

FAÇADE IMPROVEMENT INCENTIVE PROGRAM

PROGRAM OVERVIEW,
DESIGN GUIDELINES
AND
APPLICATION PROCESS

2019

DOWNTOWN
TRURO
here.

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FAÇADE IMPROVEMENT INCENTIVE PROGRAM

PROGRAM OVERVIEW 2019

HISTORY

The Downtown Truro Partnership and the Town of Truro recognize that the image of Downtown Truro is an important economic development tool. The historic quality of the buildings, the available amenity space, green and social interaction spaces in the downtown area, are important assets to the image, the 'feel' and the attraction to those that live, work and shop in the downtown core.

As part of the overall improvement projects that have taken place in Downtown Truro over the last 15 years, a Façade Improvement Program was completed in 2011 as a joint project between the Downtown Truro Partnership and the Town of Truro, with funding from the Atlantic Canada Opportunities Agency (ACOA).

At that time, the Façade Improvement Program approved a total of 37 applications, and projects were completed over two phases. In total, the program helped to fund a total of \$1.44 million in local investments in the Downtown. Of that total, the Façade Improvement Grant, which was jointly funded through the Downtown Truro Partnership, Town of Truro, and largely through ACOA, provided \$499,682 worth of funding.

Given the success of the previous program, and the eight years which have passed since the initial program, a new Façade Improvement Program has been identified as a top priority for downtown. The timing of this project compliments previous significant investments in Downtown Truro, the most recent being the development of Truro's Civic Square and opening of the new Colchester East Hants Library in 2016. These coupled with the ongoing streetscape and pedestrian improvements, the overall Town of Truro wayfinding signage project, and ongoing beautification projects throughout Downtown Truro, continues to build the overall brand and image of Downtown Truro.

PROJECT GOALS

Purpose

The Downtown Facade Improvement Incentive Program is intended to stimulate building improvements and enhance the physical appearance and economic vitality of downtown Truro. The program is designed to promote joint public/private investment to complement ongoing revitalization efforts.

To recommend building facade design, materials and colors that complement the existing fabric and character of the Urban Regional Core of Downtown Truro with specific attention to Inglis Place, Prince Street, the Esplanade and those side streets which are enclosed within that area and within the Urban Regional Core.

Goals

- To make positive, high-impact visual improvements to commercial building facades, providing an overall enhanced image for Downtown Truro thereby attracting local residents and visitors to shop, dine and do business in the downtown.
- To encourage building facade restoration and maintenance.
- To provide an incentive for owners of commercial properties to undertake a high-quality project restoring their storefronts.

Economic Impact

The Downtown Truro Façade Improvement Incentive Program is intended to encourage property owners to revitalize the facades of those businesses within the Urban Regional Core of Downtown Truro and through that process to create an economic tool for business attraction and retention. Façade Improvement will beautify the streetscape and enhance the community image and lifestyle, creating greater pride in the downtown core. The emphasis on façade improvement is anticipated to focus on economic renewal through increased local trade and commerce, increased employment, tax income and tourism. The program will complement the ongoing implementation of the Downtown Truro Urban Design Strategy (Master Plan). As the program progresses, the outcomes are expected to provide guidelines which will be useful to the Town of Truro for By Law and planning strategy upgrades and directives for future development.

- A positive impact on a property owner's investment by enhancing and stabilizing property values;
- A reinforced sense of community and a pleasing environment for residents & visitors by preserving and enhancing the community's identity and uniqueness;
- An improved visual appearance that helps to convey an image of quality to potential clients and customers.
- When the commercial centers are made attractive and easy to navigate they become more inviting to community members & visitors for shopping, eating, and other activities.

Project Support & Management

The creation of the Downtown Truro Urban Design Strategy, combined with the Downtown Truro Façade Improvement Study, was the original impetus of this project. Consultation with the Downtown Truro Partnership Board, the Truro Town Council and advisory input from the ToT Revitalization Committee will provide the foundation and support.

