

a street approach, e.g. Christ Church Cathedral forms a streethead to Courtney Street.

STREETSCAPE

(See also pedestrian access and streethead) The overall appearance of the road, boulevards, sidewalks, landscaping, street furnishings and fronting buildings which together make up the street as seen and experienced from ground level.

TEXTURE

The characteristic roughness, or smoothness, of exterior cladding.

VISTA

The focal point, orientation and framing of an interesting view.

- a A development can enhance a vista through a site by creating an appropriate frame and vantage point
- b A building can create its own vista by responding to view corridor, e.g. streethead facade on the axis of a street approach.

WALKWAYS

A pedestrian right-of-way independent of a street provided for any or all of the following:

- a To improve pedestrian access in potentially "high traffic" areas, e.g. Downtown, Harris Green, Fort Street
- b To open new vistas to

heritage buildings, e.g. Old Town, Chinatown

- c To open new vistas to environmentally unique features, e.g. Harbour, Summit look-outs.

B. ADVISORY DESIGN GUIDELINES FOR SIGNS & AWNINGS

INTRODUCTION

These guidelines are meant to assist developers to achieve a design with the characteristics of the neighbourhood of the City in which the building is to be located especially those designated under Schedule B of the Official Community Plan where "special conditions prevail with respect to the physical environment". The guidelines are general in nature. The guidelines do not replace the requirements of statutory regulations such as Building Code, Zoning nor Sign By-law. Additional guidelines are available for heritage buildings. *

1. PROCEDURE

Prior to installation, a permit is issued by the City. This is standard procedure, as required by by-law, for all signs and awnings throughout the City of Victoria.

2. BASIC PRINCIPLES

Specific, inflexible design guidelines are not desirable because of the enormous variety of architectural settings.

However, proposals should respect the integrity of the building design and general character of the signs/awnings and buildings in the immediate vicinity. The following basic design principles should be adopted:

- a The overall design, including its size, shape, material, texture, colour and method of lighting, should enhance the architecture of the building and the special area in which the building is located, e.g. Chinatown, Old Town, Upper Fort Street, Inner Harbour, etc.
- b Size and location should respond to rather than ignore significant architectural features of the building.
- c *Signs should perform the simple function of identification. "Busy" looking signs should be minimized.
- d *Indirect sign lighting and neon tube is preferred in areas where heritage buildings predominate, e.g. Old Town. Where back-lit fluorescent signs are used.
- e Light intensity should not be excessive or conflict with pedestrian level street lighting.
- f The sign message should be emphasized, e.g. by only lighting the message.
- g Colour should relate to the colour of the building. Where a

trademark" colour is necessary, care should be taken to frame it in colours related to the building.

- h Fastening should be an integral part of the overall design.
- i With special care, super-graphics may be integrated into a comprehensive architectural scheme.

3. COMPREHENSIVE SIGN SCHEME

Owners of buildings that are visually prominent and house a large number of commercial businesses are encouraged to prepare an overall sign plan for the building. This will minimize conflicts and delays when the individual sign applications are made and ensure that the message is not lost through the proliferation and competition of other signs.

**Guidelines c) and d) will not apply in situations where a more vibrant display is desired, like Chinatown.*

For Signs and Awnings, the guidelines are suggestions only.

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http://www.victoria.ca/cityhall/departments_plnpln_dcmntl.shtml

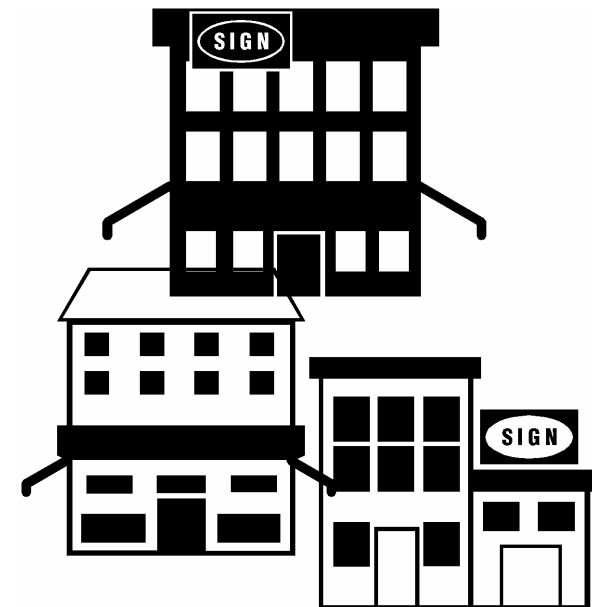
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PLANNING & DEVELOPMENT
DEPARTMENT
VICTORIA, BRITISH COLUMBIA

Buildings *Signs and Awnings* Advisory Design Guidelines



Amended February 2006

- ***For Signs and Awnings, the guidelines are suggestions only.***

ADVISORY DESIGN GUIDELINES - For Buildings, Signs and Awnings

PREFACE

These guidelines were submitted by the Victoria Advisory Design Panel (ADP) in December 1981, following consultation with the Victoria Heritage Advisory Committee (HAC). At its January 28, 1982 meeting, Victoria City Council passed the following resolution: "That the "Advisory Design Guidelines" dated December 23, 1981 be endorsed and made available for public information." (latest update July 2003)

A. ADVISORY DESIGN GUIDELINES FOR BUILDING

INTRODUCTION

These guidelines are meant to assist developers to achieve a design compatible with the characteristics of the neighbourhood of the City in which the building is to be located, especially those designated under Schedule B of the Official Community Plan. The guidelines are general in nature and intended to identify issues that should play a part of the design process. The guidelines do not replace the

requirements of statutory regulations such as Building Code, Zoning and Sign By-laws. Additional guidelines are available for heritage buildings.*

