



## STREETSCAPE BEAUTIFICATION GRANT

### ***Grant Details***

The Spruce the Bruce Program has been initiated to assist communities with improvements that make them more attractive, distinctive, and pedestrian-friendly. Fixtures and features on downtown streets can make a major contribution to the character of the community. To encourage communities to envision their character and begin to implement it on the ground, the Spruce the Bruce Program has launched a grant program for streetscape beautification for upgrading and investment in local downtown infrastructure. These grants match local cash contributions up to **\$5,000.00** and are available for the following municipalities in 2010:

Municipality of Kincardine  
Township of Huron-Kinloss

Town of Saugeen Shores  
Town of South Bruce Peninsula

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

Streetscape Beautification Grants can be used towards things like banners (*new, replacement, seasonal or alternate banners, mounting brackets or mechanisms*), benches, garbage/recycling cans, bike racks, flower containers (*when purchased with plan to fill w/ floral displays in downtown*), street trees, green space/park enhancements, seasonal decorations (*holiday*) and/or public art (*murals, sculptures, fountains, etc.*) provided that the items are installed within the designated downtown area. The funds are available for durable goods only (i.e. for improvements that will last more than 2 years).

### ***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

## ***Eligibility Criteria***

In order to qualify for a Streetscape Beautification Grant:

- Applicants must be a municipality, established or incorporated group or a stakeholder group in partnership with an incorporated group, and must have municipal support in the form of a letter outlining the project timing and delineates responsibilities for maintaining the completed project.
- Applicants may only have one grant application per category per intake and the project must be complete prior to an additional application. A maximum of two (2) Streetscape Beautification Grants may be awarded per downtown per program year.
- 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
- Applicants must specify how their plan contributes to the overall brand character of the Town and that their plan does not duplicate or compete with any other efforts underway.
- **Applicants must assume responsibility for maintenance of streetscape elements once purchased.**

## ***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: Streetscape Beautification**

1. Only grant applications that comply with municipal by-laws will be considered. Stakeholder groups should ensure that the attached letter of support from the municipality indicates compliance.
2. Streetscape improvements should add to the character and value of the downtown. The following questions will be considered when reviewing the application:
  - a. Does the work proposed improve the visual quality and character of the downtown?
  - b. Is the work proposed of the same character as the surroundings? For extra help, consult the community design toolkit / urban design guidelines / façade guideline / downtown streetscape study if one is in place for your town.
  - c. Is the proposed feature the appropriate size for the location?
  - d. Does proposed feature fit as an overall element or does it overwhelm or stand out? Are the colours / materials appropriate?
3. Creative design and/or use of graphics or images that reflect the community design identity are strongly encouraged.
4. Fixtures proposed to be located in the public right-of-way should not obstruct sight lines for vehicles accessing the street from driveways/alleys and should maintain clear circulation routes for pedestrians including overhead and at the street level.
5. The use of a professional designer / fabricator / installer is encouraged.
6. Projects may require permits to be issued and it is the applicants responsibility to ensure that all permits are secured prior to submission of the application. Copies of the approved permits should be appended.

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





# Streetscape Beautification Grant

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

*Feel free to use additional paper to complete this application.*

Project Type: (check one)

- Banner(s)
- Bench(es)
- Bike Rack(s)
- Waste Receptacle(s)
- Flower Container(s)
- Public Art
- Seasonal Décor
- Other \_\_\_\_\_

Name of Group/Organization: (Lead Applicant)

Contact (if different from applicant)

\_\_\_\_\_

\_\_\_\_\_

Mailing Address:

Contact Person Mailing Address  
(if different from applicant)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

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

Other Partners:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is your organization incorporated?

Yes \_\_\_\_\_ (attach letter of incorporation)

No \_\_\_\_\_ (attach letter of incorporation  
from project partner)



## 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

PROJECT COSTS: \$ \_\_\_\_\_

Other Contributions: \$ \_\_\_\_\_

(list all costs) \$ \_\_\_\_\_

\$ \_\_\_\_\_

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

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### **Questions?**

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Phone: 1-800-268-3838

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