

# BEAUTIFICATION REPORT

## Banners

During the 2023 Talbot Street construction project, our unique business themed banners were only installed on the non-construction area poles on April 23rd. At this same time, the banner/snowflake brackets were removed from the construction area poles to be reinstalled at a later date. The banners were removed on October 22nd and 23 brackets were installed on the new poles - ready for 2023 snowflake installation. The 2024 budget includes \$2,500 to cover the costs to remove and install our banners up to 2 times per year plus \$4,500 to cover the cost to design and purchase a new set of banners in 2024.



## Downtown Facade Signs

A new program started in 2016 and continuing through 2024 has seen Downtown Facade Signs installed to better identify our Downtown businesses. A wrought iron bracket attached to the business facade holds a 12" x 24" DDB sponsored sign to identify the business location. These signs are being designed & installed by McBain Signs. Want one for your retail business? Send us a Hi-Res file and we'll have one installed for you.



The 2024 Community Projects budget includes \$7,500 to continue the installation of these signs, pay for the high speed fibre optic CCTV Camera internet charges and other Community programs.

## Summer Students

Since 2011 we have hired summer students for our Ambassador Program. In 2023 we hired two summer students - Cadence Boulet and Megan Hughes - to work in the downtown core picking up garbage and providing tourism related information to visitors. We were fortunate to receive \$1,860.00 in funding through Canada Summer Jobs to cover 50% of the wages for 1 summer student. We have once again applied for 2024 Canada Summer Jobs funding for 2 summer students.

Our 2024 budget includes \$9,000 to cover summer student employee wages, \$100 for WSIB and \$500 for Repairs and Maintenance.



## Planter Urns

Thanks to the St Thomas Parks Department, our 24 planter urns were planted with colourful flowers and installed on our downtown sidewalks throughout the summer.

As a result of an expanded planting program, these urns will remain on the sidewalks year round. In early September the summer petunias are replaced with colourful Mums.

In mid November, the Mums are replaced with a planting of evergreens. As the evergreen plantings fade in January, they are removed and our protective urn covers are installed until springtime.

Our 2024 budget includes \$5,500 to cover the cost of these fall and winter plantings.



## Hanging Flowers Baskets

Thanks to the St Thomas Parks Dept, we were once again able to install our hanging flower baskets on the lamp poles outside the 2023 Talbot Street construction zone.

The DDB has set the 2024 budget to include \$10,000, payable to the City of St Thomas, to cover our portion of this project. It should be noted that our contribution does not cover the complete cost of this program. We thank St Thomas Parks for their commitment in the beautification of our Downtown.



## Storage Unit

The DDB rents a storage locker to store our Christmas lights and decorations, banners, brackets, tents, Carollers, Car Show and Home Show equipment and files.

The 2024 budget includes \$5,000 to cover this expense.

## Directional Signs

First installed in October 2019, we maintain our 33 directional signs that assist visitors entering our city, to find our our Downtown.



# Ongoing Downtown Beautification Projects

## Railway City Tourism Sign

In 2016, our DDB contributed \$10,000 to the Railway City Tourism sign that is installed in front of the L&PS Station / Tourism office. An agreement with the Economic Development Corporation and Tourism allows our DDB to advertise upcoming events and other messages to promote our Downtown.

## Canada Flag Pole

On November 11, 2015, the DDB installed a new 30' tall, gleaming white flag pole in the L&PS Railway Corridor, just south of Talbot Street. As a result of the newly installed Veterans Memorial Gardens at this location in 2017, our flag pole was relocated to the Talbot Street and Stanley Street intersection as a welcome point to our Downtown.

## Cross Street Banner

Our Cross street banner installations for local organizations like Alzheimer's Society, Lions Club Car Show, Railway City Road Races and the Optimist Santa Claus Parade, were suspended in 2022 due an unsuitable cabling system that was installed when our banner poles were relocated in 2021 to make way for the CCTV camera system.

Our West End DDB Cross Street Banner poles, relocated in 2016, were not used in 2023 due to high winds that typically cause damage to banners located at this location. These poles are only used for special short periods of time.

## Downtown Street Clock

In 2014, the DDB installed an historic replica designed street clock in the DDB Gardens in front of the L&PS replica train station. Ongoing maintenance to replace the clock mechanism will occur in 2024.



## Weed Control

The City Parks Dept implemented a new non toxic vinegar based weed control spray program in 2017 in our downtown core. This program continues to eliminate weeds and grasses that makes our Downtown sidewalks look much better.

## LED Snowflakes

In 2016 the DDB purchased 14 new LED Snowflakes and installed them on the poles in the newly constructed west Talbot Street. In 2017 we purchased an additional 25 Snowflakes, in 2018 we purchased another 25 Snowflakes and in 2019 we purchased 6 to bring our count to 70. However, due to electronic failures, our inventory now sits at 62 units. Our summer students spend an afternoon each summer testing each unit in preparation for the pending installation. Thanks to Entegrus, our LED Snowflakes were installed free of charge on the week of November 13th and will remain in place until mid January 2024.



## Downtown Entrance Signs

On June 12th 2014, the DDB installed two new 11 foot tall “Welcome to Historic Downtown St Thomas” signs in the Canron Parkette gardens at Talbot Street and First Avenue and another in the Stanley Street gardens at the west Talbot Street entrance. In 2023 our summer students applied a new coating of blackened boiled linseed oil to protect the metalwork.



## Bikes and Skateboards

St Thomas Police continue to work to keep bikes and skateboards off the sidewalks in order to make our Downtown a safer place for pedestrians.

## Downtown Sidewalk Snowplowing

A City bylaw ensures that Downtown sidewalks are cleared and salted 7 days a week. Through the winter we ask that you please ensure that the snow is removed from the sidewalk, from your front door to the curb, so that shoppers can easily access your business. And, in the summer, please help keep our downtown clean by sweeping the sidewalk and picking up any accumulated garbage.

## 2 Hour Free Parking

As a reminder, a 2 Hour Free Parking Bylaw allows a vehicle to park anywhere within the Talbot Street zone for 2 hours total. We have been assured by the City, that vehicles, ***unless they are business owners and repeat offenders***, shoppers would not be ticketed if they parked in various locations along Talbot Street for more than 2 hours total. In 2021, the City implemented the HONK app to make all day parking lot fees easier to pay.

## Talbot Street Construction

Started in 2016 with Phase 1 from Stanley Street to Pearl Street, again in 2018 with Phase 2 from Pearl Street to Mary Street, our downtown experienced Phase 3 in 2023 with a revamp of the underground infrastructure as well as a new streetscape. Updated included not only the roadway but sidewalks, signalled crosswalks, lamp poles, gardens, benches and a new accessible parking graphic.





Help Us Keep Our Downtown Clean!



Please clean-up your storefronts every day to help us beautify and keep our Downtown clean!

