



MUNICIPALITY OF
ARRAN-ELDERSLIE



Chesley Façade Improvement Guideline

Municipality of Arran-Elderslie, Ontario | July 2023 | Final Draft

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Overview

Generally, in most communities, development can be traced over “periods.” Many structures and buildings will have retained their original detailing, some may have been altered for various reasons, and infill may have added newer styles to the building fabric of the community. In many cases, “styles” work at cross-purposes to the feel of the streets in which they are situated and may influence an ill-character for the commercial district. More often than not, this is a result of a lack of clear identity and information regarding the direction the community would like to go concerning its “look”. After all, most building owners’ skills lie in operating a business and not necessarily how to create, improve, or maintain the façade of a building – this is where the greatest challenge lies.

Through municipal and county-led incentives, property and business owners have been inspired to revitalize their main street properties. Many communities are now seeing the value of incorporating façade improvements into their overall revitalization strategy for their streets and cores. These projects can improve the overall look and feel of a community’s main street or commercial areas, helping them become more desirable as a destination.

Façade renewal designs or guidelines for buildings located within Chesley, and The Municipality of Arran-Elderslie “Main Streets” illustrate how building and business owners can transform their building’s façades. Typically, under the topics of awnings, signage, planters, shutters, colour, and lighting, the guidelines suggest ways in which a building façade can be improved to suit a desired theme or heritage. The guideline doesn’t attempt to “redesign” the façade of every building along the “Main Street”; rather it attempts to define period styles that may have occurred in the Chesley community and possibly group its buildings into these categories; providing an understanding, appreciation and ultimately, a guideline or demonstration of what these buildings could be like if a façade improvement is undertaken. Generally, it is a visual education – an education that may entice building owners to pursue Arran-Elderslie’s and/or Bruce County’s funding towards the realization of building façade improvements within its historic commercial area.



1st Avenue South - East Side (North of 2nd Street)



1st Avenue South - East Side (North of 2nd Street) continued



1st Avenue South - East Side (South of 3rd Street)



3rd Street Southeast



1st Avenue South - East Side (South of 2nd Street)

All photos taken February 2023.



1st Avenue South - West Side (South of 3rd Street)



1st Avenue South - West Side (North of 2nd Street)



1st Avenue South - West Side (South of 2nd Street)



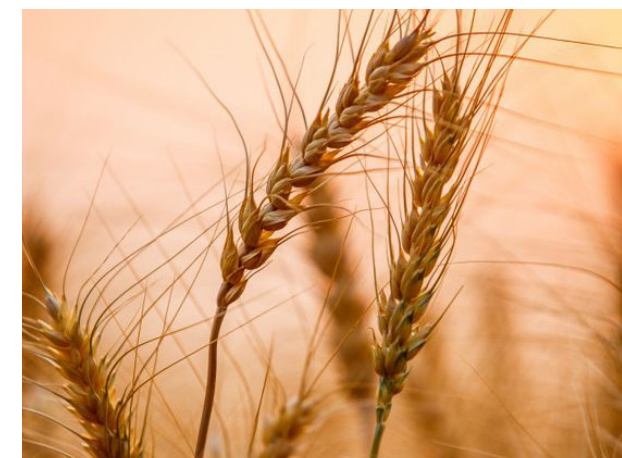
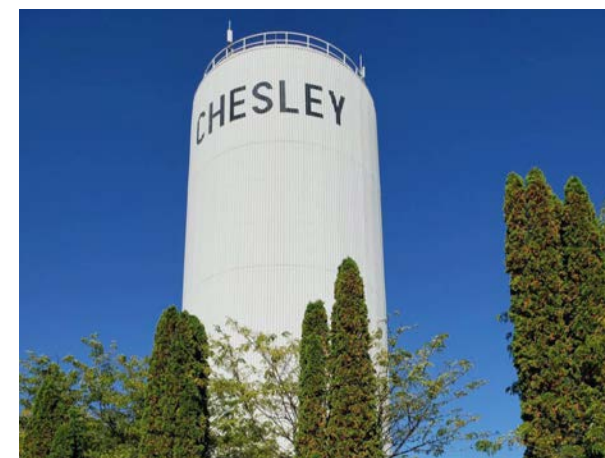
1st Avenue South - West Side (North of 2nd Street)

All photos taken February 2023.

Theme: Growing Together

Key Words:

- Serene
- Bustling
- Growth
- Safety
- Family
- Warm
- Fresh
- Agriculture
- Friendly
- Charming
- Community
- Recreation
- Scenic
- Historic
- Goods
- Bustling
- Vibrant
- Welcoming
- Swans
- Bruce





Façade Improvement Guideline

The process resulting in this guideline included engaging identified and volunteering businesses to aid them in utilizing the information on their own buildings. This included on-site building review, consultation and the preparation of computer generated 3-D models demonstrating what a building “could be like” if they were to employ the guideline information. It is meant to be general in nature and accessible in content.

The scope of work for the project, as referenced through correspondence provided to The Municipality of Arran-Elderslie (February 2023) included several stages:

- **Start-up/Review:**
Initially a meeting clarified an approach and working relationships/objectives between the consultant and The Municipality of Arran-Elderslie staff. This meeting identified project wishes, limits and/or jurisdictions. A site visit also provided background and photo documentation for the project.
- **Façade Design Demonstrations:**
The initial projects were identified as “demonstration sites” for façade improvements and include all buildings within Chesley’s priority Community Improvement Project Area.
- **A detailed facade design was prepared, illustrating a typical treatment for each of the noted buildings and demonstrating the potential improvements, and informing and exciting business owners.**

The Façade Improvement Guideline for Chesley is essentially a façade improvement “information tool” addressing topics typically related to context, building envelopes, building/street relationships, climate, entrances, safety, adaptability, expression, scale, exterior materials, performance, etc.

This document, coupled with grant applications through the Municipality and Bruce County, can lead to planned facade improvements brought to fruition. Visit www.arran-elderslie.ca and www.sprucethebruce.com for information regarding Arran-Elderslie and Bruce County’s grant applications, respectively.

