

An aerial photograph of a town, likely Parry Sound, Ontario, Canada. The town is situated along a large body of water, with a river or inlet flowing through it. The surrounding landscape is covered in trees with vibrant autumn foliage in shades of yellow, orange, and red. A bridge is visible in the distance, spanning the water. The sky is filled with large, grey clouds, creating a dramatic backdrop. The text "Community Improvement Program" and "Facade Improvement Program" is overlaid on the top half of the image.

Community Improvement Program

Facade Improvement Program

Prepared by Coolearth Architecture Inc. For the Town of Parry Sound
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Acknowledgements

All images used in this document were taken by Thom Morrissey unless otherwise noted.

Facade Grant Program Introduction



Document Goals

This document is provided to comprehensively detail the Facade Improvement Grant Program in the Town of Parry Sound, provide real life examples of facade improvements (via inspiration sketches), and suggest a framework for facade design and restoration in the Town of Parry Sound. This document is meant to summarize aspects of the Committee Improvement Plan Facade Improvement Program and does not replace the existing Community Improvement Plan or Terms of Reference.

The document is divided into three Sections:

1. Overview of the Facade Improvement Grant Program
2. Inspiration Sketches
3. IDEAS for Consideration

What is the Facade Improvement Program and what are its Objectives?

The Facade Improvement Program is enabled by the Town of Parry Sound Community Improvement Plan. The Terms of Reference for this program outline the following objectives:

- Create an attractive image of the Town that reflects the Great Lakes/Georgian Bay heritage theme and character of the Town.
- Encourage consistency in urban design and signage while recognizing the importance of creativity and diversity.
- Reinforce the downtown core as the main service centre for the Town.
- Create connections or linkages between the south end, downtown, waterfront and north end commercial areas.
- Create attractive entrances to the commercial areas: north, south, William Street entrances and waterfront.

Inspiration Sketches

To illustrate potential approaches to the improvement of the facades in the municipality, inspiration sketches of the building facades along Parry Sound's main street are provided in Section 5. These have been carefully designed with the IDEAS for Consideration and local constructibility in mind.

Types of Facade Improvement Grants

There are different types of facade improvement grants available at the Town of Parry Sound. In this document, we have focused on the primary building facade because of their visual impact. A secondary facade improvement is applicable for buildings where sides are visible from the street. We recommend treating the secondary facade as a place for public art and murals that can create visual interest and allow for people to spend time on the street as a whole for longer periods of time.

The grants available are listed below as referenced from the *Town of Parry Sound - Facade Improvement Program's Terms of Reference*:

i. Primary Building Facade Grants

Where improvements are made to the front of a building, being the primary entrance.

ii. Secondary Building Facade Grants

Where a building has a side that faces a secondary street (likely an exterior side yard) and/or laneway, or is clearly visible from the street.

iii. Outdoor Signage Improvement Grants

Where improvements are made to exterior signage, including DarkSky friendly lighting.

iv. Landscape Improvement Grants

Where improvements are made to the primary (front) of the building, or side of building if that side fronts on a street and/or laneway.

v. Heritage Signage

Where improvements are made to the primary (front) of the building, or side of the building if that side fronts a street and/or laneway, providing the building has historic significance (does not have to be registered as a heritage building).

Eligibility Requirements

The following criteria are eligible for grants under the Facade Improvements Program:

- Design Drawings, Artist's Rendering, Elevation Drawing, or Architectural Plans
- Site Plan Drawings
- Facade Improvements on Primary Building Facade (front)
- Facade Improvements on Secondary Building Facade (side)
- Sign Improvements
- Exterior Lighting Improvements
- Landscape Improvements
- Building Permit Application Fees Grant

Who is Eligible to Apply?

All commercial building owners and tenants of the building who operate a business in the Town of Parry Sound may apply for grants under the Facade Improvement Inspiration Program. If an application is submitted by the tenant, the owner must provide written authorization for the application to be considered. This applies for improvements to signage as well.

Buildings that combine residential and commercial use are not eligible unless located within the Downtown Business Association boundary.

Eligibility Criteria

1. Any work initiated prior to the review and approval of the Facade Improvement Program application is not eligible for funding.
2. Properties and buildings shall not have any tax arrears or outstanding work orders.
3. Facade improvements are preferred for the entire building face. However, partial improvements to a portion of a building face will be accepted if it results in a net improvement to the entire facade. The overall goal is to create an aesthetically pleasing facade as a whole. Improvements to signage and lighting may be made independent of improvements to the entire building face.
4. A primary Building Facade Grant may be available for the building facade that forms the primary entrance to the building.
5. A secondary Building Facade Grant may be available for the side of the building, providing that the side fronts on a street and/or lane way or is clearly visible from the street, and/or for improvements to the entire face of the secondary building facade.
6. Applicants may only apply for a maximum of 50% of the overall project cost up to \$25,000 in any one calendar year.
7. Improvements must be completed within 18 months from the date the application has been approved.
8. Improvements must be completed before another application is submitted.

Funding Allocation

During each year's budget process, Council will determine and approve the allocation of funds to the Facade Improvement Program. The availability of the grant money may be limited to the total amount of funding that has been allocated to the Facade Improvement Program.

Council and the Application Review Committee reserve full right to either approve or reject any application.

Facade Grant Application Process

1. Application for grants under the Facade Improvement Program along with drawings and quotes for the proposed works shall be forwarded to the Application Review Committee c/o, the Manager of Planning Services.
2. Where the applicant is not the building owner, the application must include approval from the building owner, authorizing the improvements.
3. Town staff will confirm that the subject property does not have tax arrears or outstanding orders against it.
4. The Application Review Committee may request a site visit to fully assess the application.
5. The Application Review Committee will review each application to confirm that the proposed work conforms with all Town By-Laws.
6. The Application Review Committee shall forward a recommendation to Council, for their consideration. The applicant will be notified of the date when the recommendation will come forward to the Council.
7. Upon approval, the Application Review Committee will provide the applicant (or property owner if different than the applicant) the standard Letter of Agreement with an outline of the grant details. The Letter of Agreement is to be signed and returned to the Town of Parry Sound within 30 days.
8. Prior to commencing with any improvements, the applicant must obtain all necessary municipal permits, including a sidewalk closure permit (if necessary), building permit fees, sign permit fees, and any planning fees, if applicable, will be reimbursed once work has been initiated.
9. All work completed by the applicant shall be in accordance with the Letter of Agreement and the requirements of the building permits and applications.
10. Upon completion of the project, the applicant shall submit copies of all invoices (stamped paid), and/or receipts pertaining to the approved improvements to the Manager of Planning Services, if necessary. The Chief Building Official will inspect the completed work to ensure compliance with the commitment agreement. The Chief Building Official may obtain assistance from the Application Review Committee.
11. 50% of the grant will be paid to the applicant once the application has been approved and all necessary permits have been obtained. The balance of the grant will be paid within 30 days of the paid invoices, as indicated above.

