

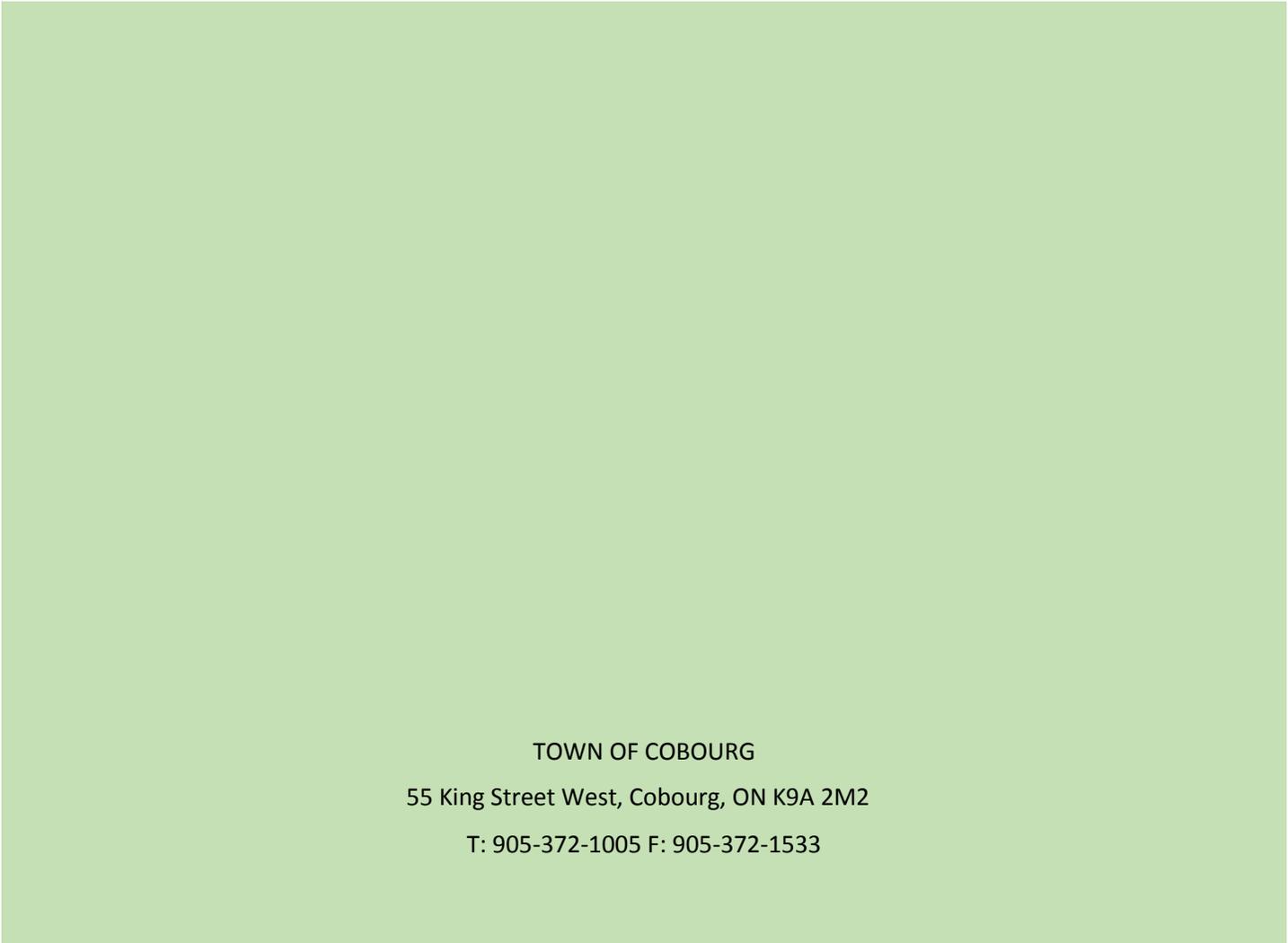


COMMERCIAL CORE HERITAGE CONSERVATION DISTRICT SIGNAGE TOOLKIT

TOWN OF COBOURG

55 King Street West, Cobourg, ON K9A 2M2

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1.0 INTRODUCTION

The Commercial Core Heritage Conservation District (HCD) Property Signage Toolkit is intended to describe and illustrate reasonable standards for signs within the Commercial Core (HCD). This toolkit will assist property owners and business owners in understanding the Town's expectations while encouraging creating and innovative approaches to signs within the Commercial Core HCD. The guidelines within the toolkit will assist in protecting and maintaining the visual quality of the Commercial Core HCD. Signs are intended to act as identifiers for businesses and not a form of advertising.

