

## ECONOMIC RECOVERY INITIATIVE PUBLIC REALM ENHANCEMENT

### Storefront Maintenance and Beautification

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The following checklist outlines collective actions and best practices that can be taken by businesses and property owners to help boost economic recovery efforts. Proactive maintenance and beautification will improve the overall aesthetics and cleanliness of the area which will benefit residents, shoppers and business owners. We strongly encourage your participation!

#### Business and Property Owner Checklist



All business and property owners are encouraged to consider the following actions to maximize economic recovery efforts. Consider partnering with adjacent businesses to share resources (e.g. pressure washer, window cleaners, painters, etc.):

- **The Power of Clean!**
  - ✓ Pressure wash and/or clean entrances with soap and water
  - ✓ Clean windows (interior/exterior)
  - ✓ Sweep entranceway and sidewalks every day
  - ✓ Clear entrances of debris, cobwebs and litter on a regular basis
  - ✓ Remove any graffiti
  - ✓ Contact 3-1-1 for removal of dangerous items, including needles
- **Make it Bright!**
  - ✓ Replace burnt out lightbulbs in windows and overhead signage
  - ✓ Install smart LED lighting for brighter illumination (also possible cost savings)
  - ✓ Install light fixtures in entranceway and within window displays
- **Keep it Up!**
  - ✓ Paint door frames/window frames
  - ✓ Touch up any chipped or damaged material on façade
  - ✓ Reseal grout and/or caulking
  - ✓ Update old welcome mats or rugs
  - ✓ Replace any damaged windows
  - ✓ Remove old adhesives from window surfaces
- **Brand It!**
  - ✓ Refresh window displays with new merchandise on a regular basis
  - ✓ Clean and repair A-frame signs; update with current information and new graphics
  - ✓ Maintain up-to-date signage and posters on doors/windows
  - ✓ Consider adding hanging colourful baskets/planters at entrances
  - ✓ Ensure all required COVID-19 signage is clearly displayed (click [here](#) for materials)
  - ✓ Create open, accessible and welcoming spaces around windows and doors
  - ✓ Review of signage to conform with [By-law 2016-326: Permanent Signs on Private Property](#)
  - ✓ Review of signage to conform with [By-law 2004-239: Temporary Signs on Private Property](#)