity:

- Provides attractive buffer zones between pedestrian sidewalk and parking lot
- Highlights entrance / exit ways for pedestrians that support the existing characteristics of Millbrook's streetscape guidelines
- Enhances the overall streetscape with opportunity to add vegetation and furnishings



Street Greening:
tree in planting
bed

Patterned paving
to highlight
entrance/exit into
parking lot

Street furnishings
accommodated

Street Greening:
low vegetation
beds to create
buffer zone
between sidewalk
and parking lot

CHAPTER 3: PUBLIC/PRIVATE REALM INTERFACE

Opportunity:

- Provide attractive alternatives for pedestrian / vehicle connections in the downtown area
- Enhances the overall streetscape with decorative elements
- Increase safety in the downtown by lighting the entire length of the lane



Informative Signage

Overhead entrance feature

Lighting extending entire length to ensure safety

Seasonal planters accent entrance

Patterned paving to conform to existing streetscape



APPENDIX

VISUAL PREFERENCE SURVEY RESULTS

Convenience Retail



Highest Scoring Image (3.56)



Lowest Scoring Image (1.67)

Comparison Retail



Highest Scoring Image (3.74)



Lowest Scoring Image (2.11)

Convenience Service

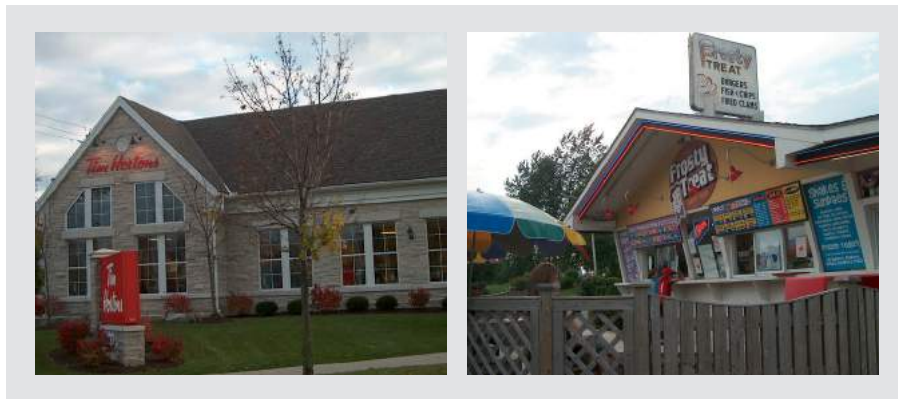


Highest Scoring Image (3.81)



Lowest Scoring Image (1.78)

Convenience Food & Beverage



Highest Scoring Image (3.20)

Lowest Scoring Image (1.41)

Comparison Food & Beverage



Highest Scoring Image (3.33)

Lowest Scoring Image (1.67)

Comparison Service



Highest Scoring Image (3.41)

Lowest Scoring Image (1.44)

VISUAL PREFERENCE SURVEY RESULTS

Historic



Highest Scoring Image (3.59)



Lowest Scoring Image (3.44)

Infill



Highest Scoring Image (3.70)



Lowest Scoring Image (2.56)

Historic Modified



Highest Scoring Image (3.67)



Lowest Scoring Image (1.11)

APPENDIX

Infill Non Historic



Highest Scoring Image (2.67)



Lowest Scoring Image (1.41)

Signage



Highest Scoring Image (3.48)



Lowest Scoring Image (1.74)

Colour



Highest Scoring Image (3.41)



Lowest Scoring Image (1.41)

VISUAL PREFERENCE SURVEY RESULTS

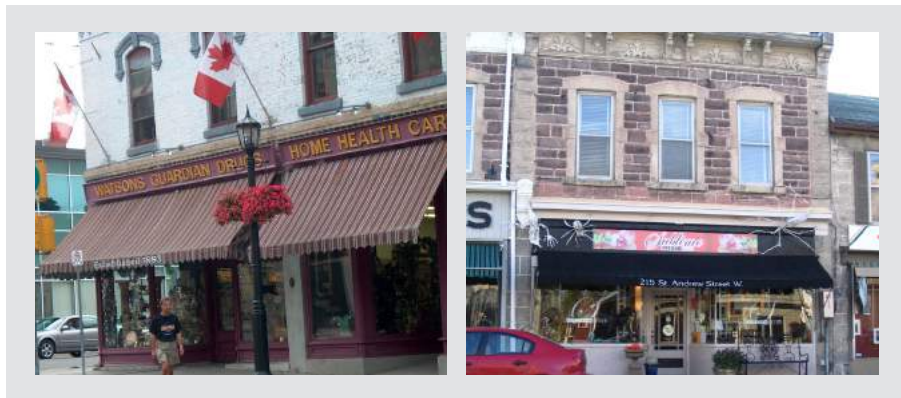
Character



Highest Scoring Image (3.29)

Lowest Scoring Image (1.63)

Awnings



Highest Scoring Image (3.45)

Lowest Scoring Image (2.15)



APPENDIX