



Heritage Façade Improvement Guide

Town of Moosomin, Saskatchewan

Adopted 2014

Revised 2015

The Heritage Façade Improvement Guide is a comprehensive collection of design information compiled from Heritage Façade Guidelines of several towns and cities across North America. The guide is intended to aid commercial property owners in the redesign, restoration or renovation process of their building façade.

Lynn Kerkhoff,
Moosomin Heritage Committee

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THEN



NOW



Heritage Façade Improvement Program

Our heritage is what we value from the past, and what we want to preserve for future generations.

Identifying and protecting places that have heritage value is an important part of planning for the future, while preserving the buildings, structures and landscapes that give each of our communities its unique identity.

The Heritage Façade Improvement Program is intended to revitalize the historic downtown commercial district of Moosomin based on the principles of community organization, economic development, marketing and heritage conservation.

The Moosomin Heritage Committee has developed guidelines for the Heritage Façade Improvement Program.

The purpose of the Program is to improve the appearance of the street-facing exteriors of commercial structures within the Heritage District. (Downtown business district)

All commercial property owners are potentially eligible for funding.

Two matching grants of \$5000 and two matching grants of \$2500 are available for the costs to improve a building façade and/or signs in accordance with the Façade Guidelines.
(The amounts of these matching grants shall be reviewed annually by Town Council, prior to the approval of the Town of Moosomin's Budget.)

Program Goals & Purpose

Stabilize and improve the look and economic value of Main Street buildings.

Maintain and enhance existing structures with significant façades and features.

Foster civic pride and a sense of identity based on Moosomin's history through the improved appearance of its buildings.

The Façade Improvement Program encourages commercial building owners to invest in façade renovations and storefront upgrades by providing matching grants to cover a portion of renovation costs. These grants provide an incentive to conduct building improvements on a heritage theme.

The Program is intended to:

- Provide a distinctive, attractive downtown, and increase community pride.
- Make downtown a more inviting and interesting place to walk and shop.
- Encourage the upgrading and re-use of deteriorating buildings.
- Help building owners attract and retain tenants.
- Build civic pride among the local business community.
- Protect, promote, enhance and celebrate the unique heritage of the Town of Moosomin.
- Encourage residents to shop locally, use the local services and provide employment opportunities.
- Support and help maintain local service industries such as banking, legal, personal service, etc.
- Increase pedestrians on the street and avoid vandalism.
- Enhance the downtown area's image, promote local marketability and attract commercial investment.

Why Heritage Façades?

Why Downtown?

- Main Street...South Front Street...Broadway Avenue...
These names recall tradition and pride found in the historic commercial area of our community. These places are not just remnants from the past. As the heart and soul of our community, they can and should be vibrant hubs of commercial and cultural activity.
- Downtown is the place that gives people their first sense of the community and leaves a lasting impression.
- A healthy and vibrant downtown creates jobs, encourages small businesses, protects property values and increases the community's options for jobs and services.
- Our downtown reflects, on the whole, the community's values.
- Our history makes our community unique and attracts tourists and business.

Why Façade Improvements?

- Attractive façades and the collective image of downtown area, can significantly help sell the businesses and the business district to potential customers.
- The first impression is all you have to entice a visitor to your business so the façade treatment is key.
- The quality of the façade is a reflection of what sort of experience a potential customer will have once they go inside.
- Streetscape and façade improvements are a visible sign that positive things are happening and that the community cares about their downtown and businesses. This will encourage others to invest in our town, creating a synergy from which all businesses can benefit.

Examples of façade improvements include: signage and associated lighting, sign boards, storefront cornice and building cornice, painting of woodwork, installation of base panels, awnings, masonry cleaning and repointing, restoration, stabilization and general renovation of storefronts.



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2014

Grant Information

A matching grant of \$5000 is available for the costs to improve a building façade.

A matching grant of \$2500 is available for smaller storefront improvements.

Grants will NOT be made available for modern style elements, insulation, eavestroughs and interior work.

GRANT ELIGIBILITY REQUIREMENTS

- The Heritage Committee will review applications based on these eligibility requirements and the degree to which the project implements the Town's Façade Guidelines.
- Generally no improvements carried out prior to the approval of the application will be eligible for funding.
- Grants would be available to a property owner occupying an assessed building in the Heritage District.
- Half of the grant is payable when the application is approved and the second half, upon satisfactory completion of the project.

GRANT COMMITMENT

- To obtain a commitment for a grant, the property owner should submit a detailed proposal and estimates for consideration by the Heritage Advisory Committee, prior to commencement of the improved works.
- The grant commitment will lapse if a notice of the completion of the improvement works has not been received one year from the approval of the project.
- An extension may be granted by the Committee following receipt of a written request by the property owner explaining the reasons for the extension and providing a new date of completion.



Restoration Guidelines

Redesign

- Redesign requires complete reconstruction of the façade. Usually the intent of redesign is to acquire a different or exotic façade. For this reason redesign is the **least appropriate** choice. Materials used in redesign may cause damage to the existing façade and very often the new design detracts from the traditional look of the street.
- Redesign requires a skilled professional with knowledge of the given traditional façade. The materials involved in redesign can be quite costly.

Restoration

- Restoration is the **preferred approach** to improving a façade. Restoration restores an existing façade's appearance to a particular point in history, usually when the building was originally built. While restoration may be extensive and require a considerable amount of time it produces the best, most attractive and long lasting results.
- If restoration is considered, it is important to research the building's history and locate any pictures of the original façade. The Heritage Committee may be able to offer assistance in providing history and pictures needed.

