



PUBLIC MINUTES
HERITAGE ADVISORY COMMITTEE MEETING
Wednesday, August 21, 2019, 5:15 p.m.
Scoop Lewry Room
2nd Floor, City Hall

PRESENT: Scott Hellings, Chairperson, Citizen-at-Large
Councillor Crystal Froese, Council Representative
Larry Hellings, Citizen-at-Large
Karla Rasmussen, Citizen-at-Large
Dana Bushko, Citizen-at-Large

ABSENT: Yvette Moore, Chamber of Commerce Representative

ALSO PRESENT: Eric Bjorge, Assistant City Planner
Pearl Anderson, Recording Secretary

PART 1 - NO APPROVAL OF COUNCIL REQUIRED
Re: Call to Order

Scott Hellings, Committee Chairperson, called the meeting to order at 5:19 p.m.

PART 2 - NO APPROVAL OF COUNCIL REQUIRED
Re: Adoption of Agenda

Moved by Larry Hellings

THAT the agenda be approved with the following amendments:

- Addition of Part 5.2 – Bikes and Dogs Being Permitted in Crescent Park and addition of Part 5.3 – Moose Jaw Public Library Archive Sessions

Carried.

PART 3 – NO APPROVAL OF COUNCIL REQUIRED
Re: Adoption of the Minutes – July 24, 2019

Moved by Karla Rasmussen

THAT the minutes of the Heritage Advisory Committee meeting dated July 24, 2019 be received as presented.

Carried.

PART 4 – NO APPROVAL OF COUNCIL REQUIRED
Re: Business Arising from Minutes

4.1 Heritage Plaques

Eric Bjorge, Derek Blais and Scott Hellings met with a representative from Sign It Signs to discuss the preparation of heritage plaques and stands. It was noted that the price for plaques has increased. Larry and Scott Hellings will meet with Sign It representatives again to discuss the proposed cost. Details will be emailed to Committee members.

4.2 Municipal Cultural Action Plan

Councillor Froese advised she has discussed a proposed municipal cultural action plan project with various Moose Jaw individuals/groups.

Committee members discussed the following:

- Interest from stakeholder groups would be welcomed
- City may not be able to spear head the project but partnership may be possible
- Could be a year long project
- Grants may be available

PART 5 – APPROVAL AND NO APPROVAL OF COUNCIL REQUIRED
Re: New Business

5.1 APPROVAL OF COUNCIL REQUIRED

Re: Downtown Façade Improvement Grant – 463 Main St. N.

Considered was an application for a downtown façade improvement grant for 463 Main Street North.

Moved by Larry Hellings

THAT the Heritage Advisory Committee recommend to City Council that a maximum reimbursement of \$5,000 be provided to the owner(s) of 463 Main Street North for the referenced façade improvements listed in Attachment 4 of the August 12, 2019 Planning and Development Services report as attached to the August 21, 2019 Heritage Advisory Committee minutes.

Carried.

5.2 NO APPROVAL OF COUNCIL REQUIRED

Re: Bikes and Dogs Being Permitted in Crescent Park

Committee members discussed bikes and dogs being permitted in Crescent Park.

5.3 NO APPROVAL OF COUNCIL REQUIRED

Re: Moose Jaw Public Library Archive Sessions

The Moose Jaw Public Library is holding the following public archive information sessions:

- An Introduction to Archives and Archival Research - Tuesday, September 24, 2019 at 7:00 p.m.
- Military History – Thursday, October 17, 2019 at 2:30 p.m.
- Architecture in Moose Jaw – Saturday, November 16, 2019 at 2:30 p.m.

PART 6 - NO APPROVAL OF COUNCIL REQUIRED

Re: Information Items

6.1 Heritage Workshops

The Government of Saskatchewan Ministry of Parks, Culture and Sport are hosting free Heritage workshops at the Moose Jaw Public Library as follows:

- Tuesday, September 24, 9:30 a.m. to 4:30 p.m.: Statement of Significance and Heritage Inventory
- Wednesday, September 25, 9:00 a.m. to 4:00 p.m.: Heritage Standards and Guidelines and Downtown Design

PART 7 – NO APPROVAL OF COUNCIL REQUIRED

Re: Next Meeting and Adjournment

The next regular meeting of the Heritage Advisory Committee is scheduled for September 18, 2019 at 5:15 p.m.

Moved by Scott Hellings
THAT the meeting now adjourn.

Carried.

The meeting adjourned at 6:07 p.m.

Approved via email August 28, 2019
Scott Hellings, Chairperson

CITY MANAGER'S COMMENTS:

"Jim Puffalt"
City Manager

MAYOR'S COMMENTS:

"Fraser Tolmie"
Mayor

<https://citymj.sharepoint.com/sites/Depts/clerks/Shared Documents/5. Boards & Committees/BOARDS & COMMITTEES - 2000/-07 Heritage Advisory Committee/2019/Minutes/08.21.19 Heritage Minutes.docx>



City of Moose Jaw

TITLE: Downtown Façade Improvement Grant Application

TO: Heritage Advisory Committee

FROM: Department of Planning and Development Services

DATE: August 12, 2019

PUBLIC: This is a public document

RECOMMENDATION

THAT the Municipal Heritage Advisory Committee recommend to City Council that a maximum reimbursement of \$5,000.00 be provided to the owner(s) of 463 Main Street North for the referenced façade improvements listed in Attachment 4.

TOPIC AND PURPOSE

The purpose of this report is to consider a grant application from Seaborn Insurance Ltd. for façade improvements to 463 Main Street North.

BACKGROUND

463 Main Street North was constructed in the early 1900's as a residential property. It was converted to an office in the 1950's by Seaborn Insurance Ltd., who constructed an addition to the building in 1997. The original façade has not been substantially altered since it's original construction, and still resembles a typical residential façade. The applicant is proposing extensive renovations to present a more modern commercial facade.

DISCUSSION

The Downtown Façade Improvement Grant was ratified by City Council in December 2018 as a pilot project. The grant has a maximum contribution amount of \$20,000 with an individual application limit of \$5,000. If the application is approved, the owner(s) shall receive a matching grant for the listed improvements. Eligibility of the improvements is based on the design guidelines provided in the Downtown Local Area Plan, and the contribution of the improvements to the aesthetic appeal and heritage value of the commercial core. If approved, the applicant will be asked to enter into a Reimbursement Agreement with the City, to establish specific requirements for the proposed improvements. The grant will be awarded upon completion of the work, and upon confirmation that the requirements have been met.

