



PARRY SOUND DOWNTOWN BEAUTIFICATION PLAN

- **10 Recommendations from the Beautification Committee**
- June 2018

What is our goal?

CREATE AN ATMOSPHERE THAT ATTRACTS MORE PEOPLE TO THE DOWNTOWN TO WALK AND EXPLORE THE SHOPS.

The goals and recommendations outlined in this report - 'Parry Sound Downtown Beautification' - will create an atmosphere that attracts people, builds pride and connection for residents and visitors, downtown property owners and business tenants alike.

Where did this come from?

- In 2016, the Town of Parry Sound and the Downtown Business Association adopted the Downtown Parry Sound 'Downtown Parry Sound Sustainability Report and Recommendations'. The report developed a comprehensive strategy as to how we, as a community, can ensure the long-term viability of the downtown.
- The 'Main Streets' program is a practiced downtown revitalization program that notes 'the downtown district is a reflection of community image, pride, prosperity, and level of investment – critical factors in business retention and recruitment.'

What is the point in doing this?

- "People are attracted to nice looking things"
- "Beauty makes you look successful and your appearance will become a reality"

How do we achieve and maintain it?

- A **high standard of care** is important to maintain the cleanliness of the downtown and the beauty of the new features proposed.
- The DBA and The Town of Parry Sound will work together to be sure that staff assigned to maintaining the downtown core understand the goals of the Beautification Plan and work to maintain a **high level of cleanliness**.
- The DBA and the Town of Parry Sound have adopted a Memorandum of Understanding (MOU) that outlines **this standard of care** and assigns responsibility for specific tasks.
- Members of the Beautification Committee will reach out to the business owners personally to explain what that plan is trying to achieve and encourage them to take advantage of the funding available. Ensure they are aware that the facade improvement grant program extends to signage and that money is being allotted to help business owners make upgrades.

Interesting facts:

- "If you don't hang out in your own downtown, neither will visitors. Visitors go where residents go. If that's somewhere besides downtown, that's where visitors will go as well."

References

The text that appears in quotes throughout this document is taken directly from a handout by Roger Brooks International, Destination Development Association, "The 20 Ingredients of an Outstanding Downtown". Ideas from that handout were used to create this document.



1. Landscaping

- Create intimate surroundings and slow people down.
- Continue the hanging basket program in partnership with The Town of Parry Sound.
- A landscaping plan has been approved and invested in by The Town of Parry Sound and the DBA to add permanent planters around every existing tree to promote tree growth and add greenery. They will be planted with hearty grasses.
- Pages 8-23 show the master plan for the downtown landscaping project.

2. Invest heavily in store front beautification

- “The most important element of curb appeal is the softening of the transition of building facades and the sidewalk...”
- “Besides word of mouth, shoppers typically have only curb appeal to help determine whether or not a shop is worth visiting. Curb appeal can account for 70% of new visitor sales at restaurants, retail shops, and hotels and lodging.”
- The DBA will offer store owners planters to assist in creating curb appeal.
- Continue the facade improvement program and have the beautification committee advise or assume the role of reviewing applications.



3. Signage

- Phase out metal signs that project over the sidewalk and clutter the sightlines by March 31, 2020.
- No grandfathering of large overhanging metal signage
- Add clauses to the new by-law that only allow awnings and smaller blade signs.
- Typical guidelines for blade signs: no lower than 7', no higher than 9', no wider than 30". Keep them consistent in height and width so we don't create sign clutter.
- Include clauses in the signage by-law that outline the quality of sidewalk signs. Signs to be constructed of wood with chalkboards where information will be changed regularly.
- Include in the Town by-laws a standard of care for signage. I.e.: if paint or finish is 20% missing from a sign it must be repaired or replaced.
- Members of the Beautification Committee will be available for consultation during the design phase of any new signs and involved with the approval process to make recommendations that are consistent with the Beautification Plan.



4. Banners

- Maintain a small stock of banners so that ripped or faded ones can be replaced promptly.
- Expand on the existing banners by adding a 4th, Spring banner to the mix.
- Continue and expand the Veteran's banner program.



5. Sidewalk cafes and intimate surroundings

- Add provisions in the by-law to encourage and allow for extension the sidewalk out and around parking spaces for food and beverage establishments so they can create seating areas outside.
- Add parkettes at areas of the downtown that have “dead” space.
- See page 21 & 22 for parkettes at the James St. Parking lot planned for summer 2018.



6. Paint utility boxes

- A call for proposals could be put out to the talented artist community to paint the utility boxes located in the downtown.
- Artists would be encouraged to use the Group of Seven, Parry Sound’s logging history or local vegetation as inspiration.

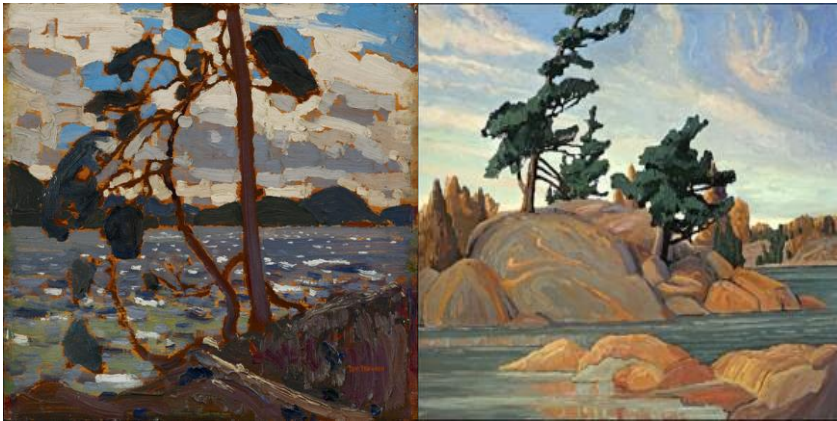


7. Street furniture

- Continue the use of the existing black benches and garbage receptacles.
- When street furniture such as benches, garbage receptacles, butt stations etc. are replaced they should be black to maintain a consistent look and not stand out.
- Discontinue the use of the black planters as the landscape plan, parkettes, hanging baskets and facade flowers should be enough to beautify the street.
- Purchase new butt stations and place them throughout the downtown.