The project lead will be the Downtown Truro Partnership and specifically the Executive Director, Debbie Elliott. The Executive Director will work closely with a Façade Improvement Implementation Project (FIIP) Committee which will be comprised of members of the DTP and Town of Truro staff. Additional input to project management will be provided through the Downtown Truro Partnership Board of Directors which is comprised of local business owners/managers from the Urban Regional Core (URC) of Downtown Truro.

Eligible Properties

Buildings within the Urban Regional Core of Downtown Truro that are of a commercial, retail and/or office use are eligible to participate for funding assistance in the program. In order for a property to be eligible, a portion of the property must be assessed as commercial for tax classification purposes. Rebates would apply only to facades that face public streets.

Eligible Applicants

Business and building owners are encouraged to work together in submitting applications. In instances where the tenant or owner's agent wish to submit an application, a signed letter from the building owner, providing written permission, will be required. All applications must meet the standards and guidelines of the project as outlined in this document and, in addition, the Town of Truro Municipal Planning Strategy.

Grant Amounts

The program can provide a reimbursement of up to 50% of eligible costs (pre HST) up to \$2,000, per approved property towards eligible renovations. This amount is based on the applicant matching the amount in approved expenses for the proposed and approved renovations. It is the intent of the Façade Project to maximize the number of building facades eligible to ensure a larger exposure to the program.

Budget

A budget has been approved by the Downtown Truro Partnership Board of Directors and the Truro Town Council for the 2019 program. The program will run until December 31, 2019 and all applicants receiving financial support under this program must complete their façade improvement project by December 31, 2019. Failure to complete the approved project on time will result in cancellation of the grant under the terms and conditions of the Reimbursement Agreement.

Eligible Improvements

Eligible façade improvements are limited to those on the front facing façade of a subject building. Improvements are intended to provide consistent unified architectural detailing and to provide direct visual and physical access between the ground level and the street.

Façade storefront features eligible to be restored, renovated or constructed with grant dollars include, but are not limited to:

- Design Consultant Fees (maximum \$500.).
- Restoration of exterior finishes and repainting. (inclusive is the removal of materials that cover architectural details)
- Masonry cleaning and re-pointing.
- New architectural details.
- Repair or replacement of storefront windows and doors.
- Incorporation of building signage that is uniquely designed to integrate into building architecture.
- Implementation, replacement or repair of lighting as an integral part of the facade design.
- Incorporation of design opportunities for awnings and colonnades, where appropriate, for all weather protection and visual interest.
- Provision of barrier free access to primary building entrances.

FAÇADE IMPROVEMENT INCENTIVE PROGRAM

GENERAL DESIGN PRINCIPLES & GUIDELINES 2019

GENERAL DESIGN PRINCIPLES

Introduction:

The Façade Improvement Project is only concerned with the physical appearance of the front facing façade of the commercial buildings within the Urban Regional Core and their relationship to the street.

Storefronts and the facades of commercial buildings need to be thought of as an integral part of the streetscape as a whole. The character and design of the building, along with the businesses contained within, attract shoppers both for the goods and services they provide and for the experience of walking around an interesting and lively urban space.

Much can be achieved by considering good building design when carrying out an exterior renovation project. A few general design principals pursued through this program include:

- Strengthening the architectural integrity and design unity of individual facades;
- Creating storefronts that add interest, activity and comfort to the street environment; and
- Emphasizing compatibility in design, materials and colors to make adjacent buildings read as a unit.

Purpose:

The Guidelines form the starting point of any application filed under the program. The challenge under this program is to improve the character and physical appearance of the streetscape while allowing building owners and retailers to assert their individuality and economic viability.

The Guidelines are intended to:

- Set quality standards for the types of improvements that will improve the street;
- Coordinate individual projects with surrounding buildings and other projects to create a positive, welcoming image and a quality pedestrian environment;
- Act as a guide to the review of the application by the Façade Improvement Implementation Project Committee.

