

Downtown Prescott & RiverWalk District

Design Guidelines

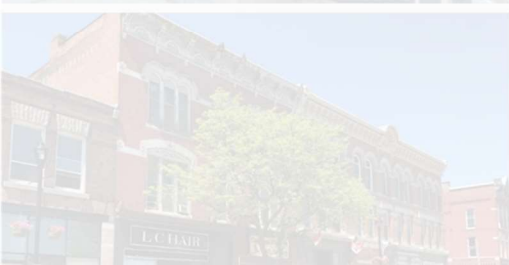
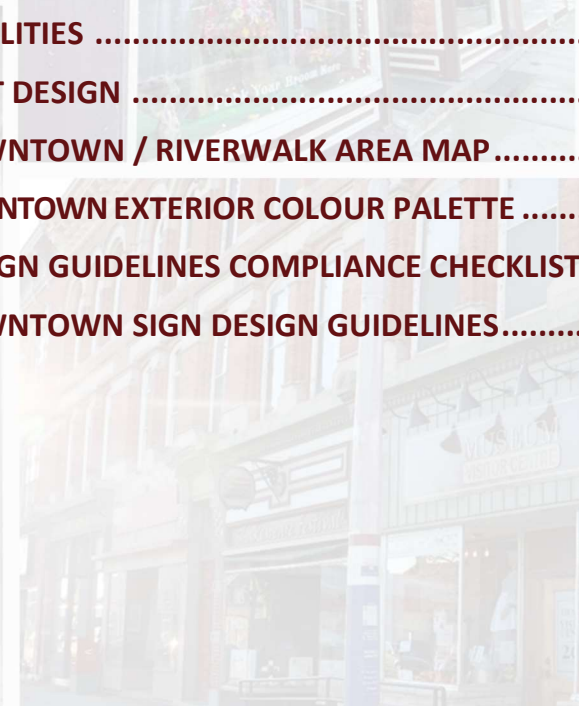
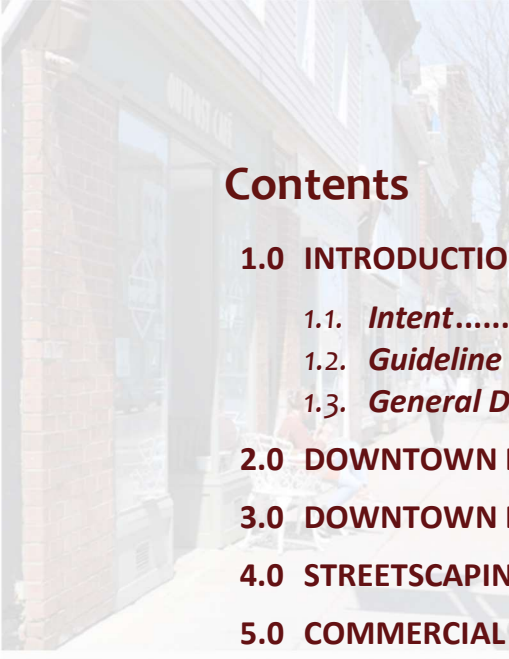


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1.0 Introduction

1.1 Intent

1.1.1 The guidelines are intended as a tool for the Town to guide and evaluate future development, and to ensure the level of design quality and neighborhood activity generated by new development, renovations, and other improvements is consistent with the vision for the Downtown and the Waterfront as established by the community as part of this process. The guidelines are not definitive, but instead they are a framework that can be used to evaluate and to determine whether or not a proposed project fits within the vision for Prescott. All projects should respect the general urban design considerations prior to evaluation under the guideline framework.

1.1.2 Properties located within the Downtown Core/RiverWalk District zoning area must comply with the Downtown Sign Design Guidelines. Design guideline compliance will be measured against the Design Guidelines Checklist, attached as Appendix 4.

1.2 Guideline Organization

1.2.1 The guidelines are organized into six sections. The first two sections address specific issues related to the historical façade restoration and infill development on King Street; sections three, four, and five address streetscape improvement, commercial signage and parking in the downtown; and the last section addresses issues related to waterfront design.

1.3 General Design Guidelines

1.3.1 All of the Guidelines are based directly upon the ‘vision’ for Prescott. The following working assumptions form the basic urban design framework for the downtown and waterfront, into which the guidelines fit.

1.3.2 When a project is being proposed for preservation, renovation, or new construction for the downtown, these assumptions should be considered:

Consolidation: Buildings located within the main commercial core should be mixed-use and encouraged to accommodate a range of activities on the various floors. It is generally preferable to have retail uses at grade, office or personal service uses on the second floor, and residential uses on

the third and fourth floors. These kinds of multi-use buildings should be encouraged as they help to animate a downtown core during the day and the night.

Concentration: Much of the downtown is under-utilized. New development should look to reinvest in existing buildings before undertaking new construction projects. New construction projects should be encouraged to



locate within the downtown core on undeveloped or on underdeveloped sites.

Connection: Downtown Prescott has an exceptional waterfront that is integral to its identity and liveability. Projects should be designed to take advantage of this important asset and to continue to create a pedestrian network and accessible waterfront that is connected to other sections of the community. Views to the water's edge, along the north-south streets, should not only be protected, but also enhanced and framed through build-to lines and streetscape improvements.

Heritage: The downtown's concentration of heritage buildings and historic quality is of primary importance to its public image and economic viability. The preservation of this asset keeps Prescott in touch with its past and contributes to its character for the future. Identity and value are built upon authentic heritage. It creates opportunity for innovative marketing and advertising strategies.

2.0 Downtown Design Guidelines – Existing Construction

The following outlines design guidelines for commercial properties located within Prescott's historic downtown core/RiverWalk district. While it is acknowledged that changes to structures in the Historic Downtown will occur over time, it is also a concern that these changes do not damage the historic building fabric or the character of the downtown. It is important to preserve and rehabilitate the exteriors and storefronts of buildings with significant historic and architectural features as well as buildings whose form, proportions and materials contribute to the character of the street.

These buildings will continue to make a contribution to the historic character of the downtown. Any building renovation or alteration, regardless of the planned use, must retain the overall design integrity of the historic building by protecting the original features and materials and respecting the traditional design elements.

2.1 *Preserve Original Façade*

2.1.1 Preservation of traditional façade elements found on existing buildings creates patterns along the face of the block that contribute to the overall character of the area. These building and architectural elements include:

- Storefront
- Display window
- Display window base
- Recessed entrance and glazed door
- Transom
- Sign band
- Ground floor cornice
- Vertical window pattern and sills
- String course

2.1.2 The sum of the façade elements defines a building's visual qualities and character. The original design and materials of the building should be respected. Even when building uses have changed, it is still important to retain and / or interpret traditional façade elements.

2.1.3 Preservation or restoration of ornamental cornices is particularly encouraged. Other important façade elements to be respected include belt courses, pilasters, windows, window arches and frames. Adding more elaborate or extensive ornamentation than was originally found on the building façade is not generally appropriate.

2.1.4 It is not the intention of this guideline to recreate the past if the original building façade does not exist. However, if documentary evidence, such as photographs of the original, does exist, then one recommended alternative is to restore the façade based on this documentation. Where exact reconstruction is not practical, new, simplified, contemporary interpretations of the original details are possible, as long as the intent, scale and character of the original detail are retained.

2.1.5 Themed designs should be avoided. Themes can be defined as the consistent application of inappropriate elements, treatments or colours, that have no historic precedent and whose use alters the original character.

2.1.6 Some unsuccessful theme elements, such as coach lanterns, mansard roofs, wood shingles or shakes, fake shutters, medieval hanging signage, etc. can create a theme park feel where it is inappropriate.

2.2 *Preserve Facade Materials*

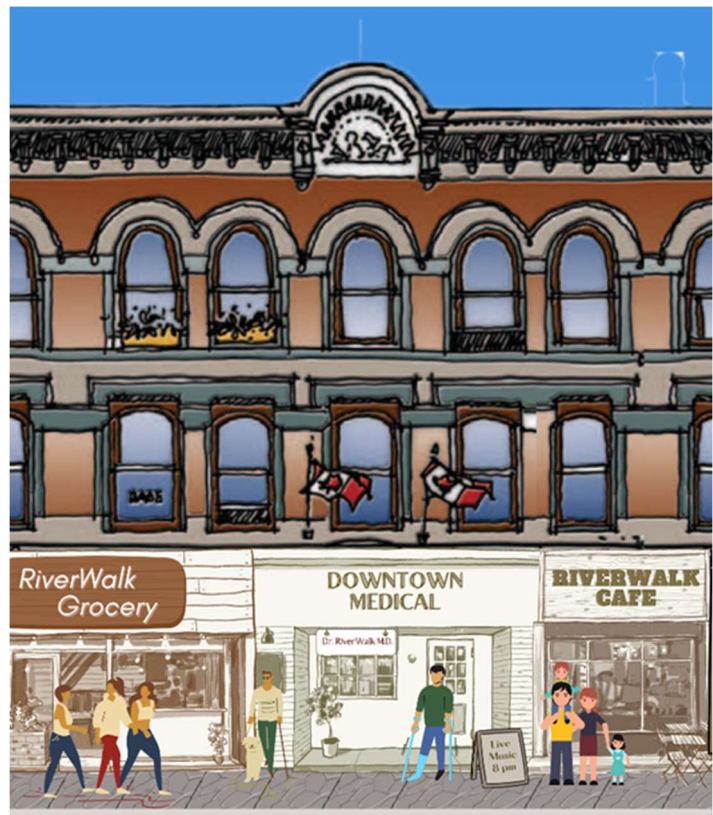
2.2.1 Retain original materials wherever possible through repair and restoration. Avoid concealing original façade materials. If the original material has been covered, uncover it if feasible. If portions of the original material must be replaced, use a material similar to the original. Brick and stone were the predominant building materials used in the downtown. Avoid the use of materials that are not visually compatible with these materials and the original façade, such as shiny metals, mirror glass, plastic panels, and vinyl windows or doors.

2.3 *Align Architectural Features and Establish Consistent Patterns with Neighbouring Buildings*

2.3.1 Restore or recreate the historic alignment of architectural features with other buildings on the block. These lines unify the street visually. The alignment of architectural features from one building to the next, such as floor lines, window locations and proportioned cornice lines etc., creates visual continuity and establishes a coherent visual context throughout the downtown. For the commercial buildings, they create patterns along the face of the block that contribute to the overall character of the area.

Some façade elements that typically align with adjoining buildings include:

- Building kickplates
- The location and proportions of entry doors
- Transoms over the entranceways
- The top and bottom height of first floor display windows
- Clerestory portion of display windows
- Sign band above the street level



- Horizontal and vertical proportions of the building
- Window opening size, surrounds and styles, especially upper storey windows
- String courses or floor lines
- Parapet and cornice lines
- Roof lines and proportions

2.4 Maintain the Original Historic Line of the Building Setback

- 2.4.1 Preserve storefront display windows at the sidewalk edge. Maintain historic recesses and entryways where they exist.
- 2.4.2 Occasionally, the line at the sidewalk is retained by the use of other elements such as planters, columns or railings, and the storefront is recessed. Where buildings are built to an alley edge, consider alley display windows and secondary customer entries if original materials and features are not damaged.
- 2.4.3 For projections into the sidewalk, such as outdoor dining areas, follow the guidelines for extensions into the right-of way guideline 4.4.

2.5 Maintain the Original Size, Shape and Proportion of the Storefront Façade and Openings to Retain the Historic Scale and Character

- 2.5.1 For most historic buildings, large panes of glass at the display window level with solid kickplates below are appropriate.
- 2.5.2 Multipane designs that divide the storefront window into small components should only be used if they replicate historic elements and original openings that can be documented.

2.6 Maintain Traditional Recessed Entries Where They Exist

Recessed entries identify the entrance and provide shelter, while corner entries on buildings located on the intersections of key streets draw pedestrians in. The rhythm of these recessed entrances on the street clearly contribute to visual continuity and the traditional character.

- 2.6.1 Use doors with a large area of glass above a solid panel at the base, surrounded by a painted frame.
- 2.6.2 Avoid unfinished anodized metal, bright aluminium, or stainless steel frames.
- 2.6.3 Finished frames may be metal with black, anodized or painted finish, however, painted or varnished wood is preferable.
- 2.6.4 Residential type doors are not acceptable.
- 2.6.5 If documentation of the original entry is available, the recommended alternative is restoration or replication.

2.7 Maintain the Kickplate Below the Display Window Element

The kickplate is generally the area of the street façade below the storefront window and above the sidewalk and should be preserved wherever possible.

- 2.7.1 For buildings with historic significance (local landmarks, individually significant, contributing, or contributing restorable buildings), restore the original kickplate from documentary evidence.
- 2.7.2 If original information is not available, develop a new, simplified design that retains the original character and dimension of a kickplate that would most likely have been on the building.

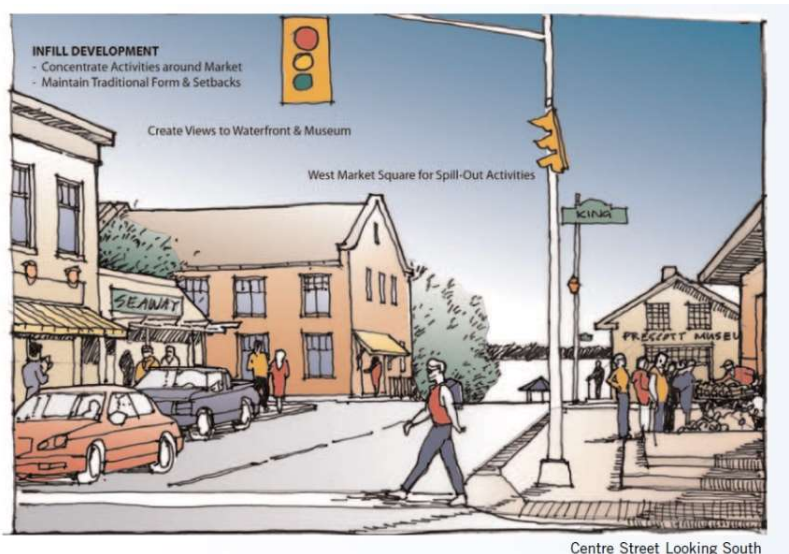
- 2.7.3 For renovations where there is no documentary evidence, appropriate kickplate materials are: brick, wood panels, stone, and glazed tile or painted metal in muted tones.
- 2.7.4 Align the kickplate with those of other historic buildings in the block.

2.8 Preserve the Transom and Sign Board Features

- 2.8.1 The use of a clear glass transom over doors, or clerestory features within the upper part of the display window area, is generally appropriate. This area was traditionally used to add to the natural light that would illuminate the objects on display in the storefront.
- 2.8.2 The design of the entire storefront, clerestory, display window, transom and entry door, was generally considered as one element with a consistent framing detail. Rehabilitation should consider using the original materials and proportions of the opening to re-establish this character.
- 2.8.3 If the interior ceiling is lower than the transom or clerestory line due to later renovation, raise the dropped ceiling up from the window to maintain its historical dimensions. Align transom or clerestory window and framing with other adjacent buildings to maintain a clear line along the block face.

2.9 Preserve the Shape, Material and Spacing of Upper Windows

- 2.9.1 Maintain the original spacing patterns and proportions of the windows.
- 2.9.2 Re-open/reveal upper storey windows if the are currently blocked. If re-opening the window is not feasible, recreate the original windows from historical documents.
- 2.9.3 If lowered ceilings are necessary, pull the dropped ceiling back from the window.
- 2.9.4 If original to the building, shutters may be considered to define the original window proportions.
- 2.9.5 Preserve the window frame, sash, and surrounds.
- 2.9.6 Repair rather than replace original windows. If repair is not feasible, replace with windows that match the existing windows as closely as possible.
- 2.9.7 Size, frame and trim material, method of operations, size of sash members, window frame elements, and the pattern of divided lights are important features to replicate.
- 2.9.8 A historic material such as wood is most appropriate. If molded plastic, vinyl or aluminium replacements must be used, they should replicate original materials, finishes, and dimensions as closely as possible.
- 2.9.9 Anodized, shiny, unfinished metals and altered dimensions are inappropriate and ultimately detract from the character of the street.



