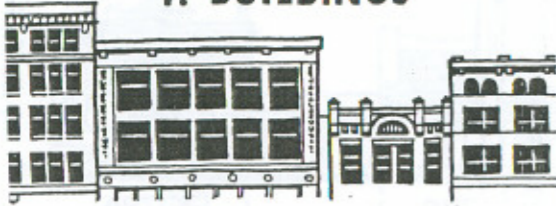


1. BUILDINGS



- (a) Attractive streetscapes, architectural and landscape features of the immediate area will be identified and acknowledged.
- (b) New infill construction will complement rather than contrast with the block's heritage buildings. Aspects of particular importance are exterior materials, massing, roofline, detailing, fenestration and rhythm.
- (c) At sidewalk level, care will be taken to provide the pedestrian with shop entrances and display windows. Walkway intersection space will be acknowledged by means of facade setback or splayed building corner.



2. CANOPIES & AWNINGS

Permit applications should acknowledge this block's tradition of combining a number of practical concerns in its canopy system as constructed in the early 1960s:

- (a) an attractive year-round meeting place;
- (b) continuity of block appearance as a special, unified, urban place within Downtown;

- (c) weather protection;
- (d) gas utility; and
- (e) unified setting for graphic display, flower baskets and lighting.

To these should be added the objective of enhancing the architecture of individual building facades. Care should be taken to address all of these characteristics in a comprehensive manner before individual changes are initiated.



3. SIGNS

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 in the 700 block Yates Street.
- (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 where heritage buildings predominate. Where back-lit fluorescent signs are used:

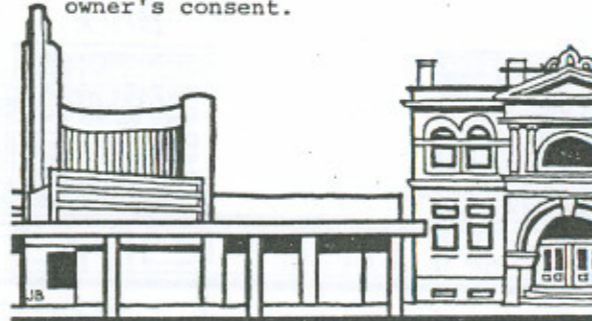
- light intensity should not be excessive or conflict with pedestrian level street lighting;

- the sign message should be emphasized; e.g. by lighting only the message.
- (e) 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.
 - (f) Fastening should be an integral part of the overall design.
 - (g) Owners of buildings that are visually prominent and house a large number of commercial businesses are encouraged to prepare a coordinated overall sign plan for the building, in order to minimize conflicts and delays when the individual sign applications are made and to ensure that the message is not lost through the proliferation and competition with other existing or proposed signs.

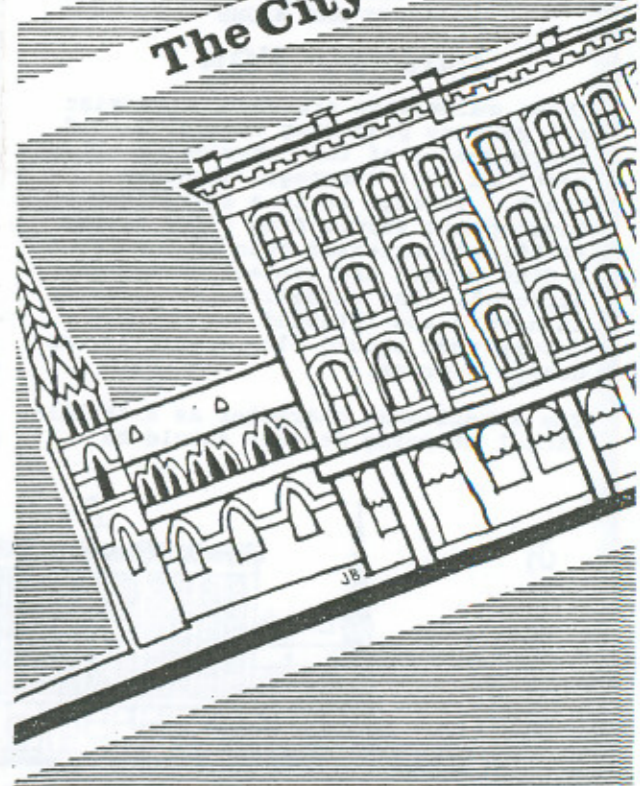
Procedure for Signs

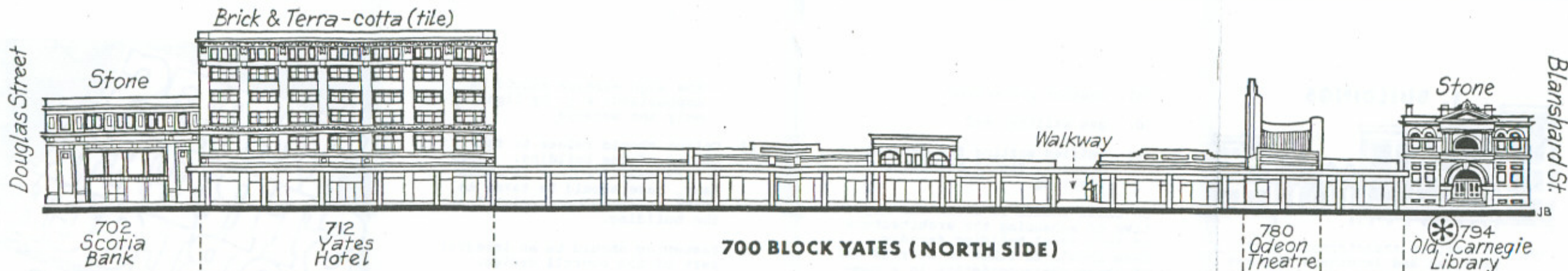
A City permit is required to authorize installation of all signs and as the 700 Block Yates Street is within a Development Permit Area, approval of the Advisory Design Panel or City Council is also required for the design of all signs displayed.