DESIGN GUIDELINES

Section One:

There are **FOUR Facts** that should guide façade work in downtown Truro:

- The authentic history and character of downtown Truro are its most valuable assets. If lost, these cannot be replaced.
- All eras are part of this history. No single period is more important than another.
- Everything that is upgraded or renovated should be executed with the utmost care and respect. Downtown Truro should look like everybody CARES for it.
- Customers in downtown Truro are not looking for an anonymous big box experience.

There are **SIX General Recommendations** to consider when applying for a grant under this Façade Improvement Project and all six will form the basis of the approval process. The area of the storefront is where retail creativity can be unleashed. Within the space between the columns, the base and the sign, you can do what is required to market your wares.

- If the original color, detail and materials are known, and if they meet modern fire safety requirements, use them.
- Repair any damaged or failed finishes as soon as possible.
- Use the most durable, lowest maintenance material available. Maintenance costs will eclipse capital costs. Deferred maintenance will detract from the economic performance of the area.
- The basic structure of the building should be respected with any alteration. This means that the building components, like corner stones, should not be covered or removed. Columns should be retained in original materials. Cornice details and basic façade form should be retained.
- Signs should be placed in areas originally designed for the placement of signs; in the sign band above the storefront, in windows, on awnings and projecting from store fronts.
- Each façade should be completed using three colors. The body color should relate to the architecture. Brick or stone should be left unless painting or covering is the only solution to deterioration. The secondary color should relate to the body color. The third color should be a trim color and should be used to highlight special architectural features. Signs may, if desired, introduce a fourth color.

Section Two:

Overall Building Architecture & Connection between the Street & the Building

The starting point in creating a unified block face and in organizing the diversity of architectural styles and details on a given street and on a given building is an understanding of the building façade's design framework.

The framework is made up of two major elements; the upper façade, and the storefront.

The **Upper Façade** of interest in this program is that part of the building extending to a 3 storey limit. The third storey of a building is considered to be the upper limit of the building height in relation to the human scale and the street level. The upper façade consists of the cornice and the fascia that cap the building front, the building's upper storeys, the windows that give articulation and interest to the upper architecture and the piers that extend to ground level and visually support the façade and frame the storefront.

The Street Level **Storefront** is defined by the upper façade's piers and the sign frieze or fascia that separates the storefront's display windows from the upper architecture. This lower portion of the façade provides visual and physical access to the business located within and is the area in which the individuality and identity of that business can best be expressed. The main purpose of the storefront is to display goods and to project the image of the business therein. Storefronts also permit window shopping and can contribute to the shopping experience on key retail streets. Collectively, storefronts combine to project the image of the street and, in the case of key streets, the Town and region itself.

Further explanation or interpretation of building architecture details is available by reviewing the downtown Truro Façade Incentive Program study available in the office of the Downtown Truro Partnership or by conferring with heritage advisors, planning staff and contractors, to name a few.

Within this framework there are a range of architectural components within which various design elements may be incorporated to add interest, complexity and diversity to the building façade. Some of these building features are as follows:

- Windows
- Doorways
- Access and floor covering
- Roofline/upper façade
- Signs
- Repairs
- Storefront architectural feature
- Cleaning
- Colors
- Scale
- Lighting
- Siding
- Awnings

The design of these various architectural components may be repeated or absent on surrounding buildings. Coordinating façade improvements with neighboring structures helps to complement the design of the storefront, creating diversity and interest at street level, and the unity in building lines.

Storefront Design

The general principle of good storefront design is to keep it simple, and to enhance the natural architectural elements of the building. The following components of the storefront can be used as a guide for general improvements. Not all buildings have all of these architectural design elements.

