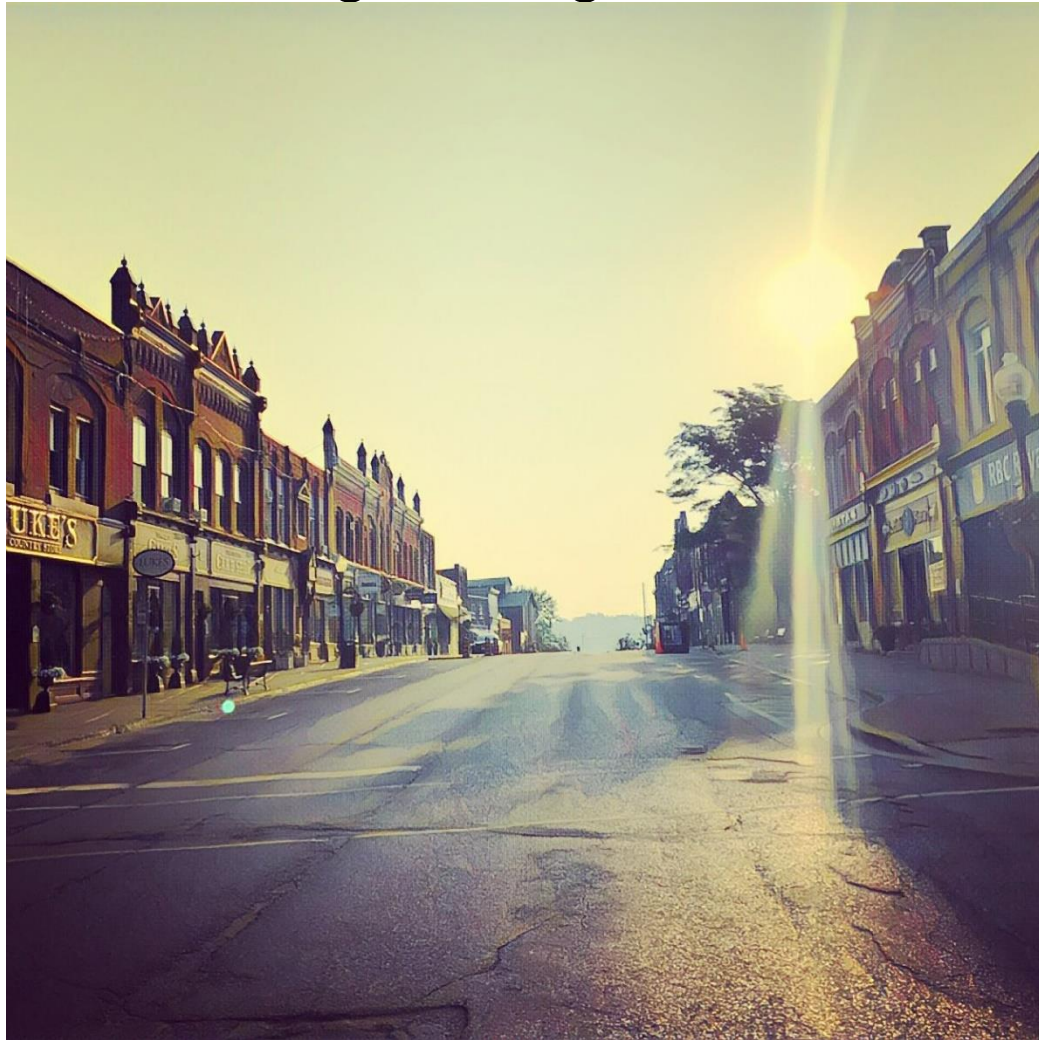




Port Perry  
Heritage Conservation District  
Sign Design Guidelines



## 1. INTRODUCTION

The Downtown Port Perry Heritage Conservation District (HCD) Sign Design Guidelines document is intended to describe and illustrate the standards for signs within the HCD. These guidelines will assist property owners and business owners in understanding the Township's expectations while encouraging creative and innovative approaches to signs within the HCD. The guidelines will assist in protecting and maintaining the visual quality of the HCD.

Signs are intended to act as identifiers for businesses and not a form of advertising.

