

JULY 2026

City of Camrose URBAN DESIGN FRAMEWORK

www.camrose.ca/darp





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SECTION 1.0

INTRODUCTION

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Project Overview

Downtown Camrose - Urban Design Framework

Downtown Camrose has seen significant development and redevelopment in recent years following the adoption of the Downtown Area Redevelopment Plan (DARP) in 2019.

The Camrose Urban Design Framework explores how the city can evolve in a way that is visually cohesive, economically resilient, and responsive to community needs. It examines the relationship between built form, mobility, public spaces, heritage assets, and commercial activity to establish a comprehensive set of urban design principles and guidelines.

A major focus of the framework is to set a baseline design standard for development in the Downtown core by building upon areas that are already working such as the Historic Main Street, and providing guidance for other precincts. The main aim is for it to be used as a tool to reduce ambiguity and support consistent decision making.

Through improved connectivity, active public spaces, context-sensitive development, and enhanced streetscape character, the aim is to create a Downtown that is resilient and a place Camrosians take pride in.





Project Phasing/ Methodology

The Urban Design Framework (UDF) was developed through a phased process that combined policy review, technical analysis, stakeholder engagement, and collaborative visioning.

The methodology was designed to build a strong understanding of the community’s context, identify opportunities and challenges, and establish a practical framework to guide future growth and development.

All phases of the project were guided by **three core principles:**

Analysis - Providing recommendations based on site conditions, policy review and best practices in urban design.

Community Collaboration - Using local knowledge and community perspectives to inform the framework at each stage of the development.

Implementation Focus - Creating a framework that provides practical and achievable actions that can guide future decision-making and investment.

Phase 1 - Project Initiation

The project commenced with a comprehensive review of existing municipal policies, plans, studies, and background information to understand the planning context and key issues affecting the study area. During this phase, the project team established communication and engagement strategies, confirmed project objectives, and worked with municipal staff to identify priorities and desired outcomes.

Key Deliverables

- Work Plan
- Communication & Engagement Strategy
- Policy Review

Phase 2 - UDF Development

This phase involved strong collaboration with City Staff and interested parties to explore opportunities and constraints, promote dialogue between the community and identify key areas for improvements. The feedback informed the development of the UDF ensuring project goals are aligned with Camrosian perspectives.

Key Deliverables

- Walking Tour + Workshop
- Site Analysis
- Identification of key Project Nodes, Goals & Objectives
- Urban Design Framework Development
- Council Workshops
- Engagement Surveys

Phase 3 - UDF Finalization

The final phase focused on refining and validating the framework. Recommendations were revised based on input from the public and Council, to ensure alignment with community priorities and City objectives. The completed Urban Design Framework establishes a long-term vision with a coordinated set of design strategies to guide future development, public investment and an implementable vision.

Key Deliverables

- Refinement & Finalization of the Urban Design Framework
- Presentations to Council & Committee of the Whole



Communications & Engagement Summary

The City implemented a multi-phased engagement program to support the development of the UDF. This included public engagement surveys, a workshop & walking tour, along with presentations to council/city admin, required for holistic validation of the UDF. Community awareness was also maintained through various channels such as newsletter ads, social media posts, project updates on a dedicated project website and targetted email invitations.

Phase One focused on understanding community perceptions and priorities to inform early UDF exploration, including:

- Understanding resident perceptions of downtown Camrose
- Identifying key concerns for residents
- Identifying areas of opportunity to improve downtown Camrose

Following the close of Phase One engagement, a draft UDF was prepared.

Phase Two engagement was centered on refining the draft UDF. This meant the project team worked with the community & council to:

- Confirm the draft reflects community priorities for downtown Camrose
- Gather feedback on proposed ideas for how downtown should look and feel
- Identify what matters most, including character, streets, public spaces, and future development

Phase 1 - Project Initiation & Early Engagement

- **October 14th, 2025 : Project Website Launch & Initial Communications push** via Newsletter, Voyant Alert, Social Media posts & Our Camrose webpage
- **October 22nd 2025: Downtown Walking Tour & Workshop** with key interest groups
- **January 20th - February 10th, 2026: Initial Feedback Survey** on Downtown usage, public spaces & design preferences

Phase 2 - UDF Draft Development

- **March 4th, 2026: Council Workshop 1:** Feedback on UDF Draft Development
- **May 4th, 2026: Council Workshop 2:** Design Challenges Exercise & Role of UDF
- **June 30th - July 3rd, 2026: Final Public Survey:** Public feedback and validation of the direction of the UDF





Key Findings

Based on the engagement and feedback from the community & council, the Urban Design Framework provides guidance on creating spaces that reflect public sentiment and, also serve as a tool to guide administration and developers towards achieving the goals of a vibrant Downtown. Key findings indicated:

1. Celebrate What Works

Camrosians really value the Historic Main Street for its businesses, character, and vibrancy.

2. Invest in the Public Realm

Residents want more greenery, seating, public art, and gathering spaces.

3. Prioritize Walkability

Create safer and walkable streets by improving sidewalks, pedestrian connections, and cycling options.

4. Strengthen Community Life

Provide opportunities for community events, activities, and year-round social activity.

5. Set expectations for Quality Development

Design matters to the community, and must contribute positively through building design and active frontages.

"We chose Camrose for its rich history and plan to retire here. To truly be a destination, we need a safe, walkable downtown that preserves that heritage while welcoming fresh ideas."

"Upgrade the benches, new welcome gateways at both ends of main, lighting is great but could use some upgrades, the landscaping and such is hard as we are mostly cement - and we could use some cute displays of local art (perhaps temporary art)"

"Downtown is not very accessible for wheelchairs/ walkers/scooters/etc. Stores have stairs, narrow doorways... everyone should be able to enjoy downtown."

"Because of the many stores but also because there are a lot of outdoor lights on the trees, lots of planter boxes, and painted murals on the walls. The businesses also use outdoor lighting, and all this brings warmth and a cohesive feeling to those areas. I also love the preservation to all the old historical buildings and homes. It makes me feel like I've walked back in time to a simpler time period!"



Goals & Objectives

Downtown Camrose is the city’s historic heart, primary gathering place, and most recognizable destination. The quality of its buildings, streets, public spaces, and storefronts shapes how residents, visitors, and businesses experience the community.

Design standards help ensure that future development contributes to a vibrant, attractive, and successful downtown while reinforcing Camrose’s unique identity.

Investing in Downtowns bring the following benefits:



Environment

More Downtown Residents means fewer car trips



Health

Opportunity to improve health by walking/biking more



Tourism

Serves as the primary identity for visitors and tourists



Economic Development

High quality living retains & attracts skilled workers



Fiscal

Produces the greatest revenue return to the government



Culture

Enhances value of existing and important culutral assets



Congestion Relief

More Downtown Residents results in fewer people clogging up suburban arterial streets



Social

Serves people of all ages and backgrounds, while strengthening all surrounding neighbourhoods

Role of Design Standards

Design standards provide a consistent framework for growth and investment. They help ensure that new development, renovations, and public realm improvements contribute positively to the downtown environment by:

- Creating a cohesive sense of place where the experience is shaped by multiple buildings, not one.
- Protecting public investment in streetscapes and public spaces.
- Ensuring fairness by setting clear expectations for all property owners.
- Preventing negative spillover. Poor design impacts the broader Downtown and surrounding properties.
- Avoiding incremental decline from inconsistent decisions.

Ultimately, design standards will help ensure that every investment in Downtown Camrose strengthens its role as the economic, cultural, and social heart of the community.





HOW TO USE THIS URBAN DESIGN FRAMEWORK

Purpose

The Downtown Urban Design Framework (UDF) supports the implementation of the Downtown Area Redevelopment Plan (DARP).

The DARP establishes the vision, goals, and policy direction for Downtown Camrose. The UDF builds on that direction by providing guidance for streets, public spaces, buildings, sites, and future investment within the downtown.

The UDF is intended to help achieve a downtown that is attractive, walkable, functional, and reflective of the character of Camrose.

Relationship to the Downtown Area Redevelopment Plan

The UDF is a non-statutory document. The DARP remains the primary statutory planning document for Downtown Camrose. The UDF provides additional direction to assist in implementing the policies and objectives of the DARP.

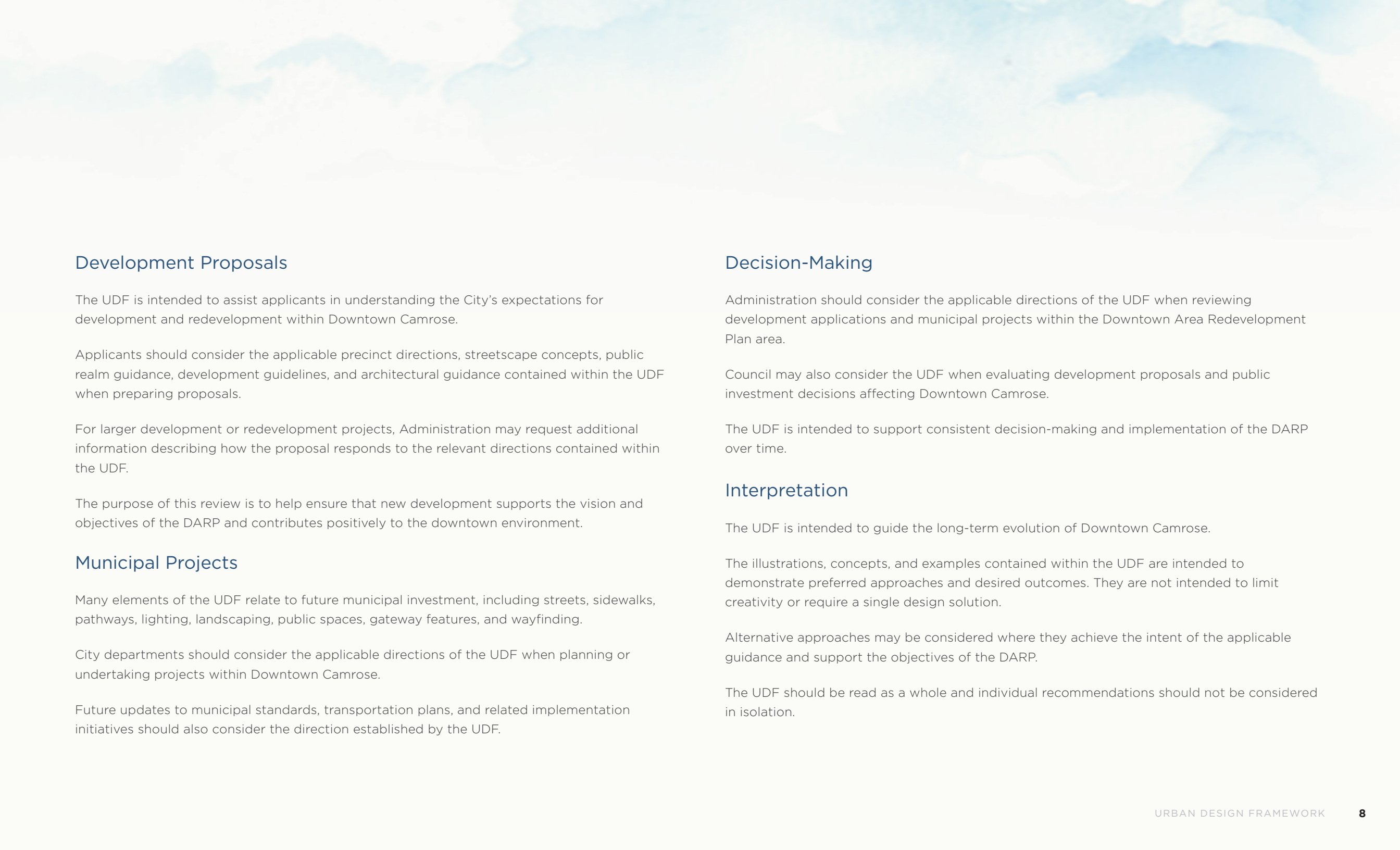
The UDF should be read together with the DARP, the Land Use Bylaw, municipal engineering standards, and other applicable municipal plans and policies. Where a conflict exists between the UDF and a statutory plan, bylaw, or provincial legislation, the statutory document shall prevail.

Application

The UDF applies to all lands within the Downtown Area Redevelopment Plan boundary.

The UDF is intended to be used by:

- **Property owners, developers, and design professionals** preparing development proposals;
- **Administration** when reviewing development applications and municipal projects;
- **Council** when considering development proposals and public investment decisions;
- **Municipal departments** responsible for planning, engineering, transportation, infrastructure, parks, and capital projects.



Development Proposals

The UDF is intended to assist applicants in understanding the City’s expectations for development and redevelopment within Downtown Camrose.

Applicants should consider the applicable precinct directions, streetscape concepts, public realm guidance, development guidelines, and architectural guidance contained within the UDF when preparing proposals.

For larger development or redevelopment projects, Administration may request additional information describing how the proposal responds to the relevant directions contained within the UDF.

The purpose of this review is to help ensure that new development supports the vision and objectives of the DARP and contributes positively to the downtown environment.

Municipal Projects

Many elements of the UDF relate to future municipal investment, including streets, sidewalks, pathways, lighting, landscaping, public spaces, gateway features, and wayfinding.

City departments should consider the applicable directions of the UDF when planning or undertaking projects within Downtown Camrose.

Future updates to municipal standards, transportation plans, and related implementation initiatives should also consider the direction established by the UDF.

Decision-Making

Administration should consider the applicable directions of the UDF when reviewing development applications and municipal projects within the Downtown Area Redevelopment Plan area.

Council may also consider the UDF when evaluating development proposals and public investment decisions affecting Downtown Camrose.

The UDF is intended to support consistent decision-making and implementation of the DARP over time.

Interpretation

The UDF is intended to guide the long-term evolution of Downtown Camrose.

The illustrations, concepts, and examples contained within the UDF are intended to demonstrate preferred approaches and desired outcomes. They are not intended to limit creativity or require a single design solution.

Alternative approaches may be considered where they achieve the intent of the applicable guidance and support the objectives of the DARP.

The UDF should be read as a whole and individual recommendations should not be considered in isolation.





SECTION 2.0

PRECINCT & NODES

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STATION MAIN

INTENT: IMPROVE WALKABILITY AND CELEBRATE THE RAILWAY HERITAGE OF CAMROSE.

Existing Conditions

Bordered by the Canadian Pacific Rail to the north and 51st Ave to the south, this precinct has large parcels of underutilized land and expansive surface parking lots.

It currently serves as a primary truck route through downtown and lacks a strong pedestrian interface along 51st Ave with narrow sidewalks, large format auto-oriented retail uses, and minimal landscaping.

