

FAÇADE DEMONSTRATION SKETCHES

TILBURY

DOWNTOWN REVITALIZATION



DECEMBER 2012



OVERVIEW

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

Many communities are now seeing the value of incorporating façade improvements into their overall revitalization strategy for their streets and cores. These projects can improve the overall look and feel of a community's main street or commercial areas helping them become more desirable as a destination.

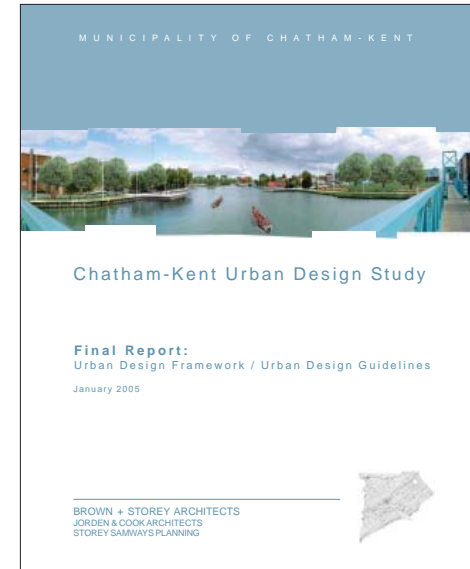
The Tilbury Community has discussed significant visioning for its downtown core. The vision to create a truly desirable destination is a multi-layered challenge whereby all layers of urban design and ‘small town’ dynamic need to work together to create a unique, relevant and dynamic image. A review of the Chatham-Kent Urban Design Guidelines (2005) and Tilbury Downtown Revitalization Project - Conceptual Streetscape Design (2012) in addition to meetings and site observation has helped to inform proposed façade compositions and demonstrations.

CAROLINIAN THEME

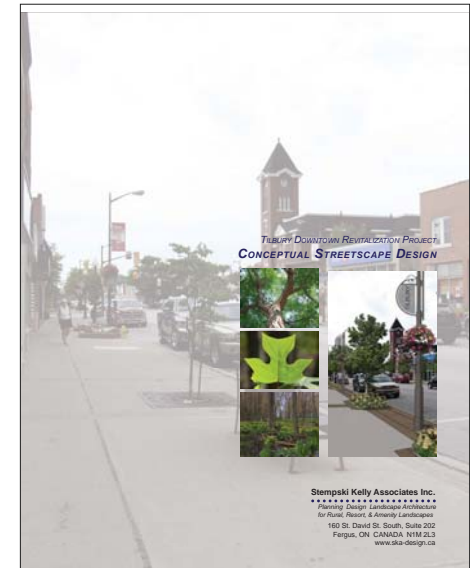
The Tilbury Downtown Revitalization committee has embraced the theme of “Carolinian Region” since Tilbury is an ideally geographic located community with this significant landscape. The Carolinian region is significant to Canadian ecosystems because it’s significantly smaller than other Canadian vegetation zones; only making up 1% of Canada’s total land area containing several habitats and ecosystems, including forests, tallgrass prairies, savannas, wetlands, streams and other aquatic habitats. This unique region hosts an estimated 2,200 species of herbaceous plants, 70 are tree species alone; 400 recorded bird species; and many other mammals, reptiles, amphibians and fish.

DEMONSTRATING A THEME

The following essentially provides building owners (and/or tenants) an insight of how their building’s facades, can be improved to suit a predominant theme - in this case Carolinian. While only one interpretation, we have provided a demonstration sketch for the street-facing façade of three buildings within the Tilbury commercial core – each demonstrating “what it could be like” if an owner undertook improvements on an existing facade. While connections to the theme may appear subtle, to some in these sketches, the degree of connection to the Carolinian theme can readily be adjusted through the following composition and element considerations.



Urban Design Guidelines (2005)



Tilbury Downtown Revitalization Project - Conceptual Streetscape Design

FAÇADE COMPOSITION

The creation of satisfying and successful downtown core areas transcends the issue of specific architectural styles. Great places may be of any style, or many styles. However, the arrangement of architectural elements such as doors, windows, signage on the walls of buildings which face public streets and plazas is an important part of good community design. Façade composition drives the safety, convenience, and comfort of our sidewalks by establishing where people enter and leave buildings, how people in the buildings can see out onto public spaces, and how pedestrians “read” the buildings. Subtle associations with façade improvements to the streetscape’s ‘Carolinian’ theme supports Tilbury’s overall appeal.

AWNINGS

The use of awnings for a storefront not only provide practical benefits for a building façade, but can also dramatically animate the streetscape itself. An awning is a clever way to extend a building façade into the street, claiming that part of the sidewalk that it covers as it’s own, demanding attention from the passing customer. Awnings provide shade for both the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for the visitor entering the building. In some instances, they can provide an alternative ‘canvas’ for signage and environmental graphics - these become appropriate medium to offer ‘Carolinian’ content.

SIGNAGE

Traditionally, signs were smaller, mounted on a decorative arm perpendicular to the storefront and oriented to the pedestrian. Signs have become bigger, bolder, and louder with the advancement of the passing vehicle. Now signs fabricated from Plexiglas, are back lit, not integrated into the architecture of the building and have little appeal to a consistent theme. Advertising is not limited to just a sign - specials are painted or taped on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores encumbering pedestrian movement. Not only do these displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety. Fortunately the trend is to return to smaller, yet stronger, sign formats, incorporating a broader array of colour, graphics and stylized trim work and/or iron works. Bringing in motifs and textures referencing Tilburys’ ‘Carolinian’ theme

SHUTTERS

Shutters, although no longer used for their original use of protecting widows, can add visual interest to a building façade. If painted in a contrasting colour to match other trim, shutters can animate a façade that might otherwise be considered stark, boring, and uninteresting. Typical styles include, Louver, Panel, Board & Batten and Combination Shutters. Decorative millwork should incorporate significant or universal ‘Carolinian’ references such as the ‘Tulip-tree’ leaf or the alike.



