



Spruce Grove City Centre Storefront Improvement Program 2023
Applicant Guidelines

What is the City Centre Storefront Improvement Program and why should I apply?

The City Centre Storefront Improvement Program provides property and business owners in the Spruce Grove City Centre with a funding incentive to make exterior improvements to their storefronts. For the purposes of this program, eligible storefronts are purpose-built commercial units accessed from the ground level. Home-based businesses do not qualify. The program applies to properties and businesses located within the City Centre Storefront Improvement Program Area shown in the map below.

The City of Spruce Grove has allocated \$75,000 to provide 50% matching grants of up to a maximum of \$7,500 per storefront or up to \$10,000 for improvements on a street corner where improvements are made to two façades. The Storefront Improvement Program moves the Spruce Grove City Centre Area Redevelopment Plan forward and complements the City's investments in the City Centre, such as the Main Street and McLeod Avenue streetscape and Columbus Park improvements.

The City Centre Storefront Improvement Program can benefit businesses and building owners by:

- Increasing sales and foot-traffic by improving window shopping and curb appeal;
- Encouraging a high general standard of storefront maintenance;
- Fostering stability and renewal of existing businesses; and
- Attracting new types of businesses and helping to fill vacancies.



Who can apply?

Building owners (or tenants, with written permission from the building owner) are eligible if they meet **all** the following requirements:

- The building is located within the City Centre Storefront Improvement Program Area;
- The building has one or more ground level commercial uses (occupied or vacant);
- Existing tenants hold a valid business license;
- The property is up-to-date on property taxes and municipal utility bills;
- The property is not subject to an unresolved enforcement order, such as a Stop Order; and
- The applicant/property owner are not party to a current legal dispute with the Municipality.

What expenses are eligible?

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|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Municipal planning permit fees <input type="checkbox"/> Professional services (e.g. designers, contractors) to a maximum of 15% of project costs <input type="checkbox"/> Direct project labour costs <input type="checkbox"/> Materials and supplies (including shipping/freight & tool/ equipment rentals) <input type="checkbox"/> Façade upgrades such as painting and recladding, new or restored masonry, and restoration/addition of exterior architectural features (consistent with the objectives of the City Centre Land Use Bylaw Design Guidelines) | <ul style="list-style-type: none"> <input type="checkbox"/> Building additions/extensions <input type="checkbox"/> Outdoor fixtures (e.g. planters, exterior lighting, seating and tables) <input type="checkbox"/> New, replacement, or reconfigured windows, doors, entrances, or signage <input type="checkbox"/> New or replacement weather protection (e.g. awnings, canopies) <input type="checkbox"/> Accessibility features (e.g., ramps, handrails, cane-detectable barriers, wider or automated exterior entrance doors) |
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Ineligible Expenses: Routine maintenance, including structural and roof repairs; insurance and warranty; non-specific costs, including profit and contingencies; cost overruns; window tints or treatments, vinyl wraps, security bars, and rolling shutters on windows or doors. With the exception of professional services, costs incurred before the application is approved are ineligible. Changes to scope after an application is approved are ineligible, unless pre-approved in writing.

The following are the kinds of improvements that could be considered for funding approval under the Program (This list is not intended to be comprehensive – please contact City Staff to discuss your individual proposal):

Pedestrian Enjoyment and Quality Design

- Transparent, appealing and highly engaging storefront windows along street level or at the second level;
- High quality materials for variety in façade appearance from one storefront to the next;
- Pedestrian-scale, eye-catching signage, lighting, and detailing reflecting area, building or business character; and
- Public Art, seating, patios, plantings, planters, and other pedestrian amenities.

Climate and Weather Protection

- Shelter from the weather, such as recesses, awnings, canopies, and wind shields; and
- Trees and plantings.

