



Downtown St. George

# DESIGN GUIDELINES

Final | March 2019

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## Appendix A: Design Guidelines Checklist

# 1 INTRODUCTION

## 1.1 BACKGROUND

The Downtown St. George Design Guidelines is a tool to guide improvements to the built-form condition of the downtown area, promote quality development, and respect the established character of the community. These guidelines will help guide revitalization and redevelopment projects in the core area of St. George, and will be implemented principally through the Community Improvement Plan (CIP) to which this document is a companion. The design and improvement of public realm elements, such as a Streetscape Master Plan, should also consider these Guidelines. This document reflects the existing community conditions in 2018 and best practices, in conjunction with the newly developed Downtown St. George CIP. This document is principally intended to support implementation of the Community Improvement Plan.

## 1.2 VISION AND CONTEXT

Downtown St. George serves the needs of both the local community and the broader travelling public and residents who rely on the shops, services, and amenities in St. George. There is a mix of old and new buildings along the main street area, with generally consistent building facades and animation along the sidewalk. The proximity of Downtown St. George to the surrounding residential neighbourhoods means that pedestrian connectivity is imperative to create a thriving core. There is a real potential to achieve a great pedestrian-scaled experience in Downtown St. George, provided that streetscape and public realm improvements are complemented by private property improvements that are consistent with these guidelines.

The Downtown St. George Community Improvement Plan establishes a vision for Downtown St. George, which is restated as follows. Downtown Burford will be:

- Quaint, friendly and welcoming;
- Historic and branded to be recognizable;
- A beautiful destination with renowned unique shops, restaurants and shops;
- Walkable to residents of the village of St. George and a destination for cyclists;
- Safe, accessible, and barrier-free;
- A strong pedestrian experience, with cohesive design, ample green space, and safe crossings;
- Well-maintained, clean and exhibits great community pride.

## 1.3 GOALS AND OBJECTIVES

The vision statement represents a broader goal for the Community Improvement Plan and Design Guidelines. To support the implementation of the vision, specific goals and objectives are established for Downtown St. George in the Community Improvement Plan, and restated as follows:

1. **Goal #1:** Create a welcoming and quaint destination within Brant County for residents and tourists alike.

- **Objective:** Ensure that improvements in Downtown St. George are consistent with Design Guidelines that define and reflect the historic character of the community.
  - **Objective:** Encourage the conservation of historic resources in the community through the application of Design Guidelines and the appropriate scale and form of infill and development.
  - **Objective:** Identify enhancements and wayfinding features to existing gateway features as part of a future streetscape master plan.
  - **Objective:** Address parking supply challenges (as outlined in the Community Improvement Plan).
  - **Objective:** Create a recognizable “brand” for Downtown St. George.
2. **Goal #2:** Conserve heritage buildings and set out a high standard for future improvements which contribute positively to the unique character of St. George.
- **Objective:** Implement Design Guidelines, specific to St. George, that protect historic character and architectural elements and building materials as a fundamental component of program eligibility in the Community Improvement Plan.
  - **Objective:** Advance a Streetscape Master Plan which further enhances the historic character of the community and complements private property improvements towards a unified historic theme.
  - **Objective:** Ensure that improvements incited by the Community Improvement Plan meet the design criteria, and encourage property owners to exceed the minimum expectations.
3. **Goal #3:** Provide for a suitable amount of parking in the core, as determined through a parking study to explore how to best address the parking supply constraints, and act on the recommendations to improve parking in the Downtown.
- **Objective:** Complete a parking study, which specifically identifies vehicular parking supply and demand challenges based on actual observed parking area inventory and usage, and recommends feasible and appropriate approaches to overcome the challenges.
  - **Objective:** Consider a range of different potential parking area improvements, including improved signage, connectivity and other “soft” improvements which can help promote efficiency in the use of existing parking areas.
  - **Objective:** Implement incentives for private parking area improvements to increase off-street parking supply and improve the efficiency and use of private off-street parking.
4. **Goal #4:** Promote a pedestrian-friendly streetscape, which encourages walking and exploration.
- **Objective:** Establish a Streetscape Master Plan that contemplates pedestrian-friendly improvements, such as improved sidewalks, crossings, connectivity to

- public parking areas, lighting, shade, and establish streetscaping standards that are accessible to the needs of all persons.
- Objective: Promote landscaping improvements to buffer parking areas and create shade.
  - Objective: Consider wayfinding and gateway features that encourage visitors to explore the community on foot.
5. **Goal #5**: Facilitate appropriate infill and intensification in Downtown St. George, and bring new residents directly into the core area.
- Objective: Establish incentives to promote appropriate infill and redevelopment, which is consistent with the historic character of the community.
  - Objective: Set out design guidelines that will guide infill and redevelopment and provide for a high standard of design.
  - Objective: Ensure that infill and intensification can be serviced.
6. **Goal #6**: Capitalize upon anticipated growth in St. George and further strengthen the Downtown's role as the commercial and cultural focal point of the community.
- Objective: Provide incentives to facilitate the growth of new commercial space and mixed uses, and enable appropriate conversion of existing space in the core area which will meet the needs of existing and future residents as well as tourists.
  - Objective: Address parking issues and improve connectivity to maintain a high degree of accessibility and ease of access to the Downtown, to ensure that future residents can conveniently shop downtown on a regular basis.
7. **Goal #7**: Support tourism in St. George and the growth of unique businesses.
- Objective: Set out incentives to encourage adaptive reuse of commercial buildings, to promote greater flexibility and reduce the barriers to entry for new businesses to locate Downtown.
  - Objective: Provide incentives to promote and encourage high-quality exterior improvements (façade and signage) as part of new proposed businesses and also to support retention and expansion of existing businesses.

