

From: [Ashley Parker](#)
To: [Jeff Renaud](#); [Mayor Allan MacEachern](#); [Wade Greenlaw](#); [Marg Harding](#); [David Hyslop](#); [Emily Rodas](#); [Ghislaina Wheaton](#); [Brian Cornish](#); [Joyce Wright](#); alex.henderson@sbnbsc.ca
Cc: [Kirk Parker](#); [Celeste Caswell](#)
Subject: Downtown Facade Improvement Program
Date: April 7, 2026 11:24:25 AM

Dear Jeff Renaud, Alex Henderson, Allan McEachern and Members of Council,

We are writing to request clarification and reconsideration of our application to the Façade Improvement Grant in St. Stephen.

The program guidelines indicate that “certain high-quality facsimiles of traditional building materials may be acceptable.” Our proposal included Bellara metal siding with a woodgrain finish, specifically selected to replicate the appearance of traditional wood siding. In addition, this material was to be used only as a complementary accent—not as the primary cladding on the building.

Given this, we are seeking clarification on how acceptable facsimiles are being defined and applied, and how our proposed material does not meet that criterion.

Our decision to use this product was made carefully, with consideration given to both aesthetics and long-term performance. Bellara is a premium architectural cladding system, typically installed at a cost equal to or exceeding many traditional wood siding options. It is engineered to provide a consistent wood-like appearance while offering significantly greater durability, particularly in applications where height and accessibility make ongoing maintenance more difficult. In our case, minimizing the need for frequent repainting or re-staining at height was an important factor in selecting a material that would maintain its appearance over time.

During the council discussion, the material was characterized as “bare minimum.” Based on the above, we believe this characterization does not accurately reflect the quality, cost, or intended application of the product. As business owners who have operated Top Shelf Cabinets in this community for nearly 14 years, we place a strong emphasis on quality in all aspects of our work, including the investments we make in our own building.

We also note that, as the first—and currently only—applicant to this program, we approached this process in good faith with the intent of aligning with the program’s goals. Feedback shared publicly during council discussions plays an important role in shaping how local businesses perceive and engage with initiatives like this. In this case, the outcome and commentary have created uncertainty around how materials are being evaluated.

More broadly, we encourage consideration of how the program can support meaningful improvements while remaining accessible to local businesses. High-quality outcomes can be achieved through a range of materials, including modern products that replicate traditional appearances while offering improved longevity and reduced maintenance requirements.

Our objective remains the same as that of the program: to enhance the appearance of our building and contribute positively to the streetscape in St. Stephen. We believe our proposed design meets

that objective in a thoughtful and durable way.

For these reasons, we respectfully request:

1. A reconsideration of our application based on the material's alignment with the program's stated acceptance of high-quality facsimiles, and its limited use as an accent element; and
2. Clarification on the criteria used to evaluate acceptable materials, to ensure transparency and consistency for future applicants

We appreciate your time and consideration and look forward to your response.

Sincerely,

Kirk and Ashley Parker
Co-Owners

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