

# CORDOVA BAY VILLAGE DEVELOPMENT PERMIT AREA DESIGN GUIDELINES

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# 1 INTRODUCTION

While much of the development process is concerned about issues of quantity (the Zoning Bylaw, for example), design guidelines focus on issues of development quality. By establishing design standards for multi-family and commercial development, the Cordova Bay development permit area guidelines provide a framework for evaluating the aesthetic quality of development proposals.

The purpose of development permit area guidelines is to clearly identify the expectations for design quality in the Cordova Bay Village and to assist developers, designers, Municipal staff, and Council to develop and evaluate development proposals. This does not mean providing a rigid set of rules so that everything looks the same, but providing a standard for designers to form creative design solutions.

The guidelines also support a major goal of Saanich's Official Community Plan to focus new development in Centres and Villages creating interesting and vibrant places to live, work, and enjoy while maintaining the unique character each area. For Cordova Bay, the design guidelines aim to ensure that development in the Village is sensitive to the rich set of natural assets, west coast character, extraordinary views and historical context.

## 1.1 Categories

In accordance with *Section 488(1) of the Local Government Act* the Cordova Bay Village Development Permit Area has been designated for the following purposes:

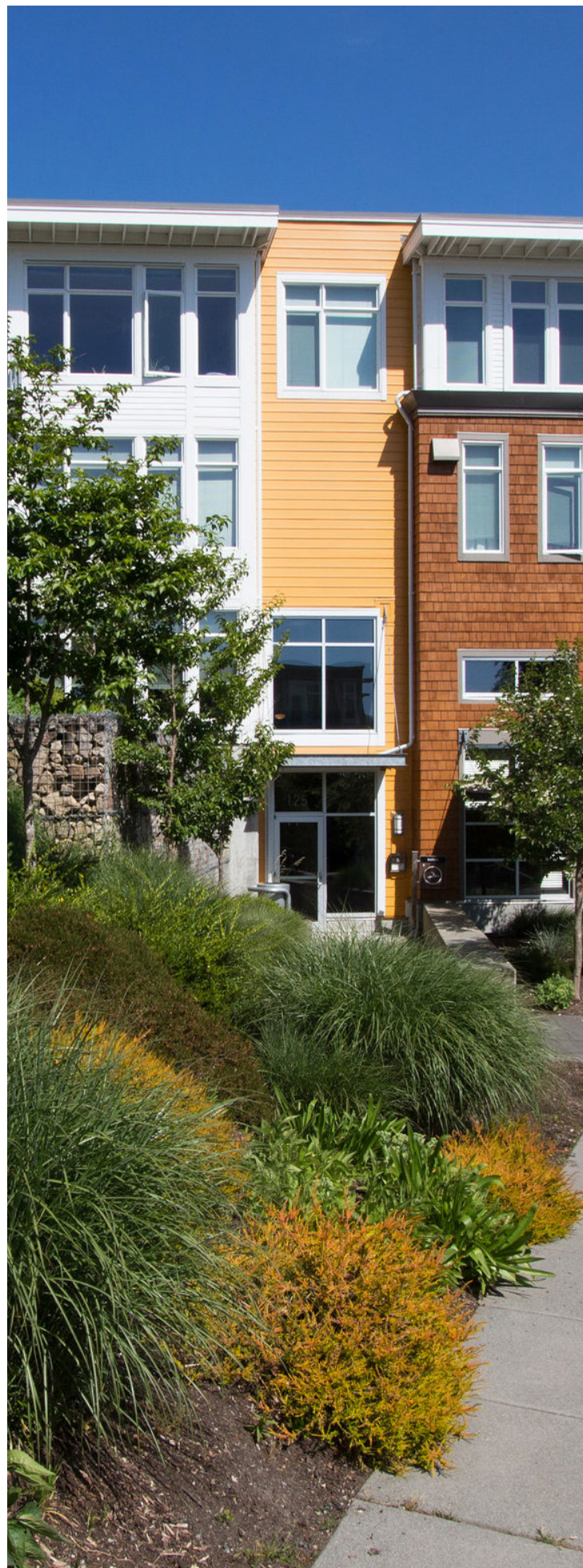
- a) Protection of the natural environment, its ecosystems and biological diversity;
- b) Establishment of objectives for the form and character of intensive residential development;
- c) Establishment of objectives for the form and character of commercial, industrial or multi-family residential development;

## 1.2 Development Permit Area

The Development Permit Area is identified in Figure 1, with guidelines applying to all commercial, multi-unit residential and mixed-use developments. Development and alterations on properties located within this area are subject to the guidelines included in this document.

## 1.3 Justification

The Cordova Bay Village is a small neighbourhood centre within the Cordova Bay Local Area, containing commercial businesses, community facilities, and a mix of residential buildings. The *Official Community Plan* vision is to strengthen the Village as a walkable, complete community by focusing residential density in the Village supported by local businesses, services, community facilities, and public spaces. The design guidelines will ensure that new







development contributes to a visually-attractive built environment with an inviting, safe, and comfortable pedestrian realm, while respecting village scale, seaside village identity, and the area's history and cultural resources.

## 1.4 Village Design Objectives

These design guidelines are based on the premise that “community life takes place on foot.” The way that buildings meet the ground is key to fostering a sense of community and providing a pleasant environment for walking, socializing, and shopping. The intention of the guidelines is to ensure that the built environment of Cordova Bay Village enhances the public realm while reflecting the surrounding natural environment.

There are three key design themes:

1. Contribute to an attractive pedestrian realm;
2. Incorporate the area's natural elements and seaside context; and
3. Emphasize an intimate Village scale that contributes to a highly walkable environment.

## 1.5 Using these Guidelines

These design guidelines apply to multi-family and commercial development within the Cordova Bay Village Development Permit Area (Figure 1). Policies within the Cordova Bay Local Area Plan and Official Community Plan should also be consulted when considering development projects.