These guidelines are intended to be read in conjunction with the Township of Scugog's Sign By-law 40-15 and the Downtown Port Perry Heritage Conservation District Plan.

## 2. DOWNTOWN PORT PERRY HERITAGE CONSERVATION DISTRICT

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

The Township of Scugog has a rich history and many 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 Township, including impressive educational and civic buildings, many 19<sup>th</sup> century residences, homesteads, and places like the waterfront and the old Mill.


We help to conserve these resources for the community through designations, heritage permits and guidelines for heritage property owners. The Township of Scugog currently has one main Heritage Conservation District in the downtown core.

The Downtown Port Perry Heritage Conservation District Plan sets out the overall vision and goals for heritage conservation and management in the downtown area.

The Port Perry Downtown Heritage Conservation District (HCD) is designated under Part V of the Ontario Heritage Act. The commercial core is an important economic hub in the Township and contains a rich collection of 19<sup>th</sup> century commercial buildings that contribute greatly to Scugog's heritage and identity.

The Port Perry Downtown Heritage Conservation District as set out in designation By-Law 91-10 is shown hatched in the sketch below.

# Port Perry Heritage District Boundaries

 Lands included in the Heritage Conservation District



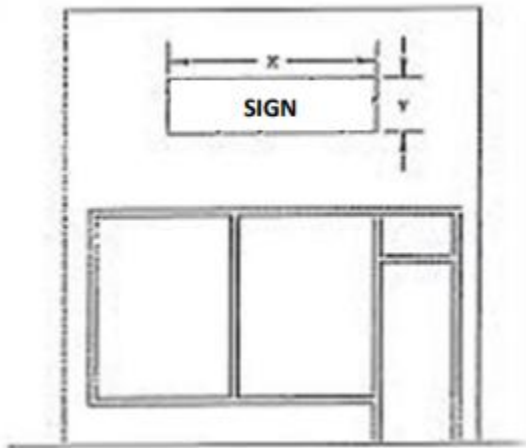
### 3. PERMITTED SIGNAGE IN THE PORT PERRY HERITAGE CONSERVATION DISTRICT

#### Fascia or Wall Sign

Definition:

Fascia means a Sign attached to, marked, or inscribed on, erected, or placed against, flat and parallel to an exterior wall surface of a building.

These types of signs 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.



Heritage Design Requirements:

- Sign Lettering (business name) must either be raised or recessed:
  - a) Raised lettering must be a minimum of  $\frac{1}{2}$ " or 1 cm in height.
  - b) Recessed lettering must be v-carved a minimum of  $\frac{1}{4}$ " and must be easily readable from a distance and must be visible from street level.
- If the sign is placed on a designated sign band, a border is not required but is encouraged.
- If the sign does not mount on a sign band, a raised or v-carved border is required with a minimum depth or raised  $\frac{1}{2}$ ".  
See Section 4, Sign Design for design guidelines covering colour and accepted materials.

### Sign By-law (#40-15) Highlights:

- 3.7.2 No Facia or Wall Sign shall project more than 150 mm (6.0 inches) from the wall to which it is attached.
- 3.7.3 A Facia or Wall Sign erected on a building above a location where the public passes, shall be located not less than 2.5 metres (8 feet) above the finished grade below the Sign.
- 3.7.8 The Facia or Wall Sign shall not cover more than 10 percent (10%) of any building wall. One (1) Wall Sign shall be permitted on each building wall, except for multi-tenant buildings.
- 3.7.10 Facia or Wall Signs shall only be illuminated externally and shall not be back lit.
- 4.3.1 c) in the case of a multi tenant building, 10% of the linear frontage each tenant occupies shall be permitted. One (1) such Sign shall be permitted for each road allowance to a maximum of (2) Signs.

### Fascia Sign Examples:



Recessed lettering with decorative raised border and situated within existing sign band.





