

Charter Bylaw 18461

A Bylaw to amend Bylaw 12800, as amended,
The Edmonton Zoning Bylaw
Amendment No. 2593

WHEREAS Lots 34 and 35, Block 2, Plan ND, Lot 40A, Block 2, Plan 9221505, Lots 7A, 8A, 9A and 9B, Block 2, Plan 226CL, located at 9666 Jasper Avenue NW, 9660 Japser Avenue NW, and 9611 101A Avenue NW, Boyle Street, Edmonton, Alberta, are specified on the Zoning Map as (DC1) Direct Development Control Provision; and

WHEREAS an application was made to rezone the above described property to (DC1) Direct Development Control Provision;

NOW THEREFORE after due compliance with the relevant provisions of the Municipal Government Act RSA 2000, ch. M-26, as amended, the Municipal Council of the City of Edmonton duly assembled enacts as follows:

1. The Zoning Map, being Part III to Bylaw 12800 The Edmonton Zoning Bylaw is hereby amended by rezoning the lands legally described as Lots 34 and 35, Block 2, Plan ND, Lot 40A, Block 2, Plan 9221505, Lots 7A, 8A, 9A and 9B, Block 2, Plan 226CL, located at 9666 Jasper Avenue NW, 9660 Japser Avenue NW, and 9611 101A Avenue NW, Boyle Street, Edmonton, Alberta, which lands are shown on the sketch plan annexed hereto as Schedule "A", from (DC1) Direct Development Control Provision to (DC1) Direct Development Control Provision.
2. The uses and regulations of the aforementioned DC1 Provision are attached as Schedule "B" and Schedule "C".

3. The sketch plan attached as Schedule "A" and the uses and regulations of the DC1 Provision shown on Schedule "B" and Schedule "C" attached are hereby incorporated into the Zoning Bylaw, being Part IV to Bylaw 12800, The Edmonton Zoning Bylaw.

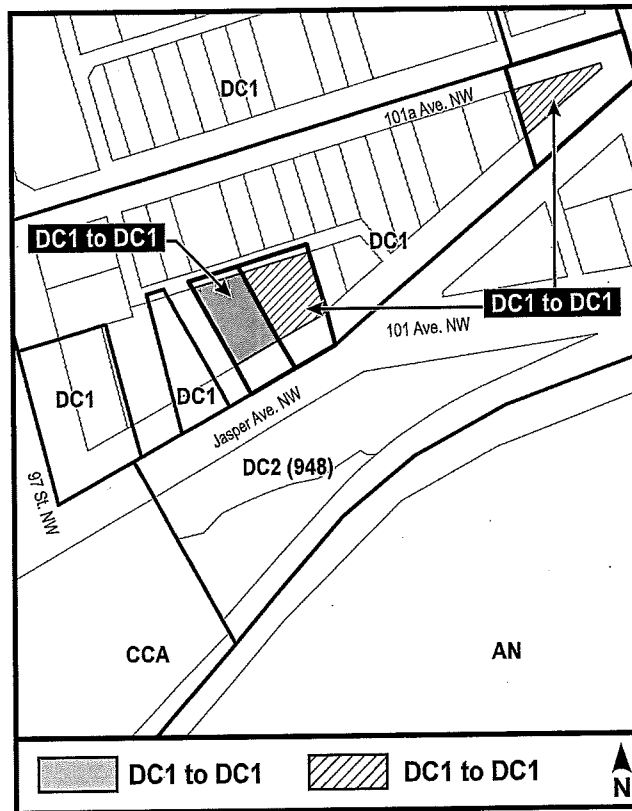
READ a first time this	9th	day of	July	, A. D. 2018;
READ a second time this	9th	day of	July	, A. D. 2018;
READ a third time this	9th	day of	July	, A. D. 2018;
SIGNED and PASSED this	9th	day of	July	, A. D. 2018.

THE CITY OF EDMONTON


MAYOR


CITY CLERK

CHARTER BYLAW 18461



**(DC1) Direct Development Control Provision
Brighton Block**

1. General Purpose

To establish a Direct Development Control Provision to accommodate the rehabilitation of the Brighton Block, a designated Municipal Historic Resource, while allowing for a 3 storey addition that is sympathetic to the historic character of the Brighton Block.

2. Area of Application

This Provision shall apply to Lots 34 & 35, Block 2, Plan ND, located at the 9666 - Jasper Avenue NW, as shown on Appendix I of Schedule "B", Boyle Street

3. Uses

- a. Apartment Hotels
- b. Apartment Housing
- c. Bars and Neighborhood Pubs
- d. Breweries, Wineries and Distilleries
- e. Business Support Services
- f. Child Care Services
- g. Commercial Schools
- h. Convenience Retail Stores
- i. Exhibition and Convention Facilities
- j. General Retail Stores
- k. Government Services
- l. Group Homes
- m. Health Services
- n. Hotels
- o. Household Repair Services
- p. Indoor Participant Recreation Services

- q. Limited Group Homes
- r. Lodging Houses
- s. Major Alcohol Sales
- t. Minor Alcohol Sales
- u. Personal Service Shops
- v. Private Clubs
- w. Private Education Services
- x. Professional, Financial and Office Support Services
- y. Public Education Services
- z. Public Libraries and Cultural Exhibits
- aa. Religious Assembly
- bb. Residential Sales Centre
- cc. Restaurants
- dd. Secondhand Stores
- ee. Spectator Entertainment Establishments
- ff. Fascia On-premises Signs
- gg. Projecting On-premises Signs

4. Development Regulations

- a. Development shall be in general accordance with the attached Appendices.
- b. The maximum Floor Area Ratio shall not exceed 5.5.
- c. The maximum Height of the building shall not exceed 24.5 m.
- d. No Setbacks shall be required.
- e. No Amenity Area is required for Residential or Residential related Uses.
- f. All mechanical equipment, including roof mechanical units, shall be concealed by screening in a manner compatible with the architectural character of the building, or

otherwise concealed by incorporating it within the building, to the satisfaction of the Development Officer.

- g. Residential or Residential-related Uses shall only be permitted above the ground floor.
- h. Residential Uses developed above ground level Commercial Uses shall have separate access at Grade.
- i. Prior to the issuance of a Development Permit, the Development Officer shall ensure that a signed agreement has been executed between the City and the Owner, requiring the Owner to provide to the City the option to purchase 5% of the proposed number of residential Dwellings at 85% of the market price or pay the equivalent cash in lieu to the City.

5. Parking, Loading and Access

- a. The minimum number of off-street vehicle parking spaces shall be four, and shall be provided at the rear of the building, as shown on Appendix II;
- b. No loading spaces shall be required.
- c. A minimum of 18 Bicycle Parking spaces shall be developed in a safe and secure location within the building.
- d. Waste collection areas shall be screened from view and located in the rear of the building. Waste collection areas shall be designed to the satisfaction of the Development Officer, in consultation with Waste Services and Subdivision and Development Coordination.

6. Heritage Regulations

- a. The Brighton Block is a designated Municipal Historic Resources as per Bylaw 12605. Any development of the historic Brighton Block must conform with the requirements set out in Bylaw 12605, and the Standards and Guidelines for the Conservation of Historic Places in Canada, to the satisfaction of the Development Officer in consultation with the Heritage Officer.

7. Urban Design

- a. Development above the roof of the historic Brighton Block building:
 - i. shall be visually compatible with, but distinguishable from the historic Brighton Block, to the satisfaction of the Development Officer in consultation with the Heritage Officer.
 - ii. There shall be a minimum stepback of 3m from the parapet of the historic south facade with a minimum of 60% of the south stepback being a minimum of 5.5m.

- iii. No stepback shall be required from the north, east and west facades.
- iv. Projections shall not be allowed on any portion of the south facade that is not stepped back a minimum of 5.5 m
- v. Projections shall not extend more than 1.5 m into the Stepback.

8. Signage

- a. Signs shall comply with the regulations found in Schedule 59H.
- b. A Comprehensive Sign Design Plan in accordance with the Provisions of Section 59.3. shall be required to the satisfaction of the Development Officer.
- c. Signs erected on the designated heritage facades and the addition shall comply with the following regulations and be in general accordance with Appendices VI, VII, VIII and IX to the satisfaction of the Development Officer in consultation with the Heritage Officer:
 - i. may face a public roadway and a Lane.
 - ii. Signs above the third storey of the building shall be painted and only be located on the east and west elevations and shall not extend above the roof of the addition or the parapet wall.
 - iii. For businesses located on the main floor, not more than two projecting signs per business shall be allowed. For businesses located above the first storey not more than one projecting sign per business shall be allowed.
 - iv. Signs may only be illuminated from an external source or individually backlit logogram or lettering. Internally lit or canned backlit signs are not permitted.
 - v. The top of a projecting sign shall not extend more than 1 meter above the first storey.

