



# City of Campbell River

Downtown Façade Improvement Guidelines



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## Downtown Façade Improvement Guidelines



prepared by

**DIALOG®**

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Cover Image: Artist's Impression of Shopper's Row

# Intro

## : Facade Improvement Guidelines - Overview

The Downtown Façade Improvement Program (DFIP) is a City of Campbell River initiative to promote downtown revitalization by encouraging building owner and business investment in building upgrades within the primary shopping area of downtown Campbell River (identified on the map at right). This program will provide grants and assist business owners in making their visions for storefront improvements a reality.

Each proposed improvement project will be assessed using the DFIP guidelines in order to contribute to a unified shopping area consisting of complimentary storefronts while creating a comfortable walking environment.

Though applicable to all projects, the guidelines have been developed with the Facade Improvements Grant in mind and are conducive to small scale improvement initiatives as opposed to substantial new construction.

The guidelines provide direction on preferred approaches to building improvements. While the uniqueness of each individual storefront is retained, the guidelines will contribute a unified approach to downtown's pedestrian oriented shopping area. Guidelines have been prepared in consideration of the existing conditions and eligible improvements under the grant initiative. Additional Development Permit Guidelines remain applicable to new development within the downtown. DFIP guidelines include:

- materials;
- storefront transparency and entries;
- weather protection;
- colour;
- and signage.

The City of Campbell River will consider consistency with the guidelines as an eligibility requirement in order for building owners and business owners to receive a grant within this program.

## Eligibility

### ELIGIBLE APPLICANTS

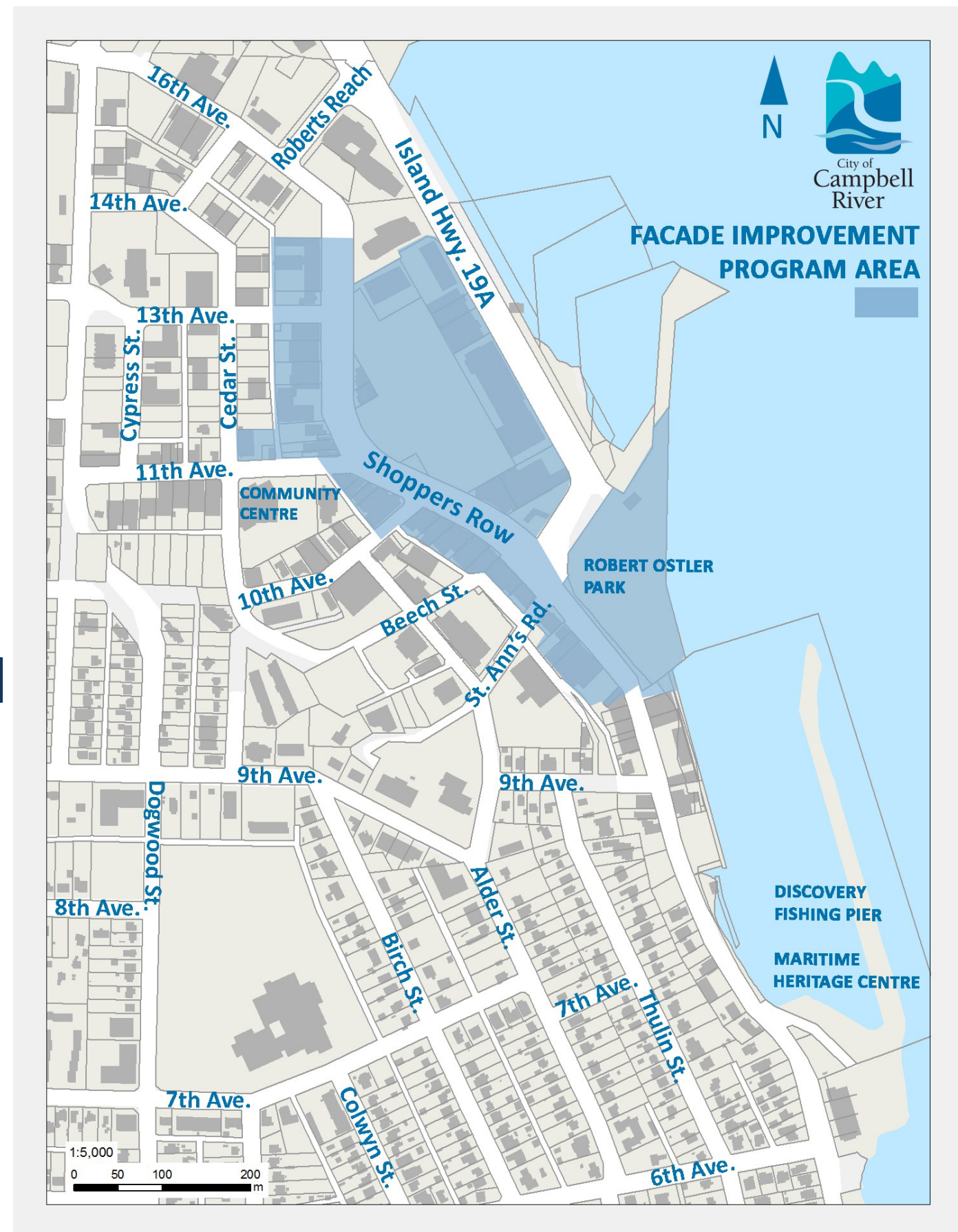
To be eligible to apply:

