

Report to Council

Report Title:	Brockton Façade Improvement Guideline		
Prepared By:	Christine Brandt, Community Development Coordinator		
Department:	Economic Development		
Date:	February 11, 2025		
Report Number:	ED2025-01	File Number:	C11EC
Attachments:	Façade Improvement Guideline		

Recommendation:

That the Council of the Municipality of Brockton hereby approves Report Number ED2025-01 - Brockton Façade Improvement Guideline, prepared by Christine Brandt, Community Development Coordinator, and in so doing approves the final Brockton Façade Improvement Guideline document as an information tool for any future façade improvement projects.

Report:

Background:

The Municipality of Brockton and the County of Bruce recognize the value of incorporating façade improvements into their overall revitalization strategies for streets and core. The Municipality offers facade and signage improvement grants (as well as other incentives), and the county's Spruce the Bruce program also offers building improvement grants. Programs such as these can improve the overall look and feel of a community's main street or commercial area, helping them become more desirable as a destination.

In 2023, the Municipality engaged the services of pl.ural (Place + Rural) to develop the Brockton Façade Improvement Guideline. Their landscape architects, planners and designers conducted on-site building reviews and prepared 3-D computer generated models to demonstrate what several Walkerton buildings could look like if they were to employ the guideline information. The property owners gave their consent for this.

Analysis:

The Façade Improvement Guideline is essentially an information tool to address topics typically related to signage, entrances, safety, adaptability, exterior materials, etc.

The façade guidelines included in the document illustrate how municipal and county façade improvement grants could be employed to aid property owners and businesses in transforming their building's facades. It is

a visual education that may entice building owners to pursue available funding from Brockton and Bruce County towards the realization of façade improvements within commercial areas.

The final document, which was completed at the end of 2024, will advantageously assist the Municipality in achieving its goal of continuous improvement to the unique and thriving business districts in Walkerton and the surrounding villages and hamlets. It will be posted on the municipal website and be made available to those interested in applying for a façade improvement grant.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

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|---|-----|
| • Recommendations help move the Municipality closer to its Vision | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community | Yes |
| • Recommendations contribute to achieving Quality of Life | Yes |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | Yes |
| • Recommendations contribute to achieving Economic Development | Yes |
| • Recommendations contribute to achieving Municipal Governance | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Christine Brandt, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer