



RUSSELL MANITOBA
Development and Design Guidelines

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Town of Russell Civic Centre



TOWN VISION

This Development and Design Guidelines document created for the Town of Russell, Manitoba is intended to provide the foundation for a sustainable long term re-investment in the Downtown Revitalization area through purposeful design initiatives.

The first perspective further emphasizes the existing design features found within Russell's Main Street. The second intends to reconnect with the town's ethnic diversity which includes (but is not limited to) German, French, English, Scottish, Icelandic, Ukrainian, Metis and Aboriginal cultures. While proposing new Architectural elements, an emphasis will be placed on introducing the theme of "Old World Architecture" and a European style of Architecture.

This document intends to focus on the building facades, streetscaping, lighting, signage and rejuvenating what currently exists. The emphasis will take place on Main Street, photos can be seen below.

Main Street: Darcy to Westborne



Main Street: Westborne to Assiniboine



In introducing the Old World Character on to Main Street Russell, one of the major challenges will be to upgrade the existing buildings to include the necessary elements to promote the rich character of old world charm. This document will explain the necessary building elements, that when assembled correctly, will promote richness of character through facade treatment. The three distinct facade parts that make up an elevation are noticeably missing from the majority of existing building facades making up Main Street Russell. Given that the majority of building are flat roofed, it is necessary to articulate the top portion of facade to include decorative elements such as a projection, soffit, or cornice. While a few of the older buildings do incorporate this into their facade, a vast majority do not.

