



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



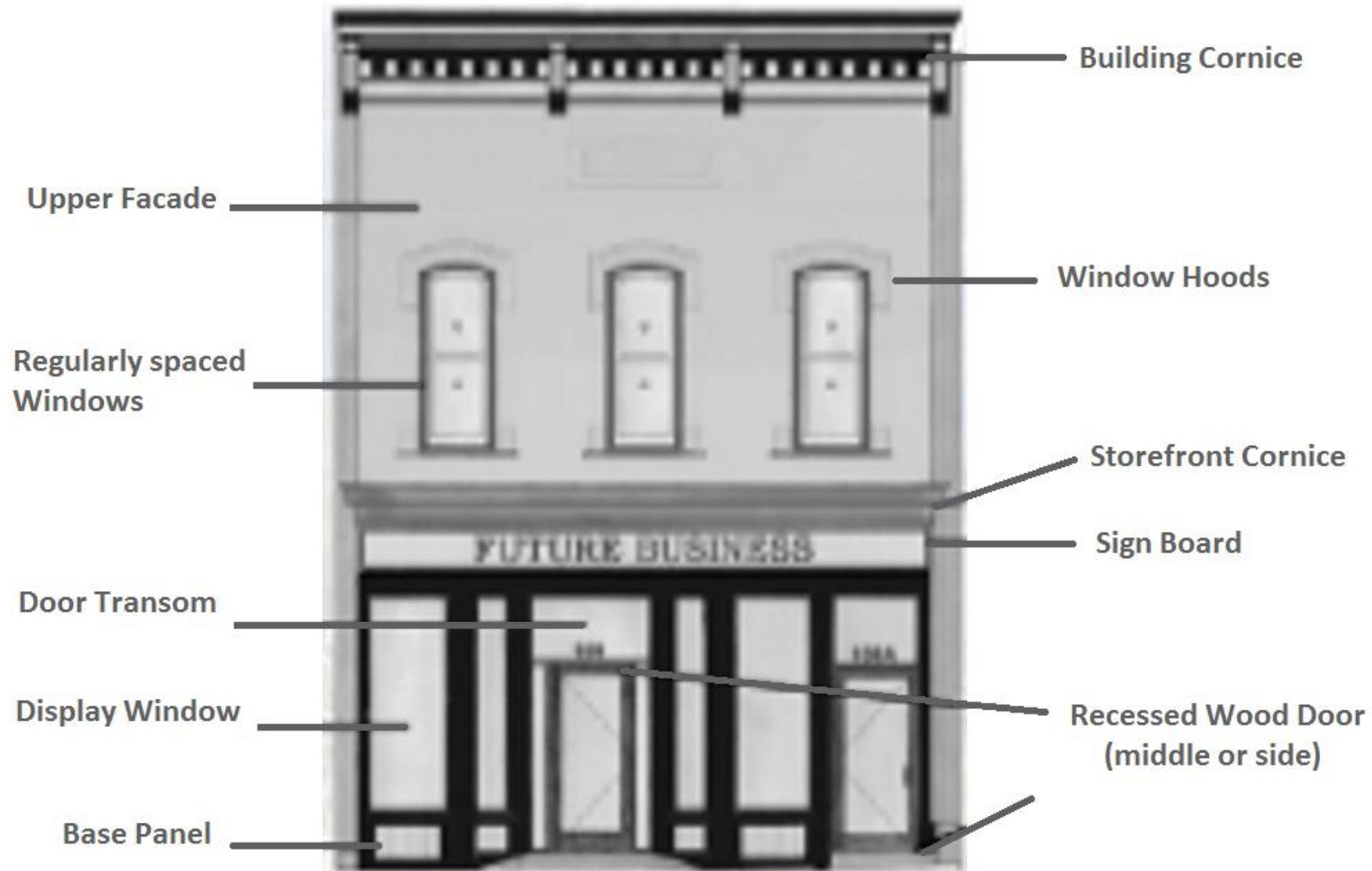
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- Applicants may receive up to \$5,000 for the front façade. (i.e. the applicant would receive a \$5,000 grant towards an improvement worth \$10,000)
- An additional \$2,500 dollars may be granted for a side or rear façade, for a maximum of \$7,500 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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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