8. Vacant Shops

- The Beautification Committee will approach owners with vacant store fronts and suggest simple ideas on how to make the building look more attractive until a new tenant is found.
- Placing inexpensive banner signage such as “Imagine your Bakery here!” or “Imagine your Music Store here!” is one such suggestion.

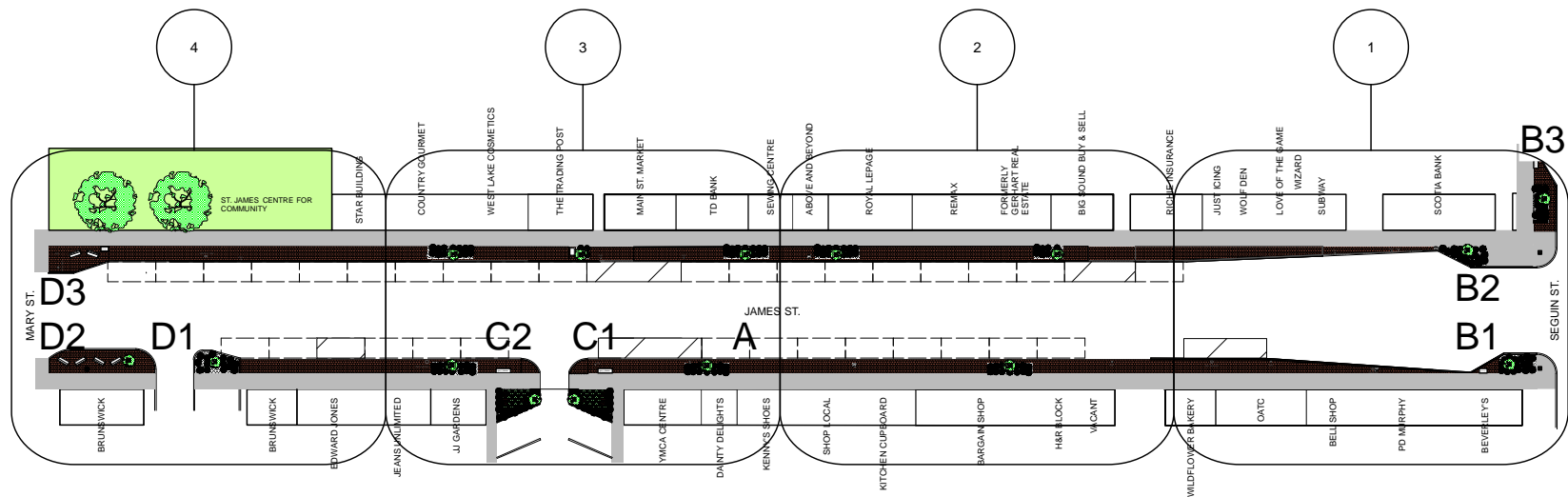


9. Group of Seven colours

- Group of Seven colours should be used to inform the colour palette for signage and facades.
- Themes of rocks, water and wind swept pines should be incorporated whenever possible.