2.1 Thematic Elements

To create a coherent visual language among diverse storefronts and businesses, try to incorporate materials and symbols of the natural surroundings and histories of the region into the facade and branding of your store. Signs and logos may have symbols like trees, rocks, boats, etc. on them to give a nod to the town's heritage and the materials might be wood, stone, and metal to symbolize the past industries in Parry Sound.

2.3 Murals

Artistic, historical, or cultural-themed murals are a great way of adding visual interest to a large blank wall. Murals could also be added to a secondary wall facing a laneway, or as infill panels on blank walls or signs. Murals and art installations are also a great way to engage local artists, tell stories of hidden/forgotten histories, and create destination art that garners attention.



The Junction, Train Mural



Sault Ste Marie, Murals



'The Brag Load', Brian Romagnoli, 1995. Photo from Independence Chronicles blog post.

2.2 Materials

Overall, choose materials that evoke the natural landscape and history of the region like rough metals and wood features. These can be incorporated into storefront decorations or window displays.



2.4 Great Lakes Imagery

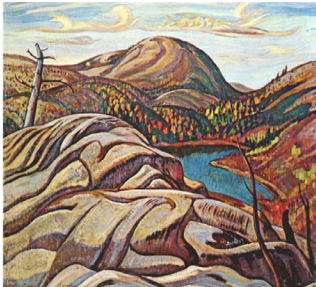
The Great Lakes are full of history and cultural narratives. Choosing imagery for your shops that draw on these narratives and traditional life-ways can bring a connection to the past. Choose themes that show the picturesque trees and rocky shores, historic artwork, the iconic trestle bridge, the logging industry, life on the out-islands, and distinct coastline.



Tom Thomson's Mill at Parry Sound, 1914: This is a great example of an image that reflects Parry Sound and the communities' traditional lifestyle.

3

Colour Schemes



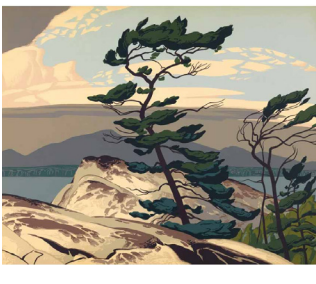
3.1 A.Y. Jackson, Hills, Killarney, c. 1933



3.2 J.E.H. MacDonald, Forest Wilderness, c. 1921



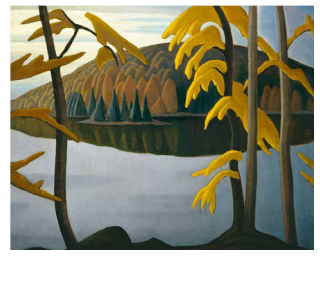
3.3 Tom Thompson, Byng Inlet, 1914-15



3.4 A.J. Casson, White Pine, c. 1957



3.5 Frank Johnston, Algoma, 1918



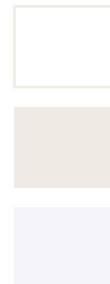
3.6 Lawren S. Harris, Northern Lake, c. 1923



3.7 Aurthur Lismer, Bright land, 1938



3.8 Franklin Carmichael, Bay of Islands, 1931



3.9 Edwin Holgate, The Pool, 1965



3.10 Lawren S. Harris, Mt. Leroy, 1930

Colour Selection

The above colour palettes can be used to enhance your existing exterior facades. Each colour palette relates to a specific Group of Seven artwork and can be used to generate a new colour scheme. The palettes were taken and reformatted from the Town of Parry Sound Facade Improvement Program Terms of Reference document. The colour palettes were initially created by Kevin J. Skelly, CMG for PARA paints.

We recommend you choose a main colour and two accent colours for architectural details like trim, doors, mouldings, fabrics, furniture and flooring. High contrast signs and doors will attract people to the main entrance of your storefront. Secondary doors should be painted the same colour as the surrounding walls to minimize visual importance.

