1. **DEFINITIONS**

1.1 **Application Requirements** - means the information required to render an application complete and a candidate for a possible Program Grant according to the terms and processes of this and other City Policies.

1.2 **Building Façade** - means the physical exterior portion of a Retail and/or Commercial Building that is abutting an adjacent public road right-of-way (excluding a lane), typically rises two to three storeys, and features a functional and aesthetic orientation toward the street and pedestrian environment. Additional details describing the building façade are set out in the Façade Improvement Design Guidelines or other relevant guidelines established for a Targeted Area.

1.3 **Certificate of Completion** - means a document signed by an architect or engineer professionally certified in the Province of Alberta or by a licensed building contractor indicating the completion of construction.

1.4 **Façade Improvements** - means structural or non-structural renovations carried out on:
   - the exterior façade of an existing retail or commercial building to enhance exterior building aesthetics and functionality with regard for the interface between public pedestrian space and street oriented Commercial activities; and
   - improvements to the storefront which improve the functionality of the interface between public pedestrian space and street oriented Commercial activities. Storefront improvements may include limited permanent interior improvements which improve the view of the retail space from the street and have regard for the functionality of the retail space to the pedestrian environment.

1.5 **Façade Improvement Design Guidelines** - means the guidelines approved by the Deputy City Manager of the Regional and Economic Development Department which are used by the City to promote the intended effect of the Façade Improvement Program Policy. The guidelines are physically separate from this procedures document, reference the type of permitted improvements for which a Program Grant may be provided, provide design principles for consideration by applicants, are used to assess applications received under these procedures, and determine the basis for a Reimbursement Agreement and a Program Grant. These Guidelines may be amended from time to time upon the direction of the Deputy City Manager of the Regional and Economic Development Department.
1.6 Post Construction Inspection - means the inspection by the Program Manager following completion of construction activities intended to:
   ● determine an applicant’s qualification to receive a Program Grant; and
   ● evaluate the completed Façade Improvements against the Reimbursement Agreement and approved application to the Program.

1.7 Pre-Construction Inspection - means the inspection by the Program Manager conducted prior to the onset of construction activities to renovate the exterior Building Façade and/or Storefront of Commercial buildings pursuant to an application filed under these procedures.

1.8 Program Grant - means the financial assistance available under this program for reimbursement of up to 50% to a maximum of $30,000 per Building Façade for the cost of eligible Façade and Storefront Improvements as specified in a Reimbursement Agreement.

1.9 Project Review Committee - means a committee selected by the City Manager with representation including the City of Edmonton administration, the local Business Improvement Area, and other organizations with the responsibility for evaluating applications filed under these procedures. The Project Review Committee makes recommendations regarding Program Grants and provides direction on Target Areas.

1.10 Program Manager - means a person or persons appointed by the Deputy City Manager of the Regional and Economic Development Department to implement these procedures, to write reports and make decisions in order to facilitate the review of applications.

1.11 Reimbursement Agreement - means the contract between the City of Edmonton and the building owner, which sets out project characteristics and the improvements for which the applicant may seek reimbursement in the form of a Program Grant upon successful project completion.

1.12 Commercial Buildings - means Commercial buildings located in a Target Area which:
   ● are zoned for Commercial use at ground level;
   ● have direct street level exposure including a continuous street front edge on less than three block faces; and
   ● feature an existing or potential functional orientation toward the street and pedestrian environment.

1.13 Storefront - means the lower portion of a Building Façade that is the focus of activity, often the area contained within the first storey and articulated with various architectural details, that
provides visual interest and physical access to the business located within and the area in which
the individuality and identity of a business is expressed.

1.14 **Targeted Area** - means an area designated by City Council upon recommendation of the City
Manager to which the Facade Improvement Program Policy and these procedures apply. The
Targeted Area may be further defined by the Project Review Committee appointed to evaluate
projects and administer the Policy within the Targeted Area.

2. **GUIDELINES**

2.1 **AREA OF APPLICATION AND EFFECTIVE DATE**

2.1.1 These procedures apply to Façade Improvement projects undertaken on existing
Commercial Buildings located only within Targeted Areas approved by City Council
subject to recommendation from the City Administration and any conditions of these
procedures.

2.1.2 Once approved, a target area designated and a budget approved, these procedures are
applicable to that area based on annual renewal by City Council or for such time as
otherwise prescribed.

