



# Parksville Downtown Revitalization

CITY OF PARKSVILLE • BUSINESS BY THE BEACH

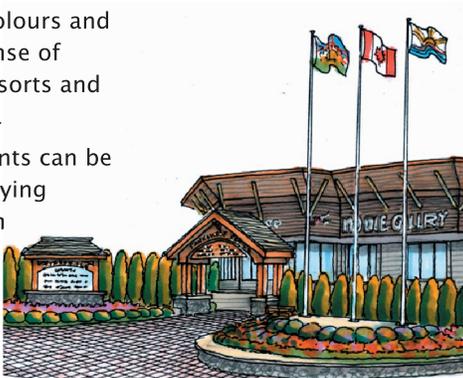
## Façade Design Recommendations

The intent of the façade design recommendations is to assist property owners, merchants and developers in preparing building designs that exemplify West Coast style and create a distinct pedestrian friendly experience for Parksville's downtown area.

By establishing a unique identity with West Coast elements that are repeated throughout the downtown core, residents and visitors should be able to recognize this area as a place that clearly says "Business by the Beach".

West Coast style incorporates natural materials and colours and captures the sense of ocean, beach resorts and natural settings.

Basic storefronts can be enhanced to varying degrees through the application of earth tone colors, wood trim, timber



outriggers, parapets, false gables, awnings, canopies, decorative window and door treatments, landscaping elements and having professionally made signage that is directed to pedestrians.

Dynamic architecture that highlights entry ways such as doors and windows and breaks up continuous lines is key to making the downtown distinct!

These types of façade improvements can be undertaken by the Owner incrementally as finances and practicality allow. ■



*By the year 2010, the City of Parksville will be known for its unique, attractive West Coast streetscapes, a complement to its natural beauty. Street designs encourage the efficient, safe movement of pedestrians and vehicles with ease of access between the beachfront and the downtown. Friendly and inviting businesses offer a range of products and services and welcome local residents and tourists alike to their 'Business by the Beach'.*

# Parksville's West Coast Style

## Resort Elements

As the new beach resorts are key to bringing more people into the downtown, it is recommended that a strong tie-in with the resorts' design features be established.

A West Coast Canopy has been designed to reflect some of the wood elements of the Parksville Beach Club. This treatment is to be focused in the area directly across from the new resorts.



## Building Components

To create a diverse yet cohesive downtown, it is necessary to create aspects on the buildings that offer articulation and definition. Any of the following recommended components can be applied to downtown buildings and are considered a necessary element if there is a continuous roof line and more than one business entry.



## Roof Lines

Roofs are an important feature as they dictate height to width ratios and shape, and form the 'cap' to the façade. In addition, effective roofing materials enhance visual interest from higher buildings.

- An existing building with a flat roof can be dramatically changed with the addition of a false gable or raising parapets. Materials for false gables and parapets can include stucco, timber and hardiplank siding.
- Roofing materials may include cedar shingles or shakes, clay or concrete tiles, slate shingles, and asphalt shingles.
- Clear cedar soffits and cedar fascia trim are recommended as being of a West Coast style.
- Roofing materials including built up roofing (e.g. tar and gravel), corrugated asbestos cement sheets, sheet metal shingles and glass fibre roofing panels are not considered to be of a West Coast style.

## Door Entry Ways and Windows

Door entry ways and windows are key components of an attractive storefront. It is recommended that between 65% and 85% of the ground floor frontage consist of doors and windows.

- Doors are available in a wide variety of materials and designs and can be combined with other components such as sidelights, transoms or windows.
- Windows are a key visual element in successful retail operations. Windows can serve as dramatic showcases for select wares or be used to minimize the barrier between the sidewalk and the store interior.
- Door and window trim should be wooden, painted a complimentary color to the building or treated with a natural stain. The application of trim should add interest, depth and dimension.
- Arbors and trellises can be used to define door entry ways, partially mask the existing façade of a building and tie a variety of different building treatments together. Arbors should be constructed of wooden timber, steel connections and large bolts. Trellises can be incorporated between supporting posts or used as a guardrail. Vines and other climbing plants add a rich and attractive covering to such structures.



## Canopies and Awnings

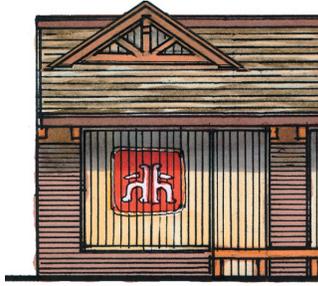
Canopies and awnings are one of the most economical means of providing pedestrian protection from the weather. Selective use of canopies and awnings, which are appropriate in design and color, can also provide added drama, texture and interest. At the same time, canopies and awnings can create unity and visual coherence for the streetscape.

- A West Coast Canopy is a reflection of the beach resorts' timber elements.
- Fabric awnings are used to incorporate splashes of color into the building façade and the streetscape.



## Building Treatment

Visually dominant materials should have the appearance of indigenous natural ones and may include wood, stone, brick or natural tile. Products designed to imitate natural materials, such as hardiplank or veneers, may be incorporated as surface treatments provided they are of a high quality and authentic in appearance.