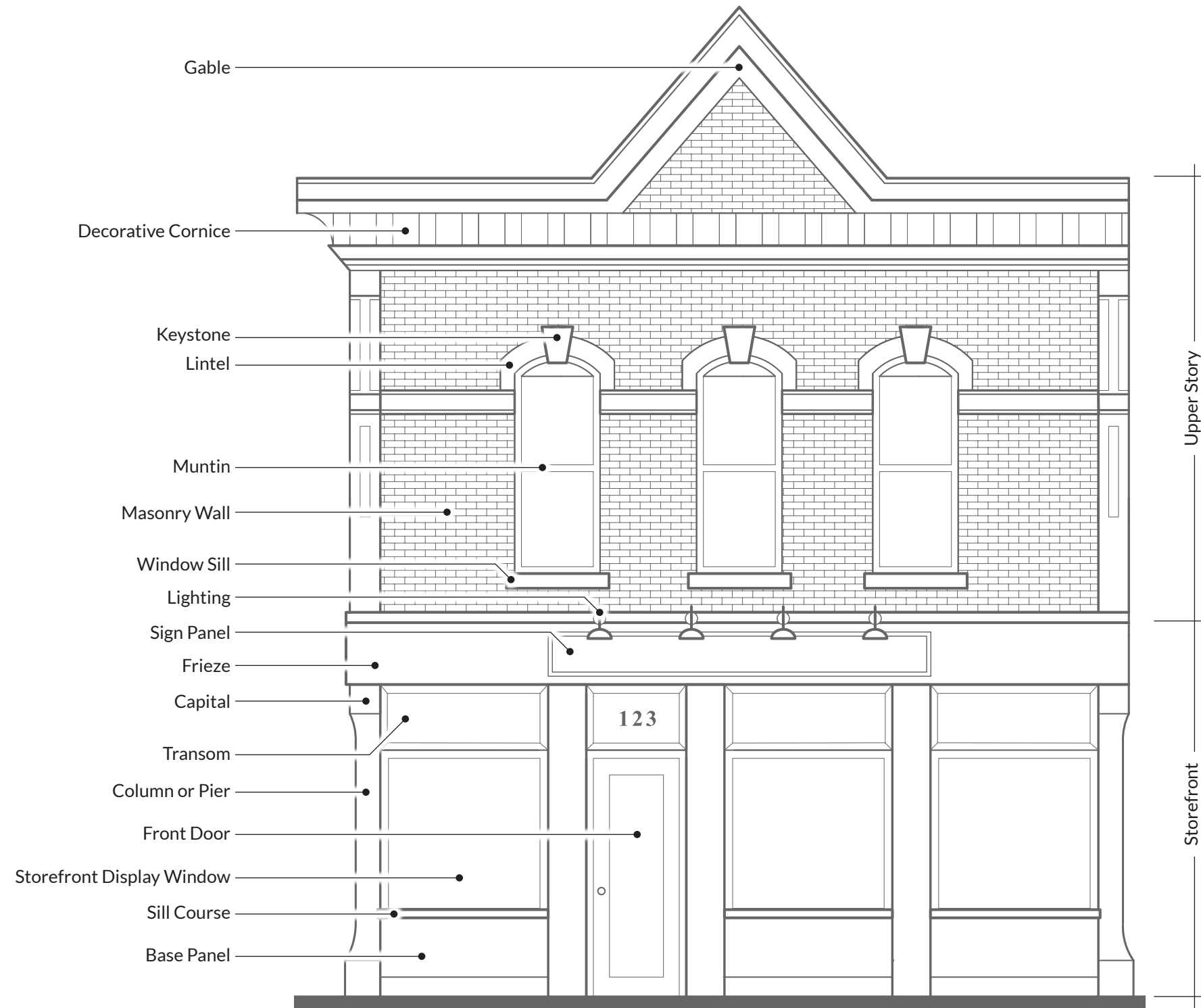
It is sincerely hoped that this process and the subsequent guideline advantageously assists The Municipality of Arran-Elderslie in achieving its goal of improving the historic downtown core along its “Main Streets.”

Elements of a Façade

Section 2 provides a process that will help guide the applicant through the various steps required to ensure that the integrity of The Municipality's and Bruce County's incentive programs are understood and followed.

The elements of a façade are illustrated to assist the applicant with a common terminology. Historical references of Chesley are provided for general interest. A map of the relevant improvement area is also included to outline the limits of the area in which building owners and businesses are able to take part in the Municipality's and Bruce County's facade programs.

The following diagram identifies the name and location of several common building elements.



Façade Characterization



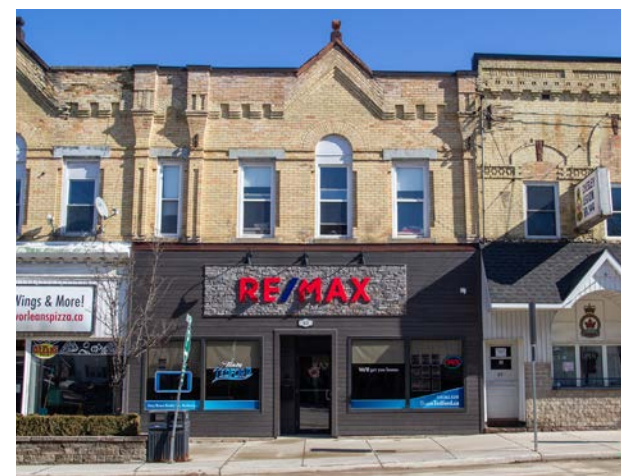
Disclaimer: For the purpose of the plan above, a historic building is defined as a building with no visible signs of alterations to the façade since it was originally constructed.

Designated historical buildings are protected under the Ontario Heritage Act bylaw and deemed to have historical, cultural, or architectural significance; (marked with a designation symbol on the map).

For the purpose of this guideline, Historic/Heritage building facades have been identified, however demonstrations in Section 5 'Application/Demonstration,' show refreshed aesthetic appeal to a façade through modification and added elements. To maintain historical character, a building facade would require only a restoration of original features or left unmodified altogether.



Historic Example
 (This particular example is a historically designated building)