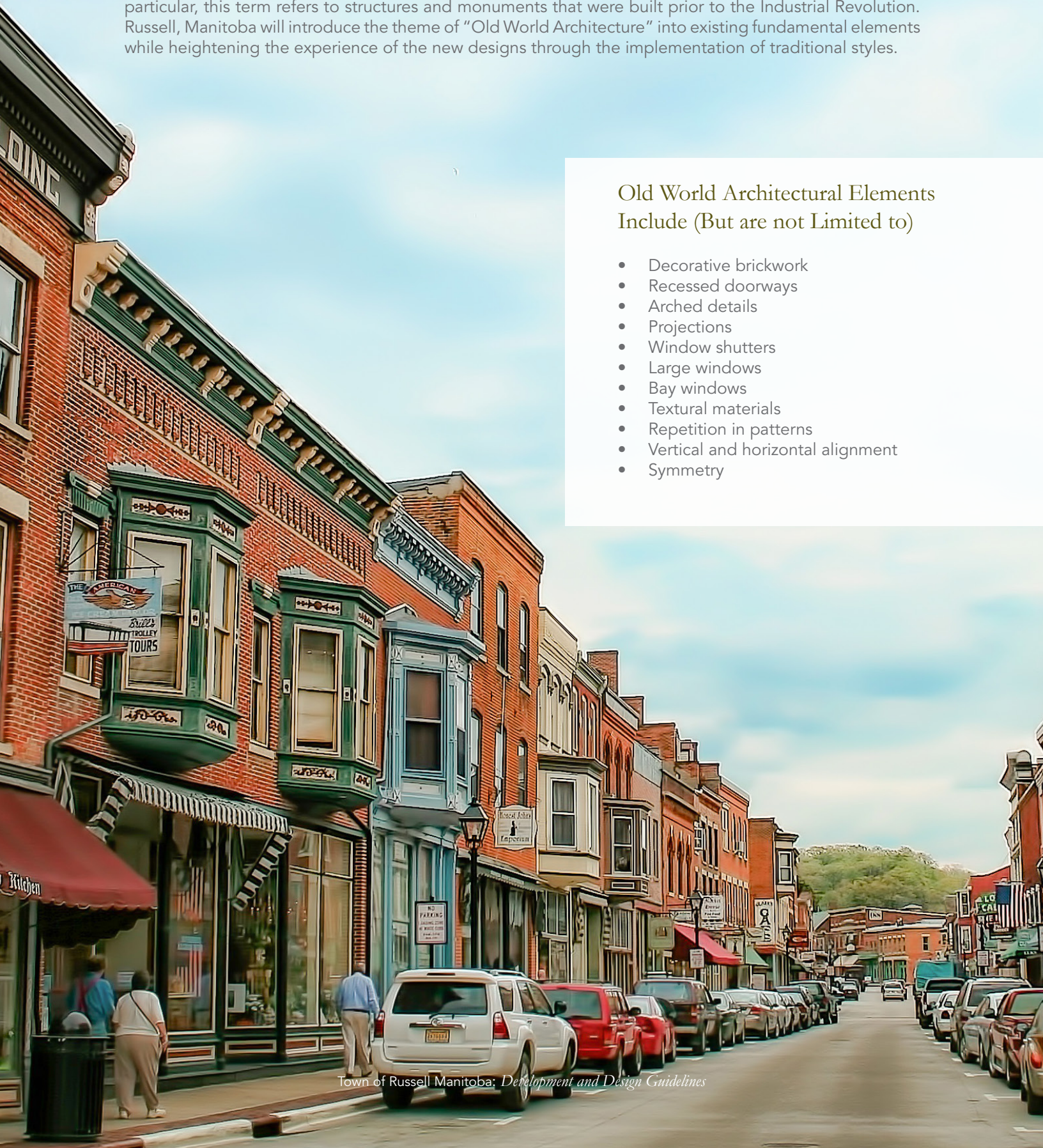


OLD WORLD ARCHITECTURE

“Old World Architecture” is defined as traditional, or more specifically, original European Architecture. In particular, this term refers to structures and monuments that were built prior to the Industrial Revolution. Russell, Manitoba will introduce the theme of “Old World Architecture” into existing fundamental elements while heightening the experience of the new designs through the implementation of traditional styles.

Old World Architectural Elements Include (But are not Limited to)

- Decorative brickwork
- Recessed doorways
- Arched details
- Projections
- Window shutters
- Large windows
- Bay windows
- Textural materials
- Repetition in patterns
- Vertical and horizontal alignment
- Symmetry





Decorative Red Brickwork



Recessed Doorway



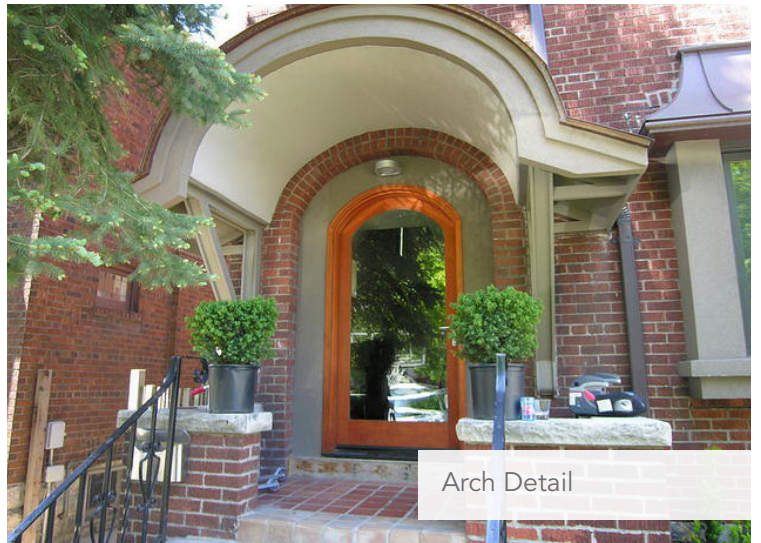
Window Shutters



Bay Window



Symmetry



Arch Detail

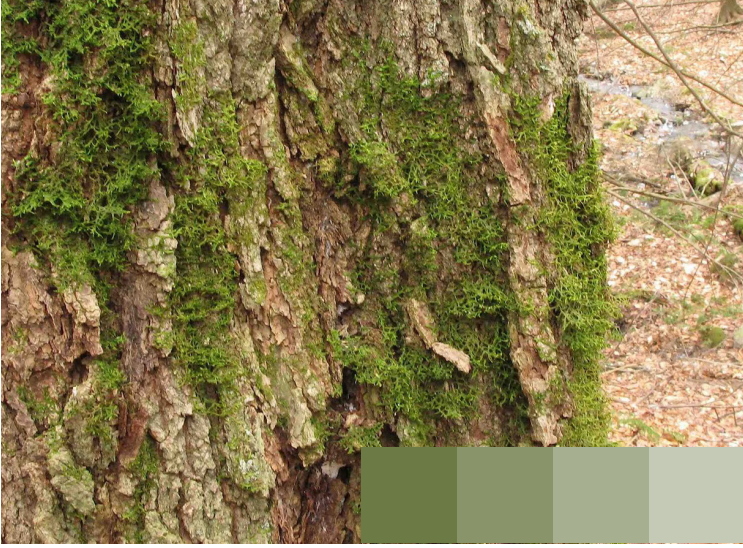
COLOURS

Inspired by the natural beauty found within Manitoba, the color palette has been inspired by the prairies.

