

TOWNSHIP OF UXBRIDGE
51 TORONTO ST. S.
UXBRIDGE ONTARIO



Dear Patron,

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

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

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

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

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

Best wishes,
Uxbridge Heritage Committee

HERITAGE UXBRIDGE



Heritage Uxbridge Sign Guidelines

February 1, 2018

COMMERCIAL FEATURES

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



SIGNAGE

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

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



DESIGN

- Traditional materials such as wood, brass, or bronze and wrought iron brackets should be used. Plastic or vinyl signs should be avoided.
- Letter styles appropriate to the period of the structure are encouraged. These include styles such as Roman Clarendon, Egyptian, and sans serif, a style of typeface with simple lines and which there are no fine lines (serifs) at the ends of the main strokes of the characters. Typeface should reflect the image of the particular business and the building, and harmonize with the style of the structure.



- Capital letters are generally more legible than lower case letters. The total message, including the letter forms and designs, should generally occupy about two thirds of the total sign area.
- Heritage colours are to be used. A 'Heritage' palette of colours is available through many major paint companies. Uncomplicated colour schemes are strongly recommended.
- Symbols are often more recognizable than lettering, and a combination of both often results in a suitable and attractive sign that fits into the distinctive and traditional confines of the By-Law.
- The size of the sign is regulated by the Sign By-Law. It maintains an area ration of sign to building.



STOREFRONTS

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



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FENCES, PATIOS AND LANDSCAPES

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

a) Fences

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



b) Patios

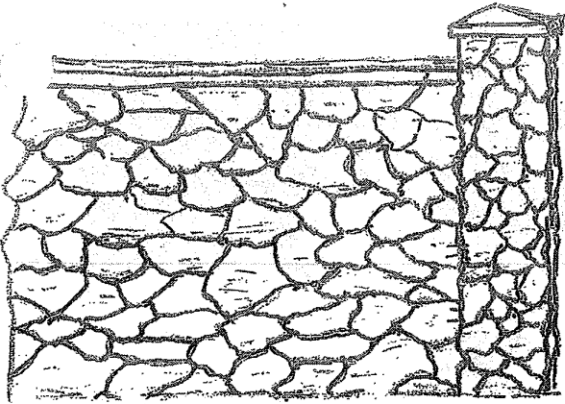
- Patios are a welcome structure.

c) Landscape

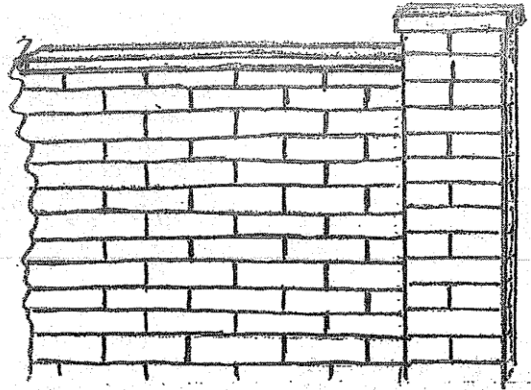
- Flower arrangements and landscaping can also reflect the heritage environment and enhance the historical appearance. Many plants and flowers that reflect the time period can still be obtained.