The proposed improvements include the complete reconstruction of the façade, with the replacement of building materials, windows, doors, lighting, and signage. Cornice lines will be constructed in place of the existing sloped roof. The proposed renovations will showcase a modern design that utilizes heritage-inspired materials. The result will be a contrast between the existing heritage resources of downtown and newer buildings.

The estimated cost of the proposed renovations is \$111,420.69. Under the Grant Policy, the maximum matching City contribution to one application is \$5,000. This amount may be easily reached by contributing to the cost of the brick work alone. The Design Guidelines mention brick as a preferred material choice for downtown buildings. The use of this high-quality material will tie the new appearance of the building to the other brick buildings on Main Street. Other improvements which may be eligible for contribution include:

- Maintenance of accessibility features (replacement of ramp)
- Complimentary signage
- Heritage style lighting
- Addition of cornice lines
- Replacement of windows and doors

It is recommended that the maximum project contribution be provided to the owner(s) of 463 Main Street North for the proposed façade improvements.

OPTIONS TO RECOMMENDATION

1. City Council may determine an alternate level of reimbursement.
2. City Council may decide not to contribute to the proposed improvements.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT

There is no public or stakeholder involvement at this time, other than the Heritage Advisory Committee.

STRATEGIC PLAN

Vision: A progressive and sustainable 'City of choice' building promising futures upon proud traditions.

Guiding Principles: A Distinctive Identity and Rich Heritage

Strategic Priorities: Community Pride

OFFICIAL COMMUNITY PLAN

5.2.3 The Downtown

a) The City supports and maintains the concept of promoting the Downtown as the primary business, office, retail, cultural and administrative centre of the City and the

region. The long-term viability of retail and commercial activity in the Downtown will be a primary factor in the evaluation of major retail and commercial development proposals throughout the City.

b) In order to facilitate appropriate evaluation of retail and commercial development proposals, the City shall continue to monitor commercial land use in the Downtown and throughout the City.

c) The City may continue to upgrade and revitalize the Downtown through such initiatives as streetscape improvement, encouragement and support of renovation and redevelopment of older structures as appropriate, and development of a major civic / cultural focus in the Downtown.

FINANCIAL IMPLICATIONS

If approved, a matching grant value of \$5,000.00 will be provided to the property owner upon completion of the work.

PRESENTATION

VERBAL: X AUDIO/VISUAL: NONE:

Michelle Sanson, Director of Planning and Development Services will be in attendance.

ATTACHMENTS

1. Grant Application Package;
2. Downtown Façade Improvement Policy;
3. Relevant Design Guidelines from Downtown Local Area Plan; and
4. Eligible Façade Improvements

Respectfully Submitted By,

Veronica Blair

Veronica Blair, Planner 1

vb/

APPROVAL OF REPORT RECEIVED

Michelle Sanson

Michelle Sanson, MCIP, RPP, Director of Planning & Development Services

COMMENTS RECEIVED



DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION

Applicant Information		
Applicant Name and/or Company Name: <i>Seaborn Insurance Ltd (Barry Seaborn)</i>		
Mailing Address: <i>463 Main St N.</i>	City: <i>Moose Jaw SK</i>	Postal Code:
Phone:	Cell:	Fax:
Email:		

Registered Owner Information (if different than above)		
Name and/or Company Name:		
Mailing Address:	City:	Postal Code:
Phone:	Cell:	Fax:
Email:		

Property Information		
Civic Address: <i>463 main St N.</i>		
Legal Land Description - Lot: <i>2</i>	Block: <i>46</i>	Plan: <i>OLD 96</i>
Year Building Was Constructed: <i>1906 / addition in 1997</i>		
Does this property have Heritage Designation? (Provincially, Municipally): <i>NO</i>		
Use of the Building: <i>INSURANCE Broker Office</i>		

Project Information
Proposed Construction Period: <i>Late August 2019 - Mid October 2019</i>
Façade Enhancements: Please describe the proposed façade work. Ex: restoration of cornices, friezes, parapets, windows, doors, proposed signage and lighting, etc. (attach additional information if necessary) <i>Adding multiple Parapets to increase the aesthetic appeal, changing out all windows, doors signage + lighting. Stucco the front to match the rest of the building. Adding brick + or stone to the exterior. The brick will be a red brick to keep that heritage look.</i>



DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION

Heritage Rehabilitation: List the historical architectural elements on the façade and describe how the project will rehabilitate these features. (attach additional information if necessary)

- Brick/Stone work will enhance the Heritage feel of Downtown Moose Jaw
- Cornices around windows + parapets enhance heritage feel.
- Light fixtures enhance heritage feel, Increase visibility + impact of Building.
- Overall renovation increases esthetic feel of Moose Jaw + Downtown.

Please provide a detailed budget and any quotes obtained for the work:

☒ Budget Attached Separately

Budget Items	
- Brick	\$ 27,483
- Stucco (portion for Cornices around windows + parapets)	\$ 25,300
- Lighting fixtures	\$ 1000 for fixtures
- construction for Parapets (portion of)	\$ 46,819.
	\$
	\$
Total	\$

Please Note: General Contractors who perform the façade work themselves, whether personally or through a related company shall not be eligible for labour reimbursement. Please refer to section 4.3 of the reimbursement agreement for further details.

Application must include the following:

- ☒ Application Form
- ☒ Photograph of current building façade (including adjacent buildings)
- ☒ Photograph of original building façade (if available)
- ☐ Scaled drawing of façade and proposed project changes
- ☐ Colour samples and material samples (optional)
- ☐ How the project will meet the objectives of the grant policy
- ☐ Any additional supporting information

Return to: City of Moose Jaw, Planning & Development Services, 3rd Floor, 228 Main Street North, Moose Jaw, S6H 3J8
Phone: (306) 694-4443 Fax: (306) 691-0292 Website: www.moosejaw.ca Email: planning@moosejaw.ca



DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION

Next Steps: (Please refer to the Downtown Façade Improvement Grant Policy for additional information)

All applications will be received and reviewed by the Planning and Development Department for consistency with the Downtown Façade Improvement Grant Policy. Applications will be referred to the Heritage Advisory Committee for review and recommendation. Following recommendations from administration and Heritage Advisory Committee, the application will proceed to City Council for final approval. A reimbursement value will be determined by City Council at the time of approval.