2.10 Awnings May be Used to Provide Visual Depth and Shade

- 2.10.1 Awnings should be designed to fit the storefront opening to emphasize the building's proportions.

- 2.10.2 Awnings should not obscure or damage important architectural details.
- 2.10.3 A 2.5 metre clearance from the sidewalk to the underside of the awning is required.
- 2.10.4 Align awnings with others on the block. This applies particularly to the bottom line of the awning.
- 2.10.5 Mount the top edge to align with the top of the transom or with the framing that separates the clerestory section from the main display window. The valance may be used for a sign.
- 2.10.6 Operable fabric awnings are encouraged.
- 2.10.7 Metal awnings or canopies that are similar in form to fabric awnings may be appropriate when designed as an integral part of the building façade, not appearing as tacked-on additions.
- 2.10.8 Awning colour should be coordinated with the colour scheme of the entire building front.
- 2.10.9 Mechanized awnings and awnings on the upper stories are discouraged.

2.11 Distinguish Additions to Historic Building

Additions to historic buildings should be distinguishable from the original while maintaining visual continuity through the use of design elements such as proportion and scale, relationship to the line of the street and sidewalk, façade setback, and materials that are of a similar colour and texture. When design elements contrast too strongly with the original structure, the addition will appear visually incompatible. Conversely, when the original design is too closely replicated, the addition becomes less distinguishable and the historical evolution of the building becomes less recognizable.

- 2.11.1 For additions to the side of a historic building, retain the original proportions scale, and character of the main façade.

Position the addition so it is set back from the main façade and express the difference between the original façade and the addition with a subtle change in colour, texture or materials.

- 2.11.2 Set back additions to roofs of historic buildings, in order to maintain the height of the primary façade.

New floors should be substantially setback from the primary façade so that the original building heights and façade are clearly distinguishable from the new upper floor as seen from the street.

- 2.11.3 Maintain the proportions and the established pattern of upper storey windows.

In additions, upper floors should incorporate traditional, vertically-proportioned window openings within a façade treatment that are visually connected to the lower floors. Use windows similar in size and shape to those used historically to maintain the façade pattern of the block.

- 2.11.4 Maintain the rhythm established by the repetition of the traditional 25-foot (7.5m) façade widths.

In additions, maintain and reinforce the rhythm of façade widths, especially for projects that extend over several lots, by changing materials, patterns, reveals, building setbacks, façade portions, or by using design elements such as columns or pilasters.

2.12 Select Building Colours Appropriate to the Area's Historic Character

2.12.1 In general, select a colour scheme that will visually link the building to its past as well as to other buildings in the area. Consider colours that are compatible with the building's predominant materials such as red brick or stone, or do an analysis of colours pre-existing on the building and use one of the colours found.

2.12.2 Develop a comprehensive colour scheme

Consider the building as a whole as well as details that need emphasis. Softer, muted colours establish a uniform background. In general, use one colour on similar elements such as window frames to show that they are all part of the same façade. Reserve brighter colour for small special accents to emphasize entryways and to highlight special structural ornamentation.

2.12.3 It is not appropriate to paint unpainted brick

If the brick is already painted, paint removal is preferred. Avoid paint removal procedures that damage the original brick finish such as sand blasting or caustic chemicals. Before removing paint conduct a test to determine potential detrimental effects. If the existing paint on the brick is in poor condition and paint removal will damage the underlying brick, the brick should be repainted

2.12.4 Refer to the Downtown Exterior Colour Palette for appropriate colour guidance

2.13 *Minimize the Visibility of HVAC Units and other Mechanical, Structural, or Electronical Appurtenances*

2.13.1 Use low-profile mechanical units and elevator shafts on rooftops that are not visible from the street. If this is not possible, setback or screen rooftop equipment from view. Also, be sensitive to views from the upper floors of neighbouring buildings.

2.13.2 Skylights or solar panels should have low profiles and should not be visible from public rights-of-way.

2.13.3 These features should be installed in a manner that minimizes damage to historic materials.

3.0 Downtown Design Guidelines – New Construction

The purpose of this section is to provide guidance for the design of new construction and the renovation of non-contributing buildings in the core, in order to retain the historic context of the area while providing new opportunities. Non-contributing buildings are those that have little or no heritage, historical or architectural significance, but are in sufficiently good condition to warrant remodelling.

While new building design is expected to reflect the character of its own time, thereby making the downtown a living district, it is important that it also respect the traditional quality that makes the downtown unique.



These qualities include massing, scale, consistency with adjoining buildings, storefront detailing and choice of materials.

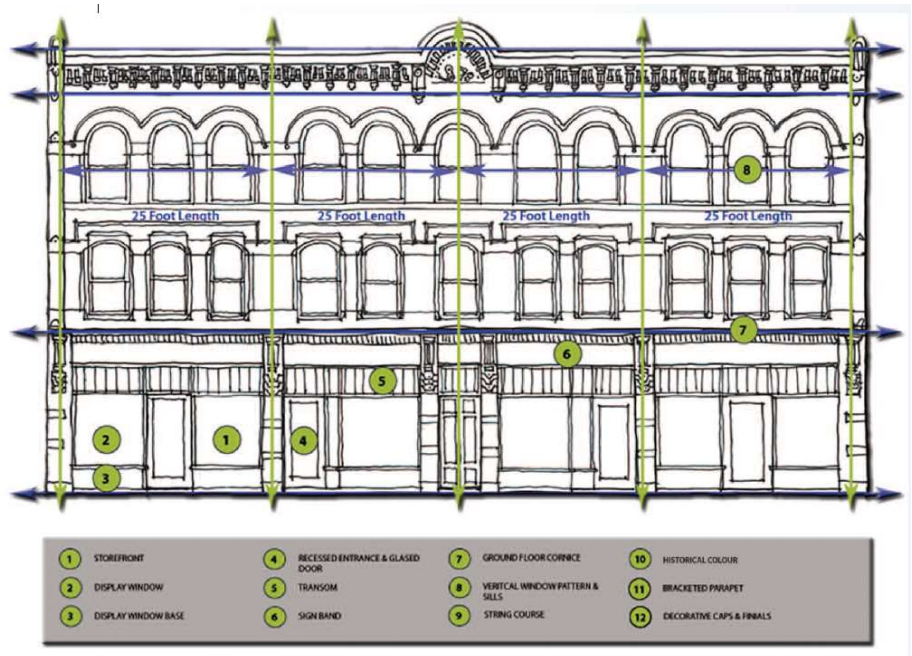
The preceding guidelines concerning awnings, paint colour, lighting and appurtenances to buildings are also applicable to these buildings. As discussed

previously, architectural styles that copy historic buildings and theme designs, such as the “wild west” or “Barvaria”, are not appropriate.

3.1 Incorporate Traditional Design Elements in New Designs

3.1.1 Repetition of traditional façade features creates patterns and visual alignment that contribute to the overall character of the district. While these features may be interpreted in new and contemporary ways, they generally include the following:

- Kickplate as a base to the storefront; align the height with others in the block
- First floor display window; align with height of others in the block when others are appropriately placed.
- Incorporate a clerestory from in the display window
- Transom; align with others when others are appropriately placed
- Sign band
- Parapet cap or cornices
- Vertical window patterns and shapes, window sills on second floor
- Angle entrances on corners
- Recess central entrances



3.2 Align Architectural Features with the Established Patterns of Neighbouring Buildings

3.2.1 The alignment of architectural features and elements from one building to the next creates visual continuity and establishes a coherent visual context throughout the downtown. On commercial buildings, they create patterns along the face of the block that contribute to the overall character of the area. Building façades should be designed to reinforce these patterns and support the area's established visual character.

3.2.2 Some façade elements that typically align with adjoining buildings include:

- Building kickplate
- The top and bottom heights of first floor display windows
- Transoms above entrance doors, and clerestory elements in display windows
- Horizontal and vertical proportions of the building
- Storefront windows, even for restaurant venues
- Upper storey window openings and styles
- Sign band above the street level
- Parapet and cornice line
- Window sills on upper floors
- Roof lines and proportions

3.3 Maintain the Line of Store Fronts at Sidewalk Edge and Orient Main Entrances to Open Toward the Street

3.3.1 For commercial style buildings, if a portion of the building wall is proposed to be set back from the sidewalk, careful consideration should be given to maintaining the front line of the building at the sidewalk edge through the use of planters, railings, columns or similar features up to an overhanging second floor.

3.3.2 Maintain the original setback of historic buildings. In many cases, the building's placement on the site is an important, defining characteristic.

3.3.3 For historic buildings that are not located at the zero setback line, place the addition behind the original setback.

3.4 Do Not Construct Half-Level or Split-Level First Floors that Extend Both Above and Below Grade

3.4.1 First floor levels should be no lower than grade level and no higher than 2 feet (0.5m) above grade. (Consideration of flood mitigation design should be taken into account for buildings located in flood plain areas).

3.5 Consider the Height and Mass of Buildings

3.5.1 In general, the building should appear similar in height, mass, and scale to other buildings in the historic area to maintain the area's visual integrity and unique character.

3.5.2 At the same time, it is important to maintain a variety of heights to create visual interest.

3.5.3 While the actual heights of buildings are of concern, the perceived heights of buildings are equally important. One, two and three storey buildings make up the primary architectural fabric of the downtown; taller buildings should be located at key intersections.

3.5.4 Strive for visual interest in building forms

- With new construction, create architectural variety by stepping-back upper floors and varying building massing, especially on larger sites.

3.5.5 Relate the height of buildings to neighbouring structures at the sidewalk edge

- For new structures that are significantly taller than adjacent buildings, upper floors should be setback a minimum of 3 meters from the front façade to reduce the perceived height. However, slender forms such as towers and dormers that extend forward to the front façade may add visual variety and interest to the setback area.

3.5.6 Consider the effect of building height on shading and views

- Building height can shade sidewalks during winter months leading to icy sidewalks and unappealing pedestrian areas. Wherever possible, new buildings should not shade the northern sidewalk of east-west running streets at noon on December 21st, and should maintain view corridors.

3.6 *Maintain a Human Building Scale Rather than a Monolithic or Monumental Scale*

3.6.1 Smaller scale buildings and the use of traditionally sized building components help to establish human scale and maintain the character of downtown.

3.6.2 Standard-size brick, uniform building components, and standard window sizes are most appropriate.

3.7 *Maintain the Proportions of Storefront Windows and Doors and Establish Patterns of Upper Storey Windows*

3.7.1 The first floor of downtown commercial buildings should be primarily transparent, with a pedestrian orientation and storefront appearance.

3.7.2 Upper floors should incorporate traditional vertically proportioned window openings within a more solid façade treatment; awnings are not typically found on upper storey windows.

3.7.3 Use windows similar in size and shape to those used historically to maintain the façade pattern of the block. This is especially important for projects facing key pedestrian streets such as King Street.

3.8 *Maintain the Rhythm Established by the Repetition of the Traditional 25 Foot (7.5m) Façade Widths*

3.8.1 Maintain the rhythm of façade widths, especially for projects that extend over several lots, by changing materials, patterns, reveals, building setbacks, façade portions, or by using design elements such as columns or pilasters.

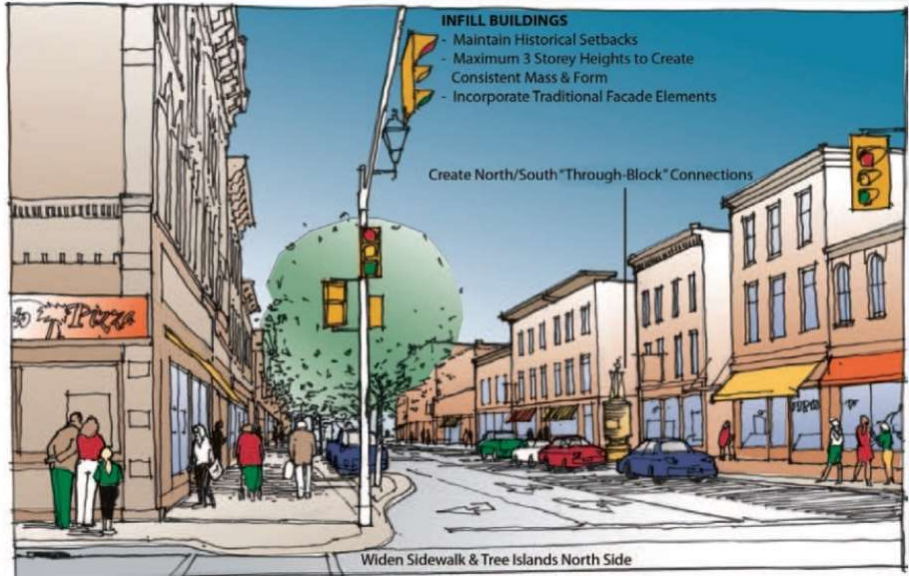
3.9 *Use Building Materials That Have a Texture, Pattern and Scale Similar to Those in the Downtown*

3.9.1 The use of brick as the primary building material is encouraged to reflect historic building patterns in the commercial downtown. Choose accent materials similar in texture and scale to others in the downtown.

3.9.2 Accent materials include:

- Brick and stone masonry
- Wood details such as windows

- Finished lumber, applied to achieve traditional patterns e.g. horizontal siding rather than diagonal
- Finished, painted metal and sheet metal
- Clear or lightly tinted glass
- Ceramic tiles
- Brick, clay and ceramic pavers
- Slate, finished metal, glazed ceramic and tile roofs
- Concrete and stone as lintels and wood or concrete columns



- Embossed metal or corrugated metal

3.9.3 The following materials are generally inappropriate:

- Coarsely finished, “rustic” materials, such as wood shakes, shingles, barn board or stained fir plywood. Poorly crafted or “rustic” woodworking and finishing techniques
- Indoor-outdoor carpeting or astro-turf
- Corrugated metal and fibreglass (unless used sparingly)
- Most rock
- “Antique” or old brick with partial paint, mottled light variegated brick, oversized brick and white brick mortar
- Ornate wrought-iron, “New Orleans” style grille and rail work
- Stucco surfaces that are highly textured such as sometimes associated with a “hacienda” or “Mediterranean” style
- Expanded metal
- Silver or clear anodized aluminium sheets
- Silver or clear aluminium extrusions for windows and doorways
- Residential type sliding glass doors
- Imitation wood siding or stone
- Flat or moulded plastic sheeting in quantities exceeding 0.5 square meters when used as primary façade materials
- Imitation metal “rock work”
- Plastic moulded imitation of any conventional building material
- Mirror or metalized reflective glass
- Glass block

3.10 Improve Rear or Side Alley Elevation to Enhance Public Access from Parking Lots and Alleys

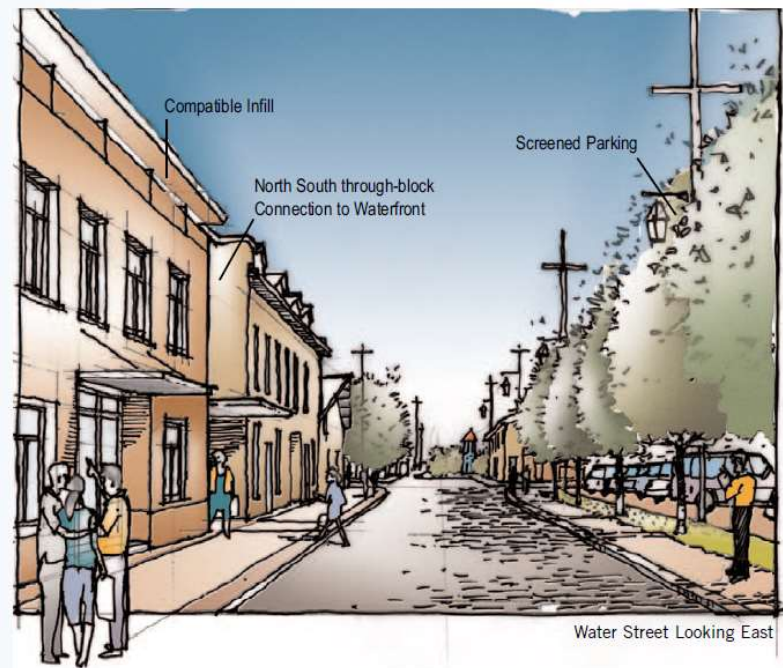
- 3.10.1 Where buildings are built to the alley edge consider opportunities for alley display windows and secondary customer or employee entries; if original walls are not damaged.
- 3.10.2 Screening for service equipment, trash, or any other rear-of-building element that can be visually improved, should be designed as an integral part of the overall design.
- 3.10.3 Where intact, historic alley façades should be preserved along with original features and materials. Alterations should be sensitive to, and compatible with, the historic scale and character of the building and area.