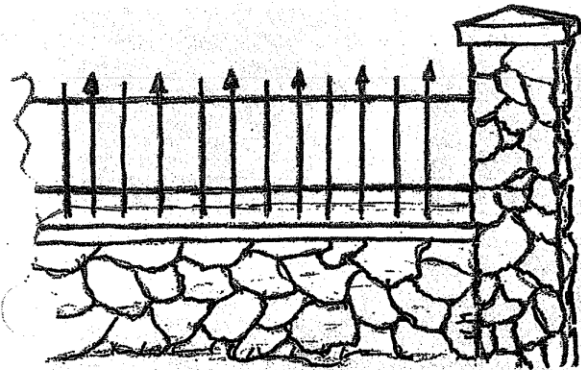
FENCES



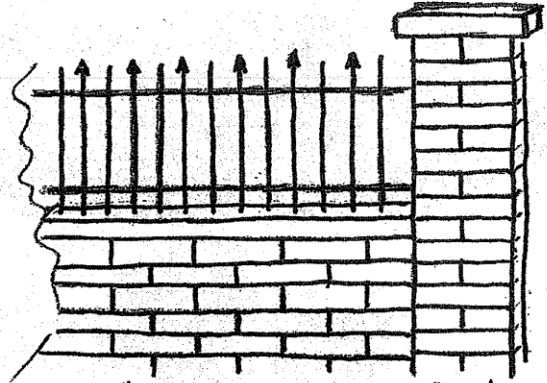
STONE



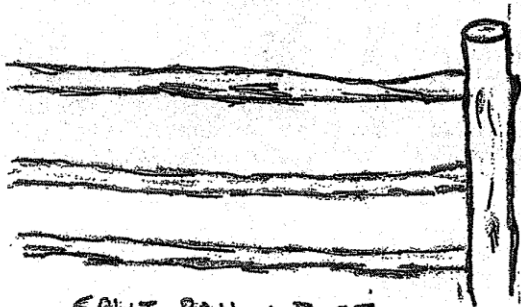
BRICK



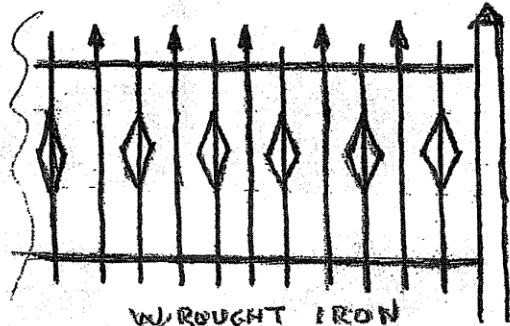
STONE + WROUGHT IRON



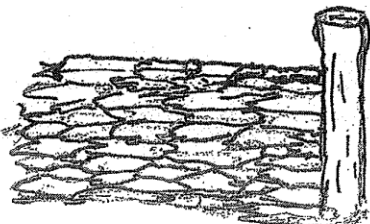
BRICK + WROUGHT IRON



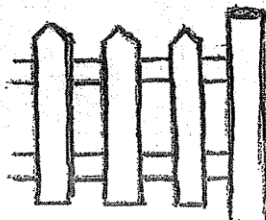
SPLIT RAIL + POST



WROUGHT IRON



DRY STONE



PICKET



CEDAR HEDGE

SECTION 5 - SPECIAL SIGN DISTRICT

- 5.1 For the purposes of this by-law the following area shall be defined as the Special Sign District for the Township of Uxbridge:
- (a) The Downtown Sign District as delineated in Schedule "A" attached hereto and by this reference forming part of this By-law.
- 5.2.1 Each application for a sign permit in the Special Sign District shall be submitted to Heritage Uxbridge for its review and comment and shall be accompanied by:
- a) A photograph of the facade on which the proposed wall sign is to be erected and, in the case of a ground sign, the location on the property where the ground sign is to be located.
 - b) The type, character, dimensions and design of the proposed sign including, the historically appropriate colours of the sign. Lettering and/or fonts in keeping with the heritage style such as, but not limited to, Roman, Egyptian, Clarendon, San Serif.
 - c) The sign must be composed of such materials and in such a manner that it appears to be of traditional and historically appropriate character, maintaining a heritage look.
 - d) A cross-section of the proposed wall sign and the method to be used in affixing to the wall of the building.
 - e) The proposed means of external illumination of any sign, shall be restricted to goose neck lamps, traditional hooded spot lights, lighting recessed in an architectural feature, and/or lighting concealed in relief lettering.
 - f) Any additional information that Heritage Uxbridge may prescribe or require.
- 5.2.2 The Council of the Township of Uxbridge shall grant final approval of all signs within the Special Sign District that have not been approved by Heritage Uxbridge prior to the issuance of a permit.
- 5.2.3 If producing a new sign (or replacing an existing one) for a business that has an established, corporate sign/marquee/logo, the owner shall use historically relevant materials and colours when creating/designing/producing the sign.
- 5.3.1 No person shall place, erect, install or display or cause to be placed, erected, installed or displayed any sign in the Special Sign District that is not in conformity with the regulations

contained in this By-law.

- 5.3.2 Schedule "C" of this By-law shall not apply to a residential zone located in the Special Sign District.
- 5.4 No sign erected in this area shall obstruct or interfere with any architectural detailing on a building.
- 5.5 No mobile, readograph or internally illuminated sign shall be placed, erected, installed or displayed in the Special Sign District.
- 5.6 Notwithstanding Section 5.5, a permanent readograph sign shall be permitted for religious institutions and cinemas located in the Special Sign District for the purpose of identifying times of services and/or programs at that location.
- 5.7 No strobe or neon lighting displays shall be placed, erected, installed or displayed in the Special Sign District and this would include flashing or animated signs, video display signs, video billboards or any sign that spins or rotates.
- 5.7.1 Graphics or text that pertain to and/or advertise the business shall be permitted in windows of the business, but shall not occupy more than 30% of any window. Film/foil that is attached to the window that is blank (containing no graphics/imagery, wording or numbers) shall be permitted, regardless of the amount/percentage of window that it occupies.
- 5.8 One A-frame sign conforming to Section 5.2.1 (b) and not exceeding 1.04 metres in area may be placed immediately in front of a business premise such that neither vehicular nor pedestrian traffic is impeded in any way and is present only during the hours of operation for the business.
- 5.9 All existing signs shall be brought into compliance with this By-law when a business is sold or a sign is in need of replacement.