Each guideline contains a statement of intent and a description. Photographs and drawings illustrate the guideline and provide examples. The idea is to understand the intent and work within the framework of the guidelines to arrive at a creative design solution.

Section 2 contains general design guidelines that apply to all developments. The sections that follow provide design guidelines for different types of buildings and specific streetscapes. All relevant sections should be consulted when undertaking building and site design.









## HISTORICAL ROOTS

*The first buildings in the Cordova Bay Village were longhouses which stood at TELIĆE on the waterfront near Agate Park, occupied by the First People. After colonial settlement, Cordova Bay Village became a summer beach destination, and low, wooden cottages became the local vernacular. The first commercial buildings were McMorran's general store in 1919, followed by a motel and auto court in the 1930s. McMorran's general store evolved into the Beach House Restaurant which continues the tradition of serving the community next to the beach.*

*Cordova Bay evolved into a primary residential community. Mattick's Farm opened as a roadside vegetable stand in 1957, and the original building remains today. In the 1960s, the Seaview Plaza was opened in the Village until it was demolished as part of the redevelopment of the site in 2017.*

*The Village, as a vacation destination and then commuter neighbourhood, has been designed mostly after the automobile. Unlike other heritage villages, Cordova Bay does not have a lot of precedent buildings to preserve. Instead, the unique identity of Cordova Bay Village comes largely from the natural features, beachside context, and low-rise building forms. Moving forward, the design objective is to shift away from a car-oriented thoroughfare, to a pedestrian-oriented Village centre evocative of a beachside location, with a main street.*

### GOOD TRADITIONS:

*Using the slope to mitigate height  
Making most of views  
Connections to trails and beach  
Use of wood and stone, and natural colour palettes  
Lush landscaping and retention of tall trees  
Mix of building forms*

### THINGS TO MOVE AWAY FROM:

*Car-oriented designs  
Internalized developments  
Parking lots fronting the street  
Disconnected nodes*

### WHAT IS VILLAGE CHARACTER?

- Low-scale wood-frame construction
- Mixed residential and commercial
- Mature trees and landscaping
- Fine-grained development
- Quality design and materials
- Contemporary design
- West coast vernacular
- Muted colours

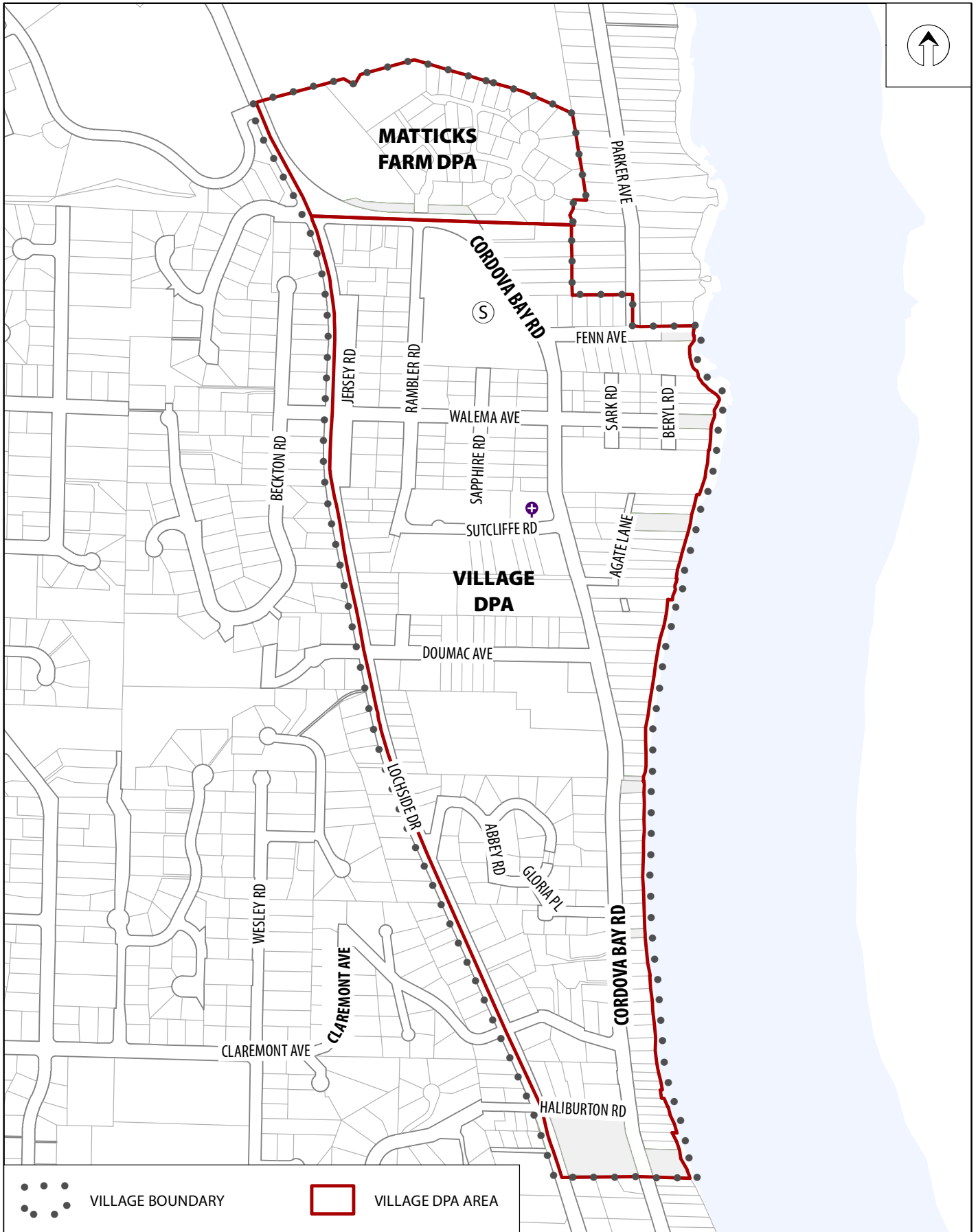


Figure 1: Cordova Bay Village Development Permit Area



## 2 GENERAL GUIDELINES

The design of commercial and residential development within the Village should reinforce and enhance a Village scale and an identity of a seaside village in a natural setting. The following guidelines shall apply to all development within the Village Development Permit Area:

### 2.1 General Form and Character

There is a desire to create a high quality, visually-appealing built environment with an inviting, safe, comfortable pedestrian realm. Buildings should be oriented toward – and reinforce – the public realm and pedestrian environment.

