

Façade Improvement Grant Program Guidelines

Grant Details

To encourage commercial property owners to restore, upgrade, or otherwise improve their building facades. The Township would match local cash contributions for eligible improvements up to \$3,000.00 for projects under \$10,000.00 with an additional \$1000.00 given to projects over \$10,000.00.

Applicants may be eligible to receive up to an additional \$3,000.00 matched cash contribution for projects under \$10,000 and an additional matching \$1,000 for projects over \$10,000 through the Spruce the Bruce Program. Applicants must apply through Spruce the Bruce and meet their eligibility requirements to be considered for this additional funding. Huron-Kinloss applicants who apply to Spruce the Bruce for façade improvement funding are automatically considered for funding through the Township of Huron-Kinloss' Façade Improvement Grant. For more information about Spruce the Bruce, please visit: <https://brucecounty.on.ca/business/grants>

Usage of Funds

Funding may be used towards the restoration of an existing storefront or the design and installation of a new façade. Projects that include perpendicular signage or awnings may apply for additional funds through the Perpendicular Signage & Awning Grant.

A portion of the funds may be used towards graphic design and business branding expenses. The Township of Huron-Kinloss recognizes the importance of having a logo and brand for your business that will set you apart from competitors.

Eligible Items - must include a minimum of 3 items from this list:

- Exterior building painting
- Architectural feature improvements/ amendments/additions
- Exterior lighting/front illumination for signage
- Replacement/ Removal of siding
- Re-pointing of brick/stone
- Storefront redesign
- New masonry/stone work
- Brick restoration/cleaning
- Other renovations/improvements could be eligible if they meet the objectives of the program/design guidelines

To be eligible for an additional \$1000.00 funding, application project must total over \$10,000.00 with at least 3 items from the list above, and implement any additional items from the list below:

- Replacement of windows & doors
- Fascia signage improvements
- Permanent outdoor planters/ accessories (shutters, trim, glass repair)
- Permanent exterior accessibility ramps
- Other renovations/ improvements could be eligible if they meet the objectives of the program/ design guidelines

Ineligible Items

- × Roof Repairs
- × Interior Improvements
- × New Building Construction
- × Backlit or Read-o-graph signage

Application Process

- Applicants must be a merchant or commercial property owner within a CIP designated area.
- Applicants may be eligible for one facade grant per storefront. Applicants may additionally apply for the storefront sign grant.
- Projects should not have commenced prior to the awarding of the requested grant. Applicants that have commenced work prior to obtaining approval acknowledge that their project may be deemed ineligible for funding.
- Projects must be completed within a 6 month window of application approval. Extensions are not granted unless prior approval has been received. If money is not spent it will be deemed an incomplete project and you will need to reapply next year.
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
- Taxes are the full responsibility of the applicants.
- 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.

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Applications to this program are available at the Township's municipal office at 21 Queen Street, Ripley or online at www.huronkinloss.com

519-395-3735



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Review Criteria

The Downtown Improvement Grant Committee at the Township 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 Township
- evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- project's "fit" with the objectives of the Downtown Improvement Program
- The proposed project's "fit" with the Community Design Toolkit & / or other local municipal direction

Application Process

Applicants must complete an application in order to be given grant consideration. Incomplete applications cannot be accepted. If approved, funds will be allocated following completion of project and proof of eligible expenditures.

Applications require the following:

- Property owner name
- Contact information
- Detailed project description including colours/materials that will be used
- Attach building permit if applicable and any sketches or pictures of proposed project
- If your project includes sign text, please show the text to be included
- The proposed timeline for the work (start date, completion date)
- Quote(s) of the project cost
- Proposed project costs (taxes not included)
- Grant request.

Guidelines

The following guidelines focus on design, character, suitability and compatibility issues affecting Façade Improvement Grant Applications. Keep these guidelines in mind when completing a Façade Improvement Grant Application:

- Only applications that are submitted prior to purchase, fabrication and/or installation of the sign, awning or façade work will be considered.
- Only grant applications that comply with municipal by-laws will be considered.
- Improvements requiring a variance will not be considered unless unique circumstances (not caused or created by the applicant) exist.
- Façade improvements and signage should add to the character and value of the downtown. You can check our community toolkits for tips on ways that your project can support the community design vision. The following questions will be considered when reviewing the application:
 - Is the work proposed of the same character as the building and its surroundings? Elements, window spacing, materials and features that reflect building character.
 - If the building is historic - Is the work proposed historic in character and does it use historic elements, colours, shapes, etc. Does this work proposed improve the visual quality and character of the downtown?
- 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: Are the improvements scaled appropriately for the building and/or site? Does the proposed work fit as an overall element or does it overwhelm or stand out? Are the colours / materials appropriate?
- 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.
- Façade improvements may include signs; applicants to the façade improvement program are encouraged to submit a joint application for a signage improvement program grant and vice versa. Fascia signs must be appropriately designed and located; see the guidelines for this program for further details. Since it is difficult to produce backlit plastic panel or molded signs which reinforce the desired atmosphere and / or character of downtown, these types of signs are not encouraged and are not likely to be approved for funding.
- The use of a professional designer and/or contractor is encouraged
- Improvements must not interfere with sidewalk maintenance and pedestrian safety; which include proper height and allowable encroachment onto the sidewalk.
- Projects are subject to the existing sign by-laws that may require permits to be issued.
- Signage projects may require an encroachment agreement with the Municipality (if they project over Municipal property) and Façade work may require a construction permit.

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