

## Signage

- Hanging signs when pedestrian orientated
- Wall and freestanding signs for vehicle visibility
- Window signage to be limited to basic, specific identity of building and function

## Sign Materials

- Wood: carved, sandblasted, etched (painted or stained)
- Metal: formed, etched, cast, engraved (paint)



## Public Areas

- Whenever possible, locate parking areas to the rear of buildings, along alleys or side streets, avoid intersection corners.
- On-street parking should be attractively landscaped with such things as: peripheral planting strips of trees and shrubs in a linear fashion. (This also assists in softening edges and accenting buildings)
- Outdoor eating areas and cafes are encouraged to promote a pedestrian-oriented environment

*Bow Island is a prairie town, with agriculture and a growing processing and manufacturing industry. Surrounded by beautiful landscapes and a relaxed atmosphere the designs promote the main features, and avoid imposing artificial character onto the town.*

*The contrast of incorporating contemporary elements with traditional prairie design and materials will allow the surrounding area to be enhanced.*

## Bow Island- Growing Forward



# 1

## Vision

Restful and serene, the façade designs capture the western prairie style- promoting Bow Island as an agricultural and light industrial based town; a peaceful stop for travelers seeking a community proud of its vast landscape and relaxed atmosphere.

This Project was made possible by the Economic Development Alliance of Southeast Alberta & the Bow Island Economic Development Committee

# 2 Background 4

The Bow Island Economic Development Committee met in May 2009 and identified some projects that they felt would make a difference in the Town; helping to put its best face forward and encouraging spending by visitors.

As a result of funding found by the Economic Development Alliance of Southeast Alberta, the Town of Bow Island and generous local groups, Bow Island will benefit from a new visitor information centre, sidewalks, trees in parks, entry and directory signage and facade design guidelines.

The facade designs will provide a guideline to assist property owners and businesses in making modifications to existing buildings or designing new structures.

## 3 Need

- Create an attractive community that will attract new businesses and residents; this increases real property values
- Enhance the appearance of buildings and landscape to encourage travelers to stop and explore; increase sales for local companies
- Reinforce the image of a prosperous welcoming prairie town; demonstrate the high caliber of products and services available here

## Benefits

- Property owners realize increased revenues and property values when a business area is attractive, in demand and seen to be in a positive growth cycle.
- Businesses located in interesting, well maintained buildings are instantly attractive to customers; it is inviting, professional and shows you care about your customers experience;
- Business and property owners benefit when their upgraded building is surrounded by complementary designs, colors and signage that is appropriate;
- The residents and visitors benefit from a renewed energy, new businesses and will stay longer in town and spend more money at multiple stores or services;
- Distinguishing Bow Island as the most attractive prairie town in western Canada helps to market your company, creates a sense of pride and encourages people to visit, invest and return.

enhance the existing structure- utilizing a creative approach and a flexible framework to create a cohesive and pleasant design.

- False front parapets, canopies or bold fascias on flat roofs are utilized to accent horizontal lines.

## Contrast & Distinction

Colors represent nature, schemes that could reflect the seasonal contrasts.

- Base colors such as: earth tones-browns, greens, blues and neutral whites and tans.
- Complimented by accent colors such as: deep sunset reds, oranges, gold, deep greens and blues.

## Cladding Materials

Materials that are familiar to the area are promoted:

- Timber board and panel with battens and reveal
- Horizontal “wood-look” siding or panels
- Brick



(Above) Design emphasizes the horizontal lines of the building

## Architectural Details

- Horizontal elements, patterns and textures (uniform window height/widths/spacing)
- Awnings, canopies and deep overhangs (shadow lines)
- Low planter walls and railings
- Open social areas
- Corner buildings should promote street entrances
- Enhance and identify entries to properly showcase public access versus privacy and security
- Long elongated windows on commercial facades
- Plazas and courtyards are encouraged to provide relief from long facades
- Select warm lighting- efficient, task specific, safe and not intrusive to other properties or upper skies
- Choose front lit and downward – avoid backlit electric signs
- Trash and recycling containers should be enclosed in horizontal “wood-like” siding enclosures or material similar to adjacent building



# 5 FAÇADE GUIDELINE HIGHLIGHTS

## Western Prairie Style

A concept developed by Frank Lloyd Wright- prairie buildings are defined by low, horizontal lines that are meant to blend with the flat landscape around them; blurring the distinction between building and the terrain that surrounds them. This concept has been used to reflect Bow Island’s history and promote the image of a town that continues to grow and develop.

These guidelines present minimum alterations that

Accent materials used to compliment the structure are:

- Metal- for roofing and cladding
- Stucco

## Roofs

- Low slope roofs with waterproof membrane systems, low-pitched shingles or standing seam metal
- False front parapets, canopies or bold fascias on flat roofs are utilized to accent horizontal lines.