- Cornice – This important decorative element of the façade should not be covered with signage as it is a defining element of the building’s character.
- Windows – Preserve existing detailing. Avoid locating signage in windows.
- Signage Band – Locate signage within this distinctive band.
- Sign Lighting – Highlight architectural features, signage and interiors.
- Projecting Sign – Allows pedestrians on the sidewalk to see what stores are located in the building.
- Display Windows – Visible merchandise minimizes the need for window signage and will entice more shoppers into a building.
- Street Number – Locate building civic number at entry door for easy way finding.
- Below-sill Panel – Select durable materials compatible with storefront and façade elements to add visual interest and color to the storefront.

Crime Prevention through Environmental Design

The principles of Crime Prevention through Environmental Design should be incorporated into the design and renovation of the buildings. Planning and design factors that enhance safety include:

Awareness of the surrounding environment:

- Unobstructed sightlines.
- Adequate lighting.

Visibility by others:

- Ability to be seen.
- Improved land use mix.
- Intelligent activity generators.
- Sense of ownership through maintenance and management of built environment.

Finding help:

- Facilitate the ability to communicate, find help or escape when in danger through improved signage.

Human Scale

A three storey height is considered to be the upper limit of a building's orientation to the street level and the human scale. Although the focus of activity is at street level, where storefront features can be further strengthened through appropriate architectural detailing, detailing at street level can be carried up the building, where appropriate, to support the upper façade in an architecturally coordinated manner. The coordination of the street front level and upper storey with appropriate architectural features such as the continuation of properly scaled piers up the building helps avoid the perception of an overwhelming mass of building floating above a disconnected expanse of glass at street level. The existing massing and lines of buildings should be reinforced through efforts to continue the building lines along the entire block.

Where appropriate, it is important to develop a façade design that provides for second floor details and column treatments that extend from the sidewalk level all the way to the roof line. In addition, a canopy offers shelter for pedestrians and lighting to highlight the storefront area.

Street Frontage Transparency

Visibility to the interior of shops through transparent display windows and storefront design increases interest to passersby, and helps to market merchandise to the street. Therefore, in addition to exterior design elements like glass and other architectural design features that frame display windows, the program may provide limited funding for interior improvements that connect to the window enhancements to encourage an inward appearance from an exterior view. This may include permanent back lighting of display areas, which help to enhance the inside view of the shop. These improvements would only be eligible when proposed in the context of a broader façade improvement project and will be a secondary priority for FIIP project funding.

Stall risers and the use of molding can be used to subdivide and reduce the size of window panes, thereby reducing window replacement costs. These features, combined with sills, transoms, piers and appropriately scaled fascia, are all elements of traditional storefront design themes that create a practical, visually interesting street level frontage profiling the storefront and framing display space. In some cases, businesses may also be able to improve the view of the interior space by re-orienting the interior layout to remove obstructions to windows.

Articulation of the Façade to Create Visual Interest

Increasing the articulation of the building as it engages the street is accomplished through exposing or replacing architectural features that may have been hidden or removed through retrofitting the building. Emphasizing storefronts by reconfiguring doorways and window spaces increases the depth of the storefront, and strengthens the relationship between the façade and the street. Also, the introduction of piers, and traditional or comparable contemporary storefront features will create a readable and more dynamic façade. This includes replacing ceiling to floor windows with modern style brick stall risers and elements of a brick façade with traditionally proportioned fascias to accommodate suitable window displays.

Pedestrian Safety & Access for the Disabled

Minimum grade separation between the sidewalk and the built frontage should be provided. Any ground covering materials used in private forecourt (private ground level entry area underfoot) space should be durable, non-slippery, and easy to walk on by all users including, but not limited to, clientele with high heels or disabled persons with various devices. The finishes of the forecourt can employ creative materials, color, texture and overall design pattern that complements treatments to the public walk.

Street Level Uses

The building should provide uses at street level that generate activity and interaction. The best examples are retail, personal services, restaurants, and entertainment uses. Sidewalk cafes, outside displays or sidewalk sales shall be encouraged on street sidewalks or the interior walkways.

