

The City of Kawartha Lakes Streetscape and Façade Design Guidelines — Omemee Report

FINAL - JUNE 9th, 2017

Stempski Kelly Associates Inc.



Participants in the City of Kawartha Lakes
Streetscape & Facade Design Guidelines

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Executive Summary

With the support of the steering committee, Stempski Kelly Associates Inc. (SKA) were involved with preparing the City of Kawartha Lakes Streetscape and Façade Guidelines for the Omemee community in October 2016 lasting for approximately 8 months. Much of this work was essentially an update of previous work undertaken in 2006 as part of the OMAFRA Main Street pilot studies in which Omemee was one of 6 communities undertaken in the Peterborough and Hastings County regions. This updated work included extensive background research, facilitating “hands on” community consultation and a detailed review of several documents including the City of Kawartha Lakes Green Hub Community Improvement Plan 2009, Downtown Revitalization Resident Surveys, ‘Our Kawartha Lakes Integrated Community Sustainability Plan’ and the City of Kawartha Lakes Community Design Manual as supplied by the City of Kawartha Lakes. Ultimately, the main outcome was updating streetscape guidelines within a proposed schematic streetscape plan, specifically targeting “downtown Omemee,” as well as preparation of façade guidelines, supporting the potential for future physical improvements of downtown buildings flanking the main street – both which can be used to support future activities in community improvement. This work also brings the report ‘in line’ with the similar guidelines the City had prepared for Lindsay, Fenelon Falls, and Coboconk/Norland in 2015.

The project’s goal involved strengthening a sense of identity and pride by creating spaces along Omemee’s “main street” that heighten one’s enjoyment of the streetscape environment with the intent of encouraging visitors to stay and guide them to the community’s assets. The project also needed to support the City’s current revitalization initiatives (façade improvements and improved shared outdoor environments such as laneways and parking lots), to guide future streetscape and open space enhancements, to encourage business retention and economic activity through heightened enjoyment of the streetscape, and to provide flexible/alternative options for aesthetic improvements and functional spaces in the commercial district area.

The Streetscape and Façade Design Guidelines for Omemee is essentially a two-part report document encompassing streetscape related content. Part A culminates with a schematic plan for Omemee’ streetscape determined through 1) general aspects of streetscapes, 2) Omemee stakeholder engagement, community meetings, results and site inventory 3) streetscape ‘style’ development, and 4) an illustrative plan with demonstrations of what it could be like. Part B, the façade portion of the report, includes a thirteen point checklist and adds guidelines for addressing 12 key components typical to a building’s façade. It also provides several sketches demonstrating the application of the guidelines to select Omemee facades as examples. Part B is set in a “user-friendly” format to aid in informing the Omemee community in understanding façades and promoting their physical improvement.

SKA facilitated community engagement activities that included stakeholder interviews, visual preference surveying, and exercises defining downtown extents and linkages to other Omemee assets. This resulted in a desire for two distinct outcomes to a revitalization effort including: 1) a need for a more lively and attractive, multi-use, outdoor environment that encourages/fosters activity, recreation, safety, connection and general enjoyment of the streetscape realm; and 2) pursuing traditionally themed, high quality façades. Essentially there was a general acceptance that there was a need for both public (Town) and private (building owner’s) investment into the downtown area of Omemee. While there were varied opinions on the extents of the “downtown” all participants did agree that King Street (Hwy 7), from the bridge to Sturgeon Road, remained central to the downtown core. The sessions also determined that the community generally felt unsatisfied with the ‘thoroughfare’ nature of King Street and its challenges in creating a unique downtown district; business retention is difficult with the current condition as evidenced with vacant buildings, overturn of businesses, and several tired, unappealing storefronts and a challenging street ambiance. There was also an identified opportunity to ‘reconnect’ with both the river and the trail.

SKA’s on-site visual assessment of the project area confirmed much of the community’s concerns noted above. Further, it was determined that several important focal points (despite past work at Coronation Hall and the cenotaph) within the streetscape had not been identified or highlighted (intersections, key landmarks or gateways). Generally there is a lack of specific theming in the streetscape furnishings or elements. Further, façades distinguishing the “downtown” as a district or special area for Omemee require a stronger and more cohesive treatment. Several other general observations included a lack of street greening, weak connections to the Trans Canada trail, the beach and the boat launch, unappealing parking lot environments, and an inconsistent “street wall” or too-frequent voids (missing buildings, excessive set-backs, and vacant lots) along the south-east edge of the streetscape. Currently, the street meets standard street lighting needs but is largely utilitarian in aesthetic and could benefit from an update of ‘better’ equipment (look, function, durability). There is an opportunity for increasing benches, waste receptacles and removable seasonal planters. However, street greening is limited and wayfinding in terms of directional signs to local points of interest, gateways and portals, maps and information kiosks are underdeveloped.

These guidelines references two key focus areas for its theme (Natural Heritage) to include: ‘nature’ as this originates from the City’s natural context of lakes, rivers and forest and the ‘built heritage’ drawn from a legacy built on trade, transportation and the built structure supporting these activities such as dams, locks, stone and brick buildings and bridges that is a common thread in all communities found in Kawartha Lakes – Omemee has a strong connection in its past and present to these. Omemee also has a captive audience given its location along the highway 7 corridor. Collectively, the treatments for both streetscapes and façades for Omemee will ensure the downtown community will be relevant, unique and memorable.

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Streetscape and Facade Project Introduction

The City of Kawartha Lakes has been pursuing a great initiative in its goal to develop and implement a streetscape and façade guidelines that highlight the essence of Kawartha Lakes specifically in its communities of Cobocok/Norland, Fenelon Falls, Lindsay and Omeme. There have been accomplishments with municipal, focus, and service group initiatives in the past and their subsequent community improvements. This is an obvious testimony to the leadership, organization and drive of the City, its businesses and residents – its communities. The purpose of this report for the Omeme 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 facades.

The Process

Plans, reports and mapping relevant to the project scope for each specified community were supplied by the City of Kawartha Lakes to Stempski Kelly Associates Inc. (SKA) for review. These were summarized and all relevant information was considered as the projects moved forward.

To initiate the Streetscape and Façade Design Guidelines project, a Downtown Revitalization Advisory Committee Meeting was held in each of the specified communities to engage local interest and gather input from City-invited community members and business owners. The session included information about both streetscape and façade development in general as well as a brief review about the City of Kawartha Lakes’ project.

Community Design Workshop/Open Houses were held respectively for each community and offered a series of exercises designed to stimulate thought and discussion about their streetscapes and facades. These included preference survey techniques as well as interactive discussion mapping exercises. The results from the exercises are summarized and helped to inform SKA about what each community desires for its ‘downtown’ areas’ streetscapes and facades. In addition, inventories collected include current business locations, facade classifications, parking, lighting, planting and streetscape furnishing locations, and building figure ground or massing study and form a ‘close-up’ investigation of the existing downtowns for each of the specified communities. Of interest were the results from the community sessions, which provided a framework for the community to voice its opinion in terms of priority within development trends found within smaller rural towns specifically “appearance and function” but also being mindful to activities, events, transportation and accessibility. 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 streetscape and facade improvement recommendations. The inventories were analyzed and areas that would support further improvements were identified.

SKA also had discussions with representatives of several of the City’s administrative departments including planning, engineering, heritage, public works, economic development, and accessibility coordination. The nature of the discussions revolved around revitalization opportunities for each community. Notable considerations included the “Activate Kawartha” project, the City’s community sustainability planning initiative, the draft Community Design Manual (2014), the Heritage Conservation District Study (in progress), the “Gathering our Stories” initiative, “music feasibility study, current efforts with signage by-laws, the Secondary Plans for each of the specified communities, etc. The comments and information provided help inform a direction for a comprehensive and implementable streetscape and façade guideline.

All relevant information collected formed the “foundation” from which to draw upon in terms of recommending improvement design guidelines for streetscapes and facades. 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 for further development planning. To assist in further implementation, individual projects are identified.

How to Use this Plan

POTENTIAL USE SCENARIOS

City of Kawartha Lakes Staff

Operations staff consult the *Plan* to determine connection between district areas, gateways into Downtown and material style guides. Locations are identified for future streetscape development and incorporation through existing streetscape elements.

Project Manager (Economic Dev.)

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 address ‘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 City may be organized into specific departments (Planning, Public Works, Parks & Recreation, etc.), managers of those departments will benefit from referencing the streetscape *Plan*, thereby gaining awareness of the peripheral or tangential topics that might be identified, celebrated or considered at any particular place. Included in this, should be particular events within the communities. 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 City needs, requirements of service group activities, and resources (parks, commercial areas, destination features, etc.) within the each community.

GUIDING PRINCIPLES

Each element of the new streetscape will need to reflect the context and character of the City of Kawartha Lakes, and should embody the values that define each community as a unique and progressive community. The following guiding principles, premised on the communities input, provide the foundation for this Streetscape and Facade Design Guidelines. Each community downtown will be:

Pedestrian Friendly Environment: The design of the streetscape will reflect this priority with an attention to scale, beauty, and accessibility that work for and celebrate people. The pedestrian will feel connected, inspired, comfortable and safe.

Built on Respect: The streetscape will reflect the overall needs and desires of the community members, City 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, entrance ways 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 help to define the downtown core and flanking areas as unique and important districts within the each City of Kawartha Lakes 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: Each downtown districts, each having a distinct character, will be united by a common family of streetscape elements that are based on a unifying theme, to ensure that a 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 prime public gathering space. As such, the downtown should showcase the best that the City and their communities have to offer.



Part ONE: Streetscape Design Guidelines

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Section 1: About Streetscapes

About Streetscapes

Places for People

Many believe there is currently a lack of ‘identity’ within the Kawartha communities; attempts to improve the streetscape have been mildly successful. The concept of incorporating the reality of each community history, and subsequent theme into its main street presents a challenge. Opportunities must be sought to create a unique image for the City of Kawartha lakes and its participating communities, ensuring it as a memorable and desirable space, enticing visitors to return.

The street itself, can become a destination, not only linking the services and retail opportunities along the main street but also becoming an attraction as a relevant interpretive piece for the community. The street will become a quality public “story.” While “passing through” the community will most likely remain a prime use for a main street, the gateways, key intersections, and the interpretive elements of the streetscape, will announce the beginning of the intriguing story of Kawartha Lakes. A cohesive streetscape experience will convey history, and offer its hospitality of shops, services, spaces and attractions.

Purposeful Streets

Streets are the most vital part of a community’s open public space system and have a distinct position, identity and role within the fabric of any community. They form the majority of a community’s public spaces and much of the quality of the physical public realm comes from their character. Any assessment on the quality of a community does emanate from the impression the public streets offer. There must be an understanding of the important role that streets have within the community pattern in order to direct the development of public spaces.

When a streetscape is a dynamic, exciting place to be, it is not only an experience and an image, but it also becomes, in part, a destination.

The street is the conduit by which residents and visitors experience the place – whether on foot or from within the vehicle. It is a fixed feature and the ‘ebb and flow’ of pedestrian movement becomes the dynamic element that makes the street come alive. The volume of pedestrians will change from moment to moment and the streetscape must accommodate the varying flows. Areas of the streetscape that are expected to receive larger volume of people have been designed with more generous, yet pedestrian friendly detail.

In order to facilitate priorities for improvements in each downtown core, a street classification system has been established based on a street’s role as part of the community’s pattern, whether as in the civic core, business core, uptown district or crossroads. In addition to the streets, urban design improvements will occur in special areas such as significant intersections, gateway entrances, and accessibility challenges. Urban design improvements are elements that will occur within the streetscape or public realm and form the language that tells the story of the place. The exciting story of this place will be told and interpreted in the streetscape. This “sense of place” will unfold to residents and visitors alike.

Definition of Streetscape Elements:

Outlined below is a typical streetscape vocabulary which comprises the recommendations in this report.

Main Street: The proposal for a ‘main street’ is characterized by its pedestrian-oriented sidewalks, tree planting, lighting detailing, site furnishings, and animating gateway markers. It will have a “comfortable” atmosphere that is supported by quality materials and detail design.

Gateway Markers: Located at strategic street corners along a main street. The markers are normally vehicle-oriented landmarks that form the basis of a district entry system. Each marker has a subtle meaning that is interpreted from its particular location or a story as it relates to the interpretive elements of the street; the story told by the street. Their design symbolizes a ceremonial doorway that announces the district that has been entered.

Districts: There may be any number of districts along a main street, each with their own character. Each district is characterized by their associated building fabric, sidewalk area, significance of intersecting crossroads, void spaces, etc. These districts may be maintained (in part) by a Downtown Improvement Area (DIA) group or in the case of Kawartha Lakes, the Downtown Revitalization Advisory Committees (DRAC). DIA’s are associations of local businesses aiming to improve business through both economic development programs and improvements to the physical environment and appearance of the DIA. Many communities improvement projects funded by the special levy collected from the businesses within a DIA that are strictly limited to improvements to publicly owned property, not individual stores or offices.

Buffer Zones: Common with modern ‘strip’ development (set back buildings with store front parking lots) fragmented ‘street walls’ or breaks along the fabric of buildings that contain and spatially support the street. These ‘visual voids’ become deterrents to continuous, walkable downtown districts. The pedestrian realm is compromised with this pattern of development, compromising pedestrians between dominant vehicular zones- the street and strip development parking lots. Buffer zones heighten safety, close the voids; take back public space; and enhance spatial quality to the streetscape and its focused view along the street.

A Community Vision

Community Design Workshops for the Kawartha Lake communities of Lindsay, Fenelon Falls and Coboconk/Norland, generally identified priorities that form the basis for the streetscape plan and façade improvements. Omemee’s first Open House had similar priorities identified with a few beyond the understood boundaries of the downtown area. Although “all” may not be able to be addressed in terms of streetscape and/or façade improvements directly, most priorities will be affected by an improved “public realm” and the recommendations in the report.

Places for People

There are currently few “designed” spaces within the “specified communities” downtown districts. The concept of incorporating the reality of their history, and subsequent theme into their main street presents a challenge. Opportunities must be sought to create spaces for people and corridors that link the pedestrian realm to significant area features. The street itself, can become a destination, not only linking the services and retail opportunities along the main street but also becoming an attraction as a relevant interpretive piece for the community. The street will become a quality public “story.” While “passing through” the community will most likely remain a prime use for the main street, the gateways, portals and markers, and the interpretive elements of the streetscape, will announce the beginning of the intriguing story of the Kawartha Lakes – through the communities of Omemee, Lindsay, Fenelon Falls and Coboconk/Norland. The streetscape experience will convey the respective community’s history, and offer its hospitality of shops, services, spaces and attractions.

Streetscape – Places for Community

Streets are the most vital part of a community’s open public space system and have a distinct position, identity and role within the fabric of any community. They form the majority of a community’s public spaces and much of the quality of the physical public realm comes from their character. Any assessment on the quality of a community does emanate from the impression the public streets offer. There must be an understanding of the important role that streets have within the community pattern in order to direct the development of public spaces. When a streetscape is a dynamic, exciting place to be, it is not only an experience and an image, but it also becomes, in part, a destination.

The street is the conduit by which residents and visitors experience the place – whether on foot or from within the vehicle. It is a fixed feature and the ‘ebb and flow’ of pedestrian movement becomes the dynamic element that makes the street come alive. The volume of pedestrians will change from moment to moment and the streetscape must accommodate the varying flows. Areas of the streetscape that are expected to receive larger volume of people have been designed with more generous, yet pedestrian friendly detail.

In order to facilitate priorities for improvements in the specified communities’ downtown areas, a street classification system has been established based on a street’s role as part of the community’s pattern, whether as a Main Street, or Side Access Street or lane way. In addition to the streets, urban design improvements will occur in special areas such as significant intersections – historically significant locations and community entrances. Urban design improvements are elements that will occur within the streetscape or public realm and form the language that tells the story of the place. The exciting story of this place will be told and interpreted in the streetscape. This “sense of place” will unfold to residents and visitors alike.