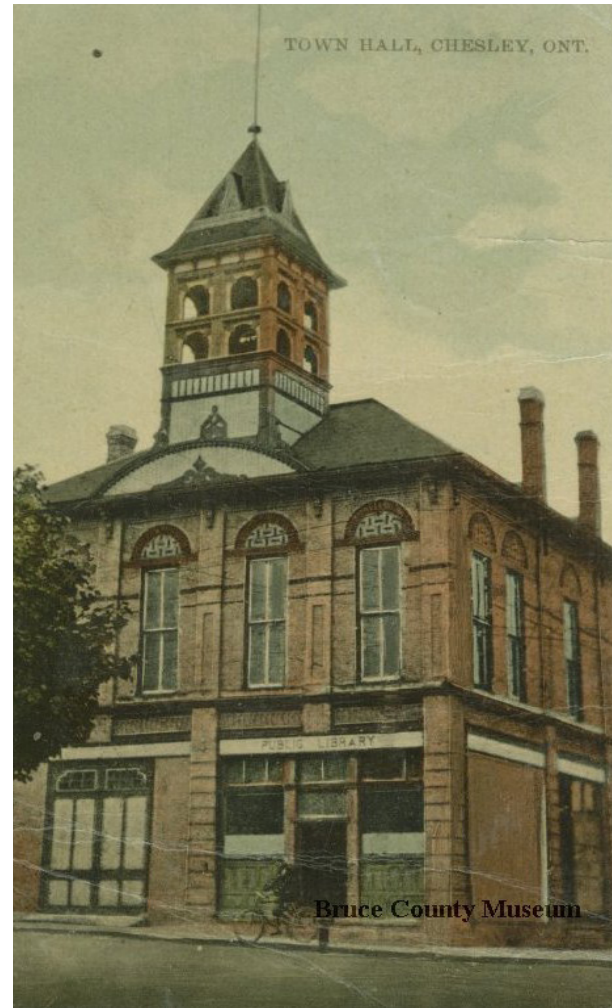


Historic - Modified Example



Non-Historic Example

Traditional Elements



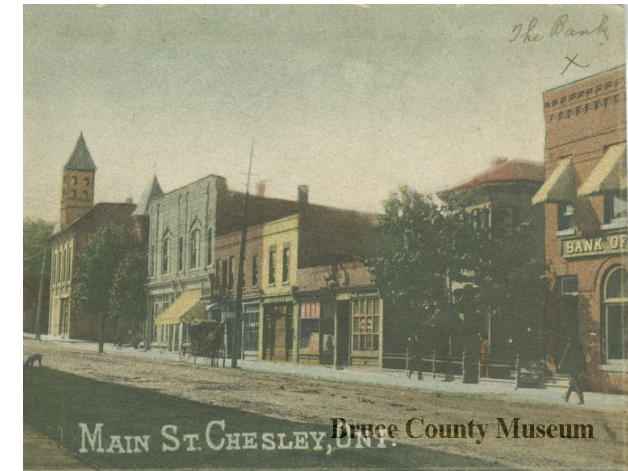
Chesley Town Hall and Public Library, 1913



Main Street in Winter, 1906



Main Street in Summer, 1906



Chesley Bank (far right), 1907



Main Street With Colourful Awnings, 1907



Chesley Inn On Main Street before 1949



The Roxy, 1936



Devastation From The Chesley Fire In 1888



Few Main Street Buildings Remained After The Fire In 1888



View of Main Street From The Bridge, 1926



View of Main Street Looking North, 1908

Applicant's Process

■ Step One: Evaluating Your Building's Appearance

It is important to take a good look at a building before proposing alterations to its exterior. Consider the windows, doors and detailing. Note the entire façade, including the upper stories as well as the storefront. A successful improvement strategy is one that treats the building as a whole and does not neglect the upper story. The goal is to achieve visually distinct façades that relate to their surroundings while providing a sense of cohesiveness in the commercial corridor without strict uniformity.

■ Step Two: Evaluate Your Building's Surroundings

A high level of upkeep always strengthens the image of a commercial corridor. The property owner or tenant should aid in cleanliness of the sidewalk and spaces adjacent to the building. The sidewalk should be kept free of debris and washed regularly. Trash generated by the store should be kept in enclosed areas at the rear of the building and must be easily serviced by trash collection trucks.

■ Step Three: Make Needed Repairs; Establish A Maintenance Schedule

Preserve the value of façade improvements by repairing any damage before façade work begins. In order to prevent major building repair in the future, a regular maintenance schedule should be established for façade cleaning and repair. The following are recommended preventive maintenance steps;

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

■ Step Four: The Game Plan

Prepare a Plan or Sketch

With the help of the guidelines and perhaps the assistance of a designer, prepare a sketch of your building façade that outlines your proposal for a renovation. Indicate repairs and upgrades, materials, and colours.

When you have a sketch that satisfies your own requirements and follows guidelines set out in this report, you will need to “tender” the work, which means to ask builders to give you a fixed price bid to undertake the work shown in the drawings. Be wary of “estimates” that permit flexibility in the final billing. Some professional advice may make this part easier for you. You may ask to have certain items as separate prices if, for example, you may have to defer some of the work to another year for budget reasons.

“Do It Right”

For any renovation, it is essential that one person or company takes responsibility for all aspects of the work such as a general contractor. If the work involves only window replacement, be certain that the contractor is well experienced with window replacement and that you have discussed the extent of finishing that is expected. Before signing a contract be sure to have all incidentals itemized and accounted for to avoid any additional costs. Additional costs such as clean up, disposal of old materials or plaster repair and painting are often overlooked.

For work involving masonry repair, great skill and extensive knowledge and experience is required. Talk with the contractor and ask about the specific skills required to protect historic masonry from deterioration. Competent and knowledgeable tradespeople are proud to give recent references.

It is also recommended that you ask the contractor for multiple references. Randomly select individuals from the reference list and call them. Background work can save time and money up front.

The Cost

Renovations are frequently the cause of cost surprises, often in inverse relationship to the actual size of the project. Prepare for the unexpected in a combination of three ways:

- Pay up front for some professional advice from a consultant familiar with the type of work anticipated;
- Make exploratory openings in locations that can be temporarily reclosed. This takes away any hidden surprises and is a far better indicator of concealed elements prior to the contractor's discovery;
- Be prepared during the work to be flexible either in the amount of work that is completed in each phase, or the amount of money expended. If the complete package of work is fully explored and described in advance of the Contractor's involvement, few surprises will be revealed during construction.

■ Step Five: The Application

If applying for funding assistance offered through the Municipality of Arran-Elderslie or Bruce County, review the application forms and requirements, which will outline all eligibility, grant funding, processes, and other details.



The following Façade Improvement Guideline for Chesley is in response to The Municipality of Arran-Elderslie’s interest in improving the overall look and feel of Chesley’s downtown core area. This guideline is intended to illustrate, in a broad sense, how façades can be altered to satisfy the community’s initiative to follow a Traditional Heritage theme.

A significant percentage of buildings were built during the Victorian period (1850-1900). Many buildings have retained their original detailing, some have been altered for various reasons, and there have also been many contemporary infill building additions.

In Section 3, the Façade Improvement Checklist, there are guidelines to follow to ensure that your improvement proposal is in keeping with the vision of Chesley. This guideline, with the help of appropriate examples and the following ‘Project Design Checklist’ illustrate how The Municipality of Arran-Elderslie and Bruce County can offer assistance to business and property owners thinking about giving their downtown building façade a face lift. In Section 4, ‘The Elements’ we have suggested ways in which a building façade can be improved to suit the Traditional Heritage theme. In lieu of re-designing every building in Chesley, we have outlined three typical building types in Section 5 (Historic, Historic-Modified and Non-Historic) and have applied a few of the guidelines to illustrate how an existing building could be improved.

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

Façade Project Design Checklist

A designer of façade projects within The Municipality of Arran-Elderslie should respond to the following criteria to help with their efforts to create a relevant and quality improvement for both the building and the street.

During the design of new and renovated façades and/or buildings, a project team – building users, administrators, managers/staff, and façade designers – will have two broad areas of responsibility: the first towards particular project needs (how the façade serves the business), the second towards communal needs (how the façade serves the character of the street), which includes façades facing streets and spaces in the commercial core. The following design criteria addresses these two areas of responsibility.

