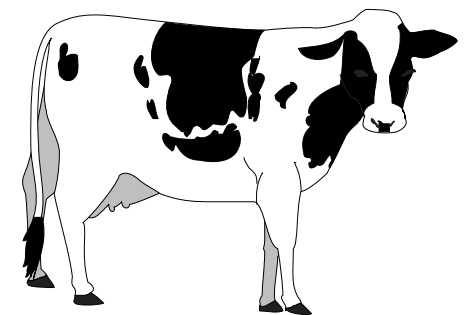
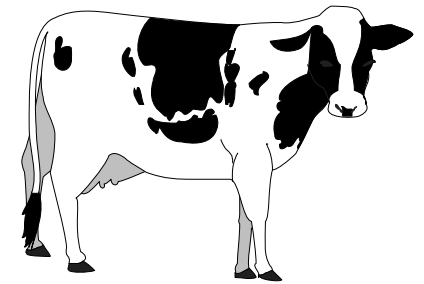
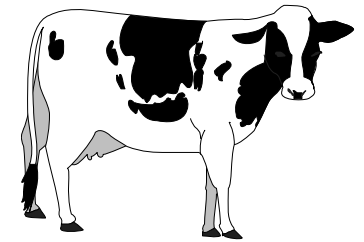
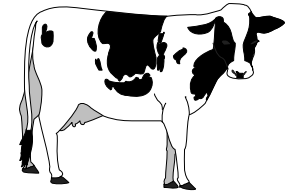


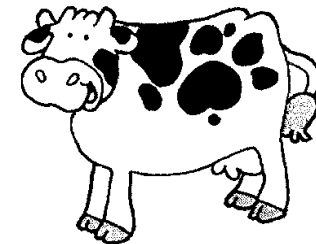
City of Prince Rupert Cow Bay Development Permit Area Design Guidelines



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1.0 INTRODUCTION and PURPOSE

Overview

The Cow Bay Development Area was established and designated a Special Character Area by Council in 1986, to create and preserve this waterfront character area with mixed commercial, recreational and industrial development. The intent was to enhance the attractive features of Cow Bay with carefully selected commercial, residential, recreational, industrial and infrastructure development, that would be compatible with the established industrial and marine commercial businesses already in existence there.

Since the introduction of the Cow Bay Development Area, Cow Bay has evolved into a distinct part of Downtown Prince Rupert with a unique character and special sense of identity. This is derived by its diverse mix of industrial, commercial and tourist oriented uses and in particular, by the special character of the many distinct buildings that make up Cow Bay. This is a testament to the success of the Cow Bay Design Guidelines in their application to new and renovated buildings.

Justification

In 2009 as part of a review and update of the Cow Bay Development Area Guidelines, the community directed the City to maintain the guidelines with a few minor updates and further, to expand the area to which the guidelines apply (see map 1). As a further testament to the success of the guidelines, the community also expressed a desire to strengthen the Cow Bay guidelines by adopting them as formal Development Permit Area (DPA) Guidelines.

In addition to a few minor updates including recommendations for public realm and streetscape enhancements and the removal of some outdated materials, this update includes a Development Permit Area Designation and DPA Map showing the expanded Cow Bay DPA.



Intent

These guidelines are to be read as positive suggestions and not absolute rules. They have been developed and updated in the interest of maintaining and enhancing the existing characteristics of the Cow Bay Area for the benefit of both residents and tourists in Prince Rupert.

The important point to note is that developments shall maintain and enhance the existing established unique character of the area, rather than contrast with it. Observance of these guidelines is intended to facilitate this requirement.

Designation

The lands identified on Map 1: Development Permit Areas, as Cow Bay Development Permit Area are designated under Section 919(1)(f) of the Local Government Act which allows regulation of the form and character of commercial, industrial and multi-family residential development. The Cow Bay Design Guidelines build on and replace the Cow Bay Development Area Guidelines, which were established in 1986 and updated in 1994 but not formally adopted as Development Permit Area Guidelines.