Lighting on the Building

The building entrances and facades should be lit to provide for pedestrian safety and security, as well as to accentuate architectural features of the building. Lighting of displays and indoor activity that provoke interest for the pedestrian to stop and look should be encouraged. Pedestrian scale lighting can also be incorporated into the building façade. Previously existing and now dysfunctional fixtures and electrical equipment should be removed and/or replaced.

Overhead sign lights are a great way to illuminate business signage, building features and entrance areas. Well-lit entrances create safe and inviting areas, and help customers to find entranceways.

Quality Finishes, Integrated Design & Corner Treatment

The renovated façade of the building should be well integrated, interesting, and architecturally be in unison with the style of the whole building. The corners of a building facing two streets should address both streets and be well detailed for any pedestrian activity. Important building corners should avoid placement of staircases or other non-active functions like storage, mechanical or electrical rooms. At a minimum, buildings require general cleaning, repairs and improving the elements of a façade to profile the positive design features.

Signage

Ground floor businesses will have individual business identification signs. These signs should ideally be sized within a fascia that is in proportion to the storefront – approximately 20% of the height of the storefront from the ground to the top of the fascia. Signage should not conflict with, or cover, any architectural features, details or windows of the building. Otherwise, sign placement on a building shall be in accordance with the applicable Town of Truro (ToT) By-Laws. There may be some exceptions to these design guidelines in special circumstances subject to review by the ToT Heritage Advisory Committee or the FIIP Committee where signage is a unique and defining feature integrated into the facade. Creative and unique sign designs are much more effective than garish, loud signs which can look cheap and unprofessional.

FAÇADE IMPROVEMENT INCENTIVE PROGRAM

GRANT APPLICATION PROCESS & TIMELINE 2019

GRANT APPLICATION PROCESS

Grant Allocation

- Property owners must not be in arrears on property taxes or have any other overdue accounts with the Town of Truro.
- Submitting an application does not guarantee a grant or a specific grant amount.
- All project proposals are subject to a comprehensive review of the building storefront and façade, must meet high quality standards, and must reflect the spirit and intent of the design guidelines as identified in the Downtown Truro Façade Incentive Program (June 2009) document.
- It is the intent of the FIIP Committee to maximize the number of building facades eligible to ensure a larger exposure to the program.
- The decision of the Façade Improvement Implementation Project Committee is final and NOT subject to appeal.

Grant Application Process

*Applying for a Reimbursement Grant is no substitution for development and building permit processes. A Reimbursement Agreement is **not** a development or building permit. A Town of Truro Development Permit Application is included in the FIIP Application Package for your convenience. That completed form is to be returned directly to the Town of Truro office.

Generally, the application process is as follows:

- Obtain and review all documents in the FIIP Application Package.
- Submit a complete application, including professionally written cost estimates, to the Downtown Truro Partnership. REMEMBER that an initial 'complete' application will facilitate the process.
- The Façade Improvement Implementation Project Committee reviews the application. Additional information may be requested.
- An agreement is entered into between the applicant and the DTP clearly stating project details, what costs will be reimbursed by the DTP and any conditions.
- Project construction starts.
- Applicant presents the DTP with a letter of completion, a package of receipts and proof of payment to all suppliers and other providers.
- Project is inspected by the Project Manager and/or DTP representative relative to the agreement.
- DTP issues a reimbursement payment consistent with the terms of the agreement.

Specifically, the application must include:

- Name and contact information for applicant.
- Details of proposed project (renovations to be completed, changes to be made)
- A statement about how the proposed project addresses the program criteria.
- A minimum of 2 Professional Cost estimates for the proposed project.
- Timeline for project completion.
- In the instance of tenant or owner agent applications, a signed letter from the building owner providing written permission will be required.
- Applications must be submitted to the office of the Downtown Truro Partnership at 605 Prince Street, PO Box 912, Truro, NS, B2N 5G7 no later than 4:00pm on May 15th, 2019.

