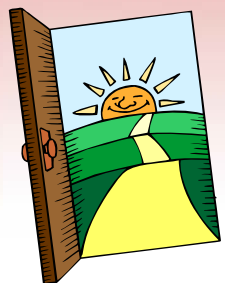


First Impressions Community Exchange *Report-back*

City of Brockville and City of Belleville Exchange

Presented by:

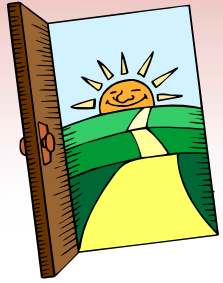
- Councillor George Beer
- Joseph Belanger
- Lyn Knell
- Karen Poste
of Belleville



Prior to the Visit We Thought:

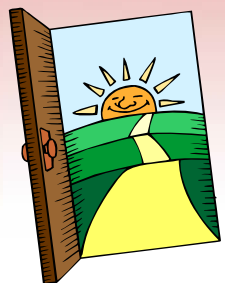
- ✓ Small town
- ✓ Sounds like "Belleville"
- ✓ Similar characteristics
to Belleville – waterfront, Highway 401,
industrial base, rail service, etc.
- ✓ Web site was fantastic!





The 'Five Minute' Impression

- CLEAN, GREEN AND FRIENDLY!
- Streets and homes well maintained
- Few people on the street
- Courthouse area!
- Some vacancies at entrances to downtown

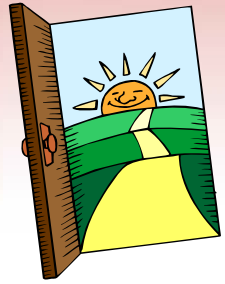


Community Entrances



- Little at Highway 401 to indicate what was available in the downtown
- Signage reference “Historic District” – we didn’t know that meant the Downtown
- Signs reflect heritage of community
- Waterway entrance signage excellent.



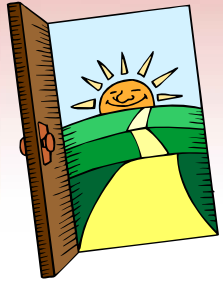


Downtown Appearance:



- Clean
- Updated (new paving treatments, light standards, etc)
- Well maintained public infrastructure
- Courthouse and City Hall – memorable!



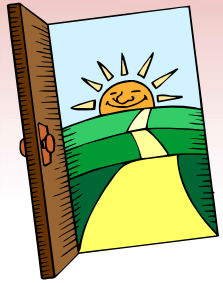


Downtown Appearance:



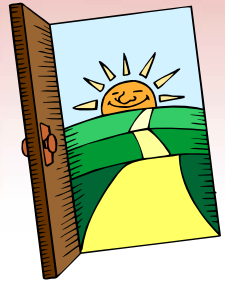
- Some empty storefronts at downtown entrances
- View from waterfront – beautiful, however, some rear facades could use upgrading
- Heritage plaques make experience more meaningful





Vagrants

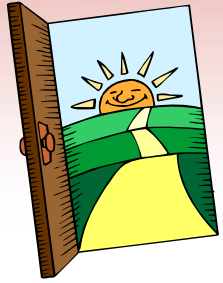




Downtown Businesses and Services

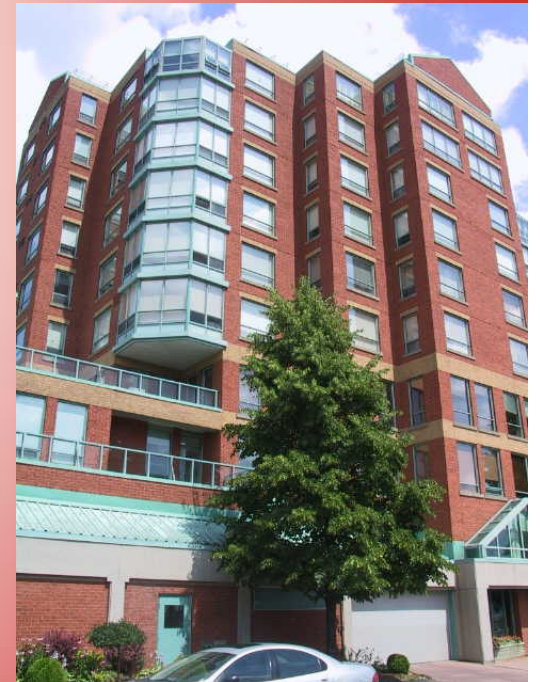
- Wonderful mix of stores and services
- Good customer service
- Lots of referrals to other downtown businesses
- Public washrooms not readily available

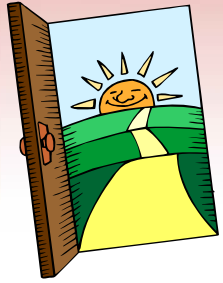




Housing & Residential Areas

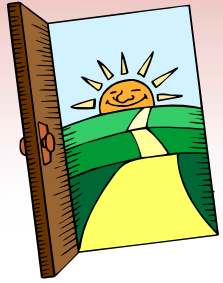
- Impressive new developments planned for downtown
- Some great high density near downtown
- Some lower density housing in and near downtown in need of upgrade
- Great potential for redevelopment
- Upper stories in downtown – “loft” conversion opportunities