2.0 OBJECTIVES

The development objectives in the designation of this waterfront character area are:

- a) To continue the development of the established unique urban waterfront character of Cow Bay, containing a mix of marine related light industrial and commercial activity, specialty entertainment and shopping, with opportunities for public recreation and access to the waterfront.
- b) To maintain the existing businesses, activities and physical features that contribute to Cow Bay's unique character and accommodate new developments and new activity in a way that maximizes compatibility and positive interaction with existing development.
- c) To reinforce Cow Bay's role as a specialty commercial area that is complementary to, not competitive with, downtown and the waterfront park/lighting facility area.
- d) To provide and enhance attractive, functional links between Cow Bay, Downtown and Rotary Waterfront Park.
- e) To encourage businesses and landowners in the area to make existing businesses more attractive, acknowledging that some of the light industrial and commercial activity is interesting to the general public and to visitors, and so could be made more visible and safe for passers-by to watch.
- f) To encourage the cooperative participation of landowners and developers in achieving the aims of the Cow Bay Development Plan.



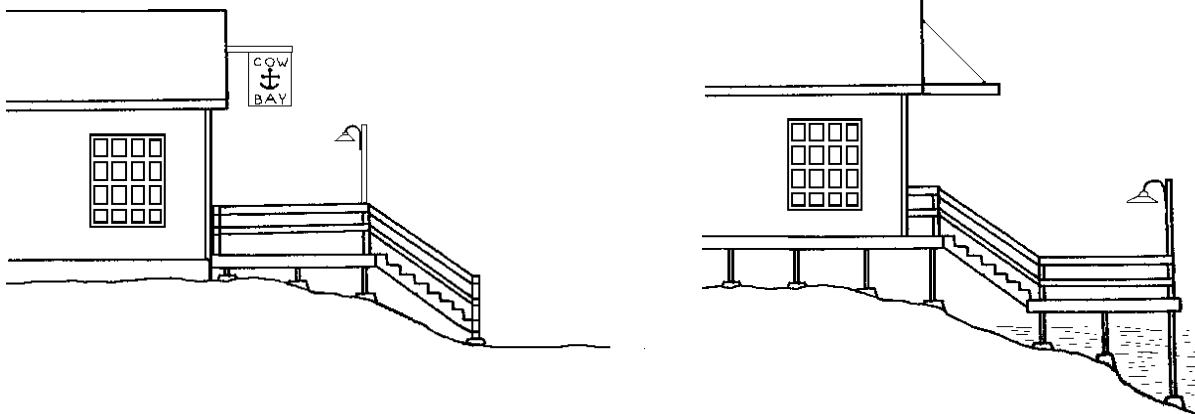
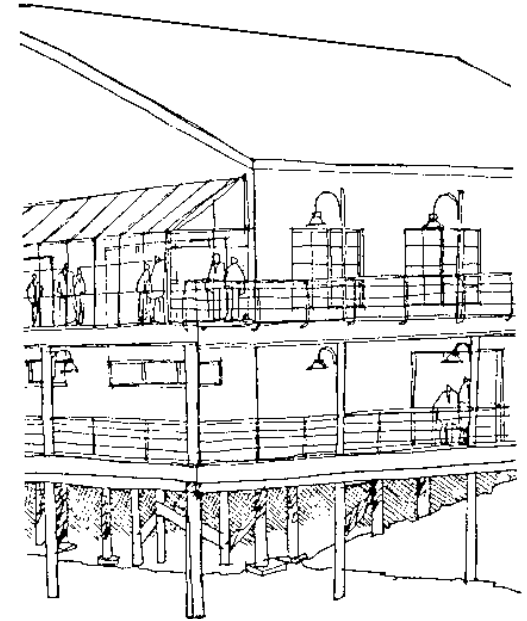
3.0 BUILDING DESIGN GUIDELINES

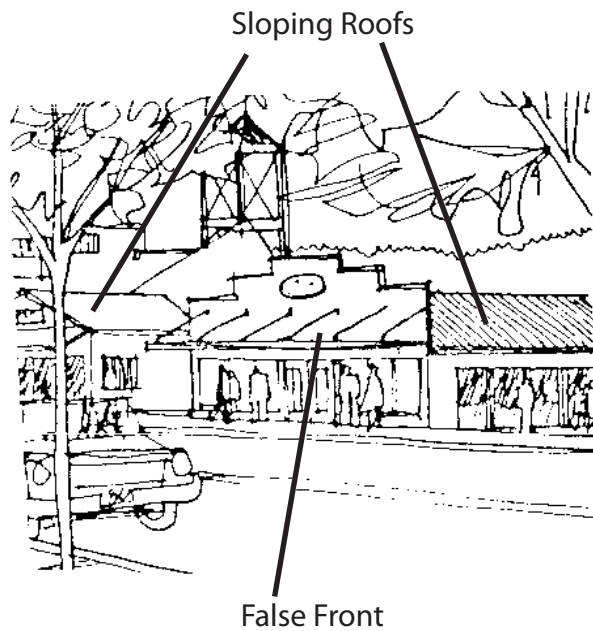
APPLICATION OF THE GUIDELINES

These guidelines are directed toward public and private built forms, facades, colour, signage and weather protection. Where feasible, existing structures in the Cow Bay Core Area should be retained. Renovations of these structures should respect and enhance the original character of individual buildings. Both existing buildings and new structures should incorporate the following guidelines, in order to attain the desired character.