- 2.1.1 **West coast character:** The form and character of buildings and landscapes should fit within and enhance the west coast and historical village character and the natural environment of forest, beach and dune to reinforce a sense of place (Figure 2).
- 2.1.2 **Human scale:** Buildings should be designed using architectural features, details and site design elements that are human scaled and clearly oriented towards pedestrian activity.
- 2.1.3 **Maintain a two-storey streetwall:** A two-storey streetwall is required along Cordova Bay Road. Where taller buildings are allowed, step back upper storeys at least 3 m above the second storey to reinforce the Village scale, and reduce visual and shadow impact on neighbours (Figure 3).
- 2.1.4 **Buildings should frame the street:** Buildings should be sited close to the road in order to frame the pedestrian realm and create important social space with a sense of enclosure and intimacy (Figure 4).
- 2.1.5 **Present a friendly face:** Buildings should be oriented towards and present a friendly face to the street in order to animate, provide visual transparency, and emphasize the human scale. There should be clear site lines to main entry ways and lobbies from the street (Figure 4).
- 2.1.6 **Avoid blank walls:** Large areas of blank walls on buildings are uninviting and not permitted. Blank sections of wall should make up no more than 20% of the building face fronting a street.
- 2.1.7 **Celebrate corner sites:** Buildings on corner sites should be rich in design detail to reflect the prominence of their location. Orient buildings on corner lots to both street frontages and locate the main building entrance at the corner (Figure 5).
- 2.1.8 **Consider views:** The siting and massing of buildings should be designed with consideration of the impacts on public views to the ocean.



Figure 2: The form and character of buildings and landscapes reflect local character and reinforce a sense of place

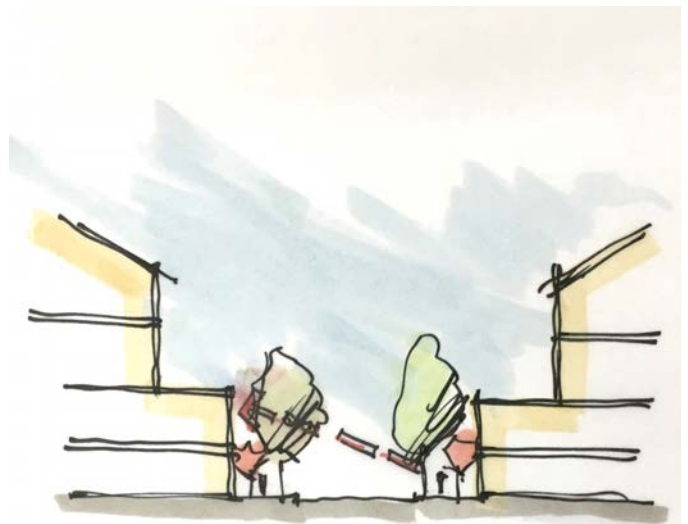


Figure 3: Stepping back upper storeys reinforces Village scale



Figure 4: Buildings frame the street creating important social space and a sense of enclosure and intimacy



## 2.2 Materials

Buildings should evoke a feeling, create an impression, and be recognizable as Cordova Bay as well as contribute to a visual richness of place.

- 2.2.1 **West coast materials:** Promote the use of West Coast design features and building materials including large-dimensioned timber posts and beams, stone, brick, stucco, wood shingles, lap siding, and board and batten siding (see Figure 6). Use of stucco is discouraged. Corrugated metal siding should only be used as an accent material.
- 2.2.2 **Roofing materials:** Roofs of metal, shake, and shingle are encouraged.
- 2.2.3 **Colour accents:** The use of colour accents is encouraged to promote visual interest.
- 2.2.4 **Materials to avoid:** Vinyl siding is strongly discouraged.
- 2.2.5 **Beach materials:** The use of natural wood, driftwood and beach motif that is incorporated into building and landscape design is encouraged.

## 2.3 Access

Development should allow for safe, convenient pedestrian access and connectivity to improve wayfinding and enhance the sense of orientation.

- 2.3.1 **Public access:** Larger developments should allow for public rights-of-way and access through the development to create more direct connections for pedestrians with a goal of connections every 100 m (Figure 7).

## 2.4 Transitions in Use and Scale

Sensitive transitions in use and scale can create desirable building relationships without negative impacts on public and private realms. Considerations include minimizing shading on adjacent buildings, streets, public spaces and private amenity spaces, and maximizing view corridors and privacy. An appropriate fit and transition is achieved when a new building shows respect for building size, context and character as it integrates into an existing neighbourhood.

- 2.4.1 **Gradual height change:** Provide a gradual transition in the building height down to lower-scale neighbours to minimize impact on adjacent buildings (Figure 8). This can be achieved by:
  - stepping roof forms down from the larger building towards the shorter one; and
  - creating larger setbacks between buildings of different heights.



Figure 5: This corner building is oriented to both both streets and has the main entrance at the corner



Figure 6: Design features and building materials contribute to the richness of place



Figure 7: Public access through larger sites creates more direct pedestrian connections



2.4.2 **Effective transitions:** Provide effective, compatible transitions from multi-family and commercial buildings to adjacent low-density residential properties to minimize impacts on these adjacent properties by (Figure 8):

- requiring larger setbacks between buildings;
- using fencing combined with broad areas of landscape plantings (tree, shrubs) capable of impeding travel through to adjacent properties; and/or
- careful positioning of parking, access points, and lighting.