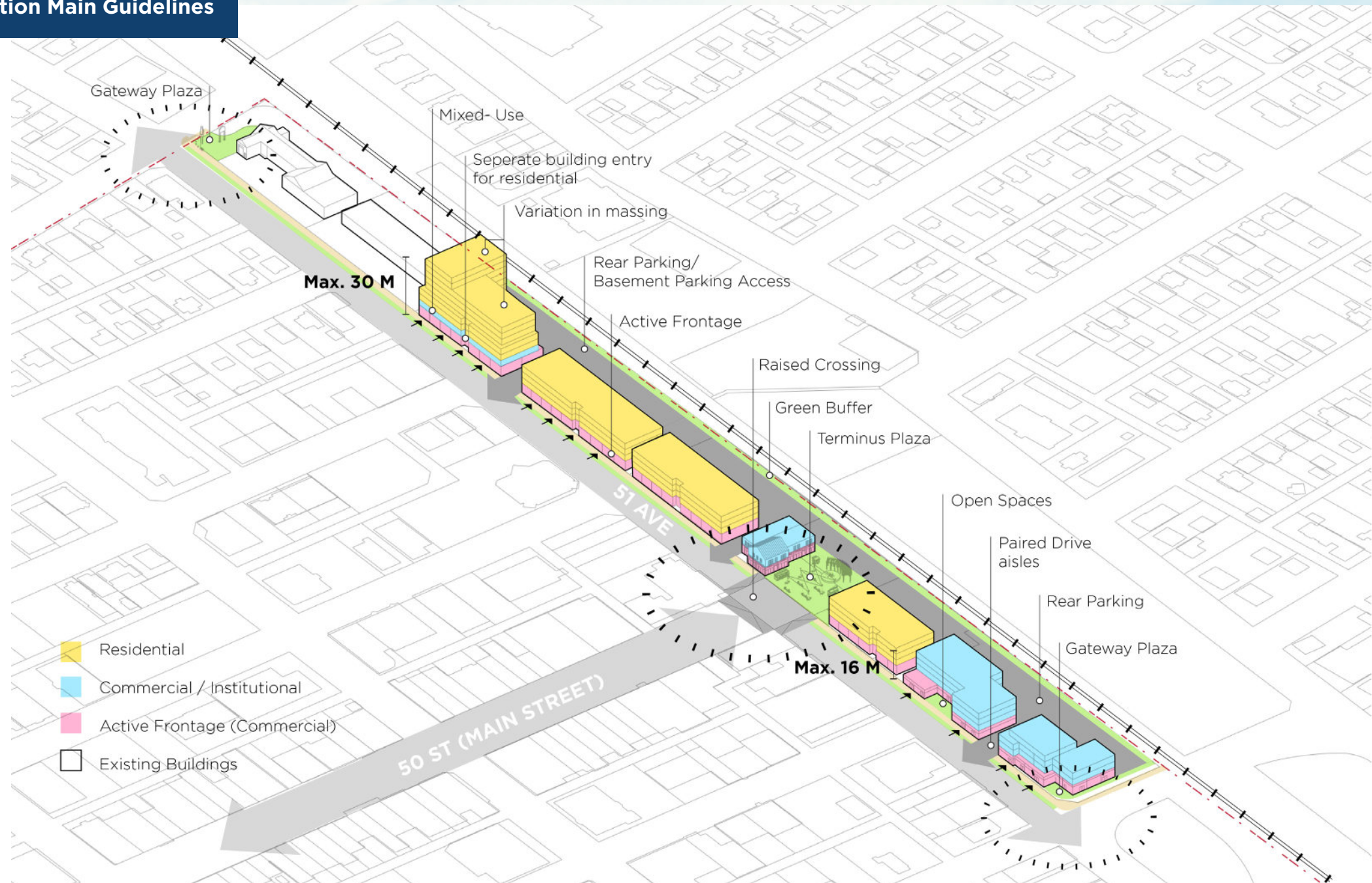
What we heard

- The terminus of 50th St and 51st Ave is an important node where some streetscape improvements have been made, but it requires additional strategies to enhance its character.
- Streetscape improvements are required to enhance walkability and create an active interface along 51st Ave.
- Gateway features marking entry into Downtown are missing.

Recommendations

- Implement streetscape improvements (referred to in Section 4.0) to provide a shared pedestrian pathway and adequate landscaping along 51st Ave.
- Provide a continuous street frontage by orienting primary entrances along 51st Ave and create a landscape buffer along the railway as a visual and noise protection barrier.
- Locate surface parking at the rear or side of the lot accessed by a lane or driveway aisle and screened from 51st Ave. (Refer to Parking Access & Screening techniques in Section 6.0)
- Redevelop underutilized lots as mixed-use buildings with a range of medium scale retail, office and/or residential uses, with active uses on the ground floor.
- Avoid large blank walls and vary mass, texture and composition to maintain visual interest along the street.
- Develop the terminus of 51st St into a multi-functional plaza surrounded with active uses like cafes and restaurants to encourage the use of space during different times of day.
- Add gateway elements that take inspiration from Camrose’s railway heritage.
- Offer a balance of landscaped areas and open spaces especially on corner lots, that will also serve as gateway plazas. (Refer to Section 3.0 for Gateway Types)

Station Main Guidelines





Celebration Square

50th ST & 51st AVE

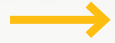
The terminus of Main Street is a key node in the community, and its future redevelopment is envisioned as a lively public square where Downtown can host large community events and give people a place to gather and celebrate.

Design recommendations include:

- Anchor the plaza space with a community amenity and ensure active uses face the plaza with large windows and create a visual connection with indoor activities.
- Raised crossing to slow down traffic and maintain pedestrian connectivity with the Main Street.
- Integrate paving of the plaza and any building setback areas seamlessly with the sidewalks.
- Lighting fixtures to ensure the plaza feels safe and is well lit during the night time.
- Introduce landscaping elements and benches to provide seating for gathering.



Station Main Gateway Recommendation



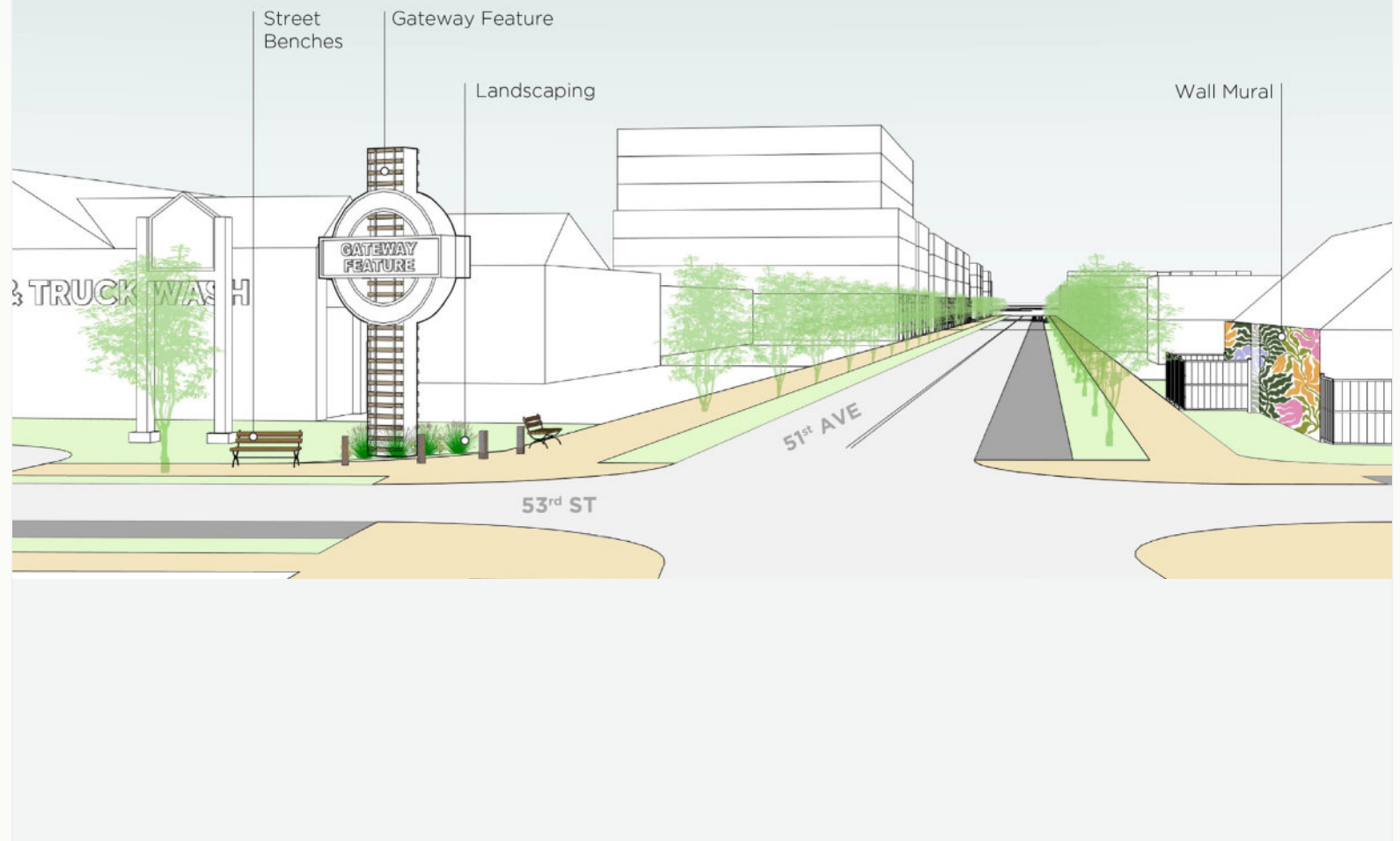
Gateway Feature

53rd St and 51st Ave

This is one of the main connector points from the north to the Downtown Core. The proposed design takes inspiration from Camrose's railway heritage and can be further developed as is or serve as a placeholder for another gateway concept.

Design recommendations include:

- An illuminated gateway element, with some benches and landscaping elements.
- Add a large wall mural along the blank wall of the daycare facility.





HISTORIC MAIN STREET

INTENT: RETAIN THE SMALL SCALE STREET ORIENTED CHARACTER AND ESTABLISH A HIGH QUALITY, PEDESTRIAN FRIENDLY ENVIRONMENT.

Existing Conditions

Main Street is the heart of Downtown Camrose that has preserved historic architectural character and maintained cultural anchors like the Bailey Theatre through heritage preservation efforts.

There is a strong business mix of local cafes, restaurants, services, and tree-lined streets with wide sidewalks and street furniture.

The street is modelled on traditional main street design principles with continuous street frontage and architectural variation in terms of colours, textures, awnings and signage.

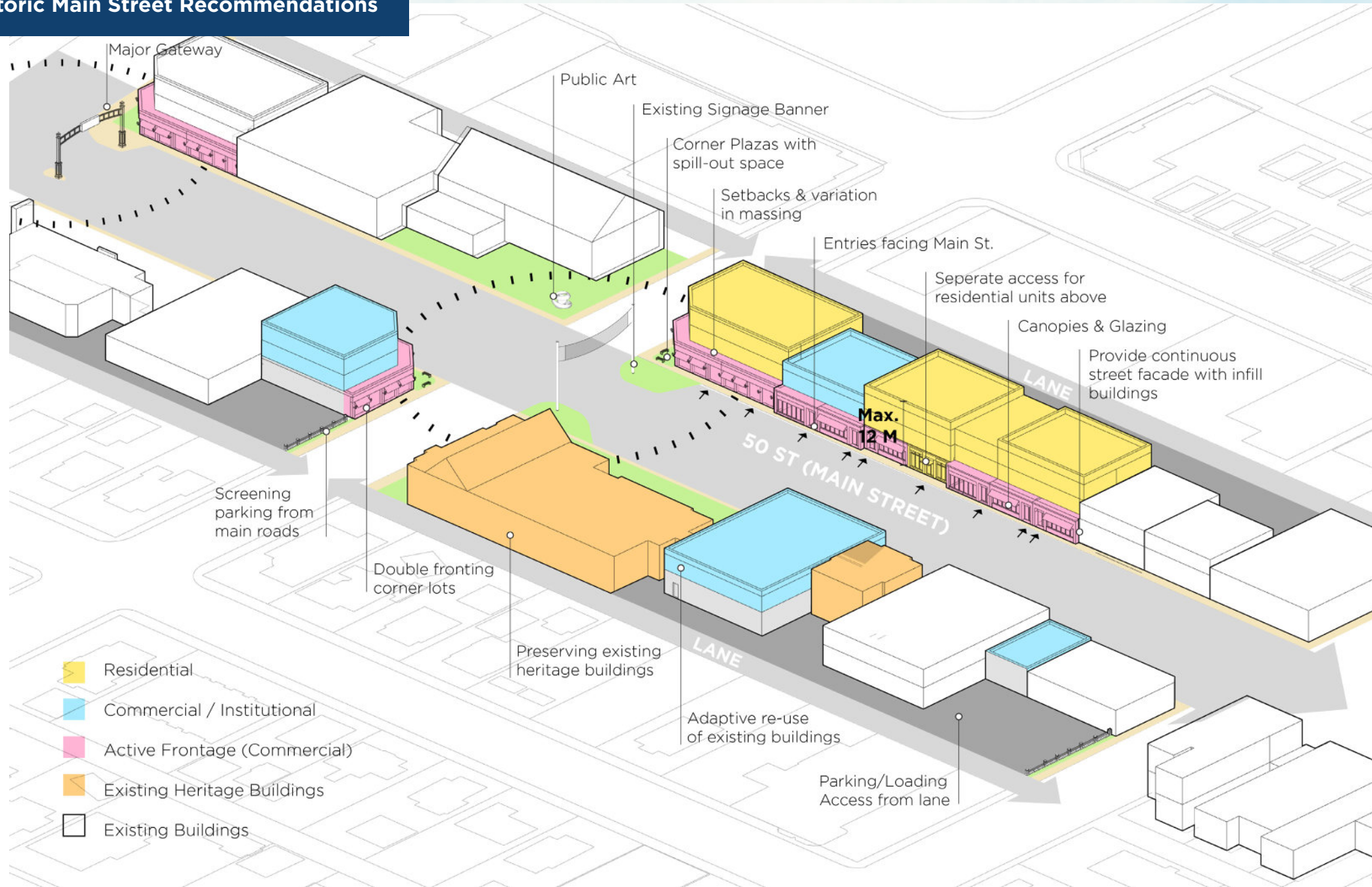
What we heard

- The historic look and feel is appreciated and majority of Camrosians find it to be their favourite part of Downtown Camrose.
- People feel strongly about the benches with artwork
- Lions Centennial Park (Pocket Park) is a cherished park but requires improvements to be better utilized during different times of day.

Recommendations

- Replace arterial styled lamp-posts with historic pedestrian scaled lamps
- Create gateway presence through gateway elements like signage on key intersections
- Improve street furniture design whilst incorporating traditional artwork as found on existing street furniture
- Ensure new development complements the heritage character and maintains visual connectivity with adjacent buildings.
- Preserve existing historic buildings and encourage adaptive re-use.
- Building setbacks are encouraged on higher levels to maintain pedestrian scale.
- Awnings are encouraged with all primary entrances facing the main street.
- *Refer to Design Standards and Wayfinding in Sections 7.0 & 8.0.

Historic Main Street Recommendations





Historic Main Street Gateway

50th ST & 48th AVE

The current Historic Street Gateway is set back along 50th St and 48A Ave, as a fabric banner stretched across the road. Although serving as a functional wayfinding element, it provides a limited sense of arrival, is modest in scale and lacks visual prominence.

A more prominent gateway along the main arterial street (48th Ave) presents an opportunity to create a memorable first impression for residents and visitors, and can strengthen Downtown branding and the Historic Street identity.