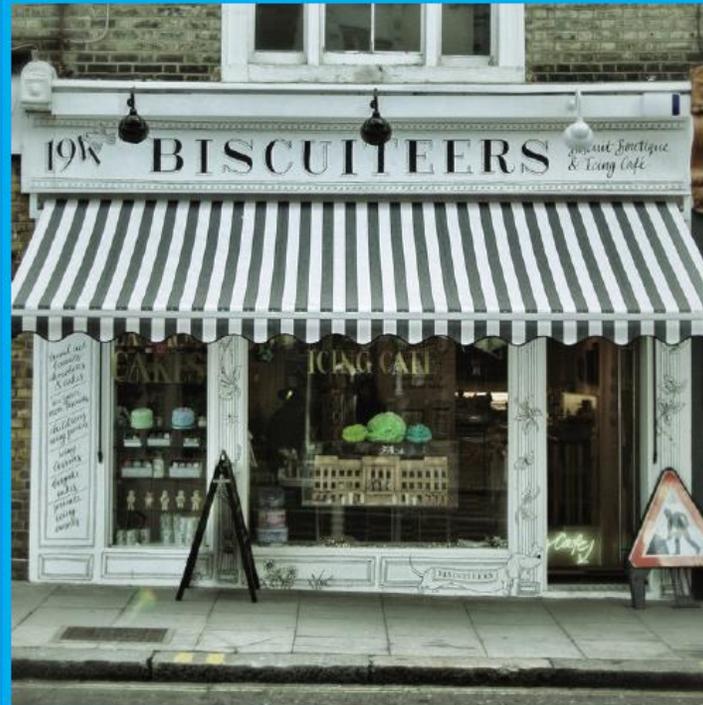
# TYPES OF SIGNAGE BEING ENCOURAGED



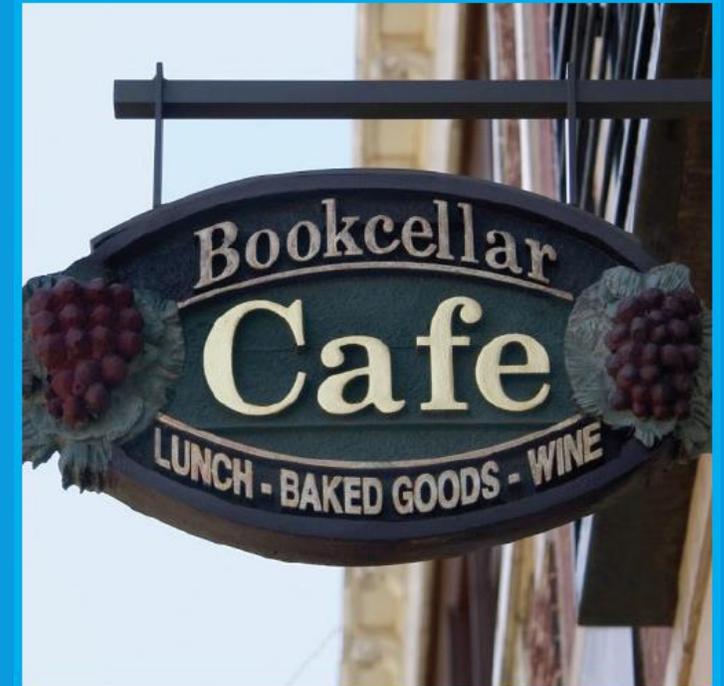
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Individual Raised Letter Sign  
& Window Lettering



Gooseneck Lighting  
with Awning



Projected Sign with  
Riased Lettering

# OTHER ACCEPTABLE SIGNAGE AND LIGHTING



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Lighting behind solid individual letters



