

# Downtown Renewal Grant Design Guide



## How To Use This Guide

This Design Guide is intended to support applicants in developing façade, signage, and site improvements that contribute to a safe, welcoming, and visually cohesive downtown. The guidelines outline preferred design approaches rather than strict requirements and should be used to understand the overall intent and qualities the City is seeking to encourage through the Downtown Renewal Grant Program. Not every guideline will apply to every project, and flexibility is expected based on building type, site conditions, and project scope. Applicants are encouraged to use the text and graphics as a reference when designing their project and preparing grant applications, and to discuss proposals with City staff early in the process to confirm eligibility, identify required permits, and ensure alignment with the program's objectives.

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

- Glazing is encouraged to be maximized using clear, un-tinted glass to maintain visibility between storefronts and the street.
- Storefront windows should be tall with a minimum of 9 feet, and greater heights preferred where feasible.
- Visual obstructions such as metal bars, signage, coolers, and shelving units should be minimized or avoided along the inside face of storefront glazing to support transparency.
- Recessed entries should be well-lit and welcoming. Special surface treatments at sidewalk level, such as one-inch mosaic tiles, are encouraged to enhance entrance design.
- Patio areas are encouraged where railings maintain openness or are constructed of transparent materials such as glass to preserve views into storefronts. Railings are not intended for signage.
- Upper level windows should be sized and spaced to relate to the vertical rhythm established by ground floor storefronts.

Downtown Campbell River is characterized by a fine-grain, small-scale pattern of street-level storefronts. This vertical rhythm is encouraged to extend upward so that upper-storey windows generally align with the placement of ground-floor businesses, particularly on buildings with multiple storefronts. Aligning windows and using colour to reinforce this vertical pattern helps maintain a cohesive, pedestrian-friendly streetscape. Upper-story window sizes may vary, provided they generally relate in scale, spacing, and location to the established street-level rhythm.

No



Better



Yes







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.



NOT THIS

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



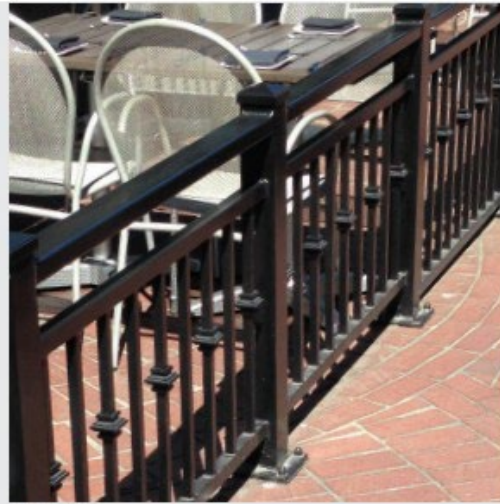
NOT THIS

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



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.



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.



## 2: Façade Improvements - Materials



- Wall materials selection may include wood, metal, concrete, brick, cement board, and glass.
- Storefront glazing should be wood, steel, or aluminum framed.
- Linear materials are encouraged to be oriented horizontally to reinforce pedestrian scale and continuity along the street.

## 3: Façade Improvement - Weather Protection

- Canopies or awnings are recommended on all storefronts to provide continuous weather protection and improve pedestrian comfort.
- Weather protection should extend a minimum of approximately 5 feet 9 inches from the building face, with a minimum ground clearance of 9 feet.
- Fixed canopies should be steel and glass. Wood may also be considered where beams remain visually light and additional structural support is provided above rather than below the canopy.
- Fabric awnings should be either retractable or fixed.
- Fixed awnings should be mounted on steel or aluminum frames with a flat, angled slope.



## 4: Façade Improvement - Colour and Murals

### 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



- Building facades are encouraged to use solid, clear colours that align with warm, West Coast character (see suggested colour palette above).
- Accent colours should compliment the primary building colour or use white to provide contrast and clarity (see suggested colours to the right).
- Storefront doors and window frames are encouraged to be finished in the natural colour of chosen material.

### Mural Definition

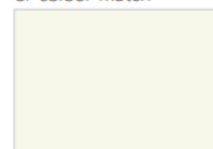
For the purposes of the Downtown Renewal Grant Program, a mural is defined as any large-scale artwork, painting, or mosaic that is located on the exterior wall of a building. The following guidelines establish basic criteria while supporting artistic creativity and expression.

