

WHAT WE HEARD REPORT

Western Heritage Design Guidelines Survey

March 24, 2021



ABOUT THE PROJECT

Town Administration is reviewing the *Western Heritage Design Guideline (2000)*. The guidelines were created to help guide development and set a standard of aesthetics based on Cochrane's heritage. The guidelines are focused on commercial, industrial, and public buildings where both residents and visitors can experience the Town's history. The goal of the review was to review what should compromise our concept of 'Western Heritage' and where it is best to deploy it in the Town of Cochrane.

This report summarizes the result of our original engagement to give context to the draft *Western Heritage Design Framework (2021)*. The purpose of the survey was to establish what residents wanted to see in the concept of Western Heritage, where it is important for this design to take place, and the degree in which a building should follow the guidelines. Existing examples of buildings built under the previous guidelines were also given to gauge the success of the previous document.

With the results of the survey, the Town engaged a request-for-proposal for an architectural consultant to draft the new guidelines. The successful candidate, ERA Architects Inc., began drafting the new guidelines based on responses from this survey, a workshop with stakeholders, and input from administration. The new *Western Heritage Design Framework (2021)* has now been drafted and will be moving forward as part of the Land Use Bylaw Review Project and will be adopted by Council as an appendix of the new Bylaw.

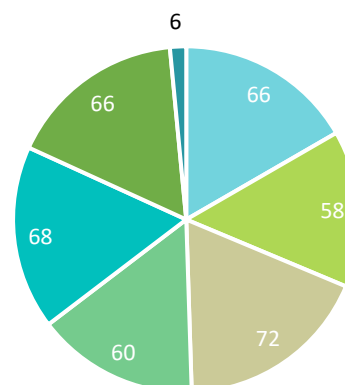
Survey Overview:

The survey had 9 questions that targeted various aspects of the *Western Heritage Design Guideline*. A total of 94 responses were received online. Question 5, relating to specific architectural features, was also presented at the Cochrane Trade Show and the Let's Talk BBQ in 2019.

Question 1: Why is Cochrane's Western Heritage Design important? number of unique responses (percentage of respondents who agree)

- Connection to our History; 66 people agree (70%)
- Having a unified streetscape; 58 people agree (62%)
- Having an iconic sense of place (distinct character); 72 people agree (77%)
- Connection to Cochrane's (past/present) industry (ranching, bricks, lumber); 60 people agree (64%)
- Maintaining a small-town atmosphere; 68 people agree (72%)
- Aesthetic (looks good); 66 people agree (70%)
- Other; 6 other response (6%)

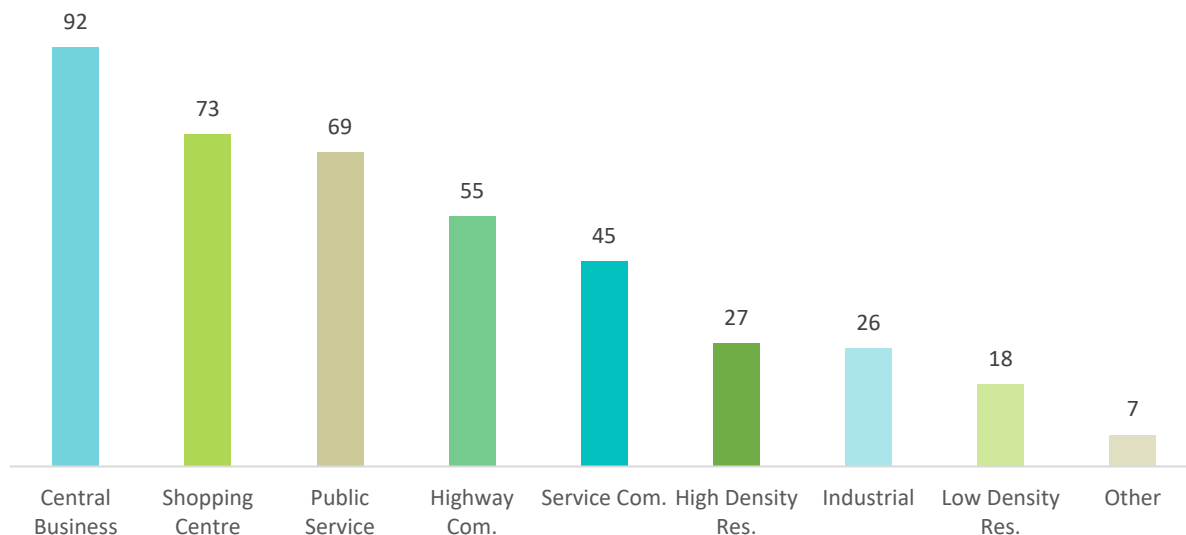
History Streetscape
Sense of Place Industry
Small Town Aesthetics
Other