Renovation

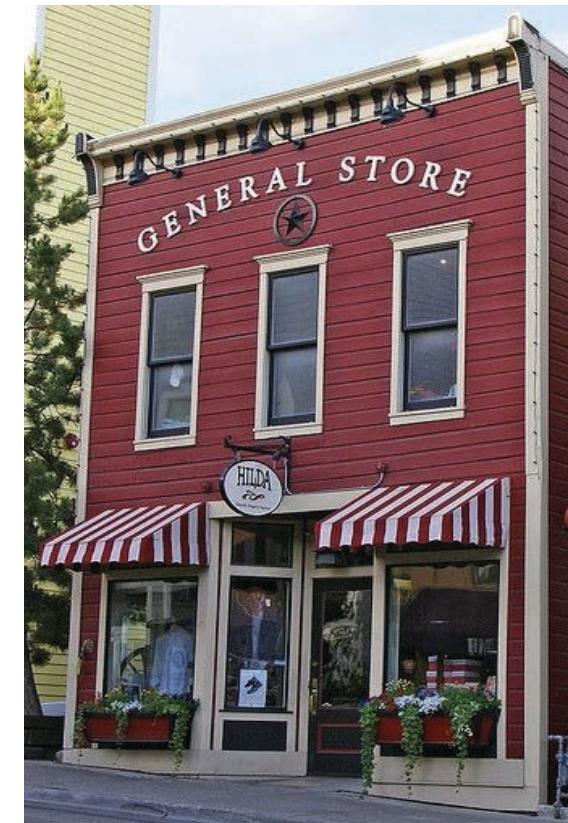
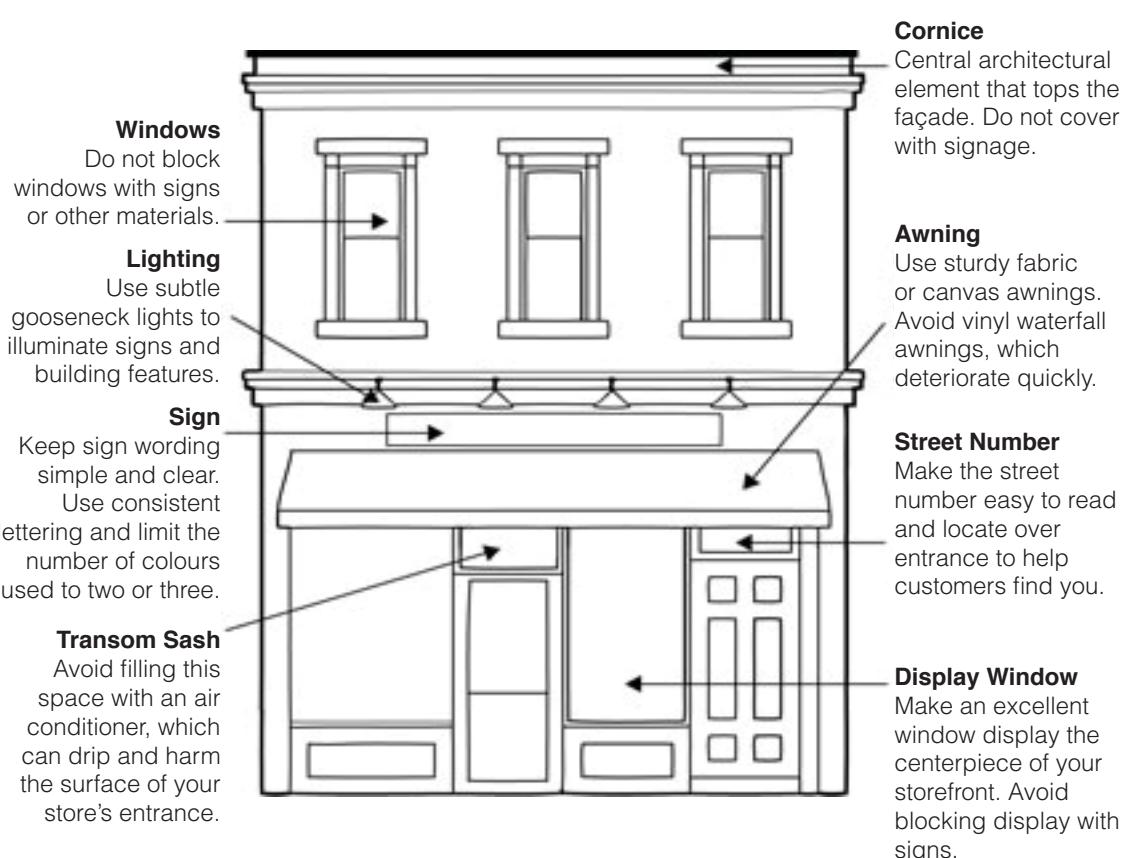
- Renovation focuses on bringing back the original strengths and design of the façade and does not require the building to be entirely modified. For these reasons, renovation is usually the **most practical** route to take.
- Renovation combines the best aspects of the other two strategies. Original elements are enhanced and maintained; yet, complete historical accuracy is not required.

Rehabilitating Historic Storefronts

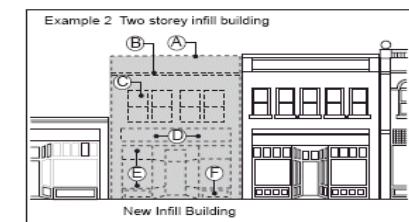
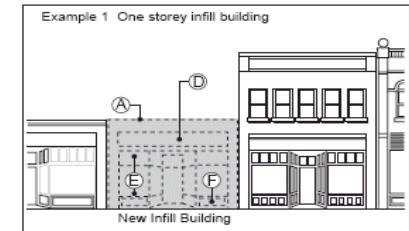
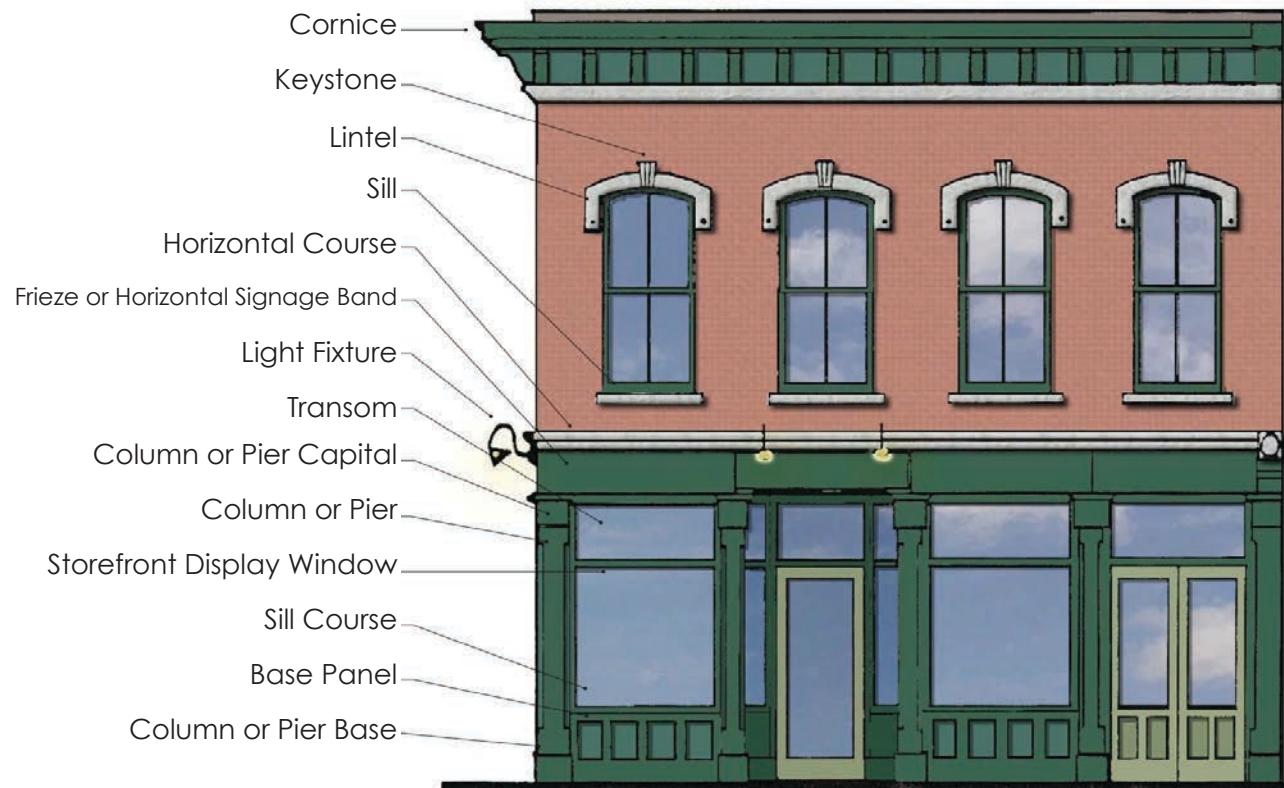
- The storefront plays a crucial role in a store's advertising and merchandising strategy to draw customers and increase business.
- The sensitive rehabilitation of storefronts can result not only in increased business but can also provide evidence that Main Street revitalization efforts are succeeding.
- The key to a successful rehabilitation of a historic commercial building is planning and selecting treatments that are sensitive to the architectural character of the storefront.
- When possible, archival photographs of a proposed building should be reviewed.
- Preserve the storefront's original character defining elements.
- Avoid use of materials that were unavailable when the storefront was constructed; this includes vinyl and aluminum siding, mirrored glass, artificial stone and brick veneer.
- Choose historical paint colours. In general, do not coat surfaces that have never been painted.
- All new and rehabilitated structures shall complement the height, scale and proportion of adjacent buildings to maintain important alignment with neighbouring buildings.



Elements of the Façade



Façade Diagram



LEGEND:

- A - Roof Line
- B - Façade Ornament
- C - Upper Windows
- D - Signband
- E - Storefront Windows
- F - Bulkhead Panels

The architecture of a storefront has an important role in a business's marketing strategy by establishing the business as a unique place. The storefront should entice customers into the building and promote the business in an effective way.

Guidelines for Replacement Storefronts

- **Scale:** Respect the scale and proportion of the original in the new storefront design.
- **Materials:** Select construction materials that are appropriate to the storefront: brick, wood, cast iron and glass are usually appropriate replacement materials, rather than masonry cultured stone which tends to give a massive appearance.
- **Cornice:** Respect the horizontal separation between the storefront and the upper stories. A cornice or fascia board traditionally helped contain the store's sign.
- **Frame:** Maintain the historic planar relationship of the storefront to the façade of the building and the streetscape. Most storefront frames are generally composed of horizontal and vertical elements.
- **Entrances:** Differentiate the primary retail entrance from the secondary access to upper floors. Recessed entries are encouraged.
- **Windows:** The storefront should generally be as transparent as possible. Use of glass in doors, transoms, and display areas allows for visibility into and out of the store.
- **Secondary design elements:** Keep the treatment of secondary design elements such as graphics and awnings as simple as possible in order to avoid visual clutter to the building and its streetscapes.



