

# COUNCIL POLICY



Document Name: Downtown Revitalization Incentives Program ~~Phase 2~~

Department Name: Planning and Development

Document Number: FIN-320

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## **STRATEGIC PLAN LINKAGE**

- Strategic Priority 2 – Downtown Revitalization
- Strategic Priority 3 – Regional Economic Development

## **PURPOSE AND OBJECTIVE**

The purpose of this Policy is to:

- a. ~~set out the process for administering~~ ~~establish~~ the Downtown Revitalization Incentives Program (“the Program”);
- b. outline the value of the Grants; and
- c. determine eligibility for Grants under the Policy.

The Program will provide a financial incentive to eligible Property and business owners within the Downtown (**Schedule “A”**). The objectives of the Program are to:

- a. retain existing businesses, while encouraging new businesses in the Downtown;
- b. introduce new features and amenities that create interest, improve accessibility, enhance safety, and increase vibrancy, helping transform the Downtown into a place where people want to spend time;
- c. enhance the aesthetic qualities of private buildings and Property to improve the character and quality of the Downtown; and
- d. leverage public funding to catalyze private investment in the Downtown.

## **GENERAL PRINCIPLES**

### **1. Definitions:**

- 1.1. “Agreement” means the agreement between the Recipient and the Municipality that sets out the terms and conditions for participating in the Program.
- 1.2. “Apartment Building” means development comprised of three or more dwelling units contained within a building having shared entrance facilities, in which the dwellings are arranged in any horizontal or vertical configuration, and which does not conform to the definition of any other Residential use.
- 1.3. ~~“Apartment or Extended Stay Hotel” means a business that complies with the Income Tax Act and provides self-contained living quarters contained within a building or a part of a~~

building having a principal common entrance. The living quarters are suitable for use by one or more persons, and are furnished, include cooking facilities, and dishes and linen. Maid service, telephone service, or desk service is provided. Check-in facilities are usually provided off-site, at a partner Hotel.

- 1.4. "Applicant" means a Property owner or a tenant (with the Property owner's permission) who submits an application.
- 1.5. "Beautification" means the process of making visual improvements to the exterior of a building or its frontage to enhance its appearance and appeal.
- 1.6. "Commercial" means a building intended to accommodate the buying or selling of goods and services. Commercial developments include establishments used for the purposes of offices, retail stores, personal services, business services, food and beverage, **Hotels, Apartment or Extended Stay Hotel**, and entertainment such as theatres and cinemas.
- ~~1.7. "CPI Branch" means the Community Partnerships and Initiatives Branch (Community Investment Program (CIP)) of the Community and Protective Services Department, which is responsible for the financial administration of the Program.~~
- 1.8. "Downtown" means the area identified in **Schedule "A."**
- 1.9. "Downtown Revitalization Incentive Program" ("the Program") means a short-term Grant program for Property owners and businesses in Downtown. The Program is intended to encourage and support the Downtown's revitalization.
- 1.10. "Façade" means the face or side of a building.
- 1.11. "Grant" means a transfer of monies from the Municipality to a Recipient for a project or purpose according to the requirements outlined in the Downtown Revitalization Incentives Program Administrative Procedure FIN-320-P01 ("Administrative Procedure").
- 1.12. **"Hotel" means a business that complies with the Income Tax Act and provides rooms and suites for short-term, temporary, sleeping accommodation. A Hotel has an on-site check in facility, and generally offers guests a range of complementary services and amenities such as parking, accessory eating and drinking establishments, meeting rooms, personal service shops, and general retail shops.**
- 1.13. "Institutional" means a building developed to serve a community's social, educational, health, cultural, faith, and recreational needs.
- 1.14. **"Locally Involved Artist" means an artist residing in the Municipality or an artist from outside the Municipality who provides mentorship, skill-building, and capacity-building opportunities to local residents in the field of discipline for which they have been hired.**
- 1.15. "Mixed-use" means a building with Commercial uses at-grade and Residential uses above.
- 1.16. "Municipality" means the Regional Municipality of Wood Buffalo.
- 1.17. "Mural" means any painting, mosaic, or graphic art which is applied professionally to all or a portion of an exterior wall of a building for the purposes of decoration or artistic expression, and which depicts a scene or event of natural, social, cultural, or historic significance.
- 1.18. "On-Street Patio" means a Patio located on a Public Road, which may replace one or more

on-street parking spaces.