Below is a summary of the comments received from people who responded other:

- It is not important
- It sets us apart from other locations and gives us a marketing advantage in tourism
- It is part of our unique identity
- We should be developing as the best Western Themed Cowboy Cultural Center in Canada

Question 2: Which districts should the Western Heritage style be applied in? number of unique responses (percentage of respondents who agree)



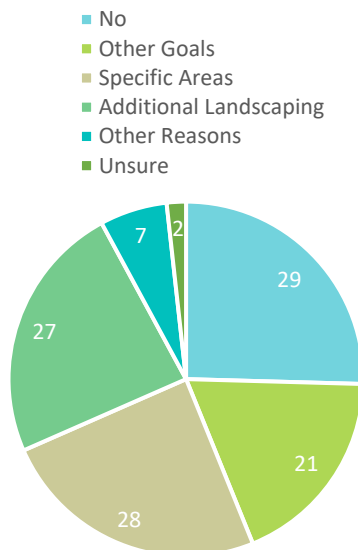
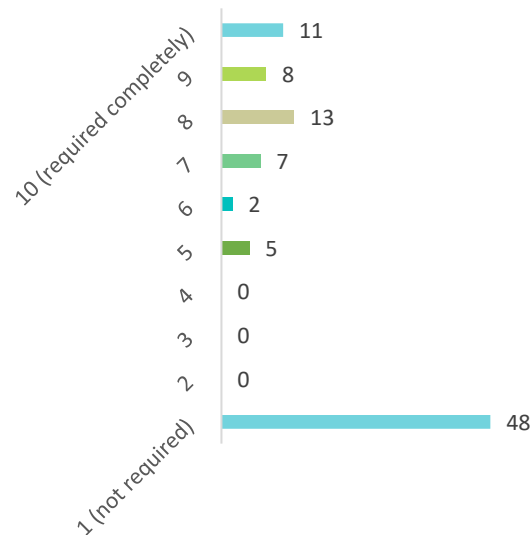
- Central Business District (Historic Downtown); 92 people agree (98%)
- Commercial Shopping Centre (The Quarry/5th Avenue); 73 people agree (78%)
- Highway Commercial (Highway 22); 55 people agree (59%)
- Service Commercial (local neighbourhood-level); 45 people agree (48%)
- Low Density Residential (Single and semi-detached homes); 18 people agree (19%)
- High Density Residential (Multi-family buildings); 27 people agree (29%)
- Industrial; 26 people agree (28%)
- Public Service (Parks and public facilities); 69 people agree (73%)
- Other; 7 other response (7%)

Below is a summary of the comments received from people who responded other:

- Town-wide
- Town-owned public buildings and facilities
- Southbow Landing
- Town gateways (Entrances/Exits)
- Places of worship
- A Western themed event centre

Question 3: On a scale of 1 to 10, how strongly do you feel new buildings or renovations to existing buildings should adhere to the Western Heritage Style? (1 being not at all, 10 being completely)

- 10; 11 people agree (12%)
- 9; 8 people agree (9%)
- 8; 13 people agree (14%)
- 7; 7 people agree (7%)
- 6; 2 people agree (2%)
- 5; 5 people agree (5%)
- 4; 0 people agree (0%)
- 3; 0 people agree (0%)
- 2; 0 people agree (0%)
- 1; 48 people agree (51%)



