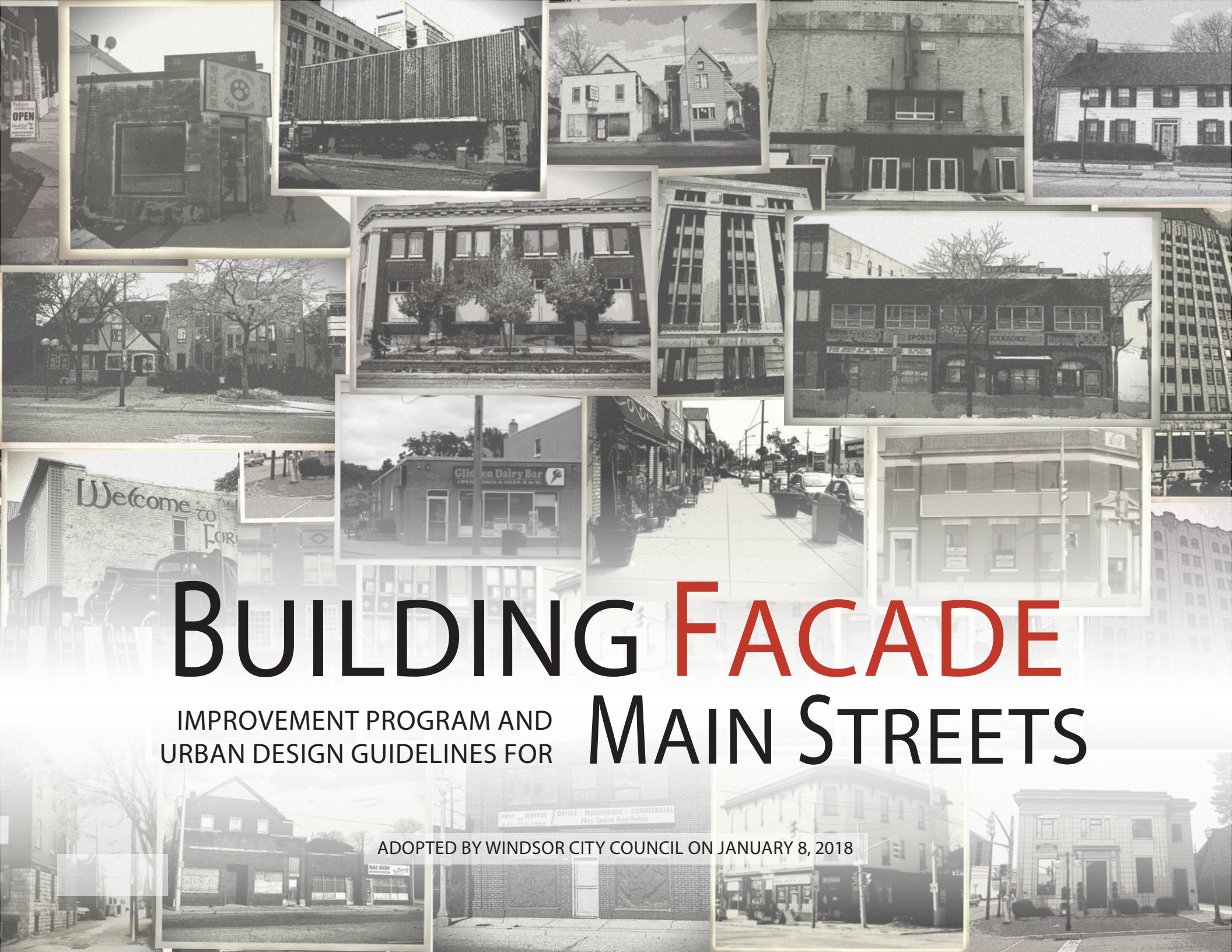

BUILDING FACADE IMPROVEMENT PROGRAM AND URBAN DESIGN GUIDELINES FOR MAIN STREETS

ADOPTED BY WINDSOR CITY COUNCIL ON JANUARY 8, 2018

Building Facade Improvement Program and Urban Design Guidelines for Main Streets

PART A Introduction does not constitute part of the Community Improvement Plan.

PART B The Community Improvement Plan consists of the text, photos, tables, design guidelines, maps, recommendations and Schedules identified in Part C.

PART C The Schedules consists of the Background and analysis, and recommendations for main streets included within the City of Windsor Building Facade Improvement Program for Main Streets

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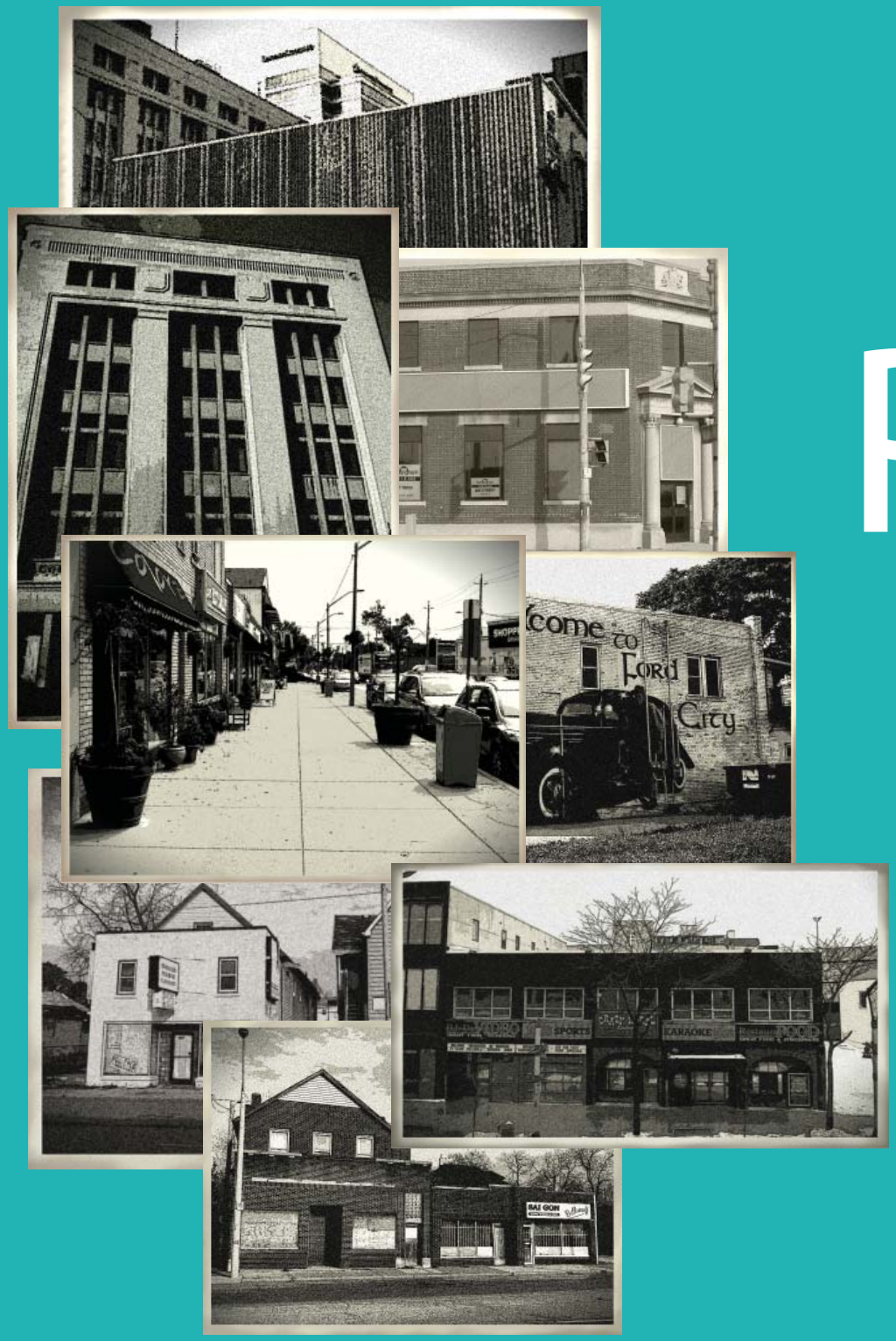

PART A

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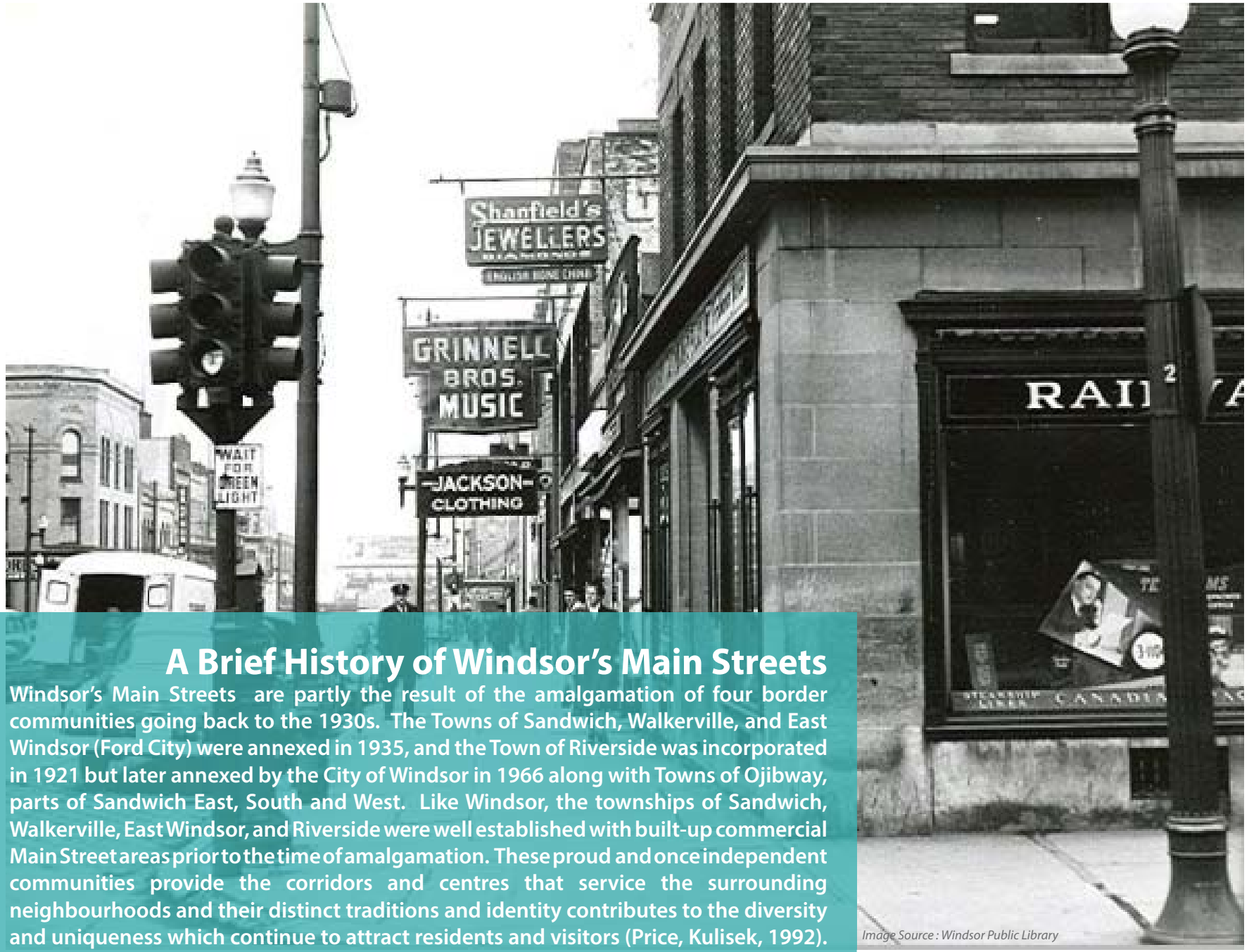


Image Source : Windsor Public Library

Figure 1. Ouellette Avenue in 1951.

A Brief History of Windsor's Main Streets

Windsor's Main Streets are partly the result of the amalgamation of four border communities going back to the 1930s. The Towns of Sandwich, Walkerville, and East Windsor (Ford City) were annexed in 1935, and the Town of Riverside was incorporated in 1921 but later annexed by the City of Windsor in 1966 along with Towns of Ojibway, parts of Sandwich East, South and West. Like Windsor, the townships of Sandwich, Walkerville, East Windsor, and Riverside were well established with built-up commercial Main Street areas prior to the time of amalgamation. These proud and once independent communities provide the corridors and centres that service the surrounding neighbourhoods and their distinct traditions and identity contributes to the diversity and uniqueness which continue to attract residents and visitors (Price, Kulisek, 1992).

Background

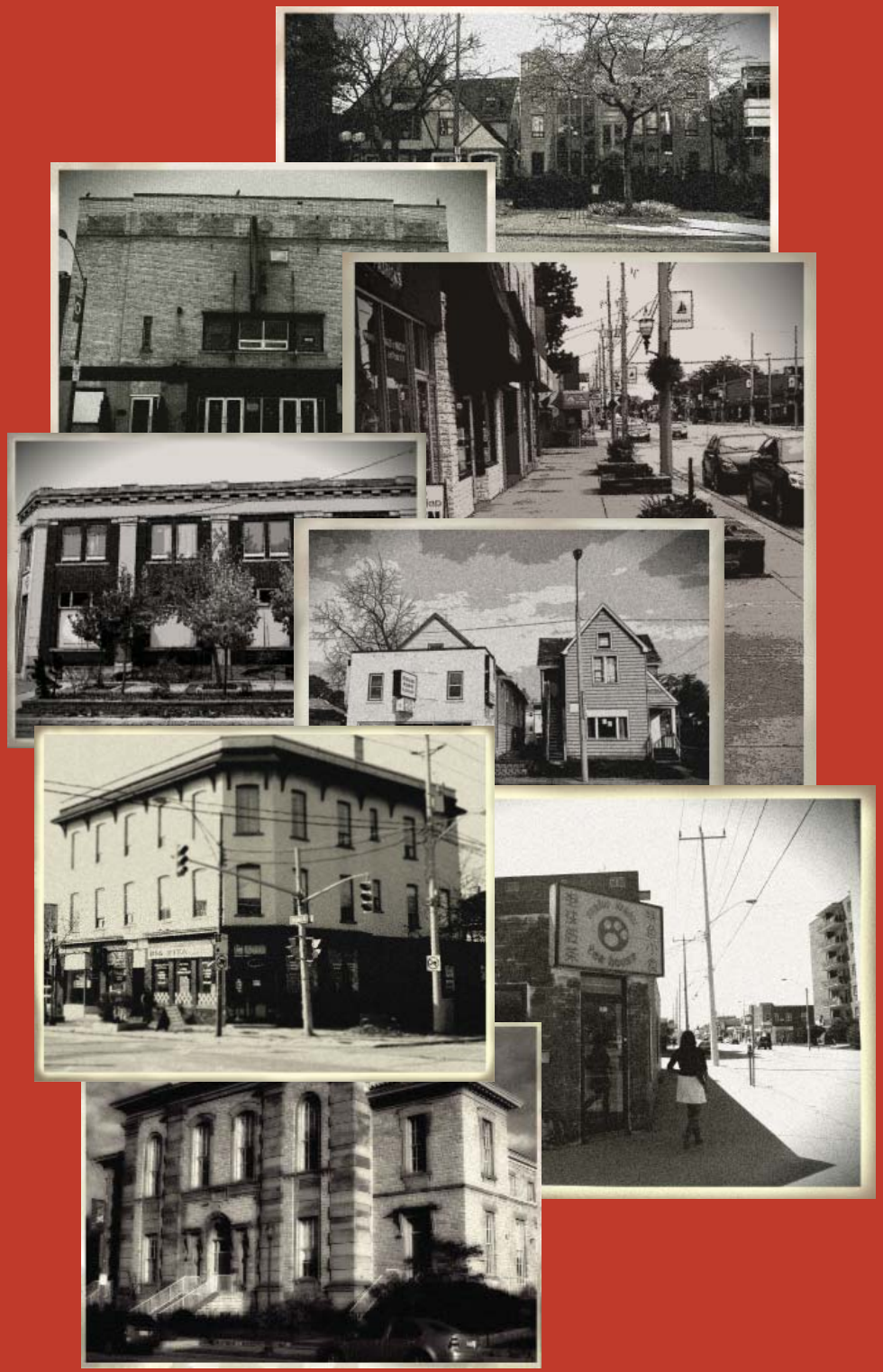
Where there is an Official Plan in place containing provisions relating to community improvement Section 28 (2) of the *Planning Act* permits the City of Windsor to designate (through by-law) the whole or part of an area covered by the Official Plan as a community improvement project area. Section 11.8 of the City's Official Plan contains these provisions and the objectives (Section 11.8.1) for preparing and adopting a Community Improvement Plan.

Section 28(1) of the *Planning Act*, defines a "community improvement project area" as *"a municipality or an area within a municipality, where in the opinion of council the community improvement is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social, or community economic development reason"*. For the purposes of carrying out a community improvement plan, a municipality may:

- Acquire, hold, clear, grade or otherwise prepare land for community improvement;
- Construct, repair, rehabilitate or improve buildings on land acquired or held by it in conformity with the community improvement plan;
- Sell, lease or otherwise dispose of any land and buildings acquired or held by it in conformity with the community improvement plan; and
- Make grants or loans to registered or assessed owners and tenants of lands and buildings within the community improvement project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the eligible costs of rehabilitating such lands and buildings in conformity with the community improvement plan.

Section 28 (7), of the *Planning Act* specifies that the eligible costs of a Community Improvement Plan (CIP) may include costs related environmental site assessment, environmental remediation, development or redevelopment of lands, construction and reconstruction of lands, and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements, or facilities.

Section 28 (7.3) of the *Planning Act* specifies that the total of the grants and loans made in respect of particular lands and buildings under subsections (7) and (7.2) and the tax assistance as defined in section 365.1 of the *Municipal Act*, 2001, in respect of the lands and buildings shall not exceed the eligible cost of the community improvement plan with respect to those lands and buildings.



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1.0 Rationale for a Community Improvement Plan

A Community Improvement Plan (CIP) is a tool identified in Section 28 of the *Planning Act* that can be used for community improvement provided that a municipality has an Official Plan in place. The City of Windsor Official Plan (Volume 1: The Primary Plan) provides the criteria for designating a Community Improvement Project Area.

The CIP will permit the City to implement the objectives of the Official Plan as they relate to community improvement, particularly to provide grants through a Commercial/Mixed-Use Building Facade Improvement Program for Windsor's Main Streets.

1.1 Purpose of the Plan

On August 24, 2015, at the regular meeting of Windsor City Council, Councillor Holt submitted CQ59-2015 that asks,

"That given the success of existing streetscape projects in Walkerville & Wyandotte Towne Centre BIAs, is there an opportunity to leverage the public investments made by the City by offering a facade grant program aimed at improving the appearance of existing buildings?"

Administration prepared a report based on CQ59-2015 regarding leveraging recent public investment spent on infrastructure improvements through a Commercial Building Facade Improvement Program. As a result of the report on January 4, 2016, through CR17/2016 Windsor City Council approved the following recommendations regarding the implementation of this CIP:

1. *That the Planning and Building Department BE DIRECTED to prepare a Community Improvement Plan and Urban Design Guidelines to implement a Building Facade Improvement Program for Main Streets under Section 28 of the Planning Act for the Wyandotte Towne Centre and Walkerville Business Improvement Areas (BIA);*

2. *That the Planning and Building Department BE DIRECTED to include the Wyandotte Towne Centre and Walkerville Business Improvement Areas as the first Main Streets to take advantage of funding through a Building Facade Improvement Program for Main Streets; and*

3. *That By-Law 42-1998 for the Commercial Area Facade Improvement Strategy Community Improvement for the City Centre Community Improvement Project Area Plan and By-Law 43-1998 for the Commercial Area Facade Improvement Strategy Community Improvement Plan for Wyandotte Towne Centre Community Improvement Project Area BE REPEALED.*

Figure 2. Overhead view of Windsor's downtown and surrounding neighbourhoods.

In addition to CR17/2016, there have been several requests from Business Improvement Areas (BIAs), some neighbourhood associations, and other Main Streets for financial incentives to assist owners with improving their storefronts. The preparation of a CIP for Commercial/Mixed-Use Building Facade Improvement Program for Windsor's Main Streets not only assists in addressing the concerns of the Business Improvement Areas (BIAs) and neighbourhood associations, but it is also an expression of the City of Windsor's commitment to supporting local economic development, especially the small businesses located along these Main Streets.

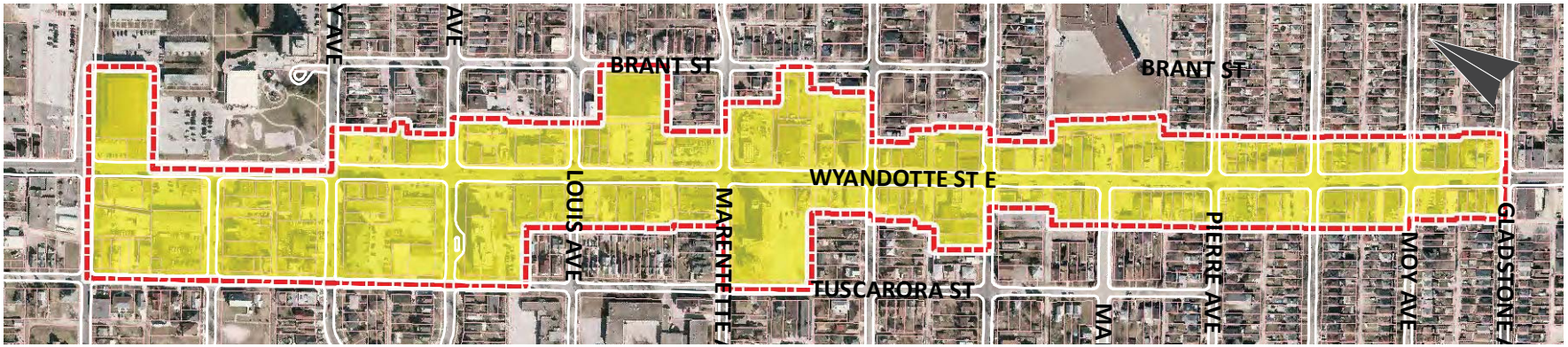


Figure 3 . Wyandotte Towne Centre BIA is one of the Main Street areas in the City to be approved by Council for the Building Facade Improvement Program

1.2 Project Area

The Community Improvement Project area is the City of Windsor. Main Streets meeting the criteria identified in Section 1.4 can be amended to this CIP by Schedule if directed by Council and when additional funding is available. As directed by Council (CR117/2016) Part C of this Plan includes Schedules 'A' through 'G' recommending that the following BIA's be the first Main Streets to take advantage of funding under the Building Facade Improvement Program and Urban Design Guidelines for Main Streets CIP:

- Wyandotte Towne Centre Business Improvement Area (BIA)
- Walkerville Business Improvement Area (BIA)
- Ford City Business District Improvement Area (BIA)
- Pillette Village Business Improvement Area (BIA)
- Olde Riverside Town Centre Business Improvement Area (BIA)
- Erie Street Business Improvement Area (BIA)
- Ottawa Street Business Improvement Area (BIA)

Council directed the Planning and Building Department to amend the Wyandotte Towne Centre and Walkerville BIAs by Schedule to the Program. However, since the program is for the entire City, traditional commercial Main Streets have been looked at from a city-wide level.

Figure 4. Pillete Village BIA, Windsor

Figure 5. Ouellette Avenue, Windsor

Figure 6. Erie Street (Little Italy), Windsor

1.3 Expanding the Program to Other Main Streets: A Phased Approach

Since the beginning of the study Planning and Building Department Staff have acquired enough detailed information to feel comfortable with recommending that all BIAs, except the Windsor Downtown and Sandwich Town BIAs, be approved for the Program at this time.

Many of the Building Facades along these Main Streets are in a similar condition across all BIAs (See Schedules 'A' through 'G' for the detailed analysis). Several of the BIAs are also in a location where the municipality has made significant infrastructure investment in road rehabilitation and streetscape improvements (Wyandotte Towne Centre, Walkerville, Erie, Ottawa). The program provides an opportunity to leverage the municipal investment made in public infrastructure and streetscape improvements thereby encouraging physical improvements to the building facades along these Main Streets.

The Windsor Downtown and Sandwich Town BIAs will not be included under this Program because they are in an area where recent Building Façade Improvement Programs have been approved under seperate CIPS.

Based on the size of the program area, number of properties eligible to participate in the program, community input and calls the Planning and Building Department received regarding the program, it is likely that future funding will be requested as part of the City's annual capital budget deliberations.

Administration is proposing a balanced approach and leverages some of the most recent municipal investments in public realm infrastructure, while allowing for the Facade Improvement Program to be expanded with relative ease to other areas of the City as Council directs in the future.

Adding a new Main Street area would require an amendment to the CIP.

1.4 Criteria

The Building Facade Improvement Program and Urban Design Guidelines for Main Streets CIP are applicable to the Main Streets within all the BIAs in the City of Windsor, except for the Sandwich Town and Downtown Windsor BIAs. Council will have the option of expanding the program to other Main Street areas by schedule if the need for municipal intervention is identified and theses Main Street areas meet the following criteria:

- A *Main Street* as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- A Business Improvement Area (BIA);
- A Main Street area that is consistent with "Community Improvement" as identified in Section 11.8 of the City of Windsor Official Plan (Vol. 1: The Primary Plan) (See Table 1. Section 11.8 Policies);
- The Main Street or Business Improvement Area is consistent with the *"Criteria for Designation"* for a CIP Project Area;
- A Main Street or BIA where Council has directed a significant amount of municipal investment for improvements such as streetscape and infrastructure renovations; and
- Additional funding has been approved by Council to expand the program to other Main Streets within the city.

Notwithstanding the criteria identified above, administration will also identify the following elements when developing a schedule for an amendment to this program for Council's consideration:

- All properties identified on the Windsor Municipal Heritage Register;
- All buildings of a Main Street "typology" that should be retained; and
- Condition of the existing facades includes the storefront, upper stories, sides and rear of the buildings.
- Consistent Design Elements such as:
    - Regulatory Lines;
    - Architectural style;
    - Rhythm and proportion of the facade;
    - Height of building; and
    - Door and window locations.

Table 1. Section 11.8 Policies in the City's Official Plan (Vol. 1: The Primary Plan)

Section 11.8 Policies in the City's Official Plan (Vol. 1: The Primary Plan)

In order for a BIA to meet the criteria identified in Section 1.4, it shall be consistent with "Community Improvement" as identified in Section 11.8 of the City's Official Plan. The properties in the BIA shall relate to the following policies:

- **Section 11.8.1.1**

  Encourage the renovation, repair, rehabilitation, development, redevelopment or other improvement of lands and/or buildings;
- **Section 11.8.1.2**

  To provide standards for building and property maintenance and occupancy;
- **Section 11.8.1.3**

  Maintain and improve the physical and aesthetic amenities of the streetscape;
- **Section 11.8.1.4**

  Encourage the conservation, restoration, adaptive reuse and improvement of cultural heritage resources;
- **Section 11.8.1.5**

  Strengthen residential areas and neighbourhoods, including where applicable, facilitating residential infill and intensification in residential areas and mixed use areas;
- **Section 11.8.1.7**

  Encourage the eventual elimination and/or relocation of incompatible land uses, and where this is not feasible, encourage physical improvements to minimize land use conflicts;
- **Section 11.8.1.8**

  Encourage improvement activities which contribute to a strong economic base, strengthen employment, commercial and mixed use areas, and facilitate and promote community economic development;
- **Section 11.8.1.10**

  To ensure the provision of energy efficient uses, buildings, structures, works, improvements or facilities;
- **Section 11.8.1.12**

  Maintain and improve the transportation network, including pedestrian and bicycle trails, to ensure adequate traffic flow and pedestrian mobility and circulation;
- **Section 11.8.1.14**

  Improve social conditions;
- **Section 11.8.1.15**

  Promote cultural development; and
- **Section 11.8.1.16**

  Improve community quality, safety, healthy and stability.