Example of design stages for a storefront renovation

Top: Original exterior and proposed line drawing.

Bottom: Proposed colour visual options.

Exterior Materials

- When possible and economically feasible, historic material should always be preserved. Old windows may be scraped and repainted. Often, the repair of an architectural feature turns out to be more economic than its replacement, and far more visually pleasing.
- Materials for new or rehabilitated structures shall be compatible in type, texture and colour with the original building materials used in the neighbourhood.
- Contemporary types of siding are permitted only when they are used in place of wood siding and are similar in detail and design to the original.
- Installation of new siding in contemporary material such as vinyl and aluminum is **not** encouraged.
- On a building with **Municipal Heritage Designation**, rehabilitation of original brick and stone is preferred. Sidings other than wood are not allowed.
- The retention of 'ghosts' of advertising painted on masonry buildings is encouraged.



BRICK/MASONRY

- Traditional brick performs best in its original condition. Painting previously unpainted brick or stone surfaces shall not be permitted.
- Cleaning of brick and stone buildings should be approached with caution. Use gentle, non-abrasive cleaning methods. Do not use harmful chemicals.
- Repointing of brick or stone structures should be undertaken by masons who have experience with heritage masonry.
- Do not sandblast – it removes the outer protective layer and damages the brick causing pitting.
- Painting of original brick and stone is not permitted.
- Do not use cladding – moisture will collect underneath and cause damage to the brickwork. It also removes the heritage look of the streetscape.
- Masonry cultured stone is **not** permitted.

WOOD SIDING

- Wood siding can be implemented in a wide variety of styles, textures and finishes.
- Wood siding requires an exterior finish such as paint or stain.

Traditional vs. Contemporary Materials

Traditional Materials

A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.

Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted or stained glass.

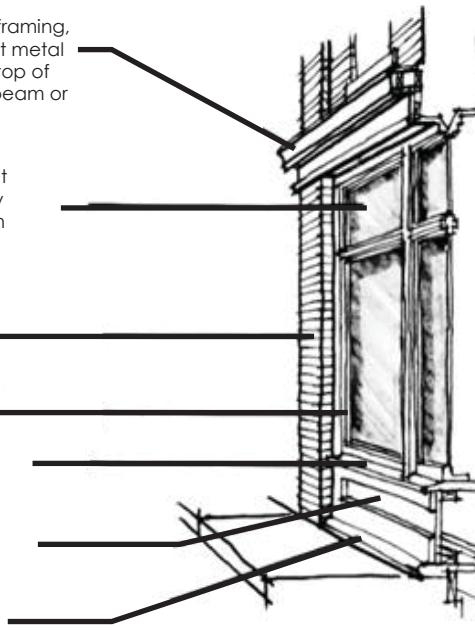
Masonry piers are uncovered and match the upper façade.

The storefront is recessed 6 inches into the opening.

The storefront and windows are framed in wood. The sill slopes forward for drainage.

The bulkheads are constructed with wood framing and a plywood back with trim applied to it.

The storefront rests on a masonry or concrete base to prevent water damage.



Contemporary Materials

A cornice is made with sheet metal over a wooden frame.

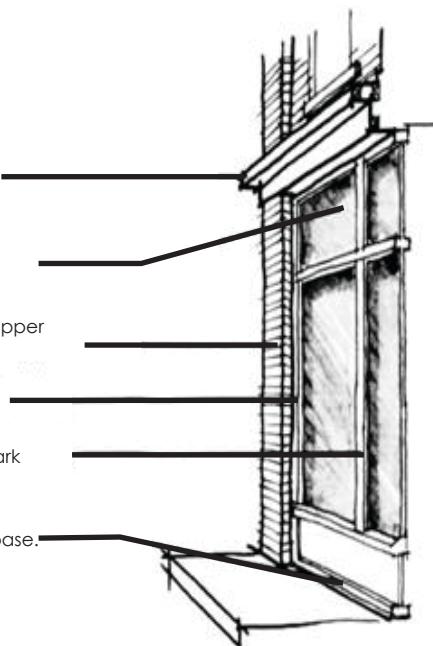
Optional transoms can be stained glass, clear glass or opaque.

Masonry piers are uncovered and match the upper façade.

The storefront is recessed 6 inches into the opening.

The storefront and windows are framed with dark anodized aluminum or painted aluminum.

The storefront rests on a masonry or concrete base.





Storefront Entries

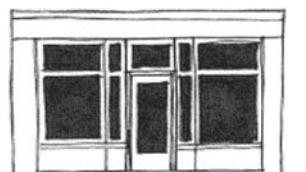
The storefront refers to the portion of the façade at street level which represents the business within. The building façade and the storefront have significant potential to enhance the overall downtown district character. In addition to projecting an image of the business within, storefronts can reflect the image of the neighbourhood. Attention to design, architectural details and maintenance are all ways to create an attractive storefront.