Future design recommendations include:

- Placing a more permanent structure at the intersection of 48th Ave and 50th St
- Incorporating local artwork in the design of the Gateway
- Pedestrian scaled lamp posts with banners
- Activating corner lots and street frontages with active uses





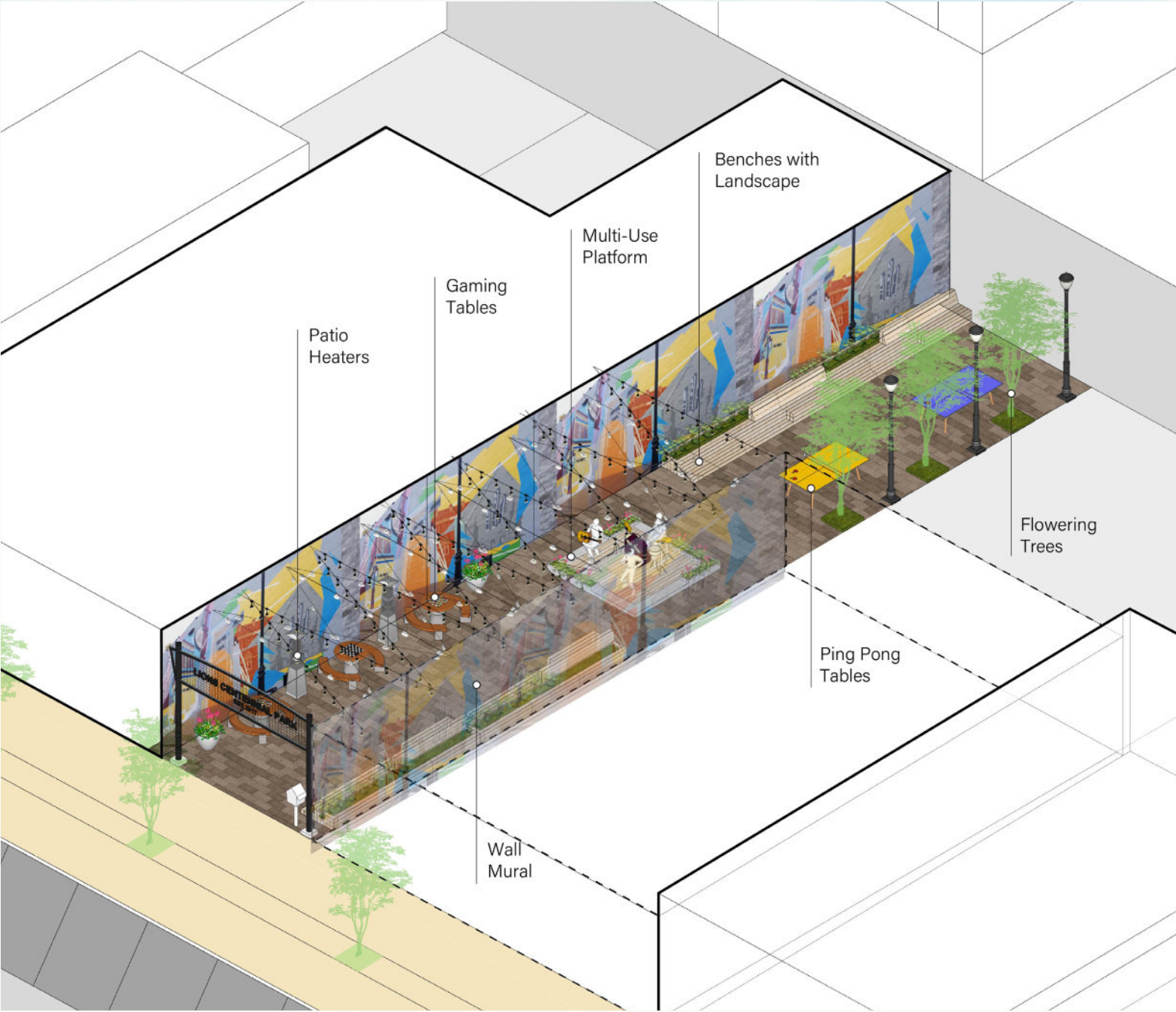
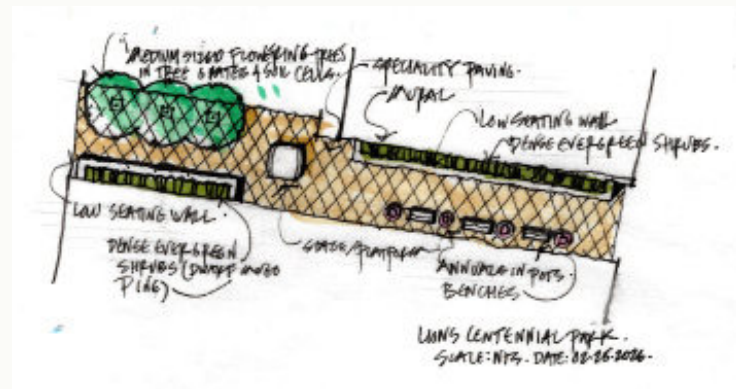
Lions Centennial Park

Pocket Park

This pocket park is a unique public amenity along Main Street. Camrosians are fond of this nook and have used it for performances and small gatherings. It is made vibrant though a massive wall mural, a small stage, some landscaping and benches, however, some users would like to see some improvements in the usage of the space.

Future design recommendations include:

- Festoon lighting to encourage night time usage
- Reconfiguring the placement of the stage so the audience is not facing the southern sun when observing the performances.
- Furniture placement and landscaping elements





COMMERCIAL AREA & CIVIC CENTER

INTENT: TO CREATE AN ATTRACTIVE CIVIC CORE THAT IS WALKABLE AND HAS A COHERENT IDENTITY

Existing Conditions

This area currently consists of commercial institutions such as the City Hall, Court House, Agriculture Financial Services Corporation (AFSC) and other community services.

The current urban conditions require improvements to make the area walkable and encourage institutional/commercial development that will create an identity of this area as a civic core.

What we heard & observed

- Live/Work Units are a staple in the area combining small scale retail with living units above.
- Newer buildings are following a contemporary look and feel, which is in contrast with the existing architectural styles.
- Narrow sidewalks and lack of trees diminish walkability in the area.
- There is potential for creating open plazas/pocket parks that will encourage commercial and institutional development in the area.

Recommendations

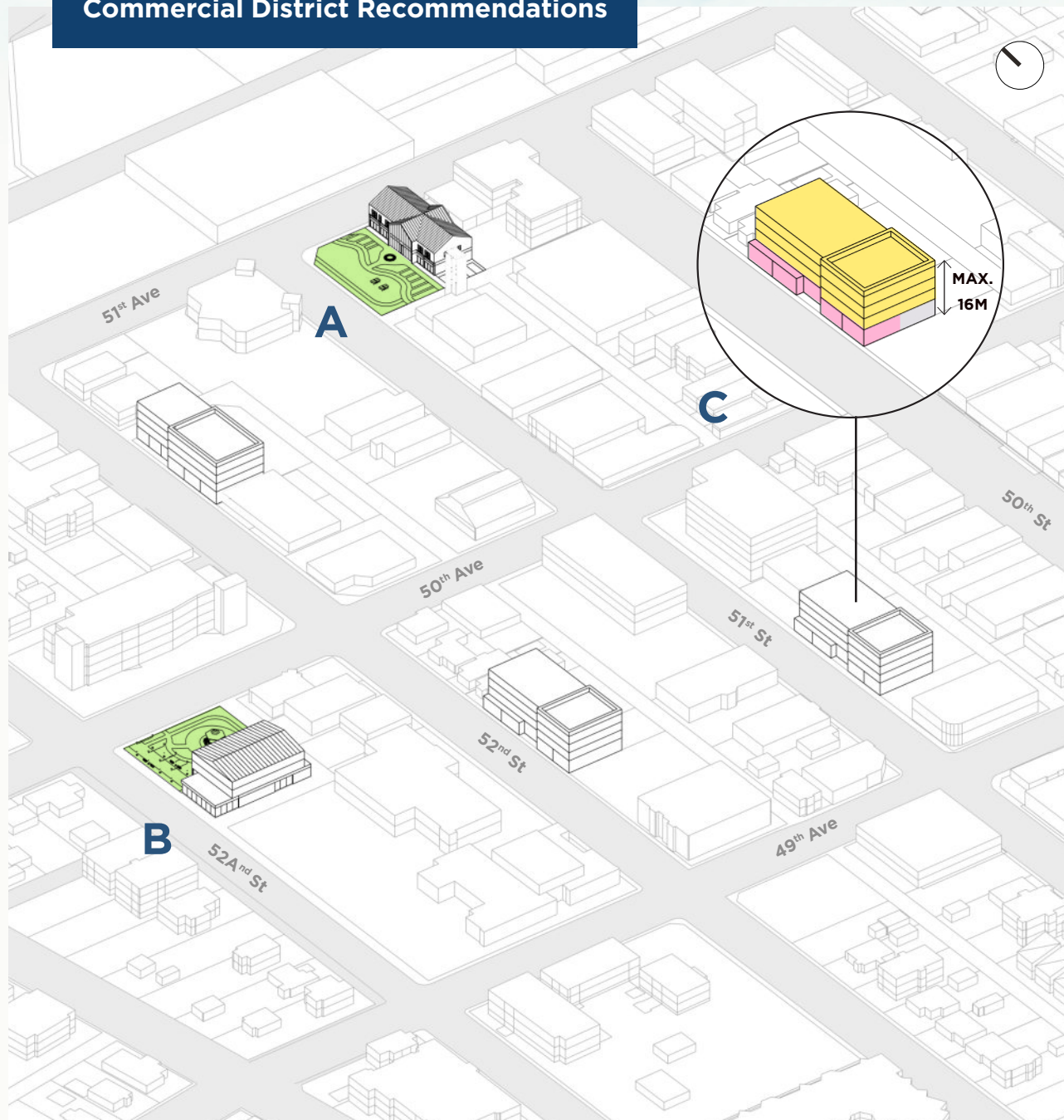
A - Consolidate lots to create a catalyst project like a co-working space and cafe that overlooks a park consisting of gathering spaces & play zones for teens/adults, eg: table tennis, chess tables etc.

B - Create a Civic Plaza across City Hall to provide gathering spaces for larger groups, host community events and also create a supporting amenity building such as an arts center that activates the space.

C - Encourage newer development to incorporate a mix of uses, having non residential retail/service uses on the ground floor with residential/commercial and/or offices on the upper levels.

- * Implement Streetscape Improvements (Refer to Section 4.0 for Streetscape Guidelines).
- *Public spaces must be designed with adequate lighting, benches & street elements to create spaces that reflect good urban design, and are used throughout different seasons and times of day (Refer to Section 5.0 for Public Realm Guidelines).
- * Redevelopment must follow General Development Guidelines referred to in Section 6.0, ensuring parking is screened and accessed from laneways, primary entrances are oriented towards the street, and buildings show variation in heights with a contemporary aesthetic.

Commercial District Recommendations





SPARLING MIXED USE VILLAGE

INTENT: TO RETAIN THE EXISTING HISTORIC AND URBAN VILLAGE CHARACTER

Existing Conditions

Sparling Mixed use Historic Village is currently well-defined in terms of its look and feel, with many Camrosians appreciating the preservation of the historic character.

Mostly consisting of historically significant buildings, some of the houses have been repurposed to include commercial uses while retaining the building shell. Fika Coffee House and The Sweeterie are some examples of such typologies in the area.

What we heard & observed

- Camrosians appreciate the preservation of significant heritage buildings and believe it is well maintained.
- Large front setbacks allow for spill out spaces and freestanding signage.
- Narrow sidewalks, but the large trees on private property create a vibrant pedestrian experience.

Recommendations

- Implement Streetscape improvements as referred to in Section 4.0.
- Introduce pedestrian-scaled historic light fixtures and benches that complement the area's character.
- Freestanding signage should be of permanent nature and encouraged to integrate landscaping and complement materiality of the existing historic structures.
- All vehicular access should be from the rear of the lot accessed through the lane.
- Front entrances should be well defined with pathways connecting to the sidewalk.
- Introduce a freestanding gateway element along 48th St and 48th Ave taking inspiration from historic elements and materials.

Sparling Mixed Use Historic Village





JAMIESON & ADAMS RESIDENTIAL VILLAGE

INTENT: TO ENCOURAGE INTENSIFICATION THROUGH RESIDENTIAL INFILL OPPORTUNITIES

Existing Conditions

These are predominantly residential areas that consists of single family homes, duplexes and apartments. Growth is anticipated over the years and a variety of housing typologies are encouraged.

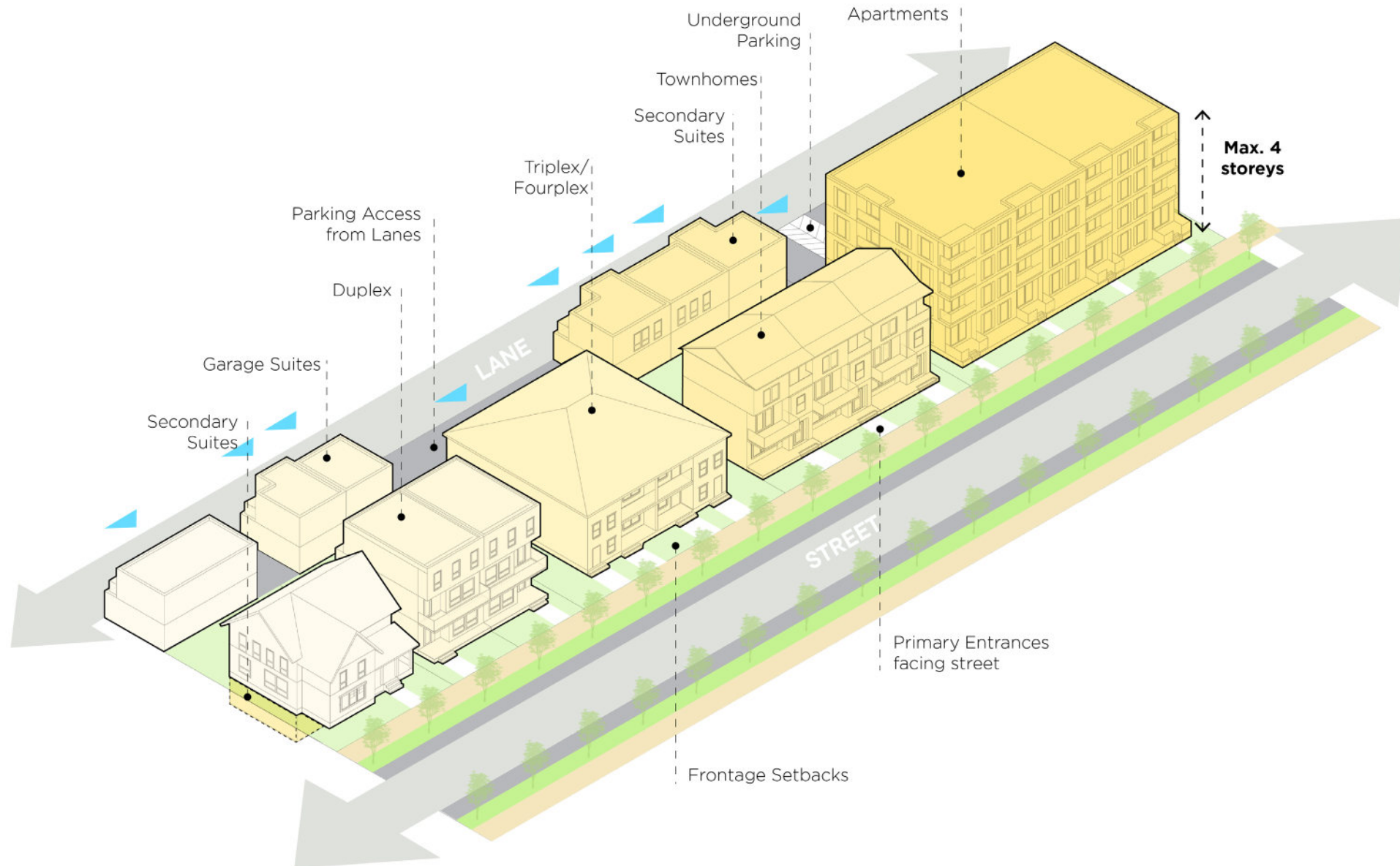
What we heard & observed

- Lack of adequate sidewalks and poor pedestrian experience.
- Some apartment blocks have their primary entrance from the side of the lot.
- Some lots have a larger depth than standard (50 x 125 ft) lots and some have streets on either sides.

Recommendations

- Consider introducing various housing types like duplexes, townhouses, laneway housing etc. as illustrated in the diagram.
- Ensure primary entrances face the street, and parking is accessed from the rear end of the lot and through a laneway if applicable.
- Residential frontages should be well defined with stoops, terraces and have pathways connecting to the public sidewalk. Setback areas should be landscaped.
- Residential lots larger than 125 ft with access to a lane, should consider activating the rear end of the lot through laneway housing.
- Lots facing street on the front and rear, should consider driveway access with minimal impact on sidewalks and pedestrian connectivity. Where applicable, they must also use screening techniques to screen surface parking (Refer to Section 6.0)
- Consider consolidation of lots to incorporate housing types like courtyard clusters and multi-unit housing that activates edges, especially on corner lots.

Medium Density Housing Types





COMMERCIAL TRANSITION AREA & INNOVATIVE EMPLOYMENT AREA

INTENT: TO DEVELOP AN IDENTITY THAT ENCOURAGES BUSINESS ATTRACTION AND RETENTION

Existing Conditions

These areas currently lack an identity but are envisioned as areas that would need to encourage new businesses and retain existing ones. The commercial transition district consists of a mixed of uses transitioning from the Main Street to the Innovative employment area, and doesn't have an identity of its own. Similarly, the Innovative Employment Area consists of light industrial uses and underutilized parcels with potential to be redeveloped.