- Applicant must be the property owner or the business owner. If the business owner, the property owner must approve of the application in writing and confirm that all improvements are to be paid for by the applicant;
- All City of Campbell River property taxes pertaining to the property are fully paid and current;
- The improvement project must commence after the application is approved; and
- Both property owner and business owner are each eligible to apply separately for a grant for the subject property once every 5 years, provided that the improvements are paid for by each applicant separately. However, consecutive grants will be considered for projects that build upon the success of previous facade improvements.

### ELIGIBLE FACADE IMPROVEMENTS

While projects normally considered “maintenance” are not eligible, building façade features that are eligible are those that renovate, restore, or re-design, including:

- Exterior architectural details;
- Exterior decorative details;
- Windows and window openings;
- Exterior (architectural) lighting of building and/or signs doors and doorway openings;
- Facade painting;
- Moldings/trim/cornices;
- Signage (excluding pylon signs);
- Patio Areas;
- Awnings;
- Design, Architectural, Engineering Permit Fees;
- Landscaping elements in addition to facade improvements





# 1 : Facade Improvement Guidelines - Storefront Transparency, Entries, and Upper Level Windows

## Guidelines / Summary

1. Glazing should be maximized and use only clear, untinted, glass.
2. Storefront windows should have a minimum height of 9 feet with 12 feet preferred.
3. No obstructions such as metal bars, signage, coolers, and shelving units are to be placed on, or against, the inside face of storefronts.
4. Recessed entries shall be well-lit. Special surface treatments are encouraged at sidewalk level such as one-inch mosaic tiles.
5. Patio areas are encouraged though railings should maintain open areas or be constructed of glass in order to maintain visual transparency. Railings shall not be utilised for signage.
6. Upper level windows should be sized and spaced to relate to the vertical rhythm of the storefronts or business at ground level (see sketches opposite).



THIS

Facades should maximize the extent of glazing using clear, untinted glass. New windows above primary store windows can extend storefront windows from the minimum 9 feet to the preferred 12 feet.



THIS

Storefronts should be free of obstructions so as to provide a significant amount of transparency from the sidewalk into the store. An exception is window signs provided they meet the guidelines outlined in Section C5 of this document.



THIS

Mosaic tiles are encouraged within recessed entries as a welcoming entry into storefronts. Patterning may be simple or include text or numbers indicating the store address. If text is utilised, it shall not directly relate to the store name or type as the work should allow for a change of tenant over the long term.



THIS

Patio railings may be decorative, but shall maintain visual transparency.



NOT THIS

Reflective glass that prevents storefront transparency is not supported within these guidelines.



NOT THIS

Obstructions such as the metal bars and shelving are not supported within these guidelines.



OR THIS

A combination of 1-inch square and hexagonal tiles may be used in a decorative pattern.



OR THIS

Railings may be simply constructed and composed of a variety of materials, but shall maintain visual transparency.



# Storefront Transparency, Entries, and Upper Level Windows (Continued)

## Existing



## Preferred



Storefront transparency may be improved by increasing the size of windows, using non-reflective glass, and removing visual obstructions such as signs and security bars. The above “Existing” and “Preferred” sketches provide an example of improvements primarily achieved through changes to windows. The sketches also include consideration of signage guidelines as outlined in Section 5.

## No



One of the most positive aspects of the existing urban design of Campbell River’s downtown shopping district is the fine grain or small-scale of streetlevel storefronts and businesses. One way to emphasize this positive characteristic is to extend the fine grain vertically to the top of the building. This is particularly important for buildings with multiple tenants at street level but only one tenant at the upper level.

In the image at top labeled “No”, the placement of upper level windows do not relate to the vertical rhythm of the streetlevel storefronts or businesses. This becomes emphasized by the application of paint colours to correspond to locations of individual tenants rather than a vertical rhythm established at street level by the smaller-scale storefronts. This “No” diagram includes misaligned windows and inappropriate application of colour.

## Better



In the image labeled “Better,” the placement of upper level windows do not relate to the vertical rhythm of the streetlevel storefronts or businesses. While the application of varying colours is partially successful in expressing the vertical rhythm found at street level, the location of windows interrupts this visual cue with a strong horizontal expression instead.