9. Exterior Lighting

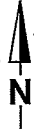
- a. Exterior lighting shall be designed and finished in a manner consistent with the architectural theme of the development to accentuate architectural elements, and will be provided to ensure a well-lit environment for the pedestrians, to the satisfaction of the Development Officer, in consultation with the Heritage Officer.

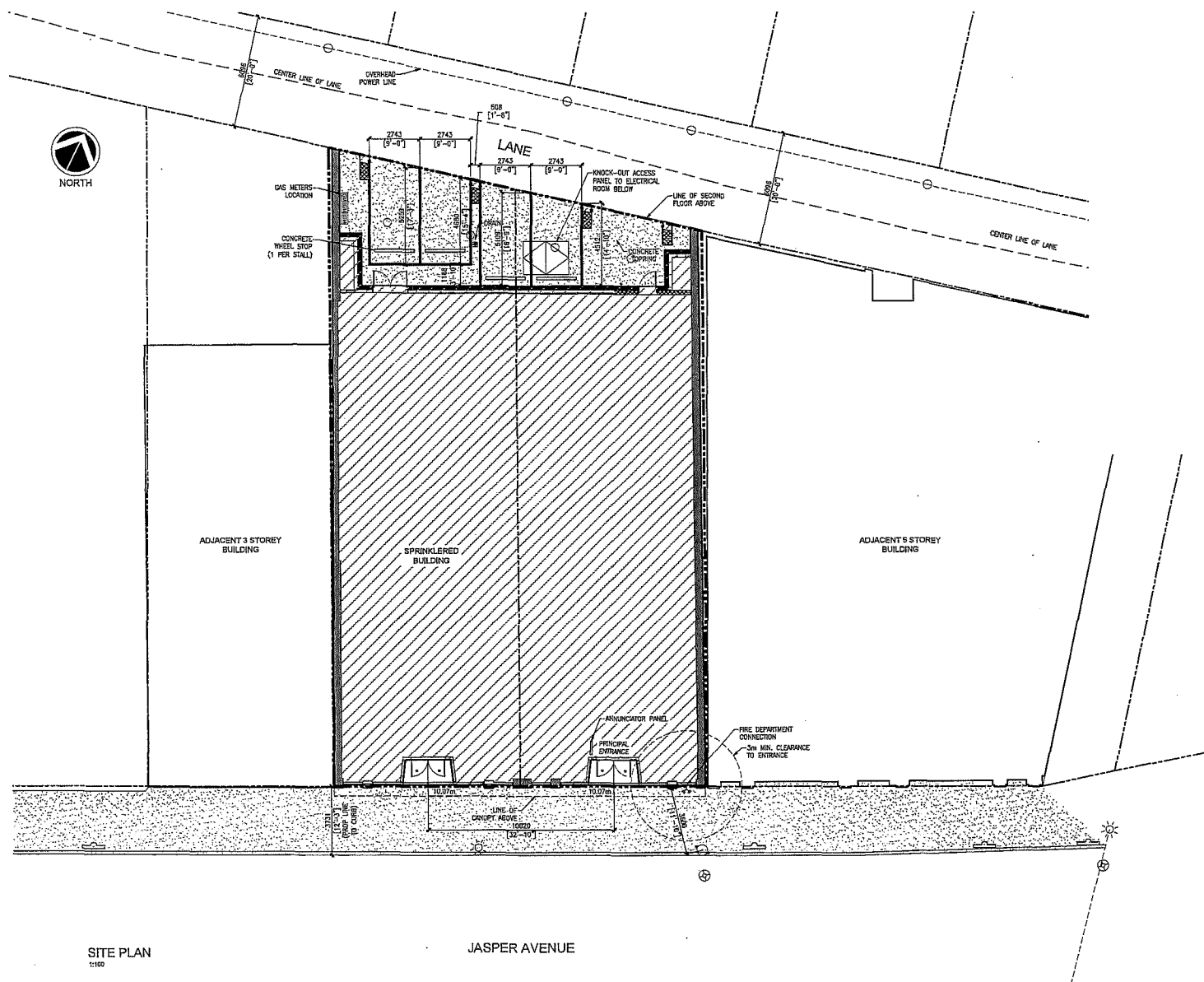
10. Public Amenity Contribution

- a. Prior to the issuance of a Development Permit the owner must demonstrate a minimum of \$36,675.00 has been allocated for the preservation of the Brighton Block Building.

