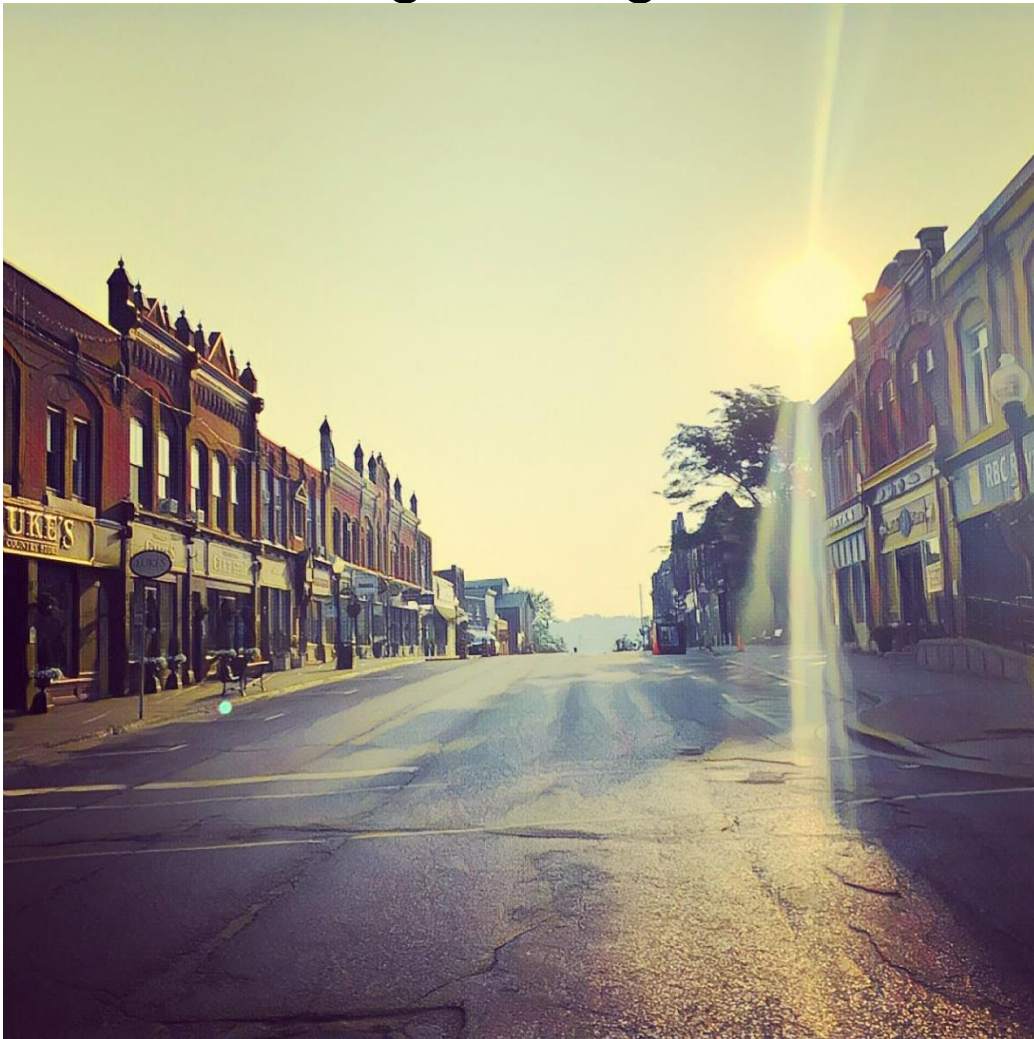




Port Perry Heritage Conservation District Sign Design Guidelines



1. INTRODUCTION

Township of Scugog
Port Perry Heritage Conservation District Sign Design Guidelines

July 11, 2023

The Downtown Port Perry Heritage Conservation District (HCD) Sign Design Guidelines document is intended to describe and illustrate the standards for signs within the HCD. These guidelines will assist property owners and business owners in understanding the Township's expectations while encouraging creative and innovative approaches to signs within the HCD. The guidelines will assist in protecting and maintaining the visual quality of the HCD.

Signs are intended to act as identifiers for businesses and not a form of advertising.

These guidelines are intended to be read in conjunction with the Township of Scugog's Sign By-law 40-15 and the Downtown Port Perry Heritage Conservation District Plan.

2. DOWNTOWN PORT PERRY HERITAGE CONSERVATION DISTRICT

Heritage resources are important to the identity of our community and our quality of life.

