

## Program Description

The Façade Improvement Grant Program has been created to promote the sensitive redesign of existing building façades to enhance the existing image of the area. This document outlines Façade Improvements specific to the Uptown Keswick BIA.

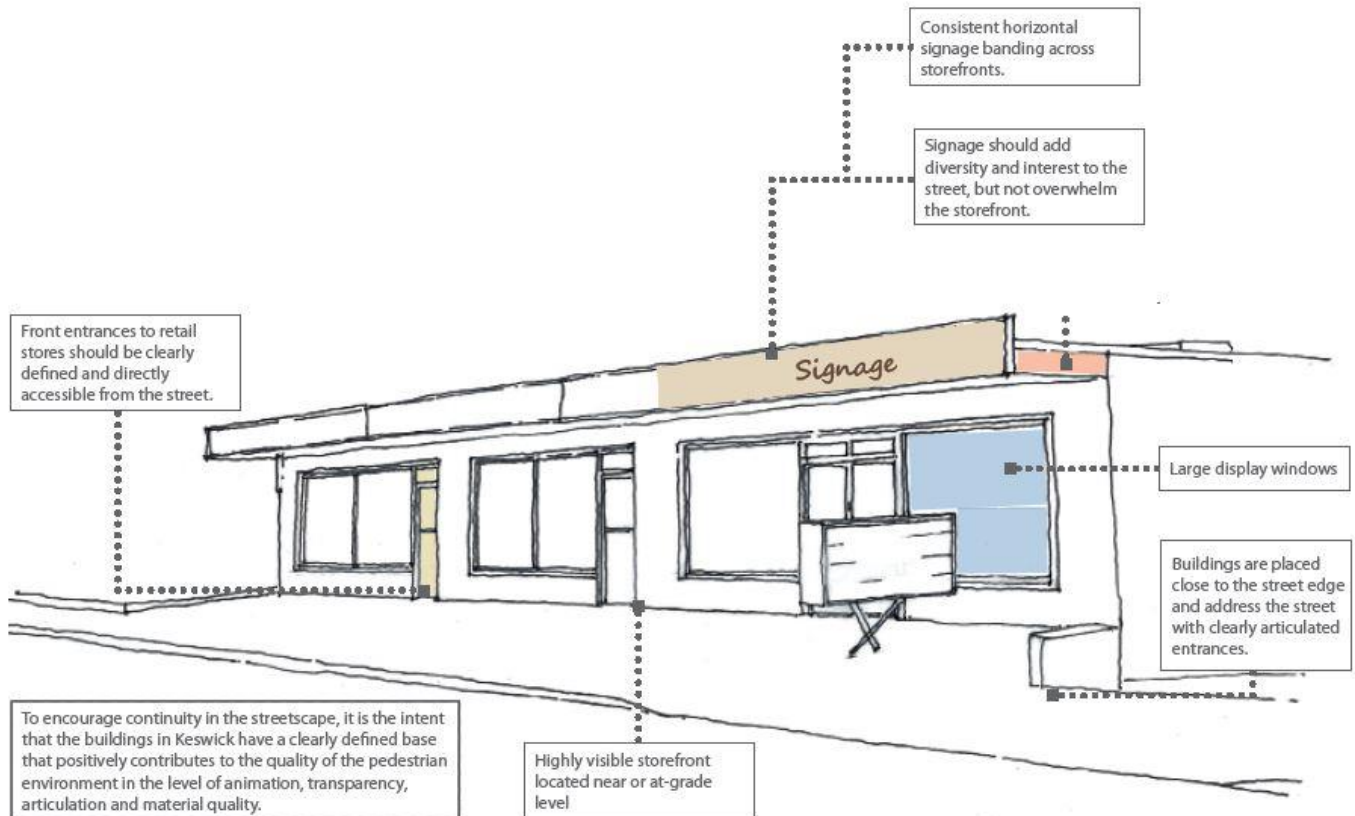
### Uptown Keswick

The Study Area in Uptown Keswick is comprised of one land use designation, Urban Centre - Uptown Keswick Urban Centre (shaded in red) within the Keswick Secondary Plan. The Urban Centre - Uptown Keswick Urban Centre designation permits a mix of low, medium and high density residential uses, retail and service commercial uses, business and professional offices, institutional and community uses and special needs housing. This land use designation establishes an appropriate boundary to this Community Improvement Project Area, as well as an excellent beginning for the establishment of the Uptown Keswick Business Improvement Area.