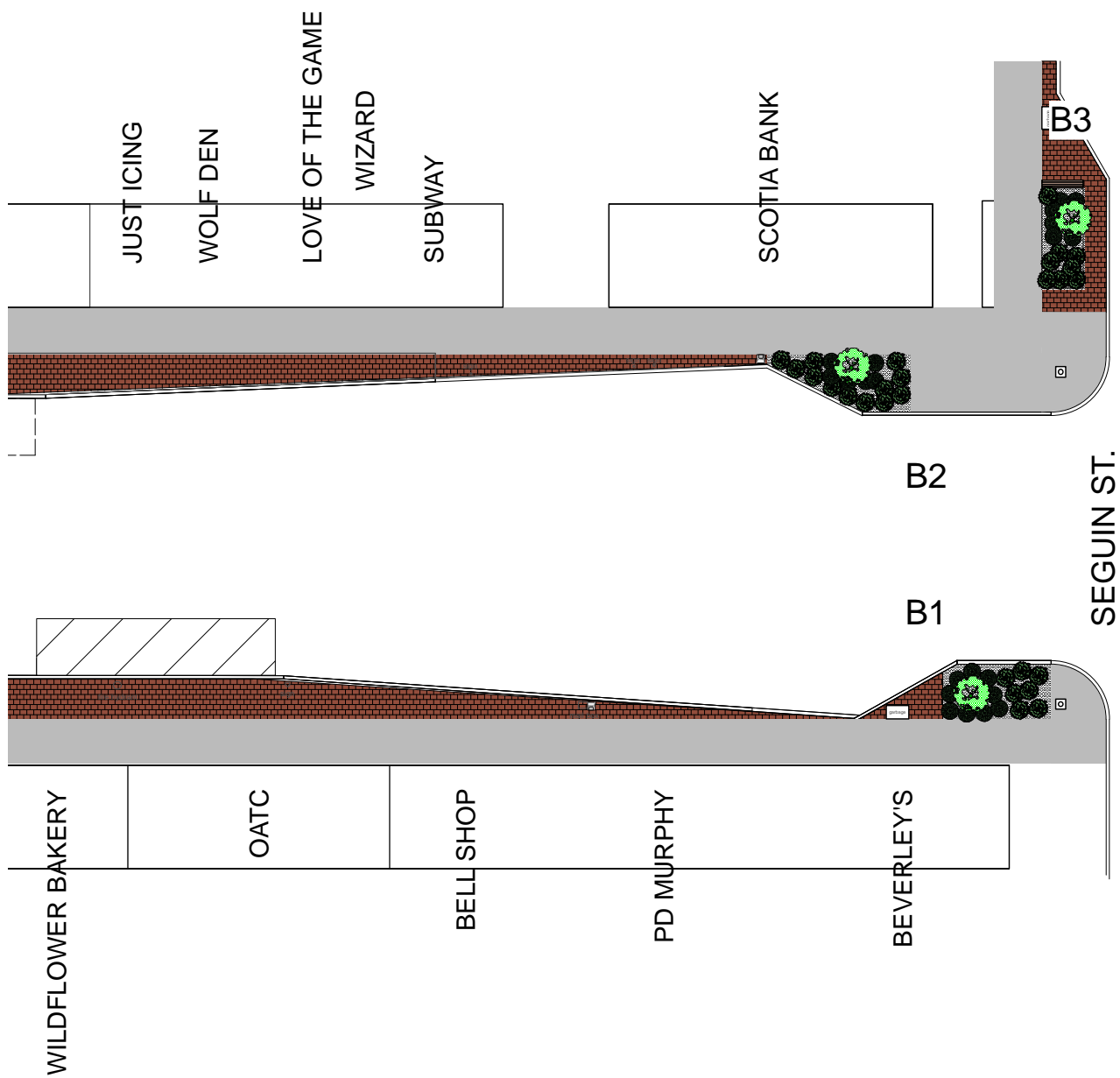
10. Design Consultation

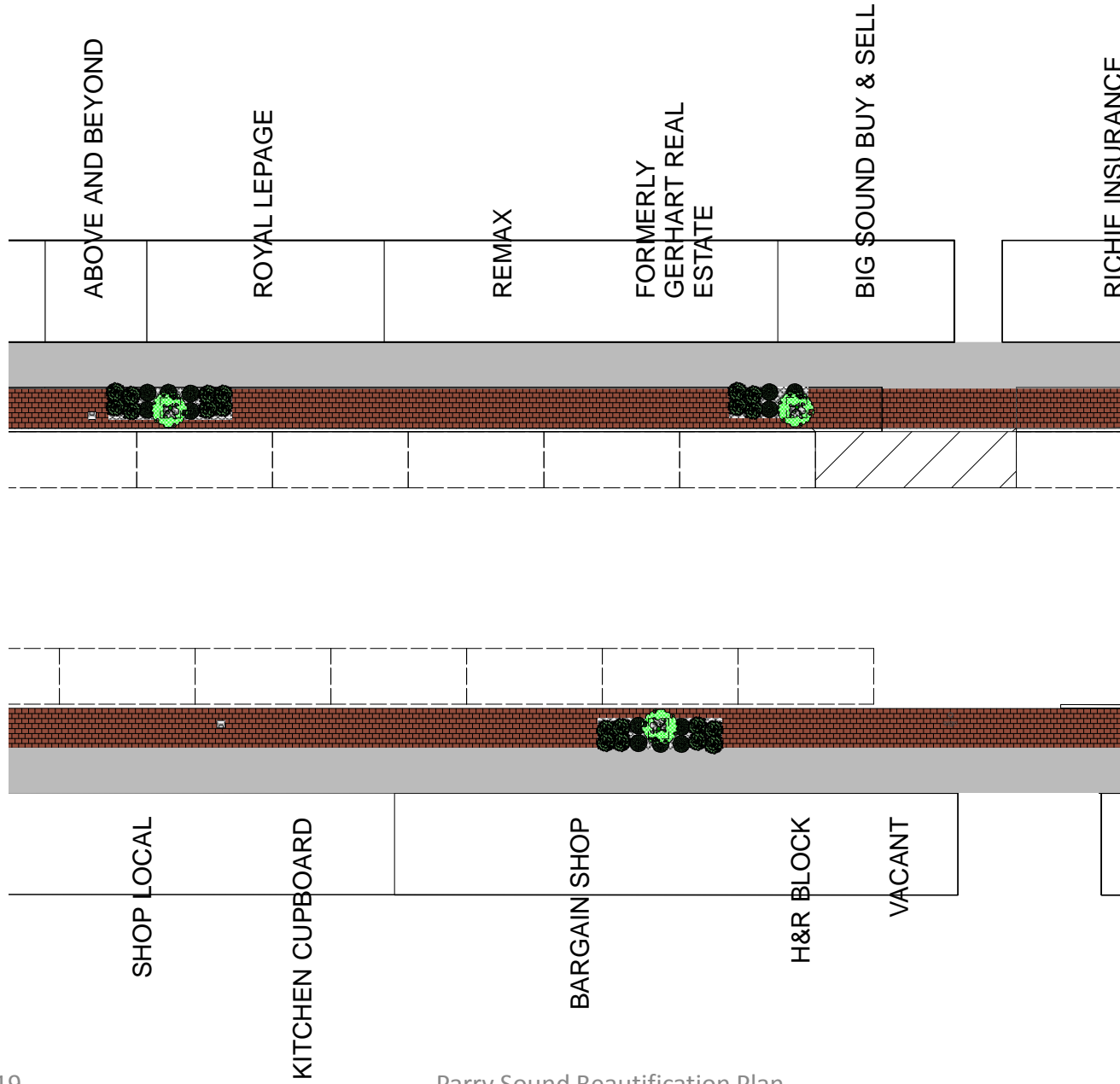
- For a two year period, members of the beautification Committee; consisting of an Architect, an Interior Designer and a Contractor, will commit to providing design advice to DBA members for facade and signage improvements.
- Consultations would take place once a month following the Beautification Committee Meeting.
- The goal is to help DBA members who might not know where to start!
- Small improvements can have a BIG impact.

