

# Business kick starts restoration

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City of Corner Brook, NL

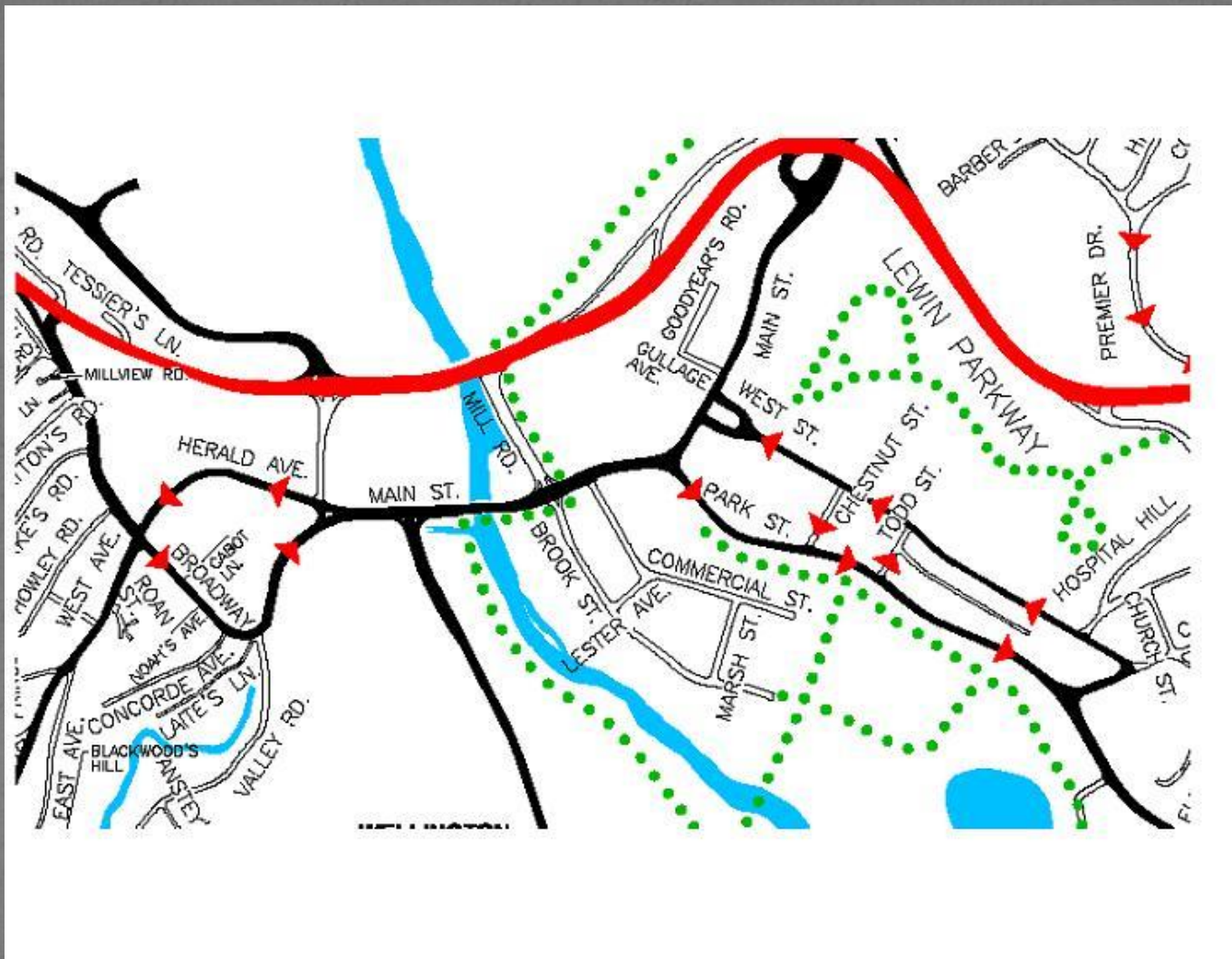
# Corner Brook, Western Newfoundland

- “mini-capital” as only municipality close to this size on west coast
- History as commercial centre
- Pulp & paper mill
  - centre of waterfront in downtown area
  - heritage buildings in downtown business core & residential area





