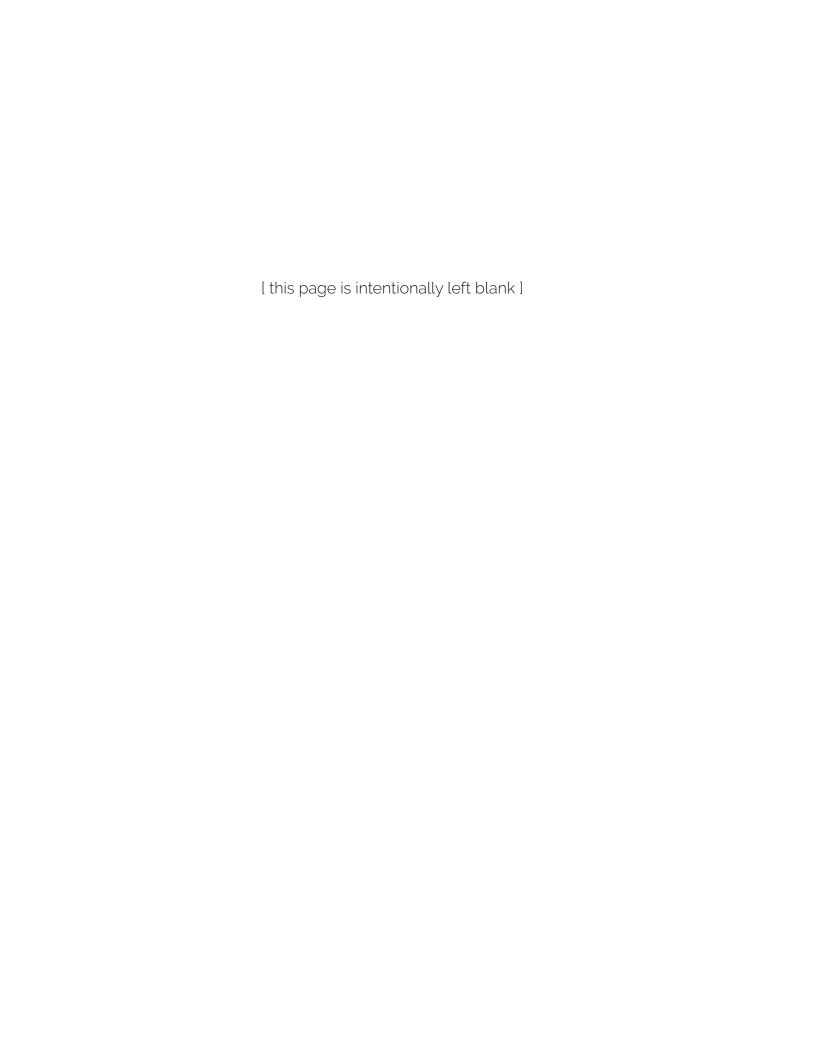
### Downtown Elmira

# STREETSCAPE & FAÇADE IMPROVEMENT DESIGN GUIDELINES

September 2019 - FINAL





## Participants in the Downtown Elmira Streetscape & Façade Improvement Design Guidelines

#### Prepared For

#### **Township of Woolwich Community Members**

Participants from the Township of Woolwich, for participating in the Community Improvement Plan: "Improving the Public Realm" 2019 process.

#### Elmira Business Improvement Area Board

Jon Clay - (Chair) SOS Physiotherapy Christine Aberle (Treasurer) - The Window Box Steve Pond - Elmira Vaccum and Electrical Dana Costello - Property Owner Jim Henwood - The Bargin Shop

#### **Township of Woolwich**

Prepared By

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## **Table of Contents**

Foreword		2
	Project Introduction	
	How to Use this plan	
	Guiding Principles	4
Part ONE: Stre	etscape Improvement Design Guidelines	7
Section 1: Abo	out Streetscapes	10
Section 2: Fou	ndations	13
	Document Summary	14
	Community Workshop 1	16
	Community Workshop 2	18
	Community Workshop 3	19
	Existing Images	20
	Project Limits	22
	Existing Conditions - Hardscape	23
	Existing Conditions - Pedestrian Environment	24
	Existing Conditions - Building Use	25
	Existing Conditions - Zones	26
	Opportunities	27
Section 3: Styl	e Guide	29
	Theme Development	30
	Streetscape Furnishing Elements	31
	Family of Furnishings	32
	The Plan- Skematic Concept	33
Section 4: Stre	eetscape Improvement Design Guidelines	. 35
	Street Greening	
	Furnishings	
	Parking Lots & Void Spaces Next To Sidewalks	
	Alley & Laneways	
	Spill-Out Cafés	48
	Setback Spaces	50
	Service/Utility Spaces/Residual Space	51
	Recommendations	52
Section 5: Den	nonstrations	55
-	Standard Sidewalk Treatment	56
	Wide Sidewalk Treatment	E 7

Part TWO: Facade Improvement Design Guidelines59			
ntroduction	60		
How to Use this 'Toolkit'	60		
Overview	61		
Section 1: Foundation	63		
Traditional Components of Façades			
Existing Images			
Façade Classification			
Section 2: Considerations and Checklist	75		
Façade Project Design Considerations	76		
New Building & Redevelopment	79		
Façade Project Design Checklist	81		
Section 3: The Elements	83		
Respecting Architectural Value & Merit	85		
Façade Composition	86		
Accessibility			
Awnings and Canopies	90		
Signage	92		
Lighting	94		
Building Material			
Seasonal Adornment			
Sidewalk Retailing			
Public Art			
Colour	-		
Back of Building	106		
Section 4: The Process			
Section 5: Demonstrations			

**Appendix** 

## PROJECT INTRODUCTION: STREETSCAPE & FAÇADE IMPROVEMENT DESIGN GUIDELINES

The purpose of this report for the Downtown Elmira Community is to support and enhance the vision for its "downtown" district, documented and incorporated into the public realm.

#### **The Process**

Plans, reports and mapping relevant to the project scope were reviewed by Stempski Kelly Associates Inc. (SKA). These were summarized and all relevant information was considered as the project moved forward.

To initiate the Streetscape Design Guidelines for Downtown Elmira, a meeting with members of both the Elmira Business Improvement Area Board and Township of Woolwich staff representatives was held to engage local interest and gather input from community members and business owners. The session included information about streetscape, façade and public realm development in general, as well as to collectively further identify specific nuances to be captured, introduced, or maintained within the current physical context of Elmira's downtown.

An initial Community Design Workshop was held for the public and was comprised of an informative presentation, a Visual Preference Survey designed to stimulate thought and discussion about the community's façades and streetscapes in general. Three (3) exercises were also developed to capture the publics thoughts, comments, concerns, and ideas. A second community design workshop was held for the public, with two drop in session times. This workshop allowed the public to view the proposed theme and style guide, inventory and opportunities maps, and demonstration images.

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

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

### **FOREWORD**

### **HOW TO USE THIS PLAN**



**SCENARIOS** 

#### **Township of Woolwich Staff**

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

#### **Project Manager**

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

#### **Planning or Design Consultant**

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

#### **Department Managers**

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

#### **Community Service Group Leader**

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





### **GUIDING PRINCIPLES**

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

Downtown Elmira will be:

#### A Pedestrian Friendly Environment:

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

#### **Built on Respect:**

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

#### Polite:

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

#### **Beautiful Downtown:**

A new aesthetic that complements the downtown character will focus on decorative elements and helping to define the downtown core by flanking areas as a unique and important district within the Elmira community.

## A Green Streetscape that is Attractive and Vibrant:

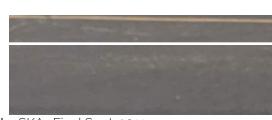
Street greening not only enhances the aesthetic appeal of a downtown, it promotes economic activity, improves environmental quality, reduces crime, encourages tourism, slows traffic and creates a sense of community pride.

#### A Unified Sense of Place:

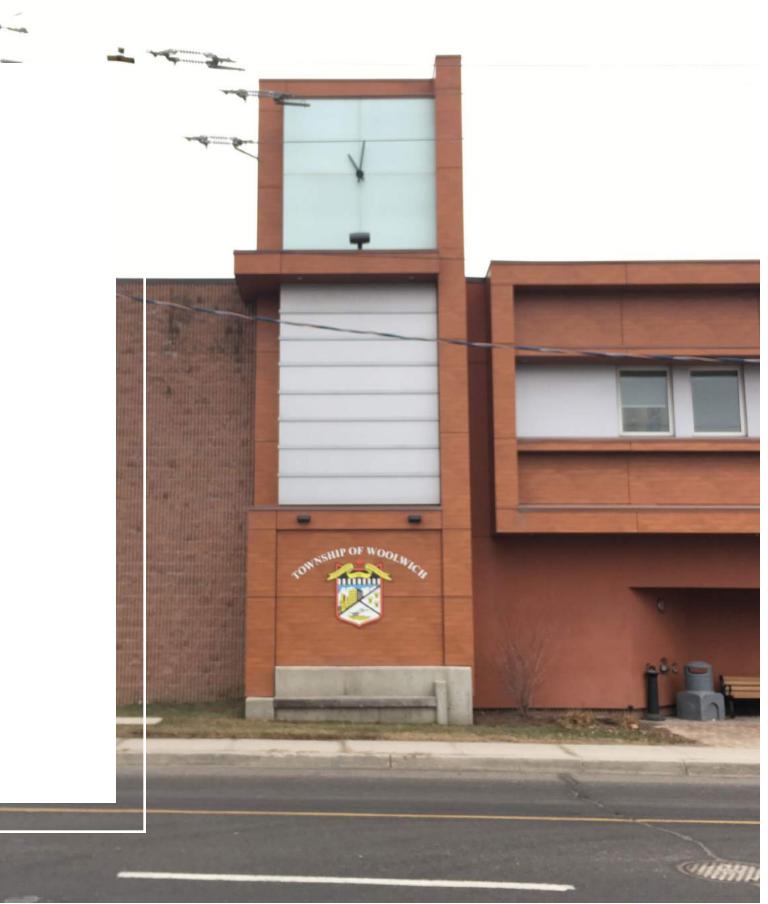
The downtown district, having a distinct character, will be united by a common family of streetscape elements that are based on a unifying theme, to ensure that continuity will be felt throughout the overall downtown area.