In the images at bottom labeled “Yes,” the placement of upper level windows are aligned with the streetlevel storefronts. This is further emphasized by the application of colour to reinforce the vertical delineation. Two images are used to depict that the actual size of the upper level windows may vary so long as they generally relate in scale and location to the grain established at street level.

## Yes

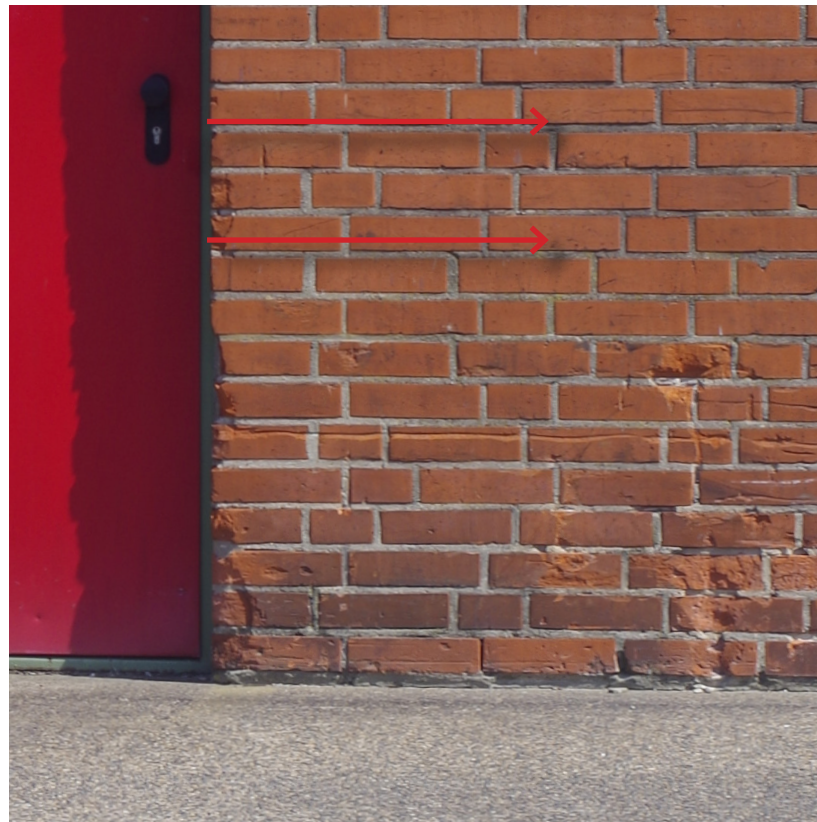
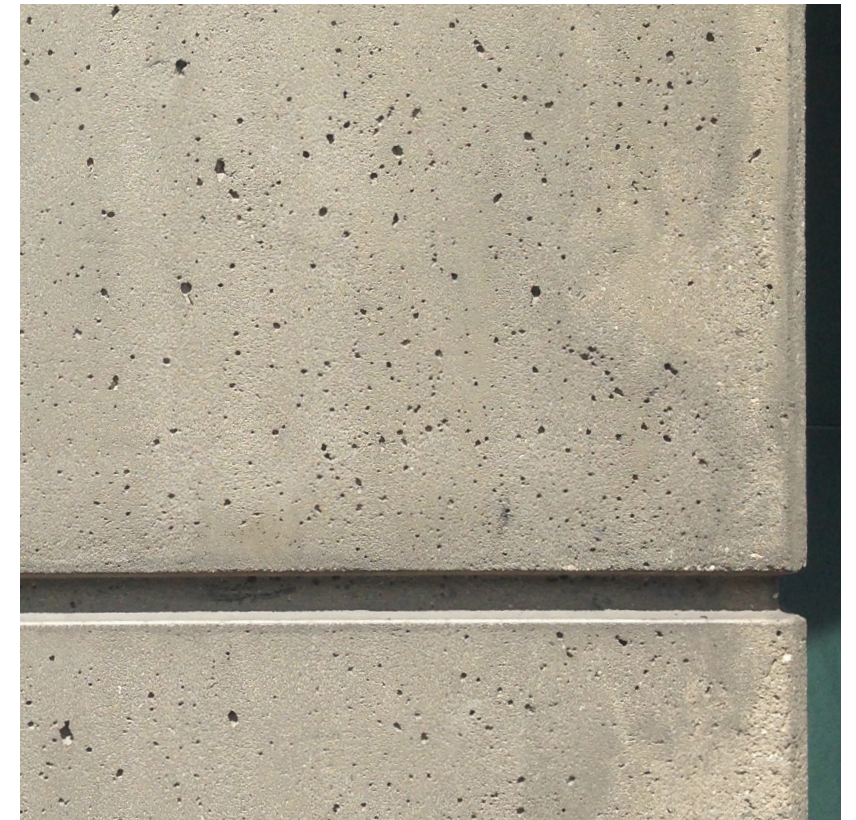
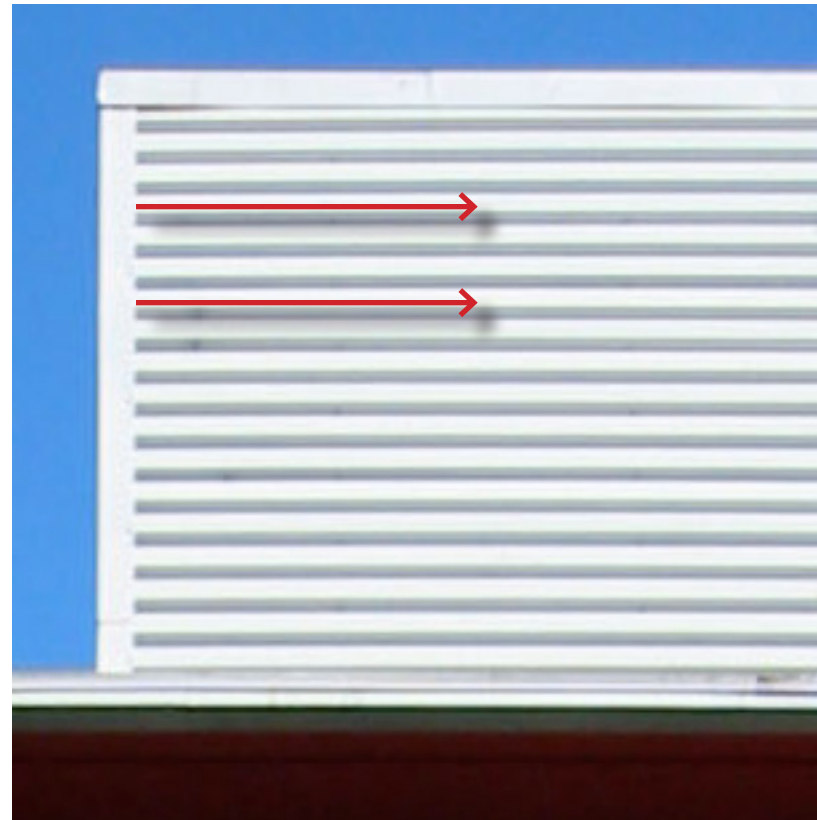




