

Kentville



The Kentville Business Community

DOWNTOWN KENTVILLE FACADE DESIGN MANUAL



 ekistics plan+design

FINAL REPORT
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CHAPTER 01

INTRODUCTION



Z FACADE PROGRAMS



Z STREETScape DESIGN



Z OPEN SPACE PLANS

The Kentville Business Community (KBC), in cooperation with the Town of Kentville, initiated a Facade Incentive Program in June of 2016. The program is one in a series of tools planned for the rejuvenation and reinvestment in downtown Kentville.

KBC works to create a community which is supportive and welcoming to current and future businesses, professionals, and organizations, and to attract people to shop, use services, and spend time in Kentville. KBC is a non-profit organization governed by a board of directors drawn directly from the business community, and works closely with the Town of Kentville to achieve goals pertaining to the growth and vitality of Kentville's economy.

THE DOWNTOWN TOOLBOX

Facade programs are one of a handful of useful tools at the disposal of municipalities to re-invigorate downtowns. The economic spin-offs usually far exceed the initial investment while creating a buzz of activity for the downtown.



FACADE PROGRAMS - NOVA SCOTIA

Facade programs have become a standard economic development tool for many communities in Nova Scotia over the last 5 years. Over a dozen communities have implemented facade programs using public investment to leverage private investment.

The programs typically employ matching funding up to a limit (usually \$5-10 k) to encourage building owners and commercial tenants to improve their building facades. The only 'catch' to the program, is that applicants must employ high quality design and construction following a local design manual. The design manual is prepared to recognize regional architectural styles in the downtown and recommend design improvements that will enhance the downtown as a whole rather than just individual buildings. This can be done by assembling a downtown colour palette unique to the town, employing materials and con-

struction techniques that reinforce the unique identity of the town and by promoting the restoration of original architectural styles and features which may have been lost over time.

Facade programs on average generate \$3 of spending for every dollar invested. For instance, if \$100k of matching funds are provided, there is typically \$300k of spending generated by the program. These direct spending impacts do not account for indirect spending resulting from increased commercial activity from construction, the new traffic created from the program and the potential for infilling and new development created from the buzz of the program. The direct and indirect impacts can be in the 5x to 20x multiplier range.

Follow up surveys with facade program participants noted an increase in sales from 10%-30% following the program, in