- 1.19. "Patio" means an open or partially covered seating area with tables, which is an extension of a restaurant, café, bar, pub, specialty food service, or similar business.
- 1.20. "Phase 1" means the initial pilot project of the Program commencing June 29, 2020, with an end date of December 31, 2020.
- 1.21. "Phase 2" means the updated and extended Program commencing on April 1, 2021, with an end date of March 31, 2022, and further extended from May 16, 2022, to April 30, 2023.
- 1.22. "Premises" means the site area (excluding building footprint(s)) associated with a Property.

~~1.23. "Professional Artist"~~

~~1.23.1. has specialized training in the artistic field (not necessarily in academic institutions but can include mentorships, self-study, academic training or combinations of these types of training);~~

~~1.23.2. is recognized as a professional by their peers or by their community as an artist of achievement or potential;~~

~~1.23.3. receives compensation and/or recognition in a manner consistent with the standards of their practice, community or Indigenous protocols;~~

~~1.23.4. is committed to devoting more time to artistic activity, if possible financially; and~~

~~1.23.5. has a history of public presentation or publication (exhibition, sales).~~

~~1.24. "Program" means the Downtown Revitalization Incentives Program (Phase 2).~~

1.25. "Program Guidelines" means a document or documents that provides a detailed explanation of the Program to guide Applicants through the application process. The Program Guidelines provide an overview of the Program and Grants, and set out eligibility, application, and assessment processes, and design standards, where applicable.

1.26. "Property" means a single titled lot or multiple adjoining titled lots owned by the same individual or entity.

1.27. "Public Road" means the right-of-way for a primary highway, secondary highway, street, or lane that is registered at Land Titles and is used or intended to be used to accommodate vehicle traffic.

1.28. "Recipient" means an Applicant that is approved by the Municipality to receive a Grant.

1.29. "Residential" means a building that is regularly used by its occupants as a permanent place of abode, which is made one's home as opposed to one's place of business, and which has housekeeping and cooking facilities for its occupants only.

~~1.30. "Restricted Commercial" means a Commercial use that may involve alcohol, nudity or gambling. Restricted Commercial includes, but is not limited to, adult entertainment facilities, casinos, cannabis retail stores, drinking lounges and nightclubs.~~

1.31. "Sidewalk Patio" means a Patio that is located on a sidewalk.

1.32. "Storefront" means a Façade to a business, potentially with large windows for displaying

goods and services available inside.

- 1.33. “Temporary Boardwalk” means a platform structure that provides an alternative pedestrian walkway, required where a Patio occupies the width of the sidewalk.

## **2. Responsibilities:**

### **2.1. Council to:**

- 2.1.1. approve this Policy;
- 2.1.2. approve any amendments to this Policy; and
- 2.1.3. approve the Grant allocations.

### **2.2. Chief Administrative Officer (CAO) to:**

- 2.2.1. recommend any amendments to this Policy;
- 2.2.2. support the implementation of this Policy; and
- 2.2.3. review and support any amendments to the Program.

## **3. General Procedures:**

### **3.1. Program Area:**

- 3.1.1. The Program applies to eligible Applicants, certain Premises, and building types in the Downtown, as outlined in **Schedule “A.”**

### **3.2. Program Duration:**

- 3.2.1. The Municipality will accept completed applications from **May 16, 2022, until April 30, 2023. ~~April 1, 2021 until March 31, 2022.~~**
- 3.2.2. Funding is provided on a first-come, first-serve basis, for successful **Recipients Applicants**, until the budget for the Program has been exhausted.

### **3.3. Municipal Control:**

- 3.3.1. The Municipality may close the Program to new applications at any time without notice.
- 3.3.2. The Municipality may terminate the Program at any time without notice.
- 3.3.3. The Municipality reserves the right to determine Applicant participation in the Program on a case-by-case basis and may require Applicants to participate in **meetings and meet additional requirements not set out in this Policy, the Administrative Procedure, or any other documents associated with the Program. ~~meeting at its discretion.~~**
- 3.3.4. Recipients are bound by the terms and conditions of any Agreements.
- 3.3.5. **Despite any indications to the contrary, at no point in the Application process does the Municipality accept any obligation to execute an Agreement.**

### **3.4. Grants and Their Allocations:**

- 3.4.1. The Program provides the following Grants:
  - 3.4.1.1. Façade Improvement Grant (Comprehensive Façade Improvement Grant and Simple Façade Improvement Grant);