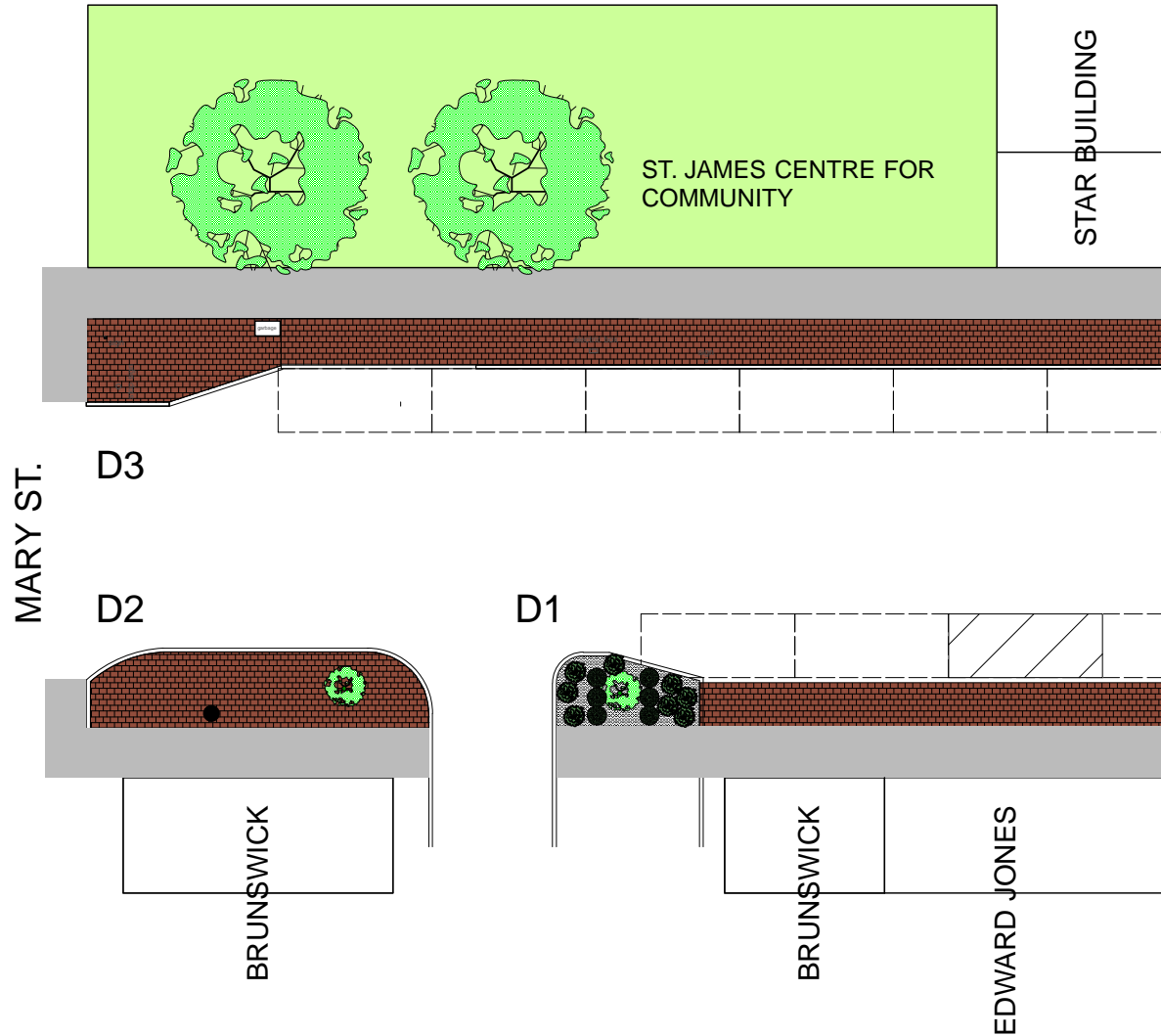


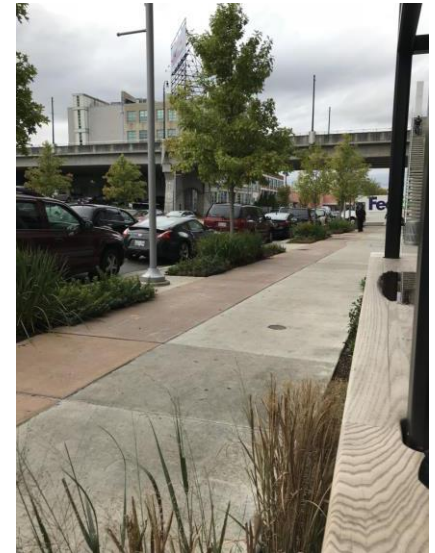
OVERALL STREET PLAN

JAMES ST.
PARRY SOUND



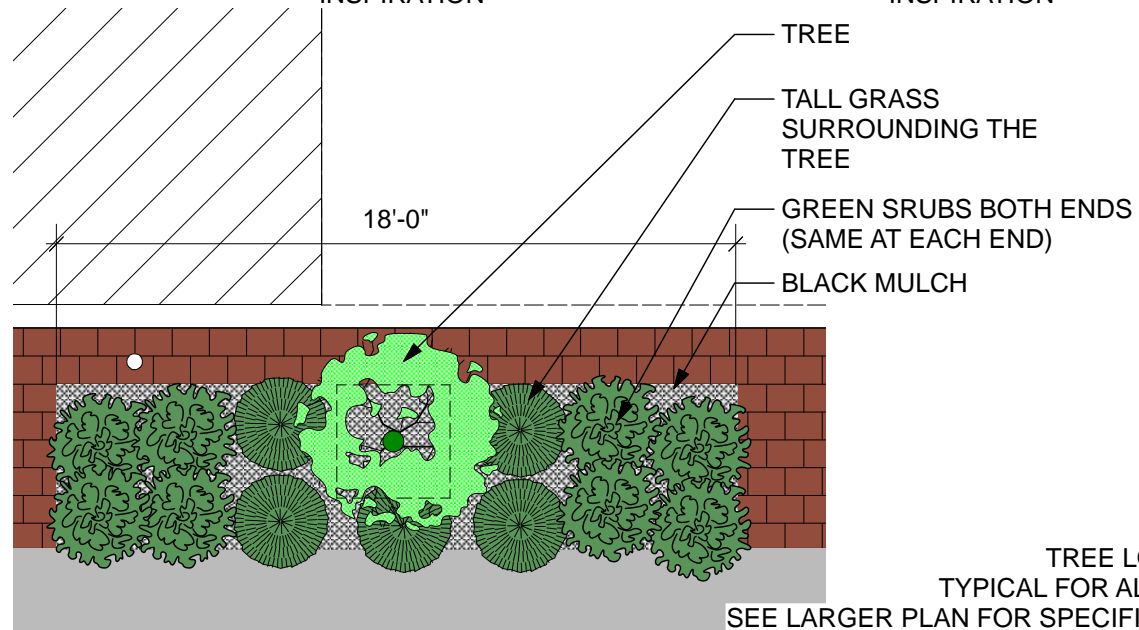