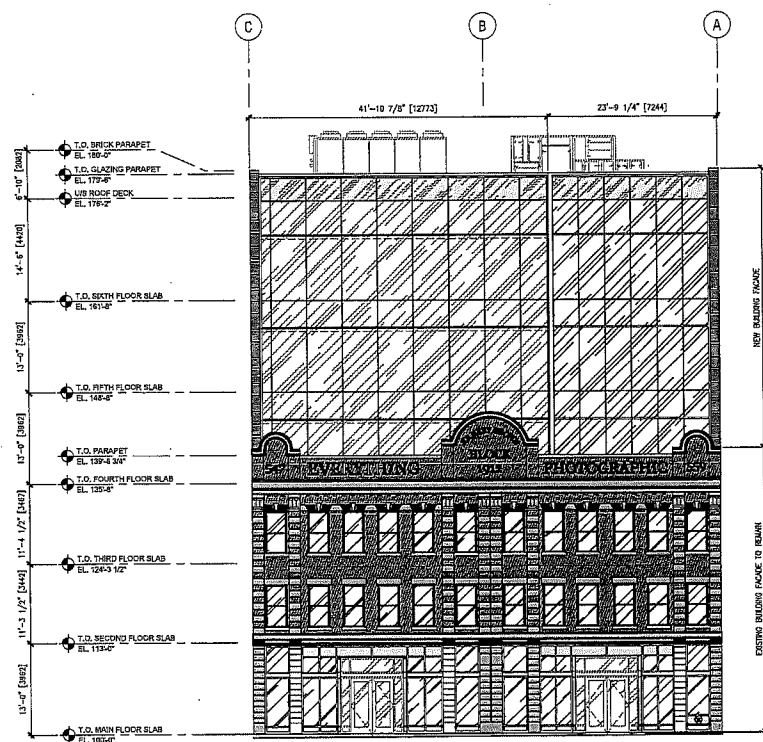


Brighton Block

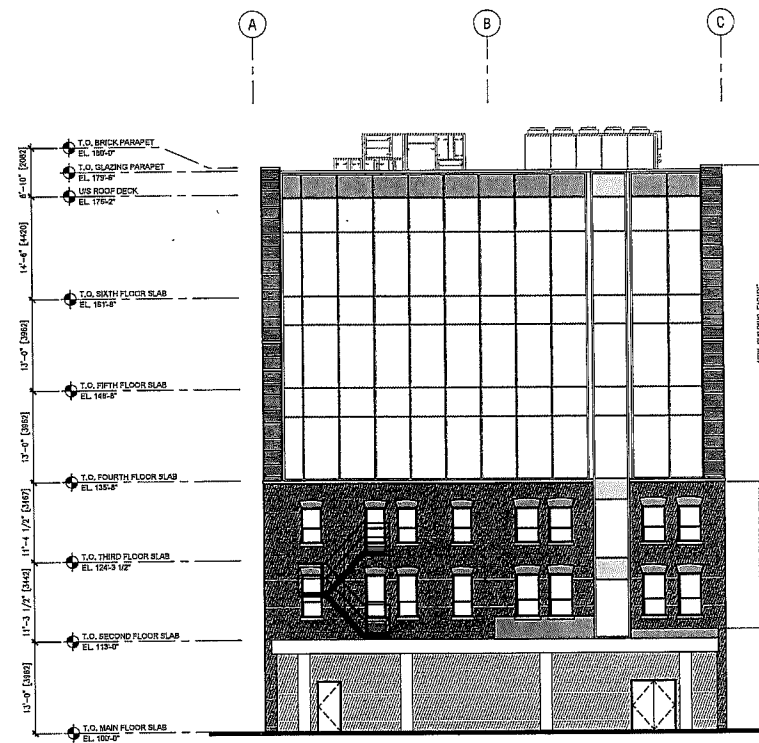




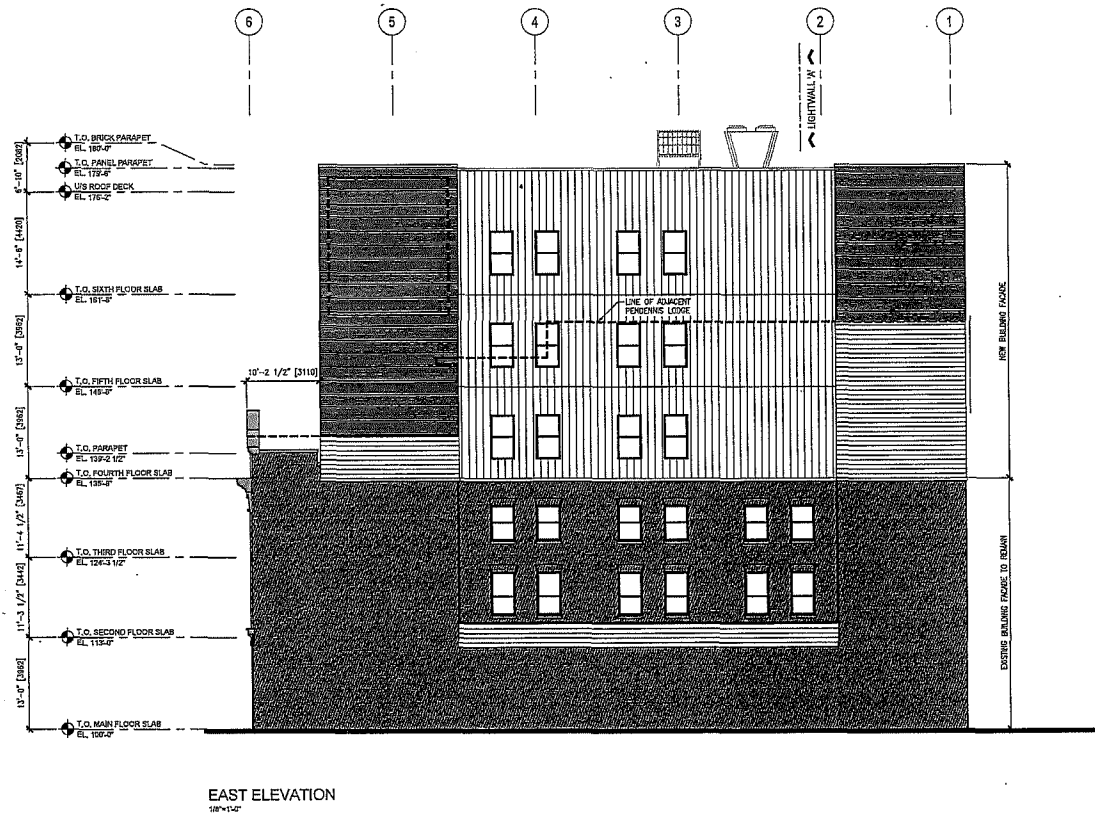
APPENDIX II

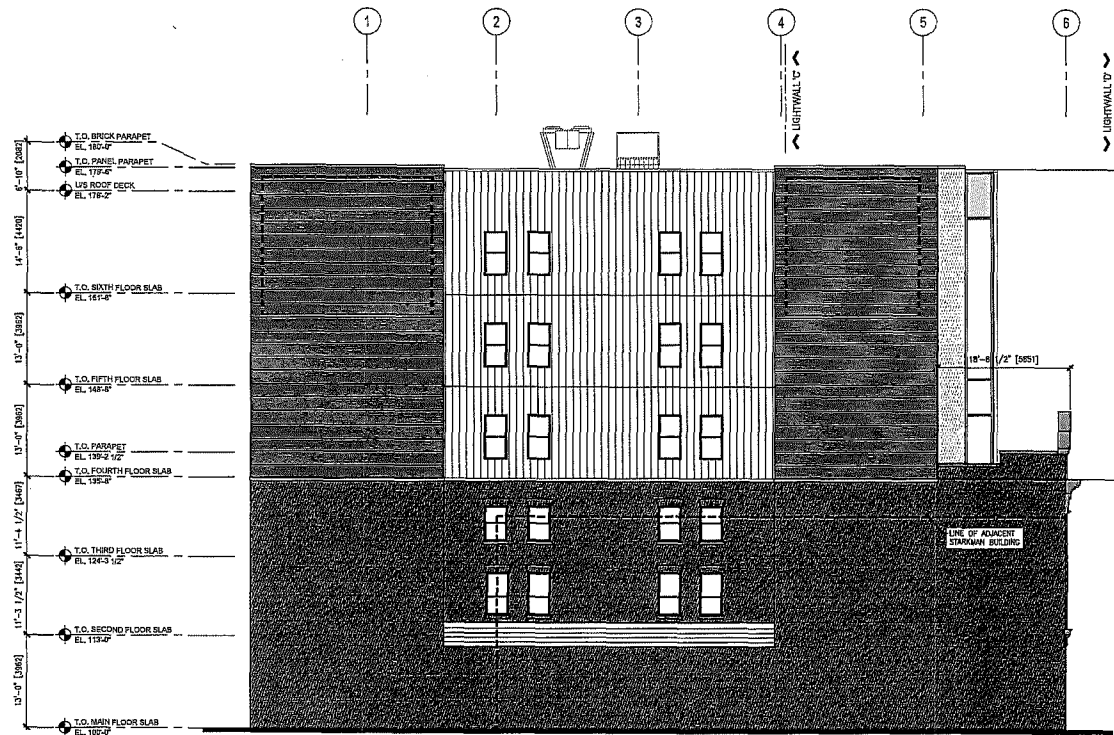


SOUTH ELEVATION
1/8"=1'-0"

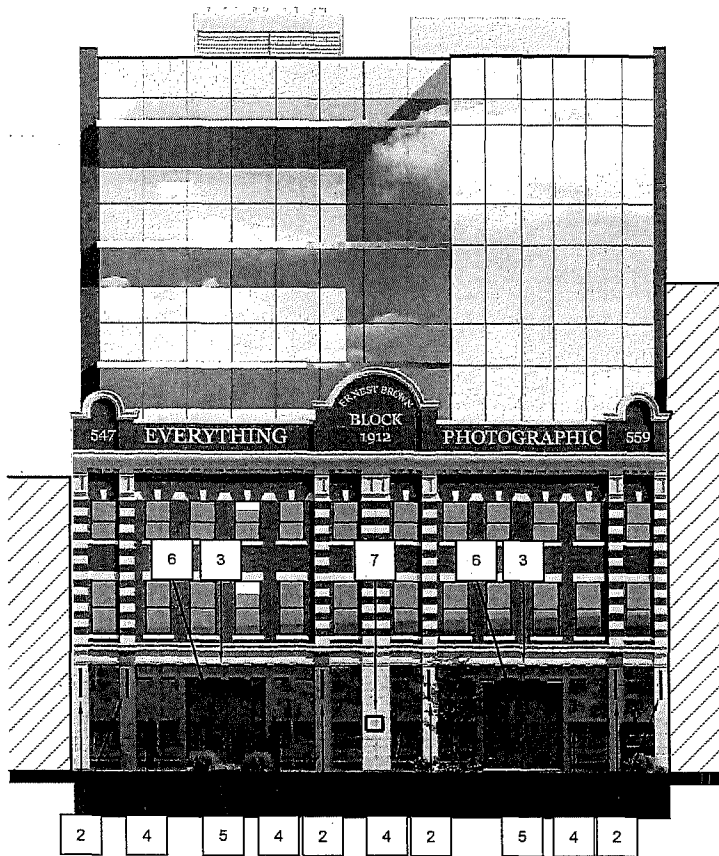


NORTH ELEVATION
1/8"=1'-0"