Tube lighting

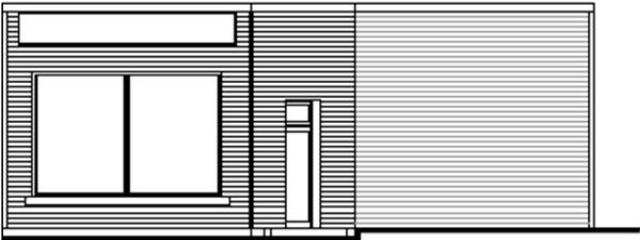
# INSPIRATIONAL DRAWINGS: OASIS CONVENIENCE



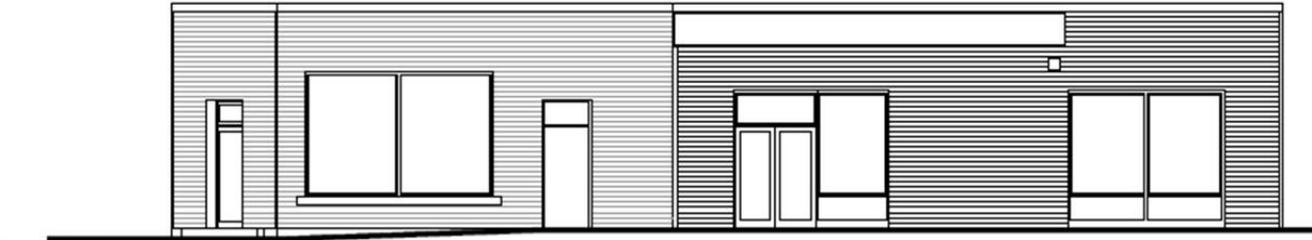
PHOTOGRAPH - NORTH FACADE



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

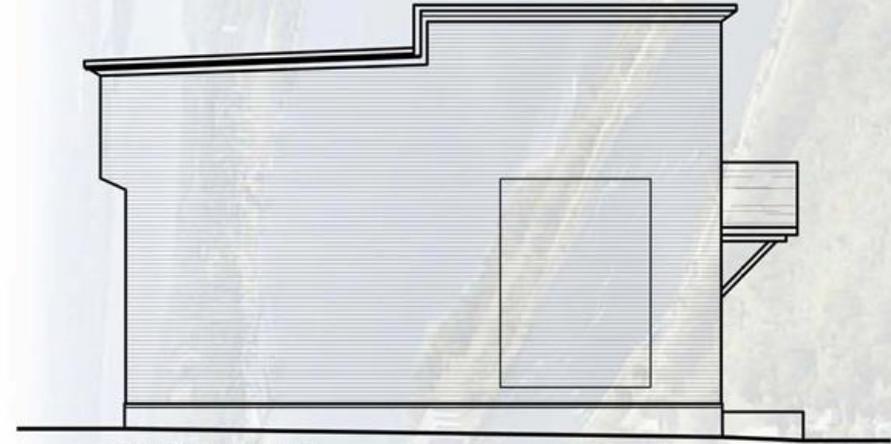


PROPOSED STOREFRONT

# FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT



EXISTING STOREFRONT



PROPOSED STOREFRONT

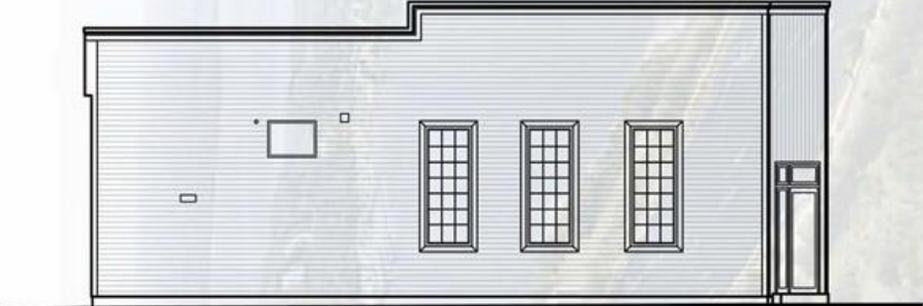


PROPOSED STOREFRONT

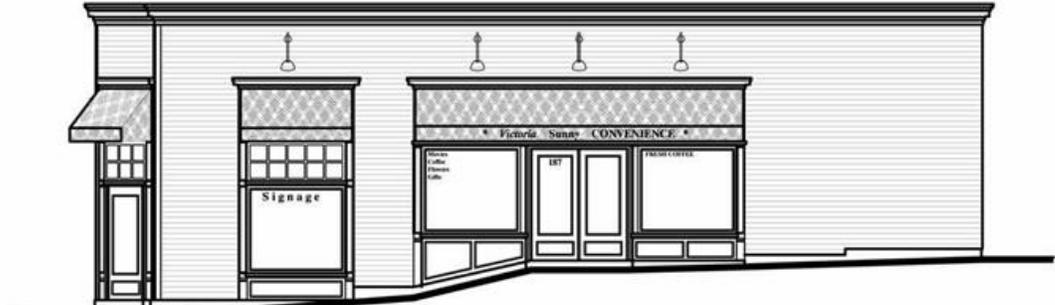
# FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT - WEST ELEVATION