Grant Approval

- All applications must conform to the process described in this and attached documents; must be complete in all regards and must be submitted by the deadline provided.
- The applicant will be contacted whether the application has been approved; refused or additional information is required.
- Once approved, a site inspection is carried out to ensure that the proposed project has not begun prior to approval. There is no retroactive clause in this Façade Improvement Incentive Project.
- A Reimbursement Agreement is then entered into with the Downtown Truro Partnership. The agreement includes all of the relevant attachments included with the application including drawings, the itemized list of eligible project expenses and any conditions of the grant.

Grant Reimbursement

The applicant must provide the following for reimbursement from the Downtown Truro Partnership

- A certificate of completion signed by the applicant and the contractor or architect indicating that the work described within the agreement has been fully completed.
- Proof that all contractors have been paid in full by the applicant for the portions or parts of the project for which the applicant is seeking reimbursement. This shall be a final invoice marked 'paid in full' and a copy of the cancelled cheque made payable to the contractors.
- Proof that the improvements have passed final inspection and meet all Town of Truro By Law requirements including building and safety codes.
- A written commitment from the applicant that upon completion of the project the applicant will maintain the exterior of the building in the refurbished condition for a period of not less than five years.

Funding is NOT Guaranteed!

Project funding and payments are limited to the funds available in the DTP Façade Improvement Incentive Program budget.

This funding is not guaranteed. Any applicant commencing a project prior to approval does so at their own risk.

The DTP cannot accept responsibility for non-payment resulting from ineligible project expenses or activities, or non-approval of eligible expenses.

TIMELINE

April 16, 2019	Façade Improvement Incentive Program announced.
May 15, 2019	Application Deadline for FIIP Grants.
May 22, 2019	FIIP Grants awarded.
December 31, 2019	Deadline for completion of FIIP Projects.

FAÇADE IMPROVEMENT INCENTIVE PROGRAM

FAÇADE & MATERIAL SPECIFICATIONS REQUIREMENTS 2019

FAÇADE STYLE

To be eligible for the funding through the FIIP program, owners must use materials that are consistent with high quality standards. The materials that are acceptable and unacceptable are outlined below. Materials not included in this list may be eligible pending approval by the Façade Improvement Implementation Project Committee.

Façade Style Overview

There are several elements which will coordinate the Downtown Truro façade 'style'. The largest coordinating element would be the streetscape with street trees, architectural lighting, banners, etc. More than anything else, this one element will help pull the facades together into an integrated theme for the district. The other coordinating elements include:

1. Coordinated **Architectural Lighting**. Wherever possible, facades should employ gooseneck lighting above sign bands. As well, fixed architectural spots on street light standards could focus on high quality buildings in the downtown.
2. Coordinated **Signage**. All buildings should coordinate sign standards. The installation of cheap, backlit signs only serves to reinforce the transient nature of a business in the downtown. This goes against the image of permanence and stability that will attract business.
3. Coordinated **Civic Number Signage**. Ideally, civic numbers should be coordinated with font, size and color for each building.
4. Coordinated **Color Scheme**. Building colors should employ the triad color scheme using earth tones. Awnings should be brighter with higher chroma colors than the buildings. A color palette should be coordinated for the downtown to encourage a common color family AND the use of 2-3 colors for every building.
5. High Quality **Glass Storefronts**. Storefronts in the downtown should be upgraded to promote window shopping downtown. Long blank walls or storefront windows above eye level on the street should be replaced wherever possible. The age of many of the storefronts downtown also suggest a retrofit to a more energy efficient standard could be money well spent.
6. Coordinated high quality **Siding**. Vinyl siding must be replaced with wood or Hardie Panel, brick can be re-pointed and old stone can be replaced. New siding is an effective and inexpensive way to breathe life into buildings downtown.
7. New **Windows and Doors**. Single pane windows should be replaced with traditional windows that fit the buildings architectural character. For many of the heritage styles found in downtown Truro, multi pane mullions provide a more accurate way to revive the buildings architectural heritage style. Many of the doors in the downtown could also be replaced. Doors to upper stories should ideally be high quality wood doors. Doors to first floor businesses should be high quality glass or aluminum doors.
8. New Building **Cornices**. The cornices on many of the buildings downtown have seriously deteriorated. New roof cornice will significantly improve the look and longevity of the buildings downtown.