## General Building Guidelines

1. All new development in Uptown Keswick should be compatible with the character and context of the Area. Consideration should be made for exterior design, including the character, scale, colour, building materials, appearance and design features of buildings.
2. Architectural variety is crucial in creating a visually stimulating urban environment. Streetscapes composed of buildings of similar style and form can succeed through subtle variations in the façade treatment and building mass to improve the overall architectural richness, variety, and building articulation in the community.



## Storefronts

Well-proportioned and designed storefronts can contribute positively to the pedestrian environment by providing animation and visual interest at the sidewalk. A defining characteristic of a main street is the mix and variety of storefront styles and types, in addition to the narrow widths and high level of transparency that lends to the vibrancy and animation of the street. Entrances, signage, weather protection and lighting are all elements of successful storefronts. New development should reinforce these characteristics according to the following guidelines:



*Enhanced pedestrian environment*

1. Barrier-free access should be accomplished in a manner that does not impede passage in front of the store. Ramps are encouraged to be incorporated within vestibules or where entries are set back from the storefront.
2. To ensure an attractive visual presence on the street and a high quality retail space at grade level:
  - Storefronts should have a high-level of transparency, with a minimum of 75% glazing to maximize visual animation.
  - Clear glass should be used for wall openings (e.g., windows and doors) along the street-level façade. Dark tinted, reflective or opaque glazing should be discouraged for storefronts.
  - An identifiable break or gap should be provided between the street-level uses and the upper floors of a building. This break or gap may consist of a change in material, change in fenestration, or with the addition of a cornice line. The identifiable gap or break can emphasize the storefront while adding visual interest and variety to the streetscape.
  - On corner sites, storefronts should address both street frontages through entries or glazing.

- Storefront signage should be consistent with the signage guidelines (see signage section), but generally should add diversity and interest to the street and not overwhelm either the storefront or the streetscape.
- To reflect the existing character and context, storefronts should generally have a frontage that reflects their historic scale.
- Where retail frontages are greater than 8.0 metres, they should articulate narrow storefronts in the design of the façade.

## Materials

New development should be mindful of ensuring consistency in architectural design and in the use of high-quality materials, particularly at street-level. A key objective of the Design Guidelines is to achieve a balance between consistencies in design quality and street interface, while enabling individual expression in new developments.

New buildings should respect the materials of adjacent buildings and develop a palette of materials and colours evident in nearby existing buildings that is representative of Uptown Keswick.

1. Building materials should be chosen for their functional and aesthetic qualities and exterior finishes should exhibit quality of workmanship, sustainability and ease of maintenance. Materials should also be chosen for durability.
2. Building materials recommended for new construction include brick, stone, wood, glass, in-situ concrete and pre-cast concrete.
3. Vinyl siding, plastic, plywood, concrete block, darkly tinted and mirrored glass and metal siding utilizing exposed fasteners should be discouraged.