This toolkit is intended to be read in conjunction with the Town of Cobourg's Sign By-law (#008-2009) and the Commercial Core Heritage Conservation District to the Heritage Master Plan.

2.0 HERITAGE CONSERVATION DISTRICTS (HCD)

Heritage resources are important to the identity of our community and our quality of life.

The Town of Cobourg has a rich history and a lot of important heritage resources. A heritage resource can be a place, landscape, building, monument, or artifact that has cultural heritage value to the community. You can see these heritage resources throughout the Town, including impressive educational and civic buildings, many 19th century residences and grand summer homes, and places like the harbour, waterfront and rail corridors.

We help to conserve these resources for the community through designations, heritage permits and guidelines for heritage property owners. The Heritage Master Plan sets out the overall visions and goals for heritage conservation and management throughout the Town. Additionally, the Town of Cobourg has four Heritage Conservation Districts. Each district has its own plan that provides direction specific to that area.

The four Heritage Conservation Districts include:

- Commercial Core Heritage Conservation District
- George Street Heritage Conservation District
- East Heritage Conservation District
- West Heritage Conservation District

3.0 COMMERCIAL CORE HCD

The Commercial Core Heritage Conservation District (HCD) in the Town was designated under Part V of the Ontario Heritage Act in 1991. The commercial core is an important economic hub in the Town, and contains a rich collection of 19th century commercial buildings that contribute greatly to Cobourg's heritage and identity. The HCD has been used for over two decades to conserve heritage resources and manage change in the historic Downtown core.

The Commercial Core HCD includes:

- Properties that front onto both sides of the section of King Street West from Durham Street to College Street
- Some properties located on George Street, Covert Street, Division Street, Swayne Street, Albert Street, Third Street, and Spring Street.

A map showing the HCD is located below.



4.0 PERMITTED SIGNAGE IN THE COMMERCIAL CORE HCD

Wall Mounted (Fascia) Sign

Definition:

Fascia signs refer to any sign or display attached to or painted across the exterior surface of a building or any part thereof. These types are generally located within the sign band and used to identify the building or business. This type of sign does not extend beyond the building face.

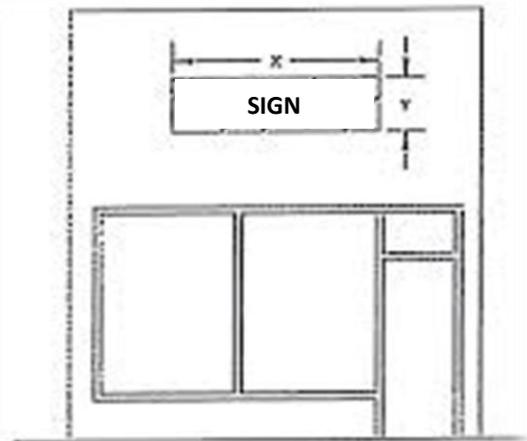
*When there is not an original historic sign band, a mounted sign board with framed boarder is encouraged.

By-law (#008-2009) Highlights:

- The overhand of a fascia sign should not be more than 0.3 meters from the wall surface of the building to which it is attached to.
- The clearance between the lowest portion of the fascia sign and the surface of the ground below the fascia sign should not be less than 3 meters.

Application Requirements:

- Completed heritage application.
- Completed sign application.
- Sample drawing of the sign, including dimensions, colour(s) and material of sign.
- Detailed drawing (stamped by a qualified professional engineer) of how the sign will be mounted to building.



Projecting Signs

Defintion:

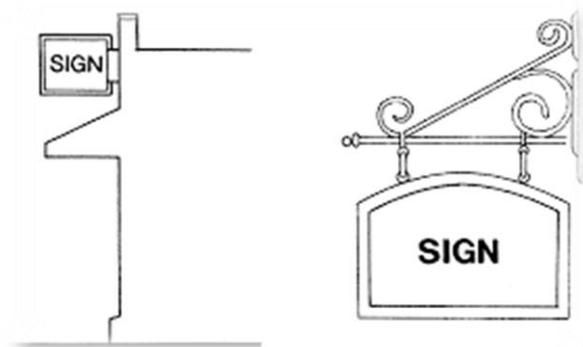
Projecting signs refer to any sign that is attached to the face of a building and extending outwards. These signs are generally secondary to a wall mounted (fascia) sign.