MATERIAL SPECIFICATIONS REQUIREMENTS

Signage

Signs and storefronts tend to change much more frequently as businesses come and go while building facades tend to remain relatively static over time. As a result, there is often very little consideration of how the sign relates to the building or its architectural style. Often, the corporate image (new, trendy, flashy, economical, etc.) is reflected in its sign, and this image may or may not be compatible with the surrounding architectural style. The installation of less expensive, backlit signs only serves to reinforce the transient nature of a business in the downtown. This goes against the image of permanence and stability that will

attract business. Many municipalities have instituted very strict signage by-laws to eliminate the transient stereotype of business downtown. Owners participating in this program will need to conform to existing Town of Truro sign code as applicable.

Signage and storefront improvements represent the most visible and achievable enhancements to the downtown. Generally speaking, signage within Downtown Truro lacks character and fails to reinforce the architectural styles. Signs should provide a reasonable opportunity to advertise a business, but not at the expense of the architecture and the neighborhood character. Signs have the potential to make significant positive contributions to the downtown.

The following considerations should be reviewed when applying for funding of signs as part of the Downtown Truro Façade Program:

1. Because of the historic nature of Downtown Truro, only front lit signage will be considered for funding. Hanging Angle Reflector (gooseneck) lighting is recommended for all façade signage.
2. Most sign companies have a variety of individual lettering at a variety of scales that would be suitable for building signs. This document also recommends font styles that complement.
3. NO steel box, back-lighted, acrylic or polycarbonate signs will be considered for funding.
4. Projecting signs are encouraged in the downtown. Only 'carved' projecting signs will be considered for funding.
5. Brackets should be decorative and relate to the design of the sign.
6. Woven acrylic awnings with applied graphics will be considered for funding.

Sign Locations

1. Signs should be located on the sign band of the building above the storefront or, in some cases, just below the roofline. Signs should be painted or contain "v" carved, recessed or projecting letters on the sign band.
2. Projecting signs should be located above the first floor with at least 3m (9.8 ft.) of clearance from the street for snow removal equipment. Projecting signs must not be placed within 1 Meter of any electrical or communications wires on the street.

Unacceptable for Program Funding

- Back-lit signage of any sort
- Steel box acrylic or polycarbonate signs
- Plastic signage
- Vinyl cut lettering (except on windows)

Sign Fonts for Downtown Truro

Coordinating the Fonts downtown will help coordinate the image. The following Font Families are recommended for consideration for Downtown Truro signs.

- | | |
|---------------|-----------------------|
| • Adabi | • Helvetica Neue |
| • Baskerville | • P22 Roanoke Script |
| • Bernard | • P22 1722 |
| • Bodini | • Rockwell Extra Bold |
| • Charlemagne | • Times New Roman |
| • Garamond | • Trajan Pro |
| • Gill sans | |

Siding

Siding options that will be considered for funding include brick, stone, wood, tile, metal or Hardy Plank. Alternative sidings *may* be considered on a case by case basis.

Wood: Authentic material, lower cost, natural material.

Hardy Plank: Pre-finished or factory approved painted composite siding – 1” x 6”. Hardy Plank is an artificial material that offers zero flame-spread ratings and colors that fit with the street. The lower level of all walls should be of a very durable material. Metal should not be used at the first floor level except as rigid panels that are part of a storefront system. In general, walls should be of one material with a trim comprised of a second material.

Brick: Long lasting authentic material.

Veneer Concrete, Brick and Stone

Windows and Doors

Aluminum storefront window and door systems: Extruded aluminum with clear anodized or colored anodized to coordinate with building colors. Clear glazing must be used in all windows.