Definition of Streetscape Elements:

Outlined below is a typical streetscape vocabulary which comprises the recommendations in this report.

Main Street: The “main street” is characterized by its pedestrian-oriented sidewalks, tree planting, pedestrian scale lighting, site furnishings, and animating elements. It will have a “comfortable” atmosphere that is supported by quality materials and detail design.

Side Access Streets: Streets leading to the “Main Street” (Kent Street, Colborne Street & Highway 35) fall into this category. They are recognized by pedestrian sidewalks, mature trees where evident, associated parking, and landscape beds adjacent to parking areas.

Lane ways: provide a secondary movement system that connects the corridor with the community. Lane ways along the corridor are intimate passageways that are used for occasional service access and parking. Some lanes represent an opportunity to develop pedestrian-priority access between trails, residential areas and the downtown district.

Portals: Portals are located between community districts (e.g., downtown to residential areas) and are large scale elements that frame both sides of the street. Their design symbolizes a ceremonial doorway that announces the district that has been entered.

Focus Places: Located at certain points throughout the street, Focus Places are people oriented and celebrate the history of the community. Their spaces can be programmable for events and they function as destination points along the pedestrian corridors.

Markers: Located at strategic street corners along Entry Corridors. The markers are normally vehicle-oriented landmarks that form the basis of a way-finding system. Each marker has a meaning that is interpreted from its particular location or a story as it relates to the interpretive elements of the street; the story told by the street.

Downtown Districts: Typically, there are three districts to most communities, each with their own character. Many of these core areas are maintained (in part) by a Business Improvement Area (BIA) group; BIA's are associations of local businesses aiming to improve business through both economic development programs and improvements to the physical environment and appearance of the BIA. Improvement projects funded by the special levy collected from the businesses within the BIA are strictly limited to improvements to publicly owned property, not individual stores or offices. The Streetscape & Facade Design Guidelines report focuses on the “downtown” districts of Omemee, Lindsay, Fenelon Falls, Coboconk and Norland communities.

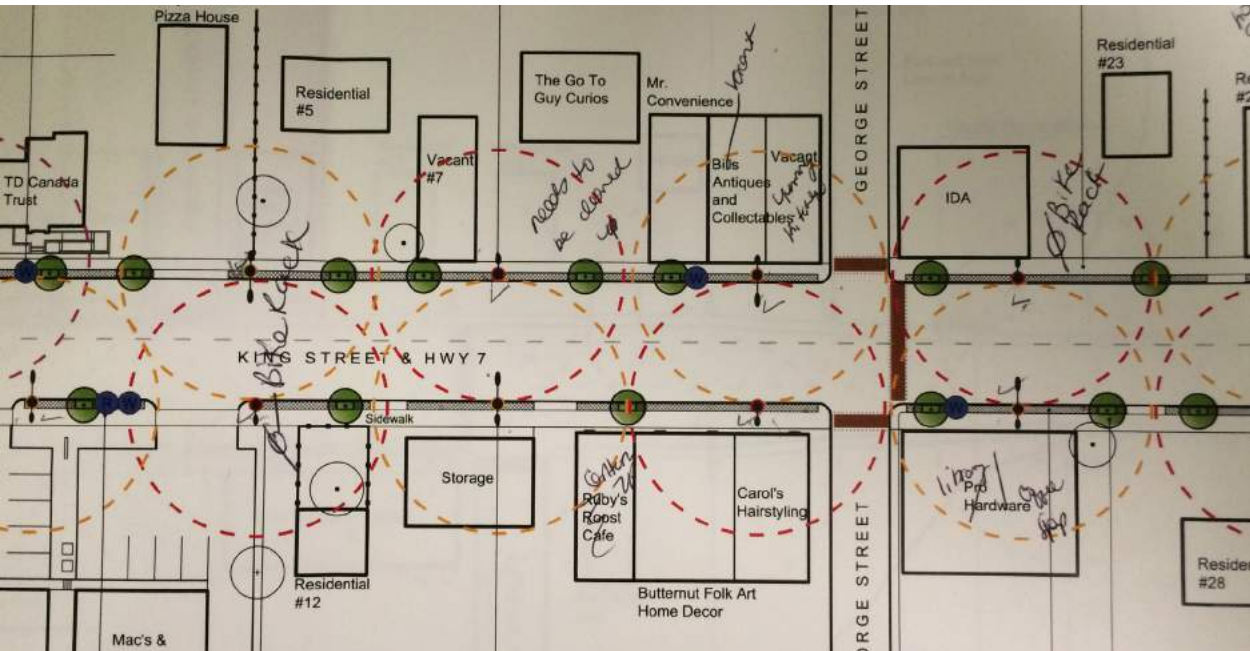
Facades – Support the Street

Facades guidelines were proposed for renovations to existing buildings and for infill development. The guidelines consider both the interface between the private and public realm as well as the overall look or character of the façade and built form to ensure that a cohesive building framework is maintained. These guidelines will be reviewed and considered for the current façade improvement guideline.

The new Façade Guideline document will describe acceptable renovations in terms of façade detailing that would qualify a property or business owner for a future financial incentive if, and when, the City creates an assisted Façade Improvement Program (requires a Community Improvement Plan). A façade program encourages business owners to adhere to the guidelines in efforts to maintain and strengthen the identity of specified downtown areas and to benefit from financial incentives. As such, façade guidelines will typically focus on ‘exterior improvements’ that are applicable to a general façade improvement.

Public Committee Open House

Omeme Public Committee Open House
Where: Coronation Hall
Date: November 2nd, 2016
Participants: 25-30



This first open house commenced with a short presentation provided by Sean Kelly of Stempski Kelly Associates Inc. (SKA). The intent of this presentation was to provide the audience with an understanding of three aspects for this current project including an understanding that: 1) supportive 'public realm' improvement will include both streetscape and façade programs, 2) improvements for streetscapes tend to be 'public' investment while facades tend to be 'private' investment (however sometimes supported through incentive programs), and 3) the Omeme community has had a rich involvement in its physical improvements starting with the OMAFRA Main Streets initiative of just over a decade ago. Several accomplishments were shown as examples. Additional information on the City of Kawartha Lakes' recent progress with the preparation of guidelines for several other communities (Coboconk, Fenelon Falls, Lindsay and Norland) was provided; this current effort for Omeme will result in an updated report consistent to those prepared for the other noted communities. A description for the evening's activities was then provided.

Approximately twenty-five participants distributed themselves into three groups, based on their table arrangements, for the following two exercises:

Activity #1 – Interactive Plan Dots & Notes Exercise (Priorities)

The intention of this exercise was to gain an idea of the most important streetscape improvements/ areas of priority from the minds of the community members.

Each table was supplied with both an aerial image of 'larger' Omeme as well as a 'downtown' plan line-drawing. Participants were given 3 'sticky' dots – one per colour (red, yellow and green) – intended to represent different degrees of concern. Red dots represented high priority areas, yellow - areas of medium priority, and green dots represented lower priorities, yet still areas of concern. Participants were asked to place the dots on the map at locations in which they saw concern, colour coded to represent the value of priority. Participants were given the opportunity to expand on their dot placement using sticky notes and/or a comment sheet to provide additional comments or explanations. Written comments to be directly added to each of the plans were also encouraged.

Activity #2 – Community Critique

Each group was provided with previous 'plan report' for the Omeme streetscape (SKA, 2009) in a user-friendly layout. Participants were encouraged to re-evaluate critique and comment on these previous ideas and initiatives. This older plan was also developed through a community engagement process in Omeme yet had mostly different participants to those attending this evening.

‘Dots and Notes’ Exercise



What We Heard:

Based on the information gained from Activity #1 and #2 many common themes emerged from the community feedback.

Facades:
The downtown facades feel disjointed in terms of theme, building set-backs, and use. A consistent theme/palette for the facades and furnishing would help unify the streetscape.

Signage:
More comprehensive, informative and consistent signage within and leading into Omemee would help promote key destinations and local businesses.

Sidewalks:
The grading and maintenance of existing sidewalks could use improvement, while the inclusion of stamped concrete or interlocking brick would help unify the downtown.

Crosswalks:
The creation of more pedestrian crosswalks along King Street would limit the need to jaywalk. Suggested locations for decorative, well-lit crosswalks include George Street and at or near Foodland.

Furnishings:
Suggested street furnishings include lighting/gas laps with plantings and banners, high quality benches, public art/murals, solid garbage receptacles, and bike racks. These furnishings should be consistent with the chosen theme/pallet of the town.

Bridge:
There is an opportunity to adorn the bridge through improved lighting, planters, and the trimming or clearing of trees and brush on either side of the bridge/dam. This would improve views to the beach.

Important Features:
Important features and destinations should be incorporated into signage, be well-marked, have efficient parking, and consistent, visually appealing facades. This includes the Trans Canada Trail.

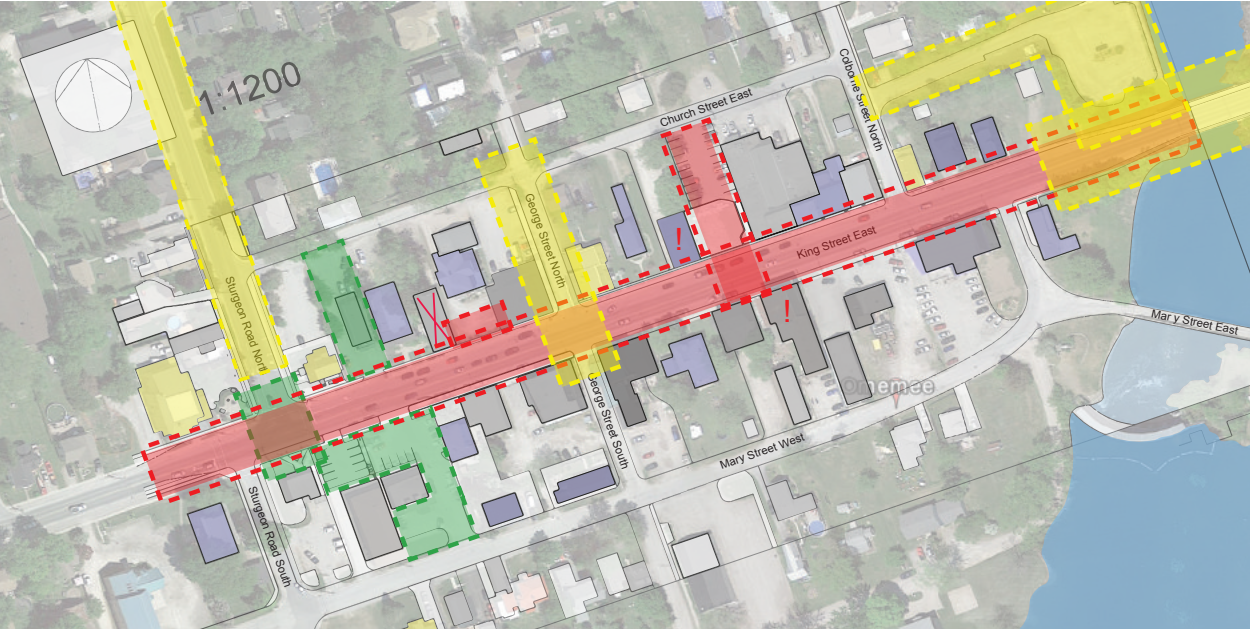
Plantings:
Street plantings in the form of gardens, decorative planters, and street trees were encouraged throughout the downtown streetscape.

Beach and Boat Launch:
It is recommended to better incorporate the beach and boat launch into the downtown. This can be achieved through better signage, maintenance, accessibility, parking, and aesthetic improvements.

Problems:
Identified areas of concern included vacant properties, the amount of mix-use in the downtown core, areas of questionable activity, and the visibility of garbage throughout the downtown.

Public Committee Review

Omemee Public Committee Review
Where: Coronation Hall
Date: November 16th, 2016
Participants: 25-30



Community Identified Priority Areas (Green - Priority, Yellow - Higher Priority, Red - Highest Priority)



Style Guide: Old Town Theme

This session was used to ‘review & confirm’ some of the information generated in the November 2nd session.

Activity #1 – Summary and Confirmation

SKA prepared and provided participants with inventory mapping and visuals resulting from the first Public Committee Open House. Attendees were asked to review the information illustrated to date and provide clarification, make adjustments, provide additional comments, or confirm that the correct information was well represented. Participants used both ‘direct’ notations on the plans in addition to a provided comment sheet.

Activity #2 – Theme Confirmation

The #GrowOmemee: Downtown Revitalization Project identified the opportunity and need to improve public and private spaces in the downtown area and suggested 3 possible thematic areas for the community. SKA prepared three panels illustrating ‘basics’ for the themes addressing the ‘cottage look,’ the historic ‘old town charm’ and ‘musical heritage’ suggested in the #GrowOmemee document. Based on these suggestions participants were asked, in their groups, to consider the scale, building fabric, condition, heritage and current use of the downtown area and discuss the possibilities for specific ‘themed’ treatments using the visuals provided. The intent was to define a ‘best’ theme for Omemee that then could be embraced for the streetscape and façade guideline.

What We Heard:

The twenty-five participants in attendance organized themselves into 3 groups to discuss their visions for the community. All 3 groups recognized that the ‘**Old Town**’ theme was most consistent with the current feel of the downtown, however the facades and streetscape need to be “spruced up” in order to stand out and be more visually appealing. Important streetscape features identified by participants included: streetlights with planters and banners, street trees, stamped concrete sidewalks and crosswalks, and uniform store facades. All groups identified the integration of murals representing the town’s cultural and artistic history as an important feature moving forward with the downtown revitalization.

Public Committee Review Cont’d

Results:

Highest Priorities:	Lowest Priorities:	Upper Level Treatments Preferred:
1) Street Lighting 2) Street Paving 3) Street Trees	1) Site Furnishings 2) Public Parking Lots 3) Arrival Gateways	1) Street Lighting 2) Street Trees 3) Benches

Desired Levels of Treatments:

Street Greening



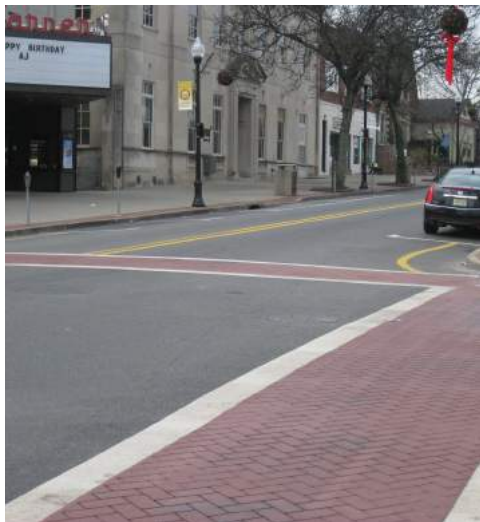
Street Trees



Benches



Intersections



Activity #3 – Street Card Game

In the same groups, participants engaged in a Street Card Game that involving three stages: prioritizing categories of streetscape enhancements, identifying preferred levels of treatment, and prioritizing treatment categories and levels with a limited budget. Each stage is explained in a more detail below.