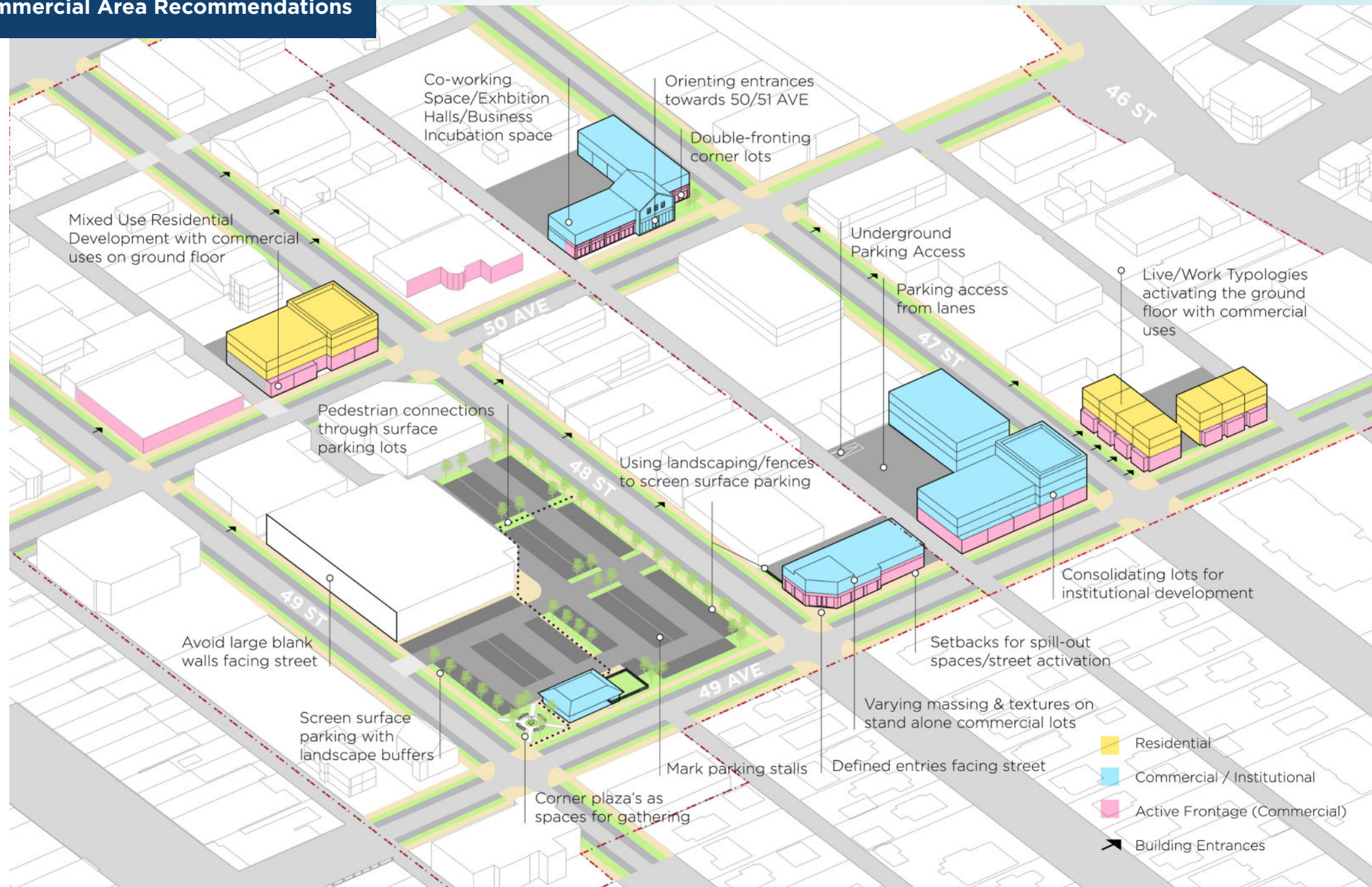
What we heard & observed

- Lack of cohesive identity that marks these areas as employment zones.
- People find these areas underutilized and sparse; only visiting if they have work or a specific thing to get done in the area.
- Pedestrian interface is poor and doesn't encourage people to walk in the area.

Recommendations

- Implement streetscape improvements as referred to in Section 4.0.
- Orient primary entrances and active uses on corner lots towards 51st, 50th and 49th Ave to establish those streets as active corridors.
- Avoid large surface parking lots and create parking access from laneways or provide underground parking.
- Screen parking from streets using landscape buffers or fencing as referred to in Section 6.0.
- Buildings may be setback to incorporate publicly accessible private plazas that can be programmed with public art, gathering spaces, and landscaping.
- Consolidate underutilized lots to create opportunities for a satellite campus or other institutional/commercial uses.
- In the Innovative Employment Area, residential uses are encouraged as live/work units with commercial uses on the ground level and residential units on top.
- Avoid large blank walls, and encourage variation in textures and building massing, or using vibrant wall murals to enhance the pedestrian experience while also creating landmarks within the Downtown core.

Commercial Area Recommendations







SECTION 3.0

GATEWAYS

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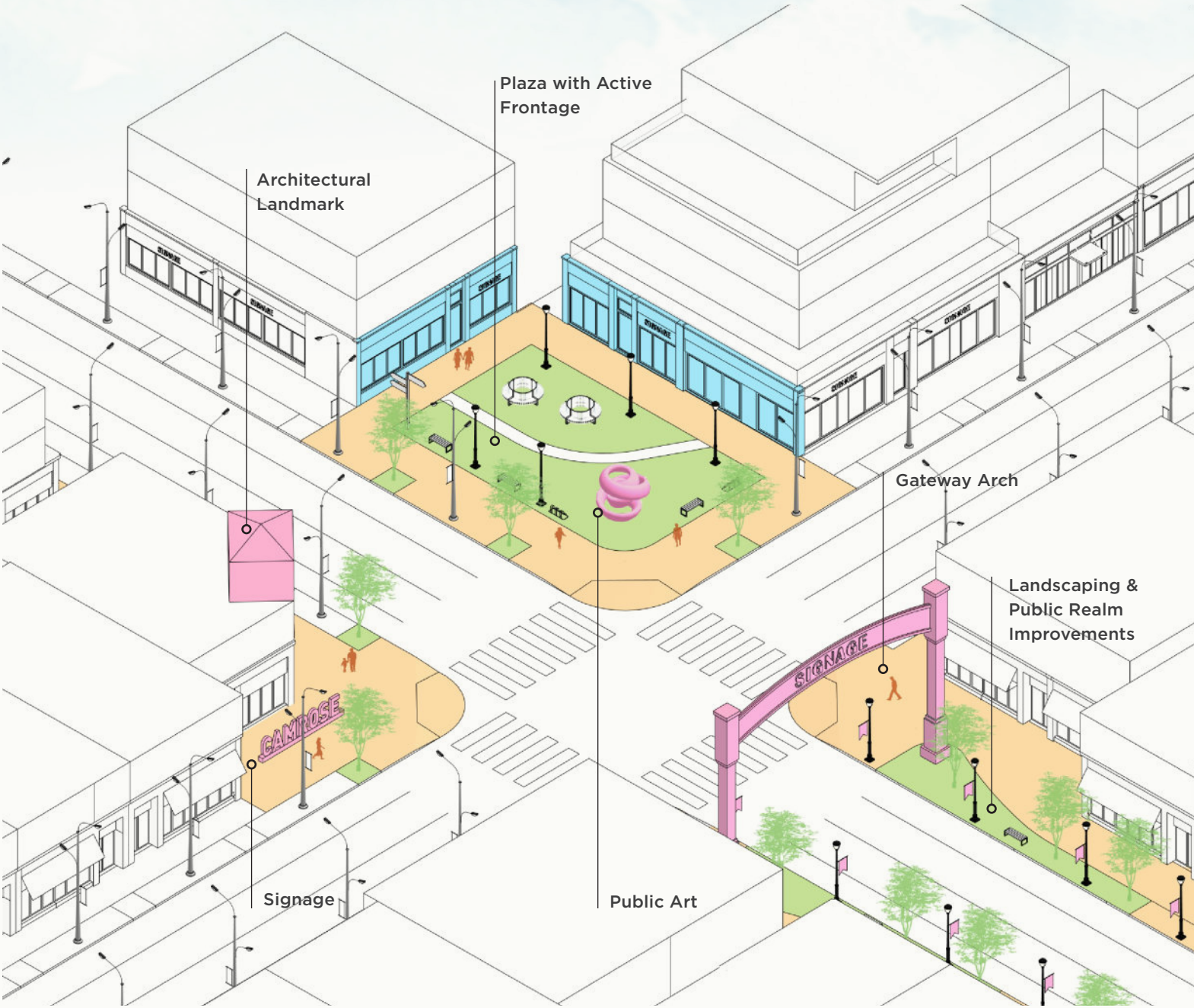


GATEWAYS

Gateways are an important element in wayfinding that serve as a visual reference for pedestrians, cyclists, and motorists. These may be defined using landscaping, public art, street furniture, signage, or landmark building elements. The following methods can reinforce the character of the gateways into Downtown Camrose:

- Design plazas with a mix of hard and soft landscaping elements to create welcoming spaces, incorporating amenities such as bicycle parking, seating, water or natural features, and decorative lighting, etc.
- Ensure strong visual connections to streets to reinforce their public nature, promote street activity and public safety through natural surveillance.
- Where plazas are adjacent to commercial development, avoid parking lot interfaces and maximize activity by orienting lobbies and entrances onto plaza spaces.
- Grade plazas to align seamlessly with sidewalks, minimizing the need for retaining walls, stairs, and ramps to provide universal accessibility and clear sightlines.
- Establish primary gateways through distinct design elements such as monuments, landmarks, architectural gates, clock towers, etc.
- Encourage the integration of public art on public and private property within gateway areas.

Downtown gateways should signal arrival, reflect local identity, and create a memorable sense of place.



*Gateway graphic for illustrative purposes only.

MAJOR GATEWAYS

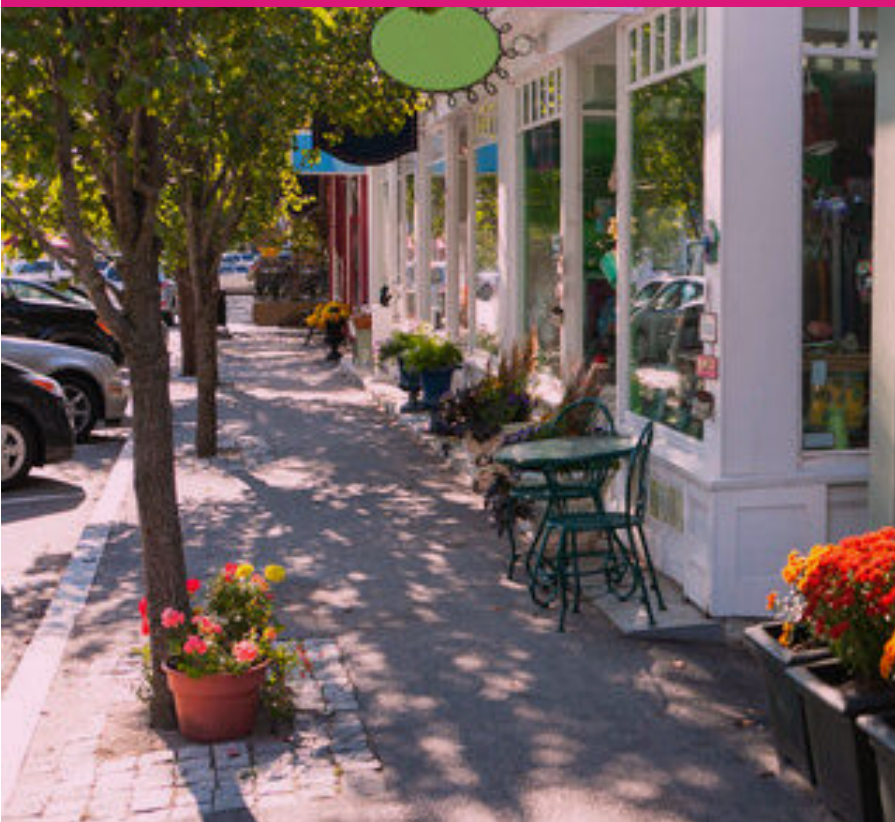
Major gateways are located at major intersections connecting the downtown core with surrounding areas. These require high visibility and could take the form of an arched element, structural signage, landmark building or a plaza space with landscape features.



MINOR GATEWAYS

Minor gateways complement major gateways and can take the form of public art installations, community signage, or sculptural elements. These can be creatively designed and used to define the character of the precinct.







SECTION 4.0

STREETSCAPE PLAN

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STREETSCAPE CONSIDERATIONS

Streets are the primary place from which residents and visitors experience the Downtown.

Existing Street Conditions

The street network in the downtown area follows a modified grid pattern that supports vehicular circulation, on-street parking, and pedestrian access to local businesses.

Streets generally accommodate two-way traffic with parallel parking along much of the corridor and sidewalks, although narrow, run continuously throughout Downtown.

Streetscape elements such as lighting, street trees, and street furniture are present along portions of the corridor but are not always consistent throughout the district. Engagement with the locals and observations through site visits revealed that there is a lack of landscaping along the street making the pedestrian experience feel hostile. Main Street and portions of 48a Ave that have landscape and street furniture are preferred by the community.

Overall, the street network functions effectively for local traffic and commercial access; however, opportunities exist to enhance the public realm through improved pedestrian amenities, landscaping, and coordinated streetscape design to reinforce the character of the downtown area.

General Considerations

Early observations through policy reviews, engagement workshops/surveys and site visits include the need to consider the following:

- On-street parking for “out of town” visitors
- Consider parking utilization from 2017/18 WATT study and maintain on-street parking where utilization is higher (i.e., more than 35%)
- Consider the types of vehicles maneuvering through Downtown eg: higher percentage of pickup trucks, which have a longer length and wider width
- Maintain “Main Street” along 50th St, including existing trees and angle parking
- Provide shared pathway connections that support active transportation along east-west and north-south corridors through the downtown area by:
 - Connecting to Mirror Lake trail network
 - Connecting École Charlie Killam School
 - Improve crossings across the rail line at 48th St, 53rd St, and mid-block non-vehicular crossing at 51st St
 - Connecting to higher uses by non-driving public (seniors with mobility scooters, teens/young adults on bikes, etc), including library, Academy of Gymnastics, Elks Hall, City Hall & Main Street Area.

- Narrow lane widths where feasible and introduce curb extensions at intersections and mid-block crossings to improve sight lines, create space for landscaping / furniture, and create self-enforcing no-parking zones at intersections.
- For planting zones less than 2.0M, it is advised to use Strata Cells or other means to ensure tree health and green boulevards.

Proposed Street Network

The proposed network considers categorizing streets into Truck Routes, Residential Streets & Urban Streets with modifications to drive aisles, introduction of landscape features and furnishing zones, and introducing shared pathways to establish north-south and east-west connections that enhance mobility to key areas.

The following dimensions are recommended:

Context	Lane Dimension
Truck Route Lane	3.70m (+0.25m to Face of Curb)
Non-Truck Route Lane	3.30m (+0.25m to Face of Curb)
Residential Street Lane	2.50m (assumes two-way yield operations)
Parking Lane	2.55m (to Face of Curb)
Angle Parking	5.30m (perpendicular to road centreline, to Face of Curb)
Pathway	3.0m
Sidewalk	1.8m
Furnishing Zone	1.45 (min)

STREETSCAPE PLAN





TRUCK ROUTES

Currently these routes lack landscaping making the street look hostile. It is recommended to plant trees in tree grates with strata cells and specialty pavers, along the street to enhance the pedestrian experience.