1. Responding to Chesley Commercial Core Context

- Façades should be designed to enhance the larger compositions created by groups of buildings and landscapes.
- Façade improvements should be considered as opportunities to “repair” holes and discontinuities along the street.

2. Building Envelopes in the Community Improvement Areas

- Façades should, in general, align or work with existing façades to reinforce the clarity of the public network and the cohesion of building groups.

3. Building / Street Relationships

Building façades and street spaces should establish a mutually supportive relationship in which indoor and outdoor spaces animate and are connected to each other.

Façades should define buildings as distinct spaces with a strong sense of identity and place.

Façades should enhance the clarity, safety and efficiency of streets and pedestrian routes.

Building faces adjacent to public open spaces and thoroughfares should be treated as fronts and should activate the public street environment.

4. Response to Chesley Climate

Important public spaces, both indoor and outdoor, should benefit from the sun.

Rain and snow shelter should be provided in high-use areas around entrances, and where heavily travelled pedestrian routes run parallel to building façades.

5. Building Entrances

Façade projects should help building entrances become easily identifiable, and should address the “Main Streets” in Chesley.

All improved building entrances should satisfy the standards for accessibility stated in the Accessibility for Ontarians with Disabilities Act (AODA).

With façade treatments, building entrances should be ordered with the most important entry addressing the main avenue of approach.

All building faces adjacent to major public open spaces and thoroughfares should have entrances that are clearly identified.

Façade treatments should promote building entrances that are open and prominent, provide a sense of transition from outside to inside and encourage people to approach and enter.

6. Long Life/Loose Fit

Façade treatments should be capable of being adapted to new building uses and expansion as the needs and the priorities of the owners change.

7. Safety along Chesley’s Main Street

New façade projects and renovations should be designed to provide actual personal safety as well as impart a sense of comfort and well-being in Chesley’s commercial core users.

Personal safety is a broad-spectrum requirement that goes beyond basic façade treatments and is basic to all aspects of the environment, including spatial clarity and legibility, signage and orientation, lighting and visibility, planting, paving materials, and winter walkability-mobility, as well as ramp gradients, traffic controls, and safety alert devices.



8. Expression

New façades within Chesley's commercial core must reconcile many diverse and often contradictory issues in terms of their expression – the “messages” they give about their role in or the quality of the street.

Façades should express a sense of permanence and durability, a sense of Chesley's traditional roots and its historical continuity, and a sense of its connectedness to these.

Further, façades should express Chesley's commitment to serving the community and its visitors, and its responsibility to treat commercial activity as a public resource. To express this, façades should be interpreted as open, safe, accessible, welcoming, and familiar.

Finally, façades should express a respect of the climate of Chesley, and reflect the traditions that are apparent in Chesley today, taking inspiration from the original older spaces and buildings and the best of predominant existing architecture and natural heritage.

9. Scale

The scale of the façades should relate to the scale and size of the building as well as the human body, to make viewing, approaching and use of the street-front space and building a comfortable experience.

The scale of elements and massing should correspond to the various distances from which it is viewed.

10. Exterior Materials for Façades

Façade materials should reinforce the cohesion of related groups of buildings.

Façade materials should reflect the building's role as a landmark or a fabric building.

Large expanses of blank, street-fronting walls at grade should be avoided.

11. Technical Performance

Façade projects should be subjected to life-cycle costing to determine the best fit between capital costs, operating costs and ongoing maintenance costs.

Façade projects should be designed to reduce maintenance costs.

Awnings

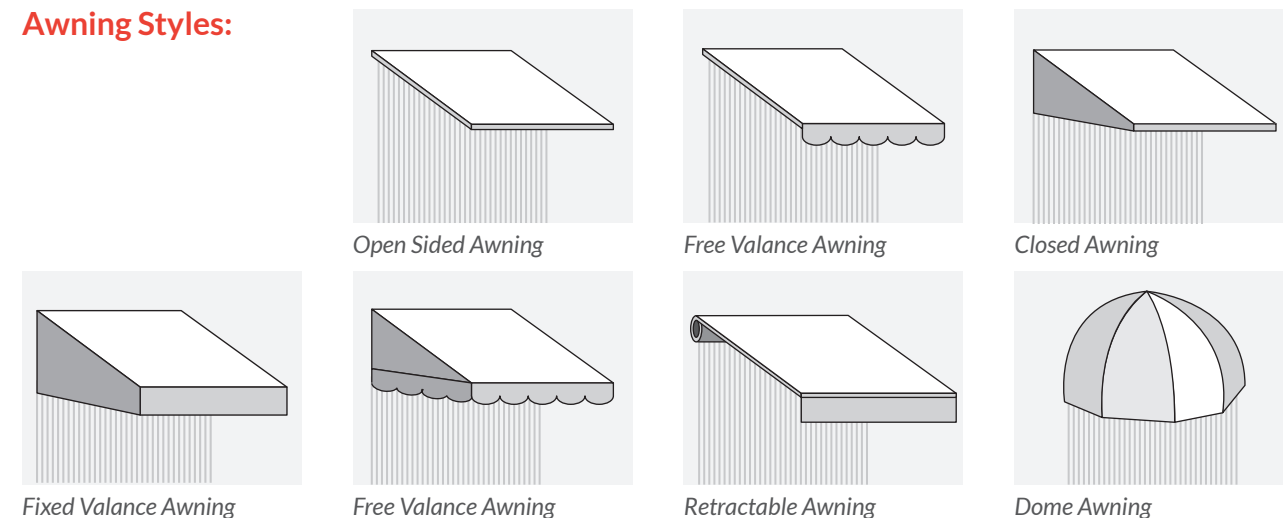
The use of awnings for a storefront not only provide practical benefits for a building façade, but can also dramatically animate the streetscape itself. An awning is a clever way to extend a building façade into the street, claiming that part of the sidewalk that it covers as it's own, demanding attention from the passing customer.

Awnings provide shade for both the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for the visitor entering the building. In some instances, they can provide an alternative 'canvas' for signage.

