

# Facade Improvement Program



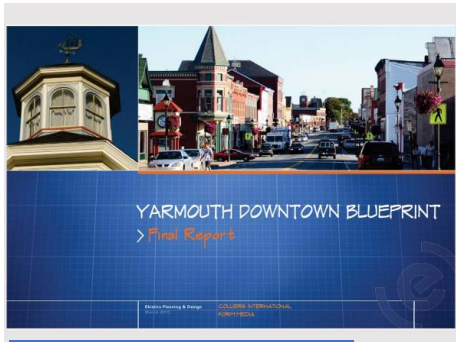
September 23, 2019

# Downtown Blueprint Vision

‘In 20 years, Downtown Yarmouth will be a diverse and thriving community made up of people living, working and playing in a historic yet modern waterfront setting.’

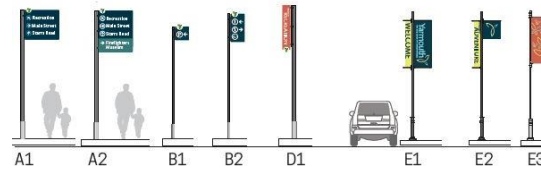
*Vision Statement – Yarmouth Downtown Blueprint (2010-2030)*

# Downtown Initiatives Timeline



**2010 Adopted 20 Yr. Downtown Blueprint Plan**

*2014 May Ferry Service Returns*



**2015-2017 Branding & Wayfinding Signage Project**

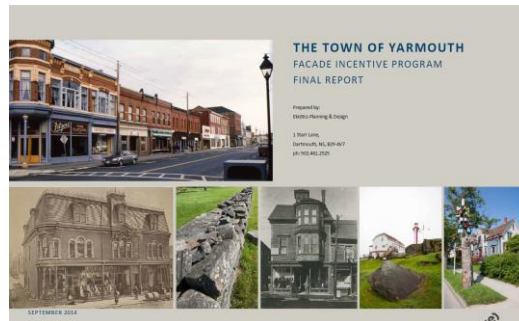


**2017-2018 Beautification & Street Bump-out Project**

*2009 Ferry Service Ended*

**2014 November Launched Façade Program**

**2017 January Launched Development Rebate Program**





# YARMOUTH DOWNTOWN BLUEPRINT

## > Final Report

Ekistics Planning & Design  
March 2010

COLLIERS INTERNATIONAL  
FORM:MEDIA

**Yarmouth**  
ON THE EDGE OF EVERYWHERE

# Blueprint Plan Objectives

Yarmouth Downtown Blueprint  
Draft Report

The Blueprint outlines various tools and strategies to orchestrate decision-making regarding investments related to infrastructure, development, programming, policy, and urban design that reflect the current Vision for downtown as distilled through the public consultation process. The Blueprint works to strengthen the existing downtown assets, diminish the liabilities, re-focus priorities, build consensus, create partnerships, leverage investment and build capacity for downtown rejuvenation.

The specific objectives of the Blueprint are to:

1. Increase the number and diversity of people living downtown over the next 20 years
2. Maximize the potential of the public spaces.
3. Realize the potential of the waterfront.
4. Create pedestrian friendly connections between the waterfront and the Main Street.
5. Increase the diversity of businesses and public venues in the downtown
6. Protect and celebrate the community's built heritage
7. Realize a wide range of active transportation options
8. Strengthen and improve events for residents and guests
9. Strengthen downtown's competitive advantage
10. Provide a safe and memorable experience to pedestrians.
11. Inspire creativity and innovation
12. Celebrate the Town's cultural diversity
13. Maximize the potential of this gateway community.
14. Maximize the use of existing buildings and create in-fill projects that improve the quality of

the streetscape

15. Improve the quality of the building stock and open spaces in the downtown
16. Encourage visitors to stay longer and engage them in the rich history of the area.
17. Make it easy to navigate to all the exciting places downtown.
18. Leverage public funding sources for private investment downtown
19. Provide confidence for developers that the Town is committed to encouraging 'good' development and increasing the value of properties downtown.

## Vision Statement

In 20 years, Downtown Yarmouth will be a diverse and thriving community made up of people living, working and playing in a historic yet modern waterfront setting. For the people who live in this community, their day to day services are available and close by. For those living on the outskirts, downtown becomes a much more frequent destination for services, leisure and commerce.

This new community will include families, older and young adults, students, professionals, and empty nesters. Downtown Yarmouth will also be THE cultural hub of the western shore, a place where residents and tourists alike come to experience culture and history, visit galleries, see a play, go to a restaurant, walk the waterfront, attend events, and shop at one-of-a-kind specialty retail stores. A major new creative sector anchor has been constructed in the downtown. It will be a place where the arts and creativity flourishes.