EXISTING STOREFRONT - NORTH ELEVATION

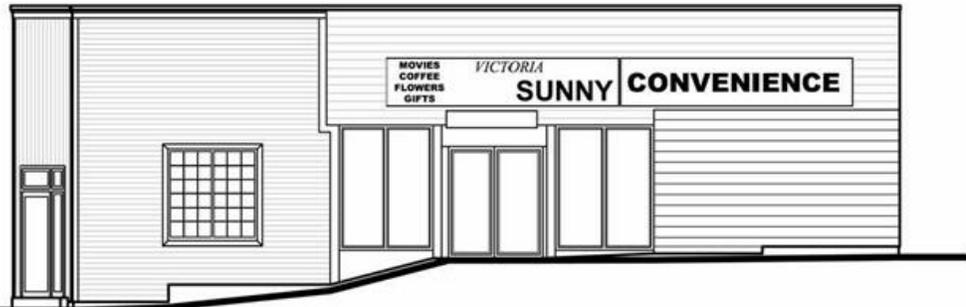


PROPOSED STOREFRONT - WEST ELEVATION

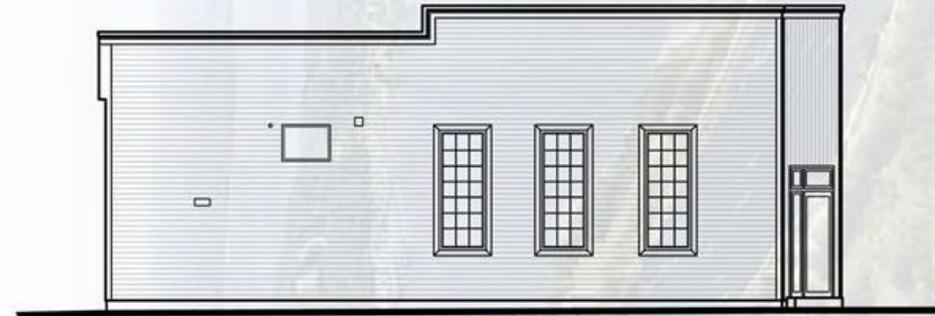


PROPOSED STOREFRONT - NORTH ELEVATION

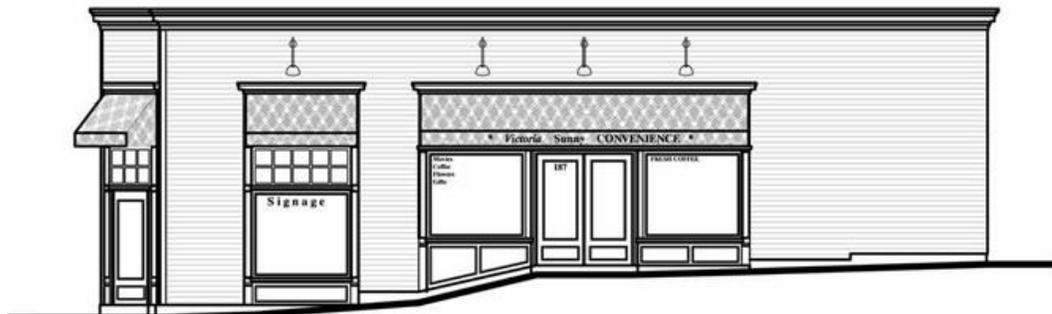
# FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT - WEST ELEVATION



EXISTING STOREFRONT - NORTH ELEVATION



PROPOSED STOREFRONT - WEST ELEVATION