2.2 **ELIGIBILITY**

2.2.1 The applicant must meet the following minimum requirements to be eligible to apply for a
Program Grant under these procedures:

a. The applicant must be the building owner(s) or their designate;

b. The proposed project must involve existing buildings used for a primarily retail or
   commercial purpose, located within the boundaries of a Targeted Area. Some limited
discretion may be exercised in extending program eligibility to institutional and non-
profit projects or non-commercial uses adjacent to commercial activity with a street
level function and aesthetic which are consistent with the intent and effect of these
procedures;

c. The proposed project must be within a Targeted Area as specified by City Council
   and the Project Review Committee;

d. The proposed project must be referenced to a building defined by a separate land
   title, physical construction and ownership;

e. The amount of City funding potentially available for the project must not exceed 50%
of eligible costs approved by the Project Review Committee in the Reimbursement
   Agreement. No building may receive more than $30,000 in project grants except...
where the building is a corner building with two facades in which case the maximum program grant per building is twice the maximum amount;

f. Reimbursement for architectural fees may not exceed 20% of eligible costs or $6,000 (20% of Maximum Grant Amount) per facade, whichever is less;

g. The proposed project must involve eligible Façade and Storefront Improvements and have regard, as specified in the Policy and the associated processes, for any Façade Improvement Design Guidelines approved by the City Administration for implementation of these procedures and/or application to a Targeted Area;

h. The applicant must meet additional Application Requirements as specified; and

i. Funds are allocated subject to the conditions of the Facade Improvement Program Policy and these procedures which include both a designation of a maximum eligible amount per building upon the nature and scope of the project and a review of proposed improvement for eligible reimbursement.

2.3 APPLICATION REQUIREMENTS

2.3.1 Applications submitted under the Façade Improvement Program Policy and these procedures must include the following components:

a. Application form;

b. Detailed explanation, written and graphic, of the improvements to be made;

c. Statement indicating how the project reflects the principles of the Façade Improvement Design Guidelines approved by the City Administration for implementation of these procedures and/or application to a Targeted Area;

d. Explanation of the elements for which the applicant is seeking reimbursement;

e. A cost summary listing the itemized breakdown of the improvements and the corresponding specific costs, the selected vendor(s)/contractor(s), and the City of Edmonton business license number of the contractor(s);

f. Photographs of the current state of the building and renderings of the expected result;

g. Current Land Title Certificate and Corporate Registry Search if the property owner is a company;

h. A minimum of three contractor bids or quotes for all work proposed for the project;

i. Program participants are required to comply with all City of Edmonton regulations and permit requirements, Provincial building codes and meet all associated regulations including any relevant policy or statutory plans which apply to the Targeted Area, the City of Edmonton Zoning Bylaw and other relevant Bylaws; and

j. An approved Development Permit and/or approved Building Permit and/or Sign Permit.
2.3.2 Additional information

2.3.2.1 The Facade Improvement Program is only available to owners of existing Commercial buildings located in Targeted Areas.

2.3.2.2 Reimbursement is limited to labor and material for eligible cost items only. However, the City may require that non-eligible work be performed as a precondition for reimbursement of eligible cost items. The following improvements are always required, even where such improvements may not be eligible for reimbursement:

- Property must be in compliance with all City Bylaws including but not limited to the Minimum Maintenance Standards Bylaw.
- Graffiti on all exterior surfaces covered, removed or painted over.

2.3.2.3 To be eligible for reimbursement, no work must be performed until a Reimbursement Agreement has been fully executed by the City. Work that has commenced prior to a fully executed Reimbursement Agreement being in place is not eligible for reimbursement.

2.3.2.4 Applicants are required to consult with a Program Manager in conjunction with or prior to formulating their submission with respect to application information requirements, the design and other relevant details of the proposed project.

2.3.2.5 Upon receipt of the application by the City of Edmonton, the applicant will be required to contact the Program Manager in the Regional and Economic Development Department to schedule a Pre-Construction Inspection of the subject property to determine the Pre-Construction Inspection status of the Building Façade and specifically the areas to be improved.

2.4 APPLICATION PROCESS

2.4.1 Prior to filing an application the applicant shall review the Application Requirements and consult with the Program Manager regarding the application process, requirements, criteria and rules of eligibility.

2.4.2 In order to ensure adequate, consistent review and evaluation, the project proposal shall be prepared in accordance with the format established by the administration.

