

## **DESIGN AND IMAGE GUIDELINES FOR DOWNTOWN PEMBROKE**

The following guidelines are presented in an effort to provide a certain degree of continuity and influence over design and image on the main street and downtown core area of Pembroke.

### **a) New Construction and Infill**

New commercial buildings should conform to the type of massing suggested by existing buildings. Storefront retail use and window display space should be at an appropriate level with evenly spaced window openings on second and third story facades. Upper stories should exhibit a solid relationship that echoes the tradition of the area. Windows should be inset in a traditional manner and should not be flush with the facing material.

### **b) Renovation and Restoration**

Existing buildings in the downtown area are a strong physical asset to the community and should be preserved whenever possible. Building owners should recognize the benefits of an area being upgraded and should participate in a joint effort with the City to retain the heritage aspects of the main street. The relationship of each building to the other is critical and should be preserved. New construction must respect the older buildings and each renovation and/or restoration project should respect its neighbour.

It is recommended that a professional design consultant be contacted regarding the renovation or restoration of existing buildings in order to ensure that the person altering the building has a thorough understanding of the design concepts inherent in its construction. An artist's concept of the renovation or restoration must be provided with the application.

### **c) Store Fronts**

If full restoration cannot be undertaken, an interpretive new design in sympathy with the period, style and design of the original building should be constructed. In multi-story buildings, there should be a clear relationship between the ground floor and the upper floors. It is a general recommendation that whenever possible, original form, materials and details be uncovered or left in place and preserved.

d) **Integrity**

What remains of the original building should not be disturbed, where practical. A look appropriate to the original building is essential. Original surface treatment of brick, wood or stone should be exposed when intact. In addition, trim material should be replaced with suitable designed substitutes when they have been removed.

e) **Colour**

Building owners are strongly encouraged to seek help of a professional in choosing an appropriate colour scheme. The overall scheme should be harmonious and unify the various elements of the facade. The approved colour palette is attached.

f) **Signage**

Signage is one of the few visible objects merchants can use to call attention to their place of business. Therefore, proper signage design must offer an opportunity to link a merchant with a building. It should be visible to the shopper and also fit in with the character of its neighbours and the overall streetscape. Signage should reflect the Heritage Theme . The Heritage Theme is defined as a sign design that incorporates shape, colour, materials, graphics and lettering consistent with the predominant architectural style of the Downtown core Area, being circa 1880-1920.

g) **Inappropriate Materials**

The following materials would be considered inappropriate for new construction, renovation or restoration projects within the main street area: corrugated metal; aluminum siding; diagonal siding; shakes or shingles as siding (except for accent purposes); plywood as a primary material; mirrored or reflective glass, glass curtain walls or ribbon windows; expanses of concrete and out-of-scale masonry.

**To recap, new construction, infill, renovation or restoration projects should respect the form, scale and be in context with existing buildings. Buildings should be developed into a coherent streetscape. Remodelling of, or additions to, existing buildings should repeat the use of predominant materials of the area and architectural details should not be added if they conflict with existing building styles.**