Facade Improvement - Inspiration Sketches

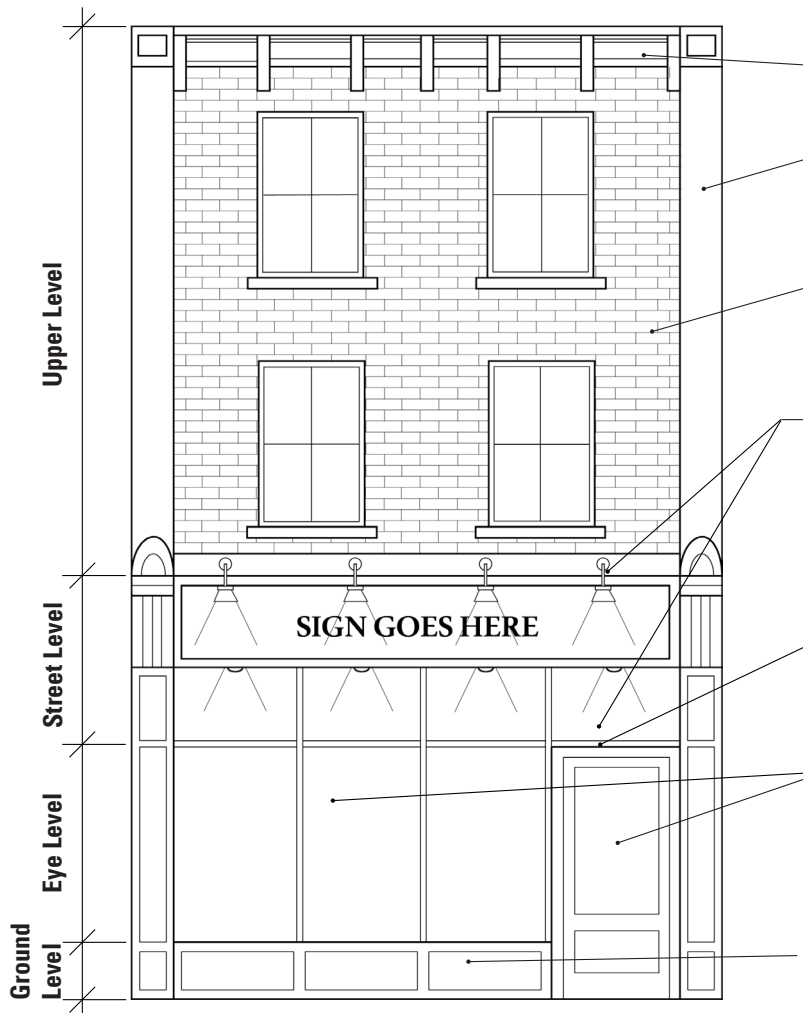


4

Facade Components

4.1 Elements of a Facade

The diagram below depicts elements of a typical facade and considerations for each element. In Section 5 there are examples of how this approach is demonstrated on buildings from Parry Sound's downtown.



Restore and repair existing pediments and flashing, which is often historically significant.

Use vertical elements at the sides of the building to accent where each store boundary is to break up long and monotonous facades.

Restore existing historical brick where possible as opposed to covering it. Brick can be mineral stained for an instant, clean, durable finish.

Street Level. This is the main signage band for cars and distant pedestrians. Add lights under soffit for store front illumination and to avoid creating dark shadows above store. Keep in mind, people walking on the sidewalk will not be able to read this sign.

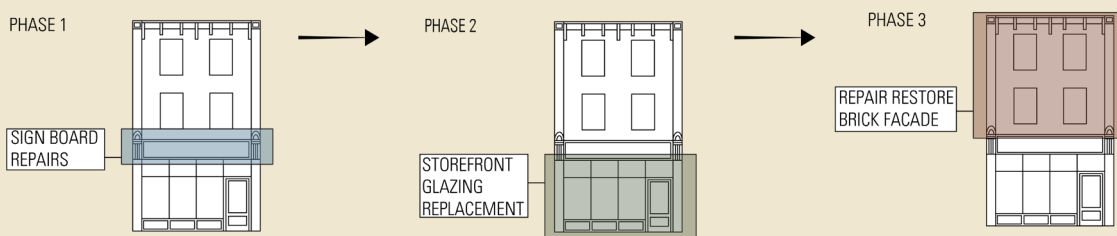
Main doors should be commercial, storefront quality entry doors. Ideally they are fully glazed to be welcoming and accessible.

At eye-level, add additional signage for easy viewing from the sidewalk. This includes hanging signs, blade signs, window signs, decorative lighting, historical plaques, and decals.

At ground level use extremely durable materials suitable to contact with the street and streetscape conditions.

4.2 Phasing

The diagram below illustrates how a facade improvement could be phased over a few years to help with spreading capital costs and taking full advantage of the Facade Improvement Program grants.



5.1

Examples of Facade Improvements

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Local artist's mural on upper facade
3.2	Colour Scheme	Forest Wilderness, J.E.H. Macdonald, c. 1921
7.9	Crezon Siding	Painted crezon located at upper level of facade
7.10	Metal Siding	Located at base of building for durability
7.11	Durability	Long-lasting materials with low embodied carbon
7.12	Building Science	Air gap between existing brick and new metal
8.3	Energy Use	Replace windows for less energy consumption
10.3	Window Signs	Add window signage at eye-level
10.4	Heritage Signs	Add heritage sign with building history
10.9	Lighting	Under soffit lighting at upper and base soffit

After



Update steel roofing

Add under soffit lighting

Remove existing metal profiles and replace with crezon backer board painted with local artist's mural. Include an air gap between the existing and new cladding as well as downlights under the upper soffit for illumination

Use crezon panels and metal flashing to frame the upper level and vertical dividers to differentiate the building from its neighbours

Update signage and add anodized metal border with matching colour with the roof and cladding

Metal cladding to match roof

Window decals at eye-level

Historic plaque of building

Replace existing window wall with new triple-pane glass panels and door with power-operator and accessible threshold

Add bench for accessibility

Repair or replace concrete entry

5.2

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Add mural to right side wall
3.10	Colour Scheme	Mt. Leroy, Lawren S. Harris, 1930
7.10	Metal Siding	Located at base of building and sign board
7.11	Durability	Metal at base of the building for less wear and tear
8.3	Energy Use	Replace window wall with triple-pane
9.4	Doors	Add power operated door for accessible pathway
10.1	Blade Signs	Add blade/hanging signage
10.3	Window Signs	Add window decals to upper and low windows
10.9	Lighting	Add lighting for signs and under soffit for displays

After



Blade sign

Window decals

Down lighting

Bench

Hanging sign

Metal flashing

Weathered wood trim & galvanized steel cladding

Power operated door for accessibility

Replace window wall system for energy performance

Mural of Parry Sound scenery in colour

5.3

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.4	Imagery	Use of trees as imagery and store logos
3.9	Colour Scheme	The Pool, Edwin Holgate, 1965
7.2	Brick	Repair and mineral stain brick to make cohesive
7.6	Fibre cement	Located on middle sign board
7.9	Crezon Siding	Located on sign boards and vertical columns
8.2	Maintenance	Refinish/repair/replace doors, windows, railings
9.3	Visibility	Signs are all high contrast for ease of viewing
10.1	Blade Signs	Each store has a hanging or blade sign
10.5	DarkSky Lighting	Light the signs and doorways