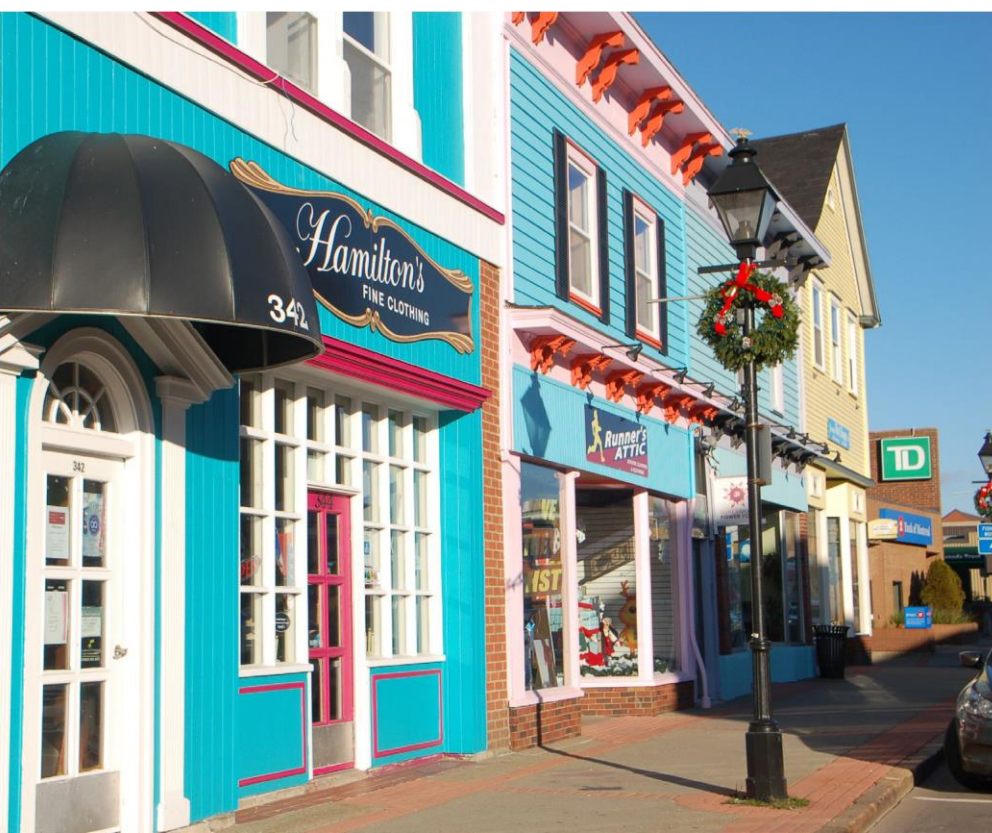


YARMOUTH FACADE PROGRAM 2014-2015

In 2014, The Town of Yarmouth initiated a facade incentive program as a recommendation of the 2010 Downtown Yarmouth Plan.

In 2015, 24 applications were approved of the 28 submitted, with a total investment of \$97k from the Town. That original investment led to \$291k in direct spending as a result of the program. Some participants noted "a direct increase of 10-20% in sales as a result of façade improvements".

Phase 2 of the program had not been finalized as of spring 2016 but the Town noted 22 business inquiries for phase 2.



YARMOUTH FACADE PROGRAM

24 participants, \$97k in investment led to \$291k spending through the program



TRURO, INGLIS PLACE STREETScape & FACADE

Downtown Truro has developed a downtown plan, a facade program, a signage program and a streetscape redevelopment program since 2002.



ATLANTIC STREETSCAPES

Facade and Streetscape programs across Atlantic Canada have revitalized many communities generating significant economic development.





LUNENBURG DOWNTOWN SIGNAGE

in addition to a significant community buzz about the program which resulted in new businesses being started.

So, facade programs are extraordinary economic development vehicles with a significant payback, provided that the program achieves high quality design and construction objectives. If each participant makes the town an incrementally better place, the entire town benefits.

The purpose of the design manual is to set out the rules of the program in a way that participants can easily follow. The other purpose is to explain the difference between good and bad urban design so that the money is used to further high quality objectives. Many of the participants interviewed in our 'sidewalk conferences' are the first to say that they are looking for the designers to provide feedback on what constitutes good design. Operators are usually skilled in their trade but not necessarily skilled in architectural design or urban design. This manual is designed to differentiate good from bad design practices and simplify the process for owners.

REFERENCES

CONFERENCES

CHAPTER 02

KENTVILLE FACADE PROGRAM

The Kentville Facade Improvement Program will be managed by the Kentville Business Community, through a grant provided by the Town of Kentville.

