

TOWN OF PARRY SOUND

FACADE IMPROVEMENT PROGRAM

Introduction

The Town of Parry Sound's vision is "to be the world-renowned jewel of the 30,000 Islands on Georgian Bay." One of Council's key 10-20 year Strategic Directions is that:

Parry Sound will achieve a progressive and diverse economy, excelling in the role of being the economic hub of Georgian Bay. Economic development will flow from the creation and retention of forward-thinking, partnering businesses and business related agencies, charting sound development throughout the Town of Parry Sound while emphasizing diversity, identity, and opportunity.

With this in mind, the Town of Parry Sound is pleased to present the Facade Improvement Program.

Background

In 1984, a community group was established with a mandate of identifying and examining issues that impact the Town's viability. Issues included:

- the Town as an area shopping centre central to Georgian Bay
- the terrain
- the waterfront and waterfront development
- highway access
- historic buildings

This exercise became known as the *Parry Sound CAUSE Report*. This report made recommendations related to the above issues. Many of the recommendations include reference to linkages from the commercial areas to the waterfront. In addition, reference is also made to the importance and the potential of the Seguin River and frontage along the river. With this in mind, the theme for the Facade Improvement Program is Marine Heritage.

The waterfront also had a significant role in the Town's heritage as identified in the *CAUSE Report*.

Although the *CAUSE Report* is not a Revitalization Plan, it does identify key fundamentals for area improvements.

Downtown Revitalization Plan

There is a need for a Downtown Revitalization Plan. Such a program identifies key strategies and recommendations for the overall improvement of the downtown. Key revitalization strategies include:

- Managing Your Downtown
- Encouraging Economic Development
- Addressing Social Issues
- Marketing Your Downtown
- Guiding Image & Design

The Facade Improvement program is but one of the key strategies of the overall Downtown Revitalization Plan as it relates to the “Guiding Image & Design” strategy. The Facade Improvement program will be part of the Downtown Revitalization Plan, once completed.

The Downtown Business Association must take the lead on the Revitalization Plan, working in partnership with the Town of Parry Sound to ensure that the Plan does not contravene the Official Plan, Zoning By-law and other by-laws and municipal regulations.

Facade Improvement Program Purpose

To encourage business owners/tenants to improve their facades, including outdoor signage, outdoor lighting, landscaping and the installation of historic interpretive plaques on the front of their stores, where applicable.

Objectives:

The objectives of the Facade Improvement Program are as follows:

1. To create an attractive image of the Town that reflects the marine heritage theme and character of the Town.
2. To encourage consistency in urban design and signage while recognizing the importance of creativity and diversity.
3. To reinforce the commercial core as the main service centre for the Town.
4. To create connections or linkages between the south end, downtown, waterfront and north end commercial areas.

5. To create attractive entrances to the commercial areas: north, south, William Street entrances and the waterfront access.

Marine Heritage Theme

In keeping with the marine heritage theme, the color pallet for the Facade Improvement Program will be from the Group of Seven Colour Collection, in appreciation of their works depicting the Georgian Bay landscape, linking the waterfront theme with the commercial areas. Facades, lamp hardware and signs must incorporate colors from this collection.

Historic Plaques on Buildings

In appreciation and recognition of the many historic buildings, the Facade Improvement Program also includes historic plaques which may be mounted on the storefronts. The Historic Plaque improvements are not limited to historically designated buildings only, rather, are available to any building with historic significance.