Existing Routes



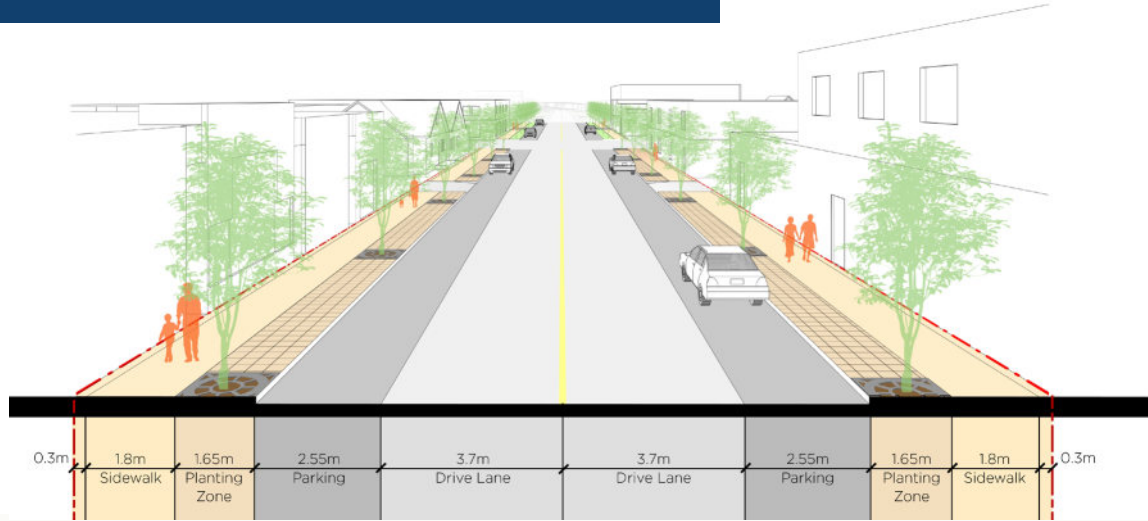
Consideration to eliminate truck routes on:

- 49th Ave between 49th St and 51st St
- 49th St between 49th Ave and 51st Ave
- 51st St between 48A Ave and 51st Ave

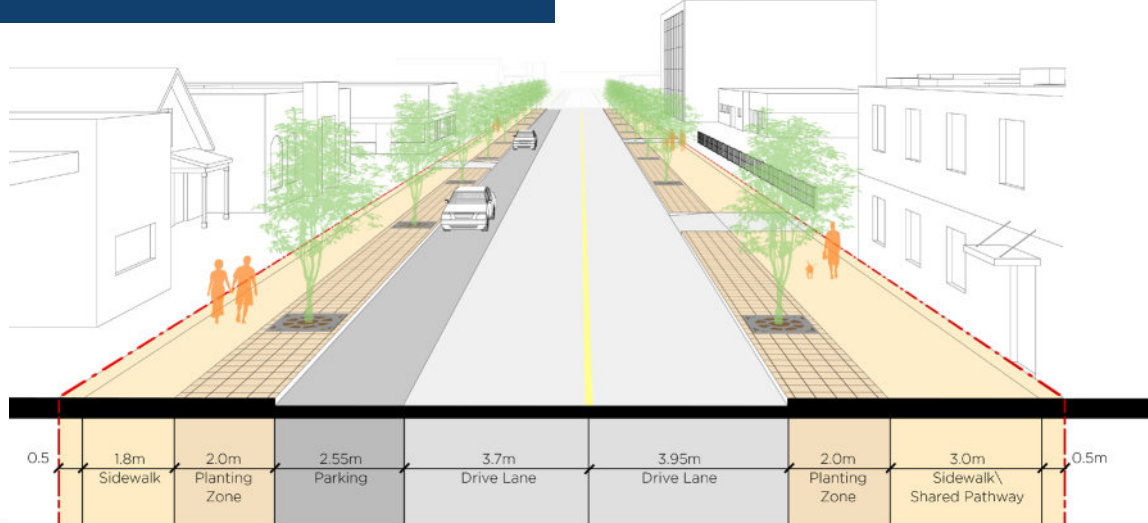
Proposed Truck Routes



Option A: Truck Route with Parking on both sides



Option B: Truck Route with Shared Path



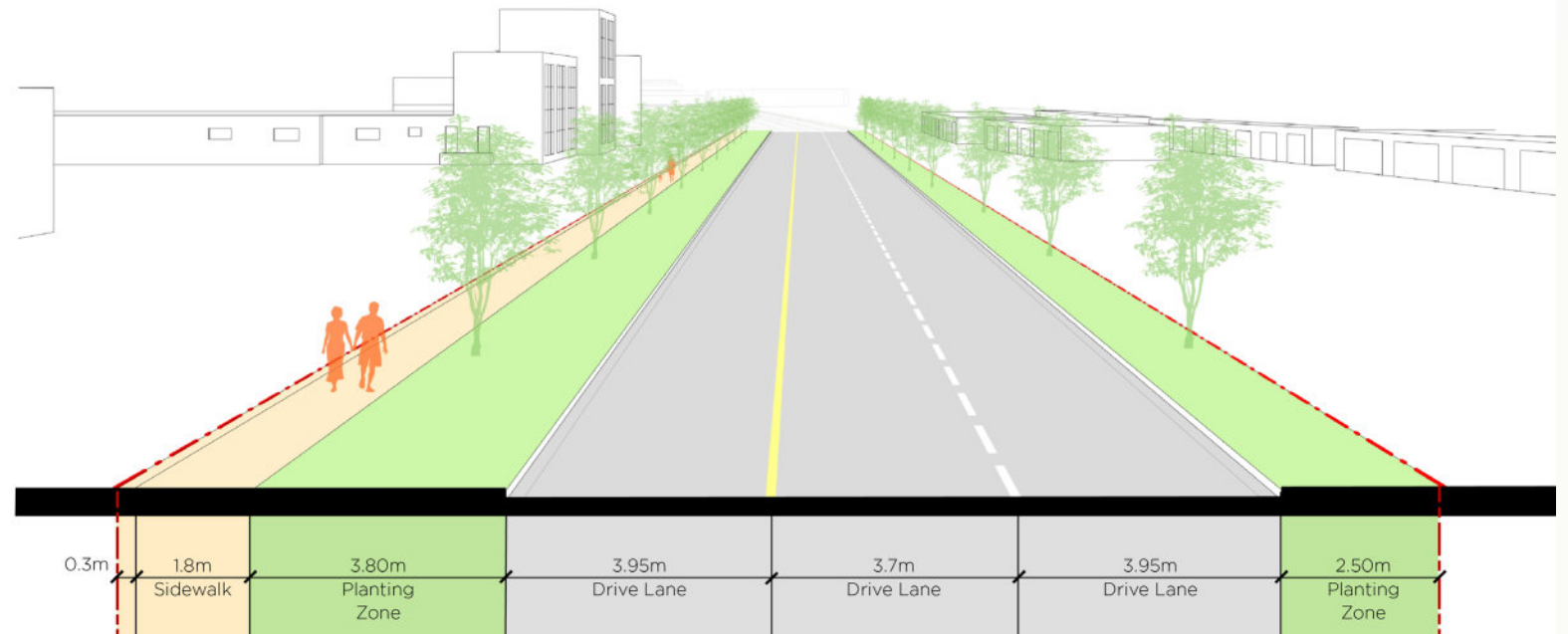
*Shared pathway to run along the west or northern edge of a street

THREE LANE SECTION

Recommendations:

- Large shade trees (Elm, Ash) in grass with continuous tree trench.

Option C: Three Lane Section



*Sidewalk to be placed on the south edge of the street



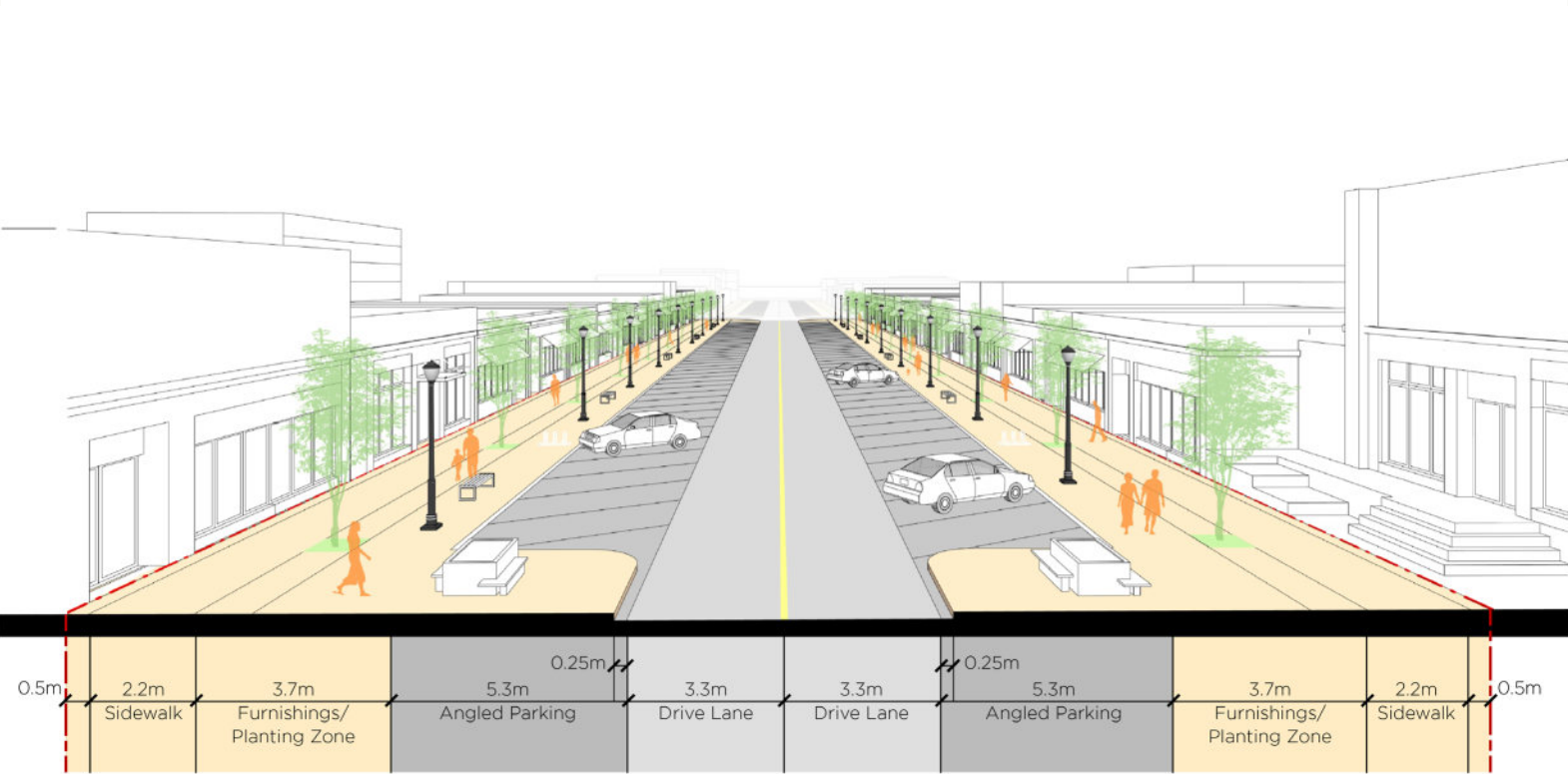
The Historic Main Street of Camrose incorporates many of the urban design principles associated with active, pedestrian-oriented streets and remains a preferred destination for residents and visitors. Building on these existing strengths, several refinements can further enhance the street by:

- Continuing to reinforce the Main Street character as a pedestrian oriented street by reducing the width of drive aisles and encouraging slower speeds.
- Expanding sidewalk widths allowing businesses to extend activity into the public realm through features such as outdoor seating, cafe patios, product displays, or seasonal programming.

Proposed Street Location



Main Street Section





RESIDENTIAL STREETS

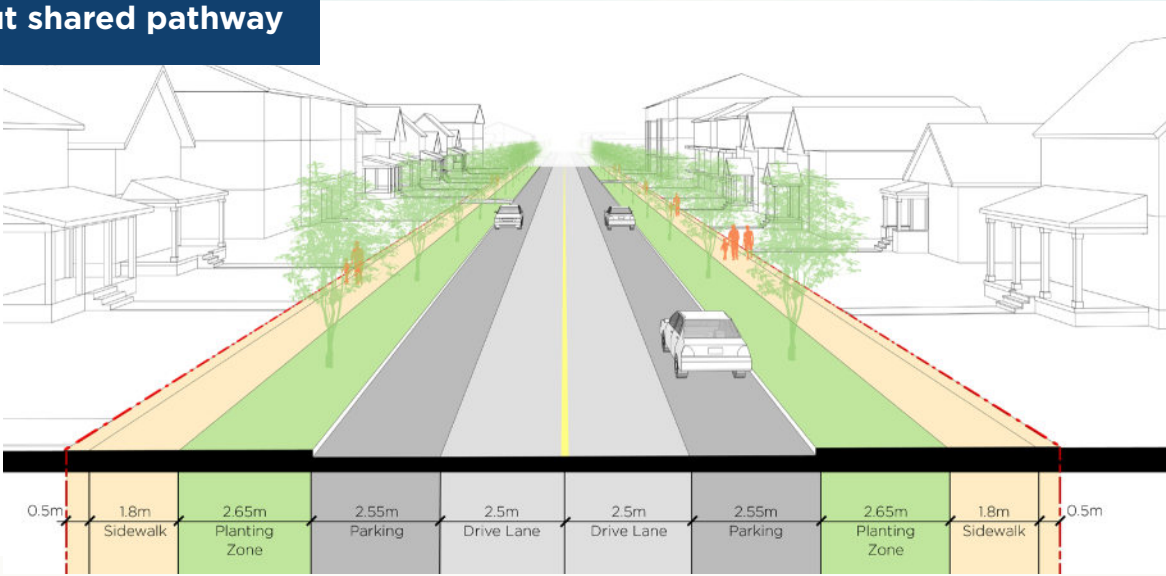
Streets in areas such as the Adams Residential District, Jamieson Village, and the Sparling Mixed Use Village are primarily intended to serve local residents and should prioritize a comfortable pedestrian environment while accommodating low volumes of local vehicular traffic. Recommendations include:

- Maintaining generous street tree planting along residential corridors with large shade trees (Elm, Ash) in grass with a continuous tree trench.
- Introducing a shared pathway along 52A St with a direct connection to Mirror Lake.
- Narrowing drive aisles to calm traffic and providing adequate sidewalks along both sides of the street.