Design Considerations:

- Choose an appropriate form of awning to suite the window and door arrangement. Awnings can accentuate the entrance door, or can span a full building façade.
- Traditional canvas awnings are retractable, can span over a sidewalk, and are available in a variety of historical colours and patterns. Remote control devices are available to ease extension and retraction.
- Fixed canvas awnings are usually steep to shed snow, and therefore do not extend far over the sidewalk environment. However, the height of this type of awning can further enhance an otherwise bare building face.
- In all instances, consider the durability of the fabric in regards to weathering. Fading and mould resistant fabrics are preferred.
- Choose a colour(s) in keeping with the colour scheme for the building, and in keeping with the historical theme of the town in general.
- Retractable awnings also present an opportunity for an alternative option for signage.
- An awning should not cover important architectural detailing.
- Awnings should respond to the overall configuration of the building façade

Awning Styles:



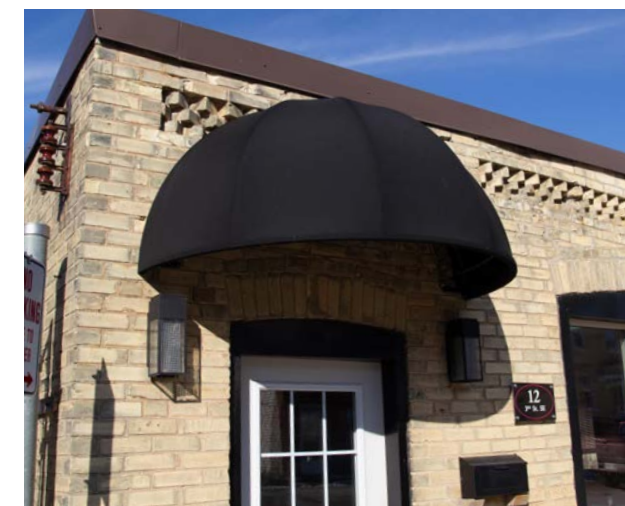
Fixed valance reminiscent of the early 1900s style.



Permanent awning doubles as signage.



Dome awning frames storefront.



Domed awning highlights entrance.



Retractable awning can be used when needed.



Free valance awning with open sides

Signage

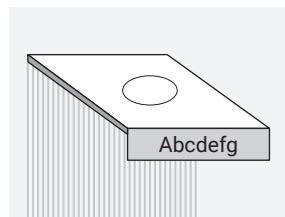
Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the storefront and oriented to the pedestrian. Now signs have become bigger, bolder, and louder with the advancement of the passing vehicle. Such signs are not permitted in the downtown core, as they are not integrated into the architecture of the building and have no appeal to a historic theme.

Advertising is not limited to just a sign. Specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores. Not only do these displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety.

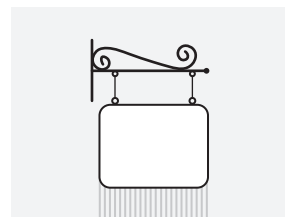
Design Considerations:

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base. Keep the typeface clear and easy to read.
- Painted plastic letters and moulded polyurethane signs are currently available, which keep historical themes relevant, while lessening maintenance issues.
- The colour scheme of the sign could support the overall colour scheme of the building, or vice versa. By doing this, the building itself extends the advertising efforts of the sign itself.
- Studies show that a passerby can effectively read seven words on a sign. Fascia (or perpendicular) signs should advertise the name of the business and the primary goods or services offered, and target a specific audience.
- In general, the number of signs should be kept to a minimum. Too many signs can detract from the original message.
- Signs should be integrated into the fabric of the building façade design.
- Back lit signs are not permitted.
- Projecting (perpendicular or blade) signs should only cover half the distance to the adjacent curb, and should follow the height and size requirements of Bruce County's sign bylaw.

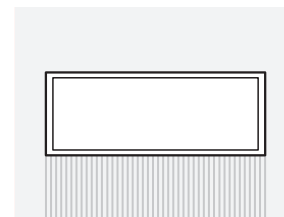
Signage Styles:



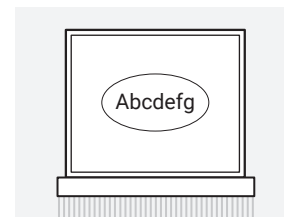
Awning Sign



Hanging Sign



Removable Panel



Painted Window Display



Awning doubles as store sign.



Removable panel sign.



Raised and flat lettering combination on a panel.



Ornate metal arm with vintage style hanging sign.



Hand-painted sign on storefront window display.



Hanging sign reads for pedestrians and panel reads for vehicles.

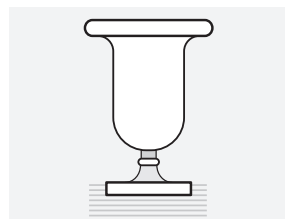
Planters

Often overlooked, decorative urns, pots, and hanging baskets provide an extra level of decor to a storefront that attract a potential shopper in a way that conveys hospitality. This small touch offers a welcoming feeling suggesting that this is a friendly place to shop. Window boxes, hanging planters and floor pots or urns can be planted with seasonal floral displays or support other decorative materials.

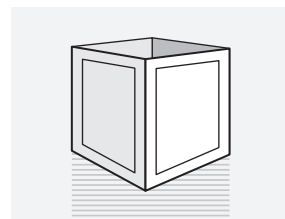
Design Considerations:

- Durability, creativity, and security are relevant factors when considering this type of adornment.
- Planters need to be secured or be heavy enough to deter theft.
- Hanging baskets need to be accessible for watering, but also need to be out of the way of passing pedestrians.
- Pots and planters can also be used during the winter with the creative use of dried plant materials, lights, and other ornamentation.
- Larger pots can be planted with evergreen plants if insulated (spray foam insulation, or cut up pieces of rigid foam insulation)
- Appropriate plant material in regards to sun or shade conditions should be considered.
- A business or building colour scheme can be accentuated with appropriate plant choices.

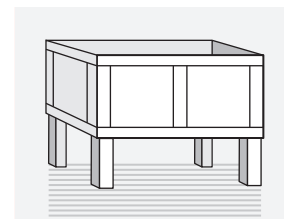
Planter Styles:



Urn Planter



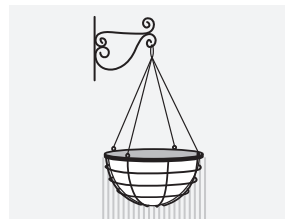
Planter Box



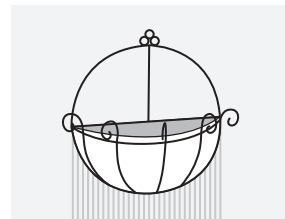
Raised Planter



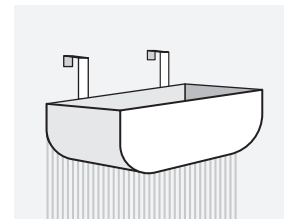
Planter Pot



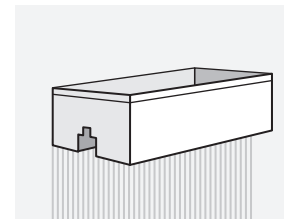
Hanging Basket



Wall Mount Basket



Window Box



Rail Planter



Planter boxes frame store entrance.



Foundational raised planter.



A row of window boxes with seasonal planting.



Seasonal hanging basket on metal arm and planted urns.



Window boxes decorated for seasonal interest.



Planter pots anchor display window.