The Township of Scugog has a rich history and many heritage resources. A heritage resource can be a place, landscape, building, monument, or artifact that has cultural heritage value to the community. You can see these heritage resources throughout the Township, including impressive educational and civic buildings, many 19th century residences, homesteads, and places like the waterfront and the old Mill.


We help to conserve these resources for the community through designations, heritage permits and guidelines for heritage property owners. The Township of Scugog currently has one main Heritage Conservation District in the downtown core.

The Downtown Port Perry Heritage Conservation District Plan sets out the overall vision and goals for heritage conservation and management in the downtown area.

The Port Perry Downtown Heritage Conservation District (HCD) is designated under Part V of the Ontario Heritage Act. The commercial core is an important economic hub in the Township and contains a rich collection of 19th century commercial buildings that contribute greatly to Scugog's heritage and identity.

The Port Perry Downtown Heritage Conservation District as set out in designation By-Law 91-10 is shown hatched in the sketch below.

Port Perry Heritage District Boundaries

 Lands included in the Heritage Conservation District



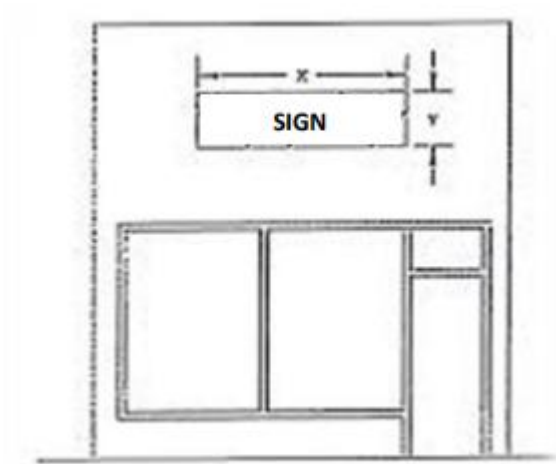
3. PERMITTED SIGNAGE IN THE PORT PERRY HERITAGE CONSERVATION DISTRICT

Fascia or Wall Sign

Definition:

Fascia means a Sign attached to, marked, or inscribed on, erected, or placed against, flat and parallel to an exterior wall surface of a building.

These types of signs are generally located within the sign band and used to identify the building or business. This type of sign does not extend beyond the building face.



Heritage Design Requirements:

- Sign Lettering (business name) must either be raised or recessed:
 - a) Raised lettering must be a minimum of $\frac{1}{2}$ " or 1 cm in height.
 - b) Recessed lettering must be v-carved a minimum of $\frac{1}{4}$ " and must be easily readable from a distance and must be visible from street level.
- If the sign is placed on a designated sign band, a border is not required but is encouraged.
- If the sign does not mount on a sign band, a raised or v-carved border is required with a minimum depth or raised $\frac{1}{2}$ ".
See Section 4, Sign Design for design guidelines covering colour and accepted materials.

Sign By-law (#40-15) Highlights:

- 3.7.2 No Facia or Wall Sign shall project more than 150 mm (6.0 inches) from the wall to which it is attached.
- 3.7.3 A Facia or Wall Sign erected on a building above a location where the public passes, shall be located not less than 2.5 metres (8 feet) above the finished grade below the Sign.
- 3.7.8 The Facia or Wall Sign shall not cover more than 10 percent (10%) of any building wall. One (1) Wall Sign shall be permitted on each building wall, except for multi-tenant buildings.
- 3.7.10 Facia or Wall Signs shall only be illuminated externally and shall not be back lit.
- 4.3.1 c) in the case of a multi tenant building, 10% of the linear frontage each tenant occupies shall be permitted. One (1) such Sign shall be permitted for each road allowance to a maximum of (2) Signs.

Fascia Sign Examples:



Recessed lettering with decorative raised border and situated within existing sign band.



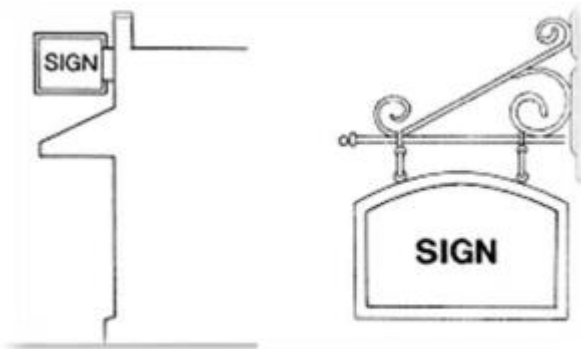
Raised lettering with decorative recessed border and situated within existing sign band.

