

# Downtown Beaverton Building Facade Design Guidelines

Township of Brock  
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landscape architects & urban planners

**INTRODUCTION TO THE BUILDING FAÇADE DESIGN GUIDELINES**

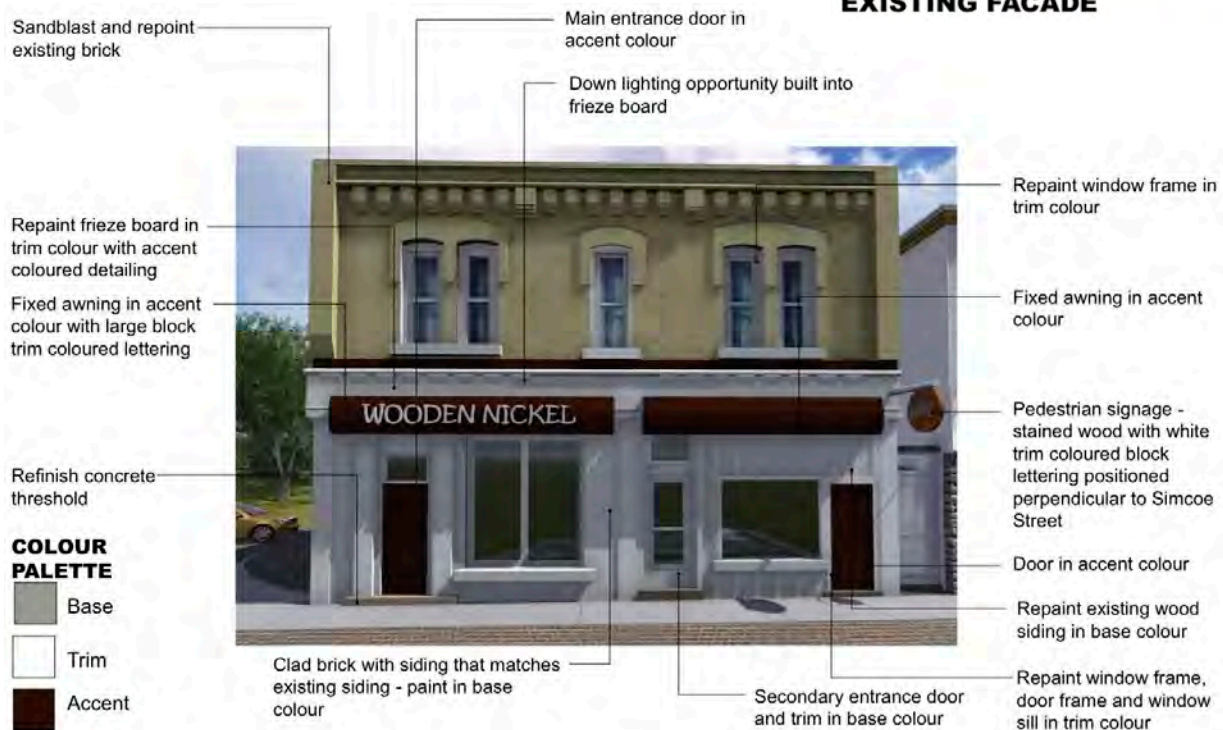
Brock Township has prepared 'Building Façade Design Guidelines' for the downtown Beaverton area to assist building owners and merchants in the renovation and rehabilitation of buildings and the overall downtown core. Following these guidelines will help ensure building façade upgrades and improvements are done in a cohesive manner that will help promote the revitalization of the downtown. The guidelines should be used for direction when planning building façade improvements and are intended to help maintain and improve the visual continuity of the downtown and the streetscape.

Using the guidelines will **encourage building design that is in keeping with the character of the downtown**. Maintaining and improving the downtown buildings will assist in attracting more people into the downtown area. Building owners and merchants are encouraged to invest in building façade upgrades and renovations understanding that with commitment and patience comes long-term success.

**Façade Improvement Demonstration Plans** for each building in downtown Beaverton are included in these guidelines. Demonstration drawings should be used for inspiration and to provide more detailed suggestions for improvements to individual buildings than the general guidelines.



