



CLEARVIEW

COMMUNITY IMPROVEMENT PLAN

WHY FAÇADE IMPROVEMENTS?



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- The first impression is very important to attract customers
- The physical heart of each community reflects on the whole of the community and Township, encouraging new residents and tourists
- Attractive facades and window displays give the impression of a more walkable streetscape and reduce vandalism and crime

FUNDING OPPORTUNITY



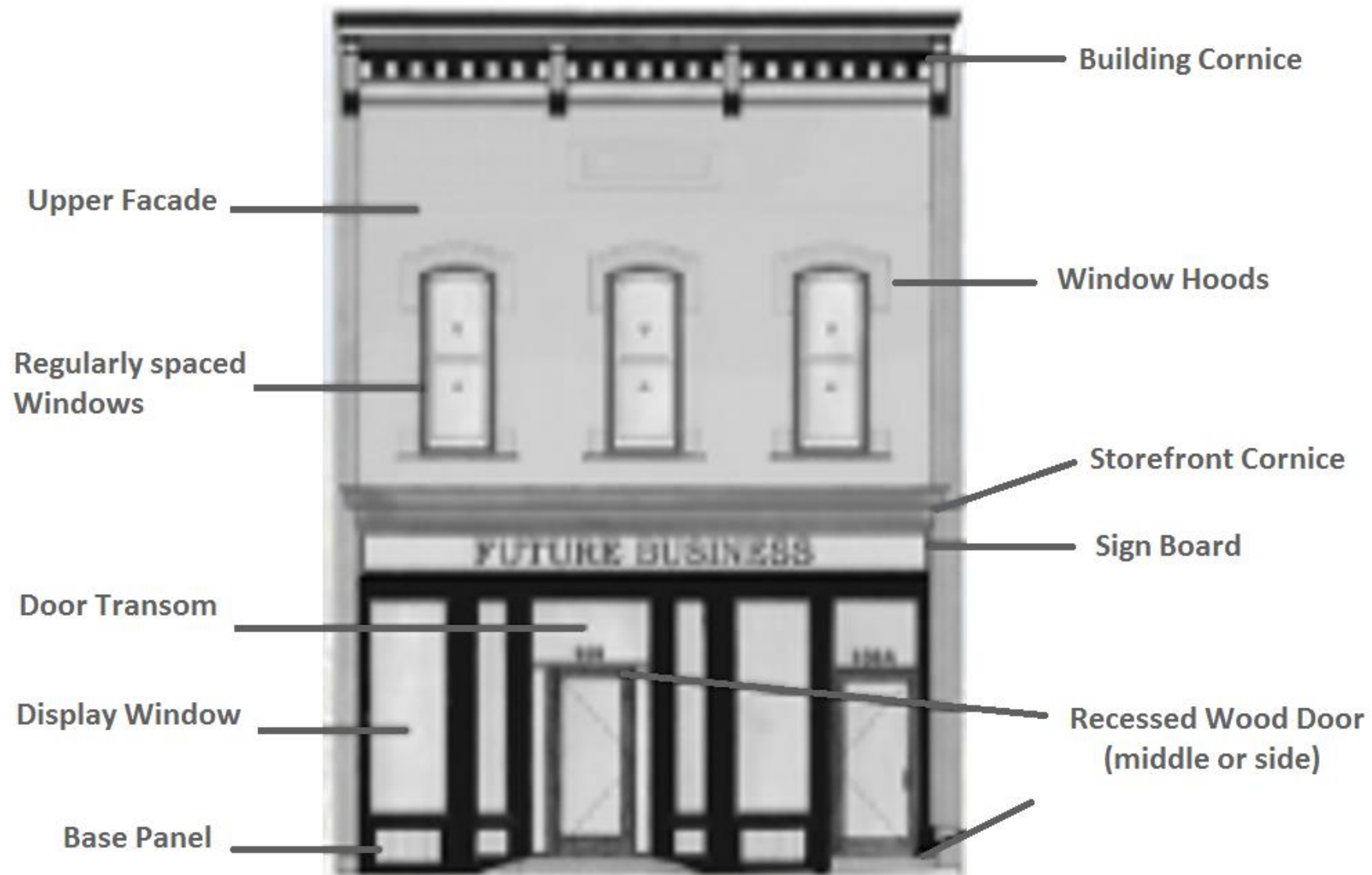
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- Applicants may receive up to \$5,000 for the front façade. (i.e. the applicant would receive a \$5,000 grant towards an improvement worth \$10,000)
- An additional \$2,500 dollars may be granted for a side or rear façade, for a maximum of \$7,500 for the entire building
- Bonus funding for front façade signage and associated lighting is up to 80% funding up to \$10,000 for an improvement worth \$12,000
- The Project is funded in part by the Ontario Ministry of Agriculture, Food and Rural Affairs and the County of Simcoe.