Hanging Signs

Definition:

Hanging signs refer to any sign perpendicular to the wall to which it is mounted.

These signs are generally secondary to a wall mounted (fascia) sign.



Heritage Design Requirements

- All hanging signs must have raised or v-carved lettering.
- Hanging signs may have a decorative border that is flat, raised or recessed.
- See Section 4, Sign Design for design guidelines covering colour and accepted materials.

Sign By-law (#40-15) Highlights:

- 4.3.1 d) One (1) Hanging Sign shall be permitted for each building façade belonging to a single business:
 - No hanging sign shall be more than 1m² (10.75 ft²) in Sign area.
 - No sign or support structure for the sign shall be located closer to the ground than 2.5 metres (8 feet).
 - The sign or support structure cannot be more than 4 inches from the wall of the building.

Hanging Sign Examples:

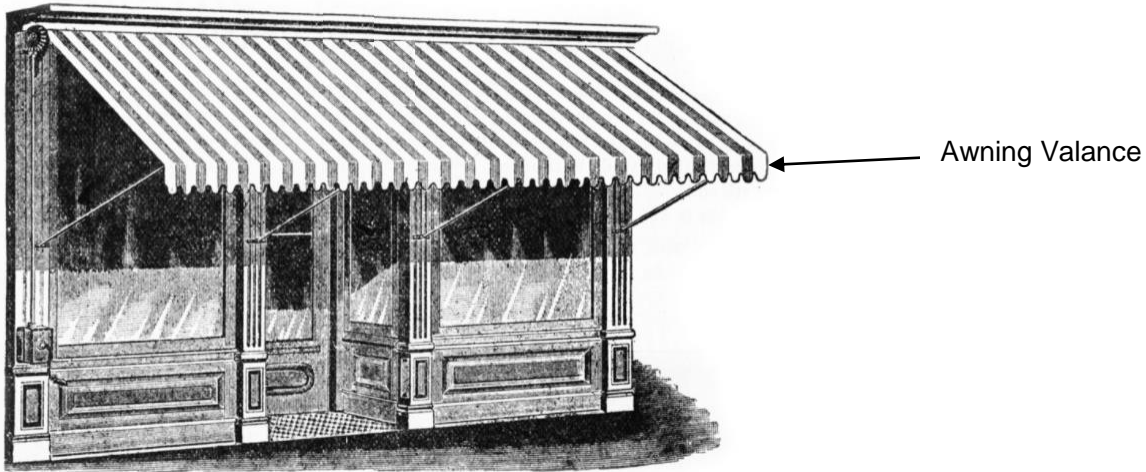


Hanging sign with raised lettering – graphic border



Hanging sign with raised lettering – no border

Awning Signs



Definition:

An awning sign means a sign attached to or on the face (valance) of an awning. Awnings are a historically popular means of sheltering pedestrians and protecting window merchandise from sun damage. They provide additional cooling in the summer and create a charming and nostalgic entrance or storefront.

i) Valance lettering sign

Heritage Design Requirements:

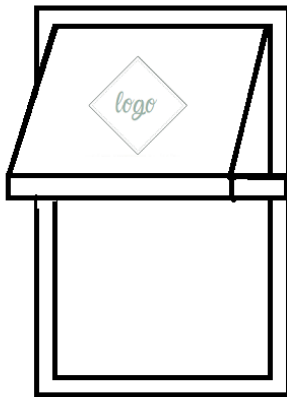
- Awnings should be made of a canvas material and must be retractable.

- The business name may appear in simple, easy to read lettering on the front valance (straight or scalloped) of the awning. No other graphics may appear anywhere else on the awning.



Retractable awning with business name on valance.

Canopy



Definition:

Means a retractable structure, covered with fabric or like material that is attached to and projects from the exterior wall of a building over a window or door and provides shade or other protection from the elements.

Sign By-law (40-15) Highlights:

- 3.3.1 – Canopy signs are not permitted.

Heritage Design Requirements:

- Triangular canvas canopies are only to appear on the side or rear of a building and may only be permitted through a variance from the Sign By-law. A

triangular non-retractable canopy shall not face onto the main front of the building.

- Canopies should be made of a canvas material and should clearly resemble the triangular shape of a traditional retractable awning.
- The canopy must be triangular – bubble, round or semi circle canopies are prohibited.
- A subtle logo or muted graphic may appear on the slope of the triangular canopy.