## 2 : Facade Improvement Guidelines - Materials

### Guidelines / Summary

1. Wall materials selection may include wood, metal, concrete, brick, cement board, and glass.
2. Storefront glazing should be wood, steel, or aluminum framed.
3. Linear materials to be oriented horizontally.



Materials should include (clockwise from top left) wood, metal, concrete, glass, cement board, and brick. A horizontal orientation for wood, metal, and brick is evident in the above images of "linear materials" and highlighted by the red lines.



### 3 : Facade Improvement Guidelines - Weather Protection

#### Guideline Summary

1. Canopies or awnings are recommended on all storefronts in order to provide continuous weather protection.
2. The minimum width of weather protection is 5 feet 9 inches with a minimum ground clearance of 9 feet.
3. Fixed canopies should be steel and glass. Wood is also permitted provided that beams are no wider than 4" and additional support is provided by cabling above the canopy rather than any support system below.
4. Awnings shall be fabric only and may be either retractable or fixed.
5. Fixed awnings to be mounted on steel or aluminum frames on a flat, angled slope.



Canopies should be steel and glass. These systems provide maximum amount of natural light with the minimal amount of beams and support (left and centre). Awnings mounted on a flat, angled slope are eligible (right) though applicants should be aware that these awnings must also meet the requirements for awning signs in section C5 of these guidelines.



# 4 : Facade Improvement Guidelines - Colour and Murals

## Guidelines / Summary

1. The body of all buildings should be painted in a solid, clear colour and consistent with a warm, west coast theme (see suggested colour palette at right).
2. Accent colours should be the compliment of the body colour or white (see suggested colour palette at right).
3. Storefront doors and windows to be finished in the normal, natural colour of the material used.
4. Murals are generally supported with minimal imposed constraints on content, colour or style. However, murals shall not include content deemed inappropriate. Applications must be accompanied by an artist's statement and, at minimum, three letter's of support from within the Campbell River community. Murals eligible under the DFIP must meet established guidelines (at right).