2.4.3 Project applications will be received/reviewed and reimbursement issued on a first come-first served basis until funds are depleted or the program term has ended.
2.4.4 Completed applications shall be submitted to the Deputy City Manager of the Regional and Economic Development Department.

2.4.5 The City reserves the right to accept, reject or modify any application and render decisions in regards to complete applications as approvals, approvals with conditions and refusals.

2.4.6 Rehabilitation or improvements that affect historic properties must be consistent with the City of Edmonton’s Historic Resources Management Program and are subject to review by the Heritage Planner. No funds will be allocated for projects that prevent or detract from future possible designation of a recognized heritage resource.

2.5 COMMITTEE REVIEW

2.5.1 All complete applications are reviewed by the Project Review Committee.

2.5.2 The Project Review Committee meets monthly or as required to evaluate applications.

2.5.3 The Project Review Committee will recommend to the Deputy City Manager approval, modification or refusal regarding the decision to enter into contracts regarding any applications reviewed by the Committee.

2.5.4 The City’s decision to approve an application involves two sets of decisions. First a decision is made to the maximum amount the project for which the project is eligible ranging from $10,000 - $60,000 depending upon the nature and scope of the project relative to the priorities of the Façade Improvement Program. Second, the project is reviewed for its compliance with the program guidelines and the eligibility of proposed improvements for reimbursement according to the 50% formula and the maximum grant amount.

2.6 CONSTRUCTION PROCESS

2.6.1 All projects assisted by this Program must be completed in a timely manner. The contract will allow a maximum of 12 months for completion. If it can be demonstrated that circumstances clearly beyond the applicant’s control prohibit completion in 12 months, the City may grant a one-time 6 month extension. Failure to complete the contract in a timely manner will result in a termination of the contract at the discretion of the City.
2.6.2 The applicant will be responsible for securing all required construction permits from the City of Edmonton and must present all Certificates of Approval and an Occupancy Certificate, where required, prior to disbursement of program funds for work upon which a permit was required.

2.6.3 All contractors must hold a valid business license issued by the City of Edmonton. All construction contracts will be between the applicant and the contractor.

2.6.4 Final determination of qualification for a Program Grant is not made until the construction is substantially complete and a review has been undertaken assessing the project improvements against the approved application to the Program.

2.6.5 Applicants are required to enter into a Reimbursement Agreement with the City of Edmonton which specifies work to be completed, the costs of the project and the amount and conditions under which the City will provide a reimbursement. Detailed requirements of the Reimbursement Agreement are stipulated therein and include such variables as the general upkeep and maintenance of improvements including the functionality of any structural improvements particularly those relating to accessibility, permeability and visual interest such as doors and display windows.

2.7 REIMBURSEMENT OF PROJECT COSTS

2.7.1 Maximum assistance allowed under the Façade Improvement Program is 50% of eligible costs to a maximum of $30,000 per Building Façade.

2.7.2 At the time a reimbursement request is made, no individual or business will be eligible for reimbursement under the Façade Improvement Program if such entity is in default of taxes owing or an obligation funded by any other municipal program. Demonstration of good standing must be provided.

2.7.3 City funds will be disbursed in conjunction with the private match funds and only for work as specified in the contract which has been satisfactorily completed. At no time will the City pay more than 50% of the eligible costs or the maximum grant per building.

2.7.4 The applicant is responsible for payment of all contractors. The City will not pay the contractors directly.

2.7.5 Program funds are to be directed only towards approved improvements to a building façade according to the terms of the Reimbursement Agreement.
2.7.6 The matching grant is paid only upon completion of pre-approved applicant paid-work.

2.8 **SPECIAL CONSIDERATIONS**
Program funding, dispersal period and conditions of dispersal.

2.8.1 The Deputy City Manager of the Regional and Economic Development Department or his designate may make minor exceptions to program guidelines.

2.8.2 The Deputy City Manager of the Regional and Economic Development Department has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding.

2.8.3 Participants will be responsible for obtaining necessary approvals including but not limited to City of Edmonton Development and Building Permits. All work must comply with City, Provincial and Federal regulations.

2.8.4 Projects that affect historic properties must be consistent with the City of Edmonton’s Historic Resources Management Program and are subject to review by the Heritage Planner. No funds will be allocated for projects that prevent future possible designation of a recognized heritage resource.