Shutters

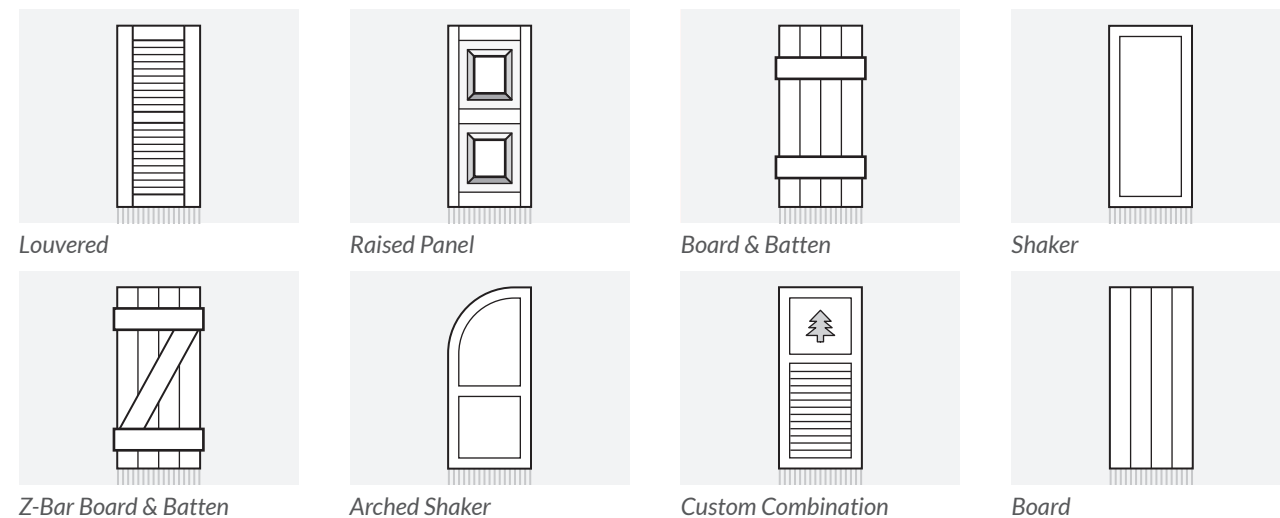
Shutters, although no longer used for their original use of protecting widows, can add visual interest to a building façade. If painted in a contrasting colour to match other trim, shutters can animate a façade that might otherwise be considered stark, boring, and uninteresting. Typical styles include, Louver, Panel, Board & Batten and Combination Shutters.

Traditional wood shutters demand a higher level of maintenance, and should be painted with a high quality paint to ensure less frequent touch ups. PVC or plastic shutters, while less costly and easier to maintain, have limited colour options, and are often available in standard sizes only. However they can be painted with the appropriate paint.

Design Considerations:

- The width of the shutter should be in keeping with the width of the window. The total size of both shutters should be the size of the inside of the window frame.
- Shutters should be mounted on the inside edge of the window frame to give the appearance that they can be closed. Use hinges if possible, even if shutters are not meant to be closed.
- Use the right shape. For example, for arched windows use arched shutters.
- Shutters should be traditional/historic in style (in keeping with the style of the building) and made out of wood or vinyl. They may also be coloured in the same colour as other trim.

Shutter Styles:



Stained wooden shaker shutter with cut-out leaf detailing.



Green louvered shutters add interest by contrasting the red brick.



Wooden panel style shutter with contrasting metal hardware.



Arched board & batten shutters fit the window shape.



Single board & batten style vinyl shutter.



Louvered style shutters balance the building windows.

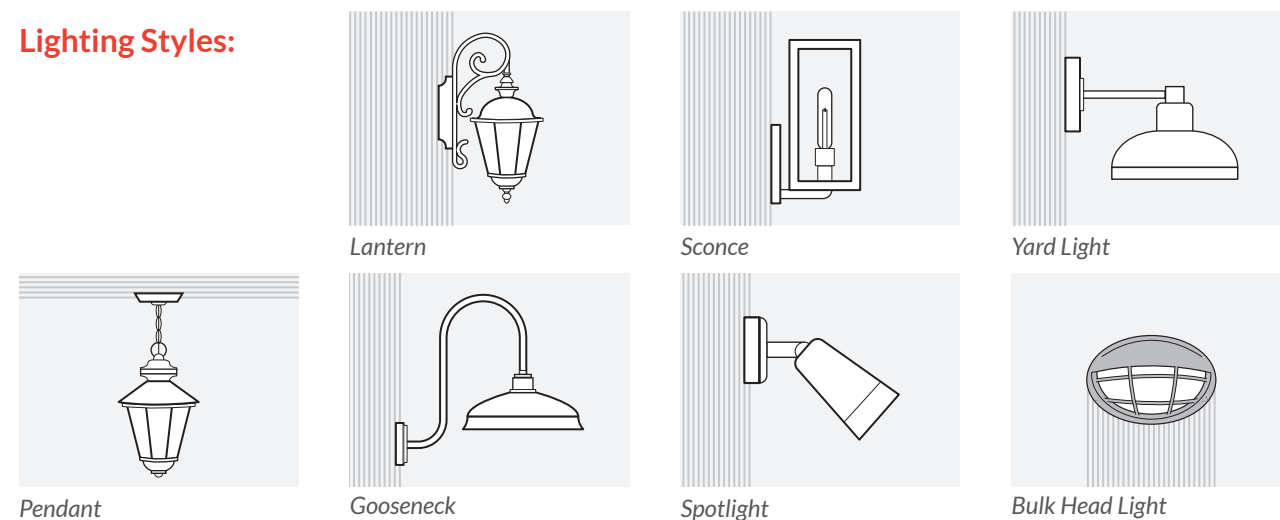
Lighting

Lighting found on storefronts is for safety purposes as well as to highlight signage. Unfortunately, the invention of the backlit sign has undermined many façade improvement projects - lighting, sign and complete design flexibility for graphic work in one easy to install unit is more appealing than having to consider and maintain each component separately. However, public opinion in regard to historic/destination areas show a preference for the more tactile composition of separate signage and lighting on façades.

Design Considerations:

- The primary goal of a light fixture is to be a source for highlighting a specific detail, signage or space on the building façade. It is not intended to draw attention to itself and should be integrated into the façade as part of the overall theme.
- Lighting should complement a building and should be appropriate to a building’s architectural style.
- Lighting of front door areas can be accomplished in two ways. Wall mounted fixtures with a “Traditional Heritage” theme (lantern style) can flank a doorway or storefront. A ceiling mounted fixture for a recessed doorway could take on one of either two forms - a hanging lantern style or a less decorative fixture such as a recessed ceiling fixture.
- Highlighting signage can be accomplished decoratively with attractive ‘Gooseneck’ lighting. Modern versions of the ‘Gooseneck’ are available that are less decorative, but maintain the integrity of selective signage and historical theming.
- Simple, unobtrusive spot lights can also highlight signage that might otherwise not be able to be lit.
- Modern light fixtures with traditional styling come with up-to-date technologies that include ‘dark sky’ compliance and shadow guards.
- Avoid pulsating or flashing lights as well as poorly directed light to the street which will cause distraction for the motorist and inappropriate glare towards neighbouring buildings or pedestrians.

