

An illustration of a two-story building facade. The upper story has three windows with white frames and dark panes, each topped with a small triangular pediment. Below the windows is a dark blue horizontal band with three small, dark, dome-shaped lights. A large, light green rectangular sign is mounted on the facade, displaying the title. Below the sign is a dark blue and white striped awning. Under the awning is a dark blue rectangular area with white text. To the left of the building is a black street lamp, and to the right is a stylized tree with green foliage. The entire scene is set against a white background.

# Guide to Signage and Façade Makeovers

Beautifying a façade is the simplest way  
a business owner can improve sales

# Elements of a good façade

## Lighting

- Use lights to highlight building details, signs or space on the building
- Use ‘Gooseneck’ lights to illuminate signage
- There are two recommended options for door lighting:
  1. Wall-mounted lantern style that flanks a doorway or storefront
  2. A ceiling-mounted hanging lantern or a recessed ceiling fixture

## Building Materials

- Choose building materials that protect the architectural integrity and history of your community
- Recommended siding materials include: board and batten, decorative shingles and tongue and groove style panelling
- Carpentry and wood design features in the recommended colour scheme provide an inviting addition to many facade compositions
- Walls, knee walls, and columns of the storefronts shall be made of wood, red clay brick or natural stone

Brick façades contain a great deal of historical detailing making them iconic components of your downtown.

## Seasonal Décor

- Decorate the outside of your building with pots, planters, seasonal adornments, window boxes and seating

## First impressions are lasting impressions.

## Colour

- Paint window trim, wooden cornice detailing and moulding in a contrasting colour to the body of the building
- Coordinate window awnings, shutters and siding colour choices as an accent colour
- Signage colours should complement building colour choices

## Barrier-Free

- Improve entrances and exits by making them barrier-free to ensure accessibility for all customers

## Signage

- Install storefront signage with quality materials
- Signs should integrate with the design of the overall façade
- Signage should be simple and direct; use Serif fonts and no more than 7 words
- Colours should coordinate with the building and use recommended colour palette
- Signs attached to the building should be no larger than 2 feet (600mm) in height and should be externally lit
- Blade signs may be used in and attached to the façade at a height above 2.4m, and not exceed 1.0m in height and 0.6m in length

## Awnings

- Choose an awning that complements the window and/or door arrangement
- Choose colours consistent with the building’s colour scheme and in keeping with the historical theme of the town area

Awnings can dramatically animate the streetscape.

## Public Art

- Examples of public art include banners or murals attached to the building
- The bottom of the banner must be at least 2.5metres from finished grade
- Apply murals using the appropriate ‘mural panels’ to allow for ease of install and future maintenance

Public art is an important element of facade composition that is often overlooked.



The above colour selection is a suggested base to suit the municipality as a whole. It is not meant to limit colour selection. This palette is from the Benjamin Moore Exterior Expressions and Historical Collection.

1. Use the first base colour for the main painted area of the building
2. The second base colour would be used for trim work – windows and wooden cornice detailing
3. The third accent colour would be used for doors or elements requiring highlighting – awnings, shutters and signage

The full colour palette is available by contacting Economic Development.

# Getting started on your makeover:

## Small changes have a large impact!

### Step 1: Evaluate your building's appearance

- What do you like or dislike about your building façade?
- Is your building outdated with worn out awnings, old paint or shutters?
- Is your sign clear to both vehicle and pedestrian traffic?
- Do you have an accessible entrance to your business?
- Does your building complement the natural history and atmosphere of your community?
- Is there more than one level that could be updated?

### Step 2: Create a plan to improve your façade and signage

- Identify the improvements you'd like to make
- Gather 2-3 quotes from reliable contractors
- Connect with staff to identify any potential permit requirements

### Step 3: Apply for any available loans and/or grants

- Connect with a staff member from our Economic Development team to discuss the funding programs available

### Step 4: Begin your makeover project!

**47% of residents** in Kawartha Lakes believe that the **most important priority in Downtowns** is to improve the buildings, infrastructure, streetscape and reduce the number of vacancies.

[www.kawarthalakes.ca/makeover](http://www.kawarthalakes.ca/makeover)

#### Building and Signage Permits

For more information regarding building and signage permits, contact the **Building Division** at 705-324-9411 extension 1288

#### Funding Programs

For information regarding any available funding programs, contact **Economic Development** at 705-324-9411 extension 1396