4.0 Streetscaping Guidelines

The term “streetscape” refers to the entire system of streets, sidewalks, landscaping, and open spaces, by which people circulate through and experience the downtown. Our image of downtown Prescott, and the ease and safety with which we move through it, is determined by the quality of the streetscape.

The urban design objectives of the Streetscape Improvement Guidelines are to:

- Unify the visual image of the downtown by creating a series of public sitting areas, completing the rhythm of street trees and street lighting, and providing landscaping with seasonal colour or other qualities of visual interest.
- Create a pedestrian-oriented environment that is safe, accessible, visually pleasing, and comfortable.
- Visually and functionally connect downtown King Street and the waterfront.
- Maintain the visual unity and historic character of the downtown through the use of traditional streetscape materials.
- Encourage and accommodate the use of alternative modes of transportation to get to and from the downtown.
- Maintain and preserve historic features of the streetscape such as flagstone and brick.
- Respect and preserve adjacent residential neighbourhoods through the use of sensitive streetscape design.



4.1 Use the Existing Street Hierarchy as a Basis for Designing the Streetscape

The concept of a street hierarchy is based on understanding how various downtown streets function. For example, Edward Street and King Street are major vehicular streets, thus street improvements should provide for larger volumes of traffic than Dibble or Water Streets, while buffering pedestrians from traffic impacts.

Five types of streets have been identified:

4.1.1 King Street (main street and vehicular artery)

- King Street is the most intensely used pedestrian zone in the downtown as well as accommodating large volumes of vehicular traffic movement through the downtown in an east/west direction. Streetscape features should be designed to buffer pedestrians from traffic impacts, provide greater building setback and provide widened sidewalks to accommodate the greater pedestrian use.
- Landscape treatments, including seasonal planting and coordinated street furniture, such as benches, waste receptacles, newspaper boxes, lights etc., can add to the pedestrian ambiance.

4.1.2 Edward Street (major vehicular through street)

- Edward Street accommodates large volumes of traffic moving through the Town. Streetscape features should be designed to buffer pedestrians from traffic impacts, provide greater building setback and separate sidewalks from roads with planting strips between the sidewalk and the curb.

4.1.3 Centre Street, George Street, West Street and St. Lawrence Street (north/south pedestrian connectors)

- These four north/south streets provide the main pedestrian connections between King Street and the Waterfront. Where these streets cross King Street, crosswalk designs that visually link the north and south sides of the street are important. The use of similar materials, intersection features, landscaping, signage and street furniture will help to visually weave the areas together and promote pedestrian access to the waterfront.

4.1.4 Water Street (vehicle reduced pedestrian street)

- Once one of the busiest commercial streets, Water Street is as a single- loaded service street with some office and residential uses along the south side and parking areas and lane access to King Street along the north side. Closely spaced street- tree planting along the north side to screen parking, and infill development wherever possible, could create an active zone between King Street and the waterfront that would connect the downtown to the waterfront.

4.1.5 All other streets in the downtown (general pedestrian-oriented streets).

- In order to create a unified downtown image, all streets should share common features. At a minimum, these should include similar sidewalk scoring patterns, similar paving materials, similar street trees and tree guards, coordinated street furniture, the inclusion of sidewalk extensions and pedestrian safe zones, removal of pedestrian obstructions, consolidation of streetscape elements such as lamp posts, planters and banners, similar traffic and other directional signage, and pedestrian-scale street lighting.

4.2 Use a Basic Sidewalk Design to Unify the Visual Image of Downtown

Generally, downtown sidewalks average 3m from curb to property line. At a minimum, every street in the downtown should clearly mark the curb zone, the pedestrian zone, and the corner zone. It should also show basic intersection design, crosswalks and the intersection paving squares where appropriate.

4.2.1 Curb Zone

- The predominate building material in the downtown is brick. The use of brick to highlight the curb zone is appropriate in blocks along King Street. Other appropriate materials may be used to highlight the curb zone including sandstone or the use of artwork that is stencilled or sandblasted into the concrete surface. However, avoid coloured concrete scored to imitate brick.
- On the blocks that create a transition between commercial and residential areas, use landscape materials in the curb zone rather than hard surface concrete. Materials such as flowers, grasses, or live ground cover will highlight the transition quality of the half block between the downtown and the interface areas. Rocks, gravel or other rocklike materials should be avoided in the curb zone.

4.2.2 Pedestrian Zone

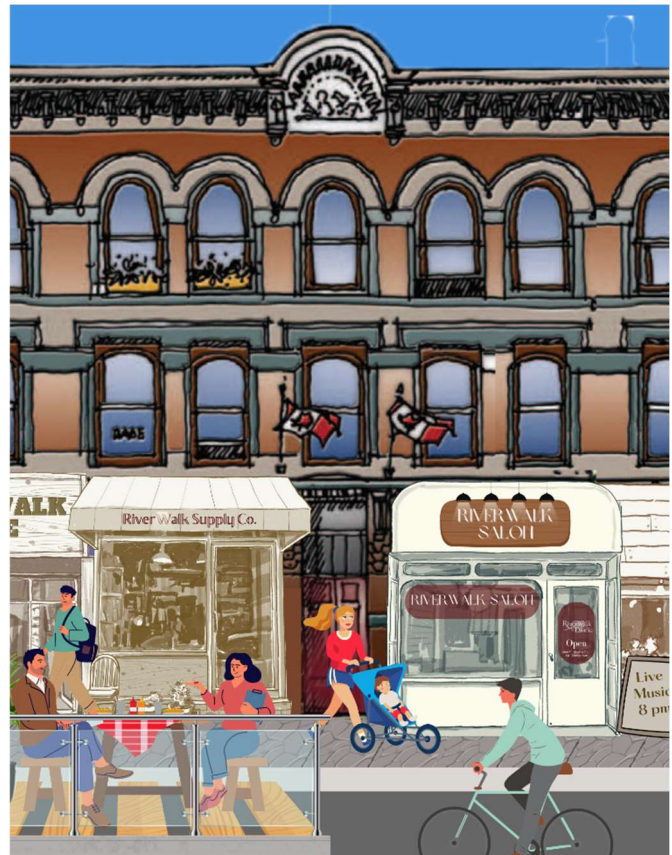
The sidewalk pedestrian zone is the area that must be kept clear for pedestrian movement and free of all obstacles. The pedestrian zone should be unobstructed from elements such as trees and poles.

4.2.3 Corner Zone

At a minimum, the basic corner zone should include a pedestrian area or clear zone that is free of obstacles and lined up with the sidewalk pedestrian zone. Only essential “regulatory” elements such as signal posts are allowed, all other elements such as benches, bike racks, newspaper racks, are prohibited from this area.

4.2.4 Amenity Area

- The amenity areas may incorporate benches, bike racks, news racks, and similar elements.
- Their shape and size may vary depending upon the use of a corner expansion.
- Elements such as benches and bike racks should be carefully arranged in an attractive and accessible design. Benches should be arranged to facilitate social interaction.
- Variations from the basic materials and pattern must be based on a streetscape plan that illustrates how the variation adds to the visual unity of the downtown streetscape, adjacent properties, and the overall image of the block.



4.3 Use Basic Intersection Design to Unify the Visual Image of the Downtown

4.3.1 Use a basic intersection design to unify the visual image of the downtown.

4.3.2 Street intersections in the downtown should incorporate two basic elements: crosswalks and intersection squares.

- 4.3.3 Pedestrian crosswalks should be a square pattern, parallel to the street with concrete strips occurring at either side of the walkway.
- 4.3.4 Drop curbs should connect the pedestrian crosswalk to the corner.
- 4.3.5 The intersection square is the center area of intersections and should be made of the same material as the surrounding street surfaces.
- 4.3.6 Special paving may be used in intersection designs to highlight an important street or pedestrian connection. For example, crosswalks and intersection squares located between King Street and the waterfront. Public art may be incorporated in the surface design.
- 4.3.7 Special emphasis should be placed on the north/south pedestrian connector intersections along King Street from Edward Street to St. Lawrence.

4.4 *Design Extensions into the Public Right-of-Way that are Visually and Functionally Appropriate to the Street*

- 4.4.1 Extensions into the public right-of-way, such as sidewalk restaurant, public sitting area, or awnings over store windows, can add visual interest and encourage public activities that enhance the quality of life in the downtown.
- 4.4.2 They promote outdoor leisure use, provide opportunities for “people watching”, and create a varied streetscape setting.
- 4.4.3 Such extensions are appropriate on the first storey if the visual quality of the street is not weakened and if building façades of historic significance are not substantially altered or obscured by the extension.
- 4.4.4 Upper storey extensions are generally not appropriate except when restoring a missing historic feature or when incorporating a traditional design element into a new building. The best extensions are characterized by a design that is sensitive to the building, and that employs quality materials.
- 4.4.5 When designing an extension for historically significant buildings, the extension should be distinguishable as new. It should not suggest that it is an original historic element. It should, however, be visually compatible with the original building and not damage the original structure. Accurate reconstruction of historic extensions into the right-of-way are appropriate options where documented.

4.5 *Use Innovative Railing Designs to Define Outdoor Spaces, Such as Cafes, from Pedestrian Movement*

- 4.5.1 Railings define the boundary between public and private areas and create safety barriers for pedestrians.
 - Semi-permanent railings that can be fixed to the sidewalk are preferred. Site specific designs are encouraged that reflect Prescott’s history, the environment, or public art.
 - No signage, advertising, goods or merchandise should be placed on the railings.
 - Railing designs should reflect an open, transparent feeling. Visually closed-in railings that “box in” the extensions are not appropriate.
- 4.5.2 Materials such as metal rails and posts, stone or brick piers, and wood may be used when properly finished.
 - Decorative elements incorporated into the railing design are encouraged. In general, metal surfaces should have a black enamel finish; although colours that are incorporated as part of a coordinated colour plan for the building, or that are considered in the context of a work of public art, may be considered.

- Lightweight or movable handrails that may be hazardous during times of intense pedestrian crowding should be avoided.
- Chains, ropes and unsupported railings are unacceptable materials.

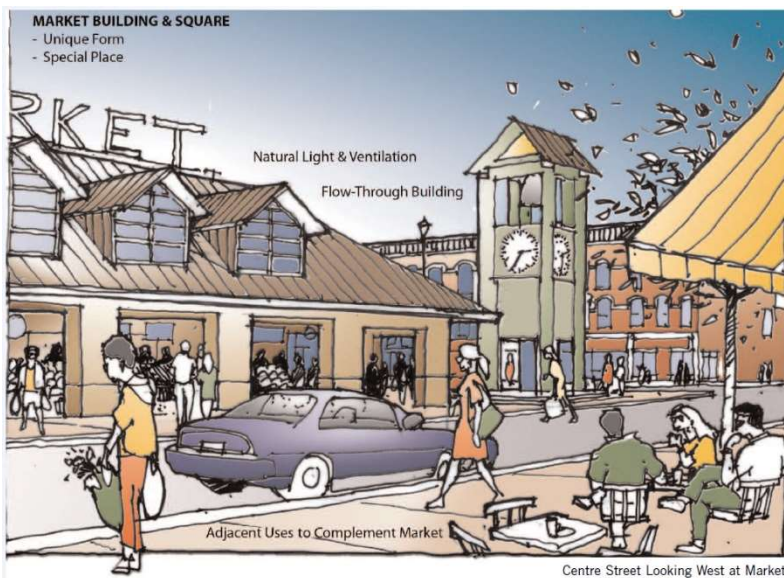
4.6 Create Comfortable and Attractive Sitting Areas, Plazas, and Small Open Spaces

4.6.1 Seating areas, plazas, and small open spaces should be located throughout the downtown. They should be easily accessible and comfortable for as much of the year as possible. The use of ground level plant materials and trees to provide shade and pedestrian scale is strongly encouraged. All elements, including walls, trees, paving, seating, pedestrian-scale lighting, and water features, should be designed as an integral part of the overall site design concept.

4.6.2 Orient seating to take advantage of views, sunshine in the winter, and shade in the summer.

- Arrange benches and other street furniture in a coherent design that, in effect, create small outdoor rooms. For example, at bus stops and sidewalk seating areas, arrange benches, artwork, landscaping, and other elements into pleasant and comfortable pedestrian environments.

4.6.3 Locate sitting areas, plazas, and small open spaces where they will get the most use.



- Locate areas where downtown shoppers and workers congregate – adjacent to building entrances, heavily travelled sidewalks, or an outdoor restaurant. When located on private property, but serving a public amenity, plazas and courtyards should be directly connected to and accessible from the public sidewalk.

4.7 Select Street Trees That Are Appropriate to Their Intended Location and Function

4.7.1 Select trees approved for a main street, with heavy use. Pedestrian traffic and vehicular movement along

with salt spray and pollution make for undesirable environments. Below are three types of trees: small trees (7m width), medium trees (12m width) and large trees (19m and above width), that are appropriate for the urban environment.