Question 4: Should exemptions or variations to the Western Heritage style be allowed? number of unique responses (percentage of respondents who agree)

- No; 29 people agree (31%)
- Yes, but only if the building meets other goals (e.g. Cochrane Green Building Policy); 21 people agree (22%)
- Yes, but only in specific areas of town; 28 people agree (30%)
- Yes, but only if there is additional landscaping to offset the visual impact; 27 people agree (29%)
- Yes, but for other reason; 7 people agree (7%)
- I don't know; 2 people agree (2%)

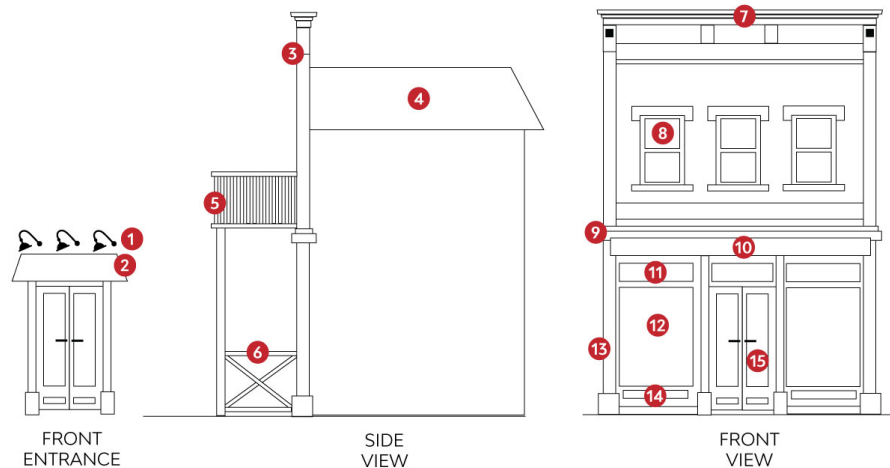
Below is a summary of the comments received from people who responded other:

- for unique design
- for meeting accessibility standards or safety standards
- as long as certain styles are avoided (modern and contemporary)
- for certain type of uses

Question 5: What features do you like of feel are important to our Western Heritage style? (includes responses from outside the survey from engagement events)

LEGEND

- 1 LIGHTING
- 2 CANOPY
- 3 FALSE FRONT/PARAPET
- 4 GABLED ROOF
- 5 BALCONY
- 6 ARCADES
- 7 UPPER CORNICE
- 8 UPPER WINDOWS
- 9 LOWER CORNICE
- 10 SIGNAGE BAND
- 11 TRANSOM WINDOWS
- 12 DISPLAY WINDOWS
- 13 PIERS
- 14 BULKHEAD
- 15 ENTRY AND DOORS



- False Front, 63 votes
- Lighting, 58 votes
- Entry Doors, 52 votes
- Signage Band, 44 votes
- Canopy, 44 votes
- Display Windows, 41 votes
- Material/Colour, 41 votes
- Upper Cornice, 40 votes
- Gabled Roof, 35 votes
- Balclony, 32 votes
- Upper Windows, 28 votes
- Lower Cornice, 28 votes
- Transom Windows, 24 votes
- Arcades, 23 votes
- Bulkheads, 22 votes
- Piers, 14 votes
- Other, 1 vote

Below is a summary of the comments received from people who responded other:

- Benches
- Areas for public entertainment

Question 6: Which building in town best represents Cochrane's architectural style?

