

HERITAGE UXBRIDGE



Heritage Uxbridge Sign Guidelines

May 20, 2008

Dear Patron,

The purpose of the Heritage Uxbridge Sign Guideline is to provide information and parameters to you the businesses and building owners with respect to the Uxbridge Township Sign By-Law 2002-059 (Appendix A). This by-law reflects a desire by the community to maintain the historical architecture and ambience of the Uxbridge Heritage District (please see the appendix for the boundaries of the Downtown Heritage District). This includes both the commercial and residential areas, and also includes any buildings, lands or hamlets designated as a heritage site, but not located in the Downtown Heritage District. Specifically, it indicates the community's wish for visual coherence predominately through the use of signs, while attempting to promote a sense of time and place.

At the present time, some existing buildings and businesses in the District do not have signs that comply with the current Sign By-Law. However, should any businesses be sold to a new owner, then that new owner is required to comply with the current Sign By-Law. In addition, should any business want to replace an existing sign, then they are also required to replace that sign in compliance with the proper Sign By-Law.

The guideline also offers suggestions concerning storefronts, awnings, fences and other distinctive elements that convey a sense of Uxbridge's heritage values. All of the suggestions in the guide are in accordance with existing by-laws and standards and we hope that you will embrace these suggestions and help create the heritage values that the community seeks to preserve. For example, should any building alterations be made, it would be in support of these heritage values to make suitable changes that reflect a historic and heritage appearance.

Many of this guide's suggestions have come from the Markham/Unionville Heritage Conservation Plan and were used with their permission with the intention of promoting and maintaining consistency throughout Southern Ontario, while still retaining our local heritage.

The Heritage Uxbridge Committee and the Township of Uxbridge welcome you to the community, and hope that this guide will be of benefit to your success and belonging.

Best wishes,
Uxbridge Heritage Committee

Commercial Features

To help retain and enhance the heritage culture of the District, and particularly the traditional commercial core on Brock Street, the commercial features impacting the exterior of the buildings, such as signage, awnings, and restaurant patios, fences, landscape features and building design should complement the individual building or the streetscape.



1. Signage

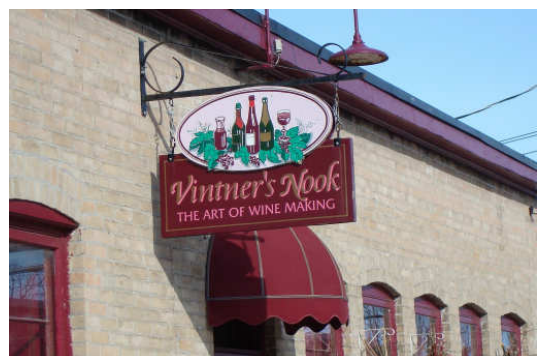
Signs are one of the most constantly changing aspects within the district. It is a means by which businesses, governments, and individuals are able to convey a message. Signs are by no means a modern phenomenon and early photographs of Brock Street show many signs on stores. In many cases, signs were painted by the local sign painter, made from wood with plain or three dimensional lettering with limited selections of colour. Trends in modern day signage tend to be bigger, brighter and unique. Within the Heritage District it is this veering from today's signage norm, and in keeping with the heritage tradition, which is sought after and in itself attracts attention.

In order to promote and maintain this unique heritage environment, it is important that commercial signage be more reflective of the traditional signage and compliments both the building and the streetscape at the same time adhering to the Township's By-law 2002-059.



a) Design

- Traditional materials such as wood, brass, or bronze and wrought iron brackets should be used. Plastic or vinyl signs should be avoided.
- Letter styles appropriate to the period of the structure are encouraged. These include styles such as Roman Calarendon, Egyptian, and sans serif, a style of typeface with simple lines and which there are no fine lines (serifs) at the ends of the main strokes of the characters. Typeface should reflect the image of the particular business, the building and harmonize with the style of the structure. Capital letters are generally more legible than lower case letters. The total message including the letter forms and designs should generally occupy about two thirds of the total sign area.
- Heritage colours ought to be used. A “Heritage” palette of colours is available through many major paint companies. Uncomplicated colour schemes are strongly recommended.
- Symbols are often more recognizable than lettering, and a combination of both often results in a suitable and attractive sign that fits into the distinctive and traditional confines of the By-law.
- The size of the sign is regulated by the Sign By-law. It maintains an area ratio of sign to building.



b) Sign Types

- The following types of signs **are acceptable** in the Uxbridge Heritage District. They include canopy signs, ground signs, projecting signs, soffit signs, wall signs, directory signs, window signs and portable signs.
- The following types of signs **are not acceptable** in the Uxbridge Heritage District. They include animated signs, billboards, internally lit signs, neon signs, roof signs, signs painted directly onto a wall surface, temporary signs such as banners, spinners, pennants and streamers. Additional, signs that advertise the products sold within the premise ie. Beer, soda, other name brands, are also not acceptable (wall murals are exempt).



Not acceptable

c) Number of Signs

- The number of signs permitted in the By-law is one on each store front facing a road. Therefore numerous window signs are not appropriate. However, during seasonal holidays and other celebrations, temporary signs and banners may be permitted.

d) Placement of Signs

- Signs should be placed so that heritage architecture features of the building such as windows or doors are not obstructed. In addition, signs should be attached in such a way as to minimize the damage to the facade



e) Sign Illumination

- **Externally lit signs are suitable** in the Uxbridge Heritage District.
Internally lit signs are not suitable in the Uxbridge Heritage District.

2. Awnings

On commercial buildings traditional canvas awnings are appropriate where the proportion and design of the buildings lend themselves to that kind of display and enhances the heritage context of Uxbridge's Heritage District.

a) Types and Designs

- Rectangular and triangular awnings which resemble a retractable awning, complements the design of the building and reflects the heritage appeal are appropriate.
- The material should be made of canvas and contain the heritage colours as cited in the section dealing with signage.
- Round hood, semi circle or bubble awnings made from plastic or vinyl are not considered appropriate.
- Names of the businesses must be located at the end of the awning and comply with the area ratio size restrictions as stated in the By-law.



3. Storefronts

- Storefronts including the upper story windows of the commercial buildings are an integral part of the character of the streetscape. Historic storefronts usually consist of large divided glass windows on either side of a central recessed entry. Upper facades traditionally present a more typical rectangular window form.
- If possible, physically sound historical storefronts compatible with the district's character should be restored and maintained rather than replaced. Photographs of most of the streetscape can be obtained from the Uxbridge Historical Center's archives and are an excellent example for modeling.
- Storefronts which do not harmonize with the Heritage District's character should be improved to be more compatible with the streetscape.



4. Fences, Patios and landscapes

In a lot of cases, the features surrounding the buildings or the landscapes highlighting an area can add a heritage quality. These kinds of features include fences, arbors and gables, patios and gazebos, and garden or flower arrangements.



a) Fences

- Wrought iron fences with ornate finials reflect the hand made adornments widely used in period times. Combinations of wood and wrought iron, stone and wrought iron are also common period features.



b) Patios

- Patios are a welcome structure.

c) Landscape

- Flower arrangements and landscaping can also reflect the heritage environment and enhance the historical appearance. Many plants and flowers that reflect the time period, can still be obtained.