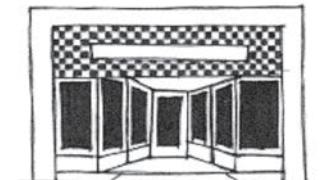
Early to Mid 1800s
Post and Beam Frame
Divided Display Windows
Simple Decoration



Mid to Late 1800s
Boldly Decorated Cornice
Cast Iron Columns
Large Display Windows

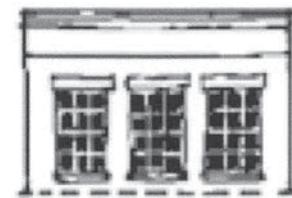


Late 1800s to Early 1900
Simple Cornice
Transom Windows
Recessed Entrance

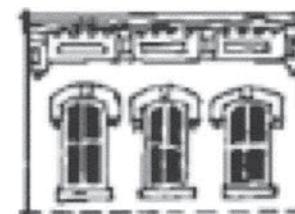


Early 1900s to 1930s
Metal Window Frames
Structural Glass
Recessed Entrance

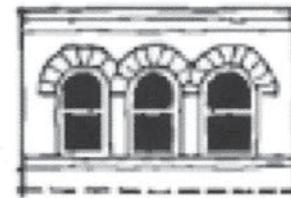
- Original storefronts should be conserved or repaired. In many cases, original elements may still be in place, hidden beneath layers of newer material.
- Storefronts should maintain consistency with historic character, and improvements should be made to show the original style and materials of the building.
- Strive to achieve continuity among neighboring storefronts.
- Recessed entries, allow for more window display, focus attention on doorway, and provide shelter at the entry. The angled or splayed sides avoid crowding in the doorway and is strongly encouraged in new storefront construction.
- Newer storefront entries should respect sizing and spaces of historical buildings and fit into original storefront opening.
- Original materials should be used, maintained, repaired and uncovered whenever possible.
- Windows and doors should be consistent in height and design to create a cohesive appearance.
- Keep storefront display windows with large sheets of clear glass to allow view into the retail space.
- Keep or replace transom windows and base panels.
- The horizontal band located at the top of a storefront is an appropriate location for signage for the business.
- All improvements to storefronts and signage should comply with the Heritage Planning Guidelines.



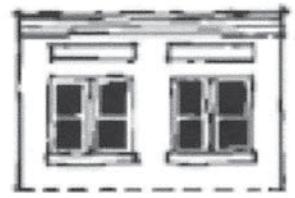
Early to Mid 1800s
Lintels over Windows
Small Window Panes



Mid to Late 1800s
Window Hoods
Two over Two Windows



Late 1800s to Early 1900s
Window Hoods
Large Arched Windows



Early 1900s to 1930s
Large Window Openings
with Multiple Units

Windows

Windows are an integral part of a heritage building. Their arrangements define much of the style and personality of the building.

Original windows should be retained and repaired whenever possible.

Windows should not be boarded off or reduced in size.

Replacement windows should be the same size and configuration as the original windows they replace.

DISPLAY WINDOWS

- Display windows are the largest element of the façade and establish the character of the storefront. It is a very effective way for store owners to advertise their product.
- First floor windows for a commercial space should be as large as possible, with the elevation of the window base and top of window consistent with the windows of surrounding buildings.
- Transparent glass rather than tinted, textured or dark glass is preferred.
- Historic features i.e. decorative moldings, special glazing and frames should be preserved when possible.
- Window heights should be aligned and window sizes should be unified to create a consistent look for the entire storefront.

TRANSOM WINDOWS

- Transom windows are often divided panes found near the top of display windows. They focus more attention to the display area while allowing a maximum amount of natural light into the store.
- Transom windows are often glazed with patterned or colored glass.

UPPER FLOOR WINDOWS

- Upper floor windows should be in harmony with the character, design and proportion of the building façade.
- Upper windows should reflect the repetitive, vertical pattern along the street.
- Windows, awnings and sign bands should be aligned with similar features on neighbouring buildings.



Doors, Base Panels, Columns & Cornices

DOORS

- Doors should provide a clear point of access to the business while also upholding the design of the building.
- Doors with large glass panels are recommended. They allow more daylight into the business and also increase visibility, both inside and out. Do not use solid doors.
- Recessed doorways provide many benefits to the storefront such as: helping to clarify the entrance to the business and giving space to outward swinging doors.
- New store entrances must comply with standards to be accessible to the physically disabled.
- A residential door that is located on the front of the building should be visually separate from the storefront as to not create confusion of its purpose. Solid doors are recommended for residential entries.

BASE PANELS

- The base panels provides a visual and functional base for the storefront by separating the shop windows from the sidewalk. Original base panels should be maintained when they exist. Use materials of the same colour and texture as the display window frame, or pilaster materials.

COLUMNS

- Columns, Pier and Pilasters are made of wood, masonry and cast iron. These elements support the upper storey and are the primary vertical elements on the storefront. Their locations frame display windows or establish the rhythm of the lower façade.

CORNICES

- Building and storefront cornices are decorative elements that cap off the face of a building and the entrance to a commercial establishment. A building will look less significant if the cornices are removed or covered up.
- Cornices are the strongest most continuous line on the street uniting various buildings regardless of design.

Lighting



Lighting has two purposes: Illuminating the business and discouraging crime. It creates a feeling of security for the passerby and is an important factor in a commercial setting.

A variety of light sources and locations should be considered in carrying out storefront renovations. Sign lights, display window lights, architectural lighting and general area lighting are encouraged to advertise the business, highlight building features, and illuminate dark corners of the property or street.

In some cases, where general street lighting is sufficient, a storefront may require minimal illumination.

- Lighting should produce an effect similar to daylight.
- Indirect/Gooseneck lighting is encouraged.
- The scale and style of light fixtures should be in keeping with the storefront's design.
- Decorative fixtures such as sconces and general building lighting will accent a storefront and enhance a building's architecture.
- Lighting should attract attention to signs, store information, or building details, but not itself.
- Fluorescent lighting and sodium vapour lighting are both strongly discouraged.
- General interior lighting of display areas helps prevent break-ins by allowing both police and passersby to see the activity inside a store.
- If needed, supplementary security lighting such as floodlights should be hidden or shielded to avoid glare.
- Avoid the use of fussy, decorative lanterns and lights that are not appropriate to the heritage style of the façade or streetscape.

