

The Town of Innisfail has set aside funds for a Façade and Storefront Improvement Program for commercial properties. The program encourages commercial building owners to invest in the appearance and character of their storefronts by providing a grant to cover a portion of renovation and improvement costs.

The grant provides an incentive to undertake building upgrades which create a more interesting and appealing streetscapes and properties to attract people and business to commercial areas. The character and design of the building, in combination with the businesses contained in the building, attract shoppers both for the goods and services provided and the experience of being in an interesting and lively place.

The program is intended to:

- Make streets more inviting and interesting places to walk, visit and shop by enhancing the curb appeal of the area
- Help building owners attract and retain tenants and market their properties and businesses
- Contribute to community pride through visually interesting and appealing buildings
- Promote building improvements and investment in commercial areas

Who is eligible?

- Businesses and building owners are encouraged to work together in submitting an application. 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 Innisfail
- The building must be in a designated commercial Land Use District and must be used primarily for commercial purposes

How does it work?

- The program provides a one-time per property reimbursement of up to 50 percent of the cost of eligible renovations up to a maximum of \$5,000
- Proposals will be reviewed on a case-by-case basis and in the order in which they are received
- The project must be reviewed and approved before funding is allocated; no funds will be provided for a project that is complete or in progress at the time of application

Successful projects will strive to improve the publicly visible exterior appearance, design and function of a building by:

- Restoring to view unique architectural details that have been hidden by previous changes to the façade of the building
- Improving the view of the interior of shops or restaurants through the use of clear glass and storefront designs that make use of window display areas
- Contributing to the appearance of the block by filling in gaps between buildings and adding to the “street wall”

- Adding visual interest and variety at the sidewalk level
- Restoring or adding architectural features that make the building visually interesting

Eligible projects are required to reflect the principles of good design. More guidance is provided through the attached Design Guidelines page.

The work that is eligible for reimbursement may include:

- Restoration of exterior finishes and repainting on the publicly visible faces of the building
- Repair or replacement of storefront windows, doors and doorways
- Exterior building lighting
- Installation of awnings, canopies and sign bands
- New or increased size of storefront window openings and doorways
- New architectural details such as entranceways, base trim, cornices and corner accents
- Addition of patio areas and permanent landscaping elements connecting to the street

The above list is not all-encompassing. Other improvements could be eligible if they meet the objectives of the program.

What is the process?

- Submit a complete application; Town planning staff are available to assist with your questions
- The Review Committee looks over the application; additional information or revisions may be requested
- After the application is approved, and other required permits are obtained, project construction can begin
- When the project is complete, a project inspection is conducted by Town planning staff and the grant cheque can be processed
- Funding will be allocated on a case-by-case basis and first received basis until the budget has been spent; applications not funded in the current year's budget may be considered in the next year of the program

Note: The Façade and Storefront Improvement Program application is not a substitute for the development permit and building permit processes. No funds will be provided to projects that have not obtained and/or complied with the necessary permits.

The following guidelines are intended to provide very general direction on the type of façade and storefront improvements that the program seeks to attain. It is not all-encompassing and unique and appealing approaches on individual sites will be considered.

Articulate elements of the façade to create visual interest

- Corners of buildings and individual tenant bays should stand out through use of columns and similar vertically oriented features
- A well defined base below street level display windows and clearly defined sign band above the first floor should be used
- Cladding materials should consist of high quality materials that reflect the traditional types of material used in commercial downtown areas

Street frontages that are transparent and relate to the street

- Storefronts should provide visibility to the activities in the building from the street through the use of display windows
- Awnings and canopies that extend the roof over the sidewalk for the pedestrian and patio areas that provide activity space between buildings and the sidewalk are encouraged

Buildings are accessible and attractive to pedestrians

- The entrances to the building should be inviting, eye-catching and complement the façade design using interesting materials
- Entrances should be well lit to provide a sense of security and safety for visitors
- The space leading up to the building entrance, especially where the building is set back from the sidewalk, should incorporate landscaping to enhance pedestrian comfort and make the place more interesting



APPLICATION FORM

Façade and Storefront Improvement Program

Applicant Name

Mailing Address

Email

Phone

Fax

Property Address (where construction will take place)

Name of Business on Premises

Name of Property Owner

Owner's Phone

Total Project Cost

Amount of Funding Requested (\$5000 max)

Planned Project Start Date

Planned Project Completion Date

Checklist of attachments:

- Detailed project description Detailed project budget Before photos of the building
 Description of materials Contractor quote After drawing/illustration
 Signed authorization of property owner designating authority to applicant (if required)

Applicant Signature

Date

- I/we agree that this application and all attached material will become the property of the Town of Innisfail and that the information provided herein is true, correct and complete in every respect.
- I/we understand and agree that submission of this application is no guarantee of program funding.
- I/we agree that all necessary permits and authorization will be obtained in advance of the project start and understand that no funding under this program will be provided for projects that have already begun.