



Business Improvement Area

FAÇADE IMPROVEMENT PROGRAM Guidelines

Application for Approval

To apply for incentives under the Façade Improvement Program, an applicant is required to complete and submit the required application form to the Economic Development Officer. The application will not be accepted unless signed by the applicant. Where the applicant is not the owner of the property, the owner of the property must also sign.

There is no cost to submit an application under the Façade Improvement Program.

Applications will be considered on a first come – first serve basis. However, where there are more applications than funds available, the General Government Committee may recommend to Council those applications it believes will produce the greatest benefits for the community.

Objectives

The following is a list of objectives that outline the purpose of the Façade Improvement Program for the Town of Wasaga Beach. The following list of objectives apply to all areas of business within Wasaga Beach:

1. to assist property owners with improvements to their buildings;
2. to encourage the continued use/patronage and economic vitality of the commercial core in all seasons;
3. to encourage consistency in urban design and signage while recognizing the importance of diversity and character of the existing built form;
4. to create an attractive image of the Town that reflects the historic character and culture of the community;
5. to reinforce the commercial core as a focus for the community; and
6. to provide incentives for redevelopment to enhance the attractiveness of the overall Town.

FAÇADE IMPROVEMENT PROGRAM

Eligibility and Conditions

Location of Eligible Properties:

Applications for the Town of Wasaga Beach's Façade Improvement Program will be accepted for all licensed business properties in Wasaga Beach.

Who is Eligible to Apply:

Building owners and tenants of buildings who operate a business in the Town of Wasaga Beach may apply for grants under the Façade Improvement Program. Any applicant who does not own the property subject to the improvements must provide written authorization to proceed with the application from the owner.

Grant Funding:

Façade Improvement Program grants may be approved for 50% of the eligible works up to a maximum of \$2,000.00 per grant.

The Town of Wasaga Beach will accept applications for the Façade Improvement Program during each fiscal year on a first come - first serve basis. If a grant was approved in the previous calendar year, new applications for the same property will be processed during a Spring and Fall application intake subject to availability of grant money. If you wish to submit a secondary application for the same property, please note the following deadlines:

1. Spring intake applications will be processed after **April 1st** of each calendar year; and
2. Fall intake applications will be processed after **September 1st** of each calendar year.

Eligibility Requirements:

1. Façade Improvement grants will be available for improvements to a building face which may include but are not limited to paint, signage, lighting, brickwork etc. The Town of Wasaga Beach has established accepted commercial paint colours for exterior building walls. Please contact the Economic Development Officer to make arrangements to review the accepted paint colours that are demonstrated on paint pallets.
2. Building façade grants will be approved based on a primary grant for the building façade that forms the primary entrance to the building, and a secondary grant for a building side that faces the street and/or a public parking lot. Where a building has more than two building faces abutting a street, the Town may consider a secondary grant subject to availability of grant money.
3. Properties and buildings with any tax arrears do not qualify.
4. Properties with outstanding work orders will only be considered if the work outlined in the application addresses the work order and the objectives of the Façade Improvement Program.

5. Any applicant may initiate or proceed with work or improvements at “their own risk” between filing the application and receiving final approval. Beginning work at your own risk does not in any way guarantee approval. Any work initiated before the Façade Improvement Application is received by the Town of Wasaga Beach is not eligible for funding.

Approval Process:

1. Council will determine the allocation of funds to the Façade Improvement Program for the current year during budget preparation. The availability of grant money is limited by the total amount of funding that has been allocated to the Façade Improvement Program. The Town reserves the full right to either approve or reject any application.
2. Application for grants under the Façade Improvement Program shall be submitted to the Economic Development Officer.
3. The application, once received will be circulated to the Town's Building Department, Clerk's Department, Planning Department and Treasury Department to confirm that there are no tax arrears or outstanding work orders applicable to the subject property, a business license has been issued and is paid in full and the application meets the Town's Strategic Plan, Official Plan, Zoning By-law, Building Code, Sign By-law and other applicable Town By-laws.
4. Town staff may require a visual inspection of the subject property in order to fully assess the application. *Note: If the application is deemed incomplete, the Economic Development Officer may request more information.*
5. The Economic Development Officer will report to the General Government Committee with a recommendation to approve, approve with conditions or reject the application.
6. Council shall make the final decision for approving or rejecting the application and conditions.
7. Upon approval, the Economic Development Officer will provide the Applicant (or the property owner if different than the applicant) the standard Letter of Agreement with an outline of the grant. The Letter of Agreement is to be signed and returned to the Town of Wasaga Beach within 30 days. Where the agreement is between a business owner and the Town, the building owner must be a party to the agreement.

Terms and Conditions:

1. The applicant shall apply for all necessary municipal permits.
2. All work completed by the applicant shall be in accordance with the Letter of Agreement and the requirements of the building permits and applications.
3. In the event that there is a breach of the above conditions or it comes to the attention of the Town of Wasaga Beach that any of the statements made by the Applicant in the application form or any other information requested by the Town are false, the Town shall have the right to revoke funding approval.

Payment Process:

1. Upon completion of the project, the applicant shall submit copies of all invoices (stamped paid) and/or receipts pertaining to the approved works to the Economic Development Officer. The Building Department will inspect the completed project to ensure compliance with the building permits. The Economic Development Officer may obtain assistance from any other Municipal Official involved in the application.
2. Upon completion of the construction and inspection by a Building Inspector if necessary, the Applicant will be required to present all receipts pertaining to the project. After the receipts have been reviewed, the Town shall issue a cheque for the full grant amount. *Note: if actual costs are less than provided for in the Letter of Agreement, the amount of the grant payments may be reduced; however, if the costs are higher, the grant payment shall not exceed that defined in the Letter of Agreement without the approval of Council.*