# Downtown layout



# Broadway





# Main Street & Herald Avenue





# Main Street – Mid section





# Main Street





# West Street









# Business Retention & Expansion

## Process in 2008

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- Task force of business association staff and businesses
- Interview business owners or managers
- Address “red flags” immediately
- Strategic action plans for overall results

## Topics

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- General Business Info
- Region, Community, Current Location
- Information Technology
- Markets & Marketing Strategy
- Human Resources
- Financial
- Suppliers
- Future plans for business
  - Downsize
  - Relocate
  - Close
  - Remain same
  - Expand



# BR&E Findings

- Positive about community & province as a place to do business
- Business was good & expectations were good
- 63% planning to expand
- Emerged themes:
  - Space
  - Human Resources
  - Innovation & Technology
  - Partnerships & Mentorship

## **Findings re: Commercial Space**

- Limitations of current location – Building Condition
- Future plans – Relocate in the community
- Building availability – one of the top 4 challenge for expansion



# Poor building conditions









# Action Plan re: Space

## **Improve Current**

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- Inventory of current
- Encourage clean up of properties and curb
- Public litter campaign
- Municipal tax credit

## **Maximize Capacity**

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- Space database of property owners and available property

## **Build New**

- Industrial park development
- Plan for development of "brownfield" in the downtown area

# Corner Brook DT program – 2010

## Goal

- Improve the appearance of buildings and preserve heritage in Downtown (DT)

## Benefits

- 50% of cost in tax credit for maximum credit of \$10,000
  - applied to property tax or business tax for up to 3 years
- Waive fee of building permit

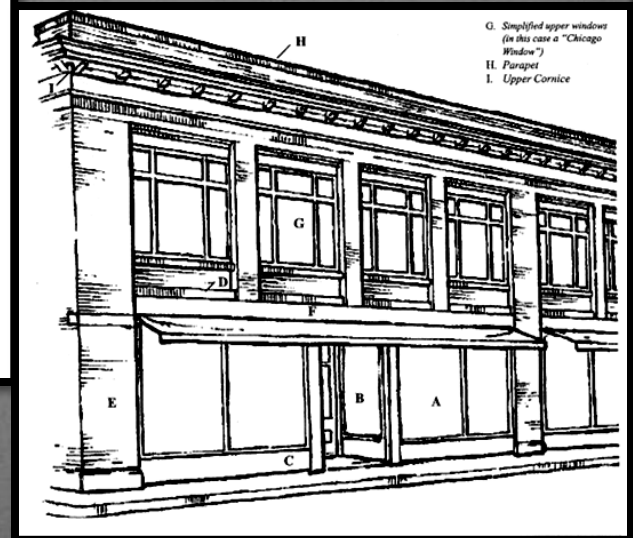
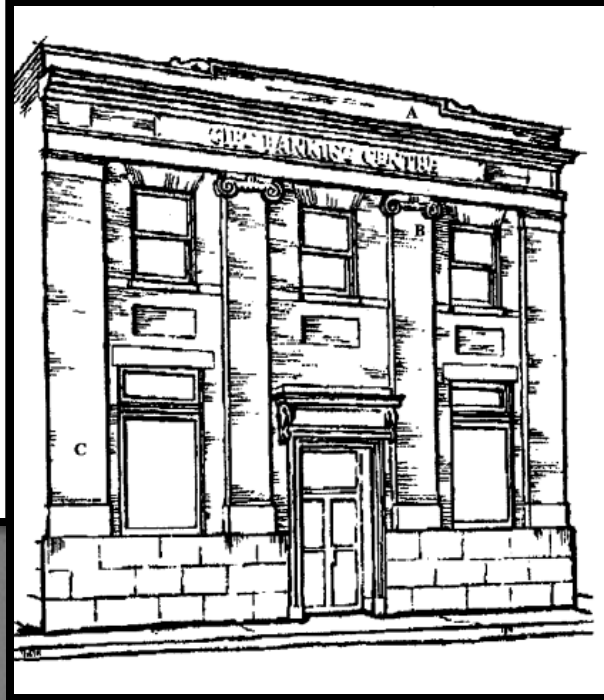
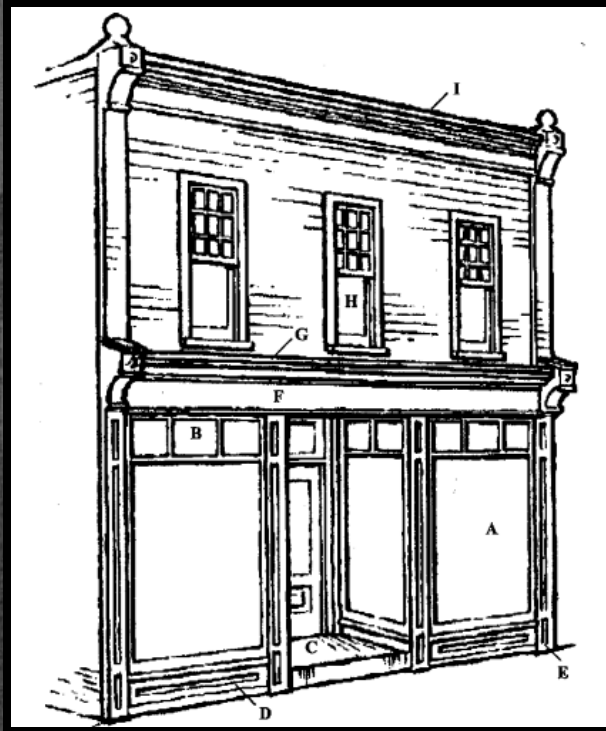
## Criteria