Property Standards Violation

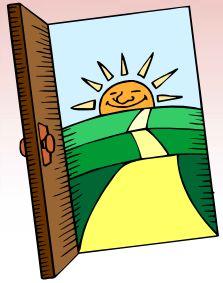




Local Government Services

- Good mix of local government services and offices in downtown
- Opportunity for other levels of government to locate in downtown

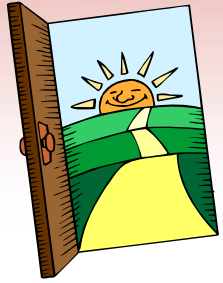




Public Infrastructure:

- Excellent road ways, side walks, light standards, etc.
- Parking areas – convenient, affordable, available
- Great free parking signage – very welcoming

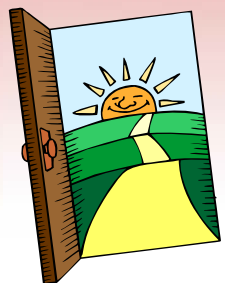




Public Infrastructure

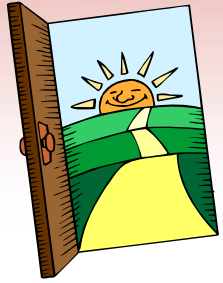
- Parking areas could be multi-purposed and/or upgraded with landscaping
- Walking trails and areas well maintained, but some walkways crowded by vegetation.





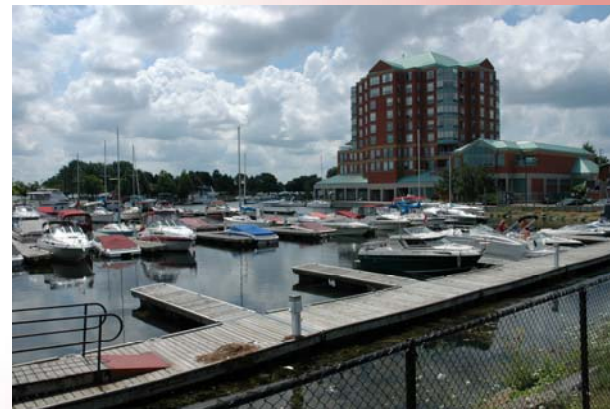
General Feeling About the Area:

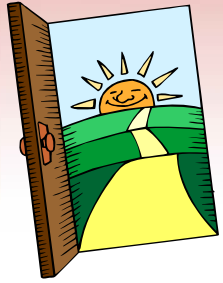
- Safe
- Clean
- Friendly
- Potential/optimistic
- Not in distress yet



Tourism

- Community is welcoming to tourists
- Lots to see and do:
 - Boat cruises, museum, shopping, diving, walking trails, entertainment....
 - Some festivals/special events



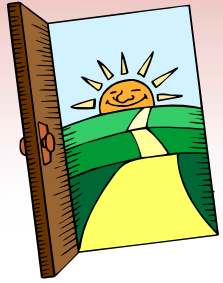


Tourism



- Hotel close to downtown needed
- The community looks lovely from the water – clean and inviting
- Harbour staff were friendly and helpful
- Downtown itself can be a tourist attraction
- Chamber staff did a good job of telling us about the community

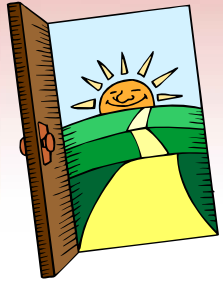




Information from Residents:

- Very positive about downtown and offerings of other merchants
- A few mentioned vagrancy as a problem and one youth mentioned there was nothing to do
- Chamber staff were friendly and informative

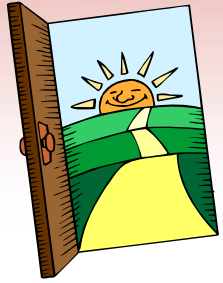




Using Our Senses

- Pleasant sounds
- Welcoming physical environment
- Relaxed atmosphere
- Fresh air

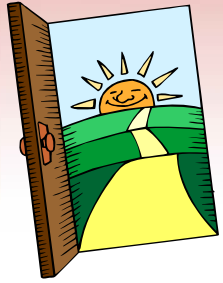




The most outstanding feature of Downtown Brockville:

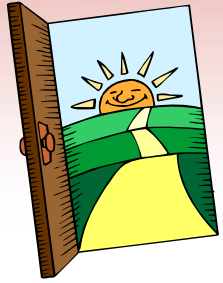
- The Court House area – great combination of varying topography highlighting statue, gardens, historic streetscape and impressive courthouse building





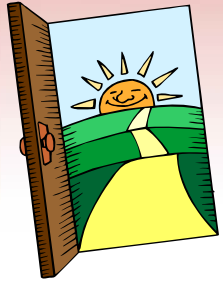
Five positive things about...

- Downtown relates well to waterfront
- Streetscape and accents complement historic nature of area
- Community pride is very evident
- Great mix of uses in the downtown
- History of area integrated into infrastructure



Five biggest challenges facing...

- More housing needed in downtown
- Filling building vacancies
- Upgrading and improving the look of some downtown buildings
- 401 signage should entice passersby to explore downtown
- Improve the look of parking areas



First Impressions Community Exchange *Report-back* Belleville and Brockville Exchange

Thank you!