Following application approval, property owners will be asked to sign a grant agreement with the City of Moose Jaw. This agreement ensures that the approved façade improvements are reimbursed to the pre-determined level when work is complete.

Important: Please read and sign Disclaimer below:

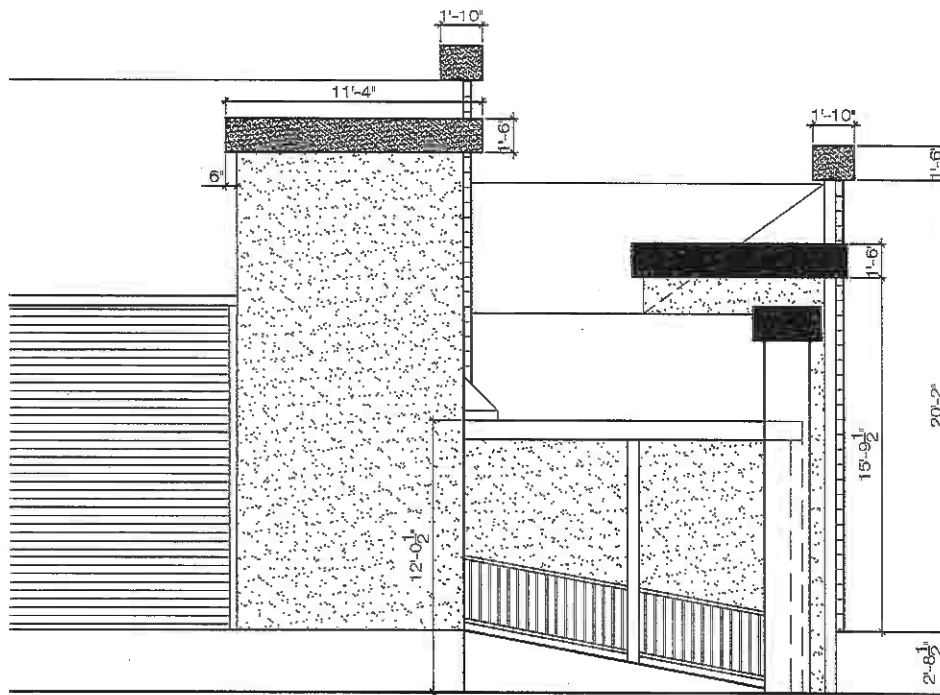
*I hereby declare that the information contained within this application is true to the best of my knowledge. * I hereby acknowledge that it is my responsibility to ensure compliance with any applicable municipal bylaws, provincial or federal acts and regulations *I hereby declare that I am the owner of the subject property, or am acting as an authorized agent of the property owner(s) *I acknowledge that submitting this application does not constitute an approval. I further understand that it is an offence under City Bylaws to start construction or change the use of a building/property without an approved development/building permit.

Signature of Applicant

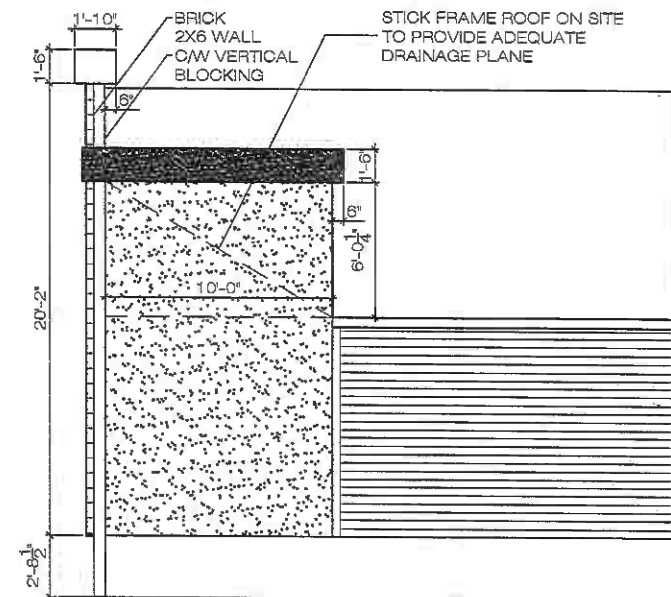
Date

Aug 7th 2019

Return to: City of Moose Jaw, Planning & Development Services, 3rd Floor, 228 Main Street North, Moose Jaw, S6H 3J8
Phone: (306) 694-4443 Fax: (306) 691-0292 Website: www.moosejaw.ca Email: planning@moosejaw.ca



PROPOSED SOUTH ELEVATION
SCALE: 3/16" = 1'-0"



PROPOSED NORTH ELEVATION
SCALE: 3/16" = 1'-0"



Karin Seliger
architectural technologist
521 main street n.
moose jaw, sk
305.684.0564
jdecrafting@gmail.com