Goal #1 (Objective 1), Goal #2 (Objective 1) and Goal #5 (second Objective) all reference these guidelines, which play an important role in ensuring that future improvements are beneficial and contribute positively towards the vision for Downtown St. George.

## 1.4 ROLE OF THE DESIGN GUIDELINES

The recommendations found within this document address the existing and future character of the built environment, landscaping and open spaces, existing architectural elements, and the use of materials. This document outlines best design practices, and includes guidelines that may be implemented through the Community Improvement Plan. These guidelines are intended to be applicable to both the improvement of existing buildings and to guide the suitable design of new buildings.

As the best practices outlined in the document become common practice, they will evolve. The examples shown in the document provide one example of how the guidelines can be applied, and are not intended to exclude alternative developments that meet their intent.

The document is intended to assist the County of Brant, building owners, businesses, developers and the public with clear tools to guide the design of renovation and redevelopment projects within the downtown area. Principally, this document is intended to assist the County in evaluating the design merits of a financial incentive application under the Community Improvement Plan.

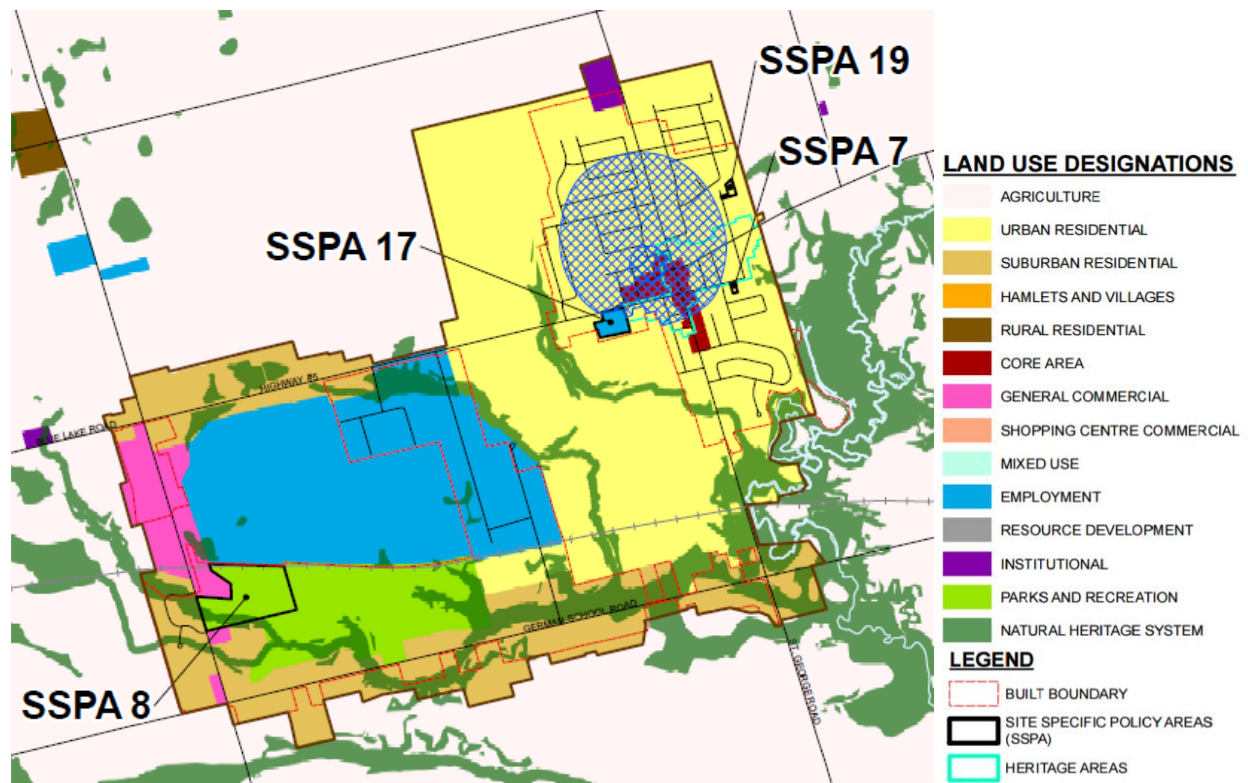
## 2 REVIEW OF DOWNTOWN ST. GEORGE

Downtown St. George is situated at the junction of Beverly Street and Main Street. The downtown core is focused along Main Street, with low-rise historic core commercial buildings fronting onto the sidewalk. The purpose of this section is to provide an assessment of existing conditions of Downtown St. George – its buildings and public realm elements. The content of this section builds upon the Background Report created in relation to the Downtown St. George Community Improvement Plan.

### 2.1 LAND USE

The St. George Settlement Area is identified in the County of Brant Official Plan. The Plan further designates St. George’s downtown core as “Core Area”, while a “Heritage Area” designation extends beyond the core area. The core has a healthy mix of retail, business services, service commercial, residential, and institutional uses, which help establish a complete community. Outside of the core commercial area of St. George is a highway commercial strip along Highway 24 which may compete for commercial activity with downtown.

