

TOWN OF TURNER VALLEY

DOWNTOWN DESIGN GUIDELINES

This project was managed by Andrea Wilton-Clark, Planning and Development Officer, (B.E.S., M.Env.Des.) of the Town of Turner Valley, and Monique LeBlanc, Community Economic Development Coordinator, Community Futures Highwood. The Town of Turner Valley holds all rights to the content, reproduction and distribution of this document.

TABLE OF CONTENTS

SECTION 1 - INTRODUCTION

- 1.1 An Overview
- 1.2 Purpose and Objectives
- 1.3 Methodology
- 1.4 Study area

SECTION 2 – BACKGROUND INFORMATION

- 2.1 History of Downtown Turner Valley
- 2.2 Existing Conditions of Downtown (Opportunities/Constraints)
 - 2.2.1 Constraints
 - 2.2.2 Opportunities
- 2.3 Core Community Values and General Vision for Downtown Redevelopment
 - 2.3.1 Core Community Values
 - 2.3.2 General Vision for Downtown Redevelopment

SECTION 3. DESIGN GUIDELINES

- 3.1 General Design Principles, Themes, and Concept Plan for Redevelopment
- 3.2 Site Development and Land Uses
 - 3.2.1 Land Use
 - 3.2.2 Streets, Laneways and Street Furniture
 - 3.2.3 Parking
 - 3.2.4 Landscaping and Fencing
 - 3.2.5 Building Placement
 - 3.2.6 Lighting
 - 3.2.7 Vacant Sites and “Gaps”
- 3.3 Building Design and Architecture
 - 3.3.1 Heritage Buildings
 - 3.3.2 Boomtown Style Buildings
 - 3.3.2.1 Boomtown - Massing, Proportion and Scale
 - 3.3.2.2 Boomtown - Roof Forms
 - 3.3.2.3 Boomtown – Detailing, Doors and Windows
 - 3.3.2.4 Boomtown - Materials and Colours
 - 3.3.3 Alberta Ranch Style Buildings
 - 3.3.3.1 Alberta Ranch – Massing, Proportion, and Scale
 - 3.3.3.2 Alberta Ranch - Roof Forms
 - 3.3.3.3 Alberta Ranch – Detailing, Doors and Windows
 - 3.3.3.4 Alberta Ranch - Materials and Colours
- 3.4 Signage Guidelines
 - 3.4.1 Objectives
 - 3.4.2 General Guidelines for All Signs
 - 3.4.3 Types of Signs
 - 3.4.3.1 Window Signs
 - 3.4.3.2 Awning or Canopy Signs
 - 3.4.3.3 Fascia or Flush-Mounted Wall Signs
 - 3.4.3.4 Freestanding Signs
 - 3.4.3.5 “A-frame” or “Sandwich Board” Signs
 - 3.4.3.6 Projecting and Hanging Signs
 - 3.4.3.7 Individual Letter Signs
 - 3.4.3.8 Temporary Signs
 - 3.4.3.9 Prohibited Signs
 - 3.4.3.10 Existing Signs
 - 3.4.4 Lighting of Signs

SECTION 4. SUMMARY / IMPLEMENTATION

SECTION 1 - INTRODUCTION

1.1 AN OVERVIEW

Downtown Turner Valley is the town's commercial centre offering an array of services, retail opportunities and restaurants to its nearly 1800 residents. Despite the considerable residential building and expansion in and around Turner Valley in recent years, little attention has been given to main-street and commercial development. It has now become clear that downtown design guidelines are urgently needed to set a vision for Turner Valley's main street and to offer guidance to prospective business owners and developers.

Sustainability of the downtown as a service centre for the community is a serious concern and a priority to Council. A downtown design guidelines report is proposed to examine design and development options that will enhance the appearance, atmosphere and business opportunities within the area.

1.2 PURPOSE AND OBJECTIVES

The primary objective of this study is to prepare a set of design guidelines for open spaces, parking areas, existing and new buildings, and streetscapes. Downtown design guidelines address long standing issues facing merchants, landowners and councils of Turner Valley:-

- Lack of common vision and direction for downtown redevelopment
- Design incongruence
- Lack of new construction guidelines, or redevelopment/enhancement guidelines for existing buildings
- Preservation of historic characteristics

Public consultations in the form of meetings with business owners as well as focus group discussions were key in creating a vision for the downtown. Implementation of the recommendations and guidelines will take the form of a municipal bylaw, to thereby provide direction and vision for future development in Turner Valley.

Result of these recommendations included:

- Identification of constraints and opportunities.
- Identification of core community values.
- Identification of a vision for downtown redevelopment.
- Identification of design principles and a concept for downtown redevelopment.
- Identification of design guidelines for existing and new buildings, open spaces, parking, landscaping, lighting and signage.
- Drafting of a downtown design guidelines document and bylaw, for review by the public and Council, that provided direction and vision for future development.
- Working toward the creation of a functional downtown that will incorporate high quality development options to enhance Turner Valley's community, together with its cultural and environmental characteristics.

1.3 METHODOLOGY

A preliminary proposal was drafted for Council review and approval by September 30th, 2006. Public input was sought and incorporated into a Downtown Redevelopment Plan in the form of a proposed bylaw. Council is expected to pass the bylaw prior to the end of 2007.

Focus groups provided invaluable public input and information concerning the style, theme and potential design guidelines that should be examined as part of the project. These were held in the form of informal meetings with pictures of existing main streets in other communities on poster-boards to generate ideas and discussions. Various components of downtown revitalization (theme, massing, scale, color, signage, lighting, parking, etc.) were discussed more thoroughly by asking questions including:

- What do you value about Turner Valley?
- What would you like to see in Turner Valley's downtown?
- What kind of uses do you envision for TV downtown?

- Do you have a style, flavour of architecture, theme, or favourite main street (ref. examples on boards) we should consider for TV downtown, etc.?

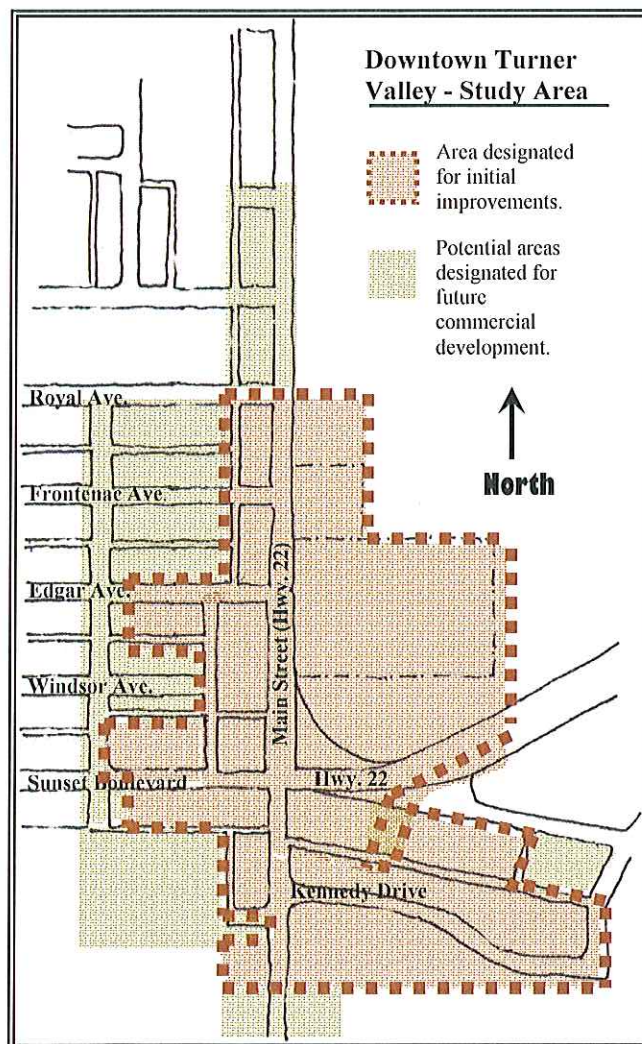
Refer to schedule "A" for copies of public survey questionnaire.

The input gained from these focus group sessions lead to the drafting of the final design guidelines. To assist in moving the process forward in a more efficient manner, a draft design guideline was submitted for public review.

1.4 STUDY AREA

The study area focuses on the commercial downtown area of Turner Valley. While current commercial development is concentrated on the west side of Main Street because of the high concentration of pipelines underlying the land to the east, both sides of the street will be addressed in this study.

Study area boundaries are defined as follows: North - south side of Royal Avenue; South - north side of Kennedy Drive; East - lots adjacent to Hwy 22; Southeast - West side of Veterans Way; West - one block west of Hwy 22, and properties adjacent to Hwy 22. An area map of the study area is shown below.



