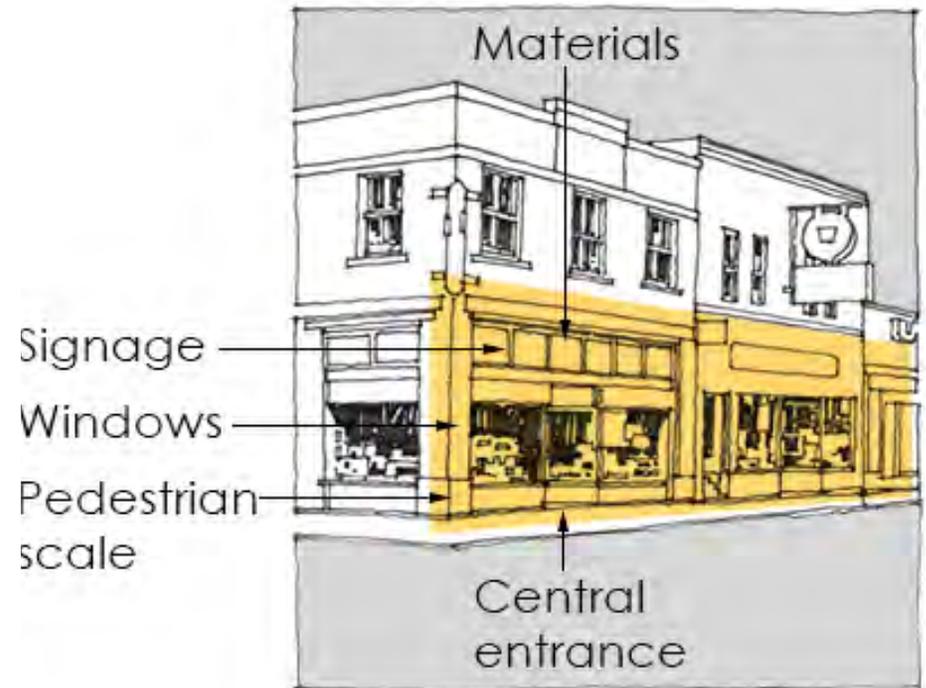


- Repeat distinctive window patterns, including window sizes, styles, arrangements, and amount of glazing, at intervals suitable to the articulation interval.
- Provide a front entry for each interval or module.
- A forward projection or step back in the façade within each interval or module.
- Change building materials or colors with a projection or recess of building facade.
- Provide a lighting fixture, trellis, awning, tree or other landscape feature within each interval.

• **Ground Floor Design Features**

The following recommendations are made for the exterior appearance of building first floors in Downtown District:

- Materials – The first floors of Heritage Buildings are typically distinguished by the use of a unique materials or architectural detail. These materials or details are typically limited to only the first floor.



- Entrances – Main entrances are commonly located in the middle of the building’s façade.
- Accessibility - At-grade access is recommended.  
Steps are possible hazards and are not recommended.
- Glazing – Large display windows are common features of Heritage Buildings.  
Glazing typically occupies as much as 60 - 75% of the front building face.
- Lighting – Indirect interior lighting is commonly used to illuminate display windows.  
Exterior lighting is typically focused upon signage and is designed to avoid pedestrians’ eyes.
- Signage – Signage is a dominant feature of the first floor of building facades.  
They are typically located above the display windows and below the second floor level.



- **Roof and Parapet**

Roofs and parapets are distinctive architectural features of Heritage Buildings. Their design is an important part of buildings’ architectural design and the aesthetic of the Downtown District’s streetscape. Additional recommendations include the following:

- Articulated or decorative rooflines such as ornamental molding, entablature, and/or friezes designed to be visible from the ground level are suitable architectural features for building of the District.
- Cornice treatments should be included as parts of building faces and should vary in height, style or materials in a manner that respects similar treatments in the District’s Heritage Buildings.

- **Materials and Colours**

The following recommendations should be considered:

- Materials or colours recommended for use in new buildings or renovations of existing buildings in the Downtown Districts can be found:
  - a. As part of recognized Heritage Buildings, or
  - b. In historic photographs of the Downtown District.
- The following materials are not recommended for use in the Downtown District.
  - a. Mirrored glass.
  - b. Corrugated fiberglass.
  - c. Chain-link fencing (except for a temporary purposes)
  - d. Barbed wire, concertina or razor wire.
- The use of metal siding, metal screening, plastic, plywood, sheet wood products, or fiberglass to cover existing facades is not recommended.

- **Signage: Content**

The following recommendations should be considered:

- Signs should only advertise the businesses within. Corporate signs, such as “Kit Kat”, “Coca-Cola,” etc., are not recommended.
- New shop windows shall allow for display of stores’ products. Opaque or frosted windows are not recommended.
- Secondary signs, such as portable signs (sandwich boards) can add life to the street. The location of these signs must not interfere with pedestrian travel circulation. Window signs should be limited to 25% of the window size and should not block the view of displays in windows.

- **Signage: Location**

The following recommendations should be considered:

- Signage should be limited to the sign band.
- New signage should be an integral feature of building façades.
- Address numbers should be placed in a predictable and readable location, and in close proximity to the building entrance. Numbers should be lit externally.

- **Signage: Design**

The following recommendations should be considered:

- Signage should consider pedestrian activities (orientation and as non-obstacles), vehicular needs (orientation and readability), building identification (street address), enhancing the desired character (design and materials), and reducing negative impacts (lighting levels, scrolling messaging, impeding views and vistas).

- The primary signage for the building should be located on the entablature (the horizontal band that separates the storefront windows from the upper façade).
- The surface area of the signage band (fascia or entablature sign) should not exceed 15% of the storey's wall area.
- Sign lettering, graphics and colours should be selected to promote the district's heritage character. Lettering should be visible from an appropriate distance based on the function and location of the sign.
- The text font should be easily legible, be non-reflective, and be of a strong contrasting colour to the background.

## Signage Locations

Signage band  
Awnings  
Windows



- **Signage: Not Allowed**

Not all sign types are suitable in the Downtown District. The objective of preserving and managing the heritage character of the Downtown indicates that signs should be purposeful, discreet, and of the highest quality. Signage that goes beyond sending a simple message is not recommended. The following are sign types that are not suitable in the Downtown District:

- Roof signs
- Signage with removable lettering
- Pylon signs
- Any type of third party signage
- Inflatable signs
- Obsolete or unsafe signs
- Handwritten signs
- Digital, electronic, neon or otherwise internally illuminated signs, except for small "open for business" signs in retail windows.
- Buildings as signs
- Signs attached to street furnishings
- Animated signs
- Movable signs (excluding sandwich boards)

- **Accessibility and Visitability**

The District's economic and social vitality depends upon the creation of a barrier-free public environment. The following recommendations should be considered to insure safe and unrestricted access to buildings in the Downtown District:

- Renovations to existing buildings should seek to insure that visitors and citizens with physical disabilities are able to access the businesses located inside.
- New development should include provisions for unrestricted access and use for visitors and citizens with physical disabilities.
- Renovations and new construction should be done in accordance with all applicable City standards and ordinances.