ELEMENTS OF A FACADE



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IMPROVING 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
- Avoid using solid doors
- Avoid excessive signage and clutter



BUILDING ON CLASSIC FEATURES



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- Note in this picture:
 - classic display windows
 - storefront cornices
 - classic shed awnings
 - sign band with raised letters
 - projecting signs – using the type of business (Café) is best or even a sign in the shape of the type of business ie a shoe for a shoe store
 - patio
 - planters



BUILDING ON CLASSIC FEATURES



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- Note in this picture:
 - classic shed awnings
 - Gooseneck lighting
 - Interesting window displays
 - Building cornice
 - Storefront cornice
 - Planters and hanging baskets



FAÇADE ELEMENTS BEING ENCOURAGED



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Raised letter signage and gooseneck lighting



Lighting should be used to accentuate prominent building features

FAÇADE ELEMENTS BEING ENCOURAGED



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Classic shed awning with signage



Subtle window lettering
with storefront display

FAÇADE ELEMENTS BEING DISCOURAGED



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Back lit signage is not funded. Avoid large, gaudy coloured window stickers



Lighting should be used to accentuate building features. The following example should be avoided

FAÇADE ELEMENTS BEING DISCOURAGED



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Convex / curved / domed awnings are not funded



Avoid cluttered advertising on windows

TYPES OF SIGNAGE BEING ENCOURAGED



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Raised Letter Sign &
Gooseneck Lighting