After



Hanging sign

Update window
decals/displays

Repair/refinish
historic doors

Mineral stain brick
for consistent finish

Add vertical columns to
top of signage board to
delineate storefronts

Sign lighting

Shiplap fibre cement
siding behind sign

Painted/printed crezon
backing board for signs

5.4

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Local artist's mural on right side wall and sign board
3.4-5	Colour Scheme	White pine, A.J. Casson & Algona, Frank Johnston
7.3	Mineral Stain	Existing brick to be mineral stained
7.4	Wood Shingles	Wood shingles to replace vinyl siding
7.6	Fibre cement	Use fibre cement boards on base of building
7.11	Durability	Use highly durable materials at ground level
7.12	Building Science	Include air gap between brick and wood shingles
8.3	Energy Use	Replace lower window wall
9.5	Stairs	Add handrails where needed for accessibility
10.9	Lighting	Add lighting for sign board

After



Hanging sign

Mural with thematic elements

Add railing for accessibility

Frosted glass/spandrel panels with decals

A frame sign

Add verticals to break up storefronts

Window decals

Signage lighting

Back-lit anodized metal signs

Repaint and repair cornice details

Wood shakes/shingles

5.5

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Add mural to middle sign board with similar colours
3.6	Colour Scheme	Northern Lake, Lawren S. Harris, c. 1923
7.6	Fibre cement	Fibre cement panels on street level facade/signage
7.8	Flashing	Clean/repair/add flashing on upper facade
7.11	Durability	Porcelain tiles used at base of facade
8.3	Energy Use	Replace windows/doors for energy consumption
9.4	Doors	Add power operated door openers
10.3	Window Signs	Add window decals to street level glazing
10.4	Heritage Signs	Add heritage sign with historic building illustration
10.9	Lighting	Add lighting above sign boards

After



Historic image of subject building

- Repair and refinish details
- Clean and repair brick
- Replace windows and window storefront. Add an Air Source Heat Pump to the roof & remove window AC units
- Clean and repair/replace flashing and stain moulding details
- Mural
- Signage down lighting
- Remove existing weathered metal frieze and sign board and restore historic pediment
- High contrast signage colours
- Window decals
- Fibre cement panels
- Historic signage
- Add durable base materials for porcelain tiles

5.6

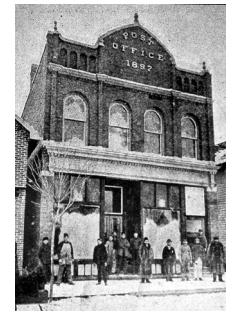
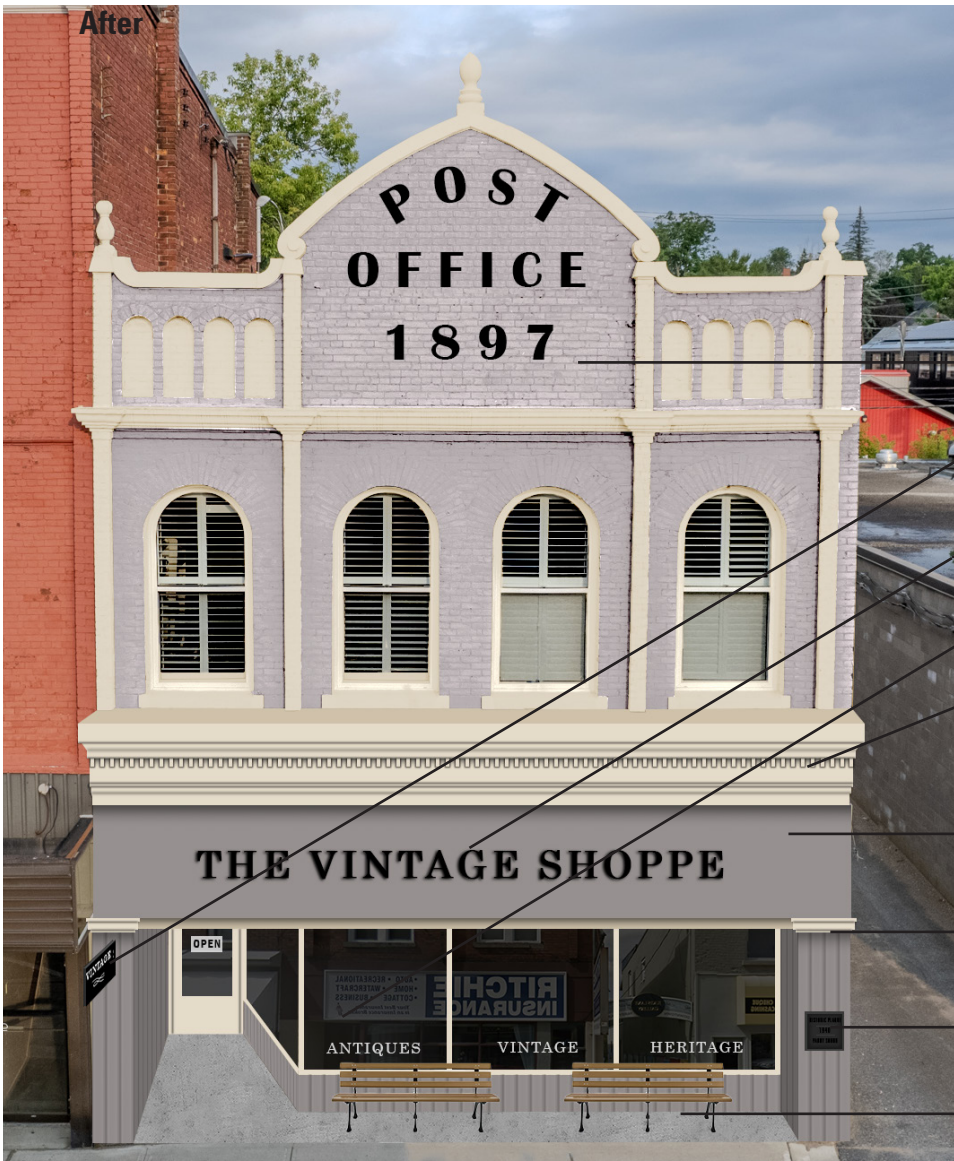
Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Mural can be added to laneway side of building
3.1	Colour Scheme	Hills Killarney, A.Y. Jackson, c. 1933
7.2	Brick	Repair and mineral stain brick to match colours
7.5	Fibre cement	Fibre cement boards along building base
7.8	Flashing	Properly flash pediment details for longevity
7.11	Durability	Durable benches and building base materials
9.3	Visibility	Signage has high contrast colours for viewability
9.4	Doors	Power operated door installation
10.1-3	Signage	Projection and window signs to be added
10.4	Heritage Signs	Add heritage sign of historic building illustration