- Subset of DT – most visible streets
- Commercial buildings
- Min. of 3 improvements
  - Paint
  - Wood siding or look-like
  - Doors/Windows
  - Architectural features
  - Brick cleaning/fixing
  - Awnings
  - Signage
  - Lighting
  - Re-design storefront
  - Wheelchair ramps



# Resources

## Historic designs from Alberta Main Street





# Newfoundland Colours

## – Heritage Foundation



### Historic

COLOURS OF NEWFOUNDLAND



### Traditional Palette

Clay Pigeon DB224-32	Heart's Content H701-32	Little Heart's Ease H803-21	Ferryland Downs H204-12
White Gold P210-00	Brushed Cotton C117-10	Misty Rain H803-40	Logy Beige H201-10
American Red 242	Oak Brown 209	Medium Grey 137	Persian Red 2015
Mollyfodge H806-22	Bakeapple Jam H705-52	Heaven's Gate C202-32	Blazy Bough H204-32
Egyptian Cotton C128-10	Sheilagh's Brush H203-30	Crushed Linen C117-31	Bubbly Squall H204-40
Indian Red 277	Sable 2017	Bright Red 1309	Red Ochre
Moldow H206-12	Dunata H705-12	Duckish C128-41	Mussels in the Corner H104-42
Hard Tack H702-50	Snow Dwigh H101-10	Foggy Dew P224-00	Beachy Cove P113-20
Bark 280	Signal Red 706	Cherry Pink 1525	Acorn Brown 104

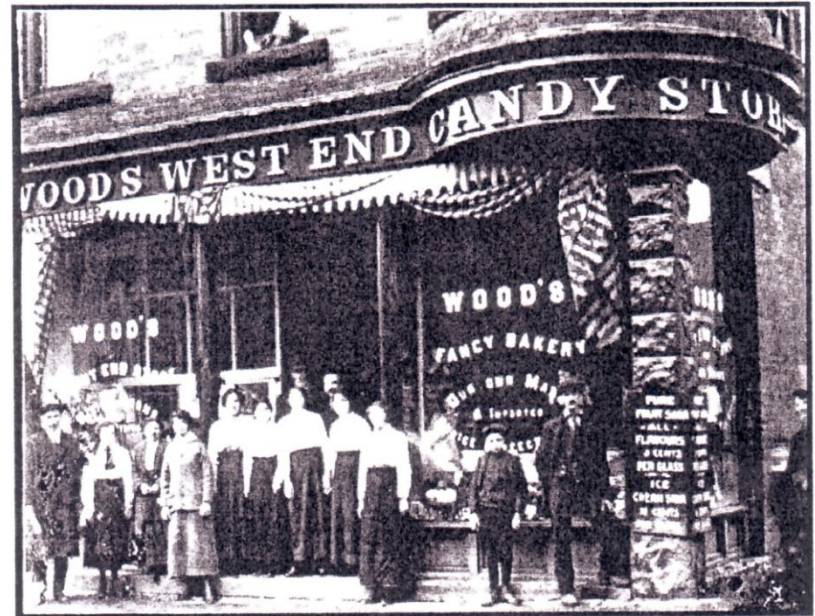


please note: chart colours may vary slightly from paint colours due to the limitations of the printing process