Window Lettering &
Gooseneck Lighting

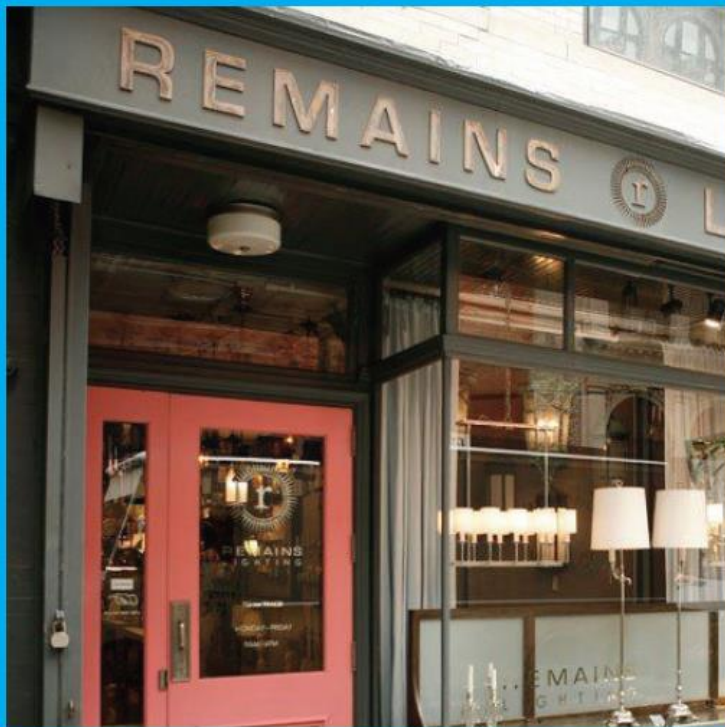


Awning Signage &
Gooseneck Lighting

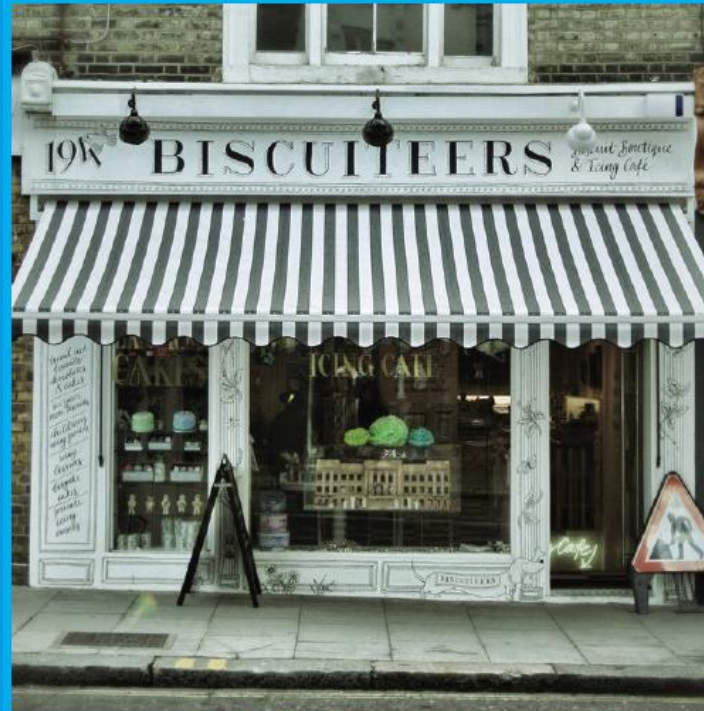
TYPES OF SIGNAGE BEING ENCOURAGED



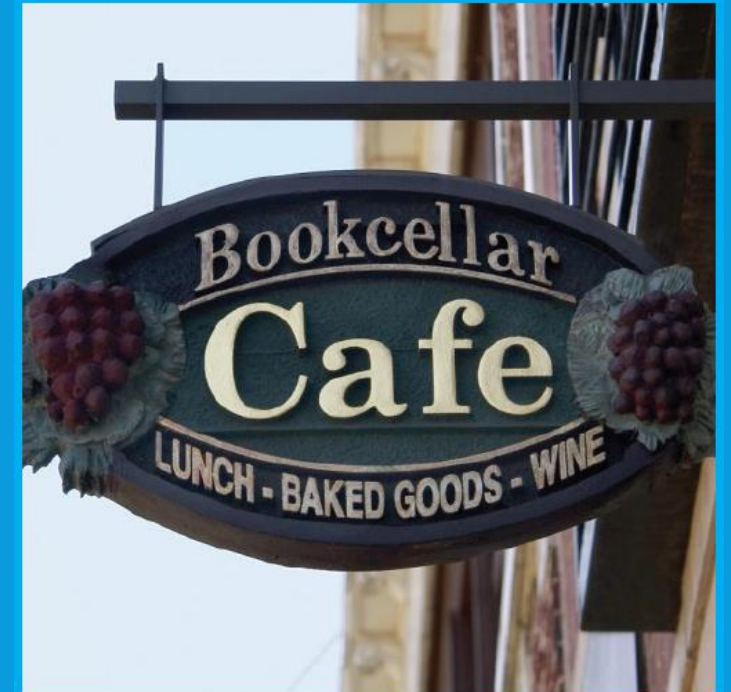
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Individual Raised Letter Sign
& Window Lettering



Gooseneck Lighting
with Awning



Projected Sign with
Raised Lettering

OTHER ACCEPTABLE SIGNAGE AND LIGHTING



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Lighting behind solid individual letters



Tube lighting

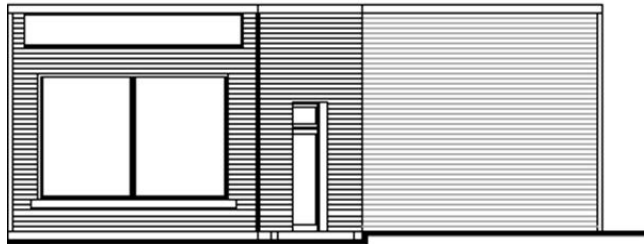
INSPIRATIONAL DRAWINGS: OASIS CONVENIENCE