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PROJECT

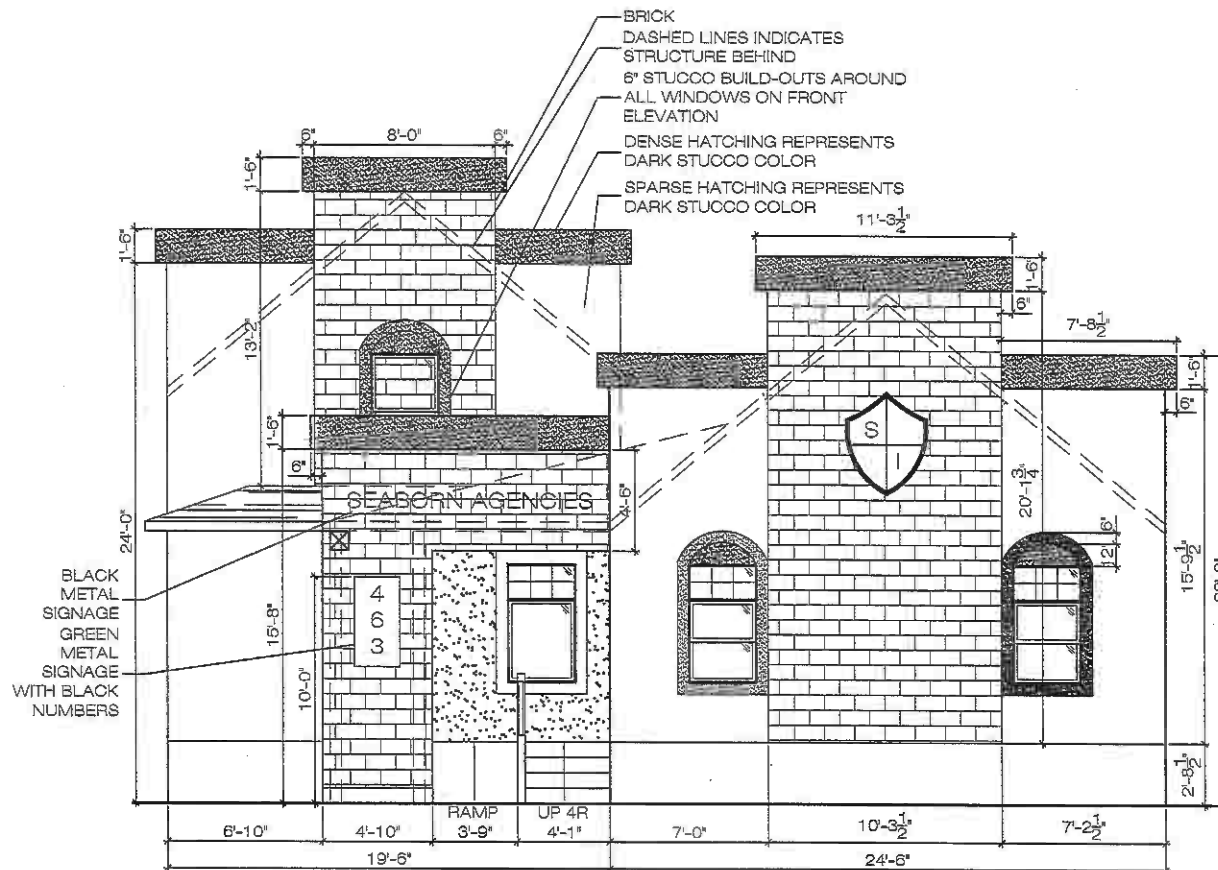
SEABORN INSURANCE

463 MAIN STREET N
MOOSE JAW, SK

PROPOSED
ELEVATIONS

05/01/2019

A-4



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PROJECT

SEABORN INSURANCE

463 MAIN STREET N
 MOOSE JAW, SK

PROPOSED
 ELEVATIONS

05/01/2019

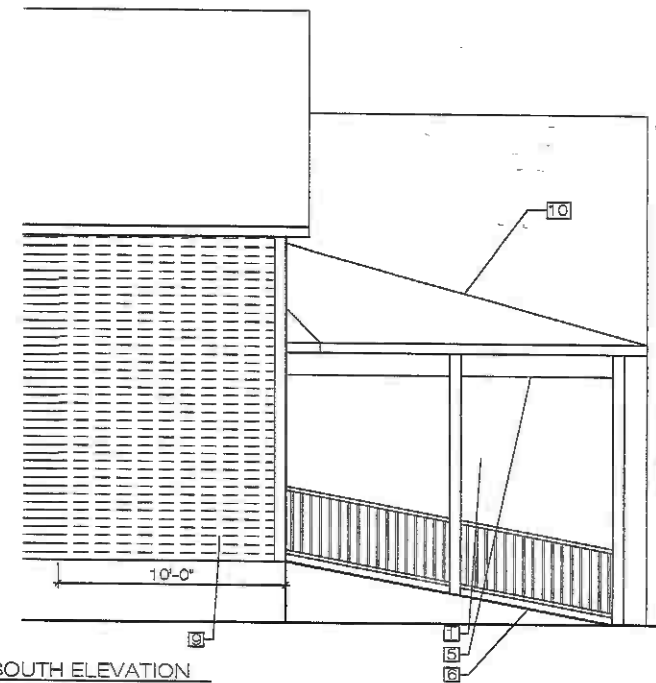
A-3



○ WEST ELEVATION
SCALE: 3/16" = 1'-0"

DEMOLITION NOTES:

1. REMOVE ALL SIDING FROM FRONT ELEVATION OF BUSINESS AND PREP EXTERIOR FOR STUCCO.
2. REMOVE ALL EXISTING WINDOW TRIM.
3. REMOVE EXISTING WINDOWS AND REPLACE WITH PVC UNITS IN "GRAPHITE".
4. REMOVE EXISTING WOOD CORNERS ON FRONT OF BUSINESS.
5. REMOVE DECORATIVE TRIM AROUND BUSINESS ENTRANCE.
6. REMOVE AND REPLACE EXISTING RAMP.
7. REMOVE AND REPLACE EXISTING STAIRS AND RAILING.
8. REMOVE AND REPLACE EXISTING RAILING.
9. REMOVE 10'-0" OF SIDING FROM NORTH SIDE OF BUSINESS AND PREP EXTERIOR FOR STUCCO.
10. REMOVE PORTION OF ROOF. ROOF OVER ENTRY TO BE STICK FRAMED ON SITE FOR DRAINAGE.
11. REMOVE OVERHANG ON SECOND FLOOR



○ SOUTH ELEVATION
SCALE: 3/16" = 1'-0"