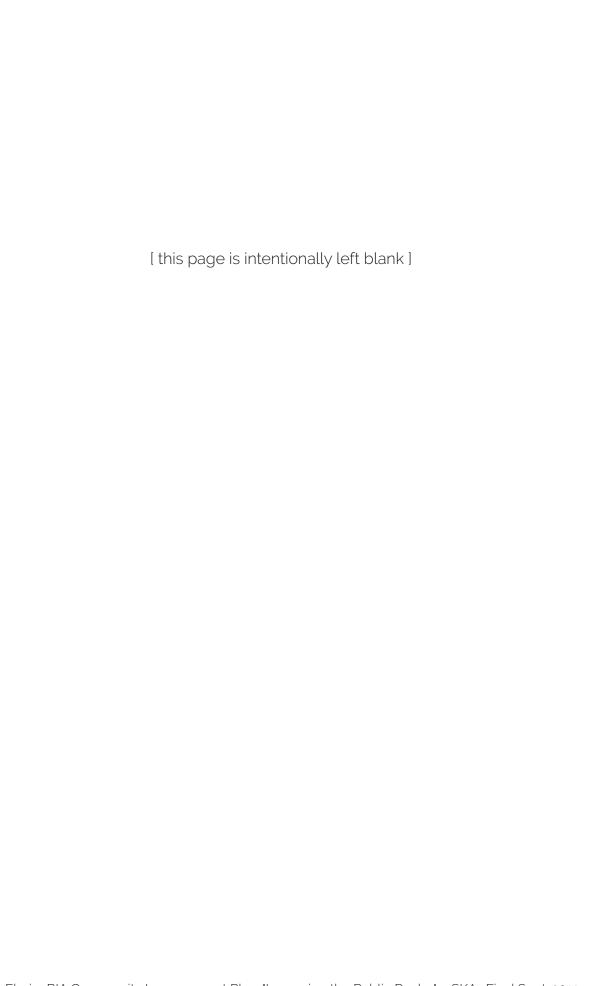
#### The Heart of the Community:

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



## **FOREWORD**





Part ONE:

STREETSCAPE IMPROVEMENT DESIGN GUIDELINES

Notes:	
	ElmiraBIA
	Business Improvement Area

## Section 1: ABOUT STREETSCAPES

### **ABOUT STREETSCAPES**

#### **Places for People**

Many believe there is currently a lack of 'identity' within downtown Elmira, and attempts to improve the streetscape have been mildly successful. The concept of incorporating the reality of the community's history, and subsequent theme into its main streets presents a challenge. Opportunities must be sought to create a unique image for the Elmira community, 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 Elmira. 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 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 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.

#### **A Community Vision**

The results from the two Community Design Workshops for Elmira generally identified priorities that form the basis of the streetscape plan and façade improvements. 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.

#### **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" (ie. Doxsee Avenue or Queen Street or Grand Road) 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 (Main Street, Side Street, & Commercial) 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 downtown. 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 & Façade Design Guidelines report focuses on the "downtown" district of the Town of Elmira.

#### Façades - Support the Street

Façades 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 Façade Improvement Design Guideline document will describe acceptable renovations in terms of façade detailing that would qualify a property or business owner for a future financial incentive through the Township's 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 improvement design guidelines will typically focus on 'exterior improvements' that are applicable to a general façade improvement.

Notes:	
	ElmiraBIA
	Business Improvement Area

## Section 2: FOUNDATIONS

## DOCUMENT SUMMARY

The review of past documents identifies desires, concerns and recommendations towards community improvement in Elmira. Documents have been reviewed containing applicable information supporting Downtown Elmira's Streetscape and Façade Guidelines which includes:

## The Township of Woolwich Official Plan July 2012

Township of Woolwich's Official Plan outlines policies governing various land use designations within settlement and rural land use areas. The policies established within the official plan are established for long-term growth. The following two sections are highlighted from the Official Plan:

#### Heritage Policy- Chapter 12

The Township has a set of policies to support heritage preservation. Sections 12.1-12.7 outline the specific policies, including the Township will support the works and objectives of the Waterloo Regional Heritage Foundation, will consider supporting the efforts of public or private agencies in acquisition, restoration, or conservation of significant heritage resources, will consider passing by-laws under the Provincial legislation to prevent the demolition or alteration of building and structures of historical or architectural value, and all development within the Township must conform to the Heritage Conservation policies of Chapter 6 of the Regional Official Policies Plan.

The former Elmira Post Office at 69 Arthur Street South and the Band Stand within Gore Park are located within the Elmira BIA CIP boundary and are designated heritage under part 1V of the Ontario Heritage Act under the Region. There are no (0) heritage designated properties within the Elmira BIA CIP boundary under the Township of Woolwich Municipal Heritage Register.

#### **Community Improvement Policy- Chapter 18**

The Township has adopted policies with intent to support community improvement efforts. The Community Improvement goals 18.1.1-18.1.6. Some of these policies related to the CIP goals include: to stabilize and preserve existing viable residential, commercial, and mixed up land areas; to protect and enhance the historical attributes of the Township; to utilize the initiatives as a stimulus for further investment and redevelopment by the private sector, etc.

#### Landscape Design Guidelines Township of Woolwich, 2013

These guidelines were developed for use by the Township of Woolwich by the engineering and planning services department. The are a set of recommened guidelines for site plan submissions and subdivision landscaping design. The document is meant to assist applicants on the preperation of Landscape Plans and is intented to outline the general guidelines associated with site landscaping and landscape buffers in development proposals within the Township.

#### Elmira Green Infrastructure Natural Resource Solutions Inc., 2018

This study provides the Township of Woolwich with a 20-year plan to "green" Elmira. The plan addressed "Green Infrastructure", focusing on increasing the tree canopy throughout Elmira. This report provides recommendations to increase the canopy along with other environmental beneficial strategies such as stormwater management and wildlife habitat. A key recommendation that supports the Town of Elmira Streetscape and Façade Design Guidelines includes:

- Within Year 1-2, replace trees along Aurthur and Church Streets;
- Maintain downtown trees through watering and remove weeds from Downtown area;
- Establish an annual planting program in Elmira;
- Implement a pilot project using structural cells to plant at least 2 trees on the south side of Church Street East, between Arthur Street and Memorial Avenue as part of the Church Street reconstruction in 2020.

## Tree Canopy Cover in Elmira James Seery, March 2019

The Township of Woolwich has an Environmental Enhancement Committee (TWEEC), who retained James Seery to conduct the following report. James Seery is a ISA Certified Arborist and found that in the spring of 2015, 16.3% of Elmira's urban area was covered by tree canopy.

However due to the Emerald Ash Borer, all street trees along Aurthur St. and Church St. were removed in 2015.

#### Complete Streets for Canada The Centre for Active Transportation, 2012

Many municipalities are moving towards complete streets policies, that ensure transportation planners and enginners consistently design and operate the entire street network for active transportation users, not only motorists.

Complete Streets are streets that are designed to be safe for everyone: people who walk, bicycle, take transit, or drive, and people of all ages and abilities. Complete Streets offer wide ranging benefits. They are cost effective, sustainable, and safe.

As Elmira and the Township of Woolwich moves towards completing a "big dig" on their main streets (Aurthur St. and Church St.); a "complete streets" approach is recommended.

## COMMUNITY DESIGN WORKSHOP #1

Date: March 2019

Participants: 13 (6 are buisness owners)

#### **Visual Preference Surveys**

Participants were asked to complete a survey; the first part outlining streetscape elements; and the second part outlining various façade styles. Participants ranked images on a scale of 1 to 4; 1 being unfavourable and 4 being very favourable. Each participant's response was averaged, concluding the most favourable and the least favourable images.

Within the survey, there were 97 images total, seperated into the following categories:

- 1. Streetscape Elements (Greening, Banners, Site Furnishing, Public Art, Seating, Receptacles, Bike Parking);
- 2. Façades (Front & Side, Awnings, Signage, Store Front Greening); and
- 3. Themes

The purpose of the visual survey gives community members a voice, in terms of what they would like to see within their streetscape. It also indicates to the consultants, SKA, what the survey participants expect for Downtown Elmira. The results of the Visual Preference Surveys are listed in the Appendices.

#### **Streetscape Survey Categories**

- 1) Street Greening
- 2) Seating
- 3) Receptacles
- 4) Bike Parking
- 5) Banners
- 6) Public Art

#### **Façade Survey Categories**

- 1) Front Facades
- 2) Awnings
- 3) Sides
- 4) Business Signage
- 5) Landscape Treatments: Store Front Greening

#### Conclusion

#### Streetscape Results

- Greening is highly favoured, including planters and re-installation of Street Trees;
- Mix of contemporary and traditional/ heritage style for furnishings;
- Mixed materials prefered, including steel/metal and wood combinations;
- Clean lines for benches, with arm rests and backs prefered;
- Modern, sleek, black receptacles prefered;
- Opportunity for "fun" "artistic" bike racks;
- Public art is highly favoured;
- Murals are encouraged, with historic and/or graphic/ contemporary designs.

#### Façade Results

- Historic or historic modified themed façades preferred;
- Generally, façades featuring more traditional features, with higher quality and fine detail trim work were chosen;
- Side facades are highly encouraged to be maintained, and use to showcase public art;
- Contemporary, clean business signage prefered.
- Sleek, contemporary, awnings that support business signage;
- Store front greening treatments are highlighly prefered.
- Standard awnings and decorative/interesting signage were generally favored;
- A blend of historic and modern colours are prefered to enhance existing brick/stone.
   Accent colours including dark, rich colours ie: navy blue, black, charcoal, plum and beige.

#### **Define Downtown Theme**

Within the VPS survey, participants were asked to rank 7 themes. Each theme had key words and supporting imagery, showcasing an aspect/ feel of Elmira. The themes were:

- Progressive, Agriculture, Contemporary, Harvest;
- Rustic, Heritage, Farming, Family, Local;
- Family Friendly, Community, Gathering, Playful;
- Urban, Business, Fast-paced, Modern;
- Locally Produced, Farmers Market, Street Life, Festive;
- Rustic, Festive, Syrup, Orchard, Harvest Time, Togetherness; and
- Artisians, Wood, Locally Made, Home Grown, Pride.

#### Results

The top three themes were:

- Locally Produced, Farmers Market, Street Life, Festive;
- Family Friendly, Community, Gathering, Playful; and
- Rustic, Festive, Syrup, Orchard, Harvest Time, Togetherness.

#### SWOT Analysis (Strength, Weakness, Opportunity & Threat)

The SWOT analysis revealed positive and negative aspects of the downtown core; many comments surrounded safety, economic potential or loss, and the lack of street trees and vegetation. The results were placed into a chart which provides an overall summary of the strengths, weaknesses, opportunities, and threats (refer to the CIP document, section 1.3).

## COMMUNITY DESIGN WORKSHOP #2

Date: April 2019 Participants: 50+

This community design workshop was a drop-in session that covered both the Community Improvement Plan: "Improving the Public Realm" elements and the streetscape and façade improvement design guidelines. The session had 14 panels related to the streetscape and façade improvement design guidelines.

#### General Comments on Streetscape Elements:

- Waste receptacles prefered to have four compartments, with opportunity for recycling.
- Having vegetation (trees and planters) along the sidewalk was preferred;
- Concerns were expressed regarding no street trees and planters are not enough.

#### General Comments on Facade Elements:

- Like it! proposed colour palette could be more bold, brighter, etc.
- Like it! lighter colours to reduce heat sink effect, energy considerations.