### Mural Design Criteria

- Murals are not obligated to follow the established colour palette for buildings.
- Content including profanity, hateful language, or depictions of violence or weaponry is not supported.
- Murals should not function as advertising and should avoid including business names or explicit depictions of products sold on the premises.
- Murals are encouraged to be visually engaging, graphic rich, and should avoid lengthy text or quotations.
- Artist signatures may be included but should remain modest in scale.
- Murals are not required to directly reference the Campbell River community and may include abstract patterns or impressions.
- Murals are encouraged to contribute positively to the character of the community through aesthetic quality, artistic merit, and to avoid depictions of the macabre.
- Murals may be located on any exterior, unglazed wall and are encouraged to be visible from the street.
- Where murals include lighting, the lighting strategy should be subtle, focused on the artwork, and designed to minimize light spill.

### Accent Colours

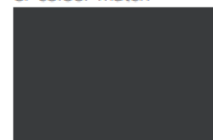
Benjamin Moore  
2146-70  
or colour match



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.

## 5: Signage

Signage plays a key role in contributing to a pedestrian-friendly, visually cohesive downtown. Well-designed signage is encouraged to be modest in scale, integrated with building architecture, and reflective of Campbell River's West Coast character. All signage must comply with the City's Sign Bylaw (3852), which regulates the permitted number, size, type, form, appearance, and placement of signs.

### General Design Principles

 sense of scale	Signage scale should reflect its context. The scale of each sign should prioritize its intended audience.
 unique character	Signage should have an aesthetic that promotes the West Coast character of Campbell River and its unique Districts.
 durable + practical	Signage design and materiality should respect the climatic conditions of Campbell River.
 wayfinding + illumination	Ease of use, contrast and legibility of signage should be considered. Spot lighting is preferable to backlit signs or box signage.
 diversity of form	Signage form should consider adjacent context and may include projecting signs, wall painted signs, hanging board signs, signs suspended from canopies, banners, blade signs, flush-mounted fascia signs, window signs, and sandwich boards.
 commercial interface	Signage should meet objectives of business frontage, identify business type and address, while respecting the interaction with the pedestrian realm.

- Signage is encouraged to be scaled primarily for pedestrians rather than vehicles.
- Signs should complement the building façade and reinforce architectural features rather than obscure them.
- Simple, clear messaging is encouraged to reduce visual clutter.
- A limited number of signs per storefront frontage, typically no more than two primary signs, is encouraged to maintain clarity and legibility.



- a fascia
- b wall
- c projecting
- d awning/canopy
- e directional

### Sign Types and Placement

- Preferred sign types include fascia signs, projecting (blade) signs, awning or canopy signs, and modest window signage.
- Using a combination of one sign oriented parallel to the façade and one projecting sign is encouraged to improve pedestrian visibility.
- Signage is encouraged to be located at the ground-floor level and aligned with storefront features such as sign bands, awnings, or entries.
- Signs should avoid obstructing windows, doors, or required sidewalk clearances.

## Materials and Construction

- Signage is encouraged to use durable, high-quality materials such as wood, metal, glass, or individually mounted lettering.
- The use of plastic sign boxes, fibreglass, plywood, particle board, or similar low-durability materials is discouraged.
- Exposed wiring, fasteners, and mounting hardware should be minimized or concealed where feasible.

## Colour and Graphics

- Sign colours should be coordinated with the building façade and surrounding streetscape.
- Limited colour palettes are encouraged to improve readability and visual cohesion.
- Symbols or graphic elements may be used where appropriate to assist with wayfinding or storefront recognition.

## Lighting

- Front-lit signage is encouraged.
- Subtle halo lighting or neon may be considered where it is integrated into the overall sign design.
- Bright, flashing, or internally illuminated box signage is discouraged.

## Storefront Transparency

- Signage should preserve transparency into storefront windows.
- Window signage should remain modest in scale and should not block views into retail spaces.

## 6: Crime Prevention Through Environmental Design (CPTED)

Crime Prevention Through Environmental Design (CPTED) uses thoughtful site and building design to help reduce fear, discourage criminal activity, and support safe, active public spaces. CPTED strategies are most effective when integrated into façade, lighting, landscaping, and site design, and should support both safety and overall urban design quality.

The following guidelines reflect the four CPTED principles, natural surveillance, access control, territorial reinforcement, and ongoing maintenance.