## Colours for the Body of the Building

Benjamin Moore  
2003-10  
or colour match



Benjamin Moore  
2155-20  
or colour match



Benjamin Moore  
HC-10  
or colour match



Benjamin Moore  
CC-630  
or colour match



Benjamin Moore  
2136-30  
or colour match



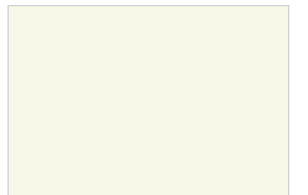
Benjamin Moore  
CC-990  
or colour match



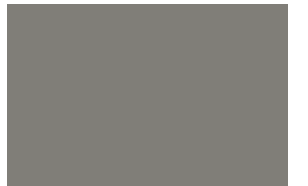
The preferred colours are consistent with a warm, west coast colour palette. The palette seeks to provide a range of colour options within a single colour "family" in order to create some visual harmony within the shopping area without compromising the fine-grain diversity that is presently a strength of the shopping street. Benjamin Moore colour values are provided for reference though other paints may be colour matched to achieve a similar colour value. These guidelines apply in situations where colour is applied. Wood, metal, brick, and concrete may remain their natural, unfinished colour.

## Accent Colours

Benjamin Moore  
2146-70  
or colour match



Benjamin Moore  
CC-548  
or colour match



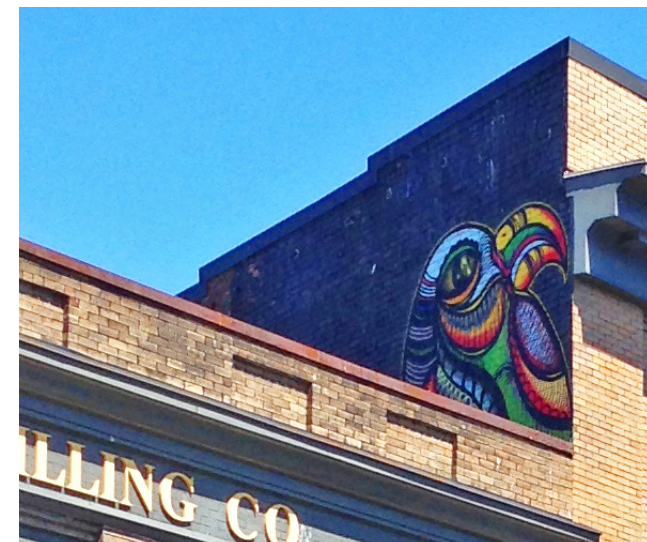
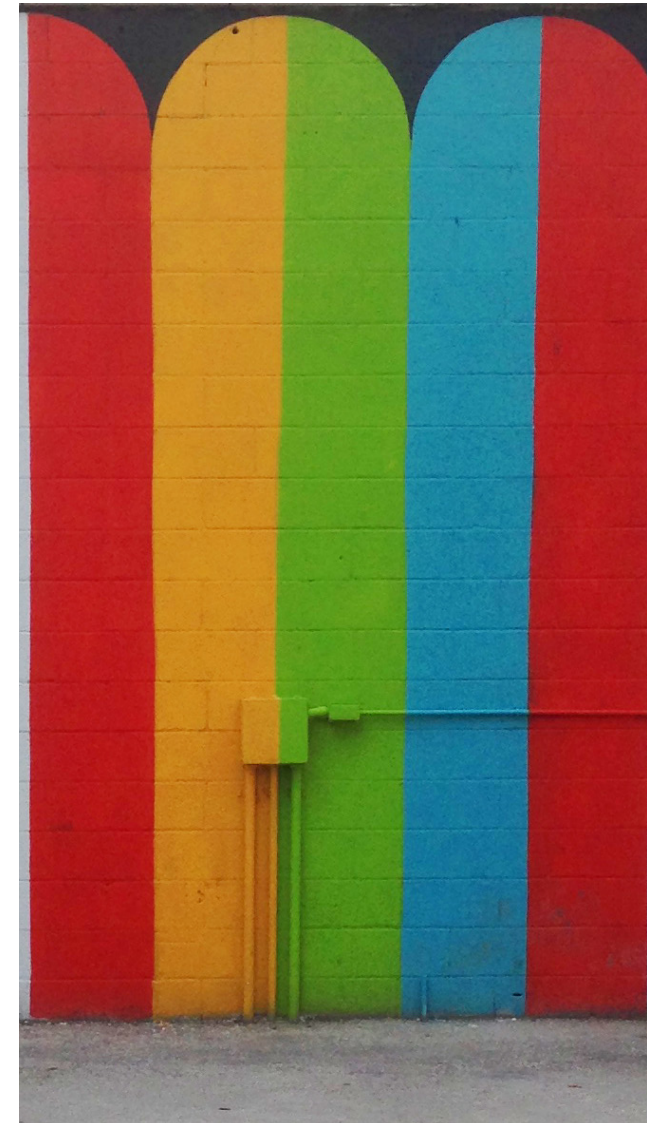
Benjamin Moore  
2132-20  
or colour match



Accent Colours may also be used for the body of the building.



