
Subject:	Curb Appeal Policy within the Business Improvement Area	Policy Number:	TOB-2014-001
Date Developed:	March 11, 2014	Date Approved:	March 19, 2014
Lead Department:	Planning and Development	Date Modified: (if applicable)	

POLICY STATEMENT:

1. The Corporation of the Town of Bracebridge, as owner or having jurisdiction over public sidewalks or other public lands, supports the establishment of attractive displays of merchandise on the sidewalks in the Business Improvement Area.

PURPOSE:

2. The Town considers the establishment of attractive displays of merchandise outside of a retailer's premises as being advantageous to the vitality of the businesses within the BIA. However, given that these displays will occupy public property, such as sidewalks, regulation of the use of public lands is necessary to protect the public interest.
3. This policy will provide guidance and outline requirements for improving curb appeal in the following areas:
 - 3.1. Decorative Items – planters, benches and other street furniture;
 - 3.2. Retail Displays; and,
 - 3.3. Sidewalk Sales.

DEFINITIONS:

4. Planters – boxes or other containers used for containing floral or other artistic displays that sit on the ground and occupy municipal sidewalk space.
5. Window Boxes/Hanging Planters – containers used for floral or other artistic displays that are affixed to the front of the building.
6. Furniture
 - 6.1. Benches – seating with or without a backrest that accommodates two or more people
 - 6.2. Bistro Tables & Chairs – small round or square tables that accommodate a maximum of 2 small scale chairs.
7. Retail Display – This refers to an attractive display of merchandise that extends outside the boundaries of a store and occupies space on the sidewalk in front of the business. These displays are not simply merchandise placed on tables or racks but rather an interesting assortment of items that entice the pedestrian into the store to discover more.

8. Sidewalk Sale – This refers to discounted merchandise that is placed on tables and racks for quick sale. A sidewalk sale is limited to a maximum of 7 days in length and should occur no more than four times per year not including any designated BIA Special Events (e.g. Midnight Madness, Colourfest, etc.).

APPLICATION OF POLICY:

9. Businesses located on the south side of Manitoba Street between 52 and 60 Manitoba Street are restricted in the type of sidewalk display they can produce due to the limited width of the sidewalk in front of their stores. Businesses located in this area should consult with the Planning and Development Department before introducing any type of sidewalk display.
10. Decorative Items
 - 10.1. Planters must have a diameter of not less 12 inches and not more than 24 inches. They should either be substantially weighted to ensure the planter will not easily tip over in inclement weather or conversely be light enough to be moved into the business at the close of business each day.
 - 10.2. Window Boxes and Hanging Planters should be constructed of wood or other durable materials and be no less than 12 inches deep and no wider than 90% of the width of the window which it is under.
 - 10.3. Furniture, including benches bistro tables and chairs, should be constructed of safe, sturdy and durable materials such as wood, steel, plastic or wrought iron. All furniture should be commercial grade and manufactured for outdoor commercial use. Bistro tables shall have no more than 2 chairs. Benches, tables and chairs must be no deeper than 24 inches. NOTE: Except in rare locations where the sidewalk is extra wide, Muskoka Chairs should be avoided. Those wishing to incorporate Muskoka Chairs in their display should consult first with staff in the Planning and Development Department.
11. Retail Displays
 - 11.1. In all cases, tables with merchandise piled on top, or conversely, racks of clothing do not constitute a retail display and are not permitted.
 - 11.2. Items included in a retail display must be associated with the merchandise that is sold within the store.
 - 11.3. The size of the display shall not project more than 24 inches from the face of the building.
 - 11.4. All sales must occur inside the store and the hours of the display must correspond with the hours of operation of the business.
12. Sidewalk Sales
 - 12.1. In all cases, sidewalk sales are considered to be short term in nature. They are not to exceed 7 days in duration and should be held no more than four times per year, but not including Special Events designated by the BIA.
 - 12.2. Merchandise included in Sidewalk Sales is usually discounted and displayed on tables or clothing racks. Tables and racks should be made of safe, sturdy and durable materials such as wood or steel. Tables should be skirted for these events.

GENERAL REQUIREMENTS:

13. At all times, the sidewalk in front of the business must be wide enough that a minimum of 5 feet of unobstructed pedestrian clearance can be maintained at all times.
14. Placement of Retail Displays, Sidewalk Sales and Decorative Items must not in any way interfere with curb ramps, access to the building, fire hydrants, parking meters, driveways or access to any fire escapes.
15. Retail Displays, Sidewalk Sales and Decorative Items must be placed up against the building storefront.
16. Retail Displays, Sidewalk Sales and Decorative Items are confined to the width of the storefront.
17. Retail Displays, Sidewalk Sales and Decorative Items have a maximum depth of 0.6 m (2') extending onto the District Road Allowance/Town Sidewalk.
18. For safety, a Retail Display and any Decorative Items must not exceed 1.2 m (4') in height.
19. Retail Displays, Sidewalk Sales and Decorative Items must be safely displayed and be neat in appearance at all times.
20. Retail Displays, Sidewalk Sales and Decorative Items must be portable and must be stored overnight inside the business premises.
21. Retail Displays, Sidewalk Sales and Decorative Items are prohibited at any time the building is not open for business and are prohibited between the hours of 11 p.m. and 7 a.m. except during designated BIA special events.
22. Retail Displays, Sidewalk Sales and Decorative Items shall not be anchored to the sidewalk in the road allowance nor shall they be attached or affixed to any tree, post, sign or other structure, other than the face of the business building.
23. Merchants wishing to display merchandise on public property or "set out" other items such as benches or planters must carry at least \$2 million liability insurance. They must also provide a certificate of insurance naming the Town of Bracebridge as an additional insured in the event the Town was named in a suit resulting from the merchant's negligence.
24. Retail Displays, Sidewalk Sales and Decorative Items are not permitted during the winter months at times when snow removal operations are underway.
25. No signage advertising other businesses or other products shall be placed on Retail Displays, Sidewalk Sales and Decorative Items.
26. Placement of display merchandise must conform to all Federal, Provincial, District and Municipal laws and regulations.
27. Sandwich boards (except for restaurants promoting their menu) are prohibited.

GENERAL CONDITIONS:

28. The Town and District may require the removal of Retail Displays, Sidewalk Sales and Decorative Items when street, sidewalk or utility repairs are underway, or in emergency situations.



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Curb Appeal Policy within the Business Improvement Area (BIA)

Page: 4

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29. Permits are not required at this time. However, the Town of Bracebridge and the District of Muskoka retain the right to remove unsafe or unsightly displays or those not adhering to the conditions and guidelines provided in this policy.
 30. No products that are offensive or inappropriate may be displayed on the sidewalk.