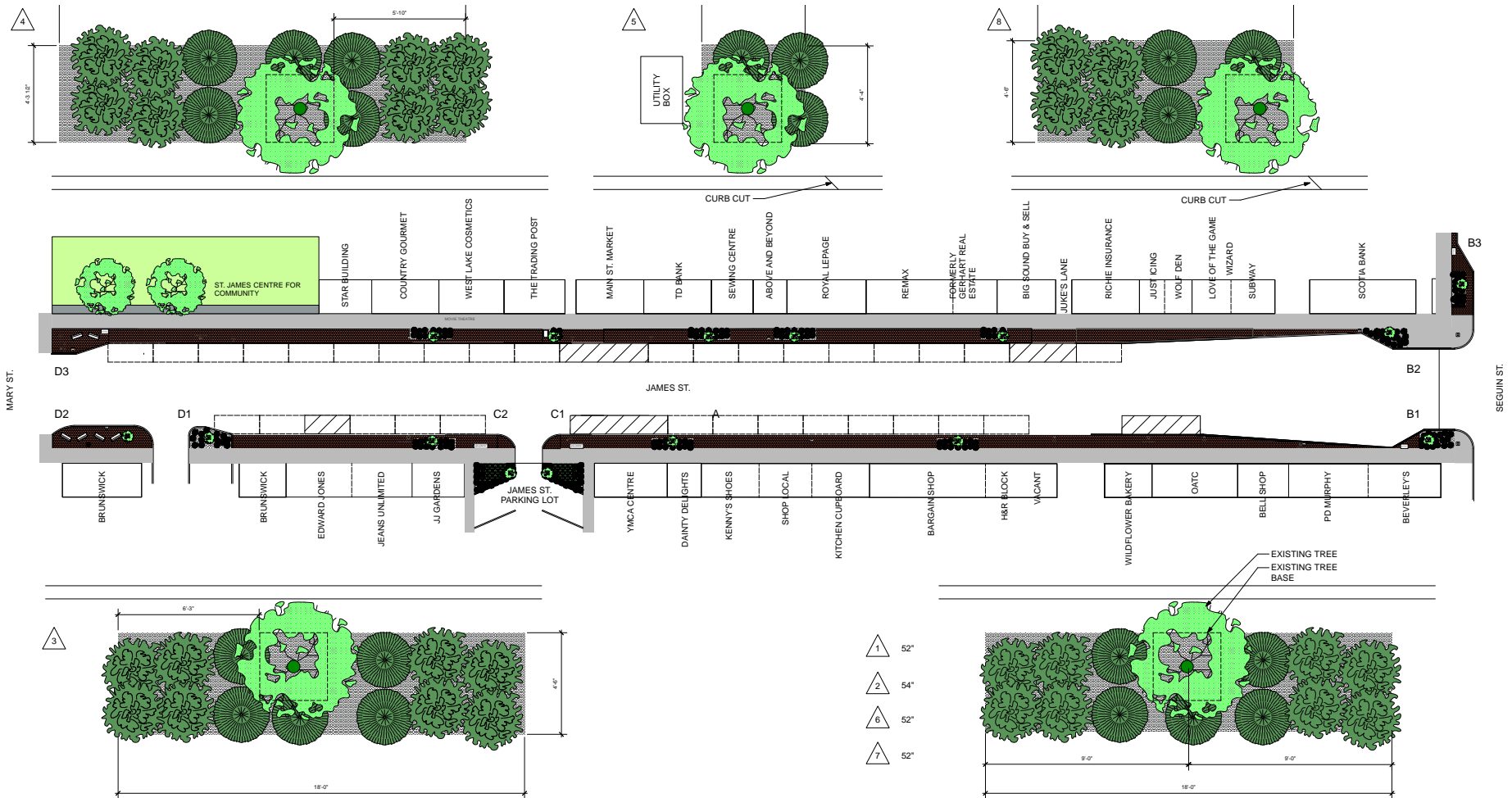




INSPIRATION

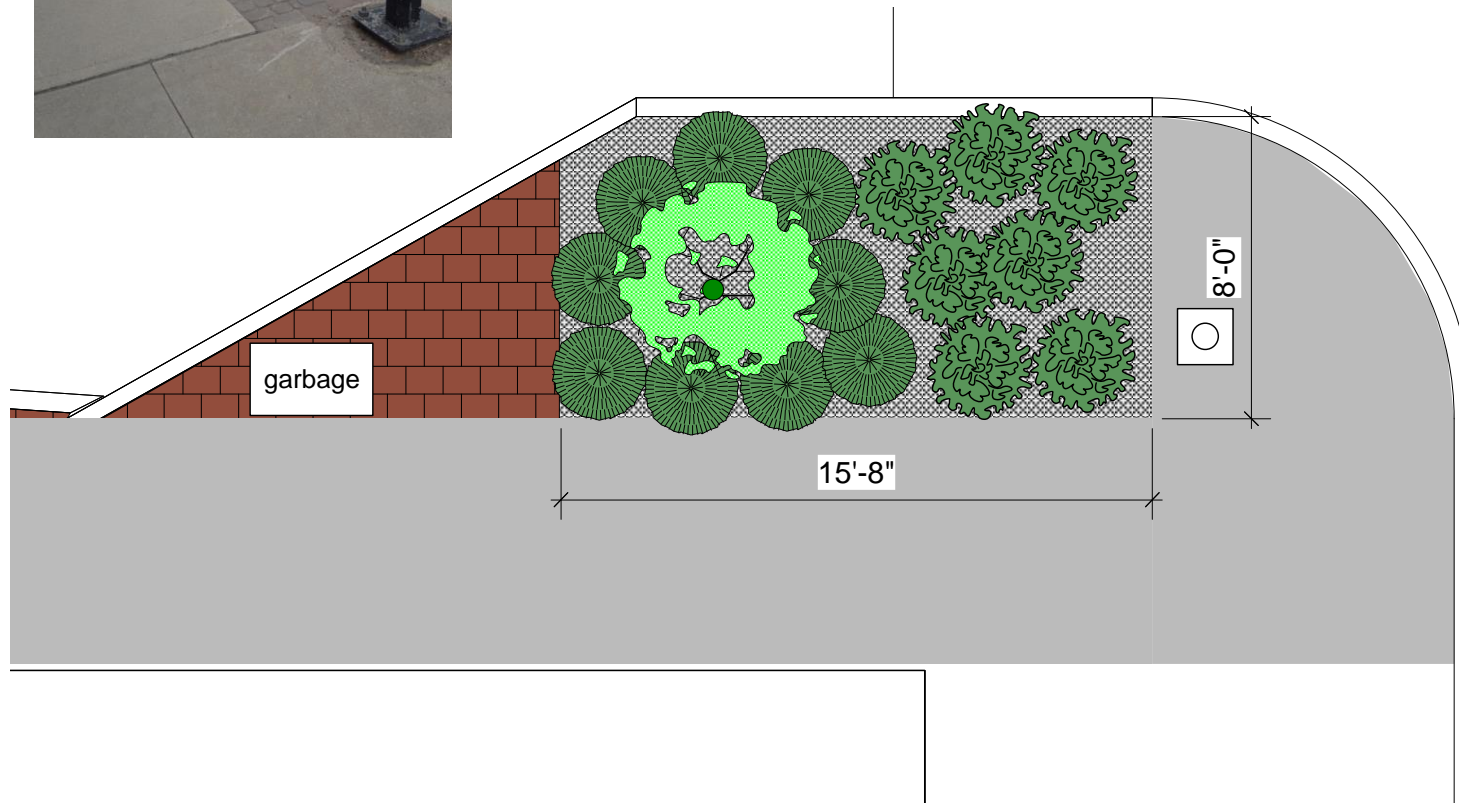
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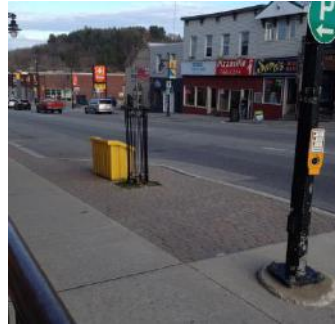