CHARACTER

New structures should have a maritime character which, where appropriate, can be achieved through the use of piling and deck rather than landfill and by linking buildings with boardwalks and dock.





FORM AND SCALE

New buildings should be developed with small scale building forms.

Developments should appear to consist of many small buildings rather than large singular buildings.

A variety of forms, rather than a repetitive form, is preferred.

Sloping roofs are preferable to flat roofs.

False fronts on buildings can transform a bland shape into an interesting one.



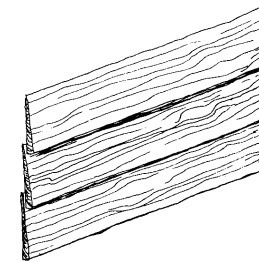
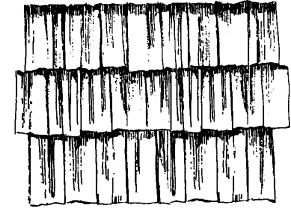
MATERIALS

The use of materials already common in the Cow Bay area is recommended, such as shingles, horizontal siding, and painted metal cladding.

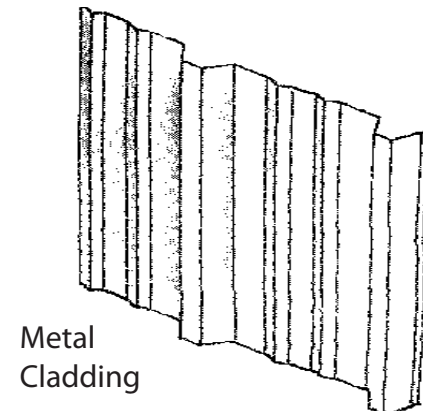
The use of stucco should be avoided.

Uniformity regarding the application of materials is recommended.

Shingles



Horizontal Wood Siding



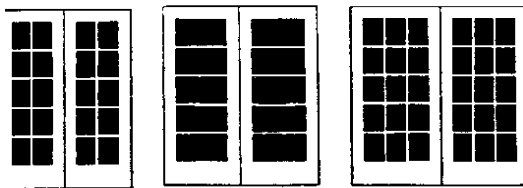
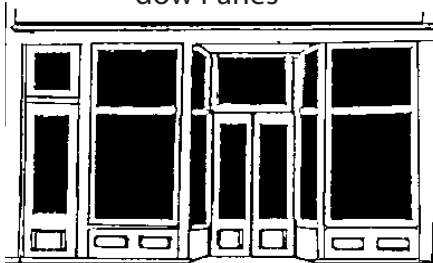
Metal Cladding



THIS
Small Scale
Window
Panes



NOT THIS
Large
Scale Win-
dow Panes



French Doors

WINDOWS AND DOORS

Small scale window panes should be used rather than large store-front glazing.

Typical wood, steel, or painted aluminum window frames are all satisfactory.

The use of sliding windows and doors should be avoided; french doors are preferred.



CANOPIES

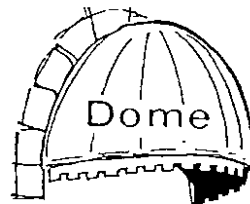
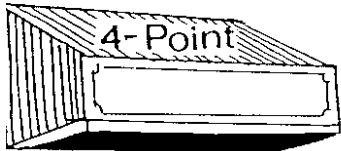
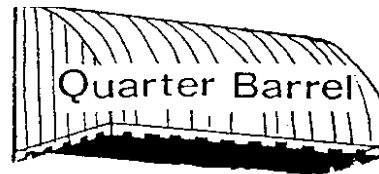
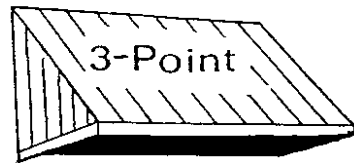
Canopies for weather protection are recommended.