#### General Comments on Theme and Family of Elements:

Like It! - ensure both function and style are considered.

#### **Individual Comments:**

The following individual comments relating to the streetscape/ facade portion are listed below, in no particular order. These individual comments were raised by multiple members of the community.

- Trees- Downtown, increase greening, and maintain.
- · Arthur St. needs to be much more pedestrian-friendly.
- · Elmira needs more trees!
- Streetside sitting
- More outdoor eating/ drinking spaces, places to dine.
- Bike lanes (maybe reduce street parking?)
- · Improve (updated but small town/historic) façades
- More safe crosswalks (Wyatt & Arthur)
- Keep Sunday night summer music concert series- consider closing Hampton St.
- Places for people to leave dog poop.

## COMMUNITY DESIGN WORKSHOP #3

Date: May 2019 Participants: 12+

This community design workshop was a drop-in session that was streetscape and façade improvement design guidelines specific. The session had 14 panels related to the streetscape and façade improvement design guidelines. The panels displayed the proposed family of elements, opportunities map, skematic concept, streetscape demonstrations and façade demonstrations (Historic, Historic Modified, and Non-Historic) with colour palette.

#### **General Comments:**

- Love it! Streetscape
- Love it! Façade
- Like it! proposed colour palette could be more bold, brighter, etc.;
- Like it! more street trees, greening;
- Like it! needs more work, facade colours are too rustic and "traditional", we need colour
  - need more progressive element
  - need more visual signage- single statement peices
- Incorporate a tiered program for incentive programs based on BIA contributions (Tax levey dollars).

## **EXISTING IMAGES**

The images displayed provide a 'glimpse' of Downtown Elmira's current streetscape conditions. These images are not meant to depict each and every building and condition in Downtown Elmira. On-site observation informs the streetscapes' opportunities and constraints. Following this section are inventory maps displaying the project limits, critical zones in the downtown, pedestrian environments highlighting sidewalk widths and critical intersections, existing gateways and wayfinding and an opportunities map for the project area.

























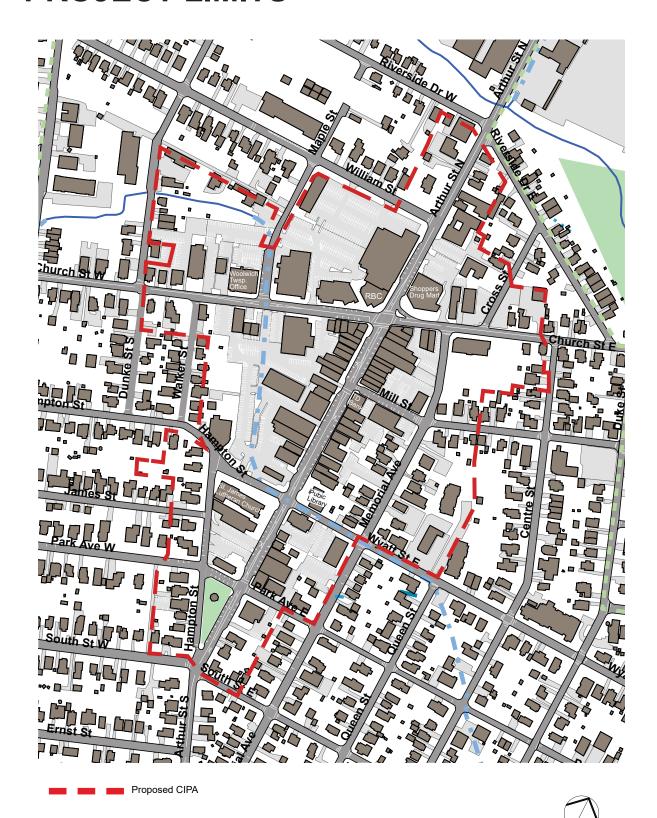








## **PROJECT LIMITS**



Building Footprint

## **EXISTING CONDITIONS- HARDSCAPE**



## **EXISTING CONDITIONS- PEDESTRIAN ENVIRONMENT**



#### Legend

- Sidewalk- Narrow, (<1m)</p>
- Sidewalk- Standard Concrete, (<3m)
- Sidewalk-Standard,Concrete + Utility Strip (3-4m)
- Sidewalk- Paver Unit, Wide (4+m)
- Major Vehicular/
  Pedestrian
  Intersection
- Municipal Parking Lot
- Private Parking Lot
- CIPA



## **EXISTING CONDITIONS- BUILDING USE**



## **EXISTING CONDITIONS- ZONES**



## **OPPORTUNITIES**



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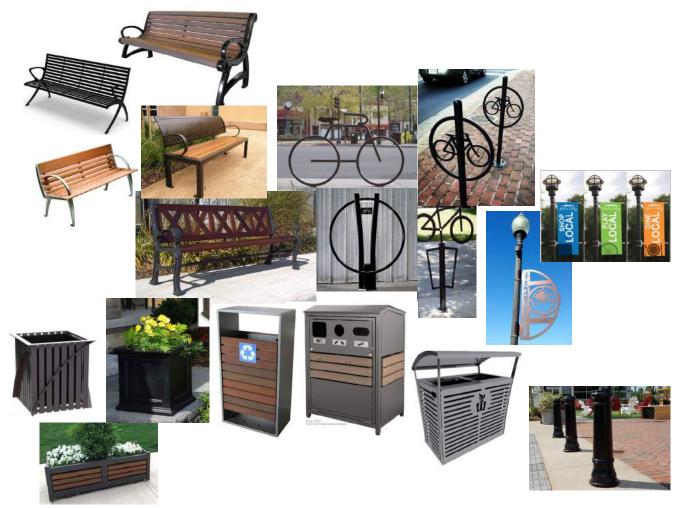


## THEME DEVELOPMENT: SMALL TOWN CHIC

Developed from survey and exercise results of the first workshop, five themes were presented at the second workshop for selection to guide the style of a furnishing pallet that would best suit Downtown Elmira. Based on the top three themes chosen, the Small Town Chic theme was developed. The resulting family of furnishings will reflect materials, colours and character that best represent the Small Town Chic theme. Specific preferences were also taken into consideration to ensure that the overall style was representative of the communities overall preferences.

Elmira is a small friendly community, with a walkable downtown, access to trails, and is part of an active tourist market found within the Township of Woolwich. As Elmira moves forward with revitalization efforts, promotion of forward thinking in this small and friendly community can be enhanced with stylized streetscape elements. With references to the past, a fresh look, yet progressive, will present Elmira as a more up-beat and unique community a little different than everyone else.

Streetscape treatments take cues from the past in terms of materials, shapes and patterns, but the new design moves forward with cleaner lines and more thoughtful attention to detail to present a fresh and re-invented sense of place. Tradition meets progressive.



## STREETSCAPE FURNISHING ELEMENTS

The following streetscape furniture pieces have been selected based on the proposed theme Small Town Chic along with results from the public engagement sessions. The furniture selection is a guide for the proposed style.

#### **Bench**



ParcVue Bench, Main in Black



Maglin Bench MLB300 in Black

#### **Banners** (Gateway)



Custom, metal banner, year round.



3 banner poles, bright colour, clean line, graphic words, year round.

#### **Planter**



Tomas Steele, Ashton Planter in Black



Maglin MLP 400-M, M3 planter in Black

#### **Public Art- Murals**



Historic Mural of Elmira



Modern, Graphic, bright colour background

#### Receptacle



Maglin MRC 203



Anova Exposition 70, recept/recycler

Faux Historic Facade Mural

#### **Bike Rack**



Dero Bike-Bike Rack

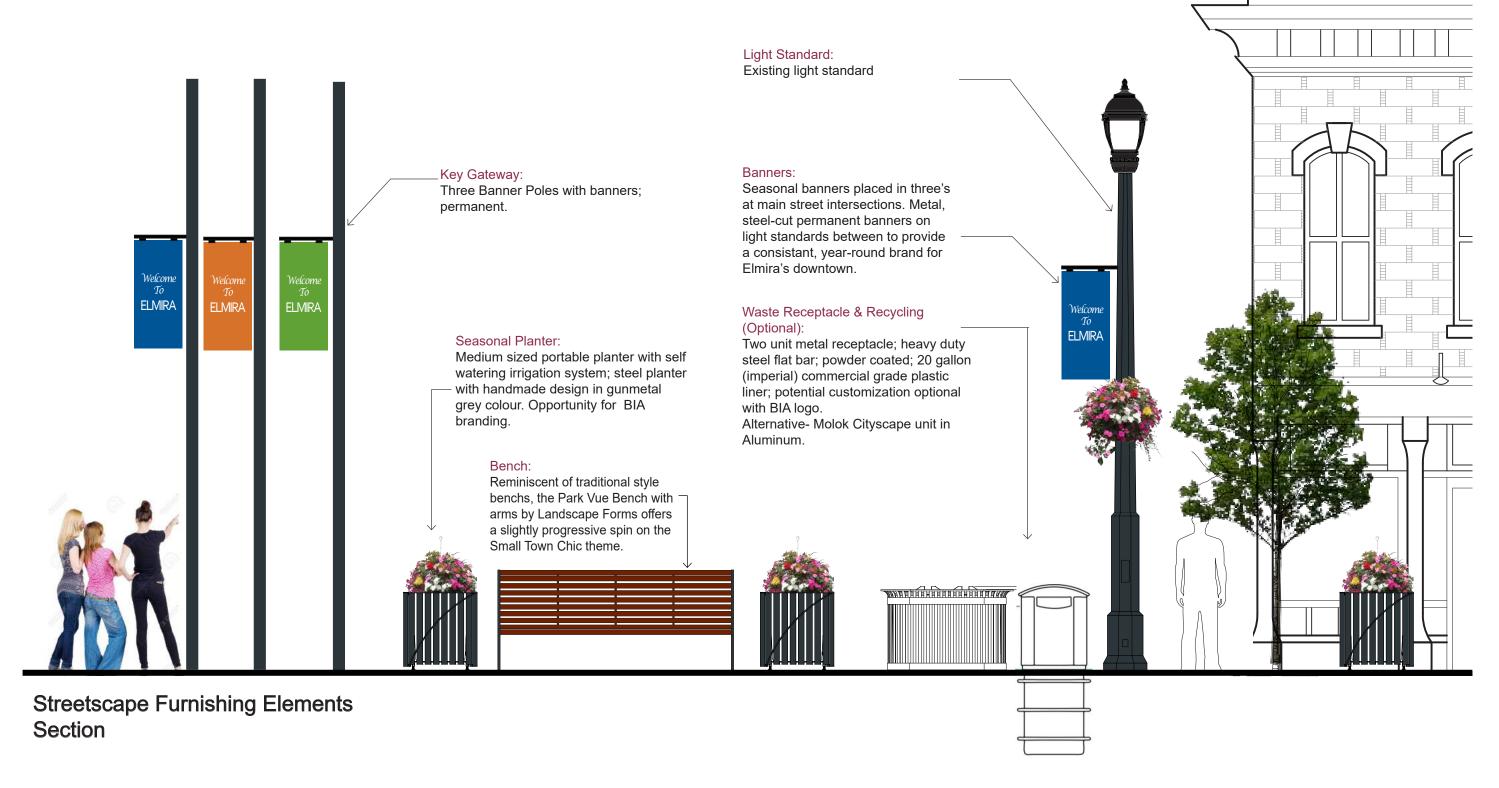


Maglin MBR 100 Bike Rack



Custom "Bike Art" added to Maglin Bike Rack.

