

SANDWICH NEIGHBOURHOOD COMMERCIAL BUILDING SIGNS

This document contains excerpts of sign guidelines for buildings in the Sandwich Heritage Conservation District Plan and the Olde Sandwich Towne Community Improvement Plan. Other guidelines in the Plans are about street and orientation signage. Other parts of the Plans also apply to developments. These guidelines are in addition to the Sign By-law and other applicable by-laws, statutes and regulations and the Official Plan.

SANDWICH HERITAGE CONSERVATION DISTRICT PLAN Effective October 19, 2012

http://www.citywindsor.ca/residents/planning/Plans-and-Community-Information/Documents/Sandwich%20HCD%20Conservation%20Plan_JN27_2011-FOR%20WEB.pdf

7.0 ARCHITECTURAL DESIGN GUIDELINES

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7.7 COMMERCIAL BUILDINGS

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Recommended Practices and Design Guidelines

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- The avoidance of backlit, fluorescent signs will enhance the heritage characteristics of Sandwich. These signs are not consistent with the age, style and character of the Sandwich Heritage Conservation District. Preferred sign options include painted, stained or carved wood or materials with similar appearance with lettering styles that reflect the traditional, historic character of the community. The preferred type of sign illumination is shielded, incandescent lighting at the top or side of signs;
- The size and scale of signs should correspond to the building. Signs which obscure architectural details are discouraged. Freestanding signs in front of the building should avoid potential conflict with building style and details;

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SANDWICH HERITAGE CONSERVATION DISTRICT PLAN
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8.0 STREETScape DESIGN GUIDELINES

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8.12 BUILDING SIGNAGE



Examples of building signage that is sensitive to the heritage character of the buildings. (Images Copyright Carrot Signs 2005).

There is a mix of both commercial and residential uses within the Sandwich district. Within the commercial area, there may occasionally be a shift in use for some of the buildings as the area grows and changes. As a result, there may be an increased need or desire for additional building signage. This will be of particular importance on streets such as Sandwich Street, where the predominant land uses are commercial or mixed use, and signage is an integral part of the operation of many of the businesses.

Recommendations and Guidelines:

- Wall-mounted signs should not exceed the height of the building cornice;
- Signage materials should be complementary or compatible with those of the building. Painted wood and metal are particularly encouraged because of their historic use as signage materials;
- Ideally, sign designs will be based upon design that is contemporary with the building itself;
- The use of internally lit, neon or plastic signage is strongly discouraged;
- Spotlighting that enhances the visibility of the sign, as well as the architectural character of the building is encouraged;
- No vending machines dispensing food or drinks should be permitted on the exterior of buildings, and
- Sandwich-board style signs that are put out onto the sidewalks during the day and removed after hours should also be complimentary to the building itself. Signs should not be of a size that impedes pedestrian traffic or visual sightlines along the street.

**OLDE SANDWICH TOWNE - COMMUNITY IMPROVEMENT PLAN
Supplemental Development and Urban Design Guidelines - October 2012**

http://www.citywindsor.ca/residents/planning/Plans-and-Community-Information/Documents/Sandwich%20UD_Guidelines_JN27_2011-FOR%20WEB.pdf

4.0 SANDWICH STREET COMMERCIAL AREA

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4.3 BUILDING SIGNAGE

4.3.1 OVERVIEW

Signage provides business and district identification, as well as opportunities for wayfinding and communication. Effective signage is an important part of the built environment and historical references of Sandwich, and should reinforce the historical sense of place and theme of the area. The City of Windsor regulates the size and location of signs through its Sign By-law. The guidelines provided below as well as those within the Heritage Conservation District Plan should be used in conjunction with the City Sign By-law.

4.3.2 DESIGN GUIDELINES

The Heritage Conservation District Plan provides recommendations for new businesses including acceptable locations of signage, desired contemporary styles, preferred materials such as wood and metal, and the use of lighting to promote their visibility.

In addition to these guidelines, the following guidelines apply to signage within the Sandwich Street Commercial Area:

1. Design and locate signs to be compatible with the scale of the building so that they do not detract from or overpower the building design.
2. Do not use internally lit, neon or plastic signage within the commercial area.
3. Use fascia, awning and projecting types of building signage to enhance the historic main street character of Sandwich Street and enhance identity along the designated 'theme street'.
4. Do not use temporary signs within the public right-of-way other than wood A-frame signs.
5. Repair and maintain building signage that is in poor condition according to the regulations of the City's Sign By-Law.

OLDE SANDWICH TOWNE - COMMUNITY IMPROVEMENT PLAN
Supplemental Development and Urban Design Guidelines - October 2012



Fascia and hanging (projecting) signs are appropriate for main street areas.

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4.3.3 DEMONSTRATION AREAS

There are many building signs within the commercial area that do not currently comply with the signage recommendations as listed within the Heritage Conservation District Plan. Many of the signs that do not comply are internally lit plastic signs which are not compatible with the desired historic main street character of Sandwich.



Internally lit plastic signs are not consistent with the desired main street character of Sandwich Street. Signs should be painted wood or metal as recommended within the Heritage Conservation District Plan. (Top Right) Wood 'A-Frame' signs are appropriate if posted during business hours and out of the way of pedestrians.