**EXISTING FAÇADE**

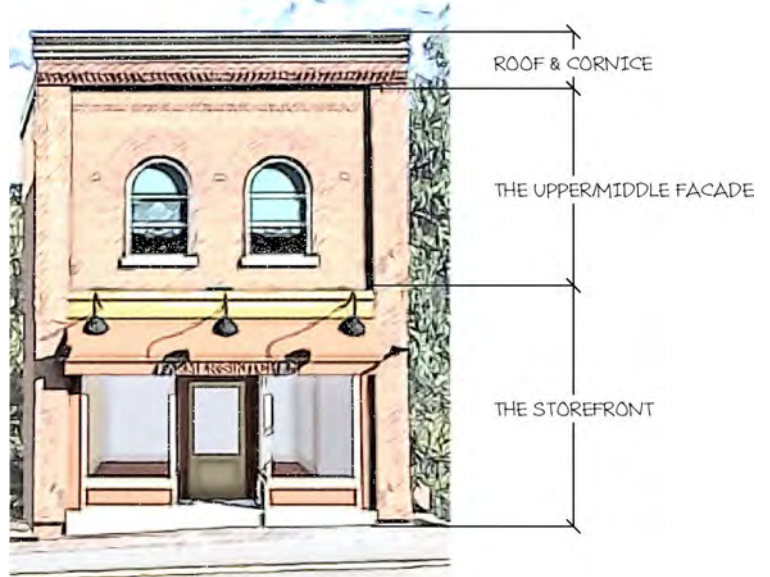


**SAMPLE FAÇADE IMPROVEMENT DEMONSTRATION PLAN**

## BUILDINGS AND BUILDING FAÇADES IN DOWNTOWN BEAVERTON

### THE DOWNTOWN BUILDING FAÇADE

A historic building in the downtown area generally consists of three major components; the storefront, the upper/middle façade, and the roof and cornice. Design should address one or all of these main components in planning a successful façade improvement.



### BASIC BUILDING TYPES IN DOWNTOWN BEAVERTON

A variety of building types exist in downtown Beaverton. **'Historic' buildings** are the buildings that were built prior to 1950 that have been minimally altered. In the historic buildings the character of the buildings origins is still clearly evident. **'Historically-Modified' buildings** are those built prior to 1950 where the facades have been altered to update the building, or due to deterioration as a result of a lack of regular maintenance. 'Historically-Modified' buildings may still display some of the original character of the building and in some cases the character of the original building is no longer evident. **'Non-Historic Buildings'** are those buildings built after 1950 that have no significant heritage value.



HISTORIC



HISTORIC MODIFIED



NON-HISTORIC

### BUILDING FAÇADE IMPROVEMENT AND BUILDING TYPE

The different building types require a slightly different approach to planning façade improvements. **Façade improvements to 'Historic' or 'Historically-Modified' buildings** should be planned with the intent should to maintain and improve the historic character of the original building. Where possible these façade improvements should be planned using photographs or any other documentation of the original building that is available. **Façade improvements to 'Non-Historic' buildings** will include adding unifying elements such as awnings and signage; and/or using landscaping such as flower boxes and planters to blend the buildings into the streetscape environment. 'Non-Historic' buildings can also use paint to highlight entrances and windows and should follow the general guidelines provided here to ensure as much as possible of the first floor façade is made up of unobstructed windows.

**BUILDINGS AND BUILDING FAÇADES IN DOWNTOWN BEAVERTON (cont'd)**

**DESIGN FEATURES OF DOWNTOWN BUILDING FAÇADES**

Main Street Commercial Buildings demonstrate a **strong rhythm of repeated architectural elements**. A consistent approach to the repetition of these elements in the building façades is one of the keys to an integrated and aesthetically pleasing downtown environment. The most prominent element is the line created by the tops of the storefront where the signband is located, which stays relatively consistent from building to building. The other main prominent elements are the rooflines, the repetition of upper and lower floor windows, and the unification of signage and lighting.



**REPEATED FAÇADE DESIGN ELEMENTS**



**UNIFYING DESIGN ELEMENTS IN THE BUILDING FAÇADES**

## DESIGN GUIDELINES FOR BUILDING FAÇADES IN DOWNTOWN BEAVERTON

### GENERAL DESIGN GUIDELINES FOR ALL DOWNTOWN BUILDING FAÇADE IMPROVEMENT

- ✓ Downtown buildings should share elements that link them, such as awnings, storefront signs, lighting, decorative bands and window positions.
- ✓ Remove large signs or any other coverings over brick or brick banding.
- ✓ Use similar awning shapes and placement to co-ordinate different building façades.
- ✓ Do not modify or cover over ground or upper floor windows.
- ✓ The majority of the surface of the first floor should be window area.

### GENERAL DESIGN GUIDELINES FOR DOWNTOWN 'HISTORIC' BUILDING FAÇADE IMPROVEMENT

- ✓ Restore the original architectural style from photographs and other documentary evidence.
- ✓ Maintain the original architectural style and character of the façade.
- ✓ Maintain the original proportion of the main façade.
- ✓ Maintain the original ornamental details of the façade.
- ✓ Building materials should be visually compatible with the original materials.
- ✓ Replace missing, deteriorated, or damaged architectural details, when possible, with one that closely matches the original in appearance and materials.