Opportunities for new residential and commercial development that is in line with the historic downtown heritage character is encouraged in Downtown St. George. Along the south side of Beverly Street, there is residential infill and reuse potential. However, the availability of municipal servicing may limit ability for infill and redevelopment within St. George in the short term.



St. George Land Use Plan (Schedule A-2, County of Brant Official Plan)



Examples of heritage buildings in Downtown St. George

## 2.2 PUBLIC REALM

Enhancing the public realm in Downtown St. George presents a strong opportunity for the community. While there is limited existing public spaces, benches, planters, and vegetation along Main Street help create a visually attractive and unique pedestrian environment. A memorial parkette is located on the northeast corner of Main Street and Beverly Street, while Snowball Park is situated along Beverly Street, west of the main corridor.

### Common Public Elements

Common public elements include paving, light posts, garbage receptacles, benches and landscaping. There are some examples of these amenities being provided along Main Street. The condition of other public elements includes:

- The right-of-way is paved with asphalt, while the sidewalks are standard concrete.
- Benches are dispersed along Main Street.
- There are few on-street trees along Main Street, however, planters and private-property vegetation are found along Main Street
- There are limited pedestrian crossing facilities.



Pedestrian crossing facilities, amenities and public open space in Downtown St. George

## Parking

The core area has existing on- and off-street parking along the major corridors. The existing facilities will benefit from consistent wayfinding signage and parking stall demarcation to optimize its potential use. As identified in the Background Report, residents have noted a lack of parking supply in the core, which is to be confirmed through a parking study, as recommended in the Community Improvement Plan.



*On-street parking and off-street parking examples*

## Walking and Cycling

There are sidewalks along Main Street and Beverly Street, although the sidewalks are somewhat narrow in some areas. There is also a lack of marked pedestrian crossings and disconnected sidewalks is a barrier to connectivity. There is no dedicated bicycle infrastructure in the core, and limited bicycle parking available.



*Existing sidewalks and crossings*

## 2.3 EXISTING BUILT FORM AND ARCHITECTURAL MAKE UP

The core of Downtown St. George is comprised of a varied mix of heritage buildings, such as the St. George Old Mill, and newer commercial buildings. The well-maintained historic buildings along Main Street can serve as a precedent for future improvements. Building styles take on a variety of forms. Most of the buildings in the core are two storeys, but there are some one- and three-storey buildings.

Further, most buildings have flat roofs, but there are a few buildings with gabled roofs and one building with a mansard style roof.



*Built form consistently frames the street edge, while building heights vary from one to three storeys*

Redevelopment and property improvements over the years has generally been consistent, and has been carried out with a mix of higher quality original and economical non-original building materials. A mix of brick, siding, and stucco dominates the built form along Main Street. The colour palette, fenestration, entryway treatment, and building materials vary greatly between buildings. Generally, buildings are in a good state of repair in Downtown St. George.

Signage, left to the discretion of individual owners, does not always utilize the horizontal sign band above the first floor and therefore, creates a visual inconsistency and a lack of harmonizing linear elements between buildings. A mix of styles, fonts, and materials have been employed for business signage.



*A mix of architectural styles, signage locations and building materials can be found in Downtown St. George*

### 3 DESIGN GUIDELINES

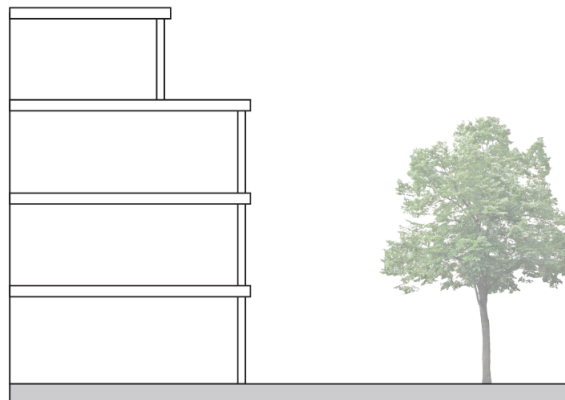
Based on an audit of existing character in Downtown St. George, and a review of relevant policies of the County’s Official Plan, these design guidelines have been developed to assist businesses, developers, building owners and the County of Brant with updates to existing properties and future developments. By using this resource, buildings will benefit from adhering to the unique character of the downtown area by creating an attractive aesthetic for their building/business.

#### 3.1 HEIGHT

Building heights in the core area should show regard for the heritage buildings in St. George and the established heights and roofline. New buildings, building additions, and redeveloped buildings should adhere to a maximum building height of 2-3 storeys (2 storeys being preferred). While there are examples of one storey buildings, redevelopment and improvement should seek to address a preferred form of 2-3 storeys. Buildings above 3 storeys are not preferred by these guidelines, and building height should be similar to the established heights. Where buildings over 3 storeys are permitted by the zoning and Official Plan and considered appropriate in the context of the site, stepbacks should be employed to ensure that the character of the streetscape is framed by 2-3 storey façades.



