



2024

Business Façade Improvement  
Program Guidelines  
and Application



**NORTHERN**  
DEVELOPMENT

# Business Façade Improvement Program Guidelines

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## PROGRAM PURPOSE

The Business Façade Improvement program provides grants to property and business owners to assist with the costs to renovate, restore or redesign their facades. Eligible properties are those buildings zoned C1 within the Village of Ashcroft Development Permit Area #4 (commercial properties located between the Thompson River & Railway Avenue and 1st Street & 8th Street).

The Village of Ashcroft is pleased to provide this program with funding from Northern Development Initiative Trust, which provides monetary assistance as an incentive to property and business owners as they improve the character and physical appearance of their establishments.

## GOAL

The goal of the program is to encourage the downtown businesses to invest in upgrades that will create a more exciting, appealing and consistent downtown appearance. The improvements will invite more customers, clients, visitors as well as other businesses to our downtown. This new program presents a welcome and important source of funding to assist all businesses to conform to the facades as outlined in the Downtown Revitalization Area.

The Village is confident that this program will

- ◆ Make downtown Ashcroft a more inviting and friendly area;
- ◆ Make downtown Ashcroft an interesting place to visit, eat, shop, walk and play;
- ◆ Promote the marketability of retail businesses;
- ◆ Attract and retain tenants to the downtown area;
- ◆ Build civic pride within the commercial sector as well as the residents.

## THE PROGRAM

The Village of Ashcroft will provide a 50% reimbursement grant up to a maximum of \$5,000 per building/project to improve facades of downtown commercial/retail buildings.

Each building is eligible for an annual grant to a maximum of \$5,000. Each year a building may access the Business Façade Improvement program for new/incremental façade improvements.

**Projects must have a minimum total cost of \$1,500 in order to qualify.**

**Application deadline is May 31, 2024**

Buildings occupying corner lots are only entitled to one grant to a maximum of \$5,000 even if the eligible improvements occur on both streets.

## ELIGIBLE PROPERTIES

Eligible properties are all existing commercial buildings zoned C1 and located within the Downtown Revitalization Area (commercial properties between the Thompson River & Railway Avenue and 1st Street & 8th Street).

# Business Façade Improvement Program Guidelines

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## ELIGIBLE APPLICANTS

To be eligible to apply for the program:

- ◆ Property owners or business owners (*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 societies occupying commercial storefronts; and
- ◆ Home-based businesses (*eligible for wayfinding signage only\**); and
- ◆ The subject building has not received a previous grant under this program for the proposed improvements.

## INELIGIBLE APPLICANTS

The following properties are not eligible for this program:

- ◆ Government Properties—regardless if any level of government owns or leases the property;
- ◆ Residential homes, without a business, located within the designated area;
- ◆ Empty buildings that are not operating (exception if the business is renovating or doing improvements to the building in anticipation of re-opening), and Apartment buildings.

## ELIGIBLE FAÇADE IMPROVEMENTS

Projects under this program are required to reflect the design guidelines outlined in the Village of Ashcroft Official Community Plan Schedule G—Designated Revitalization Area.

Building façade and storefront features eligible to be renovated, restored or redesigned with funding under this program include:

- ◆ Exterior lighting (new but not replacement);
- ◆ Exterior architectural features;
- ◆ Exterior surfaces and details (decorative details, moldings, trims etc.);
- ◆ Windows (only if part of larger improvements, no stand-alone window replacement);
- ◆ New siding;
- ◆ Façade Painting (including murals and mosaics);
- ◆ Entrances and doorways (only if part of larger improvements, no stand-alone entrance/doorway replacement); and
- ◆ Awnings;
- ◆ Signage (affixed to the building);
- ◆ Way finding signage (*sign located on the business property i.e., at the bottom of a driveway*). Way Finding signs are eligible for 50% to a maximum of \$500 and must adhere to any local signage bylaws and regulations;
- ◆ Accessibility improvements (ramps, wider doors etc.) to the outside of the building only AND are part of a larger facade improvement project.
- ◆ Patios – case by case approval

# Business Façade Improvement Program Guidelines

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## INELIGIBLE FAÇADE IMPROVEMENTS

Ineligible façade improvement include:

- ◆ 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

- ◆ Contracting, design and engineering fees;
- ◆ Project related materials and supplies;
- ◆ Direct project labour costs;
- ◆ Rental of tools and equipment for construction work;
- ◆ Shipping and/or Freight;
- ◆ PST.

## INELIGIBLE COSTS

- ◆ GST is not eligible for reimbursement and will be excluded from calculations;
- ◆ Expenses incurred before approval of the application;
- ◆ Operational costs and staff salaries;
- ◆ Expenses associated with obtaining a building permit;
- ◆ Expenses related to improvements of the building façade not visible from the public right of way;
- ◆ Purchase of construction equipment or tools.
- ◆ Projects must be completed by November 30 in the year of application;

## DESIGN GUIDELINES

- ◆ Grants will be awarded on a first come first served basis, provided the application meets all specified criteria;
- ◆ Design guidelines are as per Schedule G of the Official Community Plan and are attached to this application;
- ◆ In some instances, building, sign or other permits may be required.