# Historic signage and awning

- Heritage Foundation of NL – St. John's
- Markham



# Ranking proposals

- Project **value** \$
- High quality **design** (architectural features, material, colour, use of professional/firm)
- Significant **improvement** of existing façade
- Restoring **heritage** building via good practices
- **Visibility** of building (corner, traffic pattern, nearby context)



# 6 projects approved

- Evaluation committee- city planner, myself, business owner
- Much agreement but suggestions for improvement so went back to owners who were quite agreeable.
- Equally spaced around downtown
- Different ages and styles of buildings
- Total of \$55,000 in tax credits in 3 years:
  - 2011- \$35 K
  - 2012 - \$15 K
  - 2013 - \$ 5 K
- Positive media coverage
- Expecting to move to an annual city program

# Samples of 2010 projects



- Paint
- Signage – Building name
- Awning
- Lighting







- Removal of awning & patio doors
- Windows – traditional style

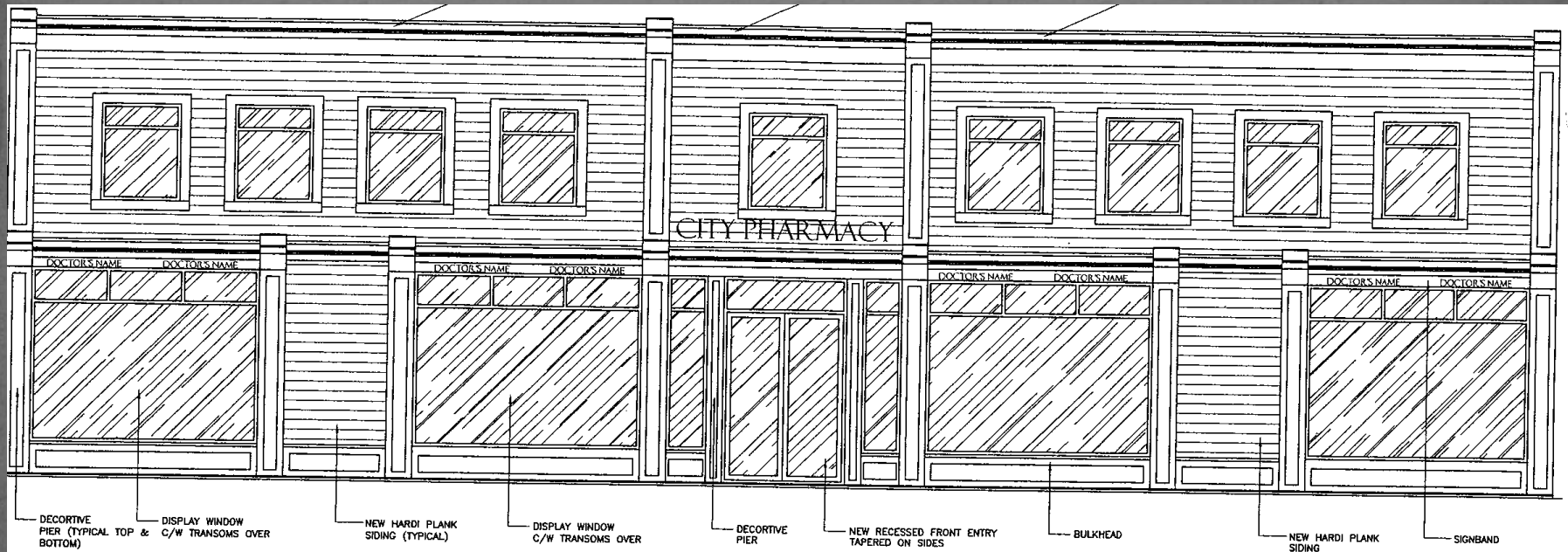
- Two colour design with third as accent
- Repair wood
- Add cornice







- New windows-traditional style
- Wood-like vinyl siding
- Cornice
- Signage on lower windows and raised letter for pharmacy







- New fascia
- Windows, Door
- Paint rails and sign





# Thank you

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