Examples of gooseneck lighting styles and colours



Paint & Colour

The use of colour on the exterior of a building is more than a surface treatment but a significant part of its architectural expression.

Colour use on heritage buildings was part of the original architectural design and intent.

Incorporating authentic heritage colour and placement—appropriate to the region, era and style in which the building was constructed—can be the finishing step in restoring the integrity of heritage architecture.

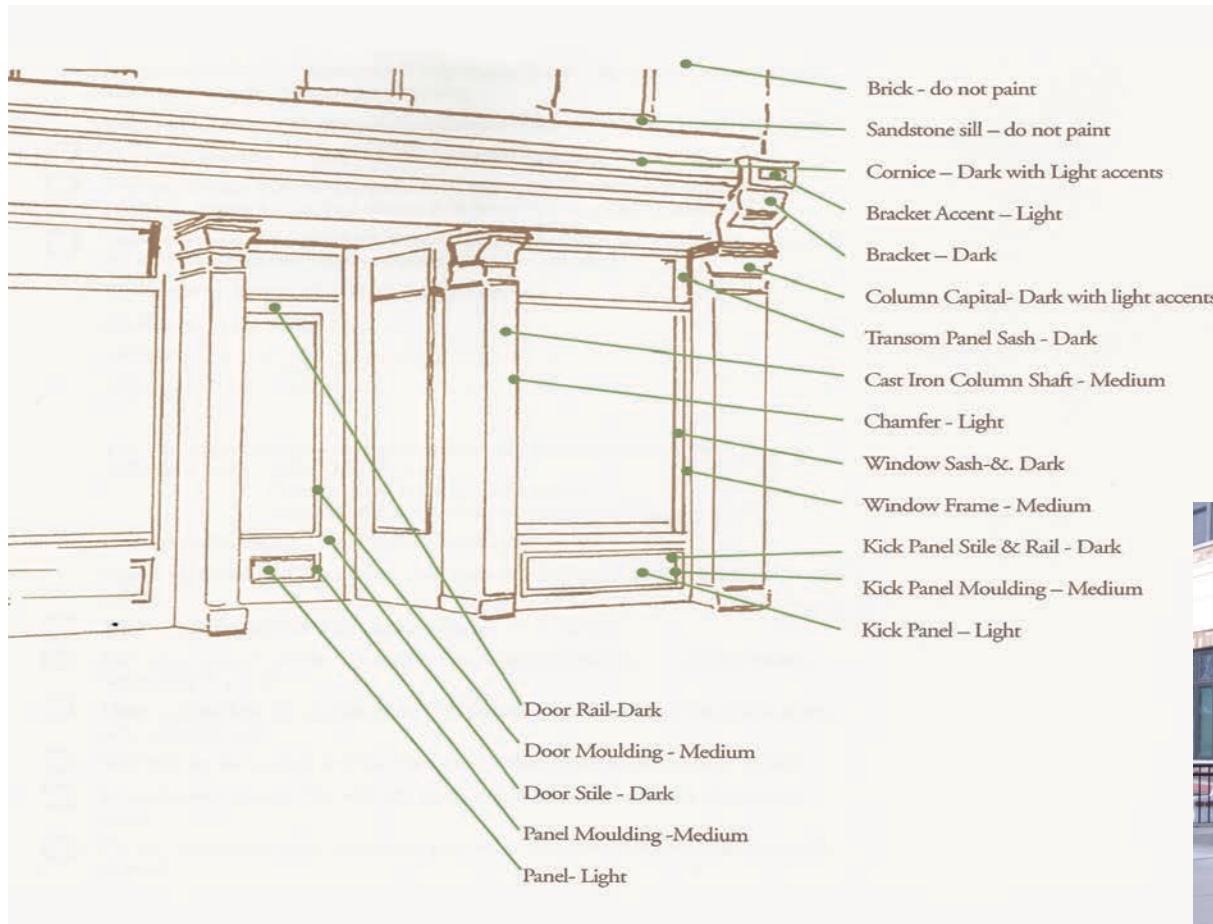
The use of appropriate historic colours can reveal and emphasize the building's original style and appearance.

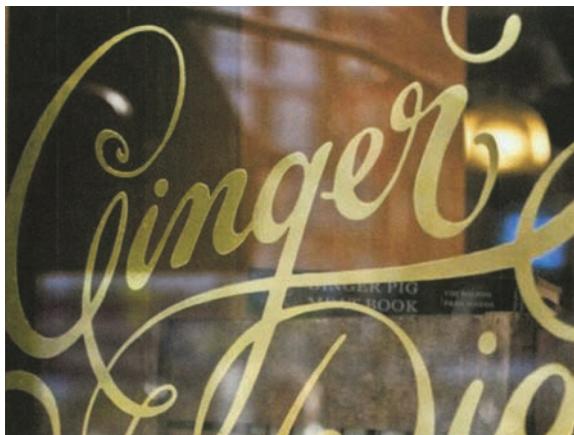
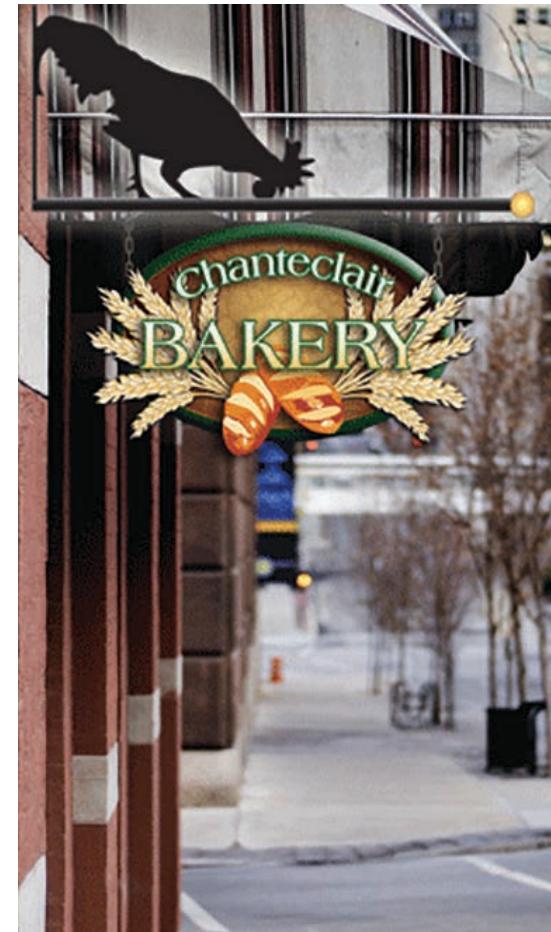
- Paint provides a protective layer that the wood and metal components of heritage buildings require to help them withstand the forces of weathering.
- Masonry surfaces should never be painted because moisture trapped by the paint layer destroys the brick.
- Colour has a significant impact upon the impression of a heritage building. It can be used to accentuate details and highlight changes of materials.
- Colour should be chosen to compliment your buildings style and age, as well as those of its neighbours.
- Use a limited number of colours. Three-colour paint schemes tend to be most successful in combination on a façade.
- A list of materials, colours and finishes should always be included on all plans when submitting the building façade improvement proposal.
- Although there are no colours specifically required, each project is reviewed on an individual basis for its appropriateness of colours for the building's period and style.

HERITAGE COLOURS

- Many paint manufacturers have produced heritage paint palettes which can be used to select appropriate colours for heritage properties. They include: BEAUTY TONE (Designer Series), BENJAMIN MOORE (Historical Colour collection), FARROW & BALL, HOME HARDWARE (Heritage Series), PARA (Historical Colour Collection), PRATT & LAMBERT(selected colours), SHERWIN WILLIAMS (Preservation Palette), HOMESTEAD HOUSE PAINT CO, (Canadian Historical Paint Colours).
- Rather than limit or restrict colour choices, these extensive paint palettes assist in quickly identifying colours that are appropriate for a heritage property significantly simplifying the colour selection process.

Storefront Colour Placement





Signage

Signage should provide information that is simple and legible, of a size and location that avoids competing with or obscuring the architecture of the building.

In general, the number of signs on a façade should be kept to the minimum necessary to effectively communicate the messages being conveyed.

Signage should be unique to this town rather than being generic, and add focus on advertising local businesses, not national product brand names or logos.

- Well designed signs add to the impression of well-being and vitality and create a positive impression of the commercial health of the Town.
- Signs should be sized and placed to reinforce the architectural elements of the façade.
- Signage should be creative and legible and be iconic, graphic oriented or three dimensional.
- Signs should be placed in a clear, well-defined area or wall space.
- Remove all old sign materials that are not in use.
- Durable, quality materials such as MDO plywood, metal, or molded letters should always be used.
- Projecting signs/blade signs hung perpendicular to the sidewalk and scaled for pedestrian use. Regulators often set a predetermined distance that a sign must extend beyond a building for it to be considered a projecting sign.
- Window graphics should be used to provide information for the business such as hours of operation or services offered.
- Historic signs should be restored if they are a contribution to the character of the storefront.
- Signs should not be flood-lighted. Small shielded light sources are encouraged.
- Window signs should cover no more than 30% of the available window area.
- Signage should not obscure the buildings unique architectural features.
- Temporary signs, such as paper signs or banners are discouraged.
- Flat wall signs should be clearly incorporated into the design of the façade and form a well defined band.
- Buildings that have multiple storefronts should have signs that relate well to each other.



Sign Placement, Design, Size

SIGN PLACEMENT

- Position signs in such a way that they respect the age, architecture and scale of heritage buildings as well as the heritage nature of the overall streetscape.
- Signs should work within and not conflict with existing architectural features.
- Signs are to be located within the building's original sign band and mounted with decorative brackets and cornices that complement the building's façade.
- Signs can be lettered onto display or transom windows.
- Only one wall-mounted fascia sign is permitted per façade.
- Signs are not permitted above the first floor.
- Roof mounted signs are prohibited.



DESIGN

- A sign's design should be integrated into the overall design of the façade and not be the most visible element on the building.
- Identification, not advertising is to be the primary reason for placing signs on historic buildings.
- Wording should be simple and concise, referring to the business name and, possibly, the overall nature of the business. Too much wording dilutes the message, especially for passing motorists.
- The colours, fonts, shapes, materials and scale of all signs should be historically sensitive to the building and Heritage Conservation District.
- Symbol signs are encouraged because they can be read quickly, add interest to the streetscape, are easier to remember and were often used historically.
- Phone numbers, email and street addresses are discouraged.
- Street numbers should be clearly visible either on the door itself or on the transom.
- The shape, material, texture, colours and method of lighting should be compatible with the building's architecture.

SIZE

- A sign should be in proportion to the building and not dominate or overwhelm the façade.
- Signs should be scaled to the requirements of pedestrian viewers. Maximum coverage should be 7% of the overall façade to a maximum height of 0.6 meters, or limited to the sign band area.