SECTION 2 – BACKGROUND INFORMATION

2.1 HISTORY OF DOWNTOWN TURNER VALLEY

The early settlers of the 1880's depended on ranching, farming and the coal industry of the area. It was however the discovery of oil in 1914 that changed the profile of Turner Valley, giving way to derricks and burn-off flares, which quickly dotted the horizon for years to come. The early years of the oil and gas industry in Turner Valley were exciting, feverish, and optimistic, with a number of small "shack town" communities springing up in frenzy to house the influx of people moving to the town. Some of these communities are still around today. By the early 1930's the present downtown area had one general store, one post office, a bank, two boarding houses, a barber shop, a café and a cluster of shacks. These buildings were typically false-front buildings, characterized by Boomtown architecture. (*Town of Turner Valley, 1983*).

Over the years, Turner Valley has lost its significance as the centre of the oil industry, and slowly changed into a quiet but charming small residential town. Tucked into the gateway to Kananaskis, portraying a country residential flare, yet distinctly reflecting the historical birth of the oil and gas industry in the area, Turner Valley offers a unique identity.

Today, Turner Valley's downtown is spread between two blocks at the crossroads of Highway 22 northbound and eastbound toward Black Diamond with the average of 6,500 vehicles traveling through during the summer months (*source: Alberta Highways Traffic Volume History 1996-2005, Alberta Infrastructure and Transportation*).

Demand for commercial land remains relatively soft, however residential growth is unprecedented. Turner Valley's population has increased by 13% between 2001 and 2005 (*source: 2005 municipal census*). A moratorium on development was lifted in the spring of 2006, making way for an anticipated three-year backlog of new developments and subdivision applications. There exists a possibility of 200 new lots becoming available over the next year, according to developers. Commercial activity and development is anticipated to increase as a result.

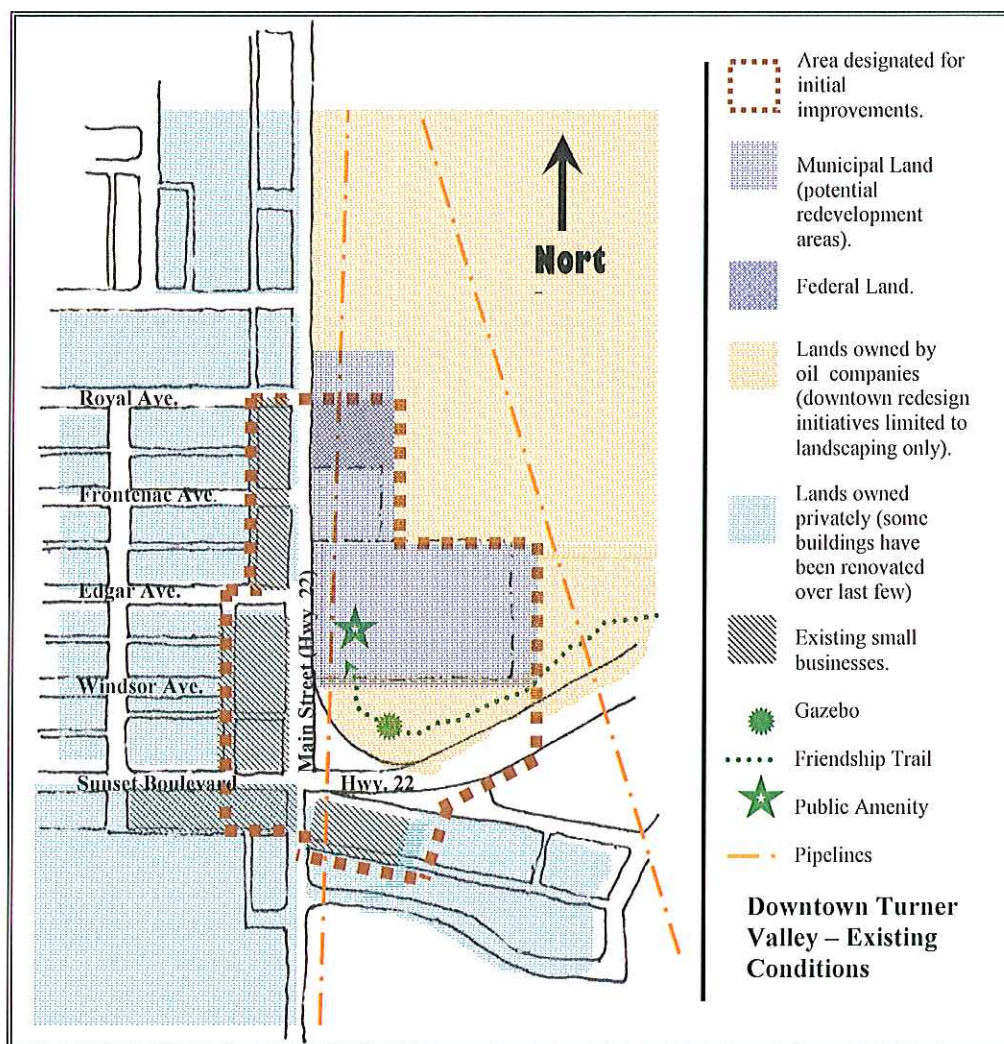


Photos by MML and AWC – Downtown Turner Valley

2.2 EXISTING CONDITIONS OF DOWNTOWN (OPPORTUNITIES/CONSTRAINTS)

Highway #22 northbound is Turner Valley's Main Street. As such, Alberta Transportation has jurisdiction over the street right of way in the downtown area and therefore any design plans for a streetscape program (lighting, landscaping, traffic calming measures, etc.) will require approval from the department prior to adopting any extensive infrastructure improvements.

A considerable portion of the prime real estate along the east side of Main Street is publicly owned. The swimming pool, campground, the Flare and Derrick community centre site, and the vast parking lot around it may offer significant potential for commercial or a mixed commercial-community development. Depending on timing and possibilities, the redevelopment of one of these sites by a private developer could be the impetus for the redevelopment of downtown and other small businesses in the downtown core. Further discussions amongst Council members, business people, and the public need to address these possibilities.



The remainder of real estate along the east side of Main Street is owned by oil companies. This significantly limits developability within the downtown area. While there may be potential to implement certain landscaping features which work with the theme of Main Street (e.g. an interpretive trail with story boards, pathways, street furniture, decorative lighting, etc.), the town needs the oil companies' cooperation and willingness to do so. Their awareness, support and ultimate authorization of proposed enhancement measures will be necessary in completing east side improvements.

Lots on the west side of Main Street are privately owned, and a number of buildings have been renovated on this side of downtown over the last few years. Some businesses have expressed interest in expanding, but have found it difficult due to

shortage of larger commercial lands within the downtown core. Furthermore, economic growth and large box retailers in the region have placed considerable pressure on Turner Valley's small businesses, challenging their viability. Local economic development strategies, put in place over the last few years, have attempted to re-position the town and merchants into the destination market by drawing visitors through special events and specialty shopping and dining experiences to the town. Some businesses reported substantial sales increases as a result of this initiative, while others, regrettably, have continued to struggle.

In its existing form, Turner Valley's downtown offers both a limited selection of commercial lands as well as a limited selection of buildings conducive to prospective businesses.

2.2.1 Constraints:-

- Restricted development area on the east side of Main Street due to oil companies' ownership of lands as well as underground pipelines along this side of the street.
- Buildings on west side of Main Street are small and many need extensive renovations.
- Shortage of large commercial lands.
- Shortage of buildings suitable for many business interests.
- Some businesses struggle to remain viable – this could be either due to the lack of sufficient shoppers in the area or due to offering services or products that are not viable.
- There are no incentives for many existing business owners to renovate their buildings.
- Single-sided main street makes it difficult to create the atmosphere and character often seen in vibrant small-town centers.

