

## Exception to the Façade Improvement Program

### Downtown

**Recommendation:**

That Urban Planning Committee recommend to City Council:

That the property located at 10432 Jasper Avenue be exempted from the Façade Improvement Program Policy public road right-of-way requirements, and that a grant of up to \$30,000 under the Façade Improvement Program Policy, to the property owner, Hillmont Inc., be approved.

**Report Summary**

The property at 10432 Jasper Avenue is a prominently located narrow building fronting onto Jasper Avenue and is adjacent to Beaver Hills House Park. As the building fronts the road right-of-way, the owner is eligible for a grant of up to \$30,000 under the Façade Improvement Program. This report requests that the one single grant of up to \$30,000 be allocated to improvement on the front of the building, as well as to the park-facing building side-wall which abuts public park space.

**Previous Council/Committee Action**

At the September 19, 2016, Agenda Review Committee meeting, this report was rerouted to the September 28, 2016, Urban Planning Committee meeting.

**Report**

The narrow building at 10432 Jasper Avenue fronts onto Jasper Avenue with its main commercial doorway facing south onto Jasper Avenue. The side length of the property directly overlooks the adjacent Beaver Hills House Park to the west and due to the orientation of this narrow building, has limited direct exposure to the road right of way on its south façade to Jasper Avenue. The west façade of the building is fully exposed to pedestrians and vehicle travelling east on Jasper Avenue because of its adjacency to Beaver Hills House Park on the corner of Jasper Avenue and 105 Street NW.

The property was previously leased by a Law Office but has been vacant for some time. The property owners have conveyed the difficulties of obtaining a new lessee because of the building's layout, condition and current lack of interface with the park. The owners are undertaking major renovations and are searching for a hospitality lessee with the goal of positively contributing to the vibrancy of the streetscape and surrounding area.

The Downtown Business Association considers the appearance of this building to be important to the image of the immediate area and the continued revitalization of downtown park amenity areas.

## Exception to the Façade Improvement Program - Downtown

Due to the locational attributes of this building next to the park, the recommendation of the Downtown Business Association and the Design Review Committee for the Façade Improvement Program, it was determined the optimal treatment for the building would be to include the west (side), and the south (front) facades within a single grant of up to \$30,000 in one Reimbursement Agreement.

Administration recommends this building/property be exempt from the Façade Improvement Policy (City Policy C216B) requirement of eligible improvements being conducted solely on the public road right-of-way and the owners be provided a grant of up to \$30,000, on the basis of:

- the building's prominent location and exposure
- the majority of the building's exposure is on the west side that abuts Beaver Hills House Park
- the positive impact the enhanced façades are anticipated to have on the surrounding area, which would include increased eyes on the park and stronger interface with the public space

This exception would allow funding for up to \$30,000 on the building to be applied on eligible expenses on the west-facing wall and the south-facing wall of the building.

### Corporate Outcomes

This report contributes to *The Way Ahead* corporate outcomes "Edmonton is attractive and compact", "Edmonton has a globally competitive and entrepreneurial business climate", and "Edmonton Region is a catalyst for industry and business growth" as it provides support for investment that positively impacts a commercial area's physical form and contributes to sustainable business growth.

### Risk Assessment

Risk Element	Risk Description	Likelihood	Impact	Risk Score	Current Mitigations	Potential Future Mitigations
Financial	That the funds are not used as required.	1 - Rare	1 - Minor	1 - Low	Delivery of the Facade Improvement Program operates under a Policy and Procedure with standard contracts and operational controls that identify and reduce risk to the City of Edmonton	Continued monitoring of operational controls and contracts to ensure they are up to date

## Exception to the Façade Improvement Program - Downtown

### Budget/Financial Implications

The Façade Improvement Program receives \$900,000 in annual funding. This grant will likely be paid out in 2017 and will have a minimal impact on the balance in the reserve, which is currently sufficient to cover committed funding, including this particular grant.

### Legal Implications

City Policy 216B - Façade Improvement Program Policy allows a reimbursement grant up to 50 per cent of eligible construction costs to a maximum amount of \$30,000 per building façade. A building façade is defined as “the physical exterior portion of a Retail and/or Commercial Building that is abutting an adjacent public road right-of-way”

With City Council approval, a standard agreement for façade improvement can be amended to allow the eligibility of improvements on the building face not adjacent to public road right-of-way.

### Metrics, Targets and Outcomes

Business revitalization zone Health Indicators were presented to Executive Committee on June 21, 2016 (Report CR\_3065). Several of the indicators will be used to measure the impact of this policy exemption.

<b>Metrics</b>	<ul style="list-style-type: none"><li>• Health indicators that apply to this include:<ul style="list-style-type: none"><li>- Increase of Business awareness level, accessibility to consumers and general increased appearance rating; and</li><li>- Parking lots / buildings / public spaces adhere to CPTED guidelines; Commercial mix is consistent with BRZ goals; and, BRZs have a sense of security.</li></ul></li></ul>
<b>Targets</b>	<ul style="list-style-type: none"><li>• This policy exemption supports the target of BRZs having an increased sense of security;</li><li>• This policy exemption supports the target of pedestrian friendly streets; and</li><li>• This policy exemption supports the target of parking lots/ buildings/public spaces adhering to CPTED guidelines.</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Stronger interface between Public and Private realm (including Beaver Hills House Park);</li><li>• Increase in “perception of safety” rating and</li><li>• Commercial mix reaches “satisfaction levels”.</li></ul>

### Justification of Recommendation:

City Council approval is required to exempt the property from the Façade Improvement Program Policy requirements and to approve the grant funding.

### **Attachments**

1. SLIM Map of 10432 Jasper Avenue NW
2. Streetscape View of the Building at 10432 Jasper Avenue NW

### **Others Reviewing this Report**

- T. Burge, Deputy City Manager and Chief Financial Officer, Financial and Corporate Services