1. Priority of Category – Each group was asked to prioritize the categories of streetscape enhancement in order of preference (from 1-10). The categories consisted of: street lighting, sidewalk paving, street greening, street trees, furnishings, public parking lots, wayfinding/connections, intersections (crosswalks), gateways, and the opportunity to include an “other” category.
2. Level of Streetscape Treatment – Each group was presented with a set of cards with photos of varying levels of streetscape treatment (quality, type, aesthetic, etc) for each category and a relative cost associated with each. The relative cost is used as an indication of the cost of a specific treatment/finish so that participants would understand that the cost one treatment would be different to another being shown. The group was asked to select their preference – what they would consider appropriate for their community’s streetscape - for each category with an unlimited budget.
3. Meeting a Defined Budget – The groups were then given a pre-defined budget to allocate to streetscape categories and treatments by priority to their group. Modifications may have to be made to the groups’ original preferences (previous task) in order to meet this budget. This activity provided an opportunity for the group to re-evaluate the choices/preferences and/or priorities for streetscape work in Omemee.

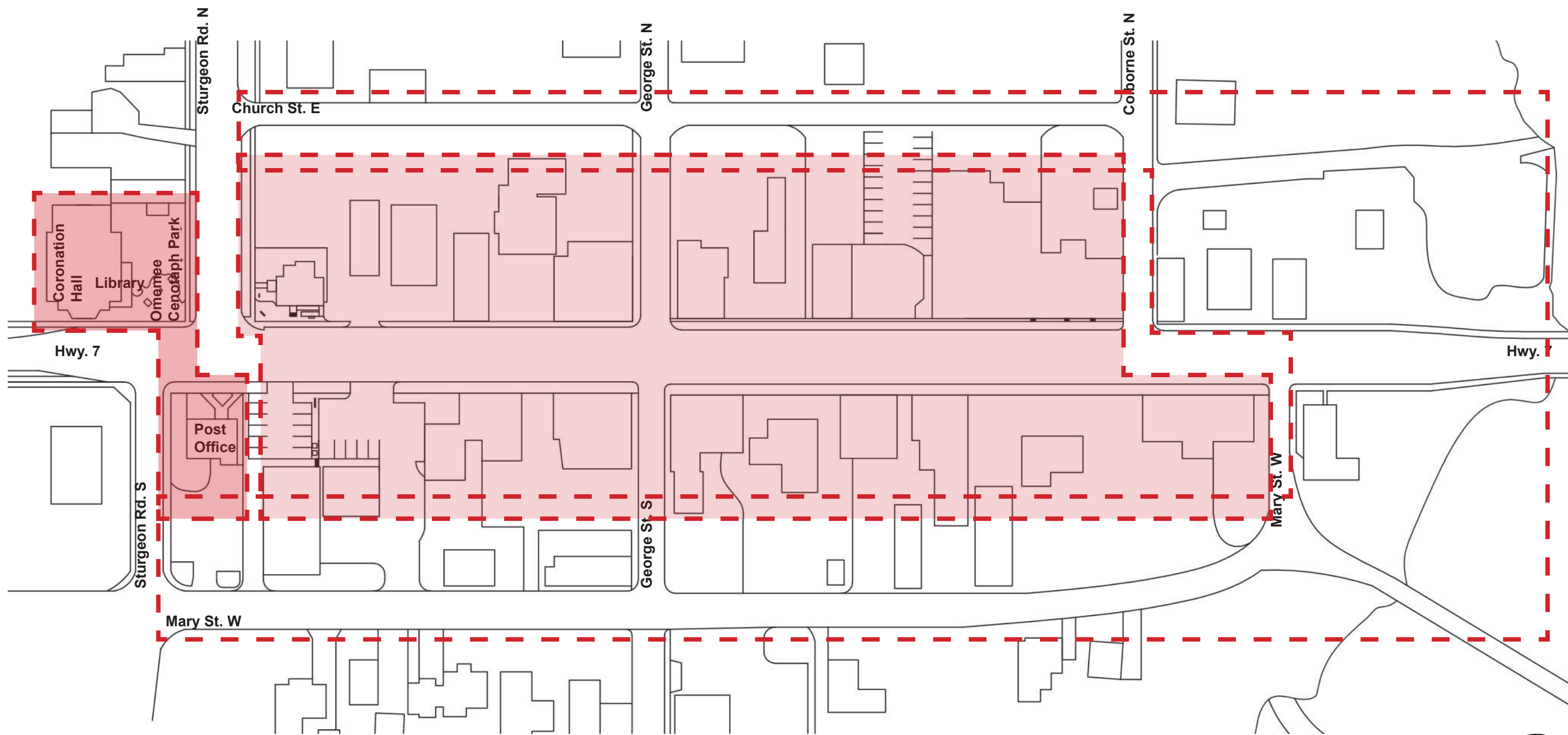
What We Heard:

Based on the ranking of streetscape category priorities from the groups, the three highest priority areas for Omemee included **street lighting, street paving, and street trees**. The categories including site furnishings, treatments to public parking lots and arrival gateways ranked the lowest .

The following is a summary of the ‘card game’ results:

- Each group was quite consistent in their thoughts on which category and level of treatment would be appropriate for Omemee’s streetscape.
- The groups all agreed on similar levels of treatment for street greening, street trees, benches, and intersections (crosswalks).
- The third task confirmed that all groups remained consistent to their initial category priorities and were content with their preferred treatment choices.
- However, in the ‘Meeting a Defined Budget’ task, two of the three groups added murals as an ‘additional’ category, another suggested a gazebo by the beach, and another suggested tree guards to maximize their pre-defined available budget.





Zone 1 — Civic District

Coronation Hall, Library, Omemee Cenotaph Park, Post Office

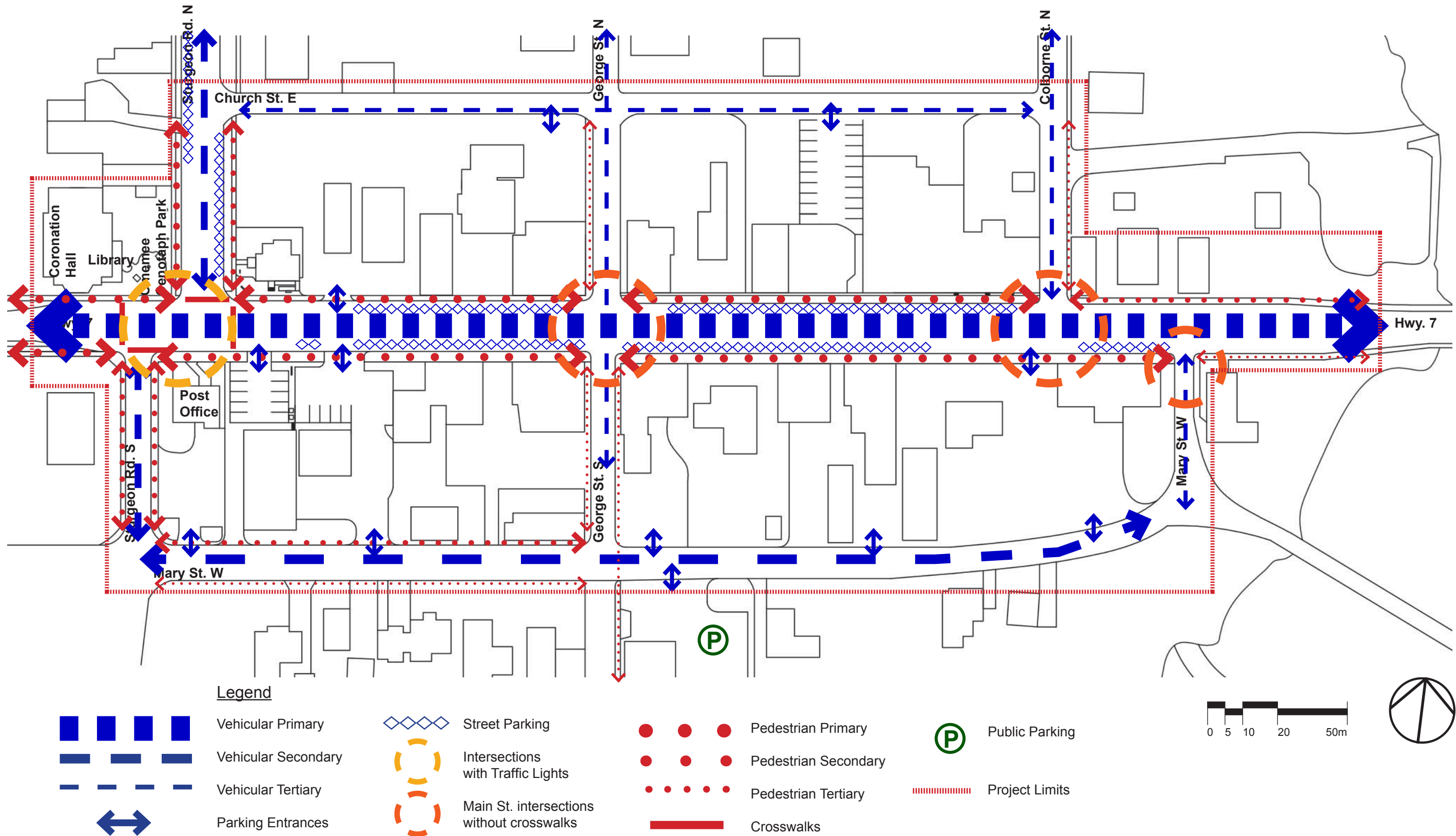
Zone 2 — Downtown Business Core

Numerous downtown businesses, mixed historical and infill buildings, continuous building face.

Zone 3 — Transitional

Multiple voids and fragmented building fabric, scattered amenity, open space and parking (both public and business)

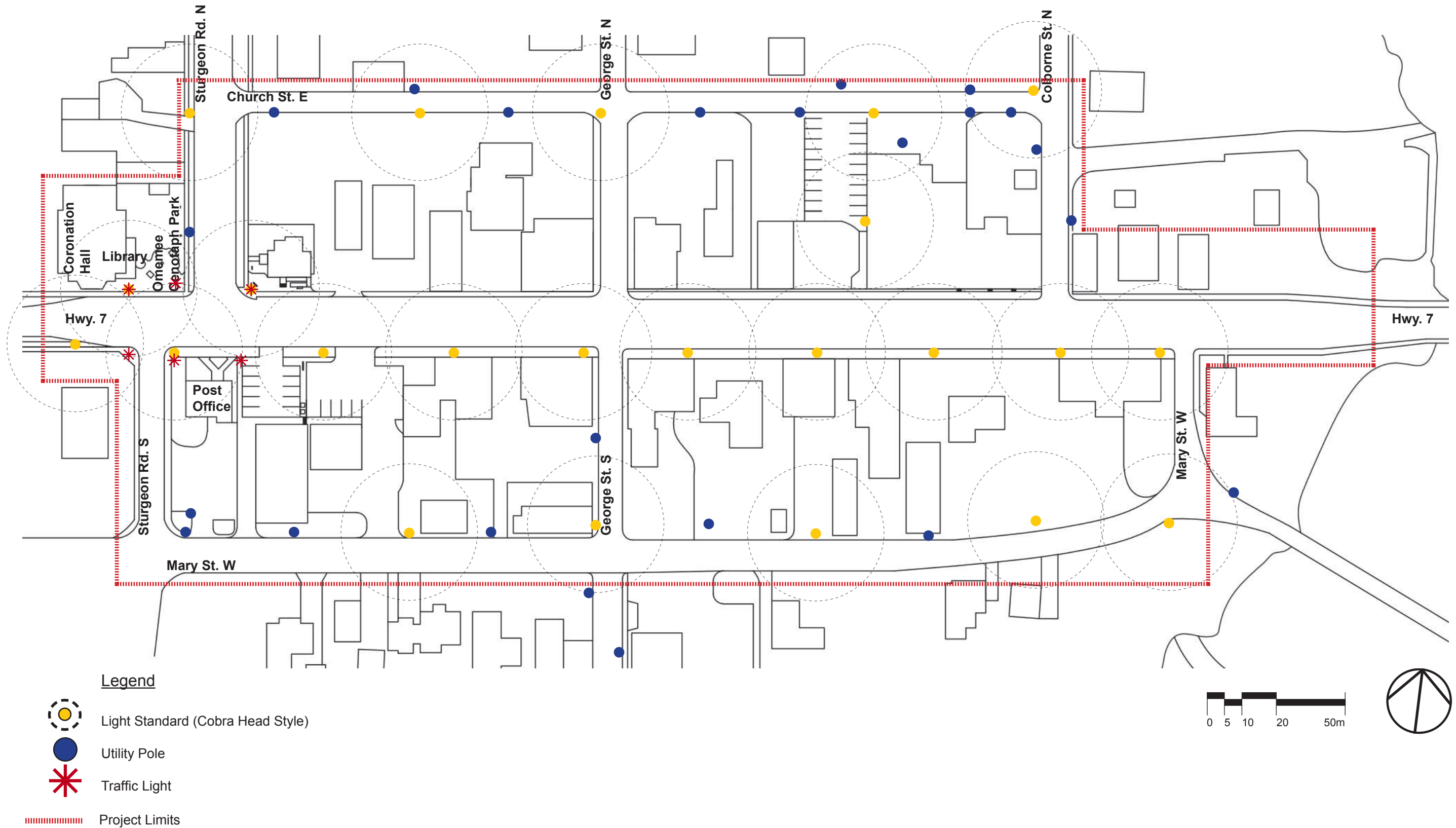
Vehicular & Pedestrian Circulation - Existing Condition



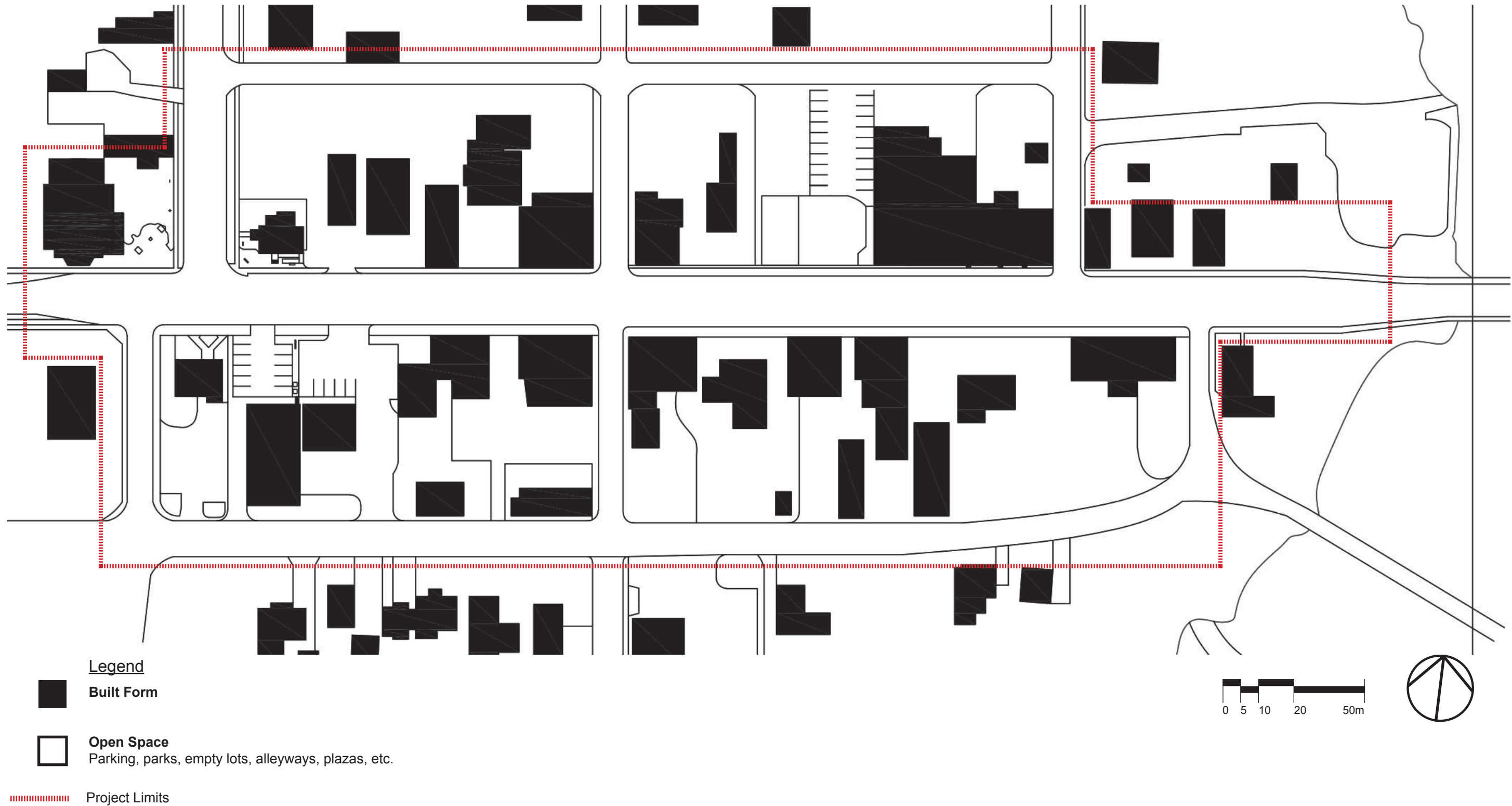
Street Greening & Site Furnishings - Existing Condition



