



## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

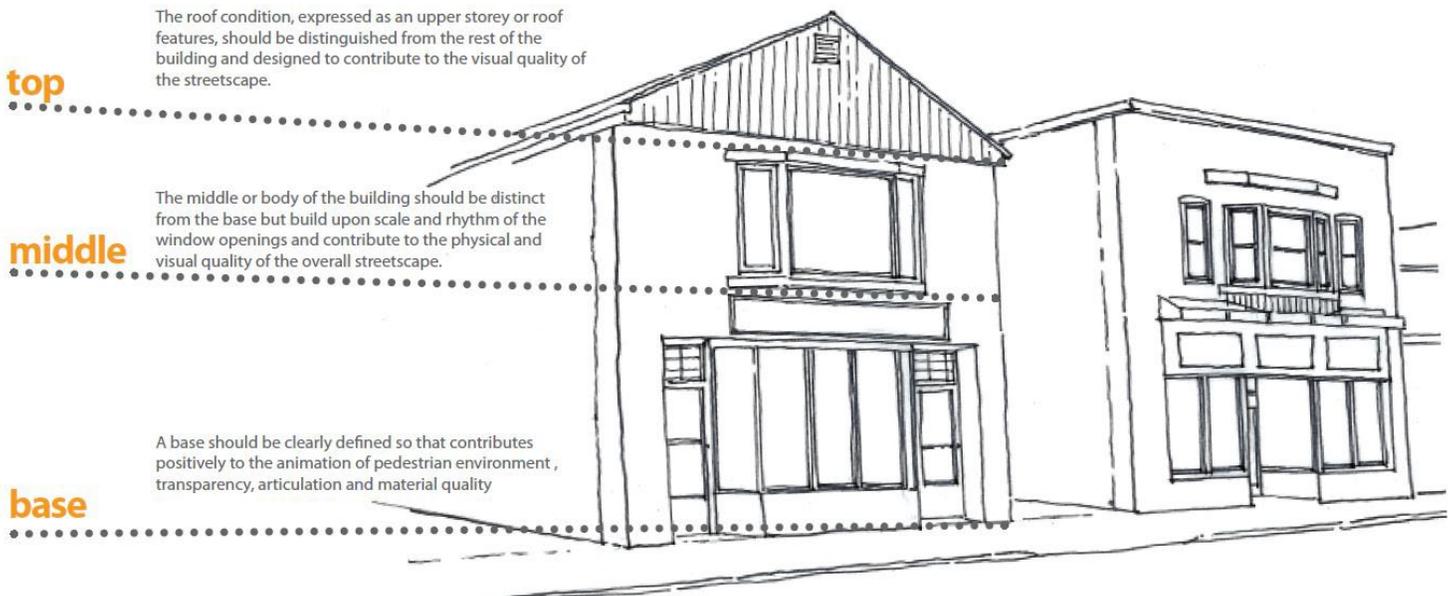
### Program Description

The Façade Improvement Grant Program has been created to promote the sensitive redesign of existing building façades to enhance the existing image of the areas.

The Heritage Improvement Grant Program has been created to provide existing building owners/building operators with financial incentive to improve the existing heritage building façades.

### General Building Guidelines

1. All new development should be compatible with the character and context of the surrounding area. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.





## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

### Storefronts

Well-proportioned and designed storefronts at a scale that does not overwhelm the pedestrian can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entrances, signage, weather protection and lighting are all elements of successful storefronts.

New development should reinforce these characteristics according to the following guidelines:

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.
2. To ensure an attractive visual presence on the street and a high-quality retail space at grade level:
  - Storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation.
  - Clear glass should be used for wall openings (e.g., windows and doors) along the street-level façade. Dark tinted, reflective or opaque glazing should be discouraged for storefronts.
  - An identifiable break or gap should be provided between the street-level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape.
  - On corner sites, storefronts should address both street frontages through entries or glazing.
  - Storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape.
  - To reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale.
  - Where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.

### Materials

New development should be mindful of ensuring consistency in architectural design and in the use of high-quality materials, particularly at street-level. A key objective of the Design Guidelines is to achieve a balance between consistencies in design quality and street interface, while enabling individual expression in new developments.