*A 2-3 storey building height is preferred in Downtown St. George*



*Buildings above the third storey, where permitted, should be stepped back*

### 3.2 SETBACKS

New buildings, building additions or redevelopment should ensure that the building is located close to the sidewalk (a 0-3 m front yard setback). All new buildings and additions along Main Street are encouraged to be built to the front and exterior side lot lines to encourage a more continuous streetwall and maximum building frontage. As much as possible, a continuous streetwall is recommended, with minimal breaks to provide access where it is necessary. Where relevant, the historic setbacks should be maintained when a building is reconstructed or redeveloped.



*New buildings should be consistent with the historically established setbacks*

### 3.3 PARKING, LANDSCAPING AND VEHICULAR ACCESS

The location and format of access and parking areas plays a significant role in shaping the look and feel of the streetscape.

- As much as possible, parking should be located in the rear of the lot, behind the building, to emphasize the building at the street edge. Parking in the exterior side yard is not supported by these Guidelines.
- New parking areas within the interior side yard should only be contemplated on side streets and should not face Beverly Street West or Main Street South, in keeping with the current pattern of development. Parking areas in the interior side yard facing Main Street South are generally not supported by these guidelines. Efforts should be made to improve any existing parking areas which face the street, including the use of public amenities (benches) as well as vertical elements (trees, decorative fencing, other landscaping) to help soften the gap in the street wall.
- Landscape buffers should be used between sidewalks and parking areas, except where driveways are required. Landscape buffers should be defined with curbing, stone or be in a permanent, raised planter. Trees are encouraged as part of the landscape buffers.
- Vehicular access to properties from side streets and Beverly Street (where applicable) is preferred over access from Main Street.

- Consolidated access between multiple sites is encouraged. The County should request an easement whenever site access is consolidated, to provide for rear access.
- Access from Main Street should be minimized as much as possible in terms of the width of driveways and number of driveways.
- A driveway's crossing over the sidewalk should be minimized and mirrors can be used to assist drivers and safety.



*Rear parking is preferred; side yard parking, where necessary, should be landscaped (examples from Paris)*

### 3.4 FAÇADE ARTICULATION

The articulation of the building façade plays a significant role in the pedestrian experience along a street. Employing some of the façade elements utilized by buildings in the downtown area will help to promote the area's character by maintaining a rhythm of openings, recesses, projections and vertical and horizontal lines.

- For any historic buildings, the priority for façade articulation is on preserving or restoring original façade elements, based upon historic documentation (photographs), and investigation of the building through restoration works.
- Larger buildings will typically be divided vertically into symmetrical façade units referred to as “bays”. New buildings should maintain narrow bay widths in order to reinforce the rhythm of the historic fabric. The vertical divisions between the bays may be demarcated using construction elements such as masonry coursing, changes in materials, changes in colour, projecting piers, pilasters or columns.
- Buildings will typically be divided horizontally into storeys that accommodate different uses - retail uses and service commercial on the ground floor with the upper storeys containing a mix of office and/or residential uses. Each storey may be horizontally demarcated on the building façade through the use of projecting mouldings, intermediate cornices, changes in material, changes in colour and masonry coursing.
- Cleaning of buildings should occur in a non-destructive manner. Sand blasting and high-pressure water blasting or excessive acid washes should be prohibited. Any form of blasting

can be detrimental for older masonry. Alkali washes can be used if the pH is similar to the substrate.

- Wood should be repaired rather than replaced as much as possible. Replacement, if necessary, should use the same material. Modern aluminum or vinyl replacement should not be used.
- Appropriate brick and masonry repair should be undertaken using proper materials and methods. Removal of old mortar should be performed with hand tools only and existing masonry should never be sealed. Appropriate lime formula should be used with mortar mixes matching original colour and sand. Modern mortars cause damage to older masonry.
- When possible, concealed elements (i.e. transoms that have been bricked in) should be re-introduced to the building façade.
- The introduction of a strong horizontal cornice and sign band (entablature) above shop windows would immediately improve the overall impression of the streetscape. Approved signage would consist of painted signage, cut-out lettering mounted on a flat panel within this described area.
- New shop windows shall allow for display of stores' products. Opaque or poster-covered windows should not be used.
- The introduction more traditional lighting methods such as gooseneck lamps or subtle projected lighting is preferred. Backlit signage/awnings, up-lighting would not be acceptable.
- To minimize energy use but encourage all evening storefront lighting, energy efficient lighting fixtures, including LED lighting, should be integrated in shop windows to be left on in evenings for pleasure of "window shopping" pedestrians and to assist street lighting.
- Display windows of businesses that have nothing to display can be an opportunity for artists, non-profit agencies or others to display and promote events, etc.
- A pre-approved colour program can be instituted so as to establish in the long-term a unified palette. This could include a heritage palette of colours available from many paint stores.
- Entrances for spaces located above the main floor should be designed as welcoming elements that complement the façade of the building. Appropriate lighting can be used to improve the aesthetic and promote crime prevention.