After



Historic Image of Parry Sound Post Office

Repair and mineral stain brick and stone details

Blade sign for visibility from street-level pedestrians

Halo back-lit 3D Letters

Window decals

Restore historic pediment with references to historic imagery

Crezon sign board with back-lit channel letters

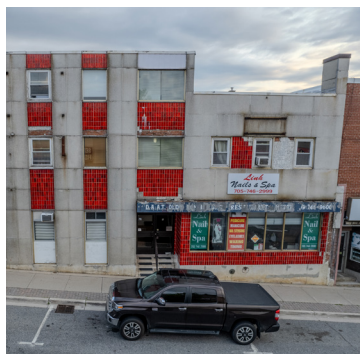
Addition of moulding and trim details to evoke historic building

Heritage sign with history of building

Commercial-grade benches

5.7

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
3.10	Colour Scheme	Mt. Leroy, Lawren S. Harris, 1930
7.5	Wood	Weathered wood cladding - thermowood
7.6	Fibreceement	Fibreceement boards on base of building
7.7	Plaster	Plaster siding under windows
7.11	Durability	Add durable flower boxes to residential windows
7.12	Building Science	Detail added cladding for proper water drainage
8.3	Energy Usage	Replace windows/AC and add ASHP on roof
10.3	Window Signs	Add window decals to street level glazing
10.1	Blade Signs	Add blade sign for commercial storefront
10.9	Lighting	Add lighting near door and under soffit

After



Weathered
wood siding

Fibreceement
lap siding

Building number

Replace windows and
add ASHP on roof to
remove AC units

Window decals

Stain concrete
stairs, add
window decal, and
downlighting

Halo-lit
fascia sign

Blade sign

Fibreceement
building base for
durability

5.8

Before



Concepts from IDEAS for Consideration: Refer to page 21

Section	IDEAS	Notes
2.3	Murals	Triptych mural on secondary facade
2.4	Imagery	Decals or painted imagery on base of curved wall
3.5	Colour Scheme	Algoma, Frank Johnston, 1918
7.5	Wood	Weathered wood shading fins on upper facade
9.2	Seating	Add benches to secondary facade
9.3	Visibility	High contrast signage colours
8.3	Energy Usage	Replace windows/AC and add ASHP on roof
10.2	Fascia Signs	Add additional descriptions (Spirits etc.) to signage

After



Weathered wood shading fins for privacy and shade (instead of interior blinds)

Vinyl historic imagery applied to window

Xeriscape garden
New railing & mural

Painted spandrel panels, beams & columns to match colour scheme

Repair & repaint tower
Mineral stained concrete at ground-level to match colour scheme

Remove repeating signage elements

Triptych mural of Parry Sound imagery w/ benches

IDEAS for Consideration

Incentives, **D**urability, **E**nvironmental, **A**ccessibility, **S**ignage



6

Incentives

6.1 Strategy

Facade improvements can be strategic investments that result in increased longevity, functionality, and value of a building. They can provide benefits that extend beyond just aesthetics.

6.2 Functionality

Facade updates can improve the functionality of the building. For example, adding new windows or modifying entrances can bring in more light to the building, increase ventilation, or improve accessibility.

6.3 Aesthetic Appeal

Enhancing a facade can boost the visual appeal of a building. A well-designed facade can make a building stand out, attract attention, and improve the overall aesthetic of the area. The first impression can be a lasting one for potential customers.

6.4 Community Impact

Improving the facade of a building can contribute to the revitalization of whole neighbourhoods or communities. One great project could inspire others and potentially enhance the overall image of the Town as a whole.

6.5 Added Value

An attractive and well-maintained facade can enhance the value of a property. An updated facade can also reflect the brand's identity and values, in turn enhancing brand recognition and attracting customers. A neglected building can do the opposite.

6.5 Building Compliance

Improving your facade is also a good opportunity to bring your building entry into compliance with the Ontario Building Code and make it accessible to those with health conditions or impairments. This is particularly important for older buildings.

6.6 Safety

Facade improvements can address structural issues and prevent further deterioration. This might involve repairing or replacing damaged materials, reinforcing structural elements, or updating safety features.

6.7 Historical Preservation

For historic buildings, facade improvements can help preserve architectural features while updating the structure for modern use. This balance between preservation and modernization can maintain a building's historic value or make your building stand out.

6.8 Recent Examples from a Past Facade Improvement Grant Recipient

The images below show the before and after photos of the Legend Distillery. Legend received a facade improvement grant in 2021 and again in 2023.



7.1 Less is More

Often historic buildings have many “additions” already and there is an opportunity to return to the original facade and start from scratch with a focus on high quality and durable improvements. In some cases, too much detail detracts from the experience and legibility of the facade. Think carefully about what you want to add as well as what you can remove. A simple clear storefront facade is distinctive and memorable.



Cartolina retail store in Nelson BC. Storefront makeover.

7.2 Brick

Think about removing any vinyl or plastic siding to reveal the brick below. The brick will last a lot longer than the plastic-type siding and aligns with the historic vision of the downtown. Patching and painting or mineral staining (see 7.3) the brick will hide any inconsistencies in the brick facade.



Removing vinyl to reveal brick below



Repairing and repainting old brick walls

7.3 Mineral Staining

Mineral staining has been used for generations in Europe and can be used to match historic bricks' appearance, change the brick colour, or clean-up stained and discoloured brick. Mineral stains do not peel like paint and last a lot longer because they embed into the brick/concrete finish.



Before



After

Before and after using PermaTint mineral stain

7.4 Wood Shingles

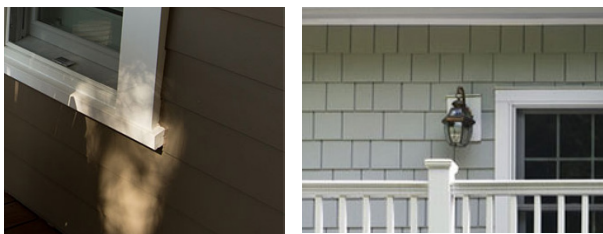
Wood shingles are a traditional cladding material for storefront facades, and can be seen in historic imagery of Parry Sound. Wood shingles tend to weather nicely with age.