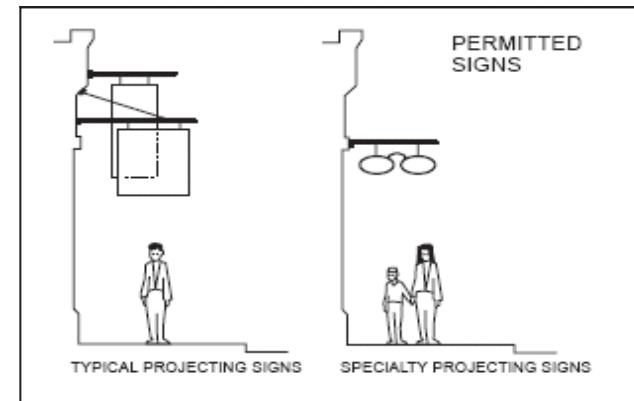
Types of Signs

The following types of signs are permitted:

Projecting signs, wall-mounted signs, awning signs and window lettering.

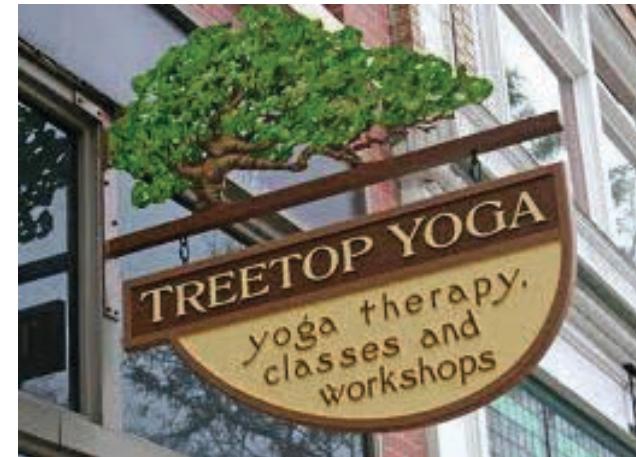
The following signs are NOT permitted:

Flashing signs, rotating signs, animated signs, neon signs, signs painted on walls and bubble or waterfall awnings.



PROJECTING SIGN

- Is a sign that is attached to a building but extends beyond the building structure. Also referred to as a blade sign. The bottom of the sign must be at least 10 feet above ground level and project no further than 6 feet from the building. Three-dimensional projecting signs are encouraged.
- A sign that has been painted or stenciled on the fabric surface of the awning is also an example of a projecting sign.



FACIA/FLAT SIGN

- Is a painted sign that is mounted on a building or wall and whose face runs parallel to the wall. Also referred to as a wall sign. A facia sign might also project from the wall on which it is mounted.
- Facia signs can be located above display or transom windows, below upper cornice or immediately above an awning. One facia sign per building is permitted.



WALL MOUNTED LETTERING SIGN

- Refers to letters that are mounted to the face of the building or sign. Included in this category are pin-letters which are similar but are mounted and leave a 1-2" space between the letter and the board in order to visually create more depth.



WINDOW LETTERING

- Lettering or Graphics are applied directly to glass to advertise the nature of the business as well as store hours. Traditionally window lettering was applied by hand using a gold-leaf technique. Today a similar look can be achieved with decals to enhance the overall look of the business.
- Other types of signs may be permitted at the discretion of the Heritage Planning Committee e.g. Wall painted/Ghost signs.



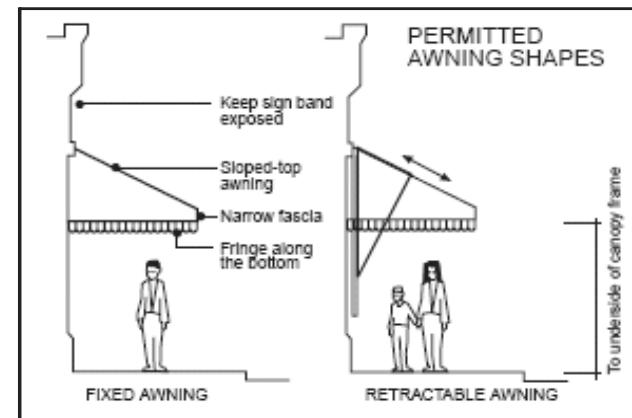


Awnings

Awnings with a traditional design and appearance are encouraged as façade elements.

They serve to protect pedestrians from the sun and rain, provide a secondary location for signage, add colour and interest to building storefronts and façades, and add emphasis to display windows and doorways.

- Canvas awnings with metal frames are encouraged.
- Traditional awnings were 3 or 4 point retractable awnings with a skirt or valance.
- New awnings should have a traditional profile, be fixed or retractable with a valance, and be made from canvas (or material similar in appearance).
- Awnings can be utilized to protect pedestrians, customers and displays from sun and rain. A minimum projection of 1.5m (5.0 ft) from the building face is required.
- New awnings should be mounted between the wood or masonry piers which frame the storefront and align horizontally (where structurally possible) with neighbouring awnings.
- Awnings on a building with multiple storefronts should be consistent in location and size.
- Under-awning lights that illuminate the sidewalk and storefront are encouraged.





Success

It is you the business and property owners that will make this project a success.

We welcome your input and look forward to working with you toward our common goal of a prosperous and vibrant downtown core.

**Heritage Advisory Committee
Town of Moosomin
Box 730
(306) 435-2988 (Town Office)**

Heritage Committee Members 2014

Garry Beckett, Chair
Ann Norgan, Co-chair
Jan Skulmoski, sec.
Barrie Davidson
Lynn George
Lynn Kerkhoff
Pansy Taylor
Heather Truman
Ross Shaw
Darcy Rambold

