

Date: May 25, 2021

Report To: Mayor & Council

From: Cody Vangel, Chief Building Official & Municipal Planner

Re: Tourism Development and Marketing Plan – Beautification of Scott Street/Town Entrances/Trans Canada

Rainy River Future Developments Corporation (RRFDC) working as the Municipal Accommodation Tax (MAT) Agency has developed a Tourism Development and Marketing Plan to set out a vision for Fort Frances to be achieved through objectives and actions.

One of the many actions and goals that fall within the realm of Planning and Development is with regards to the Beautification of Scott Street, Town entrances and the Trans-Canada highway. The plan outlines several actions that can take place in order to beautify the above-mentioned locations being the following:

- Graffiti clean-up
- Community clean-up and priority ongoing pick-up along length of Trans Canada in Fort Frances
- Advocacy for fewer billboards/removal of derelict billboards just outside west entrance to Fort Frances
- Screening of storage businesses at west entrance with planted material if right of way permits

1. Graffiti Clean-up

It was not made clear to Town administration where exactly this graffiti was located. It was found that the Mowat Nursing Station does appear to have some graffiti on the building. The Mowat Nursing Station is anticipated for demolition this summer which will take care of the graffiti display.

2. Community clean-up and priority ongoing pick-up along length of Trans Canada in Fort Frances

To ensure a welcoming entrance and experience within the community the report details a recommendation for an ongoing community clean up along the Trans Canada Highway. This may be achieved through a volunteer program or even utilizing student labourers.

3. Advocacy for fewer billboards/removal of derelict billboards just outside west entrance to Fort Frances

The report details advocacy for fewer billboards at the west entrance of Town to increase the welcoming experience. Since the report was generated, Town administration members have worked with sign/billboard owners at the west end of Town to remove/repair/replace derelict billboards, therefore considered complete unless further action is determined.

4. Screening of storage businesses at west entrance with planted material if right of way permits

It is understood that many of the businesses at the west limits of Town are a mixed-use of enterprise and light to heavy commercial. The report indicates these businesses as they may be unsightly to visitors entering/exiting Fort Frances. The report recommends screening these businesses with planted material if the right of way permits. For discussion amongst the Committee, a consideration for this matter may be some sort of grant funding in order to influence the planting of greenery to better screen the

“unsightly” businesses.

Through discussion with the Planning and Development Executive Committee it was discussed that a streetscape/urban design policy may be a beneficial document to have in order to influence design aspects in certain location around Town. Included with this report below are a few samples of said policies/guidelines. Administration will seek to include a Streetscape Design Guideline/Policy item in the 2022 capital budget process. It will be understood that this inclusion into the 2022 budget process will be subject to the regulatory budgeting process and is not a guaranteed inclusion.

Due to document size restrictions, some samples can be found at the following links:

- https://guelph.ca/wp-content/uploads/Section_2_Streetscape_ManualREVISEDJAN20172Reduced.pdf
- <https://www.cambridge.ca/en/build-invest-grow/resources/Main-Street-Urban-Design-Guidelines.pdf>
- https://www.stratford.ca/en/inside-city-hall/resources/InfrastructureDevelopmentServices/Planning/Planning_Services/Urban_Design_and_Landscape_Guidelines_April_28_2014_1_revised_vision.pdf
- <https://www.thunderbay.ca/en/business/resources/Documents/Building-and-Planning/Urban-design-Guidelines/Urban-Design-and-Landscape-Guidelines.pdf>

Respectfully submitted.



Cody Vangel
Chief Building Official & Municipal Planner

Council approval of this report is not required as it is for information only.
