

GRAND VALLEY BIA FAÇADE IMPROVEMENT GRANT PROGRAM

Introduction

Numerous building façades along the main street in the Village of Grand Valley have retained their original detailing. Some have been upgraded, or altered for various reasons, and infilling and reconstruction have resulted in new construction of various styles. In addition, the 1985 tornado damaged brick façades and caused failed structural integrity altering the historic façade.

During reconstruction of the Downtown and through tenant and owner turnover façades have changed. A lack of clear identity has resulted in a number of façade themes emerging. In other cases, limited resources have been allocated and nothing has been done to improve or revitalize the downtown façades.

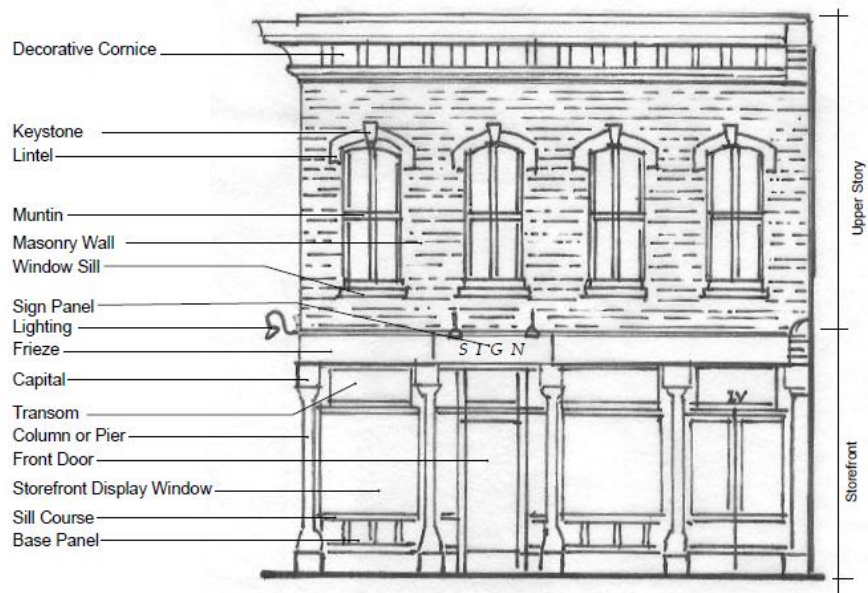
The Downtown BIA has identified a heritage and natural theme, and in forward thinking, sees the value of providing guidelines to future revitalization. The intent of the façade guidelines is to help improve the overall look and feel of the main street and help it to become more desirable as a destination.

The proposed façade guidelines work in line with the proposed façade improvement funding program which could be employed to aid building and business owners in transforming their building's façades. The guidelines suggest ways in which a building façade can be improved to suit the desired heritage or natural theme.

Façade Improvement Guideline

The Façade Improvement Guideline for Grand Valley provides information on awnings, signage, planters, shutters, colour and lighting. It also includes information on how to administer a façade improvement grant program. It is important to provide guidance to applicants as well as to ensure that the integrity of the program is understood and followed.

The elements of a façade are illustrated to assist the applicant with common terminology.



Applicant's Process



Step One: Capturing Your Building's Appearance

An important first step is to photograph your building before proposing alterations to its exterior. Examine the entire façade (storefront and the upper story) and consider the windows, doors and detailing. A successful improvement strategy is one that looks at the building as a whole and enhances or revitalizes it as a single entity. The typical historic building had a brick or masonry façade, with detailing around windows, cornice and sills and features entry point. The goal is to respect the historic detailing and provide a façade that is cohesive to the corridor and exemplifies the Downtown historic theme through the façade and enhanced through natural elements.

Step Two: Site Functionality

The site has to have a high level of functionality. The street must be kept tidy and accessible to attract visitors and consumers. It is important that through revitalization the site does not become too cluttered, and that all opportunities to move trash and staff parking to the rear are seized. A high level of upkeep will strengthen the Downtown image.