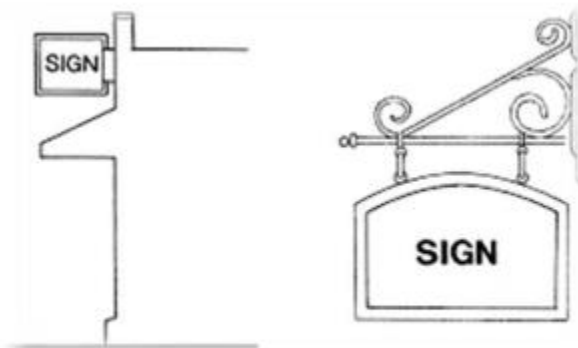
Raised lettering with decorative recessed border and situated within existing sign band.

### **Hanging Signs**

Definition:

Hanging signs refer to any sign perpendicular to the wall to which it is mounted.

These signs are generally secondary to a wall mounted (fascia) sign.



## Heritage Design Requirements

- All hanging signs must have raised or v-carved lettering.
- Hanging signs may have a decorative border that is flat, raised or recessed.
- See Section 4, Sign Design for design guidelines covering colour and accepted materials.

### Sign By-law (#40-15) Highlights:

- 4.3.1 d) One (1) Hanging Sign shall be permitted for each building façade belonging to a single business:
  - No hanging sign shall be more than 1m<sup>2</sup> (10.75 ft<sup>2</sup>) in Sign area.
  - No sign or support structure for the sign shall be located closer to the ground than 2.5 metres (8 feet).
  - The sign or support structure cannot be more than 4 inches from the wall of the building.

### Hanging Sign Examples:

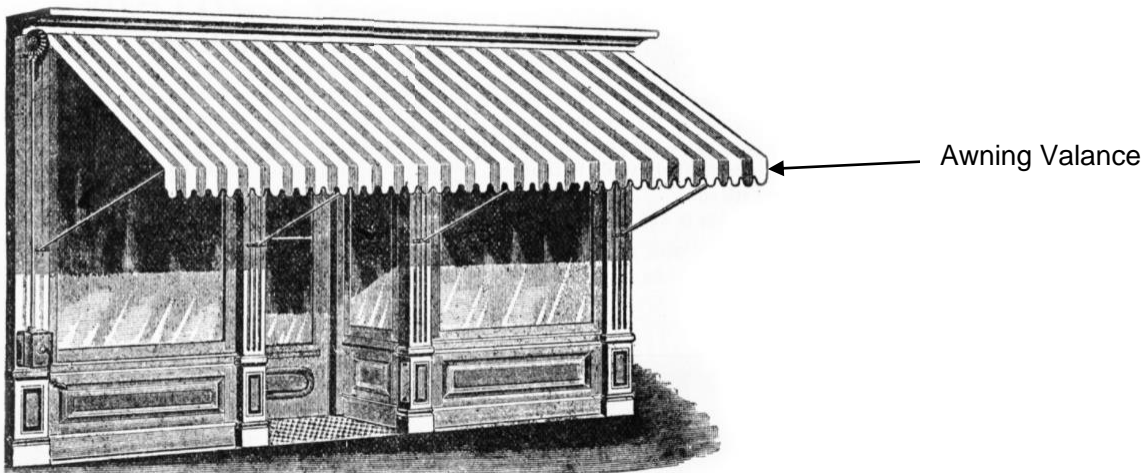


Hanging sign with raised lettering – graphic border



Hanging sign with raised lettering – no border

## Awning Signs



### Definition:

An awning sign means a sign attached to or on the face (valance) of an awning. Awnings are a historically popular means of sheltering pedestrians and protecting window merchandise from sun damage. They provide additional cooling in the summer and create a charming and nostalgic entrance or storefront.

- i) Valance lettering sign

### Heritage Design Requirements:

- Awnings should be made of a canvas material and must be retractable.

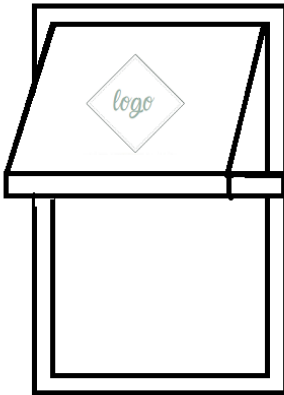


- The business name may appear in simple, easy to read lettering on the front valance (straight or scalloped) of the awning. No other graphics may appear anywhere else on the awning.



Retractable awning with business name on valance.

