



CLEARVIEW

COMMUNITY IMPROVEMENT PLAN

WHY FAÇADE IMPROVEMENTS?



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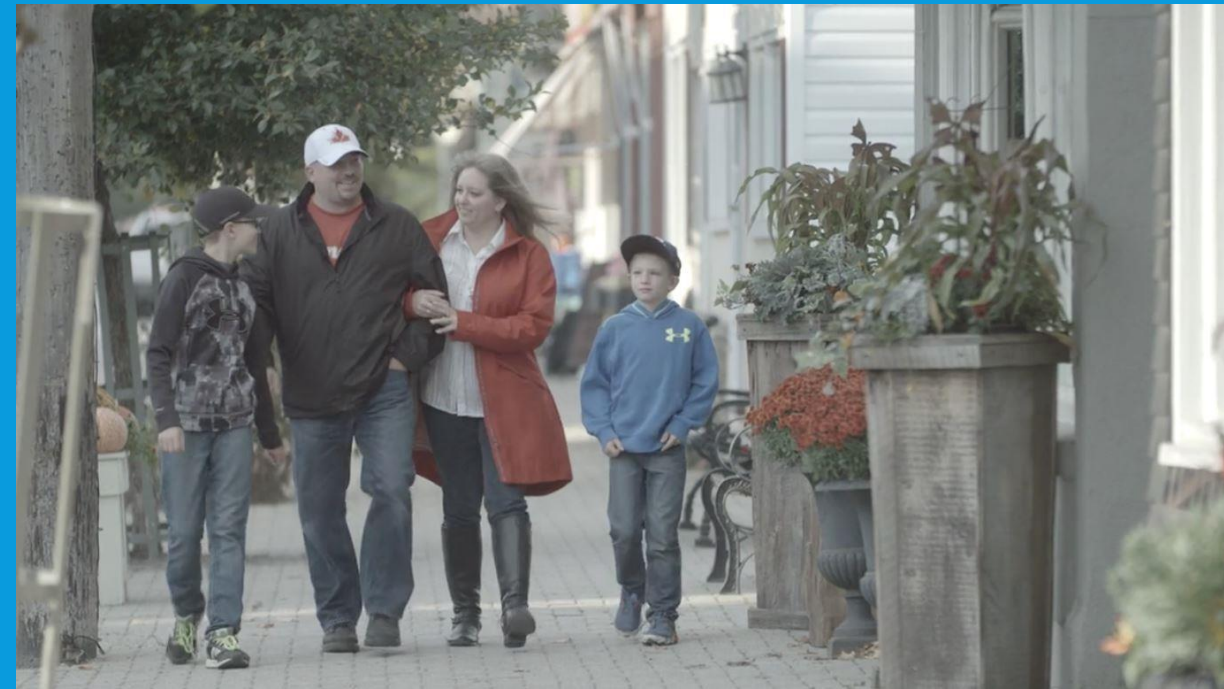
- The physical heart of each community reflects on the whole of the community.
- If the heart appears weak or in disarray, it deters people to stop, shop and invest.
- Attractive facades, and the collective image of the downtown area, can significantly help retain business and attract visitors and residents.
- The first impression is all you have to entice a visitor to your business so the façade treatment is key.
- The quality of the façade is a reflection of what sort of experience a potential customer will have once they go inside.
- Attractive displays in windows and interesting projecting signage increase the walkability and patronage of your enterprise.

GOOD THINGS HAPPEN IN SMALL PLACES



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- Streetscape and facade improvements are a visible sign that positive things are happening, and that building and business owners, local government and the community care about their community.
- Attractive facades will encourage others to invest in our communities creating a synergy that all our businesses can benefit and provides employment to local residents.
- People will travel for authentic downtown experiences for shopping, dining, and culture, an atmosphere unlike big box developments.