Figure 7. Traditional Main Street (Brantford, ON)

Figure 8. Traditional Main Street (Stratford, ON)

Figure 9. Main Street building (Brantford, ON)

2.0 Goals and Objectives

Generally, the goal of the Building Facade Improvement Program for Main Streets is to encourage new investment and assist in revitalization efforts aimed at the physical improvement of building facades (the exterior face of a building) within Main Street corridors. The Program also aims to leverage recent public investment spent on infrastructure improvements by providing such a program. The goals and objectives of the City of Windsor Building Facade Improvement Program for Main Streets are consistent with the Development Strategy and the Growth Concept policies regarding Corridors identified in Section 3.3.2 of the City's Official Plan. They are also consistent with Section 28 of the *Planning Act* regarding Community Improvement and the 2014 Provincial Policy Statements with respect to Section 1.0 of the PPS Building Strong Healthy Communities by supporting existing Settlement Areas.

Specifically the goals and objectives are:

Figure 10. Concept of Wyandotte Towne Centre. A perspective of what Wyandotte Street East may look like after improvements (Architecttura Inc. Architects)

GOALS

1. To improve the overall appearance and function of building facades in traditional Main Street areas.
2. To encourage private investment through the use of public funds to improve the overall appearance of main street areas.
3. To strengthen neighbourhoods by improving the main streets that provides services to these neighbourhoods.
4. To protect traditional Main Streets

OBJECTIVES

1. Increase business and retail sales in main street areas
2. Increase rental revenue and property value in main street areas
3. Promote Urban Design Guidelines that ensure the use of high quality materials and improvements to the function of the building
4. Leverage public investment spent on recent infrastructure improvements (roads, sewers, sidewalks, streetscape) by providing public funds for building facade improvement in Main Street areas.
5. Offset building facade improvement costs by providing an Incentive Program.
6. Retain and attract new business to main street areas through the promotion of a Building Facade Improvement Program for Main Streets.
7. Provide a Building Facade Improvement Program and Urban Design Guidelines for Main Streets that encourages the restoration of historic facades to their original style.

What is a Facade Improvement Program?

Facade Improvement Programs are financial incentive programs created to encourage property owners and businesses to make investments to improve the exterior appearance of their buildings and storefronts in a targeted area such as a commercial Main Street. Programs typically focus on commercial properties in historic or non-historic areas and provide financial incentives such as matching grants. In Ontario they can only be implemented through a Community Improvement Plan as identified in Section 28 of the Planning Act.

Benefits of a Building Facade Improvement Program

Improvements to one building such as repairing and cleaning brick, new paint or removal of non-historic materials, calls attention to a building's original architectural details signally positive change in the area and can often stimulate similar improvements to neighbouring buildings. Such improvements make residents and visitors feel safe and encourage walking and shopping for services in the neighbourhood. To help understand many of the benefits of a Facade Improvement Program, an article in the February 2015 Downtown Idea Exchange titled "Facade Improvement Programs Produce Real Economic Benefits" summarized a study that looked at the benefits over the past 15 years. The study revealed the following about facade improvement programs:

- More than 80 percent of business operators experience an increase in the number of first-time customers;
- Over 90 percent of existing businesses reported an increase in sales;
- Property owners typically generated an increase in rental revenue and previously unoccupied spaces were rented out;
- Properties were often repurposed to a perceived better use and other interior improvements were made to accommodate the new use;
- Most owners believe that their building value will increase;
- Nearby businesses often experience increased sales and initiated their own facade improvements; and
- Owners often wanted to restore their historic facades to their original style.

To further support these findings, another recent study (2013) from a report in the National Trust for Historic Preservation's Dollars & Sense Series found that:

- Commercial building improvements resulted in increased sales a year after the improvements were made;
- Sales improvements were sustained for several years;
- Sales increases exceeded increases in local taxes;
- Improvements attracted new businesses and shoppers to the area;
- Participants were often motivated to make more improvements (such as to interior spaces or product lines); and
- Owners/tenants of properties and businesses in surrounding areas were motivated to make improvements.

Windsor is beginning to see firsthand the success of Building Facade Improvement Programs through the implementation of the Incentive Program in Sandwich Town. There are currently three facade improvement projects either underway or about to begin that will have a significant positive impact on the surrounding area (Downtown Idea Exchange, 2015).

2.1 Defining the Main Street

Main Streets are found along corridors and are identified in the Official Plan as the backbone of the urban network structure where residents in the surrounding neighbourhoods gravitate to for their everyday needs. These corridors provide day to day retail and other service needs; they create a sense of community by providing places for residents to walk such as local businesses which provide basic services and employment opportunities. These areas are transit supportive because they are typically along bus routes where bus stops are located. Section 8.15.1 of the City's Official Plan defines the Main Street as:

Figure 11. Traditional Main Street building in Walkerville

"Main streets are pedestrian-oriented mixed use areas with small to medium scale buildings that are located close to the street, contributing to a strong street presence. The frontages of the buildings are of a scale that supports easy pedestrian movement within the Mainstreet areas. There are often commercial uses on the street level and some residential use on the upper floors. The broad range of mixed uses offered in Mainstreets cater to nearby residential neighbourhoods walkable from the Mainstreets, and specialty services and shopping for customers from the larger community. Many Mainstreets areas are also Business Improvement Areas. The Main street policies apply to all public right-of-way locations identified on Schedule G: Civic Image, and generally one lot abutting the public right-of-way."

2.2 Defining the Facade and Storefront

The name facade comes from the French word for "frontage" or "face" and is generally defined as one exterior side of a building. For the purpose of this program, the facade of a building is defined as the face of a building including sides and rears of buildings that can be viewed from the street. This includes an ancillary appendage, which may not enclose the building but forms part of the facade or part of the face of the building. Ancillary appendages examples include seat walls or extensions of the facade because this element would form part of the face expression of the building.

The first 1 to 4 stories of a building is generally the maximum distance the average person can comprehend details of a building; created by the degree of enclosure—sense of space—which we feel through our normal frontal field of view at the street level. The first floor or pedestrian level is where there is a direct interaction between the building and the public realm.

The storefront or shop front of the facade is the entryway of a retail store or office building located on the ground floor or street level of a commercial building. Typically, it has one or more display windows. A storefront functions to attract visual attention to a business and its merchandise. The storefront is the most important part of the facade linking the customer and pedestrian with the public realm.

2.3 Elements of Main Street Buildings

Buildings located along traditional Main Streets tend have the following design elements. These elements of a Main Street building design should be taken into consideration when making improvements to a facade:

2.3.1 Building Height

Typically minimum two to a maximum of four story buildings with each story being approximately 10 to 12 feet (3.05 to 3.7 metres) in ceiling height.

2.3.2 Components of a Building

Components include the base, middle, and top (See Figure 32).

TOP

Consists of the roof and cornice treatment and the mechanical penthouse. This section should integrate the base and the middle to provide a visually coherent building.

MIDDLE

Should complement the architectural features of the base and the top by including windows and material that is visually cohesive with the base and top and maintains the overall scale of the street.

BASE

The pedestrian level where the greatest opportunity lies to contribute to the quality of the public realm, having active frontages (windows with transparent glass that provide views to the interior), porches, awnings, lighting and high quality materials.

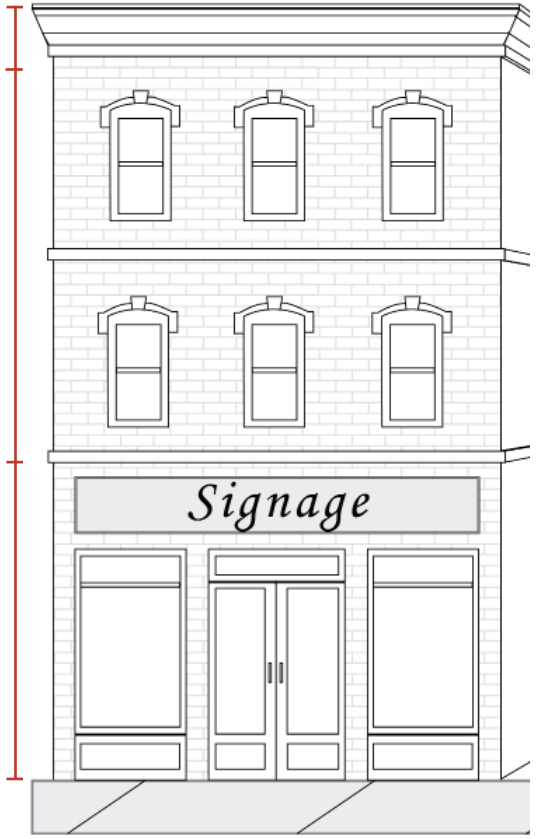


Figure 12. General elements of a facade

Figure 13. Elements of a Main Street building

2.4 Provisions

The City of Windsor Building Facade Improvement Program for Main Streets will provide grants for Main Street areas meeting the criteria outlined in Section 1.4 and consistent with the following *Criteria For Designation* for a CIP Project Area:

- Properties including buildings, building facades, structures and lands in need of maintenance, repair, restoration, rehabilitation or redevelopment;
- Commercial area with high vacancy rates/or poor overall visual quality of the built environment, including but not limited to building facades, streetscapes, public amenity areas and urban design;
- Presence of cultural heritage resources; and
- Areas that have the potential to be new employment areas.

2.5 Public Input

Public input was sought in accordance with the *Planning Act* and Section 10.6 of the City's Official Plan. Sections 28(5) identifies the relevant Section of the *Planning Act* and Ontario Regulation 543/06 identifies appropriate notification for approval authorities, public notification, and public meetings aimed at seeing public input.

2.6 Public Meetings and Notification

On May 25, 2017, a public open house was held and a survey distributed (also available online) regarding a Building Facade Improvement Program for Main Streets for the Wyandotte Towne Centre and Walkerville BIA's. Information regarding the time and location of the meeting was posted on the City Website and in the Windsor Star on May 20, 2017.

Thirteen (13) people responded to the survey and eight (8) of the respondents owned or rented within the Wyandotte Towne Centre or Walkerville BIAs. The majority of respondents owned, leased or lived in the Wyandotte Towne Centre BIA. Generally, building facades were perceived to be within poor to average condition which is consistent with the staffs' analysis of the Main Streets. Almost all respondents felt that a Building Façade Improvement Program would benefit the BIAs and that they would take advantage of such a program. Many of the respondents felt that they would use the program for the following:

- Restoration work to exterior building wall(s) (i.e. re-pointing of brick, stone, and other architectural elements of the building)
- Restoration or replacement of windows and/or doors
- Building Code and structural improvements to the building wall(s)
- Functional improvements to the Building Facade (i.e. reinstate windows and door openings)
- Signage and lighting
- Awnings or canopies
- Beautification elements

Other general comments which were consistent with the 2014 staff survey pointed to an inconsistent design approach regarding materials used on building facades, upkeep of facades, the need for historic preservation, inconsistent addressing and a need for guidelines for the BIAs. These comments can be addressed through a Building Facade Improvement Program with

Urban Design Guidelines to ensure a consistent design approach.

Other comments related to nieghbourhood pride and public safety, increasing foot traffic and encouraging small business owners to buy or lease through improvements to the buildings is consistent with the goals and objectives of the CIP.

The public meeting was held to determine how likely business owners would apply for a Building Facade Improvement Program and to try and gauge the level of improvement based on their response to the survey. This information informed staff on how to design the program, such as what level of funding should be available, what types of improvements should be made, and how we can encourage uptake in the program to improve the condition of each Main Street.

The report recommending approval of the Windsor Building Facade Improvement Program for Main Streets CIP was reviewed at the Planning, Heritage and Economic Development Standing Committee (PHEDSC) on December 11, 2017. The meeting of the PHEDSC is the statutory public meeting as prescribed under the Ontario *Planning Act*. A notice was placed in the Windsor Star informing the Public about the meeting on November 24, 2017. The appropriate approval authorities as prescribed by Ontario Regulation 543/06 were also notified.

On January 8, 2018 the Building Facade Improvement Program and Urban Design Guidelines for Main Streets was approved by Windsor City Council.

Figure 14. Public meeting

2.7 Scope of Plan

The Municipality will work with the community to prepare a CIP and Design Guidelines to implement a building facade improvement program for Main Streets. The first Main Streets amended to the program by schedule as identified in Schedules 'A' through 'G' are consistent with the provisions identified in this plan. One of the objectives is to provide an equitable grant.

Current Building Facade Improvement Programs such as the *Sandwich Town CIP Facade Improvement Program* provide a grant equal to 70% of the cost of improvements to a maximum of $15,000 per facade/project. At the discretion of Council the maximum grant can be increased up to $10,000 for properties/ projects that require side and/or rear facade improvement/restoration work where the side and/or rear facade is visible from the Main Street.

An inventory of building facades in the seven BIAs recommended for this Program (See Schedules 'A' through 'G') identified large properties that could be improved, that would receive a disproportionate amount of incentive

when compared to smaller building facades. To ensure that all applications receive a proportionate amount of funding the amount per property/ project will be based on the number of storefronts and at the descretion of Planning & Building Department. For example, Figure 15 would be considered one storefront and project. Figure 16 would be considered four storefronts under one project.

Projects undertaken for building facades that are in need of maintenance, repair, restoration, rehabilitation will be guided by Urban Design Guidelines where by a design study is undertaken and Design Guidelines will be prepared to enhance the character of the BIA/Main Street area and achieve the following:

Preserve and Restore Heritage Resources

The study will identify any heritage resources and the Design Guidelines will include policies to restore, maintain and enhance these elements.

Revitalization

The study will identify issues that deter revitalization efforts (i.e. inconsistent use of signage, addressing, lighting, parking) and provide Design Guidelines for beautification of the existing facades, provide a consistent approach to signage and lighting.

Business Retention and Attraction

The Urban Design Guidelines will identify opportunities and methods to improve the function and appearance of storefronts. The incentives program will encourage business owners to improve the area which will attract customers and new businesses.

Housing

The Urban Design Guidelines and Building Facade Improvement Program for Main Streets recognizes the need for a residential component and will provide guidelines that encourage residential on the second floor of "Combined Use Buildings".

Figure 15. A typical storefront located on Wyandotte Street East

Figure 16. Strathcona Building with several storefronts identified for the purpose of the program (Walkerville BIA)

Figure 17. Chilver Road, Windsor

Figure 18. Bartlett Building (University Street W), Windsor

3.0 The Financial Incentive Program

Purpose

The City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets is intended to encourage reinvestment and assist in revitalization efforts aimed at the physical improvements of building facades along traditional Main Streets. The program is intended to achieve the goals and objectives identified in Section 2.0 of the CIP.

Description and Applicability

The Building Facade Improvement Grant Program is designed to be comprehensive and flexible, giving applicant's options based on project scope, timing and affordability. The program allows for a phased or incremental approach at improving building facades. Applicants can choose from a range of improvements, provided that the projects are all completed within a two year time frame from the original work being started.

The program is designed to be equitable making larger buildings with multiple storefronts eligible for more funding than smaller buildings with fewer storefronts. The City will match 50% of the costs for eligible building facade and storefront restoration improvements to commercial and mixed use buildings within the designated Community Improvement Project Areas up to a maximum of $30,000 per project to a maximum of $60,000 per project for larger buildings with multiple storefronts. The grant is also applicable to the side and rear of building facades provided that the building facade is visible from an adjacent street or public right-of-way or park and as long as the storefront/facade facing the main street is improved at the same time.

Grants range from a Minimum grant of $3,000 for work identified in Category A to $30,000 for work identified in Categories B and C.

Categories will also include the following grants as part of the program:

- Building and Development Fees reduction/exemption of fees such as building permit, signage permit, site plan application fees, for example
- Encroachment Agreement Application and Annual Fees will be exempted for projects eligible for the program to encourage the use of awnings and other architectural elements that may encroach over the sidewalk.

City Council has delegated the authority to approve the following minor improvements up to $5,000 to staff:

- All improvements identified in Category A except murals and public art Restoration work to exterior building wall(s) (i.e. re-pointing of brick, stone, and other architectural elements of the building);
- Brick & Mortar Testing*; and
- Minor building code issues and structural improvements

*Indicates facade improvements that must be done in conjunction with 1 or more of the other listed facade improvements from any of the categories.

Figure 19. Wyandotte Street East, Windsor

Figure 20. Erie Street and Parent Avenue, Windsor

Category A—Beautification

Category A—Beautification facade improvement types are aesthetic and minor functional improvements aimed at making the building facade and storefront more attractive and welcoming to tenants and customers. A minimum grant of $3,000 to a maximum of $5000 administered through the Planning and Building Department with grant approvals delegated by City Council to professional Planning staff.

- Signage
- Lighting*
- Awnings or canopies
- Cleaning and painting*
- Removal of security bars*
- Murals and public art (as long as important elements of the building are not impacted)**

* Indicates facade improvements that must be done in conjunction with 1 or more of the other listed facade improvements.
** Indicates that murals and public art will be approved through the City's Public Art Advisory Committee

Category B—Restoration

The Category B—Restoration items are aesthetic, functional and restoration improvements made to restore key features of the building facade and protect the prominent building typology of the area for future generations, while making them more appealing to customers. They will also assist owners in improving structural aspects of the facade and making the building more accessible to customers.

- Restoration work to exterior building wall(s) (i.e. re-pointing of brick, stone, and other architectural elements of the building);
- Brick & Mortar Testing*;
- Removal of material inconsistent with the design of the building;
- Restoration of windows and/or doors;
- Building Code and structural improvements to the building facade; and
- Accessibility and barrier-free design improvements.

* Indicates facade improvements that must be done in conjunction with 1 or more of the other listed facade improvements from any of the categories.

Category C—Replacement

The Category C – Replacement items describe work that will replace or reinstate key features such as doors and windows that have been lost or deteriorated beyond repair or are of a style that is no longer consistent with the building design. The grant will also encourage functional improvements such as reinstating doors and windows that have been filled in. Such improvements will preserve and protect these Main Street Buildings over time.

- Functional improvements to the Building Facade such (i.e. reinstating window and door openings);
- Replacement of doors and windows that have deteriorated beyond repair or are inconsistent with the design of the building; and
- Replacement of architectural features that have deteriorated beyond repair (i.e. coping and cornice replacement, stone work such as quoins, and keystone replacement).

Note: See Figure 24. Architectural Features of a Main Street for a more comprehensive list of eligible Building Facade Features.

Figure 21. Wyandotte Street E, Windsor

Figure 22. Wyandotte Street E, Windsor

Figure 23. Sandwich Street, Windsor

General Program Details

Applicants are eligible to apply for funding under this program subject to meeting the following program requirements, and the availability of Council approved funding:

Eligible Costs

Building Facade Improvement Program Grants are only available for the "eligible costs" specified below:

- repair or replacement of storefront, including repair or replacement of storefront doors and windows;
- exterior and entrance modifications to provide barrier free accessibility;
- repair or repointing of facade masonry and brickwork;
- repair or replacement of cornices, parapets, eaves, soffits and other architectural details;
- repair or replacement of awnings or canopies;
- facade painting and cleaning/ treatments;
- addition of new lighting/ upgrading of existing fixtures on exterior facade and in entrance and storefront display areas;
- installation/improvement of signage (as permitted by the Sign By-law);
- architectural/design fees required for eligible works (to maximum of 10% of the grant amount); and,
- Other improvements and repairs that may be necessary to implement the approved Community Improvement Plan also may be undertaken subject to the appropriate By-laws of the Corporation of the City of Windsor, as determined by the City Planner.
- works that conserve or enhance elements specified in the Reasons for Designation accompanying the designating by-law under the Ontario Heritage Act;
- original siding and roofing materials including repair and replacement where necessary of wood clapboard or board-and-batten, repair and repointing of masonry buildings, stucco repair, repair or replacement of original roofing materials (slate, wood shingles, tile, etc.);
- removal of modern materials and replacement with documented original materials;
- reconstruction or construction of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.);

- cleaning of masonry buildings if it is necessary for the building's preservation;
- all final finishes, such as paint and masonry are eligible for funding subject to approval; and,
- works required to maintain or preserve significant architectural features.

1. The total of all grants provided in respect of the particular lands and buildings of an applicant under the programs contained in the CIP shall not exceed eligible costs with respect to these lands and buildings.

2. The program encourages the restoration of façades to their original state using authentic or original materials. Products used in the restoration of a façade should contain materials that match the texture, colour, size, shape and detail of the original material where possible.

3. This program encourages removal of materials such as vinyl or aluminum siding and the restoration of original brick, block or wood façades. Where it is not possible to restore the original materials of a façade, the use of natural materials is encouraged where the form and scale of the original façade is maintained.

4. Other compatible design elements and or proposed as part of an addition to the facade may be considered

5. Fees for architectural drawings associated with the facade improvements are an eligible cost. Labour contributed by the applicant is not an eligible cost.

6. Pre-consultation with the property owner and staff from the Planning Department to discuss the proposed improvements is recommended prior to submitting an application for a Building Facade Improvement Program Grant.

7. Windsor City Council is the sole approval authority for all applications submitted under the financial incentive programs included in this CIP. Council may delegate to either a committee of the council or to an appointed officer of the municipality by position occupied the council's authority to approve financial incentive applications subject to the requirements of the individual financial incentive programs.

8. The applicant will be required to complete and provide the following application materials to the Office of the City Planner prior to commencement of any work to which the financial incentive program will apply and prior to an application for a building permit:
   - A completed application form;
   - Detailed plans/drawings of the improvements to be undertaken;
   - Three estimates of the cost of undertaking the proposed improvements; and,
   - Reports and other details as required by the City with respect to costs of the project and conformity of the project with the CIP.

9. All work must be consistent with City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets. Furthermore, the evaluation of the applicant's proposal will be based on the extent to which the project enhances building aesthetics and functionality with regard for the interface between building and adjacent street(s) and/or public spaces, and adheres to the Urban Design Guidelines.

10. Design advice and technical assistance may be offered through the Planning Department to assess the property and suggest facade improvements that conform to the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.

11. As a condition of approval of an application for any of the financial incentive programs contained within this CIP, the applicant must enter into an agreement with the City. The Agreement will be registered against the land to which it applies and will specify the terms, duration and default provisions of the grant.

12. The City reserves the right to audit the cost of any and all works that have been approved under the financial incentive programs, at the expense of the applicant;

13. The City is not responsible for any costs incurred by an applicant in relation to any of the programs, including without limitation, costs incurred in anticipation of a grant;

14. If the applicant is in default of any of the general or program specific requirements, or any other requirements of the City, the City may delay, reduce or cancel the approved grant, and require repayment of the approved grant;

15. The City may discontinue any of the programs contained in this CIP at any time, but applicants with approved grants will still receive said grant subject to meeting the general and program specific requirements.

16. All eligible works approved under the financial incentive programs and associated improvements to facades must conform to the following:
    - City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets CIP
    - Any additional Urban Design Guidelines as identified for the areas identified on Schedule 'A' as amended from time to time;
    - Other City guidelines, by-laws, policies, procedures, and standards;
    - The City Official Plan and Zoning By-law; and,
    - Appropriate reference material as determined by City staff.

17. All works completed must comply with the description of the works as provided in the application form and contained in the program agreement, with any amendments as approved by the City;

18. All improvements made to buildings and/or land shall be made pursuant to a Building Permit, and/or other required permits, and constructed in accordance with the Ontario Building Code and all applicable zoning requirements and planning approvals;

19. When required by the City, outstanding work orders, and/or orders or requests to comply, and/or other charges from the City must be satisfactorily addressed prior to grant approval/payment;

20. Property taxes must be in good standing at the time of program application and throughout the entire length of the grant commitment;

21. City staff, officials, and/or agents of the City may inspect any property that is the subject of an application for any the financial incentive program offered by the City;

22. The total of all grants provided in respect of the particular property for which an applicant is making application under the programs contained in this CIP and any other CIPs shall not exceed the eligible cost of the improvements to that property under all applicable CIPs.

23. All improvements must be maintained during the term of the Community Improvement Plan and all improvements must be completed within 24 months (2 years) of the date on the signed agreement.

Default Provisions

The default provisions are contained in the Grant Agreement. Payment of the grant may be cancelled if:

- property taxes are more than three (3) months in arrears;
- the building is demolished or any of the heritage features are altered in any way that would compromise the reason for designation;
- the applicant declares bankruptcy;
- If there is a grant for a study and the applicant uses the grant for studies that are not eligible for this program;
- the applicant is in default of any of the provisions of the Grant Agreement;
- the applicant fails to maintain the improvements as required in the grant agreement; and
- If improvements are being made and the applicant uses the grant for improvements of works that are not eligible for this program.

Eligibility Main Street Areas

The Building Facade Improvement Program for Commercial/ Mixed Use properties is applicable to the entire Community Improvement Project Area for projects for Main Street Areas that have been approved by Windsor City Council and amended by Schedule to the City of Windsor Building Facade Improvement Program for Main Streets.

Who Can Apply?

Owners of properties (and tenants with written authorization from owners) within the City of Windsor in Main Street areas as approved by Windsor City Council by Schedule and amended to the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets CIP.

Grant Calculation

The amount of the grant will be determined based on the Costs provided by the applicant and through RSMeans Data. RSMeans Data provides accurate and up-to-date cost information to help owners, developers, architects, engineers, contractors and others carefully and precisely project and control the cost of both new building construction and renovation projects.

Grant Payment

Payment of the Building Facade Improvement Program for Commercial/ Mixed Use properties will be made to the grant recipient upon the City being satisfied that the grant recipient has complied with all terms and conditions of the application procedure, inspection procedures, development procedures, and completion of work within the prescribed time frame.

Other CIPs

Projects that are eligible for the Building Facade Improvement Program for Commercial/ Mixed Use properties are permitted to combine the incentives from any other City of Windsor approved Community Improvement Plan provided that the total of all property tax assistance, grants and loans provided by the City in relation to this, or any other CIP, cannot exceed the approved eligible costs for all approved incentive programs.

Other BIA Administered Grants

Projects that are participating in other Business Improvement Areas (BIAs) Grant Programs are also eligible to participate in Building Facade Improvement Program for Commercial/ Mixed Use properties. Furthermore, the funds contributed by the applicant to meet the required matching contribution for the other BIA Grant Programs can also be used to meet required matching contribution for the Building Facade Improvement Program for Commercial/ Mixed Use properties described by this CIP.

Other City Administered Grants Projects

Projects that are participating in other City administered grants such as public art programs through Recreation & Culture and City Heritage grants and tax rebates are also eligible participate in Building Facade Improvement Program for Commercial/ Mixed Use properties.

4.0 Context

Setting the Stage — Contextual — Analysis of the Main Street

Traditional Main Streets were designed for people and are human scaled, this means that the buildings and spaces are based on the proportion of the human body and all elements are in context with each other and with people. Scale in architecture or urban design is a quality that relates buildings to our human ability of comprehension and keeps the component parts in the same context. At the larger end of the spectrum scale refers to the height of the building and at the smaller end of the spectrum scale refers to the human body and people sized elements. For example, the size of parts of the building such as facade material like brick and stone, doors windows, etc., particularly in relation to the size of a person (Spreiregen, 1965; Hedman & Jaszewski, 1984; City of London, 2010).

Many modern suburban commercial developments have been typically designed for the needs and proportions of automobile users. As a result, sight lines, buildings and other elements of the development are typically designed to be visible to people driving in automobiles. Although not exhaustive, a list of the characteristics of a Main Street are shown on Table 2.

4.1 A Main Street Building's Architectual Features

Aspects of a Main Street building are shown below in Diagram 1. When improving the facade of a Main Street building, consider the architectural elements presented in the diagram. It shows two versions of the same building, the one on the right being more ornate. Both only show an approach to creating an appealing facade, not a method to do so.