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PROJECT

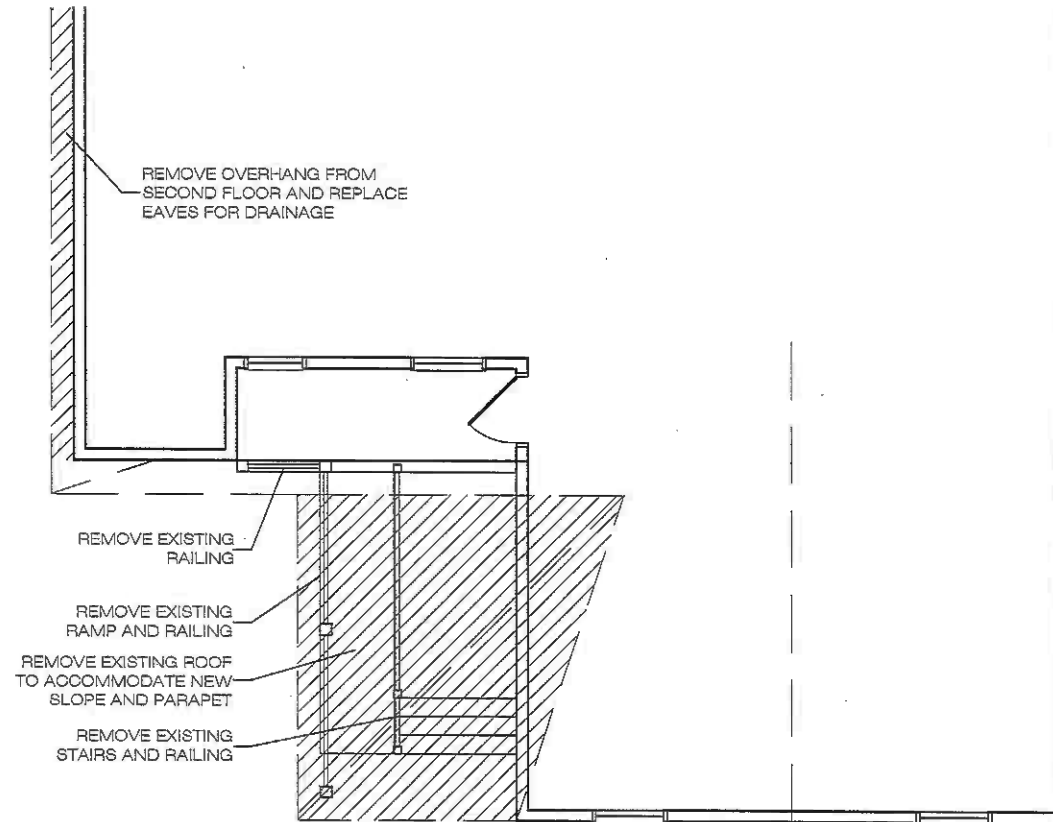
SEABORN INSURANCE

483 MAIN STREET N
MOOSE JAW, SK

EXISTING/DEMO

05/01/2019

A-1



EXISTING/DEMO PLAN
SCALE: 3/16" = 1'-0"