*Restoration of brick/masonry and use of complementary colours and trim is key (examples from Perth, Ontario and Ayr, Ontario)*



*Separate articulation of storefronts/bays and windows add visual interest (examples from Erin, Ontario and Ayr, Ontario)*

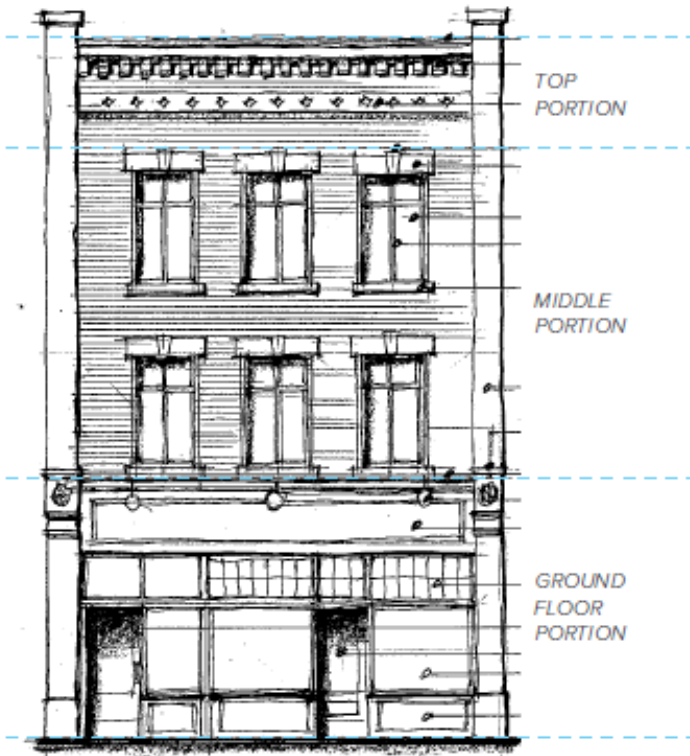
For reference, the illustration below identifies elements of a heritage façade. However, it is recognized that architectural styles vary in St. George so the elements shown in the illustration may not be applicable or appropriate in all cases.



Typical heritage façade elements

### 3.5 FAÇADE COMPOSITION

New buildings should respect the rhythm of bay sizes of the heritage buildings. Larger buildings should be designed into bays. The narrow bays are good for storefronts and create an appropriate scale for development. The façade of new and/or updated buildings should have a sign band cornice matching the height of its nearby established structures. Roof cornice lines and floor lines should be compatible with their neighbours.



**Top Portion consists of:**

- Upper Cornice
- Parapet

**Middle Portion consists of:**

- 2-3 storeys
- Symmetrical windows
- Intermediate cornice

**Mixed Ground Floor Portion consists of:**

- Store front with signage and lighting
- Primary entrances
- Taller ceiling heights
- Defined by lower cornice or entablature

*Typical heritage façade composition*

### 3.6 WINDOWS AND DOORS

Windows and doors provide a major source of interest to a façade. For heritage buildings, they are an important component of the historic character.

- Original windows should be repaired and restored. Original wood windows, even single glazed, can, with appropriate restoration, perform as well as modern replacement windows. Proper caulking, installation of storms and weather stripping can allow existing windows to perform well thermally.
- If it is necessary to replace a window, the replacement should replicate existing window configurations.
- In historic buildings, wood frame windows are preferred, but vinyl/aluminum will be accepted in all cases.
- For new buildings, vinyl and aluminum windows are acceptable.
- The proportion of the window areas in a new building's facade with respect to the size and pattern of the windows should reflect those observed in the existing heritage buildings.
- Windows and doorways should be framed and articulated with suitable materials (wood) and an appropriate complementary colour.
- If there are two window proportions on either side of a new building, the new building should adhere to the one that is more prevalent in that street wall/block.
- Shutters around upper storey windows are encouraged where they have been used historically or where it fits the character of the building. The colour and treatment of shutters should be complementary to the overall colour scheme of the façade, providing an accent.
- Where practical, building entryways should be levelled with the sidewalk to minimize physical barriers and improve accessibility.
- Entryways should address the sidewalk. Entryways from a parking lot should be secondary to the principal entryway from the sidewalk.
- Windows other than shop fronts should be punched openings (i.e., window openings in block or stone wall that are surrounded by window framing, rather than a curtain wall, which consists of aluminum and glass and spans multiple floors) similar in proportion, grouping and arrangement as those in existing historical buildings.



*Examples of wood framed windows used in historic buildings (examples from Spencerville, Ontario)*

### 3.7 ROOFS

In Downtown St. George, the majority of roofs are flat, contributing to a sense of unity amongst architectural styles. However, there are examples of other roof styles. Roofs of new buildings are recommended to be similar to adjacent buildings and the established roofline. Rooftops can include open space balconies and/or roof terrace green roofs in new structures where roof loading can be designed to accommodate these uses.

Rooftop additions for equipment on top of new buildings should be set back far enough from the front or exterior façades so as not to be seen from the sidewalk on the opposite side of the street. If this setback is not possible, rooftop equipment should be screened using appropriate building materials, parapet designs and façade treatments.



*St. George has a mix of roof styles, but principally flat roofs*

### 3.8 FAÇADE MATERIALS

New buildings should have, as their fundamental cladding, brick, limestone or granite – to match or complement the historic buildings of St. George.

Wood siding is less common in Downtown St. George, but is applied on a few buildings. Wood siding is an appropriate building material, especially if it had been used historically on the building. Where applied, siding orientation should be consistently applied across the façade (vertical or horizontal), and its colour should be complementary to other building façade elements. Wood detailing and framing around doors and windows is strongly recommended to articulate these elements.

All exterior building finishes should be durable, easy to maintain and reflect a high quality of workmanship. The rear of the building or any exposed sides should be finished in similar materials as the principal street façade, though usually with fewer decorative elements.