## 2.5 Boulevard Trees and Urban Forest

Trees on private property and within the public realm contribute to the quality of the pedestrian environment and the character of the Cordova Bay Village as a village within a rain forest. Maintaining and achieving a mature urban canopy has numerous benefits to aesthetic, physical, and social/emotional well-being. Trees can also add a rich textural detail to public spaces and enhance the architecture.

- 2.5.1 **Use trees to frame the pedestrian area:** Plant closely-spaced boulevard trees between the roadway and pedestrian pathways to buffer pedestrians from traffic, animate public spaces, provide a vertical and horizontal sense of enclosure, and narrow the perceived width of the road to help reduce vehicle speeds (Figure 9).
- 2.5.2 **Retain large trees:** Prioritize and strongly encourage the retention of mature trees on development sites and the boulevard when planning new development.
- 2.5.3 **Replace mature trees:** Where tree removal is necessary, prioritize the replacement of trees on the development site with adequate soil volume.
- 2.5.4 **Flexible siting:** Where warranted, support variances to setbacks to allow mature trees to be preserved on building sites. Exercise flexibility in the design of the public realm to protect notable, mature trees.

## 2.6 Landscaping

Both the natural and manicured landscape in the Village are important parts of its character and identity. Large trees, generous hedgerows, and lush plantings all contribute to the sense of a village in a rainforest (Figure 10).

- 2.6.1 **Landscaping:** Native and adaptive plant materials are preferred, and should include a mix of coniferous and deciduous species.
- 2.6.2 **Retain existing vegetation:** Encourage the retention of significant native vegetation and support variances to setbacks to preserve these natural features.
- 2.6.3 **Invasive plants:** Applicants are encouraged to use Naturescape principles; invasive plants must not be used.

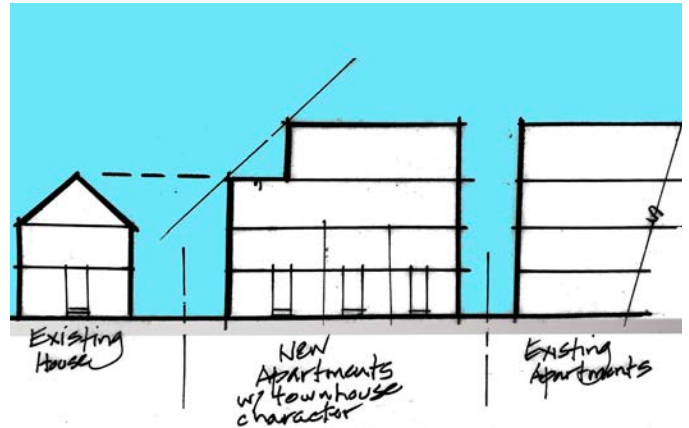


Figure 8: Gradual height transitions reduce impact on neighbouring buildings

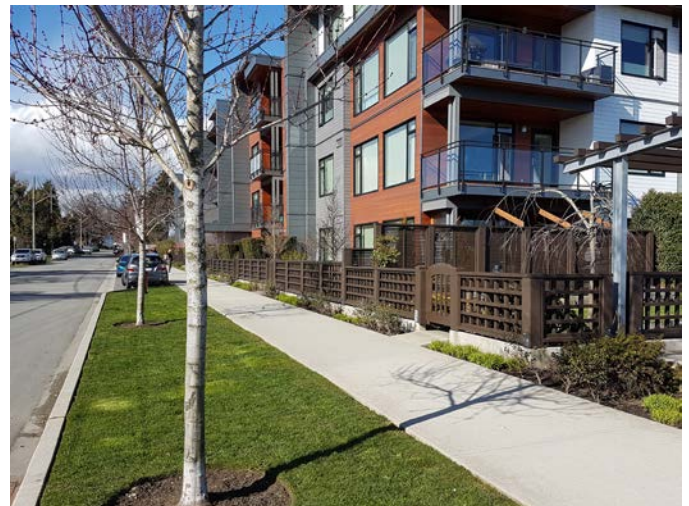


Figure 9: Trees planted between the roadway and pathways frame the pedestrian realm



Figure 10: Lush landscaping and trees add to character and identity



## 2.7 Exterior Lighting

Exterior lighting contributes to safety and ambience. If not properly designed, exterior lighting can be a source of light pollution which can seriously affect the night sky in terms of astrophysical research or casual observations by the general public, and can also have adverse impacts on natural habitat and biodiversity.

To minimize these impacts, outdoor lighting should be regulated to control both the quantity and quality of night lighting.

- 2.7.1 **Type of lighting:** Backlit or self-illuminated lighting is to be avoided (Figure 11).
- 2.7.2 **Dark night sky:** Lighting should be designed to minimize light spill, glare and sky glow by using non-glare, full cut-off lighting fixtures (Figure 12).
- 2.7.3 **Efficient Lighting:** Lighting should be energy efficient, such as LED lighting.
- 2.7.4 **Low-height pathway lighting:** Use bollard and pathway lighting to illuminate pathways.

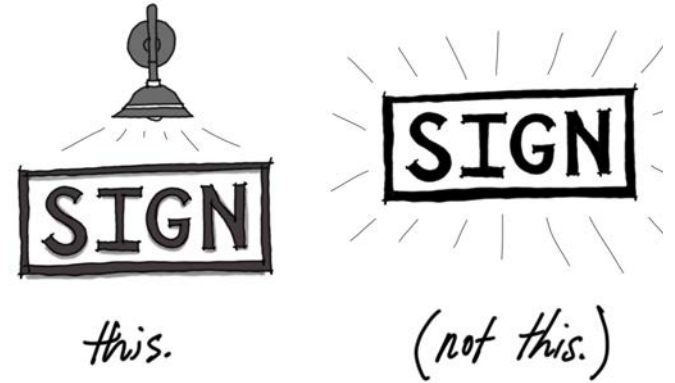


Figure 11: Avoid backlit or self-illuminated lighting

## 2.8 Fences

Fencing design should strike a balance between providing a level of privacy and enclosure while not presenting an unfriendly solid wall to the public street.