GOALS OF THE CIP



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- Building healthier and resilient downtowns and communities.
- Encourage the upgrading and re-use of vacant land and buildings.
- Encourage residents and visitors to support our local businesses and provide employment opportunities.
- Provide distinctive, attractive, walkable communities; build a strong sense of place and increase community pride.
- Increase the tax base and diversify the local market.
- Bring expenditures from external sources into the local market.
- Increases pedestrians and eyes on the street which reduces vandalism and crime.

SUCCESSFUL FACADES



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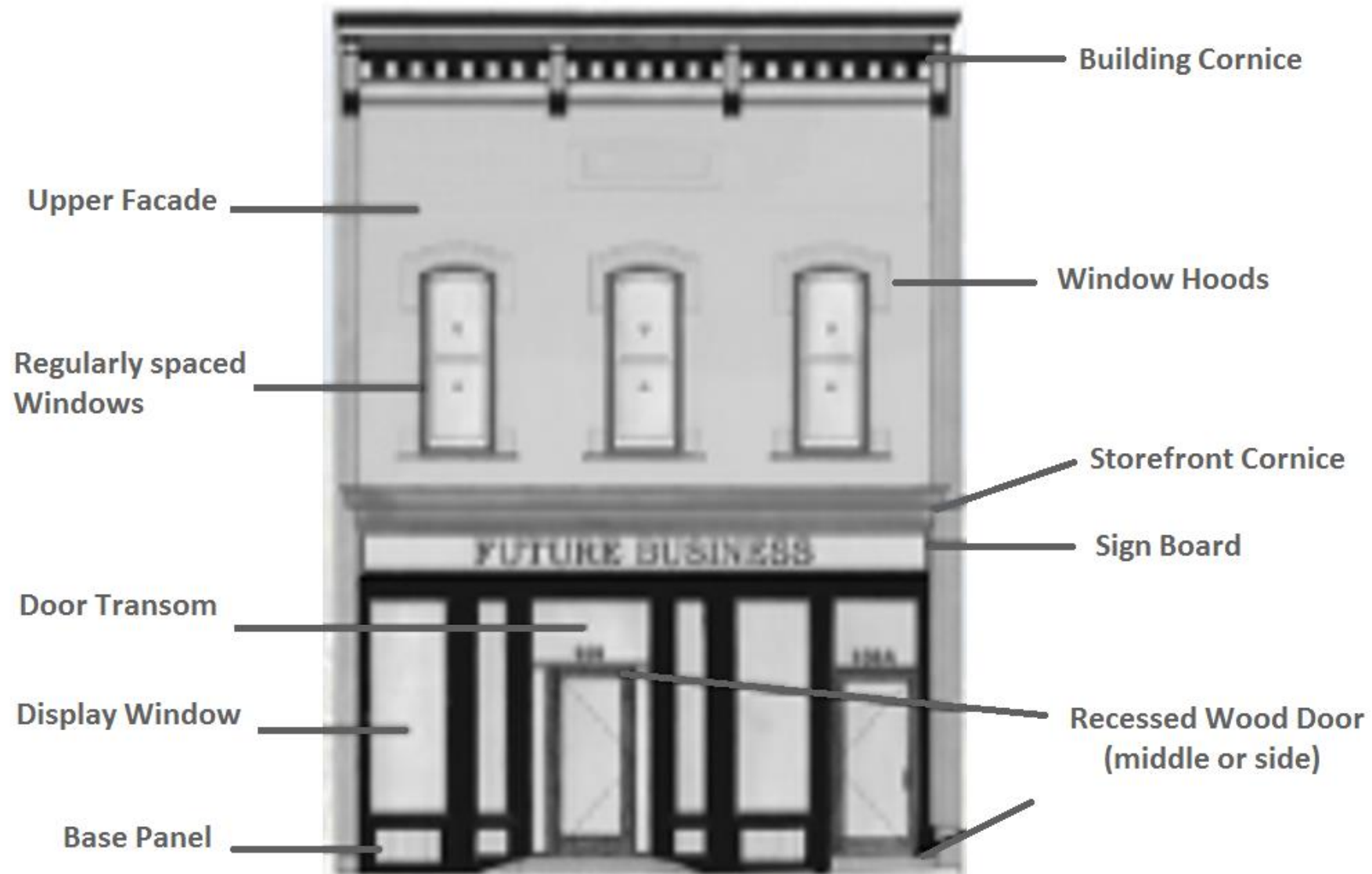
- A successful façade typically has the following elements:
 - It is closely joined and aligned with neighbouring buildings to create a sense of containment on the street.
 - It expresses individuality as well as unity with the commercial area.
 - It supports sidewalk activities such as window shopping.
 - It is pedestrian-friendly.
 - It is composed of quality materials with fine detailing.