The gradients of these earth tones allow for a larger palette. These colors are intended to complement the existing colors of the stone and brick work. They will be implemented on the walls, trim, tiles, banners, roofing material and other building features and elements that are visible from the street.

Muted colors are often encouraged for the main body of the building, while trim, windows and doors may incorporate some of the brighter tones. Semi-transparent wood stains should be used to further accentuate the natural grain.





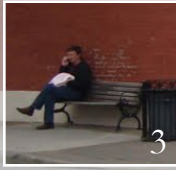
SCALE

To ensure that all buildings incorporate some aspects of “human scale,” all future buildings in the Town of Russell will need to place a strong emphasis on appropriate pedestrian level design scale.

In order to accomplish this, light fixtures and canopies must address the pedestrian with height appropriate measurements. Ensuring entrances have a maximum canopy soffit height of an 8’ and the façade dimensions do not exceed 30.’ Any facades greater than 30’ in length must be broken up into smaller visual segments through building fenestration.

Each building facade can be broken down into smaller components contributing to the assembly of building elevation. The base, middle, and top of all facades will follow certain building design criteria expressed in this document. The base places an emphasis on what becomes visible at both street and eye level. The middle deals primarily with the bulk of the building facade, while the top focuses on the roof.





Examples of Pedestrian-Focused Design

1. Lighting placement and height
2. Maximum canopy soffit height: 8 feet
3. Appropriate seating
4. Entrance width no wider than 30 feet

SETBACKS

Building setback should be consistent with similar buildings along the street. Deliberate breaks in the rhythm of building facades can provide pedestrians the opportunity to experience casual and passive rests amongst the main street line up of store front entrances. Pauses and breaks should be deliberate and designed to include seating, privacy screen devices for conversation, and courtyard like opportunities for fellowship. Opportunities for this type of experience exist between buildings where derelict buildings occur, in front of existing buildings where spaces provide the opportunity, and lastly, between prominent or public buildings where the property allows for greenspaces such as the area located immediately between the town administration building and Vanguard Credit Union.

Building design shall have little to no building bulk. Building bulk occurs when a multiple storey building presents a single solid mass from the pedestrian level without attempt to break up the three sections of facade as previously noted. Other design devices to break down building bulk include incorporating one-storey elements such as a low eave line facing the street, stepping a larger building back, or utilizing a large sloping roof, which can hide elements underneath the roof line.

Large building set back on street



MASSING

The massing, height and arrangement of architectural elements of new buildings should be sensitive to all adjoining buildings as well as adjoining open spaces, and should compliment the overall old world character. The height of taller buildings (3 storeys) should be mediated with building elements that draw the attention to the base of the building. Interruption through cornices and brick work will further reduce the overall apparent mass of a 3 storey building.

New, larger buildings may also be subdivided into smaller elements reflective of the mass or detailing of surrounding buildings (i.e. roof form may employ gables, mansard windows, front porches, colonnades, etc.).

New buildings sensitive to adjoining buildings, and compliment old world character of streetscape



BUILDING ELEMENTS

Facades

Building facades should be “three dimensional,” incorporating a high degree of relief that may be achieved by careful incorporation of recesses, projections, and other architectural elements. It is important that building facades contain as much relief as possible to create strong interest and variety in keeping with traditional Old World Architecture theme.

Building Rhythm

The ground floor of the buildings in the downtown core will be clad in natural materials preferably stone, brick or wood siding (with related trim elements). This cladding must be used to approximately the same height as the storefront glazing. Stone piers shall be robust in proportion and a minimum of 750 mm in width.

The storefront glazing will be carefully designed to break up the expanse of glass, with either top lights or other visual devices. A rhythm of piers and glazing should be created, with the piers not further than 3.6m apart. Signage and related lighting will be carefully integrated into the overall design. Canopies will be carefully detailed with exposed steel and/or iron elements or heavy timber and/or log elements.

Entries

Building entries should be made as inviting and sheltered as possible by such elements as canopies, entry porticos, glazed panels, sidelights and transom windows. Whenever possible, entries should be recessed.

Building facade



Building rhythm



Entry



Windows

Windows should be carefully located and sized so as to be in proportion with the building scale. “Punched” windows rather than large continuous areas of glazing or curtain-wall glazing should be provided. “Punched” windows are an important method of breaking up the scale of buildings and are more in keeping with the traditional Old World architecture. Large areas of curtain-wall glazing provide a blank, anonymous façade better suited to major urban centres, and should be prohibited on main street.