Colour schemes for the new buildings should generally draw upon heritage colour palettes as available at many paint stores. However, where there is historic information about colours (e.g., photographs or other documentation), the restoration and application of historically used colours is preferred.

Modern façades should consider an attention to scale, massing, and proportion that elevates the character of the existing heritage buildings. Materials recommended for exterior cladding include:

- high quality clear or lightly tinted glass curtain wall
- wood
- solid-coloured brick
- natural or synthetic stone
- architectural pre-cast concrete blocks/panels
- smooth stucco, in limited areas of the main façade, and for side walls, rooftop additions

Building finishes and accents should include steel, copper, aluminium and/or metal panels and painted or natural wood. Materials should not include:

- synthetic siding systems
- mirrored/heavily tinted glass panels
- unadorned concrete block
- textured stucco
- extensive use of stucco on the front façade
- decorative marble or granite tiles unless used as an accent

Generally, the selection and composition of materials should be respectful of historically used materials in the core of Downtown St. George, and they should complement one another on the façade. A mix of different, non-complementary materials and colours is not desirable.



*The priority for façade improvements should be on restoring original materials for heritage buildings*

### 3.9 LIGHTING

Nighttime light sources mounted on private buildings must consider the impact that lighting has on the pedestrian realm and overall aesthetic of Downtown St. George.

- Fixtures should ensure that the design, location, intensity and emitted colour are appropriate for the traditional aesthetic of the downtown area.
- The lighting should be low-light, LED lighting that illuminates only the signage band with no up-lighting or backlit lighting.
- LED lighting should have a Kelvin rating of between 3100 and 6000 which will provide a white type of light versus red or blue.

- Building lighting is not a replacement for street lighting and should be of a style that is in keeping with the building character. Recommendations include fixtures that are appropriate to the architecture or that are contemporary within historical/traditional context.

### 3.10 AWNINGS

Historically, many businesses used fabric awnings to offer protection from sun, rain and snow. The use of appropriate fabric awnings is encouraged in accordance with these guidelines.

- Awnings and canopies should be designed to match the main structural elements of the lower façade. They should also match the overall design of the storefront.
- The fabric itself should be a traditional colour, made of a durable fabric material, and installed in a manner that does not alter the overall building's design. They can either be a solid colour or a simple pattern.
- Fabric awnings are preferred. Bubble-style awnings and permanent awnings designed with economical materials should be avoided (e.g., fibreglass or corrugated steel). Where awnings are a permanent element of the façade structure (there are some in St. George), they should be treated with materials that are complementary to the overall façade with consideration made to utilize the awning for appropriate signage in accordance with these guidelines.
- A single style of canopy or awning should be used for the length of the building's façade, regardless of how many actual storefronts exist within the frontage.
- Awnings should only be used for the business branding and cannot be used for advertising or promotional signage.



*Fabric awnings which complement the façade are preferred (example from Erin, Ontario)*

### 3.11 MURALS

Murals can be used to add sense of place through the referencing of historic persons, places or events in a community.

- Murals should be limited to the side wall or rear wall.
- Murals should reflect historical places, events or persons in the community.
- Murals should be appropriate for the building, particularly to break up a façade that lacks interesting building materials or architectural treatment.



*Murals provide opportunity to add sense of place through recognition of historic places or events (examples from Dunville, Ontario [left] and Paris, Ontario [right])*

## 4 SIGNAGE GUIDELINES

It is recognized that businesses within the downtown area should be able to identify themselves through individually distinct and recognizable signage. It is equally important that the quality, scale and style of signage be reflective of the area's character and aesthetic. The following are guidelines that should be applied when adding new signage or upgrading existing signage. These guidelines will apply to both existing and new buildings.

### 4.1 POLICY AND IMPLEMENTATION

- Implement the existing sign by-law which is designed to complement the character of Downtown St. George.
- In accordance with the County's Sign By-law, an applicant who applies for community improvement plan incentives are not required to comply with the Sign By-law. However, these Guidelines will apply.

### 4.2 CONTENT

- Signs with removable letters or those which are movable should not be used.
- Window signs should be limited to 25% of the window size and should not block the view of displays in windows.

### 4.3 LOCATION

- As a general guideline, to avoid having numerous signs and resulting visual clutter, signage should be principally limited to one primary sign and one secondary sign for each business, as described by these guidelines. Flexibility in this approach may be considered for larger façades and buildings.
- Signage on existing buildings should be limited to the sign band as shown in the fascia or entablature sign. Branding can also be applied to an awning if it acts as a permanent element.
- Where there is no sign band, the preferred primary signage location is above the principal building entrance. Further, signage should generally be aligned horizontally with signage used on neighbouring buildings where neighbouring signage meets these guidelines.
- A secondary sign can include lettering on a window, a hanging sign, or portable sign:
- Portable signs (i.e. – sandwich boards) can add life to the street, but these signs must be located so as not to interfere with pedestrian travel areas. It should also be of a traditional quality construction, not plastic markerboard.
- Hanging signs should be located above the primary entrance.
- Window lettering should not impede window shopping.
- New buildings should incorporate signage to be an integral feature of the building façade, rather than a dominating overlay feature.