Figure 24. Architectural features of a Main Street building

Table 2. Characteristics of Typical Main Streets

CHARACTERISTICS OF TYPICAL MAIN STREETS		
CHARACTERISTIC	**FEATURES**	**PHOTO EXAMPLE**
A typical Main Street is primarily designed for pedestrians, with large side walks rather than motor vehicles.	• Large sidewalks • Streetscape amenities (benches • On-street parking and bike lanes act as a buffer against vehicle traffic	
Development in the area that surrounds the Main Street is typically more compact than modern suburbs.	• Residential homes that surround Main Streets typically are designed to fit small lots • Houses may have more storeys than modern homes • Historic Main Streets are often surrounded by homes of a similar era	
Main Streets often support a greater nightlife than purely residential areas.	• Commercial buildings operate with later hours than in suburban areas • More entertainment and social activities are available throughout the night (bars, clubs, etc.)	
Uses on a Main Street are normally both vertically and horizontally mixed use. This means that uses on higher and lower levels can be different (vertical mixed use) and the uses on a block can be diverse (horizontal mixed use).	• Typically Main Streets consist of terraced/row houses with a commercial or institutional use on the first storey and residential uses on the upper storeys • Streets typically have a range of stores and other uses	

CHARACTERISTICS OF TYPICAL MAIN STREETS

CHARACTERISTIC	FEATURES	PHOTO EXAMPLE
Buildings normally line the sidewalk of typical Main Streets, so the facade of the building directly abuts the pedestrian realm.	• Doors are directly accessible from the sidewalk • Normally, Main Streets do not have large boulevards or lawns that separate buildings from the sidewalk	
The building front lining the sidewalk should "fall" to the street's centre line (other stories should be set back from sidewalk).	• Buildings are normally proportional to the street to create a sense of enclosure for pedestrians	
Many Main Streets were created before the automobile was common place, so parking is typically accommodated in through various arrangements other than large parking lots.	Parking configuration options from most to least preferred: 1. Above/below grade 2. Rear of building 3. Side of building 4. Continuously 'screened' to waist height	

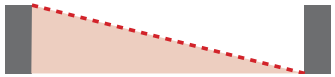


Figure 25. 14° enclosure

14° or 1:4 enclosure or less is when the average person no longer feels containment.

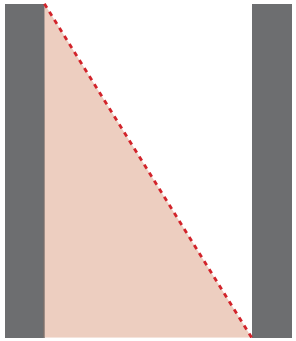


Figure 26. 60° enclosure

60° enclosure is when a person can feel too enclosed and light may be blocked from the street.

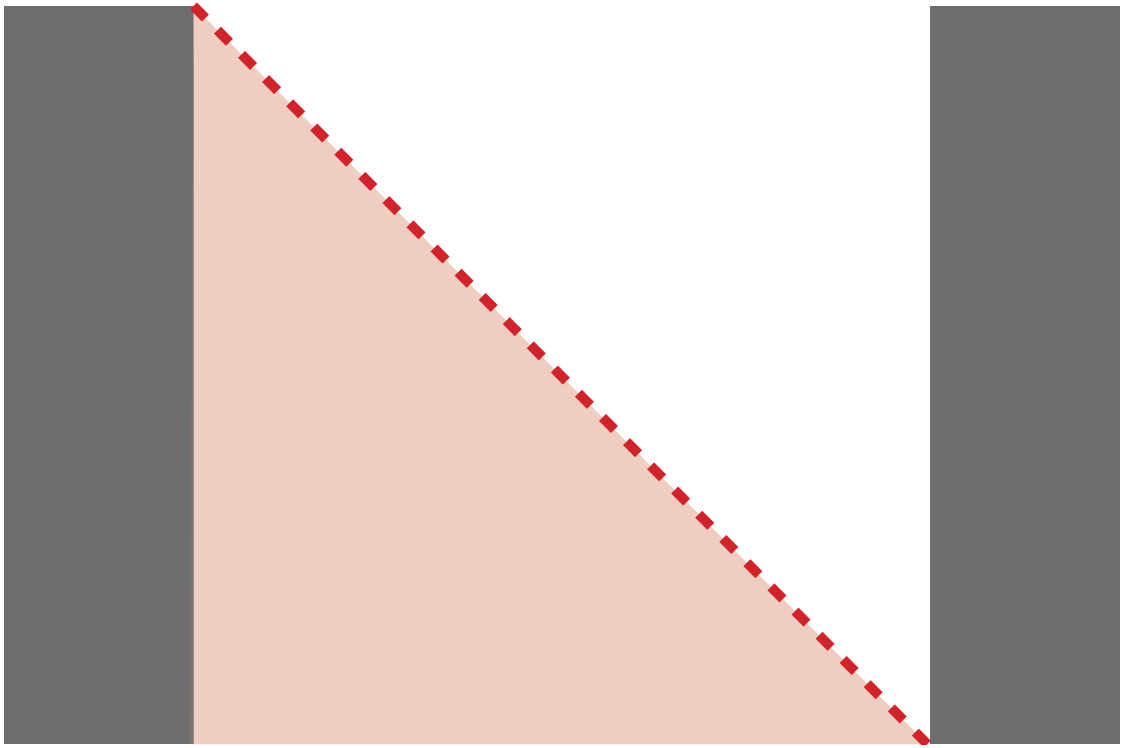


Figure 27. An ideal 45° or 1:1 enclosure

In the context of Main Street areas, how does scale affect space and mass?

Scale and Space

The height of the buildings and size of the space that surround them all play a role in creating a sense of containment or enclosure on a Main Street. Containment is important in terms of human scale because it is what allows the human mind to comprehend a space or feel comfortable within it. For this reason a building height to street width ratio of 1:1 is considered perfect containment and the perfect distance relationship for seeing facade details. In other words, generally the height of buildings should be equal to the width of the Right-Of-Way (R.O.W.). The R.O.W. includes the street, boulevard and sidewalk area or the space between the buildings. It is important to maintain continuous facades and building height because spatial enclosure is weakened when too many gaps in building walls, drastic variations among the facades, and abrupt changes in cornice lines are allowed to take place overtime (Spreiregen, 1965).

Figure 28. A cool hued (grey stone) building

Figure 29. A warm hued (red brick) building

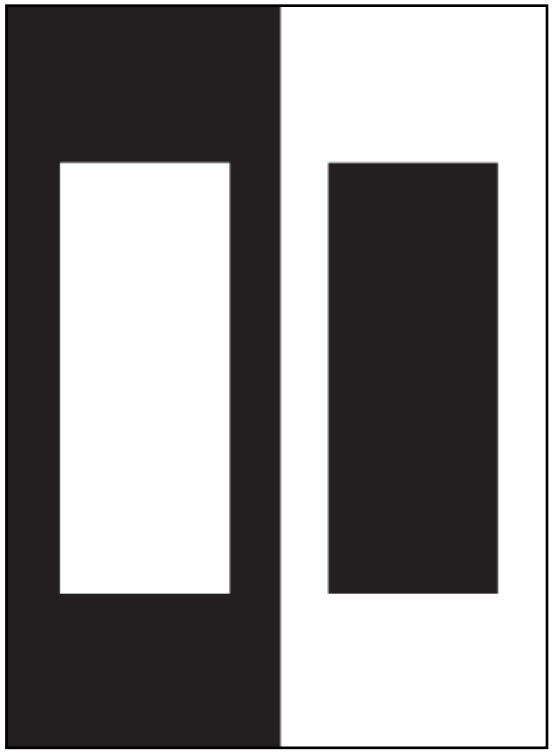


Figure 30. An optical illusion of figures advancing or receding based on colour and background

Mass and Colour

Massing is the combined arrangement of the ground surface, buildings, and other objects, such as trees and street furniture, that make up a streetscape. When considering the facade of the building, the mass pertains to detailed design elements such as windows, ornamentation, colour, materials and visual bulk (City of London, 2010). The mass of an area can direct how it is used and the way that people perceive it (Spreiregen, 1965).

Our eyes and light conditions govern the way we see masses, so it is important that consideration is given to these elements. For example, a dark object placed against a light backgrounds will appear to recede; while a light object a seen against a dark background advance visually.

Similarly, buildings cladded in warm colours will appear to advance, whereas while buildings cladded in cool colours recede and seem less solid. Warm-hued buildings illuminated with a cool light source or cool-hued buildings light with a warm light source will seem awkwardly discoloured and out of place with the surrounding environment. Furthermore, rough surfaces often seem thicker than a smooth surface, which appear thin. These phenomena can be thought of as optical illusions, which alter a viewer's perception of a building based on differing conditions the building appears in (Spreiregen, 1965).

Figure 31. Former Windsor Star building showing a repeated "A" rhythm pattern

Figure 32. Pasadena Block showing a repeated "A" pattern with a break of a "B" pattern

4.1.1 Mass, Scale, and the Public Realm

When considering elements of a Main Street facade (top, middle, bottom) and architectural features, mass and scale play an important role in breaking up components of the facade into visibly digestable parts that are easy for the human eye to comprehend. This is called 'human scale' which help to enhance the pedestrian environment or public realm. For this reason the building should be designed at a human scale and integrate with the street. Facade articulation can bring large buildings down to human scale, and give small ones more importance. A long facade can be subdivided periodically into more digestible elements. A very small facade can be more assertive by exaggerating the sizes of its component parts (Spreiregen, 1965; City of London, 2010).

4.1.2 Proportion and Regulating Lines

All buildings have certain proportions and along traditional Main Streets there are typically common regulating lines throughout each building facade along the Main Street. These inherent regulating lines (see Figure 46) occur from similar floor-to-floor relationships, window spacing, heights as well as load bearing supports and help to understand the historical rhythm and general building proportional spacing of facades to ensure that any infill development or facade improvement fits within the context of the Main Street.

4.1.3 Rhythm

In design, rhythm is also referred to as repetition. It creates a consistency amongst the different building facades along the street through establishing a repeating pattern of architectural elements, such as window designs. Many buildings have a usual "A" pattern, while some others may have a various patterns such as "A-B-A" (M. Gerwing Architects, 2011).

4.1.4 Placement

Buildings are sited on the exterior property lines face and connect with the sidewalk and street Right-of-Way.

Mass, scale, proportions, and siting discussed in Sections 4.1.1 to 4.1.3 are often overlooked during building facade repair and improvements. Over time key design features and elements that gave these buildings interest and a human scale are often covered up and lost, detracting from the public realm and pedestrian experience. Encouraging owners through the Facade Improvement Program to uncover key features of a facade or consider these principles is consistent with the goals and objectives of this CIP.

5.0 Urban Design Guidelines and Principles (Storefront Science)

The City's Official Plan

The City's Official Plan provides over arching general policies pertaining to Windsor's Main Street areas with regards to urban design such as built form, streetscape and parking. Notwithstanding these polices the Urban Design Guidelines identified in the City of Windsor Building Facade Improvement Program for Main Streets will provide more detail on how to implement the policies found in the Official Plan.

5.1 Purpose of Urban Design Guidelines

The purpose of urban design guidelines is to ensure that building facade improvements and infill development protect and enhance these unique Main Streets; and they continue to be a viable source of employment while continuing to service surrounding neighbourhoods and visitors to the area. One way to achieve this is to ensure that building modifications respect significant features of buildings, and ensure that improvements are compatible with the context (look and feel) the Main Street. Another way to achieve this is to create great storefronts which are critical to a vibrant street environment because they engage people passing by and contribute to an active street life. The following principles provide a framework for the Design Guidelines to do just that, "*Create a great storefront*".

Through a consistent design approach a greater vision can be achieved that will help convey a unique and distinctive character and branding that will attract residents and visitors to the area.

Figure 33. Past vs. present 1277 Ottawa Street

Figure 34. Present vs. past 182 Drouillard Road

Figure 35. Present vs. Past 1629 Howard Avenue

Figure 36. Window on the left is open whereas on the right it is blocked with signs

Figure 37. Bars over windows give the impression that the area is unsafe

Figure 38. Site mechanical equipment at rear if possible instead of along the front facade

5.2 Principles

1. Protection of the Main Street

Many key architectural elements of heritage buildings and buildings of a traditional Main Street typology have been covered, unsympathetically altered or neglected. These buildings that enhance the pedestrian realm and provide a sense of enclosure because there is a continuous street wall along the Main Street are often threatened by demolition for surface parking areas. Preservation of heritage resources and buildings of a Main Street typology is essential, and it will ensure that these unique Main Street buildings are protected for future generations. Design guidelines help to ensure that building modifications respect heritage resources or significant features of buildings on the Main Street. Through a consistent design approach, a greater vision can be achieved that will help convey a distinctive character and branding that will attract residents and visitors to the area. Often these unique Main Street buildings also offer something that can help market a new business and the product they are trying to sell.

2. Maintain Transparency

Transparent storefronts can help drive retail sales. Transparent storefronts invite customers inside with products and services on display. It also discourages crime by providing "eyes on the street". Transparent storefronts allow for full visual exchange between the indoor and outdoor space. Customers and shop keepers in the store see what is happening on the street and pedestrians outside see products offered for sale inside. It is important that once facade improvements are made, business owners do not cover their storefront windows with sales signs and posters, so as not to block the visual connection with the street. If a customer cannot see inside a store it is unlikely that they will go in.

3. Maintain Connection with the Street

It is important to maintain connections between the storefront and street by minimizing barriers and keeping the public realm pedestrian oriented. This can be accomplished through well-illuminated street frontages that provide safety for retailers and residents and reduces the need for security bars. Security bars should not be permitted because they give the impression that the area is unsafe. As part of a building facade improvement program, security gates are strongly discouraged. Alternative solutions can be a security system with an alarm or video surveillance. If security gates are used they should be decorative and removeable during the day.

Air conditioning units and other mechanical elements of the building can also create obstacles and block the view of storefront. Avoid placing them in windows especially along the front facade. Mechanical equipment should be sited at the rear of the building or preferably on the roof and screened from street view. Storefront visibility has a significant impact on retail sales, as it is one reason why businesses owners pay more for corner locations.

Effective signage can also play a role in improving visibility. Signage that projects from a building offers pedestrians strong visual cues that there are businesses in the vicinity.

4. Keep the Street Wall Continuous

As suggested earlier, gaps in the street facade not only create a loss of enclosure because they interrupt the continuity of the street wall which is key to benefiting pedestrian space, they also tend to make the area unattractive and less interesting. In retail avoiding gaps also has to do with the presence of an empty storefront not just the physical loss of a building. The facade improvement program will help encourage a new business owner to move in. However, building owners and/or the BIA may also need to explore other ways to encourage leasing of a vacant storefront. It is also important that investment is focused by clustering facade improvements and/or creating a continuous street wall of improved storefronts. In this way the program can have a greater impact.

Figure 39. A continuous street wall is desirable such as this example along Wyandotte Street East in Olde Riverside

Figure 40. Avoid large breaks in the street wall such as this example along Ouellette Avenue

Figure 41. All store fronts are unique and are clearly distinctive through building material and architectural features

5. Storefronts Should be Distinctive

Ensure that retail entrances are clearly marked and distinct at street level. Awnings, signs and other architectural elements can help clearly define a retailer's main entrance. Traditional Main Street buildings are already distinctive because of key architectural elements that were often incorporated as part of the design in the past. All the more reason to preserve these key heritage resources along the Main Street.

6. Leverage Municipal Investment and Appropriate use of Municipal Funds

One of the reasons City Council directed the City of Windsor Building Facade Improvement Program for Main Streets was to leverage public investment made through municipal infrastructure improvements. Particularly, in Main Street areas such as the Walkerville and Wyandotte Towne Centre BIA, where work was recently completed.

The Design Guidelines will help ensure that not only funds from the City of Windsor Facade Improvement Program for Main Streetsfunds are being used appropriately, but that the City is receiving good value for the public investment made.

5.3 Urban Design Guidelines

5.3.1 Preservation - Restoring Key Elements of the Building Facade

One of the first principles of urban design is to protect structures of merit and when considering the Main Street retaining heritage buildings and buildings of a Main Street typology is key to the long term vitality of the Main Street. Unsympathetic alterations to buildings and the demolition of Main Street buildings have negatively impacted the economic vitality of these once successful retail districts. These Main Street type buildings help to provide a sense of continuity and can be an irreplaceable record of the vision and values of a community over time (Hedman & Jaszewski, 1984).

To protect buildings of a Main Street typology or heritage significance, the following guidelines will be addressed:

- Identify if the building/structure is on the Municipal Heritage Register and what key features and elements should be preserved or restored;

Figure 42. Traditional Main Street building on Park Street, Windsor

Figure 43. Traditional Main Street building on Wyandotte Street E, Windsor

Figure 44. Traditional Main Street building on Erie Street W, Windsor

Figure 45. Traditional Main Street building on Chatham Street W, Windsor

- If the building is not on the Municipal Heritage Register, but of a Main Street typology, determine what key features and elements should be maintained;
- Research property insurance maps, archival records and historic photos to determine original features of the building. Reinstate original architectural detailing and character;
- Identify regulating lines of the existing facade to determine the appropriate proportion of the facade proposed to be improved and distinguish the proportions of the original street wall;
- Retain and preserve the proportions and scale of the building, such as the proportions of doors, windows, and first and second storey regulating

Figure 46. Regulating lines along Sandwich Street, Windsor used to inform design of the new microbrewery (Studio g + G Inc. Architect, 2014)

lines. All new development should also respect the existing proportion and scale of surrounding buildings;

- Traditional Main Street buildings were typically somewhat ornate with architectural elements such as cornice, columns, and brick details around windows. Restoring and preserving these elements can improve architectural quality;
- Restore traditional building materials like stone, brick or clapboard, which are often covered with paint and signs, or materials such as siding. This practice impacts the ornate beauty and also the scale of these buildings and their relationship with the street;
- Retain and preserve architectural elements of these buildings such as original doors, windows, cornice, brick, stone, and metal work;
- New building materials will be compatible with existing stone, brick, clapboard siding, and metal work found along the Main Street area;
- Retain and restore original masonry work (brick and stone) for buildings identified on the Municipal Heritage Register and buildings of a Main Street typology; and
- Brick and mortar testing is recommended to ensure the proper mortar type is used during repointing so as not to damage the brick. These tests can identify the following:
  - The brickyard and supplier
  - What the brick is made of/ porosity and mortar mix; and
  - Where the stone was quarried and the supplier

Figure 47. Fire insurance maps, photos, and other archival materials can be used to determine and reinstate original building (Church Street, Windsor, 1890)

Figure 48. Equity Chambers building retains traditional brick cladding and architectural details

5.3.2 The Storefront and Public Realm

In keeping with the principles of maintaining transparency and a connection with the street, it is important that windows and doors especially on the first floor (storefront) of the building remain transparent and are reinstated if they have been bricked in or boarded up in the past. Often windows have been boarded up or bricked in, but to maintain transparency and a connection with the public realm it is important to reinstate windows to the original opening size.

All improvements should follow these same guidelines to help create a good indoor/outdoor connection between people on the street and inside the building.

The storefront area should predominantly comprise of display windows to attract the pedestrian's attention and to create and interesting visual environment.

To achieve a positive relationship

between the storefront and the public realm, the following points are recommended:

Figure 49. Avoid covering windows with wood or other materials (567 Pelissier Street)

Figure 50. The store front in Figure 49 is enhanced by constructing open glass windows making the store-front more inviting to the public by creating a visual connection with the public realm.

- Avoid modifying, covering up, or removing original doors and windows;
- The storefront area should predominantly consist of glass display windows to discourage crime by providing more visibility and creating a connection to the public realm;
- Reinstate original door and window openings and restore original doors and windows when possible;
- To maximize transparency, a target of 70% of the facade surface should be completely transparent;
- Site all rooftop mechanical equipment so that they are setback from the roof edge and/or screened from views along the street; and
- Locate new or relocate existing service areas out of view from pedestrians (the public-right-of-way). Ensure that these areas are accessed from secondary streets or rear lanes to reduce driveway cuts on the Main Street, which breaks the street wall. If existing service areas cannot be relocated, screen them with landscaping, decorative fencing, or architectural building material.

5.3.3 Elements of the Facade

The preceding principles and guidelines in Sections 4.0 and 2.0 for facades and storefronts are general in nature whereby the following are more detailed:

5.3.3.1 Signage

Signage can take up a significant portion of the facade, and can have both a positive and negative impact on the pedestrian environment, which is why it is so important. Businesses should consider installing both storefront signs for motorists and smaller pedestrian signs. Storefront signs or fascia signs are located on the building facade and are directed at passing vehicles whereas pedestrian signs are perpendicular to the building and directed to pedestrians on the sidewalk (Plan by Design, 201) The following guidelines apply to signage for Main Streets:

- All signage should be compatible with the scale of the building and it should be located within the traditional signage board of the building;
- Use fascia, awning, and projecting signage to enhance the unique identity along the Main Street;
- Repair and maintain building signage that is in poor condition if it meets the intent of these guidelines; and
- Signage should adhere to the City's Signage By-law.

Figure 51. Storefront on Ouellette Avenue using traditional materials like wood or metal for signs

Figure 52. Locate signage in the traditional signage area

Figure 53. Wooden A-frame signs are desirable

5.3.3.2 Doors & Entrance Ways

The main door or entranceway is important to the success of a business and attractiveness of a storefront. The main door is also a key identifying element of the Main Street building and retail storefront. It is an important articulating element of the facade that when designed appropriately can draw potential customers toward the building entrance. Main entrances should be street oriented and clearly visible from principle pedestrian approaches to be consistent with the Urban Design Section of the City's Official.

Regarding doors and entrance ways, the following is recommended:

- Entrances should be fully accessible from the street the building facade faces. Older buildings and those on the Municipal Heritage Register may not be fully accessible. If accessibilty improvements to heritage buildings will impact key elements of the building, these alterations may not be permitted;
- Research photos, fire insurance maps and other historical documents and reinstate main entrances of buildings if it is feasible and makes functional sense;
- Design new building entrances and improve existing entrances to be prominent features that are clearly defined through the use of architectural features and materials, lighting, canopies and signage. Generally, new building entrances should be proportionally located in the middle of the storefront; and
- Reinstate and design new building entrances at the corner of all buildings that are sited at the intersection of two streets.

Figure 54. Distinct doors can make a business more visible and improve the overall appearance of the storefront

Figure 55. 3236 Sandwich Street before renovations

Figure 56. 3236 Sandwich Street during renovations

Figure 57. 3236 Sandwich Street at completion

Case Study: Sandwich Brewing Company

The property located at 3236 Sandwich Street applied for a facade improvement grant through the program that was developed with the implementation of the Old Sandwich Towne CIP. Through researching fire insurance maps and excavation of the interior, it was confirmed that there were originally two storefronts. It was also discovered that a porch once extended over the sidewalk and the brick used throughout the building was a brick from a former Sandwich brick yard (the Robinet Brickyard).

Although most of the original facade no longer exists, new elements were interpreted in a modern sense using materials found in the heritage district while adhering to the urban design guidelines and heritage conservation district policies.

The Sandwich Brewing Company provides a positive example of combining existing and introducing new architectural features to rehabilitate and revitalize a historic building, creating a modern usable space. In particular, the discovery of and reinstating of the second entranceway positively impacted the historic quality and overall apperance of the facade. *(Studio g+G Inc., Architect, 2014)*

Figure 58. Awnings add a three dimensional quality

Figure 59. Align awnings with architectural details

Figure 60. Choose colours that complement the building

5.3.3.3 Awnings

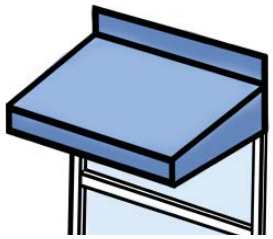
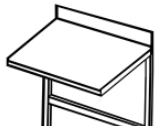
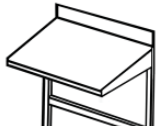
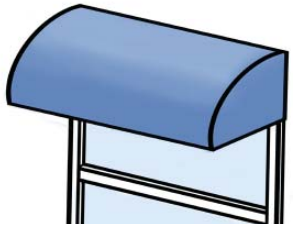
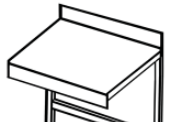
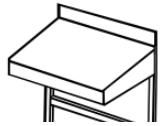
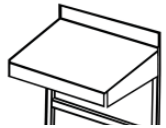
Awnings not only provide protection from inclement weather and shade they can also provide a relatively inexpensive design element that creates unity and visual coherence while animating the street and providing an additional three dimensional quality to the building, helping to extend the business into the side walk area. Awnings can accentuate the entrance door, or can span a full building facade. When selecting an awning choose an appropriate form of awning to suite the window and door arrangement.

The following should also be considered:

- Align awnings on a building, particularly the bottom edge of the awning. Fit the awning(s) to the dimension of the storefront openings to emphasize these proportions;
- Ensure awnings do not cover or detract or obscure from important architectural elements of the building or cover window areas;
- Provide a minimum of 2.4 metres (8 feet) clearance from the sidewalk to the awning;
- Coordinate the colour of the awning with the colour scheme of the building. If using the awning to accent the colour scheme of the building ensure that the accent colour is not too contrasting; and
- Select awning materials that are durable and ensures the preservation of the awning colour.

Table 3 provides examples of basic types and variations of awnings.

Table 3. Example Awning Types

TYPES OF AWNINGS			
TYPES		**VARIATIONS**	
Standard Type		Open	
Dome Type		Closed	
Waterfall Type		Open with Valance	
		Fixed Valance	
		Free Valance	

*Adapted from the 2010 Minto , Ontario Facade Improvement Guideline (SKA Stempski Kelly Associates Inc., 2010).

5.3.3.4 Colour

Many elements of facades benefit from the appropriate use of colour. It can help to make the details of the building facade more noticeable, giving it a better connection with the street by creating interest for pedestrians and motorists.

When using colour, consider the following:

- Use only 3 to 4 colours;
- Highlight door frames and windows with a single trim colour;
- Highlight awning(s), signage boards and front door(s) in accent colour; and
- The existing colour of original facade materials should be used to select a colour scheme.

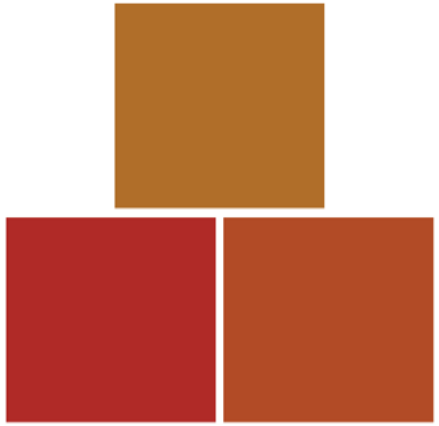


Figure 61. Example analogous warm colour scheme

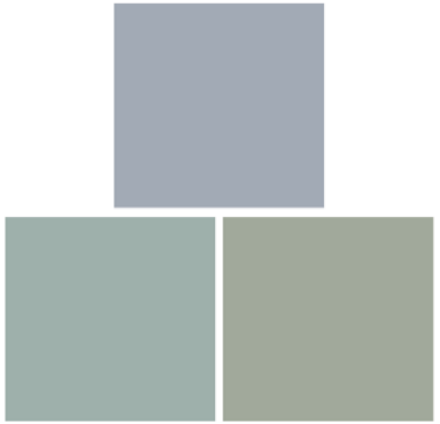


Figure 62. Example analogous cool colour scheme

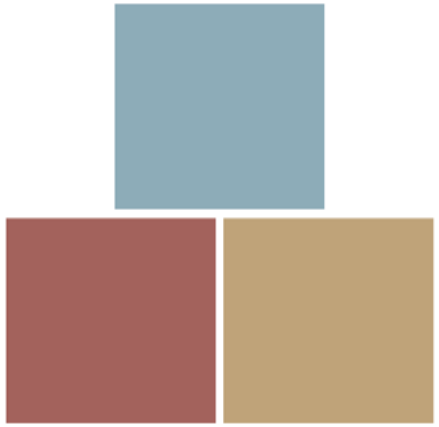


Figure 63. Example triadic warm-cool colour scheme

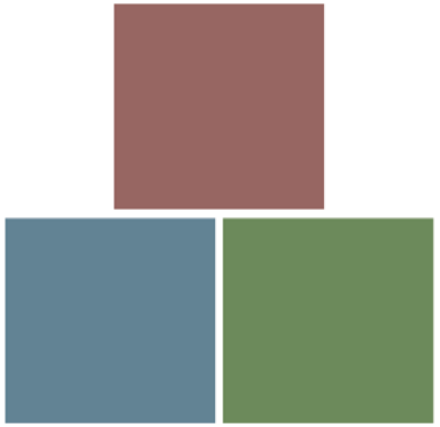


Figure 64. Example triadic warm-cool colour scheme

Figure 65. Brick and stone are timeless and durable building materials that are less likely to deteriorate quickly

Figure 66. EFIS is an undesirable building material that is often used to cover brick

5.3.3.5 Building Materials

The selection of building material is important helping to give the facade a human scale. The scale of certain materials such as brick and traditional clapboard siding provide a source of measurement to the human eye and help to break up the facade in comprehensible parts giving off a sense of dimension (length, height, width, and depth).

