



The Corporation of the Municipality of Arran-Elderslie

Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.04 Chesley Community Toolkit

Appendices:

Report Summary

This report summarizes the Chesley Community Toolkit and Chesley Façade Guidelines finalized in June 2023.

Background

Chesley Community Toolkit

Community brand guidelines are not a policy or by-law that requires compliance. Instead, they look to influence the municipality and community partners to revitalize their streetscapes and communities in a way that demonstrates a cohesiveness. Grants provide an extra level of incentives to influence community projects to meet these guidelines.

For Spruce the Bruce grants that include visual elements, the community brand guidelines act as an evaluation tool, hence why they are required. They ensure that grants approved in your municipality support the visual goals of the community. Guidelines are developed to ensure there is a unified, consistent and clear brand message used across a wide range of marketing and communications. These guidelines were developed with input from the community and provide specific directions for use of the community's logo and slogan, imagery, fonts and colours.

Chesley Façade Guidelines

The Façade Improvement Guideline for Chesley is essentially a façade improvement “information tool” addressing topics typically related to context, building envelopes, building/street relationships, climate, entrances, safety, adaptability, expression, scale, exterior materials, performance, etc. This document, coupled with grant applications

through the Municipality and Bruce County, can lead to planned facade improvements brought to fruition. Visit www.arran-elderslie.ca and www.sprucethebruce.com for information regarding Arran-Elderslie and Bruce County's grant applications, respectively.

Analysis

This working group can use these tools to guide their work in the Chesley downtown.

Link to Strategic/Master Plan

6.2 Supporting Businesses and the Local Economy

Financial Impacts/Source of Funding

None

Approved By: Emily Dance, Chief Administrative Officer