Historic Fire station, Parry Sound via 'On this Spot'

7.6 Fibrecement

Fibrecement shingles or boards can give a traditional appearance and the benefit of long term durability and non-combustibility (handy in the urban and suburban environment). Furthermore fibrecement does not fade over time like other products that are painted tend to.



HardieBoard, Lap Plank Siding (left) and Shakes (right)

7.7 Materials to Avoid

Cladding materials like plastics and vinyl do not have a long life-span, require more maintenance, age poorly, and are harmful to the environment. These materials are also fire risks and create harmful microplastics and toxins which can end up in Georgian Bay.

7.5 Wood

Consider using thermally treated wood when choosing to use wood on a facade. Thermally treated wood (also known as thermowood) uses heat to treat wood for increased durability and longevity -- it is a chemical-free alternative to pressure treated wood. It can also be stained or painted. Pressure treated wood has a noticeable different colour than non-treated lumber that is not appealing or natural looking.

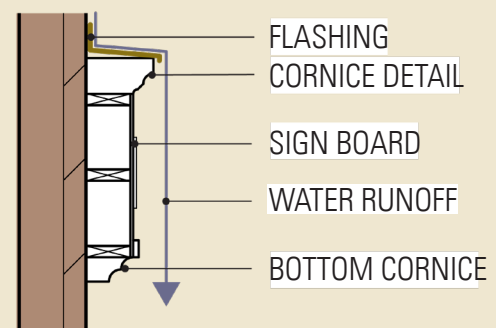
Another great option for durable, beautiful, and easily customized wood cladding and detailing, is to use factory finished wood which has a warranty of up to 20 years depending on the supplier and wood stain chosen.



Lunawood thermowood weathered cladding

7.8 Detailing and Flashing

Use flashing to deflect water away from signs and facades. This will help prevent water stains and increase longevity and durability.



7.9 Crezon Siding

Crezon is a paper-faced plywood that gives the exterior facade a smooth appearance. Crezon is paintable, UV printable and weather resistant. Recommended uses include columns/pilasters, portions of building facades and sign boards.



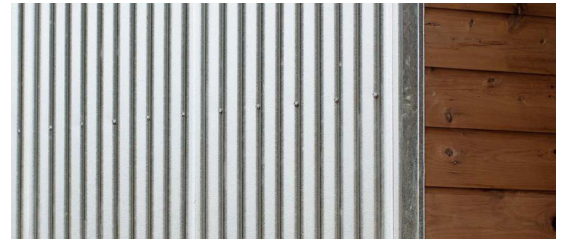
Crezon panel cross section



Crezon CNC milled sign

7.10 Metal

Metal is durable, long lasting and strong. Consider using galvanized metal as it has a bright, clean appearance, lasts longer, and shows less sign of age than painted metals.



Galvanized steel cladding, Wiesebrock Architecture

7.11 Durability in Design

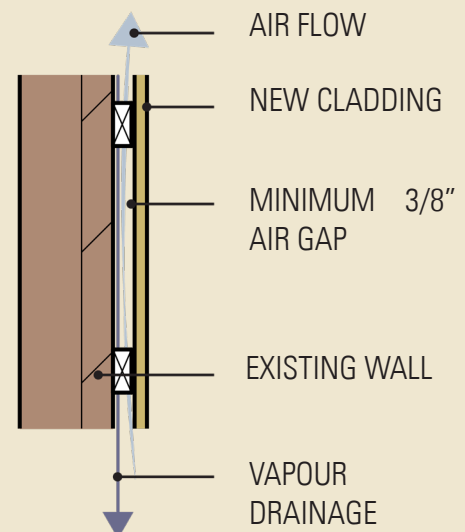
A streetscape is a lot different than a backyard and is subject to huge amounts of stress and high levels of human traffic. For this reason, always use commercial, streetscape-grade elements like planters, benches, doors, and window walls. Choose durable materials like stone, wood, porcelain tiles, metal, and aluminum composite, to ensure the street-level improvements age gracefully and maintain their appearance. When you do see signs of aging, address them in a quick manner to prevent further degradation.



Durable benches and tree boxes. The wooden benches have just recently been sanded down and re-finished. The tree planters are anodized steel. Located in the Junction, Toronto.

7.12 Building Science

When adding new cladding on top of an existing wall, make sure a space (known as a vented rainscreen cavity) is left between the new cladding and existing facade. This allows for water vapour to escape and mitigates the impacts of driving rain. When water is trapped behind new cladding it will affect the integrity of the existing wall and result in durability and appearance issues.



8.1 Sustainability

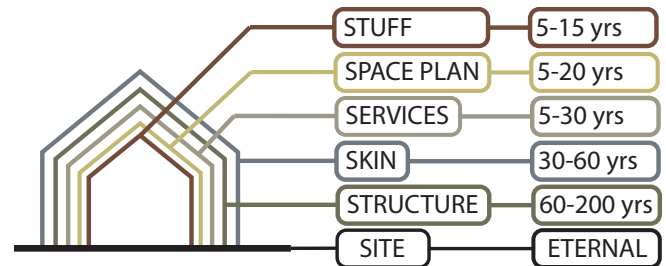
Sustainability, the practice of meeting current needs without compromising future resources, can be a key feature in your building's facade improvement. By incorporating sustainable elements like low-carbon, renewable, and non-toxic materials you can enhance your business's reputation as environmentally responsible and increase your market appeal as more customers seek out businesses committed to green practices. Another option is to pursue certification via programs like LEED, Passive House, Living Building Challenge, and more. Show customers your commitment to sustainability.



8.2 Knowing the Life Cycle of Materials

Every element of a building has a lifespan -- nothing lasts forever. Consider using the Facade Improvement Program to make lasting and impactful improvements. Be aware of how often materials need repair or replacement and develop a maintenance plan.