Corner Intersections

Corner buildings are visually prominent and all street elevations should be given equal design treatment and care. The building should be designed to address the corner intersection with the main entrance preferably at 45 degrees to the intersection.

Store Front

In order to strengthen the pedestrian environment in the Town Core, it is essential to provide continuous interest, variety and commercial activity at the ground floor level. Storefront design may greatly enhance the visual character of the Core. At the street level, windows should be sufficiently large to expose goods within shops and encourage a retail presence. Excessively glazed areas without wooden or metal frames/joints should be avoided. Storefront panes should be divided vertically to establish a rhythm along the street. Glazing on commercial building storefronts should avoid use of reflective glass in order to allow better visual contact between the interior and exterior. Storefront entries should be recessed for weather protection, visual interest and more window display. Awnings are encouraged in order to enhance the small town traditional streetscape, shelter pedestrians, and provide additional visual interest.

Metal clad window



Wooden window



Corner Intersection



ROOFS

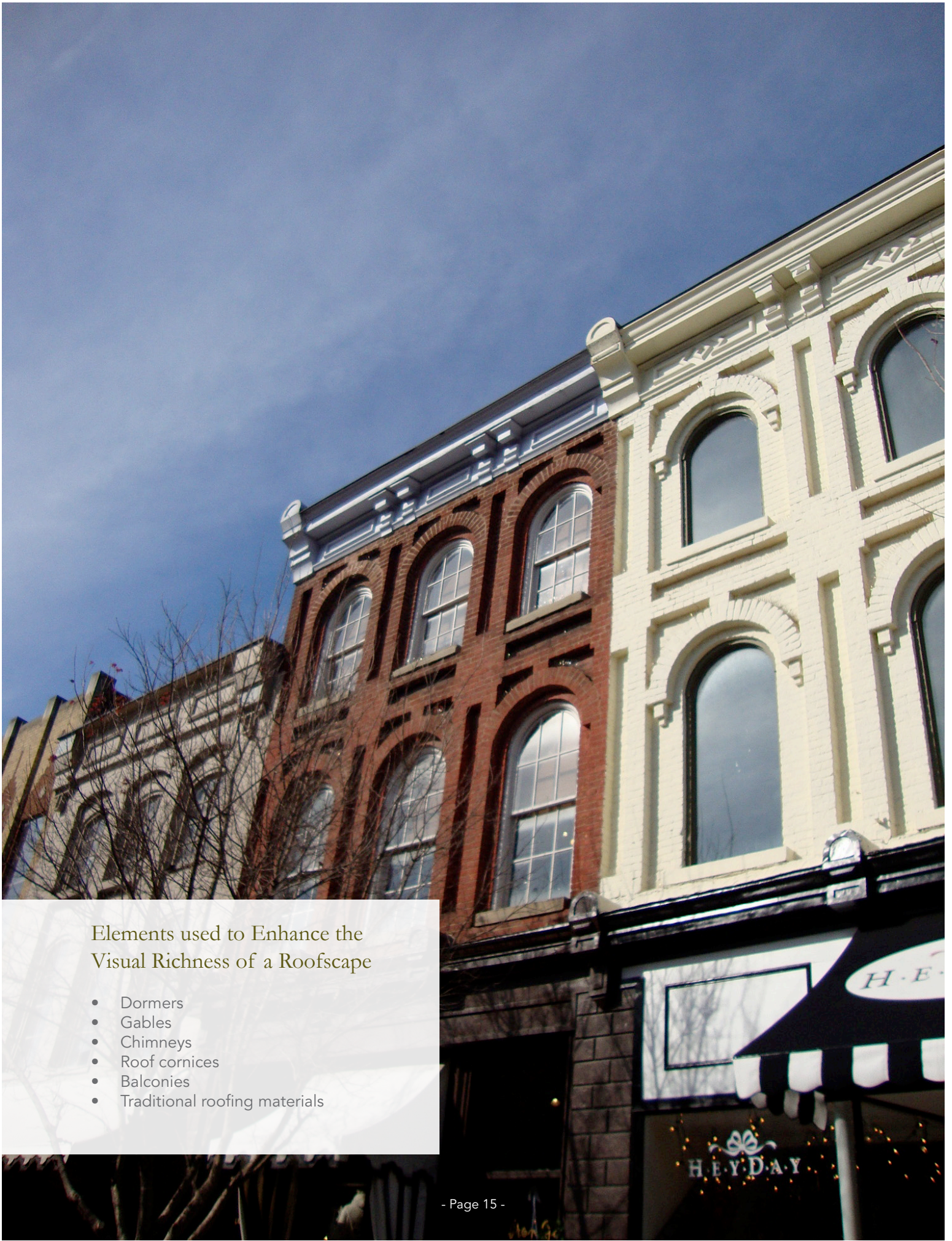
The majority of new, mixed-use buildings in Russell have a flat pitched roof. The preferred character of the building facade would be better suited with a sloped roof providing greater character and context to “Old World Charm.” More complex roof forms, consisting of a principal main roof with additions is preferred, in order to create human scale and harmony with surrounding context. Dormers, gables, chimneys and roof cornices add visual richness to a roofscape. These elements should be encouraged in the design of new buildings, and can be used to create usable interior space within roofs. Existing facades, when renovated, should incorporate mansard style roof facades, or minimally, a cornice detail emphasizing character design at the building’s top portion.