Example of Well Proportioned Signage in St. George

#### 4.4 SIGNAGE DESIGN AND MATERIALS

- Signage should be primarily oriented for pedestrian activities (orientation and as non-obstacles), and give secondary consideration to vehicular needs (orientation and visibility).
- The primary signage for the building should be located on the entablature (the horizontal band that separates the storefront windows from the upper facade) or on the awning if it is an existing permanent feature.
- Signs that incorporate colours that are not included in a heritage palette are discouraged.
- The surface area of the signage band (fascia or entablature sign) should not exceed 15% of the storey's wall area.
- Sign lettering, graphics and colours should be visible from an appropriate distance based on the function and location of the sign.
- The text font should be easily legible, be non-reflective, and be of a strong contrasting colour to the background.



Examples of high-quality signage found in Paris, Ontario and Perth, Ontario

## 4.5 LIGHTING

- Only externally lit signs should be allowed. If the light source is visible, the fixture design should be suited to the historical/traditional character of the Downtown St. George architecture.
- Building/business signs do not necessarily need to be illuminated. Ambient lighting may be adequate in many situations.

## 4.6 DISCOURAGED SIGNAGE

To achieve the objective of creating a traditional, yet contemporary aesthetic for the core area, certain types and styles of signage are discouraged in Downtown St. George. Signs should be purposeful, discreet, and of a high quality. Signage that goes beyond sending a simple message should not be incented by the Community Improvement Plan. The following are sign types that are not supported by these Guidelines and should generally not be eligible for incentives under the Community Improvement Plan:

- Roof signs
- Signage with removable lettering
- Pylon signs
- Any type of third party signage unless it relates to temporary window advertising for contractors when they are working on the building.
- Inflatable signs
- Obsolete or unsafe signs
- Handwritten signs (excluding sandwich boards)
- Digital, electronic, neon or otherwise internally illuminated signs, except for small “open for business” signs in retail windows
- Buildings as signs
- Animated signs
- Movable signs (excluding sandwich boards)

## 5 SUPPLEMENTARY TOOLS

### 5.1 DESIGN GUIDELINES CHECKLIST

The Design Guidelines Checklist can be found in **Appendix A** to this document. The checklist is intended for review and reference purposes only; users are encouraged to use the checklist in conjunction with the Design Guidelines document. It is intended that the Checklist be used by County staff as a guide in its review of applications for incentives under the Community Improvement Plan, to demonstrate adherence to the Guidelines. However, applicants should also utilize the guidelines to inform the design of their proposal.

It is not intended that each proposed improvement will necessarily meet every guideline. In some cases, guidelines will not be applicable to the application. In other cases, some applicable guidelines may not be met due to contextual considerations or feasibility considerations. However, most of the guidelines should be met and the County should be satisfied that the overall improvement is consistent with the general intent of the guidelines.

### 5.2 GLOSSARY OF TERMS

- ARTICULATION:** Articulation refers to the layout or pattern of building elements, including walls, doors, roofs, windows and decorative elements, such as cornices.
- BUILDING TYPE:** A typical building massing, organization and use that can be generally applied to a variety of contexts.
- PROJECTIONS:** Refers to a component of external building design and articulation, where horizontal and/ or vertical building elements extrude from the main structure of the building, creating an element of depth and visual complexity. Examples of projections include roof overhangs, awnings, and balconies.
- FAÇADE:** The exterior wall of a building.
- PUBLIC REALM:** Refers to spaces that are perceived as being publicly accessible, for example, sidewalks, parkettes and bike paths.
- MIXED-USE BUILDING:** Refers to multiple types of uses within a building or set of buildings. This may include a combination of residential, employment, retail, institutional, or other land uses.
- RHYTHM:** Refers to the pattern of building frontages along a streetscape, paying particular attention to lot widths, building entrance and glazing locations and proportions, etc.
- PEDESTRIAN-ORIENTED:** An environment designed to make pedestrian movement safe, attractive and comfortable for all ages and abilities; considerations include separation of pedestrian and auto circulation, street furniture, clear signage, safety, visibility, shade, lighting, materials, trees, sidewalk width, intersection treatment, curb cuts, ramps and landscaping.

- SETBACKS:** Typically refers to the distance between a property line and the front, side or rear of a building.
- STEPBACKS:** Refers to the setting back of the upper storeys of a building. Front and side stepbacks help to create a transition between built form of varying heights and provide appropriate separation between adjacent buildings and/or open spaces.
- STOREY:** A habitable level within a building, excluding raised basements.
- STREETSCAPE:** The distinguishing elements and character of a particular street as created by its width, degree of curvature, paving materials, design of street furniture, pedestrian amenities, landscape elements and the setback and form of surrounding buildings.
- STREETWALL:** The condition of enclosure along a street created by the fronts of buildings, and enhanced by the continuity and height of the enclosing buildings.
- TRANSITION:** Refers to the physical design elements of a building which contribute to a sense of transition between mid-rise buildings and adjacent buildings. Transitions may be achieved through use of building setbacks, step-backs, heights and massing.