- 2.8.1 **Visual transparency:** Any fencing located along a street edge should not create a solid barrier and should be visually transparent (Figure 21).
- 2.8.2 **Street edges:** Fencing along the street edge should be supplemented with low profile landscape plantings (Figure 13).

## 2.9 Green Development

Design and development ideas that reduce impact on the natural environment and minimize energy, material and water consumption are encouraged.

- 2.9.1 **Green buildings and landscapes:** Innovative building and landscape design is strongly encourage to reduce water, material and energy consumption.
- 2.9.2 **Solar access:** Buildings should be designed to consider solar access and orientation to maximize passive solar gain. Tree selection and placement should consider shading (Figure 14).
- 2.9.3 **Renewable Energy:** The use of renewable energy for space and water heating is strongly encouraged. including the potential for on-site generation.
- 2.9.4 **Optimize window arrangement:** Lower the window-to-wall ratio to reduce heat gain and loss through the envelope while maintaining natural daylight and



Figure 12: Downcast exterior lighting reduces light pollution



Figure 13: See-through fencing supplemented with landscaping creates a friendly street edge



livability. Consider a 40% window-to-wall ratio, while accommodating a higher ratio on the first floor to ensure at-grade transparency and eyes on the street.

- 2.9.5 **Flat roofs:** Unprogrammed roof space is discouraged. Program flat roofs for amenity space, renewable energy generation, and green roofs (Figure 15).

## 2.10 Parking and Loading

The amount of parking required for each type of land use is addressed in the Zoning Bylaw. However, the design and location of parking lots for multi-residential, commercial, and mixed-use buildings are also important considerations to design quality and shall adhere to the following guidelines:

- 2.10.1 **Parking areas:** Parking areas must not visually dominate a development. Parking areas should be carefully integrated into developments by such means as incorporating significant landscaping, coordination of outdoor elements, and linking of buildings with parking by distinctively paved walkways.
- 2.10.2 **Off-street parking:** Off-street parking areas should be located to the rear or underneath of a building. Where this is not possible, parking areas to the side of buildings must be generously landscaped to screen them from public view and to present an attractive streetscape (Figure 16).
- 2.10.3 **Break up larger parking areas:** Rows of more than 8 stalls should not be allowed without a landscaped break.
- 2.10.4 **Generous landscaping:** Parking lots should include generous trees and landscaping to soften the look of the lot, manage runoff, enhance pedestrian pathways/areas, and reduce heat island effect.
- 2.10.5 **Screen servicing areas:** Service facilities and structures such as loading bays, garbage and recycling containers, storage areas, and utility services should be located and screened with walls, fencing, hedging, planting, other screening materials or a combination of these materials to minimize visibility from public areas.
- 2.10.6 **Loading areas:** Locate “back of house” areas and elements, such as loading, garbage collection areas, deliveries and utilities at the back of the building away from view and the public realm.

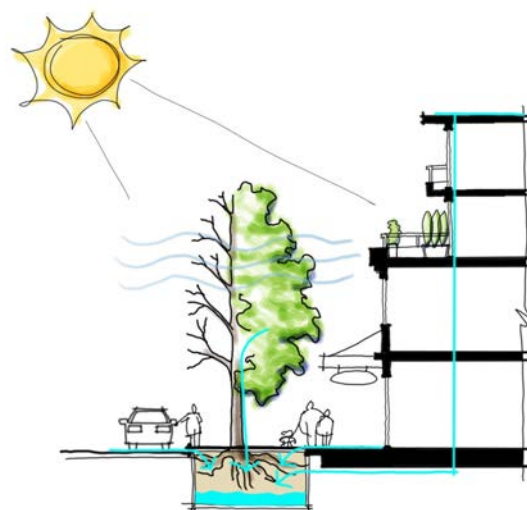


Figure 14: Building design, orientation, and tree selection are important for solar access and shading



Figure 15: Flat roofs are opportunities for amenity areas, renewable energy generation, and green roofs



Figure 16: Screening of surface parking from public view with generous landscaping



2.10.7 **Pedestrian pathways:** Pedestrian pathways through parking areas shall be prominent, easy to navigate, direct, well connected, and convenient for pedestrians. Pedestrian pathways through parking areas shall be integrated with landscaping and be accessible for all ages and abilities, including accommodating the use of wheelchairs, strollers, and other mobility aids (Figure 17).

## 2.11 Safety and Security

2.11.1 **Public safety:** Public safety must be considered in the design of all areas to create safe environments. Provide spaces with natural surveillance (also referred to as “eyes on the street” or natural overlook), animated uses, clear views and sightlines, and adequate lighting (Figure 18).

## 2.12 Impacts to Neighbours

2.12.1 **Noise control:** Reduce noise pollution and minimize impact of heat pumps and other noise-generating devices on livability including outdoor amenity areas and indoor environments through mitigation measures such as screening with acoustic screens.

2.12.2 **Light control:** Consider the impact of light spill from exterior and interior sources in order to minimize impact of light pollution on the livability of residents and neighbours.

2.12.3 **Utility equipment boxes:** Place BC Hydro-owned equipment boxes and other similar equipment in locations that have the least visual impact as possible. Locate away from main entries and lobby. If the site has more than one frontage, place equipment on the least prominent frontage. Soften the appearance of the equipment by providing decorative wraps and landscape screening as much as possible.