- Rockyview Hotel (304 First Street West), 35 votes
- MacKay's Ice Cream (220 First Street West), 11 votes
- Half Hitch Brewing Company (10 Griffin Industrial Point), 8 votes
- Cochrane Centre (122 Fourth Avenue West), 7 votes
- Grand Plaza/Montana's (116 Grande Boulevard), 6 votes
- North Side of First Street, 5 votes
- Cochrane Coffee Traders (114 Second Avenue West), 4 votes
- Fence & Post (214 First Street West), 4 votes
- Cochrane Ranchhouse (101 Ranchhouse Road), 3 votes
- CHAPS Historical Museum (20 Bow Valley Trail), 2 votes
- Totem Block (603 First Street West), 2 votes
- Graham Building (320 First Street West), 2 votes
- 7-Eleven (19 Westside Drive), 1 vote
- Canadian Brewhouse (11 Bow Street Common), 1 vote
- Car Wash Coral (102 River Avenue), 1 vote
- Cochrane Eco Centre (50 Griffin Industrial Point), 1 vote
- Heavenly Outhouse (312 First Street West), 1 vote
- High Country Framing (119 First Avenue West), 1 vote
- Horse Creek Candy (222 First Street West), 1 vote
- RE/MAX West Real Estate (110 Second Avenue West), 1 vote
- Schooner's on First (416 First Street West), 1 vote
- Style Between Us (119 First Avenue West), 1 vote
- Taste of Country (216 First Street West), 1 vote
- The Kitchen Boutique (212 First Street West), 1 vote
- Water Mill Bakery (126 Third Avenue West), 1 vote

Question 7: Which of the following commercial buildings best fit Cochrane's Western Heritage Style?



Commercial Option 1



Commercial Option 2



Commercial Option 3



Commercial Option 4

- Commercial Option 1, 81 votes
- Commercial Option 2, 9 votes
- Commercial Option 3, 1 vote
- Commercial Option 4, 0 votes

Below is a summary of the comments received for each option:

- Commercial Option 1
 - Exemplifies the Western Heritage Style
 - Building has an authentic feel
 - It is a historic building
 - Feels unique to Cochrane
 - Looks like it could be from a classic western movie or from Heritage Park in Calgary

- Presence of canopies and upper windows add a multidimensional quality to the building
- Cornice and false front create interesting roofline
- Recessed doors and setback help engage the sidewalk
- Showcases western roots without sacrificing functionality
- Showcases simple lines and building style
- Earthy colours
- Choice of wood over stucco
- Commercial Option 2
 - Still has a small-town feel
 - Like the use of the balconies and covered walkway
 - Clean and consistent look
 - Presence of smaller businesses; does not feel like other big box or chain developments
- Commercial Option 3
 - The building has a nice balance
- Commercial Option 4
 - No comments received

Question 8: Which of the following residential buildings best fit Cochrane's Western Heritage Style?



Residential Option 1



Residential Option 2

- Residential Option 1, 44 votes
- Residential Option 2, 34 votes

Below is a summary of the comments received for each option:

- Residential Option 1
 - Neither example is great
 - Doesn't look western, but is architecturally nicer
 - The stone and lumber around the entrance is nice
 - Feels to close to the same style as Canmore or Banff
 - The gables on the roof feels more historic
 - Is close to the Western Heritage style, but is still missing too many elements
- Residential Option 2
 - Neither example is great
 - Interesting roofline with the parapet/false front styling
 - Covered entry is welcome
 - Clear design cues in the building (e.g. roofline and the lobby)

Question 9: Which of the following industrial buildings best fit Cochrane's Western Heritage Style?



Industrial Option 1



Industrial Option 2

- Industrial Option 1, 81 votes
- Industrial Option 2, 6 votes

Below is a summary of the comments received for each option:

- Industrial Option 1
 - Best overall design; captures many features of the western heritage style while remaining functional
 - The building style seems to suit the business
 - Better overall appearance than the other option
 - Choice of building material and colour fits the building well
 - Both building have a historic style; ranch house versus barn
 - The balcony and covered porch give it a more interesting look
 - Prefer the roofline with this option
 - This option looks the least industrial of the two
- Industrial Option 2
 - Better modern take on a simple agricultural design, materials and colour pay homage to a historic style
 - This option is the more western, the other could also be classified as alpine
 - Enjoy the country feeling barn style
 - Appealing colour and materials