By-law (#008-2009) Highlights:

- N/A.

Application Requirements:

- Completed heritage application.
- Completed sign application.
- Sample drawing of the sign, including dimensions, colour(s) and material of sign.
- Detailed drawing (stamped by a qualified professional engineer) of how the sign will be mounted to building.



Awning Signs

Defintion:

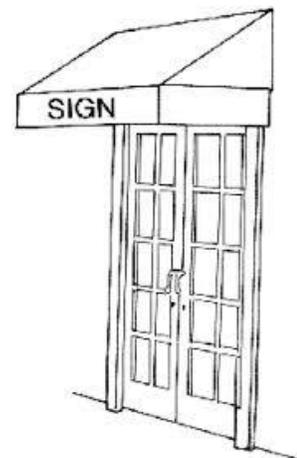
Awning signs refer to printed or painted on, or attached to an awning or canopy above a storefront, door or window.

By-law (#008-2009) Highlights:

- N/A.

Application Requirements:

- Completed heritage application.
- Completed sign application.
- Sample drawing of the sign, including dimensions, colour(s) and material of sign.
- Detailed drawing (stamped by a qualified professional engineer) of how the sign will be mounted to building.



Sandwich Board Signs

Defintions:

Sandwich Board signs refer to portable signs that can stand on their own. These signs are generally located on Municipal property in front of the associated business.

*Metal frames are encouraged for sandwich board signs as they provide better durability than other materials.

By-law (#008-2009) Highlights:

- One (1) per business.
- The maximum size is 0.6 meters wide by 0.9 meters high.
- Expiry of the sign permit will be the same date of expiry of the Certificate of Insurance.

Application Requirements:

- Completed heritage application.
- Completed sign application.
- Signed indemnity form.
- Sample drawing of the sign, including dimensions, colour(s) and material of sign.
- Certificate of Insurance for public liability and property damage insurance in the amount of one million dollars (\$1,000,000) and that the Corporation of the Town of Cobourg is shown as an additional insured on the policy.



Window Lettering

Definition:

Window letter refers to lettering placed on the interior or exterior of windows. Window lettering is generally used to market business information (hours of operations, telephone number, etc.) and highlight the types of services and/or products that are offered.

By-law (#008-2009) Highlights:

- N/A.

Application Requirements:

- Completed heritage application.
- Completed sign application.



5.0 OBJECTIVES AND GUIDELINES

Sign Placement

Objective:

To position signs in such a way that they respect the age, architecture and scale of historic buildings as well as the historic nature of the overall streetscape.

Guidelines:

- Signs should work within and not conflict with existing architectural features.
- Signs are to be located within the building's original sign band* and mounted with decorative brackets and cornices that complement the buildings architecture.
- Signs are to be attached in a manner that does the least amount of damage to the buildings façade.
- Signs can be lettered onto display or transom windows.
- Only one (1) wall-mounted fascia sign is permitted per façade.
- Signs are not permitted above the first floor.
- Roof-mounted signs are prohibited.

*When there is not an original historic sign band, a mounted sign board with framed boarder is encouraged.

Sign Design

Objective:

A sign's design should be integrated into the overall design of the façade and not be the most visible element on the buiding. The shape, material, texture, colours and method of lighting should all be compatible with the building's architecture. Signage design, including colour, content and typeface, should communicate the character of the building and the heritage conservation district in which it is located whilst remaining simple and uncluttered. Lighting should produce an effect similar to daylight.

Size Guidelines:

- A sign should be in proportion to the building and not dominate or overwhelm the façade.
- Maximum coverage of the sign is defined in the sign by-law as 0.6 meters per linear meter of storefront. In Imperial terms, this is calculated by measuring the total length of the storefront in feet and multiplying this distance by the multiple of 2 which will provide the maximum total square footage of the sign. For example, if the store frontage was 20 linear feet, this would be multiplied by 2 which may provide the applicant the ability to provide a sign with a maximum square footage of 40 square feet if appropriate.