- 3.4.1.2. Interior Improvements Grant;
- 3.4.1.3. Patio Grant;
- 3.4.1.4. Beautification Projects Grant;
- 3.4.1.5. ~~and~~ Murals Grant; ~~and~~
- 3.4.1.6. Premises Improvement Grant.
- 3.4.2. Funding will be provided in the form of a 50% matching reimbursement ~~for eligible costs incurred in the completion of the project associated with the Grant, or as stated otherwise in this Council Policy and subject to the terms of the Agreement, Grant~~ whereby funds are paid to Recipients upon the successful completion of their project and confirmation by the Municipality.
  - 3.4.2.1. ~~Eligible costs for a project, and thus the total value of the Grant, may be reduced where project costs are covered by The Municipality reserves the right to reimburse 50% or the balance of project costs, whichever is less, where Recipients have received~~ insurance proceeds, provincial disaster recovery assistance, or similar recovery funding ~~for a portion of their improvement project(s)-in accordance with the Agreement.~~
- 3.4.3. ~~Funding will be provided in the form of a 50% matching reimbursement for eligible costs incurred in the completion of the project associated with the Grant, or as stated otherwise in this Council Policy and subject to the terms of the Agreement, whereby funds are paid to Recipients upon the successful completion of their project and confirmation by the Municipality.~~
  - 3.4.3.1. ~~Eligible costs for a project, and thus the total value of the Grant, may be reduced where project costs are covered by insurance proceeds, provincial disaster recovery assistance, or similar recovery funding in accordance with the Agreement.~~
- 3.4.4. Each eligible building may make improvements under all Grant types, to the limits set out in this Policy.
- 3.4.5. Separate applications are required for each Grant type.
- 3.4.6. The funding amounts described in this Policy apply to the entire building, including buildings with multiple units or civic addresses, unless stated otherwise in this Policy.
- 3.4.7. In buildings with multiple units, applications may be submitted for more than one unit, until the Grant funding allocated to the entire building has been exhausted.
- 3.4.8. In the case of attached buildings, or where the margins of a building are not self-evident, the Municipality reserves the right to determine what constitutes a 'building' or a Premises for the purpose of Program eligibility.
- 3.4.9. ~~The Municipality will not accept multiple applications for work to the same unit/space for the same Grant type.~~
- 3.5. **Participation of Prior Recipients and their Buildings:**
  - 3.5.1. Work and expenses that were subject to an executed Agreement ~~in Phase 1~~ are ineligible for further reimbursement ~~under Phase 2 of the Program~~, unless otherwise stated in this Policy.
    - 3.5.1.1. ~~Notwithstanding 3.4.9 and 3.5.1, where an executed Agreement has been withdrawn by the Recipient or terminated by the Municipality, new Applications by the same Applicant may be considered at the discretion~~

of the Municipality.

- 3.5.2. Buildings that have already received a specific Grant in Phase 1 of the Program, will be ineligible to receive the same Grant in Phase 2 of the Program, with the following exceptions:
- 3.5.2.1. Notwithstanding 3.5.2, for eligible buildings that have only utilized part of the 'Simple' Façade Grant, the Municipality may accept 'Simple' Façade Grant applications to the Façade Improvement Grant, to the limits identified in section 4.1.
  - 3.5.2.2. Notwithstanding 3.5.2, for eligible buildings with more than one tenant or occupant, the Municipality may accept applications to the Interior Improvements Grant for units or common areas not previously improved under the Program, to the limits identified in section 5.1.
  - 3.5.2.3. Notwithstanding 3.5.2., for eligible buildings with more than one tenant or occupant, the Municipality may accept applications for the Patio Grant for units not previously improved under the Program, to the limits identified in section 6.1
  - 3.5.2.4. Notwithstanding 3.5.2, the Municipality will accept applications for the Beautification Projects Grant to the limits identified in section 7.1.
  - 3.5.2.5. Notwithstanding 3.5.2, the Municipality will accept applications for the Murals Grant to the limits identified in section **Error! Reference source not found.**