### **FAMILY OF FURNISHINGS**



# THE PLAN- SKEMATIC CONCEPT



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Section 4:

# STREETSCAPE IMPROVEMENT DESIGN GUIDELINES

# STREET GREENING

#### **Benefits of Street Trees in Downtown Elmira**

Planting trees in urban areas create more livable and sustainable communities that invite visitors and retain business in the downtown core. Trees have significant benefits to the economic success of small town businesses; it is proven that for every dollar spent on trees, the return is \$2-5 in benefits back to the community (Cullington, 2008). Trees help define the downtown and can give residents a sense of civic pride.

# **Community Benefits**

- Good for Business: Shoppers are more likely to visit communities with greenspace and vegetation since they have better business quality, more convenient shopping and lower crime rates. Shoppers are more likely (7-10%) to spend money in urban centers with street trees (Cullington, 2008). Street trees create a sense of place and increases the likelihood of shoppers returning if their experience was memorable (Wolf, 2009)
- Pavement Longevity: Trees have longterm benefits: they can help extend the life of streets and roads (10-25 years) by reducing summer surface temperatures of pavements (Cullington, 2008). In doing so, trees also reduce the heat island effect by providing shade and cooling the air.

#### Resident Benefits

- *Increase Real Estate Values:* Landscaping and street greening can increase the value of homes and businesses. Trees increase real estate values by 3-6% (or more) and can increase commercial real estate rates by approximately 7% (Cullington, 2008).
- Reduce Energy Costs: Trees can reduce the necessity for summer air conditioning and the reliance on winter heating. Shade trees block sun in the summer and serve as windbreaks to shield and protect buildings in the winter.

## **Environmental Benefits**

- Benefit Wildlife: Trees can help increase biodiversity in urban environments and support habitat for species such as birds, bugs and small mammals (Cullington, 2008).
- Encourage Sustainable Transportation: Urban trees increase streetscapes appearance so people are more likely to get out of their cars and use sustainable modes of transportation like walking or biking.

# **Health Benefits**

- Clean Our Air!: Trees provide clean air. A single tree can provide enough oxygen for two people for an entire year (Cullington, 2008). Trees also help filter the air and reduce air pollutants and gasses; a mature tree can absorb 54-110kg of air pollutants each year (Cullington, 2008).
- Relieve Stress: People who are exposed to nature or can view trees and greenspace from their workspace have reported reduce stress levels and greater job satisfaction. Studies report that people are even 23% less likely to take sick days (Cullington, 2008).

## **Elmira's Existing Street Greening:**

Streetscape greening in downtown Elmira consists of the following:

#### Street Trees:

- No street trees (removed due to disease in previous years);
- Street trees to be replaced after "big dig" on both Arthur and Church St.
- No specified replacement program for dead or damaged trees.

## Seasonal Hanging Baskets:

- Hanging baskets on light poles;
- Maintained by the BIA/Township.

#### Seasonal Planters:

- Minimal permanent concrete planters;
- Maintained by the Township.

# Park and Open Green Spaces:

- Bolender Park: located just outside of the CIPA, along Chruch Street. This is a primary park for the community, and includes a splash pad.
- Kissing Bridge Trail: located just North of the CIPA.
- Gore Park: located on the South end of Arthur St., it is a community park with plenty of gathering spaces and a historical gazebo.

## **Community's Support for Street Greening**

Within the downtown core there is minimal to no permanent planting or greening and Elmira's sidewalk conditions are variable throughout the downtown. The results from interviews, survey and workshops showed that the community is highly in favour of more street greening in general. Concerns for the replacement of trees were common. Many workshop participants noted that 'in grade' trees (in a planted tree pit) were preferred compared to removable above grade tree planters. However, there was equal concern that planted tree pits may become unsightly (ie weedy) if not maintained properly. Participants were in favour of seasonal planters, and of hanging seasonal baskets.

#### References

Cullington, J. (2008) Planting our Future: A Tree Toolkit for Communities [PDF]. Kelowna: Union of British Columbia Municipalities.

Wolf, K. L. (2009). City Trees and Consumer Response in Retail Business Districts. Handbook of Research on Retailer-Consumer Relationship Development Advances in Marketing, Customer Relationship Management, and E-Services, 18(2), 152-172. doi:10.4018/978-1-4666-6074-8.ch009

# **Strategic Siting of Trees**

The following guidelines create the basis for locating appropriate greening opportunities. Tree placement should adhere to these guidelines:

- 15 metres away of a signalized intersection;
- 10 metres of a non-signalized intersection;
- Planted 3 metres clear of fire hydrants and driveway aprons and 3 metres clear of utility poles;
- Trees should not obstruct the visibility of regulatory or cautionary traffic control devices;
- Should minimize interference with building entrances or store front signs;
- Not be located over shallow utility lines;
- Be appropriate for sidewalk widths (< 2.5m);
- Not block parked car door egress points.

Given these placement considerations and challenges, trees typically get placed on 15m to 25m spacing. Emphasis must also be placed on providing sufficient below and above grade growing space to encourage the long-term health of any new plant material.

There are many opportunities to incorporate planting in adjacent areas to the main street that should be pursued. An opportunity for this treatment is available in some areas as a separation treatment where parking areas adjoin the sidewalk zone. However it is understood that many of these locations are private properties. The Township should 'partner' with property owners to conform to the theme. Shrub, perennial, seasonal annual planting and the use of moveable planting containers and hanging baskets are encouraged along the street and adjacent properties. All season landscaping should be utilized to integrate and enhance visual appeal for off-road parking lots.

#### **Best Tree for Best Use**

Tree species selection and maintenance is equally critical as their location within a streetscape. Proper selection of species will return a greater overall health and longevity. Species selection should encapsulate:

- Tolerance of conditions, growing zones, strength of wood, growth speed and water requirement;
- Open airy canopies will permit better views and light filtration. Trees with denser canopies will look visually 'heavy' and cast darker shadows;
- Growth size of trees and form.

Tree maintenance and pruning as the tree grows will:

- Ensure hazards (low branches) are removed;
- 'Up pruning' to raise foliage and limbs above pedestrian heights to accommodate pedestrian movement:
- Selective pruning through canopy (allow light filtration);
- Refrain from 'topping' a tree (ie. removing the top branches/ foliage of a tree) as it will cause a surge
  of new growth where material has been removed, causing a greater obstruction. It also decreases
  the health and longevity of the tree.

Support for the health of trees in terms of watering devices and soil compaction prevention should be seriously considered and implemented as part of the construction. Systems employed as an afterthought typically achieve low success as far as longevity.



# CPTED

DID YOU KNOW...

Trim overgrown plants to establish clear sight lines as a natural surveillance method to minimize undesirable behavior! Refer to CPTED Ontario for more information.



# CIP

# **DID YOU KNOW...**

Landscaping around your private business may make you eligible for a façade improvement incentive through the Community Improvement Plan.



# **GREEN MEASURES**

#### DID YOU KNOW...

Using native plant species not only benefits wildlife but are adapted to the local environmental conditions and have an increased chance of survival!



















# **Parking Lot Buffers**

- Separate the parking lot and pedestrian sidewalk with a planted boulevard;
- Maintain sight lines into and out of parking lot;
- Consider multi season interest;
- Consider maintenance.

# **Border Planting:**

- Keep planting low to not obstruct views and windows;
- · Consider multi season appeal;
- Keep plant beds full to limit weeds.

# Removable Planters - Seasonal Displays

- Planters to be durable and heavy;
- · Black, industrial style.

# **Street Trees**

- Plant in open tree pits with groundcover;
- Optional tree grate;
- Consider irrigation portal, lighting.

# **FURNISHINGS**

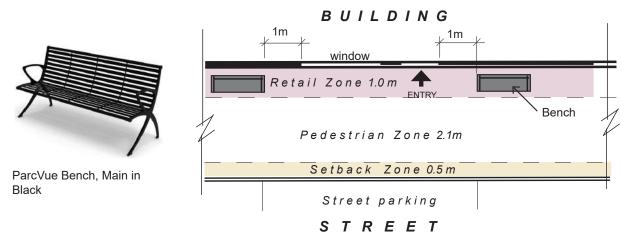
#### **Benches**

A standard bench should be implemented for Elmira. Damaged benches should be replaced as required with the standard bench in a powder coat finish. A powder coat finish is achieved by applying free-flowing, dry powder to the frame's surface which is cured under extreme heat. The finish creates a much tougher paint and protects the frame from rust compared to a conventional paint.

Participants of the interviews and workshops expressed the need for additional benches in the downtown area. As a minimum, there should be at least one bench per standard community block, or one for every 200m. Additional benches may be placed in front of businesses that have the space and or need for a rest area, such as convenience stores, fast food or coffee shops. Benches may be included in park areas, along designated walkways on town trails, or in areas where waiting may be necessary (the theatre).

### **Guidelines for Benches and Placement**

- Keep benches out of the 'Pedestrian Zone';
- Maintain interesting views away from benches and 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 if space allows. Place approximately of 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 not obstruct sight lines at intersections and should not obstruct potential bicycle traffic;
- Benches should be placed in areas that warrant observation, reflection and waiting ie. near restaurants, parks and open space, libraries, civic spaces, banks etc.;
- Benches should not obstruct areas requiring larger gathering spaces.



Bench Placement Sidewalk +/- 3.0m wide

# **Waste Receptacle Units**

Elmira currently maintains a number of waste receptacles throughout downtown. The existing are oversized, grey, plastic containers that are outdated and do not represent Elmira's "style". The public noted the lack of recycling units found in the downtown area.

Trash receptacles in the downtown area are a necessary street furnishing and should be included as part of a standard streetscape furnishing program. To better support tourist activity, recycling containers should be provided at high visibility areas ie. picnic area.

# **Guidelines for Waste Receptacle Units and Placement:**

- Replace damaged waste receptacles with units meeting the Maglin standard with a powder coat finish to ensure a more durable unit with less required maintenance / or replacement due to rusting;
- Utilize a smaller opening with the cup top or the domed cover top to accommodate standard 'street trash' - cups, pop cans, papers, wrappers etc. and therefore discourage bagged trash;
- Include recycling units as part of the furnishing program;
- Place waste receptacles in appropriate locations such as convenience stores, coffee shops, restaurants, at the beginning and end of the waterfront trail, parks or waiting areas;
- Keep waste receptacles near entrance doors, in well lit areas, away from direct access from a parking stall or parking area to discourage misuse;
- Supply a doggie bag station in areas with noted clean-up issues;
- Include ash receptacles near public gathering spaces or high frequency retail outfits (LCBO, grocery stores, restaurants, theatre).