Often brick is covered with EFIS which diminishes the scaling quality of the building. It has become a popular material because it is less expensive than other more timeless (not based on fashion or trend) materials. It is important to select materials that are durable like brick, stone, metal, and wood. These materials have a human quality and natural feel that will stand the test of time.

The following should be taken into account when selecting building material or when improving existing facades:

- Use the buildings original brick, stone, wood siding, and aluminum, copper, or composite panel building material where possible;
- Materials that have become trendy but are not timeless or long lasting such as vinyl siding corrugated metal panels, reflective (tinted or shaded) glass, cultured stone, and Exterior Insulation and Finish Systems (EIFS) are not permitted;
- Materials selected should complement surrounding buildings;
- Stone, brick or concrete surfaces that have been painted should be reinstated to their natural colour;
- Masonry work should be re-pointed if necessary;
- The surfaces of buildings identified on the Municipal Heritage Register or buildings of a Main Street typology should be left in their original state;

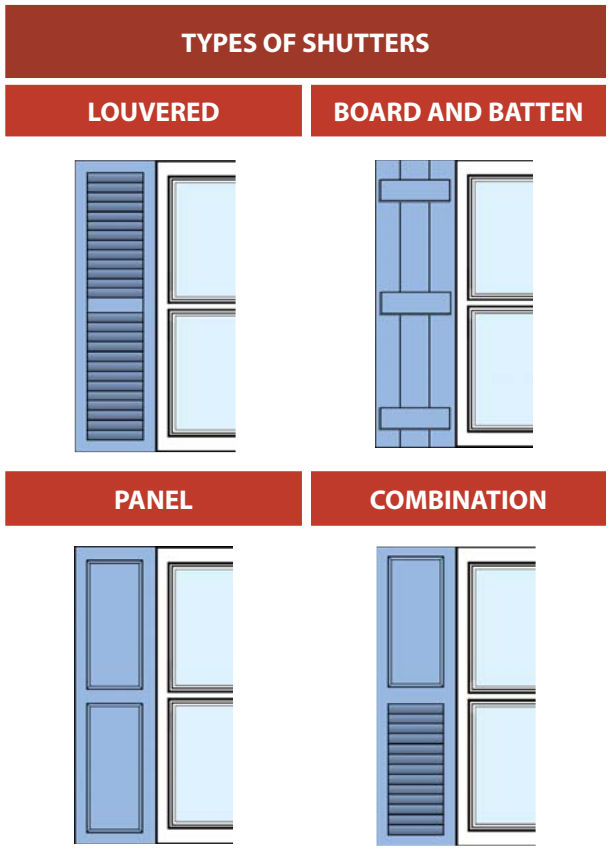


Table 4. Example Shutter Types

5.3.3.6 Shutters

Although no longer used for their original purpose of protecting windows, shutters can still be used as a relatively inexpensive design element that can provide visual interest to a building facade. If painted in a colour to match other trim, shutters can animate a facade that might otherwise be considered stark, boring, and uninteresting. Typical styles include: Louvered, Panel, Board and Batten, and Combination Shutters.

When utilizing shutters for a facade, it is important to consider:

- If original shutters exist they should be restored and retained;
- If original shutters no longer exist use shutters that match the shape of the inside of the window. For example, for arched windows use arched shutters;
- The width of the shutter should be in keeping with the width of the window. The total size of both shutters should be the size of the inside of the window frame;
- Shutters should be mounted on the inside edge of the window frame to give the appearance that they can be closed. Use hinges if possible, even if shutters are not meant to be closed;
- Shutters will be in keeping with the style of the building and made out of wood or vinyl; and
- Shutters should also be painted or of the same colour as other trim.

6.0 Conclusion and Recommendations from the CIP

A facade improvement program such as the City of Windsor Building Facade Improvement Program for Main Streets and its Design Guidelines can help to encourage the protection and improvement of Main Streets throughout the City because of the economic incentive program recommended through this CIP. The design guidelines included in this program will ensure that City money is used to assist with improvements that are consistent with the character of Windsor's Main Streets through the restoration of existing and selection of new materials that are considered "timeless" and "durable".

The City of Windsor Building Facade Improvement Program for Main Streets will provide the tools to not only protect the Main Street areas that service the City's surrounding neighbourhoods, but also enhance these areas.

As acknowledged by the Council Question (CQ59-2015), the City of Windsor has made significant public investments in infrastructure improvements, such as road rehabilitation and streetscape projects along the portions of Wyandotte Street East between the Wyandotte Towne Centre BIA and the Walkerville BIA.

A significant amount of investment has been made to improve the function and aesthetics of the public realm in these two BIA's. Given the success and positive feedback being received for these projects, it is the most opportune time to continue to build on the positive momentum gained through these projects, by directing municipal efforts towards the improvement and enhancement of the adjacent private properties.

One of the purposes of the City of Windsor Building Facade Improvement Program for Main Streets is that it be City-wide for this reason the program is flexible and allows Windsor City Council to amend other main street areas to the program if it is determined that there is need for municipal intervention and the criteria identified in Section 1.4 is followed.

In accordance with Section 28, Community Improvement of the Planning Act and Section 11.8 of the City of Windsor Official Plan the following recommendations apply to the implementation of the City of Windsor Facade Improvement Program for Main Streets:

1. That the boundary established for the City of Windsor BE DESIGNATED the Community Improvement Plan Project Area

2. That the City of Windsor Facade Improvement Program and Urban Design Guidelines for Main Streets Community Improvement Plan (CIP) for the City of Windsor Project Area be approved by Windsor City Council and adopted by by-law

3. That the Economic Incentive Program and General Program Requirements identified in Section 3.0 be Activated by Windsor City Council

7.0 Monitoring Program

7.1 General Review of Projects (Monitoring the Project)

Monitoring the project is an important aspect of confirming that the municipality is receiving good value for its investment and ensuring safety to the general public.

1. Inspections by municipal staff (typically the Planning and Building Department) required and the City can inspect improvements at any time.
2. General review by the Project Architect and Engineer is required on an ongoing basis to ensure that approved and stamped drawings are being followed and construction meets all Building Code requirements.
3. General review will incorporate facade improvements so no changes from the approved drawings are made without approval prior to any construction.

7.2 Future Success of the Program

1. Interview applicants to determine actual cost of facade repair and to understand the cost of new materials per square foot, such as cost of brick and mortar repair, refurbishing or replacing windows, restoring clap board siding.
2. Determine the percentage of facade grant applications versus the number of facades in area that need improvement.
3. Obtain feedback from applicants who have applied for program.
4. Obtain feedback from applicants who have not applied and why have they not applied.
5. Determine the number of owners who apply for the program versus the number of renters who apply as agents of the owner.
6. Conduct an analysis and develop a case study of facade improvement projects on a citywide basis to determine levels of success.
7. Compare success of facade improvement projects in the city to other places and analyze to determine a level of success.
8. To determine benefits of a facade improvement program on buildings and community economics, develop a survey from owners/businesses who participated in the program.
9. Review Building Facade Improvements to determine if goals and objects identified in Section 2.0 are being addressed.
10. Review vacancy rates over the years through the City's Land Use Survey and determine if vacancy rates have decreased since the program was put in place.

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Wyandotte Towne Centre BIA

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Schedule 'A'

1.0 The Wyandotte Towne Centre Business Improvement Area (BIA)

1.1 History

The Wyandotte Towne Centre BIA (legal name in accordance with By-law 173-2008) was established through By-law 10095. It is difficult to determine the exact age of buildings within the BIA boundaries, but through the City's data base, fire insurance maps, architectural style and historical photos and records available we are able to obtain a general idea of the age of the built form within the area.

As a Main Street some buildings date back to as early as the late 1800s with the majority of building stock being from the early to mid 1900s. There are also several buildings built after the 1950s that flank the Wyandotte Towne Centre BIA.

Figure 67. Leatherdale Block located at 1380-1394 Wyandotte Street East (1960)

Figure 68. Leatherdale Block located at 1380-1394 Wyandotte Street East

1.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Wyandotte Street identified on Schedule 'A' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because the area meets the following criteria identified in Section 1.4 of the CIP, and the *"Criteria For Designation"* of a CIP Project Area as:

- The properties are within the Wyandotte Towne Centre BIA;
- The Buildings are along a Main Street as identified on Schedule G of the Official Plan;

The properties are also consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan) as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 69. 1412 Wyandotte Street East

Figure 70. Pasadena Block located at 1424-1434 Wyandotte Street East

Figure 71. Holy Family Chaldean (Immacultae Conception) church located at 821 Wyandotte Street East

Figure 72. A panorama of buildings within the Wyandotte Towne Centre BIA, many would benefit from the City of Windsor Facade Improvement Program for Main Streets

1.3 Wyandotte Towne Centre BIA

In the summer of 2014 the Planning and Building Department met with the BIA coordinator and conducted a survey of the Wyandotte Towne Centre BIA to determine the condition of the building facades flanking Wyandotte Street East. The survey produced an aerial and photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation onto the Windsor Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention.

Generally, the facades in the Wyandotte Towne Centre BIA are in poor to good condition. The information below provides additional detail and observations from professional staff site visit along the Main Street in 2014.

Figure 73. Langlois Street, Windsor

Figure 74. Wyandotte Street E, Windsor

Figure 75. Building with public art on Wyandotte Street E

1.3.1 Condition of Existing Facades

- Many of the facades are in need of brick repair and cleaning;
- Some storefronts have been covered with materials such as stucco or EIFS eliminating the separation between the two different building facades and impacting the rhythm of the street facade;
- In many cases, the rear and side facades are in as poor condition as the front and in need of improvement;
- The original exterior material of some buildings have been substituted for a cheaper non-tradition cladding;
- Some buildings have additions that were not integrated well with the street's character; and
- In some cases, there are blank side walls that are visible from Wyandotte Street.

1.3.2 The Storefront

- Illegal signage and missing and inconsistent address styles are found throughout the BIA;
- Storefront window displays are cluttered with advertisements and in need of cleaning;
- Many storefronts have security bars that create a feeling that the area is unsafe;
- The north side of Wyandotte Street is not as intimate or small scale (quaint) as the south side;
- The north side includes a greater number of larger scale developments that are not of the traditional storefront or Main Street typology;
- Many storefronts have been filled in with a solid material eliminating the connection with the street; and
- Many storefronts have steps at the front entrance and do not meet accessibility standards.

1.3.3 Overall Attractiveness of the Area

- Where buildings have been demolished or developments have been setback from the property line, there is a gap in the street facade and often illegal parking has taken hold in these areas.

1.3.4 Vacancy Rates

Since 2012, the City has under taken a Land Use Survey every two years to determine commercial vacancy on a City-wide level.

For the Wyandotte Towne Centre BIA, 174 commercial units were identified. Vacancy has increased from 20% in 2012 to 21.3% in 2016.

These somewhat high vacancy rates are consistent with the *"Criteria For Designation"* for a CIP Project Area.

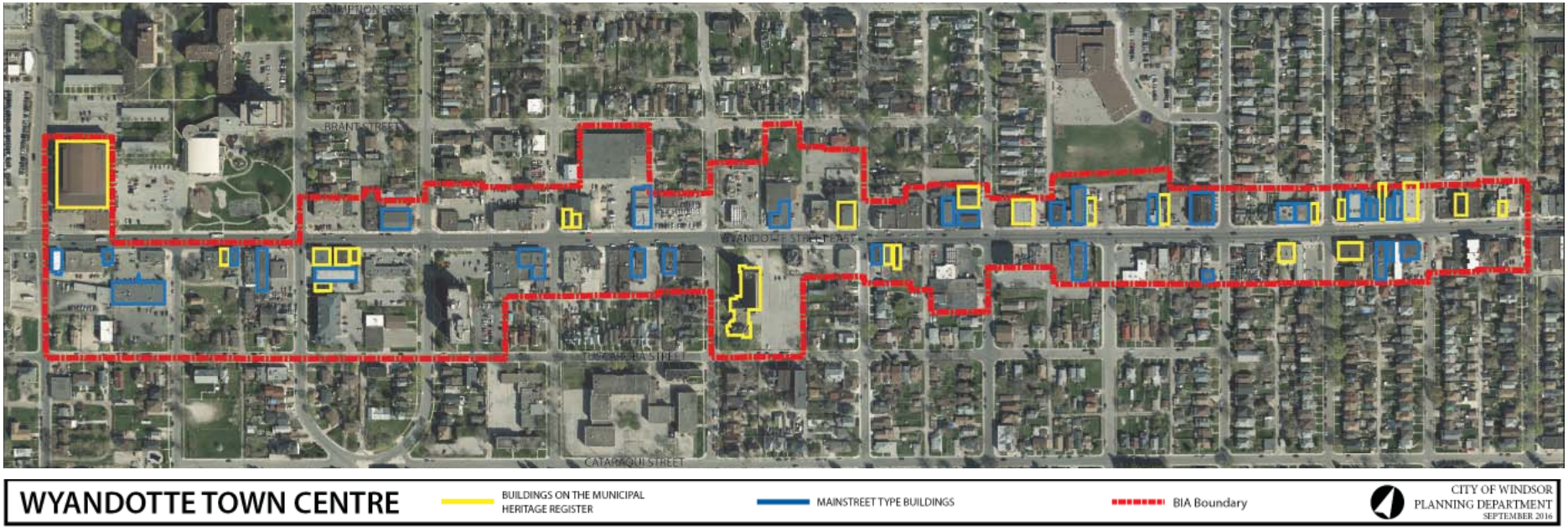
1.4 The Municipal Heritage Register and Main Street type buildings within the Wyandotte Towne Centre BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WYANDOTTE)			
ADDRESS	LISTED	DESIGNATED	NOTES
572 McDougall Street (Windsor Arena, Border Cities Arena)	●		Constructed: 1925-27 Architect: W.A. Connor & Co
638 Glengarry Ave (Belvedere Apartments)	●		Constructed: Circa 1928 Additional: Buff brick & stone details
505-515 Wyandotte Street East (Meretsky Block)	●		Constructed: 1912 Architect: J.C. Pennington & Crane
821 Wyandotte Street East/ 686 Marentette Avenue (Immaculate Conception Church)	●		Constructed: 1904 Architect: Williams Bros.
892 Wyandotte Street East (Wyandotte Tavern)	●		Constructed: 1909
907-917 Wyandotte Street East	●		Constructed: Circa 1911-1914
919-923 Wyandotte Street East	●		Constructed: Circa 1911-1914

Table 5. Buildings identified on the Municipal Heritage Register in the Wyandotte Towne Centre BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WYANDOTTE)

ADDRESS	LISTED	DESIGNATED	NOTES
1290-1292 Wyandotte Street East	●		Constructed: 1910
1301-1327 Wyandotte Street East	●		Constructed: Circa 1913
1424-1432 Wyandotte Street East (Pasadena Block)	●		Constructed: 1915 Additional: Art Deco Elements



Map 1. Buildings on the Municipal Heritage Registry and other Main Street type buildings (Wyandotte Towne Centre)

1.5 Urban Design and Contextual Analysis

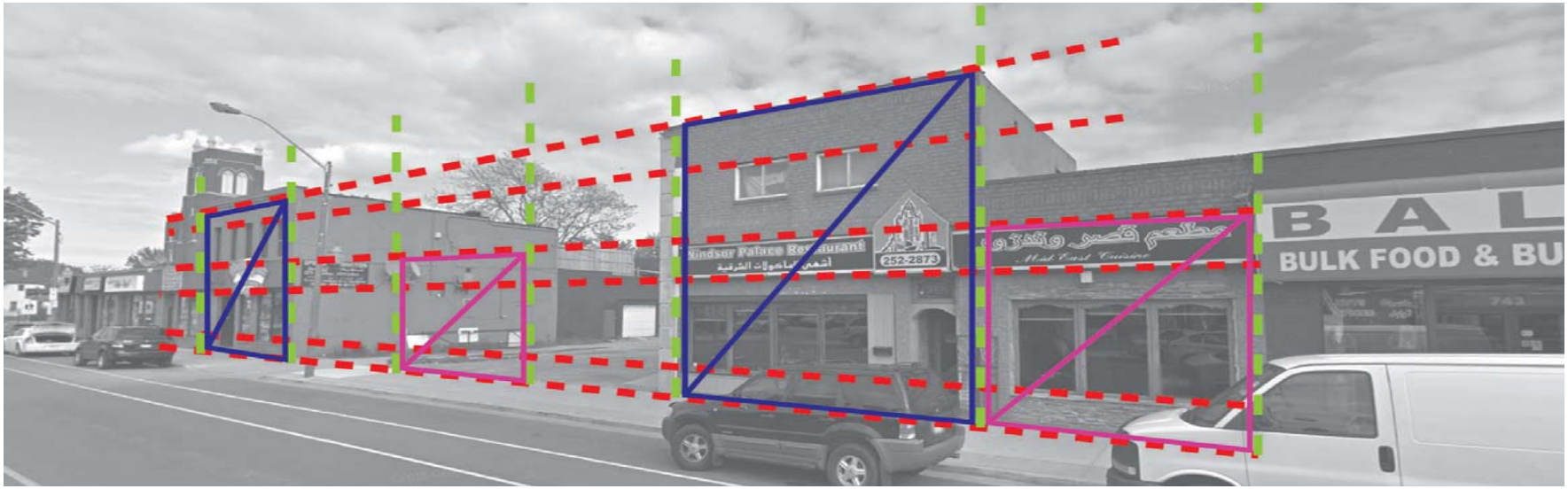


Figure 76. Regulating lines and building proportions identify a pattern along the Wyandotte Towne Centre BIA Mainstreet on the south side from Louis to Marentette Avenue that can be used for infill development.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be seen along Wyandotte Street East in the BIA although much of the elements that created this order have been altered or covered up over time.

Building Heights

Buildings are generally 1 to 2 stories, however there are a number of buildings that are above two stories to a maximum of 4 stories.

Doors and Window locations

Doors and the main entrance of establishments generally open out towards the Main Street. However, there are many examples where windows and doors have been covered with brick or other material. It is important that doors and windows are reinstated and existing entrances and windows facing the main street are maintained as part of any building facade improvements to help create an "indoor/outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014). When applying this analysis to the Wyandotte Towne Centre Main Street along Wyandotte Street East there is generally a continuity of building elevations and the use of materials used over time on the south

Figures 77. Buildings along Wyandotte Towne Centre BIA Mainstreet where most original architectural features, windows, and storefronts have been retained, creating good street presence

Figures 78. Buildings along Wyandotte Towne Centre BIA Mainstreet where large gaps exist along the street wall and windows that once opened toward the main street have been covered.

side between the Hall to Moy Avenue Block.

Generally there is a discontinuity of building elevations and a hodge-podge of materials used along Wyandotte Street East throughout the rest of the Main Street within the Wyandotte Towne Centre BIA. There are large gaps along the street wall on both the North and South Side of Wyandotte Street East where traditional Main Street Buildings were once located.

Architectural Features

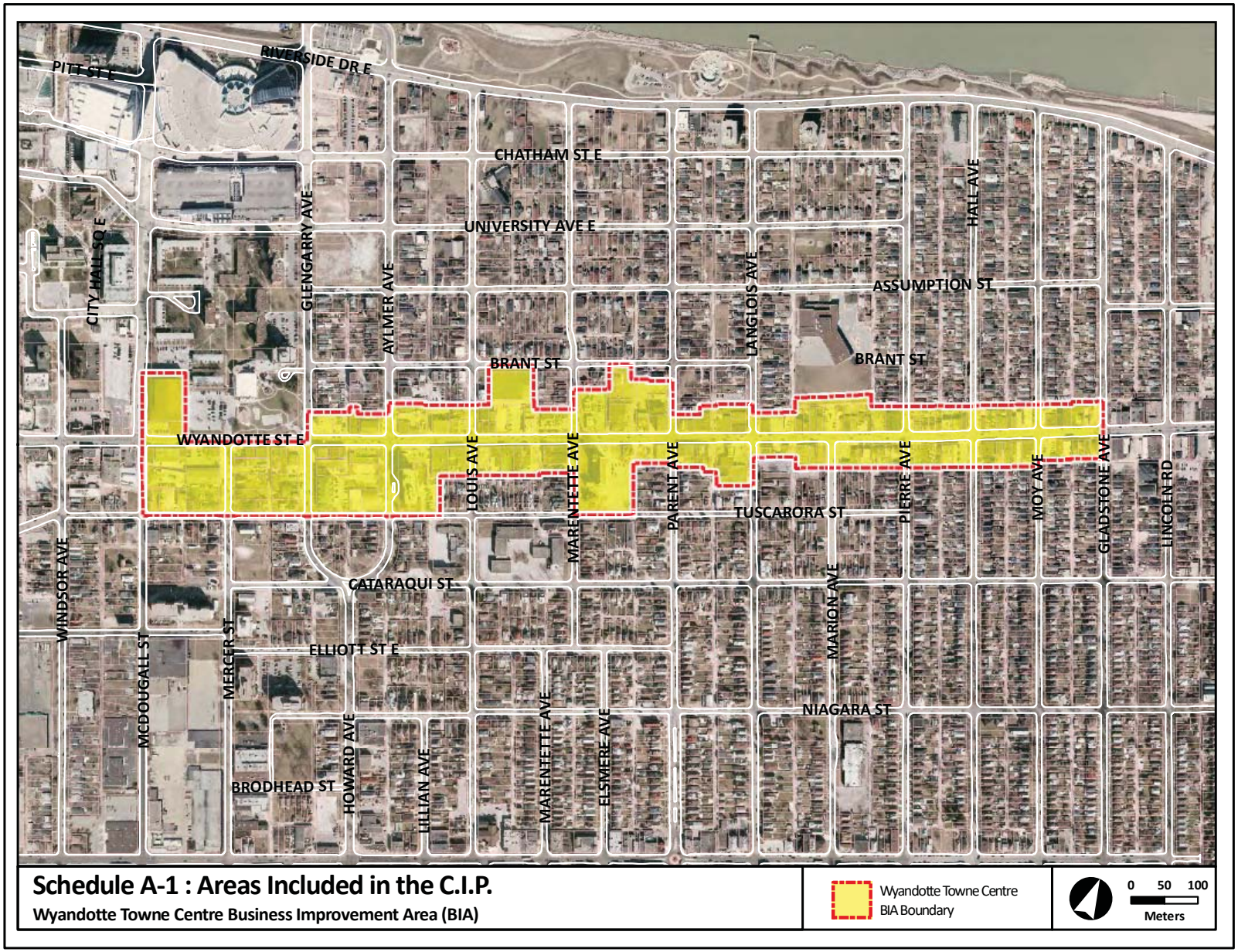
Key architectural elements that create interest throughout many of the building facades along the Main Street have been covered or loss overtime, but through archival photographs and research it would be beneficial to restore or reinstate some of these key architectural elements.

1.6 Recommendations

The findings of the Planning and Building Department Survey of the Wyandotte Towne Centre BIA reveal that the conditions of properties are consistent with *"Criteria for Designation"* for a CIP Project Area; specifically:

- Building facades are in need of maintenance, repair, restoration, rehabilitation or redevelopment;
- Generally, the commercial vacancy rate is high and the overall visual quality of the built environment, particularly the facades, and urban design is poor;
- There is a presence of cultural heritage resources; and
- The area has the potential to be a new employment area.

Through the analysis outlined for the Wyandotte Towne Centre BIA in Schedule A, it is recommended that the Wyandotte Towne Centre BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 2. Areas included in the CIP (Wyandotte Towne Centre)

Schedule 'B'

2.0 The Walkerville Business Improvement Area (BIA)

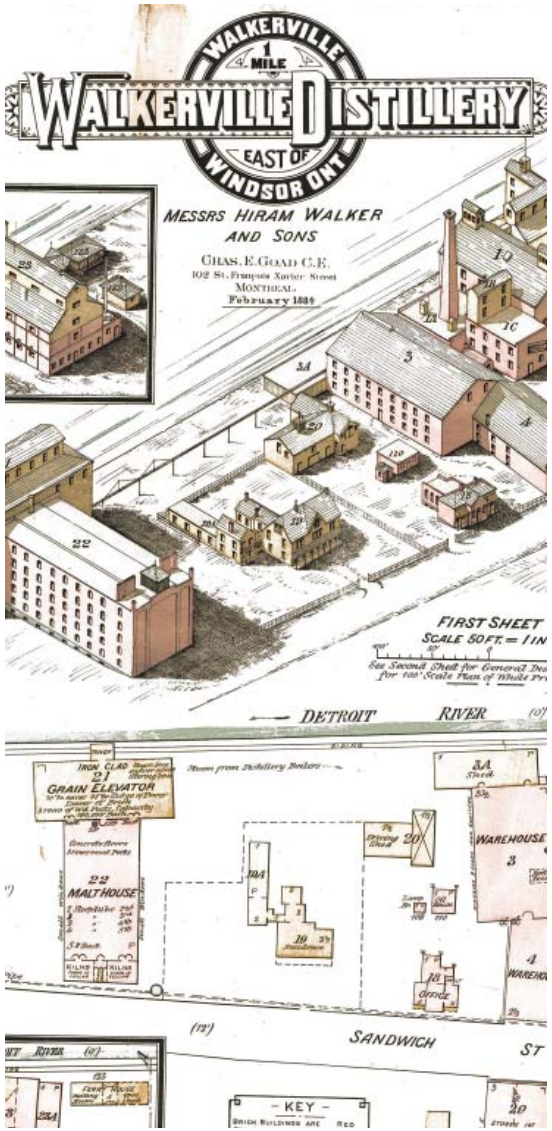


Figure 79. A fire insurance map from 1884 showing some of Walkerville's building at the time

2.1 History

The Wyandotte Street East Improvement Area was established through By-law 8024. It is commonly known as the Walkerville BIA and established its legal name through By-law 8176. The Walkerville Main Street area forms the majority of the retail/commercial area formerly known as the Town of Walkerville, which was established in 1858 but did not become a town until 1890. The Edwardian company town was founded by Hiram Walker for a flour mill and distillery. Based on the "Garden City Movement" that was founded in Great Britain, Walker employed well known architects from the United States to develop the Town's Industrial complex, housing for its workers and a commercial retail area to service the Town.

Figure 80. Wyandotte Street looking West, historic Walkerville, Canada

The Town was amalgamated with the City of Windsor in the 1930's. Fortunately, much of the important historical elements such as the buildings and established street wall, boulevards, sidewalks, alleys, street layout, tree canopy and general character remain. As a Main Street the majority of buildings date back to the early 1900s (1900 to 1930). Many buildings also date back to as early as the late 1800s. However, most of these are residential because the Walkerville BIA boundary includes residential properties along Chilver, Kildare, and Devonshire Roads. There are also buildings built after the 1950s that flank Wyandotte Street East in the Walkerville BIA.

2.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Wyandotte Street, Chilver, Kildare and Devonshire Roads within the Walkerville BIA identified on Schedule 'B' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because it meets the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are situated within a Heritage Area and on a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan); and
- The properties are within the Walkerville BIA.