### Canopy



#### Definition:

Means a retractable structure, covered with fabric or like material that is attached to and projects from the exterior wall of a building over a window or door and provides shade or other protection from the elements.

#### Sign By-law (40-15) Highlights:

- 3.3.1 – Canopy signs are not permitted.

#### Heritage Design Requirements:

- Triangular canvas canopies are only to appear on the side or rear of a building and may only be permitted through a variance from the Sign By-law. A triangular non-retractable canopy shall not face onto the main front of the building.
- Canopies should be made of a canvas material and should clearly resemble the triangular shape of a traditional retractable awning.
- The canopy must be triangular – bubble, round or semi circle canopies are prohibited.
- A subtle logo or muted graphic may appear on the slope of the triangular canopy.



Triangular canvas canopies that resemble traditional awnings.

### **Portable Sign / Menu Board Sign**



**Definition:**

A Portable Sign means a free-standing Sign erected on but not permanently anchored in the ground, and without limiting the generality of the foregoing, includes Signs commonly referred to as A-frame, T-frame and sandwich boards.

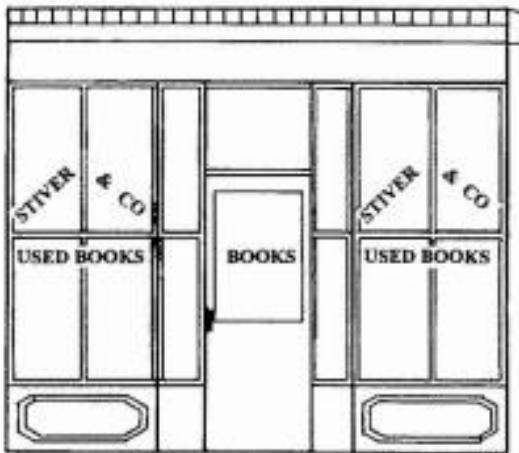
**Heritage Design Requirements:**

- Portable/menu board signs are encouraged to adhere to the Heritage Colour Palette. Refer to section 4. for more details.

**Sign By-law (#40-15) Highlights:**

- 3.13.1 a) A permit for a Portable Sign is valid for one 1 year and must be renewed by the Chief Building Official.
- 3.13.1 b) One (1) Portable Sign per business.
- 3.13.1 d) A Portable Sign shall be used only during the actual hours of operation of the business that it is advertising and shall be placed at the designated place each time.
- 3.13.1 e) The maximum size is 0.6 metres (2 feet) wide by 1.1 meters (3.6 feet) high. It shall not be placed in front of any business or place other than the business it is intended to advertise.
- 3.13.1 g) No Portable Sign shall have any moving parts, either by natural forces or other means, shall have no electrical components of any kind and shall not be illuminated.

**Window Signage**



## Definition:

Window sign means a sign located on the interior or exterior of a window which is intended to be seen from off the premises.

### Heritage Design Requirements:

- Vinyl decals are normally used in the HCD. The font shall be easy to read and shall reflect the Heritage Colour Palette.
- The graphics shall not exceed 30% coverage of each window.

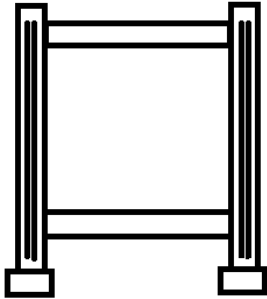
### Sign By-law (#40-15) Highlights:

- 4.3.1 f) temporary window painting and other graphics are permitted but shall cover no more than 30% of each window.
  - Un-coloured frosting or solar protection material may be used on all windows.



Vinyl Window Decals

## Ground Mount Sign



Definition:

A Ground Sign means any Sign directly supported by the ground without the aid of any other building.

### Sign By-law (#40-15) Highlights

- 4.3.1 e) Ground Signs shall not be permitted in the Main Central Area.

Heritage Design Requirements:

- Any changes to existing ground mount signage will be evaluated through a variance to the sign by-law.



Heritage Design Considerations:

- Heritage style post
- Raised or Recessed Lettering
- Border



- Matte Finish
- Individual plates for multi business

## 7. Banners



Definition:

Banner Sign means a Sign or Advertising Device made from cloth, plastic, or a similar light weight non-rigid material.