Carolinian themed textures and shapes can be reflected through a variety of façade elements including signage, lighting, materials, etc.



Coordinated colour palette applied to building wall and awnings strengthen the theme



Example of custom iron work applied to façade signage armature

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LIGHTING

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

BUILDING MATERIAL

Brick and stone masonry façades encompass a large majority of the buildings in Tilbury's core area. Such façades contain a great deal of historical detailing and are typically comprised of local materials making them iconic components of the downtown this is in-keeping with Chatham-Kent's current urban design guidelines. It is necessary to consider building materials in all façade treatments in order to help protect the architectural integrity and history of Tilbury. Natural materials and colour-choices will aid in the 'Carolinian' theme

SEASONAL ADORNMENT

Often overlooked, decorative urns, pots, and hanging baskets provide an extra level of decor to a storefront that attract a potential shopper in a way that conveys hospitality as well as adding to 'street greening' opportunities. This small touch offers a welcoming feeling suggesting that this is a friendly place to shop. Window boxes, hanging planters and pots or urns can be planted with seasonal floral displays or support other decorative materials. Customization towards 'Carolinian' should be pursued for 'plant containment;' whether it be wood, concrete or steel works. Where possible greening should incorporate Carolinian species and reference accents (eg. butterfly medallion).

SIDEWALK RETAILING

Sidewalk retailing space accompanies space between the existing sidewalk right of way and building face. In some instances space is limited and opportunities are not available for sidewalk retailing. In cases where there is ample space, opportunities exist for sidewalk cafes or patio spaces and additional sidewalk retailing (sales displays), structural and display armatures can incorporate Carolinian content through medallions, environmental graphics and colour.

PUBLIC ART

Public art is an important element of façade composition that is often overlooked. Banners and murals are the most common examples of public art that are often incorporated into buildings' façades. Obviously cooperation between private and public sectors is necessary (what is allowed and what is not). Both banner and mural campaigns should pursue 'Carolinian' content. Additionally, gloss frosting/hazing techniques should incorporate environmental graphics into window displays.



Coordinated colour palette applied to façade treatments and sign board strengthen the



Lighting styles and shapes can reflect naturalistic elements of Carolinian theme



Themed stenciling can incorporate Carolinian motifs onto signage backboards as a subtle reference.

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COLOUR

Traditionally, a palette of two or three contrasting colours were used during the Victorian period. The earth tones (e.g. light brown with dark brown trim) of the earlier period, were complemented with tertiary colours such as olive and terra cotta to enliven the otherwise simple and plain earthy scheme. These are readily available in many brands of paint. Fortunately, these and through custom mixing Carolinian-istic colours are available for most façade applications.

ACCESSIBILITY

Accessible buildings are good for business and the community. With the goal of making the community a barrier free municipality, the Province of Ontario is developing guidelines to prevent and remove all barriers to provide equal opportunity for residents and visitors with disabilities. All efforts should be made to ensure that all aspects of buildings are fully accessible; however, façade improvements may only accommodate in a limited manner.



Seasonal plantings comprised of Carolinian plant materials enhance the visual interest of this façade



Typical 'Carolinian colour palette'



Seasonal planters provide an opportunity to implement Carolinian plant material and make the façade more attractive to potential clientele



Carolinian themed public art, banners and murals should be incorporated into façades



Seasonal planters provide an opportunity to implement Carolinian plant material and make the façade more attractive to potential clientele

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FAÇADE DEMONSTRATIONS

I 31 QUEEN ST. SOUTH

II 2 MILL ST. EAST

III 27 QUEEN ST. NORTH

31 QUEEN ST. S

EXISTING FAÇADE

Competing form
to overall building
style

Desired storefront
display window w/
transom to remain



Incorporate
'barrier free'
access to door

Forecourt or
outdoor patio
opportunity
(redevelop into
entry landscape)

31 QUEEN ST. S

DEMONSTRATION



- Window & roof trim in accent colour
- Fixed awning/sign board
- Mounted lighting
- Re-finish siding in base colour
- Column or pier in trim colour
- New forecourt/patio, ramp & stairs
- Ex. Windows w/ transom effect
- Seasonal planters
- Base panel in accent colour
- New front door

Colours
CIL Exterior
Colour Collection



Base: Existing Siding



Accent: Night Sky



Trim: Council Bluff

This is a demonstration sketch only, depicting 'what it could be like.' It is not a construction drawing. Always conform to local building codes and bylaws.

2 MILL ST. E

EXISTING FAÇADE

Incremental approach to signage information - Consolidate

Provide 'fresh' colour scheme better representative to 'food & wine' industry/ clientele and differentiated from neighbouring car lot

Consolidate various-sized windows and doors through awning use



Ground front asphalt area with seasonal greening

2 MILL ST. E

DEMONSTRATION



Colours
CIL Exterior
Colour Collection



Base: Existing
Finish



Trim: Grey
Mountain



Trim: Dark
Secret

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27 QUEEN ST. N.

EXISTING FAÇADE



Well maintained decorative cornice masonry wall and window lintels

Underdeveloped frieze and signboard

Sill coarse too high from grade

Masonry base panel competes with buildings historical finishes/ treatments

27 QUEEN ST. N.

DEMONSTRATION



- Decorative cornice
- Proposed sign board w/
built-in down-lighting
- New windows, correct sill
location
- Seasonal planters
- Base panel
(non-masonry, trimmed)

Colours
CIL Exterior
Colour Collection



Base: Existing
Brick



Accent: Cocoa
Mousee



Accent: Artesian
White



Trim: Dark
Secret

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