**3.6. General Eligibility Criteria:**

- 3.6.1. The Grant Recipient must be the Property owner(s) or tenants(s) with written permission from the Property owner(s).
- 3.6.2. Eligible and ineligible building and Property types are described under the individual Grants outlined in this Policy.
- 3.6.3. ~~The Program is not intended to replace personal insurance or provincial disaster recovery assistance, or cover losses or damages caused by the 2020 spring flood. Where buildings have been damaged by the 2020 spring flood:~~
  - 3.6.3.1. ~~Applicants must demonstrate that projects constitute an improvement from pre-flood conditions;~~
  - 3.6.3.2. ~~Applicants shall not submit an application for improvements they know will be, or likely be, recovered entirely by personal insurance proceeds, provincial disaster recovery assistance or similar recovery funding; and~~
  - 3.6.3.3. ~~Applicants shall advise the Municipality if they receive personal insurance proceeds, provincial disaster recovery assistance or similar recovery funding that would render the Grant redundant.~~
- 3.6.4. Projects must meet the intent of the Program Guidelines.
- 3.6.5. The following are ineligible under the Program:
  - 3.6.5.1. All Residential buildings and their Premises, except unless stated otherwise in this Policy;
  - 3.6.5.2. Apartment Buildings;
  - 3.6.5.3. Home occupations and home businesses;
  - 3.6.5.4. Government buildings (municipal, provincial, or federal), except for

- ground floor units occupied by Commercial tenants;
- 3.6.5.5. Projects that include window treatments that obscure street- level windows and doors or entrances. Exceptions may be made for restricted Commercial uses and other uses, at the discretion of the Municipality. ~~Restricted Commercial use means a Commercial use that may involve alcohol, nudity, or gambling. This includes, but is not limited to, adult entertainment facilities, casinos, cannabis retail stores, drinking lounges, and nightclubs;~~
- 3.6.5.6. Projects or work solely intended to restore or remediate losses or damages caused by the 2020 spring flood and/or return buildings to pre-flood conditions;
- 3.6.5.7. Projects that include improvements that, in the opinion of the Municipality, represent routine maintenance; and
- 3.6.5.8. Costs associated with work already started before there is an executed Agreement, unless stated otherwise in this Policy or Administrative Procedure.
- 3.6.6. The following must be satisfied and will be verified by the Municipality at the time the Recipients request reimbursement:
  - 3.6.6.1. Property taxes must be current and paid;
  - 3.6.6.2. Utility bills must be current and paid;
  - 3.6.6.3. Properties must not have an unresolved order to comply with the Land Use Bylaw, Building Code, Fire Code, ~~Community Standards Bylaw, Nuisance Bylaw~~ or other regulation;
  - 3.6.6.4. Applicant is not a party to a legal dispute with the Municipality; and
  - 3.6.6.5. All necessary municipal permits and permissions have been received for the project and are closed and without deficiencies.
  - 3.6.6.6. ~~Exceptions to section 3.6.6 will be at the discretion of the Municipality on a case-by-case basis.~~
- 3.6.7. Exceptions to section 3.6.6 will be at the discretion of the Municipality on a case-by-case basis.
- 3.6.8. Additional Grant-specific eligibility criteria is listed under the individual Grants in sections 4 through 9.
- 3.7. **Application Requirements:**
  - 3.7.1. ~~The Municipality will encourage Applicants to participate in a pre- Application meeting to clarify requirements prior to applying.~~
  - 3.7.2. The Municipality shall accept only complete applications.
    - 3.7.2.1. Notwithstanding 3.7.1, Applicants for Murals Grants may submit a ~~partial preliminary~~ application by ~~submitting providing~~ a completed Application Form, Certificate of Title, Letter of Authorization (if applicable), and Corporate Search(es). ~~The full Application, including Letter of Intent, proposed design, curriculum vitae, technical plan, and project budget must be submitted for approval prior to Mural installation. The full Application, including Letter of Intent, proposed design, curriculum vitae, technical plan, and project budget must be submitted for approval prior to Mural installation.~~



