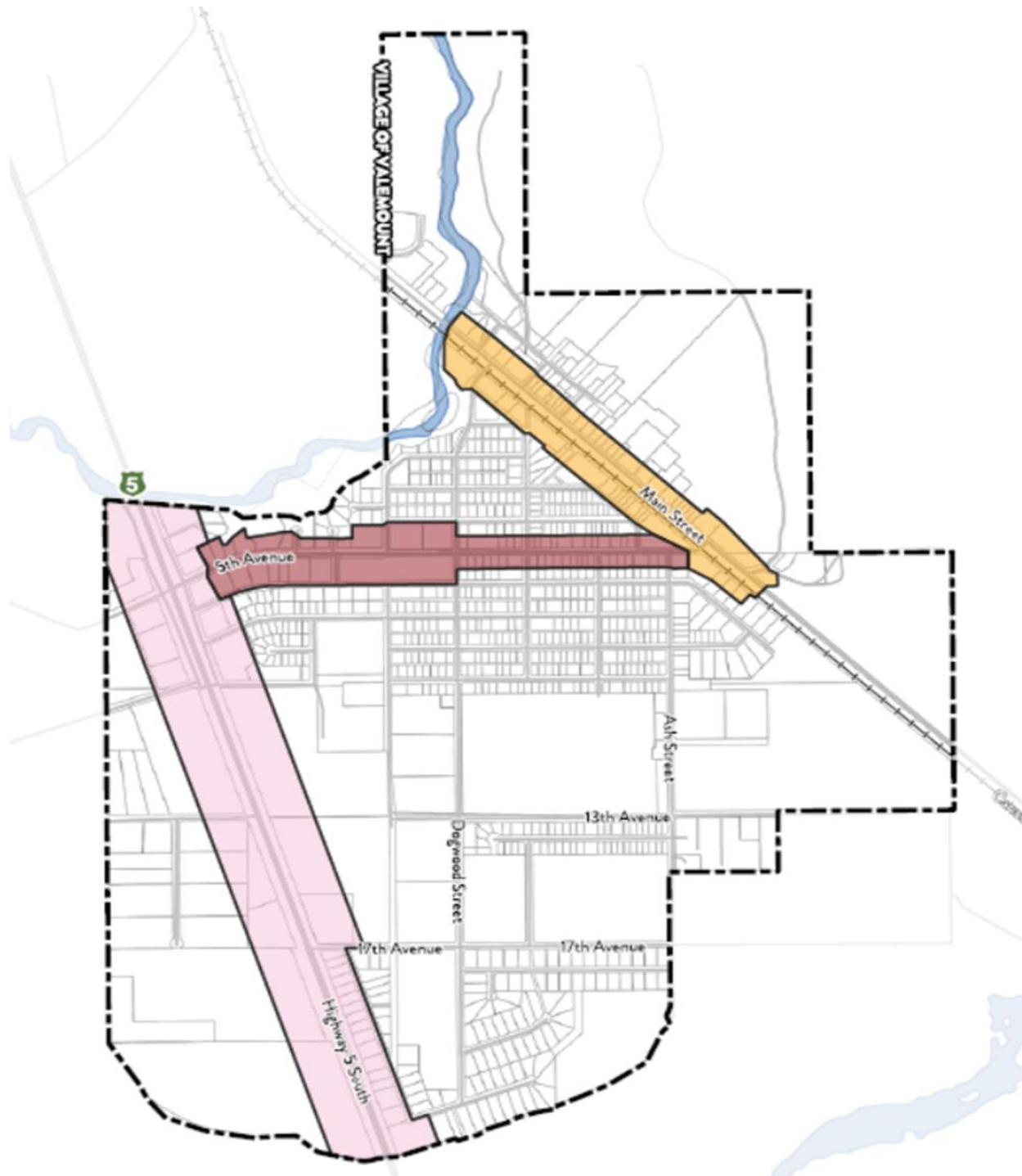


# 2024 BUSINESS FAÇADE IMPROVEMENT DESIGN GUIDELINES

### Eligible Properties

Existing commercial buildings located in the Village of Valemount Downtown (5th Avenue), Railtown (Main Street) and Highway Corridor (Hwy 5 South) area. (As shown on the map below) are eligible criteria areas.



## Project Design

This program will allow businesses in Valemount to create frontages that will enhance the Mountain Valley Theme, as outlined in the Official Community Plan – Neighbourhood Character Development Permit Area Design Guidelines. The design and architecture of buildings and sites ensure the Village maintains its desired look and feel while still evolving over time.

### What is a “Mountain Valley” style?

Includes sloped roofs, exposed wood and natural materials for building exteriors including rock, stone, and wood.



*\*Inspiration for the Mountain Valley Style*



*\*Example of a Mixed-Use Building with a Sloped Roof and Natural Materials*

## Building Form, Massing & Materials

Building shape should be sufficiently varied to create interest and avoid a monotonous appearance. Long expanses of plain walls are strongly discouraged. Long walls and large boxy forms should be broken into individual sections using roof and façade articulation, and vertical features, to create the appearance of smaller, individual storefronts.



**Not recommended:** Large, boxy building forms

**Recommended:** Larger form broken into individual sections to develop appearance of individual store fronts.



Buildings should create active frontages with transparent glazing and doors and windows that face the street.

The width of large horizontal buildings should be broken up with architectural elements (e.g., gables, awnings, windows, material change, insets/recess) every 6-8 metres.

Buildings shall incorporate sloped and/or pitched roofs with a recommended pitch of at least 5:12.

To promote wildfire resistance for built structures, the use of cedar shakes and box batten roof materials is discouraged.

To promote a high quality of aesthetics in the Village, the use of stucco and vinyl siding is discouraged.

### Colours

Use of natural colours found in the local natural landscape or accent colour complementary to these natural colours are strongly encouraged.

The palette of colours used for the majority of building exteriors should be from an earth tone palette, including gray blues, greys, browns, greens, fall yellows, oranges, and soft reds. Vibrant accent colours should be used sparingly and counterbalanced with neutral colours and natural materials.

### Signage

Signs should fit with the overall character of the Village Core areas and be complementary to the design of the principal building on the site. Sign information should be provided at the pedestrian scale. Doorway, hanging, awning, fascia, and window signs are encouraged.