	SMALL TREES	MEDIUM TREES	LARGE TREES	ORNAMENTAL TREES
Size	Size 5 –10 meter spread Except for columnars	11 – 16 meter spread	17 – 30 meter spread	N/A
Planting	1.7 cu.m, min. 1m deep Pit: 1.25 x 1.36 x	2.7 cu.m, min 1m deep Pit: 1.25 x 2.16 x	3.4 cu.m, min. 1m deep Pit: 1.25 x 2.72 x	N/A

	1.0m	1.0m	1.0m	
Tree Grate	1.7 cu.m, min. 1.25m width	2.7 cu.m., min. 1.25m width	3.4 cu.m, min. 1.25m width	N/A
Street Spacing	3m min., 5m ideal	5m min., 7m ideal	7m min., 9m ideal	N/A
Caliper	60mm	60mm	60mm	N/A
Appropriate Tree Species	<p>Acer ginnala, Amur Maple</p> <ul style="list-style-type: none"> • Very nice small maple • Brilliant fall colour • Adaptable to many soils <p>Acer x freemanii, Armstrong Maple</p> <ul style="list-style-type: none"> • Suitable tree for small sites • Brilliant fall colour • Adaptable to many soils <p>Acer platanoides, Autumn Blaze Maple</p> <ul style="list-style-type: none"> • Upright, broadly oval shape • Foliage light red to green • Golden-yellow flower clusters • Brilliant orange, red in Fall <p>Quercus robur 'Fastigiata' English Oak</p> <ul style="list-style-type: none"> • Salt tolerant • Can become a handsome tree • Very nicely shaped tree 	<p>Acer rubrum 'Franksred', Red Sunset Maple</p> <ul style="list-style-type: none"> • Excellent Street tree • Retains colour longer • Silvery bark for winter interest <p>Tilia Cordata Little Leaf Linder</p> <ul style="list-style-type: none"> • Excellent street tree, can withstand adverse city conditions • One of the best shade trees • Brilliant yellow in Fall <p>Tilia Americana Basswood</p> <ul style="list-style-type: none"> • Native tree • Fragrant yellow flowers • Nicely shaped tree 	<p>Acer Saccharum, Sugar Maple</p> <ul style="list-style-type: none"> • Native tree • Nice Fall colour (yellow) <p>Acer Saccharum, Silver Maple</p> <ul style="list-style-type: none"> • Native tree • Tolerates rough conditions • Adaptable to many soils <p>Tilia Tomentosa 'Sterling Silver', Sterling Silver Linden</p> <ul style="list-style-type: none"> • Yellow colour in Fall • Pest resistant • Trim, nicely shaped tree 	<p>Malus, Crab Apple</p> <ul style="list-style-type: none"> • Can have red yellow or pink flowers, all brilliant • Fragrant blooms • Adaptable tree – sterile species preferred as they do not lose their fruit <p>Sophora japonica 'Regent', Regent Japanese Pagoda Tree</p> <ul style="list-style-type: none"> • Small, profuse number of white flowers in the late summer • Nicely shaped tree • Nice foliage colour <p>Syringa reticulata 'Ivory Silk', Ivory Silk Tree Lilac</p> <ul style="list-style-type: none"> • Sturdy, fragrant tree • Disease resistant • Nice flowers

4.8 Select Ground Level Plants That Suit Their Environment and Function

- 4.8.1 Use landscaping, shrubs and ground cover to accent areas. Below eye-level plant materials add seasonal colour to the downtown. They can block views to unsightly areas and fill empty areas with visual interest. However, do not use such plant materials in corner locations and other areas that block the visibility, create unsafe conditions, or block access to storefront windows or streetscape elements such as newspaper stands, parking meters, or mailboxes. Do not use gravel or rough stone in the curb zone in place of ground cover.
- 4.8.2 Flowers and Natural Grasses
- Whenever feasible, flowers and ornamental grasses should be used in combination to accent gateway locations and special sites.
 - Maintenance must be considered in the placement and design of these features.
 - Plantings are preferred in natural, at-grade planting beds rather than planter pots or other containers.
- 4.8.3 Plant Containers and Potted Plants
- Although plant containers and potted plants can add colour and plant variety to the streetscape, consider their use judiciously since they are fragile, difficult to maintain, and appear temporary.
 - Planters may be located preferably adjacent to building entrances or as part of patio extensions.
 - Typical planter materials are finished wood, precast concrete, and terra cotta.
 - A maintenance free finish is preferred as are stability, sturdiness, and sufficient weight to avoid tipping over. Planters must be temporary and moveable, not attached to the sidewalk.

4.9 Create Gateway Elements at Important Downtown Entranceways

Gateway elements can create the appearance of symbolic entranceways. Gateway treatments are of particular importance at key intersections such as Edward Street and Dibble Street. They may also provide East / West entranceways to the downtown along King Street at East Street and at St. Lawrence Street. Such gateways may be created by a change in the scale of nearby buildings; a sense of enclosure due to building setback, street trees and landscaping; a monument, street lighting, or the acknowledgement of a special vista or topographic feature.

- 4.9.1 In general, gateways should be visually creative and include an element of sufficient height and mass so as to be visible by motorists, lighted so as to be visible at night, and constructed of high quality materials such as brick, marble, granite, terrazzo, concrete, stainless or painted steel, copper, brass or glass.

4.10 Establish Pedestrian Scale Street Lights Along Street Frontages When Feasible

- 4.10.1 Pedestrian street lighting should illuminate the sidewalk at a level that is consistent with pedestrian activity rather than vehicular activity.
- 4.10.2 Spacing should be standard but may vary to accommodate existing vehicular streetlights or street trees.
- 4.10.3 For pedestrian scale lighting located in the curb zone, fixtures should be the same height as those in others areas of the downtown.
- When arranging in a linear pattern, fixtures should be spaced approximately 15-20 metres apart.
 - On major streets such as Edward Street and King Street, larger and higher fixtures may be used.

- A custom streetlight fixture that combines both pedestrian and vehicular lighting could be considered on such major streets.
- 4.10.4 Pedestrian scale lighting may also be accomplished with fixtures that are mounted on buildings or located to accent architectural or landscape features.
- Such fixtures should be designed to enhance the overall architecture of the building, provide lighting for pedestrians and not damage historic materials.

4.11 Barrier Free Access Should Be Appropriately Designed, Clearly Visible from the Main Entranceway and, in General, Use the Same Access Routes as Those Used By Non-Handicapped Users Where Possible

- 4.11.1 All sidewalks, public-use buildings, and public open spaces should be in compliance with Barrier-Free Design Standards. All accessible design elements must conform to all applicable Federal, Provincial and local laws and building codes.
- 4.11.2 Ramps and related elements should be simple in their design and be visually integrated with the overall building design and site plan. They should not appear as a non-integrated add-on to a building face.
- 4.11.3 In most cases, the principal public entrance to a building should also be the principal entrance for handicapped accessibility. In existing buildings, where only one route is determined to be accessible other than the principal public entrance, a rear or side service entrance may be considered.

4.12 Street Furniture Creates a Unified Visual Appearance in Downtown

- 4.12.1 A unified streetscape image adds to the overall visual quality of the downtown. In general, installing standard benches, trash receptacles, and bike stands will unify the visual quality of the downtown through the use of a common colours, materials, and patterns. However, on occasion, based upon a design review by the appropriate group, street furniture might be designed to create a unique street feature, a visual statement, or even a public work of art.

Standards have been established for the following street elements for the downtown:

- Benches
- Bicycle Stands
- Bollards
- Banners and Flags
- Newspaper Boxes
- Kiosks, Information Directors, and “Way Finding” Signs

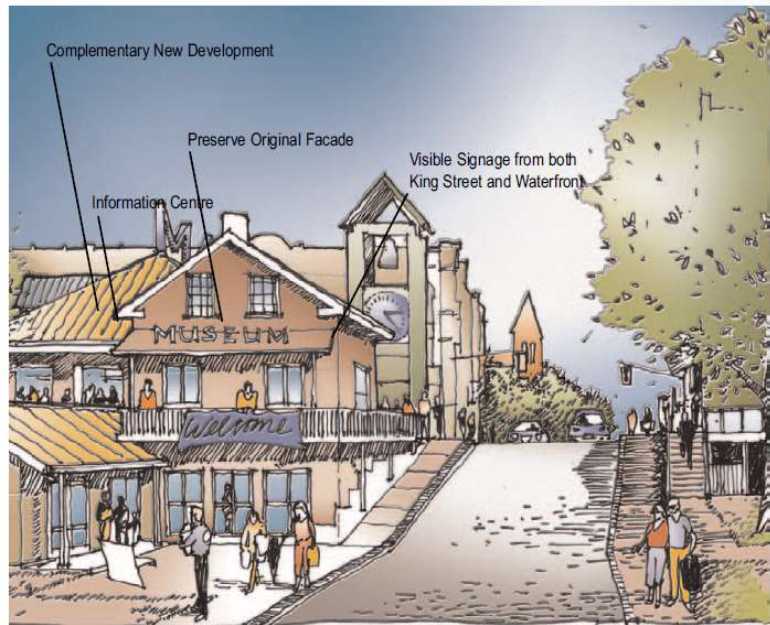
4.13 When Feasible, Create Through-Block Pedestrian Corridors Between Buildings, Especially in a North/South Direction

- 4.13.1 Through-block connections, from King Street to Water Street and the waterfront should be

encouraged within infill projects to promote pedestrian circulation throughout the downtown.

4.13.2 Design such connections to be interesting places, not merely hallways to parking lots or alley service loading areas.

4.13.3 They should be barrier free where possible, well lighted, appropriately landscaped, and paved with materials compatible with their locations and surround context. Opportunities for artwork or other visual innovations are encouraged.



4.14 Preserve Historic Features of the Streetscape

4.14.1 Wherever possible, preserve, restore, and reuse historic or community fixtures of the streetscape, such as marine artefacts as well as any other existing historic feature located in the public right-of-way. Such elements offer a sense of historic continuity with Prescott's past.

4.14.2 Repairs to these historic streetscape elements should ensure that construction materials and details are consistent with their historic character.

4.14.3 Plaques to mark places of historic and community interest should be installed.

4.15 Enrich the Downtown with Public Art

Public Art captures and reinforces the unique character of a place. Additionally, the setting for Public Art should be considered part of the experience of the art itself. The impact of the place on the art may be as great as the art's impact on the place. The two together enrich the Public Realm, encourage pedestrians to linger and return, and create memorable experiences. Streetscape design incorporates public art to create visually interesting and informative environments.

4.15.1 As long as the artistic intention is understood, public art may be many things.

- Public art may be representational or abstract.
- It may be singular or multidimensional, humorous or sad, understandable or pose questions.
- It may actively engage or be a passive backdrop to public events.

4.15.2 Choosing, purchasing, installing, maintaining, and removing public art when necessary, requires careful deliberation and planning.

4.15.3 Public Art includes, but is not limited to, the following: Sculpture, painting, graphic arts, mosaics, photography, crafts, mixed media, earth works and environmental installations, and decorative or ornamental elements which are designed by practicing artists.

4.15.4 Public art shall be located outside the building or on the exterior surface of the building, available and accessible to the general public.

- 4.15.5 Public art shall be located to be properly viewed and experienced from the public realm and avoid conflicts with streetscape elements and street trees.
- 4.15.6 Public art shall be constructed using durable materials that can withstand weather and physical touch.

5.0 Commercial Signage & Window Display Guidelines

5.1 Commercial Signage Guidelines

- 5.1.1 Refer to the accompanying Downtown & RiverWalk District Sign Design Guidelines.

5.2 Window Display Guidelines

- 5.2.1 In the case of vacant/unoccupied commercial storefronts or those undergoing renovation, windows shall be covered with an acceptable material that restricts interior property visibility from exposure to the public when the interior is in an unkempt condition.
- 5.2.2 Town provided window coverings are available for use through the Economic Development Department. Owner/tenant provided window coverings must be approved in advance.
- 5.2.3 The exterior and interior portion of windows must remain free of dust, dirt, debris, watermarks and maintained in good repair. Broken windows/panes must be replaced within 30-days of the initial damage.
- 5.2.4 Window displays must remain current at all times; dated and/or out of season items should be removed.
- 5.2.5 Refer to Sign By-Law 16-2019 for remaining window display guidelines.

6.0 Parking Facilities

The most critical elements to consider in evaluating the design of parking facilities are traffic impacts on adjacent streets, building massing, urban design relationships to adjacent buildings, the location of the facility within the downtown, its security, landscaping, and lighting.

The urban design objectives for the design of parking facilities are to:

- Produce attractive parking facilities that are compatible additions to downtown
- To add to, rather than detract from, the area’s historic character and function
- Enhance pedestrian activity at the sidewalk level through landscape and screening areas around surface parking
- Ensure that the design of the facility is of the highest quality

6.1 Locate Surface Parking Lots on Appropriate Sites

- 6.1.1 Locate parking facilities on blocks and streets in which they best serve their function without jeopardizing the pedestrian quality of the downtown.
- 6.1.2 Locations such as the area north of King Street behind the main commercial strip are preferred. These will promote continuity of the pedestrian environment and a compact retail core.
- 6.1.3 Locate surface parking lots at the interior of the block not at corner locations.
- 6.1.4 In a downtown setting corner locations are important as building sites for prominent buildings. Parking lots on corners in the downtown area give the suburban appearance of cars parked in front of buildings.
- 6.1.5 Surface parking lots that share a site with a building and that are to be located under a

building but at grade should be placed at the building rear.

- 6.1.6 Parking lots under buildings should not extend to the street front. Rather, they should be shielded from the street by the front of the building. In this way the architectural continuity of the street can be preserved.
- 6.1.7 Parking behind a building, accessed from an alley, is preferred in order to minimize the number of curb cuts, reduce turns, and minimize pedestrian conflicts.

6.2 Reduce Visual Impact of Surface Parking Lots

- 6.2.1 Subdivide surface parking lots into smaller areas though the use of landscaping or other visual elements.
 - Planting islands for flowers, ground cover, or shrubs should be used at entrances, exits, internal turns, and to separate double rows of cars. Planting islands should be large enough to sustain proposed plant materials.
 - Such islands should be designed to break up the expanse of pavement and help establish the desired direction of circulation.
 - Planting should be attractive, low maintenance, and hardy — able to survive soot and gas fumes.
 - Landscaped areas should be protected with appropriate curbs, edging, bollards, railings, low walls, or similar elements.
 - Trees are the most essential form of greenery since they screen cars, provide shade, and frame views.
 - Avoid trees with low-growing branches or that excrete resin or moisture. Use parking lot signs compatible with those in general use in the downtown area.
- 6.2.2 Where the parking lot abuts a public sidewalk, provide a visual screen or landscaped buffer between the sidewalk and the parking lot.

There are several ways in which this may be accomplished:

- The buffer may be a landscaped berm and/or planting strip, a minimum of 2m in width, between the sidewalk and the parking lot, or the width equal to the setback of an adjacent building if wider than 2m.
- The buffer area may be designed in conjunction with a low wall of a material similar to adjacent buildings. Ideal materials for downtown fences and walls include brick, stone, or metal. Do not use unfinished wood fences.
- The buffer area should be planted with appropriate ground covers and small trees.
- Decorative plantings and bermed areas are encouraged to highlight entranceways. Care should be given to protecting sight lines for both pedestrians and vehicles.
- Materials and architectural detailing selected for buffers should be complementary to the character and materials of adjacent buildings.
- Low walls should be no higher than 1m.

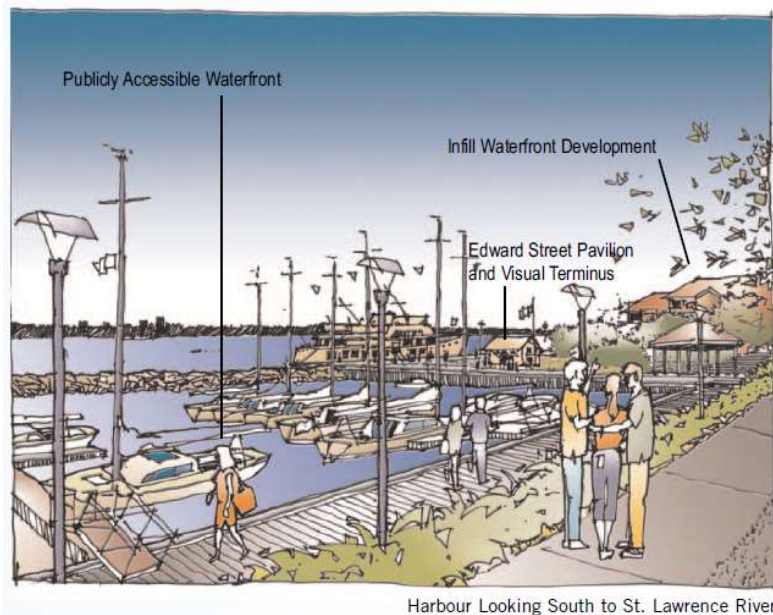
6.3 Security and Pedestrian Circulation Should be Priorities

- 6.3.1 Pedestrian routes in parking lots should be easily identifiable and accessible. Clear visual connections between a surface parking lot and adjacent sidewalks and buildings are desirable. Interior and exterior lighting should be designed for safety as well as night-time appearance.