Figure 17: Pedestrian pathway through a parking area that is well-integrated with landscaping

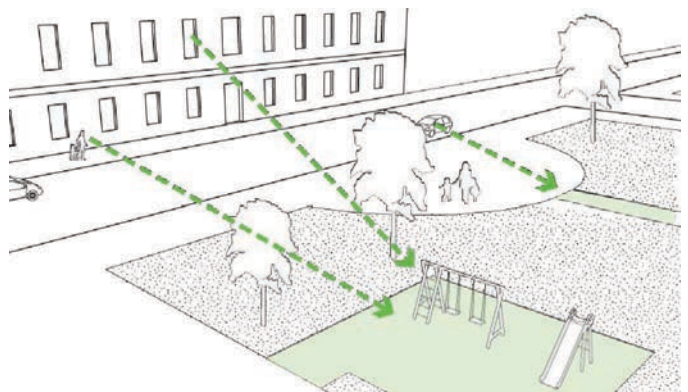


Figure 18: The principles of natural surveillance add to safe environments





- 1 The design of buildings is sympathetic to the character of the area.
- 2 Buildings with multiple units reflect single-detached form.
- 3 Buildings are designed and oriented towards the street.
- 4 Buildings are designed to avoid shadowing and overlook of neighbouring yards.
- 5 Porches and covered entryways to provide outdoor space for residents and allow for "eyes on the street"

Figure 19: Development within the Village must fit well with the ground-oriented neighbourhood character



### 3 NEIGHBOURHOOD ATTACHED HOUSING

Neighbourhood Attached Housing includes duplex, triplex, four-plex and other small attached housing forms. These forms can provide more housing choice within neighbourhoods with minimal impact. Fit is important. Infill of this type must be designed to look like single detached homes, retain green space, and fit well with the surrounding ground-oriented neighbourhood character (Figure 19).

In addition to adhering to the General Village Design Guidelines, Neighbourhood Attached Housing should adhere to the following guidelines:

- 3.1 **Fit:** Buildings can be distinctive but must be sympathetic to surrounding buildings and fit within the overall character of the area.
- 3.2 **Multiple units:** Buildings with multiple units shall emphasize massing reflective of a single-detached building form (Figure 20).
- 3.3 **Facing the street:** Principal buildings should be designed to face the street with well-defined main entryways oriented towards the street.
- 3.4 **Consider neighbouring buildings:** Buildings should consider and avoid unnecessary shadowing and overlook of neighbouring private yards.
- 3.5 **Private outdoor space:** Provide useable private outdoor space of not less than 6 m<sup>2</sup> per unit for apartments or 9 m<sup>2</sup> for townhouse/rowhouse units with 1.8 m<sup>2</sup> being the minimum for any one dimension. Common usable outdoor space equivalent to the aggregate individual unit requirement may also be considered. Common space can include play areas, gardens or seating areas (Figure 21).
- 3.6 **Eyes on the street:** Porches and covered entryways are encouraged to provide weather protected outdoor space for residents and allow for causal surveillance of the public realm and "eyes on the street" (Figures 22, 24).
- 3.7 **Front yard coverage:** Limit parking areas and hard surfacing in front yard areas. A minimum of 35% of the area of the front yard should be permeable (Figure 22).
- 3.8 **Parking garages:** Ensure enclosed parking garages are integrated within the building design and do not dominate the building face.



Figure 20: A tri-plex that looks like a large home

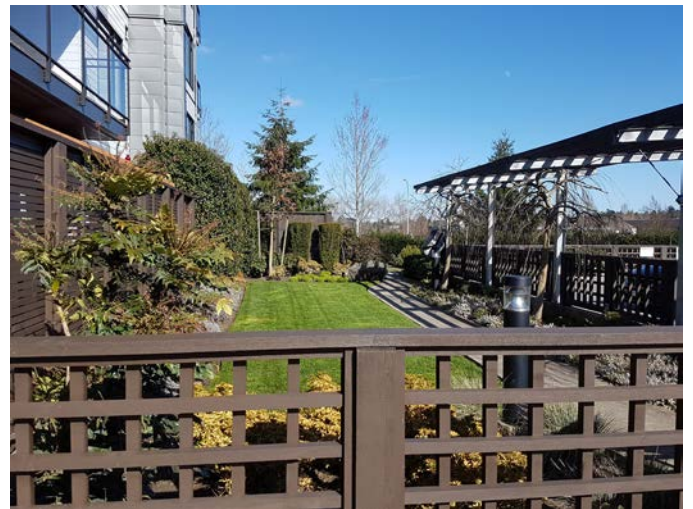


Figure 21: Private common outdoor garden space



Figure 22: Permeable cover in front yard areas



## 4 TOWNHOUSE AND LOW-RISE RESIDENTIAL

Multi-unit residential buildings, including townhouses and low-rise apartments, provide a diversity of housing types within walking distance of key daily amenities. It is important to ensure that new developments will enhance and fit within the local context, while balancing the need to accommodate housing in the area. When these buildings are well-designed and appropriately scaled, they can enhance the overall character of the neighbourhood (Figure 27).

In addition to the General Guidelines, multi-unit residential development within the Village DPA should adhere to the following design guidelines:

- 4.1 **Suitable building widths:** Large and continuous single buildings of more than 60 m in width or townhouses with more than six adjoined units shall be avoided.
- 4.2 **Gentle transitions:** Provide a gradual transition in the building height down to lower-scale neighbours to minimize impact on adjacent buildings. This is best achieved by additional building setbacks, and stepping the building height up from the property edge (Figure 23).
- 4.3 **Universal design:** Design for barrier-free, direct access between the private and public realms.
- 4.4 **Eyes on the street:** Site and orient townhouses and low-rise apartments to overlook public streets, parks, walkways, and communal spaces, while ensuring the security and privacy of residents. Ensure the design of new development increases “eyes on the street” with the placement of windows, balconies and street-level uses, and allows for casual surveillance of parks, open spaces, and play areas (Figure 24).
- 4.5 **Clear entry points:** Residential unit entries, apartment lobbies, and main building entries should be clearly visible from the fronting street. Individual entry ways to the street for ground-oriented units are encouraged. Apartment lobbies should have direct sight lines to the street and have seating provided. Where possible, there should be multiple access points to apartment lobbies and connectivity with adjacent open spaces.
- 4.6 **Privacy for ground-floor units:** Consideration must be given to the privacy of ground-floor units using methods such as raised patios, elevated stoops, and screening.
- 4.7 **Frame the street:** Village townhouse and low-rise apartment buildings should generally be sited 6.0 metres from the property line to frame the street while providing adequate private space for ground-floor residents.
- 4.8 **Elevation and articulation:** Use a variety of architectural articulations to break up the massing of bigger buildings including balconies, breezeways, canopies, varied rooflines, and bump outs. A continuous unbroken roofline should be avoided (Figure 25).