Heritage buildings will be restored and streetscapes will be lively and engaging. Missing buildings on the street will be infilled with high quality new mixed use developments. The waterfront will remain active and

working but new developments on the waterfront will bring more people to the waters edge. Main Street will have a stronger ties to the waterfront. Downtown will be a place of distinction and diversity.

## Physical Revitalization Summary

The conceptual neighbourhood plan considers the high level contextual issues which will help the downtown become a distinct neighbourhood and a true 'destination' downtown.

Key plan features of the conceptual neighbourhood plan include:

1. The 'leisure' waterfront is extended. Notwithstanding the importance of the working waterfront to Yarmouth, an opportunity exists to strengthen the leisure waterfront which currently includes Rudders Restaurant and Pub, and the Killam Brothers property. The Town should encourage the redevelopment of other under-utilized waterfront parcels (e.g., Corkum's Wharf north of Rudders) for mixed use type development with an active commercial ground floor and office or residential uses above.
2. The waterfront boardwalk is extended. With the extension of the leisure waterfront comes the opportunity to extend the waterfront or space network. Ideally, the boardwalk should also include destination elements such as parks, playgrounds or water features.
3. Streetscapes are improved for pedestrians and cyclists. Sidewalk 'bump-outs' are not possible on every street corner and areas where they are impractical. These bump-outs provide pedestrian amenity areas and also provide wayfinding opportunities for visitors.

# Blueprint Plan Initiative

7. Facade Improvement Program. A facade improvement program would be instituted on Main Street to create a public private partnership for improving private buildings.

Ekistics Downtown Blueprint Plan

# Program Development



# THE TOWN OF YARMOUTH

## FACADE INCENTIVE PROGRAM

### FINAL REPORT

Prepared by:  
Ekistics Planning & Design

1 Starr Lane,  
Dartmouth, NS, B2Y-4V7  
ph: 902.461.2525



# Façade Program Goals

- Encourage high quality storefronts which respect the architectural elements of the buildings they reside in;
- Achieve consistent, high quality signage;
- Conserve and restore upper storey facades, including significant architectural details; and,
- Implement the Town's downtown urban design policies.

# 2014 Target Program Area

28 properties

Downtown Main Street  
(Forest Street to King Street)



King Street

## BASE COLOURS



## ACCENT TONES



# Tertiary Palette



Original R.H mural

Design Recommendations:

- Refinish upper level windows
- Remove old retractable canopy
- Do not paint over RH mural on side of building



Design Recommendations:

- New wood sign similar to historic R.H. Davis & Co. sign
- Refer to image
- Remove muntin grid from bottom right upper window

# Design Rendering: Every Bloomin' Thing

January Notes

- Would like to see bright colours
- Likes gooseneck lights
- Repaint pharmasave new bike racks side murals



Design Recommendations:

- New 3rd level windows
- Repair and repaint original wood architectural features
- New wood CapeCod siding. Paint finish
- Restore and repair/ rebuild original wood storefronts



Design Recommendations:

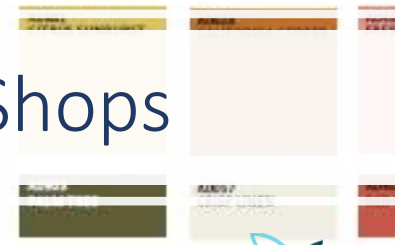
- New horizontal signage fascia
- New sign lights
- New blade signs



# Design Rendering: Leonard's Souvenir Shops

Interview Notes:

- No comments



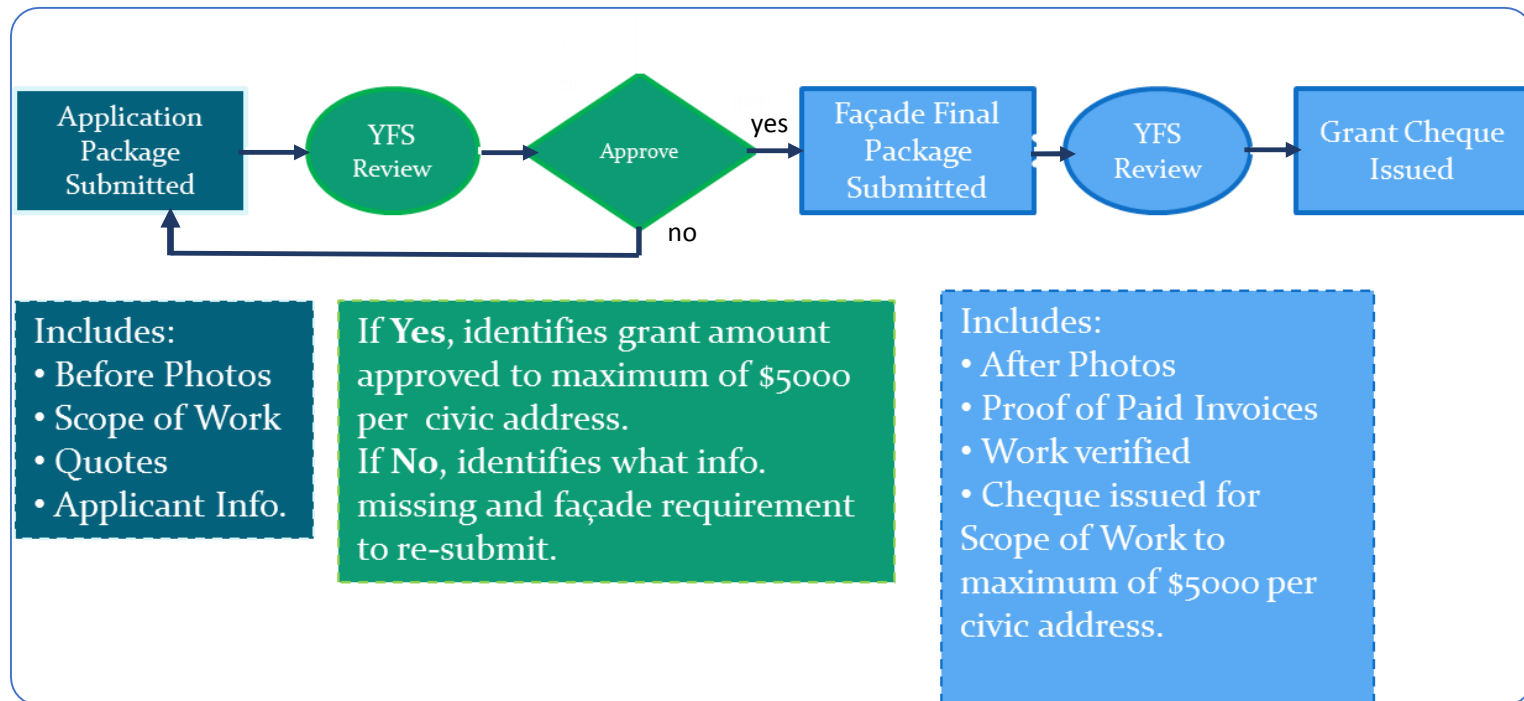
# Program & Process



# Yarmouth Façade Society

- Society incorporated to administer the program.
- Volunteer board from the business community.
- Members of the board are: (2014 to present)  
President: Gil Dares  
Vice-President: Sonia Ryan  
Treasurer: Kathryn Murphy  
Secretary: Kilby Nickerson  
Directors: Angela Collier, Shawna Jackson,  
Tony Papadogiorgakis  
Town Staff: Natalie Smith

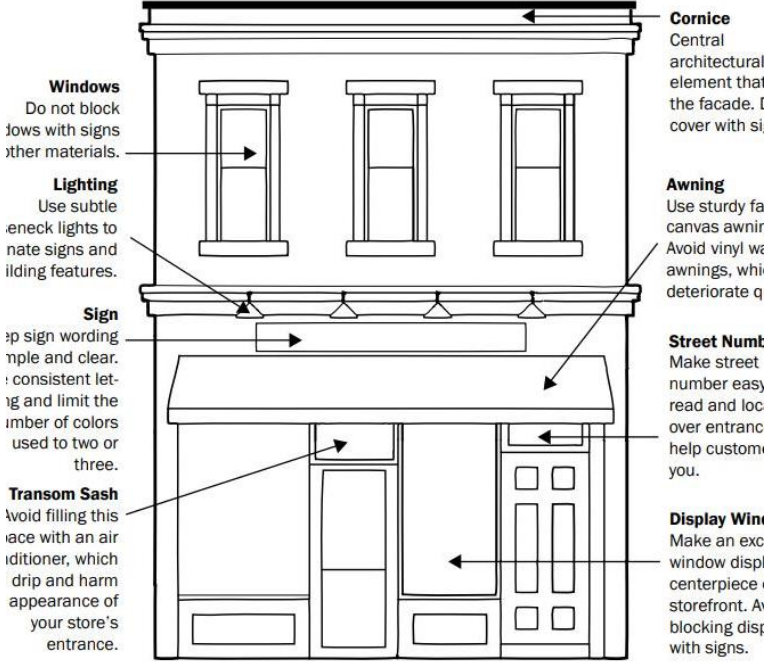
# Façade Application Process



# Program Financial Eligibility

- Property owners and business owners are eligible to receive grants of up to \$5,000 per civic address.
- Total value of any grant may not exceed 50 per cent of the total cost of eligible works.
- Grants are subject to the availability of funding.
- Grants are issued upon the completion of the proposed work.