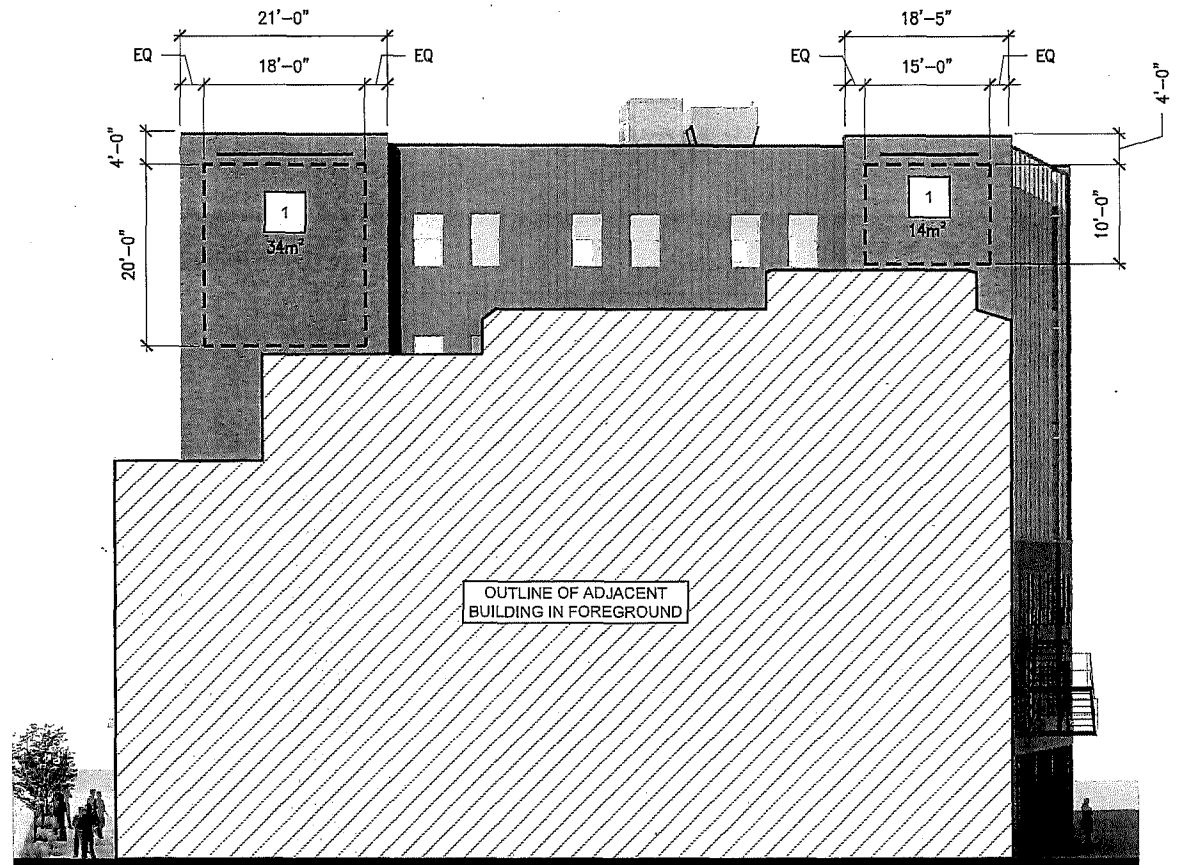




WEST ELEVATION
10'-0" x 11'-0"



SOUTH ELEVATION



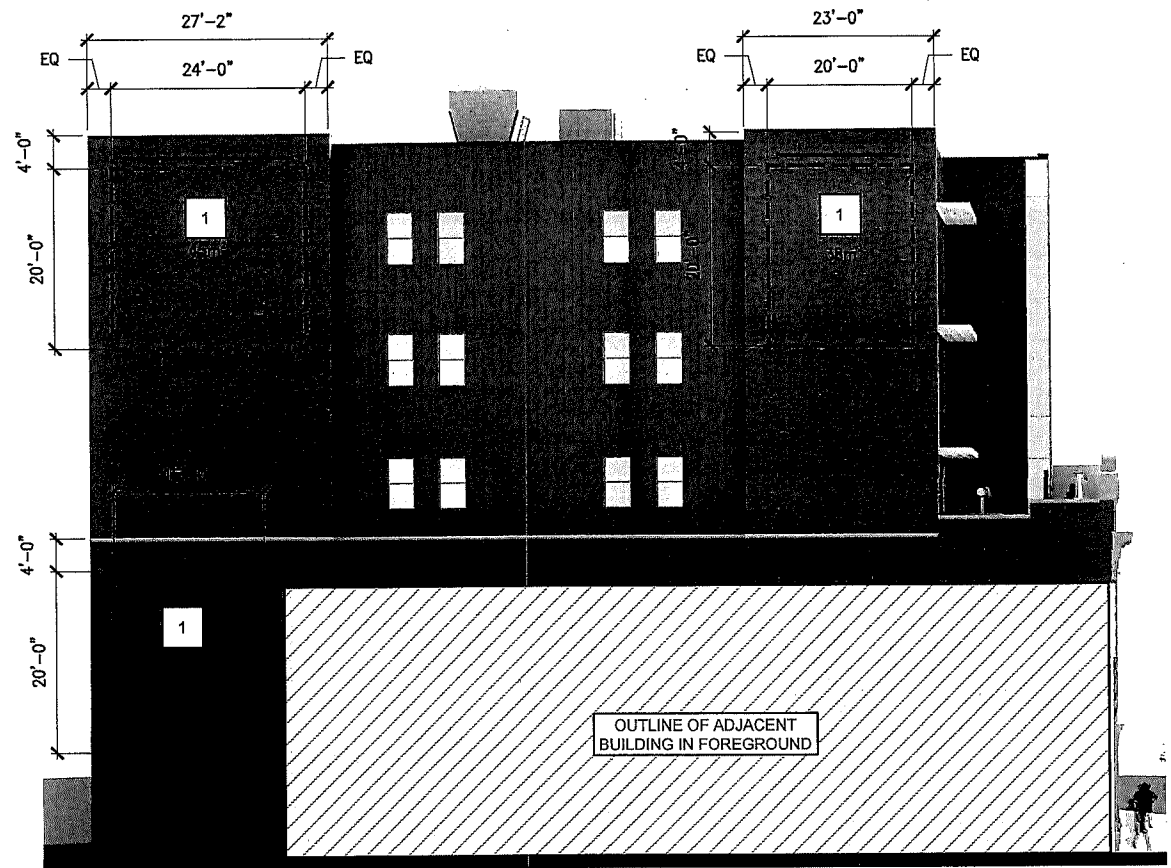
EAST ELEVATION

SIGNAGE TYPES

- | | | | |
|---|---|---|---|
| 1 | GHOST SIGNAGE
c/w LED STRIP LIGHTING ABOVE | 5 | TILE ADDRESS SET INTO
ENTRANCE FLOORING |
| 2 | PROJECTING SIGNAGE | 6 | TRANSOM WINDOW SIGNAGE |
| 3 | RETRACTABLE FABRIC AWNING | 7 | HERITAGE PLAQUE |
| 4 | STOREFRONT WINDOW SIGNAGE
APPLIED TO INTERIOR OF GLAZING | 8 | GHOST OR PLAQUE STYLE
TENANT PARKING SIGNAGE |