Industrial types of canopies are encouraged and "commercial/retail" types should be avoided.

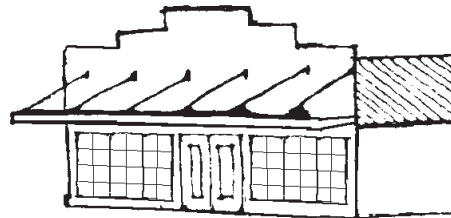
Metal awnings, but not fabric awnings, are encouraged, preferably industrial looking glass and steel

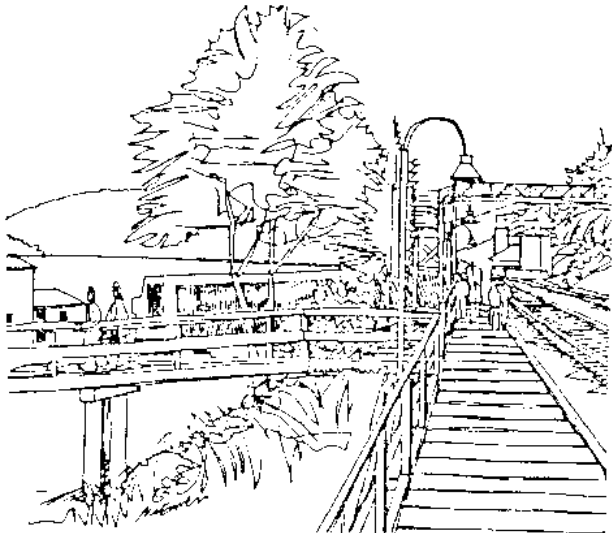
THIS
Metal Awnings

NOT THIS
Fabric Awnings



Industrial Type Canopy





EXTERIOR STAIRS AND HANDRAILS

Wood or painted steel is recommended.

Stairs and handrails should be tied in with boardwalks and decks.

The use of aluminum "residential" type balustrades should be avoided.



COLOUR

The continuity of wall and roof colour is preferred where buildings are clad in metal.

Wood finished buildings should be painted colours rather than natural stains.



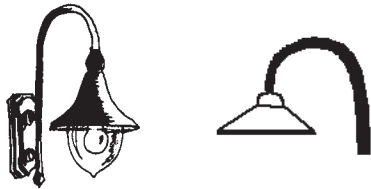
Bright colours (e.g. blues, greens, reds, yellows) are preferred over browns and greys.

LIGHTING

Exterior incandescent industrial fixtures are encouraged; these should be surface mounted on walls, roofs and canopies.

Low level illumination and maritime type fixtures are encouraged on deck areas or handrails.

Doorways and signage on buildings should be illuminated.



Industrial Light Fixtures



SIGNAGE

Varied signage is encouraged as opposed to standardized signage.

Fascia signs should be bold. Painted or cut out lettering on background is encouraged with front lighting for highlighting. Exterior fluorescent lighting is also encouraged.

Industrial rather than ornate graphics should be used.

Projecting signs can be used to add texture.

The use of back-lit, plastic face aluminum sign box type signs should be avoided.

Carved wood signs should not be encouraged in this industrial precinct.

