

**DETAILED  
STREETSCAPE &  
DESIGN  
GUIDELINES:  
  
DOWNTOWN  
DRUMHELLER**

# DETAILED STREETSCAPE & DESIGN GUIDELINES: DOWNTOWN DRUMHELLER

Establish a new vision for urban regeneration founded on the principles of design excellence, social well-being and environmental responsibility within a viable economic legislative framework. The Town of Drumheller together with the Economic Development Advisory Committee have been proactive in pursuing initiatives to encourage downtown revitalization and continues to do so through its goal to develop and implement a Detailed Streetscape and Design Guideline for Downtown Drumheller. The purpose of this document for the Drumheller downtown community is to offer suggested guidelines and ideas to business owners for building improvements of colors, signage, lighting, or new building designs. To initiate the Detailed Streetscape and Design Guidelines for Downtown Drumheller, a meeting with members of both the Economic Development Advisory Committee and Heritage Arts and Culture Committee was held to engage local interest and gather input from community members and business owners. The nature of the discussions revolved around revitalization opportunities (specifically façades) for Downtown Drumheller. The comments and information provided helped inform a direction for this suggested streetscape and design guideline document. All relevant information collected formed the ‘foundation’ from which to draw upon in terms of recommending improvement design guidelines for streetscapes, façades and the public realm. A theme and style guide further helps to define a character for the downtown area. These recommendations, with the aid of visual demonstrations, illustrate how the recommendations would improve the physical realm, and how the recommendations can be put into action to further development planning. **All document guidelines are purely suggestions to offer as a guide and are not enforceable by the Town of Drumheller.** (Some are under the D-T zoning). This document is intended to provide overall guidance for the high quality future redevelopment of public, private and urban infrastructure in downtown Drumheller. The intent is not to be comprehensive with respect to all technical and design aspects of redevelopment.

**PLEASE NOTE: Please contact the Town of Drumheller Development Officer for details on permits required as you may need one or more of the following: STRUCTURAL ENGINEER LETTERS, DEVELOPMENT PERMITS, SIGN PERMITS, ELECTRICAL PERMITS, AND/OR BUILDING PERMITS FOR ANY ALTERATIONS TO YOUR BUILDING AND/OR PROPERTY PRIOR TO ANY WORK BEING COMPLETED.**

Note: Based upon budget, Town of Drumheller Council provides **Storefront Grant opportunities** through the Economic Development department.

*Each element of the new streetscape, façade and design guideline will need to reflect the context and character of Downtown Drumheller, and should embody the values that define the vision as the cleanest, friendliest, most sought after community in Alberta. The following guiding principles, premised on the community's input, provide the foundation for the Detailed Streetscape and Design Guidelines.*

Downtown Drumheller will be:

**A Pedestrian Friendly Environment:**

The design of the streetscape will reflect this priority with attention to scale, beauty, and accessibility that works for and celebrates people. The pedestrian will feel connected, inspired, comfortable and safe.

**Built on Respect:**

The streetscape will reflect the overall needs and desires of community members, Town Staff and Council.

**Polite:**

All streetscape elements shall have 'good manners'. They should be located so as to not obstruct pedestrian or vehicular passage, important views, entranceways or points of egress. They should not be loud in character, but support, complement and enhance the landscape. They should be of the highest enduring quality to respect available and future resources.

**Beautiful Downtown:**

A new aesthetic that complements the downtown character will focus on decorative elements and helping to define the downtown core by flanking areas as a unique and important district within the Drumheller community.

**A Green Streetscape that is Attractive and Vibrant:**

Street greening not only enhances the aesthetic appeal of a downtown, it promotes economic activity, improves environmental quality, reduces crime, encourages tourism, slows traffic and creates a sense of community pride.

**A Unified Sense of Place:**

The downtown district, having a distinct character, will be united by a common family of streetscape elements that are based on a unifying theme, to ensure that continuity will be felt throughout the overall downtown area.

**The Heart of the Community:**

The downtown functions as a core economic centre, the main civic area and the primary public gathering space. As such, the downtown should showcase the best that the Town and the community have to offer.

## **BUILDING MATERIAL**

Brick façades contain a great deal of historical detailing and are typically comprised of material manufactured in Alberta making them iconic components of the downtown. It is necessary to consider building materials in all façade treatments in order to help protect the architectural integrity and history of a community.

In keeping with the heritage theme, typical siding materials include board and batten, decorative shingles and tongue and groove style paneling. Recent advancements in materials and techniques can emulate rustic and/or natural materials (wooden members and shingles, stucco, natural stone, etc).