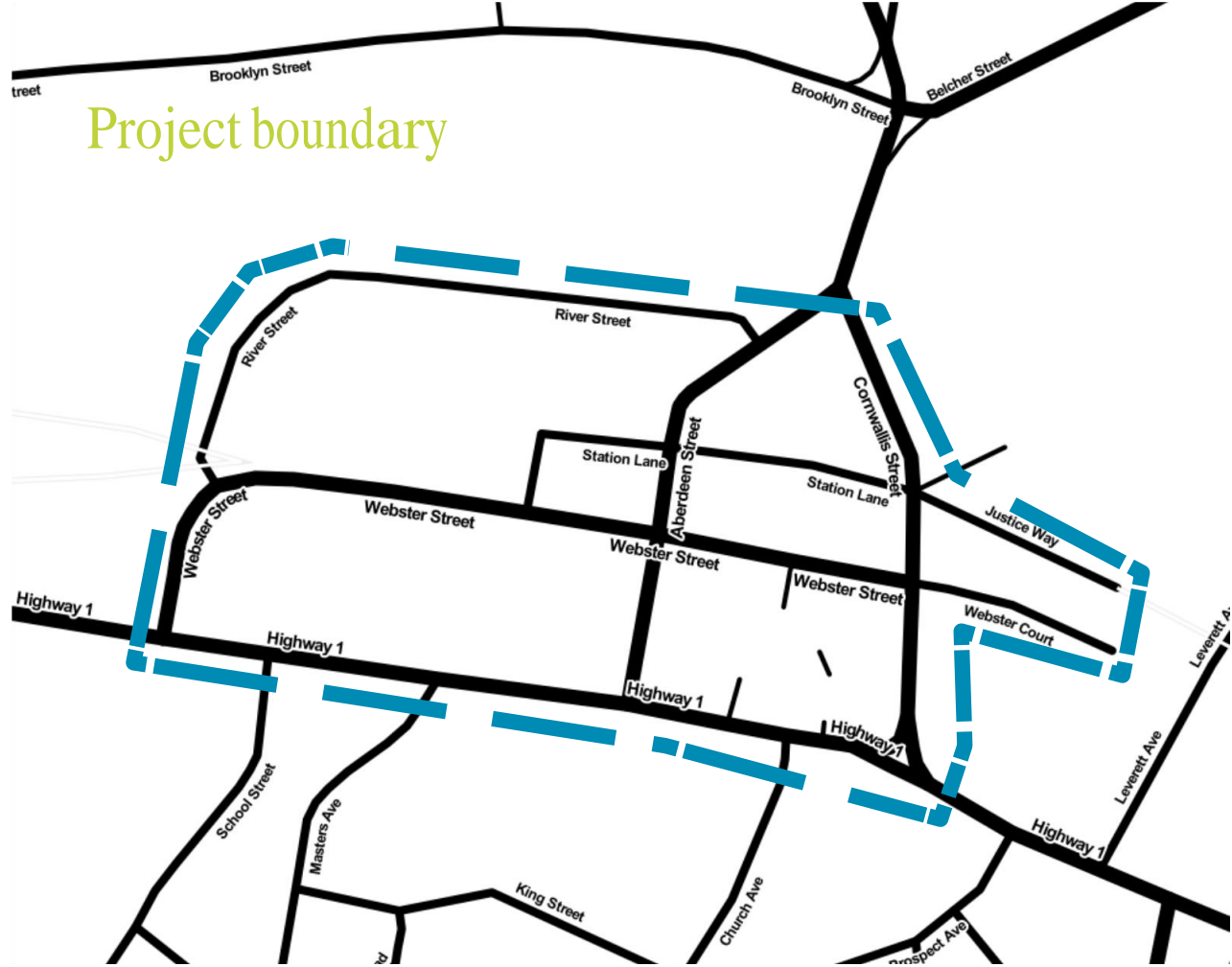
They will work to further the funding process and assist each business in acquiring funds and professional services required to complete this project and will approve façade designs proposed by the building owners.

Owners of commercial properties in the downtown facade district boundary were invited to participate in the façade improvement program, starting with program newsletter outlining how the program could work and followed by an initial presentation with the downtown merchants to outline the program and the opportunities it provides.

An information pamphlet was given to each business owner to invite them to the session. A generous showing of building and business owners showed up to the initial meeting on June 15th, 2016 resulting in two full days of scheduled sidewalk conferences. During the sidewalk conference, we met with individual property owners to discuss how they would like to see their façades changed. Of the responses collected, twelve owners were interviewed and then a conceptual façade design developed as a result of the architect and owner consultation. Façade designs were prepared to meet property owners' objectives for improved street frontage, to respond to the form of individual buildings, and create a cohesive Kentville style with broad appeal. The designs ranged from simple modifications to whole façade makeovers. The prepared conceptual plans for these buildings are to serve as examples of the proposed design guidelines contained in this report.

In 2021, KBC added a 'New Business Façade' stream of funding to focus on the needs of new businesses opening a brick-and-mortar in the Town of Kentville. This stream covers new signage, paint, lighting, improvements to the entry and other physical assets and is capped at \$2,500.





APPLICANT ELIGIBILITY

The facade program has been designed to maximize the visual impacts of exterior improvements in the downtown. To that end, applications must:

- » include properties that are located within the program boundary area
- » include commercial properties only. Residential only properties will not be considered.
- » focus on visible exterior facade improvements (like windows, doors, siding, etc), and in some cases, professional fees (structural, architectural, electrical, etc.) which may be needed to implement more significant exterior changes.
- » Fix things that are already broken first. For instance, if a window is broken or siding is falling off, then the application should include the repair of these items. Other facade improvements will be considered for funding as long as broken or deteriorating items are fixed as part of the application.