### Natural Surveillance

Designs are encouraged to maximize visibility into and around buildings to support natural surveillance.

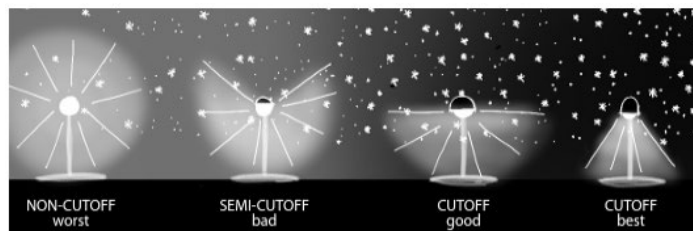
- Windows and doors are encouraged to face streets, sidewalks, pathways, and other public areas.
- Clear, un-tinted glazing is encouraged to support views into interior spaces.
- Building entrances should be clearly visible from the street and well-lit.
- Lighting should be designed to reduce shadows and dark areas, particularly near entrances, alcoves, and along pedestrian routes.
- Landscaping is encouraged to remain low or high-canopied where appropriate to avoid creating hiding places or visual barriers.



### Lighting

Lighting plays a key role in improving visibility, comfort, and perceived safety.

- Exterior lighting is encouraged to provide an even wash of light and avoid areas of high contrast.
- Downward-directed, shielded fixtures are encouraged to minimize glare and light spill.
- Decorative and security lighting should be vandal-resistant and appropriate to the building and streetscape.
- Lighting design is encouraged to consider night-time use of outdoor spaces, including fixture type, placement, and intensity.
- Energy-efficient lighting and the use of timers or controls are encouraged.



*this.*



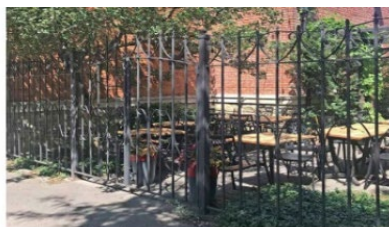
*(not this.)*

*Sculptural signs are encouraged, and internally-lit plastic box signs are strongly discouraged*

### Access and Territory Definition

Design elements should clearly communicate ownership and guide how spaces are intended to be used.

- Entrances and exits should be clearly defined through architectural features, lighting, signage, or decorative treatments.
- Celebrated entryways, public art, or architectural detailing are encouraged to reinforce a sense of ownership and care.
- Wayfinding signage is encouraged to be legible, well-located, and oriented to pedestrians.
- Street numbers and unit numbers should be clearly visible from the public realm and made of durable materials.



*Security gates must maintain transparency and complement the site and architectural design*



### Landscaping and Site Design

Landscaping should support safety, visibility, and ease of maintenance.

- Plantings are encouraged to be selected and placed to maintain clear sightlines near doors, windows, pathways, and seating areas.
- Trees and shrubs should be regularly maintained and trimmed back to avoid obstruction.
- Inappropriate or overgrown vegetation is encouraged to be removed and replaced with CPTED-supportive planting.
- Ground-level patios and outdoor areas are encouraged to maintain visual transparency through railing or design choices.

## Building Features and Security Elements

Security features should be integrated with overall building design.

- Doors and windows are encouraged to be constructed of durable materials and fitted with appropriate locking hardware.
- Alcoves and recesses are encouraged to be well-lit and designed to minimize concealed spaces.
- Decorative gates or access controls may be used where needed and are encouraged to maintain transparency and complement building design.
- Security hardware, where visible, should be integrated to minimize visual clutter.

## Surveillance and Technology

Where used, electronic security measures should support, not replace, good design.

- CCTV may be considered at building entrances or in areas with limited sightlines.
- Alarm systems and electronic access controls may be incorporated in higher-risk areas.
- Security technologies are encouraged to be discreet, well-placed, and coordinated with overall site design.



## Surrounding Property Areas

Design attention should extend beyond the building façade to adjacent spaces.

- Parking areas are encouraged to provide clear visibility and may include mirrors at blind corners where appropriate.
- Pedestrian and vehicle circulation signage should use simple graphics, strong colours, and standard symbols.
- Garbage and recycling areas are encouraged to be screened, lockable, and designed to limit opportunities for concealment while allowing practical access.
- Public furniture is encouraged to use graffiti-resistant materials and align with downtown streetscape design elements.