### **Design Considerations:**

- When original masonry is beyond the scope of restoration, a quality, insulated alternative that will allow original detailing to be preserved or mimicked should be used.
- Alternative materials might include an acrylic stucco system, which will allow the preservation of much of the original detailing.
- Wood/carpentry design features in combination with desired paint colors provide an inviting addition to many façade compositions. Often many ‘frame’ buildings can contribute significantly to a downtown even amongst a predominance of brick and masonry façades.
- Rustication or foundation effects at the base of walls should relate in height proportion and design to specific elements of the building such as the window and floor.
- Walls, knee walls, and columns of the storefronts shall be made of wood (painted finish), red clay brick or natural stone.
- “Hardiplank”, or equivalent cementitious board, with a smooth surface may be substituted for wood.
- Windows should be made of wood, fiberglass, vinyl or painted aluminum, possessing appropriate or sympathetic detail relief and color.

## COLOR

### Design Considerations:

- Window trim, wooden cornice detailing, and moulding should be painted in a contrasting color to the body of the building.
- Window awnings, shutters and siding color choices should be coordinated and should be painted in an accent color.
- High quality paint should be used for overall durability.
- Signage should complement building color choices but not be limited to them.

### Palette Selection:

Drumheller downtown buildings are about 80% brick clad, which should not be painted, if possible. The beauty is in the brick and reflects their history. The attention rather should be on painting trims and details, updating doors and windows and focusing on new unified signage. Colors used should be historical in nature and complimentary to the plethora of the reddish-orange brick color downtown. The following color palette is a suggested base from which to work upon to suit the downtown as a whole. It is not meant to inhibit or limit color selection, but rather initiate a process for appropriate color selection that will be supportive of the community's initiative. The palette is from Benjamin Moore, which is available locally, however, most of these colors can be matched/offered by several other quality manufacturers.

Suggested neutral colors as a Base as follows:



Biscotti  
CC-488



Tiramisu  
CC-486



Hot Chocolate  
CC-484

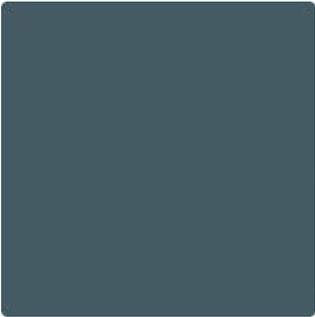


Chocolate Fondue  
CC-482

Suggested Accent and Trim colors as follows:



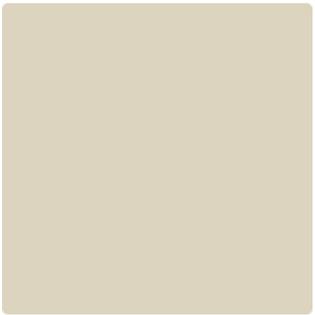
Pittsburgh Blue – HC-159



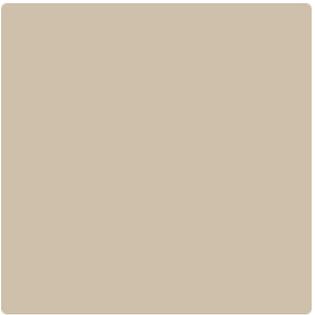
Newburg Green – HC-158



Hale Navy – HC-154



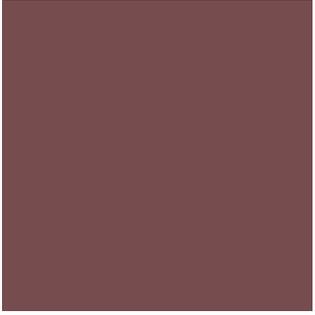
Manchester Tan HC-81



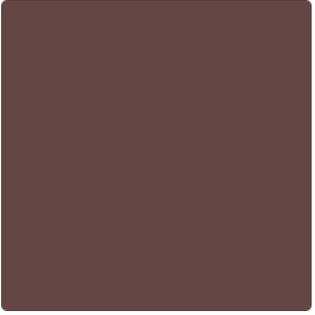
Bleeker Beige HC-80



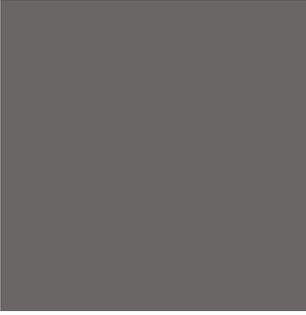
Greenbrier Beige HC-79



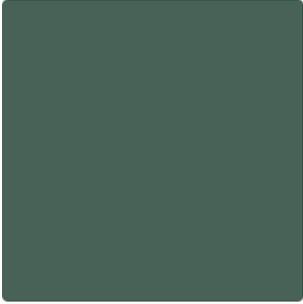
New London Burgundy  
HC-61



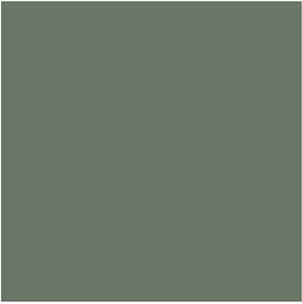
Townsend Harbour Brown  
HC-64



Kendall Charcoal  
HC-166



Lafayette Green – HC-135



Cushing Green – HC-125

## **Awnings and Canopies**

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 the part of the sidewalk that it covers as its own, demanding attention from the passing customer. Awnings provide shade to the interior of the building, as well as to passing pedestrians. They also provide shelter from the rain and snow for visitors entering the building. In some instances, they can provide an alternative 'canvas' for signage. Awnings that reflect the heritage theme, including those made with solid color or stripped patterned canvas, and ones of retractable styles with open sides are preferable, but not required.

### *Design Considerations*

- Choose an appropriate form of awning to suit the window and door arrangement. Awnings can accentuate the entrance door, or can span a full building façade.
- Traditional canvas awnings are retractable, can span over a sidewalk, and are available in a variety of historical colors and patterns. Remote control devices are available to ease extension and retraction.
- Fixed canvas awnings are usually steep to shed snow, and therefore do not extend far over the sidewalk. However, the height of this type of awning can further enhance an otherwise bare building face.
- In all instances, consider the durability of the fabric in regards to weathering. Fading and mould resistant fabrics are preferred. All awnings on a single storefront should have consistent form, material or color.
- Choose a colour(s) keeping with the color scheme for the building, and in keeping with the 'Historical' theme of the town in general.
- Retractable awnings also present an opportunity for an alternative option for signage. However these awnings should not be used for primary signage.
- An awning should not cover important architectural detailing and should respond to the overall configuration of the building façade.
- Awnings should be attached to a solid wall no higher than 300mm above the top of window edge and should extend 1.5m from the building face on streets and be set back 600mm from the sidewalk curb.
- Awnings should be rectangular in shape with straight edges. Awnings shall not have a bottom soffit panel and shall not be backlit.

- An architectural arcade or fixed canopy may be used instead of an awning as long as requirements are met as per the Town of Drumheller Land Use Bylaw. A development permit may be required.
- An architectural arcade or fixed canopy / roof structure are those that might highlight an entrance or extend the full frontage of the store, but shall not include additional support such as a column or post.

## RECOMMENDED



## SIGNAGE (should be consistent with the LUB)

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 competing for the attention of the passing vehicle. Signs fabricated from plexiglass, are back lit, not integrated into the architecture of the building and have less appeal to a consistent theme. Advertising is not limited to just a sign – specials are painted on windows, and removable sandwich board signs are displayed on the sidewalk in front of stores encumbering pedestrian movement. These displays contribute to a cluttered and confusing storefront, they obstruct views into and out of a store and compromise personal and store safety.

### *Design Considerations:*

- Historically, store signs were painted on a wood base, or made of raised wood or ceramic letters mounted on a wood base – materials and techniques possessing a short lifecycle. Type face should be made clear and easy to read. Painted plastic letters and moulded polyurethane signs are currently available which keep historical themes relevant while lessening maintenance issues. Stainless steel letters or similar alternatives are acceptable. Colors should be coordinated with the building.
- Studies show that a passerby can effectively read seven words on a sign and do so in less than 4 seconds. Primary signs should advertise the name of the business and the primary goods or services offered. Typically, font size should not be smaller than 100mm (4”) in height.

- A maximum of one primary sign and one blade (perpendicularly mounted) sign for store face is recommended. Alternatively, primary signage may be permitted on an awning.
- Signs attached to buildings should be integrated with storefronts and externally lit. Backlit or neon type signs are not encouraged as the primary sign.
- An additional blade sign may be attached perpendicular to the façade. Blade signs require a letter from a structural engineer registered to practice in Alberta stating the building can hold the weight of the sign and does not affect the integrity of the building. All blade signs would be permanently affixed to the building with interchangeable center signs for business occupants. Applications for sign permits are made through the Town of Drumheller Development Officer.