Minimum roof slopes should have at least 6:12, ideally 9:12 ratio or higher (12:12). These slopes are essential in the preservation of the rural/small town character of the Village. Balconies are encouraged on upper floors and over entry porches, which will provide an additional visual interest, protection from elements, and opportunities for social interaction, street life and added security. Roofing materials may include asphalt shingle, wood shingles or shakes, copper and slate.

If flat roofs are incorporated into new buildings, the facade must be adorned with cornices etc. to enhance the roof line.

Mansard roof





Elements used to Enhance the Visual Richness of a Roofscape

- Dormers
- Gables
- Chimneys
- Roof cornices
- Balconies
- Traditional roofing materials

MATERIALS AND FINISHES

To avoid clutter, one building material is encouraged as the primary cladding, and a maximum of two other materials used as accents (i.e., stone used for foundations and entrance area, brick as main material, and stucco for gables and dormers or entire upper floor). Excessive use of grey and pink brick colour is discouraged, as these colour schemes do not contribute to the quality of the streetscape (see page 7, Colour). As the Old World period style is utilized, colours selected should be compatible with the style and period as described in the front section of this guide. Materials for commercial buildings should be carefully selected to provide visual interest in texture and colour. Large scale panels constructed with materials used in large commercial or industrial developments are to be avoided. Other large scale materials/glass paneling must be scaled down to human proportions and be compatible with traditional materials. Glass curtain walls, pre-cast concrete and formed concrete shall not be allowed.

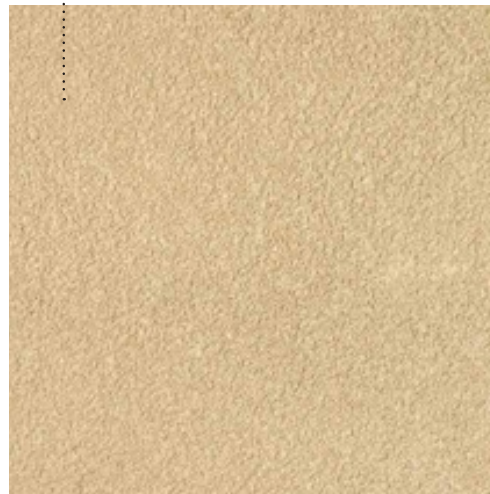
Traditional facade material should include a compliment of stone and or wood siding as an accent. The use of cement based stucco should be discouraged and when used, must incorporate elements of form consistent with character detailing. Examples of this would include cornices at building tops, built out window ledges, and arched details above the windows. Acrylic stucco is acceptable and can be used to create building projections, which will enhance visual interest through shadow lines.

Vinyl siding is not an acceptable product for new or renovated buildings. Vinyl typically buckles between mechanical fasteners, will warp under extreme heat (hot summer days) and is easily damaged in extreme cold weather. The product is about 1/5 the thickness of Cement Board siding and does not fasten rigidly to building substrate. Although vinyl siding attempts to imitate the look of wood siding, aesthetically it falls short. Many would argue that its overlapping seams and faux wood grain are very unnatural, leaving the building looking like plastic and lacking curb appeal. For these reasons cement board siding such as Hardy Board is the preferred siding material as an alternative to authentic wood siding.