Maglin MRC 203



Anova Exposition 70, recept/recycler



# CPTED

#### **DID YOU KNOW...**

Appropriately placing furnishings can create a sense of ownership to a space and may minimize criminal behavior! Refer to CPTED Ontario for more information.



# GREEN MEASURES

## **DID YOU KNOW...**

Buying local, high quality, durable furnishings is not only sustainable but supports the local economy too!

#### **Bike Racks**

Elmira currently has bike racks similar to the Maglin MBR200 bike rack. Bike racks have been installed throughout the downtown core, including off the main street on key alleyways/ adjoing side streets.

To support bicycling activities and active transportation, downtown Elmira should facilitate safe and convenient cycling by including bike racks and supportive bike culture amenities (wayfinding, information areas, drinking fountains, bike repair station) as part of the community's furnishing program.

## **Guidelines for placement:**

- Bike parking should be based on appropriate and common cycling destinations (parks, trail heads, farmers market, parking areas);
- Bike racks should not be located in pedestrian zones or gathering spaces;
- Bike racks should be placed at regular intervals along known bike routes, in areas with other street furnishings;
- Groupings of two or more racks is preferable to accommodate cycling groups;
- Parking areas should have a designated bike area, located near the parking lot entrance.



Dero Bike-Bike Rack



Maglin MBR 100 Bike Rack



Custom "Bike Art" added to Maglin Bike Rack.



# **GREEN MEASURES**

# **DID YOU KNOW...**

Placing bike racks throughout the downtown encourages active transportation and a healthy lifestyle!

#### **Banners**

Downtown Elmira currently has a banner program. New banners have been designed and installed throughout the Downtown Core.

Banners can do many things for a Downtown. They are festive, informative and unifying. The following guidelines are for banner design and placement:

## Guidelines for banner design and placement:

- Keep the message simple. Banners should be designed to create awareness, not convey complicated messages. A few words, or the name of the area, is sometimes enough;
- Use large font size in an easy to read style that can be read from a moving vehicle;
- Use only a couple of strong contrasting colours for maximum effect;
- Use simple graphics or strong imagery. Fine detail is lost from a distance;
- Avoid dark banners as they are harder to read at night;
- Basic rectangle design is the most common and are easily reproduced;
- Specify sun/UV/ fade resistant colours; multi season and temperature suitability with tear resistance;
- Increase banner size to highlight an area such as a district or gateway;
- Maintain a common theme with a style or layout; include variety with colour and or graphic image;
- Banners should be perpendicular to the road and high enough to not interfere with maximum height allowance for vehicles.
- Integrate with hanging baskets on the bottom so that there is no interference;
- Coordinate a colour scheme between banner and floral display.



## **Bollards**

Bollards are useful for highlighting entrance ways to parking lots, identifying boundaries and separating vehicular and pedestrian travel zones. Participants in the workshop identified with the current standard and were supportive of using the bollard in other areas of the downtown core.

Guidelines for bollard design and placement:

- Maintain a consistent spacing for multiple bollards;
- Bollards should be tall enough to be effective as a barrier, but should not block sight lines;
- Lighting could be included to highlight entrances;
- Solar lighting or LED (light emitting diodes) is an environmentally friendly option for bollards.

# PARKING LOTS & VOID SPACES NEXT TO SIDEWALKS

Many downtown parking lots, both private and public, are adjacent to a designated sidewalk. The presence of the parking lot itself presents various issues to the public realm. The void in the streetscape building fabric causes disinterest for the pedestrian while the direct conflict between the pedestrian and vehicle causes safety concerns, and the nature of a paved parking lot is neither visually attractive or physically comfortable for the pedestrian. Vehicular entrance ways and exits are not often designated causing unsafe conditions for both driver and pedestrian. Appropriate treatment and design of a buffer zone between parking lot and sidewalk would solve these concerns and provide benefits to the streetscape and to the parking lot environment. These guidelines apply to privately owned parking lots and vacant lots that are adjacent to the sidewalk in the downtown area.

## **Design Considerations:**

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

#### **Boulevard or Corner Treatment:**

- Provide a physical separation zone between the sidewalk and parking lot as a safety barrier for pedestrians;
- Barrier treatments should fit in with the streetscape design guidelines or character presented by the surrounding streetscape;
- Sight lines for drivers should be maintained at entrance and exit portals (ie planting or fencing needs to be low enough for unobstructed sight lines);
- Treatments should remain low enough to maintain sight lines into the space, (to respect Crime Prevention Through Environmental Design principles - CPTED) but offer some measure of physical separation;
- Treatments might include a planted barrier with trees, shrubs and perennials that support the streetscape guidelines for streetscape planting;
- Maintenance of planting areas should be considered;
- For building parcels with future development plans, raised removable tree planters may be considered;
- Alternative measures might include curbed plant beds, rain garden planting, or low fence and planting combinations;
- Should space allow, the barrier zone could accommodate street furnishings such as benches, lighting, waste receptacles, and bike racks.



Low fence with planting provides a separation zone and a screen between sidewalk and private parking lot.



Curbed planting bed provides heightened separation as well as provide opportunities to accommodate street furnishings.



Large planting beds to highlight entrance and exit lanes into parking lot as well as provide a buffer between parking lot and pedestrian sidewalk.



# **CPTED**

#### **DID YOU KNOW...**

Appropriately placing furnishings can create a sense of ownership to a space and may minimize undesirable behavior! Refer to CPTED Ontario for more information.



# CIP

# **DID YOU KNOW...**

Landscaping around your private business may make you eligible for a façade improvement incentive through the Downtown Community Improvement Plan.

# **ALLEYS & LANEWAYS**

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

# **Design Considerations:**

- If the lane way offers access to a public space, parking lot or is a connecting link for an alternative thoroughfare to another part of the community, the laneway should be functional and visually appealing for both pedestrian and vehicular use;
- Materials should conform to Elmira's streetscape guidelines;
- If space allows, a designated pedestrian zone could be identified through the change of pavement material or colour;
- Entrance and exit areas should be clear of obstructions and should offer the driver a clear view of the upcoming road way;
- Building walls facing the lane way should be free of disrepair and/or should be restored or repaired to support a unified look with the associated building façade;
- Should the space allow single lane traffic only, consideration should be given to making it a
  one way lane pending an alternative exit point from the back of building space;
- Road surfacing should be accessible, should drain properly, and should be free of damage and pot holes;
- Signage from both the main street and the back of building side should clearly indicate that the lane is shared by vehicles and pedestrians;
- Signage should conform to the standards in the Façade Guidelines, and also meet municipal zoning by-laws if applicable;
- Lighting should be considered for the entire length of the lane to ensure safe pedestrian passage;
- Overhead arbors or entrance features could be considered in order to highlight access from the street. Special consideration must be made to accommodate emergency vehicular access in regards to height and width of such entrance features. Lighting may be integrated within these structures.
- With support from the neighbouring property owner wall dressings (such as vertical planting, artwork, murals, trompe l'oeil, banners, hanging baskets etc) could be considered (space allowing) to enliven the pedestrian experience.







Private alley and laneways can involve a range of elements to create a welcoming space to connect pedestrians through downtown Elmira.



# **CPTED**

# DID YOU KNOW...

Using appropriate lighting to highlight alleys / laneways is just one way of using the CPTED standards to minimize undesirable behavior! Refer to CPTED Ontario for more information.



# CIP

# **DID YOU KNOW...**

Adding an store front greening to enhance your private business may make you eligible for a Landscape Improvement Grant incentive through the Elmira Community Improvement Plan.

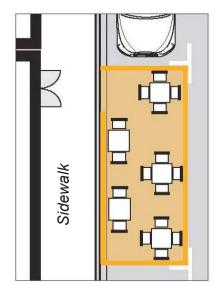
# **SPILL-OUT CAFÉS**

"Spill-out" Cafés, pedestrian courtyards, outdoor cafés or similar features can add character and vibrancy to Elmira's downtown and provide a welcoming place for people to meet, relax and dine.

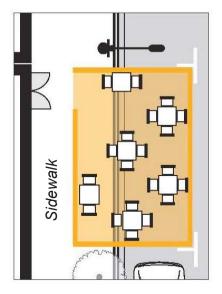
"Spill-out" Café's are attractive installations that enhance the streetscape and provide an amenity to support walking and vibrant street life within the downtown by borrowing space from existing parking spaces. They can transform the downtown streets by creating energy and drawing people into the area. These guidelines will apply to businesses located within the project limit, where they have an opportunity to apply to transform parking spaces into vibrant, social public spaces between the months of March through December (the Season). Spill-outs are installed in existing parking spaces, along the curb edge to create an attractive setting for eating, reading, working, meeting a friend or taking a rest.

# **Design Considerations:**

- Spill-Out's are proposed to be located on municipal streets where existing sidewalks are
  currently too narrow to allow for outside seating. Locations and design of "Spill-Out" cafés
  should enhance the pedestrian experience along sidewalks and not negatively impact the
  movement of people or vehicles in the area;
- A "Spill-Out" café can be allowed only if its location and construction will maintain a safe, secure and comfortable environment for pedestrians using the public right-of-way;
- A "Spill-Out" café should reinforce the character of the area. The design and materials should respect the setting of the surrounding streetscape, buildings and neighbourhood and be finished with quality materials;
- Lighting fixtures should complement the character of the business;
- Consideration for neighbouring trees and boulevards should be taken into account with the design of sidewalk cafes;
- A "Spill-Out" Café must be publicly accessible and signed as such;
- Each "Spill-Out" Café should have some vertical elements (e.g. planters, umbrellas) so that it is visible from vehicles;
- A "Spill-Out" Café must include a continuous physical barrier along the street facing perimeter while maintaining clear visual sightlines to the street;
- The sidewalk-facing side of a "Spill-Out" Café should be open to pedestrians;
- A "Spill-Out" Café must not be wider than 6 feet, in order to be narrower than surrounding parked cars:
- The maximum length of the "Spill-Out" Café may not be longer than the frontage of the applicant's establishment;
- The platform should be as flush with the sidewalk as possible. At a minimum 12' of the platform must be flush with the sidewalk to provide wheelchair access;
- The "Spill-Out" Café must allow for easy access to the space underneath;
- A "Spill-Out" Café must be load-bearing: at least 750lbs per square foot;
- Curbside drainage must not be impeded;
- Chairs and tables must be brought indoors or locked and stacked outside each night;
- The business with the "Spill-Out" café license is responsible for its maintenance;
- Woolwich Township will assess each site and will determine necessary traffic safety improvements, including but not limited to, traffic markings, flexible bollards, and wheel stops.