## RECOMMENDED



## LIGHTING

Lighting found on storefronts is for safety purposes as well as to highlight signage. Unfortunately, the invention of the backlit plexiglass 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/destination areas show a preference for the more tactile composition of separate signage and lighting on façades.

### *Design Considerations:*

- The primary goal of a light fixture is to be a source for highlighting a specific detail, signage or space on the building façade.
- Lighting should complement a building and should be appropriate to a building's architectural style.
- Lighting of front door areas can be accomplished in two ways. Wall-mounted fixtures with a 'Traditional Heritage' theme (lantern style) can flank a doorway or storefront. A

ceiling mounted fixture for a recessed doorway could take on one of either tow forms – a handing lantern style or a less decorative fixture such as a recessed ceiling fixture.

- Highlighting signage can be accomplished decoratively with attractive ‘Gooseneck’ lighting. Modern versions of the ‘Gooseneck’ are available that are less decorative, but maintain the integrity of selective signage and historical theme.
- Simple, unobtrusive spot lights can also highlight signage that might otherwise not be able to be lit.
- Modern light fixtures with traditional styling come with up-to-date technologies that include ‘dark sky’ compliance and shadow guards.
- Avoid pulsating or flashing lights as well as poorly directed light to the street which will cause distraction for the motorist and inappropriate glare towards neighboring buildings or pedestrians.

## RECOMMENDED



## SEASONAL ADORNMENT

Often overlooked, decorative urns, pots and hanging baskets provide an extra level of décor to a storefront that attract a potential shopper in a way that conveys hospitality as well as adding to ‘steel greening’ opportunities. This small touch offers a welcoming feeling suggesting that this is a friendly place to shop. Window boxes, hanging planters and floor pots or urns can be planted with seasonal floral displays or support other decorative materials.

### *Design Considerations:*

- Durability, creativity, and security are relevant factors when considering this type of adornment.
- Seasonal adornments need to be secured or be heavy enough to deter theft/vandalism.

- Hanging baskets need to be accessible for watering, but also need to be out of the way of passing pedestrians.
- Pots and planters can also be used during the winter with the creative use of dried plant materials, lights, and other ornamentation.
- Appropriate plant material in regards to sun or shade conditions should be considered.
- A coordinated color scheme, including flowers, will enhance the overall appearance of the façade.

## RECOMMENDED



## SIDEWALK RETAILING

Sidewalk retailing accompanies the 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 or additional sidewalk retailing (sales displays).

### *Design Considerations:*

- The existing sidewalk space and pedestrian thoroughfare should not be compromised in any way. In the case of sidewalk patios or food related activities, adequate setbacks should be provided to accommodate staff servicing to avoid spill out onto the public realm. Outdoor patios will need a development permit.
- Sidewalk retailing should be encouraged as this additional activity enlivens the overall ambiance of the streetscape.
- All private activity along the street should be considered temporary. All items should be removable, especially during the off-seasons when snow clearing is an issue. All street fencing should also be removable.

- Any fencing should be kept low (approx. 1 m) so that sight lines and security are not an issue. (Council Policy #C-01-12 outlines criteria)
- Overhead umbrellas should not encompass sidewalk space and should also not obstruct tree canopies. They should also be coordinated in color and style. (Council Policy #C-01-12 outlines criteria)

Overall Urban Design is the process of designing and shaping the physical features of cities, towns and villages and planning for the provision of municipal services to residents and visitors. In contrast to architecture, which focus on the design of individual buildings, urban design deals with the larger scale of groups of buildings, streets and public spaces, whole neighborhoods and districts, and entire cities, with the goal of making urban areas functional, attractive, and sustainable. Urban design is about making connections between people and places, movement and urban form, nature and the built fabric.

### **CHARACTER AND IDENTITY**

The role that urban design plays in establishing character areas lies in good detailed design that improves the setting for community activity. Urban design strategies that support a unique sense of place for the downtown, its neighborhoods, its streets, or the façades of its buildings include the following:

1. The alignment of building front facades with each other along public rights-of-way and public open space ensure buildings are pedestrian friendly.
2. The composition of building heights with consideration given to shadowing, view, land marking and the location of one building relative to another.
3. The articulation of the ground or street-level of buildings to allow for access, visibility of internal activity, spilling out of activities (outdoor patios), and appropriate pedestrian amenities such as weather protection, lighting and seating.
4. The provision of adequate types and sizes of public space with distinguished or unique expressions, including well-designed lighting, seating, landscaping and other amenities.