Lighting & Utilities - Existing Condition



Built Form & Open Space - Existing Condition

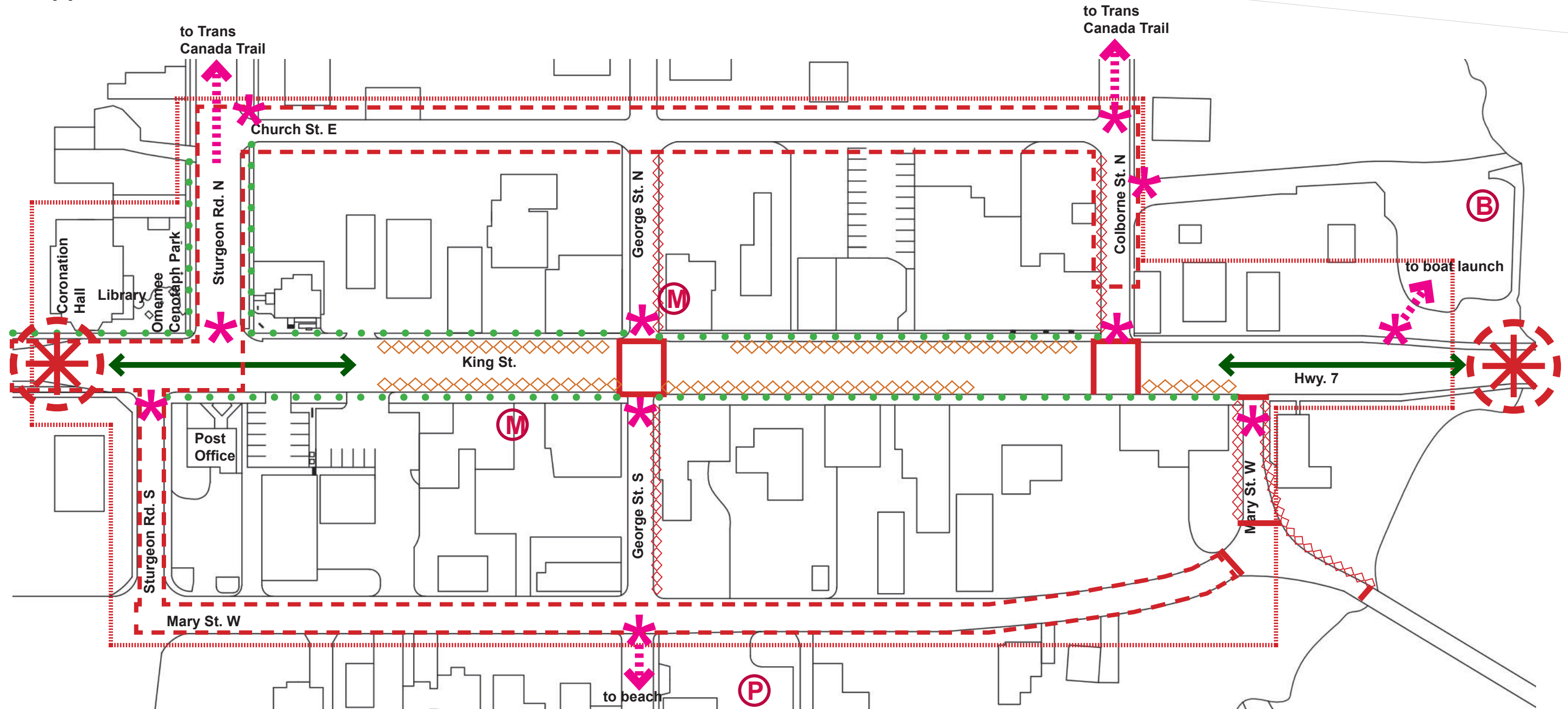


Opportunities & Constraints
Context

-  Key Downtown Gateways
-  Important pedestrian decision nodes
-  Opportunity for stronger pedestrian connections
-  Pedestrian routes to local amenities
-  Trans Canada Trail
-  Project Limits



Opportunities & Constraints

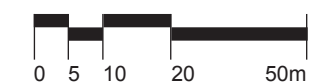


Opportunities

- Heightened Pedestrian connections: corner treatments, wayfinding etc.
- Heightened Vehicular connections
- Heighten Crosswalks
- Heighten identification of King St. parking
- Highlight connections to other amenities
- Opportunity for greenery and detailing
- Key Gateways
- Opportunity to increase wayfinding to public parking
- Improve boat launch parking and wayfinding signage
- Potential mural opportunity

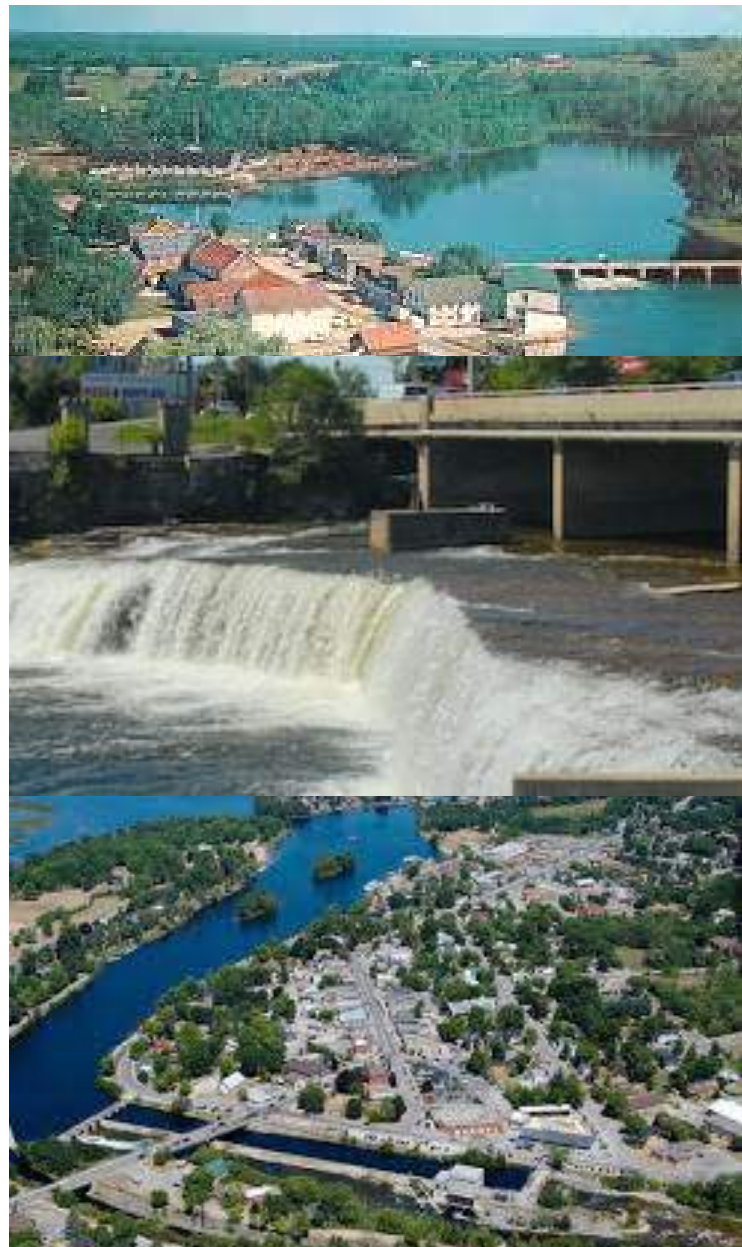
Constraints

- Overhead Utility Lines
- ROW width limiting (re: sidewalks)
- Project Limits





Section 3: Style Development



Stem

What We Discovered:

Upon developing a theme for the Streetscape Design Guidelines, many previous reports, documents and resident surveys were reviewed to better understand what was important to local residents in terms of identity and character for the town.

Documents included:

- City of Kawartha Lakes ‘Green Hub Community Improvement Plan’ 2009;
- City of Kawartha Lakes Downtown Revitalization Resident Surveys for Lindsay, Fenelon Falls, Coboconk and Norland;
- The ‘Our Kawartha Lakes Integrated Community Sustainability Plan’, 2014;
- City of Kawartha Lakes Community Design Manual.

The City of Kawartha Lakes Council, 2013, adopted the vision for Kawartha Lakes, which was further expanded in the Draft Plan: Community Secondary Plans Draft, 2015, and now reads:

“Over 20 years, the Kawartha Lakes settlement areas will grow as healthy communities, provide new employment and educational opportunities to its residents, preserve the natural environment and cultural heritage, develop affordable and accessible housing for the changing population, and provide healthy, active recreational opportunities for local residents and tourists”.



Also highlighted in the resident surveys was a recognition of the relative historical value of the downtown environments. Many respondents noted participating in activities in the downtown core for it’s inherent value as a beautiful place to be, and cited the historic character as a main reason for patronizing the downtown core in the first place.

As a result, two focus areas have been identified for theme development.

The theme of ‘nature’ originates from the City’s natural context of lakes, rivers and forest. This is further enhanced by the City’s initiative to encourage future development based on sustainability. The ‘green hub’ model of like minded ‘green’ business activity, infrastructure and new developments supports the nature theme, and becomes a strong metaphor for theme development.

The ‘built heritage’ theme evolves from a heritage built on trade and transportation and the built structure supporting that activity such as dams, locks, stone buildings and bridges that is a common thread in Omemee Lindsay, Fenelon Falls, Coboconk, and Norland. Results from the Visual Preference Survey sessions also indicated that participants from all three communities favoured a more traditional approach to streetscape treatments which supports the move towards a natural heritage theme.

Representative images for these themes were broken down to basic elements such as form, texture, pattern and colour, which were then translated to a language readily adopted by streetscape elements (benches, tree grates, paving, etc.). Collectively, these elements will ensure that the streetscapes of the City of Kawartha lakes will be relevant, unique and memorable.

Developing a theme for the City of Kawartha Lakes: Coboconk, Fenelon Falls, Lindsay, Norland and Omemee....



heritage
history
tradition
longevity
Dams
Waterway
Bridges
railways

Lighting:

The new lighting style for Kawartha Lakes might take it's inspiration from it's close association with the rivers and lakes. A luminaire with a nautical reference will be both relevant and fresh, and build upon some new lights that were recently installed in Old Mill Park. Alternatively, a traditional pendant luminaire with Victorian overtones would also be in keeping with a heritage theme and compliment the build form in the downtown.



Options for additional identity and branding can be achieved through custom fabricated luminaire brackets, banner arms, hanging basket attachments, colour, and post finials. A lower maintenance direct burial concrete pole with a 'stone like' texture and colour reference Kawartha Lakes' rocky shores.

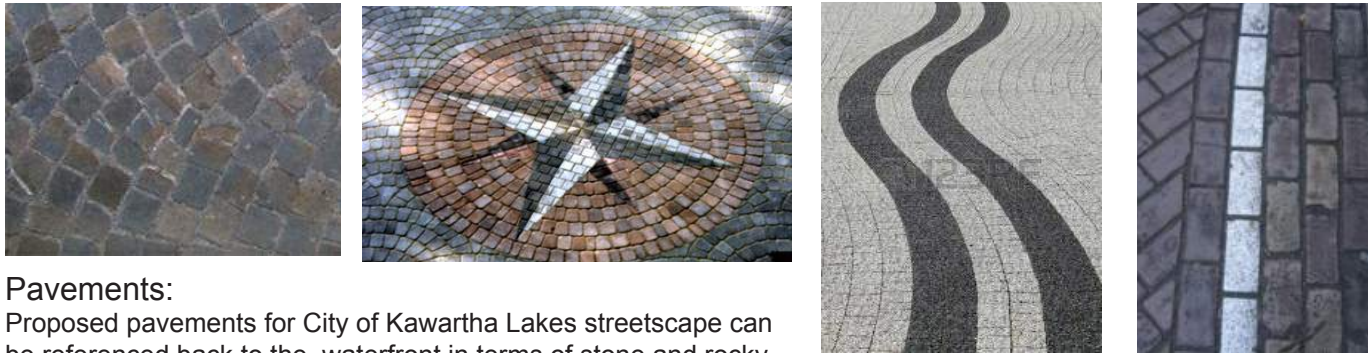


Developing a theme for the City of Kawartha Lakes: Coboconk, Fenelon Falls, Lindsay, Norland and Omeme....

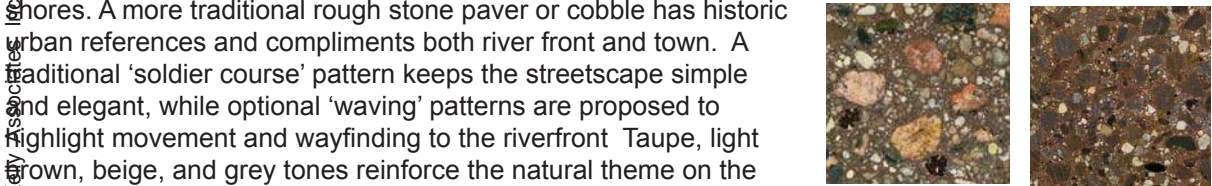


Greening:

With references from the regional habitat, a strong inclusion of native shrubs, trees, grasses and shrubs with in the streetscape will reinforce the City of Kawartha Lakes as a 'Green Hub'. Street trees will require high urban tolerance, and priorities should include efforts for maximum planting pit sizing to accommodate potential for successful root growth. A colour theme might include association with the City of Kawartha Lakes logo, and colours for annual hanging baskets and flowering shrubs might include yellow and orange as a primary palette.



Pavements:
Proposed pavements for City of Kawartha Lakes streetscape can be referenced back to the waterfront in terms of stone and rocky shores. A more traditional rough stone paver or cobble has historic urban references and compliments both river front and town. A traditional 'soldier course' pattern keeps the streetscape simple and elegant, while optional 'waving' patterns are proposed to highlight movement and wayfinding to the riverfront. Taupe, light brown, beige, and grey tones reinforce the natural theme on the street.



Furnishings:

Materials and styles for streetscape furnishings (benches, waste receptacles, bike racks, etc) are largely referenced from the traditional aspects Kawartha's history as a central hub for different transportation modes and routes that the town once supported. Use of iron, metals and wood form the basis of the proposed street furnishings. A softer line for the metals depicting the 'natural forms' of the natural landscape tone down the heaviness of traditional metal elements. Opportunities to reinforce the natural theme of the landscape can be readily accomplished through colour, wood and steel etching; providing a unique blend of 'nature' meets 'tradition'.