Flush Mounted Fascia Sign



Blade Signs Hung from Canopies





4.0 INFRASTRUCTURE DESIGN GUIDELINES

APPLICATION OF THE GUIDELINES

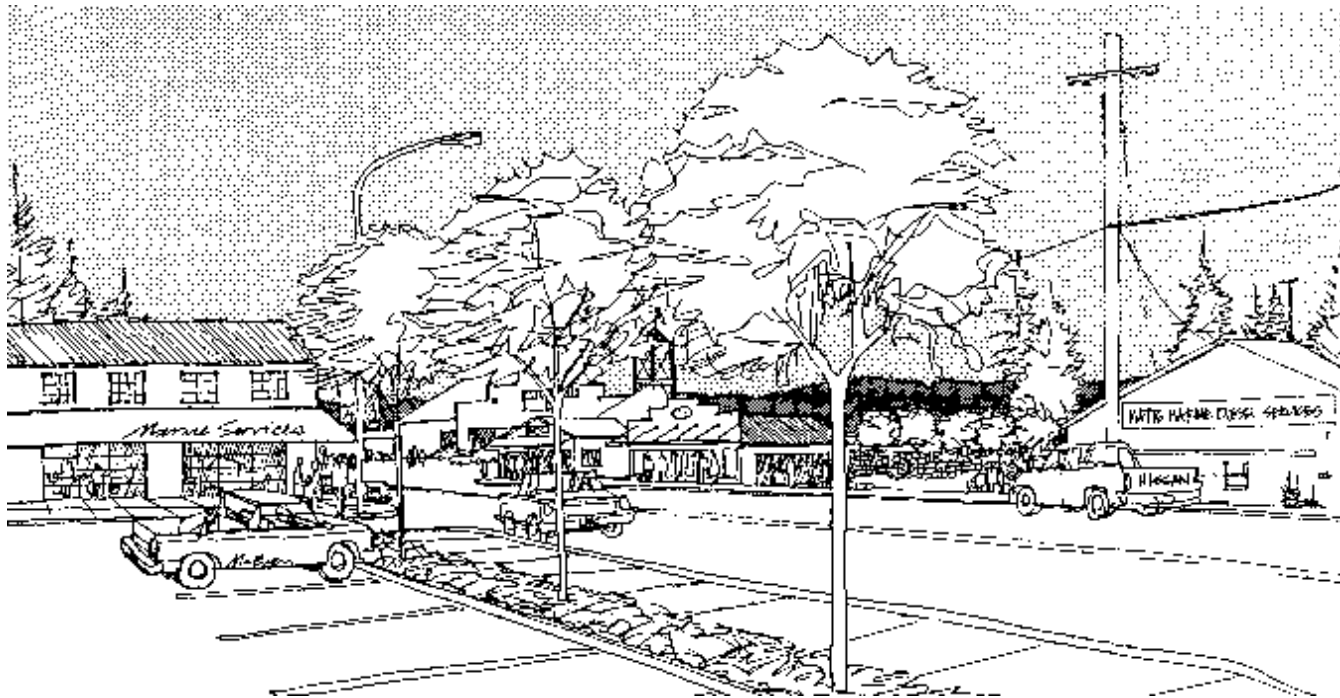
The following guidelines are directed toward public improvements, streets, parking, landscape, public floats, docks and public focus areas.

AREA CHARACTER

The intent is to maintain the industrial character of the street spaces.

The streets should maintain their open and curbless character.

Rail lines should be retained wherever possible with level crossings as required to facilitate vehicular movement.



LANDSCAPING

The intent is to introduce "matter of fact" landscaping into the Cow Bay Area in order to give greater spatial identity to streets and open spaces.

A tree planing program should be maintained along Third Avenue from McBride Street and down Cow Bay Road.

New parking areas should be defined by tree planting.