# APPENDIX A

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## Design Guidelines Checklist

Guideline	Yes	No	N/A	Comments
<b>Section 3.1 – Height</b>				
Building height shows regard for heritage buildings and the established heights and roofline.				
Building is designed to be 2-3 storeys.				
Buildings over 3 storeys employ stepbacks.				
<b>Section 3.2 – Setbacks</b>				
Building additions or redevelopment is located within 0 to 3 metres from sidewalk.				
New buildings and additions are built to the front and exterior side lot lines.				
Historic setbacks are maintained when a building is reconstructed or redeveloped.				
<b>Section 3.3 – Parking and Vehicular Access</b>				
Parking is located in the rear of the lot.				
Existing parking in the side yard is buffered with suitable landscaping or other treatment.				
Vehicular access is provided from side streets (preferred) or Beverley Street.				
Driveway width (access) and its interruption to the sidewalk and street wall is minimized, creating a continuous streetwall where possible.				
<b>Section 3.4 – Façade Articulation</b>				
Original façade elements and articulation is preserved or restored, if applicable.				
Larger buildings are divided into bays with suitable vertical articulation.				
Each storey is horizontally demarcated on the building façade.				
Wood and original brick/masonry is repaired, rather than replaced and not concealed. If replaced, it is with the same material.				
Removal of old mortar is performed with hand tools only and existing masonry is not sealed. Appropriate lime formula should be used with mortar mixes matching original colour and sand.				
Concealed items should be re-introduced to the building façade.				
Strong horizontal cornice and sign band is introduced above shop windows.				
New shop windows allow for window shopping.				
Traditional lighting methods are used.				
Energy efficient lighting fixtures are integrated in shop windows.				

Guideline	Yes	No	N/A	Comments
Use of colour is complementary to building materials and follows a consistent colour scheme or pre-approved colour palette.				
Entrances for spaces located above the main floor are designed to be welcoming.				
<b>Section 3.5 – Façade Composition</b>				
New buildings respect the rhythm of bay sizes of heritage buildings.				
Larger buildings are designed into bays.				
Sign band and cornice matches the height of its neighbours.				
Roof cornice lines and floor lines are compatible with neighbouring buildings.				
<b>Section 3.6 – Windows and Doors</b>				
Original windows are repaired or restored.				
Replacement windows replicate the existing window configuration.				
Wood framed, vinyl or aluminum windows are used where appropriate.				
The proportion of window area in a new building reflects those observed in existing heritage buildings.				
Shutters are used around upper storey windows, in a complementary colour.				
Building entryways are levelled with the sidewalk to improve accessibility.				
The principal building entryway is from the sidewalk.				
Window proportions and configurations of the existing buildings are maintained.				
<b>Section 3.7 - Roofs</b>				
Roof styles of new buildings are similar to adjacent heritage buildings and the established roofline.				
Rooftops include open space balconies and/or roof terrace green roofs.				
Rooftop equipment is set back and/or screened from the front or exterior façades.				
<b>Section 3.8 – Materials</b>				
New buildings use brick, limestone, or granite as their primary cladding.				
Siding, where used, is oriented and coloured appropriately to complement other building façade elements.				
Wood details and framing around doors and windows are used.				

Guideline	Yes	No	N/A	Comments
Exterior finishes are durable, easy to maintain, and well-crafted.				
Colour schemes for new buildings draw from heritage colour palettes.				
Modern façades consider attention to scale, massing, and proportion that elevates the existing character of heritage buildings.				
Building finishes and accents include steel, copper, aluminum, marble/granite and/or metal panels and painted or natural wood.				
Textured stucco is not used; stucco, if used, is smooth and applied in a complementary fashion and is limited to side walls, roof top additions and small areas of the main facade				
Building materials do not include synthetic siding; mirrored or heavily tinted glass; or unadorned concrete block.				
<b>Section 3.9 – Lighting</b>				
Nighttime lighting sources on private buildings consider the pedestrian realm and aesthetic of Downtown.				
Lighting is low-light, LED lighting that illuminates only the signage band.				
LED lighting have a Kelvin rating between 3100 and 6000 (a white type of light).				
<b>Section 3.10 – Awnings</b>				
Awnings and canopies are designed to match the main structural elements of the lower façade and overall storefront.				
Fabric is a traditional colour, made of a durable material, and installed in a manner that does not alter the overall building’s design.				
Fabric awnings are used (in lieu of economical materials such as corrugated steel or fiberglass).				
A single style of awning is used for the length of a building’s façade.				
Awnings are not used for advertising or promotional signages.				
<b>Section 3.11 – Murals</b>				
Murals are limited to the side wall or rear wall.				
Murals reflect historical places, events, or persons in the community.				

Guideline	Yes	No	N/A	Comments
Murals are appropriate for the building and breaks up a façade that lacks interesting materials or treatments.				

**Section 4 – Signage Guidelines**

Signage complies with the County’s signage by-law (not applicable where incentives are being applied for in accordance with the Sign By-law).				
Signs do not use removable or moveable letters.				
Window signs are limited to 25% of the window size and does not block the view of displays in windows.				
Signage is principally limited to one primary sign and one secondary sign for each business.				
Signage is limited to the sign band/entablature or the awning (when it exists as a permanent feature).				
Where there is no sign band, the primary signage location is above the principal building entrance.				
Signage utilizes principally heritage palette colours where appropriate.				
Portable signs do not interfere with pedestrian travel areas, and of a traditional quality construction.				
Hanging signs are located above the primary entrance.				
New buildings incorporate signage as an integral feature of the building façade.				
Signage is oriented primarily for pedestrian activities.				
The surface area of the signage band should not exceed 15% of the storey wall area.				
Sign lettering, graphics, and colours are visible from an appropriate distance.				
The text font is legible, non-reflective, and of a strong contrasting colour to the background.				
Signs are only lit externally.				
Signs are purposeful, discreet, and of a high-quality.				