Step Three: Maintenance

Prior to commencing façade improvements a building should be inspected and repairs and cleaning performed. It is recommended that a regular maintenance schedule be established for façade cleaning and regular maintenance. Such schedule could be store specific or could be a Downtown effort.

Prior to commencing façade improvements it is recommended that the following be Inspected and repaired as necessary:

- Checking roof to ensure that it is watertight
- Scraping chipped and peeling paint and repainting
- Repainting and patching deteriorated masonry or stonework joints
- Replacing deteriorated building surfaces
- Repairing and painting window frames and sills
- Repairing or replacing weatherproofing agents
- Establishing a sidewalk washing schedule

Step Four: Proposed Revitalization Plan

With the help of the guidelines found herein prepare a sketch of your building façade that outlines your proposal for revitalization. Indicate repairs and upgrades, materials, and colours. If you are not intending to do the work yourself, use this sketch to get a fixed price to have the work undertaken.

Step Five: Select your Revitalization Team

- Talk with the contractor and ask about the specific skills required to protect historic masonry or details from deterioration.
- Ask the contractor for multiple references.
- Renovations are frequently the cause of cost surprises. Be prepared for the unexpected.

Step Six: The Application

Contact the Township of Grand Valley for the Façade and Signage Improvement Grant Program Application Form. It will outline all requirements for this Façade Improvement Program.



Façade and Signage Improvement

The following facade improvement guideline for the Town of Grand Valley is in response to an interest in improving the overall look and feel of the downtown core. The guidelines are intended to illustrate how façades can be altered to satisfy the downtown's vision to follow a heritage theme.

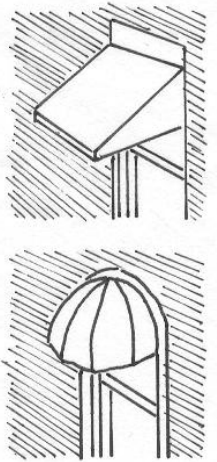
The guidelines are intended to ensure that your improvement proposal is in keeping with our community's vision of for Downtown Revitalization. The guideline and Project Design Checklist are intended to illustrate how the grant can offer assistance to business owners thinking about giving their building façade a face lift.

The following sections are intended to help create an identity for your storefront while respecting the needs of the commercial corridor. These recommendations are not meant to limit your creativity but to encourage and channel it so that you have the best possible result from your efforts and available resources.

General Façade Guidelines

- Maximize natural lighting
- Provide rain and snow shelters in an aesthetically pleasing manner.
- When improving an entrance, aim to enhance accessibility for persons with disabilities.
- All building faces adjacent to Main Street and cross roads should have entrances that are clearly identified.
- Façade treatments should promote building entrances.
- Façade treatments should be capable of being adapted to new building uses and expansion as the needs and the priorities of the owners change.
- Façade projects and renovation should provide personal safety as well as perceived or a sense of comfort. Consider spatial clarity and legibility, signage and orientation, lighting and visibility, planting, paving materials, and winter walkability-mobility ramp gradients, traffic controls, and safety alert devices.
- Façade should express a sense of permanence from its historic theme and durability and connectivity to the past.
- A Façade should echo its historic role as a service center and commercial core, providing a feeling of openness, safety, accessibility, welcoming and familiarity.

- A Façade should relate to the scale and size of the street and pedestrian experience.
- Façade materials should be cohesive with surroundings. Large blank walls should be discouraged.
- Façade projects should be designed to reduce maintenance costs.
- Awnings can provide practical benefits for a building facade, but can also dramatically animate or create movement along the streetscape itself. An awning is a clever way to extend a building facade into the street, claiming that part of the sidewalk that it covers as its own, demanding attention from the passing customer. Awnings also become worn and outdated. It is important to recognize the maintenance costs associated with an awning.
- Shutters, although no longer used for their original use of protecting widows, can add visual interest to a building facade. If painted in a contrasting colour to match other trim, shutters can animate a facade that might otherwise be considered stark, boring, and uninteresting.