7.0 Waterfront RiverWalk District Design Guidelines

7.1 Create an Overall Design for the RiverWalk Waterfront District

7.1.1 Develop a set of design/character principles or objectives to ensure that a certain quality or cohesiveness of development is provided in the Waterfront RiverWalk District design. These will guide decisions concerning specific site elements. The design/character will establish a framework for the overall development by incorporating the functional, natural, and design qualities into the basic components of the RiverWalk District. However, each intensive-use recreation area or facility will also bring specific design elements that are lively, colourful and vital as appropriate for the RiverWalk District. The design/character principles will provide a cohesive environment for the overall waterfront design without limiting the potential for creative and appropriate design of facilities, elements and a palette of design materials, forms, and colors that reflect Prescott's vision for its Waterfront.



7.2 RiverWalk District Element Selection Criteria

7.2.1 The selection criteria for selecting RiverWalk District elements are listed below:

- Given the availability of materials for this design element, does this selection provide an environmentally sustainable selection?
- Does the proposed element reflect the design character of the RiverWalk District?
- Will the design element provide the desired function, is it durable and does it meet current safety

standards?

- Is the initial purchase and installation cost acceptable?
- Are the maintenance requirements, costs, and replacement costs acceptable?
- Is it highly vulnerable to vandalism?
- Will this design element, or a similar product, be available in the future?
- Does this design element provide flexibility to expand or match the design character in different development options?

7.3 Provide Public Access Along RiverWalk District Areas

7.3.1

- Clearly delineate a continuous pedestrian way parallel to the St. Lawrence River.
- Locate access pathways along the water's edge as much as possible.
- Provide comfortable benches and other seating such as steps facing the water's edge at points along public walkways.
- Provide pedestrian-scale lighting along walkways. Light standards should be designed or selected to enhance the waterfront character.
- Provide pedestrian overlooks wherever possible.
- Provide public dock space for short term tie up near direct access routes to King Street and

other uses that might enhance the visitor's experience.

7.4 Group Uses to Create Focal Points

7.4.1

- Locate the Harbour Office in a prominent location.
- Locate functions that are complimentary and share parking and loading facilities wherever possible.
- Avoid material storage areas adjacent to the water's edge. Screen storage areas wherever possible.

7.5 Use Simple RiverWalk District Building Forms

7.5.1

- Pitched or curved bowstring truss roof forms are strongly encouraged.
- Avoid ornate building forms and details
- Use simple building details, consistent with history and present built form in the waterfront area
- Design other pavilions, service and recreational buildings to be compatible in form, material, and detailing with the marina buildings.

7.6 Use a Building Theme for Building Complexes

7.6.1

- Use similar roof shapes and pitches for all structures in a complex.
- Use a limited palette of materials complementary to the overall design character.
- Develop a unified family of signs for any complex of buildings.

7.7 Use Traditional Harbour Materials

7.7.1

- Metal, wood siding and metal roofing is encouraged.
- The use of stucco, vinyl or asphalt siding is discouraged.

7.8 Use a Limited Range of Building Colours

7.8.1

- Stained wood, white and grey base colours are encouraged.
- Accent colours such as yellow and blue trim are encouraged.

7.9 Preserve any Environmentally Sensitive Areas Whenever Possible

7.10 Establish Waterfront Identification Symbol

7.10.1 The waterfront identification symbol should be based on the Prescott Crest and can echo the historical nature of the town and the character of the waterfront.

This symbol shall be used:

- On the main entry signs
- On minor entry signs
- By itself or in conjunction with the RiverWalk Waterfront District name, for identification and marketing purposes.
- It is recommended that the symbol be incorporated into the following signage

- Major Buildings Identification Signs
- Minor Buildings and Recreational Activities Identification Signs
- Directional Guide Signs
- Interpretive, Educational, and Informational Signs
- RiverWalk Specific Rules and Regulations Sign

7.11 Develop a Signage Hierarchy

Signage is an important component for integrating the overall RiverWalk District design. Signage is used to guide the movements of people through space, identify recreation facilities, address safety and RiverWalk District rules, and educate the public. It can be incorporated into site furniture such as a commemorative plaque.

- 7.11.1 A sign can take on form, texture, and color to produce an image that symbolizes a specific activity within the RiverWalk District. This image could be placed on light fixtures, walls, fencing, etc., and be in conjunction with text.
- 7.11.2 An important element is that the identity system needs to be integral to and compatible with RiverWalk District site elements.
- 7.11.3 Develop a hierarchy of signage types. The intent is to provide signs that contain similar overall characteristics yet differentiate in size and other qualities to express this hierarchy.
- 7.11.4 All signage should meet Prescott sign requirements for design and installation of signage.

Types of signage to be include in the hierarchy include:

- Main Entry Sign
- Minor Entry Sign
- Major Building Identification
- Minor Building & Recreation Activities Identification Signs
- Directional Guide Signs
- Interpretive, Educational & Information Signs
- Regulatory Signs

7.12 Sidewalks, Crosswalks & Other Hard Surfacing

- 7.12.1 Sidewalks on public local status streets, private streets, or within the RiverWalk District will be constructed to meet Prescott By-laws. Please note that the proposed Waterfront Trail throughout the waterfront is intended to accommodate recreational roller use (skates, blades, bikes, scooters) through the use of saw cut joints.
- 7.12.2 Other RiverWalk District walks, including street sidewalks, curb walks, and sitting or community plaza areas, are designed to encourage pedestrian use through the use of tooled joints, and to discourage fast moving recreational roller uses. A minimum width of six feet (2m) is recommended for all sidewalks to accommodate efficient winter snow removal.
- 7.12.3 The developer of the recreational facility(ies) is responsible to design, build, and maintain the roads, sidewalks, and street lighting. Sidewalks, trails and plazas shall be incorporated into the overall design of the RiverWalk District. They shall be of consistent material and width throughout.
- 7.12.4 Interlocking concrete pavers will be used for the street pedestrian crosswalks, plazas, pedestrian intersections, and in other areas of the RiverWalk District that warrant special

surfacing. The selection of the interlocking concrete pavers shall be approved by council and will then set the precedent for all future development.

7.12.5 Proper drainage to deter standing water for all surfaces must be provided.

7.13 Develop Site Lighting Standards

7.13.1 All site lighting within the RiverWalk District has to be reviewed and approved by Town staff to meet current Town of Prescott lighting standards.

7.13.2 Development activities within the RiverWalk District must accommodate future lighting needs through placement of conduit or sleeving.

7.13.3 It may also require over-designing distribution systems to serve future loads.

7.13.4 The following types of lighting shall be included in these standards:

- Main Entry Sign Lighting
- Minor Entry Sign Lighting
- Public Street Lighting
- Private Street Lighting
- Parking Lot & Pedestrian Scale Lighting
- Trail Lighting

7.13.5 Locate these streetlights as needed to accommodate safe movement through the RiverWalk District during and after evening activities.

7.13.6 Select lighting systems for the parking lots that include security lighting and pedestrian scale lights.

7.13.7 Match the lighting for a cohesive, overall RiverWalk District design; lighting standards should be complementary to lighting standards for the town. The light fixtures will be finished to match the handrails and other RiverWalk District elements.

7.13.8 For security and pedestrian movement purposes within the RiverWalk District, place light fixtures at corners, walkway intersections, bridges, and other key locations.

7.13.9 When applicable, artistic additions or a decorative sign that directs pedestrians to specific facilities may be placed in the neck or the upper area of the light post.

7.14 Select Retaining Wall Design

7.14.1 Retaining walls used can be categorized as being either informal or formal.

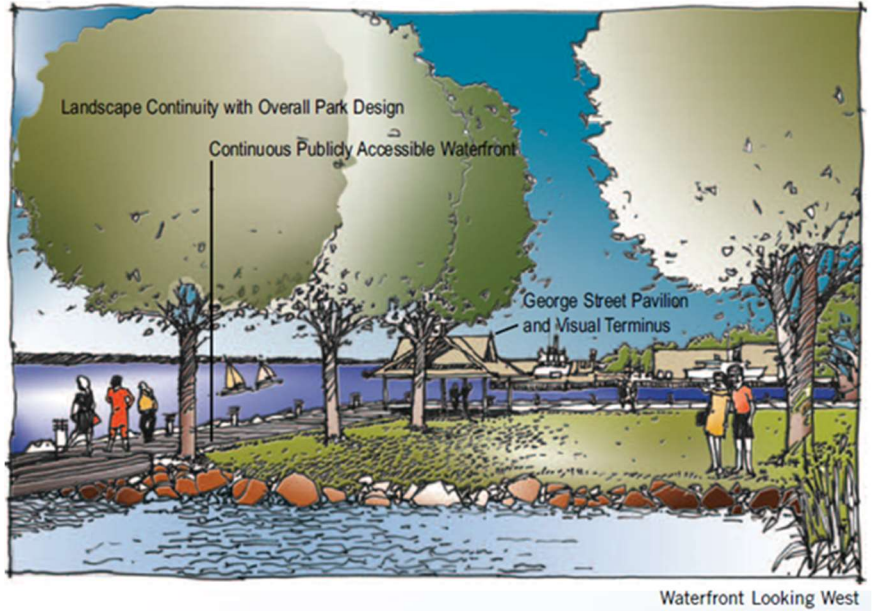
7.14.2 Informal

The informal retaining walls shall be used for walls less than three feet (1m) high and in other applicable circumstances. A detail for the design and construction of the informal retaining walls shall be developed through the RiverWalk District Design process and will be approved by Town staff and will set the precedent for future development.

7.14.3 Formal

The formal retaining walls shall be used for walls greater than three feet (1m) high and in other applicable circumstances.

- 7.14.4 A detail for the design and construction of the formal retaining walls shall be developed through the RiverWalk District Design process and will be approved by Town staff and will set the precedent for future development.



7.15 Provide Metal Railing Selection Criteria

- 7.15.1 The metal railing will be constructed of

galvanized steel with a polyester resin-based powder coating and be consistent with the design character of the RiverWalk District.

- 7.15.2 Railing height shall be four feet (1.2m) unless it is immediately adjacent to bicycle traffic, in which case it shall be four feet six inches (1.5m) high.

7.16 Provide Site Furniture Selection Criteria

- 7.16.1 Site furniture shall be used in public use areas.
- 7.16.2 Site furniture shall be selected and placed to provide opportunity for use with people with disabilities.
- 7.16.3 Site furniture should be placed in appropriate locations to serve the needs of the anticipated users and compliment the different activities.
- 7.16.4 Place benches to encourage conversation in some areas and allow for quiet contemplation in others.
- 7.16.5 Locate trash receptacles for ease of access to maintenance staff.
- 7.16.6 Durability, maintainability, capability of incorporating a commemorative plaque on the benches, and the ability to match other site elements are important criteria in selecting the manufactured site furniture.
- 7.16.7 Benches, trash receptacles and bicycle racks shall be mounted into a concrete pad or other hard surfacing.
- 7.16.8 Depending on the application, picnic tables may be mounted into hard surfacing or be portable, pending approval.
- 7.16.9 The design character shall determine the color for the site furniture.

7.17 Provide Landscaping Selection Criteria

- 7.17.1 Development of landscape areas should include water conscious landscaping that incorporates the following fundamentals:
 - Plan and design comprehensively from the beginning.

- Create practical turf areas of appropriate grass varieties.
- If appropriate, consider alternatives to turf such as native and low water-use plantings to match the anticipated public use of the site.
- Group plantings based on their water use and locate them to take advantage of microclimates and their specific needs.
- Improve soils with organic matter (i.e., compost, manure) based on soil reports and plant requirements to allow for better water absorption and improved water-holding capacity of the soil.
- Use mulches of stone to cover the soil to minimize evaporation, reduce weed growth, and slow erosion.
- Irrigate efficiently and according to plant needs.
- Maintain the landscape appropriately by pruning, weeding, and fertilizing as necessary to further water savings.

7.18 Delineate Vehicular Circulation Areas

- 7.18.1 Use trees, landscape areas, bollards, or other elements to define access roads and driveways.
- 7.18.2 Use landscaping, nautical antiques, signage, or other accent features to clearly define intersections of roadways and driveways.
- 7.18.3 Provide clear and easy road access to all uses.
- 7.18.4 Provide adequate maneuvering space and separation from other vehicular circulation for boat launch ramps.
- 7.18.5 Provide a hierarchy of internal roadways (e.g. wide entry and major access drives along with narrower secondary driveways).
- 7.18.6 Provide special parking spaces for cars with boat trailers and for recreational vehicles.

7.19 Landscape Parking Lots

- 7.19.1 Screen parking lots with landscaped earth berms and/or edge landscaping, if possible.
- 7.19.2 Provide a minimum of one tree for every 4 parking spaces

7.20 Discretionary Credit

- 7.20.1 Discretionary credit is more a tool than a guideline to encourage projects that contribute to the public realm directly adjacent to the project in an exemplary way.

This could include a through-block connection that is landscaped and lit for safety; the clean-up of a rear lane and creation of a secondary entrance; or the construction of an attractive public sitting area, plaza or small open space. The contribution is at the discretion of the Town and should be decided in a transparent and open manner. The goal of the credit is to enable the Town to encourage and reward projects that make a significant improvement to their surroundings.

APPENDIX 1 – DOWNTOWN / RIVERWALK AREA MAP



APPENDIX 2 – DOWNTOWN EXTERIOR COLOUR PALETTE

Prescott Downtown & RiverWalk District Exterior Colour Guidelines

Chantilly Lace OC-65	Simply White OC-117	Hepplewhite Ivory HC-36	Lancaster Whitewash HC-174
Putnam Ivory HC-39	Crown Point Sand HC-90	Hawthorne Yellow HC-4	Shakespeare Tan 228
Roasted Sesame Seed 2160-40	Roxbury Caramel HC-42	Dorset Gold HC-8	Pumpkin Blush 2156-20
Stuart Gold HC-10	Queen Anne Pink HC-60	Audubon Russet HC-51	Ansonia Peach HC-52
Heritage Red HC-181	Garrison Red HC-66	Country Redwood HC-183	Cottage Red HC-184
Classic Burgundy HC-182	Georgian Brick HC-50	Townsend Harbor Brown HC-64	Fairview Taupe HC-85
Tudor Brown HC-185	Davenport Tan HC-76	Saybrook Sage HC-114	Prescott Green HC-140
Clearspring Green HC-128	Narragansett Green HC-157	Chrome Green HC-189	Great Barrington Green HC-122
Whipple Blue HC-152	Yarmouth Blue HC-150	Sailor's Sea Blue 2063-40	Jamestown Blue HC-148
Newburyport Blue HC-155	Stratton Blue HC-142	Phillipsburg Blue HC-159	Gettysburg Gray HC-107
Boothbay Gray HC-165	Stonington Gray HC-170	Charcoal Slate HC-178	Black HC-190

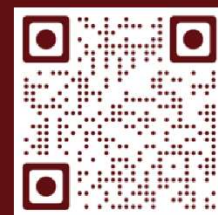
Prescott's Downtown Exterior Colour Guidelines have been established to support the ongoing preservation & revitalization of this unique heritage business district. They provide general guidance to assist with selecting facade and signage colours for businesses and commercial properties, located within the Downtown Core Zoning Area.

Available in Benjamin Moore paint. Colour numbers have been added for quick reference.

Facade & signage colours must be approved in advance by the Economic Development Department; significant guideline variations may be deemed ineligible.

613-925-2812 Ext:6221 | ecdev@prescott.ca

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Downtown Prescott & RiverWalk District

Design Guidelines Compliance Checklist

This checklist addresses required submittal items, design standards and guidelines related to the building façade and property design for the project. The checklist shall be completed by applicable departments as part of the design submission review.

Application #:	
Address:	
Date:	

This form represents the minimum information typically necessary to evaluate compliance with relevant design standards and guidelines. As every project is unique, additional information may be requested from the applicant. This form does not address or substitute for other applicable codes, standards, or regulations administered by Economic Development, Building, By-Law or other Prescott departments. The applicant is responsible for complying with all codes and rules whether described here or not.