## Colour and Murals (continued)



### WHAT IS A MURAL?

For the purposes of the DFIP, a mural is defined as any large scale artwork, painting, or mosaic that is located on the exterior wall of a building. The following guidelines are meant to create basic standards and criteria without limiting the artist's creative opportunity.

### DESIGN CRITERIA

- Murals are not obliged to follow the established colour palette for buildings;
- Profanity, hateful language, and depictions of violence or weaponry are forbidden;
- Murals shall not include advertisements, business names, or explicit depictions of products sold on the premises;
- Murals should be graphic rich and not feature or rely on lengthy text or quotations;
- Murals may include the artist or artists signature but shall not feature a large scale signature or graffiti tag.
- The mural need not directly relate to the Campbell River community or environment and may be an abstract pattern or impression;
- Murals should have the potential to be generally perceived as making a positive contribution to the community either through aesthetic choices or artistic merits and should avoid depictions of the macabre;
- The mural may be located on any exterior, unglazed wall of a building but should be visible from the street;
- In situations where a mural is accompanied by lighting, the lighting strategy should include careful consideration of light spillage and be focused exclusively on the mural.

### SUBMISSION CRITERIA

Applications for murals shall be accompanied by:

- An artist statement (approximately 250 words) describing the artistic intent of the mural;
- A written biography (approximately 250 words) of the artist or group of artists preparing the mural;
- A maintenance plan outlining who is responsible for the maintenance and upkeep of the mural;
- A submission of the artists work;
- An agreement to apply a non-toxic anti-graffiti coating;
- Three statements of support from community members - either a resident of Campbell River, a business owner of Campbell River, or somebody who works in Campbell River - for the proposed mural design.

Murals may depict a scene or narrative (above left) or be composed of a graphic pattern with an absence of an explicit narrative (above right). Under the DFIP, murals must be located so as to be visible from some vantage point along the sidewalk immediately adjacent to the building on which it is located though are not required to be on the front facade of the building (bottom right).



# 5 : Facade Improvement Guidelines - Signage

1. Fascia, Awning, and under-awning/canopy or projecting signs will be considered subject to the specified criteria (included at right).
2. Window signs will be considered but should be modest in scale and meet the criteria outlined (at right).
3. Business Directory signs should be kept at a small scale.
4. Front lighting of signs is supported but only a limited amount of rear lighting will be considered.
5. Signs constructed of plastic, fibreglass, plywood, or particle board will not be considered.
6. The scale and orientation of the sign should be focused on pedestrian traffic. This suggests that stores using one sign oriented out towards the street and one sign - such as a hanging sign - oriented perpendicular to the street is a preferred approach.

*Note: Sign improvements must meet the requirements in the City's Sign Bylaw No. 3309*

To be eligible for the DFIP Grant the following will apply:

## FASCIA SIGNS

Fascia signs are eligible subject to the following:

- individual letter type only
- three-dimensional structure to letters
- maximum letter height and width is 300 mm
- neon or halo-type rear illumination, or front illumination with billboard-type light fixtures
- back-lit, plastic fascia sign boxes are not permitted

## AWNING SIGNS

Signs on awning drops are eligible subject to the following:

- maximum awning drop/skirt of 400 mm in depth
- minimum clearance of 2.44 m above the sidewalk
- painted or vinyl applied lettering, or incised lettering with applied backing
- no rear lighting is to be installed under awnings
- no signage or graphic material on any sloped, curved or vertical portion of an awning other than on a drop, as described above

## HANGING SIGNS

Hanging signs are eligible subject to the following:

- minimum clearance of 2.44 m above the sidewalk
- maximum area of 0.37 m<sup>2</sup>
- mounted within the frontage of the premises under, or over, awnings and canopies

*Under the City of Campbell River Sign Bylaw No. 3309 these signs include under-awning, canopy and projecting signs.*

## WINDOW SIGNS

Window signs are eligible subject to the following:

- maximum area 0.5 square metres
- paper, cardboard, plastic or fabrics are not permitted for window sign construction with the exception of cut-out vinyl, surface-applied to inside of glazing
- no back-lit signs, displays, or product machines may be visible through store windows
- neon is acceptable installed on the inside of glazing

## BUSINESS DIRECTORY

Business Directories are eligible subject to the following:

- maximum area of 1.0 square metre
- located at the front entrance of building

## NUMBER OF SIGNS

A maximum of two signs are eligible per business street frontage. Simple, small-scale window signs no larger than 0.5m x 0.5m depicting store hours and one Business Directory are excluded from this two sign maximum.

## LIGHTING

Signs may incorporate front-lighting for their illumination and limited use of rear lighting provided it is restricted to:

- individually-incised, plastic or glass letters or symbols mounted in a solid, opaque sign face
- individual halo-lit lettering or symbols mounted on a solid, opaque background
- neon illuminated signs

## MATERIALS

Exposed surfaces of signs may be constructed of any material with the exception of plastic, fibreglass, plywood and particle board.