Triangular canvas canopies that resemble traditional awnings.

Portable Sign / Menu Board Sign



Definition:

A Portable Sign means a free-standing Sign erected on but not permanently anchored in the ground, and without limiting the generality of the foregoing, includes Signs commonly referred to as A-frame, T-frame and sandwich boards.

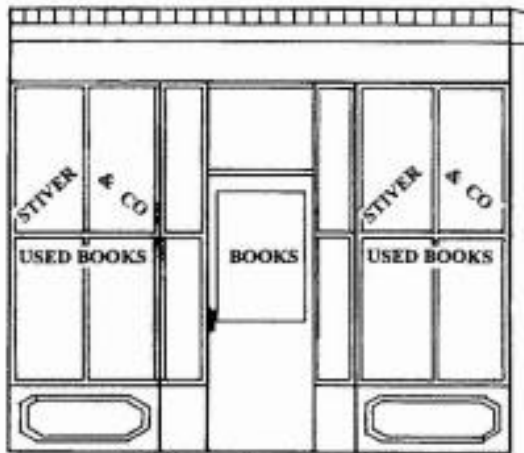
Heritage Design Requirements:

- Portable/menu board signs are encouraged to adhere to the Heritage Colour Palette. Refer to section 4. for more details.

Sign By-law (#40-15) Highlights:

- 3.13.1 a) A permit for a Portable Sign is valid for one 1 year and must be renewed by the Chief Building Official.
- 3.13.1 b) One (1) Portable Sign per business.
- 3.13.1 d) A Portable Sign shall be used only during the actual hours of operation of the business that it is advertising and shall be placed at the designated place each time.
- 3.13.1 e) The maximum size is 0.6 metres (2 feet) wide by 1.1 meters (3.6 feet) high. It shall not be placed in front of any business or place other than the business it is intended to advertise.
- 3.13.1 g) No Portable Sign shall have any moving parts, either by natural forces or other means, shall have no electrical components of any kind and shall not be illuminated.

Window Signage



Definition:

Window sign means a sign located on the interior or exterior of a window which is intended to be seen from off the premises.

Heritage Design Requirements:

- Vinyl decals are normally used in the HCD. The font shall be easy to read and shall reflect the Heritage Colour Palette.
- The graphics shall not exceed 30% coverage of each window.

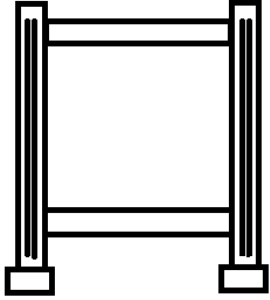
Sign By-law (#40-15) Highlights:

- 4.3.1 f) temporary window painting and other graphics are permitted but shall cover no more than 30% of each window.
 - Un-coloured frosting or solar protection material may be used on all windows.



Vinyl Window Decals

Ground Mount Sign



Definition:

A Ground Sign means any Sign directly supported by the ground without the aid of any other building.

Sign By-law (#40-15) Highlights

- 4.3.1 e) Ground Signs shall not be permitted in the Main Central Area.

Heritage Design Requirements:

- Any changes to existing ground mount signage will be evaluated through a variance to the sign by-law.



Heritage Design Considerations:

- Heritage style post
- Raised or Recessed Lettering
- Border
- Matte Finish

- Individual plates for multi business

7. Banners



Definition:

Banner Sign means a Sign or Advertising Device made from cloth, plastic, or a similar light weight non-rigid material.

Sign By-law (#40-15) Highlights:

- 3.1.1 a) No Banner Sign shall exceed 6 m² (64.5 ft²) in area and in no circumstances shall exceed ten percent (10%) of the wall or facade on which it is hung.
- 3.1.1 c) A Banner Sign shall only be permitted as a temporary Sign prior to the installation of a permanent Wall Sign and for a maximum period of four (4) months. Other promotional Banner Signs are not permitted.

Heritage Design Requirements:

- As banner signs are only temporary, Heritage Design Guidelines are not applicable. However, banners are encouraged to be produced in Heritage Colours and to be of a design that is sympathetic to the Heritage District.

4. OBJECTIVES AND GUIDELINES

Sign Placement:

Objective:

To position signs in such a way that they respect the age, architecture and scale of historic buildings as well as the historic nature of the overall streetscape.

Guidelines:

- Signs should work within and not conflict with existing architectural features.
- Signs are to be located within the building's original sign band and mounted with decorative brackets and that complement the buildings architecture.

