

Downtown Facade Improvement Program

Program Update December 8, 2016

Presenter: Gil Dares, Chair

Yarmouth Facade Society

Yarmouth
ON THE EDGE OF EVERYWHERE



Yarmouth Façade Society

The Yarmouth Façade Society is a seven member volunteer board. The members of the board are:

Gil Dares	President/Chair
Kilby Nickerson	Vice-President
Kathryn Murphy	Treasurer
Sonia Ryan	Secretary
Angela Collier	Director
Shawna Jackson	Director
Tony Papadogiorgakis	Director
Natalie Smith	Town Staff Representative

Program History

- Program initiated July 2014.
- Phase 1 Launched September 2014 to October 2015.
- Phase 1 continued June 2016 to September 2016.
- Phase 2 location expansion approved October 2016 to December 2016.
- Phase 2 continuation in 2017 pending Town Council 2017/18 budget program allocation.

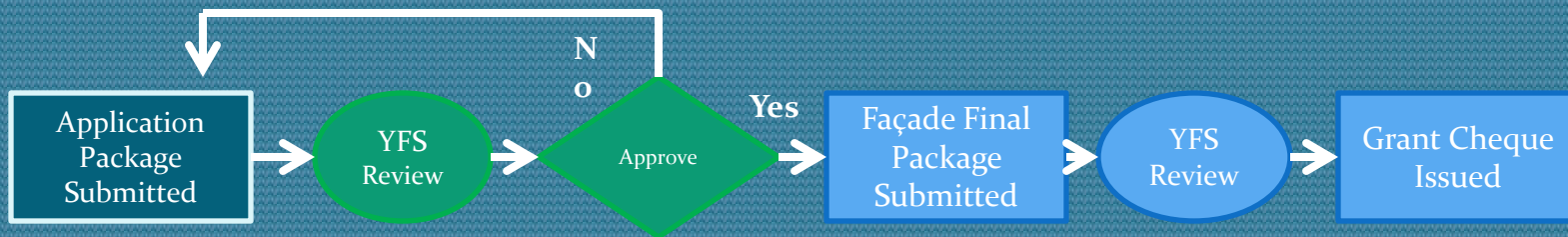
Facade Guidelines Intent:

- Inform the design decisions of landowners, store owners, developers, prospective businesses and design professionals wishing to make changes to a street facade.
- Guidelines in place made significant efforts to research, analyze and understand historical references, current retail, restaurant and facade design practices, as well as consumer preferences.
- Guidelines should merchants and owners with:
 - Renovating their storefronts;
 - More successfully attracting consumer spending; and,
 - Realizing the potential each facade possesses.

Goals of the Guidelines:

- The overall goals of these guidelines are to:
 1. Encourage high quality storefronts which respect the architectural elements of the buildings they reside in;
 2. Achieve consistent, high quality signage;
 3. Conserve and restore upper storey facades, including significant architectural details; and,
 4. Implement the Town's downtown urban design policies.

Façade Application Process



Includes:

- Before Photos
- Scope of Work
- Quotes
- Applicant Info.

If **Yes**, identifies grant amount approved to maximum of \$5000 per civic address.
If **No**, identifies what info. missing and façade requirement to re-submit.

Includes:

- After Photos
- Proof of Paid Invoices
- Work verified
- Cheque issued for Scope of Work to maximum of \$5000 per civic address.

Note: Only commercially assessed properties eligible.

Phase 2 Program Area



Town of Yarmouth Facade Improvement Program

Legend:

- Completed
- Not Completed
- Program Eligible Area

Legend
 Status
 COMPLETE
 NOT COMPLETE
 FACADE IMPROVEMENT AREA

Date: December 1, 2016
 NOTE: Information contained on this map is subject to change.

Program Achievement:

- 42 Applications Approved.
- 25 Facades Completed.
- 14 Facades to complete by late Spring 2017.
- 3 Facades pre-approved, pending 2017 program budget.
- \$169,971.76 in grants monies have been approved.
- \$443,824.78 total value of building improvements have been made by the facade applicants.

Facades before & after

**Joe Habib, Owner
Jake's Family Restaurant (Facade Applicant 2015)
375 Main St., Yarmouth**

Why was it important for you to participate in the façade program?

"We wanted to let customers know that we are here, and that we're here to stay! Investing in our business really sends an important message to our community that we aren't going anywhere! The façade program has brought a lot of vibrancy downtown and we wanted to be part of that."
"The town has given us an excellent opportunity to make a positive impact on people who live here and visit here. The hardest thing about it was choosing the colours- We wanted it to be aesthetically pleasing, but not 'over the top'- we needed the façade to represent who we are as well."

