



Business Improvement Area

FAÇADE IMPROVEMENT PROGRAM Guidelines (Updated January 2, 2013)

Application for Approval

To apply for assistance under the Façade Improvement Program, an applicant is required to complete and submit the application form to the Economic Development and Communications 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. It is important to note that the Façade Improvement Program is intended to assist with the cost of improvement projects, not be one of the main sources of revenue for projects. Additionally, the Façade Improvement Program is not intended for projects that are considered regular property maintenance. The following is the list of objectives for the Façade Improvement Program:

1. to assist property owners with improvements to the exterior of their buildings and properties that face the travelled portion of a road;
2. assisting with the look of businesses from the street and to encourage the continued use/patronage of these businesses;
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 importance of commercial enterprises to the economic viability of the Town; 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 from all licensed businesses 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. An owner of a building with multiple businesses may only submit one application and be eligible for a façade improvement grant based on the eligibility requirements noted below.

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 required to wait **one full year** prior to applying to the program again (i.e. application approved in 2013, no application in 2014, application can be submitted in 2015.)

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. Sidewalk improvements, replacement roofs/shingles, windows and doors are not eligible under the program. Additionally, soft landscaping improvements including shrubbery, sod, trees, plant material and mulch are not eligible under the program. However, hard landscaping improvements including fencing and stonework are eligible under the program. The Town of Wasaga Beach has established accepted commercial paint colours for exterior building walls that can be referenced prior to applications being submitted.
2. Building façade grants will be approved based on a primary grant for the building façade that forms the primary entrance to the building or property, and a secondary grant for a building side that faces the street and/or a public parking lot.
3. Cottage Court properties are eligible for assistance to improve the look of cottages immediately adjacent the roadway only, not the entire cottage court area.
4. Properties and buildings with any tax arrears do not qualify.
5. Applicants are required to have a current Business License.
6. Properties with outstanding work orders will only be considered if included in the overall work plan is work that addresses the work order in addition to work proposed under the Façade Improvement Program.

7. 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.

Multiple Businesses/Tenants Located in One Building/Property Eligibility Requirement:

As indicated previously, the intent of the Façade Improvement Program is to enhance the exterior appearance of business properties, including buildings facing the street and hard landscaping.

1. Applicants that are the owner of a building/property that house multiple businesses are encouraged to submit one application on behalf of their tenants outlining intended work to the building with a total overall cost. In this case, funding eligibility will be considered on an individual case-by-case basis taking the dollar amount allocated to the Façade Improvement Program into consideration.
2. Individual tenants who wish to take advantage of the Façade Improvement Program who are located in properties that house multiple businesses are encouraged to consult with the landlord to seek their support and then contact the Economic Development and Communications Officer to discuss their Façade Improvement plans. In this case, the tenant must have written approval from their landlord for the proposed work to the façade. Façade Improvement payment will be provided to the individual who paid for the completed work (i.e. if the tenant paid for completed work, payment will be made directly to the tenant. If the landlord paid for the completed work, payment will be made directly to the landlord.)
3. Approval for applications submitted under this section may be limited to one per property in order to ensure that the limited funds available under this program are dispersed to as many properties as possible.

Approval Process:

1. Council will determine the allocation of funds to the Façade Improvement Program for the current year during the preparation of the annual Town budget. 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 and Communications 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 and Communications 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 and Communications 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. Where the agreement is between a business owner and the Town, the building owner must be a party to the agreement.
8. With the consent of the applicant, the Economic Development and Communications Officer may hold an application involving multiple businesses on a single property until the beginning of the fourth quarter to determine the availability of funds for the application.

Terms and Conditions:

1. The applicant shall apply for and receive all necessary municipal permits.
2. All work completed by the applicant shall be in accordance with the Letter of Agreement and the requirements of any building permits issued and approved 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 and Communications Officer. The Building Department will inspect the completed project to ensure compliance with the building permits. The Economic Development and Communications 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.*