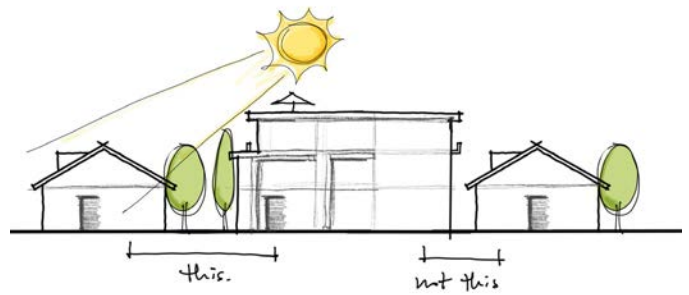


Figure 23: The impact of building height on adjacent buildings is minimized by using setbacks and stepping back upper storeys

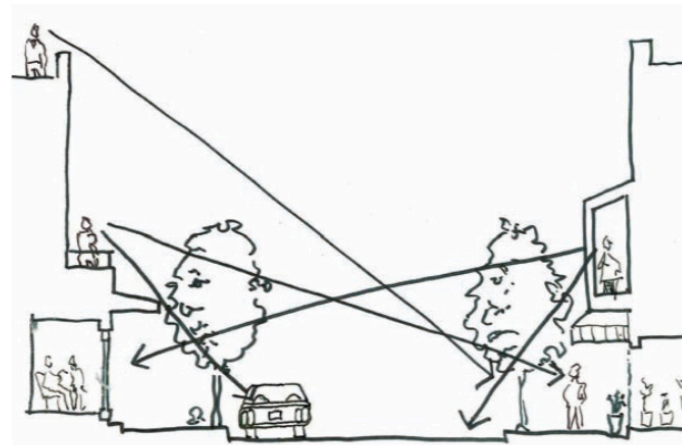


Figure 24: Townhouses and low-rise apartments designed to provide “eyes on the street”



Figure 25: Architectural articulation elements include balconies and bump outs



4.9 **Secure bicycle storage:** Apartment buildings should provide secure bicycle storage adequate to meet the needs of the number of units/residents. Elements of well-designed and secure bicycle storage include:

- a. Adequate space for larger bicycles such as cargo and electric bikes
- b. Use of public art within or as part of a Class 2 (visitor) bicycle rack
- c. Use of weather protection and coverage for exterior bicycle parking
- d. Siting of Class 2 (visitor) parking at the entrance of the building, and/or in a highly visible, safe and convenient location (Figure 26)
- e. The use of at-grade glazing to provide visual access and celebrate bicycle storage areas.



Figure 26: Bike racks sited at the main building entry provide convenience and safety



- 1 Promote the use of West Coast design features and building materials such as stone, brick, stucco, wood shingles, lap siding, and board and batten siding.
- 2 Plant and retain mature trees and enhance with other lush plantings.
- 3 Use perennials, native species, and xeri-scaping to reduce water consumption.
- 4 Break up the massing of larger buildings using a variety of elements including balconies, breezeways, canopies, varied rooflines, bump outs and building articulation.
- 5 Residential entries should be clearly visible from the fronting street with direct sight lines into them.
- 6 Site and orient townhouses and apartments to overlook public streets, parks, and walkways, while ensuring security and privacy of residents.
- 7 Street edge landscaping is low to maintain visual access to the building.

Figure 27: Important design elements for multi-unit residential development within the Village



## 5 COMMERCIAL AND MIXED USE

There are two primary commercial areas in the Village: Mattick's Farm and within the Village core. Mattick's Farm, which is under a separate DPA, establishes a useful set of architectural and landscape precedents upon which to draw for other areas of the Village. Commercial development in the Village along Cordova Bay Road is in a process of transition.

Successful Villages provide fine-grain retail, walkable streets, and variety of uses and amenities for the local community. There is an opportunity to create a distinctive Village "high street" in Cordova Bay over time by siting new commercial development so that it fronts onto Cordova Bay Road within the Village area. Commercial and mixed-use development should adhere to the General Guidelines as well as the guidelines in this section.

### 5.1 Form and character

The character of Cordova Bay Village relies on sensitive integration of building form and scale into the existing built fabric and natural landscape. Cordova Bay Road has unique characteristics for the west- and east-facing street edges. The west side of Cordova Bay Road has traditionally seen more commercial development and can accommodate larger and slightly higher building forms. The east side of Cordova Bay Road affords occasional views through to the ocean and is currently predominantly residential but could accommodate additional small-scale commercial uses.

- 5.1.1 **Two-storey form along Cordova Bay Road:** Maintain a two-storey form along Cordova Bay Road. Where buildings taller than two storeys are permitted, they should present a two-storey street wall, with higher storeys stepping back from Cordova Bay Road (Figure 28).
- 5.1.2 **Emphasize a fine-grained commercial scale:** To animate the street and strengthen the pedestrian realm, create and maintain a rhythm of fine grained commercial frontages with a maximum frontage width of 10 m. The scale of shop fronts should convey a sense of individually-owned stores and personal service (Figures 29, 30, 31).
- 5.1.3 **Break up massing:** Large, single mass buildings are to be avoided. Break up the massing of larger buildings by using a variety of elements including balconies, breezeways, canopies, varied rooflines, bump outs and building articulation. (Figures 29, 30, 31).
- 5.1.4 **Varied building and roof forms:** Encourage varied building forms that reflect a pattern of small-scale, independent shops and businesses. Variety of form should provide visual interest and the promise of a unique experience. Roof heights and design should be varied to create visual interest and avoid monotony (Figure 30).