2.2.2 Opportunities:-

- 'Undevelopable' lands on the east side of Main Street offer a unique opportunity for open space use. This may include significant landscaping, street furniture, parks, and even an outdoor historic interpretive trail. Recognizing that buildings cannot be erected on at least a portion of these lands, this area may offer significant value to the community and downtown shoppers as a vibrant outdoor park environment.
- Portion(s) of public lands on the east side of Main Street may be considered for development by private developers. A well-designed development on the east side could be the impetus for the redevelopment and renovations on the west side of downtown.
- Pedestrian friendly streetscaping – the installation of new street lights and street landscaping in recent years has made the street more pedestrian friendly. The street environment however could be further enhanced by traffic calming measures, cobble-stoned crosswalks, lighting on the east side (to match the west side), additional vegetation/landscaping, and the addition of street furniture.
- There may be an opportunity to create pockets of larger commercial lands on the periphery of downtown.
- With Turner Valley's existing building stock, there exists an opportunity to make these buildings more pedestrian friendly and architecturally interesting. A design template with architectural guidelines may help developers who are interested in building or renovating commercial or mixed use buildings enhance the building and add interest to the streetscape.
- There is an opportunity to make Main Street an extension of the Friendship Trail. A direct continuation of the trail would encourage more pedestrian activity in the downtown environment.
- There is an opportunity to reinforce Turner Valley's reputation as the "Gateway into Kananaskis", and to establish the town as a destination point for outdoor enthusiasts seeking to spend time in Kananaskis.
- There is an opportunity to reinforce Turner Valley's historical significance in the birth of the oil/gas industry.
- There is an opportunity to establish Turner Valley's reputation as a vibrant destination town at the doorsteps of Kananaskis with a historical relevance and an environmentally sustainable future.

2.3 CORE COMMUNITY VALUES AND GENERAL VISION FOR DOWNTOWN REDEVELOPMENT

2.3.1 Core Community Values

Turner Valley residents were asked to share some of their community values inherent to shaping the town center's function, image, and character. After holding two open house sessions, it became clear that residents of Turner Valley appreciate the town's history, have a strong sense of environmental stewardship and a desire to reclaim natural assets, value their pursuits of healthy lifestyles and various artistic and cultural opportunities, and desire to establish a sense of identity and uniqueness that sets Turner Valley apart from nearby towns and cities. These core community values are categorized and listed below.

A. Honour Turner Valley's history and foster awareness:

- *Aboriginals*: Honour and showcase aboriginal influence and culture.
- *Early settlers*: Honour and showcase early settlers in the Turner Valley area.
- *Ranching*: Recognize the importance of ranching in the early years of Turner Valley. Ranching not only brought the first settlers to the region, but it continues to be an integral part of culture and lives of residents of the area today.
- *Oil Industry*: Recognize the importance of the oil industry which put Turner Valley on the map in Alberta and in Canada.

B. Establish environmentally friendly ways for future growth and development:

- *Establish sustainable ways* and strategies to building and development
- *Showcase environmental reclamation efforts*; model environmental reclamation, stewardship, and redevelopment efforts
- *Establish a new reputation* for Turner Valley as the "Guardians/Protectors of the Kananaskis"

C. Pursue healthy lifestyle, outdoor recreation, and cultural opportunities:

- *Outdoor recreation*
- *Environmental stewardship*
- *Simple lifestyle*
- *Strong family values and family events*
- *Artistic culture*
- *Musical culture*
- *Cowboy culture*

D. Distinguish Turner Valley's character and image from Black Diamond or Okotoks: Showcase Turner Valley's unique identity -

- *As the "Gateway to Kananaskis"*: capture and enhance feeling of being in the great outdoors.
- *As an "environmentally friendly" town*.
- *As a town with historical significance (i.e. ranching and oil industry)*: capture and enhance historical identity in future development of the main street.
- *As a town with significant cultural pursuits/interests*: facilitate opportunities to showcase and celebrate Turner Valley's artistic and musical culture, simple family-oriented lifestyle, cowboy culture, and outdoor pursuits.

2.3.2 General Vision for Downtown Redevelopment

The redevelopment of Turner Valley's downtown is really about restoring it as the hub and the heart of community life – a place to live, shop, govern, seek professional services, gather and celebrate, and a place where residents come to be entertained. Furthermore, it is about restoring the "sense of place", the ambiance and the character that Turner Valley's main street once held.

Turner Valley residents were asked to share some of their specific ideas for the redevelopment of the commercial center of the town. Their vision is a reflection of the core values listed above, which were used to establish the fundamental principles for future planning and development of Turner Valley's main street environment. The various categories of this vision are listed below:-

A. Open parks and pathways:

- Preserve open parks wherever possible
- Redevelop "gaps" between buildings as small gardens and sitting areas
- Ensure that open parks and pathways are a continuation of the Friendship Trail and other pathway systems
- Reflect "Gateway to Kananaskis" concept
- The use of murals and interpretive displays could enhance awareness of Turner Valley's history (ranching, oil/gas, early settlers of area).
- Use natural materials like timber and rock as landscaping elements
- Use xeriscaping model wherever possible.
- Use eco-friendly products such as recycled rubber or materials for pathways

- Provide opportunities for events to attract visitors and locals to the downtown area

B. Functions, Uses and Activities:

- Should offer public use facilities and amenities aimed at creating learning opportunities, such as a cultural centre, library or museum.
- Commercial development should comprise only of small retail and community-based services with no allowance for big box stores
- Should accommodate mixed-use development, with retail on the ground level and residential on the upper levels.
- Partnerships such as assisted living accommodations and services combined with recreation facilities.

C. The street environment:

- Over time be beautified with the addition of trees, street lamps, and other street-scaping elements.
- Should make use of street-scaping elements reflective of the natural environment (timber, rock, etc.)
- Should enforce bylaws to keep street environment tidy and clean (i.e. weed control, garbage, dilapidated signage, etc.)

D. Future development on the East side of main street:

- Keep as much of the open parks as possible as a staging ground for public events.
- A small outdoor theatre, plaza, or a larger gazebo located away from the roads would be ideal to serve community functions.
- Any development on this side should incorporate pathways, interpretive trails with historic information boards.
- Small retail and public amenity uses such as cultural and education facilities were seen as most appropriate for this side.

E. Building Design and Architectural Definition

- Architectural style should reflect history of area (boomtown and ranching).
- Restore older buildings where possible; newer buildings should be built to blend in with street environment.

SECTION 3. DESIGN GUIDELINES

Design guidelines provide an important tool in shaping the direction and future development of an area. They give investors and town staff a foundation from which to start enhancement of the commercial heart of the town. By capitalizing on the community's strengths, and incrementally introducing changes and upgrades, the area will evolve into the vision set and approved by the public.

Design guidelines help promote an attractive setting that will encourage development and enhance the destination appeal of downtown. The aim is to create:

- New investment opportunities
- Expand on social and cultural initiatives
- Set high quality development standards through responsible urban design, architectural and landscape controls
- Work with developers and business owners to market the area.
- Allocate sufficient marketing budget to advertise and promote
- Monitor progress and make adjustments where necessary

3.1 GENERAL DESIGN PRINCIPLES, THEMES, AND CONCEPT PLAN FOR REDEVELOPMENT

The general principles for the design guidelines are based on the community's core values and visions for main street redevelopment. There are a number of key principles fundamental to shaping the final concept for the main street design.

Town as "Gateway to Kananaskis" Firstly, it is important to recognize Turner Valley as a "Gateway to Kananaskis", geographically situated in one of the most beautiful locations within Southern Alberta. In fact, many hikers and outdoor enthusiasts from Calgary and neighbouring areas go through Turner Valley on their way to Kananaskis. Building on this

principle, architectural elements should reflect the natural environment surrounding the town through the use of materials such as timber, rock, aggregates, etc.. These natural materials could easily be infused through architectural accents on buildings as well as in the design of open spaces, paths, benches, lighting, and signage found in the downtown core.

Historical significance and residential character Secondly, it is important to recognize Turner Valley's historical significance as well as today's residential character. This may be identified through the portrayal of a combination of boomtown architecture as well as Alberta ranch architecture. Boomtown architecture is authentic to the town's downtown and provides for relatively easy conversion opportunities in existing buildings (i.e. installation of a false front versus completely new design) as well as an easy palette to follow for new developments. Ranching is also authentic to the Turner Valley area. While not used in commercial settings, a ranching theme is reflective of the area's historical beginnings as well as the residential image it holds today. The use of ranch style should however be limited to a select few buildings only, and only to buildings which are public use oriented. The blend of Boomtown and Alberta ranch styles will create an interesting dynamic in the downtown environment while embracing the town's historical significance and character.

Sustainable building and development Thirdly, it is important to recognize Turner Valley's keen interest and dedication to sustainable ways of building and development. This would imply energy-efficient buildings and construction methods, and innovative technologies which reduce the overall impact on the environment. While visible remnants of the oil and gas industry in Turner Valley may suggest a certain misuse of the environment in the past, the town is now dedicated to redefining its reputation as proponents and protectors of the environment.

All in all, the merging of the above three principles results in a redevelopment concept that is very unique to Turner Valley. New commercial development in Turner Valley should therefore portray elements of Boomtown or Alberta ranch style architecture with an appropriate palette of colors, materials, massing, scale and proportion consistent throughout the revitalization area. New landscaping and streetscaping endeavours should reflect natural architectural accents, using rocks, timber and aggregate materials, echoing the town's surroundings and reinforcing its merging identity as the gateway to Kananaskis. Furthermore, all building and landscaping developments should seek resource-efficient methods and technologies.