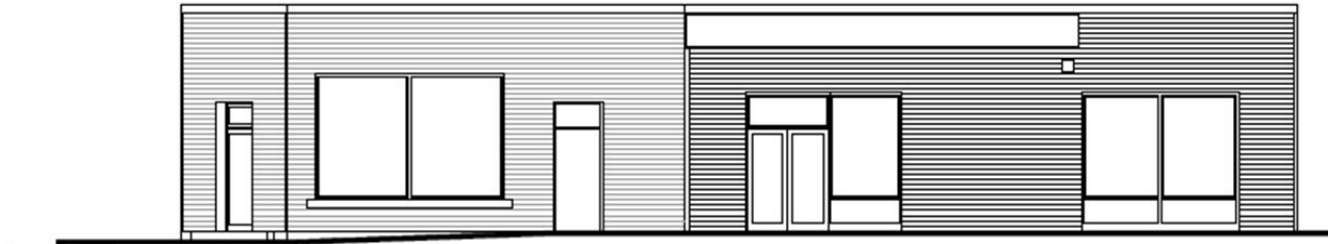
PHOTOGRAPH - NORTH FACADE



PHOTOGRAPH - WEST FACADE



EXISTING NORTH FACADE



EXISTING WEST FACADE





PHOTOGRAPH of FACADE - HOME HARDWARE

INSPIRATIONAL DRAWINGS: HOME HARDWARE





PHOTOGRAPH of FACADE - STEDMANS

INSPIRATIONAL DRAWINGS: STEDMANS



FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT



PROPOSED STOREFRONT

FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT



PROPOSED STOREFRONT

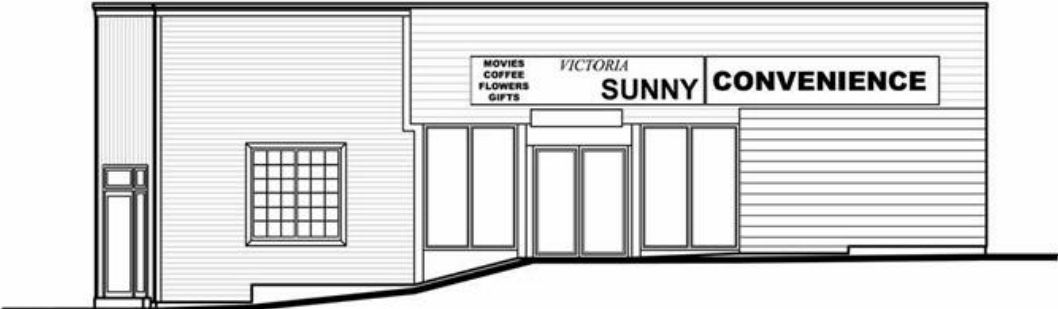


EXISTING STOREFRONT

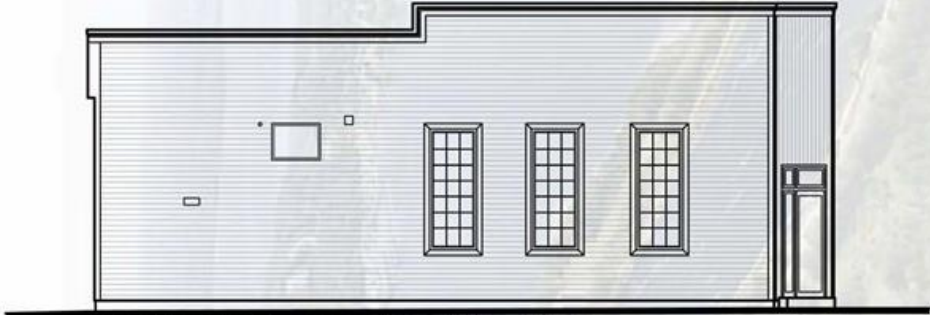


PROPOSED STOREFRONT

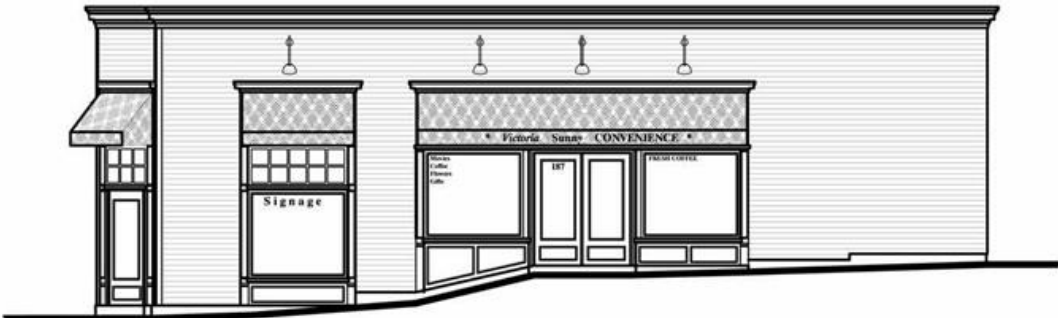
FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT - WEST ELEVATION