1.0 Introduction					
#	Review Comments	MET	NA	AI	RE
1.1 Intent					
1.1.1					
1.2 Guideline Organization					
1.2.1					
1.3 General Guidelines					
1.3.1					
1.3.2					
2.0 Downtown Design Guidelines – Existing Construction					
#	Review Comments	MET	NA	AI	RE
2.1 Preserve Original Facade					
2.1.1					
2.1.2					
2.1.3					
2.1.4					
2.1.5					
2.1.6					
2.2 Preserve Facade Materials					
2.2.1					
2.3 Align Architectural Features & Patterns					
2.3.1					
2.4 Maintain the Original Building Setback					
2.4.1					
2.4.2					
2.4.3					
2.5 Maintain Original Façade Size/Shape					
2.5.1					
2.5.2					
2.6 Maintain Recessed Entries					

Legend:
Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

2.6.1					
2.6.2					
2.6.3					
2.6.4					
2.6.5					
2.6.5					
2.7 Maintain Kickplate					
2.7.1					
2.7.2					
2.7.3					
2.7.4					
2.8 Preserve Transom & Sign Board					
2.8.1					
2.8.2					
2.8.3					
2.9 Preserve Upper Window Shape/Materials					
2.9.1					
2.9.2					
2.9.3					
2.9.4					
2.9.5					
2.9.6					
2.9.7					
2.9.8					
2.9.9					
2.9.10					
2.10 Awnings May be Used to Provide Visual Depth and Shade					
2.10.1					
2.10.2					
2.10.3					
2.10.4					

Legend:
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2.10.5					
2.10.6					
2.10.7					
2.10.8					
2.10.9					
2.11 Distinguish Additions to Historic Building					
2.11.1					
2.11.2					
2.11.3					
2.11.4					
2.12 Select Appropriate Building Colours					
2.12.1					
2.12.2					
2.12.3					
2.12.4					
2.13 Minimize the Visibility of HVAC Units & Other Appurtenances					
2.13.1					
2.13.2					
2.13.3					
3.0 Downtown Design Guidelines – New Construction					
#	Review Comments	MET	NA	AI	RE
3.1 Incorporate Traditional Design Elements in New Designs					
3.1.1					
3.2 Align Architectural Features with the Established Patterns of Neighbouring Buildings					
3.2.1					
3.2.2					
3.3 Maintain the Line of Store Fronts at Sidewalk Edge and Orient Main Entrances to Open Toward the Street					
3.3.1					
3.3.2					
3.3.3					
3.4 Do Not Construct Half-Level or Split-Level First Floors that Extend Both Above and Below Grade					

Legend:

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

3.4.1					
3.5 Consider the Height and Mass of Buildings					
3.5.1					
3.5.2					
3.5.3					
3.5.4					
3.5.5					
3.5.6					
3.6 Maintain a Human Building Scale Rather than a Monolithic or Monumental Scale					
3.6.1					
3.6.2					
3.7 Maintain the Proportions of Storefront Windows and Doors and Establish Patterns of Upper Storey Windows					
3.7.1					
3.7.2					
3.7.3					
3.8 Maintain the Rhythm Established by the Repetition of the Traditional 25 Foot (7.5m) Façade Widths					
3.8.1					
3.9 Use Building Materials That Have a Texture, Pattern and Scale Similar to Those in the Downtown					
3.9.1					
3.9.2					
3.9.3					
3.10 Improve Rear or Side Alley Elevation to Enhance Public Access from Parking Lots and Alleys					
3.10.1					
3.10.2					
3.10.3					
4.0 Downtown Design Guidelines – New Construction					
#	Review Comments	MET	NA	AI	RE
4.1 Use the Existing Street Hierarchy as a Basis for Designing the Streetscape					
4.1.1					
4.1.2					

Legend:

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4.1.3					
4.1.4					
4.1.5					
4.2 Use a Basic Sidewalk Design to Unify the Visual Image of Downtown					
4.2.1					
4.2.2					
4.2.3					
4.2.4					
4.3 Use Basic Intersection Design to Unify the Visual Image of the Downtown					
4.3.1					
4.3.2					
4.3.3					
4.3.4					
4.3.5					
4.3.6					
4.3.7					
4.4 Design Extensions into the Public Right-of-Way that are Visually and Functionally Appropriate to the Street					
4.4.1					
4.4.2					
4.4.3					
4.4.4					
4.4.5					
4.5 Use Innovative Railing Designs to Define Outdoor Spaces, Such as Cafes, from Pedestrian Movement					
4.5.1					
4.5.2					
4.6 Create Comfortable and Attractive Sitting Areas, Plazas, and Small Open Spaces					
4.6.1					
4.6.2					
4.6.3					
4.7 Select Street Trees That Are Appropriate to Their Intended Location and Function					

Legend:

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

4.7.1					
4.8 Select Ground Level Plants That Suit Their Environment and Function					
4.8.1					
4.8.2					
4.8.3					
4.9 Create Gateway Elements at Important Downtown Entraceways					
4.9.1					
4.10 Establish Pedestrian Scale Street Lights Along Street Frontages When Feasible					
4.10.1					
4.10.2					
4.10.3					
4.10.4					
4.11 Barrier Free Access Should Be Appropriately Designed, Clearly Visible from the Main Entraceway and, in General, Use the Same Access Routes as Those Used By Non-Handicapped Users Where Possible					
4.11.1					
4.11.2					
4.11.3					
4.12 Street Furniture Creates a Unified Visual Appearance in Downtown					
4.12.1					
4.13 When Feasible, Create Through- Block Pedestrian Corridors Between Buildings, Especially in a North/South Direction					
4.13.1					
4.13.2					
4.13.3					
4.14 Preserve Historic Features of the Streetscape					
4.14.1					
4.14.2					
4.14.3					
4.15 Enrich the Downtown with Public Art					
4.15.1					
4.15.2					
4.15.3					

Legend:

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4.15.4					
4.15.5					
4.15.6					
5.0 Commercial Signage & Window Display Guidelines					
#	Review Comments	MET	NA	AI	RE
5.1 Commercial Signage Guidelines					
5.1.1					
5.2 Window Display Guidelines					
5.2.1					
5.2.2					
5.2.3					
5.2.4					
5.2.5					
6.0 Parking Facilities					
#	Review Comments	MET	NA	AI	RE
6.1 Locate Surface Parking Lots on Appropriate Sites					
6.1.1					
6.1.2					
6.1.3					
6.1.4					
6.1.5					
6.1.6					
6.1.7					
6.1.8					
6.2 Reduce Visual Impact of Surface Parking Lots					
6.2.1					
6.2.2					
6.3 Security and Pedestrian Circulation Should be Priorities					
6.3.1					
7.0 Waterfront RiverWalk District Design Guidelines					
#	Review Comments	MET	NA	AI	RE

Legend:

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

7.1 Create an Overall Design for the RiverWalk Waterfront District					
7.1.1					
7.2 RiverWalk District Element Selection Criteria					
7.2.1					
7.3 Provide Public Access Along RiverWalk District Areas					
7.3.1					
7.4 Group Uses to Create Focal Points					
7.4.1					
7.5 Use Simple RiverWalk District Building Forms					
7.5.1					
7.6 Use a Building Theme for Building Complexes					
7.6.1					
7.7 Use Traditional Harbour Materials					
7.7.1					
7.8 Use a Limited Range of Building Colours					
7.8.1					
7.9 Establish Waterfront Identification Symbol					
7.9.1					
7.10 Preserve any Environmentally Sensitive Areas Whenever Possible					
7.10.1					
7.11 Develop a Signage Hierarchy					
7.11.1					
7.11.2					
7.11.3					
7.11.4					
7.12 Sidewalks, Crosswalks & Other Hard Surfacing					
7.12.1					
7.12.2					
7.12.3					
7.12.4					
7.12.5					
7.12.6					

Legend:

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7.13 Develop Site Lighting Standards					
7.13.1					
7.13.2					
7.13.3					
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7.13.6					
7.13.7					
7.13.8					
7.13.9					
7.14 Select Retaining Wall Design					
7.14.1					
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7.14.4					
7.15 Provide Metal Railing Selection Criteria					
7.15.1					
7.15.2					
7.16 Provide Site Furniture Selection Criteria					
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7.16.2					
7.16.3					
7.16.4					
7.16.5					
7.16.6					
7.16.7					
7.16.8					
7.16.9					
7.17 Provide Landscaping Selection Criteria					
7.17.1					
7.18 Delineate Vehicular Circulation Areas					
7.18.1					

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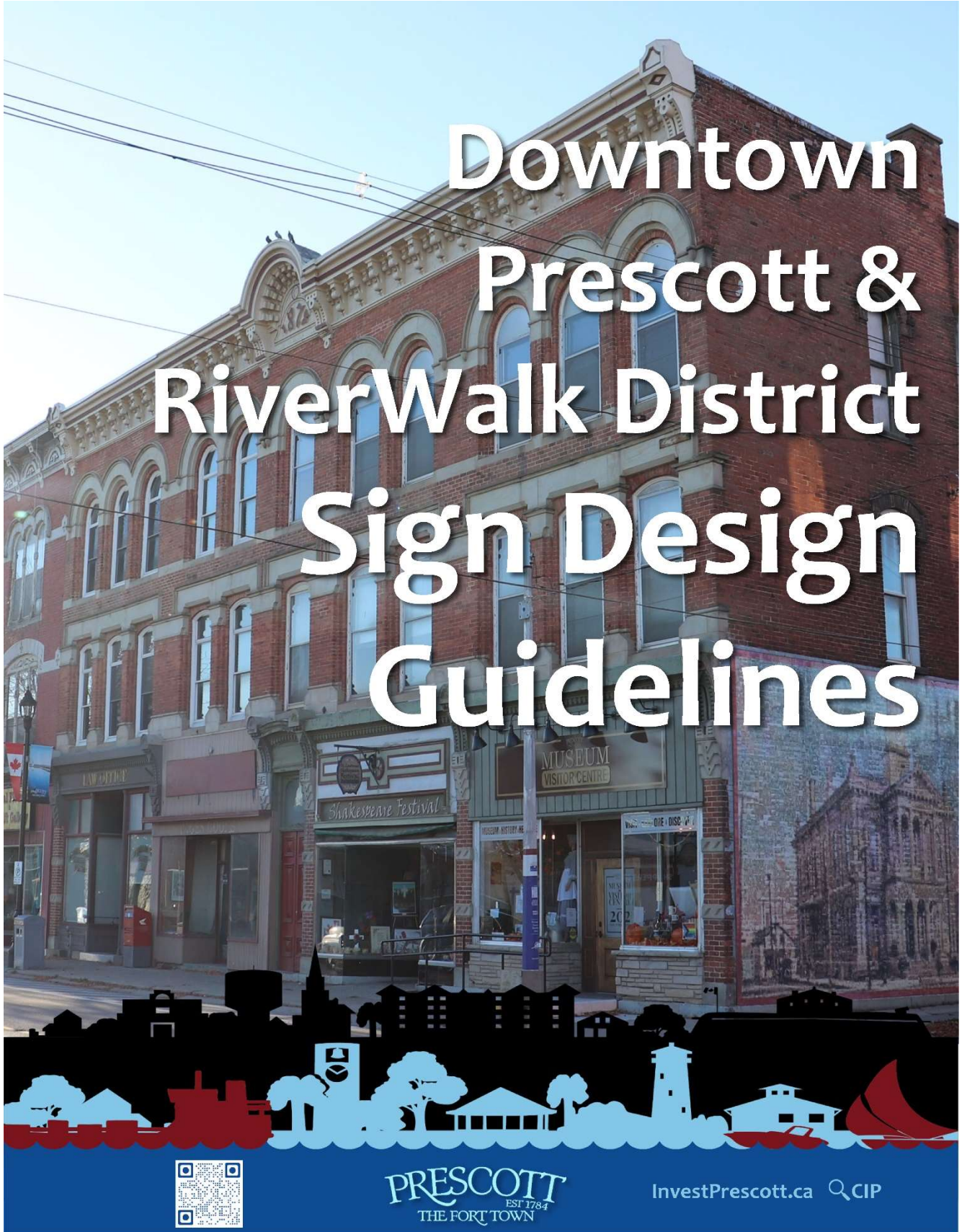
Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

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7.18.4					
7.18.5					
7.18.6					
7.19 Landscape Parking Lots					
7.19.1					
7.19.2					
7.20 Discretionary Credit					
7.20.1					

Legend:

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Downtown Prescott & RiverWalk District Sign Design Guidelines



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1.0 Introduction

1.1. Intent

Prescott's **Downtown & RiverWalk District Sign Design Guidelines** are a tool businesses can use to inform the design of meaningful, high quality signage that positively contributes to Prescott's visual landscape and placemaking efforts. Signs located within the Downtown Core/RiverWalk District zoning area must comply with the Downtown Sign Design Guidelines and Sign By-Law #16-2019. The Downtown Sign Guidelines shall take precedence over the Sign By-Law in cases where discrepancies exist between provisions. In Sign design guideline compliance will be measured against the Sign Design Guidelines Checklist, attached as Appendix 4.

Signs that identify particular establishments are an important design element because they give character to public places and contribute to pedestrian scale and ambiance. Signs should be used together with other elements such as hanging baskets, flags, awnings and overhangs to suggest an overhead enclosure that emphasizes the visibility of storefronts at the pedestrian level. For this purpose, sign design should meet the following general guidelines.

1.2. General Sign Design Guidelines

- 1.2.1 Provide signage that is clear, understandable, and attractive.
- 1.2.2 Develop signage that is appropriately scaled and enhances neighborhood character.
- 1.2.3 Signage should reflect the character of the environment in material, form and use.
- 1.2.4 Signage design should be well integrated and complimentary to the overall building design and aesthetic.
- 1.2.5 Sign lettering, materials, graphics and colours should be selected to promote the heritage character of the district and complement existing signage.
- 1.2.6 Signage form and quality should relate directly to its purpose, context and location.
- 1.2.7 Signage should inform in a manner and style that creates an environment with character, colour and interest.
- 1.2.8 Signs shall be positioned so as to complement, not obscure any architectural details.
- 1.2.9 Signs shall be subordinate to and integrate with the overall design of the facade.
- 1.2.10 Signage should not obstruct natural features or viewsapes.
- 1.2.11 Signs shall be located and designed to avoid conflicts with streetscape elements.
- 1.2.12 Signs shall incorporate high-quality durable materials appropriate for urban settings that will maintain their quality over time.
- 1.2.13 Uncoordinated signage can detract from building design and create a negative impression of Prescott.
- 1.2.14 In cases of multi-tenant buildings, individual tenant signs should be compatible with each other.
- 1.2.15 All signs must be designed by a graphic designer, artist or a professional sign company. Accommodation will be made for signs made by local artists, that maintain compliance with applicable sign by-law and design guidelines.

When visitors and residents travel in Prescott, they notice that signage is a major visual

element of our commercial areas. High quality signs that are appropriately scaled positively contribute to a community's visual appeal and peoples overall experience. Signage made of poor quality materials and signage that is crowded or noisy can take away from peoples overall experience and perception of Prescott. Because of this the Town of Prescott encourages property owners to display high quality signs that positively contribute to the overall aesthetics of the community.

1.3. Interpretation

It is intended that these signage design guidelines will help business owners, property owners, and sign manufacturers plan and design signage that is desirable and appropriate for Prescott's historic downtown, both historic and non-historic buildings.

There are two sets of design guidelines:

- a) General design guidelines addressing each of the signage elements that relate to all types of downtown signs, including orientation & placement, scale & shape, materials, colours, content, graphics/lettering, lighting, and mounting.
- b) Specific design guidelines for each of the appropriate downtown sign types, including awning/ canopy signs, fascia and wall signs, ground signs, projecting signs, portable/sandwich board signs, window signs, building directory signs, and historic signs, wall murals & ghost signs.

2.0 Area Guidelines

Signage should reflect Prescott's unique community character.