The following design guidelines are laid out to reinforce these principles. When these guidelines are followed, the restoration of existing structures and the building of new developments will result in a harmonious street profile, offering the desired ambiance, character, and architectural interest.

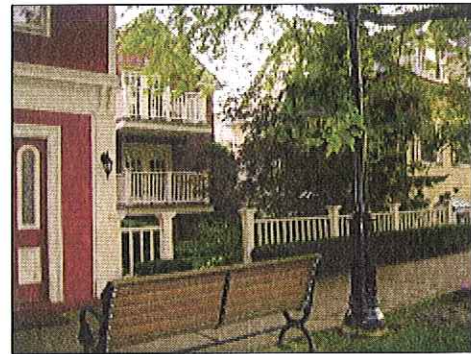
3.2 SITE DEVELOPMENT AND LAND USES

3.2.1 Land Use

The downtown revitalization area should be comprised of a number of land uses, combining living and commercial components with pedestrian targeted elements such as parks and pathways. Residential use in conjunction with appropriate commercial development should be encouraged as one means of sustaining and enhancing the vitality of the downtown and to aid economic expansion. The following uses should be encouraged:-

- Commercial / business
- Mixed use – commercial on the main floor and residential on second floor
- Public amenity – parks and pathways (possibility of historic interpretive trail with story boards)

3.2.2 Streets, Laneways and Street Furniture



Photos by AWC – Halifax, Bragg Creek, Niagara on the Lake

The creation of a pedestrian friendly streetscape begins with the street itself. The objective is to create a streetscape which invites pedestrian activity, where open spaces are incorporated into the downtown design, and where development reflects responsible planning with a vision to protecting and embracing the surrounding environment. Vegetation, lighting, and street furniture can make a significant difference in the atmosphere of a street. The width of the street, the arrangement of parking lanes and parking lots, crosswalks, and pavement materials further define its character and atmosphere.

Laneways - Laneways should appear clean and well cared for. Cluttered laneways will detract from the overall appearance of the downtown core. The laneway side of lots should also be landscaped and accented with architectural treatment. New services (including electricity, cable, telephone, etc.) must be located underground. Access for vehicles, especially delivery trucks, must be maintained. Walls, docks, fences, storage units and bollards must be designed in accordance with building design. (*Town of Canmore A-12, 2005*)

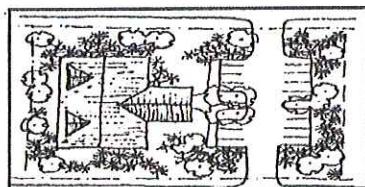
Street Furniture - Street furniture is another key component of street profile and the public domain. It can define the street atmosphere, and it can create resting areas for shoppers.

- Street furniture should be low maintenance and vandal resistant.
- Street furniture should be manufactured from natural materials like timber, rock, or aggregate materials appropriate for the streetscape design.
- Corporate advertising should not be allowed on benches.
- The use of street furniture should be encouraged in gaps between buildings, in front of buildings where possible, along pathways, and in public amenity spaces.

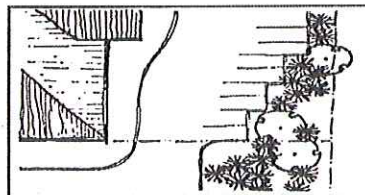
3.2.3 Parking

In trying to create a pedestrian oriented downtown atmosphere, parking should not be the dominant feature of a street environment. Bylaws should reflect a requirement for on-site parking to not detract from the streetscape. Turner Valley's current land use bylaws cite parking requirements at front of property (20.2.2).

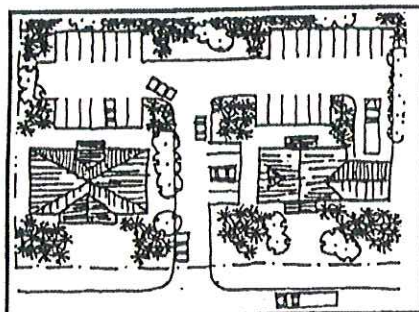
- The parking lane of downtown's main streets should be broken up by landscaping features at the corners of intersections.
- Parking areas other than street parking should be located at the rear of properties.
- Large parking areas (in excess of 15 stalls) should be broken up into smaller areas or visually separated using landscaped islands (*Town of Cochrane DARP, 2005*)
- Parking areas should be designed, landscaped and screened to be pedestrian friendly and to blend with the design of the building and the surrounding streetscape. (*Town of Canmore LUB E-12, 2005*)
- Parking lots/areas should be clearly marked at the site. Additional directional signage should be located ahead of the lot to provide motorists ample time to enter. Signage size and style must complement theme (see Section 3.4.3 Types of Signs)
- All parking areas and developments should provide parking for bicycles and non-motorized forms of transportation.



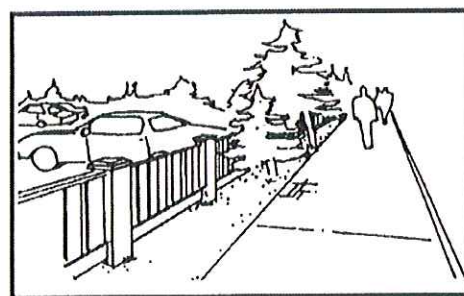
Side-yard parking on double frontage.



Parking should be set back and screened.



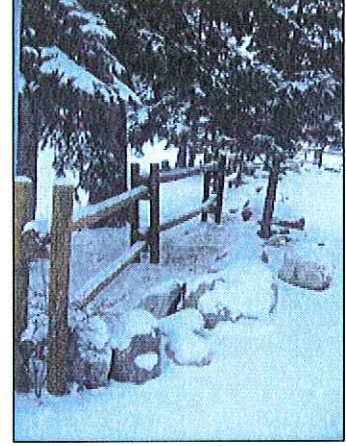
Rear parking is linked by a shared access.



Parking areas should be landscaped and screened.

(Source: *Town of Canmore LUB E-12, 2005*)

3.2.4 Landscaping and Fencing



Photos by AWC – Canmore and Bragg Creek

Landscaping around properties is a critical part of downtown revitalization initiatives. Landscaping can be used to buffer visually unappealing environments, to signify rest areas for shoppers, to provide shelter from sun and the rain, and to create a pedestrian friendly atmosphere. Landscaping is not limited to vegetation but includes elements such as fencing, decorative rock work, retaining walls and walkways. Landscaping of vacant spaces with the use of vegetation, benches, bicycle racks, advertisement boards, etc. can enhance the street atmosphere by creating a meeting or a rest area for shoppers. (*Canmore LUB E-13, 2005*)

- All new development applications should include details of existing and proposed landscape plans for the site.
- Landscaping should be used to screen areas which detract from the aesthetic objectives of the downtown area (e.g. parking, vehicle storage, loading areas, etc.)
- Encourage xeriscaping (drought resistant); use indigenous plant, tree and shrub species.
- Use natural materials like timber, rock or exposed aggregate for landscaping elements such as planters, fencing, retaining walls, street furniture, advertisement boards and walkways. Use of plastic, non-aggregate finish concrete or plywood should not be permitted for use in landscaping.
- Fencing should be carefully designed to visually complement the proposed development in style, color, detail and materials. Fencing should be low-level, and continuous with the building façade where possible to form a continuous and cohesive wall of enclosure along the street. (*Town of Turner Valley 1980*)
- Wooden planters and barrels containing a predominance of various shrubberies should be used in addition to static landscaped areas. (*Town of Turner Valley 1983*)
- The landscaping plan should include at least one location for the potential storage of snow. (*Town of Canmore LUB E-13, 2005*)

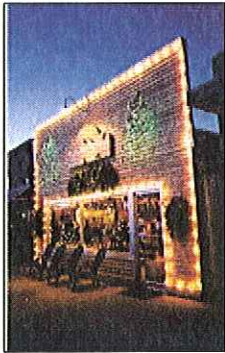
3.2.5 Building Placement

The location of buildings is key in creating a harmonious and continuous pedestrian friendly downtown environment. Misplaced buildings, jogged far from adjoining sites or far back from the sidewalk, tend to be less inviting to pedestrians. The placement of buildings should be determined by the setbacks stated in the land use bylaw, and by due consideration given to adjacent developments, the site's natural features as well as view lines.