Streetscape: Pavements



Accessible 'granite' like pavers in a random pattern provide multiple options for various sidewalk treatments. Colours either compliment the local building facades, or provide a strong contrast for areas requiring highlighting.



Asphalt cross walks are highlighted with a complimentary stamped pattern and colour, and are further defined with a bright white painted band.



Concept A 'Wave' Pattern: Curving pavement details makes reference to the river and provide connections between river and town.



Concept B 'Ribbon Pattern': Dark granite like pavement banding separates the sidewalk and furnishing zones.

Streetscape: Greening



Optional building apron planting.



Native grasses / perennials in tree planting pits (no tree grate)



Wood planters with black steel casement allow for seasonal relocation. Branding opportunity.



Seasonal annual hanging baskets offer continuous summer colour and strengthen streetscape.



Standard square with radiating starburst pattern



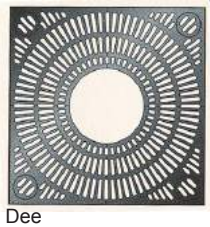
Optional custom surface detail to reflect natural theme or community branding (with watering portals)



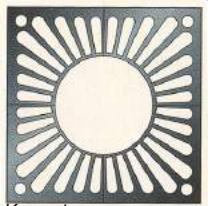
Multiple tree grates optimizes root zone area while maximizing available walkable surface.



Standard rectangular grate optimizes narrow planting zone. Leaf motif reflects natural theme.



Dee



Kennet



Trent



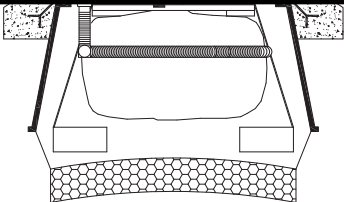
Tree Grates - Optional
Effectively used where sidewalk width is narrow and optimum space is needed for pedestrian movement. Tree grates allow for a natural penetration of water into surrounding soil and prevents the soil from being compacted. The architectural style should drawn on heritage/traditional cues along the main street. Potential to refinish existing tree grates.



Root Rain Irrigation Portal:
Street tree irrigation system that delivers water directly to the root zone, encouraging healthy root growth. This system is cost effective, vandal resistant, and unobtrusive in appearance, making it ideal for public areas.



In Grade Street Tree:
Within planting pit; tree grate; sub-surface irrigation system; species suitable for street use/ application; suitable locations appropriate with sidewalk widths. Community specific tree species. Proper location of trees will ensure business signs are not blocked. Consider: Acer rubrum (Red Maple) Celtis occidentalis (Hackberry) Quercus rubra (Red Oak) Ostrya virginiana (Ironwood).



Streetscape: Lighting Options

Themed Banner:
Styles /colours to be consistent throughout the street and to compliment the site furnishings and luminaire colour guidelines.

Luminaire Bracket and Banner Armature combination:
detailed double straight arm adopting town logo; customized banner / hanging basket

Curved Banner Armature:
Curved custom Banner Arm with town logo; custom shaped banner

Straight Banner Armature:
with basic fixed banner

Colours



Pole: smooth aggregate



Fixture: compliment architectural heritage

Stempski Kelly Associates Inc.

Luminaire A:
pendant style with nautical overtones; fully shielded;

Luminaire B:
pendant style with Victorian overtones; fully shielded; gooseneck arm; customized banner arm with town logo adaption.

Gooseneck Luminaire Bracket

Gooseneck Luminaire Bracket:
with town logo / identifier; straight Banner Arm with basic fixed banner

Pole A:
Direct burial concrete base with steel pole; sand / taupe colour; straight shaft; decorative base

Pole B:
Direct burial concrete; sand / taupe colour; modular angled profile.

Pole C:
Use existing wood hydro pole (eg in Coboconk and Norland) where MTO standards are relevant.

Custom Design Opportunities:
Design inserts emphasize place identity and create unique branding specific to region or each community.

Options:
Include electrical wiring and outlets for audio and Wi-Fi capability and seasonal adornment.

Luminaire / Pole / Banner Combination A

Luminaire / Pole / Banner Combination B

Luminaire / Pole / Banner Combination C

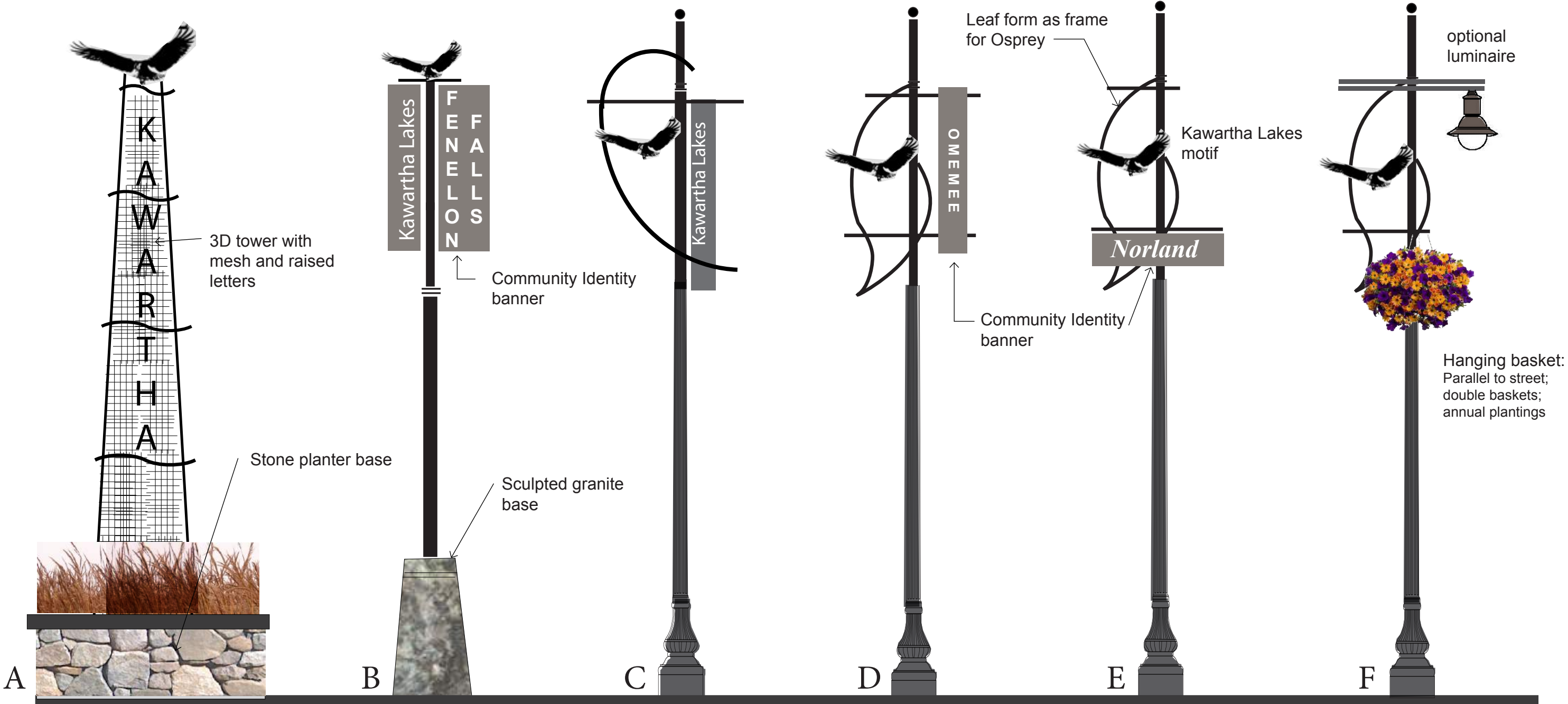
Luminaire / Pole / Banner Combination D





Optional gateway feature: Granite and steel; greeting or town identifier; complementary planting bed.

Streetscape: Gateway Elements



Alternative Vertical Gateway Features: A vertical post mounted community identifier captures interest and marks the downtown district. With City of Kawartha Lakes motif (Osprey) and community identity banners.

Streetscape:Community Treatments Omemee

- Concrete sidewalk with accent paving;
- Durable black metal furnishings;
- ‘New’ gateway marker standard;
- District specific banner on new light standard;
- Street and sidewalk luminaire combination;
- ‘District specific’ tree species and annual displays.



Pavement: Lightly textured (granite like) unit pavers; red / brown sidewalk with contrasting tan/grey banding.



Bench: Black steel bench - opportunity for community logo / identifier.



Bollard: Black steel, industrial over-tones;



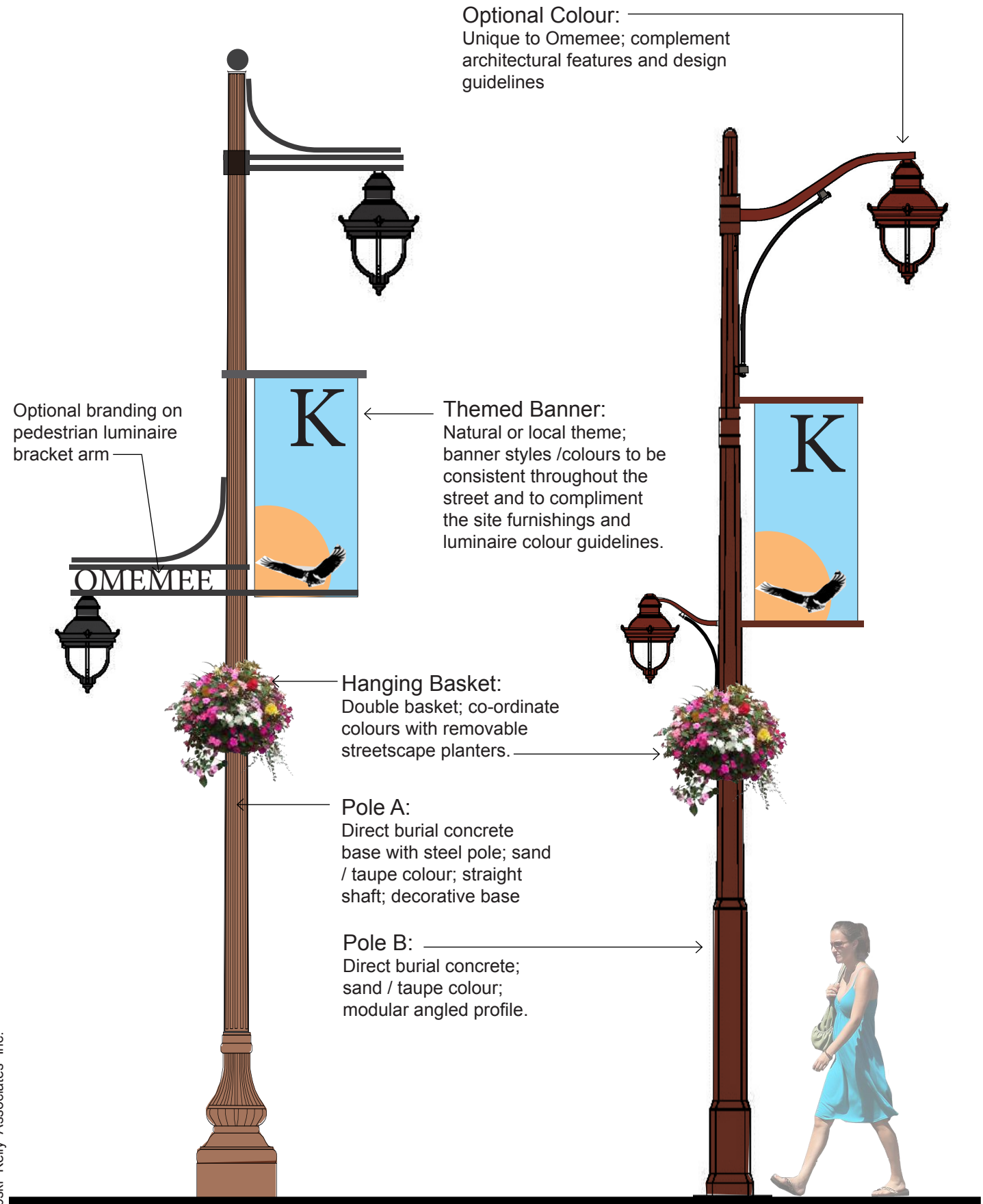
Bike Rack: Tubular steel, painted black; optional community branding



Seasonal Planter: Removable, steel, black, cylinder or rectangular; optional community logo/ identifier.



Waste Bin: Black, dual recycle bin with rain shield; to compliment bench and planter style.



Optional Colour: Unique to Omemee; complement architectural features and design guidelines

Optional branding on pedestrian luminaire bracket arm

Themed Banner: Natural or local theme; banner styles /colours to be consistent throughout the street and to compliment the site furnishings and luminaire colour guidelines.

Hanging Basket: Double basket; co-ordinate colours with removable streetscape planters.

Pole A: Direct burial concrete base with steel pole; sand / taupe colour; straight shaft; decorative base

Pole B: Direct burial concrete; sand / taupe colour; modular angled profile.

Notes:
Keep furnishings out of the 'Pedestrian Zone' ;

Maintain interesting views away from benches. Avoid views towards parked cars or blank walls.

Maintain a barrier free zone of 1m around the perimeter of the bench for accessibility. Planters may be placed on the ends, provided access to the front is kept clear;

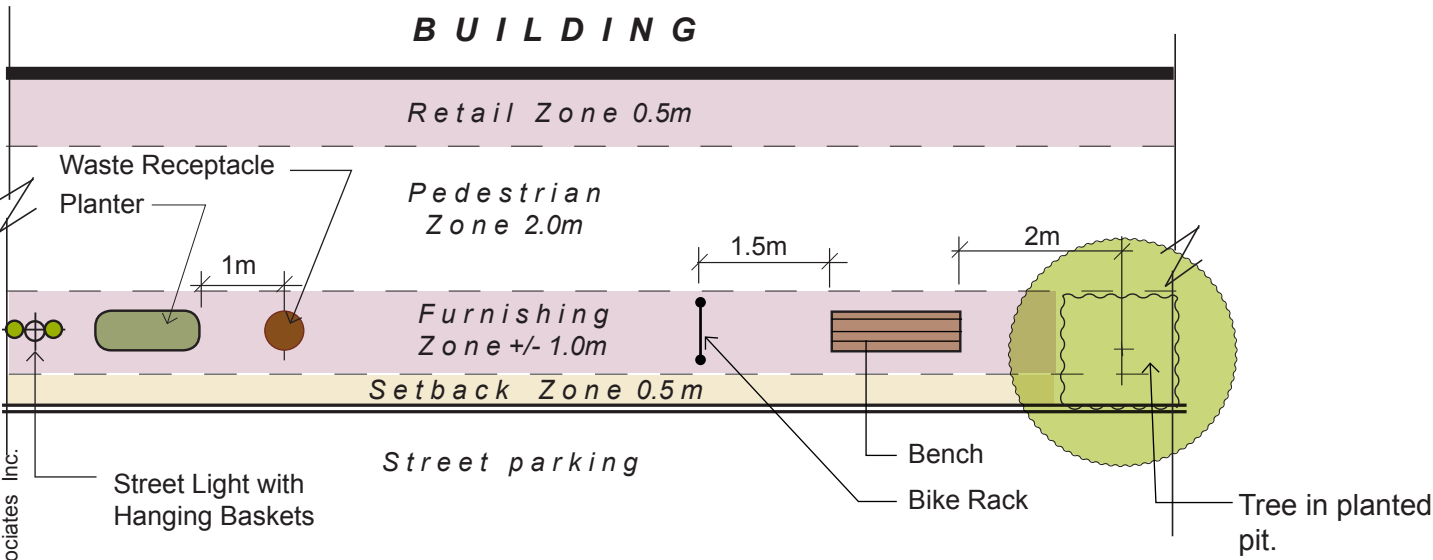
Benches may be placed perpendicular to the sidewalk in areas where the sidewalk is wide enough to accommodate. Place approximately 0.75 - 1.5m apart;