PROPOSED STOREFRONT - NORTH ELEVATION

# FURTHER INSPIRATION: TAY TOWNSHIP CIP

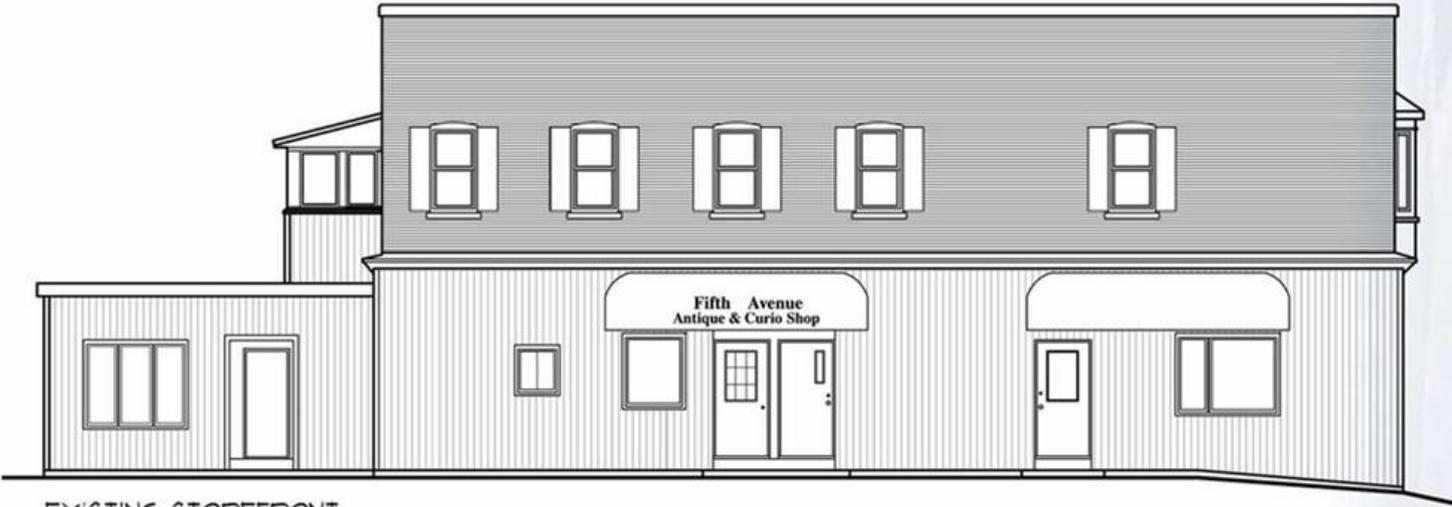


EXISTING STOREFRONT



PROPOSED STOREFRONT

# FURTHER INSPIRATION: TAY TOWNSHIP CIP



EXISTING STOREFRONT



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PROPOSED STOREFRONT



PROPOSED STOREFRONT

# 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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