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PROJECT

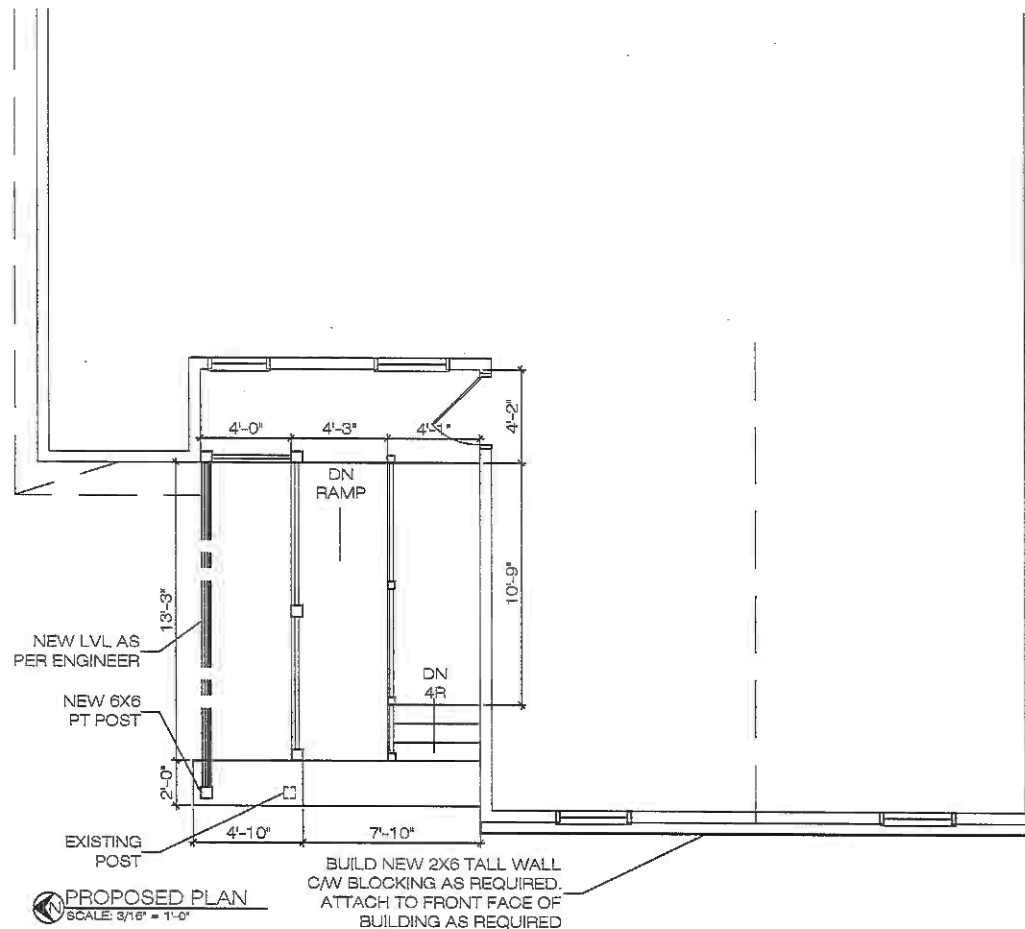
SEABORN INSURANCE

453 MAIN STREET N
MOOSE JAW, SK

EXISTING/DEMO
PLAN

05/01/2019

A-2



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PROJECT

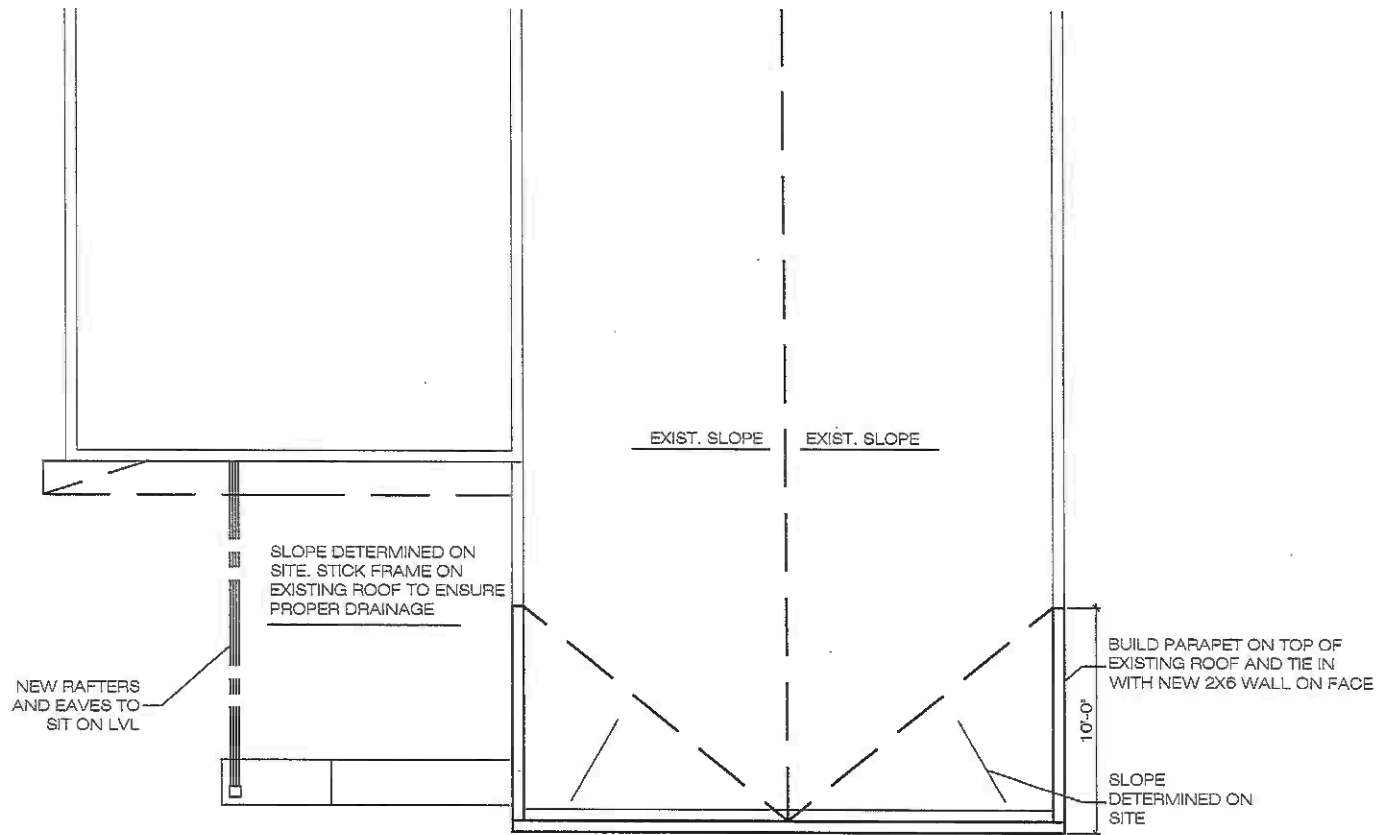
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453 MAIN STREET N
MOOSE JAW, SK

PROPOSED
PLAN

05/01/2019

A-5



PROPOSED ROOF PLAN
SCALE: 3/16" = 1'-0"



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PROJECT

SEABORN INSURANCE

453 MAIN STREET N
MOOSE JAW, SK

**PROPOSED
ROOF**

05/01/2019

A-6



Top Line Construction

531 Hochelaga St. W.
Moose Jaw, Sask
S6H 2H1

Estimate

Date	Estimate #
7/26/2019	421

Name / Address
Seaborn Insurance 463 Main St N Moose Jaw, Sask

Project

Description	Total
Demo existing siding and stucco as per plan and remove garbage, reframe front walls/roof and parapet as per plan, remove existing soffit/fascia and reinstall new black, remove existing handrail and install new black standard aluminum handrail, install owner supplied windows, install 2 new doors in front, remove and install new black cavestrough, repair shingles as needed	46,819.00
Door allowance for two doors	2,500.00
Stucco as per plan	25,300.00
Electrical allowance	1,000.00
GST on sales	3,780.95
PST (SK) on sales	4,537.14
Quote valid 30 days	
Total	\$83,937.09

GST/HST No.

131751943



ESTIMATE

Date: May 15, 2019

GST#: 778718296RT0001

To: Barry Seaborn

Description		Line Total
Brick Installation	440 sq. ft.	\$15,400.00
Brick Product – Heritage Red Brick	440 sq. ft.	\$6,160.00
Additional Materials		\$1,700.00
Scaffold Erection		\$1500.00
	Sub-Total	\$24,760.00
	GST (5%)	\$1,238.00
	PST (6%)	\$1,485.60
	Total Estimate Cost:	\$27,483.60

This pricing is based on Heritage Red Brick. Any change in stone product could alter installation and product cost.

Please review this estimate and contact me with any questions.

Muench Built 937 Henry Street, Moose Jaw SK S6H 3H1 Phone 306-630-5922

Email: muenchbuilt@gmail.com









CITY OF MOOSE JAW

POLICY: DOWNTOWN FAÇADE IMPROVEMENT GRANT PILOT PROJECT	EFFECTIVE DATE: June 10, 2019
SECTION: PLANNING AND DEVELOPMENT SERVICES	APPROVED BY: CITY COUNCIL

1. Purpose:

The Downtown Façade Improvement Grant Pilot Project is intended to encourage commercial and mixed-use property owners to invest in building facade improvements that improve the aesthetic value and amenity of the downtown area. Heritage conservation and promotion is an important characteristic of downtown Moose Jaw and is a primary component of this program. The 'Downtown Local Area Plan' was adopted by City Council in 2017 and proposes design guidelines that emphasize heritage as a unifying feature of downtown architecture, also providing guidelines for new buildings and renovations to existing buildings. This grant will provide levels of reimbursement to participating property owners who improve their building facades in accordance with downtown design guidelines.