Projects must address one or more standard elements of a public facade:

- » Lighting
- » Signs

- Projecting wall signs
- Flatfixed wall signs
- Canopy signs
- Civic numbers

- » Siding and trim
- » Paint
- » Windows and doors
- » Hardscaping

Interior alterations are not eligible for this program even if the exterior alterations require interior modifications. Similarly, changes that are not visible from the public sidewalk like roofs, sides of buildings or chimneys may not be eligible for the program.

All proposed works should conform to any local bylaws or building codes.

WHAT FUNDING IS AVAILABLE?

\$25,000 has been made available for the 2021/22 facade improvement program. Applicants may budget any amount for their project, however, successful applicants may receive up to 50% of a project cost, up to a maximum of \$5,000 per

applicant for the building façade improvement stream and a maximum of \$2,500 per applicant for the new business stream.

Properties that front two streets could be eligible for \$10k of matching funds depending on the uptake of the program at the discretion of KBC.

APPLICATION PROCESS

To be eligible for the funding, the property owners must follow the basic recommendations outlined in this report. They do not need to follow the exact conceptual plan presented in this report as these were developed to provide examples of some recommended facade improvements.

Final façade plans and cost estimates must be submitted with the application form (Appendix A) to be checked by the KBC prior to receiving approval for funding. The plans should be consistent with the criteria outlined in this report to ensure a high standard of design and construction on the street.

The program will not fund improvements which do not contribute to the overall image of the downtown streetscape character.

Building owners are invited to meet with KBC at the initial stage of their project to discuss their proposal in advance of filling out the application form. This step could save time and effort before getting cost estimates completed. During the application process, the owner must submit:

1. A preliminary illustration of proposed building renovations with notes adequate to demonstrate design, materials and proposed colour scheme for all changes;
2. One cost estimate or tender from a qualified contractor. A ‘qualified contractor’ must have an HST registration number, be insured and be in the full-time business of contracting. An itemized cost estimate should be provided on the contractor’s letterhead with HST number visible and a copy of their certificate of insurance.
3. Painting can be completed by the property owner without the need for a contractor. In this case, an estimate of painting materials should be provided with the application form. All other improvements require a qualified contractor.
4. Other professional drawings which may be necessary to implement the façade changes (structural, electrical, etc) should be included if they are available.
5. A schedule for construction including a proposed completion date before April 1st, 2022. The money for this program must be spent in 2021/2022.

If the contractor’s cost estimate seems to be high for the work proposed, KBC has the sole discretion to recommend another estimate be prepared by another contractor.

When the project is complete, the owner must schedule a site inspection by KBC to

ensure the project is built as approved. Owners should note that deviation from the original design drawings may be grounds for not approving funding. Once the inspection is completed, KBC will issue a letter of acceptance to the owner and will issue the funding within 1 week of an approved inspection. Approved projects will not receive funds until the project is complete and inspected.

PERMITS

Applying to this program is not the same as applying to the Town for a building permit. Many of the projects funded under this program may also require a permit from the Town of Kentville, and proponents must apply for any required permits before undertaking work.

If you're unsure whether your project requires a permit, please visit the Town of Kentville website for forms and information, or visit the Engineering or Planning departments at Town Hall.

Work done without all required permits is illegal and will not be funded.

HISTORY OF KENTVILLE

Kentville was founded on the banks of the Jijuktu'kwejk River (currently known as the Cornwallis River) at a narrow junction just upstream of it becoming tidal. Sailing ships were just able to reach this location and the river was just narrow enough to cross. The crossing and later the bridge at Kentville made the settlement an important crossroads for other communities in the Annapolis Valley. Though originally settled by the Mi'kmaq and later the Acadians, it was the New England Planters and United Empire Loyalists that grew this area of the Valley at the crossroads and several stagecoach inns and shopkeepers set up to service the growing area.

When the Windsor and Annapolis Railway (later named the Dominion Atlantic Railway) built its headquarters in Kentville in 1868, the community began to grow and change. The Cornwallis Inn was built by the railway in the Town's Centre and it stands as a prominent architectural style today. Kentville lost many heritage buildings in the postwar period and is one of the only towns in Nova Scotia without a single designated heritage building.

The existing commercial styles in Kentville range from Victorian, neo-classical, Queen Anne Revival, Second Empire, to Maritime Industrial and Gothic Revival.

Please ensure the original architectural style of the building (if present) is maintained or enhanced as part of the facade improvements.

CHAPTER 03

FACADE DESIGN ELEMENTS

To be eligible for the full funding of the program, owners must use materials that are consistent with high quality standards and consistent with the architectural character of the building. The following list of materials that are acceptable and unacceptable are listed below. Materials not outlined in this list may be eligible pending approval by the KBC Façade Improvement Committee.



SIDING

CLADDING & TRIM

Siding that will be considered for funding includes brick, stone and wood. No vinyl will be considered in applications to this program. No material that mimics a more expensive material (e.g. stoneware) will be considered for this application unless approved by KDCL. The building material must be sympathetic to the original architectural style of the building.

BRICK AND STONE

Both brick and stone may be refreshed in a few ways:

REPOINTING: all mortar between bricks or stones decays over time. *Repointing* means adding new mortar to the exterior surface to fill in gaps that have formed. It's the way to make a wall look new again.

PAINT STRIPPING: removing paint and other materials from the outside of walls. Several methods are possible. *Sandblasting damages brick and is not eligible.*

RESETTING: damaged bricks or stones must be removed, replaced with new material, and the gap must be re-mortared.

Repair of stone has different requirements from brick; if you have a stone wall, contact a professional who specializes in stone.

If brick is painted prior to this application, then painting of the brick façade may be considered for funding under this program.

SHAKES AND CLAPBOARD

Wood siding degrades over time and must be replaced or repaired periodically. Applications may include replacing degraded shingles, clapboard or board and batten, and may be a wholesale replacement of cladding, or a spot repair of a rotten section.



Trim



Trim



Cladding



Cladding

TRIM

Exterior trim may be updated and refreshed, including, but not limited to *cornices, door trim, window trim, corner boards, friezes, and baseboards.*

Original trim can't be replaced unless it is already past the point of repair (e.g. wood members are rotten).

Trim must be consistent in style throughout the façade; and it must be in keeping with the building's historical style.

COLOUR

HOW TO SELECT A PALETTE?

To create a façade which is appealing and which respects its surroundings, only 2–3 colours should be used, including paint and sign graphics.

If the project is being designed by a professional (e.g. an architect), most professionals will recommend a palette during the design process. Paint stores are accustomed to helping clients select colours and would generally be able to find an appropriate palette for a building façade.

Even when working with professionals, you may wish to have a starting point you're comfortable with. Select a colour you like from things around you (e.g. plants, clothing, wood, metal). Take a photo to bring it to your designer or paint retailer. The colour combinations that are possible are essentially infinite, but there are a few standard methods that yield appealing results.



Complementary



Tints and Shades



COMPLEMENTARY

This is the most eye-grabbing scheme, it can be vibrant or jarring depending on the context. Complementary schemes use colours which are the highest possible contrast from each other, such as red/green.

Colours on opposite sides of the colour wheel are *complementary*.

ANALOGOUS

Colours which are next to each other on the colour wheel are *analogous*, and tend to be serene and comforting, such as blue/green or red/orange.

TINTS, SHADES AND TONES

If you are looking for a solid, subtle scheme that is harmonious and simple, select a single colour and then add white (*tints*), black (*shades*) or grey (*tones*). Schemes which use a few variations on a single colour are often called *monochromatic*.

Complementary, analogous and tints, shades and tones are just a few options. Several other methods are common.

WINDOWS AND DOORS

Windows and doors are not secondary concerns to the look and feel of a building. They do a lot to project a welcoming feel to visitors on a street and are of high importance to this program. A long blank wall “deadens” the sidewalk and street, whereas a storefront which balances transparency and colour invites people to come in. The inclusion of original-style windows will enhance the historical attributes of the buildings and street.

General guidelines

- » *The inclusion of original-style windows will enhance the historical attributes of the buildings and street.*
- » *Vinyl windows are acceptable but traditional windows are preferred on historic buildings.*

WINDOWS

Single pane windows should be replaced with traditional windows that fit the buildings’ architectural character. For many of the heritage styles found in Kentville, multi-pane mullions provide a more accurate way to revive the buildings’ architectural style.