- Sandwich Board signs should not exceed 0.6 meters wide by 0.9 meters high on each side (or 2' by 3'). This is in addition to the size of the legs which shall not exceed 0.15 meters or 6 inches.

Content Guidelines:

- Identification is to be the primary reason for placing signs on historic buildings.
- Wording should be simple and concise (referring to the business name or nature of the business). Too much wording dilutes the message.
- Phone numbers, e-mail address and website urls are encouraged, as long as they are not the predominate wording on the sign (not occupying more than 25% of the sign area).
- Street numbers should be clearly visible either on the door itself or on the transom.
- Symbol signs are encouraged as they can be read quickly, add interest to the streetscape, are easier to remember and were often used historically.
- Corporate signage is expected to comply with these guidelines and may require some adaptation in order to be more sympathetic to a heritage building.

Material Guidelines:

- Traditional materials such as wood, metal (brass or bronze), leather, glass and fabric, or other materials that give the appearance of being traditional, are to be used.
- High-gloss plastic is prohibited.

Lettering Guidelines:

- Lettering should be appropriate to the style of the building and heritage conservation district.
- Letter forms and designs should occupy no more than two-thirds ($\frac{2}{3}$) of the total sign area. The maximum letter or symbol height should be forty-five (45) centimeters.

Colour Guidelines:

- Colour choice should be based upon the approved Heritage Colour Palette or heritage paint colour schemes published by major paint manufacturers.
- A limit of three (3) colours which complement the building façade should be used per sign.
- Fluorescent and very bright colours are prohibited.

Lighting Guidelines:

- Signs should only be illuminated from an external, shielded source such as a goose-neck light or pot light.
- Internally illuminated signs are prohibited.

6.0 RESOURCES

Applications:

Heritage Permit and Sign Permit applications are available:

- On our website (www.cobourg.ca)
- At our office: 55 King Street West, Cobourg, ON K9A 2M2
- By e-mail request to djohnson@cobourg.ca

Consultations:

Residents and business owners are encouraged to arrange a pre-consultation with Heritage Planning Staff.

Town of Cobourg's Heritage Colour Palette:



*For a chart of the Town of Cobourg's Heritage Colour Palette, which includes pantone references, please refer to Appendix 'A'.

**Heritage Colour Palette boxes are available at the Planning and Development Office for residents and business owners to sign out. Please note: a \$100 deposit is required at time of sign out.

Town of Cobourg's Heritage Colour Palette

MAIN BODY COLOURS

HERITAGE CODE	MANUFACTURER	COLOUR NAME	MANUFACTURER CODE	PANTONE REFERENCE**	COLOUR GROUPING
M1	Benjamin Moore	Jamestown Blue	HC-148	2177	Blues
M2	Benjamin Moore	Yarmouth Blue	HC-150	5523	Blues
M3	Pratt & Lambert	Wythe House Blue	CW501	5503	Blues
M4	Benjamin Moore	Cloud White	OC130	N/A	Blues
M5	Benjamin Moore	Denim Wash	CC770	2155	Blues
M6	Pratt & Lambert	Williamburg Courthouse White	PL714	N/A	Blues
M7	Pratt & Lambert	Palace Dining Room Pearl Blue Dark	CW612	7542	Blues
M8	Pratt & Lambert	Palace Dining Room Pearl Blue	CW615	538	Blues
M9	Home Hardware	Georgian Bay	HD048	5445/5435	Blues
M10	Benjamin Moore	Cloud White	HC130	N/A	Blues
M11	Benjamin Moore	Georgian Green	HC115	7493	Greens
M12	Benjamin Moore	Castleton Mist	HC1	580	Greens
M13	Pratt & Lambert	Grissell Hay Sea Green	CW411	453	Greens
M14	Pratt & Lambert	Grissell Hay Sea Green Light	CW414	5807	Greens
M15	Benjamin Moore	Kennebunkport Green	HC-123	7494	Greens
M16	Para Paint	Applemint	P2082-4	621	Greens
M17	Pratt & Lambert	Market Square Green Medium Light	CW513	557	Greens
M18	Pratt & Lambert	Nelson Archway Blue Pale	CW715	N/A	Greens
M19	Para Paint	Voyageur Green	P2134-1	2324	Greens
M20	Para Paint	Chrysler Hall White	P2118-0	N/A	Greens
M21	Benjamin Moore	Ranchwood	CC500	401	Neutrals
M22	Home Hardware	Fort George	PF27-3	7531	Neutrals
M23	Pratt & Lambert	Blue Bell Tavern Gray Green	806	7535	Neutrals
M24	Pratt & Lambert	Palace Pale White	CW711	N/A	Neutrals
M25	Pratt & Lambert	Chiswell Gray	CW701	7536	Neutrals
M26	Pratt & Lambert	Bracken Cream Light	CW708	N/A	Neutrals
M27	Pratt & Lambert	Raleigh Tavern Tan Medium	CW216	2309	Browns