Signage

(Excerpt from Town of Minto Design Guidelines)

Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the storefront and oriented to the pedestrian. Signs have become bigger, bolder, and louder with the advancement of the passing vehicle. Now signs are back lit, are not integrated into the architecture of the building and have no appeal to a historic theme. Advertising is not limited to just a sign - specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores. Not only do these displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety.

Design Considerations:

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base. Keep the type face clear and easy to read.

- Painted plastic letters and moulded polyurethane signs are currently available, which keep historical themes relevant, while lessening maintenance issues.
- The colour scheme of the sign could support the overall colour scheme of the building, or vice versa. By doing this, the building itself extends the advertising efforts of the sign itself.
- Studies show that a passerby can effectively read seven words on a sign. Primary signs should advertise the name of the business and the primary goods or services offered. Target a specific audience.
- In general, the number of signs should be kept to a minimum. Too many signs can detract from the original message.
- Signs should be integrated into the fabric of the building facade design.
- Back lit signs are not permitted.
- Projecting signs should only cover half the distance to the adjacent curb, and should be a minimum of eight (8) feet from the ground.

Planters

(Excerpt from Town of Minto Design Guidelines)

Often overlooked, decorative urns, pots, and hanging baskets provide an extra level of decor to a storefront that attracts a potential shopper in a way that conveys hospitality. This small touch offers a welcoming feeling suggesting that this is a friendly place to shop.



Window boxes, hanging planters and floor pots or urns can be planted with seasonal floral displays or support other decorative materials. Design consideration needs to include replacement for planters in the winter season such as with evergreen landscaping and wreaths that do not interfere with snow removal.

Design Considerations:

- Durability, creativity, and security are relevant factors when considering this type of adornment.
- Planters need to be secured or be heavy enough to deter theft.



- Hanging baskets need to be accessible for watering, but also need to be out of the way of passing pedestrians.
- Pots and planters can also be used during the winter with the creative use of dried plant materials, lights, and other ornamentation.
- Larger pots can be planted with evergreen plants if insulated (spray foam insulation, or cut up pieces of rigid foam insulation)
- Appropriate plant material in regards to sun or shade conditions should be considered.
- A business or building colour scheme can be accentuated with appropriate plant choices, or the plants could match the horticultural society's theme and colours.

Lighting

(Excerpt from Town of Minto Design Guidelines)

Lighting found on storefronts is for safety purposes as well as to highlight signage. Unfortunately, the invention of the backlit sign



has undermined many facade improvement projects - lighting, sign and complete design flexibility for graphic work in one easy to install unit is more appealing than having to consider and maintain each component separately. However, public opinion in regard to historic/destination areas show a preference for the more tactile composition of separate signage and lighting on facades.



Design Considerations:

- The primary goal of a light fixture is to be a source for highlighting a specific detail, signage or space on the building facade. It is not intended to draw attention to itself and should be integrated into the facade as part of the overall theme.
- Lighting should compliment a building and should be appropriate to a building's architectural style.
- Lighting of front door areas can be accomplished in two ways. Wall mounted fixtures with a "Traditional Heritage" theme (lantern style) can

flank a doorway or storefront. A ceiling mounted fixture for a recessed doorway could provide continuity and connectivity between buildings, while adding accent colours to emphasize historic details, features and entrances. take on one of either two forms - a hanging lantern style or a less decorative fixture such as a recessed ceiling fixture.

- Highlighting signage can be accomplished decoratively with attractive 'Gooseneck' lighting. Modern versions of the 'Gooseneck' are available that are less decorative, but maintain the integrity of selective signage and historical theme.
- Simple, unobtrusive spot lights can also highlight signage that might otherwise not be able to be lit.
- Modern light fixtures with traditional styling come with up-to-date technologies that include 'dark sky' compliance and shadow guards.
- Avoid pulsating or flashing lights as well as poorly directed light to the street which will cause distraction for the motorist and inappropriate glare towards neighbouring buildings or pedestrians.