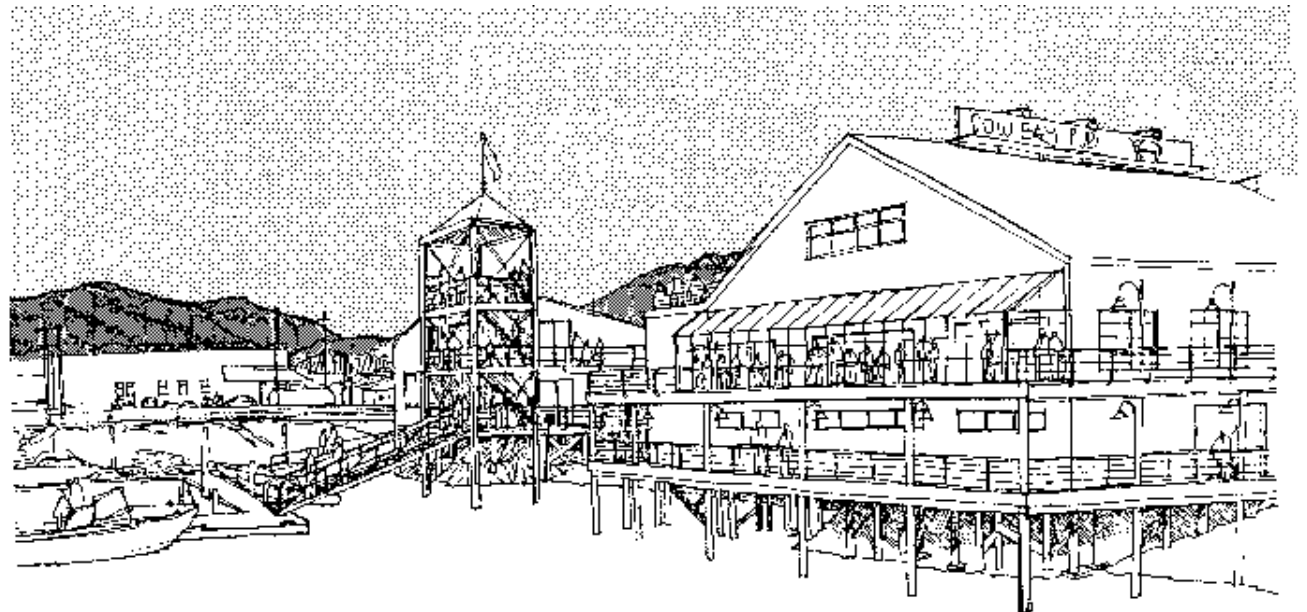
GRAPHICS

The intent is to provide identifying graphics for the area.

The use of graphics and colour to identify this area as a unique area in Prince Rupert should be considered.

Decorative banners on existing light poles should be considered.

Pennant and flags potentially on "ships mast" standards should be considered at strategic locations.





PUBLIC FOCUS AREAS

The intent is to develop key public focus areas. There are three public focus areas which should be considered: 1) the foot of McBride Street, as a tourist focus; 2) Third Avenue at the intersection of McBride Street, as a gateway from the retail core into the Cow Bay Area, and; 3) the Cow Bay lookout as a pedestrian vantage point over Cow Bay with pathways linking down to the fish plant area, Cow Bay Road, and back to the sunken gardens on Market Place.

PARKING

The intent is to maximize parking in the area in a manner that does not detract from the physical character of the area.

Parking should be located convenient to existing and new uses.

Communal parking should be encouraged in the area rather than small parking areas for individual developments.

Signage should direct people to available parking areas.

ROADS

Road surfaces should be asphalt and the use of gravel should be minimized in high pedestrian traffic areas. The use of special paving materials such as stamped concrete or pavers is encouraged

Curbs should be used only to control vehicular movement where requirement but should not be considered as part of the conventional streetscape.

Existing trackage should be retained.



SIDEWALKS and WALKWAYS

The intent is to maintain a waterfront character for sidewalks and waterfront walks.

The use of traditional wood walks should be considered.

Wood docks on piles should be considered where necessary to improve public access to the water's edge.

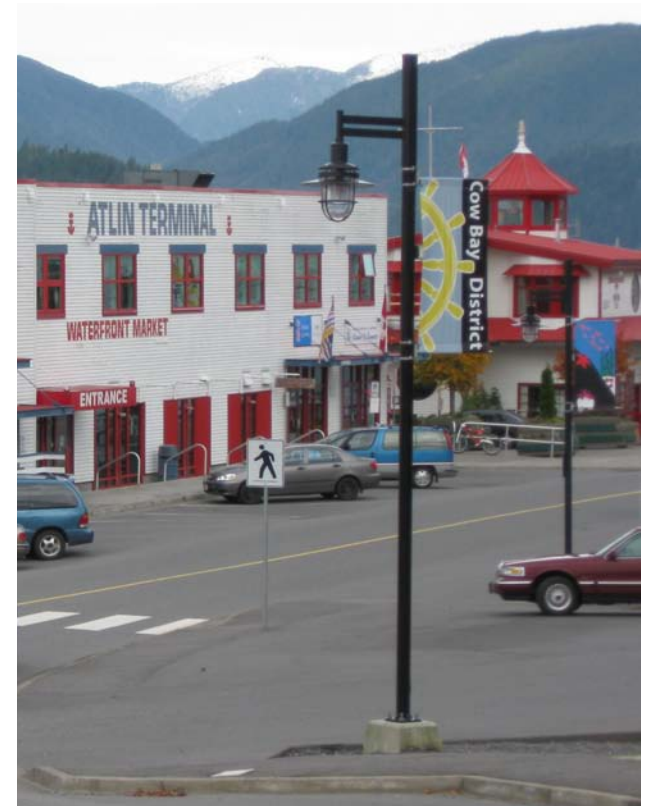


AREA LIGHTING

Streetlight standards should be maintained in the character of the maritime industrial use of the area.

Repainting of existing streetlights should be considered.

Pedestrian walks on the waterfront edges should have low level illumination with a distinctive maritime character.



YOUR NOTES