- Bulwarks, the lower area of a building façade located beneath the window sills, are to be treated with materials that have the appearance of stone, wood, polished concrete or natural tile.
- Siding materials can include wood planking (such as tongue and groove siding), cedar shingles, brick or stone.
- Stucco storefronts are not considered to be of a West Coast style but a select number of existing buildings currently use stucco as a principal building material. Façade improvements can be made to these buildings by the addition of decorative elements such as paint, natural and decorative tile, wood trim, awnings and false vents.

## Lighting

Façade lighting should highlight architectural details, emphasize signage, indicate entrance points and contribute to a safe street environment.

- Building illumination should be façade specific.
- Building illumination should not contribute to excessive light pollution.
- Sign illumination should be exterior and from the front.
- Exterior lighting fixtures should have a marine flavour in keeping with the desired West Coast style.

## Colour

Design solutions for façade treatments can be as simple as repainting schemes. Colour can be used to highlight interesting architectural features and to harmonize discordant elements. Painting is the least expensive manner of both achieving drama and highlighting the personality of a structure.

- Bright colours are best implemented through the use of fabric awnings, banners and plantings.

- Colour for large expanses of surface area should be lighter and more neutral. Colour for smaller areas, such as accent trim, can be more intense and contrasting.
- The use of blue is not recommended for one storey buildings as it tends to blur with the sky line creating the illusion of squatness. However, in the case of 2 storey buildings, the colour blue can be used to visually break up the building facade where visual interest is lacking and the building seems out of scale.
- A regional colour palette for Parksville includes earth tones, neutral pastels, and colours of native and weathered materials such as wood, stone, and brick:

Brick	Taupe	Clay
Rust	Forest Green	Brown
Moss	Sand	Tan
Cream	Ochre	Cedar
Sage	Bisque	Beige

## Signage

Signs have the potential to become so important to a community that they are valued long after their role as commercial markers has ceased. Signs can become valued for their familiarity, their beauty, or their uniqueness.



There is a sign by-law for downtown that reflects the following points. Maximum sizes for signage are specified in the City of Parksville's Downtown Master Plan and Development Guidelines.

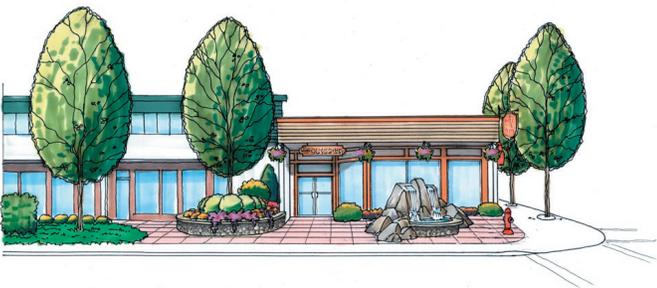
- Signs should work with the building, rather than against it, by respecting the size, scale and design of the building.
- Signage should enhance the pedestrian friendly experience, adding interest without creating visual clutter.
- Signs should be professionally designed and of a high quality construction.
- Advertising, such as menus and merchandise specials, can be achieved using wall plaques.
- Signage on the window should be limited to the name of the business in appliqué letters.
- Fluorescent, neon and backlit aluminum signs on primary fascias should be avoided.

- Sign material should be compatible with façade materials and may include the following:
  - Plain, carved or sandblasted wood.
  - Fabric (awnings or vertical banners).
  - Plastic simulating natural materials.
  - Injection moulded channel letters of an appropriate scale.
- Signage can be mounted directly onto the secondary fascia, set into a fascia band or attached at a right angle to the building face by decorative metal or wooden brackets.

## Landscaping

Landscaping treatments are key to providing a pedestrian friendly experience. Soft landscaping elements (flowers, trees and plants) provide splashes of color and texture, offer protection from the elements, and link individual building facades to the streetscape. Hard landscaping elements (street furniture and fixtures) promote gathering and resting through form and function.

- Flower boxes and baskets are an inexpensive way to add splashes of colour to a building. Flower boxes can be added to the face of a façade or built into overhangs, railings and canopies. Flower baskets can be incorporated into arbors and hung from building projections.
- Flowers in Gateway garden beds should be representative of the “Communities in Bloom” planting list.
- Water features can minimize traffic noise, serve as public art and provide impromptu seating opportunities.



- Vines are an effective means of treating blank wall surfaces and deterring vandalism in the form of graffiti. The growth of vines should be directed by a trellis system that is strong enough to support vegetation without being strong enough to support a person’s weight for climbing.

- Lighting, benches, trash receptacles, bike racks, bollards and tree grates should be of a continuous style that is repeated throughout the community.
- Wrought iron gates and brackets are considered to be of a West Coast style and add visual interest.
- Effective aesthetic elements that contribute to an enjoyable public gathering space include gabled trellises, stamped concrete, pebble stone benches and planters, flagpoles and banners.
- Tree plantings must be tolerant of urban conditions.
- The use of native plant materials is encouraged.
- Murals and public art should incorporate the communities connection to the ocean.

## A Conceptual Approach

As the design recommendations put forth in the proposed façade renderings for the 14 selected downtown buildings are a conceptual approach, the specific requirements of local legislation will need to be worked out in detailed drawings.

For all improvements, additions or new construction, the building designer must ensure that each specific upgrade conforms to all relevant legislation and ordinances including **but not limited to**: The City of Parksville’s Downtown Master Plan and Development Guidelines, Zoning and Sign Bylaws, and the British Columbia Building Code. ■

For more information  
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