# Business Façade Improvement Program Guidelines

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## GRANT APPLICATION AND APPROVAL PROCESS

All project proposals are subject to a comprehensive review and must reflect the spirit and intent of façade guidelines. The process is outlined below:

- ◆ Pick up the Business Façade Improvement Program Guideline and Application Form at the Village Office. Submissions will be accepted January 2 through May 31 or when funding runs out. Property Owner or Business Owner submits the completed application and detailed plans to the Village Office, as well as photos of the building in its current state, *no later than May 31.*
- ◆ The application will be reviewed by Village staff;
- ◆ Applicant will be advised in writing as to whether or not the application has been approved, denied or is approved subject to special conditions;
- ◆ Applications will be reviewed on a timely basis;
- ◆ Successful applicants must sign a Letter of Understanding with the Village;
- ◆ Applicant acquires building permit, if required, and completes the project;

## REIMBURSEMENT PROCESS

- ◆ Applicant must provide the following documents to the Village prior to reimbursement
  - A. Copies of all invoices pertaining to the project and proof that they have been paid. The Village reserves the right to request further documentation of the project.
  - B. A certificate of completion signed by the applicant or the contractor indicating that all of the work outlined in the application has been completed and paid in full. Final inspection from the Building Inspector if applicable
  - C. Photos of the façade before and after renovations
- ◆ The Village reviews the documents and ensures that the Letter of Understanding requirements have been met
- ◆ Reimbursement is approved and payment is issued

### SPECIAL NOTES:

- ◆ All applications will be received on a first come, first served basis;
- ◆ Applications will be accepted as long as funds remain available;
- ◆ Applications will be reviewed on a timely basis;
- ◆ Submitting an application does not guarantee approval or a reimbursement amount.

## PROGRAM MARKETING PLAN

To ensure that the Business Façade Improvement Program succeeds in 2024 the Village will use the following methods of advertising:

- ◆ Feature in the Village monthly newsletter;
- ◆ Post on the Village of Ashcroft website;
- ◆ Marketing Brochure;
- ◆ Other appropriate channels.

**Village of Ashcroft**  
**BUSINESS FAÇADE IMPROVEMENT APPLICATION**

(Please return completed and signed application to the Village Office with all necessary documentation)

Business Owner

Building Owner

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Building Physical Address: \_\_\_\_\_

If you are applying as the tenant of a building, please provide the following information and attach a letter of consent from the owners stating you are allowed to make these changes and are responsible for all of the costs incurred in the project.

Owners' Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Describe the proposed project (attached extra plans, paint samples, designs and before photos):

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**Village of Ashcroft**  
**BUSINESS FAÇADE IMPROVEMENT APPLICATION**

Planned Start Date: \_\_\_\_\_ Expected Completion Date: \_\_\_\_\_

Estimated Total Project Budget (attach professional quote): \_\_\_\_\_

I have read and reviewed the Village of Ashcroft Business Façade Improvement Program Guidelines and confirm that my project meets the necessary requirements.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Received by Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Applicant Checklist:**

\_\_\_\_\_ Property taxes paid

\_\_\_\_\_ Utilities paid

\_\_\_\_\_ Business License Fees paid

\_\_\_\_\_ Building Owner Authorization

\_\_\_\_\_ Required building permit application

**Attachments to Application:**

\_\_\_\_\_ Photos of current condition

\_\_\_\_\_ Detailed specifications of project

\_\_\_\_\_ Budget details/Quote

\_\_\_\_\_ Plans/Drawings

\_\_\_\_\_ Material & colour samples

\_\_\_\_\_ Letter of Understanding signed

**Village of Ashcroft**  
**BUSINESS FAÇADE IMPROVEMENT**  
**LETTER OF UNDERSTANDING**  
**TERMS AND CONDITIONS**

I, \_\_\_\_\_, of \_\_\_\_\_  
(Applicant) (Business/Building)

have read the complete application and concur with and give my consent to the work proposed in the application.

I assume all responsibility for obtaining appropriate architectural drawings, building permits and inspections and hiring of contractors as necessary.

I agree not to involve the Village of Ashcroft in any legal action between myself and any contractors, estimators, employees, workers or agents arising from or out of the Business Façade Improvement Program.

I give my consent to the Village to make all inspections necessary to confirm that the approved plans are implemented in accordance with expected standards.

Payment of approved grants will be made upon the applicant providing the Village with proof of final completion of the proposed improvements along with verification of expenditures and proof of final inspection (when required).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Application received by: \_\_\_\_\_ Date: \_\_\_\_\_