NORTH ELEVATION

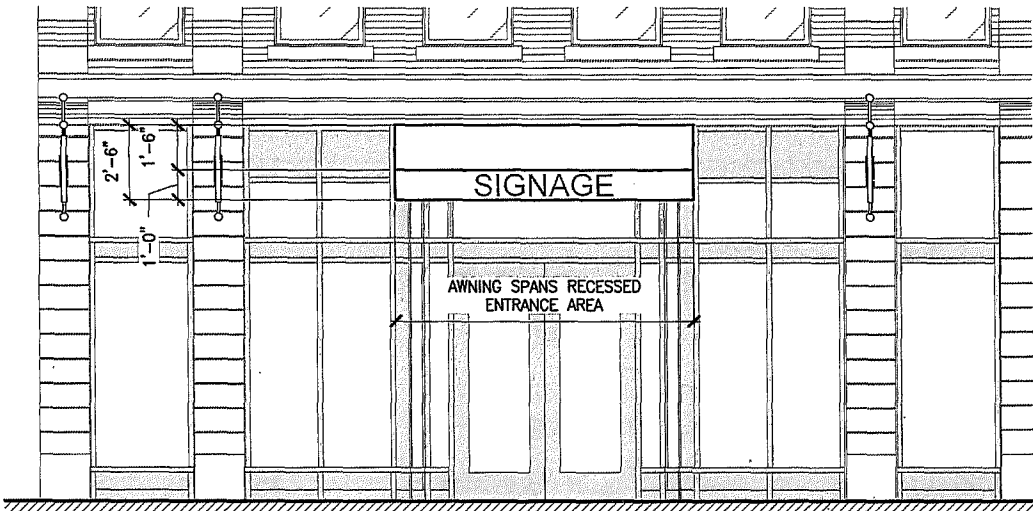


WEST ELEVATION

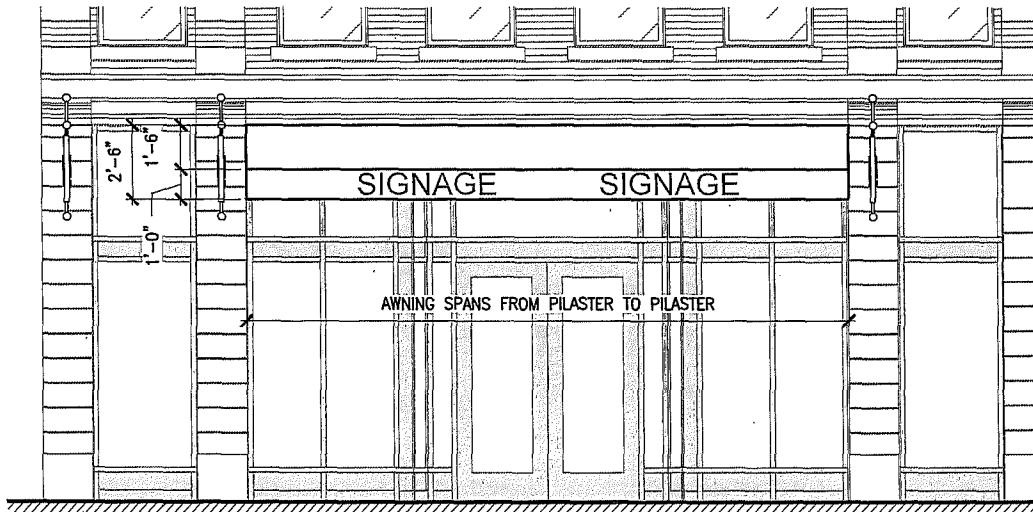
SIGNAGE TYPES

- | | |
|---|---|
| 1 GHOST SIGNAGE
c/w LED STRIP LIGHTING ABOVE | 5 TILE ADDRESS SET INTO
ENTRANCE FLOORING |
| 2 PROJECTING SIGNAGE | 6 TRANSOM WINDOW SIGNAGE |
| 3 RETRACTABLE FABRIC AWNING | 7 HERITAGE PLAQUE |
| 4 STOREFRONT WINDOW SIGNAGE
APPLIED TO INTERIOR OF GLAZING | 8 GHOST OR PLAQUE STYLE
TENANT PARKING SIGNAGE |

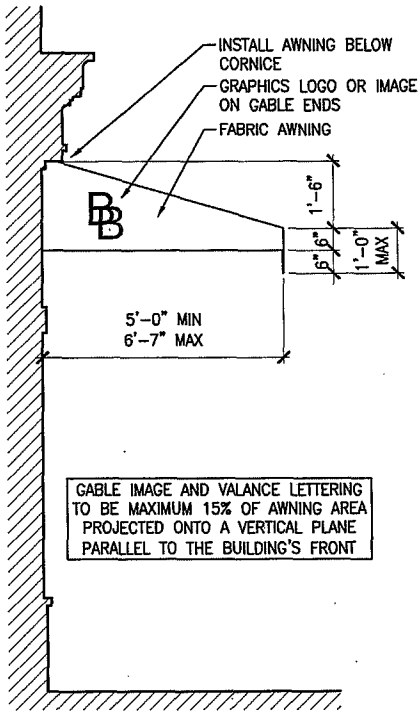
RETRACTABLE AWNINGS



ELEVATION - OPTION 1

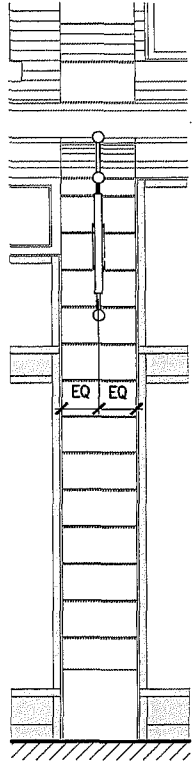


ELEVATION - OPTION 2

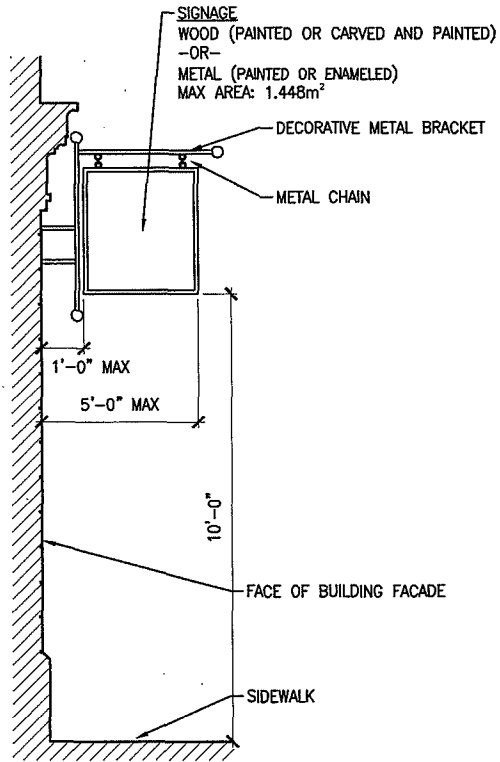


RETRACTABLE AWNING
SIDE ELEVATION

PROJECTING SIGNAGE

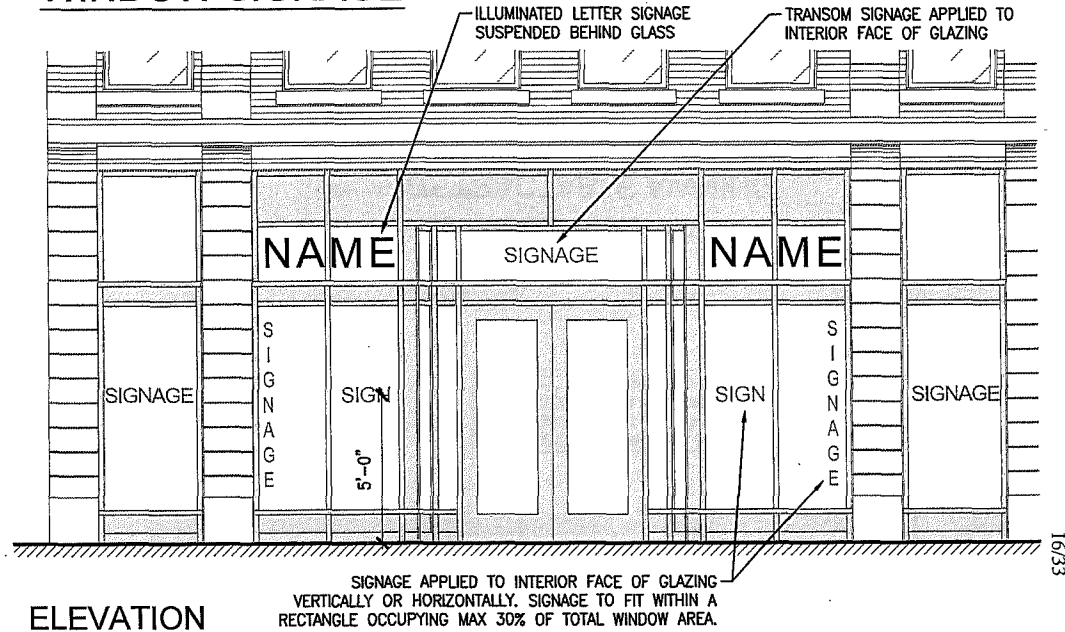


ELEVATION

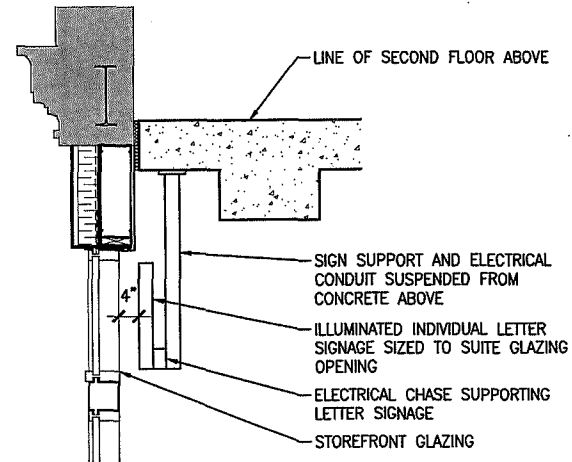


SIDE ELEVATION

WINDOW SIGNAGE



ELEVATION



LETTER SIGNAGE SECTION

WINDOW SIGNAGE TO BE LIMITED TO TENANT NAME/TYPE OF BUSINESS ONLY. ILLUMINATED SIGNAGE TO BE NON-FLASHING. FLUORESCENT OR COLOURED LIGHTING NOT TO BE USED.

**Direct Development Control Provision (DC1)
The Quarters (Area 2) Jasper East Area**

1. General Purpose

To provide a Direct Development Control District to preserve and enhance a special heritage area comprised of historic, civic and cultural elements while permitting a wide range of general business commercial and residential opportunities. The District supports the adaptive reuse of historic buildings and provides guidelines for sympathetic infill development along Jasper Avenue and 97 Street. The District also creates a pedestrian-oriented linkage between major developments in the Downtown and the Chinatown areas in order to achieve the intent of Section 7.2.6 of the Boyle Street/McCauley Area Redevelopment Plan.