## DESIGN GUIDELINES FOR BUILDING FAÇADE ELEMENTS

### SIGNAGE

The quality and character of building signage is important to the overall quality of the building façade and contributes significantly to the pedestrian environment and the streetscape. Sign design should reflect the architectural style of the building and should be easy to read. Businesses should consider installing two types of signage, storefront signs and pedestrian signs. Storefront signs are directed at passing vehicles; and pedestrian or 'projecting' signs are directed to pedestrians.

- ✓ Storefront signage should be located within the traditional signband of the building.
- ✓ Storefront signage should not be backlit.
- ✓ Pedestrian signage should project over the sidewalk no more than 5 feet (1.52m) and shall be no closer to the sidewalk than 8 feet (2.4m) from the bottom of the sign.
- ✓ Pedestrian signage should not be backlit.



TWO MAIN SIGN TYPES FOR DOWNTOWN BUSINESSES

## DESIGN GUIDELINES FOR BUILDING FAÇADE ELEMENTS (cont'd)

### DOORS & ENTRANCEWAYS

Entrances are key components of an attractive storefront and should also represent the image of the building and the business.

- ✓ The entrance should be located at ground level and be fully accessible.
- ✓ Glass doors with or without the business name etched into the glass are a good choice for an entranceway.
- ✓ Solid doors with raised panels and a glass vision panel are a good choice for an entranceway.
- ✓ Door trim should be wood and painted a complimentary color to the building.

Transom Window Above Entrance  
Recessed Entranceway with View Panels



BUSINESS ENTRANCES SHOULD INCLUDE TRANSPARENCY

### AWNINGS

Awnings provide pedestrian protection from the weather and can be used consistently to create unity and visual coherence. Awnings are also considered a very cost effective improvement based on value for money spent.

- ✓ Align awnings in the downtown area, particularly the bottom line of the awning.
- ✓ Fit the awning to the dimensions of the storefront openings to emphasize these proportions.
- ✓ Ensure awnings do not obscure important architectural details.
- ✓ A 2.4 metres clearance from the sidewalk to the awning is required.
- ✓ Awning materials should be selected to ensure durability and preservation of colour.
- ✓ Coordinate the colour for the awning with the colour scheme of building front.



THE USE OF AWNINGS WILL CREATE A CONSISTENT LOOK AND FEEL TO THE STREETScape

## DESIGN GUIDELINES FOR BUILDING FAÇADE ELEMENTS (cont'd)

### LIGHTING

Coordinate exterior lighting with adjacent businesses to develop a consistent approach to building lighting, including location and illumination level.

- ✓ Use exterior lighting fixtures that complement the overall façade's character and style.
- ✓ Light storefront signage with down lighting or 'gooseneck' lights.
- ✓ Do not light signage internally.
- ✓ Do not use any flashing, neon, or animated lighting for the storefront.
- ✓ Incandescent (not fluorescent) is a good lighting choice for building façades in the downtown area.



REPEATED ELEMENTS SUCH AS FAÇADE MOUNTED LIGHT FIXTURES WILL HELP TIE THE DOWNTOWN AREA TOGETHER

### COLOUR

The use of colour will be an important consideration for façade improvement. Colours tie different elements within a façade together and also help tie adjacent buildings together. Using soft or subdued tones allow the original architectural details to remain as focal points.

- ✓ Use a limited number of colours, two or three.
- ✓ Use the original colour scheme of the façade where possible.
- ✓ Masonry surfaces that have not been painted should be left in their natural state.
- ✓ Use base colours that are soft, subdued and neutral.
- ✓ Reserve bright colours for special accents or to highlight special features.
- ✓ Highlight doors, windows frames, and special features with a single accent colour.
- ✓ The existing brick colour, or the colour of the main façade material, should be used to select complimentary colours.