ELEMENTS OF A FACADE



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STOREFRONT ENTRIES



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- Keep storefront windows with large sheets of clear glass to allow view into the retail space
- Keep/replace transom windows
- Keep/replace base panels
- Newer storefront entries should respect sizing and spaces of historic buildings
- Don't use solid doors
- Signage – clutter etc.



BUILD ON CLASSIC FEATURES



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Projecting Signage – Café
Sign Band
Glass Door ,Transom and
Display Windows
Storefront and Building Cornice
Base Panels
Landscaping
Patio



BUILD ON CLASSIC FEATURES



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Shed awnings

Gooseneck Lighting

Display Windows

Storefront and Building Cornice



STORE FRONTS

DO

DON'T



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DOWNTOWN WINDOWS

DO DON'T



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DOWNTOWN AWNINGS

DO DON'T



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DO

DOWNTOWN SIGNAGE

DON'T



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DOWNTOWN LIGHTING

DO DON'T



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APPROXIMATE COST OF FEATURES AND PROPOSED GRANT AMOUNT



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- Façade Sign - \$1500
- Projecting Sign - \$800
- Storefront Cornice - \$1300
- Glass Front Door - \$2500
- 4 Gooseneck Lights - \$1000
- Storefront Windows - \$6000
- Storefront Awnings - \$4,000
- Façade Grant – A one-time grant of up to 50% to a maximum of \$5,000 for a front façade and an additional \$2,500 for a side and/or rear façade.
- Maximum Grant - \$7,500

INSPIRATION



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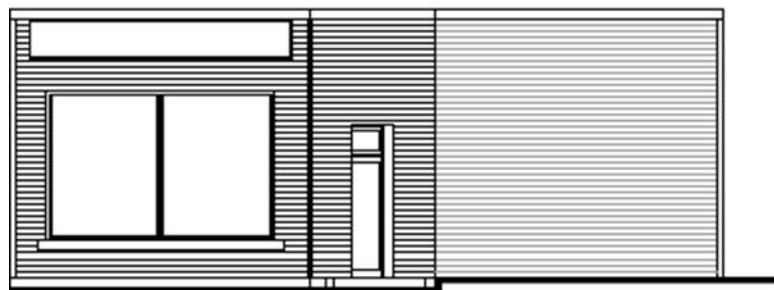
- The following slides highlight three businesses that we have had Peter Archer and Associates undertake some potential façade improvement drawings.
- The owners have authorized us to complete this work.
- These drawings are for inspiration only.
- Each has a current picture, a line drawing of the current façade and a line drawing of a possible facade.