On-Street Parking Layout Example



Combination Parking Layout Example



On-Street parking "Spill-Out"



# CIP

# **DID YOU KNOW...**

Adding an outdoor café spill-out to enhance your private business may make you eligible for a Landscape Improvement Grant incentive through the Elmira Community Improvement Plan.



# **ACCESSIBILITY**

# **DID YOU KNOW...**

All installations should be Accessibility for Ontarians with Disabilities Act (AODA) compliant!

# SETBACK SPACES

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

# **Design Considerations:**

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









# CIP

# **DID YOU KNOW...**

Landscaping around your private business may make you eligible for a façade improvement incentive through the Downtown Community Improvement Plan.

# SERVICE/ UTILITY / RESIDUAL SPACES

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

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

# **Design Considerations:**

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







# RECOMMENDATIONS

The following 34 recommendations address tangible streetscape infrastructure for Downtown Elmira. They have been categorized by treatment, product and/or use. While comprehensive these should be considered as a 'living list' and other opportunities for recommendations may be revealed at time of project implementation.

#### **Street Greening**

- 1. Follow the 'Strategic Siting of Trees' guidelines for appropriate street greening opportunities in Elmira.
- 2. Follow the suggested list of street trees, shrubs and perennials that are appropriate for growing in street conditions to ensure successful growth.
- 3. Place a tree every 15m-25m along a street to improve canopy coverage, shade and aesthetics along the streetscape.
- 4. Create partnerships with property owners to encourage private properties to incorporate street greening where parking areas adjoin a sidewalk zone (transition areas).
- 5. Implement a tree replacement program for dead or damaged trees to continually improve the streetscape experience in Elmira.
- 6. Regular maintenance and pruning of street greening will ensure hazards are removed from the street.

#### **Benches**

- 7. Replace damaged benches as required with Elmira's "standard bench" in a powder coat finish for heightened protection from rust and decay.
- 8. Benches, at a minimum, should be placed every 200m, or one every block on downtown streets to accommodate an appropriate amount of rest areas.
- 9. Follow the 'Guidelines for Bench Placement' for appropriate placement of benches along sidewalks in the Downtown.

# **Waste Receptacle Units**

- 10. Increase the number of waste receptacles and recycling containers in the downtown core to limit the amount of trash in the streets as well as support tourist activity.
- 11. Strategically relocate existing curbside waste receptacles to discourage in-appropriate use.
- 12. As existing waste receptacles reach the end of their life-cycles and require replacement or new receptacles are needed, use new specified units.

# **Bike Racks**

- 13. The Township should install bike racks at common cycling destinations as well as township-owned facilities/properties.
- 14. Business owners should be encouraged to install bike racks to facilitate safe and convenient cycling and support the growing cycling culture.

#### **Banners**

- 15. Maintain existing seasonal and event banner programs.
- 16. Follow design guidelines for new programs and event banners.
- 17. Maintain a common theme with simple messages, colour and fonts to highlight important messages or events occurring in Elmira.

## Parking Lots & Void Spaces Next to Sidewalks

- 18. Use bollards to highlight entryways, boundaries and separate vehicular and pedestrian zones.
- 19. Encourage business owners of parking lots or vacant lots adjacent to sidewalks to use landscape treatments to create transition zones for increased pedestrian safety.
- 20. Create transition zones using low fencing, bollards, large planting beds, curbed planting beds or street furnishings increasing a space's visual appeal and the street experience.
- 21. Integrate street furnishings such as benches, lighting, waste receptacles, and or bike racks to not only define the transition space, but incorporate more elements into the street that unify the downtown.

#### Alleys & Laneways

- 22. Champion opportunities for public/private partnerships.
- 23. Keep alleys and laneways open and free of obstruction to accommodate a variety of users (pedestrian/vehicular/cyclists).
- 24. Highlight and identify these connections through a marker (signage), a change of pavement material, colour and/or plant material.
- 25. Consider lighting to improve safety.
- 26. If space allows, incorporate wall dressings (ie. artwork, murals, banners, street greening) to enliven the pedestrians experience.

# "Spill-Out" Cafés

- 27. Incorporate the "Spill-out" Café design considerations into the Urban Design Guidelines.
- 28. Consider developing an application/ licensing process
- 29. Develop formal "Spill-Out" Café design guidelines that address general functions, appearance, accessibility, maintenance & operation, furnishings, weather protection, heating, lighting & signage, and use of adjacent parking stalls.

#### **Setback Spaces**

- 30. Consider pavement materials and furnishings that coordinate with existing streetscape elements to unify streetscape environment as well as enhance entrance into stores.
- 31. Business owners should use setback spaces to accommodate street greening or other decorative elements to improve not only the streetscape environment but improve properties façade.

## Service / Utility / Residual Spaces

- 32. Business owners should heighten the opacity of any workspaces, waste receptacles and/or storage areas from public viewing with a solid screen ie. wood fence, planting or a combination of both treatments.
- 33. Keep spaces tidy by removing debris or unsightly clutter from all visible areas.

#### Wayfinding

34. Consider investing in a wayfinding program to help guide residents and visitors throughout Elmira and the Township of Woolwich.

Notes:	
	ElmiraBIA
	Business Improvement Area

# Section 5: **DEMONSTRATIONS**

# STANDARD SIDEWALK TREATMENT

#### ISSUE

- Unappealing pedestrian environment;
- Lacks visual amenity;
- Minimal furnishing / retail zones;
- Poor building / sidewalk interface.

#### **OPPORTUNITY**

- Vertical elements offer greening (hanging baskets) and ceremonial (banners, flags) opportunity on narrower sidewalks;
- Important zones for updated façade treatments (because of minimal opportunity on street for animation).



Themed banners and hanging baskets

# Store Front Greening:

- Optional removable seasonal planters;
- Seasonal store displays.

# Pedestrian Zone:

· Standard concrete

# Street Greening:

 Optional removable seasonal planters.

Proposed Standard Downtown Sidewalk Treatment: Store front greening, planters, site furniture.

# WIDE SIDEWALK TREATMENT

# **ISSUE**

- Aurthur Street is a primary thoroughfare lacking visual identity and amenity;
- Sidewalks lack animation.

# **OPPORTUNITY**

- Wider sidewalk offers more room for furnishing zone and street tree planting;
- Wider sidewalk offers more space for street tree in tree pit;
- Decorative pavement (stamped concrete) improves and updates appearance;



Themed / Community Identity Banner

Furnishing Zone

Pedestrian Walkway: Standard concrete

Street Greening: Storefront Planters

Concrete finishing strip along building face

Seasonal Planters and Conversational seating

Proposed Wide Sidewalk Treatment: Stamped Concrete Utility Strip with trees in tree pit

Notes:	
	ElmiraBIA
	Business Improvement Area

Part TWO:

FAÇADE IMPROVEMENT DESIGN GUIDELINES

# HOW TO USE THIS 'TOOLKIT'

The Façade Improvement Design Guidelines for Downtown Elmira 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.



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 Elmira BIA and community to engage in a Façade Improvement Design Guideline is a great initiative. Many communities and towns are now seeing the value of incorporating façade improvements into their overall revitalization strategy for their streets and cores. These projects can improve the overall look and feel of a community's downtown helping them become a more desirable destination.

Downtown Elmira currently appears to host only two historically significant buildings, both of which are registered with the Ontario Heritage Act. Among it's downtown buildings, a few core buildings are classified as historic modified, with a majority classified as non-historic. The goal of this design guideline is to respect history and successful previous developments while expressing a communal image and imagination.

# **OVERVIEW**

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

# **SECTION 1**

Section 1 provides a summary of the inventory of downtown Elmira's existing façades. Focusing on façade classification, three 'development period' types have been used to characterize the existing façades within the downtown core of Elmira. The development periods include: historic, historic modified, and non-historic.

# ■ SECTION 2

Essentially a 'how to' step-by-step process for building owners (and/or tenants) in understanding their building's façades, context, condition and its opportunities. It includes an application example form as well as information supporting façade improvements for those considering new construction. The section includes the Façade Improvement Checklist and guidelines to ensure that your improvement is in keeping with the vision of downtown Elmira. Our guideline, with the help of appropriate examples inform business owners on how to approach giving their building a 'face lift.'

# SECTION 3

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

# **SECTION 4**

'The Process' walks through the façade guidelines for building owners (and/or tenants) and explains a 'how to' step-by-step process of applying the guidelines to a specific project.

# **SECTION 5**

'Demonstration' provides generic examples of historic modified and non-historic buildings that can be applied to downtown Elmira. The demonstrations use a range of elements listed in section 3 providing a guidelines for users.

Notes:	
	ElmiraBIA
	Business Improvement Area

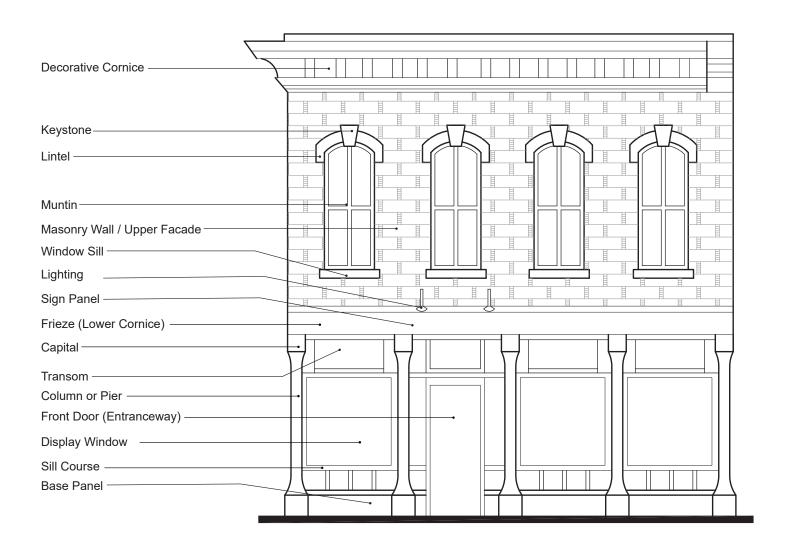
# Section 1.0: FOUNDATIONS

# TRADITIONAL COMPONENTS OF A FAÇADE



Traditionally, a commercial façade is divided into three sections: the street level storefront, the middle façade, and upper façade. The middle and upper façades frequently have architectural elements that align with abutting buildings so the rhythm of the architecture, window openings, banding, and other elements continue along the streetscape. There are also stand-alone buildings that often have some special purpose. By the mid-19th to early 20th century, most streetscapes were composed of blocks of brick buildings each with multiple storefronts and interiors subdivided by firewalls. No one building was strikingly out of character, yet each storefront was distinct.