- 3.7.3. Complete applications must contain the following:
- 3.7.3.1. Completed application form;
  - 3.7.3.2. Project description, including project scope and proposed improvements, construction timelines, project duration (for seasonal and temporary projects, ~~if applicable~~), and summary of how Program objectives will be met;
  - 3.7.3.3. Photographs of the existing conditions ~~of the building~~;
  - 3.7.3.4. Certificate of Title issued within 45 days of the application submission date;
  - 3.7.3.5. Corporate Search for the Applicant and the Property owner (if different from the Applicant);
  - 3.7.3.6. Letter of Authorization (if Applicant is not the Property owner).
  - 3.7.3.7. Any other Grant-specific requirements described in sections 3.7.4. to 3.7.10; and
  - 3.7.3.8. Any other information required by the Municipality to evaluate the application. ~~Applicants may be required to provide proof of insurance for projects on or above municipal land. Proof of insurance shall be provided for the following projects, or as required by the Municipality:~~
    - ~~A minimum of two (2) million dollars (\$2,000,000) for Sidewalk Patios that do not require a Temporary Boardwalk.~~
    - ~~A minimum of five (5) million dollars (\$5,000,000) for On-Street Patios or Sidewalk Patios that require a Temporary Boardwalk.~~
    - ~~A minimum of two (2) million dollars (\$2,000,000) for Façade improvements (i.e., awnings, canopies, signs) on or above a sidewalk.~~
    - ~~Insurance policies shall name the Regional Municipality of Wood Buffalo as an "additional insured."~~
    - ~~Recipients are responsible for maintaining insurance coverage for the lifespan of their projects and for projects on or above municipal land.~~
    - ~~Recipients must submit proof of insurance at the time they enter into an Agreement with the Municipality.~~
- 3.7.4. For projects located on or above municipal land, sidewalks, and Public Roads, Applicants shall provide:
- 3.7.4.1. ~~Municipal authorization to occupy the land;~~
  - 3.7.4.2. ~~Proof of insurance, at the discretion of the Municipality; and~~
  - 3.7.4.3. ~~Clearance Letter from the Workers Compensation Board (WCB) of Alberta (for Patio projects only).~~
- 3.7.5. Additional Documentation – Façade Improvement Grant (Comprehensive Façade Improvement Grant and Simple Façade Improvement Grant):
- 3.7.5.1. Façade elevation drawings for each façade being considered for the grant. The drawings shall show the overall façade design, including but not limited, to the proposed materials, colours, and product specifications; and
  - 3.7.5.2. Two (2) detailed contractor estimates provided by different contractors. The Municipality reserves the right to request additional estimates; or



- 3.7.5.3. Alternatively, for Simple Façade Improvement Grant projects, Recipients who directly purchase materials and supplies for their projects may submit a budget with product information and pricing in lieu of contractor estimates. No labour costs will be reimbursed.
- 3.7.6. Additional Documentation – Interior Improvements Grant:
  - 3.7.6.1. Building plans that show the existing and proposed uses, existing and proposed layouts, dimensions, rooms, entrances/exits, and upgrades to building systems; and
  - 3.7.6.2. Two (2) detailed contractor estimates provided by different contractors. The Municipality reserves the right to request additional estimates; or
  - 3.7.6.3. ~~Alternatively, Recipients who directly purchase materials and supplies for their projects may submit a budget with product information and pricing in lieu of contractor estimates. No labour costs will be reimbursed.~~
- 3.7.7. Additional Documentation – Patio Grant:
  - 3.7.7.1. Site plan that shows the proposed Patio layout including dimensions, seating areas, fencing/screening, entrances/exits, pedestrian circulation, and relation to existing buildings, property lines, sidewalks, and Public Roads; and
  - 3.7.7.2. ~~Clearance Letter from the Workers Compensation — Board (WCB) of Alberta (for patios on municipal land); and~~
  - 3.7.7.3. One (1) detailed contractor estimate for projects that include the construction of new structures (e.g., decks and Temporary Boardwalks). Alternatively, Recipients who directly purchase materials and supplies for their projects may submit a budget with product information and pricing in lieu of contractor estimates. ~~No labour costs will be reimbursed.~~
- 3.7.8. Additional Documentation – Beautification Projects ~~Grant:~~
  - 3.7.8.1. One (1) detailed contractor estimate. Alternatively, Recipients who directly purchase materials and supplies for their projects may submit a budget with product information and pricing in lieu of contractor estimates. ~~No labour costs will be reimbursed.~~
- 3.7.9. Additional Documentation – Murals ~~Grant:~~
  - 3.7.9.1. Letter of intent that describes the proposed design, dimensions, location, and surrounding context;
  - 3.7.9.2. Proposed design, including preliminary images or colour renderings prepared with a ~~Locally Involved Professional~~ Artist;
  - 3.7.9.3. Curriculum vitae or portfolio that details the Locally Involved Artist's experience and prior projects;
  - 3.7.9.4. Technical plan that includes the timeline for Mural installation, machinery, or equipment required and safety provisions; and
  - 3.7.9.5. Project budget that includes a breakdown of the Artist's design, labour, and studio fees, transportation and accommodation, shipping costs, installation costs, materials, and graffiti-resistant coating.
- 3.7.10. Additional Documentation – Premises Improvement Grant:
  - 3.7.10.1. Site plan that shows the proposed improvements and their locations and dimensions in relation to existing buildings, property lines, public

sidewalks, and Public Roads; and

- 3.7.10.2. Two (2) detailed contractor estimates provided by different contractors. The Municipality reserves the right to request additional estimates; **or**
- 3.7.10.3. **Alternatively, Recipients who directly purchase materials and supplies for their projects may submit a budget with product information and pricing in lieu of contractor estimates. No labour costs will be reimbursed.**