- New developments must clearly relate to adjacent developments to ensure continuity in the overall streetscape. (*Town of Canmore LUB E-13, 2005*)
- The design and location of individual buildings should enhance the overall streetscape. (*Town of Canmore LUB E-13, 2005*)
- Buildings on corner sites must address all facing streets, adjacent buildings as well as buildings on opposing corners. (*Town of Canmore LUB E-13, 2005*)
- Buildings should be oriented to the street and complement the street environment.
- Buildings should have clearly defined entry areas facing the street or have appropriate sidewalk access to side or rear entrances.
- Developments abutting pedestrian pathways or sidewalks should integrate on-site pathways with the public walkway system. (*Town of Canmore LUB E-13, 2005*)

3.2.6 Lighting

Lighting can significantly impact (enhance or detract from) the night-time pedestrian atmosphere of downtown. Scale, location, material, and brightness all contribute to the visual appeal and the functionality of lighting.



Photos by MML and from the Internet

The following guidelines apply to lighting:

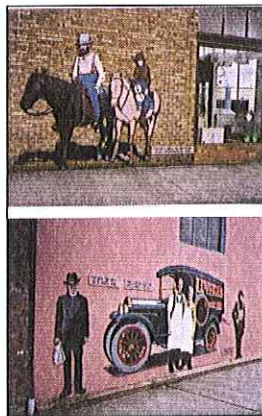
- Lighting should be decorative, and it should reflect pedestrian scale
- Selected lighting style should blend in well with the historic streetscape and any individual lighting treatment should ensure that it will be coherent with the lighting of the streetscape as a whole. (*Turner Valley 1983*)
- Fixtures should be mounted no higher than 4m.
- Lighting should be low impact.
- Use of solar power or alternative energy sources should be encouraged.
- All development applications should contain a detailed lighting plan for the site. The plan should include illustrations of light fixture design, height, location and extent of light pool. (*Town of Canmore LUB E-13, 2005*)
- Recommended colors: dark tones (bright hues should not be permitted). (*Town of Canmore LUB E-13, 2005*)
- Recommended materials: painted metal, wood or weathering steel. (*Town of Canmore LUB E-13, 2005*)
- Recommended light source: should provide control of visible light source (no fully exposed light bulb) (*Town of Canmore LUB E-13, 2005*)
- Light fixtures should be equipped with white light only. (*Town of Canmore LUB E-13, 2005*)

3.2.7 Vacant Sites and “Gaps”

There are a number of vacant sites in Turner Valley. Some of these are deemed undevelopable due to the afore-mentioned constraints of underground pipelines. There are also sites which are “gaps” between developments due to the far setbacks of certain buildings, creating voids in the streetscape and an interruption to the rhythm of the street. These “gaps” are due to early building and planning methods, where buildings were moved and placed unevenly on lots, creating these spatial voids between neighbouring buildings.



Vacant site in Canmore;
Photo by AWC 2006



Murals in Fort Benton, MO;
Photo by ML 2005

Vacant sites and “gaps” along mainstreet provide an opportunity to create sitting areas and courtyards in the downtown core. Historic murals could decorate the sides of exterior walls siding onto vacant sites (or gaps). A series of storyboards of Turner Valley’s origin and history could be created as part of an interpretive walkway.

- New developments proposing gaps or significant setbacks from the sidewalk should be discouraged.
- Where gaps exist, development of pedestrian pathways, pocket gardens, sitting areas, and creative fencing will help make more effective use of the space in an appealing fashion.
- Wall murals on sides of buildings next to a “gap” should be allowable.
- Vacant sites should be maintained by their owners. (*Town of Canmore LUB E-13, 2005*)

3.3 BUILDING DESIGN AND ARCHITECTURE

Commercial development in Turner Valley should portray elements of Boomtown and Early Commercial style which originally defined the town in the early 1900's. In recognition of the town's historical significance, older buildings should be restored to this style, and character defining elements should be preserved wherever possible. However, the aim of new developments should not be to re-create heritage architecture, but rather to ensure that they are representative or reflective of the character of the oil and gas era of the 1920's and 1930's. This may be done in a contemporary fashion, as long as new developments are in keeping with the palette of colors, materials, massing, scale and proportion listed below. The objective is to create a harmonious, small-town, pedestrian-oriented street character reflective of Turner Valley's history, as well to echo and reinforce through materials and design elements the beauty and the significance of the natural environment surrounding the town.

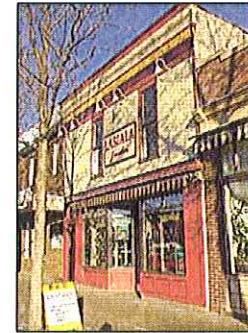
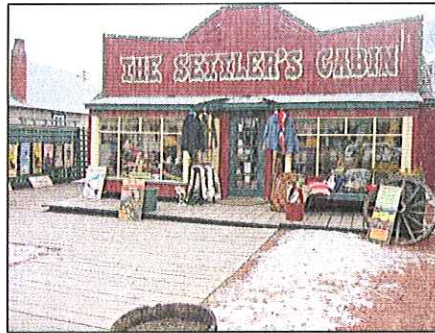
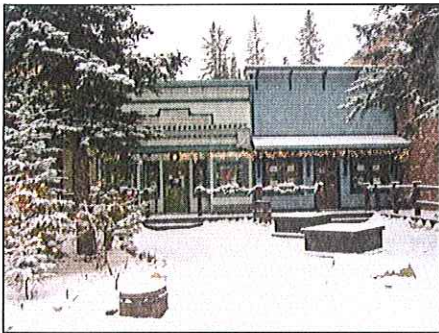
Some larger commercial and/or public use oriented developments may choose to portray an Alberta ranch style. New buildings or renovation of existing buildings that are geared toward uses such as a community hall, a public library, the town hall, or an education centre would be ideal for this architectural style. The intent of this style of development would be to reflect the residential nature of the town as well as to echo the historical significance of ranching in the community. The reason that this style is recommended to be limited to only a select few developments is in that this development should be a focal point within the downtown core with boomtown style serving as a backdrop. This style is further discussed below.

Architectural elements used in buildings should reflect the surrounding natural environment. Timber and rock accents may be integrated in both boomtown and ranching style developments. Environmentally friendly ways of building and development should also be sought out in an effort to reduce the overall impact on the environment.

3.3.1 Heritage Buildings

Heritage buildings should be restored to their original Boomtown or Early Commercial style. Design guidelines and character defining elements are laid out in The Alberta Main Street Programme's "Downtown Historic Area Design Guidelines" for both of these early building styles.

- Where buildings or storefronts have been externally altered, they should be restored whenever possible. The original design should be determined by examining photographs of the early 1920's and 30's era and by investigating any original material and details that remain beneath the changes. (*Turner Valley, 1983*)
- When details are obscured, reference should be made to the design guidelines listed under Section 3.3.2 Boomtown Style. Assistance should be sought from a restoration expert to ensure appropriate application.



Photos by MML and AWC – Bragg Creek, Canmore, Fort McLeod

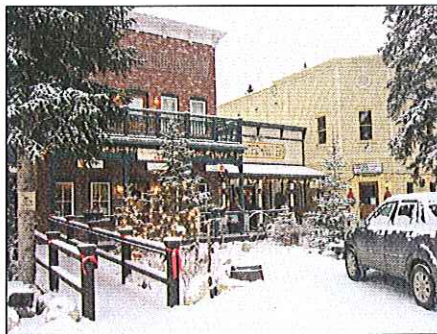
3.3.2 Boomtown Style Buildings

3.3.2.1 Boomtown - Massing, Proportion and Scale

The massing and scale of new developments must be designed with people in mind. This is particularly important at the street-level of buildings, in order to create an inviting and friendly street environment. Furthermore, the massing of new developments must be in proportion to their immediate surroundings to create a harmonious downtown environment. With this in mind, the following guidelines apply:-

- Front mass ratio is the relationship between the width and height of the front façade of the building. Three basic front mass ratios were used in the early communities: 1 to 1, 1 to 1.5, and 1.5 to 1. (*Town of Turner Valley 1983*)
- The massing of Boomtown style is generally accepted as being non-directional, lending a rather "boxy" look. This non-directional "boxy" character should be maintained. (*Town of Turner Valley 1983*)

- The front of any building may give a predominantly vertical, horizontal or a non-directional quality or character. The architecture of the early Turner Valley era is generally non-directional, lending a rather “boxy” look. It is recommended that this non-directional “boxy” character be maintained. (*Town of Turner Valley 1983*)
- Buildings should reflect the pattern of individually owned shops with relatively narrow frontages (7-15m) rather than one large structure. The front facades of buildings must use design elements which divide their expanse. (*Town of Canmore LUB E-13, 2005*)
- Varying the setbacks and roof patterns for portions of larger buildings helps to define such individual store fronts. (*Town of Canmore LUB E-13, 2005*)
- Architectural detailing, recessing or protruding windows or entries, and variations in height and roof lines will also reduce the mass of a building. (*Town of Canmore LUB E-13, 2005*)