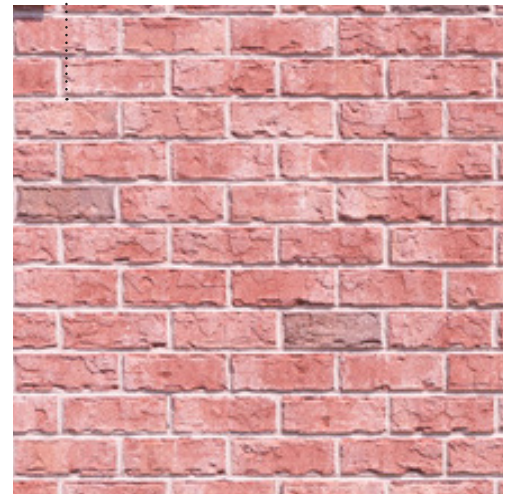
Cement based stucco



Acrylic based stucco



Pink brick





THE COEUR D'ALENE HARDWARE CO.

Antiques

WALLACE BREWING

BUSINESS 90

WALLACE POST OFFICE CENTER

Timber

Continuing with the theme of “Old World Architecture,” one of the materials that will be implemented extensively is heavy timber. This material has been selected because it harmonizes with the notion of the old world while also connecting to the traditional methods of hand-crafted work. The boards used should be oversized 8-10” timbers. The vernacular of the timber should respect the traditional King or Queen post configuration with buttresses that support the horizontal connections. The traditional Hammerbeam truss is elegant and further accentuates the art of the authentic craft.

Stone

Trying to further emphasize the exterior appearance through the theme of “Old World Architecture,” stones and textured finishes will be implemented throughout the designs. Many artificial stone facades are available on the market today and are acceptable, providing that the stone materials are independent and not panelized. Non-panelized stones resemble a more authentic application as compared the style of stone veneers available that are adhered in blocks of panels. Once natural and or artificial lighting is cast onto the building, the textured facades will project unique shadows, creating interesting layers of voids and depths. Attention should be paid to all visible sides, if stone is on the front facade it should wrap the sides a minimum of 2 meters or should terminate at the jog of the building.

Timber



Timber



Authentic Stone



Stucco

If stucco is implemented, it should be combined with other materials and must be carefully detailed to ensure it does not portray a flat surface. Stucco is often paired with other materials, such as a stone base, heavy wood trim and deeply recessed wood windows. Stucco should be limited to 50% of the non-glazed exterior envelope. Cement based stucco is not desirable. If stucco is to be used, acrylic stucco is preferred, consistent with the colour palate on page 7.

Metal

Often add-on mechanical elements and exposed metals can detract from the appearance of the building. Therefore, it is suggested that those elements should all be painted. Metal siding is not an acceptable facade material on all new buildings constructed along Main street.

River Stone



Panelized Cultured Stone



Vinyl Siding



SIGNAGE

Location and Size

Location of all signage should be in such a manner that it relates first to the pedestrian level. In order to accomplish this, signs should be oriented perpendicular to the building face at a height no greater than 7'6". Signage should not exceed 12 sf in area, and traditional backlit signs should not be permitted on building faces. Even chain stores, who typically utilize signage banded along a building face should be encouraged to adopt the old world character and hang signage perpendicular from the building face. Signage should be hung from ornamental iron hangers wherever possible.

Materials

Continuing with the utilization of natural materials, a variety of woods and stones should be used in the construction of signage. Freestanding signs can be mounted in a number of different ways, often they are mounted on a heavy stone base or attached to a heavy timber frame. These type of signs would be used for open areas and not typically for building facades. Given the extreme variance in climate in a town like Russell, it is crucial that the signs are both durable and weather resistant. The best type of building signage would be wooden signs and painted in store colors. An acceptable alternative would be punch metal letters, or a painted flat sign illuminated from the front.

Lettering

Two dimensional signs do not create enough depth and have very little texture, typically this is why they have been discouraged. Individually mounted, raised or recessed letters symbols, borders and framing are all strongly encouraged as it heightens the viewer's experience of the sign. Font selection should remain traditional; serifed fonts such as Times New Roman, Garamond, or Bodoni are encouraged.

Sign Lighting

All lighting should be minimized, encouraging indirect front lit signs to be utilized wherever possible. Strongly lit signs are also not advised, as they often disturb the overall appearance in the evening. Lighting should also consider the audience, in particular how they will be effected. The audience in Russell will primarily consist of pedestrians and slow moving vehicles. Often lighting from a properly lit sidewalk area is sufficient to cast adequate illumination on the sign face. Additional accent lighting can be used, however, with consideration to only highlighting the sign itself. Modest lighting is recommended and will focus the attention to the building facade, highlighting elevation elements on the building, including the signage.