Offering an economic incentive to improve the facades of buildings within the Walkerville BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

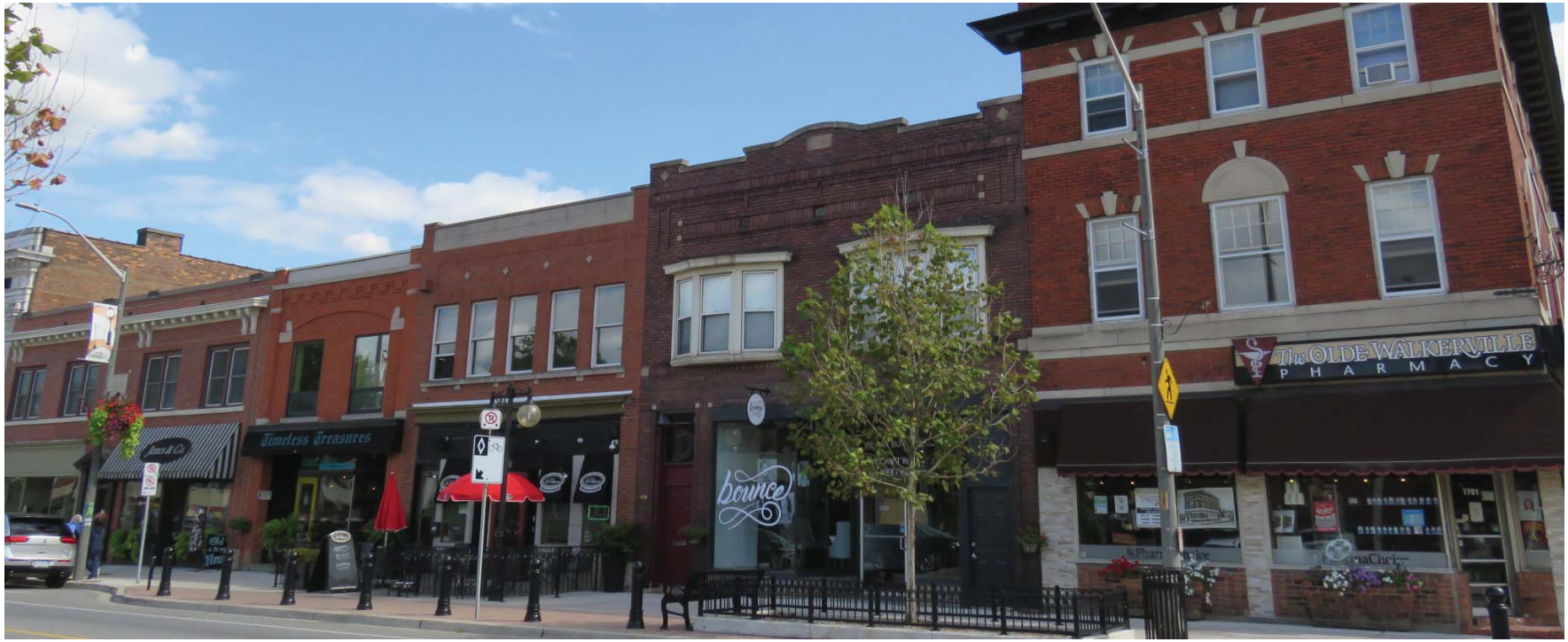


Figure 81. A view of building facades along the south side of Wyandotte Street East in the Walkerville BIA where architectural features, materials, and storefronts create street presence and indoor/outdoor connection with the public realm

2.2.1 Condition of Facades Along Wyandotte Street East, Chilver, Devonshire and Argyle Roads

In the summer of 2014, the Planning and Building Department met with the BIA coordinator and conducted a survey of the Walkerville BIA to determine the condition of the facades flanking Wyandotte Street East, Chilver, Devonshire, and Argyle Roads between Gladstone Avenue and Argyle Road. The survey produced an aerial and photo inventory of all facades within the BIA.

The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Walkerville BIA are in fair to good condition. One of the concerns is that architectural features of these ornate facades may be removed or covered over without some form of municipal incentive because storefront owners may not see the economic value in preserving these detailed elements of the facade. There is no other place in the Windsor area where one can view such a high concentration of such ornate turn of the century building facades. The information below provides additional detail and observations from professional staff site visit along the Main Street in 2014.

2.3 Walkerville BIA

2.3.1 Condition of Existing Facades

- Many of the facades are in need of brick repair, cleaning, and paint removal;
- Some storefronts have been covered with materials such as stucco hindering scaling features and details of the facade;
- In many cases the rear and side facades are in as poor condition as the front and in need of improvement;
- In some cases there are blank side walls that are visible from Wyandotte;
- In some cases original exterior material of some buildings have been substituted for a cheaper non-traditional cladding; and
- In some cases detailed architectural features have been covered or are in need of restoration.

2.3.2 The Storefront

- Deteriorated and non-traditional signs have been found on some of the buildings in the BIA;
- In some areas storefront displays are cluttered with advertisements and in need of cleaning; some have security bars creating a feeling that the area is unsafe;

Figure 82. Gap in the street facade along Wyandotte Street East, Windsor

- Both the north and south sides of Wyandotte Street have an intimate or small scale (quaint) character with the majority of buildings being of a Main Street typology; and
- Some storefronts have steps at the front entrance and do not meet accessibility standards, but given their heritage significance, there may not be an alternative solution without negatively impacting the facade.

2.3.3 Overall Attractiveness of the Area

- Where buildings have been demolished or developments have been setback from the property line there is a gap in the street facade

Figure 83. Security bars on windows make the area feel unsafe

and often illegal parking has taken hold in these areas; and

- There are some uses such as automobile sales that are incompatible with the character of the area.

2.3.4 Vacancy Rates

Since 2012, the City has undertaken a Land Use survey every two years to determine commercial vacancy on a city wide level.

For the Walkerville BIA, 85 units were identified. Generally vacancy has decreased from 13.2% in 2012 to 7.1% in 2016. A Building Facade Improvement Program will further encourage the reuse of vacant storefronts.

2.4 The Municipal Heritage Register and Main Street type buildings in the Walkerville BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WALKERVILLE)			
ADDRESS	LISTED	DESIGNATED	NOTES
1506-1512 Wyandotte Street East (Trotts Shoes)	●		Constructed: 1915 Style: Edwardian Commercial
1564 Wyandotte Street East (Tivoli Theatre)	●		Constructed: 1921-22 Architect: C. Howard Crane
1580-1598 Wyandotte Street East (Imperial Bank)	●		Constructed: 1927 Architect: Longley and Howland
1601 Wyandotte Street East (Toronto Dominion Bank)	●		Constructed: 1922
1687 Wyandotte Street East (Thomas A. McCormick House)	●		Constructed: 1905 Style: Queen Anne Revival
1701 Wyandotte Street East (Home Bank)	●		Constructed: 1907-08 Architect: Sproatt and Rolff
1719-1723 Wyandotte Street East	●		Constructed: 1910-11
1731-1737 Wyandotte Street East	●		Constructed: 1910
1739-1747 Wyandotte Street East	●		Constructed: 1908-09
1755-1767 Wyandotte Street East (Bates Building)	●		Constructed: 1914
1799 Wyandotte Street East (Bank of Montreal)		●	Constructed: 1912-1913 Style: Terra cotta Architect: Hogle and Davis, w/ Stahl and Kinsey
1880 Wyandotte Street East (Joseph Dale House/Kildare House Tavern)	●		Constructed: Circa 1890 Style: Queen Anne Revival

Table 6. Buildings identified on the Municipal Heritage Register in the Walkerville BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WALKERVILLE)

ADDRESS	LISTED	DESIGNATED	NOTES
1900-1942 Wyandotte Street East (Imperial Building)		●	Constructed: Circa 1922 Architect: J.C. Pennington
1958-1998 Wyandotte Street East (Strathcona Building)	●		Constructed: Circa 1907 Architect: Albert Kahn
1969 Wyandotte Street East (Dr. C.W. Hoare Residence)	●		Constructed: 1907 Architect: M.L. Smith
2090 Wyandotte Street East (Walkerville Hydro Electric Comm. Building)	●		Constructed: 1922 Architect: Harold McEvers
400 Chilver Road (Exchange Hotel/Victoria Tavern)	●		Constructed: Circa 1890
420 Kildare Road (Canadian Auto Painting)	●		Constructed: 1913-14 Architect: Leybourne and Whitney
423 Kildare Road (J.E. Dobie House)	●		Constructed: Circa 1900 Style: Vernacular
447 Kildare Road (William C White House)	●		Constructed: Circa 1890 Style: Vernacular
468 Kildare Road (Jos. Graveline House)	●		Constructed: Circa 1882 Style: Vernacular
477 Kildare Road (E. Stewart House)	●		Constructed: Circa 1892 Style: Vernacular
484 Kildare Road (Andrew Reid House)	●		Constructed: 1894 Architect: Mason and Rice
487 Kildare Road (Walter Chater House)	●		Constructed: Circa 1891 Style: Vernacular

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WALKERVILLE)

ADDRESS	LISTED	DESIGNATED	NOTES
509 Kildare Road (Harry Morris House)	●		Constructed: Circa 1896 Style: Vernacular
510-536 Kildare Road (Quadruplex: 510 Thos. K Hall; 516 Thos. K Nevin; 534 Edwin Chater; 536 Walter F. Cole)	●	●	Constructed: Circa 1889 Architect: Mason and Rice 510, 516 Listed; 534, 536 Designated
537 Kildare Road (DeGurse-McEwen House)		●	Constructed: 1891 Style: Queen Anne; Vernacular
549 Kildare Road (L. Kendall House)	●		Constructed: Circa 1890 Style: Vernacular Homestead
325 Devonshire Road (Walker Power Building)	●		Constructed: 1911-1913 Architect: J.E. Kinsey
350 Devonshire Road (Walkerville Town Hall)		●	Constructed: 1904 (moved in 1995) Architect: Albert Kahn
378-396 Devonshire Road (Crown Inn)		●	Constructed: 1892-93 Architect: Mason And Rice
415 Devonshire Road (Bank of Commerce)	●		Constructed: 1906 Architect: Albert Khan
420 Devonshire Road (Walkerville Post Office)		●	Constructed: 1914 Architect: Federal Public Works
511-517 Devonshire Road (Thomas Reid House)		●	Constructed: 1892 Architect: Mason & Rice
514-518 Devonshire Road	●		Constructed: Circa 1890 Architect: Mason & Rice
546-550 Devonshire Road		●	Constructed: Circa 1890 Architect: Mason & Rice

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (WALKERVILLE)

ADDRESS	LISTED	DESIGNATED	NOTES
547 Devonshire Road (John Bott House)	●		Constructed: 1894 Architect: James G McLean
580 Devonshire Road	●		Constructed: 1892-93 Architect: Mason And Rice
606 Devonshire Road (Royal Bank of Canada)		●	Constructed: 1922 Architect: D.J. Cameron
525 Argyle Road (Hiram Walker Warehouse)	●		Constructed: Circa 1930s ***Adaptive reuse (Walkerville Brewery)

Map 3. Buildings on the Municipal Heritage Registry (Walkerville) and other Main Street type buildings

2.5 Urban Design and Contextual Analysis

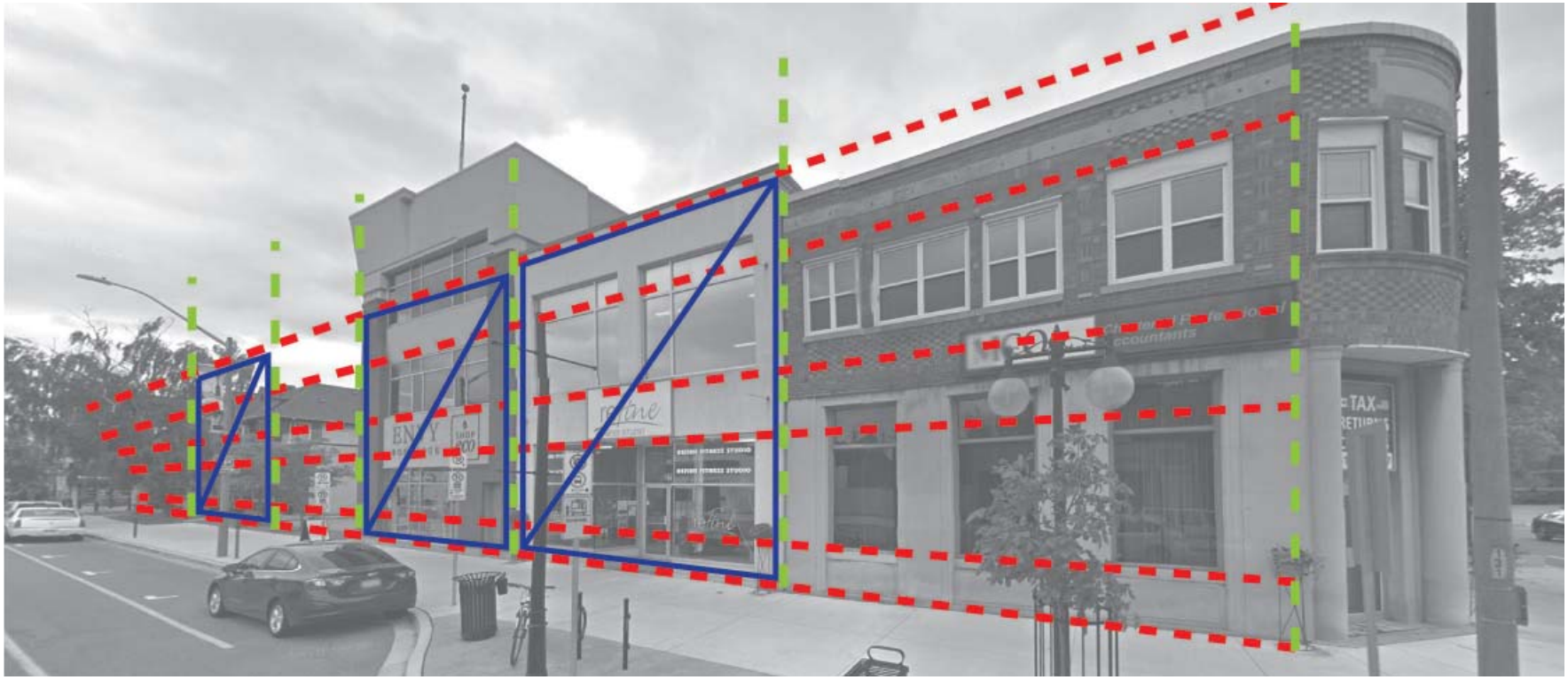


Figure 84. Regulating lines and building proportions identify a consistent pattern along the Walkerville BIA Mainstreet on the south side from Lincoln to Windermere Road.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Walkerville Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 2 to 3 stories.

Doors and Window locations

Doors and the main entrance of establishments open out towards the Main Street. Windows are clear vision glass facing the Main Street. It is important that these features remain and continue to create an "indoor/outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

Figure 85. Imperial Building in the Walkerville BIA with repeating rhythm patters.

When applying this analysis to the Walkerville Main Street along Wyandotte Street East there is generally a continuity of building elevations and the use of materials used over time between the following blocks:

- The North side of Wyandotte Street East between Gladstone Avenue to Lincoln Road;
- The North side of Wyandotte Street East between Kildare to Devonshire Roads; and
- The South side of Wyandotte Street East between Chilver to Windermere Roads.

There is generally a discontinuity of building elevations and the use of materials used over time between the following blocks along Wyandotte Street East:

Figure 86. Wyandotte Street East between Gladstone Avenue and Lincoln Road.

- The North side of Wyandotte Street East between Lincoln to Windermere Roads;
- The South side of Wyandotte Street East between Gladstone Avenue to Windermere Road;
- The South side of Wyandotte Street East from Devonshire to Argyle Road; and
- The South side of Wyandotte Street East between Chilver to Kildare Streets.

There is an almost total loss of the traditional Main Street Façade in the following areas along Wyandotte Street East between the following blocks:

- The North side between Windermere to Chilver Roads; and
- The South side between Kildare to Monmouth Roads.

Figure 87. Wyandotte Street East between Lincoln Road and Windermere Road. Missing storefronts and inconsistent building heights and styles weaken the tradional main street.

Figure 88. Wyandotte Street East between Chilver Road and Kildare Road.

Figure 89. Wyandotte Street East between Kildare Road and Devonshire Road.

Architectural Features

Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in some cases these key elements have been lost. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

Figure 90. Exchange Hotel (Victoria Tavern) c. 1910.

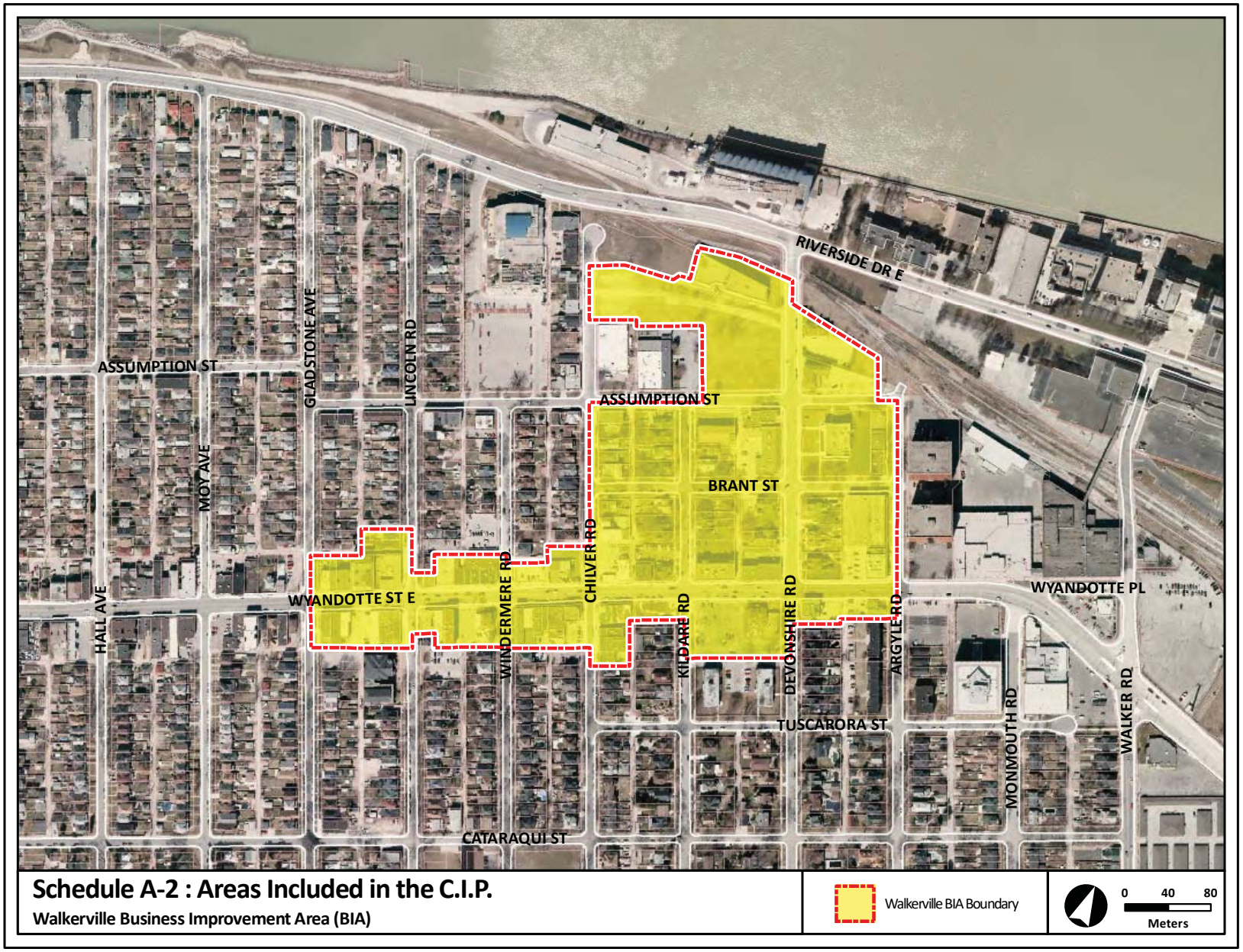
Figure 91. Victoria Tavern in 2011.

2.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Walkerville BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources that are unique to the City, Province, and in general, North America where key building facades are representative of a company town.
- The area has the potential to be a new employment area.

Through the survey and analysis outlined for the Walkerville BIA in Schedule B, it is recommended that the Walkerville BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 4. Areas included in the CIP (Walkerville)

Schedule 'C'

3.0 The Ford City Business District Improvement Area (BIA)

3.1 History

The Ford City Business District Improvement Area (commonly known as the Ford City BIA) was established through By-law 9571. The legal name was established through By-law 170-2008. The town was originally French Canadian farmland (Seigneurial lot system), with Drouillard Road sited on the portion of land donated by Francois Drouillard.

When the Ford Motor Company of Canada located its new manufacturing facility in the area the promise of job opportunities attracted new immigrants, particularly from Eastern Europe. The town had to build rapidly to accommodate the population growth. As a result, expansion was often haphazard and construction was unsupervised with little regard for planning .

The majority of the town's growth occurred between 1900 and 1935. Ford City was incorporated as a village in 1913 and achieved town status by 1915. Most of the town's activity was centered around Drouillard Road, where residents would go for shopping, entertainment, and religious gatherings. The majority of buildings along Drouillard Road were constructed between 1910 and 1930. South of Ontario Street, most buildings were constructed after 1924. In 1928, the town was renamed East Windsor and in 1935 it amalgamated into Windsor proper. A few buildings scattered along the length of Drouillard Road were constructed in the 1930s, 1940s, and 1950s.

Figure 92. Drouillard Road at Whelpton Street, looking towards the Detroit River, 1924

Figure 93. Drouillard Road in December 1950 (Windsor Star Files)

3.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Drouillard Road from Riverside Drive East to Seminole Street within the Ford City BIA identified on Schedule 'C' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because the properties meet the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are located along a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- The properties are within the Ford City BIA;

Offering an economic incentive to improve the facades of buildings within the Ford City BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 94. Drouillard Road at Whelpton Street looking South

Figure 95. Mid-Drouillard Road

Figure 96. A building facade on the west side of Drouillard Road with original storefront windows and doors bricked in, eliminating the connection with the street

3.2.1 Condition of Facades Along Drouillard Road

In the autumn of 2017, the Planning and Building Department conducted a survey of the Ford City BIA to determine the condition of the facades flanking Drouillard Road between Riverside Drive East and Seminole Road. The survey produced a photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Ford City BIA are in poor to fair condition. However, a few building facades are in good condition as brick, doors and windows appear to be well maintained.

One of the concerns is that many of the traditional Main Street buildings in this area have storefront windows and doors bricked in or covered with wood, such as in Figure 94.

The information below provides additional detail and observations from professional staff site visit along the Main Street in 2017.

3.3 Ford City BIA

3.3.1 Condition of Existing Facades

- Many of the facades are in need of cleaning and brick repair;
- The original exterior material of some buildings have been substituted for a cheaper non-traditional cladding such as stucco, EIFS, or siding hindering scaling features and details of the facade;
- Some buildings have additions that were not integrated well with the streets character; in some cases there are blank side walls that are visible from Drouillard Road; and
- Many buildings display typical main street characteristics of the 1920's but some appear to be vacant, deteriorating, and possibly unsafe to occupy without structural improvements.

3.3.2 The Storefront

- Deteriorated and non-traditional signs have been found on some of the buildings in the BIA;
- In some areas storefront displays are cluttered with advertisements and in need of cleaning; some have security bars creating a feeling that the area is unsafe;
- There is evidence that the BIA had set up a consistent address system for businesses and storefronts in the area; and
- In many cases the storefronts connection with the public realm has been lost; there is a lack of "eyes on the street" along Drouillard.

Figure 97. Gap in the street facade along Drouillard Road, Ford City, Windsor

Figure 98. Example of a building in Ford City where storefront doors and windows have been boarded up

3.3.3 Overall Attractiveness of the Area

- Where buildings have been demolished or developments have been setback from the property line there is a gap in the street facade and often illegal parking has taken hold in these areas;
- Boarded up or covered doors and windows create a sense of abandonment where visitors to the area feel unsafe;
- There are some uses such as automobile sales that are incompatible with the character of the area; and
- Public art, signage, and colourful street furniture along Drouillard Road create a unique identity and branding for "Ford City". Residents attempt to bring art into the alleys through paint and graffiti to make them more welcoming places.

3.3.4 Vacancy Rates

- Evidence of vacancies along Drouillard Road is provided through the existence of boarded up

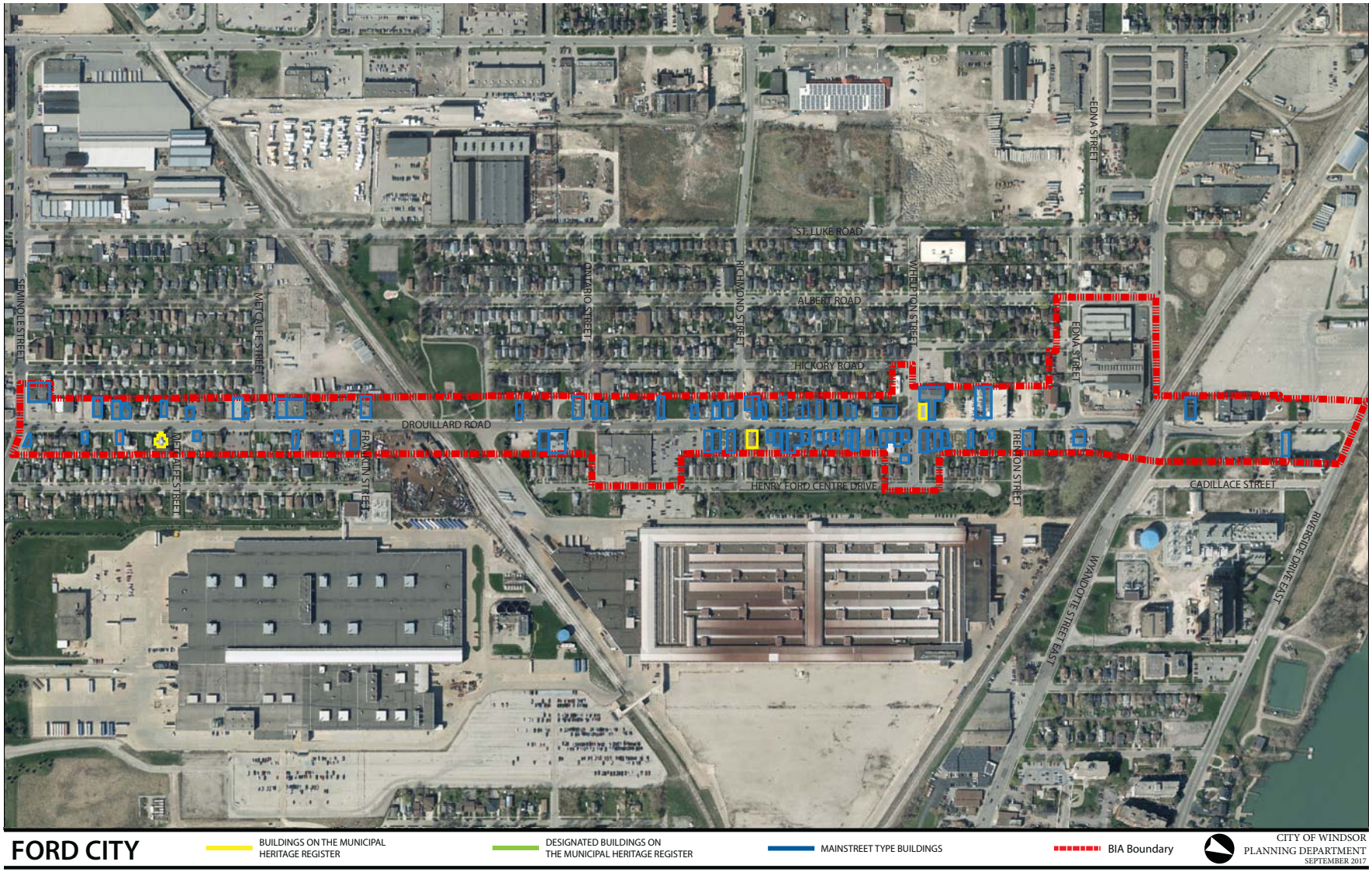
storefronts, windows, overgrown vegetation, and a general unkempt appearance

- Since 2012, the City has undertaken a Land Use Survey every two years to determine commercial vacancy on a City-wide level.
- For the Ford City BIA, 64 commercial units were identified and generally vacancy has decreased from 52.5% in 2012 to 42.2% in 2016 which, although an improvement from 2012, is considered high and an indication of decline.
- These high vacancy rates are consistent with the "Criteria For Designation" for a CIP Project Area.

