

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



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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.