An application should include illustration of the sign proposed, its colour, and a drawing or photographs showing how the sign is to be displayed in relation to the building facade and to other signs already installed. The Public Works Department application form records materials, form of illumination, size and a statement of the owner's consent.



YATES STREET 700 BLOCK
GUIDELINES FOR BUILDINGS, CANOPIES, AWNINGS & SIGNS
The City of Victoria





700 BLOCK YATES (NORTH SIDE)

Preface

At its December 13, 1984 meeting, Victoria City Council endorsed the "Yates Street 700 Block Design Guidelines" and resolved that they be published for public information.

YATES STREET 700 BLOCK GUIDELINES FOR BUILDINGS, CANOPIES, AWNINGS AND SIGNS

INTRODUCTION

These guidelines are meant to assist all persons proposing changes to and improvements of the "physical environment" of this strategic downtown block. Because it is a designated Development Permit Area under By-law 84-59, all exterior changes requiring a City permit are subject to design approval. The guidelines are general in nature and intended to identify issues that should play a part in the design process.

The established character as a "traditional shopping street" should be

reinforced when changes are planned. Contributing to this are:

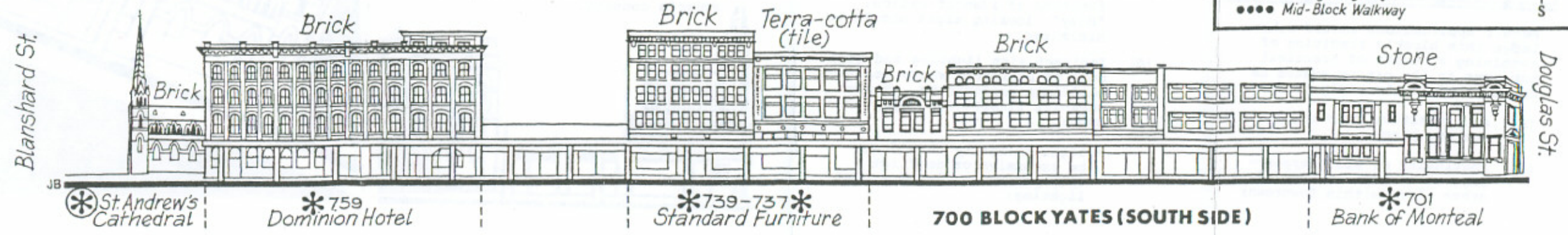
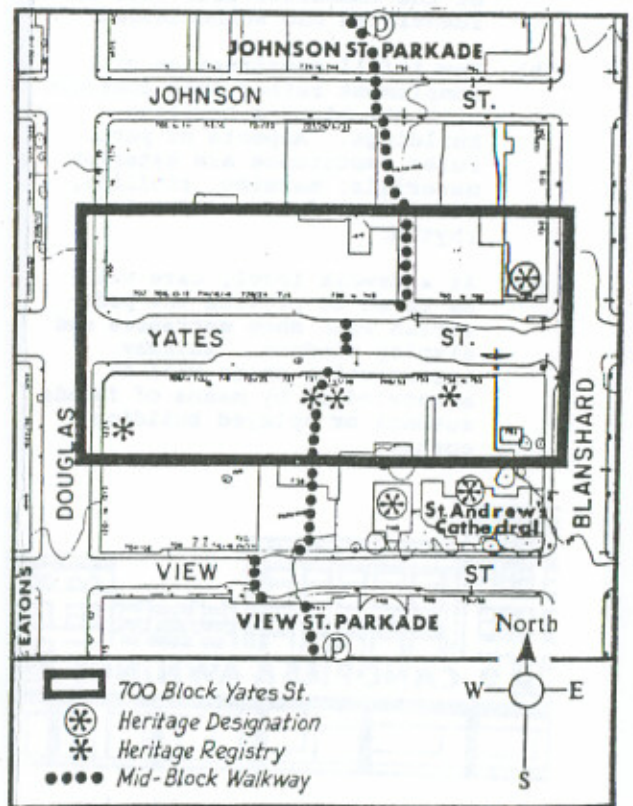
- (a) a concentration of heritage building facades clad in brick, stone or terra-cotta;
- (b) a unified approach to sidewalk weather protection and signage;
- (c) convenient access to parking, taxis and transit;
- (d) mid-block links with the City's 700 block walkways/parkade network;
- (e) many of the buildings have "outbursts" of unique decorative elements and most share these distinct parts:

- i) The STREET LEVEL is glazed quite openly in deference to the shopper;
- ii) The UPPER FLOORS FACADE is broken, with some relief, into a small-scale geometric

- iii) The TOP FLOOR FACADE/PARAPET BAND serves as a "crown" to the building and is much more elaborated with ornament or a distinct window pattern. The cornices are restrained, simple horizontal lines.

Before commencing a design, please contact the Planning Department (at 385-5711) for information about application forms, approval schedules and location of heritage properties. A brochure entitled Heritage Buildings Alterations and Signs is available to assist applicants on heritage sites. The brochure Advisory Design Guidelines for Buildings, Signs and Awnings is also available and provides a glossary of terms used by the City's Advisory Design Panel.

Please note the guidelines do not replace the requirements of statutory regulations such as Building Codes, Zoning and Sign Bylaws.



700 BLOCK YATES (SOUTH SIDE)