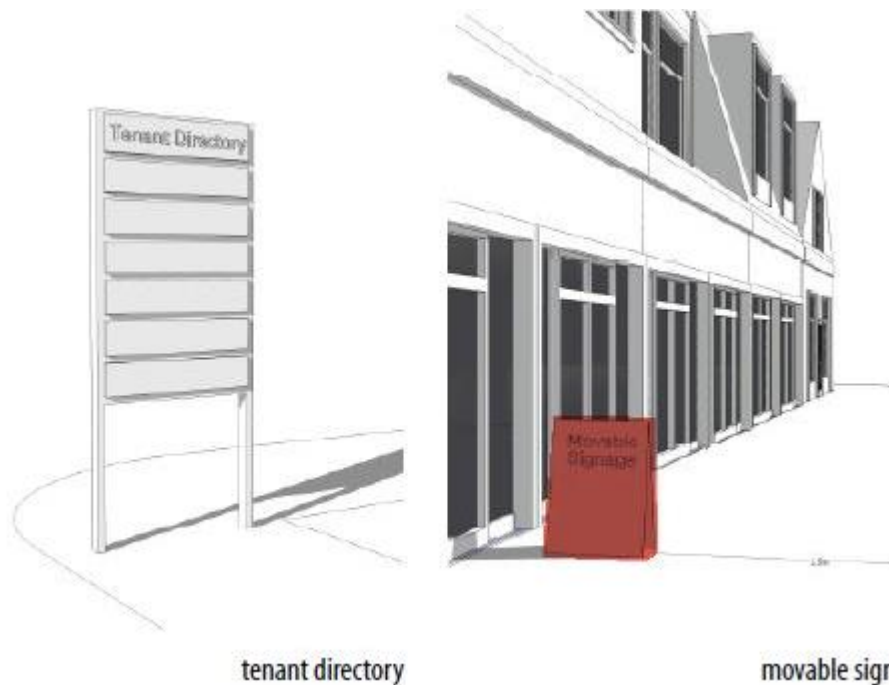
*Vinyl & metal siding is discouraged.*

## Doors and Windows

1. Doors and doorways should be designed to reflect and be consistent with the scale of the buildings found in Uptown Keswick. They should complement the building style.
2. Traditional doorway surrounds should be incorporated into the façades of buildings including sidelights, clear transoms and vision panels.
3. The materials and surrounds of new windows should be in harmony with adjacent buildings.
4. The scale of new windows should be in proportion to the windows on adjacent buildings.

## Signage

Signs should contribute to the quality of individual buildings and the overall streetscape, and should reflect the unique characteristic of their context. High quality, imaginative, and innovative signs are also encouraged. Commercial storefront signage should be subject to the following guidelines:





awning placement on storefront



store signage

## Sign Placement

1. Signs should be placed in a consistent location on all building façades. Generally, it should be located above the storefront windows or on canopies over the storefront.
2. Signage should not obscure windows, cornices or other architectural elements.
3. To minimize visual clutter, signage should be integrated into the design of building façades wherever possible, through placement within architectural bays and friezes.
4. With traditional sign placement such as on a sign band, window lettering, or within the existing architectural orders.
5. Highly animated and illuminated digital signage should not be permitted where residential uses can be impacted.
6. All signage should conform with By-laws and regulations.

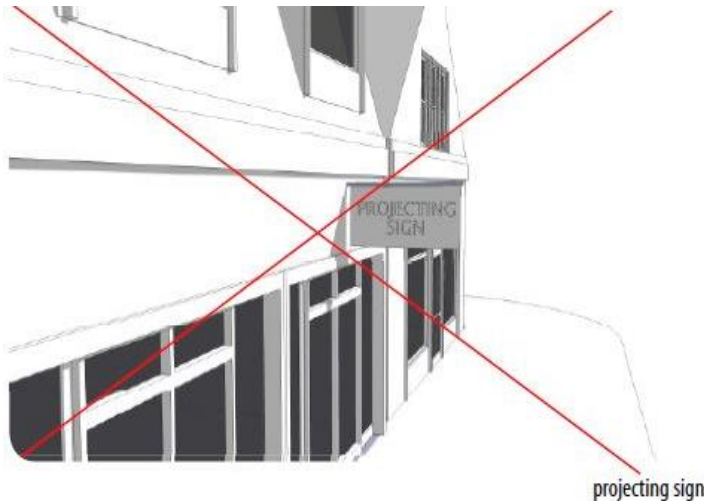


signage should not obscure window

7. Signage should aid pedestrians and drivers in navigating the area, especially at night.
8. Signs should be well maintained and constructed using high quality materials.

### Sign Types

1. Large freestanding signs (such as pylons), roof signs, and large-scale advertising (such as billboards) are discouraged.
2. Projecting/hanging signs are not permitted. If your business currently has a projecting sign you can reface the sign on the existing pole.



3. Moveable signs like sandwich boards should have two sign faces, and be located in front of the associated business on private property where possible. Signs are NOT permitted to encroach onto public property and need to comply with the Town sign bylaw.

Special conditions include:

- a. Must be moved inside after business hours.
- b. Must be protected against movement by wind.



### Encroachments

1. Awnings or canopies are not permitted under the Town of Georgina's current bylaw.
2. Permanent structural components of the building (colonnades and balconies) are not permitted to encroach into the defined public pedestrian realm.

**If you have questions regarding information in this document please feel free to contact Sean Columbus at 905-476-4301 ext. 2330 or at [scolumbus@georgina.ca](mailto:scolumbus@georgina.ca)**