

**Summary of Changes to C216B Facade Improvement Program (C216C Storefront Improvement Program)**

The following tables summarize the proposed policy amendments to C216B Facade Improvement Program (C216C Storefront Improvement Program).

<b>C216C Storefront Improvement Program</b>		
<b>Original Wording</b>	<b>Proposed Wording</b>	<b>Reason for Change</b>
Title: Facade Improvement Program	Title: Storefront Improvement Program	Renaming the program clarifies the program purpose and supports clearer marketing and communication efforts.
The City of Edmonton supports the revitalization of main street commercial areas in need of added support.	The City of Edmonton supports the revitalization of pedestrian-friendly main street commercial areas by providing financial incentives to encourage property owners to improve the appearance, functionality and accessibility of existing street-oriented commercial buildings.	The proposed wording clarifies the intended outcomes of the program.
The purpose of the Policy is to encourage property owners of existing street-level retail and/or commercial buildings located within Business Revitalization Zones and	The purpose of this policy is to provide financial incentives to encourage property owners of street oriented commercial buildings to invest in the improvement of the	Reworded the purpose statement to clarify the purpose and focus of the program. Updated “Business Revitalization Zones” to “Business Improvement Areas”.

<p>other council supported initiative areas to invest in the improvement of the appearance and/or functionality and/or accessibility of their buildings storefront and/or facade.</p>	<p>appearance, functionality and/or accessibility of their storefront and/or facades. Encouraging attractive, pedestrian-friendly main street commercial areas through investment in existing commercial buildings will support Edmonton’s Business Improvement Areas.</p>	
<p>Improvements must enhance the interface between the public pedestrian space and commercial activities and have a positive aesthetic impact on the existing street.</p>	<p>N/A</p>	<p>Reworded this statement and moved it into the eligibility criteria.</p>
	<p>Eligible commercial buildings must:</p> <ul style="list-style-type: none"> <li>• be located within Business Improvement Areas and other Council approved Target Areas,</li> <li>• have at least one facade facing onto a public road right-of-way and/or a facade facing onto pedestrian-oriented, municipally owned open space;</li> <li>• be commercial in use or mixed-use in nature with commercial on the main floor,</li> <li>• not have previously received a Facade Improvement Program or Storefront Improvement</li> </ul>	<p>A section for eligibility criteria was added to the policy to clearly identify to Council and applicants what types of buildings are able to apply to the program.</p> <p>The majority of this criteria was previously listed in the Program Procedures. New criteria include:</p> <ul style="list-style-type: none"> <li>• have at least one facade facing onto a public road right-of-way and may have a facade facing onto pedestrian-oriented, municipally owned open</li> </ul>

	<p>Program grant,</p> <ul style="list-style-type: none"> <li>• be referenced to a building defined by a separate land title, physical construction, and ownership,</li> <li>• be current on municipal property tax payments, and</li> <li>• contribute to a pedestrian-friendly streetscape.</li> </ul>	<ul style="list-style-type: none"> <li>space,</li> <li>• contribute to a pedestrian-friendly streetscape.</li> </ul> <p>The additional criteria allows buildings with a facade that faces onto a pedestrian-oriented City owned open space to access the grant. In the future, alleys that are able to support commercial businesses may access the grant if identified and approved by Council as a Target Area.</p> <p>The second point clarifies that this program is intended to support existing pedestrian-friendly buildings on commercial main streets.</p>
<p>The following Façade Improvement Program matching grant financial incentives may be available to property owners in Business Revitalization Zones and other council supported initiative areas:</p>	<p>The following Storefront Improvement Program matching grant financial incentives may be available to property owners in Business Improvement Areas and other Target Areas approved by City Council:</p>	<p>Updated names and language.</p>
<p>a) a reimbursement grant up to 50% of eligible construction</p>	<p>1. a reimbursement grant of up to 50% of eligible construction</p>	<p>Reduced grant amount from \$30,000 per facade to \$25,000 per</p>

<p>costs to a maximum amount of \$30,000 per building façade.</p>	<p>costs to a maximum amount of \$25,000 on a mid-block building with one active facade facing a public road right-of-way or a pedestrian-oriented, City owned open space.</p>	<p>facade facing a public road-right-of-way or pedestrian-oriented, City owned open space. This change allows the program to support approximately five more projects per year which supports stakeholder advice regarding allowing more property and business owners to benefit from the program per year. A maximum grant amount allows Administration to effectively manage the program and determine how funding may be allocated by estimating how many projects can be supported each year.</p>
<p>b) a reimbursement grant up to 50% of eligible construction costs to a maximum amount of \$60,000 on a corner building. The corner building must have at least two facades facing a public road right-of-way and the improvements must significantly enhance the pedestrian street view on each façade.</p>	<p>2. a reimbursement grant of up to 50% of eligible construction costs to a maximum amount of \$30,000 on a corner building with one active facade (\$25,000 for the active facade and \$5,000 for the inactive facade). The corner building must have at least two facades facing a public road right-of-way, or a facade facing a public road right-of-way and a facade fronting onto a pedestrian-oriented, City owned</p>	<p>Reduced the maximum grant amount for corner sites from \$60,000 (\$30,000 per facade) to a maximum of \$30,000 for buildings with one active commercial storefront facing a public road right-of-way and one inactive facade facing a public road right of way. This change reflects the costs of renovating different types of facades, and reducing the maximum grant amount for inactive facades may encourage the creation of active, interesting facades on the</p>

	open space.	two public facing sides of a building.
	<p>3. a reimbursement grant of up to 50% of eligible construction costs to a maximum amount of \$50,000 on a corner building with two active facades (\$25,000 per facade). The corner building must have at least two active facades facing a public road right-of-way, or an active facade facing a public road right-of-way and a facade fronting onto a pedestrian-oriented, City owned open space.</p>	<p>Reduced the grant amount for a corner building from a maximum of \$60,000 (\$30,000 per facade) to a maximum of \$50,000 for buildings with two active facades. This encourages the creation of active, interesting facades on the two public facing two sides of a building, which in turn supports more vibrant main streets</p>