- Signs are to be attached in a manner that does the least amount of damage to the building's façade.
- Signs are not permitted above the first floor.
- Roof-mounted signs are prohibited.

Sign Design

Objective:

A sign's design should be integrated into the overall design of the façade and not be the most visible element on the building. The shape, material, texture, colours, and method of lighting should all be compatible with the building's architecture. Signage design, including colour, content and typeface, should communicate the character of the building and the heritage conservation district in which it is located whilst remaining simple and uncluttered. Lighting should produce an effect similar to daylight.

Size Guidelines:

Please refer to each individual sign section above for dimensions.

Content Guidelines:

- Identification is to be the primary reason for placing signs on historic buildings.
- Wording should be simple and concise (referring to the business name or nature of the business).
- Symbol signs are encouraged as they can be read quickly, add interest to the streetscape, are easier to remember and were often used historically.
- Corporate signage is expected to generally comply with these guidelines and may require some adaptation in order to be more sympathetic to a heritage building. Corporate sign applicants are encouraged to consult with Staff prior to design and construction of signs, with the option to meet with the Heritage Committee for comments. Signs that don't comply with any of the Heritage Sign Design Guidelines will require a variance to the sign by-law.

Material Guidelines:

- Traditional materials in compliance with Heritage District standards such as wood, (Redwood cedar) and metals are always acceptable. Modern materials that are very durable yet appear as traditional materials such as:
 - i) painted PVC
 - ii) Extira, and
 - iii) the matte version only of alumipanel 6mm are also acceptable.

For any other desired materials please consult with the Heritage Committee.

**The finish of all materials must be matte.
High-gloss material is prohibited.**

Lettering Guidelines:

- Lettering should be appropriate to the style of the building and heritage conservation district.

Colour Guidelines:

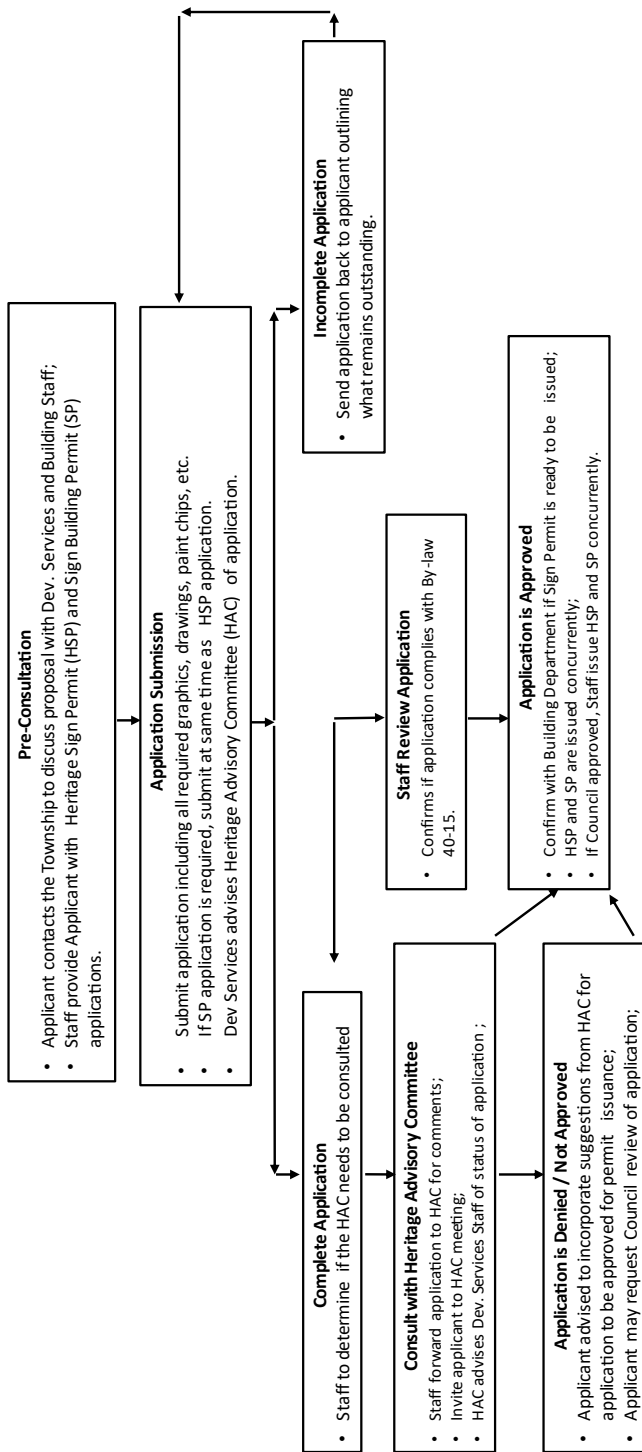
- Colour choice shall be based upon approved Heritage Colour Palette. The Port Perry HCD currently uses Benjamin Moore's Heritage Colour Palette, however, Benjamin Moore paint does not necessarily need to be used. Other paint manufacturers may colour match using the Benjamin Moore heritage pallet.