They should be placed:
2m from the end of a curb radius;
1m from a curb cut;
1m from a light pole, utility pole or tree
2m from a fire hydrant;

Benches should be placed in areas that warrant observation, reflection, waiting... near restaurants, parks and open space; libraries or civic spaces; banks etc.;

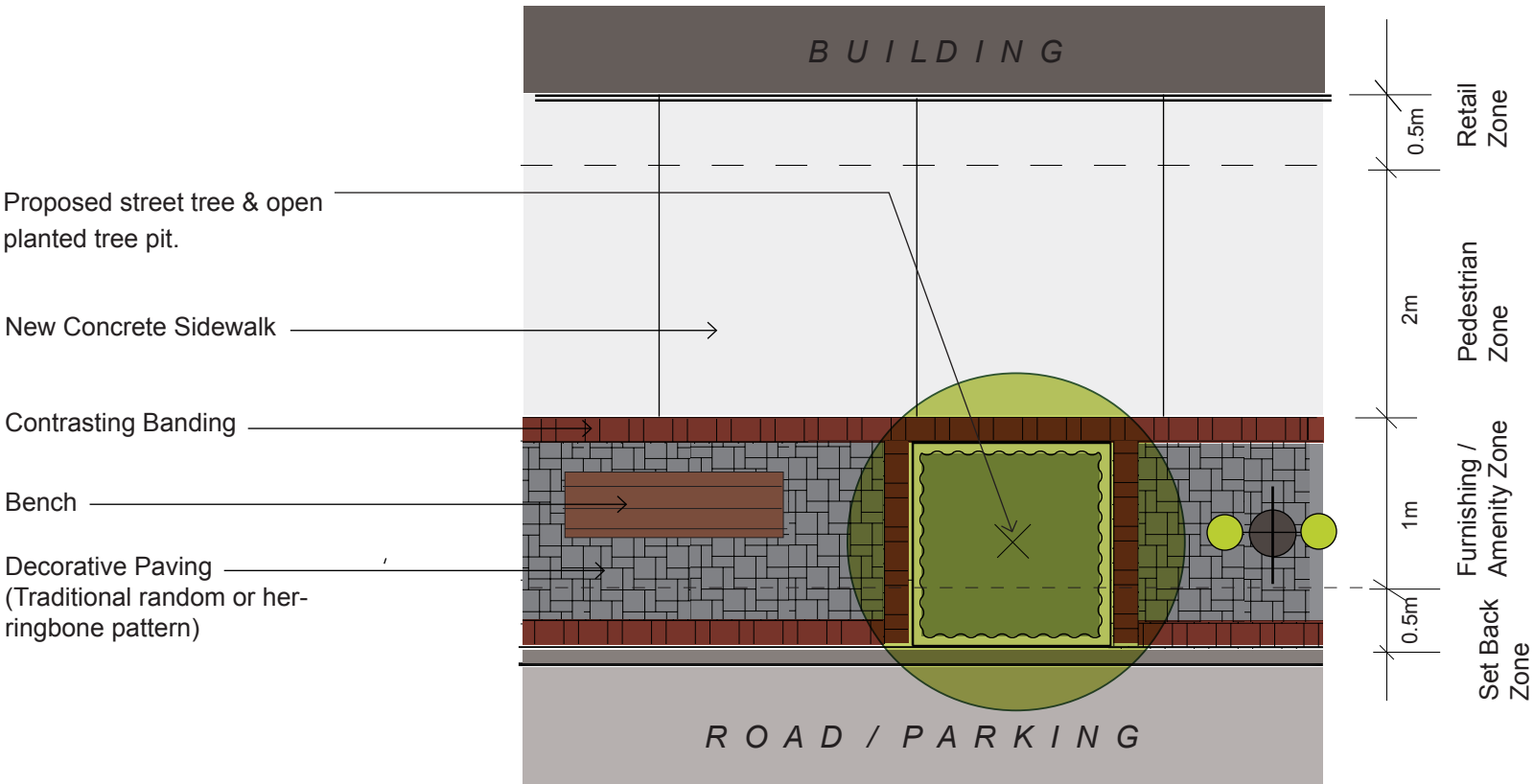
Furnishings should not obstruct areas requiring larger gathering spaces – but should be on the sidelines (ie where people need to queue up for something)

Furnishings should not obstruct sight lines at intersections; and should not obstruct potential bicycle traffic;

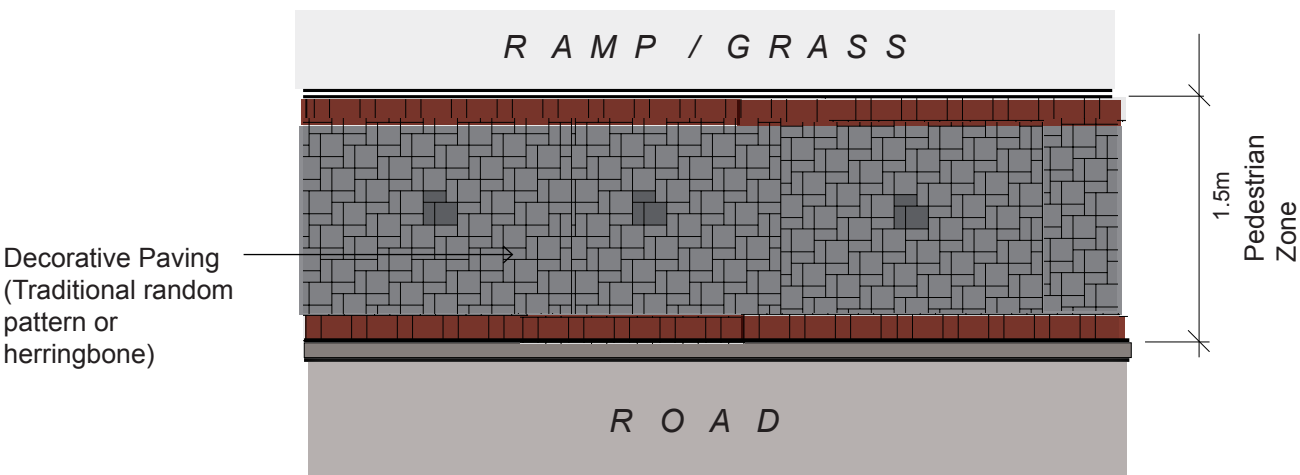


Furnishing Placement Guidelines: Sidewalk +/- 4.0m wide

Sidewalk Paving Details and Furnishing Placement



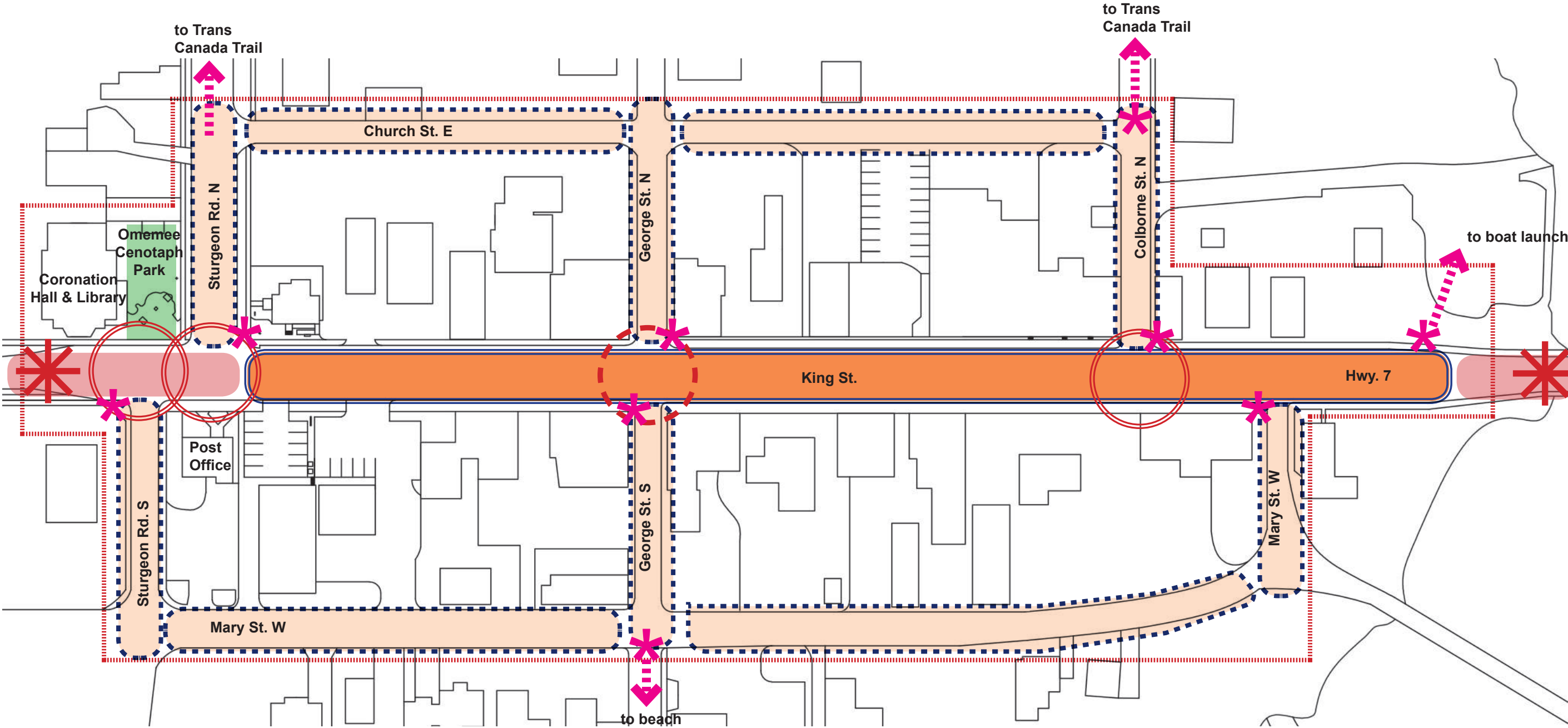
Paving Option A: 4.0m sidewalk (13.5ft)



Paving Option B:
1.5m sidewalk (5.0ft - Post Office and Library)



Section 4: The Plan



Concept Development



Main Street District (King St.):
Strengthen downtown core by unifying pedestrian amenities (pavements, trees, lighting, furnishings); defined parking to support pedestrian/vehicular realm.



Side Street Connections:
Streetscape treatments (furnishings, greening, etc.) help connect the downtown streetscape character with the adjacent community. (Overhead utilities, narrow sidewalks, etc. pose limitations)



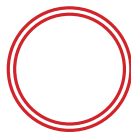
Gateway District:
To enhance the first impression of entering the downtown core.



Project Boundary



Key Portal Marker:
A large scale element which frames the entrance of a district (announces a district has begun).



Key Intersection:
Heightened pedestrian crosswalks, markers, place identifiers



Heightened Intersection:
Pedestrian crosswalks, place identifiers



Park Open Space:
Gathering space, seating opportunity, civic events.



Connection to Town Amenity
Important pedestrian link to trails, beach, boat launch.



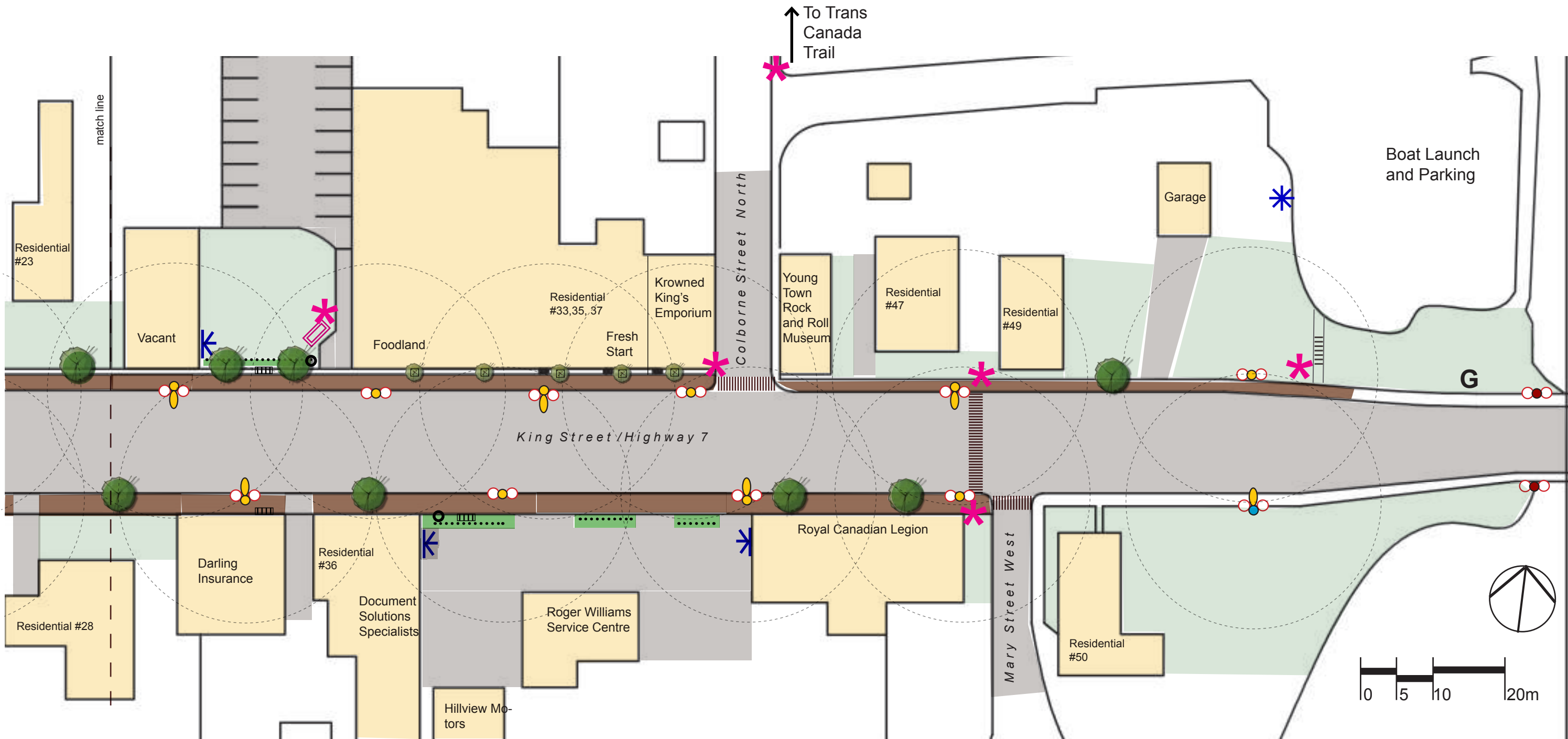
Wayfinding Node:
Decision node to direct pedestrians to nearby amenities (parking, trails, beach, etc.)



The Plan

Legend

- Proposed Street Tree in grade
- Proposed Planter - Seasonal
- Proposed Sidewalk Greening with low decorative picket fence / masonry column
- Decorative Street Light (streetside and pedestrian) with Hanging Baskets and Banners
- Decorative Street Light (pedestrian) with Hanging Baskets and Banners
- Decorative Street Light with Traffic Light, on Existing Utility Pole (approval required)
- Decorative Street Light on existing bridge wall
- Existing Traffic Signal
- Crosswalk - Stamped Asphalt
- Decorative Unit Paving
- Bench
- Bike Rack
- Waste Bin
- Wayfinding Kiosk
- Wayfinding Feature
- Possible Feature: Public Art, Mural
- Gateway Feature



The Plan

Legend

- Proposed Street Tree in grade
- Proposed Planter - Seasonal
- Proposed Sidewalk Greening with low decorative picket fence / masonry column
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- Bench
- Bike Rack
- Waste Bin
- Wayfinding Kiosk
- Wayfinding Feature
- Possible Feature: Public Art, Mural
- Gateway Feature

Section 5: Demonstrations



Continue Streetscape Edge:

Shade trees in planted bed with low 'Old' Town' style fence panels maintain streetscape corridor while maintaining access and views open to park space.