### Sign By-law (#40-15) Highlights:

- 3.1.1 a) No Banner Sign shall exceed 6 m<sup>2</sup> (64.5 ft<sup>2</sup>) in area and in no circumstances shall exceed ten percent (10%) of the wall or facade on which it is hung.
- 3.1.1 c) A Banner Sign shall only be permitted as a temporary Sign prior to the installation of a permanent Wall Sign and for a maximum period of four (4) months. Other promotional Banner Signs are not permitted.

Heritage Design Requirements:

- As banner signs are only temporary, Heritage Design Guidelines are not applicable. However, banners are encouraged to be produced in Heritage Colours and to be of a design that is sympathetic to the Heritage District.

## 4. 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 that complement the buildings architecture.
- Signs are to be attached in a manner that does the least amount of damage to the building's façade.
- Signs are not permitted above the first floor.
- Roof-mounted signs are prohibited.

### 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 building. 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:

Please refer to each individual sign section above for dimensions.

#### 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).
- Symbol signs are encouraged as they can be ready quickly, add interest to the streetscape, are easier to remember and were often used historically.
- Corporate signage is expected to generally comply with these guidelines and may require some adaptation in order to be more sympathetic to a heritage building. Corporate sign applicants are encouraged to consult with Staff prior to design and construction of signs, with the option to meet with the Heritage Committee for comments. Signs that don't comply with any of the Heritage Sign Design Guidelines will require a variance to the sign by-law.

#### Material Guidelines:

- Traditional materials in compliance with Heritage District standards such as wood, (Redwood cedar) and metals are always acceptable. Modern materials that are very durable yet appear as traditional materials such as:
  - i) painted PVC
  - ii) Extira, and
  - iii) the matte version only of alumipanel 6mm are also acceptable.

For any other desired materials please consult with the Heritage Committee.

**The finish of all materials must be matte. High-gloss material is prohibited.**

#### Lettering Guidelines:

- Lettering should be appropriate to the style of the building and heritage conservation district.

#### Colour Guidelines:

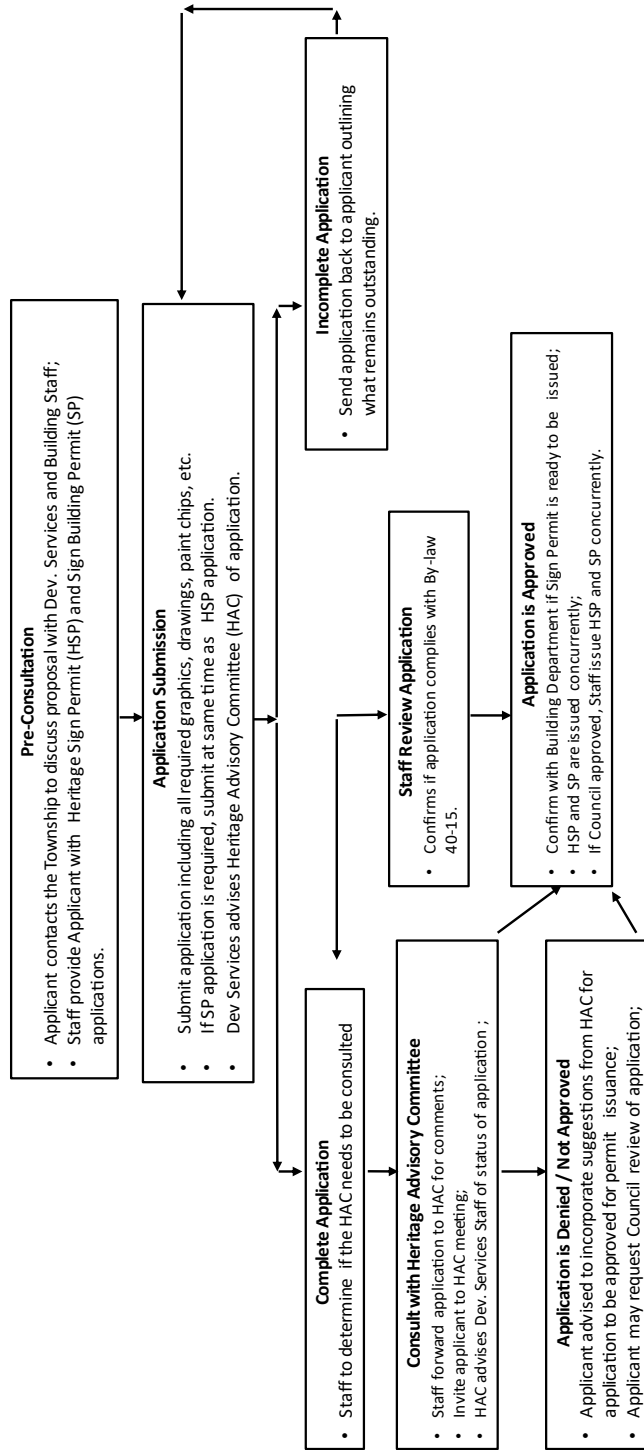
- Colour choice shall be based upon approved Heritage Colour Palette. The Port Perry HCD currently uses Benjamin Moore's Heritage Colour Palette, however, Benjamin Moore paint does not necessarily need to be used. Other paint manufacturers may colour match using the Benjamin Moore heritage pallet.