2. Area of Application

This Provision shall apply to the lands as shown in Appendix I of Schedule "C".

3. Uses

The following uses are prescribed for lands designated DC1 (Area 2) Sub-Area 1 pursuant to Section 710.3 of the Land Use Bylaw.

- a. Alcohol Sales, Minor
- b. Amusement Establishments, Major and Minor
- c. Apartment Hotels
- d. Apartment Housing
- e. Breweries, Wineries and Distilleries
- f. Boarding and Lodging Houses
- g. Broadcasting and Motion Picture Studios
- h. Business Support Services
- i. Carnivals
- j. Child Care Services
- k. Commercial Schools
- l. Custom Manufacturing Establishments
- m. Eating and Drinking Establishments, Major and Minor
- n. Exhibition and Convention Facilities

- o. Government Services
- p. Group Homes
- q. Health Services
- r. Home Occupation, Major and Minor
- s. Hotel
- t. Household Repair Services
- u. Indoor Participant Recreation Services
- v. Limited Group Homes
- w. Non-accessory Parking
- x. Personal Service Shops
- y. Private Clubs
- z. Private Education Services
- aa. Professional Offices
- bb. Professional, Financial and Office Support Services

4. Development Regulations

The following development criteria shall apply to the prescribed uses pursuant to Section 710.4 of the Land Use Bylaw.

- a. All development in this district shall meet the requirements established herein and where not superseded by the development criteria, design guidelines and sign regulations of this District, to the satisfaction of the Development Officer in consultation of the Heritage Planner, in accordance with the regulations contained in the Land Use Bylaw No. 5996, as amended and the objectives set out in the Boyle Street/McCauley Area Redevelopment Plan, as amended.
- b. The maximum floor area ratio shall be 4.0.
- c. The maximum building height shall not exceed 14 m (45.9 ft.) nor 4 storeys.
- d. Buildings shall be built to the front property line abutting a public roadway.
- e. Buildings shall be built to the side property lines.

- f. Buildings shall be built to the rear property line except for providing parking and/or loading and unloading facilities, in which case the rear setback shall be according to Section 65.4 and Section 66.3 of the Land Use Bylaw.
- g. Development Criteria for Apartment Housing:
 - i. Apartment Housing shall be permitted only in buildings where the first storey is used for commercial purposes;
 - ii. the housing component shall have access at grade which is separate from the access for the commercial premises;
 - iii. the maximum residential density shall be:
 - A. 370 dwellings/ha (150 dwellings/acre) for any site less than 1,350 m² (14,531 sq. ft.); or
 - B. 500 dwellings/ha (202 dwellings/acre) for any site of 1,350 m² (14,531 sq. ft.) or greater; or
 - C. 200 dwellings/ha (81 dwellings/acre) for any site less than 885 m² (9,526 sq. ft.); and
 - D. where a development contains two or more dwelling units, a minimum of 7.5 m² (80.7 sq. ft.) of Amenity Area is required per unit, in accordance with the provisions of Section 56 of the Land Use Bylaw.
- h. A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and for non-residential development greater than 1,852 m² (20,000 sq. ft.).
- i. Loading, storage and trash collection areas shall be located to the rear of the principal building and shall be screened from view from any adjacent sites, public roadways in accordance with the provisions of subsection 69.4 of the Land Use Bylaw.
- j. Off-street parking for new development shall be provided in accordance with the schedule listed below:
 - i. For Apartment Housing and Apartment Hotels:
 - 0.5 parking spaces per bed-sitting room Dwelling, 0.75 parking space per 1 bedroom Dwelling, 1 parking space per 2 bedroom Dwelling or larger. Of

the total number required, 1 guest parking space per every 7 Dwelling must be readily available to an entrance of the building to be served, and must be clearly identified as guest parking.

ii. For Non-residential Use Classes:

1 space per 300 m² (1 per 3,229 sq. ft.) of gross floor area; notwithstanding this minimum, the maximum shall be 1 space per 100 m² (1 per 1,076 sq. ft.) of gross floor area.

- k. Off-street parking for existing building, including renovation and rehabilitation projects, will only be required to maintain existing parking on-site.
- l. Accessory parking shall be located at the rear of the building and access to the parking shall be restricted to the rear lane.
- m. Vehicular access to properties shall be from the rear lanes to maintain an uninterrupted breaks in the street facade and strengthen the historic character of the district. Where there is no rear lane, vehicular access shall be from 101A Avenue. There shall be no vehicular access from Jasper Avenue or 97 Street.
- n. Off-street vehicular loading and unloading spaces for new development shall be provided in accordance with Section 65 of the Land Use Bylaw, as amended where development occurs.
- o. Off-street vehicular loading and unloading spaces for existing building, including renovation and rehabilitation projects, will only required to maintain existing off-street loading and unloading facilities.
- p. Development Criteria for Non-accessory Surface Parking:
 - i. Non-accessory Surface Parking lots shall provide a minimum 2 m (6.6 ft.) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer;
 - ii. storage materials and the piling of snow on Non-accessory Surface Parking lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer; and
 - iii. Non-accessory Surface Parking lots shall be provided to the satisfaction of the Development Officer in accordance with CPTED (Crime Prevention

Through Environmental Design) principles, as identified in Section 77 of the Land Use Bylaw.

q. Architectural design guidelines for infill development along Jasper Avenue and 97 Street:

- i. development which incorporates or is adjacent to historic buildings along Jasper Avenue and 97 Street should be designed in a complementary manner and in accordance with conservation principles and practices with regard to addition/alterations to historic buildings.

Any new development must relate to the following elements of adjacent historic buildings, as illustrated in Appendix 2:

- A. building Façade and design elements, e.g. horizontal elements, vertical design elements, rhythm of window openings, pilasters and other design elements on both the ground and upper Storeys;
- B. building materials (type, colour and texture); and
- C. architectural detailing.

r. Development Criteria for Signs along Jasper Avenue and 97 Street:

- i. development which incorporates or is adjacent to historic buildings along Jasper Avenue and 97 Street should be designed in a complementary manner that, as much as is practicable, follow the traditional pattern and location of signs, as illustrated in Appendix 3;
- ii. a Comprehensive Sign Design Plan in accordance with Section 79.6 of the Land Use Bylaw showing the sign and the complete facade of the building on which the sign shall be located shall be prepared for the development and submitted with the development or sign permit application to be approved by the Development Officer in consultation with the Heritage Planner;
- iii. maximum amount of signage and signage by type will be determined by building frontage;
- iv. signs permitted shall include Fascia Signs, Projecting Signs, Signs under Awnings or Canopies, Window Signs, and Signs on Awnings;

- v. Painted Wall Signs are NOT permitted on all facades of a building except where a painted wall sign is already existed. Such painted wall signs shall only be allowed to be maintained; and
 - vi. Signs not permitted include scintillating, flashing, animated, rotating and balloon signs and billboards.
- s. Development in this District shall be evaluated with respect to compliance with the General Development Regulations of Sections 50 to 79 inclusive of the Land Use Bylaw and in accordance with conservation principles and practices as it pertains to historic buildings.
- t. The Development Officer, in consultation with the Heritage Planner, may grant relaxation to Section 50 to 79 of the Land Use Bylaw, if in his opinion, such a variance would be in keeping with the general purpose of this District and the objectives of Section 7.2.6 of the Boyle Street/McCauley Area Redevelopment Plan, as amended and would not affect the amenities, use and enjoyment of the neighbouring properties.
- u. Development in this District shall be evaluated with respect to compliance with the Special Land Use Provisions of Sections 80 to 102 inclusive of the Land Use Bylaw and in accordance with conservation principles and practices as it pertains to historic buildings.



Area 2 - Jasper East Area



Appendix 2 - Architectural Guidelines

A. Building Façade and Design Elements

Horizontal Elements:

- a. New construction shall respect and enhance horizontal alignments where feasible;

Vertical Elements:

- a. Major vertical elements shall be introduced into the facade design of new buildings at approximately 33-foot intervals to maintain the traditional vertical pattern of building facade design;

Awnings:

- a. The original, traditional awnings found in Jasper East Area were 3 or 4 point retractable awnings with a skirt or valance;
- b. New awnings shall have the traditional profile and may be fixed or retractable with a skirt (valance) utilizing canvas or material similar in nature;
- c. New awnings shall provide weather protection for pedestrians with a minimum projection of 1.5 m (5.0 ft.) and not exceeding 2.0 m (6.6 ft.) from the building face;
- d. Backlit or bubble awnings and awnings are not permitted;
- e. New awnings shall be mounted between the wood or masonry piers which frame the storefront and shall align horizontally (where structurally possible) with neighbouring awnings;

Rhythm of window openings, pilasters and other design elements on both the ground and upper storeys:

- a. The historic building facades in Jasper East Area have the following features:
 - i. Storefronts and entrances should incorporate the historic pattern of recessed entryways
 - ii. Transom glazing and large display windows with minimum partitioning at eye level. Windowsills shall be between 30 cm (1.0 ft.) and 45 cm (1.5 ft.) above the level of the sidewalk and allow for a bulkhead panel below.