## COLOUR

Signage colour must be coordinated with the materials and colours of the building façade with which it is associated. In particular, backdrop colours to text on fascia signs should be consistent with the body colour of the building.

## HEIGHT

Signs must be located no higher than 4m from the sidewalk. Signs located over pedestrian right-of-ways shall have a minimum clearance of 2.44 m from sidewalk.

## LETTERING

The maximum permitted lettering size (height and width) on any sign is 300 mm. Symbols are encouraged depicting the nature of the business occupation in the premises.

## STOREFRONT TRANSPARENCY

Visibility into shops from the street shall be maintained at all times. Any solid signage, advertising or blackout panels placed against the inside surfaces of storefront glazing is not eligible.

## NOT ELIGIBLE

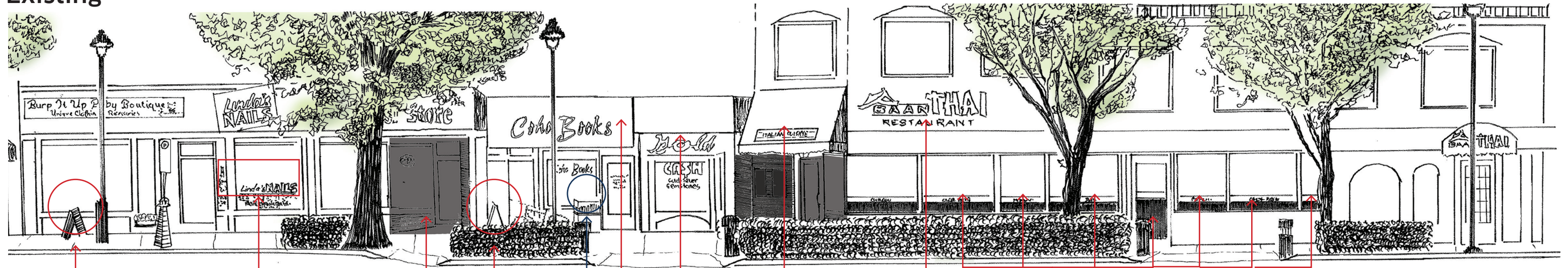
Commercial signage types that are not eligible under the DFIP include:

- pylon signs
- back-lit sign boxes
- billboards
- revolving signs
- banners, pennants, bunting, flags (other than national, provincial, municipal flags), balloons or other gas-filled inflatable devices
- roof signs
- changeable, copy signs
- sandwich boards or any other temporary signs





## Existing



Sandwich Board  
Sign Removed

Extent of Window  
Lettering Reduced

Sandwich Board  
Sign Removed

Large Awning Signs Replaced by  
Dimensional Sign, Steel and Glass  
Weather Protection Introduced, Text  
on Awning Relocated to Awning Drop  
Only

Upper Level  
Signage Removed

Window Transparency  
Increased

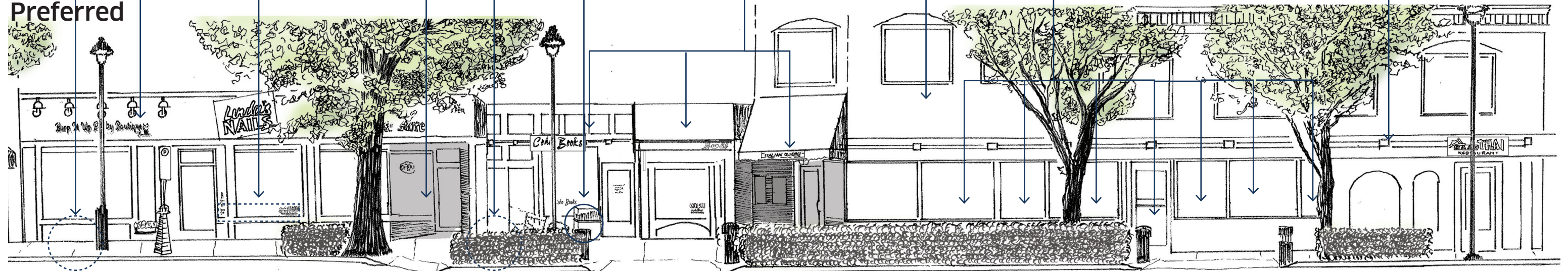
Steel and Glass  
Weather Protection  
Introduced