3.4 The Municipal Heritage Register and Main Street type buildings in the Ford City BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (FORD CITY)			
ADDRESS	**LISTED**	**DESIGNATED**	**NOTES**
999 Drouillard Road Provincial Bank of Canada	●		Constructed: c1923 Architect: Gilbert J.P. Jacques
1094 Drouillard Road St. John the Divine Russian Orthodox Church	●		Constructed: 1949 Architect: John R. Boyde
1321 Drouillard Road	●		Constructed: 1949
1410 Drouillard Road Holy Trinity Russian Orthodox Church	●		Constructed: 1947 Architect: John R. Boyde
1457 Drouillard Road Ukrainian Labour Federation Temple	●		Constructed: 1927

Table 7. Buildings identified on the Municipal Heritage Register in the Ford City BIA



Map 5. Buildings on the Municipal Heritage Registry (Ford City) and other Main Street type buildings

3.5 Urban Design and Contextual Analysis

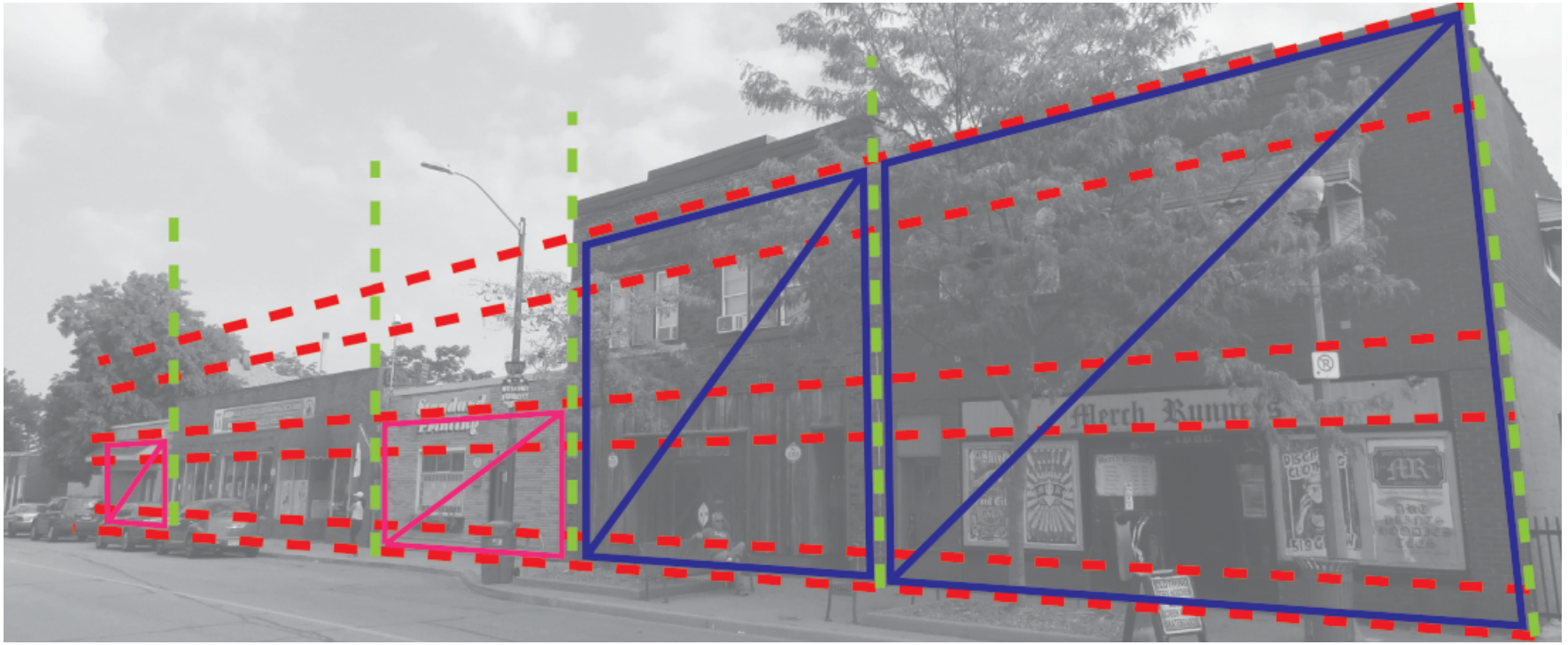


Figure 99. Regulating lines and building proportions identify a consistent pattern along the Ford City BIA Mainstreet on the east side of Drouillard Road from Whelpton Street to Richmond Street.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Ford City Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 1 to 2 stories.

Doors and Window locations

Doors and the main entrance of establishments generally open out towards the Main Street. However, there are many examples where windows and doors have been covered with brick or other material. It is important that doors and windows are reinstated and existing entrances and windows facing the main street are maintained as part of any building facade improvements to help create an "indoor/outdoor" relationship with the public realm.

Figure 100. Example of varying setbacks from the sidewalk

Figure 101. Example of a traditional commercial building that has doors and windows bricked in and replaced

Figure 102. Example of a hodge-podge of building types and materials on the east side of Drouillard Road north of Metcalfe Street

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

Generally there is a discontinuity of building elevations and a hodge-podge of materials used along Drouillard Road throughout the Ford City BIA. There are large gaps along the street wall on both the East and West Sides of Drouillard Road where traditional Main Street Buildings were once located.
This general discontinuity of building elevations and the use of materials used over time exists between the following block along Drouillard Road:

- The East and West sides of Drouillard Road between Edna Street and Richmond Street.

Mostly residential buildings with some commercial and automotive-use buildings exist along Drouillard Road between the following block:

- The East and West sides of Drouillard Road between Richmond Street and Seminole Street.

This hodge-podge of building types may be a result of the haphazard growth of the town.

Figure 103. Provincial Bank of Canada Building, 1924

Figure 104. The New Song Church, previously the Provincial Bank of Canada Building, in 2017

Architectural Features

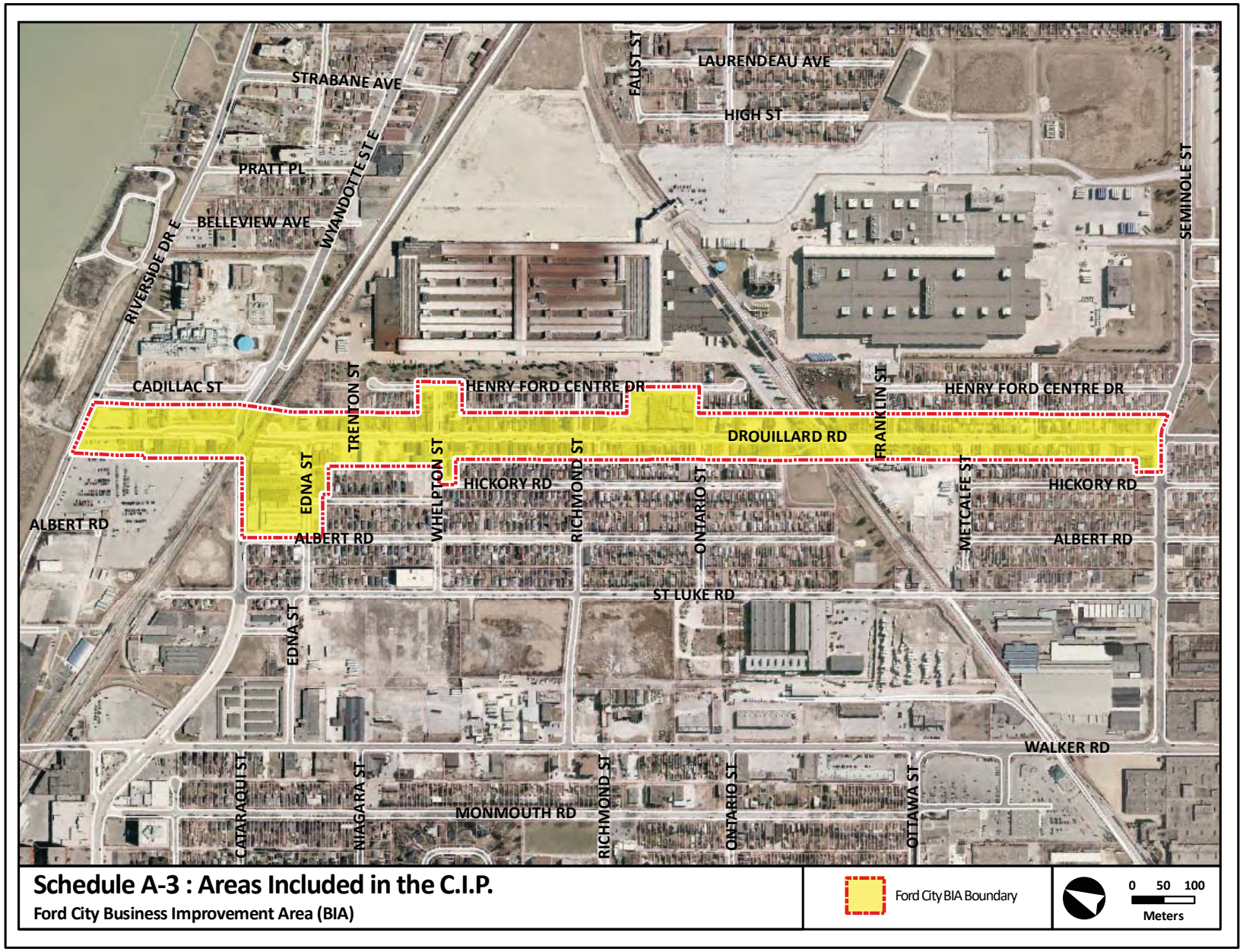
Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in many cases these key elements have been lost or covered up. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

3.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Ford City BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources that are unique to the City, Province, and in general, North America where key building facades are representative of a company town.
- The area has the potential to be a new employment area.
- Commercial vacancy rates are high and the overal visual quality of the built environment is in poor condition

Through the survey and analysis outlined for the Ford City BIA in Schedule C, it is recommended that the Ford City BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 6. Areas included in the CIP (Ford City)

Schedule 'D'

4.0 The Pillette Village Business Improvement Area (BIA)

4.1 History

The Pillette Village BIA (legal name established through By-law 172-2008) was established as an improvement area through By-law 10559. The Pillette Village Business Improvement Area (BIA) Main Street is within the former boundaries of East Windsor (also known as Ford City), which was annexed with the City of Windsor in 1935.

The Main Street started taking shape around the 1920s, according to 1924 Fire Insurance Maps. Some commercial type block buildings were constructed at the intersection of Pillette Road and Ottawa Avenue (present day Wyandotte Street East) around this time. During this period, like other areas along the Detroit River, large linear French farm lots (Seigneurial lot system) still remained north of Ottawa Avenue. South of Ottawa Avenue, land was beginning to be developed for a residential subdivision with single detached homes creating the neighbourhood that would support the Ottawa Avenue Main Street.

Figure 105. Wyandotte Street East, looking west from Lawrence Road, December 1952 (Edwards and Weeks)

By 1937, Ottawa Avenue was renamed to Wyandotte Street East. More side streets south of the Main Street started to fill in with residential dwellings, while the Main Street started to fill in with commercial type buildings. According to the 1953 Fire Insurance Maps, the Main Street was built up to include a theatre, hotel, and bowling alley yet still contained some gaps between the buildings.

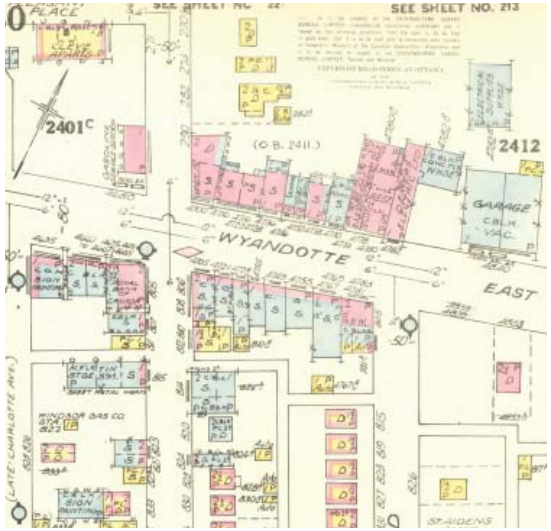


Figure 106. Fire insurance map from 1953 showing the intersection at Wyandotte Street East and Pillette Road

4.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Wyandotte Street East, just east of Jos Janisse Avenue and Raymo Road within the Pillette Village BIA identified on Schedule 'D' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because it meets the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are located along a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- The properties are within the Pillette Village BIA;

Offering an economic incentive to improve the facades of buildings within the Pillette Village BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 107. Awnings, landscaping, and patio space animate the sidewalk and storefronts

Figure 108. Signage and branding create a sense of identity within the BIA

Figure 109. Building facades along the south side of Wyandotte Street East in the Pillette Village BIA, where aluminum siding covering the original brick

4.2.1 Condition of Facades Along Wyandotte Street East and Pillette Road

In the autumn of 2017, the Planning and Building Department conducted a survey of the Pillette Village BIA to determine the condition of the facades flanking Wyandotte Street East between Jos Janisse Avenue and Raymo Road. The survey produced a photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Pillette Village BIA are in fair to good condition. However, some building facades are in very good condition as brick, doors and windows appear to be well maintained.

One of the concerns is that architectural features of these historical facades may be removed or covered over without some form of municipal incentive because storefront owners may not see the economic value in preserving these detailed elements of the facade.

The information below provides additional detail and observations from professional staff site visit along the Main Street in 2017.

4.3 Pillette Village BIA

4.3.1 Condition of Existing Facades

- Many of the facades are in need of brick repair and cleaning; and
- The original exterior material of some buildings have been substituted for a cheaper non-traditional cladding where storefronts have been covered with materials such as stucco, EIFS, or siding hindering scaling features and details of the facade.

4.3.2 The Storefront

- A few buildings in the BIA have deteriorated or non-traditional signs;
- Some storefront displays are cluttered with advertisements and in need of cleaning; some have security bars creating a feeling that the area is unsafe;
- The far eastern and western sides of the Wyandotte Street/Pillette Road intersection include a greater number of larger scale developments that are not of the traditional storefront or Main Street typology;
- Most storefronts have main doors that are level with the sidewalk and meet accessibility standards; and

Figure 110. Gap in the street facade along Wyandotte Street East, Windsor

- Some storefronts have been filled in with posters, newspapers, or closed blinds eliminating the connection with the street.

4.3.3 Overall Attractiveness of the Area

- There are some non-traditional developments that are setback from the property line, creating a gap in the street facade and providing space for surface parking;
- Branding is achieved through signage and street furniture that are consistent in colour and design; and
- Large sidewalks allow for decorative planter pots, garden beds, and medians, providing greenery and a welcoming gateway effect.

Figure 111. Example of a building where original brick has been covered

4.3.4 Vacancy Rates

- Since 2012, the City has undertaken a Land Use Survey every two years to determine commercial vacancy on a City-wide level.
- For the Pillette Village BIA, 52 commercial units were identified and generally vacancy has increased from 17% in 2012 to 34% in 2014 and back down to 23.1% in 2016. With such a small sample size it is understandable how the vacancy rate can fluctuate so much between survey years.
- The increase in the vacancy rate is consistent with the "Criteria For Designation" for a CIP Project Area where this is an opportune time for the City to provide an incentive that encourage improvements to existing storefronts which will attract new businesses and customers to the area.

4.4 The Municipal Heritage Register and Main Street type buildings in the Pillette Village BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (PILLETTE VILLAGE)			
ADDRESS	**LISTED**	**DESIGNATED**	**NOTES**
270 Pillette Road Joseph Reaume House	●		Constructed: c1870
271 Pillette Road Cleve Apartments	●		Constructed: c1925
274 Pillette Road Reaume Summer Kitchen House	●		Constructed: c1900
4700-10 Wyandotte Street East Haynes Drug Store	●		Constructed: c1921
4739-49 Wyandotte Street East Des Ramaux Tailors	●		Constructed: c1946 Additional: Simple Art Deco Commercial
4774-80 Wyandotte Street East De Mers Block	●		Constructed: c1929

Table 8. Buildings identified on the Municipal Heritage Register in the Pillette Village BIA

Map 7. Buildings on the Municipal Heritage Registry (Pillette Village) and other Main Street type buildings

4.5 Urban Design and Contextual Analysis

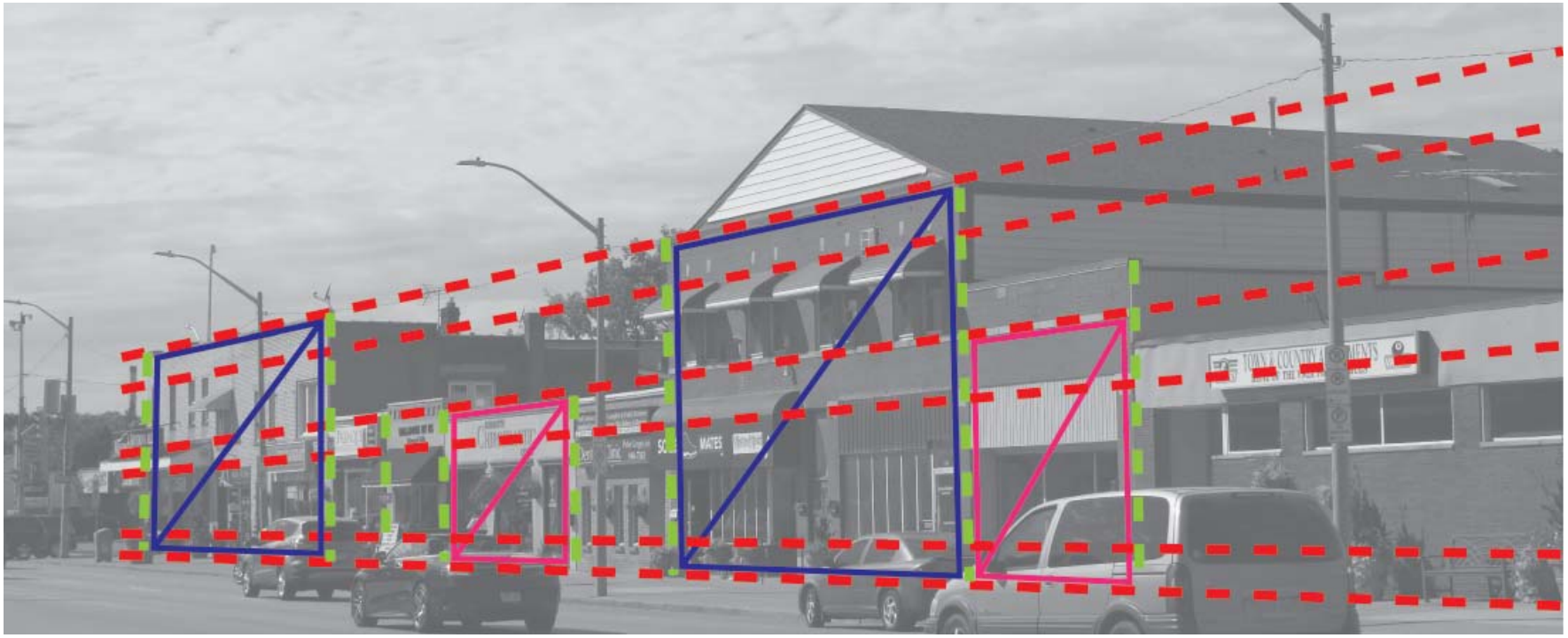


Figure 112. Regulating lines and building proportions identify a consistent pattern along the Pillette Village BIA Mainstreet on the north side of Wyndotte Street East from Pillette Road to Lawrence Road.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Pillette Village Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 1 to 2 stories.

Doors and Window locations

Doors and the main entrance of establishments open out towards the Main Street. Windows are clear vision glass facing the Main Street. It is important that these features remain and continue to create an "indoor/ outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

Figure 113. Bars and merchandise covering the windows impact the "indoor/outdoor" relationship with the street. Security bars give the impression that the area is unsafe

Figure 114. Example of where original building materials have been covered up

Figure 115. A traditional storefront has been covered with non-traditional material and windows have been covered

When applying this analysis to the Pillette Village Main Street along Wyandotte Street East there is generally a continuity of building elevations and the use of materials used over time between the following blocks:

- The South side of Wyandotte Street East between Arthur Road and Pillette Road;
- The South side of Wyandotte Street East between Pillette Road and Lawrence Road; and
- The North side of Wyandotte Street East between Pillette Road and Lawrence Road.

There is an almost total lack of the traditional Main Street Façade in the following areas along Wyandotte Street East between the following blocks:

- The South side of Wyandotte Street East between Jos Janisse Avenue and Arthur Road;
- The North side of Wyandotte Street East between Jos Janisse Avenue and Pillette Road;
- The South side of Wyandotte Street East between Lawrence Road and Raymo Road; and
- The North side of Wyandotte Street East between Lawrence Road and Raymo Road.

Figure 116. East Windsor Hardware, at 815 Pillette Road in June 1964 (Edwards and Weeks)

Architectural Features

Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in some cases these key elements have been lost. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

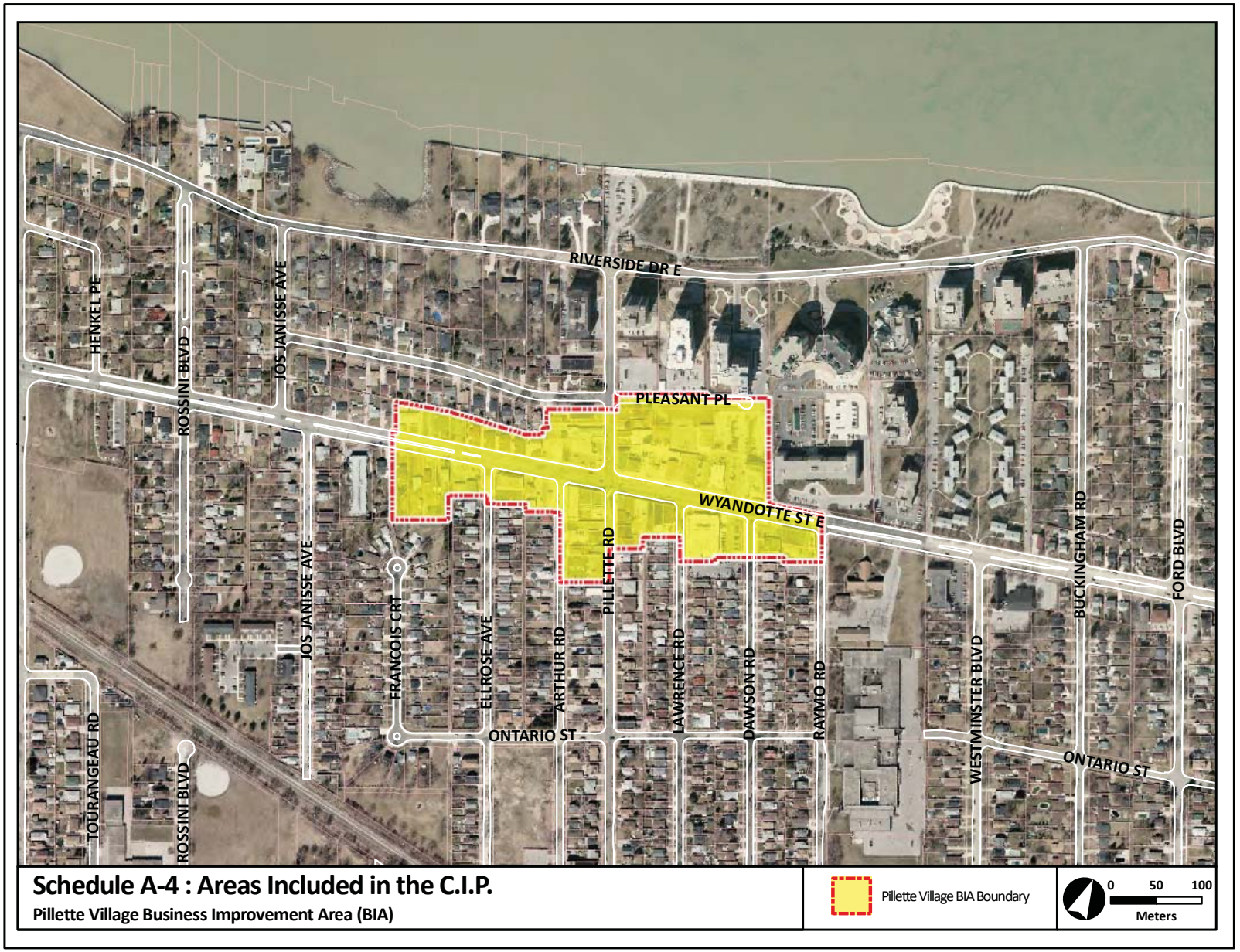
Figure 117. Windows have been removed and non-traditional materials fill in the original traditional Main Street storefront at 815 Pillette Road

4.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Pillette Village BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources.
- The area has the potential to be a new employment area.
- Generally vacancy rates are high.

Through the survey and analysis outlined for the Pillette Village BIA in Schedule D, it is recommended that the Pillette Village BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 8. Areas included in the CIP (Pillette Village)

Figure 118. The Essex Scottish march along Wyandotte Street East in Olde Riverside after a Remembrance Day ceremony c.1950 (Fullerton)

Figure 119. Traditional Main Street facades along Wyandotte Street East by St. Louis Avenue, date unknown (Fullerton)

Schedule 'E'

5.0 The Olde Riverside Town Centre Business Improvement Area (BIA)

5.1 History

The Olde Riverside Town Centre BIA (legal name established through By-law 171-2008) is commonly known as "Olde Riverside" or "Olde Riverside Town Centre". It was established as an improvement area through By-law 10362.

The beginning of the Olde Riverside Business Improvement Area (BIA) Main Street dates back to the Town of Riverside's incorporation. The Main Street was the downtown for the Town of Riverside, incorporated in 1921 and annexed by the City of Windsor in 1966. Historical information on the Town and Main Street is limited and based on historical information from the University of Windsor website and Fire Insurance Plans. From what information was available, the area is described in the 1920s and 1930s (during prohibition) as being notorious for the production and consumption of alcohol and the place for elicit activities. Many of the streets still bare the names of the original French families who owned the large linear farm lots (Seigneurial lot system) that lined the Detroit River.

The 1924 Fire Insurance Maps identify the French Seigneurial Lots that once lined most of the Detroit River when the first French settlers first came to this region. By 1937, additional housing developed north of Ottawa Street (present day Wyandotte Street East) and there were a few commercial buildings at intersections but development was sparse. By 1953 as the long linear farm lots were redeveloped, additional residential side streets lots were being filled in with new residential homes. However, there were still very few commercial buildings by this time.

5.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Wyandotte Street East, from Thompson Boulevard to Gliddon Avenue within the Olde Riverside BIA identified on Schedule 'E' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because it meets the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are located along a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- The Prado Place Heritage Conservation District intersects the Main Street; and
- The properties are within the Olde Riverside Town Centre BIA.

Offering an economic incentive to improve the facades of buildings within the Olde Riverside Town Centre BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 120. Variety in storefronts add visual interest to the streetscape

Figure 121. Building facades along the north side of Wyandotte Street East in the Olde Riverside Town Centre BIA

5.2.1 Condition of Facades Along Wyandotte Street East

In the autumn of 2017, the Planning and Building Department conducted a survey of the Olde Riverside Town Centre BIA to determine the condition of the facades flanking Wyandotte Street East between Thompson Boulevard and Gliddon Avenue. The survey produced a photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Olde Riverside Town Centre BIA are in good condition. However, some building facades are in very good condition as brick, doors and windows appear to be well maintained. One of the concerns is that architectural features of these historical facades may be removed or covered over without some form of municipal incentive because storefront owners may not see the economic value in preserving these detailed elements of the facade.

The information below provides additional detail and observations from professional staff site visit along the Main Street in 2017.

5.3 Olde Riverside Town Centre BIA

5.3.1 Condition of Existing Facades

- Many of the facades are in need of brick repair and cleaning; and
- The original exterior material of some buildings have been substituted for a cheaper non-traditional cladding where storefronts have been covered with materials such as stucco, EIFS, or siding hindering scaling features and details of the facade.

Figure 122. Gap in the street facade along Wyandotte Street East, Windsor

Figure 123. Windows are barred over and cluttered with merchandise and signage. Non-traditional cladding is used on the facade.

5.3.2 The Storefront

- Some buildings in the BIA have deteriorated or non-traditional signs;
- Some storefront displays are cluttered with advertisements (posters and signs) and in need of cleaning; some have security bars creating a feeling that the area is unsafe, compromising the connection with the public realm;
- Storefronts on the south side of Wyandotte Street East include a greater number of large scale commercial developments that are not of the traditional storefront or Main Street typology; and
- Some storefronts have steps at the front entrance and do not meet accessibility standards.

5.3.3 Overall Attractiveness of the Area

- There are many gaps in the street wall as a result auto oriented commercial development that have replaced traditional commercial main street buildings over time or residential homes. Developments are set back from the property line and provide space for surface parking;
- Sidewalks are wide enough to allow for decorative street furniture such as planter pots and additional benches, or in some areas sidewalk cafes; and
- Branding is achieved through nautical themed banners, gateway sculptures, public art, and street furniture. Side streets are marked at intersection corners using landscaping and signage.