Lighting Styles:



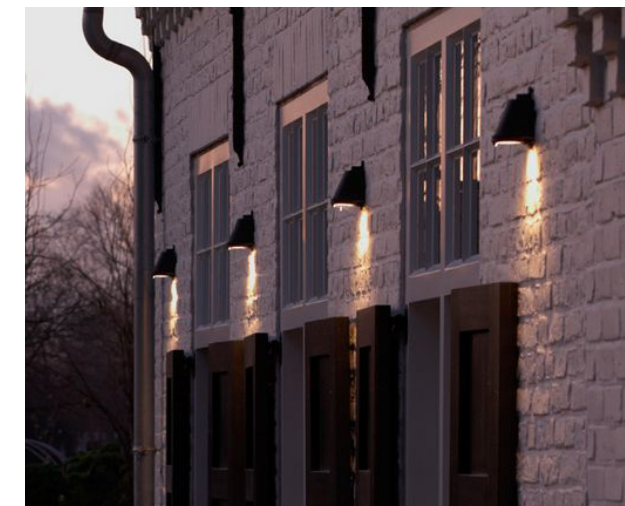
'Gooseneck' lamp with ornamental arm adds character.



Traditional lantern that flanks doorway.



Multiple 'gooseneck' lights in a row will illuminate sign.



Spotlights aimed down the building wall between windows.



Modern black light contrasts the painted brick.



Traditional 'yard' style light in copper.

Building Material

Brick facades contain a great deal of historical detailing and are typically comprised of local materials making them iconic components of the downtown. It is necessary to consider building materials in all façade treatments in order to help protect the architectural integrity and history of a community. Typical siding materials include board and batten, decorative shingles and tongue and groove style paneling.

Design Considerations:

- When original masonry is beyond the scope of restoration, a quality, insulated alternative that will allow original detailing to be preserved or mimicked should be used.
- Alternative materials might include; an acrylic stucco system, which will allow the preservation of much of the original detailing.
- Wood/carpentry design features in combination with desired paint colours provide an inviting addition to many facade compositions. Often many 'frame' buildings can contribute significantly to a downtown even amongst a predominance of brick and masonry facades.
- Rustication or foundation effects at the base of walls should relate in height proportion and design to specific elements of the building such as the window and floor.
- Walls, knee walls, and columns of the storefronts shall be made of wood (painted finish), red clay brick or natural stone.
- "Hardiplank", or equivalent cementitious board, with a smooth surface may be substituted for wood.
- Windows should be made of wood or painted aluminum.

Materials Palette:



Original Historic Brick



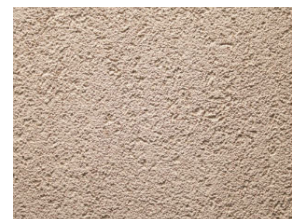
Historic Brick, Painted



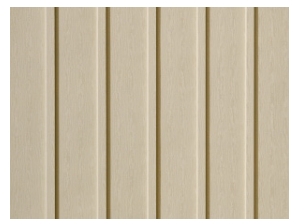
New Brick



Stone Veneer



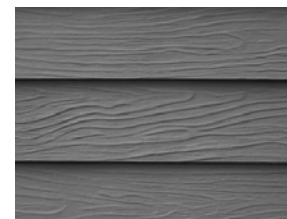
Stucco



Board & Batten



Wood Cladding



Vinyl Siding



Painted transom and window details with exposed brick columns



Painted brick preserves and highlights historical character



Stone veneer facade



Painted wood cladding and stucco for a modern look



Board and batten exterior

Colour

Traditionally, a palette of two or three contrasting colours were used during the Victorian period. The earth tones (e.g. light brown with dark brown trim) of the earlier period, were complemented with tertiary colours such as olive and terra cotta to enliven the otherwise simple and plain earthy scheme.

Design Considerations:


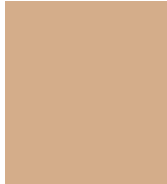







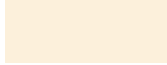
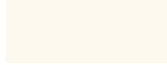


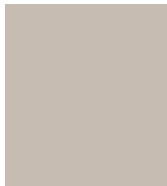








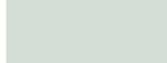

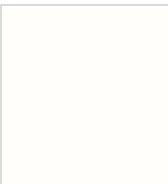
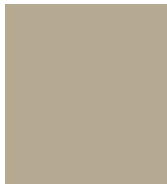



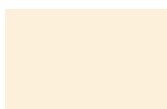






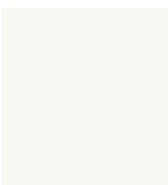
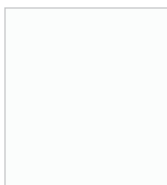
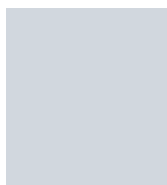
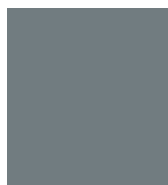
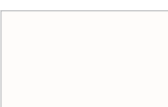
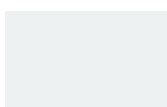

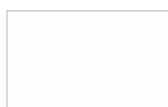


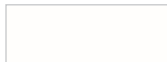

- Window trim, wooden cornice detailing, and moulding should be painted in a contrasting colour to the body of the building.
- Window awnings, shutters and siding colour choices should be coordinated and should be painted in an accent colour.
- A high quality paint should be used for overall durability.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

Palette Selection:

Chesley's historical building stock consists mainly of orange/red and yellow brick. Colours best suiting the existing brick colours are found in a warm range. Within the framework of a Traditional Heritage theme, we suggest that two colours in warm earthy tones such as beige, cream, tan and brown form a base palette. The first base colour would be for the main painted area of the storefront. The second base colour would be used for trim work - windows, trim and wooden cornice detailing. A third accent colour would be used for doors or elements requiring highlighting - awnings, shutters, signage, etc. Accent colours are tertiary colours - such as olive or sage green, terra cotta, warm blue, gold, maroon etc.

The following colour selection is a base from which to work upon to suit the town as a whole. It is not meant to inhibit or limit colour selection, but rather initiate a process for appropriate colour selection that will be supportive of the county's initiative. This palette is from the Home Hardware - BeautiTone Exterior colours. Most of these colours can be matched/created by several other quality paint manufacturers.

Note: Colour representation may not be exactly as manufactured. Verify with paint supplier and paint samples.

