

## FAÇADE IMPROVEMENT GRANT

### ***Grant Details***

The Spruce the Bruce Program has been initiated to assist communities with improvements that make them more attractive, pedestrian-friendly, and distinctive. Downtown buildings and establishments define the street and are a major contributor to the character of the community. Clean, interesting, and well-maintained building facades communicate a sense of pride and commitment to quality in the community and encourage passerby to stop and enjoy the town.

The Spruce the Bruce Program has launched a grant program to encourage businesses to restore, upgrade, or otherwise improve their building facades. These grants match local cash contributions up to **\$2,500.00** and are available for building façades within the designated downtown areas.

*If you are unsure whether your business is located within a designated area, please visit the program website or contact us at **sprucethebruce@explorethebruce.com***

### ***Usage of Funds***

A façade improvement grant may be used towards the restoration of an existing storefront or the design and installation of a new façade. Projects that include signage may apply for additional funds through the Storefront Signage Program Grant.

### ***Eligibility Criteria***

In order to qualify for a Façade Improvement Grant:

- Applicants must be a merchant or storefront property owner within the boundary of a designated downtown.
- Applicants may be eligible for one façade grant per storefront. Applicants may additionally apply for the storefront sign and awning grant
- Projects must not have commenced prior to the awarding of the requested grant
- Projects must be completed within six (6) months of the date of the signed grant agreement
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant
- Eligible Project costs must be actual cash outlay to third parties acting at arms length and which can be documented through original invoices or proofs of payment
- Projects must demonstrate a contribution to the overall quality of the streetscape of the community (for help see the attached guidelines and the community design toolkit for your community)
- Grant recipients should be members of their local Chamber of Commerce, where one exists (you do not need to be a member to apply however upon award membership should be demonstrated)

## ***Review Criteria***

The Spruce the Bruce Selection Committee will review applications against the following criteria:

- date/timing of the application
- balance of funding available and any previous applications made at the time of application
- project's potential to provide long term economic benefit to the County
- evidence of the applicant's ability to fulfill responsibilities related to the project's installation and maintenance
- project's "fit" with the objectives of Spruce the Bruce and/or the local municipal direction
- The proposed project's "fit" with the Community Design Toolkit & / or other local municipal direction

## ***Application Process***

Applicants must complete a formal application in order to be given grant consideration. Application forms are available at [www.explorethebruce.com/sprucethebruce](http://www.explorethebruce.com/sprucethebruce) or at our offices.

All applications for this program must be submitted to:

### **Spruce the Bruce – Selection Committee**

c/o Bruce Community Futures  
Development Corporation  
20 Durham Street, Box 208  
Kincardine, ON N2Z 2Y7  
Fax: (519) 396-8346  
Email: [brucefdc@bruce.on.ca](mailto:brucefdc@bruce.on.ca)

### **Questions?**

Contact: Kara Van Myall  
Phone: 1-800-268-3838  
[sprucethebruce@explorethebruce.com](mailto:sprucethebruce@explorethebruce.com)

OR

Contact: Amanda Farrell  
Phone: 1-888-832-2232  
[www.bruce.on.ca](http://www.bruce.on.ca)  
[brucefdc@bruce.on.ca](mailto:brucefdc@bruce.on.ca)

**To be eligible, applications must be received prior to the first of each month until funding is exhausted.**



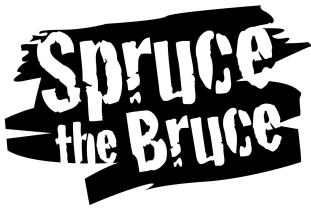
## ‘Spruce the Bruce’ Guidelines: Commercial Building Façades

The following guidelines focus on design, character, suitability and compatibility issues affecting Façade Improvement Grant Applications in “Spruce the Bruce” designated downtowns. Keep these guidelines in mind when completing a Façade Improvement Grant Application:

1. Only applications that are submitted prior to purchase, fabrication and/or installation of the sign, awning or façade work will be considered.
2. Only grant applications that comply with municipal by-laws will be considered.
3. Improvements requiring a variance will not be considered unless unique circumstances (not caused or created by the applicant) exist.
4. Façade improvements and signage should add to the character and value of the downtown. You can check your community design toolkit, façade program guidelines, municipal design guidelines and / or streetscape plan for tips on ways that your project can support the community design vision. The following questions will be considered when reviewing the application:
  - a. Is the work proposed of the same character as the building and its surroundings? Elements, window spacing, materials and features that reflect building character.
  - b. If the building is historic - Is the work proposed historic in character and does it use historic elements, colours, shapes, etc.
  - c. Does this work proposed improve the visual quality and character of the downtown?
5. Façade improvements should be of an appropriate size, scale and character for the building and site. The following questions will be considered when reviewing the application:
  - a. Are the improvements scaled appropriately for the building and/or site?
  - b. Does the proposed work fit as an overall element or does it overwhelm or stand out? Are the colours / materials appropriate?
6. Applications for improvements that use a variety of styles and materials are encouraged. Creative design and/or use of graphics or images (as opposed to simply the name of the business) are also strongly encouraged.
7. Façade improvements may include signs; applicants to the façade improvement program are encouraged to submit a joint application for a signs and awnings program grant and vice versa. Fascia signs must be appropriately designed and located; see the guidelines for this program for further details.
8. The use of a professional designer and / or contractor is encouraged.
9. Improvements must not interfere with sidewalk maintenance and pedestrian safety; which include proper height and allowable encroachment onto the sidewalk.
10. Projects are subject to the existing sign by-laws that may require permits to be issued.
11. Awnings and projecting signs may require an encroachment agreement with the Municipality (if they project over Municipal property) and Façade work may require a construction permit.

**Applicants requiring further clarification are encouraged to contact the County of Bruce and /or their local municipality for planning / design assistance.**





## Façade Improvement Grant

**To be eligible, applications must be received prior to the first of each month until funding is exhausted.**

Lead Applicant Name: (Municipality / Group)

Contact (if different from applicant)

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Street Address (Location):

Mailing Address  
(if different from street address)

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Telephone: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Please feel free to use additional paper to complete this application.

Please describe the proposed project in detail:

*Attach any sketches and / or include a "before" picture of the project.*

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Who will be doing the work?

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## Additional Comments

Please describe the extent to which this project reflects the mission of the Spruce the Bruce Program

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### Budget Details

Proposed Total Cost of Project: \$ \_\_\_\_\_

Business and other contributions: \$ \_\_\_\_\_

(list all sources): \$ \_\_\_\_\_

Grant Request: \$ \_\_\_\_\_ % of Total Cost: \_\_\_\_\_ %

### Signature and Submission Date

Name of Lead Applicant (Please Print): \_\_\_\_\_

Signature of Lead Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

*Incomplete applications will not be accepted. If you have any questions please contact us.*

Please drop off, mail, or fax your completed application to:

**Spruce the Bruce – Selection Committee**  
c/o Bruce Community Futures Development Corporation  
20 Durham Street, Box 208  
Kincardine, ON N2Z 2Y7  
Fax: (519) 396-8346  
Email: [brucefdc@bruce.on.ca](mailto:brucefdc@bruce.on.ca)

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