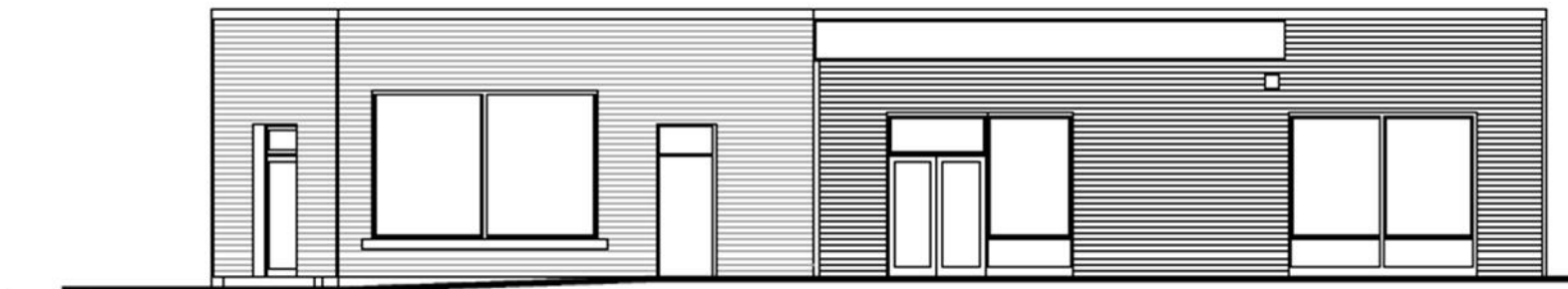
PHOTOGRAPH - NORTH FACADE



PHOTOGRAPH - WEST FACADE



EXISTING NORTH FACADE



EXISTING WEST FACADE





PHOTOGRAPH of FACADE - HOME HARDWARE





PHOTOGRAPH OF FACADE - STEDMANS



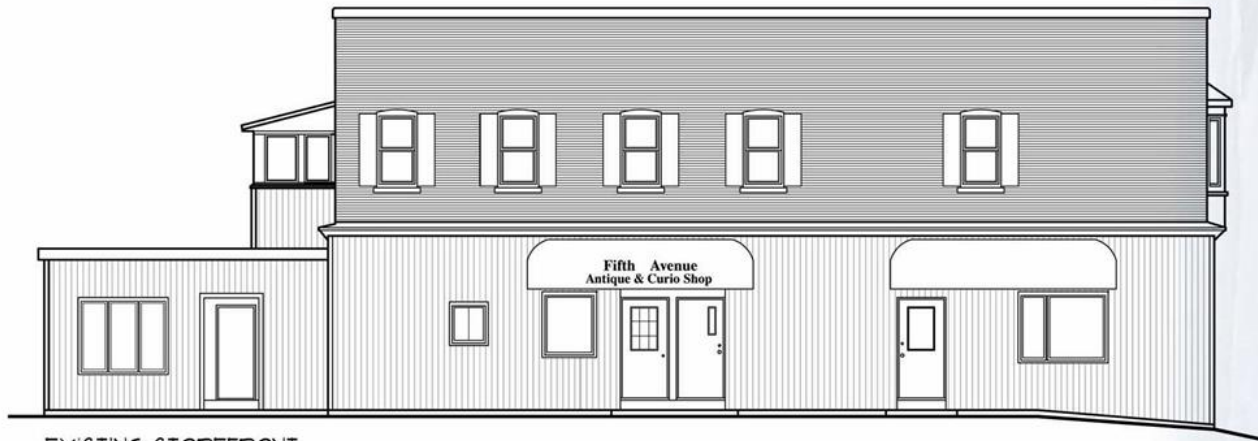
FURTHER INSPIRATION

LINE DRAWINGS FROM TAY TOWNSHIP'S CIP

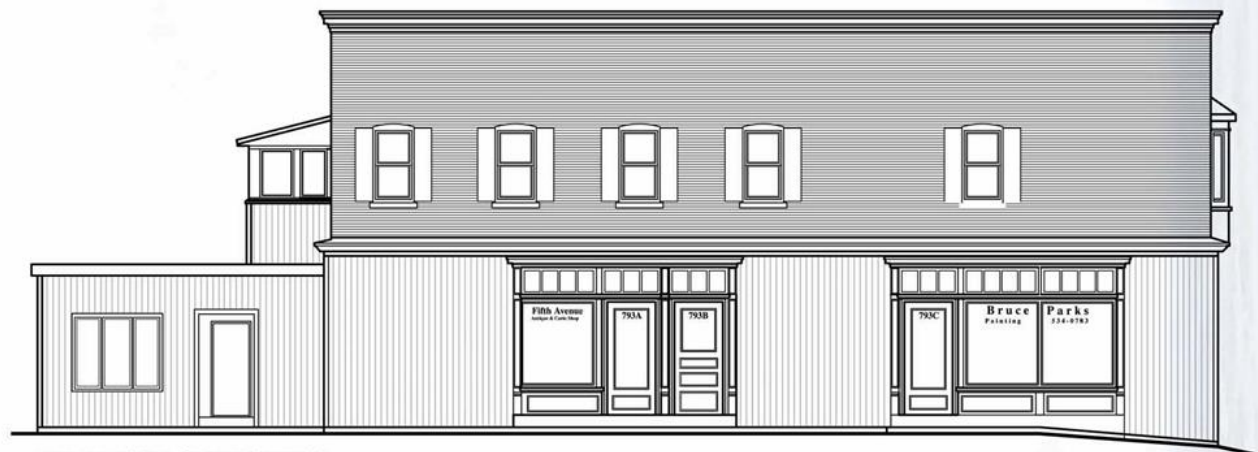
CADE REDEVELOPMENT: EXAMPLE 4



FACADE REDEVELOPMENT: EXAMPLE 5



EXISTING STOREFRONT



PROPOSED STOREFRONT