1.1 Program Goals

- a) Increase the aesthetic appeal and attraction of the commercial downtown core
- b) Conserve existing heritage features and enhance the heritage character of the area
- c) Improve the interface between commercial buildings and the public realm
- d) Unify the design elements of downtown to create a memorable district

2. Policy:

2.1 Scope

Eligibility to receive the Downtown Façade Improvement Grant is determined by the geographic boundary identified in the 'Downtown Local Area Plan' (see Appendix A). The grant shall also be made available to Municipal Heritage Properties, regardless of their location within Moose Jaw. Property owners that meet these requirements may receive a matching grant for renovations to building facades that adhere to recommended design guidelines. The eligible design elements may improve aesthetics, functionality, or accessibility. This grant is open to owners of commercial and mixed-use buildings.

2.2 Grant Allocation

Approved applications may receive reimbursement up to 50% of the approved project costs. Maximum City contribution is \$5,000 per application, based on the number and magnitude of design features being upgraded. Each building may be eligible for project reimbursement once per year.

2.3 Criteria

Design elements eligible for reimbursement are detailed below in "Design Guidelines". Each application will be evaluated based on its conformity to program goals, as well as the overall heritage nature of the project. Additional considerations may include:

- a) If special attention has been given to pedestrian climate improvements
- b) Whether the property has previously accessed grant funding
- c) The number of facades being improved (i.e. Corner properties)
- d) Other comments received from the Heritage Advisory Committee

2.4 Design Guidelines

The following design guidelines have been summarized from the 'Downtown Local Area Plan'. For a detailed description of eligible design guidelines, please see Appendix B.

Owners of existing heritage properties or potential heritage properties are encouraged to preserve as many original design features as possible. If replacement is necessary, it is recommended that materials similar to the original façade feature be used. If the property is a designated heritage property, the designation bylaw, statements of significance, and Standards and Guidelines for Preservation of Historic Places will be utilized as additional review criteria.

a) Maintenance to Original Facades

- i) Unblocking original windows
- ii) Replacing broken or opaque glass
- iii) Uncovering original façade material (brick, stone, etc.)
- iv) Restoration of original entrances

b) Additions to Existing Buildings

- i) Provides a distinct separation between the original building footprint and new addition
- ii) Maintains similar height of original building
- iii) Maintains similar spacing for façade design elements
- iv) Uses complimentary modern designs

c) Building Entrances

- i) Small-scale entrances at ground level
- ii) Orientation of doors toward street
- iii) Providing accessibility features (i.e. ramps, steps, etc.)

d) Windows

- i) Installation of transparent, large street-facing windows
- ii) Replacement of windowsills, pediments, or lintels
- iii) Repairing or replacing columns between adjacent windows

e) Signage

- i) Avoids internally lit signage
- ii) Utilizes a range of 2 and 3-dimensional sign types
- iii) Complementary to storefront aesthetic
- iv) Lighting creates highest visibility and impact on the building

- v) Replacement of temporary signage with permanent or long-lasting (Ex: etched or engraved on façade/windows)
- f) Weather protection: Overhangs and Colonnades
 - i) Installation of overhangs, colonnades, or other weather protections
 - ii) Maximum protrusion of 2 metres into the public realm
- g) Façade Treatments
 - i) Usage of brick, natural stone, terra cotta, hardy boards, or other high-quality material
 - ii) Updating cornice lines, columns, quoins, etc.
 - iii) Vertical orientation of features
- h) Blank Wall Treatments
 - i) Special architectural features
 - ii) 2 and 3-dimensional art murals or other forms of public art
 - iii) A display of merchandise or community activities
 - iv) High-quality graphic design commercial signage
 - v) Landscaping with green vines/climbers
 - vi) Screening with a combination of shrubs and columnar trees
- j) Infill Buildings
 - i) Design blends with adjacent buildings
 - ii) Attention is given to height, cornice lines, orientation, materials, textures and colours
 - iii) Mild contrast is provided between existing heritage resources and new buildings

Additional design submissions may be considered based on their adherence to heritage themes and integration with surrounding businesses. Changing façade style from one storey to another is discouraged. Elements that are updated or used for one level, should be uniformly applied to all. Street level storefronts are exempt from this recommendation, since most possess unique attraction elements. See Appendix C for architectural detail reference sheet.

2.5 Process

Eligible property owners will be asked to submit an application detailing the following:

- a) Information about the building (year constructed, heritage status, etc.)
- b) Description of the project and type of façade improvements
- c) Proposed construction period for the work
- d) Breakdown of the budgeted cost for each element
- e) How the project will contribute to the character of the downtown

All applications will be referred to the Heritage Advisory Committee for review and comment. The Planning and Development Department will review the application for consistency with the design guidelines, and the contribution to the core area. Following recommendations from City administration and the Heritage Advisory Committee, the application will proceed to City Council for final approval. A grant amount will be decided by City Council with the final approval.

Following application approval, property owners will be asked to sign a matching grant agreement with the City of Moose Jaw. This agreement ensures that the façade improvements approved in the application are reimbursed to the predetermined level once work is completed. Property owners have 2 years to complete the approved grant, to remain eligible for the approved amount. After 2 years, an additional application must be submitted for outstanding façade work. Property owners are responsible for maintaining the exterior improvements and may be liable to repay portions of the grant that have not been maintained.

3. Responsibilities:

- 3.1 The Department of Planning and Development Services is responsible for administering this policy. Director of Planning and Development Services is responsible for the signing of all Matching Grant Agreements on behalf of the City of Moose Jaw.
- 3.2 Once the maximum funding for this program as approved by Council (\$20,000) has been exhausted, this Policy will terminate and future options for the grant program will be brought forward for consideration.

PRINCIPLES FOR FAÇADE IMPROVEMENTS



ACTIVE EDGES: Retain or re-establish active retail edges on the Main Street. Storefront design to ensure full transparency and visual connection with the street. Minimize and animate blank walls with artistic murals or appropriate signage.

STOREFRONTS: Retain traditional storefront vertical rhythm of fenestration to provide human scale and visual interest at the pedestrian level. Utilize a variety of materials and approaches in a coordinated fashion with commercial signage.

CANOPIES / PORTICOES: Emphasize entry points with prominent canopies/porticoes/signage and ensure continuous pedestrian protection from inclement weather (extreme sun or rain/snow).