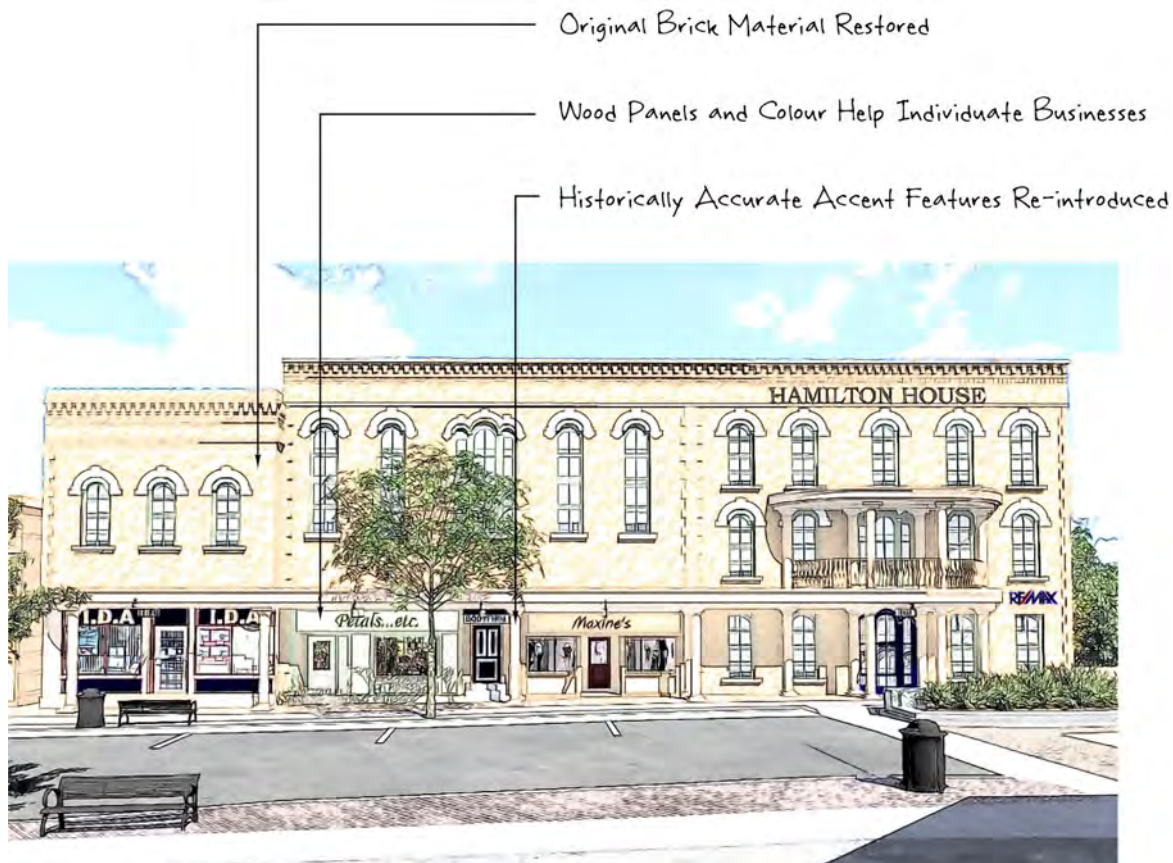
USING NO MORE THAN THREE COLOURS IN A BUILDING FAÇADE IS A GOOD GUIDELINE TO FOLLOW

## DESIGN GUIDELINES FOR BUILDING FAÇADE ELEMENTS (cont'd)

### BUILDING MATERIALS

A limited range of building materials is usually found in a well-preserved historical downtown. Maintaining the original predominant building facade materials when planning improvements is an appropriate starting point.

- ✓ Use original brick as building material where possible.
- ✓ Other high quality materials can be used as accent materials such as; stone, painted wood trim, copper, or aluminum composite panel, unpolished granite and other durable stone.
- ✓ Materials such as vinyl siding, corrugated metal panels and reflective glass are strongly discouraged.



HISTORICAL RESTORATION OF THE HAMILTON HOUSE IN DOWNTOWN BEAVERTON WOULD BE OF PARTICULAR SIGNIFICANCE TO THE OVERALL DOWNTOWN

### BUILDING FAÇADE MAINTENANCE AND REPAIR

To prevent original building materials from deterioration the standard maintenance that is required includes repainting, re-pointing, flashing, and/or the repair of broken features such as windows. All types of building materials require some kind of maintenance and the life expectancy of the materials will increase significantly when kept in a good state of repair and maintained properly. In some cases custom contractors or builders who specialize in historic building restoration may be required during the planning phase of the project. Where restoration of all or part of a building façade is completed proper maintenance of the building materials will prevent future damage and save money in the long-run.



# Downtown Beaverton Building Façade Improvement Demonstration Plans

Façade Improvement Demonstration Plans for each building in downtown Beaverton follow the general design guidelines.

**These Demonstration Plans should be used for design inspiration and to provide detailed suggestions for improvements to individual buildings. The Demonstration Plans are not intended to be followed exactly but will provide professional and specific advice to persons considering any type of façade improvement to an existing building in downtown Beaverton.**



Think of a downtown and what comes to mind, if the streets look interesting the downtown looks interesting, if the streets look dull the downtown looks dull.”

- Jane Jacobs