EXISTING STOREFRONT



PROPOSED STOREFRONT

FACADE REDEVELOPMENT: EXAMPLE 3



EXISTING STOREFRONT

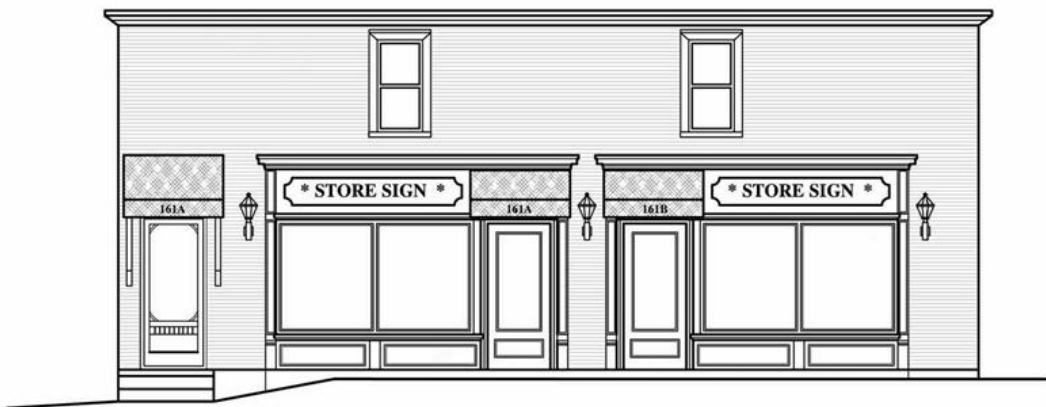


PROPOSED STOREFRONT

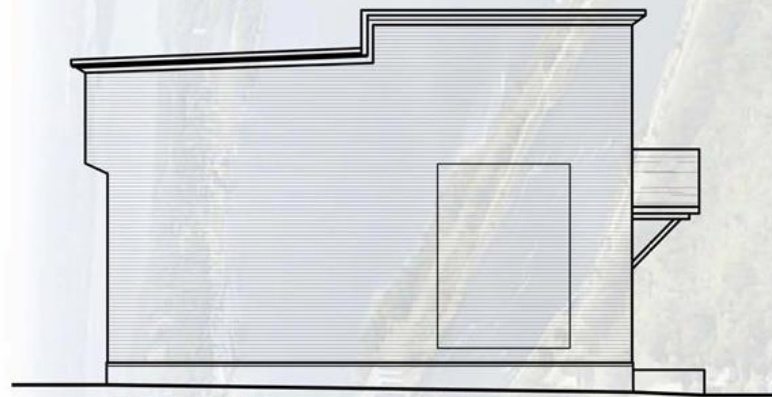
FACADE REDEVELOPMENT: EXAMPLE 1



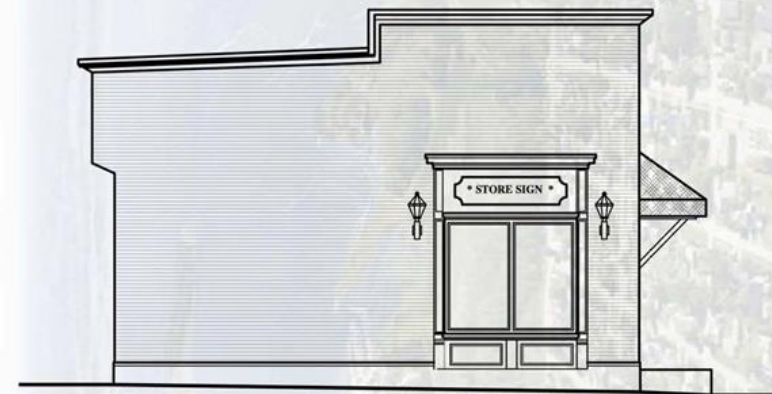
EXISTING STOREFRONT



PROPOSED STOREFRONT

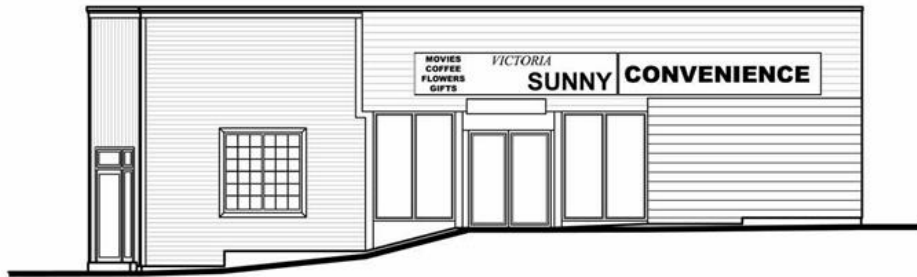


EXISTING STOREFRONT

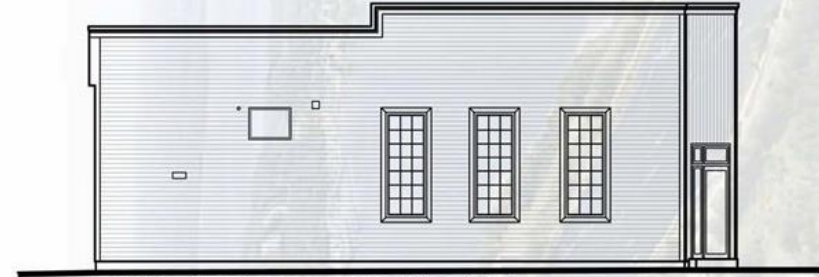


PROPOSED STOREFRONT

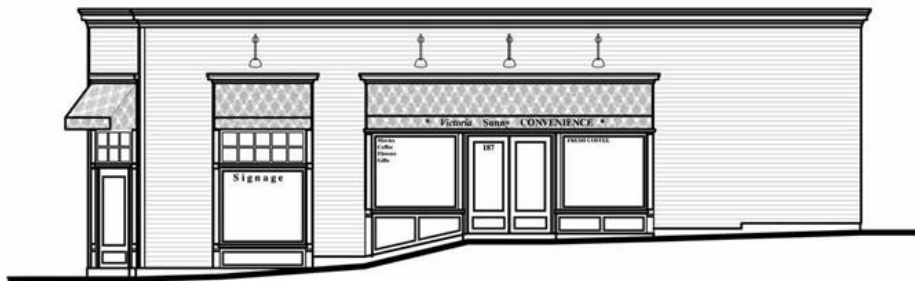
ACADE REDEVELOPMENT: EXAMPLE 2



EXISTING STOREFRONT - WEST ELEVATION



EXISTING STOREFRONT - NORTH ELEVATION



PROPOSED STOREFRONT - WEST ELEVATION



PROPOSED STOREFRONT - NORTH ELEVATION

COMPETITIVE PROCESS

- Requirements:
- Application minimum is \$500.00
- Made by the Owner or Tenant with authorization
- Application includes two detailed quotes outlining individual items plus a picture of the applicable façade and a drawing of the proposed façade or improvement