Lighting Guidelines:

- Signs shall only be illuminated externally, such as a goose-neck light.
- Internally illuminated signs are prohibited.

5. PROCESS, APPLICATION AND CONSULTATIONS

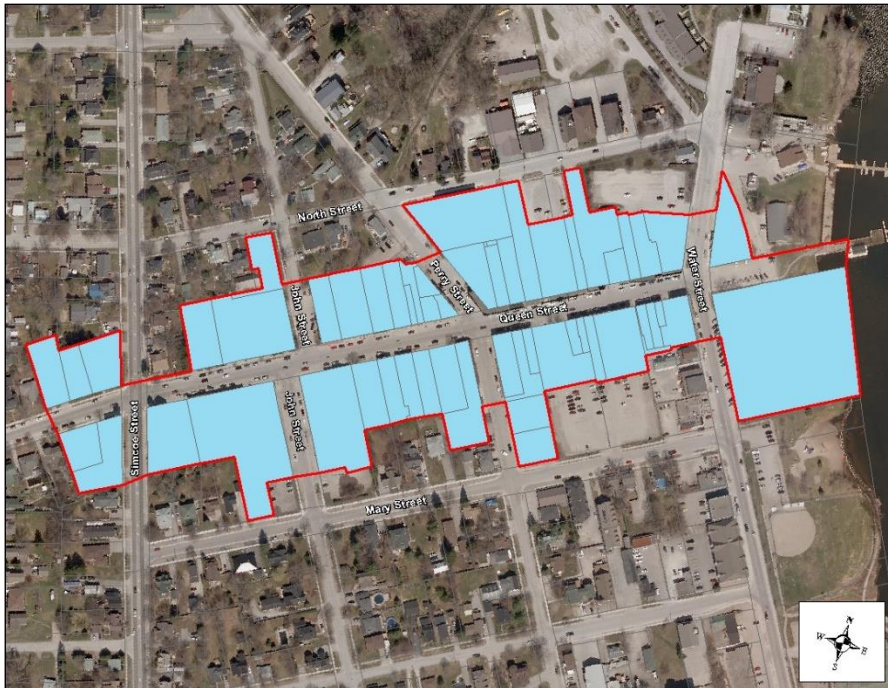
HERITAGE SIGN PERMIT APPLICATION PROCESS





DOWNTOWN PORT PERRY HERITAGE CONSERVATION DISTRICT PLAN

Heritage Sign Permit Guide & How to apply for a Heritage Sign Permit through Cloudpermit



HERITAGE SIGN PERMIT APPLICATION CHECKLIST

SIGNS

The following supplementary and supporting documents/materials are required for a Heritage Sign Permit application to add, replace or alter a sign within the Downtown Port Perry Heritage Conservation District. The Heritage Sign Permit is to be used in conjunction with, but does not supersede the Township's Sign By-Law, 40-15 and permitting process. A Sign Permit issued through the Building Department may also be required depending on the circumstance. Please contact the Building Department at building@scugog.ca or 905-985-7346 ext. 169 to confirm with Building Staff what requirements are needed to obtain a Sign Permit.

EXISTING

- Colour photographs or graphics of elevations, architectural details, streetscape, and the location and details of existing signs

PROPOSED

- A written description of proposed sign(s), including location, type, orientation, and lighting.
- Appropriately scaled elevations (and a site plan if required), or an image of the proposed sign superimposed on a photo or graphic of the existing structure, showing the location and details of the proposed sign(s).

The following additional information and details are required:

- type (i.e. fascia/ wall, hanging, window, awning etc.)
- method of installation and details (affixed to wall)
- dimensions (width, height and sign area)
- number of sides
- shape
- material(s)
- wording and content
- graphics style and size
- percentage of building façade coverage
- type of exterior lighting source, if any
- streetscape elevations
- Paint chips and corresponding heritage catalogue name and paint number for each colour proposed to be used in the sign with a depiction of where each colour will be used.