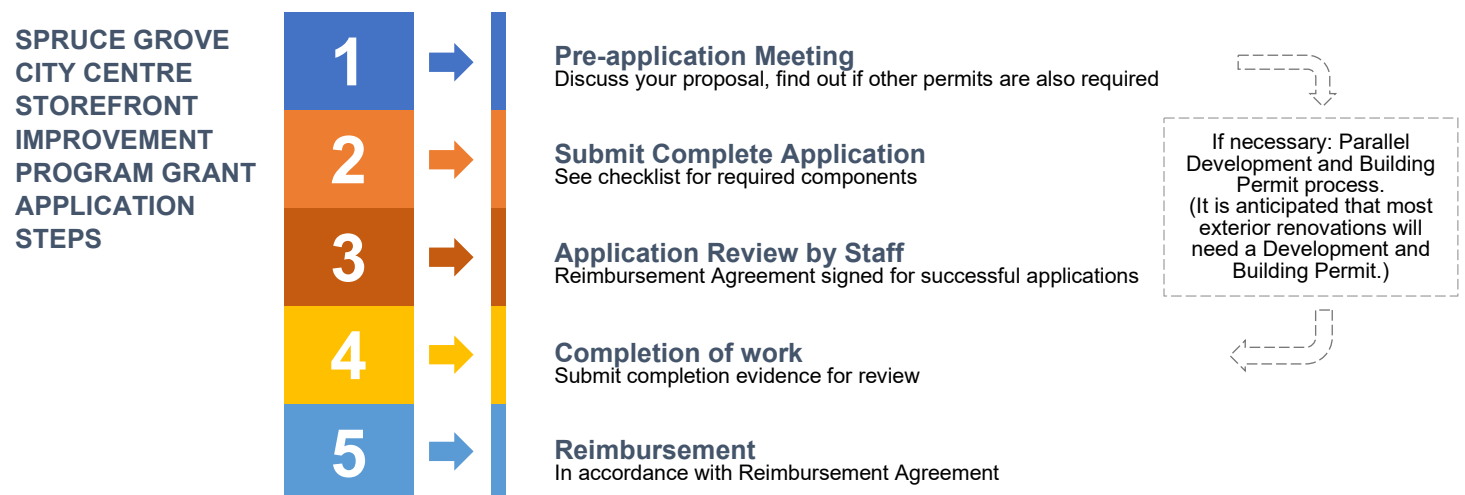
Accessibility

- Improved entrances for wheelchair or mobility-aided users, incl. ramps, handrails, and door openers; and
- Improvements for those with visual impairments (e.g. added visual contrast or white-cane detectable barriers).

Crime Prevention Through Environmental Design

- Engaging windows at street level;
- Outdoor seating; and
- Aesthetically designed outdoor lighting to illuminate spaces and sidewalk.

What are the steps in the process?



Application Checklist:

- Complete application form
- Written consent of building owners to apply for the grant and complete the work (if a tenant is the applicant)
- Current building and storefront photos including adjacent buildings and storefronts
- Drawings and description of proposed improvement(s)
- Photos/quotes of products to be purchased/installed (if applicable)
- Cost quote(s) from contractor(s)
- Detailed project costs and total grant amount requested
 - The grant provides up to 50% of eligible costs, up to a maximum of \$7,500 per storefront or up to \$10,000 for improvements on a street corner where improvements are made to two façades.
- Schedule and completion date (projects must typically be completed within calendar year of funding approval, unless an alternative completion date is proposed)

How will my application be evaluated?

Applications will be reviewed by City staff, with consideration for how the proposal supports goals of the Area Redevelopment Plan, while promoting improvements throughout the Storefront Improvement Area. Proposed improvements should align with one or more aspects of the City Centre Commercial District's vision:

- To provide continuous narrow storefronts for diverse retail and commercial development;
- To encourage street-level pedestrian activity; and
- To contribute to a high-quality urban form and pedestrian environment distinguished by varied façades, elevated architectural design, and consistent signage.

For more information, refer to Land Use Bylaw C-824-12.

If approved, how will I be reimbursed?

If an application is approved, applicants must sign a Reimbursement Agreement with the City before beginning the work. The agreement includes agreed-upon work from their application. Reimbursement will occur after the work is completed and the following evidence of completion is submitted for review:

- Before and after pictures
- Copies of all invoices and proof of payment (receipts, credit card statements, etc.)
- Statement of completion signed by the applicant and/or contractor or design professional
- Where required, proof that the improvements meet zoning, building, and safety codes

A site visit by Municipal staff may be required. A publicly-visible window sticker or plaque recognizing contribution of the funding is required.