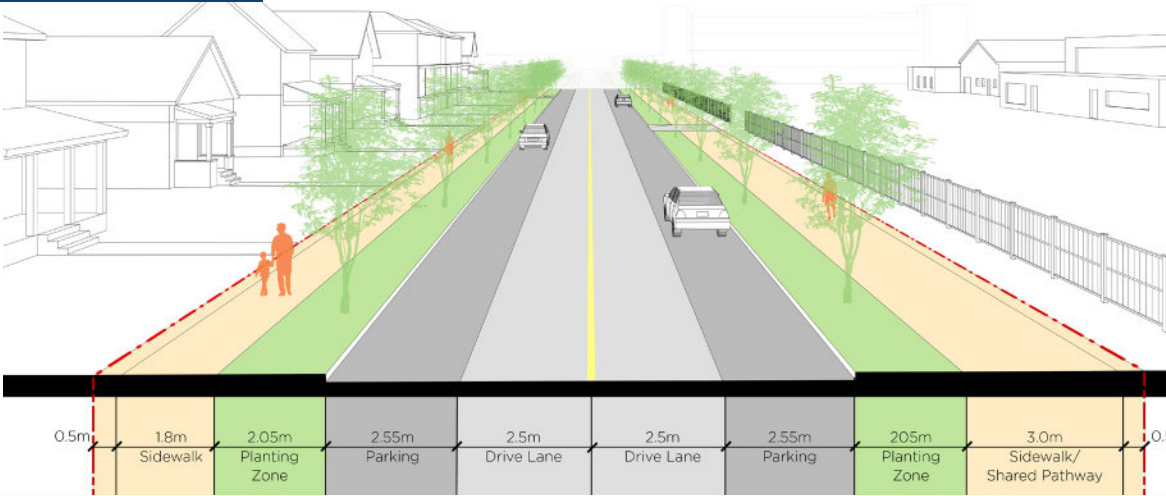
Proposed Street Location



Option A: Without shared pathway



Option B: With shared pathway



*Shared Path to run along the east side of the street

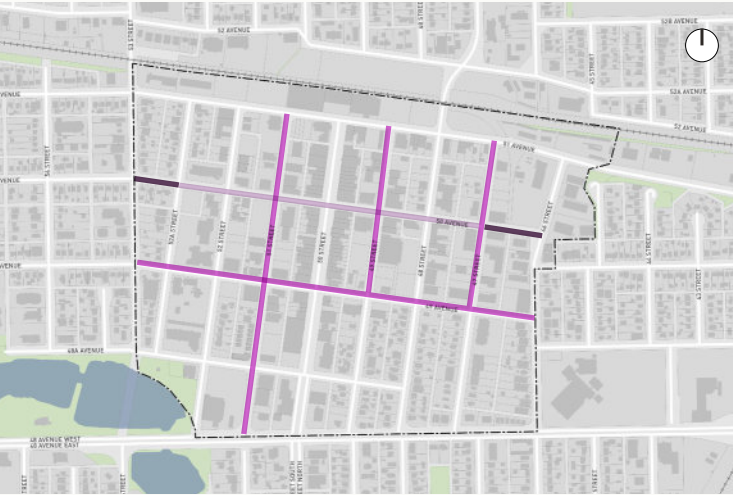


URBAN STREETS

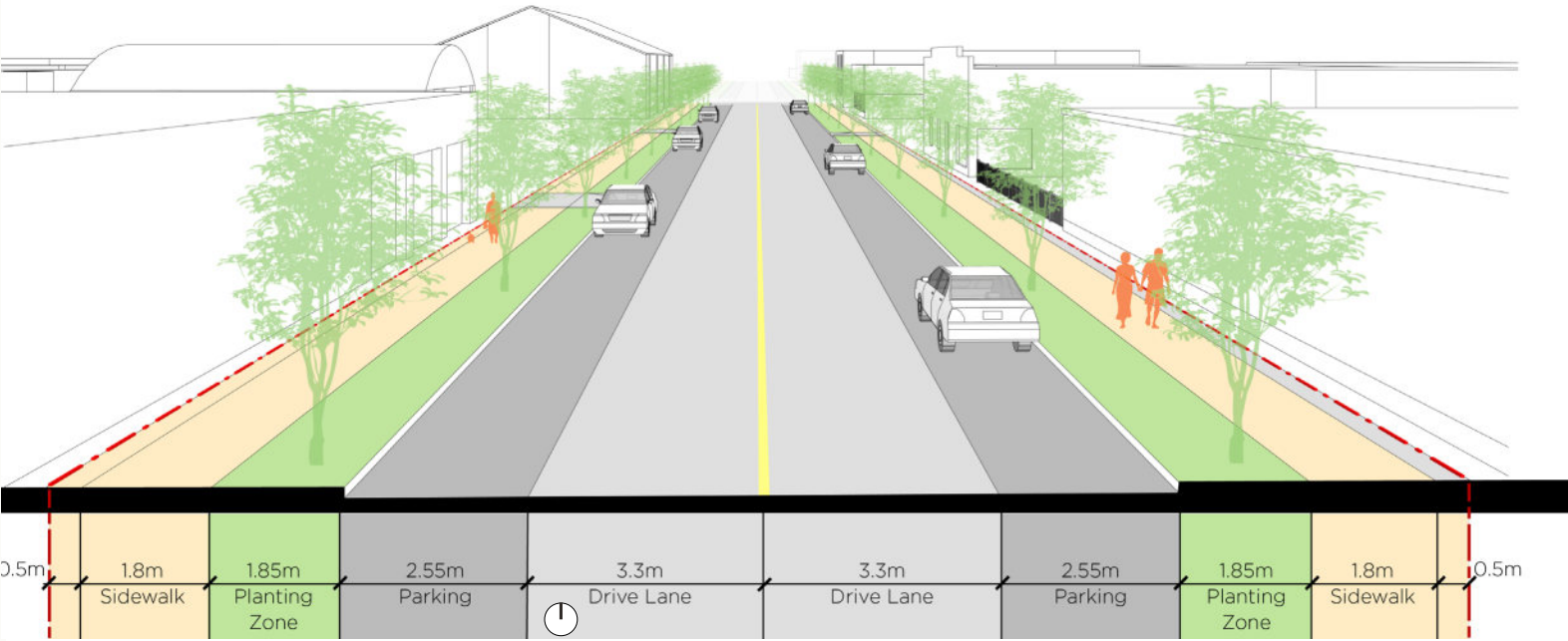
These streets are intended to serve as connectors between residential and non-residential uses, prioritizing a comfortable pedestrian environment, providing on-street parking and also allowing accessibility through shared pathways connecting community nodes. Recommendations include:

- Providing street tree planting with trees in grass and a continuous tree trench
- Introducing a shared pathway along 50th Ave to connect uses along the east-west corridor
- Narrowing drive aisles to provide adequate sidewalks along both sides of the street

Proposed Street Location

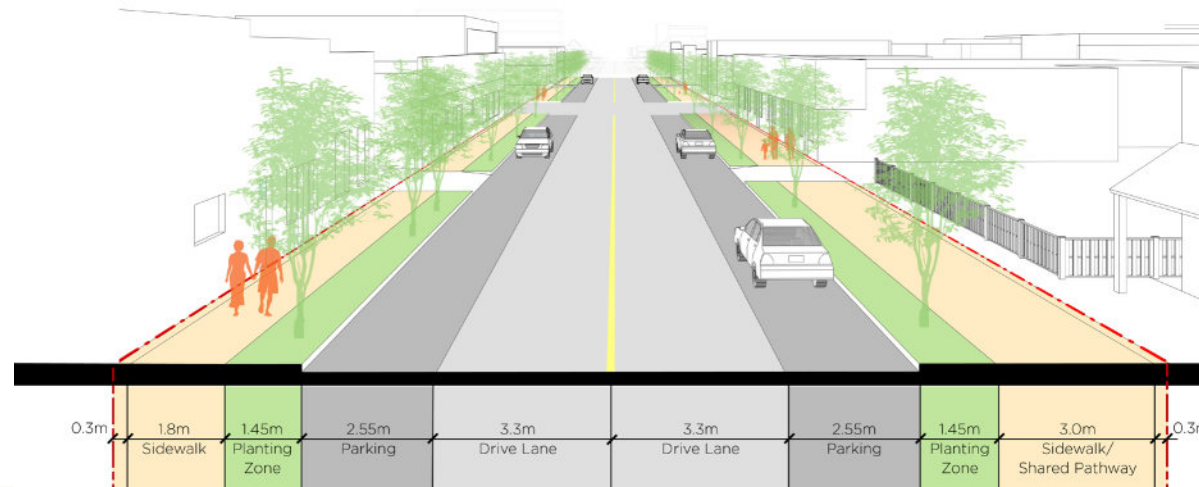


Option A: Without shared pathway



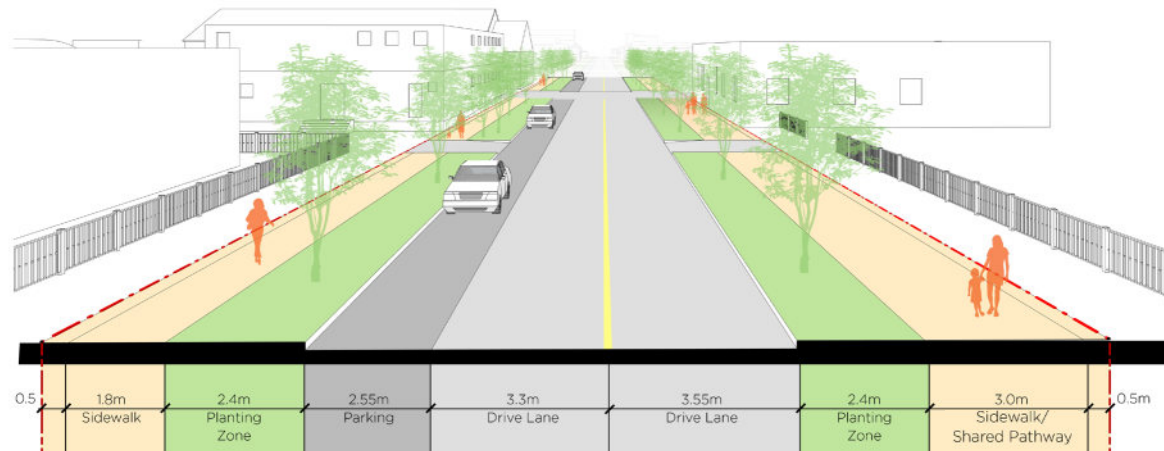
Option B: With shared pathway

*Shared Path to run along the north side of the street



Option C: With shared pathway & parking on one side

*Shared Path to run along the north side of the street







SECTION 5.0

PUBLIC REALM & STREET ELEMENTS

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Street Furniture

Street furniture refers to the street elements installed in the public realm to enhance comfort, functionality and accessibility for people using the street. This includes benches, planters, bike racks, bollards, and waste bins.

Considerations

- These elements shall be in the furnishing/planting zone and placed without obstructing building entrances or vehicular entry/exit points.
- A contemporary/Nordic aesthetic with a coherent color palette is selected to enhance the street character and support a unified vision for Downtown.
- Materials for all street elements shall be durable, weather resistant and easy to maintain.
- Custom street benches and non-traditional seating solutions may also be used as placemaking elements in public plazas and the heritage main street.

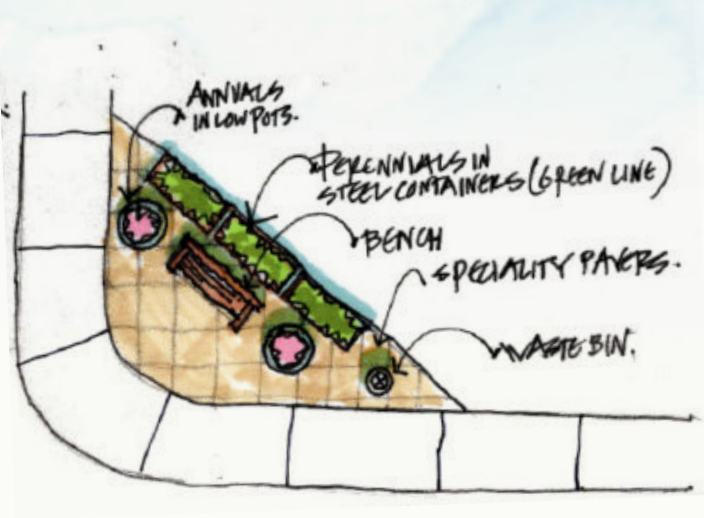




Furniture Improvements

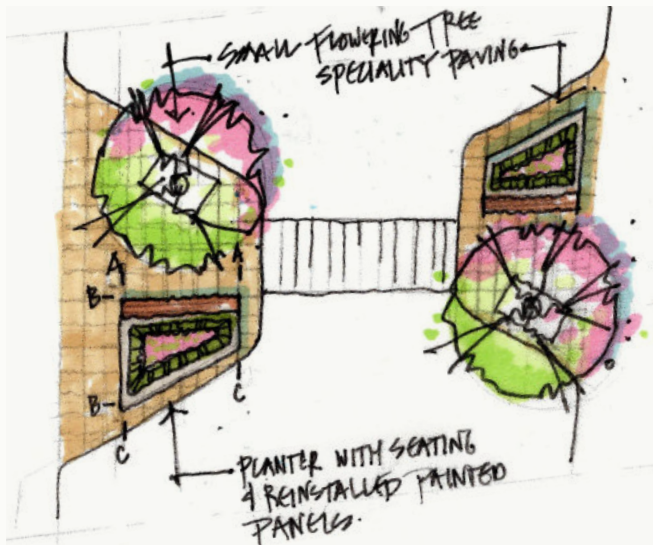
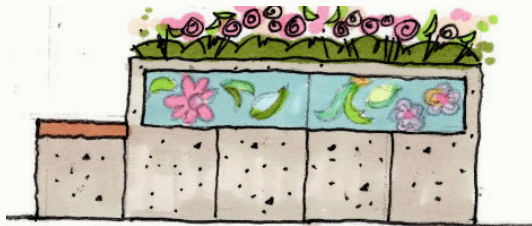
Strategic Placement

Benches with planters may be placed along streets or key intersections to activate the node.



Incorporating Local Art

Considering Camrosian's pride in local art, new furniture can incorporate these design elements to create unique and contemporary styled street furniture for Downtown.



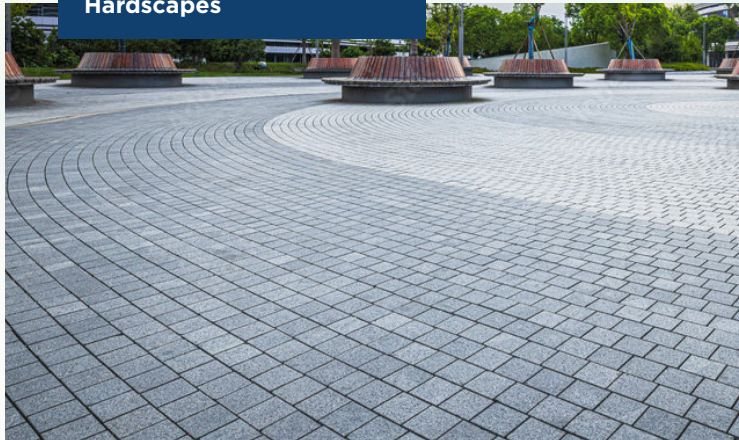


Paving & Textures

Variation in paving materials and surface textures plays an important role in defining the character and functionality of the public realm.

- Along the main street, introducing changes in paving texture can help create visual and tactile distinctions between pedestrian areas and furnishing zones.
- Sidewalk design should prioritize universal accessibility, ensuring that people of all mobility levels can navigate the space safely, with clear indicators for slope changes, and curb transitions.
- Durable materials such as precast concrete pavers are recommended to be used in sidewalks and pedestrian areas because they provide a resilient, modular surface that can withstand freeze-thaw cycles and heavy pedestrian use when installed on a properly prepared base. Their unitized format also allows for easier maintenance and localized repairs without replacing large sections of pavement.
- Sandblasted concrete is another commonly used surface treatment that may be used for hardscaped plazas to create a subtle texture by exposing fine aggregate, improving slip resistance while offering a refined and consistent appearance.

Hardscapes



Raised Crossing



Distinguishing Zones through textures



Image Source: Paving Stones Supply (n.d.). Retrieved from: <https://shorturl.at/17kBo>



Street Trees & Shrubs

Street trees are a critical streetscape element that functionally provide shade for pedestrian comfort and aesthetically improve the visual experience. Urban planting also contributes to promoting pedestrian scale, and provides a buffer between roads and vehicles.

- Some recommended species with respect to the context include:
 - **Trees:** Linden Tree, Spring Snow Crabapple, Brandon Elm & Patmore Ash.
 - **Shrubs:** Ornamental grasses, Daylilies, Black Eyed Susan, Dwarf Viburnum
- The location of street trees is recommended to be between the curb and the sidewalk, and will be used to define the street character.
- Streets are envisioned with long planter beds with pedestrian cut throughs along residential & urban streets, while Main Street and 51st Ave could have trees in soil cells.





Lighting

Lighting is a critical element in the public realm because it shapes how people experience, navigate, and feel in urban spaces. Choosing the right lighting is key in contributing to the safety and functionality of a space and encourage night time usage as well.

- Lamp posts in the development are recommended to be of a modern standard, while unique pedestrian scaled lighting fixtures are recommended along the main street to define its character.
- Lamp posts along the Main Street and Sparling Mixed-use Village will reflect the heritage character. Main Street lighting may also have integrated signage.
- Lamp posts will be placed on one side of the sidewalk in the furnishing zone.
- Energy efficient LED lights are recommended with an emphasis on lighting solutions that have low light pollution.
- Festoon lights can be used in plaza spaces to activate spaces throughout the various seasons and times of day.
- Bollard lighting may also be used to illuminate pedestrian paths in parks and plazas.

Historic Lamp Fixtures



Modern Lamp Fixtures



Bollard Lighting



Festoon Lights





Public Art

Public art plays an important role in shaping the identity and character of the public realm. By integrating artistic elements such as sculptures, murals, or interactive installations into streets, plazas, and parks, communities can create memorable places that reflect local culture, history, and values.

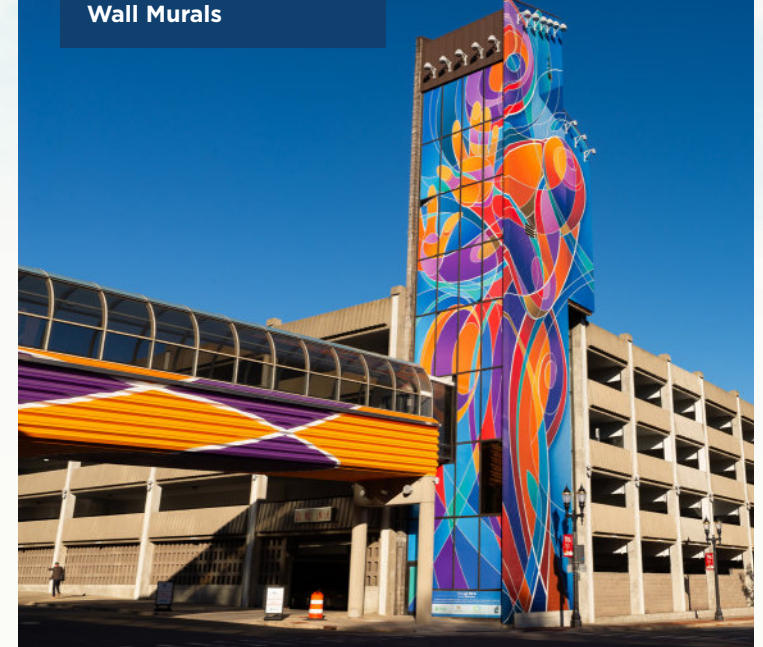
Public Art in Downtown may be introduced as:

- **Sculptural elements** - that could serve as gateways or wayfinding elements throughout the development in the form of signage, space definition, and landmarks.
- **Illuminated art installations** - which may be used to add vibrancy during the winter months and add an element of interaction with the public space.
- **Mural Artwork** painted by local artists to activate blank walls facing the street (these are distinct from Mural Fascia Signs that serve as commercial signs, as referred in Section 8.0)
- **Art sculptures** may also be used to celebrate distinct precinct characters and/or activate street intersections.