#### Lighting Guidelines:

- Signs shall only be illuminated externally, such as a goose-neck light.
- Internally illuminated signs are prohibited.

## 5. PROCESS, APPLICATION AND CONSULTATIONS

### HERITAGE SIGN PERMIT APPLICATION PROCESS

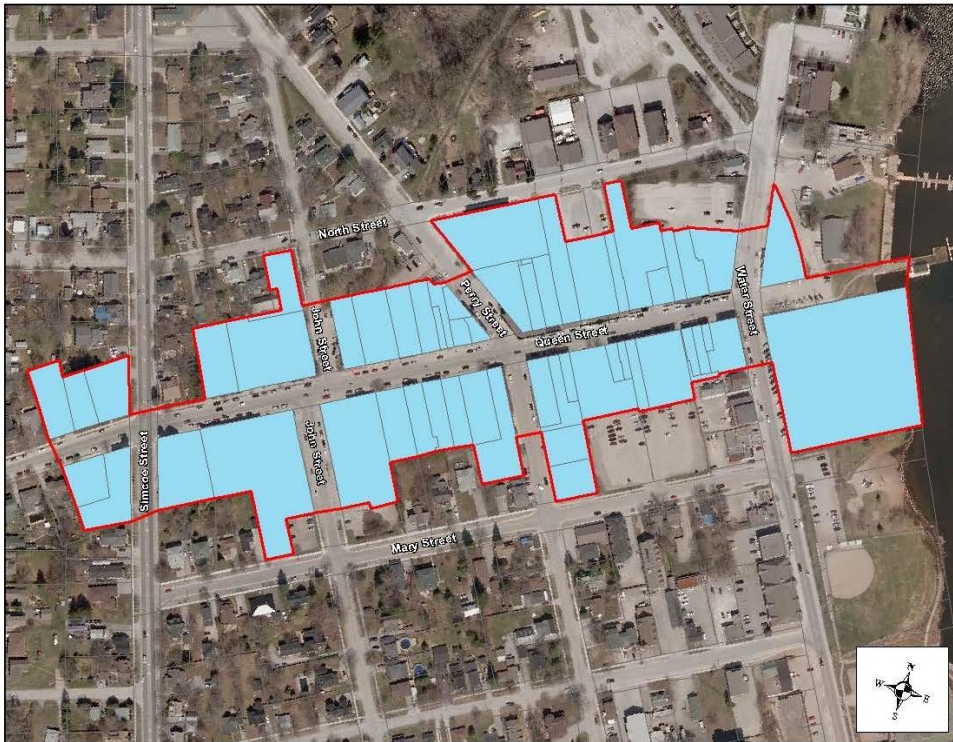


Application:



# DOWNTOWN PORT PERRY HERITAGE CONSERVATION DISTRICT PLAN

## HERITAGE SIGN PERMIT GUIDE & APPLICATION



Last Revised: March 29, 2021

Page 1 of 2



## HERITAGE SIGN PERMIT APPLICATION CHECKLIST

# SIGNS

The following supplementary and supporting documents/materials are required for a Heritage Sign Permit application to add, replace or alter a sign within the Downtown Port Perry Heritage Conservation District. The Heritage Sign Permit is to be used in conjunction with, but does not supersede the Township's Sign By-Law, 40-15 and permitting process. A Sign Permit issued through the Building Department may also be required depending on the circumstance. Please contact the Building Department at [building@scugog.ca](mailto:building@scugog.ca) or 905-985-7346 ext. 169 to confirm with Building Staff what requirements are needed to obtain a Sign Permit.

### EXISTING

- Colour photographs or graphics of elevations, architectural details, streetscape, and the location and details of existing signs

### PROPOSED

- A written description of proposed sign(s), including location, type, orientation, and lighting.
- Appropriately scaled elevations (and a site plan if required), or an image of the proposed sign superimposed on a photo or graphic of the existing structure, showing the location and details of the proposed sign(s).

The following additional information and details are required:

- type (i.e. fascia/ wall, hanging, window, awning etc.)
  - method of installation and details (affixed to wall)
  - dimensions (width, height and sign area)
  - number of sides
  - shape
  - material(s)
  - wording and content
  - graphics style and size
  - percentage of building façade coverage
  - type of exterior lighting source, if any
  - streetscape elevations
  - Paint chips and corresponding heritage catalogue name and paint number for each colour proposed to be used in the sign with a depiction of where each colour will be used.
- Note:** Elevation drawings or photos must be in full colour.

Page 2 of 2



## APPLICATION FOR HERITAGE SIGN PERMIT

### OFFICE USE ONLY

DATE RECEIVED \_\_\_\_\_

DATE DEEMED TO BE COMPLETE \_\_\_\_\_

HERITAGE SIGN PERMIT NO.	_____	DATE ISSUED	_____
CORRESPONDING BUILDING PERMIT NO.	_____	DATE ISSUED	_____
PROPERTY ROLL#	_____		

**1. DESCRIPTION OF SUBJECT PROPERTY**

MUNICIPAL ADDRESS: \_\_\_\_\_

**2. APPLICANT:** \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**3. AUTHORIZED AGENT:** \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**4. REGISTERED BUILDING OWNER(S):** \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**5. AUTHORIZATION OF PROPERTY OWNER FOR AGENT TO MAKE THE APPLICATION:**

If the Applicant/Agent is NOT the Owner of the property that is the subject of this application, the written authorization of the Owner that the Applicant/Agent is authorized to make the application, must be included with this application, or the Authorization set out below must be completed.

I/We \_\_\_\_\_ am/are the Owner(s) of the property that is the subject of this Heritage Permit Application and I/we authorize \_\_\_\_\_ to make this application on my/our behalf.

_____ Signature	_____ Date
_____ Signature	_____ Date
_____ Witness Signature	_____ Date
_____ Witness Signature	_____ Date

**6. AUTHORIZATION OF OWNER FOR DISCLOSURE OF PERSONAL INFORMATION**

I/We \_\_\_\_\_ am/are the Owner(s) of the property that is the subject of this Heritage Sign Permit Application and I/we, for the purposes of the Municipal Freedom of Information and Protection of Privacy Act, consent to the disclosure of any personal information provided in the processing of this application.

_____ Signature	_____ Date
_____ Signature	_____ Date

**7. ALL COMMUNICATIONS TO BE FORWARDED TO: (Check one only)**

APPLICANT       AGENT       BUILDING OWNER



**OFFICE USE ONLY**

This application has been:

APPROVED

REFUSED

\_\_\_\_\_ Date

Conditions/Rationale: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Mr. K. Heritage, Director of Development Services

\_\_\_\_\_ Date



Consultations:

- Contact the Building Department at [building@scugog.ca](mailto:building@scugog.ca) or 905-985-7346 ext. 169 for a Sign Permit issued by the CBO and to discuss:
  - Why a Sign Permit issued by the CBO is required;
  - Fire rating when above 1<sup>st</sup> floor windows; and
  - Weight restrictions of signs – signs above a doorway.