Colour

(modified from Town of Minto Design Guidelines)

It is recommended that a palette of two or three complimentary colours be used to

Design Considerations:

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

Palette Selection:

Grand Valley's historical building stock consists mainly of red brick. Colours best suiting the existing brick colours are found in a warm range. Within the framework of a

Traditional Heritage theme, we suggest that two colours in warm earthy tones such as beige, cream, tan and brown form a base palette. The first base colour would be for the main painted area of the building. The second base colour would be used for trim work - windows, trim and wooden cornice detailing. A third accent colour would be used for doors or elements requiring highlighting - awnings, shutters, signage. Accent colours are tertiary colours such as sage green, burgundy, dark blue and gold.

Available Grant Funds

The following are the applicable funds provided by the Façade and Signage Improvement Grant Program:

Eligible Items	Maximum Funding (% of total cost)	Maximum Contribution
Signage	70%	\$300.00
Facade Painting (available for facades or parts of a building that are not currently brick)	70%	\$600.00
Brick Repointing	70%	\$1000.00

Applications are to be submitted to the Township and will be approved on a first come basis.

Useful Resources

- Applications for the Facade and Signage Improvement Grant are available from the Township of Grand Valley and the BIA
- Heritage Committee
- Dufferin Archives
- Fram, Mark. Well Preserved: The Ontario Heritage Foundation's Manual of Principles and Practice for Architectural Conservation. Ontario Heritage Foundation, 1988.
- Weaver, Martin E. Conserving Buildings: A manual of Techniques and Materials, Revised Edition. Preservation Press, John Wiley & Sons, 1997.
- Phillips, Derek. Lighting Historic Buildings. McGraw Hill, 1997.
- http://www.culture.gov.on.ca/english/heritage/info_sheets/info_sheet_8principles.htm



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GRAND VALLEY

FAÇADE AND SIGNAGE IMPROVEMENT AREA COMMERCIAL PROPERTY IMPROVEMENT GRANT/LOAN PROGRAM APPLICATION FORM
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Façade

Signage

Application Number (assigned by staff):	
Date Application Received:	

APPLICANT INFORMATION

Property Address:	
Property Owner:	
Name of Tenant:	
Name of Business:	
Mailing Address:	
City/Postal Code:	
Telephone Number:	
Fax Number:	
Cell Phone Number:	

PROPERTY INFORMATION

Register Plan Number:	
Lot Number:	
Assessment Roll Number:	
Street Address:	

The personal information on this form is collected under the legal authority of the Planning Act, Section 28. The personal information will be used for determining your eligibility for a grant/loan. If you have any questions about the collection, please contact the Clerk-Administrator at (519)928-5652.