EXISTING STOREFRONT - NORTH ELEVATION

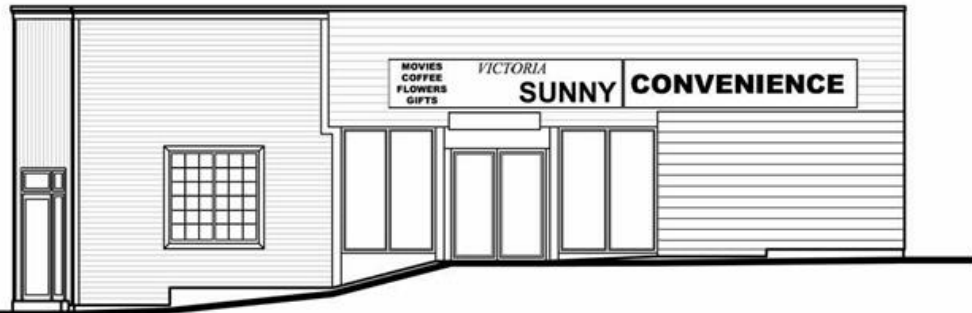


PROPOSED STOREFRONT - WEST ELEVATION

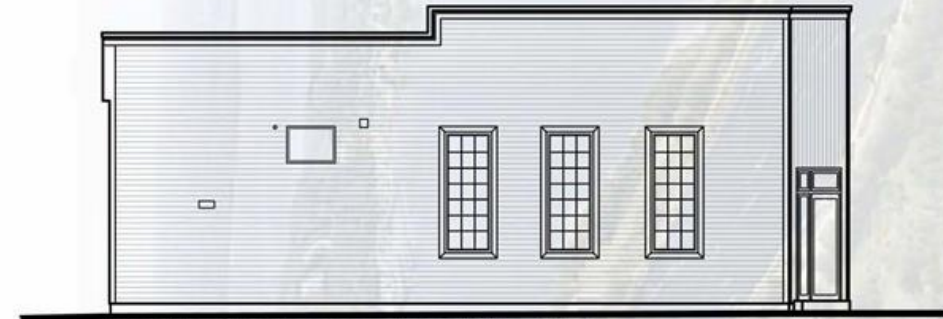


PROPOSED STOREFRONT - NORTH ELEVATION

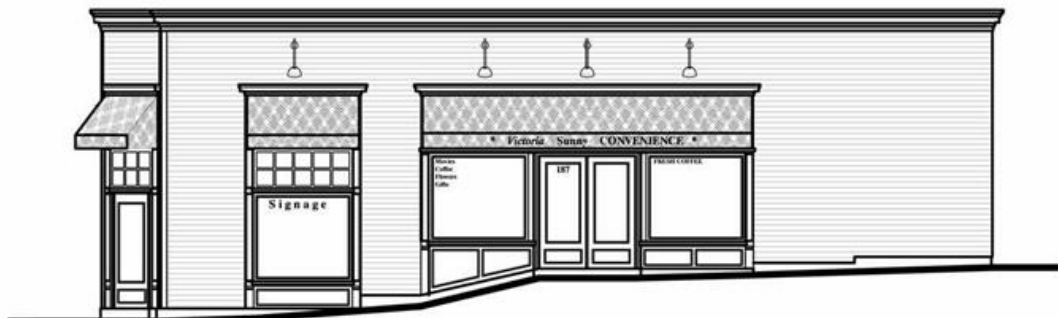
FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT - WEST ELEVATION



EXISTING STOREFRONT - NORTH ELEVATION



PROPOSED STOREFRONT - WEST ELEVATION



PROPOSED STOREFRONT - NORTH ELEVATION

FURTHER INSPIRATION: TAY TOWNSHIP CIP

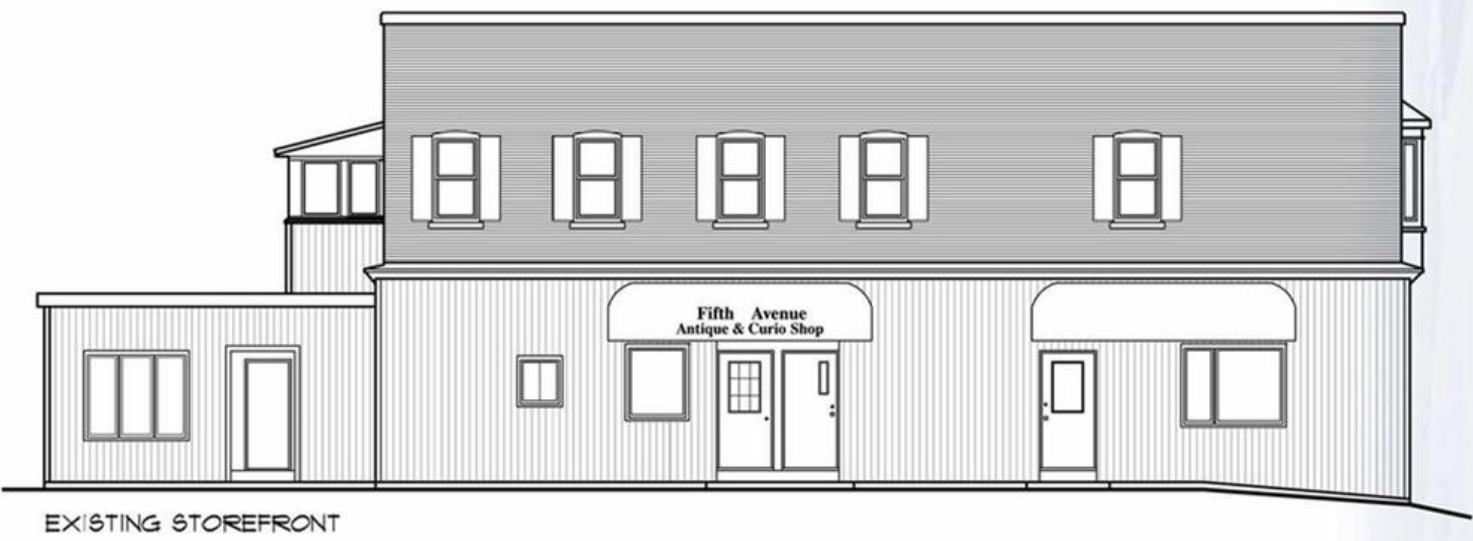


EXISTING STOREFRONT



PROPOSED STOREFRONT

FURTHER INSPIRATION: TAY TOWNSHIP CIP



APPLICATION



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- The application minimum is \$500.00
- Applications must include two detailed quotes for each item of work – i.e. two quotes for a sign, two quotes for an awning, two quotes for lighting, etc.
- Ensure each façade item is individually quoted as not all work may be approved

CONTACT AND FURTHER INFORMATION



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- For further information contact Amy Cann, Director of Planning & Building at:
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