### 3.8. Construction and Timelines:

- 3.8.1. Construction shall not begin until there is an executed Agreement and municipal permits are obtained, **unless stated otherwise in this Council Policy or Administrative Procedure.**
- 3.8.2. **~~(with the exception of the Patio Grant).~~**
- 3.8.3. Contractors shall be licensed by the Province of Alberta, have a valid municipal business license, and carry the required insurance.
- 3.8.4. Recipients may use the contractor of their choice. However, where contractor estimates are required, the lower of the estimates and/or final invoices will be reimbursed.
- 3.8.5. Recipients shall obtain all necessary municipal permits and permissions, including, but not limited to, municipal business licenses, development permits, building permits, occupancy certificates, street occupancy permits, and licenses of occupation.
- 3.8.6. Application acceptance by the Municipality does not guarantee that the project will receive municipal approvals at the construction stage.
- 3.8.7. **~~The Municipality will encourage Applicants to participate in a pre-Application meeting to clarify requirements prior to applying.~~**
- 3.8.8. Recipients shall notify the Municipality if the project scope or design changes during the permitting or construction process. The Municipality may require the Recipient to enter into an amended Agreement.
- 3.8.9. Projects shall be completed in a timely manner. Recipients shall complete construction within 12 months from the date on the executed Agreement.
- 3.8.10. The Municipality may consider extensions to these deadlines if Recipients demonstrate that delays are due to circumstances beyond their control and/or seasonal construction limitations. Recipient shall submit requests for extensions prior to the deadline.

## 4. Façade Improvement Grant:

### 4.1. Grant Value:

- 4.1.1. For Comprehensive Façade Improvement Grant projects, the Municipality will provide a 50% matching Grant, to a maximum of:
  - 4.1.1.1. \$75,000 per building; and
  - 4.1.1.2. Where two (2) or more different Applicants with abutting buildings have demonstrated that they have worked together to submit coordinated projects, they may be eligible for an additional bonus of five (5) percent of total project costs, to a maximum of \$3,750 per Recipient, at the discretion of the Municipality.

- 4.1.2. For Simple Façade Improvement Grant projects, the Municipality will provide a 50% matching Grant, to a maximum of:

- 4.1.2.1. \$25,000 per building.

- 4.1.3. Buildings may not receive Grants under both 4.1.1 and 4.1.2.

- 4.1.4. Notwithstanding 4.1.2.1., Applicants may upgrade or incorporate a Simple Façade project(s) into a Comprehensive Façade project, to a maximum of \$75,000 for the building.

4.2. **Grant-specific ~~Additional~~ Eligibility Criteria:**

- 4.2.1. In addition to section 3.6, the following must also be met to be eligible:

- 4.2.1.1. Façade improvements must be to an existing Commercial, Institutional, Mixed-use or Apartment Building;

- 4.2.1.2. Façade improvements should focus on the Façade fronting the Public Road or the main entrance. ~~Improvements to the side and rear Façades~~ ~~Upgrading the side and rear Facades is encouraged and the proposed improvements~~ will be considered for the Grant;

- 4.2.1.3. Projects must meet or exceed the number of eligible improvements listed in the Administrative Procedure and ~~the~~ Program Guidelines;

- 4.2.1.4. Where the Façade improvement is completed as part of an addition, the Municipality may consider Applications ~~on a case-by-case basis if the project includes significant upgrades to~~ ~~for the pre-existing~~ portions of the building. ~~Contractor estimates should itemize the work so the Municipality can identify eligible from ineligible costs.~~

- 4.2.1.5. For Comprehensive Façade Improvement Grant projects, ~~the following shall also be met to be eligible:~~ Façade improvements must be comprehensive in nature and achieve a significant impact and aesthetic improvement. Projects must meet the intent of the Program Guidelines.

- 4.2.1.6. Façade designs are subject to final approval by the Municipality.

5. **Interior Improvements Grant:**

5.1. **Grant Value:**

- 5.1.1. In single unit buildings, the Municipality will provide a 50% matching Grant, to a maximum of \$50,000 per building for eligible improvement projects.

- 5.1.2. Notwithstanding 5.1.1, in multi-unit buildings, a further \$50,000 may be provided towards a different improvement project(s) for a unit(s) or space(s) not previously improved under this Program. A separate application is required.

- 5.1.3. For further clarity, each application shall be limited to a maximum Grant of \$50,000.