LIGHTING

Building Fixtures

The selection of fixtures for buildings should be unobtrusive and should highlight key elements of the building facade. Recessed lighting is preferred wherever possible to highlight the sidewalk area. Where buildings do not have the opportunity to include recessed lighting under a soffit condition, gooseneck style downlights are preferred to direct light downwards and onto the sidewalk. Additionally, when buildings utilize awnings with signage, the owners can incorporate the same gooseneck style of fixture to illuminate the awning. Flat faced or marine style fixtures are prohibited.

Marine style fixture



Gooseneck fixtures



Gooseneck fixtures



Back-lit flat acrylic sign



Back-lit sign - day



Back-lit sign -night





IMPLEMENTATION

The current Hometown Glory building on Main Street at Assiniboine can be modified according to the guidelines set out in this manual. By upgrading the building to include necessary elements (see suggested modifications on following page), this building can promote the rich character of old world charm.





Updating the Building on Main Street at Assiniboine

- | | |
|---|---|
| <p>1. Cornice</p> <ul style="list-style-type: none"> - Adds visual richness to roofscape - Differentiates top and middle elevation layers <p>2. Painted Arch Details</p> <ul style="list-style-type: none"> - Adds "Old World Architecture" feel to building exterior <p>3. Window Shutters</p> <ul style="list-style-type: none"> - Adds "Old World Architecture" feel to building exterior <p>4. Goose-neck Building Fixtures</p> <ul style="list-style-type: none"> - To illuminate awning signage - Iron material is natural and of an "old world" feel - Unobtrusive to pedestrians | <p>5. Awning</p> <ul style="list-style-type: none"> - Traditional feel - Shelter pedestrians - Added visual interest <p>6. Board and Batten Wooden Siding</p> <ul style="list-style-type: none"> - Natural element - Visual repetition <p>7. Painted Front Door</p> <ul style="list-style-type: none"> - Visual interest to recessed doorway - "Prairie inspired" paint colour |
|---|---|

REFERENCES

Old World Architecture

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- Decorative brickwork: Photo courtesy of <http://1.bp.blogspot.com/-wX7DtUUi768/TjWnlZNYml/AAAAAAAAADDE/9-Va4LplZwA/basket-weave.jpg>
- Recessed doorway: Photo courtesy of <http://www.ontarioarchitecture.com/arts/Eden165front500.jpg>
- Window shutters: Photo courtesy of <http://ae-i.com/images/2013/11/exterior-shutters-3234x2640-mastercraft-ae-i.com.jpg>
- Bay window: Photo courtesy of Walter Lim, Jasper Village/Town
- Symmetry: Photo courtesy of http://thewayofbeauty.org/files/2010/05/800px-1st_harrison_gray_otis_house.jpg
- Arched doorway: <http://www.fieldstonewindows.com/gallery/var/resizes/0018.jpg?m=1317496909>

Theme: Colour

- Town of Banff: Photo courtesy of Janusz https://maps.google.ca/maps?q=Banff,+AB&hl=en&ll=51.177406,-115.57128&spn=0.045414,0.111065&sl=49.853822,-97.152225&sspn=0.762336,1.783905&oq=banff&hnear=Banff,+Division+No.+15,+Alberta&t=m&z=14&layer=c&cbll=51.177054,-115.570977&panoid=hm4qLHUjQGP7lx5_xuXzMQ&cbp=13,324.43,,0,-8.21
- Tree Moss: Photo courtesy of http://2.bp.blogspot.com/_NUEZmBcMFtc/TQBbBDWbz2I/AAAAAAAAAGmo/yQw-jlGuFbY/s1600/porellatree.jpg
- Cut cedar logs: Photo courtesy of <http://www.coastmountainloghomes.com/images/HPIM0463.JPG>
- Prairie river: Photo courtesy of http://upload.wikimedia.org/wikipedia/commons/c/c4/Aerial_view_of_the_Prairie_du_Sac_Dam_during_the_2008_flood.jpg
- Wheat field: Photo courtesy of <http://freebigpictures.com/wp-content/uploads/2009/09/wheat-field.jpg>
- Prairie sky: Photo courtesy of <http://static.panoramio.com/photos/large/30935305.jpg>
- Bale of hay: Photo courtesy of http://upload.wikimedia.org/wikipedia/commons/b/ba/Round_hay_bale_at_dawn02.jpg