Vinyl Windows: It's highly recommended that wood windows (instead of vinyl) be used on the groundfloor of buildings in the downtown. Vinyl windows are permitted on the upper stories. Windows should be double or single hung. Sliders or horizontal windows will not be considered. Mullions should match those shown in the design drawings in the Downtown Truro Façade Study Report (2009).

Wood Windows: Windows should be double or single hung. Sliders or horizontal windows will not be considered.

Unacceptable for Program Funding

- Slider or horizontal windows

Awnings

Woven acrylic fabric awnings made from self-extinguishing modacrylic fibers in red, green, gold or blue, or earth-tone hues of these colors. Galvanized, painted frames or powder coated steel frames. Lights as required to illuminate awnings.

Paint

A paint palette in keeping with heritage detailing and taking neighboring properties into consideration is highly recommended. Further examples may be viewed in the design drawings in the Downtown Truro Façade Study Report (2009). A three color scheme is encouraged.

Brochures showing a variety of recommendable paint palettes are available from a number of businesses and some examples may be viewed at the office of the DTP.

Light Fixtures

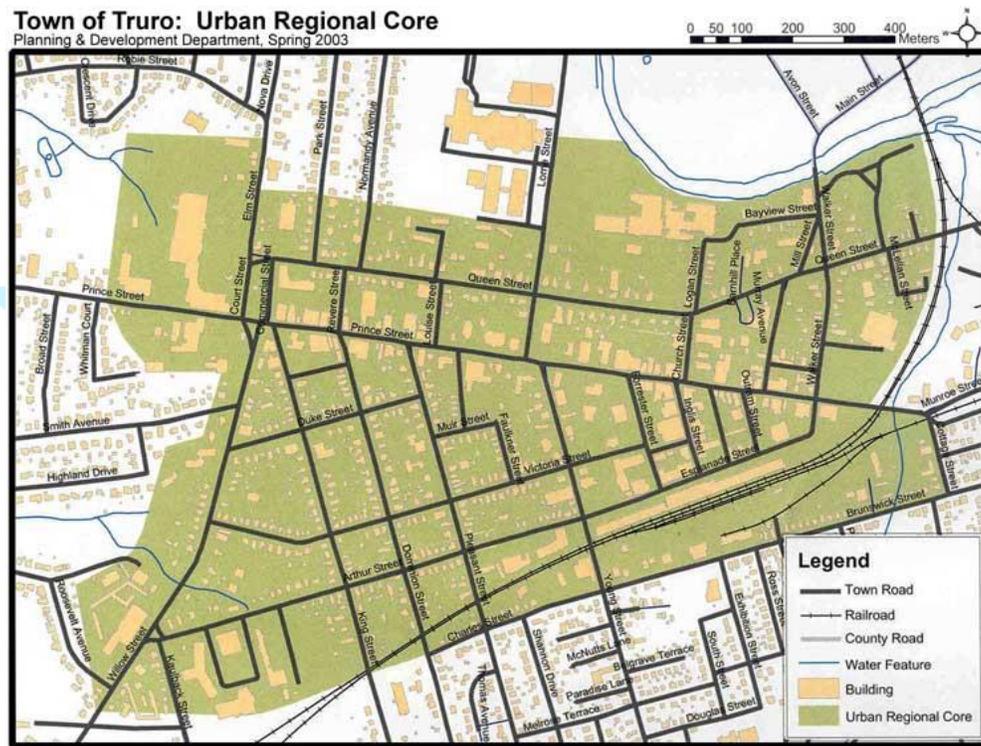
Gooseneck light fixtures are strongly recommended for highlighting signage, entrance ways and architectural detailing. Alternate light fixture improvements may be considered but would only be eligible when proposed in the context of a broader façade improvement project and will be a secondary priority for FIP project funding.

Façade Improvement Incentive Program

ADDENDUM

ADDENDUM

Item A.)



Item B.) Downtown Truro Façade Incentive Program – Final Report, June 2009 – may be viewed in the office of the Downtown Truro Partnership, 605 Prince Street, Truro.