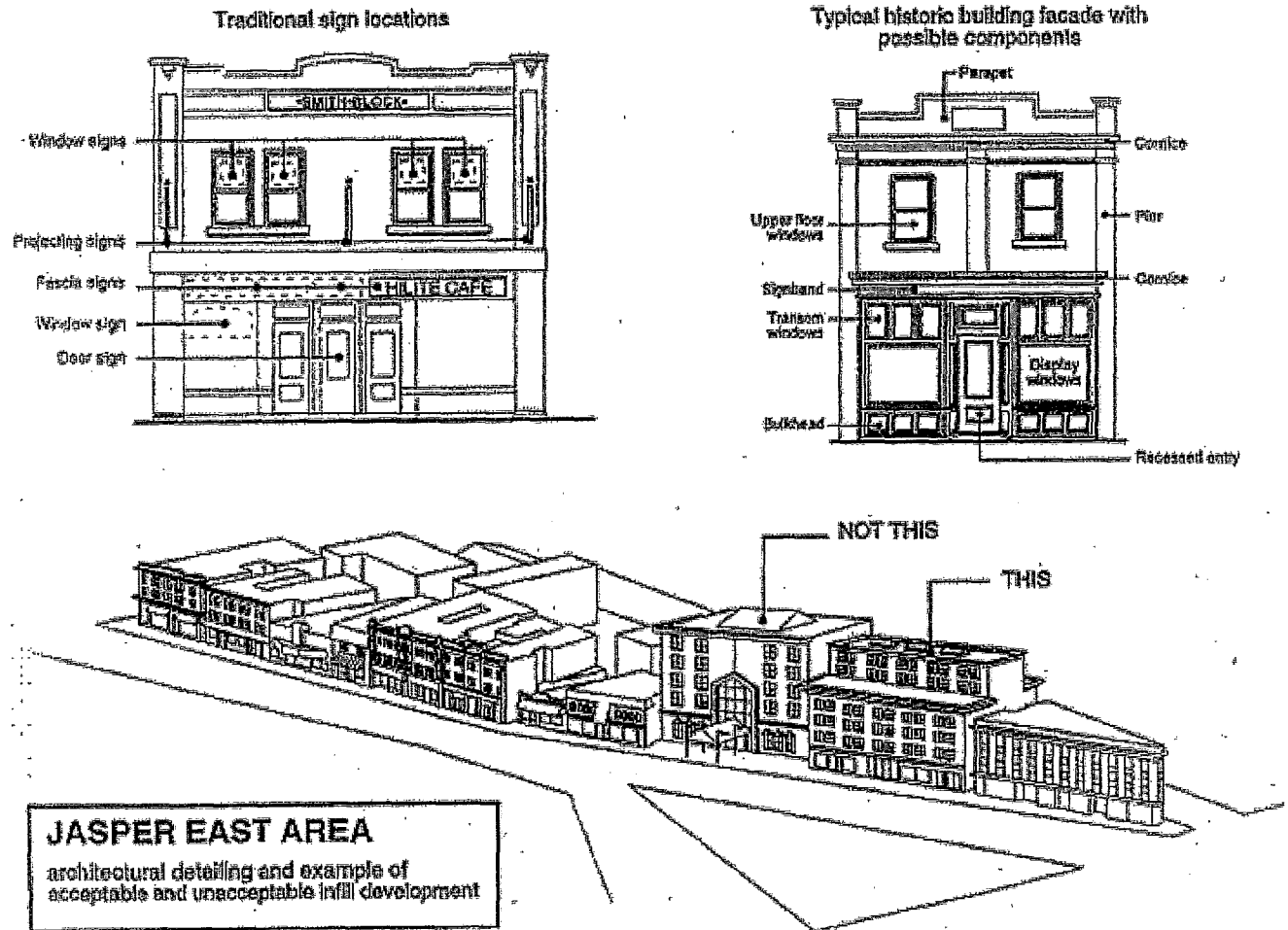
- iii. Upper Storey Window openings shall be of "punched" design, vertically proportioned (1:2 - width:height). Horizontal strip, awning and horizontal sliders are prohibited,
- iv. Transom glazing over doors and storefronts, fascia sign bands, and strong cornices and belt courses.

B. Building Materials (type, colour and texture)

- a. The traditional, historic building materials in Jasper East Area were quite limited. They included: brick, wood, pressed cornices metal and cast stone. New construction shall emphasize the use of these traditional materials. Reflective glass windows are NOT permitted;
- b. Colour schemes appropriate to the era of Jasper East Area's building's are recommended.

C. Architectural Detailing:

- a. Decorative details and facade articulations shall respect or make continuous, the horizontal features of adjacent historic buildings;



Appendix 3 - Sign Guidelines

Signage can have a dramatic impact on the overall character of a historic district. As a general rule, for buildings listed on the Register of Historic Resources in Edmonton, signs should be limited to those which were originally present on the building. In instances where new uses or interpretive functions dictate the use of additional signs, these new elements should be integrated into the general design of the building and follow the traditional pattern of locating signs. The size, typeface, graphics, and materials should be chosen to suit the period of the original building wherever possible. Avoid installing new signs such that the repair, replacement or removal of the signs damages the original fabric of the structure. Signs should be designed with a clear emphasis on pedestrians rather than automobile oriented signs.

For non-historic, existing structures and for new buildings, signs should follow, as much as is practicable, the traditional pattern of locating signs.

All prospective signage, lighting and awnings on DC1 (Area 2) Jasper East Area Direct Development Control District (Sub-Area 1) must be approved by the Development Officer in consultation with the Heritage Planner.

GENERAL GUIDELINES

Signage and awnings can make a significant contribution to the street character of historic area. Altering existing historic signage or awnings or installing new signage or awning to new structures should only be done after a thorough assessment of their conditions and historic value of the historic area.

1. Use Flat Signs in Historically Consistent Places

If possible, obtain historic photographs of buildings in the Jasper East Area through the City of Edmonton Archives or Provincial Archives which may provide an idea of how and where signage was applied to buildings and structures in the area. Often signs were placed on a building frieze, which is the horizontal flat surface directly above the store windows. Original signs, either on flat signboard or made of individual letters attached to the sign frieze, were designed as an integral part of the building. Therefore, an attempt should be made to place any new signage in historically consistent places on the building facades. Alternatively, other locations which do not detract from the overall character of the building or obstruct architectural detailing may be considered.

2. All new signage should be applied to ground floor show windows at a level visible to pedestrians.

Effective signage can be created that will be unique to each business, convey its own image, and still be coordinated with and enhance the building as a whole. Signs on Jasper East Area depend upon pedestrian traffic for their greatest impact. Indeed, sign placement within designated areas on a building's facade does not limit creativity; it simply organizes the information in a location and at a height where the shopper or building user expects it to be.

3. Historical location of Signs

Existing character-defining signs, including historic painted advertising signs often found on the sides of older commercial buildings, ought to be conserved where possible and visible from the public street.

4. Limit the Information on Signs

The shortest message on a sign has the most impact on pedestrians. Symbols or cut-outs of familiar objects such as a pharmacist's mortar and pestle, can communicate a great deal of information without lettering. Often the building is the best advertisement and could be the signature of a business without necessarily using an individual logo or sign. Furthermore, oversized, projecting and crowded signs compete with each other and produce visual confusion.

5. Use Signage Materials and Colours that are Compatible with the Building

Constructing signage lettering with its background is more important for legibility than using bright colours. Signs done in muted tones compatible with the building but contrasting with the predominant building facades will enhance the building's character. Bright and bold colours are unnecessary and distract from a building's unique architectural quality. Indeed, signage should offer a positive image for individual businesses and not compromise the integrity of the facades.

6. Use Indirect lighting of Signage

Indirect lighting is often the most appropriate form of sign illumination. This may be done by using traditional hooded spot lights.