The varied traditions and socio-economic fabric that shaped our community has resulted in the evolution of distinct and unique commercial districts. These areas include the pedestrian oriented Downtown/RiverWalk District, and the vehicular oriented Uptown District commercial area. The unique character of these commercial areas creates different needs regarding signage.

The individual sign districts have been established to ensure the type, size, location, and number of signs permitted is appropriate to the surroundings and there is consistency within each commercial area. The signage guidelines outlined herein apply to all business and non/profit establishments located within the Downtown/RiverWalk District commercial zoning area. The Sign By-Law contains additional sign guidelines applicable to the Downtown area, in addition to those outlined herein. Signage guidelines applicable to the Uptown commercial area are outlined solely within the Sign By-Law 16-2019.

The intention of Downtown/RiverWalk sign district is to provide small scale, pedestrian oriented signage that helps to create a unique sense of place.

3.0 Sign Permit Process

All new and altered signs require the business and property owner to submit a sign permit application to the Town's Building & By-Law Department. Two sign permit applications are available: permanent sign permits and temporary sign permits. Permanent sign permits are for building signage, whereas temporary sign permits are for signs that advertise business promotions and events. Prescott's Sign Design Guidelines only apply to permanent signs.

Sign permit application process:

- 3.1 Review Prescott's Downtown & RiverWalk District Sign Design Guidelines and Sign By-Law 16-2019 regulations, as part of decision-making about what type of sign(s) you would like that are appropriate for the downtown and your building type.
- 3.2 Determine if your building is a designated heritage or historically significant building.
<https://www.prescott.ca/recreation-culture/history-heritage/>
- 3.3 Observe the types, placement, and designs of signs on surrounding buildings, particularly on your block.
- 3.4 Determine the type of sign that you would like to place on your building.
- 3.5 Obtain a preliminary sign design from a professional sign company/designer that includes a design mock-up with proposed sign materials, dimensions, colours (CMYK), lettering and lighting plans.
- 3.6 Provide your sign designer with copies of the Sign Design Guidelines & Sign By-Law 16-2019, to use as a guide when designing signage for your business location.
- 3.7 Complete and submit a Sign Permit Application with a copy of your proposed sign design for review/approval. Submit applications to the Building & By-Law Department. Community Improvement Plan (CIP) recipients must also submit a copy of the proposed sign design to the Economic Development Department for review/approval.
<https://www.prescott.ca/media/zlspunp2/sign-application-fillable.pdf>

4.0 Sign Design Guidelines

4.1 Sign Location

- 4.1.1 Signs shall be positioned so as not to obscure any architectural details.
- 4.1.2 Signs must not arbitrarily overlap window openings, columns or other architectural features and should be positioned within building features.
- 4.1.3 Shop windows should function as windows, not as backings for signs.

4.2 Shape

- 4.2.1 A variety of sign shapes are encouraged to enhance visual interest that convey their message clearly.
- 4.2.2 Signs with three dimensional qualities and relief are required.
- 4.2.3 Symbols are easily read and enhance the pedestrian quality of the downtown.
- 4.2.4 Signs should be framed with decorative moulding/trim in a contrasting colour.

4.3 Materials

- 4.3.1 Materials should be durable, easy to maintain, compatible with building finishes and not temporary or of low quality.
- 4.3.2 Internally glowing or highly reflective materials are not permitted.
- 4.3.3 Appropriate sign materials include: painted or carved wood; carved wooden letters; epoxy letters; galvanized sheet metal; slate, marble, or sandstone; gold leaf; gilt, painted, stained, or sandblasted glass; clear and colored acrylic; or stained glass.
- 4.3.4 Inappropriate sign materials include: plastic (all types), fiberglass, styrofoam, plywood, particle board, coroplast or other similar type products are not permitted, as they create a look that is more evocative of the Uptown vs Downtown business

district.

4.3.5 Signage with a crafted appearance is preferred.

4.3.6 In cases of multi-tenant buildings, materials of individual tenant signs should be compatible with each other where possible.

4.3.7 Protection measures such as UV rated materials to prevent fading/peeling and general wear should be incorporated into signs wherever possible.

4.4 Mounting

4.4.1 Mounting styles and techniques should reflect or complement the architecture of the storefront.

4.4.2 Permitted mounting styles include Direct & Backer Mount.

4.4.3 Prohibited mounting styles include Raceway Mount.

4.4.4 Existing lightbox sign frames cannot be used as a frame for replacement signage and must be removed prior to installation of replacement signage.

4.4.5 All fastening hardware and brackets should blend with the sign materials and colour.

4.4.6 Metal brackets for sign support are encouraged and may have their own ornamentation. All brackets must be strong enough to support the sign without deformation.

4.4.7 Installation of a sign should avoid irreversible damage to a building façade, e.g., a sign should be mounted through the mortar joints rather than through the historic masonry itself.

4.5 Content

4.5.1 Silhouette images and symbols that convey information without words are encouraged because they create visual interest and are useful for those visitors not fluent in English.

4.5.2 The use of non-logo symbols that do not convey information about the product or service provided is not permitted.

4.5.3 Minimize visual clutter and avoid displaying too much information on the sign, such as lists of products/services, slogans, etc.

4.5.4 Signs should only advertise the businesses within.

4.6 Graphics & Lettering

4.6.1 Fascia sign lettering must consist of three dimensional letters.

- If letters are to be flush mounted, the letter depth needs to be a minimum of 3/4 inch.
- If letters are projecting/stud mounted, the letter depth needs to be a minimum of 1/2 inch. Letter standoffs shall project a minimum of 1 1/2 inches from mounting surface.

4.6.2 The maximum height of fascia sign letters shall be 18 inches.

4.6.3 The maximum width of fascia sign letters shall be 12 inches.

4.6.4 The maximum fascia sign letter stroke shall be 4 inches.

4.6.5 The maximum depth (return) of fascia sign letters shall be 2.5 inches.

4.6.6 Sign boxes, Channel & Flat Cut Lettering & Vinyl Graphics are not permitted.

4.6.7 Lettering should be sufficient size and style to be easily read but not dominate the symbols and graphics on the sign.

- a. Overly ornate trendy typefaces should be avoided due to potential visibility issues.

- b. Recommended font typefaces include serif, san serif, and bold script.
- 4.6.8 Sign letterforms should occupy no more than 60% of the total sign panel.
- 4.6.9 Not more than two typeface styles should be used on a single sign.
- 4.6.10 Numbers should be displayed in Arabic numerals.
- 4.6.11 Awnings, signs and sign supports must be in colours compatible with building colours while striving for diversity among adjacent signage.
- 4.6.12 An effective, contrasting colour scheme will increase visibility of signs.

4.7 Colours

- 4.7.1 Sign colours should adhere to the Downtown Exterior Colour Palette where possible, included as Appendix 3. The Town recognizes the importance of brand identity and will review/approve proposed sign colours on a case-by-case basis, where branding colours differ greatly from the Exterior Colour Guidelines.
- 4.7.2 Sign colours should complement those of the building's façade. For multi-tenant buildings, sign colours of individual tenant signs should be compatible with each other.
- 4.7.3 The number of colours used on a sign should generally be limited to no more than three; competition between too many colours often results in decreased legibility.
- 4.7.4 In general, subdued and darker colours are the most appropriate for signs while bright or primary colours should be limited to accent areas.
- 4.7.5 Mounting brackets for projecting and hanging signs should be darker colors and authentic to the material used to construct them.

4.8 Lighting

- 4.8.1 Sign lighting shall be integrated into the design of all fascia signs.
- 4.8.2 Permitted sign lighting styles include:
 - Indirect back lit/halo lighting
 - Lighting arms that provide direct lighting
 - Lighting integrated into an architectural feature
- 4.8.3 Prohibited sign lighting styles include:
 - Front/Face Lit Channel Letter Signs
 - Lightbox/Cabinet Signs
- 4.8.4 If lighting is proposed, it should complement the architectural elements of the building and be directed only at the sign to minimize light trespass.
- 4.8.5 The light level should not overpower the façade or other signs on the street or serve as a distraction to pedestrian or vehicular traffic.
- 4.8.6 The light source should be shielded from pedestrian view.
- 4.8.7 Neon signs are permitted on a case-by-case basis.
 - Exterior-mounted and inside window mounted neon signs can be used.
 - Interior neon signs are not permitted if visible from the exterior.
 - Neon window signs should not take up more than 25 percent of the window area.
 - Neon is acceptable, though restricted in size, if it does not obscure architectural detail or overly illuminate display windows.

- Neon is acceptable, though restricted in size, if it does not obscure architectural detail or overly illuminate display windows.
- Prefabricated window signs, such as “open” signs, are not permitted.
- Neon signs should be custom designed, using no more than two or three colours.

4.8.8 Flashing signs are not permitted.

5.0 Permitted Sign Types & Design Standards

The following provides downtown specific sign type and design guidelines. Refer to the sign by-law for additional sign design specifications. Refer to Appendix 2 for examples of approved sign designs.

5.1 Awning & Canopy Signs

- 5.1.1 Awning signs are affixed to a fabric or metal surface supported by a metal frame fastened to the front of a building.
- 5.1.2 Canopy signs are a building-mounted sign that serves as a marquee.
- 5.1.3 Awnings should be coordinated with the buildings architecture, made of durable materials, complement the buildings colour scheme and be an appropriate scale.
- 5.1.4 Awnings should be used to add visual interest to a building, provide shade, and add variety to the streetscape. They should be positioned to emphasize special shapes or details of the façade, to draw attention to the shop entrances or to emphasize a display window.
- 5.1.5 Awning & Canopy signs should be integral to the awning/canopy and use complementary colours, design and copy.
- 5.1.6 Awning & Canopy signs may be illustrated with letters or symbols.
- 5.1.7 Refer to section 4.6 Graphics & Lettering for awning sign lettering specifications.
- 5.1.8 Awning signs are required to be lit with external lights. Refer to section 4.8 Lighting for specifications.
- 5.1.9 In most cases, only one awning sign is allowed per building.
- 5.1.10 Signs shall be a minimum of 2.5 metres (8.2’) above the finished sidewalk or grade.
- 5.1.11 Awning signs must not project more than



Awning Sign



Canopy Sign

1.5 metres from the wall of any building to which the sign is attached.

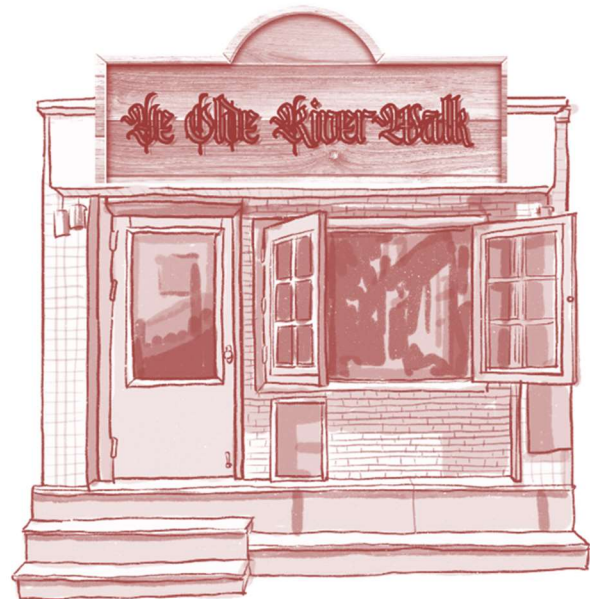
- 5.1.12 Canopy signs shall not exceed 4 sq. metres (43.06 sq. feet).
- 5.1.13 Awning signs in the downtown can be attached to flexible material awnings or fixed marquees or canopies that project from the building.
- 5.1.14 No Awning or Canopy sign shall extend beyond the limits of the awning/canopy fascia.
- 5.1.15 Canopy signs shall only be located on the storey having direct access to a street.
- 5.1.16 The centre point of awning/canopy signs shall be located at the centre of the business frontage.
- 5.1.17 Awning signs shall be attached to and parallel with the main wall of the building or window frame.

5.2 Fascia Signs

- 5.2.1 Fascia signs attach to the front façade of a building above the storefront entrance.
- 5.2.2 Fascia signs are required for all downtown business/non-profit establishments.
- 5.2.3 Window signage is not an acceptable substitution for fascia signage.
- 5.2.4 Refer to section 4.6 Graphics & Lettering for fascia sign lettering specifications.
- 5.2.5 Fascia signs are required to be lit with external lights. Refer to section 4.8 Lighting for specifications.
- 5.2.6 Signs should not exceed a width of eighty percent (80%) or be less than a width of fifty percent (50%) of the business frontage and a height of 1.0 metres.
 - 5.2.1 The sign shall not extend by more than 10 inches from the face of the building.
 - 5.2.2 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.
 - 5.2.3 The sign shall be located at upper limit of sign roof line of a single storey building or floor level of the second storey on a multi storey building.
 - 5.2.4 Where more than one business occupies the same building, only one fascia sign is allowed for each storefront business occupancy.
 - 5.2.5 The centre point of fascia signs shall be located at the centre of the business frontage.
 - 5.2.6 Fascia signs shall be attached to and parallel with the main wall of the building.
 - 5.2.7 Fascia signs may be erected or displayed on



Fascia Sign



Fascia Sign

- 5.2.8 A maximum of two fascia signs is permitted per business provided both signs are not located on the same façade.

5.3 Projecting Signs & Banners

- 5.3.1 Projecting signs are attached to, and extending outward from, a building's face.
- 5.3.2 Projecting signs should be oriented for pedestrian traffic.
- 5.3.3 Be complementary to building materials and colours.
- 5.3.4 Symbolic signs are encouraged.
- 5.3.5 Projecting signs and banners may take on their own special shape or create their own symbol within the overall façade design.
- 5.3.6 Colourful with three-dimensional relief.
- 5.3.7 A sign's visual appeal can be lessened by utilitarian pipe brackets and posts, poor mounting, and other inappropriate design choices.



Projecting Sign & Banner

- 5.3.8 Standardized signage can detract from the individuality of each storefront.
- 5.3.9 Should be mounted over or near the main entrance.
- 5.3.10 Banners must be secured to buildings with top and bottom brackets to reduce movement during windy conditions.
- 5.3.11 Portable flying/feather banners are only permitted in locations where there isn't a zero setback.
- 5.3.12 Projecting signs should be positioned along the first-floor level of the façade.
- 5.3.13 No projecting sign shall exceed 1 sq. metre (10.76 sq. feet) in area per sign face.
- 5.3.14 Signs must project a minimum of 15 inches up to a maximum of 1 metre beyond the surface of a building to which the sign is attached.
- 5.3.15 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.
- 5.3.16 No projecting sign shall be luminous in nature.
- 5.3.17 The sign shall not have more than two (2) faces.

5.4 Sandwich Board Signs

- 5.4.1 Sandwich Board signs are composed of two boards with a message or graphic on it, hinged along the top, creating a "sandwich" effect; set up next to a store advertising its goods.
- 5.4.2 Small sandwich board signs are encouraged.
- 5.4.3 Sandwich board sign faces must not exceed 3 feet in height by 2 feet in width.
- 5.4.4 Must not interfere with automobile sight lines.
- 5.4.5 Maintain an unobstructed pedestrian corridor between building frontages and sandwich boards.

5.4.6 Crafted appearance, three-dimensional features and decorative detailing is encouraged.



Sandwich Board Sign

5.4.7 They should be custom made and reflect the character of the business.

5.4.8 The sign shall not have more than two (2) faces.

5.4.9 The distance between portable signs shall not be less than 4.5 metres (14.76 feet).

5.4.10 Sandwich Board signs must be equipped with sufficient weights to prevent them from tipping or becoming a hazard during inclement weather.

5.4.11 Sandwich Board signs are permitted during periods when businesses are open to the public and must

be removed following the closure of the business at the end of each day.