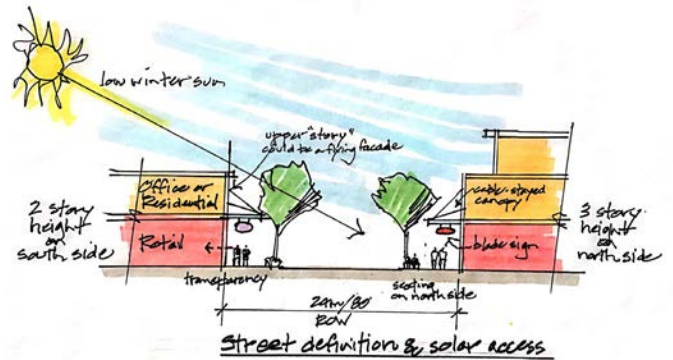


Figure 28: Stepping back upper storeys for a two-storey street wall



Figure 29: Small-scale commercial frontages animate the street



Figure 30: Varied building forms and roof lines convey a sense of independent shops and services



- 5.1.5 **Transparent frontages:** Include large windows at the front of the building to provide transparency and a sense of openness to the public realm (Figure 32). Avoid frosted, tinted, and reflective glazing along with opaque window signage.
- 5.1.6 **Weather protection and vertical elements:** Buildings must be designed to shelter pedestrians from the weather along pedestrian routes with continuous vertical elements such as awnings, canopies, overhangs, and arcades (Figure 32). These features shall be positioned at first-storey height in order to provide a sense of intimacy and enclosure.
- 5.1.7 **Seating Spaces:** Integrate seating areas, porches and decks along commercial building frontages (and outside pedestrian pathways) to create a sense of vitality on the street (Figure 31).
- 5.1.8 **Buildings should frame and face the street:** Buildings with ground-level commercial uses should be sited near the front of a parcel to provide important pedestrian and social space. The building's front face and main access should face the street and be prominent and clearly distinguished. The building should be sited to provide 5.0 m of clear pedestrian space along the commercial frontage (Figure 33).
- 5.1.9 **Avoid blank walls:** Avoid long stretches of blank walls along buildings frontages. Break up blank walls with articulation and window/door openings.
- 5.1.10 **Parking:** Breaks in the continuity of the street wall from non-active uses, such as parking lots, should be avoided or strictly limited. On-site parking at the side or rear of buildings shall be screened from the public view (Figure 16).
- 5.1.11 **Maintain public views:** Public views through to the ocean and to other landmarks serve as reference points and provide a strong sense of orientation. Where possible, maintain public views through lower building forms, gaps between buildings, and at public beach access points.



Figure 31: Integrated seating areas create a sense of vitality on the street



Figure 32: Vertical elements provide weather protection for pedestrians and a sense of enclosure and intimacy

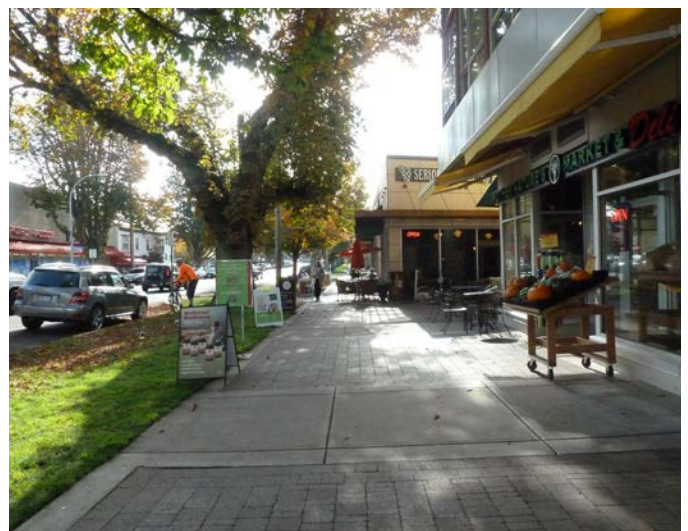


Figure 33: The siting of the building provides 5 m of pedestrian space along the commercial frontage



## 5.2 Signage

Signage should be designed to create visual interest, make public spaces more inviting, and reinforce a sense of place. In addition to the requirements of the Sign Bylaw, signs shall comply with the following design guidelines:

- 5.2.1 **Co-ordinated design:** Signs should be architecturally coordinated with the overall design of buildings and landscaping (Figure 34).
- 5.2.2 **Character:** Signs that reflect a west coast character by using elements of wood and/or stone are encouraged (Figure 34).
- 5.2.3 **Local fit:** Corporate or franchise design elements may need to be modified to fit with the design aesthetic of the Village.
- 5.2.4 **Human scale:** Freestanding signs should be restricted to a maximum height of 4.5 metres above grade.
- 5.2.5 **Restricted signage:** Temporary or changeable illuminated copy signs shall not be permitted except where such signage is clearly a requirement of the business activity (e.g. gas stations). Internally illuminated (backlit box) signs shall not be permitted.
- 5.2.6 **Directed lighting:** External lighting for fascia and wall signs should be directed downward and use goose neck style lighting to minimize light spill and avoid light pollution (Figures 12, 34).
- 5.2.7 **Friendly to pedestrian traffic:** Signage should be designed, scaled, and installed to have a positive impact on the pedestrian realm. Signage and lighting should be designed to contribute positively to the atmosphere of the Village at night (Figure 34).



Figure 34: The wooden sign is coordinated with building design and materials (top); blade signs are designed at a pedestrian scale (below)





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