5.3.4 Vacancy Rates

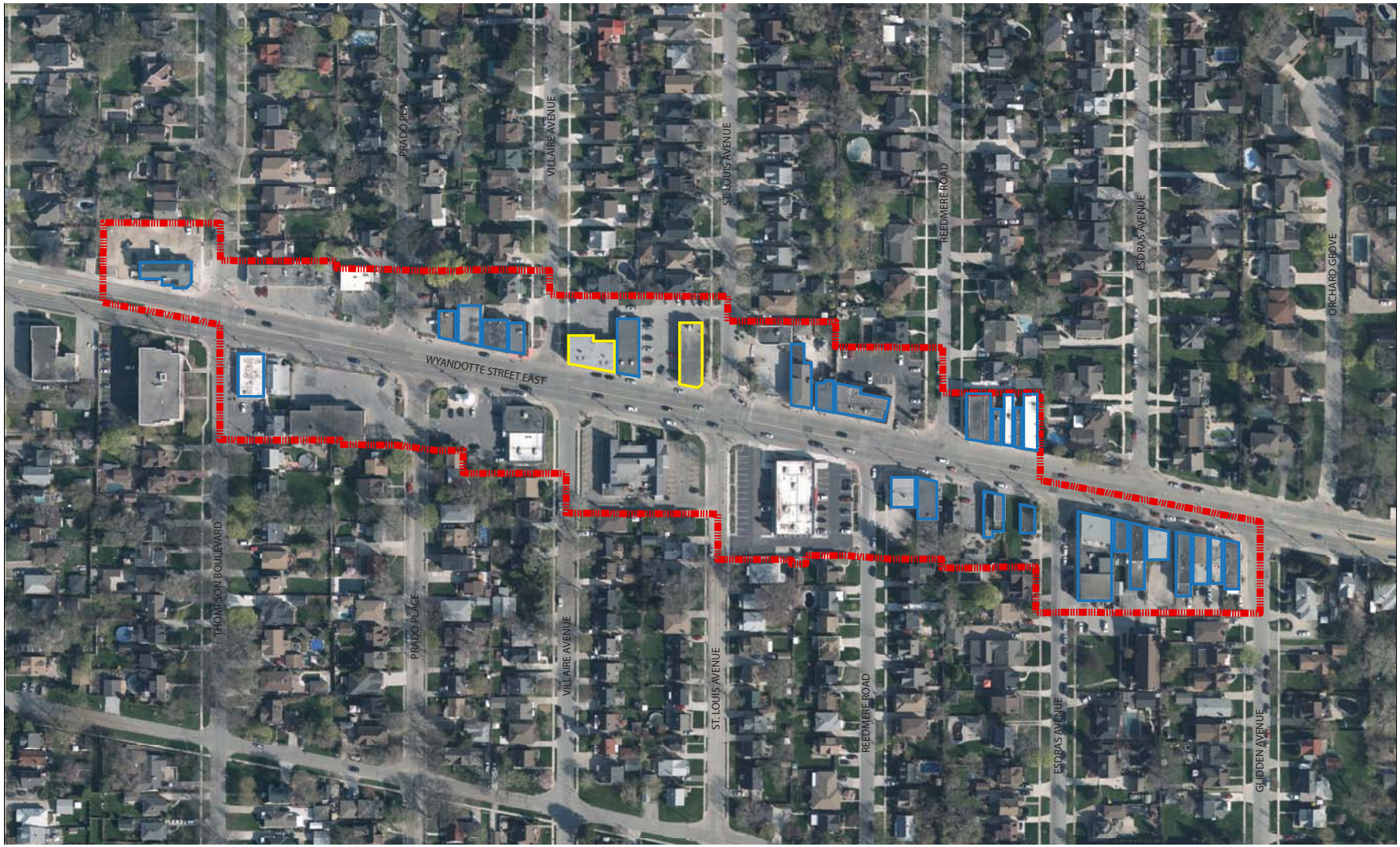
Since 2012, the City has undertaken a Land Use survey every two years to determine commercial vacancy on a city wide level.

For the Olde Riverside Town Centre BIA, 52 units were identified. Generally vacancy has decreased from 16.0% in 2012 to 5.8% in 2016. A Building Facade Improvement Program will further encourage the reuse of vacant storefronts.

5.4 The Municipal Heritage Register and Main Street type buildings in the Olde Riverside Town Centre BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (OLDE RIVERSIDE BIA)			
ADDRESS	**LISTED**	**DESIGNATED**	**NOTES**
5604-30 Wyandotte Street East Goodbrand/Lever Drug Store	●		Constructed: c1927
5690 Wyandotte Street East Imperial Bank of Canada	●		Constructed: 1950 Architect: J. P. Thomson

Table 9. Buildings identified on the Municipal Heritage Register in the Olde Riverside Town Centre BIA



Map 9. Buildings on the Municipal Heritage Registry (Olde Riverside Town Centre) and other Main Street type buildings

5.5 Urban Design and Contextual Analysis

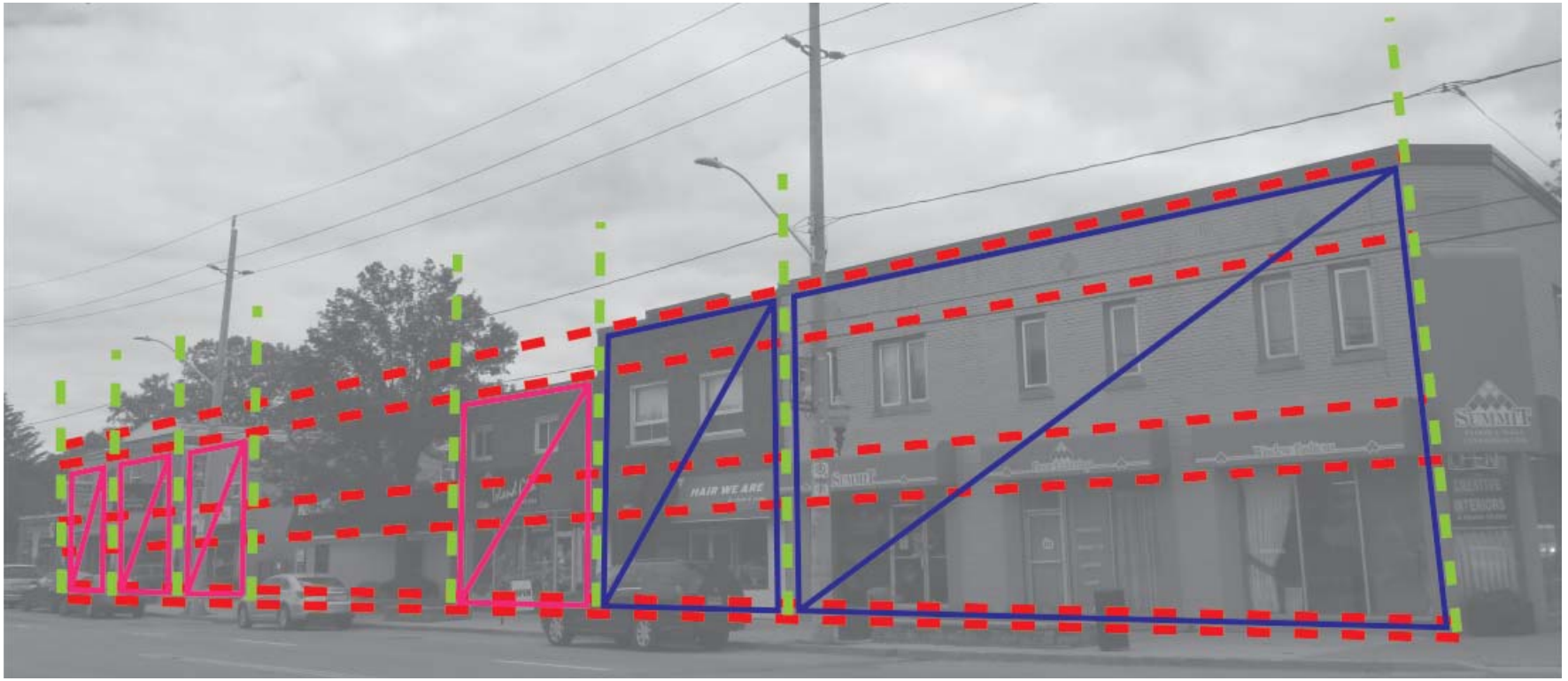


Figure 124. Regulating lines and building proportions identify a consistent pattern along the Olde Riverside Town Centre BIA Mainstreet on the south side of Wyandotte Street East from Esdras Place to Glidden Avenue.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Olde Riverside Town Centre Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 1 to 2 stories.

Doors and Window locations

Doors and the main entrance of establishments open out towards the Main Street. Windows are clear vision glass facing the Main Street. It is important that these features remain and continue to create an "indoor/ outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

When applying this analysis to the Olde Riverside Town Centre Main Street along Wyandotte Street East there is generally a continuity of building elevations and the use of materials used over time between the following blocks:

- The North side of Wyandotte Street East between Reedmere Road and Esdras Place; and
- The South side of Wyandotte Street East between Esdras Place and Glidden Avenue

There is generally a discontinuity of building elevations and the use of materials used over time between the following blocks along Wyandotte Street East:

- The North side of Wyandotte Street East between Prado Place and Reedmere Road; and
- The South side of Wyandotte Street East between Reedmere Road and Esdras Place

There is an almost total loss of the traditional Main Street Façade in the following areas along Wyandotte Street East between the following blocks:

- The North side of Wyandotte Street East between Thompson Boulevard and Prado Place; and
- The South side of Wyandotte Street East between Thompson Boulevard and Reedmere Road.

Figure 125. Original brick material has been painted over

Figure 126. Non-traditional commercial built form, with parking at the intersection corner and an over-use of signage

Figure 127. Original brick has been painted over, and non-traditional building materials have been added on top

Figure 128. Imperial Bank of Canada, 1950-51 (CIBC Archives)

Architectural Features

Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in some cases these key elements have been lost. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

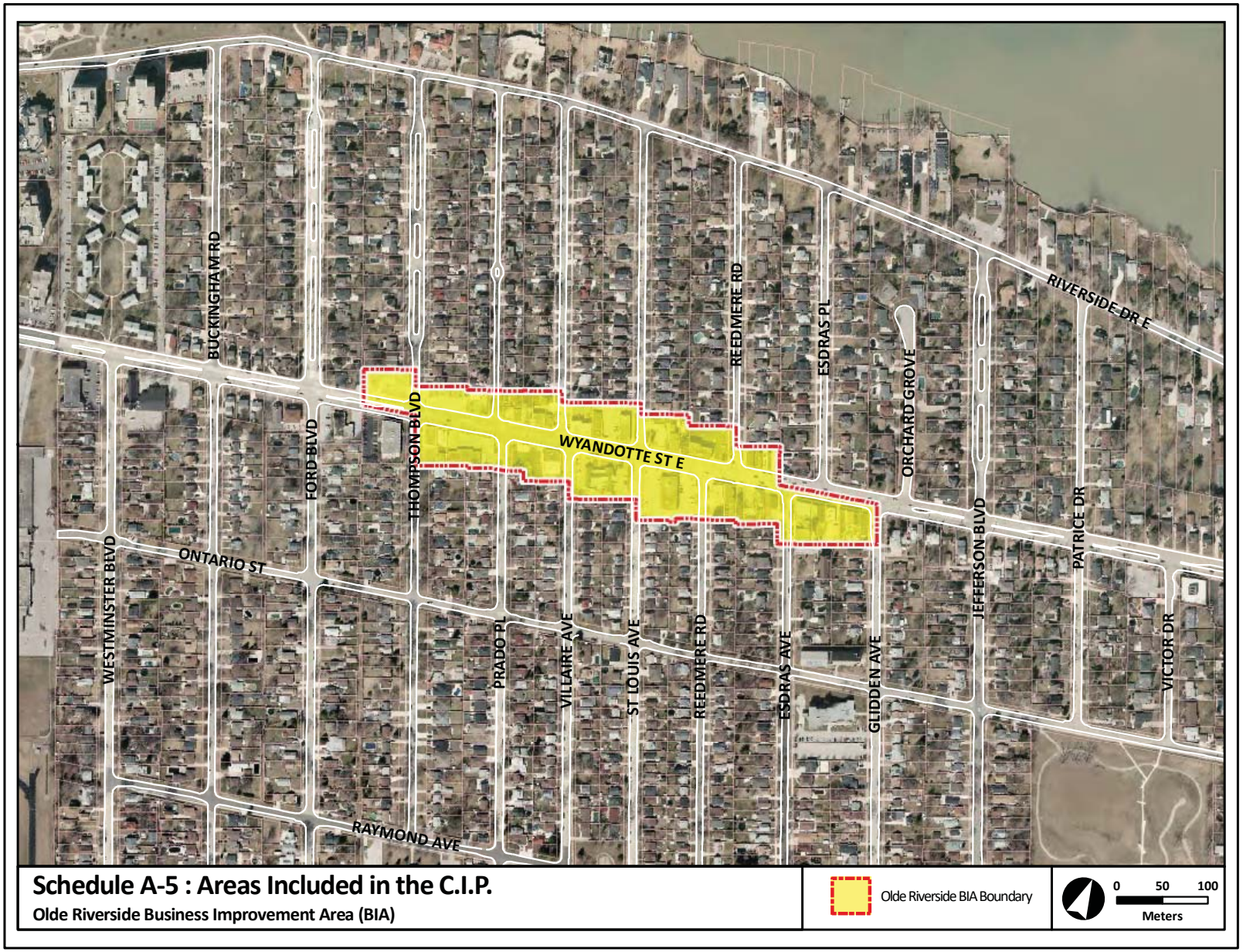
Figure 129. CIBC Banking Centre, previously the Imperial Bank of Canada

5.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Olde Riverside Town Centre BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources that are unique to the area.
- The area has the potential to be a new employment area.

Through the survey and analysis outlined for the Olde Riverside Town Centre BIA in Schedule E, it is recommended that the Olde Riverside Town Centre BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 10. Areas included in the CIP (Olde Riverside Town Centre)

Schedule 'F'

6.0 The Erie Street Business Improvement Area (BIA)

6.1 History

The Erie Street BIA (legal name "Erie Street East Improvement Area" established through By-law 8194) is commonly known as Via Italia or Windsor's Little Italy. It was established as an improvement area through By-law 8185.

In 1900, Erie Street was a main link between east and west, and what was known as mid-south Windsor. Col. Ernest Wigle, Windsor's Mayor (1905-1909 and 1936-1937), wanted to attract investment outside of the downtown core and creating interest in the Erie Street neighbourhood was the main reason for Wigle Park (which bears the Mayor's name) located at the corner of McDougall and Erie Streets.

Italian immigrants started to come into the area in the 1900s with 429 Italian Canadians living in the Erie Street area by 1921. By 1931 there were 2, 000 residents with Italian heritage in the area and many of them began to develop the businesses located along Erie Street.

Today, Erie Street features Italian-inspired restaurants, cafes, exclusive clothing stores and gift shops that are centered around St. Angela Merici Church, located at the corner of Erie Street East and Louis Avenue. However, despite the Italian influence today, many of the residents and business people from the 1940s and 1950s were still the kind of mixture of cultural backgrounds which characterized the rest of the Windsor community. There were numerous shops and residences which were almost entirely occupied by people with distinctly non-Italian names.

Based on this information the transformation of the "Little Italy" Main Street as we know it today was a gradual evolution dating back to 1900.

(Source: Windsor-Communities)

Figure 130. Erie Street East looking west from Gladstone Avenue, October 1951

Figure 131. Erie Street East during the Bike Race c.1973 (Aldo Sfalcin)

Figure 132. Erie Street East looking east from Louis Avenue

6.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Erie Street East, from Mercer Street to Lincoln Road within the Erie Street BIA identified on Schedule 'F' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because it meets the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are located along a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- The properties are within the Erie Street BIA;

Offering an economic incentive to improve the facades of buildings within the Erie Street BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 133. Building facades along the North side of Erie Street East between Howard Avenue and Lillian Avenue

6.3.5 Condition of Facades Along Erie Street

In the autumn of 2017, the Planning and Building Department conducted a survey of the Erie Street BIA to determine the condition of the facades flanking Erie Street East between Mercer Street and Lincoln Road. The survey produced a photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Erie Street BIA are in good condition. However, some building facades are in very good condition as brick, doors and windows appear to be well maintained.

One of the concerns is that architectural features of these historical facades may be removed or covered over without some form of municipal incentive because storefront owners may not see the economic value in preserving these detailed elements of the facade.

The information below provides additional detail and observations from professional staff site visit along the Main Street in 2017.

6.3 Erie Street BIA

6.3.1 Condition of Existing Facades

- In some cases there are blank side walls that are visible from Erie Street East;
- In some cases original exterior material of some buildings have been substituted for a cheaper non-traditional cladding such as stucco or EIFS, impacting the rhythm and articulation of the street facade;
- In some cases detailed architectural features have been covered or are in need of restoration; and
- Some buildings have additions that were not integrated well with the streets character.

6.3.2 The Storefront

- Illegal signage and inconsistent address styles are found throughout the BIA;
- Some storefront window displays are cluttered with advertisements and in need of cleaning;
- Some storefronts have security bars that create a feeling that the area is unsafe;
- Some storefronts provide awnings which appear to be in good condition as facade beautification or for weather protection
- Some storefronts have clean, clear and large windows where potential customers can see the activity inside creating a connection with the public realm

6.3.3 Overall Attractiveness of the Area

- Where buildings have been demolished or developments have been setback from the property line, there is a gap in the street facade and often illegal parking has taken hold in these areas;
- Pole banners and lamp pole decorations along Erie Street East create a unique identity and branding;
- Large sidewalks allow for planter pots, garden beds, and patios, providing greenery and a welcoming atmosphere; and
- A new obilisk feature located in the centre of the roundabout provides a gateway on to the Main Street and neighbourhood

Figure 134. A blank side wall visible from Erie Street East, as a result of a gap in the building facade where a building has been demolished

Figure 135. This traditional Main Street building has been covered with non-traditional materials

6.3.4 Vacancy Rates

Since 2012 , the City has undertaken a Land Use survey every two years to determine commercial vacancy on a city wide level.

For the Erie Street BIA, 128 units were identified. From 2012 to 2014 vacancy decreased from 20.9% to 18.8%, but increased between 2014 and a 2016 from 18.8% to 22.7%. This represents approximately commercial businesses closing over the last 2 years. A building façade improvement program will further encourage the re-use of vacant storefronts.

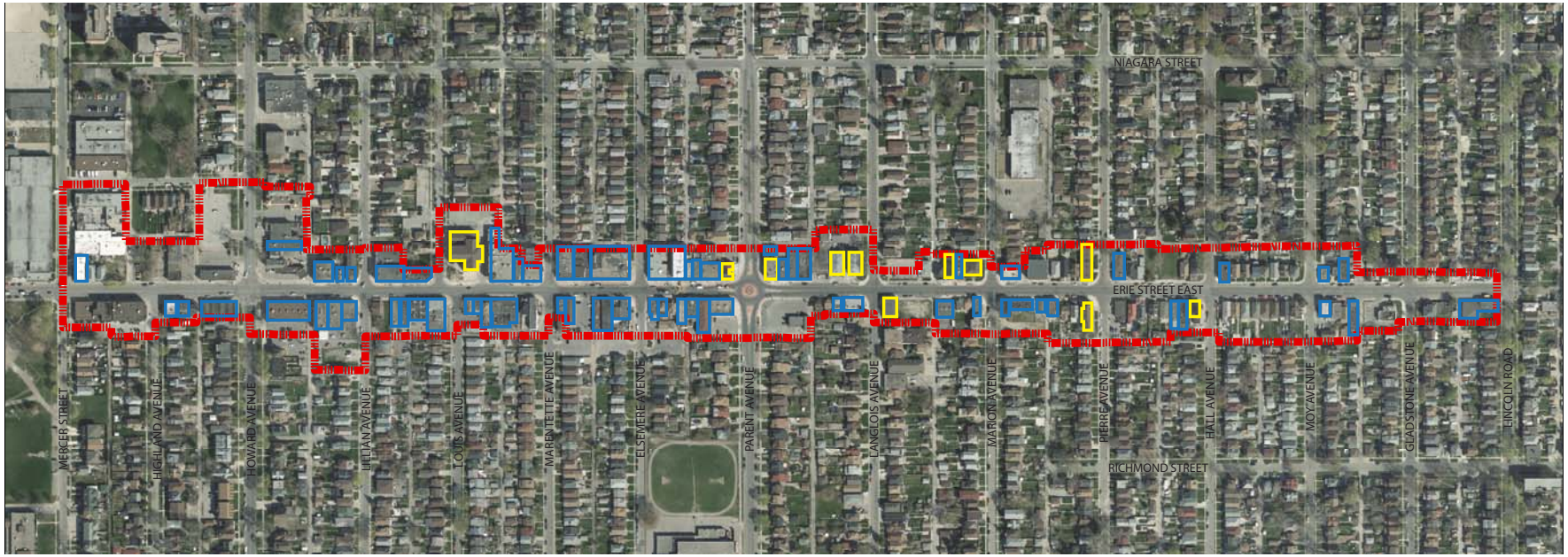
6.4 The Municipal Heritage Register and Main Street type buildings in the Erie Street BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (ERIE STREET)			
ADDRESS	**LISTED**	**DESIGNATED**	**NOTES**
708 Erie Street East / 980 Louis Avenue Sant'Angela Merici Church	●		Constructed: 1939 Architect: John Boyde Additional: Romanesque Revival
894-96 Erie Street East / 997 Parent Avenue Commercial Building	●		Constructed: c1925 Additional: Mediterranean Revival details
900-12 Erie Street East Gubb's Pharmacy	●		Constructed: 1935
972 Erie Street East Inverness Apartments	●		Constructed: c1926
990 Erie Street East Killarney Apartments	●		Constructed: c1926
1001-15 Erie Street East P. Garam Building	●		Constructed: 1922
1064-68 Erie Street East Dupuis Building / Erie Cycle	●		Constructed: c1929
1090 Erie Street East Apartments	●		Constructed: c1927

Table 10. Buildings identified on the Municipal Heritage Register in the Erie Street BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (ERIE STREET)

ADDRESS	LISTED	DESIGNATED	NOTES
983-987 Pierre Avenue Keith and Lillian Apartments	●		Constructed: c1924
1015-17 Pierre Avenue / 1187-97 Erie Street East Apartments	●		Constructed: c1920-21
1291-99 Erie Street East Duchess Beauty Salon	●		Constructed: 1927



Map 11. Buildings on the Municipal Heritage Registry (Erie Street) and other Main Street type buildings

6.5 Urban Design and Contextual Analysis

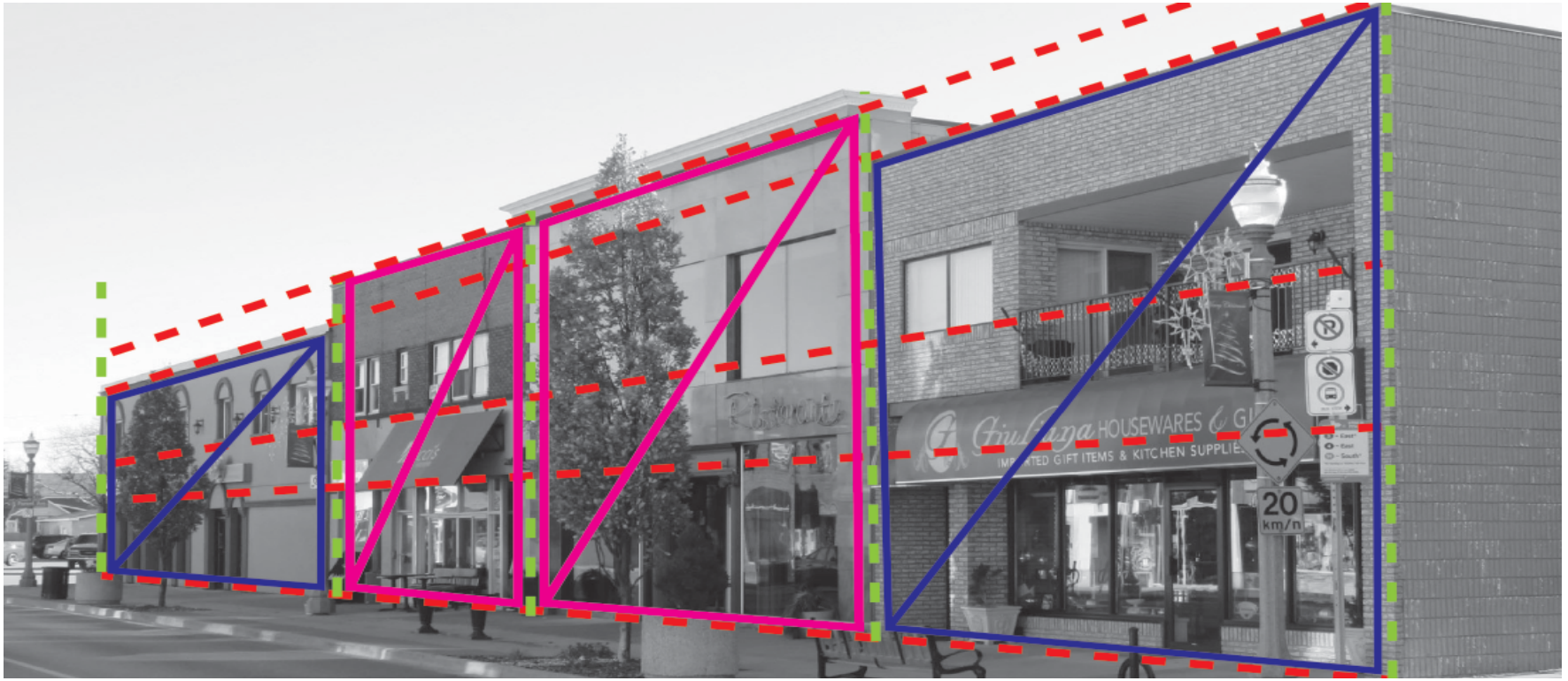


Figure 136. Regulating lines and building proportions identify a consistent pattern along the Erie Street BIA Mainstreet on the south side of Erie Street East from Elsemere Avenue to Parent Avenue.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Erie Street East Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 1 to 3 stories.

Doors and Window locations

Doors and the main entrance of establishments open out towards the Main Street. Some windows are clear vision glass and some are reflective glass facing the Main Street. It is important that these features remain and continue to create an "indoor/outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

When applying this analysis to the Main Street along Erie Street East there is generally a continuity of building elevations and the use of materials used over time between the following blocks:

- The North and South sides of Erie Street East between Lillian Avenue and Parent Avenue

There is generally a discontinuity of building elevations and the use of materials used over time between the following blocks along Erie Street East:

- The North side of Erie Street East between Howard Avenue and Lillian Avenue;
- The South side of Erie Street East between Mercer Street and Lillian Avenue; and
- The North and South sides of Erie Street East between Parent Avenue and Langlois Avenue

There is an almost total lack of a traditional Main Street Façade in the following areas along Erie Street East between the following blocks:

- The North side of Erie Street East between Mercer Street and Howard Avenue

A continuous building facade does not exist in the following blocks, due to a mixture of residential buildings and commercial buildings fronting Erie Street East:

- The North and South sides of Erie Street East between Langlois Avenue and Lincoln Road

Figure 137. A variety of storefronts along a continuous building facade that generally follows consistent building regulation lines

Figure 138. A residential dwelling nestled between two Main Street type buildings

Figure 139. Residential buildings fronting onto Erie Street East, at Pierre Avenue intersection

Figure 140. Pop's Confectionery, 1406 Erie Street East, June 1958. Example of a quaint Mom & Pop store that is unique to traditional Main Street areas.