An acceptable application will include these considerations:

1. Attractive streetscape, architectural and landscape features of the immediate area will be identified and acknowledged.
2. New construction will complement flanking heritage buildings in areas where they predominate. A contemporary solution can be quite acceptable in this context provided the design is in sympathy with the area's environment. In some cases a "stunning contrast" can achieve the same end.
3. In evaluating a design, particular emphasis will be placed on the solution to these general aspects:
 - a Comprehensive design approach
 - b Relevancy of expression
 - c Context
 - d Pedestrian access
 - e Massing
 - f Scale
 - g Roofline
 - h Detailing
 - i Street relationship
 - j Vistas

k Landscaping plan
l Colours
m Textures
Definitions for these and other important design items are included in Appendix 1.

**Note 1: See Rehabilitation Principles and Guidelines" for renovation guidelines to registry and designated buildings. Maps showing location of Development Permit Area boundaries and heritage buildings are available in the Planning Division*

**Note 2: See Crime Prevention Through Environmental Design (CPTED) Guidelines for safety and security measures in development design.*

APPENDIX 1

The following definitions are intended to assist in understanding terms used in ADP evaluations:

AMBIANCE

Prevailing atmosphere created by physical environment.

CIRCULATION PATTERNS

Access provisions to and within the site for pedestrians and vehicles (including service vehicles, bicycles and wheelchairs) related to surrounding properties, sidewalks and streets.

CLIMATE ENHANCEMENT

Provisions on site to handle weather and acoustic conditions like

prevailing winds, downdrafts, rain, sun and shade, noise and quietude in both daily and seasonal variations.

COLOURS

The nature and tones of exterior finishes including glass and sign integration.

COMPREHENSIVE DESIGN APPROACH

A plan demonstrating competence and sensitivity to both conditions created on-site and integration with those of the surrounding properties, sidewalks, streets, grades and natural features.

CONTEMPORARY APPROACH

Modern design (as opposed to traditional styles).

CONTEXT

The physical setting e.g. the trees, topography, buildings, street approaches, etc., all of which should have an influence on a sensitive design.

CONTRAST

Building, colour or landscape elements made different so as to stand out as a foil to its surroundings.

DETAILING

Choice of decorative finish for basic elements like walls, roofs, chimneys, windows, etc., visible at close range that help establish the design's

character and compatibility with its surroundings

DIRECTIONAL EXPRESSION

(horizontal/ vertical)
A building can take on a character that is predominantly horizontal, vertical or neutral due to its shape, proportions, fenestration and detailing.

FENESTRATION

Arrangement, proportion and pattern of windows; relationship of solids and voids.

INFILL

Conditions where new construction is built between existing buildings or within a well established precinct of the City.

INTEGRATION OF SERVICES

Efficient site planning which takes into account all practical necessities including lighting, irrigation, garbage handling, building vents, kiosks, wiring services, access for delivery trucks, taxis, visitor parking and wheelchairs, and connections between parking areas and building entrances.

LANDSCAPING PLAN

Plan showing the general design objectives in concept form plus more detailed information (including grades) of all surface materials, species and sizes of plants, fencing, retaining walls, lamp

standards, benches and screens (to buildings vents and garbage bins, etc.). The design concept will be based on an appreciation of the context, e.g. microclimate and boulevard trees and will notably take account of adjacent properties' features.

LIGHTING

The design of light fixtures and their lighting pattern for exterior spaces/ surfaces, plus the orientation, intensity and colour of light.

MASSING

The impression and visual impact of size, shape and silhouette of a building resulting from the composition of its main volumes, roof profile, directional expression and rhythm; the juxtaposition of major building elements to each other and adjacent buildings.

MATERIALS

The exterior cladding, including texture and colour.

PEDESTRIAN ACCESS/ INTERFACE/ PENETRATION

Aspects of the design that have an influence on the convenience, quality and security of persons on foot
a Viewpoint access (e.g. to waterfront)
b Mid-block walkways
c Canopies, awnings and windbreaks
d Setback or splayed building corner at

intersections to create more open space
e Wheelchair ramps
f Display windows
g Street level development
h Entranceways
i Surveillance points from buildings
j Waiting areas for buses and cabs
k Rest areas
l Bicycle parking

PROPORTION

a Major design elements of a building
b Building facade height-to-width relationship
c Elemental (doors, windows, balconies, bays) height-to-width relationship.

RELEVANCY OF EXPRESSION

The relationship between the form of construction building use, interior plan and exterior design. This relationship may be lost if a design merely copies surrounding buildings.

RHYTHM

a Massing relationship between walls and openings e.g. windows, doors, along a building facade.
b Spacing relationship between buildings and side yards along a street.
c Detail projections like porches, canopies, bays and balconies along a facade, or street.

ROOFLINE

The style, silhouette,

shape, pitches and detailing including the cornice to wall relationship of a roof.

SCALE

A consistency of relationship between the size of a building's elements (windows, porches, entrances) with each other and adjacent buildings, trees, etc., as perceived by a persons at ground level.

SIGNS/GRAPHICS/ PLANS

The size, materials, colours, lighting and format of all signs on a property designed to enhance its character, or "identifying function".

SITING

The positioning of a building relative to its property lines and established vistas.

SIZE

The height, width, depth and volume dimensions of a building.

STREET

RELATIONSHIP (See also pedestrian access) Design features having an impact on the appearance from the street, i.e.:
a Front yard layout and dimensions
b Access to Street
c Scale, size and massing of building

STREETHEAD

Façade design balanced to close an axial vista from