5.4.12 Sandwich Board signs are permitted at the place of business they're intended to advertise only.

5.4.13 Sandwich Board signs must be placed as close as possible to the exterior business façade to maintain a wide pedestrian corridor and minimize potential distractions to passing motorists.

5.5 Off-Site Signs

5.5.1 Off-site signs direct attention to goods, products, services and/or events that are provided or occur at a different premises from those on which the sign is located.

5.5.2 Off-site signs are not permitted with the Downtown RiverWalk District.

5.6 Freestanding Signs

5.6.1 Permitted in locations where there isn't a zero setback.

5.6.2 Signs should be scaled for pedestrians.

5.6.3 Final dimensions to be determined in accordance with property footprint in consultation with By-law Dept.

5.6.4 Freestanding signs should be mounted on a heavy timber frame, a heavy stone base or creatively use natural materials.

5.6.5 Signs should be constructed of wood, or brick and/or stone columns.

5.6.6 Decorative landscaping must surround freestanding signs.

5.6.7 No freestanding sign shall be erected where the distance between a structure and the street line is less than 4.5 metres (14.76').

5.6.8 Freestanding signs shall be set back a minimum of 2.0 metres (6.56') from all street lot lines.

5.6.9 No freestanding sign shall exceed 1.5 metres in height or 1.5 metres in width.

5.6.10 No freestanding sign shall exceed 2.5 metres (8.2') in any dimensions of the sign face.



Freestanding Sign

- 5.6.11 freestanding signs shall be setback a minimum of 1.5 metres (4.92') from any common lot boundary with an adjacent lot.
- 5.6.12 A freestanding sign including any part of its structure shall not be located closer than 1.0 metre (3.28') to any driveway.

5.7 Window Sign

- 5.7.1 Window signs should be positioned to allow passerby traffic an unobstructed view of window displays and/or the business interior.
- 5.7.2 Permitted types of window signs include window lettering painted or applied directly to the interior side of the glass and interior-hung signs.
- 5.7.3 Window signs should not occupy more than 25 percent of the glass area.
- 5.7.4 Windows should function as windows, not as a backing for signs.



Window Sign

5.8 Building Directory

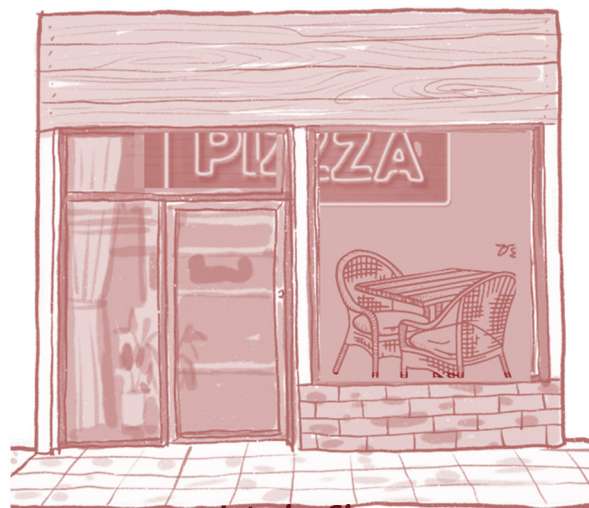


Building Directory Sign

- 5.8.1 A directory sign will be permitted at first floor level, listing names of businesses not having direct access to a public way. The area of such sign shall not exceed 1.0 sq. metre (10.76'sq. feet).
- 5.8.2 Encouraged for multi-tenant buildings.
- 5.8.3 Building directories can be free-standing, wall or fascia signs.

5.9 Interior Signs

- 5.9.1 Nothing herein shall be deemed to prevent the installation or display of any sign or advertising device wholly within the interior of a building, provided that it cannot be seen from the exterior of the building.
- 5.9.2 Sign guidelines outlined within are applicable to internal signs in cases where all or portions of the sign are visible from the exterior of the building.



Interior Sign

5.10 Soffit Signs

- 5.10.1 Soffit signs are supported by the underside of a projecting canopy or soffit.

5.10.2 Complementary to building materials and colours.

5.10.3 Soffit signs may take on their own special shape or create their own symbol within the overall façade design.



Soffit Sign

5.10.4 Should be colourful with three-dimensional relief.

5.10.5 No portion of any soffit sign shall be less than 2.5 metres (8.2') above the finished grade or floor level immediately below such sign.

5.10.6 No soffit sign shall be located above the first storey of any building.

5.10.7 No soffit sign shall be closer than 0.2 metre from the outer edge of the canopy upon which it is suspended.

5.10.8 No soffit sign shall have a vertical dimension greater than 0.5 metre (1.64') or have a horizon dimension greater than 2.0 metres (6.56').

5.10.9 No soffit sign shall exceed 1.0 sq. metre (10.76' sq. feet) in sign area.

5.11 Ground/Pylon Signs

5.11.1 Ground/pylon signs are standalone in-ground or post mounted signs typically elevated in height/scale to provide greater visibility to pedestrian & vehicular traffic.

5.11.2 No Ground sign shall be erected where the distance between a structure and the street line is less than 4.5 metres (14.76').

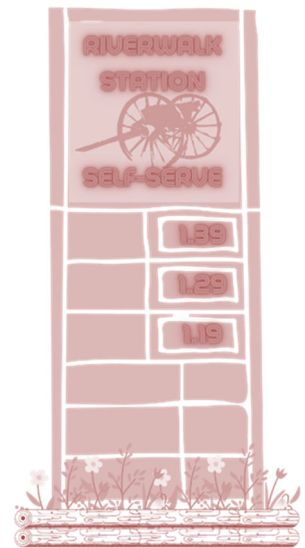
5.11.3 Ground/pylon signs shall be set back a minimum of 2.0 metres (6.56') from all street lot lines.

5.11.4 No ground/pylon sign shall exceed 5.0 metres in height or 1.5 metres in width.

5.11.5 No ground/pylon sign shall exceed 2.5 metres (8.2') in any dimensions of the sign face.

5.11.6 Ground/pylon signs shall be setback a minimum of 1.5 metres (4.92') from any common lot boundary with an adjacent lot.

5.11.7 A ground/pylon sign including any part of its structure shall not be located closer than 1.0 metre (3.28') to any driveway.



Ground/Pylon Sign



Wall Sign

5.12 Wall Signs

5.12.1 Wall signs are erected against the wall of any building, the display area of which is parallel to the face of and supported by such wall.

5.12.2 Wall signs are limited in size and defined as projecting less than 15 inches from the building.

5.12.3 The total area of a wall sign per business premises shall not exceed 15 sq. metres.

5.12.4 Signs shall be a minimum of 2.5 metres (8.2') above the finished sidewalk or grade.

5.12.5 No wall sign shall extend beyond the extremities of the wall to which it is attached.

5.12.6 No wall sign shall extend above the top of the roof surface.

5.12.7 Wall signs should be positioned within architectural features such as windows, above the transom, or flanking doorways.

5.12.8 Wall mounted signs should align with others on a block to maintain established patterns.

5.13 Historic Signs, Wall Murals & Ghost Signs

5.13.1 Historic signs: These original signs should be restored and preserved when possible.

5.13.2 Wall murals: New murals that are done well can become sources of pride and are encouraged throughout the Downtown RiverWalk District.

5.13.3 Ghost signs: Located on the blank side walls of historic buildings, were used in the past as advertisement space. Whenever possible, these signs should either be preserved in their current state or restored to their original splendor.



Ghost Sign & Wall Mural

6.0 Limit on Number of Signs

6.1 A maximum of six (6) signs can be erected per business frontage.

6.2 One (1) fascia or awning sign per business frontage.

6.3 One (1) only of the following sign types per exterior wall per property/business frontage:

- a) Wall sign
- b) Canopy sign
- c) Soffit sign

6.4 One (1) Projecting sign per business frontage

6.5 One (1) Window sign per business frontage

6.6 One (1) Ground sign per business frontage

6.7 One (1) Portable sign per business frontage

- 6.8 One (1) Sandwich Board sign per business frontage
- 6.9 One (1) Freestanding sign per business frontage
- 6.10 One (1) Building Directory sign per property
- 6.11 Notwithstanding the above,
 - a) One (1) additional ground sign may be erected for a lot having a street frontage greater than 125 metres (410.1’).
 - b) Where a lot abuts two or more streets additional signage may be erected on the second street frontage provided that said street has a minimum frontage of 15.0 metres (49.21’)

7.0 Prohibited Sign Types

Refer to Sign By-Law 16-2019 for prohibited sign types.

8.0 Sign Maintenance

- 8.1 Every sign shall be kept in good repair and in a safe and secure condition so as not to endanger the safety of the public at any time.
- 8.2 The appearance of every sign shall be maintained in a neat condition, free from corrosion, loose paint, fading surfaces and broken parts.
- 8.3 It shall be the duty and responsibility of the owner or lessee of any sign to maintain the immediate premises occupied by the sign in a neat and tidy condition.

APPENDIX 1 - DOWNTOWN / RIVERWALK AREA MAP



APPENDIX 2 – DOWNTOWN EXTERIOR COLOUR PALETTE

Prescott Downtown & RiverWalk District Exterior Colour Guidelines

Chantilly Lace OC-65	Simply White OC-117	Hepplewhite Ivory HC-36	Lancaster Whitewash HC-174
Putnam Ivory HC-39	Crown Point Sand HC-90	Hawthorne Yellow HC-4	Shakespeare Tan 228
Roasted Sesame Seed 2160-40	Roxbury Caramel HC-42	Dorset Gold HC-8	Pumpkin Blush 2156-20
Stuart Gold HC-10	Queen Anne Pink HC-60	Audubon Russet HC-51	Ansonia Peach HC-52
Heritage Red HC-181	Garrison Red HC-66	Country Redwood HC-183	Cottage Red HC-184
Classic Burgundy HC-182	Georgian Brick HC-50	Townsend Harbor Brown HC-64	Fairview Taupe HC-85
Tudor Brown HC-185	Davenport Tan HC-76	Saybrook Sage HC-114	Prescott Green HC-140
Clearspring Green HC-128	Narragansett Green HC-157	Chrome Green HC-189	Great Barrington Green HC-122
Whipple Blue HC-152	Yarmouth Blue HC-150	Sailor's Sea Blue 2063-40	Jamestown Blue HC-148
Newburyport Blue HC-155	Stratton Blue HC-142	Philipsburg Blue HC-159	Gettysburg Gray HC-107
Boothbay Gray HC-165	Stonington Gray HC-170	Charcoal Slate HC-178	Black HC-190

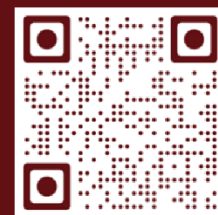
Prescott's Downtown Exterior Colour Guidelines have been established to support the ongoing preservation & revitalization of this unique heritage business district. They provide general guidance to assist with selecting facade and signage colours for businesses and commercial properties, located within the Downtown Core Zoning Area.

Available in Benjamin Moore paint. Colour numbers have been added for quick reference.

Facade & signage colours must be approved in advance by the Economic Development Department; significant guideline variations may be deemed ineligible.

613-925-2812 Ext:6221 | ecdev@prescott.ca

PRESCOTT
EST. 1784
THE FORT TOWN



Downtown Prescott & RiverWalk District

Sign Design Compliance Checklist

This checklist addresses required submittal items, design standards and guidelines related to the sign design for the project. The checklist shall be completed by applicable departments as part of the sign design submission review.

Application #:	
Address:	
Date:	

This form represents the minimum information typically necessary to evaluate compliance with relevant design standards and guidelines. As every project is unique, additional information may be requested from the applicant. This form does not address or substitute for other applicable codes, standards, or regulations administered by Economic Development, Building, By-Law or other Prescott departments. The applicant is responsible for complying with all codes and rules whether described here or not.

1.0 Introduction						
#	Description	Staff Comments	MET	NA	AI	RE
1.2 General Design Guidelines						
1.2.1						
1.2.2						
1.2.3						
1.2.4						
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3.0 Sign Permit Process						
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4.0 Sign Design Guidelines						
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4.1 Sign Location						

Legend:

Met = Guideline is met | NA = Not Applicable | AI = Additional Information Required | RE = Revisions Required

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4.2 Sign Shape						
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4.5 Sign Content						
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4.6 Graphics & Lettering						
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5.0 Permitted Sign Types & Design Standards						
#	Description	Staff Comments	MET	NA	AI	RE
5.1 Awning & Canopy Signs						
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5.10 Soffit Signs						
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5.12.1						
5.12.2						
5.12.3						
5.12.4						
5.12.5						
5.12.8						
5.13 Historic Signs, Wall Murals & Ghost Signs						
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6.0 Limit on Number of Signs						
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Downtown Prescott & RiverWalk District

Approved Sign Design Examples

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Awning & Canopy Signs



Fascia Signs



Fascia Signs (continued)



Fascia Signs (continued)



Fascia Signs (continued)



Projecting Signs & Banners



Downtown Prescott Approved Sign Design Examples

Sandwich Board Signs



Freestanding Signs



Downtown Prescott Approved Sign Design Examples

Window Signs



Downtown Prescott Approved Sign Design Examples

Window Signs (continued)



Building Directory



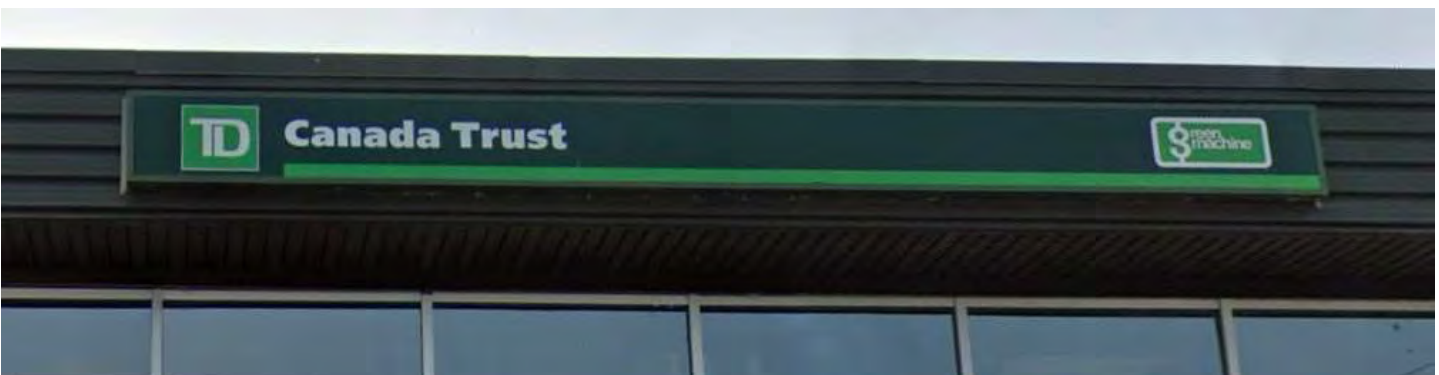
Internal Signs



	REG	TH		REG	TH
COFFEE	2.00	2.50	ICED COFFEE	2.25	3.50
TEA	2.00	2.50	RED EYE	3.50	4.00
POUR OVER	2.25	2.75	CAPPUCCINO	4.50	5.00
HOT CHOCOLATE	2.00	2.50	AMERICANO	2.50	3.00
LATTE	4.50	5.00	ESPRESSO	1.50	2.50
MATCHA LATTE	4.50	5.00	MOCHA	4.50	5.00
CHAI LATTE	4.50	5.00	LONDON FOG	4.50	5.00
DIRTY CHAI LATTE	5.00	5.50	TURMERIC LATTE	4.50	5.00

Downtown Prescott Approved Sign Design Examples

Soffit Signs



Ground Signs



Downtown Prescott Approved Sign Design Examples

Wall Signs



Historic Signs, Wall Murals & Ghost Signs