Night time Activation



Wall Murals



Art Sculptures



Interactive Art Installations







SECTION 6.0

GENERAL DEVELOPMENT GUIDELINES

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General Development Guidelines

The consideration of built form early in the planning and design phase can ensure new developments are compatible with the existing or planned context and create high quality, inclusive, sustainable, authentic, attractive, and thriving urban places during all seasons.

The following section includes some general guidelines for private development that will guide future development in Downtown Camrose. These include the following:

- Parking & Access
- Ground Floor Treatments



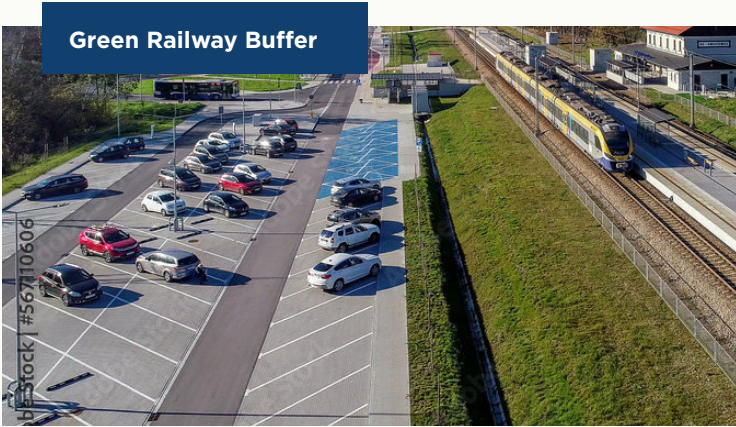


Parking & Access

Parking and access should be carefully planned to support a safe, walkable, and visually cohesive streetscape.

The following guidelines aim to minimize vehicular impacts along streets to enhance pedestrian comfort, and ensure that parking areas contribute positively to the public realm rather than detract from it.

- Consolidate access between adjacent properties (where appropriate) to reduce the number of driveways and access points.
- Screen structured parking facilities with facade articulation and/or screens, where facing a street or adjacent residential use.
- Locate access to underground parking facilities at the rear of a lot, and accessed from a lane where provided.
- Any off-street surface parking for commercial or multi-unit residential uses should be located behind the buildings and accessed from a lane where provided.
- Surface parking should adhere to CPTED principles, provide pedestrian lighting, and safe walking paths for pedestrians.
- Screen parking areas facing a street using strategies such as tree planting, low walls and/or decorative fencing where visible from the street.
- Incorporate landscape features in parking areas to define smaller blocks, improve visual quality and minimize the amount of paved areas.





Ground Floor Treatment

Active ground-floor commercial and mixed-use façades along the public realm create engaging edges that support vibrant and walkable streets. The following guidelines to strengthen the pedestrian experience are recommended:

Frontage Zones

This is the area between a building and sidewalk that accommodates building entrances, displays, patios, landscaping and other activities supporting the interaction between the building and the public realm.

- Where appropriate, consider front setbacks to function as frontage zones that provide space for outdoor amenities, landscaping, and commercial displays, helping to activate the street edge.
- Frontage zones may vary in size, based on the use ranging anywhere from 1.0 – 3.0 m or more.
- Avoid spill overs from frontage zones and any obstructions to pedestrian paths ensuring a minimum width of 1.8m is left for pedestrian circulation.
- Consider hardscaping using materials and patterns that seamlessly integrate with the sidewalk.
- Minimal to no grade changes should be considered to allow for universal access.
- Commercial uses on corner lots are encouraged to provide active frontages along both streets.

- Good quality and weather resistant outdoor furniture is encouraged.
- When designing these zones, respect existing street trees and infrastructure like light poles, fire hydrants etc.

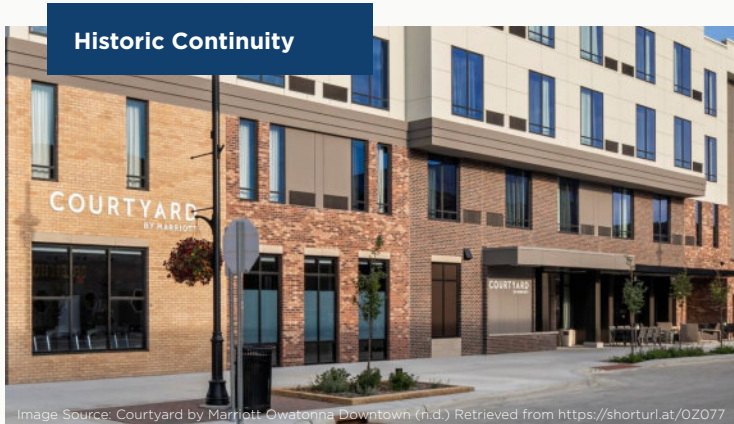
Facade Guidelines

- High ground floor ceiling heights (eg: 4.5m floor to floor) should be considered for commercial uses.
- Glazing like transom windows may also be used to bring in additional daylight into interior spaces.
- Narrow commercial bays with separate entries with a maximum width of 15.0 m are encouraged, as opposed to large format uses.
- Avoid large blank walls and create visual variation through building articulation
- Double floor heights (Max. 9.0 m) with mezzanine may also be used for larger commercial/institutional uses
- Non-active uses like storage/mechanical areas must be located within the building or on the rear side to maintain active frontage along the street.

- Ground floor windows should maintain a high level of transparency to strengthen the connection between interior spaces and the public realm. Opaque window signs and heavily tinted or frosted glazing are discouraged.

Pedestrian Scale Considerations

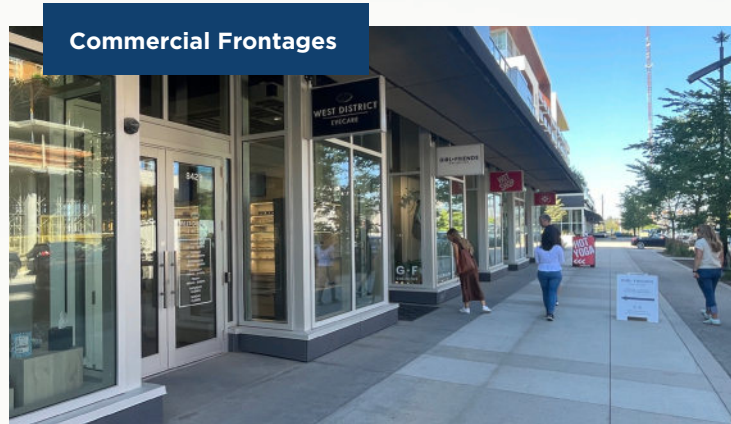
- Architectural elements like canopies, awnings and recessed entries should be considered to articulate building fronts and provide weather protection when placed along the length of a building facade.
- Vertical architectural elements like columns and pilasters can be added to create rhythm along the street.
- Signage in the form of awning/canopy signs or projecting signs can also be integrated to help with wayfinding (Refer to Section 8.0).



Historic Continuity

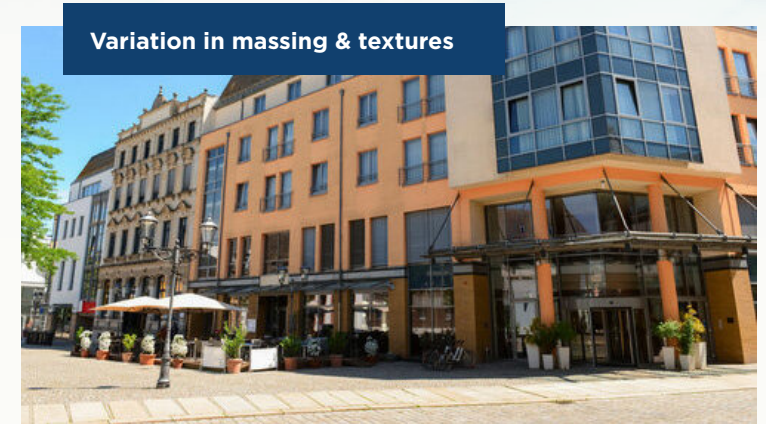
Image Source: Courtyard by Marriott Owatonna Downtown (n.d.) Retrieved from <https://shorturl.at/OZ077>

Ensuring historic continuity in historic districts by using traditional materials like brick on the main level



Commercial Frontages

Recessed entries at grade providing universal accessibility to commercial uses on the main level



Variation in massing & textures

Maintaining commercial bays and creating visual breaks through a variation in massing and textures



Spill out Spaces

Seamless integration of spill out spaces with the sidewalk



Indoor Outdoor Connections

Large double height glazing offering transparency into interior spaces



Double fronting corner lots

Wrapping around corners with spill out spaces along commercial frontages





SECTION 7.0

DESIGN STANDARDS

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VISION & INTENT

- **Economic development** by attracting employment, talent, and tourism;
- **Sustainability and market resiliency** by offering a vibrant, walkable environment that gives residents an option to live near their daily needs and for employees and visitors to “park once” and access a unique shopping and dining environment alongside nearby services and institutions; and
- Acting as the **cultural and social centre** of the City.

To be successful and build value for the City, there must be minimum standards to maintain and increase walkability, and to reflect the character and quality deserving of the City's heart. Minimum standards attract new investment knowing that the efforts of adding or improving buildings into the downtown will be reciprocated on adjacent blocks and that new uses will not undermine the success of downtown.

These design standards intend to set an appropriate baseline standard for downtown, allowing creativity and flexibility while avoiding undue regulation. They are organized on a continuum of three character zones, where the level of character and quality standards vary depending on where they are located relative to existing investments and their character. They are:

- **Historic Main Street**
- **Downtown Core**
- **Downtown General**





CHARACTER ZONES

1. Historic Main Street

Centered on 50th St, this is the highest and most refined standard to maintain the character and charm that brings vitality and vibrancy to this street.



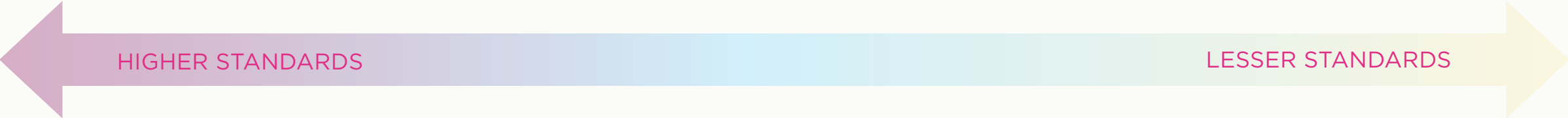
2. Downtown Core

Located in proximity to 50th St and as part of the civic core, this area aims to achieve high-quality design to support 50th St while allowing for more contemporary forms as necessary exceptions to the standard set in the Historic Main Street.



3. Downtown General

This is the baseline standard for downtown, securing functional elements and guiding a high quality while allowing flexibility and innovation.





HISTORIC MAIN STREET



Vision: Establish the highest standard of design that celebrates the historic character and a strong public interface.

*Development shall follow DARP Principles and the Land Use Bylaw in concurrence with these guidelines to achieve the required design standards for Downtown.

Functional Design Elements

Transparency

- Ground floors should provide a minimum of 65–75% transparent glazing between 0.6m and 2.5m above grade.
- Tinted or reflective glazing is discouraged.

Recessed Entrances

- Recessed entries are encouraged to provide weather protection and visual depth.

Awnings & Weather Protection

- Fabric awnings or traditional metal canopies are encouraged.

Maintain Historic Street Edge

- New development should align with the established front property line to reinforce the continuous street wall along 50th Street and adjacent downtown blocks.

Reinforce Fine-Grain Development Pattern

- Encourage narrow storefront widths (Max. 15 m) and incorporate vertical articulation to reflect traditional narrow storefront bays.
- Large-format developments should visually break down massing to reflect historic parcel widths.

Adaptive Reuse

- Where redevelopment occurs, retention and restoration of historically significant facades is strongly encouraged.
- Match original window patterns and proportions where heritage buildings remain.

Parking & Access

- Any surface parking, underground parking and loading/servicing areas must be accessed from a rear lane.
- Parking areas facing a street should be screened using strategies such as tree planting, low walls and/or decorative fencing where visible from the street.
- Consolidate access with adjoining properties (where appropriate) to reduce the overall number of driveways and access points.

What To Consider

Character

- Use traditional architectural styles that exist within the Downtown.
- Consult traditional architecture references for authenticity, avoiding obvious “faux” elements and mismatched elements.

Vertical Emphasis

- Facades shall incorporate vertically proportioned windows and pilasters to reflect traditional downtown buildings.
- Creating window groupings to emphasize rhythm and emphasize verticality.

Base-Middle-Top Expression

Commercial buildings shall clearly articulate:

- A transparent and active storefront base,
- An upper facade with consistent window rhythm,
- A defined cornice or parapet termination.

Materials

- Primary materials should include brick, stone, high-quality fibre cement, or wood accents reflective of historic Camrose character.

- Mirrored glass, or large metal panel systems are discouraged on street-facing facades.
- Material changes shall occur at logical architectural breaks.

Signage

- Focus signage at the scale of the street rather than to attract attention from far away.
- Signs should be custom-made and constructed of wood or metal. Signs may also be painted on walls and windows.
- Fascia band signs should be located above the storefronts integrated sensitively with the facade.
- For band signs consider individual letters backlit or front-lit by gooseneck lights.
- Include pedestrian scaled projecting blade signs at the storefront.
- Awning Signage may also be used.

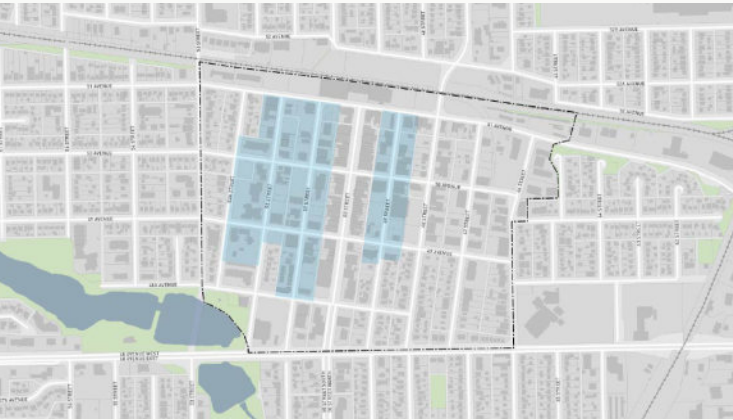
What To Avoid

- Large monolithic facades lacking vertical articulation or storefront rhythm.
- Mirrored glazing, curtain wall systems, and reflective materials that diminish pedestrian-scale character.
- Blank walls or inactive ground floors along public streets.
- Contemporary facade compositions that do not reflect the traditional base-middle-top expression of historic commercial buildings.
- Oversized or internally illuminated signage that obscures architectural detailing.
- Flush storefront entrances without weather protection or spatial definition.
- Materials and detailing that are of poor quality and inconsistent with the district's historic character.
- Large horizontal strip windows.





DOWNTOWN CORE



Vision: To create a vibrant civic core and develop areas that attract and retain new businesses.

*Development shall follow DARP Principles and the Land Use Bylaw in concurrence with these guidelines to achieve the required design standards for Downtown.

Functional Design Elements

Ground Floor Activation

- Transparent frontages with visual connection between indoor uses and public streets.
- Place active uses at grade facing the primary street.
- Entrances must be clearly defined to support pedestrian movement into spaces.
- Frontage zones are encouraged to accommodate patios, displays and seating etc. where applicable.

Parking & Access

- Any surface parking, underground parking and loading/ servicing areas must be accessed from a rear lane.
- Parking areas facing a street should be screened using strategies such as tree planting, low walls and/or decorative fencing where visible from the street.
- Consolidate access with adjoining properties (where appropriate) to reduce the overall number of driveways and access points.