Possible Feature

Opportunity:

Captive location for Community Kiosk (wayfinding map, community events, directory) or public art.

Street Lights:

Double pendant style alternate with single pedestrian luminaire; 'Old Town' character; themed banners and double hanging baskets; optional electrical outlets for seasonal adornments and audio.

Continue Streetscape Edge:

Shade trees in planted bed with low 'Old' Town' style fence panels maintain streetscape corridor while

Parking Stall Delineation:

Defined parking spaces reduce appearance of a wide road and aid in traffic calming.



Current



Street Trees:

Native tree species: Red Oak or Red Maple, in grade with perennial ground cover (daylilies, ornamental grasses) or optional decorative steel tree grate;

Pavement:

Sidewalk highlighted with unit paving. Complete building to curb treatment widens appearance of pedestrian zone.

King Street - Typical Streetscape Treatment

* This view is an artist rendition only to demonstrate products, materials and finishes as proposed in the Streetscape Design Guidelines. Further detailing required for implementation.



Removable Planters:
Either round or square; 'Old Town' theming includes light industrial overtones such as steel, black and subtle details - circles, flares and pickets. Placed to fill voids along building frontage, to frame a facade entrance, or to add curbside greening along narrow sidewalks. Planting to complement hanging baskets. Can be 'off the shelf' or 'custom' fabrication.



Pavement:
Lightly textured (granite like) unit pavers; red brown sidewalk with contrasting tan grey banding.



Current

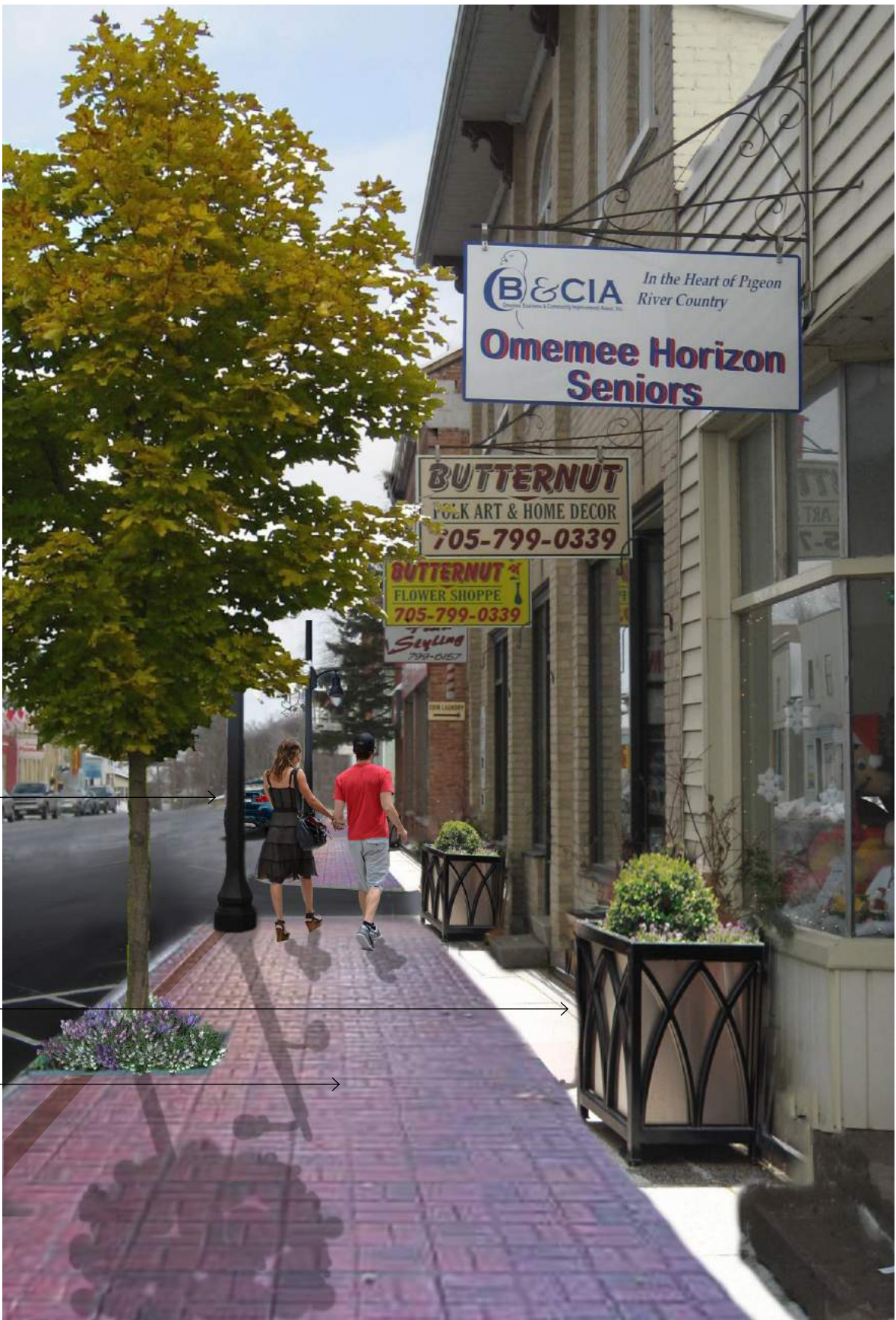
Street Trees: →
Native tree species: Red Oak or Red Maple, in grade with perennial ground cover (daylilies, ornamental grasses) or decorative steel tree grate;

Street Lights: →
Double pendant style alternate with single pedestrian luminaire; 'Old Town' character; themed banners and double hanging baskets; optional electrical outlets for seasonal adornments and audio.

Removable Planters: →
With seasonal planting,

Pavement: →
Coloured / patterned sidewalk treatment. Poured concrete stabilizing edge along building frontage. Complete building to curb treatment widens appearance of pedestrian zone.

** This view is an artist rendition only to demonstrate products, materials and finishes as proposed in the Streetscape Design Guidelines. Further detailing required for implementation.*



King Street - Typical Sidewalk Treatment



Part TWO: Facade Improvement Guidelines

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Section 1: Introduction

Overview

Generally, in most rural communities, development can be traced over “periods.” Many structures and buildings will have retained their original detailing, some may have been altered for various reasons, and infill may have added newer styles to the building fabric of the community. In many cases, “styles” work at cross-purposes to the feel of the streets in which they are situated and may influence an ill-character for the commercial district. More often than not, this is a result of a lack of clear identity and information 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 the City of Kawartha Lakes to engage a Façade Improvement Guideline for the Omemee downtown core is a great initiative. 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 communities main street or commercial areas helping them become more desirable as a destination.

Façade improvement guidelines for buildings located within the downtown core will be employed to aid building and business owners in transforming their building façades. 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. 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 Omemee and possibly group its buildings into these categories; providing an understanding, appreciation and ultimately, a guideline or demonstration of what these buildings could be like if a façade improvement is undertaken. Generally, it is a visual education – an education that may entice building owners towards improving their façade within the downtown district area.

Facade Inventory



Facade Inventory



Façade Improvement Guideline

The Façade Improvement Guideline for Kawartha Lakes 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 communities initiative to maintain the character of the traditional mixed-use downtown district and bear a positive relationship to the street and adjacent structures.

Omemee’s downtown hosts a number of historically modified buildings, and only one historically significant building. Among these modified buildings, a core block of buildings helps frame Colborne with minimal setbacks. The goal of this design guideline is to respect history and successful previous developments while expressing a communal image and imagination.

Three classification types have been used to characterize the existing facades within the downtown core for Omemee they include; historic, historic modified, and non-historic. In the absence of a municipal standard or evaluation system to assist in the examination and classification of buildings considered to be of cultural value, architectural and/or historical value SKA used on-site observation, available literature, and programs such as historic ‘walking tour’ destinations to suggest those buildings (and spaces) having seemingly historic character, or historic character with obvious modification, or obvious no-historic value; all having value to the community.

Section 2, is essentially a ‘how to’ step-by-step process for building owners (and/or tenants) in understanding their building’s facades, its context, condition and opportunities. It includes an application example form as well as information supporting facade improvements for those considering new construction. In Section 3, the Façade Improvement Checklist, there are guidelines to ensure that your improvement is in keeping with the vision of the City of Kawartha Lakes. Our guideline, with the help of appropriate examples help inform business owners on how to approach giving their building a ‘face lift.’

In Section 4, ‘The Elements,’ we have suggested ways in which a building façade can be improved to suit a predominant theme - essentially Victorian. We have chosen three building examples , one from each community of Lindsay, Fenelon Falls and Coboconk; Section 5) and have applied a few of the guidelines to illustrate how an existing building could be improved.

The following sections are intended to help create an identity for downtown facades 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.

Traditional Components of a Facade

Traditionally, a commercial façade is divided into three sections: the street level storefront, middle façade, and upper façade. The middle and upper facades frequently have architectural elements that align with abutting buildings, so the rhythm of the architecture, window openings, banding, and other elements continue along the streetscape. There are also stand-alone buildings that often have some special purpose. By the mid 19th to early 20th century, most streetscapes were composed of blocks of brick buildings, each with multiple storefronts and interiors subdivided by firewalls. 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.

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

Base Panel

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

Display Windows

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

Entrance ways

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

Doors

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

Cornice

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

Middle Façade

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

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

Windows

Window openings and sashes/muntin are probably the most conspicuous building feature on a facade. 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 facade.

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

Corner Quoins

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

Pilasters

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



Material Considerations

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 mould and deteriorate. The fasteners required could 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-1920 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 repoint 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 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 repainting can be chosen. Do not strip paint to the base wood and then recoat with clear varnish or sealant. The unpainted look is not historically authentic and can allow ultraviolet light and atmospheric degradation of the wood. Some early paints are lead-based. 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 may proceed. Use patch materials that are verified to have same colour and texture; 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 as to require replacement. In this case, every attempt should be made to duplicate the visual appearance of the original.

Section 2: Considerations and Checklist

Facade Project Design Checklist

Façade projects within Omemee’s downtown 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 provides 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 streets and spaces in the commercial core. The following are ‘best practices’ in facade 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. Building Envelopes 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.

5. Identifiable Building Entrances

Façade projects should help building entrances become easily identifiable, and should address the “Main Streets” in given community.

All improved building entrances should satisfies 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 Omemee’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 areas traditional roots and its historical continuity, and a sense of its connectedness to these.

Further, façades should express Omemee’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.

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 none 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.

13. Heritage Value Buildings

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

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 rebuilding 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 same colour and texture; 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 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 as to require replacement. In this case, every attempt should be made to duplicate the visual appearance of the original.

Facade Project Design Checklist

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

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

7. Saftey Within CIPA				
i) Does the façade design provide personal safety and impart a sense of comfort to all users?				
8. Community Expression				
i) Does the façade design express a sense of permanence and durability?				
ii) Does the façade promote traditional roots and express historical continuity?				
9. Appropriate Scale				
i) Does the scale of the proposed façade relate to the scale and size of the building as well as the human body, making space comfortable for users?				
10. Exterior Materials for Facades				
i) Does the proposed façade materials reinfoce the cohesion of related groups of buildings?				
ii) Are proposed exterior building materials durable and of high aesthetic quality?				
11. Technical Performance				
i) Does the proposed façade determine a balance capital costs, operating costs and maintenance costs?				
12. Accessibility				
i) Does the façade design provide equal means of access to all users regardless of ability?				

Section 3: The Elements

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 expenses that most owners and builders are able to incorporate into recently constructed buildings. Quality construction from any period should be recognized as an asset and displayed prominently and not concealed by poor quality construction or poor quality signs.

Respecting Architectural Value & Merit

The traditional heritage value is evident throughout the downtown of Omemee despite a lack of continuous storefronts providing a ‘wall of retail’ or form of containment for parts of the street. Traditional storefront materials, such as brick and stone, are evident.

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

Design Considerations:

- Most façades consist of an architectural framework designed to identify individual 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 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 respecting the original and historic details are suitable. However, they should not appear to be of poor quality, of temporary nature, or 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.

Façade Composition

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

Design Considerations:

- 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 .
- 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 housing different businesses, the signs should relate well to each other in terms of height, proportion, colour and background value. Maintaining uniformity among these characteristics reinforced the building’s façade composition while still retaining each business’s identity.
- Awnings on a multiple-storefront building should be consistent in character, scale and location, but need not 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.



Harriston, Ontario-
Before and After



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



Windows consistent heights complemented with awning and signage. Historic brick detailing accentuates second and third storey windows.



Accessibility

Accessible buildings are good for business and the community. With the goal of making the community a barrier free municipality, 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, facade 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 exists 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 / town approval.
- Ramp design should adhere to appropriate standards as set by the Ontario Building Code in regards to slope allowances, widths, railing heights etc. Materials and colour choice should blend in with the overall design of the store front.
- If possible, a recessed door might be considered to accommodate a grade change;
- Hand rails should be provided for entrances with stairs.
- Entrances should be well defined with the use of signs, doorways or awnings and should be well lit.



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



Building entrance flush with sidewalk - barrier-free



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

RECOMMENDED



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

NOT RECOMMENDED

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 that part of the sidewalk that it covers as it's own, demanding attention from the passing customer. Awnings provide shade for both the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for the visitor entering the building. In some instances, they can provide an alternative 'canvas' for signage.

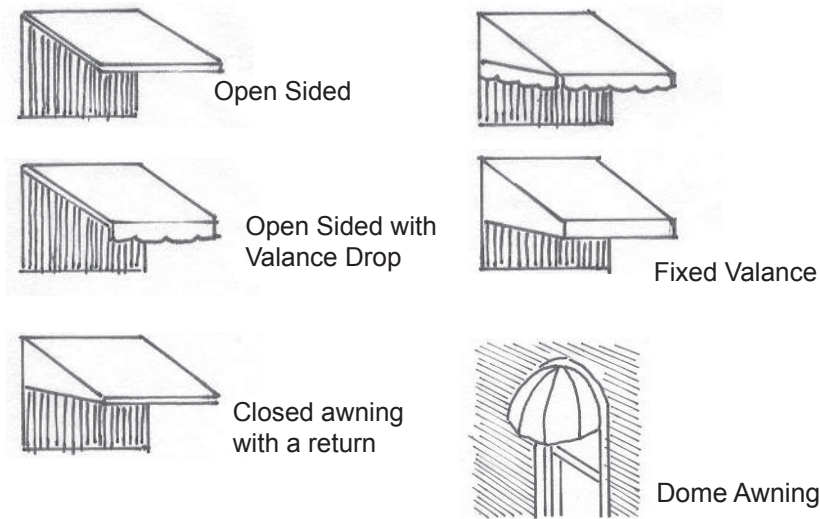
Awnings that reflect the Victorian heritage theme, include those made with solid colour or stripped pattern canvas. Retractable styles with open sides are preferable, but not required.