Architectural Features

Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in some cases these key elements have been lost. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

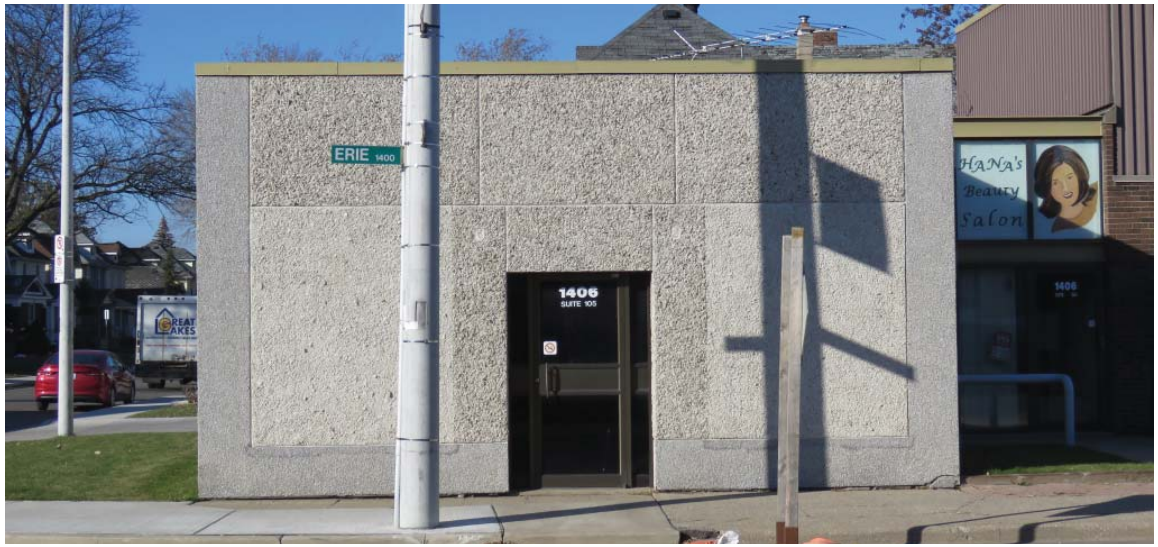


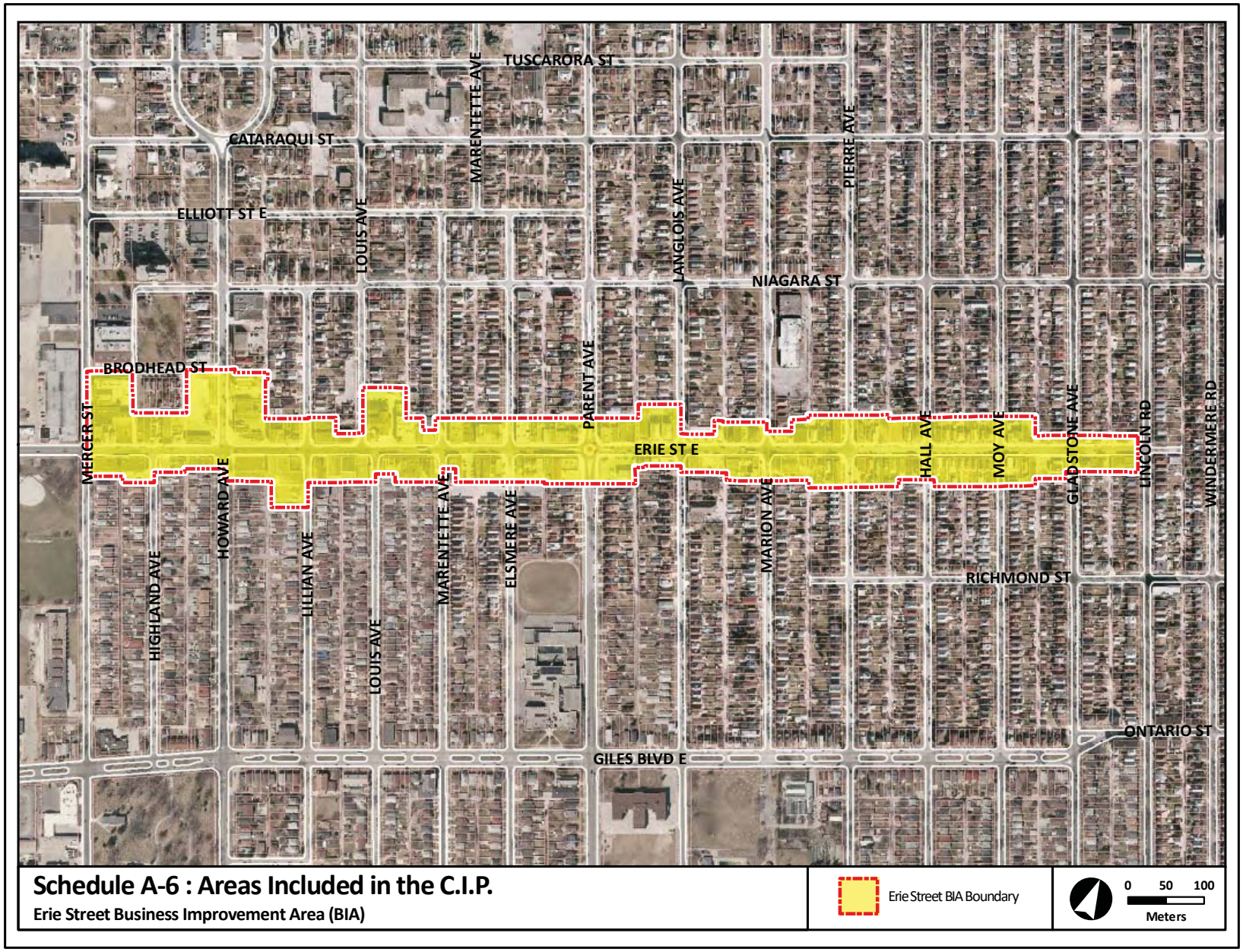
Figure 141. Former Pop's Confectionery,1406 Erie Street East, November 2017. Storefront windows and original materials have been covered.

6.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Erie Street BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources that are unique to the City somewhat that relate to the Italian-Canadians that represent the Main Street name sake
- The area has the potential to be a new employment area.

Through the survey and analysis outlined for the Erie Street BIA in Schedule F, it is recommended that the Erie Street BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 12. Areas included in the CIP (Erie Street)

Schedule 'G'

7.0 The Ottawa Street Business Improvement Area (BIA)

7.1 History

The Ottawa Street BIA was established as an improvement area through By-law 5835.

The residential neighbourhood around the Ottawa Main Street area was first settled in the 1910s and 1920s as the City of Windsor developed to the south, extending a couple of blocks in the Town of Walkerville. An analysis of Fire Insurance Maps reveal that in 1924, Ottawa Street was still mostly undeveloped, with the exception of a few commercial block buildings and single family dwellings scattered along its length. By 1937, the vacant properties began to fill with both traditional Main Street type buildings and apartment blocks in the 1920's architectural style. By 1952, the continuous building facade along Ottawa Street that exists today was fully formed.

Figure 142. Intersection of Ottawa Street and Pierre Avenue looking east, June 1960

Over the years, the Ottawa Street area has grown into its own distinctive neighbourhood. Now its diverse population includes residents of Ukrainian, Russian, Polish, and other Eastern European descent, however the majority are French and Irish. Today Ottawa Street has several specialty shops, and has traffic calming measures to keep traffic to 40–50 km/h (25-30 mph). It boasts being one of Windsor's oldest shopping districts since its formation in the 1920s.

(Source: Tourism Windsor Essex; Wikipedia)

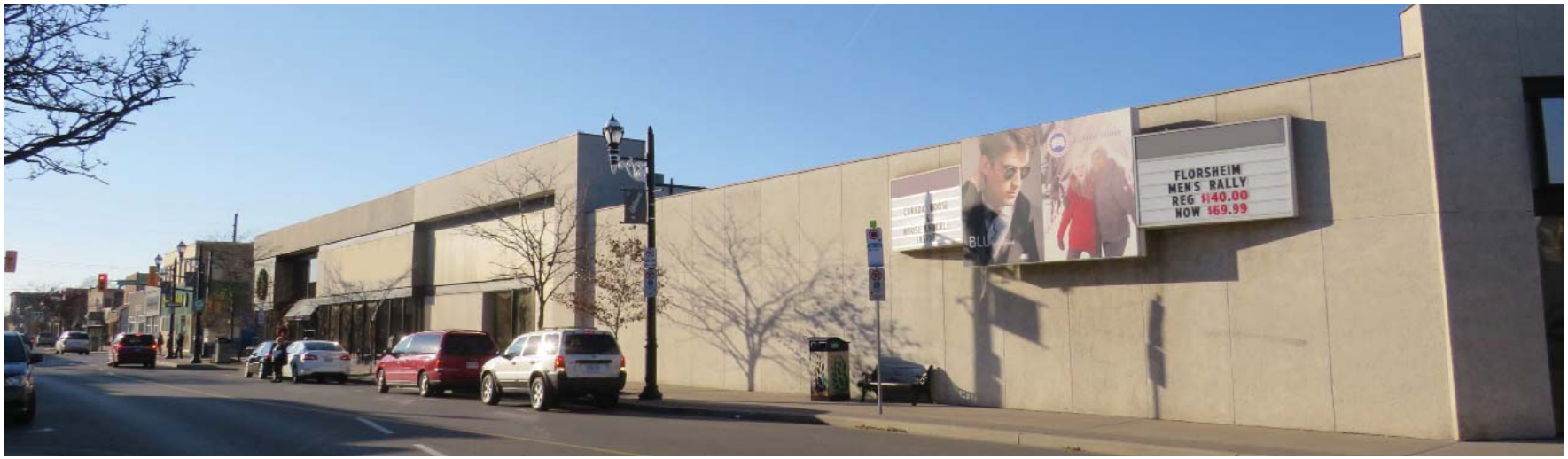


Figure 143. Blank walls and unarticulated storefronts detract from the indoor/outdoor relationship of traditional Main Streets

7.2 How Does the BIA Meet the Criteria Identified in Section 1.4 of the CIP?

The properties identified along Ottawa Street, from Marentette Avenue to Windermere Road within the Ottawa Street BIA identified on Schedule 'G' should be amended to the City of Windsor Building Facade Improvement Program for Main Streets because it meets the following criteria identified in Section 1.4 of the CIP and *"Criteria for Designation"* of a CIP Project Area:

- The properties are located along a Main Street as identified on Schedule G: Civic Image of the City of Windsor Official Plan (Vol. 1: The Primary Plan);
- The properties are within the Ottawa Street BIA;

Offering an economic incentive to improve the facades of buildings within the Ottawa Street BIA is consistent with Section 11.8 Community Improvement in the City's Official Plan (Vol. 1: The Primary Plan), as it relates to the policies identified in Section 1.4, Part B of this CIP.

Figure 144. Building facades on Ottawa Street between Hall Avenue and Moy Avenue

7.2.1 Condition of Facades Along Ottawa Street

In the autumn of 2017, the Planning and Building Department conducted a survey of the Ottawa Street BIA to determine the condition of the facades flanking Ottawa Street between Marentette Avenue and Windermere Road. The survey produced a photo inventory of all facades within the BIA. The survey also identified cultural and heritage resources that are either on Windsor's Municipal Heritage Register (both designated and non-designated) and buildings/structures that may be considered for recommendation for the Windsor Municipal Heritage Register in the future.

Buildings of a Main Street typology have also been identified for their future retention as well. Generally, the building facades in the Ottawa Street BIA are in good condition. However, some building facades are in very good condition as brick, doors and windows appear to be well maintained.

One of the concerns is that architectural features of these facades may be removed or covered over without some form of municipal incentive because storefront owners may not see the economic value in preserving these detailed elements of the facade.

The information below provides additional detail and observations from professional staff site visit along the Main Street in 2017.

7.3 Ottawa Street BIA

7.3.1 Condition of Existing Facades

- Some of the facades are in need of brick repair and cleaning;
- In some cases there are blank side walls that are visible from Ottawa Street;
- In some cases original exterior material of some buildings have been substituted for a cheaper non-traditional cladding such as stucco or EIFS; and
- In some cases detailed architectural features have been covered or are in need of restoration.

7.3.2 The Storefront

- Both north and south sides of Ottawa Street have an intimate or small scale (quaint) character with the majority of buildings being of a Main Street typology;
- Illegal signage and missing and inconsistent address styles are found throughout the BIA;
- Some storefront window displays are cluttered with advertisements and in need of cleaning;
- Some storefronts have security bars that create a feeling that the area is unsafe; and
- Some storefronts have clean, clear and large windows where potential customers can see the activity inside creating a connection with the public realm.

Figure 145. A traditional Main Street building facade that is covered with non-traditional materials and is missing signage

Figure 146. Windows are barred and non-tranditional material covers the facade

7.3.3 Overall Attractiveness of the Area

- There are some uses such as convenience stores, automotive shops, and gas stations that are incompatible with the character of the area;
- Where buildings have been demolished or developments have been setback from the property line, there is a gap in the street facade and often illegal parking has taken hold in these areas; and
- Signage, gateway markers, and colourful street furniture along Ottawa Street create a unique identity and branding.

7.3.4 Vacancy Rates

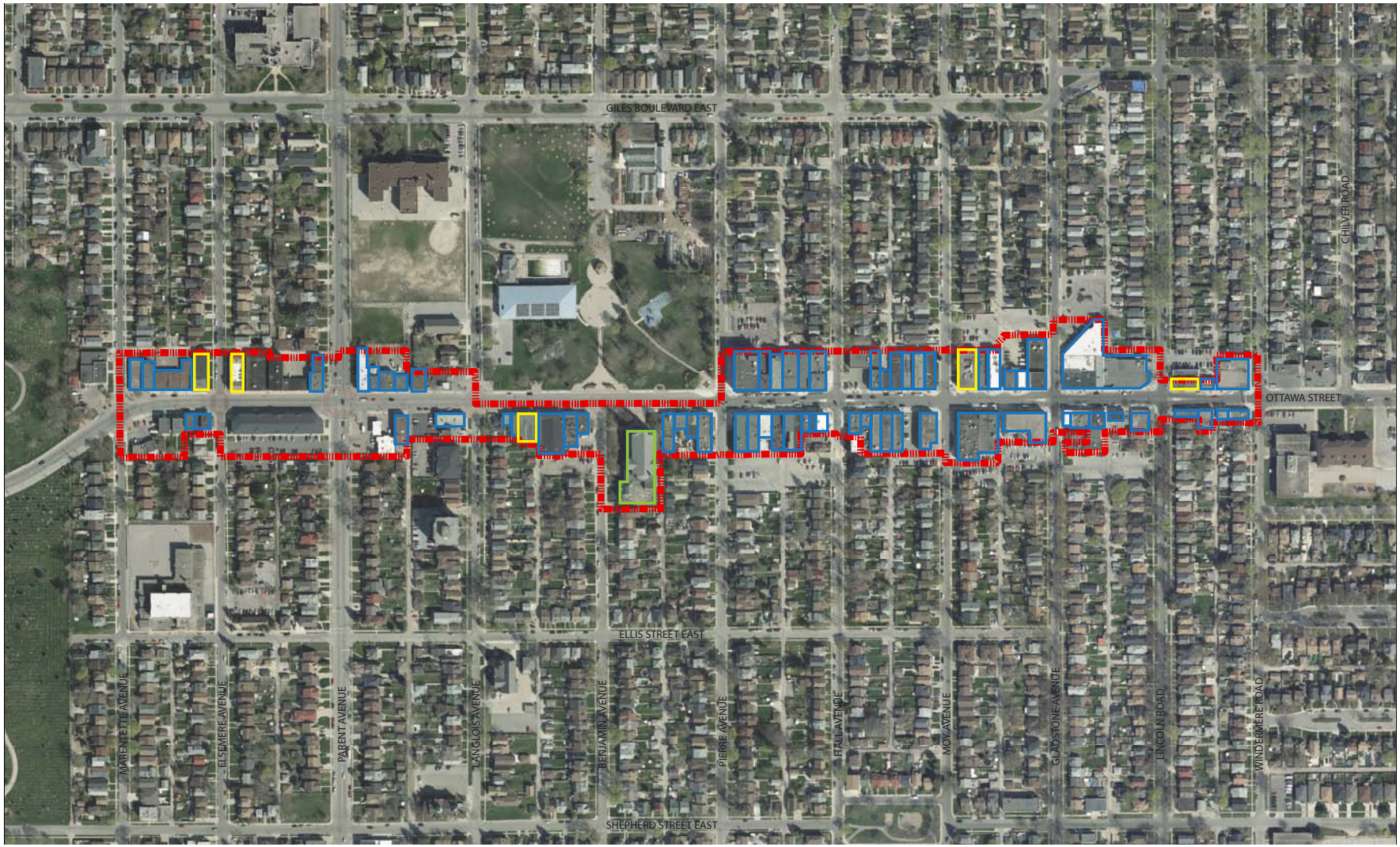
Since 2012 , the City has undertaken a Land Use survey every two years to determine commercial vacancy on a city wide level.

For the Ottawa Street BIA, 119 units were identified. From 2012 to 2016 vacancy rates have decreased from 26.5% in 2012 to 13.4% in 2016. A building façade improvement program will further encourage the re-use of any vacant storefronts.

7.4 The Municipal Heritage Register and Main Street type buildings in the Ottawa Street BIA

BUILDINGS ON THE MUNICIPAL HERITAGE REGISTER (OTTAWA STREET)			
ADDRESS	**LISTED**	**DESIGNATED**	**NOTES**
854 Ottawa Street / 1286 Elsmere Avenue Elsmere Apartments	●		Constructed: 1927
1285-91 Elsmere Avenue / 832-34 Ottawa Street Marwood Apartments	●		Constructed: 1928
1033-41 Ottawa Street Ukrainian National Home	●		Constructed: 1938
1334 Benjamin Avenue / Ottawa Street Sacred Heart Rectory (attached to Church)		●	Constructed: 1927 Architect: Pennington & Boyde
1125 Ottawa Street / Benjamin Avenue Sacred Heart Church Now St. Mary/Moses Coptic Orthodox		●	Constructed: 1927-28 Architect: Pennington & Boyde
1408 Ottawa Street F.W. Woolworth Store	●		Constructed: c1941
1600-26 Ottawa Street Adams Drug Co. Ltd.	●		Constructed: c1927

Table 11. Buildings identified on the Municipal Heritage Register in the Ottawa Street BIA



Map 13. Buildings on the Municipal Heritage Registry (Ottawa Street) and other Main Street type buildings

7.5 Urban Design and Contextual Analysis

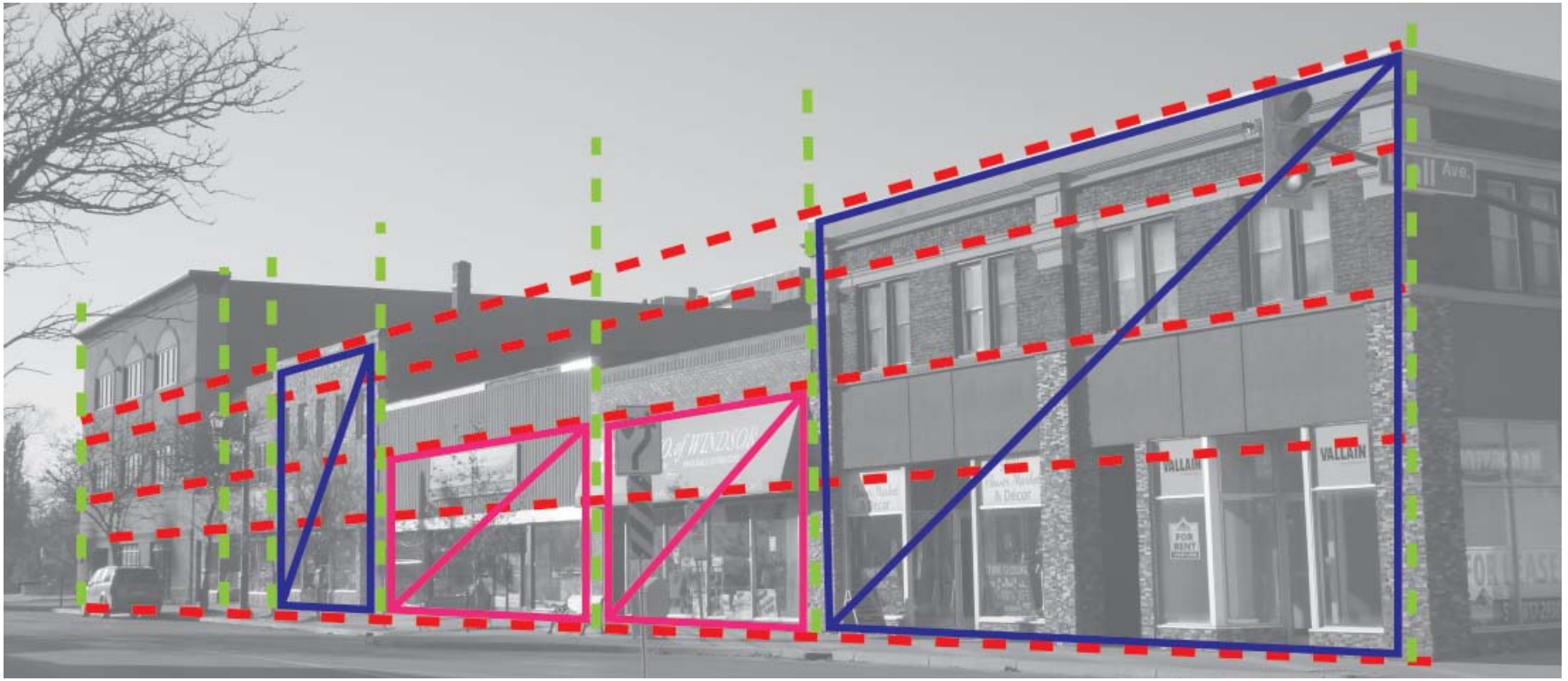


Figure 147. Regulating lines and building proportions identify a consistent pattern along the Ottawa Street BIA Mainstreet on the north side of Ottawa Street from Pierre Avenue to Hall Avenue.

Evidence of a design order based on long established international design principles as suggested in Sections 4 and 5 of this plan can be viewed throughout the Ottawa Street Main Street. The following urban design analysis describes elements of the historical context of the area:

Building Heights

Buildings are generally 1 to 2 stories.

Doors and Window locations

Doors and the main entrance of establishments open out towards the Main Street. Windows are clear vision glass facing the Main Street. It is important that these features remain and continue to create an "indoor/ outdoor" relationship with the public realm.

Proportion of the Façade and Regulating Lines

When making improvements to facades it is important to perform a contextual proportion analysis of the street facades in order to understand governing proportional systems such as regulating datum lines that occur from similar floor-to-floor relationships, and window spacing and heights (Studio g+G Inc., Architect, 2014).

Figure 148. Continuous first storey facades at Ottawa Street and Parent Avenue intersection

Figure 149. A variety of building materials and facade styles on Ottawa Street between Pierre Avenue and Hall Avenue

When applying this analysis to the Ottawa Street Main Street there is generally a continuity of building elevations but a hodge-podge of materials used over time between the following blocks:

- The North and South sides of Ottawa Street between Pierre Avenue and Windermere Road

There is generally a discontinuity of building elevations and the use of materials used over time between the following blocks along Ottawa Street:

- The North side of Ottawa Street between Marentette Avenue and Langlois Avenue;
- The South side of Ottawa Street between Marentette Avenue and Parent Avenue; and
- The South side of Ottawa Street between Langlois Avenue and Pierre Avenue

There is an almost total loss of the traditional Main Street Façade in the following areas along Ottawa Street between the following blocks:

- The South side of Ottawa Street between Parent Avenue and Langlois Avenue

Figure 150. A gas station located beside a traditional Main Street building

Figure 151. Traditional Main Street storefront on the north side of Ottawa Street in 1951

Architectural Features

Key architectural elements that create interest throughout many of the building facades along the Main Street have been maintained but through archival photographs it is evident that in some cases these key elements have been lost. One of the goals of this the Building Façade Improvement Program is to encourage restoration of these key elements.

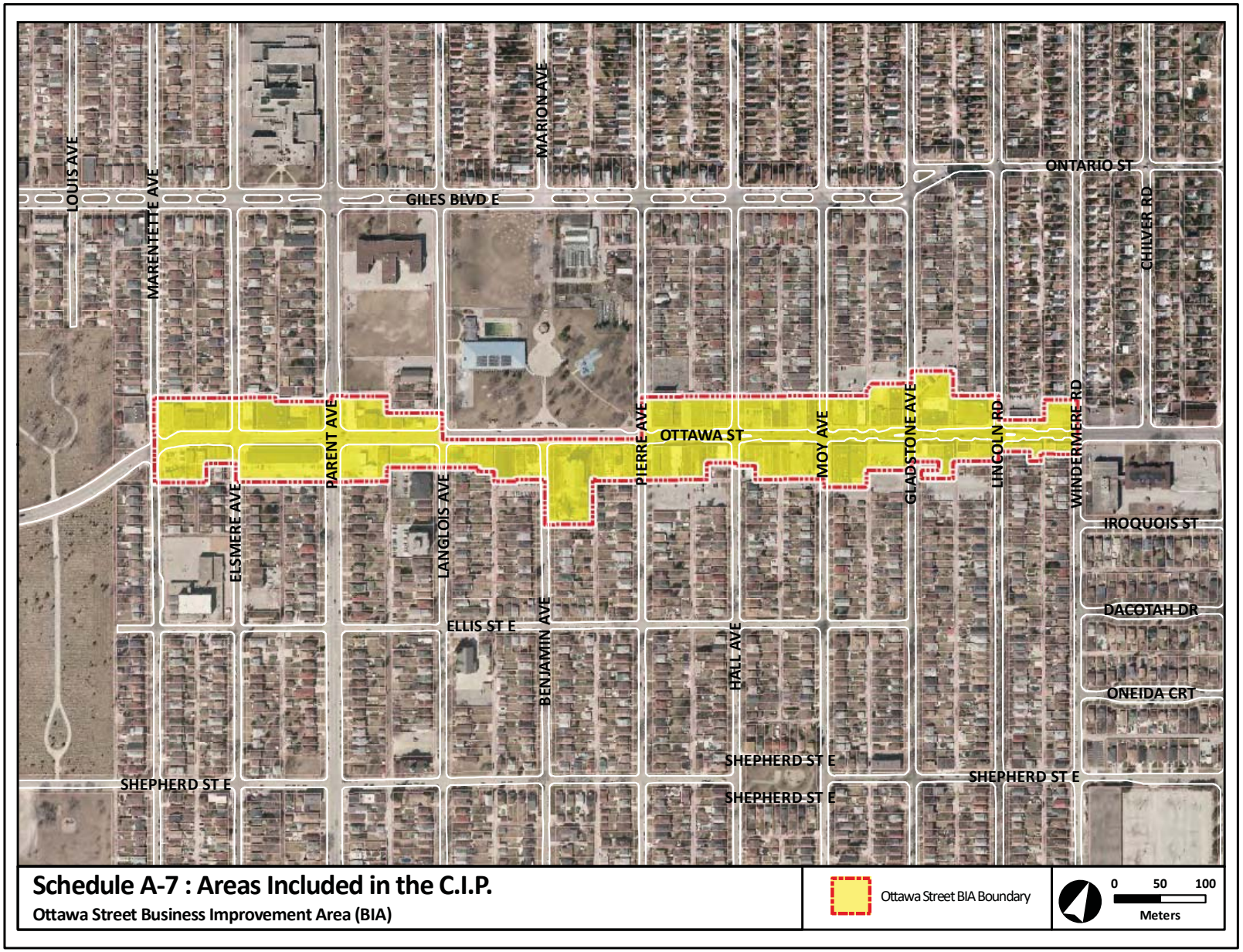
Figure 152. The same storefront on Ottawa Street in November, 2017. Many of the architectural details of the building have been covered over time.

7.6 Recommendations

The findings of the Planning and Building Department survey and analysis of the Ottawa Street BIA reveal that conditions of properties are consistent with the *"Criteria for Designation"* for a CIP Project Area particularly:

- Building facades particularly architectural elements are in need of maintenance, repair, restoration, and rehabilitation.
- There is a presence of cultural heritage resources that are unique to the City
- The area has the potential to be a new employment area.

Through the survey and analysis outlined for the Ottawa Street BIA in Schedule G, it is recommended that the Ottawa Street BIA be approved for the City of Windsor Building Facade Improvement Program and Urban Design Guidelines for Main Streets.



Map 14. Areas included in the CIP (Ottawa Street)

THE CITY OF WINDSOR
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