



Guidelines & Application

2020 BUSINESS FACADE IMPROVEMENT PROGRAM

Sponsored By



Program Purpose and Goals

The physical environment in which we live and work has a great effect on us. A community that is more appealing to the eye gives its citizens a greater sense of place and pride while also providing a positive image to visitors.

Funding for the Dawson Creek Business Façade Improvement program is provided by Northern Development Initiative Trust. Northern Development Initiative Trust in partnership with Community Futures Peace Liard (CFPL), and the City of Dawson Creek are pleased to provide this program to give monetary assistance as an incentive to building/business owners, to improve the character and physical appearance of their buildings. The program guidelines are intended to set a quality standard for the types of improvements, and act as a guide to review applications for the program administrators.

The Business Façade Improvement Program is primarily focused on the physical appearance of the buildings and their relationship to the street in high traffic and highly visible areas. Facades and storefronts of the retail and commercial buildings are to be considered. The character and design of the building, along with the businesses contained within, attract shoppers both for goods and services that they provide and for the experience of walking around an interesting and lively urban space.

The Program

These program guidelines are intended to maximize the program benefit for improving aesthetics of commercial areas.

The City of Dawson Creek will provide a grant up to a maximum of up to \$5,000 per building/project to improve the facades of commercial buildings. The building must be located within the city boundaries to be eligible.

Each building is eligible for a **one time grant only to a maximum of \$5,000.**

Projects must have a minimum total cost of \$1,000.

Please refer to the Intake Process on page 7 for additional details.

Eligible Properties

Properties eligible for the program include businesses in the downtown core extending to 17th Street; Alaska Highway Dawson Creek City Boundary from the west to the traffic circle; and 8th Street from the traffic circle to the Dangerous Goods Route turnoff. These areas are considered the Priority Area for funding. Businesses that fall outside the mentioned areas are subject to the discretion of the Project Coordinator and the City of Dawson Creek based on the eligible criteria outlined in the guidelines.

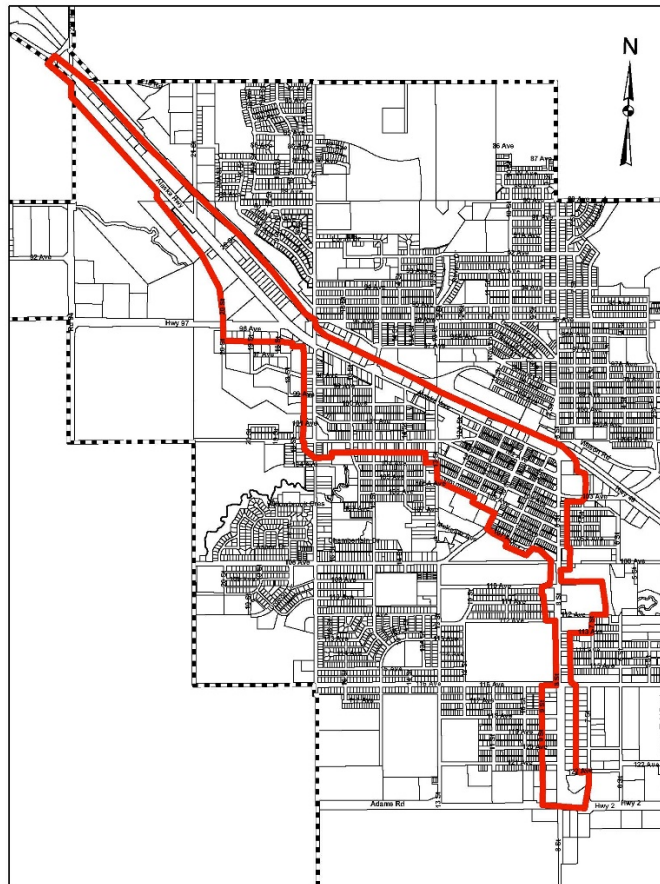


Figure 1 Priority Intake Area Map of Dawson Creek

Eligible Applicants

- You must be either the property owner or business owner (if the applicant is the business owner, the property owner must approve the application in writing and confirm that all improvements are to be paid for by the applicant)
- Non-profit and enterprising non-profit organizations (tenants)
- Home based businesses which are zoned commercial, have a storefront and are within the specified area
- Home based businesses without a commercial storefront (eligible for wayfinding signage only to a grant maximum of \$500)
- Property taxes pertaining to the property are fully paid and current
- Current, valid business licenses for the property (unless otherwise exempt)
- No building permits, stop work orders, or development permit condition requirements outstanding
- The subject property has not received a previous grant under this program

Ineligible Applicants

- Residential homes located in the commercial area
- Apartment buildings
- Government owned buildings (municipal, provincial or federal; even if they have business tenants)
- Empty buildings or businesses that are not operating (exception if the business is renovating or doing improvements to the building in anticipation of re-opening)

Eligible Façade Improvements

Eligible improvements may consist of but are not limited to:

- Exterior lighting (new but not replacement)
- Exterior architectural features
- Exterior surfaces and details (decorative details, moldings, trims etc.)
- Windows (only if part of larger enhancements, no stand-alone window replacement)
- New siding
- Façade painting
- Entrances and doorways (only if part of larger enhancements, no stand-alone entrance/doorway replacement)
- Awnings
- Signage (affixed to the building)
- Wayfinding signage (sign located on the business property i.e. at the bottom of a driveway).
- Signs are eligible to a maximum of \$500 and must adhere to any signage bylaws and regulations
- Accessibility improvements (ramps, wider doors etc.) to the outside of the building only AND are part of a larger façade improvement project

Ineligible Façade Improvements

The following improvements are ineligible:

- Routine maintenance
- Structural repairs
- Roofs
- Non-permanent fixtures (benches, planters, patios, patio heaters etc.)
- Landscaping
- Paving
- Fencing
- Interior/internal improvements
- Any improvements not visible from the public right of way
- Construction of additions, accessory buildings or new buildings
- Any improvements that have been started prior to application approval
- Any improvements deemed inconsistent with redevelopment purposes and design guidelines

Eligible Costs/Expenses

- Direct project labour costs
- Design, architectural or engineering fees (related to facade only)
- Contractor fees
- Rental of tools and equipment
- Project related materials and supplies
- Shipping and/or freight
- PST

Ineligible Costs/Expenses

- Staff wages and/or benefits
- Purchase of construction tools or equipment
- Operational costs including utilities (hydro, gas etc.)
- Duties
- Permit fees
- Expenses related to improvement to the building façade not visible from the public right of way
- Façade improvement expenses started prior to application approval
- GST

Design Guidelines

In order to be eligible for this grant, the applicant must submit designs and costing for the project. Designs need to clearly outline the proposed improvements to allow proper evaluation of the project, and to clearly demonstrate that the finished product looks like what was intended during the application process. Designs need not be done by a professional architect or designer; however, it is strongly encouraged that the tenant/property owner seeks professional help. Grants will be awarded first come first served based on the merit of design, visual impact to the streetscape, and how well the project fits the program criteria.

Building, sign and/or other permits may be required by the City of Dawson Creek based on the extent of the improvements to be completed. These requirements are not waived by approval for the Business Façade Improvement Program and should be applied for prior to or concurrently with application for this program.

Intake Process

Priority Area Intake: May 1 to May 31, 2020

Preference will be given to businesses in the downtown core and extending to 17th Street, Alaska Highway Dawson Creek City Boundary from the west to the traffic circle, and 8th Street from the traffic circle to the Dangerous Goods Route turnoff, on a first come first served basis until May 31st.

Open Intake: June 1, 2020

If there is still funding left over from the first intake, applications can be received from all businesses in Dawson Creek that fit the eligible applicant criteria and design guidelines outlined in this program guideline. Funding will be allocated on a first come, first served basis until September 18th or until all funds have all been subscribed.

Business Selection Process

Applications must be submitted to CFPL and approved by the City PRIOR to the start of the façade improvement project in order to be eligible to receive funding.

Once a completed application is received, CFPL will send an email confirming receipt. The completed application is received and reviewed by the designated Project Coordinator and a recommendation (to accept or decline) is presented to the designated staff of the City of Dawson Creek for approval.

If approved and accepted, the Tenant/Owner will be notified by email and will receive a signed Letter of Understanding from CFPL. **Funds MUST be spent by December 2020 and projects MUST be completed by December 31, 2020 in order to be eligible.** There is no carry-over of reimbursement into the next fiscal year.

Submitting an application does not necessarily mean your project or a specific grant amount will be approved. All project proposals are subject to a comprehensive review, must meet high quality standards, and must reflect the spirit and intent of the Business Façade Improvement Program Guidelines. **Applications will be received until September 18, 2020.**

Application Process

1. Owner/Tenant submits a complete application with designs. All required supporting materials and documents (including owner authorization) must be received prior to be considered complete.
2. Staff reviews the application and proposed façade improvements to ensure that improvements meet the Business Façade Improvement Program Guidelines and criteria.
3. Applications are reviewed and a decision to accept or reject the application is made.
4. Applicant is advised of the decision by email.

5. Successful applicants will receive a Letter of Understanding that must be signed by the owner/tenant and the Project Coordinator for CFPL.
6. Owner/Tenant acquires any required permits and completes the renovations.
7. Owner/Tenant provides verification of expenses (including invoices or other confirmations of payment) and submits their totals on the provided expense tracking sheet.
8. Owner/Tenant provides:
 - a. A Certification of Completion signed by the applicant or contractor, indicating that all work described in the application/approval and has been paid in full.
 - b. Verification of expenditures by providing copies of project invoices, cleared cheque/bank statements or credit card statements confirming payment.
 - c. Before and after photos that are taken at the same angle and same time of day, along with a business testimonial.
9. Owner/Tenant provides proof that the improvements have passed final inspection for municipal permits (where required) and meet all building standards and codes (where required).
10. Staff verifies that the renovations meet the Letter of Understanding requirements and approves reimbursement.
11. Applicant is issued a cheque.

Please note: Approved projects must be completed by Year End (December 31).

Evaluation/Selection Process

The Business Façade Improvement Program is a joint venture offered by the City of Dawson Creek that is facilitated by nonprofit Community Futures Peace Liard and sponsored by Northern Development Initiative Trust.

The designated Project Coordinator from Community Futures reviews all applications and determines eligibility of projects and makes recommendations to the City regarding the projects that should receive funding. All projects will be evaluated using the following ranked criteria:

- Does the project for which the funds are being sought meet the applicable Design Guidelines?
- Will the project once complete have a noticeable impact on the streetscape?
- Will the renovation offer a noticeable improvement on the streetscape?
- Was a professional designer or architect used?
- Will the project be completed by the end of December?

In the event that there are more eligible applicants than funds available to award, the Project Coordinator will prioritize applications based on the following criteria:

1. Location with preference in areas outlined on *Figure 1* the Program Preference Area Map on page 3;
2. Age and condition of building (i.e. poor condition buildings have greater odds of project approval);
3. Use of local contractors and services;
4. Use of a professional designer/architect ;
5. Impact on curb appeal.

Appeal Process

In the event that an application is declined, the applicant may request a meeting with the Project Coordinator and the designated City Staff representative to discuss the application with the purpose of:

1. Seeking input on the proposal in order to modify the application and meet the program guidelines.
2. Provide additional information that may reverse the decision to decline.

Additional Information

The City of Dawson Creek may require development, building and or sign permits based on the extent of the improvements to be completed.

Submit application to:

Joanna Phinney
Community Futures Peace Liard
904–102 Avenue, Dawson Creek, BC V1G 2B7

Phone: 250.782.8748

Email: jphinney@communityfutures.biz

Timeline:				
	Day	Month	Year	

Building Permit Approval				
	Yes		No	

Photos of building before improvement

*Please note, these pictures must be included in the application

Project Description: Please describe project in detail and include drawings,

Final Deadline for Application is September 18, 2020

Joanna Phinney Community Futures Peace Liard
 904 102nd Avenue, Dawson Creek, V1G 2B7
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 Phone: 250 782-8748
 Fax: 250 782-8770