New Sign Uses  
Dimensional Lettering  
and is Front Lit

Exterior  
Lighting in Recessed  
Entries

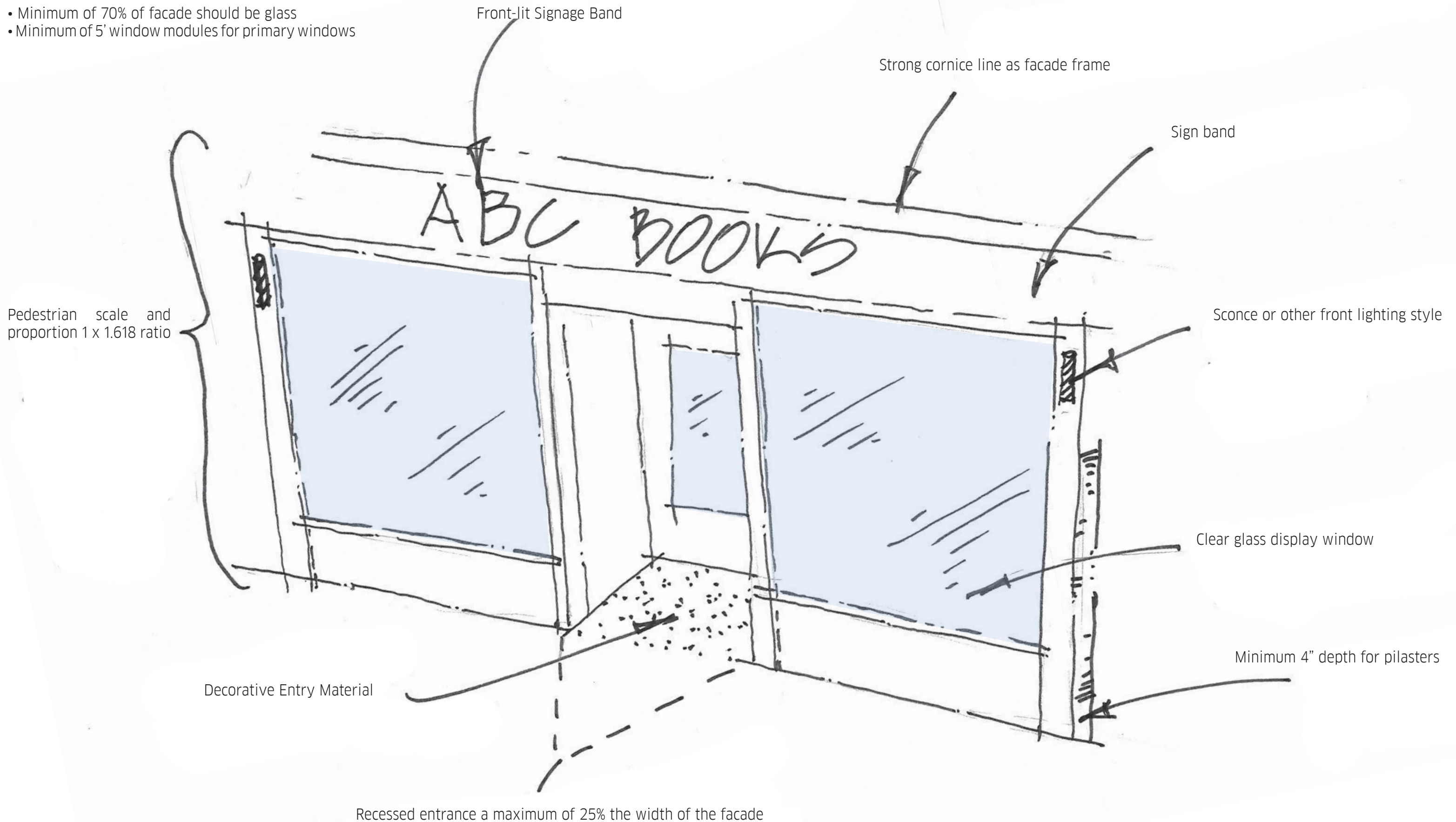
Retain Areas off  
of Sidewalk for  
Merchandise

## Preferred





- Minimum of 70% of facade should be glass
- Minimum of 5' window modules for primary windows





## 7 : Facade Improvement Guidelines - Grant Application, Approval, and Reimbursement Process

### Application Process:

1. Determine if your property is in the Downtown Façade Improvement Area.
2. Download an application form from [www.campbellriver.ca](http://www.campbellriver.ca) or pick-up from City Hall
3. Submit a completed application to Campbell River City Hall or email to: [planning@campbellriver.ca](mailto:planning@campbellriver.ca)

### Applications Reviewed by Program Committee:

4. Applicants will be advised in writing if the request has been approved, refused, or approved with conditions.
5. Performance Agreements are made between the successful applicants and the City of Campbell River.
6. After project completion, the applicant must submit:
  - List of expenses and all receipts for project
  - Notice stating "Performance Agreement" has successfully been completed and paid in full
7. After the improvements are completed, and verified, a cheque is issued as per the Performance Agreement.