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



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

#### **Base Panel**

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

# **Display Windows**

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

# **Entrance ways**

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

## **Doors**

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

# Cornice

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

# Middle Façade

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

# **Upper Façade**

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

#### **Roof Cornice**

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

# **Windows**

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

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

#### **Corner Quoins**

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

#### **Pilasters**

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

# EXISTING FAÇADE INVENTORY























































































































































# **EXISTING FACADE CLASSIFICATION**



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# Section 2: CONSIDERATIONS AND CHECKLIST

# FAÇADE PROJECT DESIGN CONSIDERATIONS

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

Further, the elements section of this guideline 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 street-facing façades and spaces in the commercial core. The following are 'best practices' in façade improvements:

# 1. Responding to Core Context

Façades should be designed to enhance the larger compositions created by groups of buildings and landscapes.

Façade improvements should be considered as opportunities to "repair" holes and discontinuities along the street.

### 2. Facade Improvement in the Core

Façades, in general, should 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 traveled 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 downtown Elmira.

All improved building entrances should satisfy the standards for accessibility stated in the Accessibility for Ontarians with Disability Act (AODA), latest edition.

With façade treatments, building entrances should be ordered with the most important entry addressing the main avenue of approach.

All building faces adjacent to major public open spaces and thoroughfares should have entrances that are clearly identified.

Façade treatments should promote building entrances that are open and prominent, provide a sense of transition from outside to inside and encourage people to approach and enter.

### 6. Long Life/Loose Fit

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

# 7. Safety

New façade projects and renovations should be designed to provide actual personal safety as well as impart a sense of comfort and well-being in Elmira's downtown core.

Personal safety is a broad-spectrum requirement that goes beyond 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 Elmira'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.

### 14. Colour Palette

Façade projects should consider the provided colour palette. It is meant to initiate a process for appropriate colour selection that will be supportive of downtown Elmira's initiative.

# NEW BUILDING AND REDEVELOPMENT CONSIDERATIONS

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 Elmira. 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 building houses multiple uses or units, the outside of the building should reflect the division of space, while maintaining continuity among architectural elements and style;
- Buildings should be spaced in relation to surrounding buildings to contribute to rhythm of the block. Larger buildings and buildings with significantly different height than those around them require larger spacing. Conversely, 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 neighboring buildings:

- Buildings in the downtown 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 downtown Elmira should be close to the street, to make things feel more like an outdoor room;
- Generally buildings should be located at the minimum front setback line or the established building line, whichever is less, in order to reinforce the street edge. Small variations in setbacks may be permitted to enable dooryard/courtyard seating and patio areas;
- Side and rear setbacks should be established which will not negatively impact neighbouring buildings and open spaces with respect to sun/shadow and sight lines. Buildings should be at least two storeys in height.

# Architectural features should contribute to the local landscape:

- Building material and design should blend with the historical theme;
- Each building should have a distinctive design. The detailed design of predominant architectural elements of adjacent buildings should differ.

# FAÇADE PROJECT DESIGN CHECKLIST

Façade Project Design Checklist				
Criteria/Description	Yes	No	N/A	Comments
1. Responding to Core Context	1.03		11,71	
i) Does the façade design enhance its context and				
adjacent buildings?				
Building Envelopes in the Downtown Area				
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 Downtown Area				
•				
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 Façades				
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?				
13. Special Policy Area - SPA (re. Flood Plain)				
i) Does the building lie in a SPA zone?				
ii) Do the entanceways meet the minimum Flood Regulation				
elevation?				
iii) Have approprite Flood Proof measures been included?				
14. Heritage Value Buildings				
i) Does the building have heritage value?				





# THE ELEMENTS



asset and displayed prominently and not concealed by poor quality construction or poor quality signs.

# **Respecting Architectural Value & Merit**

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

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

# Design Considerations:

- Most façades consist of an architectural framework designed to identify individual storefronts.
   Each storefront should respect this architectural framework and not extend beyond it.
- Individuality within a standardized or unified appearance is encouraged for single buildings
  containing multiple storefronts. Separate buildings, even in cases where several are
  adjacent to each other are occupied by a single tenant or owner, should remain visually
  distinct.
- Façades should present a visually balanced composition according to the original architectural intent.
- In the case where original building elements have been removed or substantially altered, contemporary treatments that respect the original and historic details are suitable. However, they should not appear to be of poor quality, of temporary nature, or be ill-suited for the area (e.g. vinyl or aluminium siding).
- If a building has historic or architectural merit, improvements should be designed to reveal the building's original style, form, and materials, whenever possible.

# **Façade Composition**

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

# Design Considerations:

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



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



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



Harriston, Ontario - Before



Harriston, Ontario - After



# CIP

# **DID YOU KNOW...**

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



# **GREEN MEASURES**

# **DID YOU KNOW...**

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

# **Accessibility**

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

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

# **Design Considerations:**

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



# CIP

# **DID YOU KNOW...**

Accessibility upgrades are in line with the Accessibility Grant. Review the Community Improvement Plan for more information.

NOT RECOMMENDED



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



Building entrance flush with sidewalk barrier-free



New construction that provides barrierfree entrance opportunities to its customers



Ramps without handrails provide obvious challenges.



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



Uneven paving and obstructed sidewalk provide additional obstacles.

# **ACCESSIBILITY**

# **DID YOU KNOW...**

All installations should be Accessibility for Ontarians with Disabilities Act (AODA) compliant!

# **Awnings and Canopies**

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

# Design Considerations:

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

# NOT RECOMMENDED

# **SECTION 3**

 All materials used must meet the Textile Flammability requirements of CAN/ULC-S109 or latest edition.



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



Closed awnings can accent store entrances.



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



Bright primary colours are not recommended for awnings.

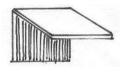


Highly intricate awnings typically do not match historic brick buildings. Awnings should subtly complement the building fabric not detract from it.

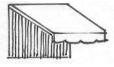


Coordinate where possible with neighbouring storefront so as to avoid clashing façades.

# **Awning Types**



Open Sided



Open Sided with Valance Drop



Closed awning with a return



Fixed Valance



Dome Awning

# Signage

Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the storefront and oriented to the pedestrian. Signs have become bigger, bolder, and louder with the advancement of competing for the attention of the passing vehicle. Signs fabricated from plexiglass, are back lit, not integrated into the architecture of the building and have less appeal to a consistent theme. Advertising is not limited to just a sign - specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores encumbering pedestrian movement. These displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety; generally, not meeting the best practices of CPTED principles.

# Design Considerations:

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic
  letters mounted on a wood base -- materials and techniques possessing a short lifecycle.
  Type face should be made clear and easy to read. Painted plastic letters and moulded
  polyurethane signs are currently available which keep historical themes relevant while
  lessening maintenance issues. Stainless steel letters or similar alternatives are acceptable.
  Colours should be coordinated with the building.
- Studies show that a passerby can effectively read seven words on a sign and do so in under 4 seconds. Primary signs should advertise the name of the business and the primary goods or services offered. Typically, font size should not be smaller than 100mm (4') in height.
- A maximum of one primary sign and one blade (perpendicularly mounted) sign for store face is recommended. Alternatively, primary signage may be permitted on an awning.
- Signs attached to buildings should be integrated with storefronts, no larger than 600mm in height and externally lit. Backlit or neon type signs are not encouraged as the primary sign.
- An additional blade sign may be attached perpendicular to the façade at a height above 2.4m, not exceeding 1.0m in height nor 0.6m in length. The blade sign should be located just under or just over the store awning. In other circumstances, the blade sign may be suspended by chains or by a bracket.
- Ideally, a continuous frieze or fascia should be located over the storefront at approximately 450-500mm in height. This fascia should be the location of the primary sign.



# CPTED

### **DID YOU KNOW...**

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



Extruded letters painted gold. Note retracted awning.



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



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



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



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



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



# **BY-LAW**

### **DID YOU KNOW...**

The Township of Woolwich has a Signage By-Law 35-2015. Refer to the By-Law for more detailed information regarding signage in Elmira!



# CIP

### **DID YOU KNOW...**

There is a Signage Grant Incentive Program? Review the Elmira Downtown Community Improvement Plan for more information.

# Lighting

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

# Design Considerations:

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



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



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



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



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



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



Neon tube lighting is not recommended.



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



# **GREEN MEASURES**

# **DID YOU KNOW...**

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

# **Building Material**

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

In keeping with the heritage theme, typical siding materials include board and batten, decorative shingles and tongue and groove style panelling. Recent advancements in materials and techniques can emulate rustic and/or natural materials (wooden members and shingles, stucco, natural stone etc.).

# Design Considerations:

- When original masonry is beyond the scope of restoration, a quality, insulated alternative that will allow original detailing to be preserved or mimicked should 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 façade compositions. Often many 'frame' buildings can contribute
  significantly to a downtown even amongst a predominance of brick and masonry façades.
- Rustication or foundation effects at the base of walls should relate in height proportion and design to specific elements of the building such as the window and floor.
- Walls, knee walls, and columns of the storefronts shall be made of wood (painted finish), red clay brick or natural stone.
- "Hardiplank", or equivalent cementitious board, with a smooth surface may be substituted for wood.
- Windows should be made of wood, panted aluminum or vinyl possessing appropriate or sympathetic detail through relief and colour.



# CIP

### **DID YOU KNOW...**

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



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



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



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



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



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



Avoid the use of extreme colours in cladding materials.



# GREEN MEASURES

### **DID YOU KNOW...**

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

# **Seasonal Adornment**

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

To enhance seasonal adornment on a façade, materials such as Birch trunks, evergreen boughs, pine cones and similar materials reminiscent of the 'great outdoors'.

# 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.



# **DID YOU KNOW...**

Plantings and furnishings need to meet the accessibility requirements? Refer to section 4.3 Other Amenities in the Facility Accessibility Design Standards of the AODA.



Planters accent windows and entrances attractive potential clientele.



Annuals complement facade colour scheme.



Planters and hanging baskets can soften an outdoor patio.



Avoid excessive use of seasonal adornment, and remain tactful.



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



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



# ) GREEN MEASURES

# **DID YOU KNOW...**

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

# Sidewalk Retailing

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

# Design Considerations:

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



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



Outdoor display areas show off a store's wares.



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



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



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



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

# **Public Art**

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

# Design Considerations:

- Banners should be constructed of high quality, double-sided materials that will have a guaranteed longevity of at least 10 years
- Sizes, shapes and colours of banners may vary, however, the banners should be consistent throughout the community and reflect being part of Elmira, drawing on local themes or events.
- The bottom of the banner should not be installed lower than 2.5 metres from finished grade.
- Maintenance and replacement of faded and/or damaged banners is required.
- Murals should not be directly painted or applied on the façade of the building, rather the
  appropriate fastening of 'mural panels' to allow for ease of install and future maintenance
  is preferred.
- Public art should be highly visible yet not intrusive into sight lines.
- Public art should be sited in a highly visible area, along with being at a certain height off the ground to help to minimize the risk of vandalism.
- Consider murals beyond the typical 'Heritage' theme expressing an understanding of a communities 'present' and anticipating its 'future' is as important as appreciating its 'past.'