Note: Elevation drawings or photos must be in full colour.



APPLICATION FOR HERITAGE SIGN PERMIT

How to Apply for a Heritage Sign Permit Application

The Township of Scugog is pleased to offer Cloudpermit to apply for a Heritage Sign permit.

How do I apply for a Heritage Sign Permit?

Creating and submitting applications on Cloudpermit through the Township of Scugog is quick and easy. To do so, you'll need to follow a few steps outlined below. Cloudpermit & the Township of Scugog will instruct you how to complete and submit the application. Once submitted, it will be reviewed. Look out for communication emails back to keep your application on track with review and processing. Final issued permit will be available for you to download from Cloudpermit, located on Township of Scugog's website.

Step 1: Start creating a new application by clicking the button '**Create your first application**'.

To Start a New Heritage Sign Permit Application register for an account for new users and click on confirmation email. Set a strong password and enter fields as required.

Register to Cloudpermit: <https://ca.cloudpermit.com/registration>

Login to Cloudpermit: <http://ca.cloudpermit.com/login>

Click the "**Create your First Application**" button.

Create a **New Project** and give it a name. Some combination of your address and the project type might be a good way to keep track if you'll be applying for multiple permits (for example – 123 Anywhere St– Heritage Sign Permit).

CREATE A NEW PROJECT

Name of the project

Test Project |

CANCEL

BACK

NEXT →

Then select **NEXT** – Provide the **Location** where the work will be taking place. Change the municipality (dropdown menu in the upper right-hand corner).

Locate the property on the map.

There are three options to do it:

- Option 1: Using the municipal address of the subject property.

- Option 2: Using the roll number of the subject property.
- Option 3: Using a map to locate the subject property.

Option 1:

Start typing the address of the property into the text field. Cloudpermit provides you with a list of properties matching the address. Select the desired property from the list and click "Next."

Option 2:

Start typing it into the text field if you know the property's roll number. Cloudpermit provides you with a list of existing properties matching your typing. Select the desired property from the list and click "Next."

Option 3:

Click on the map to drag it. Zoom in and out using the "+" and "-" buttons on the top left of the map.

Once you have the correct location (it appears under the map).

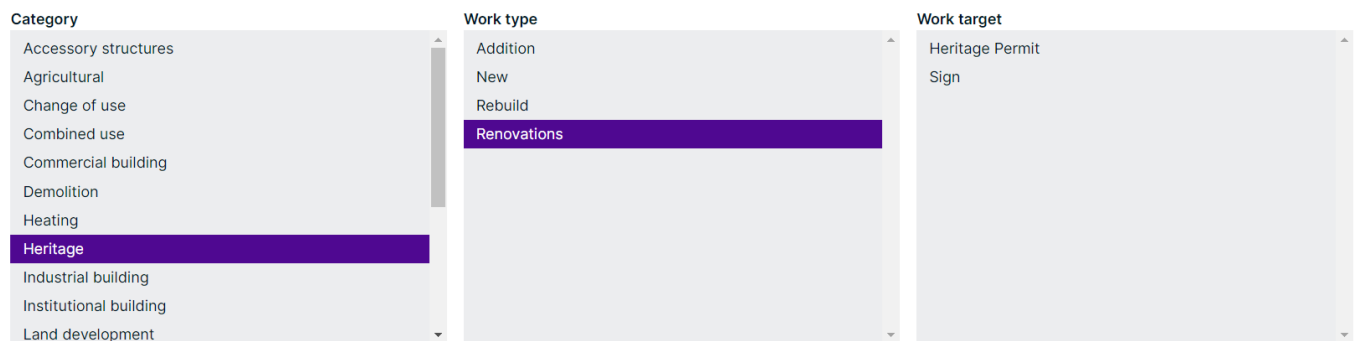
Select the category and project type for your application. Please read the 'Good to Know' section if you require more information prior to selecting.

Next confirm which type your permit is for within Cloudpermit

For example Category under Other: Heritage

Work type: Renovations, or Rebuild, or Addition, or New

Work target: Heritage Permit or Sign



Project Information

Enclosure description, details, type of Heritage Sign Permit application to construct, alter, repair within the Downtown Port Perry Heritage Conservation District

Step 2: Invite other necessary parties, such as property owner

Step 3: Complete your application, upload all required documents.