M28	Para Paint	Whitewash White	P2089-0	N/A	Browns
M29	Pratt & Lambert	Chowining's Tavern Rose Tan	CW118	4655	Browns
M30	Pratt & Lambert	Bracken Cream	321	N/A	Browns
M31	Pratt & Lambert	Pillar and Arch Wallpaper Cocoa	CW117	4715	Browns
M32	Para Paint	Painted Grain (Tint 1)	P2048-4	N/A	Browns
M33	Benjamin Moore	Waterbury Cream	HC-31	614	Yellows
M34	Benjamin Moore	Roxbury Caramel	HC-42	2311	Yellows
M35	Benjamin Moore	Waterbury Cream	HC-31	614	Yellows
M36	Benjamin Moore	Windham Cream	HC-6	N/A	Yellows
M37	Para Paint	Scrimshaw Ivory (Tint 2)	P2056-1	468	Yellows
M38	Para Paint	Lemon Verbena	P2040-4	N/A	Yellows
M39	Benjamin Moore	Hawthorne Yellow	HC-4	N/A	Yellows
M40	Benjamin Moore	Monterey White	HC-27	N/A	Yellows
M41	Pratt & Lambert at Count Dracula	Light Red Cedar	Special Mix	7576	Others
M42	Para Paint	Wild Phlox	P2047-4	N/A	Others
M43	Para Paint	Mauve	P194-1	5215	Others
M44	Para Paint	Moon Crater	P2354-1	429	Others

TRIM COLOURS

T1	Para Paint	Huronian	P2115-3	2215	Blues
T2	Para Paint	Champlain	P2094-2	5483	Blues
T3	Pratt & Lambert	Robert Carter Plum	CW101	7644	Blues
T4	Pratt & Lambert	Bracken Tenement Blue Slate	732	431	Blues
T5	Para Paint	Elderberry	P2038-5	1815	Blues
T6	Benjamin Moore	Newbury Port Blue	HC-155	2376	Blues
T7	Pratt & Lambert	Prentis Store Gray Green	CW409	2327	Greens
T8	Pratt & Lambert	Palmer House Green	CW419	7763	Greens
T9	Benjamin Moore	Peale Green	HC-121	5615	Greens
T10	Pratt & Lambert	Market Square Tavern Dark Green	CW401	5467	Greens
T11	Para Paint	Fort Vermillion	P2117-8-5	1817	Greens
T12	Para Paint	Black	P2390-5	N/A	Neutrals
T13	Pratt & Lambert	James Geddy Green	402	417	Neutrals
T14	Para Paint	Sampler Red	P2037-3	7608	Neutrals
T15	Pratt & Lambert	Tucker House Chocolate	CW115	439	Neutrals

T16	Pratt & Lambert	William Finnie House Brown	CW116	476	Neutrals
T17	Pratt & Lambert	Bryan House Chocolate	CW120	7518	Neutrals
T18	Para Paint	Bluenose	P2116-3	2377	Yellows
T19	Pratt & Lambert	Wythe House Gold	CW309	618	Yellows
T20	Pratt & Lambert	George Pitt House Caramel	301	7575	Yellows
T21	Benjamin Moore	Gloucester Sage	HC-100	404	Yellows
T22	Pratt & Lambert	Williamsburn Red Cedar	201	7522	Others
T23	Para Paint	Eclipse	P2355-5	7546	Others

**Please note that the Pantones indicated above are for the purposes of signage applications only. Pantones are for coated materials and have not been indicated for black/whites/creams as most of these are consistent with the Town of Cobourg's Heritage Colour Palette and are considered acceptable for signage applications.

Heritage Planning Staff is available for pre-consultation if you wish to discuss colour choices that are not included in this Heritage Colour Palette.