Design Considerations:

- Choose an appropriate form of awning to suite the window and door arrangement. Awnings can accentuate the entrance door, or can span a full building façade;
- Traditional canvas awnings are retractable, can span over a sidewalk, and are available in a variety of historical colours and patterns. Remote control devises are available to ease extension and retraction;
- Fixed canvas awnings are usually steep to shed snow, and therefore do not extend far over the sidewalk environment. However, the height of this type of awning can further enhance an otherwise bare building face;
- In all instances, consider the durability of the fabric in regards to weathering. Fading and mould resistant fabrics are preferred;
- Choose a colour(s) in keeping with the colour scheme for the building, and in keeping with the historical theme of the town in general;
- Retractable awnings also present an opportunity for an alternative

- option for signage. Awning should not be used for primary signage;
- An awning should not cover important architectural detailing;
- Awnings should respond to the overall configuration of the building façade;
- Awnings should be attached to a solid wall no higher than 300mm above the top of window edge;
- Awnings should extend 1.5m from the building face on streets; and 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;
- All awnings on a single store front should have consistent form, material or colour;
- An architectural arcade or fixed canopy may be used instead of an awning;
- An architectural arcade or fixed canopy / roof structure are those that might highlight an entrance or extend the full frontage of the store, but shall not include additional support such as a column or post.

Awning Types



Awnings and Canopies



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



Closed awning accenting store entrance



Acceptable awning alternative; steep pitch may respect sight lines on street corner or screen unsightly building face.



RECOMMENDED

More traditional in pattern and valance edge. Awnings can spans entire store front, unifying the facade.



Solid colour, open sided with straight edge valance. Valance supports secondary signage.



Acceptable awning alternative reflects the nautical side of the Muskoka theme.



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



Closed rounded awnings in bright primary colours are not recommended for Omeme.

NOT RECOMMENDED



ALTERNATIVES



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 the passing vehicle. Now signs fabricated from plexiglass, are back lit, not integrated into the architecture of the building and have little appeal to a consistent theme. Advertising is not limited to just a sign - specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores encumbering pedestrian movement. These displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety.

Design Considerations:

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base. Type face should be made clear and easy to read. Painted plastic letters and moulded polyurethane signs are currently available, which keep historical themes relevant, while lessening maintenance issues. Stainless steel letters or similar alternatives are acceptable. Colours should be coordinated with building.
- Studies show that a passerby can effectively read seven words on a sign and do so in under 4 seconds. Primary signs should advertise the name of the business and the primary goods or services offered.
- A maximum of one primary sign and one blade sign for store face. Alternatively, primary signage may be permitted on an awning.
- Signs attached to building should be integral with storefronts, no larger than 600mm in height and externally lit. Backlit or neon type signs are not encouraged as the primary integrated sign.
- An additional blade sign may be attached perpendicular to the facade 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.



Extruded letters painted gold. Note retracted awning.



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



Rustic wood sign with additional themed adornment. Note lighting.



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

RECOMMENDED



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



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

NOT RECOMMENDED

Shutters

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

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

Design Considerations:

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



Wood shutters with curved top and decorative finishes.



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



Coloured wooden board shutters with concrete keystone



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



Proportioned shutters with functioning hardware. Note shingle walls.

RECOMMENDED



Inappropriate use of colour for Omeme



Unrealistic use of shutters.



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

NOT RECOMMENDED

Lighting

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

Design Considerations:

- The primary goal of a light fixture is to be a source for highlighting a specific detail, signage or space on the building façade.
- Lighting should complement a building and should be appropriate to a building’s architectural style.
- Lighting of front door areas can be accomplished in two ways. Wall mounted fixtures with a “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.

RECOMMENDED



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



Traditional gooseneck lighting painted to match building colour scheme.



Ornamental arm holds a small subtle light



Traditional lantern flanks doorway.



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

NOT RECOMMENDED



Neon tube lighting is not recommended.

Building Material

Brick facades 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 & 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 to 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 facade compositions. Often many ‘frame’ buildings can contribute significantly to a downtown even amongst a predominance of brick and masonry facades.
- 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 or painted aluminium.



Board and batten (vertical or horizontal).

Materials and techniques can emulate rustic and/or natural materials such as wood shingles.

Stone veneer comes in a variety of textures, patterns and colours- emphasizes the 'natural' theme.

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

RECOMMENDED



Modern applications of wood detailing.

Full stucco facades.

Extreme colours.

NOT RECOMMENDED

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).
- Appropriate plant material in regards to sun or shade conditions should be considered.
- A co-ordinated colour scheme, including flowers, will enhance the overall appearance of the facade.



Window box with winter interest



Planters and hanging baskets soften this outdoor patio



Planters accent windows and entrances- attracting potential cliental



Fixed Window Planters



Welcoming appearance of store convey's hospitality



Large heavy decorative urns placed between windows.



Annuals complement facade colour scheme





Too many pots that are too small clutter the storefront



Planting doesn't match the scale of the facade



RECOMMENDED

NOT RECOMMENDED

Sidewalk Retailing

Sidewalk retailing space accompanies space between the existing sidewalk right of way and building face. In some instances space is limited and opportunities are not available for sidewalk retailing. In cases where there is ample space, opportunities exist for sidewalk cafes or patio spaces and additional sidewalk retailing (sales displays).

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 so as not to 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.



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



Outdoor display areas show off a stores wares.



Organized outdoor display areas.



A temporary sidewalk bulb out is added to accommodate the restaurant patio space adding interest to the streetscape.



Maintaining clear sidewalks with curb side retailing or patio seating.

RECOMMENDED



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



Large objects narrow sidewalks



General clutter.

NOT RECOMMENDED

Public Art

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

Design Considerations:

- Banners should be constructed of high quality, double-sided materials that will have a guaranteed longevity of at least 10 years
- Sizes, shapes and colours of banners may vary, however, the banners should be consistent throughout respective communities and reflect being part of the Town, drawing on local themes or events.
- The bottom of the banner should not be installed lower than 2.5 metres from finished grade.
- Maintenance and replacement of faded and/or damaged banners.
- Murals should not be directly painted or applied on the facade of the building, rather the appropriate fastening of 'mural panels' to allow for ease of install and future maintenance is preferred.
- Highly visible yet no intrusion into sight lines.
- Minimize risk of vandalism, highly visible area or at a height from ground.
- Also 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.'



Murals depicting events, history, etc.



Building banners complement facades in scale and colour.



Murals enhancing/ coordinating with existing facades.



High contrast banners and don't relate to the 'natural' theme.

NOT RECOMMENDED

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 enliven the otherwise simple and plain earthy scheme.

Design Considerations:

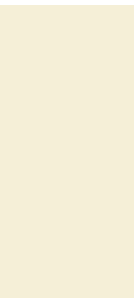
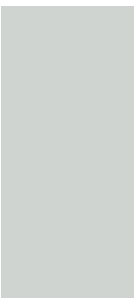
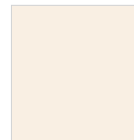
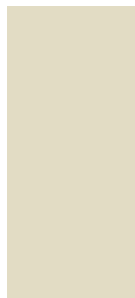
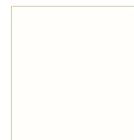
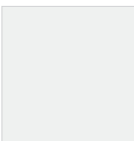
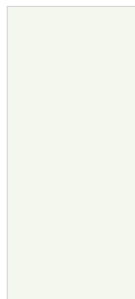
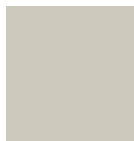
- Window trim, wooden cornice detailing, and moulding should be painted in a contrasting colour to the body of the building.
- Window awnings, shutters and siding colour choices should be coordinated and should be painted in an accent colour.
- A high quality paint should be used for overall durability.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

Palette Selection:

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

The following colour selection is a suggested base from which to work upon to suit the downtown as a whole. It is not meant to inhibit or limit colour selection, but rather initiate a process for appropriate colour selection that will be supportive of the towns initiative. This palette is from the Benjamin Moore Exterior Expressions and Historical Collection; most of these colours can be matched/offered by several other quality paint manufacturers.

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

		Icon Grey 00NN 31/00 DL51M			Spanish Moss 70YY 06/088 DL47 A			Sunshine Coast 40YY 67/196 SE18 W			China White 45YY 74/073 CP46 W
Veil 00NN 53/000 DL51 W	Classic Burgundy 09YR 05/305 DL07 A		Arcadia House 50YY 43/103 DL47 W	Sea Level 50GY 32/046 DL48 M		Palm Springs Tan 20YY 39/130 SE45 M	Thomas Point Light 30YY 39/225 SE19 M		Night Sky 90BG 25/079 CP49 N	Krimson Lake 90BG 08/075 CP49 A	
		Manuscript 40YY 60/103 MC45 W			Romance 10BB 83/020 SE50 W			White Pearl 44YY 70/110 MC45 W			Eloquent Ivory 45YY 75/110 SE20 W
Macadamia White 30YY 75/145 MC18 W	Black Sable 90BG 10/067 MC50 A		Fine Silver 30BB 62/004 SE51 W	SE29 A		Camelcoat 20YY 43/200 MC 44 M	Salsa 10YR 14/348 MC07 A		Naturally Calm 10YY 44/215 SE14 M	Whetstone 30GY 27/036 SE49 M	
		Ivory Coast 40YY 64/105 SE19 W			Cuddle 80YR 83/026 MC42 W			Tuscan Hillside 50YY 30/192 SE20 A			Song Porcelain 00NN 83/000 SE44 W
Dusty Countryside 30YY 23/246 SE18 A	Cordovan 50YR 15/243 SE09 A		Council Bluff 90YR 43/101 MC42 W	Sweetwood 90YR 26/147 MC42 M		Autumn Haze 45YY 67/120 SE20 W	Country Store 10YY 26/321 SE15 A		Water Chestnut 30YY 62/127 SE46 W	Soaring Eagle 10BB 15/154 SE32 A	
		Pelican 30YY 72/018 CP47 W			Natural White 50YY 83/029 MC46 W			Drum Beat 00YR 08/409 DL05 A			Fossil Grey 30YY 56/060 DL46 W
Burmese Beige 40YY 51/084 CP46 W	Grey Mountain 40YY 25/074 CP47 M		Distant Mountain 70YY 57/098 MC48 W	Palo Verde 70YY 26/137 MC48 A		Winter Bird 30YY 78/018 DL50 W	Dark Secret 00NN 05/000 DL41 A		Artesian White 20YY 83/025 DL46 W	Cocoa Mousse 48YR 06/091 DL43 A	

Section 4: Facade Improvement Demonstration

Old Hardware Store - Historic



Existing Façade

Colours

- Base: Night Sky
- Trim: Krimson Lake
- Accent: China White



Maintain existing masonry finish, repair where necessary

Raised 3D lettering

Refinish window in accent colour

New awning to highlight side-shop

Building entry in trim color

Enhanced Façade



Refinish/repaint cornice in accent

Refinish original perpendicular signage

New frieze (full length) to accept shop brand. Finish in attractive and complementary colours (base/trim)

Street-grade seasonal planters

Note:
Artist rendition for demonstration only. Further design/ engineering may be required for implementation. Colour representation may not be exactly as manufactured. Verify with local paint supplier.

Convenience/Residential - Historic Modified



Existing Façade

Colours

- Base: Distant Mountain
- Trim: Palo Verde
- Accent: Nature White



- New frieze to accept shop 'brand' in trim colour
- Open sided awning - retractable (downlighting, colour to be complementary)
- New entry system
- Addition of window sill. Lintel and window frame in trim and accent colour (optional)

Enhanced Façade



- Refinish windows in accent colour
- Maintain existing masonry finish, repair where necessary
- Raised 3D lettering in accent colour
- Seasonal planters in trim colour

Note:
Artist rendition for demonstration only. Further design/ engineering may be required for implementation. Colour representation may not be exactly as manufactured. Verify with local paint supplier.

Storage Building - Non-Historic



Existing Façade

Suggested Colours

- Base: Council Bluff
- Trim: Sweetwood
- Accent: Cuddle



Add new frieze (full length) in base and trim color

Add new transom in base colour to accept signage (in accent)

Maintain existing roof and colour

Maintain existing concrete block finish

Provide series of 'faux' columns - to come with appropriate base and capitals

Enhanced Façade

Note:
Artist rendition for demonstration only. Further design/ engineering may be required for implementation. Colour representation may not be exactly as manufactured. Verify with local paint supplier.

Section 5: Applying an Improvement Process

The Process

Step One: Evaluating Your Building’s Appearance

It is important to take a good look at a building before proposing alterations to its exterior. Consider the windows, doors and detailing. Note the entire façade, including the upper stories as well as the storefront. A successful improvement strategy is one that treats the building as a whole and does not neglect the upper floors. The goal is to achieve visually distinct façades that relate to their surroundings while providing a sense of cohesiveness in the commercial corridor without strict uniformity.

Step Two: Evaluate Your Building’s Surroundings

A high level of upkeep always strengthens the image of a commercial corridor. Trash generated by the store should be kept in enclosed areas at the rear of the building and must be easily serviced by trash collection trucks.

Step Three: Make Needed Repairs; Establish A Maintenance Schedule

Preserve the value of façade improvements by repairing any damage before façade work begins. In order to prevent major building repair in the future, a regular maintenance schedule should be established for façade cleaning and repair. The following are recommended preventive maintenance steps;

- Checking roof to ensure that it is watertight
- Scraping chipped and peeling paint and repainting
- Repointing and patching deteriorated masonry or stonework joints
- Replacing deteriorated building surfaces
- Repairing and painting window frames and sills
- Repairing or replacing weatherproofing agents

Step Four: The Game Plan

- Prepare a Plan or Sketch
With the help of the guidelines and perhaps the assistance of a designer, prepare a sketch of your building façade that outlines your proposal for a renovation. Indicate repairs and upgrades, materials, and colours. This can also be readily accomplished through the use of descriptive notes/labels added to a photocopy of photograph (of the facade).
When you have a sketch that satisfies your own requirements and follows guidelines set out in this guide, you will need to “tender” the work which means to ask builders to give you a fixed price bid to undertake the work shown in the sketches/demonstrations. Be wary of “estimates” that permit flexibility in the final billing. Some professional advice may make this part easier for you. You may ask to have certain items as separate prices if, for example, you may have to defer some of the work to another year for budget reasons.
- “Do It Right”
For any renovation, it is essential that one person or company takes responsibility for all aspects of the work such as a general contractor. If the work involves only window replacement, be certain that the contractor is well experienced with window replacement and that you have discussed the extent of finishing that is expected. Before signing a contract be sure to have all incidentals itemized and accounted for to avoid any additional costs. Additional costs such as clean up, disposal of removed and/or remaining materials or drywall/plaster repair and painting are often overlooked.

For work involving masonry repair, great skill and extensive knowledge and experience is required. Talk with the contractor and ask about the specific skills required to protect historic masonry from deterioration. Competent and knowledgeable tradespeople are proud to give recent references. It is also recommended that you ask the contractor for multiple references. Randomly select individuals as referred by local building supply stores and call them. Background work can save time and money up front

- The Cost
Renovations are frequently the cause of cost surprises, often in inverse relationship to the actual size of the project. Prepare for the unexpected in a combination of three ways:
 - Pay up front for some professional advice from a consultant familiar with the type of work anticipated;
 - Make exploratory openings in locations that can be temporarily reclosed. This takes away any hidden surprises and is a far better indicator of concealed elements prior to the contractor’s discovery;
 - Be prepared during the work to be flexible either in the amount of work that is completed in each phase, or the amount of money expended. If the complete package of work is fully explored and described in advance of the Contractor’s involvement, few surprises will be revealed during construction.



Considering New Building & 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 Omemee. 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 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 rhythm of the corridor. Larger buildings and buildings with significantly different height than those around them require larger spacing. In the uptown; 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 uptown 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.

- Set back from the street similar to neighbouring structures to create a consistent streetscape;
 - Buildings in the uptown 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 liens. Buildings should be at least two storeys in height;
- Architectural features should contribute to the local landscape;
 - Building material and design should blend with the historical Victorian theme;
 - Each building should have a distinctive design. The detailed design of predominant architectural elements of adjacent buildings should differ.