# Eligible Scope of Work



# Program Area Expanded in 2016



# Program Achievements



# Program Achievements (2014 – 2019)



79 Applications Approved



67 Facades Applications Completed



\$308,500 grants approved

\$282,025 grants paid



\$1,332,990 total value of building improvements made by the facade applicants.



Commercial Assessment increased by 4.5% or \$479,700 (2015-2018).

# Community Impact



1 New Micro- brewery opened & expanded to new location.



8 independent new food businesses opened (2015-2019) on Main Street.



9 neglected buildings have new facades changing the downtown landscape.

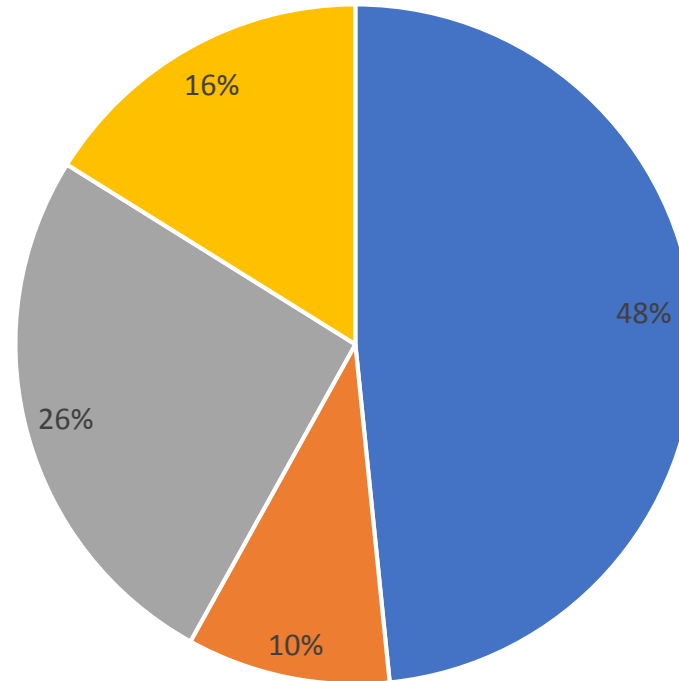


Increased visitation to downtown.

# Economic Impact\*

## Reasons for participation:

- 48% building façade in poor condition
- 26% rebranding business
- 16% purchased property and took advantage of program
- 10% spruce up facade

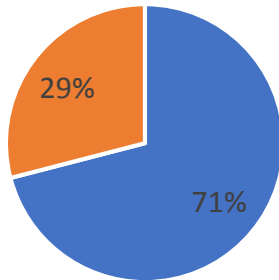


- Building façade in poor condition.
- Rebranding my business with a new façade.
- Purchased property and took advantage of façade program.
- Spruce Up Façade

\* Results of Economic Impact Survey 2018

# Economic Impact\*

Applicants with additional projects with Façade application.



■ Yes ■ No

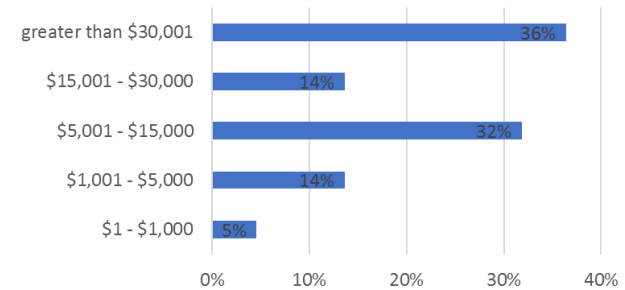
71% of Survey Applicants completed additional Interior/Exterior projects

\* Results of Economic Impact Survey 2018

# Economic Impact\*

82% invested more than \$5,000 on projects outside Façade program.  
36% of those, invested > \$30,000

Additional value of improvements with Façade projects completion.