Photos by AWC and MML – Bragg Creek and Fort McLeod

3.3.2.2 Boomtown - Roof Forms

Boomtown style is best known for buildings whose front façade is upwardly extended beyond the end gable, forming a false or boomtown front (the Alberta Main Street Programme). The false front likely offered a larger façade and allowed increased signage and visibility of the business. The Early Commercial style was adaptation of the Boomtown style, with generally two storey structures with parapets and decorated cornices. Roof forms should reflect Boomtown and Early Commercial roof styles:-

- False facades (gable roof with false front)
- Parapet and cornice design

3.3.2.3 Boomtown - Detailing, Doors and Windows

The placement of doors and windows on the front façade varied from building to building, achieving an individual building character. Where two storey buildings existed, second storey windows were generally much smaller and fewer than openings on the ground floor. Entrances were either at the sidewalk level or a step or two up. Doorways were more elongated in comparison to our modern doors, and were generally flush with the tops of adjacent ground floor windows. Often small windows were placed above entrances, further emphasizing their height. Door designs also varied, adding character. Roll-up canvas awnings and wooden awnings were a predominant feature and also greatly contributed to a building's character (*Town of Turner Valley 1983*). It is recommended that:-

- Major window openings should be confined to the lower level (*Town of Turner Valley 1983*)
- Entries to shops and the building must be well defined. They should punctuate the street and offer some form of shelter. Entrance doors should be at sidewalk level or a step or two up. Doors should open onto the sidewalk or set back in a recessed entranceway. (*Town of Turner Valley 1983*)
- Small windows may be placed above entrances, emphasizing the height of the doorway. (*Town of Turner Valley 1983*)
- Door designs should be varied, adding character and uniqueness to the building.
- In two storey structures, second storey windows should be smaller and fewer than openings on the ground floor. (*Town of Turner Valley 1983*)
- Doorways should generally be flush with the tops of adjacent ground floor windows.
- Decorative elements reflective of early 1900's architecture like cap-boards, decorated cornices, storefront cornices, sign-bands, bulkheads, and transom windows should be considered wherever possible. (*Town of Turner Valley 1983*)
- Wooden awnings or roll-up canvas awnings should be considered in the detailing of new developments. (*Town of Turner Valley 1983*)

3.3.2.4 Boomtown - Materials and Colours

The predominant exterior materials in the early 1920's and 1930's were generally painted wood siding. While the colour palette during the settlement period was fairly limited, it was customary to use two or three colours to create an overall building paint scheme. Details such as window sash, doors, panels, brackets and trim were highlighted by using contrasting paint colours. The following guidelines apply for Main Street materials and colour choices:-

- Colours and materials should complement natural landscape setting.
- No vinyl siding permitted
- Building materials should be wood, stone, brick, or stucco. The use of materials that look like wood but are concrete base (i.e. "hardie board") or wood composites may also be permitted.
- Window and door frames should be painted – (no clear/metal coloured anodized aluminium window or door frames permitted)
- Exposed side walls should have identical materials as front façade.
- Reflective-coated or mirrored glass should not be permitted.
- Colour scheme should reflect earth tones or even muted shades of green, blue and yellow. Contrasting paint colours should be used on details such as window sashes, doors, panels, brackets and/or trim.
- Bright and glaring colours, those not defined by natural earth tones, should not be allowed.
- In deciding upon a color or trim, the surrounding buildings' color should be taken into consideration to avoid repetition or an inharmonious clash. (*Town of Turner Valley 1983*)

3.3.3 Alberta Ranch Style Buildings

The first settlers to the Turner Valley area were ranchers in the 1880's, and despite the oil industry's abrupt arrival in the 1930's, ranching continues to be a significant part of many residents' lives in the area today. The portrayal of this sense of lifestyle and heritage therefore was deemed as a vital component by residents for the mainstreet redevelopment design.



Photo by AWC – Bragg Creek



Photo (Internet) – The Rancho Restaurant



Photo (Internet) – A Typical Southern Alberta Ranch Home

While the lifestyle of ranching may inspire a certain sense of identity, the Alberta ranch home has in fact been defined by a variety of architectural styles over the last century. In the beginning, many new settlers built either simple log cabins with dovetail or saddle-notched joints, or one-room shacks framed with two-by-four studs and covered with horizontal drop siding and gently sloping roofs. When milled lumber and manufactured building supplies became readily available by the early 1900's, larger 1 ½ to 2 story wood-frame buildings were built in a wide range of plans and styles. Many ranchers chose pre-built or mail-order houses. With increasing prosperity, affluent southern Alberta cattle ranchers had their homes designed by architects with romantic interpretations of classical, baroque and gothic styles. The Craft movement, reflected by such architects as Edwin Lutyens and C.F.A. Voysey, also gained immense popularity at this time. Today, modern dwellings on ranches range from simple stucco bungalow styles to elaborate log construction or timber-frame designs.

Despite the fact that the architectural styles of ranch dwellings have evolved considerably over the past century, there are a number of design elements that seem common to them all, and it is these basic commonalities that inspire the sense of the Alberta ranch style. These common characteristics are seen in the compact wide plans, 1 ½ to 2 story elevations, low pitched roofs, verandas with roof overhangs offering shelter from elements, and in the use of vernacular building materials such as stone, river rock, slate, timber, and lumber.

Because the style of the ranch dwelling is not as easily defined and prescribed as boomtown in the previous section, it is strongly recommended that builders/developers seeking to establish this character for their building work with an architect in the design of their buildings .

3.3.3.1 Alberta Ranch - Massing, Proportion, and Scale

The building should not appear too big for its site. In fact, Alberta ranch homes were surrounded by open spaces, with wrap-around verandas accentuating the dwelling's relationship to the outdoors. The building therefore must fit comfortably on its site with room for walkways and public interaction on all sides of the building.

- The width of the front facade should be greater than the height of the front façade. The ratio of width to height should be as much as 3:1 but not less than 1.5:1.
- Ranch homes were located far from other built structures. The building should be set away from buildings on adjacent lots and should seek to establish a relationship through design with open space surrounding it (through the use of ground-floor wrap-around porches, outdoor furniture or art, landscaping, etc.).
- View plane to and from the building to preserve relationship to surrounding open space and streetscape.
- The front of the building should give a predominantly horizontal quality and character.
- Building should reflect the pattern of one large structure. The front façades of buildings must use design elements which reinforce the horizontal massing and character of the ranching home (through the use of verandas and roof lines).
- Two story structures should drop the roof line to just above the first story (e.g. veranda roof-line).

3.3.3.2 Alberta Ranch - Roof Forms

Dwellings on ranches are best known for low-pitched roofs and roof-lines extending over verandas or wrap-around porches. False beam-ends or triangular brackets supporting broad eaves are also recognized as popular features in ranch style roof forms. Roof forms should reflect:-

- Low or medium pitched gabled or hipped roof form
- Separate roof covering for entrance porch or wrap-around veranda.
- Triangular brackets or false beam-ends to support broad eaves (over broad verandas).
- Exposed rafter ends.

3.3.3.3 Alberta Ranch - Detailing, Doors, and Windows

The placement of doors and windows on the front façade varied greatly in the Alberta ranch home design over the last century. Where two story buildings existed, second story windows were generally smaller and fewer than openings on the ground floor. Entrances were either at the ground level or a few steps up at the veranda elevation. It is recommended that the following design details be considered:-

- Use of natural materials like timber, lumber, rock, stone, or even some man-made materials such as brick, concrete and stucco which have the same natural earthen quality. Timber frame, log home, wood-frame with wood-cladding is most representative of ranch style dwellings over the past century.
- Use of wood as structural, cladding, roofing (and roof-trim), and decorative material.
- Use of dormer windows in two-story structures.
- Detailing around doors and windows relatively simple yet elegant.
- Use of wide verandas and wrap-around porches.
- Use of triangular brackets and false beam-ends under broad eaves.
- Use of tapered wood posts and stone pedestals.

3.3.3.4 Alberta Ranch – Materials and Colours

The predominant exterior materials were generally timber or painted wood siding.