 Soaking Up The Rays DR97-1	 All That Glitters UP79-0	 Cocoa Nib D2-4-0260-4	 Cinnamon Toast B47-4-0246-4
 Queen's Rose A6-1-0095-3	 You Simply Moss Try This LL125-4	 Sanctuary DR112-3	 Whipped Cream WB028-0
 Espresso D41-0-1596-3	 Deep Breath CZ13-0	 Soaking Up The Rays DR97-1	 Portsmouth Spice CC002-3
 Whipped Cream WB028-0	 Fronde D25-4-0232-0	 Rain Barrel CC088-4	 Three-Piece Suit VF104-4
 Cinnamon Toast B47-4-0246-4	 Ares Shadow D23-1-0207-3	 Earthly Pleasure A3-1-0102-3	 Light As A Feather CZ10-0
 Rooftop At Midnight FO34-3	 Sparkling Champagne D23-7-0201-0	 Caribou Lichen NPC34-0	 She's Lacquered VF103-4
 Blank Page CZ1-0	 Travertine Path D14-3-0345-0	 Sprout DR106-0	 Peary Caribou NPC20-3
 My Favourite Sweater FAVORI CZ3-0	 Deep Breath CZ13-0	 Chocolate Brown PREMIXED	 Carpe Diem DR14-0
 Mouse In The House! LL119-4	 Shores Galore NPC46-3	 Weekend Bliss DR116-4	 Klondike Spirit NPC42-4
 Don't Tell A Soul WB065-1	 Whipped WB048-1	 River Rock DR50-0	 London Road D35-3-0527-4
 Shiplap WB049-1	 Cool Moon WB089-1	 Vintage Silver DR56-0	 Felicity D35-7-0523-0
 Eleanor Ann A43-1-1229-3	 Little Black Number DR60-3	 Here Comes The Bride WB001-0	 Mandalay Road B39-1-0039-3

Potential Façade Design

Intent

- New Waterproof Cap: Protect architectural detail and frame the building.
- Metal Hanging Sign: Separate the stores and adds pedestrian realm interest.
- Restored Windows: Restore the original building architecture.
- Sided Frieze: Establishes a strong streetscape presence.
- Framed Panel Sign: Creates identity for the occupying businesses.
- Painted Window Sill: Integrate into the rest of the façade.
- Cornice To Match Roof Cap: Create distinction and frame each storey.
- Gooseneck Style Lighting: Illuminates and adds safety to the façade at night.
- Decorative Column: Grounds and frames the storefront.
- Addition of High Muntin: Complements the upper story windows.
- New Door in Accent Colour: Establishes an inviting and distinguishable entry.
- Pendant Light: Illuminates the dark entryway.
- Traditional Wall Lantern: Acts as a decorative anchor for the store doorway.
- Seasonal Raised Planters: Adds life and ownership to the exterior space.
- Shaker Style Base Panels: Mimics historical detailing and upscale charm.



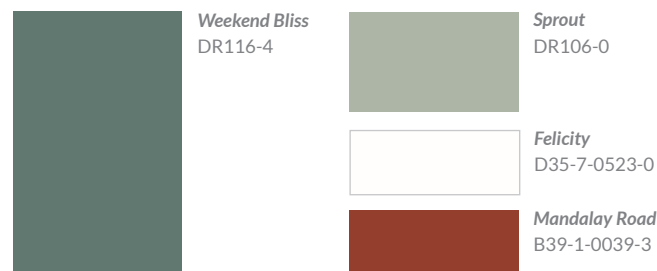
Issue:

- Storefront lacks identity and continuity with the character of the town
- Dark, uninteresting, and uninviting
- Existing paint colour is chipping away from masonry wall

Goal:

- Restore original architectural detailing and façade unity
- Create welcoming front entrance(s) and balanced separation between storefronts

Colour Palette



Note: For the purpose of the demonstration above, paint colours have been selected from the example palette highlighted in Section 4 'The Elements'. The palette is a mix-and-match from the example groups; as not to limit colour combinations.

Existing Façade, February 2023



Potential Façade Design

- Waterproof Cap:** Protect architectural detail and frame the building.
- Decorative Cornice:** Adds detail and historical interest to the upper story.
- Keystone:** Elevates the overall look of the window and adds historic flare.
- Painted Existing Brick (Repair damaged bricks):** Refreshes the upper story and reduces rust stains and other damages.
- New Sill Course:** Highlights and completes the windows overall look.
- Gooseneck Lighting:** Illuminates and adds safety to the façade at night.
- Frieze:** Visually separates and defines upper and lower stories.
- Awning with Commercial Branding:** Highlights a welcoming entrance.
- Wreath for Residential Unit (Optional):** Creates a welcoming presence and adds greenery to the space.
- Clear Storefront Windows:** Removing flyers increases safety with clear view in and out, and eliminates clutter.
- Painted Existing Stone Veneer:** Paint allows the veneer to match the chosen colour palette, while keeping the stone texture to contrast the brick.
- Seasonal Planter Box:** Adds colour, life and ownership to the exterior space.



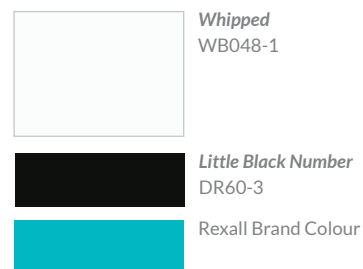
Issue:

- Lacks definition between upper and lower stories
- Upper story is unwelcoming and lacks character and detail

Goal:

- Create an updated and modern look with some historical references
- Form a cohesive overall facade linking the upper and lower stories
- Create and highlight a welcoming entrance

Colour Palette



Note: For the purpose of the demonstration above, paint colours have been selected from the example palette highlighted in Section 4 'The Elements'. The palette is a mix-and-match from the example groups; as not to limit colour combinations.

Existing Façade, February 2023





Bruce County and the Municipality of Arran-Elderslie actively encourages the improvement of the public facades in its downtown core areas. Several studies besides this one have been undertaken to determine the interventions that will promote the whole area. Applications for façade and signage improvement grants are available from;

The Municipality of Arran-Elderslie's Economic Development

www.arran-elderslie.ca

info@arran-elderslie.ca

519-363-3039

OR

Bruce County's Spruce the Bruce Program

www.sprucethebruce.com

info@sprucethebruce.ca

1-800-268-3838

Once in place, your businesses within the downtown priority areas of Tara and Chesley will be given access to STB grants like Façade Improvement, Fascia Signage, Perpendicular Signage, Awnings, Patios, and Collaborative Marketing.

Other Resources:

Fram, Mark. Well Preserved: The Ontario Heritage Foundation's Manual of Principles and Practice for Architectural Conservation. Ontario Heritage Foundation, 1988.

Weaver, Martin E. Conserving Buildings: A Manual of Techniques and Materials, Revised Edition. Preservation Press, John Wiley & Sons, 1997.

Phillips, Derek. Lighting Historic Buildings. McGraw Hill, 1997.

Municipality of Brockton Resources

<https://www.brockton.ca>

AODA Requirements

<https://aoda.ca/>

Eight Guiding Principles in the Conservation of Historic Properties. Architectural Conservation Note No.1. Toronto: Ontario Ministry of Culture, 1997. http://www.culture.gov.on.ca/english/heritage/info_sheets/info_sheet_8principles.htm