7. Recommendations for different types of signs:

a. Fascia Signs

Fascia signs should be made of wood and painted or painted directly on the fascia itself and should be located in historic

Maximum height: 0.61 m (2'-0")

Maximum length: 80% of the building frontage

Maximum area of fascia signs: 0.09 sq. m. (1 sq. ft.) of display area for every linear foot of building frontage

Maximum area of all signs: 0.20 sq. m. (1.5 sq. ft.) of display area for every linear foot of building frontage

Lettering should be traditional and may be painted, raised, or cut into the surface of the wood.

b. Projecting Signs

Projecting signs are usually suspended from a decorative metal bracket that is fixed perpendicular to a building, commonly on the building front over the sidewalk. Projecting signs are common due to their visibility and versatility in design.

Projecting signs should be made of wood (painted or carved & painted) or metal (painted or enameled) suspended by metal chains from a decorative metal, wrought iron or wood wall bracket.

Maximum projection from face of building: 1.54 m (5'-0")

Maximum mounting distance from face of building: 0.3 m (1'-0")

Maximum area of projecting signs: 0.022 sq. m. (1/4 sq. ft.) of display area (which fits within a rectangle) for every linear foot of building frontage

Minimum clearance below projecting signs: 3.05 m (10'-0" wherever possible)

Projecting signs shall not be mounted higher than the bottom of the eave or cornice (for one storey buildings) and not higher than the lowest sill of the second story for multiple storey buildings. Signs should not project above the building cornice, parapet or eave.

c. Signs Under Awnings or Canopies

Signs that are suspended under an awning or canopy are generally used to identify businesses located in the building. Since these signs can be subject to vandalism, certain design precautions should be taken.

Maximum horizontal dimension: not to exceed width of canopy

Maximum height: 0.45 m (1'-6")

Maximum clearance: not less than 2.4 m (8'-0") above ground

d. Window Signs

Maximum area: The signage must fit within one rectangle and not exceed 30% of the total glass area for all glazed portions of doors and display windows.

e. Signs on an Awning

Signs that are painted directly on the fabric valance and are generally used for business identification. Graphic logos or images may be applied to the gable end of the awning.

Maximum valance height: 0.3 m (1'-0")

Maximum lettering height: 10"

Max. gable image + valance lettering: 15% of awning area projected onto a vertical plane parallel to the building's front

The total display area of all sign types must not exceed a 1:1 ratio, one square foot of signage for every linear foot of building frontage. For example, if a building's frontage is 15.24 m (50'-0"), the total of all signs must not exceed 15.24 sq. m (50 sq. ft.)

8. Other Types of Signs:

Free standing signs, temporary signs and flag poles with flags or fabric banners may be considered. The historical use of fabric is encouraged, particularly for parades or festive occasions.

*Refer to fascia or projecting sign guidelines as appropriate.

9. Illumination and lighting:

With the exception of distinctive neon, which may be character-defining (as determined by the Development Officer in consultation with the Heritage Planner) highly illuminated signs are generally inappropriate for buildings and structures within a historic district. Where illumination is required, it should be provided by lamps projecting from the facade.

Sign lighting should be done with clear incandescent spot lights or controlled floodlights that are directed towards the sign or object. Lighting may be either up-lighting or down-

lighting and should be installed to avoid any glare in the eyes of pedestrians or tenants in the building.

Fluorescent or coloured lights should not be used.

10. Awnings

The historic shape and type of awning should be maintained. Retractable fabric awnings where used historically are appropriate visually, can provide weather shelter and signage opportunities. The placement of awnings should reflect the design of the storefront, while maintaining the original configuration and location on the elevation with respect to piers, transoms and cornices.

Rigid fabric canopies, particularly those with internal illumination, are a recent development and as such are not appropriate for historic buildings. Glazed rigid canopies were often part of larger commercial buildings and should be maintained if historically accurate or rebuilt based on historical research where possible.

11. Attaching signs

Sign fastenings and brackets should be simple and inconspicuous. Anchorage should be done in areas that will not damage original materials (i.e. installed in mortar rather than in brick). Hanging signs should be secured by light chains from the bottom of the sign to the building in order to prevent damage due to wind or vandalism. If brackets form an integral part of the overall sign design, they should be made of traditional materials such as wood or wrought iron.

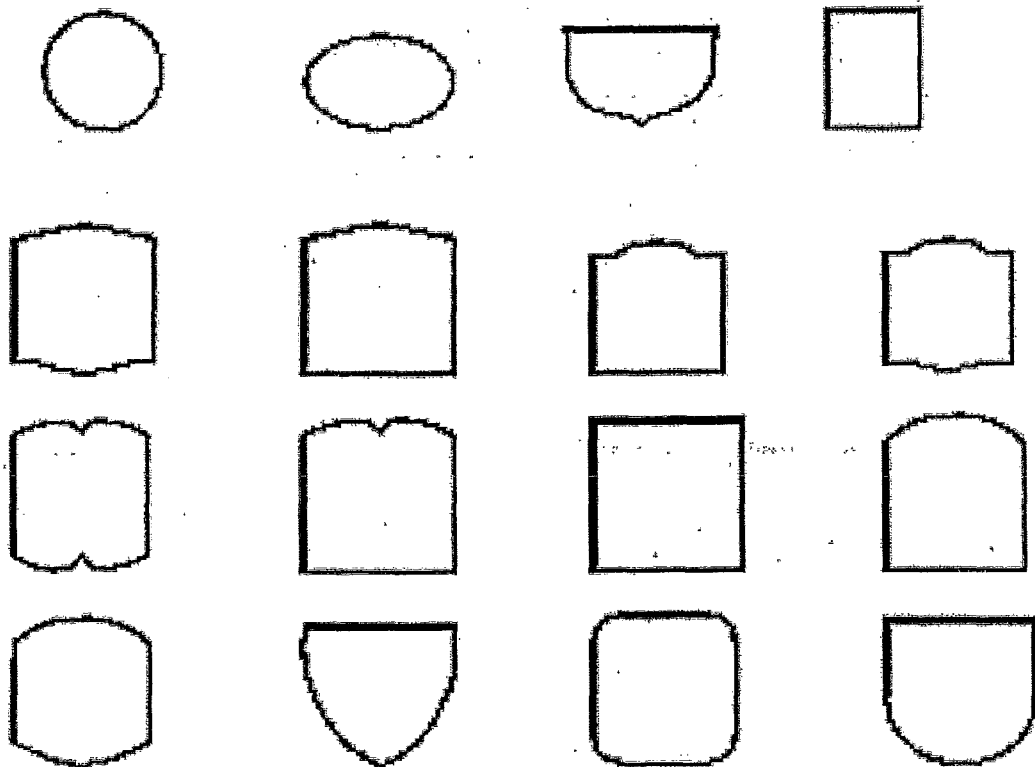
12. Shapes

Sign shapes may sometimes be derived from the features or suitable locations on the building (i.e. rectangular windows or fascia bands). Archival photographs can provide valuable information regarding appropriate sign shapes.

Numerous shapes of signs are historically appropriate, including rectangular, square, shield, oval, circular, and their many stylized variations.

Creative signs called "effigy signs" (signs shaped like particular objects) can be used where appropriate, such as a camera shape for a camera shop. Effigy signs are encouraged, but should be simple in form and limited in use. Triangular, hexagonal or odd shapes are not historically appropriate and should not be used.

The following shapes are examples of historically appropriate projecting sign shapes:



13. Composition & Graphics

Information should be clear and direct - composition should be organized by priority as reflected by size, emphasis and positioning of words or images.

Sign graphics should be simple, traditional and appropriate to the business and building style. Strong contrast should be maintained between the sign background and copy (i.e. light on dark, dark on light). Copy should be placed on a solid and neutral rather than a patterned background.

14. Type Styles

Traditional serif or historically accurate type styles are recommended. The use of more than one type style is discouraged. Ornamental type styles should be restricted to one per sign for headlines only. Emphasis may be given through the use of shadows, bolding, capitals, spacing, colour & contrast, borders and graphic images.

15. Materials & Texture

Neon tubing may be considered for limited use in windows or on projected signs. Sign texture should compliment the texture of the building. Signs generally, either smooth finish or rough cut wood signs with raised letters are preferred for brick buildings.

16. Colours

Generally no more than four colour (including black and white) are recommended. Natural earth tones or traditional sign colours such as black, gold or burgundy are preferred. Bright or fluorescent colours should not be used.

17. Not Recommended**Sign Design:**

- Historically inappropriate designs, including fluorescent back-lit signs
- Busy or cluttered sign graphics
- Ornate or trendy type styles
- Bright fluorescent colours

Location:

- Obscuring the existing architecture
- Excessive number of signs

Prohibited:

- Billboards, scintillating, flashing, animated, and rotating signs