What impact has your new façade made to your business?

"People have really noticed the new look! Regular customers have been talking about it, on Facebook, here in person- all positive comments. Our gorgeous façade has also brought in so many new customers! There were many people who didn't know we were here before- they thought we were a new restaurant.
The great thing is, the façade has gotten people off the street and into the restaurant. Once they're inside, they see what's on the *whole* menu- that we serve breakfast, do seafood, that we are so much more than pizza and donair!"
"Our staff was so proud of the changes. They were buzzing about it- excited. It gave our staff a boost to their morale."





Kilby Nickerson, Manager Every Bloomin Thing (Façade Applicant 2014) 361 Main St., Yarmouth

Why was it important for you to participate in the façade program?

"When the plan for the façade program was presented, with the colour palette, my reaction was 'Wow!- look what potential Yarmouth has. I could picture it in my mind and wanted to be a part of it.'"

"I believe in the power of downtown. I felt that if we followed the plan the town presented, it would be good for all of us. There is a lot of enthusiasm for this program from other business owners and that affects all of us in a positive way."

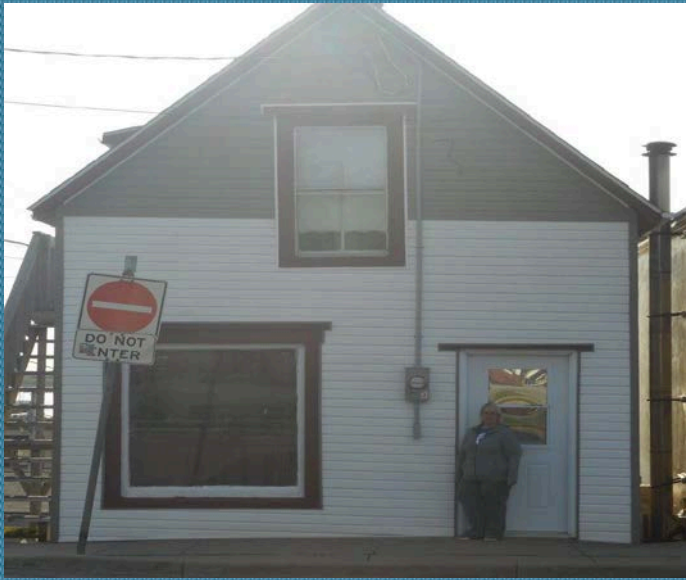
"Every Bloomin' Thing was growing in leaps and bounds. We knew we wanted to do some changes, and we wanted to do some funky colours, but we weren't quite sure how to go about it- to make it work, so working with the town has really made a lot of sense in keeping it all together. Knowing they are on board with us."

What impact has your new façade made to your business?

"Big impact on business!" From July 2015 to Nov 2016, a 16-month period, we had sales increases of 52%! People are driving downtown to come and shop. It's so pleasant to come down here and now there's such a fresh look! The façade has made people stop...and stay!"

"When it first happened, the excitement we had from our customers, in person and on Facebook, was so great. Everyone wanted to talk about how nice it looked. There is no doubt in my mind that the façade was responsible for bringing people in."





Amanda Langthorne , Owner Parkview Styles (Facade Applicant 2016) 430 Main St., Yarmouth

Why was it important for you to participate in the façade program?

" We couldn't pass up on the opportunity to have the town give us up to \$5K to put an amazing face on our business."

"We wanted to stand out, and we do!"

The Town Facade Program "...help was fantastic! They worked with us, giving us suggestions, but it also had to meet (our) high standards."

"The knowledge of the colour schemes and the willingness to work with us really made a huge difference in how it all came together. To meet our vision and their vision for the Town of Yarmouth. Everyone was happy with the outcome. We are thrilled with it."

What impact has your new façade made to your business?

"Oh wow, there has been a drastic difference since the façade was put up. A lot of recognition that what we are doing really has a positive impact on the town."

"There's been a real upswing in traffic and walk-ins."

"A lot of people are saying the whole town looks so much more urban. One customer said it looked like we would fit right in in a city like New York."

"It looks so beautiful. After all the work we have put into the business, having this boost from the town really made it all come together."

Society request of Council

- Program to be continued into 2017 within the Phase 2 eligible area with budget allocation of \$150,000.
- Earlier program budget approval in 2017 (April).
- Continued support and focus from Town on Main Street derelict buildings to participate in the program.

Thank-you!