

Program Guide

Downtown Façade Improvement

The Purpose:

The purpose of the program is to encourage building improvements to the front facing side of the businesses along 50th Avenue, and to bring investment into Calmar's downtown (the Commercial C1 District). By assisting business owners in the downtown area to make upgrades and improvements to their building fronts, the program aims to help attract more visitors and business activity to the downtown and promote economic growth in our community. We want to make our downtown streets more inviting and interesting to residents and commuters driving through our town by improving our curb appeal.

About the Program:

The Downtown Façade Improvement Program provides matching grants for up to 50% of eligible project costs, to a maximum of \$5,000 per project.

- Funding is allocated on a first come, first served basis and in the order in which applications were received, until the budget has been spent or the program year has ended;
- Submitting an application may not guarantee a grant or a specific grant amount; and
- Applications not funded in the current year's budget may be considered in the next year or subsequent years of the program.

The grant provides an incentive to undertake building upgrades which create more interesting and appealing streetscapes and properties to attract people and business in the Central Commercial C1 District (downtown) as determined by the Town of Calmar's Land Use Bylaw.

The Downtown Façade Improvement Program is intended to:

- Promote building improvements and investment in the downtown;
- Contribute to the built environment through visually interesting and appealing buildings;
- Encourage more foot traffic for the area and provide lasting first impressions; and
- Help building owners attract and retain tenants and market their properties.

The Downtown Façade Improvement Program is part of the ongoing Community Vitalization Plan, which focuses on defining our downtown, to enhance the visual ambiance, attract new businesses, and enhance tourism opportunities.

Project Requirements:

- The applicant must be the building owner(s) or their designate (written authorization from the owner to apply);
- All projects must obtain the necessary development permit and building permit as required by the Town of Calmar;
- All projects must be for existing buildings on parcels located in the Town of Calmar's downtown and be designated Commercial (C1) District under the Town of Calmar's Land Use Bylaw.
- Project improvements must comply with the standard urban design guidelines established by the Town of Calmar under the Commercial (C1) District of the Land Use Bylaw; and



- The building must be used primarily for commercial / retail purposes.

Eligibility:

Eligible projects are required to reflect principles of good design. Please refer to the Town of Calmar's Design Standards for more information. Examples of work that are **eligible** for reimbursement may include:

- Restoration of exterior finishes and repainting of the building façade;
- Repair or replacement of windows, doors and doorways;
- Repair or replacement of business signage;
- Installation or replacement of exterior building lighting;
- Installation or replacements of awnings and canopies;
- New architectural details such as entranceways, base trim, cornices and corner accents;
- Installation of accessibility structures, such as ramps and entrance features.

Successful projects will strive to improve the exterior appearance, design and function of a building through meaningful and lasting improvement to the street-level view of the building.

Examples of work that are **not eligible** for reimbursement may include:

- Alterations to windows reducing transparency;
- Digital screens or digital signage;
- Removal of accessibility structures;
- Development and building application fees.

How to Apply:

1. Submit a completed program application form; incomplete application forms may not be accepted.
2. Applications will be reviewed in the order of receipt; additional information or revisions may be requested.
3. Applicants will be notified of decisions made regarding their application.
4. After the application is approved, and other required permits are obtained, project construction can begin. Applicants will be notified if any permit application forms need to be completed.
5. Work must be completed by the end of the grant year.
6. Application decisions made are final and cannot be appealed.

The Town may use pictures of successful applicant's project once the work is completed for promotional and / or marketing purposes.

Additional Questions:

Please reach out to the Grant Coordinator for any and all questions and to **book your pre-application meeting.**

Grant Coordinator: 780-985-3604 Ext. 226
grants@calmar.ca