Replacement windows must fit in the existing opening of the building, and must match the original width-to-height ratio, orientation alignment, and style of the original building. In addition:

- » *Windows must be clear-glazed (not coloured).*
- » *Windows should be double or single hung: do not use sliders or horizontal windows.*
- » *Vinyl frames are acceptable*

DOORS

Doors to first floor businesses should be high quality glass or aluminum doors. Replacement doors must fit in the existing opening of the building, and must match the original width-to-height ratio, orientation alignment, and style of the original historic building (any building older than 60 years old).

UPPER-LEVEL WINDOWS

Funding will not be approved if the following conditions exist:

- » *air conditioning units or mechanical vents blocking upper façade windows*
- » *windows boarded up or broken*
- » *upper level windows covered with advertisements*



SIGNS

Signs and storefronts tend to change much more frequently as businesses come and go while building façades tend to remain static over time.

Façade signs can emphasize downtown Kentville's historic character, while visibly advertising the business to those on the sidewalk and on the street.

Kentville already has comprehensive rules for signage in its Land Use By-laws which make it easy to select appropriate sign types.

The following sign installations qualify for funding:

- » *projecting wall signs,*
- » *flat fixed wall signs,*
- » *canopy signs,*
- » *window signs, and*
- » *civic numbers.*

Not counting civic numbers and window signs, each building can have up to 3 sign fixtures total, with maximums for each type:

- » *1 projecting wall sign,*
- » *2 canopy signs, and*
- » *2 flat fixed wall signs.*

The program is encouraging high quality signs and discourages low cost plastic signs, backlit signs or vinyl signs with printed lettering.

PROJECTING WALL SIGNS

Projecting wall signs must be mounted so that all signs on the street are at approximately the same height.

- » *The clearance under such signs must meet the bylaw requirements.*
- » *Signs should be mounted between first and second storeys;*
- » *Signs should be at least 100 mm from any electrical boxes or conduits.*
- » *The sign face can't be larger than 2 sq.m. in area.*
- » *The sign can't be free swinging (it must have a catch or chain).*



Projecting wall sign



Projecting wall sign



Projecting wall sign



Projecting wall sign

FIXED FLAT WALL SIGNS

Signs which are parallel to the façade, usually mounted to the façade face. They are also known as fascia signs.

- » *Signage may not extend beyond the eaves at the top of the building or beyond the side of the wall.*

Fixed flat wall signs are best when they do not affect the storefront behind—pin-mounted lettering is ideal, though routed (CNC or laser-cut) wood and other forms are acceptable.



Pin-mounted lettering



Fascia signs

CANOPIES AND CANOPY SIGNS

Canopies, also known as awnings, define a welcoming outside space at the sidewalk, and provide a refuge from rain and sun.

Canopies must use high-quality, durable fabrics that degrade slowly and keep their colour for many years. Poor-quality canopies will fail quickly and must not be used. Some options:

- » *Vinyl-laminated polyester-reinforced fabric*
- » *Woven acrylic canvas*



Canopy

WINDOW SIGNS

Window signs should be in a uniform place in each business along the streetscape. Such signs should match the colour scheme of the building façade, and must be at a uniform height: between 1.4 and 1.5 metres above grade.

- » *Window signs are only allowed on the ground level.*
- » *Window signs should not cover more than 40% of the window glass.*



Canopy sign

CIVIC NUMBERS

They may seem inconsequential, but civic numbers can provide a unified look between buildings in a business district. Civic number signs are eligible within this program if they fit the following:

- » *Numbers must be mounted in the transom (above the front door) if possible. If the numbers can't be mounted in the transom, they must be mounted in a position at least 2–2.5 metres above grade.*
- » *Digits (e.g. 5423) must be at least 100 mm high.*
- » *Digits must be in clearly legible letterforms; faux-scripts are not acceptable.*
- » *Numbers must not be written out as words (e.g. "Five thousand four hundred and twenty three" is not acceptable).*

Digital Signage will NOT be permitted under this program.