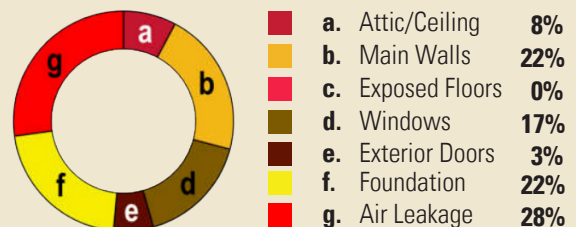
"Stuff" refers to interior furnishings; "Space Plan" refers to the interior room layout; "Services" refers to systems in the building such as mechanical and electrical services; "Skin" refers to the cladding; "Structure" refers to the building's frame; and the "Site" is the land which the building is situated on.



This diagram shows the estimated life of each element of a building. When choosing facade materials think about the longevity of the materials you choose.

8.3 Energy Usage

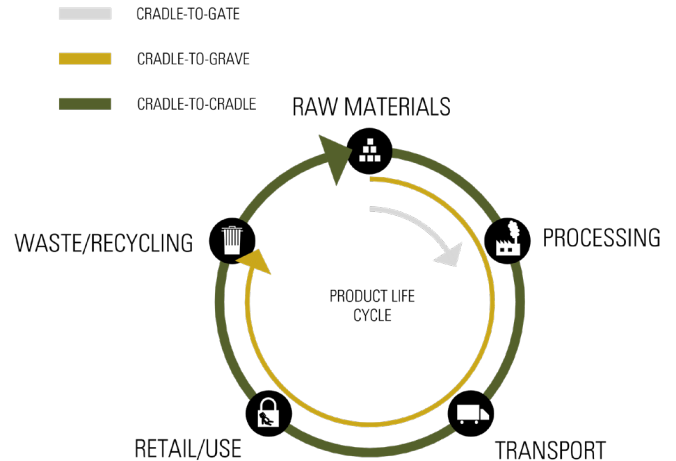
The energy use of a building can be cut down substantially by replacing the windows and doors on your storefront with high-performance options. These windows should be at least double-pane with argon gas, if not triple pane units. Always consider the orientation of windows to make sure you have the appropriate coatings and films to keep out unwanted heat and glare. Ensure well sealed doors with self-closures for air tightness and comfort of customers.



The chart above shows a previous Coolearth Architecture project's energy-use by element before an energy retrofit. This is typical for most older buildings

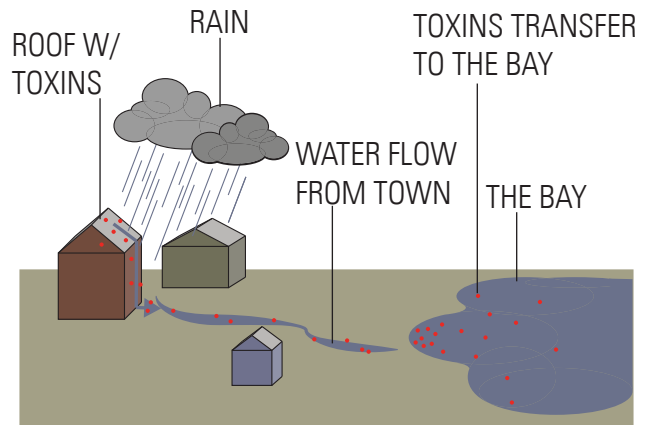
8.4 Cradle-to-Cradle

Try to target products that are designed to be repurposed or reused indefinitely (cradle-to-cradle). Metal, aluminum or glass are good examples of infinitely reusable materials as they can be melted down and reused. Cradle-to-Grave products are only used once -- concrete, plastic, vinyl -- which once it is destroyed cannot be reused to make other products. Products like wood cannot always be reused but can naturally decompose over time and return to the environment, as long as they are untreated.



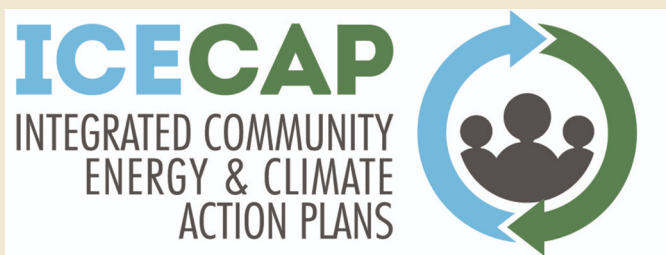
8.5 Protect the Bay

Georgian Bay and Lake Huron are important natural heritage features of the region. When planning to renovate near any water sources, be aware of how your renovation activities will impact the environment and take measures to mitigate these impacts. Certain products will release harmful chemicals or microplastics that can wash downstream and into these large bodies of water. Pressure treated wood for example, contains chemicals that can cause illness. Similarly, limit the use of plastic or composite materials to reduce microplastics that will drain into the water systems.



8.6 Other Programs of Reference Documents

The Town of Parry Sound and the Georgian Bay Biosphere Reserve also have reference documents with further environmental information. A great resource is known as the 'Integrated Community Energy and Climate Action Plans' (ICECAP), which seeks to encourage reductions in Greenhouse Gas emissions, improve energy efficiency, reduce fossil fuel-use, and promote adaptation to a changing climate.



9.1 Accessible Path of Travel

Ensure a smooth transition between your establishment and the sidewalk. You can achieve this by installing a reinforced plywood ramp or constructing a concrete ramp. Keep in mind that the maximum allowable height difference between floor levels is 13mm; anything above this is considered non-accessible.

9.2 Seating

Creating rest spots, such as benches or tables outside the storefront, provides spaces for people to rest along the street. This is important for seniors and those living with physical impairments. Ensure any seating is streetscape grade.

9.3 Visibility Considerations

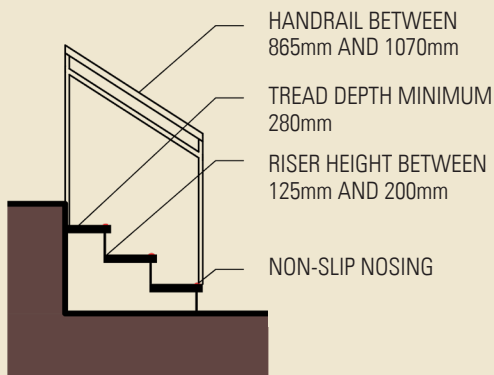
The visibility of your storefront elements can be significantly improved by using high-contrast colours, especially around the door, stairs, or ramp, to help people with visual impairments identify the entrance. Additionally, selecting clear, easy-to-read fonts in distinguishing colours makes signs more legible from various distances. It is also helpful to have a secondary sign at eye level for pedestrians approaching from the side, which can be in the form of a window decal or a hanging sign.