INSPIRATION



B1
BEVERLEYS

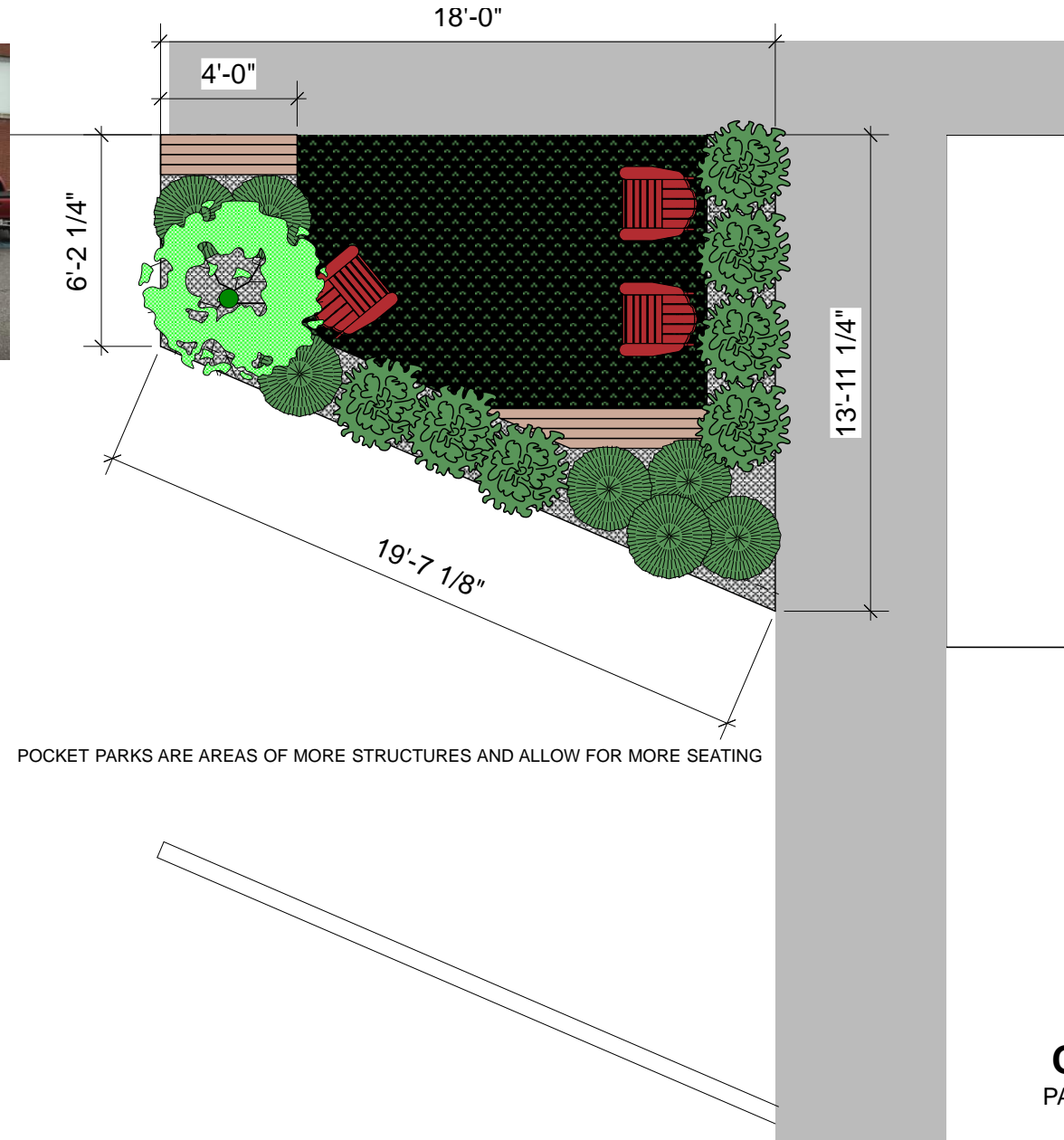


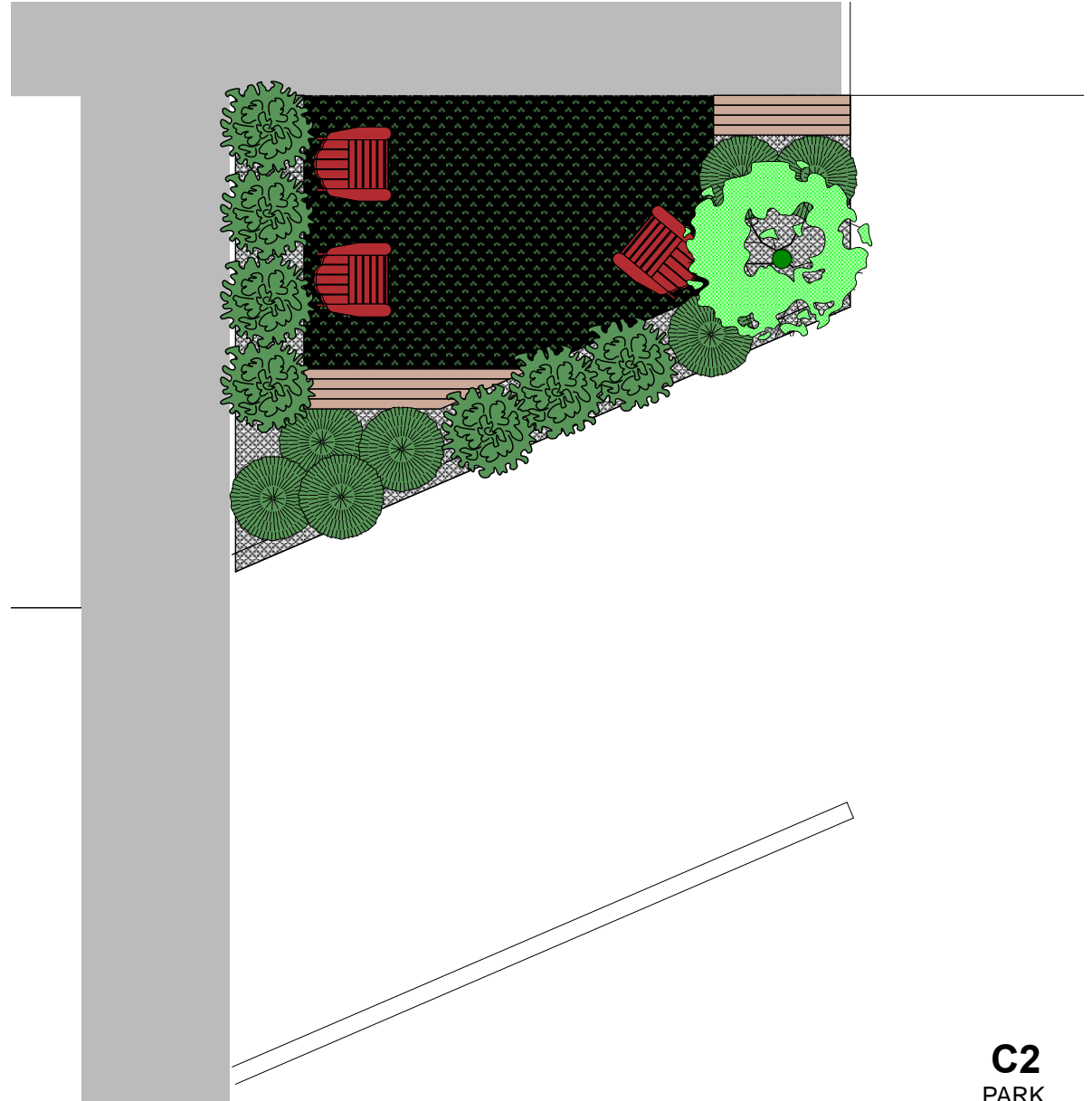