LIGHTING

Façade lighting eligible in this program is fixed flat wall sign lamps. Lights must shine on the fascia sign, and not on the sidewalk, the road or onto other properties.

The most common type for lighting fascia signs is gooseneck lamps (also known as RLM). Gooseneck fixtures are common and readily available.

Other styles of lighting will be considered on a per case basis.



HARDSCAPING

In 2019 “hardscaping” was included in the eligibility criteria. Hardscaping includes design features that are not directly on the applicant’s building but are permanent, along the street frontage, and add to the overall aesthetic of the building.

Some options include:

- » *Concrete or stonework*
- » *Fences or gates*
- » *Permanent garden structures*



ACCESSIBILITY

The Nova Scotia Government has set a goal to be fully accessible by 2030 under the Accessibility Act, passed April 27, 2017.

To help meet this goal the Nova Scotia Government has introduced a Business ACCESS-Ability Grant Program. Through which businesses can apply for a cost-shared grant to make accessibility related improvements. Improvements can be for clients and customers, for employees, or both.

Five Categories of funding:

Built Environment:

Removing physical barriers for persons to access business services, by installing ramps, accessible washrooms, door openers, and other projects.

Accessible Communications Services:

Ensuring that all customers, clients, and employees can access information related to a business.

Assistive Devices:

Ensuring that employees and consumers who are person with disabilities have the devices they need to effectively do their jobs and access places of business.

Universal Design Capacity Building:

Training in the field of Universal Design, both for technical services professionals and for persons with disabilities wishing to better understand its value.

Accessible Transportation:

Providing support for businesses to improve access to transportation services.

KBC encourages all businesses to look into this program and take advantage of the opportunity it presents.

For more information visit:


<https://cch.novascotia.ca/business-access-ability-grant-program>

SPECIAL PROVISIONS

Where multi-unit commercial buildings have multiple businesses, each with street frontage, applications relating to each business may be considered for that building provided the tenant lease states that the landlord will provide the façade improvement as a tenant leasehold improvement or the landlord will provide the façade improvements with cost recovered through additional rent.

APPENDIX



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HEADQUARTERS

1 STARR LANE, DARTMOUTH, NOVA SCOTIA, CANADA, B2Y 4V7

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FACADE IMPROVEMENT APPLICATION FORM

Application Deadline: Kentville Business Community will continue to accept applications until December 31st, 2021, or until all 2021/22 façade program funding has been allocated.

To be considered for funding, please complete the following form and include required information as indicated below.

Once complete, please submit to info@kentvillebusiness.ca. Please ensure your submission conforms to the requirements as out-lined in the Downtown Kentville Facade Design Manual.

Name: _____

You are the owner of the building? Yes No

Business Name: _____

* If you are not the owner, please provide a letter of approval from the building owner to undertake the improvements.

Phone: _____

Email: _____

Address: _____

Proposed Facade Improvement Description:

In addition to the information above, please check the boxes below to provide accompanying information for the application's evaluation. Evaluations are at the discretion of the Facade Improvement Committee in conformance with the manual.

Photo of the existing Facade

Drawing showing proposed improvements & colour scheme

Signature of Applicant

Date

FACADE IMPROVEMENT CONTRACTOR QUOTATION

Please provide at least one detailed quotation from an HST registered contractor whose primary business is the supply and installation of the improvements you are requesting. The applicant certifies that the cost-estimate is consistent with the improvements proposed in the application. Any deviation from an approved application should be confirmed in advance with KBC or the funding to the applicant cannot be guaranteed.

CONTRACTOR #1

Contractor's Name: _____

Business Name: _____

Phone: _____

Email: _____

Address: _____

HST #: _____

Quotation Amount: _____

CONTRACTOR #2

Contractor's Name: _____

Business Name: _____

Phone: _____

Email: _____

Address: _____

HST #: _____

Quotation Amount: _____

Any additional quotes should accompany the submission.

The applicant certifies that construction will be completed before April 1st, 2022. Once approved, the applicant will pay the contractor in full, submitting to KBC a receipt from the contractor. KBC will inspect the work to ensure it was completed according to the approved application and will remit within 1 week of approval.

Signature of Applicant

Date:

APPLICATION PROCESS & TIMELINES