When is the application deadline?

Applications will be accepted on a rolling basis and awarded until funds are dispersed. If all funds are allocated, new applicants may be added to a waitlist for the following year's program.

Ready to talk about your project?

Storefront Improvement Program Contact:

Anika Gutowski, Economic Development Coordinator, T: (780) 962-7634 ext. 266, E: agutowski@sprucegrove.org

For more details about permits, visit the following links:

www.sprucegrove.org/services/building-permits-development-permits-and-inspections/development-permits/
www.sprucegrove.org/media/3618/small-business-permit-checklist.pdf
www.sprucegrove.org/services/building-permits-development-permits-and-inspections/

Completed forms must be directed to: Anika Gutowski, Economic Development Coordinator, T: (780) 962-7634 ext. 266, E: agutowski@sprucegrove.org, Mailing Address: 315 Jespersen Ave, Spruce Grove, AB T7X 3E8

Applicant contact information

Name		Mailing Address	
Company			
Email address			
Phone number			

Registered owner of the property (if different from applicant)

Name		Mailing Address	
Company			
Email address			
Phone number			

Written consent from building owners to apply for this grant and complete the work is required if a tenant is the applicant.

Project location - Description of storefront(s) or unit(s) subject to the application

Address (inc. unit number if applicable)	
Business name (if vacant, enter VACANT)	

Brief description of the proposed work (Attach additional documentation as noted below)

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Applicant Name	Applicant signature	Date (day / month / year)
_____	_____	____ / ____ / ____

Applications must include the following supporting documents:

- Drawings and description of proposed improvement(s)
- Photos/quotes of products to be purchased/installed (if applicable)
- Cost quote(s) from contractor(s)
- Detailed project costs and total grant amount requested*
- Schedule and completion date (projects must typically be completed within calendar year of funding approval, unless an alternative completion date is proposed)

* The grant provides up to 50% of eligible costs, up to a maximum of \$7,500 per storefront or up to \$10,000 for improvements on a street corner where improvements are made to two façades.

Carefully review the Applicant Guidelines for further details on the program. Funding decisions are based on staff review and program criteria. Applications will be accepted on a rolling basis and awarded until funds are dispersed. Application requirements are subject to change.

Eligible expenses include: Municipal planning permit fees; professional services (e.g. designers, contractors) to a maximum of 15% of project costs; direct project labour costs; materials and supplies (including shipping/freight & tool/ equipment rentals); façade upgrades such as painting and recladding, new or restored masonry, and restoration/addition of exterior architectural features (consistent with the objectives of the City Centre Land Use Bylaw Design Guidelines); building additions/extensions; outdoor fixtures (e.g. planters, exterior lighting, seating and tables); new, replacement, or reconfigured windows, doors, entrances, or signage; new or replacement weather protection (e.g. awnings, canopies); and accessibility features (e.g., ramps, handrails, cane-detectable barriers, wider or automated exterior entrance doors).

The following expenses are ineligible: Routine maintenance, including structural and roof repairs; insurance and warranty; non-specific costs, including profit and contingencies; cost overruns; window tints or treatments, vinyl wraps, security bars, and rolling shutters on windows or doors. With the exception of professional services, costs incurred before the application is approved are ineligible. Changes to scope after an application is approved are ineligible, unless pre-approved in writing.

Reimbursement will occur after the work is completed and evidence of completion is submitted for review. A site visit by Municipal staff may be required. A publicly-visible window sticker or plaque recognizing contribution of the funding is required.

This information is being collected under the authority of section 33(c) the Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to administer the City of Spruce Grove City Centre Storefront Improvement Program Grant. The personal information provided will be protected in accordance with Part 2 of the Act. If you have any questions regarding the collection, use and disclosure of personal information, please contact the FOIP Coordinator at 780-962-2611.