Scale

- Scale building example: Photo courtesy of <http://lacrosse-buildings.com/wp-content/uploads/2013/07/63-2nd-S-113-Pamperin-p2013-5.jpg>
- Walkable Street: Photo courtesy of <http://sdrurallawyer.com/wp-content/uploads/2012/11/P7130394.jpg>
- Walkable Street 2: Photo courtesy of http://3.bp.blogspot.com/-B6cg0lhcWBU/TeaGXNOGFLI/AAAAAAAAAD8/SRpEkPUtNU8/s1600/4th_ave_main_street_historic_franklin_tennessee_2010.jpg

Setbacks

- Building setback: Photo courtesy of http://farm7.staticflickr.com/6022/5963564317_55b38b3497_o.jpg

Massing

- Main Street in Ontario: Photo courtesy of http://i298.photobucket.com/albums/mm242/Appleby031564/004_zps2e916538.jpg

Building Elements

- Facades: Photo courtesy of <http://englishrosefrommanchester.files.wordpress.com/2012/07/junk-front.jpg>
- Building rythm: Photo courtesy of https://c1.staticflickr.com/7/6229/6275496886_5b72205d63_z.jpg
- Entries: Photo courtesy of http://upload.wikimedia.org/wikipedia/commons/1/1b/Fords_Store_front_Durham_NY.jpg
- Metal clad window: Photo courtesy of <http://2.bp.blogspot.com/-HJ00ilNXy1Y/T8bYHX1VRJI/AAAAAAAAABpw/MjMq2OgATPk/s1600/CWM+Woodwindows+-+stainless+steel+clad+casements.jpg>
- Wood clad window: Photo courtesy of <http://plascondiy.co.za/wp-content/uploads/2012/11/Restoring-Wooden-Window-Frames1.jpg>
- Corner intersection: Photo courtesy of <http://www.bestofbanff.com/lease/i/4.jpg>

Roofs

- Wooden shake roof: Photo courtesy of <http://www.kitchensinterior.com/cedar-shake-shingles.htm/cedar-shake-roof-shingles#main>
- Slate roof: Photo courtesy of http://www.gaf.com/All_Images/TruSlate_Greystone_House.jpg
- Mansard roof: Photo courtesy of <http://img685.imageshack.us/img685/6751/barrington.png>

Materials and Finishes

- Main Street: Photo courtesy of <http://papiblogger.com/wp-content/uploads/2010/07/Day-23-2.jpg>
- Timber wall: Photo courtesy of <http://www.sharecg.com/images/medium/20701.jpg%253C/a%253E%253C/div%253E%253Cdiv%2520class%3D>
- Timber house: Photo courtesy of <http://images.ihb.de/p-17850000-17844008-D2/Canadian-log-house.jpg>
- Cultured stone: Photo courtesy of http://buildipedia.com/media/k2/items/cache/e44a6f32e15cb53ee479b2697e759e2e_XL.jpg
- River stone: Photo courtesy of <http://cdn.shoutvelocity.net/design/arsgrafik.s3.amazonaws.com/uploads/2009/10/brick5.jpg>
- Vinyl siding: Photo courtesy of http://www.hipspro.com/reports/111030-7th/images/100_3091.jpg

Signage

- Wooden sign: Photo courtesy of <http://www.disabilitypolicyalliance.ca/wp-content/uploads/2012/10/Thornbury-Main-Street-resized.jpg>
- Stone Sign: Photo courtesy of <http://livingnewdeal.berkeley.edu/Indp-content/uploads/2012/02/Skyline-Drive-Pavement-and-Sign-Copy-1024x768.jpg>
- Hanging sign: Photo courtesy of <http://blog.philadelphia realestate.com/wp-content/uploads/2013/06/photo-44.jpg>

Lighting

- Back-lit acrylic sign: Photo courtesy of <http://www.vssigns.com/images/gallery/lb-wok.jpg>
- Flat faced back-lit sign day: Photo courtesy of <http://cityscoop.us/bettendorfia-signage/files/2013/05/haus-of-heir-daytime.jpg>
- Flat faced back-lit sign night: Photo courtesy of https://farm5.staticflickr.com/4114/4759398042_8edf8e8f3b.jpg
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- Town of Banff lighting: Photo courtesy of http://unlimitedcanmore.files.wordpress.com/2012/07/dsc_1862.jpg



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