5.2. **Grant-specific ~~Additional~~ Eligibility Criteria:**

- 5.2.1. In addition to section 3.6, the following shall also be met to be eligible:

- 5.2.1.1. Improvements are to the interior of an existing Commercial or Institutional building or Commercial portion of a Mixed-use building.

- 5.2.1.2. Applicants have selected at least one new (i.e., not pre-existing) improvement project listed in the Administrative Procedure; and

- 5.2.1.3. Where the interior improvements are completed as part of an addition, the

Municipality may consider Applications on a case-by-case basis if the project includes significant upgrades to existing for the pre-existing portions of the building. Contractor estimates should itemize the work so that staff can identify eligible from ineligible costs.

5.2.1.4.

**6. Patio Grant:**

**6.1. Grant Value:**

6.1.1. The Municipality will provide a 75% Grant, to a maximum of \$15,000 per building, for a new Patio or improvements to an existing Patio.

**6.2. Grant-specific Additional Eligibility Criteria:**

6.2.1. In addition to section 3.6, the following shall also be met to be eligible:

6.2.1.1. The Patio is one of the following Patio types:

- a. Patio on private Property;
- b. Sidewalk Patio; or
- c. On-Street Patio.

6.2.1.2. The existing or proposed ground-level use is a restaurant, café, food establishment, or similar use that is open to the public.

6.2.1.3. ~~Despite sections 3.5.1. and 3.5.2., an Applicant who applied for and may have been approved under Phase 1 for a Patio Grant, upon request will have their approved Grant adjusted in accordance with the criteria in section 6.1.1.~~

6.2.1.4. ~~Patio projects should enhance the character of Downtown and the pedestrian experience. Patio designs and layouts must be accessible to all users.~~

6.2.1.5. ~~Grant-funded improvements should be made of safe, sturdy, and durable materials that are suitable for outdoor Commercial use. Materials must comply with the Alberta Building Code and the Patio Program Guidelines.~~

**7. Beautification Projects ~~and Murals~~ Grant:**

**7.1. Grant Value:**

7.1.1. ~~For Beautification projects, t~~The Municipality will provide a 50% matching Grant, to a maximum of \$1,500 per business with a ground-floor Storefront.

7.1.2. ~~The Municipality will provide a 75% matching Grant, to a maximum of \$30,000 per building for Murals completed by a Locally Involved Artist.local artist.~~

**7.2. Grant-specific Additional Eligibility Criteria:**

7.2.1. In addition to section 3.6, the following shall also be met to be eligible:

7.2.1.1. Projects must be for a Commercial, Institutional, or Mixed-use building.

7.2.1.2. ~~Beautification p~~Projects should create attractive Storefronts and frontages through the provision of, but not limited to, interior window displays, seasonal string lights and displays, seasonal planters,

~~decorative window decals~~ and similar features.

7.2.1.3. Projects are visible to the public and intended for their visual enjoyment or use.

7.2.1.4. Projects must be installed on the exterior of buildings, except for improvements associated with enhancing a Storefront display.

~~7.2.2. For Murals projects, in addition to section 3.6, the following must also be met to be eligible:~~

~~7.2.2.1. Artwork and Murals should appeal to a wide, culturally diverse audience and be suitable for all ages.~~

~~7.2.2.2. A graffiti-resistant coating may be required to prolong Mural lifespan and reduce maintenance costs~~

~~7.2.2.3. Mural projects that include the following improvements are ineligible:~~

~~7.2.2.4. Murals that contain advertising, logos or offensive content.~~

~~7.2.2.5. Designs and artwork are subject to final approval by the Municipality.~~

## **8. Murals Grant:**

### **8.1. Grant Value:**

8.1.1. The Municipality will provide a 75% Grant, to a maximum of \$30,000 per building for Murals completed by a Locally Involved Artist.

### **8.2. Grant-specific Additional Eligibility Criteria:**

8.2.1. In addition to section 3.6, the following must also be met to be eligible:

8.2.1.1. Artwork and Murals should appeal to a wide, culturally diverse audience and be suitable for all ages.

8.2.1.2. A graffiti-resistant coating may be required to prolong Mural lifespan and reduce maintenance costs.

8.2.2. Mural projects that include the following improvements are ineligible:

8.2.2.1. Murals that contain advertising, logos, or offensive content.

## **9. Premises Improvement Grant**

### **9.1. Grant Value:**

9.1.1. The Municipality will provide a 50% matching Grant, to a maximum of:

9.1.1.1. \$10,000 for Premises with an area of 500 square metres or less;

9.1.1.2. \$15,000 for Premises with an area between 501 and 1,000 square metres;

9.1.1.3. \$20,000 for Premises with an area between 1,001 and 2,000 square metres;

9.1.1.4. \$25,000 for Premises with an area between 2,001 and 3,000 square metres;

9.1.1.5. \$30,000 for Premises with an area between 3,001 and 4,000 square metres;

9.1.1.6. \$35,000 for Premises with an area between 4,001 and 5,000 square

metres; and **and**

9.1.1.7. \$40,000 for Premises with an area greater than 5,000 square metres.