2.8.5 Liquor stores and adult entertainment businesses generally are not eligible, except in situations where an entire block of storefronts with other types of businesses are being upgraded by participation in the Program. The City reserves the right to determine applicant participation in the Program on a case-by-case basis.

2.8.6 Submitting an application does not commit the City to enter into an agreement to pay any costs incurred in its preparation, to participate in subsequent negotiations or to enter into a contract for the project. Further, the acceptance of an application does not constitute an agreement by the City that any contract will actually be entered into by the City.

2.9 **MUNICIPAL CONTROL**

2.9.1 The City of Edmonton shall be protected in the delivery of a Program Grant contributing to the Façade Improvement Program projects because:

- The City Council can close the program to new applications at any time;
- Any delivery of Program Funding is bound by the terms of a Reimbursement Agreement;
• Submitting an application does not commit the City to enter into an agreement to pay any costs incurred in its preparation, to participate in subsequent negotiations or to contract for the project. Further, the acceptance of an application does not constitute an agreement by the City that any contract will actually be entered into by the City;

• The program period during which applicants may qualify for Program Funding is limited by City Council; and

• The total amount of program funding is limited to $30,000 per Building Façade.

3. RESPONSIBILITIES

3.1 CITY COUNCIL:

a. Approves changes to the Facade Improvement Program Policy
b. Approves program funding for implementation of the Facade Improvement Programs;
c. Evaluates the program upon completion; and
d. Approves the application of the Facade Improvement Program Policy to a Targeted Area for a specified term.

3.2 EXECUTIVE COMMITTEE:

a. Recommends to City Council the application of the Facade Improvement Policy to a Targeted Area for a specified term;
b. Recommends a program funding source to the City Council;
c. Recommends changes to the Facade Improvement Program Policy to City Council; and
d. Evaluates the program upon completion and makes appropriate recommendations to City Council.

3.3 CITY MANAGER:

a. Recommends to Executive Committee the application of the Facade Improvement Program Policy to a Targeted Area for a specified term;
b. Recommends a program funding source to the Executive Committee;
c. Recommends changes to the Facade Improvement Program Policy to Executive Committee;
d. Provides an administrative evaluation of the program upon its completion;
e. Identifies a funding source for the program and makes recommendations to Executive Committee accordingly; and
f. Selects members for the Project Review Committee.
3.4 DEPUTY CITY MANAGER - REGIONAL AND ECONOMIC DEVELOPMENT DEPARTMENT:

a. Recommends changes to these procedures to the City Manager;
b. Recommends to the City Manager the application of these procedures to a Targeted Area for a specified term;
c. Recommends a program funding source to the City Manager;
d. Evaluates the program annually, provides a report to the City Manager regarding its performance and makes the appropriate recommendations regarding its ongoing implementation;
e. Serves as the City of Edmonton contact for receipt of applications for Program Grants issued pursuant to these procedures;
f. Identifies and administers a funding source;
g. Recommends members to the City Manager for selection for the Project Review Committee;
h. Evaluates the program upon its completion and makes recommendations to the City Manager regarding its renewal or cessation;
i. Establishes detailed application requirements and the Guidelines for Façade and Storefront Improvements and amends the Guidelines from time to time, as required; and
j. Delegates authority as required to the Program Manager in regards to program implementation.

3.5 CHIEF FINANCIAL OFFICER – FINANCE AND TREASURY:

a. Recommends a program funding source to the Deputy City Manager of the Regional and Economic Development Department.

3.6 PROJECT REVIEW COMMITTEE:

a. Is selected by the Deputy City Manager of the Regional and Economic Development Department in consultation with the Business Improvement Area associated with the Targeted Area.
b. Provides additional definition of program boundaries as required for the implementation of the program in a Targeted Area;
c. Carries out the evaluation of applications, and establishes the terms of the Reimbursement Agreement; and
d. Is chaired by a representative of the Office of the Deputy City Manager of the Regional and Economic Development Department or a designate appointed in his place.

3.7 PROGRAM MANAGER:

a. Evaluates applications for their completeness;
b. Coordinates the administrative review of applications throughout the period between submission of the application and project completion;

c. Prepares a written report on each application with a recommendation to the Project Review Committee to conditionally approve or refuse an application;

d. Prepares appropriate schedules and documentation pursuant to these procedures; and

e. Conducts Pre-Construction Inspections, Post Construction Inspections and periodic other inspections of the subject project.