1. New buildings should respect the materials of adjacent buildings and develop a palette of materials and colours evident in nearby existing buildings.
2. Building materials should be chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability.
3. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
4. In general, the appearance of building materials should be true to their nature and should not mimic other materials.
5. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.



Vinyl and metal siding is discouraged

### Doors and Windows

1. Doors and doorways should be designed to reflect the scale and character of those found in the area.
2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. The materials and surrounds of new windows should be in harmony with adjacent buildings.
4. The scale and alignment of new windows should be in proportion to the windows on adjacent buildings.

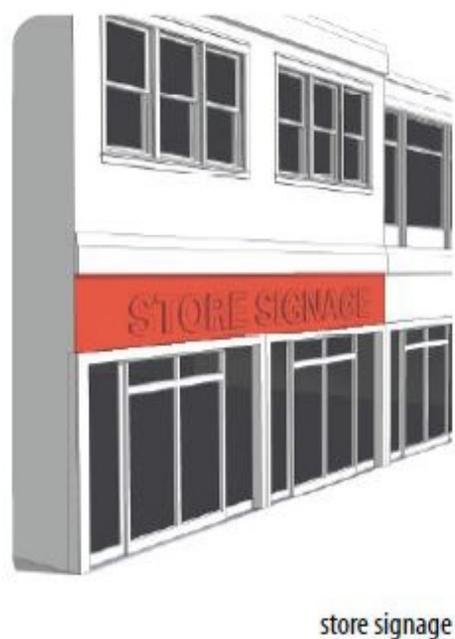
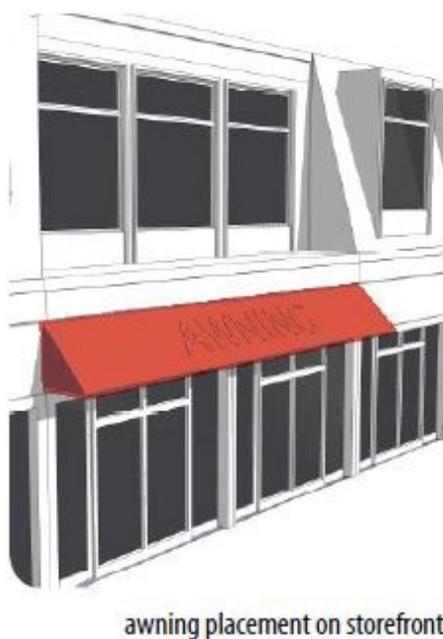


## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

5. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
6. Where a historic building is being restored, the selection of windows, the materials, surrounds should be based on those of the original building.

### Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines.