- Colours and materials should complement natural landscape setting.
- No vinyl siding permitted.
- Building materials must be wood, stone, brick, and stucco. The use of materials that look like wood but are concrete base (i.e. "hardie board") or wood composites may also be permitted.
- Window and door frames must be painted – (no clear/metal coloured anodized aluminium window or door frames permitted)
- Exposed side walls should have identical materials and architectural definition as front façade.
- Reflective-coated or mirrored glass not permitted
- Colour scheme should reflect earth tones or even muted shades of green, blue and yellow. Contrasting paint colours should be used on details such as window sashes, doors, panels, brackets and/or trim.
- Bright and glaring colours, those not defined by natural earth tones, should not be allowed.

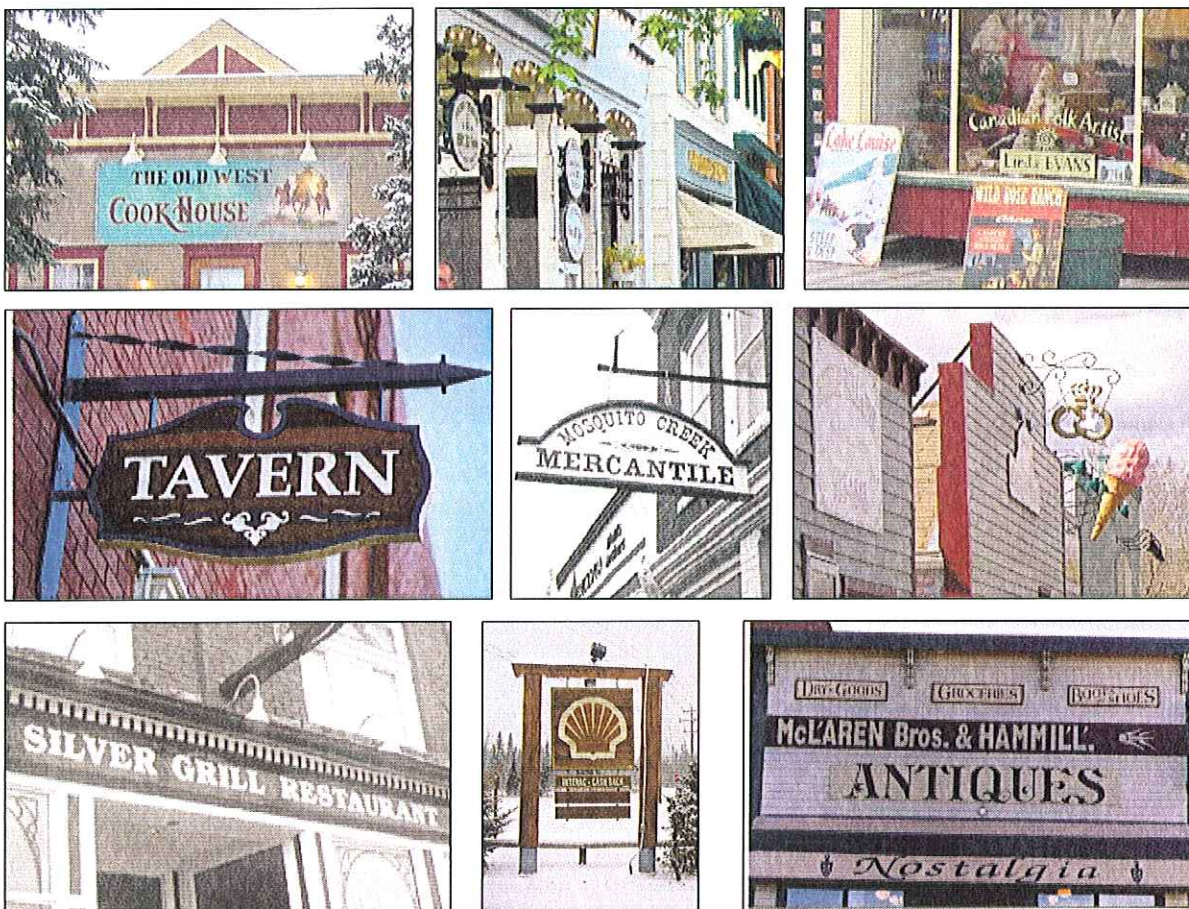
- In deciding upon a color or trim, the surrounding buildings' color should be taken into consideration to avoid repetition or an inharmonious clash. (*Town of Turner Valley 1983*)

3.4 Signage Guidelines

3.4.1 Objectives

The objective of signage guidelines is set out the parameters within which signs can be designed, sized, and placed. Signage in the downtown core should meet the following objectives:-

- reflect the historic theme and the natural surroundings intended for the area
- portray a visually interesting, well detailed design appropriate to the use it is advertising
- clearly identify the name and general nature of the business



Collection of Photos by Alberta Main Street Project, AWC and MML – Fort McLeod, Bragg Creek, Black Diamond, Canmore, Niagara on the Lake, Nanton

3.4.2 General guidelines for all signs

Generally, signs during the early Turner Valley era were either painted directly onto the front façade of the building in large clear block lettering, painted on boards mounted on the front façade, or extended over the sidewalk in the form of a small wooden hanging sign or wooden readerboard. These types of signs were often complemented by a collection of a few permanently lettered words applied directly on the shop window. As a general guide, the above types of signs should be considered as most appropriate. Wood would be the most authentic material for the signs. (*Town of Turner Valley 1983*)

- Along the streetscape, the collection of signs should be carefully blended to ensure that they are visually compatible from one building to the next and that there is a simple clean approach to all signs. Business and general information signs should be compatible. (*Town of Turner Valley 1983*) The following general guidelines apply to all sign options:

- There should be a maximum of two signs per business frontage. These two signs cannot be the same type but must be a combination of two of the allowable building signage types. (*Town of Canmore LUB E-13, 2005*)
- There should be a maximum of one externally illuminated sign per business frontage is permitted. (*Town of Canmore LUB E-13, 2005*)
- Sign background should not be made with “day-glow”, fluorescent, luminous or reflective materials. Lettering may be accepted in luminous or reflective material providing the approving authority feels that the sign type and location warrants it. (*Town of Canmore LUB E-13, 2005*)
- Lettering should not extend to edge of sign area; a bordering element either on the sign face or around the edge of the sign must be included (*Town of Canmore LUB E-13, 2005*)
- The use of fonts reflective of the architectural style of the building, or fonts reflective of the nature of the business, are recommended.

3.4.3 Types of Signs

There are a variety of sign types which meet the objectives of downtown’s revitalization. There are also a number of sign types which are contrary to these objectives, and therefore should not be permitted in new developments. The following are general definitions and guidelines pertaining to these sign types.

3.4.3.1 Window Signs

Window signs are signs that are placed in the windows of buildings and can be read from the exterior of the building. These signs can be made from neon, paint, decals, and painted or carved wood or metal. (*Town of Canmore LUB E-13, 2005*)

- up to 1m² located in either the top or bottom 1/3 of a second-floor window
- up to 1m² temporary paper advertising on a main-floor window
- one sign per business frontage
- vinyl or painted lettering in gold, silver, white or other pale colours put directly onto the window surface is preferred

3.4.3.2 Awning or Canopy Signs

Awning and canopy signs are signs that are displayed directly on the awning or canopy. Awnings or canopy signs are usually made of fabric or are building extensions and are either retractable or permanent. Their function is intended to protect pedestrians from the sun, rain and snow. Note that bubble awnings should not be permitted. (*Town of Canmore LUB E-13, 2005*)

- awnings should be fastened onto buildings a minimum of 0.6m below parapet and above window openings (Canmore)
- the bottom of the sign shall not be less than 2.4 m (8ft.) above grade
- the vertical dimension of a sign shall not exceed 1.5 m (5 ft.)
- the copy area of the sign shall not exceed 50% of the exposed edge or face of the awning
- awnings should not exceed the width of the storefront windows; where continuous storefront windows are used, awnings should not exceed 4m in length. (*Town of Canmore LUB E-13, 2005*)
- no more than one message and accompanying logo per awning (*Town of Canmore LUB E-13, 2005*)
- no more than one awning per store front.
- awnings should not be lit by an indirect lighting source (*Town of Canmore LUB E-13, 2005*)

3.4.3.3 Fascia or Flush-Mounted Wall Signs

These are signs that are mounted directly onto the building façade and are generally located above the business entrance. (Canmore)

- a fascia sign shall not extend more than 0.3m (12 in.) out from the face of a building wall and shall not extend beyond the building wall
- must be located a minimum of 0.5m (1.6ft) below the top of the parapet or roof line
- maximum area of sign for a 9m storefront should be no greater than 1.8m²; for storefronts exceeding 9m in length an additional 0.1m² per 1.5m of length is permitted to a maximum of 7.5m². (*Town of Canmore LUB E-13, 2005*)
- should be of a consistent size with other fascia signs and at the same level as fascia signs on the same premises or adjacent buildings
- wall signs should be placed in the sign-board area and be centered in the storefront where possible
- lettering height shall not exceed 200mm with the first letter of the message not exceeding 300mm
- colours should be darker tones with lettering and logs using contrasting colours; colours should match or complement the building facade