INSPIRATION



B3

B2
SCOTIA BANK

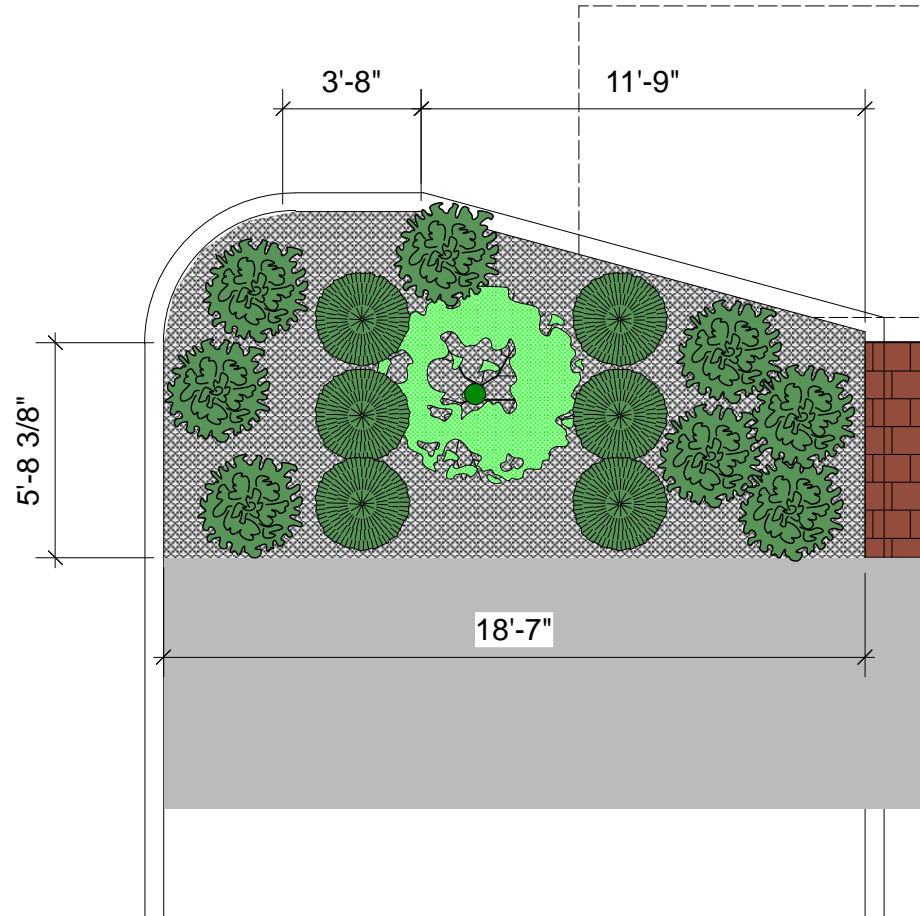
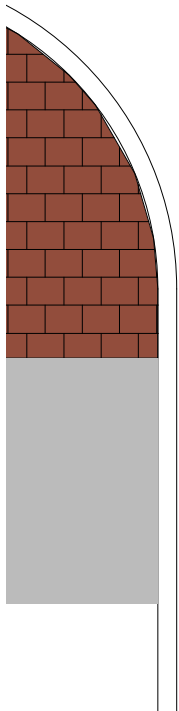