## 9.2. **Grant-specific Additional Eligibility Criteria:**

9.2.1. In addition to section 3.6, the following must also be met to be eligible:

9.2.1.1. Improvements must be to the Premises of an existing Commercial, Institutional, Mixed-use, or Apartment Building **Premises**;

9.2.1.2. Applicants have selected at least one improvement project listed in the Administrative Procedure;

9.2.1.3. The scope of work may include improvements to existing Premise components or new construction items;

9.2.1.4. Improvements must be **permanent and** kept in good repair for a minimum of five (5) years from the date of construction completion;

9.2.1.5. Improvements should achieve a significant impact to one or more of the following: accessibility, safety, connectivity, buffering, spatial definition, sustainability, and visual interest;

9.2.1.6. Improvements should achieve an increase in the functionality or aesthetics of the Property for users on a meaningful level or improve existing deficiencies relative to existing site works (e.g., grading and drainage improvements); and

9.2.1.7. Improvements shall be in accordance with applicable Engineering Servicing Standards, Land Use Bylaw, Alberta Building Code or other safety codes, and approved construction specifications.

9.2.2. Projects that include the following improvements are ineligible:

9.2.2.1. Improvements required as a condition of a development permit issued on or after January 1, 2016;

9.2.2.2. Improvements associated with a landscaping security that is being held by the Municipality; and

9.2.2.3. Improvements that do not comply with the Engineering Servicing Standards, Land Use Bylaw, Alberta Building Code or other safety codes, and other municipal standards.

## 10. **Communications and Recognition:**

~~10.1. The Municipality may provide Recipients with a commemorative plaque, sign or other recognition acknowledging support from the Municipality. **The recognition must be displayed for a period of two (2) years following the completion of construction, or for the duration of temporary improvements, whichever is less.**~~

10.2. **Recipients may be contacted by the Municipality for participation in Program promotional activities.**

10.3. **Application information, not limited to photographs, drawings, and plans, may be used by the Municipality for the purposes of Program promotions, presentations, and similar purposes.**

## 11. **Monitoring and Reporting:**

11.1. The Municipality will maintain records to enable timely reporting to Council on the interest in, uptake of, and success of the Program. The Municipality will monitor the:

- 11.1.1. number of inquiries about the Program;
- 11.1.2. number of applications received, reviewed, approved, completed, and funded;
- 11.1.3. total funding provided under the Program and for each Grant type;
- 11.1.4. ~~the individual Grants;~~
- 11.1.5. Recipient feedback; and
- 11.1.6. public perception.

## 12. Appendices:

- 12.1. Schedule "A": Downtown Map

## 13. Rescind and Replace

This Policy rescinds and replaces the Downtown Revitalization Incentives Program Phase 2 Policy FIN-320, dated April 1, 2021.

### **APPROVAL**

This Policy was approved by Council. It will be reviewed not later than its next Revision Date to determine its effectiveness and appropriateness. It may be assessed before that time as necessary.

\_\_\_\_\_  
Sandy Bowman, Mayor

\_\_\_\_\_  
Jade Brown, Chief Legislative Officer

\_\_\_\_\_  
Date



**SUPPORTING REFERENCES AND POSITION RESPONSIBLE**

Legal References:	Safety Codes Act, RSA 2000, c S-1
Cross References:	Community Investment Program Policy FIN-220 Downtown Revitalization Incentives Program Administrative Procedure <del>Phase 2</del> FIN-320-P01
Position Responsible:	Director, Planning and Development Director, Community and Protective Services

**COUNCIL POLICY DETAILS AND REVISION HISTORY**

Date	Action	Description
June 2020	Introduction	Council reading and establishment of the Program
April 2021	Revisions – Substantive	Changes and updates to eligibility and Grants
<del>April</del> 2022	Revisions – Minor	Minor changes to provide a continuation of the existing Program. Policy name was changed to remove “Phase 2”, definitions were revised, and information was rearranged to improve flow and enhance clarity.

**Schedule “A”:** Downtown Map