- these signs can be made from painted, stained or carved wood, painted or nonferrous metals, and where appropriate, rusted or weathered steel. (*Town of Canmore LUB E-13, 2005*)

3.4.3.4 Freestanding Signs

These are signs that are structurally independent and are not attached to any other building. Free standing signs are mounted either on a foundation, one pole, or suspended between two or more poles. (*Town of Canmore LUB E-13, 2005*)

- freestanding signs should not exceed the height of the principal building and be a maximum of 4m (13ft) in height (*Town of Canmore LUB E-13, 2005*)
- maximum area for a freestanding sign within the revitalization area should not exceed 2m² (*Town of Canmore LUB E-13, 2005*)
- all portions of the sign must be set back 0/6 m (2ft.) from the property line.
- one free standing sign permitted per property, with a minimum distance of 100 ft between freestanding signs
- colors should be predominantly dark tones with lettering and logs using other contrasting colors; the preferred materials are painted or stained wood, painted or nonferrous metal and where appropriate, rusted or weathered steel (*Town of Canmore LUB E-13, 2005*). Timber and rock may be used to detail the foundation or other structural component of the sign.
- Free-standing signs should be linked to the primary building on the lot through architectural detailing and landscaping. (*Town of Canmore LUB E-13, 2005*)
- There should be a minimum 2m wide landscaped area around all sides of the sign base.
- The area designated for changeable copy signs on free-standing signs should be restricted to 20% of the total area of the sign. (*Town of Canmore LUB E-13, 2005*)

3.4.3.5 “A-frame” or “Sandwich Board” Signs

These are signs formed with two boards which are hinged at one end and placed on the sidewalk in front of a business premise. They are generally made of painted wood with some signs including an option of a changing message.

- A-board signs should generally be discouraged except for special occasions advertising a temporary use or function (e.g. open house sign). (*Town of Canmore LUB E-13, 2005*)
- Should not exceed 0.6m (3ft.) in width and 1m (3.3ft.) in height; and
- Should not impede the safe movement of pedestrian traffic or block a fire exit or doorway;
- Should be removed at the end of the business day; and
- Should be restricted to one sign per business; and
- Should not be illuminated.

3.4.3.6 Projecting and Hanging Signs

These are signs that are either mounted on a building at right angles to the façade or are hung from the building overhang either parallel or at right angles to the façade. (*Town of Canmore LUB E-13, 2005*)

- It is generally recommended that stores having no front setback should not be able to accommodate hanging or projecting signs; however, at the discretion of the approving authority, these signs may be permitted to project over any abutting public roadway of municipality-owned property or easement if Council grants such encroachment and the applicant or owner enters into an encroachment and save-harmless agreement with the municipality.
- Only one hanging or projecting sign per business is permitted.
- A projecting sign should have a vertical clearance of a minimum of 2.4m (8ft.)
- The maximum projection from the building should not exceed 1.5m (5 ft.)
- The maximum proximity from the projecting sign to the horizontal frontage of an adjacent business should not exceed more than 1.5m (5 ft.)
- Projecting signs should be installed at a 90 ° angle right angles to the building.
- Colors should be predominantly dark earth-tones with lettering and logos using other contrasting colors. Colors should match or complement the building façade where possible.
- Preferred materials are painted, carved or stained wood, painted or nonferrous metals and where appropriate, rusted or weathered steel. (*Town of Canmore LUB E-13, 2005*)

3.4.3.7 Individual Letter Signs

Individual letter signs are signs made up of individual three-dimensional letters that spell out the name of the business. These are permitted as long as:-

- Maximum width of the overall sign is 2m.
- Maximum size of lower-case letter is 150mm and capital letters is 250mm
- Maximum of one letter sign per business frontage

- Letter colors should be dark earth-tones with highlights in other contrasting colors. Colors should contrast with the color of the building façade to ensure legibility. (*Town of Canmore LUB E-13, 2005*)
- Preferred materials are painted, carved or stained wood, painted or nonferrous metal, and where appropriate, rusted or weathered steel. (*Town of Canmore LUB E-13, 2005*)
- Internally lit letters should not be permitted.

3.4.3.8 Temporary Signs

Temporary signs are generally used to announce or promote special events or celebrations of a public nature.

- Temporary signs may be installed for a maximum of two weeks prior to the event and must be removed within 24 hours following an event.
- “A-frame” or “sandwich board” signs may be used for temporary advertising.

3.4.3.9 Prohibited Signs

- Signs with internal lighting (backlit signs) –no flashing or running lights can be used on a sign
- Vinyl lettering, fluorescent, luminous or reflective materials
- Mobile signs
- Roof signs
- Billboards
- Obsolete or dilapidated signs
- Product advertisement on exterior of building
- Free standing signs exceeding 4 m in height
- Changeable copy signs, unless included in a free standing sign containing other signs
- Plastic signs
- Banners or flags used as permanent signs
- Bubble awnings

3.4.3.10 Existing Signs

Existing signs approved prior to the ratification of these guidelines are legal, non-conforming signs which will not be subject to these guidelines. The Town will solicit the cooperation of owners of non-conforming signs in making the necessary changes to their signs.

3.4.4 Lighting of Signs

Where illumination of signage is needed, external lighting is preferred. These can be in the form of gooseneck lights or halogen spotlights, keeping the intensity of the light to a minimum.

- Signs or awnings should not be internally lit, except where it might be appropriate to the historic character of the building such as neon signage (see window sign).
- Lighting of signs should be indirect (e.g. spot lighting).
- Lighting fixtures should blend in with the character of the building it is located on.
- Use of solar power or alternative energy sources should be encouraged.
- Materials for lighting fixtures should be painted metal, wood or weathering steel.
- Light fixture should be equipped with white light only.



Photos by Alberta Main Street Project, AWC and MML – Fort McLeod, Bragg Creek, and from the Internet

4.0 Summary/Implementation

Development applications for properties located within the downtown redevelopment footprint area will be subject to review by the Development Officer and the Municipal Planning Commission. It will be their responsibility to ensure the intent of the guidelines is followed and that the proposed development fits within the general design principles and theme of the redevelopment plan.

The Design Guidelines outlined in this plan identify a vision, reflective of the community's core values, for Turner Valley's main street environment. The Guidelines identify steps and design elements geared towards redevelopment. It is, however, necessary to recognize that change and transformation of the downtown core will take time. The implementation of this concept will require the enthusiasm of the residents, the support of the business community, the dedication of the development authority, along with the general commitment of the building and development industry.

Central to downtown's revitalization is the identification of the types of businesses that can realistically flourish in Turner Valley. These will necessarily be businesses capable of withstanding big box competition and existing services in nearby communities. If Turner Valley can succeed in attracting the right combination of businesses, then consumers from Millarville, Okotoks, Black Diamond, and even Calgary and beyond may come to see Turner Valley's downtown core as a destination. Art galleries, coffee-shops, restaurants, furniture and home accessory stores, specialty clothing, quality consignment stores, and other shops may begin to form the fabric of this type of desirable shopping destination. Professional offices for lawyers, doctors, accountants, photographers, and others may complement these businesses.

It is anticipated that the growing residential base of Turner Valley will in time entice an increased interest in commercial activity within the town's center. Applications for new commercial development in the downtown core will have to comply with the recommendations of the Design Guidelines, including landscaping, signage, lighting and building requirements.

Existing buildings in the downtown core may remain in their present condition until such time that the owners of the individual buildings seek redevelopment or renovation of the building. When an individual owner is interested in renovating or slightly modifying the exterior of an existing building, such modifications will have to comply with the recommendations of the Design Guidelines, including landscaping, signage, lighting and building requirements.

There are considerable lands within the downtown core that are owned by the Town. Over time, these areas may be redeveloped by the Town or sold to private developers interested in commercial development. All initiatives for development on these lands will have to comply with the recommendations of the Design Guidelines.

The adoption of the *Downtown Design Guidelines* by Council will begin the process of transforming Turner Valley's downtown area into the vision created by its residents. By promoting the community's assets and natural setting, and honouring the core values on which these guidelines are based, Turner Valley's downtown will, over time, transform into a vibrant and inviting cultural destination. The implementation of design guidelines will create a framework the commercial community can use to protect and strengthen its uniqueness, celebrate its history and promote Turner Valley as a place to visit, live and work.