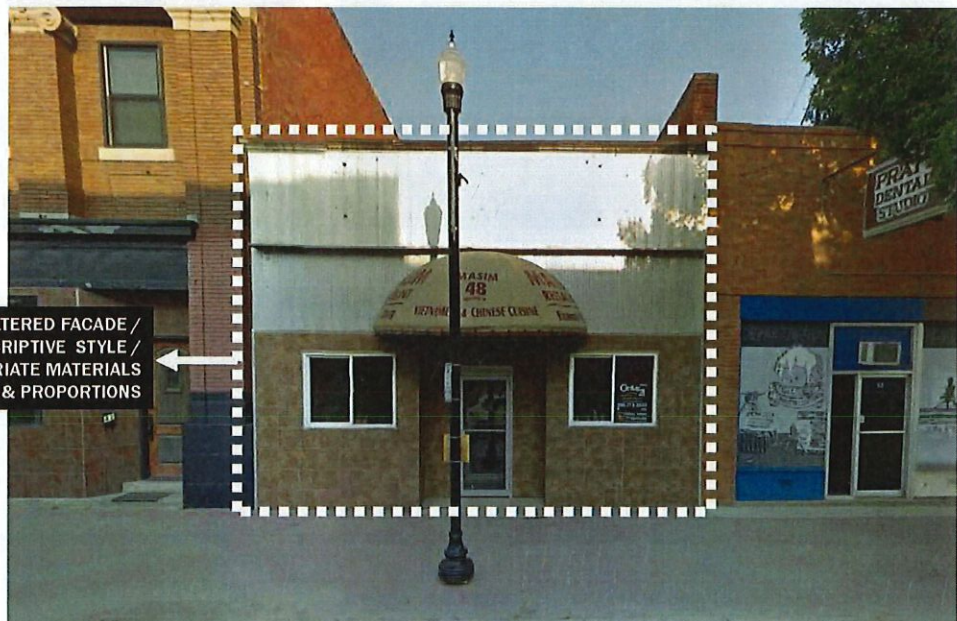
HIGH QUALITY MATERIALS: Base and body of buildings to use high quality contemporary construction materials and approaches to create visually pleasant pedestrian environment and promote retail activities.

COLOUR / VIBRANCY / VISUAL WARMTH: Encourage variety of façade colour treatments to provide visual interest and vibrancy. Buildings with heritage qualities to use limited, historically recognized colour palettes.

COMMERCIAL SIGNAGE: Retail storefronts to have coordinated signage approach with main sign, secondary signage on canopies and transom windows and tertiary signage on storefronts or main entrance. Use new commercial signage 3D approaches and usage of internally lit sign boxes is discouraged.

11

SEVERELY ALTERED FACADE /
NON-DESCRIPTIVE STYLE /
INAPPROPRIATE MATERIALS
& PROPORTIONS



C8 STOREFRONT DESIGN

1. Transparency of storefront glazing is mandatory to allow for the surveillance and display of commercial/professional activities within the building.
2. Attractively designed and well maintained storefronts shall be provided to amplify place-making and desirability to walk and experience the retail variety.
3. New infill storefront design shall not mimic historic storefront design, but could be inspired with scale, vertical proportions, materials and colour schemes. Contemporary detailing and creative theming, signage and illumination is encouraged.
4. Commercial signage should avoid internally lit box sign typology and use a range of 2 and 3-dimensional sign types with the highest design quality.
5. Storefront and signage lighting should be complementary and coordinated for highest impact and visibility on the building and in relationship to adjacent buildings along the street.



C10 ARCHITECTURAL STYLE

1. These guidelines are not prescriptive regarding architectural style, since basic urban design principles that create great public realm are more important for the evolution of Moose Jaw's downtown.
2. In general, new developments could employ neo-traditional or contemporary architectural styling. For a neo-traditional approach, do not literally copy and mimic adjacent heritage buildings therefore, creating a false sense of heritage character. Rather, consider sensitive integration of the traditional approach in massing, scale and materials along the street. Contemporary interpretations of the traditional design and detail are encouraged, and when built with high-quality materials will in future become a "heritage" resource.



ARCHITECTURAL STYLE

FACADE RHYTHM

CORNICE LINES

BALANCED ROOF LINES

**VERTICALLY ORIENTED
FENESTRATION**

C11 FAÇADE TREATMENT

1. Moose Jaw's downtown has strong heritage character and well-designed historic façades with the predominant use of brick. Brick is a timeless, durable, easy-to-maintain building material that bridges historic architectural styles with contemporary architectural expressions and is encouraged.
2. New developments should use high-quality materials of a long-lasting nature while employing a high-quality design of modern time. Materials like brick, natural stone, terra cotta, as well as new materials like hardy boards or high quality engineered stone could be used in a creative and contemporary way without the need to literally copy historic styles.
3. Architectural articulation could be delivered through the playful massing treatment of setbacks and step-backs and attention to architectural details like storefronts, cornice lines, canopies, creative mix of materials and municipal and commercial signage.
4. In order to retain Moose Jaw's downtown character, new designs should be inspired by predominantly vertically-oriented fenestration patterns. Vertically-oriented fenestration creates fine rhythms of vertical lines and detailing that is conducive for the creation of excellent pedestrian environments. Modern interpretation of verticality through mullions and other window details will contribute to the overall "sense of place".
5. Buildings in the immediate vicinity of heritage buildings should use complementary colour schemes. Others may employ warm, earth tones or contrasting contemporary colour combinations appropriate for architectural style and expression.

To blend with Moose Jaw's historic context, employ neo-traditional and contemporary architectural styling

Moose Jaw has a strong heritage character dominated by the use of brick. Brick is a timeless, durable, easy to maintain building material that bridges traditional and contemporary architectural design

Architectural articulation to deliver playful massing, consistent setbacks, attention to vertical fenestration orientation, rich storefronts, signage, canopies, and colonnades for weather protection



1.5m to 3.0m setbacks to allow for summer patios and other display/activity related to adjacent retail/hospitality facilities

Clear identification of main building entrance, through canopies, recessed entrances or signage helps wayfinding

Attractive storefronts amplify place-making and desirability to walk and experience retail variety

Breakdown of Eligible Improvements

Reimbursement of eligible items will be based on actual costs, to a maximum contribution value assigned by Council.

Façade Element	Estimated Cost	City Contribution (50%)
Brick	\$24,760.00	\$12,380.00
Total	\$24,760.00	\$5,000.00*

* Individual Project Maximum