Transition from Historic Main Street

- Building massing immediately adjacent to the Historic Main Street is recommended to transition gradually in height and scale.

What To Consider

Contemporary Forms

- Buildings should emphasize simple geometric forms, such as gabled volumes and/or rectilinear shapes.
- Traditional style may be implemented in a contemporary way on the ground level to ensure continuity with historic district.
- Introduce Nordic elements such as minimal cornice and roof edges, thin framed windows, shadow gaps, timber soffits, and recessed openings to emphasize depth.
- Simplicity should be matched with high quality materials.
- If traditional styles are used, they should reflect the standards set in the Historic Main Street zone.

Window Openings

- Windows should emphasize vertical proportions through the opening size or window dividers.
- Floor-to-ceiling windows are encouraged on ground level
- Create ordered compositions and establish consistent rhythm in facades

Materials

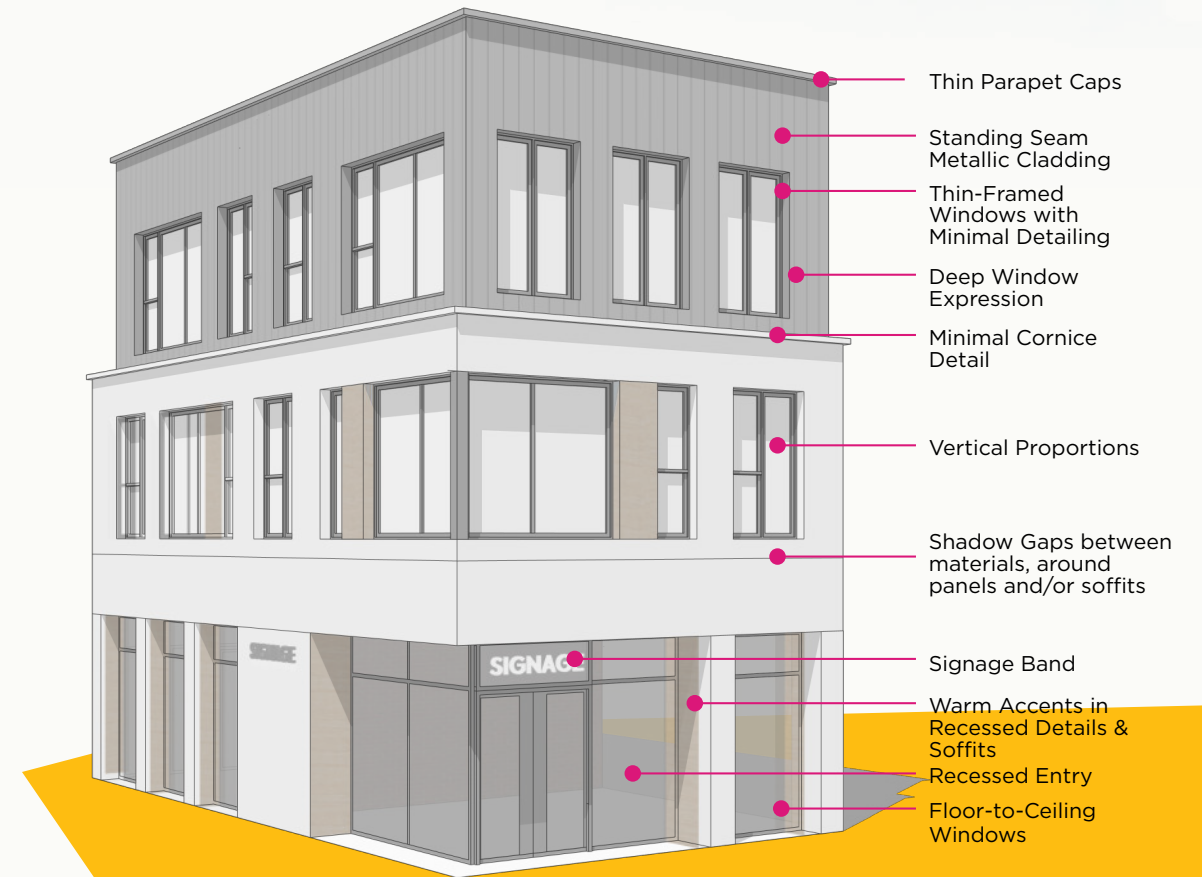
- Introduce material changes at logical architectural breaks. Introduce transitions through clean detailing such as flushed connections, minimal trim details, shadow caps, and thin metal flashings.
- Prioritizing natural materials such as wood siding, timber panels, brick, stone, and high-quality metal cladding.
- Encourage neutral and subdued colours such as whites, greys, charcoal, soft blacks, and natural wood tones.
- Accent colours may draw from Scandinavian heritage colours (deep reds, muted blues, or forest greens).

Signage

- Fascia band signs shall be located above the storefronts
- Awning Signage may also be used.
- Projecting blade signs are encouraged where scaled to pedestrian context.

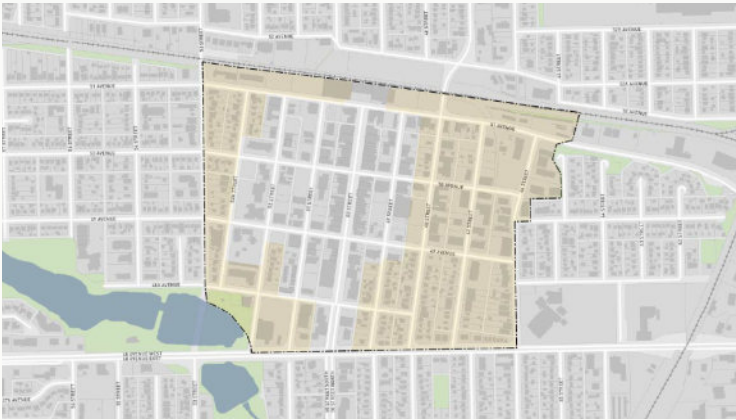
What To Avoid

- Overly complex roof lines or excessive ornamentation.
- Mirrored glazing, curtain wall systems, and reflective materials that diminish pedestrian-scale character.
- Change of materials on corners and use of too many materials
- Poor material quality and durability
- Large blank walls facing streets
- Excessive setbacks with no particular programming or improvements to public realm
- Surface parking facing primary streets





DOWNTOWN GENERAL



Vision: To maintain a base design standard that ensures consistent quality in downtown.

*Development shall follow DARP Principles and the Land Use Bylaw in concurrence with these guidelines to achieve the required design standards for Downtown.

Things to Consider

Building Placement and Street Relationship

- Buildings positioned close to sidewalks in urban areas
- Clearly defined entrances facing public streets
- Corner buildings that emphasize intersections and gateways
- Active edges along pedestrian routes
- Human-scaled proportions at street level
- Building to the corner

Facade Character

- High-quality, durable exterior materials
- Contemporary architecture that responds to local context
- Variation in façade rhythm, articulation, and depth
- Well-composed proportions and balanced massing
- Thoughtful detailing at pedestrian level
- Durable materials and clean material transitions
- If traditional styles are used, they should reflect the standards set in the Historic Main Street zone

Ground Floor Activation

- Transparent storefronts and windows at grade
- Defined entrances along primary streets
- Active uses and engaging storefronts with spill out spaces supporting cafes, retail and community uses

Parking and Access

- Servicing/Loading areas and surface/underground parking should be accessed from a lane and screened from primary street. Refer to Section 6.0 on General Development Guidelines.

Built Form and Scale

- Building step-backs above ground floor
- Gradual transitions from low to high scale buildings.
- In multi-family developments, units must be defined as individual units through variation in facade treatment & materiality, to break up the monotony and contribute to an aesthetic pedestrian experience.

What To Avoid

Poor Street Engagement

- Blank walls facing streets
- Large surface parking in front of active uses along a primary street
- Excessive setbacks without any functional use or poor landscaping
- Developments facing inwards without entrances or windows facing a primary street

Low Quality Architectural Expression

- Monotonous facades lacking articulation.
- Cheap materials wrapping around corners
- Highly reflective or mirrored glazing at street level
- Exposed mechanical equipment visible from public areas
- Random window placement with no particular rhythm on facades
- Poorly executed “faux” traditional elements
- Too little, or too many materials – aim for 2-3

Auto-Oriented Design

- Drive-through frontages
- Oversized curb cuts disrupting sidewalks
- Surface parking dominating prominent corners

General Character Concerns

- Architecture lacking local identity
- Large illuminated billboard signage and visual clutter
- Fragmented streetscapes
- Underutilized plazas without intentional programming
- Poor quality public furniture





SECTION 8.0

WAYFINDING & SIGNAGE

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Wayfinding & Signage

Signage plays a critical role in shaping the identity, visibility, and economic vitality of Downtown cores. The following guidelines are to support the existing regulations in the Downtown Area Redevelopment Plan, and give recommendations for a more urban downtown character. The main objective is to encourage signage that is consistent, high-quality, and integrated with building architecture, enhancing both individual storefronts and the overall character of the downtown district.



Awning/Canopy Sign

Signage that is applied directly onto the surface of an awning, or as freestanding elements on the edge of a permanent rigid awning.

Location

Painted, printed, or otherwise permanently integrated with an awning, or affixed to the outside edge of a permanent, rigid awning as freestanding letters.

Dimensions

Shall not exceed the extents of the storefront below.

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.





Projecting Signs

A projecting sign is a sign that is attached to a building wall but extends outward perpendicular (or at an angle) from the facade and can be seen by people approaching from either direction along the street. There are three types of projecting signs: Sidewalk Level, Mid-Level and High Level.

Location

Sidewalk Level: Located within 2.0-3.0m from the sidewalk.

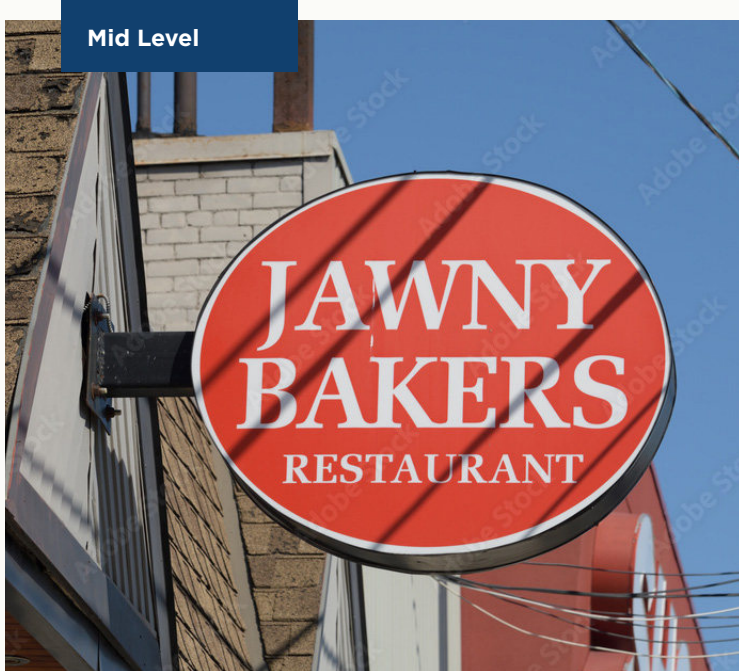
Mid Level: Located within 3.0-4.5m from the sidewalk.

High Level: A vertical projecting sign located above the main entrance of a building or above its ground floor with a minimum clearance of 2.4m from the sidewalk.

Dimensions

Sidewalk Level:	Mid Level:	High Level:
Max. Height: 0.8m	Max. Height: 1.2m	Max. Height: 3.0m
Max. Width: 0.3m	Max. Projection: 1.5m	from top of parapet
Max. Projection:		Max. Width: 0.45m
0.6m from facade		Max. Projection at
		corner: 1.2m
		Max Projection Mid-
		block: 0.6m

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.





Fascia Sign

A fascia sign is the horizontal board or panel mounted on the front of a building - usually above a storefront - where a business displays its name and logo. It is a mid level sign that is visible from or across a street.

Location

The band sign shall be located at a minimum distance of 2.4M from the sidewalk, shall not extend above second story openings, and not cover any architectural details.

Dimensions

- Maximum Band Height: 1.2M
- Width: 100% of the storefront it is mounted across, and not exceeding 90% of the facade width.
- Projection: Shall not project more than 0.3M.

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.





Mural Fascia Sign

These signs are large-scale graphics or artwork painted or applied directly onto an exterior wall surface that incorporate a business name, logo, message, or branding element. They often cover a substantial portion of a building facade and may function as both public art and signage.

Location

Located on blank facades that have high visibility from the street on the side of a building

Dimensions

There are no limitations to the size of this sign, but are limited to one mural per facade.

Limitations

- Should consist of only logos and graphics with a single tag-line or abstract art.
- Third party advertisements are not permitted.

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.





Freestanding Signs

Freestanding signs are signs that stand independently from a building, supported by one or more posts, poles, or a solid base anchored into the ground. They are intended to identify businesses and/or provide directions to them, and come in many forms such as a sandwich board, pole sign, monument sign, blade sign etc.

Location

One freestanding sign per each lot frontage, located within an allowed landscaped area or along a fence/gate at the lot perimeter. Temporary freestanding signs are discouraged, unless they are placed temporarily to identify ongoing commercial activities.

Dimensions

Sandwich boards

- Maximum Structure Height: 1.2m
- Width: 0.9m
- Copy Area: Less than 1 sqm

Other Freestanding Signs:

Heights vary depending on district. Refer to Signage Regulations in the Land Use Bylaw.

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.

Signage with Landscaping



Sandwich Board



Pole Sign





Aerial Signs

These include Roof and Crown Signs. A **roof sign** is a type of sign that is mounted on or above the roof of a building and extends above the established roof line. A **crown sign** is mounted directly onto the parapet on top of a building. Both aerial signs are designed for high visibility and are often legible from long distances.

Location

A **Roof Sign** will consist of individual letters and/or icons mounted to a steel structure that is placed on top of the roof and doesn't extend beyond the edge of the facade. It is only allowed on buildings greater than 55 ft in height.

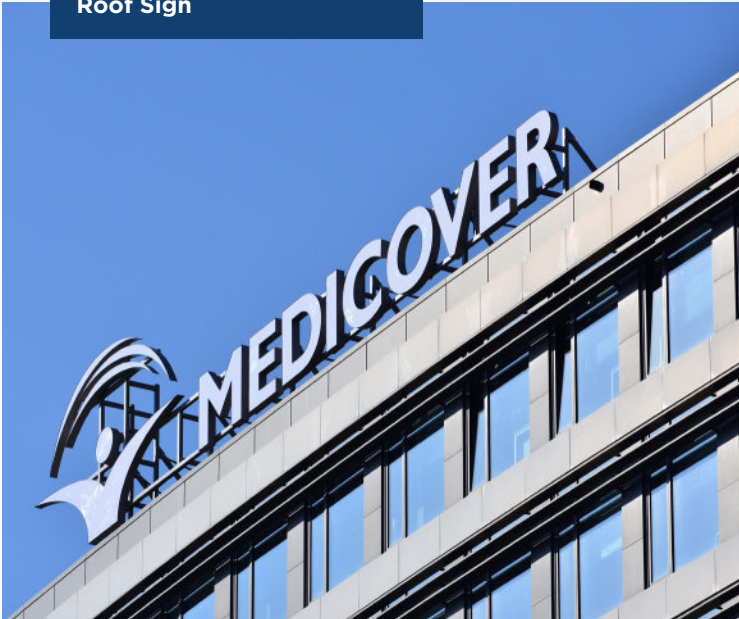
A **Crown Sign** is placed within the top of parapet and ceiling level of the top floor. Only one is allowed per facade, and a maximum of two per building.

Dimensions

Roof Sign	Crown Sign
Maximum Height: 30% of the building height up to a maximum of 6.0m from top of parapet	Maximum Height: 0.9m (2.4m for buildings over 5 storeys)
Maximum Width: 40% of facade width	Maximum Width: 75% of facade width
Maximum Area: 100 sqm per sign	Maximum Area: 24 sqm per sign
	Max. Projection: 0.9m

*These guidelines must be referred to in concurrence with the Signage Regulations in Section 12 of the Land Use Bylaw.

Roof Sign



Crown Sign



Illuminated Roof Sign







revitalize. reimagine. rediscover.