# RECOMMENDED

# NOT RECOMMENDED

# **SECTION 3**



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



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



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



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



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



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

# Colour

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

# **Design Considerations:**

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

### Palette Selection:

Downtown Elmira's building stock consists mainly of red and yellow 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, warm/ rich blue, gold, taupe etc.

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

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



### CIP

### **DID YOU KNOW...**

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



# **GREEN MEASURES**

### **DID YOU KNOW...**

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



#### **Back of Building**

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

#### **Design Considerations:**

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



#### **GREEN MEASURES**

#### **DID YOU KNOW...**

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



#### **CPTED**

#### **DID YOU KNOW...**

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

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







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

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

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

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

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

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

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

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



#### THE PROCESS

Essentially following a process to develop an improvement or enhancement to a façade is desirable. The following four steps have yielded successes in other communities and is suitable, as a process, for Downtown Elmira.

#### 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 store-front. A successful improvement strategy is one that treats the building as a whole and does not neglect the upper floors or the back side of the building. 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 (for Improvement)**

#### 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 or descriptive notes/labels added to a photocopy of photograph (of the façade).

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.

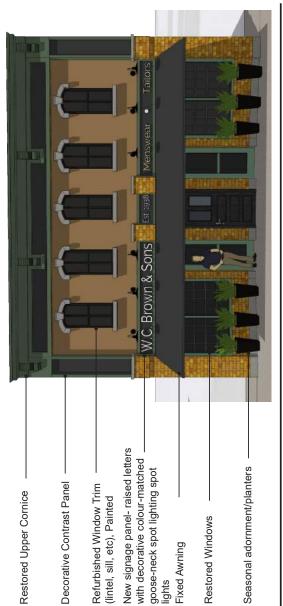
Referring to the Downtown Elmira Community Improvement Plan: "Improving the Public Realm" may help with financial incentives when considering a façade improvement.

Notes:	
	ElmiraBIA
	Business Improvement Area

### Section 5: DEMONSTRATIONS

#### **FAÇADE DEMONSTRATIONS**





Proposed Facade

W.C. Brown & Sons Est 338 Menswear Tailors

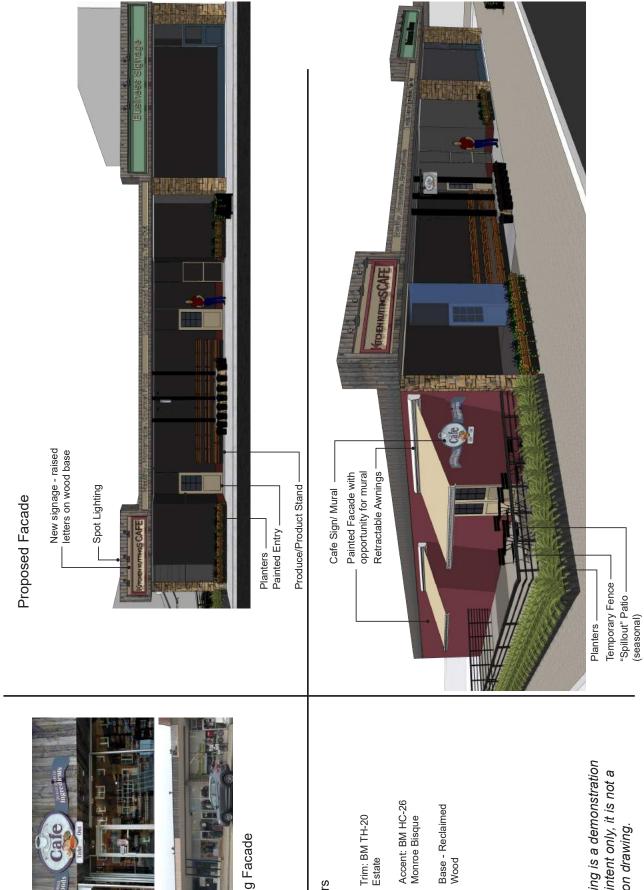
W.C.Brum & Sons

Existing Facade

Colours

Trim: BM HC-121
Peale Green
Accent: BM TH-10
Soapstone
Base: BM VC-12
Mount Pleasant Tan

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

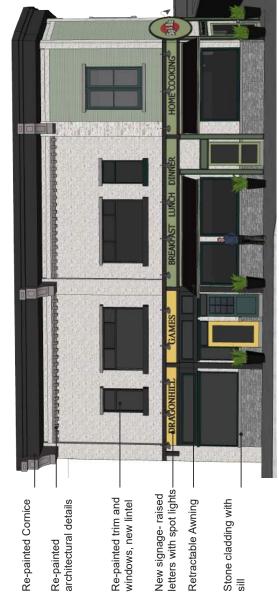


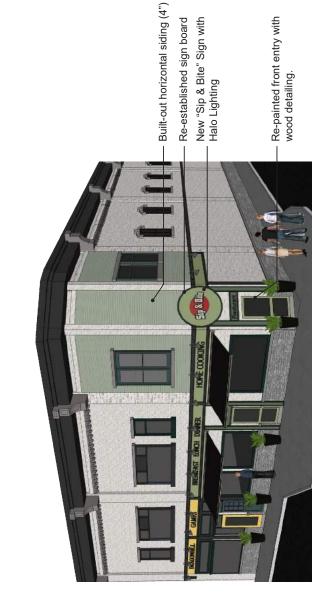
This drawing is a demonstration of design intent only, it is not a construction drawing.

Colours

**Existing Facade** 

## Proposed Facade







Colours

Trim: BM VC-35 Gloss Black

Accent: BM HC-128 Clearspring Green

Base: BM HC-3 Greenmount Silk

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



After: Streetscape enhanced with street furniture and landscape treatments, along with facade guidelines and CIP opportunities.



Streetscape & Façade Improvement Design Guidelines

Notes:	
	ElmiraBIA
	Business Improvement Area

# APPENDICES

#### **VPS Exercise Results**

#### **APPENDIX**

The following pages highlight the top 5 images per category based on their overall score from the VPS exercise. Each image has a weighted average score, which was based on the one to four public participation ranking.

#### **Streetscape - Banners**

Top Five Images - Combined



Score: 3.17



Score: 3.00



Score: 2.92



Score: 2.92



Score: 2.58

#### Unfavourable Image - Combined



Score: 2.42

#### Results for Banners:

- Bright, colourful, seasonal prefered;
- Metal, laser cut permanent highly preferred.

#### **Streetscape - Greening**

Top Five Images - Combined



Score: 3.67



Score: 3.42



Score: 3.17



Score: 3.00



Score: 2.92

#### Unfavourable Image - Combined



Score: 1.08

#### Results for Greening:

- Oversized planters with a mix of greens and flowers;
- Lush hanging baskets- well maintained; mix of greenery and annual blooms.

#### **Streetscape - Seating**

Top Four Images - Combined

#### **APPENDIX**





Score: 3.25



Score: 3.00



Score: 2.83

Score: 2.67

#### Unfavourable Image - Combined



Score: 1.42

#### Results for Seating:

- Mix of contemporary and traditional form/ style
- Materials: mix of steel/ metal and wood
- Shape: Rectangular, clean lines
- Backs and arm rests preferred.

#### **Streetscape - Receptacles**

Top Four Images - Combined



Score: 3.08



Score: 3.00



Score: 2.58



Score: 2.50

#### Unfavourable Image - Combined



Score: 1.33

#### Results for Receptacles:

- Modern, sleek-mix of traditional lines;
- Colour: Black preferred;
- Shape: oval and/ or square;
- Include opportunity for recycling.

#### **Streetscape - Bike Parking**

Top Two Images - Combined

#### **APPENDIX**





Score: 3.08 Score: 2.33

#### Unfavourable Image - Combined



Score: 1.92

#### Results for Bike Parking:

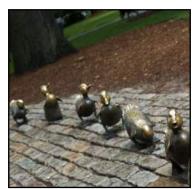
- Fun, artsy prefered, not "typical";
- Dislike traditional "U" shape.

#### **Streetscape - Public Art**

Top Three Images - Combined







Score: 3.50 Score: 2.92 Score: 2.83

#### Unfavourable Image - Combined



Score: 1.92

#### Results for Public Art:

- Mural paintings are highly prefered;
- Mix of traditional/ historic murals and fun, bright, contemporary designs.

#### **Front Facades**

Top Five Images - Combined

#### **APPENDIX**





Score: 3.54

Score: 3.54







Score: 3.23 Score: 3.15

#### Unfavourable Image - Combined



Score: 1.54

#### Results for Front Facades:

- Materials: Stone, wood, brick;
- Facade components: decorative cornice, transom, lower cornice, capital, column/peir elements, no shutters;
- Colours: blend and enhance the existing brick/ stone; dark rich colours prefered. le: black, navy blue, charcoal, plum, beige).

#### **Front Facades - Sides**

Top Four Images - Combined



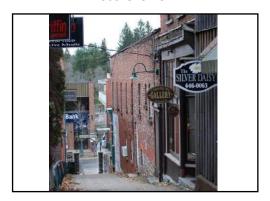
Score: 3.46



Score: 2.46



Score: 3.23



Score: 2.46

#### Unfavourable Image - Combined



Score: 1.15

#### Results for Side Facades:

- Maintained, include in overall facade style/design;
- Murals/ art installation on large blank walls preferred;
- Awnings are encouraged;
- Greening: if space allows, especially along pedestrian alleys/laneways;
- Blade signs perpendicular to building, lighting, etc.

#### **Business Signage**

Top Five Images - Combined

#### **APPENDIX**



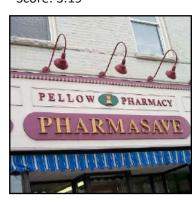


Score: 3.23









Score: 3.15 Score: 3.08 Score: 3.00

#### Unfavourable Image - Combined



Score: 1.23

#### Results for Business Signage:

- Contemporary, clean
- Printed/ extruded, wood, custom decorative arms, etc. preferred;
- 1 primary sign.

#### **Landscape Treatments - Store Front Greening**

Top Four Images - Combined



Score: 3.54



Score: 3.15



Score: 3.31



Score: 3.08

#### Unfavourable Image - Combined



Score: 2.77

#### Results for Store Front Greening:

- Planteres favoured;
- Contemporary shapes (rectangular, circular);
- Well maintained, shaped/ groomed, etc.;
- Mix of greenery and blooms;
- Placed to not obstruct entry and sidewalk/ pedestrian realm;
- Complement building facade style.

#### **Facade - Awnings**

#### **APPENDIX**

Top Five Images - Combined







Score: 3.38 Score: 3.15 Score: 2.85

#### Unfavourable Image - Combined



Score: 2.00

#### Results for Awnings:

- High preference for awnings;
- Sleek, contemporary look that matches facade and feel of the downtown core;
- Fixed valance preferred, with and/or without scalloped edge;
- Open sided with valance drop;
- Supportive of business signage.