SCHEDULE "A"
TO BY-LAW 2016-097

SCHEDULE "C"
TO BY-LAW NO. 2002-059, AS AMENDED

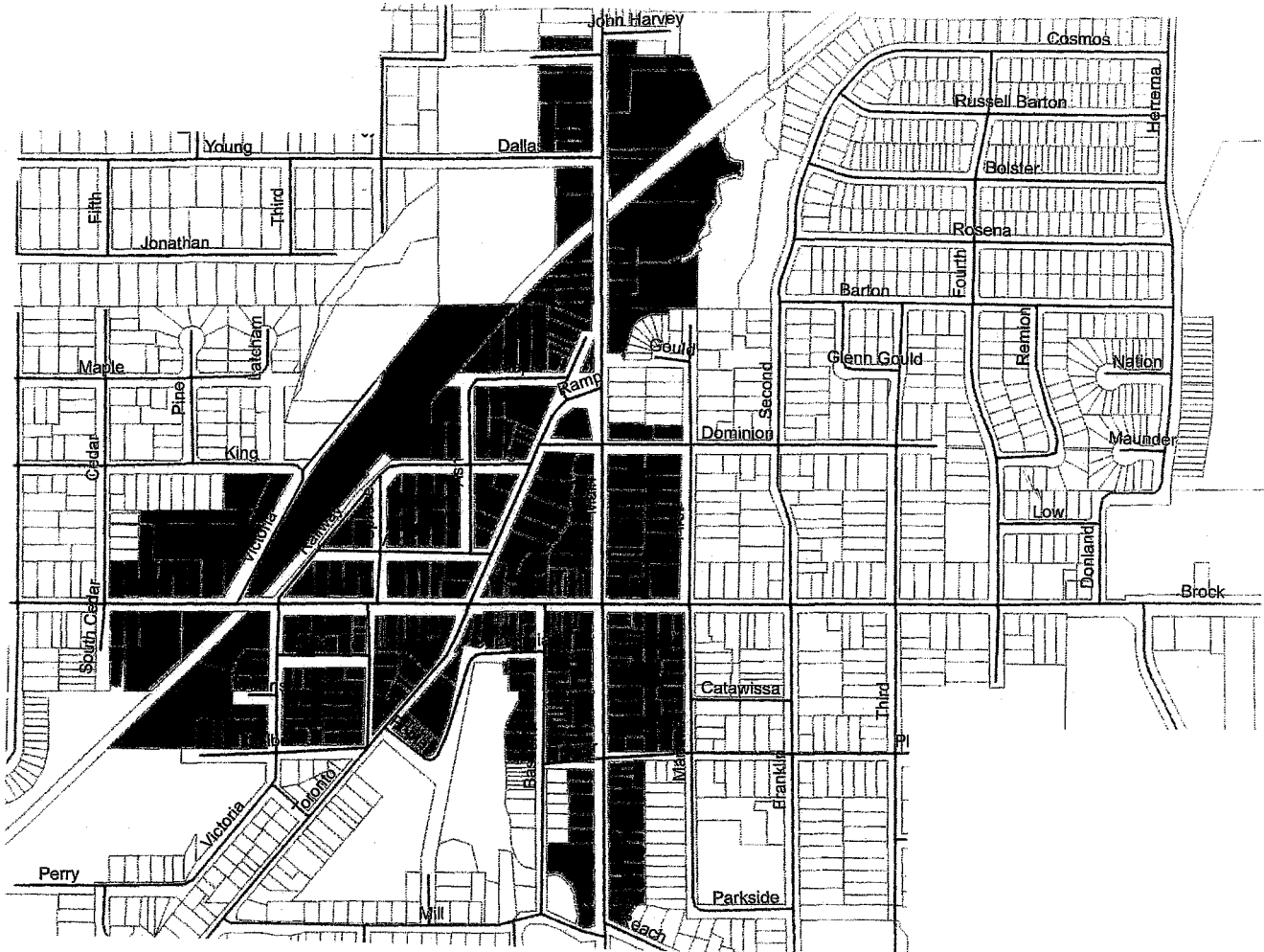
TABLE "A"
SIGNS PERMITTED IN THE SPECIAL SIGN DISTRICT

Sign Type	Minimum Frontage	Maximum Area	Maximum Height	Illumination
Wall	N/A	0.25 square metres per linear metre of building facade to a maximum of 5 square metres.	N/A	External
Canopy	N/A	0.25 square metres per linear metre of building facade to a maximum of 5 square metres.	N/A	External
Projecting	N/A	1.5 square metres	N/A	External
Window	N/A	30% of window area	N/A	None
SINGLE OCCUPANT				
	N/A	1.5 square metres	2.5 metres	External
MULTIPLE OCCUPANT				
	N/A	2.0 square metres	2.5 metres	External

SCHEDULE "A"

TO BY-LAW NO. 2010-052

TOWNSHIP OF UXBRIDGE



Schedule "A" to By-law No. 2010-052 passed on the 12th day of July, 2010.