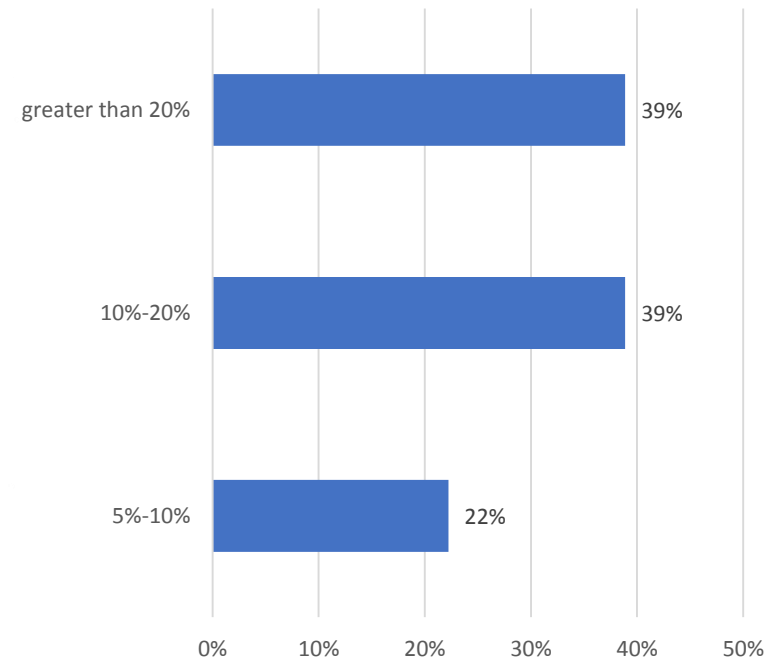


\* Results of Economic Impact Survey 2018

# Economic Impact\*

78% saw greater than 10% increase in Customer Traffic

Increase in Customer Traffic

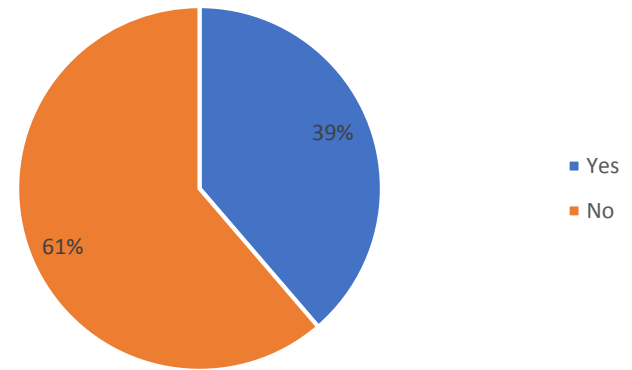


\* Results of Economic Impact Survey 2018

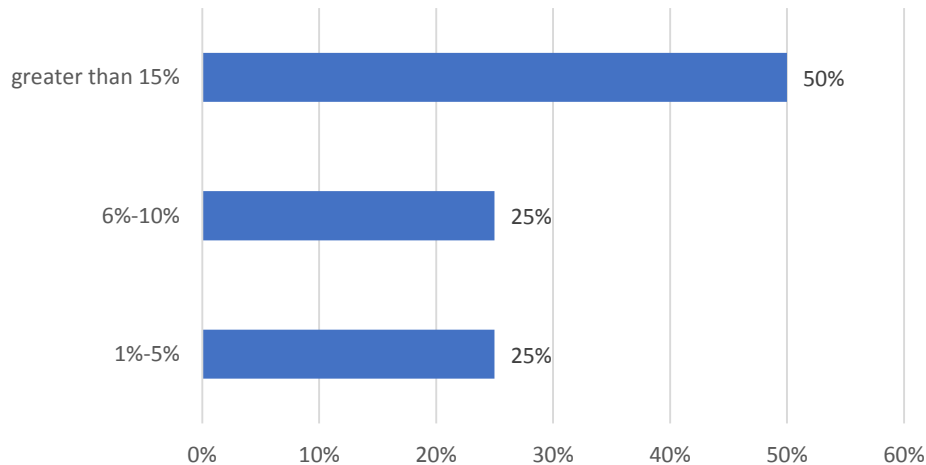
# Economic Impact\*

39% saw increased sales/revenue.  
50% had increase greater than 15%.

% of Survey Applicants Increase in Sales/Revenue



% Increase in Sales/Revenue



\* Results of Economic Impact Survey 2018

# Downtown Transformation



# Innovation Hub moves downtown

Before Photo 208/210 Main Street



Façade Rendering 208/210 Main Street



After Photo 208/210 Main Street



New home of Ignite.

Ignite is Nova Scotia's rural innovation hub where entrepreneurs, startups, and small businesses work together.

13+ new entrepreneurs & small businesses within hub.

# Modernizing to attract visitors

Before Photo Best Western Mermaid



After Photo Best Western Mermaid



Increasing tourism visitation  
with modernizing of façade.

# Extreme transformations



Before Photo 258 to 262 Main Street

After Photo 258 to 262 Main Street





[www.townofyarmouth.ca](http://www.townofyarmouth.ca)