SIGNATURE OF OWNER/AUTHORIZED AGENT
AFFIDAVIT OR SWORN DECLARATION
DATE OF APPLICATION SUBMISSION

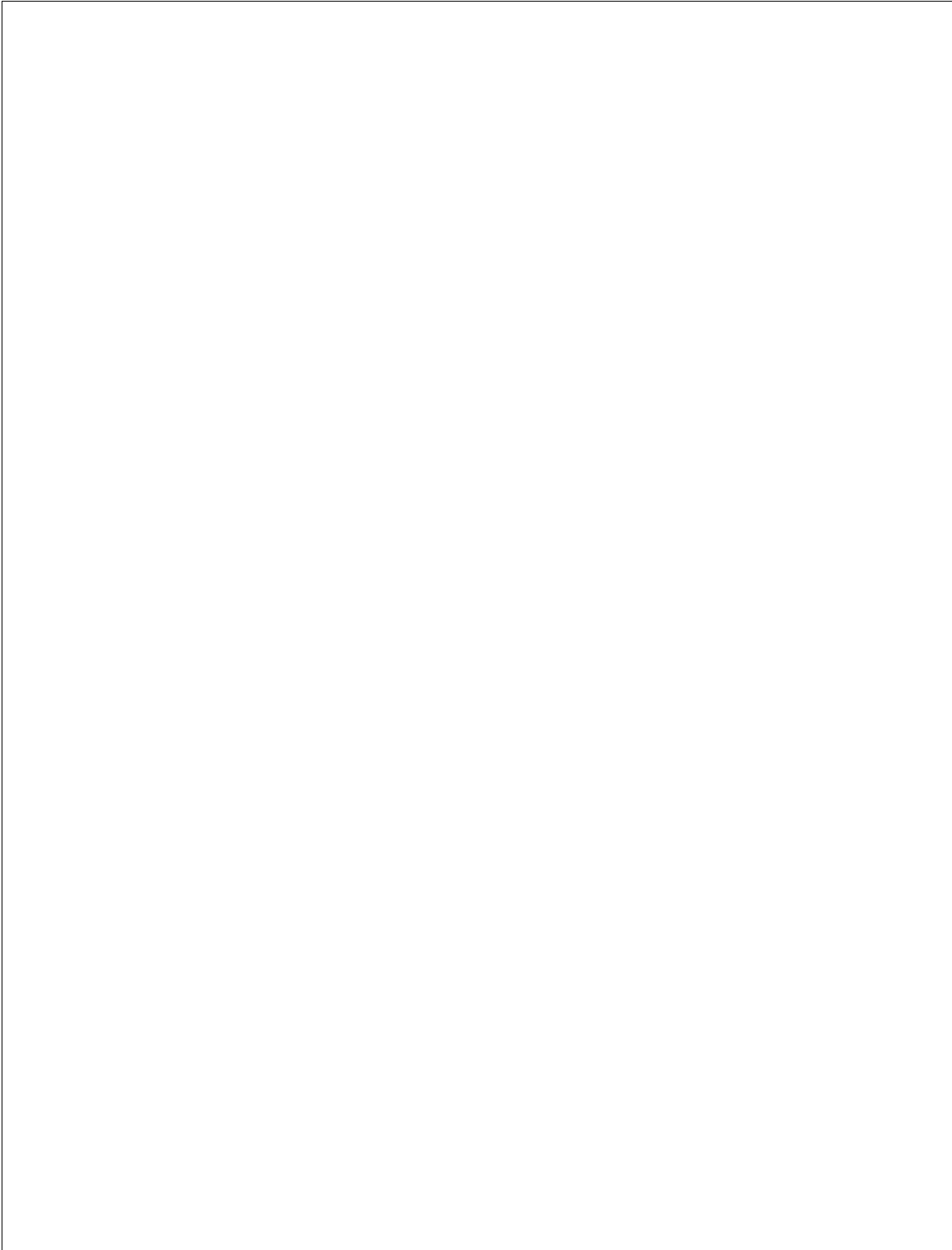
I, _____ of the _____
make oath and say or solemnly declare that the information contained in this application
is true, and that the information contained in the documents that accompany this
application is true.

Applicant's Signature

Authorization:

If the applicant is not the owner of the land that is the subject of this application, written authorization of the Owner that the applicant is authorized to make the application must be included with this application.

ATTACH A PICTURE OF THE EXISTING FAÇADE/SIGNAGE



CONSENT OF THE OWNER

Complete the consent of the owner concerning personal information set out below.

I, _____, am the owner of the land that is the subject of this application and am aware of and agree to the proposed improvements, as described in this application

CONSENT OF THE OWNER TO THE USE AND DISCLOSURE OF PERSONAL INFORMATION

I, _____, am the owner of the land that is the subject of this application and for the purposes of the Municipal Freedom of Information and Protection of Privacy Act, I authorize and consent to the use by or the disclosure to any person or public body of any personal information that is collected under the authority of the Planning Act for the purposes of processing this application.

Name of Owner (please print)

Signature of Owner

Date

Owner's Contact Information:

Mailing Address: _____

City: _____

Postal Code: _____

Telephone (Home)

Telephone (Business)

Cell Phone

Fax