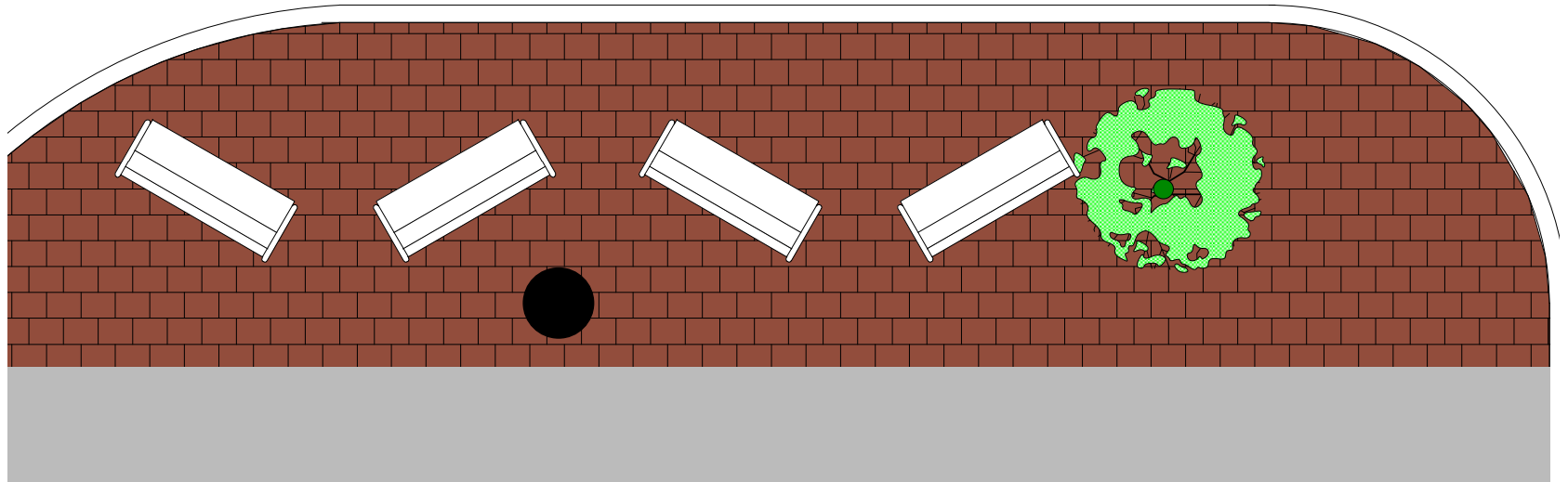
C2
PARK



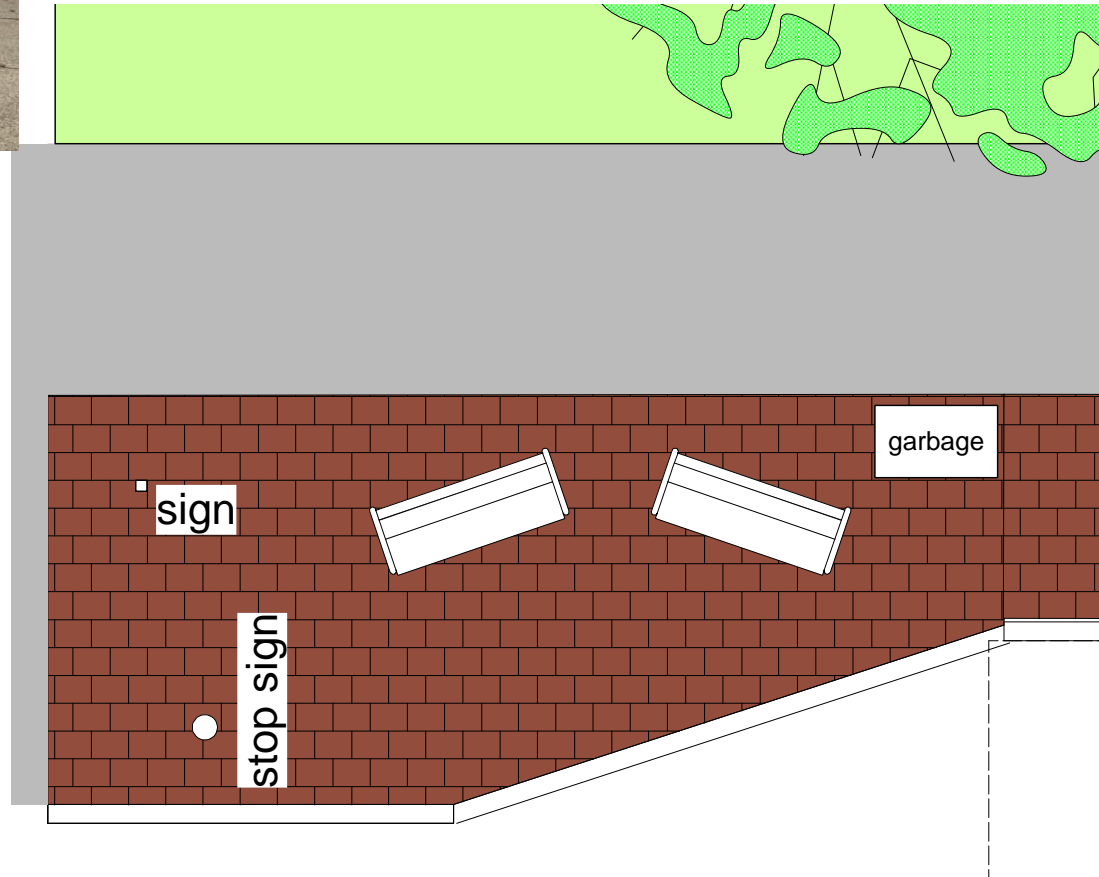




D1
BRUNSWICK



D2
BRUNSWICK



D3
ST. JAMES CENTRE FOR COMMUNITY