StopGap.ca: plywood ramps on historic storefronts

9.4 Power-operated Doors

Install a power operated door opener when replacing new storefront windows and doors for those with physical impairments.



9.5 Ontario Building Code

If your building has existing stairs, consider upgrading them to meet current Ontario Building Code standards for safety and accessibility as part of your facade improvement. This may involve adding a handrail, installing non-slip high-contrast nosing, ensuring riser heights, tread depths, landing dimensions and ramps comply with code requirements. Installing guardrails can also enhance safety by preventing falls and slips. Some facade and/or storefront entry work may require a building permit, so be sure to contact your local Building Department to see if your proposal is subject to an additional application process.

10

Signage and Lighting

10.1 Blade Signs

This sign style gives visual identity to the storefront from oblique angles. It is great for people walking along sidewalks. Blade signs can have lights or be very simple boards.



10.3 Window Signs

Window signs alert pedestrians of your shop when they are walking by. Window decals can be easily customized to display any information to customers like operating hours, what is being sold, and the store's name.



10.2 Fascia Signs

Fascia signs fasten to a wall and may be designed with metal letters, channel letters, halo-lit letters and light boxes. These signs are visible from a distance. Pay attention to the surrounding space on these signs and do not over crowd the sign with too many details.

10.4 Heritage Signs

Heritage signs give you a chance to tell stories about the building, site, and neighbourhood. Information can include how the building was used, who built it and when, and important events associated with the site.



Sign By-law

Please refer to the Town's Sign By-law to ensure that your proposal meets Town requirements.

10.5 DarkSky Lighting

DarkSky is an initiative that aims to minimize glare and light pollution of the night sky via exterior lighting. These lights are typically enclosed and point downward, though there are many DarkSky certified light fixtures to choose from.

The Official Plan for Parry Sound states that "all new developments will be required to utilize DarkSky compliant lighting in their design". For more information see: Part 6.6 of the Official Plan of Parry Sound.



DarkSky.org

10.6 Energy Savings

Choosing a product that has LED light bulbs or an Energy Star® rating can help reduce the amount of energy consumption your facade lighting requires and increase longevity. Non-LED lights consume more energy and do not last as long, requiring more maintenance and upkeep. Reducing the amount of lights on the facade is also recommended. Over lighting can be harsh on eyes, and requires more energy than needed. Timers and dimmers can also help conserve energy and reduce light use.

10.7 Colour Temperature

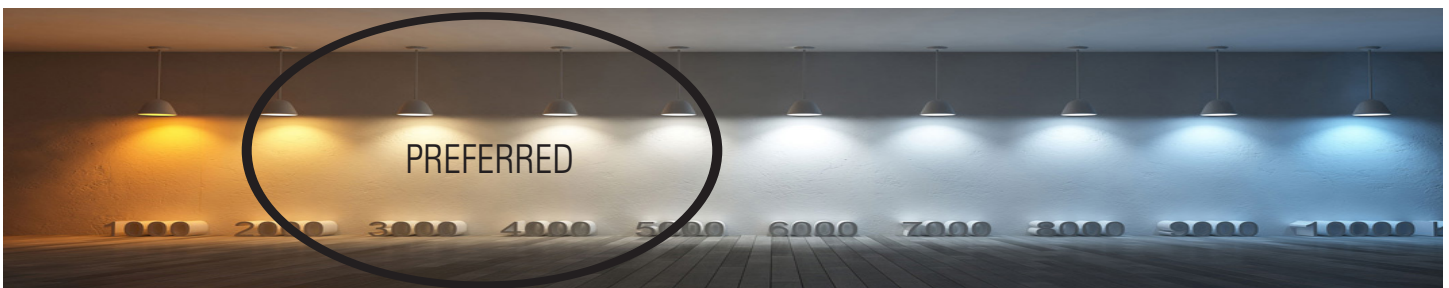
Selecting a warm colour temperature for the lighting helps create a calm inviting appearance. Avoid harsh overly blue/white colours, which can hurt the eyes. A 3,200K colour temperature is recommended.

10.8 Lighting for Doorways

A wall mounted light is great for indicating where the entrance to a storefront is located and helps illuminate signs on the lower facade.



DarkSky.org



Lightingdesignstudio



DarkSky.org

10.9 Lighting for Signs

Directional lighting like the image shown to the left will illuminate your main sign and allow people to see it from a distance without glare. This style of light fixture aligns with the historic look of downtown storefronts in Ontario and is a good option. Three or four of these lights will be sufficient for lighting up a sign and provide balance to the facade. Look for and use "DarkSky Compliant" light fixtures wherever possible for signage to minimize light pollution.

A

Appendix 'A' Facade Improvement Grant Application Form

Application for the Façade Improvement Program

Applicant Information

Name of Applicant: _____

Name of Business: _____

Mailing Address: _____

Telephone Number: _____ Email: _____

Property Owner Information

Please complete if property owner is different than the applicant.

Name of Property Owner: _____

Mailing Address: _____

Telephone Number: _____ Email: _____

Project Information

Please indicated which façade(s) are to be improved:

Front which faces onto _____ Street

Rear which faces onto _____ Street

Side which faces onto _____ Street

Estimated Date of Completion: _____

Please indicated which façade improvement grant you are applying for:

* Maximum grant in any one calendar year is \$25,000

Design Drawings, Artist's Rendering, Elevation Drawing or Architectural Plans

Site Plan Drawings

Primary Building Façade (front)

Secondary Building Façade (side)

Sign Improvement

Heritage Signage

Exterior Lighting

Landscape Improvements

Building Permit Application Fees Grant

Please attach to the application:

1. A detailed description of the proposed improvements, include overall improvement plan, drawings, colour and type of paint, materials to be used, details of sign etc.
If available please include a preliminary concept plan.
2. Quotes, please attach contractors quotes.

Authorization:

Signature of Applicant

Date

Signature of Property Owner

Date

*Or attach a letter of authorization



Thank You