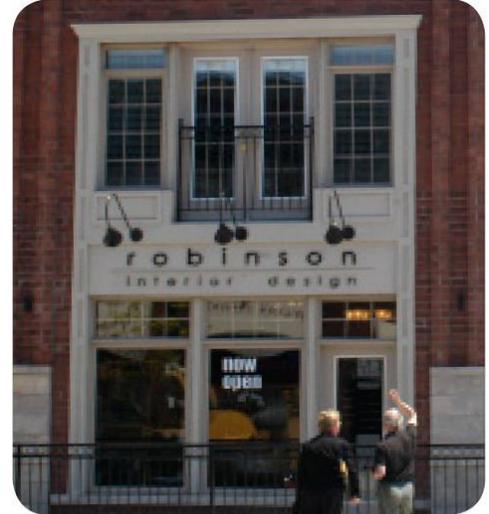




## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

### Sign Placement

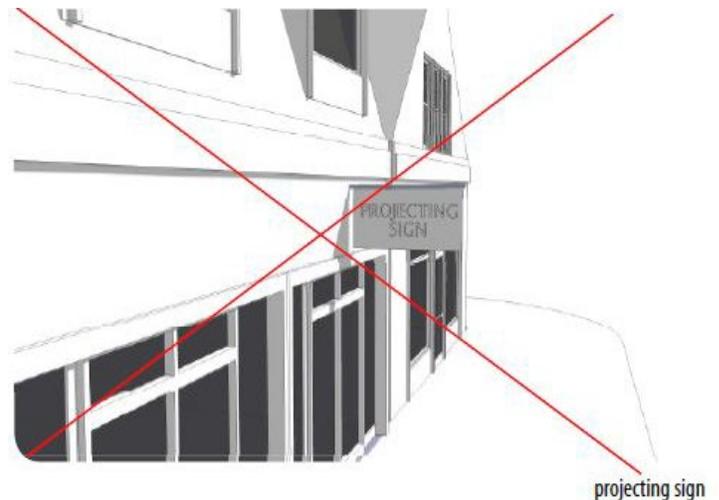
1. Signs should be placed in a consistent location on all building façades. Generally, it should be located above the storefront windows or on canopies over the storefront.
2. Signage should not obscure windows, cornices or other architectural elements.
3. To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes.
4. Signage on character buildings should be consistent with traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
5. Highly animated and illuminated digital signage should not be permitted where residential uses can be impacted.
6. All signage should conform to By-laws and regulations.
7. Signage should aid pedestrians and drivers in navigating the area, especially at night.
8. Signs should be well maintained and constructed using high quality materials.



signage should not obscure window

### Sign Types

1. Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged.
2. Projecting/hanging signs are not permitted. If your business currently has a projecting sign you can reface the sign on the existing pole.





## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

3. Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible. Signs are NOT permitted to encroach onto public property and need to comply with the Town sign bylaw.  
Special conditions include:
  - a. Must be moved inside after business hours.
  - b. Must be protected against movement by wind.

### Encroachment

1. Awnings or canopies are not allowed to encroach onto the public road allowance. It is recommended to contact the Town's Building Department to check your lot lines and guidance on this.
2. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.

### Changes to Existing Building with Heritage Value

In general, the original, distinctive qualities and character of a historic building, such as bulkhead details, piers, windows, transoms, entrances, cornices and various façade accessories, shall be preserved. The removal or alteration of any historical materials or distinctive features shall be avoided. In instances where removal is required due to damage or deterioration, the materials shall be replaced with the same material or with materials that are compatible and/or complementary to the original design.

Changes to a building of heritage value should:

1. Treat distinctive stylistic features or examples of skilled craftsmanship with sensitivity.
2. Repair or replace missing architectural features with an accurate duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural design on the availability of different architectural elements for other buildings or structures.
3. Respect changes to a historic building or resource which may have taken place over the course of time and may have acquired significance in their own right. The valid contributions of all periods to a historic building or resource should be respected.
4. New buildings should avoid historical misrepresentation. Buildings tell the story of historical development of the area. It is important that the historical record does not get confused through the mimicry of past architectural styles.



## Façade and Heritage Improvement Grant Program Guidelines Uptown Keswick, Downtown Sutton, Jackson's Point

5. New buildings should be designed so that they do not appear to have been constructed earlier than they were.
6. The selection of windows should be undertaken in a manner that the materials and surrounds should be based on those of the original building. The type of window (double hung etc.) and the resulting profile should reflect that of the original building.

### Infill Buildings within a Heritage Context

Where infill development is proposed, its design should be sensitive and complementary to buildings in the immediate area. The new building should contribute, not detract from the distinct character of the area. New buildings should respect the general conditions of the top, middle and base of existing buildings in the immediate context of the infill.

To encourage continuity in the streetscape and to ensure horizontal 'breaks' in the façade, buildings should be designed to reinforce the following key elements through the use of setbacks, extrusions, textures and materials.

The Improvements to the façades can be made by one of these approaches.

**Redesign** - This entails evaluating the potential to re imagine the façade in a manner that respects the nature of the building and results in a new facade.

This is most common when the original building is a residential one that is being re purposed to retail uses. It requires good design and usually a large budget.

**Restoration** - This is required where the building has some historic significance. The design approach revolves around bringing the façade back to the period of time when it was originally constructed.

**Renovation** - For the majority of building façades, this design approach is appropriate. Some of the buildings have heritage importance and, since the structures were not originally meant to be used for retail/ commercial establishments, the logical approach is to renovate the building for the new use. Renovation consists of repairing and refurbishing the building façade based on the elements that represent its original character. The original architecture is maintained in a new and improved state.

**If you have questions regarding information in this document please feel free to contact the Economic Development and Tourism Division 905-476-4301 or at [ed@georgina.ca](mailto:ed@georgina.ca)**