Township of Scugog
Port Perry Heritage Conservation District Sign Design Guidelines

Complete the application data by:

- Scroll down to the application data section
- Your work is automatically saved, there is no save button
- There are red asterisk marks next to the form fields that are required to fill out
- Once you're done filling out the form, click the RETURN TO THE APPLICATION button at the top left of each form

Fill out the application data in the application workspace, identify application parties, and add attachments to the application, if needed.

- See instructions for [adding required attachments](#).

Once all is done, click "Return to application."

Upload Attachments that are mandatory (Example **Colour photographs or graphics of elevations, architectural details, streetscape, and the location and details of existing signs. A written description of proposed sign(s), including location, type, orientation, and lighting. Appropriately scaled elevations (and a site plan if required), or an image of the proposed sign superimposed on a photo or graphic of the existing structure, showing the location and details of the proposed sign(s).**

Others as requested,) by:

- Scroll down to the attachments section (Detailed drawing Site Plan, etc. as required)
- Drag and drop attachments or select the "click here" button to identify the required files OR using the "**click here**" button to select them from your computer.
- Once they have uploaded, select the type of attachment, and then select done.
- Identify each attachment by selecting from a drop-down list of attachment type names
- If at any time you need to change or update the attachments (prior to submitting your application), you can delete (the little garbage cans) and upload again.

① ATTACHMENTS Close

Required attachments

Architectural drawing	0	Civil drawing / Lot grading plan	0	Details drawing	0	Site plan	0
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Drag and drop files here or [click here](#) to select files from your computer.

You can upload multiple attachments at the same time. Maximum individual file size is 100 MB. Allowed file types are PDF, image, Microsoft Office, OpenOffice and ZIP. ZIP files have to be uploaded individually

Scroll down to the bottom of the form.

Township of Scugog
Port Perry Heritage Conservation District Sign Design Guidelines

July 11, 2023

How to sign off and submit an application

Steps:

- Once you have finished your application, you must sign it off before submitting it to the Township of Scugog.
- Only applicants can sign off on applications.

Step 4: Verify, Sign and Submit for review.

Sign Off on the Application

At this point, you are ready to **Sign Off** on the application, using the button at the top right-hand side of the page.

Review the items listed and indicate if they apply and/or you agree with the terms.

Then click "**sign off application.**"

Note that you can download a copy of the sign-off form at the top of the page.

DECLARATION OF APPLICANT

Close 

APPLICANT

I, John Doe, do hereby declare that the information contained in this application, the attached schedules and forms, the attached plans and specifications, and other attached documentation is true to the best of my knowledge. If the owner is a corporation or partnership, I have the authority to bind the corporation or partnership by signing off, I understand that it constitutes a legal signature confirming that I acknowledge and agree to the above declaration.

 Signed by **John Doe** 2021-04-17, 9:00 AM [Remove](#)

DOWNLOAD SIGNED FORM 

Personal information contained in this form and schedules is collected under the authority of subsection 8.1(1) of the Building Code Act, 1992, and will be used in the administration and enforcement of the Building Code Act, 1992. Questions about the collection of personal information may be addressed to: a) the Chief Building Official of the municipality or upper-tier municipality to which this application is being made, or, b) the inspector having the powers and duties of a chief building official in relation to sewage systems or plumbing for an upper-tier municipality, board of health or conservation authority to whom this application is made, or, c) Director, Building and Development Branch, Ministry of Municipal Affairs and Housing 777 Bay St., 2nd Floor, Toronto, M5G 2E5 (416) 585-6666.

[← RETURN TO APPLICATION](#)

[SUBMIT APPLICATION →](#)

Submit your Application

You will receive an email to confirm your application has been submitted, and you'll receive subsequent emails regarding its status. You will also receive an email advising you when the Heritage Sign Permit is ready.

Success - You have created your request.

Step 5: Revise the application based on the feedback from the municipal authority.

Step 6: Watch for follow up emails to make sure the process keeps going.

Tips Dashboard - At any point, you can return to the "My Dashboard" page to see which applications you have made and if we are waiting on any information from you to process your application further. Delete - You can delete your application at any time by using the "Select Action" drop-down menu at the top of the page.

Need Help? Visit <https://support-ca.cloudpermit.com/en/support/home> for answers to commonly asked questions.

Consultations:

- Contact the Building Department at building@scugog.ca or 905-985-7346 ext. 169 for a Sign Permit issued by the CBO and to discuss:
 - Why a Sign Permit issued by the CBO is required;
 - Fire rating when above 1st floor windows; and
 - Weight restrictions of signs – signs above a doorway.