

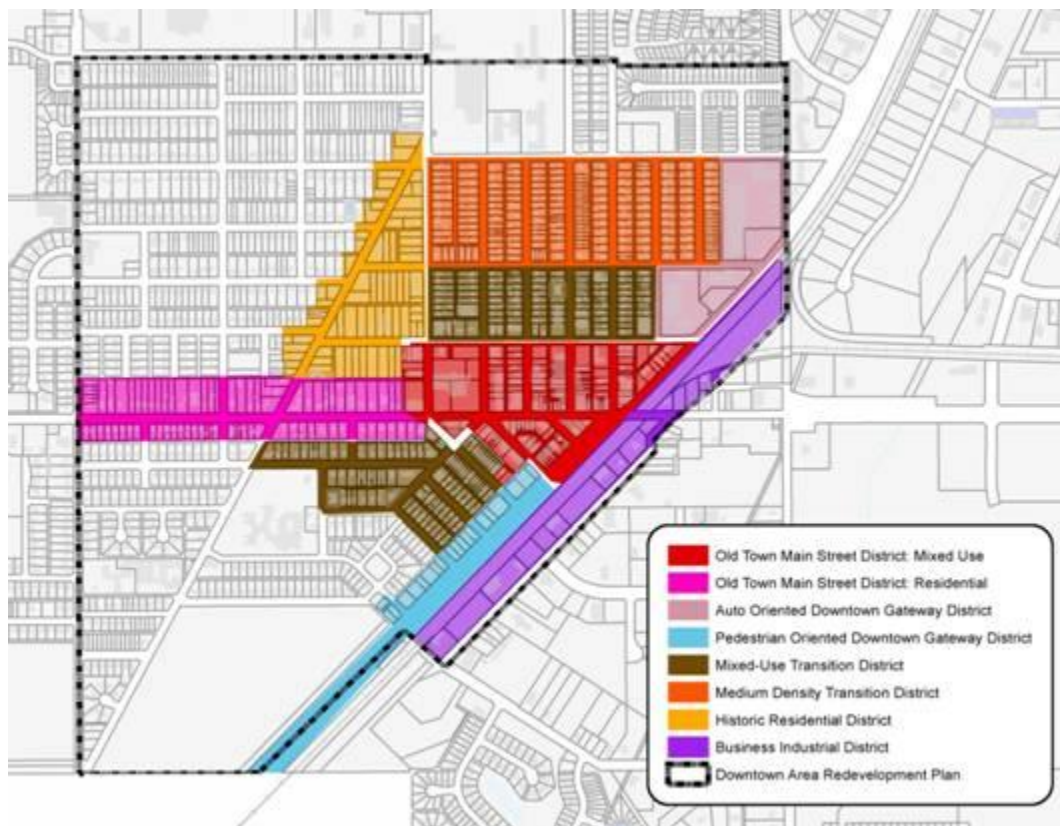
Downtown Storefront Enhancement Program

Purpose

The purpose of this pilot program is to encourage and provide businesses located within the Downtown Area Redevelopment Area with an opportunity to improve the appearance of their businesses, utilizing grant dollars, up to a maximum of \$2,000.00.

The program provides an incentive for downtown business owners to invest in façade renovations and some interior upgrades. The improvements are intended to complement initiatives recommended within the Downtown Area Redevelopment Plan.

Downtown Area Redevelopment Plan Area



The Downtown Storefront Enhancement Program applies to Commercial districts only. These include:

- *Old Town Main Street – Red*
- *Pedestrian Oriented Downtown Gateway District – Blue*
- *Business Industrial District – Purple*
- *Auto Oriented Downtown gateway District – Light Pink*

Program Goals

The Program works with other revitalization initiatives to:

- Promote the viability of retail and commercial businesses
- Help building owners to attract and retain tenants
- Contribute to the quality of life of residents, workers and visitors to the City
- Make the city shopping streets more inviting and interesting places to work and shop; and,
- Build local community and civic pride among the business community and citizens of Lacombe

Criteria

- Any business within the defined boundaries of the Downtown Area Redevelopment Plan may apply
- The applicant must be either the property owner or a designated person who has the written authority from the owner to submit the application and/or so this project
- The buildings must be used primarily for retail and commercial purposes. The committee has some discretion to include projects that are institutional, non-profit and/or accommodate non-commercial uses that contribute to the activity on the commercial main street
- The project must conform to the Program Design Standards
- All work must be completed within the calendar year
- All successful applicants must provide onsite signage/exposure indicating that 'this project was made possible in part from funding provided by Echo Lacombe'

Design Standards

Successful projects will strive to make *visible* improvements to the appearance, design and function of a business by:

- Exposing unique architectural details that have been hidden by previous attempts to modernize the façade
- Striving for direct connection to pedestrians through the use of clear glass, and storefront designs that make use of window display areas
- Coordinating façade improvements with neighbouring buildings and the unique character of the Old Town Main Street District
- Undertaking general cleaning of the building exterior and repainting faded and peeling paint
- Providing buildings that are accessible to pedestrians

- Creating sidewalks or alleyways that are lively places filled with people
- Contributing to the safety on the street
- Addressing winter conditions
- Exemplifying innovative and artistic design

Eligible Improvements

- Lighting
- Exterior walls
- Windows
- Doors
- Storefronts
- Entranceways
- Awnings/Canopies
- Exterior architectural and/or artistic features
- Landscaping
- Façade cleaning and painting
- Signage (provided it is compliance with the land use bylaw)
- Limited permanent interior improvements (reconfiguration of interior walls, display spaces and interior window finishes to enhance the function and display of the storefronts)

The above list is not all encompassing. Other improvements could be eligible if they meet the objectives of the program, comply with City development regulations. The Planning & Development department will be consulted to ensure proper compliance with the City of Lacombe's land use bylaw and Downtown Area Redevelopment Plan.

To Apply

- 1) Please fill out and submit the Downtown Storefront Enhancement Program Application form by **April 3, 2020**.
- 2) Include the land title certificate. If the applicant is not the owner, please ensure the property owner authorization portion of the application form is completed
- 3) Submit before photos of the property
- 4) Provide a project description and estimates – **please supply as much detail as possible (i.e. paint colour, design, cost)**
- 5) The project description will then be referred to the Downtown Storefront Enhancement Committee (DSEC) for evaluation and final approval. If there is still grant funding available after the review process is completed, subsequent applications will be accepted and evaluated on a first come, first served basis

Applications can be emailed or delivered to:

Guy Lapointe
City of Lacombe
5432 – 56 Avenue
Lacombe, AB
T4L 1E9
glapointe@lacombe.ca

Disclaimer

By submitting this application, I/we agree that it and all attachments become the property of the City of Lacombe and that the information provided herein is true, correct and complete in every respect.

I/we understand and accept that submission of this application is not a guarantee of funding and that the Downtown Storefront Enhancement Committee has the right to refuse any application for any reason.

I/we agree to obtain all necessary permits and required authorization prior to the start of the project, and understand no funding will be provided for any project already underway.

The City of Lacombe has permission to use my business name along with before and after photographs to promote this program.

QUESTIONS may be directed to:

Guy Lapointe, Community Economic Development Manager, City of Lacombe
403-782-1263 **glapointe@lacombe.ca**